Social Media Marketing

National Media Market, Kansas City, MO
Professional Development Session
October 27, 2010

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Passion River Films
416 Main Street, Metuchen, NJ 08840
Allen@PassionRiver.com
Follow me on Twitter @AllenChou
What is social media marketing?

The use of social networks, online communities, blogs, wikis or any other online collaborative media for marketing, sales, pr and customer service.
A Maine Coon with big dreams.
Many topics covered can be creatively applied to both: Libraries and Distributors
How are audiences sourcing their media?
Over 16 Million Subscribers
2 Millions DVD rentals shipped per day

-LA Times, 7/30/10
Estimated 122,101 libraries of all kinds in United States today.

– ALA Library Fact Sheet 1 (8/2010)
Libraries

- Public: 9221
- Academic: 3827
- School: 99180
- Special: 8476
- Armed Forces: 284
- Government: 1113

– ALA Library Fact Sheet 1 (8/2010)
So who rents out more DVDs per day- Libraries or Netflix?
Libraries!
Thank You Librarians!
Everyday public libraries loan out 2.1 Million DVDs!

-LA Times, 7/30/10
But wait... Librarians have told me that’s not enough.

“We NEED more...”
Some challenges for librarians

• Polling community for new content ideas
• Discovering new content- easily
• Increasing media usage
• In-house social media gate keepers
• Not enough time
Some challenges for distributors

- Traditional advertising failing
- Hard to reach all buyers
- Aggressive content competition
- Title awareness
“Advertising is a wasted pool of resources”

_The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly_ (Hardcover)

by David Meerman Scott (Author)
DVD Release Report
(Jan - Sept)

• 2009 = 10,686
• 2010 = 9,206
• Average of 255 titles released per week

- dvdreleasereport.com, 10/21/10
We share the SAME challenges with discovering, sharing, & promoting content.
Session Goals

• Understanding audience discovery patterns
• Developing great content
• Finding & engaging audiences
• Building subscriber lists
• Learning to be a giver & not a taker
• Showing the Love- lots of it
Terminology

• SMM = Social Media Marketing
• SEM = Search Engine Marketing
• SE = Search Engines (Google, Bing, YouTube)
• KW = Keyword
• Page Rank = Google page rank
• Audience = buyer, patron, or student
• Organic Search = natural results from SE
• CTA = Call to Action
Traditional Audience Search Patterns

• Reads and responds to print ads
• Opens direct marketing snail mail
• Influenced by major film critics
• Keeps AND uses current Yellow Pages phone book
Modern Audience
Search Patterns

• Shops & gathers info via search engines
• Reads news via social media sites (ie. Blogs, Twitter, Facebook, Digg, etc...)
• Influenced by on-line reviews & ratings from people they don’t even know!
• Uses Google as their “Yellow Pages”
• Mobile search
Here’s the Challenge

• Adapt & engage with new discovery patterns
• Develop inbound marketing strategies
• Integrate SEM & SMM with traditional outbound marketing
Build the base first.

Search Engine Marketing
Search Engine Marketing Plan

• Establish site conversion goals
• Create unique content
• Test
• Repeat
Conversion Goals

• Target site? (blog, home, FB, Twitter, etc...)
• What’s the Call-To-Action?
• Join, Like, Follow, Click, Call, Add to cart?
• Clear goals on target pages (K.I.S.S.)
Upcoming events in September

09/22/2010

Film Distribution Panel Discussion

Meet the distributors & learn their acquisition interests and release strategies in this NEW expert panel discussion moderated by film distribution executive Allen Chou. Read More...

Location: Post FactoryNY, 233 Spring Street, 4th Floor New York, NY 10013
Creating Good Content

• Develop KW list for unique content strategy for every campaign
• Seed new and “old” content into social media outlets
Testing

• Benefits of SEM: Fast Testing – Quick Results
• Review web analytics
• ABC- Always Be Converting
• ABT- Always Be Testing
Start With Great Content

• Develop a keyword strategy for every campaign
• Create unique content that is KW rich for target audience
• Content is KING!
“Either write something worth reading about or do something worth writing about.”

