

# **SOCIAL MEDIA PROFITS FROM YOUR HOME**

**Success TV, LLC**

*Social Media Profits From Your Home*  
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# Dedication

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I can't just mention a few names of friends and relatives as a dedication of this book because reaching this point in my life and business is really all about these people. Their place in my life is the reason this book is in print.

**My Dad—**You are my hero. I strive every day to become the man you are. I can't thank you enough for the support and unconditional love you have given me throughout life. You have taught me how to be a successful entrepreneur and build an ethical long-term business model. You have been key to the majority of my success. But, the most important thing you ever taught me while growing up was the importance to be a man of good character. Before I make any decisions, be them personal or business, I always think of a sentence you said to me when I was around 12 years old - "Your character is defined by the decisions you make when no one else is looking". That one sentence is solely responsible for every choice I have ever made since then, and will continue to make for the rest of my life.

I hope one day when people speak of me they reference the exact same qualities they attribute to you today. Thank you for all of the love, support and guidance you have given me, you're an amazing father and I love you so much.

**My Mom—**To my mother, you're the backbone of the family. You're the most caring person I know in this world. You've always had my back and shown me what a strong person is and how to become one. Thank you so much for supporting all of my decisions and teaching me how to be independent. You raised me to be a loving person and realize the importance of helping others, no matter my current situation. I wouldn't be who I am today, nor would I have the success I have, without your consistent influence on my everyday decisions in both life and business. I love you so much.

**My Brother Anthony—** Watching you grow into a successful entrepreneur while I was a kid was key to my success. You took me under your wing and taught me how to be a successful businessman and what it means to be a good person and give back to others when you achieve success. You've shown me that success is worthless unless you're able to share it with the ones you love. I've always admired your whole heart and ability to stay ethical and not get pulled into bad decisions. If it weren't for you I wouldn't be where I am today, end of story. You are the true image of a man with good character and have been a role model of mine since we were just kids selling boxes of chocolate from door to door to buy dad that bike for Christmas. Thank you for everything and I love you.

*continued on next page*

**My Sister Brittian**—Thanks for always being there for me. You're just like Mom in your strength, intelligence and dedication to the ones you love. Your passion for doing things you love is admirable and rare. I'm so lucky to have you and love you very much.

**My Grandmother, Nanny**—You are the sweetest and funniest grandmother one could ask for. Thank you for always making it a point to call me throughout the weeks during my travels and remind me that you're thinking of me and love me. I love re-listening to your voicemails from time to time when I need cheering up! You are amazing, and thank you for bringing so much light into my life!

**Kaci**—10 years ago when I met you and had absolutely nothing, you showed me unconditional love. You took care of me. You worked waiting tables overnight so I didn't have to have a job and could study for all of my college classes. You've been right by my side through thick and thin. You've been a key factor in all of the success I enjoy. You've always been bright in giving me ideas online that have created tons of success for me. You've been so great to sit right by my side every night while I was building this business, not going out with friends, but staying in with me and supporting me.

You've completed me for the past decade and will continue to do so throughout the rest of my life, I love you.

**Uncle Lynn and Aunt Julie**—Thank you for all of your support and love. The support you've given me throughout my life is priceless and I'm so lucky to have ya'll.

**My Best Friend LB**—You are no less than a brother to me. It's been amazing to watch you grow from one of my first students to an independently successful businessman online. Seeing your success is part of what opened my eyes to how great it feels to teach others and help them to reach their goals in life. For that, I thank you. Continue doing what you are doing and always strive to do better. Love you bro.

**Josh**—Thank you for all of your support and guidance. I look to you as another big brother. You've always been there for me, had my back, and played a large role in teaching me what it means to make good business decisions and to be selfless. Also, thanks for helping me put the basketball goal up in my backyard! I love you man.

**RB**—You've been a valuable business partner and friend. Thank you for the guidance and friendship over the past years. I credit a lot of my success to a few conversations we had. I wish you the best and continued success.

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# Introduction

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Humans are social animals, and I'm here to tell you that there's no stronger human trait to leverage for selling than that social nature. We've known this since selling came into existence, and sales professionals have built empires and gotten rich through leveraging that human social nature through referrals and word of mouth marketing.



I'm Adrian Morrison, and this book is going to give you every tool you need and all the knowledge you'll require to replicate my success in social media marketing. At 24, I was already a millionaire, and I didn't inherit any of it. I built my income stream on the Internet, and this book is going to show you how to do the same thing and how to do it quickly with little or no investment of money, only a desire to succeed.

