

First Why, Then How:

Sustaining Social Media Success With Thoughtful Strategic Plans & Integrated Tactics



**Arizona Office of
Tourism**

03.10.10

Jay Baer

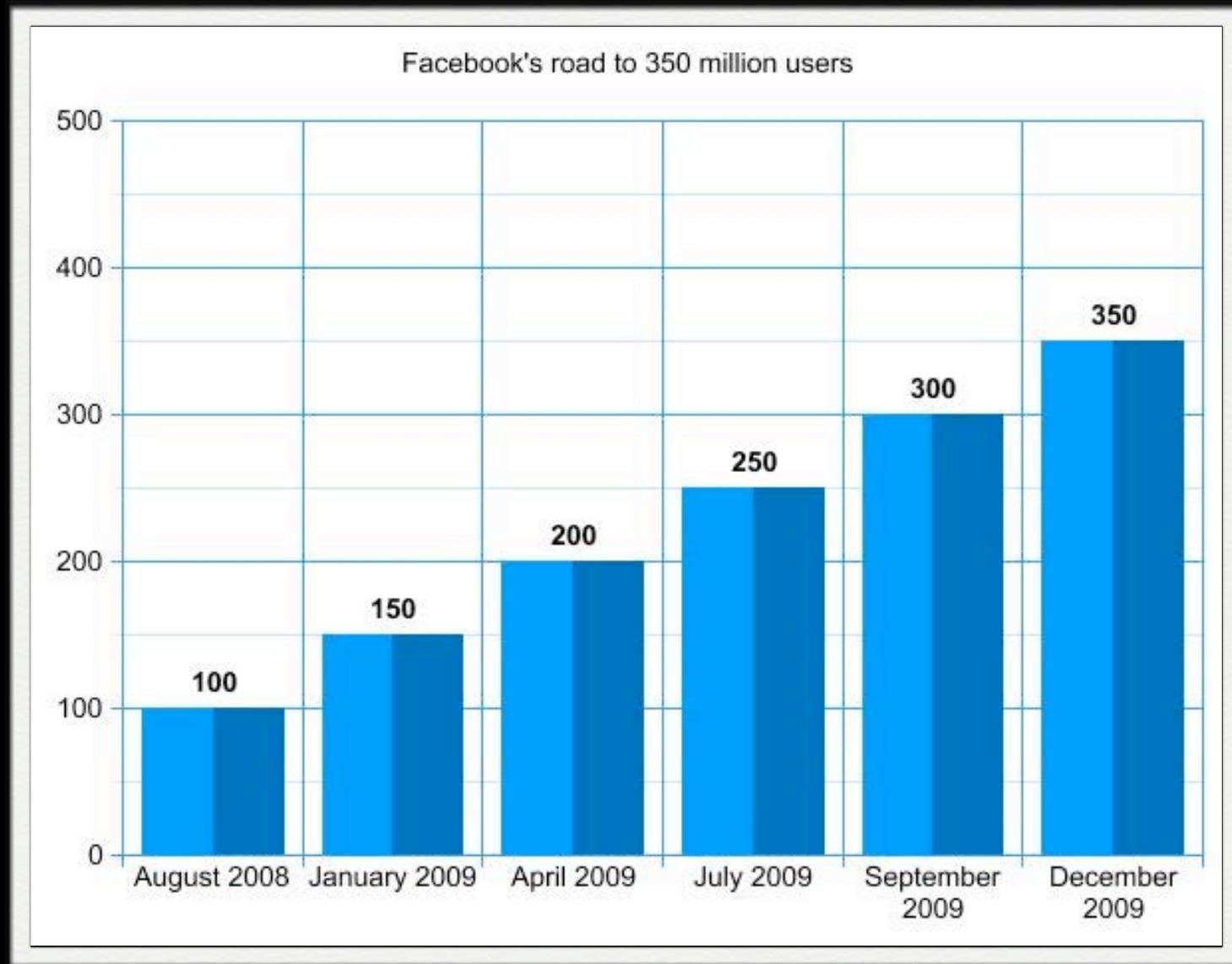
Social Media Strategy

www.convinceandconvert.com

@jaybaer



I Will Tell You The Truth



Today's Truth



A close-up photograph of several hands of different ages and skin tones cupping a small, vibrant green seedling with three leaves. The seedling is planted in a mound of dark, rich soil. The hands are positioned around the base of the plant, symbolizing collective care and support. The background is softly blurred, showing more hands and skin tones, suggesting a diverse group of people.

We're All Teachers

We're All Students



Contents

Why Social Media?

Developing a Social Media Strategy in 8 Steps

<break>

Integrating Social Media

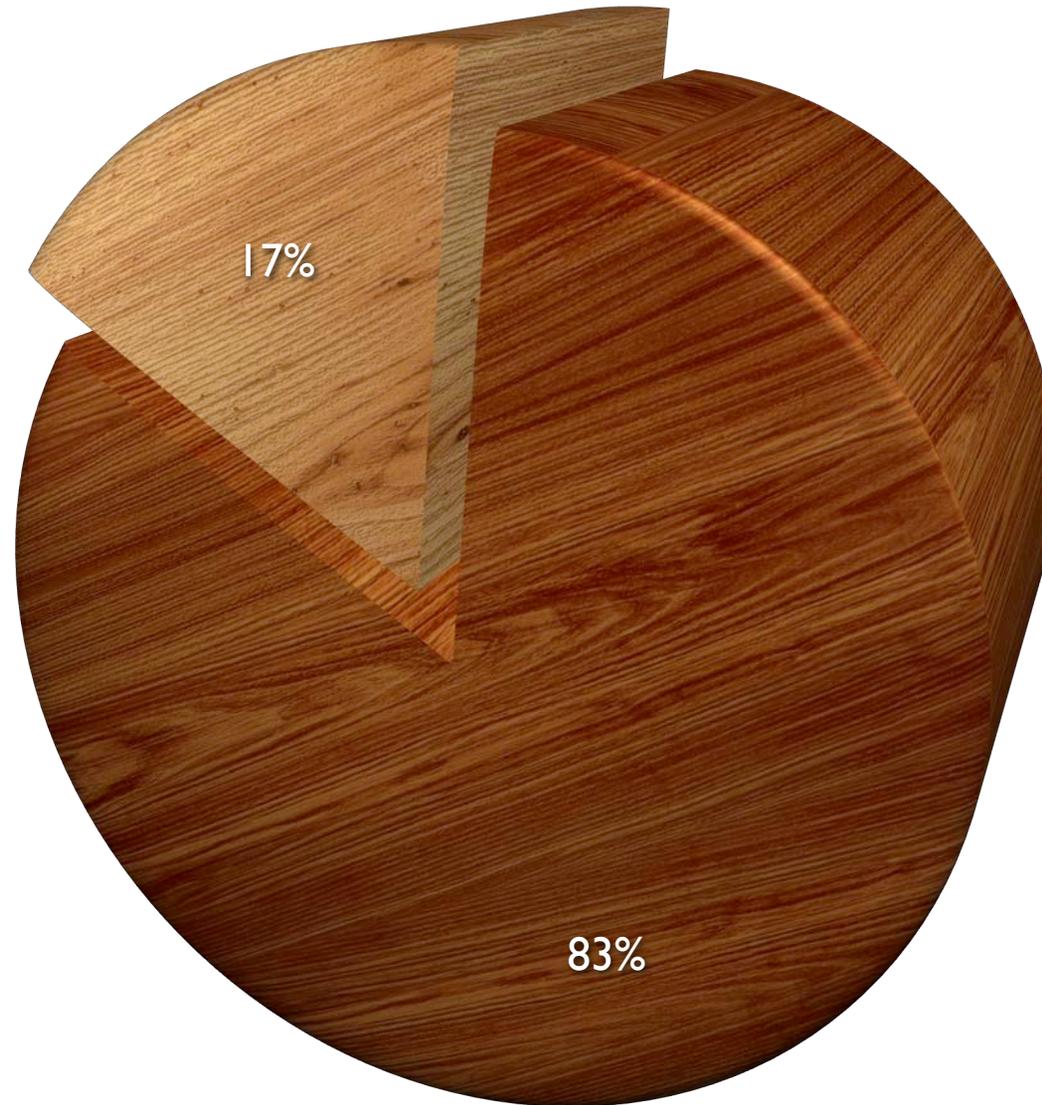
- Social + Email
- Social + Advertising
- Social + Events

5 Ways to Use Social Media

- PR & Influencer Outreach
- Campaigns, Apps, & Mobile
- Inbound Marketing & Thought Leadership
- Brand Communities
- Social CRM and Humanization



Social Media is Pervasive



● Active

● Inactive



The World According to Social Media

China

India

facebook

United States



A man with dark hair and a black shirt is holding a vintage camera up to his eye. The camera is a Zeiss Ikon Traveler 8T, which is a rangefinder camera with a silver and black finish. The man is looking through the viewfinder, and his hands are positioned to hold the camera steady. The background is a plain, light-colored wall.

The People Will Be Heard

**20 Hours of Video
Uploaded to YouTube**

Every Minute



3 Billion Photos Uploaded to Facebook

Every Month





2 Million Tweets
Per Hour





Social Media Gives Consumers Power



	Aaron Bracamonte
	Aaron Jones
	Aaron Kahlow
	Aaron Post
	Aaron Smitthipong
	Abbie S. Fink
	Adam Nollmeyer
	Adam Pierno
	Alan Perkel
	Ali Swerdlow
	Alison Thor Drake
	Allan Starr
	Alyson Murphy Baer

In Their Personal Relationships, Weakened by Time Pressure

"My relationships are no longer dictated by geography or circumstance."

-- Amber Naslund



And in Relationships with Brands

Google Sidewiki

These entries may be less useful. Click an entry to tell us what you think. [Learn more](#)

Entries about the entire page:

[David Lukes](#) - Nov 24, 2009

Typical Greedy Corp.

Marriott is just like all the other greedy corps out there. Had to make a reservation online several months back and now after 5 times trying to unsubscribe from their bombardment of their emails and affiliates they just ignor there own Unsubscribe Form. Like I said GREEDY.

Useful? [Yes](#) (0) [No](#) (2) [Report abuse](#) [Share](#) ▼

Marriott Home | [Change/Cancel Reservations](#) | [Español](#)

EXPLORE & PLAN MEETINGS & EVENTS MARRIOTT REWARDS

20% off weekends

hotel deals packages GLOBAL RATE meetings & e

find hotel deal meeting space

City or Airport Code
State (USA only) Country
Check-in date (mm/dd/yy) Check-out date (mm/dd/yy)
No. of rooms Guests/room
Marriott Rewards number

Use Marriott Rewards points

Special Rates & Awards

Hotels by Brand

FIND

Our Best Rates, Guaranteed plus more [Advanced search](#)

Shop Marriott
Bed, bath, décor. Bring luxury home »

Bill Marriott's Blog

Spirit to Preserve



Social Media is Word of Mouth on Steroids



Social Media Isn't a Conversation



It's Where the Conversation Takes Place



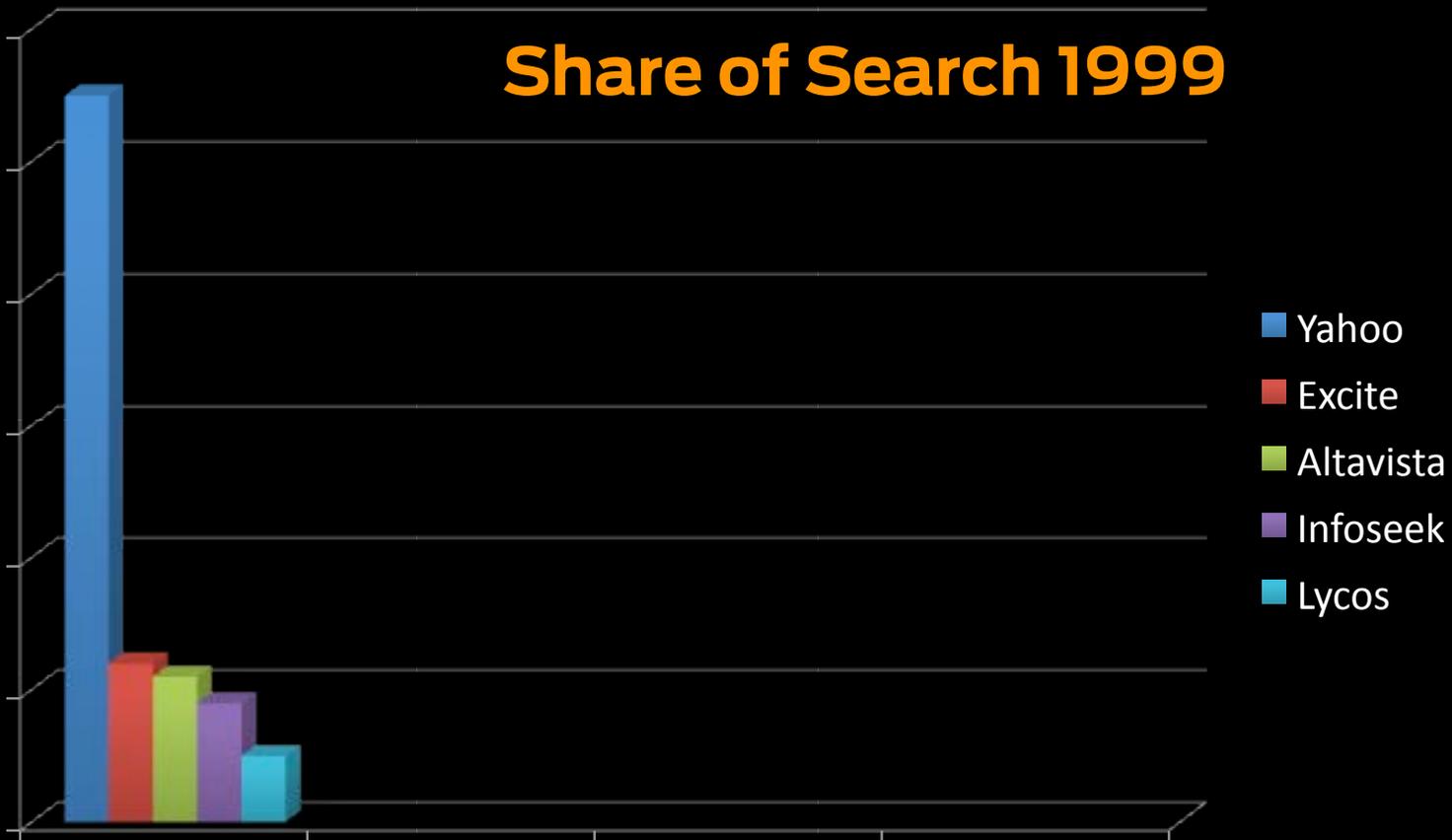
THE CONVERSATION PRISM

Brought to you by Brian Selis & JESS3



Worry About the Tools Last, Not First

Tools Change. Always.



7 Step Process

Build Your Team

Listen

What's the Point?

Analyze Audience

Find Your One Thing

Select Outposts

Pick Metrics



1. Build an Ark



Get on Board





**Do Not
Use Force**

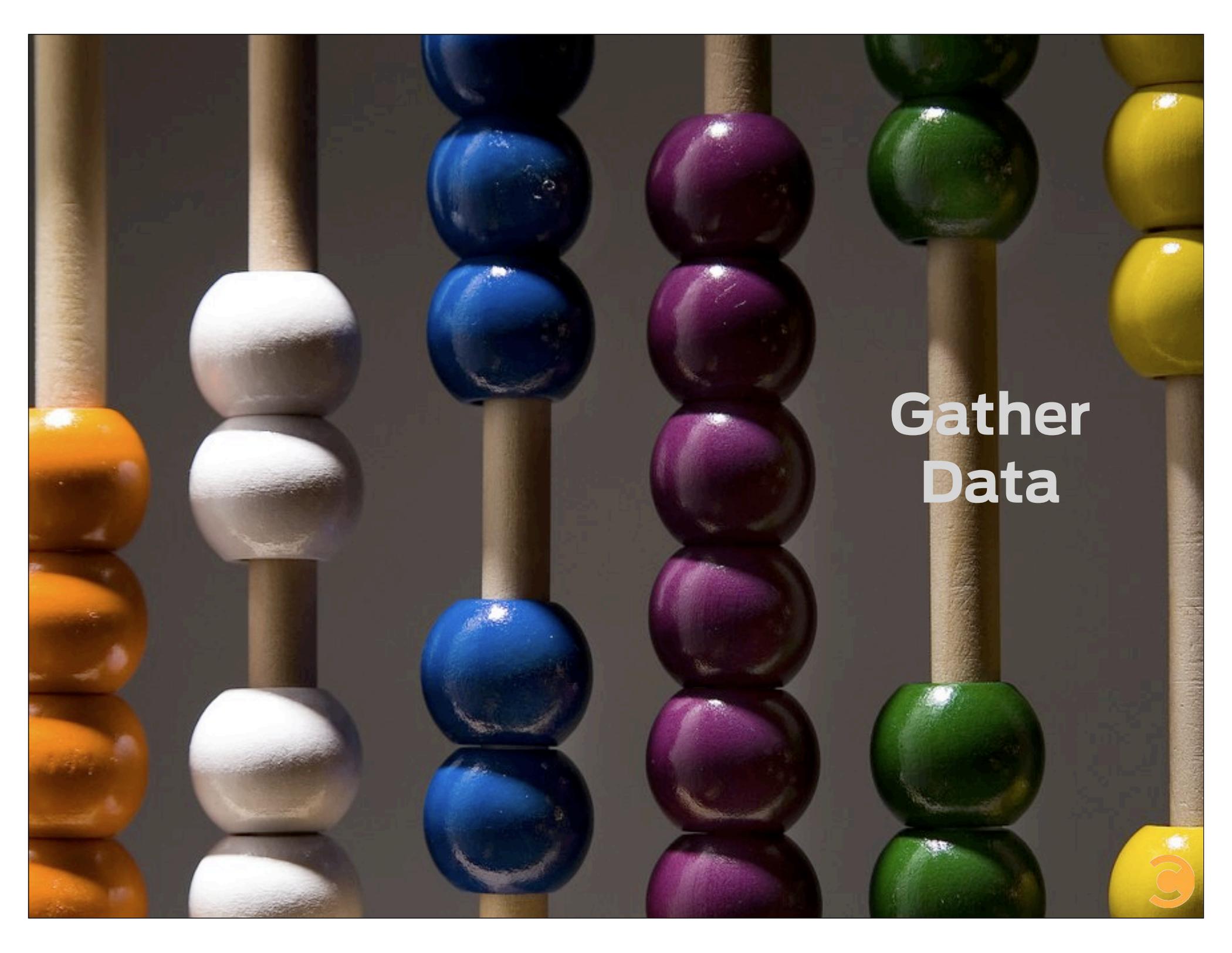
**Passion
Trumps
Position**





Set Timelines





**Gather
Data**



Data to Seek

Customer Characteristics

Current Social Metrics (if any)

Web Metrics

Business Metrics



2. Listen



Free Listening

socialmention* **jaybaer** [Search] [Advanced Search] [Preferences]

0% strength | 11:1 sentiment

32% passion | 23% reach

2 days avg. per mention

last mention 5 days ago

34 unique authors

Mentions about jaybaer

Sort By: [Date] Results: [Anytime] Results 1 - 15 of 73 mentions.

- 19 Top Takeaways from B2B Forum | Integrated Marketing and Media...**
I'm Jay Baer. I'm a social media strategy consultant and trainer for public relations firms and leading corporations. I've worked with more than 700 companies (and 2...
www.convinceandconvert.com/integrated-marketing-and-media/19-top-b2b-marketing-tips/ 5 days ago - by Jason Baer on [google_blog](#)
- Jason Baer (jaybaer) - Chat Catcher**
Twitter Comment by jaybaer (Jason Baer). 2009-06-10T13:23:33. 19 Top Takeaways from B2B Marketing Forum. #mpb2b [link to post]. - Posted using Chat Catcher ...
chatcatcher.com/item/67089 5 days ago - by jaybaer (Jason Baer) on [google_blog](#)
- seems like I check it less & less everyday RT @jaybaer Is email**
paco_belle (Scott Duehlmeier) paco_belle: seems like I check it less & less everyday RT @jaybaer Is email dead? Twitterati Says "No." 6 findings from Twitter poll htt...
chatcatcher.com/item/64815 7 days ago - by paco_belle (Scott Duehlmeier) on [google_blog](#)
- Jason Baer (jaybaer) - Chat Catcher**
Twitter Comment by jaybaer (Jason Baer). 2009-06-08T14:20:06. Is email dead? Twitterati Says "No." 6 findings from Twitter poll. [link to post]. - Posted using Chat ...
chatcatcher.com/item/64812 7 days ago - by jaybaer (Jason Baer) on [google_blog](#)

Top Keywords

media	15
marketing	12
social	11
email	11
twitter	10
baer	8
helps	8
jason	7
rich	7
richer	7

Top Users

jaybaer (Jason Baer)	15
----------------------	----

Google Blog Search

99 blogs over 15 hours

Google Book Search Agreement

Google Blogscopied - Technology - 6 hours ago
Google scans many books for their book search program but you can't access everything due to copyright restrictions. Now after years of discussion Google struck a deal with the Authors Guild and Association of American Publishers.
First Impressions of the Google Books Settlement - Dan Cohen's Digital Humanities Blog
Google Reaches Settlement With Authors and Publishers Over Google Book Search - EFF.org Updates
Google Settles Book Search Copyright Litigation For \$125 Million, Paves Way For Novel Services - searchengineinland.com
[all 99 blogs >](#)

162 blogs over 19 hours

McCain Calls For Ted Stevens To Step Down

Firedeglake - Politics - 7 hours ago
In a statement released today, Sen. John McCain has called for recently convicted Sen. Ted "Toobz" Stevens to step down: Yesterday, Senator Ted Stevens was found guilty of corruption.
Palin calls for Stevens to resign - CNN Political Ticker
McCain & Palin Call For Stevens To Quit - Joe. My. God.
McCain In Ted Stevens: Quit Senate - The Swamp
[all 162 blogs >](#)

twitter

See what's happening — right now.

jayson baer [Advanced Search]

[Search]

Trending topics: [Halloween](#), [#pdc2008](#), [#fc08](#), [Fallout 3](#), [#blogwell](#), [Joe Plumber](#), [iPhone](#), [PDC](#), [Windows 7](#)

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Posts | Topics | Forums | Images | Videos | Twitter | Imdb

[Search] [Advanced search]

Browse popular internet

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- Movies**
- News**
- Press Releases**
- Instructions**
- Articles**

Browse top internet

- Sites**
- Domains**
- Topics**
- Projects**

The most popular videos message boards are linking to now.

