


# Social Networking = Social Marketing

Twitter, Blogs, FaceBook  
& More...

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# Website Timeline



00's	<ul style="list-style-type: none"><li>• Multi-Platform</li><li>• Web 2.0 – Interact</li></ul>
90's	<ul style="list-style-type: none"><li>• Windows/Mac</li><li>• Web 1.0 – Static</li></ul>
80's	<ul style="list-style-type: none"><li>• BBS</li><li>• Dos</li></ul>

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1970 – Military Only

1995 – 16 million

2000 – 360 Million

2009 – 1.7 Billion

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**Social Networking = Social Marketing**

# What is Social Networking?

- Is the use of social media software to create or maintain connections
- It is more than just marketing because it includes requires the development of relationships based on shared interests
- A dependant on common values/interests/objectives
- More targeted then other promotions

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<input checked="" type="checkbox"/> Facebook	<input checked="" type="checkbox"/> Twitter	<input checked="" type="checkbox"/> LinkedIn	<input checked="" type="checkbox"/> MySpace	<input checked="" type="checkbox"/> Google
<input checked="" type="checkbox"/> YahooBuzz	<input checked="" type="checkbox"/> RSS	<input checked="" type="checkbox"/> email	<input checked="" type="checkbox"/> Print	<input type="checkbox"/> 豆瓣
<input type="checkbox"/> 豆瓣九点	<input type="checkbox"/> Add to favorites	<input type="checkbox"/> BarraPunto	<input type="checkbox"/> Bitacoras.com	<input type="checkbox"/> BlinkList
<input type="checkbox"/> blogmarks	<input type="checkbox"/> Blogosphere News	<input type="checkbox"/> Blogplay	<input type="checkbox"/> blogtercimlap	<input type="checkbox"/> connotea
<input type="checkbox"/> Current	<input type="checkbox"/> del.icio.us	<input type="checkbox"/> Design Float	<input type="checkbox"/> Digg	<input type="checkbox"/> Diggita
<input type="checkbox"/> Diigo	<input type="checkbox"/> DotNetKicks	<input type="checkbox"/> DZone	<input type="checkbox"/> eKudos	<input type="checkbox"/> Fark
<input type="checkbox"/> Faves	<input type="checkbox"/> Fleck	<input type="checkbox"/> FriendFeed	<input type="checkbox"/> FSDaily	<input type="checkbox"/> Global Grind
<input type="checkbox"/> Gwar	<input type="checkbox"/> HackerNews	<input type="checkbox"/> Haohao	<input type="checkbox"/> HealthRanker	<input type="checkbox"/> HelloTxt
<input type="checkbox"/> Hemidemi	<input type="checkbox"/> Hyves	<input type="checkbox"/> Identi.ca	<input type="checkbox"/> IndianPad	<input type="checkbox"/> Internetmedia
<input type="checkbox"/> Kirtsy	<input type="checkbox"/> Iaaik.it	<input type="checkbox"/> LaTafanera	<input type="checkbox"/> LinkaGoGo	<input type="checkbox"/> LinkArena
<input type="checkbox"/> Linkter	<input type="checkbox"/> Live	<input type="checkbox"/> Meneame	<input type="checkbox"/> MisterWong	<input type="checkbox"/> MisterWong.DE
<input type="checkbox"/> Mixx	<input type="checkbox"/> MOB	<input type="checkbox"/> MSNRReporter	<input type="checkbox"/> muti	<input type="checkbox"/> MyShare
<input type="checkbox"/> N4G	<input type="checkbox"/> Netvibes	<input type="checkbox"/> Netvouz	<input type="checkbox"/> NewsVine	<input type="checkbox"/> NuJIJ
<input type="checkbox"/> PDF	<input type="checkbox"/> Ping.fm	<input type="checkbox"/> Posterous	<input type="checkbox"/> Propeller	<input type="checkbox"/> QQ书签
<input type="checkbox"/> Ratimarks	<input type="checkbox"/> Rec6	<input type="checkbox"/> Reddit	<input type="checkbox"/> Scoopio	<input type="checkbox"/> Segnalo
<input type="checkbox"/> SheToldMe	<input type="checkbox"/> Simpy	<input type="checkbox"/> Slashdot	<input type="checkbox"/> Socialogs	<input type="checkbox"/> SphereIt
<input type="checkbox"/> Sphinn	<input type="checkbox"/> StumbleUpon	<input type="checkbox"/> Techmeme	<input type="checkbox"/> Technorati	<input type="checkbox"/> ThisNext
<input type="checkbox"/> Tipd	<input type="checkbox"/> Tumblr	<input type="checkbox"/> Upnews	<input type="checkbox"/> viadeo FR	<input type="checkbox"/> Webnews.de
<input type="checkbox"/> Webride	<input type="checkbox"/> Wikio	<input type="checkbox"/> Wikio FR	<input type="checkbox"/> Wikio IT	<input type="checkbox"/> Wists
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# What isn't Social Networking?

