



www.SmarterWebsites.com.au

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About me..



Smarter Websites...

- Websites that rank well in the search engines
- We help qualify visitors into prospects
- Communicate easily with existing clients
- Websites & systems that professionals & business can manage themselves
- Websites & systems that leverage from social media marketing

And my "new love"...





My mission today...



- Overview of popular social media platforms
- Look at real time statistics and results
- Practical tips you can implement today
- Help you get the psychology right
- Show you real world Australian examples
- Show you SEO benefits & linking strategies
 - (Search Engine Optimisation)

Social Media platforms we'll cover today.



- LinkedIn
- YouTube
- Twitter
- FaceBook
- Foursquare
- WordPress (Blogging Platform)













About This Marketing Data















- Hub Spot complied this data from a variety of sources, including analysis of our 2,500 business customers, surveys with hundreds of businesses, analysis of the data in our free tools like Website Grader, Twitter Grader and Facebook Grader
- Subscribe to the Hub Spot blog for new marketing data as it is available: http://Blog.HubSpot.com

Social Media is for Leads and Sales w





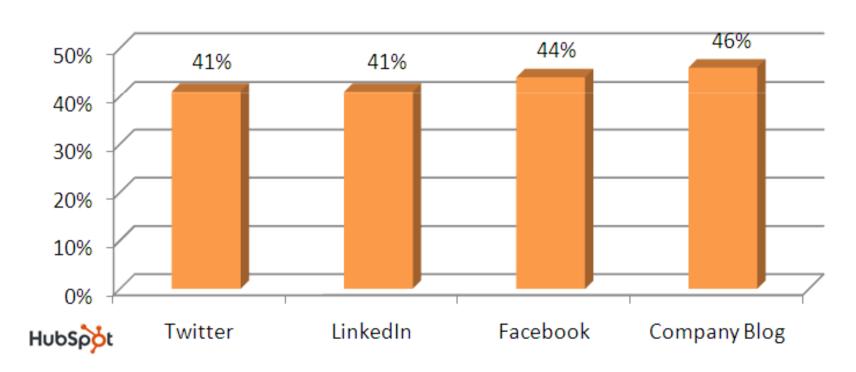








Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - http://bit.ly/aewfHr

Social Media is for B2B and B2C





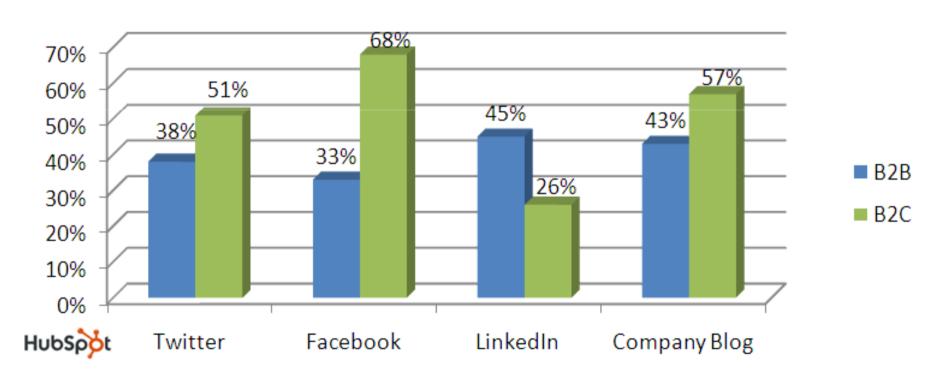








Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



Source: State of Inbound Marketing Report - http://bit.ly/aewfHr

