

# Social Media Marketing Made Simple



TWEET THIS! #ctcsocial

**Welcome!**



**Kelly Flint**  
**Regional Development Director**  
**Constant Contact, Inc.**

**Email: kflint@constantcontact.com**

**Events: constantcontact.com/losangeles**

**Facebook: fb.com/kellyflintcc**

**Twitter: twitter.com/kellyflint**

**LinkedIn: linkedin.com/in/thekellyflint**



# Today's Agenda



- **Social Media Marketing 101:**

- What it is
  - How it works
  - Why use it

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- **Best Practices and Strategies:**

- Which Tools to Use?
  - Real World Examples
  - Content
  - Growing Your Presence
  - Measuring
  - Announcing Your Presence

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- **Overview of Facebook, Twitter, LinkedIn and QR Codes**

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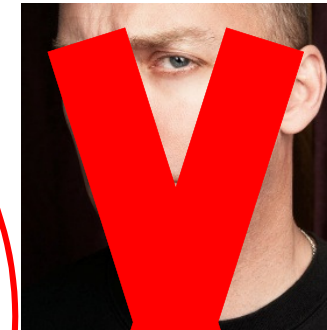
# What, How, and Why Social Media



**Q. Where will the majority of your next month's revenue come from?**

**A. Existing customers**

# Who To Connect With:



**Raving Fans**

**Customers**

**Prospects**

**Suspects**

**Disinterested**



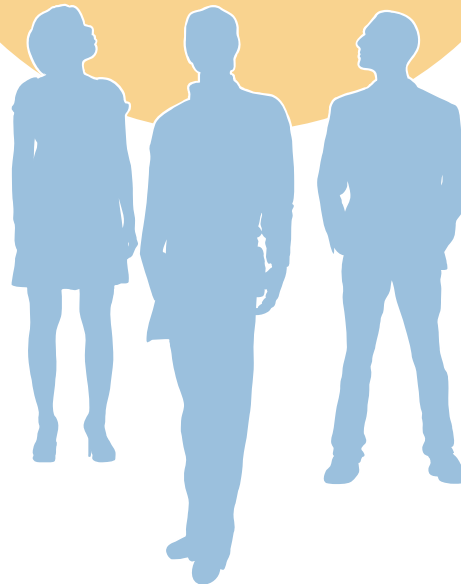
# Social Media is Word-of-Mouth in the Digital Age



We have reached a point where:

**14%** of people  
**trust ads**

**78%** of people  
**trust consumer  
recommendations**



Source: Neilsen Global Trust  
in Advertising Survey, 2007



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# Social Media: Not Just for Millennials!



37.8% OF  
FACEBOOK'S  
500 MILLION  
USERS ARE OVER  
THE AGE OF 35.  
THAT'S MORE  
THAN 57 MILLION  
PEOPLE!

(SOURCE:  
CHECKFACEBOOK.COM)



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## More Stats



56% OF PEOPLE SAY THEY ARE MORE LIKELY TO RECOMMEND A BRAND AFTER BECOMING A FAN ON FACEBOOK

75% OF PEOPLE ARE SOMEWHAT OR HIGHLY LIKELY TO SHARE CONTENT THEY LIKE ONLINE WITH FRIENDS, CO-WORKERS, OR FAMILY

CHADWICK MARTIN  
BAILEY CONSUMER  
PULSE 2010-11



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# Social Media Marketing Is...



**Building your social network** of fans, followers, and connections, using

**relevant and interesting content** allowing you to

**reach and engage more people** and

**drive more business.**



# Best Practices



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# Types of Social Tools: Be Where Your Customers Are!



Social Networks	Content Sharing	Reviews & Ratings Sites	Location-Based Services	Social Bookmarking

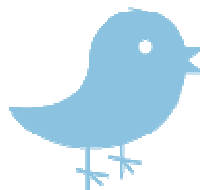
- Look at partners, suppliers and competitors



**Q. Which Social Network Tools Should I Use?**  
**A. Be Where Your Customers Are**



<b>facebook.</b>	<b>Linked in.</b>	<b>twitter</b>
A social networking site where users can add friends or fans, send messages, and build their own profile.	A social networking site for business professionals.	A microblogging site that enables users to send 'tweets,' or messages of 140 characters or less, to their "followers".
<b>600 million</b>	<b>100 million</b>	<b>200 million</b>



**TWEET THIS! #ctctsocial**



# Real World Examples

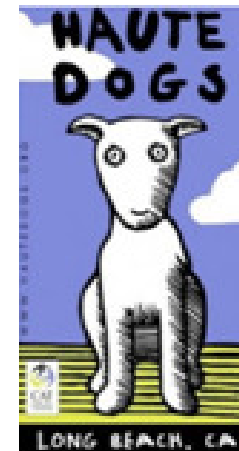


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# But What About Small Businesses?



Glamour Nails & Spa



# Real World Example: Dingo



330 Likes

8,934 Email subscribers

The screenshot shows the Dingo website homepage. At the top, there's a blue navigation bar with a 'FREE' badge and the text 'Free Shipping for orders over \$50'. The navigation menu includes: Home, About Us, Buy Dingo, Product Reviews, Ask Dingo, Dingo Dogs, Newsletter, and Customer Service. On the right side of the navigation bar, there are links for 'Login' and 'Cart'. The main content area features a large yellow banner with a golden retriever's face. The banner text reads 'THE BIG TASTE DOGS LOVE' and 'Made with Real Meat!'. A smaller inset image shows a dog eating a treat with the text 'WIN FREE DINGO FOR A YEAR! >>'. Below the banner, there's a red bar with a white dog bone image and the text '9 out of 10 dogs prefer Dingo Meat & Rawhide Chews'. On the left side of the banner, there's a 'Connect with Dingo' section with social media links for Facebook, Dingo Blog, Twitter, YouTube, and a newsletter sign-up.

## Read and Write Product Reviews



**Dingo Wants Your Opinion!**  
Share & read reviews about Dingo from other dog owners.

It's Easy as 1-2-3

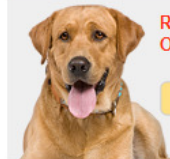
## Ask and Answer



**Ask Dingo!**  
Submit questions, get advice, share answers about Dingo.

[Learn More](#)

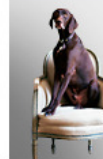
## Dingo Dog Owner Stories



**Read Stories About Other Dingo Dogs**

[Learn More](#)

## Dingo Dog Photos



**Share Your Snapshots**  
Check out these photos of Dog Lover Dogs! Upload the photo of your Dingo Lover!

[View Photos!](#)

## Special Offers and Promotions



**Get the Dingo Newsletter**  
Get special promotions and coupons, win free product, and get helpful info for your dog.

[Sign Up Now!](#)





# Dingo

Email  
Campaign to  
8,934  
subscribers



## Dingo Facebook Fan Promotion

Welcome to the Dingo Community

July, 2010

**DINGO**  
Meat in the Middle!

THE BIG TASTE  
**DOGS LOVE**

Made with Real Meat!

9 out of 10 dogs prefer  
Dingo Meat & Rawhide Chews

Dear Mike,

Congratulations on being one of the first 5,000 fans of the [Dingo Facebook Page](#).

Whether you are a current Dingo customer or are looking to try Dingo

for the first time, you have qualified for a \$20 online coupon at the Dingo website (see details below).

### In This Issue

[Dingo Facebook Promotion Details](#)  
[Special Closeout Offer for Facebook Fans](#)

### Quick Links

[Dingo Product Ratings & Reviews](#)  
[Find the Right Dingo Product for your Dog](#)  
[Dingo Ask & Answer](#)  
[What Will Your Dog Do for Dingo Story Contest](#)  
[About Dingo](#)

[Contact Us](#)



# Dingo



**Dingo** We have reached 600 people! We are getting closer to the 5,000 person goal. Continue to spread the word so that you can get that \$20 coupon!  
July 14 at 8:44am

15 people like this.



**Jenna Urban** Posted this to all my readers <http://www.bucktownbargains.com/2010/07/20-coupon-for-dingo-facebook.html>  
July 14 at 8:54am · 1 person



**Patti Nault** So the coupon is available when you hit 5,000 likers/fans?  
July 14 at 11:16am



**Dingo** That is correct  
July 14 at 1:56pm · 1 person



**Frank Robinson** I just joined very simple, thanks colleen for the heads up. Frank  
July 14 at 5:24pm



Dingo is trying to reach 5,000 likes. We are rewarding anyone that wants to be a part of this effort by giving... <http://fb.me/Cag0YsLS>




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# Dingo



## Dingo ▶ Join My List

Product/Service




Thank you for your interest in Dingo, the Big Taste that Dogs Love.

Please join our email list and you will be able to get special promotions and offers from Dingo.

Be sure to Like the Facebook page after you sign up on Join My List.

**Enter your email address to join our mailing list:**

[Join List](#)



The Dingo logo features the word "DINGO" in a large, bold, black font with a white outline. Below it, the phrase "Meat in the Middle!" is written in a smaller, black font. To the right of the text is a circular seal with a dog's head and the words "MADE IN THE USA".



# Dingo



**Dingo** We have reached 600 people! We are getting closer to the 5,000 person goal. Continue to spread the word so that you can get that \$20 coupon!

July 14 at 8:44am

👍 15 people like this.



**Dingo** 1,100 LIKES! Wow. Getting closer and closer to that \$20 coupon. Keep it up!

July 15 at 8:39am

👍 17 people like this.



**Dingo** We just passed 2,000!!! WOOWEEE! Almost halfway there!

July 15 at 11:19am

👍 16 people like this.



**Dingo** 2,800!! We've passed the halfway point and we are on the home stretch!

July 15 at 1:22pm

👍 17 people like this.



**Dingo** Dingo loves dogs and dogs love Dingos. Be sure to post your picture of your dog on our wall. Only a few more people before we hit 5,000 Facebook fans.

July 15 at 7:29pm

👍 5 people like this.



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# My Pet Savings



Pet Coupons, Freebies, Deals & More!

HOME ABOUT CONTACT/PR BLOGROLL GIVEAWAYS HELP A PET PET COUPONS PET DEALS PET FREEBIES SUBSCRIBE

## \$20 Coupon Code For Dingo Products!

by KRISTY on JULY 14, 2010

Hey there! If you're new here, you may want to subscribe to receive updates [via email](#) or [RSS](#). Thanks for visiting! :)

0 [tweet](#)



Dingo is offering a \*HOT\* \$20 coupon code to use at their online store for those who:

::"Like" [Dingo on Facebook](#) (while you're at it, "Like" [My Pet Savings](#) too if you'd like...I would be thrilled! :)

::click on "[Join My List](#)" tab above their Facebook Wall

::When it asks for your name and address info [check the box that says, "Dingo \\$20 Facebook Online Coupon..."](#)

\*\*When Dingo receives 5,000 Facebook fans then the \$20 Coupon Codes will be distributed. So be sure and spread the word to all of your friends



**FREE GROCERY COUPONS**  
The largest coupon collection on the web!

Save \$1.50	Save 50¢	Save \$1.00
		

Get Coupons >>

www.StopAtHome.com Ads by Google

[Search Here!](#)

[Our Sponsors](#)



Dingo



**Results: 6,329 Likes and 14,140 Subscribers**

**It took them 3 days!**



**Dingo** YOU DID IT!!! In 3 days no less. Incredible. The promotion has come to a close.

As promised, we will provide a coupon to the people that provided their e-mail address of the first 5000 Likes. The coupon will be sent in the next couple weeks. I will keep everyone posted.

Thank you for your support and wonderful posts. Pl...

[See More](#)

July 16 at 7:58am

26 people like this.

[View all 23 comments](#)



**TWEET THIS!** #ctctsocial

# Dingo



facebook

Search

Like Dingo. Click "Join My List" and enter your email to receive a \$20 coupon when we reach 25,000 Likes

Wall

- Info
- Events
- Join My List
- Photos (545)
- Links
- More ▾

20,860  
people like this

Likes See All



## Dingo



Product/Service



Wall

Everyone · Dingo



### Dingo

TGIF! Who has a break from the nasty winter weather this weekend?

