

ONLINE SUCCESS TOOLKIT



Nancy Marmolejo How to Turn Followers into Fans (and Fans Into Leads!) With Social Networking

1. How does the Social Media Impact Cycle work?

- The keys are visibility and value.
- In general this cycle can be slower than the traditional sales cycle.
- Start out as Observers; then a glimmer of value, credibility and trust that piques our interest and a decision is made to become a Follower.
- Before 5-12 impressions, now with the saturation of messages received you need to be not repetitive but continually offer trust and value.
- Next step is for the person to truly pay attention and the desire to get closer so one becomes a Fan who will share what they have learned, make a recommendation, re-tweet.
- Now, the Fan who is open to your message can turn into a Lead by signing up to a free call, download a free report, etc.
- The Lead is now pre-sold so converting them into a Client can be quick.
- Try to connect over the phone with your Fans.
- Don't sell but be of service to help.



2. How to become Consistent and Memorable

- The two strategies are building Relationships and Credibility in everything you do.
- You will gain trust and respect for your brand.
- Your Social Media profiles need to echo your expertise to emphasize the trust and credibility.

3. What are some of the big mistakes being made to avoid?

- Not being patient. There is a cycle and you need to build trust before jumping into a pitch. For example, don't have an automated reply to new followers on Twitter with a pitch – don't be pushy or you will be un-followed.
- Be authentic and real. Sometimes share that you are having a bad day to make yourself real. Nancy's blog is at www.vivavisibilityblog.com offer more tips on proper behavior on Twitter and more.

4. Timesaving tips for busy moms?

- Clear boundaries on how much time you'll spend online and in your office
- Create a schedule to not impede on your family time.
 - Connect Twitter and Facebook so you need only one post
 - Connect Blog to Twitter so new blogs appear on Twitter automatically
- Set a timer on how much time you spend on a site.

