

HUG 2011

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# Connect with Social Media

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<http://www.youtube.com/watch?v=3SuNx0UrnEo>







# 2010 (Part B)



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# Having an Internet presence...

Got a Web site? 

Ability to add content? 

Company Facebook account? 

Company LinkedIn account? 

Company Twitter account? 

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Having an Internet presence...

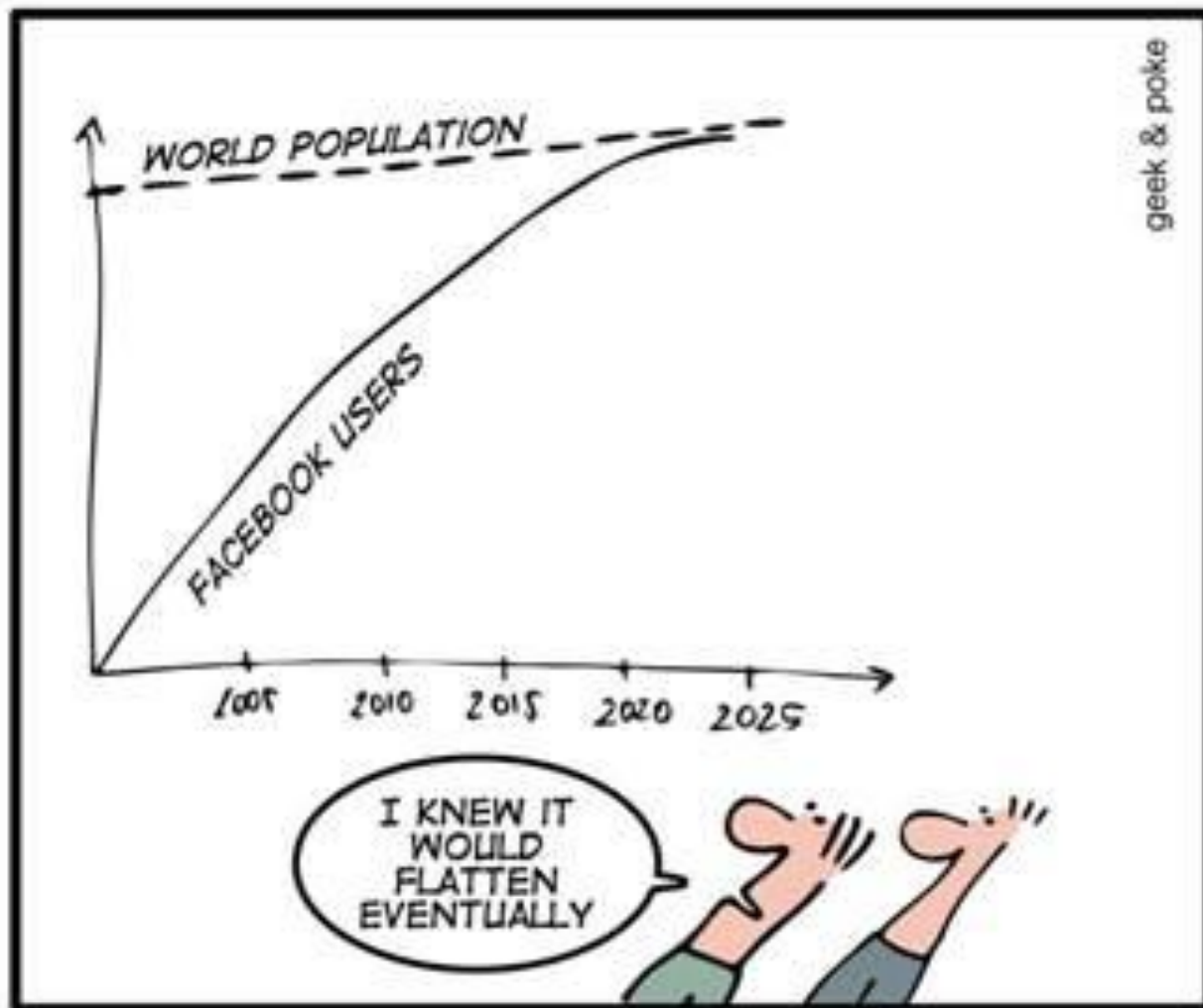
And a plan with someone  
assigned to maintain your  
Social Media sites

