



Social Media Marketing

GROWING MARKET SHARE – CREATING STRONGER RELATIONSHIPS –
BUILDING BRAND AMBASSADORS

WITH RANDY HLAVAC

MARKETING**SYNERGY**
TRAIN • EDUCATE • INFORM



NORTHWESTERN
UNIVERSITY

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Also
www.msinetwork.com/prosper

coursera

RANDY HLAVAC

5 Goals for your Digital Content Strategy

Grow Market
Share

Build Strong
Relationships

Generate
Positive Reviews
& Ratings

Position your
Brand & Brand
Essence

Engage your
High Value
Markets

Keys to Success

Grow Profits
by Providing
Value

Use
Community
Insights

Rhythm builds
Revenue

2 MOST POWERFUL WORDS IN DIGITAL

Powered By

Keys to Success

Grow Profits
by Providing
Value

Use
Community
Insights

Rhythm builds
Revenue

2 MOST POWERFUL WORDS IN DIGITAL



Systematic Strategy Development

Gain Insights

Educate Them

Find Influencers & Communities

Ramp up the Excitement

Be with Them

Maintain the Buzz

Celebrate with Them

Create Exceptional Experiences

Inspire Them [Awesomely]

Ask for Reviews & Ratings

Systematic Strategy Development

Market &
Remarket like
Crazy!

Build a Weekly Schedule then market it daily

2019

January							February							March									
Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S
1				1	2	3	4	5	6						1	2	3	4	5	6	7	8	9
2	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
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April							May							June									
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15	7	8	9	10	11	12	13	16	8	9	10	11	12	13	14	23	2	3	4	5	6	7	8
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17	21	22	23	24	25	26	27	18	22	23	24	25	26	27	28	25	16	17	18	19	20	21	22
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July							August							September									
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27		1	2	3	4	5	6	31							1	36	1	2	3	4	5	6	7
28	7	8	9	10	11	12	13	32	4	5	6	7	8	9	10	37	8	9	10	11	12	13	14
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30	21	22	23	24	25	26	27	34	18	19	20	21	22	23	24	39	22	23	24	25	26	27	28
31	28	29	30	31				35	25	26	27	28	29	30	31	40	29	30					
October							November							December									
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40			1	2	3	4	5	44							1	49	1	2	3	4	5	6	7
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43	20	21	22	23	24	25	26	47	17	18	19	20	21	22	23	52	22	23	24	25	26	27	28
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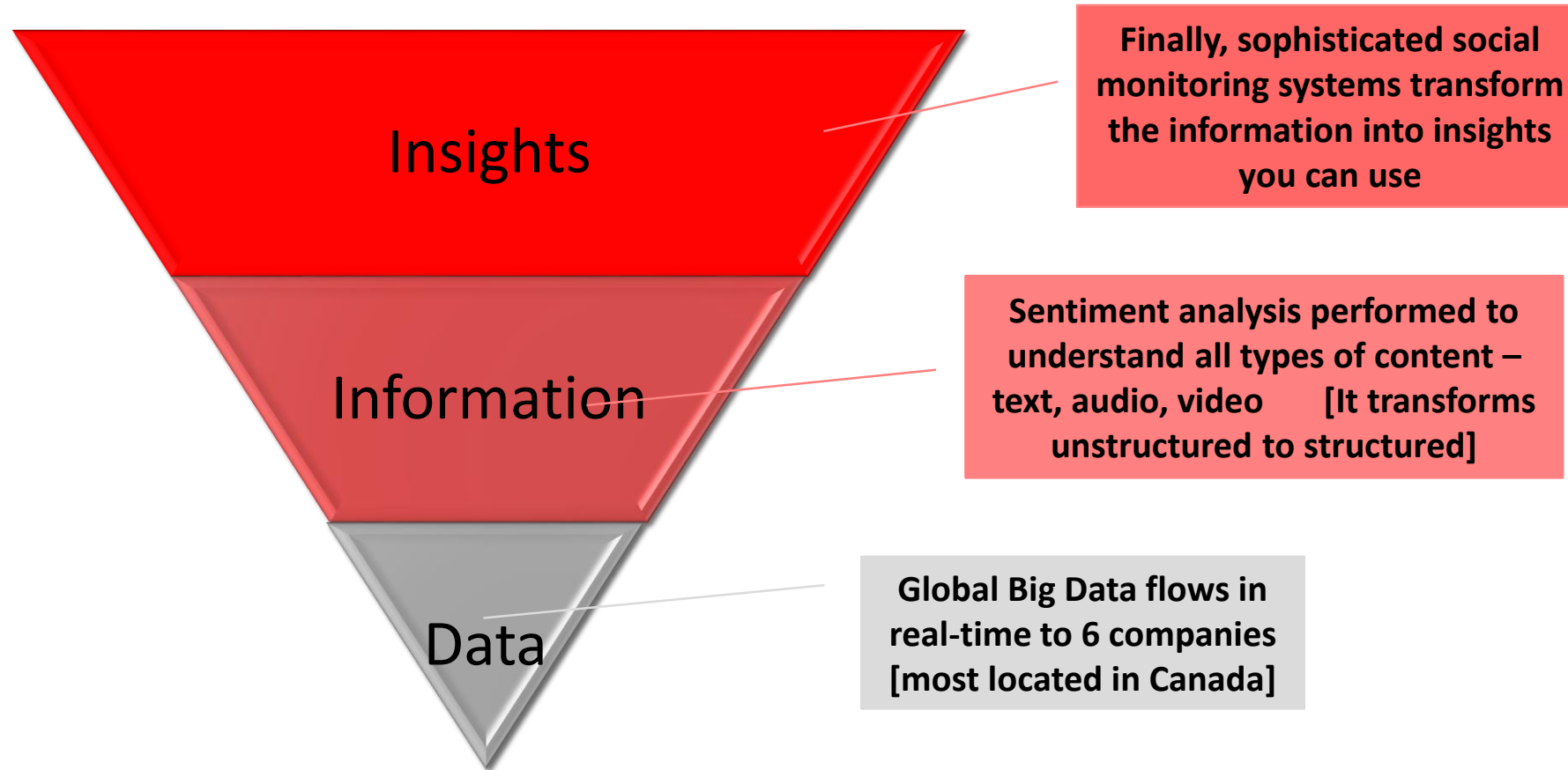
2019 Digital Content Template

- Free Download
- <http://www.msinetwork.com/prosper/>
- The page also has webinars and training videos you can watch on key digital topics

The Ecosystem of Social Media

UNDERSTANDING ITS STRUCTURE REVEALS ITS POWER FOR YOU

Social Media is Different than you Think



You are listening to people speak...and they don't realize it

boardreader® digital marketing 🔍 ⚙️ 📊

Advanced search Close

Find Results

1 with all of the words digital marketing 2

with the exact phrase

without the words 3

Language 4 return posts written in English ▼

Date 5 Last 3 Months ▼

Pick dates From To Clear

Domain 6 only return results from the site/domain

Sort Relevance ▼

Results 10 ▼

SEARCH

1. Exact Phrase / Exact Match
2. Proximity Match / Keywords
3. Exclude Terms
4. Language Return or Find
5. Date Range
6. Sites / Site Categories

Results 1 - 10 of 31,774 for **artificial intelligence** (0.055 seconds).

📄 free **artificial intelligence** research papers

Posted 3 months ago by GalenToks - 1 post

... Rochester was looking for free **artificial intelligence** research papers Marshall Johnson found... a search query free **artificial intelligence** research papers free **artificial intelligence** research papers dissertation...

Source: Родительский форум Детки Forum: Детский лепет / юмор

📄 [CFP] The AAAI Conference on **Artificial Intelligence** and Interactive Digital Entertainment

Posted 2 days ago by Levi Lellis - 1 post

... ===== The 15th AAAI Conference on **Artificial Intelligence** in Interactive Digital Entertainment (AIIDE)... ===== The 15th AAAI Conference on **Artificial Intelligence** and Interactive Digital Entertainment (AIIDE... evaluation methodologies used in **artificial intelligence** unfit for digital entertainment....

Source: Mario Competition - Google Groups Forum: mariocompetition

📄 RE: **Artificial-intelligence** pioneers win \$1 million Turing Award

Posted 3 hours ago by zorricko - 6 posts

...for their pioneering work in **artificial intelligence**, the Association for Computing Machinery...noted, but their commitment to **artificial-intelligence** research has led to breakthroughs... advancements as entire industries embrace **artificial-intelligence** systems, potentially transforming transportation, ...diagnoses. However, the advancement of **artificial intelligence** has also prompted concerns over...

Source: Canada Forum: Canada Forum

📄 **Artificial Intelligence** is Set to Change the Banking Industry

Posted in 17 minutes by AskAcademy - 1 post

... rapidly moving toward technologies like **Artificial Intelligence**. For more info visit at... <https://www.ask.in/blog/artificial-intelligence-is-set-to-change-the-...>

Source: Education Forum: r/education

📄 The Complete Course **Artificial Intelligence** From Scratch

Posted 3 months ago by mitsumi - 1 post

...computer science, **Artificial Intelligence** (AI), sometimes called machine **intelligence**, is **intelligence** dem...724bbc71073d4d74cd30ec11be8696e1/jsl95.The.Complete.Course.Artificial.Intelligence.From.Scratch.p

Source: Doridro.com || Ontor Attar Sondhane... - Doridro Forum: Bangla E-Book Share [External Link]

📄 **Artificial Intelligence** Website Creation 2018 (No Coding)

Posted 3 months ago by mitsumi - 1 post

...net/file/d7ce38c95ad9f1eb9ebf1eb2330a0688/eylvp.**Artificial.Intelligence.Website.Creation.2018.No....**

Source: Doridro.com || Ontor Attar Sondhane... - Doridro Forum: Bangla E-Book Share [External Link]

💻 [b]\$AHIX...[/b] [color=blue] **Artificial Intelligence**:[/color]

Posted 2 days ago by wash3 - 1 post

[b]\$AHIX...[/b] [color=blue] **Artificial Intelligence**:[/color] [b]Sanjay Chopra[/b], ... Cognistx a next-

United States 92

Canada 14

Mexico 10

Italy 5

Nigeria 4

South Africa 4

Colombia 3

Germany 3

Pakistan 3

Spain 3

Switzerland 3

Brazil 2

Jamaica 2

Russian Federation 2

Belarus 1

Belgium 1

Bulgaria 1

Cameroon 1

Costa Rica 1

Denmark 1

Egypt 1

Finland 1

Guatemala 1

Iceland 1

India 1

Ireland 1

Israel 1

Lebanon 1

Paraguay 1

Peru 1

Portugal 1

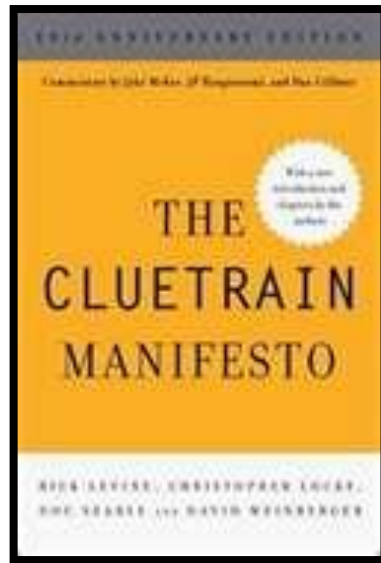
Sweden 1

Taiwan 1

Tunisia 1

United Kingdom 1

And the conversation is different



Written in 1999!

