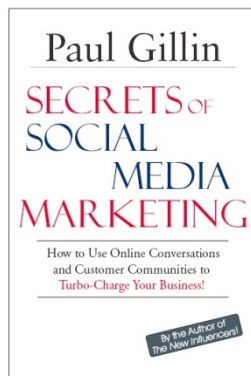


Ten Secrets of Social Media Marketing

Thank you for joining us.

You must dial in using the phone numbers on the right of the screen in order to hear the presentation.

Today's Special Guest:
Paul Gillin



REDKEN
5TH AVENUE NYC



The
McGraw-Hill
Companies



DEPARTMENT OF
HEALTH



Russell Stover
CANDIES®

About Listrak

Email Marketing Service Partner



WELCOME!



Over 600 attendees

CBS Television

Classmates.com

Columbia Sportswear

Football Fanatics

Hitachi

Motorola

Starwood Hotels

Tennis Industry Assoc.



- For audio – dial in using the numbers on the right
- To ask a question – use the chat feature on the right
- This webinar is being recorded – you will receive a copy within the next two days
- We're giving away 50 copies of Paul Gillin's new book "Secrets of Social Media Marketing" – winners will be notified via email by the end of the day

Before we get started...

717.627.4528

www.listrak.com





Ross Kramer
CEO
717.627.4528 x304
rkramer@listrak.com



Paul Gillin
508-202-9807
paul@gillin.com
www.gillin.com

The presenters

Contact us with questions



- Mainstream media is downsizing
- New voices are gaining influence
- Loyalty is shifting to topics and authors
- Marketers are becoming publishers
- Search is the new circulation
- We are never going back

New media rules



Secret #1

**Don't fear
negativity**



Command and control doesn't work



June 14, 2007

INSIDERS

22 Confessions Of A Former Dell Sales Manager



Command and control doesn't work



June 14, 2007

INSIDERS

22 Confessions Of A Former Dell Sales Manager

“Please remove the posting located at the following link:

<http://consumerist.com/consumer/insiders/22-...>

It contains information that is confidential and proprietary to Dell.”



Command and control doesn't work



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BACKEND

Dell Demands Takedown Of Our "22 Confessions Of A Former Dell Sales Manager"



UPDATE: Dell Admits Error In Asking Consumerist To Remove Post

from Tracy Holland

3660
diggs



Command and control doesn't work



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It contains information that is confidential and proprietary to Dell."



3660

digg

[Dell demands takedown of the 22 confessions of a Dell rep.](#)

Another corporation trying to silence the watchdogs.

digg it

Submitted: 66 days ago, made popular 64 days 1 hour 37 minutes ago

BACKGROUND

Dell Demands Takedown Of Our "22 Confessions Of A Former Dell Sales Manager"



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INSIDERS

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"Please remove the posting located at the following link:

<http://consumerist.com/consumer/insiders/22-...>

It contains information that is confidential and proprietary to Dell."



Dell's 23 Confessions

Now's not the time to mince words, so let me just say it... we blew it.... instead of trying to control information that was made public, we should have simply corrected anything that was inaccurate. We didn't do that, and now we're paying for it.

June 16, 2007

BACKEND

Dell Demands Takedown Of Our "22 Confessions Of A Former Dell Sales Manager"



UPDATE: Dell Admits Error In Asking Consumerist To Remove Post

from Tracy Holland

3660
diggs



3660
digg

[Dell demands takedown of the 22 confessions of a Dell rep.](#)

Another corporation trying to silence the watchdogs.

digg

Submitted: 66 days ago, made popular 66 days 1 hour 37 minutes ago

- Respond to every comment, both pro and con
- Involve every stakeholder in the conversation
- Respond constructively and thoughtfully
- Integrate customer advice into the business
- Cut negative sentiment by 60%, improve new product performance

Direct2Dell

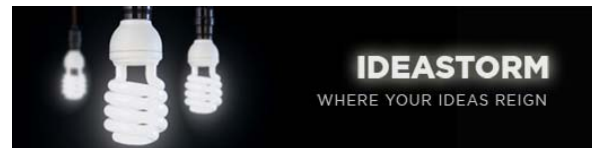
▶ Community Home

▼ Blogs

Direct2Dell

- Cloud Computing
- Dell Channel Blog
- Dell Student Union
- Dell Shares
- HPCC
- Ideas In Action
- Inside IT
- Simplify & Save
- Small Business
- SystemsEdge
- Virtualization Frontier

Dell's new approach



“If a company does something wrong and then fixes it, it stirs up much more customer loyalty than if they didn’t do something wrong in the first place.”