- Wassup 2008** 120 new links from 75 sites to this video
- I Invented The Internet (Ep. 6: October Surprise)** 173 new links from 73 sites to this video
- RickRoll D** 202 new links from 71 site to this video
- Terry Tate: Reading Is Fundamental!** 110 new links from 63 sites to this video
- The ultimate Lambo garage** 93 new links from 63 sites to this video
- Barney Frank: Plenty of rich people that we can...** 100 new links from 62 sites to this video

[More popular internet videos...](#)

backtype People Comments

Find, follow and share comments on the web [LEARN MORE]

BackType Alerts — receive updates whenever a search term is mentioned in a comment

Search People | Search Comments

HIGHLIGHTS

- Dave McClure on NuConomy Studio Leaves Private Beta, Aims To Redefine Web Analytics 1 hour ago
- Chris Brogan on How Corporates Should View Comment Policies 2 hours ago
- Om Malik on Opinion: Corporate Morality is Not a Group Effort 2 hours ago
- Fred Wilson on Glue: A Social Net That Lives In Your Browser 3 hours ago
- Michael Arrington on Facebook Connect Launch Scheduled For November 30 3 hours ago
- Jeffrey Zeldman on Fast high-speed access for NYC internet professionals 3 hours ago
- Brian Clark on Another Reason to Buy Thesis Theme 5 hours ago
- Guy Kawasaki on Winning the Web on Alltop - A New Milestone? 6 hours ago
- Jason Calacanis on Ten Comments You Think Are Cool And Insightful But Aren't 6 hours ago
- Mathew Ingram on Google: Start up those book scanners! 7 hours ago

Sign Up

Give your comments a home where they can be discovered, followed and shared

LOGIN

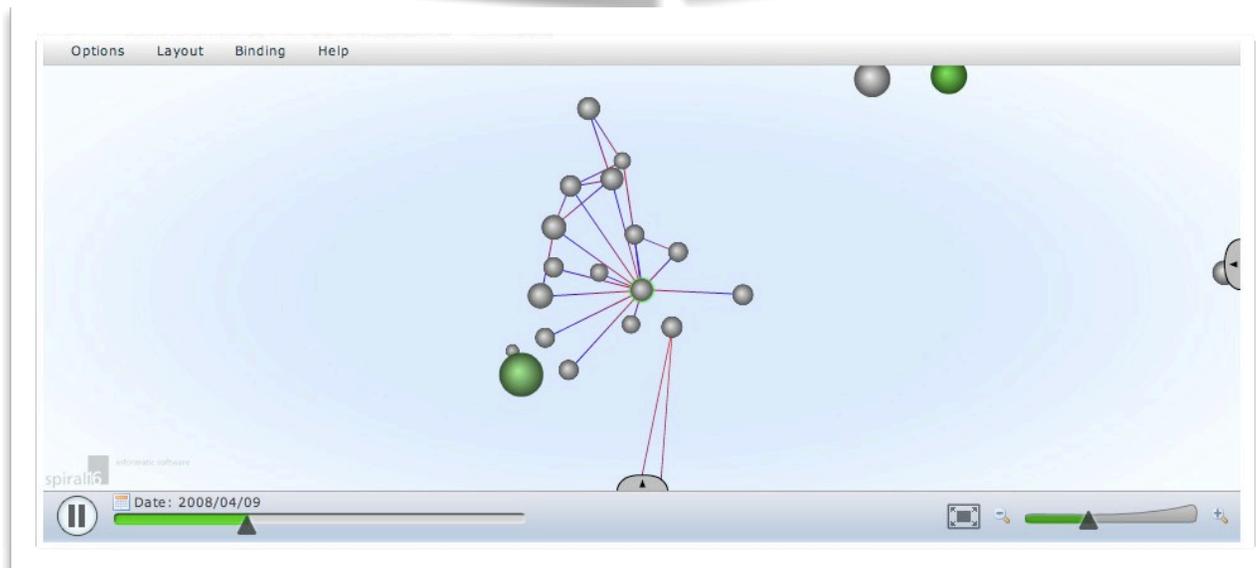
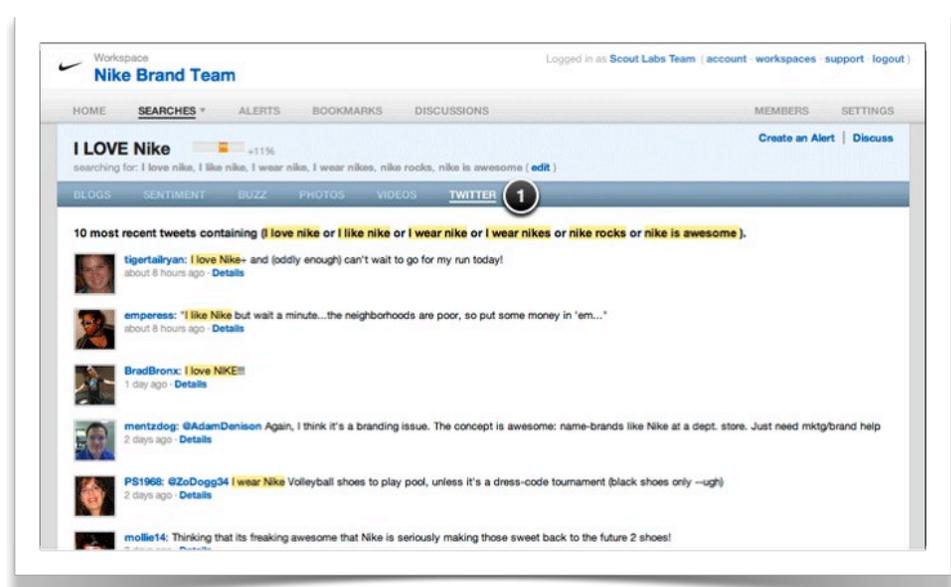
Username or E-mail

Password

[Login] [Forgot password?]



Advanced Listening



Listening Queries

What's Being Said About Us?

What's Being Said About Competitors?

What's Our Sentiment & Share of Voice?

Who's Saying It?

Where Are They Saying It?



Lots of Chatter - socialmention.com

socialmention* "flagstaff restaurants" Search

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

0% strength

37:0 sentiment

32% passion

8% reach

1 days avg. per mention

last mention 3 days ago

39 unique authors

0 retweets

Sentiment

positive	37
neutral	51
negative	0

Top Keywords

flagstaff	211
restaurants	107
arizona	41
bookmark	38
restaurant	29
saved	19
delicious	19
dining	17
reviews	16
food	14

Top Users

Administrator	8
vashti	7
admin	4
dsoltesz	2
jkeaton99	2

Mentions about "flagstaff restaurants"

Sort By: Results: Results 1 - 15 of 88 mentions.

-  [@azhighways](#) Thanks for the opportunity. Looking forward to introducing you to more Flagstaff restaurants!

twitter.com/JackiMieler/statuses/9842050151

3 days ago - by  JackiMieler on [twitter](#)
-  [Pesto Brothers Discussions | Facebook](#)

Flagstaff Restaurants | Flagstaff Restaurant Reviews | Flagstaff AZ Restaurants | Flagstaff Fine Din

www.facebook.com/pages/Flagstaff-AZ/Pesto-Brothers/208138569525?v=app_2373072738

3 days ago - on [facebook](#)
-  [Flavors of Flagstaff | Facebook](#)

Flavors is a fun and easy way to keep up with Flagstaff restaurants. Why a FB Page?-----Easier to post exciting tidbits from FLG Peeps...plus share, comment and ...

www.facebook.com/FlavorsOfFlagstaff

4 days ago - on [facebook](#)
-  [NetworkedBlogs on Facebook](#)

Out West Food Review <http://outwestfoodreview.bl...> 2 Followers

Language: English Tags: flagstaff, restaurants, food Rating: (1 Ratings)

apps.facebook.com/blognetworks/searchpage.php?tag=Flagstaff

4 days ago - on [facebook](#)
-  [Pesto Brothers Reviews | Facebook](#)

Flagstaff Restaurants | Flagstaff Restaurant Reviews | Flagstaff AZ Restaurants | Flagstaff Fine Din

www.facebook.com/pages/Flagstaff-AZ/Pesto-Brothers/208138569525?v=app_6261817190

5 days ago - on [facebook](#)



Free Listening Worksheet



CONVINCE&CONVERT
convinceandconvert.com • (602) 616-1895

Social Media Share of Voice and Sentiment Report

Date Compiled:

Organization	Positive Mentions	Neutral Mentions	Negative Mentions	Total Mentions
My Company	222	758	46	1026
Competitor 1	111	455	74	640
Competitor 2	34	565	11	610
Competitor 3	7	112	14	133
Competitor 4	16	95	43	154
Competitor 5	98	167	20	285
Competitor 6	55	333	17	405

Total Mentions **3253**

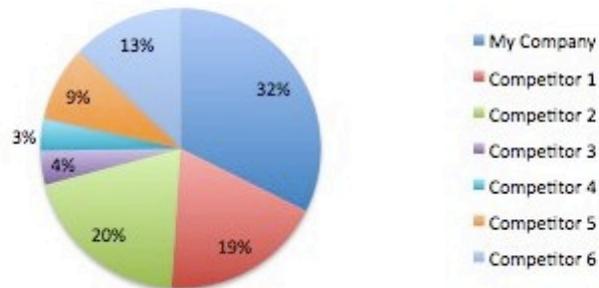
Share of Voice (positive/neutral only)

Organization	Share %
My Company	30.13%
Competitor 1	17.40%
Competitor 2	18.41%
Competitor 3	3.66%
Competitor 4	3.41%
Competitor 5	8.15%
Competitor 6	11.93%

Average Sentiment

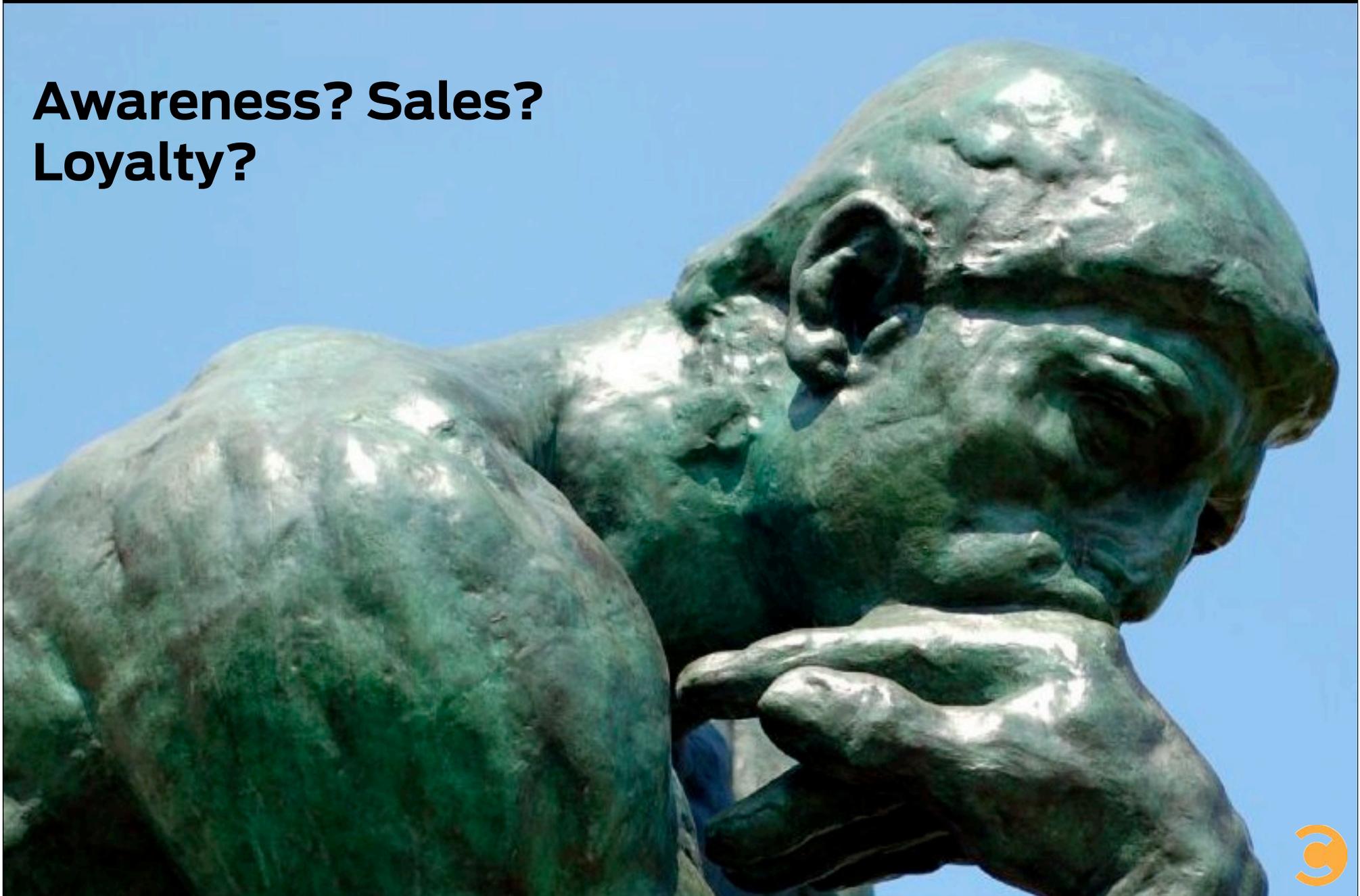
Organization	Share %
My Company	3.34
Competitor 1	3.12
Competitor 2	3.08
Competitor 3	2.89
Competitor 4	2.65
Competitor 5	3.55
Competitor 6	3.19

Share of Voice positive/neutral

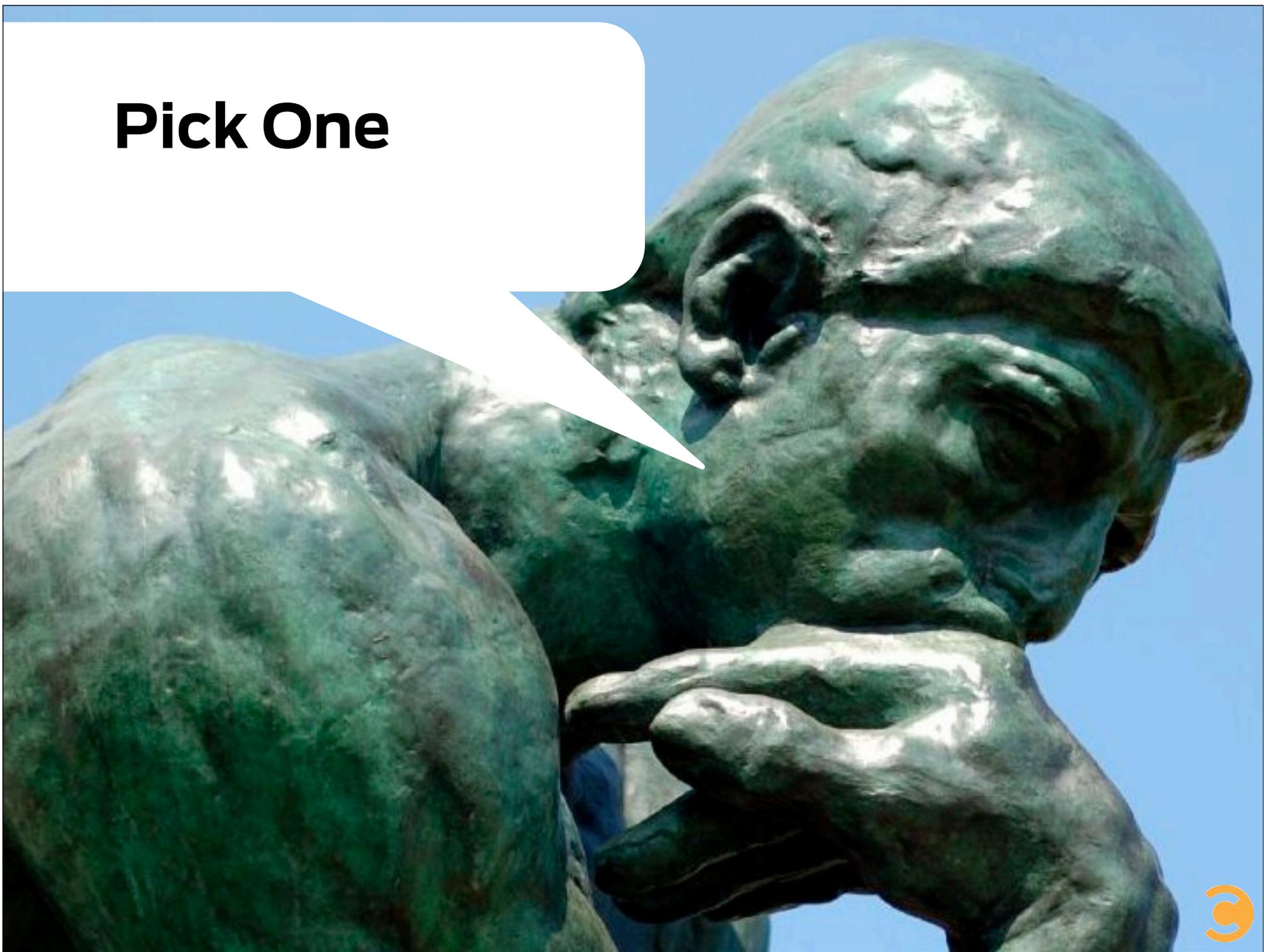


3. What's the Point?

**Awareness? Sales?
Loyalty?**



Pick One





4. Analyze Audiences





Age Gender Geography

Who Are They?



A group of 15 young adults, both men and women, are standing in a circle on a lush green grassy field. They are all holding hands, forming a continuous loop. The group is diverse in appearance and clothing, with some wearing casual t-shirts and jeans, while others are in sweaters or jackets. The background is a vast, open green field under a clear sky. The overall mood is positive and communal.

**What Relationship Do They Have
With Your Brand?**



Nothing

Aware, No
Action

Single
Action

Repeat/
Enthusiasts

Advocates



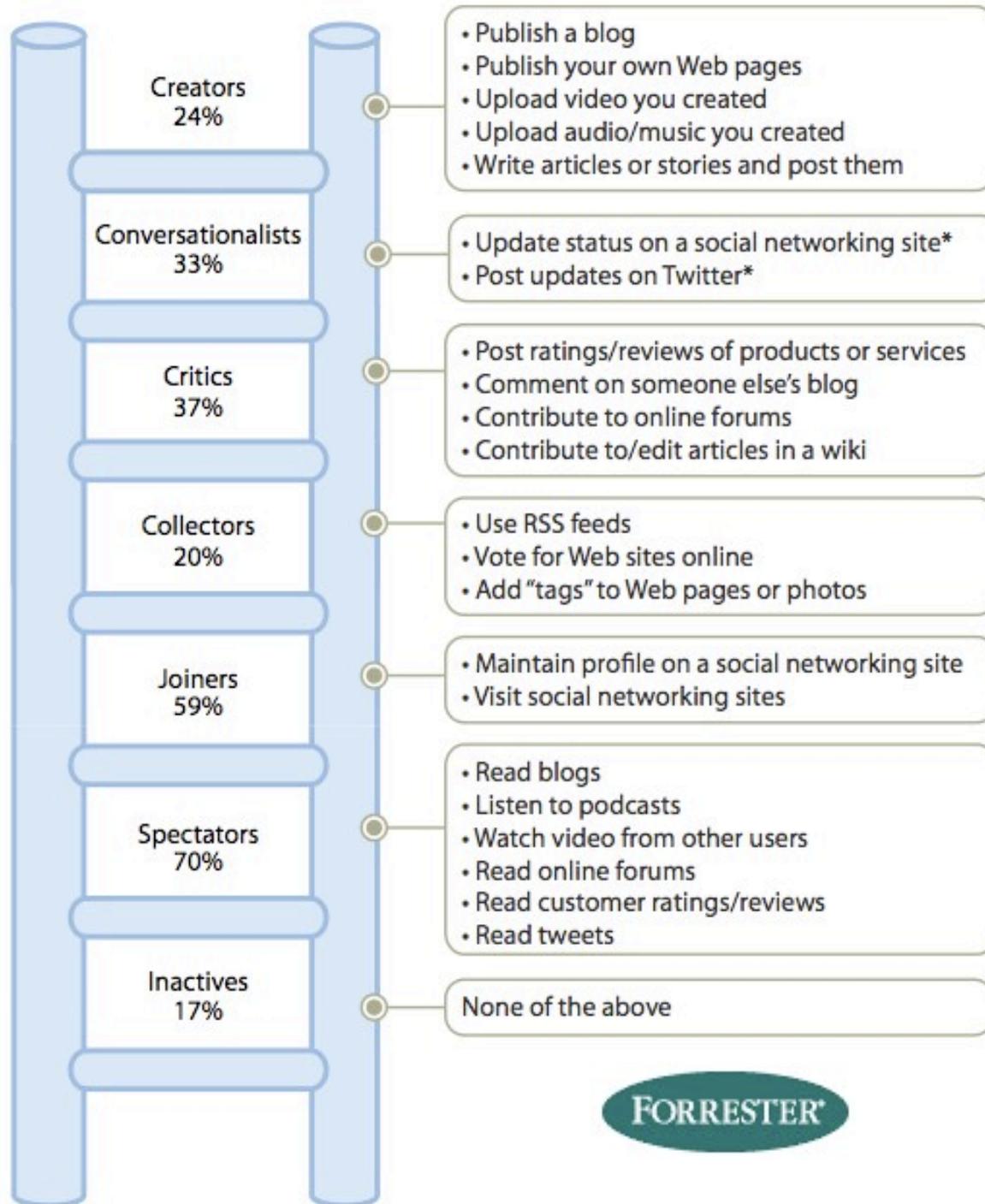


Pick Up to Two, Adjacent

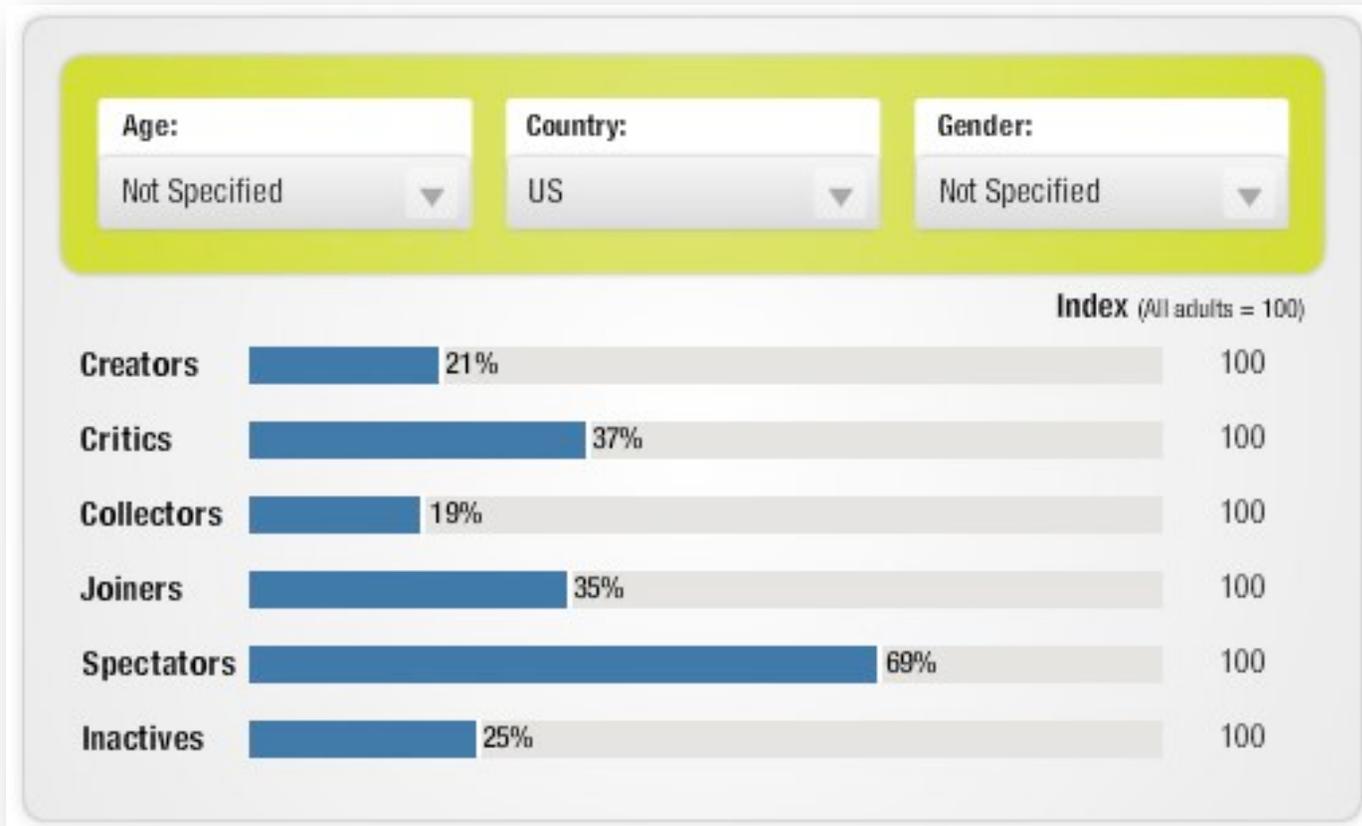


How Do They Use Social Media?