95 Theses

[Signers & Comments](#)

1. Markets are conversations.
2. Markets consist of human beings, not demographic sectors.
3. Conversations among human beings *sound* human. They are conducted in a human voice.
4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

2 of 8

3/24/99 3:21 PM

the cluetrain manifesto

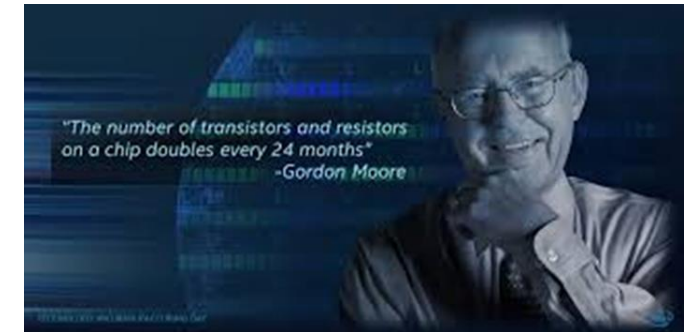
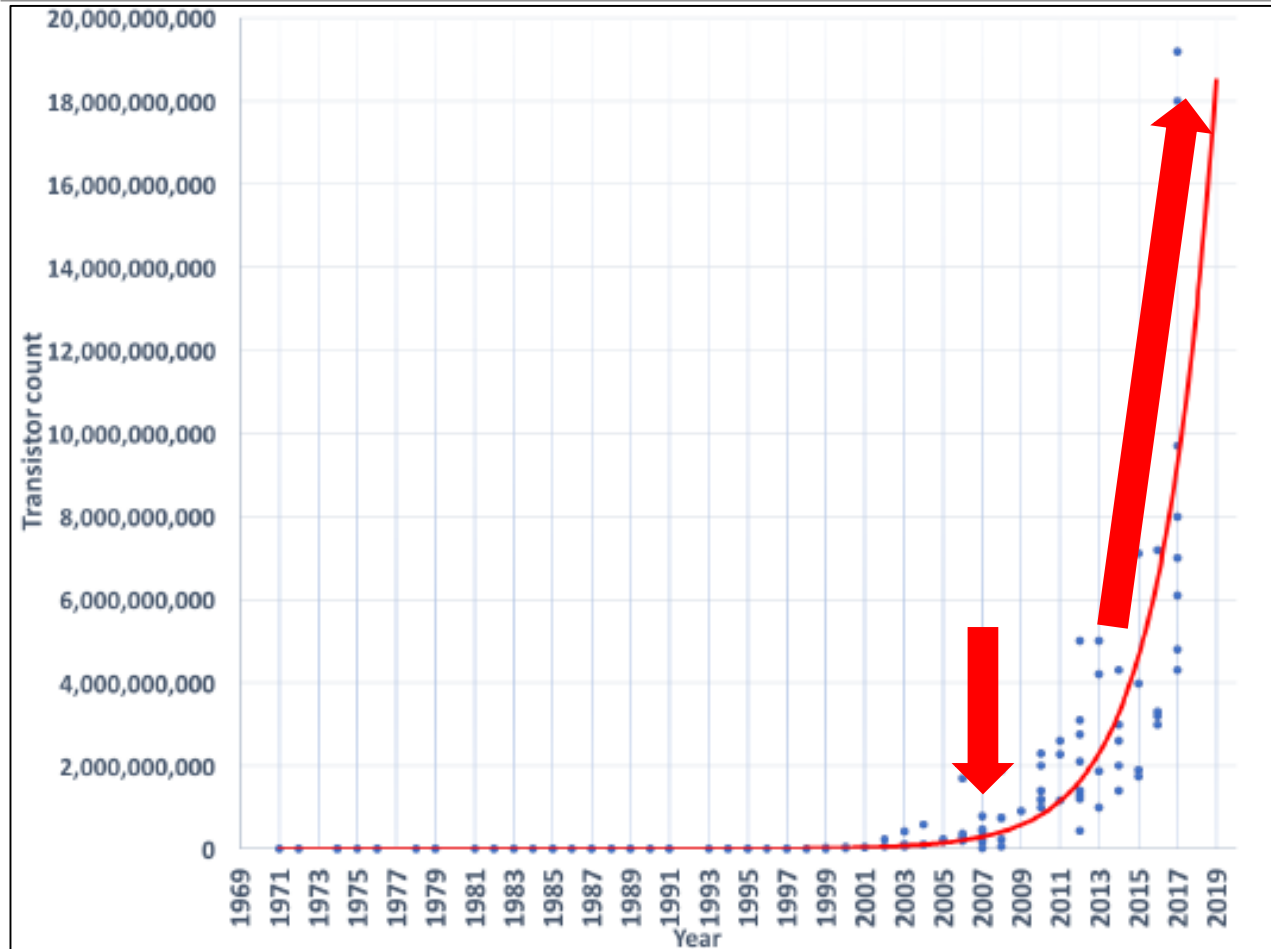
<http://www.cluetrain.com/>

5. People recognize each other as such from the sound of this voice.
6. The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.
7. Hyperlinks subvert hierarchy.
8. In both *internetworked* markets and among *intranetworked* employees, people are speaking to each other in a powerful new way.
9. These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.
10. As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.
11. People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.
12. There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.
13. What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.

Why is Social so Powerful?

WHY IS IT VITAL TO ADD IT TO YOUR MARKETING MIX

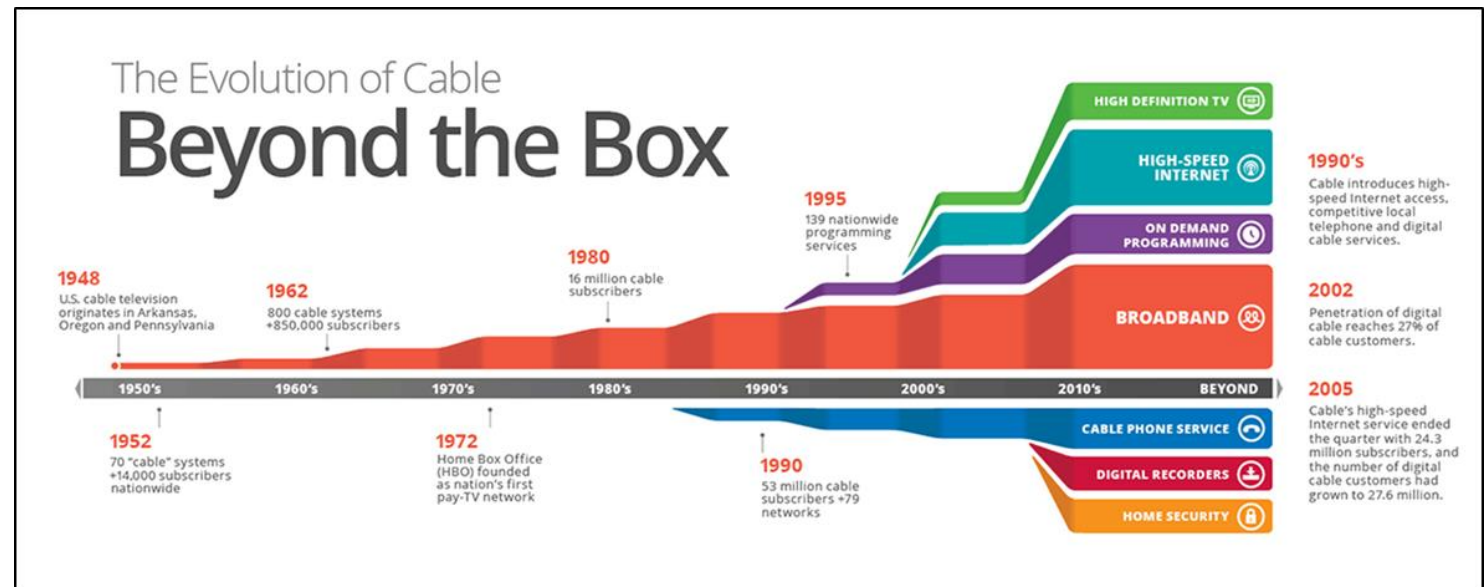
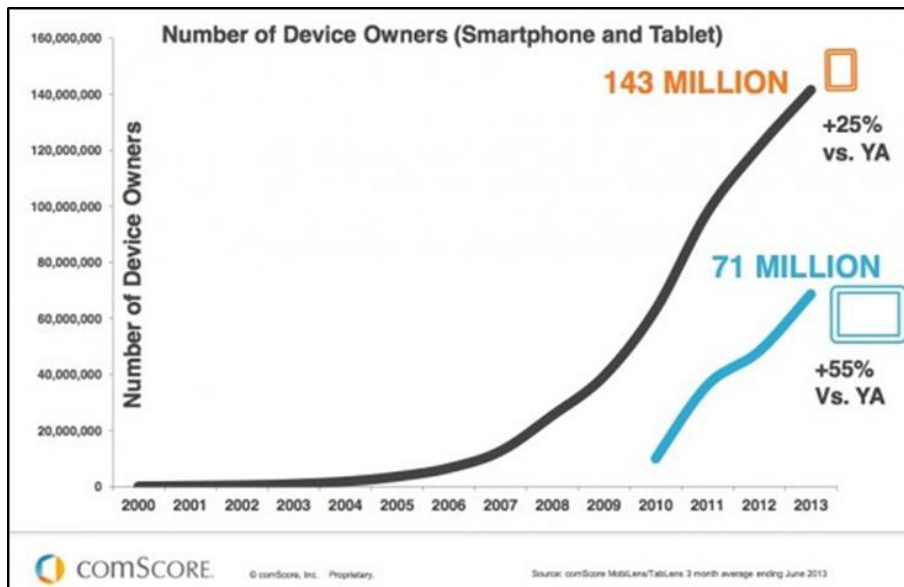
What is Moore's Law?