*Ben Popken
Editor-in-chief, The Consumerist*

Be human



Secret #2

**Start with the
goal, not the
tool**



Strategy drives technology

Business Goal	Social Media Tool					
	Blog	Podcast	Video	Social Network	Private Community	Recommendation Engine
Build Customer Community	•		•	•	•	•
Counter Negative Publicity	•	•	•			•
Crisis Management	•	•	•	•		•
Customers Conversation	•			•	•	
Expose Employee Talent	•	•	•		•	
Generate Website Traffic	•		•			•
Humanize The Company	•	•	•		•	



- Discussion Forums – tactical and impersonal
- Blogs – the online equivalent to publications
- Microblogs – short, fast and frequent
- Podcasts – add depth, lose interactivity
- Social Networks – listening posts
- Social Bookmarking Sites – drive awareness
- Online Video – flexible but complex
- Email Marketing – ties it all together

Tools at your disposal



Secret #3

Embrace niche markets





BACON

Group Pool | Discussion | 1,724 Members | Map | Join This Group

Slideshow Share This

Niche markets are:

- Knowledgeable
- Engaged
- Responsive
- Helpful
- Spenders



NEW From [Beep Beep Your...](#)



NEW From [philtromdublin](#)



NEW From [jillymcillerson](#)



NEW From [Finbar!](#)



NEW From [Ted Van Pelt](#)



NEW From [xsquared](#)



NEW From [mickdansforth](#)



NEW From [Rocky IV](#)



NEW From [professor evil](#)



NEW From [professor evil](#)



From [rachel is...](#)



From [techmsg](#)



From [techmsg](#)



From [techmsg](#)



From [hellaOAKLAND](#)



From [hellaOAKLAND](#)



From [cyclone bill](#)



From [Mark E Thomas](#)



From [mickdansforth](#)



From [eastsidegiggler](#)



From [YROG in Bristol](#)



From [Snappy Shop](#)



From [hellaOAKLAND](#)



From [mickdansforth](#)



From [hellaOAKLAND](#)



From [hellaOAKLAND](#)



From [hellaOAKLAND](#)



From [yasmapaz &...](#)



From [rentavet](#)

Secret #4

**Empower
your people
to speak**



“It is the responsibility of corporate communications to support each employee’s capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.”

--From *The Authentic Enterprise: Relationships, Values And The Evolution Of Corporate Communications*
Arthur W. Page Society, Dec., 2007

A new mandate



The power of peers



evolution of Security

TERRORISTS EVOLVE. THREATS EVOLVE. SECURITY MUST STAY AHEAD. YOU PLAY A PART.

3.11.2008

Apple MacBook Airs are Cleared for Takeoff

So I was looking through my Google Alerts yesterday morning and something caught my eye. From a cursory glance of the day's blog entries, it looked as if the TSA was denying travel to Apple owners. I've never taken part in the war between Mac & PC users... I've used both and I enjoy



Photo Courtesy Apple.com

Blog Home

About This Blog

This blog is sponsored by the Transportation Security Administration to facilitate an ongoing dialogue on innovations in security, technology and the checkpoint screening process.

