



Supercharge your Small Business with Social Media

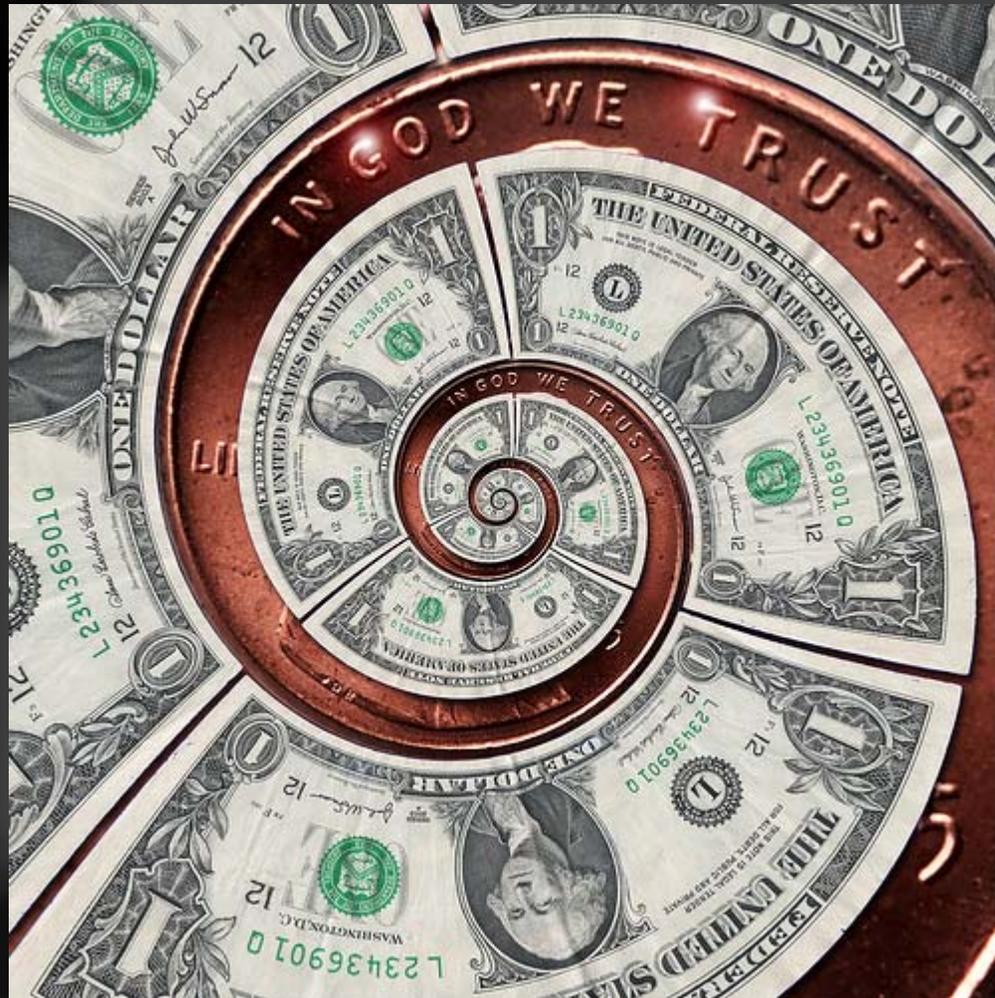
By: Amy Larrimore

Principal of 27 Across

Vice Chair of Technology for SCORE

www.27across.com | www.scorephila.org

So you want to get social
with your media?



SHOW ME THE MONEY!

AGENDA:

- Start at the beginning: Infrastructure

Good INFRASTRUCTURE before you start makes ALL the difference between wasting your time and making some money.

- General Social Media Sites
- Tagging Sites
- Social Networking Sites
- Calculating Return
- Blogs (if time permits)
- SCORE Case Study (if time permits)

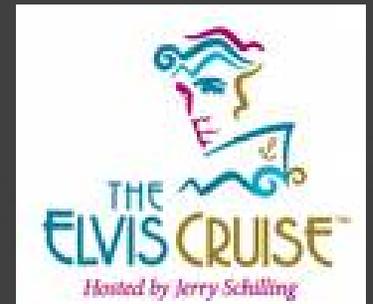
Get targeted to get traffic

- Being FOUND on the internet, especially in social media, depends on **KEYWORDS** and **TAGGING**



Get targeted to get traffic

- Delicate - Be **specific enough to differentiate yourself** from the crowd but be **general enough to be found**.
- Formulating keywords for a travel agency:
 - Travel
 - Adventure Travel
 - Elvis Cruises for Seniors
- This is the same science that – **ADWORDS** - is built upon (and monetizes!)



Developing your Keywords

- **Brainstorm a list** of what people could possibly type into any kind of search engine to find your business
- Get all **different kinds of people** to help you – the farther away from you, the more differently they think
- Make **one big whammo list**, then **whittle**
- Go to all the **social network and search engine sites**, type them in and see what you get as a result
- Boil it down to your **best represented –tags-**
- Let's give it a **whirl...**



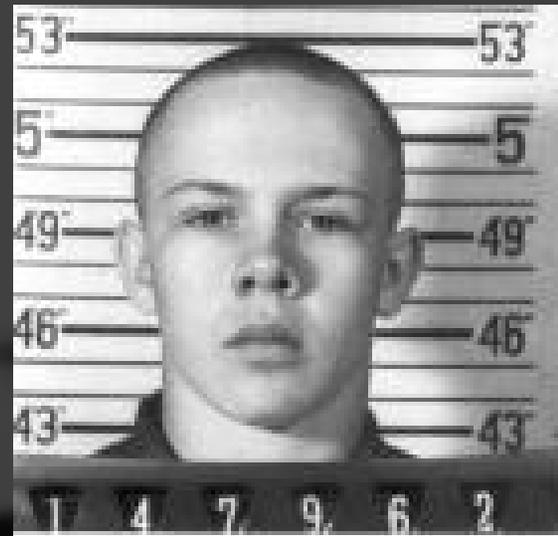
What's your web reputation?

