Andrew: This session is about how to boost your revenue through social media. The session is led by Marcus Ho. He is the co-founder of Social Metric, the measurable social media marketing company. Social Metric believes its social media marketing should be predictable, consistent and, ultimately, measurable. Marcus is also the author of Social Payoff: Measurable and Cutting Edge Strategies to Boost Sales, Customer Loyalty and Brand Dominance through Social Media. My name is Andrew Warner. I'll help facilitate. I'm the founder of Mixergy, where proven founders, like Marcus, teach. Marcus, good to have you here.

Marcus: Thanks for having me, Andrew.

Andrew: Soon after, actually I guess I was going to say after college, but because you're in Singapore, that's where we've got you today, you did two years in the military, right?

Marcus: Yep.

Andrew: And then you started this business. How did it go for you?

Marcus: So I started this business about seven, eight years ago. When I started this business, my main objective was that I just wanted to be an entrepreneur because it was cool. But there were so many things wrong at the beginning because I was young and pretty naive back then as well. This was basically an e-Commerce site selling Apple accessories. And for about a period of two to three months, there were completely no sales at all, and I was literally living off my parents as well.

It even got so bad to the point where I remember I was having dinner with my dad and my dad just asked me casually and said, "Marcus, how is your business going?" I look at him in the eye with a lot of embarrassment because we're from the Asian culture, so it's not a light thing about embarrassment as well. I said, "Actually Dad, my business is not doing so good. In fact, there's actually no sale, and I really need some help."

Then my Dad looked at me in the eyes and he said, "Well, if there is no sale then why don't you just go and do something else completely? Don't be a loser and go do something else. Go, go, go!" So when he said that phrase, "Don't be a loser and go do something else," it hit me really, really hard in my heart. It got me even more desperate as well because after that, I had to make it work or I'm going to die trying to make this work.

So I went to a lot of seminars. Most of the seminars that I went to were Internet marketing. When I went to such seminars, I really wanted to learn about the technique. But whatever seminar I went to, just became like very "Rah-rah" or motivational kind of

seminar. So eventually, I had to fall back on my own research, and I did a lot of different things, like running ads on Facebook, going to Facebook groups back then, because last time, there were no Facebook pages. I would join groups and I would post things to my website. I had to rethink the strategy, create my own groups and post content, and things like that.

Long story short, after lots of trial and error, there was one particular month which I call the golden month, where Techzone for business, they just started with $800. It was generally I think a revenue of about $50,000 of sales every single month. The majority of the sales came directly through social media. So that's where I knew I stumbled upon a right technique.

Andrew: So social media helped turn it. Not helped, social media is the reason you were able to turn your business around. You did tens of thousands in sales, and then what happened to the business?

Marcus: So Techzone actually got acquired by a private equity firm. Then I realized that some of my friends in the business as well, they were asking me like, "Marcus, since you grew your own business through social media, why don't you help me?" So after that, I realized that there were a lot of businesses that struggle and face the problem of driving sales through social media. Then I decided, "All right. Maybe I'm going to start an agency." A digital agency really, solely on the focus of helping companies, startups, like everyone on this show, drive sales through social media. That's what we've been doing for the past couple of years as well.

Andrew: That's what you've been doing here at Social Metric, and that is what we're going to be talking about here today.

Marcus: Yep.

Andrew: You pulled out a few key ideas that we wanted to talk about, and the first one is to start a social media listening strategy. What does that mean?

Marcus: Gary Vaynerchuk has this wonderful quote that I like to share. He has once said, and I kind of rephrase it a bit, but the point of what he was trying to say is that it's so easy for people to just go on social media and start posting content, posting information. You don't need a guy like me to teach you how to go on Twitter, to start posting content. Similarly, you don't need anybody to teach you how to setup a Facebook page and post content and things like that because it's so easy. Facebook and Twitter and Instagram, all those social media tools are so easily accessible that most people think that they know. However, what a lot of people just don't realize is that

social media is I think the first web platform that allows us as business owners as entrepreneurs to really find out what our target market is talking about.

Andrew: Okay.

Marcus: The idea of social media listening is that just imagine that you have this tool, this sneaky little tool that allows you to find out what your target market is complaining about, what your target market is talking about your brand, or what your target market is generally talking about your products. Let's just say if I'm selling education to entrepreneurs, can I find out what general entrepreneurs that are on the web complaining, or what is the biggest problem that they are facing. With social media listening, it allows you to tap into whatever that they are talking about online.

Andrew: Okay. So how do we do that? Before I get to an example . . . actually, you know what? Why don't we start with the example, and then go to the tools? The example that you and I talked about before we started comes from your work with 3M. They are one of your clients. What did you do there that allowed you to listen, and what did you hear?

Marcus: Last year, when we started working together, there were some forest fires from Indonesia, which is one of the nearby countries near Singapore. Because there were forest fires, the smoke and the haze came over to Singapore.

Andrew: This is the haze that was in Singapore at the time. Let's zoom in on that.

Marcus: There are a lot of things we can't see. The culture in Singapore, when you have haze like this in Singapore, when you have things like this, almost 90% of the entire country thinks that they're going to die if they don't wear a mask. I'm not even kidding. Everybody thought they were going to die. Companies were sending their stuff to work from home. Students had a whole week of digital learning weeks, so you didn't have to go to school. Everybody was happy. They were all spending time at home, chilling.

But, when people started going out, because they still need to buy food and still need to eat, they had to get out of the house, they were complaining because they had to wear a facemask. The thing about facemasks is that 3M owns 95% of the market share in Singapore, about facemask. So here was the problem. Problem number one was that when we started working together, we typed in the brand name 3M into the tool, the social media listening tool.

