





Social Media to Grow Your Small Business

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Many Small Business Owners Struggle to Find and Keep Customers Today



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Why Are Small Business Owners Struggling?



My Dad Never Had to Use Social Media

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What's Causing the Disconnect?

60-70% of the Buying Cycle Completed Online First

Self Educate Online

Opinion of Others is King

Narrow Down Options

Google and CEB Study

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What's Causing the Disconnect?



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Why is this a Problem?



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Part of the Solution



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What Having a Social Media Strategy Feels Like



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What is relationship marketing?



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Identify Your Goals



Ask Yourself - How will I know my social media marketing is working?

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Step 2: Build the Foundation



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Which social media channel is right for you?



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The Most Used Websites in the US



Facebook



YouTube



LinkedIn



Twitter



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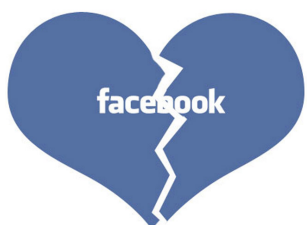
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Pay to Play Model



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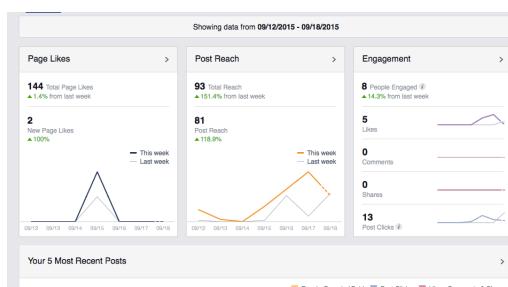
Facebook Company Pages



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Facebook Insights



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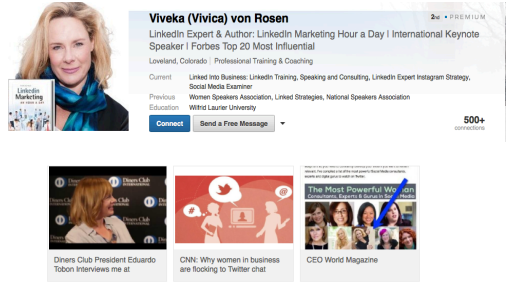
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LinkedIn



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Twitter



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Optimizing Your Twitter Account



Start Lists of those you want to follow and make it public.

Tweet about a sale or event. Not what you are doing, but what has your attention

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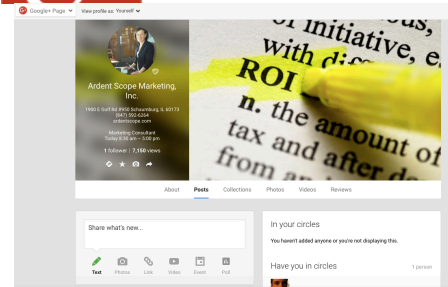
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Google +



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Wrapping Up



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Stay In Touch



Let's Stay In Touch.

Sign Up for our Free "Find More Customers Now" Program and Receive Your Free Gifts

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