

Table of Contents

Introduction	1
About This Book	1
What You Don't Have to Read.....	2
Foolish Assumptions.....	2
How This Book Is Organized	3
Book I: The Social Media Mix	3
Book II: Cybersocial Tools	4
Book III: Blogs, Podcasts, and Vlogs.....	4
Book IV: Twitter	4
Book V: Facebook	4
Book VI: LinkedIn	4
Book VII: Other Social Media Marketing Sites	5
Book VIII: Measuring Your Results; Building on Your Success.....	5
Icons Used in This Book	5
Conventions Used in This Book.....	6
Where to Go from Here.....	6
 Book I: The Social Media Mix	 7
 Chapter 1: Making the Business Case for Social Media	 9
Making Your Social Debut	9
Defining Social Media Marketing	10
Understanding the Benefits of Social Media	15
Casting a wide net to catch your target market.....	16
Branding.....	17
Building relationships	17
Improving business processes.....	18
Improving search engine rankings	19
Selling when opportunity arises	19
Saving money on advertising	20
Understanding the Cons of Social Media.....	21
Integrating Social Media into Your Overall Marketing Effort.....	22
Developing a Strategic Social Media Marketing Plan	24
Establishing goals	27
Setting quantifiable objectives.....	28
Identifying your target markets	28
Estimating costs.....	28
Valuing social media ROI	28

Chapter 2: Plotting Your Social Media Marketing Strategy	33
Locating Your Target Market Online	33
Segmenting Your B2C Market	34
Demographics	35
Geographics.....	37
Life stages	39
Psychographics or lifestyle	40
Affinity, or interest, groups	41
Researching B2B Markets.....	43
Conducting Other Types of Market Research Online.....	45
Identifying influencers.....	45
Understanding why people use social media services	46
Setting Up Your Social Marketing Worksheet.....	50
Chapter 3: Managing Your Cybersocial Campaign	57
Managing Your Social Media Schedule.....	57
Bounding the time commitment	58
Developing your social date book	59
Creating a social media dashboard	61
Building Your Social Media Marketing Dream Team	67
Seeking a skilled social director.....	68
Looking inside	69
Hiring experts.....	69
Creating a Social Media Marketing Policy	70
Staying on the Right Side of the Law.....	72
Obtaining permission to avoid infringement	72
Respecting privacy	74
Revealing product endorsement relationships.....	75
Protecting Your Brand.....	77
Copyrighting your material	77
Trademarking your brand names	78
Protecting your brand reputation	78
Chapter 4: Joining the Conversation.	83
Lurking and Listening.....	84
Listening actively	84
Hearing an opportunity and taking it	85
Minding Your Social Media P's & Q's.....	87
Sticking to business	88
Selling them softly with your song	88
Engaging Your Audience.....	90
Keeping it short and sweet	90
Finding your voice	90
Staying Engaged.....	94
Asking questions	95
... and answering questions	95
Being helpful.....	95

Finding content	97
Goofing with grace.....	97
Handling critics	98
Book II: Cybersocial Tools	99
Chapter 1: Discovering Helpful Tech Tools.....	101
Keeping Track of the Social Media Scene.....	102
Saving Time with Content Distribution Tools	104
Ping.fm by Seesmic	105
Alternative content distribution services.....	107
Putting Real Simple Syndication (RSS) to work	108
Notifying Search Engines about Updates	111
Snipping Ugly URLs	113
Using E-Commerce Tools for Social Sites	115
Cartfly	119
Netcarnation	119
ProductCart	120
Sellit	122
Shopit	122
Keeping Your Ear to the Social Ground.....	122
Deciding what to monitor and why	123
Deciding which tools to use	124
Using free or cheap social monitoring tools	124
Measuring the Buzz by Type of Service.....	129
Chapter 2: Leveraging Search Engine Optimization (SEO) for Social Media	135
Making the Statistical Case for SEO	136
Thinking Tactically and Practically.....	137
Focusing on the Right Search Engines	138
Selecting the Right Keywords	140
Understanding tags and tag clouds	143
Maximizing Metatag Muscle	145
Keeping up with keyword metatags	147
Tipping the scales with title tags	148
Pumping up page description tags	148
Working out with <alt> tags.....	149
Optimizing Your Site and Content for Search Engines	150
Writing an optimized first paragraph.....	151
Updating often.....	152
Using search terms elsewhere on pages.....	153
Making your site search engine friendly.....	154
Building Effective Inbound Links	159
Google PageRank.....	159
Knowing what makes a good inbound link.....	161

