
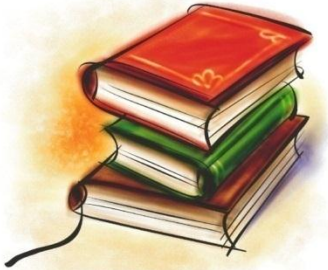


***A Speakers Guide to Social Media:
Identify Your Opportunity!
Outline Your Plan! Get Results!***



Facilitated By: **DemingHill**




“Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain.”

-
Napoleon Hill

Social Access

[@NathanKievman](#) [@DemingHill](#)

[LinkedIn.com/in/nathankievman](#)

#1 LinkedIn Strategies Group:
[Bit.ly/LinkedStrategies](#)

Audience Question



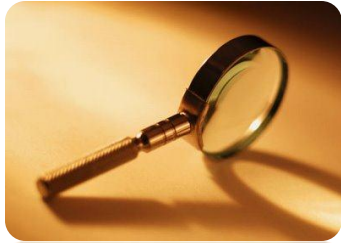
“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Before we get started, Identify which group you fall into:

1. You consider yourself a social media guru
2. Committed – you have your profiles and are happy where you are
3. On the Fence - “Yeah, I know I should be doing more, but who has the time?”
4. Not Interested – “All my friends are saying this is the thing I need to do, but I’m really just not interested.”
5. Social Media - “What’s that?”

Quick Story

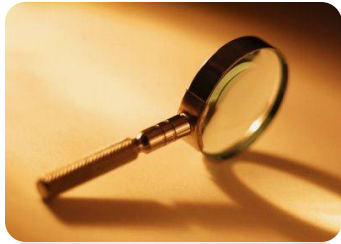


“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill



Story Continued



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill



Have you had this experience?



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

What was he feeling? You all have gone through it...

- Not again...Another social media consultant! Ugh...
- Really, how can SM actually make me money?
- I don’t have time, I need to focus on getting more speaking deals!
- To risky, & quite honestly, I don’t really care...



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Different Perspectives



*"You have to learn
the rules of the
game. And then you
have to play better
than anyone else."*

- Albert Einstein

What was the real problem here?



The Conversation about Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Former CEO of Southwest Howard Putnam:

"The Social part of social media is a misnomer, I could care less about the personal stuff, where you are traveling or what you are having for dinner doesn't matter, it really is a business media."



The Conversation about Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

CEO of Venture Backed \$10m Software Company:

"Nate, look... what I care about for my company is increasing revenue, lowering costs, and improving cash flows. If social media can help me do this, I'm all in... if not, let's move on."



Isn't this what we are looking for out of Social Media?



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

How do you define Social Media?



Defining Social Media



“You have to learn the rules of the game. And then you have to play better than anyone else.”

- Albert Einstein

Social Media is often described as...

“...an online cocktail party.”

“...a collegiate pastime.”

“...narcissism gone wild.”

“...a colossal waste of time.”



Social Media can also be described as...

“...a game-changer for business growth and profitability.”

“...an equalizer for the little guy.”

How DemingHill Defines Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

DemingHill's Definition of Social Media

Social Media is a Tool that enables two way dialogue between parties. Social Media:

- A new frontier
- New way of interacting
- New skill sets & knowledge
- New strategies & tactics

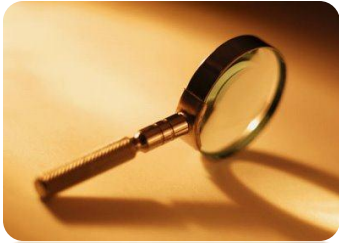


Social Media provides YOU the OPPORTUNITY to have the right conversation, with the right person at the right time!

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My Goal for You Today



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

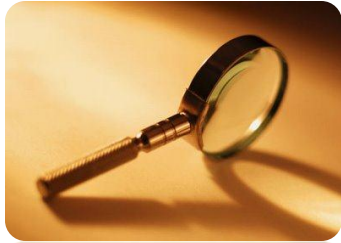
- Napoleon Hill

My Goal is to Help You Understand the REAL Opportunity Social Media Provides...



... and to Share Several Tools to Help You Realize These Opportunities Immediately!

The Business Case for Social Media for Speakers



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Social Media for Speakers: Objectives

- Growing your business & increasing revenues
- More paid speaking gigs
- More book sales & business opportunities
- Increasing perceived Thought Leadership status
- Creating Inbound leads from your Target Market
- Accelerating the purchase cycle
- Creating digital automated marketing funnels
- Increasing Brand Awareness
- Maintaining “Top of Mind” awareness with Target Market
- And much more...

