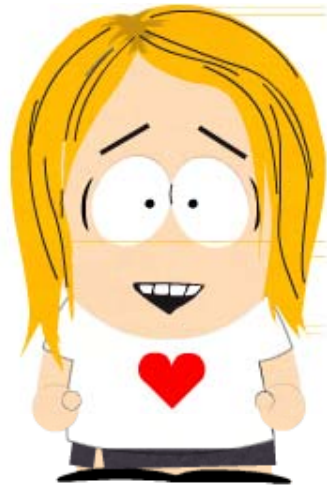


Strategic Social Media

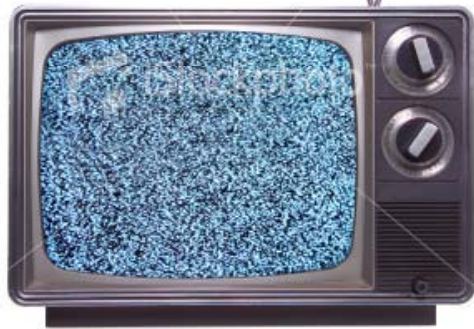


Presented by
Jessica Critz

SOCIALNOMICS



Traditional Marketing (Outbound)



facebook



flickr

foursquare

LinkedIn



gbo



reddit

YouTube



myspace
a place for friends

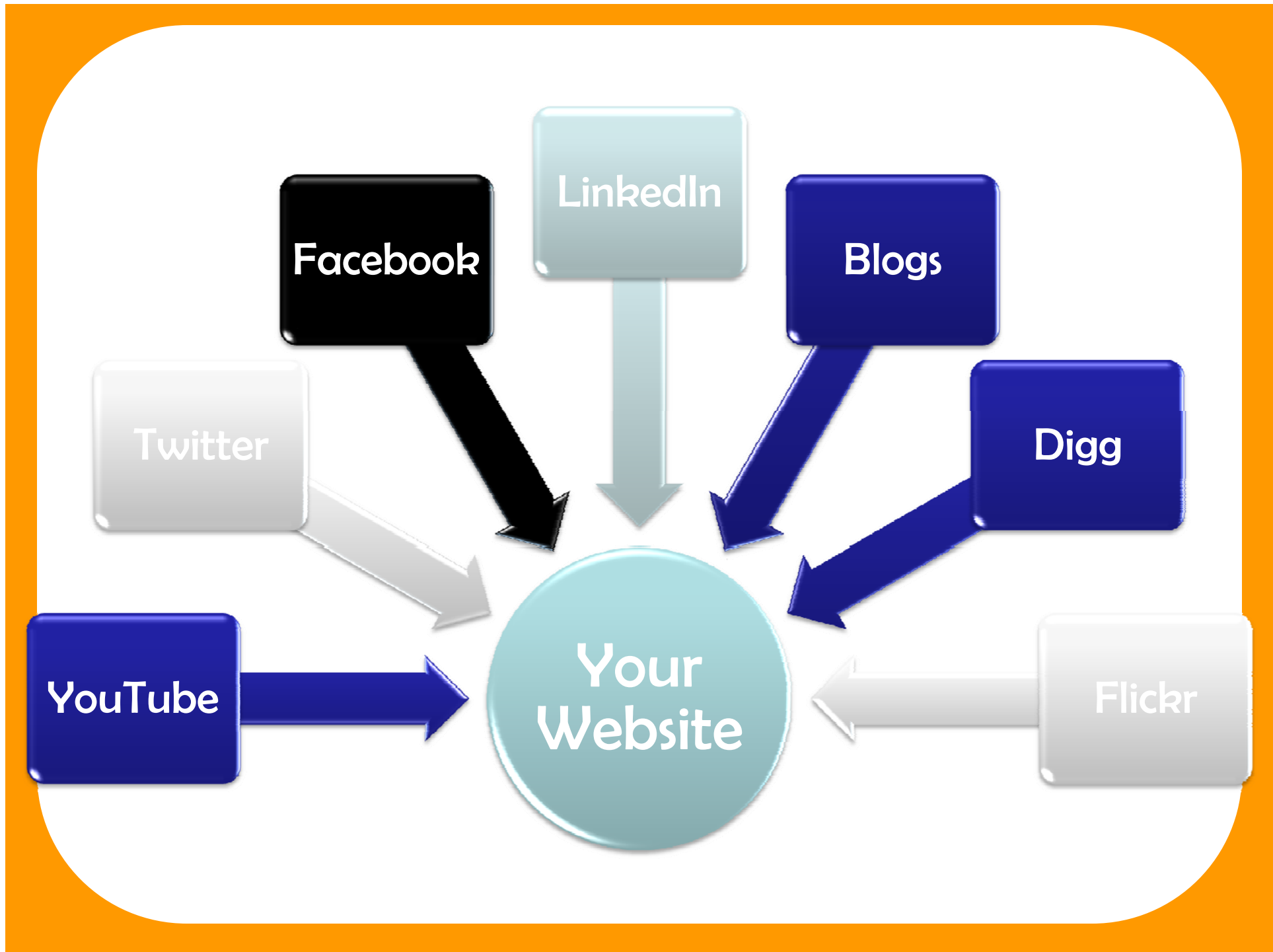
sphinn
Internet Marketing News & Discussion Forums



diggo



twitter



Objections

Social media is not worth the risk.

