



Laura DeMeo

Cross the finish line with
social media marketing



SOCIAL MEDIA MARKETING Training SERIES

twitter

LEG 1

Twitter Domination

How to use Twitter to grow your business



Introduction

Hello my name is Laura DeMeo and I am a Social Media Marketing strategist. My specialty is helping Race Directors explode their businesses by creating buzz around their races using social Media and word of mouth marketing.

I do this in part because I am a competitive athlete myself. My passions include trail running, cycling, ultra running, Triathlons. I have raced in 6 ironmans including my long time goal– the world Championships in Kona Hawaii! After taking a year off from racing last year, I have the bug again and am currently training for Ironman Canada!

But I also do this, when I could do anything else, because I believe that racing is where it all comes together, where mind meets body. It is a powerful reflection of one's physical threshold and mental fortitude. I believe we are made to go far beyond what we imagine is possible for ourselves, and to do that, we must condition our minds and break every conceivable limitation we ever thought we had so we can make a difference in the world.

Because of this, it is my passion to support race directors in creating events that help athletes push beyond every one of their limitations, and social media marketing is the very best way I know to help them succeed. I am very excited to help you take your business to the next level!

Laura DeMeo



How would you like...?

How to use Twitter to build your business

How would you like to BUILD your business just by sheer opportunity of connecting with new people who have never heard of you otherwise..... And to be able to build relationships that ultimately turn into business transactions?

How would you like to get hundreds of new customers with out spending a lot of your Time and Money-- just by **Word of Mouth**... ..(developing raving fans that help spread the message for you with any extra effort)?

How would like to discover how to use Twitter as powerful Marketing strategy for your business?

Laura DeMeo



In this training you will learn:

- What is Twitter and Why it is important
- How to Get started with Twitter
- Develop a strategy
- Communicating on Twitter- (unique language)
- What to say
- Acquiring followers
- Twitter Lists
- Twitter automation
- Management tools
- Creating a Plan of Action

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Your First Impressions of Twitter?

Let's address some initial impressions/ questions you might have about Twitter!

First Impressions of Twitter...

- Twitter is a waste of time... I don't care what people had for lunch (what's the purpose?)
- I don't need anymore distractions in my life
- I just don't get it! (How is Twitter useful for business?)
- I feel like I am talking (tweeting) into thin air (who sees this?)

Some questions you might be asking yourself...

- Does it work?
- What do I say (what do I tweet?)
- How does someone new like me get started?
- How do I get Followers?
- Who would be interested in following me?

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What is Twitter ?

Twitter - Wikipedia Definition—

Twitter is a social networking and microblogging service that enables its users to send and receive messages known as *tweets*. *Each tweet is a real time- live feed of the latest news, conversations, and updates.* Limit 140 characters per tweet

What really is Twitter?

Twitter is a tool that allows you to build real relationships with people that can lead to a business transaction. People buy from people they know, like, and Trust.

Twitter Expert, Brian Clark (@copyblogger), puts it into perspective when he says “Twitter is the Front Line” meaning people who have never heard of you before will get exposed to you the first time

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Why Twitter?

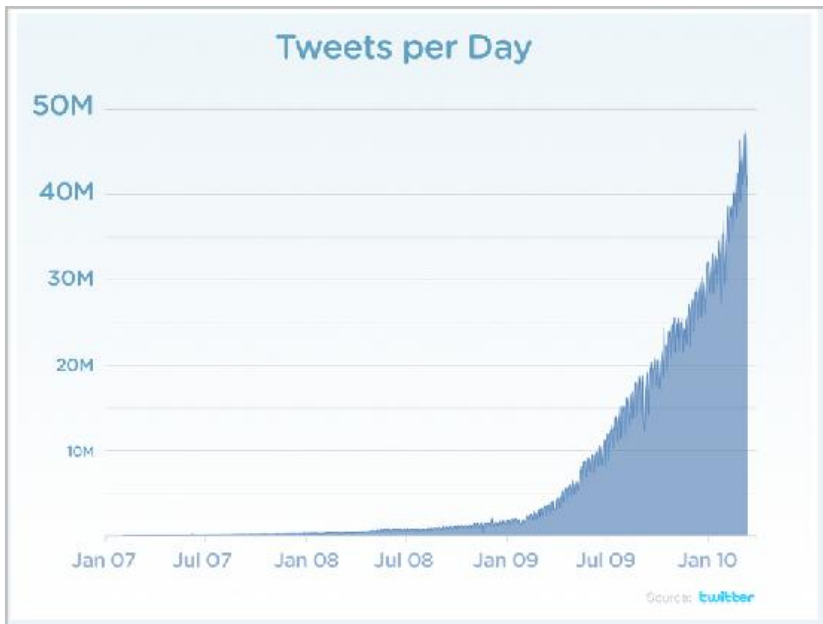
- Twitter is an incredible tool for identifying connections, joining conversations, building community, strengthening your brand and business, and getting the latest news. Athletes, celebrities, and Fortune 100 companies have all caught onto the power of Twitter
- Twitter is a strategic and powerful resource for identifying your targeted market, centers of influence, and potential partners/alliances.
- If used the RIGHT way (building relationships, adding value/ quality content, and sharing information, consistent branding, etc.) Twitter will help you network more effectively and grow a massively successful business
- Will help to drive traffic back to your site. Each tweet has it's own url and is indexed with Google search engine. What this means to you is the more you tweet using your keywords, the more it will help with SEO and increase your visibility/traffic.

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Twitter trends

TWITTER IS EXPLODING! Conversations are happening every second



1. People were tweeting 5,000 times a day in 2007.
2. By 2008, that number was 300,000 per day, and by 2009 it had grown to 2.5 million per day.
3. Tweets grew 1,400% last year to 35 million per day. Today (2010), we are seeing 50 million tweets per day—that's an average of 600 tweets per second.

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Why Twitter?

Impacting buying decisions through word of mouth marketing.

- People are 67% more likely to buy from brands/businesses they follow on Twitter¹
- 79% of people are more likely to recommend a brand they follow to their Twitter followers¹

What does all this mean to you?

It means that Social Media is a major player in word of mouth marketing—if you are not using it, then your business is missing out!

Laura DeMeo

¹ http://mashable.com/2010/03/16/facebook-twitter-purchase-decisions/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Mashable+%28Mashable%29&utm_content=Google+Reader



Getting Started

- Create your account
- Set up Profile
- Customize background



Communicating on Twitter

Twitter Landscape

LAURA DEMEO ^{co} **twitter**
CROSS THE FINISH LINE

Home Profile Find People Settings Help Sign out

What's happening? 140

New! Add a location to your tweets. Turn it on - No thanks
Latest: RT @smexaminer The Fastest Way to Increase Your Google Ranking <http://bit.ly/dbHYpj> 1 day ago

socialmedia-expert
Following: 52 | Followers: 0 [View list page >](#)

2 new tweets.

wiredprworks taking #ungeeked attendance - see you Thurs night for social media & ethics! #smccchicago <http://budurl.com/smcc0527>
2 minutes ago via HootSuite

chrisgarrett #smss10 folks - thanks for the great questions and remember there is still the forum if we didn't get around to yours :)
4 minutes ago via TweetDeck

mashable 10 Best "Get a Mac" Parodies [VIDEOS] - <http://bit.ly/aTUNOX>
5 minutes ago via bit.ly

Don_Crowther Google's latest makeover gives video marketers even more to play with! <http://seind.com/dhrW9j>

laurademeo
369 tweets

4,990 following 4,654 followers 74 listed

twac-kle
n. a place to follow the most popular sports stories on Twitter.

Home
@laurademeo
Direct Messages 801
Favorites
Retweets

Search

Lists
music
unified-tribe
smss2010
wine-food-restaurants
health-nutrition

11:16:5

JAN S

2171 LAURA

Connect with me on...

facebook.com/laurademeo
linkedin.com/in/laurademeo
youtube.com/laurajdemeo

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Getting Started

Set up your free Twitter account

go to: <http://twitter.com>

The screenshot shows the Twitter homepage interface. At the top left is the Twitter logo. Below it is the tagline "Discover what's happening right now, anywhere in the world". A search bar is present with the placeholder text "Search for a keyword or phrase...". In the top right corner, there is a "Sign in" button. A prominent yellow "Join Today" button is highlighted with a red rectangular box. Below the navigation bar, there are sections for "See who's here" (a grid of user avatars), "Top tweets" (a list of recent tweets from users like hypebot, adactio, and gamestopcanada), and a "New to Twitter?" sidebar on the right with a "Join Today" button and descriptive text.

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Getting Started

Set up your free Twitter account

Create your username and password...and customize your settings

Join the Conversation

Already on Twitter

Already use Twitter on your phone? [Finish signup now.](#)

Full name

Username
Your URL: [http://twitter.com/ USERNAME](http://twitter.com/USERNAME)

Password

Email
 Let others find me by my email address
Note: Email will not be publicly displayed

[Terms of Service](#) [Printable version](#)

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

By clicking on "Create my account" below, you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Create my account

twitter

Home Profile Find People Settings Help Sign out

laurademeo's settings

Account Password Mobile Notices Profile Design Connections

Name: Laura DeMeo
You can change your name on your [profile settings](#).

Username: No spaces, please.
Your URL: <http://twitter.com/laurademeo>

Email:
 Let others find me by my email address
Note: email will not be publicly displayed

Language: What language would you like to Twitter in?

Time Zone:

Tweet Location: Add a location to your tweets
Ever had something you wanted to share ("fireworks", "party", "ice cream truck", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

Account

From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips

Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.

Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.


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Getting Started

Set up Profile

Create your bio

 laurademeo's settings

Account Password Mobile Notices **Profile** Design Connections

Picture  [Change image](#)
[Delete this image](#)

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Web
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

Bio
About yourself in fewer than 160 chars.

Your bio and profile are essential first steps in creating your brand!

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Getting Started

Set up Profile

How to craft a killer bio

- **Fastest and easiest way:**
 - Identify top 10 influencers in your niche
 - Research what they are doing successfully
 - Learn from & Study them
 - Twellow (twitter directory)
 - Research Blogs, fan pages, Linked-in Profiles
- **3 “W”s for creating your bio.**
 1. What do you do?
 2. Who is your Target Market?
 3. Why are you different?

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Getting Started

Set up Profile

Bio Examples

- As the Brain-Sticky Communications expert, I ensure that coaches and other inspired entrepreneurs are killer-good in sales & public speaking (@lizabethphleps)
- President, New Marketing Labs. More? <http://bit.ly/cbbio> . email: blog at chrisbrogan dot com (@chrisbrogan)
- I'm an internet entrepreneur and personal development coach who loves nature, yoga, people, being inspired, thinking deeply, and just enjoying life! (@katiefreiling)
- I wrote the book on LinkedIn, and talk sports at sportsnetworker.com | World record holding athlete & 2 sport All-American. I'm also a dirty salsa dancer (@lewishowes)
- Social media coach| Ironman Triathlete| Ultra distance runner| Connector of like minded people| Help businesses blast through all conceivable limitations (@laurademeo)

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Getting Started

Customize Background

The screenshot shows the 'laurademeo's settings' page with the 'Design' tab selected. The 'Design' section includes a grid of 20 theme options and two buttons at the bottom: 'Change background image' and 'Change design colors'. A 'Design' information box on the right provides instructions on how to customize the profile and offers tips. The left sidebar features social media links and a photo of Laura DeMeo. The right side of the page shows a photo of her at a marathon finish line.

LAURADEMEO.COM
CROSS THE FINISH LINE

Account Password Mobile Notices Profile **Design** Connections

Select a theme

Design
Customize the way Twitter looks for you and how your profile looks to others. Start with a pre-designed theme -- and then, optionally, customize it with your own color scheme and background image.

Tips
You can see what your changes look like instantly, but they're not saved until you click "save changes."
If you want to start over, click "cancel."

Get more creative
[Check out Themeleon »](#)
Thousands of background patterns & color palettes available to customize your Twitter profile.

Change background image Change design colors

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Getting Started

Customize Background

- <http://www.twitter-backgrounds.net/>
- <http://www.tweetbacks.com>
- <http://www.twitbacks.com>
- <http://freetwitterdesigner.com>

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Develop Strategy

- **What are your Goals?**
 - How will you use Twitter?
 - Establish presence, build brand
 - Gain publicity
 - Increase sales
 - Perform customer service tasks
- **Who is your Target Market?**
 - Who do you want to do business with?
 - What are their challenges, needs and aspirations?
 - How will you address their needs and solve their problems?
- **Identify key influencers and target audience**
 - Build relationships with core influencers within your target market
 - Find potential clients
 - Locate strategic partnerships
 - Connect and engage with your target market – What are they looking for? How can you help?
- **How will you add value?**
 - Quality content, retweet others, build relationships, provide latest relevant news, offer motivation
- **Be interested in others**

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Communicating on Twitter

(Twitter language)

I have a Twitter account, now what?

- **Tweets**- messages that are no more than 140 characters and can be seen by all your followers
- **@Replies**- when you address someone openly or respond to someone and it can be seen by your followers (type @username; for ex. @laurademeo)
- **Retweets**- when you pass on someone else's tweet (or message); you do this because you like their tweet and it offers value to your followers. This acknowledges that person and it can be a strategy for building relationships. It is the sincerest form of flattery
- **Direct Messages**-this is a private message to someone. No one else will see this message. You must be both following each other. For ex. You can not DM someone who is not following you

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Communicating on Twitter

Twitter Landscape

LAURADEMEO.COM
CROSS THE FINISH LINE

Home Profile Find People Settings Help Sign out

What's happening? 29

Thanks for Visiting my Blog and opting in! I hope you find these 3-part Social Media training sessions helpful!

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! 13 minutes ago

socialmedia-expert
Following: 43 Followers: 0 View list page >

DianeRayfield Social Media Strategy Tips for Businesses
<http://amplify.com/u/5ja9>
half a minute ago via Amplify

mashable Vent to a Stranger with BLAH Therapy [APPS] -
<http://bit.ly/baSjOW>
1 minute ago via bit.ly

Jesse Sitting next to Larry Gelwix, the getaway guru from Columbus Travel (KNRS) showing off Twitter
2 minutes ago via TweetDeck

Jesse Ugh - 45 minute wait sitting on this plane waiting to de-ice before we can takeoff @delta
12 minutes ago via TweetDeck

lkr PSA: If you want to guest post on my blog, pitch me here
<http://twurl.nl/1wqsvc> I <3 quest posts!

laurademeo
316 tweets
4,636 following 4,415 followers 63 listed

Chirp High-lights
n. an archive of videos from Chirp powered by Justin.tv.

Home
@laurademeo
Direct Messages 974
Favorites
Retweets

Search

Lists
smss2010
wine-food-restaurants
health-nutrition
animals
racing-athletes
etribе

11:16:56

2171 LAURA

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Communicating on Twitter

Twitter Landscape cont...

Biz Solutions

www.bizmsolutions.com
www.teamdoubleclick.com

Facebook.com/janice.clark2
LinkedIn.com/in/janicemclark

Designed by CustomTwit.com
Copyright 2009 All Rights Reserved



Janice_Clark

✓ Following

Lists Settings

50,000 Websites Add Facebook's Like Button And Social Plugins In First Week <http://dld.bz/bE5n>

2 minutes ago via web

Reply Retweet

Retweet to your followers?

Yes

LinkedIn now gives users the ability to share content on Facebook [/crzcyd](http://crzcyd)

14 minutes ago via web

How to pull Facebook friends into Yahoo contacts <http://bit.ly/8X1V8G> #fb

about 3 hours ago via SocialOomph

50,000 Websites Add Facebook's Like Button And Social Plugins In First Week <http://dld.bz/bE58> #fb #in

about 5 hours ago via SocialOomph

Why retention should be your top priority in social media marketing <http://bit.ly/bt9drk> #fb #in

about 22 hours ago via SocialOomph

12 tips to engage people on Twitter <http://bit.ly/aOIEd9> <http://bit.ly/dnaton>

Name Janice Clark
Web <http://www.bizmsolutions.com>
Bio Proud mom | Social Media Enthusiast | Christian | Dog person | Mentor | Virtual Strategist | curious | passionate | enthusiastic!

8,291 following 7,779 followers 64 listed

Tweets 1,616

Favorites

Lists

@Janice_Clark/food-and-nutrition

@Janice_Clark/women-in-e-commerce-li

@Janice_Clark/sms10

@Janice_Clark/inspiring-people

@Janice_Clark/animal-lovers

@Janice_Clark/writers-authors

View all

Actions

message Janice_Clark

block Janice_Clark

report for spam

Following



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Communicating on Twitter

Twitter Landscape cont...

The screenshot shows a Twitter profile for 'katiefreiling'. The profile includes a profile picture, a bio, and statistics. A red box highlights the bio and statistics section. A red arrow points from the 'Lists' dropdown menu to the 'following' count.

Name Katie Freiling
Location San Diego
Web <http://www.KatieF...>
Bio I'm an internet entrepreneur and personal development coach who loves nature, yoga, people, being inspired, thinking deeply, and just enjoying life!

16,657 following **16,640** followers **337** listed

Following Lists

Your lists: [socialmedia-expert](#) [syndicationtribe](#)

So excited for the Unified Tribe Grand Opening tomorrow! It happens at 9am PST/ 12pm EST:... <http://bit.ly/byN2wE>
about 17 hours ago via Facebook

@AlexisNeely Yes, more and more with each passing day :)
10:43 AM Apr 27th via web in reply to AlexisNeely

Wanna see EXACTLY how I make multiple 6 figures a year using a blog and social media? I reveal all in this video:... <http://bit.ly/cG401k>
10:40 AM Apr 27th via Facebook

Clarity is power. Do you know what you REALLY want?
11:44 PM Apr 26th via web

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Communicating on Twitter

Twitter Landscape cont...



twitter Home Profile Find

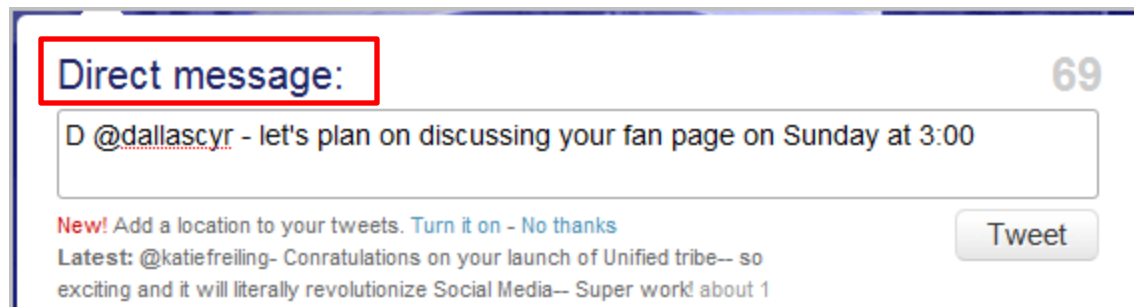
Reply to Marismith: 30

@Marismith Thanks for the Facebook fanpage 2.0 training! Learned lots of new things about all the NEW changes!

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! 37 minutes ago

Tweet



Direct message: 69

D @dallascyr - let's plan on discussing your fan page on Sunday at 3:00

New! Add a location to your tweets. Turn it on - No thanks

Latest: @katiefreiling- Congratulations on your launch of Unified tribe-- so exciting and it will literally revolutionize Social Media-- Super work! about 1

Tweet

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Communicating on Twitter

Building your Followers

- If you want to use twitter as a marketing platform, build more followers (get more followers by tweeting interesting stuff)
 - Give them a reason to follow you
 - Create interesting content/ syndicate (share) interesting content
- Follow your core influencers– emulate what the successful people are already doing right
- Search and identify Target people to follow– (prospects, clients, like minded people , and potential partners)
- How to find people:
 - www.twitter.com
 - www.search.twitter.com.
- Use Twitter Directories
 - www.Twellow.com
 - www.Wefollow.com

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Communicating on Twitter

Building your Followers...how to find people at www.twitter.com

twitter

Home Profile **Find People** Settings Help Sign out

Find accounts and follow them.

Browse Suggestions Find Friends Invite By Email Find On Twitter

You can find people, organizations, or companies you know that already have a [Twitter](#) account.

Who are you looking for?

Examples: Bill, Bill Smith, or Whole Foods

Search

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Communicating on Twitter

Building your Followers...Get Listed on Directories/ Find target People

The screenshot shows the Twellow website search interface. At the top, there are navigation links: Home, My Profile, About Us, Contact Us, and List A User. The main navigation bar includes: Browse, All Categories, Search, TwellowHood, Friends, Followers, Suggested Users, and Profile Editor. A search bar contains the text "ceo and nj" and a "Search" button. Below the search bar, there is a "Tweet directly from here as @laurademeo..." field and a "What's Happening?" button with an "update" button next to it. A notification box on the right indicates "2.99 billion followers, 20.3 million Twitter profiles" and "You are logged in as laurademeo Log Out".

The screenshot shows the search results for "ceo and nj" on Twellow. The search bar is highlighted with a red box. The results are displayed on "Page 1 of 5" with "81 Matches". The first three results are:

- 1. Meg Guiseppi** | (MegGuiseppi on Twitter) *Registered!*
Executive Branding, Resume, Career Bio, Online Identity & Job Search Strategist. Helping senior execs differentiate and position their unique promise of value.
Followers: 3,932 Location: Northwest NJ - Work Globally *View my full profile!*
- 2. Julie Goldman** | (WeddingRunners on Twitter)
CEO- The Original Runner Co. and The Aisle Guru!
Followers: 2,112 Location: Montclair, NJ *Is this you?*
- 3. Twon tee** | (BrooklynTwon on Twitter)
Anomoli Records CEO, first string artist, and producer. Just here to meet new people.
Followers: 1,887 Location: NY, NJ *Is this you?*

www.twellow.com

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What do I say (tweet)?

Content is King

Quality of your content will determine your success.

- Share tweets that empower (inspire), enlighten, entertain, educate—something that brings value
- Publish useful links to other people's content including: articles, videos, ebooks.
- Inspire through quotes
- Follow unwritten 90/10 rule (promote, share others 90% of the time and promote your content 10 %... Blog post, fan page etc)

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Excellent Content Sources

Where can I find information to tweet?

- Content Aggregators (sources that curate information)
 - Google Reader (subscribe to your top 15-25 blogs)
 - Alltop (website that organizes content from top bloggers in the world)
- Smartbrief- Company that filters information based on industry. Targeted information
- StumbleUpon- community of several million- they categorize good information using thumbs up or down. Basically filtering websites and say whether it is interesting or not.
- Twitter lists
- Videos (Twiddeo.com)
- photos (Twitpic.com)
- Twitter feed (twitterfeed.com) Feed your blog into twitter

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What do I say (tweet)?

Tips to Engage People on Twitter

- Ask Questions/ Answer questions
- Publish useful Tips or Facts (can do Tip of the week)
- Retweet to Acknowledge others (give credit for great content)
- Thank people when they retweet your tweets
- Reach out to new people with Follow Friday Hash Tag
- Introduce yourself and send a personal message to new followers
- Add people to twitter lists and let them know you added them
- Thank followers when they add you to twitter list
- Complement followers when you see something you like or that stands out

Be yourself!

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What do I say (tweet)?


Some examples...

 **Don_Crowther** Interesting - LinkedIn now allows you to follow company updates. <http://bit.ly/agVeDL>
36 minutes ago via Status Syndicator

Link to useful article



Useful Tips

 **DianeRayfield** Social Media Strategy Tips for Businesses
<http://amplify.com/u/5ja9>
about 1 hour ago via Amplify

Starbucks making announcements



New York City, There is now a Clover in Manhattan! Check out the new store in SoHo at 76 Spring St.
2:45 PM Apr 28th via CoTweet by bradnelson

We're doing our first tweetup at our monthly roasting event! Tasting Organic Shade Grown Mexico right now. <http://yfrog.com/8d74727924j>
1:11 PM Apr 28th via Tweetie from Industrial District East, Seattle

Quote



Man, [@katiefreiling](#) is a ROCK STAR! If You Haven't Been Following Her This Week You're CRAZY... <http://bit.ly/a0HRau> -- See Now.
12:54 PM Apr 27th via web

"The only way to become wealthy is to add more value to people's lives than anyone else is adding" ~ Tony Robbins. How do you give value?
3:25 PM Apr 7th via web

Promoting event



I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here <http://bit.ly/acbLAE>
5:52 PM Apr 27th via TweetDeck

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What do I say (tweet)?

Some more examples...

RT @joelcomm: @marismith has a new book on Facebook marketing! Congrats Mari [PIC] <http://twitpic.com/1jg3um> [TYVM!!]

2 minutes ago via Seesmic

@joelcomm <http://twitpic.com/1jg3um> - THANK YOU, Joel!!!! hehee - I think this calls for a wee piano tune on my i

3 minutes ago via Twitpic

Hosting webinar

I'm hosting a FREE "How To Build a RockStar Personal Brand" webinar Thursday night. Limited spots, register here <http://bit.ly/acbLAE>

5:52 PM Apr 27th via TweetDeck

POLL: Do you trust social profiles more when the person has a picture of their FACE?? (vs. cat, dog, car, logo,... <http://bit.ly/cTzAid>)

28 minutes ago via Facebook

Poll question

Link to Pictures

<http://twitpic.com/1j7pt0> - HUGE props to Facebook whiz & futurist, @DaveKerpen, for his contribution to @facebookmktg!! #daverules

about 20 hours ago via Twitpic

Link to article



mashable 5 Reasons Google and Search Won't Dominate The Next Decade - <http://bit.ly/acSAGP>

6 minutes ago via bit.ly

RT @terrypetrovick Rare Interview with Jonathan Budd-Go Behind the Curtain <http://bit.ly/98GIHR> -- Watch This. Terry is AWESOME. :)

7:53 PM Apr 26th via TweetMeme

Retweet

Use PwrPt? I've got a challenge for u! Looking for 5 entrepreneurs with "moxie" to give it up. Check out video <http://tinyurl.com/yg5kmjx>

9:41 AM Apr 20th via web

Link to Video

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What do I say (tweet)?

10 Mistakes to Avoid on Twitter

1. Constant self-promotion and not adding value
2. Not engaging with followers, just sending 1-way tweets
3. Not thanking others for retweeting you
4. Not responding
5. No real profile picture
6. Lack of consistency, no clear message/branding
7. Don't fully complete Information and Bio (missing out on SEO)
8. Not proactively growing your network and building relationships with influencers
9. Not showing interest in other people
10. Using all automation

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Twitter Lists

How to market your business using Twitter Lists

1. Twitter Lists- helps you separate and organize the people you follow
2. Allows you to stay on top of influencers, important people-- & filter the noise
3. Helps you organize markets and niches and top authorities.., so you don't miss a thing!
4. Helps to grab the attention of people you want to meet and build relationships
5. Lists is an excellent marketing strategy to build your brand and increase SEO
6. Live video example: (<http://www.socialmediaexaminer.com/how-to-market-your-business-with-twitter-lists/#more-1679>)

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Twitter Lists

How to market your business using Twitter Lists

The screenshot shows the Twitter profile of Mari Smith. The profile header includes her name, location (San Diego, California), website, bio, and statistics (73,320 tweets, 67,313 following, 3,330 followers, 3,330 listed). The 'Lists' section is highlighted with a red box and contains the following lists:

- @MariSmith/graphic-websitedesign
- @MariSmith/inspiraton-motivation
- @MariSmith/professional-speakers
- @MariSmith/everything-video
- @MariSmith/fanpages
- @MariSmith/mobilemarketing
- @MariSmith/facebook-marketing
- @MariSmith/virtualassistants-webhelp
- @MariSmith/sang
- @MariSmith/praves

The 'Lists Following MariSmith' and 'Lists MariSmith Follows' counts are also highlighted with a red box, showing 3,330 and 153 respectively.