Hunting for elusive links	161
Implementing your link campaign	164
Getting inbound links from social bookmarks and social news services.....	165
Reaping other links from social media.....	165
Creating a resource page for outbound links.....	166
Optimizing Social Media for Search Engines.....	169
Placing your search terms on social media.....	170
Optimizing blogs	171
Assigning permalinks	174
Optimizing images, video, and podcasts	174
Optimizing Twitter.....	175
Optimizing Facebook.....	177
Optimizing LinkedIn	178
Gaining Visibility in Real-Time Search	179
Monitoring Your Search Engine Ranking.....	182
Chapter 3: Using Social Bookmarks and Social News.....	183
Bookmarking Your Way to Traffic	183
Sharing the News	185
Benefiting from Social Bookmarks and News Services.....	187
Researching a Social Bookmark and Social News Campaign.....	189
Executing your plan.....	190
Monitoring results	191
Submitting to Bookmarking Services	192
Submitting to Social News Services	193
Selecting content for social news services.....	195
Preparing social news stories for success.....	195
Using Application-Specific Bookmarks	196
Timing Your Submissions.....	198
Encouraging Others to Bookmark or Rate Your Site	201
Swapping bookmarks	202
Using Social Media Buttons.....	203
Follow Us buttons	203
Social Sharing buttons	203
Book III: Blogs, Podcasts, and Vlogs.....	207
Chapter 1: Developing Your Strategic Mix	209
Welcome to the Wild World of Multimedia Social Media.....	209
Determining whether you need a blog.....	209
Podcasting to reach your audience.....	212
Vlogging: Marketing with video.....	214
Determining Your Lofty — or Not So Lofty — Goals	215
Putting the Wheels in Motion.....	216

Introducing Yourself to the Online World.....	217
Creating your first blog post	218
Creating your first podcast.....	218
Creating a video Web log	219
Getting noticed.....	220
Mixing and matching your content with other social media	220
Maintaining your enthusiasm.....	221
Chapter 2: Building Your Blog	223
Choosing a Blogging Application and Web Host	223
Getting to know b2evolution	224
Moving in on MovableType	225
Getting wordy with WordPress	225
Using a Blog Hosting Service.....	226
Setting up a new blog with Blogger	226
Adding links, images, and video.....	231
Hosting your blog with WordPress	233
Setting Up Your WordPress Blog.....	236
Modifying your blog with themes	238
Modifying your blog with plug-ins	239
Using Google Analytics.....	242
Google FeedBurner	244
Discovering the Fine Art of Blogging.....	248
Doing your homework.....	248
Creating a post	248
Adding keywords and tags	250
Making posts public, private, or sticky.....	251
Keeping posts timely	252
Handling comments and spam and other delights.....	253
Creating meaningful categories	253
Announcing new posts.....	255
Using trackbacks.....	255
Chapter 3: Creating a Podcast	257
Getting Your Podcast Ducks in a Row	257
Finding a bandwidth-friendly host.....	258
Securing hardware for your podcast.....	258
Getting software for your podcast.....	261
Setting up a Web site for your podcast.....	262
Using multimedia plug-ins	263
Recording Your Podcast.....	264
Recording tips	264
Anatomy of a podcast	266
It's a Wrap — Now What?	266
Putting the pieces together	267
Optimizing your podcast for the Web and portable devices	268
Optimizing a podcast for iTunes.....	269
Uploading and archiving your podcast.....	271

