

USING SOCIAL MEDIA MARKETING TO GROW YOUR SPEAKING & CONSULTING BUSINESS



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BENEFITS OF SOCIAL MEDIA MARKETING (SMM)

- Expands Your "Internet Footprint"
- Makes it Easier for Prospects to Find You
- Improves Your Search Engine Rankings
- Search Engine Optimization SEO Advantages
- Increases Your Listings on Search Results Pages SERPs
- Establishes You as an Expert
- Improves communications and feedback
- Builds Relationships and Networks
- Drive a Steady Stream of Prospects to Your Business

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- ### A SHIFT FROM A MONOLOGUE TO DIALOG
- #### SOCIAL MEDIA EXPLAINED...
- Social Media is transforming people from content readers into content publishers.
 - It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.
 - Social media can take many different forms, including Internet forums, message boards, weblogs, wikis, podcasts, pictures, and video.
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YES, YOU ARE THE MEDIA!

YOU CONTROL THE INFORMATION AGE.

WELCOME TO YOUR WORLD.



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SOCIAL MEDIA IS MADE UP OF USER-DRIVEN WEBSITES THAT ARE USUALLY CENTERED AROUND A SPECIFIC TYPE OF FOCUS.

- For example:
 - News (*Digg = news*)
 - Feature (*del.icio.us = bookmarking*).
 - Sometimes, the community itself is the main attraction (*Facebook, Myspace and LinkedIn = networking*).
 - Sharing Content (Youtube, Flickr, Slideshare.)

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INTERNET MARKETING BUSINESS MODELS

- Web 1.0 Business Model
 1. Build Your Site – *Web Designer*
 2. Drive Traffic to It
 3. Build Your List
 4. Make Money

- Web 2.0 Business Model
 1. Web 1.0 Strategies Plus...
 2. *User Created* Profiles on Social Media Sites –
 3. Sharing Opinions, Comments, Content in a wide variety of formats... Videos, Photos, Audios, Podcasts, Links, Bookmarks, PDFs, Articles, and Slides

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SOCIAL MEDIA MARKETPLACE & WEB 2.0

VISIT GO2WEB20.NET FOR THOUSANDS OF OTHERS

- Top Social Networking Sites
 - Facebook.com
 - Myspace.com
 - Youtube.com
 - Linkedin.com
 - Flickr.com
- Social Bookmarking Sites
 - Digg.com
 - Reddit.com
 - Delicious.com
- Blogging Sites
 - Wordpress.com
 - Blogger.com
 - Typepad.com
- Blogging Resources
 - Technorati.com
 - Wordpress.org
 - Newsvine.com
 - Mybloglog.com
 - Blogrush.com
- Social Calendars
 - Meetup.com
- Sharing Presentation Slides
 - SlideShare.com

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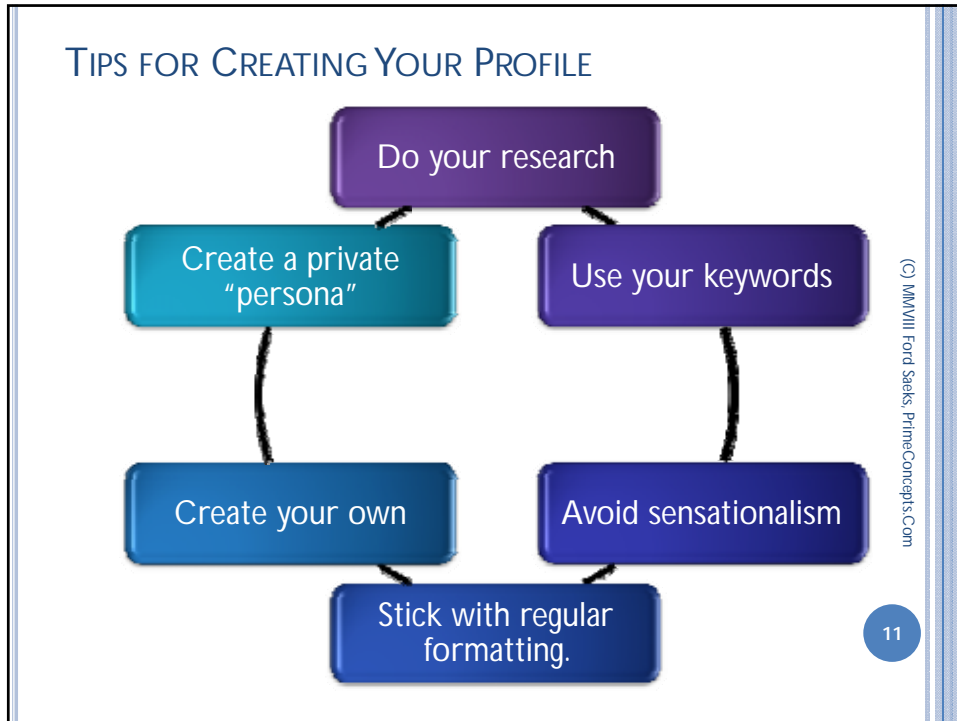
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WHAT TO DO?

