

HANDS ON SOCIAL MEDIA TRAINING

YOUR HANDBOOK TO SHORTEN YOUR SOCIAL MEDIA
LEARNING CURVE

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Social Media and the companies involved are always changing. They are public and private companies and may update their practices, websites and policies at anytime so you may need verify if they are still relevant for you when you read this book.

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Fifth Edition

*To my kids and parents who have put up with the artist, entrepreneur and the little bit of Dagny in me.
(Dagny is a character from Atlas Shrugged)*

*To the friends who have stuck with me through my A.D.D. life and who realized finally
... no I don't sleep much.*

*My curiosity keeps me up at night, I often feel there is barely enough time in the day to make sure I spend
time with friends, family, make a wage, stay in shape, always be learning and growing.*

I do know that there will be enough time to sleep when I die.

*I hope by laying out some of what I learned through some of the long nights, it will help others get more sleep
than I have in the past ten years.*

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ACKNOWLEDGMENTS

Someone once said - those who get to celebrate your success with you should be the ones who have been there through the hardships, struggles and pitfalls with you. This I am blessed with and want more of. I have been lucky enough to always be creating new networks in business and life, not have to many pitfalls, no matter were I am, been able to share in success and interests of others. I have been able to learn so much, so much more quickly than I thought, because you shared your stories.

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1

FORWARD



Social Media Puzzle

Welcome! If you are promoting anything these days, someone will point out a way you should be using the internet. It is rare for people to use phone books anymore to research a business, as they have a smart phone that will look up a phone number, menu, business reviews, prices and locations. Their phone can also tell them if the store will shut by the time they get there or not when they enter their destination into their Map App. If you are running a brick and mortar store, and don't have the tools to connect with your customers while they are enroute to you, invite them back to events, you may not be keeping up with your competitors on the block! They are managing their brand reputation, building strong teams by letting their staff be great online cheerleaders for their businesses and culture. Are you doing all this? Wondering if there is a piece you are missing in online reputation management and sales for your brick and mortar business, then this book will show some of the ways to get started. If you don't have a team to delegate just pick one social media tool and master it instead of being overwhelmed.

My first experience with the internet was a part time job trying to explain how people really needed email at a little kiosk in the middle of the mall in Abbotsford, BC about the year 2000. Y2K had just passed, and we survived and we had no idea how websites, strength of collaboration, and visual communication would begin to connect, business, families and politics around the world.

Fifteen to twenty years later and we now have a strong foundation of online communications with Facebook, Twitter, YouTube, Instagram, LinkedIn, Google+ Pages and new options popping up everyday. At the moment these online properties are the mainstays, and working for businesses and individuals who want to share and connect. They are just going to keep building new tools, with new rules and shortcuts to connect. Trainers can help you along the way, but realize right now, that you have to always be learning and asking good questions. No one source has all the answers, as the answers change, it is a game where the rules and paradigms are moving targets.

If you are in business, the goal is still the same though.

- * you want to grown your database or list
- * stay in contact with clients
- * have recurring sales because you built trust
- * provided amazing customer service
- * grow your business through word of mouth whenever possible

More and more, customer service and repeat sales transactions are being done online. You have more power than ever to listen to your customer and fulfill their needs. This is really a prequel to the playbook you will need to make for your company, create your targets, or seek them out and set the rules of engagement for your staff. Build your own playbook, schedules, have team meetings to create success.

To create a wealth of clients using social media, the most successful people build a strong database as a foundation. Two questions you should have a solid answer to and review on a regular basis:

1. What are you doing to grow your customer list in your business?
2. Do you know who should be on that list?

At the moment a huge majority of your clients touch social media at some point, so it is one of the marketing tools that must be planned for. Planning will affect the bottom line in your business. The Golden Rule totally applies, treat every potential client, their email and their contacts like you would want to be treated. Look at what your competition is doing, what catches your attention in other campaigns and find ways to apply it to your store.

When radio came along, it was a great tool for the door to door salesman, and a great way to blanket market to a greater audience. We never imagined thos same ads would be visually enhanced on a T.V. or that computers would one day store our music. So please, use your imagi-

nation to wonder where social media could go, but first lets make sure we know where it is at and how it can be utilize to assist you in your business.

This workbook is going to help you look at this.

Anyssa Carruthers -Communication Designer

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CHOOSE TO LEARN AND IMPLEMENT

Over the years, there have seen many people in businesses I have coached or our company built websites or ads for that were just not moving forward in their business. New ways to communicate with customers didn't interest them, they didn't want to give up the fax machine, felt that asking for emails from customers who they had built trust with was uncomfortable, and having a Facebook profile was a breach of privacy. Paradigms have changed and those who didn't update their business paradigm's often have smaller email lists than their competitors, did not build trust with those on Facebook and some still don't use Twitter or Instagram, while their competition is starting to make sales through these portals.

I have found these businesses who are behind the times are run by two types of people:

Person #1 chooses not to be a life learner, sticks with what they know and then all of a sudden when a new technology and information becomes a requirement, the leap is so overwhelming that they just give up and don't move forward. They have not taken time to learn how millennial staff can benefit them, are in a constant state of losing sales and good staff.

Person #2 is a life learner, but never follows through on all the stuff they know. If you are shy about using it, teach it to others, find a way to share what you know, or use it now! Life is so finite! Being overwhelmed by all the info, that you know can help, is common. Often, this person, doesn't see the gold mine in their own staff, who are already pro's and could each assist in building an amazing team. Often these millennial staff, would stick around, be happy with lower pay if they could be shown personal leadership, how to be a success in the business and be an accelerator in their strongest natural skill. Are you person two who could delegate to reduce overwhelm, learn more leadership skills and build a strong team who could help you with all the new tech tools?

If you were one of these - but are reading this book, here is a way to move catch up!

1 Learn a little every day

If social media and the new paradigm of marketing is all new to you, then take a minute to learn the vocabulary. I mean a literal minute! Take a minute each day and learn something new!

2 Do your research

What are your options, what technology and online tools do your clients and customers use? Maybe you need to do surveys, you need to listen to what is happening. Go to where your customers are at to find out about their needs!