Selecting Helpful Companion Products and Services	273
TalkShoe.....	273
BlogTalkRadio	275
iTunes.....	276
Promoting Your Podcast	278
Chapter 4: Producing Your Videocast.....	281
Finding Hardware for Your Videocast	281
Recording a Videocast	283
Finalizing a Videocast	285
Obtaining software to edit and render a videocast.....	285
Putting the pieces together	286
Optimizing your videocast for the Web.....	287
Finding an Online Service for Your Work.....	288
YouTube.....	288
Vimeo.....	293
blip.tv	294
Uploading and Archiving Your Videocast	295
Adding Music to Your Videocast.....	296
Creating royalty-free music	296
Finding cool royalty-free music.....	298
Getting Your Videocast Recognized.....	298
Chapter 5: Measuring Blogging, Podcasting, and Vlogging Metrics . .	301
Measuring the Effectiveness of a Blog, Podcast, or Vlog	301
Web site stats	302
Comments	303
Videos.....	304
RSS	305
Viewing General Statistics with Webalizer.....	307
Comparing Hard and Soft Costs versus “Income”	310
Checking iTunes Subscribers.....	311
Book IV: Twitter	315
Chapter 1: Getting to Know Twitter.....	317
Saying What’s on Your Mind, 140 Characters at a Time	317
Twitter demographics	319
What’s in it for you?.....	320
Major brands and Twitter.....	320
Creating a Twitter Account	321
Finding People to Follow	324
Setting Up Your Twitter Page.....	328
Getting Your Feet Wet on Twitter	332

Chapter 2: Communing with Like-Minded People	335
Creating a Tweet Strategy for Your Business	335
Searching on Twitter	338
Searching for the right tweepie (Twitter people).....	338
Searching for Twitter activity for your type of business	340
Getting in touch with local tweepie.....	342
Tweeting Like a Pro	345
Catching on to Twitter lingo.....	346
Using the hashtag	348
Replying to a Twitter user	348
Retweeting a message	350
Sending direct messages.....	351
Blocking people.....	352
Starting Your Twitter Campaign.....	353
Becoming a Resource for Your Twibe	354
Following Twitter Rules of Etiquette (Twittiquette)	355
Giving and Getting Recommendations on Follow Friday	357
Advertising on Twitter	357
Chapter 3: Twitter Applications and Other Delights	359
Customizing Your Twitter Page.....	359
Creating a custom Twitter background	360
Creating a custom Twitter avatar	362
Tweeting from Your Desktop	363
Tweeting from Your Phone or iPod touch	365
Twitter Browser Plug-Ins, Extensions, and Interesting Web Sites	365
Exploring Other Twitter Applications.....	366
Marketing on Twitter via Peashoot	368
Chapter 4: Using Twitter with Other Social Media Marketing	371
Combining Your Blog with Twitter.....	371
Using Twitter to Draw Traffic to Your Blog.....	372
Using Twitter to Draw Traffic to Your Web Site	373
Getting Goodies from Twitter	375
Adding widgets to your Web site.....	375
Linking Twitter to your Facebook page	381
Chapter 5: Measuring Twitter Metrics	383
Tracking Web Site Referrals	383
Using Twitter Analytics Applications	384
Monitoring Retweets	386
Analyzing Your @replies Mentions.....	388
Checking Direct Messages.....	389
Using the Hashtag As a Measurement Mechanism	389
Calculating a Following to Follower to Updates Ratio	390
Tracking Links.....	390
Logging Visits per Follower	391

Book V: Facebook..... 393

Chapter 1: Getting to Know Facebook 395

Discovering How Facebook Can Help Your Business	395
Setting Up a Personal Facebook Account.....	399
Setting Up Your Facebook Page.....	400
Searching for contacts on Facebook	400
Setting up your profile.....	400
Adding a picture to your Facebook page.....	402
Modifying your Facebook profile.....	402
Setting Up a Facebook Page for Your Business	404
Tweaking Your Facebook Business Page	406
Linking your Business page to your Twitter feed	406
Changing your business page settings.....	409
Changing your wall settings	410
Adding a photo.....	412
Adding Information to Your Facebook Business Page.....	414

Chapter 2: Getting Around on Facebook 417

Adding Messages on Your Page.....	417
Adding Images and Video	419
Adding a Photos or Video tab	419
Uploading photos to a Facebook album	421
Editing your photos and albums.....	425
Adding video.....	426
Finding People to Like Your Business Page	429
Responding to your comments	431
Managing comments and wall posts	432
Using a Page Badge to Promote Your Business Page	434
Chatting on Facebook	435