Friday at 6:59am

28 people like this.

View all 16 comments



**Kimberly Meissner** its 74 degrees here on tybee island ga!

Friday at 2:18pm



**Valerie Triplett** Going to the park with my dog's(kid's)

Yesterday at 9:52am



**Kristina Best**

I found a great deal on Dingo Treats. My local Dollar General had some Meaty Middles Value Bags on sale for a \$1!!! I grabbed all three bags they had.

Yesterday at 2:54pm



### Dinnn



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## Dingo: The Important Results



**Monthly Sales Grew 22%**

**New Customers Account for  
45% of that Growth**

**85% of new customers have continued  
to buy Dingo products**



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# Glamour Nails & Spa



# Glamour Nails



Say **"I Love Dom"** to get 20% of your next manicure



Say **"I Love Glamour Nails"** to get 20% of your next manicure



Say **"I Love Getting My Nails Done"** to get 20% of your next manicure

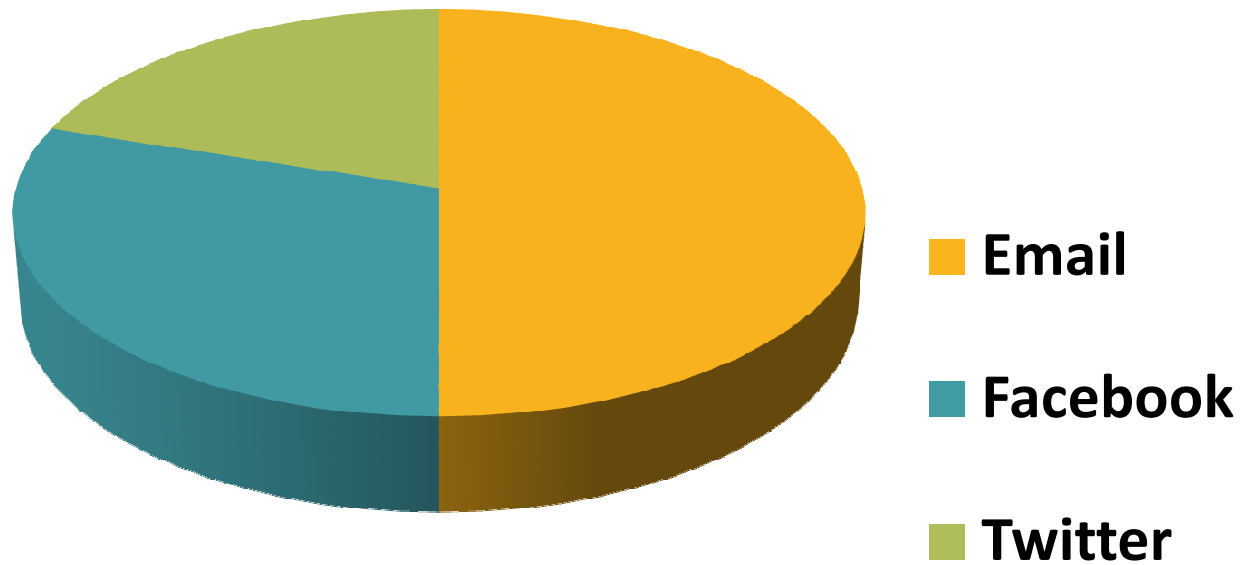


TWEET THIS! #ctctsocial

# Glamour Nails: Results



**Your Contacts Want To Engage with You,  
but on *their* terms**



# The Swinery



Email newsletter to  
3,765 subscribers

816 opens (22%)

Viewed additional  
485 times

Liked by 181 readers

60% increase in  
reach



f t in + f Like



### International Bacon Day Party at The Swinery

International Bacon Day is held the Saturday before Labor Day. We invite all pork-lovers (and even vegetarians!) to celebrate the goodness the swine has given us.

**When:**  
Saturday, September 4, 2010  
10am-3pm

**What:**  
**International Bacon Day Party**  
free bacon chocolate chip cookies  
\$2.50 bacon dog  
\$5 bacon burger  
Various bacon-filled brunch items

+  
Meet The Swinery team  
Music at The Courtyard

Visit The Swinery  
3207 California Ave  
SW  
Seattle, Washington  
206.932.4211

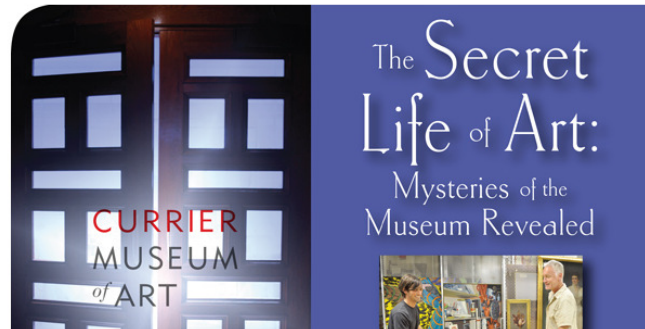
**Follow Our  
Blog**

Join Our Mailing List!



Swinery Meats  
**facebook**  
Name:  
Swinery Meats

# The Currier Museum of Art: #curriersla



Over four months the exhibition was open, they grew...

- Twitter following by 49%
- 'Likes' on Facebook Page by 24%
- Added 760+ names to email list

/2viehp  
7 Oct



EDUCATOR WORKSHOP  
[Mysteries of the Museum Revealed](#)  
Wednesday, November 3

#### The Staff of the Currier

The Secret Life of Art is generously supported by Public Service of New Hampshire, Putnam Foundation, and TD Charitable Foundation.

# Long Beach Boot Camp



**BOOTCAMP**  
LIFE. BODY. CORE.

Log In | Search this site:  Search

Home Programs Schedule Fit Vacations Community Links FAQs Photos About Us Contact Us Testimonials

Corporate Wellness

**Register Now - 3 EASY STEPS:**

- 1** **SELECT CLASS**  
[Camp Schedule](#)
- 2** **PAYMENT**  
Pay for selected class
- 3** **Track Your Progress**  
[My Dashboard](#)

**Home**

**GROUPON** Daily Deals on the Best in Los Angeles

**USER LOGIN**

Username: \*

Password: \*

Log in >



# Long Beach Boot Camp



**Long Beach Boot Camp** \$29 for 4 weeks @3x/week of boot camp?

With that deal, I think everyone should be done with their Christmas shopping VERY soon. :) (value of \$199)

ONLY GOOD MONDAY through Groupon.com!

**Long Beach Boot Camp Deal of the Day | Groupon Los Angeles**

[www.groupon.com](http://www.groupon.com)

Groupon features a daily deal on the best stuff to do, see, eat, and buy in Los Angeles and a variety of other cities across the United States.

📅 November 1 at 2:05pm · [Comment](#) · [Like](#) · [Share](#)

👍 7 people like this.

💬 [View all 14 comments](#)



# Long Beach Boot Camp



## Long Beach Boot Camp

Newsletter - November 2010 - Issue #31

### In This Issue

[Register for Next Camp](#)

[New Color Coded Dog Tags](#)

[LB Marathon Pictures](#)

[Upcoming Events](#)

[Newcomb 5K Nov 14](#)

[Stress Management](#)

[Recipe of the Month](#)

[Injury Prevention](#)

[Holiday Party](#)

### HAPPY 5th ANNIVERSARY, Long Beach Boot Camp!

We're celebrating Long Beach Boot Camp's 5th birthday by sharing a present with YOU! Whether it's your first time or you're a seasoned veteran, there's savings for everyone.

Save  
85%!

**GROUPON**

Daily Deals on the Best in  
**Los Angeles**

**TODAY ONLY**



\$29 for 4-Consecutive Weeks of Boot Camp at Long Beach Boot Camp at 3 times/week.

[Buy Now](#)  
(\$199 Value)

**Step 1)** Purchase through [Groupon.com/los-angeles](#) today, Monday, November 1st 2010.

**Step 2)** Create a profile on [longbeachbootcamp.com](#)

**Step 3)** Choose your class time & location.  
- Click Proceed to checkout.  
- Click Review order.

### NEXT SESSION



**Camp 11**  
November 1-20 2010  
(3 weeks)

[Register Now](#)  
(Don't forget to use your COUPON!)

### Subscription



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# Long Beach Boot Camp



85% Off at Long Beach Boot Camp


**\$29** No Longer Available

Value	Discount	You Save
\$199	85%	\$170

Buy it for a friend!

This deal ended at:  
11:59PM  
11/01/2010

**717 bought**  
The deal is on!  
Tipped at 8:19AM with 35 bought



**The Fine Print**  
Expires May 2, 2011  
Limit 1 per person, may buy multiple as gifts. Must activate session by 5/2/11, session expires 4 weeks after activation. **New clients and clients that have not attended a Boot Camp in the past 6 months only.** Non-transferable.  
[See the rules](#) that apply to all deals.

**Highlights**

- Varied, total-body workouts
- Sessions throughout the area
- Includes one-on-one consultation & post-evaluation



# Feedback from the Owner



## Positives:

- Spread the word to a new audience
- Had hundreds of people talking about boot camp!
- Helped people afford boot camp who were unable to before.
- Reignited previous boot campers
- Husands/wives/kids/friends involved with our program.
- Turned over some of the Groupon clients to paying clients



## More feedback from Owner



### Negatives:

- Taxing on the admin side of things.
- Each phone call took 10-15 longer than a regular paying client.
- Our low Groupon price attracted a client that can't afford our regular priced program and complaints that our prices are too high. We haven't raised our prices in 5 years.
- De-valued our program with such a low cost. We did \$29 for 4 weeks of Boot Camp (reg. \$199)
- The amount that we did make upfront to cover costs did just that, cover the cost of doing business.



## Shannon's Conclusion



- It was a great way to get out there in front on an audience that wouldn't have known about us previously.
- If I was able to redo our Groupon I would have priced our program higher.




# Haute Dogs



facebook 1 5 Search

## Haute Dogs


Non-Profit Organization · Long Beach, California



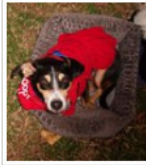
Wall Haute Dogs · Most Recent ▾

Share: Post Photo Link Video


Write something...


 **Karen Barone**  
Bella, a beautiful tri-color Beagle/Doxie mix wants her own Family. Her original one dumped her in the high desert with no water or food to survive on her own on a hot day. Fortunately she was found by some kind people and has been in foster care with Border Collie Rescue ever since. She is about a year old, a perfect lap dog with a...

[See More](#)



4 hours ago · Like · Comment

 **Haute Dogs**  
Heather Oxford, DVM: Also, if your friend is going by the feeding instructions on the pet food bag, there is a strong possibility it is simply too much food. In general, food labels instruct owners to feed 2-3 times what their metabolic requirements call for, which is a major cause of animal obesity in this country.



**Ask a Vet: What should I do for a puppy who won't eat breakfast? | L.A. Unleashed | Los Angeles Time**  
latimesblogs.latimes.com

Have a nonemergency question about your pet's health? Dr. Heather Oxford of L.A. veterinary hospital California Animal Rehabilitation (CARE) is here to help! In this installment of Ask a Vet, Dr. Oxford offers some tips for dealing with a puppy...

5 hours ago · Like · Comment · Share



# Create a Community of Like-Minded



**Haute Dogs** Cheryl Woo-Coenen: HELP! Any suggestions c dog to take his meds (pills) without biting me? He's not eat hiding it in food doesn't help. I tried prying his mouth open doesn't work.

5 hours ago · Comment · Like

Sherry Siegel and Alissa Sablan like this.

