

# SOCIAL DOMINATION: HOW TO CONQUER 'THE BIG 3' SOCIAL MEDIA NETWORKS

Anum Hussain



# ANUM HUSSAIN

@anum

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inbound marketer.  
community activist.  
tech enthusiast.  
cookie lover.  
taco bell addict.



# DOMINATION PLAN

- 1 Form a Strong Alliance
- 2 Perfect Your Machinery
- 3 Improve Your Communication

# 1 FORM AN ALLIANCE



A brief story about the Big Three ...



VS



VS





# 2 PERFECT YOUR MACHINERY





From sea to sky ... aircraft advancements.





**FACEBOOK**

# Posting Options on Facebook



Status



Link



Photo



Video



Event



Check-In

# 1,500

possible stories are filtered  
through per day on an avg  
Facebook user's News Feed

*Lars Backstrom, Facebook Engineering Manager*

# 1,500


possible stories are filtered  
through per day on an avg  
Facebook user's News Feed

*Lars Backstrom, Facebook Engineering Manager*




# Best Practice 1: Remove Links from Copy



 **HubSpot** shared a link.  
4 seconds ago near Boston

Interested in lead generation but don't know where to begin?  
Check out this introductory post to get started on the right foot.

<http://blog.hubspot.com/beginner-inbound-lead-generation-guide-ht>




**A Beginner's Guide to Inbound Lead Generation**  
blog.hubspot.com

New to inbound marketing? Check out this easy-to-understand introduction to how lead generation


Like · Comment · Share

Boost Post



 **HubSpot** shared a link.  
4 seconds ago near Boston

Interested in lead generation but don't know where to begin?  
Check out this introductory post to get started on the right foot.



**A Beginner's Guide to Inbound Lead Generation**  
blog.hubspot.com

New to inbound marketing? Check out this easy-to-understand introduction to how lead generation

Like · Comment · Share

Boost Post

Photos on Facebook Pages  
receive

**53%**

more Likes than the average  
post.

*Source: HubSpot*

Photos on Facebook Pages  
receive

**104%**

more comments than the  
average post.

*Source: HubSpot*



# Best Practice 2: Employ Photos Over Links

 HubSpot shared a link.  
5 seconds ago near Boston

With Panda updates now incorporated as a regular part of Google's changing algorithm, staying on your SEO toes -- especially for ecommerce sites -- is more important than ever!

Read our post to learn how.



**How to Repair Your Ecommerce SEO Strategy in a Post-Panda World**  
blog.hubspot.com

Learn why ecommerce sites were hard hit by Panda, and how to help safeguard against future penalties.

Like · Comment · Share

Boost Post

 HubSpot  
2 seconds ago

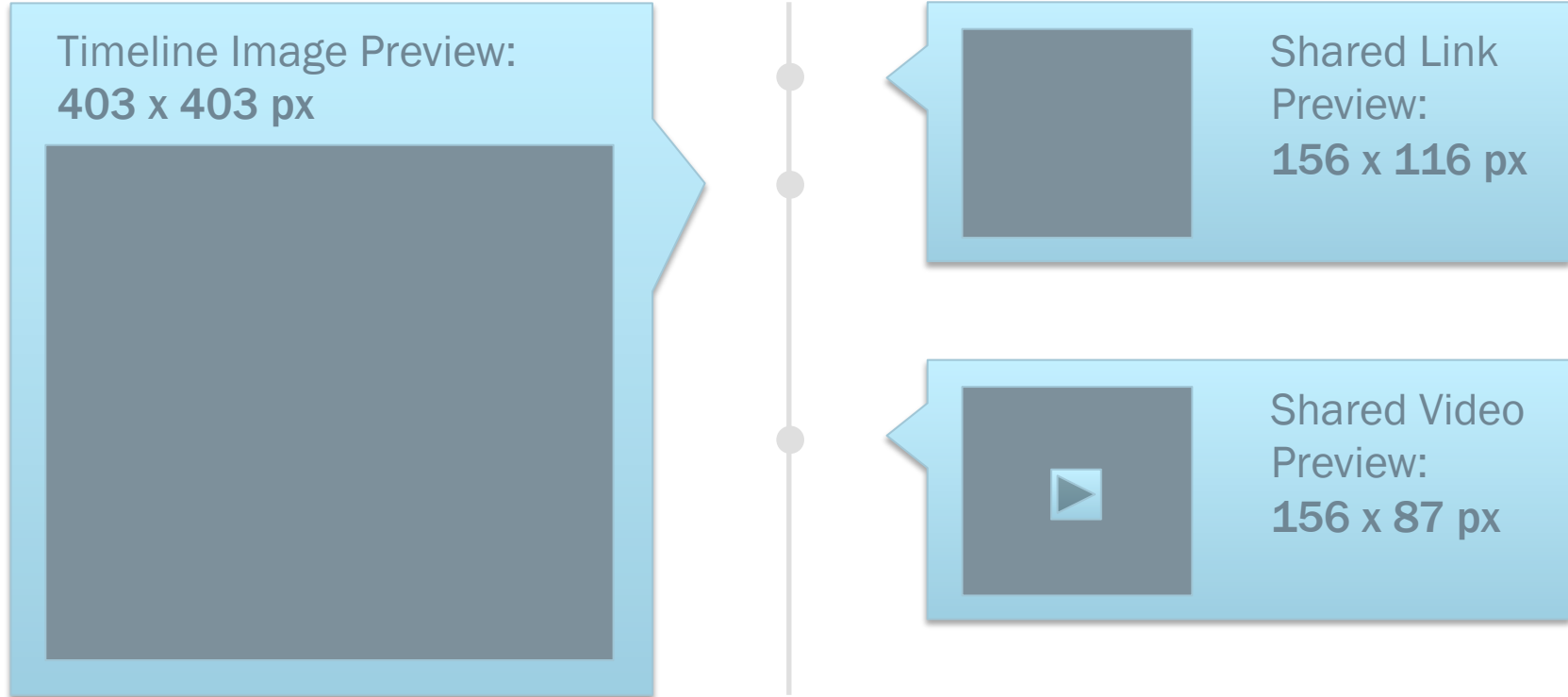
With Panda updates now incorporated as a regular part of Google's changing algorithm, staying on your SEO toes -- especially for ecommerce sites -- is more important than ever!

Read our post to learn how >> <http://bitly.com/18APt5j>

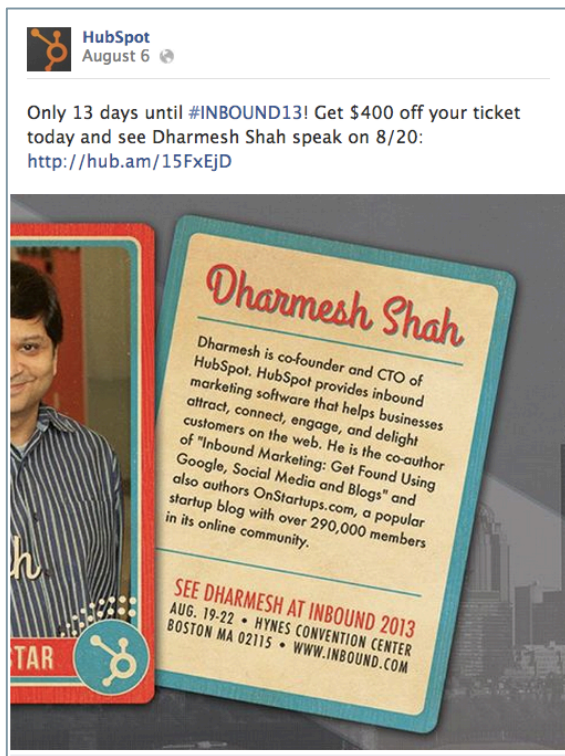


Like · Comment · Share


# Best Practice 3: Optimal Image Upload Size



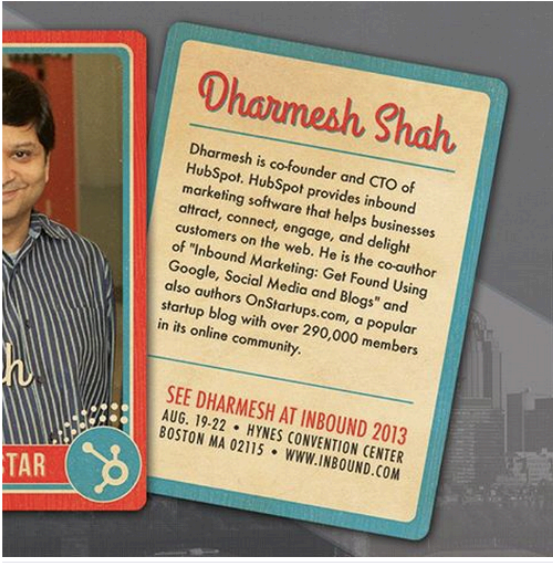
# Best Practice 4: Reposition Timeline Photo