Andrew: Here's one of them. This is your site. Here it is. You said you like to use SocialMention.com. So you just typed in 3M at the time?

Marcus: Yep.

Andrew: Hit Search. Okay.

Marcus: Yep. So when we typed in 3M at the time, what we got as a result of it was what everybody was talking about 3M on Twitter, what everybody was talking about it on Facebook, on Tumblr, on all the other social media sites. Because of that, we could get a general feel of some of the hottest topics that they are talking about. Because 3M is such a known brand, every different week of the month, they were talking about different things. For the first week of that month, they were talking about the lack of N95 masks, which is the name of that.

Andrew: So actually, Marcus, people would go on to Twitter and say, "I can't find a 3M N-etc. mask"?

Marcus: Yes.

Andrew: Wow. Okay.

Marcus: So they were saying things like that, or they were saying a slight variant, things like "where to buy." Because, like I said, the thing about Singapore is that when you have haze like this, the entire nation would go crazy. They go rabid and they will just buy all the masks for their kids, for themselves. It even got to the point where in the neighboring countries, such as Malaysia, Indonesia, Thailand, even Australia, all the masks were sold out at the airports. Because Singaporeans were buying it and shipping it back to Singapore.

Andrew: Okay. So what did you do with that information? You listened. You hear that they're talking about this one specific mask. What do you do?

Marcus: So using the information, we created a content to educate the public on what are the different ways to beat the haze besides just wearing an N95 mask. We created a very special piece of content, titled, I believe, "Six Different Ways to Beat the Haze in Singapore." Yeah, there we go. Six quick home tips, ways to beat the haze. This was official, but there was also a long copy, which is basically repurposed from an article that we found on the Internet. So some of the ideas that we had were to make aloe vera juice mixed with orange juice, plus honey. Then probably eat garlic or mix water and vinegar and drink it. It's disgusting to a lot of people, but some people actually have done it.

They actually felt better and they left comments after that saying, "Thank you for sharing, 3M. It really helped to make my day." There were a lot of compliments after. So part of what we wanted to do with 3M was not just to drive sales, which is what we're going to be talking about in this session, but we also wanted to measure the number of impressed people and not just the impressions.

Andrew: Not just how many people saw it, not just impressions, but how many people were impressed.

Marcus: Yeah, who were impressed with the brand. I think that's why us as entrepreneurs want to be in business in the first place, is more than just making the dollars and cents, it's also getting extremely delighted customers and them being happy in their lives.

Andrew: That's what you said actually, before we started. I asked you what's a win or what do we do. You said, "You know what, it would really help if somebody saw this video and in the comments said, 'I like this,' or, 'It was helpful that Marcus said X.'" Right?

Marcus: Yeah.

Andrew: All right. So we should do that. If anyone gets anything a value out of this, let Marcus know in the comments right here. All right. So you were getting hits, but you were also getting a lot of comments and compliments. What else?

Marcus: That was the first week. On the back end side, we did a couple of things on the business side, which I'll share later. On the second week, we realized that the Singapore government has restocked a couple of million of N95 masks and they are distributing and they're reselling it again in some of the pharmacies and the drugstores located around Singapore. But there in lies the next problem, because the market wasn't educated about the N95 mask. There were different variations. There were ones that are a white, spherical kind of mask, so that's the normal one.

Andrew: Then I think we're looking at this. These are some of the options. Right?

Marcus: Yeah, exactly. Then there was a green one. When we typed in that thing on 3M, again, the following week, we were getting mentions. People were confused. They were saying, "I'm not sure whether the mask I'm wearing is a real N95 mask by 3M." So they would take a picture of it. They would post it on Twitter. They would post it on Facebook. They would post it on the other social media platform. So we realized that the conversation started to shift from a time when they complained there was a lack of

masks, it went on to become that people were . . .

Andrew: I see. You were listening and seeing that they needed the mask. Then you're listening and seeing that they had questions about which mask and they had issues trying to figure it out. So you constantly were addressing it. That's what you were doing with what you heard.

Marcus: Yeah. Exactly. Using that idea, then we create another piece of content, re-educate the market, what are the different benefits. But we need the main message that we're trying to get across is that no matter what kind of mask you purchased or that you're wearing, as long as it says N95, you're safe.

Andrew: I see.

Marcus: Because the next problem was that there were a lot of people wearing the surgical mask that has a papery feel to it, which wouldn't help your breathing because you're still breathing the pollutants from the haze. So that was the main message that we wanted to get across. Judging from the comments and number of people who shared the content, it really shows that people find such content of great value. Again, going back to the main objective, measuring the impressed and not just the impressions.

Andrew: All right. You also got more sales as a result of this. From looking at my notes here, virality jumped about 500% in addition to sales.

Marcus: Exactly.

Andrew: Cool. You know what, before we move on to the next point in, we do have so many that I want to keep moving, but you also looked for influentials, People who had influence in the community. You asked them to help share it, and then you sent them things by mail to say thank you?

Marcus: Yeah. Maybe let me share the story? Before I was writing Social Payoff, I also had a list of names that I wanted to hopefully endorse the book. I wrote it down on a notepad. What I did was, again, I used this strategy on social listening. I used tools such as Google Alerts, which is an often-overlooked tool these days. So I used tools like Google Alerts, typed in names like Guy Kawasaki, Andrew Warner, names like those that I really wanted to hopefully get endorsed.