Inbound Marketing is More Effective w



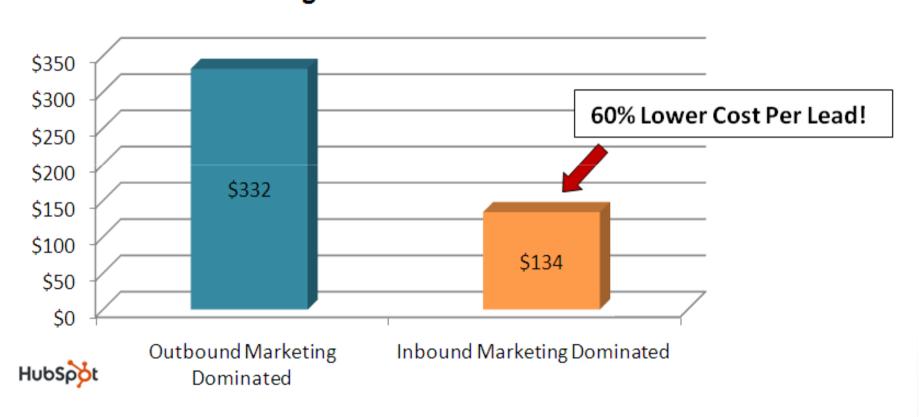








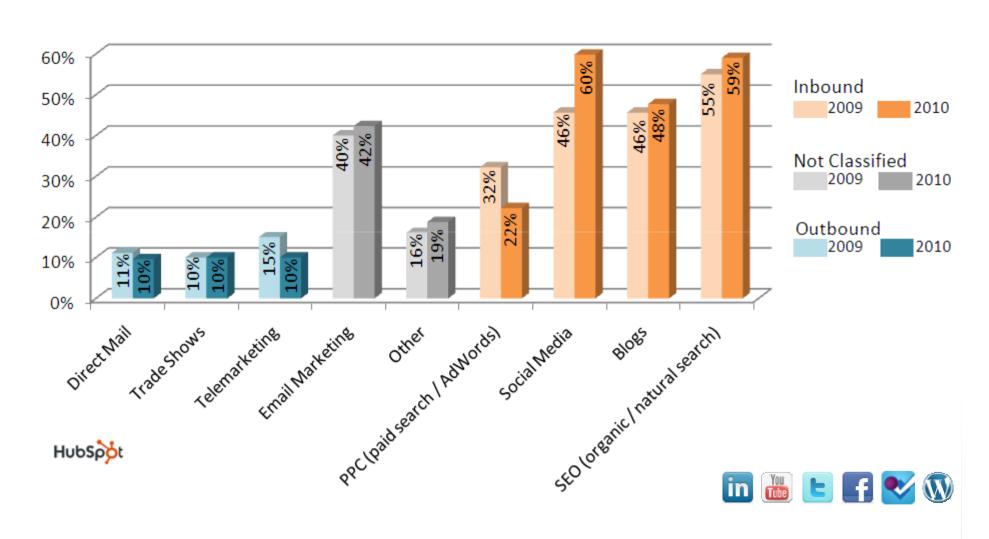




Source: State of Inbound Marketing Report - http://bit.ly/aewfHr

Inbound Marketing Is More Important

Sources of Leads That Have Become More Important in the Last 6 Months



Worst Marketing Projects from 2009 w









blogs content attention

better wasted







Source: State of Inbound Marketing Report - http://bit.ly/aewfHr

Best Marketing Projects from 2009















Source: State of Inbound Marketing Report - http://bit.ly/aewfHr

Social Media Marketing

















Who has a LinkedIn account?



Who here tweets or is a twitterer?



 Does anyone manage a FaceBook Fan Page or Business Page or Group? Become a fan



Now, practical tips & tricks time.













- A LinkedIn profile will rank in search engine results
- People use the internet to do Due Diligence on YOU
- Businesses have disconnected from their clients
- The race is on to build rapport and relationships again.

People want to do business with people!



7 Top Tips for LinkedIn















- Personalise your public profile URL
 - www.linkedin.com/in/thepeterbutler
- Edit the link anchor text to your websites
- Set up a feed to your blog profile & Twitter account
- Start making and getting recommendations

And...

- Join groups of common interest
- Set your account to receive "network updates"
- You can also run targeted ads



Tips for LinkedIn





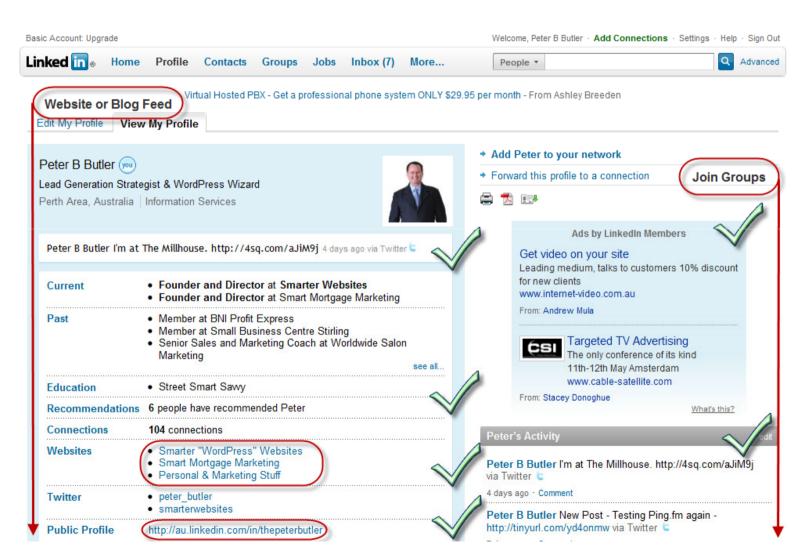


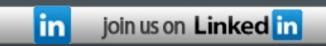












Get "Network Updates"...



