



Jeff Korhan

New Media and Small Business Marketing

*Using Social Networking to Be a
Better Connected Business*

Presented by Jeff Korhan
January 15, 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 a 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

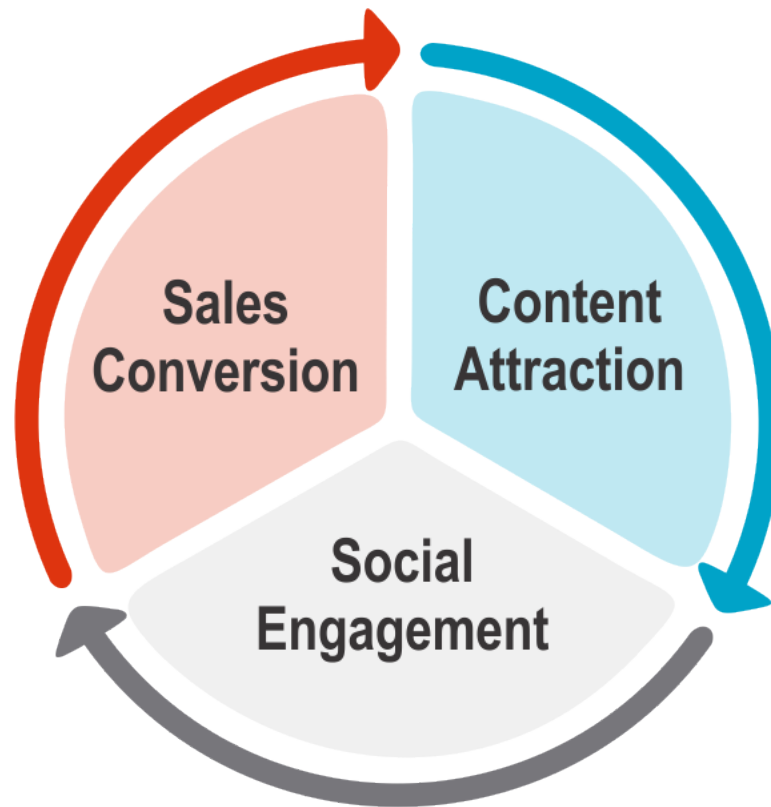
[TOPICS](#) · [DATA TOOLS](#) · [EXPERTS](#) · [PARTICIPATE](#) | [PRESS RESOURCES](#) · [ABOUT US](#)

REPORT: SOCIAL NETWORKING

65% of online adults use social networking sites

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

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 Customers





Search

Drives the Web

(problems looking for solutions)

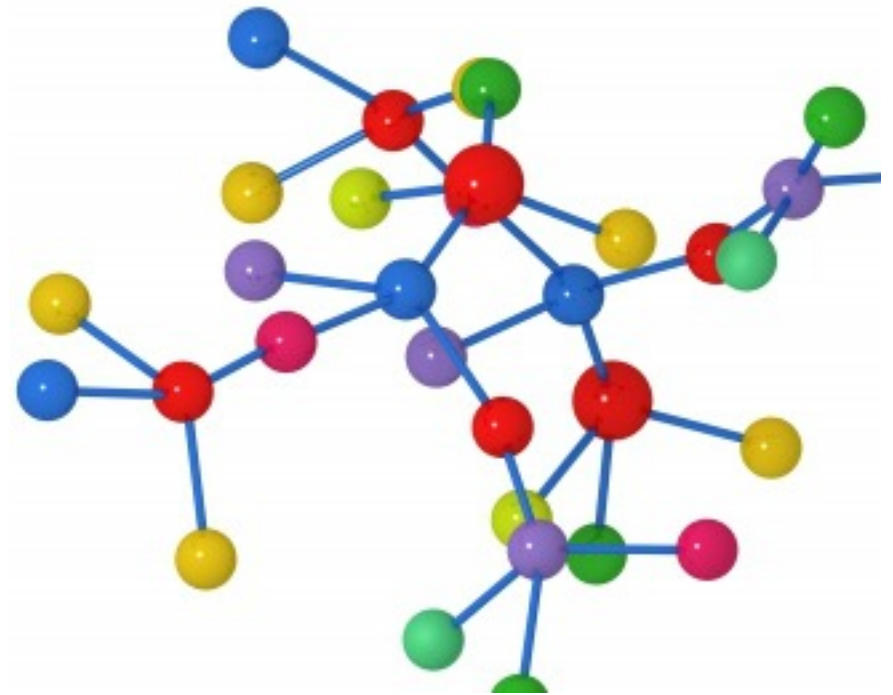


Get Better Connected

1. *Optimize for Search*
2. *Personalize for Engagement*
3. *Organize for Conversion*

Social Graphs

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






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

Connect the Dots

Picture yourself with this New Job:



Jeff Korhan
**Digital Marketing
Manager**
McDonald's Corpor...



