

Fitting Social Media Into Your Marketing Strategy

// Kevin Mullett

cirrusabs.com

twitter.com/cirrusabs

facebook.com/cirrusabs

youtube.com/user/cirrusabs

linkedin.com/companies/cirrus-abs

Fitting Social Media Into Your Marketing Strategy

// Kevin Mullett



kevinmullett.com

twitter.com/kmullett

facebook.com/kevinmullett

linkedin.com/in/kevinmullett

just google "[kevin mullett](#)"

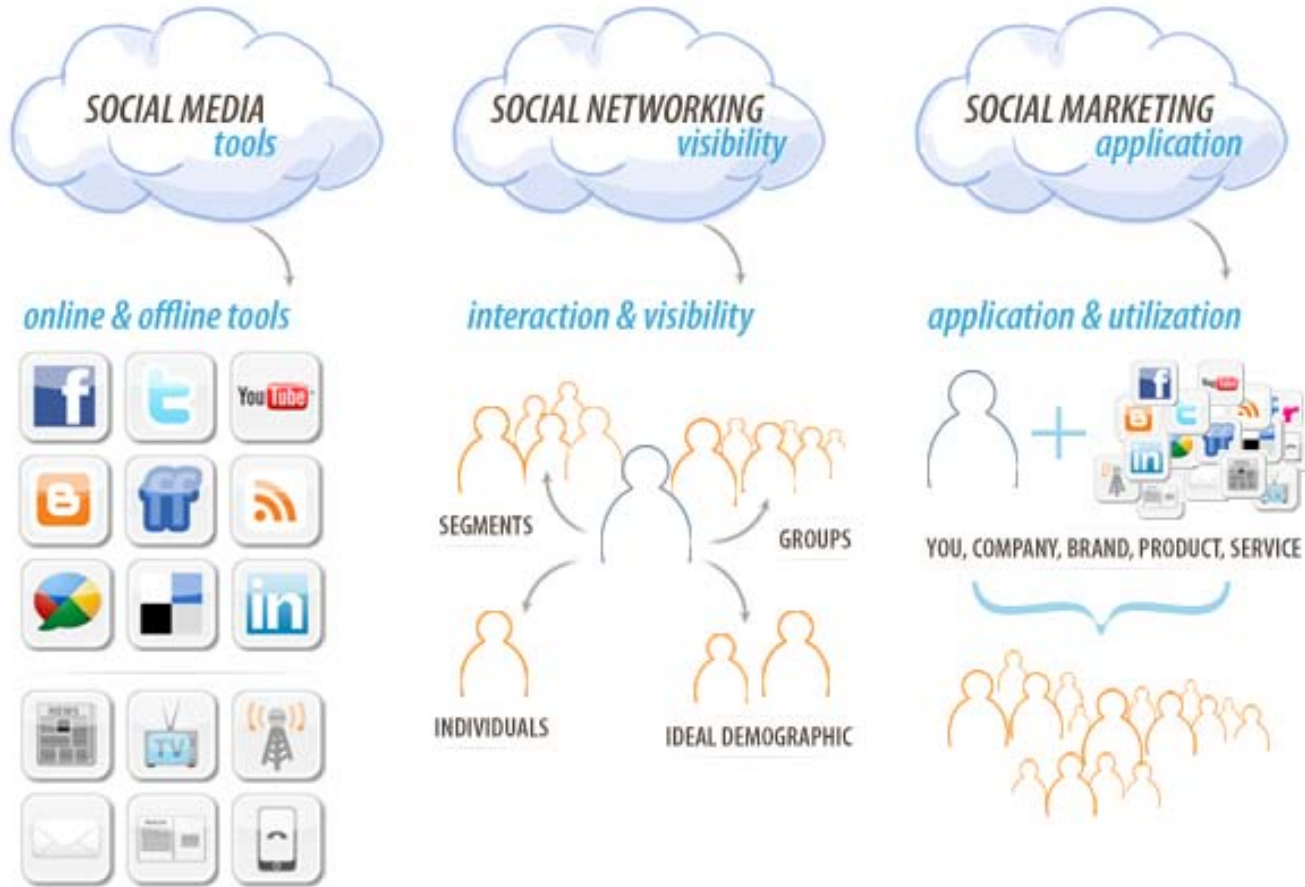
director of product development

// new as perception or reality?


increased adoption or proliferation does not mean new. the tools and nomenclature are new but "social media", websites, and blogging is not.

// getting on the same page with “social”

THE “SOCIAL THREE”



now fortified with google+

cirrus abs 

@kmullett // #NCSM

// verifying claims? expecting too much?

there is a lot of misinformation, speculation, opinion and hype being spread. worse is the expectation that social media should be free, effortless, and easy, yet produce greater ROI.

// visibility via preferred media

United States Facebook Statistics

General info

Total Facebook Users:	154 957 740	Penetration of population:	49.95%
Position in the list:	1.	Penetration of online pop.:	64.77%
Average CPC:	\$1.17	Average CPM:	\$0.50

Facebook gains 80 million new accounts in the first quarter of 2011!

- preferred media not singular media
- specialty and niche social services
- are you talking WITH your audience where they are

LinkedIn

has sent you a message.

Date: 7/15/2010

Subject: Your post

I don't want to twitter. Do I still need to fill in that twitter thingy?
I like LinkedIn better than Facebook, how 'bout you?

[View/reply to this message](#)

//but...my privacy!



- formerly found on street corners
- were you unlisted?
- who did we do business with 30-40 years ago?

// there is no “trying” in social media

social media works best when you are a willing participant, see value, & treat it like a lifestyle, instead of a task.

// what's the case for my business?

a few things social media can help with

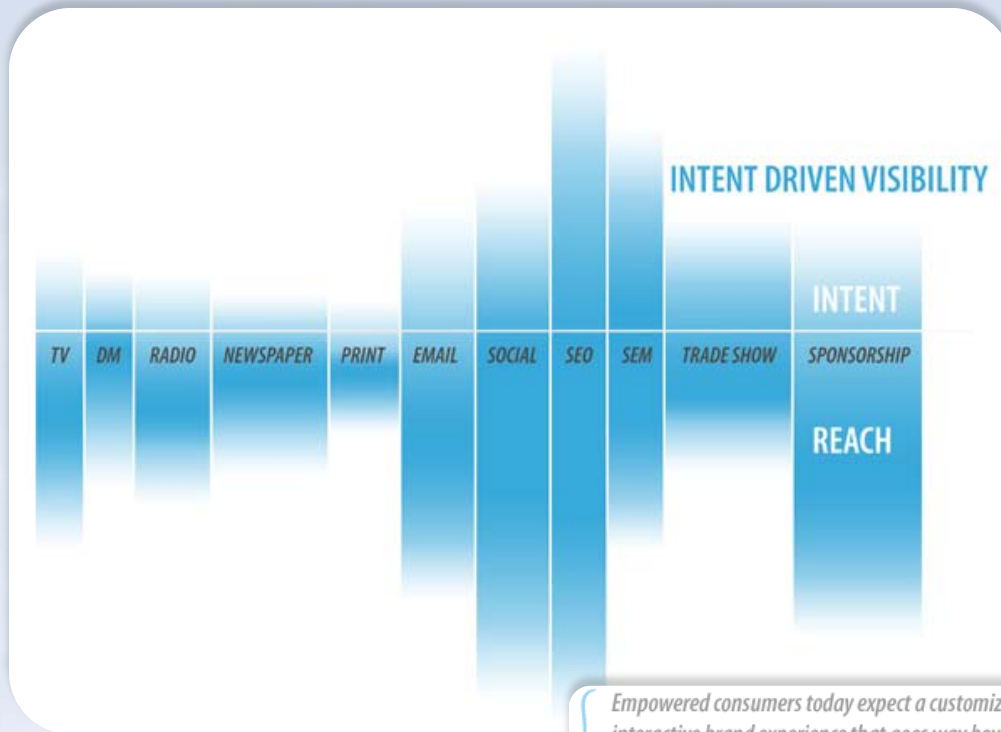
- winning new business
- enhancing customer experience
- participating in a conversation already occurring
- providing offers and notifications quickly and inexpensively

// for my business continued...

what else can it do?

- **disseminating press releases and information**
- **managing brand/identity reputation**
- **industry awareness and participation**
- **promoting knowledge experts**
- **keep tabs on the competition**

// who wins the intent to action war?



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

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

// prioritize your marketing efforts

**no marketing media channel has 100% eyeballs
or is 100% effective. prioritize based on goals,
resources, and business objectives.**

// social media, do you own it?



- Ars Technica (suggested copyright infringement?)
- Jonathan Rivera's page with 47'000 fans (vanity url)
- are you relying on free services?

