



This is one of the inaugural Lunch 'n Learn seminars series being sponsored by the Chamber. These seminars are focused on Small Business Best Practices in a variety of areas. We currently have scheduled series on Small Business Networking, Green Technology for Business, and ours on Social Media Marketing. We are currently discussing with the Chamber another series, co-sponsored by Microsoft, to cover Essential Small Business Solutions that could be kicked off as early as June.

We wanted to thank the Chamber for their support on this very important topic for small business; and in particular President Jill Lederer and Marketing Director JoLynn Hinger.

This seminar is to be first Wednesday of the month and goes for six months. There are a number of materials, including the slide deck with notes for each month, a links document, a bibliography and ancillary supporting materials that will be posted for download from my website.

This seminar is to be conversational rather than lecture. And questions that you have, please feel free to bring them up immediately. Let's do introductions...

SPEAKERS

Denis Wilson

President / Chief Consultant – DWP Information Architects

DWP Information Architects' core belief is that small business is the bedrock of America's economic well-being. Our mission is to provide the benefits of information technology to small businesses so that they are able to take advantage of the technology while concentrating on their business. Further, to listen intently to those small businesses so that we might earn the right to being considered their trusted business advisor.

Website: dwpia.com

Blog: dwpia.wordpress.com

Twitter: twitter.com/dwpia

LinkedIn: [dwpia](https://www.linkedin.com/company/dwpia)

Facebook: [dwpia](https://www.facebook.com/dwpia)

Denis Wilson

President / Chief Consultant – DWP Information Architects

We provide engineering and management services for the technology infrastructure of your small or mid-sized business.

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Website: dwpia.com

Blog: smallbiztechguy.wordpress.com

Twitter: twitter.com/smallbiztechguy

LinkedIn: [dwpia](https://www.linkedin.com/company/dwpia)

Facebook: [dwpia](https://www.facebook.com/dwpia)

I'll have the ftp site for downloads for you sent out via e-mail.

OVERVIEW

- GLOSSARY OF TERMS
- MAKING THE CASE
- SECRETS OF SOCIAL MEDIA MKTG
- EAR TO THE GROUND
- COURTING ONLINE INFLUENCERS
- COMPANY SOAPBOX
- CUSTOMER CONVERSATIONS
- BASICS OF SOCIAL MEDIA CONTENT
- PICKING YOUR SPOTS
- TELLING STORIES IN WORDS AND IMAGES
- ENGAGEMENT THROUGH INTERACTION
- PROMOTE THYSELF
- MEASURING RESULTS
- CELEBRATING CHANGE

LUNCH 'N LEARN:

SECRETS OF SOCIAL MEDIA MARKETING



Week 1

GLOSSARY OF TERMS

MAKING THE CASE – making the argument for social media investment.

SECRETS OF SOCIAL MEDIA MKTG – the basic model for social media marketing

EAR TO THE GROUND – matching tools with objectives

Week 2

COURTING ONLINE INFLUENCERS – engaging online influencers

COMPANY SOAPBOX – examines business blogging and podcasting

CUSTOMER CONVERSATIONS – the social networking phenomenon

Week 4

BASICS OF SOCIAL MEDIA CONTENT – creating content that engage customers

PICKING YOUR SPOTS – getting tactical about where you should put your time

TELLING STORIES IN WORDS AND IMAGES – finer points of communicating with words, photos and videos

ENGAGEMENT THROUGH INTERACTION – looking at interactive marketing

Week 6

PROMOTE THYSELF – content promotion

MEASURING RESULTS – social media metrics

CELEBRATING CHANGE – looks ahead at the next 5 years

Week 3 and 5 are provided by Moriah Harris-Rodger of Symbiocracy.com.

EAR TO THE GROUND

- Tap into Conversation
- Start with Search
 - Advanced Search
 - Creative with Terms
 - Learn Blog Search
 - Search Video and Audio Connections
 - Learn about Tags
- Mining Search Results

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1. Firefox – was the first Internet browser with tabbed browsing. However Microsoft IE does it too. Firefox remains fastest and easier to use.
2. Roboform - \$30 shareware that stores most of the information that you need to register for new sites, and inputs it for you.
3. Social bookmarking sites – Delicious and Diigo do a better job of organizing hundreds of links.