## **Social Media for a Quantum Leap to Profits**

The sales people of the past had to use shoe leather, buy print ads, or pay a lot for TV and radio to reach the masses. Their referrals and word of mouth advertising came mostly from actual “word of mouth” or letters, and then email when it came on the scene.

Those methods worked but were slow to build out major referral networks. Email marketing helped, but you had to get that email address first. And SPAM has put a dent in the value of email marketing. However, then came MySpace and Facebook, bringing a quantum leap in referral marketing dynamics.

Suddenly there were hundreds of millions of people maintaining instant discussions online, talking about their lives, their purchases, and recommending what they like and use. And each person’s friends had their group of friends, who had theirs. The math of this networking power is what I’m going to help you to leverage for profits from the comfort of your home.

## **What You’ll Need & What You’ll Learn**

Just keep reading, since that’s all you need to do right now to launch your new Social Media Profits From Home business. The major requirement for success is simply the desire to succeed and the willingness to learn how. What do you need in the way of facilities, equipment, and personnel?

Nada, zip, nothing, and nobody but you! You don’t even need a computer if you don’t have one. There are free-to-use computers in coffee shops and libraries near you. In the pages that follow, I’m going to blow your mind with the potential that’s right in front of you, and you only need the desire to put my strategies into practice.

Each chapter that follows is focused on a different profitable strategy or social media site. As you finish each chapter, you’ll have the knowledge and tools you need to implement what you’ve just read in your business.



## CHAPTER 1

# The Social Revolution Is Here



Just a few years ago, it seems the big question was “Does your business have a blog?” And not very many years before that it was “Does your business have a website?” The stakes have gotten much higher now and a successful business must now be on the Internet in more ways than just with a website and a blog.

### **Every Business Must Go Social**

Social media may have started out with the fun stuff on MySpace and the status updates on Facebook, but today’s social media landscape is a huge one, and it is quite varied in the

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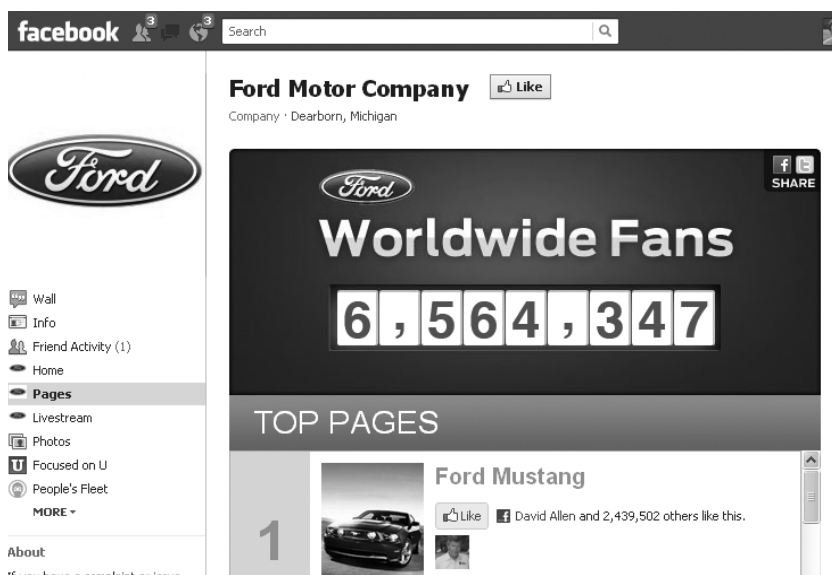
activities on the sites. This book is all about using the latest social media marketing strategies to make money from home, and I'm going to show you just how to do it.

If you haven't noticed that there is a social media revolution going on, start paying attention to the major Fortune 100 and Fortune 500 companies that are using social media for marketing, customer service, and brand awareness.