// does social media work?



- opportunity
- visibility (2 audiences)
- traffic
- top of mind
- likeability
- expertise



Frank Morin · Pres. at Accent Homes, Inc.

To: Kevin Mullett

Date: March 11, 2009

You replied to this message:

I was on my Blackberry when I accepted invitation and tried to send it if it went through. Message was:

Need to talk to you sometime about updating and upgrading the website. A good time to call would be:

A good time to call would be:

Need to talk to you sometime about updating and upgrading the website.



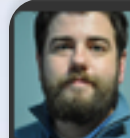
@jstalter we're playing around with it. @kmullett does it a lot. he's the #fortwayne resident pro

allen_ts, [+] Thu 27 Jan 16:1



The Real Deal on SEO <http://ow.ly/13Drt> | I recommend, it would be worth the plane ticket but if you live near #FortWayne #Indiana drive

• business901, [+] Thu 04 Feb 08:55 via HootSuite



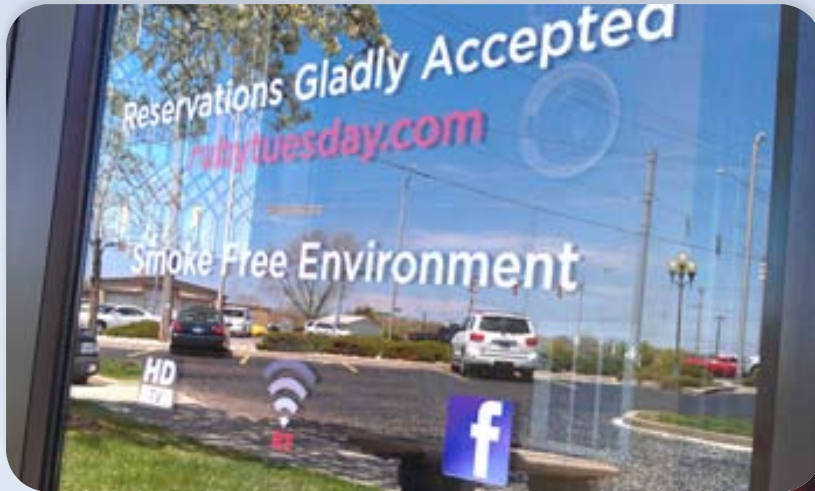
FYI - I used your "social 3" classification system w/my own twist and gave you full credit. WBCL may call. Looking at web redvp

k, [+] ar 12:17 via Direct Message

cirrus abs

@kmullett // #NCSM

// why don't they "like" us?



are we clear with our message?

- is design or action most important?
- what is our call to action?
- what is in it for them?

// are you connecting dots with social media?



do these printed pieces promote social channels?
what is the social strategy?

// almost had it right?



ugly but descriptive

- i know who they are
- what they want me to do is clear
- i'll be rewarded

// action 1



claim LBS listings

- name, address, phone should normally match (these are called citations, exceptions for campaigns/tracking)

// social media at my physical location?



which of these two
will grow their
facebook page?



// action 2

success is in the details

- make signage
- educate EVERYONE



// a click is not a blood oath or promise


facebook events

- no formal signup
- no info gathering
- no commitment
- not for everyone
- lost traffic & SEO

The top screenshot shows a Facebook event page for 'Main Street Chamber Event'. It lists 14 attending users: Abby Grisham-Tichenor, Christopher Cox, Shirona A Gunawardhana, John N. Dickmeyer, Stephanie Graves, Tom Tonkel, Robert Norris, and Randi Bortles-Lincoln. The event details include: Time: Thursday, July 14 · 6:00pm - 9:00pm; Location: The History Center; Created By: Christopher Cox; More Info: July 14, 2011 6pm-9pm. Please join us for a night at the Fort Wayne History Museum. 6-9 pm Business Networking. The Feature speaker is MainStreetChamber Founder LARRY KOZIN. Larry Kozin has chosen Fort Wayne to be the starting point for his across America. Addressing the needs of small businesses all over addressing how MainStreetChamber can help your small business. Raffle proceeds benefit SCAN of Ft Wayne Fort Wayne Cupcake Wars (Raising additional funds for SCAN) If you have a product or service donation for the raffle please let Music by Diamond Dave Windsor.

The bottom screenshot shows a Facebook event page for 'Social Media Breakfast-Fort Wayne'. It includes a banner for 'Social Media Breakfast Fort Wayne' with the text 'LAST Tuesday/mo. FREE'. The event details include: When: Tuesday · June 28, 2011 7:30 am 9:00 am (US/Eastern); Where: Northeast Indiana Innovation Center 3201 Stelhorn Rd. Fort Wayne, IN 46815. A list of upcoming events is shown on the right, including 'Tidbits Networking Discou...', 'Science Camp (The Science...', 'OFFSITE: Georgetown PLUS...', 'How To... "CRUSH WEBINARS"...', 'YouTube 101 - Video Marke...', 'Dr. Greg Russell, Pharm D...', 'Main Street Chamber Event', 'CUP CAKE WARS - Fort Wayne', 'Caylee's Law (Help Us Mak...', 'Class of '89 Turning 40!', 'Walkin' Papers in Woodbur...', and 'Enchanted Lakes cast party'.

- embed signup capability via services like [eventbrite](#)



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Upcoming Events

News

Documents

Tips to Fitting Social Media Into the Marketing Mix

Event Date(s): 7/12/2011 - 7/12/2011

Event Location: Fort Wayne

We are happy to lend out [Kevin Mullett](#) to [Cancer Services of Northeast Indiana](#) for this Social Media Luncheon "Steps to Fitting Social Media Into the Marketing Mix". All proceeds go to Cancer Services. Register at <http://bit.ly/kp4L11>

when

Tuesday

July 12, 2011

11:30 am - 1:00 pm

where

Cancer Services of Northeast Indiana

6313 Mutual Drive

Fort Wayne, IN 46825

(call 260.484.9560)

speaker

Kevin Mullett, Cirrus ABS director of product development and a recognized authority on search engine optimization, social media, and marketing metrics

what

Social media presents a challenge to many businesses and organizations. This you'll seminar will feature practical knowledge on how to leverage your organization's learn events to increase exposure before the event, instigate better interaction during the event, and complete any communications loops after the event. People attending your event will likely want to discuss it. Learn how to capture and attending your event will likely want to discuss it. Learn how to capture and the event" and complete any communications loops after the event. People attending your event will likely want to discuss it. Learn how to capture and attending your event will likely want to discuss it. Learn how to capture and

Eventbrite

Ticket Information

TICKET TYPE	REMAINING	SALES END	PRICE	FEE	QUANTITY
Social Media Lunch @ CSNI	4 tickets	1d 3h 27m	\$10.00	\$0.00	1

Discover

MasterCard

VISA

Order Now

Show other payment options

Online Demo

Online Demo

Free Needs Assessment

cirrus abs

@kmullett // #

// think you can ignore social media?

business who are still trying to avoid social media or who are being overly selective may not be getting the entire picture. less discussed are the SEO, visibility, and traffic value that social media can provide.

// social is now in SERPs

bing Web

Web News Images

ALL RESULTS 1-50 of 25,300,000 results - Advanced

2010 Senate Elections. Sponsored sites
www.CongressVoteResults.com See Who Is Running And get The Voting Records.

VOTE.COM - Homepage
Vote.com is Dick Morris' site which gives you a voice on important issues. When you vote on a topic, an e-mail is sent to decision makers like your congressman, telling them...

Rock the Vote: register to vote, get educated, volunteer
Register to vote, find your polling place, and sign up to volunteer. It's time to make history. It's time to Rock the Vote.

Voting - Wikipedia, the free encyclopedia
Reasons for voting Types of votes Fair voting Anti-voting
In a voting system that uses a scored vote (or range vote), the voter gives each alternative a number between one and ten (the upper and lower bounds may vary).

News: vote
Americans vote to fill record 37 governorships
Voters on Tuesday select governors in more than two-thirds of the states, the largest-ever number of gubernatorial races on the ballot. Republicans... San Francisco Gate - 14 minutes ago
Obama Calls Hawaii To Urge Democrats To Vote msnbc.com
Astronauts vote from space USA Today

Liked by your Facebook friends: vote

Wendy Davis - How to Vote For A Superior... - vimeo.com
liked this.

Vote Pro-Life - causes.com
liked this.

