



Chapter 1

**Social Media**  
**– Facebook,**  
**Twitter,**  
**LinkedIn**

 **INTRODUCTION**

**S**ocial media is about creating conversations and cultivating relationships online. As a marketer, you need to understand that it's already mainstream, not something in the distant future. Twitter sees more than 50 million status updates every day – larger than the population of England – and Facebook has over 500 million registered profiles – that's larger than the population of the United States. And while there is a lot to learn about social media, at its core it is just what it says it is – social. You will hear a lot of buzz terms like “Listening” or “Viral” or “Engage,” and these are all important tactics within social media marketing, but, as I said, the key thing to remember is that all social media is about communication and relationships.

So what does social media mean for marketing? Marketing in the 20th century was primarily about broadcasting a message and interrupting what people were doing to tell them your message. In the 21st century social media marketing is about engaging in relationships with your customers and making your message and brand part of their online experience.

People online are embracing brands through social media:

- 46% of Facebook users say they would talk about or recommend a product on Facebook.
- 44% of Twitter users have recommended a product.
- 25% of search results for the World's Top 20 largest brands are links to user-generated content.
- 73% of active online users have read a blog.
- 34% of bloggers post opinions about products and brands.

And the number that tells the whole story of the transition from 20th century interruption-based marketing to 21st century social media relationship-based marketing?

- 78% of consumers trust peer recommendations. Only 14% trust advertisements.

People are not just using social media, they trust it. Chris Brogan and Julien Smith wrote an entire book called *Trust Agents* about how to operate as part of that give and take, how to use the web to build influence, improve reputation and earn trust.

Where things like billboards interrupted your drive, commercials interrupted your TV show, or magazine ads interrupted the article you were reading, social media is the opposite. Instead of interrupting, social media marketing is about making your message part of the media a customer or potential customer is consuming, enjoying, or taking part in.

Social media marketing is about becoming part of the user experience for your customers, both current and potential. You are not becoming something that adorns the side of the page, you are not becoming something that will interrupt the user experience, you are not becoming something that people click away from as soon as they realize it is there. Leave that to the Internet advertising world. Social media marketing does not interrupt – it integrates.

Whenever I talk about the process, people always ask me when they start to make money out of it – where's the ROI? How will I know if it's working? Even though people know that social media is happening all around them, there still aren't hard and fast rules about

what “success” means. And that’s both the beauty of and the problem with social media marketing – there is no formula. The way to think about success is to figure out your goals – whether those be building account size, creating engagement, or selling products – and establish your own targets for “success.”



## THE BASICS

Social media marketing is about becoming part of a community and integrating your messaging with the larger context of that community. In this chapter I will discuss how to assess, establish, utilize and monitor your company’s social media presence. Then I’ll look more specifically at how to create a presence or campaign on larger social media networks like Twitter, Facebook, YouTube and LinkedIn.

### YOUR SOCIAL MEDIA PRESENCE

#### Steps to creating your social media presence

- 1 Assess your current social media presence.
- 2 Research potential social media networks to join.
- 3 Adapt your existing content to your chosen networks.
- 4 Strategically plan your overall social media campaign.
- 5 Craft your social media presence.
- 6 Create new content for social media.
- 7 Listen to your potential customers where they already are.
- 8 Engage with your customers.
- 9 Represent your product/service as part of the brand.
- 10 Measure your influence and tweak your approach.

## 1 Assess your current social media presence

Before you can figure out where you want to go with your social media marketing, you have to know where you are, so first things first: where are you? Most people I know say something like, “Well, I started a Twitter account a while back but I haven’t used it, and I don’t even remember the password,” or “I have a Facebook page but it’s been a while since I was there.” If that sounds like you, the first thing to do is stop worrying about it.

Make a list of the social media networks you are active in. And if you can dig up those old passwords through the clunky retrieval processes, it’s worth the ten minutes. Take some time to go back through the accounts and see what you posted, think about what you were trying to do, and how it felt to be on social media at all. Whether you stopped a while back, keep up with one or more accounts, or haven’t started at all, be honest with yourself about why – that is the first question to address.

## 2 Research potential social media networks to join

There are hundreds of different social media networks and sites that you can join. That doesn’t mean that you need to join all of them. What it means is you have a lot of choices to make.

The vast majority of the social media networks out there are geared toward niche audiences, or have become that way over time. For example, Sphinn.com is a social media network specifically for Internet marketing professionals. It’s designed for industry people to share articles, hold discussions, find events and network. If you’re looking for celebrity gossip or a new band, it’s not here. It will never be huge because it’s a niche market. But if you are looking for a way to connect with and learn from other Internet marketers, it’s ideal. The lower number of people is an advantage, rather than trying to hunt down the Internet marketers on LinkedIn or Facebook.

On the other hand, MySpace used to be the go-to personal social network. They lost that market for a variety of reasons, but they temporarily re-emerged as a destination for musicians and artists. This is where you find that new band, but not where you go to talk about search engine optimization.

Depending on who you want to reach, you'll want to research the best social media networks for your niche. Wikipedia ([www.en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://www.en.wikipedia.org/wiki/List_of_social_networking_websites)) has a good list to start with, and Googling your niche market with + social media will give you some options as well.

That said, I do recommend establishing accounts on Twitter, Facebook and LinkedIn and keeping them updated. Setting aside time each day to check each one is ideal, but checking each one once per week is the minimum. Remember, social media is intended to be real-time, i.e. a form of simultaneous communication, and it's social too.

