



SOCIAL MEDIA & HOW TO UTILIZE IT FOR MARKETING YOUR BUSINESS



February 8, 2012
HMWC CPAs & Business Advisors
John Misuraca
Avalon Advisors, Inc.



What We Will Cover:

- Strategies for using LinkedIn, Twitter, Facebook, Blogs and Google+
- How to use Social Media to drive people to your company web site
- Techniques to measure results
- How to join groups, find connections and acquire business through these sites



Social Media Marketing & Networking is the hottest new trend in business today:

- 30% of B2B marketers are spending millions each year on social media marketing
- Nearly 30% of these users are not tracking the impact of this marketing
- 20% of Google searches each day have never been searched for before
- 34% of marketers have generated leads using Twitter
- 55% of Twitter users access the platform via their mobile

SOURCE: www.digitalbuzzblog.com 1/3/2012



What Really is Social Networking?

- Networking from your computer
- Another way to get the word out about who you are, what you do and how to find you
- Creating new relationships with people you probably would never have met using traditional methods
- Unlike most marketing where information “flows” one way, social networking is meant to be a two way conversation
- You are an expert **if people think you are an expert!**



History:


- 1997: First recognizable social network site launched – SixDegrees.com
- 2003: LinkedIn, MySpace
- 2004: YouTube, Facebook
- 2006: Twitter
- 2011: Google+
- 2012 to 2015: ??????



MySpace

- Geared for young adult demographic with music, music videos, and a funky, feature-filled environment
- Once the king of all social networking sites, it has been replaced at the top spot by Facebook and is disappearing quickly

my [Sign up](#) [Login](#) [Browse](#) [Music](#) [Topics](#) [Video](#) [Games](#)



- Profile
- Photos
- Playlists
- Stream
- Friends
- Comments
- Badges

Top Friends

View: All

- Dvsgurl
- Con
- T@ttoed Jesus
- The Untamable
- rock it up
- Eric Truth


Tots [Sign up](#) Get the latest news and updates from Tots

Stream

All Music Videos Photos Topics More ▾

May 23

Tots Bodyguard just earned the Codebreaker badge



Codebreaker
You'll need to prove your good taste in games to earn this badge.

Todd, Militsa Beklova, Bosch Integral and 2149 Others liked this.

Like (2152) • Comment • Share

[Show more ▾](#)

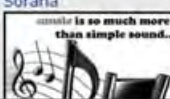
Comments

Post a comment...

Christine Croson
have you tried this yet? <http://10r.us/BzvcZ>
3 months ago

Christine Croson
did you see this yet? <http://qr.net/b9ny>
4 months ago

Christine Croson
what do you think about this song?
<http://www.myspace.com/maintainrecords/music/songs/one-4-me-72817965>
4 months ago

Sorana


Internet Explorer cannot display this page

What you can try:

[Diagnose Connection Problems](#)

[More information](#)

Advertisement

Top Friends (6)

Tots has 871 friends. View: All Online New

Dvsgurl

Con

T@ttoed Jesus

The Untamable

rock it up

Eric Truth

Music

[My Profile Playlist](#) [More Playlists](#)

[View Full Playlist ▶](#)

Blurbs

About me:

Who I'd like to meet:

Details

Done
Internet
100%



Facebook

- Current leader in global social networking
- Founded by university students who marketed it to other university students
- Opened to general public in 2006
- Success due to ease of use, and easy to access features
- Very successfully used by some industries and businesses



Facebook

- Many companies use company-specific sites to promote their products and services
- Create a business account for your firm
- Joining “Groups” that are tailored to your industry help people to find your site
- Get “Fans” of your site to increase it’s popularity



facebook Search John Misuraca Find Friends Home

DENTAL PRACTICE SOLUTIONS
Local Dental Practice Solutions

- Wall
- Info
- Friend Activity
- Photos
- Discussions
- Reviews
- Links
- Events
- Welcome
- MORE

About

Free Practice Vital Signs Check and Free Website Overview. Just ask us how...

More

3,543
like this

Likes See All

- Gordon Dental Associates
- Messiah Lutheran Church
- Robert Fields DDS General and Cosmetic Dentist
- American Dental Association
- prosperident - we find needles in haystacks

Create a Page

Get Updates via SMS

Get Updates via RSS

Unlike

Report Page

Share

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Professional Services

Wall DENTAL PRACTICE SOLUTIONS · Everyone (Top Posts)

Share: Post

Write something...

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Or call Toll Free: 888-816-1511

Dental Hygiene Consultant, Full-Service Dental Consulting, Dental Practice Consultants -> Dental Pra
www.dentalpracticesolutions.com

Dental Practice Solutions will maximize your profitability, strengthen communication, improve teamwork, position your practice uniquely and stand above the others on the dental block.

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DENTAL PRACTICE SOLUTIONS

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No problem, just let us know when you call and we won't tell anyone!
http://bit.ly/r6XrXn

Do You Have A PLAN for Success in 2012?
us1.campaign-archive2.com

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DENTAL PRACTICE SOLUTIONS

Do experts who know this subject like the back of your hand SOUND familiar? Here are a few hints about their area of expertise:

- PATIENTS WANT TO PAY FOR TREATMENT TODAY!
- CASH COW MILKS THE MONEY!
- FIND OUT HOW TO EMBEZZLE FROM YOU DENTIST. SERIOUSLY!

