

## Staying in Control

The following web site had interesting advice in the areas of social media time management such as:

- Only share what is safe to share. Once you connect to people outside your close friends and family, you need to restrict the information you place in these networks. If in doubt, keep it to yourself.
- If people are taking too much of your time, drop them, and do not feel any guilt about it. There are no rules that say you have to follow everyone who follows you.
- Pick your venues and do not try to be active in all of them.
- Set social media time and log off when that time is over.
- Grow your network selectively and steadily. Learn how much activity you can manage.

For more information including an article on "Ten Causes of Social Media Melt-down" log onto: <http://onecoolsite.wordpress.com/2009/01/08/social-media-time-management-strategy/>.

## Part Two

# Expert Tips for Managing Social Media Marketing

By Carolyn J. Feimster SCMD, President, CJF Marketing International, North Brunswick, NJ

**I**N LAST MONTH'S ARTICLE ON SOCIAL MEDIA MARKETING, I POSED THE QUESTION, "HOW DOES EVERYONE HAVE TIME FOR THIS?" The issue arose as I found myself lost in reconnecting with people, updating my own profile and strategizing how I could better use social media marketing for my clients. Just Google "social media time management" and you will get 87 million hits. An advanced search you will net a more manageable 2,290.

So I turned to the experts. Tricia Lewis is online editor for the 34th Street Partnership Business Improvement District (BID), an outdoor retail district in Manhattan. She is responsible for managing their blog, FashionHerald.org. "Online time is difficult to manage," Lewis admits. "I gravitate to the tools that create buzz and drive traffic for our retailers, like the blog and Twitter." She advises starting with two social media outlets that seem best for your business. To better manage her time she uses TweetDeck to follow Twitter in the office.

"Most time consuming is visiting other fashion blogs to keep in touch with other bloggers in my arena and leave comments on their web sites. This is the number-one tool all bloggers must use to promote their site and increase readership," she explained.

Ellen Serra, director of sales and marketing, Comfort Suites Airport & Cruise Port in Ft. Lauderdale, checks her personal Facebook account nightly, but prefers Twitter for business. "Although I don't like Twitter on a personal level, I keep our hotel's account up on my computer at work because we get one or two new follow-

ers every day. We also have a link to the Twitter account on our website. This makes sense for shopping centers as well. I would follow The Galleria if they were to announce sales, events, etc.," she said.

Serra's CVB provided coaching on how to maximize Twitter in the travel and tourism industry. A program called Tweet Later allows her to set up "tweets" for the next two weeks and tell Twitter when to display them.

Jennifer Fontana, director of sales & marketing, Coletti Development Group, suggests a couple of ways to manage social media time, "Cell phones with Internet access allow you to stay current on your social sites. More importantly, writing in sound bites helps create and maintain the dialogue. Saying too much can be a turn-off," she says. She also synchronizes her Twitter feed to automatically update her Facebook account.

Karen Scott, SCMD, CDP, president, Centerworks Retail, admits she does not have time. "I use LinkedIn professionally. When I am in my office I check it two to three times a day," she said.

Impressed that the Partnership actually had a staff person

devoted to social media marketing and managing their blog, I spent time with Lewis to find out more about her role.

"Our overall marketing strategies include traditional media such as the hard copy brochure, but with our blog we are able to reach the younger generation, our target audience. This is a very inexpensive alternative to more traditional PR and advertising." She likes Twitter's immediacy. "I can be in one of our stores, see a great new sweater and immediately transmit that information to our shoppers."

Lewis is responsible for researching and creating content for the Partnership's retail blog as well as promoting it. Additionally, she is the editor/content manager of their web site and project manager for brochure development.

## Warm and Fuzzy

"We actually use few traditional retail marketing tactics, so developing and managing a blog is a desirable way to brand ourselves and exert some control over the 34th Street Partnership's image," Lewis said. She admitted that it is not easy to measure her impact, though most blog-hosting sites have easily accessed analytics. "My favorite returns are when I get direct feedback from local residents or workers in the area through comments on the blog or Twitter," she explained.