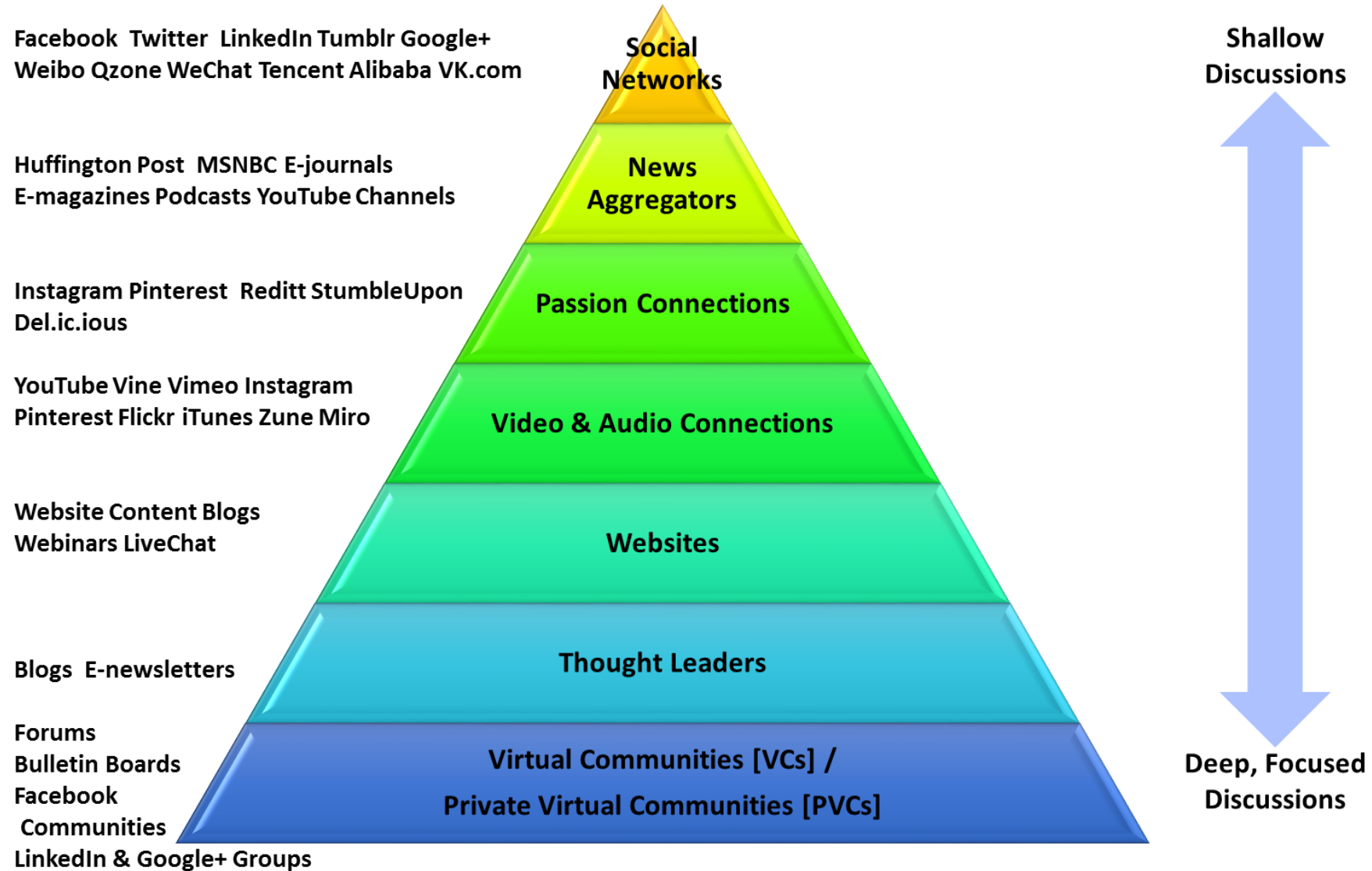
In 1965, Gordon Moore noticed that the number of transistors per square inch on integrated circuits had doubled every two years since their invention

Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Connectivity
 - Internet connectivity became **faster and cheaper and ubiquitous**
 - Started transition from Dial Up modems to wired networks to wireless networks
 - Allowed for transmission of videos and audio too
 - In 2007 - iPhone & Androids introduced New Wireless technologies Faster wired connections



...and our markets are engaging in different ways throughout the social pyramid

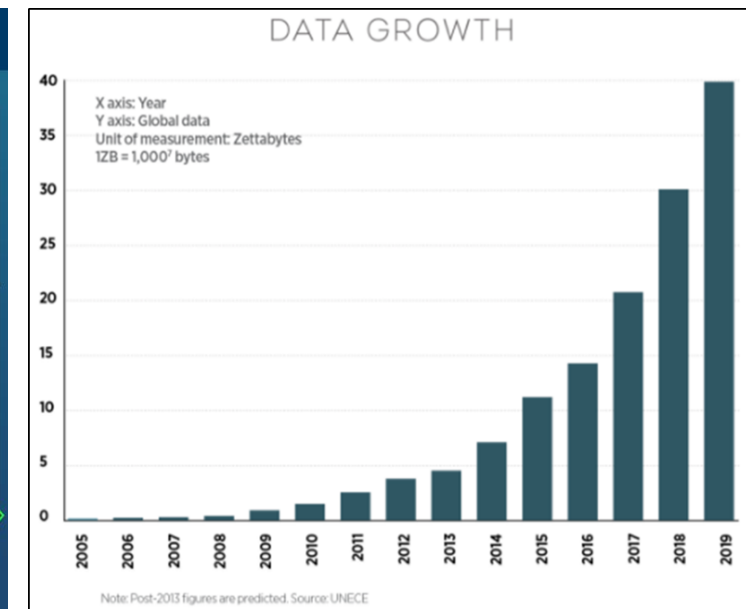
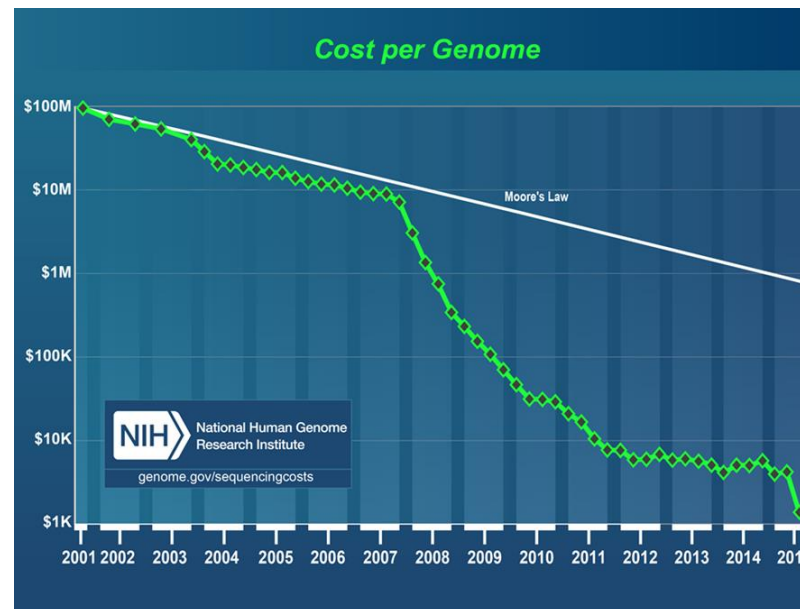
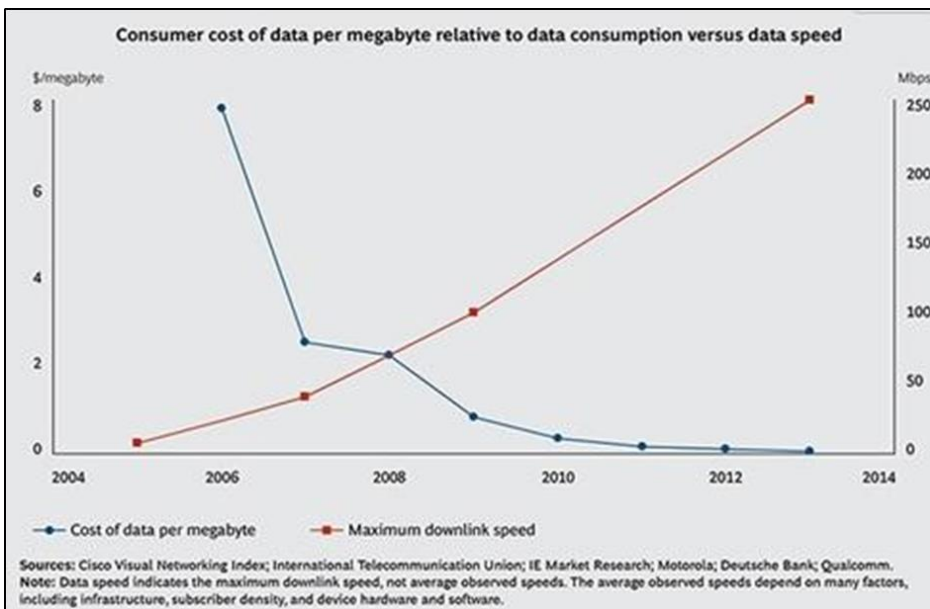


Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Today
 - 5 G Networks
 - Global Accessibility
 - Connected Homes
 - Streaming Services
 - P Zero becoming critical

Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Increased Capacity at a Lower Cost
 - **Cloud Computing & Massive Online Big Data** systems allow for cheap and fast access to big data systems and computational power
 - Costs plummet while capacity soars
 - New computing allows for development of voice recognition systems and voice / text linked technologies
 - 2007 - Hadoop AI & NLP Online consumer and business databases go online Big Data and Big Analytics Genetic Algorithms

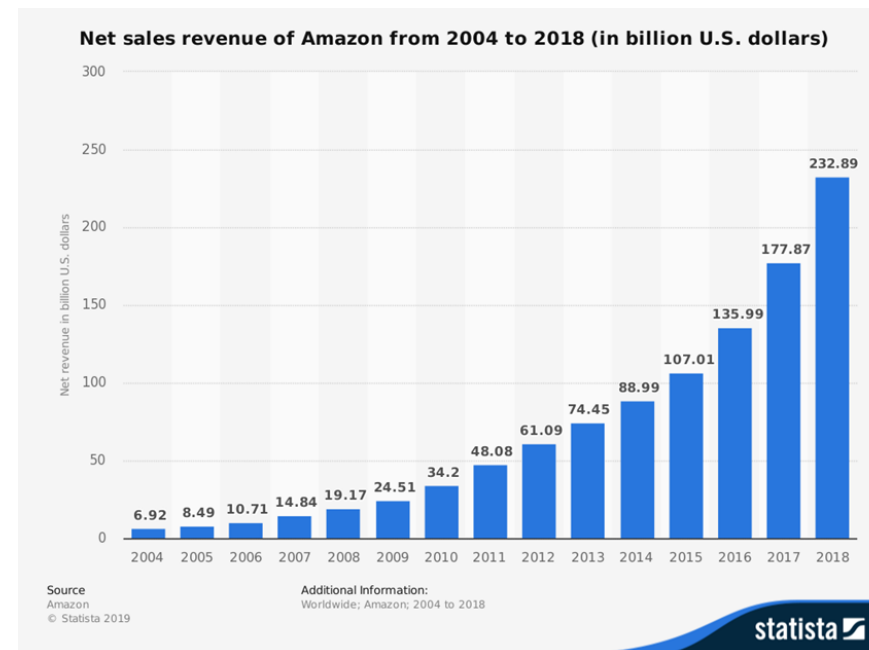
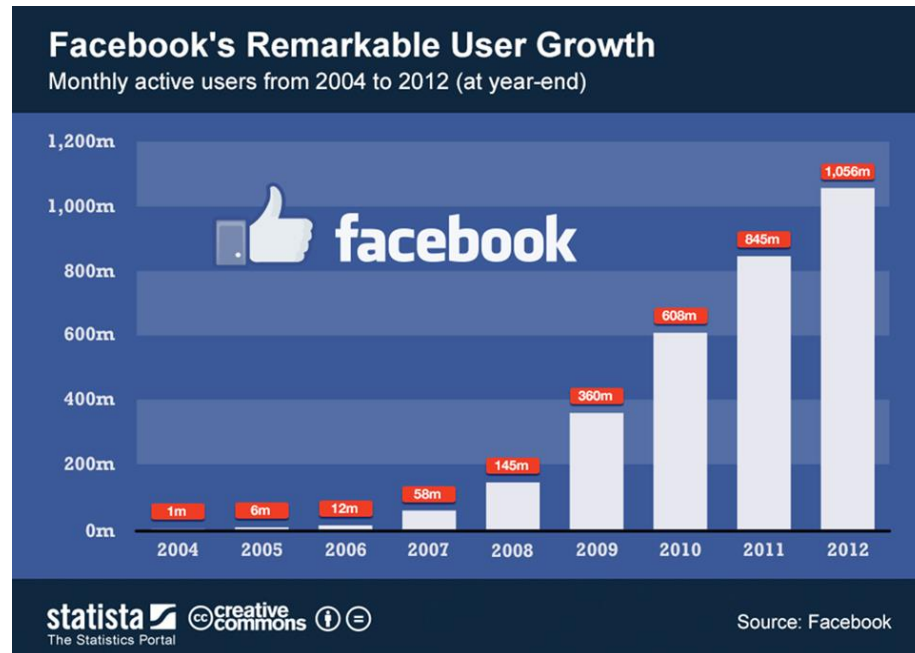


Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Today
 - 50% of business transitions in 2020 will be with chatbots
 - IoT and the Connected Household
 - Automated Cars
 - Algorithm driven engagements

Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Capability
 - **World Wide Web explodes with online businesses and Social Media**
 - People begin to rely on each other for reviews & ratings
 - 2007 - Social networking sites like Facebook & Twitter start Social communities form around forums & bulletin boards Group collaboration online starts



Business is forever disrupted by 3 accelerations which started in 2007 [and are exploding today!]

