



## **Social Media for Business**

*“Maximize the Power of the Social Web and Boost Your Profits!”*

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## Introduction

If you didn't already know: social media is the new game.

That is probably an obvious statement for most of you. Kids these days have grown up with Myspace and Facebook; Youtube videos are commonplace. People are getting their news, entertainment, and shopping online. Who needs to go out anymore? A lot of folks have even found girlfriends, boyfriends, husbands, and wives on the Internet. Call it crazy – but it's a fact.

So if all of this stuff is going on around the digital world, don't you think businesses are trying to get in this game, too? You bet they are!

It isn't just important to get your business in the game – it's **vital**.

This guide will lay the foundation for you to take any business into the realm of social media. And if you do it right, you will cash in big time. You can thank me later. Send me a check from your profits, okay?

*Let's get started...*

## **Social Media Basics**

You know that you want to get involved in the social media craze. You know that your business has an opportunity to find customers, make money, and become a massive success. But how do you get from A to B to C?

There is no roadmap or blueprint to bringing in profits with social media. Don't let anyone fool you into thinking there is.

Here's the truth: the road to social media success is different for everyone.

Your business is not like everyone else's business. It's special. It has its own style and flavor. Your customers expect certain things from you. You have your own flair. And your social media campaign needs to reflect that personality.

Copying someone else's social media campaign probably won't work for you. It will probably deliver mediocre results. And you will get frustrated and possibly throw in the towel too early.

So above all else, remember to do your own thing.

I will give you some specific tips and techniques in this guide. Feel free to try them out. If they work for your business, great! If they need some adjustment to fit your needs, feel free to adjust them. This is all about taking some big ideas, testing them, and making them your own. It isn't difficult – it's actually really fun.

## Which Social Media Sites Are Important?

Again, I want to stress that nobody else's blueprint will be a perfect fit for you. But here are some of the biggest sites that you should look into:

- **Myspace.com:** This is the granddaddy of social media. There's been a lot of talk over the years about how Myspace has changed. Other sites have come along and tried to knock them off the map. But Myspace still remains near the top of social media sites, as far as popularity goes. This means there are tons of people for you to connect with. A huge advantage for Myspace users is the ability to connect with other business owners. If you want to develop a relationship with a photographer or videographer, they probably have a Myspace profile to showcase their work. That's a big opportunity for you to get in touch with potential business partners.
- **Facebook.com:** You know about Facebook already. They are huge. For meeting potential clients and developing a one-on-one relationship with them, Facebook is golden. Imagine being able to connect with 5 new clients in under 10 minutes. There is serious power here, if you know how to finesse your way into a profitable relationship with clients on Facebook. Every business owner should be on Facebook, and they should maintain contact with their clients on both a business and a personal level. Facebook makes that easy.
- **Youtube.com:** If you think video can help your business, you are absolutely right. The DJ business has the potential to give you great party footage, and people love to see that kind of action. A couple good video clips of people having fun at your events will make your business look incredible on Youtube. You don't have to create Oscar-winning videos to showcase your business. Just a quick shot of the dance floor action, using any consumer camera, is good enough. You can even get video testimonials from people having a great time while you play the music. Encourage clients to post their own videos from the event, and you have viral potential! People will see you DJing their friends' weddings and parties, and who will they think of when they host their own event?
- **Twitter.com:** Haven't heard of Twitter yet? That's okay. Most people haven't. But that doesn't mean you should ignore this site. Twitter is a big way to stay in constant contact with lots of people. You exchange short messages (140 characters or less) with everybody that follows you on Twitter. The beauty is in the simplicity. You might not think that 140 characters are enough to say anything meaningful, but you would be wrong. Finding creative ways to get a message across on Twitter is half the fun. You can even do well with Twitter by just posting what music you're listening to. That shows how much musical knowledge you have.

And this site is growing like wild fire. Seriously, the Twitter population doubled in less than 2 months in 2009. Get in there and learn the game!

