

Building Your Social Media Marketing City

SERVICES OFFERED

Social Media Setup
Blog Setup

Social Media Posting
Blog Marketing
Copywriting

Marketing Strategy

CONTACTS

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As you probably know, marketing has changed since the days of being able to buy a yellow page ad and calling your efforts done for the year. Today's marketing landscape looks more like a spider with a plethora of legs stretching out in all different directions!

Add to that the change-a-bility of the social networking sites and, whew, we have our hands full!

I have been in the marketing business for over 15 years, witnessing the changes from offline only, to email, HTML websites, blogs and finally social media marketing. Throughout it all, the only constant is that sound marketing practices will win over splash and flash every time.

If you are considering dipping a toe (or diving) into social media marketing, make sure you don't just jump onto the latest bandwagon. Use a considered and measured approach that targets the right customer demographics and which assures that your marketing dollars are spent wisely is the way to go.

There are many questions about social media marketing including whether there is a true way to measure ROI, should you measure friends and followers or should you measure engagement, do you have to pay-to-play or can you do it with a pure organic campaign?

No matter the questions, one thing that is sure is social media marketing is here to stay for the foreseeable future. Not necessarily Facebook or StumbleUpon, Twitter or Pinterest, but for sure something like them. The great thing is that the audiences and connections that you acquire now are able to be used today and going forward.

There has never been a more dynamic or open playing field to launch your marketing efforts. We are pleased to be here to help and to provide a true small business focus.

Should you have any questions, please feel free to visit and talk with me on my site, www.MarketinArtfully.com!

Tara Jacobsen

Publisher
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Outsource Your Social Media Marketing!

Want to offer your clients the best social media marketing help?

We work with:

- Coaches
- Web Designers
- Advertising Agencies
- Consultants

We collaborate with you to ensure your marketing vision is implemented correctly!

Stacy Hansen
(727) 505-5384

NICE THINGS THEY SAY ABOUT US!

I was overwhelmed with too many tasks as a business owner because there are always so many things to do. I chose to work with Tara at Marketing Artfully because I was very impressed with her presentation and knowledge. In a short time Tara got right to the core and pinpointed exactly what I should focus on. She set me up with a plan using amazing tools with deadlines. Thank you so much for all that you've done for my personal and company growth.

Dayna-Rae

I can't thank you enough for the guidance you gave during our meeting last week. I am working on my 'list' and am hoping the changes will make a difference. I am also having to remind myself that it's a process, not an event, and that I will need to be patient with myself and getting the 'list' done. It will never be done, but I really appreciate the tips. I have direction now and feel more confident that I'm on the right path and doing the right things.

Jennifer

Tara is a high energy, fun and motivated marketing genius. If you need to learn anything about marketing with social media she is your girl.

Vickie

We grew 323.98% in the 2 years after executing your marketing ideas.

Cyndee

Wow - You are so awesome and helpful THANKS!!!! I so appreciate your ability to mesh practicality, tell it like it is, market effectively and make it all work together. It seems magical and I am so glad you are on my team!

Rae Ann

Tara is an informative, creative speaker who always comes prepared for every event. Her content is always jammed packed with relevant information and her professional, straight shooting approach is very well received. She has the ability to keep control of her audience by having them interact and engage in the process. She has a great sense of humor and leaves the audience feeling that the event was more than worth their time!

Deborah

Tara was EXTREMELY informative. She took the time to explain how each piece of the puzzle fit together to create a social media campaign rather than a shotgun approach.

Larry

92% of Internet users use emails, approx 60% check it daily...source Pew

I enjoyed your energy, your humor and your ability to make online marketing 'do-able' for even geeks like me!

Lisa

Tara does a terrific job of presenting and delivers her content in an easy to understand format especially for those who like myself at the time was a novice. I continually look forward to her presentations and information she has to share.

Dave

What We Are Proud Of!