# Best Practice 4: Reposition Timeline Photo

 HubSpot  
August 6


Only 13 days until #INBOUND13! Get \$400 off your ticket today and see Dharmesh Shah speak on 8/20:  
<http://hub.am/15FxEjD>



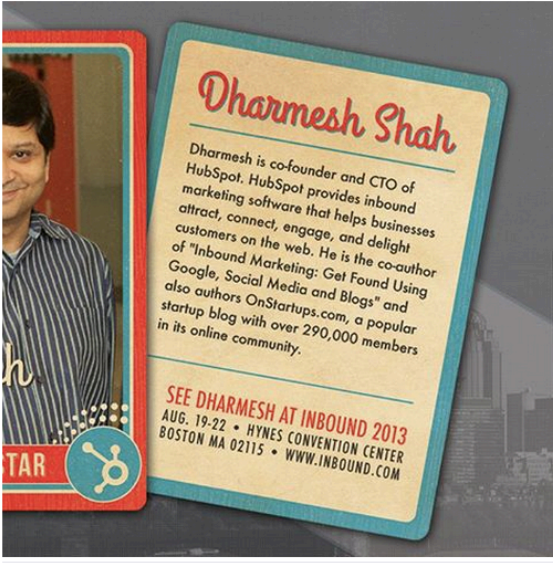
The timeline photo shows a man (Dharmesh Shah) next to a sign that reads: "Dharmesh Shah", "Dharmesh is co-founder and CTO of HubSpot. HubSpot provides inbound marketing software that helps businesses attract, connect, engage, and delight customers on the web. He is the co-author of 'Inbound Marketing: Get Found Using Google, Social Media and Blogs' and also authors OnStartups.com, a popular startup blog with over 290,000 members in its online community.", and "SEE DHARMESH AT INBOUND 2013 AUG. 19-22 • HYNES CONVENTION CENTER BOSTON MA 02115 • WWW.INBOUND.COM".

 HubSpot  
August 6


# Best Practice 4: Reposition Timeline Photo

 HubSpot  
August 6

Only 13 days until #INBOUND13! Get \$400 off your ticket today and see Dharmesh Shah speak on 8/20:  
<http://hub.am/15FxEjD>



The timeline photo shows a man (Dharmesh Shah) on the left, partially obscured by a large, tilted, light-brown card. The card has a red border and contains the following text: "Dharmesh Shah" in a red script font, followed by a paragraph: "Dharmesh is co-founder and CTO of HubSpot. HubSpot provides inbound marketing software that helps businesses attract, connect, engage, and delight customers on the web. He is the co-author of 'Inbound Marketing: Get Found Using Google, Social Media and Blogs' and also authors OnStartups.com, a popular startup blog with over 290,000 members in its online community." At the bottom of the card, it says "SEE DHARMESH AT INBOUND 2013 AUG. 19-22 • HYNES CONVENTION CENTER BOSTON MA 02115 • WWW.INBOUND.COM". The card is placed over a background image of a city skyline.


 HubSpot  
August 6

Only 13 days until #INBOUND13! Get \$400 off your ticket today and see Dharmesh Shah speak on 8/20:  
<http://hub.am/15FxEjD>









The timeline photo shows the same man (Dharmesh Shah) on the left, now with a red "INBOUND ALLSTAR" badge at the bottom. The large, tilted, light-brown card is still present, but the text is partially obscured by the man's head and the badge. The card's text is the same as in the previous image. The background image of a city skyline is also visible.

# Best Practice 5: Highlight Horizontal Photos

 HubSpot  
July 30

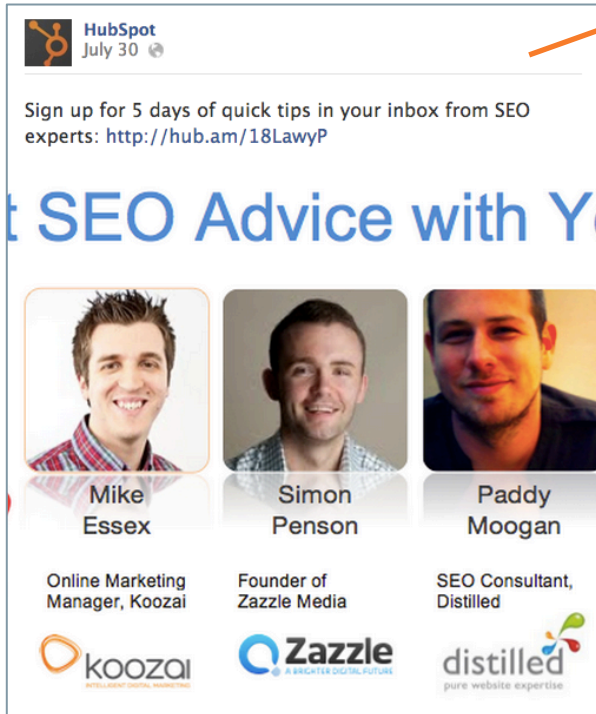
Sign up for 5 days of quick tips in your inbox from SEO experts: <http://hub.am/18LawyP>

## Get SEO Advice with You

		
Mike Essex	Simon Penson	Paddy Moogan
Online Marketing Manager, Koozai	Founder of Zazzle Media	SEO Consultant, Distilled
 koozai <small>INTELLIGENT DIGITAL MARKETING</small>	 Zazzle <small>A BRACKER DIGITAL FUTURE</small>	 distilled <small>pure website expertise</small>




# Best Practice 5: Highlight Horizontal Photos



HubSpot  
July 30


Sign up for 5 days of quick tips in your inbox from SEO experts: <http://hub.am/18LawyP>


SEO Advice with Yo



Mike  
Essex


Online Marketing  
Manager, Koozai






Simon  
Penson


Founder of  
Zazzle Media

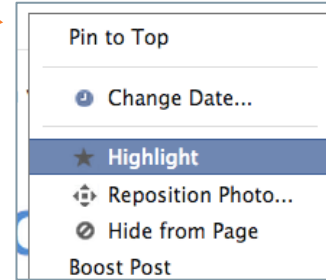




Paddy  
Moogan

SEO Consultant,  
Distilled






- Pin to Top
- Change Date...
- ★ Highlight**
- Reposition Photo...
- Hide from Page
- Boost Post




# Best Practice 5: Highlight Horizontal Photos


 **HubSpot**  
July 30


Sign up for 5 days of quick tips in your inbox from SEO experts: <http://hub.am/18LawyP>

## Expert SEO Advice with Your Coffee





**Mike Essex**  
Online Marketing Manager, Koozai






**Simon Penson**  
Founder of Zazzle Media





**Paddy Moogan**  
SEO Consultant, Distilled



- Pin to Top
- Change Date...
- Highlight**
- Reposition Photo...
- Hide from Page
- Boost Post

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Founder of Zazzle Media





**Paddy Moogan**  
SEO Consultant, Distilled





**Sam Crocker**  
Digital Director, OMD UK





**Kieran Flanagan**  
International Marketing Director, HubSpot



# Best Practice 6: Post to Timeline Before Album



# Best Practice 6: Post to Timeline Before Album

The collage features several HubSpot marketing assets:

- HubSpot added 10 photos to the album HubSpot Library. July 31**
- WHY IS MARKETING TECHNOLOGY SO HARD?** by Drew Data Uncovers Major Tech Challenges in 2013
- DATA REVEALS: MARKETERS AREN'T TESTING** Improve Your Marketing ROI in 3 Easy Steps
- AN INTRODUCTION TO LEAD GENERATION** A beginner's guide to converting website visitors into inbound leads for your business.
- LEAD GENERATION WORKSHEET**
- THE PROS & CONS OF PUBLISHED AGENCY PRICING**
- CRASH COURSE on LINKEDIN SPONSORED UPDATES** Everything you need to set up and optimize LinkedIn's latest advertising opportunity
- BUILDING A KILLER CONTENT STRATEGY** A PRACTICAL GUIDE TO How to Plan Your Content with Purpose and Ease
- HOW SALES CAN USE SOCIAL MEDIA TO CLOSE MORE DEALS**
- FORWARD**
- LEAD GENERATION WORKSHEET** (repeated)

An orange arrow points from the collage of assets to a social media post on the right.

