



**Jeff Korhan**

New Media and Small Business Marketing

*How to Use Social Media to be a  
Friendlier, More Relevant, and  
Profitable Business*



Presented by Jeff Korhan  
February 13, 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

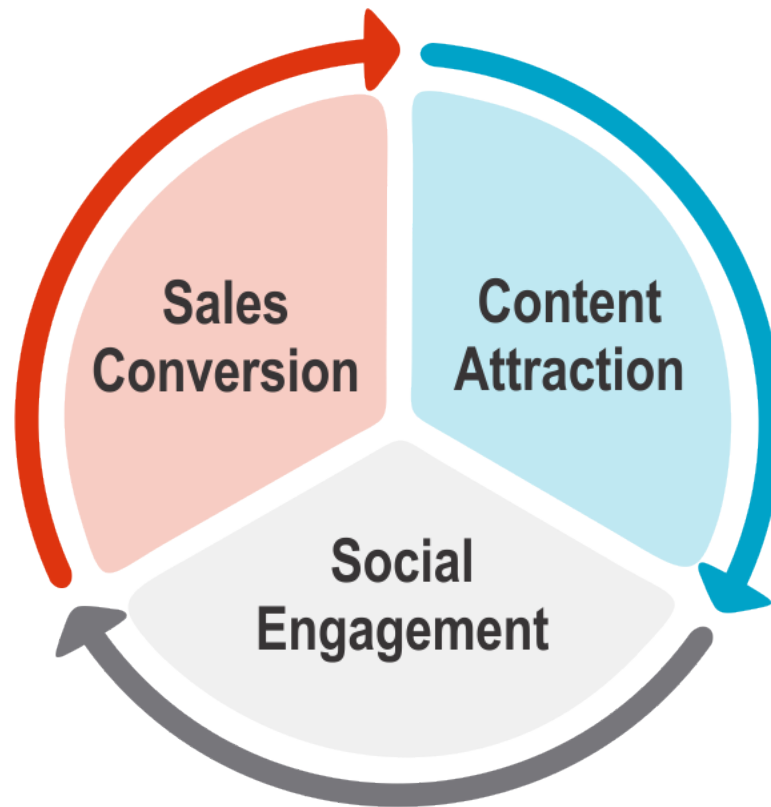


# Search

Drives the Web

(problems looking for solutions)

# The Social Marketing Process





# The Trust Economy

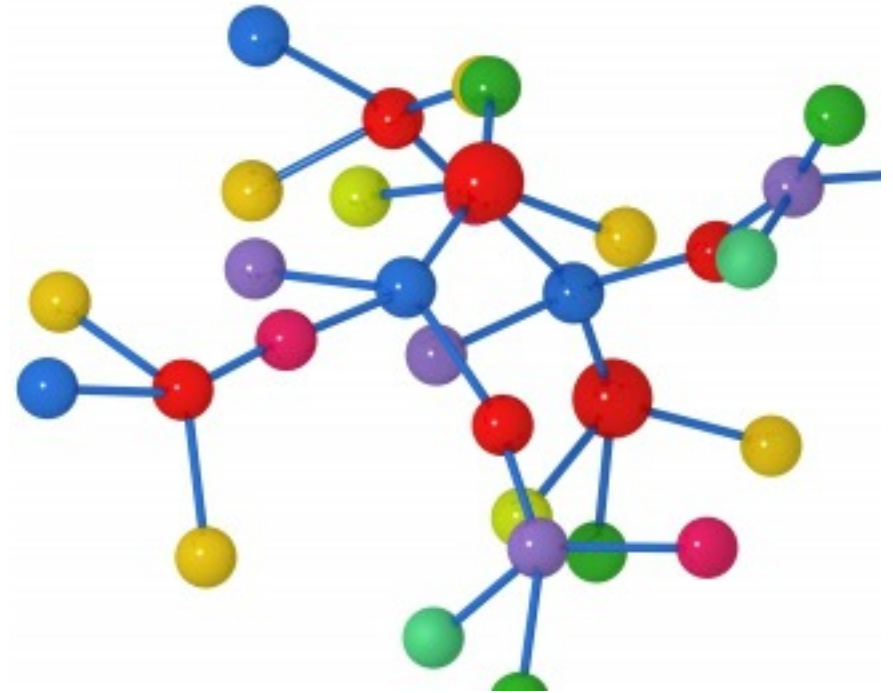
- 1. Business is Personal*
- 2. Markets are Collaborative*
- 3. Communities are the New Markets*