It's about participating in the areas that you feel would best reach your prospects.	It's about people so don't think "marketing" to audiences or targets, but engage in conversations with people
Take the time with the top sites to see what they're about and READ .	Contribute to the group, site, or network
Add Value . Be a resource and don't try to sell, sell, sell.	Respect the communities you engage in and they will respect you.

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INCREASE YOUR TRAFFIC!

Syndicate your content in RSS

Provide direct links for visitors

- visit www.feedburner.com
- visit www.aboutthis.com

• Submit your content to:

- www.Digg.com
- www.Newsvine.com

Tell other bloggers about your blog or a recent post

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5 STEP PLAN FOR USING SOCIAL MEDIA MARKETING TO BUILD YOUR BUSINESS.

1. Be an Active Participant on each site.
2. Have a Consistent Presence on the top 25 Social Media Sites
3. Add Value to the Targeted Prospects in each Category and Topic area.
4. Encourage feedback from the readers to create discussions and conversations.
5. Post my opinions and comments on other blogs, profiles and postings

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A FEW EXAMPLES....

MySpace: <http://www.myspace.com/primeconcepts>

YouTube: <http://www.youtube.com/primeconcepts>

Newsvine: <http://primeconcepts.newsvine.com/>

Linkedin: "Ford Saeks"
<http://www.linkedin.com/in/primeconcepts>

FaceBook: "Ford Saeks"

And we've [claimed our blog](#) on Technorati.com

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Remember: Social Media Marketing is not merely about hitting the front page of Digg or any other social news website.

It is a **strategic and methodical process** to establish your influence, reputation and brand within communities of potential customers, readers or supporters.

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Profit-Rich Marketing Mastery Event
April 25-27, 2008 Orlando, Florida



Registration Coupon Code: **speaker**

= Additional Savings of \$200 Off the Early-bird price!

ProfitRichMarketingEvent.com/speakers

Ford Saeks, CEO

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1-800-946-7804 or (316) 942-1111

ProfitRich Marketing Event

Benefits of Attending | Why Ford Saeks | Register Now

GROW YOUR BUSINESS!

HOME CONTACT

ATTENTION: SPEAKERS, AUTHORS, TRAINERS AND CONSULTANTS . . .

Earn What You're Really Worth! Get More Bookings! Sell More Products! Create Residual Income from Your Expertise!

Imagine learning the positioning and money-making secrets of the most successful speakers and consultants—from the same marketing expert they use—Ford Saeks!

Dear Colleague:

I know that you are inundated with several offers on "how-to" build your business. I know this, because I get the same offers. I also know that you probably have purchased several of those "seminars" and attended countless seminars in the past, but let me ask you this . . .

- Are you really getting the results and making the money you deserve?
- Are you missing the "secret" components to getting more bookings, attracting large consulting contracts, creating profitable information products, increasing web traffic and sales?
- Do you want to know how your "big-name" colleagues gained leverage, positioning, and larger booking and consulting fees?
- Have you forked over thousands of dollars for a website that just sits there, and isn't producing the promised bookings and sales?

If you answered YES to even one of these questions, rest assured you are not alone in your frustration. I know how fiercely competitive and at times, extremely fickle, the speaking and consulting business can seem. Which is why you need to pay close attention to what I am about to tell you . . .

REGISTER NOW

You'll Benefit Most from This Training if You Are:

- Professional speakers stuck in the broken business model of chasing after a different audience each week for speeches.
- Consultants and trainers who want to break-out of the "Trading-Hour-for-money" trap.
- Experts who want to create residual income with their knowledge.
- Entrepreneurs that want to learn how to brand, position and market themselves as the expert in their industry.
- Individuals serious about finding, attracting, and keeping customers.

You do not need any experience, connections, or a college degree to benefit from this event! All you need is an entrepreneurial mindset, to be open to

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www.ProfitRichMarketingEvent.com/speakers