Laura DeMeo



Twitter Lists

How to market your business using Twitter Lists

	@MariSmith/mobilemarketing Mobile marketing experts, agencies, apps and more!	Following: 4 Followers: 14
	@MariSmith/facebook-marketing Facebook apps, Facebook fan page customizing, Facebook bloggers, Facebook marketing	Following: 19 Followers: 57
	@MariSmith/virtualassistants-webhelp VAs, OBMs (Online Business Managers), Web Support Services	Following: 21 Followers: 41
	@MariSmith/sang Members of the Speakers & Authors Networking Group	Following: 76 Followers: 54
	@MariSmith/prfaves PR Agencies & Talent	Following: 4 Followers: 52
	@MariSmith/san-diego-ca My fun and fab local peeps!	Following: 14 Followers: 19
	@MariSmith/social-media-stars My fave peeps for quality social media content!	Following: 70 Followers: 75
	@mashable/twitter-stars	Following: 27 Followers: 1,729
	@mashable/marketing	Following: 51 Followers: 2,962
	@mashable/tech	Following: 58 Followers: 2,108
	@mashable/media	Following: 89 Followers: 2,219
	@Ceci_Lie/sm-success-summit-smss10 Social Media Success Summit 2010 (attendees, presenters, organizers)	Following: 269 Followers: 45
	@easysale/smss10presenters Presenters at the 2010 Social Media Success Summit	Following: 26 Followers: 37
	isma	Following: 12 Followers: 3

Laura DeMeo



Twitter Lists

How to market your business using Twitter Lists



@Ceci_Lie/sm-success-summit-smss10
Social Media Success Summit 2010 (attendees, presenters, organizers)

This list was created by **Ceci_Lie**

[Follow this list](#)

LindaEskridge Lessons From [Disney](http://dld.bz/eg9c). <http://dld.bz/eg9c>
less than 20 seconds ago via Ping.fm

salessafari Cloud Computing Entrepreneurs|ScribeMedia.org
<http://bit.ly/ce1DEB> <http://bit.ly/c4qc2l>
less than a minute ago via Facebook

chrisgarrett @msaleem if it was what I think @chrisbrogan was talking about, um yeah. I feel so special to be invited ... :O
2 minutes ago via TweetDeck in reply to msaleem

GuyKawasaki Paris: day one <http://u.nu/6d2ja>
3 minutes ago via API

denisedevries Have you seen this picture yet? Venus Williams' French Open outfit too ooh-la-la? <http://ow.ly/1Pe1B> vi a @usatoday
3 minutes ago via HootSuite

NaomiTrower Thx! Works well when I don't feel like doing my hair! LOL Just insert pics & short clips RT @TBWSD @NaomiTrower That was totally cool.... :)
4 minutes ago via UberTwitter

chrisbrogan "No matter how much faculty of idle seeing a man has, the step from knowing to doing is rarely taken." -Emerson

Tweets
Following 269
Followers 45

Following

View all...

Lists by Ceci_Lie
sales-marketing
nordics-scandinavia
design-etc
innovation-change-dvlp
smb-world
kids-family
gastronomy-wine-choco
govmts-politics-society
business-in-general

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Twitter Lists

How to market your business using Twitter Lists

GuyKawasaki 10 awesome Pac-Man-themed goodies <http://u.nu/2q2ja>
13 minutes ago via API

ducttape 6 Ways to Fix Your Facebook Privacy Now - <http://bit.ly/bim0Fz> - quitting FB sure will show them won't it :)
14 minutes ago via TweetDeck

LikeableMedia People define social media many ways. Some define it by the sites they use and some define it as the interaction... <http://bit.ly/cYeJ6v>
18 minutes ago via Facebook

seosmarty RT @mattkeegan Ann Smarty (My Blog Guest) organizes the guest blogging market: <http://su.pr/2HZ2d4> #seosmarty #blogs via @prbeam
18 minutes ago via Seesmic

seosmarty On @Sphinn Pros and Cons: Consolidation and Amalgamation of Your Websites <http://bit.ly/9hMG1Y>
21 minutes ago via Seesmic

GuyKawasaki Moishe Rosen, founder of Jews for Jesus, dies at age 78 <http://u.nu/8f2ja>
23 minutes ago via API

Jesse "Is Comcast doing to TV what Foursquare is doing to location? Exclusive first look at Tunerfish" - <http://i.mp/aP.li9n>

etribelocked
olympics
author
sports-media
digitalmedia
thoughtleaders
internetmarketing
personal-development
socialmedia-expert >
branding
interesting-people
New list | View all
Trending: New York City
Change
#arealhusband
#iknowsoneonethat
#tcdisrupt

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Twitter Lists

How to market your business using Twitter Lists

to a Stranger with BLAH Therapy [APPS] - socialmedia-expert

randing
sma
interesting-people
@Rosalyn777/twibes-
ttorney
ew list | View all

rending: New York City
hange
howyouballin
dearsomeone
thingsiaintdoneyet
laskin
iara

Create a new list

List name:

List link: @laurademeo/unified-tribe

Description:

Under 100 characters, optional

Privacy: Public — Anyone can subscribe to this list.
 Private — Only you can access this list.

Create list

unified-tribe

Following: 0 Followers: 0 [View list page >](#)

Find people to add to your list:

Search for a username, first or last name, business or brand

You can also add people from your [Following](#) page or anyone's profile page.

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Twitter Lists

How to market your business using Twitter Lists

Name results for: **Katie Freiling** 0.002 seconds

Katie Freiling search




Search for a username, first or last name, business or brand

Didn't find who you were looking for?
Enter the email addresses of folks to invite


Separate multiple email addresses with commas: joe@twitter.com, jane@twitter.com

Send

User / Name Actions

 **katiefreiling** ✓ Following  

Katie Freiling | San Diego
So excited for the Unified Tribe Grand Opening tomorrow! It happens at 9am PST/ 12pm EST:....
<http://bit.ly/byN2wE> about 19 hours ago
Your lists: [socialmedia-expert](#) [unified-tribe](#)

- Unified Tribe
- smss2010
- Wine/Food/Restaurants
- health&nutrition
- animals 
- racing/athletes
- eTribe
- olympics
- Author
- sports-media
- DigitalMedia
- ThoughtLeaders

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Laura DeMeo



Twitter Automation & Management Tools

Automation & Management

- Social Oomph www.socialoomph.com
- Tweeddeck www.tweetdeck.com
- Hoot Suite www.hootsuite.com
- Twitter mentions & Monitoring <http://search.twitter.com>
- Searchable Links on Twitter <http://backtweets.com>
- Mobile: Tweetie
- Tracking tool & url shortner- <http://bit.ly>
- Hashtags (#)

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Twitter Automation & Management Tools

Automation: Social Oomph www.socialoomph.com

SOCIAL OOMPH Channels feature. Click Monitors, Channels in the menu. Free

radarmusicvideo Radar Music Videos, London
 A worldwide platform for commissioning and promoting trendsetting music videos. 3700+ members and growing fast. You're welcome to join. Web: <http://www.radarmusicvideos.com>
 Joined: 2008-04-21, Following: 911, Followers: 3,749, Updates: 2,727

Feature Yours

Twitter API: The Twitter API is currently slow in responding. Performance of certain functions will be degraded. If the degradation is severe, please check if there is any notice on the [Twitter Status blog](#) and the [Twitter Known Issues](#).

NEW PROFESSIONAL FEATURE ALERT - Thursday, April 29th [hide]
 Professional users now have an Update Queue feature that drip-feeds updates into your social accounts without you having to specifically schedule any of the updates. You simply add updates to the queue reservoir, and the system drip-feeds those updates for you. Please [click here](#) to read more. The feature is available under "Scheduled Updates, Queue Reservoirs" in the menu.

- [Main Landing Page](#)
- [Schedule New Update](#)
- [Schedule Blog Post](#)
- [Shorten URL](#)
- [Statistics](#) ▶
- [Social Accounts](#) ▶
- [Blogs](#) ▶
- [Scheduled Updates](#) ▶
- [Direct Messages](#) ▶
- [Followers/Friends](#) ▶

Hi Laura. Customize your home menu by hiding the sections you don't need to see.

Frequently Used Features [hide]

- > Add a New Scheduled Status Update
- > View All My Status Updates
- > Vet My New Followers
- > Manage My Social Accounts (Edit, Delete)
- > View Graphs of My Twitter Statistics
- > Submit a Support Ticket
- > Please Send Us Feedback

Friends & Followers [hide]

- > Vet My New Followers

Monitors [hide]

- > View The Predefined System Channels
- > View My @Mentions and/or Retweets
- > Manage My Tweet Keyword Tracking & Alerts

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

[Main Landing Page](#)
[Schedule New Update](#)
[Schedule Blog Post](#)
[Shorten URL](#)
[Statistics](#) ▶
[Social Accounts](#) ▶
[Blogs](#) ▶
[Scheduled Updates](#) ▶
Direct Messages ▶
[Followers/Friends](#) ▶
[Monitors](#) ▶
[Banner Auctions](#)
[My S.O. Account](#) ▶
[Help](#) ▶
[About Us](#) ▶
[Logout](#)

✓ **The Twitter account has been saved**

Edit/Automate My Twitter Account

[Click Here to Test Drive SocialOomph Professional](#)

Twitter User Name:

Optional Twitter Account Automation

Auto Welcome: Automatically send a welcome message to new followers.

Send This Message: [How to rotate welcome messages \(and why you should\).](#)
Hi- thanks for the follow! Please say hello on my [Facebook](#) page and share what you do!
<http://www.facebook.com/laurademeo>

0 characters entered.

Auto Follow: Automatically follow people (new followers) who follow me from this point forward.

Vet Followers: Place the automation of a new follower on hold for three days so that I can manually approve or reject the action.

Auto Unfollow: Automatically unfollow those folks who unfollow me.

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

[Main Landing Page](#)
[Schedule New Update](#)
[Schedule Blog Post](#)
[Shorten URL](#)
[Statistics](#) ▶
[Social Accounts](#) ▶
[Blogs](#) ▶
Scheduled Updates ▶
[Direct Messages](#) ▶
[Followers/Friends](#) ▶
[Monitors](#) ▶
[Banner Auctions](#)
[My S.O. Account](#) ▶
[Help](#) ▶
[About Us](#) ▶
[Logout](#)

✓ **The tweet has been saved.**

New Update on laurademeo (Twitter)


[Click Here to Test Drive SocialOomph Professional](#)

Update Text:
Thanks to Social Media, Direct Marketing Is Going DIY - Advertising Age - News
<http://bit.ly/9Vfn63>
[Shorten URLs](#)

99 characters entered.

Save As Draft: Save this update text as a draft that can be reused later.

Queue Reservoir: *With [SocialOomph Professional](#), you can define update queues that automatically drip-feed your social accounts from update reservoirs, without specifically scheduling each individual update. [Read more here.](#)*

Publish When:
 Publish right now (will be published within 60 seconds)
 Publish hour(s) from now
Or publish at this exact time:
  (GMT-05:00) Eastern Time (US & Canada) - [Change](#)
mm/dd/yyyy hh:mm am/pm - [Change](#)

Recurrence: *With [SocialOomph Professional](#), you can schedule recurring updates with spinnable text (not on Twitter accounts) and @replies, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.*

Account(s): [Expand this section](#)

Laura DeMeo



Twitter Automation & Management Tools

Automation: Social Oomph

The screenshot displays a social media management dashboard with a sidebar on the left and a main content area. The sidebar includes the following items: Social Accounts, Blogs, Scheduled Updates (highlighted with a red box), Direct Messages, Followers/Friends, Monitors, Banner Auctions, My S.O. Account, Help, About Us, and Logout. The main content area shows a list of scheduled updates, each with a timestamp, a tweet preview, and a character count.

Timestamp	Tweet Preview	Character Count
04/30/2010 03:00 pm (Friday)	Thanks to Social Media, Direct Marketing Is Going DIY - Advertising Age - News http://bit.ly/9VfN63	On laurademeo [99 characters]
04/30/2010 01:00 pm (Friday)	Can't wait for BIG hill ride Sat. and 4 hr ride Sunday- finally getting into the rhythm again since injury!	On laurademeo [107 characters]
04/30/2010 11:00 am (Friday)	Google's nightmare: Facebook 'Like' replaces links - CNN.com http://bit.ly/9XhIBK	On laurademeo [81 characters]
04/30/2010 08:00 am (Friday)	Must see: Rare Interview with Jonathan Budd-Go Behind the Curtain http://bit.ly/bvXFTk	On laurademeo [86 characters]
04/29/2010 09:00 pm (Thursday)	excited about @Katiefreiling www.theunfiedtribe.com If you still haven't seen this yet, stop what your doing and join the community	On laurademeo [132 characters]
04/29/2010 07:00 pm (Thursday)	How you Do Anything is How You Do Everything-- T. Harv Eker	On laurademeo [59 characters]

Laura DeMeo



Twitter Automation & Management Tools

Management & Automation Tools: Hootsuite



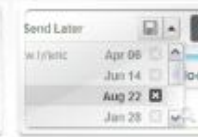
Manage Followers

See who's following you and who you're following, see their Klout score and manage your Lists. Easily gather your most important followers into a List of their own.



WordPress Integration

View, manage, schedule and post directly to your WordPress blog from HootSuite.



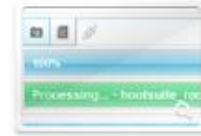
Message Drafts

Save what you're writing for later or simply save messages that you use often.



Customize UrIs

Add custom link parameters for tracking clicks and gathering information on your audience.



File Uploads

Upload images and files right into your messages. The files are instantly converted into super-short Owly links for space saving and easy sharing.



Schedule Tweets

Provide rich, nourishing content to your followers at any time of day using the HootSuite tweet scheduler. Pre-schedule anything you like, from radio programming to birthday well-wishes. Or, tweet live!



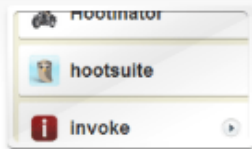
Twitter Lists

Now you can create customizable columns for your friends, groups or topics of interest! Add users through their @username or drag and drop them from other columns! Hoot!



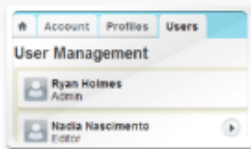
Quick Search

Located directly on the dashboard, click the search bar to see current trending topics, to search keywords, or monitor your brand. Like what you see? Save the search as a column!



Multiple Networks

Save your time and save your sanity. Manage multiple social networks through one client: HootSuite!



Team Workflow

Have a company or organization with more than one contributor? HootSuite makes it easy to manage multiple users over various social network accounts.



Track Statistics

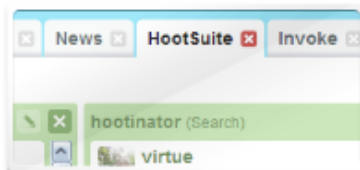
Impress your friends, your boss or just yourself with our improved visualizations link statistics. Graphs show not only a summary but also individual message statistics!

Multi-Column View

Never miss an update with HootSuite's multiple columns feature. Organize your social networks into friends, news, search terms, keyword tracking - whatever you like!

Our drag and drop feature allows you to easily move Individuals into list columns.

[Play Demo](#)



Tabbed Layout

The new tabbed layout takes networking to new heights. Organize and customize your social network experience.

Within each tab, you are able to create up to 6 columns. Drag and drop your tabs for easy organizing.

[Play Demo](#)

- Desktop Management tool
- Manage from iPhone
- Schedule & automate tweets
- Import your own twitter lists
- Organize twitter streams into tabs & columns

Laura DeMeo



Twitter Automation & Management Tools

Management & Automation Tools: Tweetdeck



Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>

The screenshot shows the Twitter search interface. At the top is the Twitter logo. Below it is the text "See what's happening — right now." A search bar contains the text "ultra running" and a link for "Advanced Search". A "Search" button is positioned below the search bar. Underneath, there is a list of trending topics: "#arealhusband", "#stuckonstupidface", "#iknowsoneonethat", "InevitableVideo", "Slipknot bassist", "Paul Gray", "Lost finale", "Gorete", "Bajista", and "Oil Spill". At the bottom of the search page, there are links for "Twitter Home", "About Twitter Search", "API", "Jobs", and "Install Search Plugin", followed by the copyright notice "© 2010 Twitter, Inc."

Monitor what people say about you and what they are saying about your business. Can monitor competition


Laura DeMeo





Twitter Automation & Management Tools


Management Tools: <http://search.twitter.com>


Results for **ultra running** 0.03 seconds


 **DannyRayAcoust**: The Michelob **Ultra** ad with a picture of Lance Armstrong **running** offends me on 3 levels; as a runner, a cycling fan, AND a beer drinker.
14 minutes ago from *Twitterrific* · [Reply](#) · [View Tweet](#)

 **Hymbas**: IMPORTANT INFO ON **RUNNING** YOUR BCX **ULTRA** Rife Machine
<http://is.gd/bs1L7> (expand)
17 minutes ago from *web* · [Reply](#) · [View Tweet](#)

 **YAWnActivity**: YAWn! activity spotted on [>NF<] Noobs Forever =**ULTRA** XP SAVE= (69.147.224.242:27960) **running** ET (jaymod) <http://bit.ly/84y04L> (expand)
about 1 hour ago from *YAWn!* · [Reply](#) · [View Tweet](#)

 **sarahstanley**: Hey [@We_Run](#) this week I'm doing a whole series on **ultra running**. Check it out!
about 1 hour ago from *UberTwitter* · [Reply](#) · [View Tweet](#)

 **shoebuycoupon**: Bestsellers Amazon: Salomon Women's XA Pro 3D **Ultra** Trail **Running** Shoe (Trail **Running**) by Saloman <http://bit.ly/ckdrNk> (expand)
about 2 hours ago from *API* · [Reply](#) · [View Tweet](#)

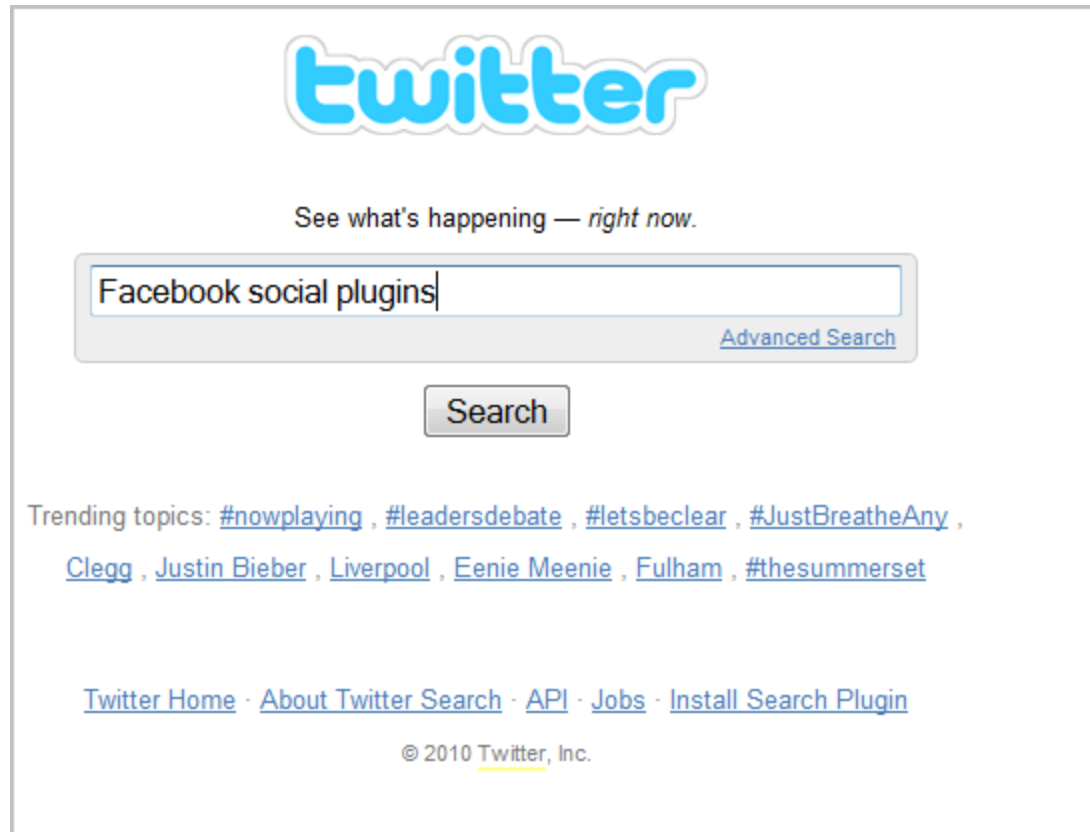
 **AmericanDiction**: [@NomadRunner](#) Hey good luck on the **ultra**, and remember it's more of an eating and drinking contest than a **running** contest.
about 3 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>



The screenshot shows the Twitter search interface. At the top is the Twitter logo. Below it is the text "See what's happening — right now." A search input field contains the text "Facebook social plugins" and has a "Search" button to its right. Below the search field is a link for "Advanced Search". Underneath the search area, there is a section for "Trending topics" with several hashtags: #nowplaying, #leadersdebate, #letsbeclear, #JustBreatheAny, Clegg, Justin Bieber, Liverpool, Eenie Meenie, Fulham, and #thesummerset. At the bottom of the page, there are links for "Twitter Home", "About Twitter Search", "API", "Jobs", and "Install Search Plugin", followed by the copyright notice "© 2010 Twitter, Inc."

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Twitter Automation & Management Tools

Management Tools: <http://search.twitter.com>

The screenshot shows a Twitter search interface. At the top left is the Twitter logo. To its right is a search bar containing the text "Facebook social plugins" and a "Search" button. Next to the search bar is a link for "Advanced Search". Below the search bar, the results are displayed for the query "Facebook social plugins", which took 0.07 seconds to process. The results list several tweets, each with a profile picture, the user's name, the tweet text, and a link to the tweet. The tweets are:

- _TechNews_**: TECHNEWS 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch): Jason... <http://bit.ly/cv8gkQ> (expand)
2 minutes ago from *twitterfeed* · [Reply](#) · [View Tweet](#)
- trancethomas**: **Facebook's New Social Plugins** Come to 50,000 Websites in One Week <http://ow.ly/1EUWK>
2 minutes ago from *HootSuite* · [Reply](#) · [View Tweet](#)
- NewMediaFeed**: 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch) via [@YoTwits](#) [#news](#)
3 minutes ago from *API* · [Reply](#) · [View Tweet](#)
- andrewroyer**: 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch) <http://ff.im/-jymfX>
3 minutes ago from *FriendFeed* · [Reply](#) · [View Tweet](#)
- Grantun19**: **Facebook Social Plugins** on 50,000 Sites Already <http://tinyurl.com/3yr2mds> (expand)
3 minutes ago from *API* · [Reply](#) · [View Tweet](#)
- ncavet**: RT [@mindsmack](#): 50,000 Websites Have Already Integrated **Facebook's New Social Plugins** (Jason Kincaid/TechCrunch): Jason Kincaid ... <http://bit.ly/cv8gkQ> (expand)

On the right side of the search results, there are several utility sections:

- Feed for this query**: A link to receive updates for this search.
- Tweet these results**: A link to share the search results.
- Show tweets written in:** A dropdown menu currently set to "Any Language".
- Trending topics:** A list of trending topics including [#nowplaying](#), [#leadersdebate](#), [#letsbeclear](#), [#JustBreatheAny](#), [#thesummerset](#), [Liverpool](#), [Halo Reach](#), [Fulham](#), [Eenie Meenie](#), and [Justin Bieber](#).
- Nifty queries:** A list of interesting search queries including [cool filter:links](#), ["is down"](#), [movie :\)](#), ["happy hour" near:SF](#), and [#haiku](#).

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://backtweets.com>

backtweets
SEARCH FOR LINKS ON TWITTER

URL Search Advanced Search

Examples: <http://www.youtube.com> nytimes.com [twitter](http://twitter.com) »



RT @CarlaYoung Do you know when people tweet your link? You should! Use backtweet alerts () / Thanks for sharing! —RobynOHSH

[See more tweets](#) Powered by BackType


—New—
[Check out our Tweetcount Widgets & WordPress Plugin](#)

—Brought to you by the fine gentlemen of BackType—

backtweets


—Search Links on Twitter Examples: <http://www.youtube.com> nytimes.com [twitter](http://twitter.com) »

Search Results for Ironman utah (0.005 seconds)




RT @IronmanTri: IRONMAN.com: Gearing up for Ford Ironman St. George <http://bit.ly/dv2Mzv> 5 minutes ago

TriathlonNB




I wish they would get my name right!!! <http://bit.ly/dv2Mzv> 1 hour ago

ginacrawford




Ironman.com: Gearing up for Ford Ironman St. George - It's hard to say what's more exciting about Saturday's Ford I... <http://ow.ly/17dwGV> 1 hour ago

myironlife




Gearing up for Ford Ironman St. George: It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge... <http://bit.ly/cHzZCu> 1 hour ago

triathtweet



Gearing up for Ford Ironman St. George: It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge... <http://bit.ly/duh6nY> 1 hour ago

triathlongear



Gearing up for Ford Ironman St. George: It's hard to say what's more exciting about Saturday's Ford Ironman St. Ge... <http://bit.ly/cHzZCu> 1 hour ago

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: Tweetie - iphone app



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Twitter Automation & Management Tools

Management Tools: <http://bit.ly>



Shorten, share, and track your links

[Home](#) | [Tools](#) | [Pro](#) | [Blog](#)

Enter your long link or file here:

<http://edition.cnn.com/2010/TECH/04/29/cashmore.google.facebook/>

Shorten

Share a File | [Share on Twitter](#)

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Twitter Automation & Management Tools

Management Tools: <http://bit.ly>

bit.ly Shorten, share, and track your links Home | Tools | Pro | Blog

Enter your long link or file here:

Share a File | [Share on Twitter](#)

Shorten

Shorten

Share a File | [Hide Sharing](#)

→ Your bit.ly link: **Copy** Get real-time stats: <http://bit.ly/9XhIBK+>

Long Link: <http://edition.cnn.com/2010/TECH/04/29/cashmore.google.facebook/>

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://bit.ly>

The image shows a screenshot of a CNN article titled "Google's nightmare: Facebook 'Like' replaces links". The article is by Pete Cashmore, dated April 29, 2010. A bit.ly share overlay is visible on the right side of the page, showing the article's title and a shortened URL. The overlay also displays statistics for the link, including 15,819 clicks and 102 tweets.

