

How to Launch and Manage Your Social Media Identity

Tools, Tips, and Samples for All

**Presented for
MassBay Organization Development Learning Group**

- Marketing 2.0
- Inbound Marketing
- Persona (Non) Grata - Identity
- Break Out
- Who's Going To Find You
- Tactics – Building Your Presence
 Blog BREAK (Out)
- Tools – Connect and Collaborate
- Tools – Manage, Measure, and Modify
- Examples



source: <http://www.inc.com/magazine/20100301/ceo-passions-hosting-benefit-concerts.html>



source: http://www.flickr.com/photos/pburch_tulane/4195280723/

Marketing 1.0 (outbound)

Advertising



Filter



Direct Marketing



Filter



source: hubspot.com

The brilliance of my product
is the synergies I've created
in a game-changing
platform that will
revolutionize and vertically
synergize your world like
you've never thought about
before – me, me, my, my, I, I,
blah, blah



source: http://www.flickr.com/photos/pburch_tulane/4195280723/

Marketing 2.0 (inbound)

Blog

TechCrunch



YouTube

Technorati™

Search Engine Optimization

Google™



Live Search

YAHOO!

Ask.com

Social Media

facebook

twitter

LinkedIn

delicious
social bookmarking

digg

source: *hubspot.com*



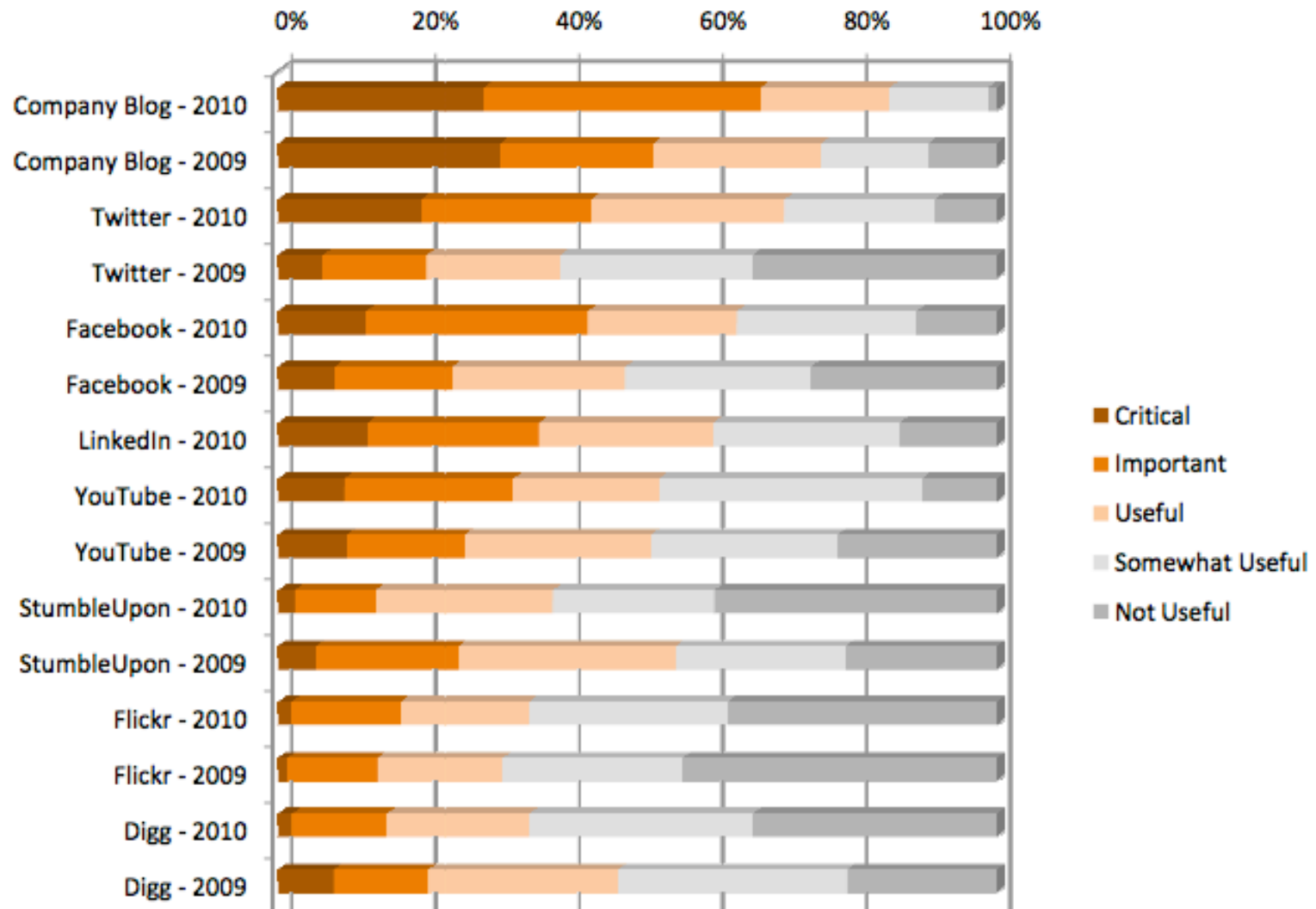
source: <http://www.inc.com/magazine/20100301/ceo-passions-hosting-benefit-concerts.html>

- Marketing 1.0 the distribution is the value; command and control
- Marketing 2.0 the content is the value; contribute and collaborate

Where's the Party?



Marketing 2.0 (inbound)



source: hubspot.com

1. Getting Found
2. Being Sticky
3. Calls to Action

In 2009 17,000 interviews across 29 countries revealed:

- 36% think positively about companies that have blogs
- 83% have viewed video on the social web
- 57% of Internet users have joined a social network
- 73% have read a blog
- 34% post opinions about products and brands on blogs/ social media
- 184 million people worldwide actively maintain a blog
- In the month of April, 2009, Americans conducted **13 billion** searches using Google

Source: Universal McCann Report: Power to the People, Social Media Tracker: Wave 3: http://www.universalmccann.com/Assets/2413%20-%20Wave%203%20complete%20document%20AW%203_20080418124523.pdf

This is Web 2.0

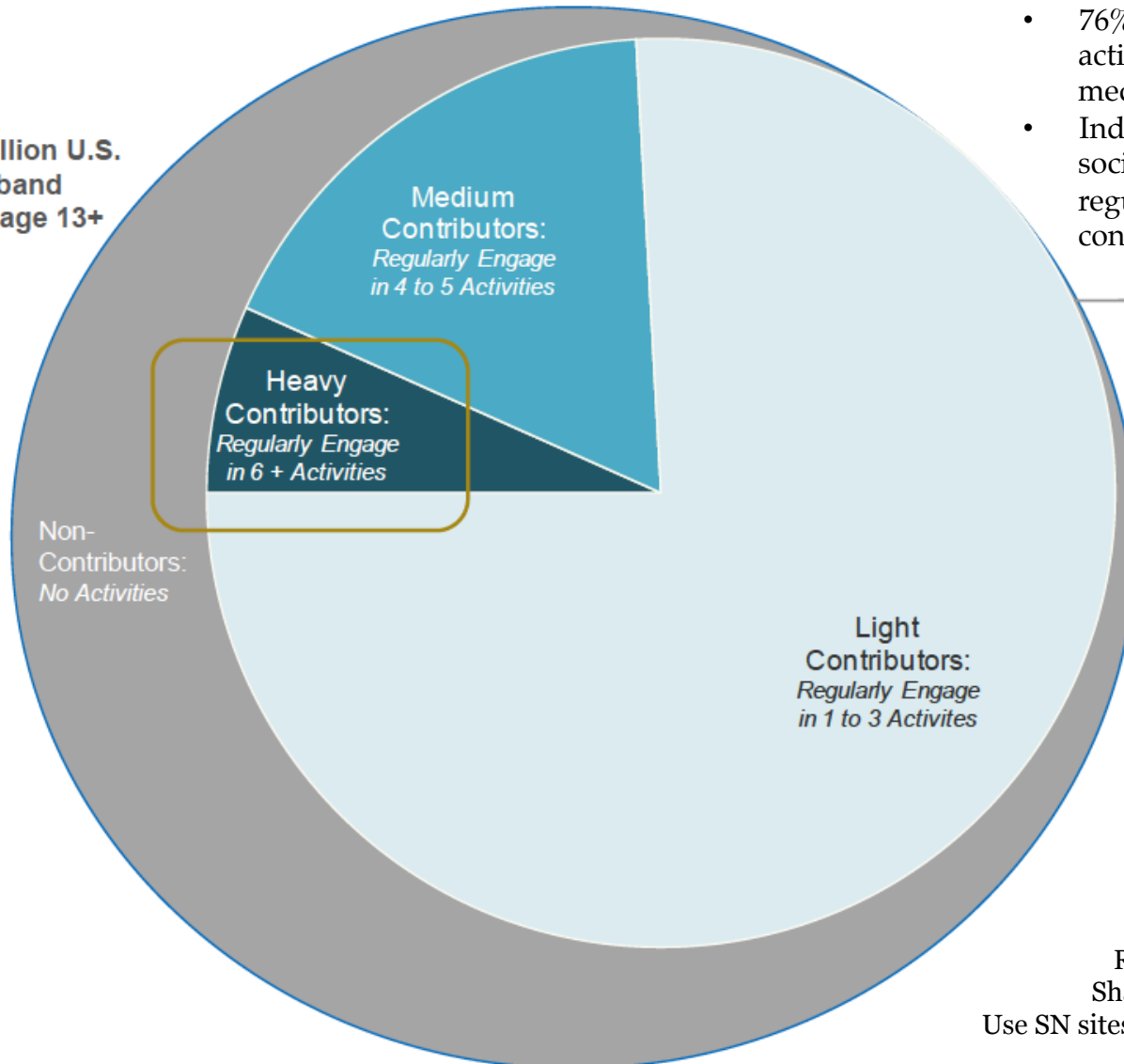
- Visitors can contribute content or comments.
- Visitors can subscribe to your content.
- Visitors can share your content easily with others.
- Visitors can rate your content.
- Visitors can form communities and collaborate with each other.
- Visitors can influence the opinions of others positively or negatively.
- Visitors can get engaged in productive ways before they are ready to buy your widget.
- Visitors are not limited to your company website but can also link to other destinations on the web that interest them.

- Identity
- Who are You Talking To
- What Interests Them
- Think Like a Publisher

- Who are your clients? Prospects?
- What are they interested in?
- What do you want to hear from them?
- What do you want to talk to them about?
- Segmentation
- What value can you offer?
- What are your goals?

I Don't Have Time for This

**138 Million U.S.
Broadband
Users age 13+**



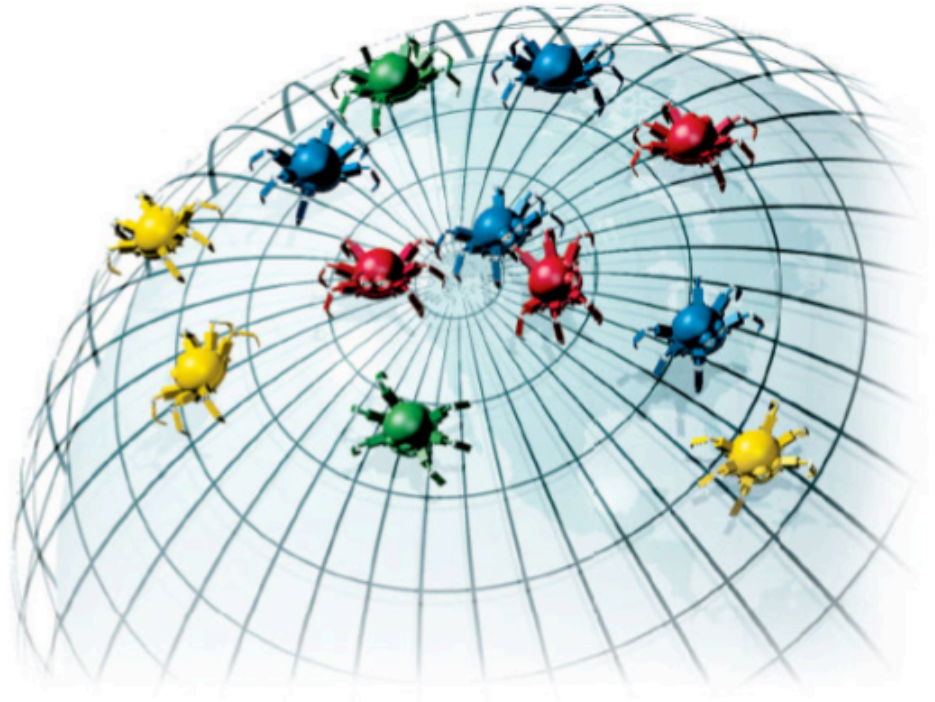
- 76% of broadband users are active contributors to social media
- Individuals who do 6 or more social media activities regularly are heavy contributors

Who's Going To Find You

- Google
- SEO
- Calls to Action
- Move the Conversation Along
- Invest in Your Community

Tactics – Google and SEO

- Google makes a copy of the web
- Information is extracted
- An index is created
- Index is stored on servers world wide



©2009 TopRank® Online Marketing. All rights reserved.

