

# Digital Marketing & Social Media

Ian Cleary

[www.razorsocial.com](http://www.razorsocial.com)

**RAZORSOCIAL**

@IanCleary

# Agenda

- Overview of Digital Marketing
- Building a Digital Marketing Strategy
- Growing Your Presence on Social Media
- Building an Email Marketing Strategy
- Driving Traffic to Your Website
- Conversion Rate Optimization
- Analyzing Your Results





*Kim*



*Nathan*



*Sue*



*Ian*



*Melonie*



*Dennis*

Learn from the world's top social media experts **how to SELL on social media!**



*Peg*



*Joshua*



*Saed*



*Alex*



*Donna*



*Emeric*





### Share of Time Spent per Day with Major Media by US Adults, 2010-2014

% of total

	2010	2011	2012	2013	2014
<b>Digital</b>	<b>29.6%</b>	<b>33.8%</b>	<b>38.5%</b>	<b>43.4%</b>	<b>47.1%</b>
—Mobile (nonvoice)	3.7%	7.1%	13.4%	19.2%	23.3%
—Online*	22.0%	22.6%	20.7%	19.2%	18.0%
—Other	3.9%	4.1%	4.3%	5.0%	5.9%
<b>TV</b>	<b>40.9%</b>	<b>40.4%</b>	<b>39.2%</b>	<b>37.5%</b>	<b>36.5%</b>
<b>Radio</b>	<b>14.9%</b>	<b>13.9%</b>	<b>13.0%</b>	<b>11.9%</b>	<b>10.9%</b>
<b>Print**</b>	<b>7.7%</b>	<b>6.5%</b>	<b>5.4%</b>	<b>4.4%</b>	<b>3.5%</b>
—Magazines	4.6%	3.8%	3.1%	2.5%	1.9%
—Newspapers	3.1%	2.7%	2.3%	1.9%	1.6%
<b>Other</b>	<b>7.0%</b>	<b>5.5%</b>	<b>4.0%</b>	<b>2.8%</b>	<b>1.9%</b>
<b>Total (hrs:mins)</b>	<b>10:46</b>	<b>11:18</b>	<b>11:49</b>	<b>12:03</b>	<b>12:14</b>

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking online while watching TV is counted as 1 hour for TV and 1 hour for online; numbers may not add up to 100% due to rounding;

\*includes all internet activities on desktop and laptop computers; \*\*offline reading only

Source: eMarketer, April 2014

171915

www.eMarketer.com



# Inbound Marketing



# What is Social Media?

- Channels for having conversations with your current or potential audience
- Your audience are your customers, potential customers, partners, people that are friends with customers/potential customers



Your website is still your home...



# Social Media is an Extension



## Exercise

- Why use Social Media?

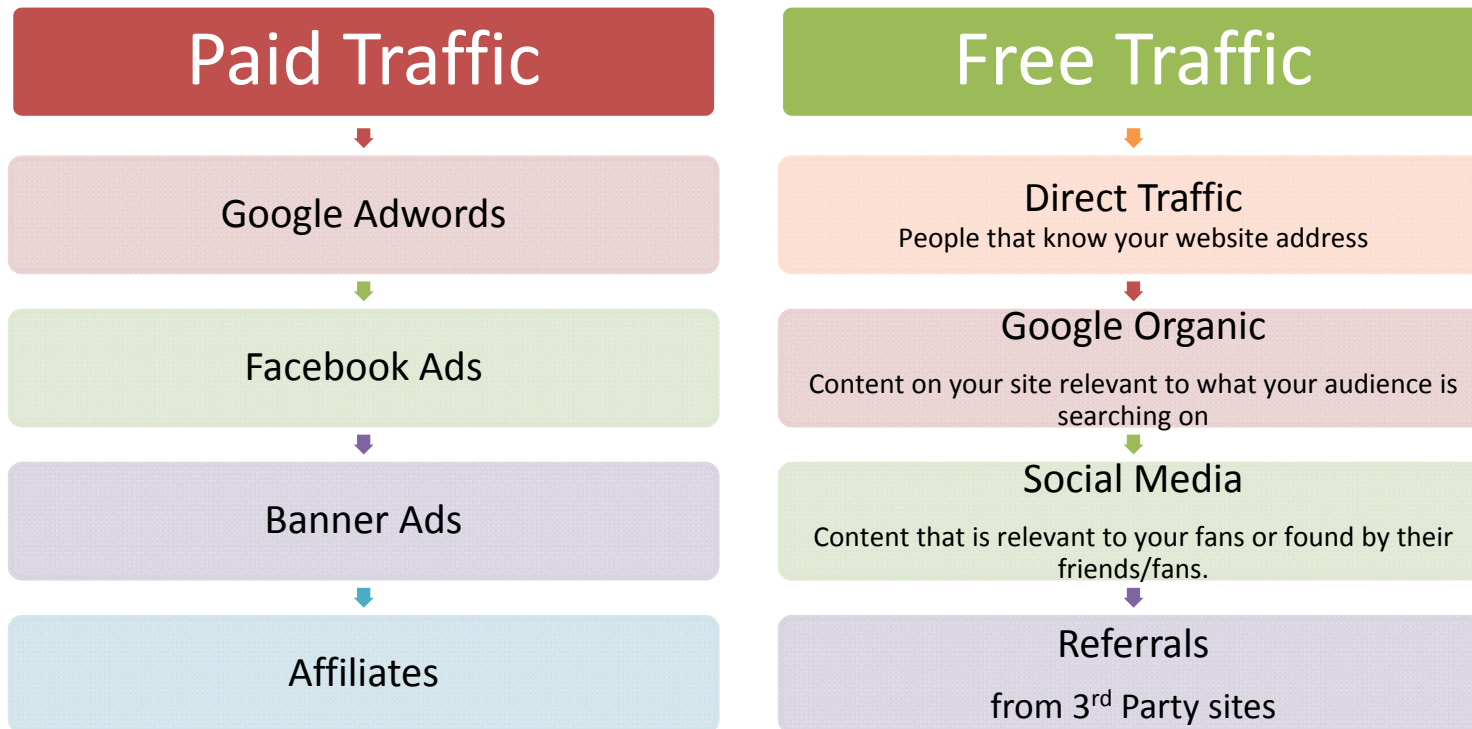
## Why use Social Media?

1. Connect with Influencers
2. Build awareness of your products/services
3. Drive traffic to your site
4. Sell your products/services
5. Have conversations with your customers
6. Research





# You've a choice



# What is your sales funnel?



# CONTENT MARKETING

Marketing Through Content

# Content Marketing Plan



# Aligning Content to Your Buyers Journey





# EXERCISE

You are selling a cream which helps with Arthritis of the knee, what content do you produce?

## Content - Awareness

- Not sure of the problem yet

### Discover 5 Common **Causes** of Severe **Knee Pain** - Healthline

[www.healthline.com](http://www.healthline.com) › Total Knee Replacement Surgery ▾

These injuries can damage the cartilage in your **knee** over time and lead to **pain**, swelling, and stiffness. Osteoarthritis of the **Knee**. The most common type of arthritis is osteoarthritis, which is a progressive wearing of the cartilage in the **knee** joint.

## Content - Awareness

- Identified the problem but want to know more

### 7 Symptoms of **Arthritis** in the **Knee** - Healthline

[www.healthline.com](http://www.healthline.com) › [Osteoarthritis](#) › [Home](#) ▼

Sep 26, 2013 - Three different types of **arthritis** can affect the **knees**. Learn symptoms to look for, such as swelling, tenderness, buckling, cracking, and poor ...

# Content – Consideration

- Looking for solutions

## Arthritis of the Knee-OrthoInfo - AAOS

[orthoinfo.aaos.org/topic.cfm?topic=a00212](http://orthoinfo.aaos.org/topic.cfm?topic=a00212) ▼

Information on **arthritis of the knee** is also available in Spanish: Osteoartritis de ... Pain when weight is placed on the **knee**; **Problems** with your gait (the way you ...

## Surgery for Knee Arthritis, Meniscus, Not Needed To Stop ...

[www.healthline.com](http://www.healthline.com) > Healthline Blogs ▼

If you don't like or want **knee** surgery for most **arthritis** or meniscus injury, you don't ...  
**How to fix** and prevent **knee** pain from **arthritis** and most meniscus injury:.

## Knee Arthritis Options For Treatment - Orthoteam Orthoteam

[www.orthoteam.com/knee arthritis options for treatment/](http://www.orthoteam.com/knee arthritis options for treatment/) ▼

You have probably noticed that sometimes it seems that **knee arthritis** runs in families  
.... Osteoarthritis in the **knee** is usually associated with alignment **problems**.  
Medication - Bracing/orthotics - Physical Therapy - Injections steroid

---

## Best Pain Relieving Creams for Arthritis - Healthline

[www.healthline.com/health-slideshow/cream-arthritis](http://www.healthline.com/health-slideshow/cream-arthritis) ▼

Feb 5, 2014 - Find out how **creams for arthritis** like Bengay, Icy Hot, Aspercreme, Myoflex, Capzasin-HP, and Sportscreme measure up to relieving **arthritis** ...

## Content – Intent

- Looking for recommendations

Amazon.com: Customer Reviews: Australian Dream Arthritis ...

[www.amazon.com/Australian-Dream-Arthritis...Cream/.../B000OUY3FE](http://www.amazon.com/Australian-Dream-Arthritis...Cream/.../B000OUY3FE) ▾

I have tried every arthritis cream/product out there for my knees. ... It was recommended by the Arthritis Foundation and AARP to relieve pain and inflammation. ... at the high number of negative reviews after a good experience for myself. Then I ...



# Social Media

- What are they going to share on Social Media?
  - Who is their target audience?
  - What do they like doing in relation to the problem?
  - What channels do you they hang out on? – Facebook, Twitter, LinkedIn etc

# Blogging

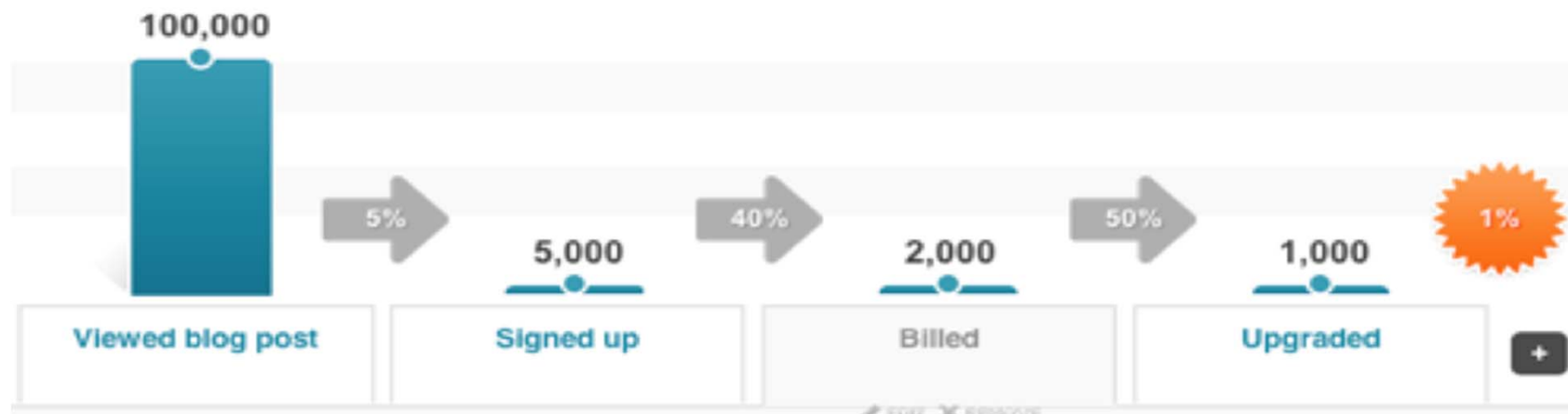
- A tool that allows you to quickly and easily create and publish new content



## Kissmetrics

- 350k visitors per month
- 85% of visitors from the blog
- 70% of business from the blog

# Kissmetrics



**\$28,200 > \$948,469.80**  
**NOW THAT'S A FINGER-LICKIN' DEAL.**

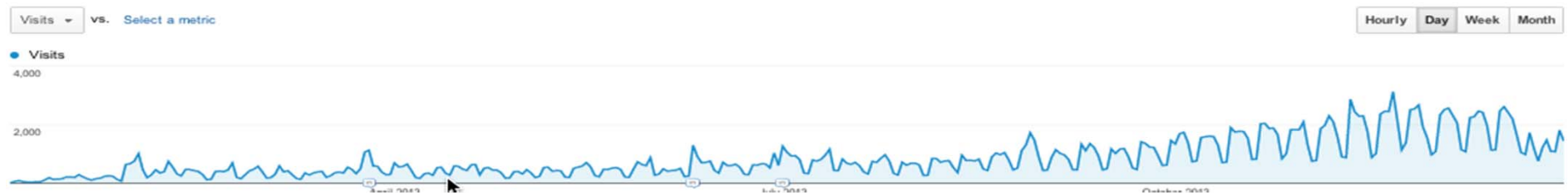
## Why blog?

