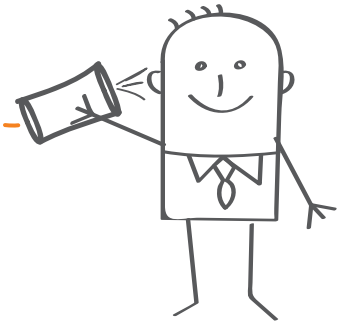


social media

is a powerful tool for business

its purpose is to connect people

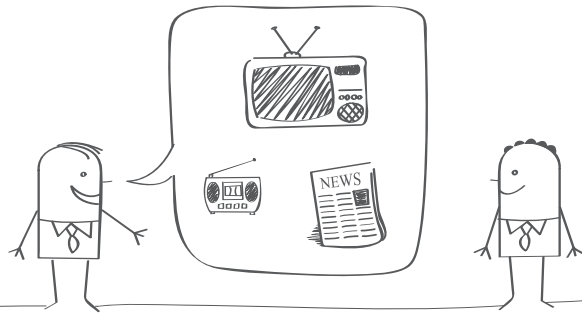


need some convincing??

READ ON



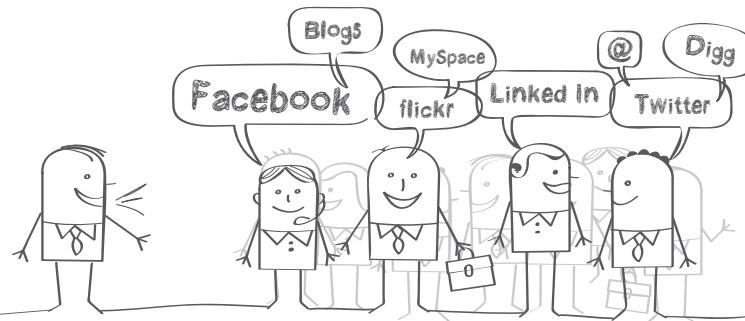
In the past...



1 way communication

Company → Consumer

Now...

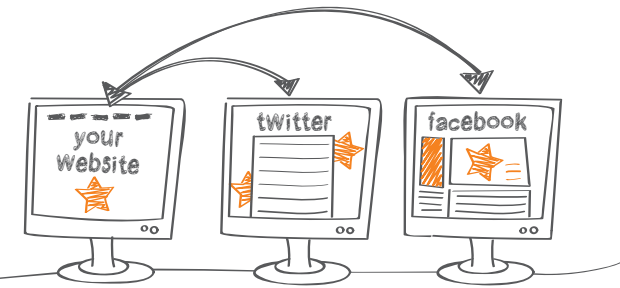


2 way communication

Company ↔ Consumer

↓ ↓ ↓
Contacts

How...



Integrate

- step1 Get a professional website
- step2 Integrate your branding from your website into your social media platforms
- step3 Get going!!

Starting and/or joining these kinds of online conversations allows you to:



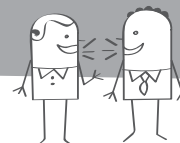
Build relationships

Put a name and face to your company

Understand your competitors better

Demonstrate that your business is innovative

Generate positive word of mouth about your brand

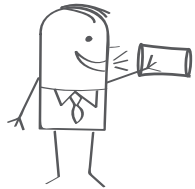


Gain insight into your customers' likes, dislikes, wants and needs

Manage issues and crisis situations by responding quickly

RESPOND

what is out there?



like

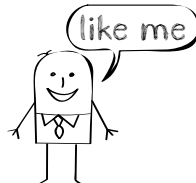
facebook

Facebook is an important tool for promoting your business or blog. Facebook pages are dedicated for business use and offer a cost effective opportunity for small as well as larger businesses. Over the years the popularity of Facebook has continued to grow at a phenomenal rate and now has over 5 million active users all over the world.

Facebook offers a business an opportunity to acquire new customers and drive traffic to its website and promote a business in many ways.

How

- ★ Create and expand your business network on Facebook
- ★ Promote Your Business
- ★ Promote your Website and Blog
- ★ Sell Products in the Facebook Marketplace
- ★ Advertise on Facebook



follow



twitter

Twitter allows users to send and read short, text-based posts called "tweets". You can choose to "follow" the tweets of other people and allow them to follow you.

Twitter is an excellent tool for linking and this is the real value for businesses. By using Twitter to point people to content on your website, articles you have written, or by linking to a service you want to highlight, you drive traffic. Google actually indexes Twitter and so your Twitter page can appear in the organic search results so make sure your bio is well thought out.



78% of consumers trust peer recommendations... only about 14% trust advertisements



about 65 million tweets are generated a day

← WOW



an average of one new user joins LinkedIn every second

connect

LinkedIn

LinkedIn is specifically for building and maintaining business relationships. Users upload details about their work experience and education in order to create a professional-looking profile.

How

- ★ Manage the information that is publicly available about you as a professional
- ★ Find and be introduced to potential clients, service providers and recommend subject experts
- ★ Create and collaborate on projects, gather data, share files and solve problems
- ★ Be found for business opportunities and find potential partners
- ★ Gain new insights from discussions with like-minded professionals in private group settings
- ★ Discover inside connections that can help you to land jobs and close deals
- ★ Post and distribute job listings to find the best talent for your company

what is out there?



share

SlideShare features a vibrant professional and educational community that allows users to include regular comments, add favorites and download content. SlideShare content spreads virally through blogs and social networks such as LinkedIn, Facebook and Twitter. Individuals & organizations upload documents to SlideShare to share ideas, conduct research, connect with others, and generate leads for their businesses. Anyone can view presentations & documents on topics that interest them, download them and reuse or remix for their own work.



watch

YouTube is a video website that allows people to easily upload and share video clips. With YouTube, you give people the opportunity to find out who you are and what you are all about. If you are constantly uploading videos about what you are doing and that excites people, they are going to want to follow you and potentially work with you!

quick
fact



**Business 2 Business use
social media more than
Business 2 Consumer**



rank



Digg is a free web site that lets its Internet community rank pages on the Internet. The more diggs a page gets, the higher its popularity rank. Digg is currently one of the most popular social networking sites on the Web and is a powerful tool for driving traffic to your website or blog.

Blogging

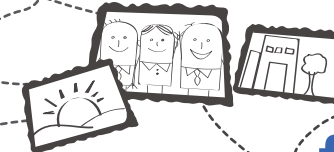
post

The most well known of social media forms. Blogs act as a frequently updated hub of contextual information where users can get involved and give their input through comments.

myspace

listen

MySpace has largely built its popularity based upon its comprehensive music service where bands can upload tracks directly to their profile for fans to listen to, even launching its own record label.



flickr

Flickr is an online image and video hosting website that lets you share that "picture worth a thousand words" with millions of people. You can share photo's of events, new products and search for photo's to get a sense of what is popular.



and many many more



Social media services we offer

- ➔ Social media strategy and implementation
- ➔ Setup of social identities
- ➔ Twitter profile design
- ➔ FaceBook branding and implementation
- ➔ LinkedIn setup
- ➔ Blog creation
- ➔ Integration of all social media elements with your current website or we can create a professional website for you
- ➔ Training on how to get started and assistance with finding your social media rhythm in the quickest and easiest way



Social media is ever-changing, new and exciting platforms are being developed all the time.
Our job is to keep you in the loop.

social media
is NOT a fad

It's THE way we now communicate with our... friends, clients, prospects, grandmother, colleagues, investors, mechanic, doctor, teacher, dietician, veterinarian, grocer, hair dresser... and social media guru :)