Results from people in your social circle for **twitter** - BETA

[marketingwizdom](#) Great advice>> Who Should You Follow on Twitter?
[@smallbiztrends](#)
[Who Should You Follow on Twitter?](#) - smallbiztrends.com
Twitter - 3 hours ago
Robert Clay - connected via [marketingwizdom](#) on friendfeed.com



[Social Media Club Indy](#) And Kevin Mullett our opening act! Chris will rounding out our series on Getting hired in Social Media, and Kevin will discuss Reputation Management!
Facebook - 1 hour ago

Cirrus ABS | Facebook

Cirrus ABS - Web Development, Website Design, Search Engine Optimization (SEO), Social Media, and NetCentered Marketing. - General Information: Web Development ...
[www.facebook.com/CirrusABS](#)



Anton Babich liked this.

Food In The Fort » Downtown Dining Club

Jun 9, 2008 ... The cards are meant to encourage people to visit the many great downtown Fort Wayne restaurants, and there are some wonderful deals to be ...
[www.foodinthe fort.com/2008/06/09/downtown-dining-club/](#) - Cached - Similar
 [Leo Lincourt](#) shared this

Se You are connected to Leo Lincourt on friendfeed.com nts

how will it change social participation? how will it change where we click on a SERP page?

(flickr, friendfeed, gmail, facebook, buzz, reader, [google social connections](#))

// what is google +1

google +1

- will be used as “A” signal for google search to fight web spam
- visible in search results and ads
- on sites ala “like” button



Google profiles

Search



Email is on

Information

Location: Harlan, Indiana

Location: Harlan, Indiana

Information

Kevin Mullett

About

Buzz

PicasaWeb

+1's

This tab is only visible to you.

Your +1's appear here. +1 the things around the web you like, agree with, or want to recommend to other



<http://www.ferrari.com/>
www.ferrari.com



Memorial Coliseum : Sports, Concerts, and Events

www.memorialcoliseum.com

The Allen County War Memorial Coliseum, serving Fort Wayne & Allen County Indiana. The tri-state area's leading sports, event, premium conce



ferrari

About 305,000,000 results (0.22 seconds)

Ferrari +1

Choose your edition ...

www.ferrari.com/ - Cached - Similar

You +1'd this

458 Italia

599 GTO

Pre-Owned

Ferrari California

Current Range

Ferrari 599 GTB

GT & Sport Cars

Ferrari Store

Ferrari California

Pre-Owned

599 GTO

458 Italia

Ferrari Store

GT & Sport Cars

Ferrari 599 GTB

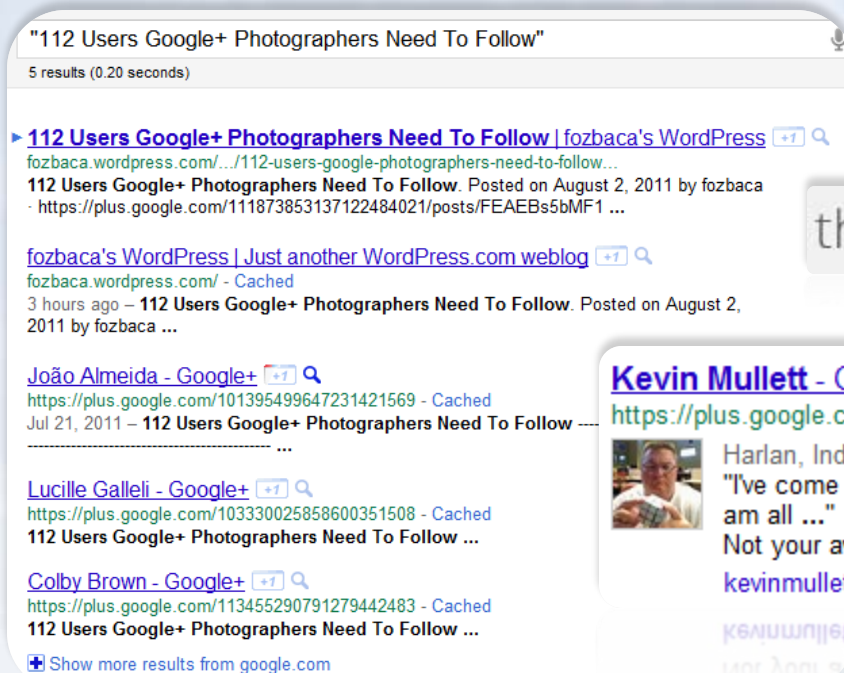
Current Range

cirrus abs

// what is google+

google+ is a social network (June 28th, 2011)

- currently an invite only “field trial”
- business accounts not allowed yet (Ford and others as test clients)
- public google+ posts are showing up in search results



the Google+ project

Kevin Mullett - Google Profile

<https://plus.google.com/111355895099122965371>



Harlan, Indiana

"I've come here to connect with people and chew bubblegum; and I am all ..."

Not your average g33k and / or graphics weenie. I love people in ...

kevinmullett.com - boomfish design - Cirrus ABS

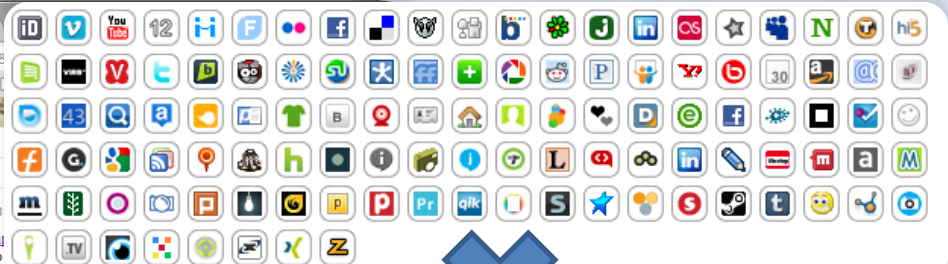
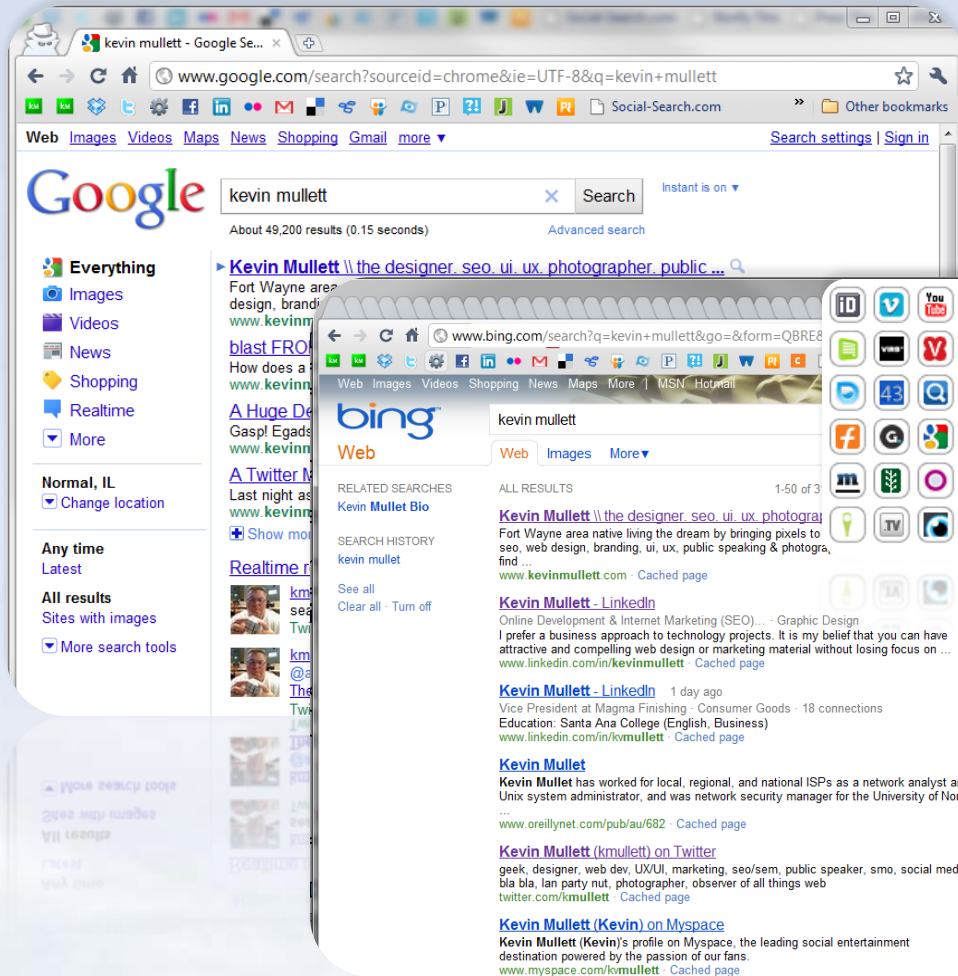
kevinmullett.com - boomfish design - Cirrus ABS

for those people who are in the business of making people in ...

cirrus abs

// what if you could be more visible?

use these to be more visible!



