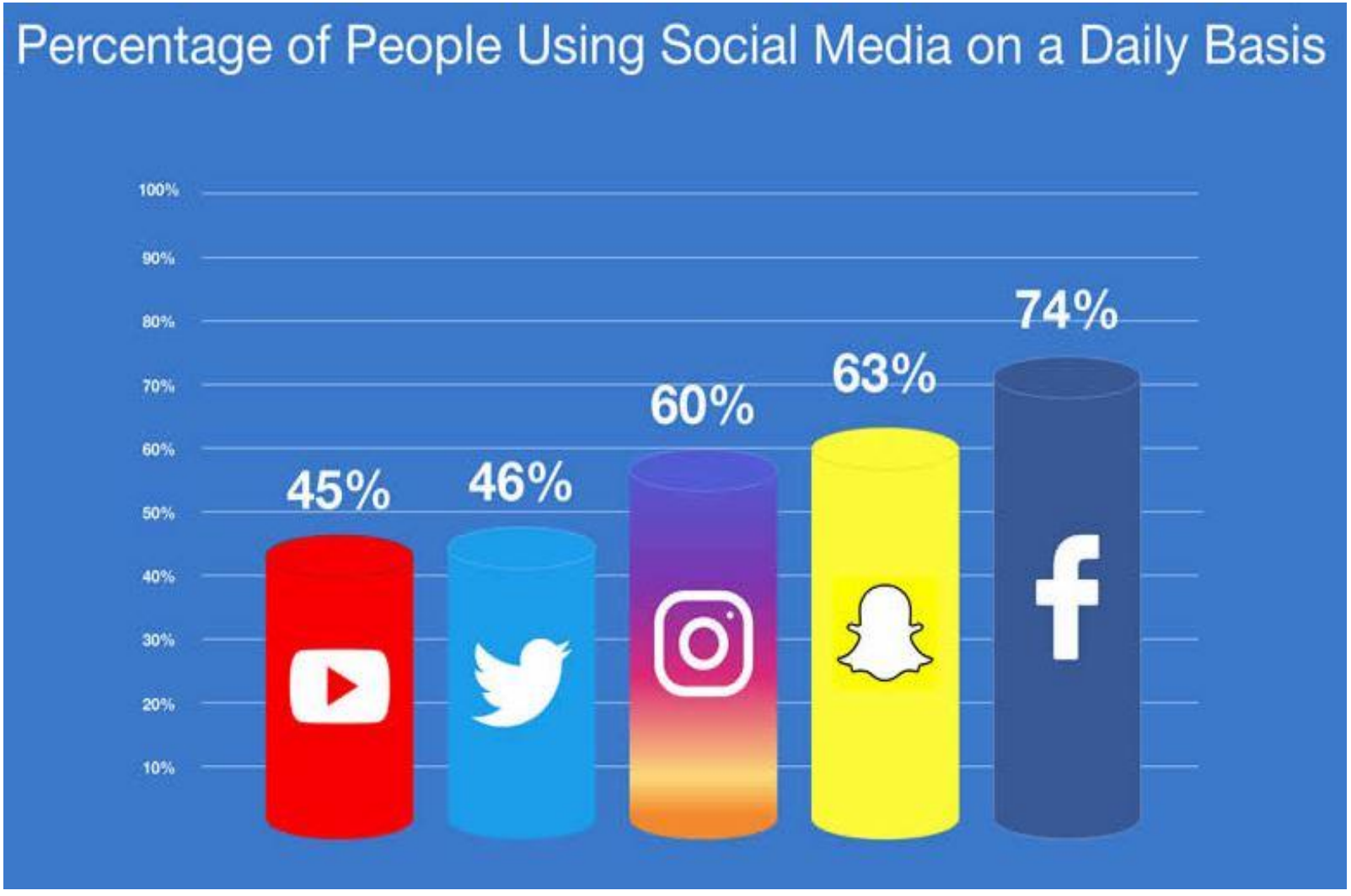
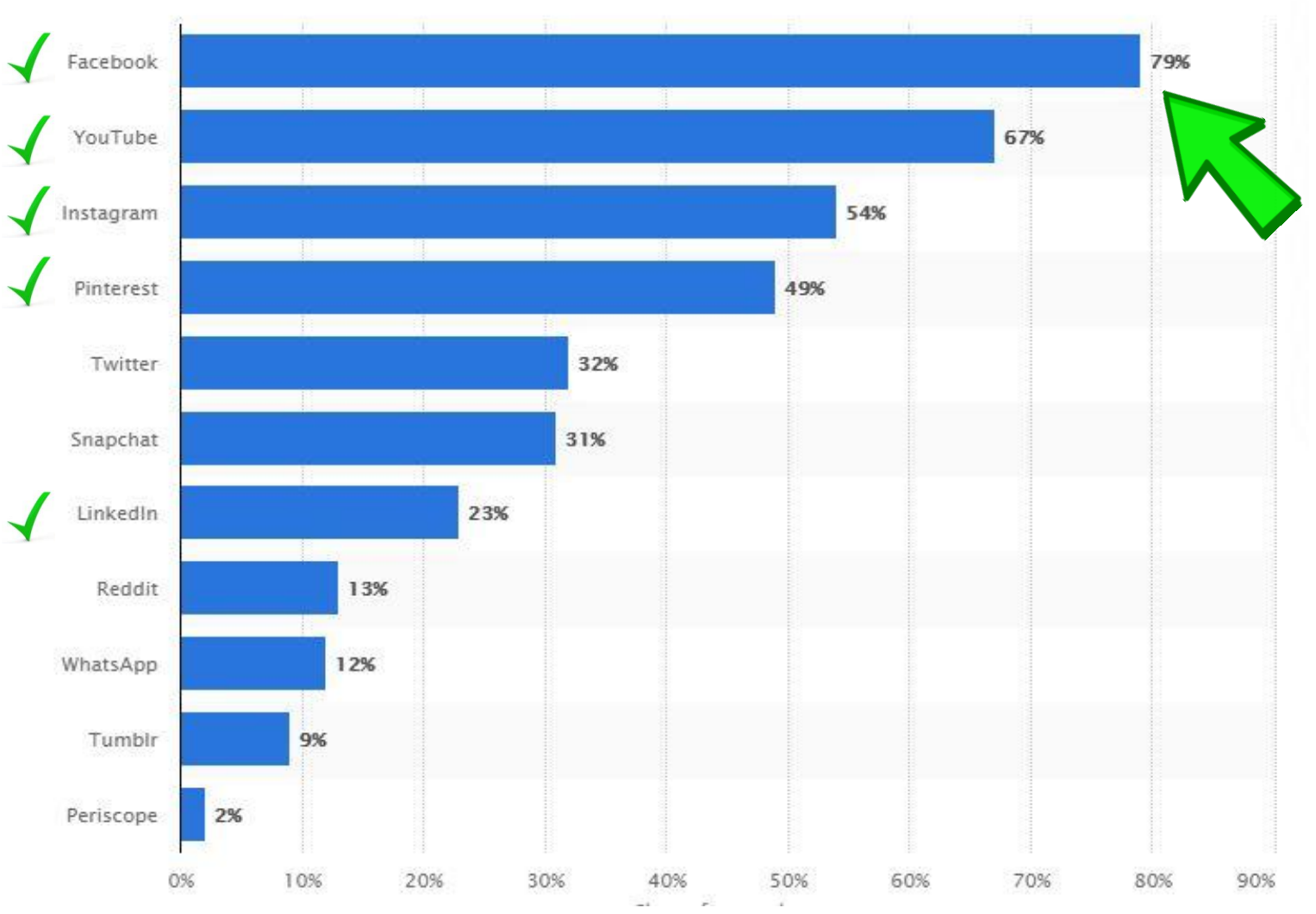
by

Nick Hawks

www.12teachyou.com


Percentage of People Using Social Media on a Daily Basis
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
45%
46%
60%
63%
74%

Most used Social Media sites in the United States as of 3rd quarter 2019



Free or Almost Free
Local Social Media Ads

I am going to start with the most popular social media site; Facebook.

Let me begin by saying that I am not the biggest Facebook fan. That's not to say that I don't think it is useful. Just look at this stat.

Facebook is the largest social media network in the world, with more than 1.1 billion people logging in daily to spend an average of 58.5 minutes on the platform.

It's just that I am really busy like most of you guys are and can't find the time to just hang out on Facebook all day.
However since so many people do hang out there it is a great place to "Find Customers".
So let's look at some ways to use it to grow your small business.

Facebook yard sale groups have grown from a small, little-known facet to one of its major functions. Facebook has recognized this explosive growth, adding features that make it easier than ever to sell your stuff, including the ability to pay for an item immediately by sending money via Messenger.

Buyers tend to be much more reliable than they are on Craigslist — perhaps because you know their name and anything else that's publicly on their profile. In fact, you may realize that you're selling to friends of friends! And of course, selling locally means I don't have to deal with the hassle of shipping items.

Finding a Facebook Yard Sale Group

- It's simple to find a sale group on Facebook.
- Go to the search box at the top of your screen and type in your city or area, plus a term such as "sale group," "yard sale" or "buy sell trade."
- A long list of options will probably appear. If not, broaden your geographical search.
- For instance, instead of using the name of your small town, search your county name or the nearest larger city.
- You may also have a "sale groups" tab in your left-hand column that will give you a list of suggested groups and a map of where they're based.

- To join a group, click on the name.
- You'll see a green "join group" button toward the top of the page.
- Once you click it, the button will show that your membership is pending.
- That's because the group's administrator will have to approve you.
- For a community-based sale group, this is typically a formality, but be patient: It may take a little time for the admin to OK your request.

Tips & Tricks to Using a Facebook Yard Sale Page

1. Read the rules.

Once you join a sale group, the very first thing you should do is read the rules. You'll typically find these either in a pinned post at the top of the page or in the group description along the right. Rules will vary widely from page to page, but they'll typically specify the following:

Buying/selling area: While you may be able to join a group for a city where you don't live, it's common for the rules to require you to deliver your item there.

Acceptable items: Some groups are general and allow just about everything; some are more specific (furniture, toys, clothing). Certain items, though they may seem to fit the group, may be excluded.

Instructions for selling: **Most groups will require you to post a current photo of the item you're selling. Members need to see the item in its current condition. They may also specify that you describe it as fully as possible and name a price.**

Instructions for buying: **Again, rules will vary by group, but most groups will allow a potential buyer to post either "interested" or "sold" under an item. "Interested" is essentially a placeholder, giving you a certain amount of time to ask the seller questions, see whether your spouse likes the item, or do some research on the purchase. If you haven't decided to buy the item within that time period, the seller can move on to the next person who wants it.**

Ban on self-promotion: **Sale groups offer quick access to a potentially large audience, so admins often ban members from posting about their own businesses or services. Once you've read the rules, make sure you follow them. While most admins understand honest mistakes, repeat offenders are usually removed from the group.**

You can still tell people about your business by using tactics like:
Contact me at (insert your website here) www.nickswidgets.com
Or the item is available to view at 123 Main St., Mayberry USA
Call with questions at 1-336-123-4567

This isn't spam and will usually be allowed by the admins.

2. Take good photos… People are Picture Shopping !!!

- **This should be a given for anyone trying to sell anything, but I still see items all the time with dark, grainy, blurry photos.**
- **Good, clear photos from multiple angles are often the difference between making a sale and seeing your item languish.**
- **If possible, get a picture in natural light, which is less harsh. Try not to use the flash.**
- **If you can, find a white background that will help it "pop". No distractions.**

3. Describe, describe, describe.

Good photos are most important, but a good description is a close second. Tell the buyer exactly what they're looking at.

For furniture or other large objects, post dimensions. If there are any flaws, be specific.

4. Set a fair price.

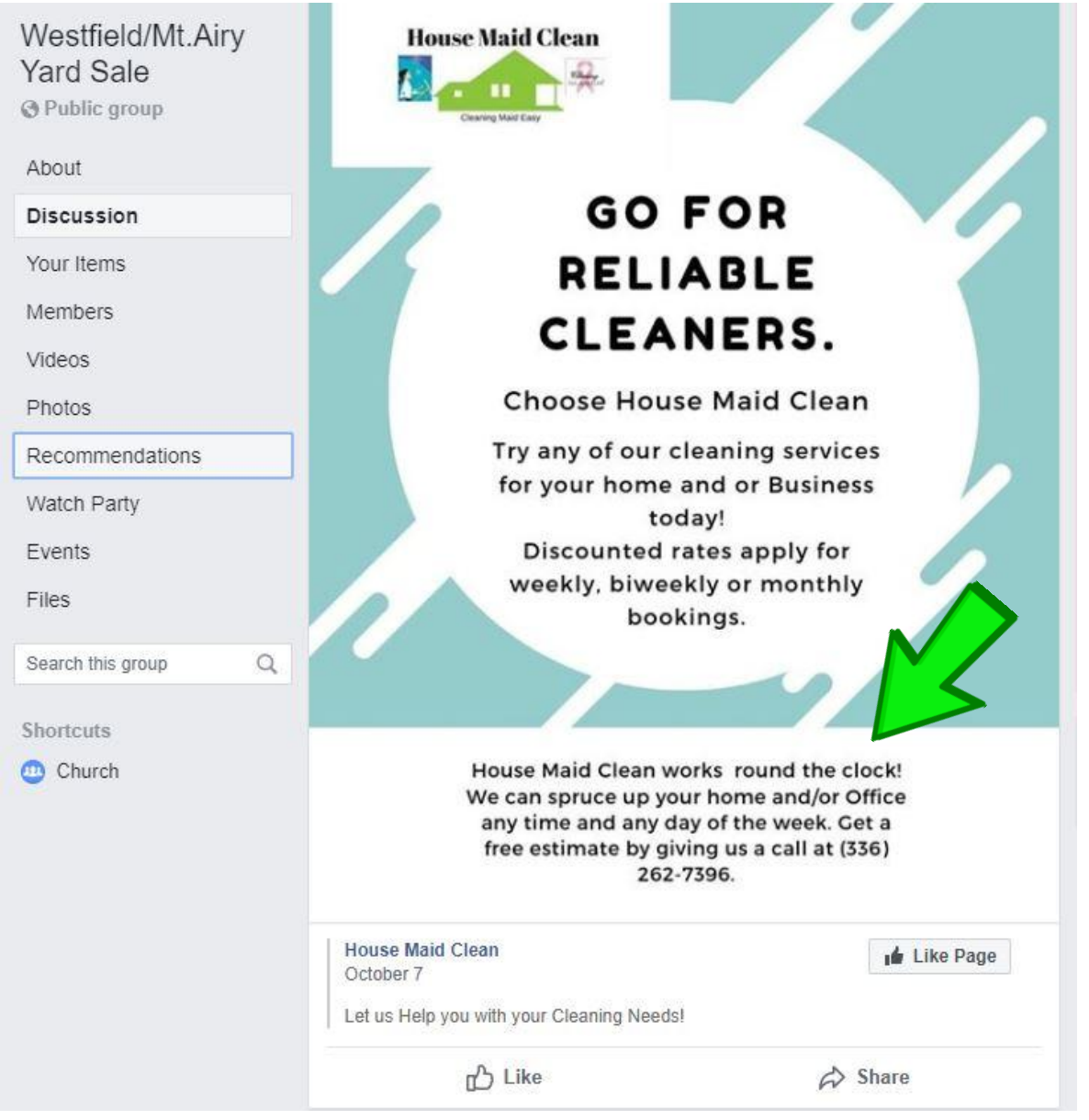
Before you list anything, scan your group for similar items. What are they being listed for? Is there any interest? While you don't necessarily need to resort to rock-bottom prices, you still need to take into account two main factors: Supply and Demand.

5. Look for more-specific groups.

You'll probably have much better luck selling an item if you can find a group that's as specific as possible — it helps to make sure you're reaching members that are more interested in buying.

Also note that there are some groups with more of a focus on pricing and quality: "yard sale groups," "upscale groups" and everything in between.

Contact Info and Free Estimates are provided.

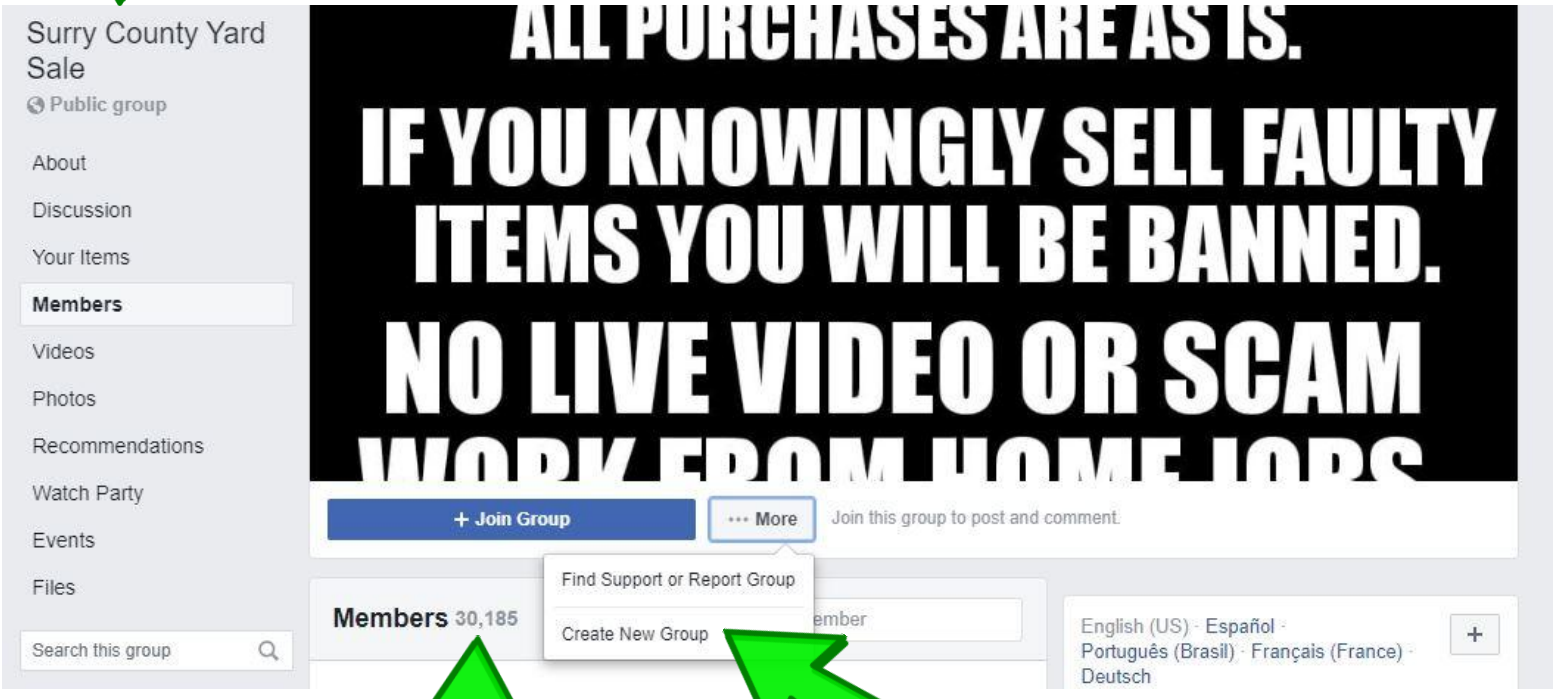


Starting Your Own Facebook Sale Group

It's fairly easy to start your own:
Go to "groups" on the left-hand side of your screen. There will be a "Create New Group" button toward the top of the page.
In the window that pops up, name your group and add members.
You'll also need to choose a privacy setting: Public, closed, or secret. With a closed group, anyone can join but you'll have to approve them; with a public group, they won't need approval. Also note that only members will be able to see posts in closed groups, whereas non-members can see posts in public groups.

