



**Jeff Korhan**

New Media and Small Business Marketing

*Built-In Social:  
Essential Social Marketing Practices  
for Every Small Business*



Presented by Jeff Korhan  
February 16, 2013

@jeffkorhan on Twitter

# 65% of Adults Online Use Social Media



The image is a screenshot of a report page from Pew Internet. At the top left is the Pew Internet logo, which includes a stylized person icon and the text 'Pew Internet' and 'Pew Internet & American Life Project'. To the right of the logo, it says 'a project of the Pew Research Center'. Below the logo and text is a yellow navigation bar with the following links: 'TOPICS', 'DATA TOOLS', 'EXPERTS', 'PARTICIPATE', 'PRESS RESOURCES', and 'ABOUT US'. The main content area has a white background with a blue border on the left. The report title is '65% of online adults use social networking sites' in large blue font. Below the title, it says 'REPORT: SOCIAL NETWORKING' in smaller blue font. At the bottom of the report section, 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

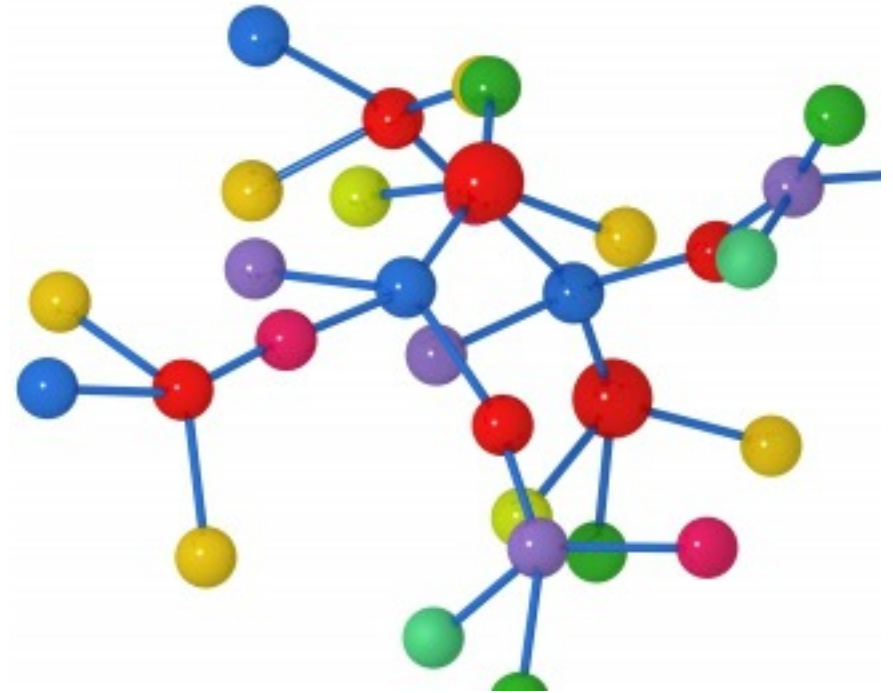
- 1. Business is Personal*
- 2. Markets are Collaborative*
- 3. Communities are the New Markets*

# Design Your Business Around Customers



# Social Graphs

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






# 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> Your trusted friends and colleagues	<b>866</b>
<b>2</b>  <b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>348,400+</b>
<b>3</b>  <b>Three degrees away</b> 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*

