

Social Media Marketing

National Media Market, Kansas City, MO

Professional Development Session

October 27, 2010

Allen Chou, President

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



Share Me?

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

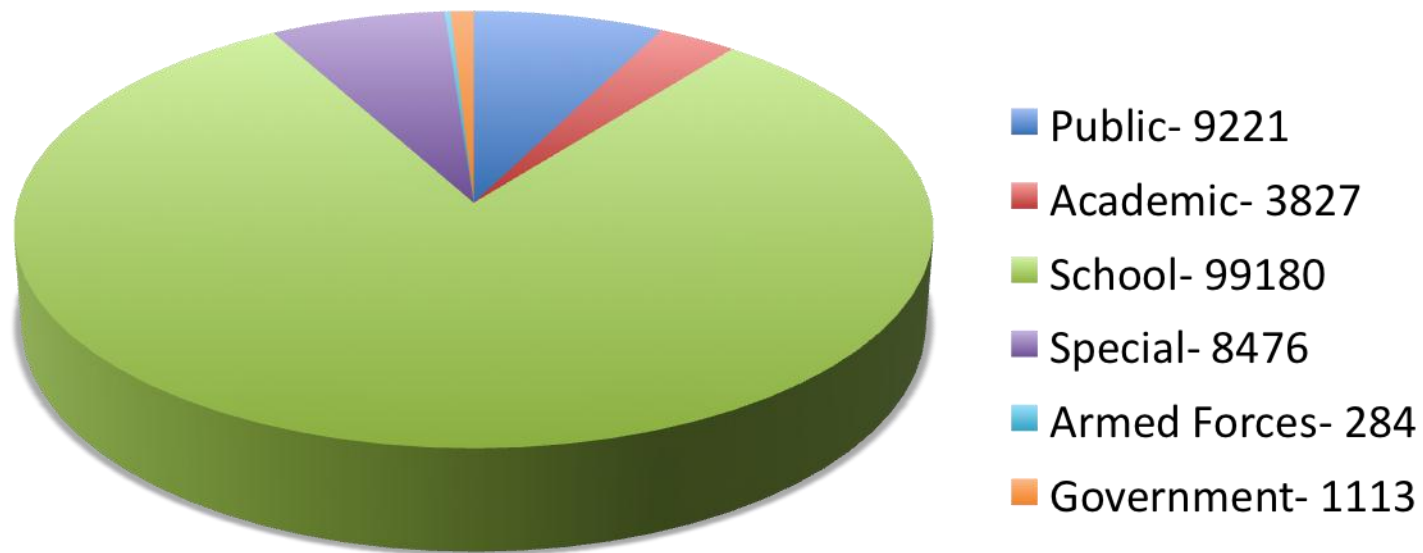
-LA Times, 7/30/10



**Estimated 122,101 libraries of all kinds in
United States today.**

– ALA Library Fact Sheet 1 (8/2010)

Libraries



**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*



Noisy World

**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.)



MarketMyMovie.com

Join our Mailinglist!

Enter your e-mail...

Sign Up

Home

Upcoming Classes

Class Topics & Info

About Us

Contact Us

Event Photos

Subscribe for updates



Upcoming events in September

September 2010

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Previous Event

Next Event

09/22/2010

Film Distribution Panel Discussion

Export to Calendar

Register Now

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



[Advanced search](#)
[Language tools](#)

Google Search


I'm Feeling Lucky

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

Google keyword tool



[Help](#) | [Sign in](#)

[Send us feedback!](#)

Tools

[Keyword Tool](#)

[Traffic Estimator](#)

contains [?](#)

does not contain [?](#)

All Categories

☐ Apparel

☐ Beauty & Personal Care

☐ Computers

☐ Consumer Electronics

☐ Family & Community

☐ Finance

☐ Food

☐ Gifts & Occasions

☐ Health

☐ Hobbies & Leisure

☐ Home & Garden

☐ Law & Government

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

Website

☐ Only show ideas containing my search terms [?](#)

Type the characters that appear in the picture below. Or [sign in](#) to get more keyword ideas tailored to your account. [?](#)



Letters are not case-sensitive

☐ [Advanced options](#) Locations: United States Languages: English

[About this data](#) [?](#)

Download ▾

View selected as text (0)

Sorted by

Relevance ▾

Columns

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
---------	-------------	-------------------------	------------------------	---------------------

-Example-

Develop KW list for film

- Subject matter
- Talent
- Language
- Genre
- Message

Pray The Devil Back To Hell

- **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

-Combine KW's to create phrases

Tools

Keyword Tool

[Traffic Estimator](#)

contains ?

does not contain ?

