

Use the Internet to Win and Retain Customer Love

**Social media and
mobile marketing**

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Our Attention is Shifting (1)

What the world loves now

- Trading away paper newspapers
- Trading away printed books
 - Q1 ebook sales up 28% over 2011
- Trading away bars and nightclubs
 - 1 in 5 committed couples meet online!
- Youtube is 2nd largest search engine
 - Kids PREFER amateur over pro
 - ABC, NBC, CBS since 1949 = 16 days of uploads
 - Youtube gets 4 billion daily page views - Reuters

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Our Attention is Shifting (2)

What the world loves now

- Podcasts for owners of MP3 players
 - Info on the go
 - More convenient than books on tape. Errr ... CD.
- Webinar – based training
 - Ready to run your first online seminar in 20 minutes
 - www.meetingburner.com up to 10 meet for free ... forever

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Our Attention is Shifting (3)

What the world loves now

- Social Networks are key destinations
 - Youtube is one
 - Photo sharing such as www.flickr.com
 - 1/7 of the world's population is on Facebook
 - Twitter is more than halfway there
 - Blogging communities such as www.tumblr.com
 - Social bookmarking such as www.reddit.com and www.stumbleupon.com
 - Jukebox sites such as www.blip.fm
 - Pinboarding site(s?) as in www.pinterest.com
 - Live streaming video as in www.ustream.tv
 - One of the oldest Social Media types: Blogs

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Our Attention is Shifting (4)

What the world loves now

- eBook explosion
 - Dedicated readers are inexpensive ... and powerful
 - eBooks cost ½ even one-tenth of print books
 - In seconds you can acquire a book to read – even in China
 - ANYONE can create an ebook
 - Tens of thousands of free books - classics
- eBooks are training wheels for new media

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Our Attention is Shifting (5)

What the world loves now

- Digital magazines finally taking hold
 - iPad sold 100 million units in 2 years!
 - Digital mags are rich media
 - Available wherever you are
 - Low, low price (~\$2 per issue)
 - Low, low cost (\$2 to \$3 K in tech to start)
- Print magazine is “broken”

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Our Attention is Shifting (6)

What the world loves now

- And, of course, all answers start with Google

**Brick-and-mortar & service
businesses need to be there!**

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How are you doing? ...Vying for Google love

- Are you on page 1 and for what words?
- Do you recognize the top 10?
- Don't be fooled: personal versus global
- Do you do better with localized search?
- Claim your Google Local listing
 - Do you monitor it?
 - Dress it up!
 - Link it to your web presence
- Google your company name
 - How many pages? 10? 100? 1,000? More?

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A Big Footprint = More Love

Components of a winning footprint

- Tactic 1: Make sure people can find you online!
- Tactic 2: Identify an online niche you can win
- Tactic 3: “Stalk” players in your niche
- Tactic 4: CONNECT WITH SAMPTICO people online
- Tactic 5: Blog with FOCUS
- Tactic 6: Grow authority through multiple platforms
- Tactic 7: Engage then organize players in your niche
- Tactic 8: Tune for local dominance

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1: If they don't find you they can't love you

Create a profile somewhere

- Google+ <http://plus.google.com>
 - Use your own name
 - Fill in the profile
 - Add a photo of you
 - Don't fill in information you don't want to share
 - Be descriptive
- Twitter <http://www.twitter.com>
 - Match info in your Google+ profile where possible
- Pinterest <http://www.pinterest.com>
 - It's really easy to "get"

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2: What's Your Niche?

For what should people love you? (What to Google?)

- Test with Google Adwords Tool
 - What words should lead to you?
 - Of course, your name should, but who's looking for it?
 - Does anyone use those words on Twitter?
 - How many web sites use those words?
 - How many searches use those words?
 - Global focus: many searches with few web pages
 - Local focus: biggest honking traffic you can find

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3: Stalk Niche Players

(It's not creepy if you're in love)

- Twitter as a social networking microcosm
- Basics – tweet, retweet, mention, message
- Searches (with those phrases)
- Hash tags – twibes.com
- Find and peruse Twitter chats
(www.tweetchat.com)
 - #gardenchat, #seedchat, #treechat, #toolchat,
#spicechat, #herbchat