- Google **your name**, **your business name**, **your url**, other relevant stuff.
- Case study:
 - **Holistic healer** w/very unique name
 - Google reveals MANY **scathing reviews** of local hospitals, businesses, doctors.
 - **How many people would keep looking** for her site after that?
- Go back to the original site the bad information is on to get it removed.



Employee/Owner Reputation

- Google **your name** and **employee names**.
- YOUR facebook or twitter may be PERSONAL but we can still see your public profile picture!
- If you are an accountant and I **google your name, not your firm name** and this facebook pic popped up...



Get on Top!

- Social media sites rank at the TOP of search engines.
- Getting LinkedIn, Twittered, Facebooked helps people **find your business in the search engines.**
- Sam's Pizza website would rank on **page 53.**
- Sam's Pizza Listing on Yelp hits **page 1, #3 (with a link to the actual website)**



How do you know if it's worth it?

GOAL = CONVERSION

- Drive **TRAFFIC** back to your website
- Convert visitors into **SALES**



- Don't delve into social media until you can **convert** or "catch" people.

How Convertible are You?

- Is your **product or service clearly defined** in an **obvious** front/center place? Can I understand in 10 seconds or less?
- Can I become a **"follower"** on your mailing list or social media?



- Can I easily –convert- to a **buyer?** How many clicks does it take for me to spend money?

GIVE GOOD URL

- ALL WEBSITES should have a **VANITY URL** to make them memorable.

www.philadelphia.scorechapter.com

VS

www.scorephila.org

- A vanity URL is like a **PO Box with forwarding**– it hides your actual address and routes your mail somewhere else – but it still gets to you
- You buy the vanity url and **'point it'** to your actual site. People **type in the vanity url** and arrive at your website.

What's in a name?



- It should be **available**, and **as short as possible**.
- It should still **make sense to your business name** or purpose - If it can be your business name, **better**.
- **Only use .com** (unless you a non-profit, you can use .org) **NO EXCEPTIONS**
- **Buy (or at least check)** the others .net .tv .biz if you can to protect your brand
- Steer clear of .com names with alternate extension urls that are **offensive**.
- **Catchy urls create buzzzzzzzzzzzz** and social media loves buzzzzzzzzzzzz (www.incyourself.com)

Get a handle (username!)

- Develop a **consistent username**, ties into your good url and **follows the url rules**.
- Our chapter's username is SCOREPhila (same as our url scorephila.org) so that we are easily found
- The **shorter the better**, especially if you are planning to tweet. 10 is REALLY pushing it, 5 is fabulous.
- Use the **same username in all sites** so you may want to check if it's available and decide on a different one if it is not.
- Use www.knowem.com to **see if it's open**.

Create Incentive

- A great way to **measure the –conversion–** is with an incentive
- Local hairdresser –twittered- **free cut with a color** if they printed out and brought in the page and Local malls give away **free gifts at customer service** to facebook followers.
- **Be generous** – 5% off a \$20 item is not worth finding a printer, a free haircut is. Find something WORTH it that doesn't break the bank.
- **What do you have to lose?** If no one uses it, you give nothing away. If 10 new customers appear with your coupon, was it worth what you gave away?



Ready to dive in?

- I have my **keywords/tag list**
- My **web reputation** is great
- My website is a **great catch**
- I have a **great url**
- I have a **handle** (username)
- I have a **worthwhile incentive**



Where to begin? – General Social Media





RSS and Widgets

- Good way to “listen” and “watch” the web and social media
- Allows you to pull small summaries from webpages, blogs, other internet applications and look at everything in one window
- Increases your productivity because you aren't searching around for things or visiting multiple sites
- Allows you to design your social media to be widget compatible because you'll get a feel for how it works

Igoogle homepage

Choose a header

Many pages for many many widgets

Delicious bookmarks

Quick email looksee

Each box is called a widget and they work through RSS feeds

fun

New blogs go at top so I can decide if they are worth staying

What to wear?

Last three entries on my favorite blog

Blog I am helping develop, I'm watching to see...

The screenshot shows the iGoogle homepage with a search bar at the top and several widgets. The widgets include: a Delicious bookmarks list with 7 items; a horoscope for Gemini by Rick I; a weather widget for Philadelphia, PA showing 81°F; a calendar for Wednesday, August 12, week 33; a 'We, the Savers' widget with financial news links; a 'Date-Time 2 JackAngel' widget with a clock and calendar; an 'I Will Teach You To Be Rich' widget with blog links; and a 'This Life On Earth' widget with more blog links. Annotations with arrows point to various parts of the page, explaining the purpose of different widgets and the user's preferences.

