

SOCIAL NETWORKING FOR YOUR BUSINESS

BRADLEY BURCK, MA



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QUESTIONS FOR YOU

HOW DID YOU HEAR ABOUT THIS?
Informal Survey



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QUESTIONS FOR YOU

WHY ARE YOU HERE?



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QUESTIONS FOR YOU

RAISE YOUR HAND IF YOU USE YELP?



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QUESTIONS FOR YOU

WHO JUST LAUNCHED 53 FACEBOOK PAGES TO
HELP GET THEIR MESSAGE OUT?



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QUESTIONS FOR YOU

HOW MANY USERS ARE ON FACEBOOK?



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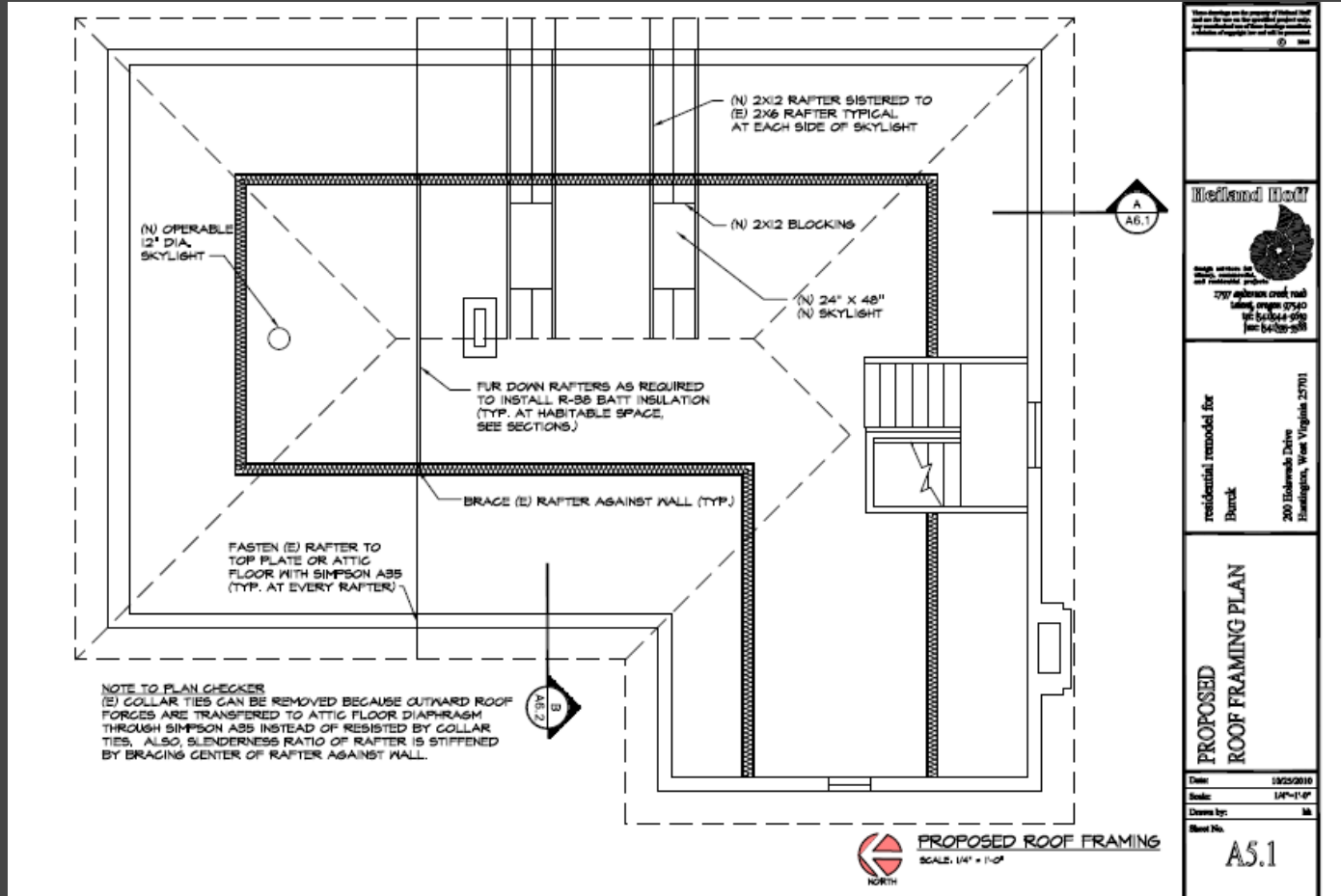
QUESTIONS FOR YOU

WHO HAS THE MOST FOLLOWERS ON TWITTER?



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THE HOUSE ANALOGY



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BUILDING YOUR HOUSE

- ❖ PLANS
- ❖ BUDGET AND ESTIMATES
- ❖ WORKERS
- ❖ YOUR TOOL BELT
- ❖ PERMITS/INSPECTIONS



WHAT TOOLS DO YOU HAVE IN YOUR BELT?

- ❖ WORD OF MOUTH
- ❖ BASIC ADVERTISING
- ❖ RADIO
- ❖ NEWSPAPER
- ❖ DIRECT MAIL
- ❖ TELEVISION



DO YOU HAVE A PLAN?

THIS IS THE MOST IMPORTANT THING YOU CAN LEARN TODAY



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YOUR PLAN

- ❖ PLAN YOUR PLAN – WORK YOUR PLAN
- ❖ MAKE SURE YOUR TOOLS WORK TOGETHER
- ❖ MAKE YOUR PLAN



EVALUATING YOUR PLAN

- ❖ TESTING, TESTING, TESTING
- ❖ KNOW IF THINGS WORK – MORE THAN JUST YOUR GUT



USING SOCIAL NETWORKING AS A TOOL

❖ FACEBOOK

❖ TWITTER

❖ LINKEDIN

❖ MYSPACE

❖ YOUTUBE

❖ OTHERS



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USING SOCIAL NETWORKING AS A TOOL

- ❖ CONNECTING MEDIA
 - ❖ WEBSITE
 - ❖ BLOG
 - ❖ PODCAST
- ❖ DRIVING CUSTOMERS TO YOUR SITE



WHAT WORKS WITH SOCIAL MEDIA

- ❖ OFFER THE INSIDE SCOOP
- ❖ BE CANDID
- ❖ FREQUENCY/INTERACTION
- ❖ PHOTOGRAPHY
- ❖ RUN ADS
- ❖ FIND WAYS TO ENGAGE OFFLINE



WHAT WORKS WITH SOCIAL MEDIA

- ❖ BE A PERSON – RATHER THAN A COMPANY
- ❖ DON'T PROMOTE TOO VIGOROUSLY
- ❖ BE CAREFUL ABOUT WHAT YOU SAY



WHAT WORKS WITH SOCIAL MEDIA

- ❖ HELP OTHERS
- ❖ KEEP IN TOUCH WITH WHAT IS HAPPENING IN YOUR INDUSTRY



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WHO IS DOING WELL

CIDICIS PIZZA



BURGERVILLE



FOUR SEASONS



SOURCES

- ❖ 30 Tips for Using Social Media in Your Business – April Joyner – Inc.com January 25, 2010
- ❖ 30 Valuable Lessons Learned Using Social Media for Small Business – Mark Hayward – Probloger.net



QUESTIONS



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