- Today
 - Digital Apps and Social Exploding
 - Retail & Online Merging / Reimagining
 - Online Purchase & Free Delivery
 - Expect Exceptional Service

But what was the reaction of consumers to these accelerations?



- Fake News
 - Inaccurate or Shoddy Research
 - Sales Hype versus facts
- What we need is someone to ***FILTER*** content and ***FOCUS*** us on the content that is ***relevant, accurate & timely***

Amplify Smartly

Content curation is the ***process of sorting*** through the vast amounts of **content** on the web and presenting it in a ***meaningful and organized way*** around a ***specific theme***

The work involves sifting, sorting, arranging, and publishing information

<http://www.bethkanter.org/content-curation-101/>

Building your Digital Marketing Strategy

STEP-BY-STEP PROCESS TO ENGAGE YOUR HIGH VALUE MARKETS

Thomas Friedman provided an important concept on digital curation



- Light
 - Illuminate ideas and let people see them from a different direction
 - Help them understand relationships
 - Help them determine the right way to go



- Heat
 - Do something that makes them excited and anticipating change
 - Accelerate them to action
 - Present something that changes their perspective

Understand the Desires of your High Value Markets



- Your high value audiences are on a journey so help them
- What are the major themes they are exploring?
- What are the hot topics they want to learn about?
- Interview them & constantly read influencer content to both curate it and better understand the trends
- Also use tools to find what they are searching for within each Theme group



Answer the Public



<https://answerthepublic.com/>

RESULTS FOR ARTIFICIAL INTELLIGENCE (TOP) QUESTIONS 169 PREPOSITIONS 124 COMPARISONS 92 ALPHABETICALS 520 RELATED 20 [Download](#)

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- artificial intelligence canada
- artificial intelligence cancer
- artificial intelligence cannot be used in healthcare
- artificial intelligence cancer detection
- artificial intelligence cancer treatment
- artificial intelligence cancer diagnosis
- artificial intelligence can be defined as the
- artificial intelligence canada university
- artificial intelligence canadian stocks
- artificial intelligence canadian companies
- artificial intelligence can transform the economy
- artificial intelligence canada government
- artificial intelligence canvas
- artificial intelligence can be used in
- artificial intelligence cannot thrive in the future
- artificial intelligence canada jobs
- artificial intelligence can detect alzheimer's
- artificial intelligence cancer screening
- artificial intelligence candy hearts
- artificial intelligence cannot be used in healthcare mcq

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- artificial intelligence for kids
- artificial intelligence for sustainability
- artificial intelligence for the real world
- artificial intelligence for dummies pdf
- artificial intelligence for dummies
- artificial intelligence for beginners
- artificial intelligence for business
- artificial intelligence for games
- artificial intelligence for trading
- artificial intelligence for robotics
- artificial intelligence for marketing
- artificial intelligence forbes
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- artificial intelligence for humans
- artificial intelligence for social good
- artificial intelligence for hr
- artificial intelligence for healthcare
- artificial intelligence for android
- artificial intelligence for education

is [Image](#) [Hide](#)

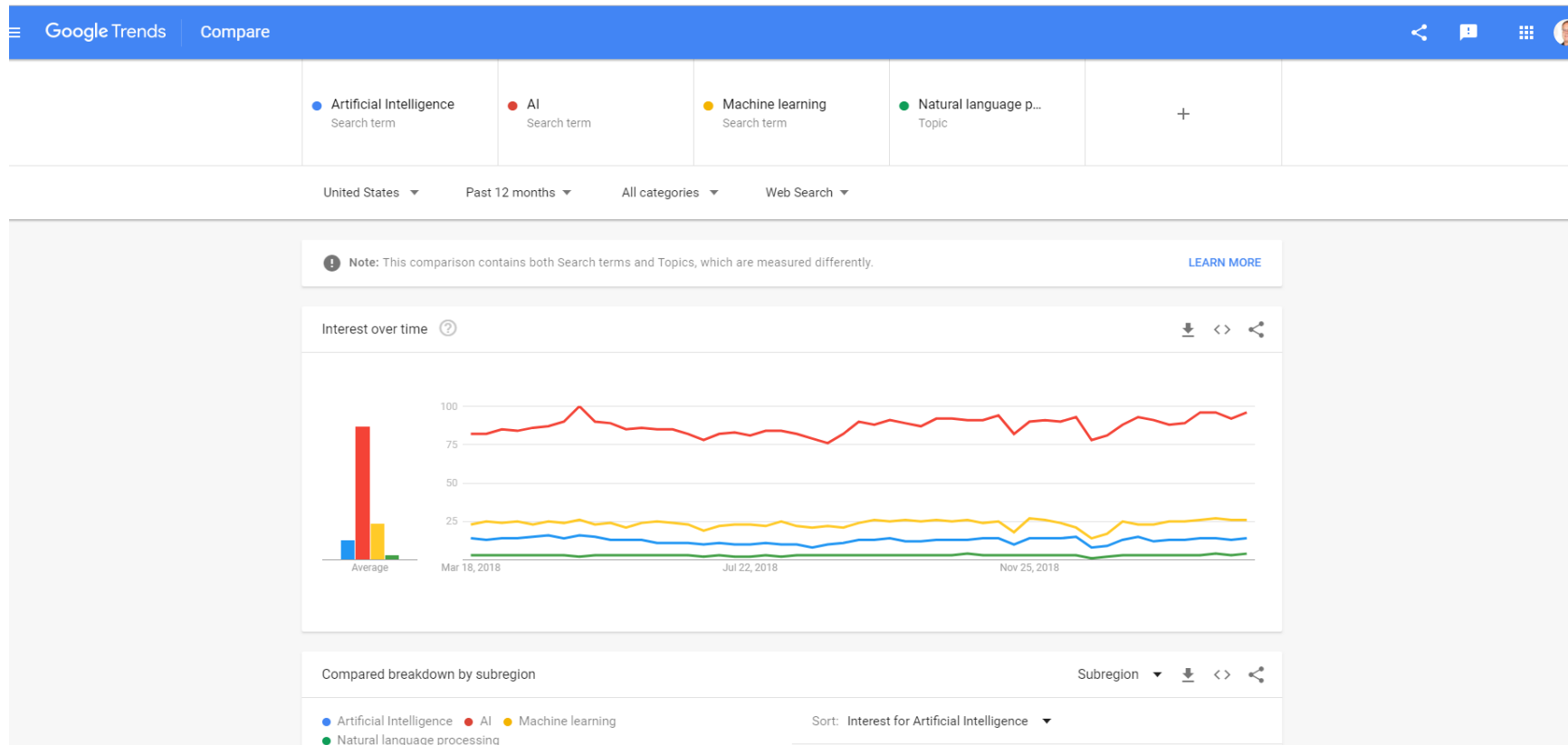
- artificial intelligence issues
- artificial intelligence is dangerous
- artificial intelligence is a science and technology based on
- artificial intelligence is associated with which generation
- artificial intelligence is the science and engineering for
- artificial intelligence is good
- artificial intelligence is the future
- artificial intelligence is best described as
- artificial intelligence is a boon or bane
- artificial intelligence is used in which computer knowledge
- artificial intelligence is the new electricity
- artificial intelligence is a term used to describe
- artificial intelligence israel
- artificial intelligence is a threat to humanity
- artificial intelligence is a threat
- artificial intelligence islam
- artificial intelligence is not a threat
- artificial intelligence is impossible
- artificial intelligence is the future of growth
- artificial intelligence is everywhere

//answ

Google Trends



<https://trends.google.com/trends/>

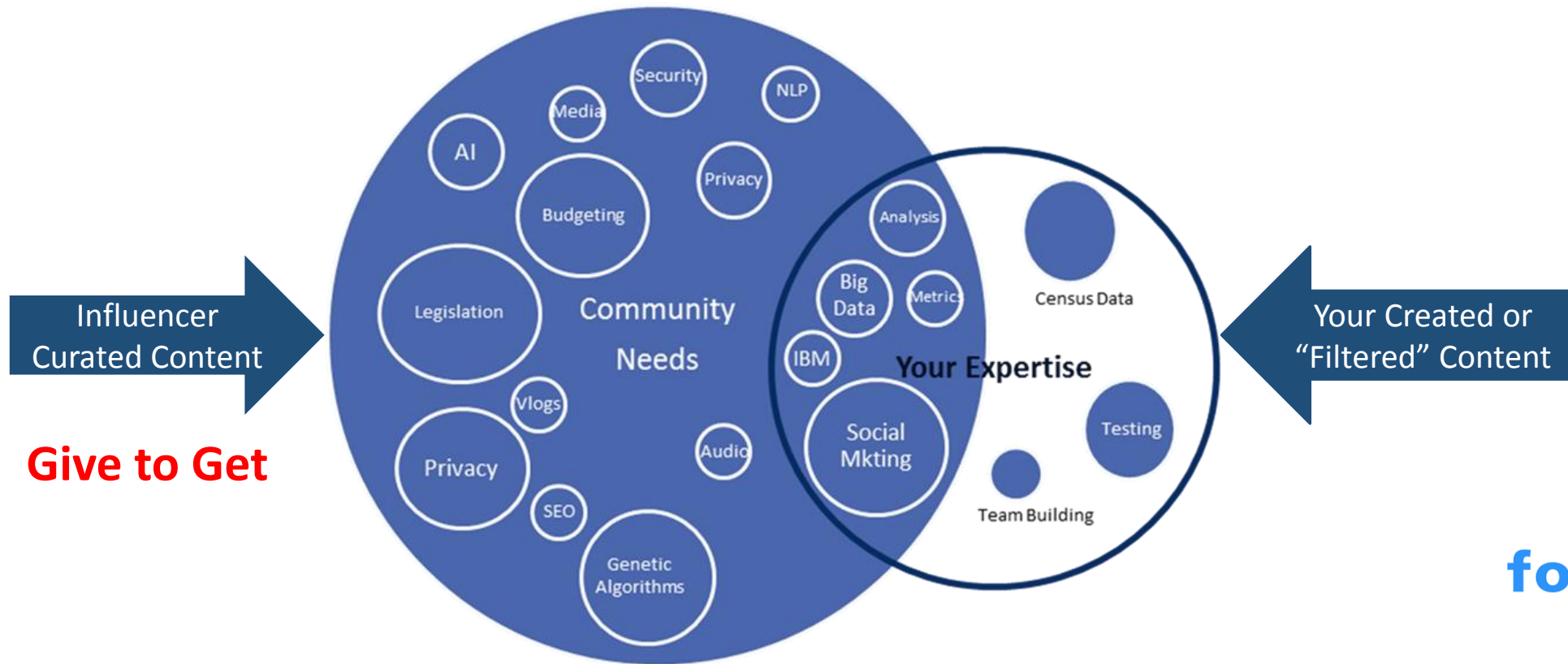


Assignment 1

Identify 5 – 10
Themes of interest
to ***your high value
markets***

Find Influencers & Communities

Find the Influencers & Communities where they find value



- Use Social Analytics Tools
- Search using “Forums” and “Bulletin Boards”
- Look at conventions to see who is featured
- Follow them on Twitter, LinkedIn, and Instagram
- Check Facebook for communities too

followerwonk>>










Buzzsumo

Followeronk

<https://followerwonk.com/>

Twitter users with "Artificial Intelligence" in their profiles

Showing 1 - 50 of 10,292 results (order by **relevance**)