Unfortunately, back then, there were a lot of names. So what happened was every week, Google alerts would share any new stories about Guy Kawasaki, Brian Tracy,

Morris Smith, all these people who I wanted to get endorsed for the book. I would receive a lot about them. So what I would do as a result of it is I would read the article. Then, if it's of great value, like maybe folks have mentioned Guy Kawasaki somewhat or maybe that I wasn't aware of, so I would take that link off the article. I would forward it to Guy Kawasaki wherever I had reached out to him. Then, I would say "congrats on this" or "congrats on that," and then maybe sometimes I'll end in a question and things like that. So by doing all this, it kind of like started building a relationship with Guy Kawasaki.

Andrew: I see.

Marcus: Then, after that, when I wanted the endorsement, I asked Guy, "Would you do me an honor and see if you like this book?" Thankfully, yes, he did. Even these days, when Guy is promoting his book, I try to help him out as much as I can as well.

Andrew: I see. I don't know if the audience could see it. Right at the top of the book, it says, "I love the tactical and practical wisdom in Marcus' book. You should read this for the case studies as well - Guy Kawasaki." So you got him to endorse and to quote at the top.

All right. On to the big board here. The next big idea is that you want us to use the C3framework to raise our brand awareness. What is the C3framework?

Marcus: The C3framework is basically a conversation. So the way companies should approach social media should be as easy as these three steps. First, listening on the conversations. It's the first C. Once you're listening on the conversation, then you go on and setup your social media presence or you go on continuing, building a social media presence by going to the next C, which is community. All right. You want to grow your fans and followers. But, after you grow your fans and followers, I think as entrepreneurs, we don't just want fans, we don't just want followers on our Twitter account. Ultimately, what we want to do is to go to the last C, which is to get customers from it. So it should be as simple as these three steps.

Andrew: Conversation, community and customers. Actually instead of C3, the way that I've got it here, let me see.

Marcus: Yeah. The C3.

Andrew: C3 is what you mean. Let me see if I can do that on the board here. It let me do it. Great.

Marcus: Cool.

Andrew: Here we go. The C3, C3 framework to raise awareness. All right. I didn't realize that hospitals care about social media. But CGH, which is Changi General Hospital. Am I pronouncing them right?

Marcus: It's Changi General Hospital.

Andrew: Changi General Hospital. They hired you.

Marcus: Yep.

Andrew: What did you do for them that allowed you to use the C3formula?

Marcus: A lot of businesses and entrepreneurs, what they do a lot of times once they have a stable business going, when we have to come out with new products or events or things like this, a lot of times we do it based on our own gut view. Then we'll create an event, we'll gather our team, or we'll gather some of our people and say, "Let's do an event about this. Let's do a product about this because I think that there is a product market out there." And then you quote maybe one or two examples.

That is the traditional way of doing business, which may not be as effective if you use the C3 framework. Because the C3framework, what it actually does is that it leverages on big data analysis. What we did specifically for CGH was, first, to find out what the big problem is in the market. This was about a couple of years back, two years back.

When I started working with them, the first thing we did was, again, listening on the conversations. What we realized after listening in was that in Singapore, most people would be complaining about their body pains of the different types of illnesses or things that they could complain about their health. The number one thing that they were complaining about the most is body pain. Partly also because of the number of marathons and half-marathons being organized in such a small nation like Singapore. It was like twice a month or three times a month. It was really getting popular, and people really started training for it.

Andrew: Marathons three times a month?

Marcus: Yeah.

Andrew: My kind of country.

Marcus: Yeah. It's insane. Even these days, there will be quite a number of marathons

organized every single month. Where was I?

Andrew: You said you started listening in, seeing the people were complaining about pain and it was especially related to all these marathons that people were doing. So what do you do with that now?

Marcus: Knowing that problem then, I worked with a client and said, "Let's create a solution for this." So the solution was to come out with this idea of Physiotherapy Day, which is an event located at the hospital to engage.

Andrew: Physical Therapy Day.

Marcus: Yeah.

Andrew: Okay.

Marcus: Yeah, physical therapy. So on the social media side, what we have done is that we wanted to build and engage. We wanted to build a hype, which we'll talk about later, on how to do anticipation and how to build desire to drive them to a particular action. But what we did on social media was to build anticipation and desire through content that we published on the Facebook page, on the Twitter profiles. Then, eventually, bring them to a particular action, which is to drive them to the event located at the hospital.

Andrew: So here are some of the posts that you guys put up.

Marcus: Yeah.

Andrew: This one?

Marcus: Is the first one . . . are you showing the image of the . . .

Andrew: Is this the first one you guys did?

Marcus: I can't really see the . . .

Andrew: This is the one where you guys said, "The next time your doctor asks you to rate your pain level, use this chart." That's the first one that you did.

Marcus: Yep. So that's the first piece of content we did. It's more like to grab the attention about pains. We will talk about how do you create content purposefully to draft into an action later, but this was the first piece of content. As you can see, the feedback

was quite good. We got a quite number of likes, quite a number of comments, and quite number of shares, which, for a small fan base back then, it was pretty good.

So after this piece of content, the next piece of content that we did was one of the techniques that got popularized, I believe through Social Media Examiner. We did something called, "The Fan Friday." It's essentially a very interactive section where you get one of your experts to sit on the Facebook page for an hour or so. Get everybody to ask their questions. There were some of their questions about, in this case . . .

Andrew: Here it is.

Marcus: ankle injuries. We got people to ask questions about it, and then we answer them live on the spot.

Andrew: I see.

