Information and Communication
How Social Media Trumps Marketing

www.TobyElwin.com

Presented for Project Management Institute

Agenda

Information and communication – How social media trumps marketing

1. **Social part of social media**
    - Identify where
    - Listening in
2. Planning
    - Identify who and why
    - Designing the plan
    - Get Found, Be Sticky, Call to Action
3. Contributing
    - Hearing
    - Adding
    - Collaborating
4. Monitoring and measuring
    - Tools – j.mp, TweetDeck, Technorati, keyword search
    - What to measure, what to tweak
    - Resources to manage your identity

Nice little gathering – the cocktail crowd, many smiles.
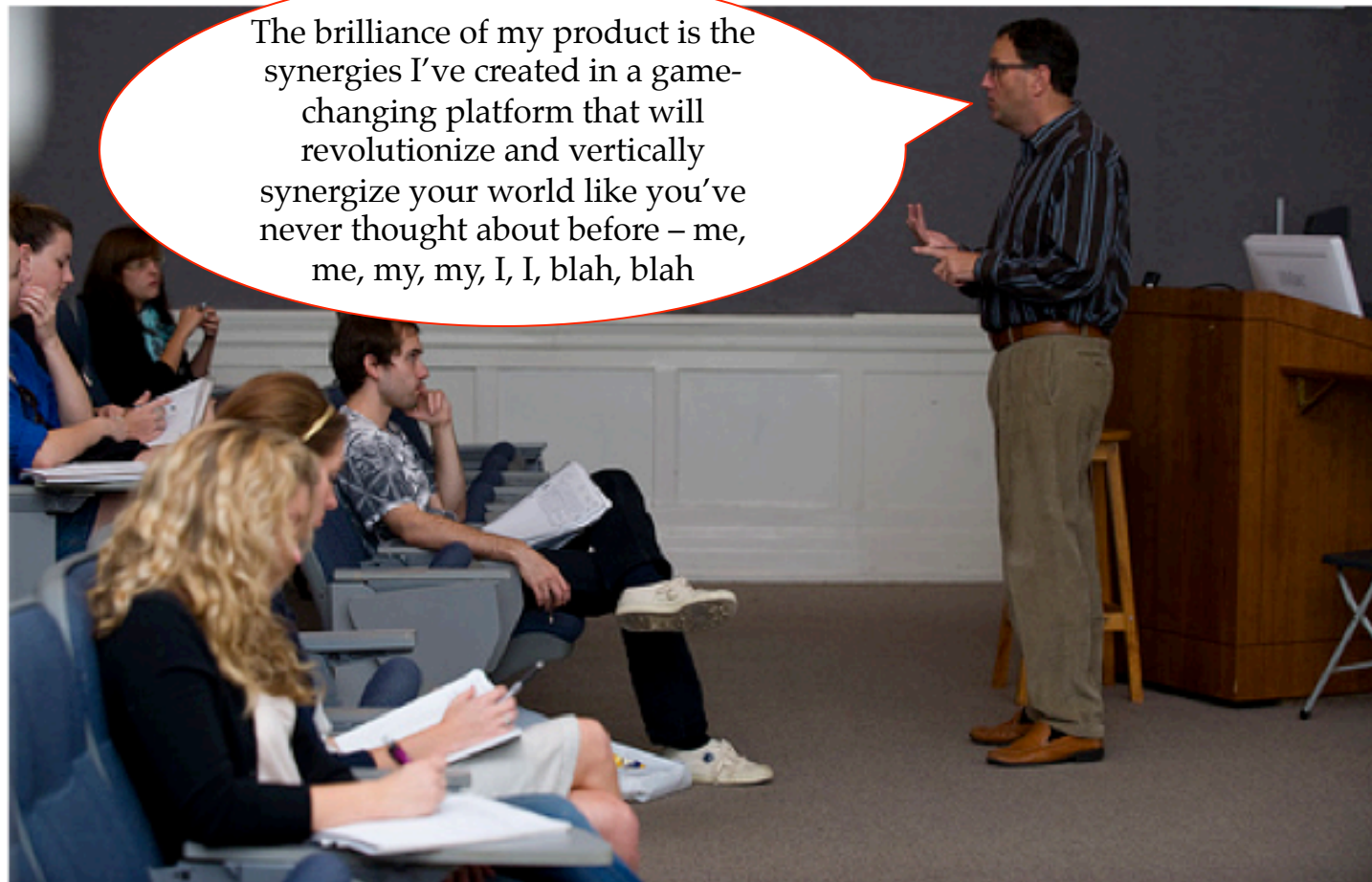Marketing 2.0: social media, multi-point engagement

Not a terribly exciting place to be, but wait ... he's about to talk ...

What? He lost me at "The brilliance of **my** ...
Marketing 1.0 – one-way, outbound, speaker-centric

pic source: http://www.flickr.com/photos/pburch_tulane/4195280723/in/photostream/

Communication saturation and the filters we built

Marketing 1.0 – one-way - outbound

Advertising

Filter

Direct Marketing

Filter

source: hubspot.com

Marketing 2.0 – two-way, inbound

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

Marketing 2.0 (inbound) and the tools

| Aggregators	Search Engine Optimization	Social Media

From: command/control To: contribute/collaborate

Marketing 1.0 the distribution is the value; command and control

+ Community
+ Transparency
  - only 14% of people trust advertisements
  - 78% trust the recommendations of other customers

Marketing 2.0 the content is the value; contribute and collaborate

+ Get found
+ Be sticky
+ Call to action
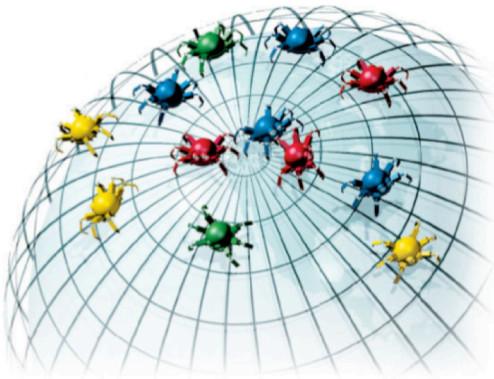
1 - Get found   2 – Be sticky   3 – Call to action

Which would you rather be?

What 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.