Map Demographics to Social Technographics





We're Not All Spielberg



GALLERY

19 - 36 OF 1961

← BACK TO VIDEO

SORT BY MOST RECENT MOST VIEWED BY TITLE BY DIRECTOR ALL SUBMISSIONS



← PREV NEXT →

1,961 Entries



CONTEST INFO TOOLBOX FORUM SUBMIT VIDEO GALLERY

PRIVACY POLICY TERMS OF SERVICE FRITO-LAY PRIVACY POLICY OFFICIAL RULES VOTE AND WIN RULES CONTRACT US

300 Entries

HOME CONTESTS FOR BRANDS BLOG

JIMBEAM.COM ENGLISH (U.S.)

THE JUDGES HAVE SPOKEN! CONGRATULATIONS TO THE GRAND PRIZE WINNER!

TOP 3 VIDEOS

1. The Boss (Runner Up) 0 votes VOTE
2. The Eco-Tragedy (Run) 0 votes VOTE
3. The Ant Party (Grand) 0 votes VOTE

Want your video up here? Test on getting more votes >

*By Clicking on any of these links you are leaving Jimbeam.com. Their terms and conditions apply.

The Judges have selected Jeff Schmale from Bel Air, MD as the Grand Prize Winner of Jim Beam's "The Ramble" Contest.

Thanks to everyone who entered the contest and visit JimBeam.com for more info on Jim Beam.

Contest Details

Next Steps

Jim Beam is thrilled to congratulate Jeff Schmale from Bel Air, MD for his video "The Ant Party". He has won \$25,000, a luxurious Las Vegas getaway for three (3), and will have his video featured on JimBeam.com! Congrats to our runner-ups Oren Brimer for "The Boss," Joseph Binetti for "The Culture Gap," and Mark Lovell James for "The Eco-Tragedy"! They have all won one (1) Sony® HDR CX-12 digital video camera.

All Videos

Most Recent | Most Votes | Most Viewed

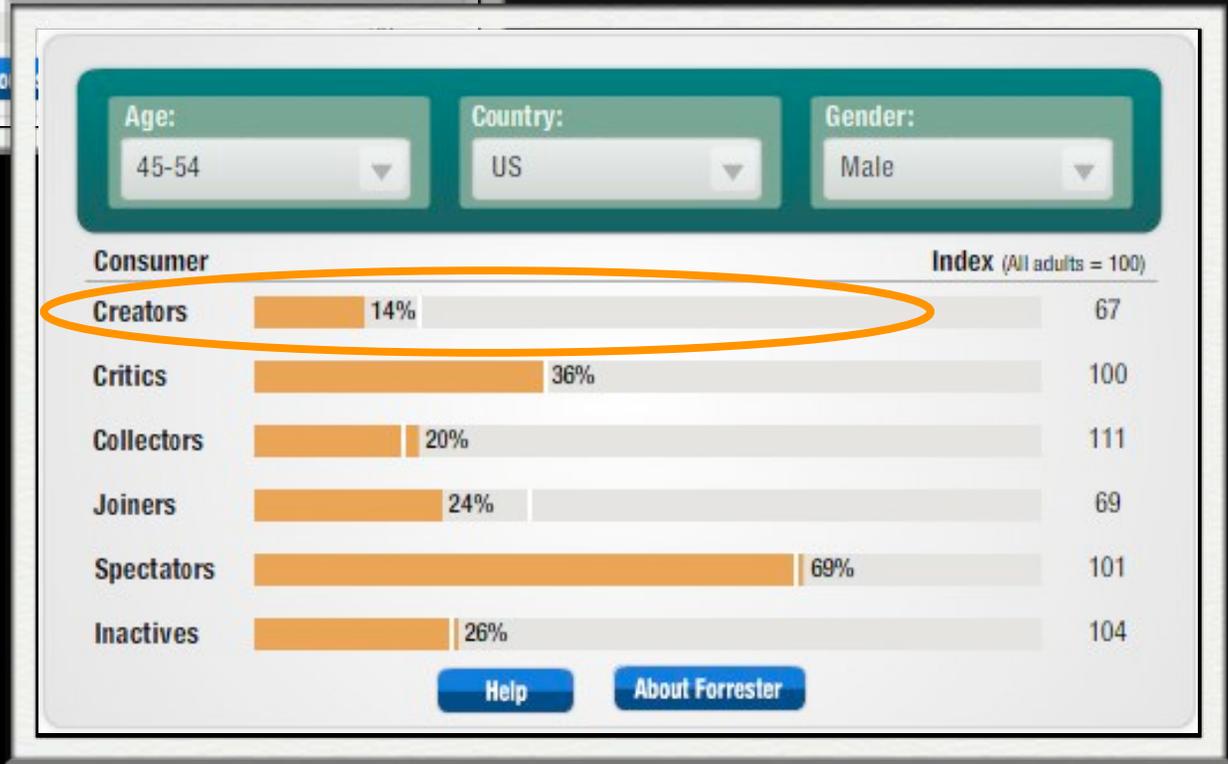
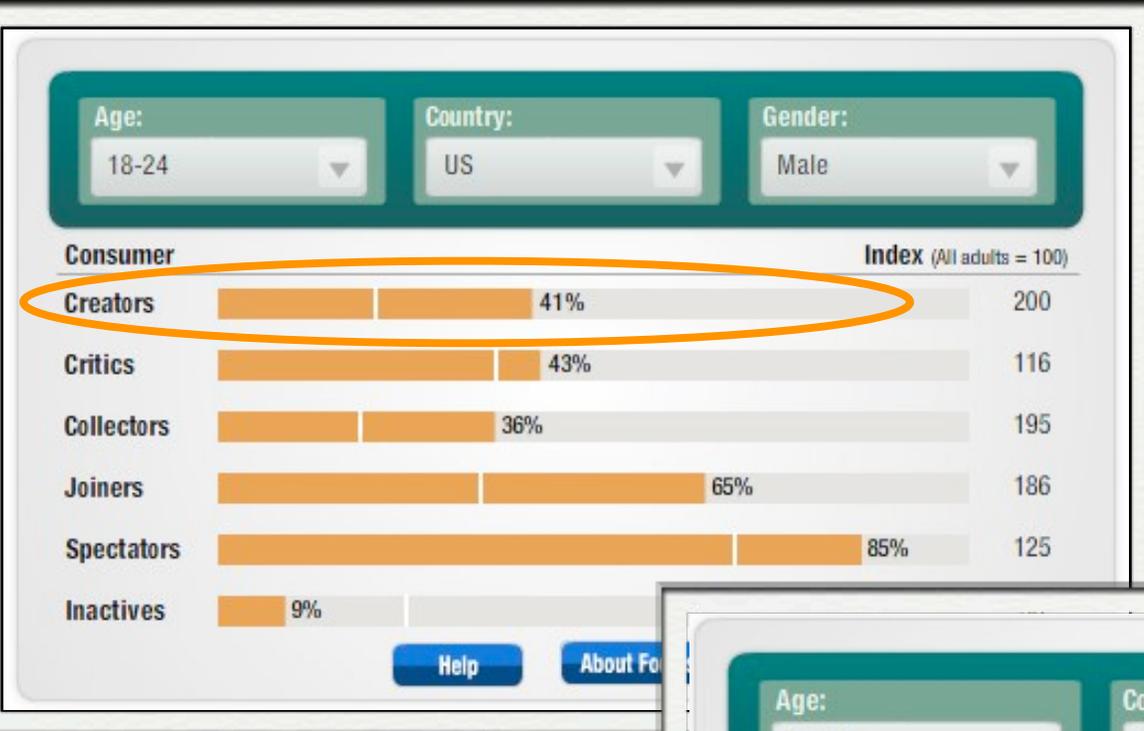
The Culture Gap (Runner Up)

0 votes VOTE

viewed 1443 times
uploaded 3 months ago
by hahaballs

The Eco (Best Story Winner)





5. What's Your One Thing?



**Your carefully crafted
brochure copy
filled with
bullet points
about
product
features and
benefits**

Does NOT Make This Happen...





**Passion is the Gasoline of
Social Media. Find Your One Thing
and Make People Feel It.**



It's Not About Ketchup It's About Where Ketchup Comes From



ABOUT THE EXPERIMENT
SPREAD THE EXPERIMENT
HOW WE GROW KETCHUP
BEHIND THE SCENES BLOG

HEINZ IN YOUR COUNTRY:



DOWNLOAD:
EXPERIMENT
RESULTS



TALK TO THE PLANT
THE INTERACTIVE KETCHUP GROWING EXPERIMENT



TEST PLANT
TIME ZONE:
SWE GMT +H

NUMBER OF LOVE
MESSAGES SENT: 0 19530



REFERENCE
PLANT

TYPE YOUR ENCOURAGING WORDS HERE.

CHOOSE VOICE

SEND

^{was}
THIS ~~IS~~ A REAL, LIVE
BROADCAST EXPERIMENT.

READ ALL ABOUT IT

BEHIND THE SCENES BLOG: WEEK 7 - HELLO 2009



It's Not About Clothes It's About the People That Wear Them

The screenshot shows the Facebook interface for the page 'maurices'. At the top, the navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 229', 'Jay Baer', 'Settings', and 'Logout'. The page header features the 'maurices' logo, a 'Become a Fan' button, and tabs for 'Wall', 'Info', 'Photos', 'Notes', 'YouTube', and 'Discussions'. A search icon and 'Filters' link are also present.

The main content area displays a post from 'maurices' with a photo of a woman in a purple top and scarf. The post text reads: "Did you know that MEN were actually the first to wear jewelry? Yep, they wore it as a status symbol and as good luck amulets to aid them in battle. Personally, we like what women have done with jewelry since. :)" and is timestamped "2 hours ago". It shows "24 people like this" and a "View all 29 comments" link.

Below the post are two comments:

- Jennifer Blancho Gibson**: "I wish they would carry both Plus and Mens clothing! We have NO good clothing places for guys here. :(43 minutes ago · Report"
- Heather McKee Tucker**: "I loved when they carried men's clothing! Maurices is one of the few clothing stores where we live. It was the only local place I could buy 32" x 36" pants for my husband. 29 minutes ago · Report"

A separate post from **Jillene Wilson** says "Maurices is the best store in Greenfield!" and is timestamped "3 hours ago · Report".

Below the main post is a poll from 'maurices' titled "Our new poll is up! Will you be watching the SAG awards this weekend?". The poll question is "The 16th Annual SAG Awards are this weekend! Who was your favorite actress this year?". The options are:

- option 1: Sandra Bullock (The Blind Side)
- option 2: Helen Mirren (The Last Station)
- option 3: Carey Mulligan (An Education)
- option 4: Gabourey Sidibe (Precious)
- option 5: Meryl Streep (Julie & Julia)

The poll is timestamped "3 hours ago via Poll · Create a Poll" and shows "Sandy Johnson likes this." and a "View all 26 comments" link. A partial comment from **Lindsay Meyer** is visible at the bottom: "Meryl! She is a diva of the screen and".

On the left sidebar, there is a section for "maurices" with a photo of a woman and buttons for "Add to My Page's Favorites" and "Suggest to Friends". Below this is a promotional message: "Text FRIEND to 87812 to join the maurices Mobile Style Club. Join now and receive 20% off a regular priced item along with other exclusive offers and special updates! Click here to learn more: http://bit.ly/4v1CXs".

At the bottom of the sidebar is a "Fans" section showing "6 of 49,908 fans" and a "See All" link. It features a grid of fan profile pictures with names: Emily Prigodich, Amanda Johnson, Julie Angile Bernard, Vanessa Brundidge, Charisse Lynn Platz, and Leona 'Taylor'.



Finding the One Thing Isn't Easy



Brand Anthropology

Don't Think - Listen & Watch
Ask Your Customers
Ask Your Agency



Social Media is About People, Not Logos



How Will You Be Human?



Sometimes an Employee is the Star

The screenshot shows a YouTube channel page for 'TEPPANYAKI reubdog3@mac.com'. The main video is titled 'Reuben stoller Teppanyaki Hibachi practice' and has 1,008 views. The video shows a chef in a black uniform practicing hibachi in a kitchen. The channel page includes a search bar, navigation links (Home, Videos, Channels, Shows), and a sidebar with 'Uploads (13)' and 'Favorites (38)'. An advertisement for 'Dungeons & Dragons Online' is visible on the right side of the page.

YouTube Broadcast Yourself™ Search [Create Account](#) or [Sign In](#)

[Home](#) [Videos](#) [Channels](#) [Shows](#) [Subscriptions](#) [History](#) [Upload](#)

TEPPANYAKI reubdog3@mac.com reubdog3's Channel [Subscribe](#) [All](#) [Uploads](#) [Favorites](#) [Playlists](#)

Reuben stoller Teppanyaki Hibachi practice 3 ratings ★★★★★

From: reubdog3 | August 10, 2008 | 1,008 views
Reuben Stoller practicing new tricks at Sakura

[View comments, related videos, and more](#)

Advertisement

Uploads (13)

- Reuben stoller Teppanyaki Hibachi practice**
1,008 views - 1 year ago
- COMMERCIAL**
110 views - 11 months ago
- Arizona Teppanyaki Style**
356 views - 1 year ago

[see all](#)

Favorites (38)

- Japanese hibachi chef part 2**
hib3niniava - 1,048 views



Maybe Everyone Takes a Turn

twitter.zappos.com [Follow the Zappos.com CEO on Twitter!](#)
powered by twitter, Zappos.com, clothing and you.

[Zappos Public Mentions](#) | [Employee Tweets](#) | [Employee TweetPics](#) | [Employees Who Twitter](#)

[Beginner's Quick Start Guide and Tutorial to Using Twitter](#)

436 Zappos employees are on Twitter!

Are you a Zappos employee that uses Twitter?
Send Tony an email with your Twitter user name to be seen here!

 zappos Twitter Rank #1 (995931 followers)	 zappos fly Twitter Rank #2 (17000 followers)	 zappos alfred Twitter Rank #3 (9045 followers)	 electra Twitter Rank #4 (5441 followers)	 inside zappos Twitter Rank #5 (3033 followers)
 Zappos George Twitter Rank #6 (2281 followers)	 Zappos Fred Twitter Rank #7 (2245 followers)	 krianbalma Twitter Rank #8 (1936 followers)	 Zappos Service Twitter Rank #9 (1922 followers)	 Zappos tid Twitter Rank #10 (1876 followers)
 macknuttie Twitter Rank #11 (1811 followers)	 Zappos JimGreen Twitter Rank #12 (1668 followers)	 zappos sole_man Twitter Rank #13 (1638 followers)	 skimshady Twitter Rank #14 (1587 followers)	 24lbsofBoost Twitter Rank #15 (1477 followers)
 ZapposKelMo Twitter Rank #16 (1417 followers)	 BRETT HOUCHIN Twitter Rank #17 (1414 followers)	 Zappos DRob Twitter Rank #18 (1258 followers)	 makenai Twitter Rank #19 (1180 followers)	 crunchybugs Twitter Rank #20 (1138 followers)
 chelle1014 Twitter Rank #21 (1103 followers)	 LynnSmiles Twitter Rank #22 (1068 followers)	 plaz Twitter Rank #23 (1033 followers)	 BigLB Twitter Rank #24 (1010 followers)	 rachelinator Twitter Rank #25 (994 followers)



Maybe Your Customers are the Star

» HOME » FREE DVD » PHOTOS & VIDEO » RATES & DATES » CONTACT US » CHECK AVAILABILITY search

WESTERN
RIVER EXPEDITIONS
EST. 1961

» 866-904-1160

» Choose Your Destination
Grand Canyon Rafting
Utah Rafting
Idaho Rafting

» Choose Your Fit
Family Vacations
Couples Adventures
Group Rafting Trips
Solo Travelers
First Time Rafting

» Choose Your River
Colorado River Rafting
Green River Rafting
Salmon River Rafting
Snake River Rafting

FREE DVD & CATALOG
CLICK HERE »

» **SHOP FOR GEAR**

» **GUEST REVIEWS**
OVER 1,200 REVIEWS

Join the community!

BEST RAFTING VACATIONS IN THE WEST

Welcome To Our Guest Reviews

Read Trip Reviews

Read what our guests have to say about Western River Expeditions trips! Click on one of the boxes below to expand/collapse the reviews for each trip.

Cataract Canyon 2, 4 and 6 Day Reviews

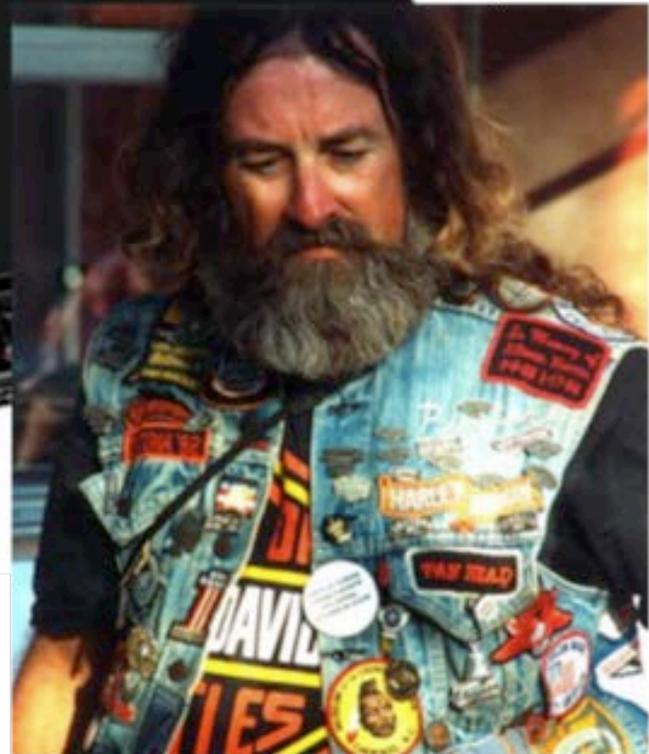
Glenn Clinton - Bermuda
Josh, Tex and Cari worked tirelessly to ensure our experience was perfect, whilst suffering through throat ailments in silence. They are a credit to your organization. The entire trip was fabulous.

John Winters - Brodhead, WI
Absolutely excellent trip! Great guides, great food, lots of excitement when we hit the rapids. Most importantly, a great group of people traveled with us as we rode down the river and we made fast friends with people from all over the world!