Get Email Notifications of "Network Updates" ...













Apr 28 - May 5 See more updates »

James Ferguson LFIBA AFAMI MOIF has an updated profile (Specialties, Expertise)

James Ferguson LFIBA AFAMI MOIF has an updated profile (Expertise)

David Osborne upgraded to a LinkedIn Premium Account. Find out why »

CONNECTIONS

<u>Rashid Kotwal</u> is now connected to <u>Simon Brown</u>, <u>Michael Hall</u>, <u>Shema Kotwal</u>, and <u>1</u> other person.

John Denton is now connected to Marc Johnstone

<u>Toby Marshall</u> is now connected to <u>Norma Glenn</u>, <u>Nick Fury</u>, <u>Janet Beckers</u>, and <u>1</u> other person.

POSTS

<u>Gabriela Rosa</u> Free recordings of educational #fertility teleclasses http://bit.ly/bUM08S #miscarriage #infertility Add a comment

Gabriela Rosa The risk of #miscarriage can be reduced naturally with proper pre-conception preparation and natural methods http://bit.ly/a8b3tj #infertile Add a comment

Gabriela Rosa Do you have fertility questions you'd like to ask me? Just tweet! Add a comment



Get "Group Updates"...



Get Email Notifications of "Group Updates"...











Linkedin Groups	May 7, 2010
BNI Group (Business Network International)	
Latest: 6 discussions 4 news discussions	
Most Active Discussions (3)	
Do you use Twitter? We'd love to follow our fellow BNI members who are actively tweeting. Post your Company Name, Username and profile URL and we'll join your conversation!	542 comments »
Started by Amy Jantzer (amy@weedott.com)	
No worries, Diane. I'm good at simple.	

Bill Gates' Lessons in Life

3 comments »

Started by Jill Mount

By Janie Thomson

It is the kind of privilege to hear Mr. Gates on the practical approach and thoughts. Perhaps it came out from his own experience.

By David Doom

Drive Traffic To Your Site through Google News

3 comments »

The Top 3 Sites in the world...













- Google
- FaceBook
- YouTube
- ... and the world's 2 Top Search Engine Platforms?
- Google 87 Billion searches per month ...
- YouTube more than 1.2 Billion video's per day being watched

YouTube video's show in Google search results

You & YouTube!













Can you leverage from YouTube? YES!

- How to video's...
- Progress or journey video's...
- Before & after's...
- Show & tells...
- Humorous video's...
- Demonstration video's...
- Tutorials...

Keep 'em short, sweet and to the point...



What are the benefits?













- Links back to your website or blog
- Direct traffic to your site
- Viral traffic to your site, people share...
- Positioning
- Community engage and communicate
- Subscribers building a strong affinity



Watch our Videos

This is my hobby YouTube account

















6 Top Tips for YouTube. sw













- Create a focused URL named account
 - www.youtube.com/thegardeningguru
- Link from your website to your YouTube account
- Link to your site in the video description area
- Use correct tags line up with your site & content
- Keep comments On!
- Update your subscribers
 - new "post bulletin" feature



Watch our Videos

Post Bulletins direct to subscribers.





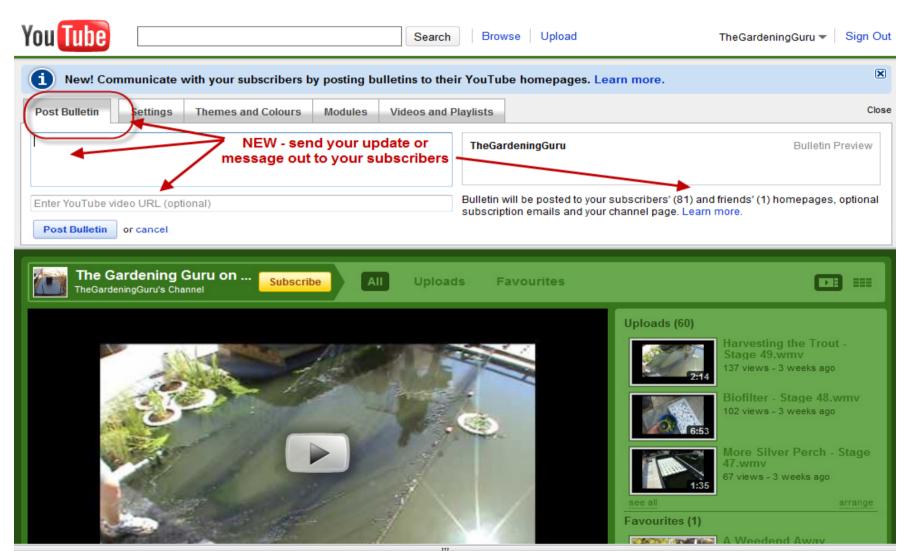














What is all the fuss with Twitter?













