



Jeff Korhan

New Media and Small Business Marketing

How to Use Social Media to Engage Your Customers

Presented by Jeff Korhan
March 6, 2013

@jeffkorhan on Twitter



65% of Adults Online Use Social Media



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

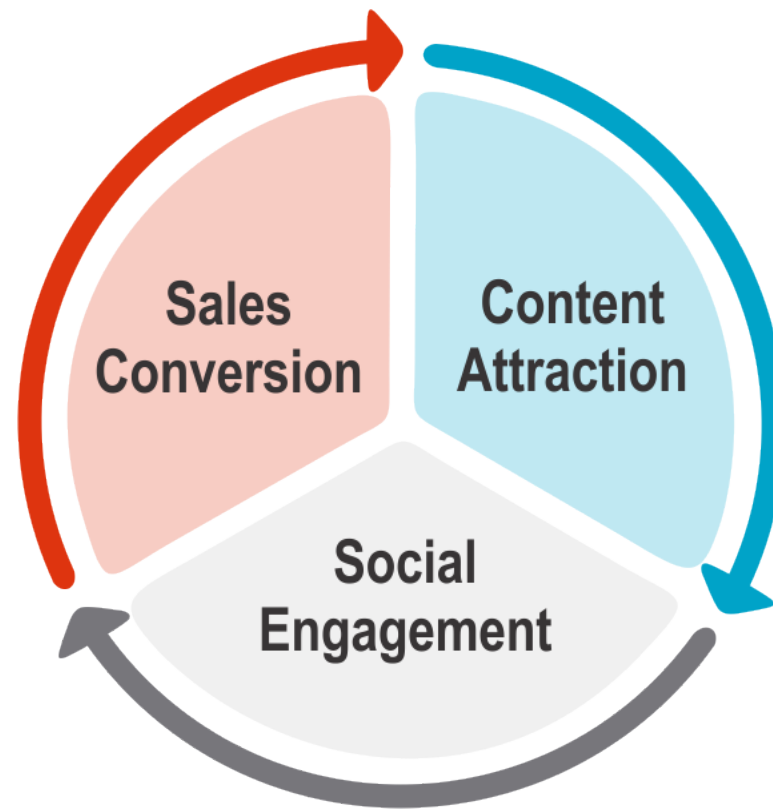


Search

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



Facebook's "Graph Search"

