

SOCIAL MEDIA: INTEGRATING AS PART OF YOUR MARKETING MIX

A summer seminar series. Part 3 of 4.

Powered by Cirrus ABS and Element Three

DISCOVERELEMENTTHREE.COM & CIRRUSABS.COM



OBJECTIVES FOR TODAY

- What is social media and where should it be used?
- How do I use the different tools available to me?
- How do I know if I should be engaging in social media?
- How will social media help my business?

Slides will be made available to you after the event.





SMO // THE “SOCIAL THREE”



- social media
take the social out of it and it is good old fashion media
- social networking
business and personal networking, just online
- social marketing
marketing by any other name would spend as sweet





SMO // SOCIAL MEDIA = TOOLS

THE "SOCIAL THREE"



online & offline tools





SMO // SOCIAL NETWORKING = VISIBILITY

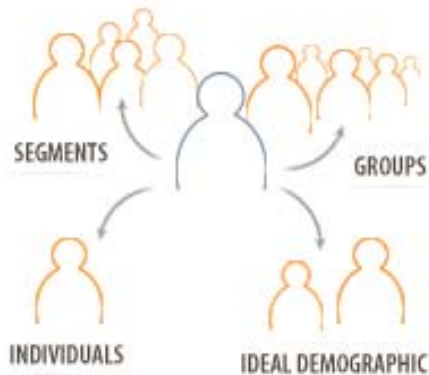
THE "SOCIAL THREE"



online & offline tools



interaction & visibility



SMO // SOCIAL MARKETING = APPLICATION

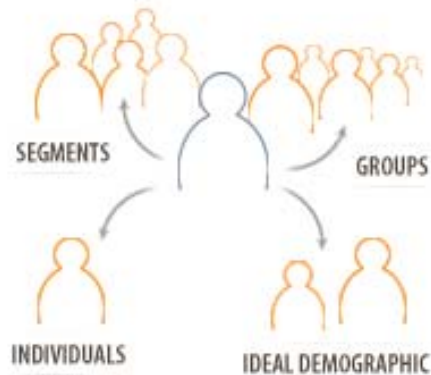
THE "SOCIAL THREE"



online & offline tools



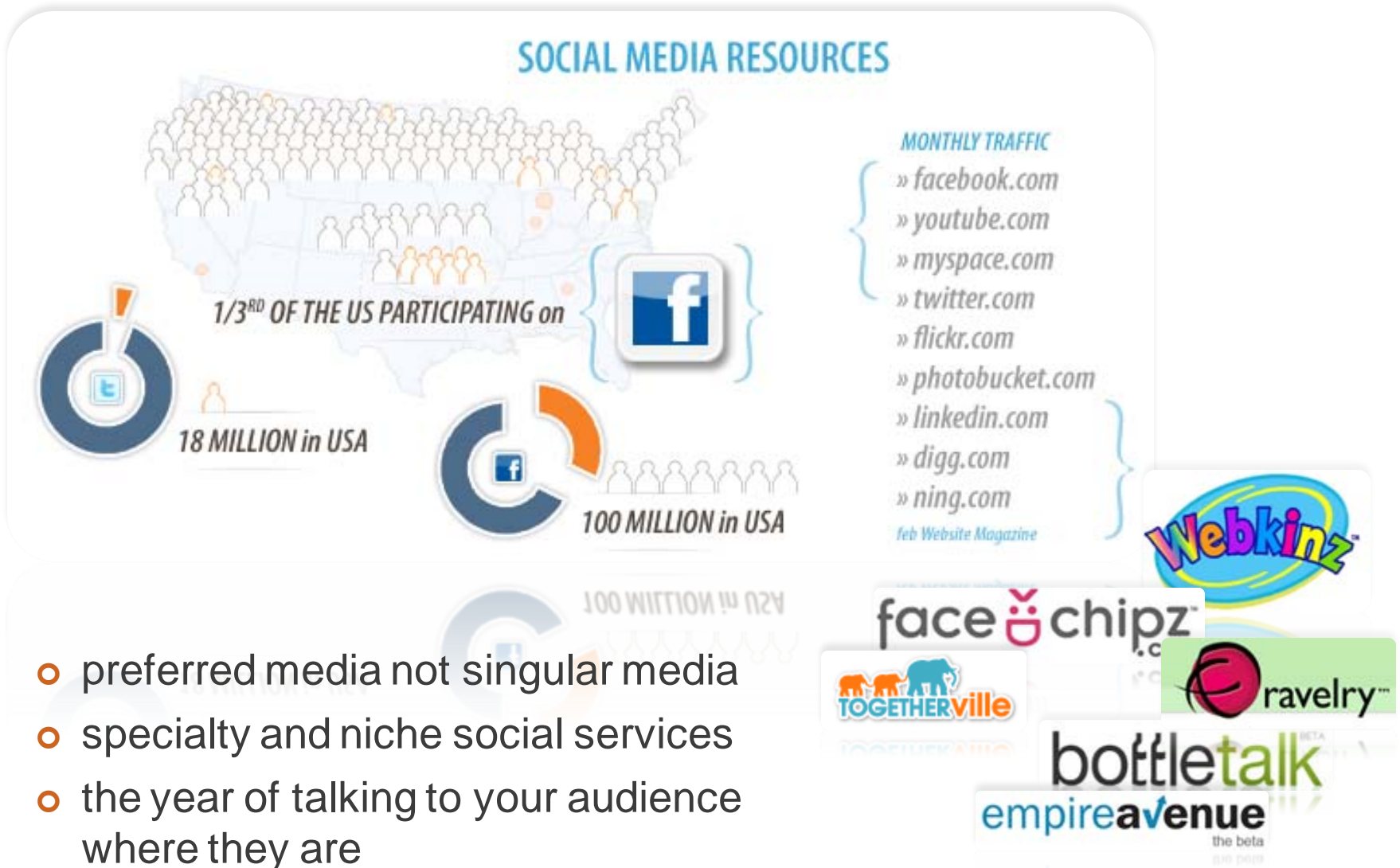
interaction & visibility



application & utilization



SMO // VISIBILITY VIA PREFERRED MEDIA



- preferred media not singular media
- specialty and niche social services
- the year of talking to your audience where they are



SMO // FOR MY BUSINESS?

