GETTING SOCIAL MEDIA TO WORK, SO SOCIAL MEDIA WORKS FOR YOU RESIDENTIAL

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DIG IN
2017 IGSHPA CONFERENCE & EXPO

@KMULLETT #IGSHPAconf
SOCIAL MEDIA WORKS BEST WITH WILLING PARTICIPANTS, WHO SEE THE VALUE, & TREAT IT LIKE A LIFESTYLE, INSTEAD OF A TASK.
DO OR DO NOT,
THERE IS NO TRYING
SOCIAL MEDIA
SOLVE PEOPLE’S PROBLEMS, ANSWER THEIR QUESTIONS, EVOKE EMOTION AND ENTERTAIN THEM
BEING USEFUL TO YOUR AUDIENCE DOESN’T REQUIRE A BIG BUDGET OR FANCY TOOLS
THE SOCIAL THREE

SOCIAL MEDIA tools

online & offline tools

SOCIAL NETWORKING visibility

interaction & visibility

SOCIAL MARKETING application

application & utilization

YOU, COMPANY, BRAND, PRODUCT, SERVICE

SEGMENTS

GROUPS

INDIVIDUALS

IDEAL DEMOGRAPHIC
SOCIAL MEDIA IS FREE TO USE, NOT FREE TO DO
MAYBE IT’S TIME TO RETHINK MARKETING BELIEFS & WHAT WE MEASURE
DID IT REALLY FAIL OR DID WE FAIL TO MEASURE IT?
MEASURE TO EITHER DISPROVE OR CONFIRM MARKETING BELIEFS
LinkedIn has sent you a message.

Date: 7/15/2010
Subject: Your post

I don't want to twitter. Do I still need to fill in that twitter thingy?
I like LinkedIn better than Facebook, how 'bout you?
WHERE IS YOUR AUDIENCE & WHAT DO THEY LIKE
WHO’S IN YOUR AUDIENCE

The Complete Beginner’s Guide
by Kevan Lee
FIX REPUTATION ISSUES TO AVOID WASTED MARKETING SPEND & VISIBILITY
RESPOND QUICKLY AND APPROPRIATELY

This IS your company AND is a visual record of your customer service!
MONITOR THE REPUTATION YOU CREATE & THAT WHICH IS CREATED ABOUT YOU
IYP, NAP, & CITATION CONSISTENCY
Either way, companies earnestly active on social media tend to create more interactions and coverage, leading to earned off-site backlinks and citations which unquestionably impact SEO.
TOO SUBTLE

optinmonster
LeadPages
Social
Leadin
Eventbrite
inviter
LINK PLUG
HELLO BAR
Email Hunter
Email Extractor Lite
FACEBOOK TIPS & TOOLS

USE LIVE VIDEO
ASK FOR REVIEWS
SET A FEATURED VIDEO
USE ACTION BUTTONS IN POSTS
ENCOURAGE CALLS & MESSAGES
LOCATIONS ADS & LOCATIONS
PROMOTE NEWSLETTER
MESSENGER BOTS
PLACES/SEARCH
PAY TO PLAY

BOOST WHAT’S WORKING
COMMIT TO $1/DAY
○CPM OR CPA
USE AUDIENCE INSIGHTS
USE CTA BUTTONS IN ADS
INSTALL THE TRACKING PIXEL

EXCLUDE AUDIENCE NETWORK,
INSTAGRAM, & RIGHT COLUMN
TO TWEET OR NOT TO TWEET

COMPLETE YOUR PROFILE
BUILD LOCAL LISTS
PIN A TWEET
SETUP ALERTS
CREATE A POLL
RETWEET & ENGAGE
ADD VALUE NOT NOISE
FOLLOW & USE HASHTAGS
DON’T EXPECT INSTA-SUCCESS

IFTTT
Hootsuite
ICONOSQUARE
CURALATE
SocialRank
squarelovin
IQta.gs
locowise
postris

INK361
COLLECTO
NOT EVERYONE CAN PULL THIS LOOK OFF

Spectacles
NEWS FLASH, YOU’RE IN PUBLIC RIGHT NOW
SCHEDULING & AUTOMATION AREN’T THE SAME
ORGANIZING AND OPTIMIZING YOUR CONTENT OPPORTUNITY

Editorial Calendar Plugin for WordPress

Google Drive

EVERNOTE

Trello

Holiday Insights

DAYS OF THE YEAR

Organize Your Home Office Day

International Ask a Question Day

Pi Day

Potato Chip Day
YOU WILL DO, ARE DOING, & DID SOMETHING
TRACK OFF-SITE CLICKS WITH BITLY

Google Analytics URL Builder

URL to share:
http://www.slideshare.net/marketsnare
(e.g. http://www.themarketingcode.org)

Fill form or use quick sets: Twitter Chat

Source*: slideshare.com
Medium*: SlideDeck
Term:
Content: 2016+Zonith+search+social+tools
Campaign*: knowledge+transfer

Final URL:
http://www.slideshare.net/marketsnare?utm_source=slideshare.com&

$5 is an awesome 'thank-you!' shout for this extension :)}
QR CODES DIDN'T FAIL, MARKETERS DID

M.ME/KEVINMULLETT
KEVINMULLETT
ALL HAIL THE MAGICAL ANIMATED .GIF
THOU SHALT NOT COPY IMAGES

IN SEARCH OF STOCK PHOTOGRAPHY
MY 49 STOCK PHOTOGRAPHY SITES MEGA LIST
DESKTOP/WEB BASED PHOTO & IMAGE TOOLS

- Clipping Magic
- Snipping Tool
- Gyazo
- Canva
- LANDSCAPE
- COLOURlovers
- vector magic
- Adobe Color CC
- WhatTheFont
- Google Nik Collection
- Paint.NET
- Sketch
- GIMP
- Fotor
- PIXLR
- Picモー
- Sumopaint
- LUNAPIC
- FotoFlexer
- Online Image Editor
- Creative Docs .NET
MAKING INFORMATION MORE VISUAL
DISCOVERING CONTENT & INFLUENCERS
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Ask me about centrally managing a network of local websites to capture local visibility.

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