



**Jeff Korhan**

New Media and Small Business Marketing

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

Presented by Jeff Korhan  
February 19, 2013

@jeffkorhan on Twitter

**BIG**  
GROWER  
EXECUTIVE  
SUMMIT | 2013

# 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*)






# 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

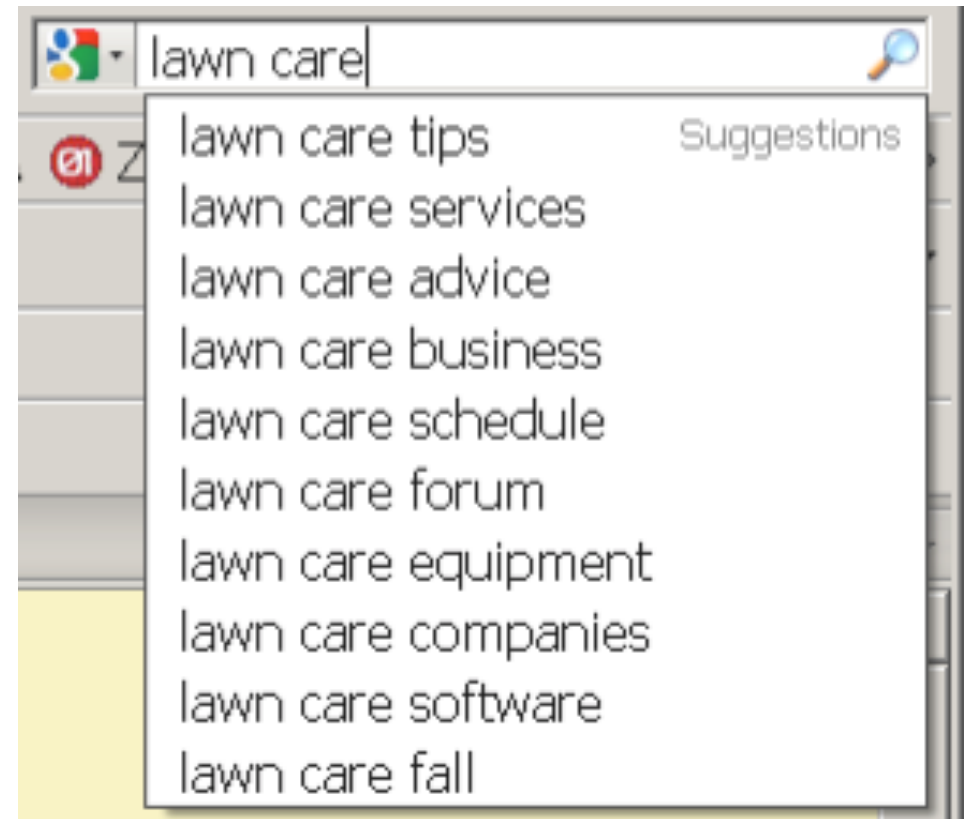
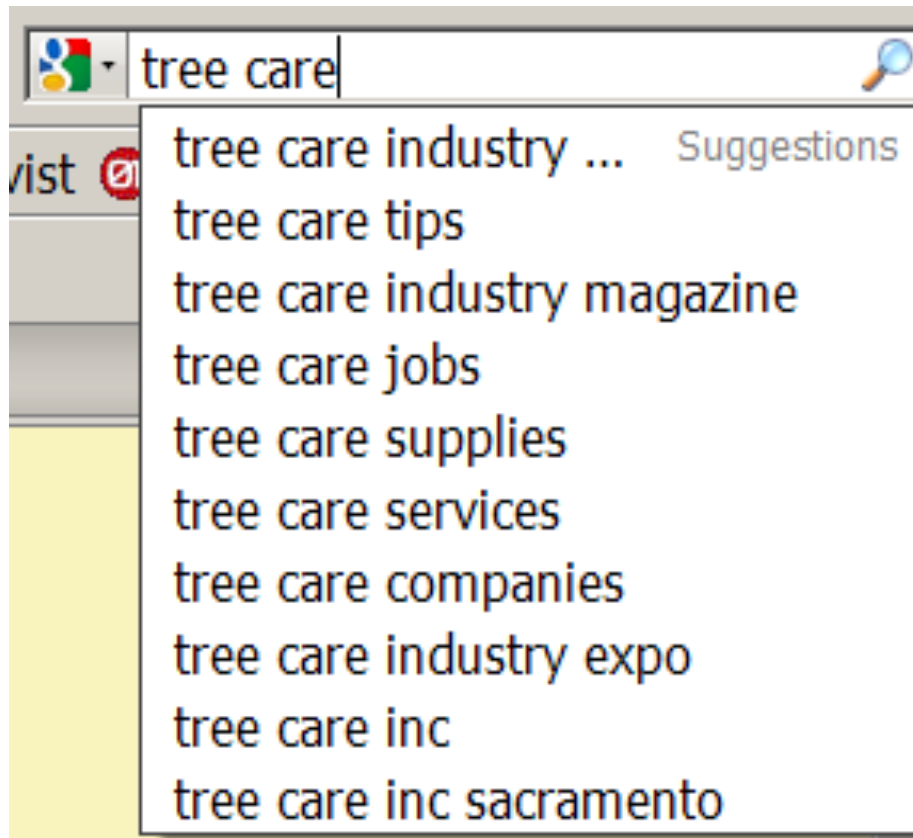
# Communities are the New Markets

