

## Social Media for Business

*"Is Social Media a Fad?"\**

### Facebook:

*"If Facebook were a country, it would be the world's fourth largest."\**

#### 1. Facebook Basics

- a. Profile vs. Page vs. Group
- b. Branding elements

#### 2. Who's using Facebook?

- a. Popularity / Impact
  1. 300 million Facebook accounts and growing daily.
  2. 276% growth rate in the 35-54 year-old age bracket.
  3. 55+ is not far behind with a 194.3% growth rate.
- b. Demographics
  1. The Younger age bracket 18-26 is still the largest, but it's also the slowest growing category.
  2. More females than males (55% - 45%)

#### 3. Why are Businesses using it?

- a. Branding
- b. Awareness
- c. Relationship Building
- d. Marketing
- e. Recruitment: Careers/jobs

#### 4. Other Considerations

- a. What support we may need from the organization before going forward?
- b. Measuring results/success of our Facebook presence?
- c. How will we use/promote Facebook?

### Twitter:

*"80% of Twitter usage is on mobile devices, people update anywhere, anytime. Imagine what that means for bad customer experiences."\**

#### 1. What is Twitter?

- a. Directories
- b. Optimizing your Twitter profile

#### 2. How can Twitter be used for businesses?

#### 3. Brand Monitoring through Twitter

- a. Hootsuite, Tweetdeck, etc.

### Blogs:

*"There are over 200,000,000 blogs. 54% of bloggers post content or tweet daily."\**

#### 1. What is a blog?

- a. Types

1. Personal
2. Corporate and organizational
3. Genre: political, fashion, etc.

**2. Blogging Community**

- a. "Blogsphere"
- b. Blog search engines
- c. Blog directories

**3. Blogging Effect**

- a. On Advertising
- b. On Politics
- c. On journalism
- d. On Mass Media/Pop culture (Perez Hilton Effect)

**4. Blogging for Business**

**5. Interesting facts:**

- a. "25% of search results for the World's Top 20 largest brands are links to user-generated content."
- b. "34% of bloggers post opinions about products and brands."

**YouTube:**

**1. Video sharing website**

**2. Social Impact**

- a. First tool that allowed users to share videos online, easily.

**4. YouTubing for Business**

**5. Interesting Facts**

- a. "YouTube is the 2nd largest search engine in the world."
- b. "> 100,00,000 videos"
- c. 4th most visited site on the web after it beat out Microsoft's Live.com and MSN, with 85.1 million U.S. visitors.
- d. More than 120 (120.3 to be exact) million U.S. citizens in July 2009. That's over 1/3 of the entire U.S. population

**LinkedIn:**

*"80% of employers are using LinkedIn as their primary tool to find employees."\**

**1. Latest LinkedIn Facts** (source: <http://press.linkedin.com/about>):

- a. LinkedIn has over 47 million members in over 200 countries and territories around the world.
- b. A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S.
- c. Executives from all Fortune 500 companies are LinkedIn members.

**2. Personal Profile:**

- a. Connect with business professionals / Trusted connections
- b. Online resume

**3. Business Page:**

- a. Online Resume for your Business: Summary, Logo, Specialties, Current Employees, Popular Profiles,

New

Hires, Headquarters, Blog feed

#### 4. Q&A

*"Social Media isn't a fad, it's a fundamental shift in the way we communicate." \**

\*Source: Social Media Revolution, <http://socialnomics.net/video/>

## About Purple Trout, LLC

At Purple Trout, LLC, we live, think, breathe, eat, drink (and sometimes sleep) Search Engine Optimization, Search Engine Marketing and Social Media Optimization.

Unlike other companies who make these services an extra line item on their invoices, providing search engine services is the *only* thing do – and we do it well. In fact, we treat every client's website as if it were our own.

We specialize in all things relating to search: higher rankings for our clients in Google and other search engines; clicks, traffic and conversions in pay-per-click campaigns, and reaching wider audiences through social media efforts such as Facebook and Twitter.

We are located in Newport, Kentucky near Newport on the Levee. Our full-time and on-site staff includes organic, paid and social media specialists, as well as researchers, link builders and writers.

At Purple Trout, we specialize in three specific areas of search engine marketing:

- Search Engine Optimization – Improving your website's overall ranking in Google, Yahoo and Bing search engine results so potential customers and clients can find you when they search for your business, products and services.
- Pay Per Click Campaigns – PPC set-up and management services for your online advertising campaigns in Google, Yahoo, Bing and other search engines.
- Social Media Optimization – Taking your business to the next level on the Internet with Facebook for business, blogging, LinkedIn, Twitter and other online social media efforts.

Our clients are informed and educated so they can understand the process and participate in our efforts. In addition, we provide and share a private web portal with our clients allowing them 24/7 access to reports, research and updates.

Each client is assigned a team, which includes our Client Coordinator, an SEO Researcher, a Link Builder, a Social Media Specialist and a Writer (depending on your level of engagement).

**Purple Trout, LLC**  
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