



**SOCIAL MEDIA
MARKETING
WORLD**

9 Ways to Improve Your Social Media Marketing

Presented by
**Michael Stelzner, Andrea Vahl
& Rich Brooks**

What you'll learn



☀ 9 tips to help you grow your business via

- ★ Facebook
- ★ Twitter
- ★ LinkedIn
- ★ YouTube
- ★ Blogs
- ★ And more!

☀ hashtag: #smmw13



Andrea Vahl



- ☀ Co-author, *Facebook Marketing: All-in-one for Dummies*
- ☀ Social media consultant for small businesses
- ☀ Community manager for Social Media Examiner's Facebook page



Twitter: @andreavahl



Rich Brooks



- ☀ President of flyte new media
- ☀ Small business owner
- ☀ Blogs for:
 - ★ Flyte blog
 - ★ FastCompany.com
 - ★ Social Media Examiner



Twitter: [@therichbrooks](https://twitter.com/therichbrooks)



Michael Stelzner



- ☀ Founder of Social Media Examiner
- ☀ Host of Social Media Marketing Podcast
- ☀ Author
 - ★ *Launch*
 - ★ *Writing White Papers*



Twitter: [@mike_stelzner](https://twitter.com/mike_stelzner)



#1: Effortless social sharing



2012 Social Media Marketing Industry Report

By [Michael Stelzner](#)
Published April 3, 2012 | [Edit](#) [Print](#)

Are you wondering how your peers are using social media?

Wondering if you should focus on Google+ or Pinterest?

In our fourth annual social media study, **more than 3800 marketers reveal where they focus their social media activities**, how much time they invest and what the rewards are.



3,271 [Tweet](#)



What do you think about these findings? Please share your comments in the box below.

3,271 [Like](#) 1,705 [Share](#) 542 [+1](#) 178 [Buffer](#)

[Tweet](#) [Like](#) [Share](#) [+1](#) [1](#) [Buffer](#)

[Send](#)

153 [Pin It](#)

Tags: [free report](#), [michael stelzner](#), [social media industry report](#), [social media marketing](#), [social media research](#), [social media study](#)

ABOUT THE AUTHOR, Michael Stelzner

Michael Stelzner is the founder and CEO of Social Media Examiner, and author of the books *Launch* and *Writing White Papers*. He's also the host of the Social Media Marketing podcast.

Other posts by [Michael Stelzner](#) »



WP-Twitter Retweet Button, Digg Digg & Pinterest "Pin It" Button Lite



Verbal tweets



What is **clicktotweet**?
Clicktotweet is the best, easiest and simplest way to promote and advertise your stuff on Twitter.

This is a simple tweet

118 [Generate Link!](#)



Help Us Spread the Word!

Please let your Twitter followers know about this podcast. [Simply click here now to post a tweet on Twitter.](#)

If you enjoyed this episode of the Social Media Marketing podcast, please [write a review and subscribe](#)

SocialMediaExaminer.com/love/

Pretty Link Add Link

Redirection Type: 307 (Temporary)
To Enable Cloaked, Meta-Refresh, Javascript, etc.

Target URL*:

Pretty Link*: <http://www.socialmediaexaminer.com/doc>

Twitter interface showing a tweet:

What's happening?

I love the Social Media Marketing podcast with @Mike_Stelzner! Check it out: <http://bit.ly/SMMpodcast> (tell your friends)

23 [Tweet](#)



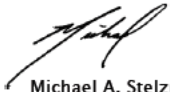
Tweets in PDF files



I hope you enjoy it! **If you find value here, please let your peers know about this report.**


You can find the original page for the report here:
<http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2012/>

All my best!



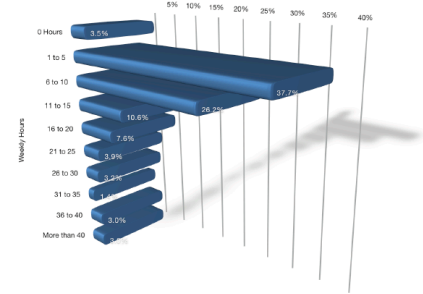
Michael A. Stelzner
 Founder, Social Media Examiner

SHARE THIS DOCUMENT




2012 Social Media Marketing Industry Report SocialMediaExaminer.com © 2012 Social Media Examiner Page 2 of 42

Weekly time commitment for social media marketing



A significant 59% of marketers are using social media for 6 hours or more and 33% for 11 or more hours weekly. It's interesting to note that nearly 15% of marketers spend more than 20 hours each week on social media.