All Categories

- ☐ Apparel
- ☐ Beauty & Personal Care
- ☐ Computers
- ☐ Consumer Electronics
- ☐ Family & Community
- ☐ Finance
- ☐ Food
- ☐ Gifts & Occasions
- ☐ Health
- ☐ Hobbies & Leisure
- ☐ Home & Garden
- ☐ Law & Government Products
- ☐ Media & Events
- ☐ Real Estate

Match Types

- ☒ Broad
- ☐ [Exact]
- ☐ "Phrase"

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

civil war africa

Website

☐ Only show ideas containing my search terms ?

☒ [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.

[About this data ?](#)























Download ▾

View selected as text (0)

Sorted by

Relevance ▾

Columns

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	★ civil war africa		2,900	1,600	
<input type="checkbox"/>	★ civil war in africa		2,900	1,600	
<input type="checkbox"/>	★ war in africa		33,100	12,100	
<input type="checkbox"/>	★ civil wars in africa		1,000	590	
<input type="checkbox"/>	★ african civil war		14,800	14,800	
<input type="checkbox"/>	★ sudan civil war		4,400	2,900	
<input type="checkbox"/>	★ somalia civil war		3,600	1,900	
<input type="checkbox"/>	★ african civil wars		1,600	880	
<input type="checkbox"/>	★ sudanese civil war		5,400	3,600	
<input type="checkbox"/>	★ civil war in sudan		4,400	2,900	
<input type="checkbox"/>	★ congo war		12,100	6,600	

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

civil war africa documentary

Website

☐ Only show ideas containing my search terms [?](#)

☒ [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.

[About this data](#) [?](#)

Download ▾

View selected as text (0)

Sorted by Relevance ▾

Columns

<input type="checkbox"/>	Keyword		Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/>	☆ civil war africa documentary		-	-	-	-
<input type="checkbox"/>	☆ civil war in africa			2,900	1,600	
<input type="checkbox"/>	☆ war in africa			33,100	12,100	
<input type="checkbox"/>	☆ african civil war			14,800	14,800	
<input type="checkbox"/>	☆ blood diamonds in africa			2,900	2,400	
<input type="checkbox"/>	☆ conflict diamonds			18,100	12,100	
<input type="checkbox"/>	☆ current wars in africa			170	91	
<input type="checkbox"/>	☆ children of war			49,500	22,200	
<input type="checkbox"/>	☆ civil war in liberia			1,900	1,000	

Find keywords

Based on one or both of the following:

Word or phrase (one per line)

pray the devil back to hell

<input type="checkbox"/> Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
<input type="checkbox"/> pray the devil back to hell		2,400	1,300	
<input type="checkbox"/> pray the devil back to hell documentary		210	170	
<input type="checkbox"/> pray the devil back to hell trailer		58	46	
<input type="checkbox"/> rihanna sold her soul to the devil		170	110	
<input type="checkbox"/> pray the devil back to hell dvd		46	16	
<input type="checkbox"/> pray the devil back to hell summary		22	22	
<input type="checkbox"/> pray the devil back to hell movie		46	36	
<input type="checkbox"/> pray the devil back to hell watch online		46	28	
<input type="checkbox"/> pray the devil		3,600	1,900	
<input type="checkbox"/> praying the devil back to hell		28	16	
<input type="checkbox"/> chris brown fallen angel devil		73	46	
<input type="checkbox"/> how to pray to the devil		73	36	
<input type="checkbox"/> pray the devil back to hell download		36	12	
<input type="checkbox"/> back to hell movie		720	480	
<input type="checkbox"/> devil back		8,100	5,400	
<input type="checkbox"/> watch pray the devil back to hell		73	46	
<input type="checkbox"/> god as the devil		33,100	18,100	
<input type="checkbox"/> pray to the devil		3,600	1,900	
<input type="checkbox"/> watch pray the devil back to hell online		46	28	

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

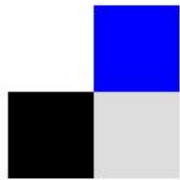
Dale Carnegie, 1937

- 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



del.icio.us



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

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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?

[Suggest to Friends](#)[Subscribe via SMS](#)

Anne Thompson does more than just break news; she provides an insider's clear-eyed analysis of a business that defines culture at home and abroad.

294 People Like This



Niall
McKay



Joshua
Deighton



Debra
Ladner
Fink



Maria Luz
Navarro



Shoe
Power



Marissa
Aroy

Thompson On Hollywood Critics assembled at fox's little theatre for love + other drugs. @ToddMcCarthy is working on farewell piece at indiewire. via [Twitter](#) using [Sociaholic](#) - 22 hours ago

[Wall](#)[Info](#)[Photos](#)[Discussions](#)[Links](#)

Attach:

[Share](#)[Filters](#)

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](#) · [Comment](#) · [Like](#)



Thompson On Hollywood Here's the proof that FRANKIE & ALICE was on last year's official Oscar eligibility list (see page 17): <http://bit.ly/6XV4Ur> /via Guy Lodge

Monday at 11:50pm via [Twitter](#) using [Sociaholic](#) · [Comment](#) · [Like](#) · [Flag](#)



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 ... <http://bit.ly/9gc2vW>



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...