Igoogle homepage (scrolled down)

All my favorite blogs are RSSed here so I can see if I want to click through

Planning my next trip, deciding on a destination

One glance down the page and I get a general update for the day – I can come back if I want to delve deeper

The screenshot shows the Igoogle homepage with several widgets and content blocks. A blue arrow labeled "facebook" points from the central area to the Facebook widget. A blue arrow labeled "tools" points from the "Unit Converter" widget to the right. A blue arrow labeled "news" points from the "Tim Berry's Blog" widget to the "The Huffington Post" widget.

Top Left: News snippets including "The - 101... A Note from the Universe - if you just physically pretend on a regular basis, no matter how" and "YPN Philadelphia - From Louis Hayner and other Aug 11 YPN Philadelphia group members on LinkedIn - LinkedIn".

Top Center: A colorful illustration of a Native American figure with a bow and arrow, and a grid of red dots. Below it, text reads "Today: Chantico: 12-Acatl (reed)".

Top Right: A list of links: "Las Vegas April '09 CHEERS (AND JEERS...to come)", "10 Ways to Find Your Inner Bad Girl", and "My Giving Circle".

Middle Left: "Dumb Little Man - Tips for Life" widget with links: "Multi-Tasking vs Mono-Tasking", "9 Qualities That Will Rock Your Career", and "8 Great Ways to Motivate Yourself When You Just Don't Feel Like It".

Middle Center: "Stepcase Lifhack" widget with links: "What's Your Territory?", "Productive Magazine #3 Now Out!", and "How to Become an Outrageous Giver".

Middle Right: "Facebook" widget showing a welcome message for "Amy Larrimore" and a "What's on your mind?" input field with a "Share" button.

Bottom Left: "Sacred Destination of the Day" widget featuring a photo of the Monreale Cathedral in Italy. Text: "Magnificently adorned with golden mosaics, Monreale Cathedral is one of the greatest sights of Norman Sicily. It was built by Sicilian and Byzantine craftsmen in 1174-85."

Bottom Center: "ProBlogger Blog Tips" widget with links: "Inject Yourself into Your Content - Principle # 7 of Creating Compelling Content", "The Power of Taking Extra Time to Create Content", and "How To Promote Your Blog with a Giveaway".

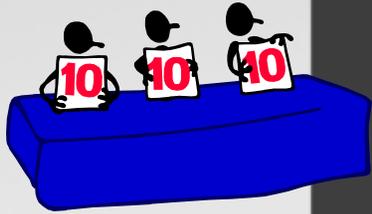
Bottom Right: "Unit Converter" widget with a "Convert:" section, a "Length" dropdown, an "Insert value" field, and a "Convert >" button. Below it are "From: Centimeter" and "To: Feet" dropdowns, "Currency rates", and "More options".

Far Bottom: "The Huffington Post" widget with tabs for "Front pages", "Popular", "Blogs", and "News". A photo of a group of people is visible below the tabs.

Make a feed



- As you start using social media sites, keep your eyes open for ways to **make your content into a –feed-**. Read up on feedburner for help.
- **Pull your feeds through** to your website, your blog, your facebook
- Use an RSS feeds to PUSH your content out.
- Goal to bring viewer back to your **“catching ground”** – the website or wherever you are making your conversion.



Forums, Ratings, Reviews

- Get your information out there as much as you can.
- A bit challenging because you are opening yourself up to public opinion - **Can your business handle the truth?**
- Allows you to **answer negative reviews** or challenge factually incorrect information
- Shows goodwill by **positively recognizing** other businesses you do business with
- As mom always said – If you **don't have anything nice to say, don't say anything at all**
- Have a **plan to deal with negativity** ahead of time

Yelp!

Using an incentive (coupon) is always good

Add the basics

Modern Eye

★★★★★ based on 25 reviews [Rating Details](#)

Category: [Eyewear & Opticians](#) [\[Edit\]](#)

Neighborhood: Market East
145 South 13th Street
Philadelphia, PA 19107
(215) 922-3300
www.modern-eye.com

Hours:
Mon-Fri: 10:00 a.m. - 6:00 p.m.
Sat: 10:00 a.m. - 5:00 p.m.

Price Range: \$\$\$

Wheelchair Accessible: No



Photo by Connie S.
[Add Photos](#)



Helps people find brick and mortar

Browse Nearby:
[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Coffee](#) | [All](#)

People Who Viewed This Also Viewed...

- Modern Eye**
★★★★★ 11 reviews
Neighborhood: University City
Category: Optometrists
- ForEyes Optical Co**
★★★★ 2 reviews
Neighborhood: Rittenhouse Square
Category: Eyewear & Opticians
- Generation 3 Electric**
★★★★★ 10 reviews
Neighborhood: Grays Ferry
Category: Electricians
- Philadelphia Vision...**
★★★★ 3 reviews
Neighborhood: Market East
Category: Optometrists
- Margot & Camille Optique**
★★★★★ 4 reviews
Neighborhood: Olde City
Category: Eyewear & Opticians

Related Lists [More >>](#)

Works with iPhone and delicious! Surprised?

