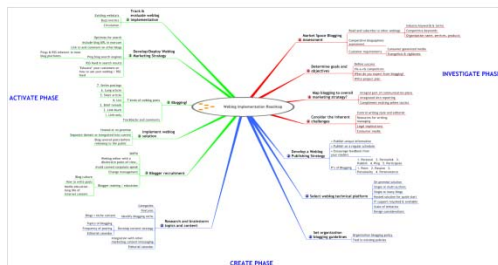


- Social Media Listening
- Blog Implementation
- Blogging for Thought Leaders
- Social Networking Map
- Twitter for Business

Social Media and Digital Marketing Mind Maps



MarketingSavant

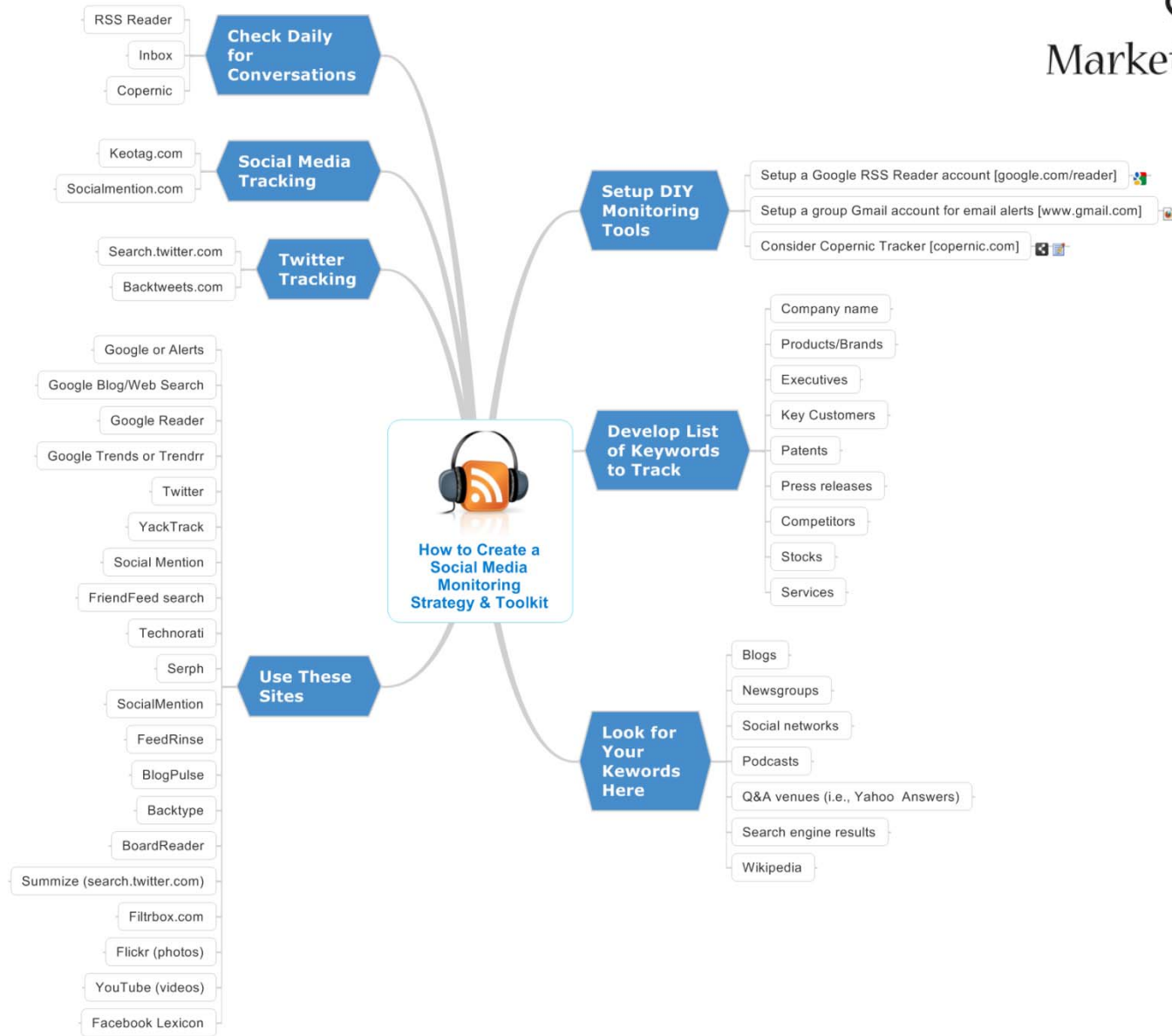
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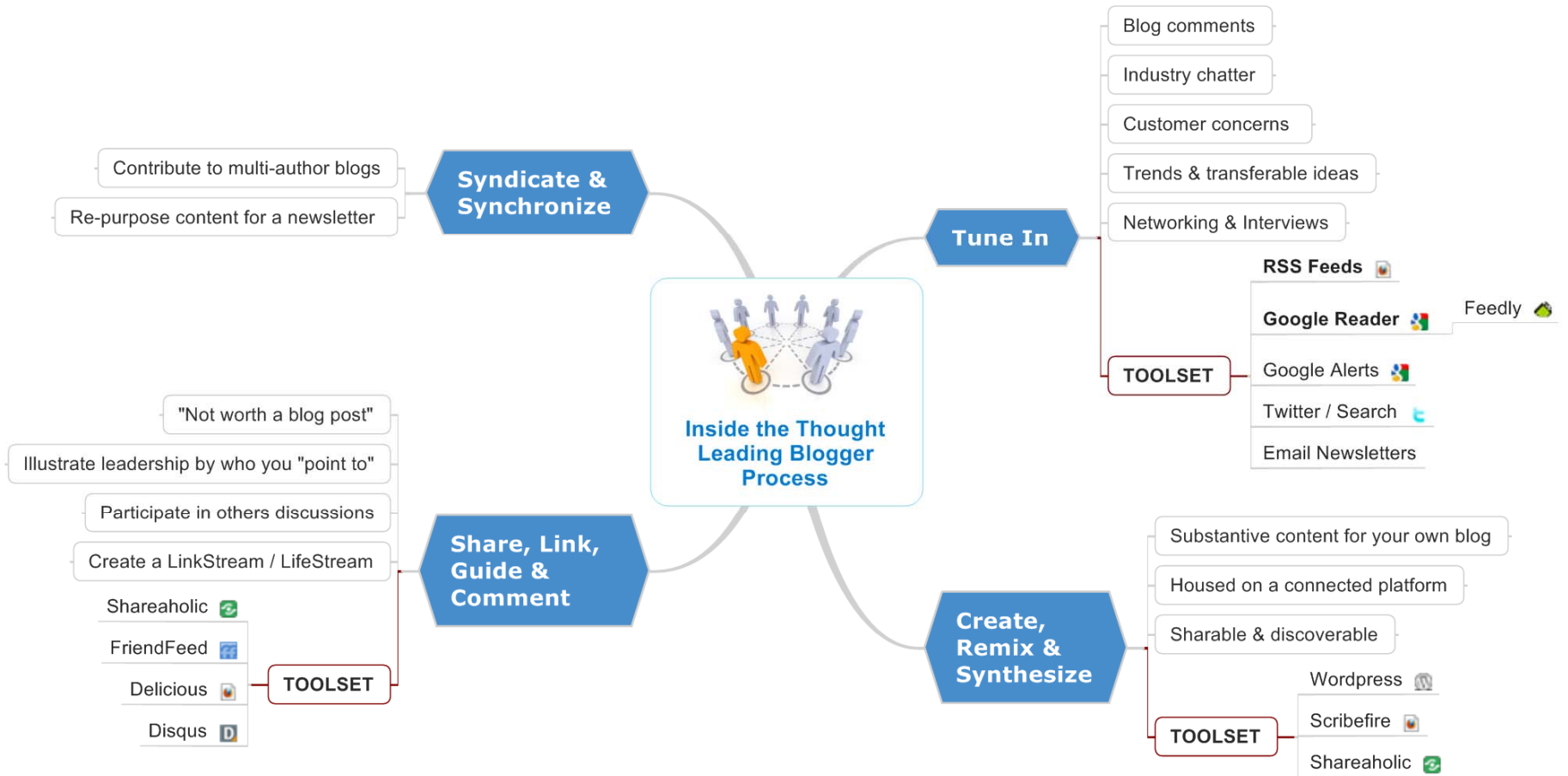
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20 Business Uses for Twitter

1. Attract new clients
2. Conduct market research
3. Recruit staff
4. Provide customer service
5. Evangelize your product or service
6. Discover new PR opportunities
7. Test marketing messages
8. Track emerging trends & hot conversations
9. Announce new services and products
10. Run innovative social media campaigns
11. Build relationships with your customers
12. Help your customers evangelize your products
13. Promote your blog, website, company, etc...
14. Share ideas, inspiration and support others
15. Connect with thought leaders and industry experts
16. Strengthen your personal and corporate brand
17. Network with peers
18. Ask for help
19. Grow your community
20. Search engine optimization

Twitter Basics

Twitter is a microblog, which means you can post statements, called tweets. Tweets are limited to 140 characters.