- Ben Franklin
Keyword Research

• Important first step
• Content lacking KW’s won’t get found easily
• Aim to get on the 1st pg of Google
User intent?
Building a keyword list

- Start with your basic KW list
- Use KW tools & SE to confirm & add
- Related & long-tail KW’s important
- Divide complete list into groups & prioritize
-Example-
Develop KW list for film

• Subject matter
• Talent
• Language
• Genre
• Message
Pray The Devil Back To Hell

- Combine KW’s to create phrases

Primary KW:
- Women
- Liberian
- Civil war
- Peace
- Activism
- Documentary
- Africa

Secondary KW:
- Gini Reticker
- Abigail Disney
- Political
- Pray the Devil Back to Hell
- Peace-building
- Ghana
- NY Times
- LA Times
### Find keywords
Based on one or both of the following:

**Word or phrase** (one per line)

- **civil war africa**
- **[Other phrases here]**

**Website**

- [Website field]

**Advanced options**
- Locations: United States
- Languages: English

---

**Search**

Click to search for keywords.

---

**Sign in** with your AdWords login information to see the full set of ideas for this search.

---

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Competition</th>
<th>Global Monthly Searches</th>
<th>Local Monthly Searches</th>
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</table>
### Find keywords

Based on one or both of the following:

**Word or phrase** (one per line) | **Website**
--- | ---
civil war africa documentary | 

- Only show ideas containing my search terms [Help]
- Advanced options
- Locations: United States
- Languages: English

[Search]

*Sign in with your AdWords login information to see the full set of ideas for this search.*

#### Sort by | Relevance | Columns
--- | --- | ---

<table>
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<th>Keyword</th>
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<td>28</td>
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</table>
Create Content

• 3 U’s – Useful, Updated, Unique  (Seth Godin)
• Articles
• Reviews
• Whitepaper
• Place content on your site, blog, & everywhere else applicable
• Content is KING!
Identify audience for each film

- Work, live, play?
- Needs?
- Married? Children?
- Social class?
- Student?

- Age?
- Gender?
- Religion?
- Languages?
- Interests?
- What films do they rent, buy?
Once you ID your audience

- Target their groups
- Participate with their communities
- Become part of their community of “friends”
- Share your content
Define Silos

(Groups)

- Use KW list to ID silos
- Create a marketing plan for each silo
- Target silos based on KW’s
- If silo is competitive or has a lot of “noise”, try tier 2 KW’s
- Incorporate KW’s into website & social media outreach
Summary of KW research strategies

- ID customers & their search patterns
- Develop KW list & long-tail phrases
- ID silos, groups, & influential people/sites
- Use KWs for unique content creation strategies
SEM Benefits

• Traffic and Links to your site
• Page rank and SE results lift
• Develop relationships (audience & others)
• Create Buzz
• Rent and sell more DVDs
With unique content you’re now ready to engage with your audience.
Social Media Marketing
SMM success based on:

Creativity and Quality of Content!
Simple Rules:

Be Social with Great Content.
How to win friends & influence people

Dale Carnegie, 1937

• Become genuinely interested in other people
• A person’s name is the sweetest & most important sound in any language
• Talk in terms of *their* interests
• Smile
Where can you engage with your audience?
Popular Social Media Platforms

Facebook
Twitter
LinkedIn
YouTube
Flickr
del.icio.us
Digg
Reddit
StumbleUpon
Social Networking

• FaceBook
• Twitter
• LinkedIn
• Groups, Forums & Mailing Lists
20 Million people visit Walmart each day. 250 Million people visit FaceBook each day.

-website magazine, 11/2010
Strategy

• Create fan page & engage with audience
• Join local & relevant groups
• Create events
• Private message influencers & authorities
• Give to the community
• NO full-time sales messages
• DON’T JUST TAKE!
Build the Fan page

• Create pages for specific departments & films
• Try vanity URL (with KW?)
• Migrate from personal page to create separation from work
• Add logos, images, links, & KW rich descriptions
• Business contacts don’t want to see your personal beach photos
• Anyone take pictures today for their Fan pg?
Thompson On Hollywood Critics assembled at fox's little theatre for love + other drugs. @ToddMcCarthy is working on farewell piece at indiewire.

22 hours ago via Twitter using Sociaholic.

Thompson On Hollywood Here's the proof that FRANKIE & ALICE was on last year's official Oscar eligibility list (see page 17):

Monday at 11:50pm via Twitter using Sociaholic.

Thompson On Hollywood Keith Richards' Memoir Life Wins Raves: I bought my first issue of Rolling Stone in a long time to get a slice of ...


Keith Richards' Memoir Life Wins Raves - Thompson on Hollywood

I bought my first issue of Rolling Stone in a long time to get a slice of the Keith Richards memoir Life (on sale October 26) and I will try to convince my book group (which tends to read fiction) to assign it. Friends and I talked about Life at dinner Saturday night (a....

