

How to Use Social Media to Understand Your Customers and Serve them Better

PLANET GIC – Louisville, KY

Jeff Korhan – speaker@jeffkorhan.com – Oct 26, 2012



*How to Use Social Media
To Understand Your Customers and
Serve them Better*

Presented by Jeff Korhan
October 26, 2012

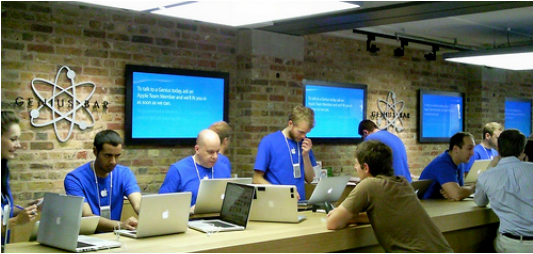


PLANET 2012
Professional Landcare Network

GREEN INDUSTRY CONFERENCE
October 24-26, 2012 | Louisville, KY

@jeffkorhan on Twitter

Design Your Business Around Customers



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Search

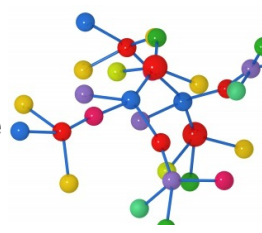
Drives the Web
(problems looking for solutions)

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Social Graphs

1. Your Profile
2. Your Connections
3. Everything You Share
(social objects)



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Your LinkedIn Social Graph



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The Network Effect

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 11,555,700+ professionals — here's how your network breaks down:

1	Your Connections Your trusted friends and colleagues	866
2	Two degrees away Friends of friends; each connected to one of your connections	348,400+
3	Three degrees away Reach these users through a friend and one of their friends	11,206,400+
Total users you can contact through an Introduction		11,555,700+

33,620 new people in your network since June 25

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Communities are the New Markets

Help Them Do More ...



of what THEY Want to Do

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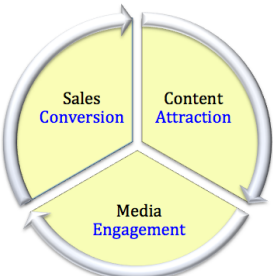
Content

Drives Search

(be the business with relevant answers)

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Social Marketing Platform



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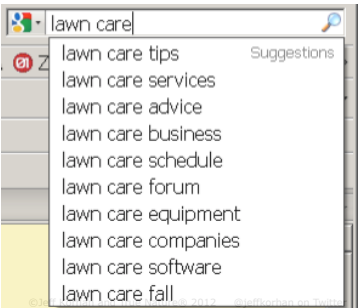
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Monitor Your Communities



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Be a Valued Resource

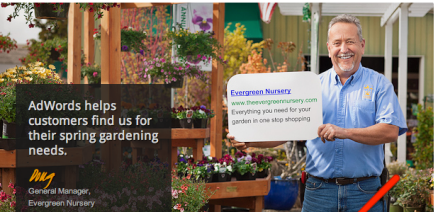


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AdWords

Advertise your business on Google

No matter what your budget, you can display your ads on Google and our advertising network. Pay only if people click your ads.



AdWords helps customers find us for their spring gardening needs.

Evergreen Nurseries
www.evergreennurseries.com
Everything you need for your garden in one stop shopping!

General Manager, Evergreen Nursery

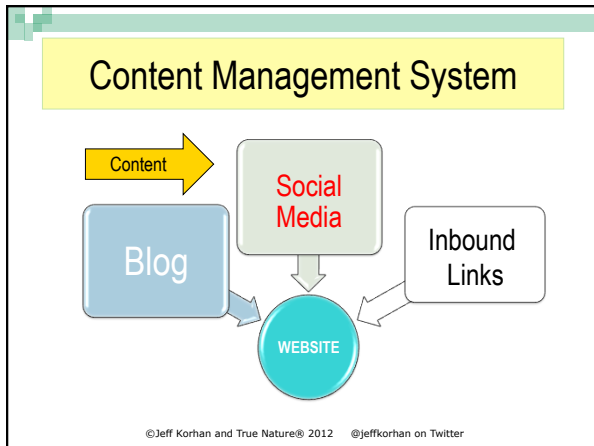
How it works

Reach more customers

You create your ads and choose keywords, which are words or phrases related to your business. [Get keyword ideas](#)

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Bloggging is Storytelling with a Purpose

- ✓ Authority
- ✓ Resource
- ✓ SEO

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Optimize Your Business Channel

1. Organized Information
2. Up-to-Date Information
3. Relevant Information

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3 Business Channels to Master
Why and How
-- and One Mega-Trend
to prepare for