100's more?



cirrus abs

// action 4

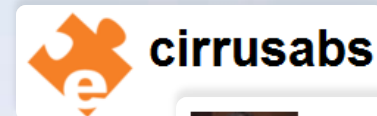
- develop your elevator pitch
- optimize your “what we do” paragraph then adapt it to fit in various profile areas.
(160 characters in twitter for example)
- photos for personal accounts, logos for businesses
(generally speaking. in some instances you want to use photos)

Name Cirrus ABS
Location Fort Wayne, Indiana
Web <http://www.cirrusabs.com>
Bio Web Development,
NetCentered Marketing,
Business Process Innovation,
SEO, SEM, SMO


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



kmullett

cirrus abs 

//action 5

grab your brand

- mass id check with namechk.com

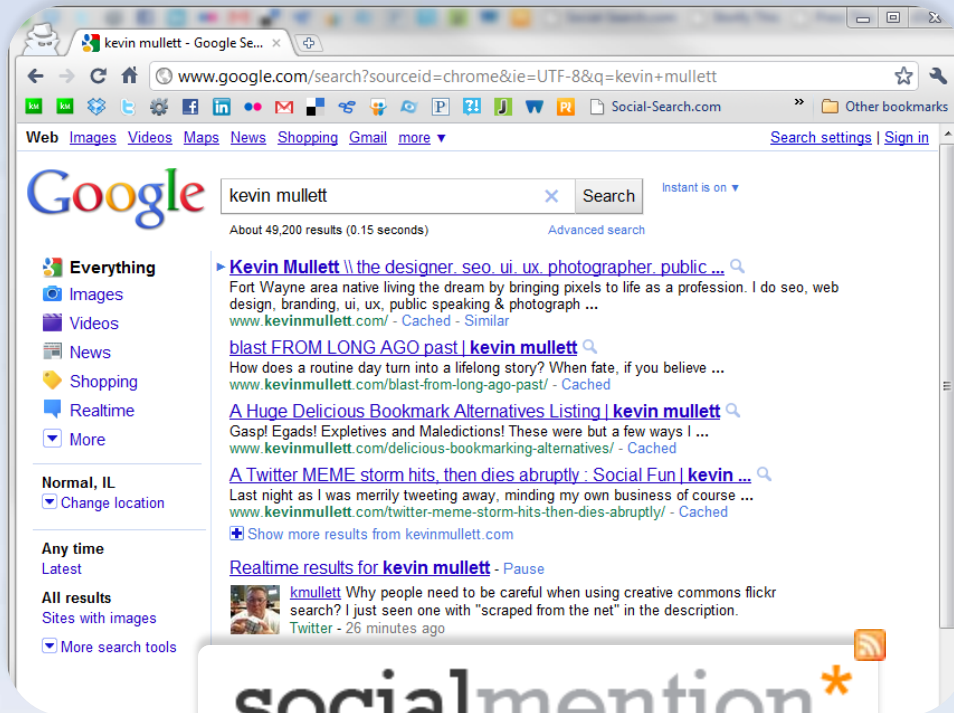
The screenshot shows the namechk.com interface. At the top, there's a logo and a search bar containing 'cirrusabs' with a 'chk' button. Below the search bar, it says 'Show All (149)' and 'Sort by Rank'. To the right, there's a paragraph explaining the service: 'Check to see if your desired *username* 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**.'

The main content is a grid of 20 social media platforms, each with its logo, the username 'cirrusabs', and a status indicator (available with a green checkmark or taken with a red X). The platforms are arranged in four columns and five rows.

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

At the bottom right, there's a 'cirrus abs' logo with a puzzle piece icon.

// online reputation management



own your brand

- clog the SERPs
- push competition off
- proactive not reactive
- sentiment aware
- alerts/lists are crucial

socialmention*

Real-time social media search and analysis:



><SAME POINT

Google alerts
beta

Nutshell Mail
from Constant Contact

twilert

TOPSY

tweetalarm

cirrus abs

// *earn attention in addition to permission*

Connections Are Starting Points
garner attention by offering to H.E.L.P.



- » **H**umanize your message.
- » **E**ncourage conversation.
- » **L**isten first.
- » **P**romote less.

- who enjoys a pushy sales person?
- spammy-ness & tricks require churn.
- what is your comfort level?
- wiifm?

// but nobody comments or converses?

How many of you who desire comments and amplification take the time to provide it?

// action 6

centralize & promote your brand id's

- mass id listing (like dandyid.org)
- email signitures (like retaggr.com)

it's ME

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.



Powered by DandyID

My Identities

Your Social Rank is 94 [refresh my rank](#) [What's this?](#)

Search for a service: or [Click Here to view the 30 most popular services.](#)

CORPORATE
3213 Stellhorn Road
Fort Wayne, IN 46815

Twitter

Facebook

Youtube

LinkedIn

Google+

// kevin r mullett

// twitter.com/kmullett

// facebook.com/kevinmullett

social »

cirrus abs

@kmullett // #NCSM

//action 7

network your brand via forums, chats, etc

- join groups/add events on ning.com & linkedin.com

The image is a collage of social media and event-related interfaces. On the left, the 'smaller indiana' logo is at the top, followed by a navigation bar with links like 'Main', 'My Page', 'Members', 'Videos', 'Forum', 'Events', 'Groups', 'Blogs', and 'Marketing'. Below this is a section for 'Fort Wayne Social Media Seminar (PM)' with a photo of a man and event details. To the right, a 'Linked in' interface shows 'My Groups' with a list of groups including 'Georgetown Networking', '#Blogchat', and 'Fort Wayne Web Designers & Developers'. Overlaid on the right side are several event and social media logos: 'PLANCAST', 'eventful upcoming', 'Zvents', and 'Lanyrd.com'. At the bottom right, the 'cirrus abs' logo is visible. A text box at the bottom left provides details about the 'Fort Wayne Social Media Seminar on LinkedIn Events', including the website 'http://www.cirrusabs.com/upcoming-events.aspx/social-media-seminar...', the organization 'Cirrus ABS', and the LinkedIn event link 'events.linkedin.com/Fort-Wayne-Social-Media-Seminar/pub/431249'.

smaller indiana

Making People and Ideas Findable

PLANCAST

eventful
upcoming
EVENTS & THINGS TO DO

Zvents
Discover Things To Do

Lanyrd.com
the social conference directory

Linked in® Home Profile Contact

My Groups Following Groups Directory

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

Fort Wayne Social Media Seminar (PM)

Event Details

UNDERSTANDING THE "SOCIAL" ...

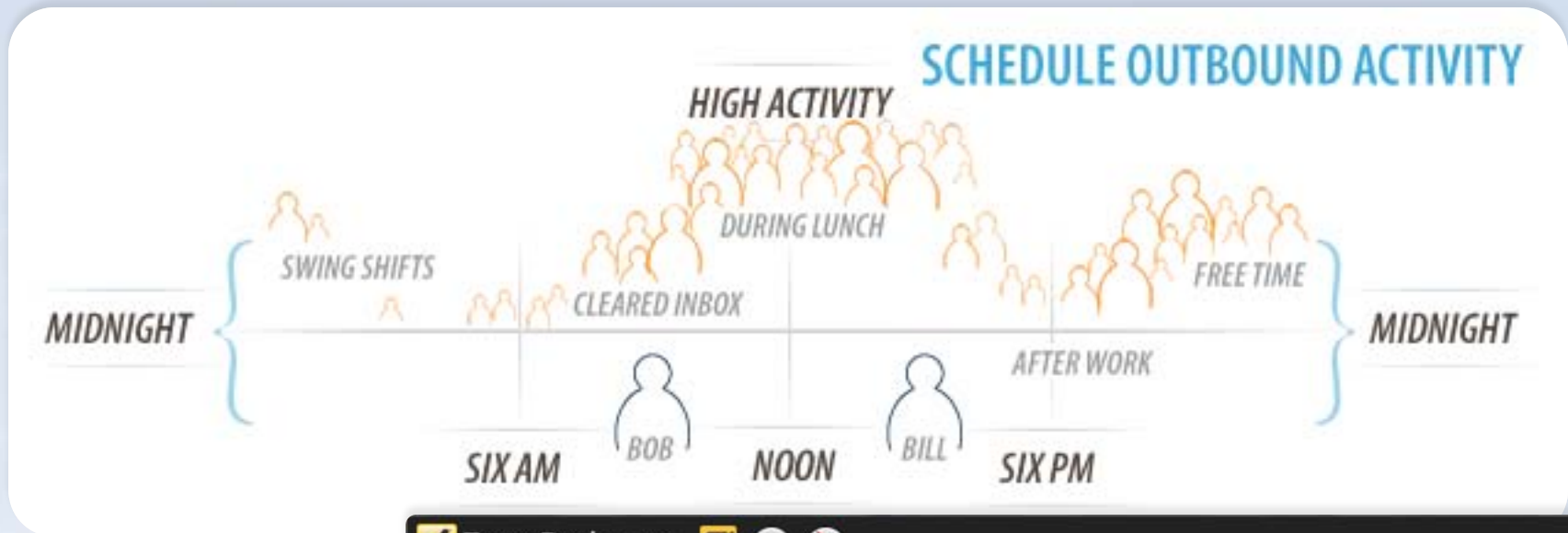
Time: March 2, 2010 from 2pm to 4:30pm
Location: Northeast Indiana Innovation Center
Street: 3201 Stelhorn Rd.
City/Town: Fort Wayne
Website or Map: <http://maps.google.com/maps?f...>
Phone: 1-877-817-4442
Event Type: social media, business, seminar
Organized By: Kevin Mullett
Latest Activity: Feb 23