Research & content development

We have a team of copy-writers who are versed in writing AMAZING content, paired with a SEO (Search Engine Optimization) focus. Your content will be something to be proud of, industry relevant AND able to help you get ranked for your targeted keywords.



SEO (Search Engine Optimization)

We have heard that SEO is dead, but don't count her out yet! The internet is nothing but a giant database indexed with words. In fact, we have found that utilizing great blog content, Google+ postings & YouTube videos is a powerful force to increase search engine rankings.



A True Marketing Plan

We are not shoot from the hipsters. We develop a marketing plan each month to be sure that our work matches your goals. We will help with suggestions and a monthly client meeting to review what needs to be done and how the overall campaign is progressing.

Superstar Staff

Our company is woman owned & operated, as is our staff. We hire stable, steady workers from the USA whose first language is English. We provide them with the tools and direction to effectively implement the marketing campaigns that we map out! We call them "the elves".



Two Way Communication

We find the most effective marketing campaigns start with a vow to keep the lines of communication open! We need to know what you are offering each month and you need to hear from us what is working and what can use some finessing!



Email Marketing

Email marketing is a powerful tool when used in conjunction with social media marketing. Leveraging a powerful email database like Infusionsoft in tandem with calls to actions and sales funnels is Internet Marketing at its finest!



FRESH STATS ON SOCIAL NETWORKS...PINTEREST CATCHES UP WITH TWITTER, DIGITAL DIVIDE SHRINKS

I find statistics absolutely delicious. Pew research released fresh stats on what slice of Americans are addicted to all of the various social networks as of December 2012. There are a few big business and cultural implications.

Pinterest has practically caught up with Twitter, with 15 percent and 16 percent of adult U.S. Internet users on each network, respectively. Pinterest, which launched in 2009, has experienced explosive growth, especially with a white, female and affluent user base. Women are five times more likely to use Pinterest (5 percent vs. 25 percent) and almost twice as likely to be white and college-educated. It's become a magnet for hip urbanites searching for the hottest wedding gowns and apartment decor. Twitter, however, gets a lot more attention, since neither presidential campaigns nor Middle Eastern activists are leveraging style catalogs to rearrange their countries' political leadership.

There is no longer a minority gap in social media use. The surveyed groups (whites, Hispanics, and African-Americans) hover around 68 percent of total adults. Almost twice as many African-Americans (26 percent) use Twitter as whites (14 percent). The disproportionate African-American use of Twitter has fascinated culture commentators and scholars. One study found that African-Americans in celebrity news strongly predicted their Twitter use. Former web editor of the The Onion, Baratunde Thurston, hypothesized that "there's a long oral dissing tradition in black communities," explaining, "Twitter works very naturally with that call-and-response tradition — it's so short, so economical, and you get an instant signal validating the quality of your contribution."

Ironically, not using social media may be an elite thing. Those with a college degree are slightly less likely than those with some college to use social networks (69 percent vs. 65 percent). While the difference isn't statistically significant, at least one study verified the trend among educated users to ditch Facebook for moral, political or cultural reasons. "Many Facebook refusers

actually revel in their difference from the mainstream, seeing it as a mark of distinction, superior taste, and identification with an elite social stratum," said New York University Professor Laura Portwood-Stacer.

Hipsters find it too mainstream and others find their privacy policies troublesome. In other words, not using

"67% of online adults say they use Facebook, 15% of online adults say they use Pinterest, 16% of online adults say they use Twitter, and 20% of online adults say they use LinkedIn"

social media is likely a product of more education, not a lack of access.

The full totals for each social network. Sixty-seven percent of online adults say they use Facebook, 15 percent of online adults say they use Pinterest, 13 percent of online adults say they use Instagram, 6 percent of online adults say they use Tumblr, 16 percent of online adults say they use Twitter (and 20 percent of online adults say they use LinkedIn as of August 2012).

