

## **NOCASOBE (North of Camden, South of Belfast) – helping you market your mid-coast business!**

Check out [www.nocasobe.com](http://www.nocasobe.com) website – it is now live! Questions? [info@nocasobe.com](mailto:info@nocasobe.com)

NOCASOBE is a volunteer effort to support the marketing needs of small businesses in our region.

## **5 Marketing Tips – Social Media**

Every day we hear more about Social Media. These are web-based communities where people communicate with each other, share photos, tell stories, cluster by favorite things, report where they are located or what cool business they have found. Younger people are drawn to this form of communications so don't be surprised if they know more about how it works than you do. The good news is it is easy to sign up for various forms of social media and the better news is it's FREE. With good news always comes some bad news.... Maintaining social media can be time consuming. So, if you don't have the time to spend updating, posting photos, or keeping up with your customers this way you should either find someone to do it within your company/business or hire someone to do it. There are PR and Advertising/Marketing firms who will, for an annual fee, manage your social media. Pick the form of social media that is popular for your business sector and do a good job of that rather than spread yourself too thin. Maybe add one every six months so you can have the time to get used to the new format and keep up with your tweets on Twitter, posts on Facebook, pins on Pinterest, etc.

Some choices:

1. **Facebook** – as we've said before – every business today needs a business Facebook page (FREE). And, maintaining that page is not difficult – just periodically post photos or news about your business that your customers would like to know about – AND tell your customers to LIKE your Facebook page so they receive your news. [www.facebook.com](http://www.facebook.com)
2. **Twitter** – Twitter consists of people who “follow” your Tweets. Tweets are short messages. Like “we're having a sale today from noon to 4 p.m. on scones – stop by!” or “stay three nights, get one free this week at our hotel”. This is great if you have a smart phone since it relies on short messages. However, a smart phone is not necessary – just internet access. To join: [www.twitter.com](http://www.twitter.com)
3. **Pinterest** – As a business member of Pinterest think of this form of social media as a way you can show off your work, your products, your business.... You join and create “boards” – think of them as a cork board. On these boards you “pin” photos or information (just as you would putting things on a cork board). What do you “pin”? Pin examples of your work, cost lists, brochures, business cards, photos of your work or your business. Then create other “boards” that relate to your business – if you are in tourism perhaps your other boards are themed with things to see/do, food, beverages, hiking, biking, etc. Then you search throughout Pinterest or the internet in general and find others on Pinterest who have information on their boards that relate to your boards and you PIN them causing them to appear linked to your boards. Before long you are part of a network of boards and pins relating to similar topics. When someone goes to Pinterest to find and search on a topic or information or photo that they need the various boards throughout Pinterest relating to their search will appear. They will then PIN that board and add to their collection of resources. To set up a Pinterest account is quick. To set up several boards to get really started should be a couple of hours. [www.pinterest.com](http://www.pinterest.com)

4. **FourSquare** – This is a form of social media that relies on you setting up the location of your business. Someone using FourSquare would determine where they were going – put that info into the search and up pops the various businesses within that location. When they get there they might post that “I’m at XYZ business having lunch” and friends they have on FourSquare might then get a message saying that they are close-by or even at the same place. Think networking meets mapping! [www.foursquare.com](http://www.foursquare.com)
  
5. **Google+** - Similar to Facebook, Google+ has circles, friends, hangouts. You can follow your favorite movies, books, TV shows, etc. Or you can follow causes. You find your friends and communicate with them inside google+. Advertising on Google+ reaches a large number of people and therein may be the best reason to join this particular form of social media. If you are trying to decide whether to do Facebook or Google+ you should ask yourself – where are my customers? Where are my friends? Where are others in my business sector? If they are there, that is where you need to be too! <http://plus.google.com>

NOCASOBE website and marketing efforts are coordinated by Dr. Jane Liedtke, a retired university professor and corporate consultant who owns Bay Leaf Cottages & Bistro in Lincolnville. With the help of interns from Illinois State University and the University of Southern Maine the data and information for the website was generated and maintained. Funds received from businesses who upgrade their listing or advertise are used to support the website basic operating costs. Any excess funds will go to the Northport Food Pantry to help families in need within the NOCASOBE region.