Meet Our Bloggers

Hot Topics

- Shoes
- Liquids
- Inconsistencies
- Lighters, Nail Clippers and Lithium Batteries
- Gripes & Grins



Secret #5

Learn to listen



Little-known gems

Social bookmarking sites



Meta Search

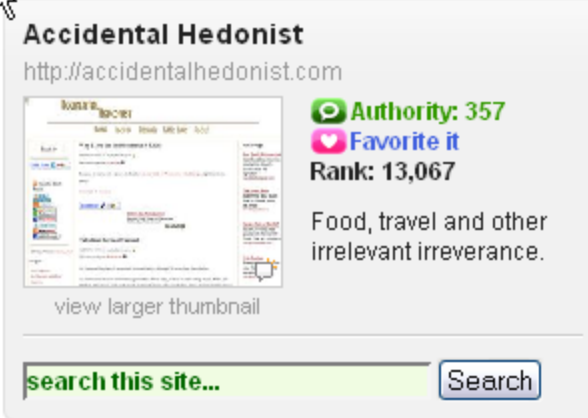


Specialized Search



Measure popularity

The Technorati profile indicates popularity...



The screenshot shows a Technorati profile for 'Accidental Hedonist' with the URL <http://accidentalhedonist.com>. The profile includes a small thumbnail of the website, a 'view larger thumbnail' link, and key statistics: Authority: 357, Favorite it (with a heart icon), and Rank: 13,067. A description below the statistics reads 'Food, travel and other irrelevant irreverence.' At the bottom of the profile is a search bar with the text 'search this site...' and a 'Search' button.

And the magic Google
"link:" command
confirms it

Results 1 - 10 of about 8,130 linking to www.accidentalhedonist.com.



Go beyond Google

Hillbilly Housewife save this
to food recipes cooking cheap frugal ... saved by 649 people

Healthy Family Recipes - Low Fat Recipe, Quick Meals, Fast Dinner save this
to recipes food cooking recipe health ... saved by 183 people

Search simple recipes to gourmet meals with how to videos and helpful step by step instructions! save this
to recipes cooking food recipe search ... saved by 345 people

Welcome to SavingDinner.com save this
to recipes cooking food menu organization ... saved by 206 people

Simply Recipes Food and Cooking Blog save this
to recipes food cooking blog recipe ... saved by 3469 people

What the World Eats | Photo Essays | TIME save this
to food culture photography world photos ... saved by 343 people

Woman's Day Magazine - WomensDay.com - health, recipes, family, travel, home, crafts, money, style, horoscope
to magazine magazines recipes health food ... saved by 117 people

Kraft Foods - Great Recipes and Food Ideas save this
to recipes cooking food kraft baking ... saved by 434 people

FamilyFun: Fun stuff for Kids, Parents - and More Family Fun save this
to kids family crafts parenting fun ... saved by 576 people

VegFamily magazine - Raising Vegan Children, Vegan Pregnancy, and Vegan Recipes save this
to vegan vegetarian recipes food health ... saved by 142 people

marthastewart.com - Recipes, Gardening, Crafts, Weddings, Home Decorating, Baby and Kids save this
to recipes crafts home cooking food ... saved by 1004 people

Clean house, cut clutter and get organized at home! - OrganizedHome.Com save this
to organization home productivity lifehacks cleaning ... saved by 1070 people

MomsMenu.com © 2006 - Family Cooking Made Easy, Recipes, Family Food, Kids Cooking & More! save this
to recipes cooking food recipe menu ... saved by 15 people

