



# A GUIDE TO SUCCESSFUL SOCIAL MEDIA MARKETING

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# Program Objectives

( 1 of 3 )



Learn about 25 different social networking websites.



Understand what social media marketing encompasses.



Know why you need to use social networks to market your product or service.

# Program Objectives

( 2 of 3 )



Understand how to effectively utilize social networks.



Become an expert with Twitter, Facebook, YouTube, and LinkedIn.



Learn how to run a successful marketing blog.

# What is A Social Networking Website?

A blurred background image shows a person's hands on a laptop keyboard, suggesting someone is using a social networking website.

Social networking websites  
allow users to:

Create their own profile page.  
Build networks of contacts and  
interact with them.

Many social networking websites  
allow users to:

Blog or microblog.  
Post videos, photos, and podcasts.

# Basic Vocabulary

(1 of 4)



**Blogging:**  
writing regular entries  
including written  
thoughts, stories,  
graphics, and/or photos.

**Microblogging:**  
writing short entries  
(usually less than 200  
characters) that express  
thoughts or current  
activities. (tweeting)

**Podcast:**  
Audio and video that  
is made for  
downloading.

# Basic Vocabulary

(2 of 4)

## Wiki:

A website that users are able to edit in order to share information. (wikipedia – there are also separate wikis on many topics.)

## Friend:

A noun that is used as a verb to mean to add a contact or befriend someone through a social networking website.



# Basic Vocabulary

(3 of 4)

## Tweet:

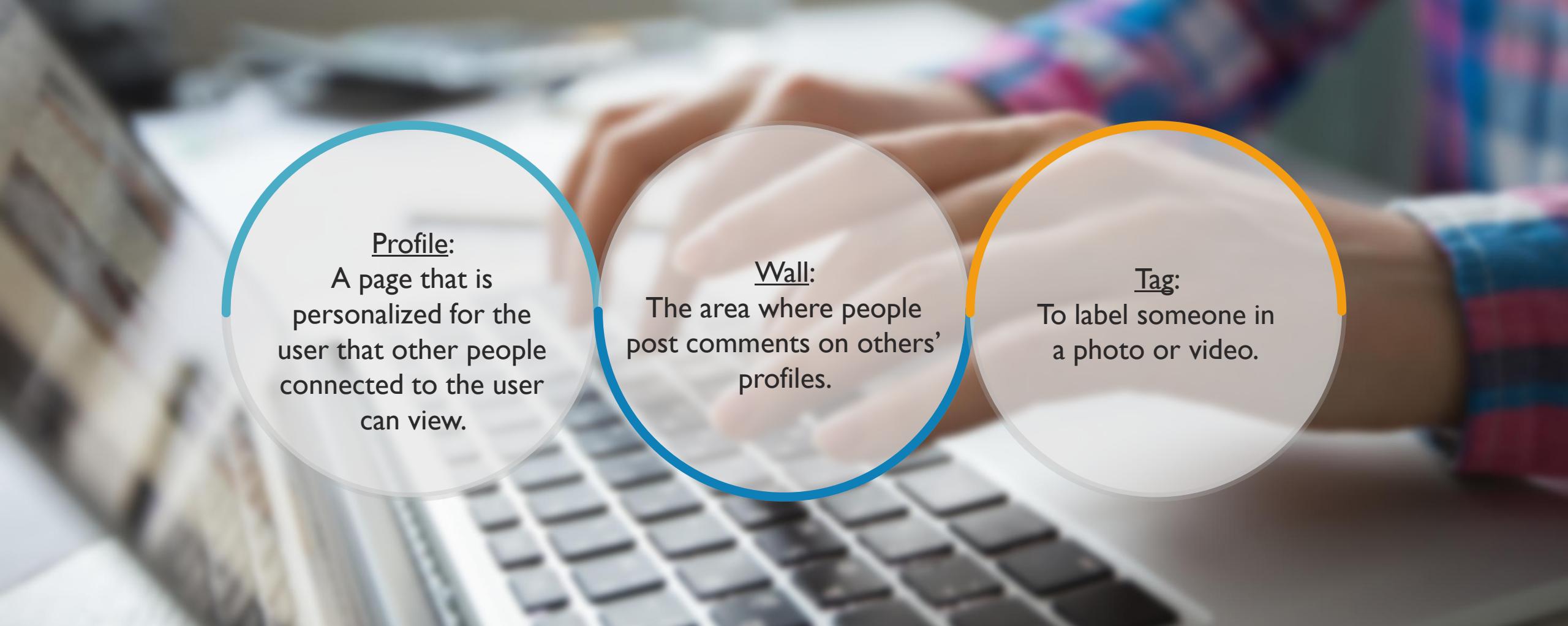
To share thoughts or current activities (usually in less than 200 characters) through Twitter.  
(microblogging)

Follow: To subscribe to someone's blogs or microblogs.