Source: TechCrunch, Gregory Ferenstein Sunday, February 17th, 2013

CLIENT CASE STUDIES...AUTHORITY MARKETING BRANDING & LAUNCHING AUTHORS, SPEAKERS & COACHES

Authority marketing is my absolute favorite kind of marketing. This is where we take a person and help shine a light on their business, brand and products. Sometimes this takes the form of information marketing (like online classes courses or ebooks), but mostly we are working with authors, speakers, coaches and trainers to leverage their interesting-ness to grow their networks and database so they can sell their stuff, get rumps in chairs for events and generally get amazing opportunities because of who they are.

So how does one go about conducting Authority Marketing?

...people who see Facebook impressions organically are measurably more likely to take actions on the web... that suggests they are better sales prospects. Paid exposure also saw improvements in key areas, but in each case organic exposure performed best.
source ignitesocialmedia.com

Step 1 – A clear message

First off, you need to have a clear sense of your areas of skill and expertise. Many of you may be working with a business or success coach and we LOVE that because it means you have taken the time to plan out your message, developing a clear sense of your strengths and have put together information about your business.

For speakers – while I would love to tell you that you can make a great living by speaking alone, today’s world demands that you have a following BEFORE someone will have you in to do a keynote AND that you have a back end of products or services that you can sell as a followup income stream (more about that later).

For coaches – coaches come in all shapes and sizes and may not have to be AS visible to the general public. For coaches, the key is to be very high profile for your target audience, whether they be on social media, at trade shows or in other venues where your customers go, which leads us to...

For authors – having a published book (or two) is a powerful driving force and this is your sweet spot. Having put pen to paper and written a volume of work, you know your message and are ready to sell it and yourself to the marketplace.

Step 2 – Knowing EXACTLY who your target customer is

Too often I find that authors, speakers and coaches want to be everything to everyone. They have a message that they think will translate well across a multitude of industries and they want the world to know what they are doing. Hmmmm, that rarely works. There are very few people who are universally loved and hired. It is best to have a group in mind so that you can do a targeted, cross platform campaign to reach decision makers in your chosen field.

For speakers – This one can seem weird to speakers. Say you talk about time management, well that could apply to business as well as consumers like Moms who need to organize their homes.

What you need to think about is who has the money to pay for a \$5,000 keynote address or \$1,000 a day business speaker. It is better to target organizations and channels that have the money and inclination to hire speakers.

For coaches – This is a hard one because it is about positioning and making sure you are giving great guidance for your clients. In my industry (marketing), coaching is less about hand holding them through a new brochure and more about helping them craft a message and develop products. That

Blogs



Blogs are no longer ugly, strange little creatures. More and more often they are being used as the “HUB” for marketing activities. The RSS technology which pushes your message out, combined with the ninja-like ability to make changes, split test offers & marketing messages and do keyword targeted posting makes blogs our all time favorites social media tool!

Other Social media channels

LinkedIn had been off our small business marketing radar for a while as they turned into a fancy job board, but they have re-emerged as a little bit of a contender for social media marketing time! If they continue on this path, they may be fully back in our good graces by the end of the year!

StumbleUpon remains a great place for bookmarking posts and gaining incoming clicks. While this site goes up and down in referrals, it has never crashed and burnt like its sister sites, Reddit and Digg.

GooglePlus is a horrible social media site, but small business needs to realize that its value is not in the social part, but in the search part. Do a search for any term and oftentimes a Google+ post comes up in the results. Sites can wait years to make it to page one of Google, but with a little work and SEO knowledge, you can make it to page one for people you are connected to through this social site.

Email marketing is a great way to leverage your social media marketing efforts. Instead of focusing on how many likes you get, you should be focusing on how many people have gone into your database. The goal of social media should be to get people off the sites and onto your email list!