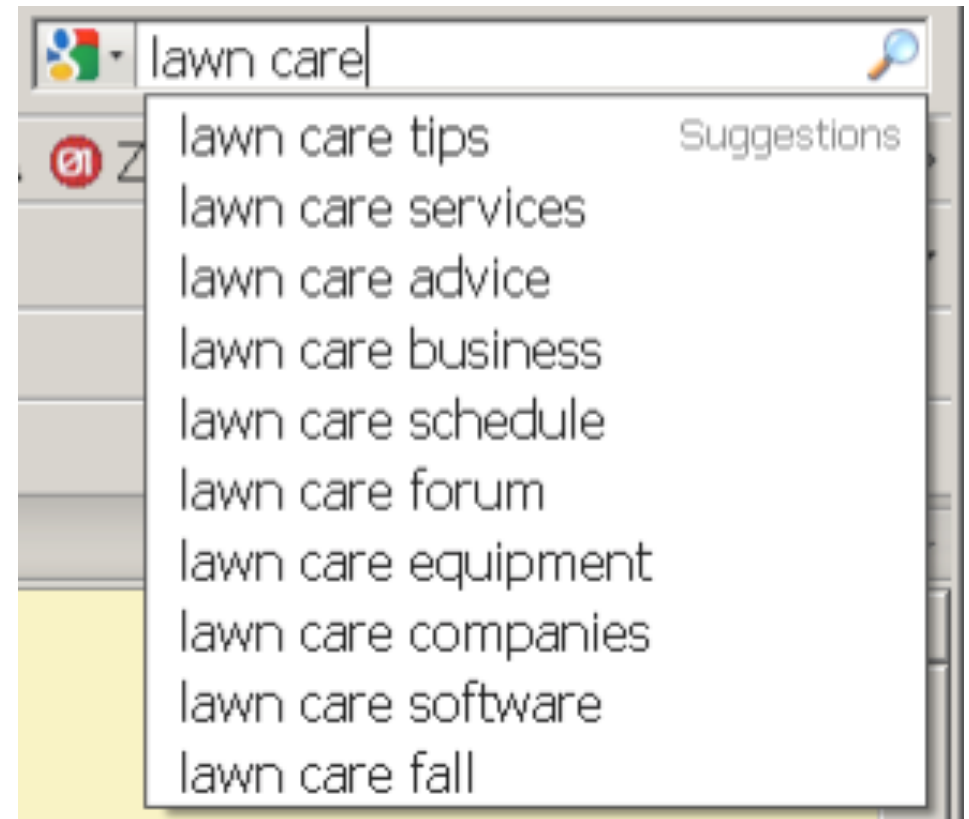
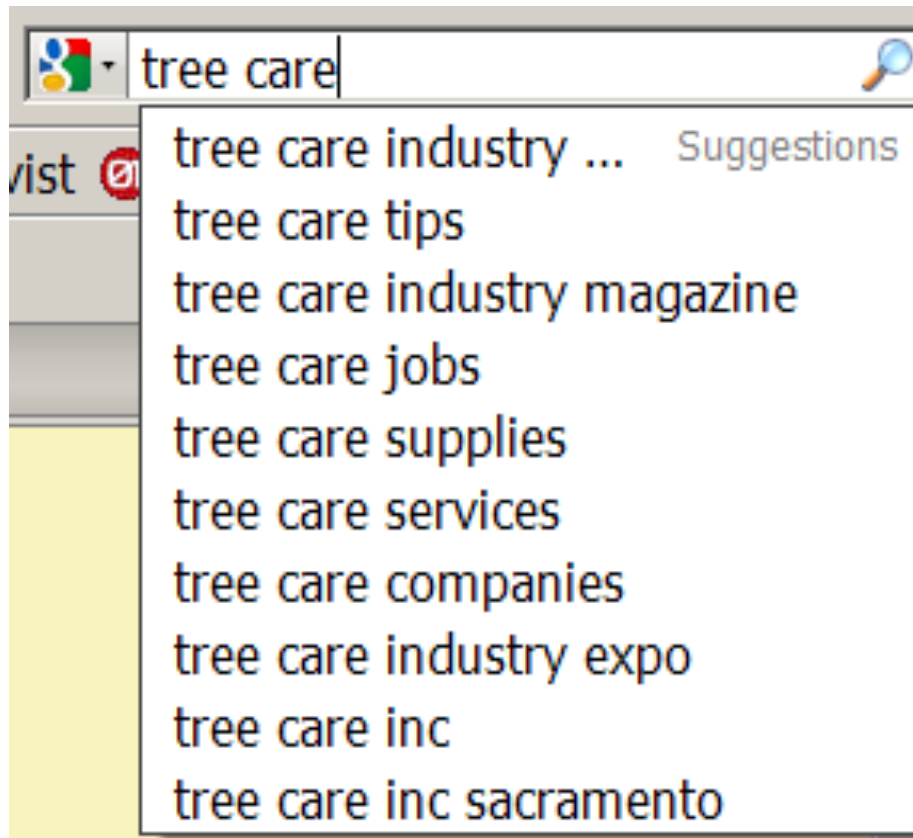
# Monitor Your Communities



