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**NEW
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MASTERFUL
DAVID
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SCOTT p 72**



How-to Advice

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THOUGHT LEADER ROUNDTABLE

*Scott Allen,
Chris Lang,
Sarah Hill and
Thomas Power*

TELL ALL

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102 SOCIAL MEDIA EXPERIMENT: THE POWER OF ONE

START YOUR OWN CLUBHOUSE

By John Persinos, Editorial Director

YouTube is a wonderful opportunity to create a “tangible” place for customers and colleagues.

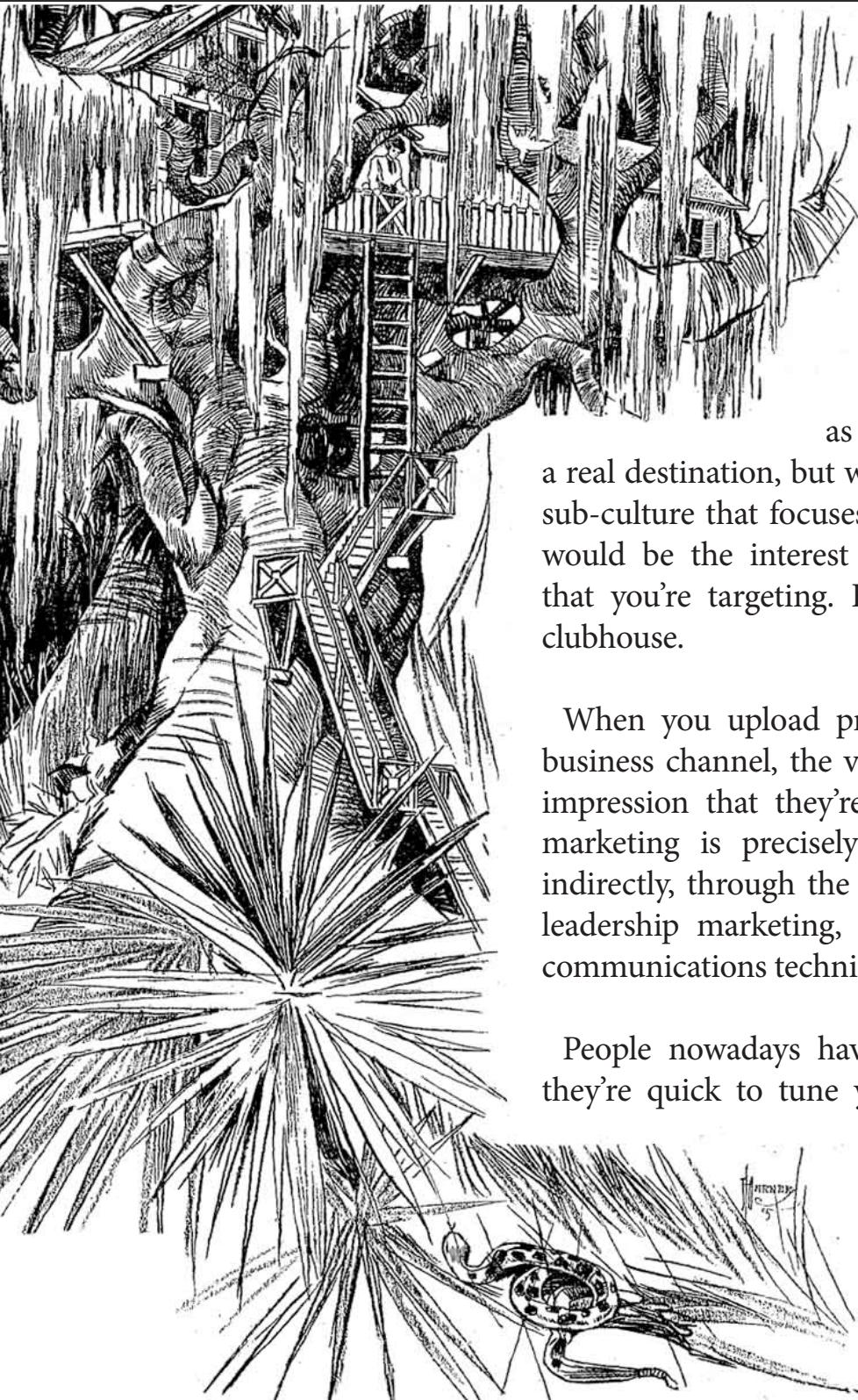
“Technological change is like an axe in the hands of a pathological criminal,” Albert Einstein once said. Those of us in the social media realm perhaps know what he meant.

Bewildering change continues to create uncertainty and confusion in the field of online marketing, putting intense pressure on businesspeople to stay abreast of the latest innovations.

Generate a sense of “place”, as if your YouTube channel were a real destination.

We spend so many of our waking hours in cyberspace, it can foster a feeling of unreality and alienation. That's why it behooves marketers to create a facsimile of the bricks-and-mortar experience. YouTube is one of your best bets to accomplish this goal.

Savvy businesses can set up YouTube “channels” that are de facto home pages of a web site, within which



each video becomes akin to a sub-page of the site. Name your channel with all of the thought and care that you would pick, say, the URL for your company's home page.

Generate a sense of "place", as if your YouTube channel were a real destination, but with the psychological feel of a sub-culture that focuses on a specific interest, which would be the interest of the consumers or clients that you're targeting. Fashion the channel as their clubhouse.

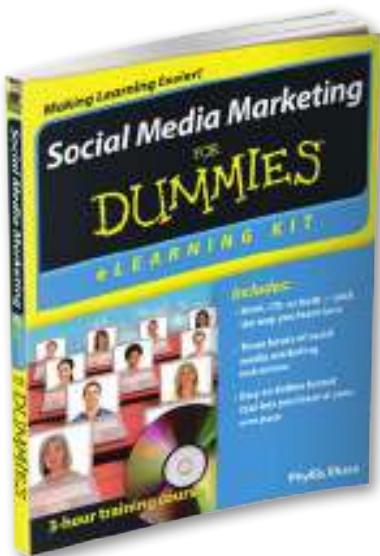
When you upload promotional videos onto your business channel, the viewers won't get the resentful impression that they're being "pitched". Of course, marketing is precisely what you'll be doing, but indirectly, through the back door. It's called thought leadership marketing, and it's the most persuasive communications technique around.

People nowadays have short attention spans and they're quick to tune you out, if they think you're giving them the hard sell.

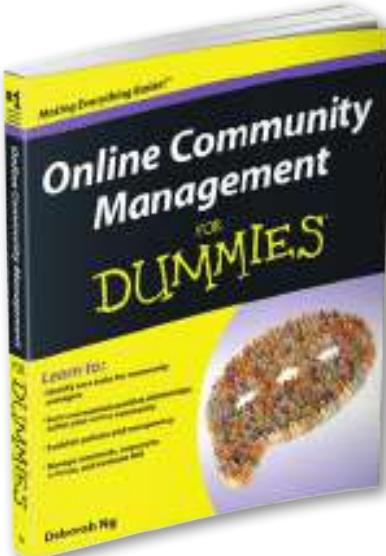
But create the impression that you understand and care about their unique needs and perspectives, and they'll love you forever. A YouTube business channel,

combined with Google's search engine clout, is a superbly effective means to achieve a deep sense of loyalty with customers.

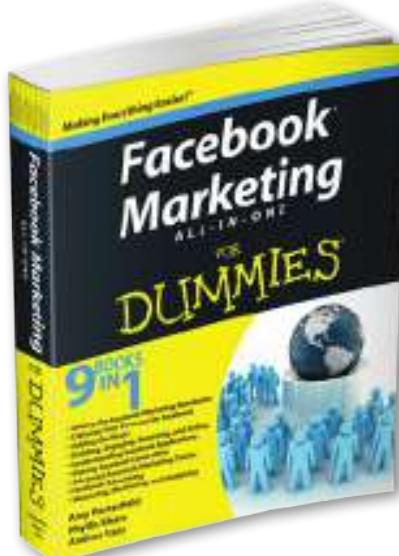
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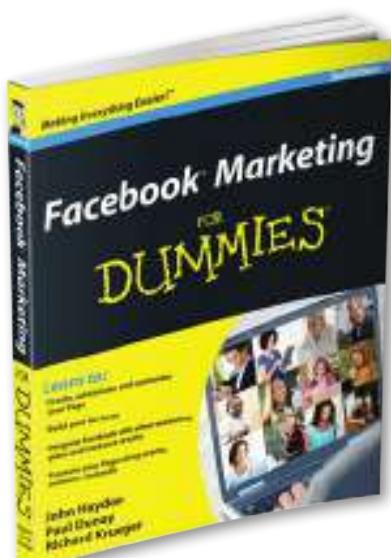
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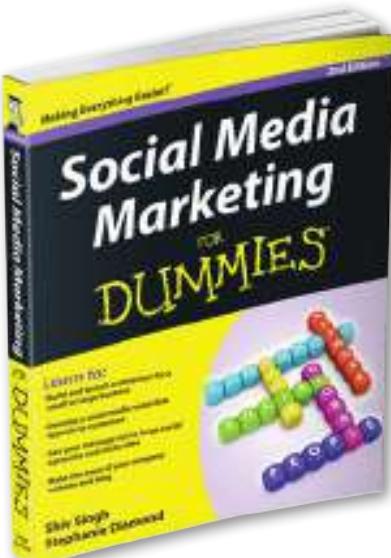
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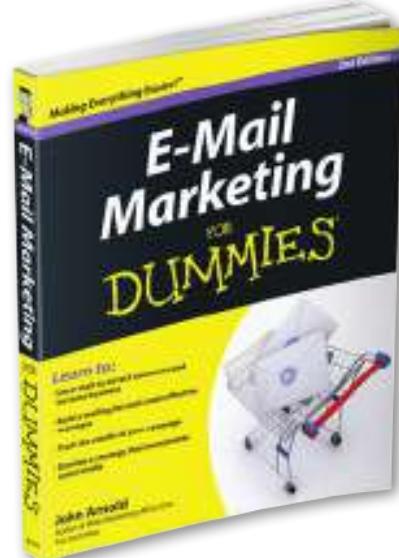
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Customers become loyal to you and your business only when they've benefited from a series of enriching experiences over a prolonged period of time. Loyalty isn't merely a rational calculation of dollars and cents; it's entails an emotional component as well.

How do loyal, engaged customers behave?

- They repeatedly buy your product and/or services.
- They forgive you if you mess up.
- They inform their friends about your wonderful qualities, through word-of-mouth.
- They aren't easily seduced by new fads, or by cheaper prices from competitors.

Loyalty should be your number one goal — and what better way to foster loyalty, than by giving people their own special place to hang out? How strong is loyalty?

A YouTube business channel is a superbly effective means to achieve a deep sense of loyalty with customers.

As a die-hard Red Sox fan, I had to wait an entire lifetime, before my patience was rewarded with a World Series win in 2004 (and again in 2007).

The social media lesson is clear: the best marketing plan is one that sets up easily traversed paths for building loyal relationships that turn people into rabid fans. Just ask any "Sawx" fan in New England. 



If your business doesn't have a YouTube Channel, you need to read this article and head on over to YouTube and create one.

WATCH THIS VIDEO...



About the Author



John Persinos is Editorial Director of GSG WorldMedia. You can reach him at jpersinos@gsgworldmedia.com.

John has enjoyed a long career in media and public relations. Notably, he served as a staff writer at *Inc.* magazine; a reporter at *The Orlando Sentinel*; managing editor at *Campaigns & Elections* magazine; publisher of the web site, [AviationToday.com](#); editorial director at Aerospace & Security Media; and a press secretary to a U.S. congressman.

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A black and white photograph of Mahatma Gandhi, wearing his signature round glasses and a white shawl. He is smiling and looking towards the camera. A blue LinkedIn logo patch is visible on the left side of his chest.