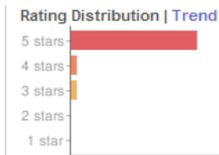
[Bookmark](#) [Send to Phone](#) [Write a Review](#) [Print version](#)

Ask your besties for reviews

25 reviews for Modern Eye

Review Highlights [What's this?](#)

- "I've worn my fake **frames** ever since and get compliments all of the time." (in 15 reviews)
- "Plus, the **glasses** in here are incredible." (in 17 reviews)
- "the **staff** is totally helpful and honest with the frame selection." (in 18 reviews)



Sort by: **Yelp Sort** | [Date](#) | [Rating](#) | [Elites'](#)

One of Modern Eye's Favorite Reviews

Elite '09 [39](#) [65](#)
★★★★★ 7/31/2008
I got my frames from Modern Eye and I love them! The place is eclectic and the staff rocks! They are as cool as the frames they sell! The prices aren't so bad either. They have a great location on the corner of 13th and Walnut. Go check them out!

Ride on coattails



How to Yelp

- Go to biz.yelp.com – a **special sign-in portal**, just for business owners.
- Click on “**Get Business Owner Account.**”
- Follow the **prompts** to finish the account set up.
- **Invite** people you know to help you yelp (right after profile creation)
- In the top right, make sure you ‘**get your own url**’ and make it line up with the – username- you have been using
- Start **reviewing others** (who may know your business) to push yelpers to see your page



Where to begin? – Social Networks





Social Networks

- Facebook fan pages can **work a lot like your website** if you really can't put together your own. Or, you'll use it as a centralized meeting place for your following.
- Twitter is about lots of little pieces of content, **often**
- YouTube is great if you already are **producing videos** or if it is easy for your business to generate them
- LinkedIn is the quintessential business networking site.





Social Networks

- These are the sites “classically” considered social media
- It’s all about followers & following : The NETWORK
- What do you have to offer your followers?
Be RELEVANT, BE USEFUL!
- How relevant are they to YOU?
- All are used as search engines, can be targeted to specific demographics and rank high in normal search engine rankings
- It’s helpful to get your real life friends behind you so you don’t look like the last kid picked at dodgeball...



Twitter



- Think of twitter like a mini-blog, **quick snippets of good information** that gets passed around
- You only get 140 characters to say what you have to say so it makes you **succinct**
- It's all about the **"conversation"** – people converse in the following ways
 - DM (**Direct message**, one user to another)
 - RT (**retweeting** of a message another wrote)
 - @username (talking about another user)
- If you stay with it, you can **generate considerable buzz** by contributing to the community



Twitter: Creating Buzz

- Orlando Fashion Square on **Twitter**
- \$0 marketing budget, falling housing market, **a quirky and motivated** marketing director
- Day 1: **13** followers
- Day 2: **1000+** followers
- Day 8: **Local media** coverage
- Day 60: **National media** coverage
- The **goal** of creating buzz is to get the attention of groups, press, bloggers, someone who can take your info viral

accolades - Daily City Clip.JPG

Retail Traffic.jpg



Get Tweeting

- Go to twitter.com and click **sign up now!**
- #1 Go to **settings** and complete your profile (username, keywords, tags etc)
- #2 Build out the **background and color scheme**, upload an **iconic picture** – PLEASE don't use defaults, this is all about differentiating
- #3 get **10** good tweets up there





Get Tweeting

- #4 **follow people**
 - Use **search** at the top of the application and enter keywords
 - Go to wefollow.com, get yourself listed under three of your **keywords** and find more people to follow
 - Be **discriminating** but go for **quantity**
 - **Import your email accounts** to follow your friends.
 - Follow **websites you use on a daily basis** – the bank, your hairdresser, SCORE Phila!
 - Follow **other people's followers**.



DM your Tweeps!

- DM (direct message) your followers to **thank them for following** or to **comment on their tweets**.
- EVERYTHING you do on twitter is visible to all. Don't forget that!
- To send a direct message:
 - go to the “what are you doing box”
 - type DM then the @ symbol then their username then your message

Looks like this:

- DM **@amyallstar** Thanks for the follow!
Your page looks great.



RT makes you popular

- Your followers posts will appear in your home screen. Try to RT (retweet them) if you think it is relevant to your audience.
- To retweet:
 - copy their tweet by highlighting, right clicking and hitting copy.
 - Go to the “what are you doing box”
 - type RT then the @ symbol then their username and paste their message.

Looks like this:

- RT @scorephila 2night is Social Media Class - details at <http://ow.ly/jP3N> - email # attendees and come at 6pm!



Once you're experienced...

- #5 try free www.hootsuite.com to schedule tweets in advance, see what others are saying about you, all in one interface
- #6 use hootsuite or www.tinyurl.com to make links small enough to tweet
- #7 keep looking for **relevant** followers/ **RTing** / **DMing** (get your **friends onboard** to tweet about your business)
- #8 the key to twitter is in all the **external applications** – the actual twitter interface is very basic
- #9 **STAY consistent** – it all refreshes in 35 seconds so you have to put a lot out to be seen





facebook

- Facebook is great because **fan pages get built out like actual websites** – pictures, media, copy
- If you do have a website, it's great for **active content changes**
 - To promote offers or discounts
 - Talk about events and recent appearances
- It works to **build relationships** – people feel like they are your –friend- and it gives a place for your fans to **hang out** and talk about you
- 27Across – Small Business in Philadelphia Roundtable
- Challenge: being **fan worthy**



facebook

- You must have a **personal profile** first then create a **page for your business**
- Go to www.facebook.com
- Click “create a page for your business” **underneath** the green sign up button
- Choose Local and the **best category** for you and follow the **prompts**
- **Incentives** work well to boost fans
- What are you bringing that is **buzzworthy** to your fan community?
- **No one signs up for a commercial.** Be a forum, a community, a resource.