### 3 Adapt your existing content to your chosen networks

Before you open new accounts, you need to get some content ready. While you may hear the mantra that "content is king," it's a little misleading. Having content ready and creating a schedule for its release is the ideal way to make sure you have something to contribute once you join the social media networks of your choosing. When you are researching those networks, get a sense of what other people are sharing. Look at your partners and competitors – how are they using social media? Links? White papers? Videos? The culture of what to share is most likely already established and will give you a good starting point for deciding what of your own content is ideal to share on other networks.

When you are deciding what to share and when, keep in mind that you can adapt some of your content. If you have a great PowerPoint

about sailing and you want to share it on YouTube, consider presenting it to your company as a speech and putting it on video. Or adapting it to a few key statistics or statements on each page and adding music. You get the idea.

#### 4 Cultivate your social media presence

Start by watching and listening to what is going on in the networks already. Spend a week or two just seeing what the culture is like and if you want to be part of the conversation. This will look different depending on the network, but making connections, engaging in interactions and promoting the content of other people in the network is an ideal place to start. Build the community first, then look at how your content fits in the mix.

Then, when you decide where to engage, I recommend starting out with a set of goals based on interacting. For example, you could set a goal of making 50 connections, having at least 10 conversations and re-sharing 10 pieces of content within the network during your first week. And while you're at it, don't share any of your own content.

No matter what your field, seek out current experts in the space, current customers, and current discussions or posts about your industry. What are people saying? What are the problems that they are having? What frustrations do you see?

From there, decide what problem your product or service solves and make that your role on the network. This will give you an angle for conversations, a connecting thread throughout the content you share and, eventually, a reason for people to seek you out.

Choosing something like "sailing" is much too general. You could end up sharing and talking about everything from the America's Cup to where to find the best repair shop on the coast. To craft a social media presence, take your personal or company mission statement and adapt

it to the network you are on – it will give you direction, purpose and, with time, a branded presence that people will begin to recognize.

## 5 Strategically plan your overall social media campaign

Yes, you can open a few social media accounts, fish around and hope for the best, but I don't recommend it. Think about the last time you went to a networking event and thought, well, I'll just go in and see who's there. Did you end up hanging out at the buffet and having a drink? Forget your business cards?

Don't let your social media experience be like that. Like any other endeavor, you want to have goals and a plan to meet them.

Start with one or two goals on a given social media network. Know what you want to do and who you want to meet, and make sure the content you create and share addresses those goals.

## 6 Create new content for social media

Once you have spent a week or two focusing on listening, interacting and understanding how the community works, it's time to start creating new content that is tailored to solving problems, crafting your personal brand, or deepening the connections you've already started.

If you've found certain problems that your product or service solves, package them in a way that is easy to share and that makes sense for your network. If you have found things you like that other people are doing, tailor those techniques to your own account and approach. If you've made connections, figure out what would take that connection to the next step – whether that's converting a lead, creating a business partnership, or offering advice.

Does that sound like a lot of work? It is. And just a few minutes ago you didn't think you'd have much to say on a social networking website.

## 7 Listen to your potential customers where they already are

I could have put this earlier in the list, but I think it's important to focus on this after you have started to create content. It's an easy trap to listen at the beginning, then just start creating content and churning it out, turning your social media into a broadcast network. Remember to listen as you go – it's how you started, and it will always be a bottomless well of ideas and direction for what you need to make and where you need to go next.

## 8 Engage with your customers

Some of this is listening, some of this is creating content that solves problems or converts leads, but what I mean by “engage” is to interact. When you come into contact with current or potential customers, be yourself. Be human. One of the truly amazing (and often difficult) things about social media is that it allows and sometimes compels you to interact as a person, not just as a business. Embracing that can be hard, especially for marketing departments, but it goes back to one of the core principles about social media – it's social. Remember, you're talking *with* people, not *at* them.

## 9 Represent your product/service as part of the brand

The idea of branding in social media is important, and everyone has a different version of why, how to do it, and what a good “brand” is. In the end, your “brand” is the culture around what you represent, the feeling you or your customers have about it, and the sum total of what all those interactions say about you.

Realize that just because someone has bought your product or used your service and been happy with it does not mean he/she becomes an instant advocate. Treating all of your interactions as if those people are

going to turn around and share their interaction with the rest of the network will keep you grounded – and a lot of times, those people will be sharing their sense and satisfaction level of your interaction. It's the double-edged sword that is social media.

### 10 Measure your influence and tweak your approach

I'll get into some specific monitoring service options later, and these will change depending on your campaign goals, but it's important to remember that you should monitor (from the beginning) and keep adjusting what you are doing based on what you find out. Social media requires a lot of adjustments along the way – it's like having a conversation – and there are social media monitoring solutions that range from free DIY versions to robust reporting structures. In the early stages you'll probably be doing a lot of adjusting, and that doesn't mean you're failing – it means you're learning.



## **HOW TO USE IT IN PRACTICE: DEVELOPING YOUR SOCIAL MEDIA PRACTICE**

There are four big social media networks that I believe everyone should be part of: Twitter, Facebook, LinkedIn, YouTube. In addition, there is a strong momentum building for geo-location, meaning that you can tie your social media interactions to a specific place. That area is building steam and has a variety of networks that I'll discuss at the end of the chapter.