[Apply Now](#)

[Share Job](#)

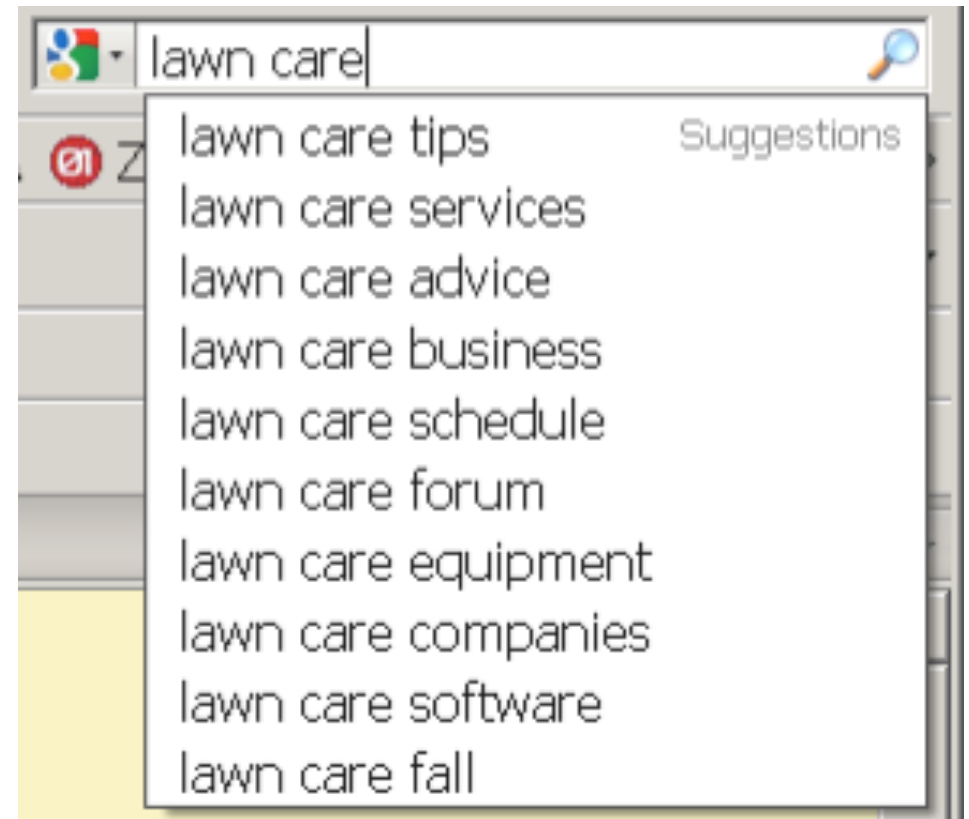
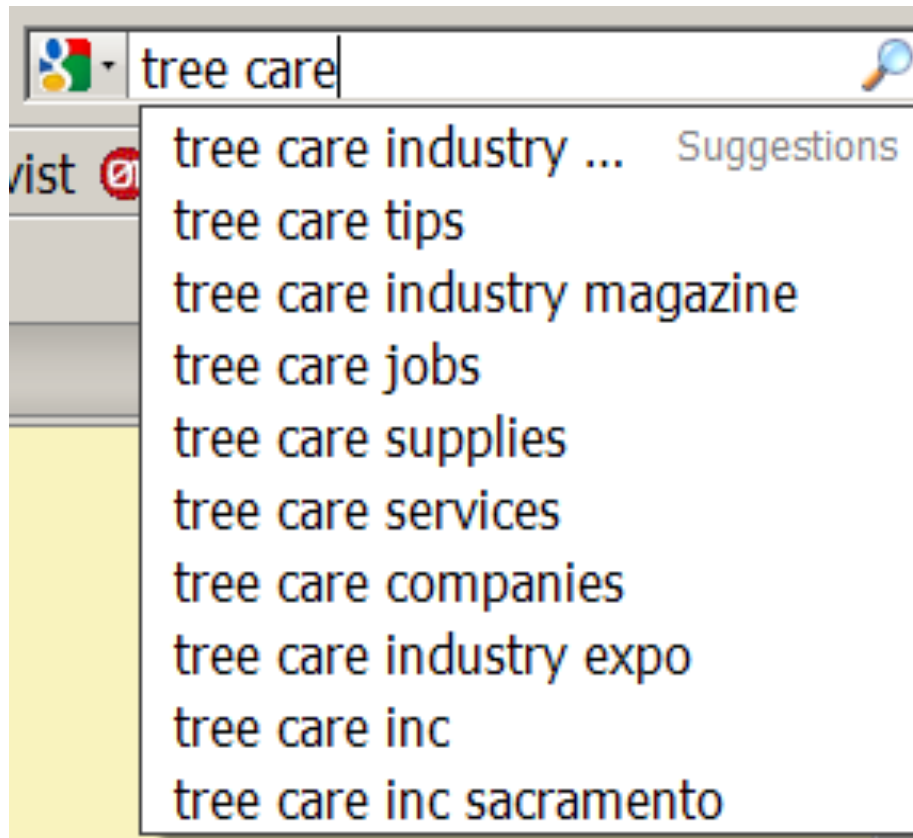
Communities are the New Markets