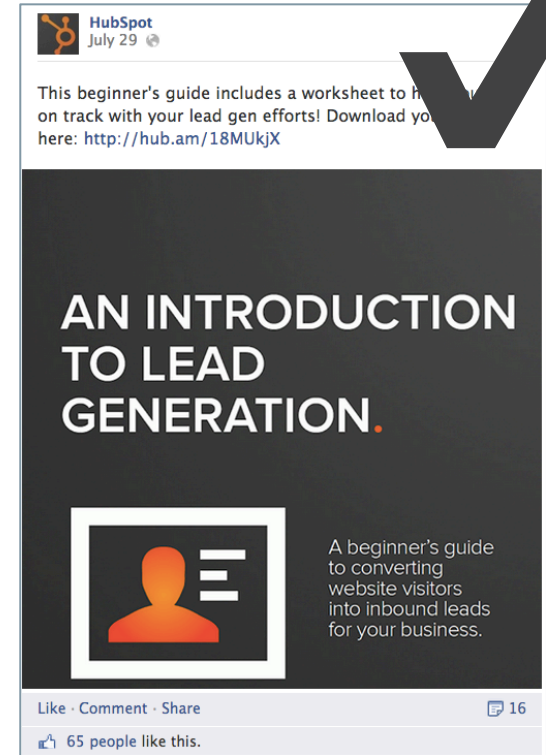
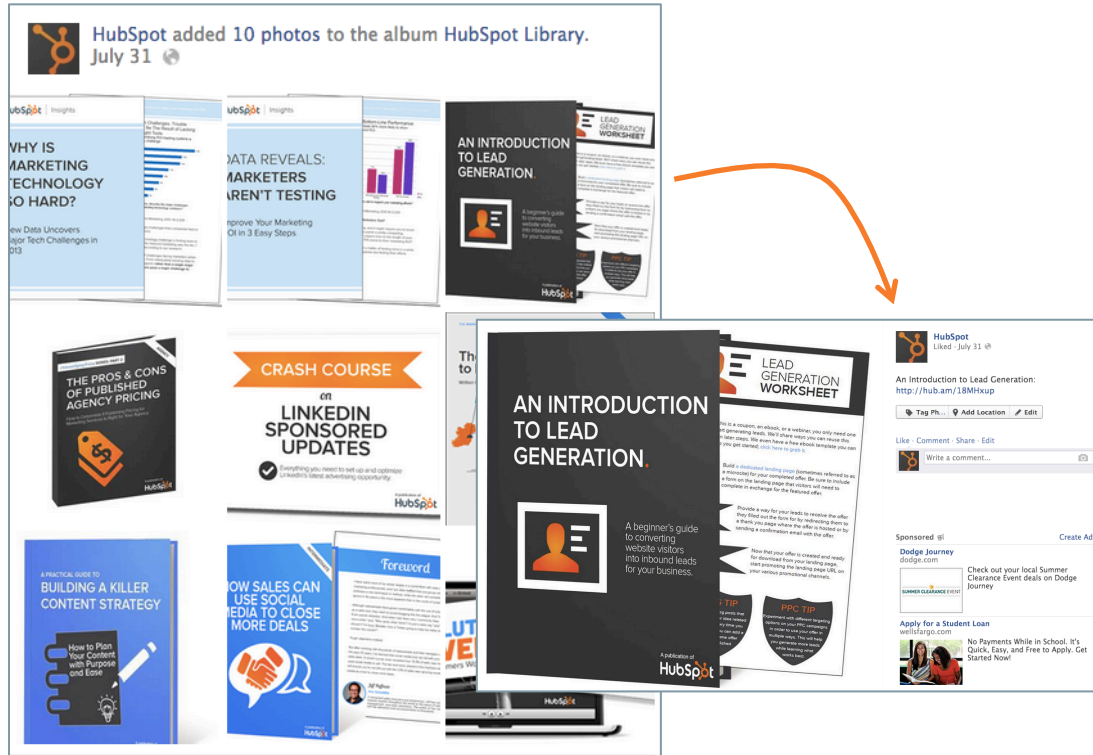
The social media post is from **HubSpot**, dated **July 31**. The text of the post is:

An introduction to Lead Generation:  
<http://hub.am/18Mhxup>

Below the text are options to **Tag Photo**, **Add Location**, and **Edit**. There are also options to **Like**, **Comment**, **Share**, and **Edit**. A comment box is visible with the text "Write a comment...".

Below the post are sponsored ads for **Dodge Journey** and **Apply for a Student Loan** from **weirfargo.com**.

# Best Practice 6: Post to Timeline Before Album



# Best Practice 7: Link Titles < 100 Characters



Anum Hussain shared a link.  
2 seconds ago

Attending #INBOUND13? Here's your ultimate guide to doing so!



**The Ultimate Guide to Attending HubSpot's INBOUND 2013 Conference at Boston's Hynes Convention Center**  
blog.hubspot.com

If you're planning on attending INBOUND, or want to attend, this guide has everything you need to know!

Like · Comment · Promote · Share



Anum Hussain shared a link.  
2 seconds ago

Attending #INBOUND13? Here's your ultimate guide to doing so!

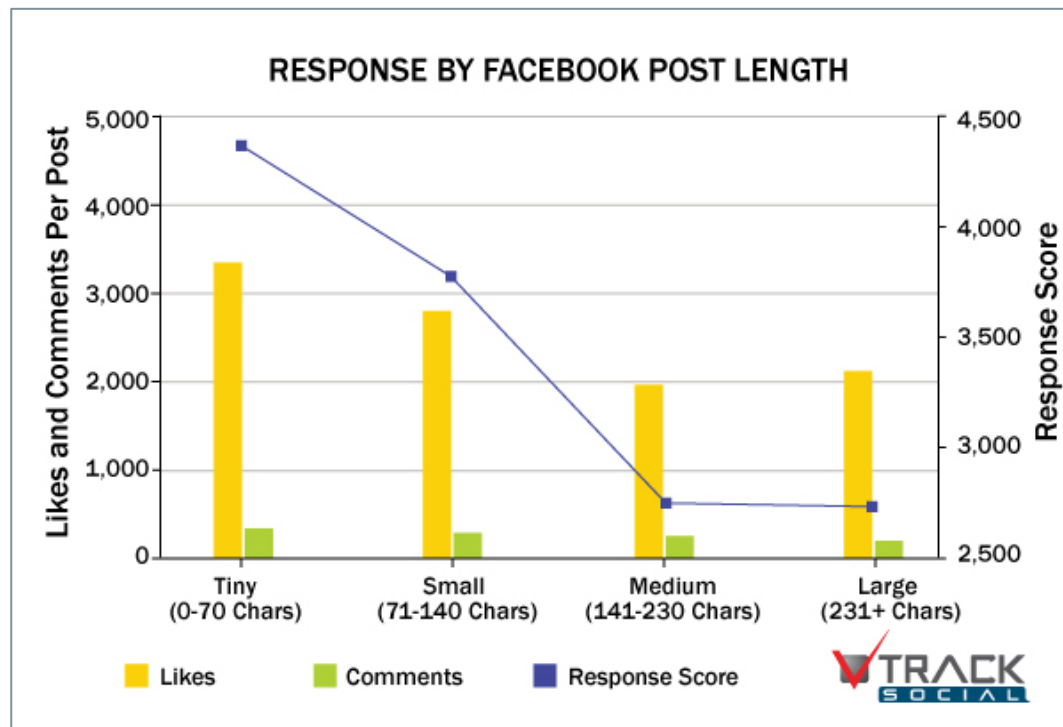


**The Ultimate Guide to Attending INBOUND 2013**  
blog.hubspot.com

If you're planning on attending INBOUND, or want to attend, this guide has everything you need to know!