Fort Wayne Social Media Seminar on LinkedIn Events
Website: [http://www.cirrusabs.com/upcoming-events.aspx/social-media-seminar ...](http://www.cirrusabs.com/upcoming-events.aspx/social-media-seminar...)
entrepreneurs, marketing and IT professionals. Organization: Cirrus ABS ...
events.linkedin.com/Fort-Wayne-Social-Media-Seminar/pub/431249 - 21 hours ago

cirrus abs

@kmullett // #NCSM

// social activity optimization



optimize your efforts


- schedule activity during peak times
- use tools for consolidation, tracking, & alerts

// social team optimization

The screenshot displays the Hootsuite interface for managing a Twitter account. The 'Settings' panel is open, showing the 'Social Networks' section with 'cirrusabs' selected. The 'Team' tab is active, showing the account owner 'Cirrus ABS (You)' and team members 'Jonathon Gottschalk' and 'Kevin Mullett (Advanced)'. A 'Transfer Ownership' button is visible. The interface also shows a 'Compose message...' bar at the top and a 'Send Now' button. Overlaid on the bottom right are several promotional banners for 'Nutshell Mail from Constant Contact', 'Selective Tweets by ExactTarget', and 'twitter feed by ExactTarget'.

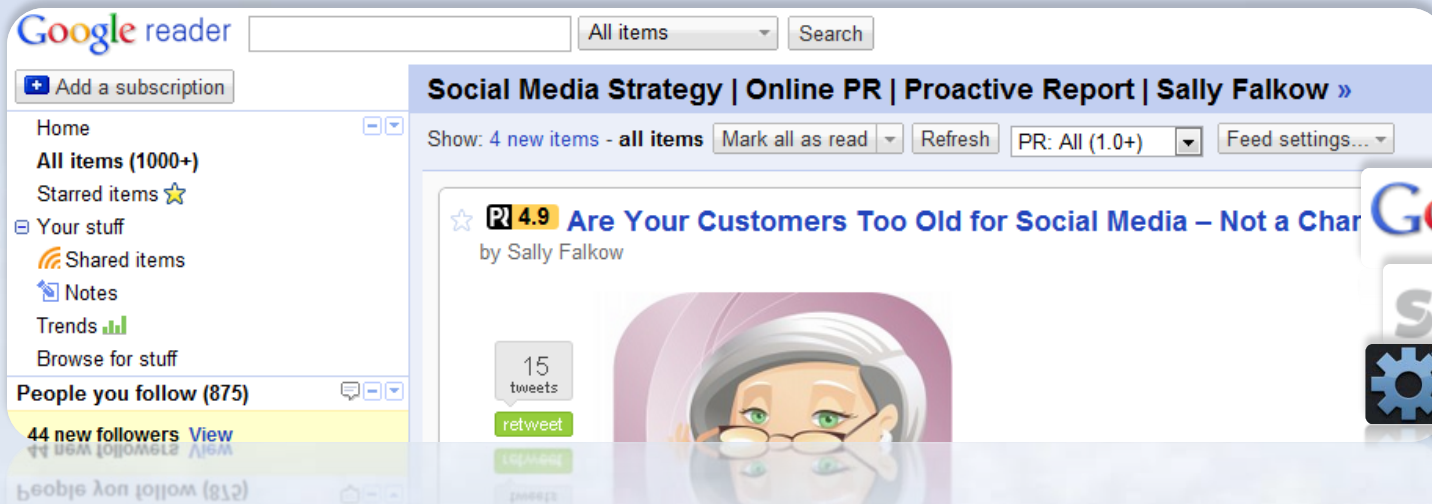
further optimize by

- delegating responsibility & automate (w/caution)
- monitor keywords, brands, hashtags (twitter)
- create and follow an editorial calendar (try)

cirrus abs 

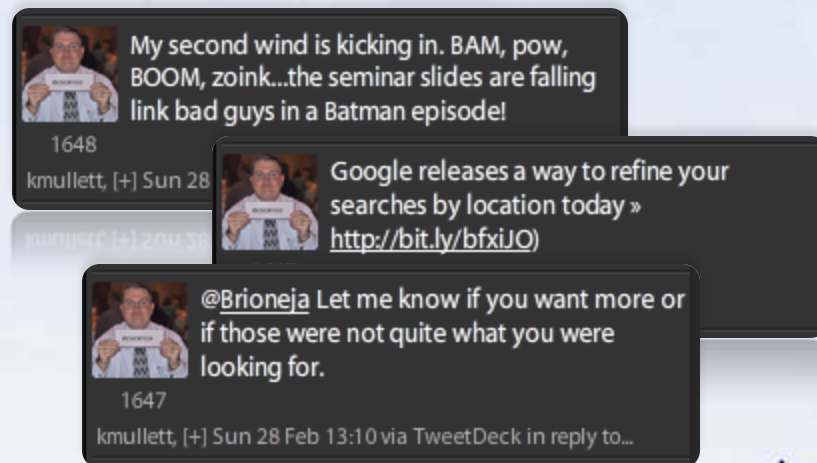
@kmullett // #FWSoMe

//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 (H.E.L.P)
- listen first
- engaging & funny
- careful with i, me, versus us, we



// action 8

posting tips

- use keywords & keyword phrases sparingly
- keywords should be relevant to subject
- avoid spammy words
make money, MLM, work from home, get rich...
unless that is what you do!
- avoid hyperbole
- look informative
- appear conversational



// where are you sending them?






The collage illustrates the integration of social media content across different platforms. The top left shows a YouTube channel for 'Cirrus ABS' with a video titled 'Social Media Me Monsters: Type 2 Hashtag Hijackers'. The bottom left shows a Facebook post from 'Cirrus ABS' with the same video. The right side shows a website for 'cirrus abs' with a blog post titled 'Social Media Me Monsters: Type 2 Hashtag Hijackers' by Kevin Mullett. The website also features a list of authors and categories.

what is your goal?

- will your social profile(s) or website support conversion best
- which are they more likely to visit daily, amplify message from
- are you sending them to just another link

// action 9

Create a Page
Connect with your fans on Facebook.

 Local Business or Place	 Company, Organization, or Institution	 Brand or Product
 Artist, Band or Public Figure	<p>Entertainment Join your fans on Facebook.</p> <p>Choose a category <input type="text"/></p> <p>Name <input type="text"/></p> <p><input type="checkbox"/> I agree to Facebook Pages Terms</p> <p>Get Started</p>	 Cause or Community

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

//action 10



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57 Attend Kokomo Indiana Social Media Seminar

6/9/2011

Social media is clearly on the minds of business and organizations in Kokomo, Indiana. Cirrus ABS's Director of Product Development Kevin Mullett presented "Fitting Social Media Into Your Marketing" today to a audience of 57.

Slides from this event can be viewed below.

[Fitting Social Media Into Your Marketing June - Kokomo](#)



Greater Kokomo CHAMBER UNIVERSITY
ALIGN. BUILD. CREATE.

Fitting Social Media Into Your Marketing Mix

[cirrusabs.com](#)
[twitter.com/cirrusabs](#)
[facebook.com/cirrusabs](#)
[youtube.com/user/cirrusabs](#)
[linkedin.com/companies/cirrus-abs](#)

cirrus abs

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Many thanks to the Greater Kokomo Economic Development Alliance with businesses in the Kokomo area.

RECENT NEWS



57 Attend Kokomo Indiana Social Media Seminar


Social media is clearly on the minds of business and organizations in Kokom...

[Free Needs Assessment](#)

 [Online Demo](#)

Select a Style

     1.1M

     1.1M

 Like 26  Tweet 97  Share 832

[Blogger, WordPress and more options >](#)

Get AddThis

09
JUN
2011

- bring folks back again
- sharing happens here

 [\[Name\]](#) likes Snapple.