Share
http://bit.ly/9XhIBK Copy Info

Share on Twitter 59 / 140
Google's nightmare: Facebook 'Like' replaces links - CNN.com http://bit.ly/9XhIBK

Twitter (laurademeo) Post
Or, send to Email · Gmail · Facebook · Twitter

Clicks
1 On Your bit.ly Link
More info: <http://bit.ly/9XhIBK+>
15,819 On All bit.ly Links to this Page
More info: <http://bit.ly/aoWeaq+>

Conversations
102 Tweets
0 Shares; 0 Likes; 0 Comments
0 Shares

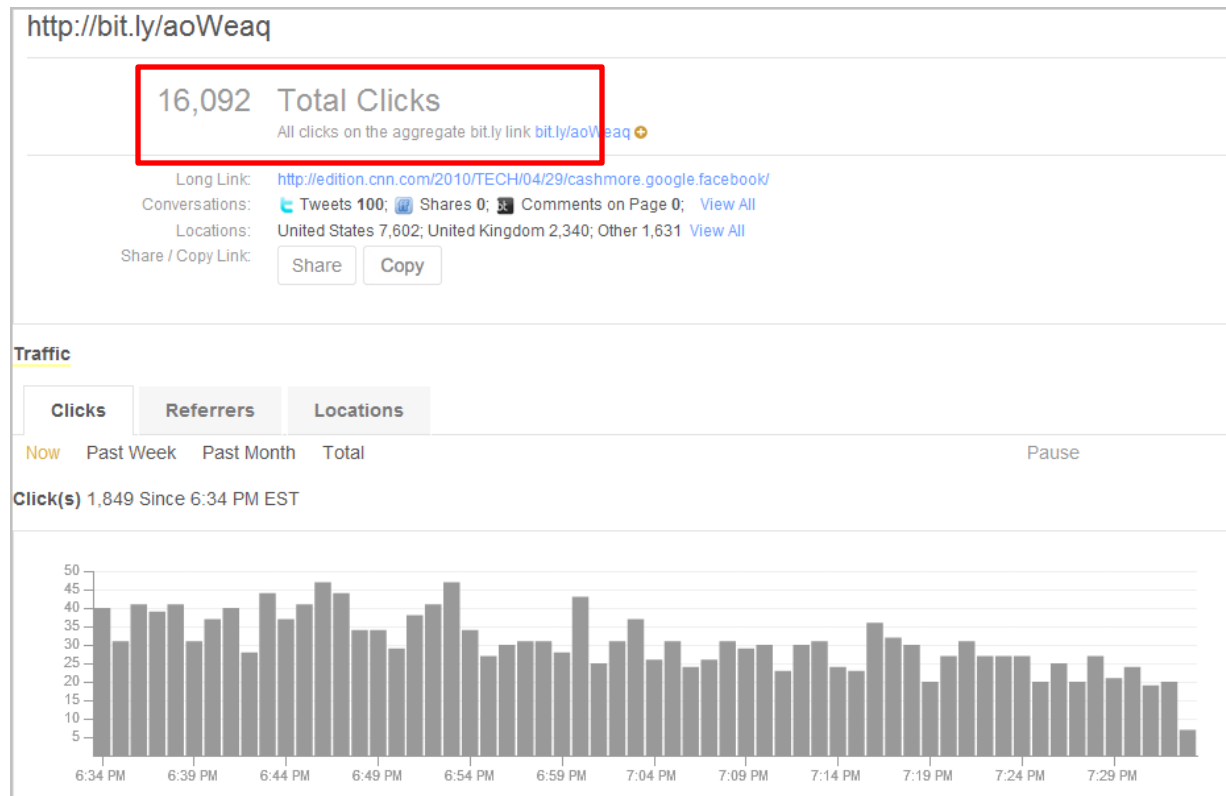
Twitter (102)

Laura DeMeo



Twitter Automation & Management Tools

Management Tools: <http://bit.ly>



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Twitter Automation & Management Tools

Management Tools: <http://bit.ly>

LAURA DEMEO .COM
CROSS THE FINISH LINE

Home Profile Find

What's happening? 45

Google's nightmare: Facebook 'Like' replaces links - CNN.com <http://bit.ly/9XhIBK> via @mashable

New! Add a location to your tweets. Turn it on - No thanks

Latest: mashable Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/9XhIBK> (CNN) retweeted by you 6 minutes ago

socialmedia-expert

Following: 44 Followers: 0 View list page >

2 new tweets.

Mari Smith Huh? Gmail fail? "Oops... a server error occurred and your email was not sent. (#718)" First time seeing that! Ideas?
8 minutes ago via Seismic

Don Crowther Here's a cool wordpress plugin to add Facebook like functionality to your blog posts <http://bit.ly/bGyUCT>
15 minutes ago via Status Syndicator

lkr Eating maple caramels from Canada, yummy!
15 minutes ago via TweetDeck

mashable Create Your Own Steve Jobs E-mail Replies [APPS] - <http://bit.ly/cHt0pd>
15 minutes ago via bit.ly

Laura DeMeo



Twitter Automation & Management Tools

How to get the most out of Hashtags

What is a Hashtag?

- A simple way to catalogue and connect tweets about a specific topic
- It makes it easier to keep track of tweets on a particular subject and filter out some of the noise among the tweets
- It helps to keep your tweets more searchable (using #hashtags and key words)
- Hashtags is a favorite and used most often by conferences or events as a method to organize the stream of tweets
- Can be used to stay in top of trending topics, holidays, emergencies etc.
- First popularized in 2007 by San diego Wildfire, tag #sandiegofires were used to identify natural disaster
- How to Create a hashag: by appending the hash symbol to a word or acronym
- #smss10 (Social Media Success Summit 2010); #Utribe (The Unified Tribe)
- #FF or #FollowFriday (a way to acknowledge and call attention for your followers to recognize and follow these people... on Fridays)

Laura DeMeo



Twitter Automation & Management Tools

Hashtags: Stream of tweets for Social Media Success Summit

twitter Search [Advanced Search](#)

Results for #smss10 0.38 seconds

[i3379lad180](#): Looking forward to @guykawasaki and @marismith's presentations next week at #smss10 37 minutes ago from HootSuite · [Reply](#) · [View Tweet](#)

[Lori_Randall](#): For my Social Media Geekly friends: Which do you prefer - Hootsuite or SocialOomph? #smss10 #thirdtribe 42 minutes ago from HootSuite · [Reply](#) · [View Tweet](#)

[Lori_Randall](#): Crossin' my fingers!! :D All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! <http://bit.ly/bBOTki> (expand) about 1 hour ago from HootSuite · [Reply](#) · [View Tweet](#)

[George_Williams](#): RT @marismith: Did you know? All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! http://bit.ly/smss_10 (expand) about 1 hour ago from HootSuite · [Reply](#) · [View Tweet](#)

[touchonebillion](#): RT @ MariSmith: Did you know? All attendees of #SMSS10 have a chance to WIN a Social Media EXTREME MAKEOVER!! <http://bit.ly/bBOTki> (expand) about 2 hours ago from twitterfeed · [Reply](#) · [View Tweet](#)

[stacyws](#): I'm attending Social Media Success Summit 2010, the premier social media marketing event: <http://bit.ly/smss10> (expand) #SMSS10

[Feed for this query](#)
[Tweet these results](#)

Show tweets written in:
Any Language

Trending topics:
· #nowplaying
· #letsbeclear
· #webkinzday
· #iloveimmigrants
· Justin Bieber
· WeLoveChrisBrown
· #stopbullying
· Kids Choice Awards
· Hugo Chavez Asks
· Vampire Diaries

Nifty queries:
· cool filter:links
· "is down"
· movie :)
· "happy hour" near:SF
· #haiku

Laura DeMeo




Twitter Automation & Management Tools


Hashtags: Stream of tweets for Unified Tribe


twitter #UTribe Search


Results for #UTribe 0.02 seconds


1 more results since you started searching. [Refresh](#) to see them.


 **Lori07:** The Keys to a happy and healthy life are more simple than you thought...[@amandamarieblog](#) explains <http://bit.ly/d11fVH> (expand) [#UTribe](#)
half a minute ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **TeamFig1:** Wow! [@JonathanBudd](#) is giving away an AMAZING training class completely for free... <http://bit.ly/bm0qSr> (expand) [#UTribe](#)
2 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **debhubenak:** Do you know the true power that comes from being part of a Tribe? [@itsmeEdward](#) shares <http://bit.ly/ccqm50> (expand) [#UTribe](#)
3 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **Lori07:** Michael Feil takes you step by step on how to develop your own Tribe Syndication Group. <http://bit.ly/ctrkBvW> (expand) [#UTribe](#)
8 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **JamesDAlesandro:** Did u see this post on overwhelm yet? Muy importante for all ladies! (pls leave a comment if u have tips!) <http://bit.ly/a4cVuj> (expand) [#UTribe](#)
9 minutes ago from *The Unified Tribe* · [Reply](#) · [View Tweet](#)

 **TeamFig1:** 7 Step Process Sneeze page with Twitter Business tips and tricks - <http://bit.ly/G7zCz> (expand) (via [@DivanaAlcheva](#)) [#UTribe](#)

Laura DeMeo



Twitter Automation & Management Tools

Hashtags Tools

Tools that help explain what the hashtag means, locate hashtag, and identify which hashtags makes sense for your business:

What the Trend- explains trend and what they mean

<http://whatthetrend.com>

Twubs- Hashtag Directory

<http://twubs.com>

[Http://hashtag.org](http://hashtag.org): Shows you its use over time and recent tweets, which is enough to figure out the meaning behind the hashtag

Tagalus.com: It is a dictionary for hashtags. Makes it very easy to find info. On thousands of hashtags.

Laura DeMeo

The screenshot shows the Twubs website interface for the #smss10 hashtag. The top navigation bar includes the Twubs logo, the tagline "#hashtags made useful", and a search bar with the hashtag #smss10. The main content area features a "Tweet this Twub!" section with a text input field and a "Send Tweet" button. Below this is a "Tweet Filter" section with options for "All", "Multimedia Only", and "Members Only". The "Real Time Mode" is currently paused. The main feed displays three tweets from users: boomerwebwriter, B379lad180r, and Lori_Randall, all related to the Social Media Success Summit 2010. The right sidebar contains a "#smss10" section with a "Be the first to describe this twub!" button, a "Request Conference Suite" button, and a "Join This Twub" button. The sidebar also lists "Tweeups & Events", "Twub Feed", "Twub Members", and "Related Twubs".

Twubs are Twitter groups built around content aggregated from #hashtags.



How Are You Doing?!

- What did you learn about Twitter that you never knew before?
- What most surprised you?
- What Challenges are you imagining you'll have?
- What did you love most?
- What are you going to put into place immediately?

Laura DeMeo



summary

Why Twitter and How Twitter can help grow your business

- ✓ Prime place to build relationships and build trust– and to ultimately buy from you. Having lot's of conversation is key. People will become interested in you and follow you.
- ✓ Use twitter as an outpost strategy: promote others, learn, & pay attention
- ✓ Powerful tool for attracting attention from new customers
- ✓ Excellent tool to do research about your market using search tools
(ex: <http://search.twitter.com>)
- ✓ Establish yourself as the authority in your field on a subject matter
- ✓ Content Distribution network- Share peoples content. Sharing helps to build your reputation and build you as an editorial source
- ✓ Excellent way to promote your services or products

Laura DeMeo



Let's Review What You Just Learned:

- ✓ What is Twitter and Why it is important
- ✓ How to Get started with Twitter
- ✓ Develop a strategy
- ✓ Communicating on Twitter- (unique language)
- ✓ What to say
- ✓ Acquiring followers
- ✓ Twitter Lists
- ✓ Twitter automation
- ✓ Management tools

Laura DeMeo



What next?

Things to Consider first

1. Define Your Goals

- How will you use Twitter?

2. Understand your unique branding

- What makes you so different from everyone else in your industry?
(<http://inspiredleadershiptraining.com>)

3. Define your target market

- Psychographics -where do they hang out online, what are their interests, what are their biggest fears, frustrations, challenges, wants, and aspirations

4. Identify 10 core influencers

- Locate key leaders who are already successful in your niche/industry-- Model what is working at all angles

5. Determine what kind of tweets you will share

- What value are you adding to your prospects, clients, and/or partners & strategic alliances

6. Commit to a schedule

- How often will you tweet?
- How much time will you allocate to using Twitter?

7. Which strategies/tools resonate with you the most? Focus on those!

Laura DeMeo



Simple Twitter Action Plan

- Identify 10 core influencers (people of authority and have large networks) – Follow them!
- Add 50 Followers Daily
- Tweet 2-3 times per day (focus on building relationships by engaging and retweeting & add quality content
- Get started today
- Do it every single day for 30 Days so you form a positive habit and incorporate as your daily ritual

Laura DeMeo



Celebrate!!!

Congratulations!! You are really awesome for sticking through this!



Laura DeMeo



Laura DeMeo

Cross the finish line with
social media marketing



SOCIAL MEDIA MARKETING Training SERIES

twitter



Questions?

Do you have any questions?

Go to my Fan Page: <http://facebook.com/laurademeo>

Ask me your questions here!

I would love to help you

Follow Me on Twitter:

<http://twitter.com/laurademeo>

@laurademeo

If you found this presentation helpful, please comment on my blog

<http://laurademeo.com> and share with others.

Laura DeMeo



TWITTER TRAINING



CROSS THE **FINISH LINE**

WITH SOCIAL MEDIA MARKETING

Leg 1

Create a personal profile

- Username
- Password
- Bio
- Customize your background
- Upload professional photo

Develop a strategy

- List your goals
- Identify your target market
- Describe the value you can add to your audience
- Identify 10 key influencers

Automate your account

Choose an account to help you automate Twitter. A few automation tools include:

- SocialOomph
- Tweetdeck
- HootSuite

Set up the new account

Create an automated DM for your new followers

Start Networking

Begin looking for information to share with your followers that will be valuable to them. Some great places to find quality information includes:

- Content Aggregators: Google Reader, Alltop
- Smartbrief
- Twitter Feed

Begin sharing information three times per day with your followers.

Examples of information to share includes:

- Links to articles
- Questions
- Quotes

Build your followers

Follow 10 core influencers in your market

Follow 25 people in your target market. You can easily find targeted people in any of the Twitter directories. Two of the largest Twitter directories are:

- www.twellow.com
- www.wefollow.com

Use your lists

Start by creating 3 lists – you can add more later. Identify 3 specific groups of people you'll be connecting with. Create a list and begin adding followers to it. Examples of lists you may create include:

- Industry influencers
- Groups/Associations you belong to

** If you need help with your strategy or would like assistance with the applications and tools surrounding Twitter contact me at laurademeo@yahoo.com*

Laura DeMeo

Cross The Finish Line
Social Media Marketing
732-859-4118
laurademeo@yahoo.com



Laura DeMeo

Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

LEG 2

Facebook Marketing Goldmine

- ✓ Part I: How to set up and optimize *Personal Profile* account
- Part II: How to set up and optimize *Fan Page*



Welcome to the Facebook Training

Welcome to my step by step training on how to use Facebook to grow your business

This is the **Second of the three-part Social Media training series**. This Facebook training is broken down into two parts: Part I and Part II. This is Part I: How to set up and use your personal profile account.

By this time, you should have already reviewed the Twitter Training and started to implement the strategies you learned!

The last of the training series will be a special webinar presentation with LinkedIn Expert, Lewis Howes, on how to use LinkedIn to grow your business. Lewis is a highly acclaimed speaker, author, and top business leader. He will show you how he rose to the top by leveraging the power of his professional network using LinkedIn... and how you can too.

Today I will be introducing to you simple and fast strategies on Facebook that once you discover and put into practice— you will create passionate, raving fans and explode your business

Laura DeMeo

How does that sound?!!



How would you like to...

1. Explode your business just by tapping into the power of Facebook-that is **Fast, Simple, & Affordable?**
2. Get hundreds of new customers without spending a lot of your Time and Money-- just by **Word of Mouth?**

Laura DeMeo



What we'll cover in this training...

- Why Facebook?
- The Social Media Mindset
- How to Create a Personal Profile account
- The Facebook Landscape: News Feed
- How to Find Friends and Build your Network
- How to Create Friends List and manage it
- Understanding the Difference between, Personal profile, Groups, & Fan Page
- Why Facebook Page is essential for your business

Laura DeMeo



What we'll cover in this training cont...

- Discovering the 4 Key elements to a successful Fan page (Plan & Design, Quality Content, Promote, & Engage)
 - Steps to create fan Page (plan & design)
 - How to Customize using Applications
 - How to Create Quality Content
 - How to Promote your Fan Page
 - How to Engage your Audience
- Introduction to the latest changes with Facebook and why it is a fundamental transformation on how we communicate on the internet (Social Plugins and Open Social Graph)
- Privacy Settings
- Review
- Next Steps: Creating a Plan of Action

Laura DeMeo



Why Facebook?

- 500 Million Active users
- 55 min. Average session time
- Largest Social Networking site
- 2nd Most Trafficked website in the World
- If Facebook were a country, it would be 4th largest Country
- 68% of US Facebook users “more likely to buy on a positive Facebook Friend referral”
(eMarketer)

Laura DeMeo



Social Media Mindset



- **WHAT IS YOUR GOAL?** What is the outcome you want to achieve? Do you have a clear direction and purpose where you want to be? What is your “WHY” – your motivation for doing this? Map out your goals for using FB, Twitter, Linked
- Understand it is about building **RELATIONSHIPS & DEVELOPING TRUST**- not about being a “pushy “ sales person -Relationships first, business second... always
- Quality vs. Quantity- Consistent **high quality CONTENT** is essential to building your reputation online. People will *want* to syndicate your content and promote you through word of mouth marketing
- **Build a Tribe**- build relationships with your core inner circle
- **REPUTATION**- your biggest asset (protect it). Be a giver and serve others in the best way possible

Laura DeMeo



Social Media Mindset cont...



- **TRANSPARENCY-** be honest and have high integrity. Align yourself with people & products that you truly believe in
- **AUTHENTICITY-** Be real and genuine. People will see through you. The more real you are, the more trust, respect, and credibility you build
- **BE A CONNECTOR** proactively make a habit of connecting people together and making introductions that are mutually beneficial
- Share information- **SYNDICATE** valuable content
- **SPEED OF IMPLEMENTATION** Follow through with what you say and take massive action. Get started with baby steps

Laura DeMeo



How to Create your Personal Profile

1. Go to www.facebook.com
2. Create your profile

The screenshot shows the Facebook homepage with the following elements:

- Header:** Facebook logo, "Keep me logged in" checkbox, "Forgot your password?" link, and a login form with the email "laurademeo@yahoo.com" and a "Password" field, followed by a "Login" button.
- Main Content:** A headline "Facebook helps you connect and share with the people in your life." above a world map with orange profile icons and dashed lines connecting them.
- Sign Up Section (highlighted with a red border):**
 - Section title: "Sign Up"
 - Text: "It's free and anyone can join"
 - Form fields: "First Name:", "Last Name:", "Your Email:", "New Password:"
 - Dropdowns: "I am: Select Sex:", "Birthday: Month:", "Day:", "Year:"
 - Text: "Why do I need to provide this?"
 - Button: "Sign Up"
 - Text at the bottom: "Create a Page for a celebrity, band or business."

Laura DeMeo



Create your personal Profile

- **Upload Professional Photo**
- **Add description Personal Information**
Basic Information | City/hometown | Birthday (don't include year)
Personal Bio | Favorite quotes
- **Likes and Dislikes** (keep target audience in mind, include rapport building activities & interest, show off best quality and traits). Use key words – every word becomes Clickable link in Facebook Search Engine...
Activities/Interests | Music/ Books | TV/Movies
- **Education and Work**
High School/College | Employer
- **Contact Info.**
Links to website, fan page, twitter, Linked-In, You Tube
- **Add Pictures and videos** (to create more personalized connection)

Laura DeMeo



Create your Profile

Add Description of basic personal Info.

- Basic Information**
- Profile Picture
- Relationships
- Likes and Interests
- Education and Work
- Contact Information

Visit your [privacy settings](#) to control who can see the information on your profile.

Laura Demeo

View My Profile

Current City: Brielle, New Jersey

Hometown: Boston, Massachusetts

Sex: Female Show my sex in my profile

Birthday: May 23, 1973 Show only month & day in my profile.

Interested In: Women Men

Looking For: Friendship Dating A Relationship Networking

Political Views:

Religious Views:

Bio: today's online marketing era, they must incorporate and implement a solid social media plan and marketing strategy.

I also teach this "tri-athlon racing model" of Social Media-- the 3-part training of Twitter, Facebook, and Linked-In not only puts you into a fast, 30-day "race" to building a strong online presence, but it also

Favorite Quotations: "Live with Passion"-- Tony Robbins
"It is never crowded along the extra mile" -Wayne Dwyer

Chat (Off)

Laura Demeo



Create your Profile

Add Your likes and interests

facebook 2 13 33 Search Home Profile Account

Laura Demeo [View My Profile](#)

Your changes have been saved.

Activities: What do you like to do?
Biking, Runnining, Triathlons, Hiking, Reading, Traveling, Spending Time With Family and Friends

Interests: What are your interests?
Marketing, Traveling, Biking, Ironaman triathlons, Healthy living, Social media marketing, Great Wine, Natural foods, Cats, Online marketing, Personal development

Music: What music do you like?
Positive Music, Coldplay, The Jersey Shore Podcast

Books: What books do you like?
The Three Laws of Performance, Optimum Sports Nutrition, The Power of Full Engagement, Think and Grow Rich, The Power of Now Eckhart Tolle, The Psychology of Mans Possible Evolution, Tribes

Biking

Marketing

Positive Music

The Three Laws of Performance

Visit your [privacy settings](#) to control who can see the information on your profile.

Chat (Of

Laura Demeo



Personal Profile Filled-Out

Laura Demeo Really excited about the project I am working on-- long overdue!! but well wo Staying super focused until it is done. Helpful training tutorials coming soon... can't wait to share!

Wall Info Photos Video Blog Boxes >>

About Me [Edit](#)

Basic Info

Sex:	Female
Birthday:	May 23
Relationship Status:	Engaged to Jon Brodsky
Current City:	Brielle, New Jersey
Hometown:	Boston, Massachusetts

Bio

Success is measured not in dollars, but by how many limitations you break through

I am a Social Media Trainer and Marketing Strategist for business ranging from small to larger corporations- my clients have had a very successful run in business and now realize that in order to stay competitive in today's online marketing era, they must incorporate and implement a solid social media plan and marketing strategy.

I also teach this "tri-athlon racing model" of Social Media-- the 3-part training of Twitter, Facebook, and Linked-In not only puts you into a fast, 30-day "race" to building a strong online presence, but it also teaches powerful "training" tools that guarantee skyrocketing productivity and results in that time so you reach a new level in your business you never thought possible.

My online marketing courses focus on extreme business success that simulate the world of tri-athlon racing and incorporate the success-training methods that qualified me for the Ironman World Championships--and continuously have me breaking new physical and mental limitations every day

Favorite Quotations

"Live with Passion"-- Tony Robbins
 "It is never crowded along the extra mile" -Wayne Dwyer
 "A wealthy person is somebody who has the ability to see the obvious before everybody else."

Information [Edit](#)

Relationship Status:
Engaged to Jon Brodsky

Birthday:
May 23

Current City:
Brielle, NJ

[View Photos of Me \(29\)](#)
[View Videos of Me \(7\)](#)
[Edit My Profile](#)

Success is measured not in dollars, but by how many limitations you break through [Edit](#)

Self-employed
Marketing Entrepreneur

College **University of Massachusetts Amherst '95**

High School **Framingham North '91**

Likes and Interests [Edit](#)

Activities Biking, Running, Triathlons, Hiking,, Reading, Traveling, Spending Time With Family and Friends [Biking](#)

Interests Marketing, Traveling, Biking, Ironaman triathlons, Healthy living, Social media marketing, Natural foods, Cats, Online marketing, Personal development, Great Wine [Marketing](#)

Music Positive Music, Coldplay, The Jersey Shore Podcast [Positive Music](#)

Books The Three Laws of Performance, Optimum Sports Nutrition, The Power of Full Engagement, Think and Grow Rich, The Power of Now Eckhart Tolle, The Psychology of Mans Possible Evolution, Tribes, Mastery of Life, The Brain That Changes Itself, Chicken Soup for the Cat and Dog Lover's [The Three Laws of Performance](#)

Television Don't Watch Tv [Television](#)

My LinkedIn [Edit](#)

Profile HTML [Edit](#)

Photos 2 of 8 albums [See All](#)

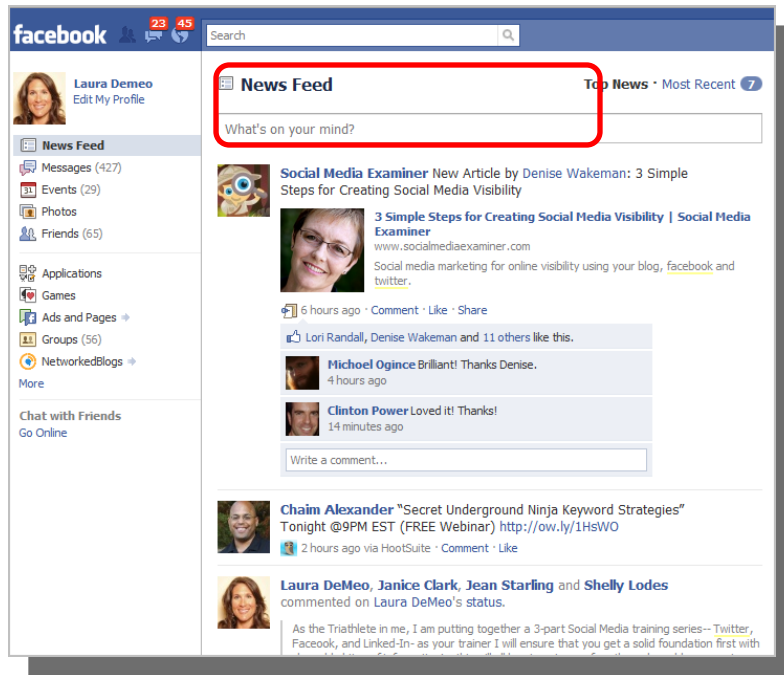
[Wall Photos](#)

Grid of profile pictures for friends: Mari Smith, Kate Freiling, Janice Clark, Michael Feil, Mark Eldridge, Eric Goldstein, Lizabeth Phelps, Spencer Shaw, Laura Rubinstein, -Terry Petrovick-, Pam Brossman, Don Crowther

Laura Demeo



News Feed



- The News Feed shows real time status updates from your friends. It is the Central Hub on Facebook and why people use Facebook
- Remember everything you post is public so always keep in mind how this might look from a friend's perspective
- Too many status updates may annoy some of your friends and may hide you as a result.
- Engage with Friends as much as possible to build rapport and relationship
- Recommendation to post once a day if you are just starting out. Add value as much as possible and build your credibility. As you become more comfortable, add multiple posts but be sure to maintain a balance and keep your visibility without becoming annoying

Laura DeMeo



Account Settings

The screenshot shows the Facebook interface for user Laura Demeo. The top navigation bar includes the Facebook logo, notification counts (6 and 34), a search bar, and navigation links for Home, Profile, and Account. The Account dropdown menu is open, showing options like Edit Friends, Manage Pages, Account Settings, Privacy Settings, Application Settings, Help Center, and Logout. The 'Account Settings' option is highlighted with a red box. Below the navigation bar, the 'Choose Your Privacy Settings' section is highlighted with a red box. It contains two main sections: 'Basic Directory Information' and 'Sharing on Facebook'. The 'Sharing on Facebook' section features a table with privacy settings for various items, with 'Recommended' selected in the left-hand menu.