Monday at 11:43pm via Twitter using Sociaholic.

Thompson On Hollywood RT @LATherocomplex: Sigourney Weaver on her bloody new vampire role: 'It was delicious' http://lat.ms/aBFy62 /via LATimesEntertainment
Promoting your Fan page

• Invite your friends to be a fan
• Get people to “like” your page
• Use FB plug-ins on your website
• Include link in newsletters, cards, sites, etc...
• Promote with your email signature
• Cross-link to Twitter
• Tag colleagues in photos
• In-bound messages will start
Experience the web with Facebook friends.

Social plugins let you see what your friends have liked, commented on or shared on sites across the web. All social plugins are extensions of Facebook and are specifically designed so none of your data is shared with the sites on which they appear.

Add social plugins to your site with just one line of HTML:

**Like Button**
The Like button lets users share pages from your site back to their Facebook profile with one click.

**Activity Feed**
The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.

**Recommendations**
The Recommendations plugin gives users personalized suggestions for pages on your site they might like.

**Like Box**
The Like Box enables users to like your Facebook Page and view its stream directly from your website.
Engage with your Audience

• Give them a reason to visit your page
• Talk to your Fans
• Update content often- daily if possible
• NO F/T sales pitches (deals ok)
• Post unique content related to industry
• Tips, tricks, & lists work well
• Less “I” & “we”
• More “you” & “your”
• Invite industry experts to guest blog
Who Does She Think She Is? Screening with Oscar-Winning Filmmaker Pam Boll
You are Attending · Share · Public Event

Time
Saturday, May 8 at 8:00pm – May 9 at 11:00pm

Location
The Forum Theater
314 Main St.
Metuchen, NJ

Created By
Passion River, Allen Chou, Eventbrite

More Info
Order tickets via Eventbrite:
http://whodoeshe thinkshe is-efbevent.eventbrite.com/

Academy Award-Winning Filmmaker
PAMELA TANNER BOLL

See More

Conversion
Goal
Toxo Plasmo join "The Waiting Project", a new crowdsourced documentary!
http://www.facebook.com/pages/The-Waiting-Project/110520649011444?v=wall

The Waiting Project
How would you define the act of waiting?
How would you describe it? What does it mean to you?
We want to find out. And we need your help! – Get your camera, phone or camcorder (preferably HD and please be extra careful with the sound). You can interview yourself, interv... Movie: 50 people like this.
See More

October 18 at 10:47am · Comment · Like · Share · Flag

Just Do It - We need help to get an exciting film made! 'Just Do It' is a documentary project about climate change activists, totally crowd-funded and under Creative Commons – free to watch and share in Spring 2011. But...we need you... (If you like it) Spread the word, like our Just Do It: The Film page, post the trailer on your wall...

See More

Just Do It Trailer
www.youtube.com
www.just-do-it.org.uk Our trailer for Just Do It – a documentary in the making about direct action. We're crowd funding – do you want to see this film? Well donate and make it happen!
# Pray The Devil

## FB group possibilities

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<th>Group Name</th>
<th>Members</th>
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<td>United States of Africa</td>
<td>3,765</td>
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<td>UNITED STATES OF AFRICA</td>
<td>3,681</td>
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<tr>
<td>Must See Documentaries!</td>
<td>408</td>
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<tr>
<td>The Liberian Network</td>
<td>236</td>
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<tr>
<td>Documentaries</td>
<td>230</td>
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<tr>
<td>African Child Peace Initiative</td>
<td>254</td>
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<td>Documentaries... Documentaries... Documentaries!!!</td>
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<td>Pray The Devil Back To Hell Film: Official Fan Group</td>
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<td>WOMEN OF LIBERIA: FIGHTING FOR PEACE</td>
<td>22</td>
</tr>
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</table>
Over 160 Million users. Co-founder predicts 1 billion in future!

