



Zimrock Marketing
Internet Marketing Analysts

Social Media For Business

LinkedIn/Facebook/Twitter

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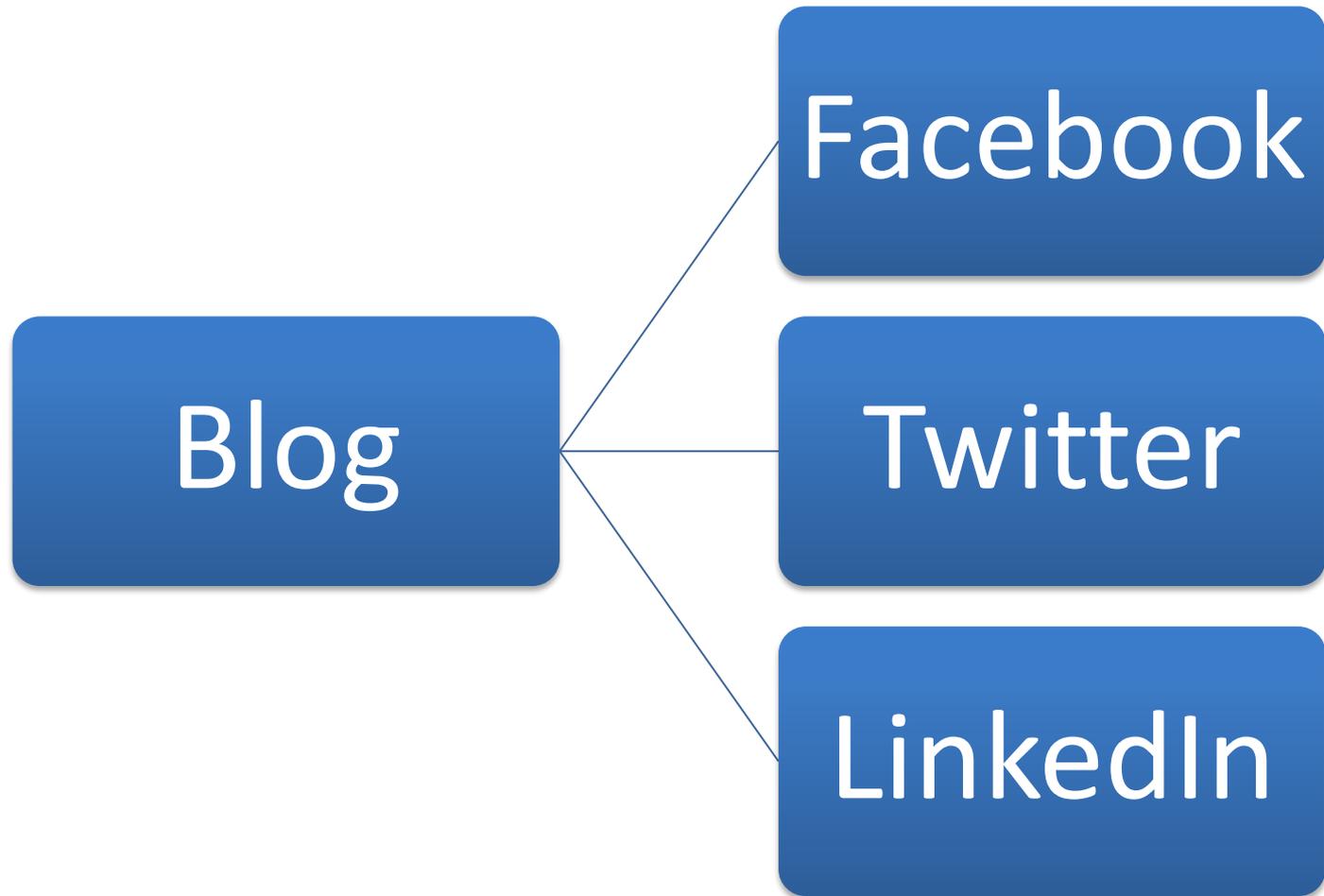
Agenda

- Internet Traffic
- The Blog Connection
- Social Media Overview
 - Why Social Media
- Hands On
 - What You Can Do Today
 - Tools
- Q&A