# Twitter

## INTRODUCTION

Twitter was founded in 2007 by Jack Dorsey and Biz Stone. The problem they wanted to solve? They were looking for a way to share messages with everyone in the office at the same time that would work from their cell phones and was smoother than the clunky email list. They came up with Twitter and changed social media forever.

## TWITTER BASICS

Twitter is simple to use and doesn't take long to set up. And it's user-friendly. Whereas many people find it hard to blog because they don't think of themselves as writers, Twitter actually limits you to use only 140 characters per post (originally due to SMS texting limits).

Twitter is often called "micro-blogging," which is essentially using short communication snippets to do what blogs do – relate or comment on news, present views and opinions, or communicate with customers, colleagues and new people. Twitter is made up of 50 million+ users,

all of whom can say whatever they like and have the ability to listen to everyone else. The possibilities are incredible.

Twitter, like many things in life, has its own set of jargon and terminology. Unless you have used Twitter, it can seem baffling. The great thing is that the basic terminology is actually very limited. On Twitter, there are a few key terms to know when you're starting out:

- A “tweet” is a message you type into Twitter.
- To “follow” someone is to have their “tweets” published on your homepage. When you start, you follow people you know or want to know – that means anytime they tweet a message it shows up on your homepage stream. Once you start participating, other people will follow you and you'll have “followers,” which means everything you tweet will show up on their homepage stream.

People love the immediacy of the content and the ability to get involved. Have you ever been at a party and wanted to be in every conversation at the same time? Twitter offers you that ability and you will not miss anything.

If you are planning to use Twitter I would suggest you first consider what you are going to use that profile for. Who are you going to communicate with, and what will they want to engage you with?

The trend towards personalized business and connecting on a personal level with a customer or influencer about both social issues and business is increasingly important. Some people want to use Twitter for personal reasons as well as business – this can present a problem, because often your customers don't want to know the same information as your friends do, and vice versa. But as an individual marketer or

someone tweeting for your company, the sweet spot is finding the right balance of business-related content and personable touches.

Decide at the start what the purpose of your Twitter account will be. Is it work, personal, product- or service-oriented? Your bio information will be based on this purpose, as will the original sets of people you set out to follow.

## **@ ADVANTAGES OF TWITTER**

I have used Twitter to build great relationships. I have seen traffic to my blog increase in quality and have received targeted traffic that has led to business partnerships and sales within the first 20 days.

One good way to get an idea of Twitter is to follow some prominent Twitter users and just watch what they do. I recommend you follow me at [www.twitter.com/murraynewlands](http://www.twitter.com/murraynewlands) and other prominent Twitter users and choose the parts of our approaches you wish to take.

Unless you are Stephen Fry I do not care if you are having coffee! Do you care if I am having coffee? No, I thought not ... and you will unfollow me because you do not know me and don't care about the miniscule details of my life. Just because people hang on Stephen Fry's every "tweet" does not mean you or I can tweet like him. Think about what you are saying and to whom. Stephen Fry has an adoring fan base. You may have friends, colleagues, clients, business associates, your mom and your kids as your followers. I may be interested to know you are paying a visit to New York because I may be there. Others may not.

Another way of thinking about it is that you probably say things and talk in a different way to your mom than to your friends in a bar. Remember each audience is different.



## TWITTER OVERVIEW

Think of Twitter as a communication channel where others can comment on what you say and you can comment on what they say – it’s a conversation. Once you start to follow a few people and see what they are saying and they follow you back, it is very easy to join conversations. By all means say what you want to say but make sure it is interesting to those who are reading.

Twitter is not like Messenger with 140 characters, unless you are communicating to a very small group. You are communicating with the world at large even if at the moment there are only a few people reading your updates. What you say remains on the Internet as part of your Twitter account, so it is forever part of your brand.

You may want to select a small group of people to follow and get into conversation with before you venture too far, and have a public conversation with hundreds of people following you and those whom you are following.

Twitter may be confusing if you haven’t used it, but after 10 minutes most people I know have worked it out. It’s straightforward to understand and people I know have become very comfortable using Twitter in a short time.

But before you can start using it, you have to sign up.

## HOW TO GET STARTED USING TWITTER

- Step 1: Signing up. Go to Twitter and click on the “Get Started” button.
- Step 2: Follow the simple instructions to complete the process. Think carefully about what username you want to choose for

yourself – make sure it is something people will recognize and ideally something they would search for.

- Step 3: Add a picture. Choose a picture of you rather than a logo or picture of your product. People are much more likely to follow and interact with you if they are looking at the image of a real person, rather than a picture.
- Step 4: Add a URL. Under the “Account Information” tab you can add your URL. I added [www.murraynewlands.com](http://www.murraynewlands.com) because this blog is the hub of my online activity. Set this to the page you think would be most relevant to Twitter users from this account. If that is your company, then direct followers to that website. If the website is very general you may want to think about a special landing page just for people coming from Twitter. Newcomers to your profile may well check out your website and if getting them to your website is one of your objectives, then this is a critical step.
- Step 5: Add a bio. People follow people they like and think are interesting. This is the place to sell yourself. You have 160 characters to make a good impression and persuade them that reading further and even following you and listening to what you say is going to be of interest to them. If your bio reads “I am going to sell you stuff,” it is not going to attract many followers. If you just say “Hello,” that does not tell the user anything about you. Have a look at what other people say in their bios before deciding what to put in yours. I recommend making it clear what you do and adding a few words that will make you stand out.
- Step 6: Choose your password. This should be six characters long and not a regular dictionary word.
- Step 7: Devices. This is for connecting Twitter to your mobile phone, which is what Twitter was created for initially. If you enter your cell phone number here you’ll be able to text in messages to

your Twitter account. If you have a smartphone, there are numerous Twitter apps that are much better equipped to make using Twitter an easy and enjoyable process. You can have your Twitter messages sent to your mobile phone as texts. This is a great feature if you want to be updated while on the move. This can also get very expensive if you don't have an unlimited text or data plan, so I recommend using the email version for updates instead.