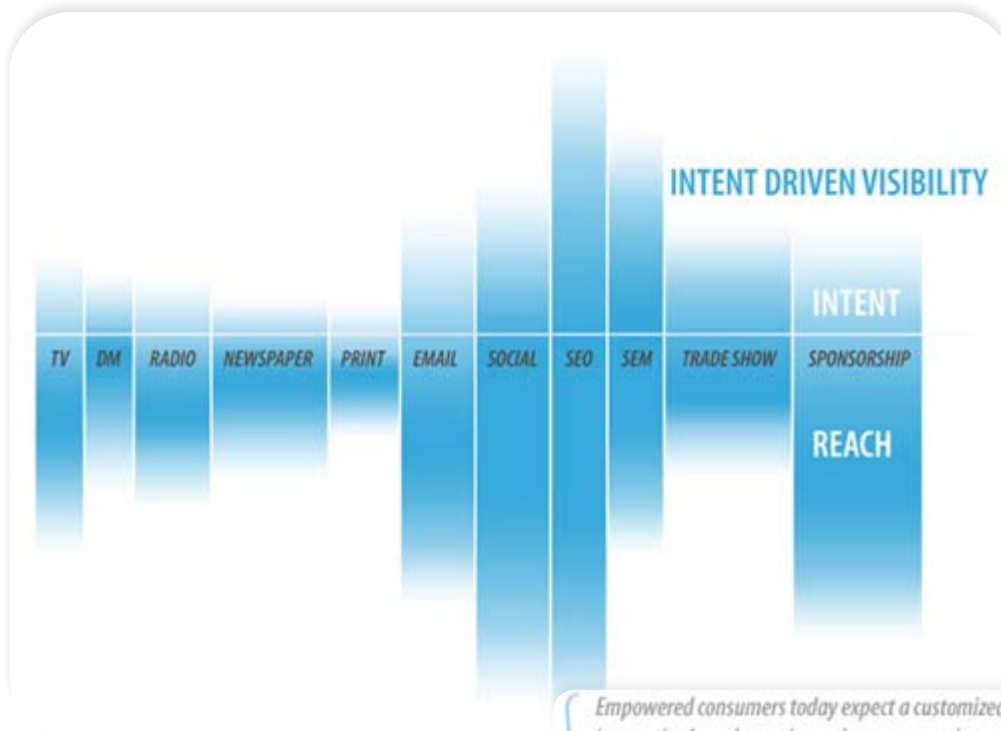
how can social media help your business?

- visibility / brand awareness
- customer feedback (in real-time)
- traffic/backlinks (to pages or our site)
- to encourage page or site indexing
- likability factor (or not)
 - “All things being equal, people want to do business with their friends. All things being not quite so equal, people **STILL** want to do business with their friends” – Jeffrey Gitomer
- promoting knowledge experts





SMO // WHERE'S THE INTENT?



Empowered consumers today expect a customized, interactive brand experience that goes way beyond a 30-second television spot or two-dimensional print ad. Forty-two percent of online adults and 55% of online youth want to engage with their favorite brands through social applications.

FORRESTER RESEARCH, INC Interactive Marketing Projections: 47730

LOWERY LEB BEZEVUCH' INC

- tv
- dm (direct mail)
- radio
- newspaper
- print (brochures/ads)
- email marketing
- social
- SEO
- search marketing
- tradeshow
- sponsorships (nascar etc.)
- yellow pages (not shown)





SMO // ACTION 1

- develop your elevator pitch
- optimize your “what we do” paragraph then adapt it to fit in various profile areas. (160 characters in twitter for example)
- photos for personal accounts, logos for businesses
(generally speaking. in some instances you want to use photos)

Name Cirrus ABS
Location Fort Wayne, Indiana
Web [http://www.cirrus...](http://www.cirrusabs.com)
Bio Web Development,
NetCentered Marketing,
Business Process Innovation,
SEO, SEM, SMO

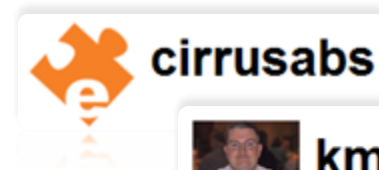
SEO' SEM' SMO
BUSINESS PROCESS INNOVATION

Website: <http://www.cirrusabs.com>
General Information: Web Development / Design, NetCentered Marketing, Business Process Innovation, SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMO (Social Media Optimization), Print, Branding, Online Learning Modules, Custom Programming

Cirrus ABS Indianapolis
47 S. Pennsylvania St.
Indianapolis, IN 46204

Cirrus ABS Atlanta
1230 Peach Tree St., Suite 1900
Atlanta, GA 30309

Atlanta, GA 30309
1230 Peach Tree St., Suite 1900
Cirrus ABS Atlanta










kmullett





SMO // YOU HAVE TO TELL SOMEONE

		All Time views	↓ Views for 28 Feb	★	💬
1	 Social Media Optimization thought : Activity 	120	120	0	0
2	 Canon 50D - first shots 	135	4	0	0
3	 Canon 50D - first shots 	135	4	0	0



six months of being found versus one day of being promoted socially.



SMO // ACTION 2A

grab your brand

- o mass id check with namechk.com

The screenshot shows the namechk.com interface. At the top, there is a search bar containing the username 'cirrusabs' and a green 'chk' button. Below the search bar, it says 'Show All (149)' and 'Sort by Rank'. To the right, there is a brief explanation: 'Check to see if your desired *username* or *vanity url* is still available at dozens of popular Social Networking and Social Bookmarking websites. Promote your brand consistently by registering a username that is still available on the majority of the most popular sites. Find the best username with **namechk**.' Below this, a grid of 40 social media platforms is displayed, each with its logo, the username 'cirrusabs', and a status indicator (available with a green checkmark or taken with a red X).