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Here's How Your Brand Can Play With The Big Boys
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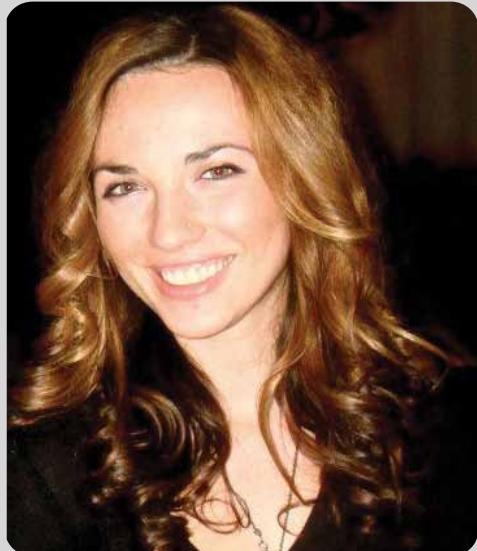
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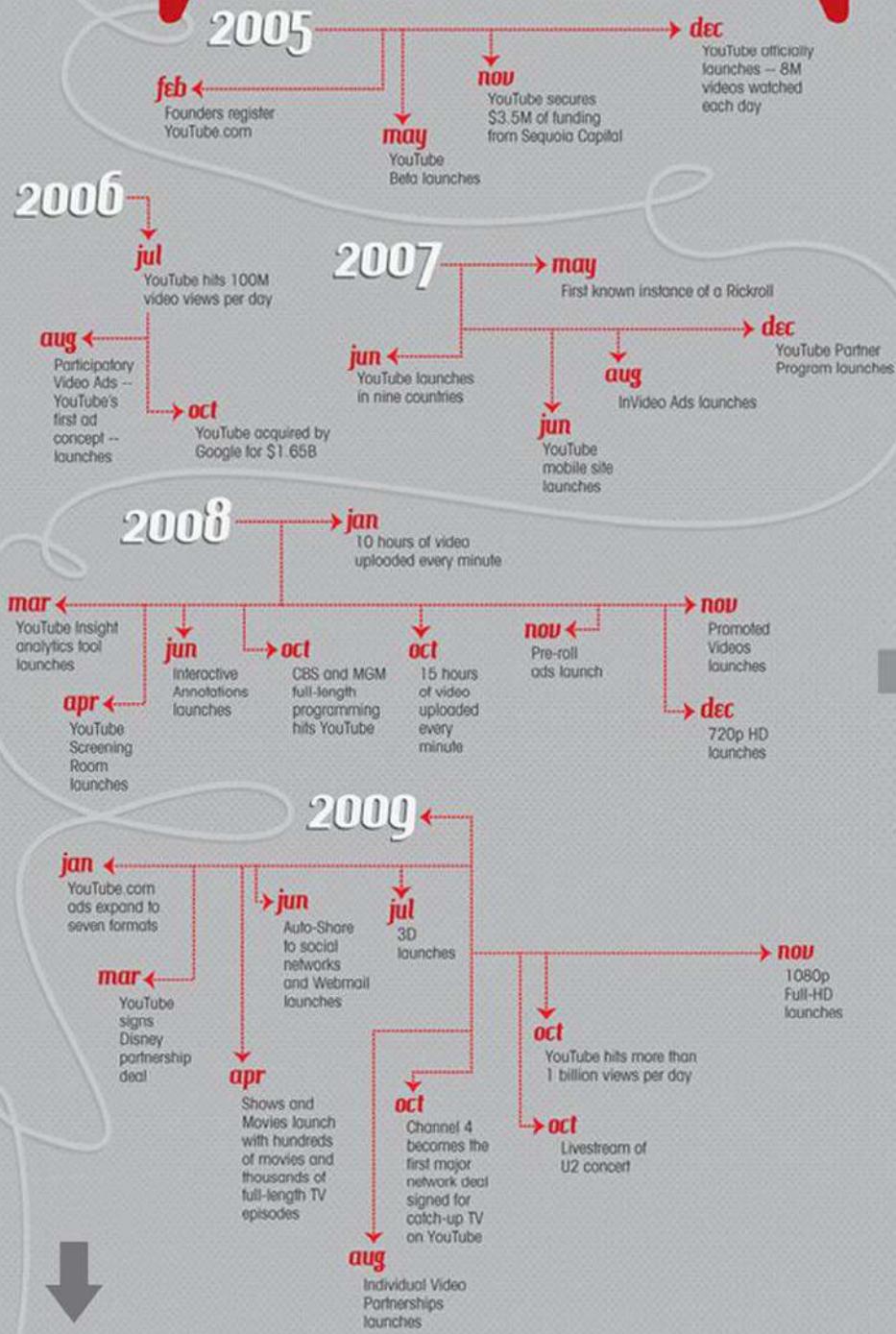


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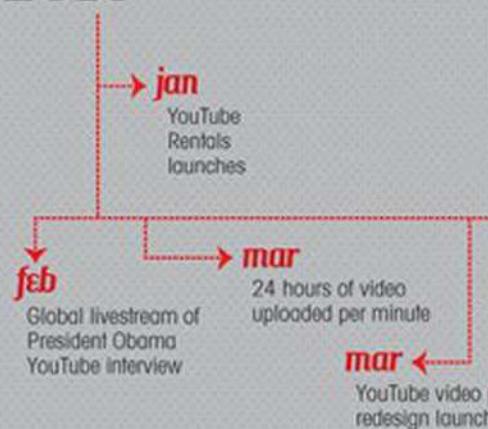
- CBS News, Brian Banmiller

INFOGRAPHIC

The History of Advertising on YouTube



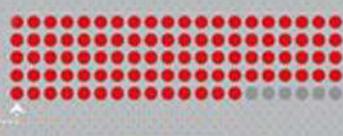
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10,000

TO DATE,

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RAPHIC

13 million+ hours of video WERE UPLOADED DURING 2010 & 35 hours of video are uploaded every 60 seconds

THE EQUIVALENT OF 150,000+ full-length movies IN THEATERS EACH WEEK

→ may
YouTube surpasses 2 billion views a day

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700 YOUTUBE REACHED OVER billion PLAYBACKS IN 2010

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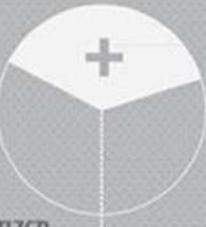
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MEETING OF THE SO

By **Frank Girard**

We interviewed some of the leading thinkers in social media today, including the foremost experts in how to leverage Google for your business. Their insights will enlighten, inform — and sometimes, astonish you.

As a business person, are you sometimes eager to get the best and the brightest into one room — the sort of people who ordinarily charge thousands of dollars for their expert advice — and just pick their brains, for free?

Well, here's your chance. From this "roundtable" interview, you'll glean practical advice on how to use social media, Google in particular, to enhance your bottom line, generate leads and engage with customers.

Frank Girard: Hi everybody this is Frank Girard. Welcome to the videocast. I'm with Hangout Roundtable and this broadcast is on behalf of the socialmediamags.com group, the Big G & Business, and we have today with us people from varied backgrounds.



SOCIAL MEDIA MINDS



To listen to the complete audio version of this interview, click the arrow. To get the unabridged hard-copy transcript of this interview, click the lightning bolt.



Our purpose of the call is to talk about Google+ from the perspective of forecasting the future, and also any appropriate references just to Google in general. So, first I want to go around the table and just give you the brief background about everyone.

We have Thomas Power, he's from the U.K., in California today, and he has something called the Ecademy, it's a fourteen-year old company [that] has half a million members, mainly with the purpose of business networking. And also, there's about 130,000 blogs connected into this network.

The next gentleman is Scott Allen. Scott wrote the first book on social media networking. It actually wasn't called that back then; [it was] called the virtual handshake. I've known Scott a couple of years and I have to tell you he's very knowledgeable at this and has some really interesting insights, as you'll see.

The next person is Sarah Hill...only has 300,000+ followers (chuckles) on Google+. She is a newscaster on KOMU television in Missouri and has kind of led the charge in terms of traditional media blended with television newscasting.

The next gentleman is Chris Lang. Chris has been in the Internet-marketing field for some time. He's in Arizona. He is

currently working on a book: Google+: an Hour a Day.

Frank Girard: What I'd like to do now is get people's views...kind of a brief view as we go around the table, of what you think the future holds, again with a focus on Google. And in terms of what you're experiencing now and what you forecast for the future. And, we'll start with Thomas Power. So Thomas if you could go ahead and share your thoughts on the future.

Thomas Power: Nice to meet you everybody. My feeling is that Google+ will finish this year on 300 million or 400 million users and following Facebook's IPO in May, they will acquire Twitter and rename it Facebook Light, and acquire LinkedIn, and rename it Facebook Pro and ...

(laughter from one of the guests)

Thomas Power: It's the only way they are going to be able to withstand the onslaught of the Google+ locomotive.

Frank Girard: Great, thank you very much. That's a very interesting forecast. I'd like to go next to Scott Allen. Scott, share [with] us at least your initial insights about where all this is going.

Scott Allen: I think Google is shooting themselves in the foot. I really do. They've



“The days of black hat are dead. You want to play that game? Go right ahead, and I guarantee you, Google will watch this closely for a long time to come. And...we'll see the usual Google slap down.” ~ Chris Lang



“My feeling is that Google+ will finish this year on 300 million or 400 million users and following Facebook's IPO in May, they will acquire Twitter and rename it Facebook Light, and acquire LinkedIn, and rename it Facebook Pro.”

~ Thomas Power

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done a couple of things. First of all, I love the interface, there's a lot of positive feedback that people have about the interface for Google+, and a lot of people really seem to like the usability of it. They've done one major thing wrong, in that they have been...it's one thing to say that they haven't opened up their API, that's fine, you know that takes time.

But they haven't done some basics, very, very basic things, like the fact that you can't get an RSS feed of your content off of Google+. And, that they're just now starting to have any way for you to post to Google+ other than directly in the native interface.

So what's happened is, the people who've adopted Google+ are initially the technorati elite who wanted to jump in and see it and who got hooked 'cause they liked it. And Google is targeting the enterprise, but they have basically disenfranchised the small business mill, because they've made it where it's another hassle, it's another thing to have to go do.

Now, then what they did is they said, all right, we've got to create some value, we've got to create some compelling reasons for small business people and power users to come do it. So then what they did is they started putting Google+, including results from Google+, into Google search results. This just happened within the last few

weeks and there's been a lot of buzz about it, and all the social media pundits have been saying, okay, hey, if you didn't want to go get on Google+ yet, you've gotta go do it now.



Google+
One Hour a Day
See Pg.40

Well, guess what? What's happening is people are saying, oh great, so we'll include social search results and that'll be a good thing for users and so on and so forth. But, what's happened are a couple of things. First of all, they're starting to realize that, gee, with sites like Fiverr, which is a place where you can go pay people five bucks to do all kinds of stuff, well, wow, guess what? You can gain search results through Google+ again.

On Fiverr you can get 600 Google+ likes for five bucks. All of sudden, Google has basically opened up their algorithms to gaming again. And, I've tested it. I have tested it; I've seen it. For five bucks, you can have a major influence on someone's search rankings by going and buying a bunch of Google+ Ones. They've opened themselves up to gaming there, and something that's supposed to be an improvement has actually ended up being a problem.

Now what they've done, and this just came out today, this is brand-new news

› today if you haven't seen it. You need to look up the "Don't Be Evil" tool. The Don't Be Evil tool is a play on the fact that Google has this idea of, one of their philosophies is don't be evil. That's their corporate philosophy.

What's happened is a coalition that's been backed by Facebook and Twitter has now taken this idea of Google's where they do the Search Plus Your World and they show Google+ results in Search Plus Your World and what they do is instead they show what would happen if Google had used the data from all the other social sites they had, like Facebook and Twitter, etc., when they are showing search results and how much better it would be.

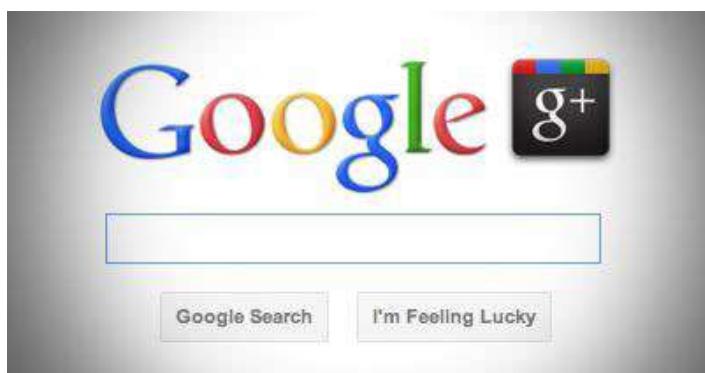
Basically, you've got the whole rest of

the social industry saying, Google, you're biased, and you're not playing fair, and we're going to think about it and we're going to show users in a big way what you're doing.

So, I think Google's missing the mark. I think they've got to open up. The biggest thing they've got to do is basically open up. Google must include search results from other sites and they've got to create an open interface.

If they do that, they'll get traction. Otherwise, I think they're in trouble. I think there's going to be some backlash.

Frank Girard: Very interesting. The only thing I'd like to say to counter it, I guess counter is the word...for the Average Joe out there who's not an Internet marketer,



"Google must include search results from other sites and they've got to create an open interface. If they do that, they'll get traction. Otherwise, I think they're in trouble."

~ *Scott Allen*

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➤ is do you think it's as much an issue as opposed to somebody who's really into Internet marketing?

Scott Allen: Yeah, I think it is. This all matters to the Average Joe business owner who's looking to use Google+ for marketing.

Frank Girard: Chris, now's a good segue for you, because Scott was talking about gaming with the search engines and getting Fiverr people, and you're heavily into Internet marketing. I wonder what your comment is on that.

Chris Lang: Yeah definitely, I'd like to respond to that. I think that it's really great to see Scott bring up those points, because I think that should be addressed right away. Scott made some great points. I look forward to a discussion between the two of us, possibly down the road here.

So let me just kind of jump into a few of my things and a quick response here since you asked. We played that game on Digg, Scott, four years ago. We used to pay for Diggs and we used to manipulate a lot of things. But, you know, the days of black hat are dead. You want to play that game? Go right ahead, and I guarantee you, Google will watch this closely for a long time to come. And once they have it figured out who everybody is, we'll see the usual Google slap down.

It comes every Christmas. I predicted this about social bookmarking in 2008, that 2009 would show us the social bookmarking slap down for all the automated crap, like you could go on Fiverr, etc. Scott, everybody is an IP address. Google knows who everybody is. Google knows who all the proxy servers are. You go pay Fiverr...you know where you're going to get pluses from? The Philippines. You know where you're going



“Google+ is essentially the world’s first face-to-face social network, and we are experimenting with broadcasting within this social network.”