Great Incentive: Plymouth Mtg Mall



[View Updates](#)

We've combined shopping, entertainment and dining! Shop today and enjoy Boscov's, Macy's and more than 100 specialty stores, a spacious food court, sit-down restaurants & entertainment venues. Department Store, restaurant, entertainment hours vary

Information

Location:
500 West Germantown Pike
Plymouth Meeting, PA, 19055

Phone:
610-825-9351

Mon - Sat:
10:00 am - 9:00 pm

Sun:
11:00 am - 6:00 pm

Fans

6 of 860 fans

[See All](#)



Erin
MacDonald



Miley R.
Cyrus



Antoinette
Schiavo

Plymouth Meeting Mall

[Become a Fan](#)

Wall

Info

Photos

Sales

Events

Dine

>>

[Filters](#)



Plymouth Meeting Mall Congratulations to Paula Gropper! You are the winner of a Plymouth Meeting Mall \$50 Gift Card. Just stop by Customer Service near the fountain! Thank you to all our fan's for becoming a Plymouth Meeting Mall facebook Fan.

Mon at 10:15am

 Gabby Eckert likes this.

 [View all 5 comments](#)



Paula Gropper i am shocked that i won something at the mall. i never won anything at all

Mon at 11:32am · [Report](#)



Stefanie Miscannon Sweely Horray for Paula!

Mon at 12:02pm · [Report](#)



Roe Rosiello Novotny Clarke Oh yeah....I miss this mall being way down here in Greensboro, NC

Mon at 8:34am · [Report](#)



Deborah Sperlunto Zadroga I have been there in 16 years. Miss not being able to find a parking space at Christmas time...

Sun at 9:28am · [Report](#)



Pat Saulino You should set up some sort of mechanism that'll catapult all the annoying skater kids away from the food court entrance.

August 6 at 12:47am · [Report](#)

 5 people like this.



Philip Clemson dislike

August 6 at 9:32pm · [Report](#)



Melissa Buchanico dislike.

August 8 at 7:02pm · [Report](#)



Facebook Best Practices

- Now **facebook = business**, so keep interactions VERY PROFESSIONAL
- Change settings so you **get an email** when someone interacts so you can be **super responsive**
- **Fan others and join groups** relevant to your business, they may return the favor!
- **Use** the site and your content will seem more **natural and human**



- Great resource **if video makes sense** for your business
 - Think out of the box** – lend your restaurant as a set to an amateur filmmaker in exchange for using the video to show the location?
 - A series? An instruction video?
 - Keep it **SHORT**, keep it **INTERESTING Edgy helps**. A lot.
 - Etsy uses youtube to **promote users** and **show do it yourself videos** -
<http://www.youtube.com/user/etsy>
 - Harvard teaches **business classes** -
<http://www.youtube.com/user/HarvardBusiness>



Broadcast Yourself

- Go to www.youtube.com and click sign up
- Follow the prompts to **setup your channel**
- Refer to their **handbook for best practices**
http://www.youtube.com/t/yt_handbook_home
- Make sure your **profile is built out** and all uploaded videos are **tagged TO DEATH.**
- Make your descriptions very clear





Blendtec rocks YouTube...

YouTube English Videos | Shows | Channels | Community | Upload Sign Up QuickList Help Sign In

Will It Blend?

Videos | Favorites | Playlists | Groups | Friends | Subscribers

Will It Blend? [Subscribe](#)

Blendtec
Style: VLogging
Joined: **October 30, 2006**
Last Sign In: **3 hours ago**
Subscribers: **198,273**
Channel Views: **3,811,754**

DIRECTOR

See what the Total Blender can do in the Blendtec test lab, as we ask the question, Will It Blend?

Companies: **Blendtec**
Website: <http://www.blendtec.com>

- #47 - Most Subscribed (All Time)
- #14 - Most Subscribed (All Time) - Directors
- #43 - Most Subscribed (All Time) - Partners

[\(more\)](#)

Connect with Blendtec

1:03 / 1:38

youtube.com/blendtec

www.27across.com | www.scorephila.org



Where to begin? - Tagging





Tags and Bookmark Sites

- These are **internet –favorites- lists** posted on public sites - instead of saving a good article or link inside your browser, **you save it to an online site**
- You can save some as private too which makes this a **good productivity tool** if you work on multiple computers.
- You then **“tag” bookmarks** so you and others can easily find them. www.scorephila.org would be tagged under “startup” and “smallbusiness” and “entrepreneur”
- Good place to start to **practice your tagging and a great search engine!**
- After you’ve built it out, you can **“network” with other users** to share information.



Delicious



delicious Home Bookmarks People Tags

What's New? Signed in as amyloogurl Inbox Settings Help Sign Out

Search Delicious Search

Amy Larrimore's Bookmarks
 Bookmarks | Network | Tags | Subscriptions | Inbox
 Site: http://www.amylarrimore.com Email: me@amylarrimore.com

See more bookmarks in Popular, Recent, or look up a URL.

amyloogurl Type a tag Bookmarks 230
 Sorted by Most Recent

Gap Adventure Tours Store
 www.gapadventures.com/store/newyork.
 Our Adventure Specialists have been to all corners of the globe and regularly share their travel experiences with other passionate travelers on select Thursday evenings at the NY Concept Store. To check out our latest store events and other news please visit –

EDIT | DELETE

Twitter Directory and Search, Find Twitter Followers : WeFollow
 www.wefollow.com/
 A Twitter Phone Book

EDIT | DELETE

Twellow :: Twitter Directory, Twitter Search, & Twitter Yellow Pages
 www.twellow.com/
 The Phone Book of Twitter

EDIT | DELETE

Twitter Search
 search.twitter.com/
 Read up on the buzz about you, your company, your competitor (all without being a tweeter!)