Imagine we're all at a networking convention together

- Hard wired connection SEO benefit
- Soft wired connection Relationship benefit

So is it valid?

Absolutely – especially if you can automate your tweets being sent to the wall and to other networks.

With WordPress (blogging platform) we add content and it gets sent to multiple social media platforms.

Profile Pics Attract Twitter Followers w





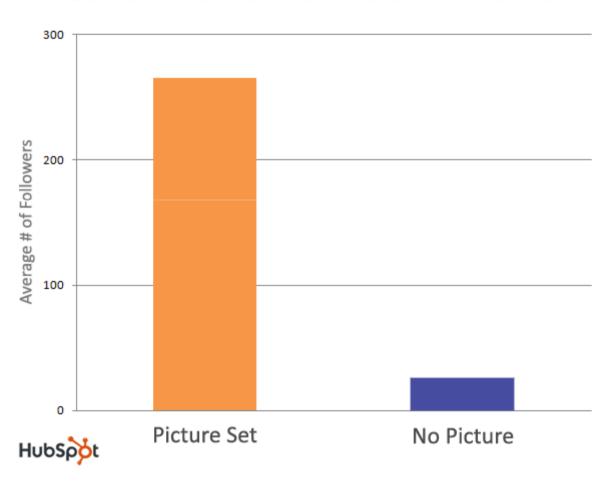








Effect of Profile Picture on Followers



Source: Data from Twitter Grader - http://bit.ly/cgTEj0

My Twitter "Wall" – customised.

















Google Alerts



Sent: Fri 16/04/2010 12:48 AM

Google Alerts – a great tool to keep a check on your keyword or search terms

From: Google Alerts [googlealerts-noreply@google.com]

pbbutler@iinet.net.au

To: Cc:

Subject: Google Alert - peter butler

Google Blogs Alert for: peter butler

Professor remembered for her dedication to PSU - The Daily ...

"She was certainly great with students," said **Peter Butler**, associate professor of bioengineering, who worked with Smith. "She revamped the entire senior design course in order to really give students a sense of what industrial ...

Penn State Local News - http://www.collegian.psu.edu/

Google Web Alert for: peter butler

Cosmetic Surgery - cosmetic surgeon richardson on Shine

 $\textbf{peter butler} \ plastic \ surgeon \ surgeon \ california \ physician \ case \ in \ pediatric \ study \ surgery \ ct \ man \ plastic \ surgery \ purple \ leg \ after \ knee \ surgery \ ...$

shine.yahoo.com/.../cosmetic-surgery-cosmetic-surgeon-richar...

Radaris: Peter Navis. People Search & Background Check

Peter Butler is on Facebook. Join Facebook to connect with Peter Butler and others you may know ... Hayley Devereux · Laura Navis . Peter Butler is a fan ...

radaris.com/p/Peter/Navis/

Twitter / Peter Butler: @warrenduff i know a guy i ...

warrenduff i know a guy in the industry who could give you the heads up on whether it is illegal. twitter.com/peter butler/status/12190352701

Google Alert - proving that Google index this stuff

... and this was just me replying to a 'tweet' I read.

Tip: Use a plus sign (+) to match a term in your query exactly as is. Learn more.

Remove this alert.

Create another alert.

Manage your alerts.