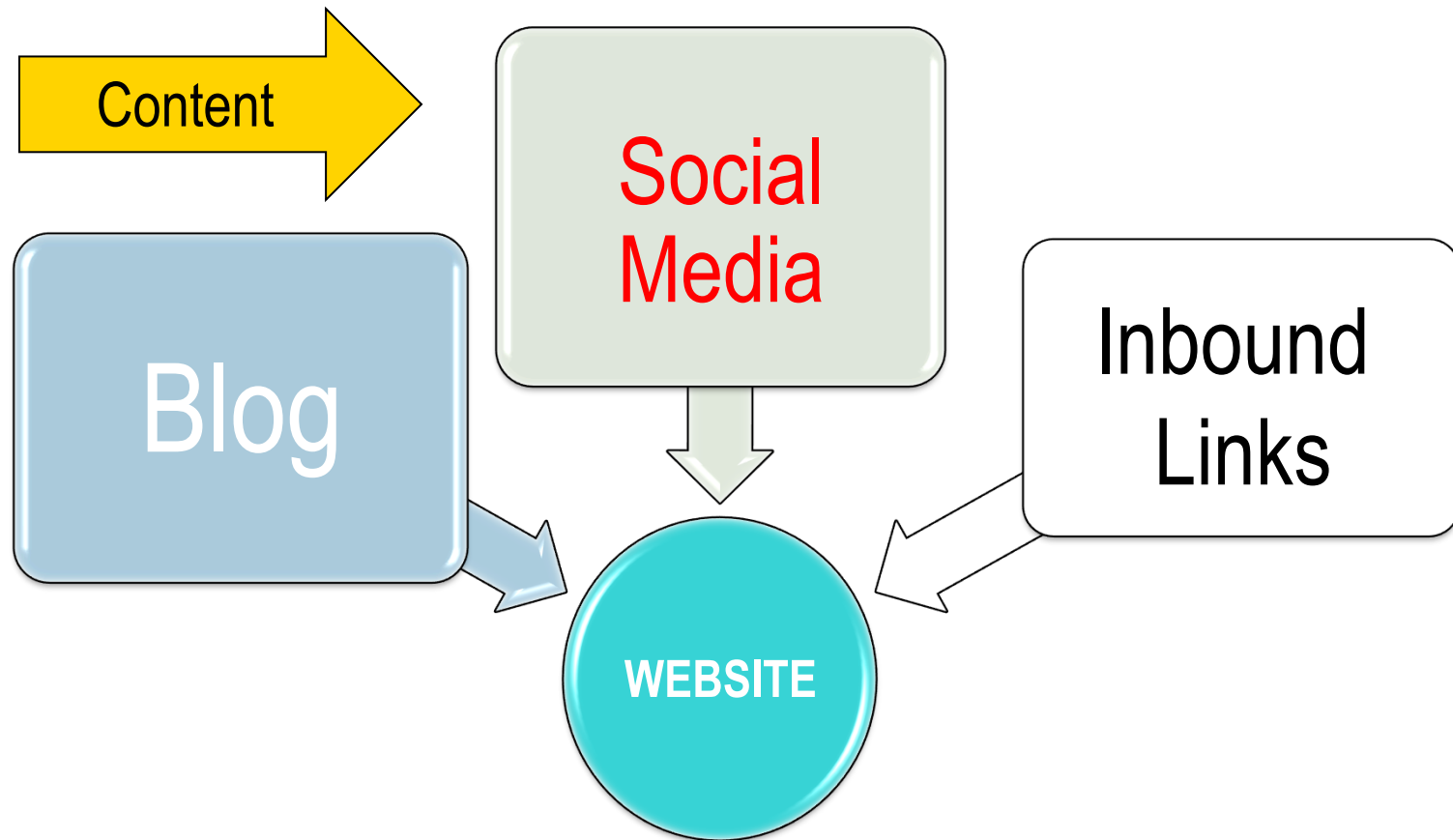
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ffkorhan on Twitter