There are millions of Twitter users and the site is growing fast. It's free to use and has a growing eco-system of companies building tools to augment Twitter's capabilities. You can Twitter from just about anywhere with your computer, phone, or many third party applications.

Members are known by their usernames. You can learn more about them from their brief bios and links to their website or blogs. When you find interesting people or people talking about subjects you're interested in, 'follow' them. This is like making 'friends' on social networks like Facebook or 'business contacts' in LinkedIn. It also creates a subset of tweets to read making it easier for you to find relevant information and links. Others will follow you too! This is important if you'd like to use Twitter for sales, marketing, PR, support, etc...

You can tweet to the public, reply to specific people publicly by including the @ symbol in front of their username (e.g. @MichaelDeutch) or send private direct message to followers.

People tweet breaking news, questions, thoughts, answers, interesting or promotional links, blog posts, quotes and more...

If you don't have a strategy or purpose for using Twitter, you'll likely either waste your time or stop using it. Check it out, see how others are using it successfully, build a plan and jump in!

And finally, don't just broadcast on Twitter, be a part of the community by answering questions and sharing useful information and links.

Sign up for Twitter, it's free!

7 Twitter Practices to Avoid

1. Don't bore your followers
2. Don't follow thousands when no one is following you
3. Don't have incomplete Bio information
4. Don't push ads or brand messages, engage in relevant conversation that supports your messages
5. Don't report on your daily activities
6. Don't say things you'll regret
7. Don't forget to add value

15 Terrific Tools for Twitter

1. Use **Tweet Deck** on your desktop instead of a browser to read & write your tweets
 2. Find conversations with **Twitter Search**
 3. Check if your followers are following you with **FriendOrFollow**
 4. Schedule Tweets in advance with **Tweetlater**
 5. Check out popular links that are being shared with **Twitterly**
 6. Share pictures with your followers using **TwitPic**
 7. To keep a record of all your historical tweets, use **Tweetake**
 8. Survey your followers with **SocialToo**
 9. Share links from your browser directly with **TwitThis**
 10. Automatically follow people who follow you or send them automated messages with **SocialToo**
 11. Compress URLs to easily share with others using **Is.gd**
 12. Use **TweetBeep** to create email alerts on conversations that you want to follow
 13. **Tweetburner** tracks the number of people who click your link
 14. Use **Twittermeter** to compare popularity of words on Twitter
 15. Another way to compare popularity of words is with **TweetVolume**
- For a more complete list of Twitter tools, check out Mashable's list of 140+ tools

9 Twitter Best Practices

1. Include a Bio
 - Make it interesting
 - Invite others to follow
 - Don't forget to spell check
 - For companies, identify the person who is tweeting
2. Add a link
 - To your business
 - Your blog
 - Or your profile on another networking site
3. Add a background image
 - You can use this image to further promote your work or interests
 - If there are multiple tweeters on a company account, you can use this space to identify who is tweeting
4. Say hello to new followers
 - You can quickly check out your follower's link & bio
 - Send a personal message, you never know what opportunity may result
5. Be human! Don't just broadcast company announcements
6. Answer replies and direct messages
7. Use Search to see if anyone references you or your brands
8. Check your account daily
 - Link to blog posts you created or found interesting or useful
 - Add quotes that inspire or provoke conversation
 - Ask questions
 - Post links to relevant software, applications, websites, interesting news
9. Make your posts valuable
 - Share useful information from conferences that you attended
 - Provide useful tips, tricks
 - Link to news from your company or industry



INVESTIGATE PHASE

ACTIVATE PHASE

CREATE PHASE



1 Market Space Blogging Assessment

- Read and subscribe to other weblogs
- Competitive blogosphere assessment
- Customer requirements
- Industry keywords & terms
- Competitive keywords
- Organization name, services, products
- Consumer generated media
- Evangelists & vigilantes

1 Determine goals and objectives

- Define success
- Vis-a-vis competitors
- What do you expect from blogging?
- Write project plan