	Everyone	Friends of Friends
My status, photos, and posts	■	
Bio and favorite quotations	■	
Family and relationships	■	
Photos and videos I'm tagged in		■
Religious and political views		■
Birthday		■
Can comment on posts		■
Email addresses and IM		■
Phone numbers and address		■

Why are these settings recommended?

[Customize settings](#) ✔ This is your current setting.

Laura Demeo



How to build a Targeted Network



Find Friends and build relationships

Create Friends List

Laura DeMeo



Finding Friends



Know Your Target market

- Identify core influencers in Target market
- Start building relationship with key centers of influence first- then build from there

Where to find target friends

- Friends of friends
- Groups
- Fan pages
- Social Networks (Twitter/ LinkedIn)

Laura DeMeo



Adding Friends the Right way

- Facebook makes it very easy to connect with people
- Facebook is a closed network meaning it is permission based and friend request needs to be accepted (contrary to fan page- open network)
- Basic process- but most people send friend requests the wrong way!

Laura DeMeo



Adding Friends the Right way

Avoid These Mistakes



- No personal Message
- No clear objective or overall strategy
- Not taking the time or effort to making a good first impression
- No personal profile picture

Laura DeMeo



Adding Friends the Right way

Add a personal Message:

- Tell them something about yourself and the common interests or mutual friends you have
- Let them know how you found their profile and engage a conversation
- Ask a question or pay a compliment
- Find out more about them by reading their, blog, Visiting Linked-in profile, twitter streams etc.
- Once accepted as friend, show interest in them-read info. Tab, likes/interests etc...take the time to read posts and discover other ways to connect with them...start building a relationship



Laura DeMeo



Adding Friends the Right way

Send a personal Message:

facebook 2 13 33 Search

Kim Dushinski Add as Friend

Wall Info Photos Boxes Video Notes >>

Add Kim Dushinski as a friend?

You will have to confirm that you are friends.

Add to List

Message:

Hello Kim, was first introduced to you during the ISMA training and I am very interested in learning more about mobile Marketing. I look forward to hearing you speak

Send Request Cancel

Community: Denver, Colorado
Hometown: Tabernash, Colorado
Political Views: Spend less. Stay out of my personal life.
Religious Views: Spiritual not religious

Favorite Quotations "Go for it! Get 'em" - Jack Randall (my dad)

Work and Education

Employers MobileMarketingProfits.com May 2007 - Present
Mobile Marketing Consultant, Author, Blogger
Showing small businesses and entrepreneurs how to market with mobile.

facebook 2 13 33 Search

Kim Dushinski Add as Friend

Wall Info Photos Boxes Video Notes >>

Add Kim Dushinski as a friend?

You will have to confirm that you are friends.

Add to List

- Family
- IG
- ISMA
- SMSC2010
- Social Media
- Top TL
- TrailblzRunning
- Tribe
- Create List

Message:

Hello Kim, was first introduced to you during the ISMA training and I am very interested in learning more about to hearing you speak

Send Request Cancel

Community: Denver, Colorado
Hometown: Tabernash, Colorado
Political Views: Spend less. Stay out of my personal life.
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Work and Education

Employers MobileMarketingProfits.com May 2007 - Present
Mobile Marketing Consultant, Author, Blogger
Showing small businesses and entrepreneurs how to market with mobile.

Laura DeMeo



Managing your Friends

Creating Friends List

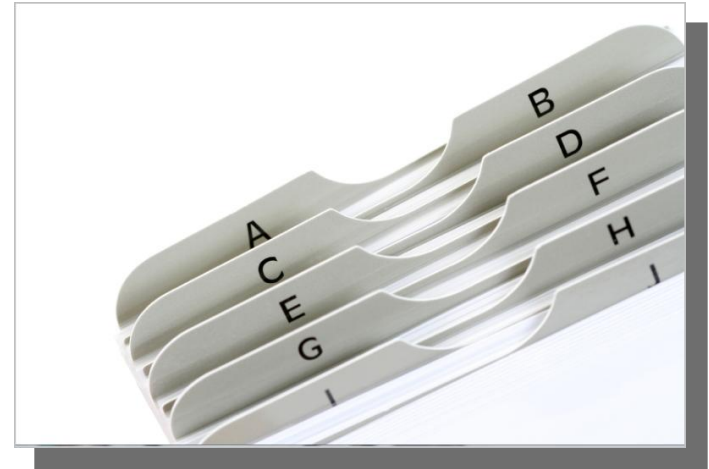
- Essential for managing your friends especially as your network grows
- Helps you remember where your friends came from and you first met them
- Allows you to send group invites or suggest invites to your fan (rather than individual invites)
- Friends lists allow you to keep track of key influencers in a particular group
- Friends lists enable you to filter out all the noise in the News Feeds and to stay on top of key influencers and people that are most important to you

Laura DeMeo



Possible Friend List Categories

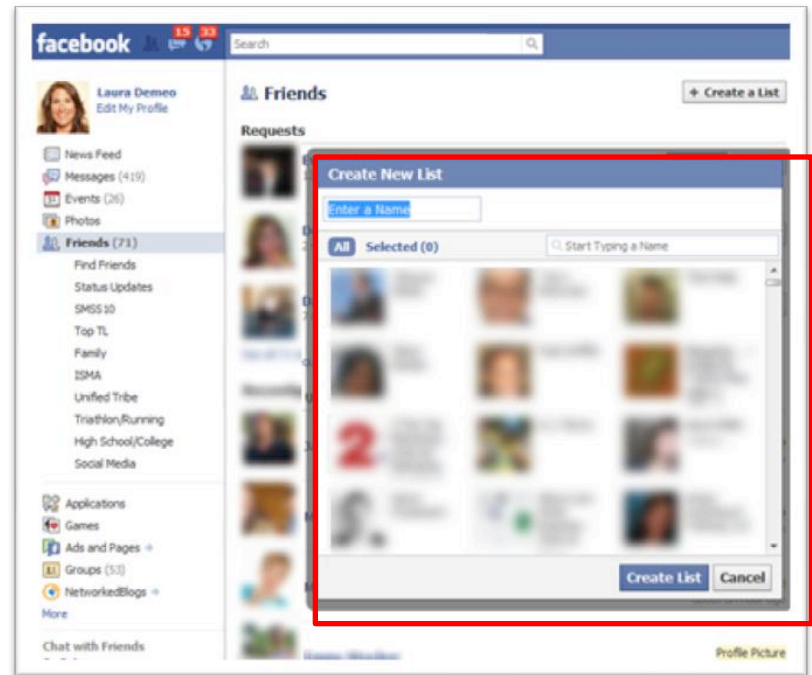
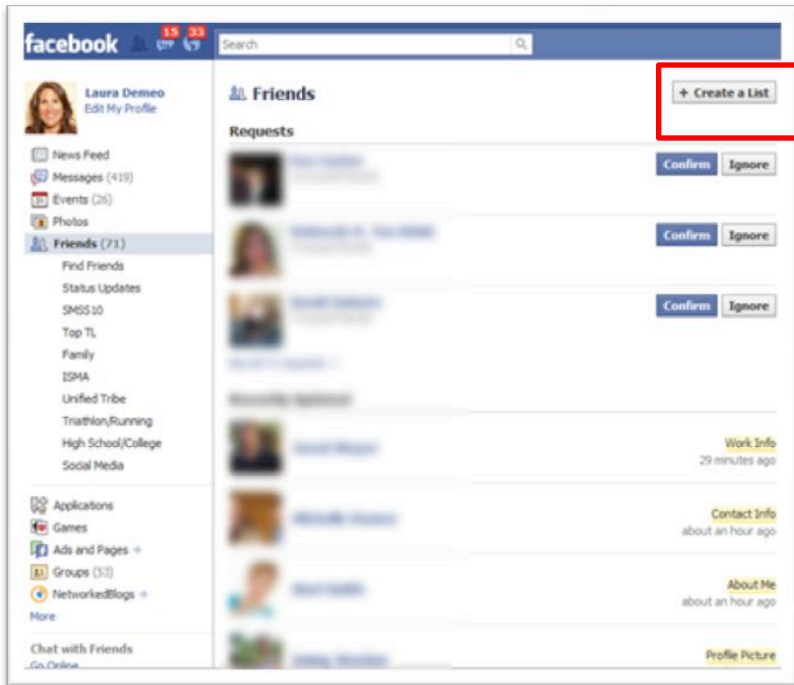
- Target Market
- Influencers
- Interests/ Activities (sports)
- Business Contacts
- Affiliation, Event, or Tribe
- Personal Friends
- Family
- Fans of particular person or brand
- Education (High School and/or College)



Laura DeMeo



Create a New List

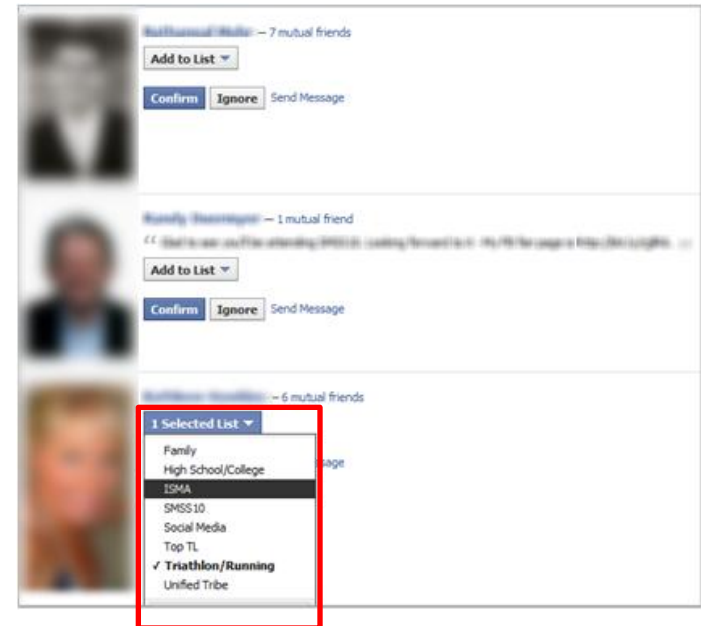


Laura Demeo



Good Organizational Habits

- Start getting in the habit of creating and managing friends list from the very beginning (it will save you time and energy)
- It is never too late to start- just begin now!
- When sending friend request and click “Add as Friend”, a box will pop up allowing you to type in personal message and “Add to List” (even before person accepts you as a friend)
- When you want to accept friend request, click confirm and add to designated List



Laura DeMeo



Laura DeMeo

Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

LEG 2

Cycling through Facebook

Part I: How to set up and optimize *Personal Profile* account

✓ **Part II: How to set up and optimize *Fan Page***



Create a Fan Page

Explode your business!

Laura DeMeo



Why Facebook?

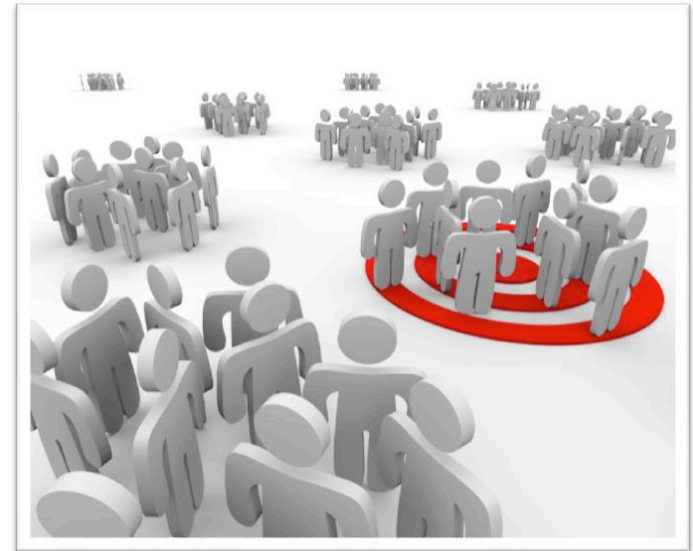
- 500 Million Active users
- 55 min. Average session time
- Largest Social Networking site
- 2nd Most Trafficked website in the World
- If Facebook were a country, it would be 4th largest Country
- 68% of US Facebook users “more likely to buy on a positive Facebook Friend referral” (eMarketer)

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Why Facebook continued...

- Brand NEW industry changing platforms that is already revolutionizing how we communicate on the internet
- Opt-in email capture system to build your list
- Fan page is open system- anyone can join and “like” your page
- The most powerful site for Targeted marketing
- Lots of Free interactive tools (Ex. Add Photos, videos and a host of Numerous engaging Applications
- Ability to build large network of real friends who like, trust, and know you
- Social Plugins (Like button, API Graphs, Recommendations, Live Stream, Friends activity and more



Laura DeMeo



Difference between Personal Profile, Group, and Fan Page

Facebook Personal Profile

- Personal: Reciprocal relationship- must mutually agree to be friends
- Tight knit invitational community
- Everyone looks at their personal home page/ news feeds- more activity from friends News Feed than from Fan Page News Feeds
- Limit of 5,000 friends
- Content is not indexed by Google
- Can not be used for business purposes (no selling or promoting product/services)
- Only allowed 1 profile page

Laura DeMeo



Difference between Personal Profile, Group, and Fan Page

Facebook Group

- Content is not indexed by Google
- Can not add custom Applications
- Once Groups exceed 5,000 people, can't message them
- In my opinion, no reason to have groups when the benefit of Fan pages are so powerful

Laura DeMeo



Difference between Personal Profile, Group, and Fan Page

Facebook Fan Page

- Fan page: Become a Fan has been replaced by NEW “like” button
- SEO- highly targeted marketing strategies
- Unlimited fans (vs. limit of 5,000 friends)
- Super Targeted marketed
- Used for Business purpose- can market and sell services and products
- Create Advertisements
- Post with Targeted Key words and benefit from keyword Rich Text
- Unprecedented Marketing implications- sitting on a treasure chest of psychographic data
- Can create unlimited number of pages (to represent multiple industries or niches)

Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- 1. Plan & Design**
2. Quality of Content
3. Promoting your page
4. Engage your audience
(Generating Interaction & comments)



Laura DeMeo



Plan and Design



Laura DeMeo



Plan & Design your Fan Page Checklist

***POST Method**

(made popular by facebook marketing expert, Mari Smith; source: Forrester Research/Groundswell)

1. **People**--What **Target Market** you most like to attract to your Facebook Fan Page?
2. **Objective**- What is the primary **objective** of your Facebook Fan Page
3. **Strategies**-What **strategies** do you plan to implement?
4. **Technologies**- What **technologies** will you use (Apps., photos, blog)?



Laura DeMeo



Plan & Design your Fan Page

7 Basic Steps

1. **Create Page**
 - a) Log in to your Facebook profile
 - b) Click on small “Advertising” tab or click “Ads and Pages”
2. Choose **Category**
3. Choose **Title** of your page
4. Upload **Image**
5. Fill out your **Mini. bio/** info box
6. Fill in completely your **Company/Brand info.**
7. Add Applications (Apps)

...then publish page when done

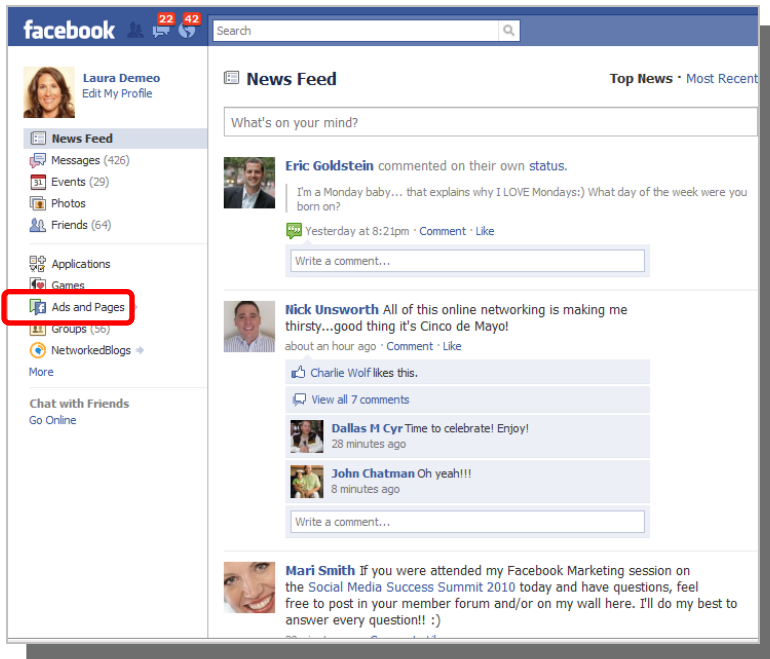
Laura DeMeo



7 Basic Steps...step #1

Create Page

1. Log in to Personal account
2. Click **“Ads and Pages”** or click **“Advertising”**



Laura Demeo



7 Basic Steps...step #1

Create Page

3. Click on “Pages”

4. Click on “Create Page”

The screenshot shows the Facebook Advertising interface. The 'Pages' link in the top navigation bar is highlighted with a red box. Below the navigation bar, there is a 'Facebook Advertising' section with a 'Create an Ad' button. The main content area is divided into sections: '2. Targeting' with a dropdown menu for 'United States', 'Connect with Real People' with a list of benefits, 'Create Your Facebook Ad' with a list of steps, and 'Optimize Your Ads' with a list of steps. There is also a demographic chart showing 'Female' and 'Male' users across different age groups.

The screenshot shows the Facebook Pages interface. The 'Create a Page' button in the top right corner is highlighted with a red box. Below the navigation bar, there is a 'Facebook Pages' section with a 'Create a Page' button. The main content area is divided into sections: 'Overview', 'Prepare', 'Step By Step', and 'Find New Fans'. There are also several featured posts and advertisements, including one for 'The New York Times' and another for 'Eric is a fan of The New York Times'.

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7 Basic Steps...steps #2 and #3

Choose Category and Title

- 3 Types of Categories to Choose from
- Selection will determine the fields in which you describe your business
- Once Category is chosen, can not change
- Once Title (name of your page) is chosen, can not change

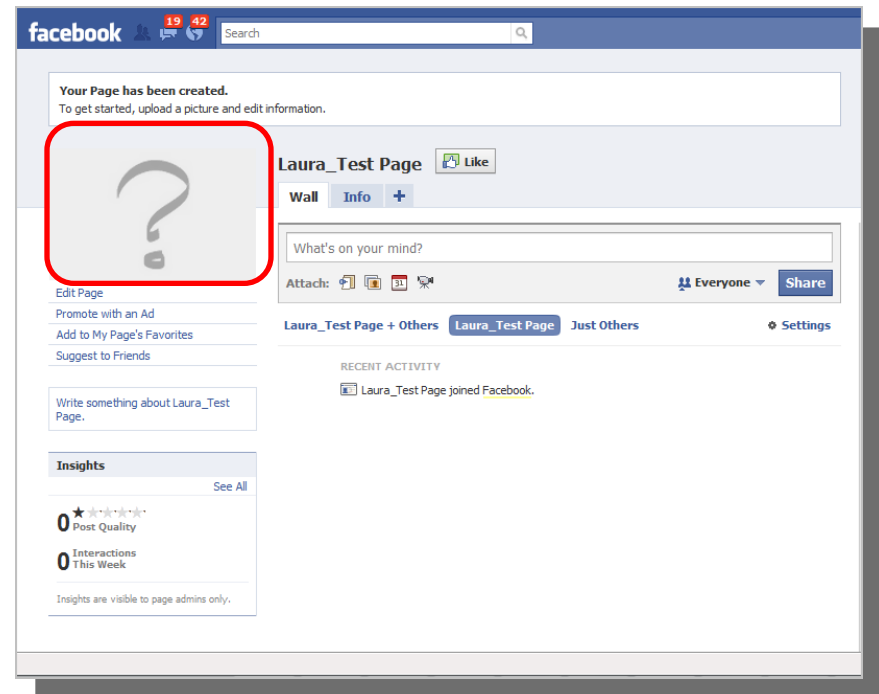
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7 Basic Steps...step #4

Upload Image

- Professional Photo
- First impressions
- 180px by 540



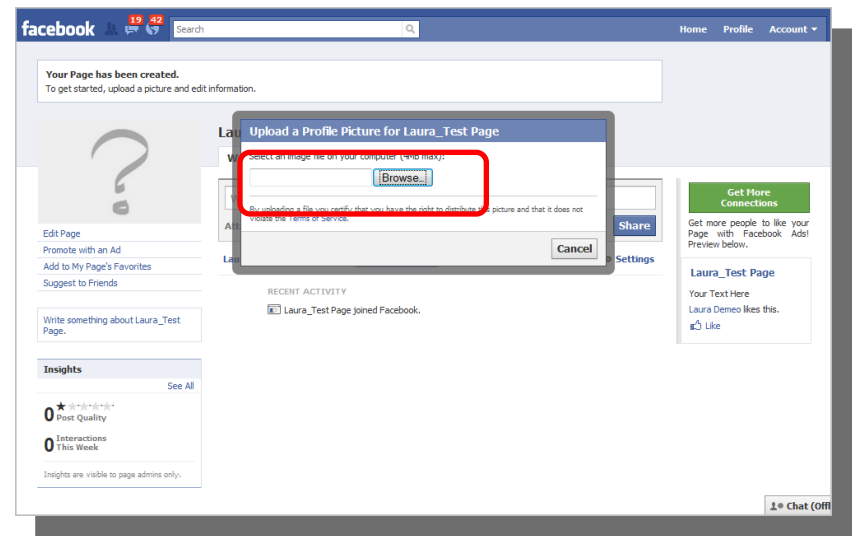
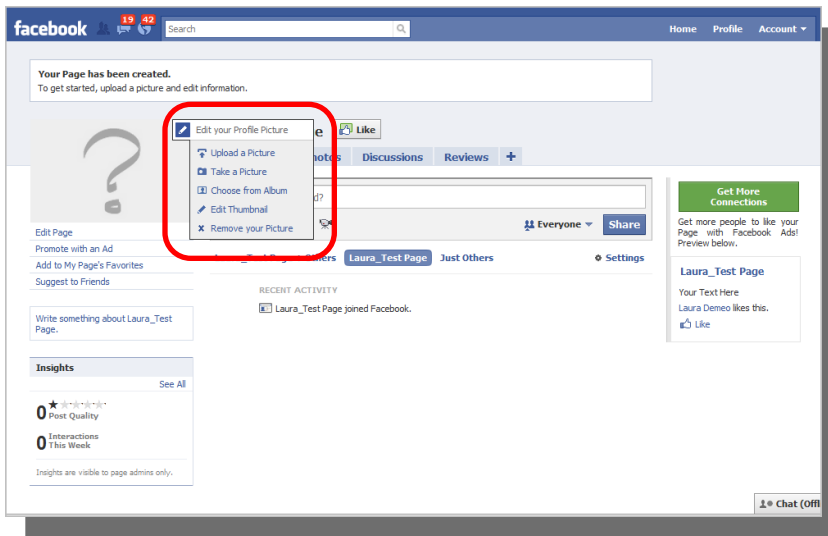
Laura DeMeo



7 Basic Steps...step #4 cont...

Upload Image

1. Click **“Edit Photo”**
2. Click **“Browse”** and upload photo



Laura DeMeo



7 Basic Steps...step #5

Fill in Mini Bio

The screenshot shows the Facebook page creation process for a page named "Laura_Test Page". At the top, a notification states "Your Page has been created. To get started, upload a picture and edit information." The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a profile picture of a runner, the page name "Laura_Test Page" with a "Like" button, and navigation tabs for Wall, Info, Photos, and Videos. A red box highlights the "Info" tab, with a red arrow pointing to it. Below the tabs is a text input field for "What's on your mind?", an "Attach" section with icons for photos, videos, and links, and a "Share" button. The "Info" section is partially visible, showing "Laura_Test Page + Others" and "Laura_Test Page" tabs, along with a "Settings" gear icon. Under "RECENT ACTIVITY", it shows "Laura_Test Page joined Facebook." On the right sidebar, there is a "Get More Connections" button and a section for "Laura_Test Page" with a "Like" button. At the bottom left, a red box highlights the text "Write something about Laura_Test Page.", with a red arrow pointing to it. A "Chat (Offline)" button is visible in the bottom right corner.

Laura Demeo



7 Basic Steps...step #6

Fill in Company Info

Your Page has been created.
To get started, upload a picture and edit information.

Laura_Test Page

Wall Info +

Click on a profile section below to edit it. Remember to save your changes. **Done Editing**

► Basic Info

▼ Detailed Info

Website:

Company Overview:

Mission:

Products:

Save Changes **Cancel**

Get More Connections
Get more people to like your Page with Facebook Ads! Preview below.

Laura_Test Page

Your Text Here
Laura Demeo likes this.

Mini Bio: Introduce yourself or product/service
What do you do?
Who do you help?
Give a reason why they should "Like" your page!
Use main key words and link to website

Chat (Offline)

Laura Demeo



7 Basic Steps...step 7

Add Applications

- Adding applications to your Facebook profile and fan page customizes and greatly enhances your page
- Applications are tools that make your page more interesting and engaging
- Helps to build relationships and create strategic marketing channels
- Allows you to syndicate link to your content to other social networks and your blog and/or other websites.
- For a directory of Facebook Applications visit:
<http://www.facebook.com/apps>

The screenshot shows the Facebook Settings page with the following sections:

- Settings**: Edit. Edit country restrictions, age restrictions and published status.
- Wall Settings**: Edit. Change the default view for fans and control who can post to your Wall.
- Mobile**: Edit · Learn more. Publish status updates, photos and videos to your Facebook Page on the go.
- Applications**:
 - My LinkedIn**: Edit · Application Settings · Remove Application. Connect your LinkedIn and Facebook accounts - display your LinkedIn Public Profile on Facebook.
 - NetworkedBlogs**: Edit · Application Settings · Link to this Tab · Remove Application. Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook.
 - Vype Live Broadcaster**: Edit · Application Settings · Remove Application. Vype Live Broadcaster allows anyone to broadcast and interact live with friends and family.
 - Testing - FBML**: Edit · Application Settings · Link to this Tab · Remove Application. Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

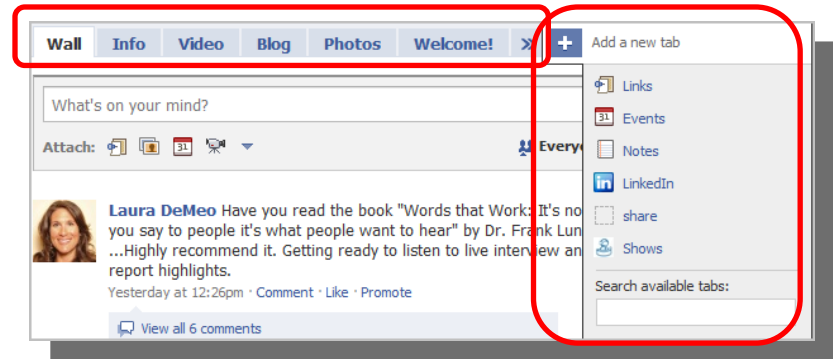
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How to Customize Using Applications

Types of Applications

- Facebook's built-in (Photos, Links, Events, Notes, networked blog, Video)
- 3rd Party Applications
 - Involver.com
 - Wildfire.com
 - FanAppz.com
 - BuddyMedia.com
- External developers create applications using Facebook's API (Application Programming Interface)



Main Tabs are fixed (Wall, Info.)

