



SocialMedia Examiner

Your Guide to the Social Media Jungle

10 Ways to Grow Your Business with Social Media

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

What you'll learn

- 🐞 10 tips to help you grow your business via
 - 🍃 Google+
 - 🍃 Facebook
 - 🍃 YouTube
 - 🍃 LinkedIn
 - 🍃 Twitter
 - 🍃 Blogging
- 🐞 Event hashtag: #10ways
- 🐞 BIG surprise at the end from Social Media Examiner
 - 🍃 Something that will be free forever



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](https://twitter.com/mike_stelzner)



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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](https://twitter.com/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)

Kristi Hines

- 🐞 Founder of Kikolani
 - 🍃 Marketing and blogging tips for bloggers
- 🐞 Prolific guest blogger and freelance writer
 - 🍃 Social Media Examiner, KISSmetrics, Sprout Social, Search Engine Watch, SEM Group
- 🐞 Extensive experience in the online marketing industry



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

1. Google+ business page

 Create your Google+ page

 [https://plus.google.com/
pages/create](https://plus.google.com/pages/create)

 Limitations

 Only one admin

 Can only follow fans back



Add badge to your site



[https://
developers.google.com/+
plugins/badge/config](https://developers.google.com/+plugins/badge/config)



Why?

Get more recommendations for your site in Google search and grow your audience on Google+



Many different badge sizes



Search impact

Google social media examiner

Search About 43,500,000 results (0.37 seconds)

Everything
Images
Maps
Videos
News
Shopping
More

San Diego, CA
Change location

Any time
Past hour
Past 24 hours
Past 2 days
Past week
Past month
Past year
Custom range...

All results
Related searches
More search tools

Social Media Examiner: Social media marketing how to, research ...
www.socialmediaexaminer.com/

Social Media Examiner helps businesses master social media marketing with Facebook, Twitter, Google+ and LinkedIn to find leads, increase sales and ...

You shared this

Getting Started
An easy guide for businesses to start using social media to ...

Part 2
social media case studies Most of us know Facebook ...

Free Updates
Get Our Content Free Via Email. Get original Social Media ...

Finalists: Top 10 Small ...
Social Media Examiner's Top 10 Small Business Facebook ...

Top 5 Twitter Tools for Social ...
Twitter tools to help community managers schedule tweets, ...

Facebook Success Summit 2011
Facebook Success Summit 2011 is a live online conference ...

More results from socialmediaexaminer.com »

CEOs of Federated Media, Social Media Examiner and BlogHer to ...
www.prnewswire.com/.../ceos-of-federated-media-social-media-exam...

Sep 29, 2011 – CEOs of Federated Media, **Social Media Examiner** and BlogHer to Lead Keynote Session at BlogWorld & New Media Expo in Los Angeles.
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www.facebook.com/smexaminer

Social Media Examiner - Check out Small Biz Success Summit: | Facebook.

You shared this

Social Media Examiner - Google+
<https://plus.google.com/111193894818128580437>

17 hours ago - Need to learn more about Facebook marketing? Check out what +Donna Gilliland says about +Amy Porterfield +Phyllis Khare and +Andrea Vahl's new book: ...
This Facebook Marketing Book Might Be Just What You ...

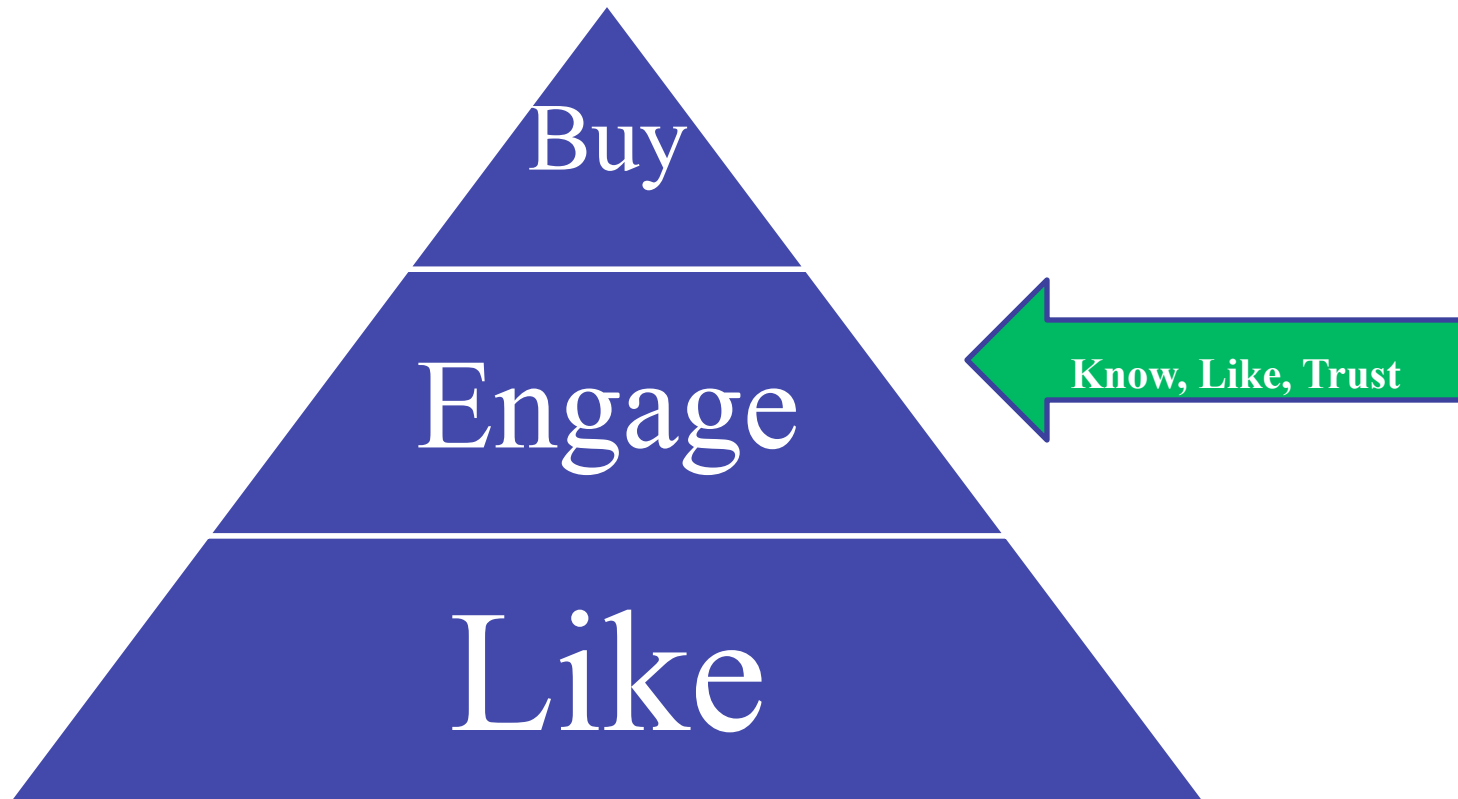
Social Media Examiner shared this



#2 Getting leads via Facebook

- 🐞 What is a lead?
 - 🍃 Not just any Like
 - 🍃 Interest
 - 🍃 Authority to Purchase
 - 🍃 Move along the sales cycle
 - 🍷 Has a Need for your Product or service

The Facebook Sales Pyramid



Add Facebook email capture

- 🐞 Offer a freebie – valuable report, discount, coupon
- 🐞 Requires an iFrame Application for a Custom Tab
- 🐞 Can be set as Default Landing Tab (first place people land when they come to your page)
- 🐞 Design your own or hire someone

facebook 2K 95 Search

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Welcome

Click the "like" button above!