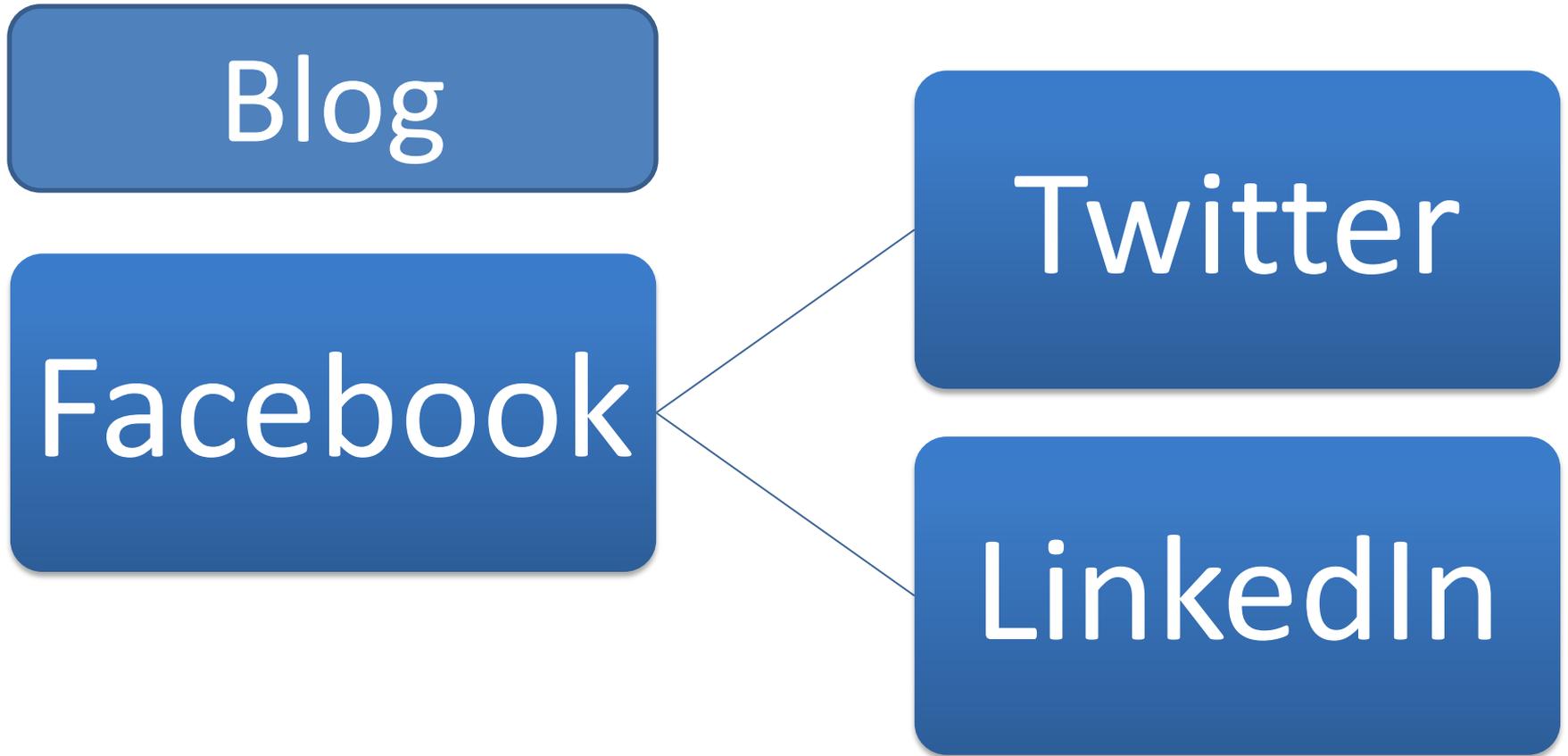
Internet Traffic



The Blog Connection



The Blog Connection



The Blog Connection

- What is a blog?
 - A collection of short articles, in chronological order
 - Allows you to share more knowledge and detail than microblogging sites
 - Readers can “follow” and comment on what you say
 - Tone is more casual than traditional article

The Blog Connection

- Blogging tips
 - Content is KING
 - Updating is QUEEN
 - Design is JACK
 - Call to action is ACE
 - Winning is being a thought leader & gaining clients

The Blog Connection

- Positioning your firm
- Don't sell what you DO; sell what they NEED
- Don't make it all about YOU; make it all about THEM
- Address clients' needs, plans, pain and goals

The Blog Connection

- Promote your blog
 - Tweet it
 - Use as status on LinkedIn
 - Post it on Facebook
 - Link to other blogs, associations and online publications
 - Guest post and have others post on your blog
 - Send through an e-newsletter
 - Add link to your email signature
 - Repurpose content for other publications

Why Social Media



LinkedIn

- Business-focused social networking site, currently estimated at 100 million+ active users and over 1.1 million special user groups.



Facebook

- The largest social media platform, by far. Currently estimated at one billion active users.



Twitter

- Communications and community-building tool where users create “tweets” of 140 characters or less. Currently estimated at 100 million active users.

Inbound marketing costs **62% less**
per lead than traditional, outbound marketing.