Platform	Status
Badoo	available ✓
BallHype	taken ✗
bebo	taken ✗
behance.net	available ✓
blip.tv	taken ✗
Blogger	taken ✗
Buzznet	taken ✗
cm cafemom	available ✓
ColourLovers	taken ✗
Current	taken ✗
Etsy	taken ✗
Facebook	taken ✗
Fanpop	taken ✗
Flickr	taken ✗
Fixster	taken ✗
Fotolog	available ✓
foursquare	available ✓
FriendFeed	taken ✗
funnyordie	taken ✗
Gather	taken ✗
Kongregate	taken ✗
last.fm	taken ✗
LinkedIn	available ✓
LiveJournal	taken ✗
Livevideo	taken ✗
Mahalo	taken ✗
Multiply	taken ✗
myLot	taken ✗
MySpace	available ✓
Netlog	taken ✗
Slashdot	available ✓
Slide	taken ✗
SoundCloud	available ✓
Squidoo	taken ✗
StumbleUpon	taken ✗
Technorati	taken ✗
Tribe	available ✓
tumblr	taken ✗
twitter	taken ✗
UStream	taken ✗



SMO // ACTION 2B

centralize your brand id's

- mass id listing (with a facebook app) dandyid.org

The screenshot displays the DandyID interface. On the left, a sidebar titled 'DandyID' lists 'My other online profiles:' including DandyID, Vimeo, YouTube, 12seconds, Diigo, Flixster, and Flickr. Below this is a prompt to 'Add the DandyId App to share complete online identity!'. The main content area features a profile for 'it's ME' with a bio: 'Quasi interesting designer/developer, seo/sem, ui/ux guy, photographer, and all around character seeks platonic readership relationship with his peers. Don't let my experience fool you, I love learning about new techniques/technologies, and long click trails through the internet.' Below the bio is a large grid of social media icons. At the top right, a 'My Identities' panel shows 'Your Social Rank is 94' and a search bar for services. The bottom of the interface includes a footer with 'Powered by DandyID' and a row of social media icons.

SMO // ACTION 2C

increase your brand visibility

- o social visibility mybloglog.com

The image shows a screenshot of a MyBlogLog profile for Kevin Mullett. The profile includes a header with the MyBlogLog logo and navigation tabs for My Home, Communities, Members, and Topics. A yellow banner indicates '2 Pending Contact Requests'. The main content area shows a 'New With' section with tabs for 'Me', 'My Neighborhood', and 'My World'. Below this, there are two posts: one from Kevin Mullett posted tweets and another from Kevin Mullett posted messages via friendfeed. The profile also features a 'Recent Visitors' section with a grid of user avatars. Overlaid on the right side of the image are three social media logos: 'friendfeed' in a blue box, 'tumblr.' in a dark blue box, and 'posterous™' in a yellow box.

MyBlogLog a YAHOO! service

Welcome, Kevin Mullett! [Sign out] [My Account] Help?

My Home Communities Members Topics

Kevin Mullett

Male
Fort Wayne

Profile Views: 428 times
Member Since: Jan '10
Last Login: Online Now

geek, designer, web dev, UX/UI, marketing, seo/sem, business analyst, public speaker, social bla bla, fan party nut... [more](#)

[\(edit bio\)](#)

Recent Visitors

2 Pending Contact Requests

New with... Hot In My Communities Messages

New With: Me My Neighborhood My World [\(Learn More\)](#) **Subscribe -**

Kevin Mullett posted tweets

@watcher64 the difference here, while still as bad, this is a per provider issue not Android. Verizon could opt out or so I'm told. Was just shown the Droid x new feature that FORCES you to receive Presidential alerts. You can turn off Amber alerts but not these. #fb

Twitter 8 hours ago

Kevin Mullett posted messages via friendfeed

Checking out bubbleideas, a client feedback site in beta » <http://bit.ly/a4DBrh>

RT @SoMeNetMkt: DigiPoint Banned From Google AdSense. But Why? <http://bit.ly/cOAJUD>

Monday morning meeting mayhem makes my mind malfunction!

Oh dear... should Google's Algo be regulated. Doesn't our Gov have their hands in enough cookie jars already? <http://bit.ly/as0qqC>

RT @andybeat: Reading: 70,000 Blogs Shut Down by U.S. Law Enforcement <http://gri.ms/KSbt>

Tumblr 9 hours ago



SMO // ACTION 2D

network your brand

- join some groups on ning.com & linkedin.com

The image shows two overlapping screenshots. The background screenshot is the 'smaller indiana' website, featuring the tagline 'Making People and Ideas Findable'. The foreground screenshot is a LinkedIn profile page for 'Fort Wayne Social Media Seminar (PM)'. The LinkedIn page shows navigation links (Home, Profile, Contacts, Groups, Jobs) and a list of groups including 'Georgetown Networking' (with a pending membership status) and 'Fort Wayne Web Designers & Developers'.

smaller indiana
Making People and Ideas Findable

Main My Page Members Videos Forum **Events** Groups Blogs Marketing

Fort Wayne Social Media Seminar (PM)

Event Details

UNDERSTANDING THE "SOCIAL"

Time: March 2, 2010 from 2pm to 4:30pm
Location: Northeast Indiana Innovation Center
Street: 3201 Stellhorn Rd.
City/Town: Fort Wayne
Website or Map: <http://maps.google.com/maps?f...>
Phone: 1-877-817-4442

Event Type: social media, business, seminar
Organized By: Kevin Mullett
Latest Activity: Feb 23

Export to Outlook or iCal (.ics)
Share Twitter Facebook

LinkedIn Home Profile Contacts Groups Jobs

My Groups Following Groups Directory Create a Group

My Groups (19)

Georgetown Networking
STATUS: Your membership is pending approval.
Send message to the group manager | Withdraw request

