

## **E-COURSE: "How to PROFIT Just By Hanging Out With Your Prospects and Customers Online"**

Lesson #1 - Why Social Media for Local Businesses?

Thank you for downloading your FREE E-course, "How to PROFIT Just By Hanging Out With Your Prospects and Customers Online"

You are about to discover how to increase profits just by getting "social" and hanging out with your prospects and customers online.

Here's the outline of this Course so you know what to expect:

Lesson #1 - Why Social Media for Local Businesses?

Lesson #2 - Facebook Marketing for Local Businesses

Lesson #3 - Twitter Marketing for Local Businesses

Lesson #4 - YouTube Marketing for Local Businesses

Lesson #5 - Managing Your Social Media Accounts

By the end of this course, you will know more than most of your competitors about how to really build a huge customer-base and boost your profits using Social Media.

So let's get started with Lesson #1: Why Social Media for Local Businesses?

Social media marketing is a business process of creating multiple profiles on various social media websites and promoting your product, service, or business by interacting with other users.

The main reason any business should use these networks is to build relationships with prospects and customers. This will ultimately create more customers, repeat purchases, and boost your bottom line.

You may have heard of Facebook, Twitter, and YouTube... Having a profile on sites such as these serves two main purposes; these profiles will all point directly back to your website helping with your website ranking AND they will increase awareness of your brand.

Social media sites allow people and businesses share what is happening in their life with their friends and family all at once, instead of one at a time.

They can interact with each other about what is being shared, and all of this can be done from anywhere in the world. People love it and more and more are joining social media applications every day. This form of communication is growing exponentially.

Are you starting to see the power in having a social media presence?

Social marketing is one form of marketing that can create a "viral" effect. People who are following your business expose you to all of their family and friends. When those people start to follow you, your business is exposed to all of their family and friends.

I'm sure you get the picture and when you think about it, it's somewhat amazing.

Social Media networks can truly help you build a strong database of prospects and customers. When someone becomes a "Facebook Fan" or a "Twitter Follower" or subscribes to your "YouTube Channel," you now have a communication link that you can continue to use to build the relationship over time.

Over the next 4 lessons, we will take a look at these Social Media platforms individually and talk about how to manage them.

Managing a Social Media presence takes time and work. However, the benefits of your work will pay off over and over again if done right.

## **Lesson #2: Facebook Marketing for Local Businesses**

Facebook is currently used by millions of people who log into their accounts every day to communicate with friends and family, to network with businesses and to post updates on their personal and business lives.

It's one of the fastest growing sites online, with over 400 million user-created accounts.

Even more fascinating is the fact that Facebook receives a greater number of page views every month than Google!

With this massive exposure and incredible outreach, Facebook has quickly become the leading contender on the Social Media scene.

Anyone who is serious about marketing their business should definitely use Facebook to tap into their target audience quickly, easily and affordably.

Contrary to what some believe, Facebook is not just for college students to talk smack to their friends or a place for friends and family members can communicate with each other.

Facebook is increasingly being used by companies in many different ways to build their brand image, drive traffic to their websites and blogs, get customer feedback on products, manage their online reputation, recruit new employees, and the list could go on and on.

For businesses, this constant company communication works to build relationships with their current customers and prospects.

Although the Facebook profile page is for personal connections, they also have the ability for businesses to create Fan Pages. You can put anything you'd like on your Fan Page (as long as it is within Facebook Terms of Service).

To setup your Facebook page, just go to [www.facebook.com](http://www.facebook.com) and follow the prompts to create a new account. First, you must setup a personal account. Then, you can create a Fan Page for your business from there.

If you already have a personal account, you can create a Fan Page from that account.

Don't worry... there is no connection between your personal account and your Fan Page. In other words, your Fan Page fans won't be able to track back to your personal pages.

This information is to ease the minds of those business owners who like to keep their personal and business online lives separate.

Once your Fan Page is created you can add links, coupons, email opt-in forms, events, discussion boards and any other features to make it interactive.

In order to remain relevant on Facebook, you should frequently login to communicate with your fans and make constant updates to your Fan Page.

There are many ways to do this such as providing helpful content that relates to your industry, special promotional announcements, exclusive contests, and even product previews.

Also stay on top of your messages inbox. Clear out any spam or messages you don't want daily. This way, you won't overlook those messages that present opportunities for your business.

Once you brand your business and create that powerful Facebook following, you have set yourself up for long-term relationship with loyal customers and repeat buyers.

### **Lesson #3: Twitter for Local Businesses**

Twitter is the next hottest property on the internet although many business owners are still confused by it. Many people think that they should be using Twitter, but simply do not understand the platform.

They don't understand how to use it or whether not it is relevant to helping them build a web presence. This lesson will help you better understand Twitter and help you learn how to use it to promote your business.

So how do you get started with Twitter for your business?

Similar to Facebook, the goal of Twitter is to get a huge list of "followers." These followers can be anyone – the more you have, the more money you can make in the long run.

It is recommended that you create a Twitter account and get active to actually learn how to use it. It's pretty simple once you see it.

So after creating your account, your first activity should be to follow as many people as you can; preferably those related to your business industry.