See What Our Guests Have to Say



A Star is Born

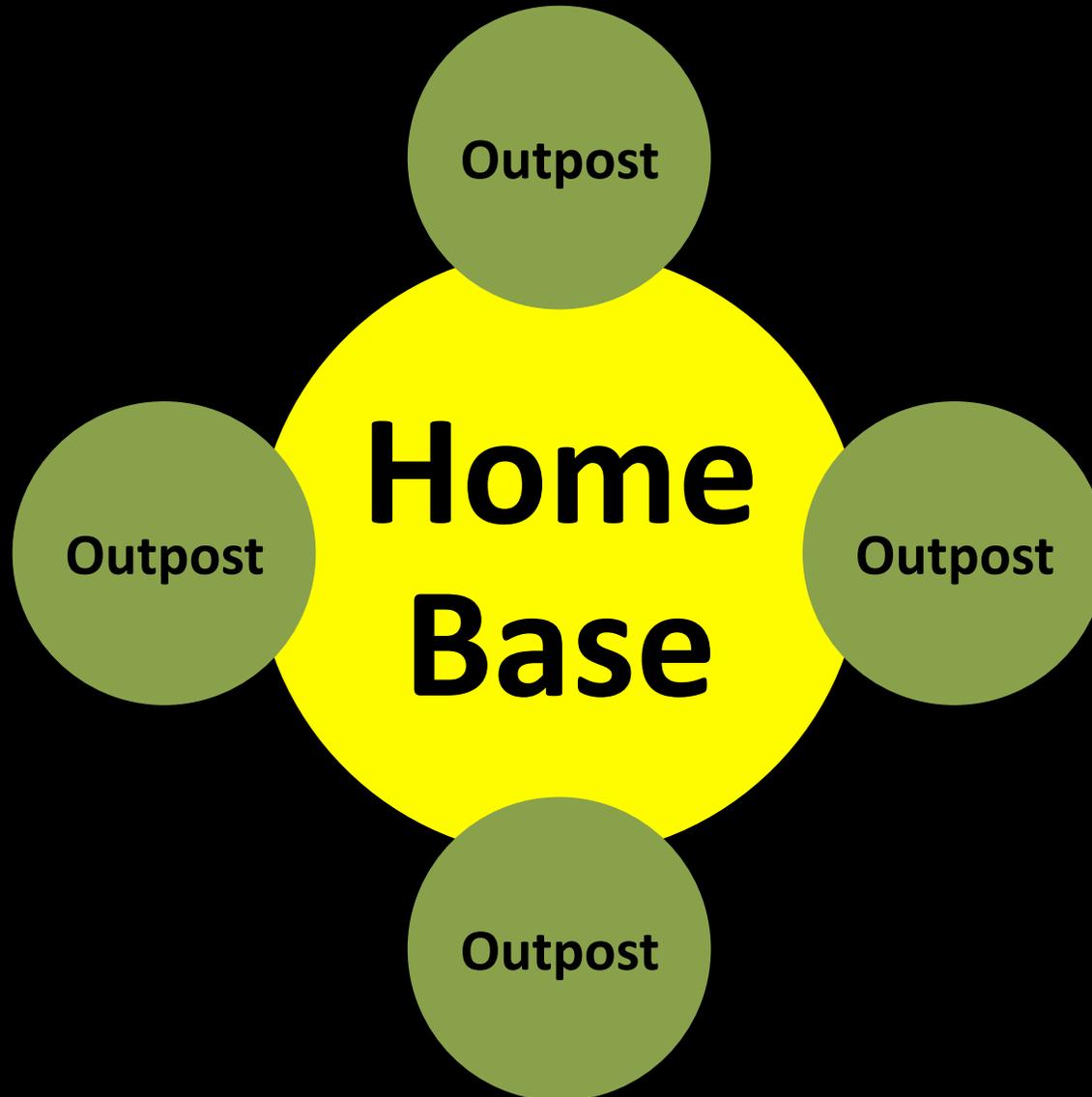


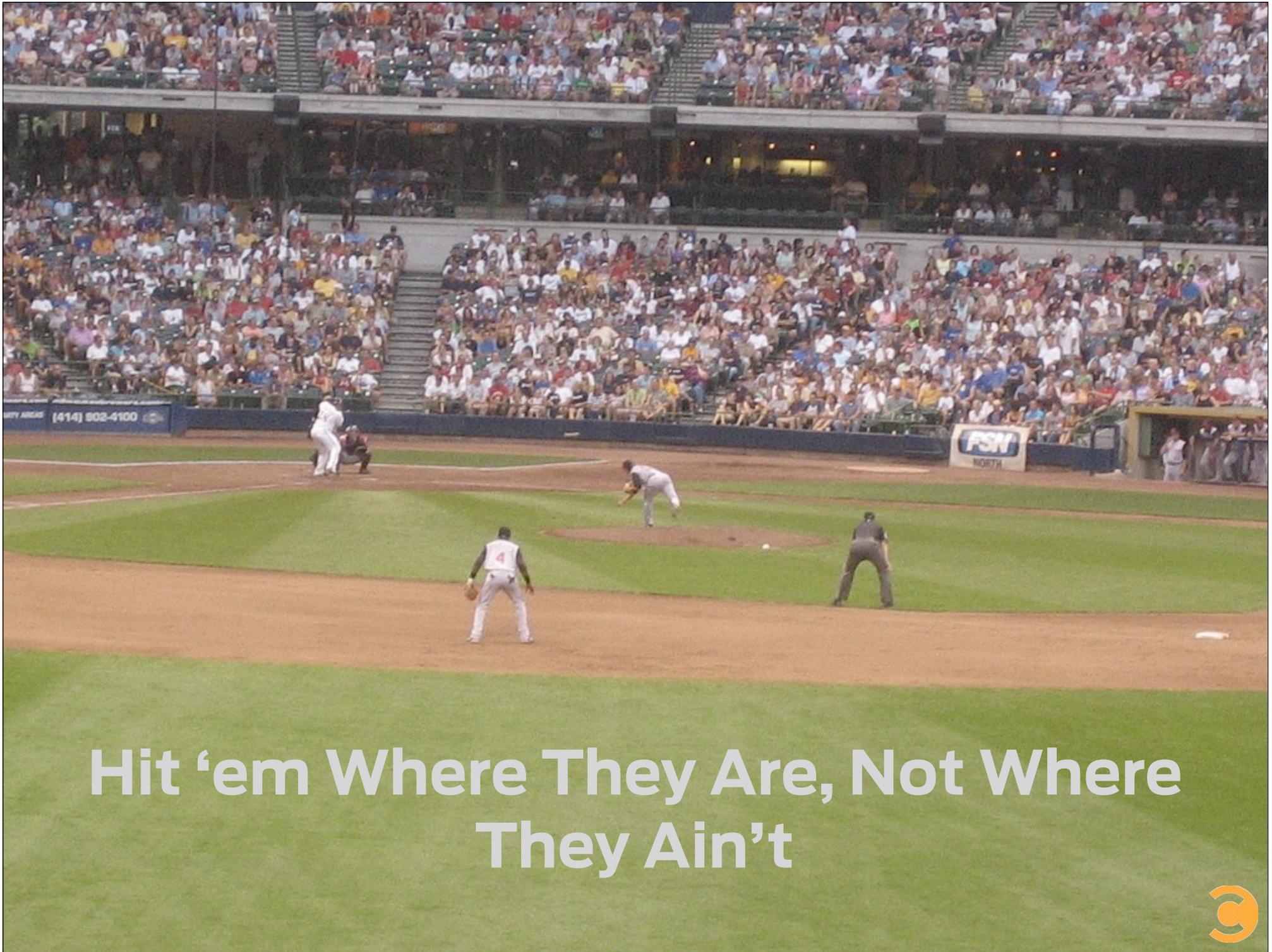


Being Human Works



6. Select Outposts



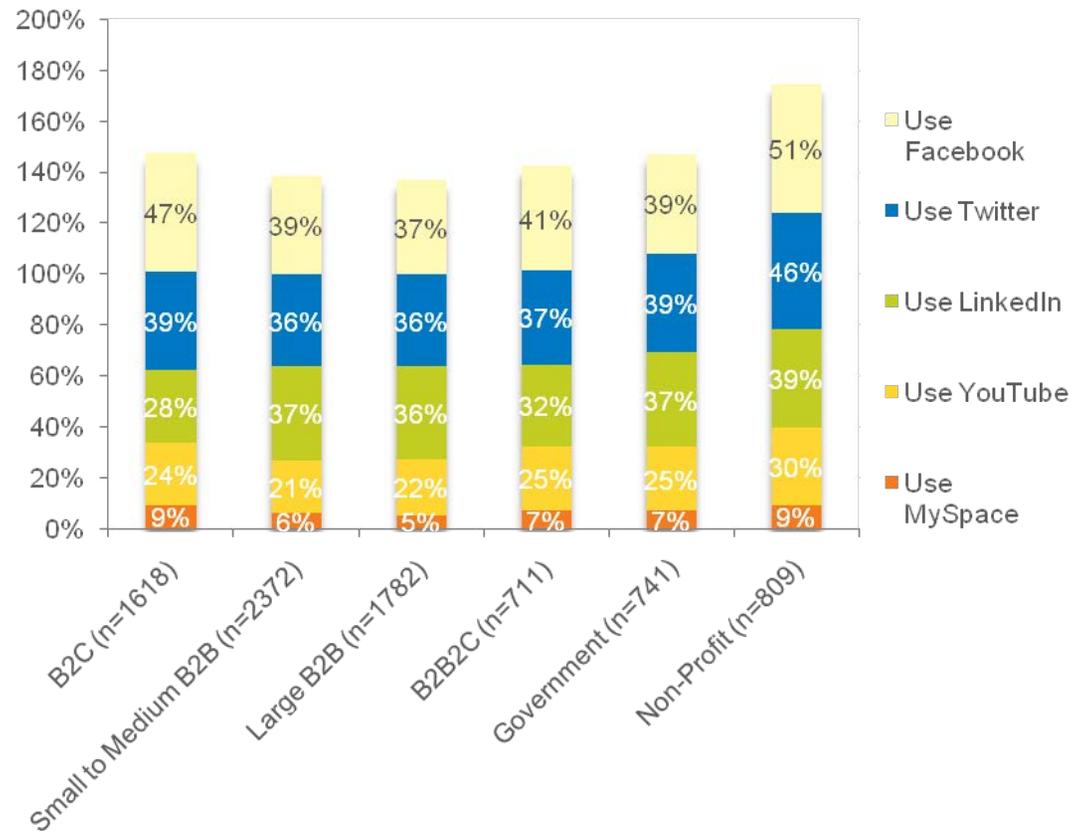


Hit 'em Where They Are, Not Where
They Ain't

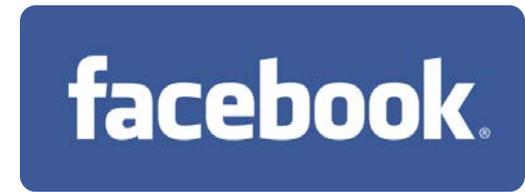


All Companies Are Using the Big 4

Social Media Site Usage vs. Organization Type



Source: MarketingProfs Fall 2009 Survey
 Methodology: Online survey of 5,140 MarketingProfs members
 Chart Base: social media marketers



Social Graph Anthropology via Email

DASHBOARD

Indra Gardiner Bowers

indra@baileygardiner.com

Top Influencers on Twitter



Executing this search counts as an import

[Back to Dashboard](#)



Basic Information

Sex: Not available

Age Group: Not available

Location: San Diego, CA, US

Work

Occupation: COO & Founder, Bailey Gardiner

Social Network Information

 indra.gardiner	 indragardinerbowers	 bgindra
 Amazon	 112772975	 Costco
 Hotels	 LA Times	 NY Times
 indra572	 Tiger Direct	 Washington Post
 Wordpress		

Send Indra an Email

DM bgindra on Twitter

@reply bgindra on Twitter

Influence

Klout: 41 

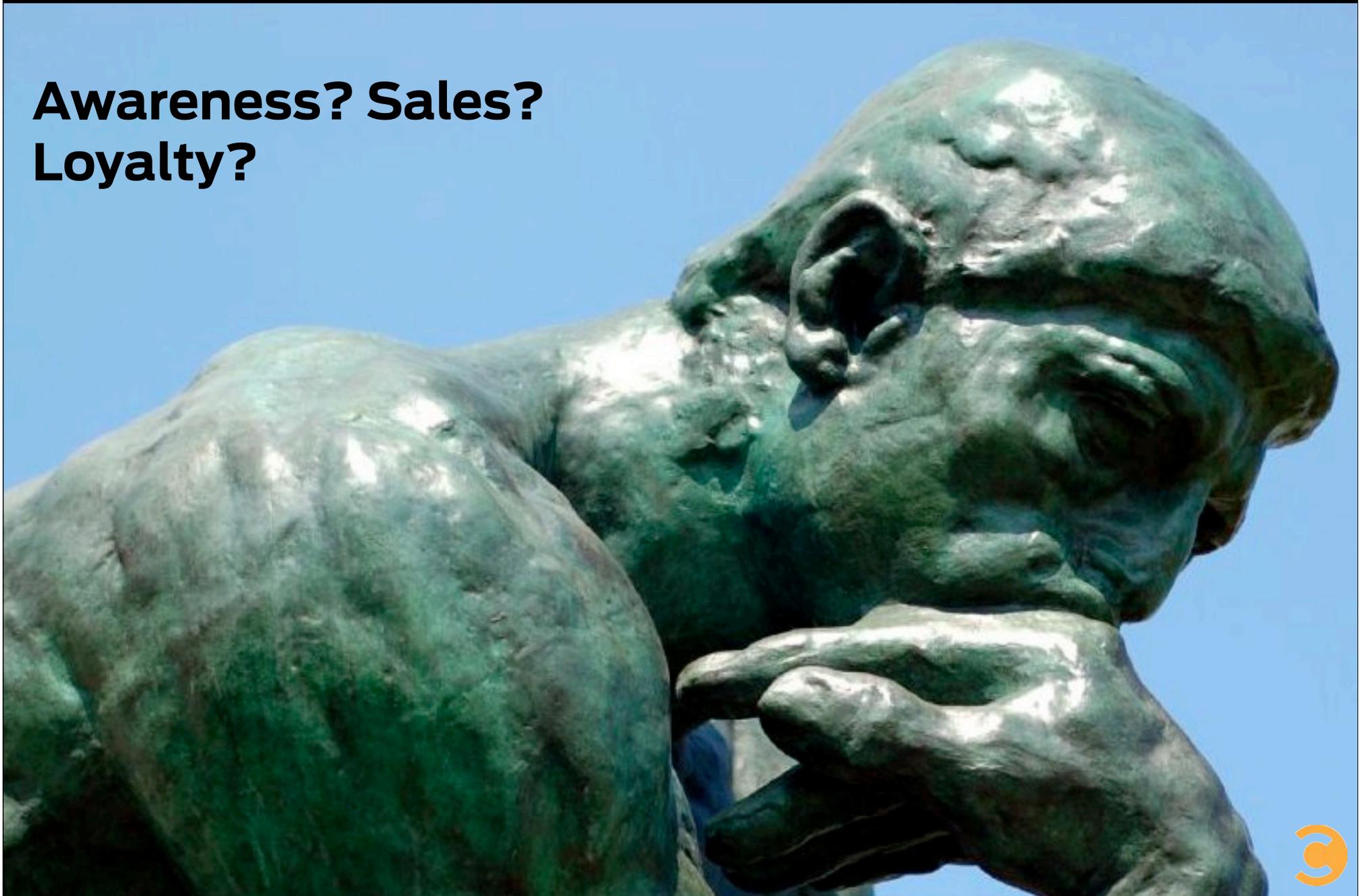




**7. Measure
Impact** 

Match Metrics to the Goal

**Awareness? Sales?
Loyalty?**



Possible Metrics for Awareness

Web Traffic From Outposts

Social Mentions

Share of Voice

Followers, Fans, Friends

Search Volume Trends

Visits From Search

Email Subscriptions



Possible Metrics for Sales

Social Connectivity Among Customers

Social Connectivity Among Leads

Redemption of Social-Only Offers

Sales Funnel Actions by Referrers From Outposts

Repeat Visits by Referrers From Outposts



california tortilla Want to try the new burrito before anyone else does? Special Sneak Peek Burrito Party Tonight! The first 75 people who RSVP to mike@bwfcom.com with the Secret password "hotsauce" will get the address.



Possible Metrics for Loyalty

Social Connectivity Among Repeat Buyers

Net Promoter Score, or Similar

Increase in Positive Social Mentions

Increase in Positive Ratings/Reviews

Reduction in Customer Service Touches





**Social Media is an
Ingredient First, an
Entree Second**





Integrate Email with Social



Promoting Social Presence in Email

The image shows a promotional email from Air New Zealand. At the top left is the Air New Zealand logo. At the top right, a row of social media icons (RSS, LinkedIn, Facebook, Twitter, LinkedIn, and Dribbble) is circled in orange. Below the logo is a navigation bar with four tabs: "All Web Specials", "Selected Offers", "Vacations", and "Deals of the month". The main content area features a large banner for "AUSTRALIA" with a photo of a couple on a beach. The price "\$619" is prominently displayed in green, with "from" written below it. A "Book Now >>" button is at the bottom of the banner. To the right of the banner is a section for an iPhone app, showing a smartphone with the app interface and the text "Put an Air New Zealand Concierge in your pocket." Below this is a "Download iPhone App now" button. Further down is a "MORE WEB SPECIALS" section with a table of offers.

MORE WEB SPECIALS	
NEW ZEALAND	from \$759*
	Book Now
Premium Economy to AUSTRALIA	from \$3,040*
	Book Now
Business Premier to NEW ZEALAND	from \$5,360*
	Book Now
COOK ISLANDS	from \$878*
	Book Now



Enable Social Sharing in Email

The image shows a screenshot of an email interface. At the top left, there is a "ShareThis" logo. A modal dialog box for Twitter is open, with the following fields: "Username:", "Password:", and "Message:". The message field contains the text "Convince and Convert: Social Media Messenger - http://shar.es/1kJ67" and shows "73 characters left". There are "Cancel" and "Post" buttons at the bottom of the dialog. Below the dialog, there is a paragraph of text: "This newsletter will provide you with the handful of social media articles that I feel are must-reads. Beyond the simple 'Twitter did this' and 'Youtube did that,' this is the stuff that will help you craft a socially-enabled present and future for your company or agency."

On the right side of the email, there is a header for "CONVINCE&CONVERT Social Media Consulting & Training". Below this is a profile card for "Jay Baer" with a photo and the text: "Greetings. I'm Jay Baer. I'm a social media strategy consultant and trainer for leading corporations and public relations firms." Below the profile card are social media icons for Twitter, LinkedIn, and Facebook, followed by a "Contact Me" section with the email "Jason@convinceandconvert.com" and phone number "602.616.1895". At the bottom of the profile card, there is a "What I Do" section with links for "Consulting & Training", "Speaking", and "Twitter Interviews".



Social and Email Content Integration

The screenshot shows the Facebook interface for the page 'lululemon athletica'. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 170', 'Jason Baer', 'Settings', and 'Logout'. The page header features the lululemon logo, the name 'lululemon athletica', and a 'Become a Fan' button. Below this are tabs for 'Wall', 'Info', 'Photos', 'Notes', 'Discussions', and 'Video'. A search filter icon is visible on the right. The main content area displays a post titled 'lululemon athletica Fit & Function: Trail Tech Mesh LS'. The post includes a review snippet: 'The Review: A great running piece jacket. Amazing wicki...', a list of features: '-Runners' favourite bu' and '-Made from luxtreme', a photo of a pink long-sleeved top, and a caption: 'Fit & Function: Trail Tec'. Below the photo, it says '16 new photos', '2 minutes ago · Share', and '2 people like this.'. To the left of the main post is a sidebar with 'Suggest to Friends', 'Add to my Page's Favorites', and a bio: 'Dancing, singing, flossing & facebooking from our head office in Vancouver!'. It also includes website and Twitter links, and a note about a phone number. At the bottom of the sidebar is an 'Information' section with 'Founded: 1998 in Vancouver BC, Canada' and a 'Fans' section with '6 of 65,473 fans'. A user comment from Pamela Kwan is also visible.

The graphic is titled 'From the lululemon blog:' and features three blog post teasers. Each teaser includes a small image and a short text snippet with a 'read more...' link. The first post is 'Behind the Scenes at the GEC' with an image of a person at a desk and a note that says 'You know, the person to make sure you're heard in a group, they wear a hat.'. The second is 'The Importance of Sharing Your Goals' with an image of two women on stairs. The third is 'Dance, Sing, Floss, and... Travel?' with an image of a person looking at a mountain landscape. At the bottom of the graphic, there are social media links for Facebook and Twitter, a handwritten-style quote 'love your failures', and the text 'yoga-inspired athletic apparel' next to the lululemon logo.



Email List Growth via Social

Fans

6 of 2,739 fans

[See All](#)



Amy Heisler



Emiley Chang



Shannon Pagels



Maggie Young



Chris Sepe



Chizor Ononye

Newsletter

Desert Botanical Garden Newsletter
Promotions & Ticket Discounts
New Events
Behind the Scenes Information
Beautiful Photography



Email Address:

[Sign Up](#)

Write a comment...



Desert Botanical Garden Did you catch the Garden on ABC 15 this morning? If not, check out reporter Jodie Heisner as she gets an up-close look at a beautiful butterfly and also spreads the word about the many fun events we have lined up this Spring.

Big thanks to Jodie and her team for coming out!



Spring events kick off at The Desert Botanical Garden

bit.ly

From butterflies to music in the garden, the Desert Botanical Garden is the place to be this Spring.

5 hours ago · [Comment](#) · [Like](#) · [Share](#)

2 people like this.

Write a comment...



Desert Botanical Garden There's a new location to sit, relax and enjoy the Garden. Thanks to the Barry Family who generously funded this new bench and water feature. It's located on the Desert Discovery Trail, overlooking the new Berlin Agave Yucca Forrest.



Photo of the Week

Yesterday at 11:06am · [Comment](#) · [Like](#) · [Share](#)

28 people like this.

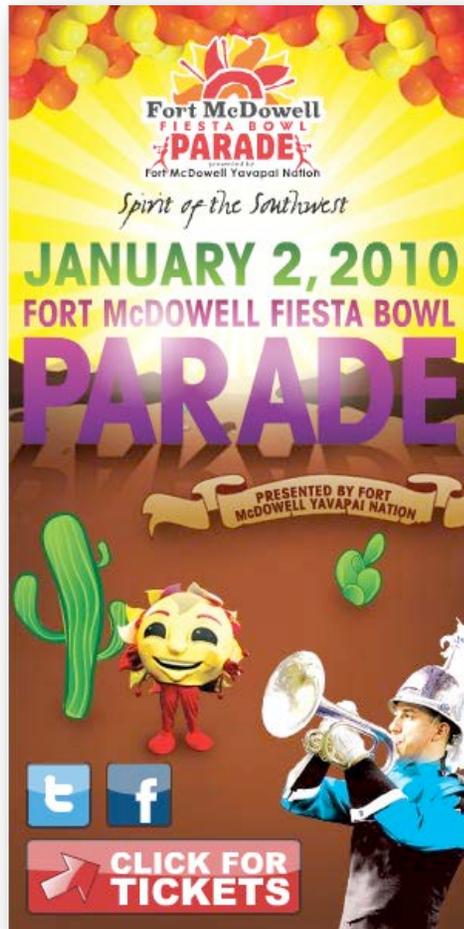
[View all 15 comments](#)



Integrate Advertising with Social



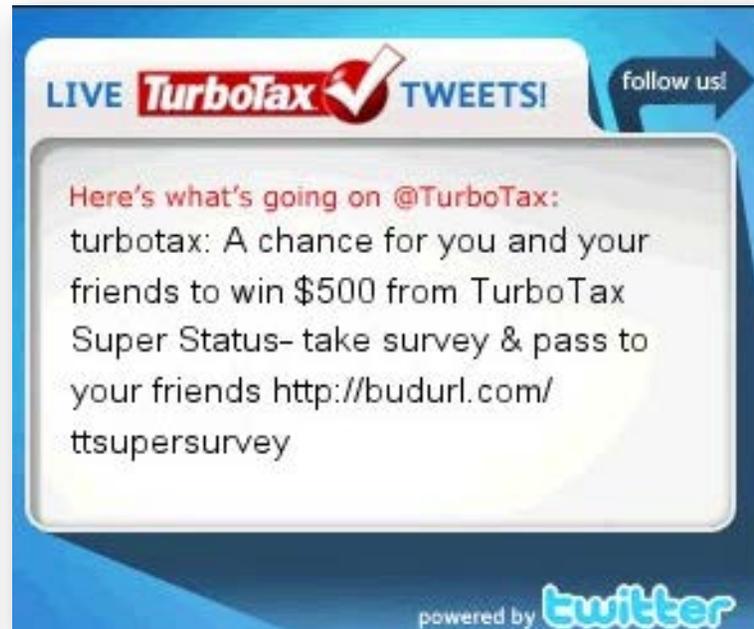
Social and Banner Ads



Fort McDowell
FIESTA BOWL
PARADE
Fort McDowell Yavapai Nation
Spirit of the Southwest
JANUARY 2, 2010
FORT McDOWELL FIESTA BOWL
PARADE
PRESENTED BY FORT
MCDOWELL YAVAPAI NATION

CLICK FOR
TICKETS

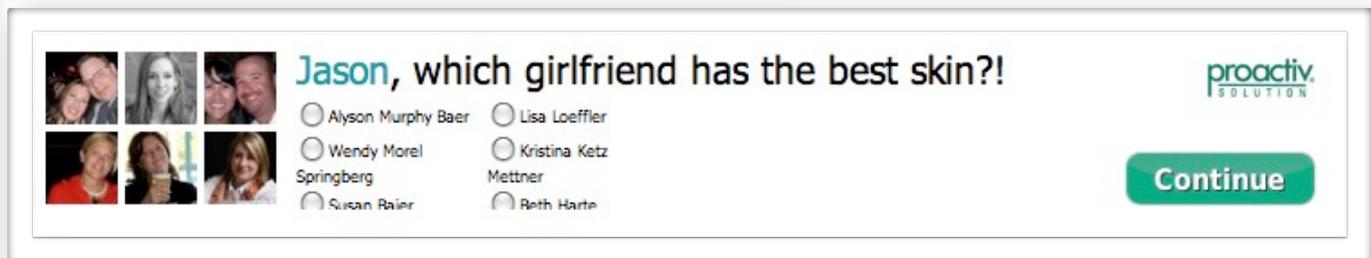
Twitter and Facebook icons are also present.



LIVE **TurboTax** TWEETS! follow us!

Here's what's going on @TurboTax:
turbotax: A chance for you and your friends to win \$500 from TurboTax Super Status- take survey & pass to your friends <http://budurl.com/ttsupersurvey>

powered by **twitter**



Jason, which girlfriend has the best skin?!

proactiv SOLUTION

Alyson Murphy Baer Lisa Loeffler
 Wendy Morel Kristina Ketz
Springberg Mettner
 Susan Raier Beth Harte

Continue



Social and Outdoor



Social and Print

ABSOLUT CRUSH
Mix 1 1/2 parts ABSOLUT® MANDRIN™ with 3 parts fresh-squeezed orange juice and 1 part Hiram Walker® Triple Sec. Garnish with an orange slice.



ENJOY WITH ABSOLUT RESPONSIBILITY®
ABSOLUT MANDRIN™ MANDARIN FLAVORED VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. ©2009 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

Every Drink is an Exceptional Experience
IN AN ABSOLUT WORLD
a Vision from
KATE BECKINSALE & ELLEN VON UNWERTH
Explore More Exceptional Drinks at FACEBOOK.COM/ABSOLUT

facebook Home Profile Friends Inbox Chris Sietema Settings Logout

ABSOLUT VODKA ABSOLUT Become a Fan

Wall Info Welcome Anthem Drinks Photos >

Every Drink is an Exceptional Experience
IN AN ABSOLUT WORLD

Click to
EXPLORE ➔



ENJOY WITH ABSOLUT RESPONSIBILITY®
ABSOLUT® VODKA, PRODUCT OF SWEDEN. 40% ALC./VOL. DISTILLED FROM GRAIN. ©2009 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.