What Can You Say? Keywords and Phrases

- Search – by keyword on Technorati, BlogSearch.Google.com
- Read – learn the language, read daily (aggregators)
- Subscribe – via RSS feed, READ DAILY
- Choose and commit – build a top 10 list
- Comments – add useful/informative comments, link backs
- Write – start your own blog
- Blogrolls
- Guest Blog

Bloggging – What's all the Hub-bub Bub?

In the **2008** Technorati Report: State of the Blogosphere, Technorati surveyed 1.2 million bloggers around the world who had registered with its service. Here are some summary statistics:

- 133 million blogs are registered with Technorati
- These blogs are from sixty-six countries in eighty-one languages
- Blogs have representation in top 10 website lists in all key categories Blogs are now a part of mainstream media
- Bloggers are savvy and sophisticated in driving traffic to their blog
- Bloggers are meticulous about tracking statistics about their blog
- Bloggers are successful—they are achieving career enhancement opportunities including speaking engagements
- The majority of bloggers are advertising on their blog, producing an income stream for themselves
- 90 percent of bloggers say they write about the products and services they love or hate ***[take note of this!]***

Source: Technorati: The State of the Blogosphere: <http://technorati.com/bloggging/state-of-the-blogosphere/>

Focus on the Keywords and Phrases Your Buyer's Use

- What are their problems?
- What keeps them awake at night?
- What do they want to know?
- What words and phrases do they use to describe these problems?
- Your buyer is faced with problems, develop topics that appeal to them:

“Turn strangers into friends,

Turn friends into customers,

Turn customers into salespeople...”

Seth Godin

Blogs

- Achieve expert status in your field
- Promote your name, brand, service
- Deliver traffic to your website
- Increase your SEO rankings
- Develop a community of prospects and brand ambassadors

SEO Tips

- Content is reached by search engines
- Content is fresh and added frequently
- Content is organized by themes, categories, topics
- Keywords exist in content and internal text links
- Quantity of quality sites linking to your site
(this show's authority i.e.: .gov or .edu links to your site)

Blogs

Focus on the keywords and phrases that your buyers use

- SEO – Title tags
- SEO – Headings
- SEO – 1st Paragraph
- SEO – Keywords in body
- SEO – Anchor text in links

What are their problems?

What keeps them awake at night?

What do they want to know?

What words and phrases do they use to describe these problems?

- Links build traffic
- Links provide meaning based on the text used in the link
- Internal links, to your other pages, are important
- Links from relevant, authoritative web sites show other sources and alternatives to state your case
- Create links using keywords in anchor text:
 - ❑ trend in turnover (yes)
 - ❑ click here (no)
- Compelling content can lead others to link to you

What's in a blog?

Compelling content, needs to be found, use this sample checklist to see how your blog meets search engine optimization

Exercise: use this sample checklist and look at the blogs on the next two pages to see if they are, or are not, search engine optimized to be found

List Of Best And Worst Practices For Designing A High Traffic Website

Practice	Description	Check
Keywords in <title> tag	This is one of the most important places to have a keyword because what is written inside the <title> tag shows in search results as your page title. The title tag must be short (6 or 7 words at most) and the keyword must be near the beginning.	
Keywords in URL	Keywords in URLs help a lot - e.g. - http://domainname.com/seo-services.html , where "SEO services" is the keyword phrase you attempt to rank well for. But if you don't have the keywords in other parts of the document, don't rely on having them in the URL.	
Keyword density in document text	Another very important factor you need to check . 3-7 % for major keywords is best, 1-2 for minor. Keyword density of over 10% is suspicious and looks more like keyword stuffing, than a naturally written text.	
Keywords in anchor text	Also very important, especially for the anchor text of inbound links , because if you have the keyword in the anchor text in a link from another site, this is regarded as getting a vote from this site not only about your site in general, but about the keyword in particular.	
Keywords in headings (<H1>, <H2>, etc. tags)	One more place where keywords count a lot. But beware that your page has actual text about the particular keyword.	
Keywords in the beginning of a document	Also counts, though not as much as anchor text, title tag or headings. However, have in mind that the beginning of a document does not necessarily mean the first paragraph - for instance if you use tables, the first paragraph of text might be in the second half of the table.	

Links - internal, inbound, outbound

Anchor text of inbound links	As discussed in the Keywords section, this is one of the most important factors for good rankings. It is best if you have a keyword in the anchor text but even if you don't, it is still OK.	
Origin of inbound links	Besides the anchor text, it is important if the site that links to you is a reputable one or not. Generally sites with greater Google PR are considered reputable.	
Links from similar sites	Having links from similar sites is very, very useful. It indicates that the competition is voting for you and you are popular within your topical community.	
Links from .edu and .gov sites	These links are precious because .edu and .gov sites are more reputable than .com, .biz, .info, etc. domains. Additionally, such links are hard to obtain.	
Number of backlinks	Generally the more, the better. But the reputation of the sites that link to you is more important than their number. Also important is their anchor text, is there a keyword in it, how old are they, etc.	

Content

Unique content	Having more content (relevant content, which is different from the content on other sites both in wording and topics) is a real boost for your site's rankings.	
Frequency of content change	Frequent changes are favored. It is great when you constantly add new content but it is not so great when you only make small updates to existing content.	
Keywords font size	When a keyword in the document text is in a larger font size in comparison to other on-page text, this makes it more noticeable, so therefore it is more important than the rest of the text. The same applies to headings (<h1>, <h2>, etc.), which generally are in larger font size than the rest of the text.	
Keywords formatting	Bold and italic are another way to emphasize important words and phrases. However, use bold, italic and larger font sizes within reason because otherwise you might achieve just the opposite effect.	
Age of document	Recent documents (or at least regularly updated ones) are favored.	

Showing up at the party – a blog, SEO review



Reporting on technology innovation in Central Europe
Centrope ICT Technology Transfer

[Home](#) [About](#) [CITT](#) [Contributors](#) [Venture Capital](#)

« Clusters: Engines for innovation or money cemeteries? » [Hoping to gatecrash TEDx Danubia this Wednesday »](#)

Case study: What can we learn from Europe's most successful cluster?

Published by Steven Carlson on January 13, 2010 in Business innovation, Case studies, Facts, figures & trends, Innovation policy and Venture capital. [View Comments](#) [Print This Post](#)

Tags: best practices, cambridge university, case study, centrope, citt, clusters, consortium, entrepreneurs, european commission, european venture, funding, startups, technology transfer, venture capital, vite.

Since we've been talking about how clusters work, whether they work, and how to start one, it's worth having a closer look at one of the most successful European examples. The so-called Silicon Fen, located around Cambridge University, has nurtured roughly 25% of all UK tech startups. Seven percent of all European venture capital is invested in Cambridge.

'Can regional clusters be engineered?' is an intriguing case study authored by Professor William Webb, Head of H&D and Senior Technologist at Ofcom. The article appeared in Ingenia Online, the journal of Britain's Royal Academy of Engineering.

I'm afraid the news is not too optimistic for those for those of us hoping for quick, tangible results. According to Webb, the Cambridge Cluster emerged organically, took 15 years to become noticeable and required a further ten years to become a well-established phenomenon. However, the article does identify a number of best practices which we can apply here in the Centrope region.

Despite the ongoing efforts funded by the European Commission, there's little evidence that a cluster can be successfully 'engineered' although the author concedes these experiments may still require more time. As [Balázs Bartha pointed out in his post](#), yesterday, cluster building efforts in our region only have a ten-year history.

Search

Follow nowEurope



First time here?

[A behind the screens look at this weblog for first-time visitors](#)

nowEurope partners



Recent Comments



[Julia Krysztofciak-Sz](#) Heh, the barcamp idea definitely lost something on its way from the US to Budapest:) I've been to quite many barcamps or other web meet-ups and in...

What I learned by ignoring the presentations at BarCamp Budapest and talking to people in the foyer · 1 week ago



[vlastimil](#) Don't be confused here. The final was held in

28

Showing up at the party – a blog, SEO review

Toby Elwin

organization talent, change, and leadership @telwin



HOME ABOUT BLOG CONTACT IMPACT

Marketing 2.0 – You better free your mind instead

by TOBY ELWIN on AUGUST 25, 2009

Marketing 2.0 is about revolution, not evolution. Where marketing and public relations (PR) of the 1.0 world relied on distribution control, Marketing 2.0 relies on free distribution and the [creative commons](#). This is less evolution and more revolution.

The printing press was the key to unlock information. The printing press broke down the carefully regulated information gate. With the printing press, information was produced and replicated faster than ever. However, information remained unavailable to all. Information was still regulated by those who controlled distribution.

Information relied on distribution. Distribution relied on money. So those with the money could tell people what to buy, what to read, what to wear, what to eat, what was good, what was bad. People found this information easing into more prominent places: leaflets, flyers, billboards, newspapers, magazines, books, radio, and television. The printing press gave birth to Marketing 1.0.

The constant shotgun blast of information made the public grow weary. The marketer had to find new distribution channels. The business of distribution (marketing) found new vehicles to spread

when we throw away their mail, they ring our telephone;

Search tobyelwin.com



QUICK BIO

Toby Elwin has lived around the world and worked globally with, and for, some of the most highly-respected leaders and organizations in their fields.

This site, and my thoughts, are rooted in the role leadership and talent have on an organization's motivation to influence, achieve, and sustain.

My work combines systems theory, organization development, marketing, and portfolio and project management from more than 15 years in post-merger integration.

To search, type and hit enter

BLOG ARCHIVES

Select Month

10 MOST VIEWED BLOGS

This social media fad will ruin organization development

Mergers and acquisitions failures are project management failures

Scope or: how to manage projects for organization success; impact analysis template

The final frontier of competitive advantage

Change management bottom up or top down

Organization sabotage and the butterfly effect

The cost of culture, a 50% turnover of the Fortune 500

Scope or: how to manage projects for organization success; stakeholder analysis template

The bottom line: motivation

4 tips to use Twitter for project management

Tags: [marketing 2.0](#) [public relations](#) [pr](#) [creative commons](#) [distribution](#) [communication](#)

Showing up at the party – a quick SEO review



Reporting on technology innovation in Central Europe
Centrope ICT Technology Transfer

Home About CITT Contributors Venture Capital

« Clusters: Engines for innovation or money cemeteries? Hoping to gatecrash TEDx Danubia this Wednesday »

Case study: What can we learn from Europe's most successful cluster?

Published by Steven Carlson on January 13, 2010 in Business innovation, Case studies, Facts, figures & trends, Innovation policy and Venture capital. View Comments Print This Post

Tags: best practices, cambridge university, case study, centrope, citt, clusters, consortium, entrepreneurs, european commission, european venture, funding, startups, technology transfer, venture capital, vite.

Since we've been talking about how clusters work, whether they work, and how to start one, it's worth having a closer look at one of the most successful European examples. The so-called Silicon Fen, located around Cambridge University, has nurtured roughly 25% of all UK tech startups. Seven percent of all European venture capital is invested in Cambridge.