Forbes ▾

New Posts

Most Popular

World's Happiest Countries

Lists

30 Under 30

40

f Share

106

Twitter Tweet

14

in 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

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

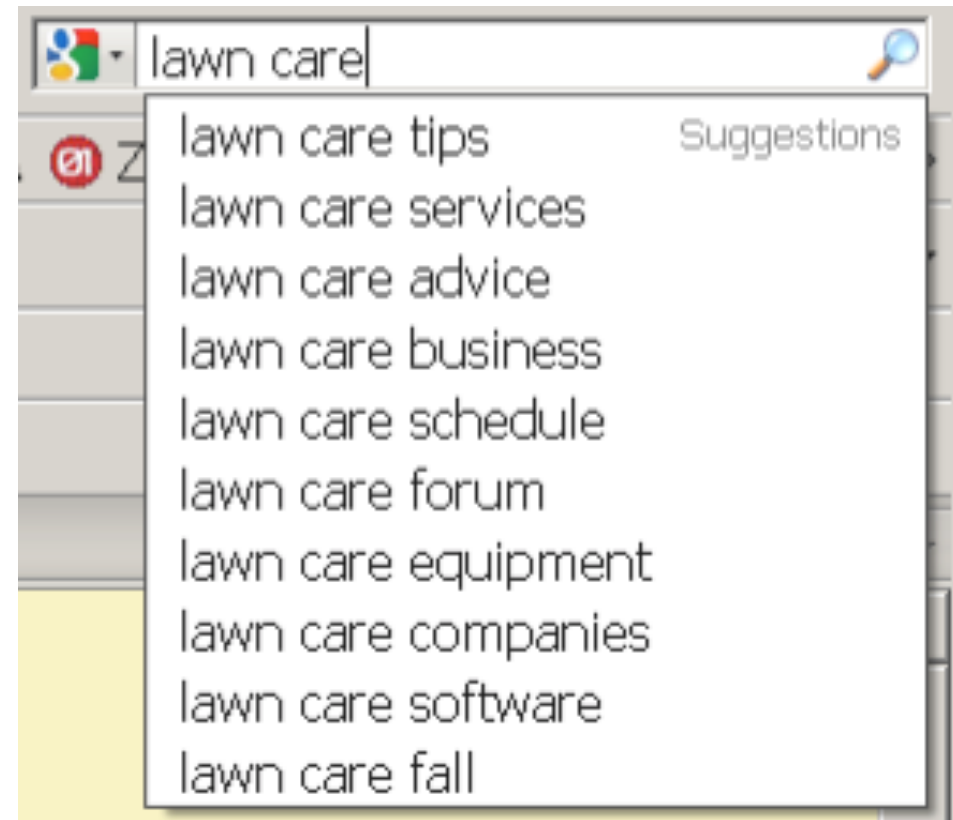
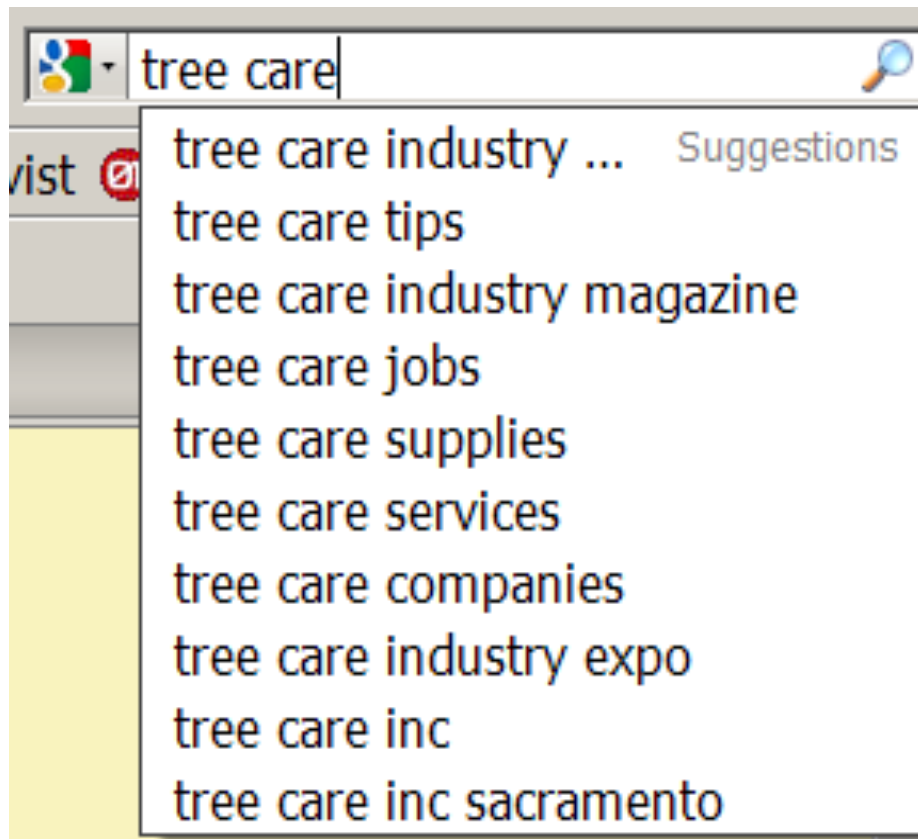
Communities are the New Markets

Help Them Do More ...



