


Social Media Grow Your Business and Make Money

Welcome

32nd Annual 2009
Confab, the Conference for Consultants by Consultants

Social Media Grow Your Business and Make Money


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Camilla Downs - Panel
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Dave Barnhart - Panel Member
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[facebook.com/smartbrand](https://www.facebook.com/smartbrand)
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[linkedin.com/in/larrydevincenzi](https://www.linkedin.com/in/larrydevincenzi)
twitter.com/smartbrand
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The Why and What of Social Media

Our session will explain what social media is and why you should care.

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Social Media Grow Your Business and Make Money


The Why and What of Social Media

Our session will explain what social media is and why you should care.

How To Session

See us in the Tech Fair after our presentation.

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Social Media Grow Your Business and Make Money

The Why and What of Social Media


Our session will explain what social media is and why you should care.

How To Session

See us in the Tech Fair after our presentation.

And now, a few facts .

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Social Media Grow Your Business and Make Money

Social Media Revolution (video)

This video was embedded in our live presentation.
Please click the link below to view it on YouTube.

<http://www.youtube.com/watch?v=sIFYPQjYhv8>


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A Quick Room Survey

SOCIAL MEDIA SURVEY		
Survey Results	Amount	%
Number of People Attending today	26	100%
How many use Twitter ?	14	58.8%
How many use LinkedIn ?	32	84.2%
How many use Facebook ?	31	81.8%
How many of you Blog ?	13	54.2%
How many have received a lead (all any of these sources)?	13	54.2%
How many have received business from any of these sources?	10	38.5%
How many have received nothing from any of these sources?	14	56.8%
How many have social media as part of their Sales & Marketing Plan ?	11	46.9%

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Social Networking

A **networking service** focuses on building **online communities** of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are **web based** and provide a **variety** of ways for users to interact, such as **e-mail** and **instant messaging services**.

Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

While it could be said that email and websites have most of the essential elements of social network services, proprietary encapsulated services gained popularity in the first decade of the 21st century.




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Blog

A **blog** (a contraction of the term "**weblog**")^[1] is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to *maintain or add content to a blog*.

Many blogs provide commentary or news on a particular subject; others function as more personal online diaries. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of many blogs.




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Twitter

Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Senders can restrict delivery to those in their circle of friends or, by default, allow open access. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. While the service itself costs nothing to use, accessing it through SMS may incur phone service provider fees.




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Facebook

Facebook is a global social networking website that is operated and privately owned by Facebook, Inc.^[1] Users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region. The website's name stems from the colloquial name of books given at the start of the academic year by university administrations with the intention of helping students get to know each other better.





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LinkedIn

LinkedIn (pronounced /ˈlɪŋkɪˈɪn/) is a business-oriented social networking site founded in December 2002 and launched in May 2003[1] mainly used for professional networking. As of October 2009, it had more than 50 million registered users.[2] spanning more than 200 countries and territories worldwide.





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Business Blogging

twitter

Prospecting ↔ Branding

Blog



Business Blogging

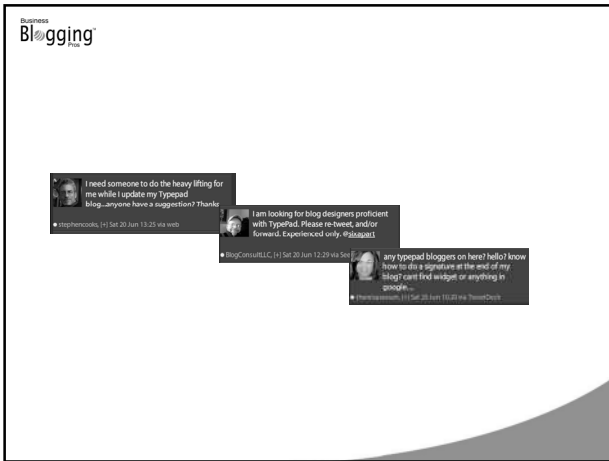
Twitter Profile

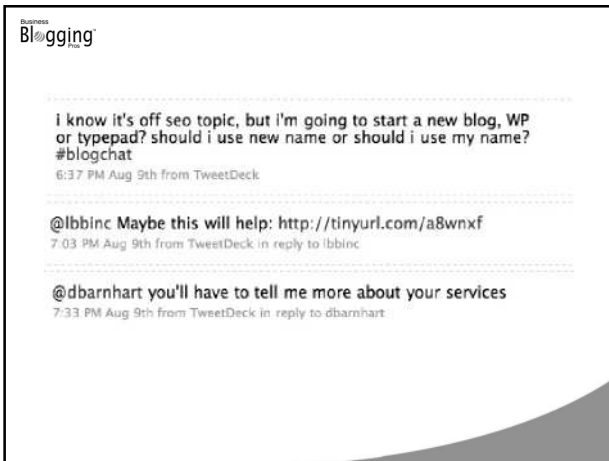
Name Dave Barnhart
Location Phoenix, AZ
Web <http://businessbl...>
Bio Blog Strategy Consultant, Social Media Expert, gourmet chef, Typepad Guru, abuser of the 5-string banjo

2,228 2,302
following followers

Tweets 3,472









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twitter.com/larrydevincenzi
twitter.com/ecobrand



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Four Steps For Managing Your Social Media

Step 1. Use simple tools to make the most of social media.
An example is TweetDeck – not only does it incorporate Twitter , but you can see your Facebook friends' updates at the same time.

