



What Is Your Fan Strategy?

Teleconference Guide

Life Simplified – *Jen Vondenbrink*

Introduction

[Gary Vaynerchuk](#) – social media guru and life-time entrepreneur said in one of his video blogs – “It’s not about getting more numbers, number grabbing, its understanding who you already have and cultivating those relationships.”

We’re obsessed with the number of fans or followers people have. What do they mean?

Recently I was talking with a prospective client. They said another company interested in the contract had more followers than I did and they thought highly of that. When I asked them what the other company’s strategy was, they couldn’t tell me. When I told them what mine was (which I’ll share at the end of the call), they said “Oh that makes sense! I never thought of it that way.”

Gary also says you can have 4,000 fans with 3,000 who will walk through fire for you or you can have 10,000 fans with only 200 who will walk through fire for you. Which would you want?

Building those kinds of relationships doesn’t happen without a strategy. We’re busy and sometimes it’s easier to collect numbers than build relationships.

We’re going to talk about a 6 step process to build your fan strategy.

I know you’ll find these techniques useful. Let me know which your favorite is. Email me at jen@yourlifesimplified.com .

Warm regards,

Jen



Your Fan Strategy



The ultimate goal for all of us using social media as a marketing tool is to find our next perfect customer. In the past marketers have talked about the power of your database. Your database lived on your computer, rolodex or online client management system.

Today your database may live on these tools, but it also lives on your social networks. When you disregard these lists, you're missing out on multiple opportunities to stay connected with people.

Here are 6 steps you can use build your fan strategy.

1. Understand Your Target Customer

I feel like I start every workshop off with this information, but without this fundamental understanding no marketing strategy will work. We won't address how to choose your target customer, we cover that in *Who Are You Talking To?*

In the case of building your fan strategy there are a few questions about your target customer that can help.

Who is your target customer?

Where do they hang out – online and offline? What do they like to do? – It's easier to relate to people when you can talk about a common interest.

What are their specific and unique challenges? – Understanding these will help you find information that can help them – whether it relates to your product or service or not. Michael Port says in [Book Yourself Solid](#) if you can help people with their jobs, kids or health, they will remember you long after the event.

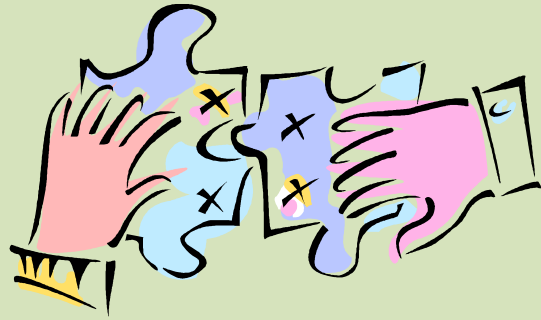


What's their language? – You must be able to speak their language. You've experienced books, resources, blogs, etc. that you instantly relate to, right? Well many cases it's the language you identify with most and then the

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information. When you speak the same language as your target customer, they feel instantly connected.

2. **Determine who you want to connect to and why.** For example you might want to connect to referral sources on LinkedIn and your target customer on Facebook or your blog. You can also determine if you want to connect to everyone or just people you know. All of these strategies are viable when you know why you're using them.



Determining these perimeters, makes finding or creating content easier, knowing whose invitation you'll accept and who you'll send invitations to.

3. **Engage with your connections.** Don't just comment or like posts, talk to your connections. Build relationships. Ask them questions. Answer theirs. Take the communication offline as well.

An easy rule of thumb is connect at least 10 times to every 1 ask you have of your connections. This helps build trust between you and your connections.



4. **Give them a job.** To move beyond thinking of your list as a number, you need to give your list a job (even if it's only in your head.) There are two jobs I recommend you think about for your connections.

Make them part of your sales team. Here are some examples of what they could do to be an effective sales team:

- Share your information. Make this easy for them. Provide links to information, articles, your blog, your website. And make sure they can share your information easily from your site. Do you have share buttons (i.e. like, tweet, +1)

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- ☑ Talk to others about your products and services. Do they know enough about what you do? A great test is to reach out to a connection on your social network that you know. Ask them to describe what you do. If they aren't quite on target, you need to be clearer in your messages.
- ☑ Provide referrals. You need to be positively top of mind. If you are actively engaged with them, they are much more likely to remember you when an opportunity arises.
- ☑ Send you a perfect customer. This is the ultimate job of a sales team. Do they know what types of people constitute your target customer? If not, make sure they do.



Make them a customer. If their job is to become a customer, they need to get to know like and trust you. Here are some things you can do to help them.