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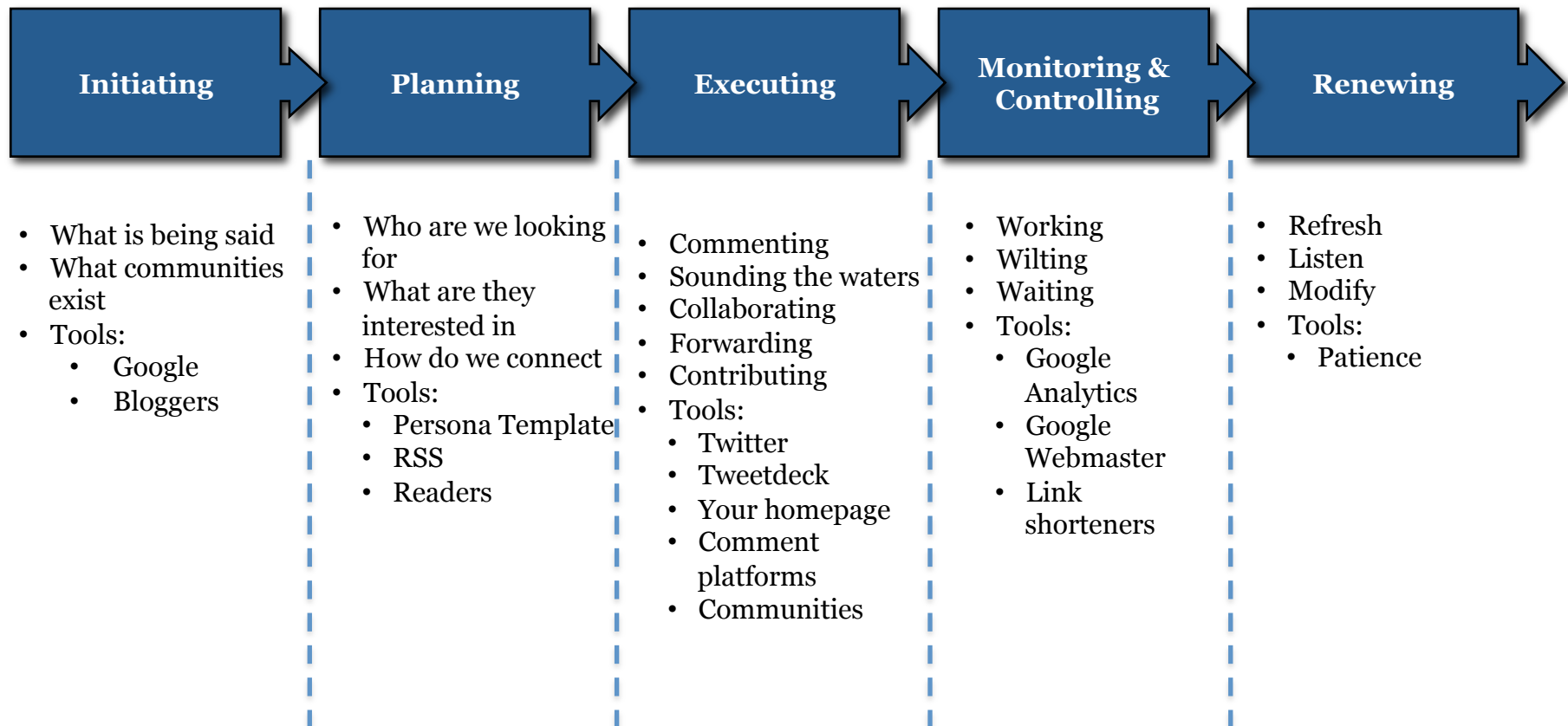   - Get Found, Be Sticky, Call to Action
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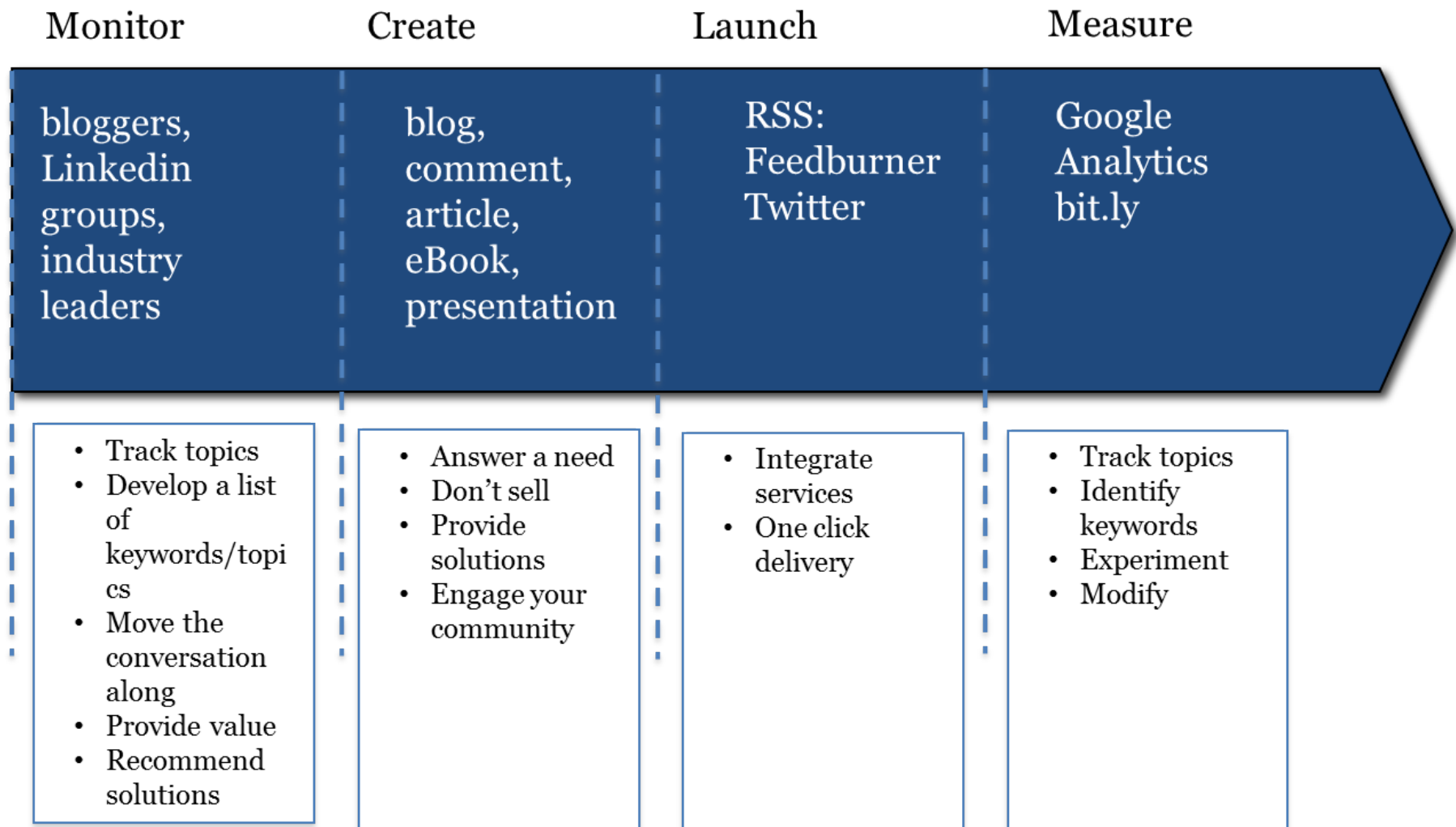   - Adding
   - Collaborating
4. Monitoring and measuring
   - Tools – j.mp, TweetDeck, Technorati, keyword search
   - What to measure, what to tweak
   - Resources to manage your identity

Social media ROI plan – Return on Involvement

Initiating	Planning	Executing	Monitoring & Controlling	Renewing

• What is being said
• What communities exist
• Tools:
  • Google
  • Bloggers
	• Who are we looking for
	• What are they interested in
	• How do we connect
	• Tools:
	  • Persona Template
	  • RSS
	  • Readers
		• Commenting
		• Sounding the waters
		• Collaborating
		• Forwarding
		• Contributing
		• Tools:
		  • Twitter
		  • Tweetdeck
		  • Your homepage
		  • Comment platforms
		  • Communities
			• Working
			• Wilting
			• Waiting
			• Tools:
			  • Google Analytics
			  • Google Webmaster
			  • Link shorteners
				• Refresh
				• Listen
				• Modify
				• Tools:
				  • Patience

Do you develop communication that clearly answers: **What's in it for me?**

pic source modified from Deloitte Consulting

Your social media managed phases

Monitor	Create	Launch	Measure
bloggers, Linkedin groups, industry leaders	blog, comment, article, eBook, presentation	RSS: Feedburner Twitter	Google Analytics bit.ly

Monitor	Create	Launch	Measure
• Track topics • Develop a list of keywords/topics • Move the conversation along • Provide value • Recommend solutions	• Answer a need • Don't sell • Provide solutions • Engage your community	• Integrate services • One click delivery	• Track topics • Identify keywords • Experiment • Modify

The grand rule of communication: know your audience

Always filtered through WIIFM? (**What's in it for me!**)

Information versus Communication

- Information is one-way (display)
- Communication is two-way (feedback, adjust)

WIIFM solution: Offer something

- Show off your expertise
- Link content to the place where action occurs
- Think like a publisher
- Go to GoogleKeywordTool.com*:
    1. Enter a keyword you want to be ranking for.
    2. Find out synonymous keyword combinations.
    3. Choose one low on competition & with decent monthly traffic.
    4. Write a blog post around it.

Q: Where to start? A: By listening

The best social media strategy starts with ~3 to 6 months of listening:

+ Start on 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

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

>70% of Marketing Strategy is Offsite

Persona (Non) Grata

Community Persona

- Identity

- Who are you talking to

- What interests them

- Think like a publisher

The community persona design strategy

- Who is your community? 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?

Focus on the Keywords and Phrases That Your Community 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*

To get found, find out about persona

Your buyer is faced with problems, develop topics that appeal to them

- Measurable ROI (Return on Involvement)
- ~~What's in it for Me?~~
  What's in it for Them? *WIIFT?*

Answer WIIFM? with WIIFT?