[See More](#)

Monday at 11:43pm via [Twitter](#) using [Sociaholic](#) · [Comment](#) · [Like](#) · [Flag](#)



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

Social plugins

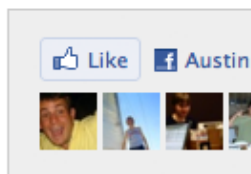
[Home](#) > [Documentation](#) > [Social plugins](#)

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:



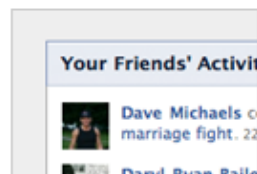
Like Button

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



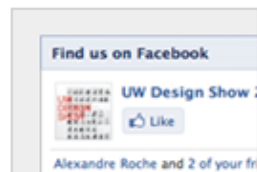
Recommendations

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



Activity Feed

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



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

[+ Select Guests to Invite](#)

16 Attending

[See All](#)

Gabe Rodríguez

Brianna Cohen

Aj Parillo

Olympia Mytilinaiou

Ebony 'Ease' Coles

Crutch Mark

Arnaud Bouvier

Passion River

33 Maybe Attending

[View](#)

243 Awaiting Reply

[View](#)

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://whodoesshethinksheis-efbevent.eventbrite.com/>Academy Award-Winning Filmmaker
PAMELA TANNER BOLL

...

[See More](#) ▼**Attach:** [Share](#)**Connie Bottinelli** Couldn't you wait until I got back north??? Bring Pam and film to Sanibel Island.May 7 at 9:27pm · [Comment](#) · [Like](#) · [Flag](#)**Deb McIntyre Cantillo** Hey Allen! How cool...wish I could make itMay 7 at 7:57pm · [Comment](#) · [Like](#) · [Flag](#)**Crutch Mark** 1. InArtMedia Original Interview Series and Shows: produces ORIGINAL content of Interviews and Event happenings as an "Arts and Entertainment News Network".

2. InArtMedia Member Showcase: is a Member based USER-GENERATED ON-LINE SHOWCASE. Artist become Members to Upload or Link their Music, Art, Video, Film and WE BLAS

James Spione O

Roberto Elaoa Curry

Conversion
Goal

[Invite People to Join](#)

Information

Category:
Entertainment & Arts – Movies

Description:
dedicated to those who love to watch, read about and write about non fiction film.

Privacy Type:
Open: All content is public.

Admins

- Anne Smiley
- Jenny Dubnov (London) (creator)

Members

6 of 1,346 members

[See All](#)

Connie Bottinelli



Jonathan Miller



Rachel Gordon



Andrew Mer



George Vermij



Polatios Al Mematidis

Documentary Film Group

[Wall](#)[Info](#)[Discussions](#)[Photos](#)[Video](#)[Events](#)[»](#)

Attach:

[Share](#)

Toxo Plasmio 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, interview...

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!

Members

Social

Pray The Devil

FB group possibilities

United States of Africa (3,765)
UNITED STATES OF AFRICA (3,681)
Must See Documentaries! (408)
The Liberian Network (236)
Documentaries (230)
African Child Peace Initiative (254)
Documentaries... Documentaries... Documentaries!!! (153)
PRAY THE DEVIL BACK TO HELL (153)
Pray The Devil Back To Hell Film: Official Fan Group (1,028)
Peace through Music (1,028)
African Peace Movement (76)
African peace (73)
Pray the Devil Back to Hell Official Discussion Group (60)
Movement for Peace in Africa (58)
LIBERIAN UNITED WOMEN IN PROGRESS (LUWIP) (53)
Movement for Peace, Prosperity and Good Governance (53)
WOMEN OF LIBERIA: FIGHTING FOR PEACE (22)



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



Home Profile Find People Settings Help Sign out

Reply to FanlightProd: 14

@FanlightProd #NMM Great show so far with steady buyer traffic. Ursula did amazing job organizing the National Media Market!

in Old Westport, Kansas City ▾ ✕

Latest: #nmm Our film trailers just presented in market mania. The room was packed with librarians! Nice audience reactions. 1 day ago

Tweet

+ Save this search
Search for users »

Real-time results for #nmm

**FanlightProd** LEFT IN BAGHDAD
http://fanlight.com/catalog/films/551_libag.php kicks off day 3 of #NMM. Iraq war vet is fitted for prosthetic arm and...
about 1 hour ago via web

**FanlightProd** #NMM doc of the day AWAKENING FROM SORROW http://fanlight.com/catalog/films/553_afs.php. Children of Argentine dissidents talk about lost...
about 16 hours ago via web
1 Retweet

**Anainflue** Support #nmm, add a #twibbon to your avatar now! – <http://twb.ly/9UPwNc>
about 19 hours ago via Twibbon

**AllenChou**
889 tweets

3,152 3,413 195
following followers listed

Who to follow

**RefineryNYC**
Refinery NYC
Follow

**quotemeal**
J.S. Larochelle
Follow

view all

Home

@AllenChou

Direct Messages 88

Favorites

Retweets

#nmm

Q

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



AllenChou

That's you!