-Cnet news 10/14/10
• A form of micro-blogging
• Brand your “specific” channel
• Ability to drive large traffic to your site
• Tweets are now indexed on Google results
• Can be used for promotions
• Customer service a benefit or hazard
• Major film presence, Librarians there too
• Measured in minutes
Simple Goal- Be Social
Twitter Strategy

- Build followers - use lists to ID your community
- Tweet valuable content frequently
- Aim to get Retweeted
- ID opportunities to participate in conversations
- Give to the community! Don’t just take.
- Link to FB Fan page
- Private = No Followers
- Test
Set up profile

• Include headshot picture
• Bio with KWs
• Link to target URL. Use shortener to track.
• Create background with call-to-actions
Content Ideas
140 Characters or Less

• Unique, relevant, newsworthy
• Lists, Tips, Tricks, Contests, etc...
• Promotions & coupon codes
• Comment on someone else’s Tweet
• Ask questions
• Use KW’s in text & URL shorteners
Follow Strategy

• Follow people in your industry & community
• Use lists to save time
• Create lists to reduce in-bound noise & show love
• Don’t be a snob- follow back appropriate people
• If you reach your following cap, un-follow non-followers. Then repeat.
• Be social. Engage in conversation.
• What’s your last Tweet?
<table>
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<th>User / Name</th>
<th>Actions</th>
<th>Description</th>
</tr>
</thead>
<tbody>
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<td></td>
<td>Kathy Krantz Stewart</td>
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<td>AwardShow650</td>
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<td>BradParler</td>
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<td></td>
<td>Dustin HarrisonAtlas</td>
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<td>TheReelist RT @TormentedSoxFan: Seen The Social Network? This NY Tiimes article in 2005 is the WHOLE MOVIE! <a href="http://nyti.ms/doyJBT">http://nyti.ms/doyJBT</a> #thesocialnetwork about 15 hours ago</td>
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What’s the difference between design and user experience?

Design is about changing understanding; user experience is about changing behavior. Design is about intent; user experience is about purpose. Design is about style; user experience is about substance. Design is about the platform; user experience is about the person. Design is about the present; user experience is about the past and future. Design is about action; user experience is about impact.

What’s your favorite Twitter app?

CoTweet helps keep us organized, but we use TweetDeck as a way to reign in the chaos (using groups) and monitor search terms.
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<td>129</td>
<td>3</td>
</tr>
<tr>
<td>@brandonite/film</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td>@aprildenee/film</td>
<td>66</td>
<td>0</td>
</tr>
<tr>
<td>@elizabethkarr/film</td>
<td>259</td>
<td>6</td>
</tr>
</tbody>
</table>
Should have the initial Librarian List report ready by the end of this month.

9:43 AM Apr 17th via web

Doing some work with the Klout API so that the Librarian List can better scale.

8:43 PM Apr 2nd via HootSuite
<table>
<thead>
<tr>
<th>Lists Following LibrarianList</th>
<th>Lists LibrarianList Follows</th>
</tr>
</thead>
<tbody>
<tr>
<td>@librarydonna/lotsoflibrarians</td>
<td>Following: 120, Followers: 4</td>
</tr>
<tr>
<td>@telephase/info-pros</td>
<td>Following: 254, Followers: 3</td>
</tr>
<tr>
<td>@bethgholmes/library-or-law-related</td>
<td>Following: 136, Followers: 1</td>
</tr>
<tr>
<td>@aarontay/mutual-friends</td>
<td>Following: 500, Followers: 2</td>
</tr>
<tr>
<td>@jonisavage/lis-tweeps</td>
<td>Following: 134, Followers: 1</td>
</tr>
<tr>
<td>@aleah/bookpeddlersandinfogeeks</td>
<td>Following: 237, Followers: 1</td>
</tr>
<tr>
<td>@cdmclean/librarians</td>
<td>Following: 8, Followers: 0</td>
</tr>
<tr>
<td>@DearLibrariAnn/fellowlibrarians</td>
<td>Following: 39, Followers: 1</td>
</tr>
<tr>
<td>@beth2point0/librarians</td>
<td>Following: 201, Followers: 1</td>
</tr>
<tr>
<td>@YHDODream/library-librarian</td>
<td>Following: 84, Followers: 6</td>
</tr>
<tr>
<td>@jokrausdu/librarians-such</td>
<td>Following: 439, Followers: 5</td>
</tr>
<tr>
<td>@ThePinakes/bibliorgs</td>
<td>Following: 94, Followers: 0</td>
</tr>
<tr>
<td>@Carolcdt/1-020-92</td>
<td>Following: 330, Followers: 0</td>
</tr>
<tr>
<td>@cwkids/previousfollowthursday</td>
<td>Following: 134, Followers: 1</td>
</tr>
<tr>
<td>@librarianedge/school-libs-literacy</td>
<td>Following: 156, Followers: 2</td>
</tr>
</tbody>
</table>
URL shorteners

