

Solving the Social Media Mystery

Using



as business tools



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Social media overview

There are hundreds of social media sites and tools.

Some of the most popular are:

- LinkedIn
- Facebook
- Twitter
- Blogging
- Video (YouTube)
- Social bookmarking
- Photo sharing
- Podcasts
- MySpace
- Wikis



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Use social media to:

- Communicate
- Build relationships
- Position yourself as an expert



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Use **facebook** to:


- Strengthen relationships
- Educate
- Stay top-of-mind



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Using **facebook** as Business Tool

1. Customize your URL: 
2. Use the comment box under your picture:



View Photos of Me (40)
Edit My Profile

Positioning & branding specialist with Grow My Company, social media marketing enthusiast, speaker, & trainer. Friend, advocate, sister, cook, reader, scrapbooker, and NASCAR and Red Sox fan.



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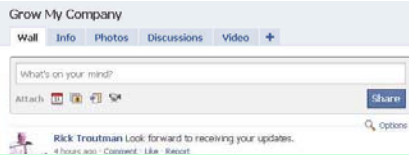
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Using **facebook** as Business Tool

3. Seed your status with professional capabilities clues:

Christine Pilch Oh, this is a bad day for Twitter to crash, when I'm working on screen-captures for a presentation. Fingers crossed it's quick this time! 36 minutes ago clear

4. Create a firm fan page:



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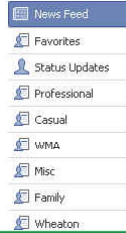
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Using **facebook** as Business Tool

5. Engage with your fans:



6. Protect your privacy by grouping your friends :



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Protecting privacy & reputation on

facebook

- Stay upbeat & positive
- Be careful about who sees what
- Always remain friendly and professional



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Use **twitter** to

- Meet new people
- Build relationships
- Position yourself as an expert



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Using **twitter** as a Business Tool:

- Be helpful
- Offer value
- Engage



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privacy and reputation management

- Maintain searches on your name & your firm's
- Meet negative posts with positive response



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Using LinkedIn as Business Tool

1. Customize your URL:



2. Add your photo:



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Using **LinkedIn** as Business Tool

3. Utilize your bio brief & summary:

Christine Pilch (PRO)

Speaking & training companies how to increase revenue through positioning, branding & social media marketing strategies.

Springfield, Massachusetts Area | Marketing and Advertising



Summary

I help companies get more clients through innovative positioning and branding strategies. Before any marketing or advertising materials are created, it is prudent for companies to determine specifically who they should be talking to, what their clients get and why they are uniquely qualified to provide that service to their clients.

When companies determine their distinction and their value-added qualities, they are then able to tip the scales in their favor by making themselves a category of one. This essential first-step then guides all subsequent marketing and advertising messages by assuring that they are directed at resolving clients' problems, fulfilling their desires and relieving their pain.

I also train clients how to utilize contemporary social media marketing techniques (LinkedIn, Twitter, Facebook, etc) to build relationships that bring in business.

In addition, I work with advertising agencies that need to provide these services to their clients but don't specialize in this marketing niche.

Specialties

- Positioning and branding
- Marketing strategy
- Brand identity
- Copy writing for websites, blogs and marketing materials
- Ghost writing



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Using **LinkedIn** as Business Tool

4. Update your status:

Christine Pilch [Edit]

Speaking & training companies how to increase revenue through positioning, branding & social media marketing strategies. [Edit]

Springfield, Massachusetts Area [Edit] | Marketing and Advertising [Edit]




Christine lists Top 10 mistakes people make on LinkedIn: <http://tr.im/wdbi> 15 minutes ago [Update]

5. Build and update your firm's profile:

Grow My Company Last edited by Partner [Edit profile]

Grow My Company focuses on determining the specifics of your target clients, your company's distinction, and what value you can add to separate you from your competitors and make you the only choice for your company's service. Then this information is used to craft an image of your company that is exactly as your clients want and need you to be, so you are the obvious choice to... see more



Key Statistics

Headquarters Address

HO Region: Springfield, Massachusetts Area

Industry: Marketing and Advertising

Type: Privately Held



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Using **LinkedIn** as Business Tool

6. Join & participate in Groups:



7. Participate in Answers



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Protecting privacy and reputation on:

LinkedIn

- Be honest
- Protect your identity



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Social media guiding principles:

- Listen
- Be authentic
- Add value



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