Help Them Do More ...

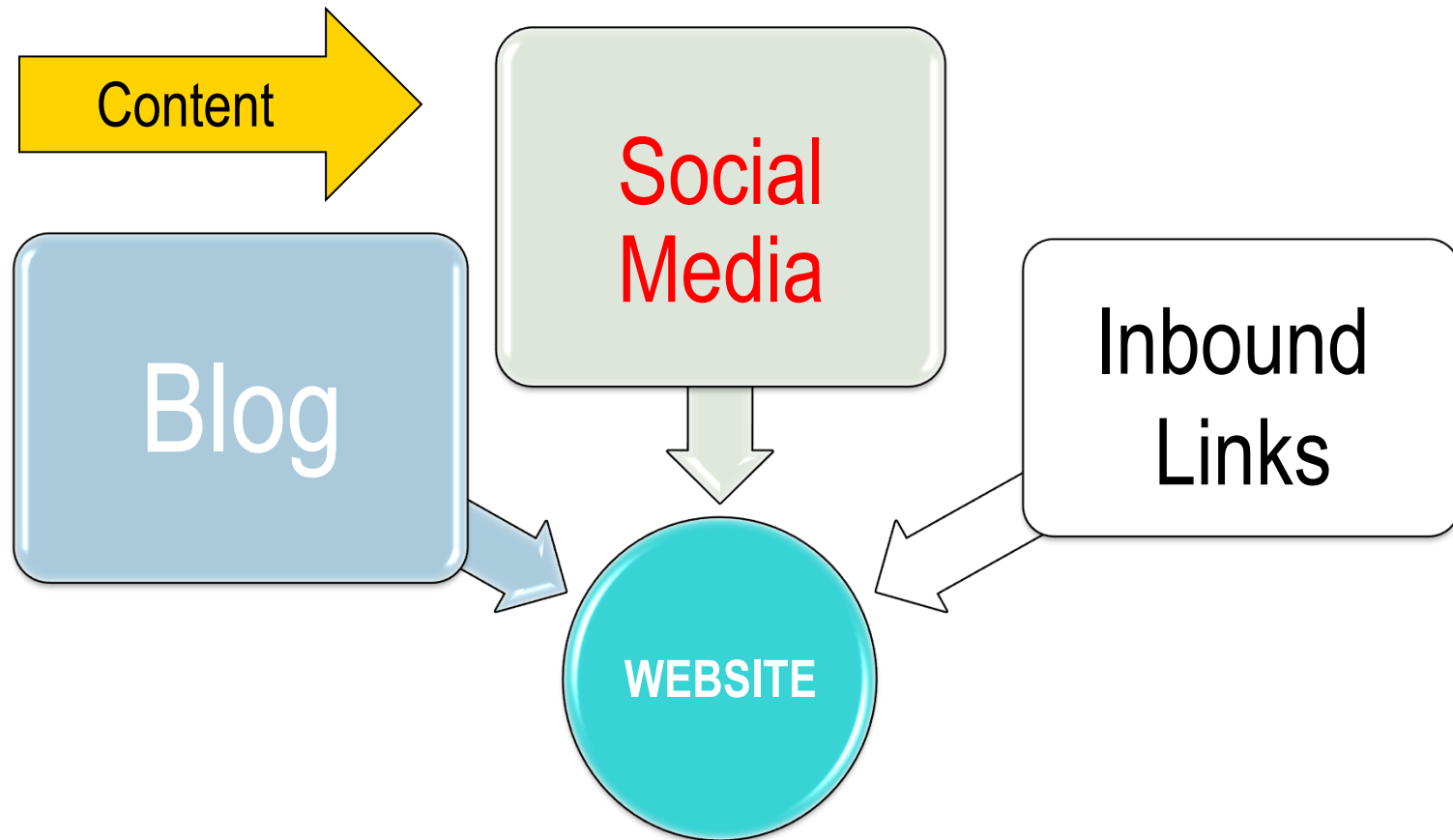


*of what **THEY** Want to Do*

Be a Community Resource



One Business Channel



Monitor Your Communities



©Jeff Korhan

ffkorhan on Twitter

Hootsuite.com

The screenshot displays the Hootsuite dashboard in a web browser. The browser's address bar shows the URL `hootsuite.com/dashboard#/tabs?id=0`. The top navigation bar includes various menu items such as Home, BatchBook, Wordpress Blog, Speaking, Social Media, Productivity, Personal, Travel, News, Google, HootSuite, and Share Image PRO. Below the navigation bar is a search bar and a "Compose message..." input field. The main content area is divided into a left sidebar and a central feed. The sidebar contains navigation icons for home, news feed, analytics, messages, and user profile. The central feed is titled "News Feed" and shows a list of posts. The first post is from Jeff Korhan (Facebook) at 10:30am, featuring a quote by Albert Einstein: "Your imagination is your preview of life's coming attractions." The second post is from Susan Sparks at 10:29am, discussing headlines in an atheist news article and including a link to a freethinker.co.uk article titled "'God wants spiritual fruits, not religious nuts': Baptist sign raises laughs ... and eyebrows". The third post is from Don Francis at 10:28am, wishing a happy birthday to Carmen Popa Evans.

HootSuite

hootsuite.com/dashboard#/tabs?id=0

Reader

Bookmarks

Home BatchBook Wordpress Blog Speaking Social Media Productivity Personal Travel News Google HootSuite Share Image PRO

Compose message...

Jeff Korhan (Facebook) x Jeff Korhan (LinkedIn) x jeffkorhan (Twitter) x Jeff Korhan (Facebook Pages) x +

+ Add Stream

News Feed

Jeff Korhan

10:30am

"Your imagination is your preview of life's coming attractions." -Albert Einstein

1 likes 0 comments

Susan Sparks

10:29am

So I made headlines in an atheist news article. I knew my message was diverse ... but wow. Miracles never cease.

'God wants spiritual fruits, not religious nuts': Baptist sign raises laughs ... and eyebrows

freethinker.co.uk

SUSAN Sparks is the senior pastor of Madison Avenue Baptist Church in New York. She's also an established stand up comic, ex-lawyer and biker chick. But she can't count many...

