

## How to Profit from Using Social Media

### 1. Realize and Accept the Truths

- a. Social Media will work for you, but it takes time and effort
- b. Forget the type of marketing you have been doing
- c. TRUST is the operative word. We must establish trust first and foremost

### 2. What Are You Trying to Accomplish?

- a. Driving traffic to your website/blog
- b. Building brand awareness
- c. Establishing strong relationships with additional lines of communication

### 3. Pick Your Target Audience, Work on Your List and Traffic to Your Site

- a. My methods of building a list and keeping them include consistently good content, but not too many mailings. *Hint: I do some soft selling, but not too much or too often.*
- b. Have a subscribe button on every page, and subscribers receive tips for subscribing.
- c. Also offer an assessment and send a complimentary copy of the e-newsletter to those who take it.
- d. From the platform as a presenter.

### 4. Select the Social Media Channels You Will Concentrate On

- a. Social Sharing Sites – information of all forms including videos, photos and more – examples are YouTube, Vimeo, and Flickr
- b. Social Networking Sites – communities of users that share a common interest – examples are Facebook and LinkedIn
- c. Social News Sites – exchange newsworthy information through photos, videos, news articles, blog posts and more – examples include Digg, Technorati, and Reddit
- d. Social Bookmarking Sites – users can store, organize, search and manage their favorite web pages and articles – examples are Delicious, Digg, Blinklist, and Simpy

### 5. Learn What to Do and What Not to Do – General Social Media Guidelines

- a. Facebook – the nitty gritty do's and don'ts and how I have built a list of more than 2,450 friends.

Resource: *Facebook for Dummies* by Carolyn Abram and Leah Pearlman

- b. Twitter – the microblog that is growing at a breakneck speed. Its capabilities and coordinating programs are endless. Even though there is a lot of skepticism surrounding it, I feel that it makes sense to become involved and learn all you can about it.

Resource: *Twitter Tips, Tricks, and Tweets* by Paul McFedries

c. LinkedIn – an online membership site focusing on business networking. It is an excellent site for building and maintaining business relationships.

Resource: *I'm on LinkedIn Now What???* by Jason Alba

## **6. Develop Your Strategies along with Deciding How Much Time You Can Spend on Your Social Media Marketing**

- a. I have specific chunks of time that I devote to Facebook, the channel I am most involved with. I have also devised ways of working that save me time and effort, and yet accomplish what I feel are the strategies that are necessary for reaching my goals.
- b. For Twitter, I have created a list of tips and quotations that are handy when I want to post in a hurry. Also, if you write articles for [www.ezinearticles.com](http://www.ezinearticles.com), you can post your Twitter address and they will send notification (tweets) to your Twitter address.

## **7. How Will You Measure Your Success?**

- a. Numbers – some feel that having a large number of friends isn't that important or helpful. I beg to differ. Once I hit 1000, I noticed an increase in my number of monthly visitors, subscribers to my e-newsletter, and buyers of my info-products. More people from Facebook, Digg, Twitter and LinkedIn know, like and trust me.
- b. Feedback and/or questions from contacts on Social Media. Good interaction. Remember, we are here to serve and be authentic.

### **Some Helpful Links:**

<http://www.TweetDeck.com> - A "dashboard" for all your Twitter stuff: friends, replies, direct messages and groups.

<http://www.Twine.com> - Twine is a new way for you to collect online content – videos, photos, articles, Web pages, products - and bring it all together by topic, so you can have it in one place and share it with anyone you want.

<http://www.TwitterBackgrounds.com> – Fun and many free background choices for personalizing your Twitter home page.

[http://blog.guykawasaki.com/2007/01/ten\\_ways\\_to\\_use.html](http://blog.guykawasaki.com/2007/01/ten_ways_to_use.html) - Guy's classic blog article on Ten Ways to Use LinkedIn

<http://www.TheVirtualHandshake.com/blog> - Our goal at TheVirtualHandshake.com is to create the leading resource guide for users of Web 2.0 technologies: blogs, social network sites, virtual communities, relationship capital management software, and so on. Our new book, *The Virtual Handshake: Opening Doors and Closing Deals Online* is the manifesto; this site is the living guide to the industry.

<http://profile.to/ckingkeys/> - Way to get to my profile on Facebook. Every member can create this for themselves.