Like · Comment · Promote · Share

# Best Practice 8: Keep Post Copy Succinct





**LINKEDIN**



# Posting Options on LinkedIn



Status



Link



Photo



Video Link

# 2.6

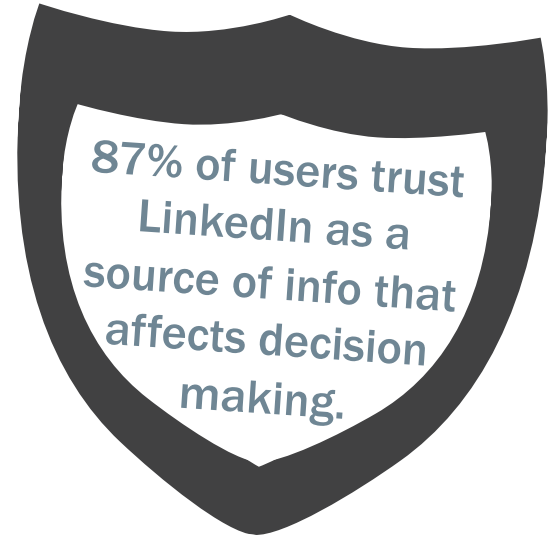
million companies have  
LinkedIn Company Pages

*LinkedIn*

# 2.6

million companies have  
LinkedIn Company Pages

*LinkedIn*



# Best Practice 9: Include Shortened Link in Copy

**HubSpot** With LinkedIn, you can become whoever you want to be if you put in a little bit of time -- specifically 15 minutes.



## How to Build Authority on LinkedIn in 15 Minutes a Day

**blog.hubspot.com** • Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.



**HubSpot** Have you developed your personal brand on LinkedIn before? What worked for you -- and what didn't? Check out more here >> <http://hub.am/15zBeG7>



## How to Build Authority on LinkedIn in 15 Minutes a Day

**blog.hubspot.com** • Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.



# Better Yet, Use a Third Party App (Like HubSpot)

**HubSpot** With LinkedIn, you can become whoever you want to be if you put in a little bit of time -- specifically 15 minutes.

How to Build Authority on LinkedIn in 15 Minutes a Day

**HubSpot** Have you developed your personal brand on LinkedIn before? What worked for you -- and what didn't? Share your tips with us in the comments!

**How to Build Authority on LinkedIn in 15 Minutes a Day**

**hub.am** • Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.

**HubSpot** Have you  
and what didn't? Ch

business brands on LinkedIn in just 15 minutes a day.

# Better Yet, Use a Third Party App (Like HubSpot)

**HubSpot** With LinkedIn, you can become whoever you want to be if you put in a little bit of time -- specifically 15 minutes.

How to Build Authority on LinkedIn in 15 Minutes a Day

**HubSpot** Have you developed your personal brand on LinkedIn before? What worked for you -- and what didn't? Share your tips with us in the comments!

**How to Build Authority on LinkedIn in 15 Minutes a Day**

**hub.am** • Learn how to build your personal and business brands on LinkedIn in just 15 minutes a day.

**HubSpot** Have you  
and what didn't? Ch

\* USE OF  
SHORTENED  
LINK HERE IS  
OPTIONAL

# Best Practice 10: Rally Around One Post


Top news for Anum: The Ultimate Editing Checklist

LinkedIn Today <news@linkedin.com> Jul 4 ☆  
to me ▾

Top content you're following on LinkedIn

**LinkedIn**™


**Top Content, Tailored For You**  
Keep up with what you're following [See more](#)



**The Ultimate Editing Checklist**  
blog.hubspot.com · Stop! Don't ship that piece of content just yet. Run it through this editing checklist first so you don't overlook any important...

4

**Editor's Picks**



**Packing Tips For Edward Snowden: Mini-Deodorant, a Small Carry-On -...**  
Christopher Elliott on LinkedIn · Just in case Edward Snowden calls me from the transit zone at Moscow's Sheremetyevo International Airport and says, "Hey Chris,..."

1

LinkedIn is

**277%**


more effective for lead gen  
than Facebook and Twitter.

*Source: HubSpot*




# Best Practice 11: Share More Marketing Offers

**HubSpot** Take the guesswork out of your content planning and start using a finely tuned and successful strategy that is custom made for your audience:



**A Practical Guide to Building a Killer Content Strategy**  
hub.am • Building the right type of content for your business shouldn't be guesswork. It should involve a well-planned and finely tuned strategy custom fit for your audience. Learn how to master content strategy with this free ebook


**Organic** 

Targeted to: All Followers

<b>26,757</b> impressions	<b>194</b> clicks	<b>36</b> interactions	<b>0.86%</b> engagement
------------------------------	----------------------	---------------------------	----------------------------


[Sponsor update](#)

Like (32) • Comment • Pin to top • 12 days ago


 [Hilary Kemptner](#), [Stephen Mayall](#) and 30 others like this

Add a comment...

**HubSpot** Looking to redesign your website? Grab this free kit, which includes a strategy guide & progress worksheet, to help ensure the success of your next website redesign.



**Website Redesign Planning & Progress Kit**  
offers.hubspot.com • Download HubSpot's Website Redesign Planning & Progress Kit.

**Organic** 

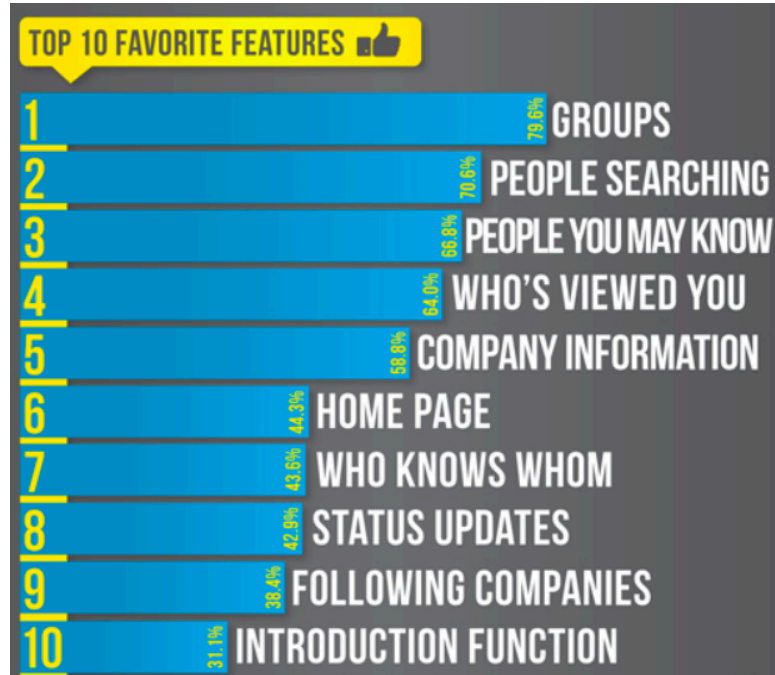
Targeted to: All Followers

# 53%

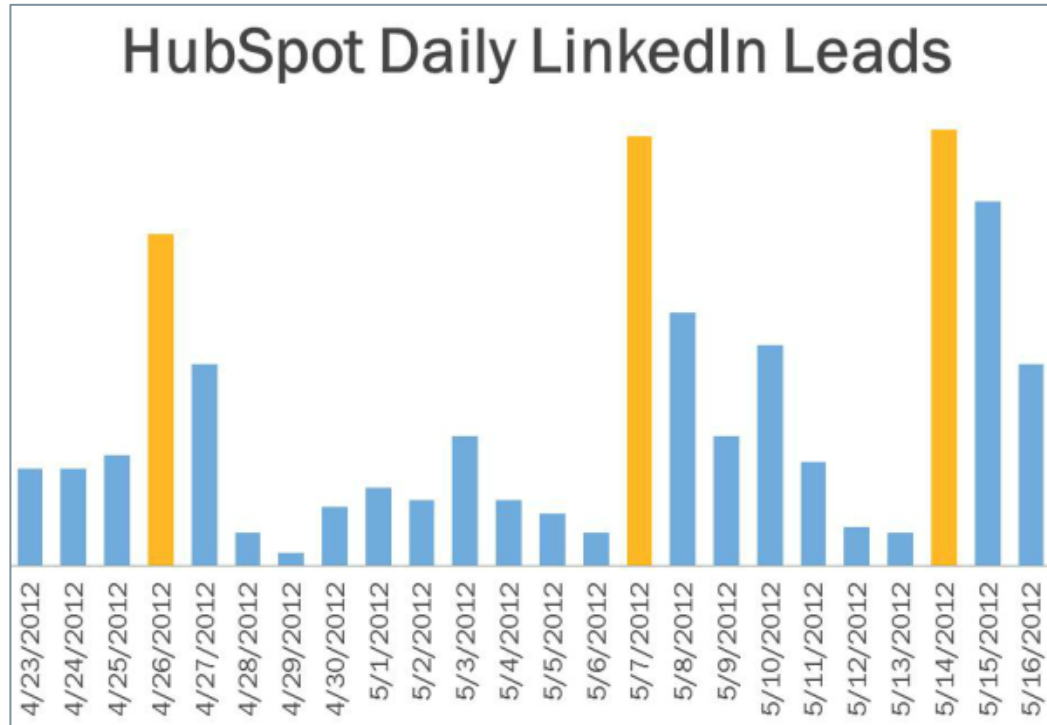
of LinkedIn users join 10 or more groups.