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

Be a Valued Resource

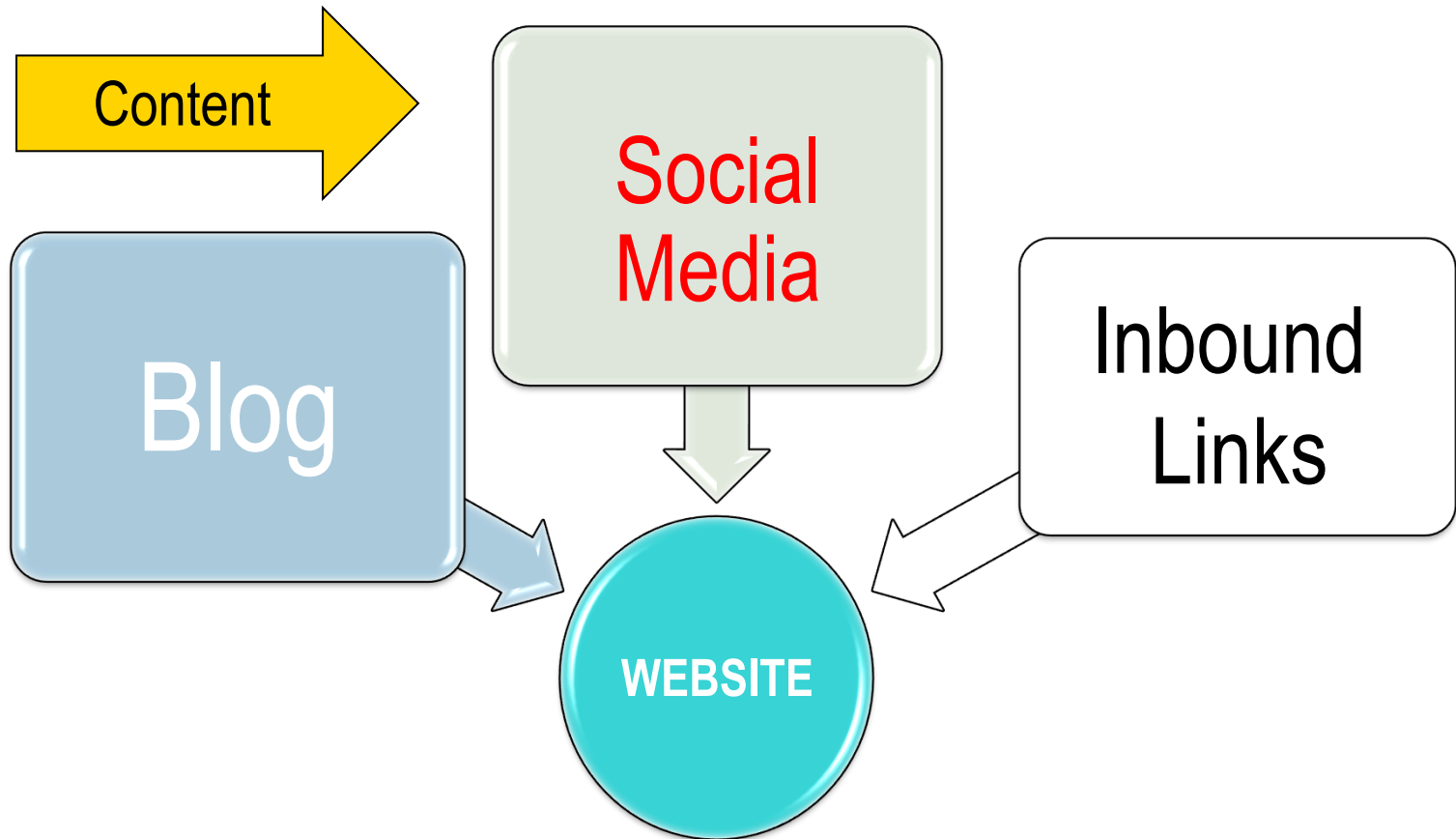


Hootsuite.com

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 links for 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..." 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, Profile, Settings, and Help. The central feed is titled "News Feed" and shows a list of posts. The first post is from Jeff Korhan (Facebook) at 10:30am, with the text "Your imagination is your preview of life's coming attractions." -Albert Einstein. The second post is from Susan Sparks at 10:29am, with the text "So I made headlines in an atheist news article. I knew my message was diverse ... but wow. Miracles never cease." and a link to a news 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, with the text "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."

