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Social Media Marketing:
**100 Ways
to Make Friends.**

(Friends, Likes, Followers, Fans and Subscribers)



Download current versions of this whitepaper at:
www.OverdriveInteractive.com/100ways

ABOUT THIS WHITEPAPER

Social Connections: Friends, Likes, Followers, Fans and Subscribers

As if things are not confusing enough for many in the social media marketing space, Facebook has made a move that is redefining what companies call their Facebook “Friends.” Previously on Facebook people had “Friends” and companies and organizations had “Fans” who were connected to their “Fan” pages. Now Facebook is calling people who “Friend” a company or organization a Facebook “Like.” For the purpose of this white paper we are going to use the terms Fans, Friends and Likes interchangeably. The reality is that when a person now “Likes” your page, or “Follows” you on Twitter, or “Subscribes” to the RSS feed on your Blog or “Friends” you on MySpace, they create a “connection.” They are connecting with you in the social web where they choose to connect to other people and organizations they value – and that is a big part of what Social Media Marketing is all about.

Making Connections: Friends, Likes (formerly Fans) and Followers

This white paper was developed to help marketers build their company’s Friend, Fan, Like and Follower base on Facebook, Twitter, and other social platforms. The following is a list of ideas that range from simple and free, through paid media based, to a few that will certainly break convention. Use this white paper as a checklist to ignite the growth of your company’s base of social connections.



ABOUT OVERDRIVE INTERACTIVE

Overdrive Interactive is an online marketing agency based in Boston that helps clients grow their businesses with highly creative and measurable social media marketing programs. We specialize in eliminating the blurry line between online media, search engine marketing and cutting edge technology to create social media marketing platforms and campaigns that encourage engaging experiences, create lasting consumer connections and drive profitable customer relationships.

Social Media Marketing Services

- Social Media Planning and Strategy
- Social Media Channel and Profile Development
- Facebook, YouTube, Twitter and Blog Management
- Digital Asset Optimization and Distribution
- Social Media Content Development
- Social and Facebook Application and Contest Development
- Friend and Fan Acquisition
- SocialEye: Social ROI Tracking, Reporting and Analysis
- Search Engine Optimization, Search Engine Marketing and Online Media Buying

Need help with your Social Media Marketing?

Take action and see why some of the world's leading brands turn to Overdrive Interactive to launch, manage and measure their social media marketing channels:

Call us: 617-254-5000

Visit us: www.OverdriveInteractive.com

Like us: www.facebook.com/OverdriveInteractive

Follow us: www.twitter.com/ovrdry

Download this white paper: www.OverdriveInteractive.com/100ways

Download our Social Media Map: www.OverdriveInteractive.com/social-media-map

See social ranking of companies, brands, celebrities and politicians: www.overdrive50.com