#Blogchat
Go to Actions

Fort Wayne Web Designers & Developers
Go to Actions



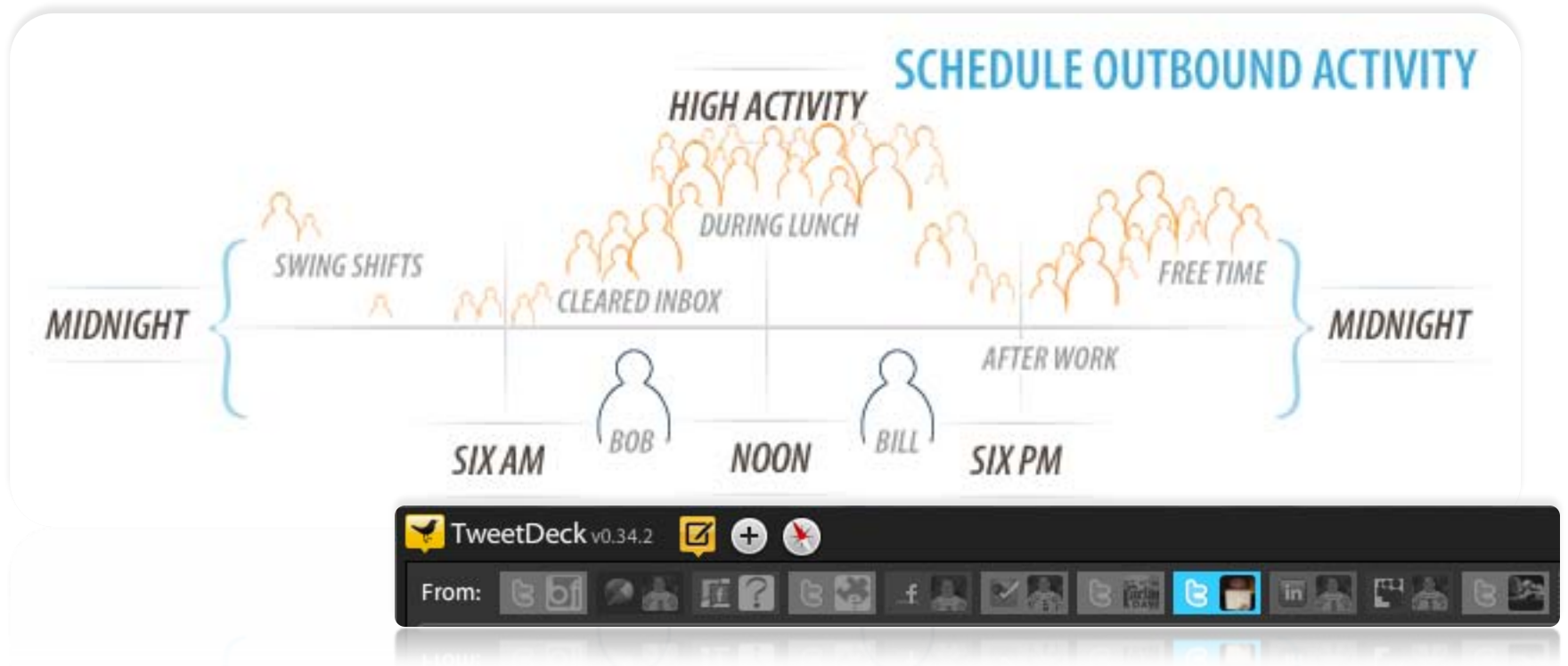
SMO // YES VIRGINIA THEY ARE BACKLINKS

why do we want backlinks?

- visibility / brand recognition
- traffic generation / linkbait
(to pages or our site)
- to encourage page or site indexing
- increase page rank / authority to impact SERPs
- because someone told you to get them