~ Sarah Hill



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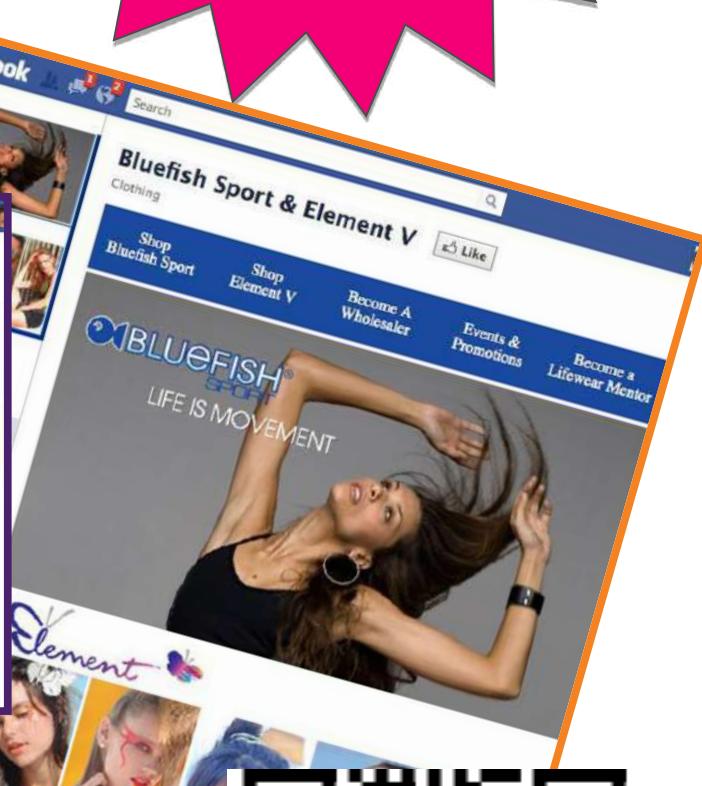
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to rank real well at? The Philippines.

Now, I don't know about all of you, but I don't sell anything from the Philippines. And Google will watch whatever kind of black hat crap people are pulling. They'll figure out who everyone is and they'll let it go on for a long time, so as many people that are gonna to do it will expose themselves, just like the buying link slap down in 2003, just like overstock.com — notice they've got a new domain now called .co? It's because they were buying links and Google let that go on until just about the right time when they were hitting the holiday season and they banned overstock.com from Google search results.

So, Google will allow whatever kind of spammer, black hat crap anybody wants to pull to go on for a very long time. And then you know what happens when you pull black hat stuff, Scott? All your stuff goes bye-bye. Let me advise anybody out there that's gonna do that, go make your money now. It ain't gonna last long and when your stuff all goes bye-bye, then you've gotta go set up a whole another spammer network somewhere else.

So, yeah, please go to Fiverr and expose

yourself as a spammer everybody, because Google will catch it, especially if they're really going to allow Plus Ones to alter search results. And that's after being through ten Google slap downs and going up in rankings every time, including the last Google algo update just a week ago. All my sites shot up from number eight in the top ten results to number twos and number threes.

My sales have doubled and my traffic know it.

I'm always pretty happy whenever a Google algo update favors me, because I don't play the Fiverr game and I'm never going to. We played that game on Digg... that was Digg, you know? You don't play that game with Google, where the big traffic comes from. Let the idiots do it, and you know what, we'll get rid of them. Let the spammers do it, we'll get rid of them. Let them play their game and expose themselves and we'll all say, bye to that kind of garbage in search results.

Google just went through a huge update with Panda and kicked hundreds of thousands of scraper sites out. That's



➤ a Google slap down. Expect the next one to deal with this kind of manipulation as well.

I'll get off my soapbox now, but, Scott, I look forward to our discussion. I want to hear your side of what I had to say. But, real quickly, let me make a couple of points. Three years ago, Paul Myers told me pay extreme attention to Kindle. It is going to become THE publishing platform for anyone creating eBooks. I didn't listen; I was too cheap to buy ISBN numbers. About four years ago, somebody told me, pay extreme attention to iPhone apps. I was a Microsoft user at the time; I bought a Microsoft phone. I didn't listen. Look what happened there.

These trends come around every three years. This is the result of the end of the next three-year trend, and the beginning of the new one, so...you gotta get onboard sometime and try something new or else, you just end up doing the same old thing, the same old thing, the same old thing. I'm always out to try new stuff. I'm not right every time; I'd like to think I am. All we can do is see how this plays out and give it

our best shot, and that's all you can really do on anything that's new.

Frank Girard: Thank you very much for the insight on that. I'd like to turn it over now to an interesting perspective on all of this. There's a lot of melding of traditional media and social media. Let's speak with Sarah Hill, who is a traditional newscaster at KOMU in Missouri, about her perspective on what's happening and what she thinks the future holds in her world. Go ahead, Sarah.

Trend

Sarah Hill: Well, this platform holds a bright future for broadcasters, because essentially for the first time we're able to see the faces of our audience. Google+ is essentially the world's first face-to-face social network, and we are experimenting with broadcasting within this social network.

For a long time, newscasters and news reporters have Tweeted with their audience behind the scenes of a newscast, during a press conference, during a breaking news event, but this technology here is a free satellite truck in the middle of a crowd sourcing tool, so we are able to bring our viewers on live with us, in real time, and ➤



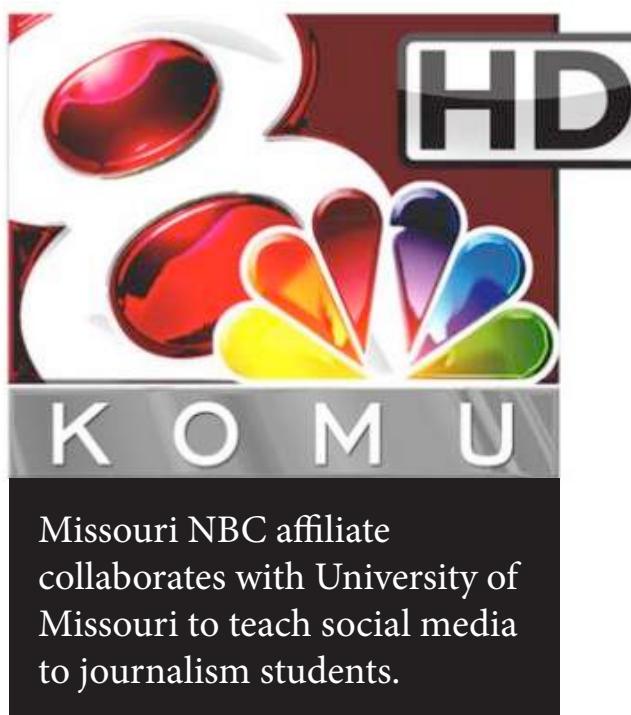
get not only the news perspective from them, but also bring them into the news conversation and they are sharing information with us.

So, essentially what we are doing at KOMU TV...we are the NBC affiliate in Columbia, Missouri...we're affiliated with the University of Missouri Journalism School...we're owned by the University of Missouri...people from all over the world come to study here, and we are teaching them this technology, because we think it has a bright future, as far as journalism goes.

We co-host our newscasts with ten different individuals from around the world, and they can contribute to the news conversation. No other technology has allowed us to expand our reach. We are talking daily with individuals from Scotland, from Germany. We had an individual on our show here in Missouri out on a cattle farm in the middle of Missouri from Pakistan today. We had an individual from Colorado on today.

This technology is bringing the world and

sitting it right up in front of the newscaster and giving you ability to hear your audience. We wear two earpieces during our show: one is to hear our producer, and the other is to hear the reaction of our hangout. For instance, we are reading a news story about President Obama giving the State of the Union or a child being murdered, and we will hear the hangout groan or sigh or say something in our



That kind of real-time feedback from your audience, and the ability to turn around during a commercial break or a sound bite and look at them in the eye and talk with them about what they just heard is a deep, deep, deep level of engagement. Something that we haven't seen on any other platform. This face-to-face connection, within the realm of a social network, has a lot of us broadcasters geeked out about the ability to expand our reach. **G**

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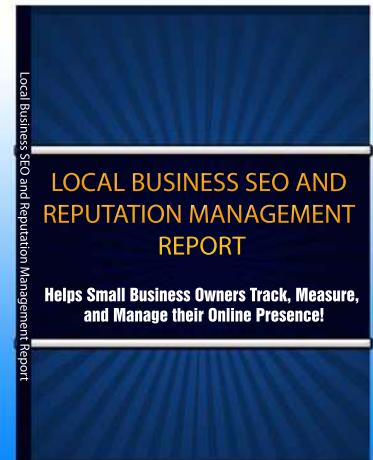
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About the Panelists



Sarah Hill is a nine-time Emmy award winning reporter and interactive anchor at KOMU-TV 8, the broadcast lab for the University of Missouri School of Journalism. She also serves as adjunct faculty for the J School. Sarah was the first news anchor to use a live Google Plus Hangout during a newscast.

Sarah's station built an interactive show around the concept of engaging with viewers face-to-face in a G+ Hangout. Sarah was the first journalist to use a Google Plus Hangout in a television newscast and continues to host her 4:00 p.m. newscast with a live, 10-seat worldwide cyber couch.

Follow me 

About the Panelists



Scott Allen is a true social media pioneer, helping individuals and companies transform virtual relationships into real business since 2002. He is coauthor of *The Virtual Handshake: Opening Doors and Closing Deals Online*, the first book on the business use of what we now call social media, and a contributor to over a dozen books on social media, marketing and entrepreneurship.

During six years as the *About.com Entrepreneurs Guide*, he developed a following of over 100,000 monthly readers and was a frequent honoree on lists of top small business and entrepreneurship blogs. He has recently shifted his attention from consulting, speaking and writing about social media to launch

NFN8 Media, a digital publishing company creating niche sites in the B2B arena.

Personal blog: <http://ScottSocialMediaAllen.com>

Google profile: <https://plus.google.com/104399067129937138163>

About the Panelists



Chris Lang, is the author of *Google+ Marketing: An Hour A Day*, coming in summer 2012, from Sybex, an Imprint of John Wiley & Sons. The book is be written to take businesses to the next level with Google+.

Before his online career began in 1999, Chris spent 20 years in the restaurant business as a chef and brick-and-mortar business owner. Chris strives to reach out to his readers and followers personally, just as he did before businesses became virtual.

Chris remains committed to the online community that has fostered his personal and professional growth. He has written scores of articles on Google+ and the latest innovations in social media.

You can learn more about Chris Lang, get sneak peeks from his new book, and discover breaking Google+ marketing news, at www.GplusKnight.com, [www.plus.google.com/107656088609554509650/posts](https://plus.google.com/107656088609554509650/posts)

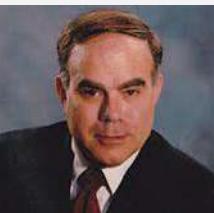
About the Panelists



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Thomas Power is Chairman of Social Business Network Ecademy, founded in 1998 with Penny Power, now with 600,000 members. Thomas is a Networker, a Matchmaker and a Dealmaker who hunts constantly for new technology and business models that can improve business performance. Thomas is chairman of a number of companies, has published seven books and is an active public speaker. Thomas is married to Penny Power and they have three teenage children and two dogs.

About the Moderator



Follow me

Frank Girard Frank Girard is an author, marketing consultant, copywriter, and pioneer in the use of Internet video. He has written copy for and provided marketing consulting services to hundreds of companies including *USA Today*, Vytra Healthcare and Demand Studios.

Frank recently launched a website to harness the power of Google+ Hangouts called [HangoutRoundtable.com](http://www.hangoutroundtable.com). Hangout Roundtable programs about marketing and technology are syndicated worldwide across social media platforms, 20 video web portals and as podcasts.

Jay Abraham trained, one of Frank's specialties is finding hidden marketing assets in a business and turning them into ongoing streams of cash. He has helped hundreds of businesses worldwide improve their marketing. Frank has authored three eBooks: *How to Succeed as a Freelance Marketing Consultant*; *101 Questions and Answers about Internet Marketing*; and *Viral Video Marketing*.

<http://www.hangoutroundtable.com>
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In 1992, he was selling hats on the street. Now, he co-stars on TV's most runs a billion dollar business and advises everyone from record companies and venerable East Coast universities — all on how to improve their brand.

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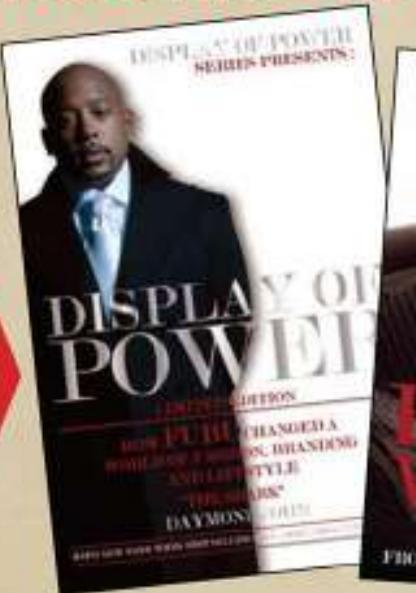
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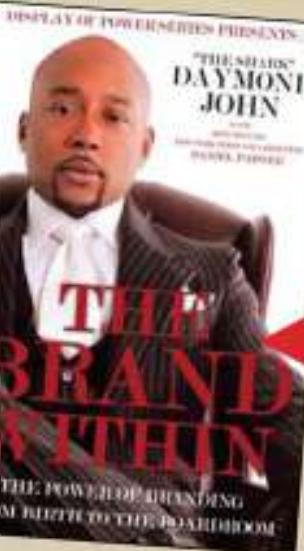
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Perhaps even better for your long-term success, Daymond will send you regular, case study updates and his rather ingenious observations -- overflowing with stimulating ideas and strategies to build on what you'll read about in his books. This is a collaborative gesture between Daymond John and social media magazines so your business or career will prosper.

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GOOGLE PLUS

By **Melanie Dodaro**

We chatted with Chris Lang, the influential social media expert, on the most time-efficient way to use Google+ for your business.

Google+ has been steadily gaining in numbers, with the latest statistics revealing over 90 million users. Although those numbers pale in comparison to the social behemoth that is Facebook (more than 800 million), those early birds who joined the Google+ race certainly got the worm.