*Source: Power Formula*

# Best Practice 12: Engage in Groups



# Best Practice 13: Use LinkedIn Announcements





**TWITTER**

# Posting Options on Twitter



Status



Link



Photo



Video

# 3y, 2m, 1d

is the time it took from the first  
tweet to the billionth tweet.

*Twitter*

# 3y, 2m, 1d

is the time it took from the first tweet to the billionth tweet.

*Twitter*



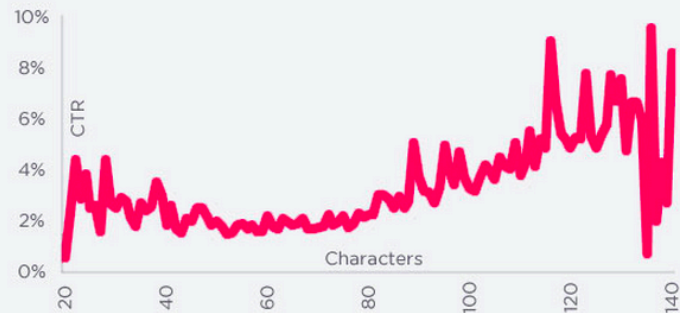


# Best Practice 14: Keep Tweets Short

## Write tweets between 120 and 130 characters.

1

I analyzed the length of 200,000 link containing tweets and found the highest clickthrough rates (CTR) on those that were between 120 and 130 characters long.



# Best Practice 14: Keep Tweets Short

## Write tweets between 120 and 130 characters.

I analyzed the length of 200,000 link containing tweets and found the highest clickthrough rates (CTR) on those that were between 120 and 130 characters long.



1



**Anum Hussain** @anum

Awesome presentation & blog post featuring 25 Star Players  
Coming to #INBOUND13 [SlideShare] [bitly.com/19ehSL0](https://bitly.com/19ehSL0) via  
@hubspot by @rsprung  
[View summary](#)

2



**Amanda Sibley** @AmandaSibley

RT @anum: Awesome presentation & blog post featuring 25 Star  
Players Coming to INBOUND [SlideShare] [bitly.com/19ehSL0](https://bitly.com/19ehSL0) via  
@hubspot  
[View summary](#)

1m



# Best Practice 15: Include Twitter Handles



**Anum Hussain** @anum

The Ultimate Guide to Attending #INBOUND13 -  
[blog.hubspot.com/ultimate-guide...](http://blog.hubspot.com/ultimate-guide...) via @hubspot, by Rachel Sprung

Expand



**Anum Hussain** @anum

The Ultimate Guide to Attending #INBOUND13  
[blog.hubspot.com/ultimate-guide...](http://blog.hubspot.com/ultimate-guide...) via @hubspot, by @rsprung

 View summary



# Best Practice 16: Know Reply VS Mentions



**Anum Hussain** @anum

5m

[@bleaning](#) Hey Brittany, this is a test tweet that is only being seen by YOU :)

Expand

# Best Practice 16: Know Reply VS Mentions



**Anum Hussain** @anum

5m

@bleaning Hey Brittany, this is a test tweet that is only being seen by YOU :)

Expand



**Brian Moseley** @bmose14

4m

@anum @bleaning I see it too! haha

Hide conversation

Reply

Retweet

Favorite

More

5:31 PM - 6 Aug 13 · Details

# Best Practice 16: Know Reply VS Mentions



**Anum Hussain** @anum 5m

@bleaning Hey Brittany, this is a test tweet that is only being seen by YOU :)

Expand



**Brian Moseley** @bmose14

@anum @bleaning I see it too! haha

Hide conversation   Reply   Retweet   Favorite

5:31 PM - 6 Aug 13 · Details

\*

BRIAN FOLLOWS  
@ANUM &  
@BLEANING

## Best Practice 17: Use Hashtags Judiciously



Including more than two in a Tweet is **probably overkill**, and you only need to tag the most important word that represents the theme of your Tweet.

Source: Twitter

## Best Practice 17: Don't Force Trending Hashtags

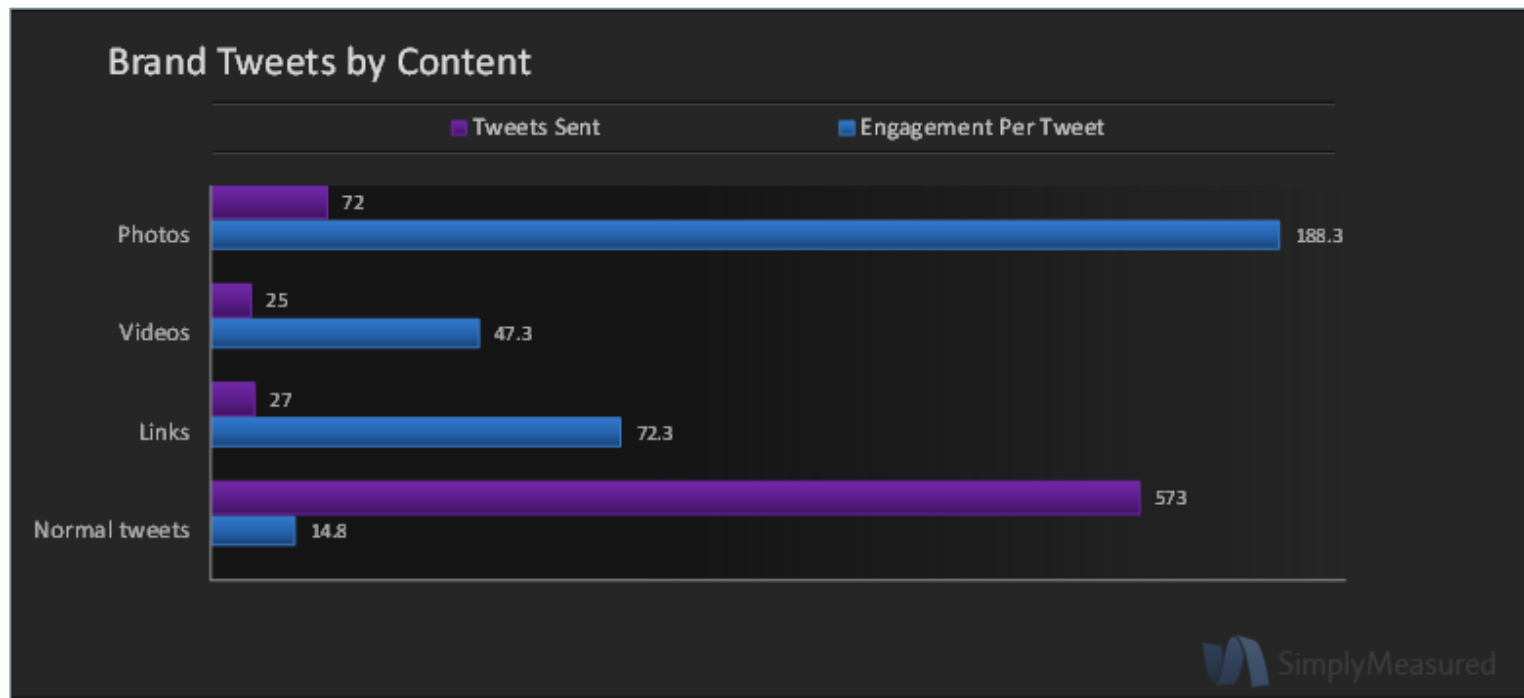


17% of the top 1,000 search terms on Twitter “**churn over**” on an hourly basis.