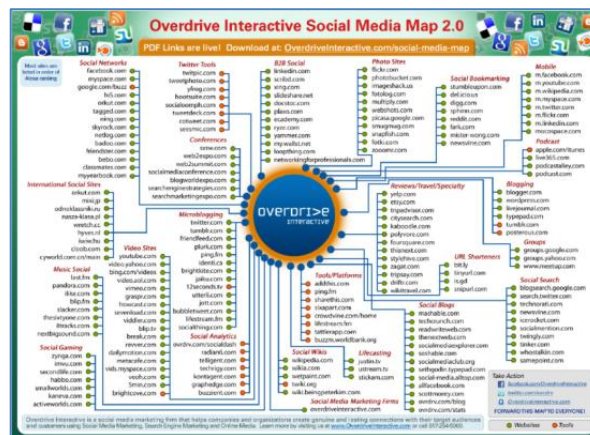


FREE TACTICS

FRIENDS, LIKES, FOLLOWERS, FANS, SUBSCRIBERS = CONNECTIONS

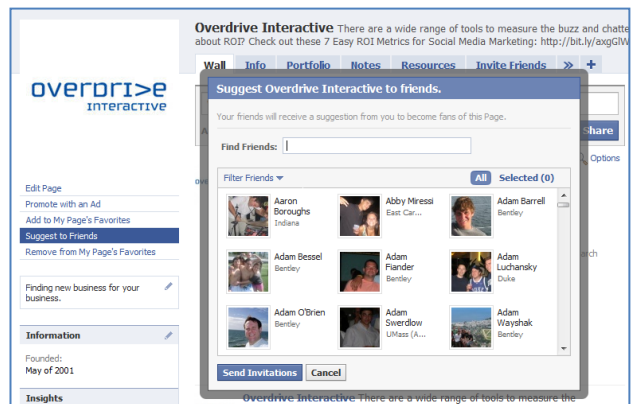
Even with the switch of Facebook language, we are seeing references to companies' connections on Facebook being called "Fans." Thus, we will continue to use all of the vernacular to describe social connections interchangeably for this white paper. Enjoy!

- ❑ **GO SOCIAL.** Create a Facebook and Twitter profile for your brand. Don't stop there. Download our social media map to help guide you through the social web: <http://www.ovdrv.com/maps>

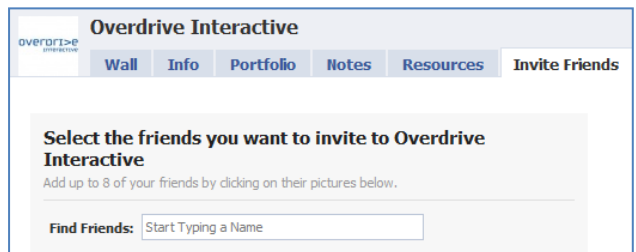


- ❑ **GET YOUR HANDS ON THIS WHITE PAPER.** Now that you have the channel, it's time to build your community by growing your friends using this checklist.
- ❑ **SHARE THIS WHITE PAPER.** Send it to people you know and tell them they can thank you by becoming your friend.
- ❑ **BE VAIN.** Facebook now allows vanity URL's. If you don't have one yet, set one. It makes it easier to promote your page. Log in to Facebook and visit [Facebook.com/username](https://www.facebook.com/username) to set yours now.

- ❑ **LOVE YOURSELF.** Start by becoming a friend of your own company. All your friends will see you joined and become aware of your company's Facebook page.
- ❑ **LOVE YOUR COMPANY.** Encourage your employees to become friends. Their feedback and contribution into your social media efforts will only lead to more success.
- ❑ **SPREAD THE LOVE.** Get your friends and employees to suggest your company's Facebook page to their friends. It's quick and easy.

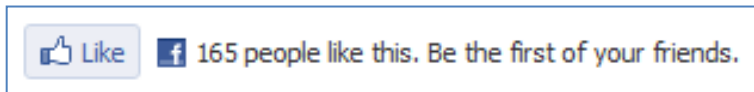


- ❑ **FACEBOOK TAB IT.** Add an "Invite Friends" tab on your Facebook page that allows your friends to invite their own friends to become a friend of your Facebook page. Add the tab, then draw attention to it through status updates and tweets.



- ❑ **SOCIAL TOP 50.** Get added to Overdrive's 50, a list of the top companies and people on social media. Users looking for the top brands on social media will be able to find you and become your friend. Add yourself now: Overdrive50.com

- ❑ **INVITE YOUR CLIENTS AND CUSTOMERS.** Encourage your clients and customers to become friends. This may act as an endorsement of your company as well.
- ❑ **ON THE APPLICATION.** Ask job applicants whether they are a friend of your company.
- ❑ **GET BY WITH A LITTLE HELP FROM YOUR FRIENDS.** Ask your real friends to connect with your brand. Use their support to grow your community.
- ❑ **FACEBOOK FAN BOX WIDGET OR BUTTON.** Add this widget to any part of your website and blog to encourage people to become friends of your Facebook page.