Other Tabs can be rearranged:
Dragged and dropped to move
Tabs

Laura DeMeo



How to Customize Using Applications

Types of Applications

- There are hundreds of Apps and possibilities to choose from and customize your business (fan) page
- In the next several slides, I will show useful examples of applications, why they are important, and how to use them, and exact steps how to add them to your page
 - **Networked Blogs** App
 - **Twitter** App
 - **Notes** App
 - **FBML** App

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Application Examples

Networked Blogs

- Import your Blog
- Increases your exposure on Facebook
- May inspire Friends and Fans to syndicate to other social networks



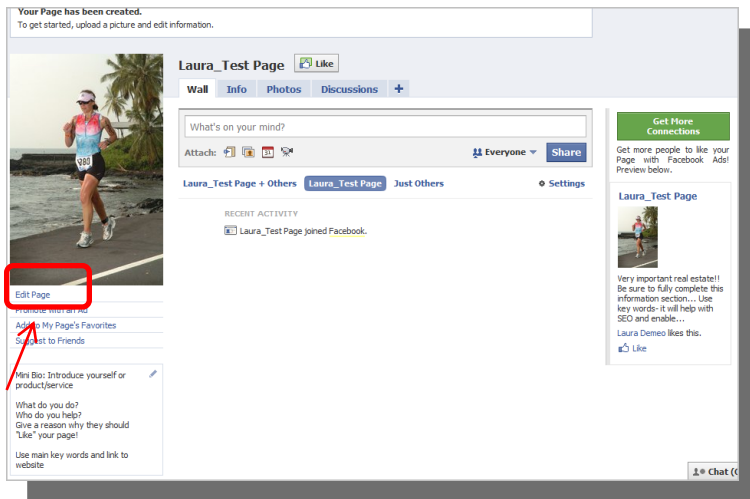
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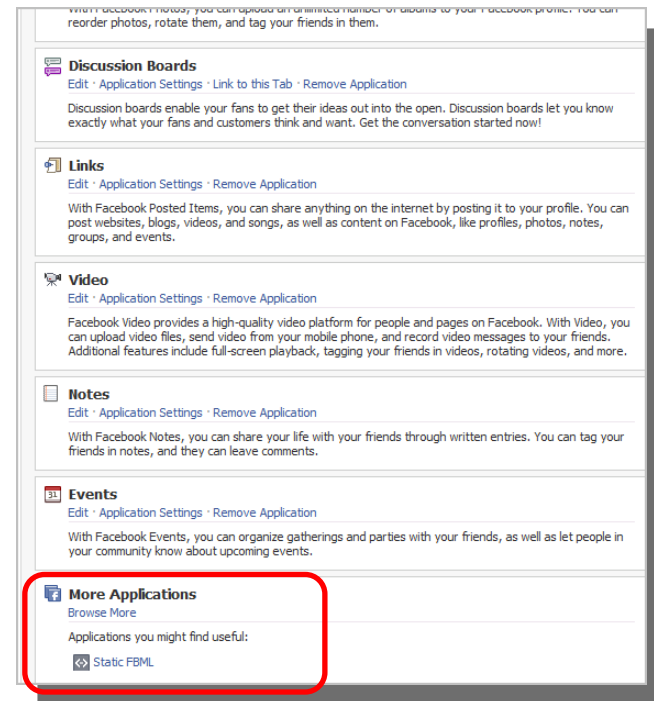
Application Examples

How to Add Networked Blogs

Click **“Edit Page”**



Dashboard: Click **“Browse More”** Applications



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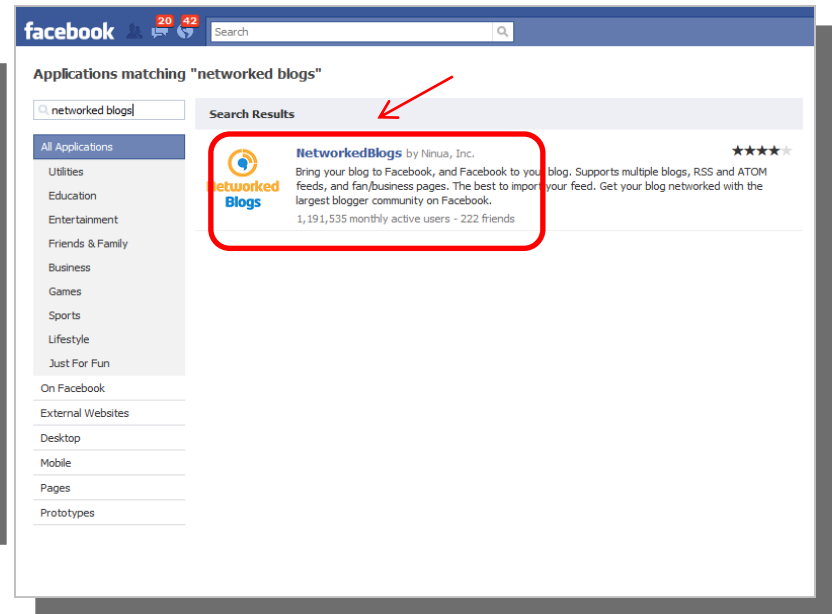
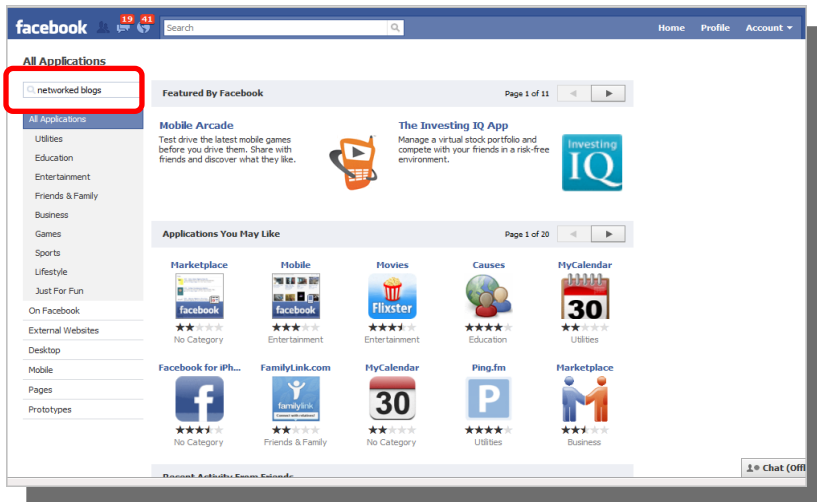


Application Examples

How to Add Networked Blogs cont...

In Browse space, type in:
Networked blogs. Click enter

Click on link: **Networked Blogs**



Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

Click **“Add to My Page”**

The screenshot shows the Facebook page for NetworkedBlogs. The page header includes the Facebook logo, a search bar, and the page name 'NetworkedBlogs' with a 'Like' button. Below the header are tabs for 'Wall', 'Info', 'Reviews', 'Boxes', and 'Welcome'. The main content area shows a post from NetworkedBlogs with a photo of a person and text about a 'big grin' and 'Great news'. Below the post are 'Like' and 'Share' buttons, and a comment section. On the left side, there is a sidebar with the NetworkedBlogs logo, a link to 'http://www.networkedblogs.com', and a 'Go to Application' button. Below this, the 'Add to my Page' button is highlighted with a red box, and a red arrow points to it from the text above.

Click **“Add to Page”**

The screenshot shows the Facebook page for NetworkedBlogs, similar to the previous one. However, a modal dialog box titled 'Add NetworkedBlogs to your Page' is open in the foreground. The dialog box has a header 'Add NetworkedBlogs to your Page' and a sub-header 'Select which Page you wish to add NetworkedBlogs to.'. Below this, there is a list of pages. The first page is 'Laura_Test Page' with the profile picture and name 'Laura_Test Page' and 'Professional Service'. This entry is highlighted with a red box, and a red arrow points to the 'Add to Page' button next to it. Below this entry are three more entries, each with the text 'Application' and an 'Add to Page' button.

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Application Examples

How to Add Networked Blogs cont...

Go back to Dashboard (Edit Page)

*Tip: <http://www.facebook.com/pages/manage>

Follow prompts to Add Networked Blogs App (Allow Publishing)

Settings
Edit
Edit country restrictions, age restrictions and published status.

Wall Settings
Edit
Change the default view for fans and control who can post to your Wall.

Mobile
Edit · Learn more
Publish status updates, photos and videos to your Facebook Page on the go.

Applications

- NetworkedBlogs**
Edit · Application Settings · Remove Application
Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook.
- Photos**
Edit · Application Settings · Link to this Tab · Remove Application
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
- Discussion Boards**
Edit · Application Settings · Link to this Tab · Remove Application
Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

Laura_Test Page (edit)

NetworkedBlogs [Search] [Go]

Home | Profile | Friends | Browse Pages | Help

Promote your blog to 1,000,000 users. Advertise on NetworkedBlogs.

Page Settings for Laura_Test Page

1. Select blogs you want to display on your business page:
Don't see your blog? Make sure it's registered with NetworkedBlogs. If it's already registered, then make sure you are following it.

Blog Name	Publish to Wall & Show on Tab (recommended, best distribution)	Show on Tab Only no publishing on page wall	Test Auto Publishing will post a test message on page wall
Laura DeMeo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Save changes before testing
[chrisbrogan.com]	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
The Best of CustomTwit.com	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Personal Development for Smart People - Steve Pavlina	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Tom Shebell	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Buzz Marketing Daily	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
Seth Godin	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing
KatieFreeling.com	<input type="checkbox"/>	<input type="checkbox"/>	Test Publishing

Laura DeMeo



Application Examples

How to Add Networked Blogs cont...

The screenshot shows the Facebook application settings interface. A modal window titled "Request for Permission" is open, displaying the following text: "Allow NetworkedBlogs to publish posts or comments without prompting me." Below this, it says "Future posts from NetworkedBlogs" and shows a preview of three posts from "Laura Demeo" being shared to a "facebook" profile. At the bottom of the modal are "Allow Publishing" and "Don't Allow" buttons. Three red annotations are present: 1. A red box around the "Allow NetworkedBlogs to publish posts or comments without prompting me." text. 2. A red box around the "Click here to allow publishing" link. 3. A red box around the "Save" button.

- Click to allow publishing to facebook
- Save Settings

Laura Demeo

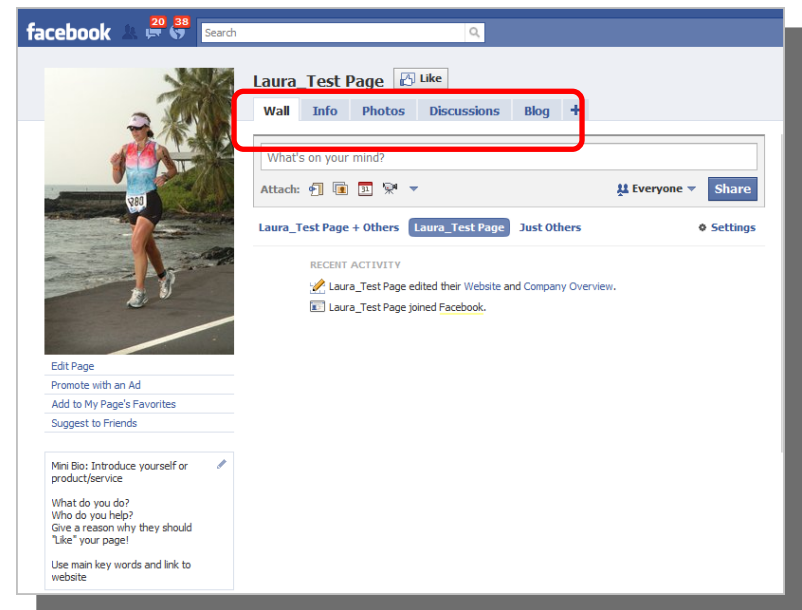
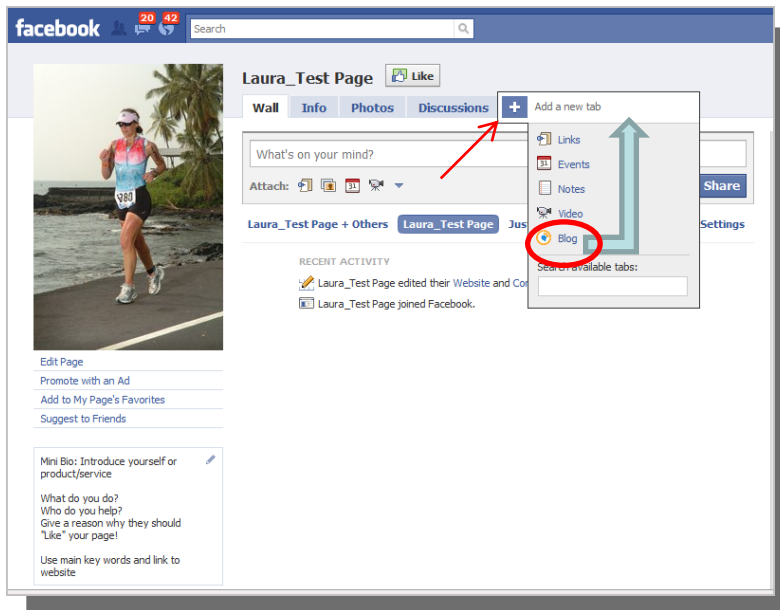


Application Examples

How to Add Networked Blogs cont...

1. Click “+” Tab
2. Drag **Blog** to Menu Bar

“**Blog**” is now Displayed in Menu Bar



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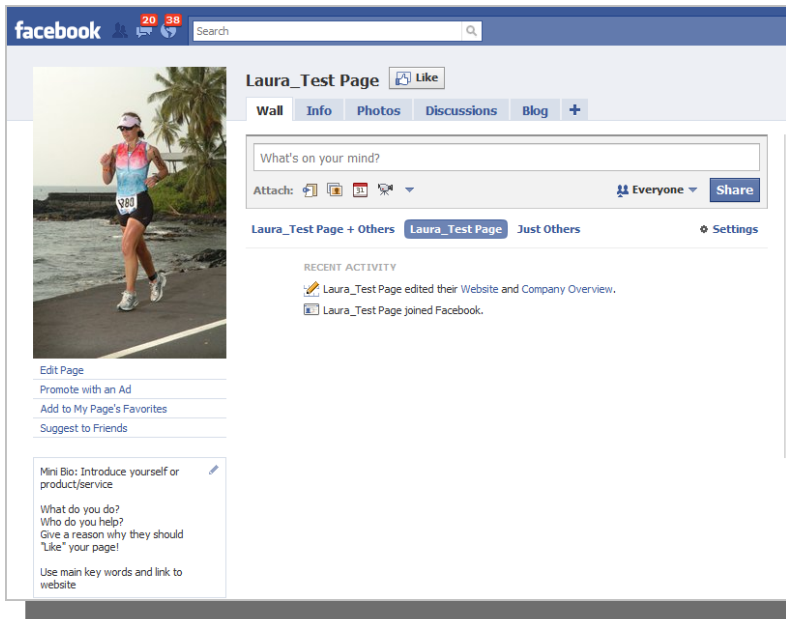


Application Examples

How to Add Networked Blogs cont...

Click the new **“Blog”** Tab

Blog Successfully Imported to Fan Page

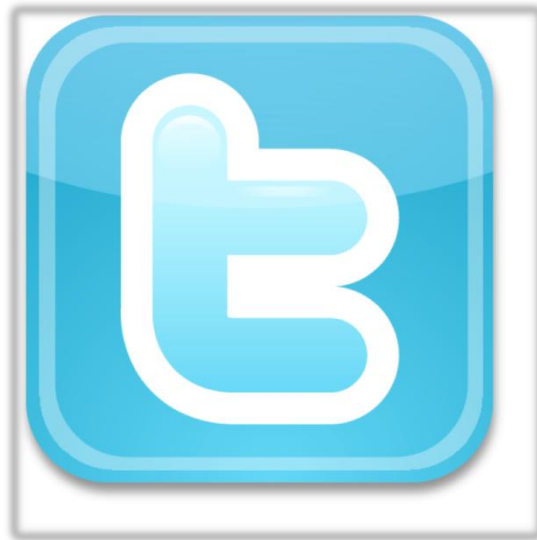


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Application Examples

Twitter Application



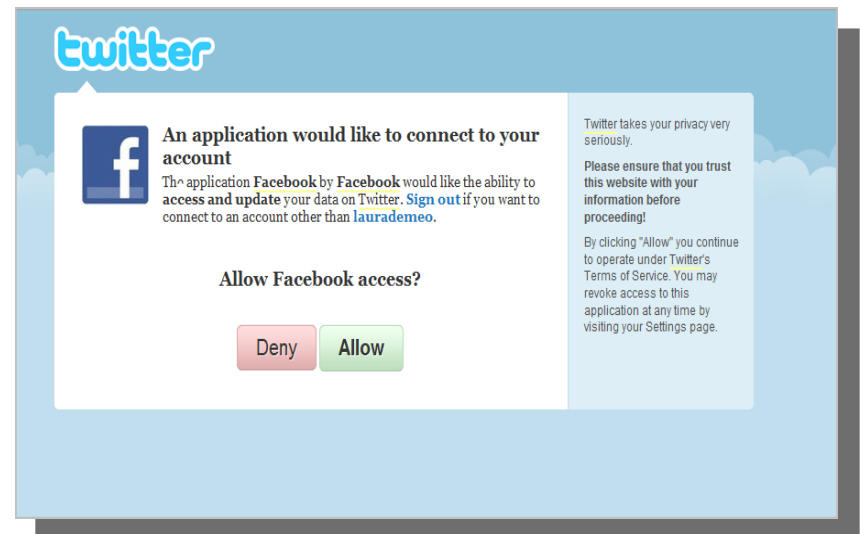
Laura DeMeo



Application Examples

How to add the Twitter Application

<http://facebook.com/twitter>

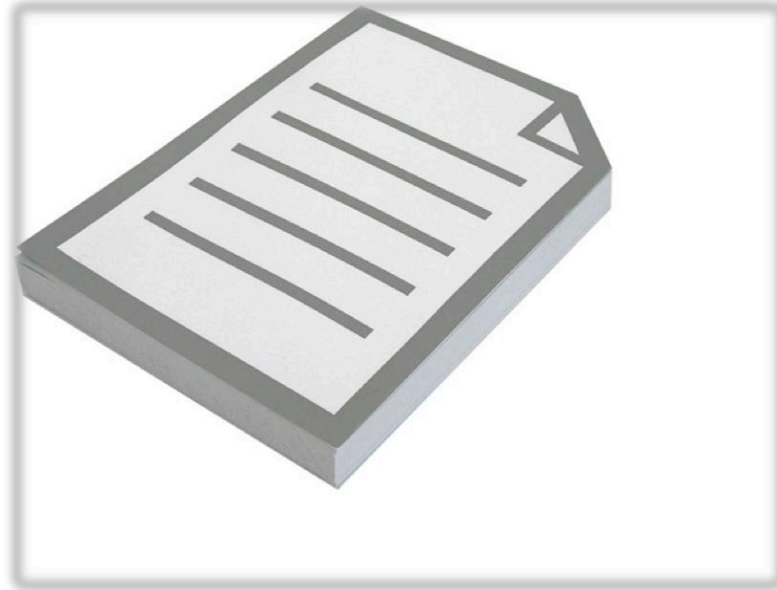


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Application Examples

Notes Application

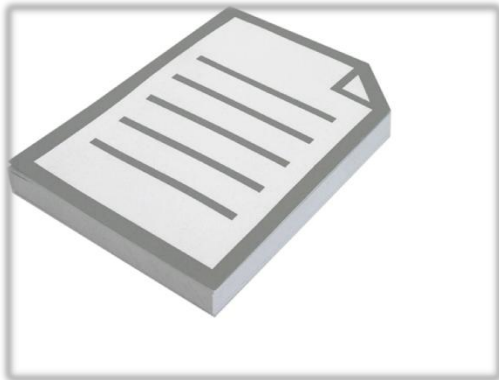


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Application Examples

Notes Application



- Simple social blogging platform
- Users can type whatever they want in a note & tag certain friends and share in facebook where can be found in newsfeeds
- Import blog content
- Import twitter feeds

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Application Examples

How to add the Notes Application

The screenshot shows the Facebook application settings page. The 'Notes' application is highlighted with a red box and a red arrow pointing to it. The page is divided into two main columns. The left column lists various applications with their respective icons, titles, and descriptions. The right column contains promotional and administrative options.

Application	Options	Description
Photos	Edit · Application Settings · Link to this Tab · Remove Application	With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
Discussion Boards	Edit · Application Settings · Link to this Tab · Remove Application	Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!
Links	Edit · Application Settings · Remove Application	With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.
Video	Edit · Application Settings · Remove Application	Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.
Notes	Edit · Application Settings · Remove Application	With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
Events	Edit · Application Settings · Remove Application	With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
More Applications		

Promote your page

- Promotion Guidelines
- Promote with a Like Box

Admins Add

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Help with Your Page

For tips and information about Facebook Pages, [click here](#).

Promote with Facebook Badge

[Get Your Badge](#)

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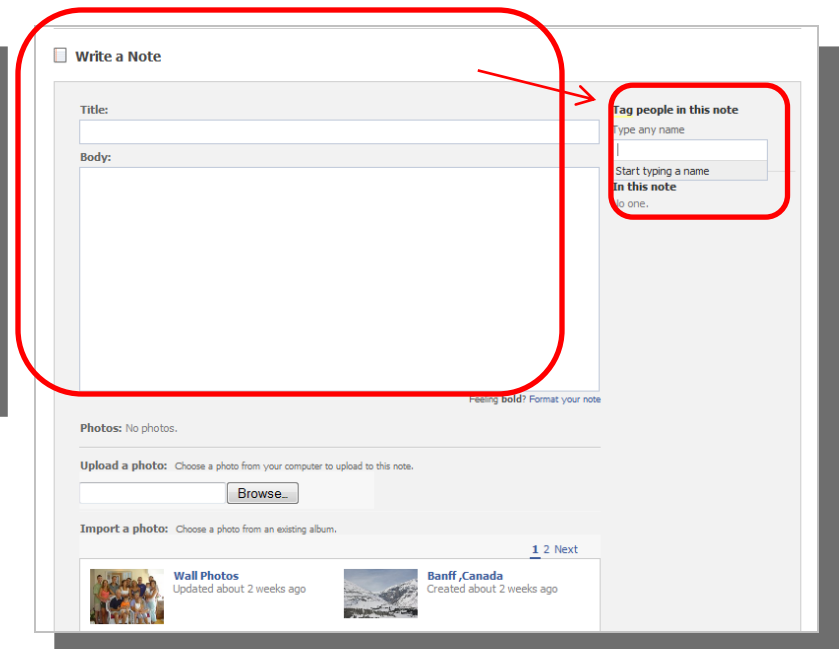
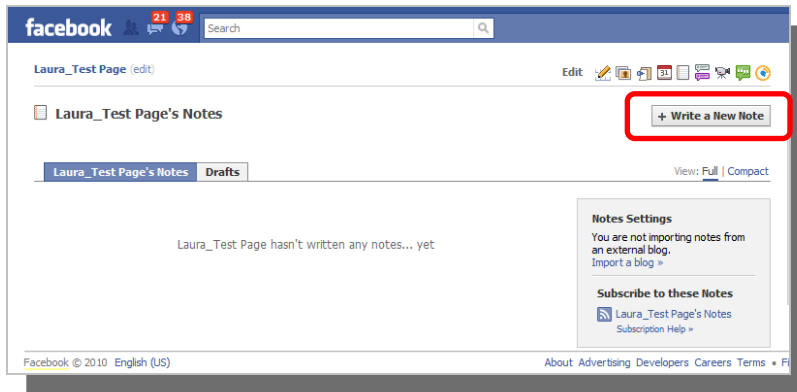


Application Examples

Notes Application: Use to Update and Tag People

Click **“Write a New Note”**

May **“Tag”** People in the Note



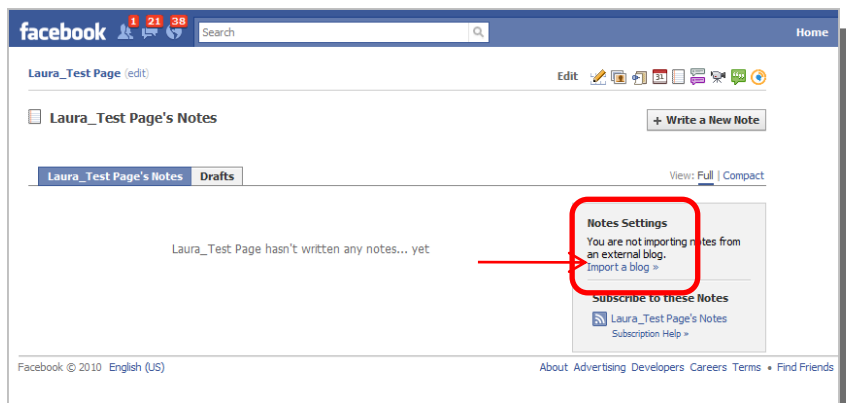
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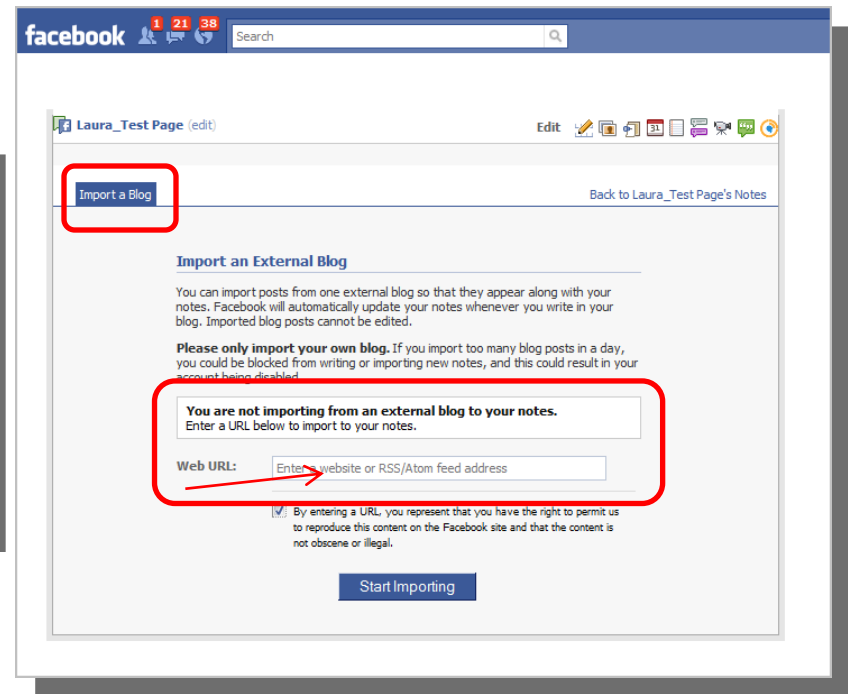
Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