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4: When you're comfy

You've stalked them; now "friend" them on Twitter

- Follow people on Twitter
 - They'll probably follow you back (it's how love works, right?)
 - If someone follows you, examine their profile & stream
 - Say "hello" if they don't follow in a few days
 - Comment when you can
 - Retweet to build friendships
 - Use hash tags to reach beyond your followers
 - Join in "chats"
 - Schedule tweets to maintain visibility
- Tweet me: www.twitter.com/cityslipper

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5: BLOG! (1)

Even a modest effort is useful

- Foundation of your business's online footprint
- Use old work to build quickly
- Add key phrases “naturally” when you can
- Invite interaction; no one loves a dictator
- Blog about the industry, be selfless in love
- Blog about your customers
- Celebrate your community

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5: BLOG! (2)

Even a modest effort is useful

- Create an “About Us” page
- Create a “Contact Us” page WITH phone #
- Tweet links to your blog posts ...
- ... don't be stingy Tweet about others' posts as well
- Identify your authors; verify them through Google+

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6: Love on Multiple Platforms (1)

Participate profusely (promiscuously?)

- Twitter
- Google+
- Facebook (not because it's loveable)
 - Pages – Use Facebook as page
 - Groups
 - The Reach Illusion
 - You DON'T OWN your stuff on Facebook

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6: Work Multiple Platforms (2)

Participate profusely (promiscuously?)

- Blog – maybe more than one
- Pinterest
- Flickr
- Youtube
- Reddit – Adults, especially in academia
- Tumblr - Kids

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7: Engage then Organize

players in your niche

- **Promote others** (but get to know them first)
- **Ask their help in promoting them**
 - Giveaways
 - Guest posts (ask them to guest)
 - Answering your readers' questions
 - Participating in podcasts, webinars, videos
- **Participate in existing groups & events**
- **Start your own groups & events ...**
 - ... and ask for their help
 - Organize "tours"

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8: Tune for Local Love

let the Internet know where you are

- Use area location names
 - Towns, Cities, Counties, Landmarks, Parks
 - Don't merely list; write names into your work
- Write about area events
- Comment on local news (if appropriate)
- Monitor listings on consumer sites
 - Google Local
 - Yelp
 - Citysearch
 - Yahoo Local
 - epinions

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Overarching Principles

With a Nod to the Bad Stuff

- **EVERYTHING** you put on the Internet is **PUBLIC**
 - Blog posts
 - Tweets (not even copyrightable)
 - Facebook profile stuff
 - **EVEN** eMails!
- **Be TRANSPARENT**
- **Be Helpful**
- **Be Nice**
- **Be personal; business personal**
 - But don't be afraid to make friends
 - Social media is the greatest friend-finder

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Don't be a Jerk

Could you love someone like this?

- They go on and on about themselves - trad marketing fails on social media
- They never play the games you want to – are they even noticing you?
- They initiate a relationship by offering a chance for you to promote them – “I have this great design method you’ll want to tell your readers about.”
- They never introduce you to their friends – are they secretly ashamed of you?
- They never even ask how you’re doing

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Getting Personal

- Social Marketing Promotions
 - Promote social presence in traditional collateral
 - Incentives to get people's friends to sign up
 - Enter for a drawing by posting links to a page or post
 - Discount or giveaway to anyone who mentions the post
 - Post snapshots of clients and clients' projects
 - Run contests – most votes win, judged, random drawings
 - Post surveys
 - Giveaway to someone when you reach X subscribers

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The Mobile Internet Is Here Now, Be Afraid

- What's the biggest data network in the world?
- Mobile data traffic up 5,000% in 3 years
- Amazon topped \$2 billion in 2011 mobile sales
- About 50% of web access in US is via mobile
- HELP THEM in your place of business
 - Open wi-fi, no nuisance screen
 - QR Codes to YOUR STUFF
 - In-store mobile discounts

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Components of Mobile Marketing

Smart Phones

- Texting with short codes
- Onboard cameras (reward for uploads)
- Foursquare (own your location)
- Can you think of an app?
- QR codes
- Accept credit cards wherever
- BUILD A LIST! 95% open texts!
- Get permission to text offers

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