3 Choose your platforms and tools (weapons)

Now you have done your client research, where do you need to be? Research them well and educate yourself.

4 Make a plan!

If you didn't have a marketing plan before, it is time-- your Social Media Playbook does not need to be limited to the internet! Make it part of your plan, and if you are not sure how to integrate find help.

5 Be consistent! Once you have a plan, stick to it, measure your efforts, adjust, and be consistent - set goals. **Find, Research, Engage, Pitch, Track – rinse repeat..**

6 Remember your goal!

Build your client email/contact list, convert to sales and keep your client list up to date in your CRM (data base). Have your clients build your client list through referrals, convert to sales and upsells over the long term.

3

YOUR TARGET MARKET

If you do not know who your target market is, who you are really wanting in your pipeline, don't start this book quite yet!

If you do, move on or take a moment to really refine who you are looking to sell to.

Here are some questions you should ask yourself to build a solid foundation for your business. Don't generalize; that will happen anyway.

How to find your target market:

1. Look at your current clients and see if you can find some common threads
2. Check out your successful competition and see who goes there and what they have in common
3. When was the last time you analyzed your product to see where it fits in the current market? Can you do a basic survey of current clients?
4. Is there a group that is using your product in a way you had not thought of and what do they have in common with each other? Do any of them want to blog about your product or give you a review?
5. Get specific with your demographics - don't be wishy washy. Have you looked at the **psychographics** of your target?
 - Personality
 - Attitudes
 - Values
 - Interests/hobbies
 - Lifestyles and BehaviorThere are a lot of questions you could ask here. Google the ones that apply to your product.
7. **Have you looked at the demographics of your target?**
 - Age
 - Location
 - Gender

Income Level
 Education Level
 Marital or Family Status
 Occupations
 Ethnic Background
 Education: High School/College / Trade School / University
 Urban/ Suburban / Rural

8. Have you looked at the social demographics of your target who use or do the items below? (a lot of the answers can be found online but check the publishing dates)

Facebook User
 LinkedIn User
 Twitter User
 Google+
 Youtube
 Watch National TV Stations Online
 Searches for Info On Youtube
 Uses a smartphone to:
 SMS
 Check Personal Email
 Check Company Email
 Facebook Messenger App
 Instagram App or Vine
 Hootsuite or other social media control / listening app
 Reads Books
 Skype / Facetime / Google Hangout

Project: Build an Avatar of your best client.

One of the best ideas I have seen is putting an avatar together for your sales team of your perfect customers. (I have made up the perfect client for a mid range clothing store, outdoor store, outdoor equipment sales, wedding consultant, jewelery store, car care, or hair dresser.) Who is your client and where do they hang out?

Avatar Sample:

Jenny is 25 and has a university degree. Her parents own their own home and have paid for her education. She started working at a young age and has a down payment for a house saved up for when she gets married next year. She works in middle management and plans on taking two years off when she has children. She has a brand new car with no car payments as her grandparents left her some money for her future. She loves the internet and buys a new cell phone every 18 months, uses both MAC and PC, goes out for dinner bi-weekly and loves to take cooking classes. She currently lives in an apartment with a roommate in a small city. She loves being outdoors and skis, plays tennis and

played team sports when she was in high school. She is a Junior Chamber of Commerce Member and spends alternate weekends volunteering at the cancer clinic.

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BE CONSISTENT

Be Consistent

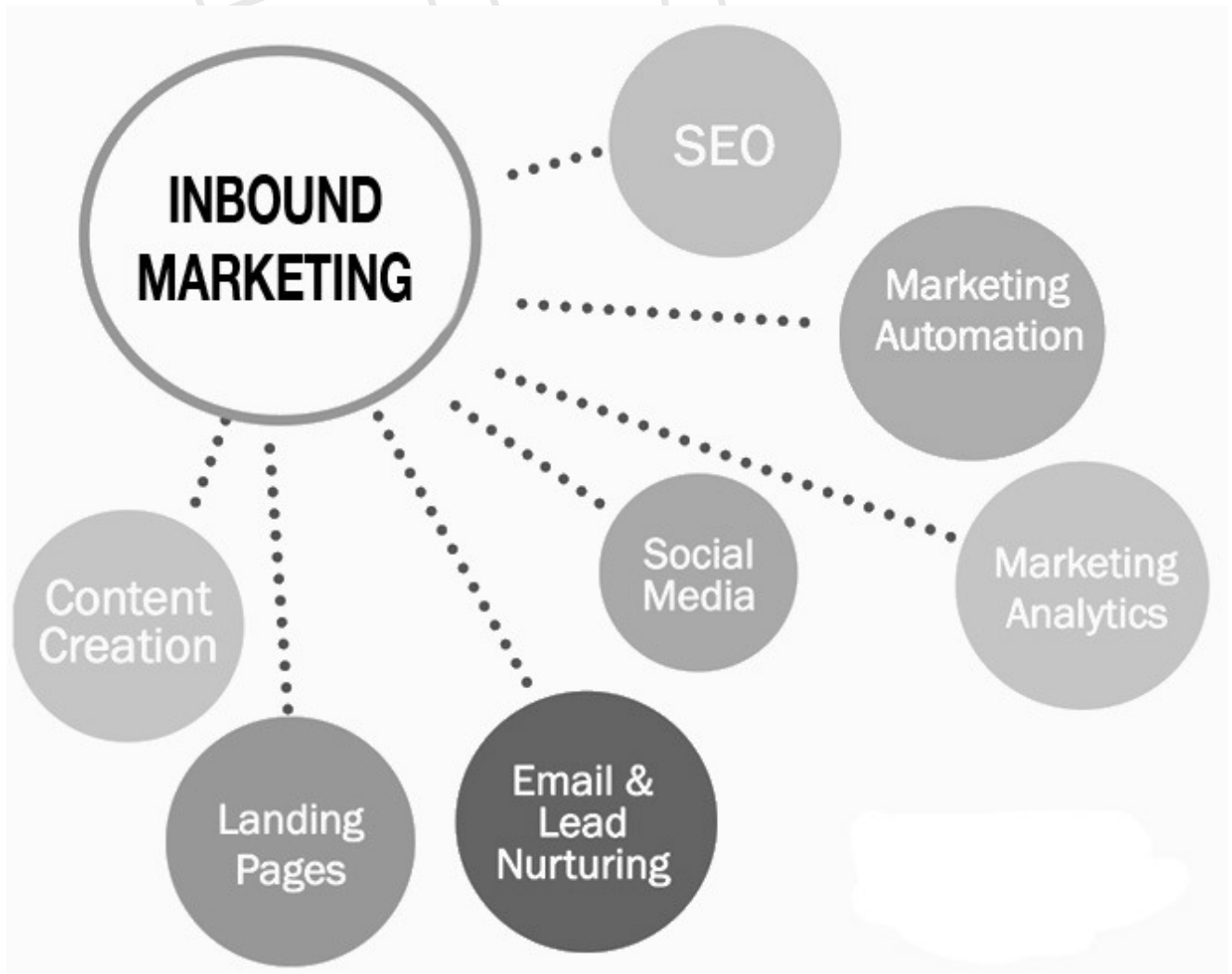
Social media is just like anything else in life and business, consistency over time, creates success. It is not magic, you must build trust and be in it for the long game. Once you have a plan stick to it, measure your efforts, adjust, and be consistent.