# Be a Valued Resource



# One Business Channel



# Blogging Liberates Your Expertise



# Email Marketing

- Social Newsletters
- Educate with Content
- Call to Action





# 3 Business Channels to Master


*Why and How*





*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

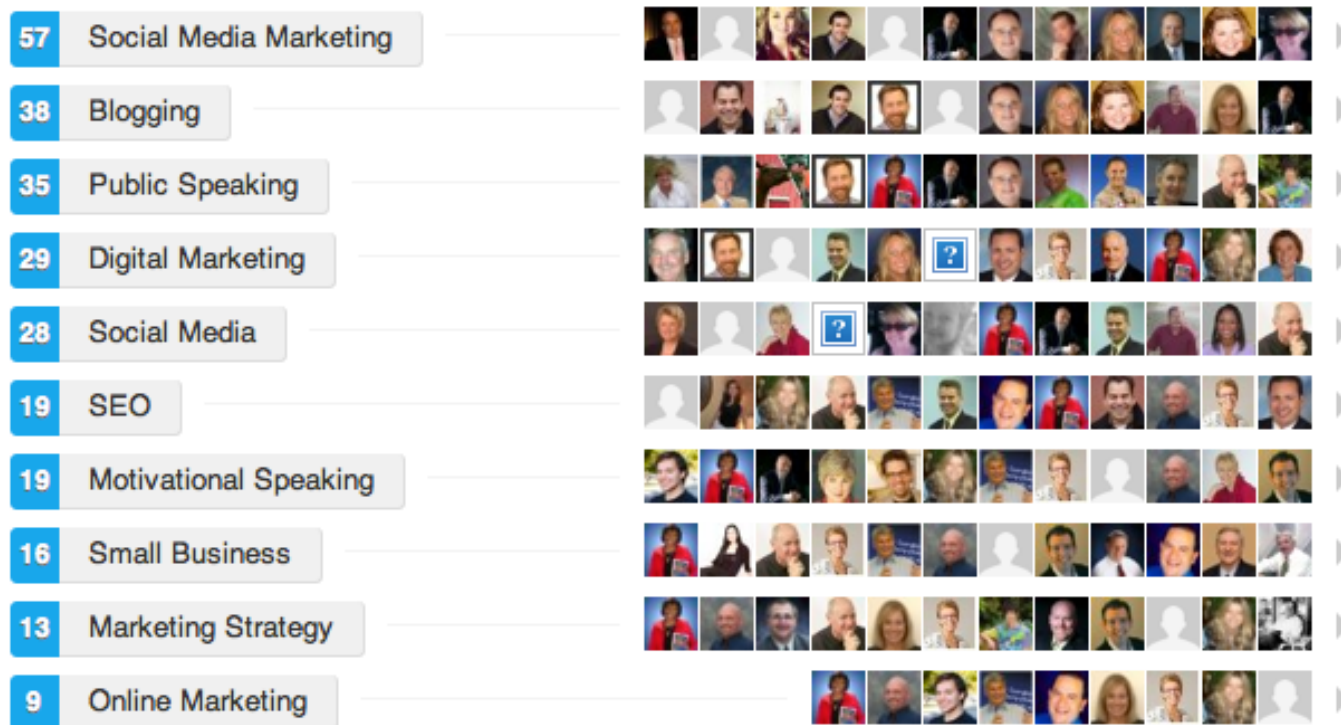
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Current	<b>Digital Marketing Consultant and Professional Speaker for Mainstream Small Business at True Nature Inc</b> 
Past	Founder, President, and Marketing Director at Tremendous Landscape Company® Midwest Region Sales and Marketing Manager at Chevron Phillips Chemical Company 



## SKILLS & EXPERTISE

Most endorsed for...