2 likes 0 comments

Don Francis

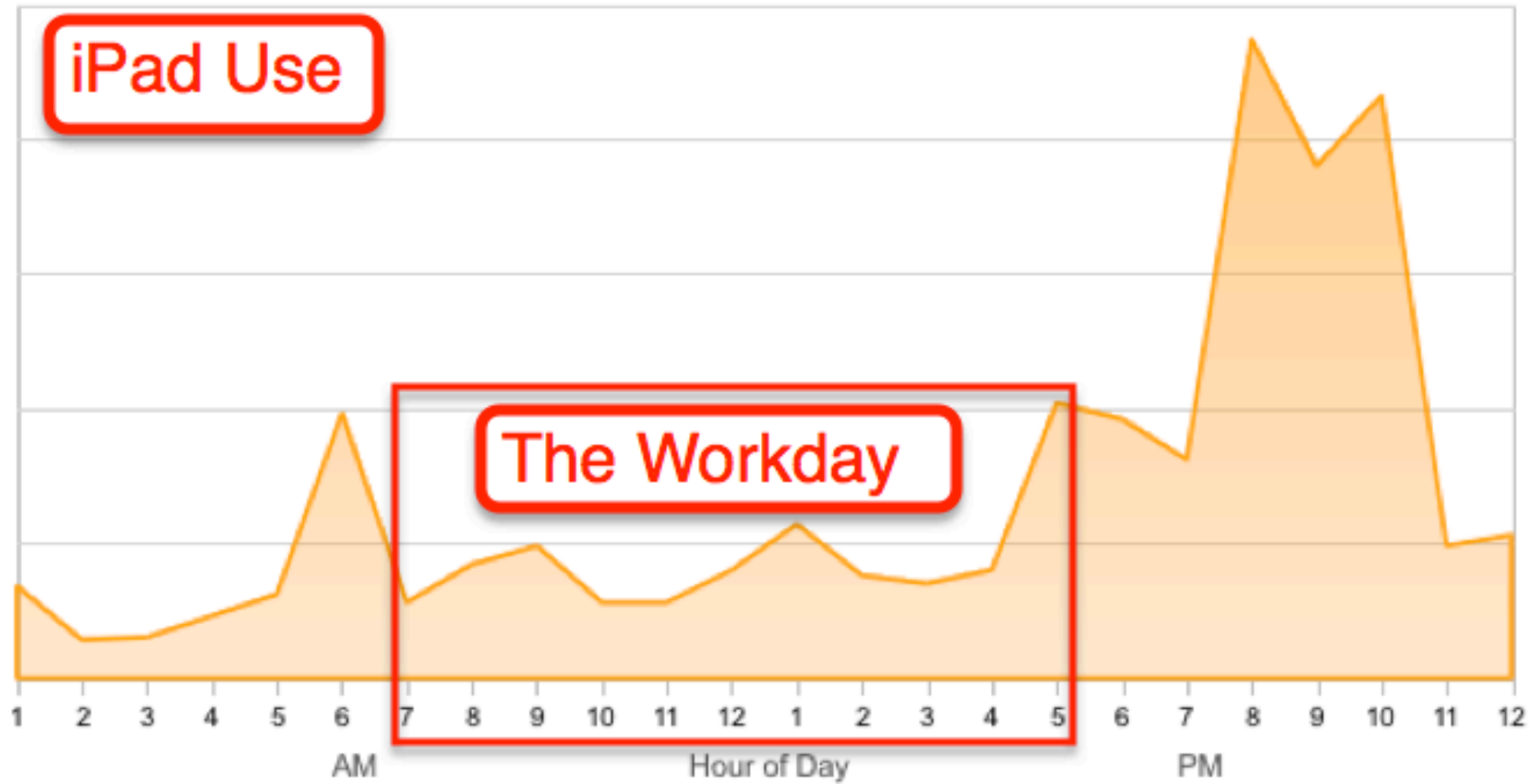
10:28am

On Carmen Popa Evans's wall:

Happy Birthday, Carmen. I hope you have a marvellous day filled with family, friends, and fun. Celebrate YOU today.

0 likes 0 comments

Timing is Important



Ask Good Questions

(with no right or wrong answer)





The Most Active Site on the Web



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 [@entreproducer](#) #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



Identify and Add Your Relevant Skills

Skills

Online Marketing

Social Media Marketing

Blogging

Copywriting

Marketing Strategy

Consumer Trends

Small Business

Public Speaking

QR codes

Small Business Speaker

Social Media Speaker

Small Business Trends

Tag Your Skills and Expertise

Skills & Expertise

Endorsements

18 Social Media Marketing



15 Public Speaking



9 Small Business



8 Motivational Speaking



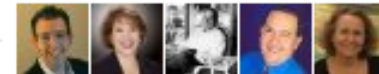
7 Blogging



5 Green Industry



5 Social Media



3 Digital Marketing



2 Marketing Strategy



2 Social Media Speaker



Use Anchor Text for Google Search

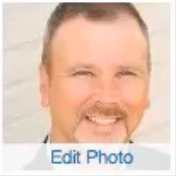
Current	Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc Edit + Add a current position
Past	Founder, President, and Marketing Director at Treemendous Landscape Company® Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company
Education	Miami University
Recommendations	25 recommendations Edit
Connections	500+ connections
Websites	Small Business Marketing Edit Digital Marketing Consultant Edit Social Media Keynote Speaker Edit



Anchor Text Links

LinkedIn  Account Type: Business ▼ Jeff Korhan [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox **130** Companies News More  [Advanced](#)