No filters		tweets	following	followers	account age	Social Authority
follow		384	109	365,412	5.72 years	62
Carl Icahn @Carl_C_Icahn Chairman of Icahn Enterprises L.P.; etc., etc. Some people get rich studying artificial intelligence . Me, I make money studying natural stupidity.						
follow		372	0	336,588	3.26 years	72
OpenAI @OpenAI OpenAI is a non-profit AI research company, discovering and enacting the path to safe artificial general intelligence . We're hiring: https://t.co/XxM7UoAwz9						
follow		806	111	219,871	3.14 years	72
DeepMind @DeepMindAI Founded in 2010. Building Artificial General Intelligence . The creators of #AlphaGo and Atari DQN						
follow		112,959	2	185,635	6.35 years	69
Montreal.AI @Montreal_AI ❖ Montréal Artificial Intelligence ❖ #MontrealArtificialIntelligence #MontrealAI info@montreal.ai (Français: @Montreal_IA)						
follow		127,517	38	178,203	8.59 years	87
Vincent Boucher @ceobillionaire Founding Chairman @Montreal_AI: Montréal Artificial Intelligence and @Quebec_AI: Québec Artificial Intelligence . Views my own. ceo@billionaire.tv #MontrealAI						
follow		70,950	10	169,252	5.07 years	92
Québec.AI @Quebec_AI ❖ Québec Artificial Intelligence ❖ #QuebecAI #AIFirst #QuebecArtificialIntelligence info@quebec.ai (Français: @Quebec_IA)						
follow		7,934	962	148,270	8.97 years	76
Fabio Moioli @fabiomoioli Consulting & Services Head @Microsoft. Passionate about #Human (and #Artificial) #Intelligences! prev. @McKinsey #VicePresident @Capgemini @Ericsson @Msft #AI						
follow		54,742	3,290	145,110	10.21 years	57
정지훈 Jihoon Jeong @hiconcep Prof. at KHC. Artificial Intelligence and Blockchain Tech Evangelist. Columnist at CoinDesk Korea. Advisor @ Lunit. Chief Vision Officer @ ModuLabs.						
follow		17,326	128	91,324	6.94 years	61
Accenture AI @AccentureAI Human ingenuity and Artificial Intelligence applied at the core of business – that's the new way to overcome business challenges. #AI #AppliedIntelligence						

BuzzSumo



https://buzzsumo.com/

- Filter by Type: ⓘ
- ☒ Bloggers
 - ☒ Influencers
 - ☒ Companies
 - ☒ Journalists
 - ☒ Regular People

- ☒ Active Influencers
- ☐ Ignore Broadcasters
- ☐ Verified Influencers Only
- ☐ Has Instagram Profile

Location:
E.g city or country

Apply Filters

Reset Filters

Influencers

Search Bios Search Content Shared

Artificial Intelligence

Search

Save Search

Export

Total Results: 28,864

How to run an Advanced Search ⓘ All Links Shared

Sort by: Relevancy

ⓘ PAGE AUTHORITY ⓘ DOMAIN AUTHORITY ⓘ TWITTER FOLLOWERS ⓘ RETWEET RATIO ⓘ REPLY RATIO ⓘ AVERAGE RETWEETS

<input type="checkbox"/>	<div><div>OpenAI</div><div>openai</div><div>openai.com</div><div>openai's mission is to ensure that artificial general intelligence benefits all of humanity. we're hiring: https://t.co/xxm7uoawz9</div><div>Company</div></div>	<div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div>	57	63	336.6K	16%	11%	334.0
<input type="checkbox"/>	<div><div>Baidu Research</div><div>baiduresearch</div><div>research.baidu.com</div><div>Baidu Research brings together top talent from around the world to focus on future-looking fundamental researches in #AI #deeplearning #machinelearning.</div><div>Company</div></div>	<div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div>	46	51	41.9K	34%	6%	19.3
<input type="checkbox"/>	<div><div>Monica Rogati</div><div>mrogati</div><div>rogati.com</div><div>Data Science & AI advisor, fractional CDO. Former VP of Data @Jawbone & @LinkedIn data scientist. Equity Partner @DCVC. CMU CS PhD.</div><div>Blogger Influencer</div></div>	<div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div>	67	97	46.7K	31%	44%	13.2
<input type="checkbox"/>	<div><div>Jeff Dean</div><div>jeffdean</div><div>research.google.com/people/jeff</div><div>Senior Fellow, Google AI. Google Brain team lead and co-founder. Co-designer/implementor of software systems like @TensorFlow, MapReduce, BigTable, Spanner, ...</div><div>Influencer</div></div>	<div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div>	-	-	88.6K	29%	39%	71.9

By Erica Werner — Mar 14, 2018

View Sharers
Share

101.3K 2.2K 48 398 92 1% 109.1K



Assignment 2

Identify and Follow 3 –
5 Influencers **PER**
THEME of interest to
your high value market

You need to use Hashtags & @Handles ALWAYS!

HASHTAGS

- Define **topics and themes of interest** to a community
- Links your curated content to audiences seeking information
- Attracts followers to you and your content
- Maximizes your time investment with social

@HANDLES

- **Identifies Individuals, Companies & Communities**
- Allows you to give proper acknowledgement to their expertise & the usefulness of their content
 - Part of “Give to Get”
- Shows you are “curating” the best
- Alerts the influencer you liked their content
- Broadcasts to the influencer’s followers that you are acknowledging useful content

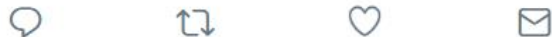
Amplification Example



Seth Redmore @sredmore · 5m

Our efforts have shown that building numerous micromodels is simpler and more efficient than building a large macromodel.

If you don't know about our new micromodel approach, then you need to read our post on it: lexa.ly/vezrev



Quote Tweet



Today, [#companies](#) need to understand [#NLP](#) to develop [#AI](#) solutions to drive their [#business #models](#). [@Lexalytics](#) is pioneering a [#MachineLearning](#) methodology the produces superior results with [#micromodels](#) Read this informative article from [@sredmore](#) [#naturallanguageprocessing](#)

1



Seth Redmore @sredmore · 9m

Our efforts have shown that building numerous micromodels is simpler and more efficient than building a large macromodel.

If you don't know about our new micromodel approach, then you need to read our post on it: lexa.ly/vezrev pic.twitter.com/xvPDwv7qWm



Ritetag

<https://ritetag.com/dashboard/>

Popular hashtags Instagram

NEW Get the full report on 100% of T
Get report

Not sure which hashtags to use for arti

Use these hashtags to get see

Hashtags

- #artificialintelligence
- #machinelearning
- #bigdata
- #industry
- #datascience
- #deeplearning
- #marketing

Good only for Instagram

Hashtags

- #instaartificialintelligence
- #instamachinelearning



Hashtags related to #artificialintelligence

#artificialintelligence



Go to hashtag



KWFinder



<https://kwfinder.com/>

Find long tail keywords with low SEO difficulty

KWFinder is an easy-to-use keyword research tool bringing perfect keyword ideas.

Search Interface:

- Search bar: Enter the keyword
- Location: Anywhere
- Language: Any Language
- Find keywords button

Results for Keyword: cat collar

SEO difficulty: 42/100 possible

Monthly Search Volumes (Sep '16 to Aug '17):

Month	Search Volume
Sep '16	~8.0k
Oct '16	~8.0k
Nov '16	~8.0k
Dec '16	~8.0k
Jan '17	~8.0k
Feb '17	~8.0k
Mar '17	~8.0k
Apr '17	~8.0k
May '17	~8.0k
Jun '17	~8.0k
Jul '17	~8.0k
Aug '17	~8.0k

Keyword Suggestions Table:

Suggestion	Trend	Search	CPC	PPC	DFP
cat collar	↑	8,083	\$0.62	99	10
kitten collars	↑	4,350	\$0.32	100	35
cat harness	↑	18,150	\$0.85	100	70
custom cat collars	↑	787	\$0.89	100	26
cute cat collars	↑	1,073	\$0.85	100	73
personalized cat collars	↑	1,825	\$0.70	100	27
collars for cats	↑	444	\$0.74	100	47
designer cat collars	↑	880	\$0.55	100	25

Google SERP Table:

Rank	DA	PA	MB	MT	Links	FB	Rank	Est. visits
1	petmart.com/cat/collars/	78	44	5	5	0	39	1,397
2	thecatconnection.com/	40	38	0	0	54	40	1,075
3	petco.com/shop/en/pet-collars/	82	38	4	0	0	42	863
4	petco.com/shop/en/pet-collars/	82	38	0	0	0	31	477

Drop us an email

Assignment 3

Identify ***5 Hashtags***
for each THEME of
interest to your
high value markets

Be with Them

Find important events [to them]

**SOCIAL
MEDIA
WEEK**



Community Events

Events are where your audience congregates and you need to be there

You have choices as to how and when to participate

You don't have to attend to participate.

All you need is the #hashtag from the event & a knowledge of the speakers

Inject information that is relevant

Blog, podcasts, interviews, webinars, infographics, and tweet walls have all been used to grow brand awareness without being there!

Pre-event Content

Event
Content &
Activities

Post-event
Content

Ignore

Virtually
Participate

Attend

Be
Featured

Celebrate with Them

Celebrate the events they value

- Schedule the holidays *that your target markets celebrate*
- Be creative and find the “holidays” other don’t
- Celebrations can be tweets, instagrams, blogs, videos or podcasts
- Celebrate as long as it is relevant *to your target market*



<http://www.holidayscalendar.com/categories/weird/>

Inspire Them [Awesomely]

Now Inspire Them to Grow Your Market Share!

Hero content is designed to *“ramp up the heat & generate excitement”* in your marketplace

Characteristics of great “Hero” content

- Unexpected & Exceptional
- Shows your insights into the community
- Forms a “spiritual” connection between your brand essence and the community
- Isn't what your competitors are doing

Create Hero content / events 2-4 times per year

Doesn't have to be expensive...just awesome!



Webinar



Wine & Web #38

Combining Social & Search



Andy Crestodina
@crestodina #wineweb



What is Awesome content?