Others? Yeah, they're out there. So many social media sites exist today, and I can't cover them all in this guide. But that's okay. They aren't all vital to your business. But be sure to dig around for some sites that could be useful to your specific business. Sometimes the smaller communities are more closely knit. People find more value and trust in these little hot spots.

I want to go more in depth with a few of these big social media sites for the remainder of this guide. I'll share some tips and tricks specific to each site. And I hope you will find even more ways to find more clients, make more money, and really explode your business potential.

## **Myspace.com**

If you want to catch the big fish, what part of the lake should you be fishing? The spot where the big fish are hanging out.

That's a little simplistic, right? You catch 'em where you find 'em. But that's really all there is to it.

How likely are you to catch a shark in the pond down the street? Not very likely. Sharks don't swim there. So if you want to catch a shark, why waste your time at the pond? Go out on the ocean.

That's the mentality you should have towards social media. If your potential clients are only on this 1 website, then that's where you should be. Why would you waste your time at site XYZ or anywhere else? If you can't communicate with clients there, give it up.

Myspace is one of the biggest social media communities on the Internet. Despite the newcomers that have cropped up, Myspace remains near the top in popularity. This is an incredible place to find new business, socialize with clients, and make new friends. Developing those relationships is the key to success.

But just because potential clients in your area are on Myspace, that doesn't mean you can just get online and start harassing them. You have to know your social media etiquette. Nobody likes a spammer, and more importantly... nobody gives them any money either.

### **Social Media Etiquette**

Here's your big lesson for the day: be nice.

How much do you enjoy a Myspace friend that blasts out worthless crap onto your profile every day? Comments with animations, constant bulletins with 5 words on them, and just plain nonsense 24/7. I bet you can't stand those people. So don't be that guy.

Your goal is to be a welcome guest on a client's Myspace page. They should want your comments and messages. They should want to read your bulletins or blog posts. Your pictures should be useful to them. Every part of your profile should be informative.

Always ask yourself, "Would my clients want to receive this comment/message/whatever?" If the answer is no, then think twice before sending it. You could cost yourself a paying client. And future business, as well.

This rule applies to all social media websites. So remember it when you are using Facebook or any other site.

Once you have learned this rule, you will see much greater success for your efforts.

### **Your Professional Image**

There's one thing I can't stand about many businesses on Myspace: they look shoddy. You don't want that to happen to you.

That's why maintaining a professional image is extremely important to your social media campaign. If you look like crap, your potential clients will assume your business is crap. They won't even listen to your work, or look at your other pictures. They also won't consider hiring you for a gig.

Craft a professional image for your business.

### **7 Steps to Myspace Success**

1. What is the first thing someone will see when they find your Myspace page? Your profile picture. So how important is your profile pic? Essentially, your entire reputation rides on it. Don't waste this valuable resource! Your business rocks and you have to let everybody know it right away. Get a professional photographer, or a really talented friend to come out and take some shots for you. Make sure your DJ setup looks neat, orderly, and make sure you look nice, too. Your business has to shine on picture day.  
You want photos of everything. A good shot of your equipment can go a long way. Some clients understand the difference between a professional setup and an amateur crap-pile. So show them that you have the goods! Also, many businesses don't need pictures of their employees. Nobody cares what the Dell customer service guy looks like, right? But the DJ business is a little different. If you will be working weddings, you need to clean up well. Get a good photo of yourself in a tuxedo – that way your clients know you won't show up looking like a slob.
  - a. Here's a HOT tip: I have had a lot of success with animated .gif pictures for my profile. If you don't know how to create one of these, Google it. You need Adobe Photoshop, but you can usually pay a friend to do it for you. Include some action shots of people dancing at your events. Also include a nice logo for your company, or at least the company name in a nice font. These pictures are flashy and will attract attention to your page easily.
2. When somebody clicks to view your profile, what will strike them next? Well, if they have the volume turned up – it's your music player. You should have created an "artist" page on Myspace, allowing you to have a

music player just like a band would have. What kind of stuff should a DJ have on their Myspace music player? I like to include a nice recorded voice message to your clients. Something like, "Thank you for checking out XYZ DJ Company, the professional choice in mobile entertainment. We provide music and lights for weddings, etc." A message like that can go a long way with your clients. You can also put together a quick compilation of songs you might play at an event. Create separate compilations of wedding songs, dance songs, and songs you would play at a party. Just give people a feel for the variety you can provide at their events.