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The Most Active Site on the Web



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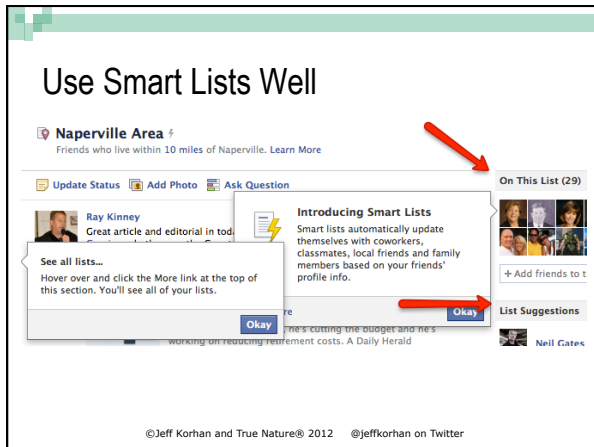
Facebook is a Filtered Experience

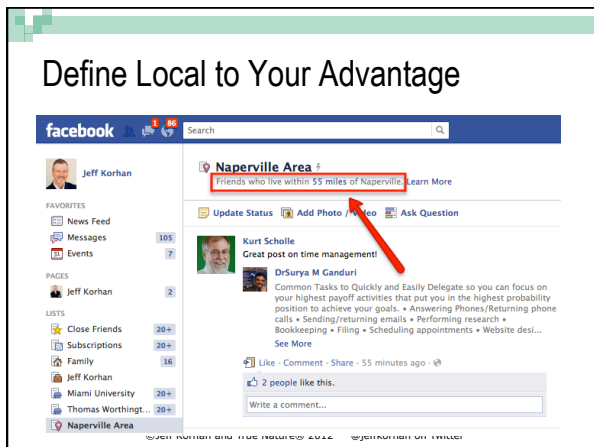


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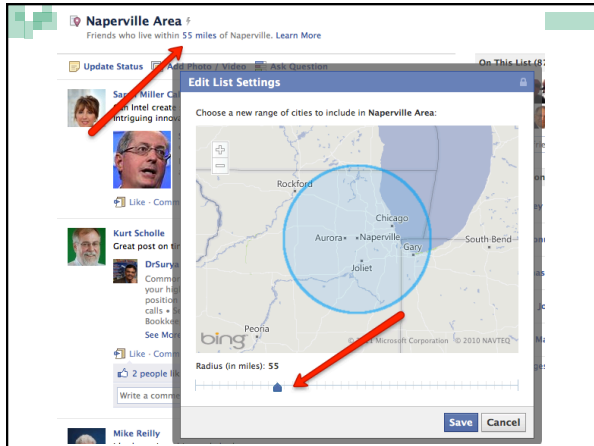
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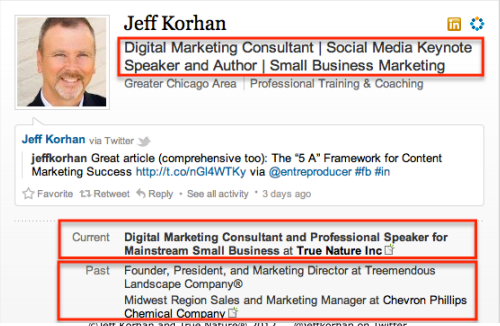
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The Network for Business Professionals



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Use Keywords for LinkedIn Search



Jeff Korhan
Digital Marketing Consultant | Social Media Keynote Speaker and Author | Small Business Marketing
Greater Chicago Area | Professional Training & Coaching

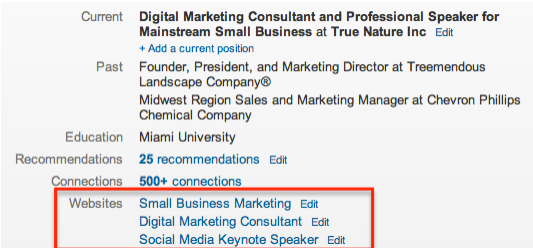
jeffkorhan Great article (comprehensive too): The "5 A" Framework for Content Marketing Success <http://t.co/nG4WTKy> via @entrepreneur #fb #in

Current **Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc**

Past Founder, President, and Marketing Director at Tremendous Landscape Company®
Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company

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Use Anchor Text for Google Search



Current **Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc** [Edit](#)
[+ Add a current position](#)

Past Founder, President, and Marketing Director at Tremendous Landscape Company®
Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company

Education Miami University

Recommendations **25** recommendations [Edit](#)