- Create an archetype of your buyer persona with all the details you can provide:
  – what the user does,
  – is motivated professionally by,
  – reads, works, is interested in

The goal is to understand this person's motivation and need.

  – What's in it for them now provides answers to What's in it for me

10 steps to Personas
Based on the method "Engaging Personas and Narrative Scenarios" (2004) by Ph.D. Lene Nielsen
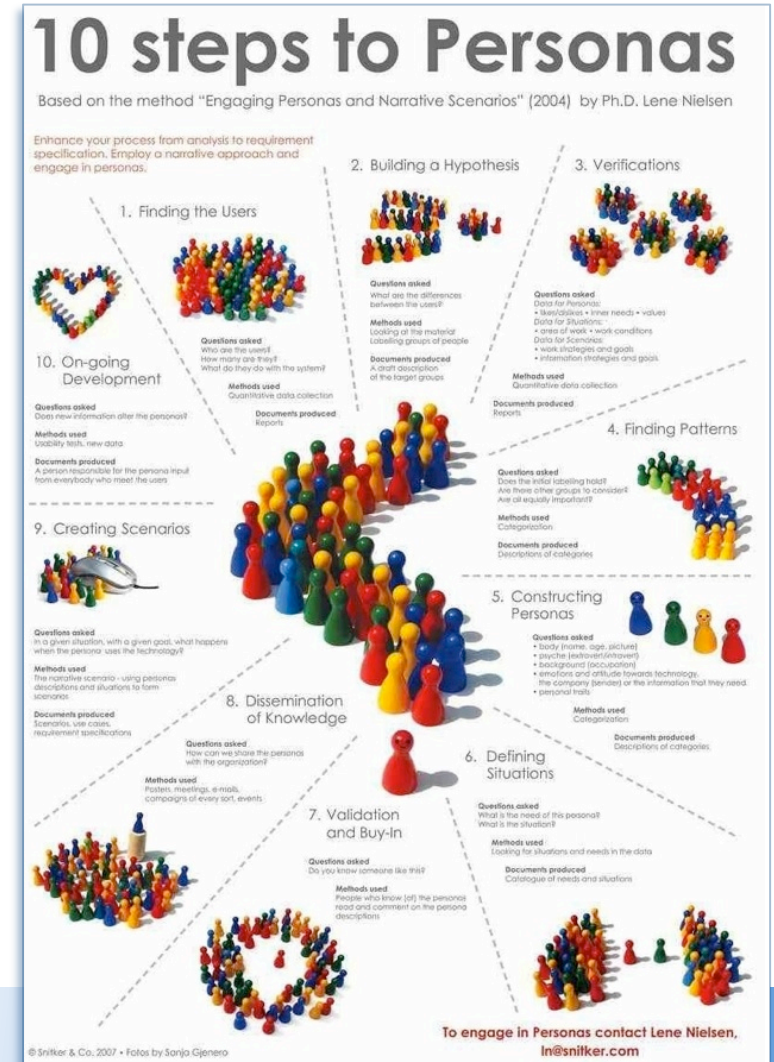
The engagement strategy - People search for answers to their questions, not your content

Persona design

1. What answers can you provide for what they search for

2. Keywords

3. Keyphrases

4. Think like a publisher – compelling content, unique to them

5. Think like a publisher – compelling content, unique to their community

pic source modified from: http://www.hubspot.com/download-the-2012-state-of-inbound-marketing/
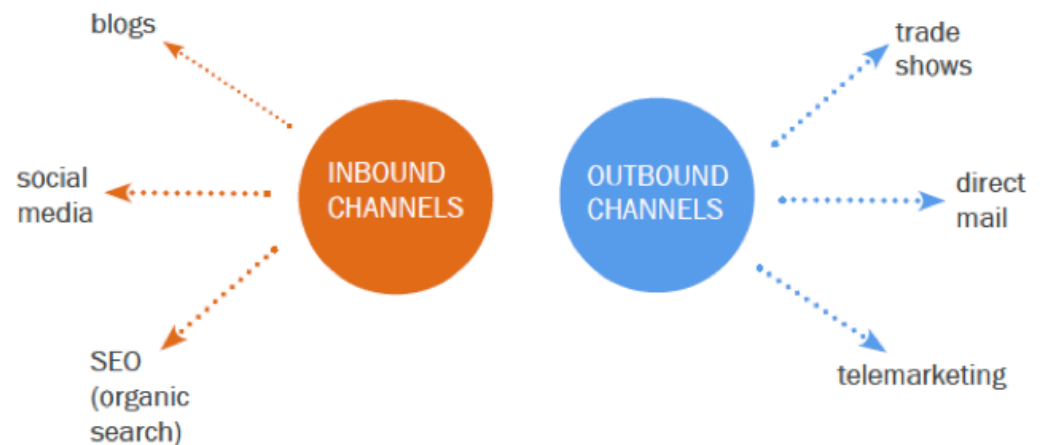
Community persona identification
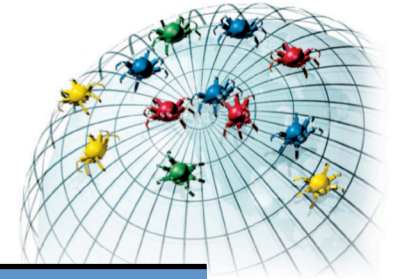
Persona matrix worksheet		
The Person	Who are they?	Why are they interested?
Hypothesis	+Work conditions +Work strategies and goals?	Information strategies and needs
Verification	+Likes/Dislikes +Inner Needs +Values	+Area of Work +Work Conditions
Defining	What is the need of this person	
Validation	+Goals +What engages this persona +Feeling about industry	+Feeling about networking +Feeling about learning +What are the differences between personas

Persona matrix worksheet modified from Lene Nielsen PhD http://www.hceye.org/HCInsight-Nielsen.htm

Persona design template 1 of 3

I have modified this effort from the following source: Ten Steps to User Persona By Dr. Lene Nielsen
http://bit.ly/66kjTa
Instructions:
- The idea is to create an archetype of an PMI-interested Persona with all the details you can provide: what the user does, is motivated professionally by, reads, works, is interested in, etc...
- Help us understand this person's community motivation to value PMI.

Note: You will have multiple community personas, add as you go.

Quality	Questions	Description
The Person	Who are they?	
	Why are they interested?	
The Hypothesis	Work conditions	
	Work strategies and goals	
	Information strategies and needs	
Verification	Likes/Dislikes	
	Inner Needs	
	Values	

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Persona matrix worksheet modified from Lene N

Persona design template 2 of 3

Quality	Questions	Description
	Area of Work	
	Work Conditions	
Defining	What is the need of this person	
	Goals	
	What engages this persona	
	Feeling about the industry	
Validation	Feeling about technology	
	Feeling about networking	
	Feeling about learning	

Quality	Questions	Description
	What are the differences between them	

Presentations/Opportunities that might interest	

Persona matrix worksheet modified from Lene Nielsen PhD http://www.itceye.org/HCInsight-Nielsen.htm

Persona design template 3 of 3

Modified from **Dr. Lene Nielsen's** work on usability and buy-in. Suggested for social media by author David Meerman Scott

Insert keywords

Insert key phrases

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Persona – think like a publisher
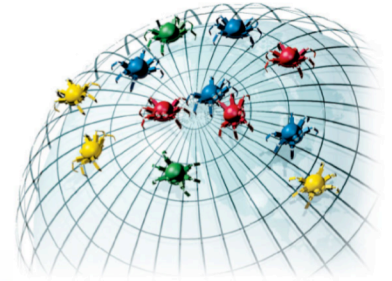
From leading to contributing

1. Identify the persona(s) of who needs your solution?

2. Investigate words and phrases they use to describe problems?

    -   Search engines answer questions

    -   3 and 7

3. Develop content that describes issues and problems they have faced and then provides details on how to solve these problems

    -   What are their problems?

    -   What keeps them awake at night?