1 Map blogging to overall marketing strategy?

- Integral part of communication plans
- Integrated into reporting
- Compliment existing online tactics

1 Consider the inherent challenges

- Control writing style and editorial
- Resources for writing; managing
- Legal implications
- Consumer media

2 Develop a Weblog Publishing Strategy

- Publish unique information
- Publish on a regular schedule
- Encourage feedback from your readers
- P's of Blogging: 1. Personal 2. Permalink 3. Publish 4. Ping 5. Participate
- 1. Point 2. Passion 3. Personality 4. Perseverance

2 Select weblog technical platform

- On premise solution
- Single or multi authors
- Single or many blogs
- Hosted solution for quick start
- IT support required & available
- Scale of initiative
- Design considerations

2 Set organization blogging guidelines

- Organization blogging policy
- Tied to existing policies

3 Track & evaluate weblog implementation

- Existing webstats
- Buzz metrics
- Circulation

3 Develop/Deploy Weblog Marketing Strategy

- Optimize for search
- Include blog URL in marcom
- Link to and comment on other blogs
- Pings & RSS inherent in most blog platforms
- Ping blog search engines
- RSS feed in search results
- "Educate" your customers on how to use your weblog / RSS feed

3 Blogging!

- 7 kinds of weblog posts: 1. Link-only, 2. Link blurb, 3. Brief remark, 4. List, 5. Short article, 6. Long article, 7. Series postings
- Trackbacks and comments

3 Implement weblog solution

- Hosted or on-premise
- Separate domain or integrated into current
- Blog several posts before releasing to the public