Lists ▼

Name Allen Chou

Location NJ/NYC

Web <http://www.Passio...>

Bio President of film distribution company with hybrid distribution models for Theatrical, VOD, DVD, Non-Theatrical, Educational & Digital Delivery.

3,152

[following](#)

3,414

[followers](#)

195

[listed](#)

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?

Your 3,413 followers



User / Name

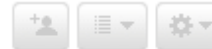
Actions



actresskathy

Kathy Krantz Stewart | California

Casting a film project? Kathy :) Kathy Krantz –
http://www.imdb.com/rg/s/1/name/nm319632
9/ about 23 hours ago



AwardShow650

Hmm Awards | Hollywood, CA

@MsNormaJean @awardshow650
@rachelfinmusic @smokinbev done!
about 14 hours ago



BradParler

Brad Parler | Houston, TX

@monkeysplat What's for lunch over there?
about 18 hours ago



AF100Shooter

Dustin HarrisonAtlas | Mid-Atlantic

Check out new test footage and films from the
Panasonic AG-AF100!
www.panasonicAF100.com. Its now a BuddyPress
site, so join and discuss! about 18 hours ago



thereelist

TheReelist

RT @TormentedSoxFan: Seen The Social
Network? This NY Tiimes article in 2005 is the
WHOLE MOVIE! http://nyti.ms/doyJBT
#thesocialnetwork about 15 hours ago



Name Allen Chou

Location NJ/NYC

Web <http://www.Passio...>

Bio President of film
distribution company with
hybrid distribution models
for Theatrical, VOD, DVD,
Non-Theatrical, Educational
& Digital Delivery.

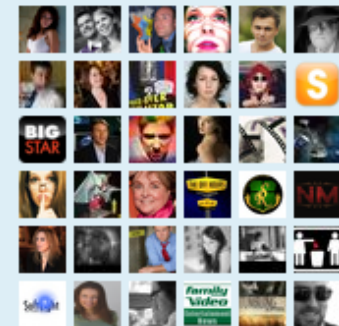
3,152 **3,413** **195**
[following](#) [followers](#) [listed](#)

[Tweets](#)

889

[Favorites](#)

[Following](#)



[View all...](#)

Search over 1 million top Twitter users

Search

activism charity entertainment media progressive technology
art children environment music science travel
business climate food news socialmedia twitter
celebrities education health politics sports writers

Interview highlights

Send interview questions and get answers from thousands of experts on Twitter

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.

 **Whitney Hess** [Ask Whitney a question](#)

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.

Ask the experts

 [amandahesser](#)
 [Baratunde](#)
 [Dave Peck](#)
 [HootSuite](#)
 [howardlindzon](#)
 [Lance Armstrong](#)
 [Marlee Matlin](#)
 [marlon wayans](#)
 [MythBusters Official](#)
 [NASA](#)
 [Sesame Street](#)
 [Bill Simmons](#)
 [Steve Rubel](#)

One Line Press Releases

(what's this?)

WTF are your kids saying online?

www.truecare.net/ldk

about 10 hours ago

◀▶ All Submit



Top Tags

activism	environment	politics
activists	green	progressive
art	humanrights	socialjustice
artists	indigenous	socialmedia
arts	liberal	sustainable
children	media	twitter
climate	music	women
eco	news	writers

[More top tags →](#)

The Listorious 140

[The Top 140 Lists on Twitter →](#)

[The Top 140 Most Listed People on Twitter →](#)

[The 140 Oldest Accounts on Twitter →](#)

[The 140 Most Followed People on Twitter →](#)



AllenChou's lists

Lists Following You 195

Lists You Follow 0



[@ebrodeur/filmandtv](#)

Following: 432
Followers: 13



[@MentalEclectic/people-like-me](#)

A list of people who are like me (generated by @formulists)

Following: 40
Followers: 0



[@MentalEclectic/mutual-friends](#)

A self-updating list of people who are followed by the people I follow (generated by @formulists)

Following: 40
Followers: 0



[@thesschroeder/stage-film-tv](#)

Following: 211
Followers: 16



[@EdisonNewJersey/metuchen-in-new-jersey](#)

Local friends in Metuchen, New Jersey

Following: 5
Followers: 0



[@EdisonNewJersey/new-jersey-life](#)

What to do , what to see in New Jersey...

