



Marketing Resources & Results, Inc.  
1521 Georgetown Road, Suite 103  
Hudson, Ohio 44236

Call: 330-656-9793  
Fax: 330-656-4083  
Web: [www.resources-results.com](http://www.resources-results.com)

## Marketing with Social Media

Chris Brown  
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### Social Media Basics

**Be nice. Be fair.** Everyone started somewhere. Be patient, it's constantly changing.

**Give to Get.** Don't expect to GET before you give. Don't use it exclusively as a sales tool as much as a **community relationship tool**.

### Twitter.com

#### Twitter Set Up Basics

Twitter name/Handle. Avatar/photo. Profile.  
Following. Followers. # Hashtags. D direct @Replies

#### Build your Community

[www.search.twitter.com](http://www.search.twitter.com). Search one phrase at a time for people who tweet about content you want to follow. Give something away (PDF) and broadcast it asking for RT (retweets).



#### What to do on Twitter

Follow others in your industry. Tweet your content. Retweet their content. Provide customer service. Have conversations. Ask questions. Answer questions. Search for relevant content.

#### Enhance your Background

Add an interesting photo, your logo or information to the background. 6 clicks. Settings. Design. Background image. Browse. Upload. Save.

#### Applications that help

[www.Search.Twitter.com](http://www.Search.Twitter.com) (advanced allows for geographic search) [www.Twhirl.org](http://www.Twhirl.org) (pop up window, constant search & shorten URL. [www.TweetDeck.com](http://www.TweetDeck.com) (separate the conversations)

### LinkedIn.com

#### LinkedIn set up basics

Name. Work. Education. Connections.

#### Recommendations

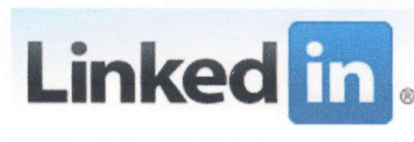
Give to Get. Public view. Testimonials. Be specific.  
Name 3 key areas.

#### Questions / Polls

Answer a question. Search for your field. Ask a question. Set up a poll. Tweet it. Send out.

**Introductions** Just forward an email within the network. Get an introduction. Ask specifics. Thank the forwarder.

**Groups** Logo. Reconnection. Discussion questions go to group via email. Industry. Former employers. Schools. Associations. Circles of affiliations.



### More Resources:

A full page of helpful links, resources and video on my blog at [www.BrandAndMarket.com](http://www.BrandAndMarket.com)  
Click on **Rist**. Follow the links to "May 2009 Marketing with Social Media "