1. Book times to implement your plan once it is created.
2. Join a mastermind group of other local businesses to keep you on track
3. Have an alarm on your smart phone to start and finish. You will find you can fit more in as you know how much time you have to get done before moving on to your next project. 50 minute blocks are a good rule of thumb.
4. Review your system tool such a Google Analytics, Hootsuite, customer follow up surveys, and other tools to track your R.O.I. (Return on investment) to know you are making a difference. Don't know how? Hire a marketing agency to help you track.

You will be happier and get more done when you do a little all the time with a schedule. If you have a hard time staying on track, book time with a virtual assistant or a mastermind group to get the work done. You will move your business forward and feel like you have a team.

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SEARCH ENGINE OPTIMIZATION



Why S.E.O.

Back to Basics S.E.O. (Search Engine Optimization):

Why you need to know the best key words to optimize your blog, website, event postings and press releases to connect with your best clients through a search engine.

Most people understand three simple facts:

1. Businesses use web pages to connect information about their products and services with potential customers. (build their client lists)
2. One of the most powerful ways for potential customers and business web pages to connect is with search engines, like Google. [<http://www.google.com>]
3. When a customer searches the internet, Google shows them pages that are relevant to their search and it needs key words you provide to make true, valuable connections for both you and your potential clients

For Example:

Barb is an interior designer in Vancouver who wants potential customers to find her web page. Ann is a Vancouverite who needs to find an interior designer. When Ann does a search for “interior designers Vancouver,” Google searches its inventory and shows her web pages about Vancouver interior designers.

This is where SEO comes in:

Barb wants Google to

- a) know that her page is about interior designers in Vancouver*
- b) show it to Ann on the first page of the results, or close to it, where she is more likely to see it.*
- c) show that she is a leading designer who is connected on line through more than one platform and is serious about her business.*

Why should you care about SEO?

- a) Optimizing your web pages for a search engine like Google means you make it easy for Google to see what your pages are about.
- b) You can demonstrate, using indicators Google looks for, that you have high quality information on your pages.

This makes it more likely that Google will correctly identify who your pages are relevant for, and be confident that your pages are worthy of being displayed closer to the top of the search results (where they are more likely to be seen).

Getting Started

To start optimizing your web pages for Google, first understand that Google search results are based on web *pages*, not websites. So, while the SEO might be the similar for several pages on your website, each page needs to be optimized.

1. **Domain Registration** – Start with the quickest way there is to tell Google that you mean business and increase your site’s credibility by reserving your domain name (aka your URL or web address, e.g. www.newyork.com) for 5-10 years. With so many people reserving domains and

abandoning them quickly, this is one of the simplest ways for Google to assess the credibility of relatively new websites.

2. **XML Sitemap** – You may need to ask your website administrator about this or use a Wordpress site which automatically creates these for you and has special widgets that are specific to Google as well. (See <http://wordpress.org/extend/plugins/google-sitemap-generator/> [<http://wordpress.org/extend/plugins/google-sitemap-generator/%20>] for example) Confirm that an XML Sitemap (a list of all the web addresses/URLs for all the pages in your web site) has been created, is current, and is exposed to Google. This is a ‘behind-the-scenes’, summary resource for Google when it is doing its web pages inventory.
3. **Google Adwords Account** – Create a free Google Adwords account (register here: <http://j.mp/10AGQit> [<http://www.facebook.com/l.php?u=http%3A%2F%2Fj.mp%2F10AGQit&h=sAQEh73i8&s=1>]) so that you can research the most promising keywords for any one of your web pages. Keyword Tool (see below). When you enter a phrase, e.g Vancouver Interior Designer, this tool will show you how many global searches there are for that phrase every month, suggest other similar phrases that potential customers may search on, and more.
4. **Find Keywords** – Keywords should be the words or phrases that potential customers use to search for your products or services. The goal is for Google to find the keywords on your site so it can pair up your site with a Google search that a potential customer has done for the same word or phrase, and display your web page in their search results.
5. Once you know the topic for a page, you can research keywords that are indicative of what the content will be. Then, use the exact words or phrase a couple of times near the beginning of the page and once again near the end. You can use similar language in the rest of the page. This information can be used also in your press releases and other information so your branding comes across strongly.
6. **SEO Tool** – Use an SEO tool that guides you through a structured format for utilizing keywords and related words for every web page, in a Google-friendly format. If you are using Wordpress for the website, example SEO plugins include: “All In One SEO Pack” and “SEO Ultimate”.
7. If you feel this is too much to do on your own, find a professional

Thank you to Nola Beard for these S.E.O. Tips

Nola is a notable travel blogger and also teaches people how to do house trading.