Those with more years of social media experience spend more time each week conducting social media activities. For example, 77% of people with 3 or more years of experience commit more than 6 hours weekly to social media marketing. And 24.5% of this crowd are spending 20 hours or more each week.

more experienced social media users are spending less time with social media to our 2011 findings. Only half of marketers with more than 3 years are spending 10 or more hours each week on social media, down from 63%

Media Marketing Examiner SocialMediaExaminer.com © 2012 Social Media Examiner Page 12 of 42

How to Add Retweet Buttons in Your PDF Documents

By Michael Stelzner
 Published November 3, 2009 | Edit | Print

<http://www.socialmediaexaminer.com/how-to-add-retweet-buttons-in-your-pdf-documents/>



#2: Use images often

- ☀ Humorous, thought-provoking, or educational
- ☀ Unique and branded
- ☀ Give a call to action



Get creative



Social Media Examiner
Yesterday

New Article: 6 Tips for Using LinkedIn the New Endorsements. Have you started using them? - Andrea
<http://www.socialmediaexaminer.com/linkedin-endorsements/>

6 Tips for Using LinkedIn the New Endorsements

By Linda Coles
Published October 11, 2012

A word of praise goes a long way in social media.

LinkedIn recently made the endorsement process super-easy with just a simple click.

LinkedIn Endorsements are now live across the United States, India, Australia and New Zealand, and rolling out to everyone else over the coming weeks.

How LinkedIn Endorsements Can Help You

Although it's too early to tell how valuable these endorsements will be to your LinkedIn networking, they are now an option on your LinkedIn profile, whether you choose to show them on your public profile or not.

Linda Coles' Skills & Expertise
Professional Speaker Social Media Consultant LinkedIn Speaker

Like · Comment · Share 44

EntrepreneurOnFire.com, Vladimir Tešić, 9049 Social Media Marketing and 38 others like this.

View All 4 comments

George Takei
August 7

Often the best thing that can happen is to fall flat on your face. It is through failure that we truly learn.

FAMOUS FAILURES

Michael Jordan After being cut from his high school basketball team, he went home locked himself in his room and cried.	The Beatles Rejected by Decca Recording studios, who said "we don't like their sound" - "They have no future in show business"	Eminem A High School dropout, whose personal struggles with drugs and poverty culminated in an unsuccessful suicide attempt...
Steve Jobs At 30 years old he was left devastated and depressed after being unceremoniously removed from the company.	Walt Disney Fired from a newspaper for "lacking imagination" and "having no original ideas"...	

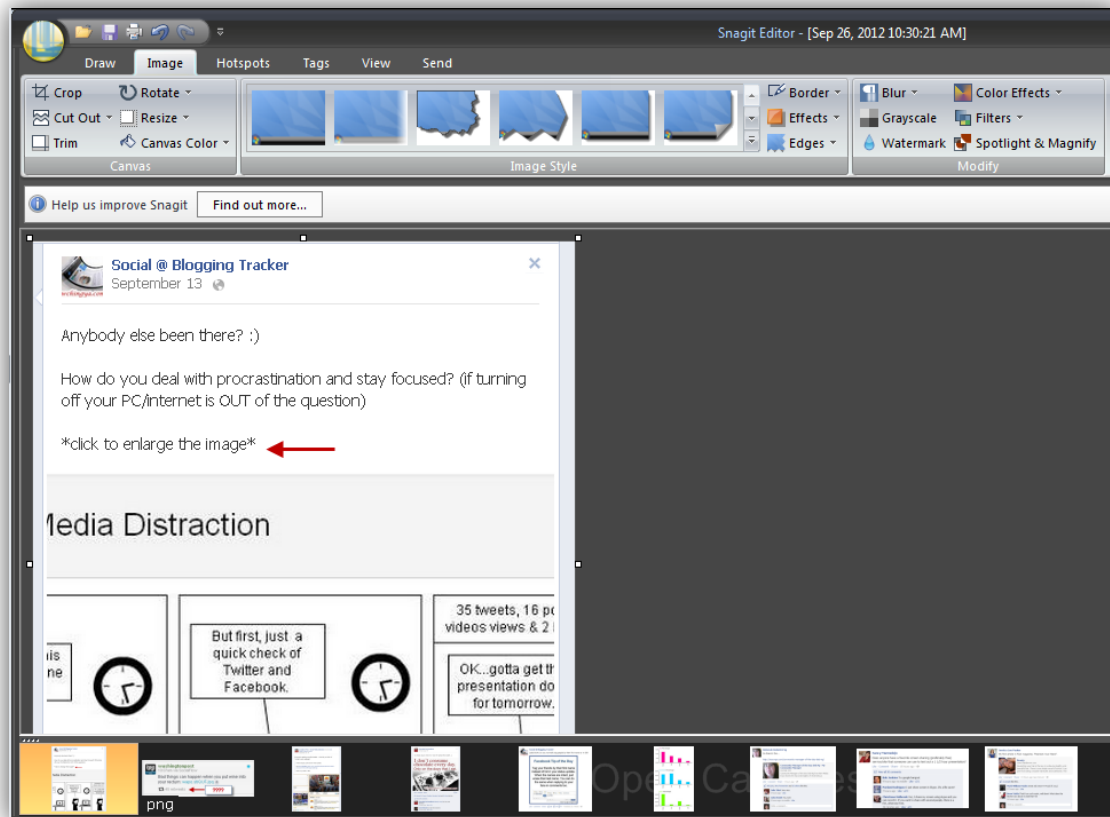
Like · Comment · Share 145,409 5,524 103,631