- ❑ **DO NOT WASTE FRIENDS.** This is the big one! Campaign-specific Facebook pages are a waste. When you are done with the campaign Facebook page, re-skin the page for the next campaign. Do not just abandon the friends you have made. Campaign-specific Facebook pages that end after the campaign are so 2009!
- ❑ **TXT 2 B FRIENDZ:** Create a campaign that encourages people to join your Facebook page or Twitter profile by text messaging. If possible, respond back to messages with a coupon code or information about your company. Text "like overdriveinteractive" to 32665 to check it out.

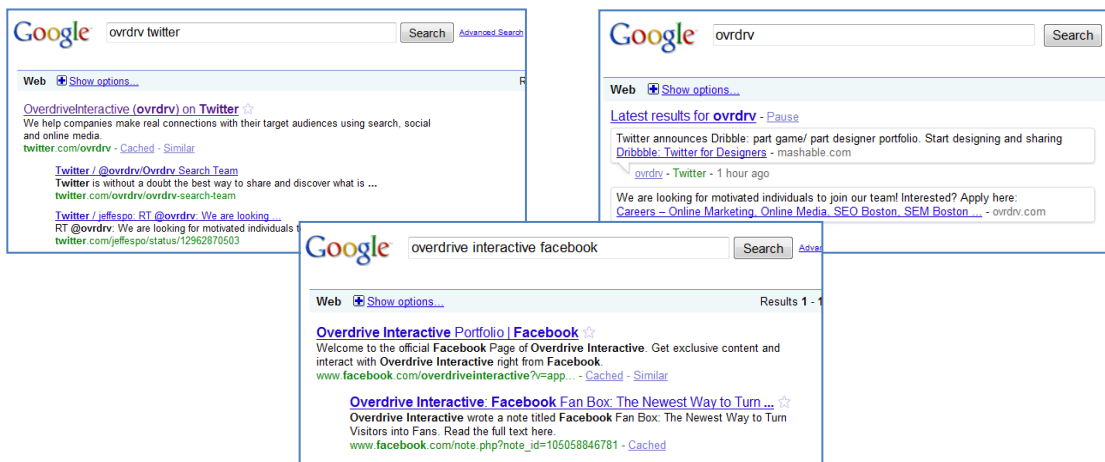
- ❑ **USE CROSS-PROMOTIONS.** Promote your Facebook profile on Twitter and promote your Twitter profile on your Facebook page. Tweet about your Facebook page and use status updates to talk about your Twitter page. This will allow those who are interested in your brand/company to find out more information through your other social networks.
- ❑ **WIIFM.** Tell people what they get by being your brand's friend, fan, or follower. Is it timely industry news, cool content or great offers? WIIFM = What's in it for me?
- ❑ **SOCIALIZE WITH US.** Make sure your site has a social hub page in the About Us section that includes calls to action to friend, fan, or follow you and links to your profiles and channels. This not only puts all of your social sites in one place, it helps users find ways to interact with you on the sites they live on. See example at ovrdrv.com/socialize-and-connect.
- ❑ **SOCIAL SIGNOFF.** Add your Facebook and Twitter addresses to your personal email signature so people can click through to them after reading your email.
- ❑ **SAY HELLO.** Drop an email to your employees and distribution lists announcing the launch (or re-launch) of your social media channels. Encourage recipients to become a friend of the brand and tell them why they should: tips, coupons, news, resources, etc.
- ❑ **SAY HELLO, AGAIN.** Do another email drop to employees and your distribution list. Inboxes get cluttered and you want to make sure people know about your social channels.