AVG COST/LEAD: \$373

OUTBOUND



AVG COST/LEAD: \$143

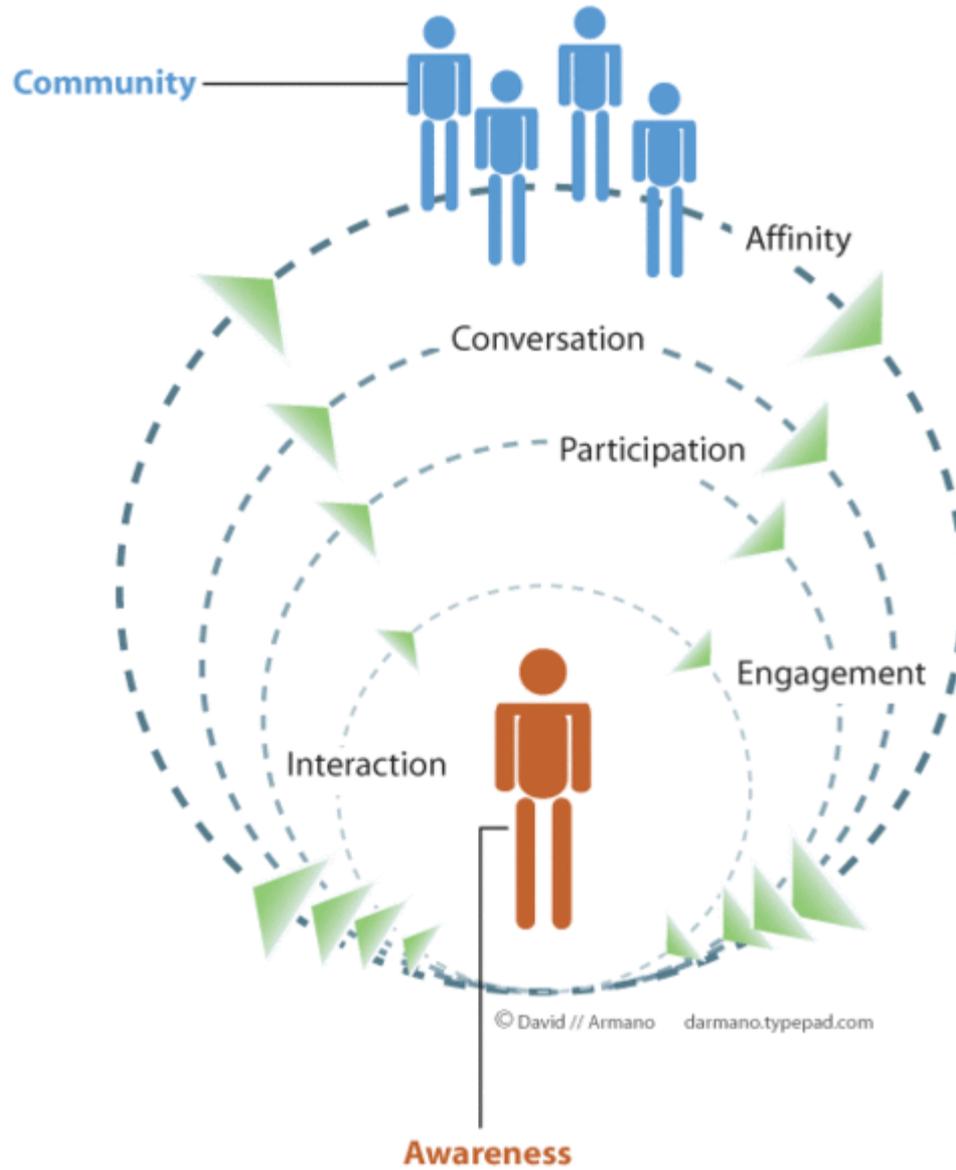
INBOUND

A large, white, stylized quotation mark icon consisting of two curved shapes, one on the left and one on the right, facing each other.

...the Internet has turned what used to be a controlled, one-way message into
a real-time dialogue
with millions.

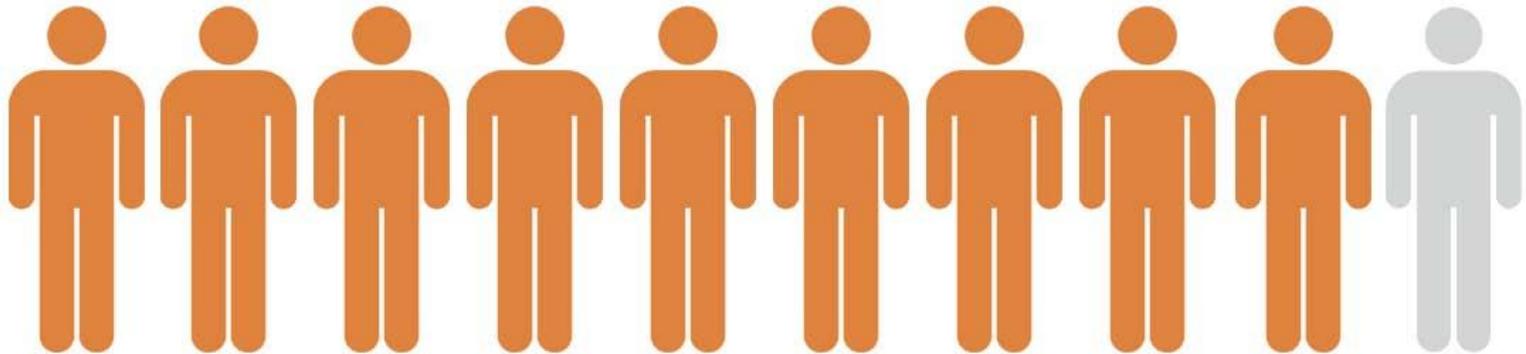
DANIELLE SACKS
THE FUTURE OF ADVERTISING
FAST COMPANY, NOVEMBER 17, 2010

The Marketing **Spiral**



Social Media Benefits

- Clearly define your practice area and industry niche so you can communicate directly to potential clients.
- Share your expertise and position yourself and your firm as a thought leader in your industry on a consistent and regular basis.
- Build relationships with referral sources, prospects and clients – QUICKLY.
- Small to mid-size firms can affordably build broad awareness by creating and maintaining a strong social media presence.
- Network with others in your field and stay on top of new trends, hot topics and interesting new ways to expand your business.



9 out of 10 Internet users visited a social networking site each month in 2010.

LinkedIn

- Excellent networking tool
- Page can be secondary website
- Connect with hundreds (or thousands) of clients, prospects and collaborators
- Create both individual and company pages
- Make section under name descriptive
- Customize your website list
- Join and participate in pertinent groups
- Add events, blogs, featured applications
- Update specialties with a lot of keywords
- Get recommendations (at least 10)
- NEVER use standard statement when asking to connect
- NEVER ask to connect as a “Friend” unless you actually are a friend



40%
of Facebook's
user base is
age 35+.

Facebook

- Great marketing tool for B2C companies (less effective for B2B but still good for
- general communication)
- Create a company page and connect it to Twitter and LinkedIn
- Can increase exposure to different Audiences
- Separate personal and business pages
- Use targeted keywords in your profile description
- Make posts interesting
- Ask questions and promote your existing customers
- On all, add buttons to your Website and blog for easy following!