- Google Traffic
- Leads
- Thought Leadership
- Keeping in contact with customers
- Show your expertise
- Build up trust

## Attract Traffic



# Driving Traffic






Keep in contact with customers



# Become a thought leader



## B2B Marketing Insider

Michael Brenner on Marketing and Social Business

CONTENT MARKETING DEMAND GENERATION **MOBILE** SALES ALIGNMENT SEARCH MARKETING SOCIAL MEDIA STRATEGY

Home > Mobile



MOBILE

### 2 Recent Reports Show Mobile Ads And Apps Are Hot!

One of my "no-brainer" marketing predictions for 2012 was that mobile advertising and app development would begin to take up...

[Read More](#)



MOBILE

### Mobile Marketing: Do Marketers And Kids Want The Same Thing For Christmas?

I'm a sucker for a great Mary Meeker presentation. Recently, Mary updated her famous slide deck on Internet trends and...



MOBILE

### 18 Stats On The Mobile Market You Need To Know [Infographic]

I am a sucker for a great infographic just as much as the next guy or gal. My best post...

[Read More](#)

# Generating Leads

 +1

 Share

Posted by [Corey Eridon](#)

 Comments

Tags: [social media](#), [introductory](#)

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## Why Thank-You Emails Are the Untapped Gold Mine of Email Marketing

 85

 Like

538

 Tweet

52

 +1

 Share

Read More

Posted by [Magdalena Georgieva](#)

 Comments

Tags: [email marketing](#), [lead nurturing](#), [introductory](#)

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In our [Introduction to Email Marketing](#) ebook, we discussed that there are several different types of marketing emails you can send to your contacts. Depending on what your business goals and needs are, you could be sending newsletters, digests, dedicated sends, behavior-driven emails, [lead nurturing emails](#), and more. All of these different options have their purposes, yet many marketers overlook a particular type of email that tends to get a lot of traction -- the **transactional email**. That's right: Transactional emails are one of the most effective types of communication to engage your prospects with.



FREE EBOOK



Download your guide to creating marketing content that generates leads and customers.

Get Free Marketing Info!

Get the world's best, FREE marketing resources delivered right to your inbox. Join more than 817,000 inbound marketers!

Email ([privacy policy](#)) \*

# Generating Leads

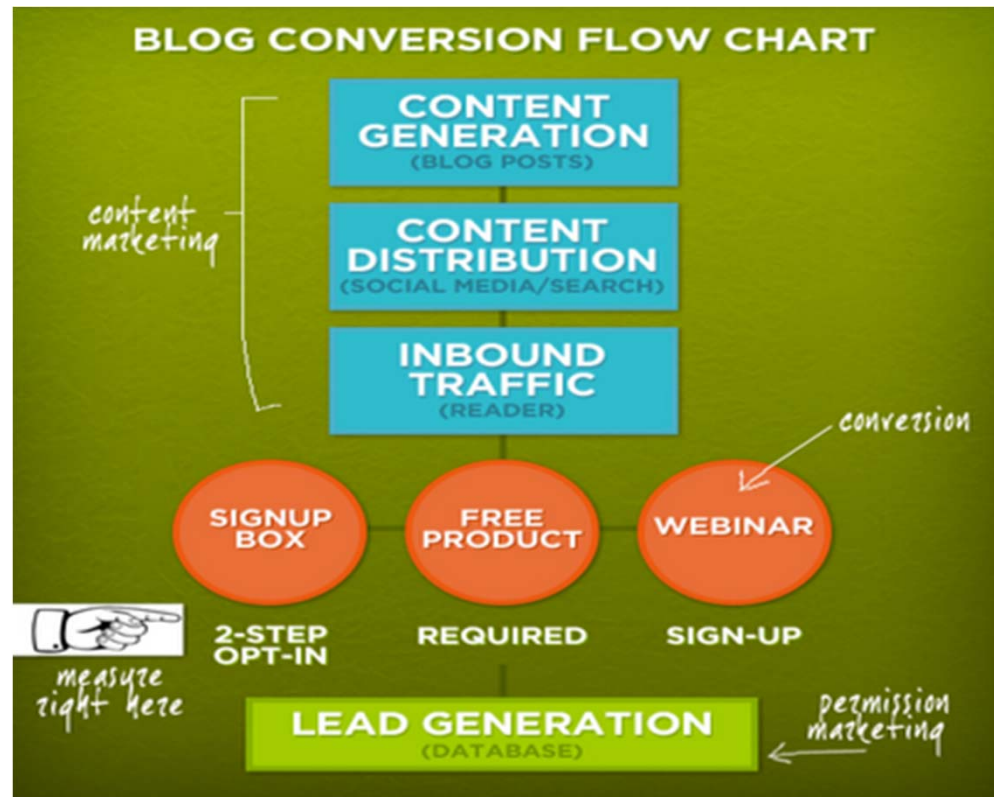
## WORLD CLASS MARKETING SERVICES, BEST VALUE GUARANTEED

**Mark Schaefer is an acclaimed college educator, author, speaker and consultant** who has been featured in the *Wall Street Journal*, *The New York Times*, and the *CBS NEWS*. And now you can tap into his deep vision and expertise through Schaefer Marketing Solutions and a tailored program that fits almost any budget.



From in-depth marketing plan development to customized social media workshops, Schaefer Marketing Solutions provides cutting-edge expertise to ignite your company's business strategy — or create an entirely new one. There is nowhere else where you can connect with a best-selling author, social media thought leader, and a global network of renowned innovators in one stop.

# Conversion...





Before starting a blog





## Before You Start

- Evaluate Your Competition
  - Other Blogs
  - What comes up in search
- Listen for topics
- Plan out your content
- Pick your niche
- Commit to a long term plan

# Subscribe to Blogs

My Feedly

+Add Content

Home

Saved For Later

Organize

All

General Interest 7

Influencers And Friends 552

@amyporfield 2

@askjamieturner 1

@bowden2bowden 12

@brennermichael 1

@cspenn 2

@ducttape 2

@fondalo 1

@heidicohen 2

@jasonfalls 19

Be the first content crafter to join the feedly journey. [We are hiring!](#)


@Brennermichael

edit

remove

1 unread article

YESTERDAY













Are You Marketing Like Groucho Marx For Brands

This Sunday is not only Superbowl those expensive ads, it is also Groucho Marx kind of a big deal. Maybe even more so. 13 by Michael Brenner / 23h

# What's popular on your competitors site?

**Buzzsumo** | Top Content | Influencers | API | Help | Email Us | Blog | Account

			PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS	
<b>Filter by Type:</b> <ul style="list-style-type: none"><li><input checked="" type="checkbox"/> Art</li><li><input checked="" type="checkbox"/> Inf</li><li><input checked="" type="checkbox"/> Gu</li><li><input checked="" type="checkbox"/> Gi</li><li><input checked="" type="checkbox"/> Int</li><li><input checked="" type="checkbox"/> Vic</li></ul>	 <b>Tony Rocha</b> @realtonyrocha tonyrocha.com Radio & TV Director, Communication's PhD, Philanthropist, Entrepreneur, Brands/Celebrities/Athletes/Models #SM Consultant. Blogger influencer	 Unfollow Q View Links Shared	32	26	2,107,657	17%	22%	0.3	1 of 175
<b>Filter by Date:</b> <ul style="list-style-type: none"><li>24</li><li>Pa</li><li>Pa</li><li>Pa</li></ul>	 <b>Social Media Today</b> @socialmedia2day socialmediatoday.com #Publishing & #distribution of great posts by world's best thinkers on #SocialMedia best practices, tools & #socialmarketing. Host of #smtlive & #socialshakeup Influencer blogger	 Follow Q View Links Shared	87	84	360,091	1%	0%	9.2	222
<b>Filter by Date:</b> <ul style="list-style-type: none"><li>24</li><li>Pa</li><li>Pa</li><li>Pa</li></ul>	 <b>Ruhani Rabin</b> @ruhanirabin ruhanirabin.com #Tech Enthusiast, Idea Maker, #SocialMedia Researcher and a Total fun #Geek! Right? I am INFJ. Blogger influencer	 Follow Q View Links Shared	38	80	245,441	1%	4%	0.6	191
<b>Filter by Date:</b> <ul style="list-style-type: none"><li>24</li><li>Pa</li><li>Pa</li><li>Pa</li></ul>	 <b>Al Ramirez</b> @alramirezusa alramirez.com All-American. Texan by birth. Californian at heart. Tweet about start ups, fun, news, and politics. Got lots of followers from US Senate bid now back in tech.	 Follow Q View Links Shared	35	23	172,858	88%	1%	0.3	616
<b>Filter by Date:</b> <ul style="list-style-type: none"><li>24</li><li>Pa</li><li>Pa</li><li>Pa</li></ul>	 <b>DylanC</b> @cashjournals cashjournals.com Blogger, internet marketer and site owner. Full-time on Blogging, Social Media Marketing & More!	 Follow	15	15	136,525	0%	0%	0.0	603

**RAZOR SOCIAL** | [www.Buzzsumo.com](http://www.Buzzsumo.com) | @IanCleary

## Review competition - Topsy



# Monitor the conversation – Brand24.net

The screenshot displays the Brand24.net dashboard. At the top, there is a navigation bar with icons and counts for various social media sources: All (9389), Facebook (925), Microblogs (3039), Blogs (930, highlighted in blue), Forum (78), News (77), Video (33), Photo (3), and Other (4304). Below this, a pagination bar shows 'First', '1' (selected), '2', '3', '4', 'Next', and 'Last [31]'. To the right of the pagination, it says 'Results sorting:' followed by a clock icon and a document icon. The main content area shows two search results for the query 'social media tools'. The first result is titled '6 Things You Didn't Know Social Media Can Do to Help Your Job' from 'blog.oneshift.com.au', posted '5 hours ago' with a 'neutral' sentiment. The second result is titled 'News for "social media tools"' from 'washingtonpost.com', posted 'yesterday o 23:35' with a 'neutral' sentiment. Each result includes a 'select' button and a row of action icons: Mark, Source, Group, Delete, and Sentiment.