EDIT | DELETE

2009 Facebook Demographic and Statistics Report: 513% Growth in 55 ...
 ...and-statistics-report-513-growth...

EDIT | DELETE

Harvard Business Study on Twitter Research: Men Follow Men and Nobody Tweets - Conversation ...
 blogs.harvardbusiness.org/cs/2009/06/new_twitter_research_men_follo.html

EDIT | DELETE

VatorNews - New study: Deep brand engagement
 vator.tv/news/show/2009-07-26-new-study-deep-brand-engagement

EDIT | DELETE

2009 Arketi Group Web Watch survey

thingstodo 6126
 318
 62
 917
 3
 3

Build out the profile

Save a new bookmark
 Edit public profile
 Bulk edit
 Tag options

Tags

Top 10 Tags
 socialmedia business login twitter
 blog philadelphia blogdesign PREIT
 friends travel

All Tags 148
 accounting animal_rescue auction backup
 banking bartering bestpractices blog
 blogdesign books Branding browser budget
 business career charity collaboration
 conference crime dance database Dell
 Demographics design diet diy ebtda
 economics education email entertainment
 entrepreneurship events facebook feminism
 finance firefox fleamarket fonts food free
 friends genderlaw glass goals green green,
 GreetingCards health howto humanresources
 images Income_Potentials inspiration investing
 iphone jailbreak jewelry Kawasaki lasvegas
 lifehacks linkedin login management
 marketing MarketResearch monetize monetize
 money motivation mozilla music networking
 nightlife Nomad northernliberties nyc oddity
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 projectmanagement psychology publishing
 recycle reference repurpose reuse safety
 saving SCORE security self-improvement
 service sexuality skills sleep social
 socialmedia socialnetworking speaker
 Spirituality startup stocks strategy Suppliers
 sustainability tech templates Tenants_Association
 thingstodo Tools tourism transit transportation
 travel tutorials twitter unlock vagabond vc
 Venture_Capitalism venturecapital wallpapers
 webdesign women womenbusiness Work
 worldawareness writing zipcode

Newest bookmarks

others who have bookmarked this site

All the tags I use in my bookmarks

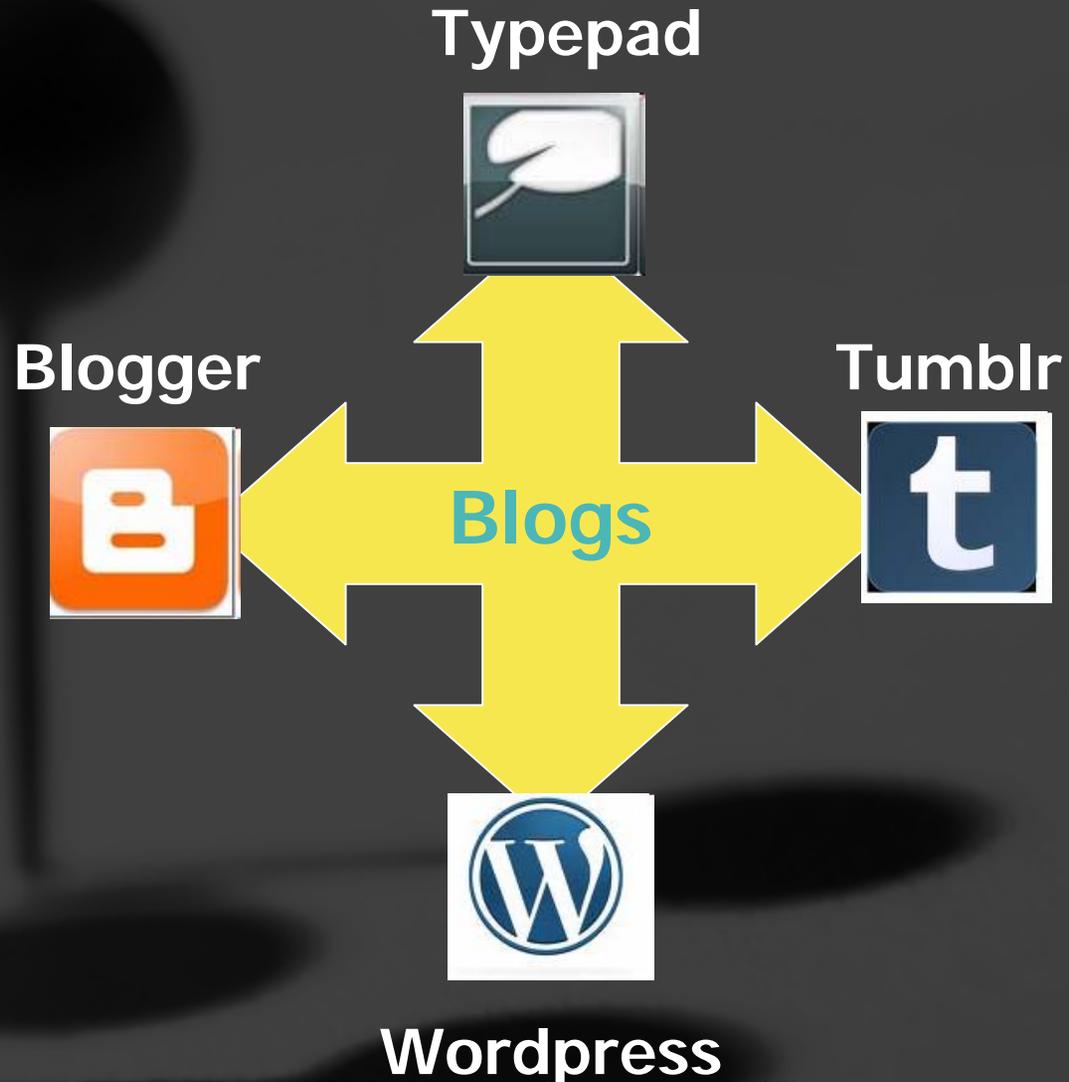
Tags I assigned (they get suggested when you put in the bookmark too!)