*Help Them Do More ...*



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

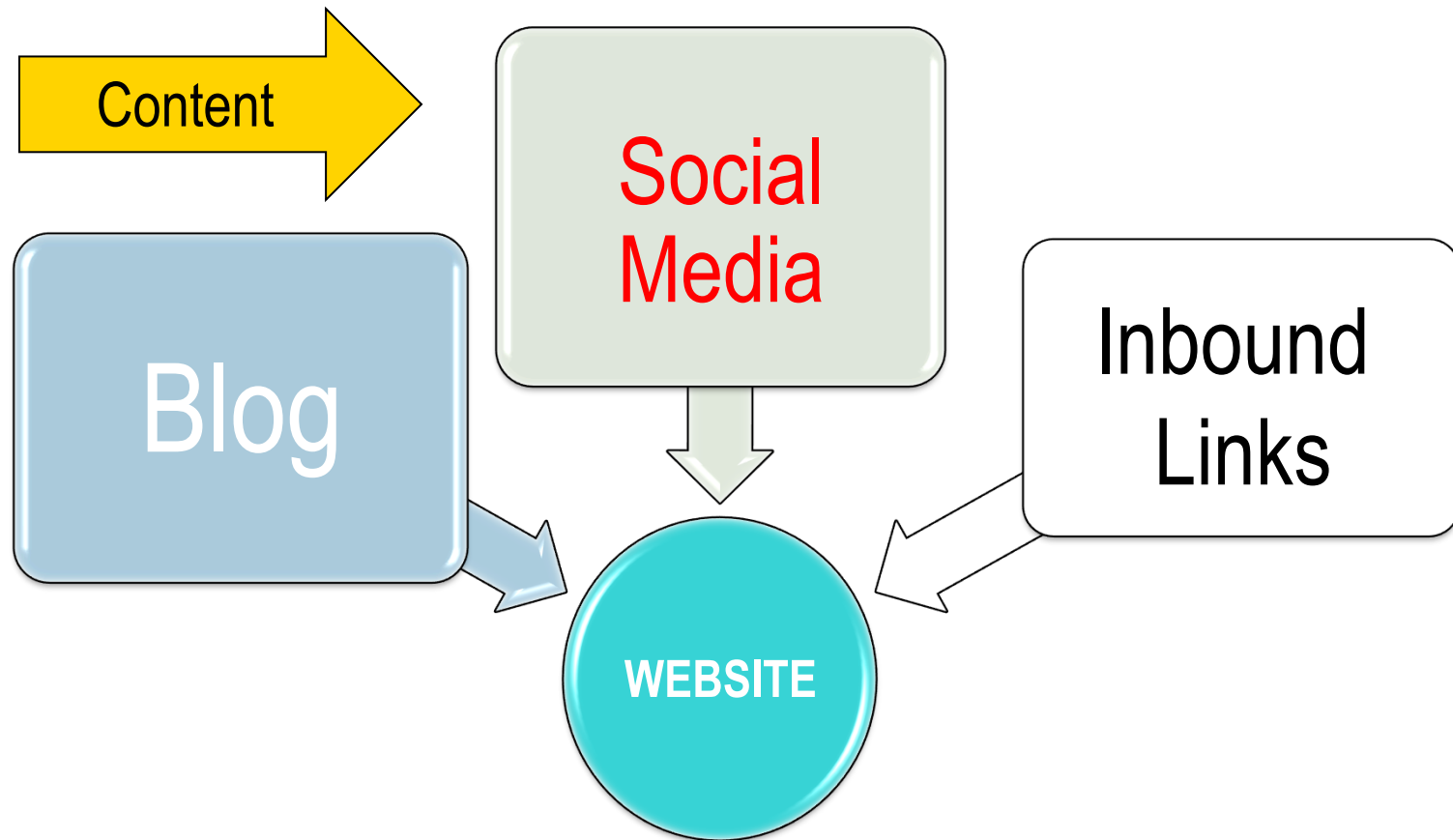
# Be a Valued Resource



# A Virtual Store



# One Business Channel



# Blogging Liberates Your Expertise





# 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 @entreproucer #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 