Fill out your seminar feedback form, and next month we get into:

How to court online influencers, use the social media for a company soapbox, and how to start customer conversations.

COURTING ONLINE INFLUENCERS

- Understand Online Influencers
- Make Initial Contact Meaningful
- Ask for Advice
- Take Conversation Offline
- Follow Through
- Treat Them as You Would Media

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They're not reporters who are covering businesses. They don't cover a beat and they don't feel obligated to write about anything that does not interest them. They must be approached differently. Read their work and consult their profile. Then take a measured approach: for example Karl Palachuk...

1. Make Initial Contact Meaningful – not just “great post”. Tell them why you admired a particular piece. Show respect to them by offering acknowledgement of their value.
2. Ask the person's advice – bloggers blog because they want to look smart, feel important or get respect. Asking them for advice and their opinion shows that you understand their position and its importance.
3. Take the conversation offline – if you are serious about establishing the relationship, talk the next step privately. You may want to offer a free trial or sample, or just link to their website. Keep it private, make it serious, and make sure to do your homework.
4. Follow through – don't contact them only when you have something to promote. That's not a relationship, that's a transaction.
5. Give them the same privileges as you would a member of the media - after all aren't they. They should be granted access to events and interviews, and get access to you.

COURTING ONLINE INFLUENCERS

- Craft a Program
 - Photo Week-end
 - Contest
 - License Content
 - Free Trials

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Let's look at a sample marketing program using our resort as an example:

1. Photo Week-end for 5-10 photo and video bloggers with accommodations on the house. Don't require that they publish. Just ask them to include your resort's name in any tagged work that they publish. And ask them to allow you to use any photos or your website, and perhaps profile a story about the week-end with a photo journal.

2. Sponsor a photo contest – raise the stakes a bit. The winner gets their work featured on your website and a week-end for two at your resort. Maybe use the photos on brochures

3. License content – sponsor a ski week-end for ski bloggers and videographers. Offer to license the best work for your collateral for a small fee, and introduce them to your industry colleagues.

4. Even easier is to offer a 50% discount for the week-end. Make it clear that they were chosen for the quality of their work, and you will leave it up to them as to blogging about the resort. Flatter them, it will get you everywhere.

COURTING ONLINE INFLUENCERS

- Why Blogs?
 - Because they are more complicated and powerful than they appear
 - Search Engine Magic
 - Bloggers Influence
 - Conversation Mining

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Why Blogs, you ask? Why give them such attention? The answer has several components.

First blog search is unique. Because of the way search engines are designed they fit bloggers very well. Descriptive headlines and writing frequently about a narrow subject gets you high points. Using content management systems (like the magazines, newspapers, corporate news) gets low points. Also search engines suppress content that appears to be promotional or catalog in structure. Bloggers tend to be vary aware of the search algorithms and how to best utilize them quickly. And finally, when bloggers get followers, their inbound link counts are very high.

Second, bloggers have influence. 2003 book "The Influencers: One American in Ten Tells the Other Nine How to Vote, Where to Eat and What to Buy" argues persuasively that viral marketing can spread quickly from a smaller group of marketed consumers. However Duncan Watts of Yahoo! used simulations and mathematical models to prove that influencer marketing underestimated the complexity of market in passing on messages. He wrote in 2007 in HBR that if viral marketing gets less the one told person from each influencer, the buzz quickly fades. He argued that you needed a conventional media campaign to keep the buzz alive. But in 2008 in "Influencer Marketing" the authors argued that in traditional marketing campaigns bloggers held little appeal because of their hyper-narrow focus. But they stated that their research showed that "Our best estimate is that, for one market there is a maximum of seven blogs that have measureable influence. That's it – seven!" The best thinking now is that a known trend lifts bloggers and the market, and the bloggers giving the trend momentum, and the market responds with its needs to create sales opportunities. This is know as Wave Marketing.