Show insights into community

Builds your brand essence

Links your essence to the community's essence

Isn't what your competitors are doing

Timely and insightful

Education creates Relationships

Addictive content to keep your customers and prospects on your sites

Tailor content to specific themes & topics which interest them

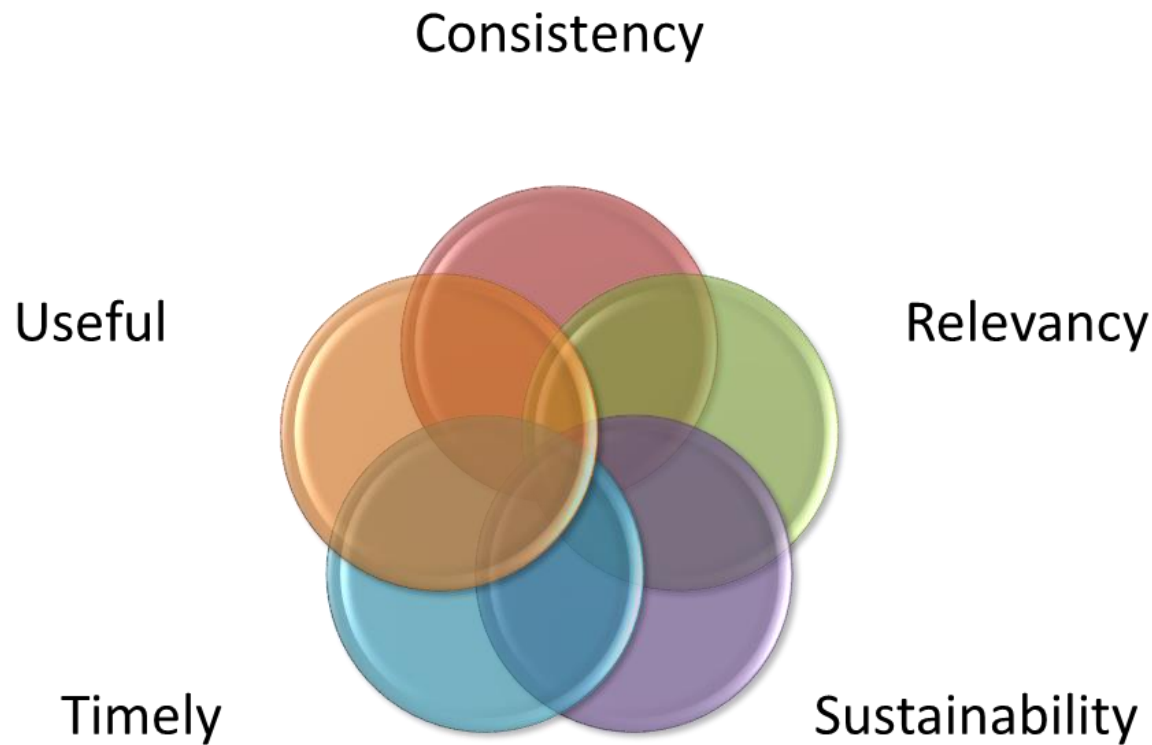
Curate and then create the content

Feature influencers & experts

Interviews, blog articles, videos, meeting them at conferences, vlogs and anything else that keeps the conversation current, timely & focused

- Develop a rotation of themes important to your community
 - 5 – 10 Themes you can repeat every quarter
- Curate content & place in a content library until the week you want to promote them
- Use curated content in blogs, videos, and podcasts to generate your own content
- Don't be afraid to change the plan if something of interest happens
- Mix media where possible
 - Blog with embedded YouTube video
- Market them aggressively!

Create AWESOME Content



- 3 ways to use Curated Content to Create your own Content
 1. Filter and Focus Blogs
 2. Research Summaries
 3. Trend Reports

Idea 1 - Filter & Focus Blog

Create a compelling, “urgent”, connective headline

Paragraph 1 – 2 sentences maximum

- Sentence 1 – Tell them the importance
- Sentence 2 – Establish your expertise

First article review with links

Great graphic with attribution

Second article with links

3 Bullet Point action items to establish your expertise

Short summary stressing the importance of doing the action items

If a blog, a paragraph in italics about you with your Twitter handle

- Great content structure to use outside your area of expertise
- Rules:
 - Only 3 action items allowed
 - Each action item must be 3 words...that is all!
 - Keep it factual – no opinions
 - Just summarize the 2 articles
 - D
 - For each article, you must include a backlink to the author’s LinkedIn page, to the publication and to the article
 - It benefits you, the author and the publication
 - EVERYBODY WINS!
- <http://nusocialimc.blogspot.com/>

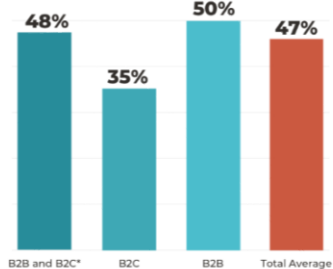
Idea 2 - Curator sourced Research



If we produce something original, that will have a better chance in rising above the noise.

—Andy Crestodina, Orbit Media Studios

Percentage of marketing teams that created and published original research in the past 12 months



*Businesses that serve both B2B and B2C customers

BuzzSumo | Mantis Research | 2018

Types of Research-Based Content for Marketing

Type of Research	Qualitative	Quantitative*	Process Pros and Cons
Experiments		×	Often easy to perform, results are usually visual
Observation / Analysis		×	Fast data collection, doesn't require a survey
Aggregate Existing Research	←	×	Highly credible, requires careful analysis
Online Survey		×	Big outreach has networking, traffic benefits. Data may support sales.
Phone Survey	×		Big networking benefits, subjects can include sales prospects.

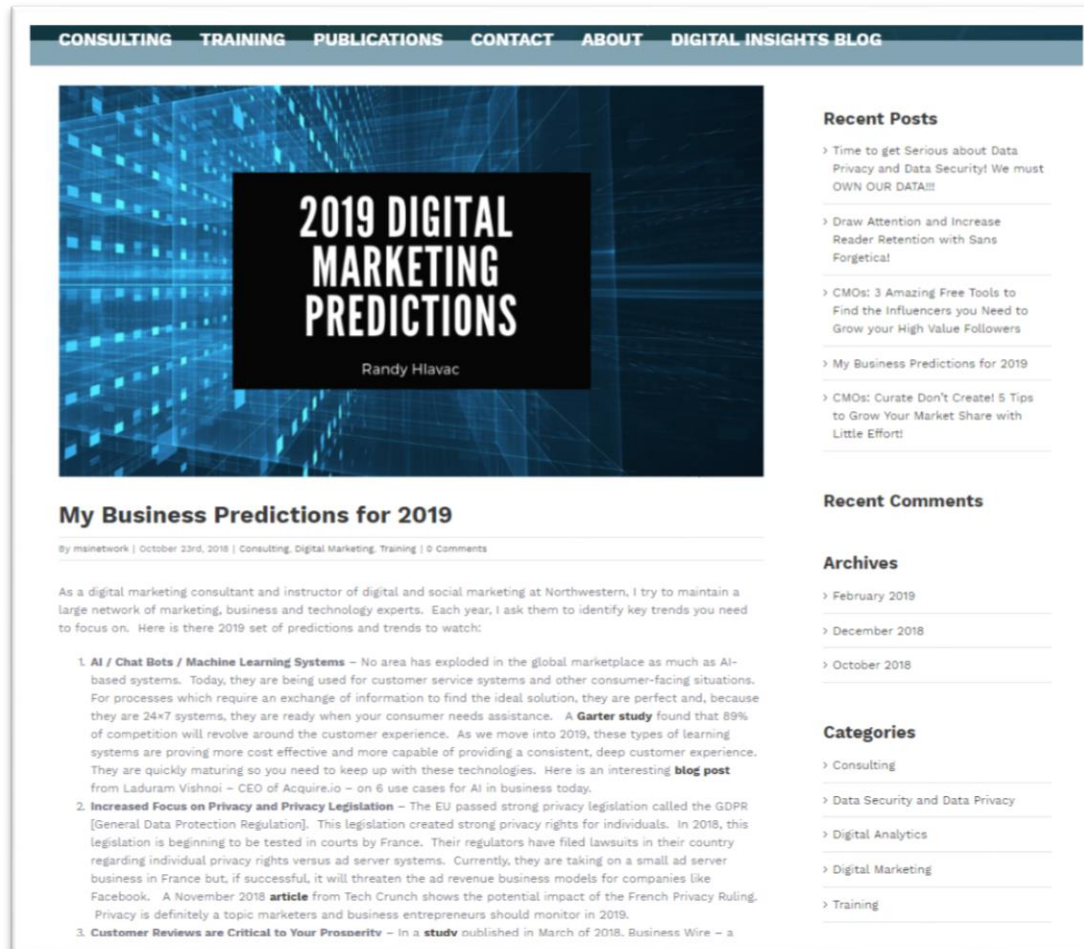
* These are typical, but technically, any of these types of research can be qualitative or quantitative.

orbitmedia.com

1. Find 2 – 3 research articles on the same topic
2. Analyze them carefully to identify their major findings and the nuances of their research
3. Write a summary of each with your aggregated findings at the end
4. Give the reader some action items to consider

Form of **Filter and Focus**

Idea 3 – Trend Post

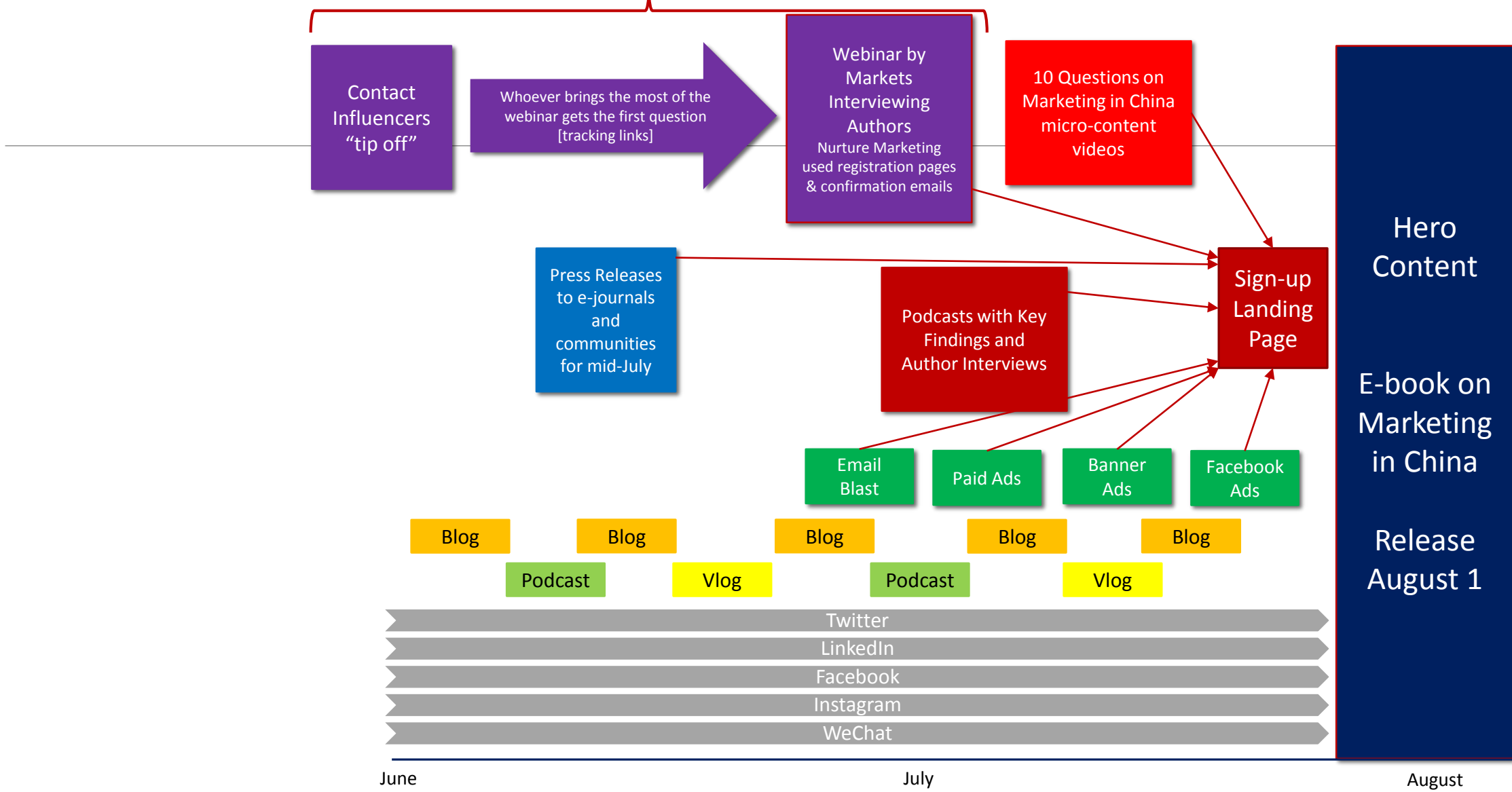


- You are following influencers on a wide range of Themes
- Find their predictions and the important trends they are discussing
- Summarize them into key areas to watch for the next year
- Market it aggressively
- In July, review your trends and make adjustments [or admit mistakes]
- Repeat the next year