View all 14 comments



**Nancy French** Hold the dog's nose from the top...gently pul fingers in his mouth and touch the roof of his mouth. He can't to drop his jaw. Use the other hand to push the pill to the ba throat. Gently hold his mouth take a little practice but this r

2 hours ago · Flag



**Haute Dog:** at fan at Op

and cats need you. Let's make their holiday a bit more merry.



**OPERATION SANTA PAWS: HOLIDAY TOY & TREAT COLLECTION FOR SHELTER PETS**

santapaws.info

CLICK: Please join founder Justin Rudd and help bring some holiday cheer to abused and abandoned dogs and cats all over the world. Will you donate toys, treats, shelter cleaning supplies or gift cards? And, will you host a drop-box or two for your local shelter or rescue group? Details at [www.San](http://www.San)

8 hours ago · Like · Comment · Share

11 people like this.

Write a comment...



**Haute Dogs**

Do you and your dog ever do this?



**Dog and Kid Can't Stay Awake**

[www.collegehumor.com](http://www.collegehumor.com)

Chasing squirrels all day is exhausting. So is being a dog.

March 17 at 10:07am · Like · Comment · Share

20 people like this.



**Karen Lovett Hodges** I don't but my husband and my dog sleep together on the floor sometimes!

March 17 at 10:09am · Like



**Pat Gregoire** lmao

March 17 at 10:14am · Like



**Darla Yancer** cute

March 17 at 10:22am · Like

Write a comment...



# The Tools: Facebook, LinkedIn and Twitter



**TWEET THIS!** #ctctsocial

# Creating a Presence on Facebook



facebook®





# Profile or Page for Business



Personal  
Facebook  
Account

+1 Add as Friend

OR

Page

Like



Want more details?



# www.socialquickstarter.com

## What's Inside:

**Social Media 101** (4 chapters)

**Facebook** (15 chapters)

**Twitter** (16 chapters)

**LinkedIn** (13 chapters)

**Blogging** (3 chapters)

**YouTube** (9 chapters)

**Ratings and Reviews**  
(6 chapters)

**Location-Based Services**  
(7 chapters)

**QR Codes** (3 chapters)

# Free!



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facebook Search Home Profile Account



- Wall
- Info
- Guidelines
- e-Business Now
- Events
- YouTube
- Notes

About  
Ask SCORE for free business advice: <http://www.score.org>

**8,498**  
people like this

Likes See All



SCORE Chicago



SCORE



Vermont Teddy Bear



Vera Bradley



Patriot Taxiway Industries

Add to My Page's Favorites

## SCORE, "Counselors to America's Small Business" Like

Local Business



Wall SCORE, "Counselors to Ame..." · Top Posts

**S** SCORE, "Counselors to America's Small Business"  
Sales are a huge part of many small businesses! What are you selling and what tactics are you using to earn a profit? Share tips with others!  
2 hours ago

4 people like this.

View all 4 comments

**Your Business Needs Fans** We sell a service to help entrepreneurs market their business on Facebook. Almost all of our clients come directly from Facebook! It really is important to have an active business page to not only promote your business but to sell your products and services directly (from your Facebook Biz page)!  
YBNF  
13 minutes ago

**Marilyn Buck** Trying to get help to work on my business plan for my wedding planning business, need to apply for a loan!  
4 minutes ago

**S** SCORE, "Counselors to America's Small Business"  
Uncover pockets of profitability for your small business! Find out who are your profitable customers and get tips from marketing guru, Jeanne Rossomme!  
<http://blog.score.org/2011/03/uncovering-pockets-of-profitability-customers/>



**SCORE Success Blog » Uncovering Pockets of Profitability-Customers**  
blog.score.org

Who are your profitable customers? You can likely think of your "dream customer". He or she always raves about your products and services, passes on...

March 31 at 6:24am · Share

9 people like this.

**Mike Cohn**  
The Marriage of HR and Social Media  
compukol.com

**You and SCORE, "Counselors to America's Small Business"**



4 friends like this.

**People You May Know** See All

**Jennifer Anderson**  
3 mutual friends  
Add as friend

**Cathy Emery**  
20 mutual friends  
Add as friend

**Sponsored** Create an Ad

**Bracelet For Hip Hop Fans**  
qualityhealth.com



Support the hip hop community by getting your FREE diabetes awareness bracelet. Just enter your zip code (limit 1 per person).

**Port of Los Angeles**



Get the latest news and events from the nation's largest container port. Click "like" to stay informed about "America's Port."

Like · Israel Serna likes this.

**Duran Duran New Album!**  
apple.com



Pick up the brand new Duran Duran album "All You Need Is Now" produced by Grammy-winning Mark Ronson. 14 new songs in stores now!

**Kenmore**

Love NORDSTR Chat (Offline)



WE'RE MORE THAN A WEDDING, FAMILY, AND EVENT PHOTOGRAPHER...



WE WANT TO INSPIRE YOU TO TAKE GREAT PHOTOS TOO!

(626) 367-6123

- Wall
- Info
- WELCOME
- A TRIBUTE
- Links
- Photos
- Discussions
- Video
- Notes

**About**  
Photographer specializing in wedding, engagement, family and event photos....

## EAGLE PHOTOGRAPHY Like

Product/Service

WELCOME TO OUR PAGE!  
GIVE US A "LIKE" AND STAY TUNED FOR GREAT PHOTO TIPS.



## Eagle Photography



We've photographed hundreds of weddings, special events and locations.





33038 Sierra Drive  
(Hwy 198)  
Lemon Cove, CA  
93244

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559-597-2555

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relax@plantationbnb.com  
www.theplantation.net

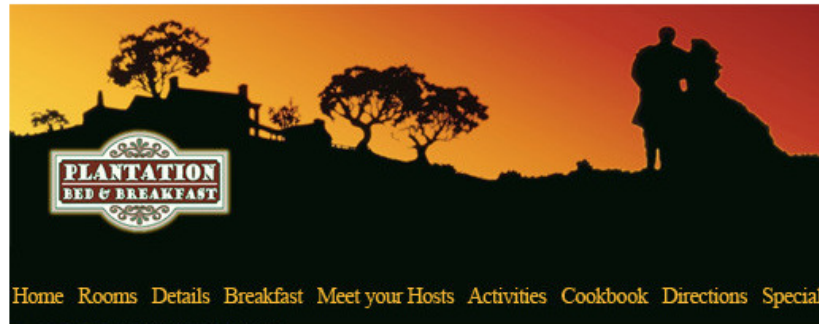
- Wall
- Info
- Welcome!**
- Breakfast
- Murals
- Our Rooms
- ★ Testimonials
- Photos (1)
- More ▾

**About**  
A romantic plantation style bed and breakfast with a "Come With

Plantation Bed & Breakfast, Sequoia National Park, California

Like

Product/Service



Home Rooms Details Breakfast Meet your Hosts Activities Cookbook Directions Specials



‘Like’  
our page for a  
Special  
Offer

 TWEET THIS! #ctctsocial

*Hello Beautiful Face*



with Linda Hong

*Great Skin Starts Here*



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-  **Shop**
-  Welcome to Hello Beautiful Face
-  Links
-  Notes
-  Extended Info
-  Photos

**Hello Beautiful Face** ▶ Shop 

Local Business · Los Angeles, California

Featured Products

Powered by BigCommerce

Osmosis Boost  
Serum Level 3



\$79.00

[Buy Now](#)

Osmosis Catalyst



\$89.00

[Buy Now](#)

Aminogenesis  
Instant Lip  
Plumper



\$39.95

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Hair Clinic™ Plus  
2% Minoxidil  
Solution for  
Women



\$25.00

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Renew Lip Plumper



\$48.00

[Buy Now](#)

NutraLuxe MD  
Nutraluxe Lash MD -  
3 ml / 0.1 oz



\$59.00

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Theraderma  
Pumpkin Enzyme  
Puree



\$28.00

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Theraderma Under  
Eye and Neck  
Cream



\$28.00

[Buy Now](#)



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HUTdogs



Learn more about us, check out the links below



- Wall
- Info
- SCHEDULE: workshops and webinars we offer
- QuickSite2: Our affordable web site solution
- READ OUR BLOGS: The HUTdogs Think Tank
- Calendar
- HUTdogs: What we do**
- Events
- More ▾

About  
We develop marketing strategies, and provide graphic and web design. We als...  
More

341  
people like this

HUTdogs Like

Website



## What we do:

### We offer affordable solutions:

- **Web site building tools:** Our QuickSites™ are designed as do-it-yourself web site builders with an easy to use content management system (CMS). You can build them yourself or we can build them for you and we'll teach you how to manage your own changes after the initial set up. Here are a few samples:
  - [Town and Country Moving and Storage](#)
  - [Studiok Communications](#) (a writer's web site)
  - [Special Event Site](#)
  - [Lower Health Care Bills](#)
- **Internet marketing:** We help our customers use tools like Comf5, Constant Contact, and a variety of other solutions. We help our customers decide what the best tools are for their specific needs.

Get Email Updates

Email:

### We teach workshops and webinars about:

- Facebook
- QuickSite™ and QuickSqueeze
- Internet marketing tools and strategies
- How to use Constant Contact
- How to use Comf5
- Webinars with other guest experts

### We can build and design for you:

- All types of marketing collateral: brochures, annual reports, logos
- Custom web sites with full carts (example: The Shabby Dog)
- Custom QuickSites and squeeze page systems
- Custom facebook pages

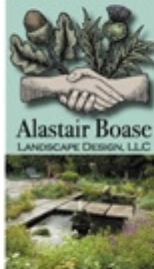
**Let us know what You need to market Your business on and off line.**



facebook

Sign Up Facebook helps you connect and share with the people in your life.

CLICK THE "LIKE" AND STAY CONNECTED!



Alastair Boase  
LANDSCAPE DESIGN, LLC

818.631.1963

WWW.ALASTAIRBOASE.COM

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- Our Work
- About Alastair
- Photos
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About  
Providing Landscaping Services in Los Angeles.

54 like this

Likes See All

- Laurel Tavern
- Eat Real Festival
- Home Beer Brewing
- Culture Club 101
- Culver City Home Brewing

Page Owners  
Alastair William Boase

Create a Page

Alastair Boase Landscape Design Like

Home Improvement - Sherman Oaks, California



I've been landscaping in Los Angeles for more than 20 years, building fireplaces, ponds, fences, paving, walls, you name it! But before that, when I was a wee lad growing up in the West Highlands of Scotland, I was dabbling in brooks, streams and lochs with my brother, rearranging moss-covered rocks to change the flow of water, and generally observing nature at its finest.

My lads and I can recreate that old-world charm in your own garden, or build a simple fence, it's up to you! Visit my website [www.alastairboase.com](http://www.alastairboase.com) to take a peek at some of the projects I'm most proud of.

Cheerio Th' Nool!

Alastair

Stay in touch, sign up for email updates:

Join My Email List For Great Info and Updates!

Email:  Go





facebook

Alastair Boase Landscape Design - Our Work  
Home Improvement - Sherman Oaks, California - Edit Info

## Our Work, Your Paradise

Our work has been featured at the [Pasadena Showcase House of Design](#), and in beautiful neighborhoods all around Los Angeles. We love converting the ho-hum into the wow!

We specialize in hardscape, including masonry, carpentry, walls, fences, ponds, water features, fireplaces, barbecues, concrete work, etc. We also take care of all your planting needs, including flower beds, trees, lawns, and irrigation.

[WWW.ALASTAIRBOASE.COM](http://WWW.ALASTAIRBOASE.COM)

Call us 818-631-1963 to talk about your landscaping needs, or [visit our website](#) and see more of our work.

Stay in touch, sign up for our email updates:

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About Edit  
Providing Landscaping Services in Los Angeles.

