

Social Networking That Works For You

VCN – JAM

October 22, 2009

Greg Magnus
Custom Publisher
AIM Custom Media, LLC



Target Marketing is Key

Target Market

- Engage
Understand your target audience – get involved
- Exercise
Demonstrate your best talents
- Execute
Target with purpose



Process vs. Event

Observations

- Who are the top online performers that can help you?
- Where are they online?
- How do you build relationships once they are identified?



Methods



Market Research – Survey Example

~ 15,000 people surveyed

Information ranks above **social interaction** and **events**.

Become a source of “valued” information for your target market & those influencing your target. Content is still King.



Online - Use of Social Media

Two Choices

1. Develop a plan and implement a strategy that provides useful information “of value” to your target market; or
2. Waste a lot of time on ineffective social networking activities.



Leverage technology built and paid for by others.



Social Media

In the time it takes you to read this sentence, some 20 million emails traveled the information superhigh.

E-commerce hasn't reached 1% of Procter & Gamble Co.'s sales, but now the company is looking to increase that share more than fivefold – to the tune of \$4 billion - as it seeks to capitalize on its growing investment in digital media.



Best Social Media Outlets

The ones that reach your target market, over and over...

- Email – driven to online content (relevance)
- Blogs – leverage technology to disseminate information effectively (recruit and retain).
- Social media networks – interaction moves content, generates conversations (relationships and referrals)



Tactics

Tactics

- Search engine tactics, research and develop your own personal keyword list, modify your online profiles, resume, etc.
- Use multiple outlets that contain consistent messaging
- Persistence pays



Questions

Common Questions

- Is it necessary to have active accounts on Facebook, Twitter, and LinkedIn?
- What are the top social networking sites for job seekers? Are certain groups better than others?
- How much time should I spend social networking?



Thanks for having me!

Greg Magnus
AIM Custom Media

www.aimcustom.com