Source: Twitter

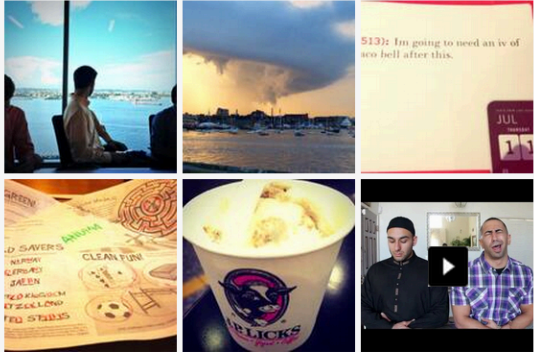


# Best Practice 18: Incorporate Visual Content




# Best Practice 19: Direct Upload Photos to Twitter

Photos and videos



Who to follow · Refresh · View all



**Earth Emerson** @earthemerson


Follow

potter fanatic. cookie monster. social photog. @TacoBell addict. c'est ma vie ♥  
Boston, MA · anumhussain.com

8,498 TWEETS   2,609 FOLLOWING   4,565 FOLLOWERS

6   Edit profile

## Tweets



**Anum Hussain** @anum 2m

Cell phones come out for Forever Young ... a shout out to #bostonstrong from #justintimberlake and... [instagram.com/p/c216vHy38c/](https://www.instagram.com/p/c216vHy38c/)

📍 Collapse   Reply   Delete   Favorite   More

3:26 PM - 12 Aug 13 📍 from Boston, MA · Details

# Best Practice 19: Direct Upload Photos to Twitter

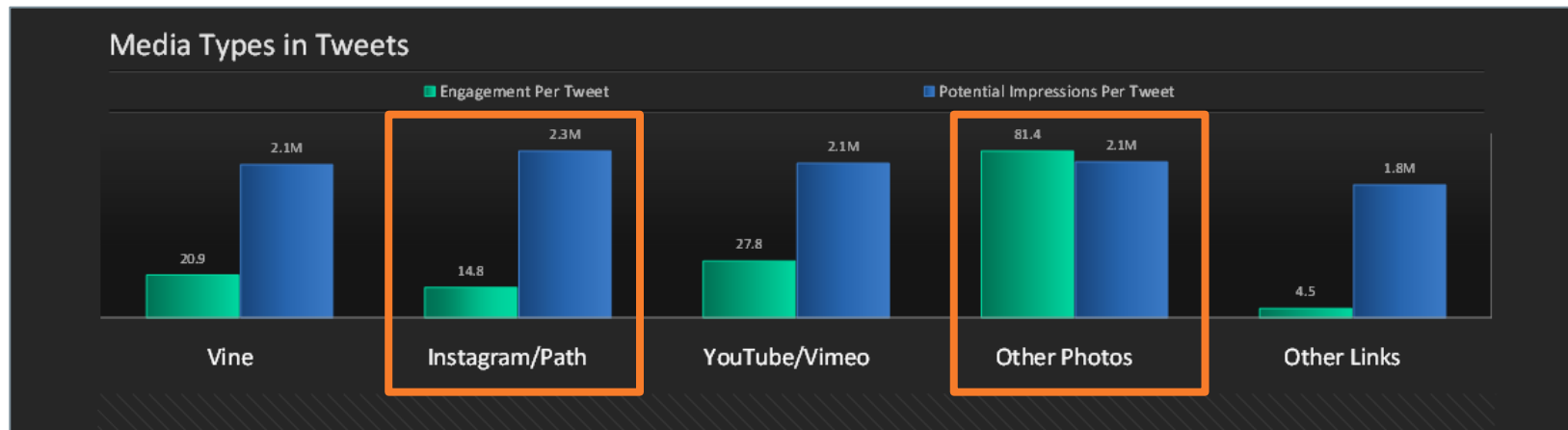
The image shows a Twitter profile for Anum Hussain (@anum). The profile header includes a bio: "potter fanatic. cookie monster. social photog. @TacoBell addict. c'est ma vie ♥ Boston, MA · anumhussain.com". The statistics show 8,498 TWEETS, 2,609 FOLLOWING, and 4,565 FOLLOWERS. There is a message icon with a blue circle containing the number 6 and an "Edit profile" button.

The "Tweets" section displays a tweet from Anum Hussain (@anum) posted 2m ago. The tweet text is: "Cell phones come out for Forever Young ... a shout out to #bostonstrong from #justintimberlake and... [instagram.com/p/c216vHy28c/](https://www.instagram.com/p/c216vHy28c/)". Below the text are icons for "Collapse", "Reply", "Delete", "Favorite", and "More". The tweet is timestamped "3:26 PM - 12 Aug 13" and includes a location pin icon and the text "from B".

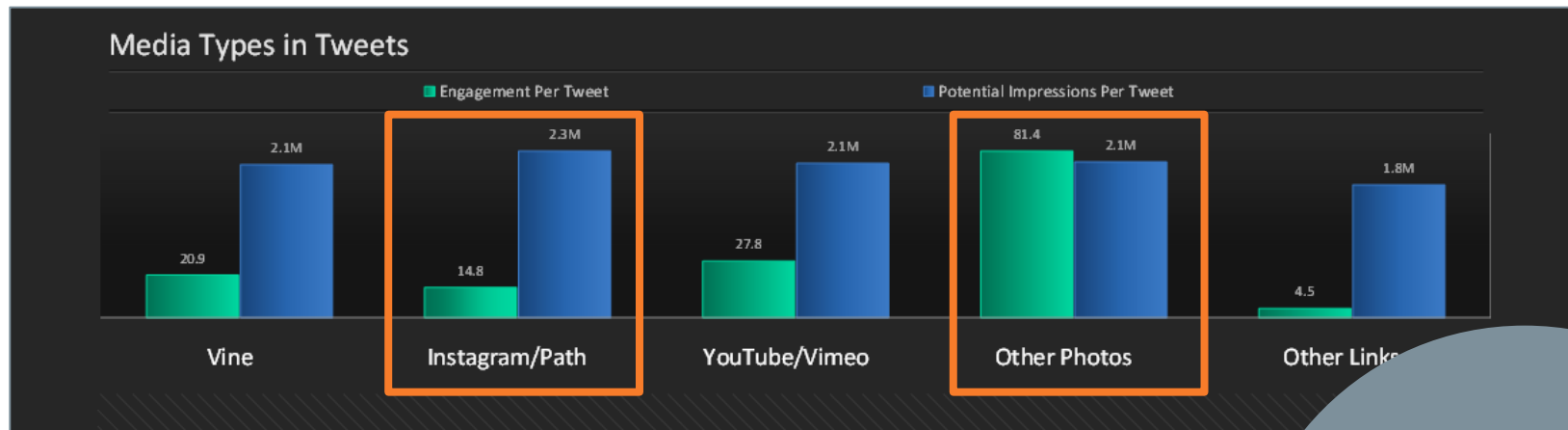
On the left side of the profile, there is a section titled "Photos and videos" which contains a grid of six images. An orange arrow points from a red box around the tweet link to this "Photos and videos" section. Below the "Photos and videos" section is a "Who to follow" section featuring "Earth Emerson @earthemerson" with a "Follow" button.

A large black "X" is overlaid on the bottom right of the tweet, indicating that the direct upload of photos to Twitter is not recommended.

# Best Practice 19: Direct Upload Photos to Twitter



# Best Practice 19: Direct Upload Photos to Twitter



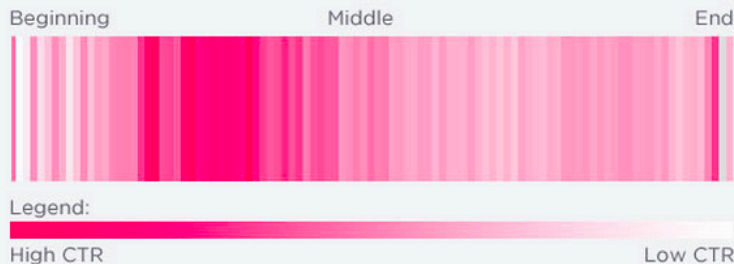
\*

SMALL SAMPLE  
SIZE

# Best Practice 20: Place Links in Middle of Tweet

## Place links about 25% of the way through.

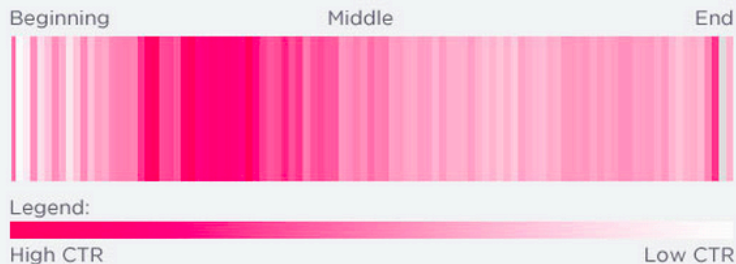
I analyzed the length of 200,000 link containing tweets and found the highest CTRs on links that appeared approximately one-quarter of the way through the tweet.