Connections **500+** connections

Websites [Small Business Marketing](#) [Edit](#)
[Digital Marketing Consultant](#) [Edit](#)
[Social Media Keynote Speaker](#) [Edit](#)

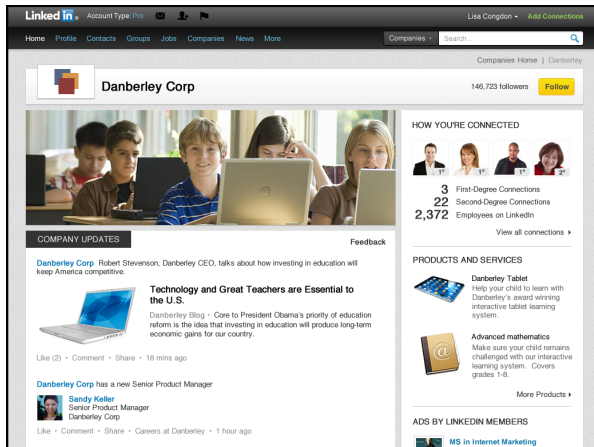
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Skills and Expertise

- 11 Public Speaking
- 6 Social Media Marketing
- 6 Small Business
- 3 Green Industry
- 3 Motivational Speaking
- 2 Digital Marketing
- 2 Blogging

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The screenshot shows the LinkedIn profile for Danberley Corp. The header includes the company name, logo, and a 'Follow' button. Below this is a banner image of students in a classroom. The 'HOW YOU'RE CONNECTED' section shows 3 first-degree connections, 22 second-degree connections, and 2,372 employees on LinkedIn. The 'COMPANY UPDATES' section features a post from Robert Stevenson, CEO, discussing education investment, and a post from Sandy Keller, Senior Product Manager, announcing a new hire. The 'PRODUCTS AND SERVICES' section highlights 'Danberley Tablet' and 'Advanced mathematics' software. The footer shows 'ADS BY LINKEDIN MEMBERS' with an ad for 'MS in Internet Marketing'.

The Most Powerful Site for Business Marketers

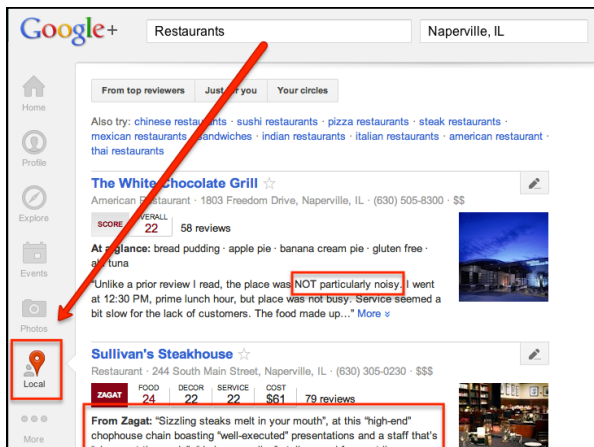


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Listen to Your Customers

Jeff Korhan's places

1 review

Also try: chinese restaurants · sushi restaurants · steak restaurants · mexican restaurants · pizza restaurants · ice cream · american restaurant · indian restaurants · sandwiches · sporting goods stores

Bill Jacobs Volkswagen ☆
Used Car Dealer · 2211 Aurora Avenue, Naperville, IL · (630) 848-6600

OVERALL SCORE **21** 42 reviews

Jeff Korhan reviewed a month ago
Quality 3 / 3 Appeal 3 / 3 Service 3 / 3 - My top priority was finding the VW that was right for me without investing a great deal of time. Ed was responsive via phone, text, and email. He respected my time, helped me find the right car, and worked out a nice deal. What more can you ask for?

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Floral Friday

Join the discussion about "#FloralFriday"

TRENDING ON GOOGLE+

- #007Friday
- #FloralFriday
- Big Bird
- Cris Brown
- #TGIF
- #SteveJobs
- James Bond
- Milky Way
- #FidoFriday
- #FirstFridayArtWalk

Best of Most recent

smileOnester 8:58 AM · Public


Kalissaandra Moran originally shared this post
A sunny yellow flower shading it's self.

It's cold, snowy, grey day here in Wyoming. Hear it's the same back home in Colorado. So here's a lil' ray of sunshine for everyone!

