

FLYTE SCHOOL



twitter



Communicating the Maine Experience through Social Media Marketing



Rich Brooks
flyte new media
<http://www.flyte.biz>
<http://www.flyteblog.com>
<http://twitter.com/therichbrooks>

WARM UP QUESTIONS



- Who here has a blog?
- Who is on Twitter?
- Who has a FB fan page?
- Who has a YouTube channel?
- Who here is comfortable that they are currently reaching 100% of their prospective customers?

TODAY'S GOALS



- To understand social media and...
 - why it's **important**
 - how to **integrate** it into your process
 - how to **measure** your ROI

WHY IS THIS IMPORTANT?



- Twitter has 10+ million users
- LinkedIn has 50+ million users
- Facebook has 350+ million users
- US has 304 million people
- YouTube shows 1.2 billion videos/day
- ***All these stats are out of date!***

HOLISTIC WEB MARKETING



- Attraction
- Retention
- Conversion
- Measurement



<http://www.flickr.com/photos/myklroventine/>

SOCIAL MEDIA



- The Business Case for Social Media
 - Conversations
 - Customers
 - Competitors
 - Cost



EFFECTIVE SOCIAL MEDIA



- Requires a 5 step process:
 - What are your **goals** for 2010?
 - What **strategies** will get you there?
 - What **tactics** will you need to use?
 - How are you going to **execute**?
 - How are you going to **measure**?

SOCIAL MEDIA STRATEGY



“You cannot have a social media strategy without a content strategy.”

--Susan Cato

WHERE DO YOU START?



- **Your Blog**
 - Most established tool
 - Your social media hub



WHY BLOG?



- **The Business Case for Blogs**
 - SEO
 - Establish your expertise
 - Lead generation
 - Home for your Intellectual Property
 - Broader Reach

THREE FACES OF BLOGS



BLOGGING QUESTIONS



- How do people find my blog?
- How often should you blog?
- How long should a blog post be?
- Is it OK to outsource your blogging?

TWITTER TIPS



twitter



- Reserve your handle
- Build an interesting profile
- Search on keyphrases, follow & engage
- Twitter specials
- Promote blogs, videos, etc.

TWITTER HOW-TO VIDEOS



<http://www.squidoo.com/twitter-video-guide>

or Google:

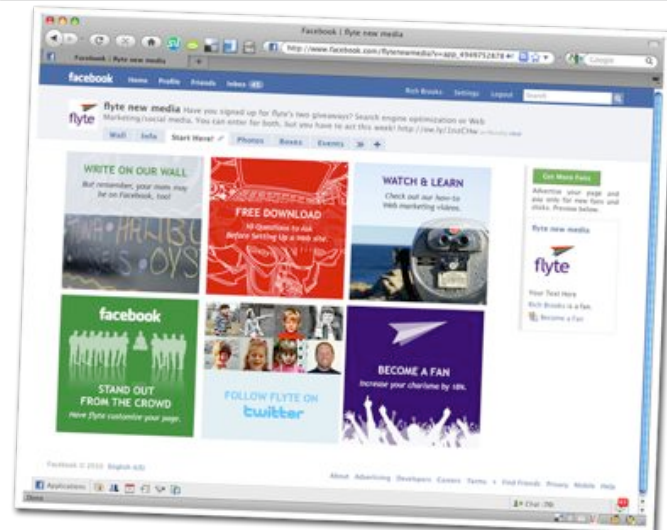
ultimate twitter video guide

FACEBOOK TIPS

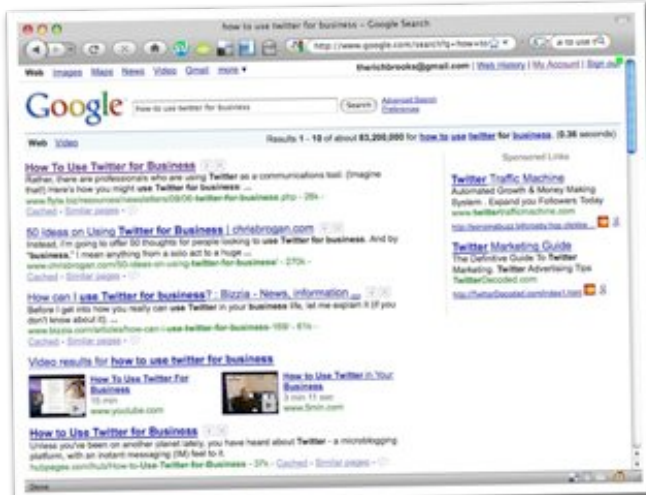


- Profile
- Fan Page
- FB ads
- Run FB specials
- Encourage activity

CUSTOMIZE YOUR FAN PAGE



THE IMPORTANCE OF VIDEO



VIDEO TIPS



- Use keyword-rich titles & descriptions
- Use calls-to-action & links to your site
- Don't stop at YouTube
- Embed in site, blog, fan page, etc.