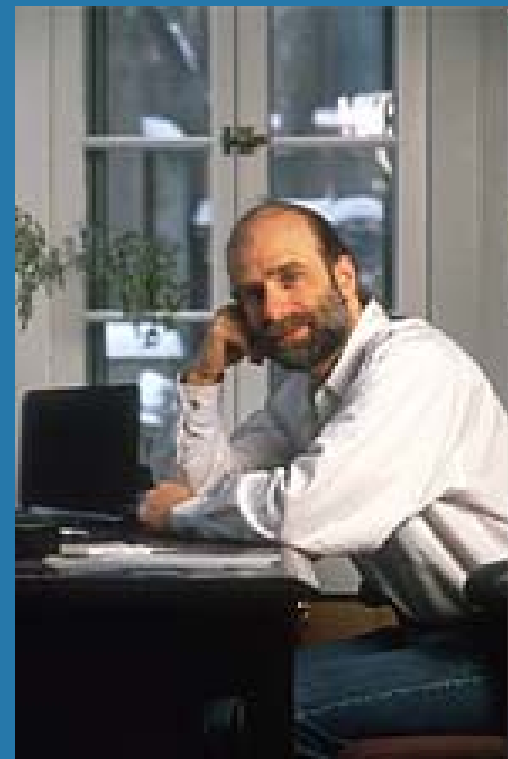


Secret #6

**Think like a
publisher**



- Technorati rank: 714
- Technorati fans: 146
- Google Indexed pages: 3,760
- Alex ranking: Top .17%
- Inbound links: 10,542
- Del.icio.us bookmarks: 2,068
- New York Times citations: 136
- Computerworld citations: 193
- InformationWeek citations: 72
- Newsletter subscribers: 130,000



Schneier on Security

A blog covering security & security technology

Just one guy



Advertise and educate

STACKS AND STACKS

CLUTTER CONTROL FREAK BLOG

Advertise on Clutter Control Freak!

Wanna be a movie star?



Or at least feel like one...

Come see us!
[Read more...](#)

Save Your Photos & Your Sanity!



Tired of photo chaos?

Learn how to organize and safeguard your entire photo collection *in as little as 10 days!*
[Read more...](#)

[Click here to submit an ad!](#)

[blog advertising](#)
is good for you!

► Happy Valentine's Day

By [Eva Wallace](#)

Here's a great big "I love you" to all our readers! Absolutely nothing to do with organization, or anything for that matter, but highly cute!



Posted February 14, 2008, filed in [Just for Fun](#), [It's That Time](#)

 [Share This](#)

Tags: [valentines day](#) [talking dog](#) [pugs](#) [clutter control freak blog](#) [stacksandstacks.com](#)

[Trackback URL](#)

[2 Comments](#)

Clutter hacks you can live with

Clutter Control Freak -- [Stacks and Stacks'](#) blog, provides ideas, advice, and news about how to organize your home, office, garden and life. [More »](#)

- About 
- Idea Widget 
- Freak of the Week 
- Clutter Hacks 
- Contests 
- Clutter Control Products 
- What we're reading 

CLUTTER CONTROL FREAK BLOG

► Clutter Hack of the Day

[Organise Magazine Clippings](#)

Submit a Clutter Hack!



[Get Your Own Clutter Control Freak Idea Widget here](#)

Most Popular Posts
[Subscribe to Newsletter](#)
[Subscribe to RSS Feed](#)
[Write for Clutter Control Freak](#)

Search Clutter Control Freak



- Scrap meaningless terms
- Focus on 8-10 keywords
- Use them everywhere, but no more than five times on a page
- Enlist everyone in the company to help
- Measure progress by search results
- Stick with it! Awareness builds over time

Secrets of visibility



Secret #7

Ditch the 13-week campaign



Social media campaigns take time

Week	Goal
1-13	<ul style="list-style-type: none">• Build awareness• Show steady growth
14-39	<ul style="list-style-type: none">• Gain search traction• Generate inbound links
40-52	<ul style="list-style-type: none">• Make top 10 results for targeted queries• Traffic becomes self-sustaining
53+	<ul style="list-style-type: none">• Daily visits 3X to 4X week 14 average• Consider spinoffs



Secret #8

Put communities to work



The value of communities



Ready-made markets

✓ We found 20,966 groups about **nikon**.

View: Most relevant • Most recent activity • Group size • Date created

Sponsored Results

Nikon

Looking for **nikon**? Find exactly what you want today.

www.eBay.com

Nikon D40 On Sale - \$299

Free Accessories & Free Shipping, Get Yours Today Limited Time Only.

www.BestPriceCameras.com

Nikon D40x

Learn more about **Nikon's** most compact digital SLR ever.

www.NikonDigital.com

Nikon D80 10.2 MP SLR Camera

10.2 mega pixel **Nikon** DX format CCD imaging sensor. Effectively optimized by **Nikon** to...

www.fotoconnection.com

Nikon D40

Find the Right Price. Compare Shops & Purchase Online - Quick & Easy.