In learning to create a successful business and blog she had to do a lot of research and took many courses. thank you for sharing these tips! You can find her here! <http://www.newtaketravel.com/>

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BLOGS - CONTENT AND CLIENTS ARE KING

Yes, this is a training manual about social media, and it can't be stressed enough that:

- 1) **you need to create good content for your clients - connect your product through a good story, to your target market can be a key to success.**
- 2) **your clients can find you and get a reaction from you quickly if they want or if they are talking about you.**

And a good blog can do this for you... the difference between a blog and a website in my opinion is whether or not you have content that connects, creates conversation and is interactive with your potential clients. A website just pushes out information with little interaction. If you have a good call to action then both can convert into sales for you.

You can build your readership/visitors by driving your online work towards your blog, making sure that clients can find why they should use your product, testimonials, interesting visual content, product reviews and contact info easily. This is where social media assists in moving traffic to your blog. Getting in front of people often is the challenge and if you don't have a big group of friends or a following, expect to learn about purchasing advertising online.

Below is a list of questions to work through if you choose to blog. Use a separate sheet to answer. You might need to do some research. It can also be the basis for your email newsletter. This is important, so take the time to find something in your business that you are **passionate** about sharing, and find out what your clients are hungry for.

Blogging

Why Blog

- 1) Build traffic and be the anchor for all your other activities
- 2) Build a relationship with your customer before they get your product
- 3) Interact with clients and customers after they get your product
- 4) Build yourself a reputation as a professional and set yourself apart
- 5) Build your client list by having an amazing offer your clients can't resist.

(CTA= Call to Action)

Where:

- 1) Platform: I will only recommend WordPress as I know it has JUJU...(magical powers) and it should be hosted on your own domain.
- 2) Others types of webistes work and can complement this format. There are other options.

Who are you blogging for:

- 1) your clients?
 - 2) yourself?
 - 3) magazines or specific events?
 - 4) Other bloggers?
 - 5) _____
 - 6) _____
-

When should post your blog?

- 1) When you have great content
- 2) Hopefully that is at least 2x a week - look at your industry and consider.
- 3) If you have a lot of things to write or post, you can get them all down and schedule ahead!
- 4) When you have a few bucks for Pay Per Click Advertising, a \$5 Facebook Campaign, LinkedIn Campaign , and other marketing...

What?

- 1) What kind of content should you upload (*Start with answering the first ten questions about your service or product that you are asked the most.*)
- 2) What kind of information can you capture when someone comes to your page that will help you understand their desires better.
- 3) What do you have for them to download or get for free when they get to your blog.
- 4) What kinds of feedback would you like from your visitors
- 5) What do you want them to buy or achieve when they have visited
- 6) What will they receive if they leave you their email
- 7) Will make them feel like your site has been beneficial to them

How do you you generate traffic to your blog short term?

1. Some ways to generate traffic to your blog short term?
 1. Twitter
 2. Facebook Pages and their other tools
 3. Google Plus / Google Maps
 4. Instagram
 5. YouTube
 6. Email
 7. Post Card

8. Landing page (do split testing for effectiveness)
9. SMS Advertising
- 10 Comment on other Blogs
- .
- 11 Ask friends to comment on your blog
- .
- 12 Share good content
- .
- 13 Do a survey with a call to action at the end.
- .
- 14 Do a survey after you have sold a product to confirm your clients know to find warrantee information on your website, other information on your blog, and how to reach you when then need customer service. (IE: LinkedIn gets back to you on Twitter before Facebook or email tickets.)
- 15 Use tools like Hootsuite to moderate your tools and answer client questions.
- .
- 16 Check the tech blog “Mashable” or others to see what the latest tools are.
- .

How do you generate traffic to your Long Term

1. Connect with a #hashtag on platforms using this and be involved in that community ie: #abbotsfordbc #surreybc
2. Join relevant forums and groups on LinkedIn
3. Optimize your site for Google & Bing (S.E.O.) Ie: make sure your location is claimed on Google Maps, you store hours and profiles are complete and other apps if you have bricks and mortar.
4. Make sure you have verified any requests from Google.
5. Create Guest Blogging Opportunities (build a network)/be a guest blogger
6. Have live events. Utilize a hashtag to follow after and invite people to visit and see their photos on your blog after
7. Others _____
8. Comment on other blogs, comment on Facebook etc.
9. Write “beginners” content and give it away as an introduction to a fuller, more robust product or course.
- 10 Ask friends to comment on your blog and review sites like Yelp.
- .
- 11 Share Good Content
- .

12 Do a survey on LinkedIn and share results on your page in a review format

.

13 Use a tool like Hootsuite to moderate all of this!

.

Now you have traffic what do you do with it?

You need to understand and have a good CRM (Customer Relationship Management tool) to make sure you follow up and stay in contact with your potential clients, current clients and long term clients that may only purchase a couple times a year or less. Practice gets you to Carnegie Hall, FOLLOW-UP builds a successful business.

7

LINKEDIN

LinkedIn Personal Profile Set Up Cheat Sheet

1. Understand Your Keywords: You need to understand what keywords you want to be ranked for when building your profile on LinkedIn. You can pay someone for a package of words and they will probably give you a bit of training as well.

Why? This is how people will find you when they search for you. You are ranked on the density of words you have in your profile. It seems a bit crazy but that is how it works. Take a look at other people's profiles to see what they are doing, but make sure it is someone who is found with the right words. Try the search bar and see where you get to. **Consider hiring someone to help you out.**

2. Complete Your LinkedIn Profile: There is a graph that will tell you if your profile is complete. It is very important to follow through and pack it with quality information. Make every word and image count. Add your professional social media profiles and relevant sites. (DO NOT put personal Facebook links-use Facebook business pages)

The goal is to be what they call an "all star" if you go to view your profile, you will scroll down and see a circle on the right hand side that tells you how complete your profile is. This is very visual and could change at any moment but I love how easy it is to know you need to keep working on your profile.

Until you have a complete profile and have an email that matches your business domain you will not be able to create a LinkedIn Company page as of Dec 2013.

3. Use Your Main Keywords in your Headline: Your professional headline totally counts! Make sure it has an impact and says exactly what you want to be searched for.