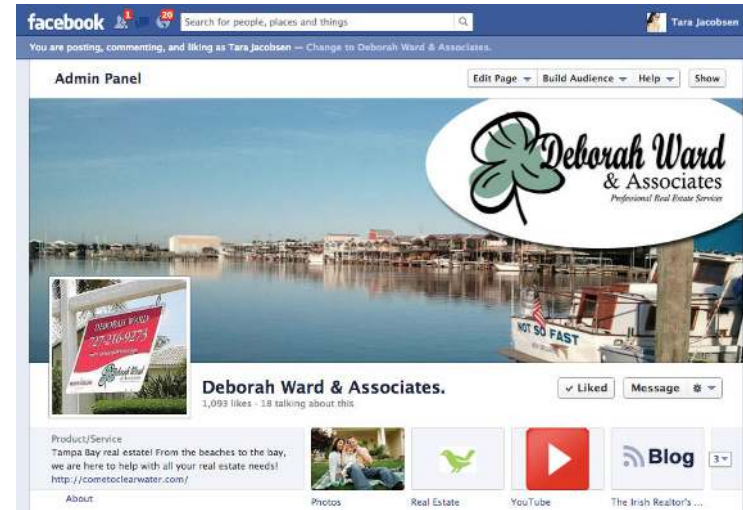
Looking For A Great Social Media Marketing Company?

We work with your biz to craft a marketing plan that will make sure you get the visability you need to succeed!

Stacy Hansen
(727) 505-5384

THE STATE OF SOCIAL MEDIA SITES IN 2013

Facebook



Many of the recent changes made by Facebook have reduced the effectiveness of organic business page marketing. With that in mind we recommend either focusing on profile development or including a monthly budget for paid promotions. We are looking forward to seeing how the Facebook Graph Search is going to roll out.

Twitter



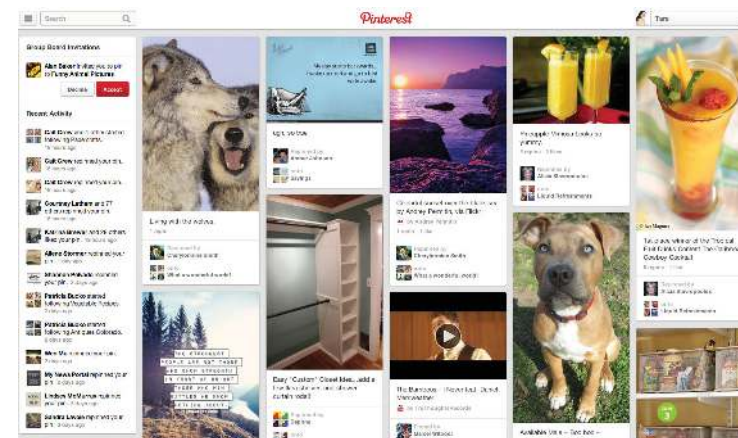
Twitter is an amazing tool to use for connecting with prospects, industry leaders and customers. Its influence has done nothing but grow in the recent past and we see that trend continuing throughout 2013.

YouTube



Within 2-3 years the first contact with your company is likely to be video or a picture. There is no way to ignore the power of visual media combined with the power of Google (which owns YouTube). We are very focused on helping our clients make the most of this channel.

Pinterest



Darling of the social media marketing world, Pinterest is definitely on our radar for a couple of reasons. For clients targeting upwardly mobile women it is a goldmine. For everyone else, staking a placeholder and leverage it's great search result rankings are a powerful combination.

said, most of them think they need branding help or to do a new media kit. You need to make sure your message is about what they want to buy and then your coaching is filled with that but also what they NEED.

For authors – Now this is where it gets a little trickier for authors. On the internet, oftentimes people are not looking for what your title or genre is, they are looking for help. So you need to talk about and be found for the SYMPTOMS of what ails them. In my world, I talk about writing a good email subject line, and then segue them over to using our email services if they are overwhelmed.

Spreading your message

So now we get down to the meat of it. Authority marketing is about growing big networks, growing your database, creating raving fans and generating sales leads and prospects. So how do you do that? Here are but a few ways that you can start to build your internet city...

