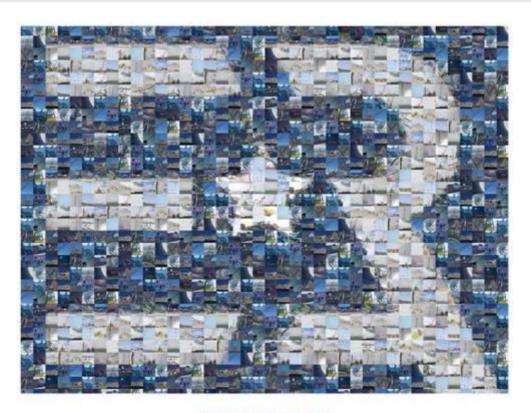
# **ERA Convention 2011**

"Growth Again"

ROUNDTABLE: Social Networks
Asif Latief, A-Plant



WWW.ERARENTAL.ORG





### What is Social Media?

It is a social instrument of communication.

Characteristics of social media sites include:

- Conversation
- Participation
- Openness
- Community
- Connectedness







## Some examples of Social Media sites

- Social Bookmarking
  - Delicious, Stumbleupon
- Social News
  - Digg, Reddit
- Social Networking
  - Facebook, Twitter
- Social Photo and Video Sharing
  - YouTube, Flickr
- Business Networking
  - LinkedIn







## Which sites are we using?

- Facebook
- Twitter
- YouTube

Plans to develop LinkedIn

Follow Us...













## What can Social Media do for your rental company?

- On its own Nothing!
- Content is King
- Communication is a 2-way process
- Everyone has something to tell
- You must be prepared to listen







## Why did we begin using Social Media?

- To find people who were interested in our products
- To build relationships with them
- To get them to know, like and trust us
- To capture information from them
- To deliver informative & relevant content to them
- To stay in touch with them





### Who is our audience?

- Customers
- Potential Customers
- Employees
- Industry Associations
- Industry Publications
- Suppliers







### **Getting Started with Social Media**

#### Facebook

 Set up a fan page - get people to "like" you, use it as a forum to canvass opinion, "first look" product launches

#### Twitter

 Open a twitter account and get tweeting – tell people what you're working on, what you've done

#### YouTube

 Create your own channel – upload presentation videos, how-to guides, product demonstrations, interviews

facebook

sign up

Facebook

Faceboo





### What have we learned?

- Social Media is real time
  - Allocate sufficient internal resource to keep up.
- It's not just about us
  - Not necessarily who's following us who are we following?
     Where is our content coming from, e.g. ReTweets.
- Keep content simple, relevant and regular
  - Not just a medium for Press Releases and Adverts.
  - You're creating dialogue.





### What have we learned - some Do's

- Update frequently
  - Don't wait for the next big thing, keep talking!
- Post interesting content
  - You want people to pass it on.
- Develop relationships
  - Build trust. Become a respected authority.
- Get contact details
  - Email addresses are invaluable.
- Use Social Media to drive traffic to your website
  - Send your audience back to your website.
  - Make them want more information.

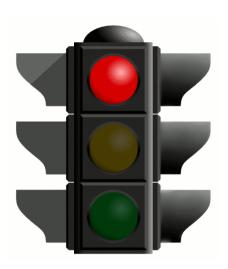






### What have we learned - some Don'ts

- Avoid blatant selling campaigns
  - You will lose trust. Soft sell, not hard sell.
- Don't try too much at once
  - Try one or two sites first to see what works and what doesn't.
- Don't ignore the feedback
  - Social Media invites comment.
  - Listen and act on it.
- Don't forget the website
  - You're driving traffic there.
  - Keep it fresh and updated







## Why should you develop a Social Media strategy?

Will Social Media make me any money?



By itself, No.

But you will make money from the relationships you create with customers through Social Media.





### Do we find Social Media valuable?

- The younger generation coming into our industry are already familiar with the technology
- Social Media is here to stay
- Any tool which helps to build and nurture relationships with customers is valuable





### What are our Social Media plans for the future?

- Develop our video content on YouTube
- Develop our presence on LinkedIn
- Explore Twitter and Facebook exclusive promotions

 Launch dedicated Social Media channels for careers and apprenticeships

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## **Social Media – Any Questions?**

### Thank You For Your Time

http://uk.linkedin.com/in/asiflatief

http://twitter.com/#!/aplant\_hire (@aplant\_hire)

http://www.facebook.com/aplanthire

http://youtube.com/aplanthire