- Step 8: Notices. When you first get started you probably will want to receive all the notices and if you keep it to a small group of people you may want to keep the notices on. If you move beyond 500 followers you will probably want to turn the notices off. The more followers you have, the more followers you will get.
- Step 9: Your first post on Twitter. Posting on Twitter is very easy once you have an account. Go to the top of your homepage where you will see the question "What's Happening?" and post any message you like as long as it is only 140 characters long. Type your message in the box and then press update and it will be published to the world.

But before you start – STOP.

Think about your first post. What are you going to say? What impression do you want to give? Remember what you want to use this profile for. "What's Happening?" can mean so much to so many different people. If your boss/customer/supplier asked you, "What's Happening?" you would not say, "Getting coffee in Starbucks." You might say that to a friend. "What's Happening?" could mean launching a new project or planting a tree. What does it mean in the context of the profile you are building?



## ADVANCED FEATURES

### @ REPLIES

Once you are following people and they tweet messages you will see their tweets appear on your Twitter page. If you want to reply to something they twittered you can press the reply arrow on the side of the post as it comes in or you can use the @ sign and then their user name.

To send me a message, type @murraynewlands. Then you type what you want to say to me and press tweet. This message is visible to me and everyone else following you. If the other person replies in the same way you will be having a public conversation in front of all your followers, and theirs. Your followers can then enter into conversation with you, and theirs with them. That is how conversations spread.

To reply to me you would type:

@murraynewlands Thank you for your book about Twitter.

If you click the @Replies link on the right hand side of your Twitter page you can see all the users who have replied to you.

### DIRECT MESSAGES

You do not always want to send communications publicly for everyone who follows you on Twitter to read. You can send private messages directly to people who follow you. You can only send direct messages to people who are following you. The way to send a direct message is to type D then a space before the user name. To send me a direct message, I would need to be following you and then you would type:

D murraynewlands Thank you for your book about Marketing.

If you click the direct messages link on the right hand side of your Twitter page you can see all the users who have sent you direct messages. You will see a dropdown list of people to send direct messages to, but this is not the full list of people following you.



## **TWITTER EXAMPLES**

### **DELL: A CASE STUDY**

@Dell is one of the most famous and profitable examples of using Twitter as a sales vehicle. There are real people keeping tabs on their Twitter stream, answering questions and seeking out conversations about computers. The people working the account are there to answer questions, follow leads, and make the experience of looking for a computer online as personable as going to a store. Dell attributes over \$100 million in computer sales to their Twitter account.

### **@COMCASTCARES**

One of the other most famous examples is @comcastcares. Comcast is one of the largest cable providers in the United States. Cable television is something people love to complain about, and Comcast noticed that people love to complain about it on Twitter. So they created a team at the address @comcastcares to address those concerns the same way a customer service telephone line would. They started solving problems and set the tone for Twitter to be used for just this purpose. And they have been rewarded with status as an industry leading user and lots of happy messages from those who were complaining.



## ADVANCED USES OF TWITTER

- **#hashtags** allow you to denote a word or set of characters for a special purpose. They can be created by anyone and there is not a central registry of hashtags. These are particularly useful for groups or groupings and to enable terms to be searched. If I were planning a birthday party I would tweet “I am having a party on X at Y let me know if you can come #murrayp” Anyone wanting to see who else was coming would be able to search for “murrayp.”

This is typically used for conferences or topical discussions. For example, a Twitter conference may use #140tc so that it’s easy to follow a conference-wide conversation. Alternately, marketing professionals may add #marketing to their tweets when they want them to be found in the larger, industry specific Twitter stream.

- **Lists.** Lists are a relatively new feature on Twitter. It allows anyone to take a group of Twitter users and put them all on a list. For example, I may want to take all of the affiliate marketing bloggers I read and put them on a list called “affiliates.” Then anytime I want to see only what that group is tweeting about I can click on that link. In addition, if someone visits my Twitter page and they want to follow all of the affiliate bloggers that I follow, they can click on the link and follow the entire list. It’s a powerful way to get to know the people you follow.
- **Free Twitter profile designer.** Use pre-made backgrounds or design your own to create and personalize your profile. There are lots of free Twitter profile design sites. Twitter often has challenges with uploading images so you may have to be a bit patient. If you really want a customized Twitter background, there are people who you can pay to design one.



## THE FUTURE OF TWITTER

Twitter is expanding in several important ways.

- 1 **Real-time news source.** In addition to growing their user base, Twitter has changed its original purpose along the way. What was once seen as a way for groups of people to message each other soon morphed into a way for people who didn't know each other find and meet each other. Then it became a vehicle for people to get in touch with people who represented their companies, thereby personalizing their brand experience. Then it became a way for individuals to establish their own personal brand by documenting their conversations.

Now Twitter is changing into a new way to disseminate news. Around the world it is used as a tool for people with no other outlet to report on what is happening on their street, in their town, or inside their country. It personalizes news and will continue to do so.