Twitter Growth Has Slowed Down





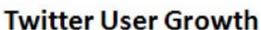


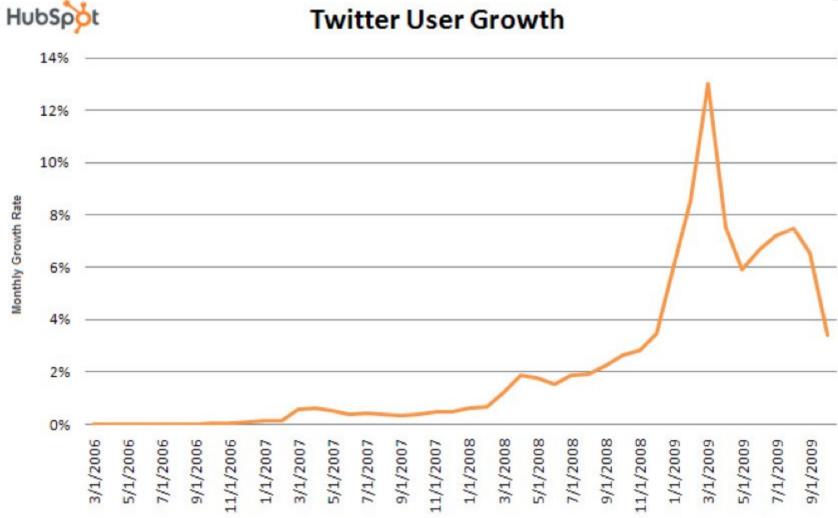












Source: State of the Twittersphere Report - http://bit.ly/5RXUDu



Benefits of Twitter are...















- Traffic back to your website.
- Search engine traffic back to your website.
- Links back to your website or content.
- Links back to your Twitter profile.
- People do still follow the wall



Follow us on Twitter

5 Top Tips for Twitterers...





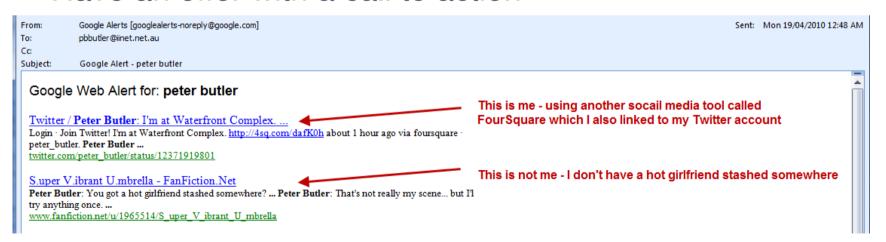








- Create a personalised or focused URL named account
- Put a link in your account profile to your core site
- Put links from your core site to your Twitter wall
- Create a background image for your profile
- Add your image to your profile
- Have an offer with a call to action





f Join us on FaceBook Is FaceBook For You?















- Personal FaceBook account
- A Fan Page or Group

"People want to do business with people."

- FaceBook is the most relational social media platform yet.

It works for me:

- Comment on posts
- Reposting of my posts

It really is about building relationships...



f Join us on FaceBook Pages & Groups















What is the difference?

2 distinct entities and outcomes Having a group is valid... but...

Official Pages have their content indexed by Google. Plus:

- Interaction with prospects and clients
- Viral marketing benefit
- Great positioning tool

NEWS BREAK! – "Fan" Pages are now "Official" Pages! And you 'like' them rather than become a 'fan'.



My Frustration at lack of driving...















You can lead a horse to water but you can't make it drink...

- Built a website between Xmas & New Year
- Created a Fan Page "Make 2010 YOUR Year".
- 400 members in a few weeks
- No smell of "sell"...

Nobody wants to be sold to but we all want to buy.



Join us on FaceBook My Test Fan Page...



www.thisnewyearsresolution.com















3 Drivers for a Successful Fan Page...















- Make sure it's a topical subject
- Engage so people want to contribute
 Example:
- Gulf Fishing Lodge
- Australia's Best Fishing

And the Outcome? Will be massive



FaceBook provide weekly reports















From: Facebook [notification+ohhd1zle@facebookmail.com]

To: Peter B Butler

Cc:

Your weekly Facebook Page update Subject:

Hi Peter.

Here is this week's summary for the Facebook Page: Make 2010 Your Year

-1 fans this week (427 total fans)

1 Wall posts, comments and likes this week (0 last week)

36 visits to your page this week(13 visits last week)

Update your fans:

http://www.facebook.com/n/?pages%2FMake-2010-Your-Year%2F225881376198&v=wall&mid=24ac344G29f4c911G4b987ffG Visit your insights Page:

http://www.facebook.com/n/?business%2Finsights%2F&pages&i=225881376198&mid=24ac344G29f4c911G4b987ffG66&n_m Get more fans with Facebook Adverts:

http://www.facebook.com/n/?ads%2Fcreate%2F&src=pg_edit&fbid=225881376198&mid=24ac344G29f4c911G4b987ffG66&n_edit&fbid=225881376198

Here is this week's summary for the Facebook Page: Exmouth Gulf Fishing Lodge

0 fans this week (211 total fans)

0 Wall posts, comments and likes this week (0 last week)

195 visits to your page this week(314 visits last week)

Update your fans:

http://www.facebook.com/n/?pages%2FExmouth-Australia%2FExmouth-Gulf-Fishing-Lodge%2F229377135599&v=wall&mid=2 Visit your insights Page:

http://www.facebook.com/n/?business%2Finsights%2F&pages&i=229377135599&mid=24ac344G29f4c911G4b987ffG66&n_m Get more fans with Facebook Adverts:

http://www.facebook.com/n/?ads%2Fcreate%2F&src=pg_edit&fbid=229377135599&mid=24ac344G29f4c911G4b987ffG66&n_edit&fbid=229377135599

Thanks.