Browser: HootSuite
URL: `hootsuite.com/dashboard#/tabs?id=0`
Navigation: Home, BatchBook, Wordpress Blog, Speaking, Social Media, Productivity, Personal, Travel, News, Google, HootSuite, Share Image PRO
Compose message...
Streams: Jeff Korhan (Facebook), Jeff Korhan (LinkedIn), jeffkorhan (Twitter), Jeff Korhan (Facebook Pages)
News Feed (Jeff Korhan)
10:30am
"Your imagination is your preview of life's coming attractions." -Albert Einstein
1 likes 0 comments
10:29am
Susan Sparks
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
10:28am
Don Francis
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

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 [@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



Facebook is a Filtered Experience



Sublime
garden design

Sublime Garden Design
509 likes · 275 talking about this

✓ Liked Message * ▾

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.

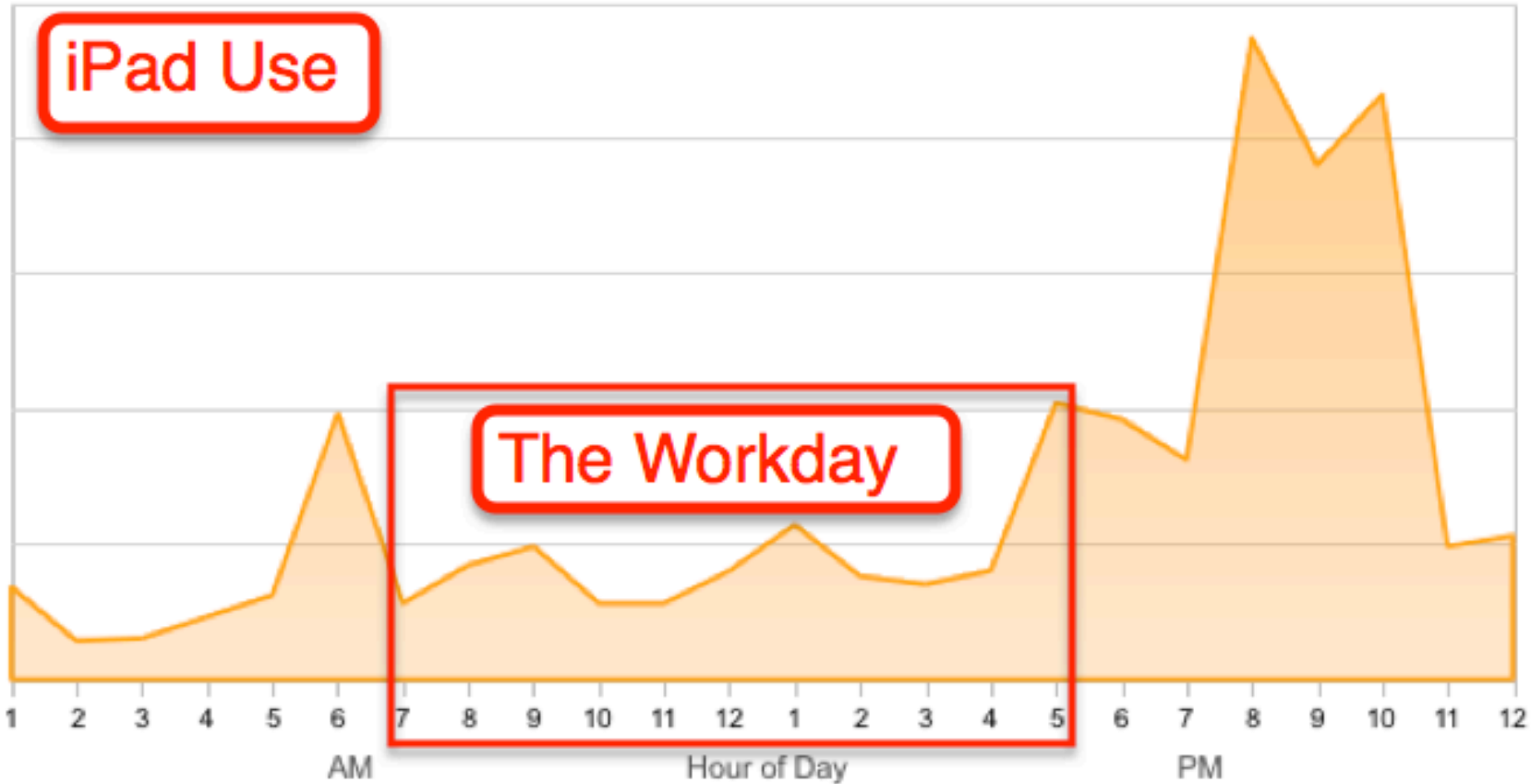
 509