4. Select the appropriate industry: Don't think outside the box here. Think about where your competition is, and be there. Out rank them with quality content, the right keywords, and be consistent with updates and socially intelligent activity.

5. Add Multiple Current Jobs: List multiple jobs if it applies. If you have a desk job with different responsibilities, define your skills/tasks different skills, list them and make sure that the keywords are relevant and packed. Add your previous positions as well, in the right order and relevance. (You can drag and drop them as well)

6. Make sure possible clients or potential joint venture partners can contact you: be accessible and make sure your email and contact information stays up to date and that you check it like a business account. (It is!) and if you le

7. Complete Your Summary: Use your key words and be thorough in what you do, where you want to go and how you do it. Make sure you explain who, what, where, when, and why people should choose you. Have a call to action that will motivate them to your page or to pick up the phone and call you! Use all 2000 characters.

8. Create New Sections: If you do special events, create a conference, or attend training, add it in. It is new content and shows you are active and a socially responsible citizen involved in your personal and community growth

9. Recommendations: If it is relevant, ask for recommendations. People love to compliment those who have helped them out and will share the good will by returning the compliment. Be genuine.

10. Volunteering and Non Profit Work: If you volunteer, do special events, or attend training, add it in. It is new content and shows that you are active and a socially responsible citizen.

Explore and join groups, find potential clients, build lists, utilize your smart phone, download the CardMunch App from LinkedIn and be the “Go to” person in your field.

11. Now it is time to protect your connections - depending on your network you may not want your connections to be sales leads for others - especially if they are in the same industry. (This was good as of Aug. 2013)

Action Steps:

1) Top right of homepage click “Settings”

2) Bottom left you’ll see Profile tab. To the right is “Select who can see your connections”

3) Select “Only You”

12) Make sure you remove the numbers at the end of your LinkedIn Domain name

8

TWITTER SET UP RULES

Twitter Start Up and Rules

1. Start with picking a profile photo that shows your good side. Use the same photo or the same profile on all your professional social media sites. Make it easy for people to know who you are live or online.
2. Your bio has to be short, so make it count. Ideally it should say who you are and why people would want to see your tweets. Using a location and hashtag is helpful.
3. Logos are ok if you are a brand, but really people want to connect with you. Sometimes it is appropriate to have a twitter feed for your company and one that is more personal.
4. If S.E.O. (Search Engine Optimization) is important to you, make sure you name your photos of you or your logo before you upload it. Google likes that.
5. Include your website link or blog so people can find out more about you or make this a specific page that is only accessed by Twitter users with an amazing offer that will be so amazing they will sign up for your list!
6. Only follow a few people a day or you will be shut down for being aggressive, if this happens, log back in and you will be prompted to promise not to be aggressive and be given your privileges back. Make each one count.

Some details on Tweeting;

1. Use the # (hashtag) to search for subjects, events, locations, topics or even theories. Just search a few things that are relevant to your clients. #publicspeaking #shoes #SEO #fishing #vancouver #langley #critic Think of it a a way to group topics or if it is a location, it is like tuning into a radio station.
2. Messaging:
 - * You get 140 characters but leave at least 10-15 spaces for people to retweet you.
 - * DM = Direct Message. The DM goes before a twitter name (also called a handle) and has a space after it. You can only DM someone if you already follow each other. Sometimes DM's are delayed, and some people don't use or read them, unless you already have

established a DM rapport. Don't depend on DMs as a form of direct communication. Do not automate your DM (Direct Message) it is rude, save it for really communicating with people. Some people pick up their DM's like an SMS message. Some don't.

*.@ (a dot before the ampersand) let people who don't follow the user see the message when it is shared. (retweeted)

3. Find people that are interesting, probably local who have information you can use or RT (retweet) to your followers and follow them.
4. Don't follow people with an egg for a photo. Often they are bots or spammers. Don't be an egg!
5. If people don't eventually follow you back and are not a superstar in your industry, unfollow them. Don't expect Ellen to follow you back.
6. If people follow you, as long as they make sense, follow them back, and actually read their bio and see if there is something they have you would want to retweet, and then RT.
7. Truly connect with people, be interesting and use the @ (ampersand) in front of names if you want to talk to them. It will show up in their "feed" use .@ for it to be public.
8. RT-if you enjoyed something, share it! If you read something you don't like, don't do anything. Twitter is a positive environment that isn't open to critics. (Keep your tweets to less than one per hour or use a service to "buffer" the time it goes on your social feed)
9. If you feel political there are forums for that ie: in British Columbia #bcpoli
- 10 You do have to stay under 140 characters, which includes spaces and notations. If you are sharing a website, you can shorten it with bitly.com or hootsuite.com You will then have more space.
- 11 Especially engage with people who are geographically around you. Imagine if you connected on Twitter with 10 businesses on your block and knew what people had on special, what events were going on this week, what you could do to help them out, and let them know when you need something. Use Twitter to build a community - you could meet people you might go for coffee with in Stockholm, (it happens!) and yes, you may meet a neighbor you didn't know existed that you have a lot in common with.
- 12 Twitter clients such as Hootsuite, Tweetdeck, and other tools can help you see how many people have clicked on or retweeted your posts. This lets you know what is important to them. You might have a hit on your hands and not know it! So track what you are doing!
- 13 Tweeting from your smartphone is fun and interactive; it lets you be responsive to potential clients personally until you can afford staff or a program like Radian 6 to capture clients who might be talking about your or your product. Make sure you notice if they are engaging with you.
- 14 You want to know if people are talking about you or your brand, good or bad so you can be responsive.