Words not perfect? - Full editing and proofreading services. Contact us now for a free quote. From: Human Communications Limited



Jeff Korhan [Edit](#)  

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

[Edit Photo](#)

Jeff Korhan Say Hi in 15 Languages: <http://ping.fm/uit6> ×

Like (1) • Comment • See all activity • Post an update • 19 hours ago

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

Past Founder and President at Treemendous Landscape Company®
Midwest Region 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](#)

Twitter [jeffkorhan](#) [Edit](#)

Public Profile <http://www.linkedin.com/in/jeffkorhan> [Edit](#)

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[Improve your Profile](#) [View profile](#)

[Ask for recommendations](#)
[Create your profile in another language](#)

 **100% profile completeness**

Freemium eSign App SFDC



Send Documents for eSign - 20 Free Sends/Month/Org.
- [Click here to install](#)

Exporting to Germany?



We specialize in English-to-German translation.
Contact us today.

Are You A Qualified?



Apply Now to the Worldwide Who's Who Registry of Distinguished Individuals.

Ads by LinkedIn Members

Who's Viewed Your Profile?

5 Your profile has been viewed by 5 people in the past 3 days.

Google+

The screenshot shows the Google+ homepage for user Jeff Korhan. At the top, a navigation bar includes links to Search, Images, Maps, Play, YouTube, News, Gmail, Drive, Calendar, and More. The main header features the Google+ logo, a search bar, and the user's name 'Jeff Korhan' with a notification badge showing '1' and a '+ Share' button. Below the header, the main content area is divided into three sections: a left sidebar with navigation icons (Home, Profile, Explore, Events, Photos, Circles, More), a central feed, and a right sidebar with a 'Start a hangout' button and a list of contacts.