# Design Your Business Around Customers



# 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:

|   |                    |
|---|--------------------|
| <b>1</b>  <b>Your Connections</b><br>Your trusted friends and colleagues                             | <b>866</b>         |
| <b>2</b>  <b>Two degrees away</b><br>Friends of friends; each connected to one of your connections   | <b>348,400+</b>    |
| <b>3</b>  <b>Three degrees away</b><br>Reach these users through a friend and one of their friends | <b>11,206,400+</b> |
| <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

# Communities are the New Markets

*Help Them Do More ...*



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

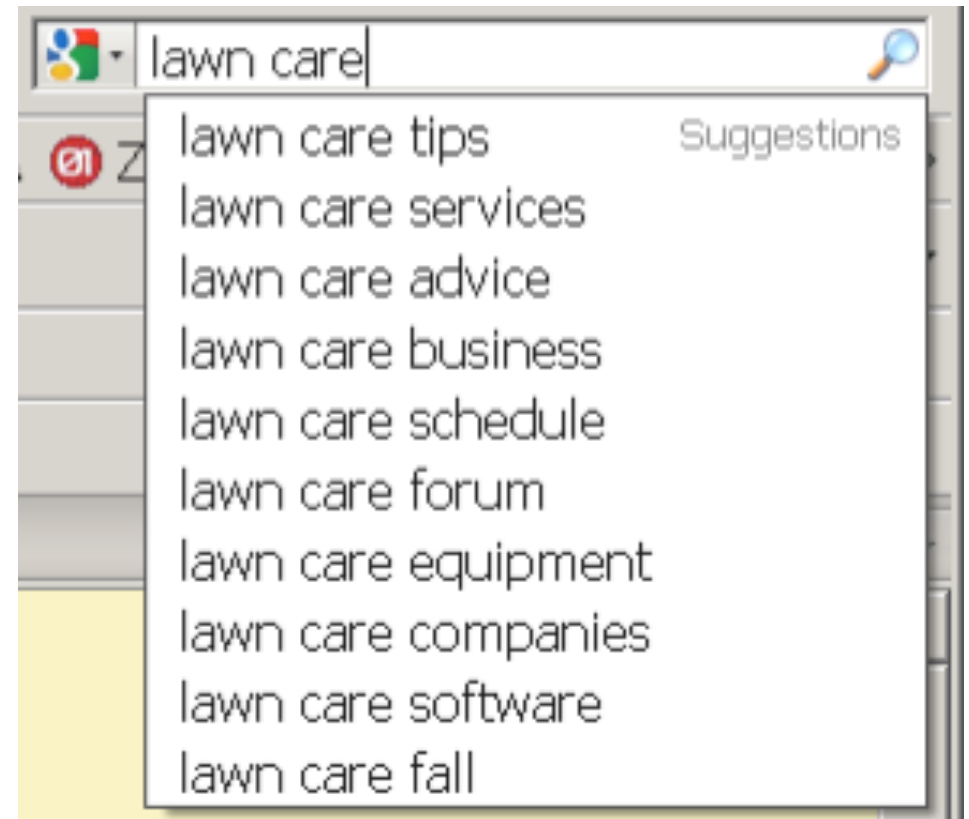
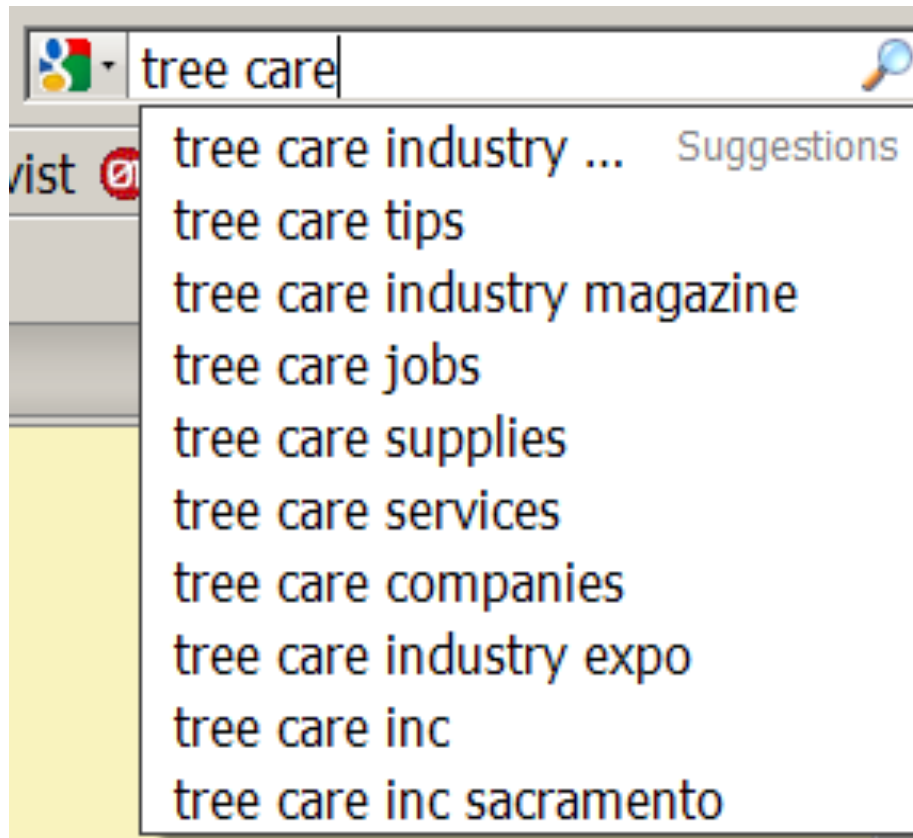
# Monitor Your Communities