- 15 Not all businesses are responsive. What kind of business do you want to be?
.
- 16 Share blogs and other people's posts that are relevant to your industry. Sites like Reddit, Stumbleup, Pinterest, Hacker News and even Twitter are ways to store your interests and share them. Even a Facebook page, could be used.
- 17 Create lists and segment them. If you live in Langley and have a hotel or bed and breakfast, you might want to have a list of Chamber Members, favourite shops or restaurants for example
- 18 Follow the interesting and be interesting
.
- 19 Promoting yourself is ok, promoting others is amazing, offering great quotes and interesting details are welcome.
- 20 Pick someone who needs your help, like Larry has done: @LarryHeran Grind for the kids. #grousegrind #morning #workouthttp://instagr.am/p/OhS26tFvH_/ He is showing people he is supporting the fundraiser for the local childrens hospital.
- 21 Tweeting photos is great and people will click on them if you leave a hint that they might be interesting. There are great ways to tweet photos from your iphone with apps like Instagram, and others.
- 22 Tweet your check in's through programs like Facebook or Foursquare, when you are at or having events you want to share with others. Don't check in when you are with family or dropping your kids at school, tweet smart! People don't need to know who your doctor or dentist is, but you might want people to know you have coffee at a certain place if you want to meet other people in your area who have the same interests.
- 23 Plan ahead. If you are going to an event where you can't use your phone, you can plan some tweets ahead with relevant information and hash tags. Don't hog attention. Do follow others back that are also at an event, and when you have time, quote speakers, complement people, etc. If you would not say it in polite conversation, don't say it. Be helpful and kind.
- 24 Find ways to get to know relevant people on your twitter feed. If you have staff running your brand feed, let people know who they are.
- 25 What do you do when someone you don't know contacts you on twitter? Check them out - what does their profile say? Go to their website, consider if they could be a joint venture opportunity or someone you can recommend. Are they on LinkedIn? See how you can assist them! Thank them for contacting you and follow them if it is relevant. Never be rude.
- 26 #FF= Follow Fridy It is a tradition of recommending someone, and is just a nice thing to do. You will see people on Friday posting #FF @theballpark @hotdoggies @ballcoffee - don't

do more than 3 to 5 or it can't be retweeted with a comment. Keep it simple or just do one or two with a brief reason to follow them.

27 Investigate Twitter Cards! Check out the Twitter Blog for more info: <https://blog.twitter.com/2013/capture-user-interest-with-the-lead-generation-card>

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9

FACEBOOK PAGE SETUP

First Create a Profile - It is easy and they walk you through it step by step. You will just need an email - Your profile can be totally private and Facebook now has an option to start a page without a personal profile. You can set up a business page without a personal profile, for reasons I don't have time to explain, just don't do it...

Next: find the button that says:

Create a Facebook Page - straight from Facebook -public

1. Choose a category and a Page name that represents your business.
2. Pick a logo or another image that people associate with your business to use as a profile picture.
3. Write a sentence about your business so people understand what you do.
4. Set a memorable web address for your Page that you can use on marketing material to promote your presence on Facebook.
5. Completely fill out the About Page so people can find you and know if you are in their location.
6. Choose a cover photo that represents your brand and showcases your product or service. It's the first thing people will see when they visit your Page. You may need to resize your photos, just Google "resize my photo" and you will get some great options.
7. Now you are ready for your first post
8. Create a schedule and be consistent and drive people to your website and get people on your email list whenever possible. (make an amazing offer) You may need to take some training on content creation and scheduling but just get started.
9. Integrate with other social media and your blog/website
- 10 Facebook is a public company and it changes its rules and algorithms often. Best practices for marketing also change often so do your research. There are always great articles on the latest Facebook trend as well, they always have great help pages and videos to help you through.
- 11 Should you spend money on a Facebook ad? If you have done your research and your target market is on Facebook. Then yes! Test it in small amounts. You can spend as little as \$5 on an ad

to see if you get results. Facebook is designed to be a marketing platform for them to make money.

12 Start a Facebook Group as once people are in it.. you don't have to marketing to them anymore, . but make them amazing offers to stay!

This is the most basic outline, and there is a lot to learn about Facebook and you can integrate so many tools, from your restaurant menu, your Eventbrite tickets and your email list but that would be a whole book on it's own!

10

YOUTUBE - SET UP



1. If you have a Gmail account, you already have access to YouTube
2. You just need to go and set up a channel and create your artwork - Youtube is a little trickier than some platforms when it comes to the artwork as they have picked formats that will look good on all hardware.
3. Navigating Youtube can be tricky, you can edit content there, you can email content right from thier new app and so much more.
4. Having video content is probably one of the easiest and most important thing you can do for your business start up.
5. In a distracted world with a generation raised on video games and online tutorials, the fact that video works is no surprise.
6. Youtube is owned by Google and will be a great assistance when set up properly to inform your customer with intructions, feed back and company focus. It can be as creative or a simple as you need.
7. Take time to do a Youtube tutorial, the platform does change sometime so always check on your chanel to make sure it is up to date.

8. Currently you can record live through Google Hangouts, upload, edit and promote your videos with just a computer and a smart phone.

I couldn't spend enough time on this page to show you how to make a Youtube page work for you. You don't have to wait until you can afford expensive video equipment. Just start doing Google Hangouts, which are free, or doing live blogging from your smartphone and upload them to your Youtube Channel. It will be time well spent.

As with everything, taking time to key word your content and organize it in a manner that assists your target market find what they are looking will be worth the time.

11

INSTAGRAM

Instagram has become a tool people are dropping Facebook and Twitter for. If you are having success with those tools I would just hold off dropping them but do take time to create an amazing Instagram Profile as it is quickly becoming not just a way to share your products, the love of your company and team but also where companies are building their email list and achieving sales.

- 1) look at what others are doing on Instagram - there are some amazing creative ideas
- 2) Your profile needs to say Who, What, Where, When, Why and How....
- 3) It needs to have a great reason why your clients should click on your link and drop you their email
- 4) Have great photo of your business owner or logo, depends on your site goals
- 5) Make your URL on your site count for something ! Make it worth their while to click.
- 6) Make all your photos match in some way, create an ethetic theme.. maybe they always have a goofy yellow mug or are just a similar hue. There are lots of ways to make your top 9 photos that a new viewer sees reflect your business, be cohesive and make them want to follow you!
- 7) learn the rule of thirds in your photography - Google that!
- 8) There are some great photo apps to make your photos look the same and to add text. Just go to your App Store and put in photos and you will get a ton of options.
- 9) Now that you are set up, start to think about how you can share your brand story through images. If you are challenges with this consider hiring a marketing agency or photographer.
- 10) Use and understand hashtags!!!! It will put you intouch with your tribe and help you find new potential clients and especially tie into local hashtags. #newyork #vancouver

Instagram has been one of my favorite creative outlets and it is a way to also share your products in a fun way with clients!

