

"The Press in the USA: Perspectives for a Changing Market"



**Brazilian International Press Association
in the United States**

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Building Personal and Business Success.

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FREE INFO. & TIPS



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National Community Media Alliance

Website:

<https://www.ncmalliance.com/>

WordPress Blog:

<https://ncmagroup.com/>



Facebook: <https://www.facebook.com/NCMAAlliance/>

LinkedIn: <https://www.linkedin.com/groups/7070842>

Twitter: <https://twitter.com/NcmaJw>



The Phenomenon



- Introductions
- What is Social Media?
 - Introducing the FAB 5
 - The Marketing Possibilities
 - SMM Dos & Don'ts
- Q&A
- Entraleads Presentation



HELLO

my name is

NAME

COMPANY

SOCIAL MEDIA KNOWLEDGE ON
SCALE 1 - 10



*What is
Social
Media?*





Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.



Social Media Platform – Common Factors

1. Online and mobile friendly
2. Easy to use
3. Easy to share



47% = Facebook
has greatest impact on purchase
behavior.

Fastest growing segment in social
media = **45-54 year-olds**



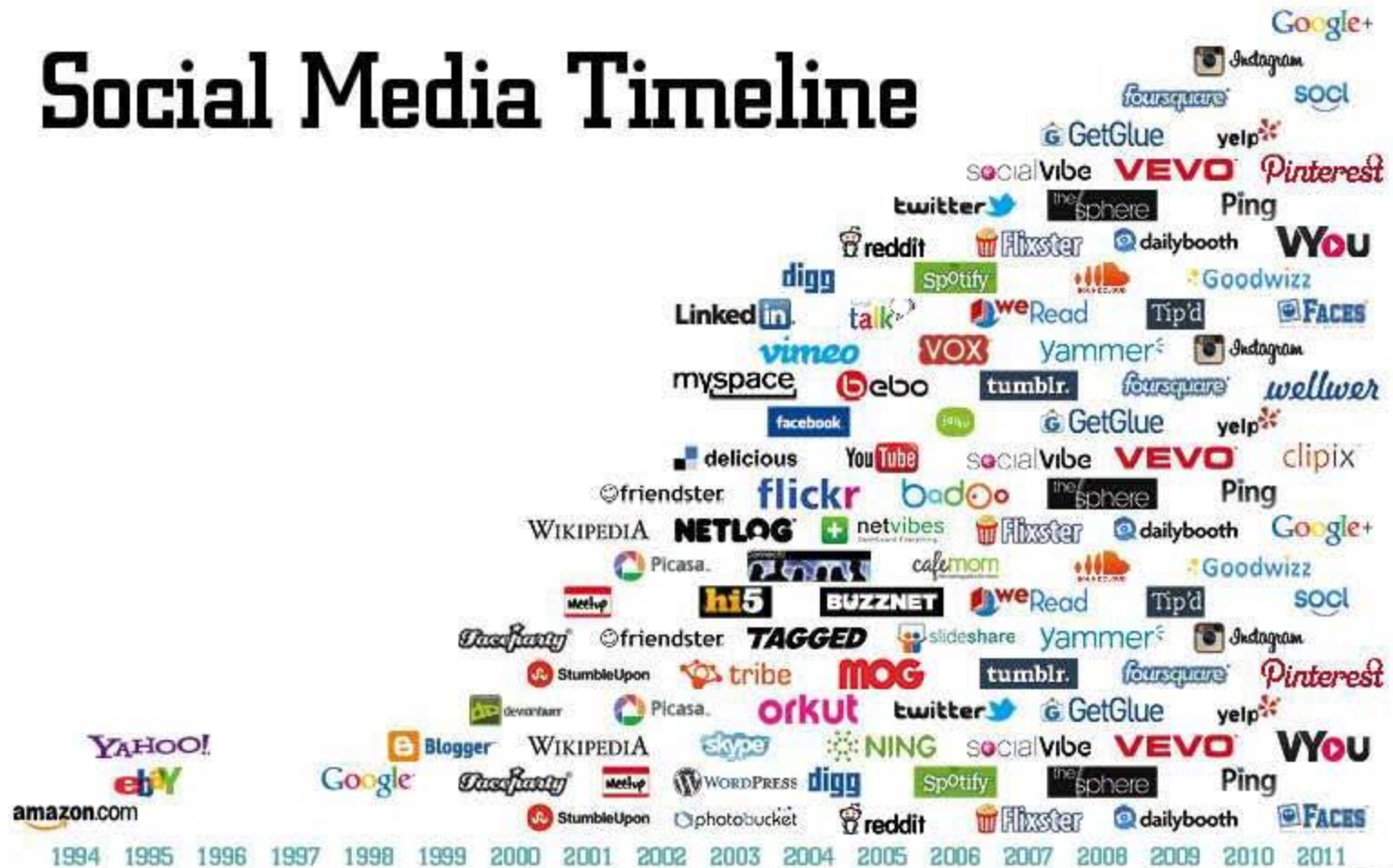
People don't "Check-in" (Sorry Foursquare)

74% are unfamiliar with the concept of checking in.