• Use URL shorteners to link to your video, image, audio, & text content
• Ability to track click rates
• Review stats frequently
• Determine best times & days to Tweet
• Re-write low performing Tweets & try again
## Link History: 1 - 10

<table>
<thead>
<tr>
<th>Clicks</th>
<th>Links</th>
<th>Info Plus</th>
<th>Date</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 out of 25</td>
<td>🎥 A Powerful Noise: Trailer for CARE’s Feature Film</td>
<td>Powerful-..+</td>
<td>October 22</td>
<td>Options</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.youtube.com/watch?v=663rgAUA0ps">http://www.youtube.com/watch?v=663rgAUA0ps</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 out of 32</td>
<td>🌐 Shooting Beauty the Movie</td>
<td>Shooting-..+</td>
<td>October 22</td>
<td>Options</td>
</tr>
<tr>
<td></td>
<td><a href="http://www.everyonedeservesashot.com/trailer.htm">http://www.everyonedeservesashot.com/trailer.htm</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 out of 5</td>
<td>📽 Netflix revenue soars 31% - Entertainment News, Headline Ne...</td>
<td>Netflix-S..+</td>
<td>October 21</td>
<td>Options</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Scheduling Tweets

• Twuffer, TweetLater & more free apps
• Ability to Auto-Tweet to multiple time zones
• Load up weeks worth of Tweets
• Schedule based on best conversion
OMG, it's a Twitter™ buffer!

Twuffer allows the Twitter user to compose a list of future tweets, and schedule their release.

@GradyBritton designed Twuffer for anyone who has a need to schedule pre-written, post-dated tweets.

We bet that you'll invent creative uses for Twuffer. Here are a few off the top of our heads:

- tweet pre-written announcements
- appointment/milestone reminders
- run a time-based scavenger hunt
- notify subscribers about upcoming podcast or video episodes
- appear to never sleep
Twitter Ranking

- Followers: Quantity & Quality
- Tweets: Frequency & KW Relevancy
- Links to account: Quantity & Quality
- Influential tipping point: 1k-3k followers
- Twitter Power = organic search results
• Set up a profile & start introducing yourself
• Optimize your profile
• Connect with people with like interests
• People will also find you
• Join or create a group
• Can generate nice traffic to your site
• Participate in Q&A section
Groups, Forums, & Mailing Lists

- Newspaper Forums
- Craig’s List (community, discussion, etc...)
- Yahoo! Groups
- Google Groups
- Meetup.com
- Industry specific sites
- Newsletter blasts from industry sites (some organizations have 100,000’s of subscribers)
KC Horror Movie Meetup Group

Do you love flesh eating zombies, axe-wielding maniacs and things that go bump in the night? Do you love Psycho, though you’re not psycho? Do Freddy and Jason make you smile? If you answered ‘yes’ to any of these, then this is the group for you! This group is all about horror movies--slasher, gore, zombie, psychological and old-school awesome. Each meetup will consist of watching 1 or 2 horror movies or going out to the theater to watch them. And if there are any other horror related events in t ...

What's your favorite horror or cult movie?, Halloween, Zombies!!!, Movie Fans, Horror Movies, What is your favorite horror/thriller book/movie?, Make New Friends

10.3 miles away
in Shawnee, KS
44 Horror Movie Fans

1 Meetup Group matches “horror film” near Bonner Springs, KS

Distance: 25 mi from Bonner Springs

Didn't find the Meetup Group for you? You can...

Get on the list
Get an alert email when new Meetup Groups like this start near you.

Create the Meetup Group you've been looking for
You'll get advice, help finding members, and tools to make running a Meetup Group easier.

Start a Meetup Group

Search again. Here are some tips:
Try fewer words. (Each word narrows your results.)
all Meetup Groups near Bonner Springs
Video and Image Sharing
YouTube
Second Largest Search Engine, Next to Google.
YouTube Optimization

• Ability to generate massive awareness
• Video should include beginning & ending slates with cta
• Optimize descriptions & content
• Include url in description
• Use target KWs in description & tags
• Upload other clips and change KWs
• Optimize profile
• Ratings & votes important socially, as well with SE
• Participate with comments & responses, including Bad reviews
Massive Views

Content Not Optimized

Massive Ratings

Deep comments
Other Video Sites:

• Metacafe
• Vimeo
• Ehow
• And many more...
Video Marketing Goals:

• SE results page
• Re-direct viewers to your target URL
• Clear call-to-actions (on video & text)
• Create response videos
• Participate in responses for your video & related videos
• Get high views & ratings
• Links
Flickr

• Get found in image search
• Optimize images with target KW descriptions
• Use KWs for file name & tags
• Find related discussion groups & participate
• Search by topic, location
discuss

tags
Social Bookmarking

• Delicious
• StumbleUpon
• Notes & tags are added to each bookmark
• Users can discover sites by tags, KW, network, popularity, & account
• Social networking included on many sites
Delicious

- Social bookmarking site for yourself & for others to discover
- Must spend time to create a great post or site to get popular
- Can generate some nice links & traffic
- Research tags to find related sites that can help cross promote your site
- Your friends, family, and co-workers should bookmark your site (use KWs)
Searching Everybody's bookmarks for:

- **free art**

# of users bookmarking this site

1. **Open Clip Art Library :: openclipart.org :: Drawing Together**
   - Tags: clipart, graphics, design, opensource, free
   - # of users: 7789

2. **Main Page - Context Free Art**
   - Tags: graphics, programming, design, software, art
   - # of users: 850

3. **Creative Commons**
   - Tags: copyright, creativecommons, license, media, law
   - # of users: 11537

4. **Inkscape. Draw Freely**
   - Tags: graphics, software, opensource, vector, svg
   - # of users: 8457

5. **Graphics N Graphic Design Blog " Free Stock Photos for Graphic Designers & Web Designers**
   - Tags: photography, stock, design, photo, free
   - # of users: 2173

6. **Where to Find Free Art Education Online**
   - Tags: education, tutorial, online, free, art
   - # of users: 263

7. **KinderArt - Art Lessons - Art Education: The largest collection of free art lessons and art education information on the Internet. Over 800 free art and craft lessons, activities and plans for K-12; Art for kids and Crafts for kids; KinderArt is located i**
   - Tags: education, crafts, kids, lessons, art
   - # of users: 482

8. **Jamendo : Open your ears**
   - Tags: music, mp3, creativecommons, audio, free
   - # of users: 4397

9. **Tux Paint**
   - Tags: kids, software, drawing, opensource, art
   - # of users: 1060
User’s bookmarks

Can see user’s bookmarks & tags
StumbleUpon

- User driven popularity
- Users vote thumbs up or down
- Can drive large volumes of traffic, even more than Digg & Reddit
- Videos and images work very well
- Set up account & stumble your target url
Social News Sites

• Digg
• Reddit
• Mixx
• Learn what posts are successful & try your own
• Make the right relationships to help “seed” the posts
Digg

• User driven popularity
• Massive traffic to your site
• Greatest benefit is new links, not necessarily immediate sales
• Favors larger, trusted sites
• Tough to get your submission HOT
Other traffic generation ideas.
Content Creation Sites

- Squidoo
- Blogs
- Yahoo Answers
- Article Directories
- More...
Squidoo

- Create unique “lens” (pages)
- Can drive a lot of traffic
- Add images onto your lens
- Need to update lens for effectiveness
A Little Birdie Told Me...

Twitter is one of those really unique sites that allows you to become a leader just by letting people know what you’re doing in the world. Sound cool? It is...but a word to the wise...don’t abuse your power. Just like “The Force” Twitter needs to be respected. So before I give you my “50 Ways To Use Twitter”, I’m going to give you few ways NOT to use Twitter:

1) Don’t SPAM people. Very simply, we all know what it is...but sometimes it’s easy to let a little slip in. The best way to lose followers is to drive them crazy with Spam.
Blogs

• Use WordPress & optimize with SEO plugin
• Blogger is good, but you can’t port site
• Establish RSS feed
• Set up social bookmarks
Yahoo Answers

• Any questions about your KW?
• Ask your own questions to create a dialog about your topic
• Q&A can be indexed for >1 yr
• Great opportunity to ‘gently’ leave your “signature”
Article Marketing

• Don’t use generic film synopsis provided by distributor- it’s not unique content!
• Create ORIGINAL KW rich articles for distribution to article directories & sites
• Be a “guest blogger”
• Bookmark “published” articles
• Enjoy traffic & links from your articles that have propagated to other sites!
From: Today, Thursday March 19, 2009

Treating Your Body After a Black Mold Attack By: Harold M Stokes - If you have ever been exposed to black mold then you already know how dangerous it can be. That nasty little fungus can do some serious damage and make you very sick. Yet there's very little information on treating your body after an attack. So what do you do?