- An opportunity to force feed sales information to people
- A new form of spam
- An open tap to send out your marketing materials and sell, sell, sell
- A waste of time
- Difficult/Complex

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# Why Should I Care?

- Social Networking sites are engaged by ever increasing numbers of people – of all ages, demographics and target markets
- Create a strong connection and have the ability to foster a strong brand relationship based on trust and shared goals
- Are fast, easy, and highly efficient communications tools to setup and manage

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# Some Basics

- Social Networking Sites
- Wikis and other information shares
- Blogs
- Free Media
  - Article Sites
  - Video Sites
  - How-to Sites
  - Presentation Sites

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# Facebook

- Finding and connecting to friends, family, people with similar interests
- Do you own your name? your business's name?
- The double edged sword, be careful how you setup or you will have things on your wall that you would rather not (like gum under the desk)
- <http://www.facebook.com/toddreade>

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## News Feed

Edmonton, AB

ARPA

Status Updates

Photos

Links

More

News Feed [View Live Feed](#) 3

What's on your mind?

**Zac Melnychuk** has pretty much lost everything on his hard drive..... thanks ALEX!11 hours ago · [Comment](#) · [Like](#)

Alex Dickinson likes this.

**Zac Melnychuk** oh u would like it wouldnt u.... lol  
10 hours ago**Lee Hancock** ooh man. boonstock next summer, please tell me you're all going again? :Obtw, hey, it's been a while haha.  
5 hours ago

Write a comment...

**Rob Browatzke** is enjoying time at Boots with friends...Halloween on Saturday with Luci Fur and friends!10 hours ago via Facebook for BlackBerry · [Comment](#) · [Like](#) [View all 5 comments](#)**Christopher Charles Depatie** i have many dear friends but they are there to watch and not perform...  
7 hours ago**Christopher Charles Depatie** i think you should call me missy, i'll be up till 3  
7 hours ago

## Suggestions

[See All](#)**Neatthings-Boutique Shop** ✕

3 people are mutual friends.

[Add as Friend](#)**Kent Loree** ✕

Help make Facebook better for him.

[Write on His Wall](#)

## Sponsored

**Canada Remembers** ✕

Make remembrance more than something you feel. Make it something you do.

2,811 people are fans of Canada Remembers.

[Become a Fan](#)

## Events

[See All](#)

Kyle Soderquist's birthday Today

Casey Martin's birthday Saturday

## Connect With Friends

[Invite friends to join Facebook.](#)To find people you know who are already using Facebook, check out the [Friend Finder](#).*Todd Reade Projects Inc.*

# Twitter

- Micro-blogging site, where you “tweet” what you’re doing/thinking/feeling
- Why you want to control a lot of these... anything relevant to you
- Post and post often, but leave time for followers to react, again be social, and react to their reactions 😊 Build a relationship
- Twitter posts also get indexed by Google and Yahoo creating more benefit to you
- <http://twitter.com/toddreade>

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Login Join Twitter!

Hey there! **toddreade** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **toddreade's** tweets.

**Join today!**

Already using Twitter from your phone? [Click here.](#)



**toddreade**

Name Todd Reade  
 Location Edmonton, Alberta  
 Web <http://toddreade.com>  
 Bio Management Consultant

2,311 2,103 1  
 following followers listed

Tweets 926

Favorites

Following



Affiliate Marketing- Most Profitable  
 Affiliate Internet Marketing Tips:  
 Affiliate marketing sprang up for selli..  
<http://bit.ly/2VBnMJ>

about 1 hour ago from twitterfeed

Conversion Hub Pioneers True Performance Based Conversion  
 Marketing: Measurable and Transparent Performance of ..  
<http://bit.ly/UmkWZ>

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# Linkedin

- For professionals, by professionals
- Great connection site full of industry forums
- Also a great place to discover other professionals
- <http://www.linkedin.com/toddreade>