Facebook is the **most addicting** social network



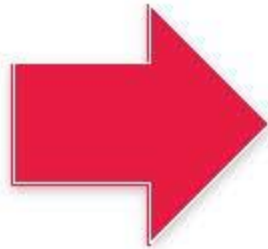
Social Media Timeline





1. Facebook – 1.11B
2. Easy to use – 500 Million
3. Easy to share – 225 Million
4. YouTube- 1 Billion users
5. Google+ - 343 Million

TRAFFIC

11





- Pages vs' Profiles
- Post frequency
- A post vs' A POST!!
- Link to Landing Page
- Marketing on FB

Pages vs' Profiles



A screenshot of a Facebook profile for Carlos A. Noriega. The profile picture shows a man with sunglasses. The cover photo is a group of cyclists in a race. The profile name is 'Carlos A. Noriega' with 'Update Info' and 'Activity Log' buttons. Below the name are tabs for 'Timeline', 'About', 'Photos 26', 'Friends 213', and 'More'. The 'About' section lists his job as 'Integrated Marketing Solutions Manager at Entravision Communications', his education at 'Sidney Lanier High School' (Class of 1987), and that he 'Lives in El Paso, Texas'. The right sidebar contains sponsored ads for DreamObjects CloudStorage, FREE Mobile Website, and Domino's Pizza. At the bottom, there's a status update area with the text 'What's on your mind?' and a small profile picture of Carlos A. Noriega with the text 'Carlos A. Noriega Sunday'.

Pages vs' Profiles



facebook Search for people, places and things Carlos A. Noriega

Admin Panel Notifications Edit Page Build Audience Help Show

NOTICIAS 26
Siempre A Su Lado

El Noticiero Numero 1
en la Región
en Inglés y en Español
LUNES a VIERNES 5PM & 10PM
Fuente: The Nielsen Company Mayo 2013

26.1 - Cable 2 - HD 885 www.KINT.com

Univision 26 - El Paso
13,719 likes · 1,107 talking about this

TV Network:
Envía "U26" al 90900 para alertas de textos VIP- Premios, Ofertas y Más! (5 msj/sem , puede apl tasa msj y datos)
Univision 26 Siempre A Su Lado cubriendo 3 estados y 2

About

Photos Likes Vista del Sol Flea Ma... Events



- Post frequency
- A post vs' A POST!!
- Link to Landing Page

Marketing on FB



- Build a Strategy
- Create an authentic brand voice
- Make it interactive
- Nurture your relationships
- Keep learning

Marketing on FB (The Numbers)



- 520K people in El Paso (13+)
- 460K people in El Paso (18+)
- Per day or lifetime budget



- Use a profile as your business page.
- Open a page and forget about it.
- Post on your personal page and assume that nobody cares.
- Post without a call to action
- Get defensive about negative posts.





twitter

cars

Search

Advanced Search

Realtime results for cars

0.09 seconds



GMVolt: My Question to **GM CEO** Rick Wagoner <http://tinyurl.com/9e2bco> (expand)
about 9 hours ago · [Reply](#) · [View Tweet](#)

Sponsor Results



myr: Reviewing the Blue Sky Imagining for California Adventure Red
sales a

**Relevant Sponsors
Most Recent Tweet**



cars
1 minute ago · [Reply](#) · [View Tweet](#)

**Relevant Sponsor Ads.
Paid Placement. Can
link to Twitter
Accounts or Other
Properties**



collectorcarads: Muscle **cars** take a hit at Barrett Jackson <http://tinyurl.com/7hwxlr>
(expand)
1 minute ago · [Reply](#) · [View Tweet](#)



adamcrei: <http://twitpic.com/14rnk> - Making tortillas and turkey race **cars** for today's
lunch, partly because I'm just that fun, and partly because ...
2 minutes ago · [Reply](#) · [View Tweet](#)



hellakayla: I love driving dennis' **cars**, hate traffic and long lines @ the carwash

[Feed for this query](#)

[Twitter these results](#)

Show tweets **written in:**

Any Language

Sponsor Results



Nifty queries:

- [cool filter:links](#)
- ["is down"](#)
- [movie :\)](#)





Don't:

- Use the same words to post the same call to action.
- Use the default wrapper.
- Use just one account.
- Mix your personal account with business





- Colleague oriented
- Target your buyers
- Share industry info.
- Claim the company
- Marketing on LinkedIn



LinkedIn | People | Jobs | Answers | Companies | Amount & Settings | Help | Sign Out | Language

Explore People Search: Engineer at IBM | Import | Better Connected | Search People | Search | Advanced

\$100K+ Jobs Database - The Most \$100K+ Jobs at TheLadders

Inbox (1 unread)

Scott H.	Invitation to connect	Jul 16	Take action +
Brad	RE: Manager of Data...	Jul 15	Take action +
Barbara	Can you endorse me?	Jul 15	Archive

Action Items: Invitations (7) | Offers (1) | See all messages +

Network Updates (3)

What are you working on now?