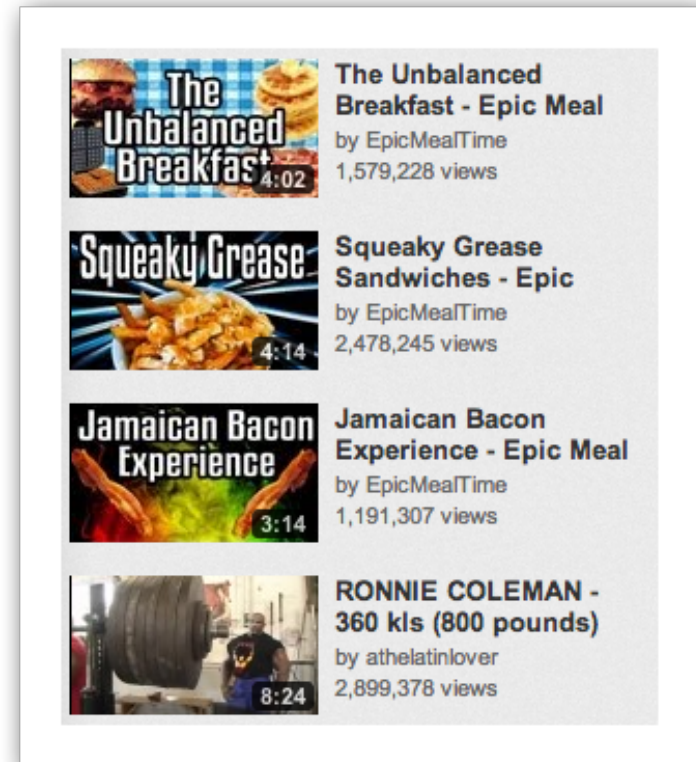
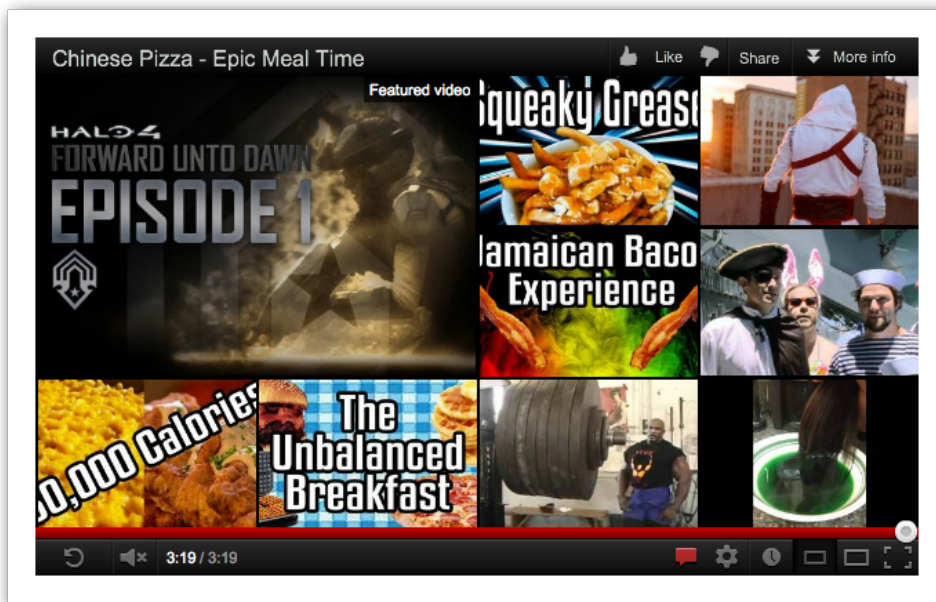
Create your own images



- ☀ Paint
- ☀ Snagit
- ☀ Jing
- ☀ PicMonkey
- ☀ Photoshop



#3: Custom YouTube thumbnails



Enable monetization



The image shows a screenshot of the YouTube 'Monetization' settings page. The page is titled 'Monetization' and is divided into several sections. The 'Account Status' section is the most prominent, containing the following text: 'Your account is not enabled for monetization. Enabling your account allows you to monetize your videos. Having at least one video approved for monetization makes you a YouTube partner, which provides you with opportunities to improve your skills and build your audiences. [Learn more](#) about the benefits of becoming a YouTube partner.' Below this text is a blue button labeled 'Enable My Account' with a mouse cursor hovering over it. The 'Guidelines and Information' section is partially visible below, with a link 'How can my videos make money?'. The background of the screenshot shows a navigation menu on the left with options like 'My Channel', 'Video Manager', 'Subscriptions', 'Inbox', 'Settings', 'Switch Account', and 'Sign out'. The YouTube logo is visible at the top right of the page.