- 2 **Real-time customer support.** For business it is doing the same thing. Customers now expect to be able to find and communicate with their favorite brands and companies on Twitter. It used to be a novelty for someone to find you there, now it's annoying for someone not to be able to find you there. That's the future – an expectation of real-time updates from your business. There really is no wrong way to do it, but it is wrong not to do it at all.

## **T TWITTER TOOLS AND RESOURCES**

### **SOCIAL OOMPH**

Goofy name but fantastic service that allows you to automate many of the repetitive features on Twitter and schedule updates to happen later.

### **MARKETMESUITE.COM**

Marketmesuite is one of several “Twitter clients” that helps you organize and better utilize Twitter through your computer desktop, rather than through the clunkier and very basic Twitter.com website.

### **WEFOLLOW (WWW.WEFOLLOW.COM)**

WeFollow is a directory of people on Twitter, sort of like a Twitter phone book. It will help you find people in different areas that you are interested in.

### **BIT.LY (WWW.BIT.LY)**

This is a URL shortening service that allows you to track links. They have a very easy account set up process. You can cut and paste long URLs and they will shorten them to under 20 characters. No matter where you put that URL, all of the clicks are tracked with real-time analytics under your account on their website.



## INTRODUCTION

With over 500 million registered users and more than 60 million daily status updates, Facebook has an enormous reach for any social media marketing campaign. While there are some privacy concerns, Facebook is set up for people to share things that they like with their friends – a marketer's dream.

With Facebook you can have two kinds of pages, a personal profile and a business page. I recommend setting both up – the personal page for yourself and the business page for your product/service/company. In this section I will focus on setting up a page for your business. To do this you will need to set up a personal page first. Facebook makes the process easy, and you can start right now.



## FACEBOOK BASICS

### SETTING UP YOUR FACEBOOK PAGE

- Step 1: Go to [www.facebook.com/pages/create.php](http://www.facebook.com/pages/create.php)
- Step 2: Choose what kind of page you want to set up. Most likely you will choose “Brand, product, or organization.” “Local business” is for a mom-and-pop operation and “Artist, band or public figure” is for just what it says.
- Step 3: Identify your “Product.” Facebook will provide you with a dropdown menu of options. Choose the most appropriate.
- Step 4: Create your page. Enter a name for your page (e.g. Your Company) and check the box that you are authorized to create this page. Then click “Create Official Page.”

Your page will instantly be created. Now comes the good part – you get to personalize it and turn it into something that represents your brand.

### BRANDING YOUR PAGE

- Step 1: Add a picture. Hover the mouse over the question mark in the upper left corner of the page. Click on it and it takes you to your photo page. You don’t have anything there yet, so click on “Change Profile Picture.”

From there you will get a screen that allows you to upload a picture from your computer. Choose one that is square or close to square, as you will need to crop the image to make it fit in the box that Facebook provides.

- Step 2: Add Basic Info. Just under the picture, there is a section that reads: “Write Something about Your Company.” Click on those words and a blank text box will come up. In this box write a one sentence description of your product/service/company. Then write another sentence about what the purpose of your Facebook page is so that people know what to do when they are on the page.
- Step 3: Edit Info tab. At the top of the screen there is a series of tabs. Click on the “Info” tab. Then click “Edit Information.” In this section you will be able to add your founding date in the “Basic Info section.” Under “Detailed Info” you can add links to your website, a brief company overview, your mission statement and a brief overview of your products.
- Step 4: Edit Photos tab. Click on the “Photos” tab. This tab allows you to create different galleries of photos. I recommend creating a gallery that showcases your product/service in action, and a second gallery that has you or people you work for interacting. The first gallery will give your visitors images of what you do and the second images that humanize your brand.
- Step 5: Edit Discussions tab. Click on the “Discussions” tab. In here you can begin discussions like a chat room. It’s a good place to ask questions like “How do you use our product?” or “What new products would you like to see?”
- Step 6: Add Video tab. Click on the “+” sign at the end of the tabs. Click on “Video.” This will allow you to upload videos of yourself talking about your product or introducing yourself to your customers.

- Step 7: Add Notes tab. Click on the “+” sign again and click on “Notes.” Notes are like blog entries – when you write and publish them they are immediately posted on all of your fans’ homepages. This can be a great way to keep people updated on new ideas, innovations, and changes within both your company and your industry.
- Step 8: Add Events tab. Click once more on the “+” sign and click on “Events.” This will allow you to create event invitations for events you want your fans to attend, or online happenings that you create about your product/service/company.



### **EXAMPLE**

#### COCA-COLA ([WWW.FACEBOOK.COM/COCACOLA](http://WWW.FACEBOOK.COM/COCACOLA))

One of the largest companies in the world has not only one of the best Facebook fan pages, but one of the best stories behind that page. If you go there, you'll find an extremely engaging page with a beautiful custom Welcome tab. You'll find thousands of comments every day and you'll find a commitment from Coca-Cola to keep their global brand healthy and alive. And the most wonderful part is that the page itself, with well over 10 million fans, was started not by the company but by two fans who loved Coke and wanted them to have a presence on Facebook. And what did Coca-Cola do when they found this out? Did they try to push the two aside and take over the fan page? No. In true social media fashion, Coca-Cola flew the page administrators to the Coca-Cola corporate headquarters in Atlanta and started working alongside them to keep the conversation going.