Step 2. Focus on sending out high impact messages.
Examples: share really useful links, news related to your field, things that are truly funny or inspirational, or inside information about your business or blog. The key is to make sure almost every message is something that people will want to share with their friends.

Step 3. Let go of the need to read everything. Learn to scan.
Be selective. Find sources of information that are valuable. And scan to get the gist of what's going on, instead of trying to read every message.

Step 4. Decide which social media give you the most value, and simplify.

Choosing A Social Media Consultant

Engage a consultant that shares a "media-agnostic perspective". It's not the tools that create results ... it's the strategy and messaging that will ultimately win the game for any brand.

Seek a marketer, not a "techy". Seek marketers who have embraced and utilized social tools as part of overarching awareness, conversion or loyalty campaigns – they get it, and can guide you to success overall.

Look for quality... not quantity of clients – not followers. Don't mistake online popularity or digital verbosity with expertise – they are far from the same thing.

Look for selflessness rather than self-interest. A good consultant will champion and advocate for their client brands without regard for their own personal growth or online positioning. Beware the "hangers-on" who are focused on a steady stream of work than deploying the right strategy for your brand.

Demand evidence of commitment. Look for testimonials and absolute proof positive that this "guru" has consistently produced for people and brands like yours.

Look for final products, and ask them to fully disclose their role. Find out exactly what that consultant has done for any client, and ask for an example of that specific work.

Form close relationships with people who give you the most value, not everyone. Find out exactly what that consultant has done for any client, and ask for an example of that specific work.

Manage your time wisely. It can be easy to do social media too much. Find ways to integrate social media activities in your life without them overwhelming the other work you have to do, and your personal life.



Michael Clawson - Panel Member

Chief Fish of Big Fish Creations

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[linkedin.com/in/michaelclawson](https://www.linkedin.com/in/michaelclawson)

twitter.com/michaelclawson



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Where's The Beef?



Content is king . . . Start with a great idea.

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Choose your weapon(s).



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Participate. It's called Socializing, right?




Passive Active

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Interact. Social Interaction, to be precise.



Interaction is a kind of action that occurs as two or more objects have an effect upon one another. The idea of a two-way effect is essential in the concept of interaction, as opposed to a one-way causal effect.

Listen and answer back.



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Road House Rule: "Be Nice"

Paul Coffey 22 hours ago

How do you transform tired oldies Cabaret into Beautiful Doves ... There are lots of differing kinds of table. http://www.fox.com

Kira Bohm made homemade bread and generally had an excellent German evening :) Tuesday at 11:27am Comment: Like

Jack Dentley BEAUTIFUL ST. LOUIS! @PACIFICWESTERN WITH SAM! announced at Pacific http://www.pacificwest.com/ 11 hours ago

Herb LaGae raw fish for dinner YAHOO 6 hours ago Comment: Like

Cooper The Boston Thinking of mini jack dog treats and carrot sticks, yummy!! 8 hours ago

Carol Gunby Beatles box set acquired...prepare for full-force music geekout. October 23 at 7:45pm via Twitter Comment: Unlike

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Additional Survey

Please complete your handout.

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PLEASE BREAK DOWN THE FOLLOWING:


1. Who is your customer?
2. How do you reach your customer?
3. What do you want your customer to do?
4. How do you measure success?
5. How do you measure ROI?
6. How do you measure customer loyalty?
7. How do you measure customer retention?
8. How do you measure customer lifetime value?
9. How do you measure customer acquisition cost?

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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Additional Survey

1. What are your goals for entering social media?
2. What do you hope to accomplish?
3. How does this tie into your current sales and marketing plan?
4. Which Social Media channels do you currently use?
 - a) blog b) Twitter c) Facebook d) LinkedIn e) other
5. Which social media channel(s) would you like to add? Why?
6. How are you branding your channels?
 - a) personal name b) business name c) both d) other variations
7. What keywords do you think apply to your idea, service or product?

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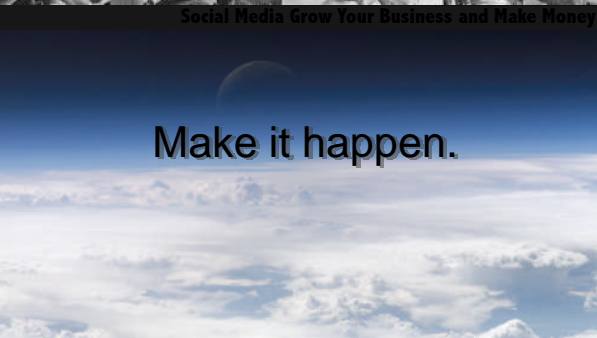
Using social media to Grow Your Business and Make Money requires a plan

- ◆ Take a look at your current plan and review the ways you are currently reaching your target market. Ask yourself, what's working and what's not? Determine where social media fits in.
- ◆ Think about your ideal customer, what social media are they using? Look at the demographics of the users of LinkedIn, Facebook, Twitter and the others and see if it matches. Ask your current customers what social media they use.
- ◆ Think about your image and the messaging you want to use to communicate on social media. Figure out the best branding – what names you will use for each media – your own name, your business name, other.
- ◆ Make an editorial calendar for what you will post. Good content is the key. Push out content on a regular basis and then in between you can promote your events or specials. Engage in conversation, respond to others, post questions people can respond to.
- ◆ Determine who is going to be responsible for posting. It needs to be done consistently.
- ◆ Review and evaluate the results of what you have executed. Make changes to your strategy based on this information.

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Make it happen.

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