www.Everyprice.com

Lowest Price on Nikon D40

Lowest Prices, Great Deals, 100% Satisfaction Guaranteed.

www.1WayPhoto.com

Nikon

5,000+ Digital Cameras. Discover **nikon**.

www.Shopzilla.com/nikon

Nikon D40

Compare prices & reviews from



Nikon D70/s Users

6,285 members | 1,620 discussions | 130,583 photos | Created 27 months ago

The Nikon D70 and D70s are fantastic cameras capable of producing great digital photographs. This group is a place for all D70 and D70s users to share their experiences,... ([more](#))



[See more photos](#)



Nikon Digital

9,613 members | 1,236 discussions | 204,351 photos | Created 41 months ago

Nikon has been renowned for high-quality optics and camera equipment since they were founded in 1919. The history of Nikon cameras began in 1948, the year that the Nikon I, the... ([more](#))



[See more photos](#)



Nikon D40/x Users

654 members | 142 discussions | 6,464 photos | Created 7 months ago

Want to chat with other users in this group? Click here! Welcome to the first and original Flickr group for the Nikon D40 and D40x DSLR cameras. The D40 was released by... ([more](#))



[See more photos](#)



Nikon D40/x Club

1,330 members | 672 discussions | 15,182 photos | Created 7 months ago

The Nikon D40 and Nikon D40x are point-and-shoot digital SLRs from Nikon. This group is a place for all Nikon D40/x users. Join and share! Group Page: ... ([more](#))



[See more photos](#)



Nikon DSLR Users

3,932 members | 243 discussions | 24,321 photos | Created 18 months ago

Nikon has been renowned for high-quality optics and camera equipment since they were founded in 1919. The history of Nikon



[See more photos](#)



Brand ambassadors

Fiskars Fiskateers



Starwoods' The Lobby



Disney's Mickey Moms



P&G's Capessa



Wednesday, May 07, 2008



Secret #9

**Use the STRAIGHT
principle in all
communications**



Succinct

Transparent

Responsive

Accepting

Insightful

Genuine

Humorous

Timely

Play it **STRAIGHT**



- Encourage and respond to comments
- Comment elsewhere
- Play reporter
- Serialize
- Use themes
- Give stuff away
- Complement with photos, podcasts & video

Tricks



Secret #10

Reuse and syndicate



Use all available channels

LinkedIn Welcome, Paul [Sign Out] Account

Home People Jobs & Hiring Services Answers

Keyword Search Name Search Reference Search Your Network

Search People

Forward this profile Flag this photo

Rebecca Haas 3

Investment and residential real estate specialist in the Greater Seattle area

Greater Seattle Area

Reba Haas

TEAM REBA

Female
39 years old
SEATTLE, Washington
United States

Last Login: 1/16/2008

View My: [Pics](#) | [Videos](#)



Profile

[Home](#) > [Trulia Voices Home](#) > Public Profile

Reba Haas

Real Estate Pro in 98102, 98107, 98055, 98103, 98122, 98117, 98115, 98144, 98106, 98116

Rain City Guide

[Seattle Real Estate Home](#) [About RCG](#) [Seattle Agent Recommendations](#) [Linkation Linkation Linkation](#)

A lesson in the dangers of distressed property purchases...

December 20, 2007



A friend of mine contacted me the other day about a property investment opportunity that her brother-in-law (BIL) was placing in front of her and her husband. The property in question is located in the city and state where the BIL lives - and it's far from the Seattle area at roughly halfway across the country. The house reportedly, and confirmed in the report I read, has a

Team Reba Real Estate
Real estate and related topics

[home](#) [about team reba](#)

Shoefly, oh, DO bother me!

Posted by Reba Haas on January 18, 2008, [add a comment](#)



One of my favorite online and in person shoe stores is Shoefly. I love many of the brands and styles that they carry and I've reviewed them on other sites in the past. If you're new to the area you'll have to seek out one of the local shops in either Seattle (Belltown) or in the eastside's Bellevue. Worst case scenario you'll just have to find them online. You just can't miss when lovely shoes are on sale...