# Wikis

- Creating a common language for your users, clients, staff, and partners
- Example: Disney...
  - You're not staff, you're a "cast member"
  - You're not a supervisor, you're a "leader"
  - You "educate" you don't train
  - You are not fired, you're "encouraged to seek your happiness elsewhere"

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# Blogs

- Wordpress, Blogengine, reBlog, Movable Type, etc.
- Even if you already have a website you need a blog page
- Search Engines LOVE Blogs because the content changes more often

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# Blog Tips

- Don't use dates on your posts, that way things are always fresh to someone that recently discovers your site
- Make sure you have a xml sitemap (Google loves these, as does Yahoo)
- Spam Blocker on HIGH, and always review every comment, before you post it
- Add social media links so that people can forward you on easily >> the people that they send to may visit your site

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# Free Media:

- The prime benefit of free media is that every post creates a link back to your site
- The more incoming links to your site:
  - The higher you rank in search engines
  - The more ways that people with similar interests can find you or your product/service

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# Ok, I knew all this before...

- The real benefit today is making the most of all the options, we're going to discuss:
  - Work Smarter, not harder and only do things once
  - Use content more than once
  - Create Linkages so that you are on top

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# Doing things once

- Tie your Feeds, Twitter and Facebook together so that if you post in any one location, that post reflects to all your other sites
- Be careful not to post a bunch of junk through feeds (remember create VALUE not SPAM)

# Some things are better done more than once

- Develop Content Once (this Presentation) and post it lots of places (IE) but each place needs to be slightly re-written so that it looks fresh (these sites demand this)
- Then Make a PowerPoint from your information and post that
- Then make a video of your PowerPoint and post that

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# Socialmoorph

- This site allows you to prep posts in advance (great for time management) and to have posts re-occur periodically (great for sales pieces)
- It also ensures that you follow everyone that follows you (good thing as you have a 10% allowance between followers and following) and sends cheat messages on your behalf

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# RSS Feeds

- I use RSS feeds in two ways:
  - If there is a great feed that can bring relevant content to my site automatically (WWA > Aqua-edu) then that's great
  - Or if you create an excellent feed (website) and then push diverse postings into your site this works well too
  - Again watch for high value and low spam

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# Always complete a Profile

- This is about you (or your company/organization) so fill in the profile and make it compelling, keep it up to date as well, this help people find you

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# The golden rule of social networking

- For **every post** that you send out about a product, service or event (trying to sell) you should send out **between 4 and 10** pieces that are of informational benefit