In today's environment it seems unlikely that hiring an

experienced on-line media expert is in the cards for most shopping centers. Lewis's background in the fashion industry and her BFA in English give her strong 'product-knowledge' and a good writing background. "This combined experience was important for me and the Partnership, but the real training came on the job, which is the case with many bloggers. It just takes gaining experience through trial and error."

Lewis feels her work with social media has helped her build important relationships with her merchants since she is able to get their message out on the blog. Also, tenacity goes a long way toward successful blogging. "Your mantra should be, 'Post regularly,'" said Lewis.

### Choosing the Right Medium

Key to any new marketing strategy is to know your audience. If you don't, chances are you will fail. The same applies for social media strategies. An online article in Search Engine Watch, pointed out that just because Oprah joined Twitter does not mean that is where your shoppers spend their time. A recommended read is "Groundswell," co-written by former Forrester analyst Charlene Li.

Also check out the Forrester Groundswell Profile tool at [forrester.com/Groundswell/profile\\_tool.html](http://forrester.com/Groundswell/profile_tool.html). It identifies the types of social media and six distinct social media groups. Comparing this to your customer profile makes it much easier to decide which social marketing media to use.

"Facing the Facebook

Era," a May 2009 article in Agent at Home magazine, a popular travel trade publication, pointed out that business are the fastest growing sector in social networking. Companies are creating Facebook pages to disseminate up-to-date information directly to their target audiences. This helps build corporate branding and they can find out what their customers are looking for. The article cautioned businesses to remember that social media is about community and conversation, and is not a place for hard selling.

### Facebook Ads

Coletti's Fontana points out how targeted Facebook ads are. "The advertiser simply selects keywords that would fit their product or service and Facebook can match up profiles where those words appear, usually within the person's info tab. An advertiser can actually go in and use the photographs within someone's profile with the ad," Fontana said.

She recommends posting videos about your shopping center, stores and events. Her favorite of the several available platforms is the Man on the Street live webcasts she is setting up for some centers.

### What Does the Future Hold?

The global travel industry will be introduced to an innovative Web 2.0 resource this fall that will combine social networking tools with the ability to research, match and conduct business appointments online. The new site, OnTrade.com, will have a home page with four areas: Aggregated News, (articles based on parameters

you set), Educational content (webinars, seminars, blogs and conferences), and a job search section. The fourth section, Matchmaking, will employ key word searches and searching techniques to request appointments. The section will allow shopping centers and other suppliers and buyers to research the data base based on common interests and will suggest organizations that match. Once matched, participants will be able to conduct live meetings online through voice chat or video conferencing.

We are continuing this series of articles on tourism every other month and would like to focus on some of the more innovative tourism programs. Please submit your programs to me, either via e-mail at [Carolyn@CJFMarketingInternational.com](mailto:Carolyn@CJFMarketingInternational.com), by fax 732/545-3138 or mail. If possible, include samples of your graphics. Full credit will be given to the person or team responsible for the program. Visit our new website: [www.cjfmarketinginternational.com](http://www.cjfmarketinginternational.com). ■

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*CJF Marketing International offers a range of services for creating and implementing strategic tourism, economic development and marketing programs for shopping centers, urban entertainment projects, downtown retail districts, communities and commercial properties globally. The firm also offers educational programs and seminars for corporate meeting planners, shopping center developers, communities and re-development agencies. Feimster can be reached at 732/249-6080.*

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**What are today's most popular sites? According to [www.travelmole.com](http://www.travelmole.com), as of April 28, 2009, Twitter's growth from last year was 2,300% but LinkedIn remains the place of choice for professionals, doubling in the last year with more than 15.8 million people. The top five rank as follows:**

| Site       | # of Users   |
|------------|--------------|
| Facebook   | 9 million    |
| Classmates | 16.4 million |
| LinkedIn   | 15.8 million |
| Twitter    | 13.8 million |
| Reunion    | 6.6 million  |

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