# 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*



# 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 \* ▾

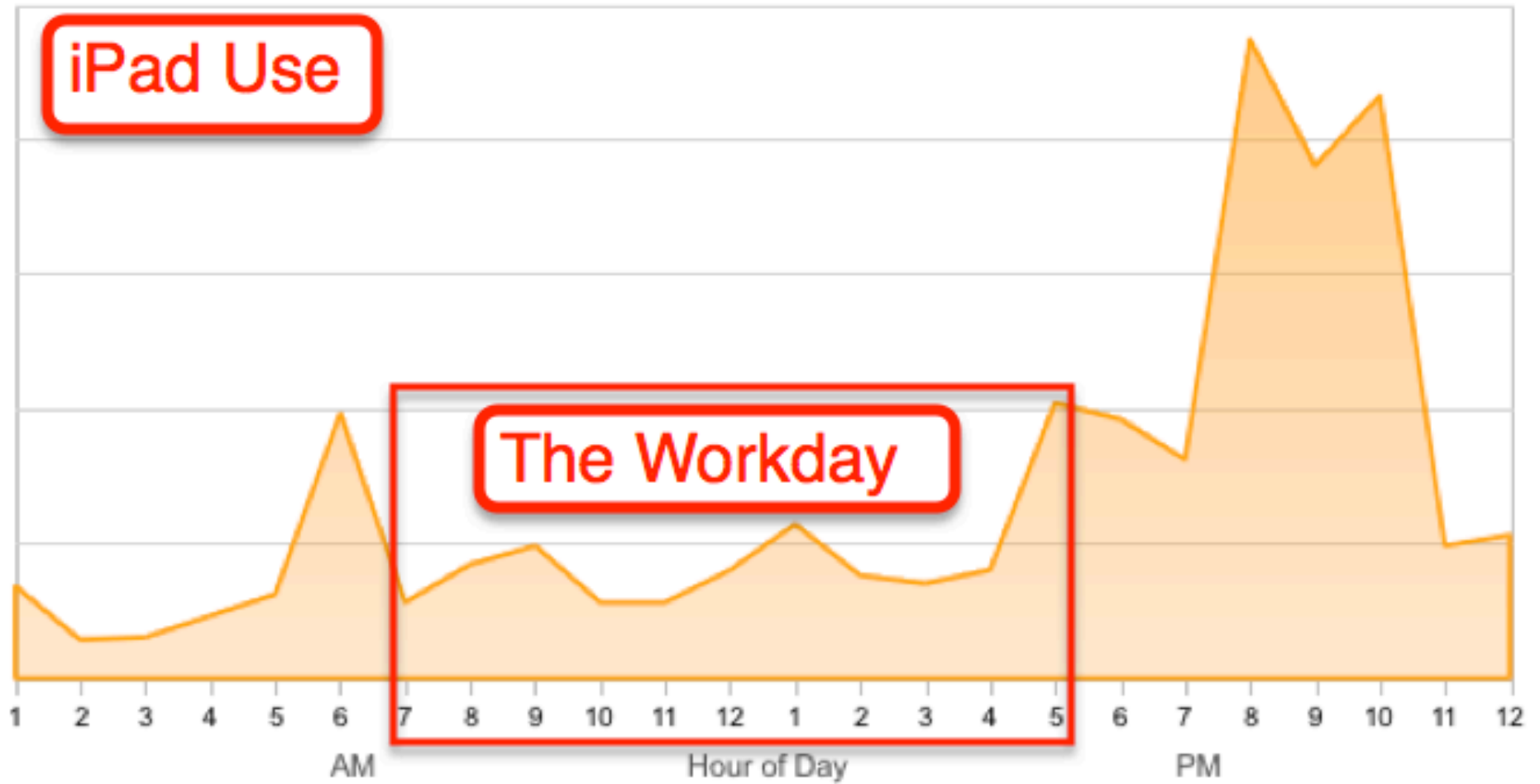
👍 509

# Ask Good Questions

(with no right or wrong answer)



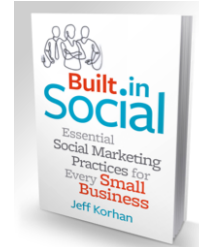
# Timing is Important





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+

Search 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

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

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



+Jeff Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google+

Jeff Korhan 1

All Friends Family More

Home Profile Explore Events Photos Circles More