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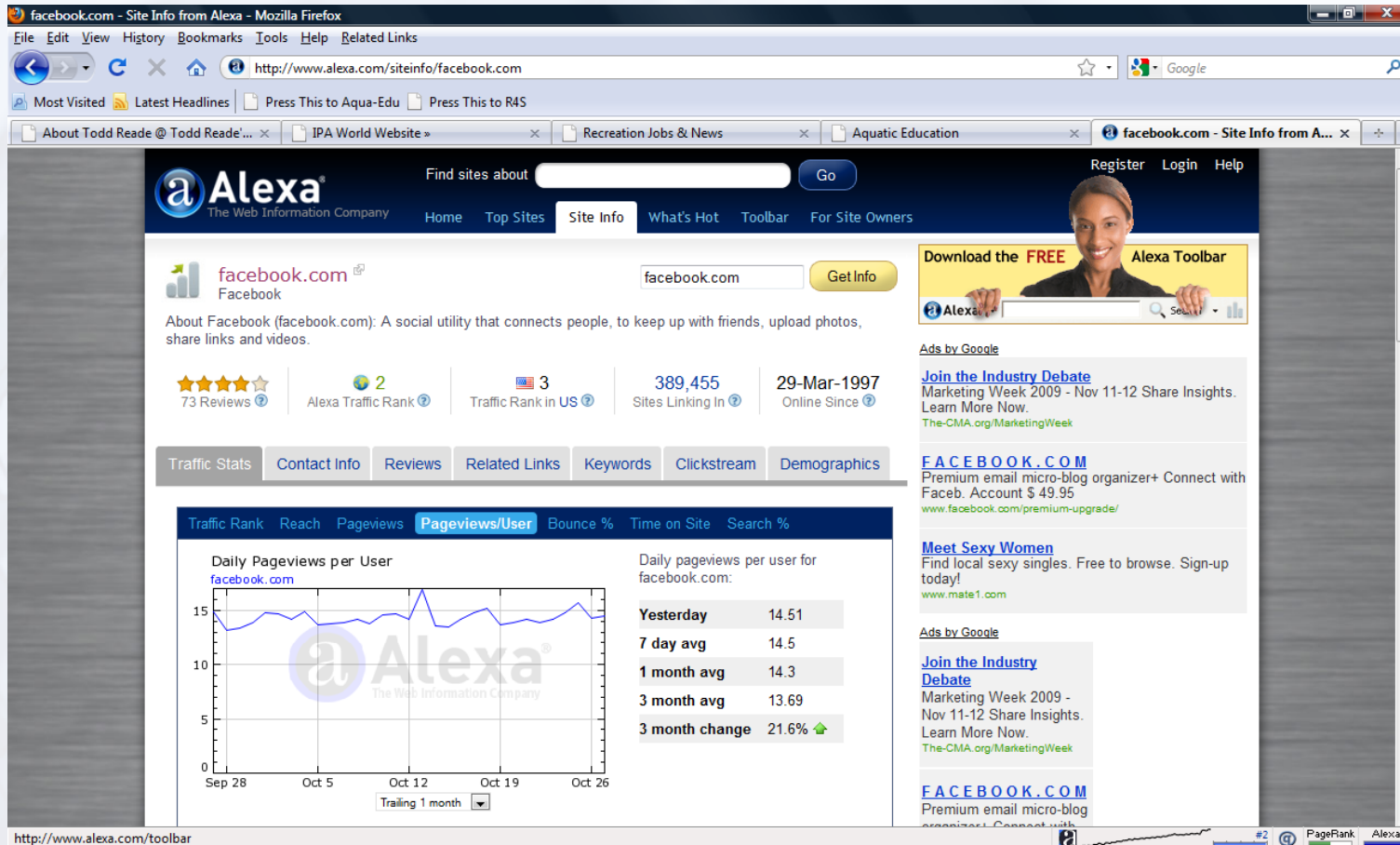
# Integration

- Make sure your email signatures (on everything) includes all your social media links so that people can follow you easily and in the format that is most convenient to them

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# Other Great Tools: Alexa.com



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# Shrink

- Budurl
- Bit.ly
- Every URL can be identified and tracked. So every shrunken URL is monitored in your back office, so you can see exactly how many times it was clicked on.

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# Give Your Followers Value

- In the social marketing world, people get to choose whether to follow you or not. Your “Tribe” can be fickle, and you’re only one click away from being deleted! Harsh? No, just reality.
- The up-side is that most of your competitors aren’t doing it right, so it doesn’t take much to become a valued member of your community and build a following.

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# UNWRITTEN RULE

- Avoid sending people directly to a sales page!
- Think of social networking like one big PARTY! Mingle, have fun, and yes, network. But nobody likes the person who's all business at a party.
- So a fantastic way bring them into your world naturally is to send them to your blog first. It's more personal, you can choose exactly the right content to promote, and it's a friendlier, less "salesy" place.
- Include an offer or give-away at your blog, something that they can choose to opt in for.
- One interesting aspect of web 2.0 (the interactive web, as opposed to the old sites where you couldn't interact or leave comments) is that as marketers we focus a lot of our energy with Social Media (web 2.0) with the intent of building our very web 1.0 e-mail list!
- It's a paradox, but the fact remains that building a massive e-mail list is still a very important goal, and should be an important focus of all your marketing.

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# Ways Of Providing Valued Content

- 1. Ask questions!
- 2. Answer questions that your followers have.
- 3. Share a “Tip of the day”
- 4. Share helpful tips for your industry.
- 5. Tell a joke.
- 6. Share quotes.
- If you provide lots of value, your followers won't mind when you insert a “money tweet.” Especially once they know, like and trust you, they will understand that you wouldn't recommend anything that you haven't thoroughly tested and have a personal testimonial of.

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# Thoughts

- Delicious.com (Link Social Marketing)
- Safe Lists
- Facebook.com
- LinkedIn.com
- Wordpress
- phpBBS
- subDreamer
- Tweet
- Tweet Later
- **Your link:**  
<http://followe.rs/fF6>
- <http://ping.fm/>

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# Other Stuff

- [Twitter grader](#)
- [Tweetbacks](#)
- [Twitter Counter](#)
- [Twitter Feed](#)
- [Friendorfollow](#)
- [Twollow.com](#)
- [Google.com/alerts](#)

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