

facebook

twitter

You Tube™

LinkedIn®

Social Media in the Business World

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The Karcher Group – TKG.com

Who is TKG?

- In Business for Over 12 Years
- Services Provided:
 - Web Design
 - Content Management Systems
 - Ecommerce
 - SEM Services
 - Share & Co-Located Hosting
- 35 Full Time Employees
- Nationally Recognized Expertise in Design & SEO

Search Engine Marketing

- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC)
- **Social Media**
- Link Building
- Online Public Relations
- Content Creation
- Website Analytics

Types of Social Media

- Articles
- Blogs
- Forums/Q&A
- **Video**
- Pictures
- Local
- **Social Networks**
- Social Shopping
- Niche Sites
- Press Releases
- Social News
- **Micro Blogging**



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Social Media Sites



What I'll Touch On

- Sites covered:
 - Facebook
 - LinkedIn
 - Twitter
 - YouTube
- Demographic Information
- How to Leverage the network

Facebook – Who Uses It?

Users/Profiles

- More than 350 million active Facebook users

Demographics

- **Age:** average age of Facebook users is 33
*35-54 year old age group is growing the fastest
- **Gender:** 55.7% females; 42.2% males



facebook.

User Trends

- 50% of active users log on to Facebook in any given day & spends more than 55 minutes per day on Facebook
- the average user is invited to 3 events per month, is a member of 12 groups and becomes a fan of 2 pages per month

Business Trends

- More than 700,000 local businesses have active pages on Facebook
- In 2009, \$335 million spent on Facebook advertising in the US

Creating a Facebook Presence for your Business

Fan Pages

Groups

Advertising

Facebook (Business) Page

- What is it?
 - Public profile for your company (business listing)
 - Visible by the Search Engines
- Why create a page?
 - Promote your business
 - Increase your online visibility & reach
- Features
 - customizable layout
 - applications (RSS, twitter, etc)
 - ability to message all fans
 - ability to promote with a paid ad

Facebook (Business) Page

Common Mistakes

- Not having a game plan
- Creating a page because someone told you to
- Not maintaining it & forgetting that its part of your marketing plan

Example:

- Only online presence?
- No convenient way to contact
- No information about company
- No real “presence”
- No address
- No fans (not being promoted)
- No content to get Search Engine rankings

EAS Construction
Site Work & Excavation | Licensed, Bonded & Insured

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

Licensed, Bonded & Insured

Information

Location:
[Bagley Road](#)
Berea, OH

Phone:
216-538-8706

Mon - Fri:
7:00 am - 7:00 pm

Facebook (Business) Page

Tips

- Tell people about it
 - » Email
 - » Website links
 - » Other social media (twitter, linkedin, blog, etc)
 - » Contact FB friends
- Maintain it / keep it current
- Create a custom (vanity) URL once you reach 25 fans
- Promote not only your business/products, but also:
 - » Events
 - » Contests/Giveaways
 - » News

LinkedIn – Who Uses It?

Users/Profiles

- More than 55 million active LinkedIn users

Demographics

- **Age:** average age of LinkedIn users is 41
*35-49 year old age group is growing the fastest
- **Gender:** 47% females; 53% males



User Trends

- LinkedIn's traffic exceeds 50 million visits in the United States and 87 million globally.

Business Trends

- There are over 160,000 company profiles on LinkedIn

Creating a LinkedIn Presence for your Business

- *Individual Profiles*
- *Company Profiles*
- *LinkedIn Groups***

LinkedIn Groups

- What is it?
 - A collaboration of likeminded professionals
 - » Location
 - » Profession
 - » Specialty
- Why start a group?
 - Promote above topics in a professional setting
- Tips
 - Start discussions
 - Promote to increase membership
 - Offer valuable content
 - Publish events & networking opportunities

Twitter – Who Uses It?



Users/Profiles

- Twitter has 26 million users.

Demographics

- **Age:** average age of twitter users is 31
* 35-49 year old age group is growing the fastest
- **Gender:** 53% females; 47% males

User Trends

- Total Twitter messages: 3 million/day.
- The average user has 300 followers.

Business Trends

- Estimated that there are over 20,000 business profiles on Twitter

Start Connecting

1. Find people you know
2. People in your industry
3. People in your area

TIPS:

- Use the Twitter search bar
- Check your friend's followers and who they're following
- Attend a tweetup to meet fellow tweeters
- Twitter directories
 - Twellow; justtweetit.com; Twitterlocal.net; localtweeps.com

Twitter Tips & Techniques

- Include your web address in profile
- Create a custom background that adds to your Twitter bio
- Include your location in profile to be found locally
- Include links to your website within your updates to encourage sale/lead
- Feed news or blog posts to Twitter
- Don't over promote
- Help solve problems

YouTube – Who Uses It?

Users/Profiles

- YouTube has more than 100 million visitors per month.

Demographics

- **Age:** average age of twitter users is 26
* year old age group is growing the fastest
- **Gender:** 47% females; 53% males

User Trends

- More than 100,000,000 videos are viewed per day on YouTube.
- 20 hours-worth of video is uploaded to the site every single minute.



YouTube Marketing

YouTube Tips & Techniques

- Put the videos on your site
 - Goal is to extend your online presence and reach, don't want to drive people to YouTube
- Create a complete profile and include your web address
- Include your location in profile to be found locally
- Provide descriptions for all your videos

Questions?

- Other Social Media Websites?
- Problems You've Experienced with Social?



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