A blog – if you are still on the fence about having a blog, as a speaker or coach you have to get off right now. Sending out regular bits of information into the interwebs is the only way to generate the kind of linking potentials that you need to make a dent in the vast amount of data out there. We recommend posting at least twice a week with keyword targeted posts.

Facebook – Some of our speakers and coaches think that they can “do the Facebook” and leave it at that. Mostly that doesn't work for a myriad of reasons, foremost being that Facebook changes the rules frequently and makes it impossible to put together a cohesive and long term strategy. What works today may change tomorrow. That said, as a speaker or coach, you need to be out there as a profile (person) as well as a business page (also of your person, but with the functionalities of having a bigger following).

Twitter – Twitter is my absolute favorite for lead generating speaking events. I have been hired more from Twitter than from anywhere else! That said, it is just a part of my overall online persona and believe me, once they see my 140 character tweet, they then do a search for all my other internet real estate to get details.

Google+ – Oh the apathy that humanity has for poor little Google's network. To the general population, Google looks like it is a loser, to marketers who understand universal search, it is a gold mine for sharing content and generating page one links.

LinkedIn – In some instances LinkedIn can be a valuable tool for generating speaking leads and clients. The blessing and curse of LinkedIn is the time that has to be spent talking one-on-one with people either in messages or groups. The leads you get are great, the reach you achieve can be very small.

YouTube – You must have video. Within a couple of years initial contact with your brand is either going to be through a video or a picture. I joke that if someone finds my blog first I am toast because my 1,500 word articles will drive them away. That is why I have videos that show some of the info and then drive them

back for more information. Now, I have recently started being in the videos more, but if you have a face for radio and want to do videos, it will be okay too!

Pinterest – Darling of the social media world now, Pinterest is great for presenting your pictures, sharing quotes, socializing and is a MUST DO so that you can take advantage of what is still an early adopter advantage. Growing a following on Pinterest is still relatively easy as people are looking to make connections, in a couple of years that will not be the case!

Blog commenting – Attracting the attention of decision makers becomes easier if you are actively commenting on their information. In addition, blog commenting is a great way to generate some traffic to your blog.

Guest posting – If you are going to be an authority, one of the most effective ways is to offer to guest post great content for an already recognized industry leader. You should have a plan in place to contact and follow up with guest posting opportunities.

Minor Sites – Gone are the days when you could have a one site internet empire. It is important to have diversification of your message across multiple internet properties. One that comes to mind in this category is Seth Godin's Squidoo which does not have the SEO love that it once did, but which is great for promoting books, courses and digital products. Another, for our speakers, is SpeakerWiki where you can post your speaking credentials.

Database – all of this spreading the word is nothing if you don't have a marketing database to capture your leads with. You need one that will allow forms for multiple product sales funnels, some sort of payment processing system, and the ability to send digital deliveries and autoresponders. You need to write followup messages that sell and inform and set up a bi-weekly email newsletter to stay top of mind for your followers.