Thirdly, conversation mining companies are expanding rapidly. These services go for hundreds to thousands a month, and they vary widely in the features they offer. Andiamo,

COMPANY SOAPBOXES

- Southwest Airlines
- Online Podium
- It is Right for Your Business
 - Do You Want to Commit to It?
 - Do You Have a Topic in Mind?
 - Are You Passionate about the Topic?
 - Are You Knowledgeable about the Topic?
 - Do you Communicate Well?
 - Do You Have a Tough Skin?

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Southwest Airlines President in his blog in 2006, discussed the ticketing policy of the airline. Although he admitted to being new to blogging and being in awe that there were people that were as “nuts about Southwest” as we are, he asked for feedback on the possibilities of changing the ticketing policy. Over the ext few weeks hundreds of customers weighed in on the blog with the vast majority being against changing. A total of 650 responses were logged over the next few months.

When a year later the President announced in his blog that the airline was going to keep the current policy with some modifications, over 500 comments responded. The blog became an essential part of the marketing communications infrastructure.

Although Southwest Airlines was a good candidate for blogging having most of their ticket sales over the Internet and having a maverick culture, over the last 5 years 15% of the Fortune 500 have added blogs their business communications.

The blog becomes an online podium, much like a corporate presentation. It allows for comments, allows the moderator to respond to comments, through RSS feeds the blog can be shuttled to client aggregators and spread quickly, they’re quick to update and easy to use, and can support photos, graphics and video.

The question is “Is it right for your business”. Let’s take a short quiz: 1. Do you want to commit to it – blogs must be tended constantly, 2. Do you have a topic in mind – the blog needs a tight focus, 3. Are you passionate about that topic – good blogs have personality and enthusiasm, 4. Are you knowledgeable about the subject, 5. Do you communicate well – you do need to be able to communicate coherently – blogging should be natural, and 6. Do you have a tough skin – others will differ from you and if you accept responses (and I recommend that you do) you will need to keep your cool.

COMPANY SOAPBOXES

- Choose Your Weapon
 - Focus Company Blogs on the Company Rather than the Blogger – Group Blog
 - A Safe Approach is to Blog on Customers Frequently Asked Questions
 - Do Think About the Audience Perspective Over the Company's
 - Update Weekly – Use Keywords to Increase Search Results

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Focus company blogs on the company rather than the blogger – turnover shouldn't crimp the blogging. Maybe group blog.

A safe approach is to use the company FAQ as the basis for blogging – conservative and safe.

Think about the blog from the audience's perspective – this is the key difference between independent bloggers and company bloggers. You are not to create controversy or heated comment, unless it serves a marketing purpose.

Update on a timely basis. A blog that goes dormant is an unread blog.

COMPANY SOAPBOXES

- Choose Your Weapons, cont.
 - Choose Topical Blogs
 - Advocacy Blogs – Focused on Controversy (if appropriate)
 - Promotional Blog
- Choosing a Platform
- Sponsoring a Blogger

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Choose a topic blog – choose a blog about weight loss if you are selling diet supplements or blog about organizations and clutter if you are selling storage products.

Advocacy Blogs are little used but effective tools to create a company position and reputation. McDonalds “Corporate Responsibility Blog” and National Association of Manufacturers “ShopFloor.org”.

The rule of thumb is that blogs should never be used to sell, but can be useful when informing. i.e. event blogs are becoming normal these days.

Choosing a platform is relatively unimportant. As long as the one you choose is that is easy to use, supports different media type and delivers RSS feeds. The two most popular are WordPress and Blogger. Wikipedia.org lists 45 blogging packages that you can choose from.

So thing that has become more popular of late is to sponsor a blogger. It is as easy as buying advertising on BlogAds or Foobooz.com who can deliver 1,500-1,800 bloggers for about \$50 a week. A new trend is advertising companies that deliver branded sites like Starwood in the travel industry and Griffin Hollow in the construction/diy market.

