



Jeff Korhan

New Media and Small Business Marketing

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

Presented by Jeff Korhan
January 16, 2013

@jeffkorhan on Twitter



65% of Adults Online Use Social Media



The image shows a screenshot of a report page from Pew Internet. The header features the Pew Internet logo (a person icon) and the text 'Pew Internet' and 'Pew Internet & American Life Project'. To the right, it says 'a project of the Pew Research Center'. Below the header is a green navigation bar with links: 'TOPICS', 'DATA TOOLS', 'EXPERTS', 'PARTICIPATE', 'PRESS RESOURCES', and 'ABOUT US'. The main content area has the title 'REPORT: SOCIAL NETWORKING' in green, followed by the main headline '65% of online adults use social networking sites' in large blue font. Below the headline, it says 'by Mary Madden, Kathryn Zickuhr' and 'Aug 26, 2011'.

Pew Internet
Pew Internet & American Life Project

a project of the
Pew Research Center

[TOPICS](#) · [DATA TOOLS](#) · [EXPERTS](#) · [PARTICIPATE](#) | [PRESS RESOURCES](#) · [ABOUT US](#)

REPORT: SOCIAL NETWORKING

65% of online adults use social networking sites

by *Mary Madden, Kathryn Zickuhr*
Aug 26, 2011

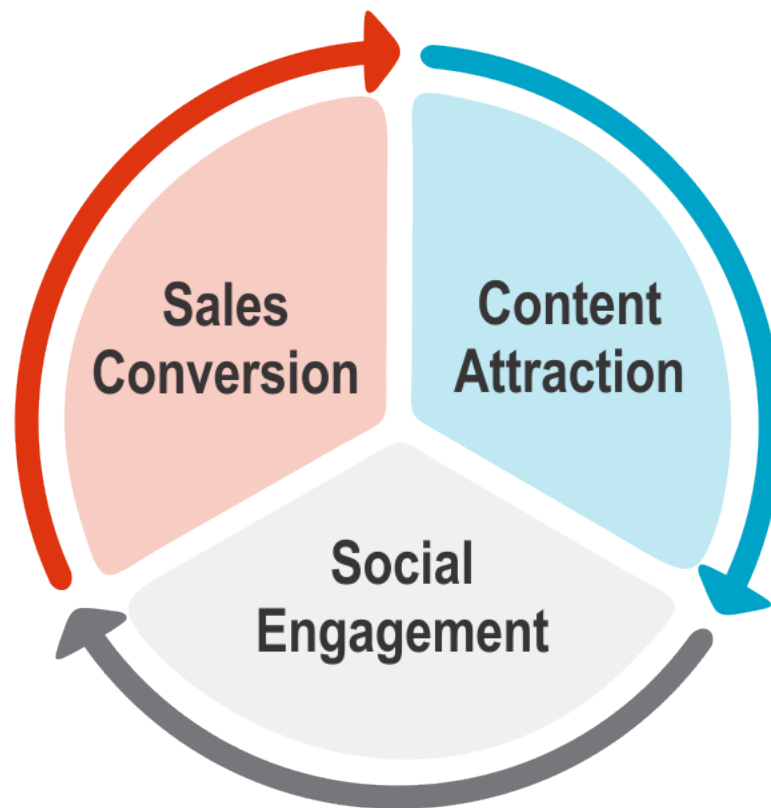


Search

Drives the Web

(problems looking for solutions)

