

Grow Your Business Through Effective Social Media Marketing

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What is Social Media / Web 2.0?

- ✓ User-Generated Content
- ✓ Multimedia
- ✓ Online Social Environment

What is Social Media / Web 2.0?

- ✓ Blog: Online Journal
- ✓ Wiki: Collaborative Website

The Case for "SMM"

- ✓ T___ M___ I_____
- ✓ P_____ To The P_____

Risks and Rewards of SMM

- ✓ T_____ vs. T_____
- ✓ N_____ Comments vs.
F_____ Loop
- ✓ L___ of C_____ vs. Build a T_____

Why SMM Is Important

- ✓ Improved s_____ e_____ r_____
- ✓ Ability to b_____ yourself as a
e_____
- ✓ Depth of c_____
- ✓ People are already t_____....

Why SMM Is Important

- ✓ Coffee search on [Yelp](#)
- ✓ [Results](#)

Keys to SMM Success

A _____
T _____
R _____
S _____

Types of Social Media Sites

- ✓ Blogs, Wikis
- ✓ M_____ B_____ and T_____

 - ✓ Twitter, Del.icio.us

- ✓ S_____ N_____

 - ✓ Facebook, My Space LinkedIn

- ✓ M_____ Content

 - ✓ YouTube, Flickr, BlogTalkRadio

Types of Social Media Sites

- ✓ W_____ L_____ Social Networks

 - ✓ Ning, Socialgo

- ✓ F_____

 - ✓ Online customer support

- ✓ R_____

 - ✓ Yelp, Google Maps

Types of Social Media Sites

- ✓ Tools
- ✓ C_____ Aggregator

 - ✓ Technorati, Google Blog Search

- ✓ R_____ Feeds

 - ✓ Atom

Example of RSS

How to Participate In Social Media

✓ Social Technographics™ Ladder

- ✓ C _____
- ✓ C _____
- ✓ C _____
- ✓ J _____
- ✓ S _____
- ✓ I _____

The Importance of a Strategy

The Elements of a SMM Plan

- ✓ Build your SMM plan bottom-up
 - ✓ Have an o_____ marketing plan
 - ✓ Develop your b_____
 - ✓ Define your a_____

The Elements of a SMM Plan

- ✓ Define Your P_____
- ✓ Generate t_____
- ✓ Increased c_____ r_____
- ✓ Improved c_____ s_____
- ✓ Content matter e_____

The Elements of a SMM Plan

- ✓ Determine where SMM “f_____”
- ✓ Assess R_____
- ✓ P_____
- ✓ T_____
- ✓ _____

The Elements of a SMM Plan

- ✓ Decide how to p _____
- ✓ Determine how to m _____
r _____
- ✓ Evaluate and select p _____
- ✓ Evaluate and select e _____
tool

The Elements of a SMM Plan

- ✓ Brainstorm t _____
- ✓ Create c _____
- ✓ Set up e _____ tool
- ✓ Set up c _____

The Elements of a SMM Plan

- ✓ Do _.
- ✓ M _____ and a _____ results
- ✓ CANI

SMM Idea - Glimmers, Inc.

- ✓ Campaign: "Light Up The World"
- ✓ Blend of Offline, Online, PR
 - ✓ Offline: charity events
 - ✓ Online: video blog posting
 - ✓ PR: local newspaper, radio, TV

SMM Idea - Glimmers, Inc.

- ✓ Benefits
 - ✓ Increased sales
 - ✓ Increased traffic
- ✓ "Feel Good" appeal
- ✓ Everybody wins

How To Get Started in SMM

- ✓Free: "Resources" on my blog
(<http://C-Cole-Lewis.com/resources>)
- ✓Free: Social Media Marketing 101
ebook
- ✓SMM Marketing Plan class
- ✓Special Offer:
SMM Brainstorming Session
- ✓Contact me:carol@c-cole-lewis.com

Special Offer for Lakeport Chamber 59-Minute Seminar Attendees

1-hour Internet / Social Media Marketing Brainstorming Session for \$40 (regular price \$75)

During this one-hour session, we'll have a fun time exploring your business and discovering practical ideas you could use now to harness the power of the Internet and Social Media (e.g., Twitter, Facebook, Blogging, YouTube, etc.) to improve your business performance.

To book your appointment, contact Carol Cole-Lewis (email carol@c-cole-lewis.com, or telephone 707-587-4277) mentioning this certificate and with your time availability.

Visit C-Cole-Lewis.com for Internet and Social Media Marketing classes, ideas, tips, tools and suggestions, and to sign up for my newsletter and free e-book, "Social Media Marketing 101"



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