Twitter's active
user base generates
90 Million
tweets **per day.**

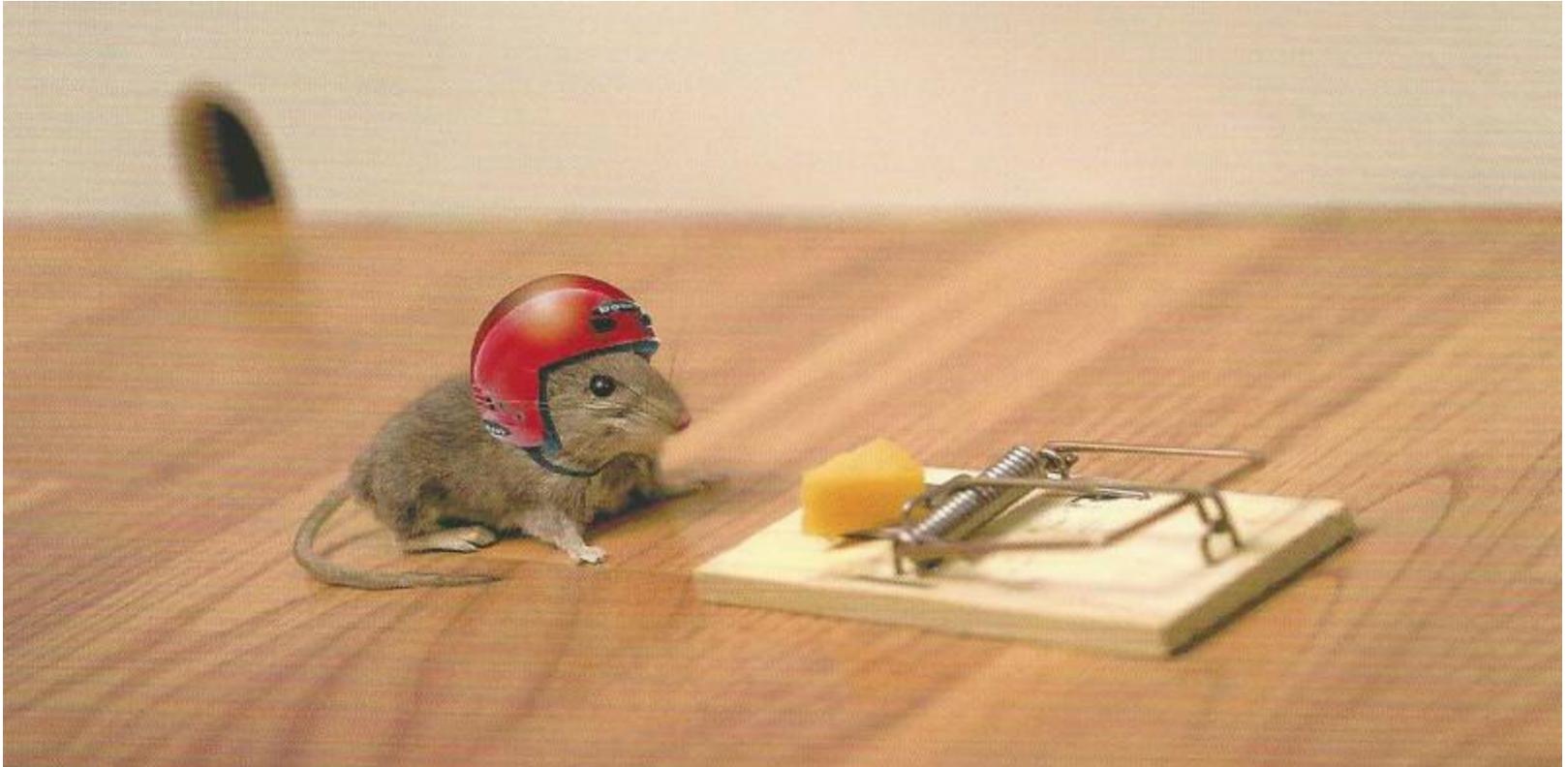
Twitter

- Social networking that enables its users to send and read 140-character messages known as tweets
- Allows you to create a community of followers - Sets you apart
- Twitter Rules
 - Posting rules
 - 50% posting articles, retweeting other's content
 - 25% conversation
 - 25% self or company promotion
 - No reposts without attribution "RT"
 - If you can't tweet something nice or pertinent, don't tweet
 - Use a real picture

Twitter

- Twitter Tips
 - 3 types of messages
 - Message to all followers
 - @Twittername goes to all but references that person
 - D@Twittername goes directly to that person
 - Hashtags allow for easy searching
 - Great #accounting workshop this week
 - #FF = Follow Friday
 - Recommends others follow your favs
 - Sample #'s to search and add to your tweets:
 - #job #Atlanta #employment #law #hiring #NAJ (twitter speak for “Need a Job?”)

Hands On



LinkedIn



LinkedIn Search Optimization

- Keyword Search Optimize
 - Headline
 - Current
 - Title
 - Description
 - Past
 - Title
 - Description
 - Summary
 - Specialties

LinkedIn Groups

- Create and maximize your LinkedIn group:
 - Add keywords in the description of your group to increase your search rankings on LinkedIn's search section.
 - Add keywords in the title of the group to be found on Google.
 - Add your company website or blog to the group to drive traffic to your site.
 - Add your blog RSS feed to the group so every new article is automatically posted to the home page of every group member.
 - Send a weekly message that adds value for group members and drives traffic back to your site.
 - Connect people in the group by making introductions to those who could potentially do business with one another.
- All of these points will help you generate more leads for your business. If your sales funnel is set up correctly, you will have more than enough prospects to grow your business.

Answer Questions & Build Credibility

- Here are some tips for answering questions:
 - Go to the “Answers” on the “More” tab
 - Choose from the drop-down list the subjects you know best.
 - Then, when you see a question pop up that you know the answer to, follow these steps:
 - Research the person who asked the question, and find a way to tie in a personal response with something from their LinkedIn profile.
 - Be as helpful and resourceful as possible when answering the question. Give tips, website links with additional information, or even recommend someone who is the best expert on that topic.
 - Leave the answer with an open invitation for more communication by asking them to contact you privately if they need any extra help.
 - All of these tips will help you gain the most out of answering questions, and will help you build powerful relationships that will grow your business.