3. Friend requests are a big deal on Myspace. You already know this, but it's worth mentioning here. You can and should send out requests every day. While you should target people in your area, don't stop there. Feel free to branch out of your city a little bit. Maybe you don't want to drive 100 miles for a gig, but you can often get your client to foot the gas bill for your trouble. Expanding the area you serve is a great way to make more money, and Myspace makes it easy to target those areas. Just get your Myspace page out there in the community. Send out a few requests every day, and you'll be on your way to making a big name for your studio.
4. Have you seen all those automated Myspace software packs out there? They send out friend requests, auto-comment, send bulletins, send messages, and more. Well, these can be a great tool or the kiss of death. Be careful with these programs. If you continue to blast out hundreds of friend requests and messages each day, Myspace will shut you down. They don't like spammers. Don't be that guy. If you decide to use a program like this, use it wisely. Only a few actions per day is plenty. You want to build slowly. Imagine introducing yourself to 5000 people in an hour. Will you really have a meaningful relationship with any of them? No, you won't. And that means they won't want to give you their money or work with you.
5. The Myspace bulletin is kind of an art. You can't just toss any old message together and blast it out there. You really have to think about what you are saying, the value of your message, and whether it is aligned with your Myspace friends. What should you NOT use a bulletin for? Don't use this as a space for random blabber and useless shout outs. Don't use it as an excuse to rant about anything. What should you use bulletins for? Lots of things. If you write a new blog post for your business, send out a quick bulletin announcing it. Just say, "hey we have a new blog post. Come read it and see what we're up to at XYZ DJ Company this week." In case you were wondering, yes you should be writing blog posts. I like to write a post at least once a week. Just have fun with it. Talk about new music you have added to your library, or upcoming special offers you will have. Back to bulletins: my favorite technique is to announce special offers, deals, and discounts in a bulletin. Copy it to your blog, too. That way people can find your current special in a few places. If I put together a special package price, or drop my hourly rate for the holidays, etc... I like

- to send out a bulletin announcing it. Explain that you are having a special deal, TELL THEM WHY, and then give the details of your offer. It is vital to tell customers why you are doing the special offer. If you just say, “hey we’re having lower rates!” What will your clients think? Probably that you’re going out of business. So give a reason. Make one up, if you have to. Have a President’s Day special, or a “Summer Wedding” special package. People love this kind of offer, and more importantly – they respond to it.
6. Messages are the real killer on Myspace. This is an area where many businesses really screw up. If you log in to your Myspace and see a new message, what do you want that message to be about? Something personally related to you. Not a spam message about an up and coming band, or where to get a free iTunes gift card, etc. That kind of crap can kill your relationship with customers. Don’t ever send worthless messages. Use this function to send a personal message. If you just found a new client and sent them a friend request, follow up with a message, too. Tell them you found them on Myspace, and saw they were from your area. Don’t try to sell yourself right then. Just be casual and friendly. And end your message by saying that you hope to work together some day. Don’t ask them to hire you for their daughter’s upcoming wedding. That’s too “in your face.” Just let the new friend know that you found them, wanted to introduce yourself, and that you’re there if/when they need you. Trust me, that’s all you need to say. About 75% of the time, they will respond right away asking about your rates. Amazing, right? You didn’t even ask for a sale, and they are already interested. Clients are easy to win – you just have to be their friends. When people like you, they will help you out. Maybe they won’t hire you right away, but they might recommend you to their friends. “Hey, I saw a local DJ on Myspace earlier. Didn’t you want a DJ for your birthday party next month?” Are you getting the idea here? It’s very simple.
  7. Keeping track of customers on Myspace is easy. All those messages you’ve been exchanging with clients? That’s your record. Go back through them and you will find lots of info. Price quotes, package offers you made, questions from clients, etc. If you notice that a message hasn’t been returned to you in a while, write a follow-up note. Maybe the client that wanted you for an upcoming event never read your price quote. The message might have accidentally deleted or just glazed over quickly while they were busy. Things happen, messages get lost. So feel free to follow up on old messages. If a client shows interest, but then becomes unresponsive, you can still save the deal. If you really need the business right then, send your dormant friends a quick message. Tell them you have a special discount that you think they will like. And since they were interested in hiring you before, you wanted to let them know right away. Many times this will revive a dead potential client. You thought you lost that money, but following up with the client brought home the bacon.