'Can regional clusters be engineered?' is an intriguing case study authored by Professor William Webb, Head of H&D and Senior Technologist at Ofcom. The article appeared in Ingenia Online, the journal of Britain's Royal Academy of Engineering.

I'm afraid the news is not too optimistic for those of us hoping for quick, tangible results. According to Webb, the Cambridge Cluster emerged organically, took 15 years to become noticeable and required a further ten years to become a well-established phenomenon. However, the article does identify a number of best practices which we can apply here in the Centrope region.

Despite the ongoing efforts funded by the European Commission, there's little evidence that a cluster can be successfully 'engineered' although the author concedes these experiments may still require more time. As [Balázs Bartha pointed out in his post](#), yesterday, cluster building efforts in our region only have a ten-year history.

Follow nowEurope

First time here?
A behind the screens look at this weblog for first-time visitors

nowEurope partners

Recent Comments

Julia Krysztofiak-Sz Heh, the barcamp idea definitely lost something on its way from the US to Budapest:) I've been to quite many barcamps or other web meet-ups and in...

What I learned by ignoring the presentations at BarCamp Budapest and talking to people in the foyer - 1 week ago

vlastimil Don't be confused here. The final was held in

- ❑ SEO – Title tags
- ❑ SEO – Headings
- ❑ SEO – 1st Paragraph
- ❑ SEO – Keywords in body
- ❑ SEO – Anchor text in links



Showing up at the party – a quick SEO review

Toby Elwin

organization talent, change, and leadership @telwin



HOME ABOUT BLOG CONTACT IMPACT

Marketing 2.0 – You better free your mind instead

by TOBY ELWIN on AUGUST 25, 2009

Marketing 2.0 is about revolution, not evolution. Where marketing and public relations (PR) of the 1.0 world relied on distribution control, Marketing 2.0 relies on free distribution and the [creative commons](#). This is less evolution and more revolution.

The printing press was the key to unlock information. The printing press broke down the carefully regulated information gate. With the printing press, information was produced and replicated faster than ever. However, information remained unavailable to all. Information was still regulated by those who controlled distribution.

Information relied on distribution. Distribution relied on money. So those with the money could tell people what to buy, what to read, what to wear, what to eat, what was good, what was bad. People found this information easing into more prominent places: leaflets, flyers, billboards, newspapers, magazines, books, radio, and television. The printing press gave birth to Marketing 1.0.

The constant shotgun blast of information made the public grow weary. The marketer had to find new distribution channels. The business of distribution (marketing) found new vehicles to spread

QUICK BIO

Toby Elwin has lived around the world and worked globally with, and for, some of the most highly-respected leaders and organizations in their fields.

This site, and my thoughts, are rooted in the role leadership and talent have on an organization's motivation to influence, achieve, and sustain.

My work combines systems theory, organization development, marketing, and portfolio and project management from more than 15 years in post-merger integration.

To search, type and hit enter

BLOG ARCHIVES

Select Month

10 MOST VIEWED BLOGS

This social media fad will ruin organization development

Mergers and acquisitions failures are project management failures

Scope or: how to manage projects for organization success; impact analysis template

The final frontier of competitive advantage

Change management bottom up or top down

Organization sabotage and the butterfly effect

The cost of culture, a 50% turnover of the Fortune 500

Scope or: how to manage projects for organization success; stakeholder analysis template

The bottom line: motivation

4 tips to use Twitter for project

❑ SEO – Title tags

❑ SEO – Headings

❑ SEO – 1st Paragraph

❑ SEO – Keywords in body

❑ SEO – Anchor text in links



Search tobyelwin.com



More



Feed Your Favorite Reader

Tags: [marketing 2.0](#) [public relations](#) [pr](#) [creative commons](#) [distribution](#) [communication](#)

- The best social media strategy starts with ~3 to 6 months of ***listening***:
 - go to other sites and seeing what they are talking about – then ***comment***
- **COMMENT** on influential blogs in your community, industry, complementary industries, and prospective client's markets
- When you **COMMENT**, post informative, quality info to position yourself as an expert – this is not a sales pitch
- Develop a community – allow **COMMENT** and respond to them
- Incorporate subscription and user tracking tools

>70% of Marketing Strategy is Offsite



Offsite Tactics – Connect and Collaborate


- Digg
- LinkedIn
- Twitter
- Putting it All Together - RSS



- Your Morning News
- Compliment Your Writing
- Create Content and Move the Story Along



Offsite Tactics - Digg



[Profile](#) [Friends' Activity](#) [Submit New](#) [Logout](#)

[NEW!](#)

[Technology](#) [World & Business](#) [Science](#) [Gaming](#) [Lifestyle](#) [Entertainment](#) [Sports](#) [Offbeat](#)

[Popular](#) [Upcoming](#) [News](#) [Videos](#) [Images](#) [Customize](#)

News, Images, Videos


[Most Recent](#) [Top in 24 Hr](#) [7 Days](#) [30 Days](#) [365 Days](#)

379 diggs

[Official Digg iPhone App \[pics/download link\]](#)

itunes.apple.com — Keep up with the latest popular content on the web with Digg's official iPhone app! (Submitted by kevinrose)

[55 Comments](#) [Share](#) [Bury](#) Made popular **28 min ago**




192 diggs

[Is 2010 The Year For 3D TV, Games and Movies?](#)

techradar.com — The future is here — and it's looking pretty. I'm sitting in a darkened room at Sky's HQ in West London, peering through a pair of polarised glasses at television's next evolutionary step - 3D TV. (Submitted by upick)

[64 Comments](#) [Share](#) [Bury](#) Made popular **1 hr 8 min ago**




363 diggs

[What are the Internet's most dangerous search words?](#)

downloadsquad.com — The people who push malware love to trap victims via search. Security companies refer to what they do as "SEO poisoning." They identify popular search terms, figure out which ones are likely to bring them suitable targets, and then optimize pages so engines like Google and Bing display their results on the first page. (Submitted by BaddBrainz)

[41 Comments](#) [Share](#) [Bury](#) Made popular **3 hr 19 min ago**




709 diggs

[EXCLUSIVE: GoDaddy to Stop Registering Domains in China](#)

news.cnet.com — At least one company is ready to follow Google's stance on doing business in China: GoDaddy. (Submitted by Arbilinc)

[86 Comments](#) [Share](#) [Bury](#) Made popular **3 hr 27 min ago**




332 diggs

[Feds Read Coed's Thesis, Seek Her Advice on Financial Crisis](#)





westword.com — God help us: Officials from TARP and the Financial Crisis Commission have put in calls to a college student after reading her senior thesis on the financial crisis. P.S. She's kinda hot. (Submitted by sharkymiragical)

[61 Comments](#) [Share](#) [Bury](#) Made popular **4 hr 28 min ago**



459 diggs

[Good-Bye IE 6](#)



Best of Digg in your Email!


[Subscribe](#)

☒ Daily ☐ Weekly


Top in All Topics

[all](#) [news](#) [videos](#) [images](#)


4222 diggs

 The New Photoshop Will Blow You Away (Video)


709 diggs

 EXCLUSIVE: GoDaddy to Stop Registering Domains in China


645 diggs

 This Is Why People Hate the Phone Company, AT&T


555 diggs

 Pwn2Own Hack Topples Firefox on Windows


459 diggs

 Good-Bye IE 6


434 diggs

 What if ISPs Banned Porn?


406 diggs

 Opera Mini for iPhone submitted, you must see the video!


381 diggs

 The Next Best Phone: HTC's Evo 4G Smokes the Competition

379 diggs

 Official Digg iPhone App [pics/download link]

332 diggs

 Feds Read Coed's Thesis, Seek Her Advice on Financial Crisis

867 diggs

Google Investments Heavily Into Renewable Energy Research

naturalnews.com — Google Inc. has announced plans to invest millions of dollars in order to move into the renewable energy business. Google's move from Internet services into electricity generation was motivated by a desire to reduce the ecological footprint of the company's massive power needs.

dugg! [Favorite?](#) [Who dugg this?](#) Made popular **May 20, 2008**



submitted by
Bukowsky
May 19, 2008

FRIEND

70 Comments

[expand all](#) | [only mine](#) | [only friends'](#) | [oldest first](#)

[hide profanity](#) [settings](#)

- | | | |
|--|---|------------------------------------|
|
mwlundberg
on 05/20/2008 | <p>It's nice to see a company like Google taking a progressive and proactive approach to renewable energy. I'd like to see more information on what they plan on doing with that money, but as we all know, Google is notoriously secretive. Hopefully, more news will be released.</p> <p>▶ 4 Replies — best has 5 diggs</p> | +33 diggs
Reply |
|
paperfrog
on 05/20/2008 | <p>These guys sure</p> | +24 diggs
Reply |
|
DeskFlyer
on 05/20/2008 | <p>Go go gadget GC</p> | +9 diggs
Reply |
|
vault
on 05/20/2008 | <p>investments heav</p> <p>▶ 4 Replies — best</p> | +18 diggs
Reply |
|
Sanduu
on 05/20/2008 | <p>It's great such a t</p> <p>▶ 1 Reply — best h</p> | +10 diggs
Reply |
|
TJ11240
on 05/20/2008 | <p>Way to lead by ex</p> <p>It's as clear as da</p> <p>bandwagon short</p> <p>▶ 1 Reply — best h</p> | +13 diggs
Reply |
|
PFinn
on 05/20/2008 | <p>Although this is la</p> <p>imagine the adva</p> <p>profit margins, Go</p> <p>and all you short</p> <p>▶ 1 Reply — best h</p> | +11 diggs
Reply |
|
Dylson
on 05/20/2008 | <p>Could google be any more awesome?</p> | +9 diggs
Reply |

- Create an account
- Add links you think are interesting
- Comment on why you added them
- Post them to your account
- Comment on other people's stories
- Move the conversation along — DON'T SELL

Best of Digg in your Email

[Daily](#) [Weekly](#)

[Subscribe](#)

Top in Environment

- | | |
|------|--|
| 3887 |
What I hate most about some smokers (PIC) |
| 1970 |
Extreme Weirdness: Antarctica's "Blood Falls" |
| 1210 |
Could McDonald's Replace Beef Burgers With Seitan? |
| 1359 |
All-black penguin discovered Yahoo! Green |
| 1160 |
The Last Person on Earth--What Would You Do? |

People Who Dugg This Also Dugg

- | | |
|-----|--|
| 509 |
How Are College Campuses Going Green? |
| 526 |
Where Will GM Go from Here? |
| 759 |
NASA Team Pinpoints Human Causes of Global Warming |
| 538 |
Could Wind help Save Water? |
| 585 |
Ethanol Use in US and Brazil Rises Sharply |

- Discussion forums
- Status updates
- Events listings
- Links – to blog, websites, articles, books, etc
- Job posting and job search
- Referrals



LinkedIn – Linking In

Status Updates: let people know what you're doing

Incorporate your Blog

c/o www.discoverycomm.com

The image shows a screenshot of a LinkedIn profile for Melissa Albano. The profile is for an 'Account Executive at Discovery Communications Group' in the 'Greater Boston Area' working in 'Marketing and Advertising'. The profile is highlighted with a red circle. Annotations include:

- A box on the left says 'Status Updates: let people know what you're doing' with a line pointing to a status update: 'Melissa Albano Finishing up presentation for Tuesday's Social Networking Event. Great ideas to make LinkedIn, Facebook, Twitter, & Blogging drive sales. 17 minutes ago [Edit]'.
- A box on the bottom left says 'Incorporate your Blog' with a line pointing to a blog post titled 'Time for Spring Cleaning'.
- A box on the right says 'Target Advertising by job title, location, size of firm, etc.' with a line pointing to the 'Public Profile' link.
- A box on the bottom right says 'Complete your profile to 100%' with a line pointing to the 'Edit Public Profile Settings' link.