The Social Marketing Process





The Trust Economy

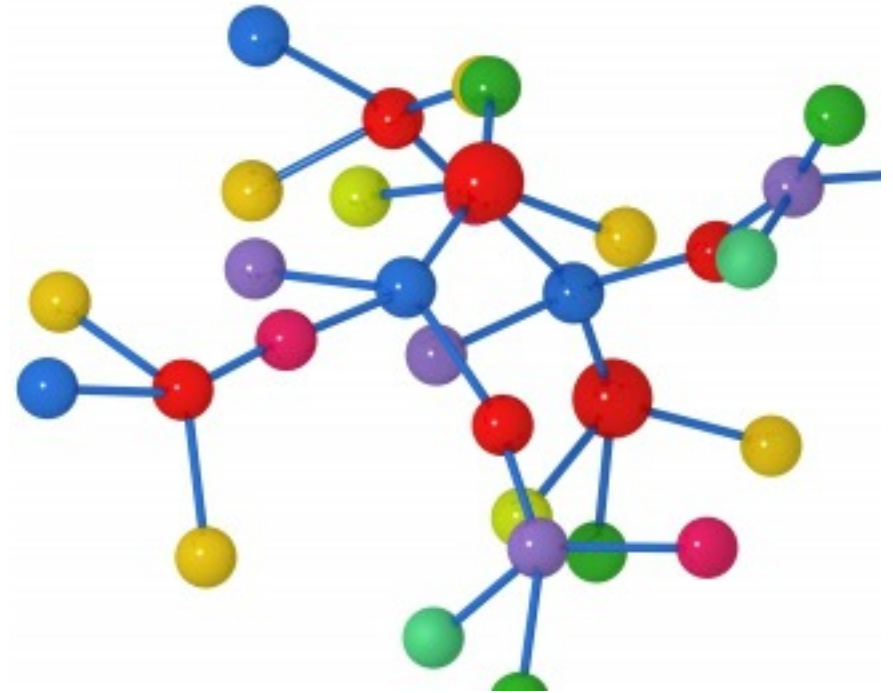
- 1. Business is Personal*
- 2. Markets are Collaborative*
- 3. Communities are the New Markets*

Design Your Business Around Social



Social Graphs

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



Facebook's "Graph Search"

Forbes

New Posts

Most Popular

World's Happiest Countries

Lists

30 Under 30

40

Share

106

Tweet

14

Share



Elise Ackerman, Contributor

QUBITS: a blog about the future of communication technologies

+ Follow (53)

TECH | 1/16/2013 @ 1:44AM | 2,762 views

Why Facebook's Graph Search Is A Very Big Deal




Your LinkedIn Social Graph



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

Communities are the New Markets

Help Them Do More ...