The Facebook Team



How should you communicate?













- Being 'real', authentic, have transparency and be honest.
- Adding value and contribute make a difference.
- Be human People want to do business with people.
- Is your business B2B or B2C?
 - "Business to Business" or "Business to People"
- It should be P2P people to people.



Recent Corporate Successes.. or Not!



















What not to do...

















In a letter to Greenpeace today, our Chairman, Peter Brabeck-Letmathe has called for a moratorium on the destruction of rainforests and highlights how the two organisations can meet this common goal.

A full copy of the letter is here [http://bit.ly/bJqn0t] but in summary the key points we make are: (14.04.2010)



Here is a local "what to do"...

















prove themselves before I give them the thumbs up



... and another Local Success Story...

















... used Twitter to update patrons on power outages.



Positioning & Leverage...



At breakfast with Twiggy a couple of weeks ago...



... along with the other 599 people at the function...



The New Kid... Four Square















Four Square is a Venue/Networking Platform A "Live Location" Social Bookmarking tool

- Uses GPS Location
- Manually add locations that aren't listed
- Link to FaceBook & Twitter "Auto Posting"

Puts businesses on the social media map

See the video...

How To Unlock Your World With Foursquare http://budurl.com/foursquaretool



Blogging... & WordPress... Rule!















Some understand the benefits.

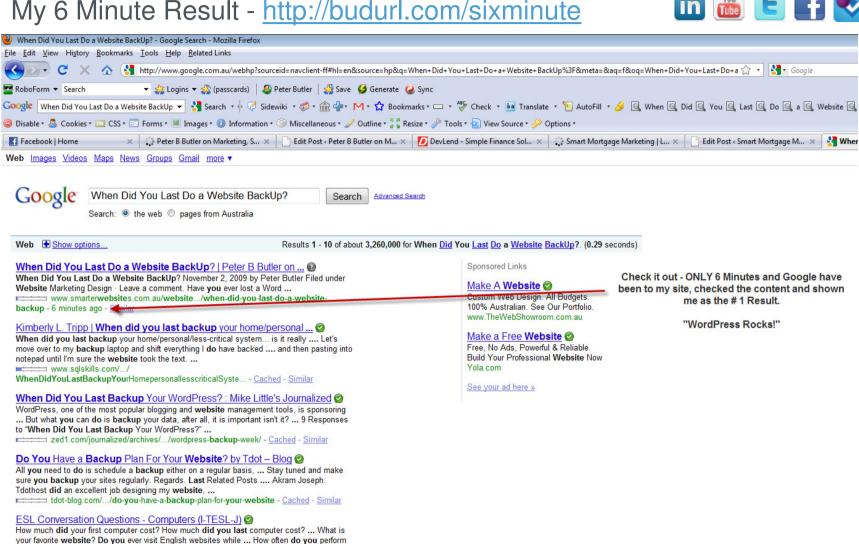
- Where do you start?
- How do you structure it?
- Run a website as well as a blog?

WordPress is the World's leading blog platform – millions of sites worldwide.

Google Loves Blogging... and WordPress!



My 6 Minute Result - http://budurl.com/sixminute



When Did You Last ...

a backup? What kind of backup method do you use? ... iteslj.org/questions/computers.html - Cached - Simila