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Follow: www.Twitter.com/Ovrdrv
Learn: www.OverdriveInteractive.com/Blog

- ❑ **EMAIL FOOTERS.** In your signature and all promotional email templates, include call outs to your company's social channels.
- ❑ **A FRIENDLY REMINDER.** Have employees email their distribution lists encouraging their friends/coworkers to become connected with the brand on the social channels.
- ❑ **CATCH A RISING STAR.** Follow @Oprah, @aplusk, and other big stars. Encourage these stars to follow you on Twitter or tweet about your brand/company. If these stars follow you or retweet your content chances are everyone else will want to as well. Good luck. 😊
- ❑ **SEARCH ENGINE OPTIMIZATION.** Optimize your Facebook and Twitter pages for SEO. Make a list of high value key words to use opportunistically in your content. Yes the engines are indexing sourced content. Yes, Facebook and Twitter get indexed.



- ❑ **AUTOMATE RESPONSES.** On your Twitter auto reply, include a link to your Facebook page instead of your website. This will not only encourage people to become a friend on Facebook, but will also direct visitors to learn more and then follow through to your website.

- ❑ **REACH OUT TO BLOGGERS.** The blogosphere is great place to promote your Facebook and Twitter communities. Find key bloggers that talk about your brand, company, or product category and then reach out to them to become your friend. Tell them the value of your content and tell them to send things to you to tweet and post.
- ❑ **PIMP OUT YOUR BLOG.** Do you have a company blog? If so include widgets for Facebook, Twitter, RSS feeds, Flickr, YouTube, etc. Bringing the social channels to one place will encourage users to become your friend. You can even download a toolbar that has all of the widgets in one!
- ❑ **LAPTOP AND TRADE SHOW INCENTIVES.** When attending trade shows have incentives at your booth for visitors that friend and follow your brand.
- ❑ **FOLLOW THE LEADER.** Follow people who you want to follow you.
- ❑ **TAKE ADVANTAGE OF BIG SCREENS.** At speaking events, use the projection screen to promote your Facebook address and Twitter name.
- ❑ **...THEN MAKE IT INTERACTIVE.** Encourage your audience to friend you as you speak to become involved in the conversation.
- ❑ **SIMPLE PHONE CALLS.** Ask people to become your friend or follow you when you or your staff are talking to them on the phone.
- ❑ **SPONSOR FREE WIFI ACCESS.** Set up free sponsored WiFi at events and when users log onto the internet start them automatically on a relevant splash page with calls to action for following and/or email registration. Who doesn't want free internet? Put a code for free internet on the gated Facebook Page. Become a friend and get online. (This is great for restaurants!)

- I ♥ MOM.** Have your mom promote your profile and channels -- she'll do anything for you!
- GATE YOUR JOB LISTINGS.** Only allow those people who are friends, fans or followers of your brand to view your job listings at your company. If they are interested enough to apply for a position at the company, then they should be following you anyway!
- WELCOME HOME.** Have call outs to your social channels prominently displayed on the homepage of your website.
- SITE MAP.** Include social call outs on your site map, for users to easily find you in the social space when they are looking at your website.
- CONTACT INFO.** In addition to your phone number and email address, include your social channel information to allow users to contact you in the social space.
- NAVIGATION.** Include social call outs in your navigation bar, allowing users to click right through to your social channels. If your Facebook pages are customized, include an internal navigation bar leading your Facebook visitors to your other social channels.
- SUBS.** Sub pages are just as important as homepages. Include social call outs on all pages of your site, not just your homepage.
- THANK YOU LANDERS.** Same thing goes for thank you landing pages (for content, contests, you name it) – add your Twitter and Facebook addresses as encouragement for viewers to learn more and engage with your company.
- WEBPAGE FOOTERS.** At the bottom of your webpages, include call outs to your social channels along with your other contact information.