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Henry Rodriguez-martin MGE
Yesterday at 4:31am · Like

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18 hours ago · Like

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groupon.com
 5 New things to do in Orange-county everyday.

The Slammer & Squire
 Click here for your chance to win a golf trip to The World Golf Village in Florida!
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Earn 50k bonus points
americanexpress.com
 Limited-time offer: Earn 50K bonus points when you spend \$10K with the New Business Gold Rewards Card. Learn more.

Chat (2)

Internet 100%



Twitter

- Created by a virtual software company as a way for employees to keep tabs on each other
- So successful, they stopped the project and marketed the product to the world
- Features sending and receiving of Short Message Service (SMS) messages (similar to phone text messaging)



Twitter

- Send messages of 140 characters or less (including any url)
- Keep your messages at 130 characters or less to allow “retweeting” by others
- Create a User name (12 characters or less), your name or firm name, web site link, one line description, picture and your location
- Readers of tweets like interesting topics and information
- Avoid sales pitches and heavy marketing



Twitter

- Search for topics (i.e. Business Valuation)
- Follow those who you find useful or interesting
- Those you follow may in turn follow you to build up your network
- Review the followers of those you follow and those who follow you to find more potential connections
- Provide links to interesting or informative articles on the web
- Use www.tinyurl.com or www.budurl.com to reduce web link lengths



twitter Search Home Profile Messages Who To Follow AvalonBusVal

What's happening?

Timeline @Mentions Retweets Searches Lists

4 new tweets

Digitoad Tucson Web Design
Social-Media Focused Youtube TV Replaces AmericanLife Net - Multichannel News: Multichannel NewsSocial-Media Focu...
bit.ly/q4WMz3
2 minutes ago

CMStotheMAX Cougar Mtn Max
Georgia Infant Killed After Falling From Shopping Cart at Kroger bit.ly/ooHO1O www.cmstothemax.com
3 minutes ago

legaldeadlines Deadlines.com
RT @rjonrobins @Robert_Craven: How to Manage A Small Law Firm | Mastermind Weekend Coming Up October 16-18 Miami, FL
bit.ly/nQxccka
19 Sep

rjonrobins rjon robins
RE bit.ly/pCOR3W <- missing from too many law firm marketing plans. Pay attention to this if you're starting a law firm
8 minutes ago

YahooFinance Yahoo! Finance
Would federal tax reform really lead to jobs? yhoo.it/pt16OH
6 minutes ago

fishbowl Fishbowl
We had the pleasure of welcoming the two time President of the Navaho Nation to Fishbowl, President Shirley, to Fishbowl. What a great man.
7 minutes ago

rjonrobins rjon robins
From the def. of "believe". Only if one believes in something can one act purposefully. <-Do you believe in YOURSELF? bit.ly/mwpAaF
7 minutes ago

cfopub CFO.com
Goodwill Shortcut Could Spark Auditor Jitters: FASB's new way to bypass numeric goodwill testing might add _ bit.ly/oA1swH #CFO
7 minutes ago

Your Tweets 95
26 Sep : Gift Tax - IRS loses in court. Estate of Petter v...

Following 509 Followers 297

Who to follow · refresh · view all

- UOPX University of Phoenix · Follow
- Promoted Followed by @SWLawNews
- kanyewest Kanye West · Follow
- TheEconomist The Economist · Follow

Trends: Los Angeles · change

- #iwant Promoted
- #thewayseeit
- #LawsMenShouldFollow
- Andy Rooney
- Kenny Ortega
- #partyfail
- HAPPY BIRTHDAY LIL WAYNE
- This Is It
- Conrad Murray
- Terra Nova

Twitter Follow Button
The easiest way for users to discover and follow your account directly on your website.

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twitter Search Home Profile Messages Who To Follow AvalonBusVal

CalCPA @Cal_CPA California
Your most powerful advocate in Sacramento, dedicated to promoting the profession's image and providing the tools and resources you need to succeed.
<http://www.calcpa.org>

Following @Cal_CPA

Tweets Favories Following Followers Lists

- Cal_CPA** CalCPA Taxpayers Still Owe IRS after Paying off Installment Agreements | <http://ow.ly/6GHvJ> 67 minutes ago
- Cal_CPA** CalCPA Half of California voters report decline in personal economic situation | <http://ow.ly/6GaXU> 2 hours ago
- Cal_CPA** CalCPA Work/life balance? Think instead: "purpose and passion" | <http://ow.ly/6GaJe> 3 hours ago
- Cal_CPA** CalCPA R U investing in what you have? RT @RobertHalfMR. Staff turnover costs big money for small business [infographic]. bit.ly/r5EuNG 4 hours ago
- Cal_CPA** CalCPA Explore top CFO challenges @ CFO Rising West 10/16-19—CalCPA members save \$800 if U reg by 9/30—bit.ly/pd7vpm Discount code CALCPA 5 hours ago
- Cal_CPA** CalCPA RT @CPA_Trendlines: Remote Workers: Avoiding the Double Trouble that Comes with Having Them | bit.ly/qfrEL1 #CFO ^cw 6 hours ago

About @Cal_CPA
5,649 Tweets 125 Following 2,603 Followers 136 Listed

Recent Images

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You follow accounts that follow @Cal_CPA: view

Similar to @Cal_CPA · view all

- VSCPANews** VSCPANews Follow Official Twitter feed for the Virginia Society of CPAs...
- alabamacpa** AL Society of CPAs Follow Promoting the professional interests of Alabama CPAs
- incpas** Indiana CPA Society Follow The Indiana CPA Society is the only association in I...