54 people like this

Likes See All

- Eagle Rock Brewery
- Culture Club 101
- Laurel Tavern
- Home Beer Brewing
- Culver City Home Brewing

Page Owners

- Alastair William Boase

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Remove from My Page's Favorites  
Subscribe via SMS  
Subscribe via RSS  
Unlike  
Share





facebook

Alastair Boase Landscape Design > About Alastair  
Home Improvement · Sherman Oaks, California · [Edit Info](#)

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About [Edit](#)  
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54 people like this

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Page Owners

- Alastair William Boase

Add to My Page's Favorites  
Remove from My Page's Favorites  
Subscribe via SMS  
Subscribe via RSS  
Unlike  
Share



As a wee lad in Scotland, playing in the woods, streams and ruins was a favorite pastime for Alastair. He brings that experience and those memories into the natural landscaped gardens he designs and builds for the residents of Los Angeles.



Alastair's water features are inspired by the lochs and streams of Scotland. As a boy, Alastair spent many hours playing with rocks, logs and other materials to re-route streams, and improve on nature! In this way, he truly learned what a stream is supposed to look like. Nature is always Alastair's guiding design principle.



The craftsmanship, simplicity and beauty of the ancient stone walls of Scotland inspire Alastair's modern landscape features – fireplaces, barbecues, walls and walkways.



There's a little bit of Scotland in everything Alastair does, from natural plantings to standing stones, Alastair will undoubtedly bring a snippet of his mother country into your own garden.

Stay in touch, sign up for our email updates:

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Email

Privacy by SafeSubscribe™  
For Email Marketing you can trust





**SUNNYLAND**  
PICTURES

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- Info
- Photos
- Video
- Notes
- YouTube
- Twitter
- All About Sunnyland

About  
HD and Web Video Marketing

64  
people like this

Likes [See All](#)

-  We Can Do It! Women Who Camp With An
-  Long Beach City
-  We Love Long Beach
-  Long Beach, CA
-  Living Long Beach

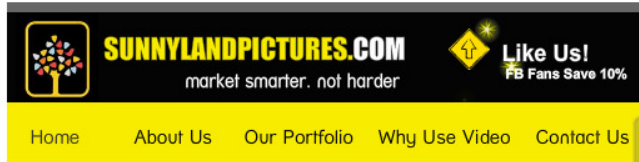
Create a Page  
Report Page  
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### Get Noticed with Sunnyland [Like](#)

Local Business · Long Beach, California



Design a FREE Fan Page with Wix



**SUNNYLANDPICTURES.COM**  
market smarter. not harder

**Like Us!**  
FB Fans Save 10%

Home About Us Our Portfolio Why Use Video Contact Us



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Built with [Wix.com](#)

[Like](#) [Send](#) [64 people like this.](#)



# Creating a Presence on LinkedIn



**81% of Business to Business marketers are using LinkedIn**  
*B to B Magazine*

**33% of Non-profits and 52% of Associations using LinkedIn**  
*Nonprofit Social Network Survey Report, 2009*



# Basic Anatomy of a LinkedIn "People" Profile




LinkedIn Home Profile Contacts Groups Jobs Inbox (48) More... People [Search] Advan

Successful Women Network - Apply to the Cambridge Who's Who network for Successful Women. - From Tom Gricka

People << Go back to Home Pag

**Jared Smith** 1

Co-Founder & CEO at Talent Evolution, LLC  
Orange County, California Area | Marketing and Advertising



**Current**

- **Co-Founder & CEO at Talent Evolution, LLC**

**Past**

- Director of Business Solutions at First Advantage
- Consultant - Regional Director of Business Development at Workforce Solutions Group
- Account Manager at Plateau Systems

[see all...](#)

**Education**

- Pepperdine University

**Recommendations** 6 people have recommended Jared

**Connections** 261 connections

**Websites**

- [Company Website](#)

**Public Profile** <http://www.linkedin.com/pub/jared-smith/0/188/48b>

**Send a message**


**Recommend this person**

Forward this profile to a connection

Find references

Save Jared's Profile

Report profile photo as...



**Contact Information**

**Email & Phone:** [jaredsmt@gmail.com](mailto:jaredsmt@gmail.com) primary

**Tags:** partner, [Edit tags](#)

**Notes:**

[View/Edit Contact Info](#) | [See all contacts](#)

**Jared's Connections (261)**

**Shared (3)**

**Brian Evans**  
Associate Director of Development, RAND Policy Circle at RAND Corporation

**Rhonda Hesse**  
Graphic Design

**Francella henderson**  
author at [www.thehiddensecrets.org](http://www.thehiddensecrets.org)

**Summary**

Talent Evolution is a career education and social media consulting firm. We build personal and business brands for job seekers and business owners by harnessing the power of social media and social networking.

As Co-Founder and CEO at Talent Evolution, I focus on developing and expanding services that help businesses establish a healthy and competitive presence in the social media and networking realms.

For over 14 years, I have been immersed in business development, strategic account management, and leadership in the talent management industry. I have designed comprehensive strategies to effectively utilize online, social networking, and traditional recruiting methods to garner talent and, have provided the guidance needed to develop and expand the corporate competitive edge in the human capital and talent management marketplace.

The Talent Evolution team is uniquely qualified to provide "insider" information with our executive level experience building traditional, online, and social networking recruitment and career strategies for Fortune 1000 employers.

We conduct seminars, workshops and webinars on a variety of social media topics and are available to provide social media training and/or consulting upon request.

Our services for job seekers include:

- Resume Writing
- Career Coaching
- Personal Branding





**Stuart Atkins** 1st  
Adjunct Professor of Marketing, Cal State Fullerton Mihaylo College of Business and Economics  
Orange County, California Area | Marketing and Advertising

Stuart Atkins Live video streaming of this word press event now on OC  
<http://www.wordcamp.org> via Twitter

1 day ago • Like • Comment • Send a message • See all activity

- Current**
- Adjunct Professor of Marketing at Mihaylo College of Business & Economics, Cal State Fullerton University
  - Owner at Atkins Marketing Solutions
- 
- Past**
- Adjunct Professor of Marketing at UC Irvine The Paul Merage School of Business
  - Adjunct Professor of Marketing at Chapman University
  - Professor at California State University, Fullerton
- [see all...](#)
- 
- Education**
- Pepperdine University, The George L. Graziadio School of Business and Management
- 
- Recommendations** 7 people have recommended Stuart

SlideShare Presentations

Atkins Stimulus Short Version



**The Atkins Marketing Stimulus Plan**  
by Stuart Atkins, MBA  
<http://atkinsmarketingsolutions.com>  
Copyright 2009, Atkins Marketing Solutions

More from Stuart | Upload your presentation or video





Liz Harsch 1st  
Owner, Tailor-Made Advertising  
Greater Los Angeles Area | Marketing and Advertising

Liz Harsch Q&A: Turning Email Marketing into Sales <http://conta.co/lszo5J>  
via #constantcontact via Twitter

3 days ago • Like • Comment • Send a message • See all activity

## WordPress

### Tailor-Made Advertising



#### Getting Started With Facebook – When Should You Post?

6 days ago

The nature of the Facebook Newsfeed should encourage you to pace your updates. When people are browsing Facebook, they see an up-to-the-minute list of their friends' updates and shared content. Get your information in there from time to time instead of all at once so that you can reach the most people. Make a calendar [...]

#### ComScore Announces Top 50 US Websites 16 days ago

ComScore has published their top 50 US Websites for March and there are some expected and unexpected trends that should interest companies looking to increase their market share. Green sites were up 11% from the previous month (no surprise with Earth Day timing) and their growth seem to be making rapid gain as consumers search [...]

#### Do You Follow Your Email Marketing Stats? 24 days ago

Starting an email marketing program is only step one in getting your information in your customers' hands. It is key that you take a look at the statistics of the program and see who cared. The fact is that a good email marketing program provides you with lots of information as to what the recipients [...]

#### What's Your Company's Social Media Strategy 33 days ago

Is your social media strategy in place? If not consider doing a little research in order to find out what your customers are saying about you and other companies like yours. It will help define your program. We suggest you use a few FREE online tools! Before you just start putting out content to represent [...]

# "Company" Profile



LinkedIn Account Type: Basic ▼ Kelly Flint Add Connections

Home Profile Contacts Groups Jobs Inbox 96 Companies More

Companies > Talent Evolution, LLC

**Overview** Services



Talent Evolution, LLC is a digital marketing and social media consulting firm. In today's fast paced, ever-evolving world, jobs, careers, companies and brands are in constant flux. We help our clients, both job seekers and business owners, develop effective strategies or action plans to leverage ... more


Your Network (2) **Employees (2)**

 **Co-Founder & CEO**  
Jared Smith, Orange County, California Area

 **Chief Solutions Officer and Co-founder**  
John Walker, Greater San Diego Area

How are you connected? (3 shared connections)

Recent Tweets **Recent Blog Posts**

 Facebook to Surpass Yahoo! in Display Ad Revenues This Year increasing it's dominance in the online marketing world. <http://ping.fm/hSTmY>  
2 days ago

I am testing out Sprout Social it's interesting way to track all your social media activity. <http://bit.ly/ecAAHM> #socialmedia  
14 days ago

We'll be presenting at the National City Chamber of Commerce "Facebook for Small Business" join us 2/23/10 details: <http://t.co/t3Qi5IP>  
19 days ago

RT @StacyZapar : We announced major improvements to Pages, making it easier for Pages and fans to connect. <http://ow.ly/3UcJD> via @Facebook  
20 days ago

Yes, There are #greenjobs in #SanDiego read this report from GREEN LMI <http://t.co/fojboZB>  
20 days ago

See all Tweets >


powered by 

**Talent Evolution, LLC has 14 followers**

[Follow Company](#) [Share](#)

How you're connected to **Talent Evolution, LLC**

- 1  Connection
- 1  Employee in your network
- 2 Employees on LinkedIn



**Continental Airlines**

**Talent Evolution, LLC mentioned in the News**

GE Energy Completes Acquisition of Lineage Power  
Business Wire, Mar 2, 2011

Planet CPR Introduces Joe Holden's HP (Hydro Power) and WP (Wind Power) Turbine Technologies to the World  
redOrbit, Mar 2, 2011

Organizers of the New England Broadcast & Cable Expo and Video Educators of New England, Form Partnership Organization ...  
PRWeb, Mar 2, 2011

6Sight Mobile Imaging Summit Expands to





# Participate in Group Discussions



**LinkedIn** Account type: Basic

Home Profile Contacts Groups Jobs Inbox 57 Companies More Groups ▾

Los Angeles Urban League Young Professionals

Discussions Members Promotions Jobs Search More...