Following: 47
Followers: 6



[@GalanoPro/cinema](#)

Following important film industry professionals.

Following: 219
Followers: 3



[@lizziside/mymainplot](#)

Following: 224
Followers: 10



[@cammicam/film](#)

Tweeps in the film industry I enjoy following

Following: 227
Followers: 8



[@dtwalsh/film-filmmakers-marketing](#)

Following: 129
Followers: 3



[@brandonnite/film](#)

Following: 24
Followers: 0



[@aprildene/film](#)

Following: 66
Followers: 0



[@elizabethkarr/film](#)

the visual novel

Following: 259
Followers: 6



LibrarianList

+ Follow

Lists ▾

⚙ ▾

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

Name List of Librarians

Location Orlando, FL

Web <http://squirrelne...>

Bio Creating a list of librarians. I'm a real person creating a thoughtful list. Not a bot.

1,238

following

570

followers

99

listed

Tweets

53

[Favorites](#)

Lists

[@LibrarianList/tools](#)

[View all](#)

Actions

[block LibrarianList report for spam](#)

Following



LibrarianList's lists

Lists Following LibrarianList 99

Lists LibrarianList Follows 1



[@librarydonna/lotsoflibrarians](#)

Following: 120
Followers: 4



[@telephase/info-pros](#)

Guardians of civilization, experts in a good cup of tea.

Following: 254
Followers: 3



[@bethgholmes/library-or-law-related](#)

People who are librarians, lawyers or tweet on law firm or library related things

Following: 136
Followers: 1



[@aarontay/mutual-friends](#)

A self-updating list of people who are followed by the people I follow (generated by @formulists)

Following: 500
Followers: 2



[@jonisavage/lis-tweeps](#)

Following: 134
Followers: 1



[@aleah/bookpeddlersandinfogeeks](#)

Following: 237
Followers: 1



[@cdmclean/librarians](#)

Following: 8
Followers: 0



[@DearLibrariAnn/fellowlibrarians](#)

Following: 39
Followers: 1



[@beth2point0/librarians](#)

Following: 201
Followers: 1



[@YHDoDream/library-librarian](#)

Following: 84
Followers: 6



[@jokrausdu/librarians-such](#)

Following: 439
Followers: 5



[@ThePinakes/bibliorgs](#)

Following: 94
Followers: 0



[@Carolcdt/I-020-92](#)

Following: 330
Followers: 0



[@cwkids/previousfollowthursday](#)

Following: 134
Followers: 1



[@librarianedge/school-libs-literacy](#)

Following: 156
Followers: 2

Name List of Librarians

Location Orlando, FL

Web <http://squirrelne...>

Bio Creating a list of librarians. I'm a real person creating a thoughtful list. Not a bot.

1,238 570 99
following followers listed

Tweets

53

Favorites

Lists

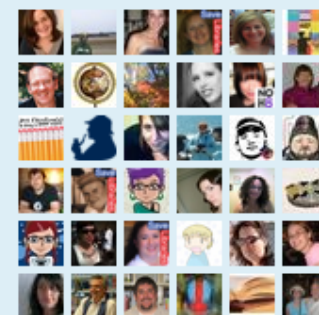
[@LibrarianList/tools](#)

[View all](#)

Actions

[block](#) LibrarianList
[report for spam](#)

Following



[View all...](#)

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

Shorten your links and share from here

[Customize](#)

[Sign In](#)

[Share Settings](#)

bitly.Pro

Use bit.ly for business!

Easy Setup

Custom Short Links

Pro Dashboard

[Learn More >>](#)

Link History: 1 - 10



46 clicks this week

Clicks	Links	Info Plus	Date	Options
25 out of 25	A Powerful Noise: Trailer for CARE's Feature Film http://www.youtube.com/watch?v=663rgAUA0ps	Powerful-..+	October 22	Options ⚙️
15 out of 32	Shooting Beauty the Movie http://www.everyonedeservesashot.com/trailer.htm	Shooting-..+	October 22	Options ⚙️
2 out of 5	Netflix revenue soars 31% - Entertainment News, Headline Ne... http://www.variety.com/article/VR1118026047.html?categoryid=4025&cs=1&nid=2248	Netflix-S..+	October 21	Options ⚙️

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)



Find
a Meetup Group

Start
a Meetup Group

[Log in](#) [Sign up](#) [New Features](#) [Help](#)

 [Search](#)

Topic or interest

horror film

ZIP/postal code or City

Bonner Springs, Kansas, USA

[Search](#)

1 Meetup Group matches "horror film" near Bonner Springs, KS

Show me:

GROUPS

UPCOMING MEETUPS

Distance:

25 mi

from Bonner Springs



10.3 miles away
in Shawnee, KS

44 Horror Movie Fans

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](#)

Oct

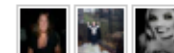
30

Halloween Party!

