

Building Genuine Relationships through Social Media



The Current Model

- Hype Generation
- Drama – Create drama to get peoples attention
- Manipulation – emotional hooking

Marketing is built on this.....

BUT...What is it we respond to the most?

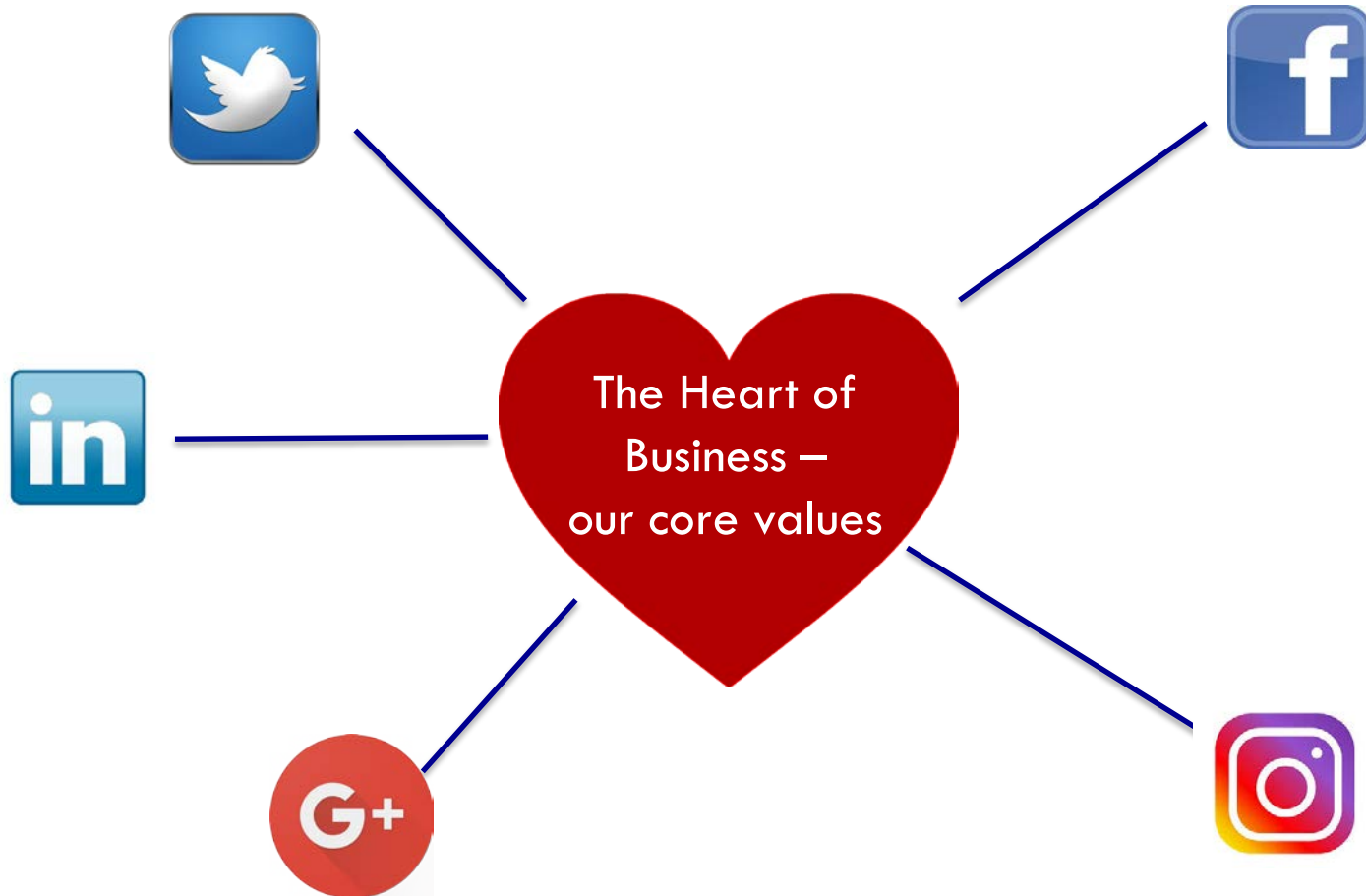
- Humanness
- Warmth
- Care
- Genuineness
- Authenticity

Can this be the same in Business?

- The business face & donning the suit
- Do we change as human beings in business and if so why?
- Current Marketing trends go against our natural way with one another.

Where does Social Media fit?

An opportunity to share from the heart of our businesses



Social Media is 'Social' Media

It's about PEOPLE, CONNECTION, RELATIONSHIPS

Consider the qualities you know build
genuine lasting relationships?

Qualities we love in Relationships

CONSISTENCY

TRANSPARENCY

HONESTY

= TRUST

Be ambitious not with numbers, but with the quality of the relationships you are building online.

Some things you need to know

- **A small fish in a great big ocean** - understand what you are up against. There is fierce competition for businesses on Social Media Platforms.
- Important to understand how the algorithms work and where you stand.

What beats the algorithms?

FB cannot compete with genuine interest in your pages ie. interaction and engagement.

And what builds this over time is the quality and integrity in which you share and connect with your audience.

Online Community Building

Why not support each other on Social Media?

Build positive relationships with other businesses just as you would do customers & clients.

Forget the competition – support is the new black

Referring – Community building

(use your tagging skills)

Sharing Values in Business

There's nothing like a bit of warmth on social media and in business.

Our values are the foundation of our business. They are the heart of what we offer out within our communities.

Wrapping it up!

Quality of relationship first

Expression is everything

Keep it real – natural

Have fun – enjoy yourself – it's not a task

AND

Share your values (unashamedly!)