Delicious – Get started

- Go to www.delicious.com and click join in the top right
- Enter your **username** (this will make your delicious site www.delicious.com/username)
- **Import bookmarks/favorites** from your browser
 - Do it at work, at home, on all your computers
 - Scan old emails for good links (+++!)
- Go through and **review** them one by one
 - Add summaries and tags
 - Decide public or private
- Make it one of your **home tabs** so info keeps getting updated

Where to begin? - Blogs





Blogs

- They are centered around **paragraph type prose content** but can integrate media, photos, etc. They utilize **widgets** (like we saw on igoogle) to enhance the experience
- They can be easily **monetized and provide an alternate revenue stream** to your core business
- You need to have **A LOT to say**. Could you write a book about your business? A monthly magazine? If so, this is the medium for you.
- Alternatively, you can **partner with a blogger** to write about you.
- **Readers then comment** about or discuss your writing on the same page (tough skin)



Blogs motivate CALLS

- HR consultant who was **having a hard time** driving his resume building service.
- As he was the **encyclopedia of job information**, I suggested he put his great content into a blog
- I helped him build out the most **basic of basics in blogger**. (So basic, it's a bit embarrassing now)
- **Phila Magazine** picked it up and featured him (BUZZ)
- His followers increased **tremendously** and it converted into many **phone calls/appointments**.



Blogs make Money

- My all time favorite blogger, Ramit Sethi, graduated college and **started a business**.
- To advertise his core product, he began a blog www.iwillteachyoutoberich.com
- He maximized all the tricks of the trade and made **MILLIONS** (yes, seriously) on monetizing his content
- Then he got a **book deal** – so he just repackaged his content into a book
- Which turned into a **television deal** with MSNBC Money



Be a Blogger

- www.blogger.com and go to **create an account**
- Under “Learn More,” click on “Take a Quick Tour” to become **familiar with the software**.
- Then click on “Create a Blog” and follow the **prompts**, and you’re on your way.
- Work the settings and **customize the layout** - **reference your business** clearly in your profile
- Build lots of **content** in the back (my current blog has 37 entries in the back ready to go)
- Then on launch date, **schedule them** to release one or two a week so you never get too far behind.

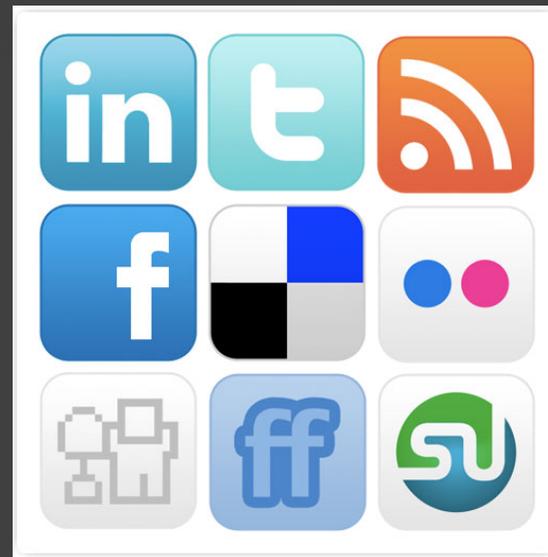
SCORE takes our own advice

- GOAL of our social media campaign → drive people to our website to access resources, sign on as clients and attend workshops.
- Optimized the website to make the products clear
 - Free Business Counseling
 - Workshops
 - E-Resources
 - Support SCORE
- Average time on the site DOUBLED and average page views TRIPLED



SCORE takes our own advice

- Now, we can **capture** the shy ones on a **mailing list** or as **social media followers**.



- Previously, if they didn't sign up RIGHT THERE **we lost them!**
- **Monetization** is easier now too– SUPPORT SCORE and adspace.

Cross Promotion

- You can **cross promote** from youtube
 - embed videos on your **website**, **facebook** and **blog**
 - announce them on **twitter**
 - bookmark them on **delicious**
- Download **facebook's Twitter application** so when you update twitter, it updates your facebook status automatically!
- Use **Feedburner** to connect **Delicious** to your **Blog** so that your new links and your new posts get emailed out to your **Mailing List** subscribers
- The possibilities are **EFFICIENT** and **ENDLESS**

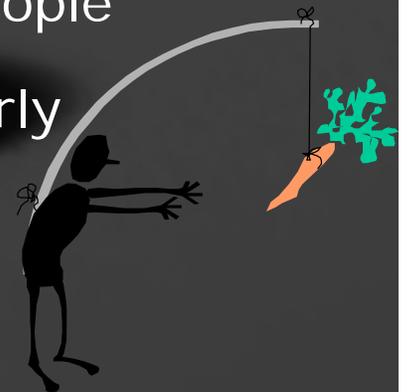
Is it Working?