Saturday 8:00 PM

Stay tuned....

Who's attending?



6 Horror Movie Fans

[RSVP »](#)

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.

[+ Horror Movies](#)

[+ Movie Fans](#)

[+ Cult Film](#)

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

Shoes the Full Version



Rate: ★★★★★ 79,771 ratings

Views: 19,201,381

Share

Favorite

Playlists

Flag

Send Video

MySpace

Facebook

(more share options)

Commentary

Statistics & Data

Video Responses: 147

Text Comments: 45,066

Video Responses (147)

Post a Video Response

From: **liamkylesullivan**
Joined: 2 years ago
Videos: 34
[Subscribe](#)

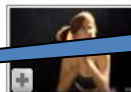
Added: **February 05, 2007** ([More info](#))
<http://liamshow.com>
winner! People's Choice Award
"Favorite User-Generated Video"
thank you for voting!
directed by liam kyle sullivan
get it on iTunes:
<http://ax.phobos.apple.com...>

Embed: [Customize](#)
<object width="425" height="344"><param name="movie" value="h

More From liamkylesullivan



Bearly Legal
02:20 From: liamkylesullivan
Views: 462,493



Purple Man: Revenge
Views: 370,662



No Booty Calls
06:49 From: liamkylesullivan
Views: 833,472



Mother Grandma's Commercial for Kelly
01:29 From: liamkylesullivan
Views: 1,219,205



Let Me Borrow That Top
06:48 From: liamkylesullivan
Views: 10,098,600

Related Videos

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

Search

Photos

[Groups](#)

[People](#)

hermitage museum



Full text



Tags only

[Advanced Search](#)

✓ We found **4,619 results** matching **hermitage** and **museum**.

View: [Most relevant](#) • [Most recent](#) • [Most interesting](#)

Show: [Details](#) • [Thumbnails](#)

[Slideshow](#)



The State Hermitage Museum - Russia by [storqplus](#)

★ 2 faves

Tagged with [art](#), [museum](#), [russia](#), [saintpetersburg](#) ...

Taken on [January 26, 2006](#), uploaded [September 19, 2007](#)



See [storqplus' photos](#) or [profile](#).



The State Hermitage Museum - Russia by [storqplus](#)

★ 1 fave

Tagged with [art](#), [museum](#), [russia](#), [saintpetersburg](#) ...

Taken on [January 26, 2006](#), uploaded [September 19, 2007](#)



See [storqplus' photos](#) or [profile](#).

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 Search

Sign in to search your own bookmarks

Search all of Delicious for "free art" →

Everybody's bookmarks 36364 results - show all →

Open Clip Art Library :: openclipart.org :: Drawing Together. SAVE 7789

First saved by: fmoser clipart graphics design opensource free

Main Page - Context Free Art SAVE 850

First saved by: philpet graphics programming design software art

Creative Commons SAVE 11537

First saved by: angusf copyright creativecommons license media law

Inkscape. Draw Freely. SAVE 8457

First saved by: briac graphics software opensource vector svg

Graphics N Graphic Design Blog " Free Stock Photos for Graphic Designers & Web Designers SAVE 2173

First saved by: jovca photography stock design photo free

Where to Find Free Art Education Online SAVE 263

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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 SAVE 482

First saved by: laurelar education crafts kids lessons art

Jamendo : Open your ears SAVE 4397


First saved by: mirian music mp3 creativecommons audio free

Tux Paint SAVE 1060

First saved by: happilyeverafter kids software drawing opensource art

of users bookmarking this site

tags



diamondkitty's Bookmarks

Bookmarks | Network | Tags | Subscriptions

See more bookmarks in [Popular](#) or [Recent](#).

diamondkitty Type a tag

Bookmarks 317

Sorted by Most Recent

14 AUG 08

Open Clip Art Library Drawing Together

SAVE

7790

tools reference images illustration

13 AUG 08

EA Skate Reel Video Converter

SAVE

9

videogames video

31 JUL 08

Asmor.com - Scripts

SAVE

7

dnd

Korg MS Monophonic Synthesizers - Owner's Manuals

SAVE

7

music ds

30 JUL 08

Dungeons & Dragons 4th, DnD 4th

SAVE

This is a site for DnD 4th fan ! You'll find a lot of usefull link

dnd


28 JUL 08

Amazon.com: Karen Elizabeth Gordon: Books

SAVE

books

27 JUL 08

 Droste Effect Step #5 on Flickr - Photo Sharing!

SAVE

7

photo photoshop

10 JUL 08

The Website Is Down

SAVE

1097

computers funny video

09 JUL 08

Illustrator - Page 3 | Layers Magazine

SAVE

5

illustrator

24 JUN 08

ENWorld - Morrus' 4th Edition D&D / d20 News and Reviews Site - General - Stalker0's New Skill Challenge System: FINAL VERSION 1.8!