Source	Count
All	9389
Facebook	925
Microblogs	3039
Blogs	930
Forum	78
News	77
Video	33
Photo	3
Other	4304

First 1 2 3 4 Next Last [31] Results sorting: [Clock Icon] [Document Icon]

**6 Things You Didn't Know Social Media Can Do to Help Your Job** ☐ select

for your job search? These sites are a great place to start looking for a career. Here are the 6 important **social media tools** you must utilise when job seeking:

5 hours ago | neutral | [blog.oneshift.com.au](http://blog.oneshift.com.au) Mark Source Group Delete Sentiment

**News for "social media tools"** ☐ select

Even if you were not watching it, you could follow it blow by blow on **social media tools** like Twitter. If you missed it all live, you could catch up quickly by reading

yesterday o 23:35 | neutral | [washingtonpost.com](http://washingtonpost.com) Mark Source Group Delete Sentiment

## What to write about on a blog?

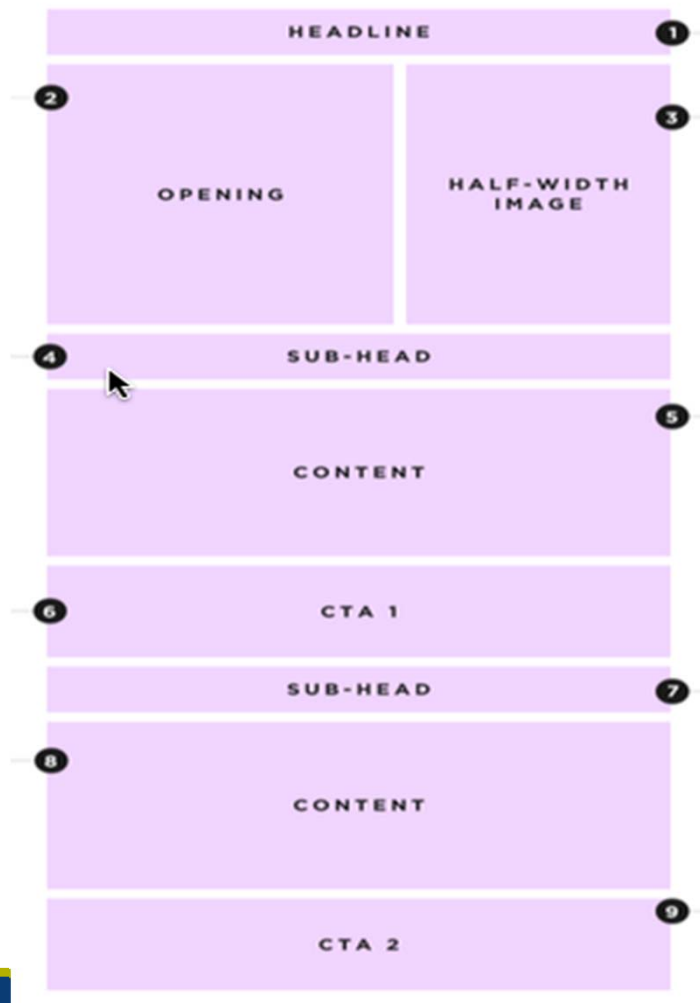
- Answer questions from your customers
- Information to educate your audience about a relevant topic
- Useful information related to your industry
- Profile people in your industry
- Summary of Podcast/Webinar



# How to write a blog post



# How to write a blog post



# How to write a blog post

## SOCIAL MEDIA OPTIMIZATION TECHNIQUES TO SQUEEZE BETTER RESULTS

By Ian Cleary

Blog Posts

248 25 54 27 76 | 430 FLARES



Do you deserve to get more sharing of your valuable content on social media channels? Well if it's valuable content then of course you do.

But do you optimize the content shared to ensure it has the maximum chance of the best exposure on Twitter, Facebook and other channels?

In a recent post we covered a process for performing a [social media audit](#) which helps you understand what is working or not working with your social media efforts.

In this article we take it a step further and look at social media optimization techniques to drive even better results.

Are you ready.... here we go.

RAZOR SOCIAL

1. ENCOURAGE MORE SHARING THROUGH BETTER IMAGERY

@IanCleary

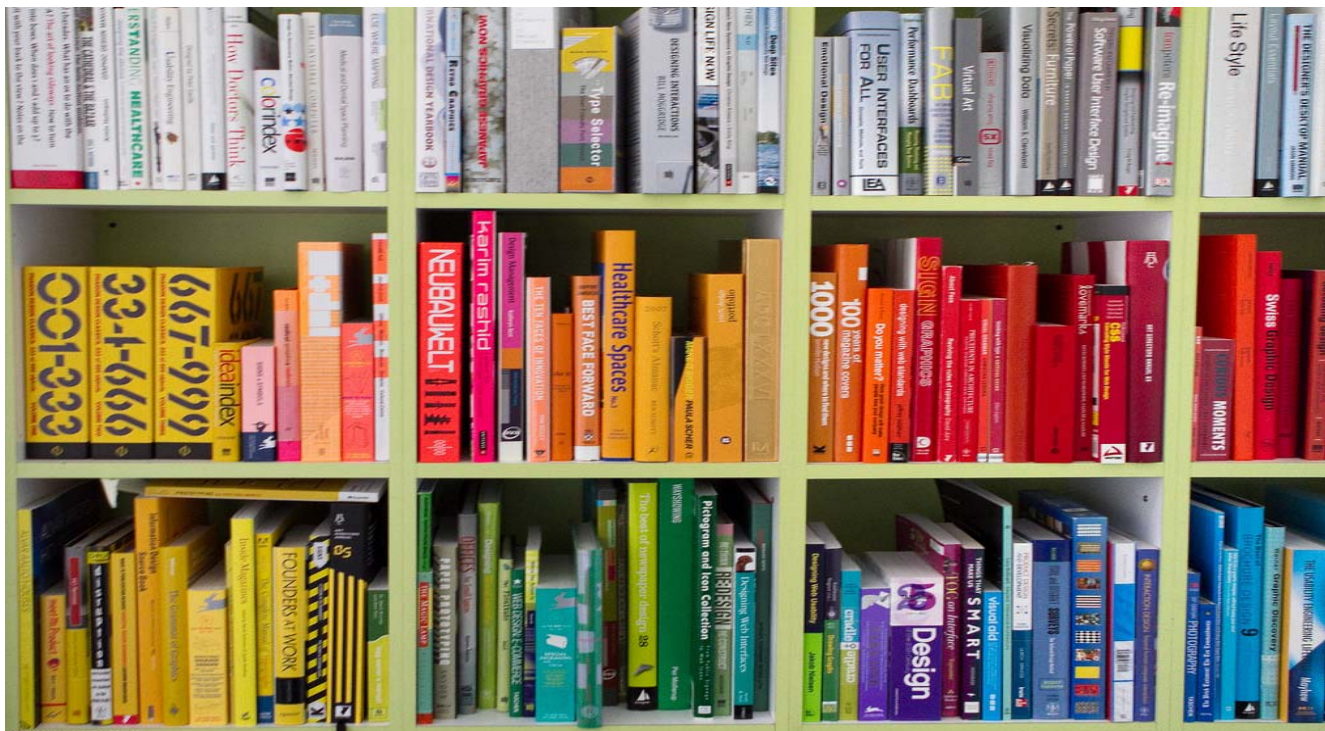
## Tips

- Always include an image
- Short sentences and paragraphs
- Link external and internal
- Clear call to action
- Sharing icons available
- Ask for comments

## Title Examples

- 7 Warning Signs that X
- The Shocking Truth About Y
- 13 Things Your [trusted person] Won't tell you
- The Zen of [blank]
- How to End [problem]

# Optimizing Content





# Optimizing Content

1. Check popularity of keywords

2. Check Google listing - who's on top

3. Write content

4. Optimize content

**RESULT** = Appear higher in search results

# Research Keywords

Google AdWords Announcements (1)

Home Campaigns Opportunities **Tools and Analysis** Billing My Account

## Keyword Planner

Plan your next search campaign

What would you like to do?

▼ Search for keyword and ad group ideas

**Enter one or more of the following:**

Your product or service  
hire business consultant

Your landing page  
www.example.com/page

Your product category  
Enter or select a product category

Targeting ?  
All locations  
All languages

Average monthly searches ?  
≥ 250

Average CPC ?  
≥ € 0.00

Ad impression share ?  
≥ 0

Competition  
☐ High ☐ Medium ☐ Low

**Keyword filters**

Avg. monthly searches ≥ 250  
Avg. CPC > €0.00

## Keyword Planner Tips

[Building a Display campaign? Try Display Planner](#)  
[How to use Keyword Planner](#)  
[Learn how Keyword Planner is different to the I](#)

# Research Keywords

Ad group ideas

Keyword ideas

Download

Add all (336)

Search Terms		Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
hire business consultant		10	High	€3.16	0%	

1 - 1 of 1 keywords

<

>

Keyword (by relevance)		Avg. monthly searches	Competition	Avg. CPC	Ad impr. share	
business development consulting		590	High	€2.35	0%	
business consulting		9,900	High	€2.81	0%	
business consultants		2,900	High	€2.86	0%	
small business consulting services		390	High	€6.15	0%	
small business consultant		880	High	€4.34	0%	
business development consultants		260	High	€2.07	0%	
small business consultants		590	High	€5.57	0%	
business consultancy		1,600	High	€1.24	0%	

# Check who is on top

## [Small Business Consulting Services | LinkedIn](#) ✓

[www.linkedin.com/company/.../small-business-consulting-services.../pro...](http://www.linkedin.com/company/.../small-business-consulting-services.../pro...) ▼

Learn more about the **Small Business Consulting Services** and see what people in and out of your professional network have to say about it.

## [Small Business Consulting for the Self Employed](#) ✓



[www.passionforbusiness.com/a-small-business-consulting-home....](http://www.passionforbusiness.com/a-small-business-consulting-home....) ▼

by Karyn Greenstreet

We offer a full range of **consulting services** specifically tailored for the self-employed **small business** owner, to help you grow your business and manage it ...

## [Small Business Consulting](#) ?

[smallbusinessconsultinggroup.com/](http://smallbusinessconsultinggroup.com/) ▼

Welcome to our **small business consulting** website. ... and also help assist already established business owners to improve, expand and grow their **companies**.

Compare their rank against yours...

The screenshot displays the Moz Open Site Explorer interface. At the top, the Moz logo and 'OPEN SITE EXPLORER' are visible. The main search bar contains the URL 'http:// www.passionforbusiness.com/a-small-business-consulting-home.htm'. Below the search bar, the 'Domain Metrics' section shows a 'Domain Authority' of 45/100. The 'Page Metrics' section shows a 'Page Authority' of 36/100 and 'Linking Root Domains' of 6. The interface also includes a sidebar with 'Inbound Links' and a bottom section with 'Just-Discovered Links'.

**MOZ**  
OPEN SITE EXPLORER

More Moz Tools

http:// www.passionforbusiness.com/a-small-business-consulting-home.htm

+ Compare up to 5 sites

Domain Metrics

Domain Authority

45/100

+ Compare up to 5 sites

Domain Metrics:

Page Metrics:

Domain Authority

Page Authority

Linking Root Domains

45/100

36/100

6

Just-Discovered Links

Inbound Links

Show all

1 - 32 inbound links

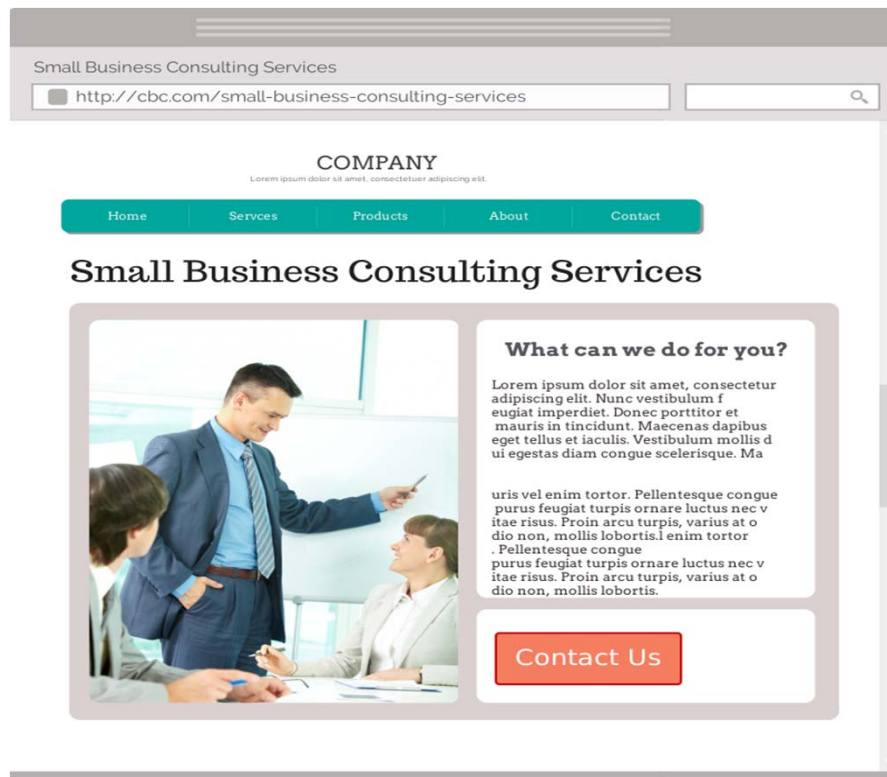
Title and URL

Small Business Coaching and Consulting for the ...