- **TRAFFIC:** How many people visited your website daily/weekly/monthly BEFORE and AFTER? Track it on a regular basis.
 - You can use www.googleanalytics.com
- **POPULARITY/RELEVANCE:** How many friends/fans/followers do you have? Are they relevant to your business? Would they buy from you, are they in your industry?)
 - Some interfaces like Facebook or a Blog allow you to see which pieces of content were the most popular (# comments etc)
 - Have a goal to increase # comments, # of "likes"



Is it Working?

- **SALES:** Have your online orders increased BEFORE vs. AFTER? Track it on a regular basis. Integrate some feedback into the order process (How did you hear about us?)
- **SALES:** How many incentives were returned, coupons or codes redeemed?
- **LOYALTY:** How many people subscribe to your feed, your mailing list? Are you giving them good, regular content and special deals to make a purchase?
 - Have a goal to increase this # of people
 - Have a goal to communicate regularly



Don't forget your manners!

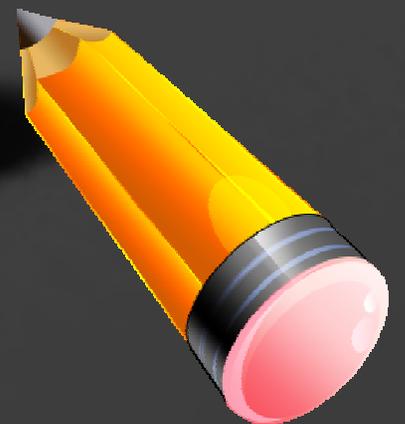
Don't:

- Jump in without listening.
- Rush through to get something up, disregarding good photos and good content
- Try not to slam people – it will only haunt you.
- Be deceitful in your content.
- Make it all about you.
- Delete negative comments.
- Be a spammer.
- Quit too soon.
- Let your accounts go stagnant.



Wait, Wait, I didn't get it all down!

- The **presentation** will be available in **pdf format** at www.scorephila.org
- If you provided an email address, we'll send you a survey, the presentation and the live links.
- Every link in this presentation is on **SCOREPhila's delicious** account: www.delicious.com/scorephila with the social media training tag
- Contact SCORE to schedule a **FREE business counseling session** to help you integrate this into your own business



Supercharge your Small Business with Social Media – Link List

Who We Are

- Amy Larrimore, Vice Chair of Technology for SCORE www.scorephila.org and Principal, 27 Across www.27across.com
- Need to find a local SCORE chapter? www.score.org
- Ty Hulse, Girard Coalition www.girardcoalition.org

Links are all stored on:

- www.delicious.com/scorephila
- www.delicious.com/amyloogurl
- www.delicious.com/27across

Free Listening Tools – Monitor your Online Reputation

- www.google.com/alerts – Email updates on the latest Google results (Web, news, etc.) for a specific search topic.
- www.blogsearch.google.com – Searches only blogs for mentions on your topic in the same format as a regular Google search.
- www.keotag.com – Enter the tag you are interested in and it will search all major social media tools and display the results.
- www.technorati.com/search – Allows you to get details about blogs, including authority and background information. The advanced feature lets you define the search with specific tags or URLs.
- www.addictomatic.com – Searches the live sites for the latest news, blog posts, videos and images.
- www.search.twitter.com – pulls all current tweets that have mentioned search topic.
- www.howsociable.com – A way for you to begin measuring your brand's visibility on the Web.
- Get on the actual social media site and use their search capability

Manage Email Lists

- www.constantcontact.com
- www.verticalresponse.com

Urls and Usernames Available

- www.knowem.com
- www.godaddy.com
- www.whois.com

Tagging Type Sites

- www.digg.com
- www.stumbleupon.com
- www.reddit.com
- www.delicious.com

Social Networking Sites

- www.twitter.com
- www.facebook.com
- www.youtube.com
- www.linkedin.com

Twitter Tools

- www.twitter.com/orlandoshopping
- www.twitter.com/amyallstar
- www.twitter.com/scorephila
- www.twitter.com/27across
- www.wefollow.com
- www.hootsuite.com
- www.tinyurl.com

Facebook Tools

- www.facebook.com
- www.facebook.com/plymouthmeetingmall

YouTube Tools

- www.youtube.com
- www.youtube.com/user/etsy
- www.youtube.com/user/HarvardBusiness
- www.youtube.com/t/yt_handbook_home

Blog Tools

- www.blogger.com
- www.tumblr.com
- www.typepad.com
- www.wordpress.com
- <http://kennycareeradvice.blogspot.com/>
- http://www.phillymag.com/shopping_style/articles/pulse_at_our_service_so_you've_been_laid_off/
- www.iwillteachyoutoberich.com

Other Social Media Tools

- www.feedburner.com
- www.wikipedia.com
- www.yelp.com
- www.igoogle.com
- www.biz.yelp.com
- www.womma.org/ethics

Is it working?

- www.googleanalytics.com
- Your website hosting provider can give you the analytics page for your website.

Just Good Advice

- www.mashable.com



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