Social Content in Ads

The people have Tweeted.

MsCalcote
Hey this Trident Layers gum is what's up!
8:46 AM Nov 18th from web

eddahlen
Omg. Trident layers. <3
8:18 PM Nov 8th from ad

warob
Running behind for a meeting and all I can think about is leaving time to pick up more #Trident Layers strawberry gum.
1:21 PM Nov 18th from TweetDeck

cameron_crazy
I really like this Trident Layers gum. It is delicious!
9:21 AM Nov 22nd from TweetDeck

xstandforitx
Trident Layers. The gum that loves you back.
3:54 PM Nov 11th from TweetPic

mattchew03
Trident Layers is so good.
12:53 PM Dec 8th from Twitster

amybites
I have chewed approximately a million pieces of Trident Layers today. I can't stoooooopppp!!!
2:18 PM Dec 6th from Twitster

FitBottomedGirl
Trident Layers gum may be my now obsession.
2:05 PM Dec 4th from web

lollieshopping
Just chewed my 1st Trident Layers gum. Green apple + Golden pineapple. It was yummy & refreshing.
11:04 AM Dec 7th from web

melissakmurray
Totally loving Trident layers gum, the strawberry citrus = delish! I may or may not have 4 pieces in my mouth right now. (I do)
8:30 PM Nov 8th from Twitster

Follow the sweetness:
<http://trident.com/3identlayers>

Get the free app for your phone at [http://trident.com](#)



Integrate the Real World with Social



Social and Events



Virtual + Live Events

USTREAM You're On

[Log In](#) | [Sign Up](#) **Broadcast Now**

All Live | Mobile | Sports | Entertainment | Gaming | Music | Animals | 24/7 | Search

← You could be broadcasting live in a few seconds. Create a show! →

[Other Entertainment](#) > Entertainment Tonight [Prev Show](#) | [Next Show](#)



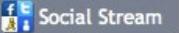
ET's live coverage of the SAG red carpet
updated yesterday by [etonline](#)

Follow 7 Followers 2 Total views 05 / 29 / 2009 Joined

[Watch on iPhone](#) [Featured Show](#)

01/23/2010 3:05pm PT - ET at the 2010 SAG Awards (15 attending) [RSVP](#)

Live Broadcast started 2 minutes ago [embed codes](#) | [pop out](#) | [flag](#) [With the Social Stream you can chat with your friends over Twitter! Try it out](#) X



Social Stream

Log in to chat:



clau238 Hey @ETNow what happened???

just now



welchesjh Hey @ETNow This is cool b/c u can hear everything not just what they want u to hear

1 minute ago



andressasuehiro Hey @ETNow who's this guy?

2 minutes ago



-Lydia- Hey @ETNow finally working! :D

8 hours ago



LlLMiINE Hey @ETNow Yaaaay. Thanks =)

2 minutes ago



USTREAM LIVE

166 Viewers / Broadcasting Live [Menu](#)



Social in the Wild

facebook Home Profile Friends Inbox 111 Jason Baer Settings Logout

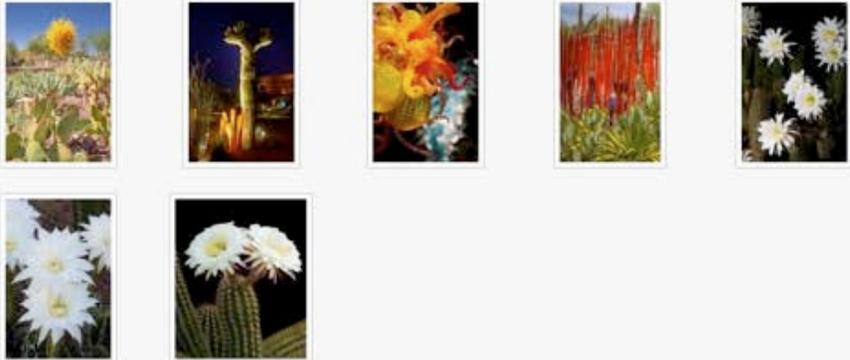
Videos Posted by Desert Botanical Garden Previous | Next



facebook Home Profile Friends Inbox 112 Jason Baer Settings Logout

Desert Botanical Garden's Photos - Photo of the Week Back to Desert Botanical Garden

7 photos | Back to Desert Botanical Garden's Photos



Check out our series of photos of the week taken at the Desert Botanical Garden in Phoenix Arizona. For more information, please visit <http://dbg.org>.

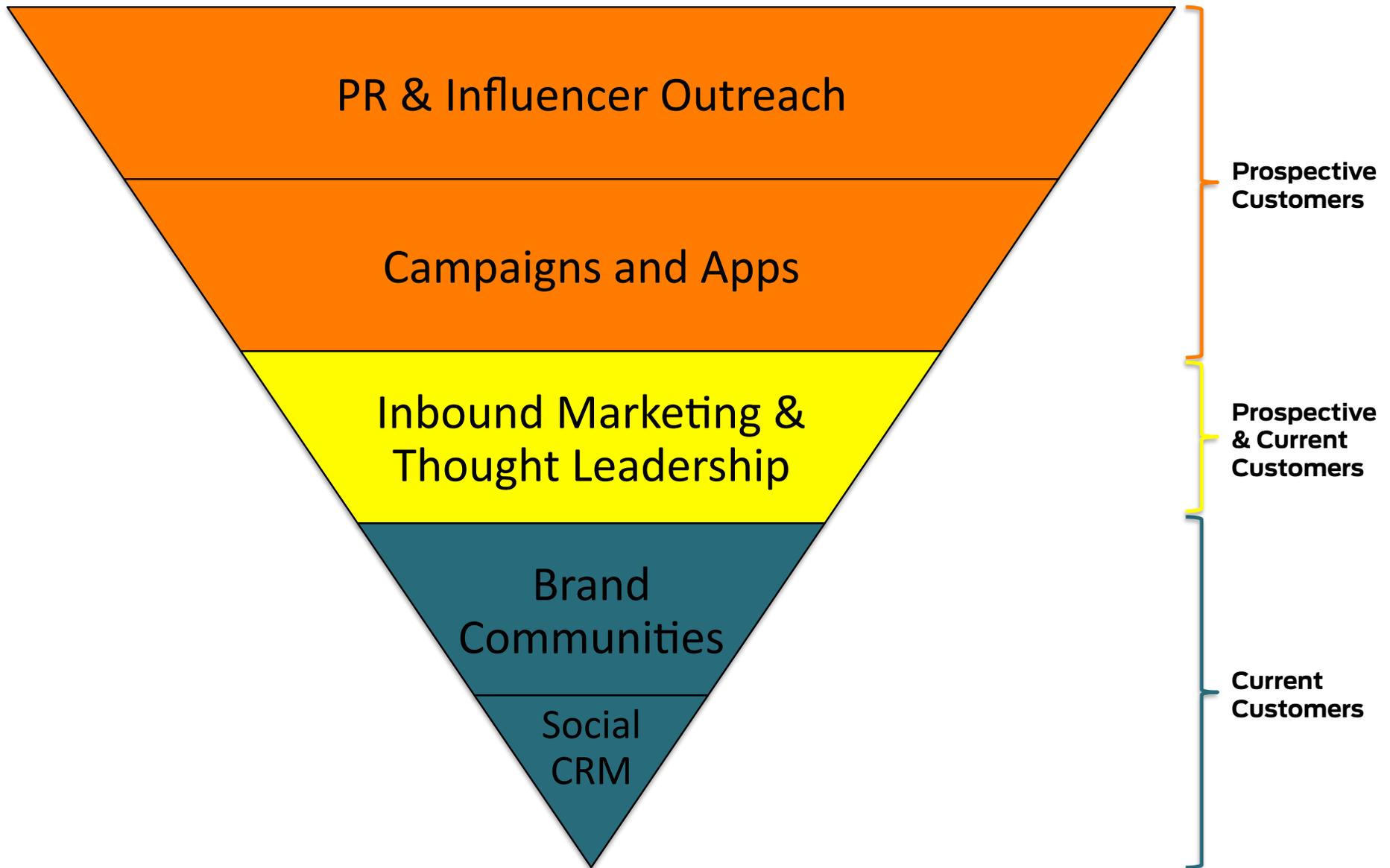
Location: Desert Botanical Garden

Added about a month ago · Comment · Like

View Photo Comments (2)
Share This Album
Post Album to Profile



5 Ways to Use Social Media



PR & Influencer Outreach

Photo: roland



Death of the Intermediary

Company

Message

Media

Consumers



The Good News



Every Customer is a Reporter
Gate-Keepers Are Less Relevant



Crowd-Sourced Journalism

The screenshot shows the MSNBC website interface. At the top, there's a search bar and navigation links for 'Today Show', 'Nightly News', 'Dateline', and 'Meet the Press'. A green banner below the navigation says 'Watch live: Obama-Calderon news conference in Mexico City'. The main content area features a headline: 'In Christmas tree wars, fakes gain ground' with a sub-headline 'Live trees still dominate market, but more buyers give in to convenience'. The article is by Eve Tahmincioglu, dated Dec 18, 2008. The text discusses a tweet from Jason Baer about buying a faux Christmas tree. A video player is embedded in the article, showing a woman decorating a tree. Below the video is a 'Launch' button and a caption: 'Picking, decorating the perfect tree'. To the left of the article is a sidebar with various news categories. At the bottom of the article, there's an advertisement for American Express Business credit cards.

The screenshot shows a tweet from Nicole Jordan. The text of the tweet is: 'Any companies in LA looking for \$\$ from VC's? Reporter need a quick source. @ or DM me'. The tweet is dated '12:26 PM October 17, 2008 from web'. There is a small profile picture of Nicole Jordan and a star icon next to the tweet text.



4 Differences Between Bloggers & Reporters

Bloggers Are Self-Made

Bloggers Are Time Starved

Bloggers Want to Co-Create Content

Bloggers Need Traffic & Influence



Use Your Social Graph to Build Theirs

 **Flagstaff, Arizona** Louie the Lumberjack makes sportcenter.com's list of 10 Scariest College Mascots. (via NAU Athletics)

 **NAU's Louie Makes Sportcenter's "Scariest Mascots" List** « NAU Football Blog

naufotballblog.com
Let's admit it, sometimes college mascots can be a little scary looking. They usually have over-sized heads or their faces sport strange looks that are intended to make the mascot appear menacing or tough.

4 hours ago · Comment · Like · Share

37 people like this.

View all 13 comments

 **Katie Lee** That was my first thought when they displayed the new lumberjack logo!!
2 hours ago · Report

 **Nikki Baldwin** Thanks for posting the link Kurtis - I just got back to this discussion and noticed Michael's request - glad the link got posted faster than that!
47 minutes ago · Report

Write a comment.

 **Flagstaff, Arizona** Flagapalooza, March 20 at The Green Room. Proceeds benefit Riordan Action Network, help save Riordan Mansion. Featuring The Knockabouts, Aly Jay, Gravy, Nolan McKelvey, Dave McGraw & Crow Wing and Whiskey Rodeo!

Flagapalooza

www.flagapalooza.com

Flagapalooza is the new Flagstaff local music festival. Come to Flagstaff to see flagapalooza and experience the finest local music flagstaff has to offer!

4 hours ago · Comment · Like · Share

9 people like this.

 **Trent Lowery** i might be able to make it
4 hours ago · Report

 **Ashley Fogleman** I'd probably come if it wasn't during spring break.
4 hours ago · Report

 **Damon Circosta** Nolie the goalie is involved? Sounds awesome!
4 hours ago · Report

Write a comment.

 **Flagstaff, Arizona**
 **Along the Frontier: A Burger with a Mission**

www.newwest.net
It's called Diablo Burger. It is associated with (but operated independently from) the Diablo Trust, a collaborative nonprofit founded in 2002 to support the restoration of



Jevon tries something different
by Ian Barr on May 7, 2007

Jevon over at [socialwrite.com](#) posted about [his experience](#) in switching over from the candy bar-shaped [SLVB](#) to the KRZR flip phone.

Tags: Reviews

Comments (0) Read full post

Questions about Software
by Brendan Hodgson on Apr 27, 2007

Geekgirl over at [Iwantgot](#) offers her [perspectives](#) on the [Mobile Phone Tools](#) software that came with her KRZR.

While it's always difficult commenting on questions more closely tied to personal taste, one question we can answer is why, when she connects the phone to her computer, she's repeatedly prompted to install the USB modem software. The short answer: Motorola USB Modem software is part of [Mobile Phone Tools](#), which means that if you try to run MPT without installing that USB software, it will keep asking you to do so.

We hope that helps, and we look forward to more feedback.

Tags: Reviews, software

Comments (6) Read full post

KRZR battery juice
by Ian Barr on Apr 25, 2007

Accordion Guy has a [post up](#) commenting on his KRZR K1's battery life.

Tags: Reviews

Comments (4) Read full post

Getting some 'skins' from Scott?
by Ian Barr on Apr 19, 2007

[Scott Robinson](#), (who also writes for the mobile obsessed at [HowardChui.com](#)) plans to post a review of the K1 over the next few weeks. In addition, he's going to tell us about his experience with a condom-like protector for mobile phones.

Practice safe phone Scott!

Tags: Reviews

Most Recent Posts

- [KRZRBloggers campaign wrap-up...](#)
- [It's here.](#)
- [Video Sneak Peek of Product \(RED\) KRZR](#)

Most Recent Comments

- [The battery on my Krz typically lasts about 2 1/2 days with +6 power and then it takes about 1 day...](#)
- [Hi, how can I permanently turn off the welcome screen/song each time I turn on my Krz? />...](#)

Blogroll

- [Photojunkie](#)
- [Blaine Kendall](#)
- [Mea Fowler](#)
- [NetChick](#)
- [DaniGirl](#)
- [Toronto Street Fashion](#)
- [Popped Culture](#)
- [Roland Tanslo](#)
- [I Want - I Got](#)
- [WorldWideWaterCooler](#)
- [Busy doing nuthin'](#)
- [My Name is Kate](#)
- [Photoscience](#)
- [Daily Dose of Imagery](#)
- [Scott Robinson](#)
- [Accordion Guy](#)
- [Jevon MacDonald](#)

Links

- [Motorola Canada](#)
- [KRZRBloggers flickr group](#)
- [KRZRBloggers Facebook group](#)
- [KRZRBloggers YouTube group](#)
- [HELLOMOTO](#)
- [Motorola \(RED\)](#)



Go Beyond the Words



About & Contact ▾

Flagstaff Convention & Visitors Bureau
Social Media Release

Download Logo



Flagstaff Establishes a Train Horn Quiet Zone

03.04.2010 – FLAGSTAFF, AZ - On March 2, City of Flagstaff officials joined members of the community to celebrate the establishment of the long awaited train horn Quiet Zone throughout Flagstaff and to commemorate the sounding of the "Last Train Horn."

"This is a long-awaited and historic moment for our community," said City Manager Kevin Burke. "We are pleased that the citizens who have an interest or played a role in the creation of the quiet zone were able to join us to recognize the years of work that have lead up to this day and celebrate a quiet, but safe, Flagstaff. "

Flagstaff is now officially a "Quiet Zone"



Train horn changes in Flagstaff include: Wayside Horns at the Fanning and Steves intersections and Quiet Zones with gates, lights and signage at the Enterprise, San Francisco and Beaver Street intersections.

Following approvals from the Arizona Corporation Commission, the Federal Railroad Administration and Burlington Northern Santa Fe Railroad, the City's contractor, Vastco, has been working on completing the project since January.

Because of the critical importance of safety, City staff met with BNSF to adopt the Operation Lifesaver Program. On January 19, a dozen people were trained to help educate the community about railroad safety, around the message: "The horns are gone – but the trains aren't: Look Listen Live."



Twitter Pitch

Flagstaff Establishes a Train Horn Quiet Zone

Tweet It!

News Facts

- ▶ Flagstaff establishes train horn Quiet Zone
- ▶ Wayside Horns at the Fanning and Steves intersections
- ▶ Quiet Zones with gates, lights and signage at the Enterprise, San Francisco and Beaver Street intersections
- ▶ The City's contractor, Vastco, has been working on completing the project since January
- ▶ Operation Lifesaver Program. "The horns are gone – but the trains aren't: Look Listen Live"

Resource Links

[City of Flagstaff](#)
[Flagstaff Convention & Visitors Bureau](#)

Tags

Keyword Search

Explore more socialized PR content

Go

Share this Social Media Release

Share via:

Short URL: <http://pitch.pe/50175>

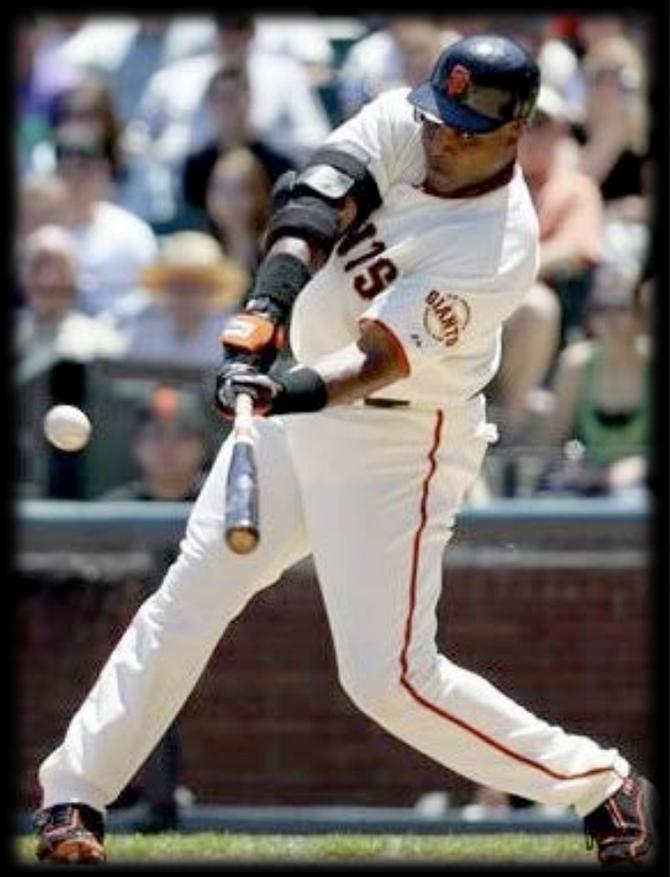
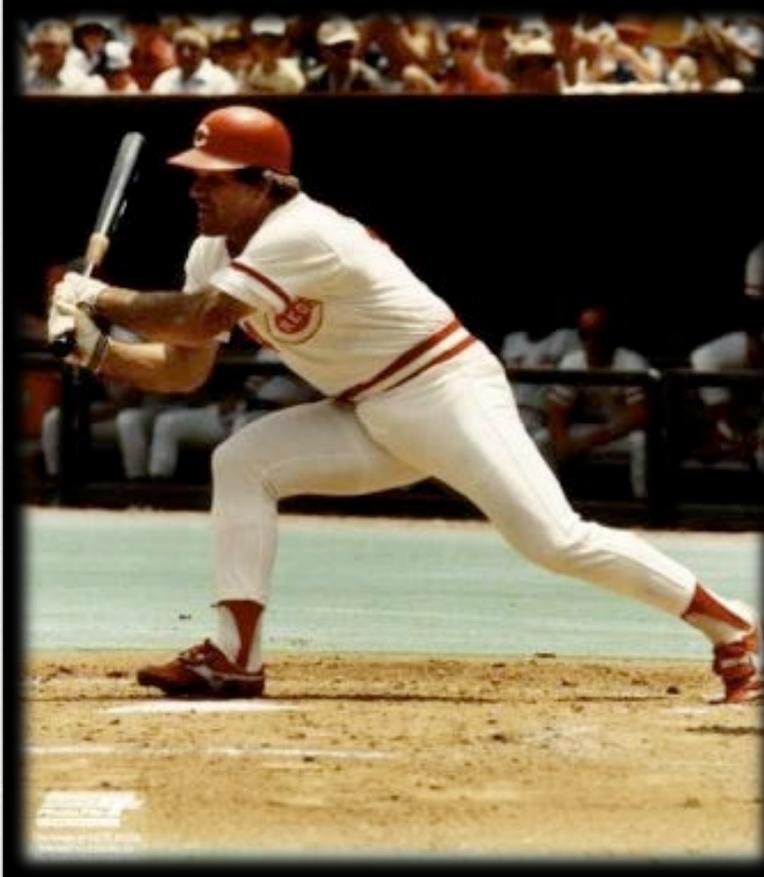
pitchengine™
powered



Campaigns & Apps



It's Not Viral Until It Is



Don't Reinvent the Wheel, Modernize

facebook Home Profile Friends Inbox 111 Jason Baer Settings Logout

WORLDS OF DISCOVERY SEAWORLD & BUSCH GARDENS
Photo Adventure

Home | Invite Friends | WorldsofDiscovery.com



STEP 1
You have **1 minute** to find 5 differences between two photos.

STEP 2
Mistakes cost you time and points so think before you act!

STEP 3
If you get stuck, click the Hint icon for some help. (You get only 3 hints, so use them wisely!)

[PLAY NOW](#)

TOP RANKINGS

Rank	Name	Points
1	Jaclyn	14,529
2	Kristin	14,486
3	Yolaine	14,434
4	Jaclyn	13,832
5	Jaclyn	13,616
6	Kenny	13,604
7	Jaclyn	13,597
8	Randy	13,583
9	Crissy	13,264
10	Jaclyn	13,104

DISCOVERY COVE
Become a Fan

AQUATICA
Become a Fan

SeaWorld
Become a Fan

Busch GARDENS.
Become a Fan

Adventure Island
Become a Fan

Water Country USA
Become a Fan

SESAME PLACE
Become a Fan



Socialize Contests

Tourism Queensland | The Best Job In The World [case]



0:31 / 3:01 360p

★★★★★ 22 ratings

41,860 views

pinkjeeptours

Follow

March Store Promotion: our unique Bags and Bucket Hats. Get yours info@pinkjeep.com (Add \$5 for shipping).

about 5 hours ago via SocialOomph

Taking a social media class @sedonachamber. Watch for our tweets to get even better! And don't forget to tweet about our 50th anniversary

about 7 hours ago via web

We will have 2 Pink Jeeps + 2 Tour Trekkers in Sedona's 40th Annual St. Patrick's Day Parade Sat. March 6 in Uptown Sedona. Don't miss it!

12:31 PM Mar 3rd via SocialOomph

Celebrate with us! The 50th person to tweet "Happy 50th Anniversary #pinkjeeptours" will win a free tour!