Following · view all

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Twitter

- Key terms:
 - **RT** – Retweet (include someone else’s tweet in your own – this is considered a big compliment)
 - **#XXXXXX** – Hashtag (added to tweets to create categories, groups or topics that others can use as well and found using the search.twitter.com feature)
 - **DM** (Direct message – personal message to another person)



Twitter

- Utilize web sites that support Twitter:
 - <http://www.hootsuite.com> (handle all your social media accounts from one site / analyze your social media traffic)
 - www.peerindex.net (find on-line authorities in your industry)
 - <http://wefollow.com> (who/what are people following on Twitter)
 - <http://trackingtwitter.com> (top people on Twitter)
 - <http://www.tweetdeck.com> (personalize what you want to see)



LinkedIn

- More serious, sober approach to social networking
- Started as and still is a networking resource for business people who want to connect with other professionals
- Over 135 million members (up from 50 million two years ago)
- Most popular networking site used by business professionals



LinkedIn

- Allows you to create a virtual network of clients, potential clients, referral sources and colleagues
- Degrees of separation:
 - 715 contacts
 - Over 179,800 friends of friends
 - Over 6,831,100 through friend and one of their friends
 - Over 135,000,000 users of site



LinkedIn

- Keys to success:
 - Create a sizeable network through searches and invitations
 - Create a thorough profile, use key words, web site and contact information
 - Provide a photo!
 - Join groups – there are many prominent business & industry related groups
 - Recommend others and ask for recommendations
 - Provide updates on your business weekly or monthly



LinkedIn

- Other tools and tips:
 - Paying for upgrades is not necessary
 - Business upgrades - \$19.95 to \$99.95/mo.
 - Sales upgrades - \$15.95 to \$99.95/mo.
 - Job Seekers - \$15.95 to \$49.95/mo.
 - Recruiters - \$39.95 to \$499.95/mo.



LinkedIn

- Other tools and tips (continued)
 - Ask and answer questions (be viewed as an expert in your field) (Answers / Ask or Answer a Question)
 - Add profile for your company (Companies)
 - Provide power point presentation of your firm in “Google Presentation” (Applications)
 - Add LION (Linked In Open Network) to your name – means you will accept anybody into your network

MBA at Baylor University in 1996. Finally, I hold the Chartered Financial Analyst (CFA) and Accredited Senior Appraiser (ASA) designations, and maintain memberships in the CFA Institute, the CFA Society of Idaho, the American Society of Appraisers, the Treasure Valley Estate Planning Council, the National Association of Forensic Economics, the Mises Institute, and the National Association for Business Economics.

Specialties

Business valuation and appraisal; financial analysis, litigation support and expert witness testimony.

SlideShare Presentations



More from Keith | Upload your presentation or video

My Travel

Keith is in Boise, ID

Upcoming Trips: Keith has no upcoming trips planned.

Stats: Keith has traveled 5,795 mi to 2 locations.

Experience

Director of Valuation Services

Hooper Cornell, PLLC

Financial Services Industry
April 2005 – Present (6 years 6 months)

Oversee business valuation and litigation support services, including all phases of client contact from preliminary discussions to engagement through project completion. Responsible for creation of long-term relationships with existing and potential referral sources. Direct research, prepare analyses, and provide expert witness testimony as required.

Lead developer of valuation workpaper and report templates that increased productivity. Co-Developer of the Butler

Pinkerton Model for quantification of company-specific risk

Keith has 9 recommendations (1 report, 2 co-workers, 3 clients, 3 partners) including:

[2nd](#) David Foster, Owner, Business Valuation Resources

[2nd](#) Doug Twitchell, Publisher, Business Valuation Resources, LLC

[Recommend](#) Keith's work at Hooper Cornell, PLLC

Adjunct Professor of Finance

George Fox University

Educational Institution; Higher Education Industry
January 2009 – October 2009 (10 months)

Lead Finance instructor for the Boise MBA program. Responsible for curriculum and lesson

Keith Pinkerton, CFA, ASA

Keith Recommends (1)

[Brien Jones](#), Director, Education & Conferences, National Assn of Certified Valuation Analysts

[View Brien's profile](#)
Brien is a truly outstanding professional who can...

[See all Recommendations](#)

Viewers of this profile also viewed...

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MK Appraisal Group - Business Valuation
- [Stevan Grubic, ASA](#)
Business Valuations: Investment Banking
- [Daniel Van Vleet, ASA](#)
Managing Director at Stout Risius Ross
- [Kenn Lamson, CFA](#)
Principal at Harmonic Investment...
- [Christine Baker](#)
Private Company Valuation Expert at ...
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Valuations at PCE Valuations, LLC

Home

Groups

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Profile

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Recommendations

Contacts

Inbox (23)

Compose Message

Received (23)

Sent

Archived

Applications

Reading List by Amazon

Events

Add Connections



John Misuraca, CPA

Partner at Avalon Advisors Inc.