Create Powerful Events

- Hosting an event is a great way to build your business (see events under the “More” tab in the LinkedIn navigation bar). LinkedIn has an events platform that allows you to target thousands of professionals for free.
- Due to the viral nature of LinkedIn, once someone RSVPs to your event, it shows up on the home profile of everyone that person is connected to, spreading the message for you.
- Creating an event on LinkedIn is simple. Answer a few questions and start promoting your event. Send an invitation to the people who would be interested in the event based on region or niche. You will notice a wealth of opportunities from hosting your own event.

Target Market Advanced Search

- It's so easy to generate leads from LinkedIn. The advanced search function helps you get in touch with the exact people you're going after.
- Simply click on "advanced" on the top right side of your home page next to the search box. This will take you to a clean page where you can input anything you need to find the exact lead you are seeking. You can search by industry, keywords, company and title, to mention a few.

Send Personal Messages

- Once you find leads, you want to send them personalized messages. The best way to drop any walls—and give yourself the best chance of making a sale—is to connect with someone on as many personal levels as possible. Look at their profile, find out which companies they've worked for in the past, which school they attended, what groups they're in, listed hobbies and who your mutual connections are, then, write a personal message like this one:

Hi Dan,

I noticed that we're both connected to Mary and Bob; and we both played basketball back in college; and we're both in Toastmasters International speaking club.

I would love to connect with you to learn more about your experiences at Your Company. I believe there are a number of ways we could help one another. Would you be free for a brief chat in the near future?

Looking forward to connecting soon and I'll be sure to tell Mary I contacted you. I'm sure she would love to know I reached out to say 'hello.'

Thanks,

Mark

- Personal messages can help close a deal and give you a greater chance of future opportunities .

Other

- Ads
- Insights
- Applications
- Endorsements

Facebook



Layout

The image shows a screenshot of the Starbucks Facebook page layout. The page features a large cover photo of coffee beans in a tray. Below the cover photo is the Starbucks logo and the name 'Starbucks'. The page includes a navigation bar with links for 'About', 'Photos', 'Likes', 'Starbucks Card', and 'Info'. A 'Highlights' dropdown menu is visible. The main content area shows a post with a 'Write something...' text box and a 'Post' button. A '41 Friends Like Starbucks' section is also visible, showing a row of profile pictures and a '+32' link. Three blue callout bubbles are overlaid on the page, pointing to specific areas: the top cover photo area, the area below the logo and name, and the area below the navigation bar.

facebook

Search

This is the new cover photo area

This is the new views and apps area

This is the new friend activity area

Starbucks

28,750,078 likes · 310,430 talking about this · 4,454,489 were here

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

About Photos Likes Starbucks Card Info

Highlights

Post Photo

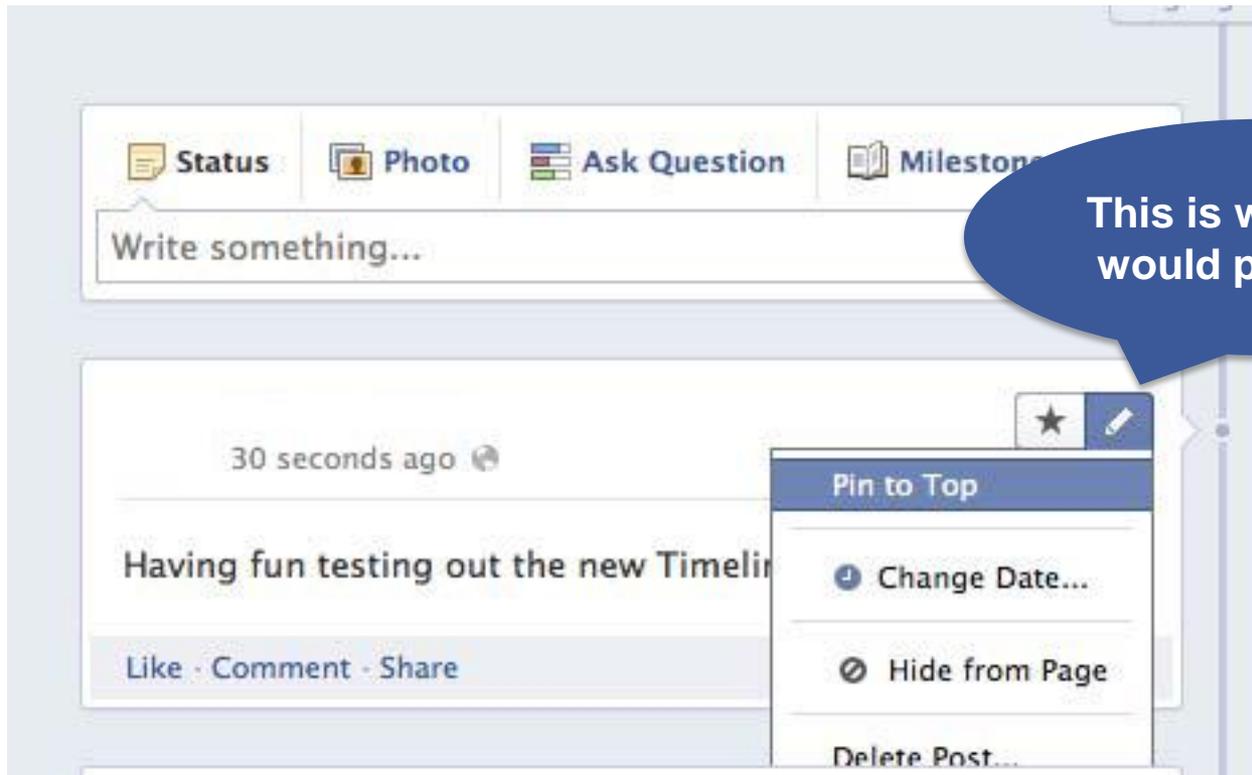
Write something...