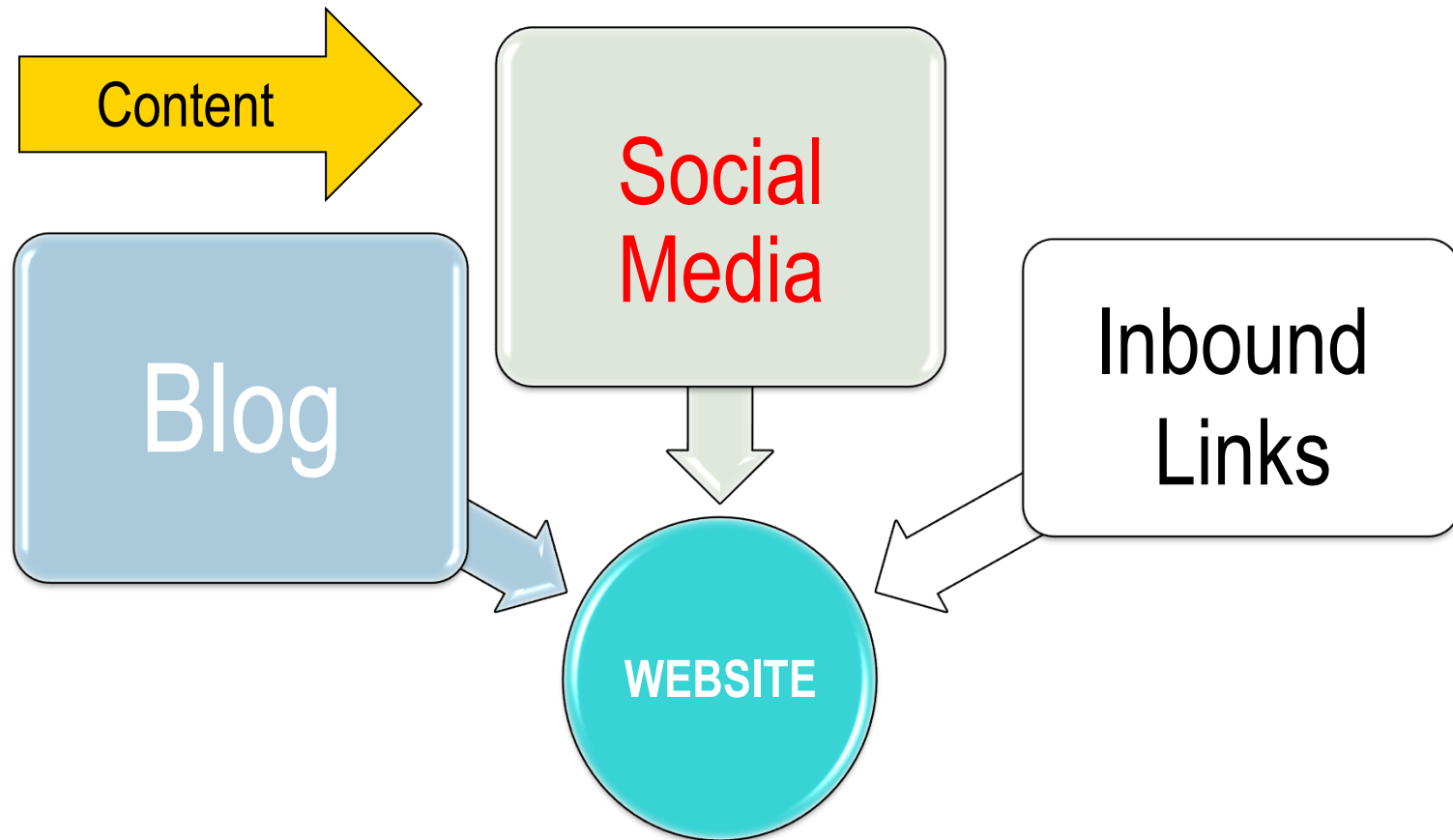
©Jeff Korhan a

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 @entreproducer #fb #in

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

---

|         |   |
|---------|---|
| Current | <b>Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc</b>    |
| Past    | Founder, President, and Marketing Director at Tremendous Landscape Company®<br>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 Interest Lists

 **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 page 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, followed by a location filter 'Naperville Area' with a lightning bolt icon. Below the location filter, a red box highlights the text 'Friends who live within 55 miles of Naperville.' with a red arrow pointing to it. The main content area also shows a post by Kurt Scholle with the text 'Great post on time management!' and a post by DrSurya M Ganduri with the text '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...'. Below the post by DrSurya M Ganduri, there are interaction options: 'Like · Comment · Share · 55 minutes ago · [Globe]', '2 people like this.', and a text input field 'Write a comment...'. The bottom of the page shows the copyright notice '© Jeff Korhan and True Nature © 2012' and the Twitter handle '@JEFFKORHAN ON TWITTER'.



