

SOCIAL MARKETING WORKBOOK

**TACTICS, TOOLS, & STRATEGIES
FOR BUSINESS SUCCESS!**

Based On The Bestselling Book "The Social Media Bible"



DEVELOPED BY

LON SAFKO

*AUTHOR OF THE BESTSELLERS THE FUSION MARKETING BIBLE AND
THE SOCIAL MEDIA BIBLE, THIRD EDITION, FOUR LANGUAGES!*

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Seminar Outline

Social Media, The BIG Picture

Social media marketing is much more than having a Facebook page and sending a few tweets. It is about understanding all of the available tools and knowing which ones to use and how to use them most effectively.

It's about understanding terms such as "the fundamental shift in power", "link love", "Google Juice" and "What the SEO advantages are to blogging?".

It's about using QR codes and mobile marketing, "segmenting", and "day parting" to achieve a 35% email conversion rate. It's about in-game advertising, virtual worlds, and video marketing. It's a lot more than you ever thought!

Join Lon Safko, the author of the best-selling book The Social Media Bible and get a completely different perspective on digital marketing! Because - as they say - you don't know what you don't know!

Workshop Objectives

Successful completion of this course will increase the participants knowledge in the big picture of social media, go beyond the mainstream of only Facebook and Twitter and have ability to develop a fully custom, effective, and cost efficient strategic implementation of social media marketing. In addition, the participant will understand:

- The importance of social media and how critical is to be where your customers are.
- Just how big the social media landscape actually is and why these “fringe” tools are so effective.
- Why the 140 character limitation of Twitter is an advantage and exactly how following and followers can be leveraged to your advantage.
- The entire 20 categories of digital and social media tools.
- What are the major social networks, how to use them, and why you need to be everywhere.
- Why 253 Fortune 500 are using “virtual world” marketing to build their brand.
- How effective “in-game” advertising can be while building your “trusted” networks.
- The power of blogging, why it’s important to engage your customers, and where to do it.
- Brand management and how to perform effective “cyber-surveillance” on you and your competition..
- Why Email “the original social media” marketing is still the most effective form of marketing.
- Why Mobile marketing is the largest and fastest growing marketing segment on earth.
- How videos go viral - the psychology behind the technology.
- What to do when social media “goes wild” and how to best recover.

Suggested Resources

Safko, Lon. *The Fusion Marketing Bible*. McGraw Hill. 2012.

Safko, Lon. *The Social Media Bible*. John Wiley & Sons. 2012.

Erik Qualmann. *Socialnomics*. John Wiley & Sons. 2012

Erik Qualman. *Digital Leader*. McGraw Hill 2012

Charline Lee. *Groundswell*. Harvard Business Press. 2008

Shama Kabani, Chris Brogan. *The Zen of Social Media Marketing*. Ben Bella Boks. 2012

Dave Kerpen. *Likeable Social Media*. McGraw Hill. 2011

Peter Shankman. *Customer Service: New Rules for a Social Media World*. Pearson Education. 2010

Dave Carroll. *United Breaks Guitars*, Hay House. 2012

Julian L. Simon. *How to Start and Operate a Mail-Order Business*. McGraw Hill. 1991

William McEwen. *Married to the Brand*. Gallup Press. 2005

Continue Your Learning!

Today's training is a great way to develop your professional skills, stay abreast of changes in your workplace, and initiate balance in your personal life. Learning doesn't have to stop when the session ends. The perfect newly learned skills, practice the following:

1. Write a commitment statement.

Before the Training session, you may have written a learning goal. Review your objectives, what you have learned and how it will improve your work. Recommit to those goals.

2. Stay in touch.

Periodically review the training agenda, revisit your notes or talk with a trainer or attendee. Discuss how you've applied the knowledge and what outcomes you have gleaned.

3. Keep your managers in the loop.

After this training session, meet with your manager to discuss ways to reinforce what you have learned. Talk to your manager about how you want to apply the information and how it can improve your work. Get your manager's support in helping you find ways to put your new found skills to work.

4. Establish a support system.

There are other people in your workplace, as well as at home, who have had the same training or who experienced the same needs. Get an associate to plan with you or ask a "graduate" to serve as your mentor.

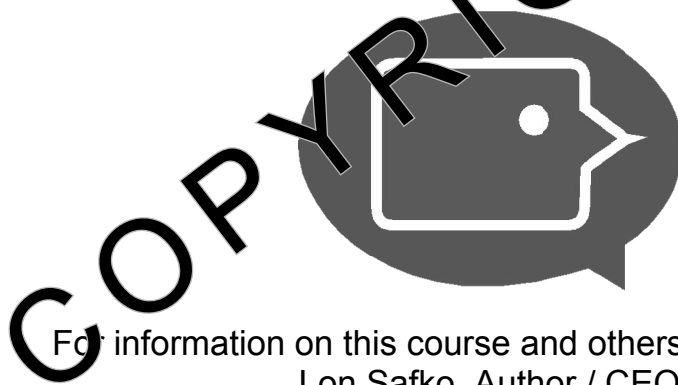
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