Use Notes to Import your Favorites
Twitter Feed. Click **“Import Blog”**



Copy Twitter RSS Feed URL here



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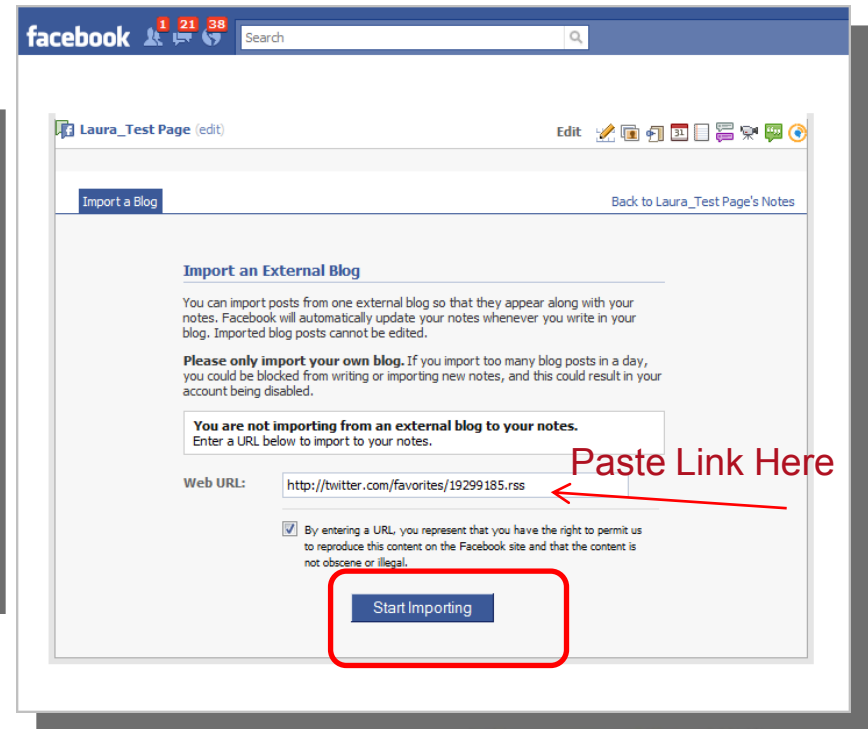
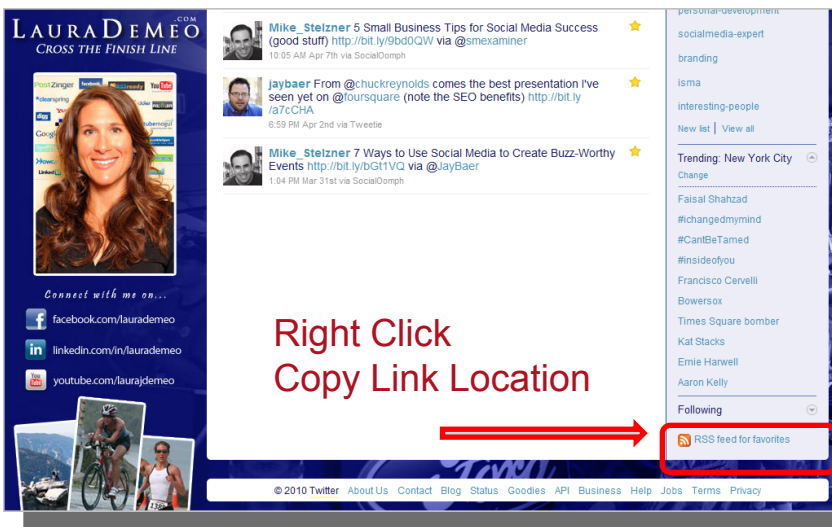


Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

1. Right Click on **“RSS Feed for Favorites”**
2. Copy Link

3. Paste link
4. Click **“Start Importing”**



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Application Examples

Notes Application: Use to Import Twitter Favorites (RSS Feed)

Click **“Confirm Import”**

Your Favorites Twitter Feeds are now Successfully Imported to fan page

Laura_Test Page (edit)

This is a preview of Laura_Test Page's imported blog.

We retrieved these entries from your feed at <http://twitter.com/favorites/19299185.rss>

If you confirm this import, we'll check the feed every couple of hours for new posts you've made, and add anything we find to your Facebook notes.

Confirm Import

Cancel

Import Info

This is a preview of Laura_Test Page's imported blog.
You can continue to import this blog or cancel.

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
Thursday, April 29, 2010 at 4:38pm

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
Thursday, April 29, 2010 at 4:32pm

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/b...>
Thursday, April 29, 2010 at 4:05pm

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/bOwkWq>

facebook 1 21 37 Search

Laura_Test Page Like

Wall Info Photos Discussions Boxes Blog +

What's on your mind?

Attach: Everyone Share

Laura_Test Page + Others Laura_Test Page Just Others Settings

Laura_Test Page

Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
Don_Crowther: How Facebook marketing slaps Twitter marketing in the face <http://bit.ly/9W57eq>
a few seconds ago · Comment · Like · Share

Laura_Test Page

mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
mashable: Google's Nightmare: Facebook 'Like' Replaces Links - <http://bit.ly/aoWeaq> (CNN)
a few seconds ago · Comment · Like · Share

Laura_Test Page

jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <https://bit.ly/b...>
jaybaer: 87% of U.S. is aware of Twitter, but only 7% uses it. (6 other surprises in State of Twitter report) <http://bit.ly/bOwkWq>
a few seconds ago · Comment · Like · Share

Laura_Test Page

Laura DeMeo



Application Examples

Add Static FBML Application

The screenshot shows a Facebook page for an application named "Static FBML". The page layout includes a top navigation bar with the Facebook logo, a search bar, and notification icons. The main content area is divided into a left sidebar and a right main section. The left sidebar contains a "facebook" logo with a green double-headed arrow, a "Add to my Page" button, and an "Information" section showing a 4.2 out of 5 star rating based on 2265 reviews. The right main section features a "Static FBML" title, tabs for "Wall", "Info", "Reviews", and "Discussions", a text input field with a "Share" button, and a message stating "Static FBML has no recent posts." The bottom of the page shows a "Fans" section with 6 of 192,056 fans and an "Older Posts" dropdown menu.

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Application Examples

FBML Application: FBML= Facebook Markup Language

- One of the most vital components to your fan page because it allows you to create fully customized content
- Makes fan page more Compelling and Engaging
- Allows you to add advanced functionality to a page by placing a customizable box in which you can render HTML or FBML giving you free reign over the space to style and customize however you want!
Unlimited potential!
- Popular uses of FBML:
 - images, video, stylized Text
 - Custom landing tab or welcome tab
 - Opt-in box- Email capture
 - Graphics
 - You Tube Badge
 - Can have multiple FBML tabs
- **See Following Examples!**

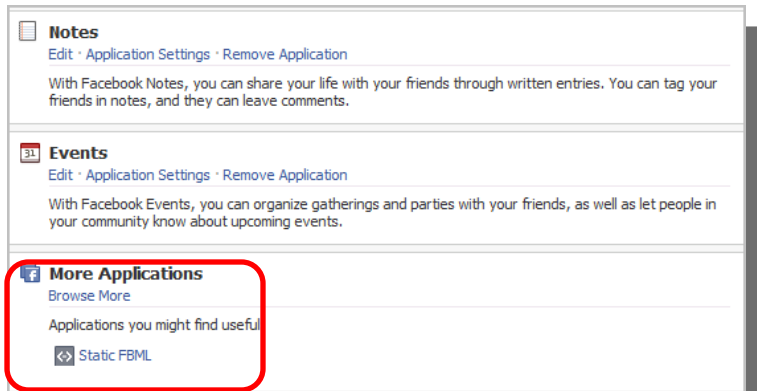
Laura DeMeo



Application Examples

FBML Application: FBML= Facebook Markup Language

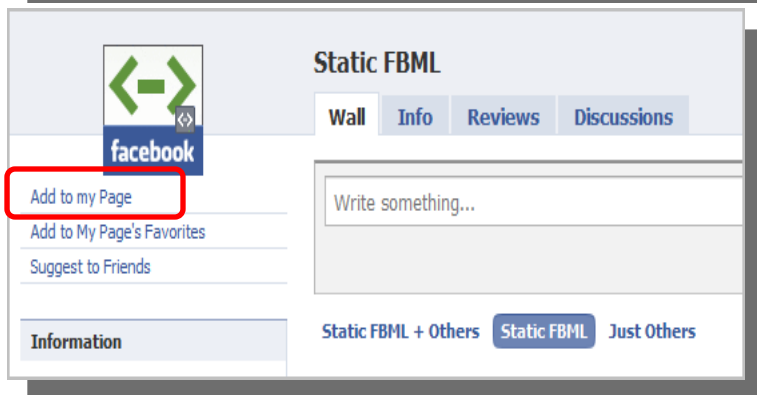
1. Create a Static Page



Notes
Edit · Application Settings · Remove Application
With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

Events
Edit · Application Settings · Remove Application
With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

More Applications
Browse More
Applications you might find useful
Static FBML



Static FBML

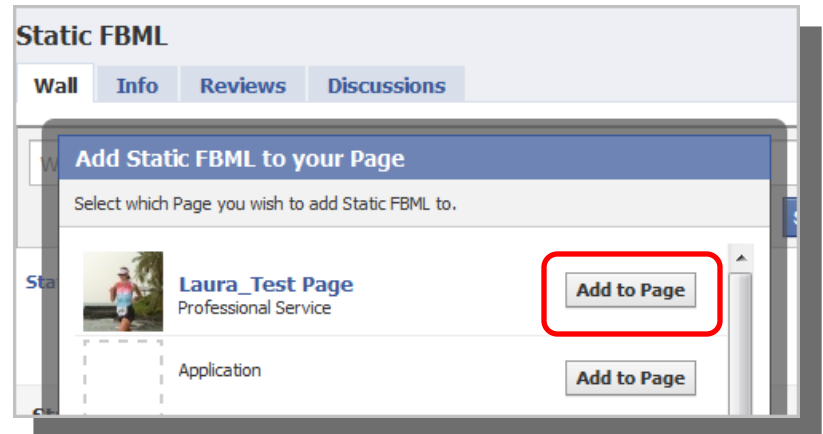
Wall Info Reviews Discussions

Write something...

Static FBML + Others Static FBML Just Others

Add to my Page
Add to My Page's Favorites
Suggest to Friends

2. Add to Page



Static FBML

Wall Info Reviews Discussions

Add Static FBML to your Page

Select which Page you wish to add Static FBML to.

Laura_Test Page
Professional Service
Add to Page

Application
Add to Page

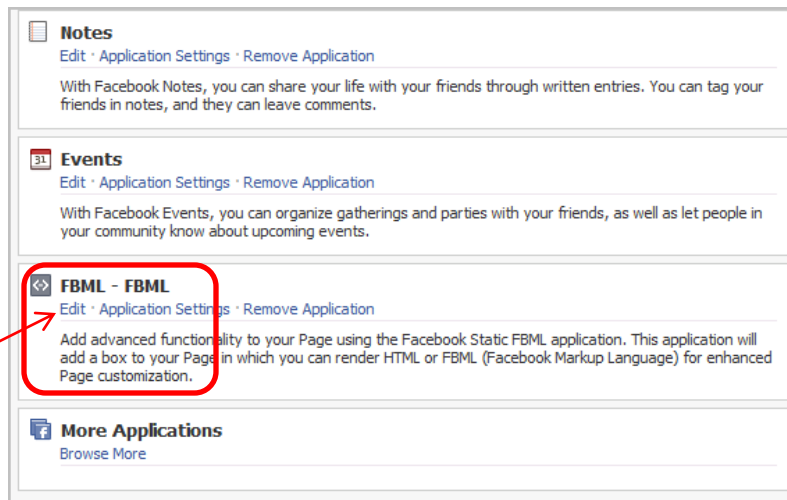
Laura DeMeo



Application Examples

FBML Application: Customize Your Fan Page

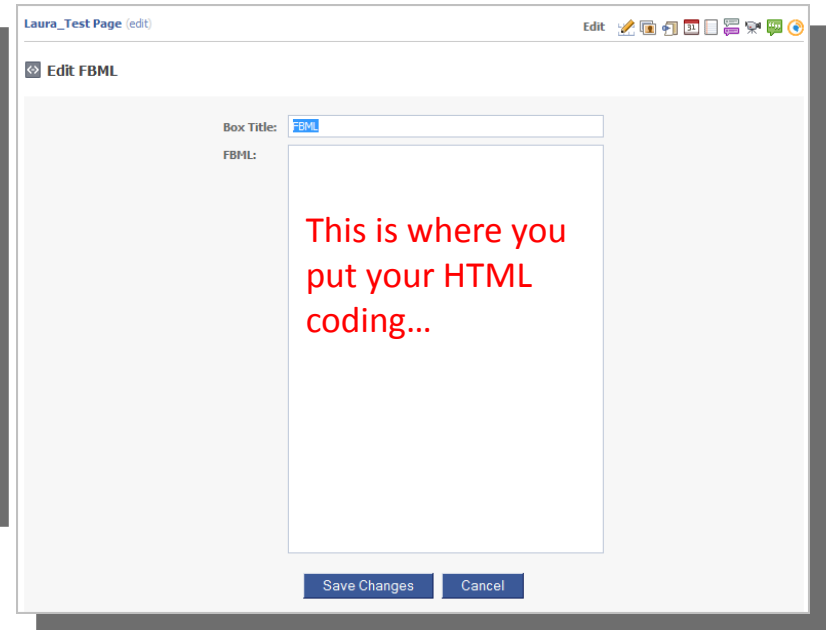
3. Edit Page



The screenshot shows the Facebook application settings menu. The 'FBML - FBML' application is highlighted with a red box and a red arrow pointing to it. The menu includes sections for Notes, Events, FBML - FBML, and More Applications.

- Notes**
Edit · Application Settings · Remove Application
With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.
- Events**
Edit · Application Settings · Remove Application
With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.
- FBML - FBML**
Edit · Application Settings · Remove Application
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.
- More Applications**
Browse More

4. The magic happens here!



The screenshot shows the Facebook FBML editor interface. The 'Box Title' field contains 'FBML'. The 'FBML' field is empty and contains the text 'This is where you put your HTML coding...' in red. The interface includes a 'Save Changes' button and a 'Cancel' button.

Box Title:

FBML:

This is where you put your HTML coding...

Laura DeMeo



Application Examples

Excellent use of FBML App to Create full Customization: Dunkin' Donuts

The screenshot shows the Dunkin' Donuts Facebook page. A poll overlay is displayed in the center, asking "What is your favorite Iced Coffee flavor?". The poll options are French Vanilla, Hazelnut, Blueberry, and Coconut. There are "Vote" and "Results" buttons. The background shows the Facebook interface with the Dunkin' Donuts logo, a "FAN OF THE WEEK" section, and a post from Sheryl Winters Burke.

The screenshot shows the Dunkin' Donuts Facebook page with a promotional offer. The offer is "JOIN NOW & GET A FREE MEDIUM BEVERAGE*". The offer details are: "Dunkin' Perks® & enjoy: medium beverage of your choice* medium beverage of your choice to celebrate your birthday* give in-store and online offers, plus all the latest Dunkin' news". There is a pink "ENROLL NOW" button. Below the button are five images of Dunkin' Donuts beverages: a chocolate latte, a coffee, a white cup, a tea, and a latte. At the bottom, there is a disclaimer: "*We'll send you a coupon for a free medium beverage of your choice which includes any iced or hot coffee, tea or latte, hot chocolate or Coolata®. All cooler beverages".

Laura DeMeo



Application Examples

FBML App example: Threadless T-Shirts, Create a Store Front

Can order T's Directly from Page Create lots of excitement & Interaction through "Comments"

Great use of Videos

The screenshot shows the Threadless Facebook page interface. At the top, there's a navigation bar with 'Threadless' and 'Like' buttons, and tabs for 'Wall', 'Info', 'New Tees!', 'Video', 'Live', and 'Photos'. Below this, a section titled 'New tees for May 3, 2010' displays a row of small t-shirt thumbnails. The main focus is on a specific t-shirt titled 'A Plot to Destroy the King' by Mark R. Skipper. The product image shows a red t-shirt with a cardinal and floral design. To the right of the image, there's a 'Share' button and a 'Like' button with the text '8 people like this. Be the first of your friends.' Below the product image, there are two comments: one from 'Dwi YuliYanto' dated May 4 saying 'love this bird :D' and another from 'Benjamin Lance Hunter' dated 2:11 am saying 'nice'. At the bottom of the product listing, there's a 'Choose your size' dropdown menu, an 'Add to cart' button, and a rating section that says 'Scored avg of 3.48 out of 5 by 668 people. Score designs!'. A comment box with a 'Post' button is also visible.

The screenshot shows the 'Threadless's Videos' section of the Facebook page. It features a grid of video thumbnails with play buttons and duration times. The videos are arranged in two rows of four. The first row includes a video of two people talking (5:47), a video of two people in a room (0:43), a video of a person with a green starburst (0:37), and a video of a person with a blue starburst (0:37). The second row includes a video of a person sitting at a table (5:49), a video of a person standing in a room (1:20), a video of a person sitting at a table (4:28), and a video of a person sitting at a table (0:57). At the bottom of the video gallery, there's a 'Fan Video' section with a video titled 'Fan Video' and a duration of 7:18.

Laura DeMeo



Application Examples

FBML App example: John Assaraf

Custom Video Welcome Message

Creative use of Email Opt-in Box

John Assaraf Like

Wall Info Welcome Notes Events Ask John >>

BECOME A FAN ↑

JOHN ASSARAF
More Money • More Life • More Love

CLICK TO PLAY

My Free Gift To You!
*"The Secret to Building Wealth:
The Seven Natural Laws That Will Change Your Life."*

SIGN-UP NOW

First Name:

Email:

We will never sell, trade, or share your contact information.

ASK JOHN DIRECT

"What is your biggest question about having it all in your personal and professional life?"

Type in your name...

Type in your primary email...

Type in your question here now...

Here's My Question John >>>

* Every Friday John will answer a selection of these questions at <http://www.johnassaraf.com/>

Laura DeMeo



Application Examples

FBML App example: Mari Smith

Inviting Custom Landing Page

Mari Smith Today's the BIG day 2,500 peeps have been waiting for!! Yesterday, Guy Kawasaki launched the Social Media Success Summit. And, today is the first of my two Facebook Marketing sessions!! http://bit.ly/smss_10 (hashtag will be #SMSS10 for all 18 sessions during the month of May!) via HootSuite - about an hour ago

Wall Info #SMSS10 Social Medi... Photos Blog >>

If ya' "Like" my page...
please clickety-click the button above!

Mari Smith
Social Media
Speaker & Trainer
President, International Social Media Association

Latest Tweet:
Mari Smith:
What an exciting day!! THREE #SMSS10 sessions: me + @JasonFalls + @Ramon_DeLeon http://bit.ly/smss_10 Bring it team!!
Let's Connect On Twitter!

Mari Has 67,578 Twitter Followers

Excellent use of applications to create optimal customization and Interaction with fans

Mari Smith Today's the BIG day 2,500 peeps have been waiting for!! Yesterday, Guy Kawasaki launched the Social Media Success Summit. And, today is the first of my two Facebook Marketing sessions!! http://bit.ly/smss_10 (hashtag will be #SMSS10 for all 18 sessions during the month of May!) via HootSuite - 2 hours ago

Wall Info #SMSS10 Social Medi... Photos Blog >>

Write something...

Attach: [Image] [Video] [Link] [App]

SEAN CATHOUK **Devp Raphael** @Mari - can you post some thoughts/comments on my pages* - it seems to be a very confusing topic in the facebook world. I'm trying to figure out how to have this cross functionality with a client and wanted to see if you could help. Thanks!
10 minutes ago · Comment · Like · Report

Jill Pursell de Larzac Hi Mari! Wanted to ask a quick Facebook question. I'm trying to figure out how to have this cross functionality with a client and wanted to see if you could help. Thanks!
17 minutes ago · Comment · Like · Report

Mari Smith Today's the BIG day 2,500 peeps have been waiting for!! Yesterday, Guy Kawasaki launched the Social Media Success Summit. And, today is the first of my two Facebook Marketing sessions!! http://bit.ly/smss_10 (hashtag will be #SMSS10 for all 18 sessions during the month of May!) via HootSuite · Comment · Like

5 people like this.
View all 5 comments

Liza Marie Smith Yum!
about an hour ago · Report

- Discussions
- Video
- Shows
- Welcome!
- Posterus
- Welcome v.1.0
- Poll
- Boxes
- Daily Motiv...
- Extended Info
- About Mari
- Events
- Links
- Notes
- News
- YouTube

Laura DeMeo



Application Examples

FBML App example: Starbucks

Monitor Starbucks card directly from Fan Page

facebook 3 10 45 Search

Starbucks It's the last two days of Starbucks Frappuccino Happy Hour! From 3-5 p.m. get a half price Frappuccino However-You-Want-It. {US + Canada} Have you found your favorite yet? on Saturday

Wall Info **Starbucks Card** Around The... Photos Video >>

YOUR CARD. YOUR REWARDS. YOUR FRIENDS.

We've made it easy to monitor your Starbucks account right here on Facebook.

By using this app you'll be able to:

- MANAGE your card balance
- VIEW your Rewards
- SURPRISE your friends and reload their Starbucks Cards. *Coming soon!*

GET STARTED >>

Encourages fan to send Photos

facebook 3 10 45 Search

Starbucks It's the last two days of Starbucks Frappuccino Happy Hour! From 3-5 p.m. get a half price Frappuccino However-You-Want-It. {US + Canada} Have you found your favorite yet? on Saturday

Wall Info **Starbucks Card** Around The... **Photos** Video >>

Starbucks's Albums 4 Photo Albums

View Comments

<p>Wall Photos 15 photos</p>	<p>Tazo Tea buyers travel the world. 18 photos</p>	<p>The Avett Brothers play Starbucks 19 photos</p>	<p>Howard Schultz's trip to Rwanda 47 photos</p>	<p>Profile Pictures 5 photos</p>
---	---	---	---	---

Fan Photos 4,058 photos

View Comments

1 2 3 4 5 Next Last

--	--	--	--	--

Laura DeMeo



Application Examples

FBML App example: Lizabeth Phelps:

Brain Sticky Communications Expert

www.inspiredleadershiptraining.com

Create Text Welcome Message

The Testimonials Speak for Themselves

facebook 22 41 Search

Inspired Leadership Training

Wall Info Photos Welcome! Testimonial Discussions >>

Welcome to Inspired Leadership Training!

It is my mission that this fan-page be the hub of a powerful, international movement of **bold, original entrepreneurs who revolutionize the world**. My part in their success will be to inspire, empower and encourage them to fulfill their calling—and guide them to *succeed at it* with **powerful communications** to their prospects, clients and peers that make them wealthy *and* change the world!

Specifically, this fan-page will emphasize business communication that grabs the attention of the brain, is **"Brain-Sticky": irresistible, memorable and one-of-a-kind**.

This is where I will personally interact with "visionary entrepreneurs"—coaches, wellness practitioners, authors and speakers—to ensure they create "Brain-Sticky" businesses that are not luxuries but essentials. And then to help them *convey the value* of their businesses so compellingly that *prospects buy them and clients stay with them*, and so they powerfully deliver their unique ideas in ways that get heard and create change.

I lead live and virtual trainings that are bold and original and that *teach* inspired entrepreneurs to be the same: to embrace **fearless originality** in building their businesses and, most especially, in delivering their world-changing messages.

So, become a fan and find out if your business, marketing materials, information products and presentations pass the Brain-Sticky litmus test! Enter my challenges and contests. Answer my provocative questions. Learn about the brain and its relationship to learning (something your prospects and audiences are—hopefully—doing when you speak). Learn about the psychology of influence. All the information that's *critical* for those who want to make a living and a mark on the world.

Become a fan and become a part of the movement of bold, original, "Inspired Entrepreneurs" who revolutionize the world with their ideas!

facebook 22 41 Search

Inspired Leadership Training

Wall Info Photos Welcome! Testimonial Discussions >>

A Small Sampling of Testimonials

"Lizabeth, I did the 2-day Book Yourself Sold Seminar this week and it was the best it's ever been. It literally was twice as good as it usually is. And, it was all because of the work you did. You are brilliant!"

I couldn't get away with it any more—relying on just my talent and good content alone. I was exhausted at the end of the day and my audiences weren't getting the results that I wanted them to. Then I met Lizabeth Phelps who told me she could show me a system for "talking to the brain," so that what you teach sticks.

Truthfully, I was skeptical. But guess what? She was right. Boy did she help! I worked with her to revamp my workshops for two months and—this is no exaggeration—100% of what I'm teaching now sticks. And, on top of that, I don't get drained after a day of speaking anymore. In fact, I no longer consider myself a mere "speaker." Lizabeth has taught me how to be an Experience Maker.

— Michael Port, BookedGoldUniversity.com

"Secrets of Impact & Influence" was beautifully structured to make any talk easier to develop, practice and deliver. It was led with the best of brain-science research and with heart by Lizabeth Phelps. A terrific experience for those who feel strongly they have more to give and gain by speaking from the stage, and perhaps especially for the shy or introverted or highly intellectual—or those with a puritanical upbringing they wish to shed! Thank you very much, Lizabeth! You're a blessing!" (Value of this course: \$1495-\$2495)

— Andrea Lee, Thought Leaders International, www.andreajee.com

"Secrets of Impact & Influence" is a whole different model of presenting that wakes up the senses, engagement, results and impact for anyone and any audience. And more, Lizabeth herself models the wonderful tools and practices making it all "stick." I will put them to immediate use in my talks and teleseminars.

— Janet Goldstein, Publishing and Strategy Consultant, www.JanetGoldsteinEnterprises.com

Laura DeMeo



Application Examples

FBML App example: Add an email opt-in box

Get Our Twitter Marketing Video Tutorial

Signup for email updates and get your free Twitter marketing tutorial guide.