Chris Lang is one of those early birds. He has emerged from relative obscurity to become a dominant figure on Google+, with over 20,000 followers that were garnered in about six months.

Despite a quiet presence on other networks, Lang had been very active with Google for several years. He gained early exposure by breaking the news on his blog in 2008 that Google would become a social network. His groundbreaking work helped him gain the attention of publishing company Sybex, which asked Chris to write the forthcoming book ***Google Plus Marketing: An Hour A Day***, scheduled for release this summer.





MARKETING IN

Chris kindly agreed to the following interview session, on how to make the most of Google+ for your business.

Melonie Dodaro: You've been really active on Google it seems.

Were you active on any of the other social networks like Facebook, Twitter and LinkedIn?

Chris Lang: None of those really ever did it for me. When I first saw Google+ I was like, "What the heck is this? A wall site? After three years of waiting?" And then I realized that things like Hangouts and the cleanliness of the site, the lack of distraction, the fact is that there is a ton of conversion and a ton of engagement to be had there.

What most people forget about is that your following is saved in your Google Gmail contacts. We've all heard the horror stories of Facebook accounts being disabled. Well, you can backup the contacts list from your Gmail contacts and that list is yours, you own it. It's like having an email list.

Let's say I decide I don't want to use my Chris Lang profile anymore and I want to move it to another one. I can save all my contacts from Gmail, create a new profile, move all the contacts there and there's my circles from all my people right back where they belong.

Just some simple permissions here and there and you can come right back online. That's what you can't do with Facebook, that's what you can't do with Twitter. In fact, they don't want you to export your stuff so you can use it off their site. Google+ is a lot more business friendly. I feel it's the proper place for everybody.

Melonie Dodaro: Yeah, those are some tremendous features. So how much time a day are you dedicating to Google+, specifically for growing your following and engaging with them?

Chris Lang: Well, because Google+ has become my big focus with the new book from Sybex, I spend a lot of time there. I've always indicated you can't be on all the social networks and I've always told people that you really need to make one your home and make the others more of an aggregated system.

Melonie Dodaro:

So what do you think the advantages are that Google+ has over the other big four social networks?

Chris Lang: Absolutely nothing except for the fact that your competition is not on Google+. Everybody's on Facebook, everybody's on Twitter. When you bring



value to the people that follow you in your market and in your niche, you very quickly become the dominant user in their stream on Google+ and you end up in the circles where very few people are. You become a value added commodity rather than just another person that's trying to sell them something.

**Chris Lang
has emerged as a
dominant figure on
Google+, with over
20,000 followers.**

Melonie Dodaro:

Where do you think the niche for Google+ will be? LinkedIn, for example, is great for professionals and Facebook, in my opinion, is best for keeping in touch with family and friends. Do you think that Google+ is going to carve itself a niche in the social networking community?

Chris Lang: I believe that Google pages will see some unique features piled on for

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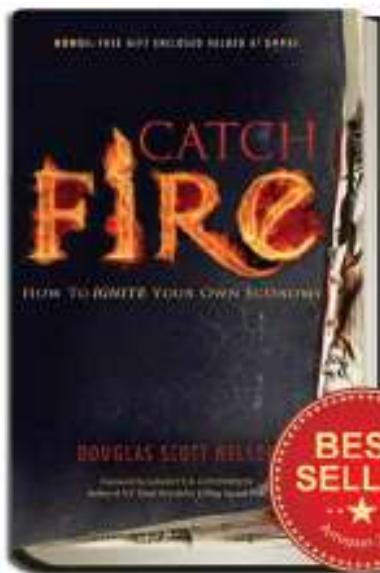
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“Google+ is a lot more business friendly. I feel it’s the proper place for everybody.”

~ Chris Lang

- each type of page and unique tools for businesses will be supplied uniquely to pages and for that type of business. The first one that we feel will be developed are new tools for local businesses. We've been predicting for quite a while that local pages on Google+ will either replace places pages and maps or integrate with them highly. I myself am hoping for complete replacement.

Melonie Dodaro: Interesting. Yes, Facebook has been widely criticized for the way that they handle Facebook

business pages, but I think that you know there's a lot of talk about Google+ being a lot friendlier to businesses, especially with the increased search engine rankings when you have a Google page for your business. It'll be interesting to see what happens there.

Chris Lang: Since the very early days of Google profiles, when we created one of the first ones in 2008, the only one I could find earlier than ours was Robert Scoble and even going back to 2008 your Google profile back then ranked highly under

your name and we're not yet seeing pages rank highly except for major brand pages under their brand name.

When we start to see local pages replacing places pages listings, it will be the first big integration, because Google is all about local search, especially with the indirect platform. That's when we'll start to see true page implementation.

Melonie Dodaro: What features of Google+ do you think have great potential for business use?

Chris Lang: Hangouts are the killer tool and we've seen a lot of people make some big inroads already using hangouts.



Lynette Young of the "women of Google+" is one of the first to really do this well. She has a Monday night show where she doesn't really interview another authority, she hangs out with them, and you get to see a real world conversation.

We want to see what you look like. We want to make that connection through the browser, not to mention it's free.

Melonie Dodaro: What are a couple of the most important tips for anyone getting into Google+?

Chris Lang: Number one, of course, is to use a nice high-resolution picture because that Facebook thumbnail just isn't good enough anymore. Google+ allows you to upload 12MB high-res, professional headshots.

You need to craft your About Page very well and the About Page is completely misunderstood. It should not be about you, it should be about what kind of value you're going to deliver to the people that are either considering following you or that are in your target market.

Brick-and-mortar businesses should put a coupon on a page. It's the number one reason that anyone follows a brand in the last two years on Facebook. 60% of all people that follow a brand on Facebook want a coupon from your brick-and-



venues and apply those to exact feature points within Google+ and that's what makes me unique.

I'm an average, everyday guy. Trying to translate what works for someone famous may not work for you, because the big famous people are a hit no matter what they do. Seth Godin can write his blog on toilet paper and I'll read it. However,

what works for them doesn't maybe work for the brick-and-mortar business or the average person like me, or the person that really has a business to run and can't spend all day on Google+.

They need to make the right move, the first time, and convert and know that it was exactly the right move and never look back on it and think they made a mistake. Testing and tracking and measuring is incredibly important. When you know how to use testing and tracking and measurement, then you allow yourself not to worry about what you did right; you can find out what you did wrong and never do it again.

➤ mortar business or from your online brand that they can use in a store.

Give the people what they want. Always fill out that About Page and make it about your visitor. Give us a nice, big and professional headshot. If you can't afford a private photographer, go down to Sears and for \$69 you can get a professional headshot taken. The Facebook pixilated image that most people have uploaded is easily the number one thing that turns me off right away.

Melonie Dodaro: What kinds of topics are going to be addressed in your upcoming book?

Chris Lang: We plan to bring a translation of the marketing tactics that are used to make millions online in many different



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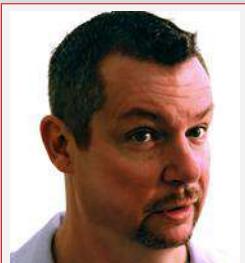
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networks and it does vary from social network to social network. It's true what you said: Each person needs to have a unique strategy that fits their model.

Chris Lang: And you need to try some new things, too. Make sure you craft content for the particular place, and find your home online. 

About the Interviewee



Follow me 

Chris Lang, is the author of *Google+ Marketing: An Hour A Day*, coming in summer 2012, from Sybex, an Imprint of John Wiley & Sons. The book is be written to take businesses to the next level with Google+.

Before his online career began in 1999, Chris spent 20 years in the restaurant business as a chef and brick-and-mortar business owner. Chris strives to reach out to his readers and followers personally, just as he did before businesses became virtual.

Chris remains committed to the online community that has fostered his personal and professional growth. He has written scores of articles on Google+ and the latest innovations in social media.

You can learn more about Chris Lang, get sneak peeks from his new book, and discover breaking Google+ marketing news, at
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About the Interviewer



Follow me 

Melonie Dodaro, of Top Dog Social Media, is passionate about social media and helps her clients who are typically small business owners and entrepreneurs to use social media marketing to boost their visibility, attract new customers and increase their revenue. Melonie and her team create and implement social media strategies for their clients, taking the frustration out of social marketing. Many of her clients enjoy all of the benefits from social marketing without having to do any of the work themselves. To learn more about Melonie, visit her web site at <http://TopDogSocialMedia.com>

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HARNESS THE FEROCIOS POWER OF SOCIAL MEDIA!

By Jichél Stewart

Here are 10 action items that will help you tap into the raw marketing energy of Google+ and other social media.

Social media started as a way for people to connect and share. Over the years, it has become a powerful, transformational force in people's personal lives — almost like a force of nature.

And businesses have not stayed away from utilizing its reach and potential to affect buying decisions. They have used it to build awareness about their brand, to educate existing and potential customers, to build thought leadership, to create and

manage online events, and more.

All these efforts have been geared towards creating more sales and profits for business. But not all stories have had happy endings.

Many strategies have fizzled out without profits, in spite of all the fanfare and likes. And many efforts could not even be called strategies but were just disconnected and sporadic initiatives. Though reasons for failure are many, they can be categorized into seven main areas:



- 1. Many companies jumped into the fray because it became the popular thing to do or it looked appealing to be an early adopter in a new industry or to sell product. There was little or no clarity on what they wanted out of it and what were they willing to do to get that.
-
2. At many other companies, social media was not part of any corporate strategy, but merely a tactic initiated by the marketing or the IT department. Top management was missing, so when tough decisions had to be made, social media was the first to be cut.
-
3. There is no free lunch, not even online. Individuals invest their time and knowledge to build their social networks and companies have to invest resources at some time or another. As this sunk in and in the absence of tangible benefits, management withdrew their support for social media.
-
4. In the online world, content is the king! If you have nothing to offer the readers, they will move on to another more interesting page or site.
-
5. Marketers put a lot of effort into creating interesting and attractive content but forgot to check if it appealed to their target segment.
-
6. Even for very successful campaigns, the company website lacked any direction for the incoming customer. So, there was traffic but no conversion.
-
7. Most of all, the practitioners of social media marketing forgot that it is not a host of short-term tactics or marketing gimmicks, but a long-term, transitional, committed effort. Every online presence is your businesses' social imprint and that must be safeguarded and nurtured forever. Lots of businesses have made the mistake of leaving their pages unattended and when there they failed to generate immediate benefits. This can cause more damage to the brand in the long run.

Your 10-Point Strategy

First of all, businesses need to understand the potential of online initiatives to influence and direct consumer behavior. Once they agree with that in principle and can envision its positive impact on their business, they need to realize that it is a business strategy just like any other.

Social media requires more than flashy launches and snazzy content to sustain and



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YOUTUBE'S BEST KEPT SEO SECRETS p44

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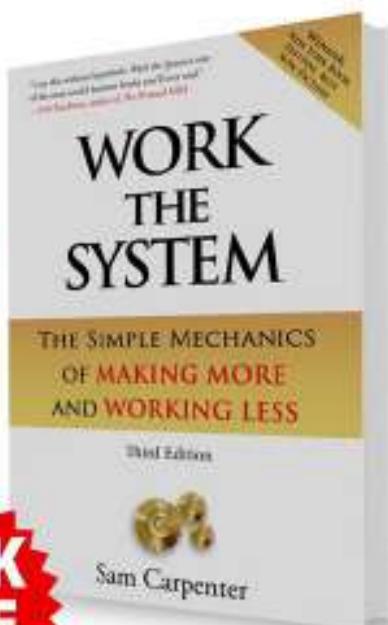
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reap the benefits of online efforts.

Here is a 10-point strategy that can help any establishment make the most of its social media presence:

Point 1: Commit Top Management to Buy-in and Control

Online marketing can elevate your brand and your social media presence is as much a part of your image as your brand, goodwill and advertising. A poorly managed social media presence can do as much harm as bad advertising or customer dissatisfaction.

Because social media marketing, when done correctly, can be transformational in nature and can yield huge improvements for the owner or top management of a business, you need to get involved in all the efforts early on. Policies need to be drawn and implemented so that nothing goes online that you would not put on your corporate brochure.

Point 2: Define Clear Social Media Goals and Objectives

As quoted by Sandy Carter in *The New Language of Marketing 2.0*, “Every company needs to have forward-looking insight to compete in today’s 2.0 world. Whether it is exploring pools of profit, the competitive landscape, client needs, or the wisdom of crowds, companies need to see the world for themselves. Seeing the world

today involves multiple perspectives and requires not just data but insight from multiple angles.”

Why do you want to go online? Is it to create brand awareness or to educate and retain customers? Is to create traffic inflow into your website or is to become a thought leader in your field?

Whatever you chose, it has to be a clear and written objective that will drive all online communication and interaction and tie into your overall company goals. Anything out of line with this, however lucrative, has to be ignored for a focused and profitable venture.

Point 3: Earmark Clear Finances for Implementation and Expansion

Once you are sure you want to go down this transformational path, annual and monthly budgets should have provisions for investment into this area. The investments could be into buying server space, online expertise, latest software and hardware or to upgrade existing sites in line with the social initiatives. Budgets need to be flexible for any future growth and expansion in these efforts.

Point 4: Assign Dedicated Resources

Just like traditional marketing, social media marketing also requires a dedicated department with a single expert or a team of many. You may decide to use

the services of a vendor, but an inside, one point contact is still important to identify and assign. Ensure they have control over financial resources and day-to-day decisions regarding social media planning. This will give them freedom to capture the right moments in the fast changing online universe. But they need to be clear on what is acceptable and what is not via social media corporate policy.