Start a discussion or share something with the group...  
Maximum length is 200 characters.  
[Attach a link](#) [Share](#)

My Activity

### Most Popular Discussions

**Thinking of getting an MBA? Come to Kaplan's Free Road to Business School Fair on Aug, 14th at the Hyatt Regency - Century Plaza.**  
[kaplangmat.com/roadla](http://kaplangmat.com/roadla) kaplangmat.com  
posted 3 months ago  
[Follow Brian](#) [Like](#) [Comment](#) [Share](#) [More](#) [See more »](#)

**Are you interested in becoming a mentor? Mentoring is proven to make a huge difference in the lives of at-risk and foster youth.**  
Nationwide, more than 500K children live in foster care; in California alone the number of foster youth has tripled in the last 20 years. Positive influences will help break the cycle. Please join us in spreading the word on the effects of mentoring with today's youth. With ...  
posted 6 months ago  
[Follow Janine](#) [See more »](#)

**Want Free Business Advice? Join us as we speak with BlackEnterprise.com SR.VP Editor in Chief Alfred Edmond Jr.**  
Join us on Your15Minutes Radio as we welcome our guests BlackEnterprise.com Sr.VP Editor in Chief Alfred Edmond Jr., Recording Artists Black Stax, and CEO's Time2PlayUSA to Your15Minutes Radio- Join us Live Every Tuesday at 6p.m. CST/7p.m. EST. Want to be a guest on ...  
posted 5 months ago  
[Follow Angle](#) [See more »](#)



# Creating a Presence on Twitter



twitter



# Retweet, Reply, React



**twitter** Search

**Small Business Development Centers**  
Los Angeles Regional Network

**CALIFORNIA SBDC**

**SBDC Los Angeles**  
**@SBDCLosAngeles** Los Angeles  
The SBDC provides FREE one-on-one business advice (by appointment only), low-cost training and technical assistance in all aspects of small business management.  
<http://www.smallbizla.org>

+ Follow Text follow SBDCLosAngeles to 40404 in the United States

Tweets Favorites Following Followers Lists

**SBDCLosAngeles** SBDC Los Angeles  
SBDC booth all set-up for @KFIAM640 #MYOB Event Today- Free Workshops at College of the Canyons! <http://yfrog.com/gzmsbkrj>  
14 May

**SBDCLosAngeles** SBDC Los Angeles  
SBDC Presents: Access to Capital (5/18) & Access to Global M...  
<http://conta.cc/laqHfl> via #constantcontact  
13 May

**SBDCLosAngeles** SBDC Los Angeles  
Come to "Increase Profits: Access Global Markets" Thursday, June 2 from 8:00 am to 12:00 pm. Los Angeles, CA <http://fb.me/11h3o2aAU>  
13 May

**SBDCLosAngeles** SBDC Los Angeles  
CEOs weigh in on how to understand your business's competition. Check out Inc. Advisor for more. <http://fb.me/LiA0IUzm>  
13 May

About @SBDCLosAngeles  
1,337 Tweets 725 Following 966 Followers 55 Listed

**SBDC Los Angeles is on Twitter**  
Don't miss any updates from SBDC Los Angeles on Twitter today to stay up to date with you!  
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[Discover who @SBDCLosAngeles follows](#)

About Help Blog Mobile Status Jobs Terms  
Developers Resources © 2011 Twitter



DM, RT, @, and Hashtags, Oh My!



**jesseluna** Jesse P. Luna  by SBDCLosAngeles 

RT @SBDCLosAngeles: Contracting Program for Women-Owned Small Businesses Goes Live Friday <http://bit.ly/elzPiY> // #smallbiz #WOSB

1 Feb  Favorite  Retweet  Reply

**For a complete glossary of Social Media Terms go to:**

**[conta.cc/socialmediaglossary](http://conta.cc/socialmediaglossary)**



# Today's Hashtag #SBW2011



twitter [#SBW2011](#) Home Profile Mes

← Back to Home [+ Save this search](#)

## Results for #SBW2011

Tip: use operators for advanced search.

**Tweets** Tweets with links People

 **kellyflint** kellyflint  
Happy National Small Business Week! On 5/18 & 5/19 free LA events to educate & empower smbs! <http://conta.cc/k3nwO5> **#SBW2011**  
12 seconds ago

 **GoodBiz113** GoodBiz113  
Are You a Small Firm Looking to Scale Up & Create Jobs? Our **#SBW2011** Forum Can Help You | <http://go.usa.gov/jYP> @SBAGov #SmallBiz #SMB #Jobs  
1 hour ago

 **JPGuilbault** JP Guilbault  
National Small Business Week kicks off in 2 days- visiting with SMB's in Texas next week <http://ow.ly/4UHUZ> **#SBW2011** #smallbiz  
17 hours ago

 **BizConnectGroup** BizConnectGroup  
Small business - Next week is National Small Business Week. How will you be celebrating? <http://ow.ly/4UxkM> (via @ConstantContact) **#SBW2011**  
22 hours ago



# QR Codes



# Bit.ly – Shorten Web Links and Track



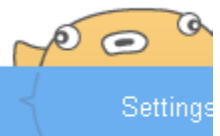
Shorten, share, and track your links

Shorten

Manage

Analyze

Hi kellyflint | Sign Out



Metrics Summary

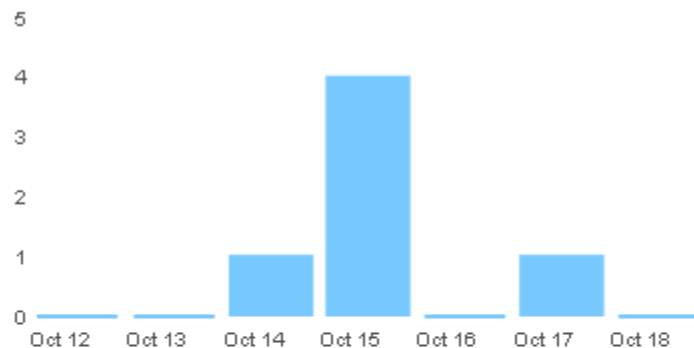
## Metrics Summary

Clicks

Past Hour

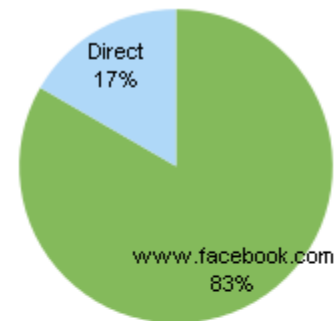
7 Days

30 Days



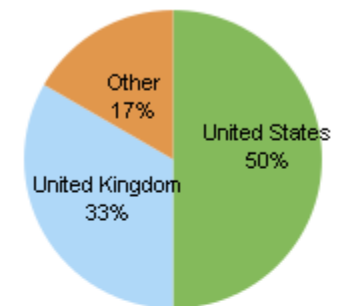
6 Clicks on Your Bit.ly Links

Top Referrers



2 Referring Domains  
From 3 Total Pages

Locations



3 Countries

Referrers Detail

Locations Detail

Referring Site

Click(s)

Country

Clicks

## QR Codes – How to Make One:



1. Grab the link you want to turn into QR Code.
2. Shorten the link with bit.ly
3. Add **.qrcode** to the end of the resulting bit.ly link

<http://conta.cc/JoinKellysEmail>

<http://conta.cc/JoinKellysEmail.qrcode>





# QR Codes – You can do this!



**Content is King**



**TWEET THIS!** #ctctsocial

## Content Ideas



- Share information, tips, and practical advice
- Use questions asked by your customers
- Join in a conversation
- Hold contests for photos or videos
- Announce events
- Partner with a nonprofit to do any/all of the above

A screenshot of a tweet from the user "BRUMARK". The tweet text reads: "Great article from Exhibit City News on what we can learn from our industry: <http://bit.ly/h8rGGH>". Below the text is a link to "bit.ly" and a short paragraph: "I had intended to write this column, the first column of a new year, on how our industry is working its way out of the recession." At the bottom of the tweet, it shows the date and time "January 13 at 12:15pm" and a "Share" button.

**BRUMARK** Great article from Exhibit City News on what we can learn from our industry: <http://bit.ly/h8rGGH>

**Inside vs. outside thinking**  
bit.ly

I had intended to write this column, the first column of a new year, on how our industry is working its way out of the recession.

January 13 at 12:15pm · Share



# Share Web Links in Your Posts



- Polls and surveys
- Event homepages and registration pages
- Archived email marketing newsletters
- Blogs (yours and others')
- Websites (yours, and others in your area of expertise)
- Relevant videos, photos, podcasts



## American Red Cross of Orange County

On March 14, American Red Cross of Orange County staff and volunteers partnered with ABC7 to raise money for Japan relief. Here are just a few of the photos from the event.



Japan Fundraiser



## La Verne Chamber



## The Event of the Year-Multi Chamber Mixer

Location: Doubletree Hotel Claremont  
Time: 5:30PM Thursday, March 31st

We're responding to ongoing flooding in the Midwest. Get a flood safety checklist and other flood resources here:

<http://tinyurl.com/bnaj2h>

8:42 AM Mar 13th from web



# Social Media Don'ts



- Don't pitch.
- Don't overtly self-promote.
- Don't offer incentives to get reviews or sharing.
- Avoid personal information, politics, sports, religion, etc.

What's on your mind?

Share

Lisa + Friends Just Lisa Just Friends Settings

What are you doing? 140

Latest: This list seems woefully incomplete without @alibrownla: <http://bitly.com/eFMFK> about 4 hours ago

update

What are you working on now?

Lisa...

Update

Lisa - polishing up presentation on social media and email marketing I'll present with Alex de Carvalho on May 27. 1 second ago - clear





# Build Your Social Network



**TWEET THIS!** #ctctsocial

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# Grow Where You Connect!



**Voicemail,  
Phone**



**Business Cards,  
Printed Collateral**



3

4

5



 **TWEET THIS!** #ctctsocial

Copyright © 2010 Constant Contact, Inc.

# Networking – ASK FOR PERMISSION



# End





# Grow Where You Connect!



**Voicemail,  
Phone**



**Business Cards,  
Printed Collateral**



**Email  
Signature**

**Kelly Flint, Owner**  
Kelly's Brownies  
Phone: 866-289-2101  
[Join our free weekly email recipe club](#)  
Connect with us:

Facebook   Twitter   Blog

**Place of Business  
Door, Counter**



**Your  
Website, Blog**



**TWEET THIS!** #ctsocial



**TWEET THIS!** #ctctsocial



**Managing Your Time  
Monitor What's Happening  
Measure Your Activity**



## Time: How Much?



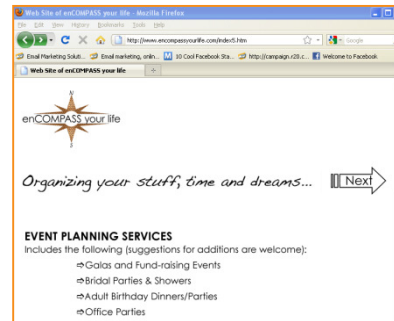
Advice from Gail Goodman, CEO of Constant Contact:

***“Keep your time spent in check;  
doing social media right  
does not mean doing it a lot.”***

- 15 minutes a day, 3 times per week is more than most small businesses.
- Stay consistent and active



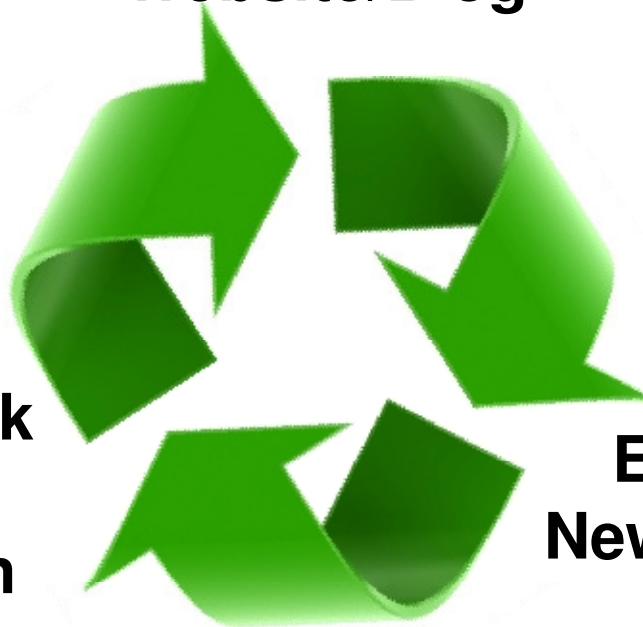
# Save Time: Repurpose Content



## Website/Blog



## Facebook Twitter LinkedIn



## Email Newsletter



## Save Time: 5 Tips for Reusing Content



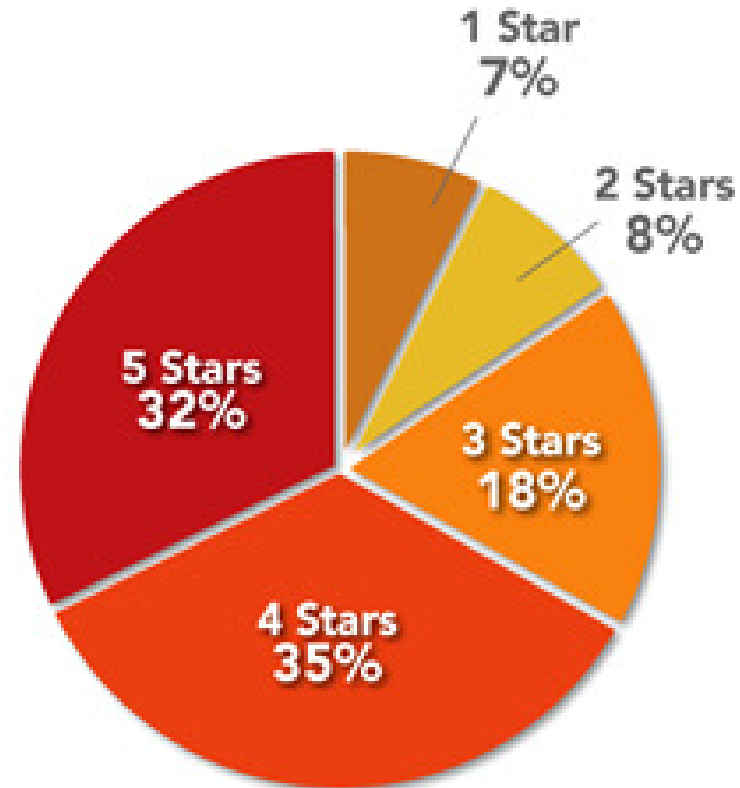
1. After sending an email newsletter, post a link to it on your social media site(s).
2. Turn comments and questions into newsletter content (just ask for permission before doing so).
3. Repost comments and questions from one social media site on another.
4. Find an interesting article elsewhere? Share a link to it on your social media page, or in your newsletter. Make it even more compelling by sharing your quick thoughts on why you find it interesting.
5. Break your newsletter articles into separate tweets (i.e., separate out the “stories” into 140-character snippets).