# Basic Vocabulary

(4 of 4)

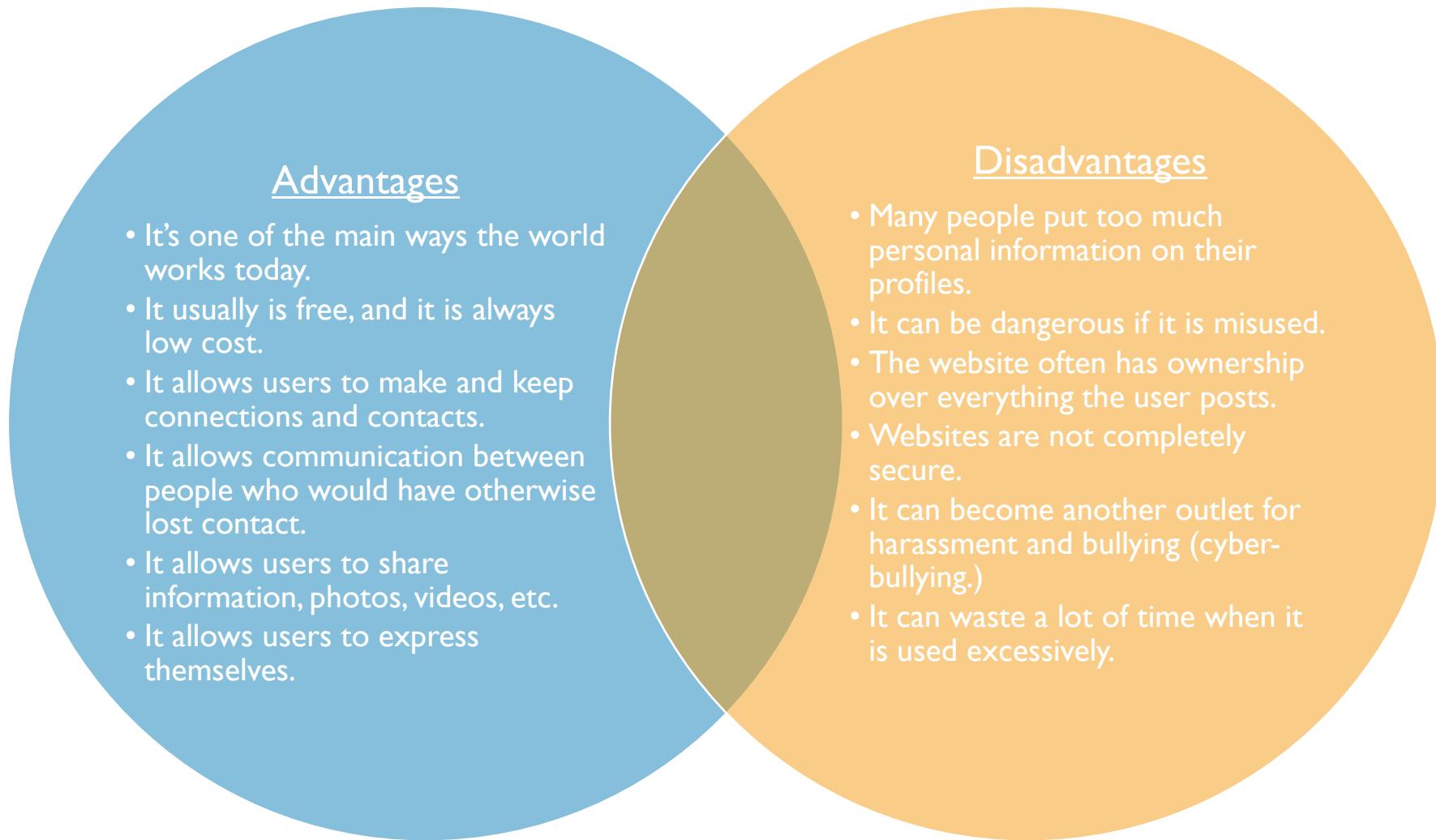


**Profile:**  
A page that is personalized for the user that other people connected to the user can view.

**Wall:**  
The area where people post comments on others' profiles.

**Tag:**  
To label someone in a photo or video.

# Advantages & Disadvantages of Social Networking



# 25 Useful Social Networking Tools

(12 of 26)

## Flickr



This distribution tool is a great way to share new image collections.