SMO // SOCIAL ACTIVITY OPTIMIZATION

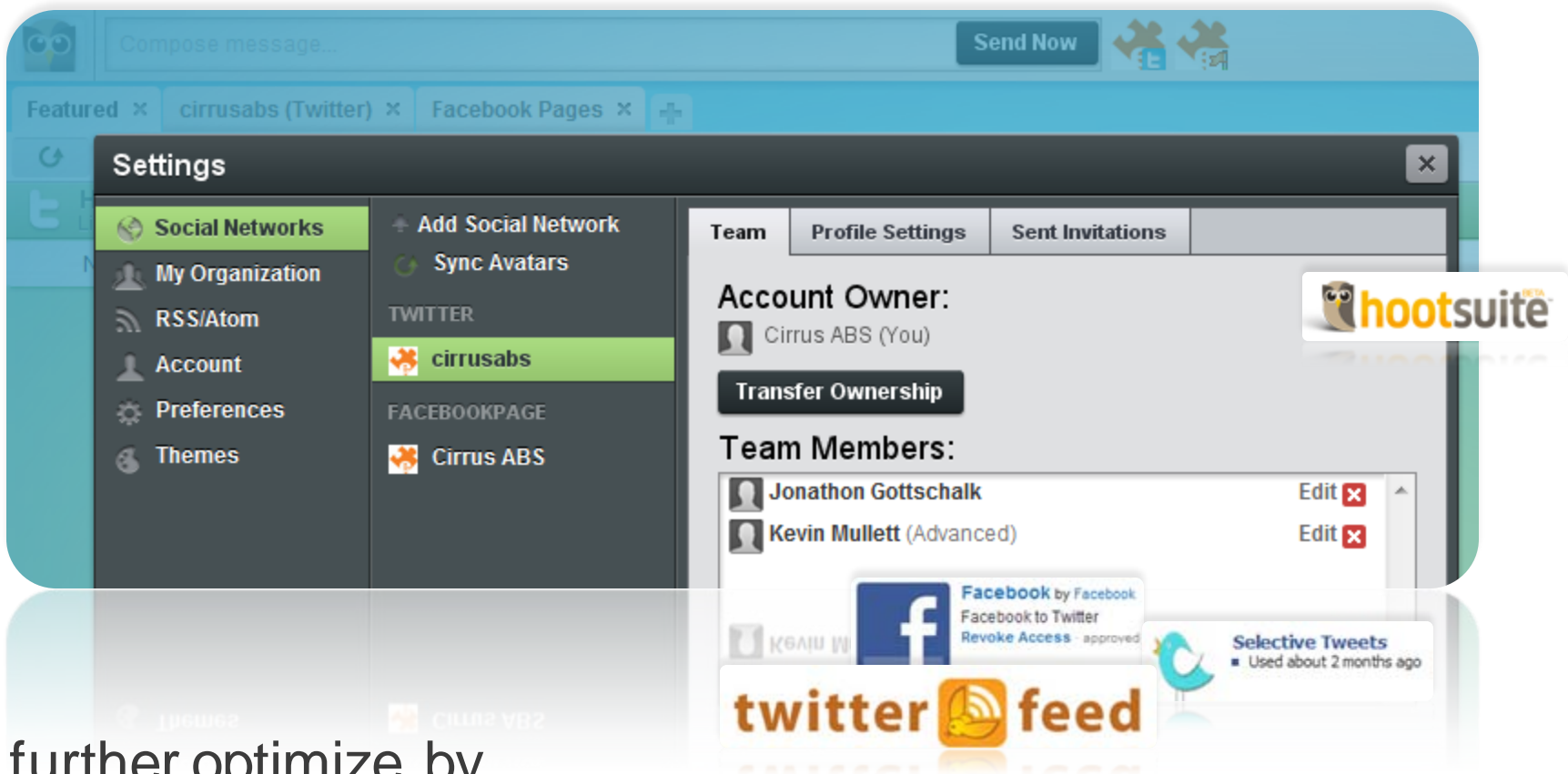


optimize your efforts

- schedule activity during peak times
- use tools to consolidate accounts



SMO // SOCIAL TEAM OPTIMIZATION



further optimize by

- delegating responsibility & automate (w/caution)
- monitor keywords & brands

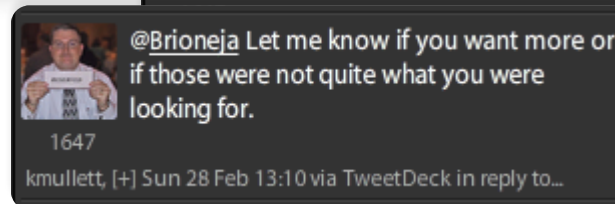
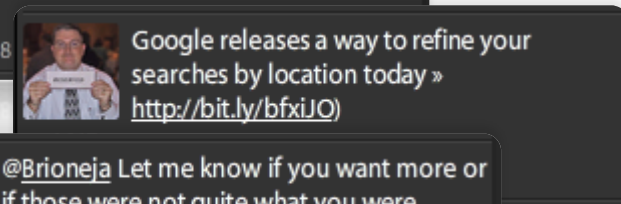
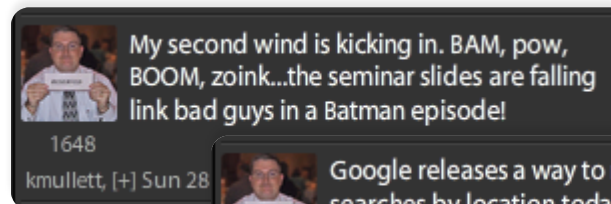


SMO // I'VE NOTHING TO SAY & NO ONE CARES



we hear it all the time. i don't have anything to say & no one would care anyway. how do i attract followers / fans.

- friendly & upbeat
- avoid sensitive issues
- be helpful
- listen first
- engaging & funny





SMO // ACTION 3

posting tips

- use keywords & keyword phrases sparingly
- keywords should be relevant to subject
- avoid spammy words
(make money, MLM, work from home, get rich...)
- avoid hyperbole
- look informative
- appear conversational



SMO // WHERE ARE YOU SENDING THEM?

The screenshot displays the Cirrus ABS website. At the top left is the logo "cirrus abs" with a puzzle piece icon. To the right, it says "advanced business solutions" and "1.877.817.4442". Below the logo is a navigation menu with links: "home", "company", "careers", "support", "why us", "services", "industry solutions", "our technologies", "portfolio", "resource center", and "contact us".

The main content area features a "NEWS" section with a breadcrumb trail: "Home > Resource Center > 2010 > U.S. Senatorial Candidate Dan Coats Visits Fort Wayne Web Developer Cirrus ABS". The article title is "U.S. Senatorial Candidate Dan Coats Visits Fort Wayne Web Developer Cirrus ABS" dated 2/22/2010. The text describes Dan Coats' visit to the Northeast Indiana Innovation Center (NIIC) to discuss technology and entrepreneurship. A small photo shows three men standing together.

To the right of the article is a photo gallery titled "Cirrus ABS's Photos - Wall Photos". The current photo shows three men in a professional setting. The gallery includes navigation links: "Photo 2 of 2", "Back to Album", "Cirrus ABS's Photos", "Cirrus ABS's Profile", "Previous", and "Next". A caption below the photo reads: "Senatorial candidate Dan Coats tours the Cirrus ABS offices and discusses the importance of entrepreneurial and technology growth in Indiana." Another caption indicates the photo is from the album "Wall Photos" by Cirrus ABS.

what is your goal?

- will your site or fanpage support conversion
- which are they more likely to visit daily
- are you sending them to just another link





SMO // ACTION 4A

facebook pages, the many flavors





- community pages ^{new}
- *groups are different
- *profiles are for people

○ create a fan page

or on the right side look for

Sponsored

Create an Ad

 Advertising  Pages  Share  Connect

Facebook Pages

Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

Create a Page

or manage your existing Pages

enidre miri lopti cnszomiez and aubijl lopti loice to their friends

or manage your existing Pages





SMO // ACTION 4B

- select the category & follow the steps
- now complete your profile & promote it
- once you get 25 followers get your vanity URL



SMO // FACEBOOK TAKES OVER THE WEB

- Activities
 - activity
 - sport
- Businesses
 - bar
 - company
 - cafe
 - hotel
 - restaurant
- Groups
 - cause
 - sports_league
 - sports_team
- Organizations
 - band
 - government
 - non_profit
 - school
 - university
- People
 - actor
 - athlete
 - author
 - director
 - musician
 - politician
 - public_figure
- Places
 - city
 - country
 - landmark
 - state_province
- Products and Entertainment
 - album
 - book
 - drink
 - food
 - game
 - product
 - song
 - movie
 - tv_show