Contacts

My Connections

Imported Contacts

Profile Organizer

Network Statistics

Add Connections




Remove Connections

Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 1,977,000+ professionals — here's how your network breaks down:

	Your Connections Your trusted friends and colleagues	172
	Two degrees away Friends of friends; each connected to one of your connections	22,900+
	Three degrees away Reach these users through a friend and one of their friends	1,953,900+
Total users you can contact through an Introduction		1,977,000+

2,931 new people in your network since October 27

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — try a search now! **50,000,000+**



LinkedIn Account Type: Basic John Misuraca, CPA Add Connections

Home Profile Contacts Groups Jobs Inbox 31 Companies News More Companies Search...

Companies > BCG & Company

BCG&Co. is a dynamic and growth-oriented, regional certified public accounting and consulting firm, with an IT solutions affiliate and operations in multiple states.

Having achieved much of our growth through referrals from satisfied clients and other business professionals, BCG&Co., as a

... more

Your Network (1) Employees (97)

Marketing Manager
Jenny Hertzig, Cleveland/Akron, Ohio Area

How are you connected? (1 shared connection)

Recent Tweets

In accounting, it pays to be special - Cleveland Business News -Crain's Cleveland Business: <http://t.co/fnOeTIAP>
1 day ago · Like · Comment

Selling business property? Be aware of recapture. <http://t.co/sNOY6BFu>
4 days ago · Like · Comment

AGC's Blueprint for Economic Growth <http://t.co/EvL8qkdv>
7 days ago · Like · Comment

RT @bswan775 : <http://t.co/W1x7Xs8c> - Industry Perspective on SEO featuring advice Jennifer Hertzig, Marketing Manager @bcgcompany #AAMKT #CPA
12 days ago · Like · Comment

Help us support the American Heart Association by donating to our Heart Walk team, any amount helps! <http://t.co/GW4HvZi>
13 days ago · Like · Comment

See all Tweets » powered by:

BCG & Company has 777 followers

Follow Company Share

How you're connected to BCG & Company

- 0 First degree connections
- 1 Second degree connection
- 97 Employees on LinkedIn

Check out insightful statistics about BCG & Company employees »

Ads by LinkedIn Members

- 35% Off Holiday Cards**
Order before 10/29 for 35% off holiday cards. Custom & stock available
- B2C Database building**
Over 10 years in Leads and building targeted databases. Contact Planet49!
- Money Saving Coaching.**
Try Money Saving Coaching & Seminars. Money Back Guarantee!! Save Now!

Type
Privately Held

Company Size
61-200 employees

Website
<http://www.bcgcompany.com>

Industry
Accounting

Founded
1986

Headquarters
1735 Merriman Road

Done Internet 100%



Blogs

- Type of website, usually maintained by an individual with regular entries of commentary, description of events, or other material such as graphics or video
- Many blogs provide commentary or news on a particular subject. A typical blog combines text, images, and links to other blogs



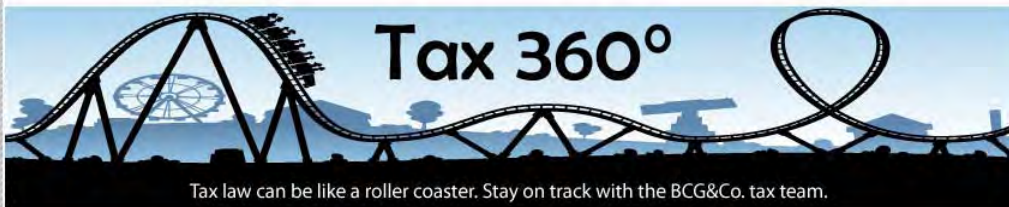
Blogs

- Are good way to communicate information to current and potential clients and referral sources
- Blogger may be viewed as a expert in the subject area by readers
- Often set up on or as a firm or personal web site and are usually easily updated
- Regular updating improves the search engine optimization of the web site



Blogs

- Many blogging platforms and tools exist to help you quickly set up a blog
- Most popular are WordPress, Blogger & TypePad
- Don't have your blog include the name of the platform in the URL. Set it up with your company URL (self hosted) – this way entries gives credit to your company's search engine optimization (SEO)
- Regular updating improves the SEO of your web site



Tax law can be like a roller coaster. Stay on track with the BCG&Co. tax team.

INVESTOHIO TAX CREDIT

By: J. Dustin Sheppard, CPA, MBA

Tax Supervisor



On August 16th, Mark Kvamme of JobsOhio presented a webinar on the InvestOhio Tax Credit. The webinar provided a basic overview of the program. Unfortunately, specific details are not yet available but should be published toward the end of September. Once further details are available, a follow-up article will be provided.

In the meantime, the InvestOhio credit purpose is to promote investment in Ohio's small businesses. The goal is to have \$1 billion invested in Ohio over the next two years, and this is accomplished by a 40% nonrefundable tax credit for the investor. This creates a total two-year tax credit capped at \$100 million for the program. The maximum credit for an individual is \$1 million for a \$10 million investment, and married taxpayers filing jointly can receive \$2 million for a \$20 million investment.

For purposes of the credit, a small business must register with the Ohio Department of Development and receive an eligibility certificate. The application has yet to be finalized. An eligible small business must meet the following requirements:

- Be a pass-through entity or an individual subject to Ohio state income tax. C-corporations apparently are not eligible since they do not pay Ohio income tax. More clarification will be available once the rules and regulations are finalized.
- Have at least 50 full-time equivalent employees in Ohio -or- have at least half of its employees in Ohio. Basically, a business of one employee (sole proprietorship) meets this requirement.
- Total sales must be below \$10 million and total assets must be below \$50 million.