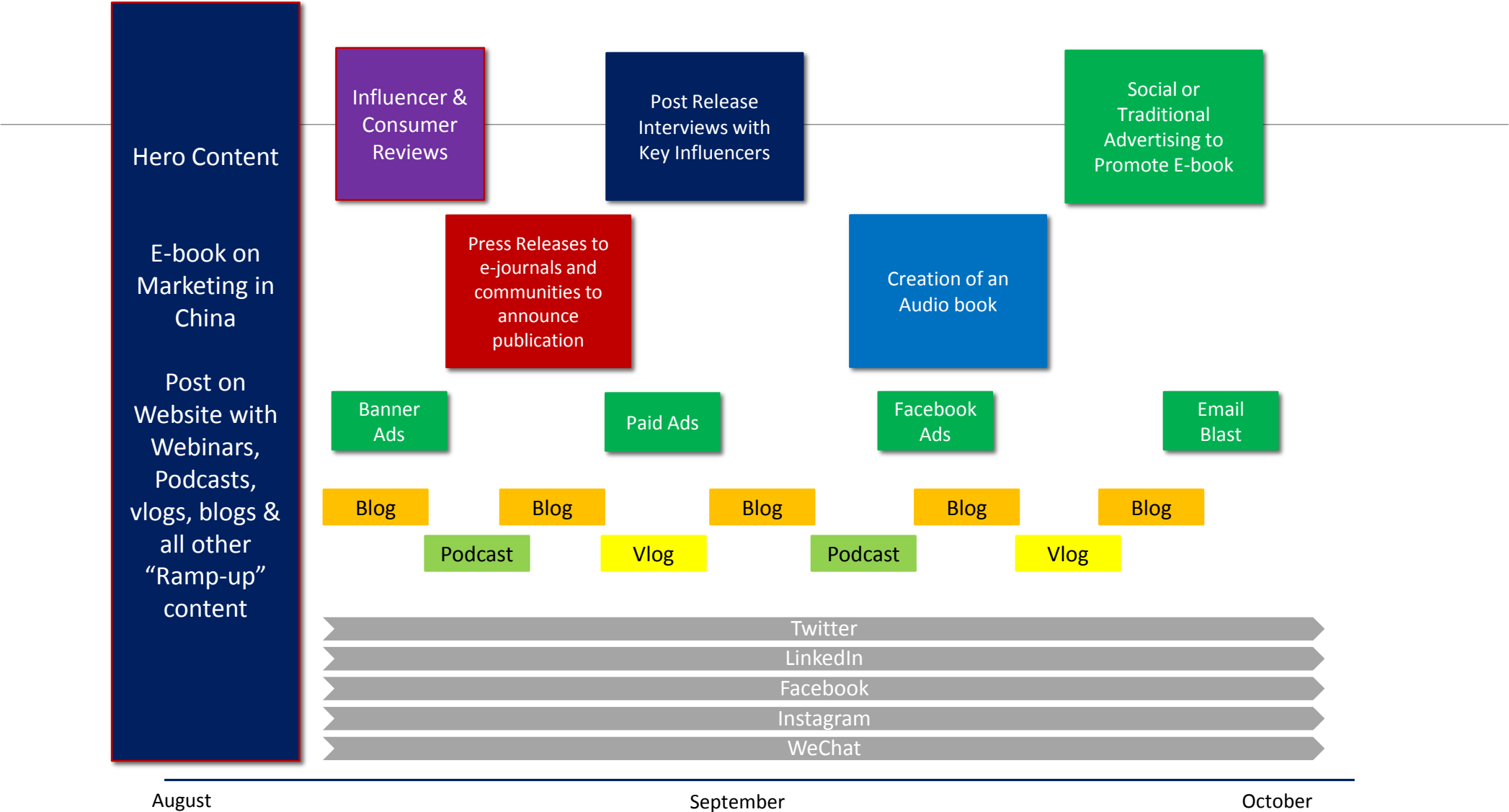
You are the aggregator / influencer

Ramp up the Excitement

Influencer Marketing



Maintain the Buzz



Create Exceptional Experiences

Help them to become exceptional to your customers

Help content serves the “daily health” of your audience

Daily content designed to help users

- Daily tweets / posts of relevant external content

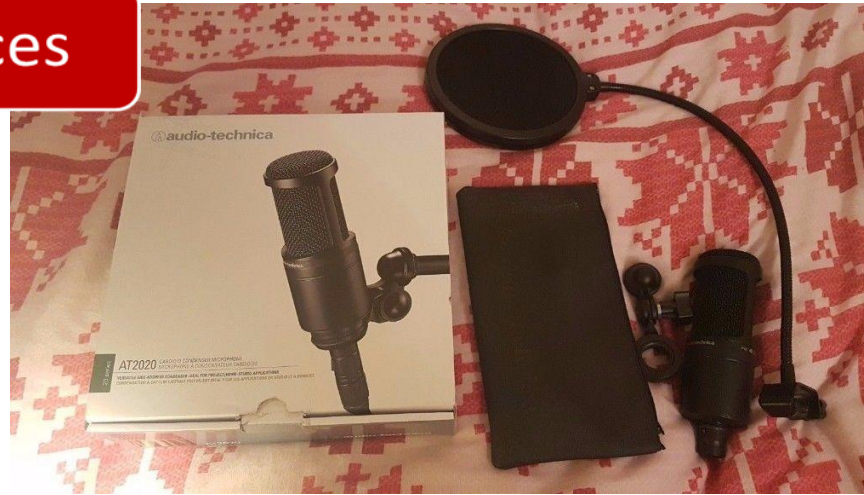
- How-to videos

- Tips and Tricks articles, videos & podcasts

- How-to Podcasts

Think Video

IF YOU DON'T DO HELP CONTENT – ESPECIALLY IN VIDEO – YOUR COMMUNITIES WILL DO IT FOR YOU...QUALITY???



<https://youtu.be/5UrhIssyoGk>

Help Content Tips

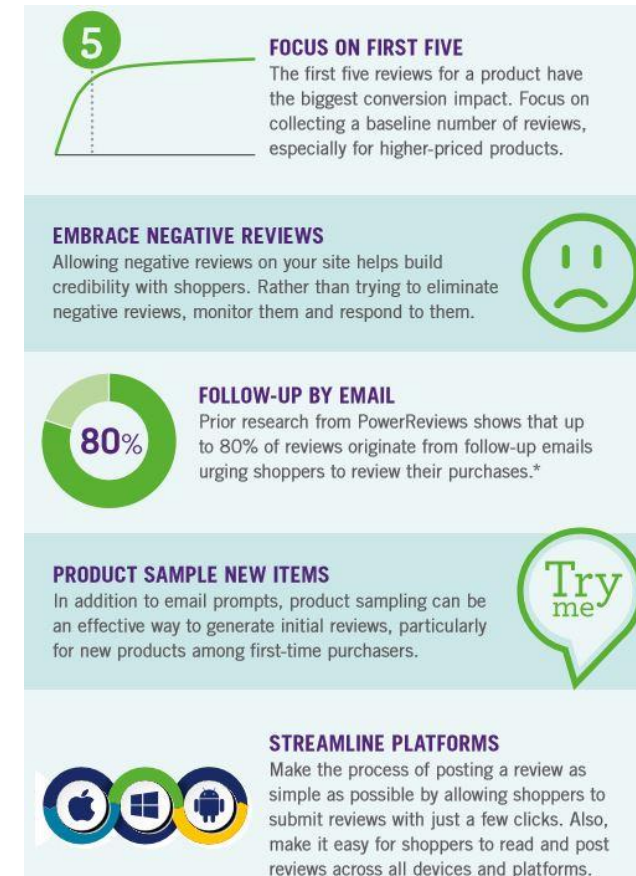
1. Develop help content every time you launch or upgrade your products
2. Visit customer service and ask them common problems they are handling & produce an “answer video” to put on your website
3. Talk with customers about help they seek
4. Consider developing tools and apps to help build the relationship with your customers
5. Don't forget podcasts as another great tool to deliver help content

Realistic Reviews create Prospects!



