



Social Media from Scratch

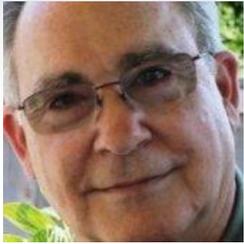
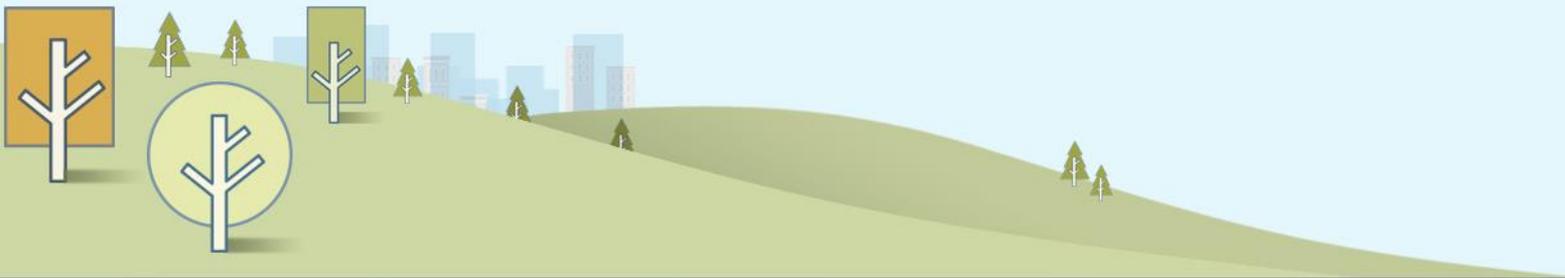


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"I found this coupon online.
It entitles me to a 25% improvement on my grade."

You are about to hear an educational presentation with a very special [Constant Contact](#) offer at the end.



Rick Hogan

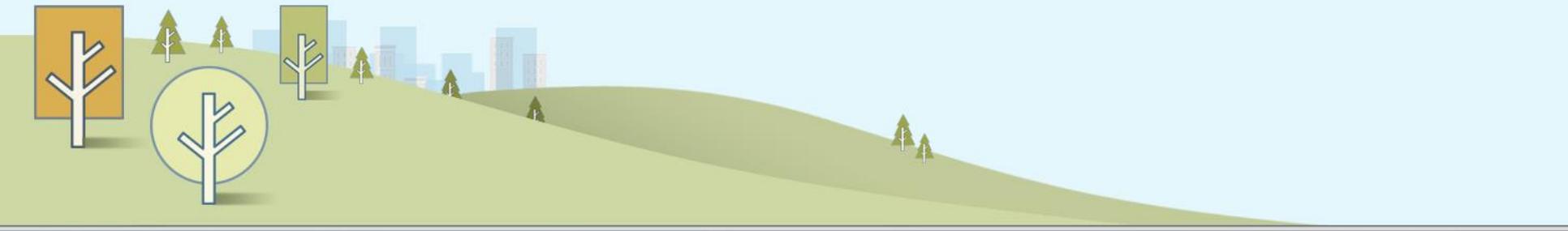
Hogan Multimedia

- Social Media & Email Marketing Mentor
- Retired Management & Marketing Professor
- Constant Contact Authorized Local Expert





- Founded 1998
- Largest email marketing company
- 670,000 customers worldwide
- Publicly traded (NASDAQ: CTCT)



National Partners with Constant Contact



FREE Business Assistance

Getting Started...

Don't use these email addresses for business!

- info@gmail.com (hotmail, etc)
- admin@gmail.com
- sales@gmail.com
- yourbusiness@gmail.com



Getting Started...

Don't send emails via third party providers if you are using a **“from” Gmail** address!

Google won't send them!

Buy a business email address!



What Is Social Media?



Any social or commercial
communication via the internet.

What Is Social Media?

It's **EVERYWHERE!**



What Is Social Media?

