

Social Networking

Web Content Rx
CAPA - University May 7, 2011

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“If you don’t pay attention to the needs of your audience, they won’t pay attention to yours.”
— Wayne English

Please post your questions and comments on my blog, blog.WebContentRx.biz so we can discuss them. I blog about marketing, social networking, and material related to using the online and offline world to further your business, career, and publishing needs. I look forward to seeing your posts.

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Web Content Rx
Web: WebContentRx.biz
Blog: blog.WebContentRx.biz
Email: info@WebContentRx.biz
Telephone: (860) 502-7735

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Why Social Networking is So Effective

Social networking is marketing. It is hard as nails marketing. However, it is not the marketing we know. It is not advertising. Social networking is the marketing of the marketplace where people meet, talk, visit, and do business. In the marketplace of social networking you market to those people who are interested in your goods and services, and to those people who will refer business to you.

Do not stay out of this, it will put your business at a competitive disadvantage.

Social networking has existed for hundreds of years. People have used letters, books, pamphlets, and newspapers to connect with those who are like-minded. Today, we use computers, smart phones, and the Web. Despite the fact that the name social networking contains the word social, this is business. And it's real.

Social Networking Success Stories

PepsiCo

In 2010 PepsiCo did not advertise Pepsi Cola in the Super Bowl. Instead they ran a 20 million dollar social networking campaign titled, Pepsi Refresh.

Essential Touch

A one-woman massage therapy business, owned by Nicole "Nikki" Aurel, in Manchester Connecticut had two people signed up for a training program. Several more had been asked to take the course, but had declined. Having heard me, Wayne English, extol the virtues of social networking Nikki put her training program on facebook. Within 24 hours, literally overnight, the class filled after 20 people signed up. Some of them had previously declined to take the course.

Others

A lunch truck in San Francisco uses Twitter to notify their customers where they will be located that day. If business is slow, they move the truck and Tweet their next location.

Fishermen in Asia use Twitter to get the best price for their catch.

Content Means Everything, It's the Fuel of Your Social Networking Campaign

Content is king. It is also the fuel of the social Web. It is why people read your material, follow you, and tell their friends about you. Write the finest prose you can. Spell check it. Reread it. Sure mistakes and typos will creep in, that's not the issue. Make your content the best you can because its quality determines your success. And after you've written it. Share it with as many people in as many ways as you can. The more you share it the more successful you will be.

Be sure to include links back to your blog, Twitter, Facebook, Web site, or YouTube accounts. Interconnect your social networking campaign. Think of it as a ball of string with lots of loose ends. Find any loose end, and it will lead the reader to your entire campaign.

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To be successful, you must be trusted, and there is no better way to gain the reader's trust than to write well written content. Proofread your content. No misspelled words. No typos. Just clear, clean text that tells your readers what they want to know.

Major Social Media Sites

| | |
|----------|--|
| Facebook | Likely the most popular Web site of all time, http://www.facebook.com . |
| Flicker | A photography sharing site http://www.flickr.com . |
| LinkedIn | For professionals and business people http://www.linkedin.com . |
| Twitter | A microblog, Twitter allows only 140 characters http://twitter.com . Twitter uses the d Short Messaging system (SMS) and supports Tweeting from your text enable telephone. |
| YouTube | Videos on every topic http://www.youtube.com . |

Places Where You May Obtain a Blog

What's a blog? The word comes from Web Log. Like any log, you can write things there and save those things. That is what a blog is and does. Think of a blog like a sheet of paper that you can write in, and when other people read that sheet of paper they can comment on what you wrote. Everything is saved. That's a blog.

Blogger

Blogger A Google product, <http://www.blogger.com>. I have a blog at blogger as well. However, I do not use it because I prefer TypePad. Check blogger for yourself.

WordPress

WordPress, <http://wordpress.org/>. I've had a WordPress blog. WordPress is the world leader in blogging platforms. It is an excellent product. You may create and use a blog at <http://WordPress.com> that is free of charge.

Should you wish, you can download a program to your computer and use that program to install WordPress on your Web site. Obtain your download at <http://wordpress.org>. This offers you the advantage of more traffic to your Web address because the blog is located there. Also WordPress can be used to create an entire Web site as the product supports development. All free of charge.

Note: when we say 'free of charge' we mean for the WordPress products. You will be charged by the Internet Service Provider (ISP) who you purchase Web space from for your Web site. We currently use HostGator <http://www.hostgator.com> for our ISP. You can find free Web sites online. Before you choose one visit several and make sure that you can live with the restrictions that come with it. Remember, there is no free lunch.