*of what **THEY** Want to Do*

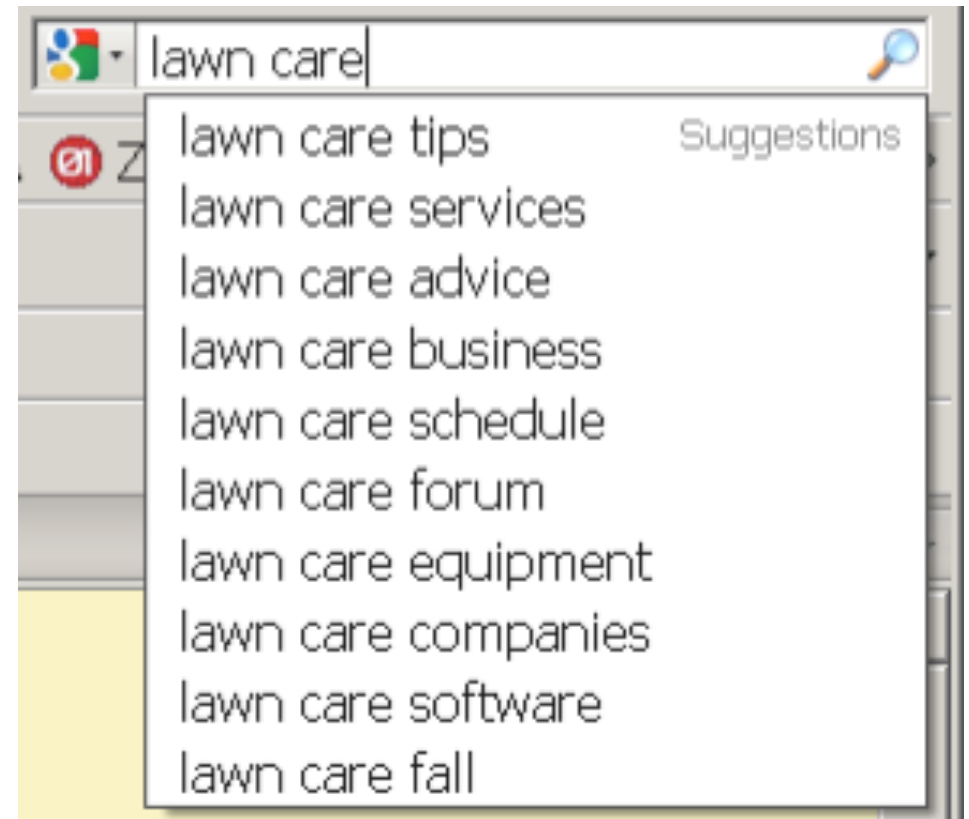
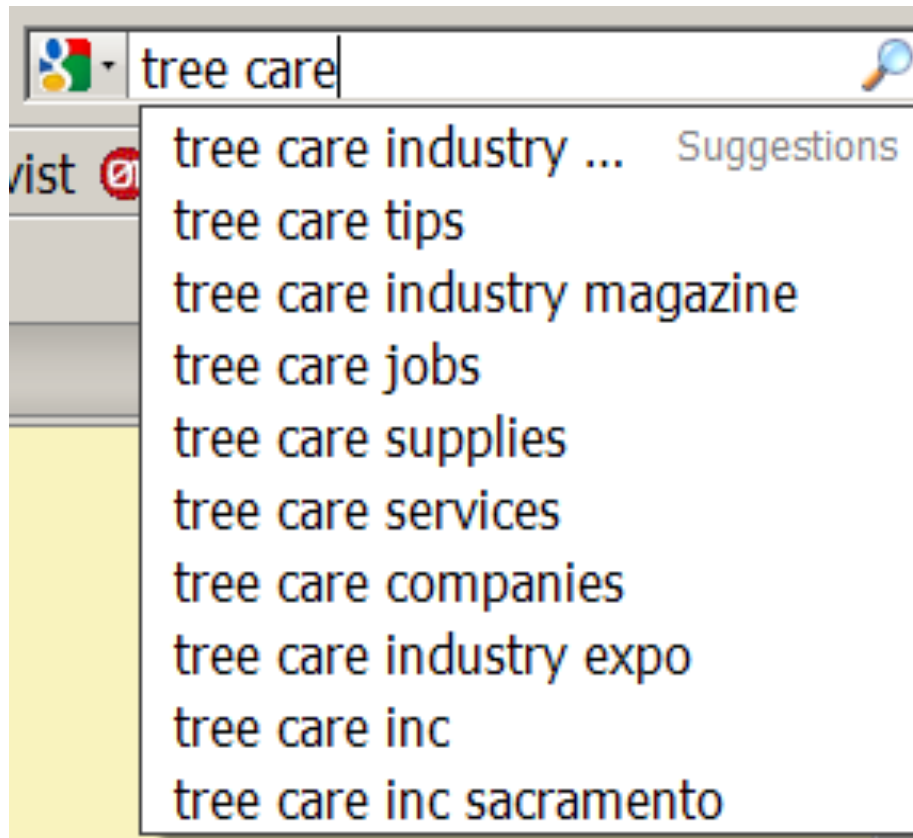
Monitor Your Communities



