



# Sara Isenberg Web Consulting & Project Management

Web Projects, Social Media, Email Marketing, Strategic Relationships

## Expand Your Reach with Social Media!

Using LinkedIn, Facebook, Twitter, and blogging

*to bring more visitor traffic to your business website*

**Sara Isenberg, Web Consultant and Project Manager**

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&

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## SOCIAL MEDIA MARKETING MADNESS





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## AGENDA

6:30 – 6:45	Introduction
6:45 – 7:00	Overview
7:00 – 7:25	LinkedIn
7:25 – 7:50	Facebook
7:50 – 8:05	(break)
8:05 – 8:30	Twitter
8:30 – 9:00	Blogging
9:00 – 9:30	Wrap up and Q&A



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## INTRODUCTIONS

**Karen Kefauver**

**Sara Isenberg**

**YOU:**

- **Your name**
- **Your business**
- **Your top goal of what you're here to learn**



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## INTRODUCTIONS (continued)

(raise your hand)

- **Who has a website?**
- **Who has a LinkedIn account?**
- **Who has a Facebook Profile (personal account)?**
- **Who has a Facebook Page for business?**
- **Who has a Twitter account?**



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## OVERVIEW

- Social Media for marketing is now considered to be a best practice for any business and is now a basic component of any marketing plan.
- Think of Social Media as a bag of tools.
- Become familiar with the Social Media tools and then use the ones you want to use. You don't have to use all of them!
- Make sure your website content is relevant and interesting to your audience.
- If you sell products or services, then your website is primary and the Social Media is secondary! Use Social Media to lead clients to your website.

**[Now, Karen will talk about LinkedIn, Facebook, Twitter.]**



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## BLOGGING – Why Blog for Business?

- It's a way to add new content easily to your website or online presence.
- It allows direct communication, and helps you build a community or “tribe” of folks who are interested in your product, service, or message.
- It's a great way to raise your (SEO) search engine rankings.
- It's low cost.
- It's good for public relations and outreach.
- It's quick. Compared with prep required for any traditional media marketing, posting a blog is quick.



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## BEST PRACTICES FOR BUSINESS BLOGGING

- Create compelling content.
- Find a voice.
- Use keywords.
- Keep it fresh... post on a regular basis.
- Engage in a casual conversation with readers.
- Include images when possible.
- It doesn't have to be perfect.



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## INTEGRATING YOUR WEBSITE and SOCIAL MEDIA

<http://www.hotdesign.com/>

Easy to find Scott Design on LinkedIn, Facebook, Twitter

<http://www.karenkefauver.com/>

Easy to find Karen on LinkedIn, Facebook, Twitter.

<http://saraisenberg.com/>

Easy to find Sara on LinkedIn, Facebook, Twitter.



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## EXAMPLES – A look at some local businesses Blogs:

- <http://bookshopsc.com/>
- <http://blog.hotdesign.com/>
- <http://blogs.hartsfabric.com/>
- <http://www.museumtwo.blogspot.com/>
- <http://streetlightsc.wordpress.com/>
- <http://www.santacruzsentinel.com/blogs>
- <http://saraisenberg.com/blog/>
- <http://karenkefauver.blogspot.com/>



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## Blogging Resources

- Business Blogging Best Practices:  
<http://socialmediab2b.com/2009/06/business-blogging-best-practices/>
- Business Blogging Best Practices (video):  
<http://everything.typepad.com/blog/2009/02/typepad-business-class.html>
- Blogging Best Practices:  
<http://www.echoditto.com/blogging>
- 5 Steps to Reduce the Pain of Starting a Business Blog  
[http://blog.hubspot.com/blog/tabid/6307/bid/6687/5-Steps-to-Reduce-the-Pain-of-Starting-a-Business-Blog.aspx?source=Blog\\_Email\\_%5B5+Steps+to+Reduce+th%5D](http://blog.hubspot.com/blog/tabid/6307/bid/6687/5-Steps-to-Reduce-the-Pain-of-Starting-a-Business-Blog.aspx?source=Blog_Email_%5B5+Steps+to+Reduce+th%5D)



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## Build a Blog or Website with WordPress

For Beginners!

Tuesday, October 12, 6:30pm – 9:30pm, NextSpace

Register w/ SC Parks & Rec

### Topics include:

- Why blog, anyway
- Bringing visibility to your business or non-profit
- What if you don't consider yourself to be a "writer"
- Live Demo: Using WordPress.com to create an easy-to-use, simple, free blog or website.



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## **Santa Cruz Parks & Rec Winter/Spring 2011**

### **- Expand Your Reach with Social Media (again!)**

Tuesday, February 1, 2011, 6:30pm – 9:30pm

### **- Intro to WordPress.com for Free Website or Blog**

Tuesday, March 1, 2011, 6:30pm – 9:30pm

## **Karen's upcoming classes:**

### **Twitter for Business for Beginners**

Wednesday, September 29, 7-9pm

Capitola Book Cafe

Details: <http://www.capitolabookcafe.com>

To register, call 831-462-4415

### **LinkedIn for Business**

Thursday, October 7

Beginner: 11:30am-1pm. Advanced: 1:30-3pm

Best Western Seacliff Inn

Details: <http://www.aptoschamber.com>

To register, call 831-688-1467



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- Wrap up
- Questions & Answers

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