consulting

54

# Optimize Your Content



- Title:
  - Small Business Consulting Services
- Page Name:
  - /small-business-consulting-services
- Heading 1
  - Small Business Consulting Services
- Content
  - Mention at least once

## Exercise...

- You have decided to create a blog. What are the first 10 articles.
  - Consider the titles which are so important
  - Consider the different stages of the buying cycle
  - Consider the keywords that you will target

# Email

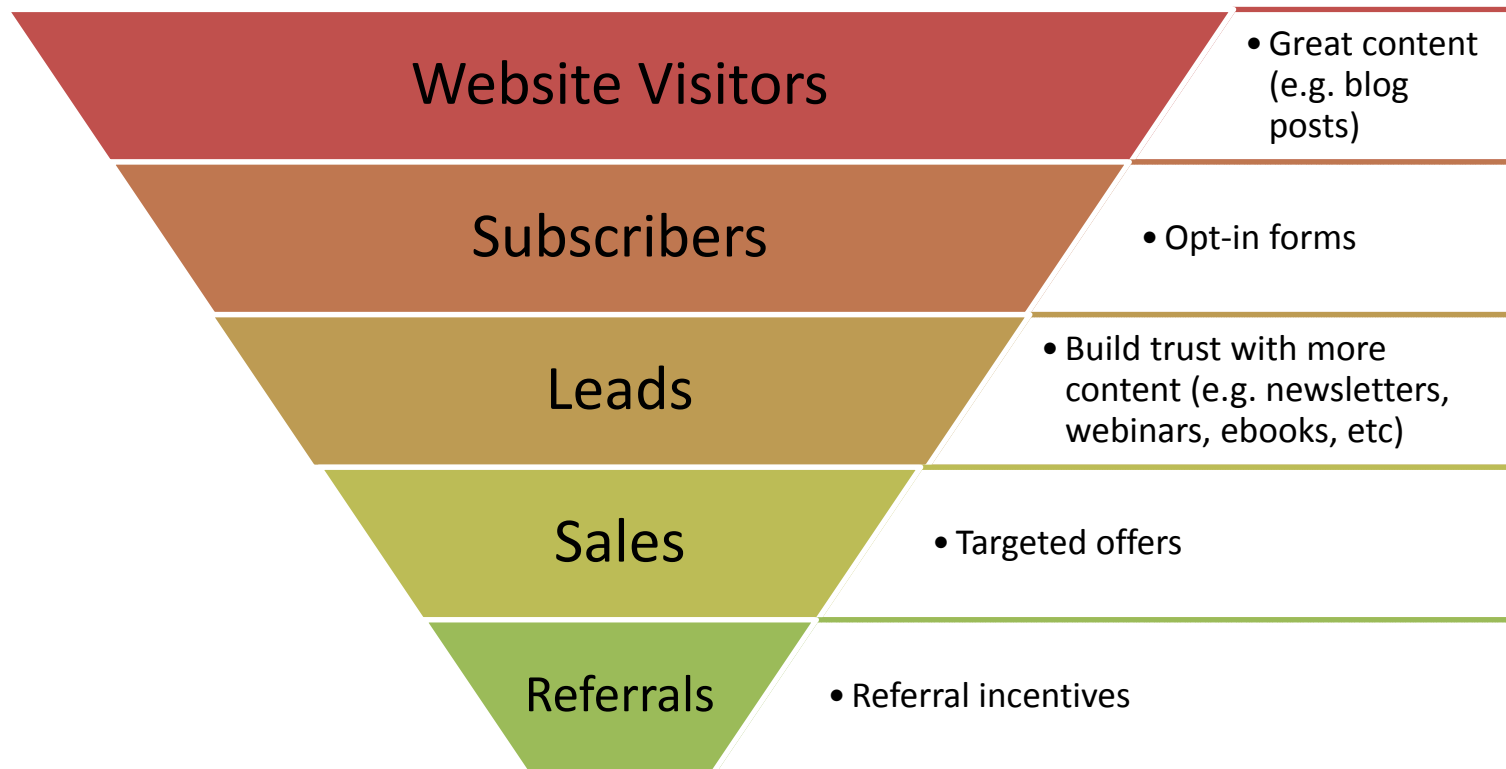




## Why email

- You own an email list you rent fans
- Conversion is much higher than traditional social channels
- Open rates 20 to 25%
- It builds your funnel

# How does email play a part in your funnel?



# Email Marketing

*According to one [BtoB Magazine](#) survey, 59% of B2B marketers say email is the most effective channel in generating revenue.*

## Tools



**ONTRAPORT**  
*PLUG IN YOUR BUSINESS*



# Reports

## Ecommerce Newsletter 43,791

Average Open Rate

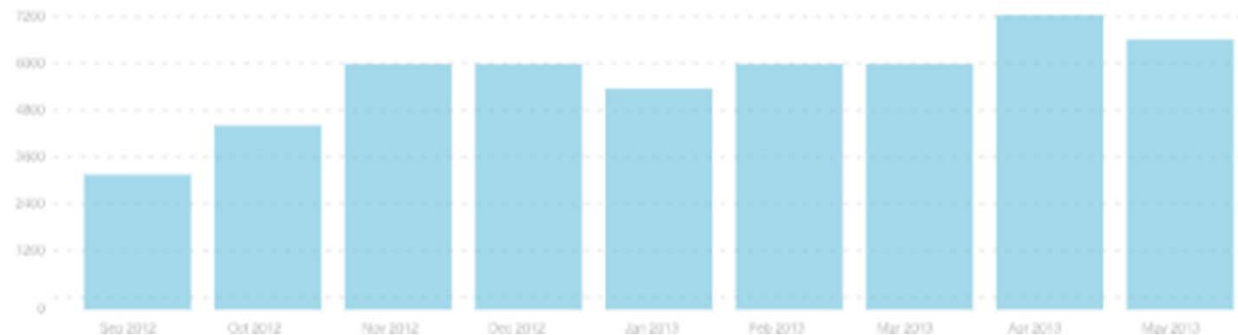
42%

Average Click Rate

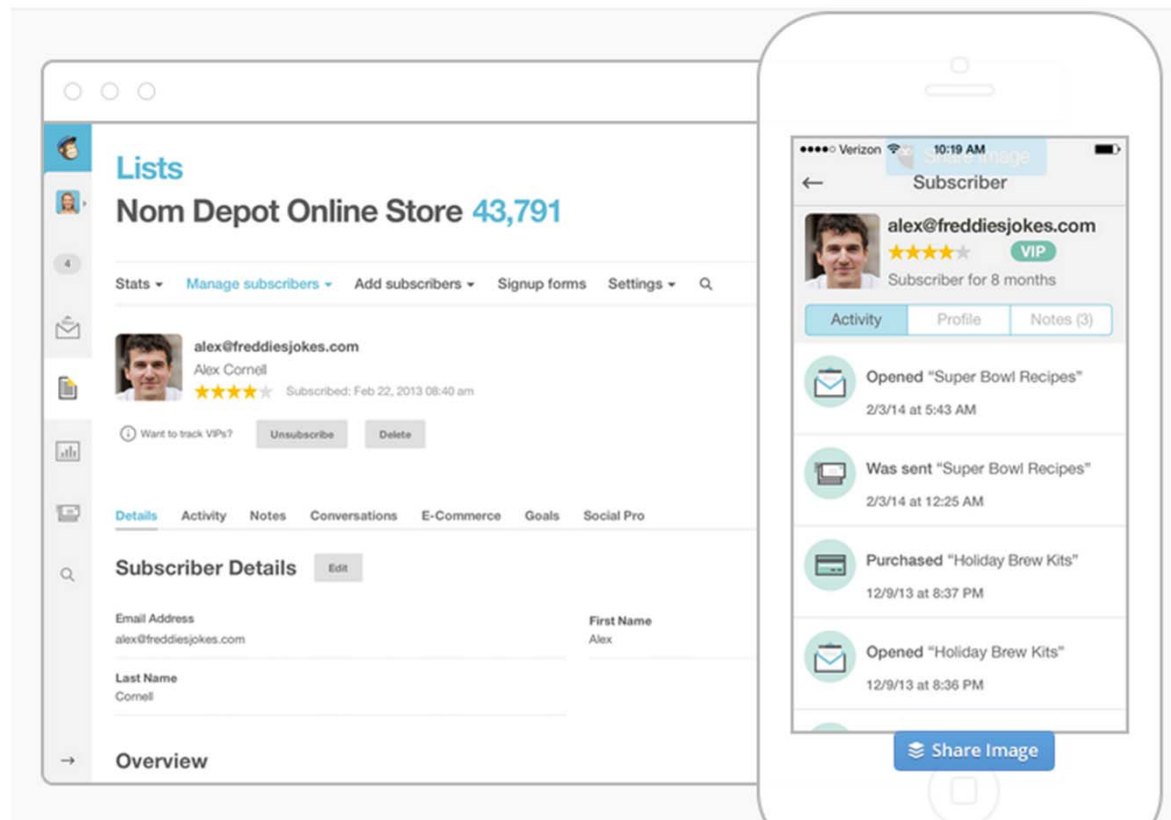
25%

### List growth

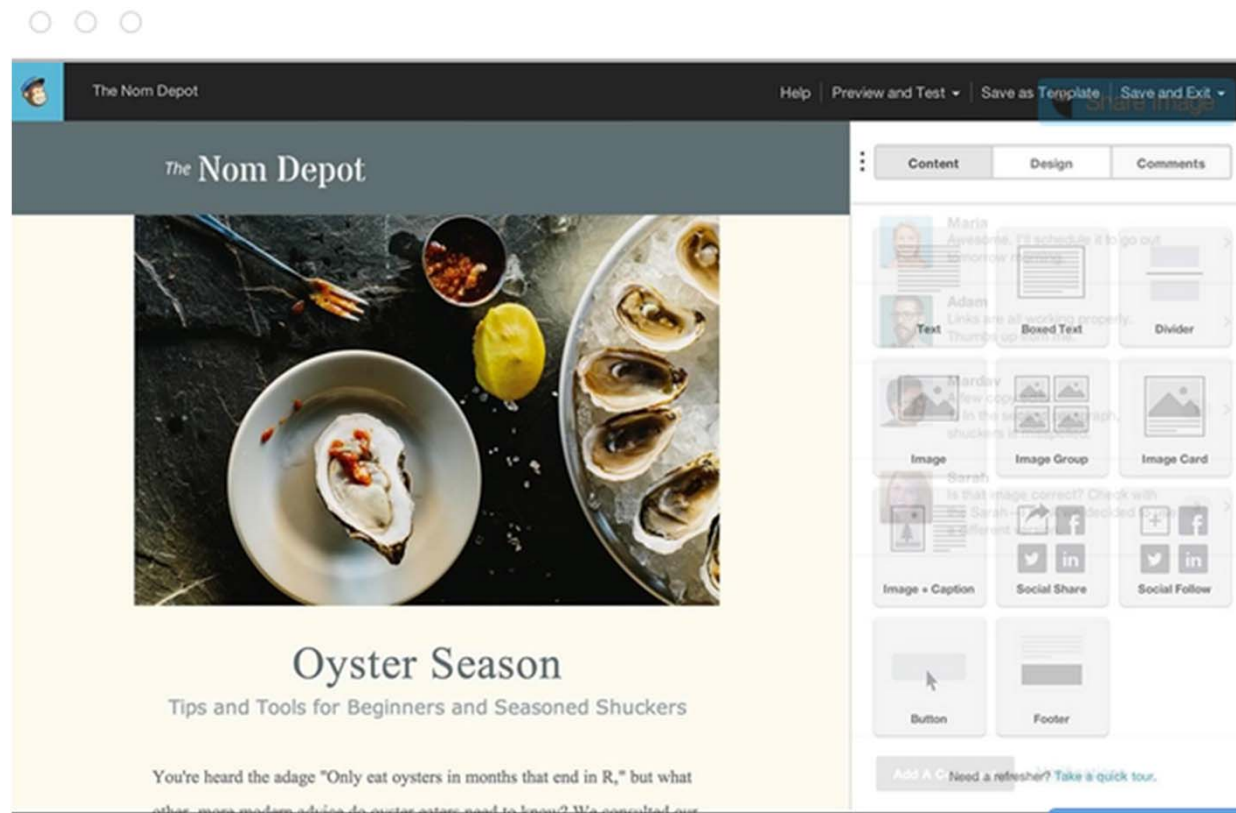
47	2	3	0
Avg Subscribe Rate	Avg Unsubscribe Rate	Total Unsubscribers	Total Cleaned