The profile includes sections for 'Current', 'Past', 'Education', 'Recommendations', 'Connections', 'Websites', and 'Public Profile'. The 'Summary' section describes her role as an Account Executive in a full-service marketing agency. The 'Blog' section shows a post titled 'Time for Spring Cleaning'.

Target Advertising by job title, location, size of firm, etc.

Complete your profile to 100%

LinkedIn – Linking In



Discussion Forums

- **Research:**
Industry Groups,
Competitor Groups,
Industry and Market
Information

- **Prospecting:**
Networking Groups,
Prospective Client
Groups, Specific
Audiences and
Target Markets

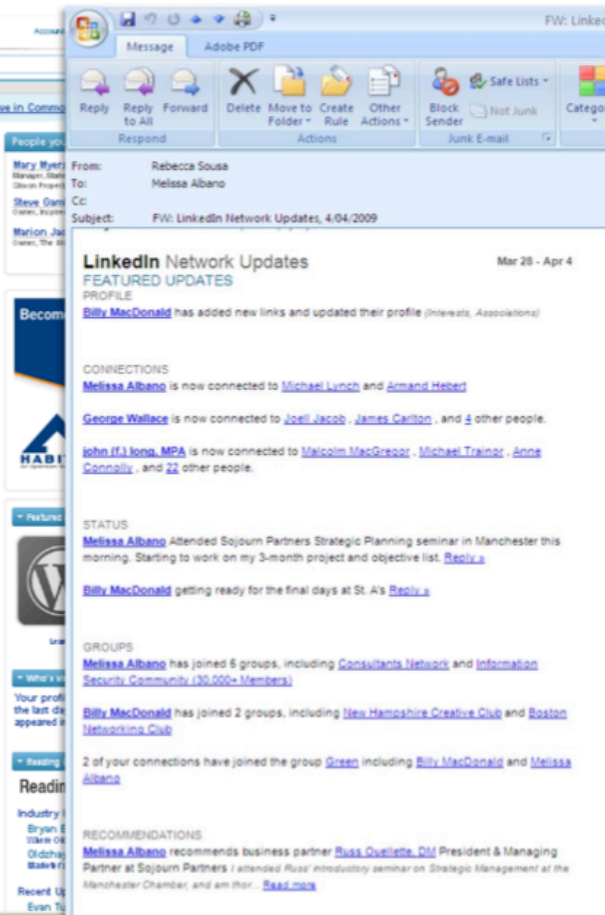
- **Education:**
Organizations and
Affiliations, Learning
Tools, Workshops
and Seminars

LinkedIn – Linking In

HomePage



Email Updates



Network Updates

Delivered via
LinkedIn and Email

- Every update is delivered to your network, recommendations are delivered to BOTH parties networks, as are event attendance notifications, links, articles, books, videos, presentations, etc.

- Share your message without saying a word.

c/o www.discoverycomm.com

- A relationship building tool
- A way to increase your brand awareness
- To create a lead funnel of prospects to your business
- An un-ending resource for you and your company
- A way to meet others across the world in similar industries, likes, and interests



Offsite Tactics - Twitter

The collage features several Twitter profiles and tweets:

- Amazon:** A tweet about Kindle for Mac, now available for free download. The profile shows 18,663 followers and 1,379 tweets.
- Dell Outlet:** A tweet from @Cuddddu stating they are currently only able to sell to U.S. addresses but will provide updates specific to India. The profile shows 1,572,322 followers and 2,844 listed users.
- Whole Foods:** A tweet from @mallorydiamond discussing their online channel, social media, and the importance of reaching customers. The profile shows 4,687,036 followers and 33,612 listed users.
- aplusk:** A tweet about an interesting perspective on HCR, with a link to <http://bit.ly/9zult3>. The profile shows 340 followers and 4,978 tweets.

Steps

1. create a user name
2. build your profile
3. link to your blog or website

Twitter – Manage Your Self



Organization Talent,
Change, and Leadership

- All this space to add your logo,
- websites
- other detail

twitter

Home Profile Find People Settings Help Sign out

New! Retweet to spread the word

Share interesting tweets with your followers by hovering over a tweet and clicking "Retweet". A retweet from someone you follow will look like the example pictured here. [Learn more](#)

Close



NASA Today's space shuttle mission status briefing will air live on NASA TV at 12:30pm ET.
www.nasa.gov/ntv
about 4 hours ago from web
Retweeted by [PersonYouFollow](#) and 2 others

Handy icon for spotting a retweet

You'll only see retweets from users you follow

What's happening?

140

New! Add a location to your tweets. Turn it on – No thanks
Latest: Voice Messaging Startup Bubble Motion Nabs Former Yelp
And Elance Exec As Marketing Chief: Sequoia-backed... [#vc #tech](http://bit.ly/9uZ0eB) 29 minutes ago

Tweet

Home



SusanMazza RT @tnvora: @Wallybock 's selection of top 5 business blog posts is always a treasure of great insights.
<http://bit.ly/die1ht> [yes it is!]
3 minutes ago via TweetDeck



GuyKawasaki 15 fake and funny Twitter accounts
<http://is.gd/aXdG0>
3 minutes ago via API



CambridgeLCP Walgreens Will Pay Nearly \$6 Million to Settle FTC Deceptive Advertising Charges. Learn more from the FTC here: <http://tinyurl.com/yjrbvbn>
5 minutes ago via web



betterjobsearch RT @BusinessBuzz Jobless claims fall, buoy jobs recovery hopes – WASHINGTON (Reuters) – The number of U.S... <http://ow.ly/16T0Gk>
5 minutes ago via web



jblossom #media Re-Purposing Public Relations <http://bit.ly/bOchs7> Interesting take on PR in the era of social media
6 minutes ago via bit.ly



incenintel Rewards SYSTEMS – It's all about the system... <http://www.i2i-align.com/2010/03/rewards-systems-its-all-about-the-system.html>
7 minutes ago via TypePad



chas1 So I'm texting sitting in stop & go traffic & just when I start to feel guilty a friend pulls up with his laptop riding shotgun~
6 minutes ago via TweetDeck

kootOrange Having trouble deciding which social network is



telwin
4,936 tweets

380

685

10

following followers listed

Twit-Vid
n. a simple video sharing option for your tweets.

Home

@telwin

Direct Messages

98

Favorites

Retweets

Search



Lists

projectmngt

pe

od

gadget

boston

health

music

New list | View all

Trending: Worldwide
Change

#nowplaying

#OhJustLikeMe

#SometimesWonder

Justin Bieber

#itsReallyAnnoying

Goodmorning

Easter

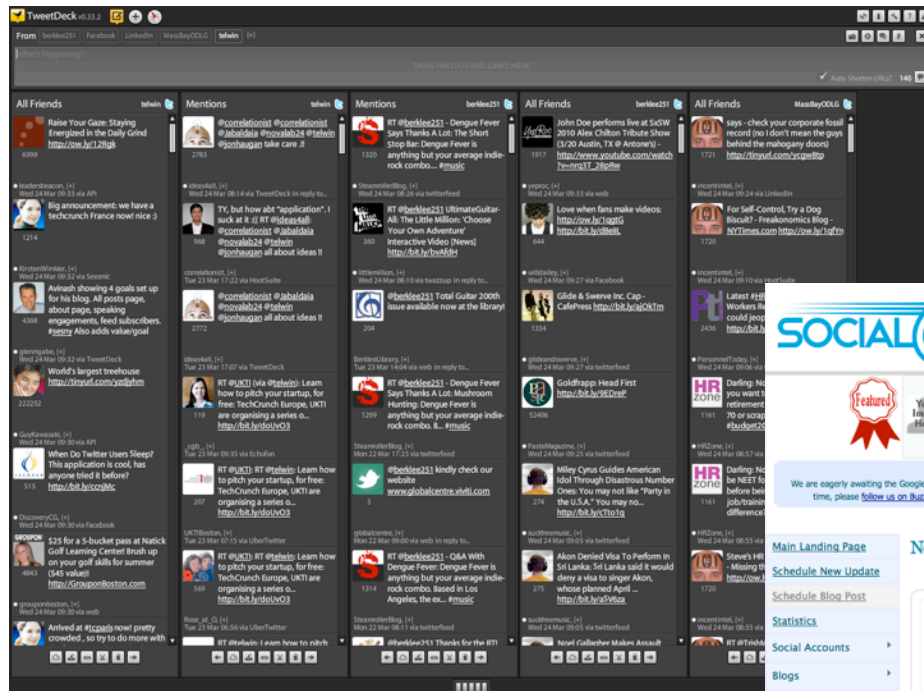
Jemi

#hcr

#arabnetme

- RT
- link shortening services
- @
- #
- FF
- d

Twitter – Manage Tweeting



Avoid following spammy accounts by using our 'No Followers' feature. Enable it by editing your Twitter account entry.

Toby Elwin
Free



Feature your **Twitter** or **StatusNet** profile here for 24 hours and have it seen more than 126,000 times! Do you think it would give you fantastic or awesome exposure?

[Click Here To Learn How!](#)

GOOGLE BUZZ - Wednesday, March 24th

We are eagerly awaiting the Google Buzz API, which Google is still working on, so that we can give you really super productivity tools for Buzz. We want to put more Zing in Buzz! In the mean time, please [follow us on Buzz](#). Professional Users: You can already send your Buzz updates to your Twitter account. Simply create a new Blog Feed account that reads your Buzz RSS feed!

Click the question mark on the right for context-sensitive help →

Main Landing Page

New Update

Schedule New Update

Schedule Blog Post

Statistics

Social Accounts

Blogs

Scheduled Updates

Direct Messages

Followers/Friends

Monitors

My S.O. Account

Help

About Us

Logout

Update Text:

[Shorten URLs](#)

0 characters entered.

Save As Draft:

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

Publish When:

☐ Publish right now (will be published within 60 seconds)

☐ Publish hour(s) from now

Or publish at this exact time:

03/24/2010 09:31 (GMT-05:00) Eastern Time (US & Canada) [Change](#)

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

Recurrence:

With **SocialOomph Professional**, you can schedule recurring updates with spinnable text (not on Twitter accounts) and @replies, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.

Account(s):

berkle251 (Twitter)
telwin (Twitter)
_RSSFeed (Status Feed) telwin

Publish update on these accounts

[Save](#)

- Twitter is not a phone text substitute
- Twitter can be used from a laptop, desktop, TV, and smart phone
- Twitter is not a phone text substitute

Twitter – Manage All Those Tweets: TweetDeck

The screenshot displays the TweetDeck application interface, which is designed for managing multiple Twitter feeds simultaneously. At the top, there's a navigation bar with the TweetDeck logo and version (v0.33.2), followed by icons for adding, refreshing, and deleting feeds. Below this, a filter bar shows the selected feed 'berklee251' and other available feeds like 'Facebook', 'LinkedIn', 'MassBayODLG', and 'telwin'. A search bar with the placeholder 'What's happening?' and a 'DRAG PHOTOS AND LINKS HERE' area are also present. The main area is divided into several columns, each representing a different Twitter feed. The columns are labeled 'All Friends', 'Mentions', and 'All Friends' again. Each column contains a list of tweets, each with a profile picture, name, handle, text, and a timestamp. Several tweets are circled in red, highlighting specific content. The interface is dark-themed, and the bottom of the screen shows a row of icons for various actions like retweeting, replying, and liking.