Once your group is created, you'll need to tinker with the settings by clicking on the three dots at the top right. That will give you the option to "Edit Group Settings." You can pick the group type ("Buy, Sell, Trade"), which will add buying/selling functions to posts, like a spot to specify the price of an item.
Remember to set clear rules about the kinds of items allowed, the geographical area for buying and selling, and instructions on how buyers and sellers should proceed. Look at some of the larger groups in your area for inspiration.
Promote your Facebook sale group by inviting friends. You may also be able to post a link in other sale groups, as long as it's OK with the admin.

I live in Surry County where the largest city is Mt. Airy, otherwise known as Mayberry.



Click here to start your own yard sale page.

Facebook Giveaways &

A Facebook giveaway is one of the easiest and cheapest ways to generate leads and grow your following on social media.

Contests and giveaways create a buzz around your brand, excite your prospective customers about your products or service, and yield huge bonuses to your Fan base and lead generation.

There are three types of contests or giveaway methods.
Giveaways
Photo Contests
Vote Contests

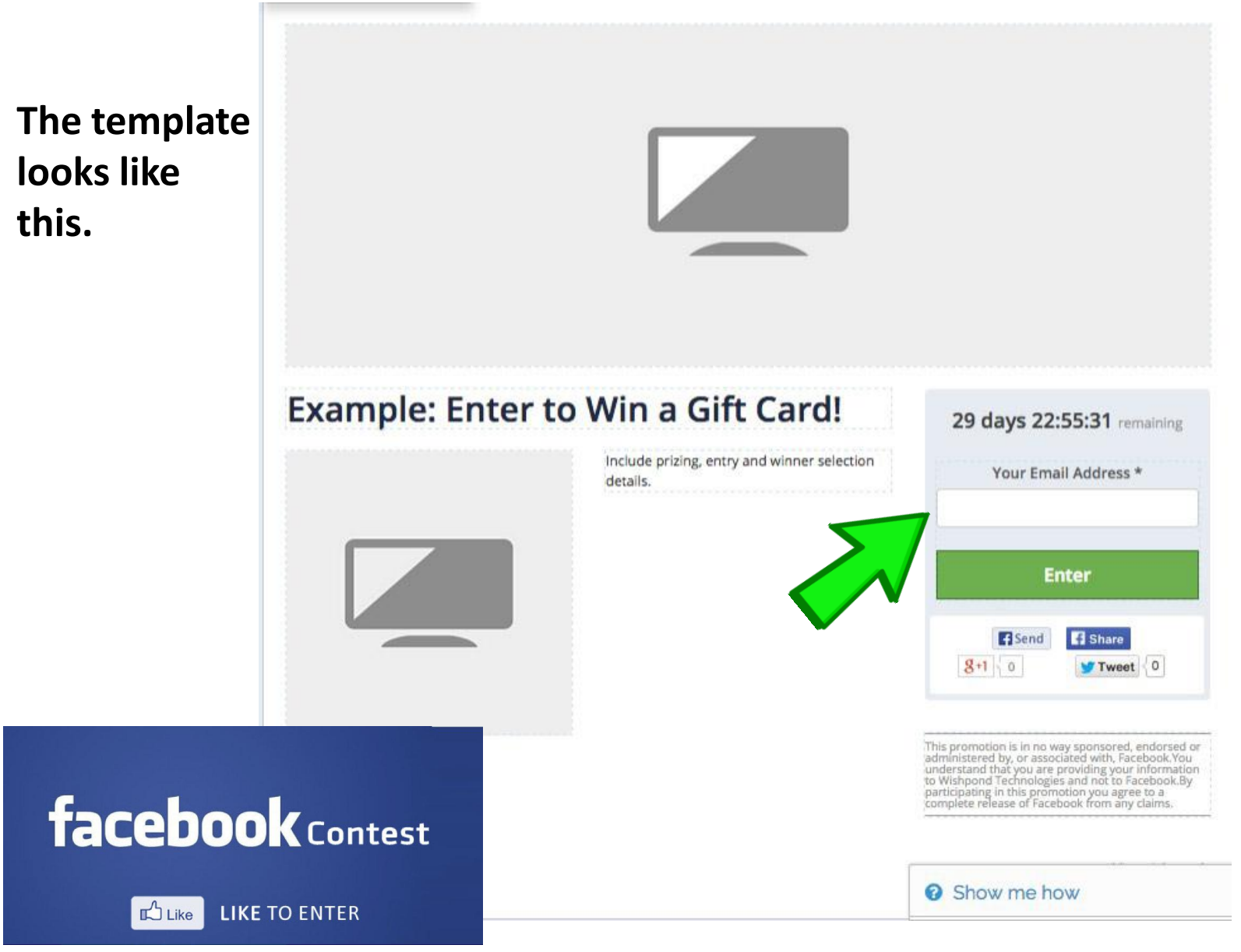
Giveaways are the easiest and most popular type, so lets look at them.
The can either be created and ran by you or you can hire companies to design and operate them for you for a fee. No endorsements from me though, you decide which way to go.

Some of the companies are:
www.wishpond.com
www.shortstack.com

Sweepstakes (or giveaways) are the most popular of the contest types. They have the lowest barrier of entry, are the simplest to create, and often yield a large number of entrants.
All participants have to do is enter their email address and name and they'll immediately be entered in a random draw to win your prize.

Remember, if you're running a giveaway, offer something which will be desirable only to your target market, so entrants are more likely to become customers down the line.
Though wishpond actually has more than a dozen sweepstakes templates, the most commonly-used is also their original. It's a simple template with five primary components:
1.A large (810x300 px) image at the top in which you can feature your prize and a catchy, eye-grabbing hook of text.
2.The headline, ideally with the dollar amount your prize is worth and action words (like "enter to win" or "win a [your product] today!")
3.A smaller (274 x 274 px) image at the bottom right (optional) where you can feature your product one more time or a model using it.
4.The form field and CTA button where entrants can submit their email addresses and enter to win through a colorful button.
5.The body copy, where you describe how the contest will work, its duration, and the steps entrants need to take to get their chance to win.

The template looks like this.



A real-world example from a business who found success with this template.

WIN a RED KitchenAid, worth R6,990!

Would you like to get started on your christmas baking with a brand new red Kitchenaid Mixer?

To celebrate the run up to Christmas, as well as our fantastic Christmas Special out in shops this week, we are giving one lucky winner a beautiful red KitchenAid Artisan Mixer, worth R6,990!

With just two weeks to enter, simply add your name and email address into the fields on the right to be in with a chance of winning. Share this link with your friends and family too!

The competition ends at 11:59pm on 24th November and the winner will be chosen at random and notified via email. Please note that this competition is available to South African residents only.

Good Luck!

Terms and Conditions

Entry has closed

3537 people have entered

Send Share

+1 0 Tweet 16

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to Wishpond Technologies and not to Facebook. By participating in this promotion you agree to a complete release of Facebook from any claims.

This sweepstakes had 5,740 views and a conversion rate of 37.72%, giving them 2,108 new email addresses.

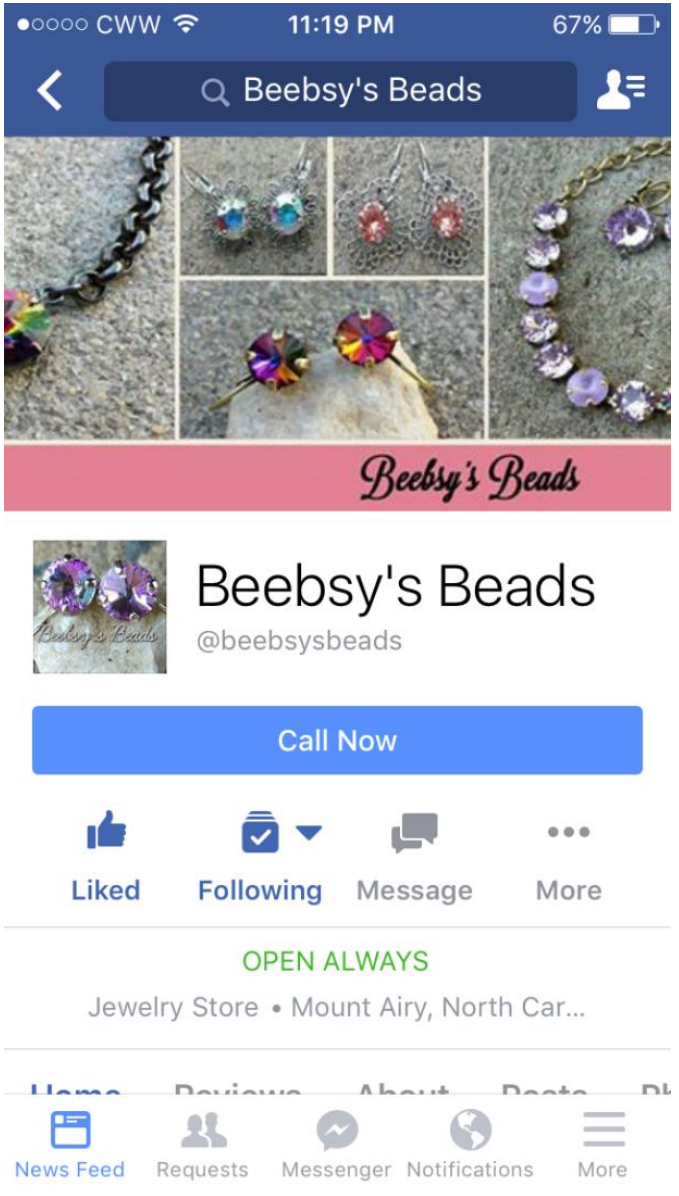
facebook Advertising

Coupons are another great way to reconnect with previous customers and engage with new ones, as they alleviate the primary barrier between interest and purchase: the price.
Before you start with a coupon giveaway, decide what you're looking to achieve with it…
Do you want to engage with new customers?
Do you want to increase purchase volume from existing customers?
Do you want to drive traffic into stores?

For existing customers, offer a straight discount or free shipping offer.
A Forrester study from a few years ago found that 44% of shopping cart abandonment occurs because of shipping costs. Drop your abandonment rates with a coupon.

Cross-sell by suggesting a product to pair with their purchase. This can be the traditional "buy one get one free" coupon or something a bit more creative like, "get 50% off this leather watch to go with those new shoes!" You'll quickly recoup the cost of your coupon by stimulating higher spending.

This businesses coupon had 740 views and a conversion rate of 39.46%, giving them the email addresses of 292 prospective clients (alongside the extra sales brought in by the discounts).



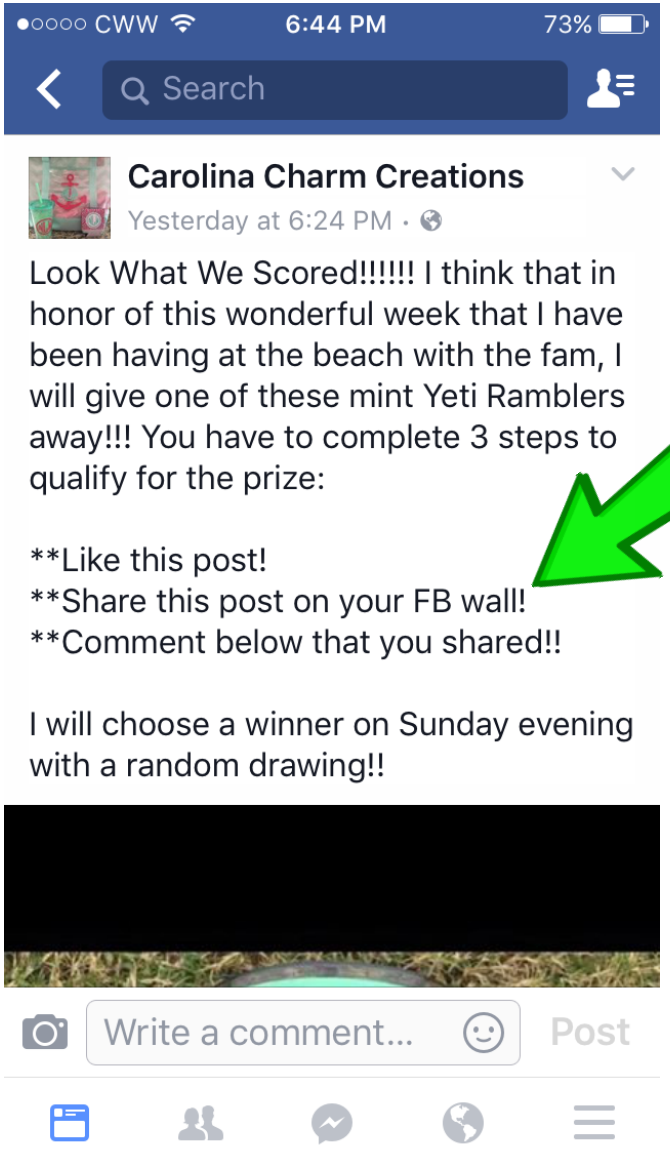
You can create a free giveaway yourself like this business has.

•A "Giveaway" will increase your likes, comments, and shares.

facebook Advertising

You see this done all the time on Facebook.

Your Rules



- **Facebook says not to require "shares" anymore, but most still ask for them.**

- **Just add "optional" to your rules.**

Here's another example.

Doesn't have to be an expensive item and can also be a service.

facebook Advertising

You pick how the winner will be picked.

So, to recap what's allowed versus what's not:

Ok:
Like this post
Comment on this post
Like comments on this post
Post on this Page's timeline
Message this Page
Request to share this post on your timeline

Not ok:
Required to share this post on your timeline
Tag your friends
Share this post on your friends' timeline

Facebook Boosts:
The NUMBER ONE way
to maximize your paid exposure

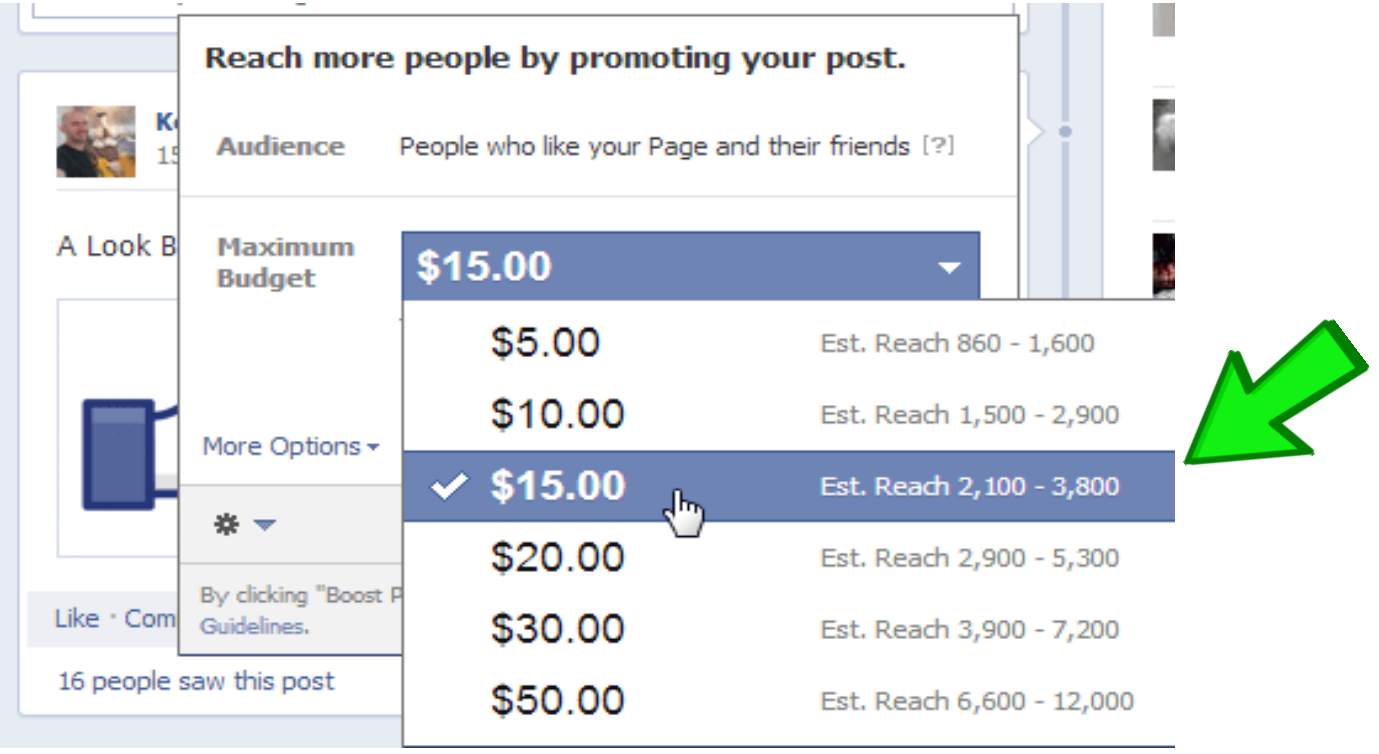
A Facebook Boost Post is a type of paid advertisement on Facebook promoting an existing post from your business page. Facebook Boost Posts amplify the reach of your content to appear to a wider range of your target audience outside of people who already follow your page.

Boosted Posts are the most basic advertising option Facebook has to offer. Organic reach on Facebook is low across the board to begin with, which means that a post on its own is likely to reach a very small portion of your target audience.

Boost a post with the click of a button. When you click Boost Post, you have the option to choose either pushing the post to "People who like your page and their friends" or "People you choose through targeting." You'll also be able to set your budget. You can choose your target audience and your budget.

Facebook boost post cost

Instead of paying per ad placement, or paying per click, you'll be setting your own budget—so technically, you can pay any amount you want. The minimum budget is $1 per day. So you could run a campaign for a week with just $7.



The maximum amount of time you can boost a post is 14 days.