SocialMedia Examiner
Your Guide to the Social Media Jungle



Play the welcome message

For a free sample class, visit fbsummit11.com

Facebook SUCCESS SUMMIT 2011

Signup for email updates and get your free Facebook marketing tutorial guide.

Name

Email **Submit**

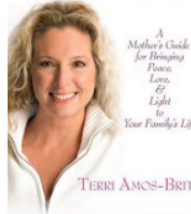
- Wall
- Hidden Posts
- Info
- Events
- Our Team
- Welcome

facebook 2K 95 Search

The Enlightened Mom Author Edit Info

63

THE ENLIGHTENED MOM




Terri Amos-Britt

A Mother's Guide for Bringing Peace, Love, & Light to Your Family's Life

CLICK the book image to get your immediate access to a **FREE CHAPTER** of *The Enlightened Mom*. Terri takes moms on a step-by-step journey to their hearts to create lives and homes filled with

OR

Receive the free chapter **PLUS** an exclusive bonus Companion Meditation "Set an Intention" a downloadable MP3.



ENTER your primary e-mail below






Name

Email

Yes, send it to me now!



#3 Facebook and webinars

-  Promote your webinar to your audience
-  Use webinar service to capture e-mails
-  Promote a product or service at the end
 -  Offer valuable content
 -  Continue to connect with audience through e-mail

Valuable content



Positive Parenting Solutions ✕

FREE WEBINAR this Wednesday...Tired of reminding & yelling? There IS a better way. Join me for "Get Kids to Listen Without Nagging, Reminding or Yelling" - a FREE webinar with strategies you can use right away. This WEDNESDAY night at 9 PM Eastern. Seats are limited to 200 - RSVP here: <http://www.positiveparentingsolutions.com/complimentary-webinar>

 **Positive Parenting Solutions Invites You To A Complimentary Parenting Webinar**
www.positiveparentingsolutions.com

← Watch this 1-minute video to meet parenting expert Amy McCreedy, Positive Parenting Solutions Founder and TODAY Show Contributor and discover how this webinar will be your answer to better behavior and parenting peace.

 Like ·  Comment ·  Share · 6 hours ago · 







 Scott Briggs and 16 others like this.

 1 share

 **Shannon Davies** will this be recorded? i will be away from a comp at that time:(
5 hours ago · [Like](#)

Write a comment...

Webinar Providers

-  GotoWebinar
-  Adobe
-  WebEx
-  Live Meeting
-  GatherPlace
-  Prices range from \$39/month and up



#4 Run a Facebook contest

- 🐞 Showcase your product or service
- 🐞 Gather e-mails of leads
- 🐞 Fun for community
- 🐞 Shared
- 🐞 People like to win



Social Media Examiner ▸ Dream Contest
Media/News/Publishing · Edit Info

Small Biz Dream Contest

Take a photo, transform your business!







Take a creative picture with the words "My dream in 2012" for your chance to win the ultimate small business dream package (including private coaching with John Jantsch from Duct Tape Marketing!).



[CLICK TO ENTER \(IT'S EASY\) ▶](#)

Sponsored by Social Media Examiner

Contest Applications

-  Wildfire – easy setup
-  North Social – easy but need graphics
-  Woobox – easy setup
-  ShortStack – drag and drop, configurable
-  Strutta – starts at \$299, photo or video
-  Booshaka (Rewards)



Entry form on Facebook Page

ENTER TO WIN 1ct. DIAMOND EARRINGS

Details | **Enter Sweepstakes** | Invite Friends | About | Official Rules | Privacy

Best of Time Jewelry Giveaway

Due to Platform Guidelines, this promotion is not open to residents of Belgium, Norway, India or Sweden or territories/regions that offer country embargoed by the United States, or where prohibited by US or local laws and regulations.

Best of Time on Facebook
Like 16,015

Remember, entrants must like Best of Time above to be entered to win!

Jewelry Giveaway Entry Form

First Name *

Last Name *

Date of Birth *

Country *

--Choose--

Email *

Confirm Email *

By providing your email address, BEST OF TIME INTERNATIONAL may email you company updates and announcements. You can unsubscribe at any time.

facebook Search

RigaTony's Rewards

Italian Restaurant · Pizza Restaurant · Tempe, Arizona

ARE YOU RIGATONY'S BIGGEST FAN?

Sign up for RigaTony's Rewards program and earn rewards for your contributions.

[Join Now](#) or [sign in](#)

Current Rewards

RigaTony's Top Fan Win's a \$30.00 Gift Certificate. One Given Away Each Week in October

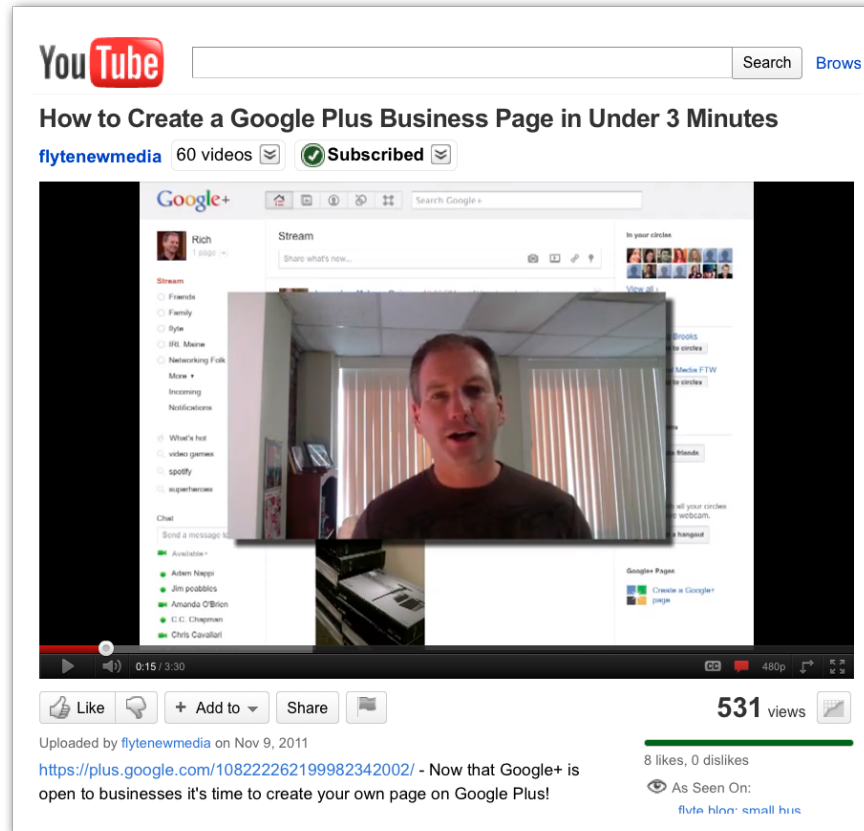
Win a \$30.00 Gift Certificate for being our top fan. All you have to do is participate on our Facebook wall by commenting and liking our posts. Check out the leader board to see where you are. The contest starts every Monday in October at 8 am and ends every Sunday night at 8 pm. Winner will be announced on Monday morning on the shop.rigatonys.com website. Thank you for being our top fan! Follow the 1, 2, 3 directions below to get started.