 3 hours ago • Like

FOLLOW ME ON [twitter](#)

cirrus abs

@kmullett // #NCSM

// it's as measurable or more so...

if talking to me about defining ROI of social media you best be prepared with examples from your other marketing efforts.

//action 11

http://bit.ly/d4loOi +

http://formulists.com/

309 Clicks

This bit.ly link bit.ly/d4loOi was added by [kmullett](#)

600 Total Clicks

All clicks on the aggregate bit.ly link bit.ly/ahb1tc

Long Link: <http://formulists.com/>

Conversations: [Tweets 94](#); [Shares 6](#), [Likes 1](#), [Comments 7](#); [Shares 0](#); [Comments on Page 0](#); [View All](#)

Locations: United States 181; Other 41; Canada 17

Share / Copy Link:

Share

Copy

bit.ly

Shorten, share, and track your links

Traffic

Clicks Referrers Locations

Now Past Week Past Month Total

Click(s) 309 Since Aug 28, 2010 EST



Your Bit.ly Metrics Summary

Clicks

Past Hour

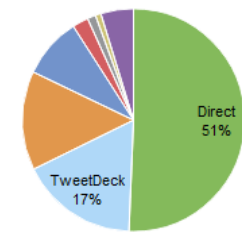
7 Days

30 Days



989 Clicks on Your Bit.ly Links

Top Referrers



30 Referring Domains
From 55 Total Pages

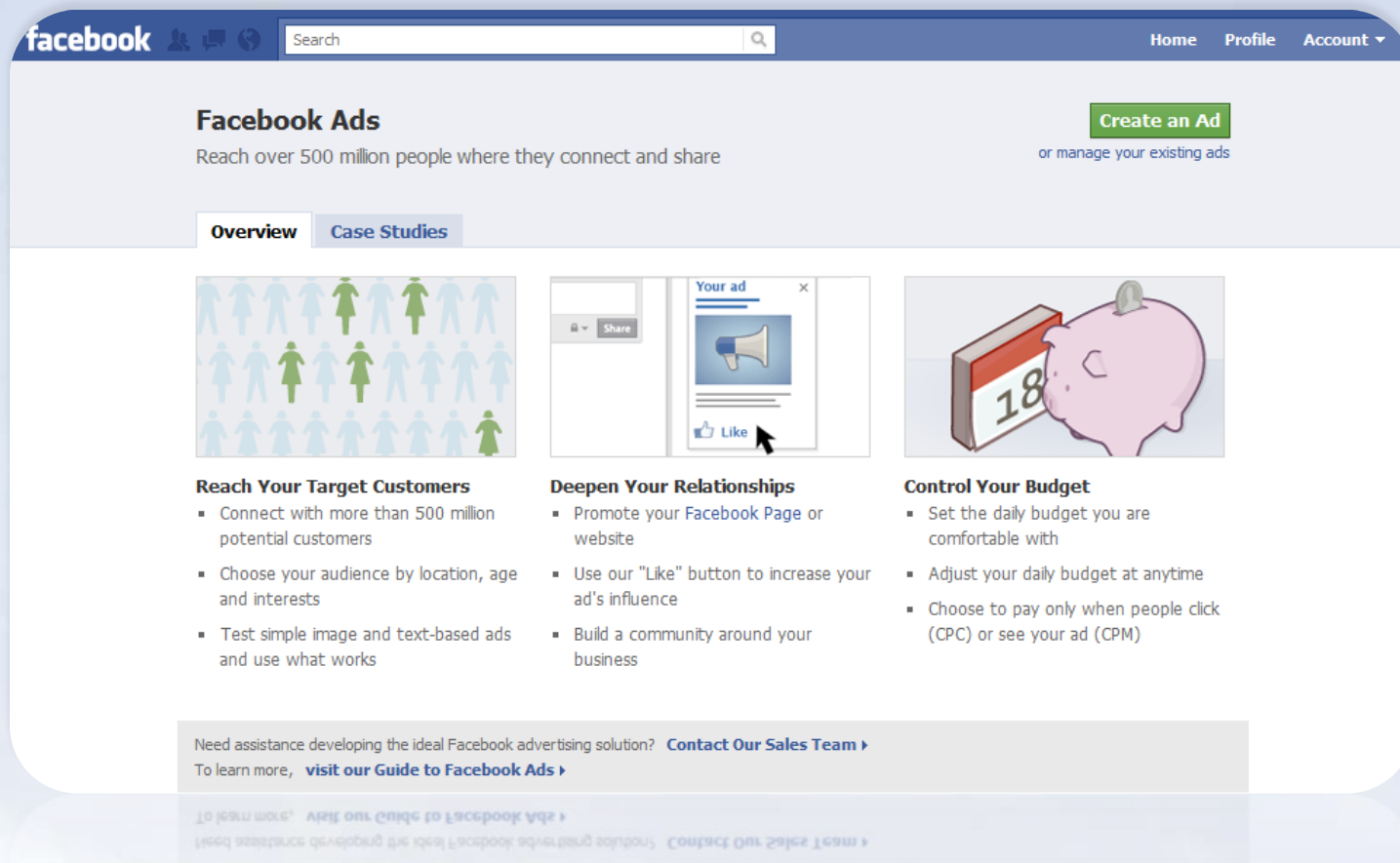
setup a bit.ly URL shortener account

(i know of over 30 other url-shorteners, but bit.ly is trusted & widely used)

cirrus abs

@kmullett // #NCSM

//action 12



The screenshot shows the Facebook Ads interface. At the top, there's a navigation bar with the Facebook logo, a search bar, and links for Home, Profile, and Account. Below this, the 'Facebook Ads' section is highlighted, with a 'Create an Ad' button and the text 'Reach over 500 million people where they connect and share'. The main content area has two tabs: 'Overview' (selected) and 'Case Studies'. Under 'Overview', there are three columns of information:

- Reach Your Target Customers**: Connect with more than 500 million potential customers; Choose your audience by location, age and interests; Test simple image and text-based ads and use what works.
- Deepen Your Relationships**: Promote your Facebook Page or website; Use our "Like" button to increase your ad's influence; Build a community around your business.
- Control Your Budget**: Set the daily budget you are comfortable with; Adjust your daily budget at anytime; Choose to pay only when people click (CPC) or see your ad (CPM).

At the bottom, there's a link to 'Contact Our Sales Team' and a link to 'visit our Guide to Facebook Ads'.

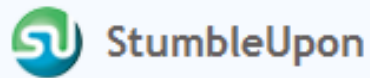
<http://www.facebook.com/advertising>

or click

Sponsored

Create an Ad

//action 13



Engage



Engage Your Audience

As people discover your content, you can prompt them to continue to explore the content of your site, powered by StumbleUpon recommendation technology.

Solution: StumbleThru, Widgets

Case Study: After implementing StumbleThru, 1x.com was able to **lift time on site by 2.6x** compared to other inbound traffic sources.

Seed



Seed Virality

Your content perpetuates throughout the StumbleUpon user community as your content is submitted into our index and you receive votes from over 15 million users who click "I Like It."

Solutions: Badges, Paid Discovery

Case Study: On average, sites increase traffic from StumbleUpon **between 20% to 25%** upon installing Badges.

Grow



Grow Your Audience

Your pages are matched by StumbleUpon's recommendation technology to find people who are interested in your content related to your brand, bringing new users.

Solutions: Paid Discovery

Case Study: GrilledCheeseAcademy.com used less than 10% of their budget to drive traffic and yielded over 50% of page views at an average of 3 minutes per user.

<http://www.stumbleupon.com/audience tools>

//action 14

LinkedIn® Ads

Create your showcase of recommendations

Leverage your customer network to get the word out about your most trusted, credible way. Add your products or services to LinkedIn to attract, showcase and curate recommendations from your clients and customers..

Add your products and services

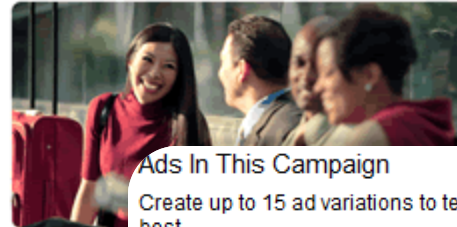
Showcase what your company does via our easy to use, self serve interface. You control and update the content.

Get recommendations

Ask your current clients and customers to visit your page on LinkedIn to recommend your products and services

Benefit from the Buzz

When a LinkedIn member comment favorably on your business or your offering, your recommendations. When their connections see those recommendations, you benefit again. With LinkedIn's lot of buzz.



Ads In This Campaign

Create up to 15 ad variations to test which image and text performs best.