SAVE

3

gaming

Save a new bookmark

Tag options

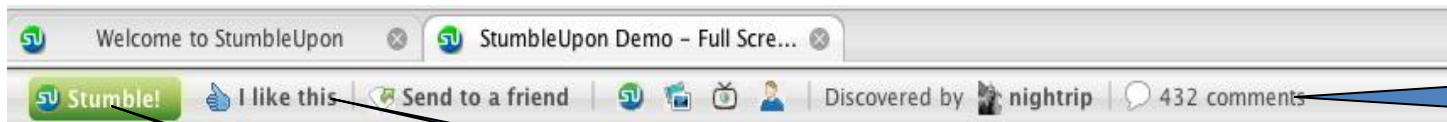
Tags	
Top 10 Tags	
funny	41
reference	30
music	27
reading	25
writing	23
comics	16
internet	15
computer	14
video	13
software	13
All Tags	
alex	2
alternative	5
animals	1
animation	2
art	9
audio	1
audiobooks	2
awesome	2
bill	1
blog	6
blogs	3
boards	9
bookmarklets	1
books	10
c64	1
camcorder	1
CD	1
cdddd	1
celebrity	2
cms	1
comics	16
computer	14

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



comments

voting

See next

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

Most Recent

Top in 24 Hours

7 Days

30 Days

Submit a link

Digg it ↑

All Topics

Business

Entertainment

Gaming

Lifestyle

Offbeat

Politics

Science

Sports

Technology

World News

Entertainment News

85

diggs

digg ↑

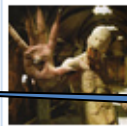
**So who are the Star Trek 2 Villains?**[movies.ign.com](#) — Here are the potential baddies ... >

4 Comments Save 34 min ago

118

diggs

digg ↑

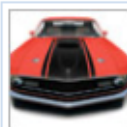
**15 Scariest Movie Moments**[chicagonow.com](#) — I've seen my fair share of horror movies, and, though everyone is different, I'm not a fan of the "boo-gotcha!" kind of cheap j... >

17 Comments Save 1 hr 54 min ago

174

diggs

digg ↑

**Why You're Probably Paying Too Much for your Auto Policy**[www.howlifeworks.com](#) — What are the 3 things your auto insurance company probably doesn't want you to know >Sponsored by **HowLifeWorks**

99

diggs

digg ↑

**Rockstar Heiress Alexandra Richards Poses For The Web's First Cover Story**[stylecaster.com](#) — Photos of Alexandra Richards modeling her rock star genes. >

28 Comments Save 2 hr 54 min ago

98

diggs

digg ↑

**10 Greatest Horror Movie Soundtracks**[beatcrave.com](#) — Often times, a good horror movie soundtrack can get buried underneath all the goring, gutting, and slutty sex happening on screen during a good hor... >

13 Comments Save 5 hr 14 min ago

voting

Categories

Social

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



The Answer Deck on SQUIDOO™

Create your own page (just 3 steps) See the Top 100

Share your knowledge. Make a difference.

[What's Squidoo?](#) | [Log in](#) | [Join the community!](#)

50 Ways To Use Twitter

★★★★★ (by 123 people) Your rating: A A A A A

Ranked #2 in [Business](#), #7 overall

Rated G (Control what you share)

Need to Create a Blog?

An innovative new way to put your blog, and more, online.

www.squarespace.com

Fincancial Industry Blog

Stay on top of trends in banking, finance & insurance. Visit today!

www.TransformationEnablers.com

Ads by Google

50 Ways To Use Twitter

Twitter is an amazingly powerful tool for promoting your Squidoo Lens, Blog, Business and more. So check out these cool ways to educate, inform, enlighten and amuse people. Just remember, you've only got 140 Characters so stay on your topic!

Contents at a Glance

[A Little Birdie Told Me...](#)

[50 Ways To Use Twitter](#)

[Get Your TweetStats](#)

[more...](#)

[Twitter Tools](#)

[Follow Giant Squid News On Twitter](#)

[Twitter Poll](#)

Explore related pages

[Squidoo Tips From A Giant Squid Organizer](#) [Squidoo Secrets Apprentice Program : Squidoo Tips and Guide!](#)

[How To Make Money With Squidoo and eBay](#) [Squidoo Co-Branding](#) [Zazzle 101 ... How to](#)

[make a profit on Zazzle](#) [Who The Heck Is bdkz?](#)

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.

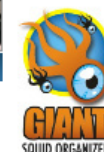


[View Full Profile](#)



by [bdkz](#)

I'm Bonnie Diczhazy, [Giant Squid Organizer](#). Because you CAN be a GIANT! [Click Here](#) to find out how!