# 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](#)

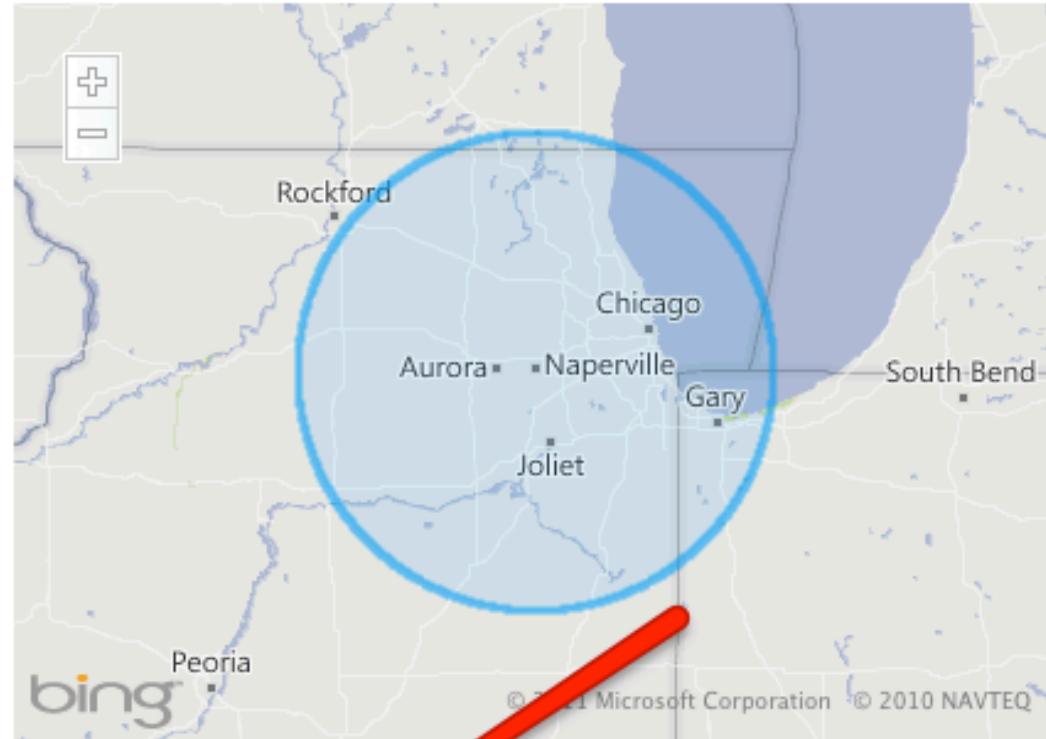
[2 people lik](#)

[Write a comme](#)

 **Mike Reilly**

## Edit List Settings

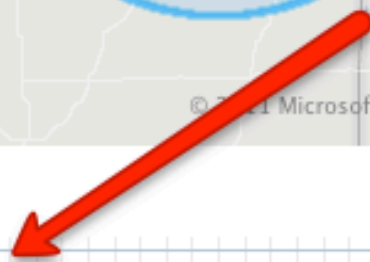
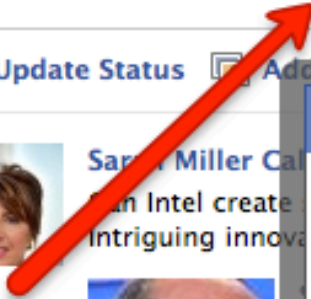
Choose a new range of cities to include in Naperville Area:



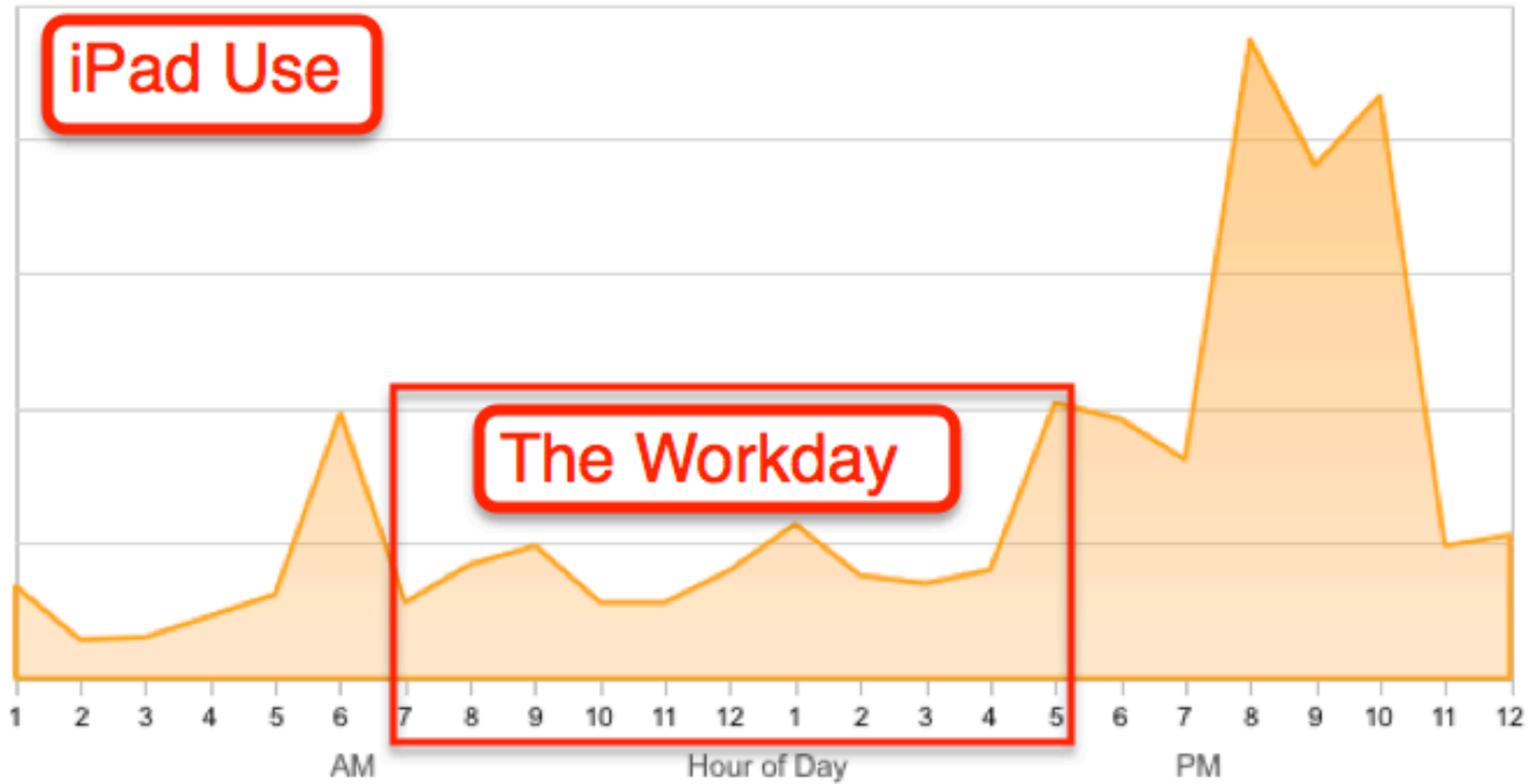
Radius (in miles): 55



[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](http://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



630-774-8350  
speaker@jeffkorhan.com  
www.jeffkorhan.com

## 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:

High 5 4 3 2 1 Low

Would you like to receive Jeff's *monthly* Web Marketing newsletter? YES NO

Email Address \_\_\_\_\_

Anything else? Can you suggest other organizations that could benefit from Jeff's programs?

Name \_\_\_\_\_ Email \_\_\_\_\_

Organization \_\_\_\_\_ Phone \_\_\_\_\_



# *The Most Powerful Site for Business Marketers*



# Google+ is an Identity Service

Google+

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

**Jeff Korhan**  
Keynote Speaker and Consultant for Mainstream Small Business

Jeff Korhan .com

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)

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 · [all 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.