# Best Practice 20: Place Links in Middle of Tweet

## Place links about 25% of the way through.

I analyzed the length of 200,000 link containing tweets and found the highest CTRs on links that appeared approximately one-quarter of the way through the tweet.



Anum Hussain @anum

28s

"The Marketing Office" - [bitly.com/14HXFQ7](https://bitly.com/14HXFQ7) An old school

@HubSpot video ... but I love it every time I watch it!

[View media](#)

FOR EXAMPLE ...

# Best Practice 21: Include Links in Profile Bio



A screenshot of a Twitter profile for Brittany Leaning. The profile picture is a small square showing her smiling. The main header shows her name 'Brittany Leaning' and handle '@bleaning' with a 'FOLLOWS YOU' badge. The bio text is: 'Social Media Manager at @HubSpot Huge fan of inbound marketing, traveling, coffee, camping, road trips, yard sales & @TOMS. Join me at #INBOUND13 - Aug 19-22! Cambridge, MA · bit.ly/bleaning'. The '@HubSpot' handle in the bio is highlighted with an orange box. The background of the profile card is a large photo of her smiling and holding a phone. At the bottom, there are statistics: 6,007 TWEETS, 2,109 FOLLOWING, and 3,948 FOLLOWERS. To the right of these are a dropdown menu icon and a blue 'Following' button.

**Brittany Leaning**  
@bleaning **FOLLOWS YOU**

Social Media Manager at @HubSpot Huge fan of inbound marketing, traveling, coffee, camping, road trips, yard sales & @TOMS. Join me at #INBOUND13 - Aug 19-22!  
Cambridge, MA · bit.ly/bleaning

<b>6,007</b> TWEETS	<b>2,109</b> FOLLOWING	<b>3,948</b> FOLLOWERS		<b>Following</b>
------------------------	---------------------------	---------------------------	---	------------------



# Best Practice 22: Use Shortened Links



**Lane Sutton** @LaneSutton

7 Aug

Predictions for this year's @hubspot #inbound13 keynote: buying the Red Sox, renaming as the #hubsox w/ orange... [hub.am/13MMGP1](https://hub.am/13MMGP1)

Expand

\*

LINKS ARE  
ABOUT 20  
CHARACTERS

# Best Practice 23: Optimize Posting Schedule



Highest number of clicks appear between 1PM and 3PM from Monday to Thursday.



The best time to get retweets is from 4PM to 5PM on Fridays.

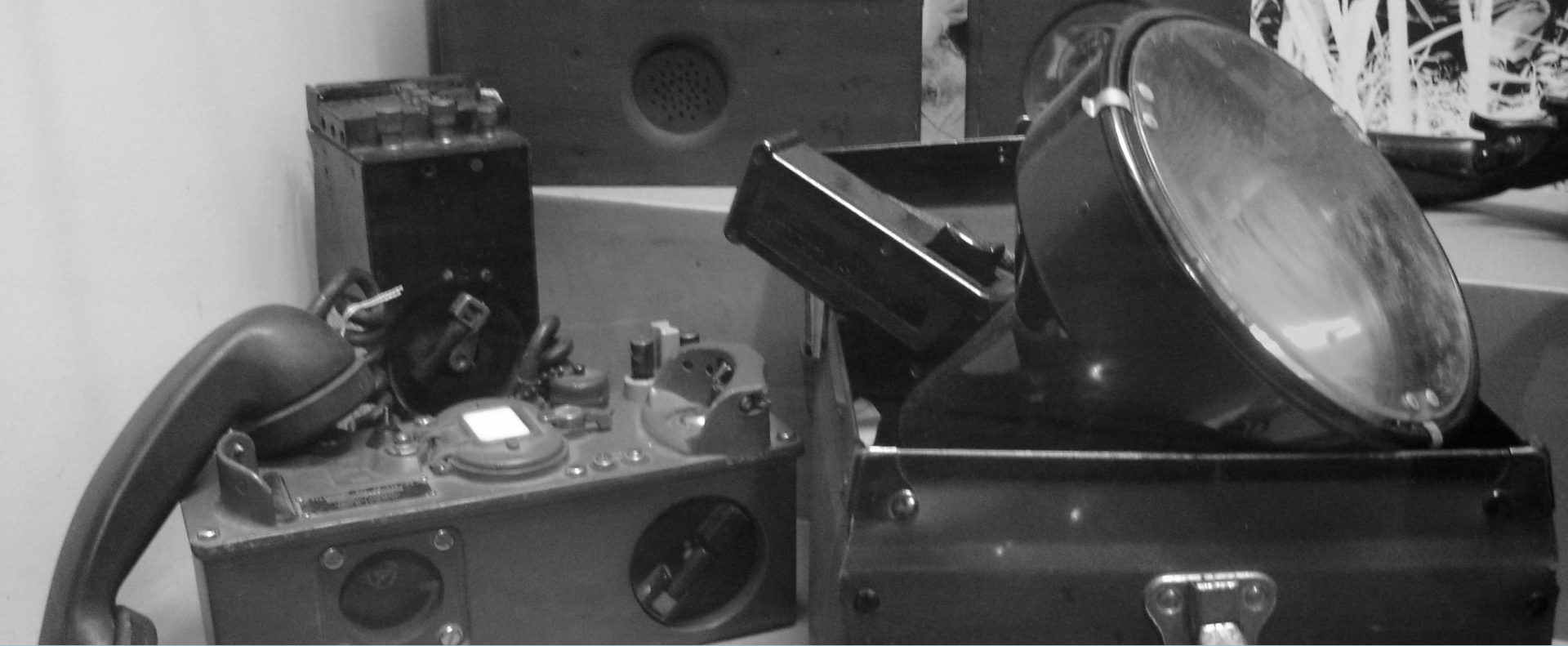
# Bonus Best Practice: Use Social Inbox

The screenshot displays a social media inbox interface. On the left, a contact card for 'Perfect Party Supplies' (@pfparty Supplies) is shown. The card includes a profile picture, a '+ Twitter' button, and follower/following counts (1,868 followers, 1,674 following). A red circle with the number '1' is next to the contact name. Below the counts, the 'Lifecycle Stage' is listed as 'Lead'. A 'Description' section follows, stating: 'We help you throw the party of your dreams. The best selection of party supplies and the lowest prices online!'. The 'Sales Owner' is 'Peter Piper' (marked with a red circle '5'), and the 'Website' is 'http://www.perfectpartysupplies.com'. The 'Location' is 'Michigan'. A link to 'View full contact information' is at the bottom, marked with a red circle '6'. On the right, a conversation thread is visible. The first tweet is from 'HubSpot' (@HubSpot) dated 'Apr 17', asking for recommendations for integrated marketing software. It has 6 replies and is marked with a red circle '3'. The second tweet is from 'Acme Inc.' (@acmeinctweet) dated 'Apr 17', replying to HubSpot and mentioning the use of @pfparty Supplies. The third tweet is from 'Marketers For Inbound Co.' (@GoInboundCo) dated 'Apr 17', replying to the previous tweets and mentioning @pfparty Supplies. The fourth tweet is from 'Tom Cat' (@TheTomCat) dated 'Apr 19', replying to the previous tweets and mentioning @pfparty Supplies. A final line indicates 'Brittany Leaning replied to this on Apr 17.' and a 'Message permalink' link is at the bottom.

- 1 Color-coded lifecycle stage: immediately know whether someone is a prospect, lead or customer.
- 2 View your contact's follower and following count to see how influential they are.
- 3 Reply, re-tweet, favorite, share, or email them—all within HubSpot.
- 4 View a record of the entire conversation, both what you and the contact has said.
- 5 View the contact's sales rep to see if sales has already had interaction with them.
- 6 Easily click through to view full contact info, including a history of all interactions with the lead.

3

**IMPROVE YOUR  
COMMUNICATION**



Radios became portable.





This is not social media monitoring.

