



The big question

- ► How are other small businesses using social media?
 - **→** What is working now?
- Format
 - → 9 successful social media examples
 - All small businesses
 - B2B and B2C
 - → What they're doing right and how you can benefit



Michael Stelzner



- Founder and CEO, Social Media Examiner
- Author
 - ★ Launch: How to Quickly Propel Your Business Beyond the Competition
 - ★ Writing White Papers: How to Capture Readers and Keep Them Engaged



Twitter:
@mike_stelzner





Why social media marketing?

- 61% of small businesses are landing new business through social media (Crowdspring)
- **▶** 80% of all online Americans use social media (*Nielsen*)
- Small businesses are investing heavily on social media but find the costs to be very affordable (*Zoomerang*)









THE LATEST FROM ANA

- Arts and Crafts Play Table http://t.co/010Y98Xt about 20 hours ago
- Excited to meet you too!
 @dollarcraft: Excited to
 see @_anawhite at
 @snapconf in April!!
 http://t.co/6Z2z0BXN 1 day
 ago
- What Next? http://t.co /kbytL87y 3 days ago
- > Follow @ anawhite

Jsername: *	
Password: *	
Log in Connect with Facebook	
Sign in using Facebook Log in using OpenID	
Create new account	

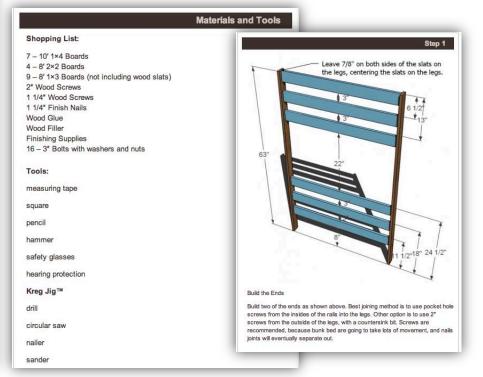
Small Business
with Social Media



Gives away valuable information

About Project These bunk beds are unique because they are easy to build and can be assembled and disassembled easily. Ladder is integrated into the design. **Dimensions Dimensions:** Dimensions: Dimensions are shown above. Fits standard 39" x 75" twin mattress, shown with 6" mattresses.

All plans are free

















Uses Facebook to reveal new designs









Key Takeaways

- http://ana-white.com/
- Give away your best information for FREE
- Empower your community to create content
- Be personal



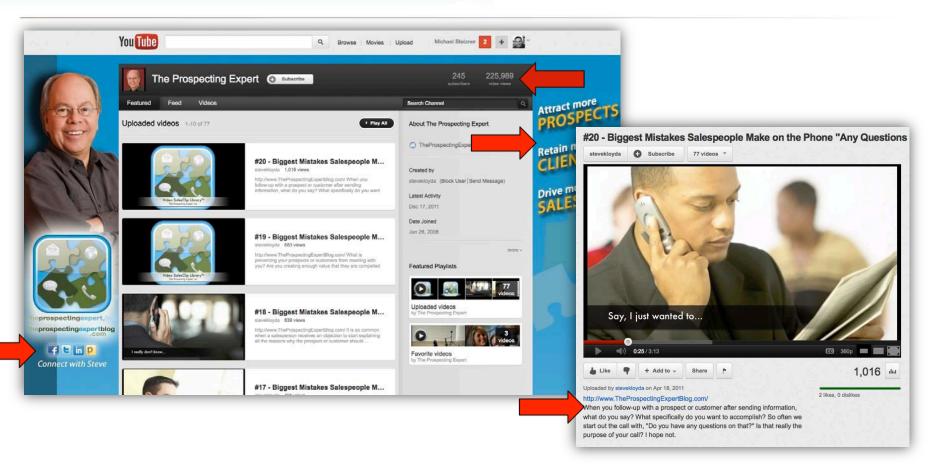














Consistent brand across platforms







Small Biz SUCCESS SUMMENT PRESENTED BY SocialMediaExaminer.com

Developed a mobile app

Includes blog posts, expert action ideas, video library, prospecting minute podcast

Designed by touchopia.com





Key takeaways

- http://www.theprospectingexpert.com/
- Consistent brand on all channels
- Got a mobile audience? Make an app
- Consider video and audio podcasting



