

ERA Convention 2011

“Growth Again”

ROUNDTABLE: Social Networks

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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



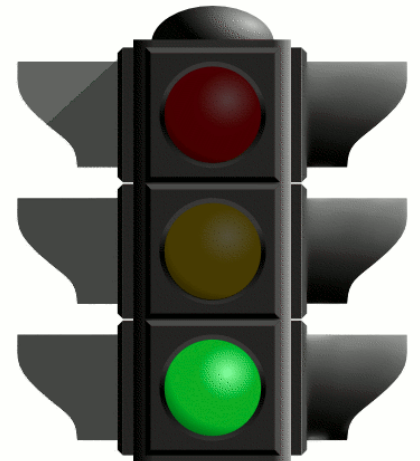
What have we learned?

- 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.



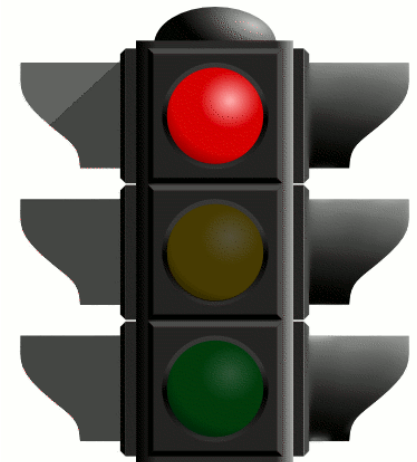
What have we learned - some Do's

- 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



Social Media – Any Questions?

Thank You For Your Time

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

http://twitter.com/#!/aplant_hire (@aplant_hire)

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