FREE Newsletter Signup



Name

Email

SUBSCRIBE NOW

Sign up for Email updates and get Free Newsletter

Offer Free Gift (Something of Value) in exchange to Optin and share email

Build your Email list and develop rapport and relationship with your audience

Laura DeMeo



Application Examples

FBML App example: Laura's Fan Page

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

cebook 22 41 Search

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights. on Tuesday clear

Wall Info Video Blog Photos Welcome! >> +

Laura DeMeo Cross the finish line with social media marketing

Click the "Become a Fan" button above for cutting edge social media strategies

Welcome!

My goal is to share cutting edge social marketing strategies and powerful mind-conditioning habits that will help you blast through your limitations and go beyond what you never thought was possible professionally and personally.

00:56 vimeo

Success is measured not in dollars, but by how many limitations you break through

f t in r

cebook 22 41 Search

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights.

Wall Info Video Blog Photos Welcome! >> +

What's on your mind?

Attach: [Icons] Everyone Share

Laura DeMeo Have you read the book "Words that Work: It's not what you say to people it's what people want to hear" by Dr. Frank Luntz? ...Highly recommend it. Getting ready to listen to live interview and will report highlights. Yesterday at 12:26pm · Comment · Like · Promote

View all 6 comments

Jennifer Carlevatti Aderhold Putting it on my "must read" list, Laura. Thanks for sharing! 3 hours ago · Delete · Report

Laura DeMeo Great Jennifer! You'll find it hugely valuable-- I'll be creating a blog post soon to feature highlights 7 minutes ago · Delete

Write a comment...

Gloria Rand Hi Laura! I'm looking forward to the start of SMSS 10 tomorrow. I'm a copywriter, specializing in search engine optimization. I'm also a runner, completed one marathon & 3 half marathons. Haven't tackled a triathlon yet - I'd love any advice you have on running & social media. Mon 28 Oct 2011 · Comment · Like · Promote

My LinkedIn

LinkedIn

Twitter

FOLLOW ME

Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- ✓ **Plan & Design**
- 2. Quality of Content**
- 3. Promoting your page
- 4. Engage your audience

(Generating Interaction & comments)



Laura DeMeo



Quality of Content:

- What do I say?
- Where do I find fresh Content?
- How often do I update?

Laura DeMeo



Content: You Have a Fan Page, Now What?

What do you say?

- Add a variety information: Add your own thoughts, latest news updates, useful tips and tools, links to resources— articles, videos, thought leaders etc.
- Stay focused- create and editorial calendar for fan page- like bloggers do
- Conduct surveys/ polls— ask what they want
- Send out a message to twitter followers, friends on Facebook, email list and ask what them what they want to know.

Laura DeMeo



Content: You Have a Fan Page, Now What?

How often do I update?

- Recommend when just starting– do 1 per day
- Daily Posting
- Build up to several posts per day
- Post during high traffic times (may need to experiment)
- Keep posts brief (a fraction of the allotted 420 Characters)

Laura DeMeo



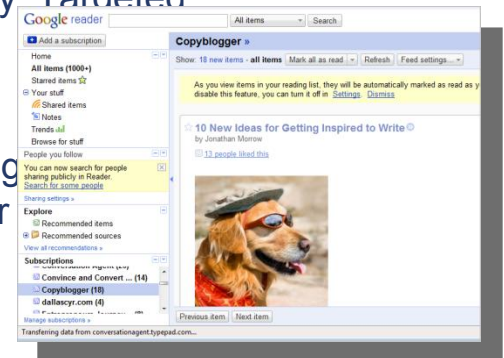
Content: You Have a Fan Page, Now What?

Content Sources

- Import Blog
- Favorites Twitter feeds
- Create Twitter Lists- scan daily for new, relevant content
- Content aggregators
 - Google Reader--Subscribe to 15-25 blogs in your niche or related industry and add to review daily for fresh information
 - Alltop- Content aggregation site- Top blogs around the world
 - Smart Brief- Company that filters information based on industry Targeted information

- StumbleUpon- social Bookmarking Site:
community of several million- they categorize good information using
down. Basically filtering websites and say whether it is interesting or

- Interviews
- Videos
- Photos



Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- ✓ **Plan & Design**
- ✓ **Quality of Content**
- 3. Promoting your page**
- 4. Engage your audience
(Generating Interaction & comments)



Laura DeMeo



How to Promote Your Page



Laura DeMeo



How to Promote Your Page

- There are many creative ways to promote your fan page
- In order to grow your fan page, you need to drive traffic to your page. Provide high quality content and a give a reason why fans will want to join your page
- May take some time in the beginning to build momentum --the key is to be very consistent with your updates
- Facebook offer two ways to promote your page
 - Syndication where updates and comments goes into the news feeds
 - Paid Ads on Facebook– Which is high leverage extremely targeted marketing
- Next several slides explore ways to grow your page
(I highly recommend that you visit Mari Smiths article “21 ways to increase your fan page” for more ways- <http://www.socialmediaexaminer.com>)

Laura DeMeo



How to Promote Your Page

Suggest to Friends

- Send a Notification to your friends on Facebook through “Suggest” to Friends Tab
- Suggest friends over time and not in one single event because you will have a single exposure. By staggering your invitations, this will show up in news feeds and give you Sustained visibility
- Does not allow you to send personal message and may be perceived as too forward for some people

The screenshot shows the Facebook interface for the RaceTwitch.com page. The page header includes the Facebook logo, notification counts (3, 25, 62), and a search bar. The page name is 'RaceTwitch.com' with tabs for Wall, Info, Welcome, Notes, Photos, and Discussions. The main content area features the RaceTwitch.com logo and a 'Suggest to Friends' button. A dialog box is open, titled 'Suggest RaceTwitch.com to friends.', with the text 'Your friends will receive a suggestion from you to become fans of this Page.' Below this is a search bar for 'Find Friends' containing the text 'jim'. A list of friends is displayed, including Jim Cook, Jim Irvine, Jim Lupkin, Jim Miller, Jim Palmer, Jim Quillen, Jim Tesch, Jimmy Harding, and Jimmy Piver. At the bottom of the dialog are 'Send Invitations' and 'Cancel' buttons.

Laura DeMeo



How to Promote Your Page

Add a Link / Facebook badge to Personal Profile



View Photos of Katie (159)

View Videos of Katie (71)

Send Katie a Message

Poke Katie

I'm a social media, blogging, and personal development coach who LOVES helping people reach their full potential in life! :)

Make sure you head over to:

<http://fanpage.connectwithkatie.com>

And come hang out with me on my fan page! :)

My HTML



Extended Info

Social Media Fan Page

Write on Our Fan Page Wall:



Laura DeMeo



How to Promote Your Page

Link Your Facebook Page to Twitter Account

- Every update on your facebook page will automatically send to Twitter as a tweet.
- A facebook update larger than 420 characters will automatically be shortened using Bit.ly link back to Facebook
- Have Fan page URL displayed in twitter background



Laura DeMeo



How to Promote Your Page

Send Your Email Subscribers

- Send your Email list an update that you have a brand new Fan page and would like for them to Join the community
- Repeat several times over time
- Give them an incentive to join your page- what are the benefits?



Laura DeMeo



How to Promote Your Page

Add to Your Email Signature File

- Include a link to your fan page in every email
- Check out:
www.wisestamp.com



Laura DeMeo



How to Promote Your Page

Embed Widgets to your Blog: Like Button

- Facebook has recently introduced a suite of interactive Social Plugins
- Add “Like” Box (formerly Fan Box widget) to your Blog
- Include a message above that encourages your blog visitors to click the “**Like**” button

The screenshot displays a Facebook page with several social plugins. A red heart outline highlights the Facebook logo. A red box highlights a 'Like' button with 568 likes. Another red box highlights a 'Like' button with 193 likes. A red rounded rectangle highlights a 'Mashable on Facebook' widget showing 177,983 likes and a grid of user avatars.

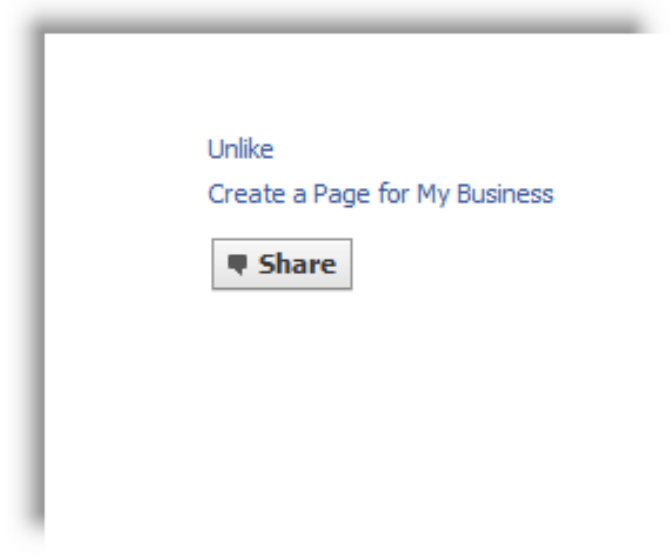
Laura DeMeo



How to Promote Your Page

Use the Share Button

- Share button is everywhere on Facebook
- Go to Fan page and Click Share button
- Add a compelling comment about something new happening on page and invite your friends to join
- Less intrusive than “Suggest To Friends Feature”



Laura DeMeo



How to Promote Your Page

Use the @tag feature

- Use @Tag feature to Promote your fan page from Personal Profile (need to be fan of your own page to work)
- Start typing @ symbol and first few letters of your fan page and a drop down menu appears
- Your status update to link to fan page will appear in NewsFeed
- Use sparingly. Every once in a while, let friends know about exciting news, new event, or link to High quality content (that will benefit your audience)

The screenshot shows a Facebook profile for Laura Demeo. The News Feed is visible, showing a status update from Laura Demeo: "Hey Everyone- exciting announcement!! For details...go to @laura". A dropdown menu is open below the text, listing several users starting with "Laura": Laura Hollick, Laura Roeder (Texas), Laura Rubinstein (San Diego, CA), and Laura DeMeo (highlighted in blue). The left sidebar shows navigation options like News Feed, Messages (427), Events (29), Photos, Friends (66), Applications, and Games.

Laura DeMeo



How to Promote Your Page

Use Print Ads

- Do you have your fan page your fan page other Social networking sites displayed on your print advertisings?
- Add under your company name in mailing envelopes
- Add fan page link to Magazines, Business Cards, brochures, newsletter, postcards, products etc.



Laura DeMeo




How to Promote Your Page

Promote via Paid Facebook Ads

- High Leverage, highly targeted advertising
- To buy advertising, click “Advertising” link on bottom of page
- Fill out the Demographic info. Follow simple steps to reach your exact target market
- Facebook users can become a fan directly from the like button displayed below ad.
- Powerful Social Proof features (displays friends who already “like” page)


Run the ING NYC Marathon! ×



Guaranteed Entry with the Liver Life Challenge Team!
Train with certified team coach and help 30 million Americans with liver disease.

Like

Deal of the Day: ×
\$19.99



15 Tulips for Mother's Day, Order Now! Great selection and free glass vase with your order.

Like

Laura DeMeo



How to Promote Your Page

Olympic Games: Promote via Events

The screenshot shows the Facebook interface for a page titled "The Olympic Games". The "Events" tab is highlighted with a red box. Below the navigation tabs, there are three event listings:

- Wednesday, June 23**
 - Olympic Day** (Type: Sports - Sports Practice, Where: Everywhere, When: Wednesday, June 23 from 12:45 am to 11:55 pm)
- Saturday, August 14**
 - 2010 Youth Olympic Summer Games / JO d'été de la jeunesse à singapour** (Type: Sports - Sporting Event, Where: Singapore, When: Saturday, August 14 at 12:00 am until Thursday, August 26 at 12:00 am)
- Friday, January 13, 2012**
 - 2012 Youth Olympic Winter Games / JO d'hiver de la Jeunesse à Innsbruck** (Type: Sports - Sporting Event, Where: Innsbruck, Austria)

Laura DeMeo



How to Promote Your Page

Import Your Blog

- Networked Blogs App.
- A tool that enables your blog posts to automatically feed into your update status on your Facebook page and appear in the News Feeds
- Enhances your exposure so people will want to “Like” your fan Page



Laura DeMeo



How to Promote Your Page

Vpype: Live Video Streaming

- Vpype app. displays on your Fan Page as a tab called "**Shows.**"
- Allows you to broadcast live anytime
- Allows to host your own shows (right from your fan page!)
- **Promote** broadcasting/ show by tweeting on twitter and on personal facebook profile status update
- Excellent way to promote and send people over to your Facebook fan page



Laura DeMeo



Fan Page Success...

Is Directly Proportional to:

- ✓ **Plan & Design**
- ✓ **Quality of Content**
- ✓ **Promoting your page**

4. Engage your audience

(Generating Interaction & comments)



Laura DeMeo



Engaging with your Audience

- Facebook now more than ever with its recent introduction of the Social Plugins is fundamentally transforming the way we communicate on the internet
- The true power of Facebook is realized once you begin engaging in social networking
- The Facebook platform is brilliantly designed which makes it so easy to connect and interact with friends, fans, prospects & clients
- Friends can interact by commenting & using the “like” button on your messages, events, photos, videos, blog etc. Every touch goes through the Newsfeed! Very powerful
- The more you understand that Facebook is about making friends, building relationships, & cultivating community, the more successful you will become- do not approach with pushy salesperson’s mentality, but rather as a giver and a leader who creates a thriving community
- Facebook is a massive network of real friends who know, trust, and like you. Activity on facebook can become viral through friends interaction and visibility through the newsfeeds.
- You must know who your audience is before you can engage with them

Laura DeMeo



11 Ways to Engage your Audience

1. Encourage Discussion: Ask Questions (gets people to immediately think and want to respond)
2. Create Polls- allows people to feel heard & contribute their thoughts/experiences
3. Build community: encourage fans to become friends with each other. Allow fans to post photos and video
4. Use the word “you” or “your” –not general- everything (like you are talking to them specifically) ex: what are your thoughts?
5. The @ tag feature – use strategically (new feature) add up to 6 @ tags. Your post shows up on their wall– more exposure
6. Respond to questions promptly. Address negative comments or unhappy fans immediately
7. Make comments yourself (not too soon..)
8. Create Events- do seminars, webinars, teleseminars- Fans will RSVP
9. Keep Content Fresh and relevant (older content gets pushed back in newsfeeds)
10. Be a Resource for fans- will give incentive to keep coming back (ex. recipes, How to guides, customer support, instructions, share strategy & tips)
11. Thank your Fans

Laura DeMeo



Engaging Your Audience

Red Bull: Encourages fans to interact... and ultimately connect with brand



Laura DeMeo



Engaging Your Audience

Red Bull: Encourages fans to interact... and ultimately connect with brand

- Aggregated twitter feeds from Pro Athletes (Ryan Sheckler, Shaun White)
- Associated themselves with popular athletes
- Red Bull *knows* their target market (college kids & teens)

The screenshot shows the Facebook interface for the 'Red Bull Athletes' page. The navigation bar includes 'Wall', 'Info', 'Web TV', 'Athletes', 'Games', and 'Red Bull'. A red box highlights the 'Athletes' tab and a section below it titled '+ RED BULL ATHLETES ON TWITTER' with a 'Follow Red Bull on Twitter' button. The main content area displays a list of tweets from athletes like Ryan Sheckler, Ashley Fiolek, Maya Gabeira, Daniel Dhers, and Aaron Colton.

Laura DeMeo



Engaging Your Audience

LEVIS: Rewarding Fans

The screenshot shows the Levi's Facebook page interface. On the left is a sidebar with the Levi's logo and navigation options: 'Add to My Page's Favorites', 'Suggest to Friends', 'Subscribe via SMS', a welcome message, and a Twitter link. The main content area features a post from Levi's, highlighted with a red box. The post text reads: 'Levi's 300,000 AWESOME Fans! To celebrate... you get 20% off everything on levi.com today! Just use this promo code FB20MAY on Tuesday'. Below the post is a navigation bar with tabs for 'Wall', 'Info', 'Style', 'Music', 'Photos', 'Video', and '>>'. A text input field for writing a comment is visible, along with an 'Attach' section containing icons for photos, videos, and links, and a 'Share' button. Below the post, there are two more posts: one with the same promotional text and another titled 'Levi's Fans Rock! Free Shipping at Levi.com on any order today! Check it out!'. The second post includes a graphic that says 'DECLARE YOUR LIKES LIKE-MINDED SHOPPING STARTS HERE ONLY AT LEVI.COM' and 'FREE SHIPPING ON ANY ORDER TODAY ONLY'. The bottom of the post shows the date and time: 'April 26 at 12:49pm' and interaction options: 'Comment · Like · View Feedback (482) · Share'.

Laura DeMeo



Engaging Your Audience

LEVIS: Polls and Shops

Levi's®
STYLE

CHECK OUT OUR SPRING TRENDS

SHARE | LIKE | 158 people like this

This image shows a Facebook post from Levi's. At the top, there are three small images: a man in a hat, the Levi's logo, and a group of women. Below these is a large video player with a play button icon. At the bottom, there is a red-bordered box containing the 'SHARE | LIKE' buttons and a thumbs-up icon with the text '158 people like this'.

POLL

What Levi's style do you rock?

- Skinny
- Slim Fit
- Boot Cut
- Relaxed

VOTE | VIEW RESULTS

Exclusive Facebook offer
15% OFF ANY ORDER!
SHOP LEVI.COM

SHOP MEN'S TOP RATED!

SHOP WOMEN'S TOP RATED!

SHOP

This image shows a Facebook post from Levi's featuring a poll and a shop section. The poll asks 'What Levi's style do you rock?' with four options: Skinny (selected), Slim Fit, Boot Cut, and Relaxed. Below the poll are 'VOTE' and 'VIEW RESULTS' buttons. To the right, there is a promotional banner for '15% OFF ANY ORDER!' with a 'SHOP LEVI.COM' button. Below the banner are two more buttons: 'SHOP MEN'S TOP RATED!' and 'SHOP WOMEN'S TOP RATED!'. At the bottom, there is a 'SHOP' section with three images of people wearing Levi's clothing.

Laura DeMeo



Engaging Your Audience

Dunkin' Donuts: Promos

facebook 2 23 54 Search

DD Dunkin' Donuts

Wall Info Dunkin' Perks Maurice News/Promos Photos >>

CREATE DUNKIN'S NEXT DONUT CONTEST

VOTING IS CLOSED!

It's time to celebrate 60 glorious years of donuts. Come back on National Donut Day, June 4th, when we announce the Grand Prize winner. Want to make your own donut just for fun? Check out the gallery for inspiration or dive right in and get started.

GET A REMINDER

Laura DeMeo



Engaging Your Audience

Dunkin' Donuts: Fan of the Week

The screenshot shows the Dunkin' Donuts Facebook page. A red box highlights the 'FAN OF THE WEEK' section, which features a photo of a smiling woman holding a donut. Below the photo is the text 'FAN OF THE WEEK' and 'AMERICA RUNS ON DUNKIN''. The main content area shows several posts from users, including one from Brenda Willey about a firing at a Dunkin' Donuts location, one from Natasha Reynolds about free donuts and coffee, one from Eileen Wickham about an overpriced iced tea, and one from Brittany Callahan about working at Dunkin' Donuts.

The screenshot shows a photo gallery titled 'Dunkin' Donuts's Photos - Profile Pictures'. It displays a grid of 20 photos, each featuring a 'Fan of the Week' award. The photos are arranged in a 4x5 grid. The gallery includes a search bar, a 'Back to Dunkin' Donuts' link, and a pagination indicator showing 'Photos 1 - 20 out of 73' and '1 2 3 4 Next'.

Laura DeMeo



Engaging Your Audience

Charlene Li: Interactive Welcome Tab

Charlene is the co-author of *Groundswell* – very popular book

www.facebook.com/charleneli

Just published: *Open leadership- slide share presentation*

Charlene Li
Wall Info Photos Boxes Events Notes >>

HOME NEWS BLOG EVENTS

WELCOME Charlene Li

Charlene Li is the Founder of Altimeter Group and co-author of the business bestseller, "Groundswell: Winning In A World Transformed By Social Technologies", published by Harvard Business Press in May 2008. She is currently working on her next book, "Open: How Leaders Win By Letting Go", to be published in May 2010 by Jossey-Bass. She frequently consults and speaks on social and emerging technologies and publishes a blog, The Altimeter.

Click here for more info about Charlene's latest book.

Click here to activate this interactive Facebook fan page.

FOLLOW CHARLENE LI ON TWITTER

Presentations by Charlene Li

slideshare

Open Leadership
How Social Technology Can Transform The Way You Lead

Charlene Li is the Founder of Altimeter Group and co-author of the business best-seller, "Groundswell: Winning In A World Transformed By Social Technologies", published by Harvard Business Press in May 2008.

She is currently working on her next book, "Open: How Leaders Win By Letting Go", to be published in May 2010 by Jossey-Bass.

- ASTD Keynote on Open Leadership
- Open Leadership Introduction
- Finding and Supporting Your Open
- Developing & Measuring Open
- Web 2.0 Expo Speech: Open Leade
- Making the Case for Open Leaders
- Making The Case For Open Leade
- SXSW - Open Leadership
- Dachis Social Business Summit - O
- Developing A Social Strategy Webr
- Understand Your Customers&rsq
- The Future Of Social Networks

Charlene Li
Altimeter Group
May 16, 2010

Follow me on Twitter
@charleneli
#astd10

ALTIMETER

View on Slideshare Embed this Presentation Pack

Laura DeMeo



Engaging Your Audience

Target: Play & Learn

Target Like

Wall Info Video **Play + Learn** Liberty Club Wedd >>

Turn Summer Play into Summer Learning

School's out—and while your kids are ready to play, you know they'll perform better next fall if their minds stay active this summer. You can turn parks, gardens and playgrounds into learning adventures with these easy ideas from Target and Search Institute. Check back each week for fun new tips.

Search INSTITUTE
DISCOVER WHAT KIDS NEED TO SUCCEED

WEEK 1
Start Summer Off Write
Make this the summer your child falls in love with words. Strong writers tend to be strong readers and vice versa—so developing these powerful skills will give them big advantages in school and beyond.

facebook

Target Like

Wall Info Video **Play + Learn** Liberty Club Wedd >>

Target + Others **Target** Just Others

Target Ready for an easy (low-price) bathroom makeover? It's simple as shelves, color & a little creativity. Sabrina Soto, our home expert, shows you how. What room are you dying to update?

Bathroom Storage: Expose Your Love of Color
bit.ly
You can sum up the big home trend for spring in three words: color, color, color. I'm loving warm hues of pink and lavender, and a simple way to let them shine in your bathroom is to make the most of exposed shelving.

3 hours ago · Share

124 people like this.

View all 44 comments

Target Did you see Iron Man 2 last weekend? So good! We liked. If you're a fan, check out our exclusive Iron Man 2 comic & Hall of Armor gear—only at Target & only for a limited time. <http://www.Target.com/ironman2>

8 Friends Like This
6 of 8 Friends See All

Laura DeMeo



Engaging Your Audience

Dell: Customer Support & Other Engaging Features

Dell
Wall Info Home **Earth** Support Design Studio >>

Share

Plant
a tree for a friend.

Help us build a healthier planet, one tree at a time. Dell is making a donation to The Conservation Fund to plant up to 150,000 trees on behalf of our Facebook fans. It's easy to join in: **Become a fan, pick a friend and Dell will plant one of these trees on behalf of them.**

[Get Started >](#)

Marie-Josée Leduc planted a tree for Patrick Morin.

6,991
Trees planted

Dell
Wall Info Home Earth **Support** Design Studio >>

Dell Support on Facebook
Get fast, friendly support, without leaving Facebook.
[Get Started >](#)

Dell Support for Home and Home Office

- Getting Started**
PC Setup guides, how-to's and other essential resources.
[Explore Resources >](#)
- Manuals**
Get technical manuals for Dell computers and accessories.
[Find a Manual >](#)
- Drivers and Downloads**
Download essential updates for your Dell computer.
[See All Downloads >](#)

Dell Support from our Community


- Hot Topic**
You asked, we responded: See how we're solving customers' top tech issues.
[Find a Solution >](#)
- Ask Our Customers**
Get uncensored, free advice from the Dell Community Forums.
[Ask the Community >](#)
- What Do I Buy**
Ask the community for tips on finding your perfect computer.
[Get Recommendations >](#)

Laura DeMeo



Engaging Your Audience

Dell: Earth Day Plant a Tree for a Friend



Plant
a tree for a friend.

Select a Friend Below Plant a Tree ▶

Janet Leombruno	Jason Santarcangelo	Jayrie Mi
Janice Clark	Jason Bago	Jean Stai
Jared Meyer	Jason Falls	Jean Cah
Jarrett Holmes	Jason Simons	Jeff Dudl
Jason Kerchner	Jay Chapin	Jeff Rom

Congratulations! Dell will plant a tree for Janice Clark.

Dell works everyday to help make being environmentally conscious easier, more efficient and more cost effective for you. Whether it's worldwide recycling programs, investing in sustainable packaging, or building products that consider the environment in their design, we all share a common goal of reducing our impact on the environment for a cleaner and healthier planet.

To find out more about how Dell helps the environment, visit: Dell.com/earth

<p>Laura Demeo planted a tree for Janice Clark</p> <p>Less than a minute ago</p>	<p>6,992 Trees planted</p> <p>143,008 Trees left to plant</p>
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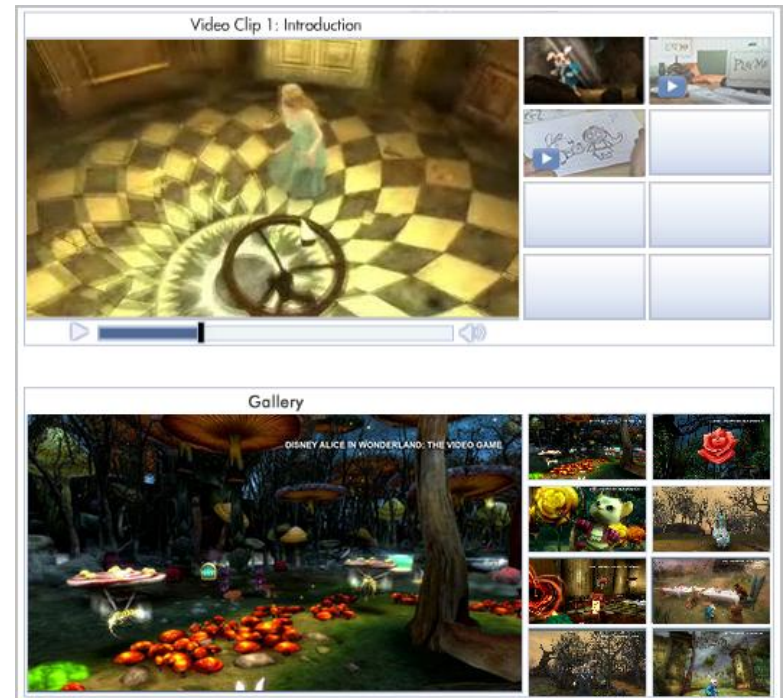
<p>How planting a tree makes an impact</p> <p>By planting a tree for a friend, you can not only help absorb greenhouse gas emissions, but also help improve air quality, recycle water, create shade, and provide food and homes for humans and wildlife across the planet.</p>	<p>Dell and The Conservation Fund partnership</p> <p>To bring you this program, Dell has partnered with experts at The Conservation Fund. The Conservation Fund has saved land in all 50 states – more than 6 million acres of wild havens, working lands, vibrant communities and</p>
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Laura Demeo



Engaging Your Audience

Alice in Wonderland: Interactive Content



Laura DeMeo



Engaging Your Audience

Pizza Hut: Order pizza directly from fan page

The image shows a screenshot of the Pizza Hut Facebook fan page. At the top, the Pizza Hut logo is on the left, followed by the name 'Pizza Hut' and a 'Like' button. Below this is a navigation bar with links for 'Wall', 'Info', 'Vote!', 'Order App', 'Hot!', and 'Photos'. The 'Order App' link is highlighted with a red rectangular box. Below the navigation bar is a large red graphic with a white outline of a pizza. The graphic contains the following text and images:

- GET PIZZA ON YOUR FACE!**
- Here's our status update: Now you can order using the new Pizza Hut Interface App!
- ORDER FROM PIZZA HUT WITHOUT EVER LEAVING FACEBOOK!**
- Get fed fast without missing a single status update. Add the Pizza HutInterface App and place your order straight from Facebook.
- START ORDERING TODAY**
- ADD APP NOW** (in a green button)

On the right side of the graphic, there are four small images: two people's faces, a pizza, and a screenshot of the Pizza Hut mobile app interface. The word 'Interface' is written in a black box above the app screenshot.