Feed Content:

- Share what's new...** (input field with icons for photo, video, event, and link)
- Russell Holly** 5:09 PM - Mobile - Public
Crazy day tomorrow. I get to head to NYC in the AM and spend some time with my boss and pick up a few gadgets. Probably not working on my little creative exercise tonight, whoever is still reading.
+1 [share icon]
Add a comment...
- Calvin Lee** 5:04 PM - Public
Jesse Newhart originally shared this post:
[Image of Jesse Newhart]
Human Brain Is Wired for Harmony | Wired

TRENDING ON GOOGLE+

- #Nexus4
- #Eclipse2012
- #TreeTuesday
- One Direction
- Republican Party

COMPLETE YOUR PROFILE 75% complete

Tell people about your relationship status.
Add relationship

Start a hangout

Contacts: John Hawkins, Brett Lemcke, Chris Shaul, Gustavo Garcia, Matthew Gallizzi, mitchell davis, Marc Pitman, Brian Birch

Add Video to Your Profile

Applications

+ Add an application

[Remove]



[Jeff, click here to change the presentation on your profile.](#)

Discover Opportunities

Jeff, Congratulations!
You and Janelle are now connected.



Janelle Barlow
Owner, TMI US

[View Janelle's Profile](#)

Las Vegas, Nevada Area
Management Consulting Industry
JaBarlow@tmius.com

Janelle's Connections (500+)

[See All »](#)



Aldonna R. Ambler, CMC, CSP,
President at AMBLER Growth
Strategy Consultants, Inc.

[CONNECT](#)



Joe Bonura, President at Joe
Bonura & Associates, Inc.

[CONNECT](#)



John Hersey, Leadership Advisor to
Global Organizations | Internationally
Recognized Author & Speaker

[CONNECT](#)



Catherine Palin-Brinkworth, Author,
speaker, consultant and mentor -
providing systems skills and
strategies for performance and
productivity

[CONNECT](#)

Janelle's Groups (15)



**Speaker Community of the Global
Speakers Federation GSF
(formerly IFFPS)**

[ALREADY A MEMBER](#)



Appreciative Inquiry Facilitators

[JOIN](#)