Upload your thumbnail



A screenshot of a YouTube video player. The video title is "How to Unsubscribe from Google Plus Event Emails". The video player shows a man speaking, with a large play button overlay. To the right of the video player, there are three smaller thumbnail images of the same man, with a red box around the bottom one labeled "Custom thumbnail". The video player interface includes a search bar, a "Share" button, and a "More info" dropdown menu. The video player is set against a background of a Gmail inbox.



#4: Mine the minds of experts



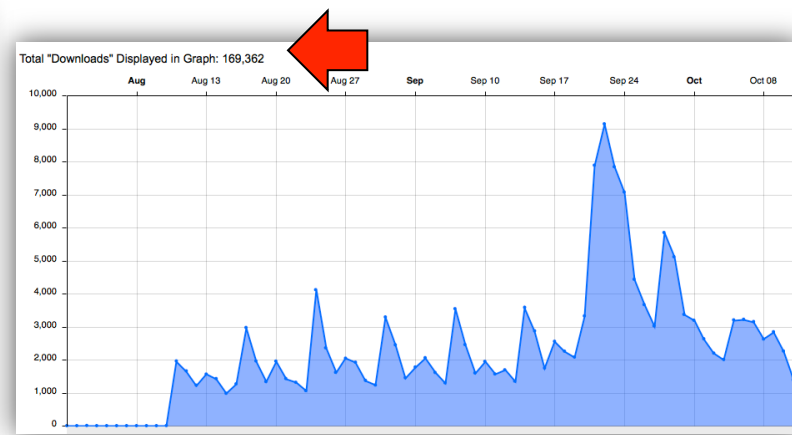
Podcast interviews



- ☀ People can multi-task and listen to audio
- ☀ Much higher consumption rate than video



▲	Name	Time
1	Podcasting Renaissance: Is Podcasting Making a Comeback?	34:33
2	Social Persuasion: How to Move People to Action	33:06
3	Blogging for Business: How Content Can Improve Your Sales	31:53
4	Google+ Marketing: Why Marketers Should Not Overlook Google+	36:55
5	Social Media Science: How Behavior Impacts Social Media Market...	34:48
6	How Content Can Help You Build a Loyal Following	39:39
7	Facebook Marketing Mistakes: What to Avoid and Why	28:10
8	Twitter Marketing: Does it Still Matter?	25:34
9	Facebook Mobile for Business: What You Need to Know	29:44



Tips when recruiting



☀️ *Step into their shoes*

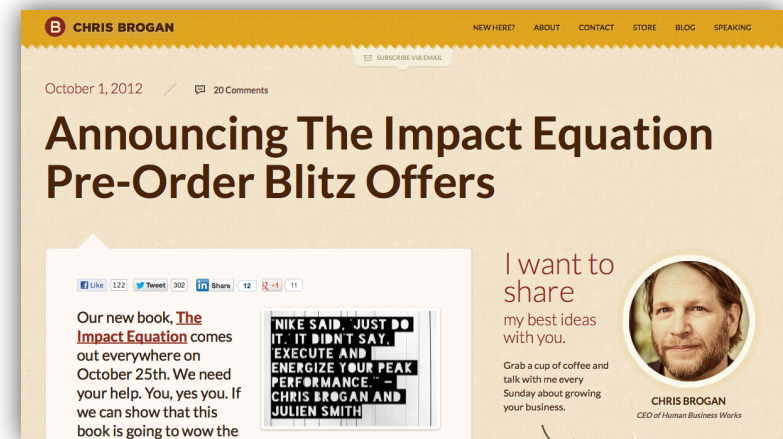
- ★ Determine what they want
- ★ Make it easy to say yes

☀️ Typical desires:

- ★ Exposure to right audience
- ★ Promotion of new book/project
- ★ Recognition
- ★ Money

☀️ *Don't ask for anything in return (nor expect it)*

- ★ Gift mentality



#5: Run the perfect Facebook Ad



- ☀ Re-engage with Promoted Posts
- ☀ Get new fans with sponsored stories
- ☀ If you sell, offer a deal



Promoted posts



Tammy Green and Will Harris like American Express.

RELATED POST

American Express Like Page
Cab? Park? Bar? Wherever you lose your wallet, your Prepaid Card balance is protected! <http://aexp.co/91W> — with Ryan Busansky and 3 others.



Like · Comment · Share · 11,969 likes · 898 comments · 440 shares · via American Express · Sponsored

Expedia
Watch as a father travels to his lesbian daughter's wedding, a trip that will challenge and test him.

