

# Social Media for Biz & Apps Dev. 2014

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**Blogging (a Powerful Tool)**

**Facebook for Business – T!PS**

**“Liking” Twitter for Biz**

**YouTube: Best Practices**

**Instagram Means Business**

**Comparison Pinterest/Flickr/Instagram**

**Google+ ...Advanced Social Media**

**Website Analytics (Google vs Bing)**

**Klout (Social Media Analytics)**

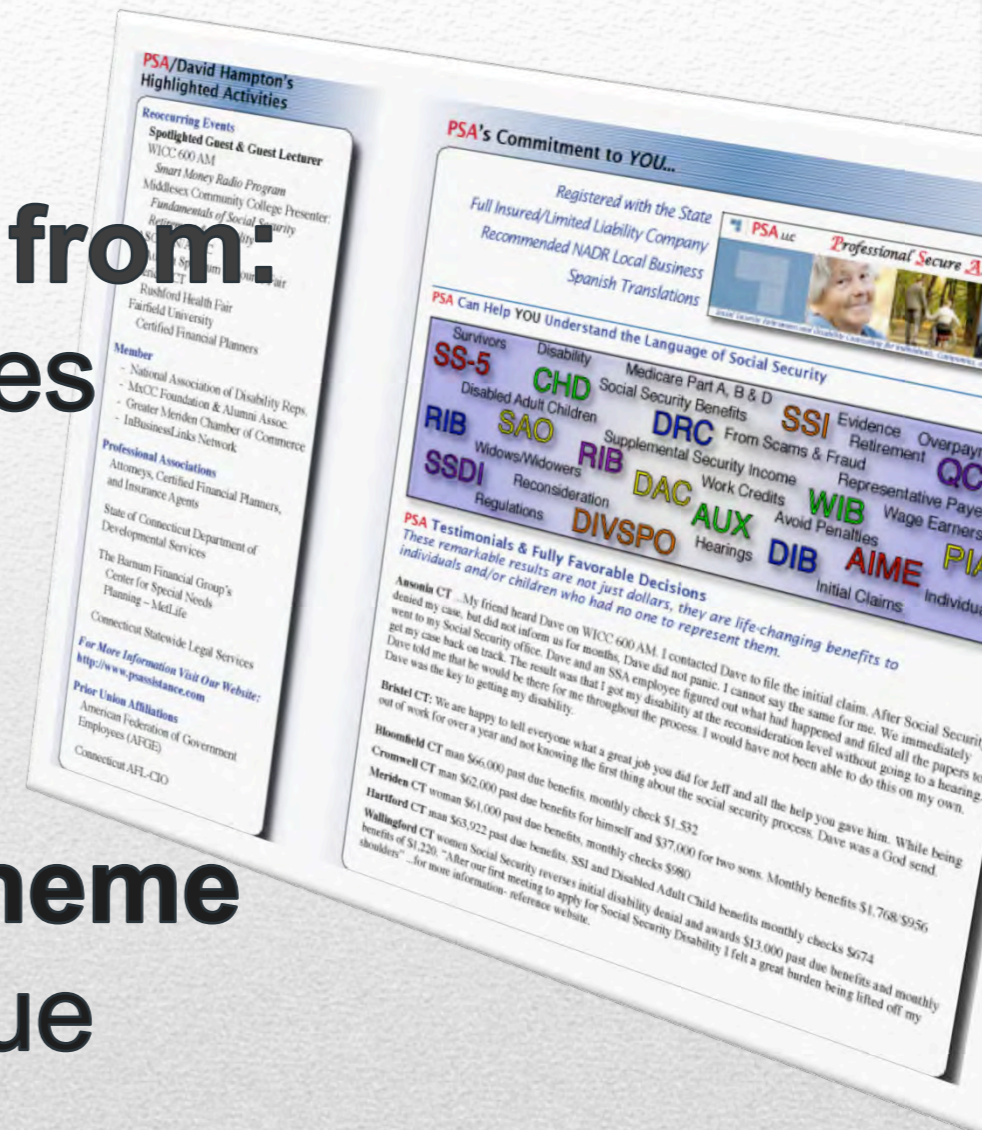
# Blogging (a Powerful Tool)