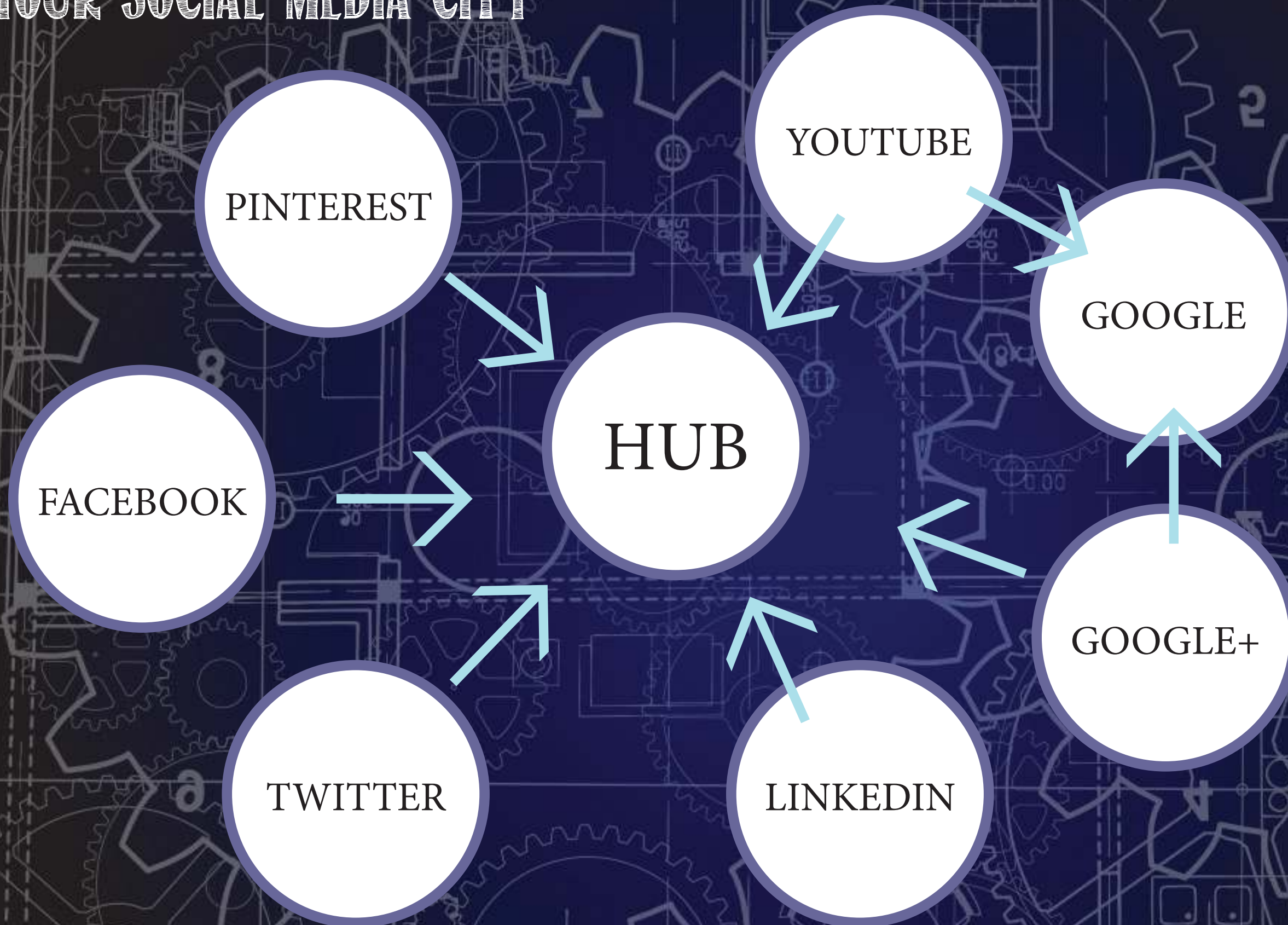
Authority Marketing Wrap-up

Don't try to be perfect, just be you. There are going to be a lot of people telling you how many times you have typos or bad videos. There are going to be people who disagree and who are disagreeable. Just maintain your grace and your personality and you will be fine.

Don't try to make it happen all at once. You cannot grow a stable internet city by throwing man-hours at it. You can't buy likes or followers, well you can but now there are tools to see that you did and it makes you look like a schmo. Google, Facebook and the rest can tell if you are growing slowly and consistently over time or if you have just dumped a ton of content and money in. Starting a new blog, could be a few months before you will get any Google traffic (no matter what those make money online guys say!)

Thank you for reading. If you are a author, speaker or coach who wants to make a name for themselves, please give me a call & we will get back with you lickety split! If you are a coach or trainer with clients who need to build these kinds of cities, please give us a call to find out about our partner programs! (727) 505-5384

YOUR SOCIAL MEDIA CITY



Your HUB is a blog or a website, where we drive all of your traffic to! Each social media property drives back to the HUB and as a bonus, Google+ and YouTube increase your exposure on Google.