The investment can be used for a variety of items: hiring of employees, purchase of equipment or real estate, for example. Any asset purchased must be held by the company for the two-year period of the program.

We will continue to provide updates and information related to this credit as it become available. If you are interested in the credit, or have further questions, please contact your BCG&Co. tax advisor for guidance.

Share / Save

BCG Blogger, September 6th 2011 | Tags: InvestOhio Tax Credit, JobsOhio, Ohio Department of Development, Ohio state income tax credit, promote investment in Ohio's small businesses
Posted in Small Business, State and Local Tax (SALT), Tax Credits, Tax Updates, Uncategorized

No Comments

LOOKING FOR AN INVESTMENT WITH A HIGH RATE OF RETURN?

By: Chris Martin

Search... GO!

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TAX CALENDAR 2010-2011



CATEGORIES

- FAMILY BUSINESS
- FOREIGN ACCOUNTS
- IRA DEDUCTIONS
- IRS
- LEGISLATION
- SALES TAX
- SMALL BUSINESS**
- STATE A [View all posts filed under Small Business](#)
- TAX CREDITS
- TAX MINIMIZATION
- TAX STRATEGY
- TAX UPDATES
- UNCATEGORIZED
- USE TAX

RECENT POSTS



Google+

- Announced June, 2011 / Opened to the public September, 2011
- Often called the “Facebook Killer”
- Configured to provide many of the same features as Facebook, but with some enhancements
- Initial users seem to feel there are not enough new features to translate into a mass exodus from Facebook



Google+

- **Circle** - your groups of friends; organized by type (Friends, Family, College Buddies, Roommates, etc.)
- Drag and Drop your contacts into these groups



Google+

- **Sparks** - like Google Reader; brings content automatically based on your interests
- **Hangouts** – video chat room for your circles
- **Huddles** – group messaging within your circles
- **Instant Uploads** - share your mobile pictures
- **+You** – sign up location on Google toolbar



Social Media Tools

▪ Videos

- Are a great way to personalize and brand yourself – viewers see the real you
- Will be standard part of web sites and profiles over the next decade
- Can be created inexpensively for daily or weekly message, or elaborate professional production with background, voice over, music, etc.
- Easily create video with still pictures & music - **Animoto.com**



The screenshot shows the Animoto website homepage. At the top, there is a navigation bar with links for "Sign In or Sign Up", "Sign In with Facebook", and "Create Video". The Animoto logo is prominently displayed in the center of the navigation bar. Below the logo, there are links for "Features", "Sample Videos", and "Plans & Pricing". The main content area features a large background image of a young girl in a striped tank top, captured in a dynamic pose as if dancing or performing. Overlaid on this image is the text "CREATE *stunning video* SLIDESHOWS" in a mix of white and teal fonts. Below this text is a red "Get Started" button and the tagline "Fast, free and shockingly easy!". A central white box contains a "Sample video" player with a play button icon and the text "see Animoto in action". To the right of the player, there is a text block that reads "Turn your photos, video clips, and music into video masterpieces to share with everyone." followed by a blue "Sign Up" button. Below the "Sign Up" button are two links: "Explore product features" and "View sample videos". At the bottom of the page, there is a section titled "Featured by:" followed by logos for PC Magazine, National Geographic, NBC, BBC, CNN, The New York Times, WIRED, abc, and BusinessWeek. Below this, there are two promotional banners: "Sell more with video" and "Get the iPhone App". The browser's address bar and status bar are visible at the very bottom of the screenshot.



Social Media Tools

- Posting Comments
 - Shorten long links or urls for posting – and see how many people have clicked on your links – **budurl.com & cli.gs**
 - Enter entries once – get posted on all your social networking sites from anywhere to anywhere – **ping.fm**



Social Media Tools

▪ Klout.com

- Premier site for evaluating who has “Klout” and influence on Twitter, Facebook and LinkedIn
- Measures influence on a scale of 1 to 100, with 100 being the most influential.
- Measures
 - How many people you influence (True Reach)
 - How much you influence them (Amplification)
 - How influential they are (Network Score)



BETA KLOUT DASHBOARD 48 PROFILE FRIENDS PERKS

John Misuraca

18

DABBLER

Business Valuation Consultant; Chair of CalCPA 2010-2012

Influencer of

Influential about
Cpa

Score Analysis

You need to engage more with others or be more active to gain influence.



Your Score: 18.32

The Klout Score measures influence on a scale of 1 to 100. [Learn more](#)

Network Influence

You do not engage with very many influencers



Your Network: 10

Internet 100%



Network Influence

You do not engage with very many influencers

Your Network:
10
[Tweet](#) [Share](#)
Network indicates the influence of the people in your True Reach. [Learn more](#)

Amplification Probability

You have the ability to generate actions and discussions

Your Amplification:
10
[Tweet](#) [Share](#)
Amplification indicates how much you influence people. [Learn more](#)

True Reach

You have built a good size network that is highly engaged

Your Reach:
104
[Tweet](#) [Share](#)
True Reach is the number of people you influence. [Learn more](#)

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

Internet 100%



Social Media Tools

- See what type of a participant you are in Social Media in chart form
 - Listener
 - Casual
 - Participating
 - Sharing
 - Consistent
 - Focused
 - Creating
 - Broad



SCORE ANALYSIS
TOPICS
INFLUENCERS
LISTS
KLOUT STYLE
ACHIEVEMENTS

You are a **Dabbling**

[Tweet](#) [Share](#) [in](#) [Share](#)

You might just be starting out with the social web or maybe you're not that into it. If you want to grow your influence, try engaging with your audience and sharing more content.