## When Content is Developed from:

- Note Taking, Industry & Trades
- Your Interviews/Networking

## Pay Attention to Details:

- In the Title- Should Be the Theme
- Write Unique Content of Value





# Spring into Facebook for Biz – T!PS

- Get the **Word Out** – Speed is Essential
- Take **Risks** – Start the Conversation
- Offer a **Value Proposition**  
- Something for...

Contest to Win an Autographed Item or Tickets to Ian Anderson's  
Jethro Tull Current USA Tour - Entry Deadline Approaching  
9/19/2014



Contest! Download the app today! Entry Deadline  
Midnight on 09/19/2014

Do This, to be Eligible

- 1) Simply like our <http://www.Facebook.com/FustinoBrothers> Fan Page

**AND...**

- 2) Let us know what you think about the new Jethro Tull app by placing a **comment** on the <http://www.Facebook.com/FustinoBrothers> (the same fan page).

We will do a random draw. You might win 1 item or two tickets to any show on the new USA Ian Anderson's tour. Contest ends 9/19 at Midnight

Entire to Win by 12:00 Midnight EST 09/19/2014  
See Official Rules at: [Russ' Toolshed Blog](#)

**Free**



# “Liking” Twitter for Biz

## That’s What Ellen Did!

The Oscars Live  
Tweet- “Retweets”

A screenshot of a tweet from Ellen DeGeneres (@TheEllenShow) posted 12 hours ago. The tweet text reads: "If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap". The image attached to the tweet is a group photo of several people at the Oscars, including Brad Pitt, Ellen DeGeneres, and others. Below the image, the tweet shows 2,644,296 retweets and 1,342,783 favorites. The tweet was posted at 7:06 PM on March 2, 2014. The interface includes options for Reply, Retweet, Favorite, and More.

# “It’s All About the Tools”

- **Share Your Expertise**  
While Marketing  
Your Products
- **Show** How it’s Done
- **Promote** Webinars
- **Use Tools**



# Managing Twitter

## Make It Pain Free



- **Schedule** a Time Slot
- Complete Task **Regularity**
- Avoid **Interruption** and Stay **Focused**

# YouTube: Best Practices

- Use YouTube as a **Tool**
- Create **Content** and Not Ads
- Write as the Subject Expert
- Design Your Channel
- Direct the Viewer to Your **Website**
- Collaborate with Your Industry
- Remember the... **Call to Action**





# YouTube Challenges

**What is the problem with YouTube?**

- Finding (the right) videos can be a challenge
- Playlists help, but how do I use them?
- Who can see videos I post?
- Who can see playlists I create?
- If picture is worth a 1000 words, what is a video worth?
- Can I create an app with YouTube Videos?

**FUSTINO BROTHERS<sup>SM</sup>**

00:37.15

# Instagram Means Business



- Enhance Your **Brand**
- Rich **Visual** Storytelling
- Singular Focus
- Captivating Imagery