Share...

25 hours ago · Like

Today

STATUS UPDATES (3)

Krista is enjoying a sunny vacation day in Syracuse.
Reply privately · Add comment

Wub is excited about LinkedIn's faceted search beta:
<http://bit.ly/STLZTC> Reply privately · Add comment

Brian is in Manhattan to train LinkedIn recruiter users and for meetings.
Reply privately · Add comment

Show more +

GROUP UPDATES (2)

Vanessa joined the group Cnyugl Hospitality Advisors.
Find a group for you +

Susan joined the group NetApp Campaign Express.
Find a group for you +

CONNECTION UPDATES (3)

Mario is now connected to Nichita C

LP is now connected to Griffin J

Shannon is now connected to Lisa B

Brian is now connected to Jack T

Sarah is now connected to Ben G

People you may know

	Hollanda M. Executive Assistant	Invite X
	Lien C. Vice President, Editorial	Invite X
	Adam C. Owner	Invite X

See more +

Come Be Part of a
Our Creative Team

xyzCo

New positions now
available in Sales,
Engineering & Finance

[Click here to see all jobs](#)

Who's viewed my profile?

Your profile has been viewed by 2 people in the last 7 days. Yesterday, you appeared in search results 18 times.

See Who +

Jobs | Creative CRM... | 1 | X

Marketing Analyst at SurveyMonkey

Marketing Analyst at Linked In

Conversion Marketing Manager at Trend Micro

Linkedin Don'ts



Don't:

- Spam your colleagues.
- Use the default invite text.
- Forget to set a company profile.
- Invite everyone to join your network.



- 26

Google+ **Don'ts**



Don't:

- Ignore google.



YouTube is a bigger deal than you think.

- Under rated for marketing
- Video will be king
- Is SEO's best kept secret





YouTube and SEO



Google

[Web](#) [Images](#) [Maps](#) [Shopping](#) [News](#) [More](#) [Search tools](#)

About 2,790,000 results (0.34 seconds)

Ad related to **clogged sink** ⓘ

[Liquid-Plumr® - Need to Get Rid of a Tough Clog? - liquidplumr.com](#)
[www.liquidplumr.com/](#)
Solve It Easily with Liquid-Plumr®!

[How to Clear Clogged Sink Drains: The Family Handyman](#)
[www.familyhandyman.com » Skills » Plumbing » Drain Repair](#) •
Clogged sink drain? With a few inexpensive tools and a little practice you can clear up all but the most stubborn drain clogs in less than an hour. Save yourself ...

[How to Clear a Clogged Drain with Vinegar: 6 Steps - wikiHow](#)
[www.wikihow.com » ... » Drains Maintenance](#) •
Suffering from clogged drains? Here is a simple and natural method to clear slow-draining bathroom or kitchen sinks using ordinary vinegar and a plunger.

[How to Fix a Clogged Sink | Plumbing Repairs - YouTube](#)
[www.youtube.com/watch?v=ABgkzWUYW9g](#) ▾
Jun 7, 2011 - Uploaded by Howcast
See what you can learn on the go with the new Howcast App for iPhone and iPad: [http://bit.ly/11ZmFOu](#) Watch ...

[Plumbing Training - Clogged Sink - YouTube](#)
[www.youtube.com/watch?v=K_iQq8s5BFA](#) ▾
Dec 3, 2007 - Uploaded by bigtonythep plumber
Big Tony The Plumber shows you how to unclog a sink. Big Tony will actually answer any questions you may ...

[Clear a Clogged Drain - Lowe's](#)
[www.lowes.com/cd_Clear+a+Clogged+Drain_587687001](#) ▾
Clogged drains are usually easy enough to correct on your own.



- Sidebar display ads
- Pre-rolls
- Post Rolls

- Sidebar display ads
- Pre-rolls
- Post Rolls



Your opportunity:

- Share information
- Low cost production
- Embed into your website
- Buy YouTube marketing

YouTube **Don'ts**



Don't:

- Forget to create your channel
- Use your channel for personal videos
- Forget to use the tags for SEO
- Be greedy with your knowledge.





Q&A



- # A list of resources that every Social Media marketer should use





Thank You for Your Time

**Good
Selling !**



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**Customers only
think problems -
you have to
provide their
solutions**

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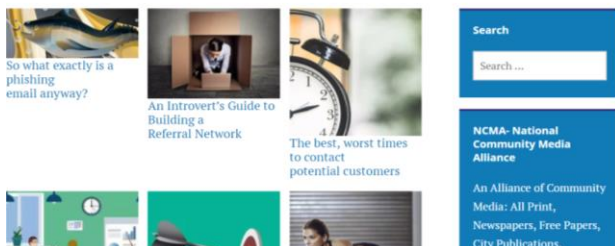
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WordPress Blog:

<https://ncmagroup.com/>



Facebook: <https://www.facebook.com/NCMAAlliance/>

LinkedIn: <https://www.linkedin.com/groups/7070842>

Twitter: <https://twitter.com/NcmaJw>