41 Friends Like Starbucks

+32

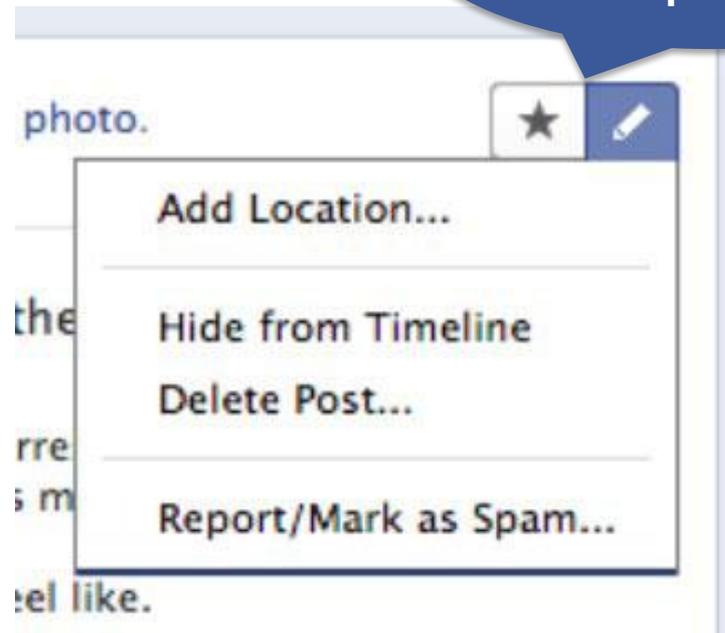
Starbucks

Posts



Posts

This is where you
star and hide a
post



Posts

Starbucks Timeline Now Highlights

Like · Comment · Share 1,551

8,542 people like this.

View all 503 comments

Write a comment...

Starbucks Monday

Hey look, coffee cherries!



Like · Comment · Share 459

15,415 people like this.

View all 649 comments

Write a comment...

2009
2008
2006
2004
2003
2001
2000
1998
1997
1996
1995
1992
1991
1988
1987
1984
1983
1982
Opened

This is what a highlighted post looks like

Posts

This is what a milestone looks like

Starbucks | Timeline | Now | Highlights | Like | Create a Page

Starbucks shared a link. March 1

You asked us to bring Tribute Blend back, and so we did! It's available in stores on March 6th, but you can buy online today!

Starbucks Tribute Blend®
www.starbucksstore.com

A spicy and full-bodied coffee with berry and dark cherry notes.

Like · Comment · Share | 259

4,493 people like this.

View all 371 comments

Write a comment...

Starbucks February 29

Is it your birthday today? We'd like to wish you a very Happy Leap Day Birthday! See you in another 4 years.

Like · Comment · Share | 192

9,480 people like this.

View all 425 comments

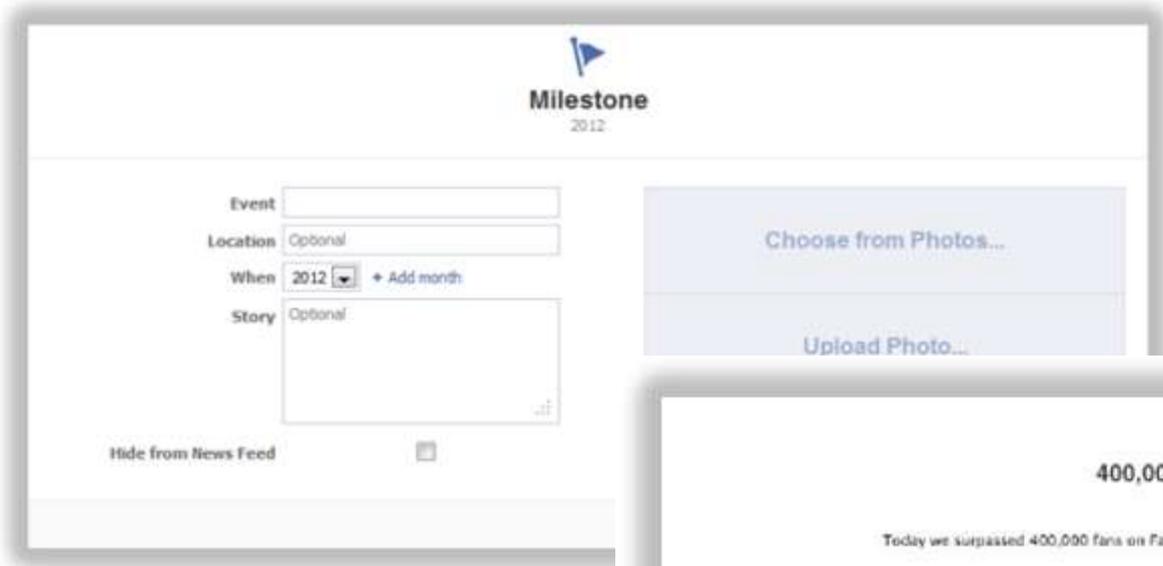
Write a comment...

Starbucks February 28

The view from above.

Now
February
2012
2011
2010
2009
2008
2006
2004
2003
2001
2000
1998
1997
1996
1995
1992
1991
1988

Posts



Milestone
2012

Event

Location

When + Add month

Story

Hide from News Feed

Choose from Photos...

Upload Photo...