The Open Graph Protocol



2,923 people like this. Be the first of your friends.

```
<html xmlns:og="http://opengraphprotocol.org/schema/">
<head>
...
<meta property="og:latitude" content="37.416343"/>
<meta property="og:longitude" content="-122.153013"/>
<meta property="og:street-address" content="1601 S California Ave"/>
<meta property="og:locality" content="Palo Alto"/>
<meta property="og:region" content="CA"/>
<meta property="og:postal-code" content="94304"/>
<meta property="og:country-name" content="USA"/>
...
</head>
```



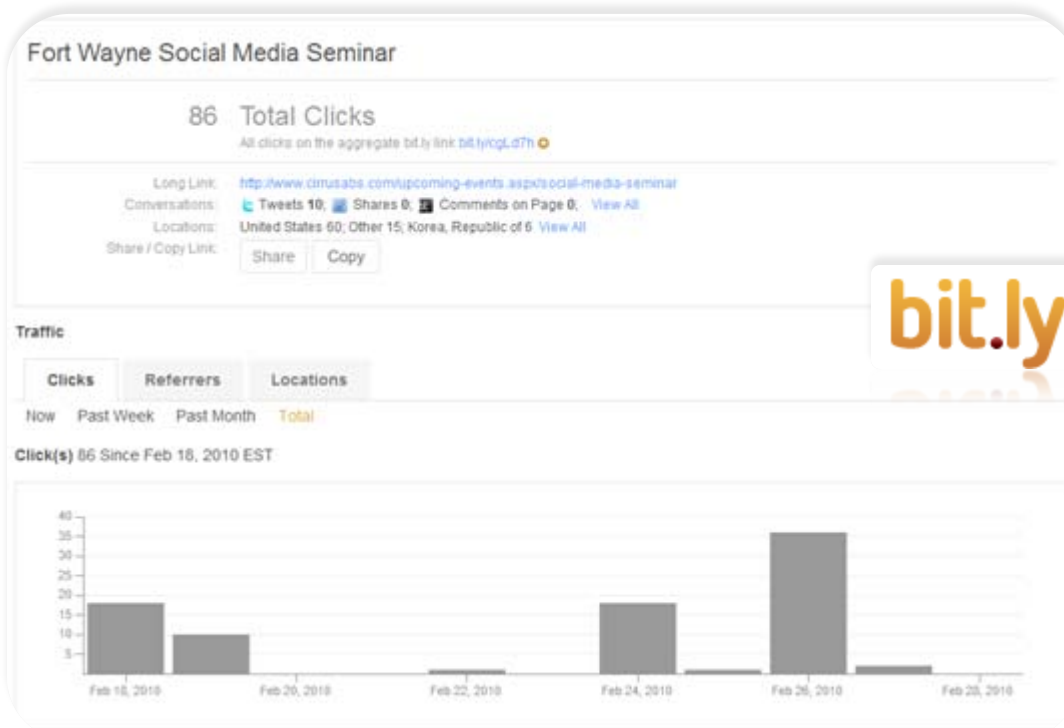
likes Snapple.

3 hours ago · Like

- visible to their friends timeline (a recommendation)
- Simple code to add the like button
- Backend code to add site name and attributes



SMO // ACTION 5



bit.ly Shorten, share, and track your links

setup a bit.ly URL shortener account
(30+ other url-shorteners, but bit.ly is trusted & widely used)



SMO // ADVERTISING AT A MATINEE PRICE

The screenshot displays the Facebook Ads Manager interface for a campaign named "SEO Seminar - Feb". The campaign status is "Completed" with a daily budget of \$25.00 and a duration from 2/5/2010 11:00 am to 2/8/2010 10:00 pm. The ad performance table shows 5 clicks, 27,752 impressions, a 0.018% CTR, an average CPC of \$0.54, an average CPM of \$0.10, and a total spend of \$2.69. The target audience is defined by several criteria: living in the United States, within 50 miles of specific locations in Indiana, Michigan, and Ohio, being between 30 and 55 years old, having graduated from college, and not being already connected to Cirrus ABS or Fort Wayne SEO Seminar.

Ad Name	Status	Bid	Type	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. CPM	Spent
Fort Wayne SEO Seminar	Completed	\$0.61	CPC	5	27,752	0.018%	\$0.54	\$0.10	\$2.69
Totals				5	27,752	0.018%	\$0.54		\$2.69

Targeting

- who live in the United States
- who live within 50 miles of Angola, IN, Auburn, IN, Bluffton, IN, Decatur, IN, Elkhart, IN, Fort Wayne, IN, Huntington, IN, Kendallville, IN, Kokomo, IN, Marion, IN, Mishawaka, IN, Muncie, IN, New Haven, IN, South Bend, IN, Wabash, IN, Warsaw, IN, Coldwater, MI, Defiance, OH, Lima, OH or Van Wert, OH
- between the ages of 30 and 55 inclusive
- who graduated from college
- who are not already connected to Cirrus ABS or Fort Wayne SEO Seminar

Facebook Ad Preview: Fort Wayne SEO Seminar. free SEO training. POWERFUL tips Feb 9th. more info. Free SEO tips to get your business found! Learn how to be visible where your clients are looking. RSVP today. Presented by Cirrus ABS. Like. Kevin Mullett likes this.

facebook

- low ppc (pay per click) rates (compared to Google)
- CPM (cost per impression) option available
- excellent capabilities for ideal client targeting

SMO // ACTION 6

Facebook Advertising
Reach your exact audience and connect real customers to your business.

[Create an Ad](#)
or manage your existing ads

2. Targeting

Location:
 Everywhere
 By State/Province
 By City

Age: -

Connect with Real People

- Reach over 400,000,000 active Facebook users.
- Attach social actions to your ads to increase relevance.
- Create demand for your product with relevant ads.