Point 5: Create Continuous Engaging Content

Social networking is as much about information sharing as about product selling. Engage, entice and capture your customers with content that interests and informs them. And give them a space to express their views and you will never be short of testimonials. Besides being attractive to the low-attention online audience, the content needs to be SEO ready to bring prospective customers back to your website. Employ the services of experts to acquire such content and keep it circulating.

Point 6: Identify Your Audience and Social Media Vehicles

“Creating appropriate content to develop a lasting relationship over a long sales cycle is possible only when an

organization knows the buyer personas well and understands the sales process in detail.”

~ David Meerman Scott, *Marketing Products with Very Long Sales Cycles, Web Ink Now blog, 2009*

Who is your target audience online? Are they the same as the offline audience? Once you have answered this and identified the group you want to target, you need to identify what will help you get to them.

You must determine whether Twitter is more acceptable, or the powerful combination of YouTube and Google +.

You can reach them through blogging, micro-blogging, commenting, social networking, online video, presentation and document sharing, widgets, bookmarking, photo sharing, podcasting and social CRM. But you need to ascertain whether they are following certain blogs or are flocking to, say, Google+ pages. You must determine whether Twitter is more acceptable, or the powerful combination of YouTube and Google +. A little research can help you design your offerings so that they reach the right audience at the right time.

Point 7: Prepare Your Company Website and Blog for Social Media Integration

You have generated heavy traffic from your efforts and they are visiting your site,



in droves. Now what? Is there an action that can help convert them into customers from prospects? Is your site telling them what to do next? Are you capturing their information somehow for future use? A “yes” on all these will mean you are moving in the right direction as well as monetizing your social media efforts.

Point 8: Prime Your Buying and Selling Process for Social Media

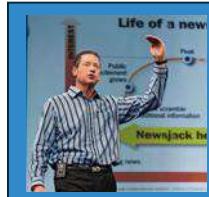
The main objective of a business is to make money. So, unless the traffic to your site is getting converted into dollars, it is of little or no use. Demand

patterns online may vary from offline ones and you have to gear your buying and selling to handle the same. For example,

online customers may require a greater number of small orders, unlike offline customers who require fewer large orders. Evaluate your infrastructure to manage such changes for best returns.

A poorly managed social media presence can do as much harm as bad advertising or customer dissatisfaction.

should include strategies that cover how you will LISTEN | ENGAGE | CONNECT | CONVERT.



Great Scott!
See Pg.72

Point 10: Monitor the Analytics; Report and Measure Continuously

“As control of a company’s marketing messages—and, indeed, its very brand image—continues to migrate from traditional media to social media, it has become imperative that companies not only pay close attention to how they’re being perceived in online conversations but that they also take appropriate action, based on the insights

they glean. In many cases, their future depends upon it.”

~ Jeff Zabin, *The ROI on Social Media Monitoring: Why It Pays to Listen to Online Conversation*, Aberdeen Group

You have to get ready for the long haul, because online presence is forever. Nurturing your brand on the World Wide Web is as important as making that first foray. Also, like any other process, it will reach its peak and flatten out unless given the next nudge. Someone needs to be monitoring that and providing the required impetus at the right time to take

Point 9: Document a Detailed Implementation Plan and Be Firm

All the information and planning is of no use if it can’t be communicated down the line right to the first point of customer contact. You must have detailed and firm plans about which outline activities as well as finances will help bring all departments in line with your online efforts. Your plan



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it to the next level. Google Analytics is a great place to start, but investigate other means of gathering and interpreting metrics.

You may have failed once or never tried business on the Internet before. You may have gone all over the web and not found any customers. You may have a lot of traffic but no sales. Or worse, you may have an online presence that has started to erode your brand value. Whatever the case, a strong, well thought out and well-financed plan can help salvage the situation, letting you reap benefits of this worldwide phenomenon.

“Social media challenges nearly every assumption about how businesses should communicate with their constituencies. The most important change to understand and to accept is that those constituencies now have the

capacity to talk – to each other and to the businesses they patronize. In the past, those conversations have been limited to groups of at most a few people. Today, they are global and may include millions of voices. Once a shift like this occurs, a lot of change happens, both predictable and unforeseen.”

*~ Courtesy of *Secrets of Social Media Marketing*, by Paul Gillin*

Social media is not something you can ignore or take lightly. It has the potential to reap immense benefits as well as wreak havoc on traditional businesses too lazy or proud to understand it. It requires a strategy and a planned, thoughtful approach to make the most of this new platform. This 10-point strategy allows you to tap this torrent of marketing power. G

About the Interviewer



Follow me 

Jichél Stewart is passionate about helping businesses succeed from their online efforts through strategic planning and implementation. A thought leader, she specializes in guiding companies to take transformational steps to grow their brand by generating more leads and customers through social media, mobile marketing and SEO. She is the author of [Just in Time Help for Small and Mid-Sized Businesses to Thrive in a Digital Age](#), and manages [In Digital Demand](#), the blog for DigiStream Media, where she is CEO.



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How to Start Using Google+ for Your Business Before it's Too Late by Brad Smith



You Can't Ignore Google Plus Anymore

Whatever your friends or online buddies tell you about Google Plus, you have to go and find out yourself.

Google Plus may have fewer users than your other social media sites, but the numbers are getting there. Sooner or later, Google Plus will achieve its superstar status (if it hasn't reached that yet), and before it's too late for your business, you should create your profile or page as soon as you can. Or if you have one already, do your business on it the right way.

Here are the features and the ways you should be using Google Plus, according to Brad Smith:

Search, Plus Your World

The buzz has been around the web recently, and it has social media people divided: Google is integrating your social graph into search. That means search results are personalized. The good news for you if you're on Google Plus is that the content coming from you that's getting lots of shares and attention will probably pop up in somebody's search results.

Try and Google "Search, Plus Your World" and see if you can find articles that tell how you can take advantage of this new feature.

You'll find there are lots of people talking about it and adopting to it pretty well.

Run an Exclusive Promotion

As you know, you can't run a direct promotion on Google Plus. But you can link to it if it's on your blog or website or another social network.

Google Plus is a great network to spread the word about campaigns and promotions. People are genuinely interested and they'll be talking about it with their own circles (their friends list). And get ready too for comments and questions from your own closest audience.

Video

The good news is that YouTube is fully integrated with Google Plus. It's easy to upload and share videos to your circles. And with the myriad of video creation apps, you can customize your video to fit the message you want to get across.

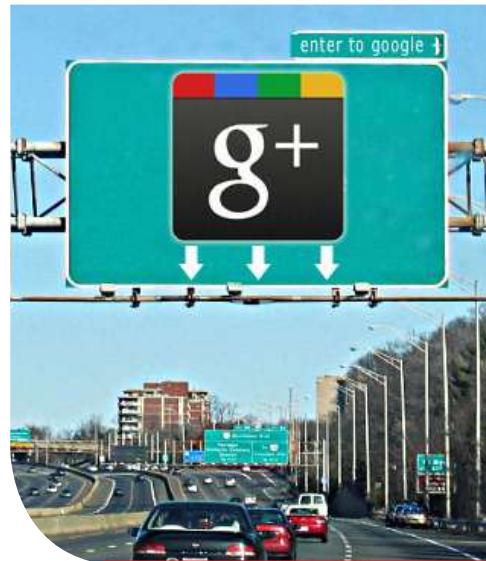
But what kind of videos should you create? Brad suggests these ideas:

- 1. Video tutorials.** If you have a complex product or service, make a video teaching your customers and potential buyers about how it works. You can



appear in your video or shoot your screen while you use the product.

2. **Weekly industry news wrap-ups.** Reading news lately? Relay the news and trends to your audience via a video of the hottest topics in your industry or niche.
3. **Testimonials and case studies from customers.** Good products make happy customers, and happy customers can make a convincing video. Ask your customers to provide video feedback, and be sure to ask them how your product or service specifically changed their ways.
4. **Interview staff and show company events.** Show your audience that actual people run your company or make your product. Interview employees or shoot company events and let the online world take a sneak peek in your company.



Run Focus Groups with Customers

Use Google video hangout to gather your customers or friends into a video conference via Google Plus. You can talk about the hottest topics in your niche or how to improve your product or service.

Google Plus Is Now Essential

With the many ways to use Google Plus, it has become a truly essential business tool. Don't be fooled by the simplistic layout. It is built to help you implement your social media plan better and more effectively.

Get More from Google Plus: Tips, Tricks, and Extensions for Your Local Business by Tamara Weintraub

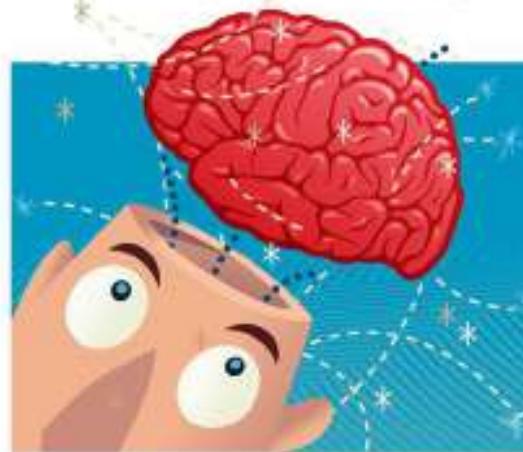


The Google Plus Arsenal of Features

Google Plus business pages have been running for several months now and very few articles and testimonials will truly say how you can get it to full throttle. And so Tamara Weintraub lists this handful of tricks and tips on how you can optimize your Google Plus

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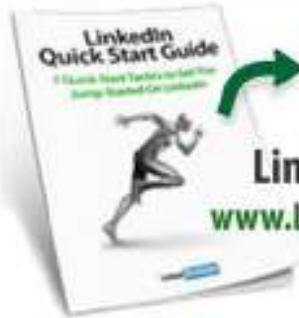
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page, to get your marketing efforts roaring.

There are four areas where you can direct your attention: profile page, posts, notifications, and page management. These Google Plus components, when used properly, can bring good results for your business.

- 1. Optimize your business profile for SEO.** Use target keywords when writing your business description and other fields. Notice that short text that appears below a business name when hovered over by the pointer? That's the meta description that appears on users' feeds, so remember to write a short, one-liner description that immediately describes what your business is.
- 2. Do something creative with your photos.** Some big brands on Google Plus use a series of photos at the top of the page to show a panoramic image. One news company uses the photos to showcase their anchors.
- 3. Create a vanity URL.** You'll notice that the URL of your profile page is made up of a long string of characters and numbers. You can use Gplus.to to shorten it and make a vanity URL, so it will be easily remembered and used on business cards and other marketing materials.
- 4. Edit an existing post.** Oops, misspelling! Don't worry. Google Plus lets you edit or add to your existing



post. You can't find that in other social sites.

- 5. Share posts to other social networks.** Google Plus does not let you share your posts to other social networking sites, but there is one Google Chrome extension that creates a "Share on" option on your Google Plus page. It's called Extend Share. But be sure that the posts you're sharing to other sites are relevant to your readers, followers and friends there.
- 6. Add basic formatting to your posts.** Give emphasis to a certain word or words in your posts by using these shortcuts: use the format *text* to bold, _text_ to italicize, and -text- to strike through a word or phrase.
- 7. Share a post privately with someone.** Tag an individual in your post and hit "Share." That post will appear in that

person's feed. It works as private messaging and does not bring you away from your newsfeed.

- 8. View notification count on Chrome.** Another Chrome extension helps you track the number of notifications you have on your Google Plus profile while browsing the Web. The extension is Notification Count for Google Plus.
- 9. Manage multiple Google Plus accounts.** Having a personal Google Plus account and a business page is a hassle if you can't switch between these pages easily. If you have these two kinds of pages, click the arrow to the right of your profile picture and name (which appear at the top left corner of your homepage). Click on the account you want to manage and switch easily by going to the same place.

Manage Google Plus from your mobile device. You can't sit in front of the computer all the time. Be sure to install the Google Plus app on your mobile device, smartphone or tablet. Keep up and upload content on the go.

It's Starting To Look Like Google + Is Essential For Your Business by *Amy Porterfield*



Four Ways Google Plus Wins the Race

Ten million in 16 days. That's the feat of Google Plus when it started last year. And people and companies and brands flock to it as good measure for their business.

Now that the smoke has cleared, and that Google has been on the hot seat for integrating its social network into search results, is Google Plus still a good choice for your business? Is it winning the race against Facebook?

You could come to that conclusion. Google has many of the products that we now use online: Gmail, Search, YouTube, and even Android for smartphone users. Social network is their latest product and they made it sure that it plays well with the other toys. And with this association, Google Plus may truly be a good tool for business.

Amy Porterfield cites four ways why Google Plus is different, or even better, for business.