[Terms & Conditions](#) | [Privacy Policy](#) · This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Booshaka and not to Facebook. The information you provide will only be used for sending application notifications.

Wall
Info
Friend Activity



#5 Leverage YouTube's power



The screenshot shows a YouTube video player interface. At the top, the YouTube logo is on the left, and a search bar with 'Search' and 'Brows' buttons is on the right. Below the logo, the video title 'How to Create a Google Plus Business Page in Under 3 Minutes' is displayed. Underneath the title, the channel name 'flytenewmedia' is shown with '60 videos' and a 'Subscribed' button. The video player itself shows a man speaking in a video frame. Below the video frame, there are 'Like', '+ Add to', and 'Share' buttons. To the right of these buttons, it says '531 views'. Below the video player, there is a description: 'Uploaded by flytenewmedia on Nov 9, 2011' followed by a URL: 'https://plus.google.com/108222262199982342002/' and the text 'Now that Google+ is open to businesses it's time to create your own page on Google Plus!'. To the right of the description, it says '8 likes, 0 dislikes' and 'As Seen On:' with a link to 'flyte blog small bus'.



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Spread the word

The collage consists of three overlapping screenshots. The top-left screenshot shows the flyte website with a navigation menu (HOME, ABOUT, CONTACT, FLYTE.BIZ) and a header for 'Web Marketing Strategies for Small Business'. The middle screenshot is a LinkedIn profile for Rich Brooks, a Web Marketing Strategist, Chief Blogger, & President of flyte. The bottom-right screenshot is a Gmail email titled 'How to Create a Google+ Business Page...in Under 3 Minutes!' from flyte new media, dated Nov 15 (5 days ago). The email content includes a flyte logo, a 'flyte log' header, and an article titled 'How to Create a Google Plus Business Page'.

flyte HOME ABOUT CONTACT FLYTE.BIZ

Web Marketing
Strategies for Small Business

flyte

Rich Brooks
Web Marketing Strategist, Chief Blogger, & President of flyte - web design & internet marketing for small business
Portland, Maine Area | Internet

Rich Brooks
How to Setup Your Google+ Business Page in Under 3 Minutes
flyteblog.com
Google+ now allows businesses to create their own pages. Learn how to make yours in under three minutes with this how-to video to post and video.

Like (1) • Share • See all activity • 9 days ago

flyte new media contact@flyte.biz Nov 15 (5 days ago)

flyte Can't read this email? View the Web page!

flyte log Advice for Succeeding Online

How to Create a Google Plus Business Page

Google Plus recently allowed businesses to "set up shop." Here's how you can carve out a space for your business at social media's newest outpost.

Google Plus (or Google+) is Google's latest attempt at creating a social media platform to take on Facebook and Twitter. At first it was only open to individuals, but recently Google allowed businesses, non-profits, brands, and just about any other thing that's not a person to set up a page.

Although the process is pretty straight forward, I created a video which you can watch below or view at YouTube ([How to Create a Google+ Business Page in Under 3 Minutes.](#))

WHAT'S NEW

THE SMALL BIZ SUCCESS SUMMIT IS HERE!

Discover How To Grow Your Small Biz With Social Media

Learn how to grow your small business quickly using social media.

The 50% discount expires 11/18!

FEATURED VIDEO: [How to Find and Engage Local People on Twitter](#)



#6 Find your audience on Twitter



twitter Home Profile Message

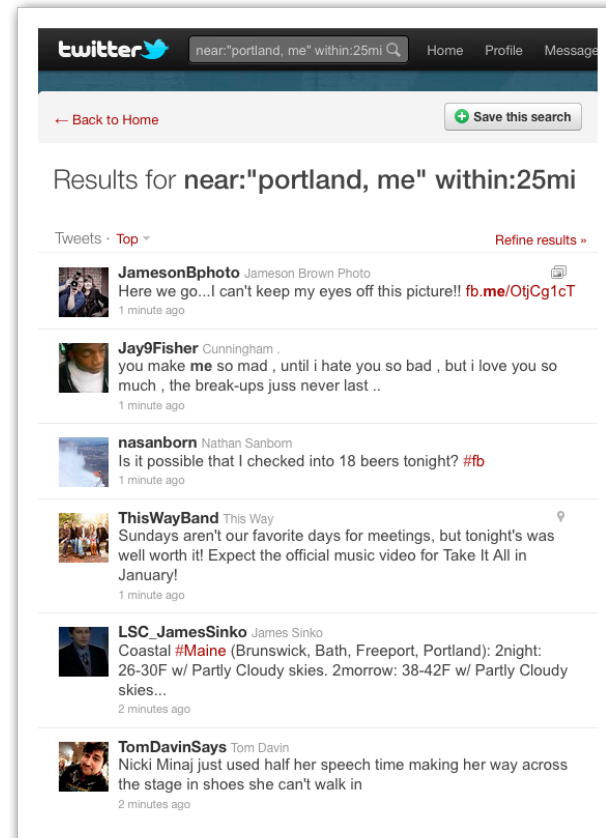
← Back to Home Save this search

Results for #smallbiz

Tweets · Top Refine results »

20 new tweets

- QuickBooks** QuickBooks 1 Retweet
Word of the day: Search Engine Marketing (SEM) is the term for Internet marketing to advertise or promote... intuit.me/rOY9P4 ^LC
14 Nov
Promoted by QuickBooks
- salesforce** salesforce.com
10 Simple Steps to Social Media Success: ow.ly/7s3Ng /via @Assistly #smallbiz #crm #socialmedia
2 hours ago
- SweetSoaps** Ellen Cagnassola
Sweet soaps hiring Americans in 2012 to handcraft our products. Partnership forming news to unfold in 2012 #smallbiz
53 minutes ago
- suebmo** Susan Baroncini-Moe
In my upcoming webinar, I'll show you how I got out of a business plateau bit.ly/uLz1 #entrepreneur #smallbiz #success
2 hours ago
- SBAgov** SBA
App Developers! 11 PM EST tonight is the deadline to submit your app to help #smallbiz navigate the Fed Gov: owl.li/7ywJz
8 hours ago



twitter Home Profile Message

← Back to Home Save this search

Results for near:"portland, me" within:25mi

Tweets · Top Refine results »

- JamesonBphoto** Jameson Brown Photo
Here we go...I can't keep my eyes off this picture!! fb.me/OtjCg1cT
1 minute ago
- Jay9Fisher** Cunningham
you make me so mad , until i hate you so bad , but i love you so much , the break-ups juss never last ..
1 minute ago
- nasanborn** Nathan Sanborn
Is it possible that I checked into 18 beers tonight? #fb
1 minute ago
- ThisWayBand** This Way
Sundays aren't our favorite days for meetings, but tonight's was well worth it! Expect the official music video for Take It All in January!
1 minute ago
- LSC_JamesSinko** James Sinko
Coastal #Maine (Brunswick, Bath, Freeport, Portland): 2night: 26-30F w/ Partly Cloudy skies. 2morrow: 38-42F w/ Partly Cloudy skies...
2 minutes ago
- TomDavinSays** Tom Davin
Nicki Minaj just used half her speech time making her way across the stage in shoes she can't walk in
2 minutes ago

Signal to Noise

The image displays two overlapping screenshots of social media interfaces. The background screenshot shows a Twitter public list titled "mainers" with 501 following and 63 followers. The foreground screenshot shows the TweetDeck v0.38.1 interface with two columns of tweets. The left column is for the user "@therichbrooks/industry-le..." and the right column is for "@therichbrooks/cool-tweets".

