



AMERICAN ASSOCIATION of DAILY MONEY MANAGERS

September 13, 2011 GNY Chapter meeting

How to use the Social Networks to promote your personal & business brand

Presented by: Leftonred 'Lefty' Atanycorner - Owner of Middle Earth Media

Agenda:

5:30 PM to 6:00 PM – *AADMM GNY Chapter administration*

6:00 PM to 6:45 PM – *Social Networking presentation*

6:45+ PM - *Questions and Answers and Networking*

View the presentation online at: <http://join.me/aadmmnycchapter> and hear the presentation using the AADMM conference call: 888-206-2266 id 5650401#

Why Network Socially Online?

- **Face to Face Networking can become expensive and will never reach the same number of people you can online.**
- **Your personal reputation and style is also your business reputation.**
 - *Keep political and religious views off of your membership profiles.*
 - *Have a professional looking photograph.*
 - *List your interests and hobbies even though they have nothing to do with your business.*
- **The 9th times a charm!**
 - *Research suggests that prospects need to encounter your small business between seven and twelve times before they are ready to purchase. So, put yourself in front of your target market over and over again.*
 - *Since your prospects are exposed to over 4,000 ads every single day, you need to ensure that your small business is utilizing as many marketing platforms as possible. Your prospects should come across you in as many places as possible.*
- **Many of the social networking sites interconnect their status updates and posts to each other allowing you to expand your network three or four fold with just a click of the mouse.**

How to use the Social Networks to promote your personal & business brand



LinkedIn – <http://linkedin.com>

facebook – <http://facebook.com>

meetup – <http://meetup.com>


follow us on **twitter** – <http://twitter.com>

Linked



History


 *Founded in December 2002 and launched in May 2003, it is mainly used for [professional networking](#), spanning more than 200 countries and territories worldwide. The site is available in English, French, German, Italian, Portuguese, Spanish, Romanian, Russian and Turkish. [Quantcast](#) reports LinkedIn has 21.4 million monthly unique U.S. visitors and 47.6 million globally. In June 2011, LinkedIn has 33.9 million unique visitors, up 63 percent from a year earlier and surpassed [MySpace](#).*

 *LinkedIn filed for an [initial public offering](#) in January 2011 and traded its first shares on May 19, 2011, under the NYSE symbol "LNKD".*

Linked



Who uses LinkedIn?

 *Many businesses, professional organizations like AADMM and service providers, but some individuals do use it.*

 *There are over 120 million users*

Linked




 What other Social Networks does it connect to?

 *Meetup*

 *Twitter*

 How much does it cost to use it?

 *Basic accounts are free. Business, Business Plus and Executive plans range from \$19.99/month to \$74.95/month*

facebook®

facebook. History

facebook. **Facebook** is a social network service, launched in February 2004, operated and privately owned by Facebook, Inc. It was founded by [Mark Zuckerberg](#) with his college roommates and fellow computer science students [Eduardo Saverin](#), [Dustin Moskovitz](#) and [Chris Hughes](#). As of July 2011, Facebook has more than 750 million active users.

facebook. A January 2009 [Compete.com](#) study ranked Facebook as the most used [social networking service](#) by worldwide monthly active users, followed by [MySpace](#).

facebook. Facebook has been identified as a possible candidate for an [IPO](#) by 2013.



facebook. **Who uses Facebook?**

facebook. *Mainly used by individuals, from as young as 13 to as old as 95, but there is an exponential increase in the amount of businesses both large and small creating pages.*

facebook. *There are over 750,000,000 million users worldwide.*

facebook. *I would predict that number may reach 1 Billion by at least the end of 2012, if not sooner.*

facebook®

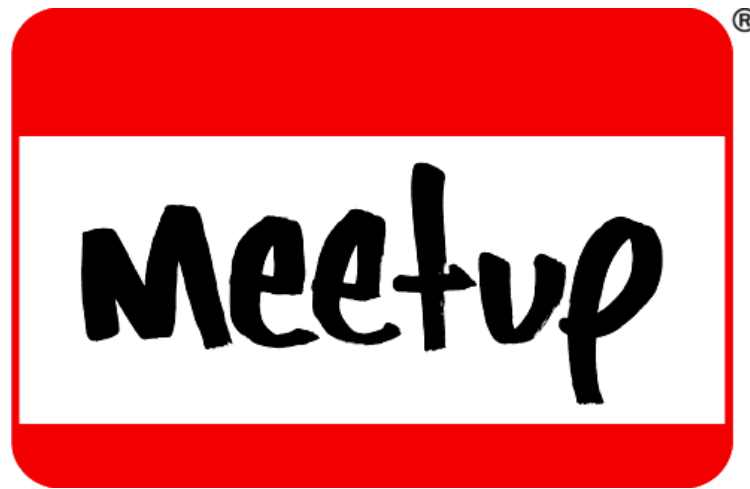
facebook. **What other Social Networks does it connect to?**