## Monitor: Positive Feedback



1. Comment back.
2. Answer questions.
3. Share testimonials.
4. Possibly reward.
5. No incentives!



Source: Yelp aggregate rankings of businesses, September 2009





# Monitor: Negativity into Great Experience



1. Respond quickly to customer and audience that you are handling it.
2. Privately reach out to the customer.
3. Telephone is preferred, if not private email.
4. Always seek to satisfy and delight, not defend.



**boloco**

@achambe DM me your boloco card #... we clearly haven't won you over yet, we need to have you visit a couple of times on us :)

about 6 hours ago from web in reply to achambe



# Monitor: Tool



TWEET THIS! #ctctsocial

# Monitor: Updates Delivered to Your Inbox



File Edit View Go Tools Actions Xobni Help

New | Print | X | Reply | Reply to All | Forward | Send/Receive | Search address books | Snagit | Window

**Mail** << >>

**Inbox** Search Inbox

From	Subject	Received	Size	Cate...
<b>Date: Today</b>				
NutshellMail	3 New Messages for Mon 5/24 4:00 PM	Mon 5/24/2010 3:51 ...	26 KB	
Schlicher, Ce	RE: SBDC Program	Mon 5/24/2010 3:36 PM	65 KB	
Kim Kolanowski	Kolanowski Studio Presents Dixie Trahan	Mon 5/24/2010 3:30 PM	156 KB	
Gustamante, Becky	RE: Seminar	Mon 5/24/2010 12:18 ...	33 KB	
Margo Williams Handy	RE: Amy Tinsley referral	Mon 5/24/2010 11:39 ...	38 KB	
<b>Date: Yesterday</b>				
<b>Date: Last Week</b>				
<b>Date: Two Weeks Ago</b>				
<b>Date: Three Weeks Ago</b>				

 **TWEET THIS!** #ctctsocial

# Monitor: NutshellMail.com is Free



**Nutshell Mail**  
from Constant Contact

Settings Help Feedback Tell a Friend  
Get Latest Messages

New items: 0 4 5

---

**facebook** 40 new messages 2 group invites Kelly Flint  
1 new pokes 14 event invites Friends  
0 friend request Networks

My Status  
**Kelly Flint** Update

---

**twitter** @kellyflint  
Following: 415 Followers: 395 Updates: 17

My Status  
@kellyflint Live and Local Workshops in Santa Clarita <http://conta.co/enYBbu> via @constantcontact Update

Latest Tweets (Limit 4) Change Customize

- denversolarguy How to make biodiesel with the biodiesel bucket <http://dld.bz/nCev> Mon 08/09 04:47 PM Reply Retweet Direct Message Unfollow
- TheSoup Money Hungry: The Heart Wants What it Wants...But Still Needs a Triple Bypass <http://bit.ly/aJwNrm> Mon 08/09 04:47 PM Reply Retweet Unfollow
- iphonejelly Top iPhone Games <http://bit.ly/dtK5Xr> Mon 08/09 04:46 PM Reply Retweet Direct Message Unfollow
- Social Media411 Facebook scam du jour, "World's Worst McDonald's Customer": <http://bit.ly/aYX9F0> You can't protect morons from themselves Mon 08/09 04:45 PM Reply Retweet Unfollow

---

**LinkedIn** Kelly Flint  
Email Marketing Expert

Status Updates (Limit: 5) Change Customize

- Angela Best While researching my next blog article I found these amusing safety signs.... <http://fb.me/tHAMQu5s> Mon 08/09 04:30 PM



# Monitor: Choose Days/Time to Receive



Log Out

ACCOUNT SETTINGS SHARE HELP

## Account Settings

Messaging Accounts

Delivery Times

NutshellMail Account

Suspend/Cancel Account

### Update Now

Get the latest activity in an email update right now!

Update

### Tell Your Friends

If you have been enjoying the benefits of NutshellMail, help us spread the word! [Click Here](#)

### How Often Would You Like to Receive Email Updates?

NutshellMail Email Updates will be sent to your Primary Email Address on the days and times that you choose. Please note that you may receive your Email Updates up to ten minutes before or after the specified time.

Sun.  Mon.  Tue.  Wed.  Thu.  Fri.  Sat.

#### AM Schedule

12:00 AM  1:00 AM  2:00 AM  3:00 AM  
 4:00 AM  5:00 AM  6:00 AM  7:00 AM  
 8:00 AM  9:00 AM  10:00 AM  11:00 AM

#### PM Schedule

12:00 PM  1:00 PM  2:00 PM  3:00 PM  
 4:00 PM  5:00 PM  6:00 PM  7:00 PM  
 8:00 PM  9:00 PM  10:00 PM  11:00 PM

Time Zone (GMT-08:00) Pacific Time (US and Canada); Tijuana

Save



## Measure: First Set A Baseline

Kelly Ann's Brownies	Month 1	Month 2	Month 3	Month 4
Facebook Likes	200	213		
Event	22	35		
E-Newsletter Subscribers	1258	1301		
Store Traffic	35	41		

### Other Things You Could Measure:

- Website Visits
- Sales
- Phone Calls
- Fans, Followers, Connections
- Email Open Rate, Click Thru
- Survey results

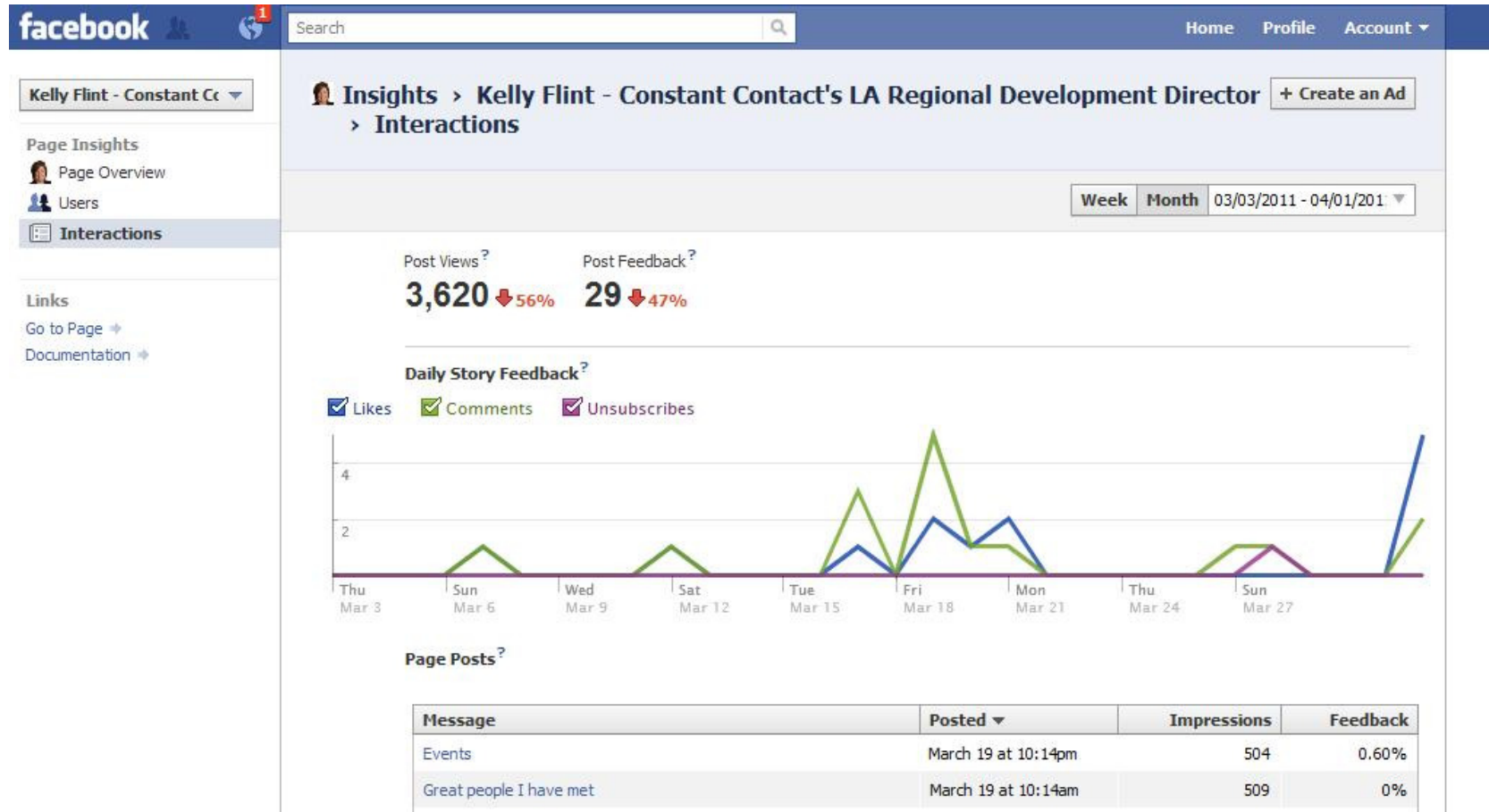
# Measure: Facebook Insights



The screenshot shows a Facebook profile for Kelly Flint. The profile picture is on the left, with the Constant Contact logo and the slogan 'Live Free Local' below it. The main header identifies her as 'Kelly Flint - Constant Contact's LA Regional Development Director' and 'Business Person · Long Beach, California'. Below this is a 'Wall' section with a 'Share:' menu containing 'Status' and 'Question'. A post from Kelly Flint is visible, titled 'Top 5 Facebook Marketing Mistakes Businesses Make'. On the right side of the page, there is an 'Admins (1)' section, a 'Use Facebook as Kelly' button, a 'Promote with an Ad' button, and a 'View Insights' button. Below these are 'Quick Tips' and a 'Sample Ad' preview. A large yellow arrow is overlaid on the page, pointing from the profile picture area towards the 'View Insights' button.