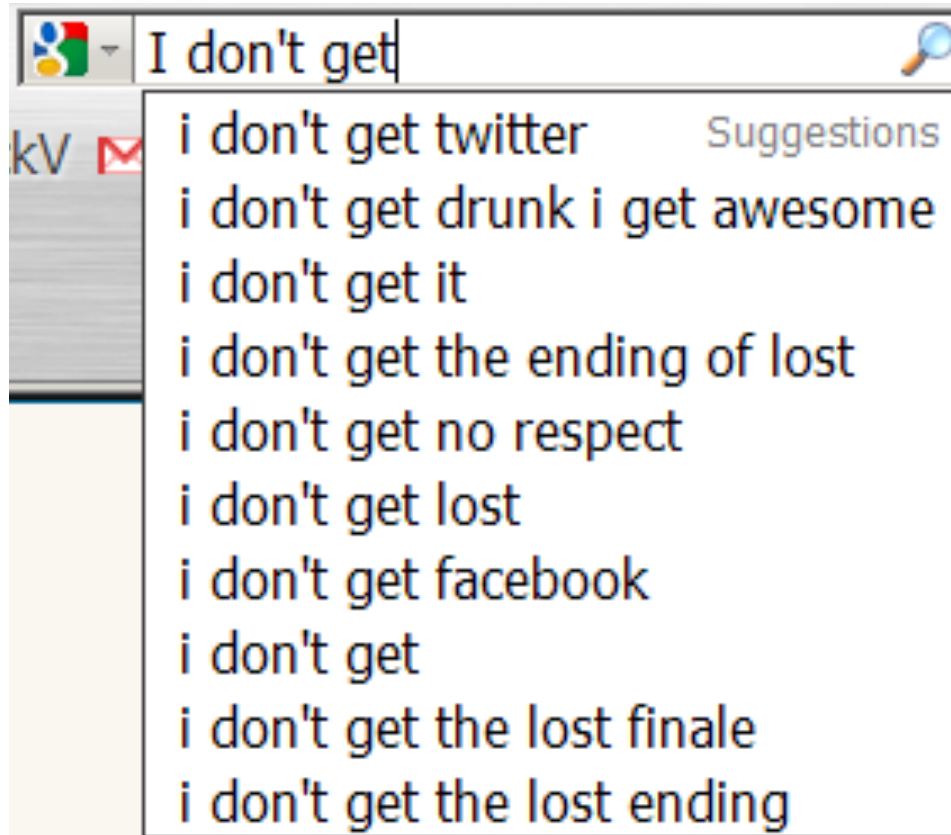


Unlike · Comment · Share



71 people saw this post

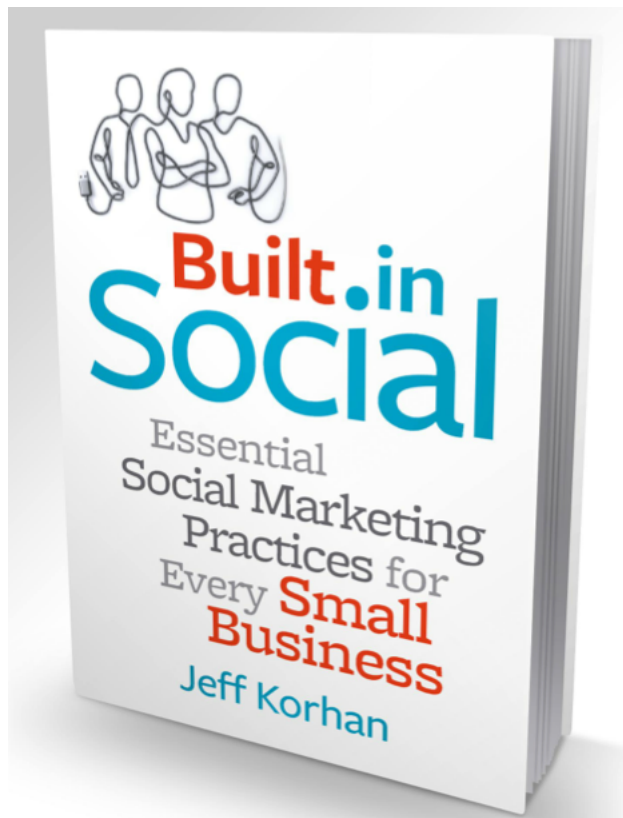
# I don't get ....





# Jeff Korhan

New Media and Small Business Marketing



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