12:10 PM Mar 2nd via web

Actions
block pinkjeeptours
report for spam

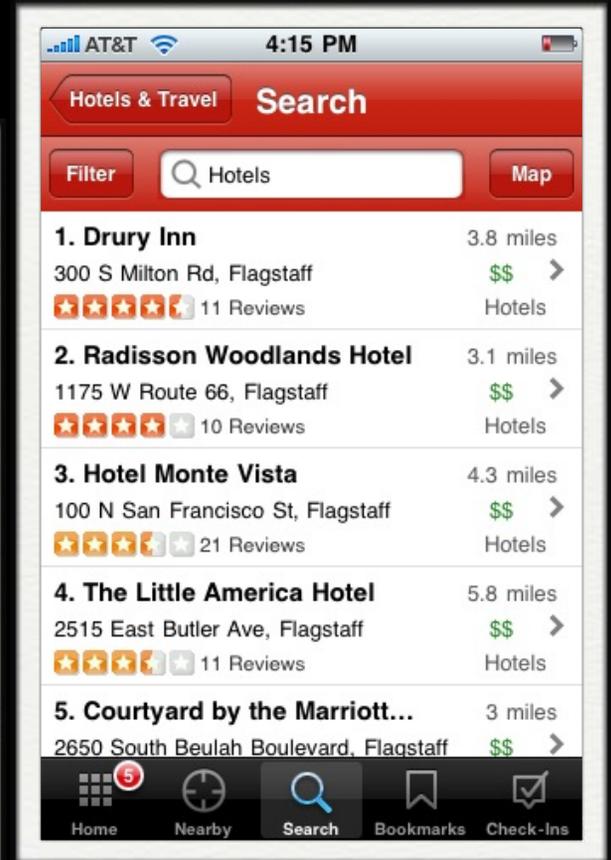
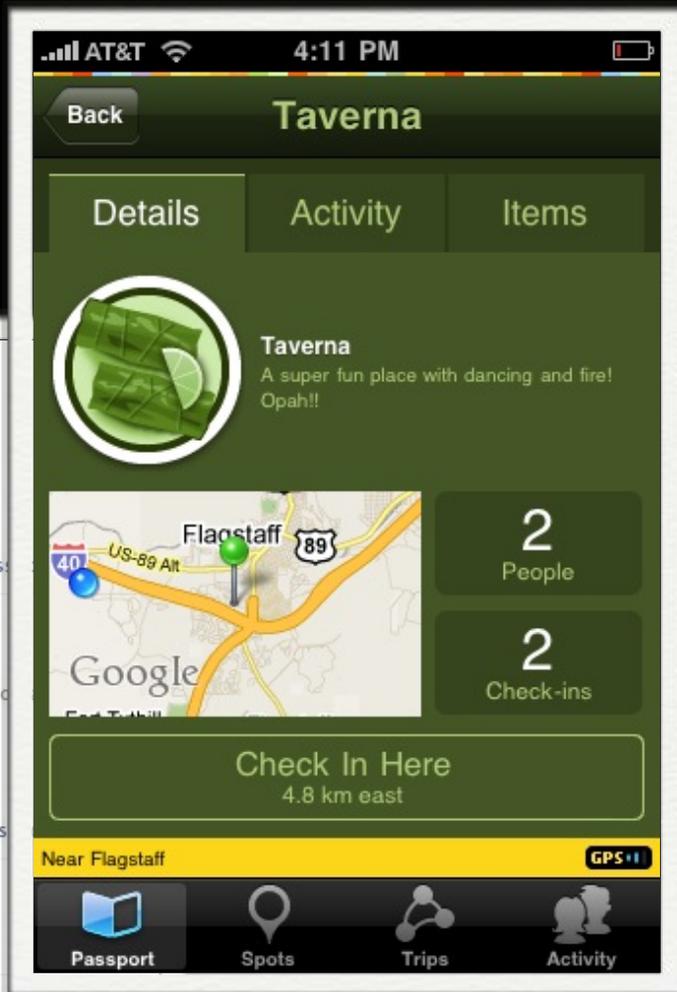
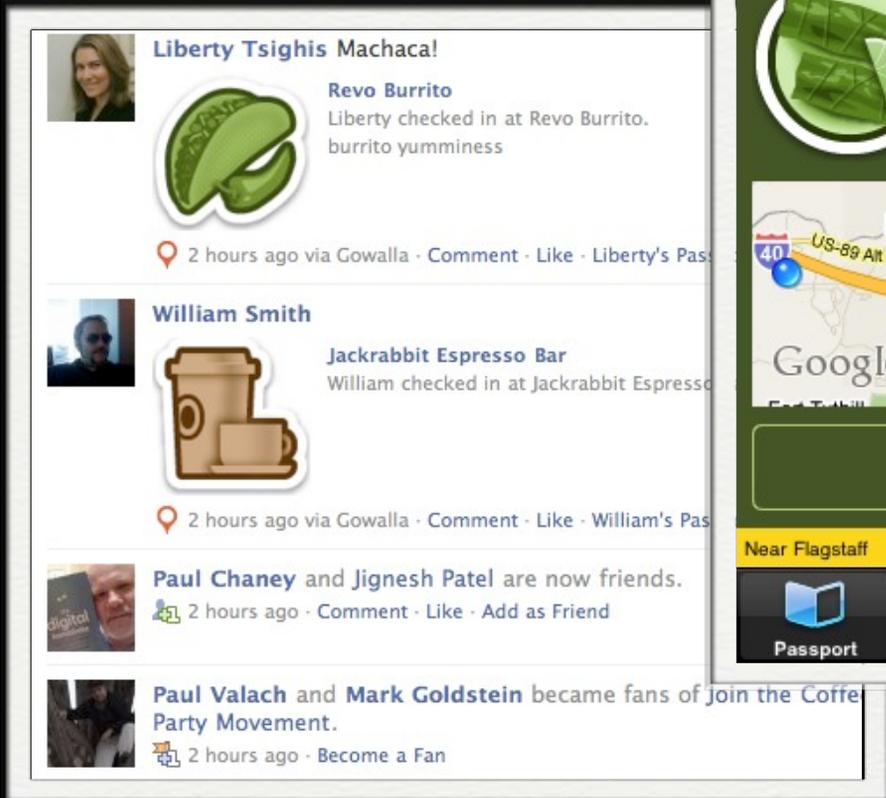
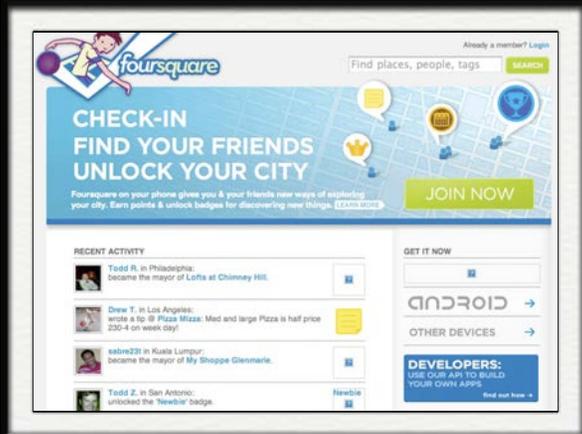
Following

View all...

RSS feed of



Geo-Based Apps

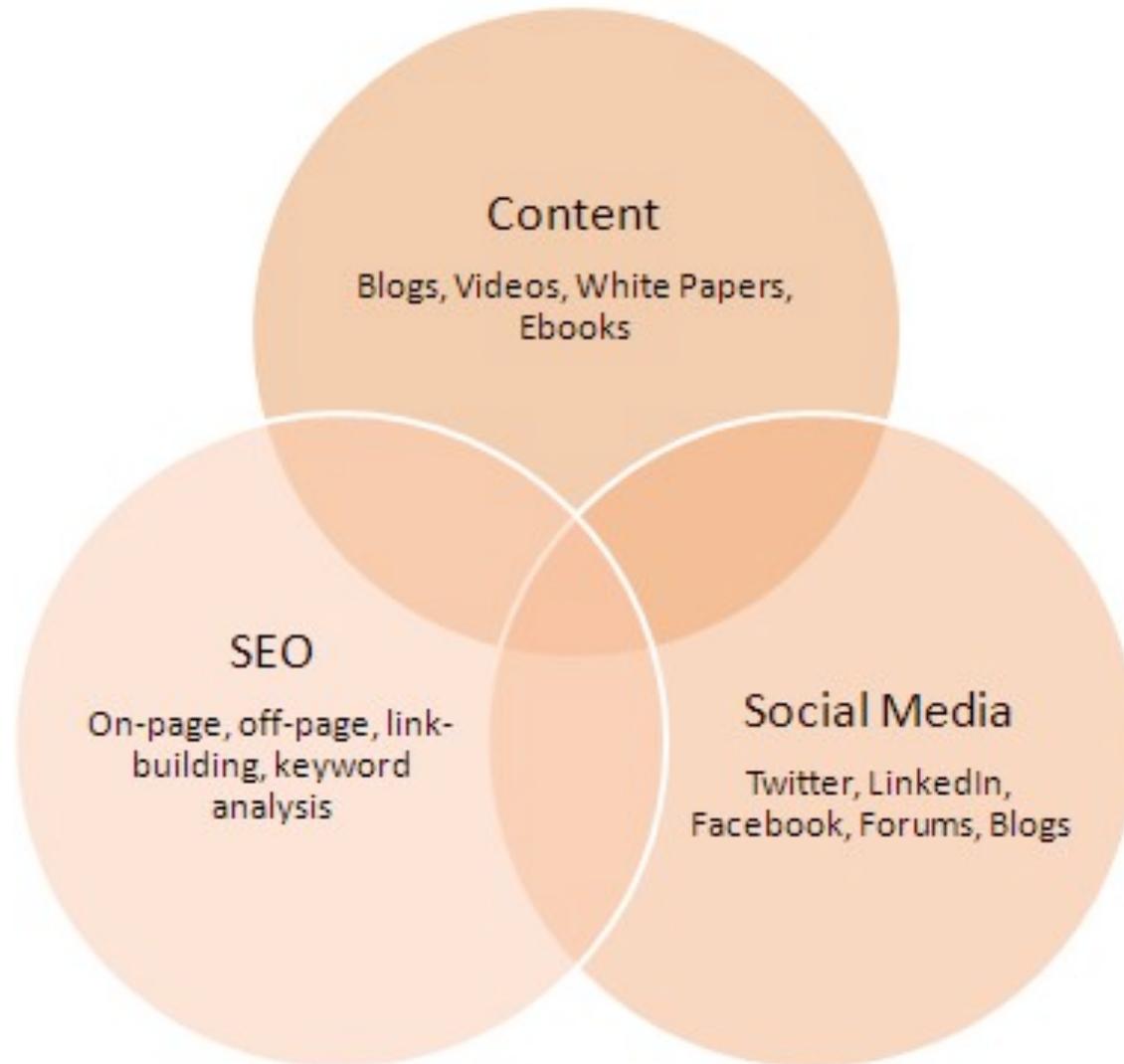


Inbound Marketing & Thought Leadership



Inbound Marketing Success

Components of Inbound Marketing



Atomize Social Content



Blogging Works

Should Facebook Dominate Your Social Media Strategy | Social Media Marketing | Social Media Consulting - C
 p://www.convinceandconvert.com/social-media-marketing/should-facebook-dominate-your-social-media-strategy/
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 ate Your ...



Convince & Convert Social Media Consulting & Coaching Speaking Twitter In

Should Facebook Dominate Your Social Media Strategy?

April 7th, 2009 | Written By: Jay Baer | 56 Comments | [Edit](#)

49 tweets
 Chris Brogan, Darren Rowse, and Kyle Lacy popularized the idea that companies in social media need a home base (Web site or blog), outposts (major customer engagement platforms like LinkedIn, Twitter, YouTube) and frontiers (lesser, experimental options like UStream, 12 Seconds).



But now, companies are starting to experiment with using Facebook as their social media home base, instead of as an outpost.

And why not? It doesn't matter what business you're in, your customers are on Facebook. Now rocketing past 200 million members (making it the 5th largest country in the world if it were a nation), Facebook offers online reach previously available only in Google and Yahoo flavors.

Come Home to Facebook

Vitamin Water tagged its NCAA basketball television spots with www.facebook.com/vitaminwater producing significant Twitter chatter in the moments following the commercial's first airing.

Before the commercials, Vitamin Water has approximately 40,000 fans on Facebook, and now has 259,663. Not bad, but the real ROI will come from Vitamin Water activating their fans, not just collecting them.

Retail clothing darling H&M is doing just that with a spiffy new Web site to Facebook integration that displays their Spring collection with engaging Flash animations on the corporate site, but asks visitors to click through to Facebook to comment on each item. Terrific synergy, and solid participation, with more than 100 votes and comments on each garment.

7 Reasons Facebook Could Dominate Your Social Media Strategy

Google Keyword Ranking (Last 30 Days)



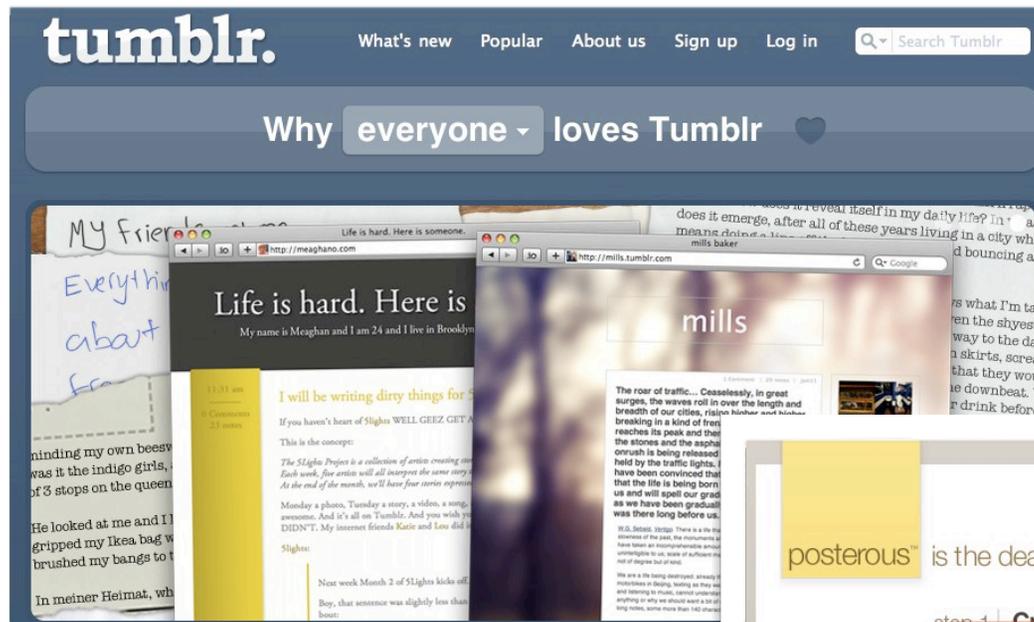
corporations & public

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 Connect
 Ear
 +1 602.61
 Email
 jason@con

Keywords		
Keyword	Visits	% visits
social media strategy	568	14.91%
convince and convert	149	3.91%
jay baer	103	2.70%
jason baer	73	1.92%
email statistics	61	1.60%
view report		



Micro-Blogging



posterous™ is the dead simple place to post everything. just email us.

step 1 | **Create an account.**
Skip it! No setup or signup

step 2 | **Email anything to post@posterous.com**
Attach photos, video, MP3's, and files

step 3 | **See the site you made**
We reply instantly with your new posterous at
http://yourname.posterous.com

"Quickest and easiest setup I've ever seen." --Huffington Post

Try it now by emailing post@posterous.com from

...or any other mail program. Posterous works wherever you have email.
[Email post@posterous.com »](mailto:post@posterous.com)

Returning user? [Login](#)

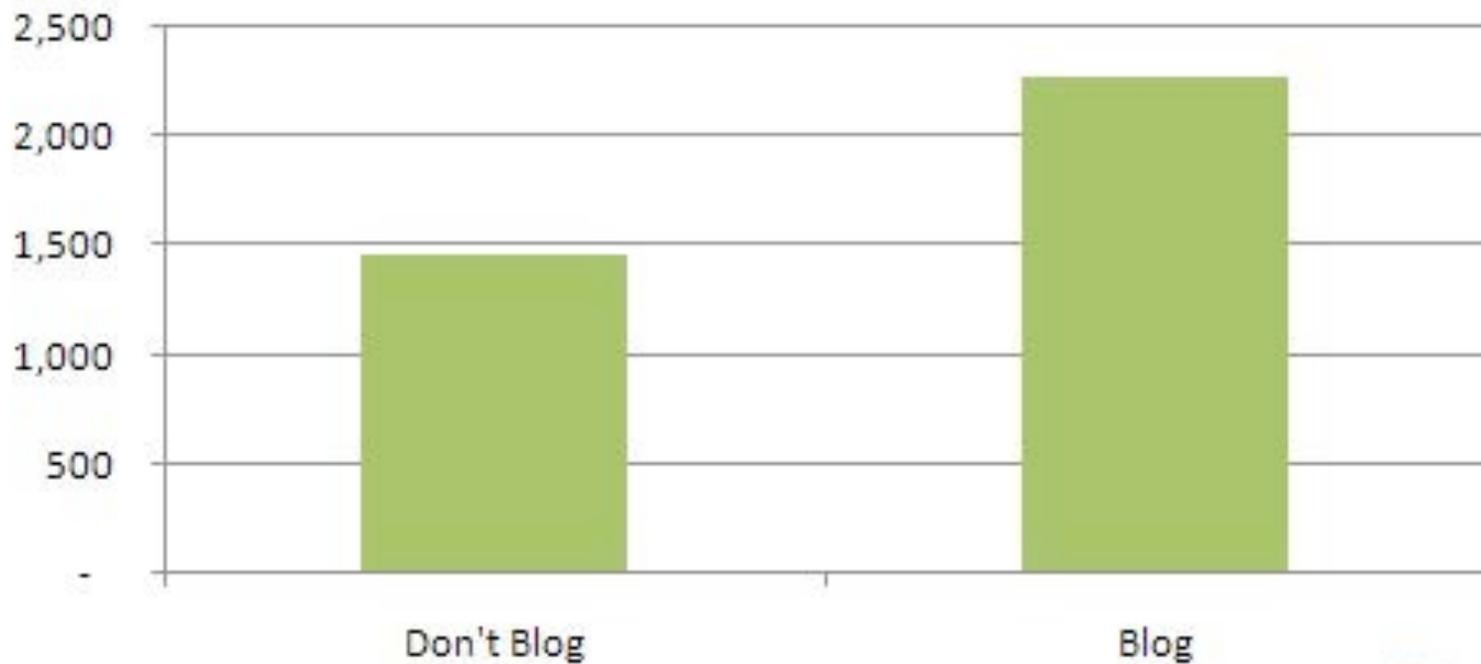
Who's it for?

- First timers
- Casual bloggers
- Social media pros
- Families and groups



Content = Traffic

55% More Website Visitors for Companies That Blog



HubSpot



Stuffing the Search Engine Results

Web Images Videos Maps News Shopping Gmail more ▾

chrisstetema@gmail.com |

Google swine flu symptoms Search Advanced Search

Web Show options... Results 1 - 10 of about 14,600,000 for swine flu symptoms. (0.12 seconds)

Swine flu - Symptoms - Nov 4
Official NHS information on the **symptoms of swine flu**, including a list of the typical **symptoms** and how to check if your **symptoms** may be **swine flu**.
www.nhs.uk/Conditions/pandemic-flu/Pages/Symptoms.aspx - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Swine Flu Symptoms - What Is Swine Flu - H1N1 Influenza A - Swine ... - Nov 4
The H1N1 swine flu virus appeared in the U.S. last April and never went away. After sweeping the globe, U.S. H1N1 swine flu cases surged as schools opened ...
www.webmd.com/cold-and-flu/flu-guide/swine-flu-faq-1 - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Swine Flu Symptoms - 2 visits - Nov 4
Review common **swine flu symptoms**, which can include high fever, cough, runny nose, cough, and body aches, and how to tell the difference between **swine flu** ...
pediatrics.about.com/od/swineflu/a/409_symptoms.htm - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

News results for swine flu symptoms

 **H1N1 Swine Flu, regular flu, and the common cold, differences in...** - 13 hours ago
What Are the **Symptoms of Swine Flu**, the Regular Seasonal **Flu**, and the Common Cold?
The **symptoms of H1N1 swine flu** and the regular seasonal **flu** are very ...
[Examiner.com - 159 related articles »](#)
[Six Things You Should Know About H1N1 \(Swine\) Flu - New America Media - 5300 related articles »](#)
[Swine Flu in Pets - 13WHAM-TV - 830 related articles »](#)

CDC - Seasonal Influenza (Flu) - Key Facts about Swine Influenza ... - Nov 4
The **symptoms of swine flu** in people are expected to be similar to the **symptoms of regular human seasonal influenza** and include fever, lethargy, ...
www.cdc.gov/SWINEFLU/KEY_FACTS.HTM - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

CDC H1N1 Flu | H1N1 Flu and You
2009 H1N1 (sometimes called "**swine flu**") is a new influenza virus causing For information about what to do if you get sick with **flu-like symptoms** this ...
www.cdc.gov/H1N1flu/qa.htm - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Show more results from www.cdc.gov

YouTube - Symptoms of H1N1 (Swine Flu)

 3 min 25 sec - Apr 28, 2009 - ★★★★★
In this video, Dr. Joe Bresee, with CDC's Influenza Division, describes the **symptoms of swine flu** and warning signs to look for that ...
www.youtube.com/watch?v=0wK1127HtQ4 - [Related videos](#) - [🔍](#) [🔗](#) [🔗](#)

Swine Flu Symptoms - Nov 4
If a child or adult exhibits one or more of these more serious **swine flu symptoms**, it is vital that they seek immediate medical attention. ...
www.swineflusymptoms.org/ - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Swine Flu Symptoms, Treatment, H1N1 Pandemic News, Vaccine and ...
Swine flu produces most of the same **symptoms** in pigs as human **flu** produces in people. **Swine flu** can last about one to two weeks in pigs that survive. ...
www.medicinenet.com/swine_flu/article.htm - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Flu symptoms self-assessment: Do you have the flu? - MayoClinic.com
Flu symptoms: H1N1 flu (**swine flu**)/seasonal **flu**, or common cold? ...
www.mayoclinic.com/health/flu-symptoms/FU00013 - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Swine flu: Symptoms - MayoClinic.com
Swine flu symptoms in humans are similar to those of infection with other **flu** ... **Swine flu symptoms** develop three to five days after you're exposed to the ...
www.mayoclinic.com/.../swine-flu/.../DSECTION=symptoms - [Cached](#) - [Similar](#) - [🔍](#) [🔗](#) [🔗](#)

Show more results from www.mayoclinic.com

Sponsored Links

Influenza Symptoms
Is It The Flu Or A Cold - Learn The Symptoms
www.BeFluReady.com

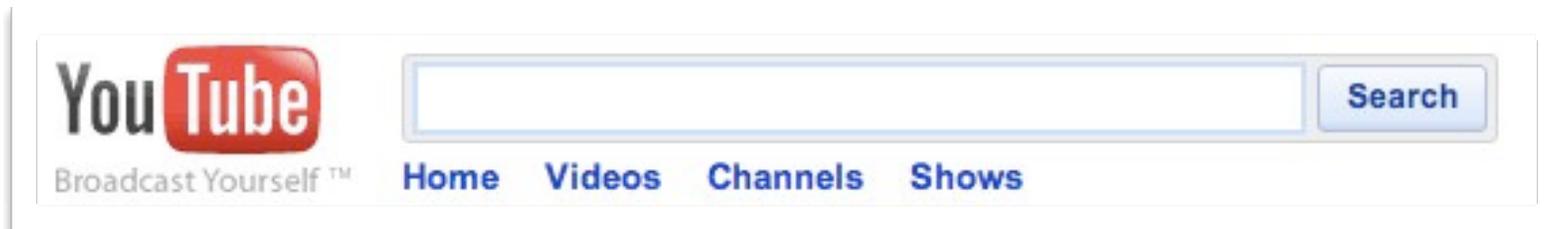
Swine flu symptoms
Don't take a deep breath. We have the answers you seek.
www.RightHealth.com/Swine_Flu

Swine Flu Symptoms
Learn how **Swine Influenza** differs from the Common **Flu** and Colds.
www.EverydayHealth.com

Swine Flu Symptoms
Top Stories & Breaking News
Watch TV Feeds Online!
www.russiatoday.com
[See your ad here »](#)



Searches Commencing on Social Destinations



Video - The New Word of Mouth

**137 million Americans
watched online video in
December, 2009**

**10.7 billion videos
watched**



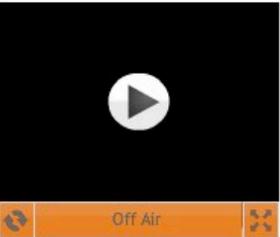
Content Isn't King. Optimized Content is King.