[more...](#)

ADS BY GLAM

Sign up to receive the [GlamToday](#) newsletter and you'll be entered to

WIN
A CHLOÉ
HANDBAG +
\$5,000

[ENTER TO WIN](#)



Related Topics

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[business](#)

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Popularity
User
Driven

You write
content

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!



155,560 Expert Authors Sharing Their Best EzineArticles

EzineArticles For Authors

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- ▶ [Benefits](#)
- ▶ [Expert Authors](#)
- ▶ [Read Endorsements](#)
- ▶ [Editorial Guidelines](#)
- ▶ [Author TOS](#)


For Publishers

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- ▶ [Ezines / Email Alerts](#)
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For Everyone

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- ▶ [Article Writing Shop](#)
- ▶ [Advertising](#)
- ▶ [Affiliates](#)
- ▶ [Privacy Policy](#)
- ▶ [Site Map](#)

New Expert Authors

 Super G from N/a,
United States joined us 2
minutes ago

Article Categories[expand all](#) / [shrink all](#)

- | | |
|--|--|
| Business ▼ | Health and Fitness ▼ |
| Internet and Businesses Online ▼ | Self Improvement ▼ |
| Finance ▼ | Recreation and Sports ▼ |
| Investing ▼ | Travel and Leisure ▼ |
| Insurance ▼ | Home Improvement ▼ |
| Legal ▼ | Home and Family ▼ |
| Real Estate ▼ | Pets ▼ |
| Home Based Business ▼ | Automotive ▼ |
| Writing and Speaking ▼ | Cancer ▼ |
| Computers and Technology ▼ | Food and Drink ▼ |
| Gaming ▼ | Kids and Teens |
| Communications ▼ | Womens Interests ▼ |
| News and Society ▼ | Arts and Entertainment ▼ |
| Relationships ▼ | Shopping and Product Reviews ▼ |
| Reference and Education ▼ | Book Reviews ▼ |

Recently Approved Articles

From: Today, Thursday March 19, 2009

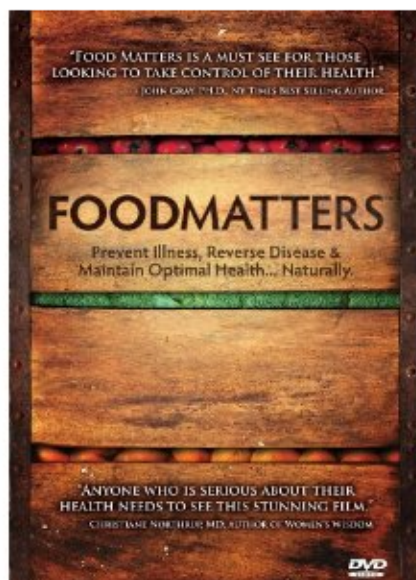
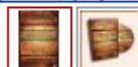
[Treating Your Body After a Black Mold Attack](#) By: Harold M Stokes - If you have ever been exposed to black mold then you already know how dangerous it can be. That nasty little fungus can do some serious damage and make you very sick. Yet there's very little information on treating your body after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

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Foodmatters

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

★★★★★ ☒ ([33 customer reviews](#))

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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.

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55 of 61 people found the following review helpful:

★★★★★ **Everybody should watch this movie**, January 23, 2009

By **J. Brown**  - [See all my reviews](#)

REAL NAME

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

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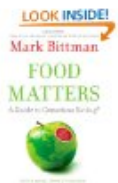
Other customers suggested these items:



[World Hunger](#) by Brian Kenneth Swain

★★★★★ (15) \$17.05

Suggested by 1 customer



[Food Matters: A Guide to Conscious Eating with More Than 75 Recipes](#) by Mark Bittman

★★★★☆ (81) \$16.50

Suggested by 1 customer

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The Diet community



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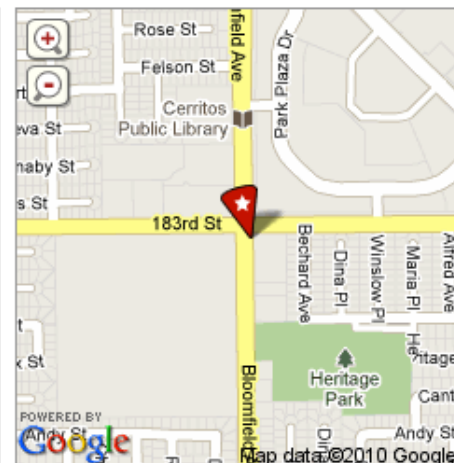
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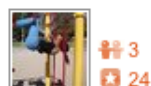
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[Dominique J.](#)
Los Angeles, CA

★★★★★ 10/11/2010

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, PRNewsire, & 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



Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Create Alert

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

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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.

Access Analytics

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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 goals 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.**



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