Marcus: A lot of people found it very interactive. Then, later on, we also have other pieces of content eventually to drive them down to the Physical Therapy Day, which really is one of the hospital's initiative to engage the public people of Singapore to come down to the hospital and learn more about how can they prevent full ankle injuries, body pains or what are some of the techniques that they can use to relieve body pains as well.

So these were the hospital business engagement initiatives. Then, eventually, what they realized is that the more that they engage people through such talks and such events, the more likely there is a higher chance for them to come back to the hospital every time they have a sudden pain or illness that they want to get resolved.

Andrew: I was looking at the notes here, and you say that you got more subscribers at 70% lower cost per customer acquisition. I didn't realize the hospitals did that kind of math that said, "What's our cost per acquisition?"

Marcus: Well, I did the math for them. Because I think most entrepreneurs would also realize that one of the things that we tend to overlook as entrepreneurs is to check and measure everything. But really, after I started checking and measuring every single thing, I realized that I could easily save about 50% of my marketing expenses, once you successfully check and measure.

One of the hospital's objectives was also to try to get more subscribers to their magazine and to their publication. Before I started working with them, I sat down with one of their directors and we started planning out like, how much money do they spend

on advertisements and then how many subscribers do they get. So using that certain number as a benchmark, I then applied that. I did what we had to do on social media, and then try to get subscribers through events and through social media and stuff like that.

We realized that it helped to save a cost saving of about 70% lower cost per subscriber acquisition. So that was a very good case study by itself as well because, technically speaking, we saved about 70% of the marketing expenses from there as well. So in that sense, it helped to boost their profits as well.

Andrew: All right. Let's move back on to the big board. The next one is to address negative comments on social media and do it quickly. You had a client, Kiddy Malaysia.

Marcus: Yeah.

Andrew: They sold premium baby strollers. What happened to them?

Marcus: So they sold premium baby strollers for quite a period of time. There were some comments come in, some compliments. But there was one particular day where this man by the name of, I believe . . . let's look at this comment over here.

Andrew: Michael Tan.

Marcus: Michael Tan. Yeah.

Andrew: Here. Here's what he wrote on social media.

Marcus: So he wrote this thing, "The baby stroller is the worst thing that I ever bought from you. I don't know why, but the wheels are stuck." So, looking at that comment, what most people would do when they see comments like this, if they are not trained, what most entrepreneurs or marketers would do when they see comments like this, they will press the delete button straightaway and say, "Hopefully nobody sees that."

That is the number one mistake that a lot of companies make on social media because if I'm an angry customer, when I complain on a Facebook page, I expect a response. But I don't expect people to just delete my comment afterwards, because when people are angry and they leave negative comments, it's not a bad thing. In fact, it's more of an opportunity for us as businesses to turn that negative customer into a brand advocate.

Andrew: So here's what you did.

Marcus: Yep.

Andrew: Or what your client did.

Marcus: Yeah. So in the whole story, when I saw that comment, what I immediately did was to pick up the phone and then I called the marketing director of Kiddy Malaysia and said, "Look, there is this bad comment." Immediately what she mentioned on the phone is, "Can you delete that for me right now? I don't really want to see that on my Facebook page, or if any of my other customers see that, it will not reflect that very well on me."

So I had to educate them by telling her, "Look, this is an opportunity for us to engage this person because every time you get a negative comment, it's a chance to turn that person into a raving fan." So I told the client, "Let's sit down and diagnose what is the problem." Then we got Michael to call one of our main customer service numbers. So he called.

Andrew: Here. This is the way you did it.

Marcus: Yep.

Andrew: Person at Kiddy Malaysia says, "Hi, Michael. Thank you so much for the feedback. Did you happen to read the instruction manual before using the stroller? We're really sorry that you had a bad experience. Please call us at, includes the phone number. We have already briefed all of our operators to assist you." That is a really cool response.

Then Michael comes back in and says, "Just called in. Your operators were very useful in assisting. Didn't know that the solution was also in the first few pages of the instruction manual! THANK YOU SO MUCH!!! Love Kiddy now. Can't wait to take my son out with this." That happened all within less than an hour.

Marcus: All less than an hour. The rule of thumb is every time you get a negative comment, you just have to use these two magic words: I'm sorry. "I'm sorry" doesn't necessarily have to mean that you are at fault because I know some lawyers would disagree by saying like when you say "I'm sorry," you're admitting that you are at fault. But what you're really doing on social media, when you use terms like "I'm sorry," you are really empathizing with the negative customer, which is really one of the customer service rules that I think a lot of the business leaders have also preached about a lot. That's how you apply on social media. You just mention that, "I'm sorry."

Andrew: Now you've got a really authentic piece of promotion. I wouldn't call it

advertising, but it's definitely promotion. Anyone else who's interested in the company and sees that has got to feel really good about doing business with them.

Marcus: Exactly.

Andrew: All right. Let's go back to the big board.

Marcus: Okay.

Andrew: Cool. Next one is we want to . . .

Marcus: Also on the part on negative comments, I think what is very useful is you don't want to address that problem immediately on social media. I think what is important is that you take it offline by providing a phone number where people can call you or handling it over a private message. Because if you can try to handle it through the comments section, some people may misinterpret it. Then when they misinterpret it, it reflects very badly on the business.

Andrew: All right. Fair point.

Marcus: Yeah.

Andrew: All right. Next big point is to leverage word of mouth campaigns to boost email signups. You did that with Qatar Airways. They were a client of yours?

Marcus: Yes, they were a client of ours.

Andrew: Okay. So what did you do for them?

Marcus: When we started working with them, they were very sales driven people. We serve the entire Facebook page for them, and we had a certain goal in mind. Just like all entrepreneurs, their goal was to drive sales. But, before we could drive sales, we had to engage. It's the whole notion of before you sell you want to get small commitments to the ultimate sale. Right?