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- **500 million users**
  - **Free to set up**
  - **Tools to integrate with other media**
  - **Inexpensive Advertising**
  - **Did I say 500 million users?**
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# GEEK&POKE'S PREDICTION FOR THE NEXT 20 YEARS



geek & poke

THE DAY WILL COME

# Advantages to Marketing on Facebook



- **Easy as ABC**

Choose from a “Facebook Ad” or “Sponsored Story” and Facebook will walk you through the creation process

- **Fit for any budget**

Pay by clicks per view or “impressions” displayed

- **Fit to a T**

Hand-pick your target audience

- **By the Numbers**

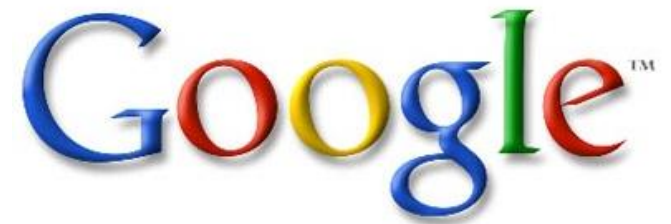
You get immediate feedback and can adjust accordingly



## A plethora of tools

- Blogger – blogs
- Google sites – web sites
- YouTube – videos
- Picasa – photos
- Google docs – documents
- Google Maps
- Google+ - social media

# Google Ads



- 24/7 target advertising
- Cost-per click pricing
- Daily budget limits
- Scheduling by days and hours
- Reporting and feedback

Google still maintains a 68-69% share of the Search Engine market



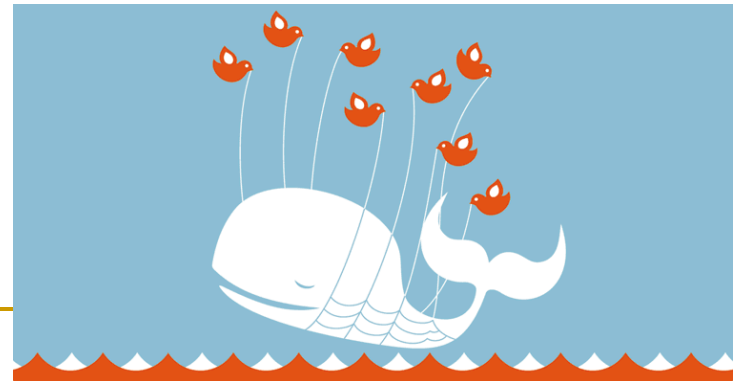
- Free
- Limited to 140 character “tweets”
- Popular



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# twitter

- Direct marketing or public relations
- Indirect public relations through 3<sup>rd</sup> party such as an employee
- Internal to share ideas
- Listen to what other companies are doing



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follow us on  
**twitter**

Don't overdo it with too much self-serving  
and self-promotional content

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# Tools To Make Twitter a Breeze



More tools:

<http://www.1stwebdesigner.com/design/27-twitter-tools-to-help-you-find-and-manage-followers/>

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# Don't Forget the Blog

Google  
Sites



 Blogger



Ways great businesses keep their insight (and brand name) at the top of web search listings:

- **Share** best practices
- **Create** a learning community
- **Explain** the ins and outs of the business
- **Promote** events
- **Invite** feedback
- **Prompt** discussions
- **Post** multi-media
- **Divulge** new announcements



" It's time for my monthly report. What's a productive way of saying, surfed the web and hung out in chat rooms?"

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# Employee Concerns

- Written rules about employee Internet use
  - Clear understanding of the consequences of abuse
  - Sites can be blocked
  - Internet activity can be monitored
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# Great Social Media Marketing is ...

- Engaging
- Succinct
- Timely
- Buzz Generating
- Informal
- A place to build transparency
- An opportunity to make connections, hold conversations, have fun

## It is not...

- Boring
  - Long-winded
  - Slow to update
  - Old news
  - Stuffy
  - A place to air dirty laundry
  - A chance to avoid contacts, block comments, and ignore feedback
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“Join the conversation.”