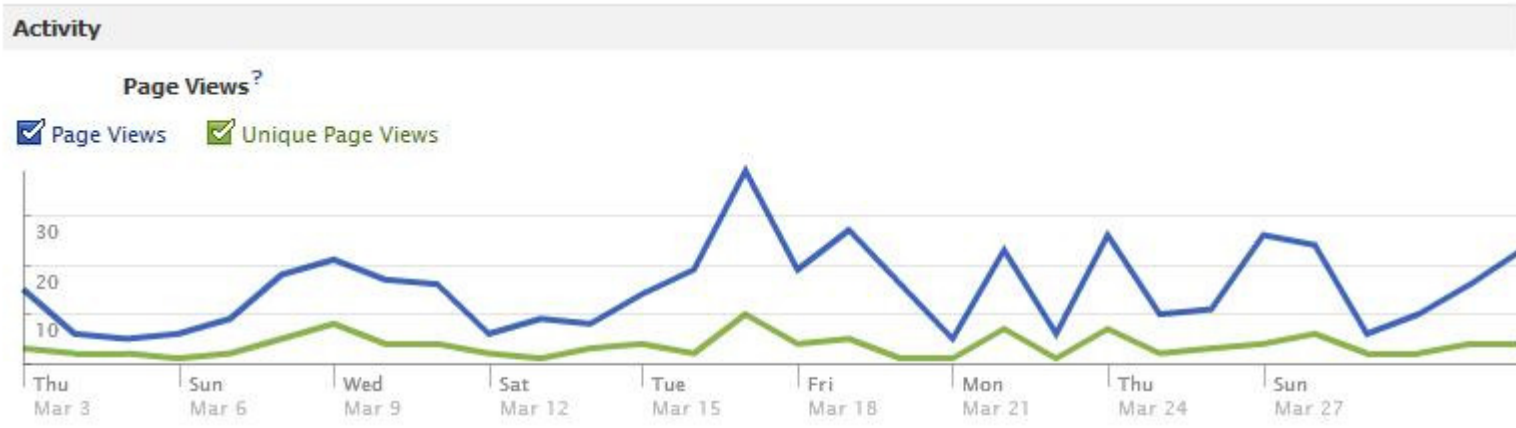
 **TWEET THIS!** #ctsocial

# Facebook Insights - Interactions





# Measure: Facebook Insights - Activity



**Total Tab Views?**

- 356 Wall
- 30 Constant Contact Labs - Join My Mailing List
- 19 Information
- 10 Events
- 7 Discussion Boards
- 5 Photos

**External Referrers?**

- 10 constantcontact.com
- 8 google.com
- 1 google.com.tr
- 1 email04.secureserver.net
- 1 us.mg203.mail.yahoo.com
- 1 bing.com
- 1 cbssocialmedia.com
- 1 us.mg2.mail.yahoo.com
- 1 mail.google.com
- 1 google.co.uk

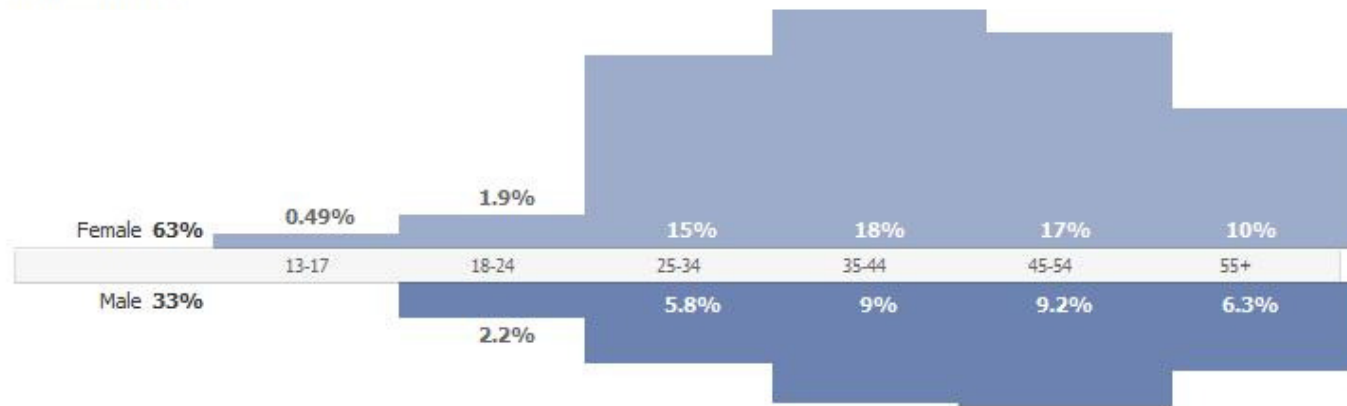


# Measure: FB Insights Demographics



## Demographics

### Gender and Age?



### Countries?

- 380 United States
- 4 Canada
- 4 United Kingdom
- 2 Colombia
- 2 Thailand
- 2 Italy
- 2 Mexico
- More

### Cities?

- 86 Los Angeles
- 51 Seattle
- 32 Irvine

### Language?

- 392 English (US)
- 8 English (UK)
- 6 Spanish
- 1 French (France)
- 1 Arabic
- 1 Japanese
- 1 Italian







Put It All Together



**TWEET THIS!** #ctctsocial

# Email Announcement



*Empowering Children, Youth and Families Affected by HIV/AIDS* 

In the next couple of months, Camp Laurel will be posting some important information about the organization and HIV/AIDS through our Facebook page.  
To stay current on all information, be sure you are a "friend" of Camp Laurel's Fan page.

Stay connected!

[Find us on Facebook !\[\]\(620f07b383c70ac985ef745f2f4ffa65\_img.jpg\)](#)



# Website



**FREE** Free Shipping for orders over \$50

- Home
- About Us
- Buy Dingo
- Product Reviews
- Ask Dingo
- Dingo Dogs
- Newsletter



- Connect with Dingo
- Become a Fan on Facebook
  - Subscribe to the Dingo Blog
  - Follow Dingo on Twitter
  - Follow Dingo on YouTube
  - Sign Up for the Newsletter

## THE BIG TASTE DOGS LOVE



### Made with Real Meat

9 out of 10 dogs prefer  
Dingo Meat & Rawhide Chews

Introducing  
Mini Dingo Jerky Chewz Chicken Chips



"GREAT THINGS COME IN SMALL PACKAGES"

TWEET THIS! #ctsocial



SATURDAY, SEPTEMBER 25, 2010

## Best of Western Washington!!!

Posted by The Swinery at 10:04 AM



1 COMMENTS 

VISIT OUR WEB SITE

[www.swinerymeats.com](http://www.swinerymeats.com)

GIVE US A CALL!

206.932.4211

EMAIL US

[swinery.biz@gmail.com](mailto:swinery.biz@gmail.com)

BECOME A FAN!



**Swinery Meats** on Facebook

 Like 1,635

[The Swinery Facebook](#)

THE KITCHEN TEAM



TWEET THIS! #ctctsocial

# Link Social Tools to Each Other



**Camp Laurel** Check out The Camp Laurel Daily! DAILY! Important daily information on HIV and the world we live in!



## The Camp Laurel Daily on Twitter

paper.li

A newspaper built from all the articles, blog posts, videos and photos shared by the people Camp Laurel follows on Twitter.

📅 September 28 at 8:40am · Like · Comment · Share

👍 Roma Farren Reed likes this.

Write a comment...



# Join My List on Facebook



- Wall
- Info
- Photos
- Discussions
- Reviews
- Join My List**
- Notes

## About

Victoria Byrne is the founder of Creative Marketing Services. CMS is a fu...

## Creative Marketing Services, CMS - Victoria Byrne ▶ Join My List

Professional Services · Aliso Viejo, California



Sign Up for Your FREE CMS Email Newsletter.

Receive marketing tips, techniques and trends from the pros.

**Enter your email address to join our mailing list:**





# Twitter: Join My Email Newsletter



**ohsodesign** Olga

got a min? easy to join our #chunkofchange e-mail newsletter.  
<http://t11.me/T2H-8Q> biz tips that add up. no junk.

1 hour ago



# Follow buttons in email



Message

From: Dingo Rawhide Bones [custservice@dingobrand.com] Sent: Tue 11/16/2010 1:32 PM  
To: Flint, Kelly  
Cc:  
Subject: FREE Dingo for Those Who Submit a Picture and Story About Their Dog(s)

Having trouble viewing this email? [Click here](#)  
You're receiving this email because of your relationship with Dingo. Please [confirm](#) your continued interest in receiving email from us.  
You may [unsubscribe](#) if you no longer wish to receive our emails.

[f](#) [t](#) [in](#) [+](#) [f](#) Like

**THE BIG TASTE DOGS LOVE**

Thank you for being a part of the Dingo community!

Scroll down to find out how you could win a FREE supply of Dingo Jerky Chewz Chicken Chips for a year!

Also, check out Dingo at:

[Find us on Facebook](#) [f](#)

[Follow us on](#) [twitter](#)

Made with Real Meat!

9 out of 10 dogs prefer Dingo Meat & Rawhide Chews

**ENTER THE ...  
GREAT THINGS COME IN SMALL PACKAGES SWEEPSTAKES!**

Do you have a small dog with a big personality?!

Dingo is holding the "Great Things Come in Small Packages" Photo Sweepstakes!

Submit a photo(s) of your little ball of joy and tell us the story behind the picture.

[Click here](#) or the below button to ENTER!



# Email → Social: easy and effective



## Email Status

**Important:** Emails typically begin sending within 1 hour of the time you selected.

### Select Status

Draft [i](#)

Send Now [i](#)

Scheduled for [i](#)

Date:

Time:    EDT (US Eastern Time)

Tweet a link to your email automatically

## Tweet and Share

Tweet this email

Your message will automatically be tweeted once your email has been sent.  
Note: The link shown in the Tweet box will be activated at the time the Tweet is posted.

My Social Newsletter! <http://conta.cc/dwrV25> via [#constantcontact](#)

75 characters remaining

Like Make it social! Add share links to the top of your email.

Add Share and Like buttons to the top of your email

## Email Archive

Archive this email once it's been sent



# Cool Tools



# Measuring Tools – Your Comfort



- Google Alerts
- HootSuite
- TweetDeck
- NutshellMail



# Google Alerts



Search terms:  [Preview results](#)

Type:


How often:


Volume:

Deliver to:

Create Alert



Compose message... Send Now 

Search Twitter... 

kellyflint (Twitter) x Kelly Flint (Facebook) x Facebook Pages x Kelly Flint (LinkedIn) x 4square x my space x +

+ Add Stream

### Mentions (kellyflint)

**BNCLongBeach**  
Feb 18, 1:16pm via Web  
Long Beach Tweeps! #FF @kellyflint @merrit @vidal\_michael @BITcHpizIDGAF @skyroom @BeatrockLB @LBCJRAW @uliahuntsman @lyndago  
1 retweets

**graceduyst**  
Feb 17, 10:48pm via Web  
@ConstantContact I suppose! Is 22 the new 30? Learned great tips today though, @kellyflint was great!  
Show Conversation

**bethannon**  
Feb 17, 6:14pm via Twitter for iPhone  
@kellyflint Great workshop today!  
Show Conversation


**AudreyJeanne**  
Feb 17, 1:12pm via Web  
Taking a class from Constant Contact on social marketing, it's great! If you have a chance I recommend it highly! @kellyflint teacher :-)


**rxbasu**  
Feb 16, 9:00am via HootSuite  
Energizing @ConstantContact social/email marketing workshop yesterday. Thanks @kellyflint!