💻 😼 🗸 🕟 Inbox - Microsoft O... 🕟 Organize Sent Items

Create Great Content by Blogging





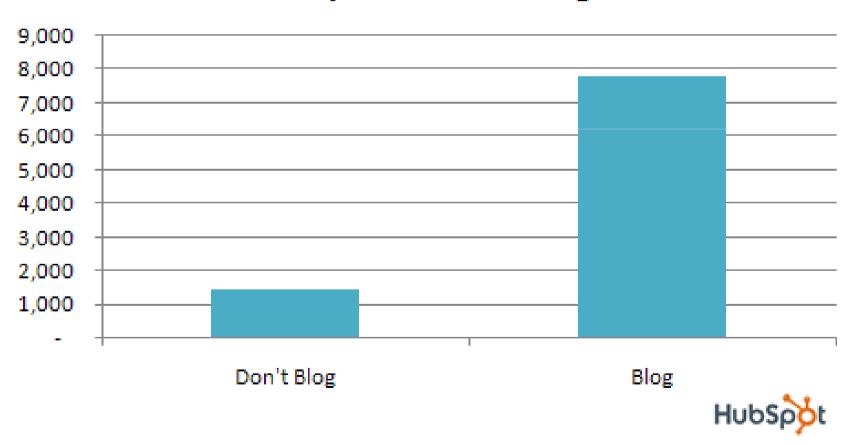








434% More Indexed Pages for **Companies That Blog**



Source: Data from over 1,500 small businesses - http://bit.ly/XDkQV

Blogging Attracts More Links





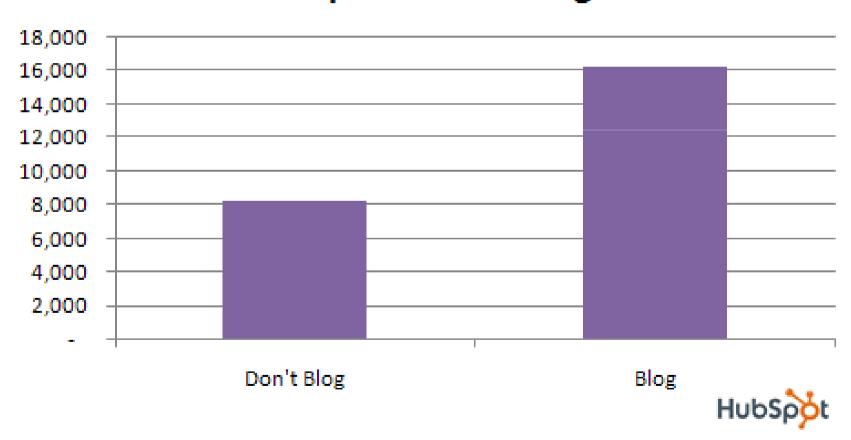








97% More Inbound Links for Companies That Blog



Source: Data from over 1,500 small businesses - http://bit.ly/XDkQV

Blogging Attracts More Visitors



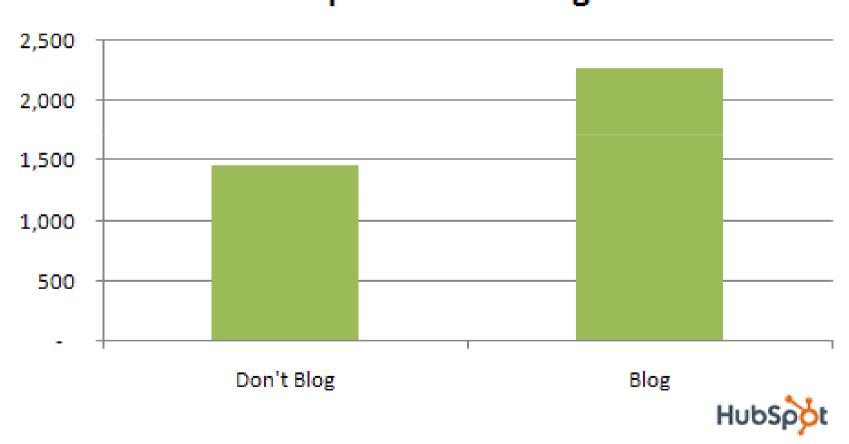








55% More Website Visitors for **Companies That Blog**



Source: Data from over 1,500 small businesses - http://bit.ly/XDkQV

Blogging & B2C & B2B Lead Increase



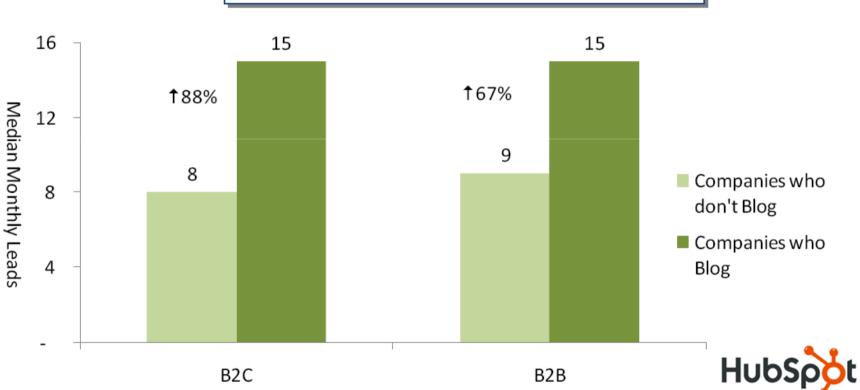












Source: State of Inbound Marketing Lead Generation Report - http://bit.ly/cVMpkn

Blogging Brings Social Media Success

Social Media Integration = True Success!