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Off Air

HubSpot TV Show Notes
Episode 46 - June 26th, 2009

Intro

- How to interact on Twitter - [@mvolpe](#), [@karenrubin](#), [@bzzaqentjone](#)
- Remember to subscribe in iTunes - <http://itunes.hubspot.tv>
- [Inboundmarketing.com](#) - new site where you can post questions, learn about inbound marketing, meet others, find and post jobs or sign up inbound

Interview with Dave Balter, BzzAgent

[Word-of-mouth marketing](#)
[The Word of Mouth Manual: Volume II](#)

- To launch the book Dave supplied 20 influential bloggers (Seth Godin, Tom Peters, Guy Kawasaki, Chris Brogan) with a free, advance digital copy that they then got to distribute to their readers. Only a few thousand hard copies of the book were printed and priced at \$45 on Amazon. (Each premium priced book on Amazon was autographed and came with an original piece of artwork from BzzAgent's artist-in-residence, Seth B. Minkin.
- Give away 10 copies using hashtg #monkey.
- Launched a little over a month ago, [BzzScapes](#) is a free-

HubSpot TV Marketing Video Podcast

HubSpot TV is a weekly video podcast covering all the inbound marketing news of the week with Karen Rubin and Mike Volpe. We broadcast live (right here on this page) every Friday at 4pm EST, and if you are in the Cambridge area, you are welcome to join our live studio audience (just contact Mike and Karen to RSVP - we're at One Broadway, Cambridge, MA 02142). Missed the live broadcast? No problem, [subscribe to HubSpot TV in iTunes](#) or subscribe to the HubSpot Blog by [email](#) or [RSS](#) (we publish the re-run of HubSpot TV on the blog over the weekend).

Participate in HubSpot TV

[Click here to post on Twitter during the show](#), feel free to tweet at [@mvolpe](#) or [@karenrubin](#), or just include <http://www.hubspot.tv/> in your Tweet. [Click here to follow the conversation on Twitter during the show](#) - remember, only Tweets including the text <http://www.hubspot.tv/> appear.

HubSpot TV Schedule

We broadcast live **Friday at 4PM (EST)**, Or you can watch archived episodes online or on your iPod.

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[Subscribe by RSS](#)

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- [HubSpot on Twitter](#)
- [ProMarketers LinkedIn Group](#)
- [ProMarketers Facebook Group](#)
- [Subscribe to Blog RSS](#)

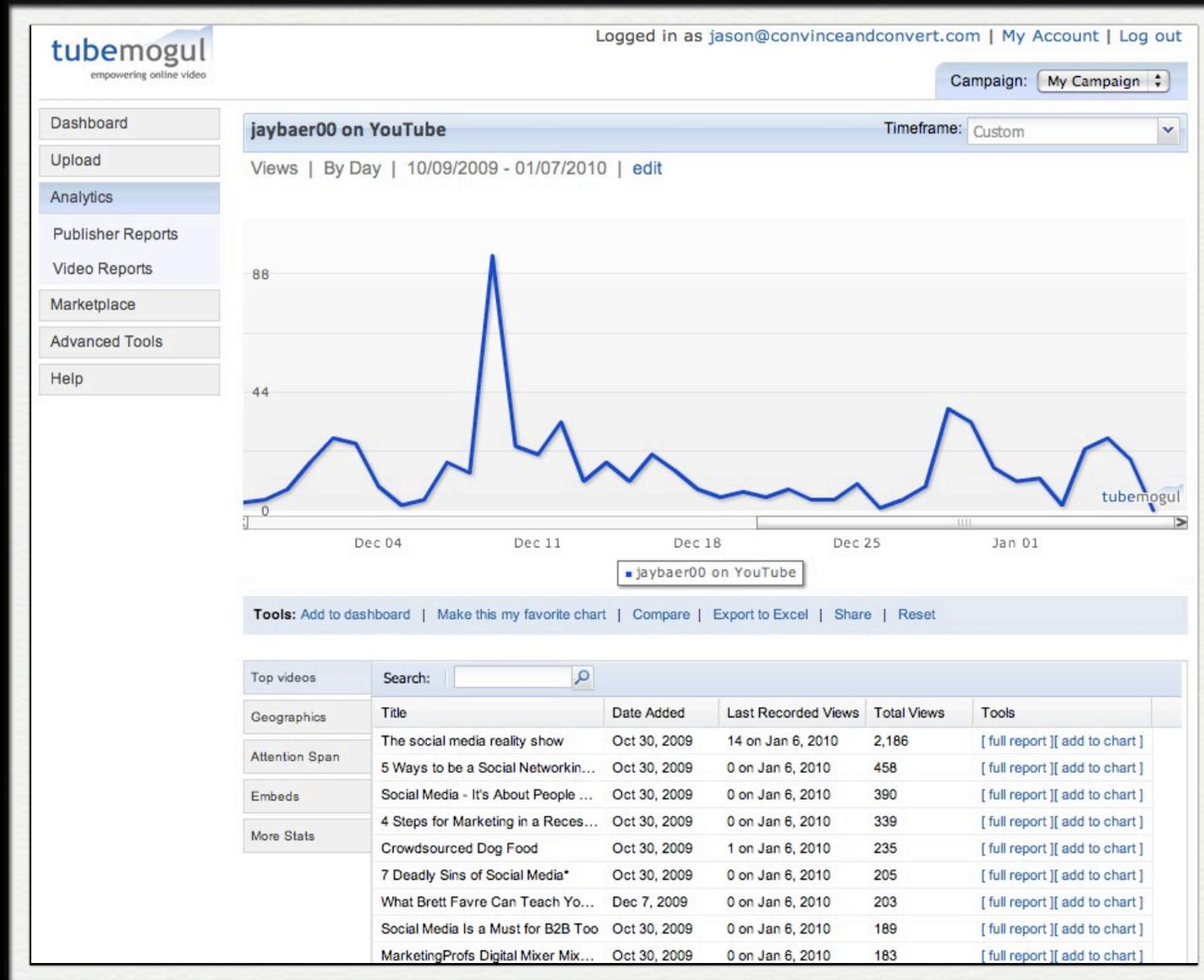


Annotation

The image is a screenshot of a YouTube video player. At the top left is the YouTube logo with the text "Broadcast Yourself™". To the right is a search bar with a "Search" button. Below the logo are navigation links: "Home", "Videos", "Channels", and "Shows". The channel name "jaybaer00's Channel" is displayed with a small profile picture and a yellow "Subscribe" button. To the right of the channel name are tabs for "All", "Uploads", and "Favorites". The video content shows a man with glasses wearing a white and red Cardinals jersey with the number 81. He is standing in a stadium with red seats. A red banner at the bottom of the video frame contains the URL "www.convinceandconvert.com". The video player controls at the bottom include a play/pause button, a progress bar, a volume icon, a "HQ" quality selector, and a full screen button. The video has a duration of 0:02 / 2:03.



Video Syndication & Reporting



Video Cross-Pollination



Jay Baer's
CONVINCE&CONVERT
social media consulting & coaching

Convince & Convert Social Media Consulting & Coaching Speaking Twitter Interviews

What Brett Favre Can Teach You About Social Media Strategy

December 9th, 2009 | Written By: Jay Baer | 58 Comments | [Edit](#)

108 likes

I went to the Arizona Cardinals vs. Minnesota Vikings game last Sunday. In addition to pitting two strong NFC teams against one another, the game included an interesting milestone – Brett Favre's NFL record-tying 283rd consecutive game. 283 NFL games. In a row. Except for sleep and breathe, I've never done anything 283 times in a row – impressive stuff for Favre, regardless of your opinions on his Cher-like series of comebacks.

Grab the Lunchpail

facebook Home Profile Friends Inbox 223 Jay Baer Settings Logout

Jay Baer (Jason Baer) In my daughter's Montessori class, they have to apply for classroom jobs. She applied for Botanist. Was selected as Trash Collector. Ouch. on Tuesday clear

Wall Info Photos Boxes Video Notes >> +

+ Upload Record



Micro/Mobile Video

12seconds Welcome to 12seconds! [about us](#) [sign in / register](#) [f](#) [t](#) 12

12
12cast iPhone App
Super Simple Video for Twitter



FREE

VIDEO MESSAGING IS HERE

for 1st gen, 3G & 3GS

12 mail

12seconds is

- ▶ The easiest way to share video moments with your friends on the web
- ▶ Video status updates to Twitter and Facebook
- ▶ Video message your friends on Twitter and Facebook
- ▶ Use your mobile phone, webcam, upload, or e-mail

Sign in/up: [t](#) [f](#) [12](#)

Everyone Featured Challenge



 Life is good.
by: alvaldez
location: Home
0 comments

 Freebles
by: emmander
location: Home
0 comments

 [Qik] Mobile video by Daynah
by: daynah
location: Home
0 comments

qik See what happens Videos People Turn your iPhone 2G, 3G in to a video camera



Don't just send a picture. Share the experience.



Live mobile video



Share Awesome Experiences Like...



Welcoming a New Arrival
Share life's most precious moments. Here Elena holds



Friday Night at the Game
Keep your friends in the know. In this video Curtis shares with



Travel Adventures
Share your travels from wherever you are. Here Julien

Why Use Qik?

Qik is the easiest way to share everyday life experiences with your friends and family, as they happen.

We'll send out live updates to your friends on your favorite social networks; you can even sign into Qik using just your Facebook or Twitter login! [f](#) [t](#)



Think Helpful

Coldwell Banker On Location
coldwellbanker's Channel

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[Back to Playlists](#)
Spotlight Videos

URL: <http://www.youtube.com/user/coldwellbanker#grid/user/0620A637A8C5748>

Home of the Heroes: Fort Hood, coldwellbanker 767 views

The new coldwellbanker.c..., coldwellbanker 1,633 views

How Long Do House Parts Last?, coldwellbanker 1,118 views

Home Buyer Tax Credit Extension, coldwellbanker 2,885 views

2009 Coldwell Banker College, coldwellbanker 1,273 views

CNN: Digital Living, coldwellbanker 517 views

5 Easy Upgrades That Raise House, coldwellbanker 16,992 views

Coldwell Banker iPhone App: coldwellbanker 2,256 views

5 Tips for Getting Inexpensive Home, coldwellbanker 888 views

Real (Estate) Opinions: Men vs., coldwellbanker 977 views

Coldwell Banker iPhone App: coldwellbanker 630 views

Coldwell Banker iPhone App: coldwellbanker 517 views

Coldwell Banker App for the Google, coldwellbanker 395 views

Coldwell Banker Home Search on, coldwellbanker 549 views

Save While You Splurge, coldwellbanker 598 views

4 Ways to Avoid a Costly Kitchen, coldwellbanker 890 views

Top 5 Renovations That Pay, coldwellbanker 961 views

5 Tips for Getting Inexpensive Home, coldwellbanker 482 views

coldwellbanker

[Subscribe](#) [Add as Friend](#) | [Block User](#) | [Send Message](#)

Profile

Channel Views: 617,941

Total Unload Views: 338,940

Coldwell & Banker Ask...

How do you share properties you find online?

- Email
- Social networks
- Print them out
- Bookmark them

Presenting the new Learn section on coldwellbanker.com

- The latest real estate news from the Associated Press
- Interactive real estate tools & calculators

Podcasting

The screenshot shows the BlogTalkRadio website interface. At the top, there is a navigation bar with 'Home', 'On Air', 'Featured', 'Popular', and 'Networks'. Below this is a 'Browse Categories' section with links for Entertainment, Family, Music, Sports, Politics, and Business. The main content area is divided into two sections: 'Featured Talk Radio Shows' and 'Upcoming Live Talk Radio Shows'. Each show card includes a host's name, a 'PLAY' button, a 'DOWNLOAD' button, and a 'Description' link. The featured shows include 'Alan Levy: CEO, Blog Talk Radio', 'TheOneRing.net on BlogTalk Ra...', 'Happy? Get Valuable Tips w...', 'Beauty Blogger Event', 'No Excuses Weight Loss w...', and 'Put Safety First'. The upcoming live shows include 'Quick-n-Dirty Podcast', 'Fringe's Ashley Edward Miller', 'Vet Doc with Dr. Clyde Brooks', 'Kate OHare, Hot', 'NatGeos Dog Town', and 'YOU SERVED Episode #70- Killer'.

This screenshot shows a podcast player interface for the 'Hottie & The Fatso Restaurant Reviews & News' podcast. The player has a blue header with the podcast title. Below the header, there are three episode entries. The first episode is dated 'Mon, 12 October 2009' and is titled 'Hottie & The Fatso Review Flagstaff Brewing Co. 10-12-09'. It includes a direct download link and a category of 'podcasts'. The second episode is dated 'Mon, 5 October 2009' and is titled 'Hottie & The Fatso Review The Crown Railroad Cafes 10-05-09'. It also includes a direct download link and a category of 'podcasts'. The third episode is dated 'Mon, 28 September 2009' and is titled 'Hottie & The Fatso Gorditas 09-28-09'. It includes a direct download link and a category of 'podcasts'. On the right side of the player, there is a 'Categories' section with 'Hottie and the Fatso general podcasts' and a 'Syndication' section with an 'RSS 2.0' link. A progress bar and playback controls are visible at the top of the player area.

The logo features the name 'Hottie & The Fatso' in a stylized, purple and orange font. Below it, the words 'THE FATSO' are written in a large, bold, green font. At the bottom, the text 'Flagstaff's Dining & Drinking Show' is written in a smaller, purple font. The logo is set against a white background with a subtle shadow effect.



Flickr (photos)

Jeep.com | For Owners | The Vehicles | 4x4 Basics [Share w/Jeep](#)



i live. i ride. i am. **Jeep**

COMMUNITY **NEWS** **EVENTS** **LEGACY** **CALENDAR**

Jeep. community, home base It's part networking site, part movie theatre, part slide show – and a zillion other things to its fans and followers. Look around. Contribute.

The Jeep. world. Documented.

Jeep@ life, a 24-7 thing.
★★★★★



0:00 / 1:20

To make, to find, to show

As summary statements go, imagine this area as a net — collecting examples of *having fun out there* in videos, in photos and in writing. After a while, it's reloaded with new batches of goodness. Check back often.



[del.icio.us](#) **flickr**



Yahoo! Answers

Hi, Jason | Sign Out | Help

Yahoo! Mail My

YAHOO! ANSWERS **Web Search**

ask. **answer.** **discover.**

Search for questions: **Search** **Advanced** **My Profile**

Home > Search Results for "nail polish" 1 - 10 of 27,843

Search Results for "nail polish"

SPONSOR RESULTS

Buy Nail Polish
www.COVERGIRL.com - Department store beautiful without Department Store price. Shop now.

Essie® Official Store
www.essieshop.com - Buy direct from Essie®. Over 300 nail polish colors in stock everyday.

nail polish?
how do i get nail polish out of pants not jeans.. light tan in color. can anyone help?? ... Try some rubbing alcohol.
Asked by wildfire - 3 years ago - [Cleaning & Laundry](#) - 5 Answers - Resolved Questions

Nail-Polish?
what can i use instead od nailpolish remover to remove my nail polish please help/ ... Use nail polish. Heavily put on the lightest color you have available and quickly wipe...
Asked by A_Amazin - 3 years ago - [Other - Beauty & Style](#) - 3 Answers - Resolved Questions

How do you prevent nail polish from hardening and goeoy?
I buy a bottle of nail polish.Then four months...of that same color nail polish? ... Put a bit of nail polish remover in it and then shake the bottle. It will thin the polish...
Asked by CHRISTIN... - 1 year ago - [Makeup](#) - 16 Answers - Resolved Questions

How do you make nail polish last longer?
...get a manicure, the nail polish chips off... to help the polish bond to the nail and last

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Nail Salon Equipment
Fetch great deals on exclusive nail salon equipment. Fast...
www.SalonGuys.com

Essie Nail Polish Blowout Sale
Essie nail polish large inventory of Essie colors.
www.eNailSupply.com/essie

Cheap Naturistics Nail Polish
Best selection Naturistics Nail Polish - FREE...
www.DiscountCosmeticOutlet.com

Discount Beauty, Spa & Nail Supplies #1
OPI Nail polish, China Glaze, GiGi Wax, Fungus care,...
www.beautycane.com

Discount Nail Polish
Yves Rocher Natural Cosmetics. Free Gift With Every Order.
YvesRocherUSA.com

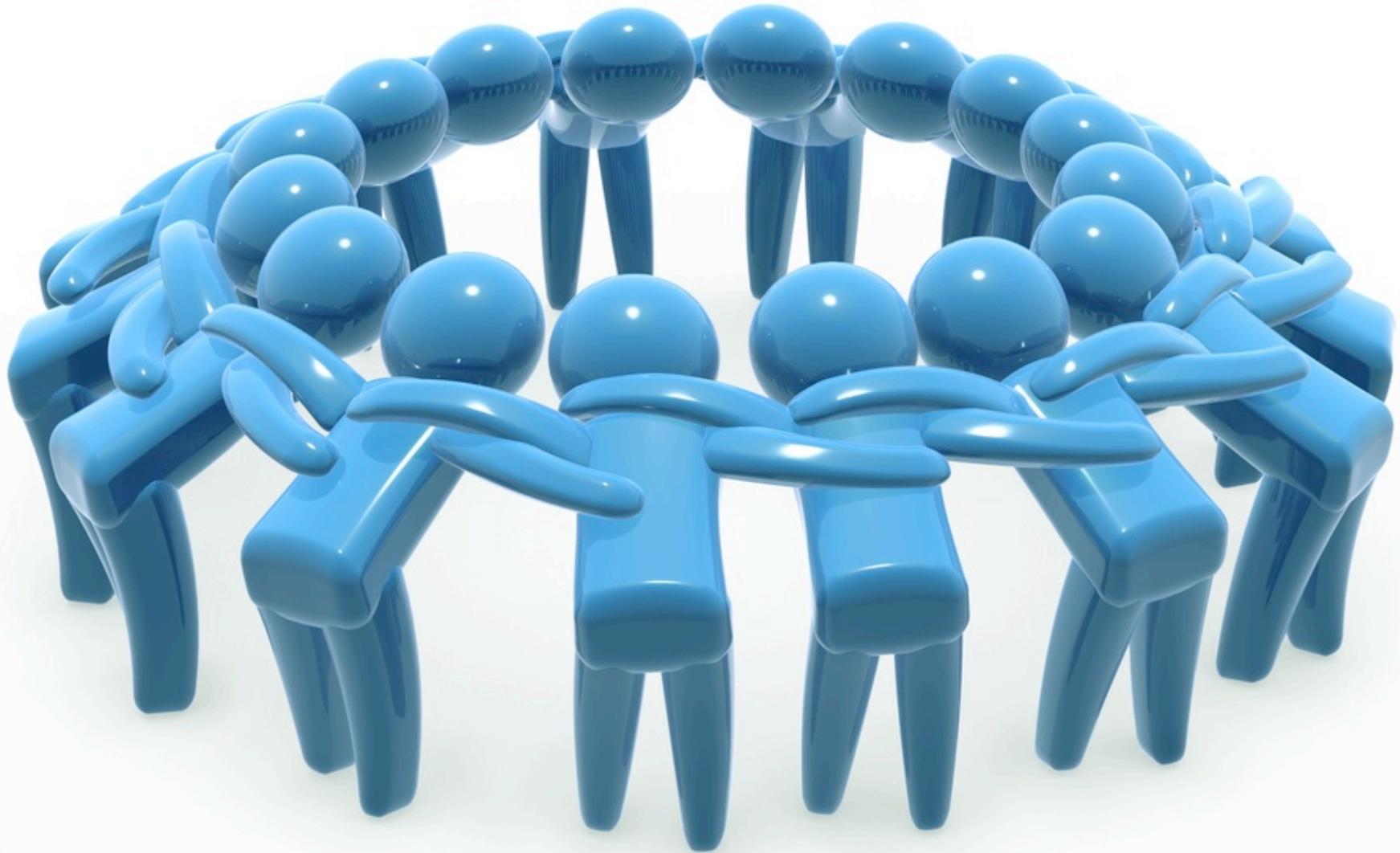
Nail De Royale
Professional Nail Products at Super



Think Like Your Customer, Tell Stories



Brand Communities



Is Facebook Your Home Base?

facebook Home Profile Friends Inbox 223 Jay Baer Settings Logout

New England Patriots [Become a Fan](#)

Wall Info Fan Zone Photos Boxes

FANTASY FORECAST
The ultimate Patriots prediction game.
Play every week to win awesome Patriots merchandise --- jerseys, shirts, sneakers, jackets, helmets, and more! Plus, earn enough points weekly for your shot at an end-of-season Grand Prize, 2010 Patriots Season Tickets!
Play Now!
Increase your odds of winning by drafting your friends.

TEST YOUR KNOWLEDGE
ARE YOU PATRIOTS SMART?
Find out in the Patriots Trivia Challenge.
Play Now!
Sponsored by verizon

GIVE PATRIOTS GIFTS
Send virtual Patriot gifts to your friends
VIEW ALL GIFTS

WHAT'S YOUR GAME PLAN?
Select Message
Select Image

PATRIOTS POLL

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the twilight saga
new moon
11.20.09
NEWMOONTHEMOVIE.COM

VIDEOS - VITAMINWATER NEW MOON SPOT

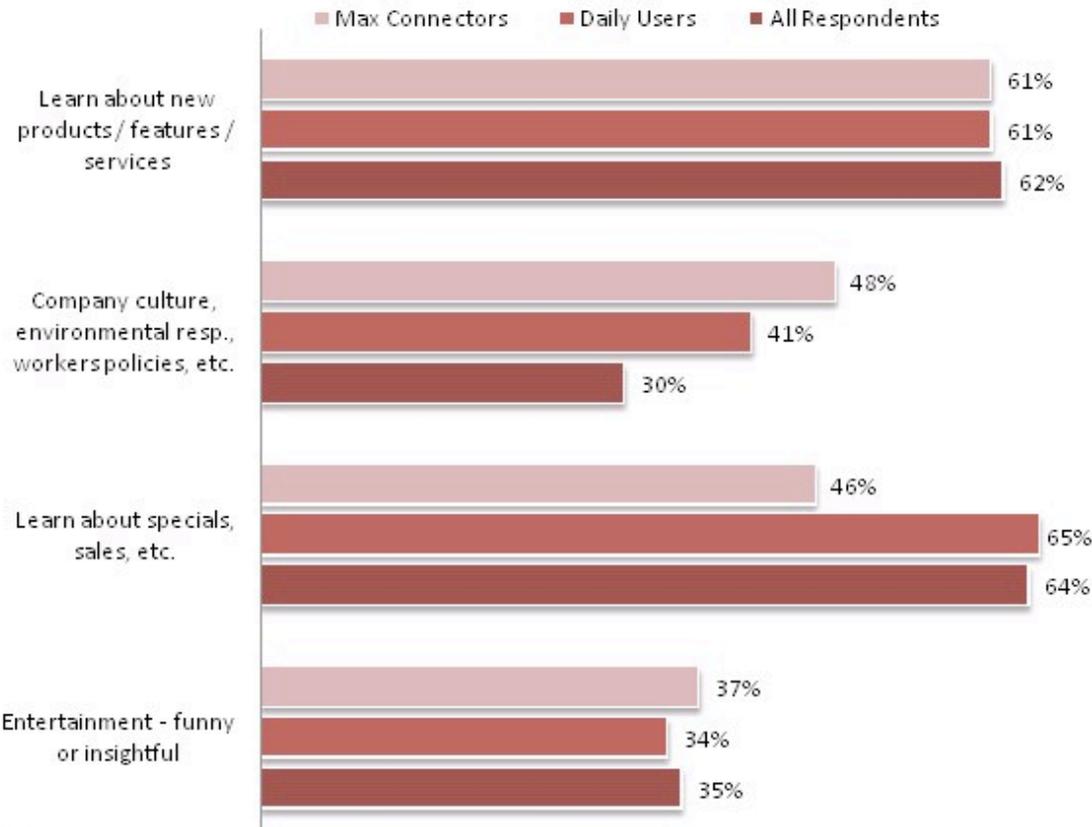
PHOTOS



Create a Rationale

**Consumers
“Fan” Only 2
New Pages/
Month on
Facebook**

New Chart: Why Consumers Friend or Follow Companies



 MarketingSherpa ©2010

Source / Methodology: MarketingSherpa and Survey Sampling, Popular Media Study / Fielded Dec 2009, N=1,314



Ask for Feedback



It's About Them, Not You



California Tortilla \$5 Fiesta! Burrito. Chips. Salsa. This deserves a high five! CALIFORNIA TORTILLA

Add to My Page's Favorites
Suggest to Friends

Hey fans – make sure to follow us on twitter @caltort
Click here for a free taco... <http://tinyurl.com/tacotalk>

Fans
6 of 7,481 fans See All

 Jing Lu	 Corey Adkins	 Nathelene McMillan Moore
 Andrew Lopez	 Ashley DiBiaggio	 Wellington Liu

Photos
1 album See All


Wall Photos
Updated last Monday

california tortilla [Become a Fan](#)

Wall Info Boxes Photos

california tortilla + Fans **Just california tortilla** Just Fans

 **california tortilla** Today's winner of free burritos for a year is Andrew Moore. Andrew is a very nice Grandson: With \$5 i would treat my 85 year old great grandmother to a lunch from her favorite great grandson at my favorite restaurant and pass along the flavor of amazing. Also i could spend time with someone whos done so much for me and...
See More
Fri at 9:06am

 7 people like this.