## **Facebook.com**

Okay, I'm not going to spend a bunch of time talking about Facebook. Why? Because in many ways it is very similar to Myspace. Yes, I know they are different, but are they really that different? I don't want to write-off this valuable tool just because it isn't completely unique. Many people have had great success with this social media site.

So what should you do with Facebook?

Make sure your profile represents you well. Just like your Myspace profile, a Facebook profile says a lot about you. Is it saying all the right things to your clients?

If you have a blog on your own website, you can import that RSS feed to your Facebook page. That will help drive people from your profile to your website. The goal is to connect with people in as many ways as possible.

Just keep in touch. Be friendly with clients. Exchange a few nice words, talk with every potential client, etc.

Also, feel free to post any information about your business on Facebook, too. Send out a link to your website or Myspace page. Try to funnel your Facebook friends into your Myspace page. That's where a lot of your real deals are going to take place.

Another great thing you can do with Facebook is create a group. Try to think of what your clients have in common. Form a Facebook group on that topic and let them join and interact. Give them a place to talk and keep in contact with you.

## **YouTube.com**

This site is all about video, and it can be a powerful tool for your business. We mentioned briefly how you can use video. But let's go into some specifics.

What kind of videos do you want on your business YouTube channel?

### **The Video Tour**

A well-shot and edited video of your company and services is a great start. Get a decent camera (not a cell phone video!) and do a walk-through of your equipment and lights. You don't have to talk on camera or anything. It would be better to overdub some voice later. And also add a little music. It can be a compilation of hits from your music library.

Hit all the key aspects of your business. Mention rates or package prices. Talk about the kinds of events you have worked before, and the kinds of events you would like to work. Maybe you've never done a high school prom, but you have the equipment to do the job. Make sure you say that you can do school dances. Also talk about how you can personalize the speaker setup or light show for the specific events. For big events, you can add speakers so your music is loud enough. For smaller, more reserved weddings, you can scale down your equipment and maintain a compact, professional appearance.

### **The Interview Video**

I should say "videos," because more than one is a good idea. These videos should be simple. Set up a tripod, get someone to ask you a few DJ-related questions, and film away.

This is your chance to answer any questions a client might usually ask in a meeting. What all will you do for their wedding? Can you announce the bride and groom? Can you announce special dances and be a great all-around MC? Talk about it in your interview. Make sure you get this message across: we will meet your needs and exceed them. Your clients should feel like they are in good hands. Nobody wants to worry that they're DJ isn't going to do a good job. Use these videos to make yourself seem knowledgeable, professional, and perfect for any event – even the most upscale wedding.

### **The Action Footage**

Here's another type of video you need on your YouTube channel. And the best part is, you probably don't even need to shoot these videos.

If a client hires you for an event, and they shoot some video of the dance floor, ask for a copy of the video. Most of the time, they will be happy to hand it over. They are having a great time and enjoying the music, so why would they turn you down? Plus you got new video of your business for free. Actually, they PAID you for it. While they paid to have you DJ the event, they also did work for you. And that's a beautiful thing.

Anytime there's a video camera around, try to get a hold of the video for your own site. Another word to the wise – give credit to the client. In the description of your video, list the client and the event. For instance, "The McWherter Wedding."