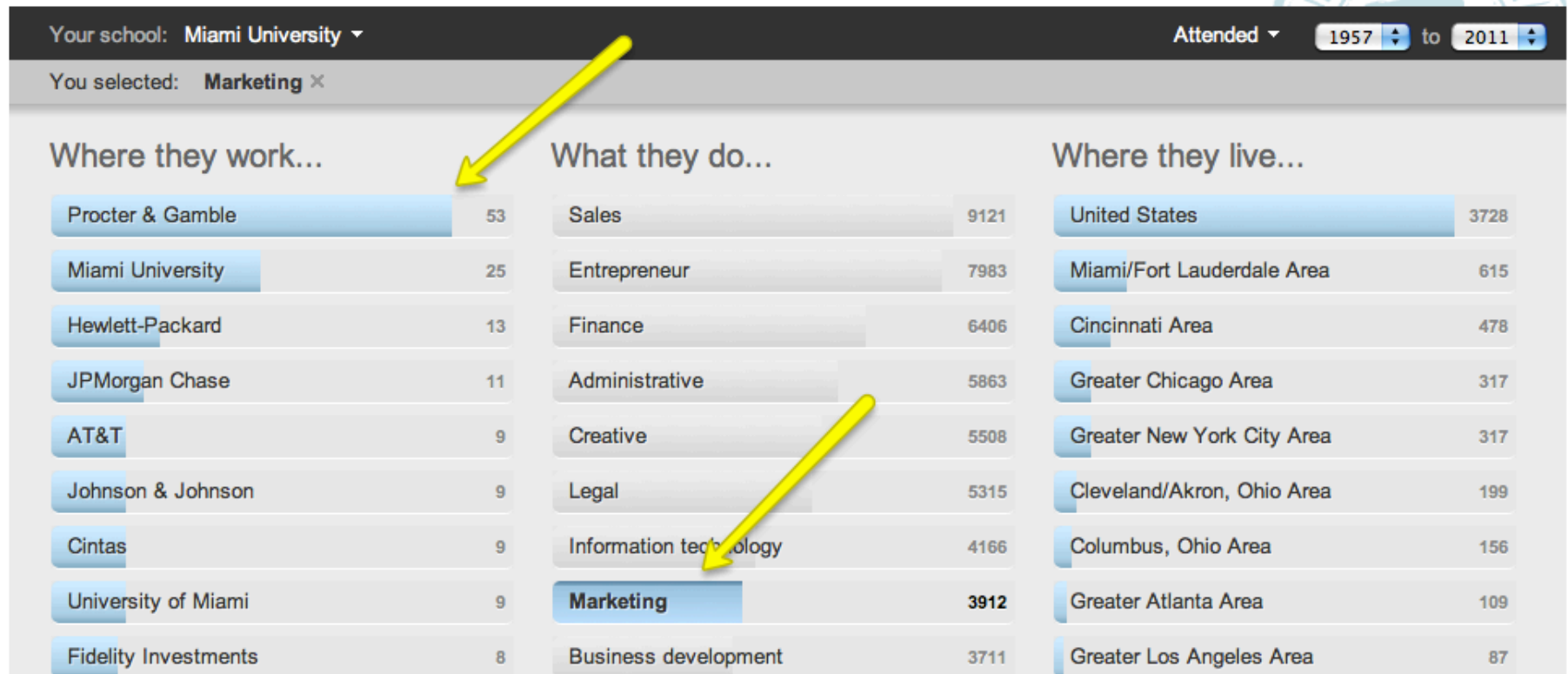
Personalize Your New Connections

The screenshot shows a LinkedIn profile page for Jeff Korhan. The top navigation bar includes the LinkedIn logo, account type (Business), notification count (211), and user name (Jeff Korhan) with an 'Add Connections' button. Below the navigation bar are tabs for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is located to the right of the navigation bar. A banner below the navigation bar reads: 'Find a Job in Your Area - Employers Hiring Near You. Search Positions and Apply Today!'. The main content area is divided into three sections: 1. Update creation: A profile picture, a text input field for 'Share an update', an 'Attach a link' button, and a 'Share' button with social media icons. 2. News recommendations: A 'See 1 new update' button and a 'LinkedIn Today' section with a 'See more' link. The 'LinkedIn Today' section features a large article titled 'Eleven Potential Treasury Secretary Replacements' from americanbanker.com, and two smaller articles: 'If Shakespeare had a website Linda Coles' and 'Is Your Medical Practice Ready for a Disaster? Mary Pat W.'. 3. People you may know: A list of three suggested connections: Carla Fitzpatrick, PHR, HR Manager and Executive; Aaron Dykstra, Landscape Gardener at Western Michigan; and Jeffrey Lowes, Purchaser at KIMCO Steel Sales LTD. Each suggestion includes a profile picture, name, title, and a 'Connect' button. Below this is an 'ADS BY LINKEDIN MEMBERS' section with two ads: 'HootSuite + Agencies' and 'Learn to Manage Conflict' from Creighton University. At the bottom, a partial update from Jan Cook endorsing Lloyd Will is visible.

Classmates

CLASSMATES

Jeff, where are your fellow Miami University alumni now?



Classmates

LinkedIn Account Type: Business 211 Jeff Korhan Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Lombard Job Fair - Nov 17 - Top Mortgage Banker Hosting first annual Job Fair in Lombard. Food & Raffle From: Forward Progress, Inc.

What did you do as Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company?

Describe your position

Save Skip

100% profile completeness

Profile Organizer

- Jeff's folders - Association for Small Businesses, Enterprise Serving Small Business
- Add a note
- Delete Profile from Organizer

Go to Profile Organizer »

Ads by LinkedIn Members

- Learn to Manage Conflict: Study Conflict Mgmt With Creighton's Top-Ranked Online Grad Programs.
- B2B Marketers: Tips to generate qualified leads from your target audience. Download now.
- 1 Year MBA Program at NIU: Earn Your MBA in 1 Year with NIU. Learn More Today & Download the Brochure:

Who's Viewed Your Profile?

Jeff Korhan LinkedIn

Digital Marketing Consultant | Social Media Keynote Speaker and Author | Small Business Marketing

Greater Chicago Area | Professional Training & Coaching

Current: Digital Marketing Consultant and Global Keynote Speaker for Mainstream Business at True Nature Inc

Previous: National Speakers Association, Tremendous



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.

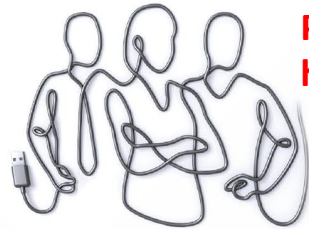
Yes

OPTIONAL: Name _____ Email _____

Phone _____ Company _____

What did you like best about the program?