    -   What do they want to know?

pic source: Leadership-Pegs.jpg

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

Offsite Tactics - Twitter

- 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

Twitter – Manage the 140, manage thousands

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

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Twitter – Lists

- Subscribe
- Recommendation
- Friends
- Discover

Twitter – Manage all the Tweeting: TweetDeck

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Toby Elwin blog

Sign up with a Google Account
1. add your RSS feed
2. automatically publicize through email subscriptions
3. automatically publicize through social media feeds
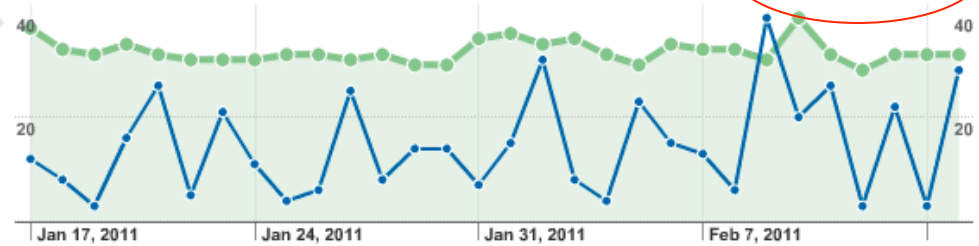
Connect FeedBurner to Twitter or other accounts