**MyLocalBuzztv**  
Feb 14, 3:49pm via Paper.li  
DownTown Los Angeles Local Buzz is out! <http://bit.ly/eqkVHo> • Top stories today via @MorningCrunch @kimirhochelle @kellyflint @eaterla  
1 retweets

**michaelguar**  
Feb 03, 7:14pm via TweetDeck  
@kellyflint good to meet you at #chseoc you  
kelly flint Log Out >

### Page Feed (Kelly Flint - Constant Contact's LA Region)

**Scott Munger**  
10:45am • 2 comments • 1 likes  
here is our page LOGO  


**Kelly Flint - Constant Contact's LA Regional Development Director**  
Feb 20, 11:06am • 0 comments • 0 likes  
Great idea Audrey - best of luck with getting to 500 likes!!!  
 **Elegant Easter AJR294 ATC sized shaped gift by AudreyJeanneRoberts**  
[www.etsy.com](http://www.etsy.com)  
These beautiful original art collage designed Elegant Easter hanging gift tags are in pastel colors. There is a delightful chocolate easter

**Kelly Flint - Constant Contact's LA Regional Development Director**  
Feb 20, 10:58am • 0 comments • 0 likes  
Thanks Constant Contact New England - Corissa St. Laurent!!! Using QR Codes for email subscriptions. Brilliant! QR Codes' Changing Role in Online Marketing - MarketingVOX <http://ht.ly/3ZTHc>  
 **QR Codes' Changing Role in Online Marketing - MarketingVOX**  
[ht.ly](http://ht.ly)  
QR Codes' Changing Role in Online Marketing - Publisher: MarketingVox

### Network Updates (Kelly Flint)

**Christopher Nahil**  
11:03am • comments  
A couple of surprises in the top 10 here. RT @ScottMonty: Top 10 brands in social media <http://bit.ly/gJ3ebJ> +

**Rosalind Morville**  
11:03am • comments  
RT @Lord\_Voldemort7: Alan Rickman is 65 today. He seems like a good guy, the kind that'd never stab you in the back. Trust me, I'm good at ...

**Rafael Belomo Alexandre**  
11:02am  
Rafael Belomo Alexandre joined the group **BRASIL: VAGAS EXECUTIVAS**

**Tiffany Young**  
11:02am  
Tiffany Young added Omar Rodriguez as a connection.

**Rosalind Morville**  
11:01am • comments  
"Where did you eat?" you ask @hiddenboston ? I ate at Red Lentil! MMMmmm!

**Christopher Nahil**  
11:01am • comments  
C'mon America, where's your pride! RT @allaboutbeer: World Health Organization ranks America #57 in beer consumption. <http://bit.ly/i1JYLU> +

**Rafael Belomo Alexandre**  
11:00am  
Rafael Belomo Alexandre joined the group **Business & Jobs BRASIL**

**N. Wade Horigan**  
10:59am  
N. Wade Horigan added Jim Queen as a connection.

**Suzanne Johns**

### News Feed (Kelly Flint)

**Tamara Brock**  
11:00am • 0 comments • 0 likes  
Be My Guest For Lunch & Find Out Why Google & Facebook Partnered with AdzZoo!

**Eventbrite - Adzoo Founder Scott Anderton & Gary Wood In Anaheim, California Thursday Feb. 24th! Must RSVP For This Special Event.....**  
Tamara registered for Adzoo Founder Scott Anderton & Gary Wood In Anaheim, California Thursday Feb. 24th! Must RSVP For This Special Event. .... at Eventbrite!

**HUTdogs**  
11:00am • 0 comments • 0 likes  
**Adding an iFrame Application to your Facebook Fan Page - 2011**  
[www.hyperarts.com](http://www.hyperarts.com)  
A Tutorial on Creating Facebook iFrame Applications now that iFrames are supported in Page tabs. No activation required!

**Disneyland**  
11:00am • 26 comments • 180 likes  
President Dwight D. Eisenhower was an admirer of Walt Disney and one of only five former U.S. presidents to have visited the Disneyland Resort. Take a look at some rare photographs of his visit to Disneyland park. <http://bit.ly/ffWOGl> +

# Tweetdeck



The screenshot displays the TweetDeck v0.37.4 interface. At the top, there's a header with the application name and version. Below it, a navigation bar includes social media icons for Facebook, Twitter, and LinkedIn. The main content area is divided into three columns:

- Facebook: Full News Feed:** Contains several posts from Sandy Cajas, including announcements about USHCC Chamber Training, a university certificate program, and a pop show.
- Mentions:** Lists tweets mentioning @kellyflint, such as "Long Beach Tweepst!" and "Taking a class from Constant Contact on social marketing..."
- LinkedIn: Network Updates:** Shows updates from Rafael Belomo Alexandre and Ting Chen, including new connections and profile changes.

Each column has a vertical scrollbar and a set of interaction icons at the bottom.





# NutshellMail



[Settings](#) [Help](#) [Feedback](#) [Tell a Friend](#)

[Get Latest Messages](#)

New items: 0 4 5

**facebook** 40 new messages 2 group invites **Kelly Flint**  
 1 new pokes 14 event invites **Friends**  
 0 friend request **Networks**

[Customize](#)

My Status  
**Kelly Flint** [Update](#)

**twitter** **@kellyflint**   
[Customize](#) [Add Searches](#) Following: 415 Followers: 395 Updates: 17

My Status  
@kellyflint Live and Local Workshops in Santa Clarita <http://conta.co/enYBbu> via @constantcontact [Update](#)

Latest Tweets (Limit 4) [Change](#) [Customize](#)

denversolarguy How to make biodiesel with the biodiesel bucket  
<http://dld.bz/nCev> Mon 08/09 04:47 PM [Reply](#) [Retweet](#) [Direct Message](#) [Unfollow](#)

TheSoup Money Hungry: The Heart Wants What it Wants...But Still Needs a Triple Bypass <http://bit.ly/aJwNrm> Mon 08/09 04:47 PM [Reply](#) [Retweet](#) [Unfollow](#)

iphonejelly Top iPhone Games <http://bit.ly/dtKSXr> Mon 08/09 04:46 PM [Reply](#) [Retweet](#) [Direct Message](#) [Unfollow](#)

Social Media411 Facebook scam du jour, "World's Worst McDonald's Customer": <http://bit.ly/aYX9F0> You can't protect morons from themselves Mon 08/09 04:45 PM [Reply](#) [Retweet](#) [Unfollow](#)

**LinkedIn** **Kelly Flint**   
[Customize](#) Email Marketing Expert

Status Updates (Limit: 5) [Change](#) [Customize](#)

**Angela Best** While researching my next blog article I found these amusing safety signs.... <http://fb.me/tHAMQu5s>  
Mon 08/09 04:30 PM

**TWEET THIS! #ctctsocial**

**Jing - awesome FREE tool!**



**Jing captures anything on you see on your computer screen,  
as an image or short video, and lets you share it instantly.**



# Bit.ly – Shorten Web Links and Track



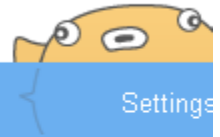
Shorten, share, and track your links

Shorten

Manage

Analyze

Hi kellyflint | Sign Out



Metrics Summary

Settings

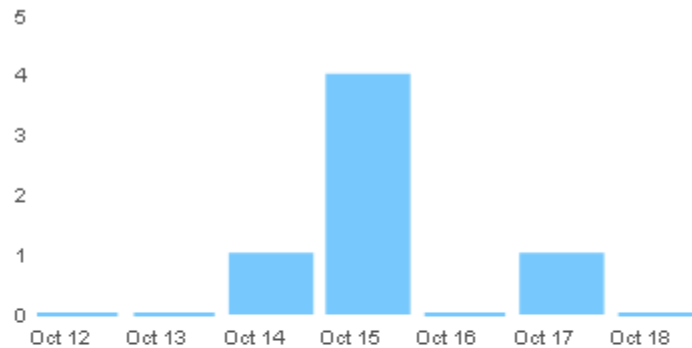
## Metrics Summary

Clicks

Past Hour

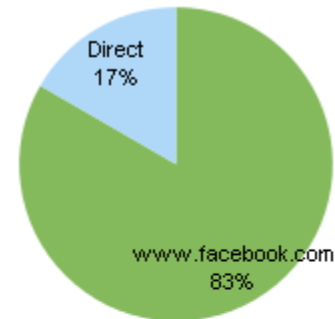
7 Days

30 Days



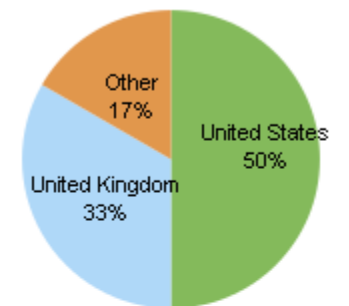
6 Clicks on Your Bit.ly Links

Top Referrers



2 Referring Domains  
From 3 Total Pages

Locations



3 Countries

Referrers Detail

Locations Detail

Referring Site

Click(s)

Country

Clicks

# Get Even More Social: Free Webinars, Guides, Examples...



Home | Community | MarketPlace | Partners | Local Seminars | Sign Up | Log in



Email Marketing

Event Marketing

Online Surveys

Social Media

Learning Center

Search

## Social Media Overview

### Overview

Social Media Features  
Social Media Resources

## Social Media Resources

Podcasts  
Guides  
Blog  
Webinars  
Hints & Tips  
Glossary

## It's Time to Go Social!

Turn fans, friends, and followers into loyal customers!



Home > Social Media

Like 467 Tweet 46 Share this page: f t in +



Brian Solis  
Mark Schmulen  
Social Media Strategists

### Missed "The State of Social Media" webinar with Brian Solis?

No worries. We recorded it for you.

Get a view of the current and future landscape of social media and how small businesses can use these tools to drive real business results!

Watch Now »

## What is Social Media Marketing?

Use the reach of social media to increase the visibility of your small business! Make your business or organization 'go social' to grab the attention of a broad audience, and watch those new fans become loyal customers.

**But it doesn't stop there—this is word of mouth in the digital age.** Your fans, friends, and followers can help you get noticed! Liking your content on Facebook, retweeting your offer on Twitter, or posting a review on Yelp—this keeps the conversation going and generates a powerful social media buzz for your small



Social Done Right

Get Social

TWEET THIS! #ctctsocial



Copyright © 2010 Constant Contact, Inc.

# Take the Next Step



## 1 Social Media Webinar

Free!

Register for the free webinar: “The Power of Social Media, SEO, and Email”.

Learn more about how Social Media Marketing can help small business and non profits optimize marketing efforts.

[constantcontact.com/learning-center](http://constantcontact.com/learning-center)

## 2 Free Trial: Email Marketing

60-Days

Sign up for a free, 60-day trial of Constant Contact Email Marketing

No risk, no credit card required. Get coaching and support, grow our email lists, access to over 400+ templates, and measure and track results

[constantcontact.com/email-marketing](http://constantcontact.com/email-marketing)

## 3 Use NutShellMail

Free!

Sign up for NutShellMail by Constant Contact to manage and monitor your social media activities in real time, on *your* time... right from your inbox.

[NutshellMail.com/register](http://NutshellMail.com/register)





**Someone was kind and nominated me,  
please vote for me:**

**<http://bit.ly/kellyflint>**



# Local Constant Contact Partners

(Recommended by Kelly Flint, Constant Contact's Regional Director for Los Angeles)



Stuart Atkins, MBA, MA  
Atkins Marketing Solutions  
(714) 904-4453  
[www.atkinsmarketingsolutions.com](http://www.atkinsmarketingsolutions.com)



Victoria Byrne  
Creative Marketing Services  
(949) 916-7970  
[www.creativemktgservices.com](http://www.creativemktgservices.com)



Jared Smith & John Walker  
Talent Evolution  
(760) 716-8537  
[www.talentevolution.com](http://www.talentevolution.com)



Liz Harsch  
Tailor-Made Advertising  
(310) 791-6300  
[www.adteamla.com](http://www.adteamla.com)



Merri Jill Finstrom &  
Dave Finstrom  
HUTdogs  
(626) 462-0983  
[www.hutdogs.com](http://www.hutdogs.com)



Katie Covell & Tricia Brumit  
Sunnyland Pictures  
(310) 721-7869  
[www.sunnylandpictures.com](http://www.sunnylandpictures.com)

**Please tell them that Kelly sent you!!!**



**Thank you!**



**Kelly Flint**  
**Regional Development Director**  
**Constant Contact, Inc.**

**Email: kflint@constantcontact.com**

**Events: constantcontact.com/losangeles**

**Facebook: fb.com/kellyflintcc**

**Twitter: twitter.com/kellyflint**

**LinkedIn: linkedin.com/in/thekellyflint**