Columns and Feeds:

- Column 1 (telwin):** 'All Friends' feed. Tweets include 'Raise Your Gaze: Staying Energized in the Daily Grind' (6999), 'Big announcement: we have a techcrunch France now! nice :)' (1214), 'Avinash showing 4 goals set up for his blog...' (4368), 'World's largest treehouse' (222252), 'When Do Twitter Users Sleep?' (515), and '\$25 for a 5-bucket pass at Natick Golf Learning Center!' (4843).
- Column 2 (telwin):** 'Mentions' feed. Tweets include '@correlationist @correlationist @jabaldaia @novab24 @telwin @jonhaugan take care !!' (2783), 'TY, but how abt "application". I suck at it :)' (968), '@correlationist @jabaldaia @novab24 @telwin @jonhaugan all about ideas !!' (2772), 'RT @UKTI (via @telwin): Learn how to pitch your startup...' (119), 'RT @UKTI: RT @telwin: Learn how to pitch your startup...' (207), 'RT @UKTI: RT @telwin: Learn how to pitch your startup...' (569), and 'RT @telwin: I learn how to pitch'.
- Column 3 (berklee251):** 'Mentions' feed. Tweets include 'RT @berklee251 - Dengue Fever Says Thanks A Lot: The Short Stop Bar: Dengue Fever is anything but your average indie-rock combo.... #music' (1320), 'RT @berklee251 UltimateGuitar- All: The Little Million: "Choose Your Own Adventure" Interactive Video [News]' (360), '@berklee251 Total Guitar 200th issue available now at the library!' (204), 'RT @berklee251 - Dengue Fever Says Thanks A Lot: Mushroom Hunting: Dengue Fever is anything but your average indie-rock combo. B... #music' (1299), '@berklee251 kindly check our website www.globalcentre.viviti.com' (3), 'RT @berklee251 - Q&A With Dengue Fever: Dengue Fever is anything but your average indie-rock combo. Based in Los Angeles, the ex... #music' (1314), and '@berklee251 Thanks for the RT!'.
- Column 4 (berklee251):** 'All Friends' feed. Tweets include 'John Doe performs live at SxSW 2010 Alex Chilton Tribute Show (3/20 Austin, TX @ Antone's) - http://www.youtube.com/watch?v=nrg3T_28pRw' (1917), 'Love when fans make videos: http://ow.ly/1qgtG http://bit.ly/dBeLL' (644), 'Glide & Swerve Inc. Cap-CafePress http://bit.ly/sjOkTm' (1334), 'Goldfrapp: Head First http://bit.ly/9EDreP' (52406), 'Miley Cyrus Guides American Idol Through Disastrous Number Ones: You may not like "Party in the U.S.A." You may no... http://bit.ly/cTto1q' (274), 'Akon Denied Visa To Perform In Sri Lanka: Sri Lanka said it would deny a visa to singer Akon, whose planned April ... http://bit.ly/aSV6za' (275), and 'Noel Gallacher Makes Assault'.
- Column 5 (MassBayODLG):** 'All Friends' feed. Tweets include 'says - check your corporate fossil record (no I don't mean the guys behind the mahogany doors) http://tinyurl.com/ycgw8tp' (1721), 'For Self-Control, Try a Dog Biscuit? - Freakonomics Blog - NYTimes.com http://ow.ly/1qfyYn' (1720), 'Latest #HR news: Agency Workers Regulations revoke could jeopardise 12-week deal http://bit.ly/9ffsBE' (2436), 'Darling: No detail on DRA - do you want to keep the default retirement age, extend it e.g. to 70 or scrap it altogether? #budget2010' (1161), 'Darling: No person under 25 will be NEET for more than 6 months before being offered job/training - will this make a difference? #budget2010' (1161), 'Steve's HR Technology - Journal - Missing the Health Care debate http://ow.ly/1qccw' (1720), and 'RT @TrishMcFarlane: Have you'.


Twitter – Schedule Tweeting: Social Oomph and Others

- Schedule tweets
- manage your statistics, followers, direct messages



Avoid following spammy accounts by using our Vet Followers feature. Enable it by editing your Twitter account entry.

Toby Elwin
Free



Your Image Here

Feature your [Twitter](#) or [StatusNet](#) profile here for 24 hours and have it seen *more than 126,000 times!* Do you think it would give you fantastic or awesome exposure? [Click Here To Learn How!](#)

[Click Here](#)

GOOGLE BUZZ - Wednesday, March 24th [hide]

We are eagerly awaiting the Google Buzz API, which Google is still working on, so that we can give you really super productivity tools for Buzz. We want to put more Zing in Buzz! In the mean time, please [follow us on Buzz](#). [Professional Users](#): You can already send your Buzz updates to your Twitter account. Simply create a new Blog Feed account that reads your Buzz RSS feed!

[Click the question mark on the right for context-sensitive help -->](#)

[Click Here to Test Drive SocialOomph Professional](#)

[Main Landing Page](#)
[Schedule New Update](#)
[Schedule Blog Post](#)
[Statistics](#)
[Social Accounts](#) ▶
[Blogs](#) ▶
[Scheduled Updates](#) ▶
[Direct Messages](#) ▶
[Followers/Friends](#) ▶
[Monitors](#) ▶
[Banner Auctions](#)
[My S.O. Account](#) ▶
[Help](#) ▶
[About Us](#) ▶
[Logout](#)

New Update

Update Text:

[Shorten URLs](#)


0 characters entered.

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

☐ Publish right now (will be published within 60 seconds)

☐ Publish hour(s) from now

Or publish at this exact time:


 (GMT-05:00) Eastern Time (US & Canada) - [Change](#)

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

Recurrence:

With [SocialOomph Professional](#), you can schedule recurring updates with spinnable text (not on Twitter accounts) and @replies, plus the 12 updates per hour limit does not apply. Make your updating even more effective and productive.

Account(s):

Publish update on these accounts 

[Save](#)

Tools – Manage, Measure, and Modify

- RSS
- Feedburner
- Google Analytics
- bit.ly

Putting it All Together - RSS

- Subscription
- Feedburner
- Where the Action Is
- Feed the Syndicate



Putting It All Together; Easy as 1, 2, 3

1. Feedburner
2. Google Analytics
3. bit.ly

  [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

 My Feeds

Automatically
publicize through
email subscriptions

Automatically
publicize through
social media feeds

1. Sign up for a Google Account
2. Add your RSS feed

VIEW

Feed Stats

[Subscribers](#)

[Item Use](#)

[Uncommon Uses](#)

Map Overlay:

[Moved to NEW location](#)

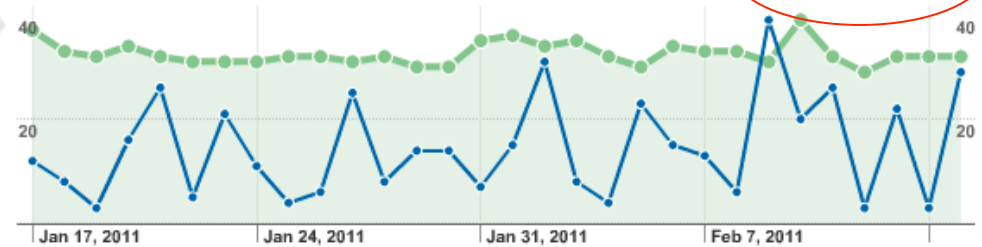
Export: [Excel](#) • [CSV](#)

SERVICES

[Configure Stats](#)


Feed Stats Dashboard

Show stats for



Monday, January 17 – Tuesday, February 15

♦ **32** subscribers (on average) 

♦ **14** reach (on average) 

[See more about your subscribers »](#)

Popular Feed Items

NAME	VIEWS	CLICKS
Total	1,158	400
Fistful of beans 01/26/2011	31	32
Technical ability does little to mitigate risk	46	15
Fistful of beans 02/02/2011	20	32

[See more about your feed items »](#)

  [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)[Analyze](#)[Optimize](#)[Publicize](#)[Monetize](#)[Troubleshoot](#)[My Feeds](#)

↓ SERVICES

[Headline Animator](#)
Display rotating headlines✓ [BuzzBoost](#)
Republish your feed as HTML✓ [Email Subscriptions](#)
Offer feed updates via email✓ [PingShot](#)
Notify services when you post[FeedCount](#)
Show off your feed circulation✓ [Socialize](#)
Publish to the social web[Chicklet Chooser](#)✓ [Awareness API](#)✓ [Creative Commons](#)[Password Protector](#)✓ [NoIndex](#)

Socialize

Connect your feed to the real-time social web! With Socialize, FeedBurner will automatically post updates from your feed to your social media account.

[Learn more about Socialize](#)

Select Account

Twitter account: [telwin](#)[Add a Twitter account](#)

Formatting Options

Post content: ☒ Include link☒ Leave room for retweetsHash tags: ☐ Use inline hash tagsAdditional text: Add at the

Item Selection

Item limit: Post up to new items per feed updateItem order: Order items by Keyword filter:

e.g. toast, purple cow

Only post items containing a keyword in

[RSS](#) [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

[My Feeds](#)

↓ VIEW

[Your Feed](#)[XML Source](#)

↓ SERVICES

☒ **BrowserFriendly**
Make subscribing simpler

SmartCast
Podcasting and iTunes settings

☒ **SmartFeed**
Ensure maximum compatibility

☒ **FeedFlare**
Build interactivity into each post

☒ **Link Splicer**
[Photo Splicer](#)[Geotag Your Feed](#)[Feed Image Burner](#)
☒ **Title/Description Burner**
[Convert Format Burner](#)[Summary Burner](#)

FeedFlare

Give your subscribers easy ways to email, tag, share, and act on the content you publish by including as many or few of the services listed below. FeedFlare places a simple footer at the bottom of each content item, helping you to distribute, inform and create a community around your content.

Official FeedFlare

Feed	Site
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Email This ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Email The Author ▼
<input type="checkbox"/>	<input type="checkbox"/> Comments Count (Blogger) ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Technorati Cosmos Links ▼
<input type="checkbox"/>	<input type="checkbox"/> Comments Count ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> View Creative Commons License ▼
	<input checked="" type="checkbox"/> Subscribe to this feed ▼
	<input type="checkbox"/> Sphere: Related Content ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Save to del.icio.us ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Add to del.icio.us (static) ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Digg This! ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Share on Facebook ▼
<input type="checkbox"/>	<input type="checkbox"/> outside.in: geotag this post ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Discuss on Newsvine ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Stumble It! ▼
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Add to Mixx! ▼