Add other announcements for FeedBurner to coordinate

Monitor, measure, and improve engagement
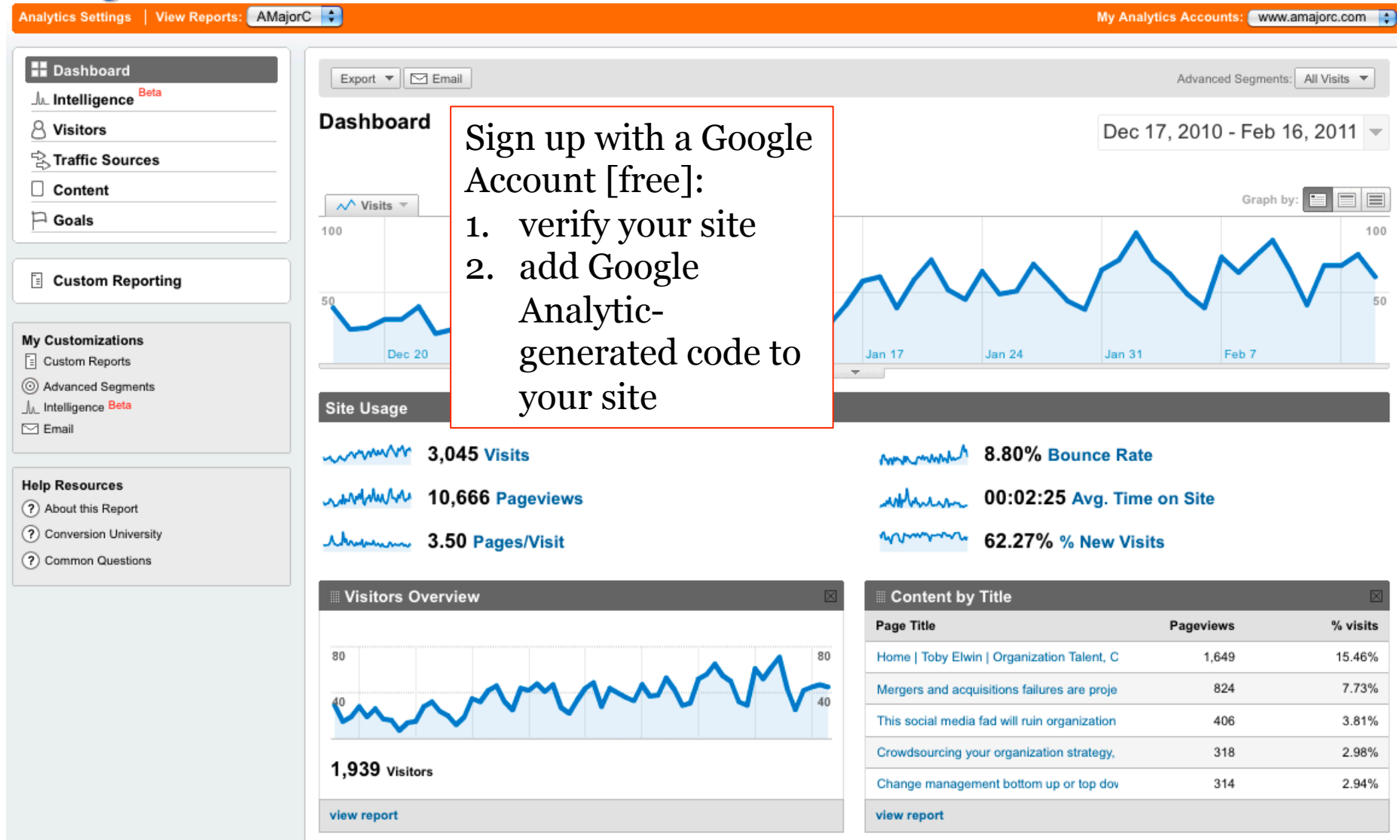
Drilldown, data mine, and develop
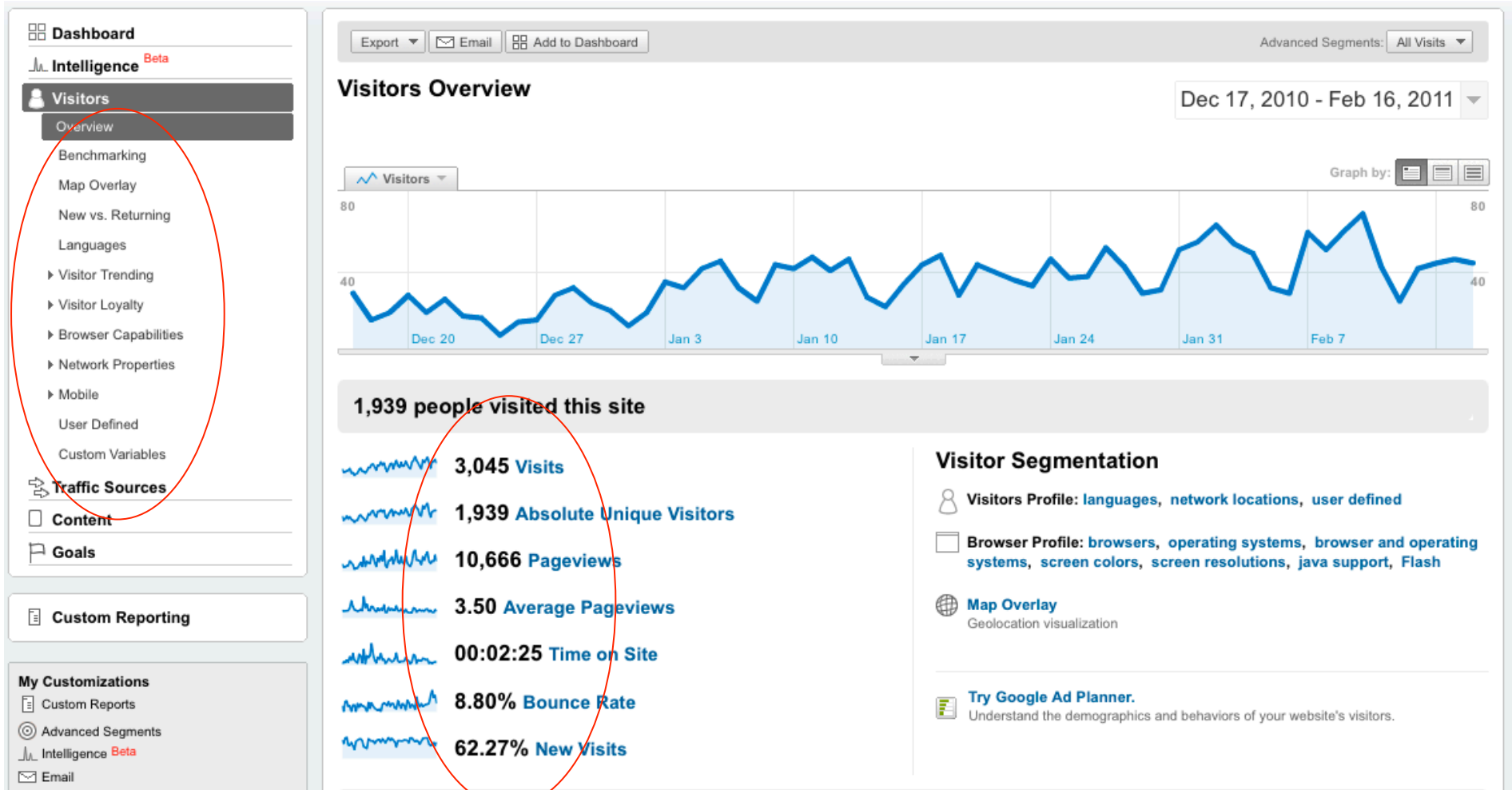
Find out your traffic sources and how they found you
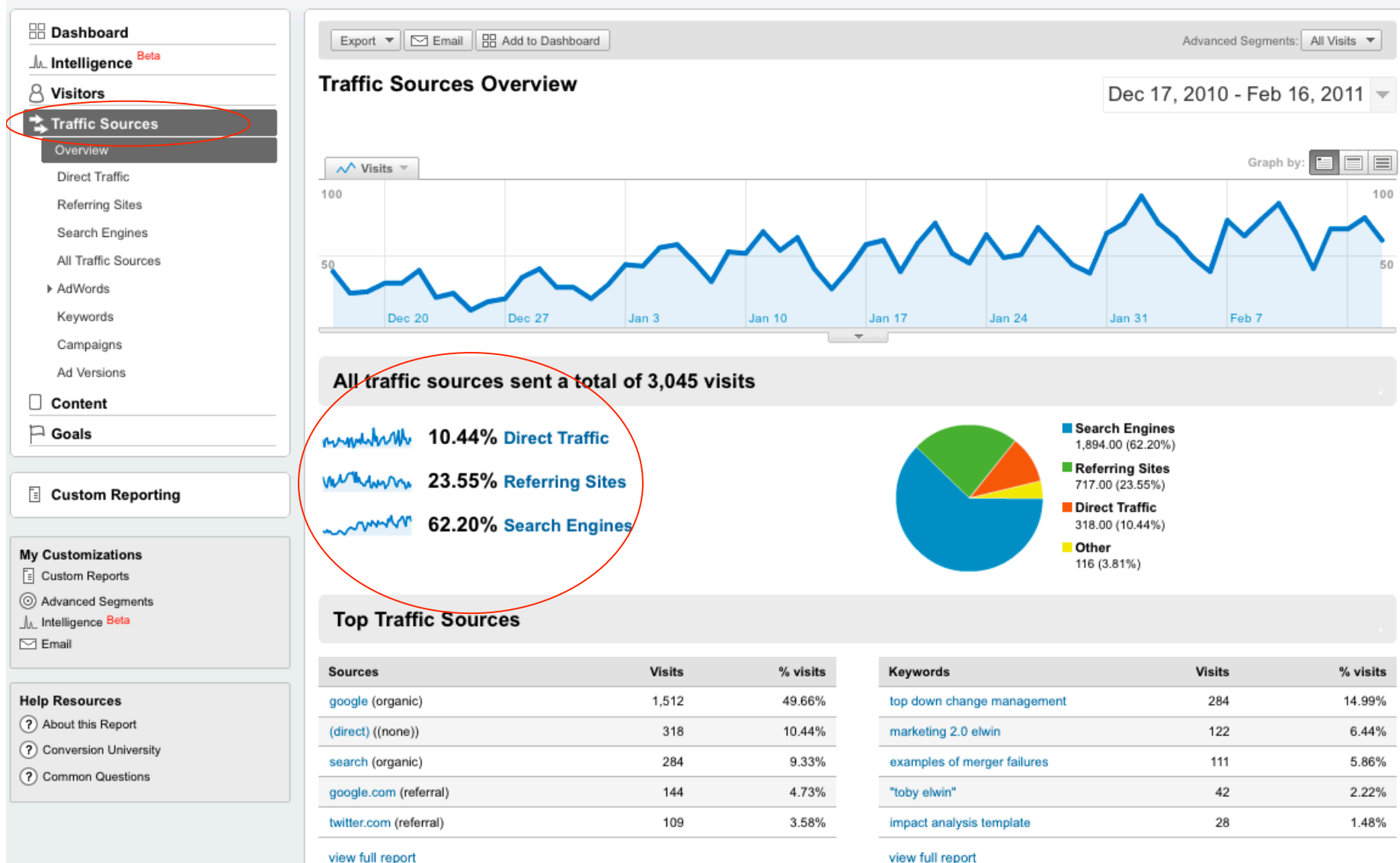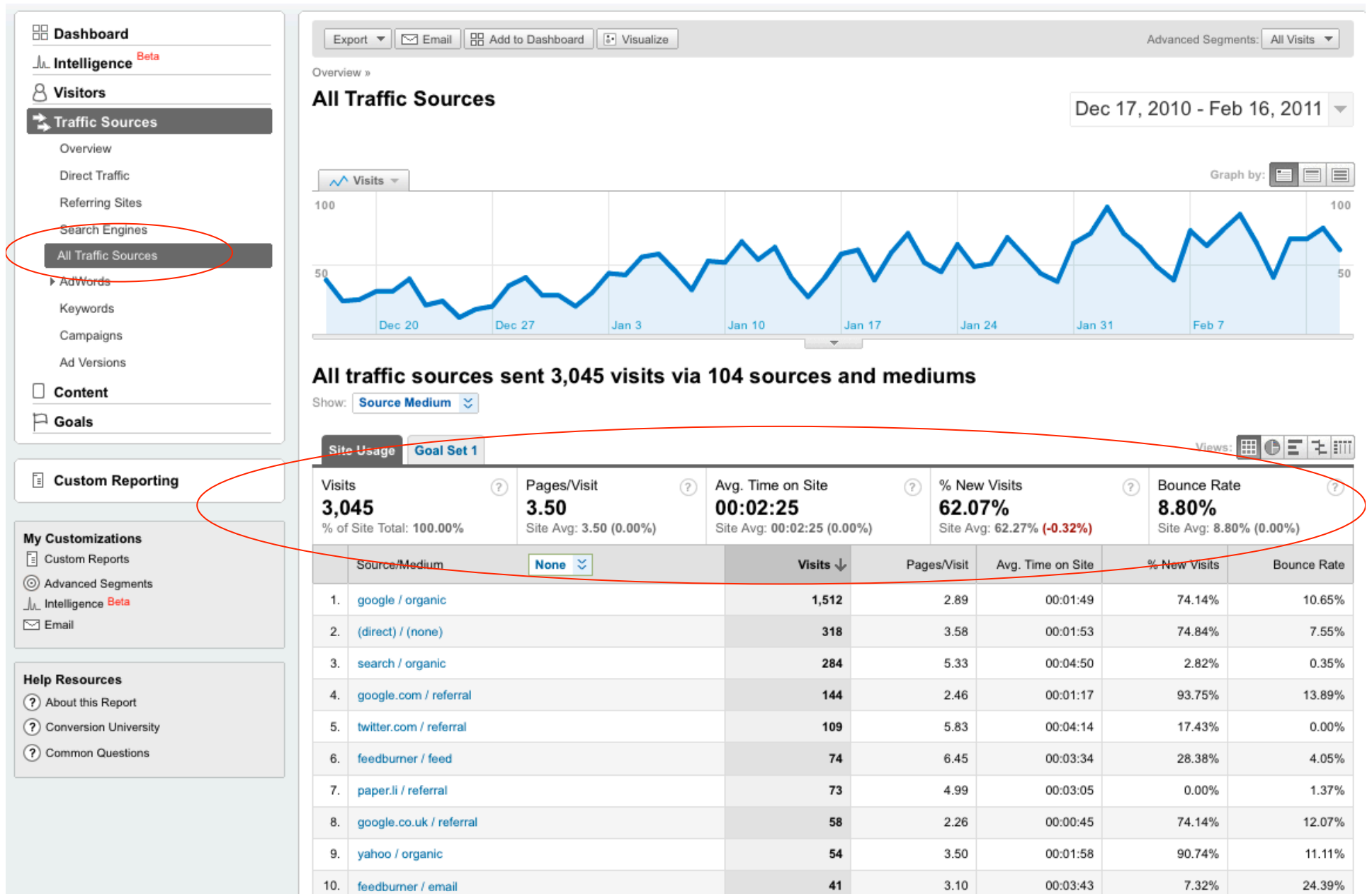
2 – Google Analytics