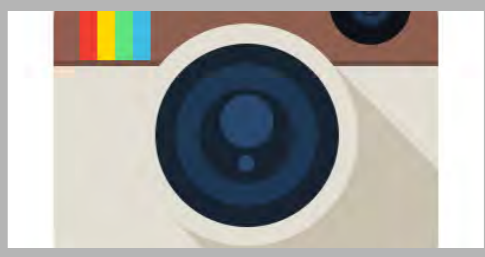


# Instagram T!PS

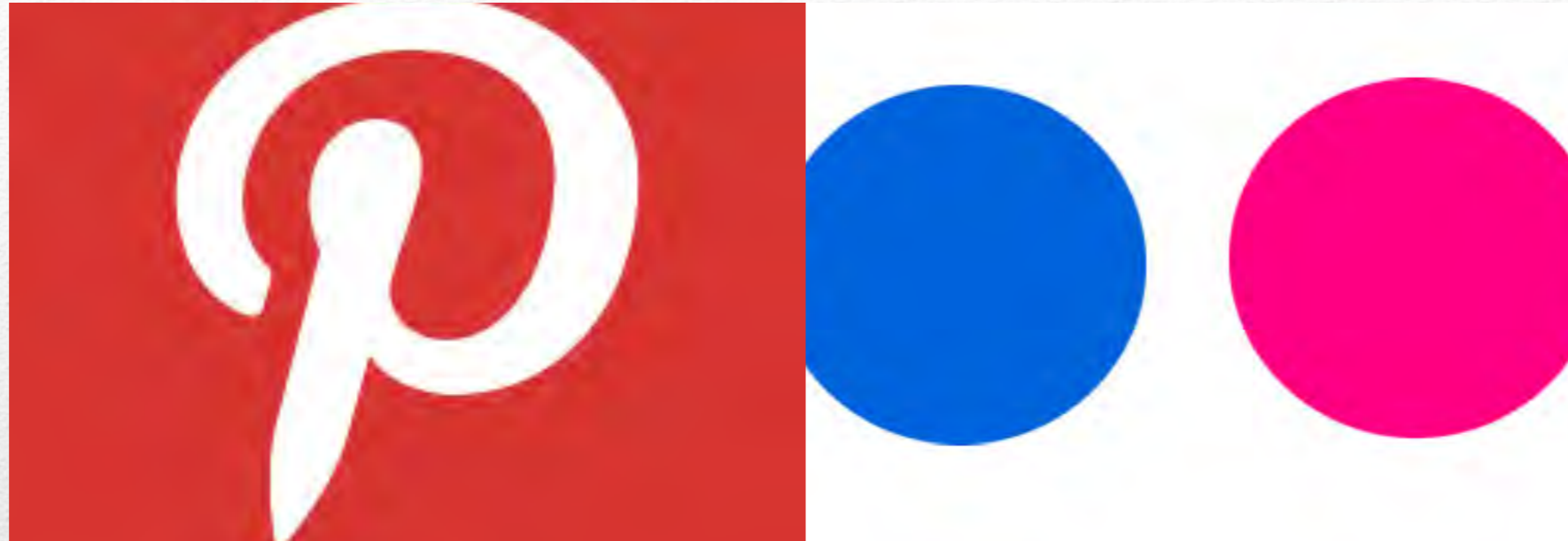
- Update Profile/Photo
- Employ Social Sharing
- Add Comments/Tags
- Analytics: **Tools**



# Comparison

			
Features	Pin-Boards. Themes. Images bookmarked and “Re-Pin”ed	Brand Showing Passion, Interest, and Areas of Expertise	You Can Follow Other Photostreams
Social Integration	Facebook & Twitter	Facebook & Twitter	Facebook
eCommerce	New to Business Accounts	Business Accounts More Prevalent	With Social Integration

# Especially Good for Apps Development



- Database of Images
- **Targeted Search**
- Public/Private Libraries
- Fast Image Conversion
- Thumbnails
- Images and Video

# Google+ ...Advanced Social Media

For Biz Internet Marketing & Apps Development

If Facebook, YouTube, Skype, Twitter, and FourSquare were one... it would be Google+