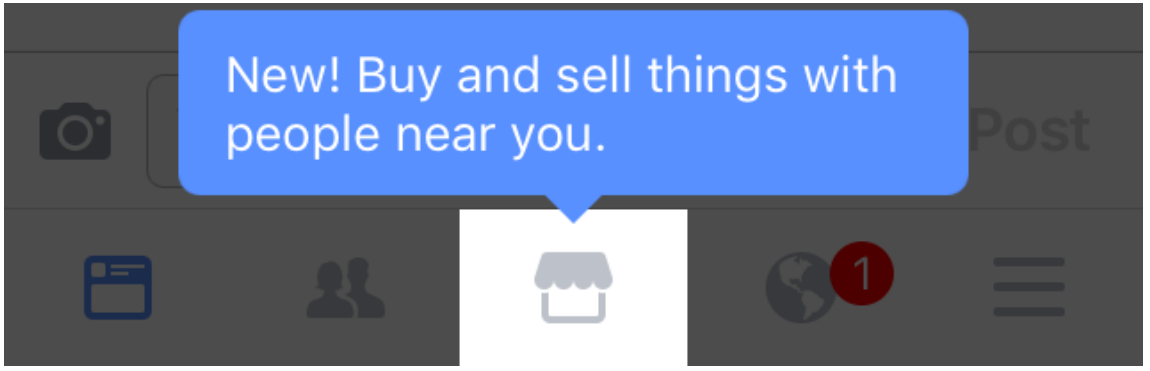
Choices
Boost Post
AUDIENCE
People who like your Page [?]
People who like your Page and their friends [?]
People you choose through targeting [?]
Location
United States
Edit
BUDGET AND DURATION
Total budget
$100.00
Estimated People Reached
5,900 - 16,000 people
of 65,000
Refine your audience or add budget to reach more of the people that matter to you.
Duration
1 day
7 days
14 days
Run this ad until
12/11/2015
TRACKING CONVERSIONS
DESKTOP NEWS FEED
MOBILE NEWS FEED
Boom Social with Kim Garst
Sponsored
Like Page
If you are looking for ways to get more engagement on your Fan Page then I have something you are going to LOVE! Here is a list of 15 ways you can get more engagement!
15 Ways to Score More FACEBOOK ENGAGEMENT
15 Ways to Score More Facebook Engagement
Are you looking for new ways to increase likes, comments and shares? Here are 15 ways to score more Facebook engagement!
KIMGARST.COM | BY KIM GARST
19 Likes 2 Comments 12 Shares
Like
Comment
Share
Terms & Conditions | Help Center
Cancel
Boost

In 2016, Facebook launched Marketplace — the social media giant's version of virtual classifieds ads.

In its infancy, Facebook Marketplace was just a section on the site where people could list personal items for sale, and friends or group members could engage with the post if they were interested. Now, the new Facebook Marketplace has expanded to allow users and businesses to sell vehicles, hire service providers, and list real estate. Additionally, they allow any user within 100 miles to see your post.

What is Facebook Marketplace?

Facebook Marketplace is a place for buyers and sellers of local goods or services to interact. Besides personal items, the platform also allows entrepreneurs or small businesses to manage selling on Facebook Marketplace. You can list your eCommerce products, professional home services or home rental, for example.



What Facebook Marketplace is not

Currently, Facebook Marketplace only enables the buying and selling of goods or services — it doesn't manage the transaction or physical exchange. In other words, Facebook Marketplace is a great place to list goods and find items to purchase, but you cannot actually pay for the item via the Marketplace interface, and Facebook does not offer protection to the buyer or seller.

How do I Sell an Item on Marketplace?

When you sell something on Marketplace, you create a public listing that can be seen by anyone on Marketplace and in News Feed, search and other places on or off Facebook.

To sell an item on Marketplace:

1.Click Marketplace in the left column of News Feed.

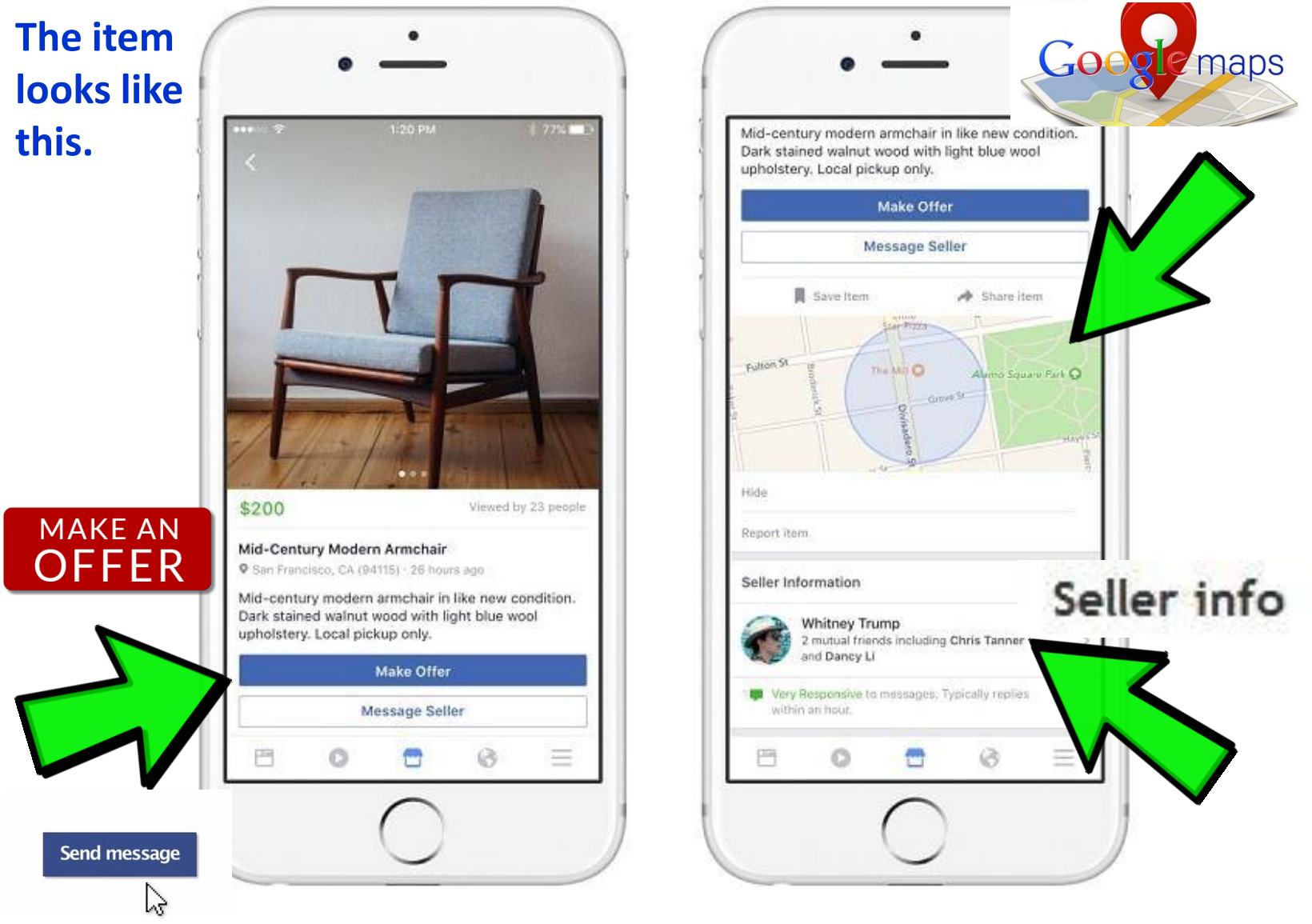
2.Click + Sell Something, then click Item for Sale.

3.Enter a title for your listing, the price, your location and a category for the item (example: Furniture, Baby & Kids). You can also add a description.

4.Click +10 Photos to upload a photo of your item from your computer.

5.Click Post. If Post is grayed out, make sure you've included a title, price, location, photo and category.

The item looks like this.



How to mark an item as sold on Marketplace?

You can mark your listing on Marketplace as sold, pending or available.

Mark as Sold: Mark a listing as sold when the sale is complete. After you mark the listing as sold, it won't be visible to anyone else on Marketplace. All buyers who messaged you about the item will get a message saying that the item has been sold, and those Messenger conversations will automatically be archived.

To mark your listing as sold:

1.Click Marketplace in the left column of News Feed.
2.Click Selling on the left.
3.Click Mark As Sold next to the listing

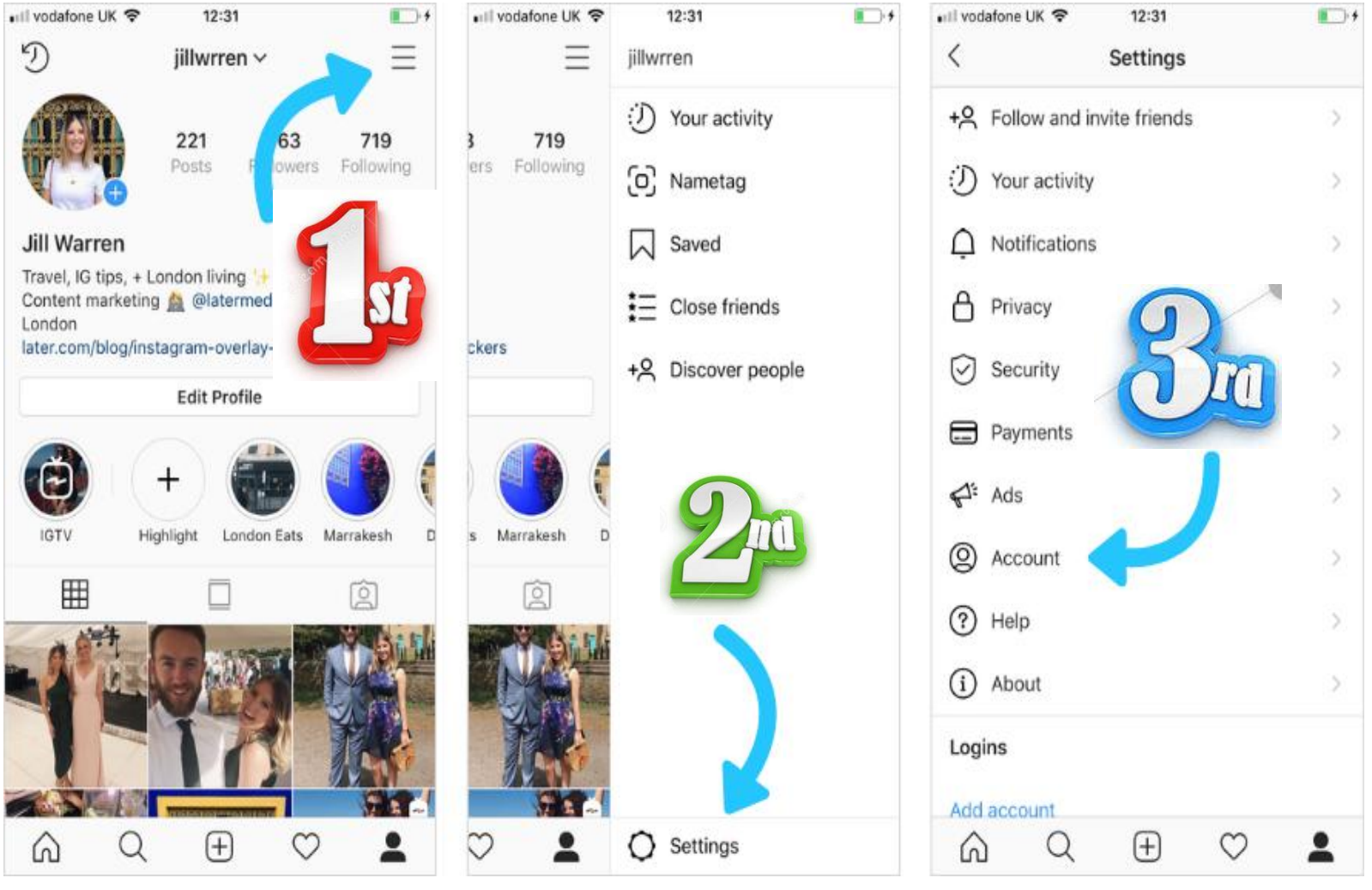
Mark as Pending: Mark a listing as pending when you've agreed to sell the item to a buyer but the sale isn't final yet. All buyers who have messaged you about the listing will get a message saying that the item is pending, and new buyers will see that the sale is pending before they can message you.

Mark as Available: If you marked a listing as sold or pending, you can change it back to available. Buyers who messaged you about the listing before will get a message saying that the item is now available, and those Messenger conversations will be unarchived if the listing was previously marked as sold.

Selling
With
Instagram
Shoppable Posts
Instagram
Registriere dich, um die Fotos und Videos deiner Freunde zu sehen.
Mit Facebook anmelden

First up you may want to change your personal Instagram account into a Business account.

This will allow you to add selling options for either Instagram Shopping or Instagram Checkout.


vodafone UK
12:31
jillwrren
221
Posts
719
Following
Jill Warren
Travel, IG tips, + London living
Content marketing @latermed
London
later.com/blog/instagram-overlay-
Edit Profile
IGTV
Highlight
London Eats
Marrakesh
1st
Your activity
Nametag
Saved
Close friends
Discover people
2nd
Settings
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Follow and invite friends
Your activity
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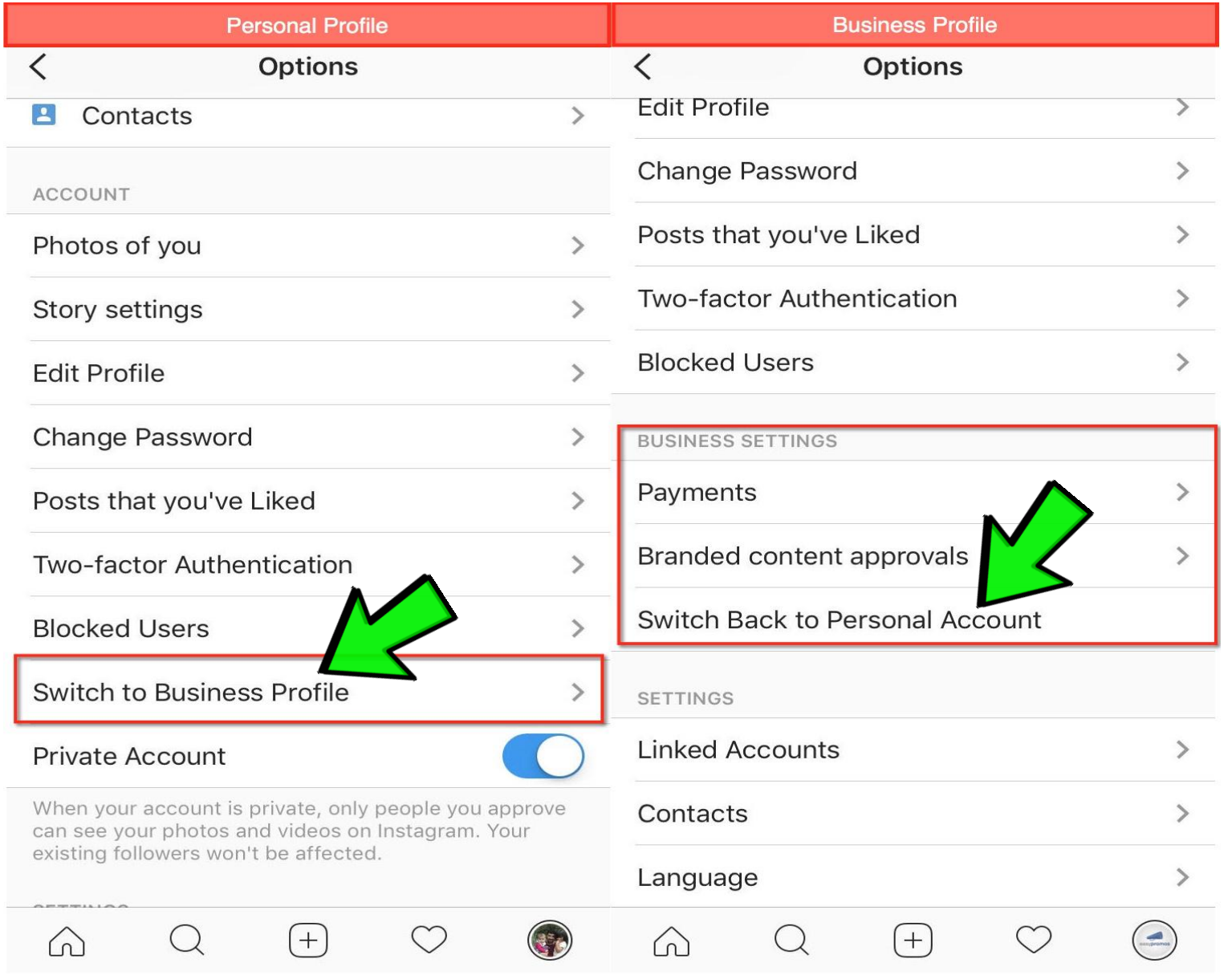
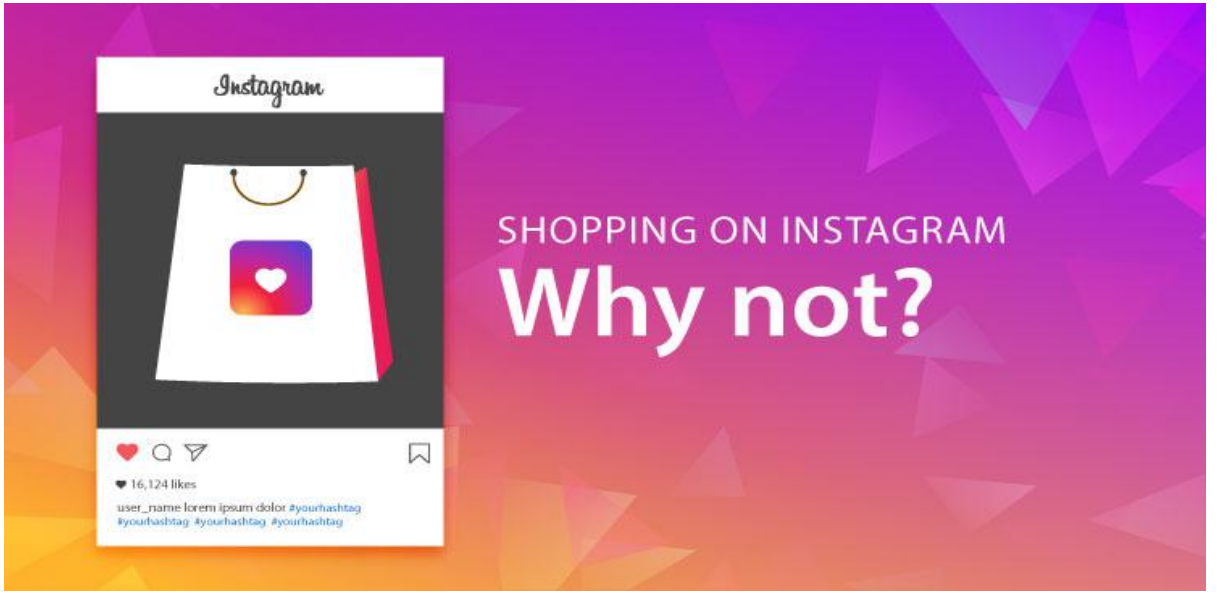
Security
Payments
Ads
Account
Help
About
3rd
Logins
Add account


Personal Profile
Options
Contacts
ACCOUNT
Photos of you
Story settings
Edit Profile
Change Password
Posts that you've Liked
Two-factor Authentication
Blocked Users
Switch to Business Profile
Private Account
When your account is private, only people you approve can see your photos and videos on Instagram. Your existing followers won't be affected.
Business Profile
Options
Edit Profile
Change Password
Posts that you've Liked
Two-factor Authentication
Blocked Users
BUSINESS SETTINGS
Payments
Branded content approvals
Switch Back to Personal Account
SETTINGS
Linked Accounts
Contacts
Language