facebook. *Meetup*


facebook. *Twitter*

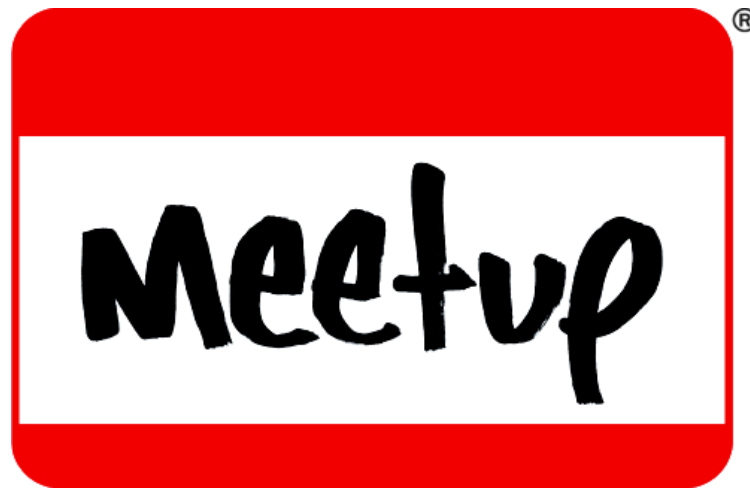
facebook. **How much does it cost to use it?**

facebook. *Free. Advertising is available, and varies greatly depending on the marketing criteria (age, sex, location, topic keywords etc.) you choose. The minimum bid per click is \$1.00 per day. My walkthrough of one of my sites suggested I spend \$3.42 per day based on my criteria.*




History


 *Scott Heiferman co-founded Meetup in 2002. Previously, he founded [Fotolog](#) (the leading photo blog service) and i-traffic (the first online ad agency). It was founded on the idea of using the internet to get off of the internet and bring people together in the aftermath of 9/11.*




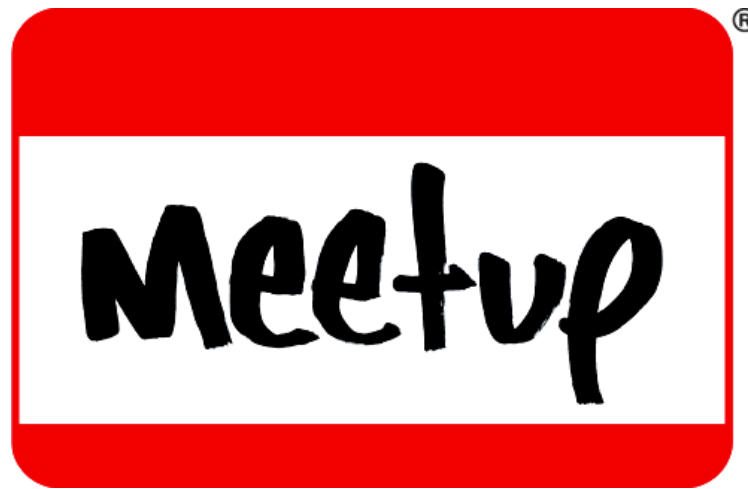
Who uses Meetup?

Individuals and Businesses

 *There are over 10 Million users worldwide going to over 100,000 different Meetup groups. There are groups for almost every subject and interest you can think of. There is a group for almost every specific dog type, language groups, vegetarian groups, dumpster diving groups, origami groups, political groups and groups for almost every beverage and food imaginable.*

 *Organizations create groups. Businesses and retailers create groups.*

 *Groups can be as small as one person who created it, or as large as 18,925 which is the membership of the NY Tech Meetup and can have up to 500 attendees at each Meetup.*



 **What other Social Networks does it connect to?**

 *LinkedIn*

 *Facebook*


 *Twitter*

 *Flickr*

 *Tumblr*

 **How much does it cost to use it?**


 *Free to be a member.*

 *Organizers pay \$144.00 per year for three groups*

twitter



History

 Work on the project started on March 21, 2006, when Jack Dorsey, one of the founders published the first Twitter message at 9:50 PM Pacific Standard Time (PST): "just setting up my twttr".

twitter



🐦 Who uses Twitter?

- 🐦 Individuals and Businesses

- 🐦 Over 200 Million users Tweet 140 characters Tweets at a rate of over 200 Million per day.

twitter



🐦 What other Social Networks does it connect to?

🐦 *Facebook*

🐦 How much does it cost to use it?

🐦 *Free. In June 2011, Twitter announced it would offer small businesses a self serve advertising system.*



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Computer Service, Repair, Training, Malicious Software Removal, Social Networks set up and promoted, Websites designed, set up and optimized, iPhone/iPad/iPod, Blackberry or other small devices set up & backed up for individuals or businesses. Fluent in both Windows & Mac with over 30 years of computing experience.

LinkedIn: <http://www.linkedin.com/in/leftonred>
Facebook: <https://www.facebook.com/leftonred>
Meetup: <http://www.meetup.com/members/114740>
Twitter: <http://twitter.com/#!/leftonred>