This is what a milestone looks like (843x403)



Facebook Image Sizes

| Facebook "Image Size" Cheat Sheet | |
|--|------------------------------|
| Image Type | Size (Width x Height) Pixels |
| Timeline Cover | 851 x 315 |
| Profile Image | 180 x 180 |
| App Thumbnail | 111 x 74 |
| App Icon | 16 x 16 |
| Pinned Post Image | 403 x 403 |
| Highlighted Image | 843 x 403 |
| Milestone Image | 843 x 403 |
| These update often but this is accurate as of October 2012 | |

Edge Rank

- Popularity
 - Who sees what
- Affinity
 - An object's affinity score is based on the interactions you have with the friend or fan who published the object. Friends or fans with whom you regularly interact receive a higher affinity score. Each time you visit a fan page, click the "Like" button, comment on a user's status or look at a picture, you increase the affinity score with that user.
- Level of Interaction
 - Different types of interactions are weighted differently on Facebook. Activities that require higher levels of user engagement get a higher score than those that don't. For example, leaving a comment on a photo takes more effort on the user's part than clicking the "Like" button. Objects that receive higher levels of interaction are more likely to show in a user's newsfeed.
- Timeliness
 - Most people don't want to read yesterday's news. Newer objects have a better chance of showing up in your news feed than older ones.

Edge Rank

- Publish Objects That Encourage Interaction
 - Unless they're interesting enough to draw comments, simple status updates aren't going to move you into Top News feeds. Publish content that naturally encourages click-throughs or creates discussion. Objects such as creative games that require a response (i.e., trivia or caption contests) open up opportunities to add highly weighted interaction and build affinity with new users.
 - Top News is Facebook's default setting. Top News only shows objects with a higher EdgeRank.
- Create a Forum
 - Ever notice how political content on Facebook can generate a ton of comments? Although it doesn't take long to realize that Facebook and politics don't mix, people love to debate and discuss hot issues. Make your fan page a place for constructive discussion on the latest industry topics. Although this approach takes careful management, objects from a fan page filled with healthy discussion are more likely to receive a higher EdgeRank.
 - Objects such as surveys require user interaction which can build EdgeRank.
- Make the Most of Photos and Videos
 - Photos and videos show up in the Facebook news feed as thumbnail images. Due to their size, they almost require interaction as users click on them to make them large enough to see. Be sure to add a comment that encourages users to open the photo and add comments of their own.
 - By their very nature, videos and pictures encourage interaction.
- Share Links
 - Links require interaction as users click on the link to view the object. While it's good to share content from your own website, don't be afraid to promote interesting content from other sources. Twitter users discovered long ago that the more content of value you share, the better chance you have of driving followers to your own content when the time comes. Again, a comment that encourages opening the link or leaving comments can go a long way.
 - An object that receives comments is more likely to show in the Top News feed and also builds affinity with users who comment.
- Keep It Fresh
 - The Facebook stream moves quickly. If you've got objects that aren't getting a response, don't be afraid to let them go and move on to the next thing. If the object is good but didn't get the response you desired, consider repurposing it or sending it out again at a different time of day.
- Ask Users to Share
 - Don't be afraid to ask users to share objects or click on the Like button—especially if you're new to Facebook. It can take a little while for a Facebook page to gain momentum. Anything you can do to help it along will only speed the process.

Generate Followers (Like/Share)

- Search similar industry topics
- Find Pages (Groups) with many Likes (Members)
- Read and Post on their timeline as your business page
- Intelligently, helpful, entertaining, etc.

Other

- Ads
 - Get great image
 - Compelling ad text
 - Targeted audience
 - Watch bids and metrics
- Admin Panel

Twitter



Phylabs

Tweet Chat

- Create and host your own Tweet Chat
- Centers around one specific topic and custom #hashtag that you create set for a specific date and time
- Besides using the basic search, you can direct attendees to use the Tweet Chat platform to consolidate the pertinent tweets
<http://tweetchat.com/>
- Can create a job-focused chat where candidates can ask questions or get their questions answered all from the comfort of home

Spend Better Twitter Time

- Some simple tips to help you make the most of your time and efforts with Twitter:
- Create a brief but interesting profile free of a sales pitch.
- The goal is to build relationships and network, not sell to your followers.
- Upload a real photo to your profile.
- A real photo is far better than a cartoon or logo. People want to know they're communicating with a person, not a company (or fictional character!).
- Add your website or blog to your profile.
- Letting people know where to find you is fine, but stuffing your site down their throats will alienate you fast. Add just one link to your site in your profile.
- Before you start marketing yourself, get ahead and write out 10-15 messages or "tweets."
- Start off by communicating about yourself or joining the conversation. It's a good idea because it will give people a great impression of who you are and why they should follow you.
- Follow people who catch your interest and respond to their tweets whenever relevant.
- Don't just pitch your website, but actually discuss your interests, hobbies and ideas. Doing so will get your name out there and build your own followers.

Spend Better Twitter Time

- For every one “promotional” tweet, you should have at least 10 conversational tweets.
- If you think that a series of promotional pitches will drive you traffic, you’re wrong. Remember, Twitter isn’t about selling, it’s about building relationships and entering into the conversation that’s already happening.
- Use a desktop or mobile version of Twitter.
- Once you get comfortable with how Twitter works, use desktop or mobile phone applications to keep up. Take a look at: Twhirl or TweetDeck for your computer, or Tweetie for the iPhone.
- Know when others are talking about you.
- To keep track of the conversation, there are a number of tools that will alert you when someone tweets about you, your keywords, or your website. Use tools like TweetLater, TweetBeep, or TweeTree.
- Start or join the conversation.
- It’s easy to find something to tweet about, just ask questions, answer other people’s questions, or join conversations that are already going on. Soon enough, you’ll build your reputation and following.
- Schedule / Limit your time.
- Twitter may be addictive, but don’t let it waste your day.