However, anyone could be a potential customer depending on the nature of your business so don't over-think it... just start following people! The great thing about this is that most people will follow you back and that's what you want.

Twitter is also very useful for linking back to your website or content with its "tweet" feature. Tweeting is basically sending short, concise messages to your followers; the number of characters allowed for each tweet is limited.

This is why using it to send out links is ideal.

However, when sending out tweets to your audience, keep in mind that it's best to tweet about things that they find useful. Don't use the tweet feature to spam your list with promotions and offers.

You will build a strong following better by providing them with helpful information with a few promotional tweets worked in every now and then.

Communicating on Twitter is pretty simple once you get used to it. However, in order to make it profitable for your business, you must be active – meaning everyday or at least every other day. If not, your audience will quickly forget about you. The more you stay in their faces, the easier it will be for them to remember you when they're in need of a product or service that you offer.

Managing your Twitter account effectively can be very time consuming but the rewards are priceless.

#### **Lesson #4: YouTube Marketing for Local Businesses**

Many business owners know they need to embark on the video marketing craze that is super hot right now. But they have no idea whatsoever how to go about it.

It is true... video is quickly becoming the most preferred form of taking in information when people search the Internet. In fact, many people prefer to go to the Internet to watch videos instead of watching TV.

Did you know that YouTube is number two when it comes to Internet searches? With over 13 billion video clips watched every month, YouTube accounted for nearly 30% of all Google searches in 2009. In addition, YouTube had 50% more searches than Yahoo and 180% more searches than Bing.

While these numbers may be very impressive, you're probably wondering what this has to do with you being able to reach your local customers.

Although many viewers go to YouTube purely for entertainment, a good portion of those videos are watched by people looking for help and

information. In fact, there are more than 35 million searches each month on YouTube for "how to" videos.

As a business, there are several ways you can tap into this massive number of searches and start capitalizing by using Social Media.

### 1. Create Content that Fulfill Your Prospect's Needs

You can create videos that provide information to your prospects to help them solve a problem or fulfill their needs in some way. You will create interest in your products and services by not only showing how to fix their problems but by also branding yourself as the industry expert!

### 2. Optimize Your Videos for YouTube Search

New videos are uploaded to YouTube every minute of the day. So in order to be found you need to optimize your video so that it can be found when people type certain keyword terms into the YouTube search engine. Optimizing means adding important keywords in the title of the video and adding those keywords to your tags as well.

### 3. Have a Strong Call to Action in Your Video

After giving your viewers some valuable information that will help with their problem, it's time to tell them to contact you. You may be thinking "well, it's obvious that we want them to do that." However, studies have shown that conversion rates spike when you include a strong call to action within your content that actually tells your visitors to contact you. A sample call to action would be: "If you would like professional help finding a home, contact us at \_\_\_\_\_ to get started."

### 4. Use Online Videos to Build Your Brand

Although most of your videos will be providing a solution to your viewers' problems, don't forget to brand your business in the video as well. Tell them who you are, where you are, and how you can help them.

In fact, you should ask your viewers to join your YouTube channel in every video as well.

These are just a few simple and quick ways for local businesses to take advantage of YouTube for their video marketing. Don't stop at one video...

an effective video marketing campaign consists of consistent videos relating to your industry.

## **Lesson #5: Managing Your Social Media Accounts**

Go where your customers are! Social Media can be described as one big “party” where everyone meets up to share information, socialize and connect with others in some form or fashion.

In order to effectively manage your Social Media presence, there are a few things you should do in order to get the most out of it. Managing your business’s Social media accounts takes a lot of time, energy and skills. You have to be prepared to dedicate at least a few hours to your Social Media accounts alone.

One thing that you need to do is post status updates on a regular basis to all of your Social Media accounts. This really should be done every day. Status updates are just a way to let your audience know that you are still alive and kicking.

You have to continue to add fresh, unique content to your profiles while being able to maintain a professional image at the same time.

Not only that, but your Social Media accounts should also be tied to your blog. Whenever you post a status update, tweet, or video, this content also needs to go on your blog.

Remember, fresh, unique content makes it easy for Google to tell what your site is about resulting in a stronger search engine presence.

Of course, doing all of this can be time-consuming, but there are tools out there that make it less stressful. For instance, you could tie your Facebook and Twitter accounts right into your blog and whenever you make a tweet or post a Facebook message, they will also be posted on your blog.

And vice versa... whenever you post something on your blog, it will be posted on your Facebook and Twitter accounts as well.

By the way, Social Media doesn’t stop at Facebook, Twitter, and YouTube. There are hundreds of other Social Networking websites where you can create a presence and connect with your prospects and customers.

All of this can seem overwhelming, but once everything is setup, it should run like a well-oiled machine as long as you continue to add content and remain active.

As a fellow business owner, I understand that all of this can be a lot of additional work that you do not have the time or desire to do. But you know your business needs it.

That's what we're here for, so if you want help setting up and managing your Social Media profiles, contact me

This concludes your Social Media Course, "How to PROFIT Just By Hanging Out With Your Prospects and Customers Online."

We hope you have found this information useful and now understand how Social Media can help you bring in more customers and more sales.

Thank you,

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