Andrew: Okay.

Marcus: How you do it in the space of social media, you do things like you either get people to comment by having teaser posts, if you might want a promotion and then you get it from the comments. In that sense, you're getting a small commitment.

For Qatar Airways, what we wanted to do specifically in that sense was we created a little contest where people could win a hundred free air tickets, simply just by entering your name and email and some phone numbers. That was the target market way of getting small commitments first, by entering name, email, and phone number. How it was a benefit for the company is that we are building a list of leads and databases, which we could eventually nurture them and get them to buy later on.

Andrew: Yep. Yeah, of course. That's basic email marketing. Get somebody to give you their mailing list and spend some time nurturing the relationship with them. But one of the things that you did was after they gave you their email address as a way of entering the contest, you told them what, that allowed them to get their friends in?

Marcus: We told them that if they want to double their chance of winning one of the 100 free air tickets, they had to invite their friends. So that's really also one of the strong, overlooked power of social media is that you could not only get laser targeting audience by spending every single cent that you spend on the person that would eventually buy from you, but you can also build relationships with them at the beginning, and also get them to share. One of the ways to get them to share with their friends is to have contests like this, and get them to get their friends to be involved in it as well. Then, once their friends are involved with it, then the same mechanism applies, get their friends' friends to be involved with it as well.

Andrew: Here's what it looked like for them. This is the contest, and then you guys at the time created it yourselves, right?

Marcus: Yeah. We created it.

Andrew: Now there are other tools that do it. Here is one. Let me bring it up like this. Here we go. This is from KingSumo.com, where you can get software that does it. There's also Contest Domination, which happens to have my quote there, because I had a really good response from them. The point is we don't have to create this ourselves, but it works and we might as well leverage what works.

Marcus: Yep.

Andrew: All right. Back to the big board, and the next one is build purpose in the content that you published. What do you mean by purpose?

Marcus: In the copywriting world, many of the other copywriters who've been in the show on Mixergy before, there's this whole concept of AIDA. That's Attention, Interest, Desire and Action. How we apply it on social media? So we apply all the sales

psychology on social media and that's what we do best. The whole idea of this technique of building purpose into the content is that for every piece of content, it must be a sequential piece of content. Because every piece of content, although the target market or your fans may see it as like content that is of value to them, but what you are really doing on a very subtle level is that you are building content sequentially, and eventually you are pitching to them. You're having a call to action.

Andrew: I see.

Marcus: But every piece of content is actually a pitch by itself, and you want to craft your content very, very purposefully that every piece of content just sends a message that would build up, build up, build up anticipation and build up anticipation. Then, eventually, you get them to buy. That is how . . .

Andrew: What's the outline for this?

Marcus: The outline is, first, you want to entice them. But, basically, the idea of entice is to get your fans and your followers to visualize that they can own the product. In sales, how we tend to explain it is an image of a Ferrari car from the outside. So that's like an external view. When you show an image, an external image of a Ferrari car, you kind of see it more like it's an aspirational thing. I do not see myself owning it. But the purpose of entice is that you want your target market to have them own it and have a view of what's it like to own that product.

Andrew: Okay.

Marcus: That's what entice . . .

Andrew: That's number one, entice. What's number 2?

Marcus: Number two is to educate them. So educate them by giving them reasons why they should be buying a certain product with your value proposition. You're not really selling it yet, but you should be educating them why should they be buying through your value proposition. Let's say, for example, maybe you are in the business of selling affordable furniture. I just told about it. So the first idea, the first piece of content of entice is to get people to visualize what's it like to own a nice piece of furniture in your house. How you educate them is to tell them that furniture should be affordable, and then why is it affordable. Then maybe you tell a back-story of why furniture should be affordable.

So to them, they get engaged to a nice piece of story. That's point number two. Then

point number three is where you want to also, if possible, show some social proof.

Andrew: Okay.

Marcus: I think maybe over there, maybe later on, I have some examples to show social proof. The idea of showing social proof really is to build credibility and trust because now that you've enticed and educated them, it's time to go a little bit more into the pitch mode, which is study more. One of the ways is to show social proof. The different ways of showing social proof, some examples would be to show pictures of other people using your product, could be one. Another way could be to show your customer testimonials.

Andrew: Here's how you guys do it. One of the ways that you do it.

Marcus: Yep. So to show testimonials. That's social proof. The last after that would be . . . sometimes we use it, sometimes we don't. The fourth way is to test for compliance.

Andrew: Is what?

Marcus: Is to test for compliance.

Andrew: Okay. How do you test for compliance?

Marcus: In the normal way of doing sales, if anybody would to sell on stage, if you look at all the top people who sell very well on stage, they would say, "How many of you here are interested in learning about this? How many of you here are interested in my course?" So they get people to raise hands. When you do one-to-one sales, you get a small compliance by asking your prospect or your lead the question, "Do you want more results?" "Yes." "Do you have to speak to this and this person before you sign a quotation?" "Yes." "Do you want to do this?" "Yes." So that is how, in normal sales, we test for compliance. We get small commitments.

On the social media way, there are many different ways of doing it. One o the ways is, like I mentioned earlier, we get people to comment at the comment section after you post content.

So your content, when you're testing for compliance, could be something along the lines of, "Tomorrow, I'll be doing a very special promotion. We'll be selling products A, B and C. But we're not very sure whether this is a package bundle that you guys would be interested in. So before we release the super-duper, good offer, we would like to know if

you're interested. So if you're interested, simply comment 'I'm interested' below in the comments section, and if we have enough comments, we'll run with it." Using that by itself, I've tested it. We've seen some very good results because we got small commitments.