### **The Testimonial Video**

This is an obvious video to put on your Youtube channel. If you gather any video testimonials from your clients, put them online. This builds confidence for new clients. They can see that you're past events have been a success, you delivered a great evening of entertainment, and the client was happy.

Don't be afraid to ask for these testimonials – especially if there has been a little drink involved. A slightly loosened up groom will give you a great testimonial for your Youtube channel, and you can post it on your website or Myspace, too.

### **Final Words on Video**

This is really important. YouTube videos get picked up and embedded in other people's websites. They end up on Myspace profiles, blogs, and all over the place. You want to turn those viewers into potential clients. Always add a watermark to your videos.

What's a watermark? It's a little bit of text, usually in the lower corner of your video. List your studio name at the very least. Really, you should list your website or Myspace URL. That way, viewers will find their way into your house. And once they land on your Myspace page, you have a line of contact with potential new clients.

Any kind of video editing software can add this watermark. If you are cutting up video in iMovie or even Windows Movie Maker, you can do this. You probably have a skilled friend that can help if you have trouble.

## Twitter.com

This is the site you might not be familiar with. And maybe you won't bother using it at all. But don't write it off too quickly.

Twitter is growing at a rapid pace. Users are typically technology hipsters and people "in the know." A lot of bands and celebrities are getting involved, too.

So what's the big fuss?

This website is a constant line of contact between you and the people that follow your "tweets." A tweet is just a blurb of 140 characters or less. Type up a little message, note, thought, or post a link. All of your Twitter followers (hopefully some new or previous clients that you found) will see it in their stream. Facebook has added this same feature for their "status" section. It's pretty much a blatant copy of Twitter. But that alone should tell you something. Facebook feels threatened by Twitter. They feel left out, and they are taking steps to get in on the game.

Should you be using Twitter? First, go to their site. Search around for your past clients or other people in your area. Check out Myspace friends you have, and see if they link to a Twitter profile. If nobody in your Myspace network is on Twitter, maybe you don't have to get an account yet.

But soon enough, I predict that many more people will be on Twitter.

It's an amazing way to communicate with lots of people. Let them know what you're up to, what you're thinking about or working on, etc. It is a very Big Brother kind of way for people to peak in at your life. You have an exciting business that people will enjoy hearing about. Tell them a little about an event you DJ'd the previous night. "Wow, what a party! There was some pretty funny dancing going on last night!"

One quick rule about Twitter – don't tweet garbage. Don't send out crappy links and useless noise all the time. This is straight out of your social media etiquette lesson from earlier.

If you aren't giving value to your followers by posting your tweet, then think twice before hitting submit.

For a little social media "cross promotion," post a link to your YouTube videos now and then. Just say,

"Check out our brand new equipment here at DJ XYZ. Watch the video here:  
<http://www.youtube.com>"

Now you are driving visitors to your other social media sites, and pulling in more potential clients.

Another great tweet you can use is something like this:

“Are we friends on Myspace? If not, check me out at <http://www.myspace.com> and send me a friend request!”

People will follow your link, send you a friend request, and your job is done. Now you’ve opened up another line of communication. And you can win customers by the dozen through these multiple social media websites.

That’s social media power at work!

## Conclusion

Let's wrap up this social media guide.

You know what sites are out there, and which ones you should be using. Remember that other social media websites can be valuable, too. Don't just post videos to YouTube (although it is the most popular video site), try getting accounts with Viddler, Vimeo, etc. The more places you submit your videos, the more people you will attract to your business. What does that mean? More money.

I've also given you some specific tips for these social media sites. These guidelines are a great place to start, but there is a lot going on in the social world. Try new techniques, be creative, and most of all – have fun.

Having fun with your social media presence is the surest way to win customers.

Remember that people must first like you. Then they will be willing to work with you. That's like the golden rule of business. It isn't always having a low price or the greatest idea in the world. Sometimes it's just making friends.

I hope you found something valuable in this guide. And I hope I've convinced you to make use of these social media websites for your business.

Best of luck!

Reuben D. Rock