

**Optimize Your Marketing for the Intersection of Social, Local, and Mobile**  
**2012 Fore! National Users Conference – Oakbrook, IL**  
**Jeff Korhan – [speaker@jeffkorhan.com](mailto:speaker@jeffkorhan.com) – Nov 7, 2012**



*Optimize Your Marketing  
for the Intersection  
of Social, Local, and Mobile*

Presented by Jeff Korhan  
November 7, 2012  
[@jeffkorhan](#) on Twitter



connect  
the dots  
fore! reservations 2012 national users conference

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## 65% of Adults Online Use Social Media



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## Social Business Trends

- 1. Business is Personal*
- 2. Markets are Collaborative*
- 3. Communities are the New Markets*

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**Design Your Business Around Customers**



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**Search**

**Drives the Web**

(problems looking for solutions)

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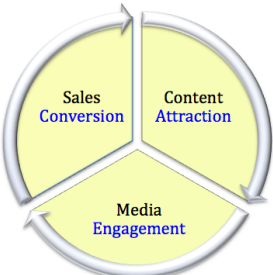
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**Social Marketing Platform**



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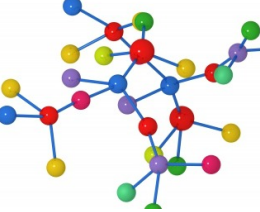
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**Social Graphs**

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



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**Your LinkedIn Social Graph**



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**Social is Influence**

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

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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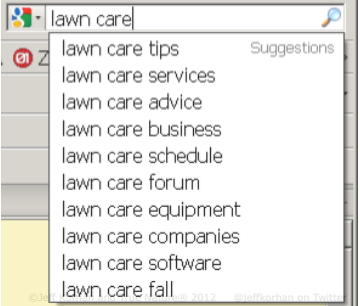
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### Be a Valued Resource



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### Monitor Your Communities



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### Communities are the New Markets



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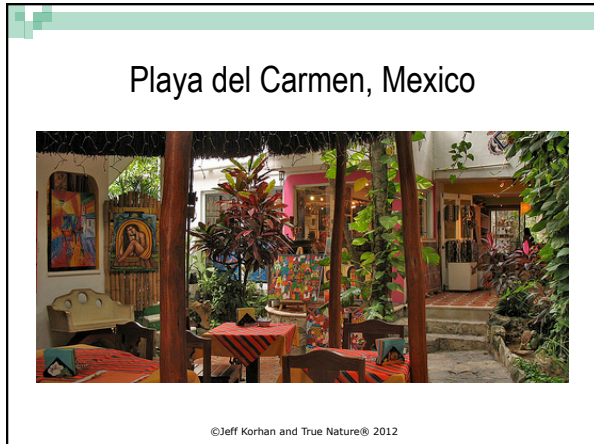
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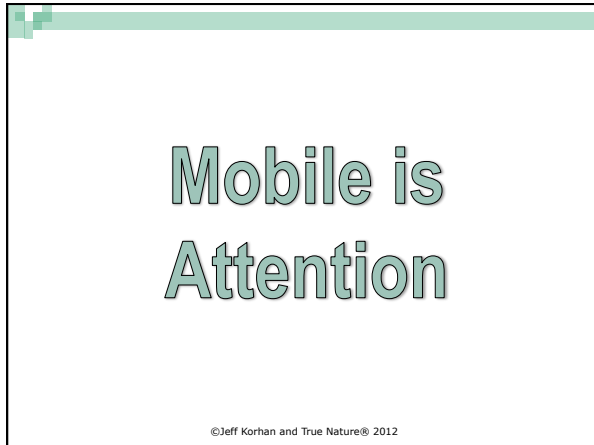
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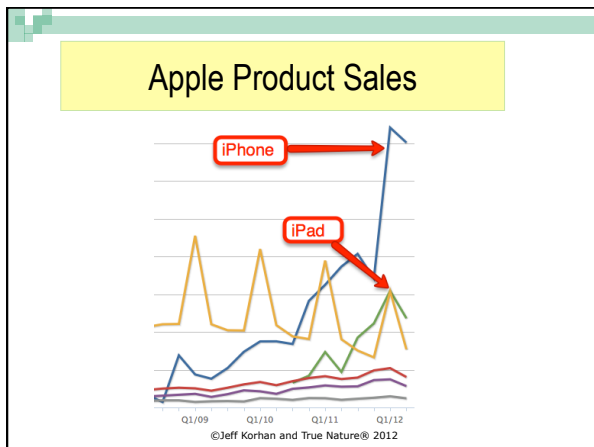
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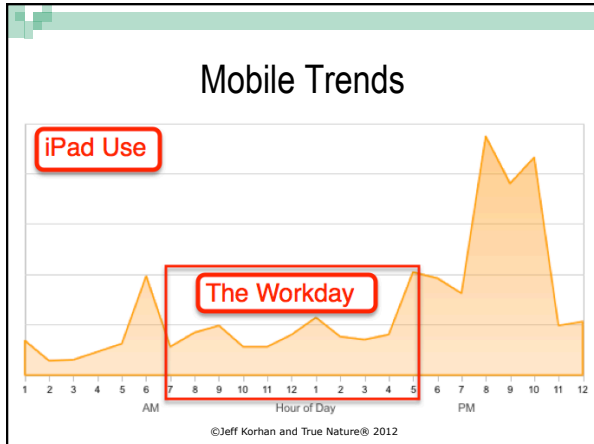
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# Local is Context

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## Foursquare "location search engine"

The screenshot shows a notification titled 'Check-in Special' with a gear icon. The text reads: 'Welcome to Starbucks', '2936 Show Place Dr at St. Rt. 59 & 95th St.', 'Check-in to Starbucks during (RED) RUSH TO ZERO and we'll donate \$1 to help fight AIDS. 6/1 - 6/10', 'You unlocked this Special by checking in here!', 'Unlocked: Sun 6/3/2012 11:44 AM CDT', and 'CONGRATS! YOU'VE UNLOCKED THIS SPECIAL'.