Twitter Public List: mainers

- A public list**
Curated by Rich Brooks
- Tweets** Following: 501 Followers: 63
- @therichbrooks/mainers
- cmunzproject** Chris Munz
Make custom beer labels with [labels](#) [#craftbeer](#)
48 seconds ago
- CasablancaComic** Casablanca Comics
[#NBA](#) players, each day that you do my memory. Soon I will have forgotten
1 minute ago
- burnsy06** Kate B.
[@magpiecreative](#) [@oldcameraguy](#) [@](#)
But more a LOT odd [#thebestkind](#)
1 minute ago
- MEGghostHunters** Maine Ghost Hunters
[#MGH](#) [#sponsor](#) [#MerkabaSol](#) has the you're looking for. 162 Water Street, [merkabasol.com](#)
2 minutes ago

TweetDeck v0.38.1

@therichbrooks/industry-le... therichbrooks

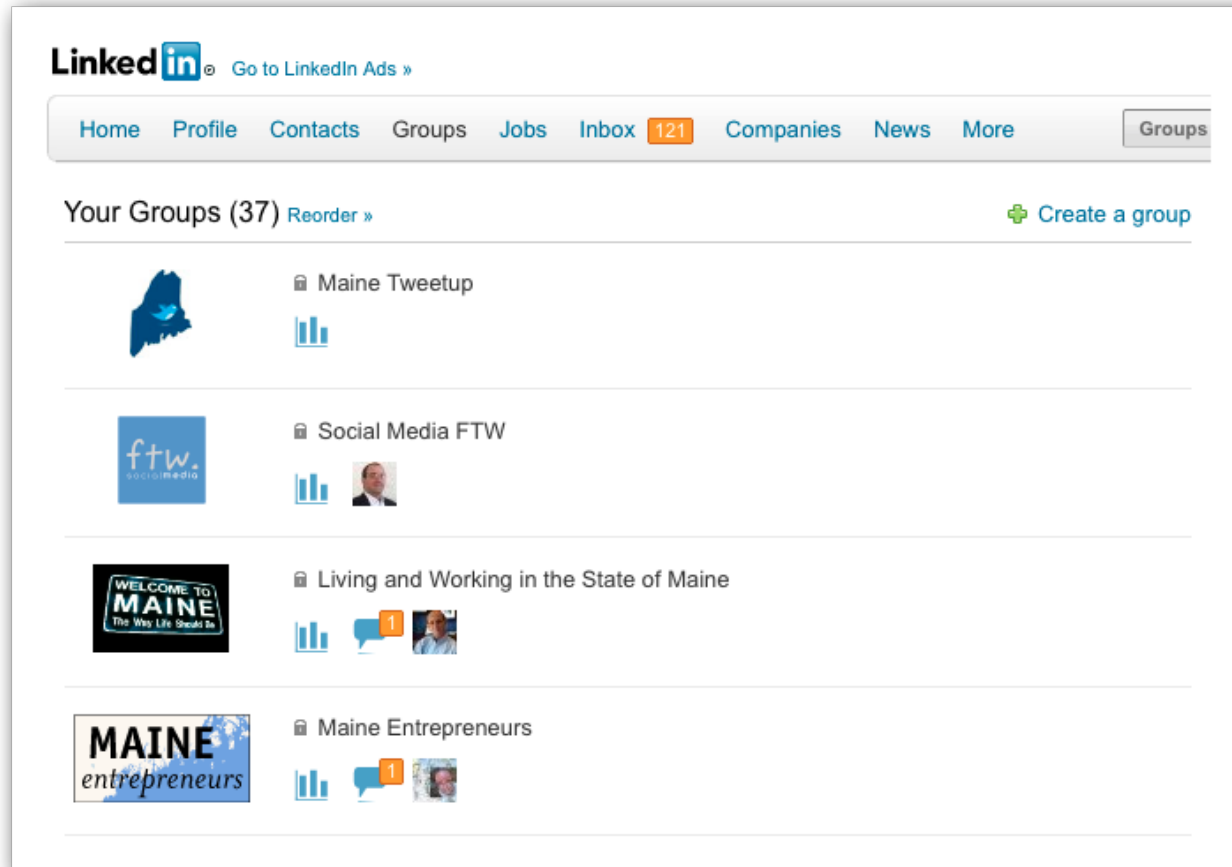
- If u think frictionless sharing is good u need ur priorities checked ... U aren't that important and no one cares what u r doing [#really](#)
• graywolf, [+] Sun 20 Nov 20:46 via Twitter for iPhone
- Getting Customers: Dominating The Local Scene** [su.pr/8R3heT](#) - MSNBC Your Business Show
• ducttape, [+] Sun 20 Nov 20:46 via Su.pr
- Aha! A fab example of social signage "with* full URLs! Kudos [@eyebobs!](#) cc [@GaryVee](#) ;) [twitpic.com/7h6503](#)
• MariSmith, [+] Sun 20 Nov 20:37 via Twitpic
- "[@Matt_Siltala](#): RT [@lyena](#): Why Google (Not Provided Keyword) Hurts the Web, Not Just SEO [bit.ly/rYznMg](#)"
• graywolf, [+] Sun 20 Nov 20:35 via Twitter for iPhone

@therichbrooks/cool-tweets therichbrooks

- [#moveslikeajagger](#) is trending.... wtg [@adamlevine](#)
• MissDestructo, [+] Sun 20 Nov 20:18 via web
- Anyone in Tampa have any content writing/social media/digital media production jobs open?
• MissDestructo, [+] Sun 20 Nov 20:18 via web
- We should definitely have law enforcement at National Association of Lone Wolves convention. I don't trust those guys.
• pourmecoffee, [+] Sun 20 Nov 20:13 via TweetDeck
- My daughter and I have been crocheting blankets. Hoping to have enough to donate to the homeless shelters in town on Thanksgiving.
• marieiris, [+] Sun 20 Nov 20:08 via Twitter for iPhone



#7 How to use LinkedIn Groups



The screenshot shows the LinkedIn interface for a user's profile. At the top, the LinkedIn logo is followed by a link to 'Go to LinkedIn Ads'. Below this is a navigation bar with links for Home, Profile, Contacts, Groups, Jobs, Inbox (with a notification badge of 121), Companies, News, and More. A 'Groups' button is located on the right side of the navigation bar. The main section is titled 'Your Groups (37) Reorder »' and includes a '+ Create a group' link. Four groups are listed:




- Maine Tweetup**: Represented by a blue map of Maine and a bar chart icon.
- Social Media FTW**: Represented by the 'ftw. social media' logo, a bar chart icon, and a profile picture.
- Living and Working in the State of Maine**: Represented by a 'WELCOME TO MAINE' sign, a bar chart icon, a speech bubble with a notification badge of 1, and a profile picture.
- Maine Entrepreneurs**: Represented by the 'MAINE entrepreneurs' logo, a bar chart icon, a speech bubble with a notification badge of 1, and a profile picture.

