

Using Social Media to Promote Your Business

Agenda

- Introduction
- Social Media Overview
- Techniques to Promote Business
- Investment Needed
- Questions

Introduction

- Greg Digneo, More Caffeine Please
 - www.morecaffeineplease.com
 - Greg.Digneo@morecaffeineplease.com
 - (609) 634-0336
 - Twitter: @GregDineo
- Bill Rowland, Dinkum Interactive
 - www.DinkumInteractive.com
 - Bill@DinkumInteractive.com
 - (609) 876-4372
 - Twitter: @billrowland

Social Media Overview



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What is Social Media?



- Communication through social interaction
- Technology Helpful, Not Necessary
- Creating Relationships

- Examples
 - Blogging
 - Social Networking (Facebook, LinkedIn)
 - Collaboration (Wikis, Digg)
 - Multimedia (YouTube, Flickr)
 - Reviews & Opinions (epinions, yelp)

Benefits of Social Media

- Stronger Customer Relationships
- Increased Web Traffic
- Improved Sales



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Social Media Rules of Thumb



- Focus on People
- Listen First
- Avoid Direct Selling
- Provide Value
- No Single “Right” Way

Popular Social Media Tools



Google Local Business Center

Techniques to Promote Business



- Experiment First
- Find Your Target
- Start Slowly
- Create a Goal
- Devote Time

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Investment Needed



- Existing Website is Ideal
- Tools = Low/No Cost
- Investment = Time
- You Get What You Put In

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Questions?