## ADVANCED USES OF FACEBOOK

- **Facebook Ads:** Once you have started a Facebook fan page for your business and have a consistent posting schedule, some interaction and a fan base, promoting that page through Facebook Ads to grow your fan numbers makes a lot of sense.
- **Contests and polls:** After the initial wave of getting people you know and big fans of your business or product to “Like” your fan page, you’ll need to do something to keep them engaged. I recommend holding contests, asking questions, or holding polls on the fan page. There are a number of services available to help you set these up and track the results.
- **FBML:** Facebook Markup Language (FBML) is like HTML, the programming language, but adapted to work on Facebook. FBML is an application that you can add to your Facebook page that will allow you to create custom pictures, links and messaging for new tabs that you can also create. While not completely as versatile as a website, you have a significantly larger number of options and it makes any tab highly customizable.



## WHAT THE FUTURE HOLDS

### PLACES

Facebook entered the location-based arena in the summer of 2010, and with their 500 million people, the use of the service is sure both to expand and redefine what the location-based services are capable of doing. Facebook already has a massive amount of data from user profiles that they use to make advertisements very targeted – expect

them to make the same kind of targeting available to businesses based on the locations that Facebook users frequent.

## CONNECT

Facebook Connect is already utilized widely around the web for people to register or log in to a variety of sites and networks. This will grow, and I think it will grow to be used for payments. Facebook is integrating everything from gaming to shopping.

## “LIKE” BUTTONS

In 2010 Facebook also introduced “Like” buttons to be used anywhere on the Internet, not just in Facebook. These “Like” buttons will be integrated into Facebook’s ability to help marketers target preferences. Like “Places” and “Connect,” the Facebook “Like” buttons are an incredible source of information for marketers.



## **FACEBOOK TOOLS AND RESOURCES**

INSIDE FACEBOOK [WWW.INSIDEFACEBOOK.COM/](http://WWW.INSIDEFACEBOOK.COM/)

This blog is focused on everything new you need to know as it happens for developers and marketers – it gets deep into Facebook.

FACEBOOK BADGE [WWW.FACEBOOK.COM/BADGES/](http://WWW.FACEBOOK.COM/BADGES/)

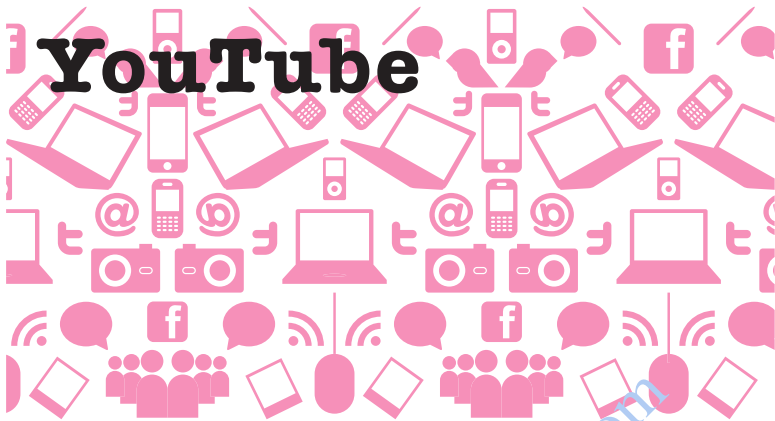
This is a simple badge that you can use to promote your Facebook fan page. People can add it to their pages anywhere on the Internet, and it

links back to your Facebook page. It's a great way to get some visibility and increase traffic.

## FACEBOOK INSIGHTS

Get to know the analytics that Facebook provides for your page – the metrics, charts and numbers they track for you are impressive, and are all available to you for free. To get there, just click “See all” under “Insights” on the left column of your fan page.

<http://www.pbookshop.com>



## INTRODUCTION

**Y**ouTube is just what it says – you on the tube. By now you’ve heard of it – the basic concept is that anyone can make a video and upload it to the Internet. Popular videos get anywhere from tens of thousands to tens of millions of views, each one the envy of any and every marketer.

It was founded by three employees of PayPal in 2005. They registered the domain name on Feb 15, 2005 and by December they had venture capital funding and took the company live. From there they continued growing and were eventually purchased by Google.

## YOUTUBE BASICS

For marketing, YouTube is important because it gives any person or company the ability to reach customers or potential customers through video. There are a few key ways in which YouTube can expand your ability to reach your target market.

## KEY WAYS TO EXPAND YOUR TARGET MARKET

### 1 Viral video

Viral video means a lot of different things, depending on who you ask. The word “viral” is taken from medical parlance. A virus spreads exponentially as people exposed to the virus pass it on. The same idea is true with a video that “goes viral.” If you can create a video that is entertaining or has an important message, people will want to share that video with their friends, family and colleagues. In this way, you can spread your marketing message in an entertaining fashion, giving you a wide exposure as the video is passed from person to person through people that they trust. Coming from someone they know, they will trust the message in that video more than if they saw it as a commercial or on your website.

### 2 Vlog

Vlog is short for Video Blog. YouTube allows people or companies to create videos, and stringing those videos together or creating a group of videos around a central theme can be a powerful way to convey your messaging through video. There have been many Vlog celebrities with wildly popular Vlogs, essentially creating their own television shows that are disseminated through YouTube. While your product or service may not have the entertainment value that many of the popular Vloggers do, you can still reach your target audience with a series that presents your messaging in an entertaining way. Incorporating video into your company blog or creating a separate YouTube channel is yet another way that YouTube can get your content out there.