293 pages were viewed a total of 10,666 times

Content Performance					Views:
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:

	Page	None ⌄	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%

Sidebar navigation:
- Dashboard
- Intelligence (Beta)
- Visitors
- Traffic Sources
- **Content**
  - Overview
  - Top Content
  - Content by Title
  - Content Drilldown
  - Top Landing Pages
  - Top Exit Pages
  - Site Overlay
- Site Search
- Event Tracking
- Goals

Shorten links to make them easier, of better benefit: track time, day, and activity

Sign up for a bit.ly account [free]:
1. use bit.ly to shorten web address or create custom addresses
2. add bit.ly account to Twitter and other social media sites to automatically convert addresses

bit.ly Shorten, share, and track your links

Home | Tools | Pro | Blog
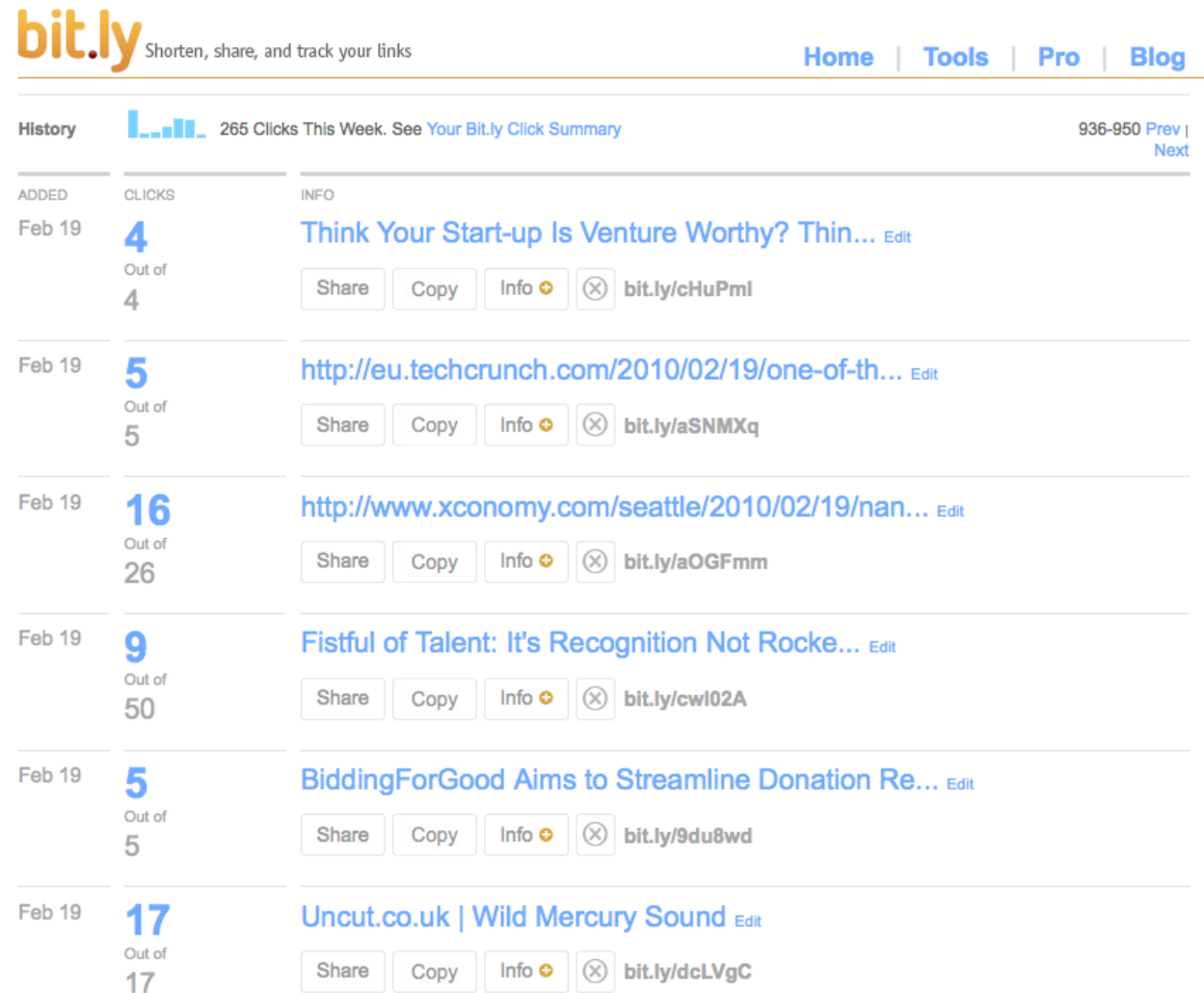
Your Bit.ly Click Summary

Clicks [Past Hour] [7 Days] [30 Days]
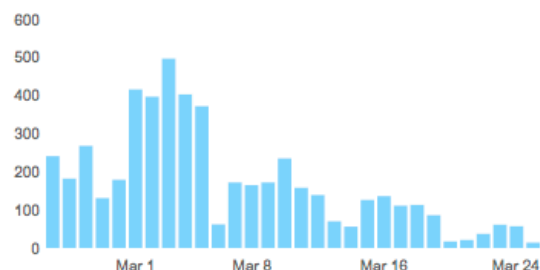
4,974 Clicks on Your Bit.ly Links

Top Referrers
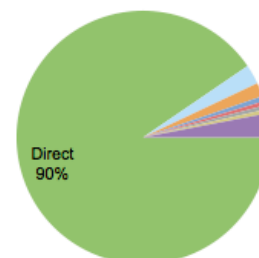
Direct 90%

44 Referring Domains
From 92 Total Pages

Locations

Other 24%

United States 53%
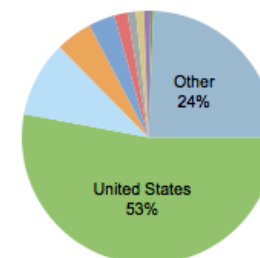
40 Countries

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
TrendAI.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

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www.To

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Info ⊕

Blog

1,147 Clicks
The bit.ly link bit.ly/AMajCb

1,149 Total Clicks
All clicks on the aggregate l

Long Link:	http://www.amajorc.com/blc
Conversations:	🐦 Tweets 0; 📘 Shares 1;
Locations:	United States 805; Canada
Share / Copy Link:	[Share] [Copy]

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.

Locations ?

- 805 (United S
- 158 (Canada)
- 54 (Slovenia)
- 39 (Other)
- 30 (United Kingdom)
- 18 (Netherlands)
- 9 (Germany)
- 7 (Russian Federation)
- 3 (Macedonia, The Former
- 3 (Japan)
- 3 (Italy)
- 3 (Finland)
- 2 (Hungary)
- 2 (France)
- 2 (Denmark)
- 9 (Other Countries)

100

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

Social media ROI plan – Return on Involvement

Initiating	Planning	Executing	Monitoring & Controlling	Renewing

- What is being said
- What communities exist
- Tools:
  - Google
  - Bloggers

- Who are we looking for
- What are they interested in
- How do we connect
- Tools:
  - Persona Template
  - RSS
  - Readers

- Commenting
- Sounding the waters
- Collaborating
- Forwarding
- Contributing
- Tools:
  - Twitter
  - Tweetdeck
  - Your homepage
  - Comment platforms
  - Communities

- Working
- Wilting
- Waiting
- Tools:
  - Google Analytics
  - Google Webmaster
  - Link shorteners

- Refresh
- Listen
- Modify
- Tools:
  - Patience

Do you develop communication that clearly answers: **What's in it for me?**

pic source modified from Deloitte Consulting

Your social media managed phases

Monitor	Create	Launch	Measure
bloggers, Linkedin groups, industry leaders	blog, comment, article, eBook, presentation	RSS: Feedburner Twitter	Google Analytics bit.ly