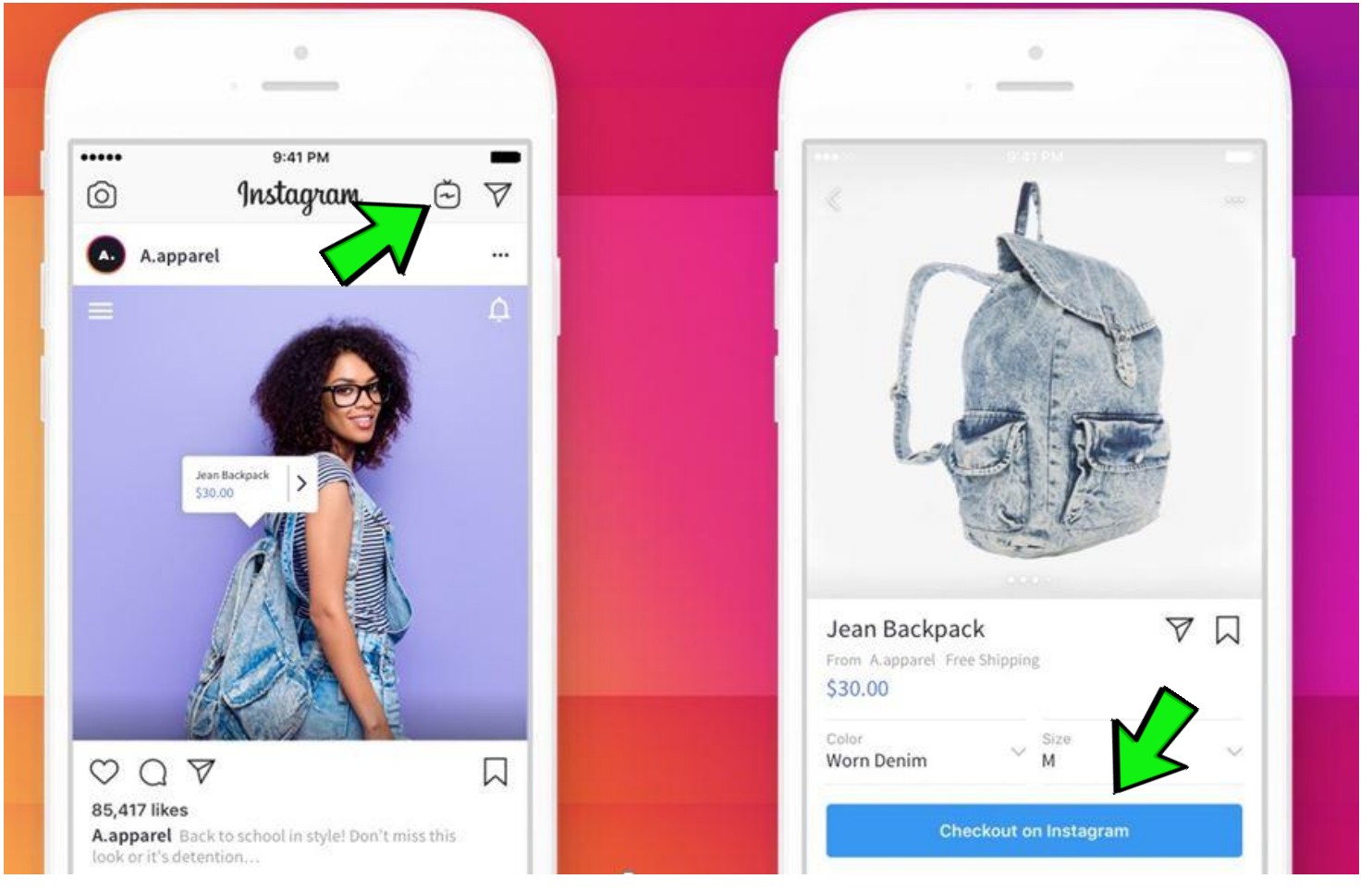
With Instagram Shopping, you can share featured products through your posts and Stories, or have people discover your products in Search & Explore.

When someone taps a product tag on your post or a product sticker in your story, they'll be taken to a product description page where they will see:

1. An image of the product from your post.
2. A description of the product.
3. How much the product costs.
4. A link that takes them directly to your website, where they can purchase the product.



Instagram checkout allows you to buy featured items from a brand without leaving Instagram. To use Instagram checkout, tap the in the top tab on a profile of a participating brand from your mobile device.
Items bought from Instagram checkout are covered by purchase protection.

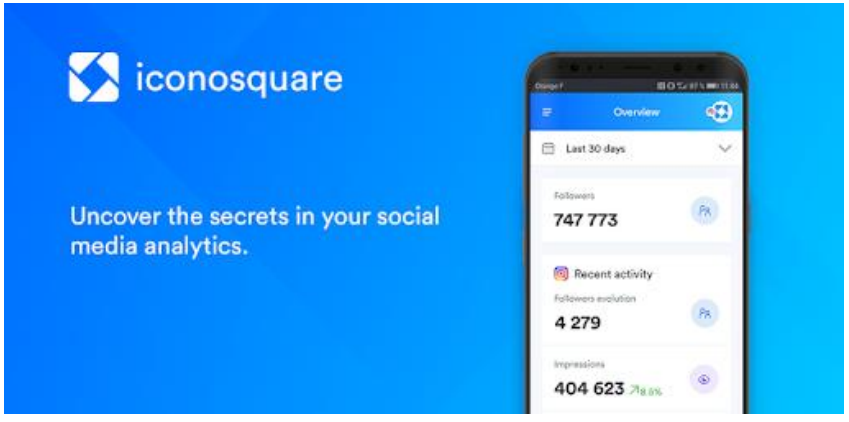


1. Use the right Instagram hashtags

Your goal on Instagram is to engage your current audience on a regular basis while also growing your number of real followers. Posting new, interesting and engaging photos will satisfy the first requirement, but to begin growing you'll find hashtagging your photos to be extremely important. Hashtagging your photos makes it easy for people to find your photos that are searching for those specific terms.

#HASHTAG

If you want to tag your photos properly, you'll need to find and use the most relevant hashtags. This means doing the appropriate research to make sure you're using hashtags that not only describe your brand, but are also being searched for on Instagram.
To find relevant hashtags, you'll want to use a free online tool like IconoSquare or Websta to start.



If you've been posting to Instagram for a while and feel like you've missed out on all these opportunities to build your audience by using keyword hashtags, fret not. You can still go back and post a comment with your new hashtag keyword lists and watch the likes and followers roll in.

Using hashtags in Instagram stories

Hashtagging on Instagram posts are a given, but you should also be using hashtags in your Stories for the chance to be seen by users who follow that specific hashtag.

You can use hashtag stickers (which can be found in the Instagram Stickers menu when creating a Story) or just hashtag directly in your captions for a chance to be featured in a hashtag story.

Now that users can follow hashtags, your stories on Instagram have a chance to be seen by both people who are following that hashtag and anyone who's just checking it out.

2. Use the right filters on Instagram

Keyword hashtags aren't the only thing you should pay attention to. The Instagram community responds to certain photo filters more favorably than others. Using these preferred filters can have an impact on your engagement. Here are the 10 current most popular filters on Instagram according to Iconosquare:

1. **Normal (No Filter)**
2. **Clarendon**
3. **Juno**
4. **Lark**
5. **Ludwig**
6. **Gingham**
7. **Valencia**
8. **X-Pro II**
9. **Lo-fi**
10. **Amaro**

3. Post on Instagram at the right times

Beyond adding the appropriate hashtags and using the best filters, you should also be considering the timing of your posts.

A targeted approach is to analyze what has and has not worked for you in the past. By visiting IconoSquare's optimization section, you can get a detailed analysis of your posting history vs. engagement. This report will also highlight the best times of the day and days of the week to post.

4. Steal your competitor's followers on Instagram

One of the best ways to find and attract a new following is by seeking out your closest competitors' Instagram accounts and engaging with their audience. These people have already shown some level of interest in the products you carry simply by following your competitors' account.

So how do you effectively steal your competitors' followers? You can steal your closest competitors' followers by engaging with them. There are several ways to engage with Instagram users, and the more work you put in, the more followers and repeat engagement you'll get out of it.

The three types of engagement on Instagram are:

1. **Follow a user**
2. **Like a photo**
3. **Comment on a photo**

5. Use geotags on Instagram for local discoverability

Besides hashtags, you can also make your Instagram posts and Stories discoverable by tagging your location, either the city you're in or the venue where the photo or video was taken.

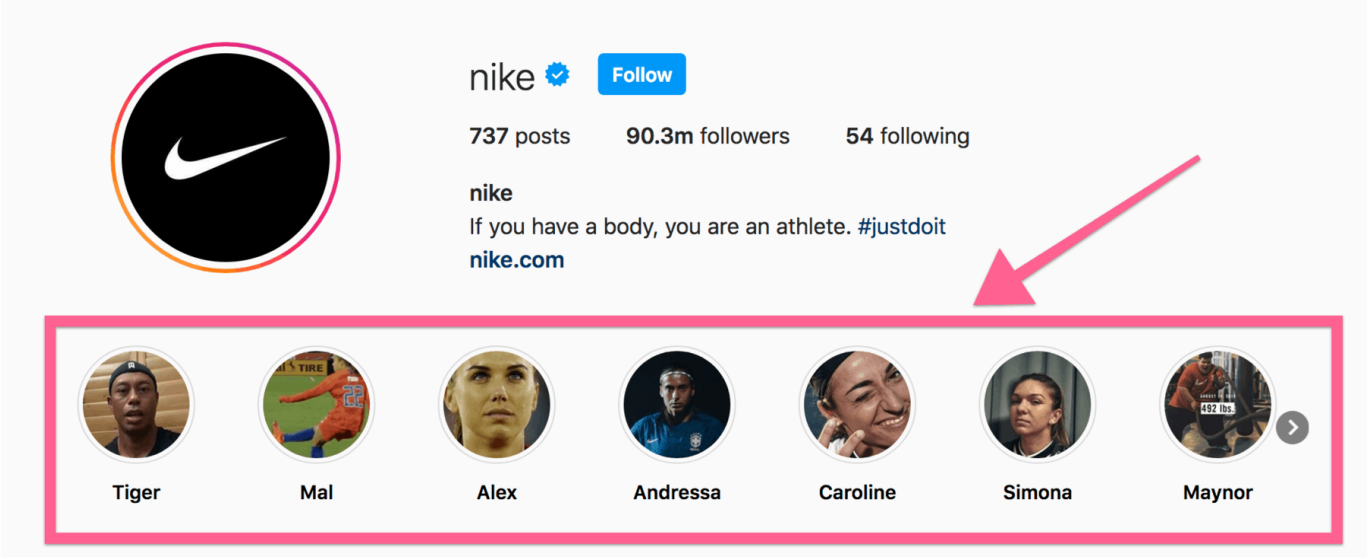
Local businesses can get the most value out of location tags by posting regularly to these feeds and also engaging with posts from prospective customers who are physically in the vicinity.

6. Organize your Stories into Highlights

Whenever a potential follower lands on your profile, you have a short span of time to convince them to follow you.

One way to do this is by using the "Highlights" feature on your profile to organize your Instagram Stories in a way that communicates what your account is about.

Since Stories have a 24-hour lifespan, Highlights can be used to give them a second-life and entice others to follow you so they don't miss out on more Stories in the future.



7. Ask for more followers

It sounds obvious, but it deserves to be said: Don't be afraid to occasionally ask your audience to follow you.

The same way YouTubers ask their viewers to follow them at the end of their videos, you can also ask viewers to follow you for more content.

Sometimes people might really enjoy what you put out on Instagram, but need a nudge before they actually follow you. Sometimes you just need to remind the users of a platform that they can subscribe to get more in the comments of a post.

8. Hop on trends for more followers

When the opportunity presents itself, aligning your content with trending topics or hashtags can improve discoverability and engagement.

For example, you can ride the wave of a trending topic or event, such as a holiday, in a relevant way to boost your engagement and reach. Or you can participate in one of the many *hashtag* holidays that exist, such as #NationalCoffeeDay. Mark relevant events in your calendar so you can prepare relevant content in advance.

Be sure to join the conversation in a meaningful way and when in doubt, ask yourself if your target audience would actually pay attention to the trend.

9. Run a giveaway to attract Instagram followers

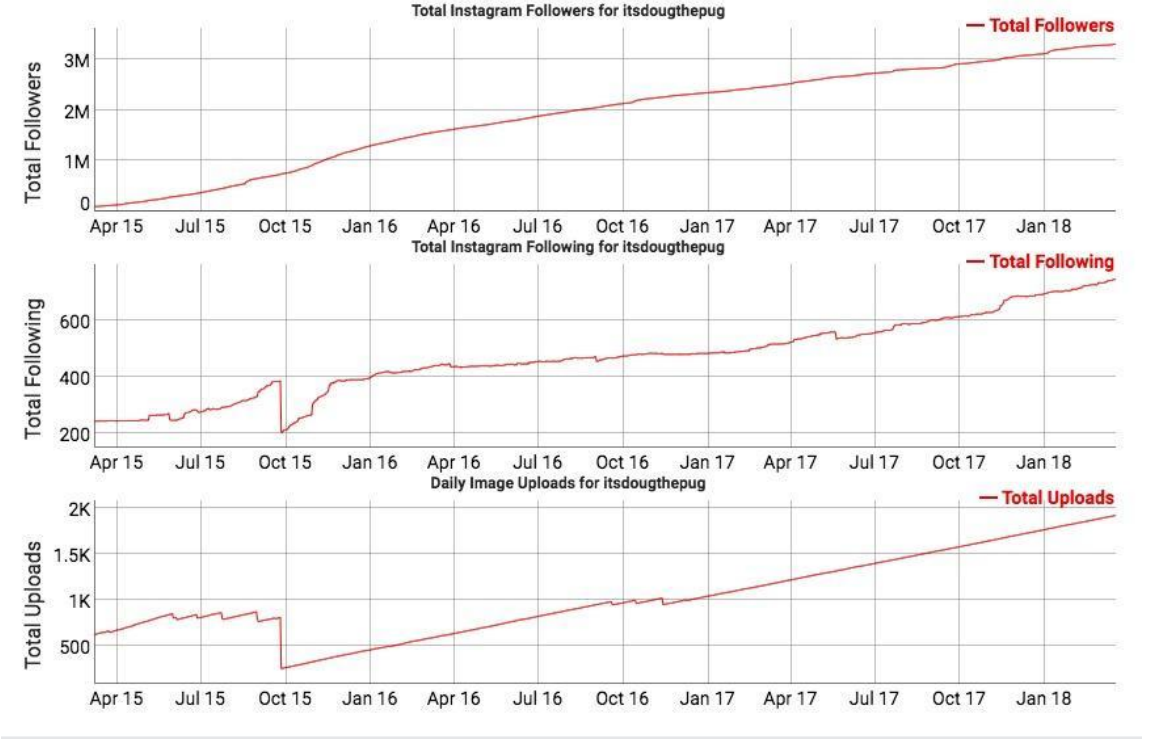
One of the best kinds of comments you can get on any social media post, not just Instagram, is a comment where one user tags a friend. Not only do these comments contribute to your post's engagement, which in turn makes it favorable to the Instagram algorithm, but each tag brings you a new audience member who arrived through a recommendation and who you could potentially win over as a follower.

For inspiration, here's an example of a successful product giveaway from the5th that incentivizes people to follow their account and tag a friend for the chance to win two free products for the both of them.

10. Closely monitor your Instagram following over time

It's not enough to get more Instagram followers if you're losing them just as fast. Keep an eye on the rate at which you're growing as well as how engaged your following is overall.

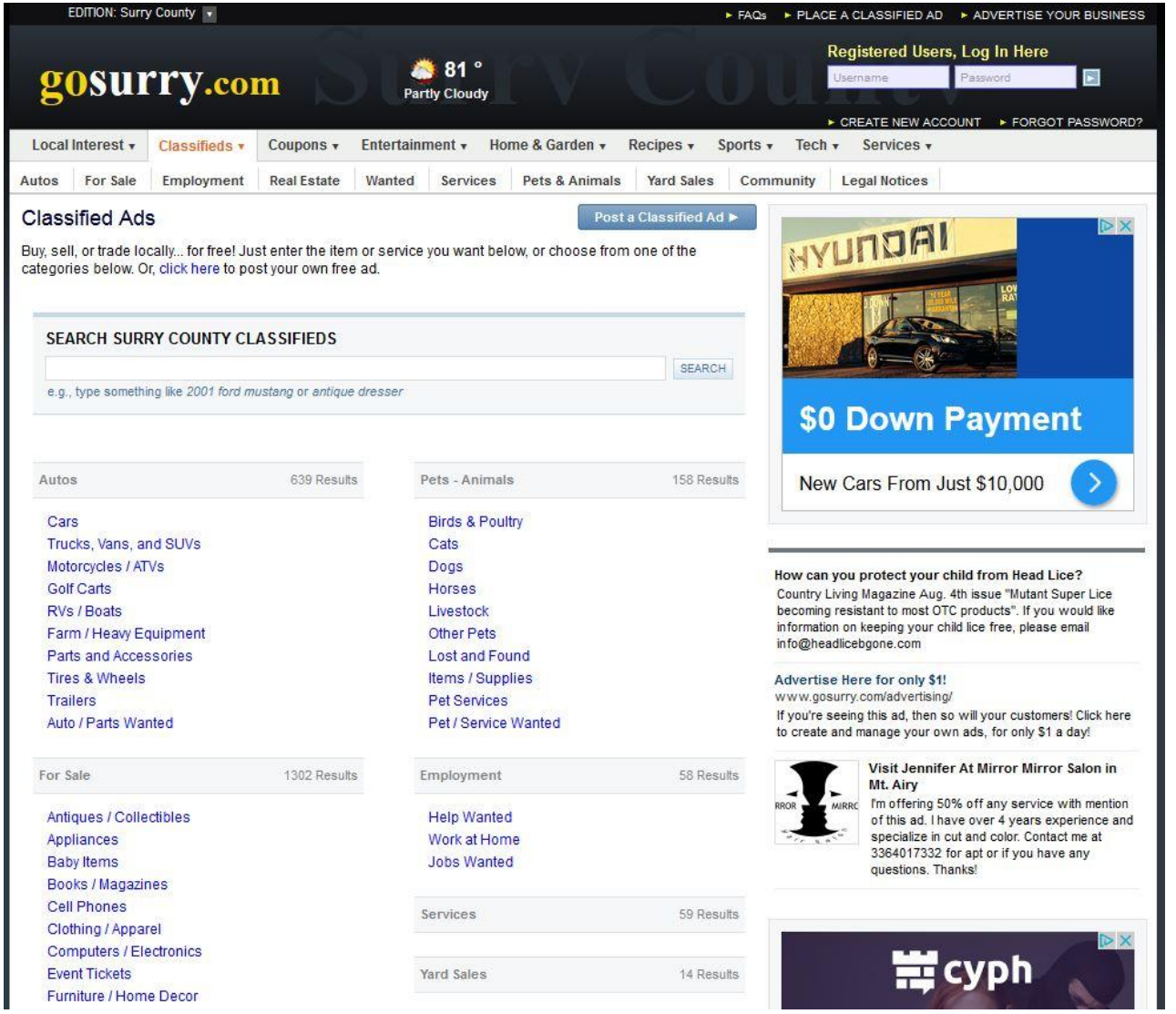
Social Blade is a great free tool for analyzing the growth of your following (or your competitors), showing you followers added and lost over time and on specific days.