*It's a Collection of  
Integrated, **Searchable**  
Social Tools.*



# Free Biz Tools From Google+

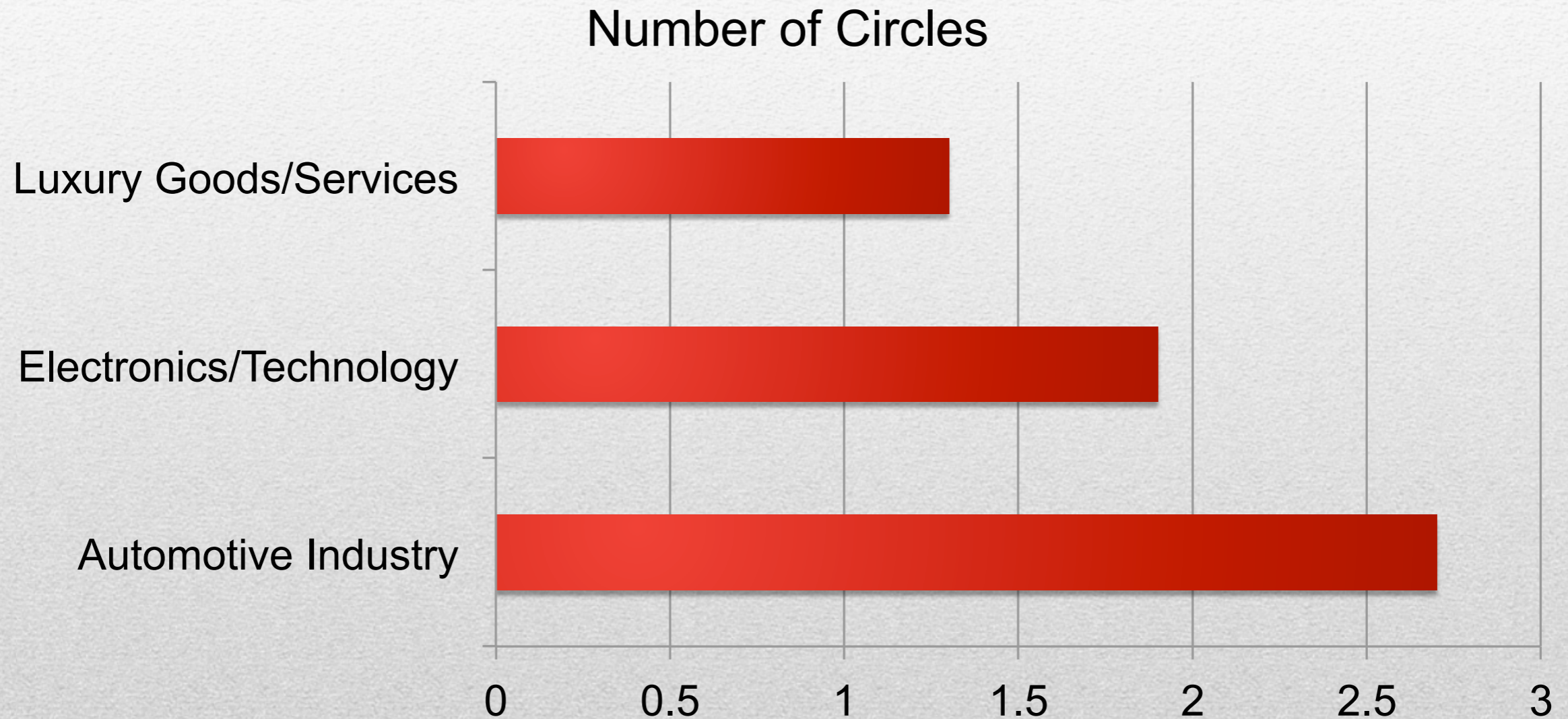
## The Collection of Social Products Includes:

- **Circles** (Facebook Friends/Twitter Followers)
- **Communities**- A-Z Categories
- **Hangouts** (Skype Calls or Media Tweets)
- **Pages**- Biz Brand Pages (Facebook Fan Pages)
- **Events**- Calendar Notifications
- **Stream** (Facebook News Feed)



# Google+ ...The Circle Game

## Leading Professional Groups





# Website Analytics: Google/Bing



“ **Analytics** is the Discovery and Communication of Meaningful Patterns in Data...” ”