Chapter 3: Using Facebook Features 437

Adding Administrators to Your Facebook Business Page.....	437
Using SEO to Get Your Facebook Business Page Noticed	439
Using Facebook As a Marketing Tool.....	441
Advertising on Facebook	441
Creating a Facebook group.....	445
Creating a Facebook event	451
Using the Discussions Tab	454
Using Facebook Tools and Applications	455
Creating a Facebook poll	456
Adding your blog to Facebook.....	458
Creating a custom tab for your business page	462
Finding other Facebook applications	465
Creating a Custom URL for Your Business Page	466

Chapter 4: Analyzing Facebook Metrics	469
Checking Referrals from Web Sites	469
Monitoring Post Comments	470
Measuring Link Effectiveness.....	471
Tracking Friend and Fan Requests.....	472
Gathering Group Members	472
Using the Ads Manager	473
Using Facebook Insights	474
Making the Grade on Facebook Grader	476
Book VI: LinkedIn.....	477
Chapter 1: Getting Started with LinkedIn.....	479
Discovering the Benefits of LinkedIn	479
Determining whether LinkedIn is right for you.....	482
Taking a look at LinkedIn demographics.....	483
Setting Up a LinkedIn Account.....	484
Setting Up Your LinkedIn Profile	486
Getting Connected on LinkedIn	493
Getting Recommended.....	496
Asking for recommendations	496
Accepting recommendations	497
Chapter 2: LinkedIn Nuts and Bolts.....	499
Expanding Your LinkedIn Network	499
Interacting with Your LinkedIn Network	503
Getting to Know LinkedIn Features	505
Finding jobs on LinkedIn.....	505
Sending and receiving messages	507
Managing invites and messages.....	509
About LinkedIn Groups.....	511
Joining a group.....	511
Creating a group.....	514
Creating a discussion	516
Establishing Yourself As an Expert	518
Chapter 3: Maximizing LinkedIn	519
Tweaking Your Profile.....	519
Managing Your LinkedIn Contacts	520
Removing a contact	520
Modifying a contact's information.....	522
Tagging contacts.....	523
Searching for People on LinkedIn.....	525
Posting Job Ads	525

Asking and Answering Questions on LinkedIn	528
Asking questions.....	528
Answering questions	531
Using LinkedIn Applications	534
Following a Company.....	536
Creating a LinkedIn Company Page.....	540
Chapter 4: Measuring Your Results	545
Checking Your Web Site Referrals.....	545
Tracking How Many People View Your Profile.....	546
Gathering Recommendations.....	547
Checking Update Replies	547
Generating Connections and Connection Requests.....	548
Comparing Group Members to Connections	548
Responding to Question and Poll Replies	549
Book VII: Other Social Media Marketing Sites	551
Chapter 1: Weighing the Business Benefits of Minor Social Sites . . .	553
Reviewing Your Goals	554
Researching Minor Social Networks	555
Assessing the Involvement of Your Target Audience.....	559
Lurking	560
Responding	560
Quantifying market presence	561
Choosing Social Sites Strategically.....	561
Chapter 2: Ning	565
Integrating Ning into Your Web Presence.....	566
Deciding Whether Ning Is Right for You.....	566
Making the most of Ning	569
Exploiting the demographics of Ning	571
Getting Started with Ning	572
Signing up.....	572
Naming your Ning community	580
Choosing features and display options.....	581
Applying the four-second rule to your Ning network	587
Selecting Your Pricing Plan	587
Marketing Your Community.....	587
Using search engine optimization techniques	588
Using traffic-building techniques specific to Ning	588
Measuring your Ning results	590

Chapter 3: MySpace591
Deciding Whether MySpace Is Right for You	591
Exploiting the demographics of MySpace	592
Fitting the MySpace glove.....	596
Understanding How MySpace Can Benefit Your Business.....	598
Reinforcing your brand	599
Setting goals and objectives for MySpace	600
Considering your investment of time and resources.....	601
Beginning with MySpace.....	601
Editing your profile.....	602
Customizing your profile	603
Customizing your MySpace appearance.....	604
Selecting other options	606
Making the Most of MySpace	607
Selecting groups.....	607
Managing your MySpace blog	608
Busting out with MySpace bulletins.....	608
Promoting events.....	608
Selling through MySpace	609
Advertising on MySpace	610
Buying group or bulletin access	611
Marketing off MySpace.....	611
Using the MySpace icon	612
Cross-promoting on Twitter.....	613
Chapter 4: Flickr615
Deciding Whether Flickr Is Right for You	615
Making the Most of Flickr	618
Beginning with Flickr.....	620
Uploading Photos	624
Determining what to upload.....	624
Adding titles, tags, and descriptions.....	626
Setting Up Sets and Collections: A Tactical Choice	627
Participating in the Flickr Community.....	631
Getting into groups.....	632
Creating your own group	632
Posting properly	632
Casting bread upon the Flickr waters	633
Extending Your Market Reach with Flickr.....	634
Building an audience on Flickr	634
Using Flickr to build an audience offsite.....	635
Using Flickr to improve search engine rankings.....	639
Measuring Your Flickr Results	640
Reviewing free stats.....	640
Reviewing Pro stats	640
Protecting Your Photos on Flickr	641