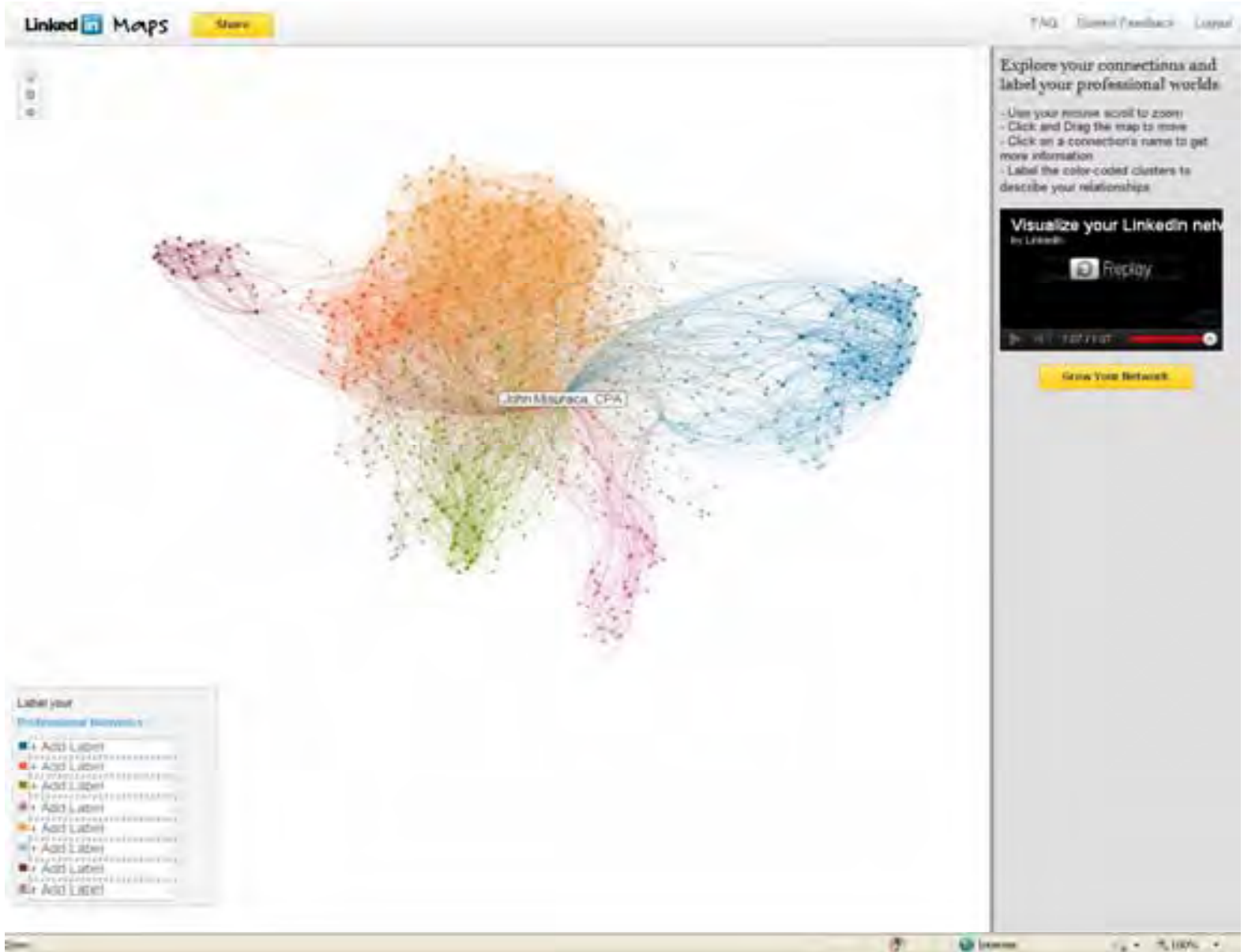
	SHARING		CREATING	
PARTICIPATING				EMULATING
LISTENING				FOCUSED
	CASUAL		CONSISTENT	



Social Media Tools

- See your LinkedIn contacts in a graph grouped by type (color):

<http://inmaps.linkedin.com>





Social Media Tools

- 50% of Companies Entering Social Media Have No Plan
- A majority of marketing professionals and company decision makers view social media as essential, but...most have not made any money using it!
- Don't confuse activity with progress

○ SOURCE – www.socialtimes.com



Social Media Tools

- STUDY – compared companies that reported increased revenue or profit using social media with those that did not - those benefiting were:
 - Twice as likely to have a formal social media strategy
 - Twice as likely to have a dedicated headcount for managing social media
 - Three times as likely to have read a book on social media

○ SOURCE – www.socialtimes.com



Social Networking Tools

- Develop a Social Networking Plan for you or your firm – tie it into your overall business plan
- What do you want to achieve using Social Networking?
- What specific groups could benefit from what you have to offer?
- What specific solutions do you have to offer people?
- How do you differentiate yourself from your competition?