Create Your Facebook Ad

- Quickly create image and text-based ads.
- Advertise your own web page or something on Facebook like a Page or an Event.
- Choose to pay per click (CPC) or impression (CPM) in your local currency.

Optimize Your Ads

- Track your progress with real-time reporting.
- Gain insight about who's clicking on your ad.
- Make modifications to maximize your results.

Female	Male	Age
[Bar]		13-17
[Bar]		18-24
[Bar]		25-34
[Bar]		35-44
[Bar]		45+

<http://www.facebook.com/advertising>

or click [Sponsored](#) [Create an Ad](#)

SMO // ACTION 7A

- o setup google profiles for you & your business
google.com/profiles





SMO // ACTION 7B

- o verify your google profile name via google knol [name verification steps](#) by search engine roundtable

knol™ A unit of knowledge.
BETA

Preferences

General | Email | AdSense | Analytics | **Name Verification** | Blocked Users

Note: Name verification is available only to the residents of the United States.

What is Name Verification? You are not required to use Name Verification to use Knol, but if you choose to use it, here's what you need to know. You can verify your name in any of the following ways: social security number or credit card. For any method you choose, we'll ask for some personal information (name, address, social security number or credit card number). We'll share this information securely with a database provider, who will tell us if it matches their existing records. The information you provide will be used only for these authentication purposes and to prevent fraud or other misconduct, unless you explicitly grant us permission to use it in another manner. After the name verification process is complete, your name will be displayed as verified on Knol. [Learn more.](#)

Select how you want Google to verify your name

Method #1: Credit Card:
Step 1: Provide necessary info (name, credit card, and billing address)
Step 2: Verify and done!
[more details](#)

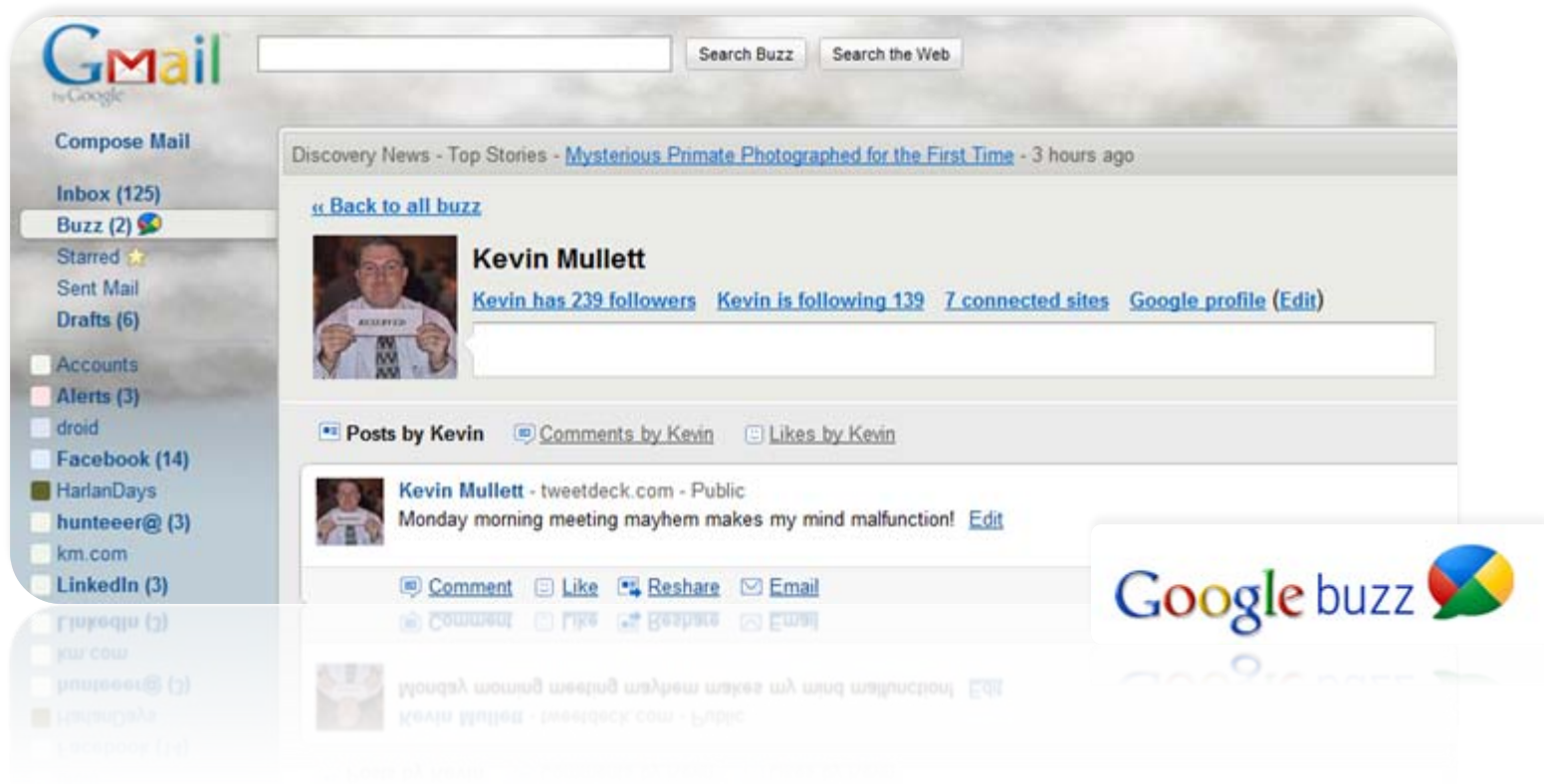
Method #2: Social Security:
Step 1: Provide necessary info: name, social security number and address
Step 2: Verify and done!
[more details](#)

Kevin Mullett Verified name
internet marketing, seo, sem, web design, ui, ux, branding, photographer at Cirrus ABS
Harlan, Indiana
● Available (only visible to your chat buddies)
● Available (only visible to your chat buddies)



SMO // ACTION 7C

- o setup google buzz
(warning: can't be undone without losing google profile)



SMO // WHAT HAPPENED?

measuring traffic, engagement, reach...