*The Social Part  
of Social Media:*  
**A LOVE STORY**

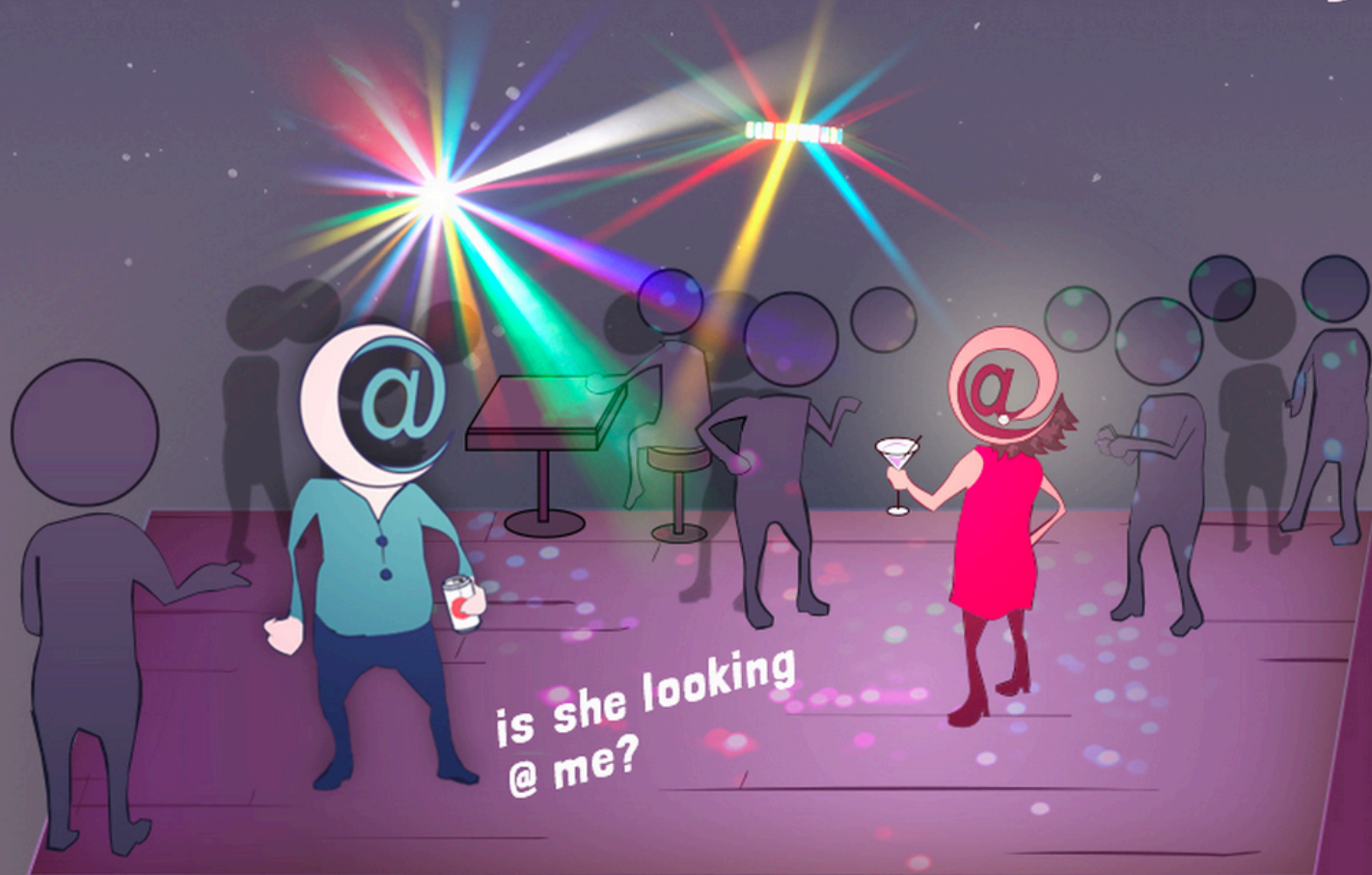


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What a Real Relationship on  
Social Media Should Look Like

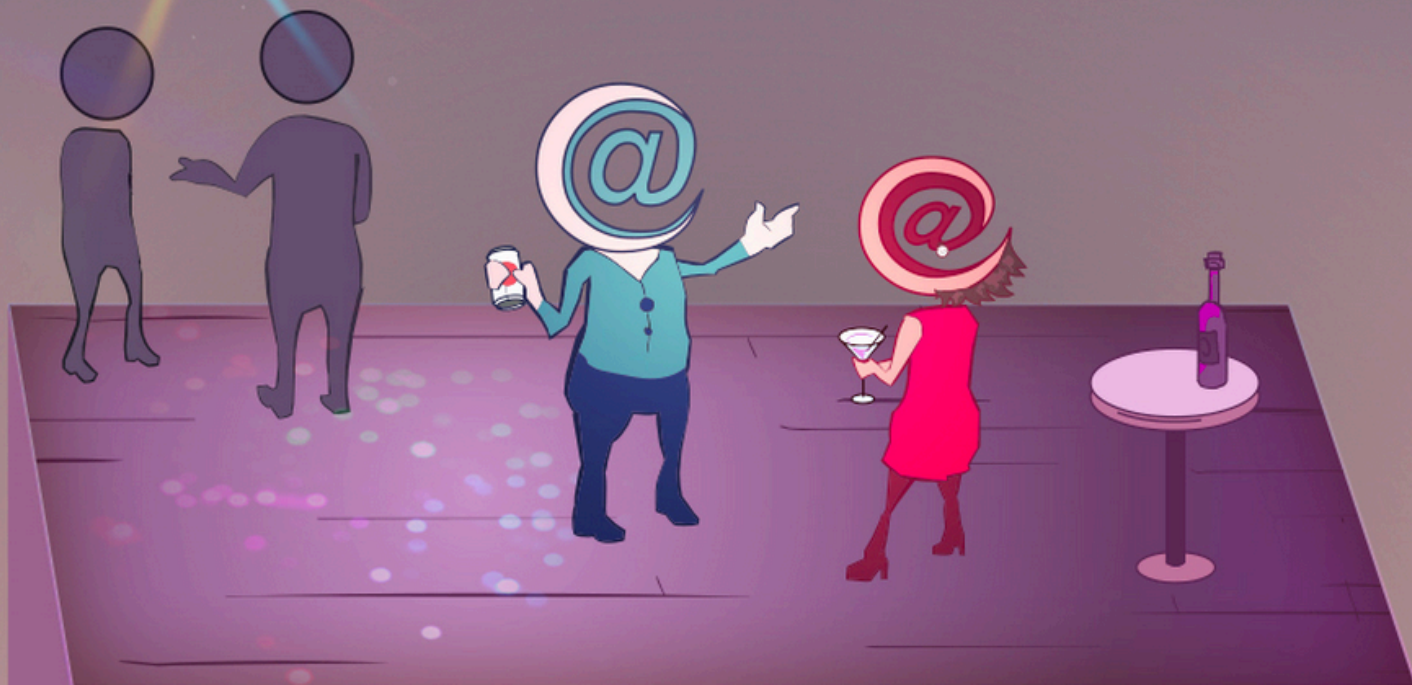


# Your Twitter Feed is Like a Party.





# Make Your First Impression a Lasting One.



# Keep the Conversation Going.





# Seal the Deal With Personalized Gestures.



**You're Both Only Human  
(If You Use Social Right).**



**You're Both Only Human  
(If You Use Social Right).**





# Don't Let the Love Fade After the 'Honeymoon Stage.'

Customers don't want to be forgotten. Delight your customers by keeping the conversation going. Maybe throw in some flowers, or an invite to a webinar, as a symbol of your growing relationship.



LET'S TALK  
SCALE.

# Set Up Google Alerts

## News

2 new results for "hubspot" -site:[hubspot.com](https://www.hubspot.com)

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New York Times (blog)

It invested an annual fee of \$7,000 in a package that uses a WordPress plug-in to add the **Hubspot** software to the existing site. The software captures an e-mail marketing list from visitors who click on the site's downloadable content. **Hubspot** also ...

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# Monitor in 45 Minutes a Day

- ☑ 10 minutes: Scan Facebook wall for comments
- ☑ 1 minute: Check Facebook messages
- ☑ 15 minutes: Check for Twitter chatter with your leads and customers
- ☑ 2 minutes: Scan Google Alerts for important product mentions
- ☑ 2 minutes: LinkedIn Company Page
- ☑ 5 minutes: Find and flag industry-related LinkedIn Today articles
- ☑ 10 minutes: Monitor and respond in LinkedIn Groups

... NOW WHAT  
DO YOU DO  
WITH ALL THIS  
INFORMATION?



Don't throw it all away.



A hand-drawn illustration in a reddish-brown ink. The word "GOAL" is written in a simple, slightly irregular, uppercase font. It is enclosed within a hand-drawn cloud-like shape with several rounded, wavy edges. The background is a light, neutral color.

# GOAL

Set goals for improving your social media.

# QUESTIONS?