Social Media Tools

Create a Social Media Plan for Your Business and Yourself

- Who do you want to connect to? (Prospects, Clients, Business Resources, Experts in Your Industry, Mentors, Vendors, People with Common Interests)
- Develop relationships with key people (referral sources, colleagues & potential clients)
- Build trust with key people
- Get them to come to your web site to learn more about you
- **GET THE PHONE TO RING!**



Social Media Tools

- Biggest Dangers for Businesses?
 - All social media sites and blogs are targets for viewing by potential employers, attorneys and others who may want to find “dirt” on you
 - Change your passwords frequently
 - Be careful about posting future travel
 - While you should always be careful about protecting your site accounts, information, pictures, etc. – don’t limit what you put out there so much that people ignore you



Social Media Tools

- See the Social Media Policies for over 150 companies and organizations:

<http://socialmediagovernance.com/policies.php>



Don't Forget Your Web Site

- Go to marketing.grader.com
- Enter your URL or those of your competitors
- Site will review your web site and give you a grade of 1 to 100 on it's effectiveness and give tips on how to improve it
- Secure all URLs that might benefit your business
- **Make your website your marketing hub!**

Graders Marketing Blog What is HubSpot? Sign In Help

51 MARKETING GRADE Share Your Report FAQs Overall ToFu MoFu Analytics

HubSpot's Marketing Grader BETA Grade Another Company

Report for www.avalonadvisorsinc.com

www.avalonadvisorsinc.com

<p>Top of the Funnel (ToFu)</p> <p>Fill the top of your sales and marketing funnel by creating, optimizing, and promoting unique and interesting content.</p> <p>Top 3 Things To Do »</p>	<p>48%</p> <p>CORRECT</p> <p>Learn More</p>
<p>Middle of the Funnel (MoFu)</p> <p>Convert traffic into leads and leads into customers by focusing on the middle of your funnel and using landing pages, conversion forms, email marketing and social media.</p> <p>Top 3 Things To Do »</p>	<p>25%</p> <p>CORRECT</p> <p>Learn More</p>
<p>Analytics</p> <p>Know what marketing activities are working (or aren't working) for you by measuring your successes and failures.</p>	<p>67%</p> <p>CORRECT</p> <p>Learn More</p>

feedback

Top of the Funnel

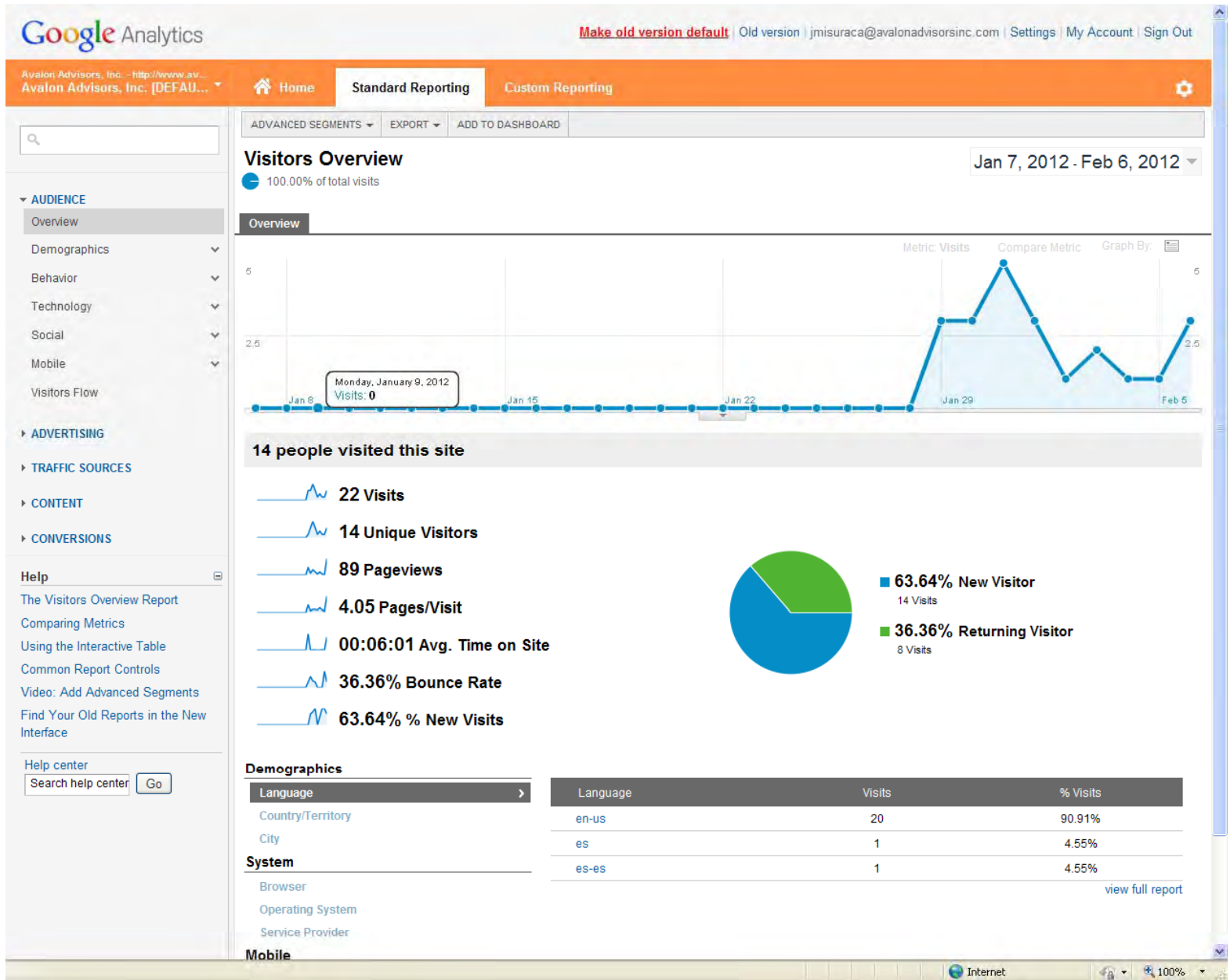
Creating, optimizing, and promoting content are keys to filling the top of your sales and marketing funnel with more website traffic and leads. The good news is that companies who create, optimize and promote their blogs get **55% more traffic** and **70% more leads** than those who don't.