Then the last post, which is post number five, is where you have to pitch, you have the call to action, which is to buy it from this link or to go down to one of your stores or whatever it is. That's the call to action, which should be the last post over there.

Andrew: All right. So what we have is entice, number one. Educate, number two. Testimonial, is that next?

Marcus: Social proof.

Andrew: Social proof.

Marcus: Yep.

Andrew: Number four is?

Marcus: Entice, educate, social proof, test for compliance--

Andrew: And then sell.

Marcus: Sell. Exactly.

Andrew: That's number five. That's the process. Each one of these categories is a category of post that you put up. So it's not like we've put it all into one post or back to back to back. One post entices, the next educates, and so on.

Marcus: Yep.

Andrew: You know what, though? With online, with social media, people can't be counted on to see it all. So I entice somebody, it doesn't mean that they're going to see the education. It doesn't mean that they're going to see any of the testimonials or any of the compliance. But they could then see the last part, which is the sale. So how does that impact your process?

Marcus: It is a very good point. For those of you guys who are not aware, I think there's a lot of that that goes on in the Internet. That's going about by saying Facebook is now forcing business owners to pay money.

Andrew: Yeah.

Marcus: Pay more and more money because every time you post content on Facebook, you get 2% organic reach. That means only 2% of your fans will actually see the content you posted, unless you pay more money to have a higher percentage of reach. Similarly on Twitter, if you posted up, you have to have a waterfall of content on your news feed. So every time your fans or your followers may miss seeing it as well.

Andrew: Yeah.

Marcus: I think it's a very valid point. The way you want to address it is also by not just being present on one platform on social media. You want to be present on multiple platforms. Whatever your target market is present on, you make sure you have a presence there. That's one way. The other way is that I will also set a little bit of budget. Not a lot. Probably for the entice post, you want to spend a budget of maybe $5 running ads to entice them and educate, want to run some ads on educate.

Andrew: Just five bucks?

Marcus: Just five bucks would do as well. You don't need a lot of budget, unless you are one of the big brands out there with huge budget. But even for small businesses, like when I'm marketing my education business or when I'm marketing my agency, we spend about maybe $5. Maximum, we spend about $5, just promoting a post on entice and on educate and on social proof and, finally, call to action. We spend a little bit more budget on that. Usually, if you do it right and you have all the right measurements in place, you would definitely make a healthy return of investment.

Andrew: All right. Let's move on to the next big point, which is to use powerful visuals to boost engagement. You did that. You actually worked with a bra company?

Marcus: Yes.

Andrew: How do you pronounce them? Wacoal?

Marcus: Wacoal. Yep.

Andrew: Wacoal Singapore. You say that they use so-so visuals. What are their visuals used to be? Boy, you have a lot of clients, by the way.

Marcus: Yeah. Thank you. Most companies, when they embark on social media, in fact,

what they would do is they would just find any visual that they themselves would find appealing and they just post it up online on their Facebook. And then, they pray and hope their people come and like and engage with their content, and hopefully there will be conversions later on. But what you really need is a right technique and a right strategy on social media.

So when we started working with Wacoal, it's a similar thing in this sense over here. They started posting their own visuals all the time, which didn't get a lot of engagement. And because they didn't have a plan and a strategy, they eventually didn't get much. In fact, they didn't even know that they were getting any sales, and it was just completely nada. No sales from social media.

So what we did, when I talk about using powerful visuals, is really more of using visuals that would really capture people's attention. I think Facebook or Google has done a research once before as to what actually captures people's attention. I think the number it showed was about 70% of people's attention on social media was purely on visuals. 20% is on text, and then 10% is on something else. So if you have powerful visuals and probably I can give a link later to an article that will be published somewhere at the bottom of this Mixergy interview. Once you use visuals, it's being layered in a certain way. One example would be visual bullets, and I think that is the next example.

Andrew: This is what that looks like.

Marcus: Yep. So this is an example of visual bullets. The copy would say something along the lines of, "What Wacoal product would you choose to go along with this white blouse?" But if you pay attention to the visual, you would notice that there's image 1, image 2 and image 3. In each image has a caption below it.

By the way, I didn't invent this idea of visual bullets. What I've really done is I went to look on other community sites, such as 9Gag, such as IEffingLoveScience. There are three or four different large community sites because these are community sites which own [inaudible 00:44:54]. You just create fun content to engage their audience. You'll notice that community sites get a lot of engagement when they post content.

So what I've done is I've taken what all the community sites are doing. The way they do their visuals. The kind of content that they post. Then I apply it on the business site. So Wacoal is one of them, and as you can see, this is an example of a Visual Bullet where you have image 1, image 2, and image 3. Then you have a little headline, which is on the left, which captures your attention there.

Andrew: The reason that this seems to work is first of all, it's big, it's visual, and it

captures attention. Second, you're asking for engagement. You're asking people to type in the number 1, 2 or 3 that goes along with which one they would want with that blouse, which bra. So that gets more people talking. That gets more people therefore to see it. That's what you mean by visual bullets.

Marcus: Yes.

Andrew: Okay. So that's one thing that you did with them. Is this another thing?

Marcus: Here's another thing. This is the next visual. It's something that is more promotional. But, as you can see, every visual, every piece of content is a content to pitch. What we are doing over here is really that we are creating a little piece of visual over here to promote one their bras. If you look at it on the free mode that we talked about, about purposeful posting, entice, educate, show social proof, and test for compliance. This part over here would be part number 5, where we drive a particular collection over here.