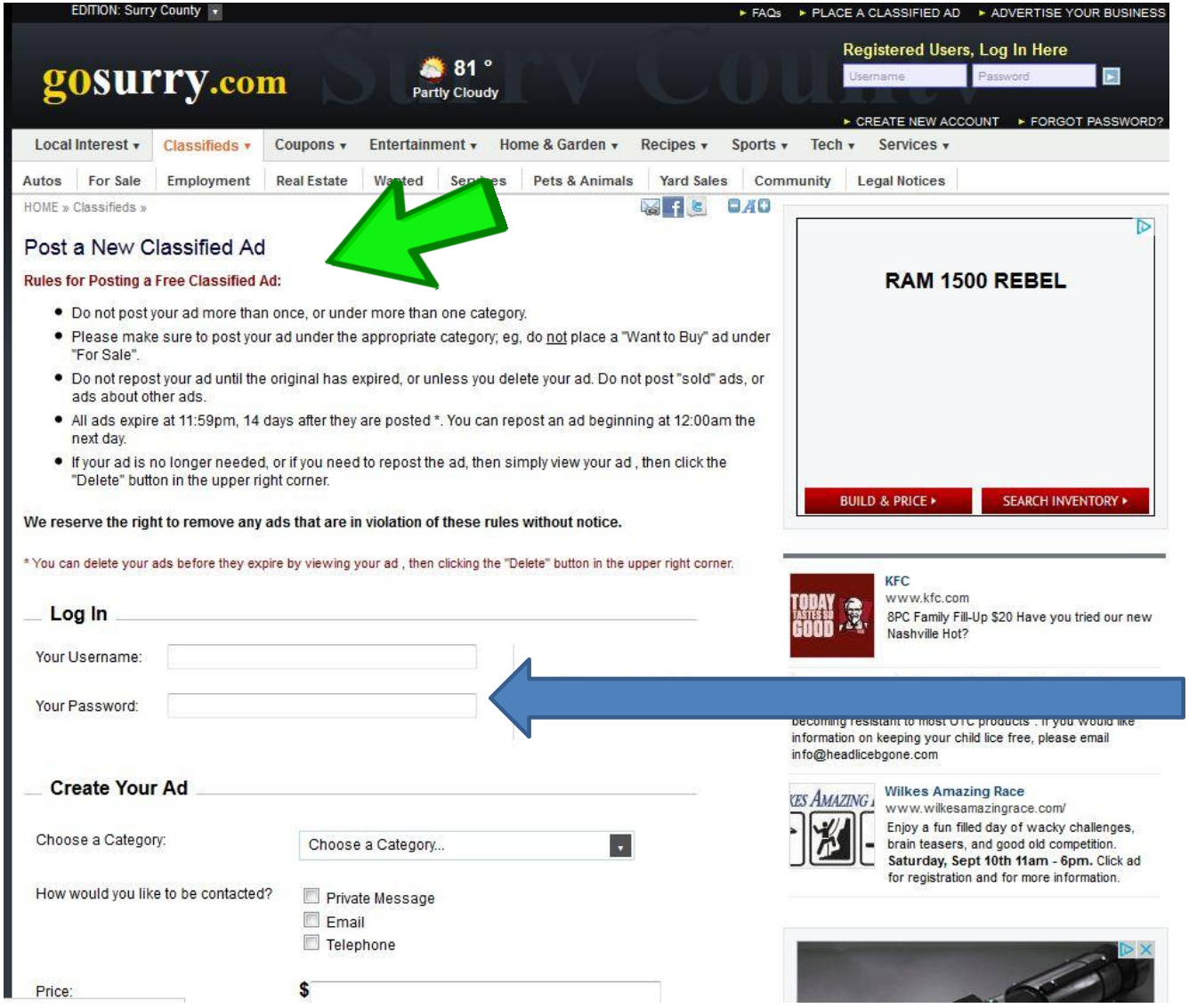
With an Instagram Business account, you also get an Instagram Analytics dashboard which offers valuable insight for free that you won't get anywhere else. You can see how many people are checking out your profile, how many people your posts have reached, what your most engaging posts are, and where most of your followers are from.

You can use this data to diagnose where you're falling short and where you could do more.

Look for patterns in the posts that were the most engaging and try to replicate that in your future content.

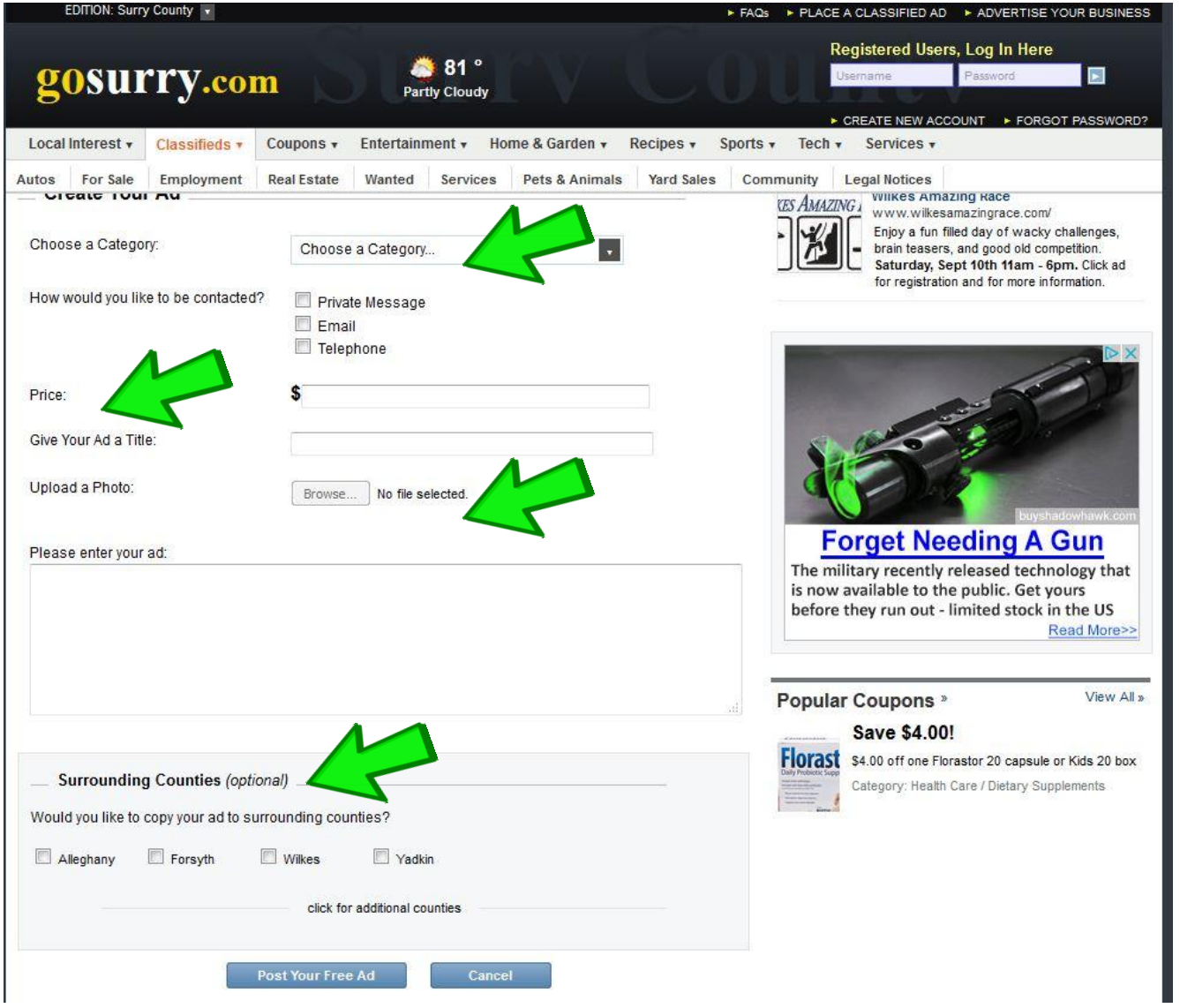


GoCounty.com is another great local free way to Find Your Customers as well.



You can place Free classified ads to Find Your Customers.

Just create your free account.



Choose your category

Add your price

Upload you pictures or video

Provide a description

You can even expand your coverage area by adding your surrounding counties.

First Things First

In Short, Pinterest is a Visual Bookmark.

Pinterest For Business

- **Pinterest also allows businesses to create pages aimed at promoting their companies online.**
- **Such pages can serve as a "virtual storefront".**
- **In one case study of a fashion website, users visiting from Pinterest spent $180 compared to $85 spent from users coming from Facebook.**
- **These users spent less time on the company's website, choosing instead to browse from the company's pinboard.**

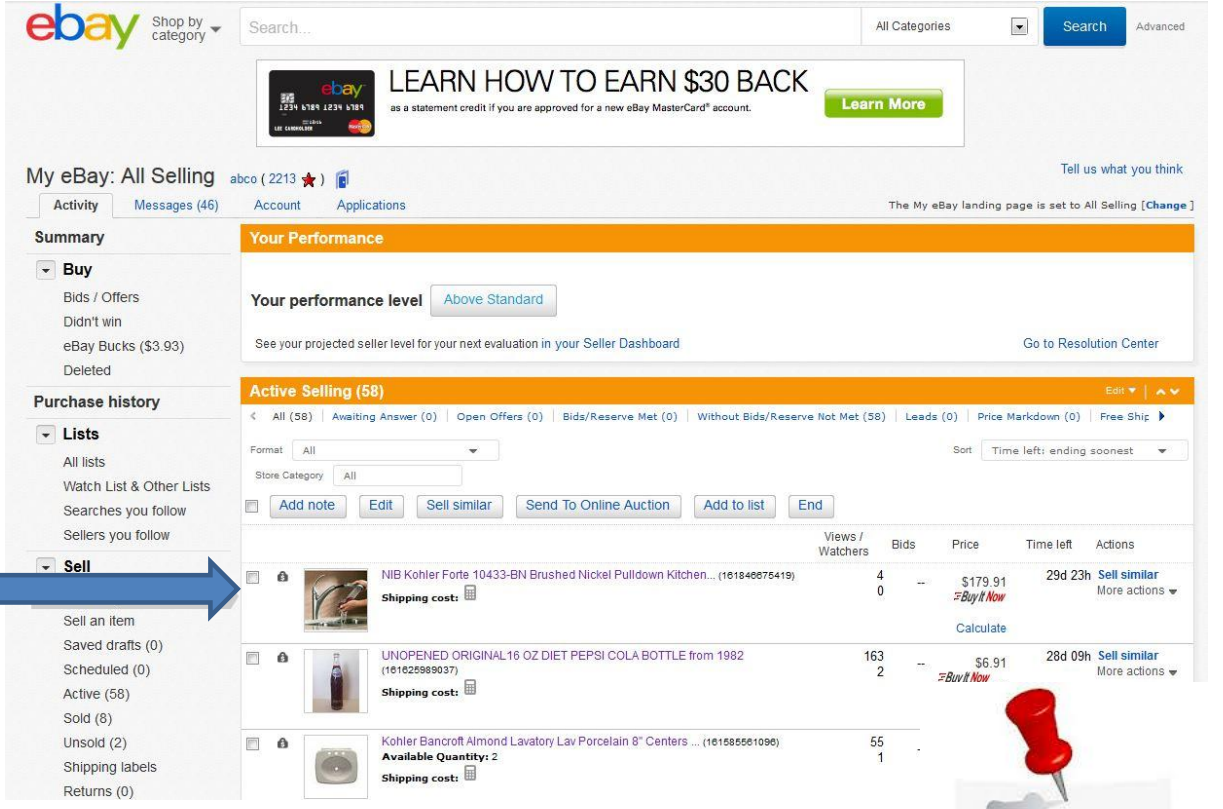
Pinterest

What are Pins?

Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

How to Pin on Pinterest

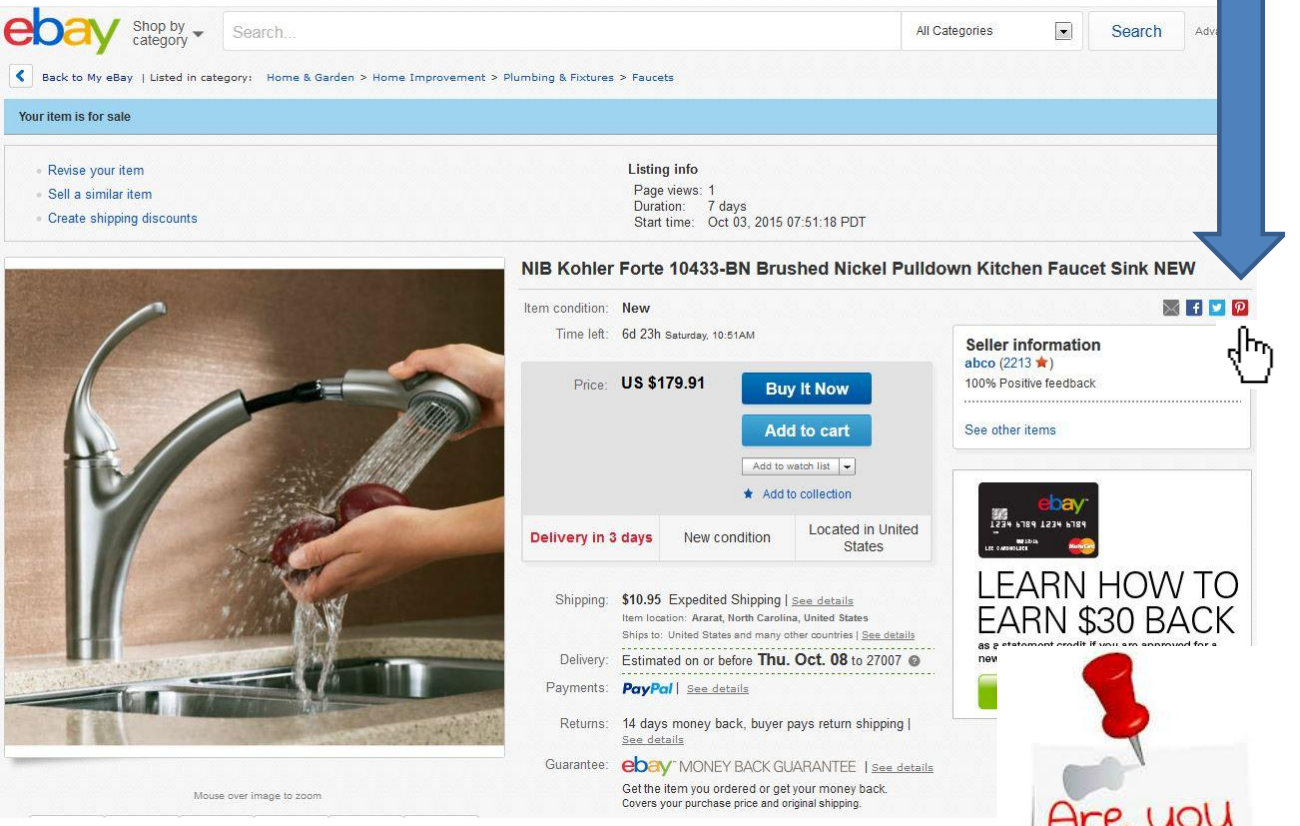
- ❖ From a selling point of view.
- ❖Go to the website of the item you want to pin.
- ❖For me it will be on eBay, Amazon, or Etsy.
- ❖Click on the item to be pinned



Pinterest

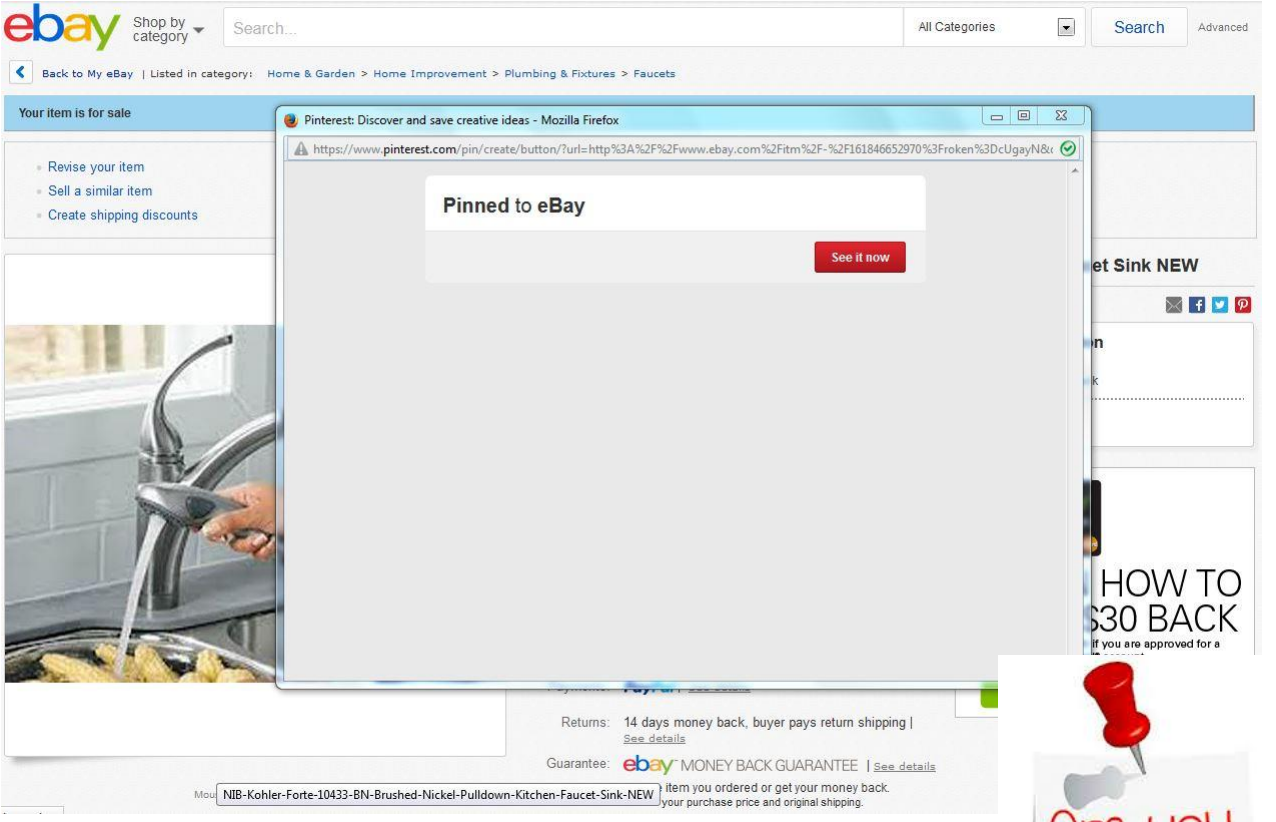
❖Next find the symbol on the right side of the page.

❖Then click on the symbol.