Expedia Find Yours: Find Your Understanding
www.youtube.com
Every trip is unique. On this trip, Artie Goldstein travels across the country to attend his daughter's

Like · Comment · Share · 746 likes · 86 comments · 240 shares · Sponsored



Use images in your ad



Official Glazer-Kennedy Insider's Circle

FREE Video from Dan Kennedy Reveals...
EXACTLY how you can attract a continuous and steady inflow of your desired customers, clients, patients, subscribers, or members easily, automatically, and like clockwork.
Click Here: <http://bit.ly/leadgenmachine>



Like · Comment · Share · 15 2 3 · Sponsored



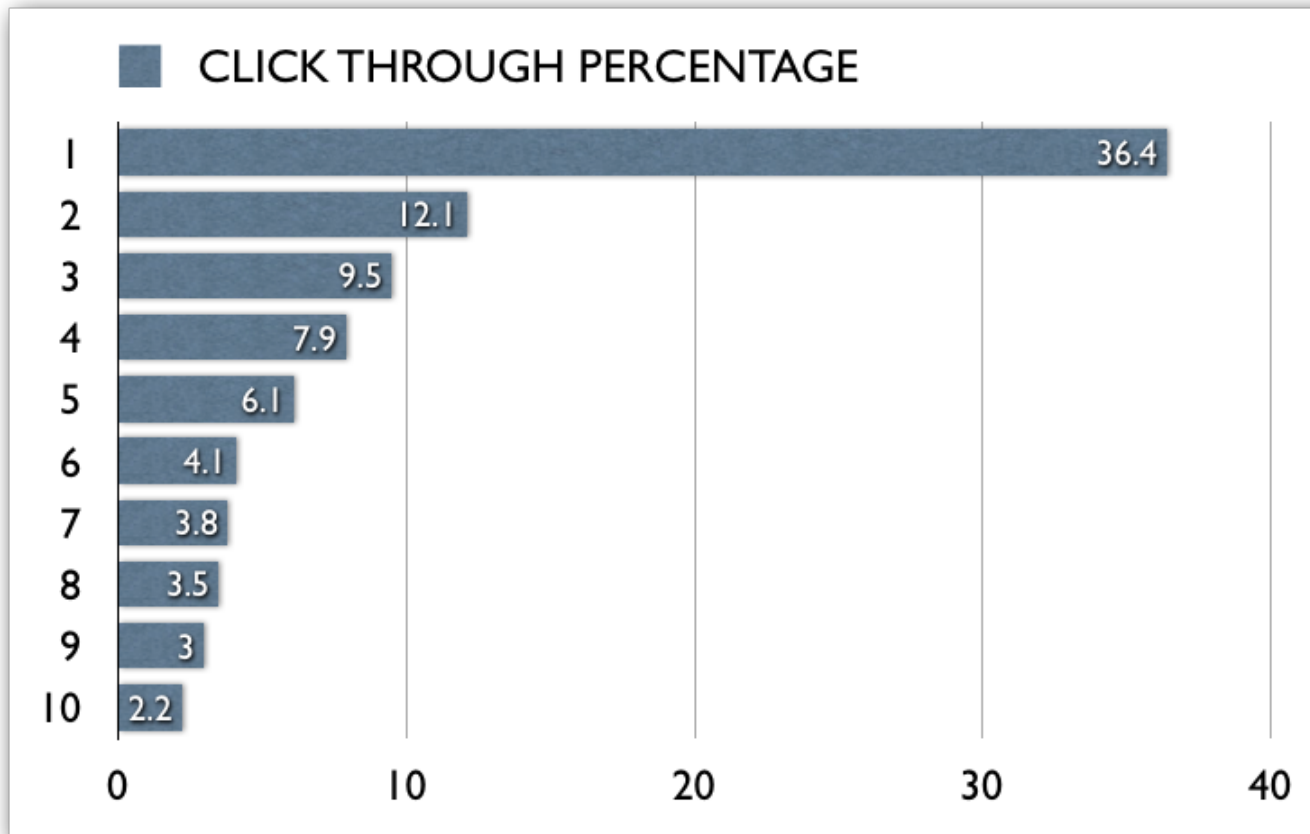
Amy Porterfield
Need help with Facebook Custom Apps? Here's a great, free "how-to" guide. <http://bit.ly/M...>

How to create
FB Custom Apps

67 13 28



#6: Drive more traffic to your blog



Discovering opportunities



Query	Impressions	Clicks	Average Position ↑	CTR
186. understanding google analytics	250	90	2.1	36.00%
187. how to do a website	200	35	2.1	17.50%
188. company logo design	50	5	2.1	10.00%
189. internet company logo	200	5	2.2	2.50%
190. logo with a	60	5	2.2	8.33%
191. best free business card	5	5	2.2	100.00%



Give it some G+ juice



DOWNLOAD FREE ARTICLE

10 Questions to Ask Before Setting Up a Website

CONNECT WITH FLYTE

A row of social media icons: Twitter, Facebook, LinkedIn, YouTube, and Google+. The Google+ icon is highlighted with a red square border.