For-Profit

Government



Non-Profit

Education

What Is Social Media?

It's **CONFUSING!**



What Is Social Media?



What Is Social Media?

- **Websites**



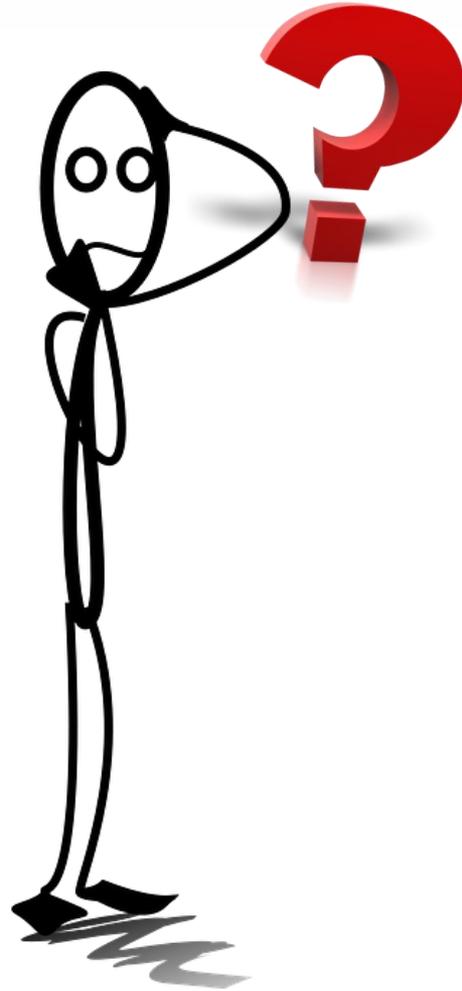
- **Social Media Sites
(Platforms, Channels)**



What Is Social Media?

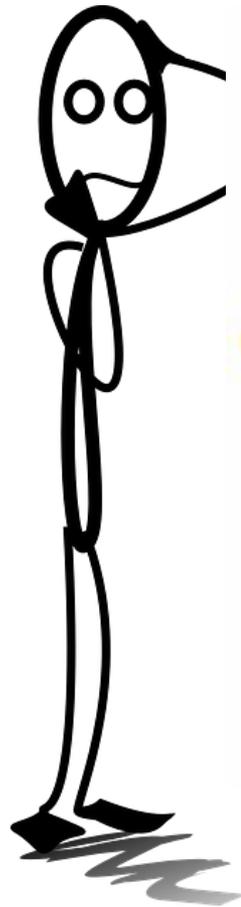


Where Do I Begin?



Start with a Plan

- Business Plan
 - Operational Plan
 - Financial Plan
 - Marketing Plan
 - **Social Media Plan!**



Choose a Web Host

Examples:

- [GoDaddy.com](https://www.GoDaddy.com)
- [BlueHost.com](https://www.BlueHost.com)
- [Hostgator.com](https://www.Hostgator.com)



Choose a Web Host



U.S. Based!

Buy a Domain Name



Buy a Domain Name

- Choose a DOMAIN name
- Prepare alternate names
- Check availability
- Buy from hosting company



Buy a Domain Name

- .com
- .net
- .org
- .edu
- .gov

Who
Owns
Your
Domain?



Buy a Domain Name

Be Aware of “PROMOS”

- Initial Term (1 yr; 2 yrs, etc.)
- Regular Price (\$15-\$25/mo)
- Free Websites



Buy a Domain Name

Three Roles:

- Registrar
- Administrator
- Technical Contact



Buy a Domain Name

The Registrar

- **Owns** Your Domain Name
- **Can Sell** Your Domain
- **Can Sell** Your Domain to **YOU!**



My Story...

GetYourWordOut.com

\$9.88 1st Year

Did not renew

I decided to buy it back

Domain Broker bought it
\$-?

FOR SALE:

\$2188



My Story...