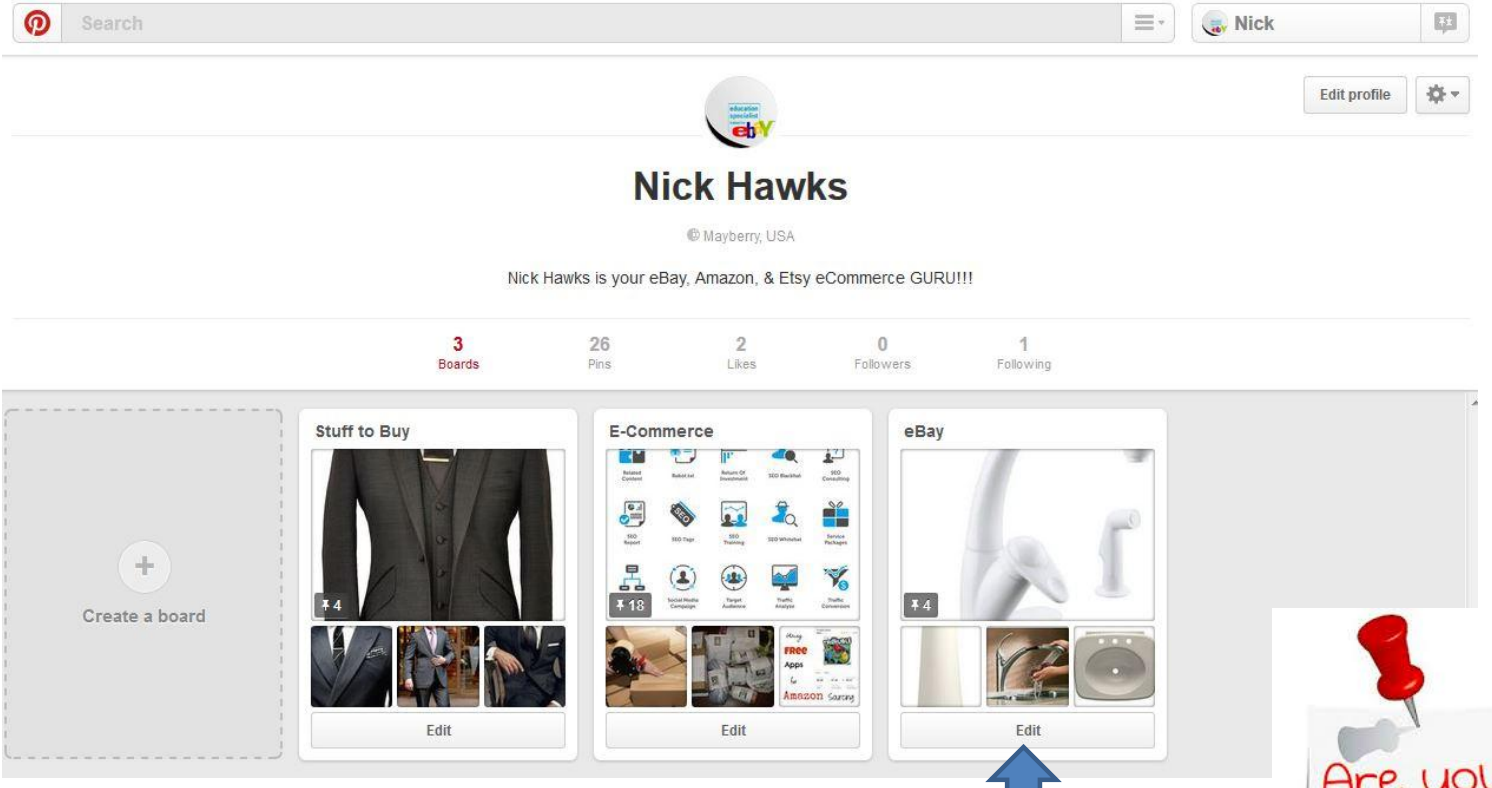


Pinterest

❖ **It is "Pinned" to your board.**



Pinterest



❖ **There it is!**

Why Use Pinterest

Pinterest is LONG TERM web traffic

- Pinned over 37 weeks ago

Source:http://blog.piqora.com/pinterest-roi-study/

❖ Pins last forever.

❖Most other social media sites posts quickly disappear.

We call this evergreen advertising !!!

Pin it

Buy it

Buy it

Buy it securely, right on Pinterest

Pay with Apple Pay™ or credit card

❖ **Choose your payment method.**

4 Massive Benefits of Using YouTube For Business

1. Tap Into The Horde of YouTube's Traffic!!!

- **Online video is growing exponentially, with over 4 billion videos viewed daily. If you use YouTube for your business, you can easily reach your audience, both by creating videos and advertising on other people's videos.**
- **YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.**
- **1 billion people visit YouTube each month globally**
- **100 hours of video are uploaded every 60 seconds to YouTube**
- **According to Nielsen, YouTube reaches more US adults aged 18-34 than any cable network**
- **Video-streaming platforms like YouTube have become so big you're guaranteed to find a group of people who will become your raving fans and customers, as long as you educate, entertain and provide solutions to their problems.**

The Massive YouTube Ecosystem

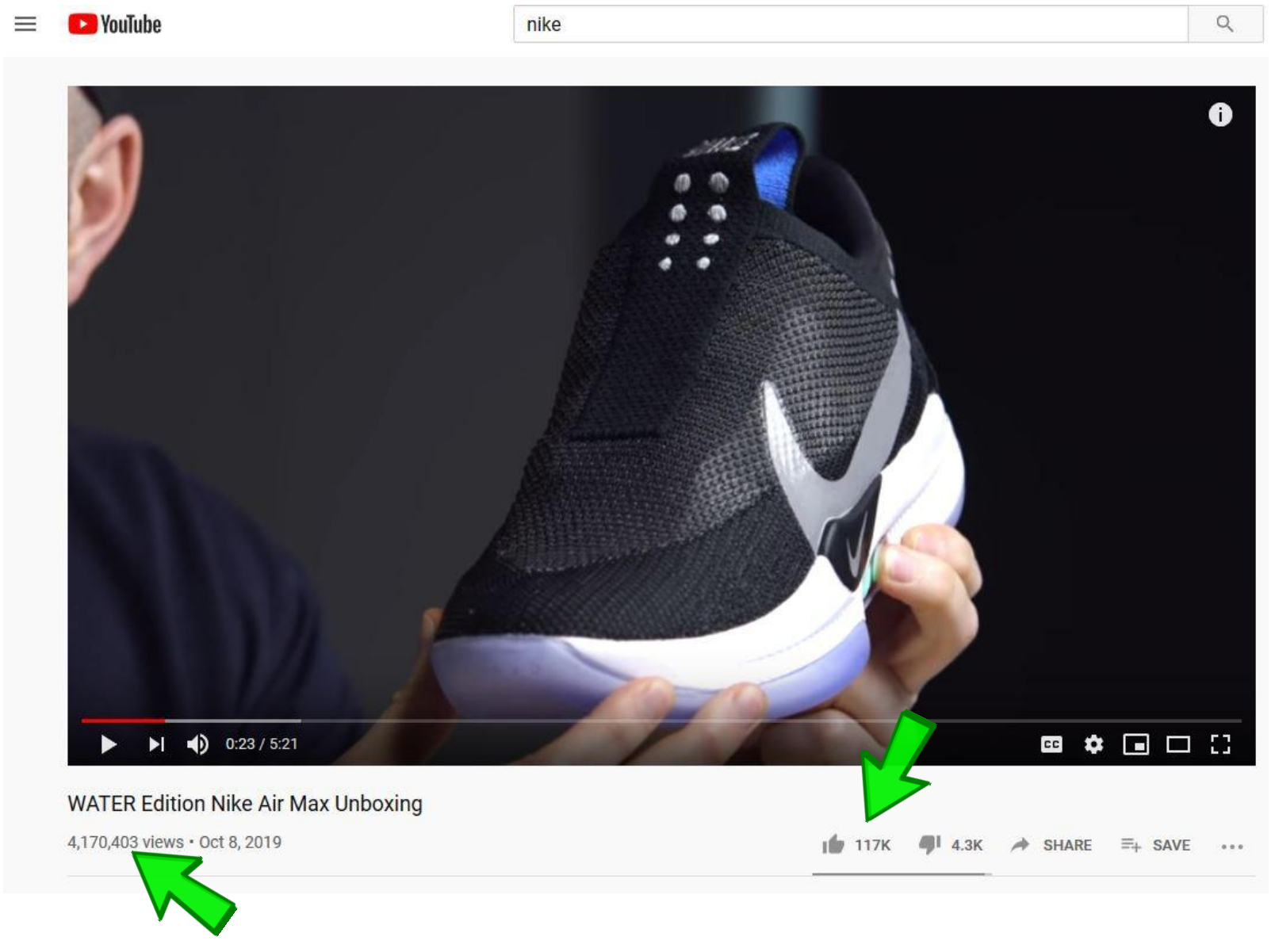
2. Marketing On YouTube Will Help You Get Found On Google

- **Due to Google Universal Search, videos, images, news, books and local searches are blended together in Google's search results, so as to provide the most useful information for people searching.**

- **Google owns YouTube**. Google acquired the social media giant as part of its overwhelming influential search and social media online presence. Used together, it is one of the most expansive and powerful of all the social media marketing strategies. This is because YouTube videos are ranked routinely high on Google's search pages.

- **You might have noticed that videos are appearing more often in Google's search results. This shows that Google considers video to be as important as text-only pages.**

- **You can take advantage of this by writing articles on your site and creating complementary videos in YouTube. Doing this will build backlinks to your site, meaning you get found on Google more often by people searching.**


YouTube
nike
0:23 / 5:21
WATER Edition Nike Air Max Unboxing
4,170,403 views • Oct 8, 2019
117K
4.3K
SHARE
SAVE

3. Your Content Never Dies

- **Using YouTube for business can help you to re-purpose content you've already created without the need to spend a lot of time or to invest in expensive equipment.**

- **Re-purposing content you have already created is an effective form of content marketing, as you can reach an audience that will love that particular type of content.**

4. Build Your Email List in YouTube

- **Another benefit of using YouTube for business is the ability to build your email list as you continue to provide valuable, engaging content.**
- **Use software (Lead Player) that allows you to embed your sign-up form directly into YouTube videos. A video can be stopped temporarily for a viewer to enter their email address and subscribe to your list, before they continue.**
- **Using this approach makes it easier than ever to build your email list, whilst providing engaging video content your audience will love.**

what is LinkedIn?

•**LinkedIn, which launched in 2003, is the place where professionals stay connected.**

• **LinkedIn is part professional networking site, part social networking site, and part job board.**

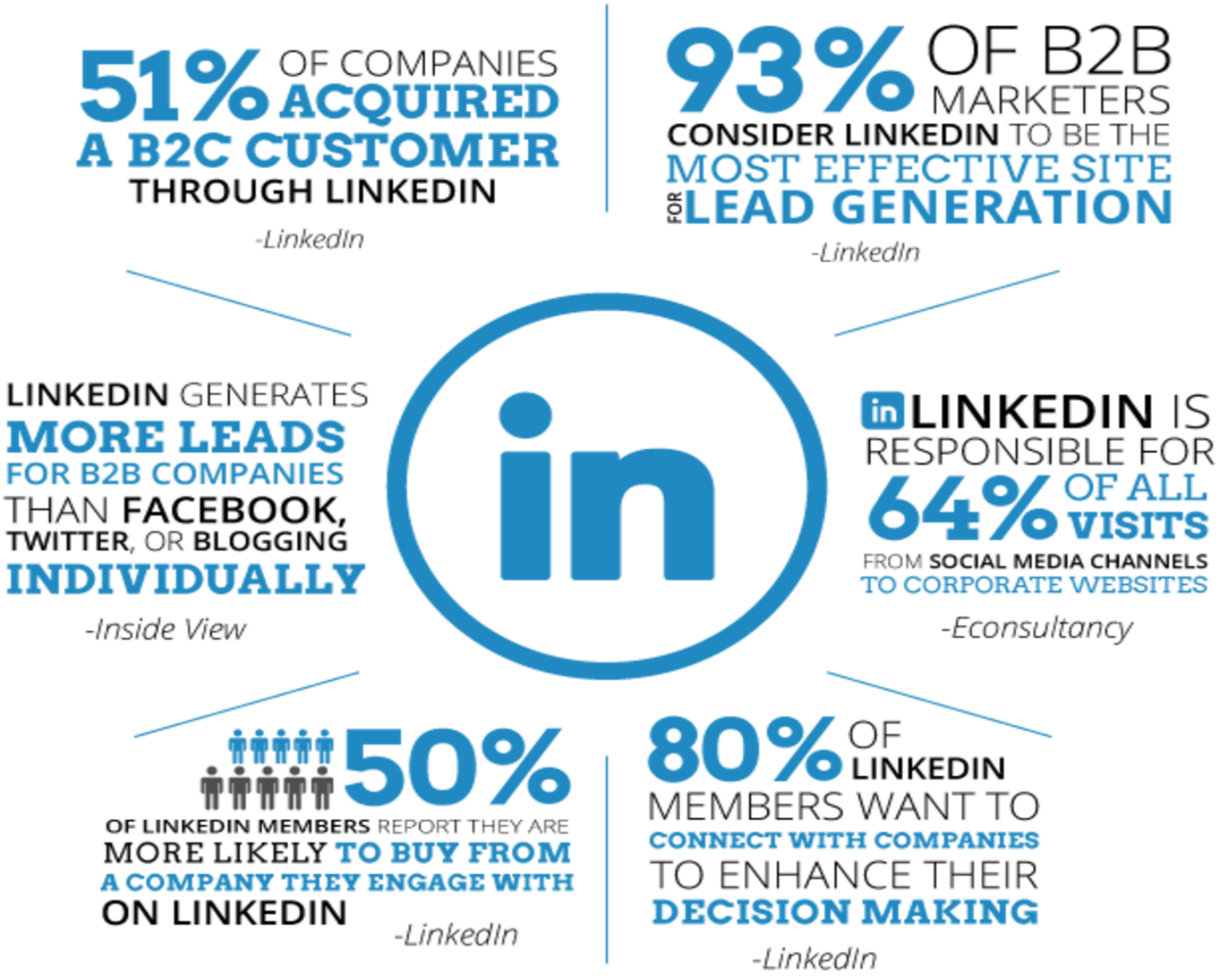
•**It's a place to go to find people, despite whether you know them personally.**

•**Use LinkedIn as a replacement for paper business cards, which are almost always out of date within a year.**

Marketing
Advertising
Networking
Linked in

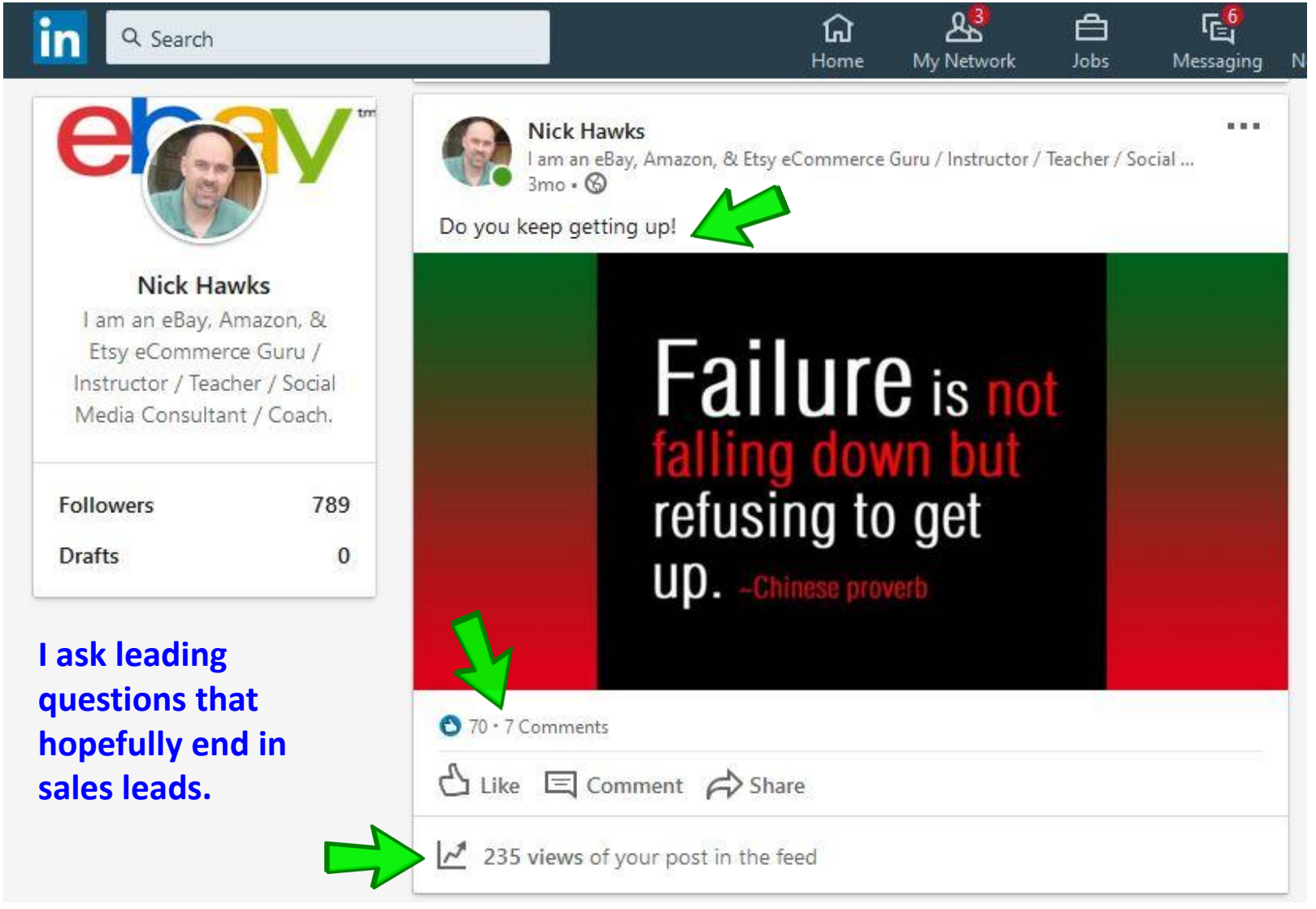
Uses or Goals of LinkedIn

- Find a Job
- Find an Employee
- Marketing Yourself or Your Business
- B2B – Business to Business
- B2C - Business to Customer
- Sales Leads
- Networking - Engagement