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TypePad

TypePad, <http://www.typepad.com>. TypePad charges \$8.95, or so, for their basic account which provides you with three blogs. I've used TypePad for years. It offers ease of use and many fine features.

Others

To find more blog providers, just Google free blog.

How Does My Blog Address Take You to Typepad?

You can see the address of my blog is blog.WebContentRx.biz, yet the blog is located at TypePad. How is that possible? What I've done is use a subdomain. My domain name is <http://www.webcontentrx.biz>. Behind the scenes I've made a connection between <http://www.blog.WebContentRx.biz> and the address of my blog at TypePad. Speak to your Web master if you wish to do something similar.

Integrate Everything You Do Online and Offline

Tie all of your online and offline activities together. Link your blog, Twitter, facebook, videos and Web site together. Put your online information on your business cards, invoices, and statements, vehicles, in your books, articles, mention it when you speak.

Partner with others when there is a good fit. Speak in public, do book signing events, press releases, use Facebook and the online world to publicize everything you do.

Consider Cause Marketing, this is partnering with a cause that you believe in for mutual benefit, advertising, and to increase public awareness.

Obtain and place on your Web sites the graphic icons for Twitter, Facebook, YouTube, and the other social media sites you use and link the graphics to your accounts.

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Informational Links

The Nielsen Company

<http://www.nielsen.com>

Seven Tips for a Killer Facebook Landing Page

http://econsultancy.com/us/blog/7361-seven-tips-for-a-killer-facebook-landing-page?utm_medium=email&utm_source=newsletter

SitePro News, <http://www.sitepronews.com>

Social Mediopolis, Downloadable reports

<http://changetheworld.tradepub.com/category/marketing/1211>

WebSite Magazine

<http://www.websitemagazine.com>

Tools to Watch the Net

(This is information only, not an endorsement.)

Converseon

<http://converseon.com/us/home>

Nielsen BuzzMetrics

http://www.nielsen-online.com/downloads/us/My_BuzzMetrics_US.pdf

Radian6

<http://www.radian6.com>

Cymfony

<http://www.cymfony.com>

Visible Technologies

<http://www.visibletechnologies.com/>

Alterian

<http://www.alterian.com/>

evolve24

<http://www.evolve24.com/>

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Dow Jones Insight

<http://www.dowjones.com/product-djinsight.asp>

Collective Intellect

<http://www.collectiveintellect.com/>

Forrester Listening Platforms Read about the above links here.

<http://www.nmincite.com/wp-content/uploads/2010/06/The-Forrester-Wave-Listening-Platforms-Q3-2010-FINAL.pdf>

Twitter Advanced Search - This is a search engine that searches twitter.

<http://search.twitter.com/advanced>

Additional tools

Google, All Tools

<http://www.google.com/intl/en/options>

Google Analytics

<http://www.google.com/analytics>

Google Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Addict-o-matic

<http://addictomatic.com>

BoardTracker

<http://www.boardtracker.com>

Twazzup

<http://www.twazzup.com>

SocialMention

<http://www.socialmention.com>

Lithim Social Media Monitoring

<http://www.lithium.com/what-we-offer/social-customer-suite/social-media-monitoring>

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20 Tools to Track Social Media

<http://jethights.wordpress.com/2010/02/12/20-great-tools-for-tracking-social-media-marke>

These tools will put your accounts onscreen together. For more tools, search Google for pages similar to hootsuite.com and similar queries.

HootSuite

<http://hootsuite.com>

Seesmic

<http://seesmic.com>

TweetDeck

<http://www.tweetdeck.com>

Books and Videos

Books:

- Seth Godin is a marketing guru who has authored numerous books and appears in many videos. His material is superb. Seth's blog is the twelfth most popular on the planet you may read it at <http://sethgodin.typepad.com>.
- The New Rules of marketing and PR by David Meerman Scott is excellent.
- Real Time Marketing & PR is on our 'to-be-read-list' by David Meerman Scott.
- Marketing in the Groundswell, by Charlene Li and Josh Bernoff, is a tiny book that is excellent.
- Words that Work, Dr. Frank Luntz.
- Social Media Marketing in an Hour a Day by Dave Evans.

Video:

YouTube, <http://www.Youtube.com>, offers you a wealth of information. Search for videos on: social networking, success, and marketing. We particularly like videos by Seth Godin and Jeffery Gitomer. Note: much of Jeff Gitomer material is oriented to your buying his products. Look for his videos, you won't be sorry.

One of the best videos we've seen on social networking is Social Media Revolution 2. Watch this enlightening video it is excellent at <http://www.youtube.com/watch?v=1FZ0z5Fm-Ng..>