Andrew: I see. This is the sale. All right. Cool. On to the big board again. The penultimate point is to make sure you're targeting the right people. You had a client who is a real estate agent, and this was an issue for him.

Marcus: Yep.

Andrew: What happened there?

Marcus: This is one of my favorite parts to talk about, by the way. Because what I realized is that a lot of businesses, when they try to run ads on Facebook, they don't quite get the rules of the game when running ads on Facebook or on Twitter and so on. It's partly also because they don't realize that every form of media has its own way or has its own technique to drive sales. If you want to run a good ad on TV, you will need a particular technique and a strategy. That's why infomercials are still popular. Likewise, if you want to run an ad on the radio, you need a particular technique and strategy in order for you to drive sales fast. So similarly on Facebook, you also need a particular technique and a strategy.

Andrew: Okay.

Marcus: For this real estate agent, he's an acquaintance of mine. One day he called me up and said, "Marcus, I spent $2,000 on my ads on Facebook with zero results." Now that's $2,000 dollars with zero results, and I think that's a very expensive lesson of what not to do. But he still hasn't learned what to do yet. So I got very curious. I said, "All

right." He's name was John. So I said, "John, can you just show me your ad on Facebook?" When I looked at his ads over there, on the left you will see his copy, which I censored up for privacy purposes. But on the right . . .

Andrew: Yeah. Let's bring it up.

Marcus: Yep. For the folks who are not able to see, he was a real estate agent trying to reach out to real estate investors because he was trying to sell a particular property that he knew was extremely under value and he really wanted to get the message out.

Andrew: Okay. What we see on the left is his ad with a bunch of private information blurred out. On the right, we see the targeting that he used.

Marcus: Yeah. So if you look at the interest targeting, and when most entrepreneurs do their interest targeting ads on Facebook, what they end up doing is they type in keywords of interest that they feel is a good target to target. But what happens most of the time is it's the wrong ads, the wrong target. Like this real estate agent, for example, when I looked at his ad, the keywords that he was writing were, "Private Property," "Property," and "Real Estate."

Andrew: I see. So it seems to make sense. But why doesn't that make sense? Why isn't that right?

Marcus: It seems to make sense to most people, but when you actually understand why users on Facebook say that one of their interests is property, private property or real estate, you'll notice that you are not getting the investors crowd. But, rather, what you are getting are fellow real estate agents as well.

Andrew: I see.

Marcus: Exactly. Which is why he spent $2,000 with zero results because if you don't have the right technique and the right strategy to run ads on Facebook, no matter what, Facebook is still going to take that budget that you are spending and they're going to run with it anyway. Because you told them you have this budget, they're going to spend it for you. That's the rules of . . .

Andrew: That's their job.

Marcus: Yeah.

Andrew: All right. So what you want to do is better targeting and it starts with a

Facebook graph search. Using that search box at the top of every Facebook page, what do you searching for here?

Marcus: Essentially, the graph search was ruled out about last year or a year and a half ago. Graph search is really a way of finding out what your friends like or what your target audience likes on Facebook. So what I essentially type in is pages liked by people who like investing. Why do you type in that search is because basically I want to help this real estate agent acquaintance of mine to really find investors. So I just type in pages liked by people so that eventually Facebook would then give me some results, which I could use these search results as part of my interest targeting on Facebook.

Andrew: I see. So now instead of just targeting the word real estate, you're going to be targeting, I see here Robert Kiyosaki comes up, Warren Buffett comes up, and Kaplan Singapore comes up. So you want to target people who like them?

Marcus: Yes.

Andrew: And like their pages.

Marcus: Exactly. So what I wanted to do was to get people, the relevant target audience on the interest targeting part. Of course, by looking at the first search result, we get people like Robert Kiyosaki, Warren Buffett and Kaplan Singapore. Now Kaplan Singapore is a private education institution based on Singapore. So it wasn't necessarily part of the target audience because, ultimately, when I type in Kaplan Singapore in the interest targeting, I need to know who are these people who are going to see my ad. And because Kaplan Singapore is a business itself, they're targeting students. So it's not the investor crowd primarily.

I want to go back and look again on Robert Kiyosaki. Who are his fans? Who are the fans of Warren Buffett? So after I did my research, I knew that all these people over here are investors. Just by judging in their profile photos, I could tell whether or not they are investors. Then, going back to the part on interesting targeting on Facebook, I then type in under Interest, I type in names that worked on Warren Buffett, Robert Kiyosaki. Then Facebook has its own . . .

Andrew: This is how you did it. I'm looking at the Facebook ad platform digital right there.

Marcus: So what you're seeing is that eventually Facebook has given me other search results as well. They even automatically suggested to me, now that you've entered

Robert Kiyosaki and Warren Buffett, here are other interests that you may want to target. Then we have targets such as T. Harv Eker, Rich Dad, Poor Dad and Think and Grow Rich, which is the book written by Dale Carnegie.

So you then realize that all these are suggestions and then I will look at their target audience again. Who are the target audience of T. Harv Eker and all those? Are these people potentially investors? If they are, then I'll put in the interest targeting. So all these minor tweaks that help to just change campaigns from losing money to actually making a huge return of investment.

Andrew: Hey, Marcus, something just occurred to me. You haven't been able to see the visuals and you probably haven't been able to even see me for the last part of this conversation, right?

Marcus: Yes.

Andrew: You were playing it off so well that I just assumed you could. When you said, "I can't see it," I just figured who you meant temporarily while your Internet catches up. Now that I see you looking down at your paper, I realized you can't see me at all.