# *The Most Active Site on the Web*



# 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 \* ▾

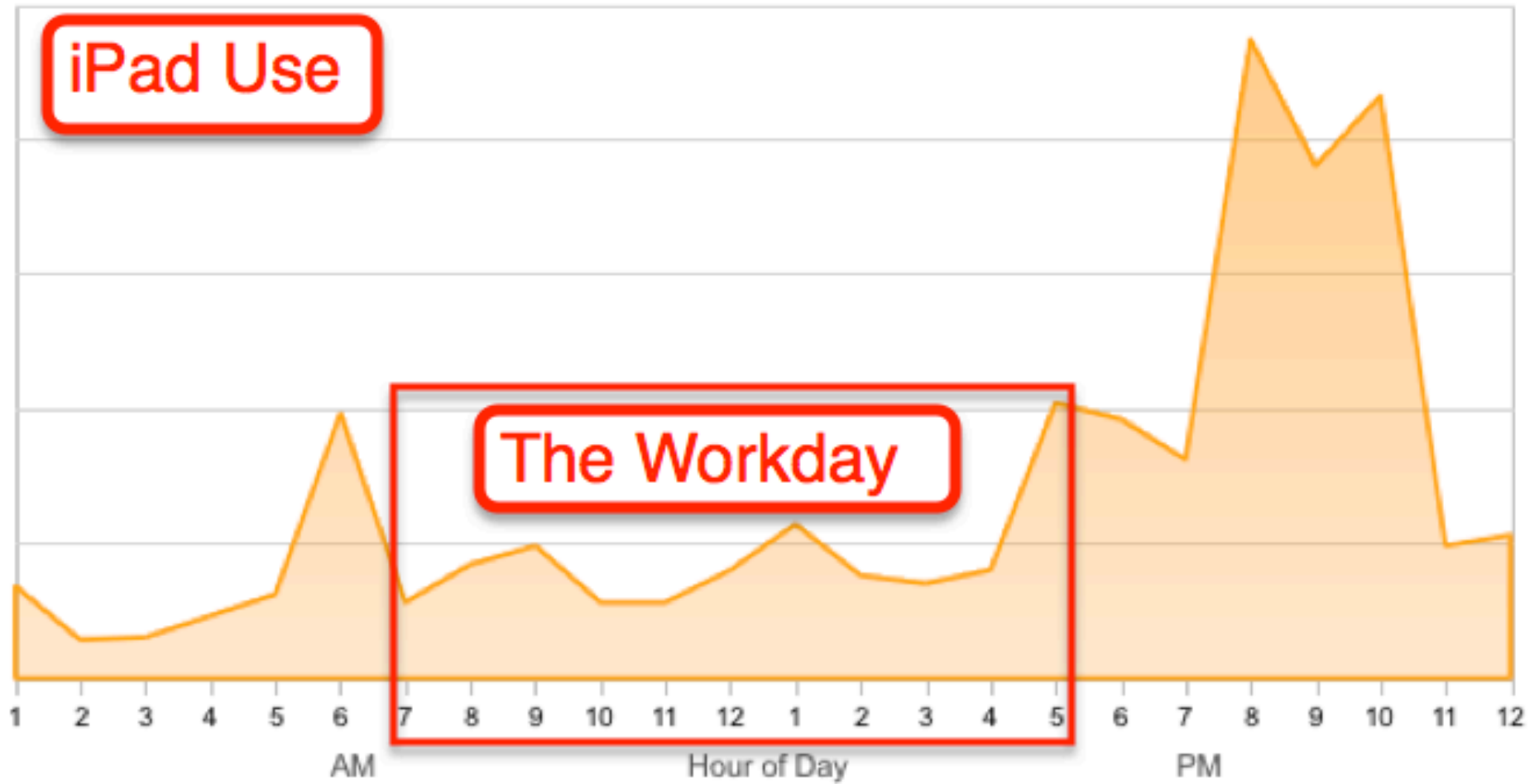
509

# Ask Good Questions

(with no right or wrong answer)



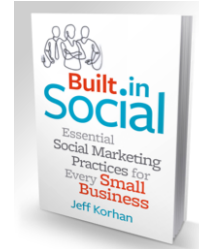
# Timing is Important





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



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Your circles

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### 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 ☆