Monitor	Create	Launch	Measure
• Track topics • Develop a list of keywords/topics • Move the conversation along • Provide value • Recommend solutions	• Answer a need • Don't sell • Provide solutions • Engage your community	• Integrate services • One click delivery	• Track topics • Identify keywords • Experiment • Modify

Example event triggers communication, tracking, trending, and tweaking

New event to announce and socialize

Day 1

- blogpost
- Tweet

convert to bit.ly

- post to LinkedIn
- post to FeedBurner
- Add email announcement /newsletter

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
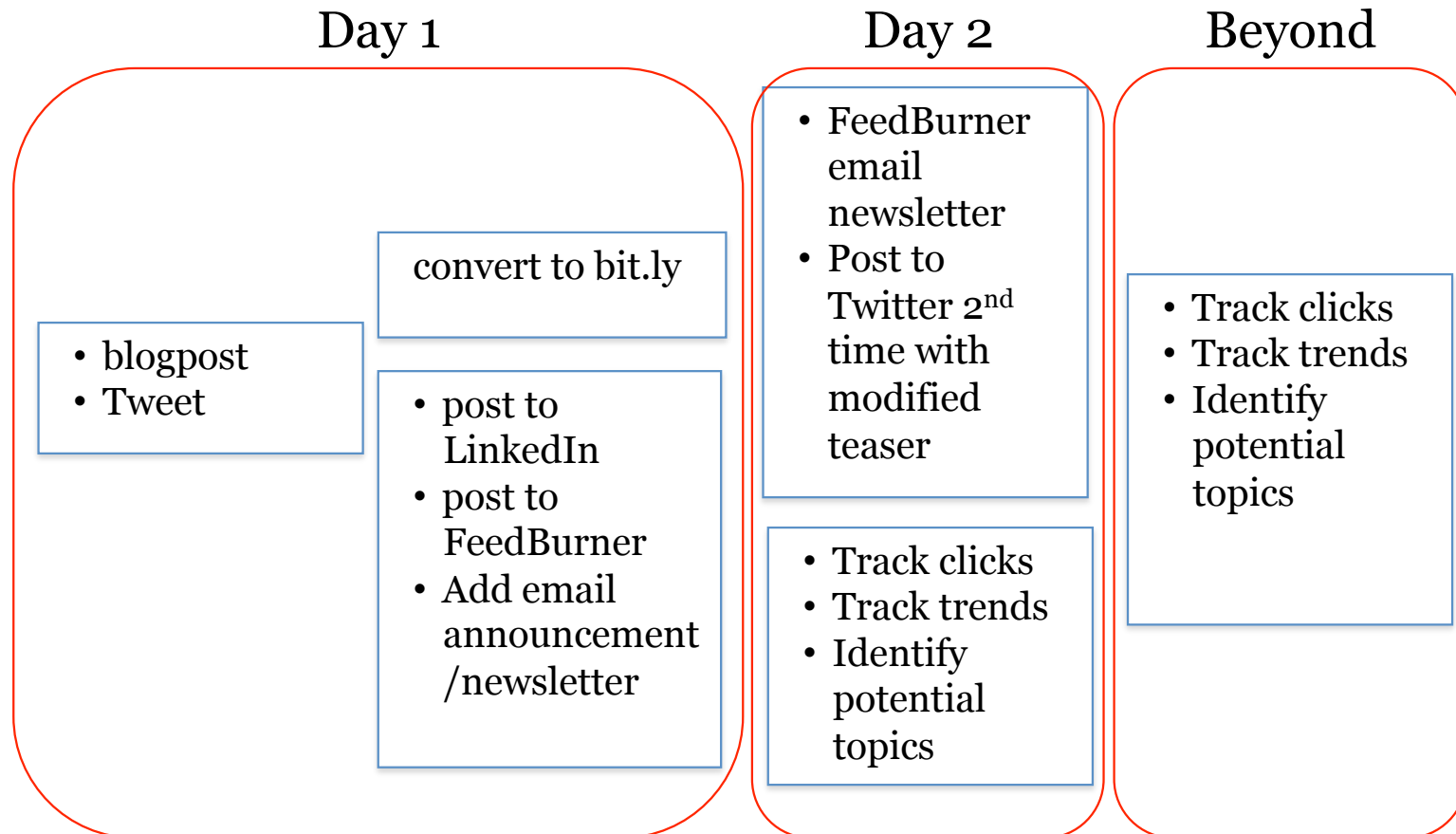
People don't care what you say until you care about what they say

- Create content worth linking to

  Content is remarkable when someone defines it as remarkable, not when your marketing or product manager define it as remarkable. This is the greatest challenge in today's world of marketing.

- You really have no control over your product's value, however, you do have control about hosting and socializing with people who will advocate, refer, and recommend your service or product.

- Your strategy relies on enabling others.

Start Monitoring

Appendix
- **Case Study**
- Data and detail
- Other tips
- Resources

Massachusetts Bay Organization Development Learning Group

Strategic Intent Business Case

Situation

- Leadership transition
- Annual membership decline
- Highly cumbersome administration of events
- Event attendance decline
- Lack of involvement
- Out-dated web presence
  - Getting found
- Community disconnect

Alignment

- Stabilize
- Shared vision of what works and does not
- Community persona
- Planning, not reacting
- Invite participation

Roadmap

Strategic *Community Persona Goals* to drive end of '10 paid membership goals of **400** and community participation of **2000**:

1. **College Degree in OD, recent Graduate:**
   - Looking to learn and develop OD competencies. Ability to list and define theories, but lacking experience and application. This person has an education (BA/BS MA/MS in OD related field) and may have 2-3 years experience in OD/HR work.
   - Looking to develop relationships and gain recognition with OD professionals in the greater Boston area. Searching for role models and mentors. Desire to find opportunities to work with OD professionals across various industries and sectors. Preference for networking through social media.
2. **Mid-level Career in OD:**
   - Confident, hard-working individuals who have steadily climbed the ladder internally or started their own business external. Forward looking, new to OD career.
   - Possibilities for new challenges (more education; teaching; collaborating; exciting projects) that will bring opportunities for using what knowledge and experience has been acquired into a new context and/or re-energizing the work.
3. **C-Level, Executive, Senior-level, Advanced Career** in OD
4. **Professional** - unaware of OD
5. **Transition or 2nd Caree**r in OD

Immediate Operational Goals:
- Go live with Hubspot May 20th, 2010
- Announce June event with Constant Contact May 20th, 2010
- Develop keyword strategy
- Develop 2-3 blogs for May event
- Develop 2-3 blogs on June event (Positive Deviance) by May 20
- Begin creating calendar for newsletters and pieces that should be included in each newsletter
- Update and post program request form
- Export database
- Update and post community "rules of engagement"

Transition

HOME:
- 1-2 paragraph blurb overview paragraph, containing links to different areas
- Twitter feed/newsfeed
- Spotlight blog post

WHO WE ARE:
- Blurb on community
- A bit about members – industries (companies?), cross-level etc.
- Forum for discussion, learning, networking
- Mission, Vision & Values:
- Take content from old site

FAQ:
- Take content from old site

WHAT WE DO:
- Blurb on events (round tables, speaker series, etc)
- Hot topics
- Upcoming Events
- Calendar of events
- What's New
- Pictures, summary of recent events
- Thought leadership – new whitepapers etc
-

BLOG:
- Penned by one person? Member-driven?
- Feed from several member blogs?