# Subscriber Profile



# Templates





# Email Subscription



SHARP INSIGHTS ON SOCIAL MEDIA TOOLS AND TECHNOLOGY  
Management • Automation • Content Marketing • Analytics

[HOME](#) [HOW TO USE THE TOOLS](#) [TOOLS USED BY THE EXPERTS](#) [ALL POSTS](#) [ABOUT](#) [CONTACT](#) 



**Michael A. Stelzner**  
CEO and Founder  
Social Media  
Examiner, author of  
books *Launch* and  
*Writing White Papers*

For some of the best  
objective reviews of  
social tools, follow  
RazorSocial religiously

## DOWNLOAD FREE SOCIAL MEDIA TOOLS GUIDE

Sign up to get the latest reports  
on the best social media tools and get  
a **FREE** guide on Social Media Tools

★ ★ ★ ★ ★

Winners of the Social Media Examiner Annual blog Awards'13

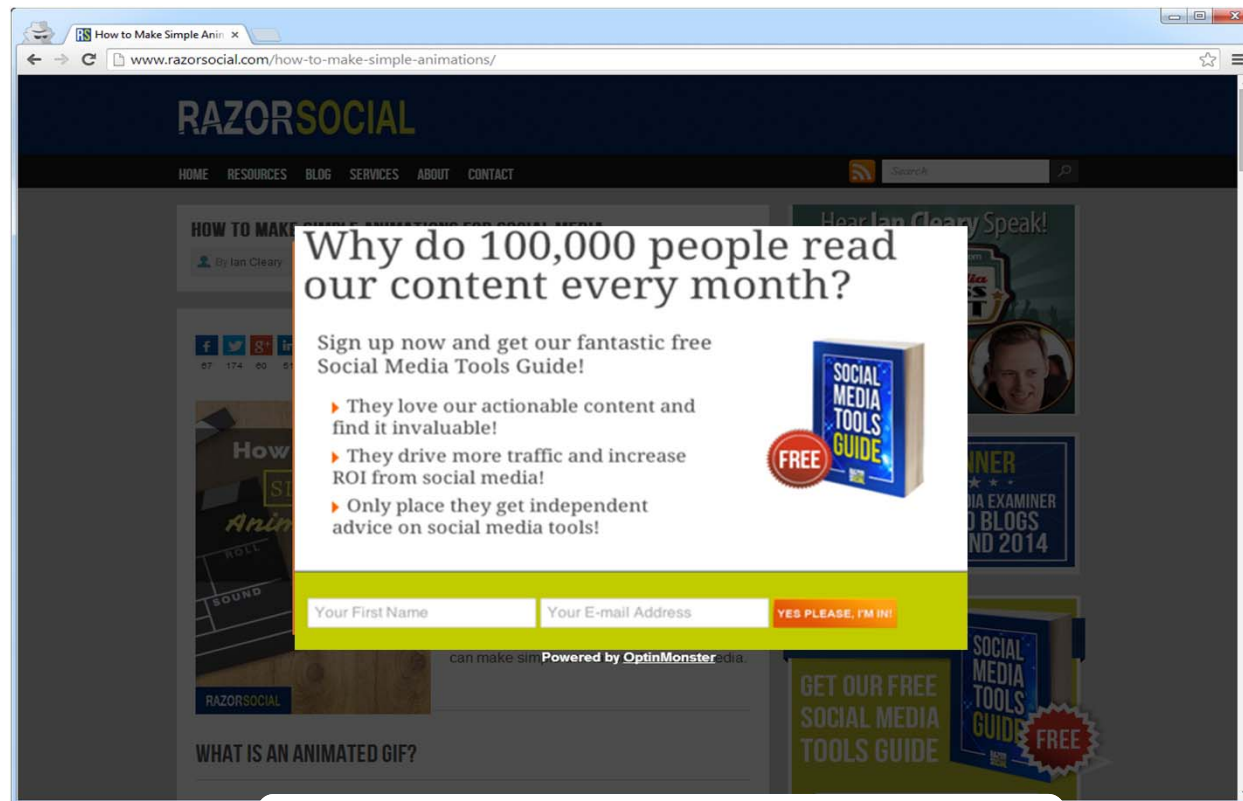
 **GET UPDATES**

### How to Get More Traffic from Google Using Rich Snippets

You are more likely to click on a search result in Google that has a picture, video or star rating displayed as



# Optimize email conversion with an Exit Intent Popup



**RAZORSOCIAL**

[www.OptinMonster.com](http://www.OptinMonster.com)

@IanCleary

# Split Testing of OptinMonster

1.3% Conversion

Why do 100,000 people read our content every month?

Sign up now and get our fantastic free Social Media Tools Guide!

- ▶ They love our actionable content and find it invaluable!
- ▶ They drive more traffic and increase ROI from social media!
- ▶ Only place they get independent advice on social media tools!



<input type="text" value="Your First Name"/>	<input type="text" value="Your E-mail Address"/>	<input type="button" value="YES PLEASE, I'M IN!"/>
--	--	--

2.1% Conversion

Get 1000 Shares on Your Next Blog Post

You can do it. Sign up for our newsletter below to see how.

<input type="text" value="Your First Name"/>	<input type="text" value="Your E-mail Address"/>
<input type="button" value="YES PLEASE, I'M IN!"/>	

## EXERCISE...

You have set up your email and you want to increase conversion rates, what tactics can you use to increase conversion rates?

# Ideas

- Provide something for free
- Social Proof
- Multiple Optins
- More prominent positions
- Test – Change wording

# WEBSITE REVIEWS...

Any volunteers?

TWITTER...





## What is Twitter for..

- Building relationships
- Checking up on news
- Generating awareness/publicity
- Generating leads/sales
- Wasting time!

## Why Tweet...

- If your customers are on Twitter
- If international or local people you can learn from and build relationships with are on Twitter
- You want to build relationships with people that are active on Twitter (e.g. Journalists)
- You don't have time for blogging
- You want to spy but not engage

## Try this...

- Who are your target audience?
  - Customers, Journalists, Industry experts, potential customers?
- How active are they on Twitter compared to other channels?
- How are you going to actively build a following?
- What is your content strategy?

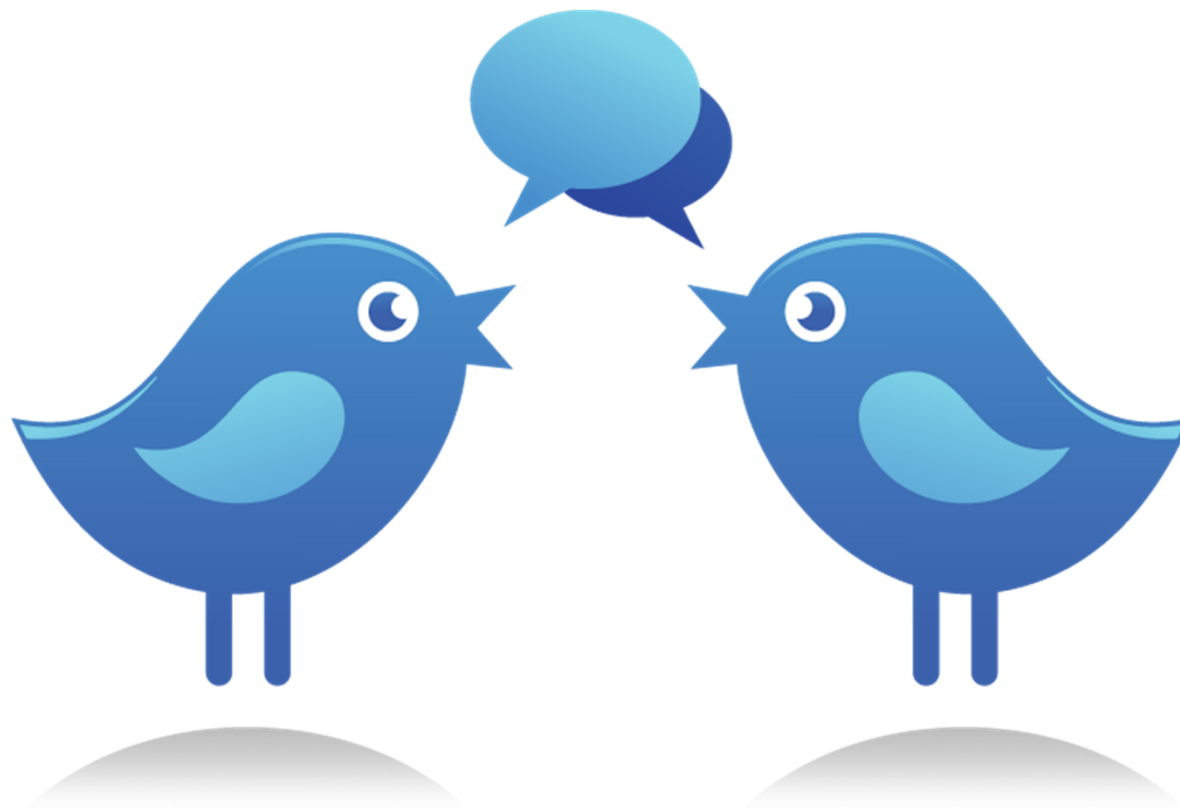
# How to get followers..



## Here you go..

- Share great content
- Follow relevant people (e.g. competitors followers, people in similar industry, etc.)
- Share content from relevant people
- Join in on Twitter chats

## Twitter Chats...



# Tools...

[Home](#) [Blog](#) [Calendar](#) [Newsletter](#)

# TweetChat

## Welcome back! Here's how to use TweetChat:

### 1

#### Sign in to TweetChat.

Signup with Twitter if you don't have an account.

Our login securely authenticates you with Twitter. Once authenticated, you will be returned directly to TweetChat.

If you ever want to sign in as a different user, sign out at Twitter and return to TweetChat.

### 2

#### Choose hashtag to follow.

Hashtags identify specific topics and those hashtags allow TweetChat to connect you with people talking about similar things.

TweetChat helps put your blinders on to the Twitter-sphere while you monitor and chat about one topic.

Choosing a hashtag directs you to a TweetChat room.

### 3

#### Converse in real-time.

Each tweet automatically gets the hashtag added and the room auto-updates.

You can use the "User Control" area to feature people you like or to block spammers.

"Smart pausing" has been added so when you scroll down the page, it will not refresh, helping you avoid replying to the wrong person.