Find your groups


The screenshot shows a LinkedIn group page for "Living and Working in the State of Maine". At the top, there's a navigation bar with "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox" (with a notification badge for 121), "Companies", "News", and "More". A search bar is on the right. Below the navigation, the group name is displayed with a "WELCOME TO MAINE" logo. There are tabs for "Discussions", "Members", "Promotions", "Jobs", "Search", and "More...". A "Start a Discussion" box is visible, with a "Start a:" dropdown set to "Discussion" and a text input field. To the right, a "Manager's Choice" section features a post by Tim O'Connor about an announcement from 2000. Below that, a "Latest Updates" section shows three posts: one by Shirley Savage about a job posting, one by Rick Dacri about a study on employee satisfaction, and one by Jason Dalessandro about a CFO hire. The main content area shows a post by David A. titled "This article made me wonder why we don't have a BA program for hospitality in Maine...since we are Vacationland - don't you agree we..." with a sub-headline "USM eyes four-year tourism and hospitality degree program |...". Below the post are "Like", "Comment", and "Flag" buttons. A "Most Popular Discussions" section is also visible at the bottom of the main content area.




Email digest

 **Living and Working in the State of Maine Group Members** group-digests@lin 9:07 AM (12 hours ago) ☆  

to Rich ▾

Living and Working in the State of Maine 

 November 20, 2011

Latest: [Discussions \(1\)](#) • [Jobs \(25\)](#)

New Discussions (1)





[Study answers: Are employees satisfied with their job? http://bit.ly/4OE1K](#) [Like](#) · [Flag](#)
Started by Rick Dacri, Expert in Performance Improvement

Jobs (25)

[Director, Annual and Special Giving Programs](#)
Maine Medical Center - Portland, Maine Area

[Regional Director of Revenue Cycle](#)
Central Maine HealthCare - Lewiston/Auburn, Maine Area

#8 Finding blog topic ideas

-  If there are people talking about your industry online, you can find topic ideas for your blog.
-  Look for people asking questions on...
 -  Question & Answer Networks
 -  Social Media Networks
 -  Blog Comments

Ideas from Q&A networks

The screenshot shows the Quora.com interface. At the top, there's a search bar with 'social media' entered. Below the search bar, there are several topic tags: Business Models, Social Business, Inbound Marketing, Web Marketing, and Visual Impact Systems. A 'Follow Topic' button is visible. The main content area is titled 'Social Media Marketing' and includes a description: 'Trying to get people to pay attention and/or buy things by using any form of Web 2.0 technology.' Below this, there are two columns of questions. The left column is titled '11 Best Questions' and lists three questions with star icons. The right column is titled '506 Open Questions' and lists two questions. At the bottom of each column are links for 'More Best Questions' and 'More Open Questions'.

Quora.com

The screenshot shows the LinkedIn.com/Answers interface. At the top, there's a search bar with 'social media marketing' entered. Below the search bar, there are several filters and options: 'All Questions', 'Open Questions', 'sorted by: Degrees away from you | Relevance | Date', 'Refine Search', 'Keyword', 'Search for keyword match in:', 'Questions and Answers', 'Questions only', 'Category', 'All categories', 'Options', 'Show only unanswered questions', and a 'Refine Search' button. The main content area is titled 'Search Results' and shows three questions with question marks in blue circles. Each question has a brief description and the number of answers. The first question is 'Can businesses really make money using social media?'. The second is 'How do you differentiate social networking from social media?'. The third is 'Has social networking and social media become an imperative in your profession or business?'.

LinkedIn.com/Answers



Ideas from social media

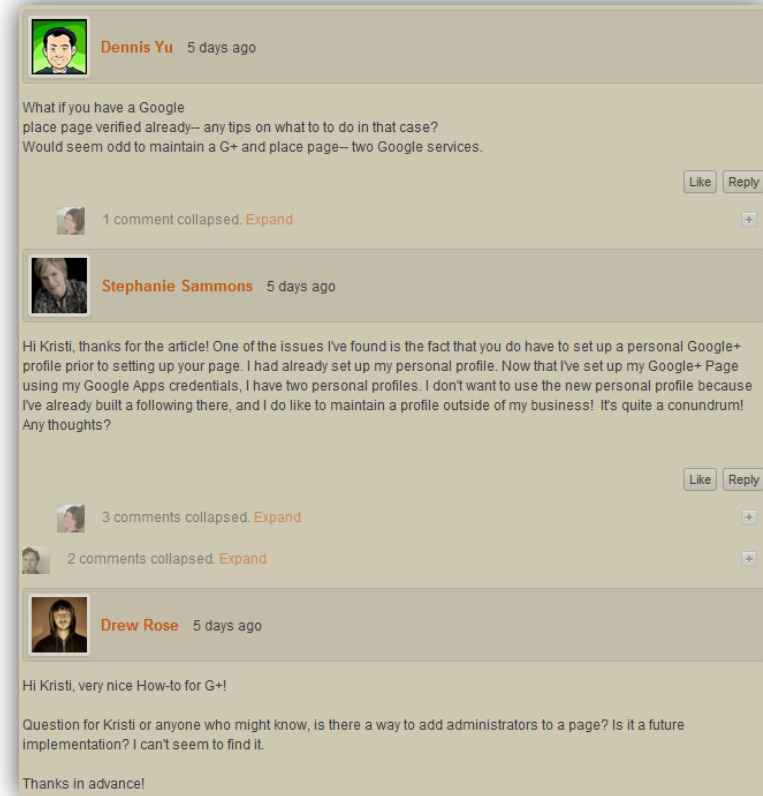
The screenshot displays four social media search results for marketing-related queries. The first column shows results for 'social media marketing -filter:'. The second column shows results for 'twitter marketing -filter:links'. The third column shows results for 'facebook marketing -filter:lin'. The fourth column shows results for 'linkedin marketing -filter:links'. Each result includes a user profile picture, name, and a snippet of their post. Some posts are highlighted in yellow.