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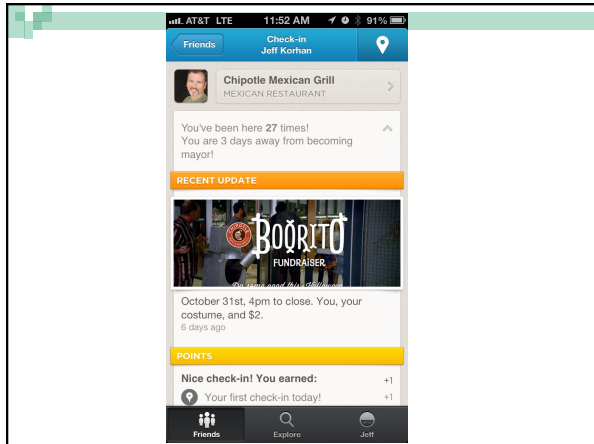
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 **Jeff Korhan**  
New Ideas and Small Business Marketing



**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.

OPTIONAL: Name \_\_\_\_\_ Email \_\_\_\_\_  
Phone \_\_\_\_\_ Company \_\_\_\_\_

What did you like best about the program?

Circle your rating of this presentation:

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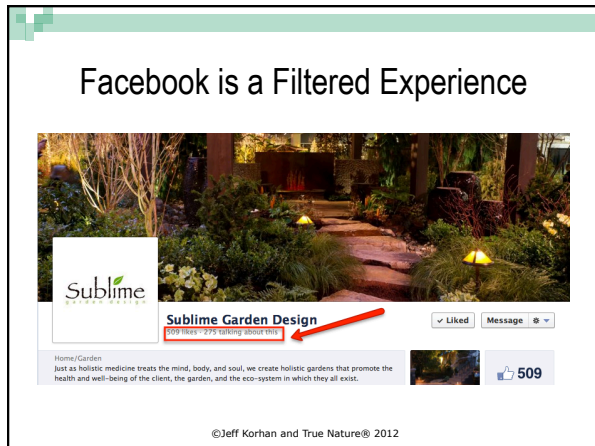
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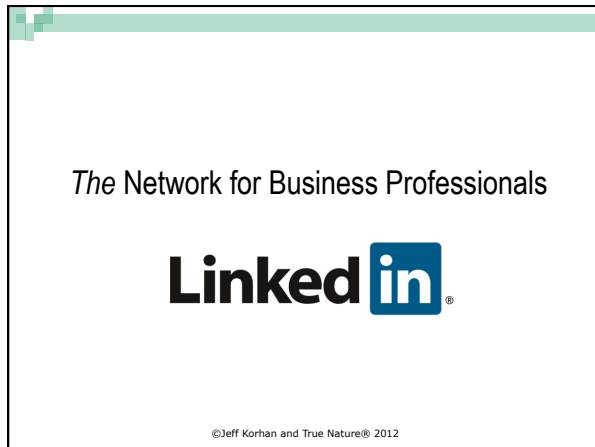
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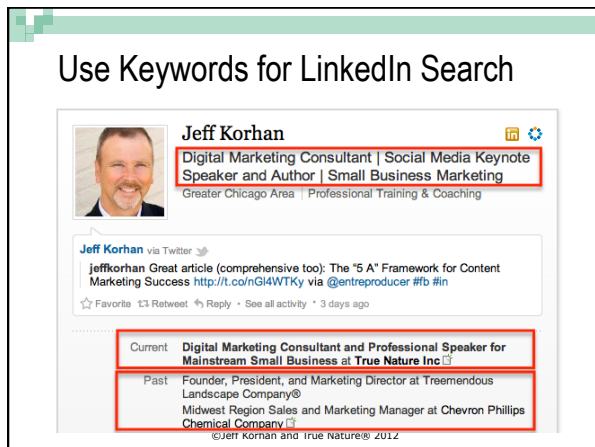
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Ask Good Questions  
(with no right or wrong answer)



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The Most Powerful Site for Business Marketers



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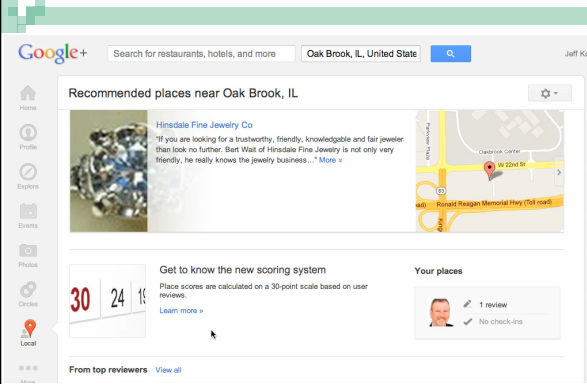
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PRESENTATION BY:  
JEFF KORHAN

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SOCIAL MEDIA TIPS  
to better serve your customers

 Jeff Korhan

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