2 – Google Analytics

| Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: AMajorC

My Analytics Accounts: www.amajorc.com

Dashboard

Intelligence Beta

Visitors

Traffic Sources

Content

Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export Email

Advanced Segments: All Visits

Dashboard

Visits



Site Usage

3,045 Visits

10,666 Pageviews

3.50 Pages/Visit



Sign up with a Google Account

1. Verify your site
2. Add Google Analytics-generated code to your site

8.80% Bounce Rate

00:02:25 Avg. Time on Site

62.27% % New Visits

Visitors Overview



1,939 Visitors

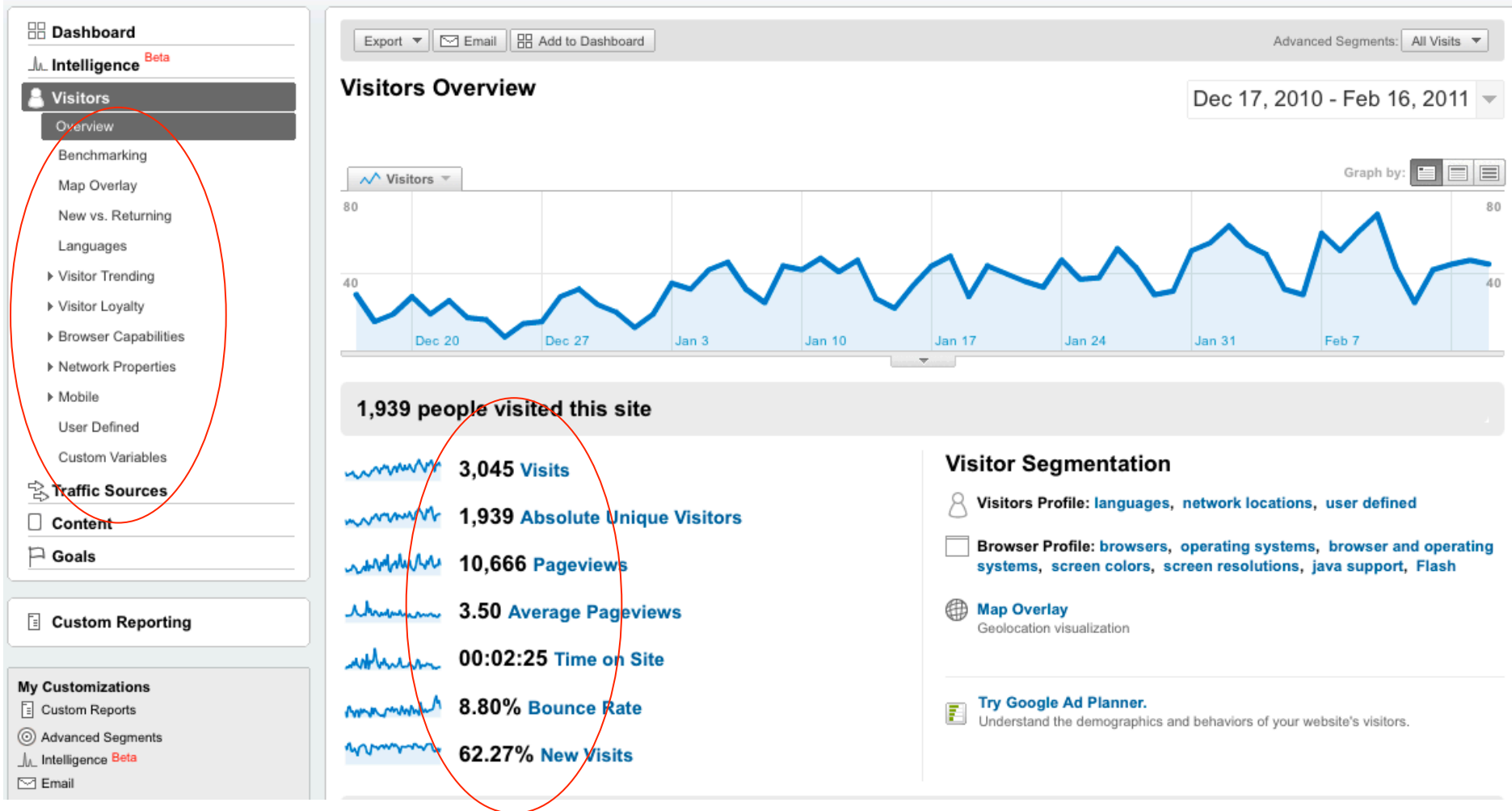
view report

Content by Title

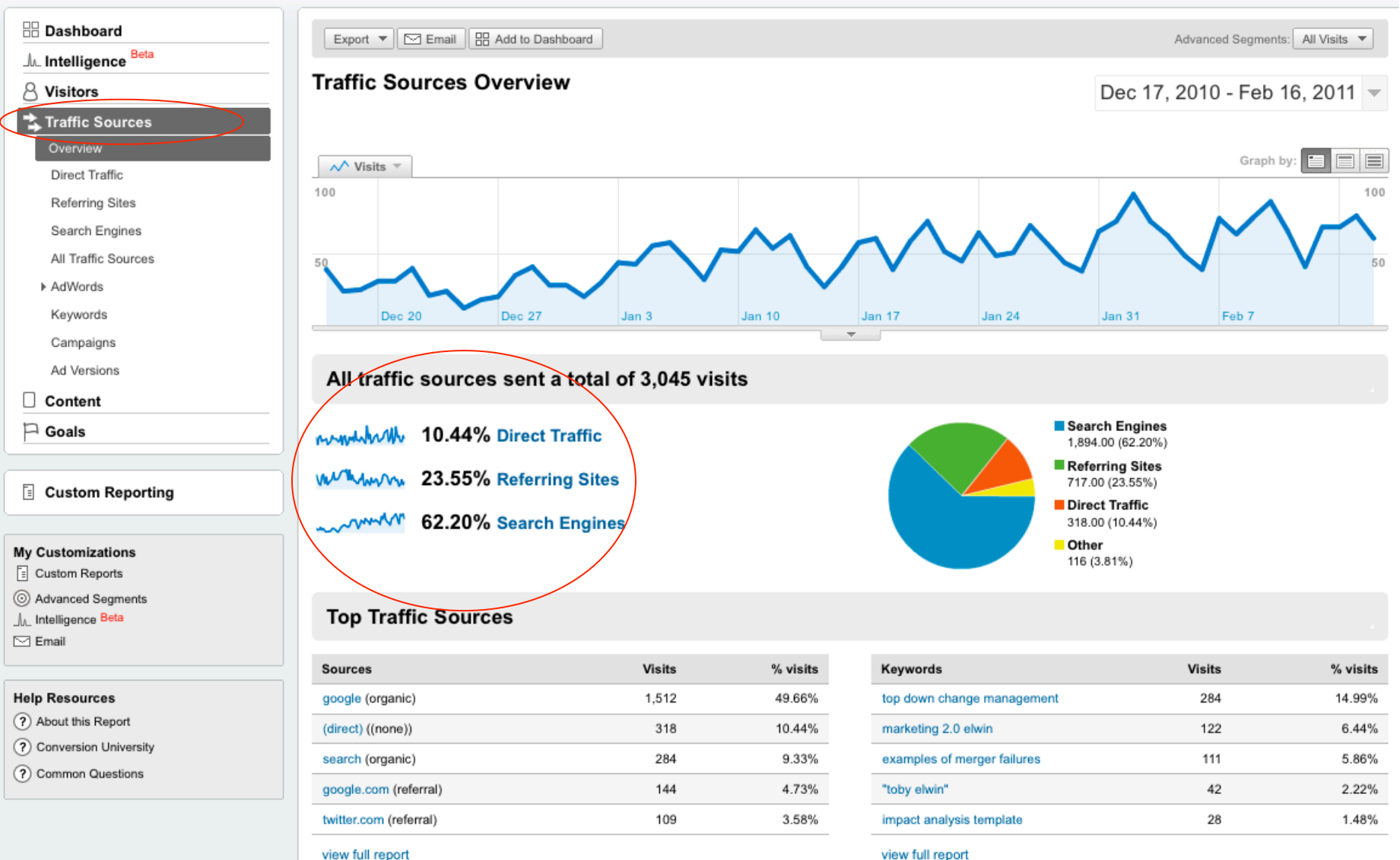
Page Title	Pageviews	% visits
Home Toby Elwin Organization Talent, C	1,649	15.46%
Mergers and acquisitions failures are proje	824	7.73%
This social media fad will ruin organization	406	3.81%
Crowdsourcing your organization strategy.	318	2.98%
Change management bottom up or top dow	314	2.94%

view report

2 – Google Analytics



2 – Google Analytics



2 – Google Analytics

Intelligence ^{Beta}

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

AdWords

Keywords

Campaigns

Ad Versions

Content

Goals

Custom Reporting

My Customizations

Custom Reports

Advanced Segments

Intelligence ^{Beta}

Email

Help Resources

About this Report

Conversion University

Common Questions

Advanced Segments: All Visits

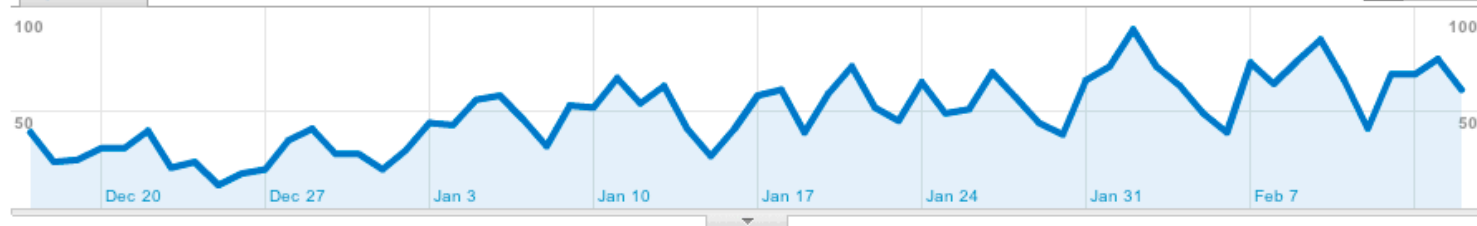
Overview »

All Traffic Sources

Dec 17, 2010 - Feb 16, 2011

Visits

Graph by:



All traffic sources sent 3,045 visits via 104 sources and mediums

Show: Source Medium

Site Usage

Goal Set 1

Views:

Visits ? 3,045 % of Site Total: 100.00%		Pages/Visit ? 3.50 Site Avg: 3.50 (0.00%)		Avg. Time on Site ? 00:02:25 Site Avg: 00:02:25 (0.00%)		% New Visits ? 62.07% Site Avg: 62.27% (-0.32%)		Bounce Rate ? 8.80% Site Avg: 8.80% (0.00%)			
Source/Medium None ⌵		Visits ⌵		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
1. google / organic		1,512		2.89		00:01:49		74.14%		10.65%	
2. (direct) / (none)		318		3.58		00:01:53		74.84%		7.55%	
3. search / organic		284		5.33		00:04:50		2.82%		0.35%	
4. google.com / referral		144		2.46		00:01:17		93.75%		13.89%	
5. twitter.com / referral		109		5.83		00:04:14		17.43%		0.00%	
6. feedburner / feed		74		6.45		00:03:34		28.38%		4.05%	
7. paper.li / referral		73		4.99		00:03:05		0.00%		1.37%	
8. google.co.uk / referral		58		2.26		00:00:45		74.14%		12.07%	
9. yahoo / organic		54		3.50		00:01:58		90.74%		11.11%	
10. feedburner / email		41		3.10		00:03:43		7.32%		24.39%	

2 – Google Analytics

Dashboard

Intelligence Beta

Visitors

Traffic Source

Content

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

Site Overlay

Site Search

Event Tracking

Goals

293 pages were viewed a total of 10,666 times

Content Performance

Views: 10

Pageviews

10,666

% of Site Total: 100.00%

Unique Pageviews

4,578

% of Site Total: 100.00%

Avg. Time on Page

00:00:58

Site Avg: 00:00:58 (0.00%)

Bounce Rate

8.81%

Site Avg: 8.81% (0.00%)

% Exit

28.53%

Site Avg: 28.53% (0.00%)