#floralFriday +FloralFriday Curated by: +Tamara Prossner

#colorsonFriday +ColorsOnFriday Curated by: +E.E. Giorg, +Gilmair Smith

#photography #floralphotography #flowerphotography #naturephotography #isforyellow #resortcallsations #wyomingphotographers



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October 2012 19
Jeff Korhan


Engagement Opportunities

- Mari Smith mentioned you in "Built In Social Business Expectations <http://t.co/OTUPH7Pe> via @jeffkorhan [Great read]"
71 Influential about Social media, Marketing, Small business, Facebook Social marketing
- Olga Schreck mentioned you in "Built In Social Business Expectations <http://t.co/9XVpX46V> via @jeffkorhan [Great read]"
87 Influential about Technology, Social media, Seo, Business, Coffee
- Ronald Earl Wisler started following you
87 Influential about Personal branding, Chicago bears, Titanic, Publicspeaking, Freedom
- Rainer Seiffert started following you
66 Influential about Germany, Social media, Entrepreneurship, Marketing, Religion & spirituality
- Ondy King mentioned you in "Fun with Facebook Comment Emoticons <http://t.co/ZV1phqB8> via @jeffkorhan"
Managing Editor at Social Media Examiner
84 Influential about Social media, Marketing, Forbes, Branding, Job

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 **Jeff Korhan**
New Ideas and Social Business Authority



Program Feedback

Jeff appreciates your feedback on today's presentation:

What new skill or idea will you implement right away?

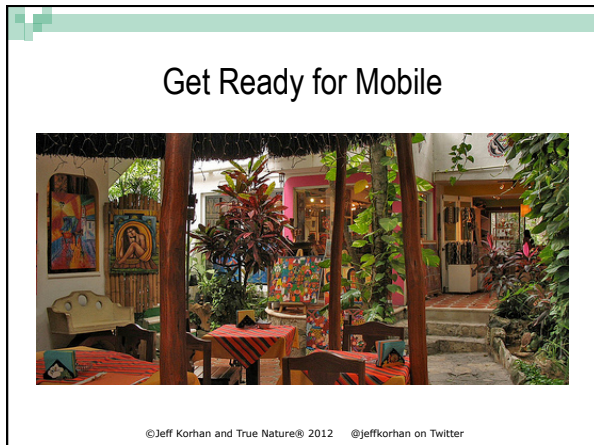
How would you describe Jeff's presentation in one or two sentences. Circle Yes if Jeff can quote you.

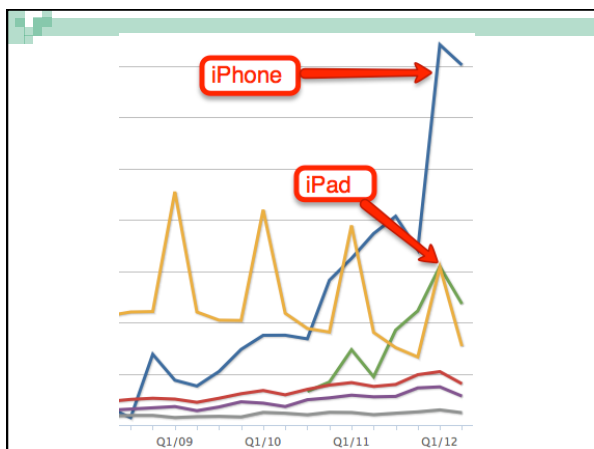
Yes

OPTIONAL: Name _____ Email _____
Phone _____ Company _____

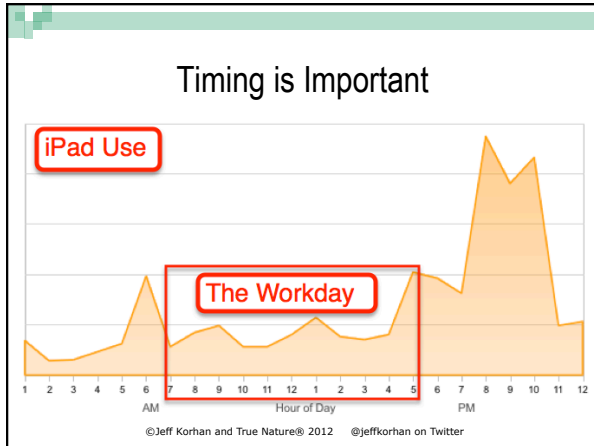
What did you like best about the program?

Circle your rating of this presentation:





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Mobile Responsive Websites

copyblogger

Content Marketing Solutions for WordPress that Work

Design	Hosting	Traffic	Conversion
STUDIOPRESS The Genesis design framework, support and dozens of stunning themes. Find Out More	synthesis Managed WordPress hosting with industry-leading performance and security. Find Out More	Scribe Content optimization for more search engine and social media traffic. Find Out More	premise Build membership sites and custom landing pages with WordPress. Find Out More

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New Media and Small Business Marketing

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