Internet 100%



How Effective is Your Web Site?

- RSS (really simple syndication) your web site – technology that allows content to be published and pushed to users that are subscribed to a feed. Lets readers know when you have created new content on your site without having to check
 - Use a RSS reader – Google has one that’s free, completely web based with nothing to download –
www.google.com/reader
 - Use Google analytics to get traffic stats –
www.google.com/analytics





Don't Forget Your Web Site

- Start it up once - the right way
- How would Google categorize you?
- What would potential customers type in Google to find you?
- Keep in mind - when using Google, people are typing in their problem or need



Social Media Tools

- Create “key words” that describe what you want to be to the world and use them in your social networking regularly – use **google.com/sktool** to find the popular key words used in searches
- Use your “key words” regularly in all your entries
 - Check to see if your User Name is already taken in over 90 social networking related sites –
www.checkyourusername.com



How Effective is Your Web Site?

- Create a landing page where potential prospects, colleagues and interested parties can input their name and email address
- Put your social networking sites on your web site and business cards



Social Networking Tools

- Manage your contacts & email lists (unsubscribe / auto responders/ etc.)
emailchimp.com (first 500 contacts are free) – also **constantcontact.com** and **collivesystems.com**
- Stay up to date on the latest trends in Social Media on **<http://mashable.com>**



Your Social Networking Goals?

- A good plan will allow you to spend your time productively
- Set aside at least 10 minutes a day
- Initiate communication with industry experts, colleagues, vendors, potential customers, etc.
- Start simple – but get started



Examples of excellent uses of Social Media & Web Sites

- BCG & Company (Ohio); web site– www.bcgcompany.com; Twitter- @bcgcompnay; (Blog, Twitter, LinkedIn)
- Skoda Minotti (Ohio); web site- <http://blog.skodaminotti.com>; Twitter- @skodaminotti (Blog, Twitter, Facebook)
- James M. Blumer (South Carolina); Twitter- @JamesMBlumer (Twitter)
- James Maynes, CPA (Utah); Twitter- @TheDullCPA; (Twitter)
- Adrian Dayton (New York), Attorney; Web- <http://adriandayton.com>; Twitter- @adriandayton (Twitter, Facebook, LinkedIn)



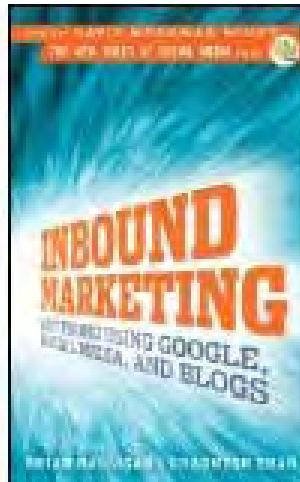
Beginning Today!

- Get an account on LinkedIn - by far the most popular site for business valuers
- Get a Twitter account and start sharing information
- Set aside ten minutes each morning for your social media sites
- Make a personal or firm plan for use of social media sites



Recommendations

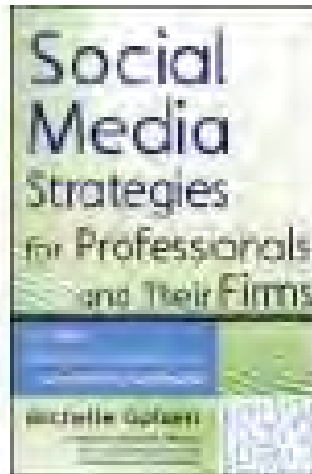
- Books:
 - **“Inbound Marketing – Get Found Using Google, Social Media and Blogs”**, Brian Halligan & Dharmesh Shah – Wiley (\$16.47 on amazon.com)





Recommendations

- Books:
 - **“Social Media Strategies for Professionals and Their Firms”**, Michelle Golden – Wiley (\$29.70 on amazon.com)





Follow My Progress in Social Media Networking:

John Misuraca

Avalon Advisors, Inc.

Laguna Hills, CA

Email- jmisuraca@avalonadvisorsinc.com

Web- www.avalonadvisorsinc.com

Twitter- AvalonBusVal

LinkedIn – John Misuraca, Orange County