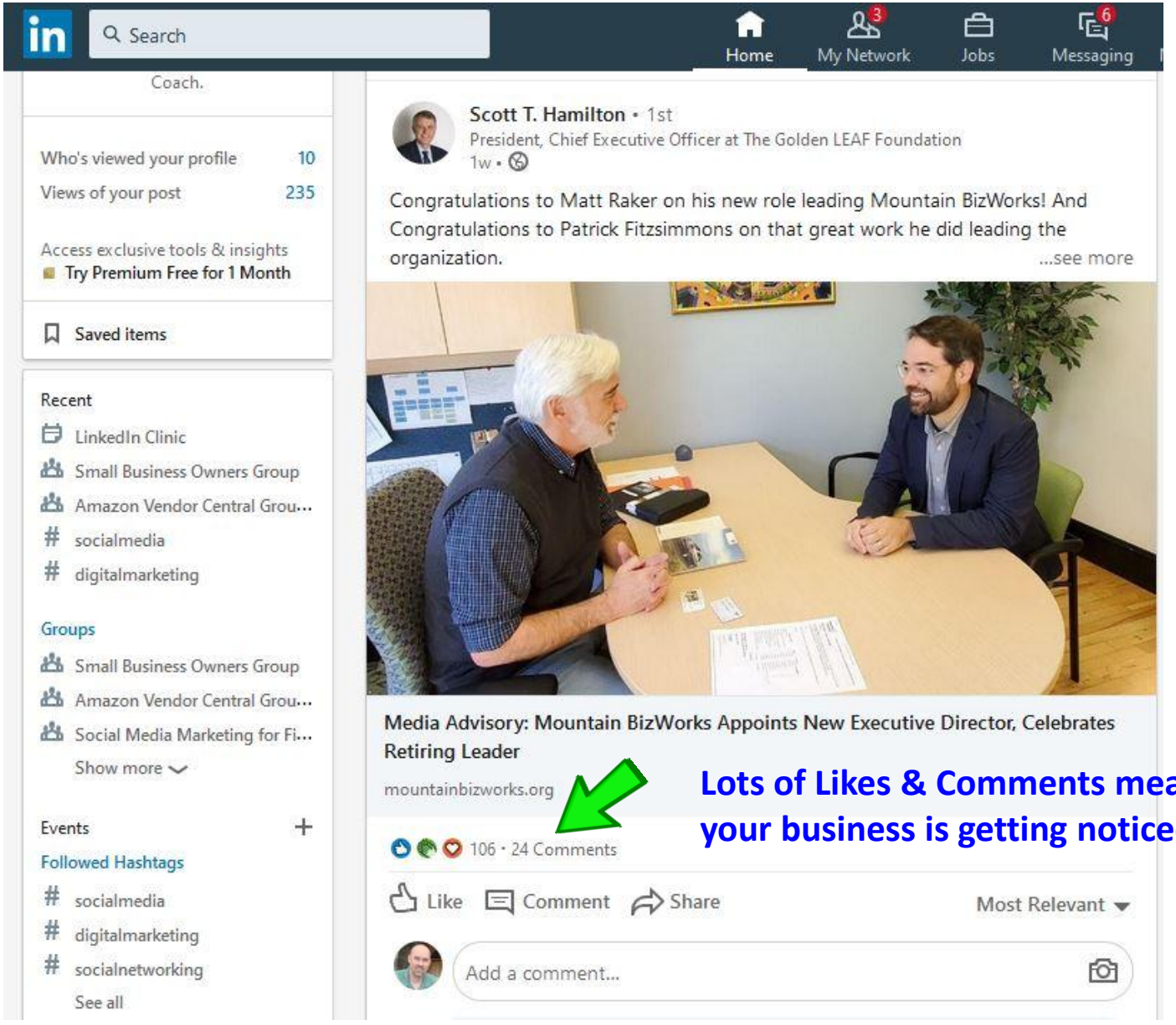

51% OF COMPANIES ACQUIRED A B2C CUSTOMER THROUGH LINKEDIN
-LinkedIn
93% OF B2B MARKETERS CONSIDER LINKEDIN TO BE THE MOST EFFECTIVE SITE FOR LEAD GENERATION
-LinkedIn
LINKEDIN GENERATES MORE LEADS FOR B2B COMPANIES THAN FACEBOOK, TWITTER, OR BLOGGING INDIVIDUALLY
-Inside View
LINKEDIN IS RESPONSIBLE FOR 64% OF ALL VISITS FROM SOCIAL MEDIA CHANNELS TO CORPORATE WEBSITES
-Econsultancy
50% OF LINKEDIN MEMBERS REPORT THEY ARE MORE LIKELY TO BUY FROM A COMPANY THEY ENGAGE WITH ON LINKEDIN
-LinkedIn
80% OF LINKEDIN MEMBERS WANT TO CONNECT WITH COMPANIES TO ENHANCE THEIR DECISION MAKING
-LinkedIn

The Social Component

LinkedIn functions as a social network that lets users post updates or read updates from others. These can be quite long (very similar to a blog post) or they can be as short as single link. You can follow the activity of users and businesses even if you are not directly connected to them.

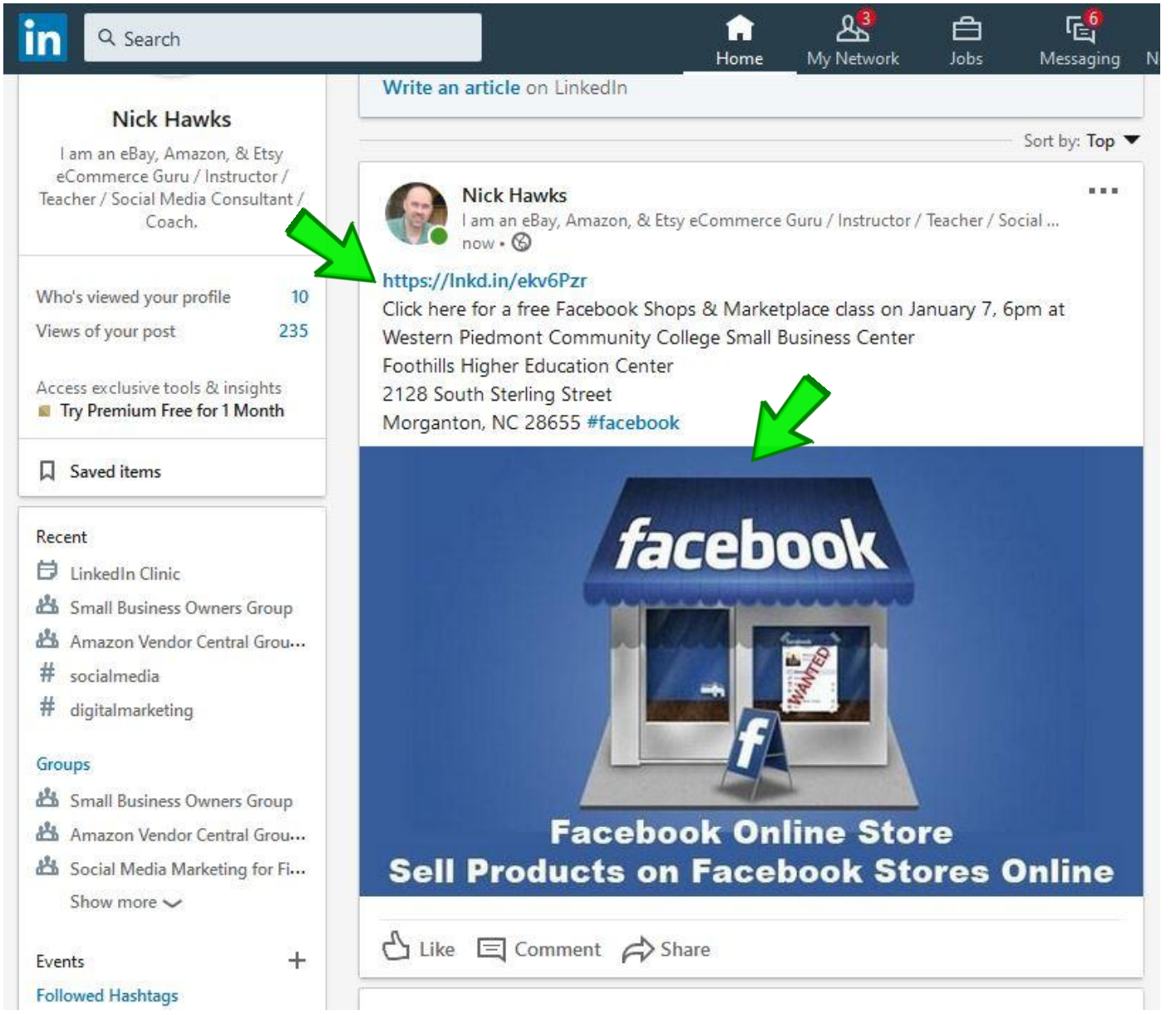


I ask leading questions that hopefully end in sales leads.

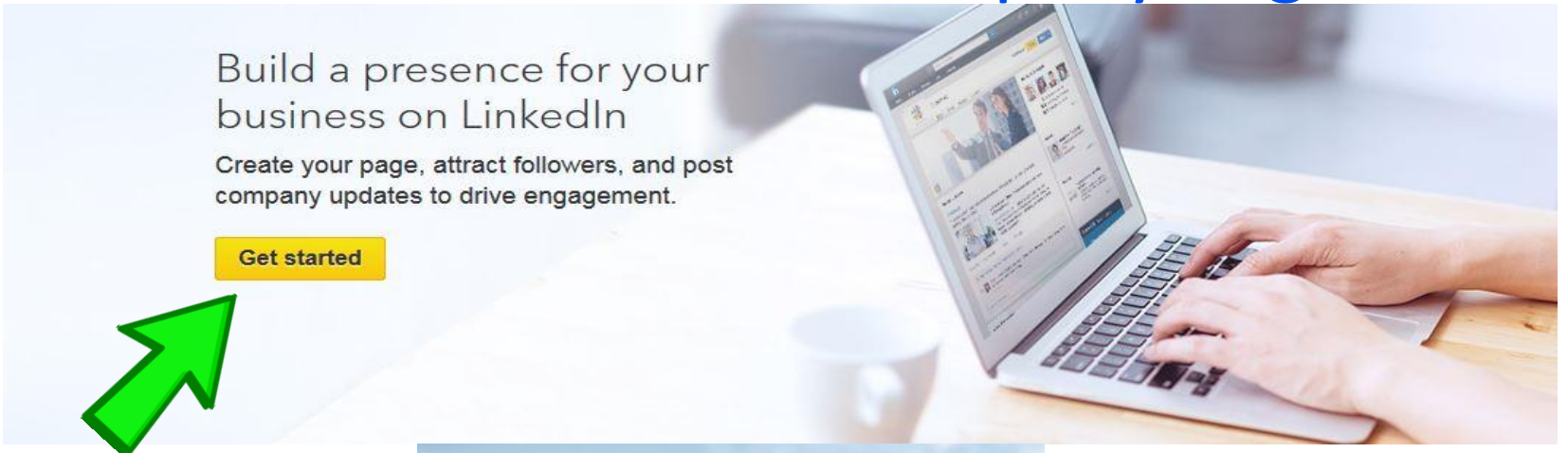

Search
Home
My Network
Jobs
Messaging
Coach.
Who's viewed your profile 10
Views of your post 235
Access exclusive tools & insights
Try Premium Free for 1 Month
Saved items
Recent
LinkedIn Clinic
Small Business Owners Group
Amazon Vendor Central Grou...
socialmedia
digitalmarketing
Groups
Small Business Owners Group
Amazon Vendor Central Grou...
Social Media Marketing for Fi...
Show more
Events
Followed Hashtags
socialmedia
digitalmarketing
socialnetworking
See all
Scott T. Hamilton • 1st
President, Chief Executive Officer at The Golden LEAF Foundation
1w •
Congratulations to Matt Raker on his new role leading Mountain BizWorks! And Congratulations to Patrick Fitzsimmons on that great work he did leading the organization.
...see more
Media Advisory: Mountain BizWorks Appoints New Executive Director, Celebrates Retiring Leader
mountainbizworks.org
106 • 24 Comments
Like
Comment
Share
Most Relevant
Add a comment...
Lots of Likes & Comments means your business is getting noticed.

I use it to market upcoming small business center classes.

I can even provide links to register



Create a LinkedIn Company Page



REWARDS OF LINKEDIN AND CREATING CONTENT

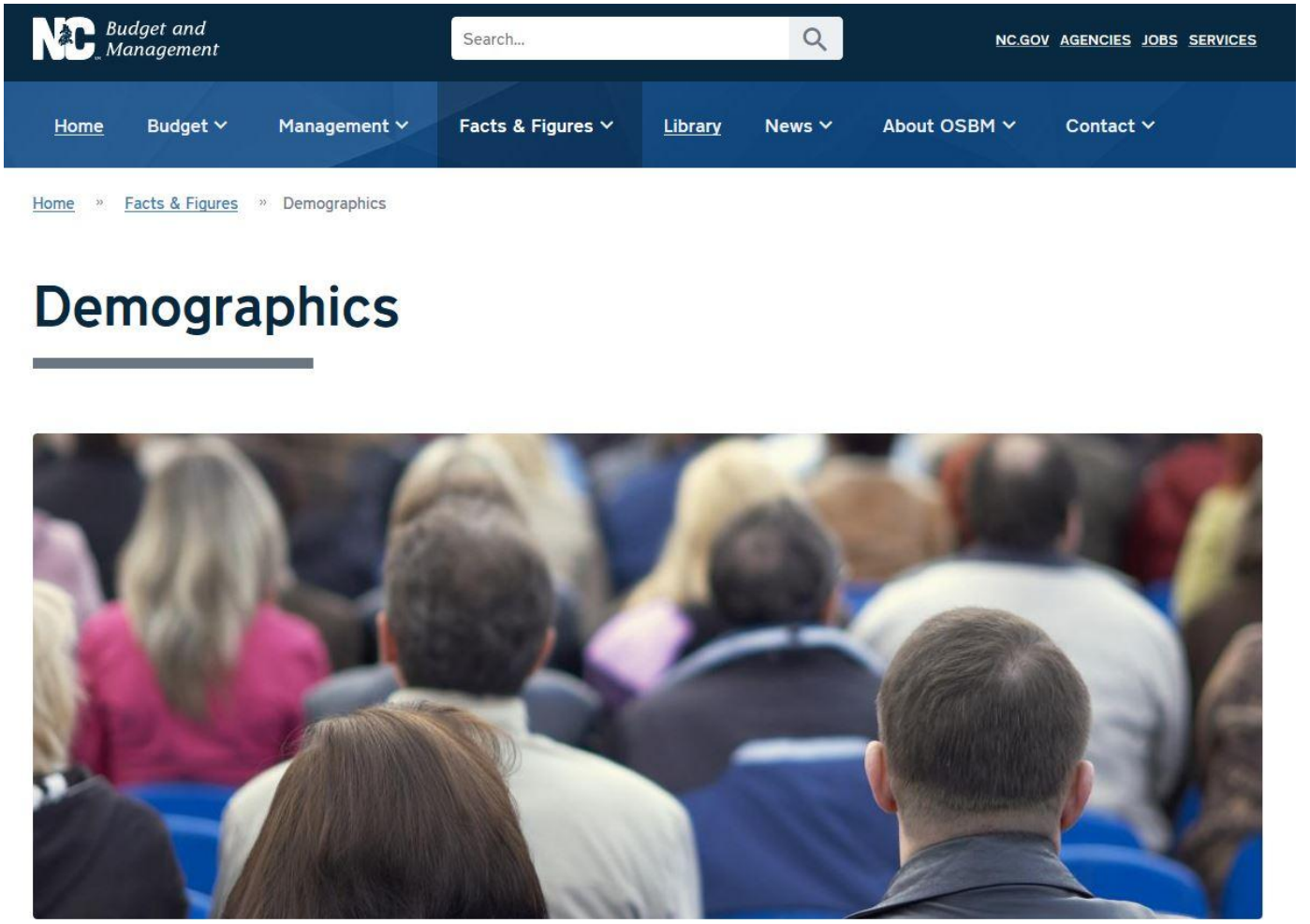
- Brand awareness
- You can have a voice in the conversation
- You can influence opinions of your brand/product
- Ever evolving area within digital
- Salary scales are still being determined but rising
- Big brands and small business are at the same level

Free Research Tools

Free Market-Research Tools -- A Sampler

Small businesses can tap a variety of free resources for insights about customers, competitors and trends.

https://www.osbm.nc.gov/demog/county-projections



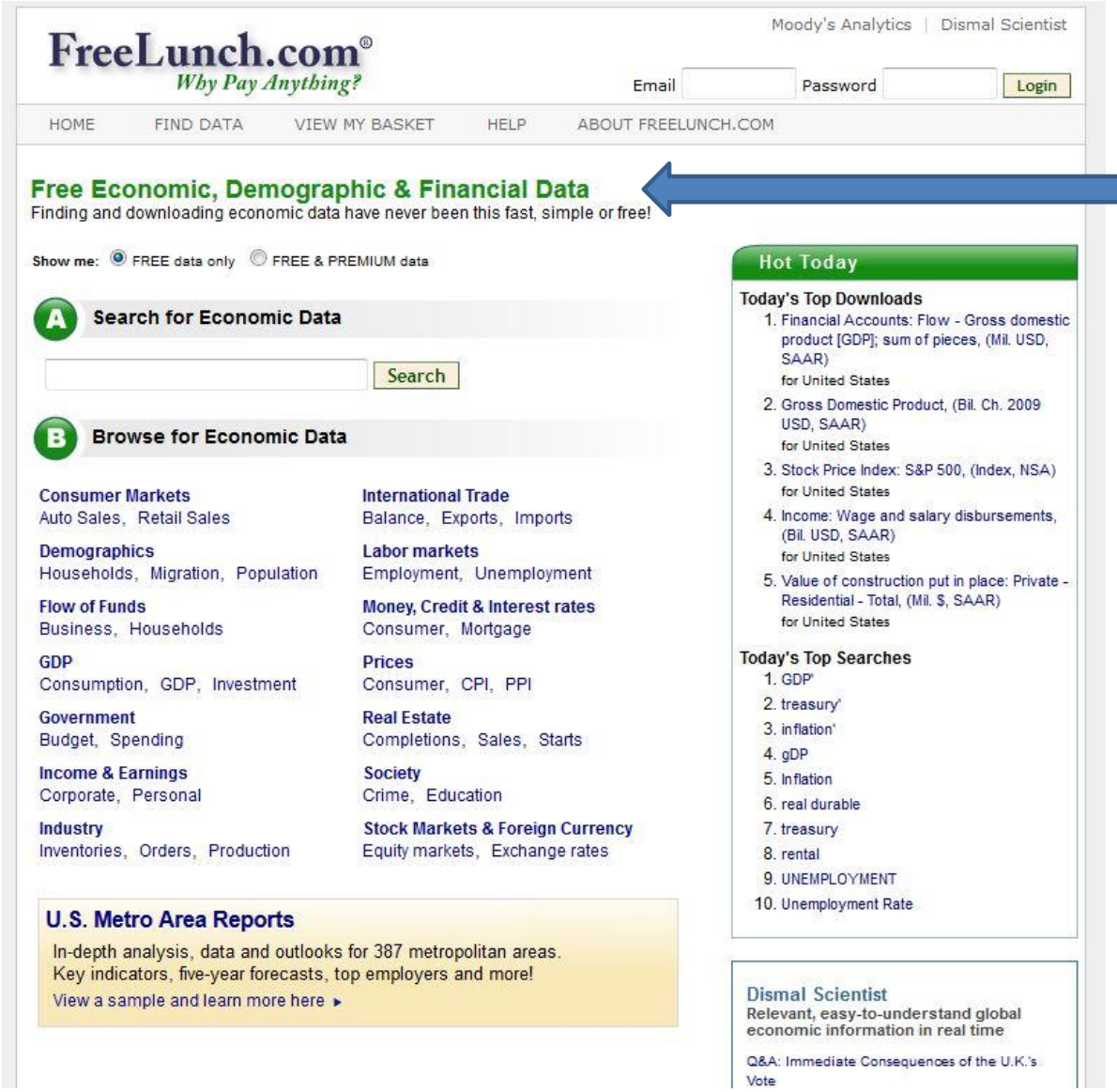
Home | Budget | Management | Facts & Figures | Library | News | About OSBM | Contact

County Estimates

.....to County/State Projections	.....to Municipal Estimates

Most Current Estimates

Certified 2014		
Population/Growth	Growth Map	Methodology
Ranked by Size	Fastest Growing	By Total Growth
Single Age - Total	Race Totals - Female	Race Totals - Male
Age Groups - Total	Age Groups - Female	Age Groups - Male
Age Groups - White	Age Groups - White Female	Age Groups - White Male
Age Groups - Non-White	Age Groups - Non-White Female	Age Groups - Non-White Male
Age Groups - Black/African American	Age Groups - Black Female	Age Groups - Black Male



Marketing Research Tools

http://www.impactmasters.net/

In Marketing today, Reputation is Everything

Today, U.S. businesses spend hundreds of millions per day on advertising. But advertising is not enough. 80% of people looking for a new product or service will check it out online first. Why? To see the reviews, and to see the company's online reputation! And if the online reputation is negative, then much of that advertising expense is wasted. The buyer will go somewhere else. It was different in the past.