Circle your rating of this presentation:

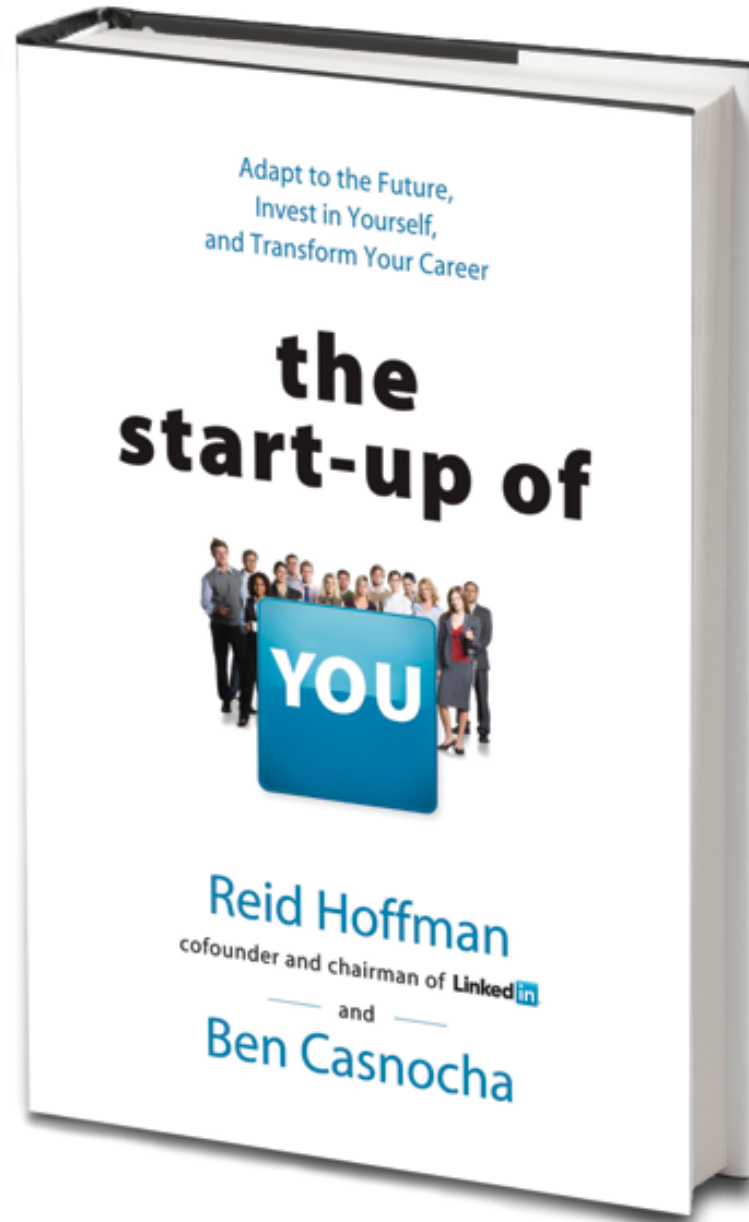


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<http://goo.gl/9U63S>

Built.in Social

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

Jeff Korhan



LinkedIn as a CRM

The screenshot shows a LinkedIn profile for Jeff Korhan. At the top, the navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The user's name 'Jeff Korhan' and 'Add Connections' are visible. A search bar is present with the text 'People' and 'Search...'. Below the navigation bar, a job listing is partially visible: 'Processor Positions - Top Mortgage Banker searching for talented loan processors and underwriters' from 'Forward Progress, Inc.'.

A blue modal window is open, asking 'What did you do as Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company?'. It contains a text input field labeled 'Describe your position' and 'Save' and 'Skip' buttons.

The profile header for Jeff Korhan includes a photo, his name, and a gear icon. His title is 'Digital Marketing Consultant | Social Media Keynote Speaker and Author | Small Business Marketing'. He is located in the 'Greater Chicago Area' and works in 'Professional Training & Coaching'.

His current role is 'Digital Marketing Consultant and Global Keynote Speaker for Mainstream Business at True Nature Inc'. A previous role was 'National Speakers Association, Tremendous'.

On the right side, there is a 'Profile Organizer' section showing '100% profile completeness'. It lists 'Jeff's folders' including 'Association for Small Businesses, Enterprise Serving Small Business'. There are options to 'Add a note' and 'Delete Profile from Organizer'. A link to 'Go to Profile Organizer' is also present.

Below the profile header are several recommendations:

- Learn to Manage Conflict**: Study Conflict Mgmt With Creighton's Top-Ranked Online Grad Programs.
- B2B Marketers**: Tips to generate qualified leads from your target audience. Download now.
- Promote yourself locally**: Get your ads online in minutes and promote your business today.

At the bottom right, there is a section for 'Who's Viewed Your Profile?'.



Jeff Korhan

New Media and Small Business Marketing

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speaker@jeffkorhan.com

630-774-8350