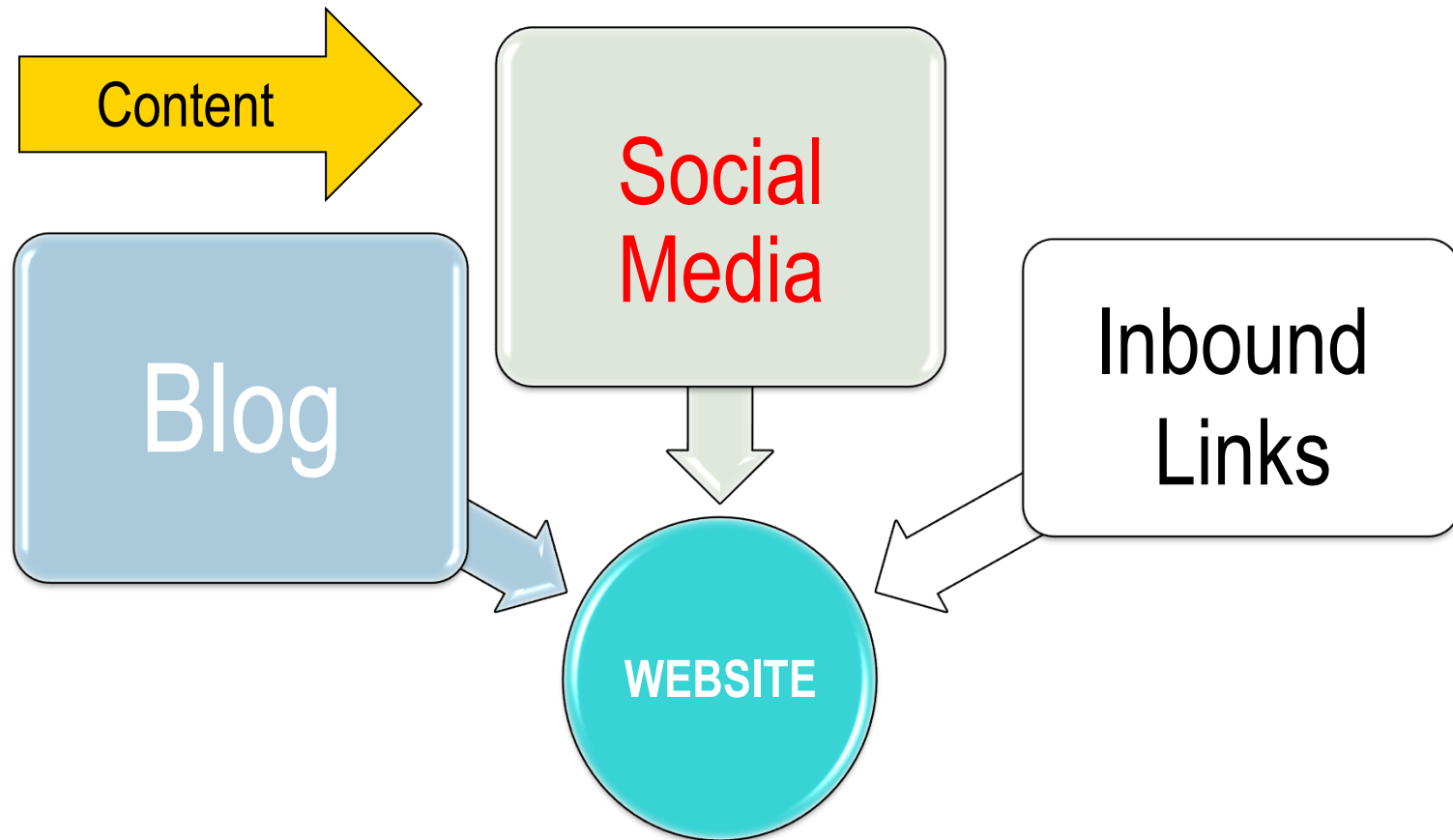
©Jeff Korhan

ffkorhan on Twitter

Be a Valued Resource



Content Management System



Blogging is Storytelling with a Purpose

- Visibility
- Reputation and Influence
- Referrals



Email Marketing

- Social Newsletters
- Educate with Content
- Call to Action





3 Business Channels to Master

Why and How




Social is Influence by Alignment





The Network for Business Professionals




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

Jeff Korhan via Twitter 

jeffkorhan Great article (comprehensive too): The "5 A" Framework for Content Marketing Success <http://t.co/nGI4WTKy> via @entreprducer #fb #in

☆ Favorite ↻ Retweet ↩ Reply • See all activity • 3 days ago

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 



Danberley Corp

146,723 followers

Follow



HOW YOU'RE CONNECTED



3 First-Degree Connections
22 Second-Degree Connections
2,372 Employees on LinkedIn

[View all connections ▶](#)

COMPANY UPDATES

Feedback

Danberley Corp Robert Stevenson, Danberley CEO, talks about how investing in education will keep America competitive.



Technology and Great Teachers are Essential to the U.S.