Chapter 5: Maximizing Stratified Social Communities	643
Becoming a Big Fish in a Small Pond	643
Taking Networking to the Next Level.....	644
Selecting Social Networks by Vertical Industry Sector	646
Selecting Social Networks by Demographics.....	650
Selecting Social Networks by Activity Type.....	654
Book VIII: Measuring Your Results; Building on Your Success	657
Chapter 1: Delving into Data.....	659
Planning a Measurement Strategy.....	659
Monitoring versus measuring	660
Deciding what to measure	661
Establishing responsibility for analytics	663
Selecting a Statistical Package.....	665
Getting Started with Google Analytics	669
Integrating social media analytics	672
Creating goals and funnels for social media.....	676
Chapter 2: Comparing Metrics from Different Marketing Techniques	681
Establishing Key Performance Indicators	681
Overcoming measurement challenges	682
Using A/B testing.....	682
Comparing Metrics across Social Media	684
Tagging links.....	687
Analyzing the clickstream.....	688
Integrating Social Media with Web Metrics.....	689
Using Advertising Metrics to Compare Social Media with Other Types of Marketing	692
Obtaining metrics for paid advertising.....	692
Applying advertising metrics to social media.....	695
Juxtaposing Social Media Metrics with Other Online Marketing	696
Contrasting Word-of-Web with Word-of-Mouth.....	697
Chapter 3: Tallying the Bottom Line	701
Preparing to Calculate Return on Investment	702
Accounting for Customers Acquired Online	704
Comparing the costs of customer acquisition	704
One is silver and the other gold.....	707
Establishing Key Performance Indicators for Sales	707
Tracking leads	710

Understanding Other Common Business Metrics	711
Break-even point	711
Profit margin.....	713
Revenue versus profit	713
Determining Return on Investment.....	714
Chapter 4: Making Decisions by the Numbers	719
Knowing When to Hold and When to Fold	720
Diagnosing Problems with Social Media Campaigns	724
Fixing Problems	725
Your social presence can't be found.....	726
Inappropriate match between channel and audience	726
Poor content.....	726
Lack of audience engagement	727
The four Ps of marketing.....	728
Adjusting to Reality	730
Chapter 5: Multiplying Your Impact	733
Thinking Strategically	734
Integrating with E-Mail	734
Gaining more subscribers.....	736
Finding more followers and connections	737
Finding and sharing content	738
Integrating with Public Relations and Press Releases	739
Setting up an online newsroom.....	740
Cultivating influencers	740
Distributing your news.....	741
Emphasizing content	745
Rethinking the press release for social media	746
Measuring results	746
Integrating with Paid Advertising	748
Advertising on social media sites	749
Engagement ads	751
Integrating with Your Web Site.....	752
Coupons, discounts, and freebies	753
Contests and games.....	754
Microsites	756
Chapter 6: Staying Ahead of the Curve.....	759
Gaining Customers, Sharing Savings.....	759
Groupon	761
LivingSocial.....	763
Gaming the System.....	764
Tracking who's playing	765
Changing the game for marketers.....	766

Living Virtually.....	766
Making Social Mobile	768
Locating Yourself with Social Mapping	771
Going geo or staying put	771
Applying social mapping to B2B	773
foursquare	774
Gowalla.....	774
Loopt	776
Location apps on Facebook and Twitter	777
Meet-ups and tweet-ups	777
Buzzing Around.....	781
Using Buzz for business	781
Opening a Gmail account.....	783
Setting up a Google business profile	784
Index.....	787