PHOTO SHARING



- **Photo Tips:**
 - Use on site, blog, etc.
 - Title, tag & describe
 - Create slide shows



TIME MANAGEMENT



- Ping.fm
- TubeMogul
- TweetDeck
- RSS



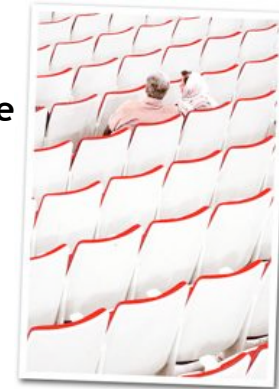
LOCATION-BASED APPS



HOW TO BUILD AN AUDIENCE

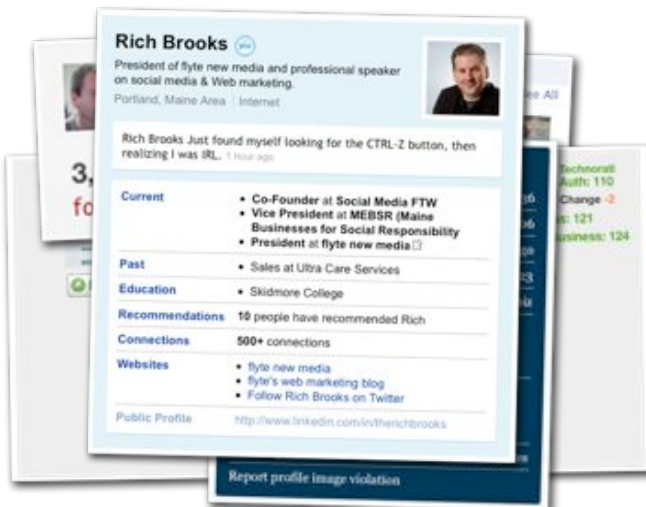


- Complete your profile
- Upload your contacts
- Build organically
- *Provide value*



<http://www.flickr.com/photos/sharif/>

SOCIAL MEDIA ROI

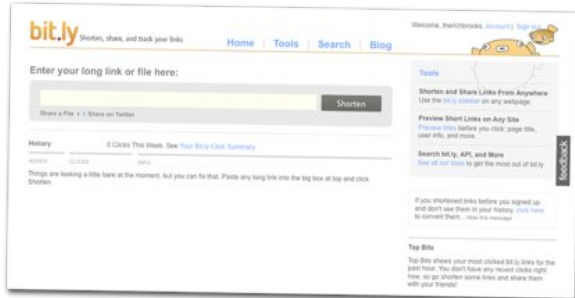


ROI: REFERRERS



Source	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. images.google.com	435	1.25	00:00:16	97.93%	76.39%
2. facebook.com	378	2.12	00:02:32	70.90%	60.58%
3. images.google.co.in	180	1.26	00:00:31	93.33%	82.78%
4. images.google.co.uk	61	1.28	00:00:25	96.72%	75.41%
5. madsenbusiness.com	61	2.00	00:30:56	70.49%	59.02%
6. google.com	54	1.52	00:00:22	72.22%	79.63%
7. anshulbusiness.com	48	1.20	00:00:31	89.60%	91.84%
8. facebook.org	47	1.45	00:01:08	95.74%	89.36%
9. yahoo.com	45	1.09	00:00:18	88.89%	93.37%
10. facebook.com	42	1.57	00:02:07	54.76%	71.43%
11. studentloop.com	36	1.22	00:00:32	100.00%	77.78%
12. yahoo.com	36	1.09	00:00:19	81.11%	80.00%
13. images.google.ca	35	1.01	00:00:16	94.29%	80.00%
14. images.google.com.pk	33	1.12	00:00:08	90.91%	87.88%
15. images.google.com.au	26	1.08	00:00:00	50.00%	92.31%
16. images.google.de	22	1.45	00:00:37	100.00%	84.55%
17. images.google.com.tr	21	1.19	00:00:20	90.48%	85.71%
18. marketingmagazine.com	18	1.20	00:00:39	100.00%	88.47%
19. blog.business.com	18	1.00	00:00:20	94.44%	100.00%
20. images.google.fr	17	1.18	00:01:00	88.24%	82.35%

ROI: CONVERSIONS



What's happening?

4

Why does your competition outrank you on Google and what can you do? Sign up for flyte's SEO Webinar and find out! <http://bit.ly/8MRyph>

Latest: Hey, FB just crossed 350mil users. Can anyone send me a link to up2date user stats for LI, Tw and YouTube... about 1 hour ago

update

SOCIAL MEDIA TAKE AWAY



• Social Media:

- Must be part of a bigger strategy
- Must be purposeful
- Must provide value
- Must be measured



THANK YOU



Rich Brooks
flyte new media
136 Commercial St., Ste 201
Portland, ME 04101

<http://www.flyte.biz>
<http://www.flyteblog.com>
<http://twitter.com/therichbrooks>