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## Social Media & The New Face of Online Marketing

★★★★★

SEARCH

42<sup>nd</sup> Annual Conference & Indoor Air Expo  
March 07, 2010  
Tampa, FL



Presented by: Brian Kraff, CEC & Co-Founder  
Market Hardware, Inc.

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## Agenda

- What is "Web 2.0"?
- Should I Care About Social Networks?
- More in-depth: Facebook & Twitter
- Critical in 2010 & 2011: Online Reviews
- Critical Now – Google Maps!





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## What is WEB 2.0?

- Simply, it is a MORE interactive way in which people communicate and share information across the Web.
- The term was created in 2004
- It defined the comeback of Web companies after the Dot.com bust of 2001
- It is NOT a technological system upgrade to the Internet.
- It IS a change in the way people USE the Internet.
- Think of Web 1.0 as 1-to-1 communication.
- Think of Web 2.0 as 1000s-to-1000s communication


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## This is WEB 2.0....

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## WEB 2.0 is....

- Social Networking Sites – Facebook, Twitter, MySpace
- Business Networking Sites – LinkedIn
- Blogs – Blogger, Wordpress, Twitter
- News & Opinion Syndication Feeds – Digg, RSS
- Video & Communications Sites – YouTube, Flickr, Skpe
- Customer Ratings & Opinion Postings -- Google Maps, Angie's List, Service Magic, Yahoo Local, Yelp, CitySearch, etc.

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## Blogs – Gone the Way of the Dinosaur

A **blog** (a contraction of the term **weblog**) is a website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.

**In 2008 – Contractors *thought* they needed a blog.**

**In 2010 – Blogs are now all but dead. Now replaced by Facebook and Twitter.**

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## Social Media – Facebook & Twitter

**Facebook** is a free social networking website where users can add "friends" and send them messages, and update their personal profiles to notify friends about themselves. Facebook is the most used social network by worldwide monthly active users.

**Twitter** is a free social networking and "micro-blogging" service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*.

facebook      twitter

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## Advantages – Facebook & Twitter

1. Search Engines love Twitter!  
(Facebook does not have the same SEO value... yet).
2. Google recently started indexing Twitter postings.  
So, over time if you keep your Twitter account very active, it will likely help your 'natural' search engine ranks (no guarantees of course).
3. It's free to setup and maintain both Twitter and Facebook accounts.
4. They can help make your company look like an authority.
5. They are a great way to connect with your *current* clients.

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## Disadvantages – Facebook & Twitter

1. You must invest enormous amounts of time & energy to keep your accounts current... you need to invest at least 2-4 hours per week creating and posting fresh, interesting content.
2. If you don't keep it current, visitors will wonder why.
3. It's very difficult to find and keep "fans."
4. You'll likely be disappointed with the amount of *new* client leads you get.
5. This is not advertising – It's a way to create "buzz."

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### Do I need Facebook or Twitter ?

**It all depends on your level of Web savvy!**

- These services are primarily used for socializing with friends and family. NOT for business lead generation.
- It is free to setup an account. So, nothing to lose.
- These services can be good places to post special coupons, FAQs, notes on recently successful jobs, industry expertise, etc.
- They can link off your business website, but should not replace it.
- In short, we believe Facebook & Twitter are good for Customer Retention, but not Client Acquisition.
- You should not expect lots of new leads from Facebook or Twitter.

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### 4 "MUST-Dos" Before Twitter or Facebook....

- ✓ Make sure your Website is Professional and designed to be "2010 Ready."
- ✓ Get your business profile listed on Google Maps and the other local search directories
- ✓ Advertise on Google, Yahoo, and Bing for LEAD generation
- ✓ Get positive reviews from your customers on Google Maps, Yelp, Citysearch, Angie's List, etc.

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### Social Media Services we LOVE...

**YouTube** is a free Web Video sharing service owned by Google. Users can watch the videos, while registered users are permitted to upload an unlimited number of videos. Best of all, it is easy to incorporate your YouTube videos into your website for free.

**Flickr** is a free online photo management and sharing application. It is owned by Yahoo. Once you've joined Flickr, adding photos is very simple. Just like YouTube, your Flickr photo galleries can easily be incorporated into your website at no cost.

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## Online In 2010, Local Matters

Fact: 70% of consumers go online to research an 'off-line' purchase.

Fact: 400,000,000 'local web searches' are performed each month.

What you should do: Search for 'heating repair' and 'Your Town' on Google.

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## Getting to Page 1 - Local Listings

- Local listings are like the phonebook's white pages - FREE listings of core business information
- Available on the major search and directory sites: Google, Yahoo!, MSN, InsiderPages, CitySearch, Local.com and more
- You can sign up for free local listings or purchase affordable premium local listings

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## What is a 'Local Listing'?

Google (plumbing doylestown, pa)  Search Maps Show search options

Get Directions My Maps

**Knieze's Plumbing & Heating**  
 2639 Old Estate Rd  
 Doylestown, PA 19042  
 (610) 348-2113  
 kniezesplumbing.com

Get directions To here From here Edit

Overview Details (0) Reviews Web Pages (0)

Customers Service: Industrial  
 Products And Services: Gasline and Myers Pumps, Remodeling  
 Payment Options: Discover, MasterCard, VISA  
 Hours: Mon-Fri: Weekdays Open Saturdays  
 Hours from doylestown.com  
 Payment accepted: MasterCard, Visa  
 Show items

Is it Correct?

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## Local Listings – Yahoo & Microsoft

Local Results for Heating Repair near Atlanta, GA

AAA Carpet Cleaning \*\*\*\*\* (11)  
 (770) 954-8399 - Atlanta, GA  
 12 Reviews

AAA Carpet & Upholstery Cleaning \*\*\*\*\* (12)  
 (770) 954-8399 - Atlanta, GA  
 12 Reviews

Dig Cleaning Experts Atlanta \*\*\*\*\* (7)  
 (770) 954-8399 - Atlanta, GA  
 7 Reviews

2 More Local Results

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## Local Listings – 100s of other Directories

Local.com

Atlanta, GA Metro @ Citysearch

Results for Atlanta, GA Metro Heating Repair

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## Local Listings - Google Maps "10-Pack"

Google

Heating repair philadelphia

Results 1 - 10 of 41

Not Here  
These are paid ads  
Sponsored Links

HERE!!  
Google Map's "TEN PACK"

Not Here  
These are "Organic Results"



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### Web 2.0 – Recommendations Summary

1. It's free, so create **facebook** & **twitter** accounts.
2. Create a photo gallery page for your business on **flickr**
3. If you have professionally edited video, upload it to **YouTube** then link it back to your website.
4. Don't worry about creating a Blog – they are all but dead. **Blogger**
5. Monitor your Online Customer Reviews. **★★★★**  
And, proactively seek positive responses from your best clients.
6. **MOST IMPORTANT**. Make certain you have a **Google** account!!

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## QUESTIONS?

**Visit our Booth for:**

1. Free Website Evaluation & Critique
2. Free Web analysis of You vs. Your Competitors
3. Free Search Engine Consultation

**acca@markethardware.com**  
**www.ACCA-WebSuccess.com**

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