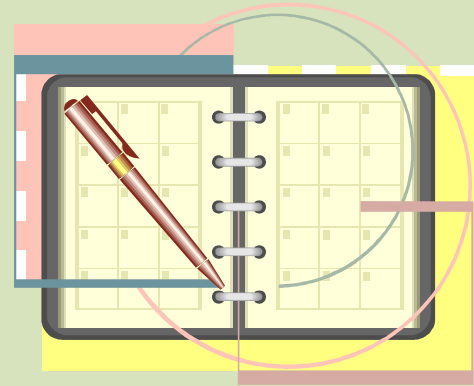
- ☑ Design clear paths for them to follow. Do you have an entry level product? Do you have calls to action? Do you have a sequence of products or services they can graduate up to?
- ☑ Get to know them. Engage with them on your social sites. Share pieces of yourself with them. Remember first they must get to know you, then like you and finally trust you enough to buy.
- ☑ Provide samples of your work. Give them a taste of what you do. It could be through articles, testimonials, samples, etc. Don't be afraid to give things away. The more you do, the more they'll respond. A good rule of thumb from Sean D'Souza of www.psychotactics.com is to "Give the Ideas. Sell the system."
- ☑ Provide testimonials. Testimonials are a third party endorsement. Since people are much more likely to buy based on people's recommendations over traditional marketing, testimonials are keys to helping your connections become customers.

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- ☑ Make it easy for them to buy. Can they easily find your website? Do you have offers on your Facebook page? Can they connect with you? A sale can be won or lost when these things are in effect or not.
- ☑ Make it easy for them to contact you. This relates to the lat point. It also means that you're readily available on your social sites. If they send you a LinkedIn email or Facebook message you need to respond. If they ask a question on your Facebook page or your blog, you answer them. The companies successful in social marketing are responsive to their connections.

5. **Build time into your calendar for these activities.**

Since these are new behaviors, making sure you set up time is the only way you'll consistently execute. If you don't set aside time, it won't get done. Being consistent is your most effective tool in social marketing.



- ### 6. **Track engagement not numbers.**
- Blogs, websites, Facebook and even LinkedIn Company pages allow you to see how engaged your followers are. Using some of the tools below, you can set goals and track progress on your social networks.

Blogs – Google Analytics (time on page, returning visitors, etc.), Comments

Websites – Google Analytics (page views, number of pages viewed, etc.), Opt-in subscriptions.

Facebook – Facebook Page Insights Reports

LinkedIn – Company pages have Analytic reports

Twitter – tweetstats.com

Wrap-Up

Ultimately social networks are about building relationships. It's about real people on the other end of the computer. If you want to build your business using social media, you need to start treating your connections like people and not like a number.

According to studies done, the average human can only maintain 150 close personal relationships. That where social networks help. You can choose 100-150 people to stay closely connected.

You can stay loosely connected to the rest through status updates, blog posts and sharing information. Sometimes it's the strength of these weaker ties that helps build your business so don't dismiss them if they aren't engaged yet.

Value your connections because it's their choice whether to stay with you or not. If you're shouting BUY NOW at them all the time, they can leave. That's the beauty and danger of social networks.

Also look beyond the people you already know. If you have a Facebook page, LinkedIn Company page or blog, you can tell who's joined your page that you don't know. These are your next potential customer or sales person. Reach out. Get to know them.





To book Jen to speak at your next event or run a seminar for your company contact us at info@yourlivesimplified.com

Check more articles on business, social media, and marketing at the [Life Simplified Blog](#)

Join the ongoing discussion on the [Life Simplified for Business Facebook Page](#).

Jen Vondenbrink, owner of Life Simplified, collaborates with organizations to find unique solutions that measurably improve business productivity. Whether a solopreneur or an international corporation, the fundamental law exists, organizations don't change, people change. Solutions, therefore, incorporate people as well as process.

After a successful corporate career in Operations, HR and Training and Development, she now brings this expertise to organizations nationwide. By employing her unique combination of personal development, leadership training and business consulting, her clients have achieved increased productivity, reduced turnover and increased overall life satisfaction.

A partial list of *Life Simplified* clients include:

- Starbucks Coffee Company
- Boeing Employee Credit Union
- Tri-Town Chamber of Commerce
- International Association of Administrative Professionals
- Network of Enterprising Women
- Execunet
- Massachusetts Systems Contractors Association
- New England Small Business Development Centers
- The Massachusetts Women's Bar Association – Metro West Chapter
- The Career Office of Simmons School of Management