12

PINTEREST

If you do anything visual in your business, this is a great way to create great moments, and connect with other businesses in your community.

Originally Pinterest seemed like a fad, but it has brought back the a certain respect for the quality image and has captured many people in their need for visual satisfaction before purchase.

Here are the basics after you get set up: www.pinterest.com chose the business page setup.

1. Get Rich Pins - You can add prices to your images and those that pin them will be notified if you drop a price.

2. Make it easy to Pin from your website - If you have images on your website for people to pin, Pinterest has made it easy by letting you just add a button they can click and collect your product on their board.

3. Update your Pin and board descriptions

Research has shown that a good description affects the frequency an image will get pinned or repinned

4. Get creative!

You can use boards for competitions, before and afters, how to's and more..

5. Include Pinterest in your email marketing

You can inspire clients in your email to create boards and collect your content. Sony saw over 3000 pins from one email.

6. Curate inspiring gift lists and holiday guides for your customers. You can even have secret boards for private clubs.

My realtor checked out my pins and purchased a bracelet for me through Pinterest that I had saved.

7. Create original content

One of my favorite boards is a client who has a board on food oragami and fruit carving. Seeing the images has inspired me in the kitchen. How can you inspire your viewers?

This platform takes some passion to make it work!



13

EMAIL CAPTURE AND EMAIL MARKETING

If you do not capture client emails and push them back info that they want, that helps them, that makes life better, you will lose them. We need to have a chat about how you are using your social media and what your expectations are.

1) You need a system to capture and use the email that follows the Canada's Anti-Spam Laws (and that includes text messages)

“Spam can be defined as any electronic commercial message sent without the express consent of the recipient” <http://www.ic.gc.ca/> [<http://www.ic.gc.ca/eic/site/ecic-ceac.nsf/eng/gv00521.html#q9>]

Top 10 Ideas to Use Email Marketing Tools

1. Create great content your clients want !

-Send out a newsletter

2. Share new products, services or tools.

-Let your clients know about new products or service. Let them know about warranty issues or improvements in your product or customer service options or special training. Let them know about the benefits of upgrades or new ways to get better value out of what they already have. Offer tips and tricks.

3. Invite people to your events.

-Going to a trade show and have a special offer when clients show up and see you? Supporting a special charity event or community event? Let your clients know how they could support you! If they came.. Send them a Thank you note!

4. Distribute exclusive promotions. Share special coupons, let your clients know they can share them on social media. Word of mouth recommendations are the best!

5. Direct people to your website and sign up for your new content:

-Make it easy for people to visit your website and find out more about your product and services, find out if they are interested in something new by offering new things to sign up for.

6. Send out a survey:

-Want to know what your clients are thinking? There are great services that will let you ask your clients 10 questions for free and you get great feedback. You can ask more, and get more info for a small cost! Survey Monkey and LinkedIn are examples.

7. Announcements and Celebrations:

-Did you get interviewed by the newspaper or send out a press release? What do you have that your clients would want to know about? Do you have staff that need to be celebrated because of a massive achievement. You can do this over email or as part of your newsletter.

8. Visual Treats

- short sweet visual treats will get clicked on more. Taking time to make a small graphic that lets you use less words to communicate, will help you achieve more clicks.

9. Have a CTA (Call to Action)

-a simple click here to shop! or Download here graphic... after a visually stimulating product can also get a great click through rate.

10. Consider who is viewing your email.

-How will you know if a he or a she is your viewer? Consider having two images that speak to your user.. ie: if you are selling glasses: have a very distinct difference between where the click if they are glasses for women and glasses for men and make sure they get tagged in your CRM. Next you can customize and taylor thier content.

14

PR - A FEW BASICS YOU CAN DO YOURSELF

Good PR (Public Relations You Can Do)

There is now a blur / blend of S.E.O. and PR that cannot be separated. They are both needed to get your message out and build your business. But more than ever, the two need to be used in conjunction with each other. Here are some ideas anyone can implement:

Some of the things PR can be:

- * press releases - emailed, audio and video
- * public announcements to the press (call your local reporter)
- * guest editorials
- * invite the press/clients to tour facilities
- * broadcast/print interviews
- * sharing photos/captions/video of your product or event on Instagram, Four Square or other
- * sponsorships/contributions - donate to a silent auction but make sure you can announce the winners on your Facebook page.
- * speaking gigs - ask people to check in on Four Square to connect with other guests who are attending and let them know what # Hashtag is being used to connect people at the event.
- * reviews
- * event sponsorship
- * charity events
- * joint ventures
- * volunteering and then letting people know what your are doing or inviting them along

All of the Above can have S.E.O. built into them as they are planned.

15

REMEMBER YOUR GOAL!

Remember your goals

Here are some small goals to achieve .

Set check-in times with a team member to review your success.

Some ideas for goals:

- * Build your client list - make sure you write down your landmarks right now. How many Facebook likes do you have, how many Twitter Followers, and see where you are in a year.
- * Convert to sales. Track what tool actually makes you money.. use it more.
- * Keep your client list up to date and have clients update their info
- * Have your clients built your client list through referrals
- * Convert to new sales and up sells over the long term.

GOALS THAT WILL MAKE A DIFFERENCE

- * Commenting on other relevant blogs, on other Facebook Business pages and on Twitter when you are at events.
- * Checking your key words
- * Updating your old posts with new info and new feedback
- * Delete spam comments daily

STATS -Make sure you have Google Analytics set up.