WANT TO GROW YOUR FACEBOOK FANS FAST FOR PENNIES? HERE'S HOW!

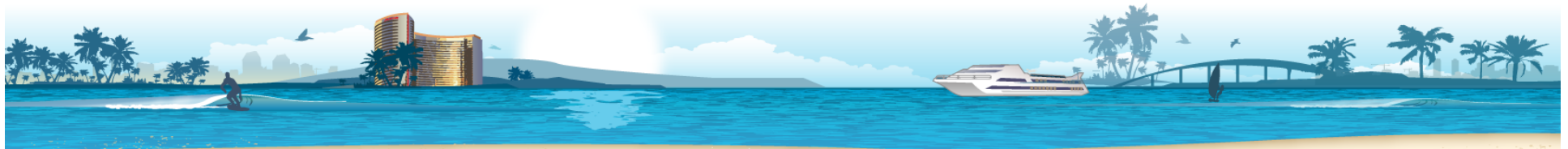
A row of social sharing buttons: Like (110), Tweet (54), Share (4), and +1 (17). The +1 button is highlighted with a red square border.

Is your goal to get more fans for your Facebook page? Follow these 5 Simple steps.

To get more *likes* quickly for your business page, target the friends of your fans with Facebook ads.

If someone sees that their friend likes your page, they are MORE likely to click the like button and like your page. **The social proof is in the pudding, if you know what I mean.**

Below are five tips that will help you create an ad that will build the *right* audience, not just acquire



#7: Simplify Twitter management



New Update

Update Text:

[How to rotate recurring Updates \(and why you should\).](#)

Shorten URLs

0 characters entered.

Save As Draft:

Save this update text as a draft that can be reused later.

Queue Reservoir:

Don't schedule, just add this update to my queue reservoir

Publish When:

Publish right now (will be published within 60 seconds)

Publish hour(s) from now

Or publish at this exact time:

10/11/2012 09:43 am



(GMT-08:00) Pacific Time (US & Canada); Tijuana -

mm/dd/yyyy hh:mm am/pm - [Change](#)

Account Delegations

ACCOUNT	USERNAME
Michael (Mike) Stelzner	
mike_stelzner	
Free User	AmyPorterfield10
Free User	CindyKing

10/12/2012 07:02 am (Friday) Community-Building: How to Grow With the Power of People <http://bit.ly/PEWDqo>
On [Michael \(Mike\) Stelzner](#) [77 characters]

10/12/2012 07:02 am (Friday) Community-Building: How to Grow With the Power of People <http://bit.ly/PEWDqo w/> @ducttape via @smexaminer
On [mike_stelzner](#) [106 characters]

10/12/2012 07:01 am (Friday) NEW POST: Com /PEWDqo w/ @d On sm

PROFILE

New Follower

[billallemo](#)
billallemo
Detroit, Michigan
Energy management & sustainability professional. Consultant, speaker, author, volunteer, husband, generally happy guy. Publisher of Energy Management Insider.
<http://about.me/bill.a...>

USER DETAILS

Source: Vet New Followers Account: mike_stelzner

RT @tosaveenergy: Want to win \$100? Check out #LowesEnergyStar and answer #energy efficiency questions for a chance to win! @lowes
23 hours, 54 minutes ago

Joined Twitter on 2008/07/19
Following: 397, Followers: 398, Updates: 933
By others - Approved: 100%, Ignored: 0%, Blocked: 0%

Add to Twitter list
Writers
copywritinggurus
socialmediagurus
[Show More Updates](#)

Source: Vet New Followers Account: mike_stelzner

@garfunkelcoates The Pharmacy: Old-school burger parlor & beer garden in E. Nashville. Also, hand-made sodas. YUM! <http://t.co/Q3oZDF1k>
46 minutes ago

Joined Twitter on 2008/09/04
Following: 736, Followers: 352, Updates: 1,725

Add to Twitter list
Writers
copywritinggurus
socialmediagurus
[Show More Updates](#)

DECISION

Approve
 Ignore
 Block
 Spam



Mobile management



KEYWORDS	
by	Forever
daily	Forever
from	Forever
RT	Forever
via	Forever
via	Forever
via @smexaminer	Forever



#8: Speed networking on LinkedIn



LinkedIn
Connect with people you know on LinkedIn
Step 1 of 2

We found 1,472 people you know on LinkedIn.

Select All

- Dr. Lou**
Owner, J...
- Michael**
Owner, L...
- Jyoti Sir**
CEO, MY...
- Eugene**
Cost redu...
www.kpr...

[Add Connection\(s\)](#) or [Skip this step »](#)

LinkedIn
Connect with people you know on LinkedIn
Step 1 of 2

We found 1,472 people you know on LinkedIn. Select the people you'd like to connect to.