Ad Variation 1

Ad Destination:

☐ Your web page

☒ A page on LinkedIn

Cirrus ABS: Overview

Add Image

Cirrus ABS

Follow Cirrus ABS on LinkedIn. Discover job openings, news, and more.

From: Cirrus ABS

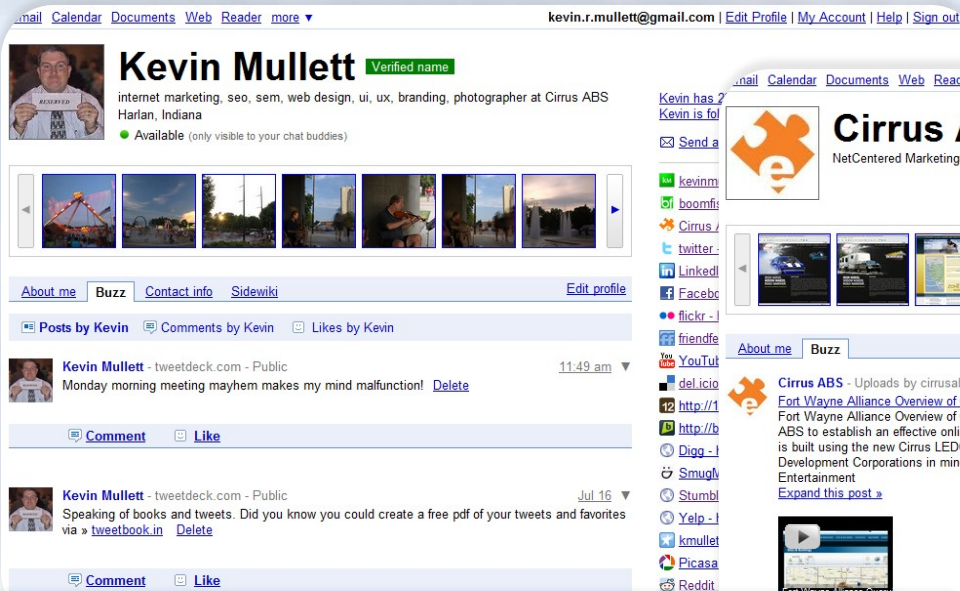
Duplicate | Delete

- setup products & services (will show as tab)
- <http://www.linkedin.com/advertising>

//action 15

setup google profiles for you & your business

google.com/profiles



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)

Posts by Kevin

- Kevin Mullett - tweetdeck.com - Public
Monday morning meeting mayhem makes my mind malfunction! [Delete](#) 11:49 am
- Kevin Mullett - tweetdeck.com - Public
Speaking of books and tweets. Did you know you could create a free pdf of your tweets and favorites via [tweetbook.in](#) [Delete](#) Jul 16

Kevin Mullett - Google Profile

My guest post on Providers & Administrators: **Using Social Media to Bolster Search Engine Optimization** » <http://bit.ly/cnei56> Kevin Mullett has disabled comments on this post
www.google.com/profiles/kevin.r.mullett · [Cached page](#)



Cirrus ABS
NetCentered Marketing Solutions, SEO, Web Design at Cirrus ABS

Posts by Cirrus ABS

- Cirrus ABS - Uploads by cirrusabs - Public
Fort Wayne Alliance Overview of Cirrus LEDO Suite
Fort Wayne Alliance Overview of Cirrus LEDO Suite Maria Schneider talks about working with Cirrus ABS to establish an effective online presence with the Fort Wayne Alliance LEDO website. The site is built using the new Cirrus LEDO Suite, which was designed with the needs of Economic Development Corporations in mind. From: cirrusabs Views: 6 0 ratings Time: 02:08 More in Entertainment
[Expand this post](#)

- Fort Wayne Web Design Blog
- Fort Wayne Web Design News
- Fort Wayne Web Design Events

Cirrus has 6 followers
Cirrus is following 5

You are following Cirrus - [Stop](#)
Cirrus is also following you - [Block](#)

[Send a message](#)

- www.cirrusabs.com - SEO / Web Design
- [Cirrus ABS - NetCentered Marketing](#)
- [Cirrus ABS - Web Development](#)
- [Cirrus ABS - SEO](#)
- [YouTube - cirrusabs](#)
- [twitter - cirrusabs](#)
- [facebook - cirrusabs](#)

Interests
SEO, Internet Marketing, NetCentered Marketing

My places



cirrus abs

//action 16

article awareness, social visibility and distributing RSS



The screenshot shows a FriendFeed profile for Kevin Mullett. At the top, there's a search bar and a 'Search' button. The profile header includes a photo of Kevin, his name 'Kevin Mullett', and a link to 'edit profile'. Below this is a bio: 'geek, designer, web dev, UX/UI, marketing, seo/sem, business analyst, public speaker, social bla bla, lan party guru, photographer, observer of all things web'. To the right of the bio, it shows '219 subscriptions', '497 subscribers', '1,290 comments', and '5 likes'. Below the bio are social media icons for Facebook, LinkedIn, Twitter, and RSS, followed by a link to 'add/edit'. The main feed contains several posts: a post from 'Searchmetrics SEO Blog' with a link to 'http://blog.searchmetrics.com/' and a timestamp of '3 hours ago'; a tweet from '@firebelly' mentioning 'Gracious' and 'SMCIndy' with a timestamp of '2 hours ago'; a tweet about 'The Kevin Mullett Daily' with a link to 'http://paper.li/kmullett' and a timestamp of '3 hours ago'; a tweet about Google's church recommendation with a timestamp of '4 hours ago'; and a tweet about the 'New Google Analytics Help Center' with a link to 'http://bit.ly/ggWxie' and a timestamp of '4 hours ago'. Each post has options to 'Comment', 'Share', and 'Edit'.



tell potential visitors
and the search
engines you have
new content

// social analytics & measurement

am i popular and important yet?

FAST COMPANY: The Influence Project

Kevin Mullett,
Spread your influence!

INFLUENCER URL

<http://fcinf.com/v/dtoj>

Current Rank: 1,907 of 28,133
93 Percentile



KEVIN'S BIO

@kmullett Sorry my tweet was a day late!! :)

20882

• avinashkaushik, [

@kmullett - you've got a point
there, too.

114924

Kevin Mullett RT @cirrusabs: RSVP for our free Fort Wayne Social
Media seminar on May 25th <http://bit.ly/cYqpwi>

13 hours ago via TweetDeck · Comment · Like

Jim Brockmann says that your previous seminar I attended
was very interesting, and educational I would love to hear
more to take better notes too.

· Delete



BranchOut

Lee Hershberger endorsed Kevin Mullett

Kevin received an endorsement on BranchOut, your Professional Profile on Facebook.
"Kevin's SEO & Web-Centered Marketin..." Click link to read more.

about an hour ago via BranchOut · Like · Comment · Endorse Your Friends

@kmullett thank u so much!

49042

• MillaJovovich, [+] Mon 23
via UberTwitter in reply to

My Twifficiency score is 48%.

Whats yours?

<http://twifficiency.com/>

2067

1st twitter service to surprise me
in a while, @formulists creates
automatically updating twitter
lists. » <http://bit.ly/d4loOi>

2164

kmullett, (RT by Scobleizer),
Sun 12 Sep 18:55

@kmullett because they hit all the
bases. :)

63983

mattcutts, [+]
Tue 27 Jul 13:35 via web in reply to...



SPECIALIST

Kevin Mullett



geek, designer, web dev, UX/UI, marketing, seo/sem, public
speaker, smo, social media bla bla, lan party nut, photographer,
observer of all things web