In the Old Days, Advertising was Enough…

Then Along Came the Internet…

Once every business got websites, the new rage became SEO (search engine optimization). That is, companies had to make sure that their website came out near the top of Google searches. People would see your advertising, then find you on the Internet, read about your company and products, and then come calling.

Online Reputation…

But Now, Everyone is Putting Reviews on the Internet…

Now even websites and SEO are not enough. People want to research your online reputation—something most businesses don't even know they have! Why all the reviews all of a sudden, and why are they important? It started when Amazon began asking everyone to review EVERYTHING! People ARE now writing reviews about everything, and whether you know it or not, they are writing about YOUR BUSINESS. SEO is no longer enough. They NOW READ YOUR REVIEWS! And they believe the opinions of people they don't even know, before deciding to do business with you. And what they most often find, is an excess of negative reviews! Or almost as bad, they find NO reviews. And this scares them away.

Why is this Happening? It is because the Internet has a Negative Bias…

When people buy something, they expect good service. So when that happens, there is no motivation to tell everyone. But let something bad happen and people rush to go online and tell the world. They used to just tell five friends. Now they tell thousands. With the absence of positive reviews to drown them out, companies are developing negative online reputations, and most don't even know it. And these are driving away business!

What if you Simply Have NO Reviews?

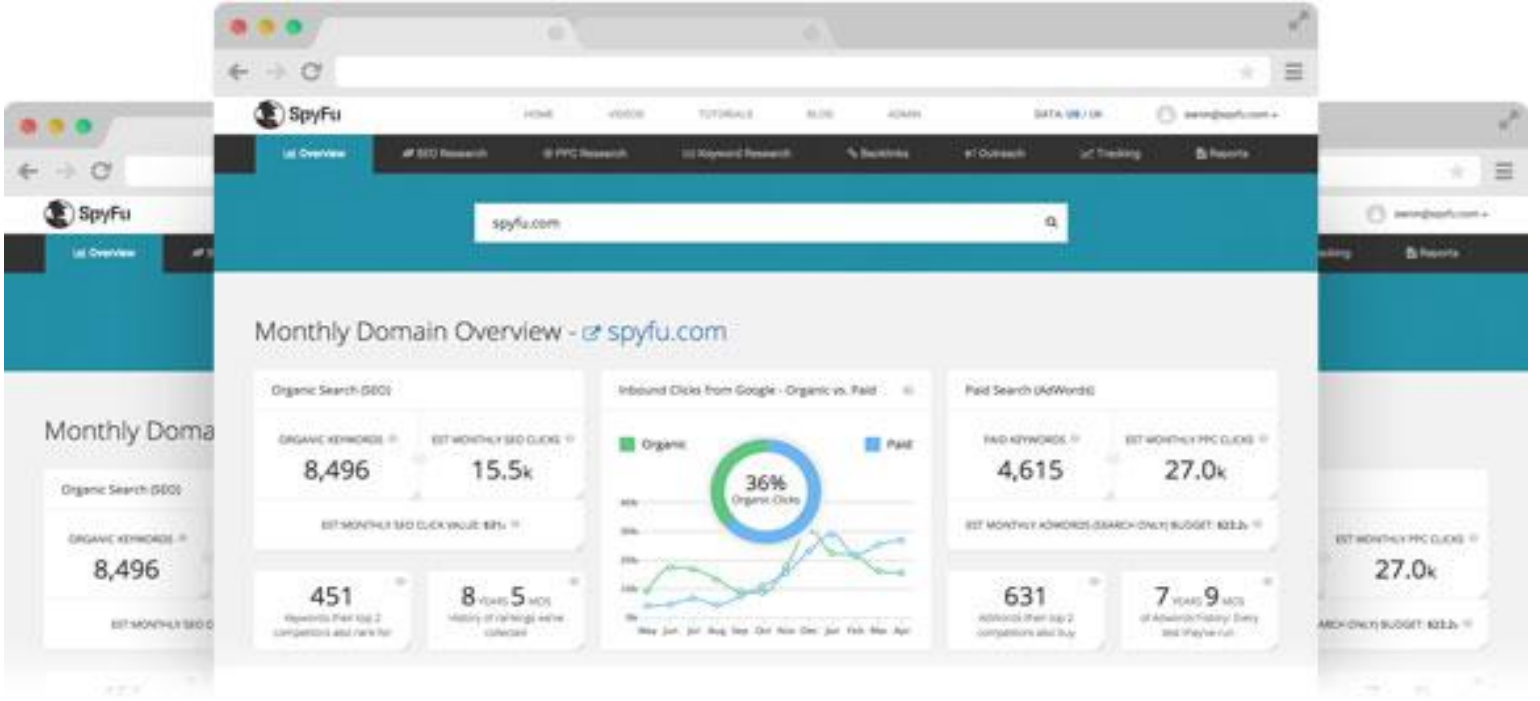
This means to many people that no one is doing business with you. So this is almost as harmful as negative reviews. No one wants to do business with a company that no one uses. You are like a restaurant that has an empty parking lot. No one will stop by.

OUR SERVICES: We help you take Control of Your of your Online reputation!

https://www.spyfu.com/

What Does SpyFu Do?

SpyFu exposes the search marketing secret formula of your most successful competitors.



Search for any domain and see every place they've shown up on Google: **every keyword** they've bought on Adwords, **every organic rank, and every ad variation** in the last 13 years.

Learn how to connect with these domains, too. Find online and traditional leads methods -- social media, email, phone, and address -- you can't find anywhere else.

Find the Keywords Most Important to Your Market

Part I: Where to Find New Ideas
Part II: Create Structure in Your Research
Part III: Build on the Ideas You Found

SEE MORE »

Starting an AdWords Campaign From Scratch

Part I: The Basics That You Need to Begin
Part II: Choosing Your Keywords
Part III: Writing Ads and Landing Page Copy

SEE MORE »

Selling SEO to your clients

Land new SEO clients
Help my clients understand SEO Value
Inspire my clients to spend more in SEO
Hold onto my SEO clients longer
Find money for SEO through AdWords savings

Tips for new PPC campaigns

Popular keywords amongst my competitors
Discover profitable keywords for my market
Write successful ad copy for my keywords
Add data to keywords in your import
Find low cost and long tail keywords

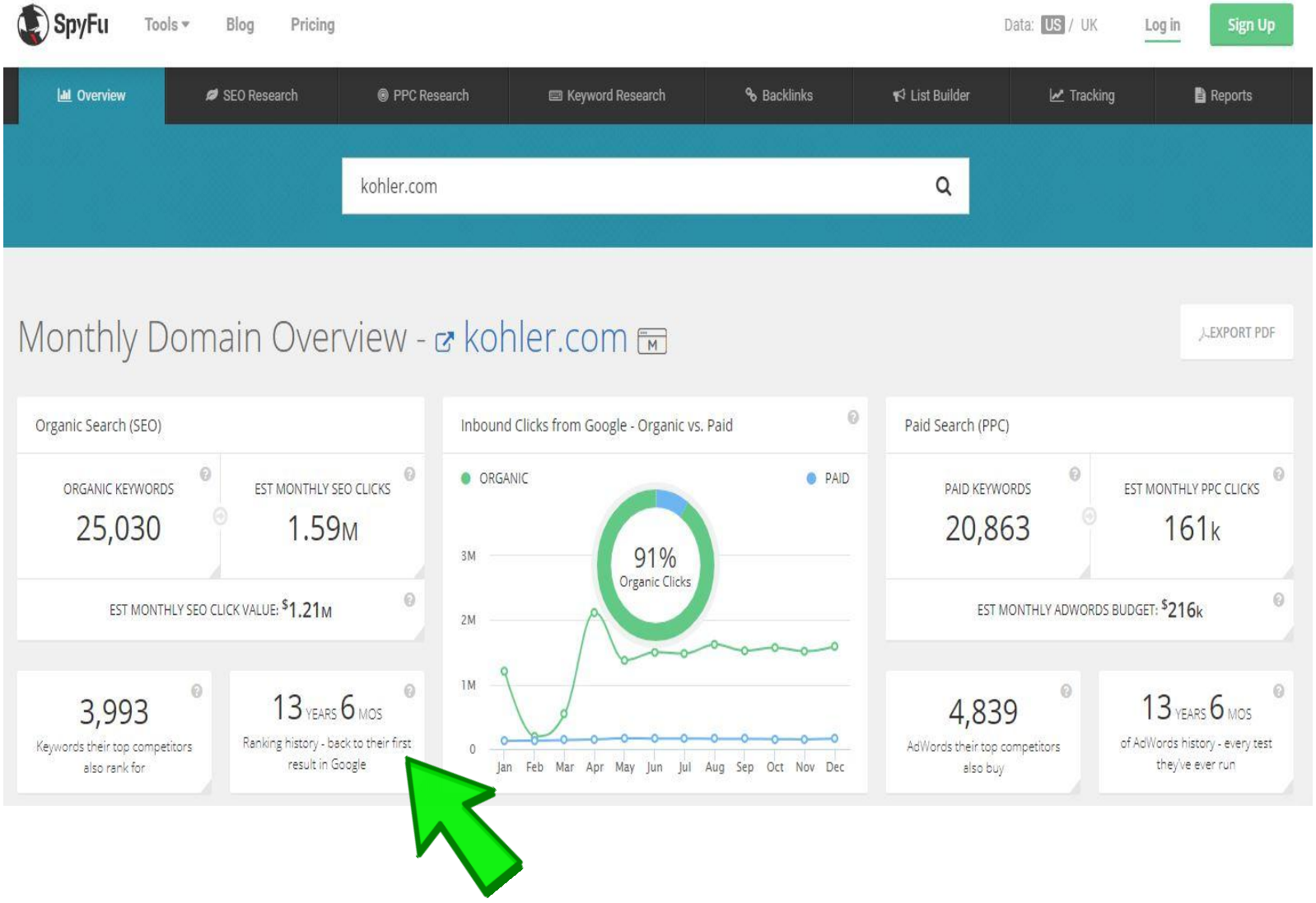
Improve my SEO campaign

Follow my ranking history
Find high-potential keywords to improve upon
Track my own keyword rankings
Find backlinks that help me rank

Improve my AdWords campaign

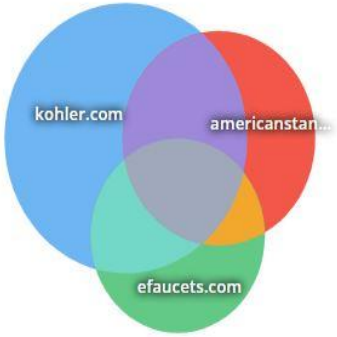
Uncover profitable keywords I've missed
Get custom advice for my site
Find competitors' keywords I should buy
Download all of my competitors' keywords
Protect your budget with negative match settings
AdSense Starter

© Can Stock Photo


SpyFu
Tools
Blog
Pricing
Data: US / UK
Log in
Sign Up
Overview
SEO Research
PPC Research
Keyword Research
Backlinks
List Builder
Tracking
Reports
kohler.com
Monthly Domain Overview - kohler.com
EXPORT PDF
Organic Search (SEO)
ORGANIC KEYWORDS
25,030
EST MONTHLY SEO CLICKS
1.59M
EST MONTHLY SEO CLICK VALUE: $1.21M
3,993
Keywords their top competitors also rank for
13 YEARS 6 MOS
Ranking history - back to their first result in Google
Inbound Clicks from Google - Organic vs. Paid
ORGANIC
PAID
91%
Organic Clicks
3M
2M
1M
0
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Paid Search (PPC)
PAID KEYWORDS
20,863
EST MONTHLY PPC CLICKS
161k
EST MONTHLY ADWORDS BUDGET: $216k
4,839
AdWords their top competitors also buy
13 YEARS 6 MOS
of AdWords history - every test they've ever run

Competitor Shared Keywords

Shared Organic Keywords (Kombat)



KOMBAT BY SpyFu

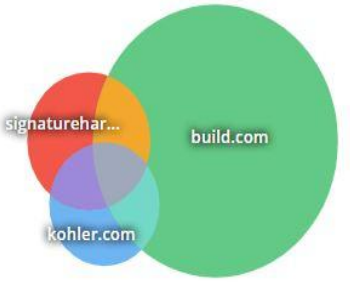
Overall Market Research

KEYWORD UNIVERSE	CORE STARTING KEYWORDS
35,552	3,993
Keywords any domain ranks for	Keywords all domains rank for

Recommendations for kohler.com

WEAKNESS	EXCLUSIVE KEYWORDS
618	12,414
Keywords both competitors rank for, but n...	Competitors don't yet rank, but kohler.co...

Shared Paid Keywords (Kombat)



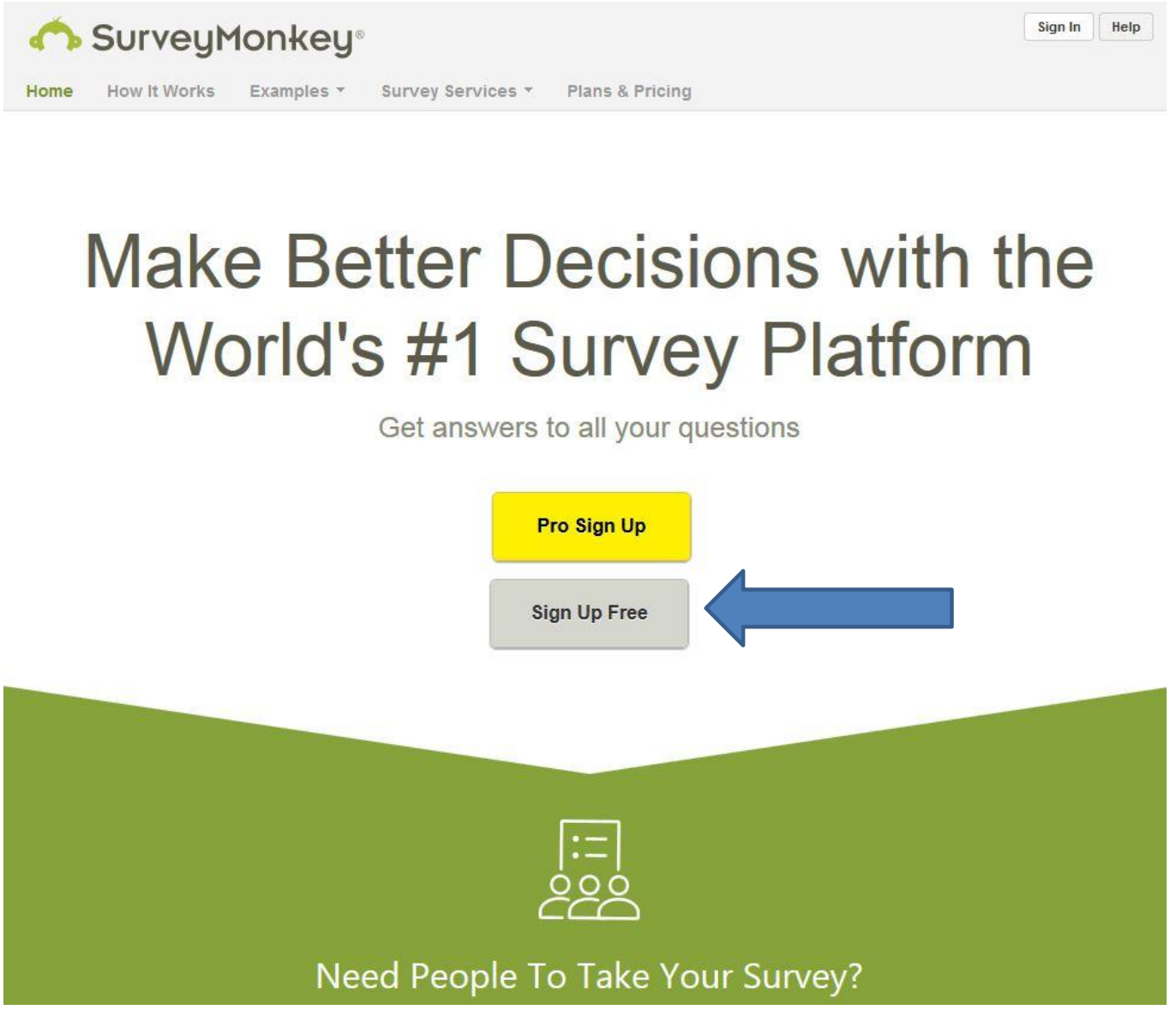
KOMBAT BY SpyFu

Overall Market Research

KEYWORD UNIVERSE	CORE NICHE
127,290	4,839
Keywords any of the three domains buy	Keywords all of the three domains buy

Recommendations for kohler.com

BUY RECOMMENDATIONS	EXCLUSIVE KEYWORDS
5,849	8,198
Keywords both competitors buy, but not k...	Keywords neither competitor buys, but k


SurveyMonkey
Sign In
Help
Home
How It Works
Examples
Survey Services
Plans & Pricing
Make Better Decisions with the World's #1 Survey Platform
Get answers to all your questions
Pro Sign Up
Sign Up Free
Need People To Take Your Survey?

Create and send surveys with ease

A simple poll? In-depth market research? We've got you covered. Create any type of survey—from simple to sophisticated—with our powerful and easy-to-use survey builder.

- ✔ 15+ Question Types
- ✔ Custom logo & branding
- ✔ Page & Question Skip Logic
- ✔ Mobile app for iOS and Android
- ✔ Surveys you can send out via mobile, web, social media
- ✔ Integrated with partners like MailChimp, Eventbrite, and much more
- ✔ Collaboration features to help you create, edit, and analyze surveys as a team

Make smarter decisions with data

Use our robust analytics to make data-driven decisions. Get responses in real time, slice and dice data to reveal insights, and easily share presentation-ready charts and reports.

- ✔ Real-time results
- ✔ Text analysis
- ✔ SPSS integration
- ✔ Custom reporting
- ✔ Filter and cross-tabbing and much more

Buy a targeted audience

With SurveyMonkey Audience, you can define your target audience, launch your project, and get your answers within days.

- ✔ Millions of respondents at your fingertips
- ✔ Hundreds of attributes to choose from
- ✔ Meaningful results at an affordable price

Learn More ›

Before Darlene Tenes, founder of CasaQ in San Jose, Calif., sinks a lot of money into new designs for Christmas ornaments, she sends sketches to retail and wholesale clients. They report back through questionnaires she creates on the online research service SurveyMonkey, and their reactions influence which designs become decorations.

"If you have four choices and there's a strong reaction [like] 'I love it. I would absolutely buy it,' then you know it's a seller," says Tenes, whose ornaments and other products reflect Hispanic culture.

Thanks for attending today. Please visit my website at www.12teachyou.com and look at my Class Schedule page to see what I'm teaching next.

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