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# Fan Gathering Programs

## How To Attract Customers To Your Social Media Sites

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## Fan Gathering Programs

### How To Attract Customers To Your Social Media Sites

Your company’s social media sites will not be successful without fans or viewers. The BMG SMART team has identified the critical components that will help you gather fans on social media sites, including: Facebook, Twitter, and YouTube to start building a reputation in the world of social media. Here’s what you need to know to develop a Fan Gathering Program.

#### Terminology

“**Fan**” – BMG defines a fan as someone that is interested in your company or what you have to offer through social media.

Social Media Site	Fan Terminology
Facebook	Like – users “like” your page to become a fan of it and get access to information posted by you.
Twitter	Follower – users “follow” your page to become a fan and get access to information posted by you.
YouTube	Subscriber – users “subscribe” to your page to become a fan and get updates and view new videos posted by you.

#### Goal of a Fan Gathering Program

Get people to sign up for your social media pages so you can easily communicate information to them about your company, products or services.

#### Key Component

Fan gathering programs must have an incentive that makes people want to become a fan.

#### An effective Fan Gathering Program should have the following components...

1. **Database/Advertising** – You need a mailing or e-mail list of potential “fans” that you can send information to regarding your incentive. Many companies already have this list for marketing-related tactics. Or you can publicly advertise your incentive program to a targeted audience.

2. **Incentive Promotion** – Determine your incentive deadline(s) for redemption and how you are going to promote it. Then promote it.
3. **Way To Get The Incentive** – Very clearly communicate how customers can receive the incentive.
  - a. Facebook example: Go to [www.facebook.com/abccompany](http://www.facebook.com/abccompany) and “Like” “ABC Company”. Be one of the first 50 people to post “I love ABC Company” on our page and click on the “ABC Company Incentive Form” link to receive “Insert Incentive Here”.
4. **Manufacturer Provides Incentive** – Delegate one person to ensure that all criteria for the incentive have been met and then deliver the incentive.
  - a. Facebook example: Manufacturer representative checks that all 3 steps have been completed and then provides the incentive.
  - b. E-mail help: When possible, provide an e-mail address if less tech savvy people have questions.
  - c. Follow up/problems: Have a manufacturer representative in charge of following up with those that don’t correctly complete all 3 steps.

### **A Real-Life Example...**

BMG recently assisted a client in gathering subscribers to its YouTube page. After the program was completed, the client had doubled its total subscribers for this channel.

1. **Database** – Territory Managers promoted the incentive to dealers and customers to entice both to sign up.
2. **Incentive** – Best Buy gift cards.
3. **Way To Get The Incentive** – Dealers and customers had to first create a YouTube account if they didn’t already have one. Then they had to go to the client’s YouTube page, subscribe to it and fill out a short entry form.

### **Keeping Fans**

It doesn’t stop there. Once you get fans you have to find ways to keep the. Ensure that posts/videos regularly have value to the viewer. Try to keep promotional messages to a minimum and send out posts/videos at a comfortable pace.