Danberley Blog • Core to President Obama's priority of education reform is the idea that investing in education will produce long-term economic gains for our country.

Like (2) • Comment • Share • 18 mins ago

Danberley Corp has a new Senior Product Manager



Sandy Keller
Senior Product Manager
Danberley Corp

Like • Comment • Share • Careers at Danberley • 1 hour ago

PRODUCTS AND SERVICES



Danberley Tablet
Help your child to learn with Danberley's award winning interactive tablet learning system.



Advanced mathematics
Make sure your child remains challenged with our interactive learning system. Covers grades 1-8.

[More Products ▶](#)

ADS BY LINKEDIN MEMBERS




MS in Internet Marketing




The Most Active Site on the Web



Use Smart Lists Well

 **Naperville Area** ⚡
Friends who live within 10 miles of Naperville. [Learn More](#)

 [Update Status](#)  [Add Photo](#)  [Ask Question](#)

 **Ray Kinney**
Great article and editorial in tod...

See all lists...

Hover over and click the More link at the top of this section. You'll see all of your lists.

Okay

Introducing Smart Lists

Smart lists automatically update themselves with coworkers, classmates, local friends and family members based on your friends' profile info.

Okay

On This List (29)



[+ Add friends to t](#)

List Suggestions



Neil Gates

Define Local to Your Advantage

The screenshot shows a Facebook profile for Jeff Korhan. The top navigation bar includes the Facebook logo, notification icons (1 and 86), and a search bar. The left sidebar lists 'FAVORITES' (News Feed, Messages, Events) and 'PAGES' (Jeff Korhan). The main content area shows the profile name 'Jeff Korhan' with a profile picture. Below the name, the location 'Naperville Area' is highlighted with a red box, with the text 'Friends who live within 55 miles of Naperville.' and a 'Learn More' link. A red arrow points to the 'Add Photo / Video' button. Below this, a post by Kurt Scholle is visible, with a comment by DrSurya M Ganduri. The post text reads: 'Great post on time management! Common Tasks to Quickly and Easily Delegate so you can focus on your highest payoff activities that put you in the highest probability position to achieve your goals. • Answering Phones/Returning phone calls • Sending/returning emails • Performing research • Bookkeeping • Filing • Scheduling appointments • Website desi... See More'. The post has 2 likes and a comment box is visible below it.



Naperville Area ⚡

Friends who live within 55 miles of Naperville. [Learn More](#)


[Update Status](#) [Add Photo / Video](#) [Ask Question](#)

On This List (8)

 **Sarah Miller** Cal
an Intel create
intriguing innova



[Like](#) · [Comm](#)

 **Kurt Scholle**
Great post on tir



DrSurya
Common
your high
position
calls • Se
Bookkee
See More

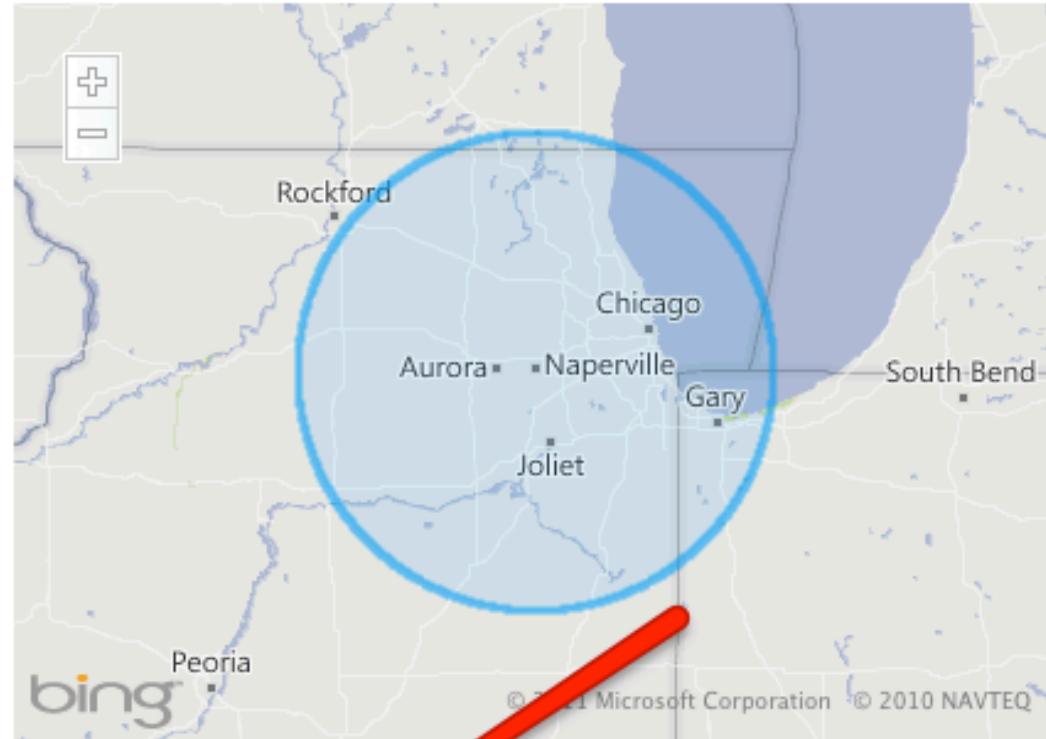
[Like](#) · [Comm](#)