Share what's new...

**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

Add a comment...

**Calvin Lee** 5:04 PM - Public

**Jesse Newhart** originally shared this post:

[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.

Chat with...

- Jeff Korhan
- John Hawkins
- Brett Lemcke
- Chris Shaul
- Gustavo Garcia
- Matthew Gallizzi
- mitchell davis
- Marc Pitman
- Brian Birch

 **RYCO Landscaping**  
September 25 

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



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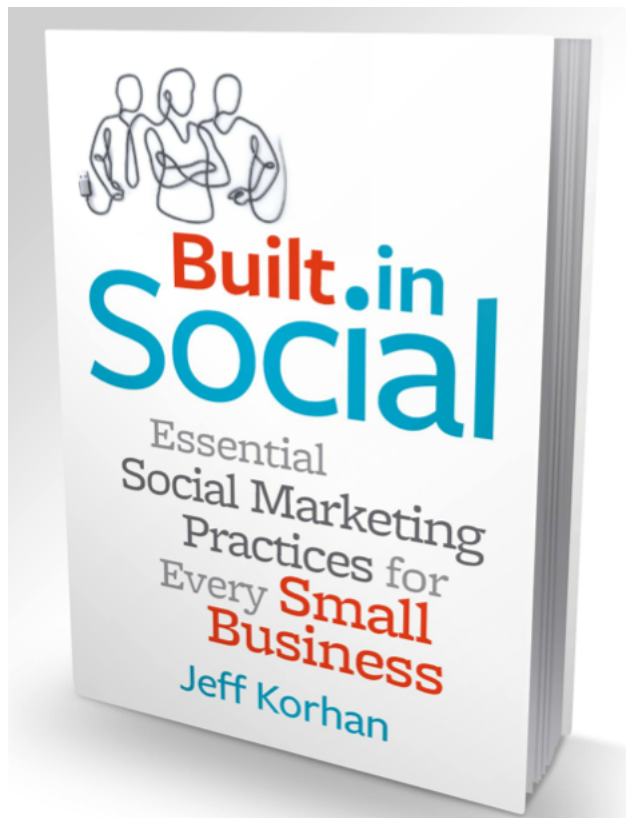
 5

71 people saw this post



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