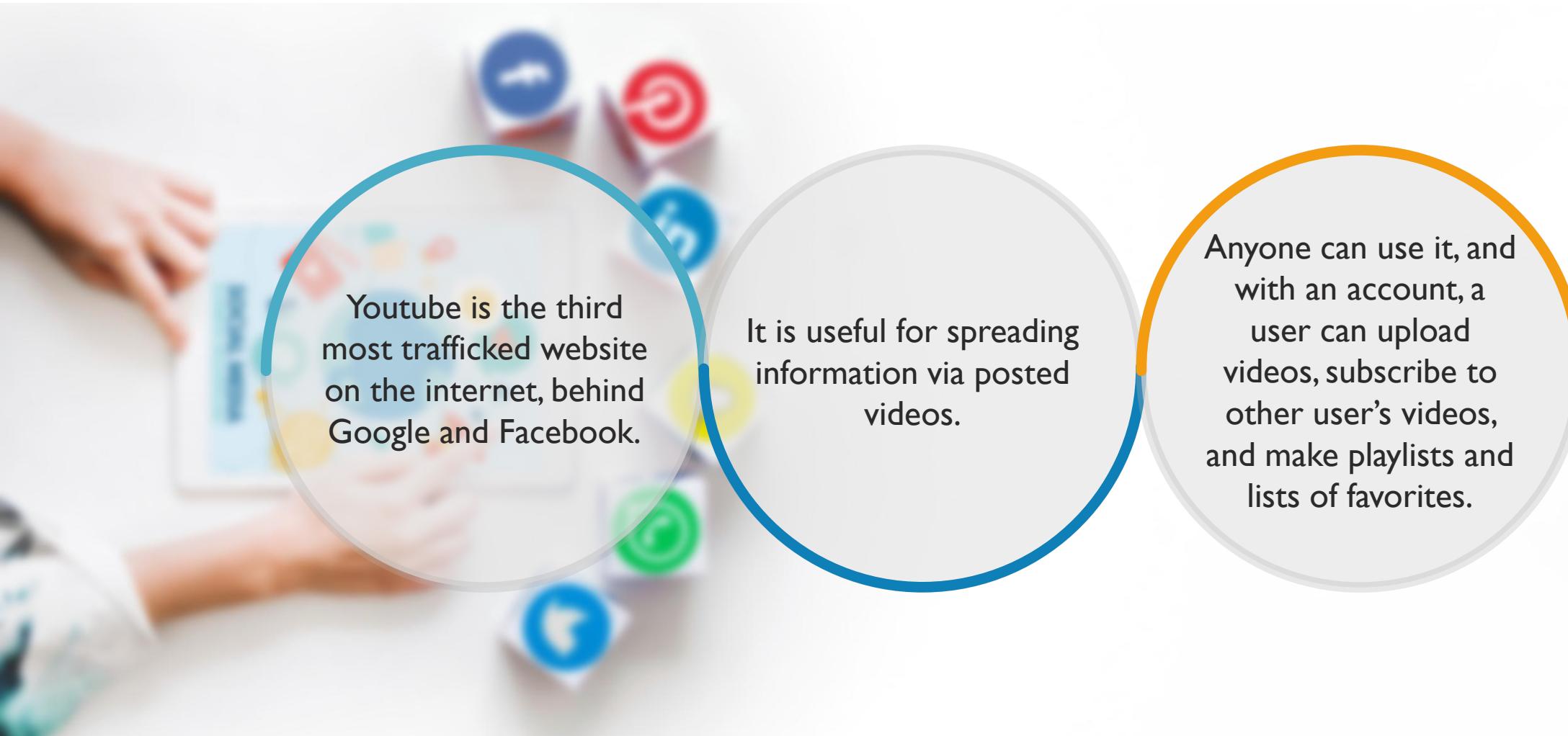
You can create image sets with metadata and take advantage of the many plug-ins available for Flickr users.

You can upload videos and tag people/be tagged in them.

# 25 Useful Social Networking Tools

(13 of 26)

## Youtube



Youtube is the third most trafficked website on the internet, behind Google and Facebook.

It is useful for spreading information via posted videos.

Anyone can use it, and with an account, a user can upload videos, subscribe to other user's videos, and make playlists and lists of favorites.

# 14 Tips for Effective Marketing with Twitter

(1 of 16)



With millions of people connecting through social networking, advertisers and marketers are hustling to get into the action.

In the past years, thousands of companies and brands have failed to manipulate this market.

# 30 Tips to Effectively Use Facebook for Your Business

(4 of 31)



Install appropriate applications to integrate feeds from your blog and other social media accounts into your Facebook profile.

Be careful about connecting Twitter and Facebook, because constant Twitter updates may overwhelm your Facebook contacts.

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# 36 Ways to Use YouTube for a Business

(8 of 38)

For expertise and thought leadership



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Engage with the YouTube community by leaving comments and uploading video responses to videos on topics related to your business or industry.

# 36 Ways to Use YouTube for a Business

(9 of 38)

For expertise and thought leadership



Record an important meeting to share with employees, shareholders and others, as appropriate.

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# 34 Ways to Increase Online Traffic

(4 of 35)



Give ALT tags to images.  
ALT tags are descriptive tags that appear above images when you place the mouse over them.  
Good ALT tags will give your website a better search engine ranking.

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