Select All 1 Selected

<input type="checkbox"/> Jason Chudnofsky Media Executive	<input type="checkbox"/> Daniel Sparta, CFP® Certified Financial Planner™
<input type="checkbox"/> David Pulido Owner at Self employed	<input type="checkbox"/> Paul Pliakas Consumer Marketing Executive & CMO at Liberty Tax East Providence
<input type="checkbox"/> Candace Letizia Technical Writer at Kepware Technologies	<input type="checkbox"/> Mark Adams President/CEO at Sebago Technics, Inc.
<input type="checkbox"/> Michelle Grant at Scarborough Public Schools	<input type="checkbox"/> Maine West Properties Owner, Maine West Properties

[Add Connection\(s\)](#) or [Skip this step »](#)



Personalize your invites

The screenshot shows the LinkedIn 'Invite' interface. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. Below this, there are links for 'Add Connections', 'Colleagues', 'Alumni', and 'People You May Know'. The main content area is titled 'Invite Daniel to connect on LinkedIn'. It features a form with the following elements:

- How do you know Daniel?:** A list of radio button options: Colleague, Classmate, We've done business together, Friend (selected), Groups, Other, and I don't know Daniel.
- Include a personal note: (optional)**: A text input field containing the note: "When are we going to play squash again?" followed by "- Rich Brooks".
- Buttons:** A blue 'Send Invitation' button and a grey 'Cancel' button.
- Important:** A red text warning: "Only invite people you know well and who know you. Find out why."

In the background, the profile of Daniel Sparta, CFP® is visible. It shows his name, title 'Certified Financial Planner™', location 'Portland, Maine | Financial Services', and a '2nd' degree indicator. His current role is 'Certified Financial Planner™ at Commonwealth Financial Network', and his previous role was 'TD Bank Group'. He has a '318 connections' count and a 'Contact Info' button.



Avoid this n00b mistake



A screenshot of the LinkedIn interface showing an invitation step. At the top, a green notification bar says 'One invitation has been sent.' Below it, the heading 'Why not invite some people?' is followed by a progress indicator 'Step 2 of 2'. A text prompt reads 'Stay in touch with your contacts who aren't on LinkedIn yet. Invite them to connect with you.' The main area is a list of contacts, all of whom are selected, indicated by checked checkboxes. The list includes names like Monica Wright, Mary Brown, Barbara Hart, Scott Ruppert, Jeremy Bloom, elizabeth harvey, Cybele Brooks, Beth Deutsche, Robin Lowell, and Carolyn Phillips. A 'Select All' option is at the top left of the list, and '1725 Selected' is shown at the top right. The background of the interface is a light blue gradient.



#9: Make meaningful connections



- ☀️ Cross-promote
- ☀️ Complementary markets




Use search or watch shares



People Who Shared This

 **Blue Cordial via Grandma Mary - Social Media Edutainer**
Sudden declines on your FB insight graphs? No, it is not you or your content ... so keep smiling. As suspected - here is an article explaining what FB are up to.
Thanks Grandma Mary for sharing.
Like · Comment · October 17 at 12:21am ·

 **BCBS Media via Grandma Mary - Social Media Edutainer**
Like · Comment · October 16 at 11:40am ·

 **SEO and Social Media News via Grandma Mary - Social Media Edutainer**
Is Facebook double dipping?
"The numbers may vary from page to page, but this is essentially Facebook trying to get more money out of brands and business page owners." -- SimplyZesty.Com
Like · Comment · October 15 at 3:09pm ·






You can see only shares that are public or from friends.

facebook **boulder**

SEARCH FILTERS

- All Results
- People
- Pages**
- Places
- Groups
- Apps
- Events
- Music
- Web Results
- Posts by Friends
- Public Posts
- Posts in Groups

Pages

-  **Boulder, Colorado**
Boulder, Colorado
City
480,587 were here · 31,475 likes
Stephanie Alexander Millman and 32 others like this.
-  **Boulder Station**
4111 Boulder Highway · Las Vegas, Nevada · 89121
Hotel · Casino · Meeting Room
21,989 were here · 9,701 likes
-  **Boulder Canyon Natural Foods**
Food/Beverages · 15,925 likes
You, Deb Frey and 5 others like this.
-  **Boulder Theater**
2032 14th Street · Boulder, Colorado · 80302
Concert Venue
21,874 were here · 14,062 likes
Stephanie Alexander Millman and 29 others like this.
-  **Boulders On Broadway**
530 W Broadway Rd · Tempe, Arizona · 85282-1311
American Restaurant · Diner · Pizza Place
11,010 were here · 1,733 likes · Open until 2:00 am



Connect in person



- ☀ Solidify relationship
- ☀ Understand each other's audience
- ☀ Possible joint venture
- ☀ Rising tide....