Learning Objectives



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Three Learning Objectives:

1. Create an Integrated Social Media foundation
2. Outline a Social Media Strategic Plan
3. How to measure your Social Media ROI



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Social Media Foundation



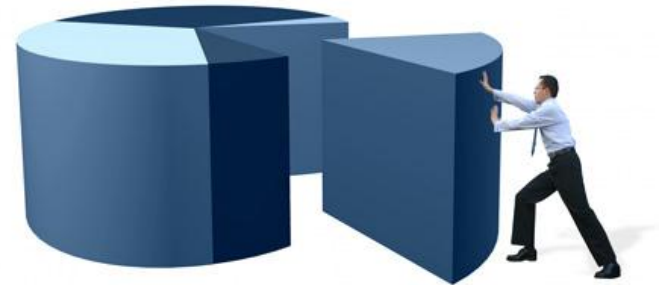
“The roadmap to victory is to get your base behind you solidly.”

- Michael Meehan

What is an “Integrated Social Media Foundation?”

Social Media Foundation:

1. Website
2. Blog
3. Facebook
4. LinkedIn
5. Twitter
6. YouTube
7. Online Community
8. Niche Focused Social Network



Integration:

“The act of combining into an integral whole.” How all the foundation pieces fit and work together for the benefit of your business objectives.



“The roadmap to victory is to get your base behind you solidly.”

- Michael Meehan

Why Is an Integrated Social Media Foundation Important?

- Increases perceived Thought Leadership status
- Accelerating the purchase cycle
- Creating digital automated marketing funnels: inbound leads
- Increasing Brand Awareness
- Maintaining “Top of Mind” awareness with Target Market
- The ability to build a “Tribe” or “Community”
- Getting Found

Trend of Business:

Future of business will evolve around hyper-niched communities online. Those who own communities, own the toll booth on the Information Highway.



“The roadmap to victory is to get your base behind you solidly.”

- Michael Meehan

Components of an Integrated Social Media Foundation:

1. [Social Media Strategy Plan](#)
2. Target Market Keywords List
3. Product & Purchase Path Defined
4. [Editorial Calendar](#)
5. Content – Videos, Articles, Blogs, Books, etc.
6. Campaign Strategy for attracting Target Market
7. Management, Monitoring and Metrics



“The roadmap to victory is to get your base behind you solidly.”

- Michael Meehan

Integrated Social Media Foundation: Simple Steps & Key Takeaways:

1. Own your presence & brand name
2. Optimize your LinkedIn presence
3. Message In-sync w/ top social sites & website
4. Get your best video on YouTube & integrate
5. Create communication strategy w/ Editorial Calendar
6. Know your resources – Time, Money, People
7. Use interns or virtual assistants for tasks
8. Take focused time to plan strategy

Visual of the Social Media Foundation: Social Media Ecosystem

Social Presence & Brand Acquisition—Optimization of 400+ Social Platforms



POS Widget | Application



Establish

Trust & Credibility

Eliminate Risk

New Client

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Audience Question



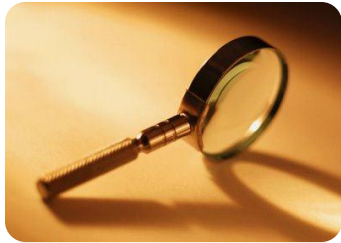
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Where do you stand with your Integrated Social Foundation?

1. I am fully Integrated
2. My sites are up, but not Integrated
3. I'm set up on some, but need work overall
4. Haven't started, but excited to get going
5. Haven't started, not interested in SM

Audience Questions



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Using Social Media

- Would you rather be contacted directly vs. spend your time on cold calls?
- Would you rather have meeting planners ready to hire you instead of having to convince them over several calls why you are the person they should hire?

Then we need a Social Media Strategic Plan!

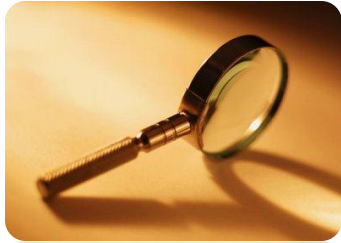


Otherwise ...