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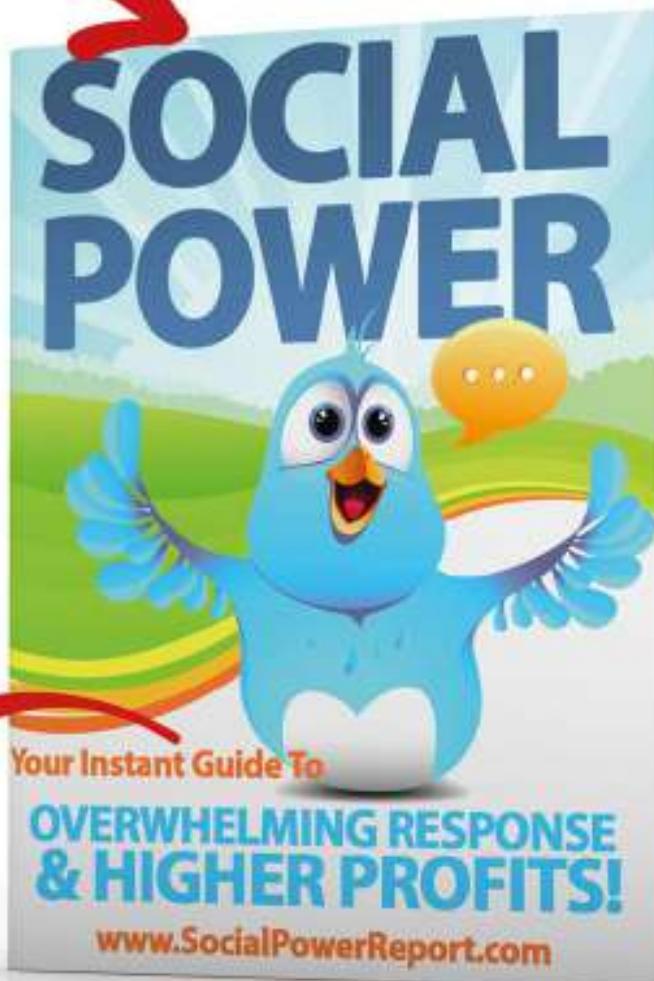
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- ➡ Myth #2: Social Media Marketing Is Tough
- ➡ Myth #3: Social Media Is Only For Young People
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1. Personal search has major traffic implications. Be active on your Google Plus page and this has a big effect on your web presence, including search rankings. The now ubiquitous +1 button that appears to Google-logged-on users and on the Chrome browser will make sharing easy. Active sharing on Google Plus makes you noticeable. The more content from you that gets passed around will likely to appear on search results when a potential customer looks up one of your keywords.

2. Hangouts build relationships in real time. Google Hangout is free. It's easy and very mobile. You set it up right in your Google Plus page and invite people in your circles right there in your page as well. Participants come in and out without hassle and depending on your moderation, everything good for business can happen. Google Hangout fares far better than paid webinar services. What more can you do with these Google video chats? You can chat with your team wherever they are, conduct live Q&A sessions with customers and product users, present product demos, host a customer service platform, run focus groups and group trainings.

3. Circles are still Google Plus' best idea. Circles are about including your friends, not excluding them. Create



circles based on how you categorize your audience, and then you can choose who gets to read your posts. You can also tag one person and have a private message exchange right in your home stream.

4. Conversation and content-sharing opportunities are everywhere. Look at your stream and good content is everywhere. The best contents are labeled What's Hot and you can just see the comments and conversations. What commonly jumpstart conversations are posts with a personal touch. Take Guy Kawasaki and Chris Brogan, for example. They post personal interests and people jump in to comment and reply to other people's comments.

When it comes to growing or keeping your business afloat, Google Plus presents you with a wide array of options to get social, broadcast your expertise and come face-to-face with real people in real time.

GREAT SCOTT!

THE "N
OF SO

By **Penny C. Sansevieri**

In this exclusive interview, bestselling author and popular public speaker David Meerman Scott imparts great advice for getting the best business use out of social media.

David Meerman Scott is one of the most innovative thinkers on social media today. His insights are coveted by businesspeople around the world.

I was fortunate enough to squeeze onto David's crowded calendar, to conduct this fascinating interview that

To listen to the complete audio version of this interview, click the arrow in the main photo.

To get the unabridged hard-copy transcript of this interview, click the lightning bolt.



conveys practical tips for anyone looking to fully leverage the marketing clout of social media in general, and of Google in particular.

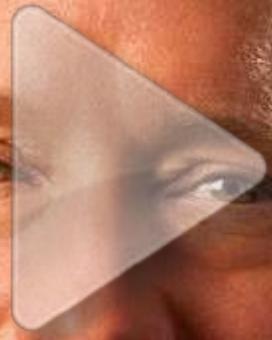
Penny

Sansevieri: David, you have a new book out called *Newjacking*, which I thought was really fantastic and super timely. What gave you the idea for this book?

David Meerman Scott: I've been doing newjacking myself for



“NEW RULES” SOCIAL MEDIA



TO LISTEN TO THE COMPLETE AUDIO VERSION
OF THIS INTERVIEW, CLICK THE ARROW.

All Photos of Meerman: Jay Blakesberg Photography

www.TheBigGandBusiness.com 73



“I’m a huge fan of Google Alerts. You can set up an alert for certain terms in your industry, keep in mind that the best newsjacking opportunities come from something that nobody is talking about.”
– David Meerman Scott

a number of years. Never really had named it before that, but the idea of newsjacking, of course, is when you take a look at what's going on in the news. It could be in the national or even international news.

As we're recording this, the Republican Presidential Primaries are in the news, so maybe that's something that you could talk about.



Or, in your local news, something happening in your local city or town, based on the local television station or daily or weekly newspaper in your community. It could also be news in your trade. If you're a B-to-B company, it might be the industry that you work in. And then you think, how can I inject my ideas into that marketplace, into that news. Like writing a blog post or doing a video, or something, that the purpose of it is to generate interest in the media.

We're writing about those stories to be able to talk about your take on the story. So, I've been doing that myself for a number of years with some success and a lot of failure, because you don't always succeed.

And I decided to just put it into a book, which just came out, as you know, about two months ago.

Penny Sansevieri: Talk to me a little bit about giving an example of newsjacking, because I think a lot of people, when they first hear that term, they go, wow, what is that?

David Meerman Scott: The term newsjacking sounds negative because [of] carjacking and hijacking and whatnot. It's not; it's actually a perfectly valid strategy. It's a bit of an intriguing kind of name, which is why I chose it, but it's certainly not bad. So, what it means is, something happens in the news and you talk about it.

To give you a B-to-C example, a business-to-consumer example, how about, when Anthony Weiner resigned his post as U.S. Congressman because of a sexting scandal. Literally, as that news conference was happening...he was announcing his resignation...Larry Flynt, the publisher of Hustler magazine, wrote a blog post on his blog offering Anthony Weiner a job as the Vice President of his company's Internet Division.

As a result of doing that, the media, which were writing about Anthony Weiner, now had a second paragraph to the story. The first paragraph is he resigns. The second paragraph of such a story is always what is he going to do next. Now they say, he resigned, what is he going to do next. Oh, by the way, he could join Larry Flynt's organization as his V.P. of Internet

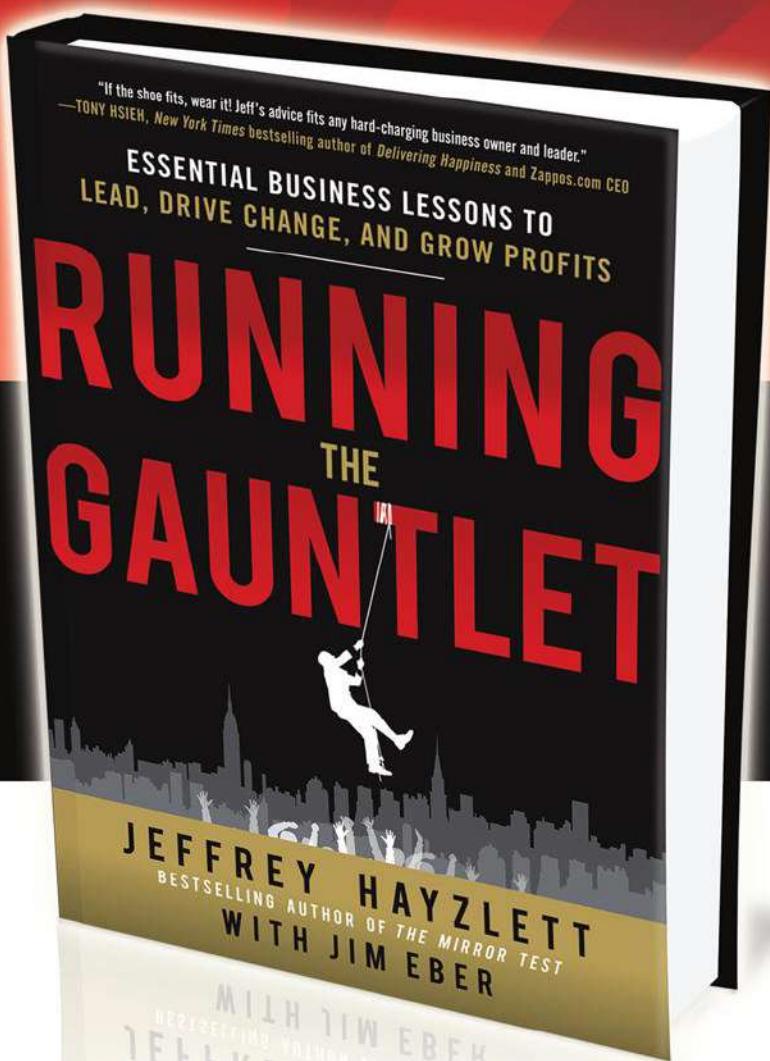
"I've seen a lot of sharks, and Hayzlett's advice comes like a Hammerhead. He can smell blood from a mile away, so when Hayzlett jumps in big waters, some sharks have to jump out."

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- Communications. Then that was picked up by hundreds and hundreds of media outlets.

Of course, every time it gets picked up, it promotes, to a certain degree, Larry Flynt's business. I'll give you B-to-B, business-to-business example. Joe Payne, the CEO of Eloqua, found out that one of his biggest competitors, a company called Market2Lead, was acquired by Oracle. In the acquisition it was announced on the Oracle website in this three-paragraph, terse, kind of big-brotherish, awful kind of announcement, we have acquired Market2Lead...that's basically all it said.

Now Joe Payne has an opportunity to define what it means to the market and to this industry. Eloqua and Market2Lead are in the marketing automation software business. So, what Joe did was he wrote a blog post. His blog post was called "Oracle Joins the Party" and it was about how great it is that this giant software company, Oracle, had acquired a company in the marketing automation software business, because it shows how important the space is.

Joe cited statistics; he had some pithy quotes in his blog post. Now when the media, which has to write about this... and the analysts too, by the way...have to write about this acquisition, they've got two things to draw on, not one. They've got the three sentences, terse, very kind

of corporate PR statement from Oracle, and they have this fantastic blog post that puts the whole thing into context, by the CEO of the competing company.

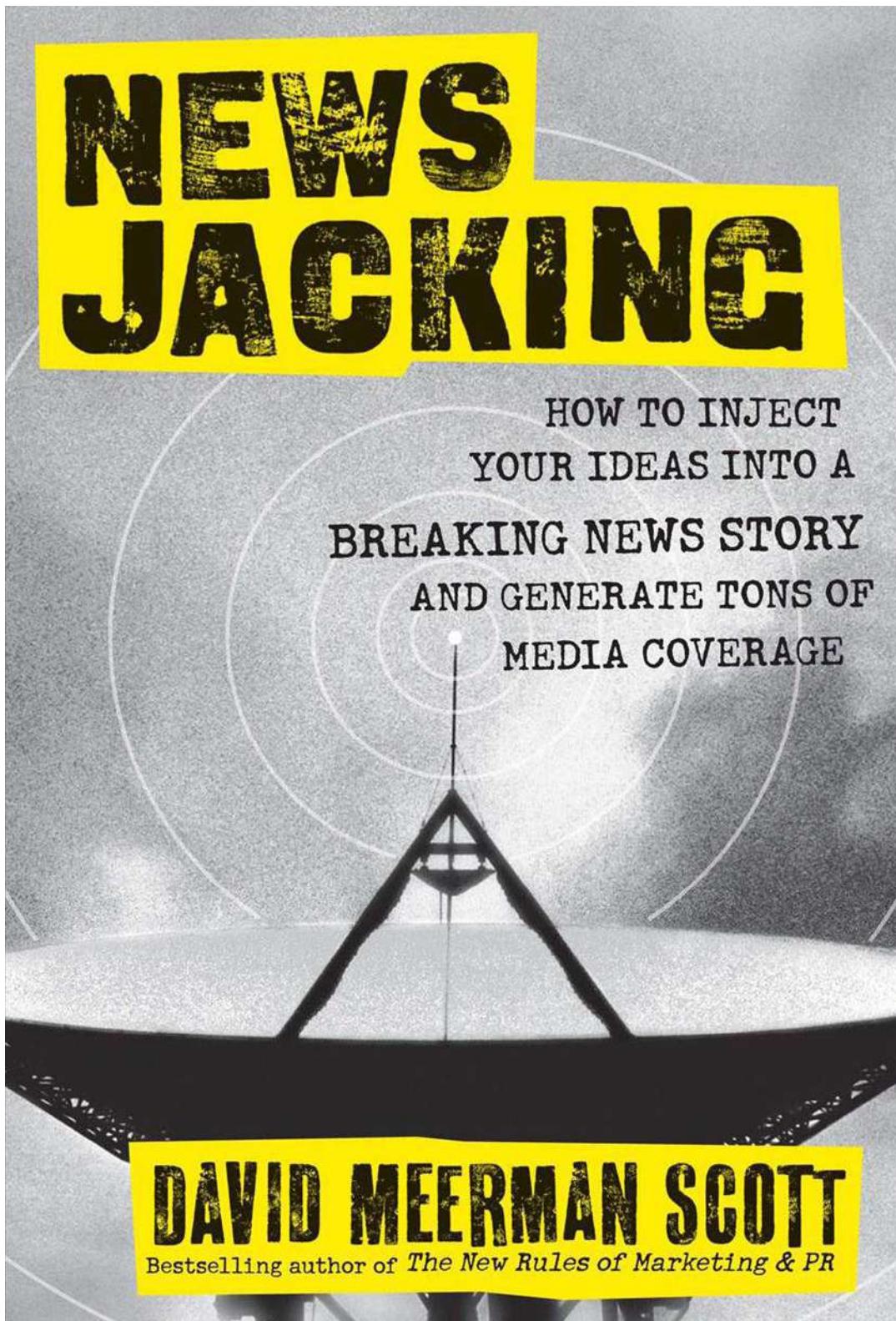


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See Pg.98

PC Magazine and Information Week and all these publications, when they were writing their stories over the next few hours, all of them cited Joe Payne. As a result of this, they generated over one million dollars worth of new business.