TweetChat.com is brought to you by Internet Media Labs and is powered by oneQube. Follow us on Twitter today: @TweetChat | Privacy Policy



# Blogchat..

Tweet into #blogchat

130

Tweet

URL to shorten

shorten

☒ Add hashtag

clear


Start

Highlight

Block




Retweets


Share Room



Carly Gerard @CarlyGerard  
@pepnet2 @mytypewell Blog post about the transcriber QuickClass should be coming soon! #blogchat




block 2013-10-22 07:26


  



CK-12 Foundation @CK12Foundation  
RT @educhalk: FlexBooks -- Creative Commons Textbooks <http://t.co/CnOk9HTfDE> #moodle #elearning #wordpress #blogchat




block 2013-10-22 07:02


  



Judy Bell @hope2bwell  
Weathering the storm <http://t.co/WWmbM6bMA1> #blogchat #blogging

block 2013-10-22 06:33



Jason Alan Wilkinson @JasonAWilkinson  
RT @AuthorandPoet: THESE THINGS, MUSINGS from the Faultline & the ETERNAL NATURE series <http://t.co/RB2C2Dq94a> #BlogChat #poesia #bookclubf...

block

RAZORSOCIAL

www.TweetChat.com










@IanCleary

# Find Relevant Twitter Followers

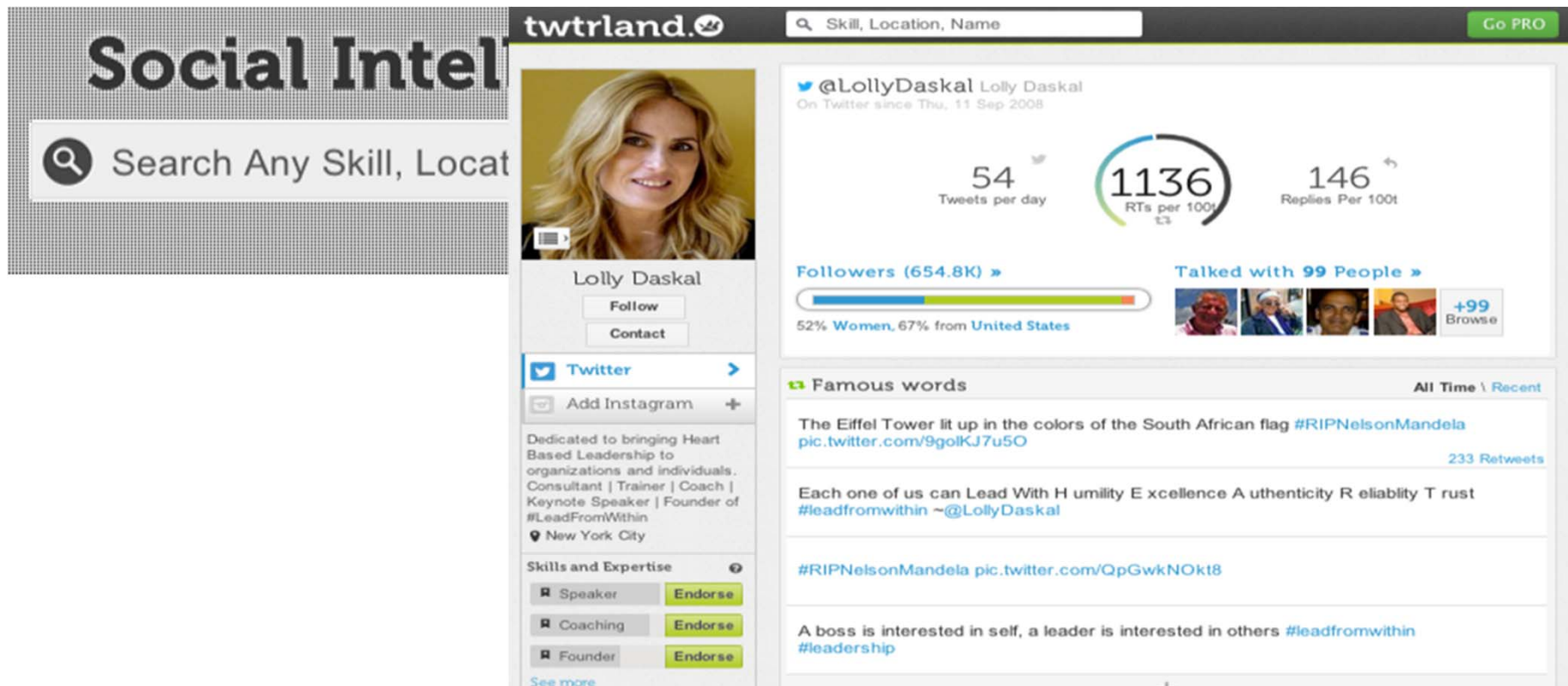
All Fields

OR

☐ Latest Tweets  
☐ Name  
☐ Username  
☐ Website  
☐ Location

		Name	Username	Created	Tweets	Listed	Following	Followers
<input type="checkbox"/>		Mary Fischer	@TheMommyologist	3 yrs ago	17599	978	6576	186557
<input type="checkbox"/>		Anita Mathias	@AnitaMathias1	3 yrs ago	10290	415	21600	27198
<input type="checkbox"/>		Hungry Healthy Happy	@HHH_Dannii	2 yrs ago	5864	52	2946	15078
<input type="checkbox"/>		Kathryn Burrington	@TravelWithKat	1 yr ago	6970	255	6821	6956
<input type="checkbox"/>		Lisa Corcoran	@TravelNotebook	5 yrs ago	6583	182	757	5439
<input type="checkbox"/>		Alison Sandilands	@seemytravels	2 yrs ago	2407	134	3007	4195
<input type="checkbox"/>		Lauren Razavi	@LaurenRazavi	4 yrs ago	5760	39	1062	2077
<input type="checkbox"/>		Danielle	@CruiseMiss	1 yr ago	16041	65	895	1901

# Twitter Analytics



# Twitter Management



# FACEBOOK



# Facebook

- 1.1 Billion Users
- Suited for B2C but B2B can work
- Good for word of mouth promotion
- Videos and pictures work great

# EdgeRank



## What to do...

- Create conversation around topics interesting to your target audience
- Don't create all your conversations around your products



## Example – Ice Cream



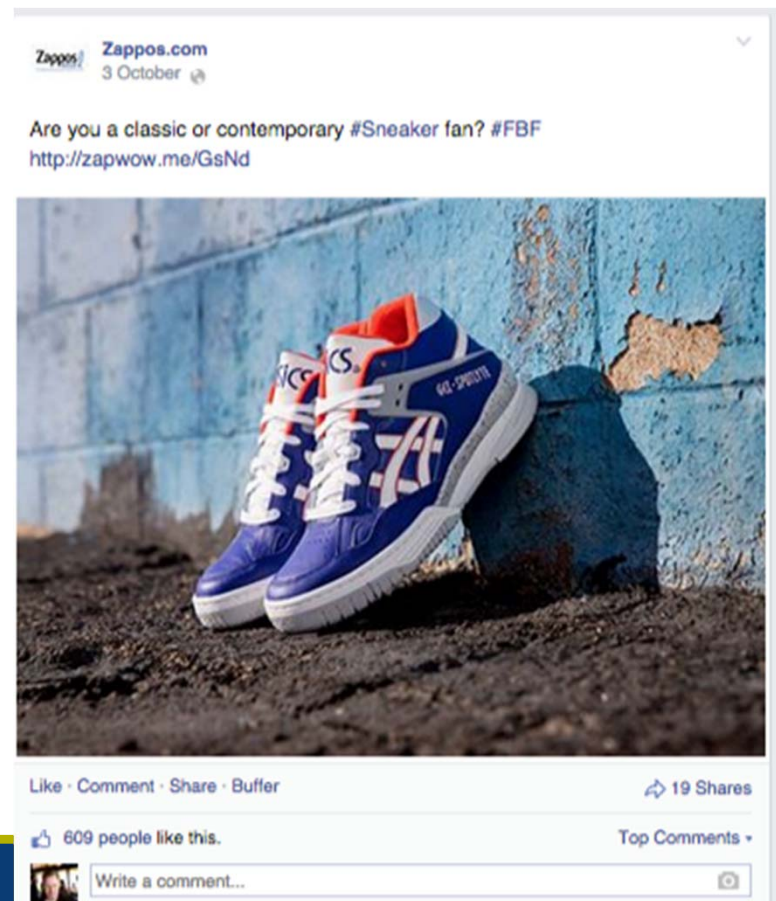
## Example – Orabrush



You've all seen Morgan the Tongue, but how much do you think his actual tongue costume weighs (in pounds)? The closest guess will win an Orabrush prize package!



## Example – Shoes



## Example - Software



## Tips

- Ask Questions
- Plenty of Pictures
- Run Competitions
- Network with other businesses
- Have fun...

## Tips

- Ask Questions
- Plenty of Pictures
- Run Competitions
- Network with other businesses
- Have fun...

# Build Email Subscribers



## Welcome to my official Facebook Page!

Howdy folks!! Thank you for liking my page and becoming my new Facebook friend. I have put together a small video clip to introduce myself and tell you a little bit about what to expect from my Facebook page. I hope you enjoy it. Please come to my wall and say hello. I look forward to your interaction. Thank you.

*Knuttel*

**Enter your details for a FREE Sweepstake\* draw every month to win some of my work. You will also receive lots of other benefits for being part of my V.I.P. list.**

- ★ Enter your details to be in with a chance to win a mystery Knuttelo prize every month.
- ★ Receive special links for free screen savers.
- ★ Knuttelo newsletter with exclusive coupon discount and latest news.

## Enter Your Info Below To Register

**Register Now**

[We respect your email privacy](#)

# PostPlanner for Facebook

The screenshot displays the PostPlanner for Facebook interface. At the top, there's a 'Post to:' dropdown menu set to 'RazorSocial'. Below this are tabs for 'Status', 'Photo', 'Bulk', and 'Blog'. A text input field 'What's on your mind?' is followed by a 'Target' dropdown and '+ Queue' and 'Post Now' buttons. A notification bar says 'Post Added! CLICK HERE to see in plan'. Below this is a 'Sort by most:' section with radio buttons for 'Recent', 'Shares', and 'Likes'. A list of suggested posts follows, including 'Social Media Hasn't Weakened Censorship in China' and 'Tour de France: How social media killed the highlights show'. At the bottom, there's a section for 'Tour de France: How social media killed the highlights show' with a photo of a man. On the right sidebar, there's a 'Status Ideas' section with a 'Questions' dropdown and a 'See more ideas' button. Below this are three questions: 'Which up and coming artists should we keep an eye on?', 'Which natural gift would you most like to possess?', and 'Q: You're checking Facebook right now... but what are you SUPPOSED to be doing?'. Further down is a 'Content Engine' section with an 'Add keyword(s)' input and a 'Get Trending Feed' button. Below this is a 'Trending' section with a list of trending topics: 'social media', 'razorsocial', 'tbex', 'Social Media Examiner', 'Post Planner sources', '@postplanner', 'Post Planner', 'RazorSocial', and '@iancleary'.

Post to: RazorSocial

Status Photo Bulk Blog

What's on your mind?

Target + Queue Post Now

Posts Content Engine Source Engine

Post Added! CLICK HERE to see in plan

Sort by most: Recent Shares Likes

Social Media Hasn't Weakened Censorship in China 10 4

Yesterday from [www.theatlantic.com](http://www.theatlantic.com)

Social Media Company MoPals.com Announces Additions to Its Board of Directors 1 n/a

Yesterday from [www.heraldonline.com](http://www.heraldonline.com)

Tour de France: How social media killed the highlights show 32 12

Yesterday from [www.guardian.co.uk](http://www.guardian.co.uk)

Add to Publisher Open in New Tab

Tour de France: How social media killed the highlights show

From Trending: social media

Status Ideas

Questions

See more ideas

Q: Which up and coming artists should we keep an eye on?

Which natural gift would you most like to possess?

Q: You're checking Facebook right now... but what are you SUPPOSED to be doing?

Content Engine

Add keyword(s)

Get Trending Feed

Trending: social media

Trending: razorsocial

Trending: tbex

Social Media Examiner

Post Planner sources

@postplanner

Post Planner

Post Planner

RazorSocial

@iancleary



## Your Funnel..

- Create content relevant to your target audience
- Build Fans
- Build email subscribers
- Target fans through ads

# EXERCISE

What content are you going to share on Facebook and how are you going to make it profitable for you/your business?

Apps...



LINKEDIN



## Connecting through groups

- Open up members tab of a group
- Find second degree connections
- Find ones with connect button
- Right click to open in new tab
- Do this for 10 people
- Check each of their profiles

## Validate their profile

- Reasonably complete profile
- At least 100 connections
- Good picture
- Relevant to your business
- Connect!

## Personalised Script

Hi John,

We're a member of xxxx and I think we share similar interests. I'd love to connect with you if you are ok with that?

Ian

## Advanced Search

- Find relevant people
- Open them up in tabs
- Select that you worked with them before
- Send a personalised email!



# Advanced Search

SEARCH

Advanced >

All

People

More...

Relationship

☐ All

☐ 1st Connections (0)

☒ 2nd Connections (743)

☒ Group Members (427)

☐ 3rd + Everyone Else (14681)

Location

☐ All

☐ United States (5097)

☐ India (2064)

☐ Ireland (1422)

☒ United Kingdom (1065)


☐ Greater New York Cit... (972)

+ Add

1,065 results

2nd Connections x Group Members x United Kingdom x

Current Company: IBM x Reset




Simon Peel

in 2nd

Director, IBM Mobile Business Europe  
Reading, United Kingdom • Computer Software  
▶ 1 shared connection • Similar

Current: Director, Mobile Business Europe at IBM  
Past: Cast Iron Cloud Business Leader Europe at IBM  
SVP Inside Sales, Marketing & Strategy at Cast Iron ...  
Vice President of Inside Sales & Marketing at Peaksto...