[2 people lik](#)

 **Mike Reilly**

Edit List Settings

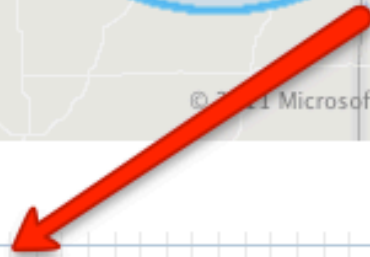
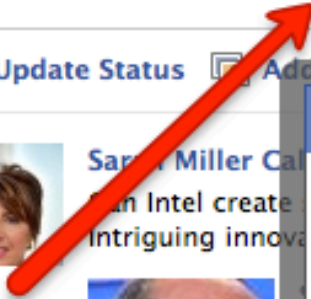
Choose a new range of cities to include in Naperville Area:



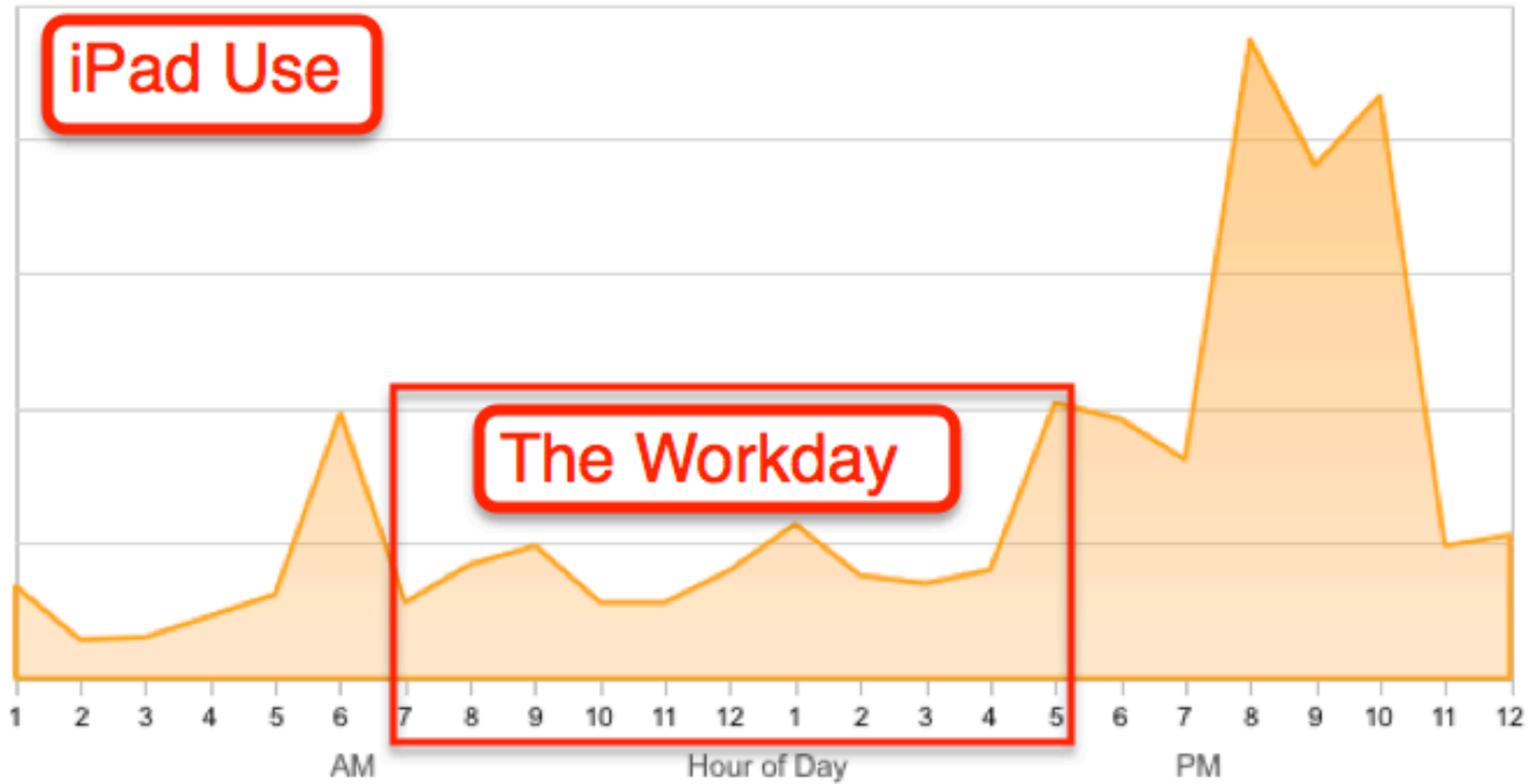
Radius (in miles): 55



[Save](#) [Cancel](#)



Timing is Important



Facebook is a Filtered Experience



Sublime
garden design

Sublime Garden Design
509 likes · 275 talking about this

Home/Garden
Just as holistic medicine treats the mind, body, and soul, we create holistic gardens that promote the health and well-being of the client, the garden, and the eco-system in which they all exist.

✓ Liked Message * ▾

509

Ask Good Questions

(with no right or wrong answer)



Promoted Posts



Jeff Korhan shared a link.

June 19

Everything you ever needed to know for getting more business value from your LinkedIn profile. It's all here – including video tutorials.



10 LinkedIn Tips for Growing Your Business

www.jeffkorhan.com

LinkedIn is designed to better connect business professionals. These 10 profile tips will enhance

Like · Comment · Share



17 people like this.

Write a comment...

1,666 people reached · 43%

Promotion Complete



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.

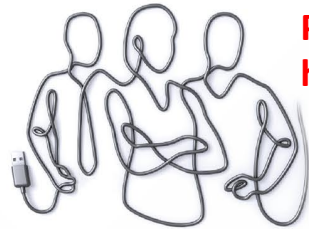
Yes

OPTIONAL: Name _____ Email _____

Phone _____ Company _____

What did you like best about the program?

Circle your rating of this presentation:



Pre-Order Today!
<http://goo.gl/9U63S>

Built.in Social

Essential
Social Marketing
Practices for
Every **Small**
Business

Jeff Korhan



The Most Powerful Site for Business Marketers




Google+ is an Identity Service

Google+

Search Google+

Click on the parts of your profile you want to edit. Done editing

 Change photo

[Send a message](#)

[Send an email](#)





In Jeff's circles (0)

Edit your profile to change who is visible in your network.