*Wikipedia*

# Why Analytics?

## For Biz & Apps Development:

- Website/Apps Usage
- Helps Determine Trial Strategies
- Optimize Sales
- Customer Service/Feedback
- Search Engine Optimization (SEO)



# Webmaster Tools

## What You Can Analyze:

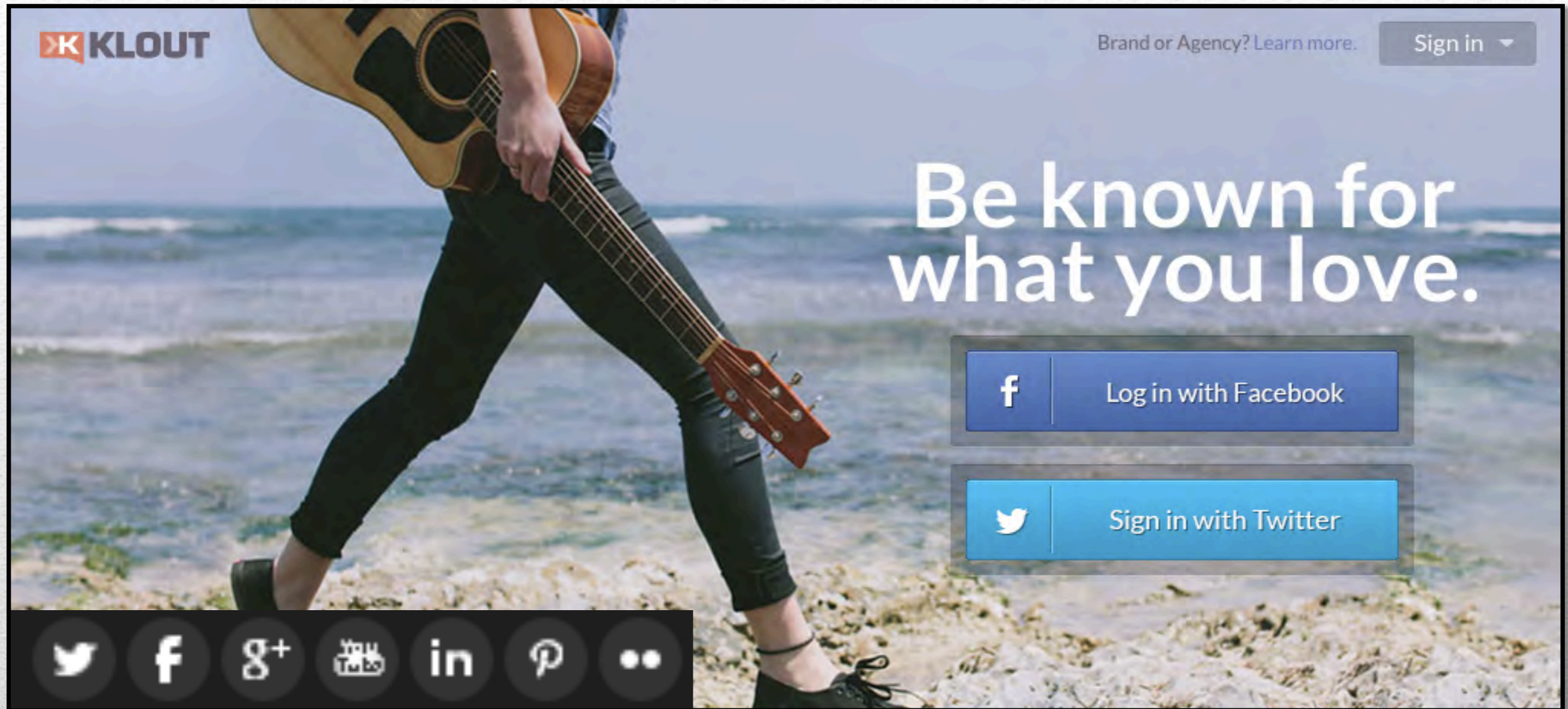


- Issue Notifications -
  - *SEO*
  - *Malware*
  - *Access*
- Key Traffic Statistics
- How Many Pages Indexed
- Reciprocal Links Pointing to Site
- Associated Keywords