Platform	Search Filter	User	Post Snippet
Twitter	social media marketing -filter:	NKDaily	#NASPAWR11 @EricStoller What campuses have student or student-run social media teams? Schools with marketing & comms can benefit SO WELL!
Twitter	social media marketing -filter:	Isejael	What advice would you give to final year college students looking to go into social media/online marketing/pr? @damienmulley
Twitter	social media marketing -filter:	nathan_wowdewow	Have you got the fire in your belly? If you're an entrepreneur/writer/marketing/social media savvy sort of person, don't wait, get in touch
Twitter	social media marketing -filter:	MarketableDaily	Is your business still trying to figure out Social Media Marketing? I can help you create a social marketing action plan mbucher02@gmail.com
Twitter	twitter marketing -filter:links	TimeVoyagerOne	Too much trash on Twitter: Blind followers, fake followers, marketing idiots, pushers, scammers, spammers, etc. Where are real people?
Twitter	twitter marketing -filter:links	sourcePOV	lol. Marketing? RT @lanabery "get on twitter" "I am on twitter" "so why are you texting me then?" @katebuckjr #socialmedialife #getsocial
Twitter	twitter marketing -filter:links	RootsWebSol	RT @Protelp: Want advice about social media, SEO and internet marketing? Make sure you are on Twitter @ 7pm on Wed for #TelpMe
Twitter	twitter marketing -filter:links	allicianiother	Is Your Twitter Marketing Strategy Wonky?
Twitter	twitter marketing -filter:links	Protelp	
Facebook	facebook marketing -filter:lin	marcelinkaaa	Facebook's Real-Time Ticker to Show Sponsored Stories starting on Monday. A bit too much? #Facebook #marketing
Facebook	facebook marketing -filter:lin	claraamfo	RT @sarahakwisombe: Why do musicians think that tweeting/posting on your Facebook wall saying 'check out my latest track' is a successful marketing plan?!
Facebook	facebook marketing -filter:lin	sarahakwisombe	Why do musicians think that tweeting/posting on your Facebook wall saying 'check out my latest track' is a successful marketing plan?!
Facebook	facebook marketing -filter:lin	probatetrainer	What is Your Most Burning Question About Facebook Marketing?
Facebook	facebook marketing -filter:lin	nicholexo	I served a table today and he gave me a
LinkedIn	linkedin marketing -filter:links	davidjconnelly	Can anyone recommend a good book on the subject of LinkedIn marketing?
LinkedIn	linkedin marketing -filter:links	truboyer	RT @xfactorcomms: Own / run a biz or responsible for marketing? Follow XFC on LinkedIn for tips & articles on making mst of LI co pages linkd.in/BWT11
LinkedIn	linkedin marketing -filter:links	NeuroGirl84	Just updated my LinkedIn profile. #Currently applying to Marketing positions in the DC area. Anyone got a referral?
LinkedIn	linkedin marketing -filter:links	BFNetwork	British Legion: Great Marketing Strategy or Poppy Appeal Gone Too far? Join the debate on #LinkedIn #Fundraising
LinkedIn	linkedin marketing -filter:links	MeVarma	@ssraiamouli wantedd to share with you this



- Advice for people going into social media
- Is your Twitter marketing strategy working
- Ask your audience their top Facebook question
- Great books on LinkedIn marketing

Ideas from blog comments

- 🐞 Browse through the comments of your blog or your favorite blogs!
- 🐞 Off of my latest SME post, I could do “Commonly Asked Questions about Google +”



#9 How to promote your posts

-  Unless you already have a huge audience, blog posts won't announce themselves to the world.
-  If you are writing valuable content, you are doing your audience a disservice by not telling them about your latest post!

Via Social Media

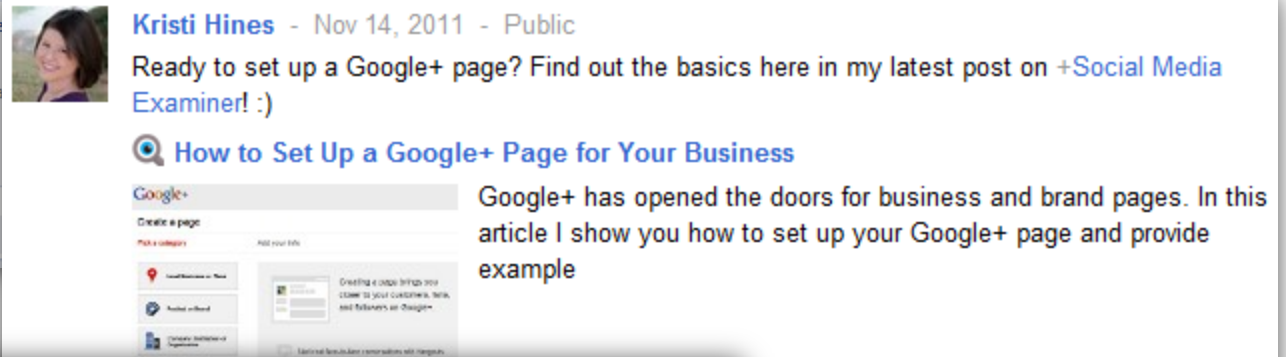
 Kristi Hines shared a link. Yesterday

Having problems staying focused on social media? Learn how to get past the distractions. Especially on Facebook!


 **Stop Bothering Me!** The blog, kissmetrics.com


Social media can be an invader. Social media are the distractions.

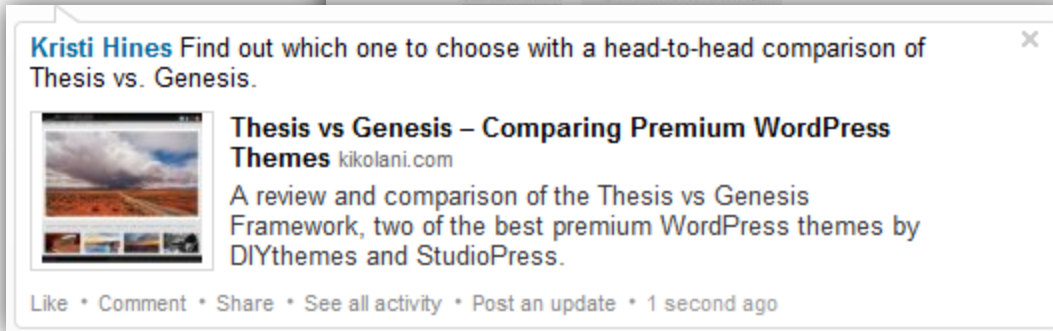
Like · Comment · Share


 Kristi Hines · Nov 14, 2011 · Public

Ready to set up a Google+ page? Find out the basics here in my latest post on [+Social Media Examiner!](#) :)

 **How to Set Up a Google+ Page for Your Business**

 Google+ has opened the doors for business and brand pages. In this article I show you how to set up your Google+ page and provide example

 Kristi Hines Find out which one to choose with a head-to-head comparison of Thesis vs. Genesis.

 **Thesis vs Genesis – Comparing Premium WordPress Themes** kikolani.com

A review and comparison of the Thesis vs Genesis Framework, two of the best premium WordPress themes by DIYthemes and StudioPress.

Like · Comment · Share · See all activity · Post an update · 1 second ago



Via commenting

Kristi from **Blog Marketing** | Tweet me @kikolani

February 22, 2011 at 11:51 PM



Great video, and thanks for including my archives in your examples of well done archives. I'm glad you noticed the fact that I include posts from elsewhere – that's actually done using a plugin (del.icio.us for WordPress) that pulls in my Delicious bookmarks. That way I can simultaneously update my archives page and my writing portfolio simply by bookmarking my new posts. 😊

Now that you read my comment, care to visit my blog? [Great Reminders for Writing Your First eBook](#)

REPLY



Kristi Hines

That is so true. I notice it most often in posts I'm writing. Sometimes I feel like they are very basic, obvious things but at the same time, no one has written about them. So when I write about them, those posts do really, really well. Sometimes being able to simply and clearly express the basics in whatever format or media you like the best is all you need to be successful.

