Welcome to the SEO Party,
SOCIAL MEDIA

Kristy Schnabel, It’s Virtually Done
You Have a Business Website...
Are You Getting Enough Web Traffic?
“The top two benefits of SOCIAL MEDIA marketing are increasing exposure and increasing traffic.”

Social Media Examiner Industry Report 2013
How Clients Think SEO Works:
Old SEO*

- Keywords, Content, Code
- Meta Tags
- Links
- Anything else?

“The old SEO strategy centered around one primary factor: Link Building.”

*http://www.slideshare.net/pagetraffic/social-media-for-seo-31471754
Google Algorithms
Welcome to the Party Hummer
NEW SEO

“The new strategy is about being dynamic, engaged, and interactive within your marketplace. Social media is the only place you can make that happen.”

Social Media Today, Stephanie Frasco, November 2013
SEO & Social Media are...

"Like syrup and pancakes or peanut butter and jelly, search engine optimization and social media are made for each other."

Amanda Nelson, ExactTarget.com
December 2013
“Social media has become an integral part of all marketing methods today.

Whether you are a large corporation or a mom and pop shop store, social media can add to your bottom line...

...it is seen as an intrinsic part of SEO efforts today.”

“No more search without social.”

Navneet Kaushal, Feb. 21, 2014
Answer:
Benefits of Social Media

• Increases brand awareness
• Gives brand a human feel
• Facilitates word-of-mouth marketing
• Platform for communicating with customers
• Increases customer loyalty
• Builds consumer trust

Source: http://www.audiencebloom.com/2012/09/what-is-social-media-marketing/
HOW?
You Need A Goal
What Does Your Audience Want?
Choose Your Platform

• Facebook
• LinkedIn
• Twitter
• Pinterest
• Google+
• YouTube
• Instagram

Image Credit: Captain Bagpuss on Flickr
Choose a Persona

- Celebrity
- Teacher/Mentor
- Cheerleader
- News-breaker
- Entertainer
Gather Content

- Social Media
  - Original Content
  - Inform
  - Entertain
  - Promote

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Organic Content/Authentic Shares
Hi World
We want a puppy!
Our dad said we could get one if we get 1 million likes!
So I LIKE this!
How to Drive More Facebook Traffic to Your Website in 5 Easy Steps

Would you like to drive more Facebook traffic to your website?

Is quality Facebook traffic important to your business?

Getting Facebook fans to your website (and then hopefully onto your email list) is even more critical with Facebook's recent announcement of decreased organic reach for pages.

Use these five steps to help you get more traffic Facebook to your website.
Entertain
Promote
But, but, but... WAIT

What’s the connection between Social Media & actual sales?

Summary: Connect the Dots
Social Media Process

Create/Curate

Analyze

Lead It In

Engage

Schedule/Post
Create / Curate
Lead-Ins

“Illogical? I see what you meme.”
## Schedule

### Monday, May 5

- **1:10pm**
  - Roger Ebert's First Movie Review Was Published 47 Years Ago This Month via Chicagostat via [blog](http://ow.ly/w2YgQ)
  - by Lily Fischer Helmann

- **3:40pm**
  - Social Media for (Clueless) Writers via @WordStrumpet via [blog](http://ow.ly/w3Z0e)
  - by Lily Fischer Helmann

- **4:10pm**
  - Don't wait for moods. You accomplish nothing if you do that. Your mind must know it has got to get down to work - Pearl S. Buck via [blog](http://ow.ly/w2Y0l)
  - by Lily Fischer Helmann

- **6:10pm**
  - Writing Tip 9: You CAN be ungrammatical in dialogue, never in narrative. via [blog](http://ow.ly/w2Y0l)
  - by Lily Fischer Helmann

- **8:10pm**
  - 5 (Differentish) Ways to Create Time for Writing via @WordStrumpet How do you make time? via [blog](http://ow.ly/w2Y0l)
  - by Lily Fischer Helmann

### Monday, May 6

- **6:45am**
  - Book news indeed: Harper Lee Agrees To E-Book Version Of 'To Kill A Mockingbird' via @Enginews via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **8:40am**
  - My Writing Life Video Series: Video 9: the power of language via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **9:50am**
  - The 74 Historical Figures You Would Most Like To Be via @bookriot - What a list via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **1:50pm**
  - For the mothers in your life... and on sale! For The Warm and Fuzzy Moms... and the others, too via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **3:50pm**
  - Beam me there: The 20 Most Beautiful Bookstores in the World via @lavanwire via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **5:20pm**
  - Social Media for (Clueless) Writers via @WordStrumpet via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **6:50pm**
  - Writing Tip 1: Delete extraneous words "sometimes," "almost," "very," "that" via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **8:50pm**
  - Entertaining top 5 embarrassing misspells via @guardian via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

### Tuesday, May 6

- **7:25am**
  - To Tell and Not To Tell: The consequences of what we write... via @mybooks via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **7:55am**
  - The Complete Flake’s Guide To Getting Things Done via @copyblogger via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann

- **9:55am**
  - Si vives en español, y quieres hacer una crítica de una novela de suspense de gran éxito, por favor, avísame. mybooktoinocenciacnt via [blog](http://ow.ly/w6U8g)
  - by Lily Fischer Helmann
Don’t Just Be a Broadcaster
Analyze
Social Media Process

1. Create/ Curate
2. Lead It In
3. Schedule/ Post
4. Engage
5. Analyze

Flow: Create/ Curate → Lead It In → Schedule/ Post → Engage → Analyze → Create/ Curate
You Gotta Give to Get
"The ROI of Social Media is...
Your Business will Still Exist in 5 Years."

Erik Qualman via Mari Smith
What's the relationship between SEO and Social Media?

“Pro SEO and social are now the same -- producing great content that thought leaders amplify. It's not about tricks to fool robots, but content to impress humans. So stop fooling robots. Likes are the new links.”

Dennis Yu, Blitzmetrics, April 5, 2014
Kristy Schnabel,
Social Media Strategist
It’s Virtually Done

itsvirtuallydone.com
About.me/kristyschnabel