Marcus: No.

Andrew: Dude, you are a pro. I had no idea. The audience wouldn't have any idea, except that I just pointed it out.

Marcus: Thank you. Well, I had to prepare for this.

Andrew: That is impressive. I love that you have that backup.

Marcus: Get the best value out of this section.

Andrew: Impressive. All right. Let's go to the final point.

Marcus: Yeah.

Andrew: I'm glad that you have it all printed out. Then I want to ask you about something that I know you can see and that the audience has been seeing. But, first, let's get to the final point, which is run exclusive promotions. Actually, what you mean here is exclusive to social media. Stuff that people cannot see on your website, so that they have an incentive to come in from a social media site to your site and buy, and do it instead of saying, "I'll come back to the site later."

Marcus: Yep.

Andrew: Okay.

Marcus: So the problem with social media these days, and a lot of people love to debate about this question of how do I track and measure my ROI from social media? If you run an e-Commerce page or if you could allow transactions on your website, then it's easy for you to track and measure sales through social. Because using Google Analytics, you just get conversion tracking.

But the main problem comes when you don't have a presence that is e-Commerce, like if you just run and brick and mortar store. The way that you track and measure, one of the many different ways is you could create a special promotion and only announce it on your Facebook page or your Twitter profile, whichever presence you have on social media.

Andrew: You did that with Phyto, one of your clients. What did you do for them?

Marcus: With Phyto, what we've done is we've taken some of the fast moving products and some of the slow moving products and packaged them together in a bundle. So we've got an exclusive bundle. What we did on social media, again, applying back the concept of purposeful posting, entice, educate and everything. Because the bundle was really about, I believe in this case, was about sensitive scalp. So that bundle helped to solve the problem of people having problems of sensitive scalp.

What we then did to entice them was to first educate them on what some of the problems that you need to resolve. Here are some of the tips that you can have, if you have a sensitive scalp. So we give a couple of tips, and then maybe even before that, we use social things like, "Here are some of the problems that you may see." So if you have a lot of dandruff, if you have a lot of allergies, and you are losing hair on your head, it's probably because you have a sensitive scalp.

Andrew: Okay.

Marcus: That was how we enticed and we educated. Then eventually, we drove them to a particular action. That action was to go down to one of the stores and to buy this exclusive bundle. Then, as a business owner, I will be able to tell, "Okay, how many people are coming in to a store and buying just this one exclusive bundle," because I will announced it on social media.

Andrew: I see. The bundle is available in the store.

Marcus: Yep.

Andrew: I see. That's a good message for all of us that we may not be selling in stores, but, of course, we can create exclusive bundles for people who are coming in from social media. I'm just looking at you, and I'm so disturbed that you haven't been able to see this whole time. I'm so impressed that you've just continued. All right. So let me ask you this final question, now that we've gotten all the key ideas out. I've been looking over your shoulder and I'll bring up your video right now. There's the number 10,000 over your shoulder. What does the 10,000 mean?

Marcus: This vision came about last year when my business partners and I sat down together. We really wanted to build more than just a digital agency. We wanted to build something that is of great impact that would really build an impact on the face of this earth. So we asked ourselves some very deep questions. Ultimately, what we really wanted, genuinely, was this vision that you see in my office, which we constantly remind ourselves every single day, and that is to build 10,000 successful business case studies through social media by the year 2023.

Andrew: What is that case study for you? What do you mean by that?

Marcus: A success case study could be anything that or somebody who has actually generated a healthy return of investment through social. Instead of just by measuring impressions, they actually get an impressed customer through the work that you are doing through social media.

Andrew: So they read what you've written about social media. They've learned from you and they've gotten a result using social media through what they learned from you.

Marcus: Yes, and that is the same reason why the book is written, why we are doing this show together. It's really to help audiences who are watching this show to really increase their business through social media.

Andrew: I see. So if anyone gets some kind of positive results from what they've learned from you today, and they tell you, does that count as one of the 10,000?

Marcus: Absolutely. It does count one of the 10,000.

Andrew: So how do people report that?

Marcus: It can either be in the form of the comments section, because I track this through an Excel spreadsheet. Ideally, we should have like a page and content and all those, but we don't have that up yet. It's all still in progress. But we make counts and we make measures all this way, up to this day of doing business. Right now we are at number 147.

Andrew: One hundred and forty-seven out of 10,000. So this is your early days. All right. Let me suggest to people who want to follow up, to do a few things. One of them is, of course, they could check out your site. But if they go to the blog to SocialMetric.com/ blog, they will learn from you and hopefully get one of the ideas that will allow them to be one of the success case studies. Number two, there is, of course, the book with Guy Kawasaki's endorsement right there at the top. Social Payoff, available everywhere. I saw you got it on your site available digitally. What's the website for the book? Is it SocialPayoffBook.com?

Marcus: Exactly.

Andrew: Let me actually bring up my browser while I'm typing in your URL. There it is. SocialPayoffBook.com. We just do this stuff in incognito, which means that I can't get autocomplete to work. So the SocialPayoffBook.com and the company name is Social Metric, available at SocialMetric.com. You can't see me, but I will describe to you that I am feeling really grateful to you for doing this. Thanks so much for being here. Now I've got to go and make sure that we recorded this properly.

Marcus: Thank you. Thanks for having me, Andrew.

Andrew: You bet. Thanks for doing it. Another reason why I have backups. So I'm actually recording on two different systems. So if the main one didn't work, I'm sure one of the others came through for us today. Cool. Thank you all for being a part of it. Bye, everyone.