How to Get Rid of Animal Accident Stains on Your Carpet Cheaply By: Linda Corby - When your pet be it a dog, cat or even a horse has an accident on your carpet be it number ones or two's you need to know this. Yes I am an animal lover who has had horses living in the house. There is nothing I love more than having pets in my home, but a pet won't be happy in a smelly or dirty environment anymore than any human being would. Why pay to get carpet stains removed when you can do it yourself easily?

How to Catch a Cheating Husband - From the Guy's View By: Carrie Joseph - Are you worried about how to catch a cheating husband? This is written for somebody in a serious relationship. I had dated the same woman for three years and had been married four years when I strayed. My wife was gorgeous and we had a very good sex life, but something happened and it bears explaining.
Social Media User Reviews

• Join the community & participate
• Write reviews & add friends
• Build a solid reputation – GIVE DON’T TAKE
• Be careful if “self-reviewing” – be honest & transparent
• Amazon.com
• Yelp.com
• YouTube
• Flickr
Foodmatters

Andrew W. Saul (Actor), Charlotte Gerson (Actor), James Colquhoun;Lauretine ten Bosch (Director) | Rated: NR | Format: DVD

4.5 Stars (33 customer reviews)

List Price: $24.95

Price: $17.99 & eligible for FREE Super Saver Shipping on orders over $25. Details

You Save: $6.96 (28%)

In Stock.
Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Wednesday, October 27? Order it in the next 9 hours and 55 minutes, and choose One-Day Shipping at checkout. Details

22 new from $13.73  9 used from $13.74  1 collectible from $21.89

Special Offers and Product Promotions

- Get $4 worth of eligible movies and TV shows from Amazon Video On Demand after you order your item. Limited to one promotional credit per customer. Here's how (restrictions apply)
40 of 42 people found the following review helpful:

⭐⭐⭐⭐⭐ Very well organized and fact supported movie., October 24, 2009
By Rob "rv36116" (Fort Worth, Tx, USA) - See all my reviews
Amazon Verified Purchase (What's this?)
This review is from: Foodmatters (DVD)
This should be vital material to watch if you're in the medical or nutrition/physical fitness world and have an impact on teaching others about how to take care of and heal themselves.

This is what the mainstream schools miss and don't teach, even though after the movie you'll feel like you've just seen something that makes such plain sense, but is not widely held as truth.

I encourage for people to have viewing parties with this and spread the message. Why else is cancer affecting 1 in every 2 people, neurological diseases going through the roof and diabetes out of control for our children and adults.

Encouraging you to quit reading this review and grab the movie (I think it's on netflix as well or you can download it from their website). I am a PT and this was information that I can easily use to pass onto my patients. It's good common sense information that can make you stop and realize that what you eat is much more important vs. how much you eat.

Help other customers find the most helpful reviews
Was this review helpful to you? Yes No
Report abuse  Permalink

55 of 61 people found the following review helpful:

⭐⭐⭐⭐⭐ Everybody should watch this movie., January 23, 2009
By J. Brown - See all my reviews
Amazon Verified Purchase (What's this?)
This review is from: Foodmatters (DVD)
This is a great movie that everybody in the industrialized world should watch, especially America. It's probably not going to keep you hanging on the edge of your seat since it's mostly interviews with various people. However, the information contained within is priceless. If you read lots of health books it'll probably help reinforce what you already know and if you don't it will probably inspire you to start. If you're new to the kind of info presented in this documentary you might want to check out these books:

1. Ultraprevention by Mark Hyman and Mark Liponis
2. Empty Harvest by Bernard Jensen and Mark Anderson
3. 50 Secrets of the World's Longest Living People by Sally Beare
Customer Discussions

This product's forum

No discussions yet

Ask questions, Share opinions, Gain Insight

Start a new discussion

Topic: 

