

# Welcome to IBLN / FBI Apps...

## *T!PS for Business and Apps Development Series*

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IBLN-FBI Apps:  
T!PS for Business Social Media &  
Apps Development Webinar Series

**FBI  
APPS**



**Top 5 Biz Social Media T!PS**

## *Top 5 Social Media T!PS*

Fustino Brothers, Inc.

[www.FustinoBrothers.com](http://www.FustinoBrothers.com) | @FustinoBrothers

FBI: 850.366.3232 | Fax: 1.856.267.1568

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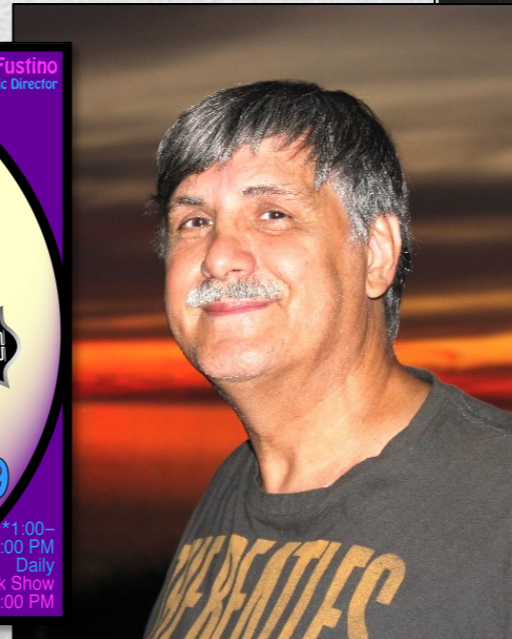
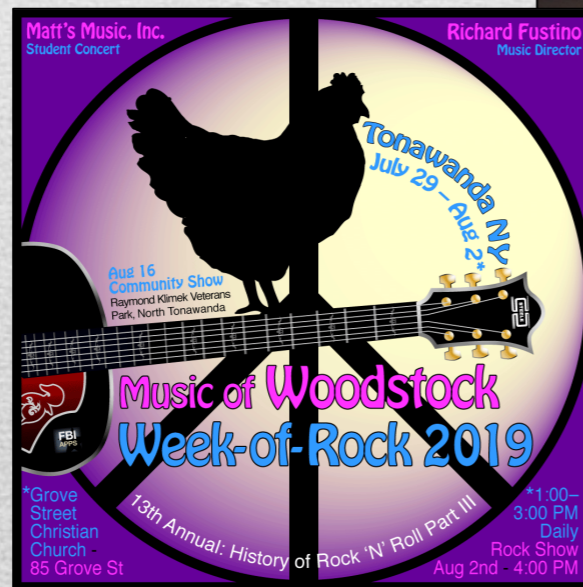
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## Building Powerful Apps for Rock Stars!

Russ – Programmer (MVP 2013-18)  
Gary – Design, Biz Social, Mkg  
Rich – Musician, Newsletter & QC



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Jethro Tull App # TX 8-265-227 08-04-16

NEW \$TØRE

Copyright registration form for Jethro Tull App, including fields for Title, Author, and Completion/Publication.

Welcome to Jethro Tull Jethro Tull Official Videos Fan Videos Discography Tour Dates Links About

In All Popular App Stores



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FBI Apps Memorabilia Store - https://fbiapps.storeenvy.com

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# Now All About YOU!

*(Your 15 Seconds of Fame)*



- Introduce Yourself / Your Business
- What's New or What's Exciting?
- Hot Projects – Published Masterpieces
- Staff/Location Highlights

## *TIPS for Business and Apps Development Series*

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**Top 5 Biz Social Media TIPS**

Five 4 for each other, they are 3 together, they are 2 alone, they are 1 person.

*Lyrics form Helplessly Hoping - by Crosby, Stills, Nash & Young*

## Fivefold **Social Media** ROI

5. Targeted Approach
4. Delight with Photos/Video
3. Capitalize on What's Trending
2. Engage Your Audience
1. Support with Traditional Media

Give  
Me  
5!

Use the Best...