### 3 Interviews

A YouTube channel for your company or service allows you to hold conversations with other prominent people in your industry. I use

short video interviews as a way to connect with other people in the marketing industry and introduce them to people on my blog. One of the key features of doing this means that the people you meet at conferences will want to see the video or interview you make of them, so that creates traffic for your blog. Not only that, there is a good chance that they will want other people to see their interview. If they pass an interview on with a link, or even embed your interview into their blog, you have the seed of a viral video.

#### 4 Personalization

Making videos of yourself to post on YouTube allows you to personalize your business, product or service. People will then have a way to put a face and a voice to what it is that you do – and that can let them feel that they know you and what you do even better than just reading about it on your website.



### **HOW TO USE IT IN PRACTICE**

YouTube makes it easy to set up an account and post videos.

- Step 1: Create a video and save it in .mp4 or .mov format. When you create your video keep in mind that YouTube has a ten minute time limit, so keep your video somewhere under that.
- Step 2: Go to YouTube.com.
- Step 3: Open a user account and follow the instructions.
- Step 4: Click on “Upload” at the top of the screen.
- Step 5: Click on the yellow “Upload Video” button, choose the video from your computer, and click “Open” or “Save.” As they say, your video can be:

- High Definition
- Up to 2 GB in size.
- Up to 10 minutes in length.
- Step 6: Name your video. In this step, use your personal name, the name of your company, or the name of your product. If you can fit all three, do it.
- Step 7: Tags. Just like you are writing a blog entry, you want to add the keywords you use across the web for your product/service/company.
- Step 8: Description. It's important to use keywords in your extended descriptions here as well. But also, make sure that your description is to the point. Only the first 100 characters or so will appear beneath your video, so keep your basic description to one concise sentence.

## EXTENDED USE CASE

For many small business and marketing bloggers, you'll want to use your videos in as many places as possible. If you are a blogger, you want to use video on your blogs. It has the advantage of personalizing your interview, giving a face to the two voices and, if you are talking about a product, you can turn that product over in your hands, giving a 3-D visual that is much more relatable than the 2-D classic advertisements.



### EXAMPLE

#### LONELYGIRL15

LonelyGirl15 was one of the first and more successful uses of YouTube as a viral marketing vehicle. Jessica Lee Rose, an American-New

Zealand actress, posed as a 19-year-old home-schooled girl. At first it was presented as if the character, “Bree,” was a real person. As time went on, people became suspicious of LonelyGirl15 being a hoax or a promotional ploy, and the character garnered a lot of press as people tried to figure out if she was real or not. The producers behind the hoax used the publicity to very successfully launch a web series. Eventually, LonelyGirl15 also became one of the first series to utilize product placement. They featured both Hershey’s Icebreaker’s Sours Gum and Neutrogena products in the web series.

## GENERAL HOW-TO VIDEOS

YouTube is full of how-to videos, for everything from applying make-up to how to pick a lock. Creating one of these can cut your customer service needs, create more exposure for your product, and give bloggers and other members of the press easy access to a demo of what you do or create.



## ADVANCED USES OF YOUTUBE

### TAGS

When you are uploading a video onto YouTube, the “tags” section is extremely important. Not only does it allow people to find your video, but it sets the stage for where your video will show up in the Google search function. Consider your keywords here carefully, focusing on what you want people to find your video for. In most cases, people will not search for a company or product by name, especially if you are not a big brand. What people do search for are How-To videos or Best Of videos. If you can figure out a crossover with one of those kind of videos

or a way to create videos about your business that fit that format, do it. And then tag it appropriately.

## VIDEO PROMOTION

YouTube has a featured video section on their homepage. They feature some videos based on what the editors like, and you can submit your video for consideration to be featured. If you can make a video that stands out, is well made and has some kind of unique feature, you will increase your chances of being featured.

## PRODUCT PLACEMENT

If your product is something that people could feature in a video, it could be to your advantage to find Vloggers with large YouTube followings of subscribers and donate your product for use. Alternatively, finding Vloggers who are speaking to your niche market is equally effective.



## WHAT THE FUTURE HOLDS

YouTube continues to gain on traditional television. In the future, I expect it to become as important, if not more so, than other broadcast mediums. Recently they laid claim to actually getting more viewers during prime time than mainstream television did. This means that people are turning to web video, and especially YouTube, to choose what they want to watch. Because YouTube allows people to purchase

ad space at the bottom of their videos, identifying what your target audience is watching enables you to get your message to those people in much the same way that traditional television advertising did.

YouTube continues to play a big role in any kind of performing art, like music or dance. It is easily shareable and has helped stars like Lady Gaga and Soulja Boy achieve much faster rises to popularity than would have been possible with only traditional media available – possibly enabling them to become the stars they are in the first place.

## **T** **YOUTUBE TOOLS AND RESOURCES**

### **A MAC**

If you are really serious about making videos, especially for the web, it's the perfect excuse to switch over to the Apple world. An Apple MacBook will come with built-in video software that will make it easy for you to create and edit footage.

### **FLIP VIDEO**

If you are a Blackberry devotee, your best option for creating video that's easy to upload is to get a Flip video camera. A good model will cost \$150–\$200 and it will make professional-quality video that is simple to upload to your YouTube account.



## INTRODUCTION

LinkedIn is a social media network created specifically for business relationships, especially around job search. It's a place where, in a sense, resumés come alive and speak to each other. It's a place to find a job or find employees, but most important, it can be a hub for your business history on the Internet.