Top Retweets

Tweet	Carriers	Possible Reach
RT @kmullett: @mayhemstudios more bit-shift links: http://bit.ly/MYD, http://bit.ly/1rCgyf, http://bit.ly/qJuS, http://bit.ly/2upn7N	mayhemstudios , AlexLinebrink	41645
RT @kmullett: @styletime rofl, what? You want to make money on the Internet. Preposterous!	imroq	21847
should give kids a es with cameras. Since g newspapers.	dannysullivan , plane_crazy , agundy , mileusna , pagetracer , paulshort , veget , shawnare , sizephoto , funksting , dewoite	19736
rt @kmullett U rock! @dtrend @fortwayneparty @supplychainblog @dfeelgoods @robingrantham @carrollmkt @zdevans @dpillie ... ## ~thanks!	RobinGrantham	8119
RT @kmullett I dedicate Chris ov sharp w		7447

Klout Score

The Klout Score is a representation of a person's overall influence. This number is generated through analysis of over 25 different variables and ranges from 1-100, with 100 being the most influential.

Reach	Demand
Followers: 1229	@Mickler Court: 132
Total Retweets: 14	Followed/Follow Ratio: 0.9
Friends: 623	Followed Back %: 46 %

Engagement	Velocity
Followed Back %: 3 %	Unique Messages Retweeted: 14
Retweeted More Per Outbound Tweet: 0.33	Unique Retweeters: 9
Unseen @ Mentions: 42	Followed Back %: 5 %

Analysis

Reach	Demand	Engagement	Velocity	Activity
Is getting a strong following and message is being heard	Is generating a huge demand for attention by creating great content	Work on building relationships through conversation	Content has been interesting enough for others to spread	Is able to generate conversations with very influential people
Tweet This	Tweet This	Tweet This	Tweet This	Tweet This
↑ 40.48%	↑ 1.55%	↓ -19.26%	↑ 27.28%	↑ 11.63%

facebook Insights

132.8 Post Quality

22 Interactions This Week

4,902 following, 4,488 followers, 0 listed

Tweets: 15

TweetStats

Your Tweet Timeline - 15.5 tweets per day (tpd)

Month	Tweet Volume
Sep '08	232
Oct '08	142
Nov '08	199
Dec '08	260
Jan '09	526
Feb '09	453
Mar '09	397
Apr '09	502
May '09	299
Jun '09	360
Jul '09	574
Aug '09	490
Sep '09	559
Oct '09	705
Nov '09	797
Dec '09	574
Jan '10	615

bit.ly Shorten, share, and track your links

chirpstats

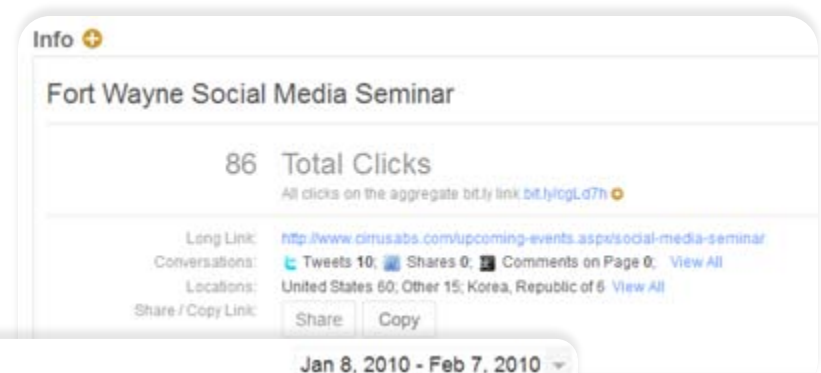
SMO // ACTION 8

- check google analytics or server logs for:
bounce rates, time on site, pages visited, conversion pages, confirmation pages (setup advanced filters & funnels)
- monitor contacts, calls, lead sources
- rank checker: [firefox add-on](#)
- bit.ly analytics



The Rank Checker interface features a search bar for domains and keywords, with buttons for 'Save', 'Open', 'Clear', 'Add', and 'Add Multiple Keywords'. Below the search bar is a table with columns for 'Domain', 'Keyword', and 'Google.com'. The table contains one row with the values 'Domain', 'keyword', and 'google.com'.

Domain	Keyword	Google.com
Domain	keyword	google.com



The bit.ly analytics page for 'Fort Wayne Social Media Seminar' shows 86 total clicks. It includes a long link, conversation statistics (10 tweets, 0 shares, 0 comments), and location data (60 from the United States, 15 from Korea). There are 'Share' and 'Copy' buttons for the link.

Info +
Fort Wayne Social Media Seminar

86 Total Clicks
All clicks on the aggregate bit.ly link [bit.ly/cgLd7h](#)

Long Link: <http://www.cirusabs.com/upcoming-events.aspx/social-media-seminar>
Conversations: Tweets 10, Shares 0, Comments on Page 0 View All
Locations: United States 60, Other 15; Korea, Republic of 5 View All
Share / Copy Link: Share Copy





SMO // GOOD, BETTER, BEST APPROACH

- good = know where your competition is, start there, start small, but start
- better = watch alerts & filters, hashtags jump in when you can offer help
- best = be an active & responsive participant with custom posts



be willing to pay professionals for assistance & advice.





WE'LL HELP YOU MASTER INTERNET MARKETING

These days it's more important than ever for you to reach new prospects, satisfy customers, find new efficiencies, and grow your business. The Web's the way to do it. We can help.

Keeping Up With the Web

A summer seminar series

Powered By:

 element **three**


cirrus abs



Powered by Cirrus ABS and Element Three





SMO // ACTION 2A: EXTRA CREDIT

grab your brand

- other mass id checking tools
 - <http://usernamez.com/> free
 - <http://claimid.com/> free
 - <http://knowem.com/> \$
 - <http://claim.io/> \$