Email binds your community together



- Social media for awareness, email for retention
- Be consistent, constructive and helpful
- Offer multiple entry points: something for everyone
- Promote through every possible channel
- Help; don't sell
- Subscription = membership
- Invite feedback wherever possible
- Drive traffic to other channels

Secrets of email marketing



To learn more, sign up to receive my email newsletter
www.gillin.com

Wednesday, December 03, 2008

Paul Gillin
Communications

home about services speaking **newsletter** resources books

Newsletter

Paul Gillin's Social Media Report brings you weekly advice on how to understand and use new media for marketing, customer service and influencer relations. Each issue includes a feature article, tip of the week and our popular "Just For Fun" feature, which spotlights fascinating and offbeat information that we find on the Web. Sign up with the form below or visit our archive for a look at past issues.

Newsletter Archive

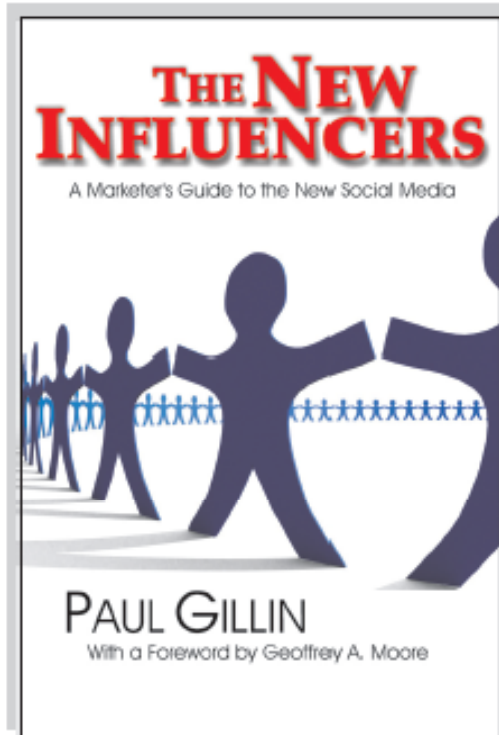
The Great "Just For Fun" Archive

Sign up!

Email	<input type="text" value="melliott@listrak.com"/>
First Name	<input type="text" value="Matt"/>
Last Name	<input type="text" value="Elliott"/>
	<input type="submit" value="Submit"/>

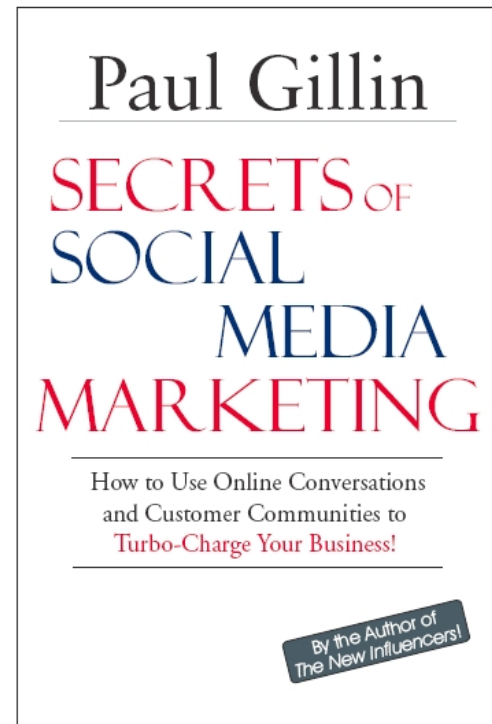


Thank you



*Available on Amazon or from
www.NewInfluencers.com*

Paul Gillin
508-202-9807
paul@gillin.com
www.gillin.com



*Available on Amazon or from
www.SSMMbook.com*



Using Holiday Data and Analytics Effectively throughout the Year

Special Guests: Robin Temple & Billie Jo Waara from Lawrence & Schiller

Register Now:

<https://www1.gotomeeting.com/register/676626171>

Don't miss our next webinar

January 14, 2009