\$ Index

\$0.00

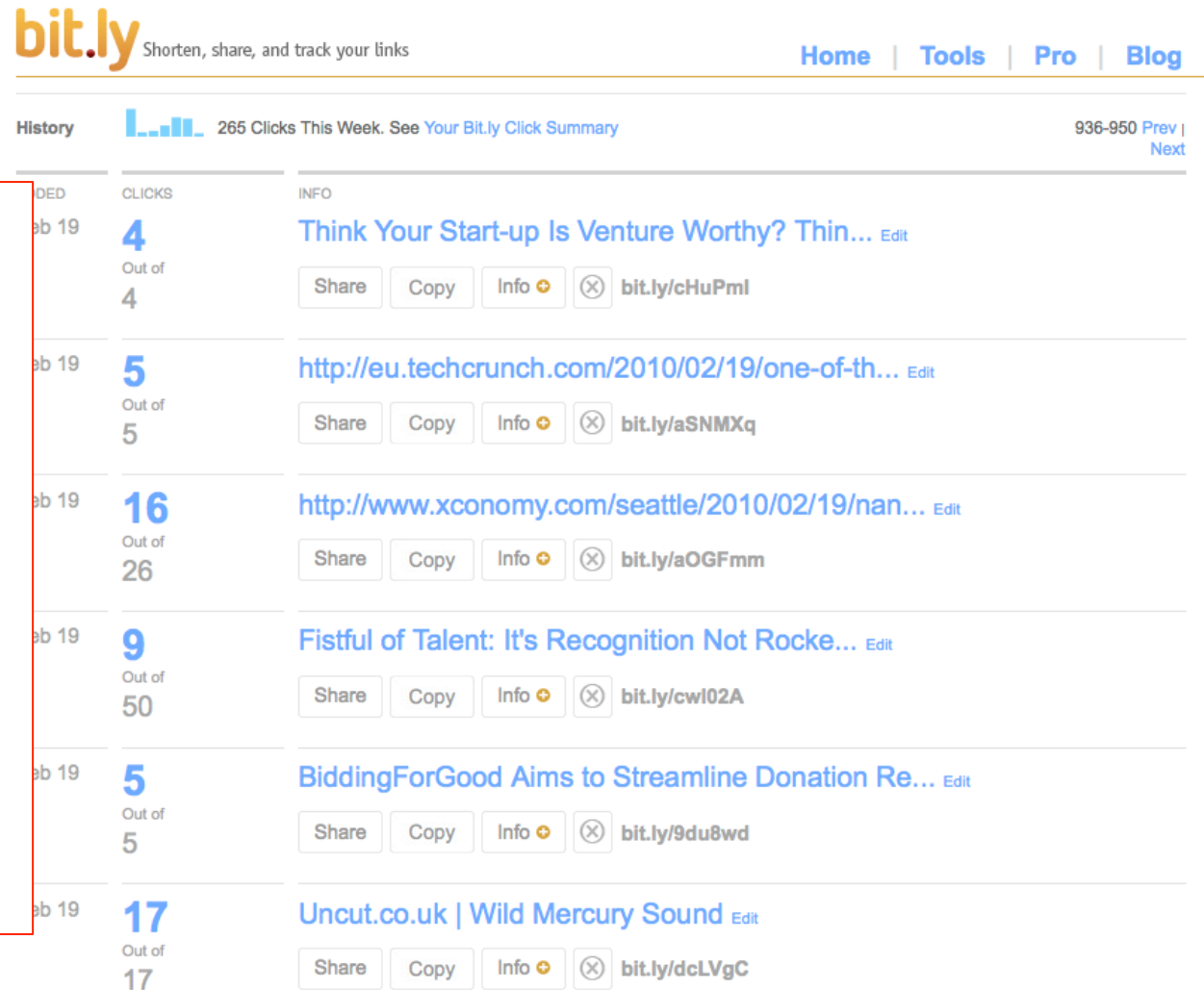
Site Avg: \$0.00

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1.	/	1,872	766	00:00:49	9.39%	20.83%
2.	/blog/mergers-and-acquisitions-failures-are-project-ma	813	390	00:01:02	4.26%	42.19%
3.	/blog/this-social-media-fad-will-ruin-organization-devel	407	178	00:00:44	10.56%	40.29%
4.	/blog/crowdsourcing-your-organization-strategy-whats	331	159	00:00:52	2.97%	28.10%
5.	/blog/change-management-bottom-up-or-top-down	317	132	00:01:09	5.08%	35.02%
6.	/blog/category/blog	287	125	00:00:41	7.94%	14.29%
7.	/blog/impact-analysis-template	278	139	00:02:23	12.50%	43.17%
8.	/blog/fistful-of-beans-12292010	268	128	00:01:36	0.00%	23.13%
9.	/about-us	241	97	00:01:14	5.88%	26.56%
10.	/blog/organization-development-party-like-it-s-1969	223	26	00:00:18	18.75%	8.52%

3 – bit.ly (url/link shortener)

Sign up for a bit.ly account

- use bit.ly to shorten web address or create custom addresses
- add bit.ly account to Twitter and other social media sites to automatically convert addresses

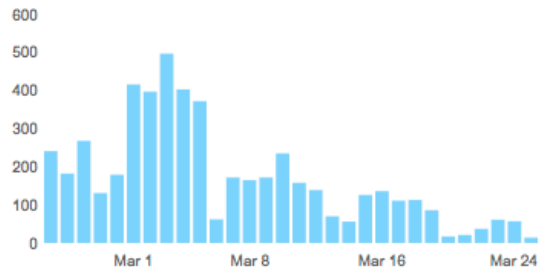


The screenshot shows the bit.ly website interface. At the top, the bit.ly logo is followed by the tagline "Shorten, share, and track your links". Navigation links for "Home", "Tools", "Pro", and "Blog" are on the right. Below the header, a "History" section displays a bar chart and text indicating "265 Clicks This Week. See Your Bit.ly Click Summary". On the right of this section, it shows "936-950 Prev | Next". The main content area is a table with columns for "LINKED", "CLICKS", and "INFO". It lists several shortened links with their respective click counts and original URLs.

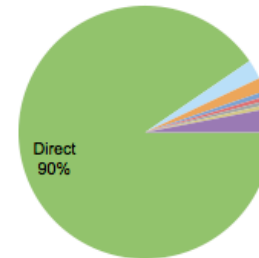
LINKED	CLICKS	INFO
Feb 19	4 Out of 4	Think Your Start-up Is Venture Worthy? Thin... Edit Share Copy Info ⓘ bit.ly/cHuPml
Feb 19	5 Out of 5	http://eu.techcrunch.com/2010/02/19/one-of-th... Edit Share Copy Info ⓘ bit.ly/aSNMXq
Feb 19	16 Out of 26	http://www.xconomy.com/seattle/2010/02/19/nan... Edit Share Copy Info ⓘ bit.ly/aOGFmm
Feb 19	9 Out of 50	Fistful of Talent: It's Recognition Not Rocke... Edit Share Copy Info ⓘ bit.ly/cwl02A
Feb 19	5 Out of 5	BiddingForGood Aims to Streamline Donation Re... Edit Share Copy Info ⓘ bit.ly/9du8wd
Feb 19	17 Out of 17	Uncut.co.uk Wild Mercury Sound Edit Share Copy Info ⓘ bit.ly/dcLVgC

Your Bit.ly Click Summary

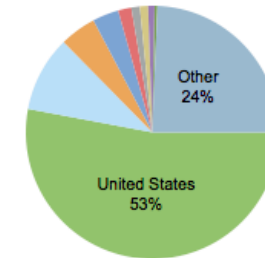
Clicks

[Past Hour](#)
[7 Days](#)
[30 Days](#)

4,974 Clicks on Your Bit.ly Links

Top Referrers


44 Referring Domains
From 92 Total Pages

Locations


40 Countries

Referrers Detail

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	4,500
twitter.com +	124
99designs.com +	87
real-url.org +	33
Registered Applications +	27
bit.ly +	26
untiny.me +	26
www.amajorc.com +	18
www.facebook.com +	15
search.twitter.com +	15
www.linkedin.com +	13
TrendAl.com +	13
www.google.com +	11
www.blogcatalog.com +	7
realurl.org +	6
hootsuite.com +	6
www.eventbrite.com +	6

Locations Detail

Country	Click(s)
United States	2,634
Other	1,088
Russian Federation	481
France	231
Korea, Republic of	167
Switzerland	84
Germany	54
United Kingdom	52
Japan	41
India	18
Canada	15
Portugal	13
Poland	11
Ireland	9
Netherlands	8
Indonesia	8
Turkey	6

Blog

1,147 Clicks

The bit.ly link bit.ly/AMajCb

1,149 Total Clicks

All clicks on the aggregate link

Long Link: <http://www.amajorc.com/blog>Conversations:  Tweets 0;  Shares 1;

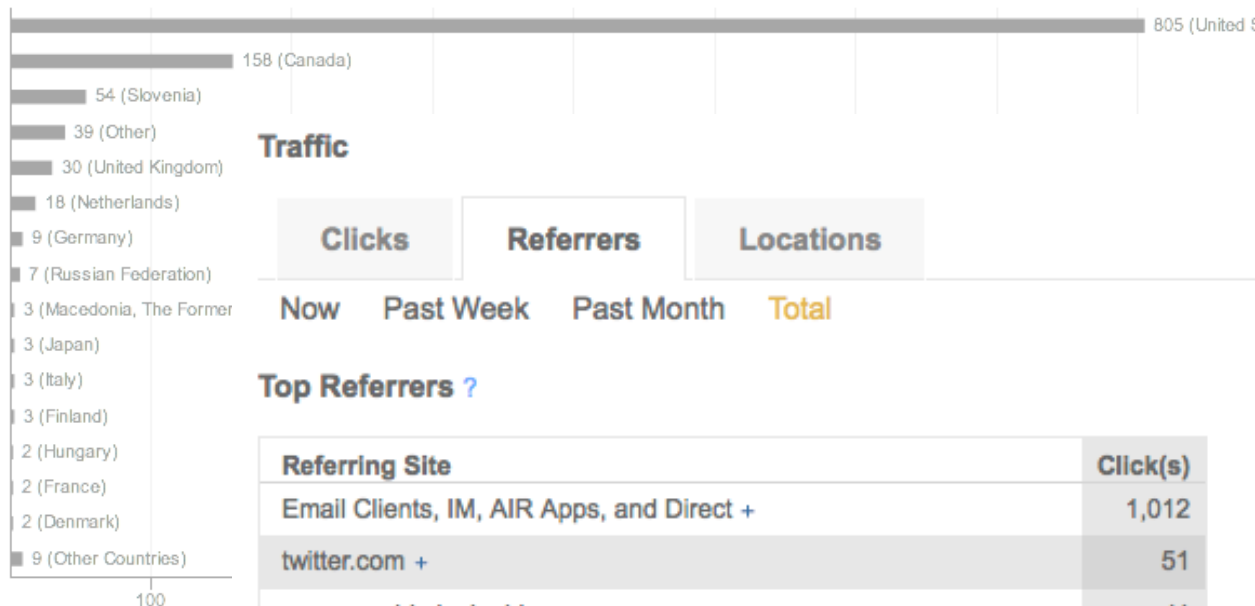
Locations: United States 805; Canada

Share / Copy Link:

Share

Copy

Locations ?



Traffic

Clicks

Referrers

Locations

Now

Past Week

Past Month

Total

Top Referrers ?

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	1,012
twitter.com +	51
www.graphicdesignblog.org +	11
www.worio.com +	11
Registered Applications +	10
www.boston.com +	7
bit.ly +	6
www.facebook.com +	6
hootsuite.com +	4
noweurope.com +	4
powertwitter.me +	4
untiny.me +	4

Traffic

Clicks

Referrers

Locations

Now

Past Week

Past Month

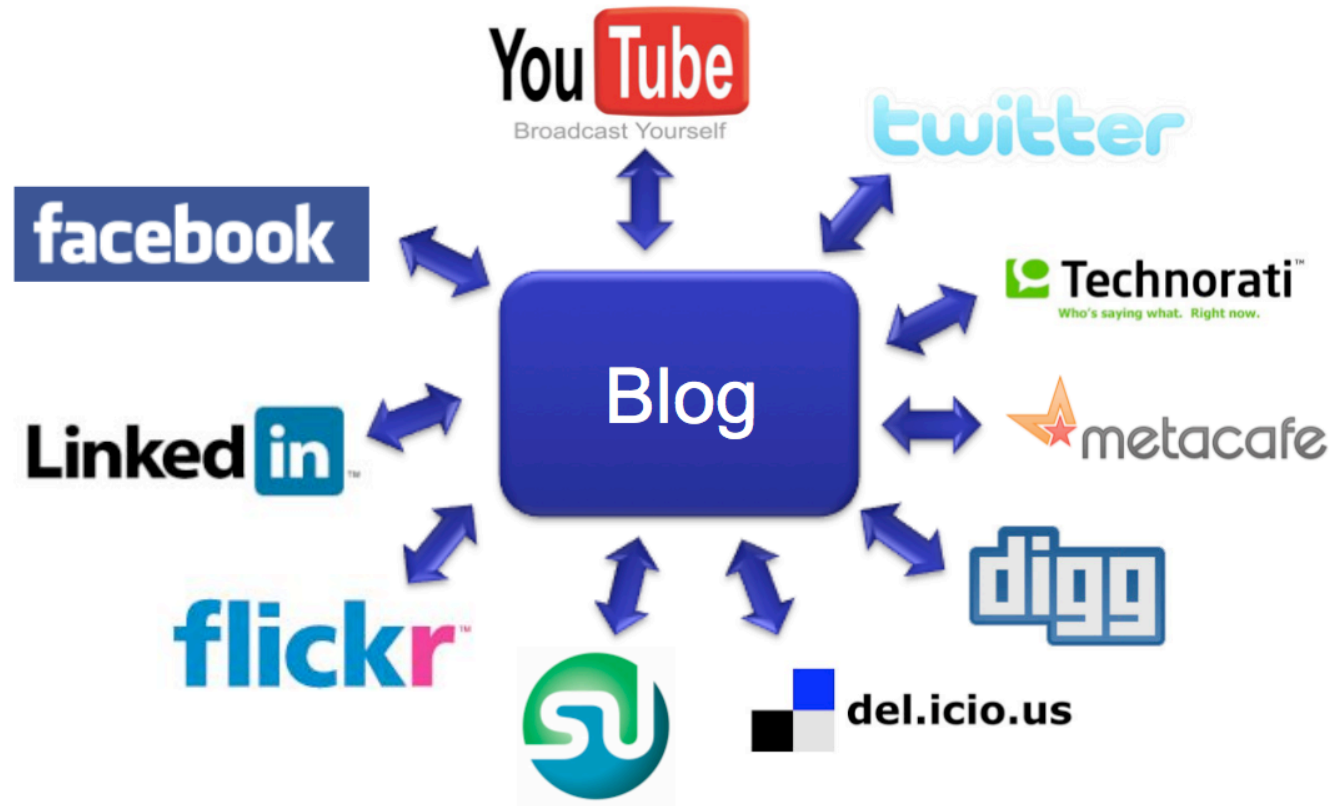
Total

Click(s) 1,147 Since Jun 16, 2009 EST

Click + to see aggregate bit.ly traffic for this long link.