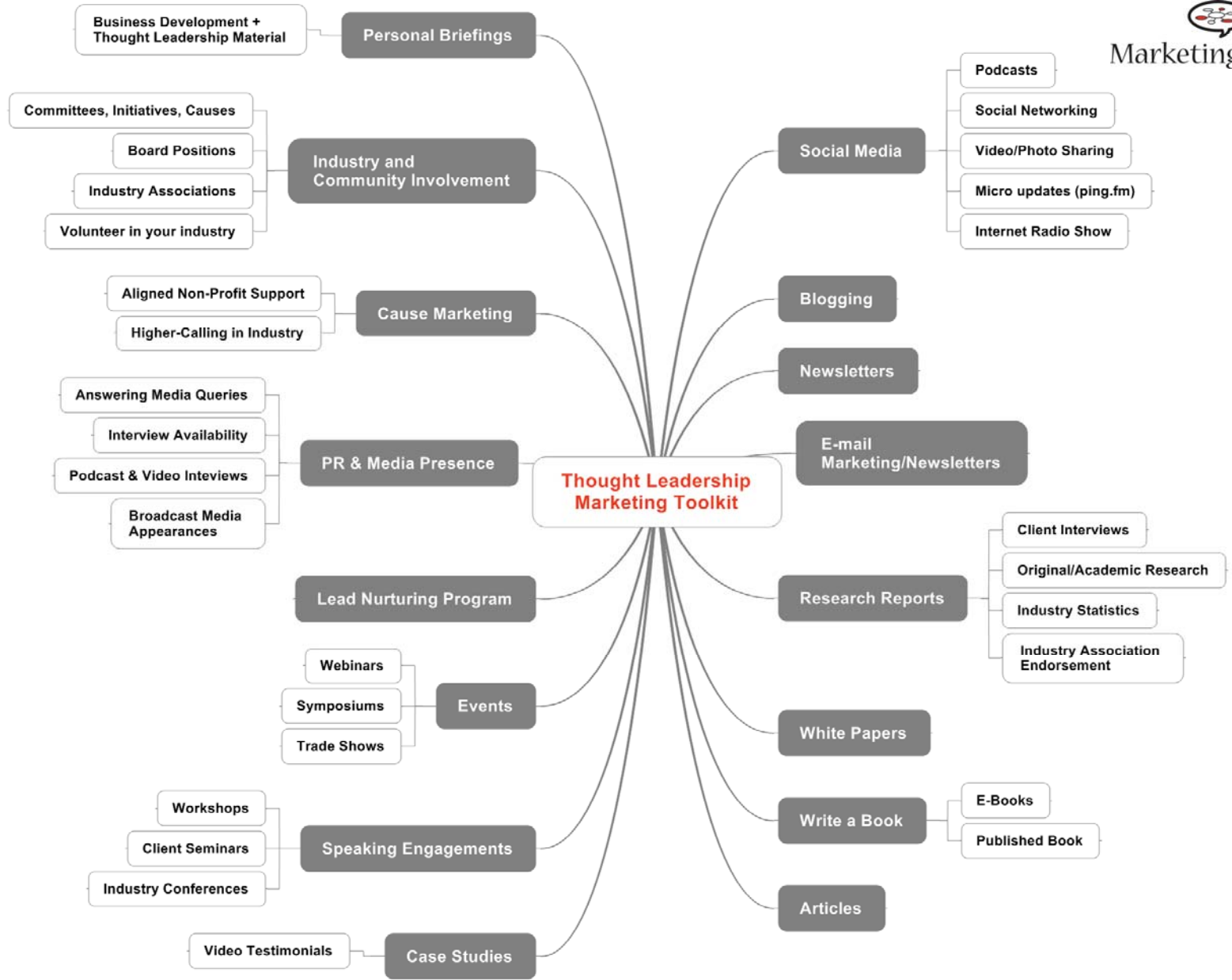
3 Blogger recruitment

- WIIFM
- Weblog editor with a distinctive point-of-view
- Avoid canned corporate-speak
- Change management
- Blogger training / education
- Blogger culture
- How to write posts
- Media education - long life of internet content

2 Research and brainstorm topics and content

- Categories
- Features
- Blogs = niche content
- Identify blogging niche
- Topics of blogging
- Frequency of posting
- Editorial calendar
- Develop content strategy
- Integration with other marketing content / messaging
- Editorial calendar





Dana VanDen Heuvel and the MarketingSavant Group

Are You Looking for a Marketing Firm You Can Trust? One Who Really *Gets It*?



Not only does Dana VanDen Heuvel and his company, The MarketingSavant Group, have more than 14 years of internet marketing experience, he's been an entrepreneur and business owner since he started his first business at age 13. As a marketing trainer, Dana has helped hundreds of marketers with their internet, thought leadership and social media marketing challenges.

Marketing consultants are everywhere. Whether you're looking for help now, or just want to bat around a few ideas, why not trust someone who's taught hundreds about the latest marketing techniques, spoken at dozens of conferences, and helped businesses just like yours achieve success through marketing.

With The MarketingSavant Group, you'll never encounter freshly minted MBA's who've never seen the inside of a boardroom or an inexperienced account manager or a poorly written strategy. When you work with us, you get our best and brightest talent every time, all the time.

MarketingSavant Marketing Consulting Services

The MarketingSavant Group will work with you to find a working arrangement that meets your needs. We offer several consulting options for our clients. If you're just looking for access to our ideas and talent, well that works too. You decide how you want use us and when you need us. Our clients appreciate the benefit of adding a nationally-renowned marketing consultant to your team without the overhead of hiring full-time staff or engaging an ad agency.

How We Work With You

- Phone consultations - you pick the hours needed and you decide when to use our marketing expertise.
- On-site training/consulting - have Dana spend a day or two or ten with your company, evaluating your projects, providing expert advice and making your next marketing project a success.
- Remote web training – when you need to train a team of marketers on blogging or go-to-market strategy or whatever, we'll come to you over a Webex meeting or a teleconference.
- Retainer-based consulting - if you know you'll need Dana's expertise for an extensive period of time, you can hire The MarketingSavant group on a reasonable monthly retainer basis.
- Al a carte – What do you need? Tell us what's on your mind and we'll work with you.



MarketingSavant

Email us at info@marketingsavant.com or learn more about our consulting services at www.Marketingsavant.com.

"Dana's vision and insight into digital and thought leadership marketing has been a significant contribution to our business. He offers not only the knowledge, but the systems to make on-line marketing a natural extension of the work we do every day. I recommend him highly."

Kyra Cavanaugh, Founder, Life Meets Work

"Dana is one of those people who just 'gets it.' His knowledge and granular understanding of how blogs and social media can be used as a marketing tool place him at the head of the pack in this burgeoning field. He was one of the blogging early adopters and someone to whom I looked for insight and information."

Paul Chaney, President, Radiant Marketing Group

"I've had the honor of working with Dana and found him to be a forwardthinking visionary especially on subject matter pertaining to interactive marketing. I turn to him not only for consultation on my own projects and challenges, but also to help enrich AMA member benefits by providing information and insights to our membership. I wouldn't hesitate to recommend him or work with him again!"

*Amy (Komenda) Zelenka, Marketing Manager
American Marketing Association*