## LINKEDIN BASICS

LinkedIn is a social network specifically aimed at people in professional careers. It has three main functions:

### 1 JOB SEARCH

This can work both ways. People looking for a job will use LinkedIn to look for other people who are in their field and try to make a connection. With free accounts you can't send a message to someone you're not connected to already, but you can find out some basic information,

and you can send a request to get connected. Along with that request, you can personalize your message to start a conversation.

In the ongoing job search market, LinkedIn serves as a living resumé. People can update their LinkedIn account and keep an active list of what they have done and what they are doing. You can link your Twitter account so that what you are doing on that network becomes part of your LinkedIn page as well.

## 2 PROFESSIONAL GROUPS

One of the key ways people connect on LinkedIn is through the Groups. Because LinkedIn is aimed at professionals, the Groups are organized around what people do in their careers. This is an ideal way to meet and form relationships with other people in your field and industry. Through those connections, business partnerships can be started, personal brands created, and you can keep yourself abreast of everything new that is happening in your industry.

## 3 PARTNERSHIP CONNECTIONS

LinkedIn has a feature that keeps track of what degree of connection you have to the people on your list – 1st, 2nd, and 3rd. It will suggest other people that you are connected to through your current connections. You could very well discover that you are connected to someone through a former or current colleague, and when you need to reach out and work with someone new, you can ask your colleague to introduce you. Beyond that, LinkedIn has a feature where you can write references for people you have worked with and they can write references for you. In this way, you can utilize your network to create an ongoing set of references from people in a very public space. When others are

looking at your online life, these recommendations can prove a powerful way to represent yourself as trustworthy and a good person to do business with.



## **HOW TO USE IT IN PRACTICE**

LinkedIn is about establishing and maintaining business relationships – not about hosting your resumé online. Remember this when you begin setting up your profile and thinking about how to use the network available.

That said, here is how you get started:

- Step 1: Visit the homepage and fill out the “Join Today” box. When you choose an email address to use, make sure it is the one that you primarily use for business, as this is where your updates will go.
- Step 2: Enter basic information about where you live and work and what company you work for. LinkedIn will auto-fill the fields where you enter your company information – this will work to your advantage later when you want to connect with other people in your company.
- Step 3: Enter your email address. Go through the steps to authenticate your email address. Make sure to remember your chosen password, as you will need to log in when it brings you back from the email message.
- Step 4: LinkedIn will then suggest people you may know based on the information you’ve already entered. I propose reaching out to all of the people they suggest that you do recognize.

- Step 5: Complete your profile. Once you put in this basic information, you will be able to go to the Profile tab on the top menu bar. LinkedIn makes it very easy and straightforward to find where to fill in the rest of your information. It can take a while to do this, so allot at least an hour when you want to go in and create your account. You don't want to start, invite people to connect with you, and then leave your account close to empty because you get busy. There is a bar with a percentage on the right side of the page that will tell you how "complete" your profile is.
- Step 6: Answers. When you have your profile filled out, click on the Home tab in the top menu bar. On the lower right-hand part of the screen is the "Answers" section, where people in related fields have asked questions. I recommend this to be one of the first things you do to get yourself involved in the community.



## ADVANCED USES

### GIVE AND ASK FOR RECOMMENDATIONS

Once you have your profile filled out, LinkedIn will probably still not list your profile as 100% completed. You'll need to get recommendations from other people who are on LinkedIn. I love that they consider this as part of the way that you fill out your profile, rather than as an add-on that is used later. It speaks to the inherent social nature of LinkedIn, and the emphasis on relationships.

The first step in getting recommendations is giving them. Use the people search function to find others you've worked with. LinkedIn will scan your email contacts, and that's the best way to get started. After that, start searching for names of people you have worked with in the past or currently worked with that you respect and have a good

relationship with. These could also be people you've met on Twitter that you've created partnerships with. Write up recommendations for those people. Some of them will offer to write a recommendation for you back. Alternately, follow up with them a few days later and ask if they would be willing to write one for you, but keep in mind that not everyone is comfortable doing this. Don't take it personally if they choose not to recommend you.

## ANSWER QUESTIONS

LinkedIn has many industry-specific chat rooms and groups. People will often ask questions or start discussions around things they are learning about or trying to figure out. Answering these questions frequently is a great way to position yourself as an expert in your field, and it will come in handy later on when you are looking to connect with new people if they recognize your picture and name from industry groups.



## WHAT THE FUTURE HOLDS

LinkedIn has established itself as the go-to resource for people to look for and vet new talent for new hires or partnerships. The user-base will continue to grow, and become more and more important as people entering the workplace utilize LinkedIn to build their online and social media resumé.

With the world economy continuing to be difficult, I envision the new strategies for how people connect and cultivate those connections starting or codifying on LinkedIn. Understanding how people

are using LinkedIn to pursue or maintain business relationships will remain critical.

## TOOLS AND RESOURCES

LinkedIn does not have the kind of tools or add-ons that other social networks have, but there are some good places to stay up on what's new in the LinkedIn world and learn how to use the network:

- **LinkedIn webinars:** ([www.learn.linkedin.com/training/](http://www.learn.linkedin.com/training/)). They actually run a great series of their own LinkedIn webinars that will give you the basics and help you create it.
- **LinkedIn Intelligence Blog:** ([www.linkedinintelligence.com/](http://www.linkedinintelligence.com/)). Billed as “The unofficial source for all things LinkedIn,” the updates are incredibly helpful in making LinkedIn work for you and your business.

<http://www.pbookshop.com>