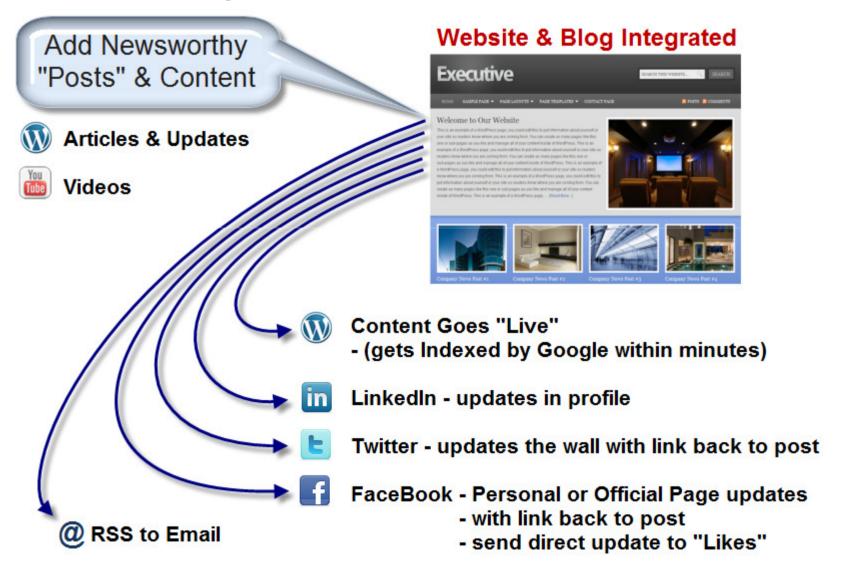












Mission Accomplished...













- Overview of popular social media platforms
- Looked at real time statistics and results
- Practical tips you can implement today
- Helped you think on the right psychology
- Shown you real world Australian examples
- Shown SEO benefits & linking strategies

Action Plan...













- Don't Panic...
- Use the workbook read the instructions
- Set up or update social media accounts
- Follow workbook do the instructions

Help? Email Peter peter@smarterwebsites.com.au

Blogging Brings Social Media Success

Social Media Integration = True Success!



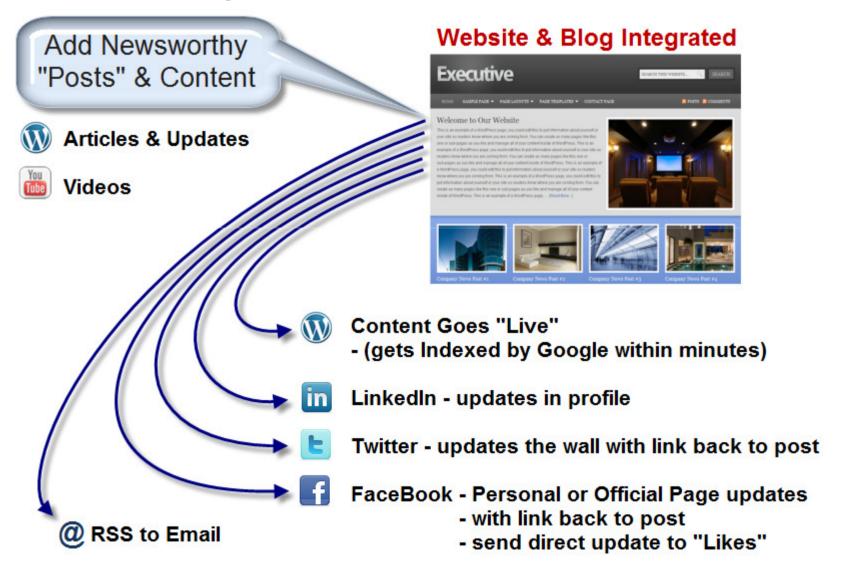














Smarter Websites & Smart Email













Resources:

- Some of the recent changes to FaceBook Fan Pageshttp://mashable.com/2010/04/19/facebook-pages/
- 50 + Charts and Graphs from HubSpot http://www.hubspot.com/Charts/?source=email-20100420c
- Smarter WordPress Websites http://www.smarterwebsites.com.au/
- •Or contact me at peter@smarterwebsites.com.au
- •Or phone direct on 0413 733 272



Smarter Websites & Smart Email













More Resources:

- Google Alerts link
 - http://budurl.com/newalert
- Facebook Personal Profile Name Tutorial
 - http://budurl.com/facename
- Funniest Email Response
 - http://budurl.com/funnyman