Ask Good Questions

(with no right or wrong answer)



Timing is Important



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

Jeff
Korhan
.com



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



Jeff Korhan

1

+ Share



All Friends Family More



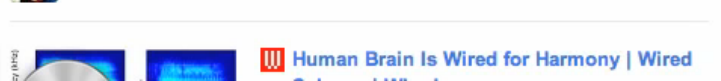
Russell Holly 5:09 PM - Mobile - Public
Crazy day tomorrow. I get to head to NYC in the AM and spend some time with my boss and pick up a few gadgets. Probably not working on my little creative exercise tonight, whoever is still reading.

+1



Calvin Lee 5:04 PM - Public

Jesse Newhart originally shared this post:



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

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.



Unlike · Comment · Share

👍 5

71 people saw this post

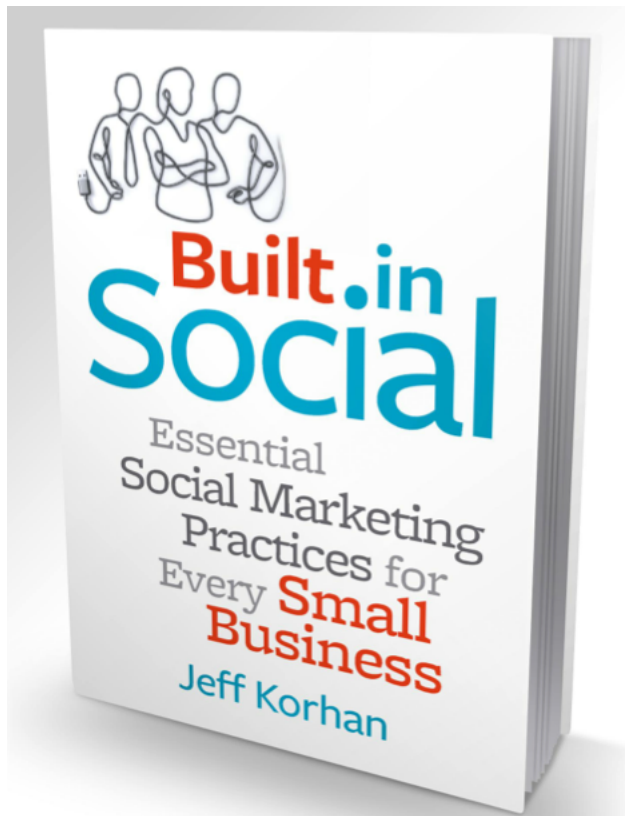
Social is Alignment





Jeff Korhan

New Media and Small Business Marketing



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