Now, imagine your B-to-B company generates over a million dollars worth of new business as a result of one blog post. In both of those cases, there are a few things that are important. Number one it was fast. Instant. Real time. You've got to do it now. You can't wait 'till tomorrow morning. You have to do it now. And, number two, it has to be an informational piece of content with the proper keywords, so when the journalists are looking for more information, they'll find your content.

Penny Sansevieri: Let's discuss the timeline. In your book you write that it must be really quick. Because most people think, oh, I'll get back to that tomorrow.





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➤ **David Meerman Scott:**

Tomorrow's too late.

Penny Sansevieri: Ideally, what's the window, David?

David Meerman Scott: Well, as quickly as you can. So what does that mean? You should get a blog post out within an hour, if you can, after the news breaks. The problem is, most organizations have this crazy approval process; therefore, most organizations simply can't do newsjacking under their current communications guidelines, because someone from the PR department has to sign off on the blog post. The lawyers have to look at it.

Joe Payne, the two examples I used, a great advantage, because if they're a CEO of a company, they can just say we're going to do this. I don't need to ask anyone else, I'm the CEO. If you run your own business, if you're an independent like I am, you can just say, I'm going to do it; I'm going to get it out there.

I recommend if you do work for a big organization, that you should figure out how you can get an approval process in place that encourages employees to do this kind of thing without having to go through the approval process; they get a pre-approval in a sense.

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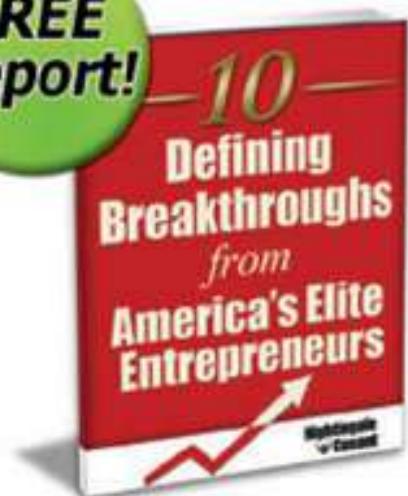
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it's likely that the story that you need to write about is going to happen at night, it's going to happen on a weekend, it's going to happen on a holiday, it's going to happen when the CEO is on vacation or the CEO is at a conference. It's going to happen when there isn't a way to get the approval.

Imagine the most important news in your marketplace breaks on Thanksgiving Day. You know you've got Thursday, Friday, Saturday...and we're talking about American Thanksgiving, which happens on a Thursday... Thursday, Friday, Saturday, Sunday, Monday...it's so too late that it might as well have been in 1846 when the news broke, because, you're not going to be able to do anything about it.

Penny Sansevieri: Yes. Is a blog post enough, though? Because a lot of people think, oh, I have to contact the media; I have to beat down their door, is that enough to write a blog post?

David Meerman Scott: Here's the thing. In the old days, you had to pitch the media, and there's nothing wrong with that, I'm not saying it's either/or, you can still do that. But you had to say hey, newspaper reporter/TV reporter, here's what I want to tell you, please pay attention to me.

But guess what? The way the media writes their stories now, or creates their broadcast stories, is they go to Google. They've got

a story to write about an acquisition, let's say, which was the Eloqua example. They don't wait for somebody to contact them. They go to the search engines, or they go to Twitter. They look for their hashtag that people are using. They say, okay, I've got to write news about this topic. Who has got some information on this topic that I can draw from.

I'm actually a reporter myself. I worked for [many] years on the editorial desk, although I wasn't a reporter for them, I worked in marketing, but I got a great understanding of how the editorial system works. I write for The Huffington Post now. I write for some other publications. So, I understand how this works.

Imagine you decide right away you want to write a story about something...bang, go to Google. You go to Wikipedia to get some background information. You look and see who else has maybe written some stories recently that you can read. Oh! There's somebody who wrote a blog post about the exact thing that I'm trying to write about! Oh my gosh, that's a credible source. I'm going to quote them. They don't even contact you; you just quote directly from the blog post.

Penny Sansevieri: That's another thing that you have to be really careful about, is what you put out there. Because, I always tell people, everything is your resume. So,

you really don't want anything out there that you don't want to be quoted on, right? That's another lesson to businesses.

David Meerman Scott: Well, I would never put it in a negative term like that. I would put it in a positive term. I would say everything you put out there is your resume, so you have a great opportunity to put out interesting, pithy quotes in your blog post that the media can pick up. I think there's too much negativity within companies out there, and I wouldn't recommend the message of, oh, you have to be really, really careful.

Everyone's already paranoid. My job is to tell people, don't be freaking paranoid, it's just communications, you know? Do you go to cocktail parties being paranoid about what you talk about? No, you just have conversations. If you go into your blog post by being paranoid, that's when this behavior of running it by the lawyers and other people comes into play and you've lost the opportunity. This is about being interesting, providing some valuable information, and getting it out quickly.

Penny Sansevieri: How do you stay alert to a newsjacking opportunity?

David Meerman Scott: Number one is to follow the important blogs or media outlets for the topic that you're familiar with that you have some credibility to

write about. There might be a half dozen, twenty, or thirty things that you should follow. But then, you have to be open to serendipity. You have to keep your mind open. You have to keep your eyes and ears open for possibilities.

I recommend going to Google News. It's just news.google.com, and turn off all the personalization. You don't want personalization. You want to be completely open to everything that's happening in the news, because the best newsjacking opportunities are the ones that catch people completely by surprise. You know, there's a tornado in some town, and that has something to do with what you do. You can't predict that there was going to be a tornado.

As soon as you turn on personalization, you've lost. You must keep it completely wide open...a fire hose of news. Look at it. I also recommend reading a daily newspaper. I recommend reading a weekly news magazine, and you can find information that way.

Penny Sansevieri: What about Google Alerts? Is that good or is that too late?

David Meerman Scott: Well, that's a form of personalization. I'm a huge fan of Google Alerts. You can set up an alert for certain terms in your industry, but keep in mind that the best newsjacking opportunities



➤ come from something that nobody is prepared for. It comes from something that's completely out of the blue.

I'm just thinking of an example off the top of my head. Remember a couple of years ago when the U.S. Airways flight landed in the Hudson River in New York City? How can you set up a Google Alert to tell you that there's going to be a plane land in the Hudson River? You can't. So you have to be open for complete serendipity.

Penny Sansevieri: How often do you think that somebody on average, a company, could get picked up with newsjacking? I know that's a little nebulous, but you said you've done it a lot. You've had some success; you've had some failure.

David Meerman Scott: I think you can expect that you'll have ninety percent failure. What I mean by that is...and I'm going to define what I mean by failure...failure is that it was not picked up by the media. This is for mere mortals. I mean, if you're Bill Clinton, everything you write will get picked up. I'm talking about mere mortals like us.

If you write a blog post expecting to get the media to pick it up, you will most likely not succeed; however, you shouldn't see

that as a failure of the blog post, because it still may be a fantastic blog post. And, if you're writing about a timely topic, the existing readers of your blog, those

that subscribe to your TM blog, will be, wow, this guy's really cool, or this woman's really cool. She's got a great post on a timely topic, wow, you

know, I should pass this on to my friends.

That's still a huge success, but it may have failed as newsjacking because a reporter didn't write about it. I think that roughly ten percent of the time, at least that's my experience, you write something with the express purpose of having a reporter find it, and they will find it. That's been my experience. I've succeeded in newsjacking maybe a dozen times. I've tried to newsjack maybe a hundred. Most of the time it doesn't work, but you know, that's fine, because it's still ends up being a good blog post that's valuable.

Penny Sansevieri: Well, but that's another thing that you are really teaching people in this book, and something that has become so important, is content. We have to create good content to keep people coming back to our sites. So, when you talk about the ninety percent failure rate, you are absolutely right. You're still creating a great resource.



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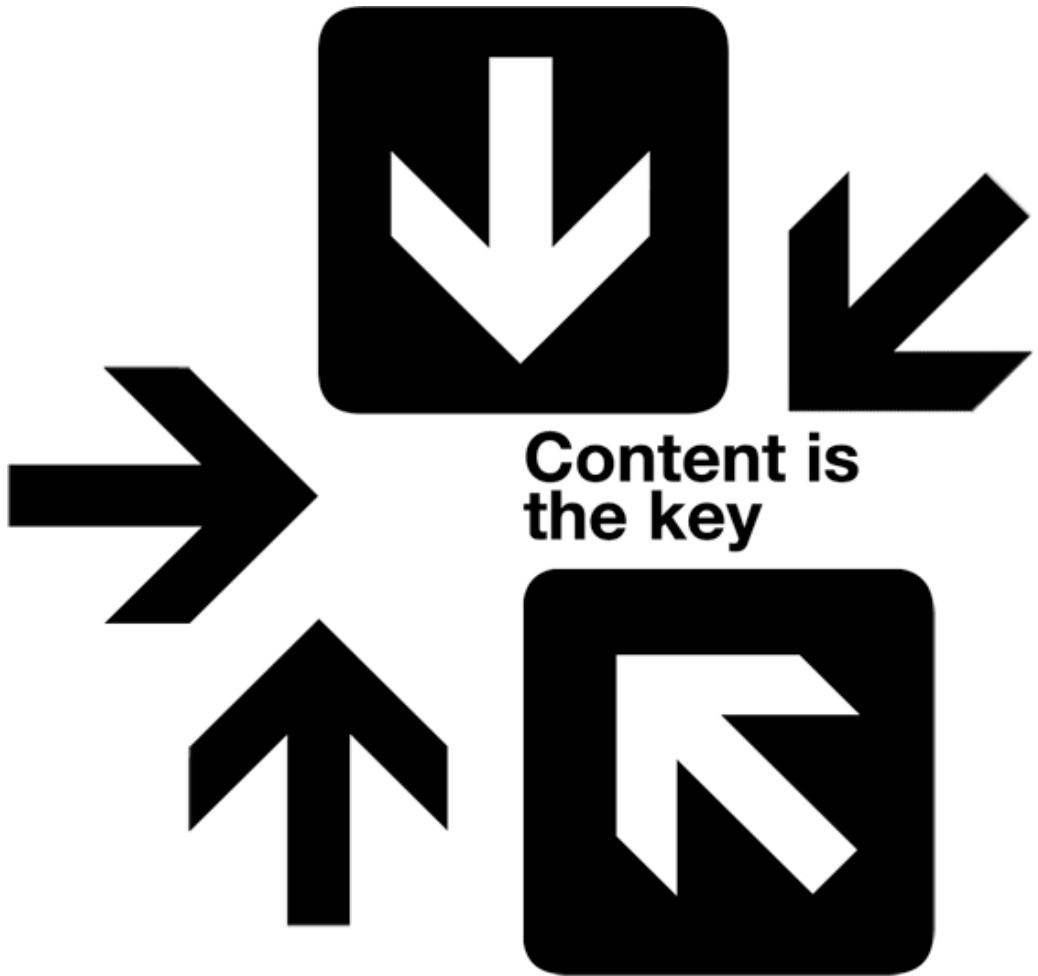
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David Meerman Scott: It's only a failure as a newsjack; it's not a failure as a blog post. Content's the most important thing, because social media is just a form of sharing content. You've got to have good ideas and you've got to create the content that gets that idea out there. It could be text based, video based, photography, info graphics, charts and graphs. The social tools are just the ways that that content gets shared and people talk about it. But the most important thing is the content. 

To listen to the complete audio version of this interview, click [here](#). To get the unabridged hard-copy transcript of this interview, click the lightning bolt.



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About the Interviewee:



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David Meerman Scott is an American social media marketing strategist, and author of several books on marketing, most notably *The New Rules of Marketing and PR*, with over 250,000 copies in print in more than 25 languages.

The book was inspired by an accidental discovery (made when he was vice president of marketing at NewsEdge) that creating useful content oneself and publishing it on-line at virtually no cost was consistently more effective than expensive professional public relations programs. Subsequent books draw from his experience as a real-time bond trader, and his observations about innovative marketing by organizations as diverse as IBM and the rock band The Grateful Dead. Based in Boston, he is also a speaker at conferences and corporate events and he runs seminars about marketing around the world. His latest book is *Newjacking*.

About the Interviewer



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Penny C. Sansevieri began her career in the publicity, book marketing, and literary field over ten years ago. She has been an author, publicist, freelance writer, and instructor. She has been instrumental in creating several highly successful marketing and publicity campaigns for author events and book launches.

Penny also is president and CEO of Author Marketing Experts, Inc. and has developed and implemented countless marketing and publicity strategies. Her clients have been featured in *USA Today*, *The Wall Street Journal*, *The Today Show*, *Essence* magazine, *More* magazine, *The Bridal Guide*, National Public Radio, MSNBC, *Something You Should Know*, *The Heloise Show*, many others.

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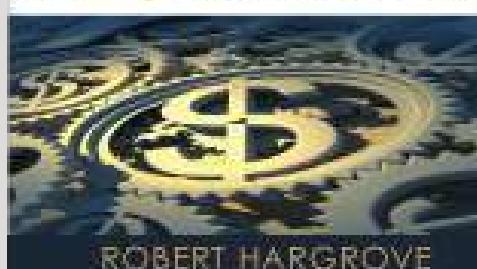
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THE MOST BLOOD- CURDLING SOCIAL MEDIA HORRORS

By Susan Silver

Here's a frightful list of social media practices that your business should avoid.