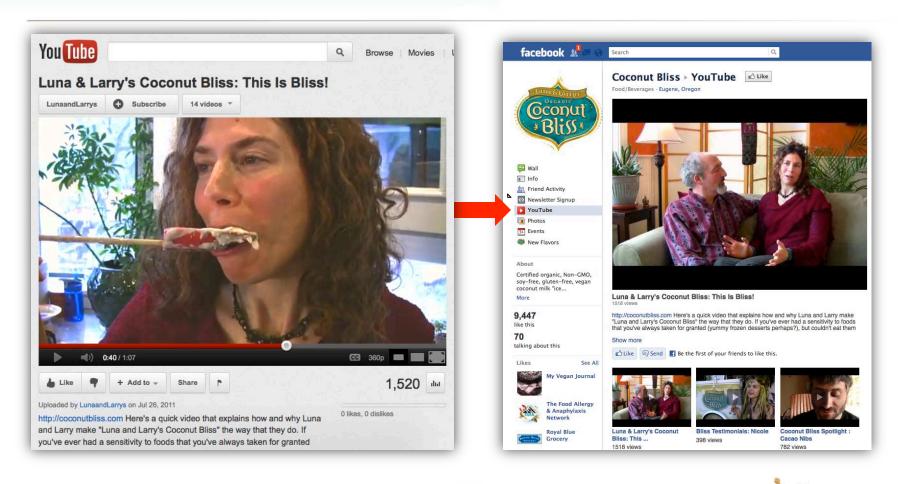


3. Coconut Bliss, organic ice cream





YouTube videos on philosophy

















Contests attract and engage fans







Key takeaways

- http://coconutbliss.com/
- Use of personable and engaging photos across social channels
- Create and distribute informative videos on blog, YouTube, Facebook...





4. Jamaican's Music: Online radio

- Used social media to achieve explosive growth
- ► 1.5 million new fans in 4 months























Leverages social proof





Key takeaways

- http://www.jamaicansmusic.com/
- Leverage social proof
- Use Facebook to full potential
- Give people reasons to keep coming back (contests, radio, videos)





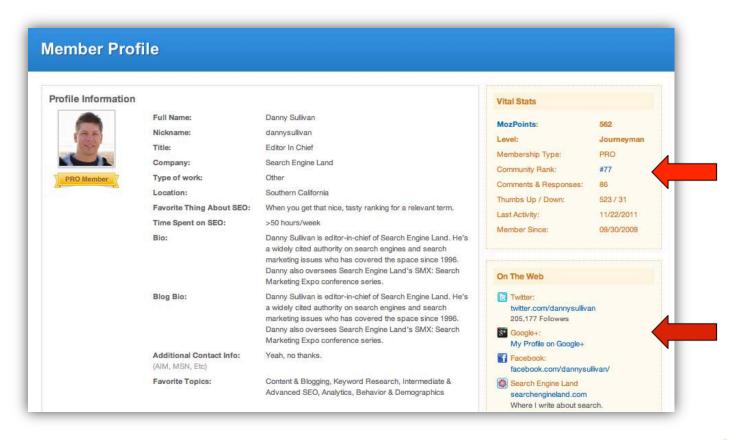
5. SEOMoz: Online software (B2B)