JOIN US:
- Short paragraph on joining (can join anytime, year membership, access to resources, events etc)
- Link to more comprehensive membership benefits page
- Membership Benefits
- Membership Benefits broken down by category:
- Events, Networking, Resources
- Sign up page – online form

MEMBERS:
- Login page for Members
- Member Directory:
  - User-created individual profiles, similar to LinkedIn profile
  - Join industry-specific or career-stage-specific groups
- Forum:
  - 1 main forum, plus industry-specific & career-stage-specific forums
- Professional Development:
  - Certifications and programs, listed and linked
  - Capability for members to review/comment on all
- Project & Proposal Connections:
  - Use content from old site
  - Form for users to add proposals/projects
  - Worcester Local Group:
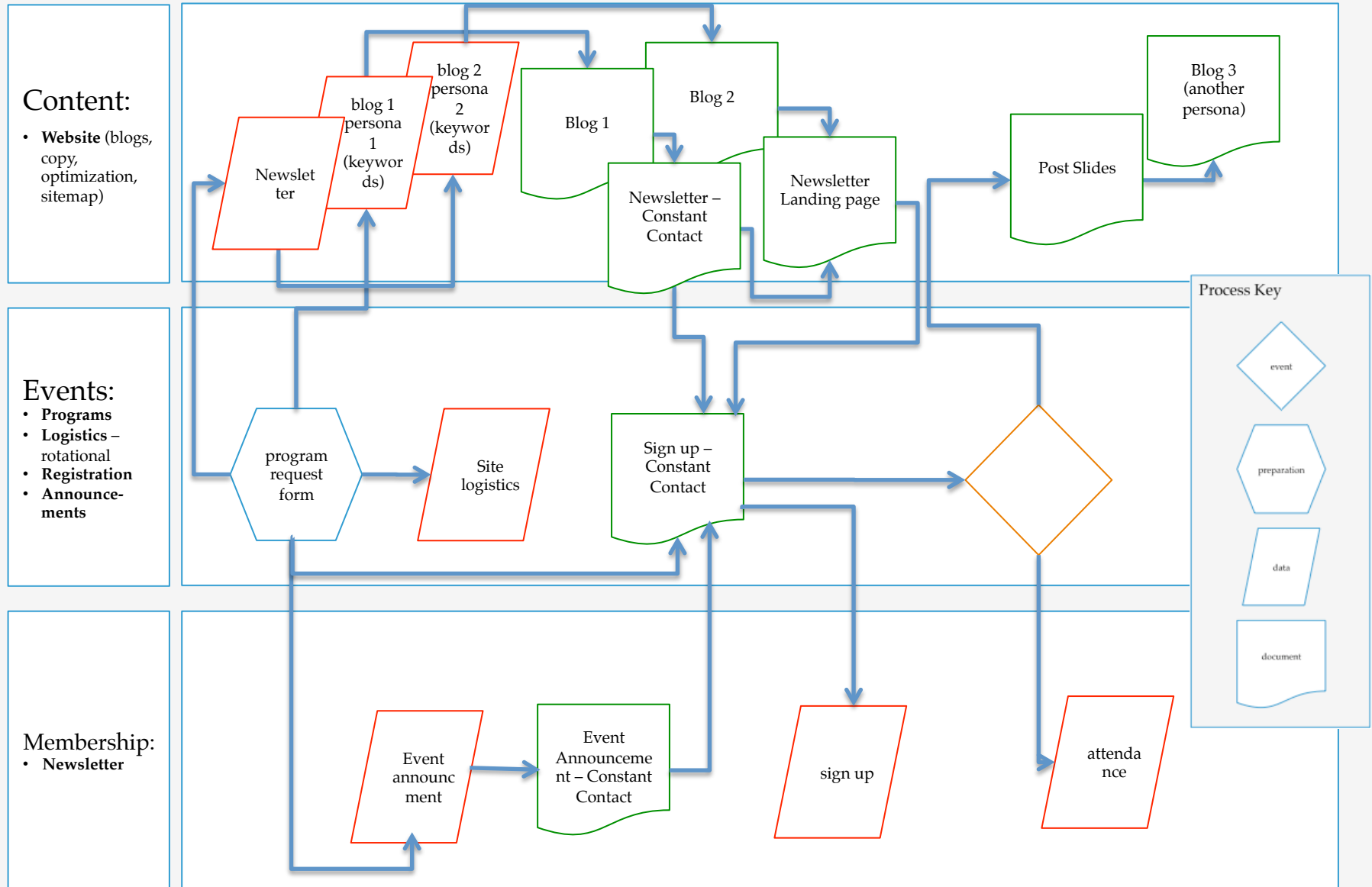 - Use content from old site

LINKS:
- Link to other sites of interests , grouped
- News (Talent Management mag, HR executive magazine etc)
- Social Media (LinkedIn MBODLG group, MBODLG Twitter, Slideshare etc)

Coordinating Swimlanes

Programs
– Name

Communication *– Name*

Site (blogs, copy, optimization, sitemap)

Events *– Name*
- **Programs**
- **Logistics** – rotational
- **Registration**
- **Announce-ments**

Membership
– Name
- **Newsletter**
- **Renewals**

Monthly Meeting Communication Process

Content:
- **Website** (blogs, copy, optimization, sitemap)

Newsletter

blog 1 persona 1 (keywords)

blog 2 persona 2 (keywords)

Blog 1

Blog 2

Newsletter – Constant Contact

Newsletter Landing page

Post Slides

Blog 3 (another persona)

Events:
- **Programs**
- **Logistics** – rotational
- **Registration**
- **Announce-ments**

program request form

Site logistics

Sign up – Constant Contact

Membership:
- **Newsletter**

Event announcment

Event Announcement – Constant Contact

sign up

attendance

Process Key

- event
- preparation
- data
- document

1. South Bay OD Network (SBODN) contact Rossella Dericson, rossella@SBODN.com sends affiliate link that tracks all clicks from MassBayODLG
   - example: http://www.eventbrite.com/affiliatereg?eid=644008246&affid=1028193
2. Open MassBay ODLG link shortening site bit.ly to shorten the affiliate link and allow us to track clicks
   a) http://bit.ly
   b) User name: MassBayOLDG
   c) Password: MassBayOLDG09
   d) paste affiliate link
   e) copy new link
3. Save new link for newsletters, LinkedIn, Twitter, and calendar announcements
4. Review SBODN invitation for copy to use in our newsletters/announcements:
   a) Who
   b) What
   c) When
   d) Where
   e) Why (compelling reason webinar is of interest)
5. Modify or cut and paste webinar copy into our weekly Constant Contact newsletter
6. Modify copy to make it interesting to persona
7. Create webinar newsletter mailed 2 times per month
8. Announce on LinkedIn, 2 weeks ahead and again 1 week ahead
9. Announce on Twitter 2 weeks ahead, 1 week ahead, then every day including day of event – schedule Tweets using Tweet Deck, a program you can download to manage Twitter accounts
   a) MassBayODLD Twitter user name: MassBayODLG
   b) Password: MassBayODLG09

Note: We usually co-sponsor one webinar per month, but if we create a webinar calendar we could benefit with a more reliable communication channel to our community.

© 9/22/12

Appendix
- Case Study
- **Data and detail**
- Other tips
- Resources

Blogging – 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/blogging/ state-of-the-blogosphere/

Onsite Tactics – Host the Party

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

Onsite Tactics – Host the Party

Blogs

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

Focus on the keywords and phrases that your buyers 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?

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Onsite Tactics – Link

- Links build traffic
- Links can provide meaning based on the text used in the link
- Internal links are important
- Links from relevant, authoritative web sites show other sources and alternatives to state your case
- Create links using keywords in anchor text

  ❑ <u>trend in turnover</u> (yes)

  ❑ <u>click here</u> (no)
- Creating compelling content will lead others to link to you

Onsite/Offsite Tactics – Keep the Party Going

- 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

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- **Resources**

Resources

Resources

Blogs
+ Seth Godin - sethgodin.typepad.com
+ Mike Volpe - mikevolpe.com
+ Corvida Raven - shegeeks.net
+ Chris Brogan - chrisbrogan.com

Introduction: Search Engine, Web Strategy, and Technology
+ HubSpot.com
+ InboundMarketing.com
+ NewSiteMediaGroup.com
+ HubSpot.tv
+ SEOmoz.org
+ SearchEngineWatch.com
+ TopRankMarketing.com

User Interface
+ User Interface Engineering - uie.com/brainsparks (*brilliant OD angle*)

Marketing
+ DavidMeermanScott.com
+ BrianSolis.com

Human Resources
+ FistfulofTalent.com
+ HRCapitalist.com

Twitter:

@HubSpot
@incentintel
@socialmedia247
@socialmedia630
@BrianSolis
@cydtetro
@SocialMediaClub
@KarenRubin
@SteinarKnutsen
@mvolpe
@jblossom

Thank You

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