COMPANY SOAPBOXES

- 8 Secrets of Success in Blogging
 - S – Succinct
 - T – Transparent
 - R – Responsive
 - A - Accepting
 - I – Insightful
 - G – Genuine
 - H – Humorous
 - T - Timely

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Succinct – keep entries to 500 words

Transparent – never try to fool or mislead, always reveal your objectives and motivations

Responsive – comments are the nature of conversations, respond and thank them

Accepting – you will hear some negatives, accept them and address their concerns

Insightful – give a reason for people to read your blog

Genuine – show readers that a human being is behind the blog – use personal anecdotes – talk 'I'

Humorous – a funny story or a wry self-deprecating comment will go a long ways toward the above

Timely – make your topics relevant and current, and respond to comments within 48 hours

COMPANY SOAPBOXES

- Podcasting
- Sites for Blogs and Blogging
- Podcasting Sites

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Podcasts are cheap and easy to produce. The market for podcasts is educated and high-income. If that is your market, go for it. B2B is also well served by podcasts.

Search engine Podnova.com lists 90,000 podcasts, many from GM, Kodak, Purina, HP, Wells Fargo IBM, and others. Internal use and B2B are the two top uses according to these companies. Especially audio podcasts that can be played on iPods and MP3 players, but video podcasts are growing.

Blogging:

A Shel of my Former Self / AndyBeard.com / AttentionMax / Bloggers Blog / Business Blog Consulting / Dosh Dosh / **GigaOm** / Joho the Blog / **Mashable** / Micro Persuasion / Robin Good / **Scobleizer**

Podcasting:

Dan Bricklin's Podcasting Setup / Guide to Buying Podcast Equipment / Hot to Podcast Blog / **Podcast Academy** / **Podcasting Tools**

COMPANY SOAPBOXES



The screenshot shows a webpage titled "SmallBiz TechTalk" with the logo for "dwp information architects inc." in the top right. Below the header, there is a navigation bar with "Home" and "About Dwp". The main content area features a "New Meetup Group" announcement dated June 3, 2013. The text describes a new Meetup group in Westlake Village, CA, designed as a small business forum to discuss technology without the sales hype of the "guy speak". The topics to include are listed as: Trends in Business Technology, Social Media Marketing, Cloud Computing, Internet versus Desktop Applications, Small Business Advantages, Mobile Computing Applications, Secure Your Business Tech, and Finding Reliable Business Consulting. A "NO SALES PITCHES ALLOWED" notice is also present. On the right side of the page, there is a search bar, a "View on Facebook" button, a "Like on LinkedIn" button, a "Webinar" section, and a "Links" section with several links.

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My WordPress blog.

CUSTOMER CONVERSATIONS

- Social Networks Come of Age
 - Nikon on Flickr
 - 100,000 members of Starbucks groups on Facebook – not sponsored by Starbucks
 - \$1.2 Billion spent on advertising in social
 - However not as effective
 - Many Networks
 - Many New Applications Added

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In 2006 Nikon decided to go for some branding on Flickr the 800-lb gorilla of photo-based social networks. Ran a campaign based on “Nikon’s Stunning Gallery” giving users a place to show off there work and there was a 3-page advertising insert into BusinessWeek showing the best work. 6 months later there were 50,000 members of various Nikon groups in Flickr.

That is as good as it gets.

\$1.2 Billion spent on advertising in social groups – expect in to grow at 75% a year for the next several years. However, it’s only 5% of online advertising spend.

Polls indicate 4/10,000 remember vs 20/10,000 across the web. Social networks are about people. Personal connection is what is appealing about these networks. For example Facebook had to withdraw a service that revealed purchasing habits when 75,000 protested.

CUSTOMER CONVERSATIONS

- Breaking into Social Networks
 - Tap into Relationships as Partners
 - Establish a Group
 - Keep it Simple

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This is where you can get advantage. Tapping into the social network as partners not sellers. Dell ran a campaign with Facebook that challenged users to define “green”. At the end 7,300 members had played and Dell had a group of 1,300. For Dell is branded as “green” and the whole thing fit into their ReGeneration campaign.

Groups need to be created with care. Always indicate the affiliation of the group. Offer something of value: information, access or a new promo or video, persist – don’t let it go dormant, have fun – if you have fun it’s more likely the members will have fun, and use the digital branding device.