GetYourWordOut.net
\$9.88 - 1st Year

GetYourWordOut.org
\$9.88 - 1st Year

GetYourWordOutNow.com
GetYourWordOutNow.net

Create a Website

- Build a Website
 - **DIY** (*not recommended*)
 - **Outsource**



WIX

weebly

web.com™

WordPress

Create a Website



.com .org

The BEST! It's FREE!

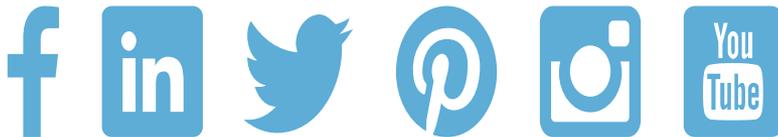


Open Social Media Accounts

- Make a Plan
- Be Selective
- Link to Website



Where are you today?



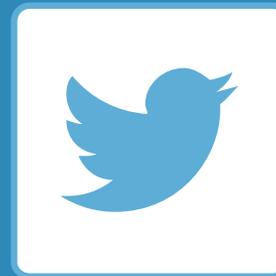
The Top Social Media Networks



Facebook



LinkedIn



Twitter



Pinterest



Instagram



Google+

Q: What is the **#1 app** on cell phones?

A: Email

More than half of all emails are opened on a mobile device

More people own a cell phone than own a toothbrush!



Make it look like you

- Be consistent
- Use images
- Use consistent language

Email



Website





Comprehensive Data. Trackable Links.

Email Statistics

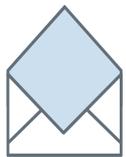
[See All Email Reports](#)

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
427	14.5% (62)	1	2.8% (12)	38.4% (140)	37.9% (53)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://www.homeaway.com/vacation-rental/p317159#calendar-bar	27	42.9%
http://www.lakebrownwoodrental.com/11.html	18	28.6%
http://www.lakebrownwoodrental.com/13.html	6	9.5%
http://www.lakebrownwoodrental.com/index.html	12	19.0%
Total Click-throughs	63	100%

It doesn't matter where you are today,
you have to pay attention to
digital marketing trends.



Open Social Media Accounts

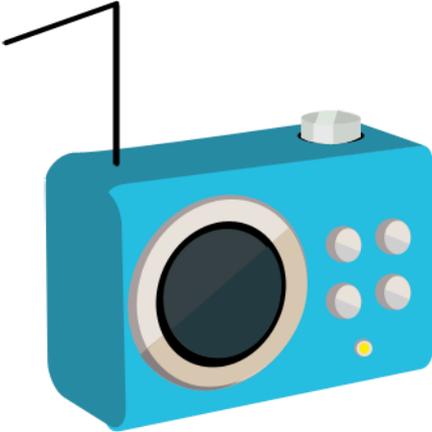
The **PRIMARY**
OBJECTIVE of
Social Media is to
DRIVE TRAFFIC to
YOUR WEBSITE!



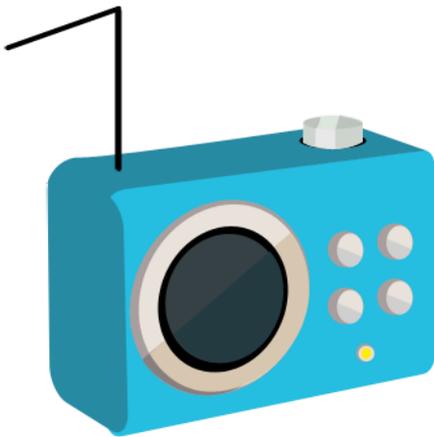
Things to Think About...



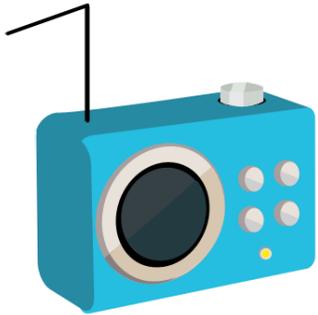
How do you advertise your business?