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Social Media Strategic Plan



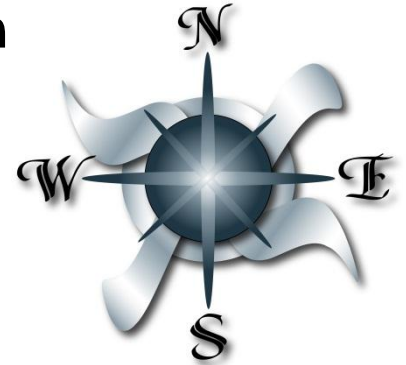
“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

What is a Social Media Strategic Plan

It is your...

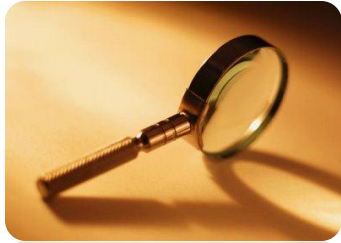
- Business Case
- Reason for Using Social Media
- Roadmap to Revenue
- Compass: Leading to Your Objectives
- Time Saving Instrument



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Social Media Strategic Plan



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Social Media Strategic Plan Outline

The SM Strategic Plan Worksheet

- General Business Questions

Discovery

- Identify Risks
- Identify Opportunities

The Business Case & Strategic Plan

- The Need | Problem
- Objective with Social Media
- Strategic Overview
- Goals | Objectives | ROI
- Procedures | Scope of Work
- Key Personnel
- Time Table
- Budget



Social Media Strategic Plan



“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Why is a Social Media Strategic Plan Important?

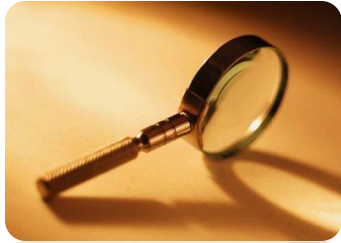
Not doing it, leads to the ...



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Audience Question



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- Napoleon Hill

How much time do you spend on Social Media weekly?

- More than 20 hrs per week
- 10 to 20 hrs per week
- 5 to 9 hrs per week
- 1 to 4 hrs per week
- Less than 1 hr per week





“Create a definite plan for carrying out your desire and begin at once, whether you’re ready or not to put this plan into action.”

- Napoleon Hill

Simple Steps & Key Takeaways:



1. Clearly define your Business Goals & Objectives
2. Clearly define your Target Market/s
3. Identify the Opportunity {How Large is Your Market}
4. Where is your Market Online?
5. Create your Strategic Plan

Remember we are always creating:

1. Trust
2. Credibility &
3. Eliminating Risk

The Business Case for Social Media: Solutions



“An investment in knowledge always pays the best interest.”

- Benjamin Franklin

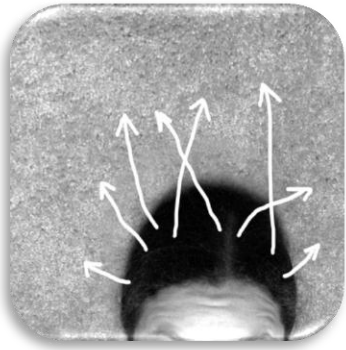
What’s Needed is: Processes, Systems & Scalability



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The Business Case for Social Media



“Any intelligent fool can make things bigger and more complex... It takes a touch of genius - and a lot of courage to move in the opposite direction.”

- Albert Einstein

Social Media: The Solution



Social media offers a faster, cheaper, more targeted, relationship oriented, and more efficient & effective ways to reach target markets, close sales, and generate revenue. Doing more with less.



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Framing Social Media ROI: Context

Most people, companies, brands do social media with their...



... when it comes to measuring ROI with Social Media.

Social Media Measurement



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Why?



... Measure Impressions

Measure Stats & Conversion...



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Social Media Measurement



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Thus the reason Social Media ROI is so Unclear...

... it depends on who you are talking to.



Social Media Measurement



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

To understand Social Media ROI, we must blend both worlds, PR & Direct Marketing to create Successful Social Media ROI metrics.

- Online & Social Impressions
- Direct & Indirect Influence
 - Connections, Members, Followers, etc.
- Campaign Response Rates
- Sales from Social Media
- Inquiries from Communities
- Database Opt-Ins
- Blog/Website Traffic Increase
- Pre-Qualified Inquiries
- Monthly Pipeline Increase





"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Expectations, Results & Testing

Use metrics to...