# Google vs. Bing Webmaster Tools

Uses/Benefits	Google 	Bing 
Notifications	Suggested HTML Improvements and Malware Warnings	Specific Challenges – Identifies Missing Meta Data/Tags
Preferred Domain	Yes (w or w/o “www”)	N/A (Can Ignore URL)
Crawler Errors <i>(w/ Sitemap Submission)</i>	Errors: 404 Errors – Don't Impact Results	Can Customize Crawling Patterns
Fetch as Search	Yes (Google)	Yes (Bingbot)
Keywords/Phrases	Google Analytics	Bing SEO Research & Analyzer Tools
Deep Links	Limited Reporting w/o Ability to Search Result Info. Demotes Sitelinks.	More Detail Report- Tools to Disavow and Block URLs
User Interface	Basic	Modern – Improved Navigation

# Klout (Social Media Analytics)



*“Influence” Score is based on measurements that include YOUR social media activity. Scores Range from 1 – 100*

# How Klout Measures Influence

How Many  
Viewers  
Influenced

Your True Reach

How Much  
Influence  
Generated

Your Amplification

How Influential  
are the Viewers

Your Network

=



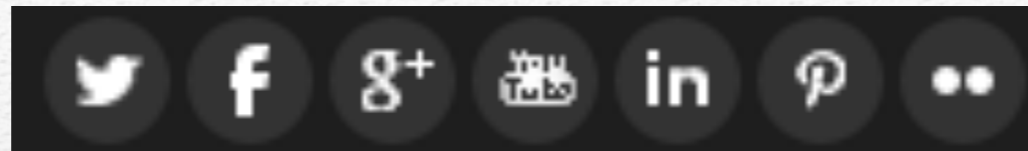
# Klout: Designed to Cut Thru Noise

## How to Use For Your Biz



- Create **Quality** Content to Share
- Complete and Add All Social Profiles
- Connect Other Networks
- Start **Discussions**/Encourage a Response
- Engage & Interact with Followers
- Be Authentic – Speak to **Your Niche**
- **Focus** on the Influences

Go to: <http://www.inbusinessseo.net/tps-blog/>



**Blogging  
 Facebook  
 Twitter  
 YouTube  
 Instagram  
 Pinterest/Flickr/Instagram  
 Google+  
 Website Analytics  
 Klout**

**Free  
IBLN  
FBI  
Webinars  
Online**



## Welcome

- **About:**  
!nBusinessLinks Network™  
Fustino Brothers, Inc.
- **Member's:** Round Table Introductions
- **Topic:**  
*Social Media For Biz & Apps Dev.  
2014 in Review*

[www.InBusinessLinks.net](http://www.InBusinessLinks.net)

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

**IBL  
Net**

IBLN: Networking With a Virtual Place to  
Advertise YOUR Business!

FBI: Learn, Knowledge-Base, Reward  
*...Powerful Apps!*

**FBI  
APPS**

# 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

## Join In – By Computer

- At Your Computer- If Available Use a Headset
- Enter This link:
- <https://www.startmeeting.com/wall/679-256-129>
- Click/Tap "Join"-
  - Complete your Name and eMail Address
  - Then "Submit"
  - The System will Guide from There
  - Mike Symbol Click/Tap the Green Icon to Red

*Test your speaker/mike. If headset doesn't work, or if connection is lost - try "Rejoin"*

## Join In – By Phone

- Join-In using a land line / mobile phone
- Dial - (530) 881-1212
- When prompted enter access code followed by the "pound" key.
- 679-256-129#  
(be sure to enter the "#" hashtag symbol)