- ❑ **BOIL IT.** Include your Twitter or Facebook address in the boiler plates of your press releases as contact information.
- ❑ **LET GO, OPEN UP: OPEN GRAPH.** Incorporate Facebook's new Open Graph into your website. This will allow users to "Like" products/individuals/brands right there on your site. If they "Like" your content you get a friend and are able to reach out to them with more information and offers later on.
- ❑ **LEAVE A MESSAGE AT THE BEEP.** For those who have not migrated to texting only, record your Twitter name in your voicemail and tell people to follow you.
- ❑ **TEMPLATE IT.** Use header and footer space in documents, letterhead and presentations to promote your Facebook address and Twitter name. If people like your content, this will point them in the right direction to get more!
- ❑ **REPLACE ELEVATOR MUSIC.** When placing clients or consumers on hold, instead of just playing music, promote your Facebook, Twitter, or other social channels by sharing a link or talking about the new content you have put up!
- ❑ **WHITE OUT.** On the cover and interior pages of your White papers include social call outs. See the bottom of this white paper for an example.
- ❑ **CAN I HAVE YOUR CARD.** On your business cards, don't just tell people how to contact you -- also tell them where to find your company in the social space.
- ❑ **SEASONS GREETINGS.** When you sign your Holiday Cards, include your Facebook address and Twitter URL. Maybe even include a present (coupons, e-books, etc.) and encourage people to visit your social sites.

- ❑ **WRAP IT.** If you sell packaged goods, make sure your packaging promotes your social channels. If people like you enough to buy your product, give them the chance to connect with you in the places where they want to connect.
- ❑ **BLAST IT ON THE RADIO.** Already using the radio for advertising? Broadcast your Twitter name and Facebook address.
- ❑ **COUCH POTATOES.** Doing TV commercials? Share your Facebook address and Twitter profile in H-D by including them in your TV commercials. At the end of the commercial, list your Twitter or Facebook address for viewers.
- ❑ **PRINT IT.** Doing print advertisements? Promote your social network communities through your print ads by adding your Facebook address and Twitter handle.
- ❑ **SNAIL MAIL.** If you send out direct mail pieces or catalogues, tell your -- customers that they can find more information on your Twitter and Facebook profiles. Don't forget to include the actual URLs.
- ❑ **A WAY TO SAY THANKS.** Don't waste this real estate! When users download, purchase, or ask for information and are receiving an automated thank you page, include links to your Facebook and Twitter pages. For example, "Thank you for downloading, follow us on Twitter for more exclusive information and coupons."
- ❑ **MORE THAN JUST DISCOUNTS.** If you send out coupons, include your Facebook and Twitter addresses on them. For more encouragement, include a statement about how social connections will receive more exclusive discounts on the social channels.

- ❑ **THANK YOU EMAILS.** The same applies for thank you emails. Include links to your Facebook and Twitter pages to allow users to find more exclusive information and coupons.
- ❑ **THE GREAT OUTDOORS.** Share your Facebook and Twitter addresses on bus stop advertisements. People are waiting for the bus with their mobile phones -- encourage them to become a friend while they wait!
- ❑ **FOR FRIENDS ONLY.** Have friends-only content on your Facebook page. If users want to access the content, they need to become your friend. Give them incentives by including coupons, discounts or sweepstakes entries.
- ❑ **RECEIPT THIS.** If you give paper receipts to your customers after a purchase, why not stamp them with your Twitter and Facebook address? Encourage those who look at the receipt to join your friend base with an extra incentive, such as a fan only coupon of the week. You know at least those consumers who track their expenses will look.
- ❑ **TAKE IT HOME.** Include your social URL's on shopping bags. This way consumers can take your social sites home with them so they can learn more about your company.
- ❑ **FLYERS.** When creating any type of hand out, include your Facebook and Twitter profile names, which will encourage people to find you on the social networking sites and become your friend.
- ❑ **SECRET REAL ESTATE.** Create flyers with your Facebook and Twitter addresses and hang them in bathrooms (this is great for restaurants and clubs). A little strange? How much time do people spend staring at the same spot on the wall when they are in a stall or urinal? Combine with text to become a friend and bingo...