Connect




Nishant Agarwal

2nd

SAP Project / Programme Manager  
Birmingham, United Kingdom • Information Technology and Services  
▶ 1 shared connection • Similar

Current: SAP Programme / Project Manager at IBM Global Bu...

Connect



Peter Eeles

2nd

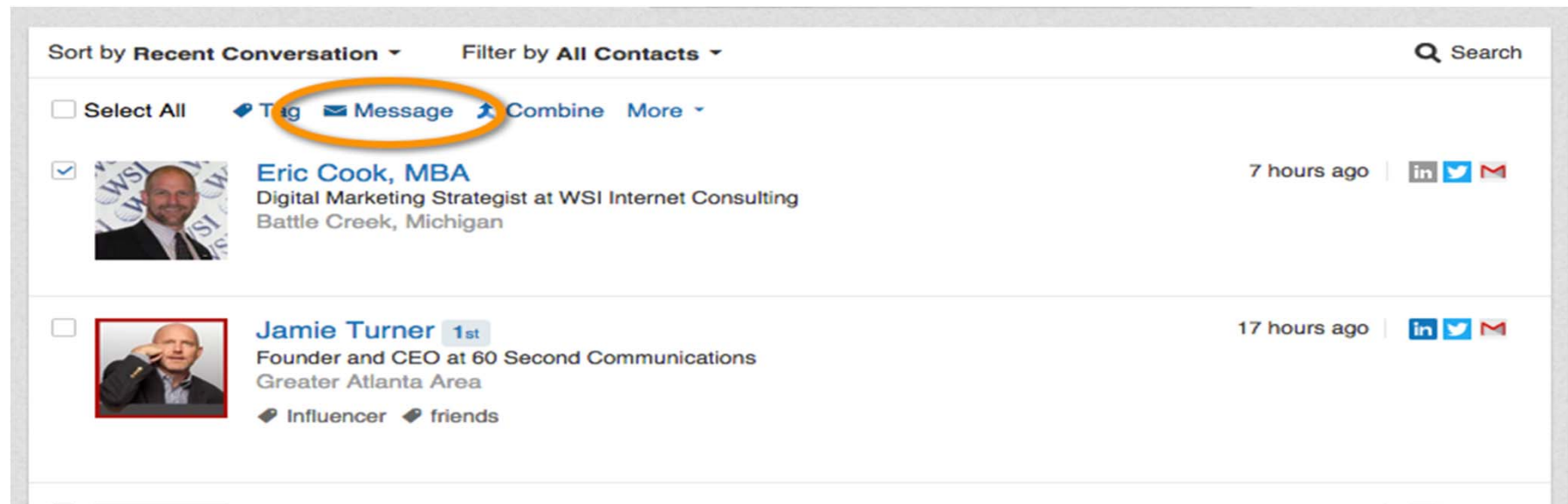
Financial Services Sector Industry Lead, IBM Rational Worldwide  
Tiger Team at IBM  
Reading, United Kingdom • Computer Software  
▶ 1 shared connection • Similar

Connect

Email your connections



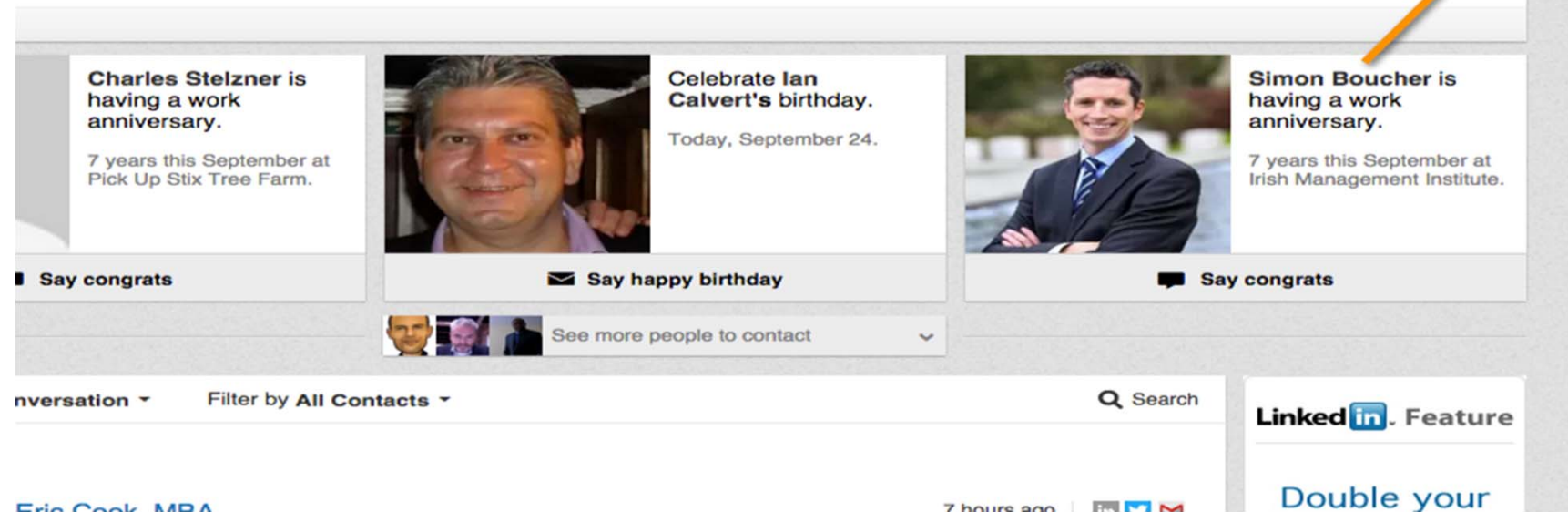
# Email Group of Connections



# Export Connections

## Connections

A healthy professional life starts with healthy relationships



The screenshot shows the LinkedIn 'Connections' page. At the top right, there is a settings icon (a gear) next to a plus icon, with an orange arrow pointing to it. Below the header, there are three main sections for connection events:

- Charles Stelzner** is having a work anniversary.  
7 years this September at Pick Up Stix Tree Farm.  
Action: Say congrats
- Celebrate Ian Calvert's birthday.**  
Today, September 24.  
Action: Say happy birthday
- Simon Boucher** is having a work anniversary.  
7 years this September at Irish Management Institute.  
Action: Say congrats

Below these sections is a 'See more people to contact' link with a dropdown arrow. At the bottom of the page, there is a search bar, a 'Filter by All Contacts' dropdown, and a 'Linked in. Feature' section with the text 'Double your'.

# Export Connections

with healthy relationships

Change

Remove

Sync

its | [Refresh](#)



Change

Settings




Remove

Sync

### Advanced Settings

-  Export LinkedIn Connections
-  Change Timezone: London

### Why sync your contacts and what will happen?

-  Syncing your contact information helps you keep in touch with your most important connections – so you always know the right times to reach out.
-  Syncing your email lets you reference your mail history so you can see the sender and subject line of each of your recent messages in a chronological list. We update everyday.
-  When you sync your calendar, you'll also get to see your meeting history with people, and what's on your plate over the next few days. We also tell you who's in your next meeting, in case you haven't connected. It gets updated daily.

# Rapportive

Cathy Winston



cathyb.winston@gmail.com

Ireland

Programme Director, Strategic Marketing with Digital marketing at Irish Management Institute

MD at Cathy Winston and Company

Business Advisor Coach on IMI team at Enterprise Ireland "Management for Growth"

Business Mentor/Lecturer at DCU Ryan Academy

Implementation Coach at iGap 4 member of community at Connect Ethiopia

@cathybwinston FOLLOW

LinkedIn ✓CONNECTED

Google+ ADD TO CIRCLE


AngelList

Recent Mail COMPOSE

Add a note on this person...


Your notes are private; only you can read them.


# Connecting through Groups


**B2B Social Media**


DiscussionsPromotionsJobs**Members**Search

**Members (17,652)**

**Jason Kinnear** 2nd  
Senior Vice President and National Practice Lead, Technology, Edelman, Toronto, Canada Area  
Follow Jason · See activity · Send message · **Connect**

**victoria davis** 2nd  
Implementatrion & Marketing Consultant, Austin, Texas Area  
Follow victoria · See activity · Send message · Connect

**George Endler** 2nd  
E-Commerce, Social Media, Marketing and Analytics, Greater New York City Area  
Follow George · See activity · Send message · Connect

**Irving Frydman** 2nd  
PR | Content Marketing | Drive website traffic, generate leads, build brand and trust | Tech Industry, Toronto, Canada Area  
Follow Irving · See activity · Send message · Connect

GOOGLE +





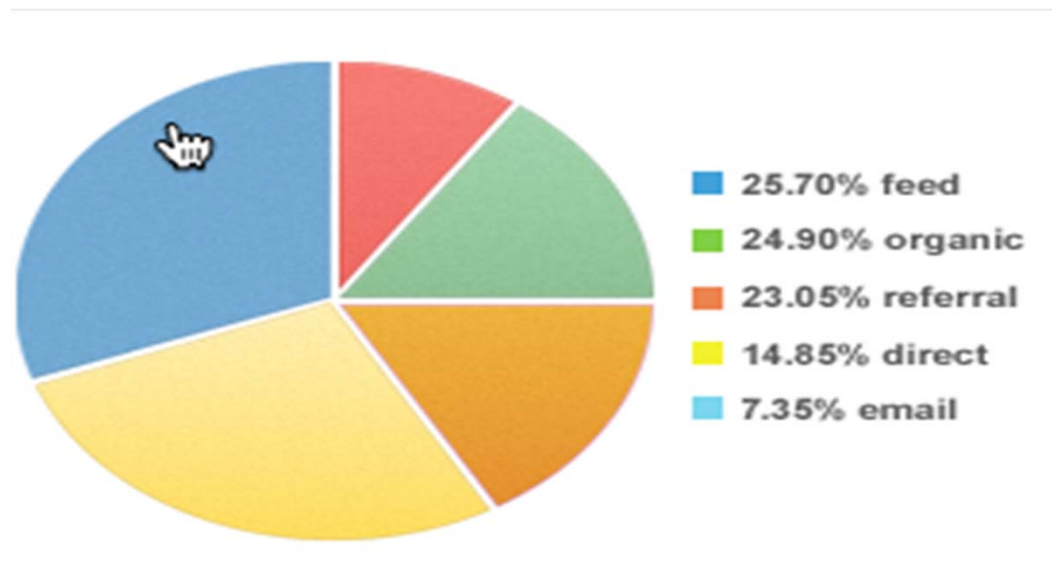
## Tips

- Share your posts through Google+
- Get people to +1 them
- Link your content to your Google account (Google authorship)
- Join relevant communities

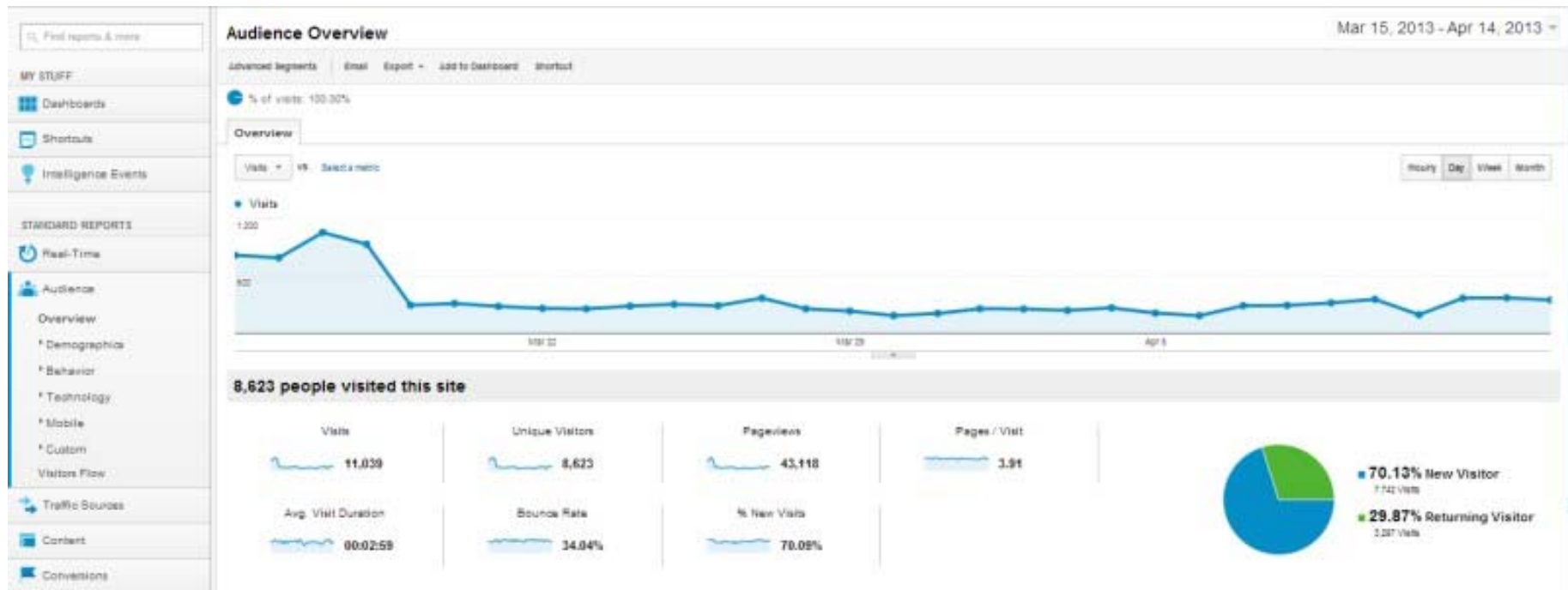
## EXERCISE...