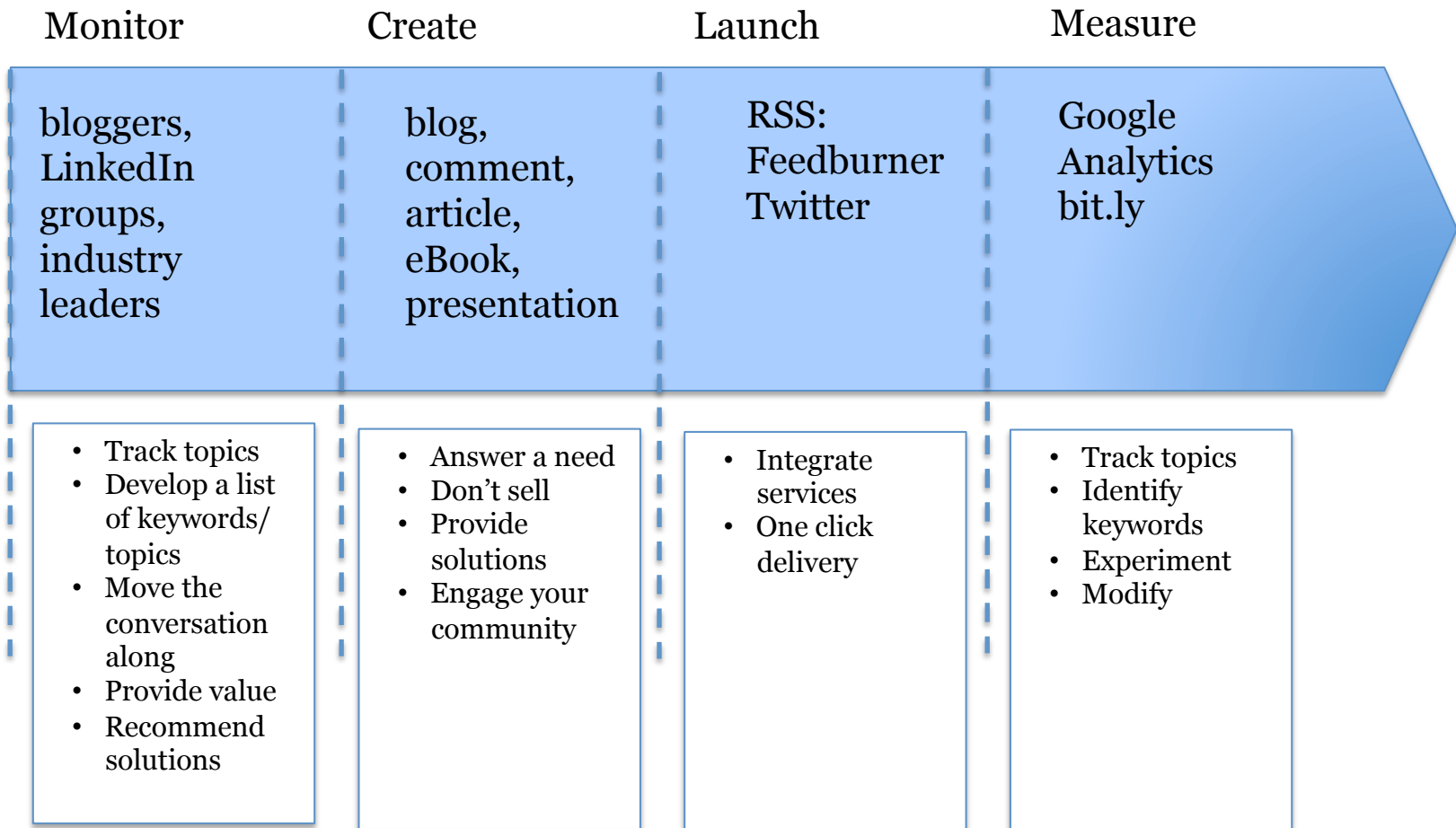
Onsite Tactics – Action

1. Create multiple places for others to share
2. Create integration (with tools like Feedburner and your RSS feed) to your social media when you update your blog will automatically post to social media sites and communities



©2009 TopRank® Online Marketing. All rights reserved.

Your Social Media Roadmap



Example

Day 1

- blogpost
- digg

convert to bit.ly

- post to LinkedIn
- post to Twitter
- post to Feedburner

Day 2

- Feedburner email newsletter
- Post to Twitter 2nd time with modified teaser

- Track clicks
- Track trends
- Identify potential topics

Beyond

- Track clicks
- Track trends
- Identify potential topics

- GoDaddy – buy a domain name and host your domain
- Weebly – designs are simple and clean, good option for sites, that do not require robust e-commerce
- Yola – design and host your site, with a large amount of templates and widgets to customize or use your own graphics
- Blogger – blogging site totally free to build a regular website
- Wordpress – blogging site totally free to build a regular website

Launch and Learn Your Social Media Identity

Vloggers and the art of writing consistently good blogs:

Seth Godin - <http://sethgodin.typepad.com/>

Mike Volpe - <http://www.mikevolpe.com/>

Corvida Raven - <http://shegeeks.net/>

Chris Brogan - <http://www.chrisbrogan.com/>

Sources to learn:

SEO - <http://www.seomoz.org/>

Inbound Marketing – <http://www.hubspot.com>

Marketing - <http://www.davidmeermanscott.com/products.htm>

twitter:

@hubspot @incentintel

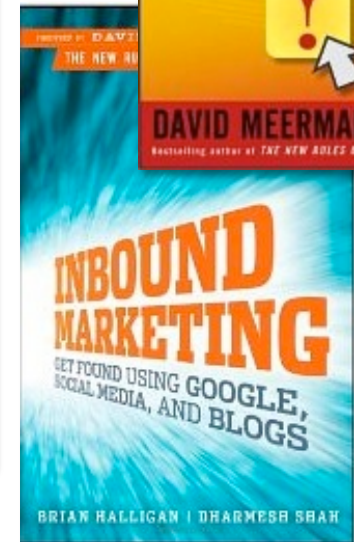
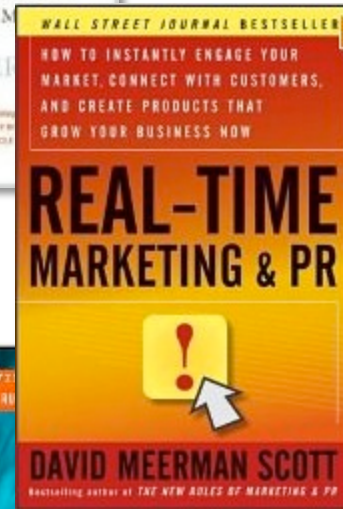
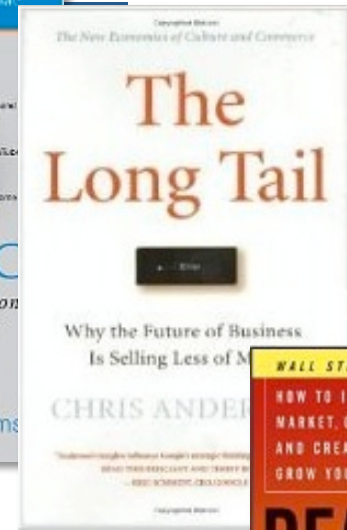
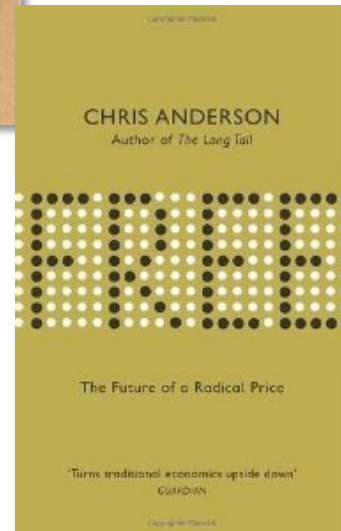
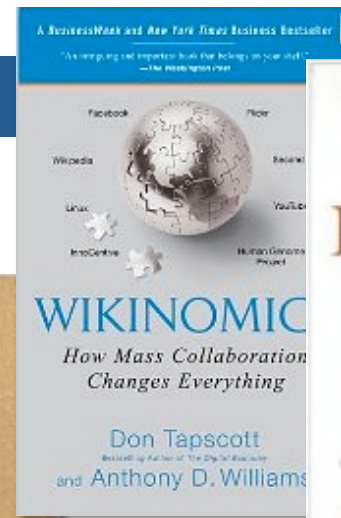
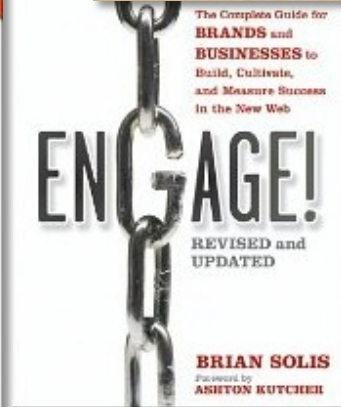
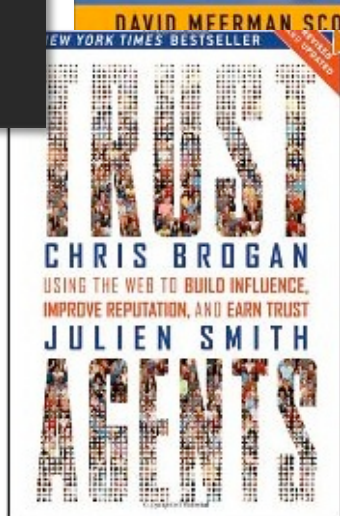
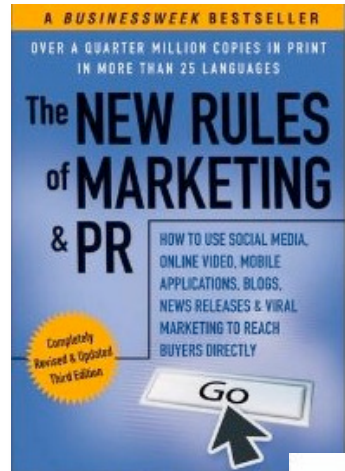
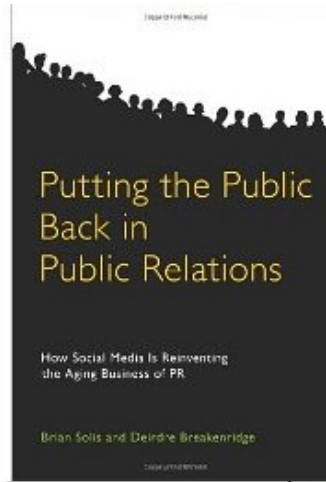
@socialmedia247 @socialmedia630

@briansolis @pistachio

@socialmedia club @mvolpe

@steinarknutsen @jblossom

Other Sources, books to own:



Thank You

[@TobyElwin](#) on Twitter

email@TobyElwin.com

Home page and blog [TobyElwin.com](#)