- ❑ **TWITTER BIO.** Include your Facebook address in your Twitter information. This will encourage users to visit you on Facebook, become a friend and see the links to your other social channels.
- ❑ **MORE THAN JUST VIDEOS.** On your YouTube channel include links to your Facebook page and Twitter profile in your YouTube profile description.
- ❑ **ARE YOU LINKED-IN.** As part of your corporate information on LinkedIn, include links to your company's social channels.
- ❑ **SLIDE OVER.** Do you have white papers, presentations and informative documents? Get on SlideShare or DocStoc and include your social call outs in the "About" section.
- ❑ **A NEW WAITING ROOM OR LOBBY.** Forget magazines, those are for doctors' offices. Have computer kiosks in your lobby for people to friend or follow you while they wait.
- ❑ **VIDEO POST ROLL.** The post roll on videos doesn't need to just be the credits. Add your Twitter and Facebook addresses to encourage fans to learn more and follow you for more information.
- ❑ **SPICE UP MEETINGS.** Name your conference rooms after your social channels (and don't let anyone in unless they are a friend).
- ❑ **PUBLISH IT.** Do you sell textbooks or distribute pamphlets? Include flyers (or postcard size takeaways) with your social channel information on them. If you can, include a coupon or incentive for people to visit the channels.
- ❑ **GET LISTED.** Create lists on Twitter and get listed. Lists are helpful in searching for topics and groups of people. Get listed for the keywords that are relevant to your company.

- ❑ **GIFT CERTIFICATES.** Does your company have gift cards? If so, include your Twitter and Facebook addresses on the back. Encourage visits by allowing customers to register their card on your Facebook page to get additional coupons/redemptions.
- ❑ **SILENCE IS NOT GOLDEN.** In social media, you never want to be quiet. Keep sharing information that your friends want to hear: tips, resources, contests, discounts, information, etc. The more you share content they care about, the more they will share your content and brand with their friends.
- ❑ **GET SUGGESTED.** Make sure your Facebook page is filled with keywords that resonate with your target market (interests, brand, type of page, etc.). Facebook is starting to suggest pages that users should Like. You want your page to show up in the suggestions so users can connect with you.
- ❑ **POST PUBLIC RFP'S.** Take your public request for proposals and post them to your Facebook page in a gated tab.



LOW COST TACTICS

- ❑ **BUILD IT IN BRICKS.** Add signage with your Twitter handle and Facebook page to your building or office space.
- ❑ **TAKE IT ON WHEELS.** Use the moving real estate of your vehicles to promote your Facebook address and Twitter name. Create bumper stickers or even wrap your car!
- ❑ **SHOUT ABOUT IT.** Drop a press release about the launch of your Facebook page, Twitter micro-blog, or SlideShare channel. Direct people from the press release to your social channels and include social call outs in your boiler plate.
- ❑ **SHOUT ABOUT IT AGAIN.** Drop a press release about new activity on your Facebook or Twitter page or if you are running a new social campaign. Direct people from the press release to your social channels and include social call outs in your boiler plate.
- ❑ **MONTHLY CONTESTS.** Continue to keep friends, fans and followers interested and talking about your brand by holding monthly contests exclusively for people in your social network communities. Be sure to abide by Facebook contest rules.
- ❑ **EVERYONE STEALS PENS...** but when they steal yours, your Facebook and/or Twitter address will be on it.
- ❑ **LEAVE YOUR MARK.** Create stickers with your Facebook address and Twitter name on them. Then hand them out, leave them for people to take at your office, and plaster them everywhere.
- ❑ **MAGNETIZE.** When you've run out of stickers, create magnets with your Facebook address and Twitter handle. Stick them to anything that can hold a magnet.