Not every horror goes bump in the night. Social media has given us access to entertainment at any time of day. To survive your next random encounter you'll need a monster manual. Luckily for you, I have complied this list of 12 blood-curdling creatures you may meet in your next visit on the online frontier, whether it's Google+ or any of its social media brethren.





"The Scream" by Edvard Munch

1 The Troll

You put your blood, sweat and tears into your latest video. All you receive are dislikes and insults. It isn't you... it's them. These creatures seek to be inflammatory at all times. Instead of offering constructive criticism, they'll just give you vitriol. There is a bright side: if enough trolls gather, they may make you famous on the Internet.

2 The Know-It-All

You'll stay alive as long as you do everything the know-it-all tells you. They've seen every death scene telegraphed. They will tell you that Google + will save social media! Or, alternatively, that if you use Google + you are doomed! Indeed, many of these self-proclaimed experts are pronouncing Google+ dead-on-arrival, an absurd assertion. Be wary of their predictions, and you might just make it out alive.

3 The Undead

Lets face it, there are some very well known members of the social media elite. These outstanding members have managed a level of success many will try for and never succeed. Some will follow their advice like a shambling zombie horde that is ready to assault any commenter that disagrees with their leader. Perhaps all they need is some brains?

4 The Witch

There are some who are great at being witty or snarky. They have mastered the art of the entertaining rant. Then there are those who brew up controversy for the sake of views. These people try to cash in on the latest trend by provoking outrage. It just leaves us feeling sick to our stomachs.

5 The Whiner

Over Christmas a Twitter account retweeted the complaints of disappointed gift receivers. Tweets like, "I'm still depressed over the fact that my mom ordered the white iPhone 4s instead of the black one for me" were common. Some folks find this hilarious, but I'd rather avoid this type of content all together, whether it's from my followers on Twitter or Circles on Google+.

6 The Grammar Police

Many a forum post has been interrupted by an argument over comma usage. While grammar is an important part of written communication, it should never be a point of contention. It isn't necessarily the proper level of judgment for the validity of an argument.

Many self-proclaimed experts are pronouncing Google+ dead-on-arrival, an absurd assertion.

7 The Check-in Maniac

When you see a series of check-ins, do you check out? Many still use Google+ and other social media platforms to spam their streams with repetitive status updates. If you aren't careful, your audience may think that you aren't even a real person.

8 The Ghost

Have you ever followed a blog that one day just stops updating? Somehow these authors mysteriously disappear. Even if we have an email address, we can't seem to find a trace of these folks on any social networks. What becomes of these departed authors? We may never know.

9 The Slasher

The success of Groupon and its clones has inspired many to take up the daily deal business. Google even took a chance on repeating the success.

Unfortunately for some small business owners, these slashers became a real nightmare.



Foreword by Guy Kawasaki, author of **Enchantment**



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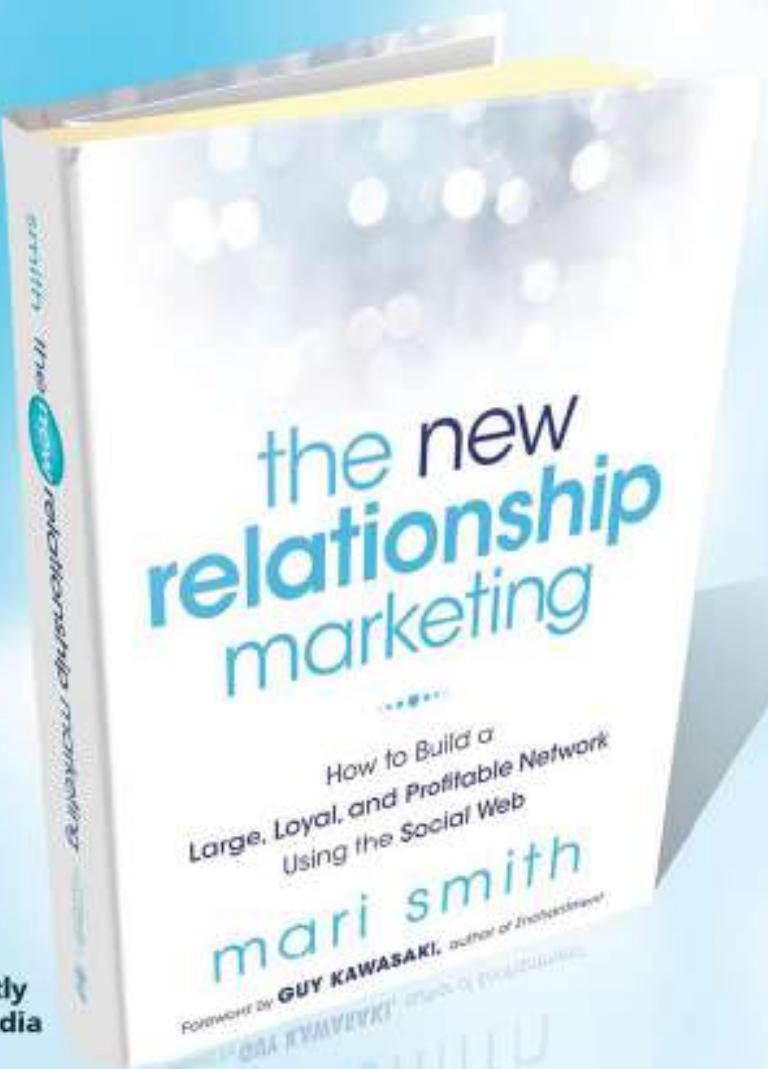
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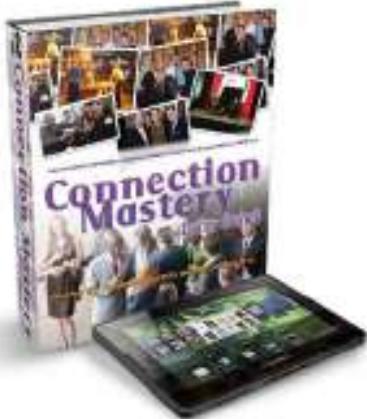


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10 The Hangman

The hangman is judge, jury, and executioner. They know authenticity and are quick to judge those who make any claims to a title such as “guru” or “expert”. There is just no way to argue with this authority figure. After all, their sentences are for life without reprieve.



11 The Tingler

These folks thrive on baiting organic search on Google with magnetic headlines and attractive offers. The urge to click can be overwhelming. Our excitement is dashed when we arrive on the site and the content is nothing more than spam. All the thrills of a roller coaster, with none of the fun.

12 The Conspiracy Theorist

The cave dweller has created a shelter to prevent the eyes of big brother from spying on their activity. They are so obsessed with privacy that they use all methods available to keep prying eyes from finding any identifiable information. The wonderful thing about this paranoia is that sometimes they are absolutely right. They are quite willing and ready to alert the rest of us, too.



Remember the myth that a camera could steal your soul? Technology never seems to be able to exorcise its demons. With so many avatars around, it sometimes feels like costumes on parade. Every day is Halloween when you work with social media. **G**

About the Author



Susan Silver works as a contract SEO copywriter. She has contributed her knowledge of social media to several blogs, including Talent Zoo’s “Digital Pivot”. She possesses a unique writing talent that allows her to tell stories that explain mundane topics through the lens of pop culture. Susan currently writes about word-of-mouth marketing on her website Cirquedumot.

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New YouTube Toys that Inspire Creativity

**These social media innovations
make marketing easier, more
effective — and more fun!**

By **Kimberly Castleberry**

YouTube has been expanding its collection of “add-ons” and the results are pretty darn cool.

Over at <https://www.youtube.com/create>, you can find these seven cool toys (see descriptions, below), which have been

designed to work with YouTube.

What's really fantastic is that the majority of these tools are video editors (and a few creators) that considerably streamline the creation process and make it easier to edit videos “on the go”, right in your browser.

The Magnificent Seven

Here are the thumbnail explanations:

YouTube Video Editor

The YouTube Video editor lets you make quick edits to your uploaded YouTube videos. You can combine multiple clips, incorporate Creative Commons footage, enhance your clip...

by YouTube

[Create Video](#)



Stupeflix Video Maker

Tell a story with your digital content. Mix pictures, videos, maps, text, music and watch Stupeflix produce a stunning video in a few seconds. It's fast, easy, and free to ...

by stupeflix

[Create Video](#)



Xtranormal Movie Maker

Xtranormal lets you turn anything you type into a fully-animated CG movie. Set up your scene, type in your script, and animate it instantly. Easily share something funny...

by Xtranormal

[Create Video](#)



WeVideo

WeVideo is a cloud-based video editing platform. Edit movies in your browser, with media files from any device. Combine clips with music, effects, titles, transitions, anim...

by WeVideo

[Create Video](#)



Vlix - video effects and text

Create great videos by applying video effects and adding text. Select from a variety of effects - fx effects, time altering effects, artistic effects and fun video borders...

by VlixVideo

[Create Video](#)



Magisto - Video Editing In a Click!

Magisto will analyze and understand your video, select the best parts and make it look amazing on YouTube!

by Magisto

[Create Video](#)



GoAnimate

GoAnimate is a fun app that lets you make animated videos, for free, in just 10 minutes, without having to draw. You can even create your own cast of characters. There ar...

by GoAnimate

[Create Video](#)

You'll no only ENJOY this collection of tools, but you'll find a lot of cool new ways to bring video to your business marketing. So, go to:

<https://www.youtube.com/create>

About the Author



All this social media technology got your head in a whirl? **Kimberly Castleberry** is your go-to social media expert. Whether it's marketing and branding tips, WordPress tutorials, affiliate sales tips, optimizing Google+ and YouTube, or simply staying safe and secure online, Kim provides what you need to know to grow your business.

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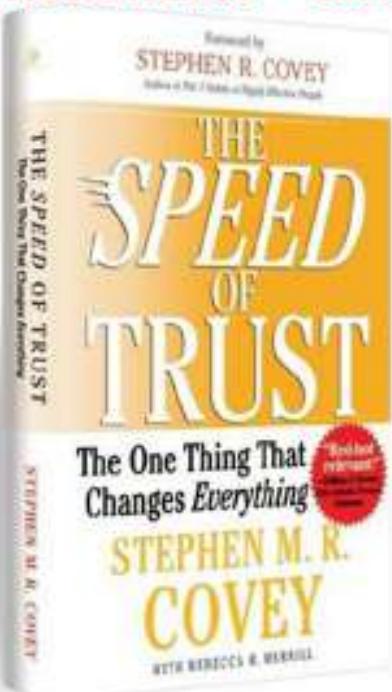
MASTERING THE BOND OF TRUST

(THE MOST POWERFUL FORCE MULTIPLIER FOR YOUR CAREER & BUSINESS THAT YOU'VE NEVER REALIZED)

Marketing expert and (one of our magazines' founding partners) Jay Abraham is considered one of the more knowledgeable people in the business world on building "rock-solid" relationships.

Jay associates with some of the more interesting and eclectic thinkers in the world of business and beyond. People like the Deming Organization, the world's foremost multi-variable market testing organization, the Ayurvedic physician to the Dalai Lama, an NFL Hall of Fame quarterback, screen writers, record and film producers, hip-hop artists – they ALL gravitate towards Jay (or he gets drawn to them).

ALL 3 COMPLIMENTS OF SOCIAL MEDIA MAGS — GRATIS!



1. Speed of Trust – Interview Transcript
2. Transcript of interview with Stephen R. Covey "7 Habits of Highly Effective People"
3. Transcript: Trusts Crucial Role in the World Today

One of Jay's favorite colleagues, who's a mammoth mind and someone Jay admires *massively* is famed management uber-expert Stephen M.R. Covey – author of the monster bestseller, "**The Speed of Trust**". Not to be confused with his *even bigger*, bestselling author, father Stephen R. Covey (author of "Seven Habits" fame).

Stephen M.R. has painstakingly studied the field of trust building for over a decade. He is to trust building, what Michelangelo was to art and what Da Vinci was to science.

His paradigm-shattering understanding has enabled thousands of client companies to "*hurtle*" themselves far above the madding crowd of competition --- and distinguish their company, product, people and positioning well beyond those of everyone else.

Stephen M.R. believes that "trust" is the last remaining intangible area of upside leverage available to a business. Why? Because the faster, richer the level of trust you have with people, the faster you can get things done.

The better your trust with the market, the faster people buy, the more they buy, the more often they repurchase, the more people they tell great things about you.

Bottom line – TRUST is a very misunderstood, highly abused concept that holds a monster-sized untapped reward.

Well, Jay conducted fascinating, unhedged 90-minute, Socratic-type interview with Stephen M.R. Covey on the Speed of Trust



The person who reads this transcript will walk away a far different, more enlightened and enriched business person than the one you were before you first began it.

During this interview Stephen M.R. Covey:

- Identifies 13 key factors that all trust building is based on.
- Discusses four critical characteristics necessary for a person or their company to command Herculean trust.
- Provides a piercing look into how the world really sees us and our actions.

We'd like to send you the complete, unabridged written transcript of that interview Jay did, along with two other stimulating documents:

- An interview Jay conducted with Stephen's father – Stephen R. Covey, focused squarely on the concept of collaboration and synergy and deep concentrated listening – PLUS
- Some highly thought-provoking new musings Stephen M.R. and his partner, Greg Link, have recently released about trust's crucial role in the world today.

If you'd like to receive **all three** documents, they're yours-GRATIS, with our compliments. Merely request them here and we'll also start sending you other interviews Jay does of other provocative thinkers you might enjoy reading. PLUS, we'll enter you a subscription to all four of our social media magazines, too. All gratis. All without cost.

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