Fort Wayne, IN

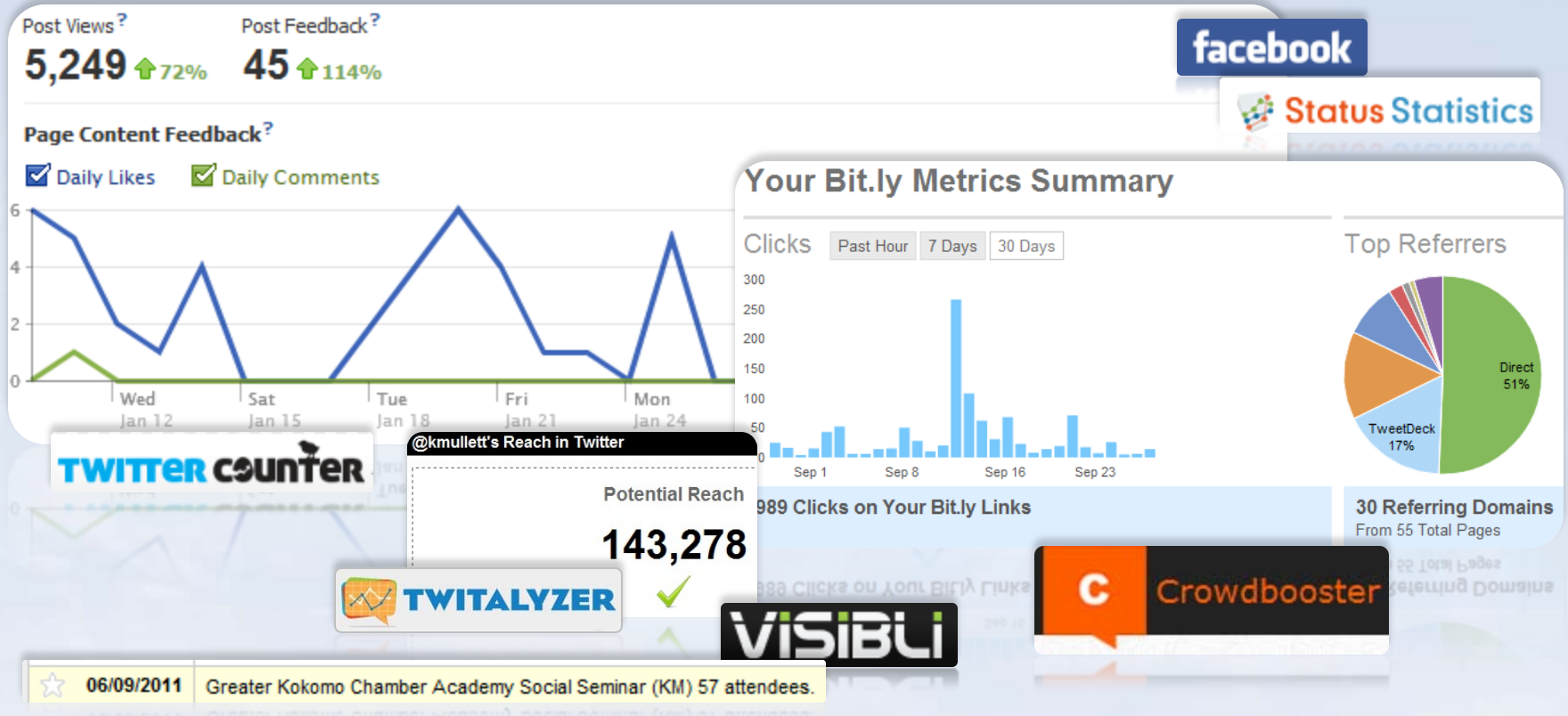
cirrus abs

@kmullett // #NCSM

// don't look at "the score"

People constantly talk about 'the score'. The score isn't where it is at. Look at the metrics. Good, do again. Bad, change.

// amplification? clues? trends?



measuring brand visibility, engagement, reach, connections, and yes ROI.

(twitter announces analytics Sept. 13th 2011)

// 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.

// remember to H.E.L.P.

HELP = Humanize message, Encourage conversation, Listen first, Promote Less.

// other webinars in the series

Analytics:
Measuring the Right Things Matter



Sep. 21, 2011

Starting at 12:00 PM EDT
We'll demonstrate "hands-on" techniques for successfully measuring your online & offline marketing efforts.

Click here to add.



Key Points Covered:

- Measuring ROI from your online & offline advertising
- How visitors are finding you via key search words & offline sources
- Understanding what visitors do while on your site - & why they leave
- Improving your site for better customer conversion

NetCentered Marketing:
Creating a Winning Web-Oriented Strategy



Sep. 28, 2011

Starting at 12:00 PM EDT
Here we'll show you how companies like yours are leveraging the internet to drive business results.

Click here to add.



Key Points Covered:

- Why the Web is where you need to be in today's economy
- Proven real-world online/offline marketing strategies
- Key steps to take in developing a comprehensive marketing approach of your own

Search Engine Optimization:
SEO for Visibility, Action & Conversion



Oct. 05, 2011

Starting at 12:00 PM EDT
Learn the "secrets" to getting found online - by search engines and your intended audience.

Click here to add.



Key Points Covered:

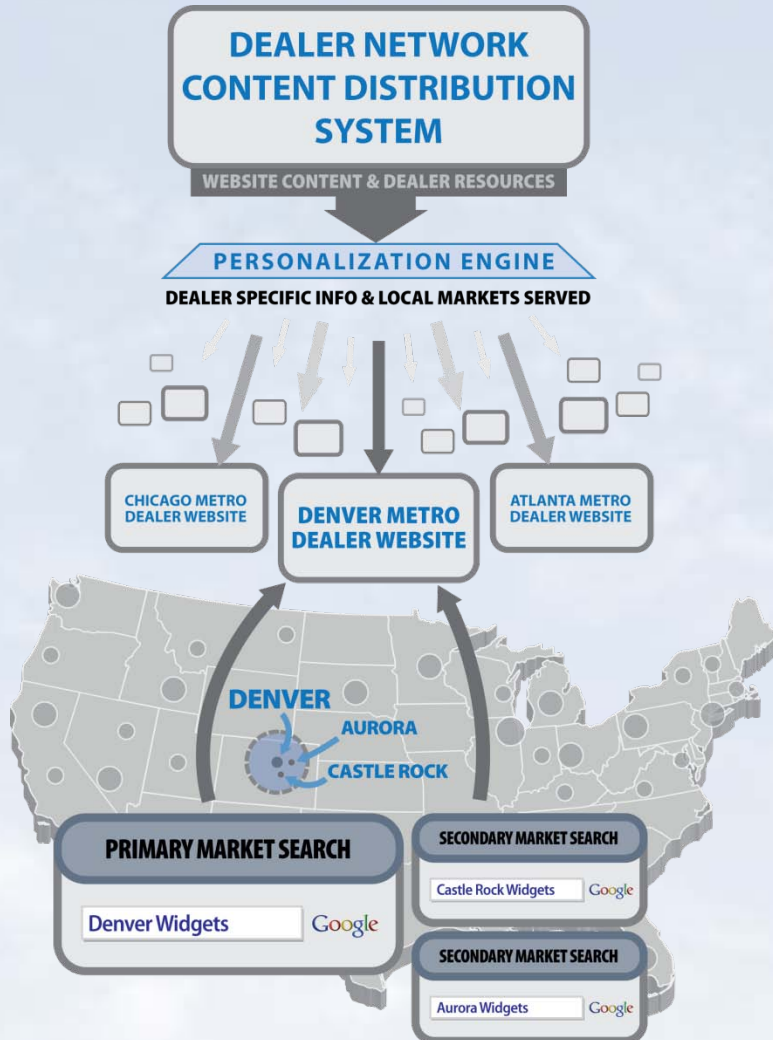
- How to capture the right audience with the right media
- How the new Bing + Yahoo! + Facebook deals are likely to change search
- What new Google changes such as Google Instant, Caffeine & Mayday mean to you

<http://netcentered-webinars.cirrusabs.com>

cirrus abs 

@kmullett // #NCSM

Cirrus ABS // channel management program



turn your dealer network
into an online marketing
powerhouse

For Businesses and Other
organizations with Networks of
Dealers, Franchises, Distributors,
Affiliates, Chapters, More!

//bonus action

twylah, a custom brand page for your tweets
for priority access. request invite at twylah.com, then email
kellykim@twylah.com and add "Kevin Mullett sent me!"

The screenshot displays the Twylah website interface. At the top, the Twylah logo is accompanied by a 'beta' tag. Navigation links for 'LEARN MORE', 'ABOUT US', 'FEEDBACK', and 'CONTACT' are visible. Below the header, social media engagement statistics are shown: '+1' (260), 'Tweet' (865), and 'Like' (521). The main content area features a custom brand page for 'Whole Recipes', which includes a navigation menu (HOME, RECIPE, SALAD, RICE, GREEN, BROWN, BEAN, CHOCOLATE, BROCCOLI) and a grid of recipe cards. A yellow arrow points from the 'Whole Recipes' Twitter brand page on the left to the corresponding page on the Twylah website. At the bottom, a banner reads 'Twitter Brand Pages by Twylah. Get a custom brand page for your tweets.' with a 'Request Invite' button.

// Questions?



Fitting Social Media Into Your Marketing Strategy

// Kevin Mullett



kevinmullett.com
twitter.com/kmullett
facebook.com/kevinmullett
linkedin.com/in/kevinmullett
just google "[kevin mullett](#)"

director of product development

cirrusabs.com
twitter.com/cirrusabs
facebook.com/cirrusabs
youtube.com/user/cirrusabs
linkedin.com/companies/cirrus-abs

cirrus abs 

Sign up: <http://netcentered-webinars.cirrusabs.com>