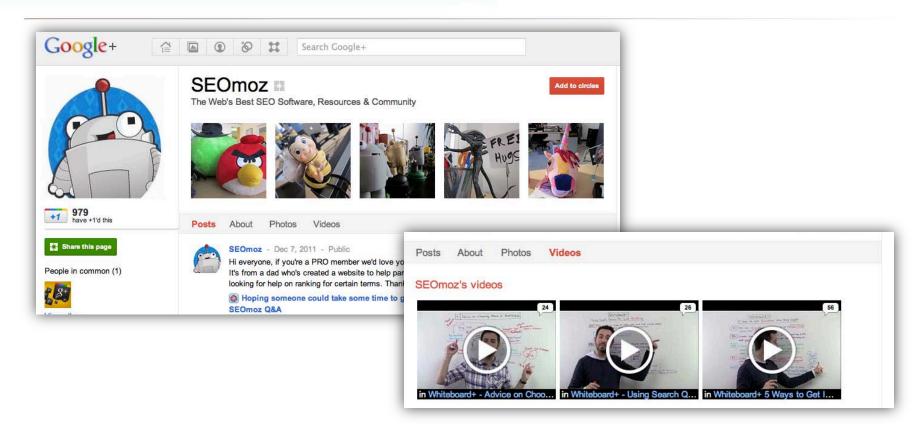
Designed a social network onsite







Uses photos and video on Google+













Key takeaways

- http://www.seomoz.org/
- Create and empower a community
- Add social sharing and voting to your blog content
- Use gaming mechanics to increase engagement on your site





6. Jarvie Digital Photography

Wedding and nature photographer

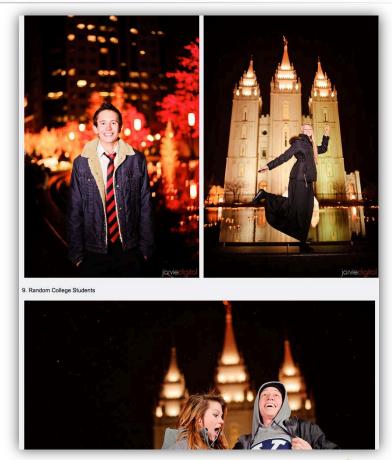
















Showcases work on Facebook

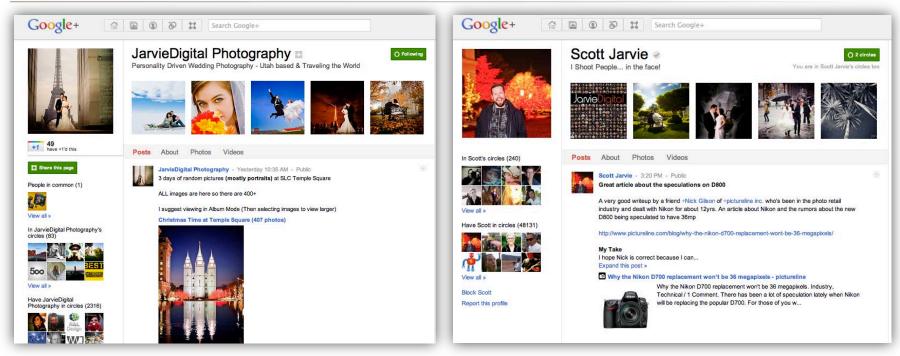








Google+ personal and pages



- Scott uses pages to feature photo projects
- More engaged with comments and sharing resources on his personal profile



Key takeaways

- http://photos.jarviedigital.com/
- Leverages highly visual mediums on blog, Facebook and Google+





7. Easy Lunch Boxes



- Maker of healthy, green lunch boxes and containers
- Started by a mom (still a solopreneur)





Social sharing



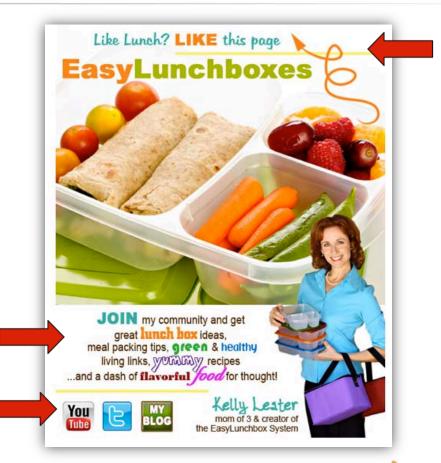








- Keep branding exciting
- Tell people what to expect
- Share valuable content for your audience







Key takeaways

- http://www.easylunchboxes.com/
- Choose the channels that will work best for your audience
- Give people a reason to follow or subscribe
- Incorporate video and photos





8. Social Media Explorer (B2B)

Consultancy and online paid community











@Eric_Urbane The Urbane Way



Andrew Hanelly Engage (TMG Custom Media) Really Bad Parenting Advice



Secret Sushi



Mark Ivey @markivey Ion Digital



@nichole_kelly Full Frontal ROI



@AngelaMaiers Angela Maiers

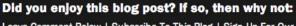


Ike Pigott @ikepigott



Occam's Razr









ABOUT MARK SMICIKLAS





Mark Smiciklas is a Digital Strategist based in Vancouver, BC. His firm, Intersection Consulting, delivers practical marketing plans and implementation strategies based on the dynamics of online search, social media and brand journalism. Mark is passionate about the evolution of social business, visual thinking & teaching and hangs out fulltime at the Intersection Marketing Blog. You can follow Mark on Twitter at Intersection 1.