Have Jeff in circles (437)

Jeff Korhan

Keynote Speaker and Consultant for Mainstream Small Business

Posts **About** Photos Videos +1's

 Introduction **Suggested Circles You Can Put Me In:**

- Small Business
- Business Trends
- Marketing
- Relationship Marketing and Selling
- Professional Speakers
- QR codes
- SEO and Social Search



Home



Profile



Explore



Events



Photos



Local



More

From top reviewers

Just for you

Your circles

Also try: [chinese restaurants](#) · [sushi restaurants](#) · [pizza restaurants](#) · [steak restaurants](#) · [mexican restaurants](#) · [sandwiches](#) · [indian restaurants](#) · [italian restaurants](#) · [american restaurant](#) · [thai restaurants](#)

The White Chocolate Grill ☆

American Restaurant · 1803 Freedom Drive, Naperville, IL · (630) 505-8300 · \$\$

SCORE

OVERALL

22

58 reviews

At a glance: bread pudding · apple pie · banana cream pie · gluten free · [albacore tuna](#)

"Unlike a prior review I read, the place was **NOT particularly noisy**. I went at 12:30 PM, prime lunch hour, but place was not busy. Service seemed a bit slow for the lack of customers. The food made up..." [More](#) ▾



Sullivan's Steakhouse ☆

Restaurant · 244 South Main Street, Naperville, IL · (630) 305-0230 · \$\$\$

ZAGAT

FOOD

24

DECOR

22

SERVICE

22

COST

\$61

79 reviews

From Zagat: "Sizzling steaks melt in your mouth", at this "high-end" chophouse chain boasting "well-executed" presentations and a staff that's "always at the ready"; "dark, masculine" styling and frequent live





RYCO Landscaping

September 25

Kids love what we do....get dirty! Let us do your dirty work.

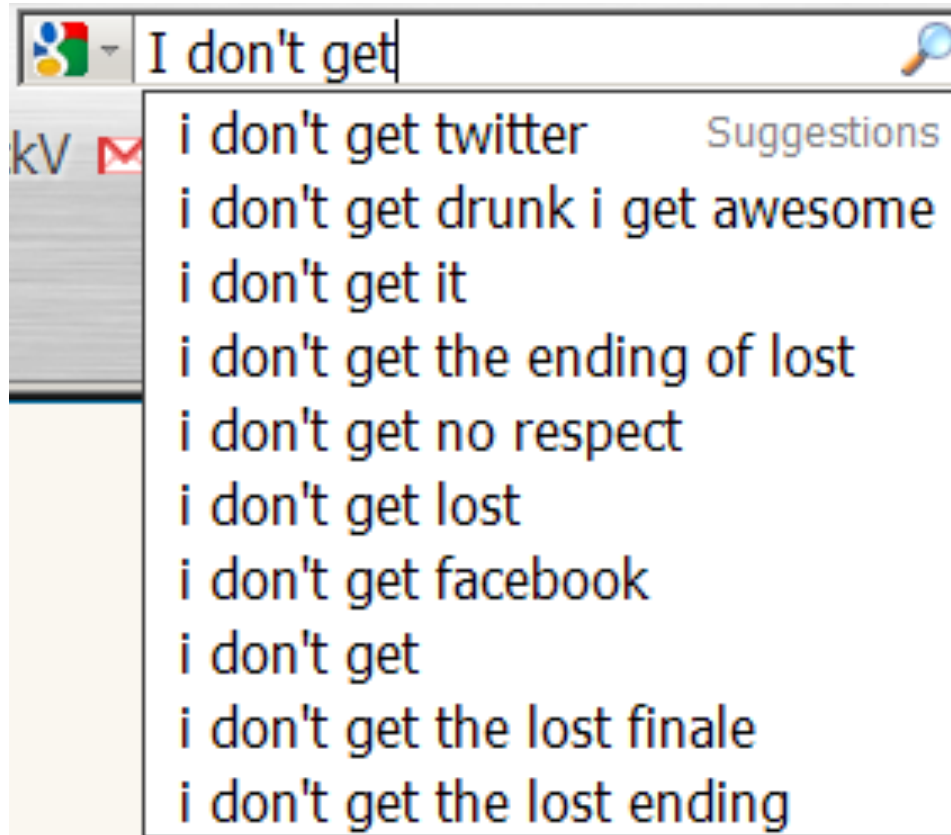


Unlike · Comment · Share



71 people saw this post

I don't get





Jeff Korhan

New Media and Small Business Marketing

@jeffkorhan on Twitter

speaker@jeffkorhan.com

630-774-8350

