



About the Author

Joanne DelBalso is the owner of No Fuss Accounting Services. Joanne is an Enrolled Agent and a Certified QuickBooks Pro Advisor with over 20 years of accounting and tax experience. She started "No Fuss" in October 2007 and was immediately drawn to its networking potential of social media websites. Joanne is an avid social media enthusiast and has added to her business services of "No Fuss" social media set up and training, as well as holding social media boot camp classes. Find out more at www.nofussaccounting.com or follow Joanne on Twitter: nofussactng



7 Tips to Creating a "No Fuss" Social Media Strategy

By: Joanne DelBalso
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As much as we use the statement "it's who you know," we find our attention-based culture also asking the question "who knows you." Social media websites have become the standard tool for getting people to "know you." Social media is a strong venue for developing business relationships and expanding communication. Developing an effective social media strategy is key when working within this venue.

Here are seven tips to creating a "No Fuss" social media strategy:

1. SET GOALS:

Determine what you want to accomplish with your social media interactions.

For example:

- Increase sales
- Brand development
- Brand monitoring
- Increase website traffic
- Customer service

2. FIND YOUR AUDIENCE:

RESEARCHING YOUR TARGET AUDIENCE DEMOGRAPHICS WILL ENABLE YOU TO BEST DIRECT YOUR INTERACTIONS. ASK YOURSELF THESE QUESTIONS

- Who are they?
- How do they use social media?
- Who do they talk to?
- What are they talking about?

3. WHAT'S YOUR STORY?

TELLING YOUR STORY OVER SOCIAL MEDIA DEVELOPS YOUR "BRAND" AND SEPARATES YOU FROM YOUR COMPETITORS.

Determine what type of posts/interactions will build your "brand" and create trust and confidence in your expertise.

4. TIME IS MONEY:

Most of the social media websites are free to use but remembering that time is money, is it truly free?

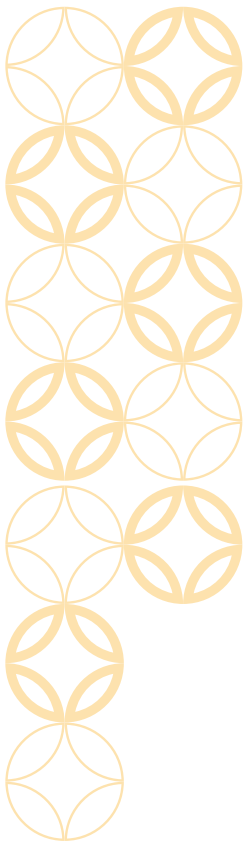
Part of your social media strategy involves balancing the time you have and how much to allocate to research, training and implementation of your strategy.

5. TOOLS FOR SUCCESS:

Take advantage of the tools that are available to help maximize your efforts.

The top three tools I use are:

- **Hootsuite.com:** makes posting to multiple accounts a breeze as well as organizing the conversations you are following.
- **igoogle.com:** creating an igoogle "dashboard" will bring your favorite blogs and search results right to your desktop.
- **Klout.com:** measures the success of your strategy by reviewing your interactions and grading you with a "klout" score.





6. POWER IN NUMBERS:

Social media can be overwhelming at first. Start by locating and following your friends, colleagues and networking contacts.

Once you have done that, interact with them. Share their posts, comments & tweets, and they will in turn spread your posts which will allow both parties to reach a larger audience.

7. ANALYZE, EVALUATE AND ADAPT:

Set up a process for measuring your efforts and analyze the results.

This will allow you to evaluate your current methods and determine if there is a need for change. In time you will recognize what works for getting the desired results.

Planning, implementing and following through on your social media strategy will give you a great start on answering that question of "who knows you."

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MUST HAVE APPS FOR THE "SMART" WOMAN ENTREPRENEUR

Take your work home... and everywhere!



EXPENSIFY

Hate doing expense reports? We all do, but this free app is making the process as simple as possible with the ability to create photo receipts and expense reports from your smartphone device. Available for iPhone, Android, and BlackBerry, Expensify can also easily connect to QuickBooks, so your expenses are recorded as they are incurred!



KAYAK

Kayak, the popular meta-search website, has created an app that makes it easy to search for hotels, flights and car rentals even while you're away from your desk. Budding business road warriors will appreciate the airport information section, price alerts and fee table; while bean counters will appreciate that the app is free!



DROPBOX

This is a free and easy to use app for sharing, transferring, and syncing files between computers. The cross-platform cloud storage and sharing capabilities also enables you to use Dropbox to back up and view files, listen to music, or even watch videos and access them from multiple computers and devices. Fear not what device you have, this app is Mac, PC, iPhone, Android, and BlackBerry capable!



PANDORA

We have to listen to something while we work, right? Pandora makes the list for the social features like sharing songs and stations, and ability to bring your song profiles from home, to office, to your smartphone. Bonus: you can also plug in on your commute, saving you from dull moments with bad talk radio!



ADSENSE

A streamlined app with limited tools, iAdSense gives users a quick glimpse into the current earnings from any AdSense ad for the website(s) you operate. Check the stats for today, yesterday, or monthly, with access to the past month of activity.



EVERNOTE

With this rockstar app, you can do just about anything except make your Grandma's signature soup... or can you? With Evernote you can clip audio, video, text, images, or whatever you can think of and save it to a central web repository – you can even scan photos of business cards and other docs and convert them into searchable text! Need to organize? Evernote lets you assign documents or files with tags for easy to find collections and it's available on all devices.



TWEETDECK

Stay in contact and up-to-date with your company's feed in the Twitterverse with this killer app. Its hip design lets you take your preferred Twitter experience on the go, which is the perfect way to keep up on what's most important to your company, without having to filter through the minutiae you don't want to see! Download for iPhone, iPad, Android, and BlackBerry.



YELP

For local small businesses, Yelp isn't just an option — it's a necessity. People use the app to choose where to go to dinner, where to buy clothes, and where to be entertained. Worried about negative reviews? No worries. Just fire up the Yelp app for your business and respond to customer reviews quickly and easily. You can even publish special offers and announcements – from anywhere!



ZIPCAR

A car-sharing service like Zipcar is a cost-saving, green-living, no-brainer for any business woman! The app lets you find and reserve available cars in your vicinity and the truly awesome feature is the ability to unlock your chosen car's doors and honk its horn right from your phone using the virtual key fob. Climate Cool? Absolutely.



EVERY UNIVERSAL PACKAGE TRACKER

Track shipments with most of the major shipping carriers on this single app, which is compatible with FedEx, USPS, UPS and DHL. You can get detailed carrier progress scans, estimated delivery dates and find the current location of your package on a Google map. Track up to 50 packages from multiple carriers at a time or just key in the tracking number to get on-the-spot package info for a single item without having to log in.



AT&T CODE SCANNER

Ever wonder what that alien-looking black-and-white square mark is on that product? Most likely it's a QR ("Quick Response") code which is a two-dimensional code that can be scanned by smartphone cameras to automatically pull up text, photos, videos, music and URLs. The AT&T Code Scanner free app lets you scan both 2D (QR) and 1D (UPC and EAN) barcodes. The Create-a-Code service enables you to create codes that can be put anywhere – business cards, marketing materials, storefront windows, or use them to grant QR-savvy customers freebies and discounts!