- ❑ **WEAR IT.** Print your Twitter name or Facebook address on t-shirts. Print them in large typeface and request all of your employees to wear them out.
- ❑ **CAP IT.** Print your Twitter name or Facebook address on hats. Just like t-shirts, print in large typeface and wear them proudly!
- ❑ **HAPPY HOLIDAYS.** On your holiday gifts, be sure to include your Facebook and Twitter addresses.
- ❑ **TAKE A SIP.** Cups and mugs are a hot commodity. Include your Twitter and Facebook address on any cups or mugs. This way when people are drinking their morning brews they look down and see your social channels!



MEDIUM TO HIGH COST TACTICS

- ❑ **FACEBOOK ASU'S.** Run Facebook Ads or Facebook ASU's that drive users to visit your page. With the ads, users can like your page directly from the ad or visit your page.



- ❑ **CHARITABLE GIVING.** For each new friend, fan or follower donate a sum of money (i.e. \$1) to a charity that your brand supports. Promote the relationship and encourage people to participate because of the charitable giving.
- ❑ **BE GOOD.** Have the charity you partner with drop a press release about the partnership and include social call outs to your Facebook and Twitter pages.
- ❑ **USE SEARCH ADVERTISEMENTS.** Use paid search and Google Adwords to promote your Twitter and/or Facebook pages.
- ❑ **ENGAGEMENT ADS.** Engagement ads on Facebook are big bucks but they work to target users relevant to your campaign. This will show up on the homepage of all users in your target audience when they log in. Be creative and include a video or poll within the ad to make it more interactive for your new friends!
- ❑ **ALL IN 140 CHARACTERS.** Paid advertising comes to Twitter. Run a Twitter ad campaign to target consumers and encourage them to become your friend.

- ❑ **DIRECT ADS.** Are you LinkedIn? If so, buy advertisement to increase your friends. Use DirectAds to target professionals and other users based on their seniority, industry, job function, company size, and geography.
- ❑ **FRIEND CAMPAIGNS.** Run a dedicated friend campaign. Create banner ads to promote your site and direct people to your social channels with your Facebook or Twitter URL as the link.
- ❑ **BECOME A STAR.** Host a video submission contest where users submit their video to your YouTube platform. Not only will this encourage users to become your friend, but it also is a great source for user generated content and social engagement. Give them a chance to win a great prize (based on number of votes) and you have a successful contest campaign.
- ❑ **TWEET THIS.** Run a Twitter competition where users retweet content as a chance to enter the contest. Include a hashtag to facilitate easy search results, then follow everyone who enters your contest. Include calls to action to your other social channels as a way for users to become friends with your brand.

❑ BE CREATIVE.

There are many different ways to get social connections.
Follow these 100+ steps and...

❑ SUBMIT MORE IDEAS.

If you have more ideas, submit them to us at 100ways@ovrdrv.com.
If we like it we'll publish it and give you \$10 per idea*

*All ideas are subject to review. Ideas that are published will be reimbursed \$10.
All unpublished ideas will not be given payment.



Overdrive Interactive Social Media Marketing

Social Planning & Strategy



Overdrive helps companies understand all the possibilities social media offers and integrates their goals, strategies and tactics into a cohesive, compliant plan.

Social Channel Development



Our programs consolidate all of an organization's social activities into a cohesive and manageable channel that drives lasting consumer connections and measurable ROI.

Channel & Profile Management



Our creative and technology staff transform standard profiles and channels into high-impact multi-media experiences that engage users in the places where they hang out.

Social Content Development



Our content specialists get to know your brand, products, category and customers intimately. They tweet, post and create streams of content your audience cares about.

Friend & Fan Acquisition



We create social media engagement programs that foster lasting connections with the *right* consumers who want to engage with your brand.

SocialEye™: ROI Dashboard



Our exclusive SocialEye™ technology allows our clients to truly track and report on the real ROI of their social programs. We track social buzz AND traffic, leads, sales and ROI.

THANK YOU

FOR MORE INFORMATION:

For more information on Overdrive Interactive's social media capabilities please visit www.overdriveinteractive.com

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