Active discussions in related forums

<table>
<thead>
<tr>
<th>Discussion</th>
<th>Replies</th>
<th>Latest Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>movie</td>
<td>&quot;I'll Take Potpourri for $1000, Alex . . .&quot;</td>
<td>1723</td>
</tr>
<tr>
<td>movie</td>
<td>What Are Some Movies Most People Love That You Think Are Stinkbombs?</td>
<td>147</td>
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<tr>
<td>movie</td>
<td>Are there any actors who just.........bug you?</td>
<td>534</td>
</tr>
<tr>
<td>health</td>
<td>Do you think bears are mammals?</td>
<td>493</td>
</tr>
<tr>
<td>movie</td>
<td>Most OLVERATED movie of all time to get critical acclaim.</td>
<td>8396</td>
</tr>
<tr>
<td>health</td>
<td>Fun Energy Psychology/Healing &quot;Experiment&quot;</td>
<td>124</td>
</tr>
<tr>
<td>cancer</td>
<td>Best New Cancer Drugs On The Horizon</td>
<td>12</td>
</tr>
</tbody>
</table>

Search Customer Discussions

Search all Amazon discussions

The Health community

21,330 customers have contributed 13,676 products, 1,023 discussions and more...

› Explore the community

The Cancer community

4,414 customers have contributed 2,308 products, 31 discussions and more...

› Explore the community

The Diet community

8,723 customers have contributed 3,983 products, 465 lists & guides and more...

› Explore the community

Related forums

| cancer (53 discussions) | 50 |

Explore more

› See all Customer Communities
› Your communities
Huge library! Many PCs available... all the time!
- U don't need library card to get on some PCs! too cool
- Super cool fish tanks, fish, and other views/things to check out.
- Great place to study, research, browse internet or fall asleep in a corner reading.
Buzz via press channels
On-Line Publicity Strategies

- On-line press releases often read by consumers - NOT press
- Releases distributed via RSS
- Getting your story “picked up” is best
- Indexed as “News” on SE, so date & time sensitive
- Don’t send releases at end of week
- Blogs can get MORE traffic vs. newspaper sites
Submitting a Press Release

• Wire services: PRweb, PRNewswire, & dozens of free wire services avail
• Some services are expensive
• Tips & writing services available
• Write KW rich releases
Make Your Press Releases Interesting and Unique

- Integrate traditional & non-traditional promotions
- Artist appearances
- Contests
- Screenings
- Focus on KWs!
Blogs

• Pick popular blogs that speak to your audience
• Measure Chatter (Blog Pulse, Technorati, Google Blog Search)
• Contact influential bloggers
• Offer to ‘contribute’ to their blog for their readers
• Popular blogs can RSS to 10,000’s of readers per day
Get search results sent to your in-box automatically
Google Alerts

• Sign up & monitor your KWs (ie. name, film, subject, competitors, etc...)
• Participate immediately if your name shows up in a forum, review, or other social media site—especially for damage control
Monitor the Web for interesting new content

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also sign in to manage your alerts
Know your:
Website Analytics

• ABC- Always Be Converting
• ABT- Always Be Testing
• Track your progress
• Where is your traffic coming from?
• What KWs were you found with?
• Long-Tail & 80/20 rule
• Create content based on your entry point KWs & “search box” info
Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

**FLEXIBLE CUSTOMIZATION**
Get the data you need, organized in the way you want to see it with custom reports, custom variables, and a flexible tracking API.

**ECOMMERCE TRACKING**
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

**GOALS**
Track sales and conversions. Measure your site engagement against threshold levels that you define.
SMM Summary

• Start small & build steadily
• Content is KING – be unique & newsworthy
• Fight to include KW’s in content
• Promote SMM channels (on-line & off-line)
• Engage in 2-way communication
• ABT & ABC
• Give more, take less
• Show the love in your community
SMM Rocks!
“We cannot do everything at once, but we can do something at once.”

Calvin Coolidge
2-Paw strategy, 1 yr later

Still thirsty for fame…
Hope is not a strategy.
Social Media Landscape Sites

- KHO THỦ VIỆN TÀI LIỆU SEO/SEM/SMM/SMO của DICHVUSEO.COM – THIETKEWEB.VN
- Tài liệu sưu tầm của www.dichvuseo.com
- LIÊN HỆ dich vu seo và Thiet ke website
- GỌI ĐIỆN TƯ VẤN THIẾT KẾ WEB và LÀM SEO MIỄN PHÍ 24/24
  Nhung : 0915157599 - Huyền : 0953384090
  Email : vinalink@vinalink.com
- HOẶC XEM CÁC GÓI SEO SAU :
  - GÓI SEO CƠ BẢN
  - GÓI SEO GIÁ RẺ
  - SEO CAM KẾT TOP 10
  - SEO BẢN ĐỒ GOOGLE
  - ĐÀO TẠO SEO
Thank You!

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@AllenChou @PRfilms

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www.facebook.com/PassionRiver