Stephanie Schwab Socialologist



@intersection1 Intersection Consulting

Other posts by Mark Smiciklas





Key takeaways

- http://www.socialmediaexplorer.com/
- Strong focus on Twitter
- Feature your authors prominently



9. Orabrush



- After years of failed attempts, Dr. Bob Wagstaff tried YouTube (age 75)
- He turned a \$500 investment into 44 million views and \$1.6 million in sales in less than 3 years
- Now product carried by Wal-Mart and CVS
 Pharmacies



His first video had over 16 million views







Social proof

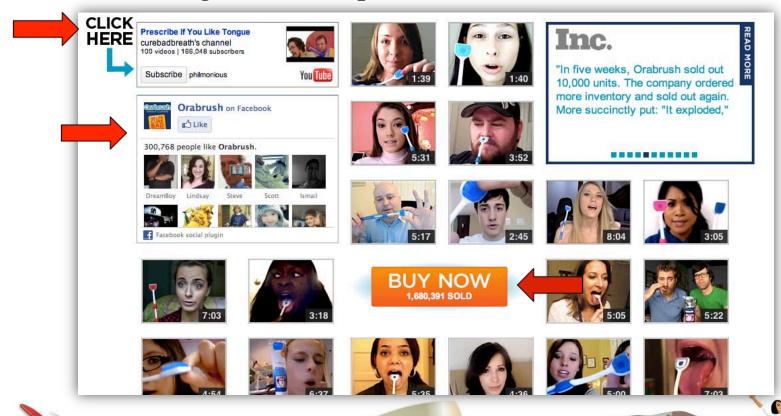






Posts regularly to YouTube...

...and integrate across platforms





Keeps fans on website

Integrate Facebook onto your website







Key takeaways

- http://www.orabrush.com/
- Strong use of social proof
- Keeps people on site by embedding videos and Facebook
- Consistent branding across platforms (blog, Facebook, YouTube)





9 lessons you can learn

- Give away your "secret sauce"
- Create a consistent look across social channels
- Leverage photographs to convey emotion
- Give folks a reason to keep coming back
- Create a community & reward participation
- Use video to show stories and examples
- Give special content to fans and subscribers
- Showcase employees and writers
- Create highly sharable content & embed sharing options





How to learn a lot more





How to learn a lot more...

- Professional development event for small businesses
 - How to best grow your small biz with social media
 - **→** Feb. 1 to 23, 2012
- Biggest small biz social media pros (28 experts)
 - → John Jantsch, Anita Campbell, Mike Stelzner, Mari Smith, Jesse Stay, Hollis Thomases, Joe Pulizzi, Brian Clark, Lee Odden and many more!











- 12 book authors
- Case studies and how to from small business owners
 - → B2B & B2C; Jarvie Photography & Easy Lunch Boxes

Presentation topics:

- Developing a social media strategy
- Finding and engaging your target audience
- ★ Selling with social media
- Measuring success
- + Facebook, Google+, blogging, LinkedIn, Twitter & video marketing





Why you should attend...

- Quickly implement effective small business social media marketing techniques
- Uncover how to sell your products and services via social media
- See what pros are doing
- > 99% of last summer's attendees would recommend their friends attend



SMAIL BY SUCCE SUMMA PRESENTED BY SocialMediaExamine.

Special offer

Summit ticket price: \$597

> Special offer: ONLY \$297 (50% off!)

Fine print

→ Offer expires this **Thursday**, **Jan. 19**th, at midnight Pacific

→ Go here: bit.ly/sbss12half







- John & Mike take your questions about social media marketing
- Special offer at bit.ly/sbss12half for Small Biz Success Summit 2012!
 - **→** Save 50%! Only \$297
 - → Offer expires this Thursday, Jan. 19th at midnight