Other

- Ads
- Cosmetics



What we really need is
a mindset shift that will make us
relevant to today's consumers,
**a mindset shift from
'telling & selling'
to building relationships."**

JIM STENGEL
FORMER GLOBAL MARKETING OFFICER
FOR P FOTTER & GAMBLE

Tips - Use Social Skill

- Help people to help you
 - Everything is shared (Facebook and YouTube are sharing sites, people act)
 - They email friends about it, Tweet about it, share it on their Facebook page, or embed it into a blog post
 - Encourage people to share your video
 - YouTube offers things like an auto-share feature that will automatically tweet about your video when you upload it
 - Reach out to bloggers (let them know you put up a new video they might be interested in embedding)
 - Share, share, share
- Become a content curator
 - Sharing content works (YouTube is video sharing. Flickr is photo sharing. - emphasis on sharing)
 - Knowledge is valuable (take the industry news you read in the morning and share it with your followers)
 - Play an invaluable role (doing some filtering of what your industry needs to know)
 - Do them a favor, and you will be rewarded
- Manage expectations
 - Make sure people know what they're going to get (follow, newsletter, etc.)
 - Don't promise the world (only what you can deliver)

Tips - Be More Credible

- Be present
 - Start small (pick a platform)
 - Spend time there (won't happen overnight)
- Don't let an intern do your social media
 - This is your brand (protect it)
 - Crisp interaction (topical and factual)
- Develop a distinct personality to show who you are
 - Build trust naturally (be true to who you are)
 - Excite, entertain, educate, and enlighten (your product, service, or cause)
 - Use your voice (original content, share sparingly)
- Be consistent with Facebook updates
 - Facebook is stream-based (constant sharing)
 - Plan out what you're capable of doing, and then meet that expectation
 - Nurture trust and authority: by being there consistently

Tips - Be More Popular

- Convert your base
 - Existing base of customers (move your evangelists to get involved with you socially)
 - They want to participate (give them a good incentive to follow you on Facebook or Twitter)
 - Give social currency (build before you ask for business)
- Engage proactively with people
 - Respond (good or bad, it is noticed and appreciated)
 - Create a brand advocate from a customer (they will believe)
 - Don't just read reports (respond, engage)
- Have manners - Remember the basics
 - Edit before you post (sloppy spelling can cheapen your brand and distract from your message)
 - Say 'I'm sorry' when you screw up (confronting it head on)
 - No junk (followers and fans receive everything you post, no value, no audience)
 - Give credit where credit is due (say thanks)

Tools

- TweetDeck - <http://www.tweetdeck.com/>
- HootSuite - <http://hootsuite.com/>
- Twilert - <http://www.twilert.com/>
- Tweet Chat - <http://tweetchat.com/>
- Klout – <http://www.klout.com/>
- Social Mention - <http://www.socialmention.com/>
- Social Oomph - <https://www.socialoomph.com/>

Reputation Management

- Twitter Search – <http://search.twitter.com>
- Google Alerts – <http://www.google.com/alerts>

The screenshot shows the Twitter search interface. At the top, the search bar contains 'boomerangbooks' and the search button is labeled 'Search'. Below the search bar, the results are titled 'Realtime results for boomerangbooks' with a timestamp of '0.29 seconds'. The results list several tweets, including one from 'BookThingo' and another from 'boomerangbooks' mentioning 'Adelaide Writers Week'. On the right side, there are sections for 'Trending topics' (listing #SmileTheOnlyOne, #nowplaying, #toeblet, #NailYoung, #Jan010, #WilliamShatner, Justin Bieber, Nickelback, Catherine O'Hara, #Believe) and 'Nifty queries' (listing cool filter links, 'is down', 'movie', 'happy hour', #haiku, 'listening to', love OR hate, fight).

The screenshot shows the Google Alerts interface. At the top right, the user's email 'clayton.wehner@gmail.com' and links for 'Settings', 'FAQ', and 'Sign out' are visible. The main heading is 'Welcome to Google Alerts'. Below this, a paragraph explains that Google Alerts are email updates of the latest relevant Google results. A list of 'Some handy uses of Google Alerts include:' follows, with bullet points: monitoring a developing news story, keeping current on a competitor or industry, getting the latest on a celebrity or event, and keeping tabs on favorite sports teams. A 'Create a Google Alert' form is on the right, with fields for 'Search terms', 'Type' (set to 'Comprehensive'), 'How often' (set to 'once a day'), 'Email length' (set to 'up to 20 results'), and 'Deliver to' (set to 'clayton.wehner@gmail.com'). A 'Create Alert' button is at the bottom of the form. At the bottom of the page, a copyright notice reads '© 2010 Google - Google Home - Google Alerts Help - Terms of Use - Privacy Policy'.

Conclusions

- Like most things, it won't happen overnight
- Give valuable content
- Give out specials and coupons or “reasons”
- It's not unlike “real” networking!
- Meet people, build relationships, listen, share knowledge, ask/answer questions, build trust
- There's no sustainable “get rich quick” option
- Follower / Friend / Fan = Prospect

Conclusions (cont'd)

- A bigger “signature” on the web results in greater discoverability and increased traffic to your website – organic traffic, search engine traffic
- Establish yourself as a credible industry player through advice, comments, articles posted
- Involvement in social media channels creates “openness” and “accessibility”
- Employee loyalty through internal initiatives – alumni pages, social pages, photo galleries
- Use social media alerts to avert a PR disaster
- Use social media to avert poor hiring decision

Action Plan

- Secure your names on Facebook, Twitter, LinkedIn, etc.
- Set up and optimize profiles on main sites
- Prepare your website
- Check out what your competitors are doing
- Do some tweeting
- Subscribe to/comment on industry blogs
- Connect with associates on LinkedIn
- Monitor your brand & reputation
- Get a younger person to help
- Read / Learn / Engage / Stay Current
- Try it – it's free

A large, stylized white quotation mark icon consisting of two opening quotes, positioned on the left side of the slide.

If you don't like change,
you're going to like
irrelevancy even less.”

GENERAL ERIC SHINSEKII, 2003

Q&A

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