**If you're not on social media,
where are you?**



I don't have time to manage profiles on all the social media sites out there.

“Instead of using everything just because, you’re better off picking only the things you like, that will engage in a meaningful way, and use to provide value to your readers. Ignore the rest.”
~ Tucker Max

- ✓ Facebook
- ✓ Twitter
- Linked In
- YouTube
- ✓ FourSquare

**Inbound marketing is an investment
in your business, not a one time
expense or experience.**

The Impact of Going Viral

∴ The Whopper Sacrifice

FRIENDSHIP IS STRONG, BUT THE
WHOPPER® IS STRONGER.



WHOPPER® SACRIFICE HAS BEEN SACRIFICED.



FACEBOOK® HAS DISABLED **WHOPPER®** SACRIFICE AFTER YOUR LOVE FOR
THE **WHOPPER®** SANDWICH PROVED TO BE STRONGER THAN **233,906** FRIENDSHIPS.

Were you sacrificed by somebody? Send them an Angry-Gram ▶

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Old Spice

Getting Started

∴ Secure your brand

∴ Figure out your story

∴ Put a face to your audience and your brand

Define and Measure Success

- ✓ Rankings have increased based on traffic and links
- ✓ Social media users are actually engaging with your content and/or converting
- ✓ You've had more success on some sites than others
- ✓ You increase awareness about a product that led to sales.

What do you need?

∴ Content

∴ Interaction

∴ Sharing

∴ Crossover from online to in person relationships

Engage. Genuinely.

- ✓ Listen to what they're saying
- ✓ Listen to what they mean
- ✓ Listen to what's bothering them
- ✓ Listen to what makes them happy.

Facebook

Gender	As of 1/04/09		As of 1/04/2010		Growth
	Users	Percentage	Users	Percentage	
US Males	17,747,880	42.2%	43,932,140	42.6%	147.5%
US Females	23,429,960	55.7%	56,026,560	54.3%	139.1%
Unknown	911,360	2.2%	3,126,820	3.03%	243.1%
Total US	42,089,200	100.0%	103,085,520	100.0%	144.9%
Age	Users	Percentage	Users	Percentage	Growth
13-17	5,674,780	13.5%	10,680,140	10.4%	88.2%
18-24	17,192,360	40.8%	26,075,960	25.3%	51.7%
25-34	11,254,700	26.7%	25,580,100	24.8%	127.3%
35-54	6,989,200	16.6%	29,917,640	29.0%	328.1%
55+	954,680	2.3%	9,763,900	9.5%	922.7%
Unknown	23,480	0.1%	1,067,780	1.0%	4447.6%
Geography	Users	Percentage	Users	Percentage	Growth
New York	1,622,560	3.9%	2,934,580	2.8%	80.9%
Chicago	797,040	1.9%	1,803,620	1.7%	126.3%
Los Angeles	636,160	1.5%	2,166,840	2.1%	240.6%
Miami	627,840	1.5%	1,113,540	1.1%	77.4%
Houston	560,520	1.3%	1,361,820	1.3%	143.0%
Atlanta	535,300	1.3%	1,967,720	1.9%	267.6%
Washington DC	526,460	1.3%	1,429,760	1.4%	171.6%
Philadelphia	498,220	1.2%	1,181,760	1.1%	137.2%
Boston	440,500	1.0%	872,460	0.8%	98.1%
San Francisco	264,460	0.6%	583,460	0.6%	120.6%
Current Enrollment	Users	Percentage	Users	Percentage	Growth
High School	5,627,740	13.4%	7,989,620	7.8%	42.0%
College	7,833,280	18.6%	3,521,900	3.4%	-55.0%
Alumni	4,756,480	11.3%	32,350,260	31.4%	580.1%
Unknown	23,871,700	56.7%	59,223,740	57.5%	148.1%
Interests	Users	Percentage	Users	Percentage	Growth
Sex	72,100	0.2%	844,600	0.8%	1071.4%
Drugs	25,440	0.1%	28,800	0.0%	13.2%
Rock and Roll (Music)	3,901,600	9.3%	1,375,080	1.3%	-64.8%

Be Genuine

∴ Provide valued information

∴ Build relationships

∴ INTERACT

Don't

∴ Spam

∴ Flood your page

∴ Flood your followers

∴ Become a fan/follower hoarder

∴ Don't assume your expertise – earn it