Meet Your Instructors



Denise Wakeman is an Online Visibility Expert who helps entrepreneurs and business professionals to leverage visibility to get more traffic, leads, customers and opportunities. She is the co-author of bestselling books "Success Secrets of Transform Your Ideas Into Income." She frequently speaks on how to gain expert status through social marketing. She has been quoted in Newsday, Canada's National Post, FastCompany Online, as well as many other publications. She recently featured in the documentary film, Women in Business 2.0.



Andrea Vahl is a Social Media Coach, Speaker and Author of Marketing All-in-One for Dummies. She has helped thousands of entrepreneurs develop effective Facebook strategies. She is also the Facet magazine columnist. She has been featured in online magazine with more than 55,000 Facebook Followers. She is the author of Grandma Mary, Social Media Edutainer – learning social media through fun.



Lori Gama is the author of Become a Twitter Power User and helps entrepreneurs, non-profit organizations and corporations increase their followers with social networking, search engine optimization and content marketing. She is the founder of online marketing firm, DaGama Web Studio, since 1998. She is a frequent speaker at conferences which is to inspire millions of people to build the life of their dreams. She is one of the most listed people in Twitter and is in the elite group of people who are invited to speak at the conference.



Lou Bortone is an Online Branding Specialist and helps entrepreneurs and business professionals build breakthrough brands on the Internet. Lou delivers innovative online branding strategies that increase visibility, traffic and profitability. Lou delivers innovative online branding strategies that increase visibility, traffic and profitability. Lou delivers innovative online branding strategies that increase visibility, traffic and profitability.

Lou is a former television executive who worked for E! Entertainment Television. He is the author of six business books, a Certified Guerrilla Marketing Consultant and ghostwriter of six business books, a Certified Guerrilla Marketing Consultant.



Viveka von Rosen is a nationally renowned LinkedIn expert who helps business professionals sharing the secrets and strategies to create a more powerful presence on LinkedIn. She is the author of LinkedIn Strategies and relationship strategies unique to their company culture. She is a frequent speaker at conferences through her own experience how to create powerful content. She is the author of weekly #LinkedInChat on Twitter, and co-moderator of LinkedIn Strategies on LinkedIn. She is constantly learning, sharing and transferring social media skills and strategies.

Currently working on the John Wiley and Son's "The LinkedIn Company Handbook". She is the author of 25 Women Who Rock Social Media in 2011: <http://www.toprankblog.com> and 444 in the 200 most powerful women on the web: <http://www.vivekavonrosen.com>



How to learn a lot more



Social Media Marketing World



- ☀ Our mega conference – April 7, 8 & 9, 2013
 - ★ 1000 marketers
 - 🌿 **Top names:** Guy Kawasaki, Mari Smith, Chris Brogan, Jay Baer, John Jantsch and MANY more
 - ★ Attendees from Norway, Dubai, France, Australia, Ireland, Costa Rica, Canada, India, Czech Republic and the United Kingdom
 - ★ San Diego Marriott Marquis and Marina



Networking like no other event



5 content-rich tracks

☀ **Social tactics (2)**

- ★ Facebook, Twitter, LinkedIn, Google+, YouTube and Pinterest

☀ **Social strategy**

- ★ Social strategy, measuring social activities and organizational transformation

☀ **Community Management / Business-Building**

☀ **Content Marketing**

- ★ Blogging and podcasting

☀ **Major brands presenting**

- ★ Sony Electronics, Ebay, Cisco, Zappos.com, Sharpie, Petco, AT&T, Whole Foods, SAP, Citrix, Dun & Bradstreet, and Taylormade.



Why this event?



- ☀️ **Highly valuable, pitch-free content**—our trademark at Social Media Examiner.
- ☀️ **Extensive networking opportunities**—you’ll make priceless professional connections
- ☀️ **San Diego waterfront** in early April
- ☀️ **First-class** conference experience—you’ll be provided for at every turn
- ☀️ **Vacation opportunity** in America’s Finest City!
 - ★ Beaches, surfing, the world-famous San Diego Zoo, SeaWorld, LEGOLAND, San Diego Safari Park and tons more



Special offer



- ☀ Save \$400!
 - ★ Only 100 slots at this price
 - ★ Offer ends Thursday Nov. 1st (at midnight Pacific)
- ☀ **FREE 30 min. Skype session w/ Mike**
 - ★ Randomly draw 2 people TODAY from first 20
- ☀ Go here: <http://bit.ly/smmw400>



Questions?



- ☀ Mike, Andrea & Rich take your social media questions
- ☀ Special offer at bit.ly/smmw400
- ☀ Social Media Marketing World (\$400 savings!)
 - ★ Special offer expires this **Thursday, Nov 1** at midnight Pacific (100 avail)
 - ★ Today we'll draw 2 people to win free Skype time with Mike

