

(summary of key points)

## **REAL SOCIAL MEDIA STRATEGIES FOR SMALL BUSINESS – Practical, Simple solutions to Help Grow Your Business Using Social Networking**

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**Summary:** Unlike many seminars about social networking, this session focuses on REAL strategies, concepts, and specific actions that business owners can use to grow their spheres of influence, and increase revenues using social networking sites today. Participants will learn the best practices for capitalizing on the social media boom, while spending no more than 20 minutes per day on these activities.

# **Segment 1: Statistics and Demographics Referenced During Presentation**

## **Facebook Total US Users (according to i-strategy labs)**

- June 2008 – 26.4 million
- Jan. 2009 – 42 million
- July 2009 – 71 million
- January 2010 – 103 million

This represents a growth of **390%** in just 18 months!

## **Facebook Demographics (slides included)**

- Largest age group as of January 2010 is 35-54 – **29%**
- Largest growth of age group in 2009: **55+ - 922%**
- More users **over the age of 35**, than under the age of 24

## **Overall Internet Traffic**

- Facebook exceeded Google for the first time in March 2010 in weekly US Internet traffic

## **Segment 2 – Top Strategies**

### **Facebook**

- ❑ Remember the **5 to 1 rule** – interact with 5 other profiles for every post on your own profile, and 5 non business posts for every 1 business post on Facebook personal profile.
- ❑ **Thank someone**, congratulate someone, share someone’s joy, console someone’s sorrow
- ❑ Record **birthday video greetings**, instead of just posting on someone’s wall – mention your company name if appropriate “Happy Birthday from all of us here at Team Carroll Real Estate Professionals” Use your webcam, and facebook will automatically detect it.
- ❑ Create “**Fan Page**” for your business and invite your contacts to join. ([www.facebook.com/pages](http://www.facebook.com/pages) - then click “create page”) Or watch You Tube Video I suggest below. Invite friends to your fan page.
- ❑ Create “**Reviews**” on your fan page, and ask for reviews from your “raving fans” first. Thank them by commenting on the review. (use “edit page”, and add “review” application)

### **Linked In( [www.Linkedin.com](http://www.Linkedin.com))**

- ❑ Write **1 recommendation per week** for someone in your Linked In connections
- ❑ **Join groups**. Start answering questions from your peers
- ❑ **Find contacts that your contacts recommend**, and ask to connect with them
- ❑ Connect with individuals from your **prior career** or business

### Twitter ([www.Twitter.com](http://www.Twitter.com))

- ❑ **Search for relevant people** to follow by using the hash tag (#) feature
- ❑ Tag **relevant** posts by topic using hash tag (**#realestate, #retail, etc**)
- ❑ **“Re-Tweet”** at least 1 other post each time you log on
- ❑ Engage in relevant conversation using the **@ tool** (@TeamCarroll, etc)
- ❑ **Research your followers** by reading their profile, and block them if inappropriate
- ❑ Remember it’s a mini blog site, so link to your blog (using bit.ly) with teasers. The more unique and relevant, the more clicks, the more followers, and the more potential relationships

### Blog

- ❑ Create a blog site, either on your homepage, or via **wordpress.com**, and post 1 article weekly. Short, relevant articles. What’s newsworthy about your business or industry?
- ❑ Link your Fan Page to your blog and/or your homepage via “networked blogs” application

### General Ideas/Mobile Connectivity

- ❑ Remember the “dress code” and use common sense “real life” networking and socializing **etiquette**
- ❑ Download mobile applications for your i-phone, blackberry, smart phone and scroll through profiles while you’re waiting for an appointment to show (not while driving)
- ❑ Utilize tracking tools such as **bit.ly** to see how many people are clicking on your posts
- ❑ As you gather business cards or meet new people, ask if you can connect with them on LinkedIn, Facebook, and send them a personal note also
- ❑ **BE YOURSELF**, and don’t be afraid to share on these sites

- Promote your profiles on these sites (business cards, marketing materials, websites to encourage followers)

### **Segment 3 – Resources for More Information and Helpful Time Saving Applications**

[www.Mashable.com](http://www.Mashable.com) – social media news and tips

[www.TweetDeck.com](http://www.TweetDeck.com) – application to manage Twitter feed in one location

[www.SocialOomph.com](http://www.SocialOomph.com) – twitter tool

<http://bit.ly> – shorten your links to post to social media sites, and track how many clicks

[www.WordPress.com](http://www.WordPress.com) – free blog hosting site

[www.CrackBerry.com](http://www.CrackBerry.com) – resource site for blackberry users

[www.ping.fm](http://www.ping.fm) – manage your social media posts from one location

## **3<sup>rd</sup> Party “How To” Videos**

<http://bit.ly/c8Jih1> - how to create a fan page for your business on Facebook

<http://bit.ly/aJ96A9> - getting started with Twitter

<http://bit.ly/djoryj> - more detailed info on customizing Twitter account

<http://bit.ly/biOYA0> - “Linked In for Dummies” – site explanation and basic info (profile, recommendations, groups, etc)

\*\*Remember to schedule your complimentary 30 minute consulting session with Sean Carroll to go into as much detail as you’d like about social media, or any other aspect of your business you’d like help with\*\*

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