- **Technology** TO
- **Introduce** YOUR
- **Products** OR
- **Services**

# TIPS<sup>TM</sup>



## Use Each to the Fullest Potential...



Fan Page Connected to Personal Account. Opportunities for Customer Loyalty.	<b>Branded Biz Page. Industry Leader with Hashtags (#) and @ Symbol – Direct Link</b>	Network to Post Job Experience or List Employment Needs. Connect Professionally.	<b>Share, Edit, Brand, Link to Your Polished Video/Audio. Provides Search Data to Google.</b>	Messaging App Used Globally by a Young Audience to Share Live Authentic Moments.	Categorize Biz or Product Line. Opportunity for Quality Imagery. Female Base.
Features Shared Link Stories, Events & Store. Send Direct Messages Public & Private.	Public Micro Blogging 280 Characters Text with Animation or Video	<b>Establish: Leadership / Authority and USP in Your Industry</b>	Public, Private & Searchable Archive Video Channel	Public Pics & Video Called “Snaps” - Gone After Display, or Stay in a “Story” for 24 Hrs.	Public Discovery Site for Shared Interest. Private Collections.
Displays the Latest Posts When Launched	“Tweets” Start Where Left Off from Pervious Launch	Users can subscribe to other users' content, send direct messages publicly	On Launch Displays Likes and Interest First	On Launch Opens Camera. Swipe to Display National Ads/Media	<b>Select Favorites-“Pins”</b> <b>Users Can Follow &amp; Will Be Notified</b>
<b>Post with Live Video. Can Delay, Edit or Remove Posts</b>	Instant Postings – Things Happening Right Now. News, Sports, Entertainment, & Politics. All Posts are Final.	Users can Display Endorsements and Testimonials.  Users can Join Like Minded Groups.	Engage Subscribers to View, Like, Comment and Share Again – Recruit Subscribers	<b>Suitable for Marketing on a Broad, Large, International Scale.</b>  <b>Unique and Modern Tools. Treading Ads.</b>	A Social Media Site Where Engagement is Not Required.  Your Brand Included into Targeted Searches.



# Photos, Animations & Video

- **1 Picture is Worth a Thousand Words**
- **Animations**
  - Old New Tool
- **Video Gets Notice**
  - "Film at 11"

**VIDEO**



# What's Trending

- Social
- Merchandising
- Sports / Entertainment
- Politics / World Events
- Employee Recognition
- Awards / Personal Achievements
- The "Competition"
- Environment
- Community
- Family



## Often / Often / Often

- Maintain your **Social Media Presence**
- Contribute to **Industry Discussions**
- Like and Comment on **Trends**
- Share **Community Activities**
- **Focus on Local Issues**



# Traditional Media

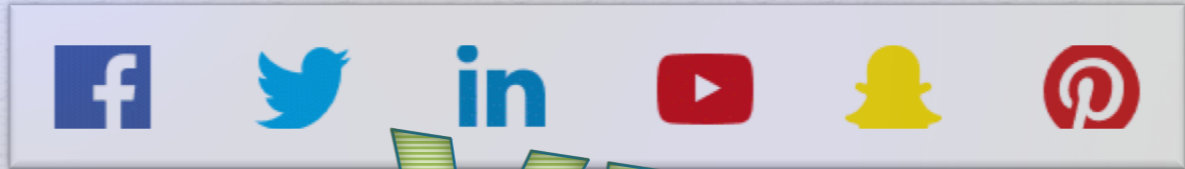


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VIDEO

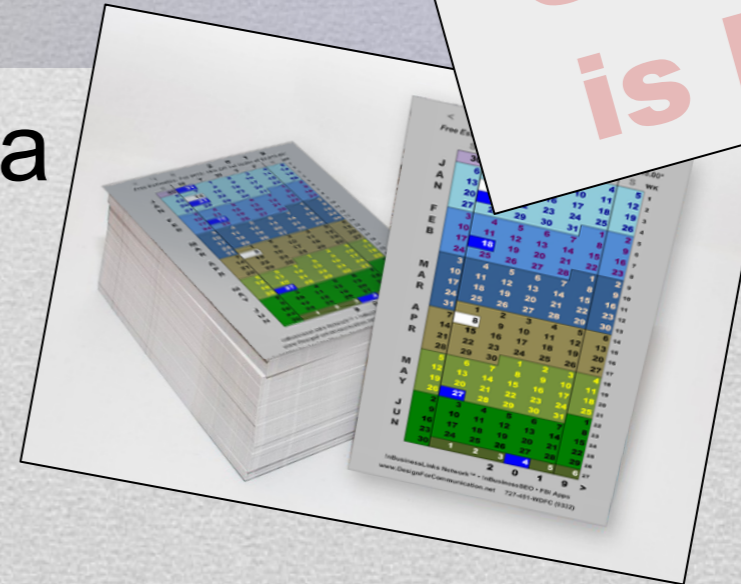
## Summary

- Targeted Approach
- Delight with Photos/Video
- Capitalize on What's Trending
- Engage Your Audience
- Support with Traditional Media



Content  
is King

*Revisit this Webinar at:*  
[www.InBusinessSEO.net](http://www.InBusinessSEO.net)



<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2019/04/29/six-social-media-strategies-to-help-you-catch-and-keep-customers-attention/#6014b7fe6536>

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*Our Next Webinar – October 14, 2019 – Enjoy!*

To Register for the online meeting go to Eventbrite at:  
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- If necessary, use web browser or download the free **Microsoft 'Teams'** desktop or phone app.
- Provide a **user name** for use as a meeting participant.
- View meeting details **to join**.
- Check your audio, **turn off mike** when not speaking.
- End meeting by closing application. **Exit/Quit** browser.

*Need Help? Go to 'Getting Started with Teams' - Informational Video:*  
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