There are a number of books that will teach you how to take advantage of each social network. It is problematic for companies. If you are seen by even one influential member as being non-transparent, you can do untold damage to your reputation.

CUSTOMER CONVERSATIONS

- What Motivate Social Networkers
 - “The biggest value to me is keeping in touch with people I wouldn’t talk to that often.”
 - Being connected to a brand
 - Being connected to connected people

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Motivation is personal connection. However, there is a strong element of quality of connection, i.e. being connected to LouisVuitton or Ferrari brings some penache especially if you are passionate about it, but more so with being connected to connected people. These are your influencers!

CUSTOMER CONVERSATIONS

- And Twitter
 - Micro-blog
 - News Source
 - Customer Service Access
 - Information Source
 - Replaced Texting as Mobile App

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Twitter is the micro-blogger with the buzz!

1. Micro-blog of 140 characters. The influencers are using it constantly. Often they are blogging entries 20-50 times a day.
2. News better than AP, and on-site and in-person
3. Companies use it as companion to 800-number
4. Information sources as most comments refer you to a website
5. A conversation app that has replaced texting often as a mobile app.

COMPANY SOAPBOXES



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My Tweeter site

CUSTOMER CONVERSATIONS

Denis Wilson
Solving Small Business Technology Challenges – Principal Consultant and President of OMP Information Architects Inc.
Member Los Angeles Area

Current • **Principal Consultant at OMP Information Architects Inc.**

Recommended • 18 people have recommended Denis

Connections • 237 connections

Industry • Information Technology and Services

Denis Wilson's Summary
I enjoy being the virtual CIO for small and medium-sized businesses (SMBs) in Southern California's 901 Tech Corridor (Orange and Santa Barbara counties) along with the San Fernando Valley in Los Angeles County.
We manage the implementation and support services so that the total is seamless and predictable. From simple monitoring of the network to full-blown Road-Plan a outsourcing of your business network. I love being a small business owner bringing real value to other small business owners.
For more info on SMB information systems management, e-mail me@denis.com

Denis Wilson's Specialties
Microsoft Small Business Specialist, Small Business Server (SBS), Exchange, Storage (SAN, iStorPoint) and Project Services, Active Directory and Archiving, Office 365, Cloud Backup, Disaster Recovery, Business Continuity, HIPAA Compliance and Security, IP network infrastructure, LAN, WAN, and VoIP, Network, Los Angeles, Camarillo, Agoura, Ojai, Simi Valley, Moorpark, Calabasas, Woodland Hills, Canoga Park, Encino, Tarzana, Sherman Oaks, Chatsworth, Northridge, and Van Nuys

Public profiles powered by LinkedIn
Check out who's online. Sign in to see how

View Denis Wilson's full profile:
• See who you and Denis Wilson have in common
• Get introduced to Denis Wilson
• Contact Denis Wilson directly

Name Search:
Search for people you know from over 10 million professionals already on LinkedIn.
Full Name: _____ Last Name: _____
Company: Denis Wilson Search

Complete Your Profile
Free eBook: 11 Chapters on VoIP Guide to Enterprise Deployment
View eBook

Cold Calling Is Dead
Read the new eBook that explains why cold

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My LinkedIn example

CUSTOMER CONVERSATIONS

The screenshot shows a Meetup group page for "Small Biz Tech Talk of Conejo Valley". The page is in a "pre-announcement" state, indicated by a "1 day 2 hours 48 minutes" countdown timer. The main heading is "Get your Meetup Group ready for its announcement!". Below this, there are three columns of text: "Prepare for your first Meetup!", "Get your group just right!", and "Learn how to organize Meetups!". A "Ready? Announce your group now!" button is centered below these columns. The page also features a "Welcome to Small Biz Tech Talk!" section with a "SmallBiz TechTalk" badge and a "Get Sponsors" section with a "YOUR" badge. The left sidebar contains navigation links like "Home", "About", "Calendar", "Members", "Photos", "Mailing List", "Message Board", "Polls", "Files", and "Promoter".

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My MeetUp site