Laura DeMeo



Engaging Your Audience

Lance Armstrong: Engage via Discussions

The screenshot shows the Facebook page for Lance Armstrong. The 'Discussions' tab is highlighted in blue. The page features a profile picture of Lance Armstrong on a bicycle, a cover photo of him in a cycling jersey, and a post from him dated April 29, 2010, with 1,511 likes and 448 comments. Below the post is a comment box. To the left, there are options to 'Add to My Page's Favorites', 'Suggest to Friends', and 'Subscribe via SMS'. An 'Information' section at the bottom left lists his affiliation as 'Founder and Chairman, Lance Armstrong Foundation'.

The screenshot shows the 'Discussions' page for Lance Armstrong. The 'Discussions' tab is highlighted with a red box. The page displays a list of discussion topics, each with a title, number of posts, creation date, and the latest post by a user. A '+ Start New Topic' button is visible at the top right.

Topic	Posts	Created	Latest Post
masters athletes	8 posts	Created on February 27, 2010 at 11:08am	Latest post by Rose Marie Ray Posted on May 16, 2010 at 7:48am
Leibovitz Photo	2 posts	Created on May 9, 2010 at 10:02pm	Latest post by Shelley Green Posted on May 15, 2010 at 1:48pm
GANARA ARMSTRONG EL TOUR 2010.!	15 posts	Created on April 23, 2010 at 1:01pm	Latest post by Aitor Zabala Amarika Posted on May 15, 2010 at 10:46am
HISTORY OF A DOPER	318 posts	Created on November 30, 2009 at 3:49pm	Latest post by Roshun George Posted on May 14, 2010 at 6:26am
The World's 25 Most Motivational Athletes	1 post	Created on May 13, 2010 at 4:00pm	Latest post by Thomas Wadham Gagnon Posted on May 13, 2010 at 4:00pm
Its not about the bike	48 posts	Created on July 31, 2009 at 1:38pm	Latest post by Purva Agrawal Posted on May 13, 2010 at 8:42am
The Contrador Showdown Begins	44 posts	Created on February 22, 2010 at 7:21am	Latest post by Brad Burnett Posted on May 9, 2010 at 9:49pm
DIRECT TV !!	5 posts	Created on February 3, 2010 at 7:02am	Latest post by Patrick Cox Posted on May 9, 2010 at 3:58pm
VIVE ARMSTRONG			Latest post by Victor Tiburcio Matias

Laura DeMeo



Engaging Your Audience

Sports Authority: Engage via Contests

Sports Authority

Wall Info Like and Win! Golf Sweeps Sales & Pro... This Week's Ad >>

Step 1: Like

Step 2. Enter Sweepstakes **Step 3. Invite Friends**

Details

"Like" Sports Authority by clicking the LIKE button above and enter for a chance to win a \$5,000 Sports Authority gift card and shopping assistance from one of our in-house Sports Authorities! For even more chances to win, invite your friends and receive one (1) additional entry for each friend you recruit to "Like" Sports Authority and enter the sweepstakes!

Sweepstakes Period: April 21 to May 31, 2010

Ready for your chance to win a \$5,000 gift card from Sports Authority? Simply "Like" Sports

Sports Authority

Wall Info Like and Win! Golf Sweeps Sales & Pro... This Week's Ad >>

1. Enter Sweepstakes **2. Invite Friends**

Details

It's May and it's the perfect time to start getting ready for an amazing season of golf at your favorite course. Nike Golf & Sports Authority are giving you the chance to take your golf game to the next level with prizes worth over \$6,000!

Simply register below for your chance to win! **Remember to invite your friends and receive one (1) additional entry for each friend you recruit who enters the sweepstakes.**

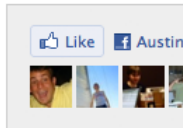
Grand Prize: Nike Oven Experience (ARV \$4,800)

Laura DeMeo



Latest Changes With Facebook

Facebook Social Plugins: A fundamental shift in how we communicate on the internet



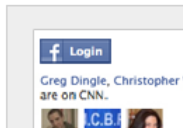
Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



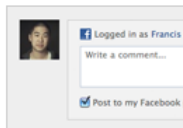
Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



Login with Faces

The Login with Faces plugin shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



Comments

The Comments plugin lets users comment on any piece of content on your site.



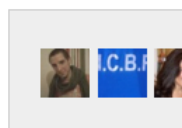
Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



Like Box

The Like box enables users to like your Facebook Page and view its stream directly from your website.



Facepile

The Facepile plugin shows profile pictures of the user's friends who have already signed up for your site.



Live Stream

The Live Stream plugin lets your users share activity and comments in real-time as they interact during a live event.

Laura DeMeo



Latest Changes With Facebook

Social Plugins: A fundamental shift in how we communicate on the internet

- Facebook has created a powerful suite of Social features (plugins) that is fundamentally revolutionizing the way we communicate on the internet
- They have introduced a platform that is connecting the entire internet through the social network (Facebook)
- These Social plugins (such as the “Like” button) can be easily embedded on your blog or website– thereby adding Facebook’s social functionality to your site
 - Integrates Facebook with websites (or your blog!)
 - Makes it simple to see information about friends & share information with friends – even if that individual has never visited the site before.
 - Facebook is becoming the primary authentication hub for social experiences around the web
 - There is no login or extra steps or a single line of coding

Laura DeMeo



Latest Changes With Facebook

What does this mean for you? Digging deeper into Facebook

- 500 Million active users
- 5.3 Billion fans on Facebook
- 20,000 new fans per day
- 55 min. is the average time per day on Facebook
- Reason why people are active on Facebook- they want to stay connected and see what their friends are doing (don't want to feel out of the loop)
- Facebook's Newsfeeds is where all the action is- all your updates and friends updates show up here and is visible by your entire network and each of your friends' entire network
- March 13, 2010- Facebook for the first time overtook Google and became the most trafficked website in the USA

Laura DeMeo



Latest Changes With Facebook

How the latest Facebook changes will drive more traffic to your sites

- The Like button is an immensely powerful new feature and has the potential to create viral marketing. It reinforces the power of social proof
- Every time you click the “Like” button surrounding a product, blog post, opt-in (email capture in exchange for valuable info.) or whatever else, it instantly flows through the Newsfeeds
- Your network of real friendships who know you, like you and trust you will see what you have just “Liked”. They are more likely to “like” as well

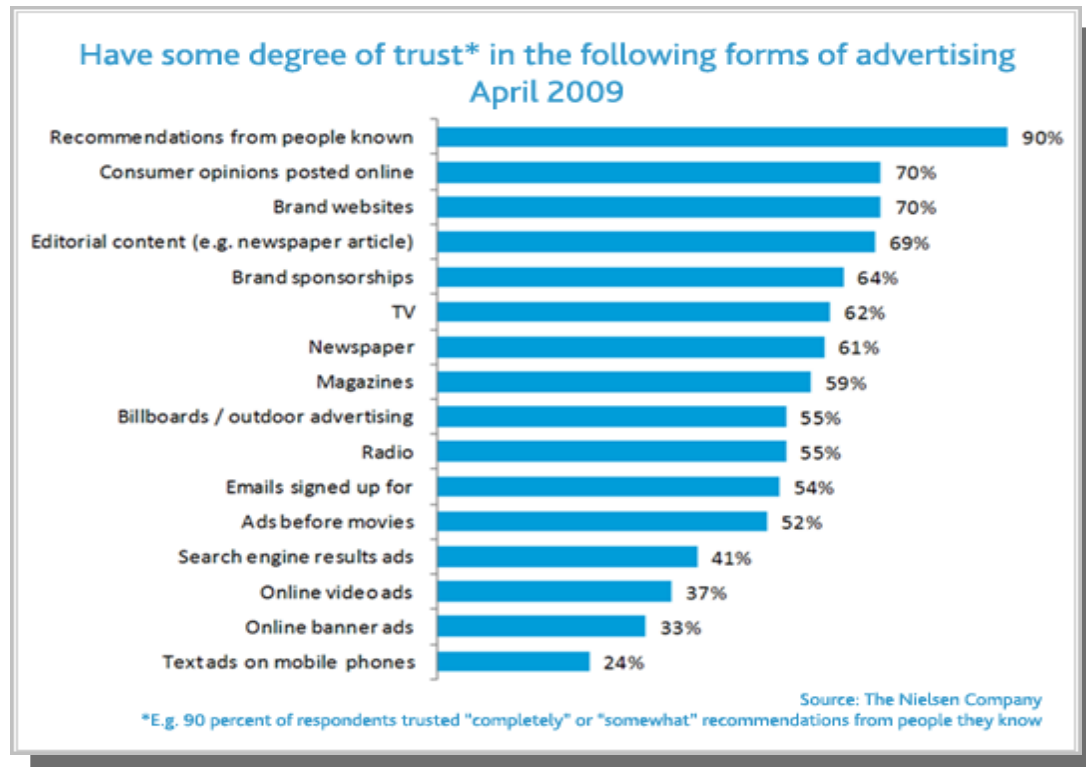
Laura DeMeo



Latest Changes With Facebook

People Buy From People They Know and Trust

- 90% of people Trust Recommendations from people they know, and Facebook's "like" button is the perfect way to recommend a product to a friend.



Laura DeMeo



Latest Changes With Facebook

The power of Social Proof

- So for example, if you offer a free gift (or newsletter) through your opt-in on your blog or website and I feel it is rich with valuable content, I will “like” your opt-in
- This then shows up in my newsfeeds for my network of friends to see and it will show up in your newsfeed and shared with your friends
- More than likely, my friends who know, trust, & like me will be interested and head over to your website/blog and also Opt-in – they will gladly share their name and email in exchange for your valuable free gift
- Do you see the viral potential here? My friends see what I liked, it enters the newsfeeds– the more friends that are connected and see all the “Likes” the more they will be influenced– this is human nature and demonstrates the power of social proof
- Now you have a new subscriber that you can now start building a relationship with. Eventually, they will become very familiar with you and trust you. Now you have significantly increased your chances of converting a prospect into a loyal buying customer

Laura DeMeo



Latest Changes With Facebook

The power of Social Proof: Summary of how it works

1. **Like** anything, anywhere on internet
2. The Link to that page you liked is **added to your profile** and shared with Friends
3. Enters the **News Feed** and updates friends
4. Find out what your **friends like and share** through the social plugins Ex. Recommendations and Activity Feed)

Connect with your friends on your favorite websites
Learn about the different ways you'll see Facebook across the web

Like anything, anywhere
Look for Facebook Like buttons across the web to publicly connect with the things you care about and share them with your friends.

The Like button
When you click the Like button, a link to that page is added to your Facebook profile and a story is shared with your friends.

Updates
That page can also keep you updated through your News Feed.

Your friends
Find out what your friends have liked, shared and commented on through the Activity Feed and Recommendations social plugins. These new plugins offer you the same control over what you can see and share as you already have on Facebook. More details can be found on the Facebook Blog.

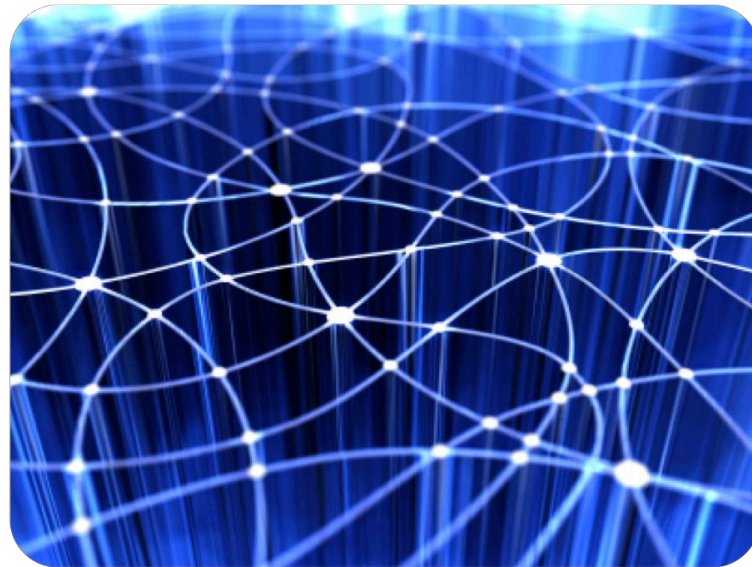
Chat

Laura DeMeo



Latest Changes With Facebook

Open Social Graph Personalizes Web Experience



Laura DeMeo



Latest Changes With Facebook

Open Social Graph Personalizes Web Experience

- Facebook has recently announced its new Open Social Graph program, a platform for personalizing the web browsing experience on websites and blogs without logging into Facebook
- The Open Graph is spreading the wings of Facebook across the entire internet, making its mark and power known through the social plugins and “Like” buttons now woven across the web
- **What does this mean for your business?**
 - you will know more about your target markets likes and interests based on his or her “like” history (now by accessing Facebook API or user data)
 - You can customize and tailor your website and/or blog that speaks directly to your audience
 - You are creating a personalized web experience increasing your rates of conversion
 - Seamless access to Users Open graph through Facebooks new auto-authentication feature (no login to facebook is necessary)
 - Unparalleled opportunity to maximize your presence

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:



Social plugins offer you the same control over what you can see and share as you already have on Facebook. All social plugins are extensions of Facebook and are specifically designed so none of your details are shared with sites on which they appear. More details can be found in our [Help Center](#).

Instant Personalization pilot program

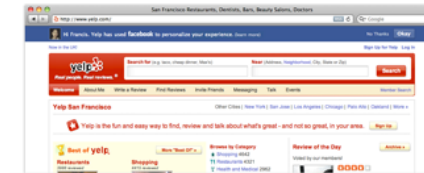
You'll find a personal and social experience the moment you arrive on our select partner sites - Microsoft Docs.com, Pandora and Yelp.



PANDORA



We're working closely with these partners so you can quickly connect with your friends and see relevant content on their sites. These sites personalize your experience using your public Facebook information.



When you arrive on these sites, you'll see a notification from Facebook at the top of the page.



These partners were carefully chosen, reviewed and are contractually required to respect your privacy preferences. You can easily opt out of experiencing this on these sites by visiting your [Privacy Settings](#) or clicking "No Thanks" on the blue Facebook notification on the top of partner sites. If you opt out, your public Facebook information can still be shared by your friends to these partner sites unless you block the application.

1 • Ch

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

- In the final slides of this presentation, I will show you two examples of companies partnering with Facebook for this instant web personalization Pilot Program
- We will then conclude this presentation with a Brief review of what you just learned.

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

Yelp: Creating personalized web experience...
Website that offers reviews on most services

Now in the UK

Friends Activity | Logged in as Laura D. | My Account | Log Out

Search for (e.g. taco, cheap dinner, Max's) | Near (Address, City, State or Zip) | Brielle, NJ 08730 | Search

Welcome | About Me | Write a Review | Find Reviews | Invite Friends | Messaging | Talk | Member Search

Browsing Brielle Businesses

1 to 10 of 1593 - Results per page: 10

Refine By:

Active Life	Event Planning & Services	Hotels & Travel	Pets	Restaurants
Arts & Entertainment	Financial Services	Local Flavor	Professional Services	Shopping
Automotive	Food	Local Services	Public Services & Government	
Beauty and Spas	Health and Medical	Mass Media	Real Estate	
Education	Home Services	Nightlife	Religious Organizations	

Show Filters

1. Mariner's Cove Restaurant
Category: Restaurants
5 stars 11 reviews
712 Union Ave
Brielle, NJ 08730
(732) 528-8023
This place is amazing. I ordered the banana nut pancakes with a side of pork roll and it was awesome. I had to wrap the rest to go home because the portions are huge. My pancakes cost about...

2. Shipwreck Grill
Category: Seafood
5 stars 4 reviews
720 Ashley Ave
Brielle, NJ 08730
(732) 292-9380
This is a great place for a special occasion. The menu is creative and very well executed, the wine list is extensive and service is impeccable. Its too expensive for an everyday outing but that only

Me Map | Map, stay put | Redo search in map

Search for (e.g. taco, cheap dinner, Max's) | Near (Address, City, State or Zip) | 08730 | Search

Welcome | About Me | Write a Review | Find Reviews | Invite Friends | Messaging | Talk | Member Search

Shipwreck Grill

5 stars 4 reviews

Like

Category: Seafood [Edit]

720 Ashley Ave
Brielle, NJ 08730
(732) 292-9380

Price Range: \$\$\$

Accepts Credit Cards: Yes	Good for Groups: No	Good for: Dinner
Attire: Dressy	Good for Kids: No	Alcohol: Full Bar
	Walter Services: Yes	
	Outdoor Seating: Yes	

Edit Business Info | Is this your business? | First to Review | Deb S.

Send to Friend | Bookmark | Send to Phone | Write a Review | Print

4 reviews for Shipwreck Grill

Sort by: Yelp Sort | Date | Rating | Useful | Funny | Cool | Total Votes | Friends | Elites

People Who Viewed This Also Viewed...
Mariner's Cove Restaurant
5 stars 11 reviews
Brielle, NJ

Example: If connecting to Yelp through Facebook profile, they will be able to give you certain information about a restaurant or music venues based on the information you make publicly available about your favorite foods or favorite music through your "like" history

Laura DeMeo



Latest Changes With Facebook

Web Personalization Pilot Program:

Pandora: creating Personalized web experience (is a new form of personalized internet radio that was designed to help you discover new music you'll love, and enjoy music you already know)

Hi Laura. Pandora is using [Facebook](#) to personalize your experience. [Learn More](#) - No Thanks

PANDORA®
internet radio

register | sign in

Help

share [social icons]

Register for FREE! Already registered? [Sign in](#)

Create an account to save your stations and access Pandora anywhere.

Your Email:
this will be your username

Password:

Birth Year:
why?

US Zip Code:
why?

Gender: Male Female
why?

Send me personalized recommendations and tips. [Privacy Policy](#)

I have read, understood, and agree to the [Terms of Use](#)

PANDORA® internet radio

GET CLOSER \$229

laurademeo@yahoo.com | sign out

search for music

Your Profile | About the Music | Share | Mobile | Help

Coldplay Laura Demeo and 291 others like this.

Biography

After surfacing in 2000 with the breakthrough single "Yellow," Coldplay quickly became one of the biggest bands of the new millennium, honing a mix of introspective Brit-pop and anthemic rock that landed the British quartet a near-permanent residence on record charts worldwide. The group's emergence was perfectly timed; Radiohead had just released the overly cerebral *Kid A*, while Oasis had ditched two founding members and embraced psychedelic experimentation on *Standing on the Shoulders of Giants*. U.K. audiences were hungry for a fresh-faced rock band with big aspirations and an even bigger sound, and Coldplay were more than happy to take the reins. *Parachutes* went multi-platinum in several countries and earned the band their first Grammy, but Coldplay continued to grow into the 2000s, topping their debut album's success with higher record sales and an increased public profile.

Chris Martin (vocals/piano), Jon Buckland (guitar), Will Champion (drums), and Guy Berryman (bass) were all born into musical households. Martin, the eldest of five, began playing the piano as a young child and later took solace in the work of Tom Waits. Buckland, on the other hand, grew up with the heavy guitar sounds of Eric Clapton and Jimi Hendrix. [Continued...](#)

People Listening to This Artist

- dan.johnston4
- brittlevo

Have a better business week.
[Find out more](#)

Bloomberg Businessweek

Pandora- Uses Facebooks API to pull in your unique Social Graph. This means that Pandora will recommend streaming music stations built around artists you've Liked on Facebook in the past!

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New Simplified Privacy Settings

facebook 6 34 Search Home Profile **Account** ▾

Choose Your Privacy Settings

Basic Directory Information
To help real world friends find you, some basic information is open to everyone. We also suggest setting basics like hometown and interests to everyone so friends can use those to connect with you. [View settings](#)

Sharing on Facebook

	Everyone	Friends of Friends	Friends Only
My status, photos, and posts	■		
Bio and favorite quotations	■		
Family and relationships	■		
Photos and videos I'm tagged in		■	
Religious and political views		■	
Birthday		■	
Can comment on posts			■
Email addresses and IM			■
Phone numbers and address			■
Why are these settings recommended?			
Customize settings		✔ This is your current setting.	

Applications and Websites [Edit your settings for using applications, games](#) **Block Lists** [Edit your lists of blocked people and](#) **Controlling How You Share** [Learn more about your privacy on Facebook.](#) **Chat (Offline)**

Click Account
Click Drop Down Menu
Click Privacy Settings

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Latest Changes With Facebook

Are you starting to see the *new opportunities* to take your business to a the *next level* using Facebook?

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How are you doing?!

- What new things did you learn about Facebook that you didn't know before?
- What did you learn about yourself?
- Did you get any new ideas on how to grow your business?
- What are your thoughts about the integration of Facebook with your website -especially the Like button now plastered across the web?
- How will you use this information?
- What will you do to move forward?

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Let's Review

- ✓ Facebook is the largest Social Networking Site in the World
- ✓ How to set up a personal profile and understand the Facebook Landscape including the Central hub: its News Feed
- ✓ The right way to build a network; Create friends List
- ✓ The difference between personal profile, groups, and Fan pages and Why Facebook is so essential to your business
- ✓ Delving deep into The 4 KEY elements to a Successful Fan page and (Plan & Design, Content, Promotion, and Engagement)
- ✓ The most recent & MAJOR changes on Facebook (The Like Button, Social Plugins, and the Open Graph)
- ✓ Introduction to the Open Graph- using Facebooks user data to pull in friends open graph (data) based in Like history and other social activities- and create personalized web experience

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What Next?

- 1. Write down your goals and purpose**
For example I want to identify and connect with 10 key influencers in my niche. Give yourself a time limit on the amount of time you plan to spend connecting and building relationships on Facebook
- 2. Set up your Facebook Profile and completely fill out all your information**
- 3. Start creating Friends Lists and connect with your target market**
- 4. Contact me for custom Social Media Marketing Strategy**

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**Congratulations on Finishing!!
You are Awesome... Now Celebrate!**



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Cross the finish line with
social media marketing



FACEBOOK TRAINING

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

LEG 2

Facebook Marketing Goldmine



Contact Information

Do you have any questions?

Go to my Fan Page: <http://facebook.com/laurademeo>

Ask me your questions here!

I would love to help you

Contact me at: laurademeo@yahoo.com if you would like custom design fan page done for you

If you found this presentation helpful, please comment on my blog <http://laurademeo.com> and share with others.

Laura DeMeo



FACEBOOK TRAINING



CROSS THE FINISH LINE

WITH SOCIAL MEDIA MARKETING

Leg 2

Create a personal profile

- Username
- Password
- Mini bio
- Upload professional photo
- Fill in personal/professional information
- Determine your privacy settings
- Begin adding friends
- Create friends lists
- Identify 10 influencers and begin networking with them

Create a business page

- Page name
- Mini bio
- Upload professional photo
- Fill in company/brand information
- Add applications – Choose 3 to get started and add more over time. You may want to start out with these
 - Networked blogs
 - Twitter
 - Static FBML

Plan your updates for the week

Create an editorial calendar. Ideas to consider:

- Post about your personal thoughts on business, personal and other subject matter related to your audience
- Share useful tips/tools that may be of interest to your audience
- Share links to resources such as websites, articles, etc with your audience

Promote your page

Tell your friends about your page. Here are just a few examples of ways you can share your Facebook business page with your friends:

- Post a link to it on your personal profile
- Send a tweet about it to your followers on Twitter
- Mention your page in your conversations with others in your industry

Send an email to your opt in subscribers or newsletter list letting them know about your page

Add social plugins to your blog/website

Start engaging your audience on a regular basis

Make comments on your own page daily

Respond to questions from the members of your page

Provide helpful resources to your Facebook audience daily

** Throughout this checklist I've shown you many strategies and quite a few examples of ways to engage your audience and keep people coming back. Choose just a few to get started and then incorporate additional ways as you grow more comfortable. You can always refer back to the Facebook presentation or contact me at laurademeo@yahoo.com*

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LINKEDIN TRAINING



CROSS THE **FINISH LINE**

WITH SOCIAL MEDIA MARKETING

Leg 3

Create a personal profile

In order to ensure you can be easily found on LinkedIn you will need to fill out your profile in its entirety. This includes doing the following:

Add a headline

Add keywords

Customize website links

Link profile to Twitter

Write a summary – be sure to include:

- Who you are
- What you do
- Call to action/next step you'd like people to take (i.e. call you, sign up for your opt in, etc)

List your specialties – this is a great place to add your keywords

Create a group

Groups are one of the most important items on LinkedIn. Be sure you use the following group features:

Add quality discussions

Import your RSS feed

Add a welcome message to introduce yourself to new group members

Send announcements

Search Companies

Identify 10 decision makers/influencers and see who you know who is connected to them

Request an introduction

Search people

Identify 10 decision makers/influencers and see who you know who is connected to them

Request an introduction

Add applications

Some suggested applications to get started with include:

- Slideshare
- WordPress
- Twitter
- Events

Create an event

Create an event for something you are promoting. Some good examples include:

- Teleseminars
- Webinars
- Product/service launches

Write Recommendations

Write recommendations to show appreciation and provide recognition to others.

Ask for recommendations from clients and partners on LinkedIn

** And remember that you are not alone! If you have questions or need assistance with your strategy, posts or applications on LinkedIn you can contact me at laurademeo@yahoo.com*

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