- Improve conversions & business model
- Measure the growth of networks
- Measure Influence
- Track ROI
- Tweak offers
- Test theories & campaigns
- What to stop doing



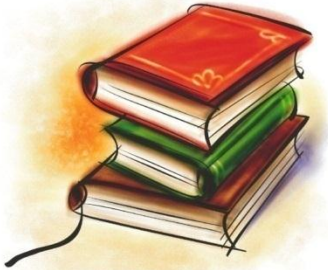
"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

Social Media ROI Key Takeaways:

1. If conversions are bad, it's not Social Media's fault
2. Social Media doesn't make Bad business models Good
3. Use Social Media Measurement to improve Business Model
4. Correlate Impressions to Increased Sales Volume
5. Use to Measure your Relevance to the Market

Social Media will provide the right conversations with the right people; your business model & sales process will determine your ROI, not Social Media.



“Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain.”

-

Napoleon Hill

What did we learn?

- Integrated Social Media Foundation?
 - Editorial Calendar
- Social Media Strategic Plan
 - SM Strategic Plan Doc
- Social Media ROI & Measurement
 - Social Media ROI Metrics Outline

Bonus with Completed Evaluation

- Product & Purchase Path Worksheet

DemingHill Contact Info



*"If you can't describe
what you do as a
process, then you
don't know what you
are doing."*

– W. Edwards Deming

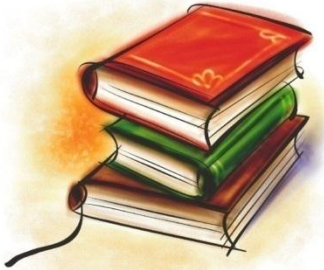
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DemingHill Results



“Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain.”

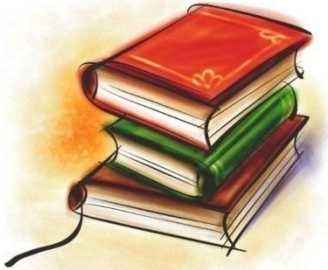
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Napoleon Hill

Members of our DemingHill team have:

- ✓ Generated over \$30 Million in revenue for a B2B company through Twitter & LinkedIn
- ✓ Run the largest LinkedIn Strategies community and taught over 30,000 LinkedIn members
- ✓ Attracted over 39 Million views and over 400,000 subscribers on YouTube
- ✓ Amassed over 1,000,000 Facebook followers
- ✓ Managed the launch of the most successful online community (per Ad Age), with over 1.5 Million monthly visits for a Fortune 100 company



DemingHill Experience



"Somewhere in your make-up there lies sleeping, the seed of achievement which, if aroused and put into action, would carry you to heights, such as you may never have hoped to attain."

-
Napoleon Hill

DemingHill is a consortium of the leading authorities in each of the premier social media platforms, providing enterprise-wide, business-class social media solutions for industry-leading organizations. Our experienced team has consulted with Fortune 500 companies, INC 500 companies, small and mid-sized businesses, as well as prominent leaders, authors, and speakers. A sample includes:

- ✓ The J.M. Smucker Company
- ✓ Ohio University
- ✓ The National Sports Forum
- ✓ Leading Speakers, Authors, Internet Marketers Consultants & Trainers, such as:

Yanik Silver, John Assaraf, Marci Shimoff, Shep Hyken, Tom Searcy, Ruby Newell-Legner, Michael Gerber and many more!



How DemingHill Defines Social Media



"You have to learn the rules of the game. And then you have to play better than anyone else."

- Albert Einstein

The Four Pillars of Social Media are:

Social Publishing

- ✓ Websites
- ✓ Blogs - Wordpress
- ✓ Press Releases
- ✓ Video Sites - YouTube
- ✓ Podcasting Sites – iTunes
- ✓ Article Sites – Ezine.com

Social Engagement

- ✓ Mobile
- ✓ Email
- ✓ Instant Messenger
- ✓ Message Boards
- ✓ Games

Social & Professional Networks

- ✓ LinkedIn
- ✓ Facebook
- ✓ Twitter
- ✓ MySpace

Social Voting & Sharing

- ✓ Digg
- ✓ Flickr
- ✓ Wikis

The Business Case for Social Media: Why Should You Care?



“The roadmap to victory is to get your base behind you solidly.”

- Michael Meehan

Social Media: Core Finding

Engagement Correlates To Financial Performance

“... we also looked at the financial performance of the brands, grouping the companies with the greatest depth and breadth into a group called “Social Media Mavens”. These Mavens *on average* grew 18% in revenues over the last 12 months, compared to the least engaged companies who *on average* saw a decline of 6% in revenue during the same period. The same holds true for two other financial metrics, gross margin and net profit.

Note that we are not claiming a causal relationship — but there is clearly a correlation and connection.”