My latest conversation: [Guide To Keyword Research – Part I: Keyword Discovery](#)

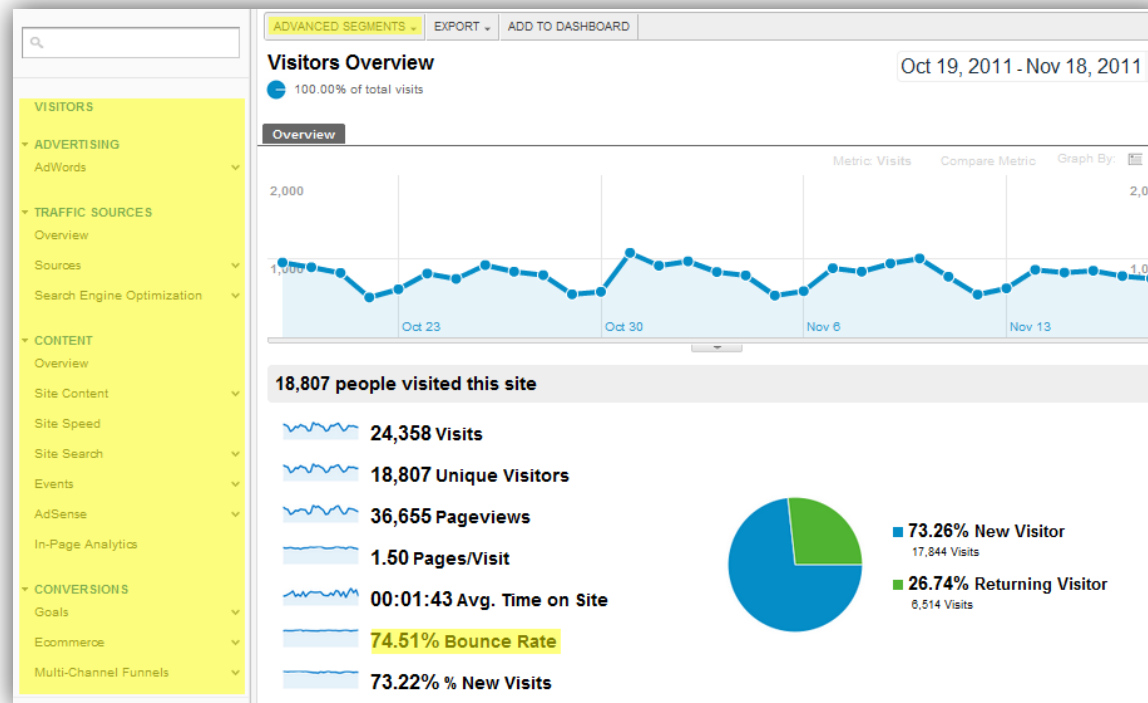
SECONDS AGO

Like Reply



#10 Leverage your analytics

 It's more than just page views!



Keywords & landing pages

 Are visitors getting what they want?

Viewing: Keyword Source Landing Page Other -

Secondary dimension: Keyword Sort Type: Default Advanced Filter ON edit View: 1 - 100 of 5818

Exclude: Keyword Containing: (not provided)

and

+ Add a dimension or metric

Apply cancel

	Landing Page	Keyword	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	/becoming-accessible-social-networking-social-media.html	social networks	233	1.26	00:00:18	97.00%	78.11%
2.	/twitter-lingo-tips-twitter-facebook-users.html	twitter lingo	216	1.06	00:00:18	93.06%	94.91%
3.	/	kikolani	146	2.45	00:03:34	51.37%	36.30%
4.	/twitter-lingo-tips-twitter-facebook-users.html	twitter jargon	110	1.17	00:00:40	94.55%	90.00%
5.	/what-are-you-thankful-for.html	what are you thankful for	104	1.06	00:00:16	98.08%	95.19%
6.	/what-is-tumblr.html	what is tumblr	59	1.12	00:00:05	98.31%	96.61%
7.	/thesis-vs-genesis-comparing-premium-wordpress-themes.html	thesis vs genesis	52	1.25	00:01:38	86.54%	84.62%
8.	/thesis-vs-genesis-comparing-premium-wordpress-themes.html	genesis vs thesis	46	1.52	00:02:31	80.43%	78.26%
9.	/becoming-accessible-social-networking-social-media.html	social networking	45	1.38	00:00:34	100.00%	71.11%
10.	/mobile-blogging-wordpress-mobile.html	how i mobile my wordpress	45	1.04	00:00:37	4.44%	97.78%

Site search

 What are visitors really looking for?

Viewing: Search Term Site Search Category

Secondary dimension: Select... Sort Type: Default

advanced View: 1 - 25 of 127

Search Term	Total Unique Searches	Results Pageviews/Search	% Search Exits	% Search Refinements	Time after Search	Search Depth
1. guest post	4	1.00	0.00%	0.00%	00:02:56	1.50
2. twitter	3	1.00	0.00%	0.00%	00:00:43	2.00
3. wordpress	3	1.00	0.00%	0.00%	00:20:37	7.00
4. 10 dreadful mistakes	2	1.50	0.00%	0.00%	00:01:46	2.00
5. blog world	2	1.00	0.00%	0.00%	00:03:15	2.50
6. blogworld	2	1.00	0.00%	0.00%	00:03:02	2.00
7. commentluv	2	1.00	0.00%	50.00%	00:00:34	0.50
8. keyword research	2	1.00	0.00%	0.00%	00:31:55	41.00
9. seo	2	1.00	0.00%	50.00%	00:07:11	1.50
10. social sharing buttons	2	1.00	0.00%	0.00%	00:00:10	1.00

Goals & conversions

 Is your content converting?

Viewing: Goal Completion URL

Secondary dimension: View: 1 - 100 of 280

	Goal Completion URL	Goal Completions	↓	Goal Value
1.	/	188		\$0.00
2.	/10-dreadful-mistakes-that-kill-your-comments.html/comment-page-1	53		\$0.00
3.	/thank-you	51		\$48.00
4.	/10-dreadful-mistakes-that-kill-your-comments.html	39		\$0.00
5.	/blog-post-promotion-ultimate-guide	37		\$165.00
6.	/thesis-vs-genesis-comparing-premium-wordpress-themes.html	33		\$0.00
7.	/how-to-win-blogging-contest.html	30		\$0.00
8.	/10-ways-to-position-your-blog-above-copycats.html/comment-page-1	27		\$0.00
9.	/author	27		\$0.00
10.	/what-is-tumblr.html/comment-page-1	27		\$0.00
11.	/10-ways-to-position-your-blog-above-copycats.html	24		\$0.00
12.	/a-fresh-start.html	24		\$15.00



And now for some exciting news



SocialMedia
Examiner



SocialMedia Examiner's
NETWORKING CLUBS

Finally, a welcoming place where you can lend a helping hand, connect with peers, & find help!

Get on the invite list:

Name

Email

FREE NOW, FREE FOREVER!



**SocialMedia
Examiner**



Lend a helping hand, connect with peers, and get help

Welcome, Michael! Log Out Edit Connections



Michael Stelzner

@mike-stelzner

Public Edit Change Avatar

I am the founder of Social Media Examiner and author of the books Launch and Writing White Papers

Company Social Media Examiner

Blog http://www.socialmediaexam

Facebook Page View Page

Twitter View Profile

Google+ View Profile

LinkedIn View Profile

STATS

Rank Scout



Profile

Messages 0

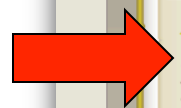
Friends 7

Clubs 4

Activity

Points

Settings



peers, and get help

Edit Connections

Michael (Mike) Stelzner
Country: United States
[Disconnect](#)

[Connect](#)

[Connect](#)

OK

powered by Giga



Welcome, Michael! Log Out Edit Connections



search

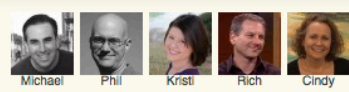
Browse Social Media Categories

Google+

Join 117,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Facebook Marketing Video Tutorial!