Pick one business, define the channels you are going to use, the type of content you are going to produce and how you are going to convert these people.

# Analytics

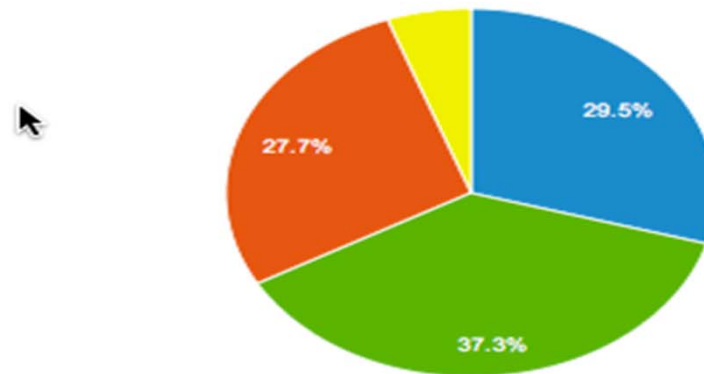


# GA Dashboard



# Traffic Sources

■ Search Traffic ■ Referral Traffic ■ Direct Traffic ■ Campaigns



# Goals

Goal Completions



Goal Value



Goal Conversion Rate



eMail Conversion (Goal 1 Completions)



# Goals

**1 Goal setup**

☒ **Template**

Select a template to start with a pre-filled configuration

**REVENUE**

☐ Place an order Completed purchase or pre-order request

**ACQUISITION**

☐ Create an account Successful sign up, account, or profile created

**INQUIRY**

☐ Contact us Viewed phone number, directions, chat or email

☐ Read reviews Viewed reviews and ratings

☐ Get callback Requested service or a phone call

☐ Live chat Contacted via chat

☐ Update Downloaded or installed new version

**ENGAGEMENT**

☐ Compare information Compared features, products, or options

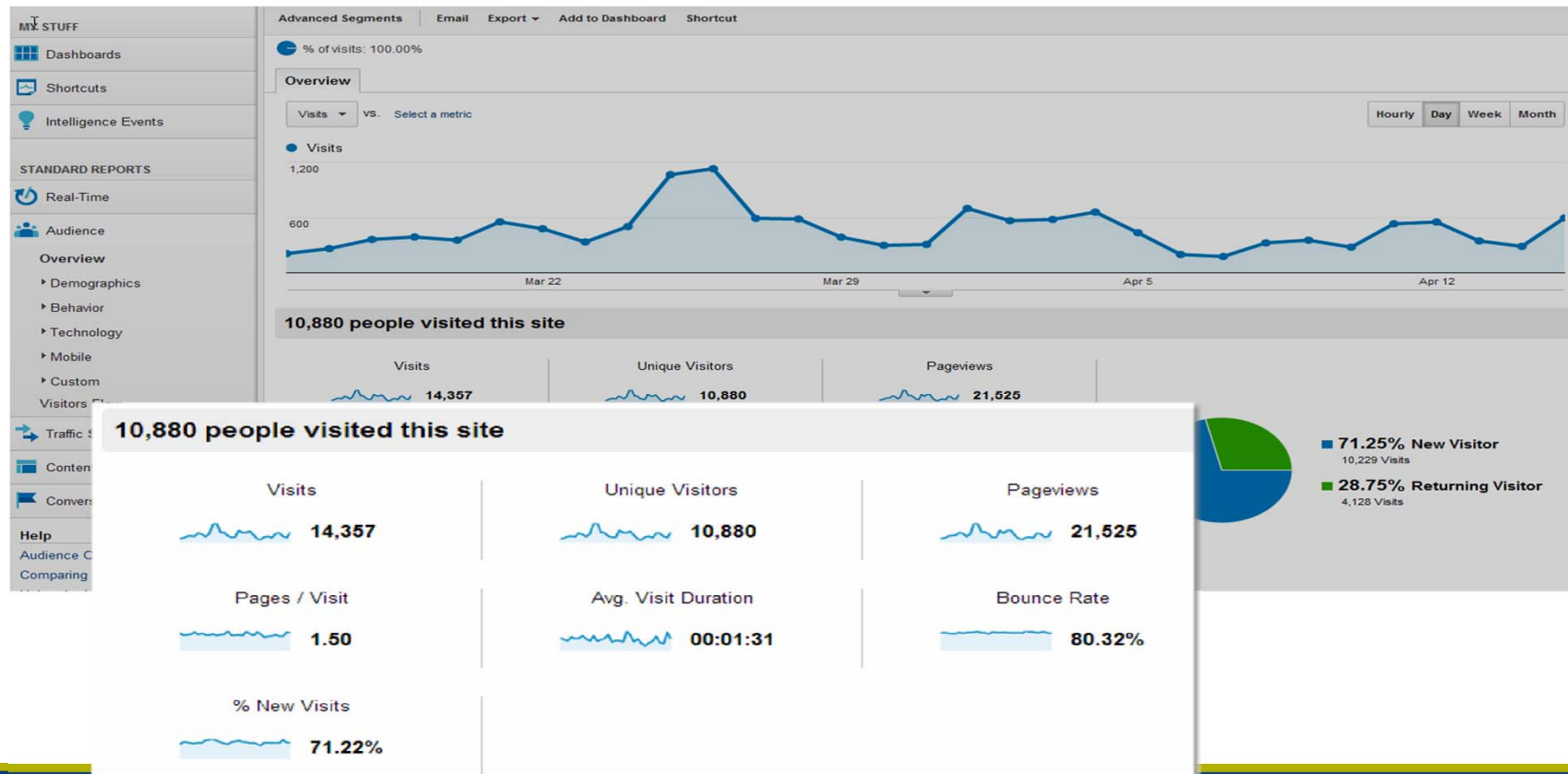
☐ Add to favorites Saved product or information to a list

☐ Media play Played interactive media, like a video, slideshow, or product demo

☐ Share / social connect Shared to a social network or emailed

☐ Sign up Subscribe to newsletter, update alerts, or join group

# GA Dashboard





# Virtual Staff



Got Questions? We're Here to Help!  
**Contact Us TODAY!**

[How It Works](#)

[FAQs](#)

[Testimonials](#)

[Contact](#)

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**Pat Flynn**

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*I was introduced to Chris Ducker's Virtual Staff Finder service and was immediately impressed with the quality of the staff offered to me. I've never seen a more professional and punctual VA hub...[Read More](#)*



**David Risely**

[www.DavidRisley.com](http://www.DavidRisley.com)

*I really appreciate the help of Virtual Staff Finder in helping me track down my first full-time virtual assistant. As any entrepreneur can attest, making that leap can be, well... interesting. But,...[Read More](#)*



**Gideon Shalwick**

[www.GideonShalwick.com](http://www.GideonShalwick.com)

*A while ago I was snowed under with new work as a result of a really successful product launch online. I did not have the time and energy to go out and look for great VA's to help me with the admi...[Read More](#)*

**RAZORSOCIAL**

@IanCleary

\$Fiverr...



**Fiverr Conversion Rate Jumpstart for  
RazorSocial.com**



**Prepared by Rich Page: Website Optimizer**

<http://www.rich-page.com>

**July, 2013**

## Others



## Tips

- Make your newsletter subscription more prominent
- Use convincing text
- Use social proof
- Provide an incentive to subscribe

# Apollo Experience



EVENT NEWS

ABOUT THE EVENT

EVENT SCHEDULE

SPEAKERS

SPONSORS

ABOUT APOLLO 15

MO

## APOLLO 15 ASTRONAUT EXPERIENCE

OVER 7 BILLION PEOPLE LIVE ON PLANET EARTH, ONLY 24 MEN HAVE  
FLOWN TO ANOTHER CELESTIAL BODY. ONE IS COMING TO LIMERICK.

[REGISTER NOW](#)

RAZORSOCIAL

@IanCleary

# Apollo Blog

EVENT NEWS ABOUT THE EVENT EVENT SCHEDULE SPEAKERS SPONSORS ABOUT APOLLO 15



## Would you be this calm?

APOLLO 15 Launch Morning With only hours to go before their moon-shot launch, the crew of Apollo 15 enjoy breakfast. Would you be as clam and relaxed if you were about to strap yourself into a small capsule perched on top of a 363 foot high rocket; which, when ignited, would exert over 7,648,000 pounds-force (34,020,000 N) [...]



## Limerick: Where Apollo Astronauts are Always Welcome

In preparing for the visit of Apollo 15 CMP Al Worden to Limerick, I've been digging through the archives to see when did Limerick last host an Apollo era astronaut. And from what I can see the last official visit of an Apollo Astronaut was in October 1970 when the Apollo 13 crew had a [...]

# APOLL EXPERI

RAZORSOCIAL

@IanCleary

# Apollo Email Conversion

The image shows a screenshot of the Apollo XV Experience website. A pink-bordered modal is centered on the screen, titled "Keep Informed - Sign Up Today!". The modal contains a paragraph asking visitors to sign up for an email newsletter to receive event updates and ticket information. Below this is a bulleted list of benefits: staying informed of event updates, not missing out on ticket availability, getting mission updates, and hearing about future events. At the bottom of the modal is a text input field labeled "Your Email" and a "Sign Up Now!" button. The background of the website is dark with a lunar surface texture. The navigation bar at the top includes links for "EVENT NEWS", "ABOUT THE EVENT", "EVENT SCHEDULE", "SPEAKERS", "SPONSORS", "ABOUT APOLLO 15", and "MORE". The Apollo XV Experience logo is visible on the right side of the modal.

APOLLO XV EXPERIENCE

Keep Informed - Sign Up Today!

Please take a moment to sign-up to our email newsletter so that we can keep you informed of event updates, including the availability & pricing of tickets.

- ▶ Stay informed of event updates
- ▶ Don't miss out on ticket availability
- ▶ Get mission updates
- ▶ Hear about future events

Your Email

Sign Up Now!

# Apollo Experience





# Email to Sale

Kept them informed through latest blog posts



Ran a competition which he promoted through email



Made offers promoted through email



He got sales

But.....

He also has a  
website with traffic  
and a list for sales  
for the next event!

## Email to Sale



*I'm **generating sales for my event** through my email list, and because of the basic optimization of my content I'm **ranking for keywords related to the event** and yesterday I was found on Google by a company who we have now agreed to have a strategic partnership with, **amazed by how well this is working** and it didn't take me a lot of work*

Paul Ryan

Apollo Experience