<https://myreviewninja.com/review-generation-ideas-medspa-2/>

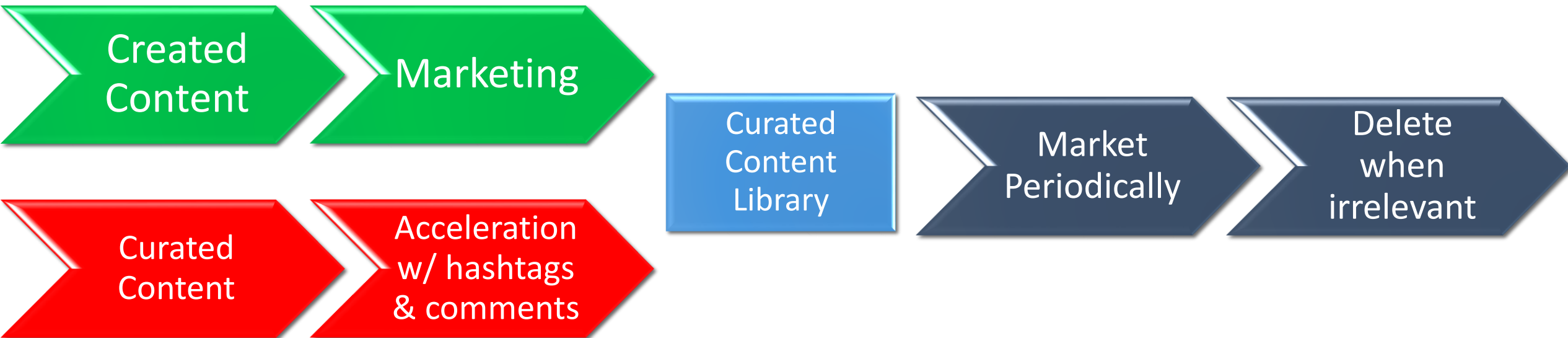
May 2018



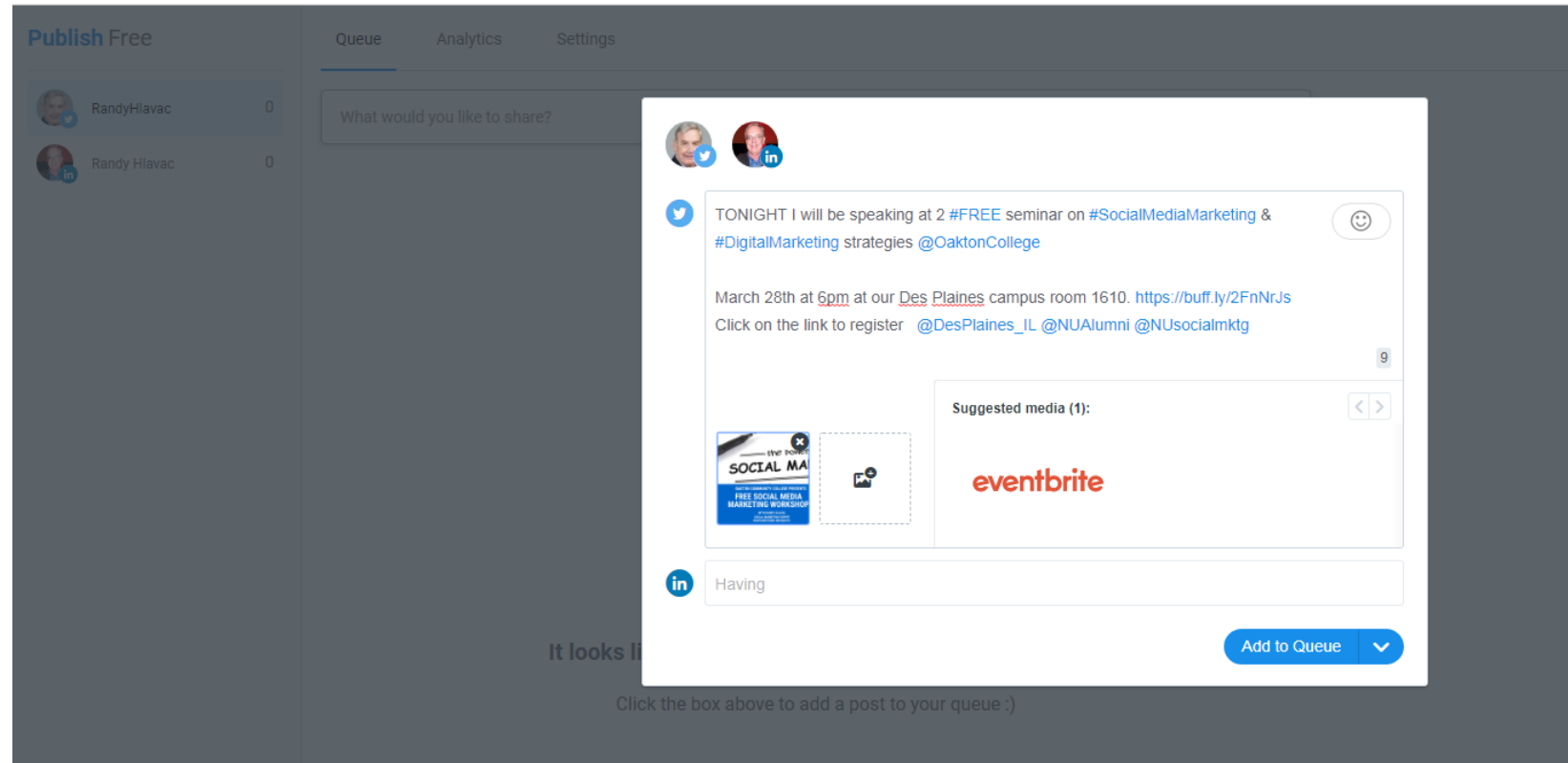
<http://spiegel.medill.northwestern.edu/online-reviews/>

Market &
Remarket like
Crazy!

Market like crazy and then re-market it again!



Buffer is a Free Social Scheduler you need to use



Buffer is a Free Social Scheduler you need to use



Buffer is a Free Social Scheduler you need to use

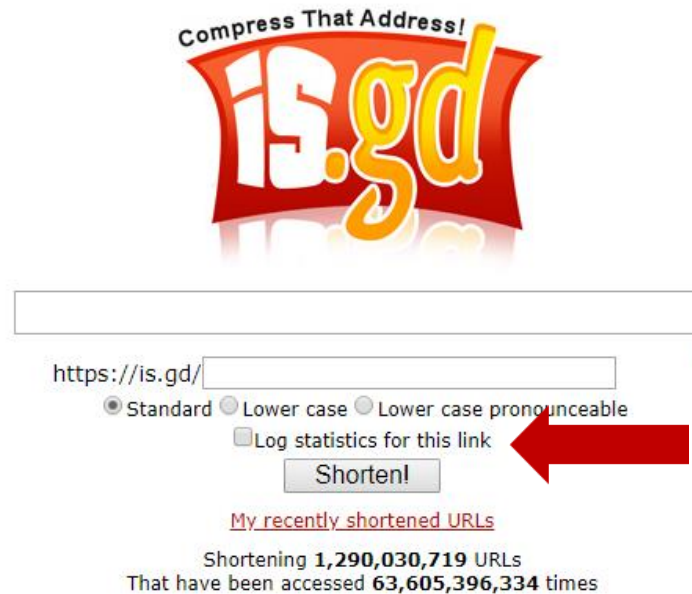


A screenshot of the Buffer web application interface. The browser address bar shows the URL: https://publish.buffer.com/profile/587d0a1f55c2106368e32de9/tab/analytics. The interface has a dark blue sidebar on the left with icons for 'Publish Free', a social media icon, a list icon, and a user profile icon. The main content area is titled 'Publish Free' and has tabs for 'Queue', 'Analytics', and 'Settings'. The 'Analytics' tab is active, showing 'Posts' and 'Overview' sub-tabs. The 'Overview' sub-tab is selected, displaying 'Your sent posts for the last 30 days'. Three posts are listed, each with a date and a preview of the content. The first post is from Wednesday 27th March, the second from Tuesday 26th March, and the third is also from Tuesday 26th March. Each post includes a text preview and a thumbnail image. The third post mentions 'FREE SOCIAL MEDIA MARKETING WORKSHOP'. At the bottom of the interface, there are buttons to 'Connect Instagram', 'Connect Facebook', and 'Manage Social Accounts'. A red arrow points from the text on the right towards the second post in the list.

Notice my use of hashtags to emphasize important topics and @handles to connect with communities

Is.gd is a free link tracker

When you use it,
be sure to always
do these two
things!



The screenshot shows the Is.gd website interface. At the top is the logo with the text "Compress That Address!" and "is.gd". Below the logo is a text input field. Underneath the input field is a dropdown menu with a small downward arrow. Below the dropdown are three radio button options: "Standard" (selected), "Lower case", and "Lower case pronounceable". Below these is a checkbox labeled "Log statistics for this link". Below the checkbox is a "Shorten!" button. Below the button is a link "My recently shortened URLs". At the bottom, it says "Shortening 1,290,030,719 URLs" and "That have been accessed 63,605,396,334 times". Two red arrows point to the dropdown menu and the "Log statistics for this link" checkbox.

1. Click on the down arrow to show the
“Log Statistics” and Customization options

2. Be sure to click to Log Statistics or you won’t
have any metrics for your analysis

Is.gd is a free link tracker

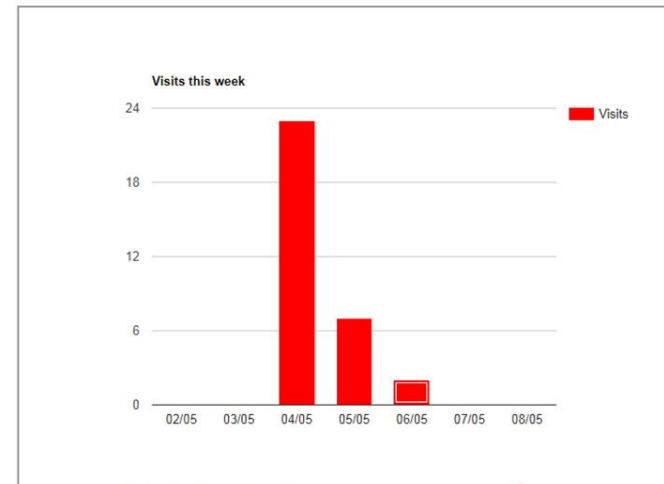
[Home](#) [News](#) [FAQ](#) [Software](#) [Developers](#) [Contact](#)

Link Statistics

This shortened URL (<https://is.gd/FindyourCluster>) redirects to:
<https://isapps.acxiom.com/personicx/personicx.aspx>

It was created on Friday 4th of May 2018 at 15:44 UTC.

Visits since creation: **32**
Visits this week: **32**
Visits today: **0**



Show me hits for: [this week](#) [this month](#) [this year](#)
Show me total hits by: [country](#) [browser](#) [platform](#) [day of week](#) [hour of day](#)

Top referrers

Referrer	Hits
Direct	18
https://t.co/LbKxSiR4bu	10
https://t.co/LbKxSiR4bu?amp=1	4

What I did is copied an Acxiom.com article and gave it my “FindYourCluster” customized link.

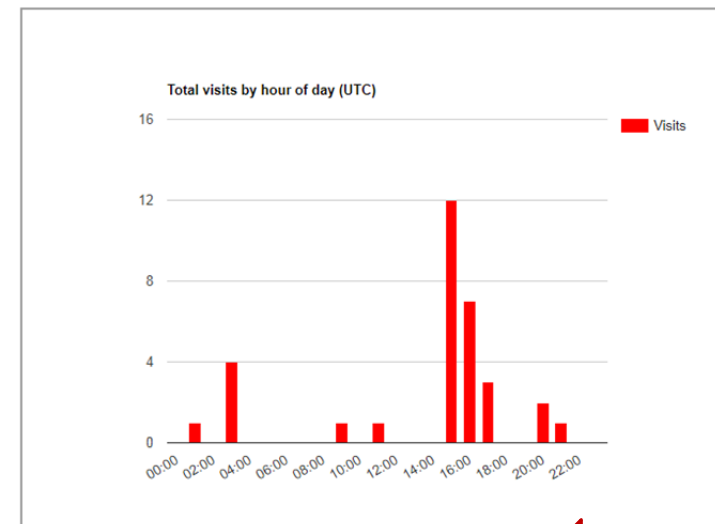
And now I can track all these items to see how my link performed in my tweets and posts. This shows performance by day for my link.

Link Statistics

This shortened URL (<https://is.gd/FindyourCluster>) redirects to:
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Show me hits for: [this week](#) [this month](#) [this year](#)
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Top referrers

Referrer	Hits
Direct	18
https://t.co/LbKxSiR4bu	10
https://t.co/LbKxSiR4bu?amp=1	4

These are all the analytics options you get with every link you create

Is.gd is a free link tracker

WARNING Is.Gd
uses cookies to
track your links

When you erase
cookies, you lose
tracking

When I security
scan, I make sure
the Is.gd cookies
aren't erased

Rhythm Builds Revenue

- The key to grow is to constantly be participating in your markets and helping them address their needs
- Try to do 2 – 3 curated content ideas each day
- Cross platforms for great curated and – of course – your created content
 - Find them on Twitter
 - Market them on LinkedIn, Instagram, on relevant community sties and other platforms
 - Be sure to give credit to the author, publication and the article to create backlinks
 - Use hashtags and @handles to get to the audiences on each platform
- Re-market your great content often
 - Each marketing effort only penetrates a portion of the market

At Startup, Network Forward



Curated
Content



Created
Content

Remember these Mantras!



Give to Get

- If you want to be an expert, give today's experts the respect they have earned
- If you want to attract a market, give them what they want



Filter & Focus

- I am inundated by contact. FILTER through it and GIVE me the stuff I need to know



Rhythm Builds Revenue

- Curate or create content in a predictable manner
- Market and remarket it continually to maximize market reach



Think Multi-media Engagement

- Today your high value markets are engaging all across the Social Pyramid
- Go where THEY are!



Communities & Influencers Rule!

- Consumers form communities to discuss their aspirations & needs
- Find where they congregate



Ride the Wave

- Social is always evolving
- Use your professional network to identify trends & key topics

Questions?

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RHLAVAC@MSINETWORK.COM

R-HLAVAC@NORTHWESTERN.EDU

TWITTER [RANDY.HLAVAC](#)