Enter your name

Email



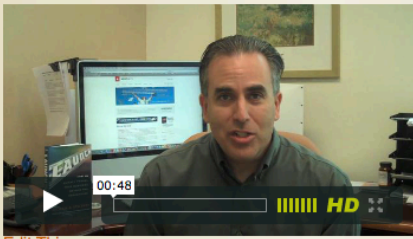


Lend a helping hand, connect with peers, and get help

Welcome, Michael! Log Out • Edit Connections

Welcome to the Networking Clubs

Welcome to our community! Finally, a place you can call home, help out others, make connections and get answers! **Free now, free forever!**



Edit This

YOUR PROFILE



- Profile
- Messages 0
- Friends 7
- Clubs 4
- Activity
- Points
- Settings
- Log Out

USEFUL LINKS

- Search members
- Site-wide activity

Browse Networking Clubs

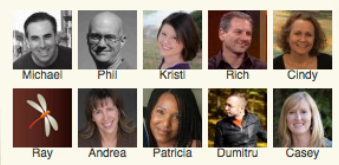
- Facebook
- Private Club
- Blogging
- Small Business

Join 117,000+ of your peers! Get our latest articles delivered to your email inbox and get the FREE Facebook Marketing Video Tutorial!

I'D LOVE UPDATES [More info...](#)



NETWORKING CLUBS LEADERBOARD



[Learn how you could be here](#)

Members Directory

All Members 98 My Friends 7



Michael Stelzner - "Checking out the [...]"
active right now



Phil Mershon
active 50 minutes ago



Patricia Redsicker
active 1 hour, 4 minutes ago



Rich Brooks - "Checking out the activities [...]"
active 1 hour, 13 minutes ago



Cindy King
active 1 hour, 30 minutes ago

NETWORKING CLUBS

Facebook

This club is for marketers and business



CLUB LEADERS



Facebook
Andrea Vahl



Private



Be the first of your friends to like this.

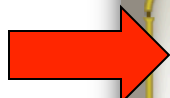


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SocialMedia Examiner


Networking





Members Directory


All Members **98** My Friends **7**

 **Michael Stelzner** - "Checking out the [...]"
active right now

 **Phil Mershon**
active 50 minutes ago

 **Patricia Redsicker**
active 1 hour, 4 minutes ago

 **Rich Brooks** - "Checking out the activities [...]"
active 1 hour, 13 minutes ago

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active 1 hour, 30 minutes ago

Dumitru Brinzan
[@dumitru-brinzan](#)

Friendship Requested Private Message

Company WPZOOM

Blog <http://www.brinzan.com>

Facebook [View Profile](#)







Twitter [View Profile](#)

LinkedIn [View Profile](#)

Profile
Friends **2**



Initial clubs

-  Facebook
 -  Leader: Andrea Vahl
-  Small Business
 -  Leader: Rich Brooks
-  Blogging
 -  Leader: Kristi Hines



NETWORKING CLUBS

Facebook

This club is for marketers and business owners who want to better understand how to use Facebook

Popular Discussions

- Test

Club Leader: Facebook
Andrea Vahl

Blogging

This club is for marketers and business owners who want to better understand how to use blogs

Popular Discussions

- Why do you like blogging?
- Introduce Yourselves!

Club Leader: Blogging
Kristi Hines

Small Business

This club is for small businesses that want to learn more about social media

Popular Discussions

- Introduce Yourselves!

Club Leader: Small Business
Rich Brooks

NEWS

We are in beta now. So expect errors. Add club leaders and moderators, please report errors in the Private Club

Clubs forums

This club is for marketers and business owners who want to better understand how to use blogs

Club Leaders

Moderators

Forum Activity Members

Order By: Last Active

Discussion	Author	Last Reply	Replies
Introduce Yourself!	Kristi 6:50 PM	Phil 8:32 PM	3
Why do you like blogging?	Phil 4:45 PM	Phil 6:46 PM	3

Introduce Yourself! (3 posts)

Kristi Hines said 2 hours, 42 minutes ago: @kristi-hines | | #

Ready to start connecting with and learning from other bloggers?

Be sure to introduce yourself here! **Let everyone know where you blog (links are welcome) and your blogging goals** whether they are personal, professional, or business oriented.

I'll start off to break the ice.

My name is Kristi Hines. I am a freelance writer, professional blogger, and social media enthusiast. I have a wide range of interests with blogs to match including the following.

- Kikolani (<http://kikolani.com/>) which covers blog marketing.
- Photostry (<http://photostry.com/>) which showcases my photography.
- Kristi's ME (<http://kristis.me/>) which is my personal blog.







Now it's your turn to say hello to the community!

Mike Stelzner said 2 hours, 19 minutes ago: @miko-stelzner | | #

Thanks Kristi!

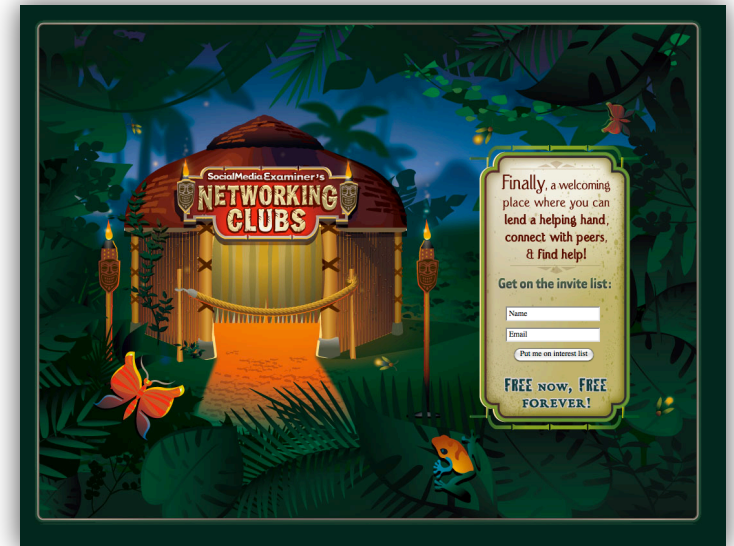
I started my first blog way back in 2006 called Writing White Papers. That was what pretty much got me known in the world of writing and marketing.

Networking Clubs benefits

-  Get your questions answered for free
 -  Dedicated and staffed forums on Facebook, blogging and small business social media
-  A place to network and make connections
-  You can be rewarded by helping others
 -  Top users get exposure on **all** pages of Social Media Examiner
-  Forever FREE!

How to get on the interest list

- 🐞 Signup here:
 - 🍃 socialmediaexaminer.com/networkingclubs/
 - 🍃 **First 200 people to sign up will get in TODAY**
 - 🍃 Rest will be invited in phases
- 🐞 **Public opening of clubs expected in early 2012**



Your social media questions?

- 🐞 Let's take your questions
- 🐞 Also, get on the Networking Clubs interest list here:

🌿 socialmediaexaminer.com/networkingclubs/

