











A. Sep 10th, 09 Breakfast Meetup Discussion Topics

<u>Member</u>	<u>Responses</u>	<u>Date Answered</u>
 Gary	<p>What would you like to discuss during this meetup?</p> <p>“I’m open”</p>	Sep 8, 2009 2:24 PM
 Dawn	<p>What would you like to discuss during this meetup?</p> <p>“Building a business page. DIY vs having it done, and if done by who and how? face book applications- where to start and what to use. thanks”</p>	Sep 6, 2009 10:59 PM
 omur	<p>What would you like to discuss during this meetup?</p> <p>“I’ m business women who came into San Francisco for vacation. USA is one of the most developed countries about social media marketing. I prefer having short updated information about new development in socail media marketing and future expectation. ”</p>	Sep 4, 2009 1:29 AM
 renee	<p>What would you like to discuss during this meetup?</p> <p>“facebook and twitter how I generate more clients from social marketing”</p>	Sep 2, 2009 7:42 PM
 Sujan	<p>What would you like to discuss during this meetup?</p> <p>“How to better leverage facebook traffic”</p>	Aug 31, 2009 8:51 PM
 Walter Chao	<p>What would you like to discuss during this meetup?</p> <p>“just want to see what everyone is doing. ”</p>	Aug 29, 2009 12:37 AM



<u>Member</u>	<u>Responses</u>	<u>Date Answered</u>
 Lyler	<p>What would you like to discuss during this meetup?</p> <p>“Networking networking networking!”</p>	Aug 27, 2009 3:12 PM
 Alex Nejako	<p>What would you like to discuss during this meetup?</p> <p>“Campaigns where people have included Facebook and any results they have observed. Ways that people incorporate the Facebook element into campaign setup workflow.”</p>	Aug 27, 2009 11:12 AM

B. Organizer Pre Event Notes

Bottom line goals

Traffic generation + client acquisition from Facebook or Twitter channels.

Facebook Technology Questions

- How to build effective Facebook Page?
- Where to get started with Facebook Apps? For Facebook Page?
- How to hire outside vendor to help develop Facebook applications?
- Consider 3rd party resources based on needs / budget / goals.
- Add relevant social apps to your fan page to help online engagements.

Success stories references

- What are people doing well on Facebook?
- How to establish metrics to track Facebook marketing results?
- How to design campaign workflow?



Success Facebook Page

- Tea collection
 - Run promotional contest – link to their website
 - Engage with parents

- Vitamin water
 - Lots of polling
 - Landing page is a Facebook apps
 - Promote actual events

C. 9/10/2009 Meetup Discussion Summary

- Leverage social web data for market research.
- Put a face to online marketing.
- International aspects of social media / Help reaching global audiences.
- Interact with other blogs + build relationships with relevant bloggers.
- It is difficult for small business to have adequate resources for social media.
- Small business owner has to self teach – social media
- Start the social campaign with Email organization / Facebook profile
- Social media cost benefits analysis. What's your metrics and ROI?
- Diminishing returns of social media – is more time spent really returning value?
- Don't have the time to put it!
- Group of people who have certain skill set to get together
- Social media network – is it ok to do marketing that way?
- Outbound strategy with inbound marketing. You need to push and pull people in.
- Need to think of how online personal brand can make you money.
- Resource for social media career.
<http://www.web-strategist.com/blog/>
- Social media consultant directory.
<http://wiki.altimetergroup.com/>
- Online personal brand success stories
<http://tv.winelibrary.com/>
<http://www.youtube.com/user/kandeejohnson>