What do these have in common?



What do these have in common?



What do *these* have in common?



What do *these* have in common?



Fast

**Less
Expensive**

Targeted



Where is *your* target market?



Social Media can deliver rich content to your target market with far less expense – *faster!*

More Things to Think About...





Keywords & Meta Tags

Top Keywords





Google™



New BUZZ Words

- *Reach*
- Engagement
- Content
- Relevant Content
- Mobile Friendly



New BUZZ Words

Reach

The audience to whom your posts are delivered

- *All* of your “Likes” will not see *all* of your posts
- Facebook *controls* delivery
- Based on “*content relevance*”
- “Organic” Reach vs. “Paid Search”



New BUZZ Words

- Reach
- ***Engagement***
- Relevant Content
- Conversions
- Mobile Friendly



New BUZZ Words

Engagement

Interactions with website links or FB posts

- Links to/from websites
- Facebook “likes”, comments, shares



New BUZZ Words

- Reach
- Engagement
- ***Relevant Content***
- Conversions
- Mobile Friendly



New BUZZ Words

Relevant Content

What you say in posts and on your website

- Must be *relevant* to reader
- *Inform* – make it interesting, appealing or valuable
- *Don't oversell* – FB might remove your post!
- *The 80% / 20% "Rule"*



New BUZZ Words

- Reach
- Engagement
- Relevant Content
- ***Conversions***
- Mobile Friendly



New BUZZ Words

Conversions

Result of Call-to-Action

- Doesn't have to be a SALE
- Capturing an email address
- Registering for a webinar
- Setting an appointment
- Subscribing to a newsletter
- Signing up for a free trial



New BUZZ Words

- Reach
- Engagement
- Content
- Relevant Content
- ***Mobile Friendly***



New BUZZ Words

Mobile Friendly

Seriously Impacts Google Page Rank

- Websites **must** be “responsive”
 - Viewable on PC, tablets, mobiles
- Verify “mobile friendly” on Google



Mobile-Friendly

google mobile friendly test

Web

Images

Videos

Maps

News

Explore

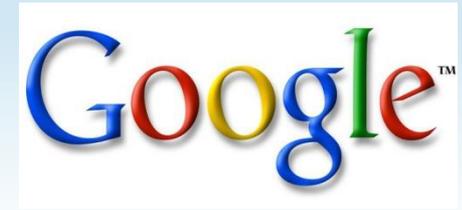
5,900,000 RESULTS

Any time ▾

Mobile-Friendly Test - Google

<https://www.google.com/webmasters/tools/mobile-friendly> ▾

This **test** will analyze a URL and report if the page has a **mobile-friendly** design. Learn more about the **mobile-friendly** criteria and how it may affect **Google's** search ...



Mobile-Friendly

 Google Developers

Mobile Guide

Get Started

Documentation ▾

Mobile-Friendly Test

Mobile-Friendly Test 

ANALYZE

Awesome! This page is mobile-friendly.



New BUZZ Words

[News Feed FYI: Reducing Overly Promotional Page Posts in News Feed](#)

[An Update to News Feed: What it Means for Businesses](#)

More Things to Think About...





Why use social media? | Top 5 social networks |

What do I say? | Get started today

What do I say?

Get likes, shares, comments

Entertain, invite conversation, ask questions, images & video

Be useful & informative

Industry info, hints + tips, curate content

About your business

Calls to action, not “buy now”

50%

30%

20%



Why use social media? | Top 5 social networks |
What do I say? | **Where Should I Start?**



Take My Next Class!

Seminars | Webinars



National Partners with Constant Contact



FREE Business Assistance



Rick Hogan
Hogan Multimedia
(253) 444-5494

Text...
HOGANMM
to
42828

Constant Contact
FREE 60-DAY TRIAL

