

Lead Generation with Social Media

Department of Success

Definitions

- ✦ Web 2.0: Users generate content
- ✦ Social Networking Sites: Network among members
- ✦ Social Media Marketing
 - ✦ Using social networking sites to connect with customers and develop relationships
 - ✦ **NOT** spamming, begging for fans/testimonials

Role of Social Media

- ✦ Same high-level purpose as (normal) networking
 - ✦ Meet people & expand your warm market
 - ✦ Stay in touch with friends, colleagues
 - ✦ Communicate easier across distance
- ✦ Build/network **online** as you would **offline**

Primary vehicles/sites

- ✦ Address books: Plaxo, LinkedIn
- ✦ General communities: Facebook, MySpace, Twitter
- ✦ Blogs (topic/author/business-specific)
- ✦ Numerous more specialized communities
 - ✦ Wikipedia.org: [List_of_social_networking_websites](#)
 - ✦ Create your own! www.ning.com

General process

- ✦ Make friends, live life, join groups
- ✦ Have conversations; do not regurgitate/beg/spam
- ✦ F.O.R.M.
- ✦ Meet, talk, contribute, identify need, invite (private)
- ✦ Private invitations made to view web site, review literature, have phone call, ***follow up!***

Leading a tribe

- ✦ Offer value, not pitches
- ✦ Build online profile: Facebook, blog(s)
- ✦ Provide content which has meaning, solves problems
- ✦ Focus on **quality** of followers, not quantity

Twitter basics

- ✦ 140-character “micro-blog”
- ✦ Link to blogs/newsletters of interest
- ✦ Shorten URLs (is.gd, bit.ly, etc.)
- ✦ Use twitpic.com for pictures
- ✦ RT @username <cool tweet> := “re-tweet” to avoid plagiarism
- ✦ Tools: Tweetdeck, Tweetie, Twitterific

References

- ✦ Randy Gage's Twitter Manifesto Remix
 - ✦ <http://www.randygage.com/blog/the-twitter-manifesto-remix#more-452>
- ✦ Twitter Tips
 - ✦ <http://prevential.com/twitter-tips/>