 **Nanyamka ★ Payne** THAT'S WONDRFUL! What a GREAT grandson!
Fri at 9:07am · Report

 **california tortilla** Susan McKisson is today's winner of free burritos for a year...a trip to see the Giant Mouse... With \$5 a week set aside in a drawer, I can save enough money for a trip to see Pop-pop and Grandma in Florida this summer. Combine that with the free tickets to Disney we are earning by doing volunteer work as a family, we...
See More
Thu at 12:30pm

 3 people like this.

 **Nanyamka ★ Payne** CONGRATS!
Thu at 12:32pm · Report

 **Susan Bailey McKisson** WOHO, I am soooo excited! Thank you Cal Tort!!!
Thu at 12:39pm · Report

 **Toni Ross** Good for you, what a plan and congrats on volunteering too
Thu at 4:22pm · Report

 **california tortilla** OK – we are always suckers for stuffed animals – here is Sarah Sansolo's winning \$5 video entry <http://www.youtube.com/watch?v=9H31ELxRWxl>
January 20 at 8:28am



Facebook Success Tips

Get a URL

Have a Plan

Map Conversions (set landing page)

Create Consistent Content (3x/day)

Targeted Content

Ask Questions (4/1000 in news feed)

Mix Content Types (wall posts not very important)



Smart Landing Pages

The image shows a screenshot of a Facebook landing page for a page named "Flowtown". The page is viewed from the perspective of a user named "Jay Baer". The navigation bar at the top includes "facebook", "Home", "Profile", "Friends", "Inbox 234", "Jay Baer", "Settings", and "Logout". Below the navigation bar, the page header for "Flowtown" includes a profile picture, the name "Flowtown", and tabs for "Wall", "Info", "Become a Fan!", "Boxes", "Photos", and "Video". A prominent call-to-action button says "Become a fan" followed by the text "for prizes and benefits just for our Facebook community". A black arrow points to this button. Below this is the Flowtown logo, which consists of a stylized "F" made of horizontal bars in brown, green, and pink, followed by the word "Flowtown" in a bold, sans-serif font with a trademark symbol. Underneath the logo is the heading "Turn email addresses into Social Connections" and a paragraph of text: "Flowtown turns email addresses into social connections allowing you to heighten engagement and retention with existing customers & contacts." To the right of this text, another call-to-action says "Sharing is caring! Tell your friends about Flowtown" with a black arrow pointing towards the "Become a fan" button. At the bottom of the page, there is a section titled "Invite Your Friends To Join Us" with a "Skip" button. Below this is a search bar labeled "Find Friends:" with the placeholder text "Start Typing a Name". A "Filter Friends" dropdown menu is set to "All", and the "Selected (0)" count is shown. Below the filter are four friend suggestions, each with a profile picture and name: Aaron Bracamonte, Aaron Jones, Aaron Kahlow, and Aaron Post.

facebook Home Profile Friends Inbox 234 Jay Baer Settings Logout

Flowtown

Wall Info **Become a Fan!** Boxes Photos Video >>

Become a fan for prizes and benefits just for our Facebook community

 **Flowtown**™

Turn email addresses into Social Connections
Flowtown turns email addresses into social connections allowing you to heighten engagement and retention with existing customers & contacts.

Sharing is caring!
Tell your friends about Flowtown

Invite Your Friends To Join Us Skip

Add up to 6 of your friends by clicking on their pictures below.

Find Friends: Start Typing a Name

Filter Friends All Selected (0)

Aaron Bracamonte Aaron Jones Aaron Kahlow Aaron Post



Use Metrics

facebook
Home Profile Friends Inbox 223
Jay Baer Settings Logout Search

Ads Manager | Pages | Help | Export Data
Promote your page

22 Interactions This Week [?]

15 Likes **13** Comments **1** Wall Posts

2.0 ★★★★☆ Post Quality [?]

Fans Who Interact With Theatrikos Theatre Company

Interactions Over Time [Learn more](#)

Choose a graph: Interactions

Total Interactions
 Comments
 Wall Posts
 Likes

8 Active Fans This Week [?]

↑ 1 Since Jan 03

	Male	Female	Male	Female
	38%		63%	
13-17	0%	0%	0%	0%
18-24	13%	0%	0%	13%
25-34	13%	0%	13%	13%
35-44	13%	50%	63%	13%
45-54	0%	13%	13%	13%
55+	0%	0%	0%	0%

Top Countries: **United States** (8)

Top Languages: **English (US)** (8)

All Fans of Theatrikos Theatre Company

All Fans Over Time [Learn more](#)

Choose a graph: Total Fans / Unsubscribed Fans

Total Fans
 Unsubscribed Fans

573 Total Fans on Jan 04

↑ 1 Since Jan 03

	Male	Female	Male	Female
	36%		62%	
13-17	2%	4%	6%	6%
18-24	8%	13%	21%	21%
25-34	11%	20%	31%	31%
35-44	11%	14%	25%	25%
45-54	3%	8%	11%	11%



Facebook Ads

Advertise on Facebook

Get started in three easy steps.

[Copy an existing ad](#)

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>.

Example Ad

I want to advertise something I have on Facebook.

This is a sample ad.

Title 25 characters left.

Body Text 135 characters left.

Image (optional)

no file selected

Facebook Ads

Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image

Image will be resized to fit in a 110x80px box.

Approval Process

Ads are reviewed to ensure that they meet our content guidelines.

We recommend reviewing:

[Suggested best practices](#)

[Common Reasons for rejection](#)

More Help

[Design Your Ad FAQ](#)

2. Targeting

Location:

- Everywhere
 By State/Province
 By City

Age:

-

Birthday:

Target people on their birthdays

Sex:

Male Female

Keywords:

Education:

- All
 College Grad
 In College
 In High School

Workplaces:

Relationship:

Single In a Relationship Engaged Married

Interested In:

Men Women

Targeting

By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

Location

Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords

Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

Connections

Connections are users who have become a fan of your Facebook Page, a member of your Group, RSVP'd to your Event or authorized your Application.

More Help

[Ad Targeting FAQ](#)



Facebook E-commerce

The ACME Tee Deal of the Day. Only on Facebook. Buy now!



Classic Graphic Tee

Our timeless tee gets an update with retro-styled stars. Yarn dyed and washed for a soft, comfortable feel.

Choose Your Color

Size

Item	\$16.49
Facebook Discount	-\$5.00
Estimated Shipping	FREE
Estimated Total	\$11.48

[Proceed to Checkout >](#)

[Conditions of Use](#) | [Privacy Notice](#) | © 2009, Resource Interactive

Complete in-wall checkout process



The ACME Tee Deal of the Day. Only on Facebook. Buy now!

Enter your credit card information:

(You can review this order before it's final.)

Card number

Credit Card Type

Name on card

Expiration Date

Item	\$16.49
Facebook Discount	-\$5.00
Shipping	FREE
Sales Tax	\$0.00
Order Total	\$11.48

[Continue >](#)

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Use Fanbox

Herbal essences
hair care and color products

home products product selector get the look special offers & news buy it now

toss & turn your hair with

tousle me softly

collection

see the collection

teach me to tousle

ExpoTV gets you tousled

fan us on facebook

Herbal Essences on Facebook

Become a Fan

Herbal Essences on Facebook

star style & celebrity trends

see all promos

little pink style book

Had a change of hair style heart?
Use our how-to videos and step-by-step styling to find your best tousled hair style!

Find your new look

On-the-go access!

Get the 411 on our latest collections, quizzes, polls and videos all **on your phone** at herbalessences.com.



Meet face-to-Facebook

Feeling social? Make the connection with other Herbal Essences lovers on our Facebook page.

Become a fan



Get soft, **touchable** tousled hair

Our Tousle Me Softly Collection goes past perfect for a totally tousled look.

see the collection



Twitter & Social CRM

LINE
STARTS
HERE



Customer Service Evolves



twitter



The New Help Line



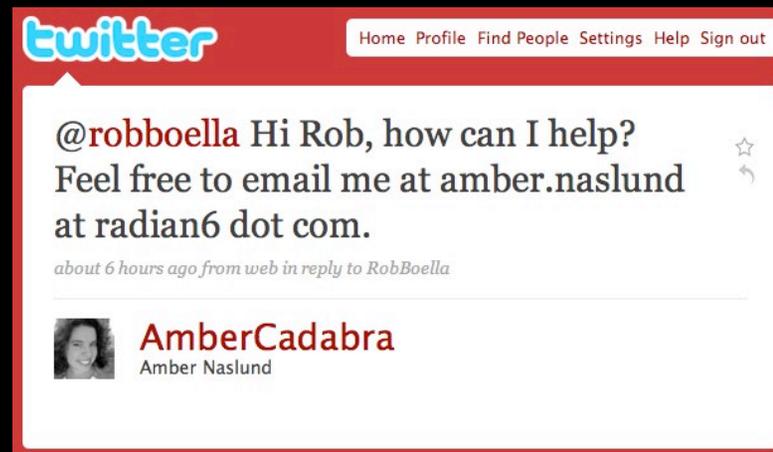
A screenshot of a Twitter tweet. The top navigation bar is light blue with the Twitter logo and links for Home, Profile, Find People, Settings, Help, and Sign out. The tweet text is: "Is Radian6 brock? Have tried to email them twice and contact through website, and get bounce backs / no reply". It includes a star icon and a retweet icon. The timestamp is "about 6 hours ago from TweetDeck". The user's profile picture is a small square, followed by the name "RobBoella" in bold and "Rob Boella" below it.

twitter Home Profile Find People Settings Help Sign out

Is Radian6 brock? Have tried to email them twice and contact through website, and get bounce backs / no reply

about 6 hours ago from TweetDeck

 **RobBoella**
Rob Boella



A screenshot of a Twitter reply. The top navigation bar is red with the Twitter logo and links for Home, Profile, Find People, Settings, Help, and Sign out. The tweet text is: "@robboella Hi Rob, how can I help? Feel free to email me at amber.naslund at radian6 dot com." It includes a star icon and a retweet icon. The timestamp is "about 6 hours ago from web in reply to RobBoella". The user's profile picture is a small square, followed by the name "AmberCadabra" in bold and "Amber Naslund" below it.

twitter Home Profile Find People Settings Help Sign out

@robboella Hi Rob, how can I help? Feel free to email me at amber.naslund at radian6 dot com.

about 6 hours ago from web in reply to RobBoella

 **AmberCadabra**
Amber Naslund



6 Keys to Social CRM Success

Listening Protocol

Response Matrix (who, when, what)

8x1 Rule

Setting Expectations

Crisis Plan (who, how)

Organizing the Fire Hose



Listening & Reacting



jasoncbaer@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Deliver to:

Google will not sell or share your email address.



[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) All

tinderbox kitchen

[Advanced Search](#)
[Preferences](#)

0% strength
15:1 sentiment

18% passion
11% reach

15 hours avg. per mention

last mention yesterday

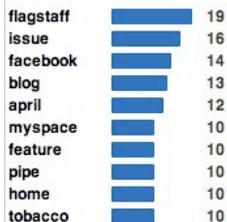
53 unique authors

8 retweets

Sentiment



Top Keywords



Top Users



Mentions about tinderbox kitchen

Sort By: Results: Results 1 - 15 of 105 mentions.

Little blog of horrors: Daffodil Girl.

Tinderbox and Nanakusa are my faves at the mo. 11. Pretty characters like Hello Kitty, Julius and Friends, and all the legends of the Studio Ghibli films and Disney....
mydollface.blogspot.com/2010/03/daffodil-girl.html
yesterday - by Rogue on [google blog](#)

The Woodlands's MySpace Blog

... about it just a bit.About two months ago we entered a contest being hosted by Tinderbox ... UNTIL THE DAY DIMSV1That day Saturday took us to your doorSat in the ...
blogs.myspace.com/Modules/BlogV2/Pages/RssFeed.aspx?friendID=265627864
2 days ago - on [myspace](#)

RT @azhighways: Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of our 3rd Annual "Best Restaurant..."

twitter.com/shbeetle/statuses/9903692757
2 days ago - by [shbeetle](#) on [twitter](#)

Romsey Beggars Fair's MySpace Blog |

Kitchen Sync KITCHEN SYNC Isabel, Pippa, Mary, Ulrike, Jane, Sally and Stevie. ... After a busy 12 months writing and recording, Tinderbox are now actively looking t...
blogs.myspace.com/index.cfm?fuseaction=blog.ListAll&friendId=280265103
2 days ago - on [myspace](#)

RT @azhighways: Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of

include:
s story
itor or industry
ity or event
e sports teams
right.
[your alerts](#)



[Home](#)

[Preferences](#)

[Share on Twitter](#)

Tweets nearby [Flagstaff, AZ](#) about [anything](#)



Kryu Played few rounds of Age of Booty. Game is hella lot easier to play on xbox than PC.still can't figure out how to lay a curse on pc version FLAGSTAFF, AZ



Dave_Ensign Paterson Still Governor, for Now: Governor Paterson says he will be the governor on Friday, but does not say... <http://tinyurl.com/ybuqjpd> FLAGSTAFF AZ



crystina_ashley Tonight will consist of my famous bacon potato cheddar soup, an entire bottle of vino, and Real Housewives OC finale! UT: 35.19448,-111.635472



glennayze I had a terrible horrible no good very bad day... I think i'll move to Australia! FLAGSTAFF, AZ



alew Love my "stolen" Droid -: Steve Jobs: "We have always been shameless about stealing great ideas." #Apple <http://bit.ly/aUDgLG> FLAGSTAFF, ARIZONA



alew Hah! - I knew it! - "Liberals, Atheists Are More Highly Evolved?": People who later admitted to being "not at all ... <http://bit.ly/aGZy0O> FLAGSTAFF, ARIZONA



crystina_ashley @Sethary haha well I don't have a "redneck" alter ego. But our standard alter egos are married. Lolita Valequez + Remington Winchester <3 UT: 35.19448,-111.635478



IwasakiMinami @halcy it's a 3x3x3 dodecahedron puzzle. TOKYO, JAPAN *FLAGSTAFF, AZ*



Pro Twitter Clients

hootsuite.com

The screenshot shows the Hootsuite web interface. At the top, there's a navigation bar with 'Shrink It', 'Send Later', and 'Send Now' buttons. Below that, the main content area is divided into three columns: 'Home Feed (jaybaer)', 'Mentions (jaybaer)', and 'Direct Message (Inbox) (jaybaer)'. The Home Feed contains tweets from users like Toltecjohn, francis_kfnx, AzDealgirl, rjsauter, PaintingDenver, and 9swords. The Mentions column shows tweets from aharter, debbie weil, RobinYasinow, terimorris, and camberley. The Direct Message column shows a message from peopiesalmanac. At the bottom, there are navigation buttons for 'Streams', 'Stats', 'Settings', and 'People', along with the Hootsuite logo and copyright information.

tweetdeck.com

The screenshot shows the TweetDeck v0.32.5 interface. It features three main columns: 'All Friends', 'Mentions', and 'LinkedIn: Network Updates'. The 'All Friends' column displays tweets from users like musicme01, kelvin8048, and DougBench. The 'Mentions' column shows tweets from aharter, debbie weil, RobinYasinow, terimorris, camberley, and beyondnines. The 'LinkedIn: Network Updates' column lists updates from Randy Vaughn, Chris Conroy, Len Kendall, Len Gutman, Liana "Li" Evans, Robby Colvin, and Francine Hardaway. At the bottom, there's a status bar indicating 'Last Updated: 16:30 with 61 tweets / next update 16:31'.



Find Followers/Influencers

TOPSY BETA

tinderbox flagstaff

topsy.com

6
retweets
retweet
reply

Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of our 3rd Annual "Best Restaurants in AZ" issue

twitter.com/azhighways/status/9840869336

 azhighways **Influential**

6 Retweets



Twellow

The Twitter Yellow Pages.

Browse All Categories Search TwellowHood Friends Followers Suggested Users

Search: Within: Search All Profiles

Advanced Search Tips

2.50 billion followers,
17.2 million Twitter profiles

Register for FREE Log In



Watch Google's Matt Cutts LIVE with WebProNews at SMX in Santa Clara, CA
>> At Live.WebProNews.com - 1:00 PM PST / 4:00 PM EST

VerticalResponse
SELF-SERVICE EMAIL MARKETING

Watch your business **GROW**

Sign Up Today for your Free Trial of VerticalResponse Surveys!

YOUR BUSINESS
Start Your **FREE** 30-Day Trial
Test it Out 100 Free Responses!

twellow.com

Welcome to Twellow!

Twellow is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you.

[Looking for local people? Try Twellowhood!](#)

Please take the time to [register for FREE](#) with us. Registering will allow you to **update** your Twellow profile and categories, **add links** to your other social media profiles, **create an extended bio** with whatever information and links you would like to add, and **easily follow** other Twitter users right from Twellow!

Aerospace & Aviation

Pilots, Air Force, NASA...

Arts

Music, Design, Painting...

Associations & Organizations

Nonprofit, Animal Welfare, Humanitarians...

Automotive

Energy

Oil & Gas, Solar, Conservation...

Entertainment

Movies & Filmmaking, Fashion, Television...

Family

Babies, Daughters, Sons...

Financial Services

News

Journalists, Reporters, Weather...

Politics

Conservative, Liberal, Republican...

Publishing

Authors & Writers, Books, Photography...

USTREAM
RECORDED LIVE

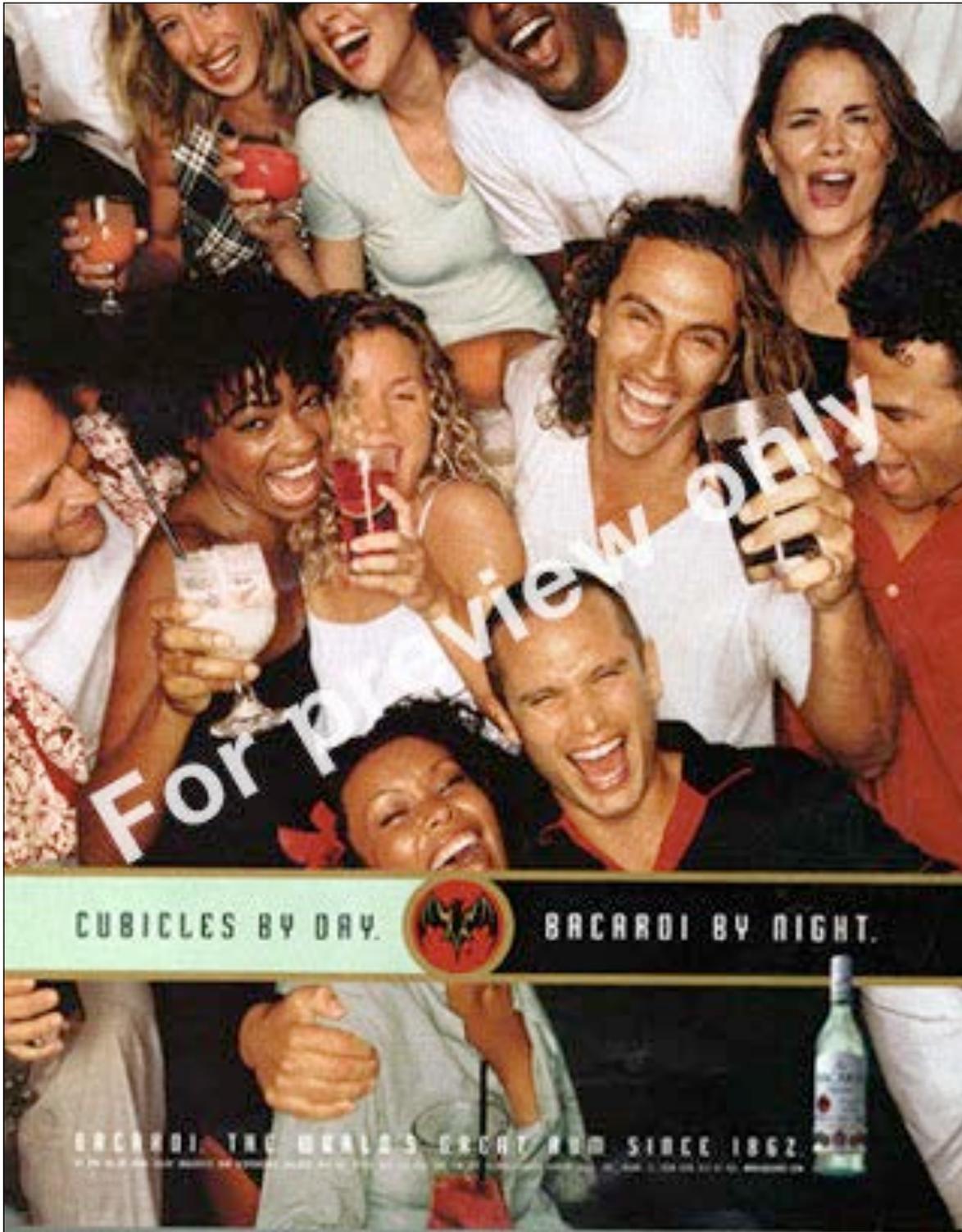


WebProNews Streaming From SMX



And, Being Personal





**Your Real
Life is More
Interesting
Than Your
Job.
Period.**



6 Dangerous Fallacies



It's Inexpensive

It's Fast

It's Viral

You Can't Measure

It's Optional

It's Hard



Jay Baer

Social Media Strategy

www.convinceandconvert.com

@jaybaer