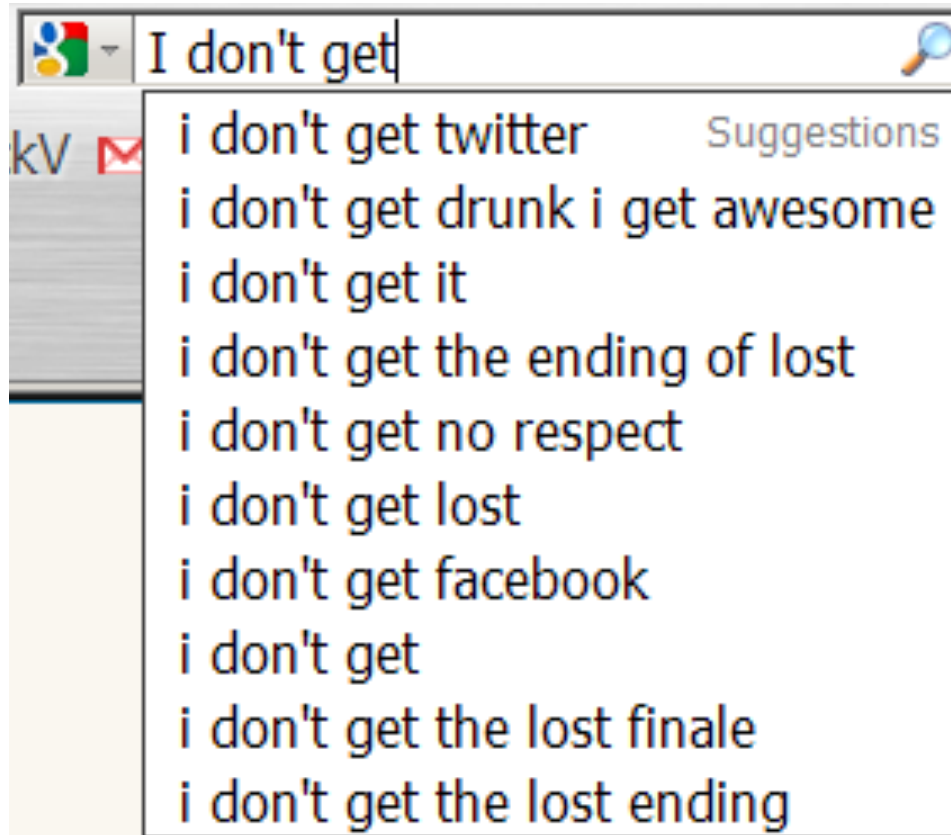
Restaurant · 244 South Main Street, Naperville, IL · (630) 305-0230 · \$\$\$

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



# I don't get ....





RYCO Landscaping

September 25

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



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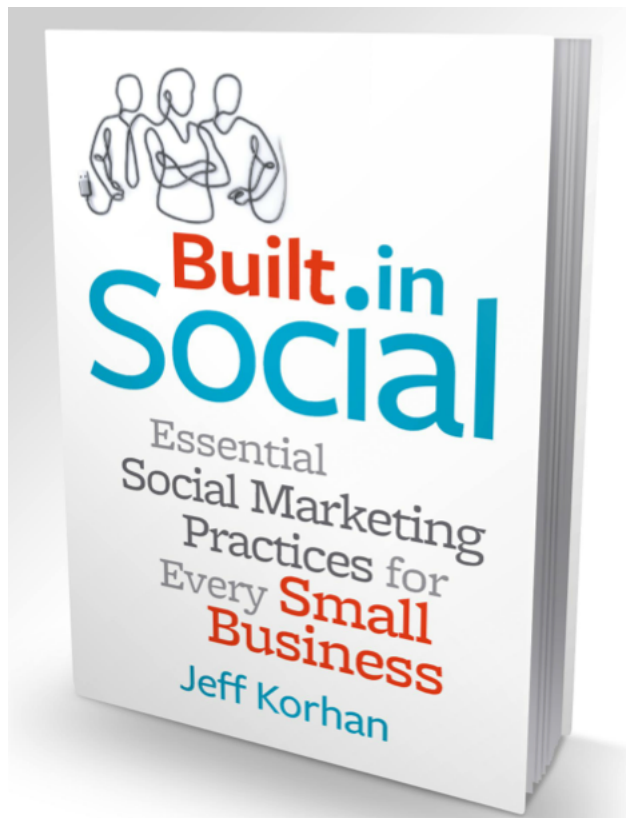


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