- * Set a traffic goal and track it
- * Decrease your bounce rate -
- * Increase number of page views
- * Increase number of unique visitors
- * Look at where you want your traffic to come from

TWITTER

- * Watch your ratio of followers and relevant followers/follow backs

- * Decide how much you will respond to or interact with
- * Check DM for relevant info
- * Create a simple Twitter Campaign
- * Check if you are getting click through to your site from Twitter
- * Make sure auto DM is not sending out spam or annoying people

FACEBOOK

- * Get _____ shares per week. (Viral / Organic / Paid)
- * Make sure your guests can connect from your blog to your fan page
- * Update your fan page once a day (automate only one per day)
- * Comment on relevant groups and pages
- * Facebook users love stories and images - Keep that in mind.
- * Run a contest or special

LinkedIn

- * Read your Inmail daily
- * Post a link from your blog weekly
- * Read something relevant to your industry
- * Get involved with 1 LinkedIn Group of potential clients and 1 LinkedIn Group of possible mentors.

THE BLOG

Work on your blog a _____ of hours daily or weekly

Work on product creation _____ amount per day or week

Check broken links monthly

Run a contest on your blog (either one at a time or every quarter, etc.)

Set your own goals:

1. _____

2. _____

3. _____

16

PUBLICATION SCHEDULE

You will need an overall publication plan:

For those already in business, these will seem basic.. but I wanted to add this in as a worksheet in case you have not done this and still see social media as a quick fix. It is not - it is merely and a tool to be used as part of a good business and marketing plan.

1. **Vision/Mission Statement:**
2. **SWOT:** Strengths, Weaknesses, Opportunities, and Threats
3. **PEST:** Political, Economic, Social and Technological analysis
4. **Target Market:**
5. **Positioning:**
6. **Marketing Strategy:**
7. **Set Goals:**
8. **Marketing Integrations:**
9. **Analysis:**

Once you have done this.. you can start again.. set a weekend once a year to re-evaluate

You will need to plan your publication schedule for each feed. Google Calendar can be a great tool to set this up and set up reminders.

Twitter* Facebook* LinkedIn* Pinterest * Youtube

Mondays:	#mm member mondays video/ photo / call for membership
Tuesday:	Ticket Tuesday - joint venture give aways on all platforms
Wednesday:	Word Wednesday - image or motivational saying/video
Thursday:	Thankful Thursday -look for ways to thank clients/suppliers
Friday:	Fun fact about your business or product video/ image/ blog #FF
Saturday:	
Sundays:	

17

ASSET LIST

You can use this, but for password, I love an old fashioned address book as well.

Date:

Website Address:

User email:

PW:

Facebook - Personal Profile: Note these should be private, as they are limited to 5000 friends

User email:

PW:

Fan Page: public unlimited: (how many likes do you have now:)

Description

Purpose

Status

Vision to drive people to your list?

Hashtag (#) you are going to use:

Facebook Groups:

How can you encourage sharing.. Likes can be purchased, genuinely want to share your content is priceless.

Twitter #1 (followers Now: _____)

User email:

PW:

Description

Purpose

Vision to drive people to your list?

Channels/#hashtags you are going to listen to:

you are going to use:

Twitter #2 (followers Now: _____)

User email:

PW:

Description

Purpose

Vision to drive people to your list?

Channels/#hashtags you are going to listen to:

you are going to use:

Google +Personal:

User Gmail:

PW:

of people in Circles

Description

Purpose

Vision to drive people to your list?

Channels/#hashtags you are going to listen to:

you are going to use:

Google +Company Page:

Circles

Description

Purpose

Vision to drive people to your list?

Linkedin:

User email:

PW:

Personal Profile

Vision to drive people to your list?

Channels/Groups/People/Industry you are going to interact with

Linkedin

Company Page

Vision to drive people to your list?

Channels/Groups/People/Industry you are going to interact with

Pinterest:

User email:

PW:

Description

Boards

Tags

Promoting through:

Boards/Groups/People/Industry you are going to interact with

Yelp

User email:

PW:

Purpose:

Target Audience:

You Tube (#Subscriptions now: _____)

Gmail:**PW:**

Channel Name

Description

Purpose

Vision

Subscription Gate Video created?

Sections (Tags) Created:

Call to action?

you are going to use:

Online resources you offer**Slide share****Scribd Documents Posted****Offline resources you offer/own****Write a list:****Publications: Books/Articles/ Training Guides****(List them and post links on LinkedIN.****What else do you have for your blog Resources**

LIVE/RECORDED MEDIA RESOURCES Pod Casts/TV/Radio/Other/Training Videos

MEDIA

Description

Date

Length

MEDIA

Description

Date

Length

MEDIA a. Description

b. Date

Length

12) MEDIA a. Description

b. Date

Length

18

RESEARCH AND DEVELOPMENT

Research and Development Projects

Schedule one of these a week: There will always be something new and things change, so stay up to date. Check Mashable and other tech blogs for updates and changes.

- o Google Alerts Setup - check what new Google products are good for your business
- o Created 3 Twitter Lists
- o Setup Hootsuite, Tweet Deck or Other
- o Setup Google Reader and analytics accounts
- o Consistently like other local Facebook pages and follow local Twitter hashtags

- o Create a paid Sprout Social or Mention account for advanced users
 - o Find other blogs related to your theme
 - o Create a Buffer account
 - o Find 10 potential blog targets for your content and offer them space to guest blog
 - o E-book content research
 - o Add a podcast on Google Hangouts
 - o Create Dropbox store info for a curated content newsletter of several writers
 - o Research Google Live Hangout and YouTube and how you can use them to build your list
- o Start using Instagram
- o Upload at least one presentation to Slideshare
- o Research Scoop.it
- o Landing Pages: Create one for Newsletter, Ebook, events, and add video welcome to each one on Youtube.
- o Test Landing pages with Unbounce for successful headlines
- o Share testimonials on different channels

- o Create an online email course
- o Create email follow up sequences for your products and services you provide
- o If you have staff, consider creating online video training for them online. Sometimes sharing tips and tricks between staff can be very efficient when using Youtube. Use Google Hang Outs to record staff meetings so others can attend online or watch later.
- o Complete all profiles and make sure you have them branded
- o Update your LinkedIn Profile, add new projects, give honest referrals to people you have done business with.
- o Get involved with at least one relevant LinkedIn Group
- o Claim Yelp, Foursquare and Facebook Locations

.....And watch for the next big thing!