### Some Facebook Examples

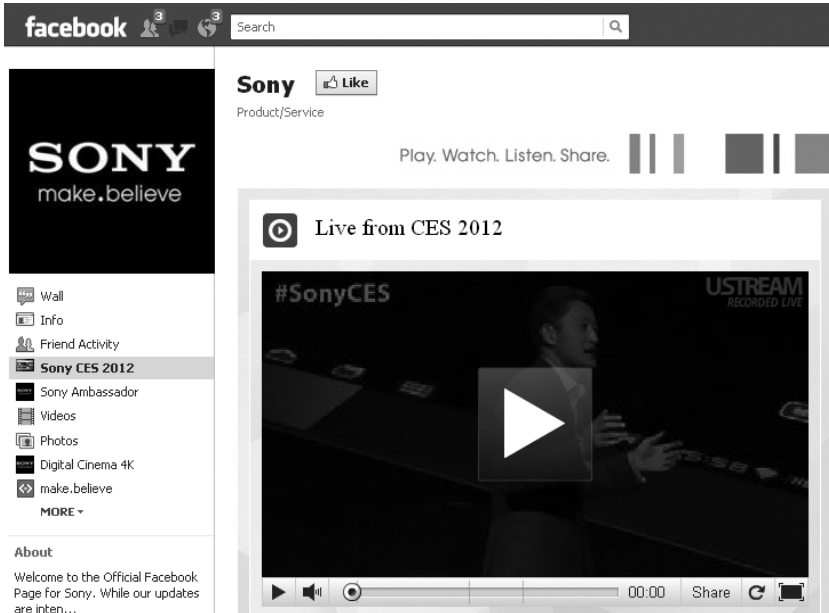
#### *Ford*

You can see at Ford's Facebook page that they're proud of their number of followers, using a scrolling counter to let us know how many they are adding. Additionally, Ford maintains more than 50 different pages on the company Facebook account for car and truck models, as well as pages for Ford in other countries.



## Sony

Sony is a media company, so their approach is to feature media on their main Facebook account. They also have pages promoting their movie theaters and movies.



## Nestle

Nestle is a food and beverage company, and they do a great job on their Facebook site of presenting not only their products, but recipes and links to their photos on Flickr.com and their videos on YouTube.com. They also link out to their Twitter account. There is also a Nestle page titled "Discussions" where they invite their followers and customers to engage in discussions about the company and its food and beverage products.

**Whirlpool**

Whirlpool builds appliances, and their Facebook presence features their product, of course s. However, they also have the page pictured above that allows their customers to register products, schedule service calls, and get product literature and manuals.



**They All Have Websites & Some Have Blogs, But...**

So these and many other large corporations have their major websites, and most have blogs, as well. However, they have also realized the value of social media and the fact that their customers are there and ready to communicate.

## They're On Twitter Too

### CNN

CNN is a major Twitter user, posting news releases and breaking news items. The “right now” nature of Twitter means that news headlines can be published to the world in seconds, and CNN keeps a steady feed going out to more than 3.5 million followers, as the image shows.

**CNN**

**@CNN**  
*Breaking News, U.S., World, Weather, Entertainment & Video News*  
<http://www.cnn.com>

[+ Follow](#) Text **follow CNN to 40,404** in the United States

**Tweets** Favorites Following Followers Lists ▾

**CNN** Exclusive: Doctors cheated on exams (by @scottzamostcnn and @drewgriffincnn) on [cnn.com/zNBV4s](http://cnn.com/zNBV4s)  
 8 minutes ago

**CNN** Duchess of York faces charges over Turkey children's home film: [on.cnn.com/zUk3P3](http://cnn.com/zUk3P3)  
 32 minutes ago

**CNN** Woman accused of biting 2 kids at bookstore on [cnn.com/wEMP91](http://cnn.com/wEMP91)  
 3 hours ago

**Stay in touch with CNN**  
 Join Twitter right now:

Full name

Email

Password

[Sign up](#)

**Curious how CNN uses Twitter?**  
[Discover who @CNN follows](#)

**CNN** About **@CNN**

<b>22,722</b> Tweets	<b>564</b> Following	<b>3,530,368</b> Followers	<b>61,653</b> Listed
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### Dell

Dell has multiple Twitter accounts linked off of this page at Twitter:

[Support](#) [Sales](#) [Community](#) [Corporate](#)

**Dell Support Accounts on Twitter**

**Dell Cares**  
 Dell's Social Media Outreach Team. Hours (CST): 8:00 a.m. to 5:00 p.m. Monday through Friday and 8:00 a.m. to 5:00 p.m. Saturday through Sunday. We are here to listen, help and provide proactive information to our customers.

**Dell Cares JP**  
 This is the official account for Dell technical support aimed at Japan's small- to medium-sized business customers.

**Dell ProSupport**  
 Official Twitter account for Dell ProSupport™ Services. Follow us to get valuable information on supporting your company's IT infrastructure.

**Dell Ayuda**  
 The Spanish SOS team is available to answer all your questions about our products and services from 8:00 a.m. to 5:00 p.m. Monday through Friday (CST-05:00).

**Dell Hiit**  
 The German SOS team is here to help, listen and inform proactively from 8:00 a.m. to 5:00 p.m. Monday through Friday.

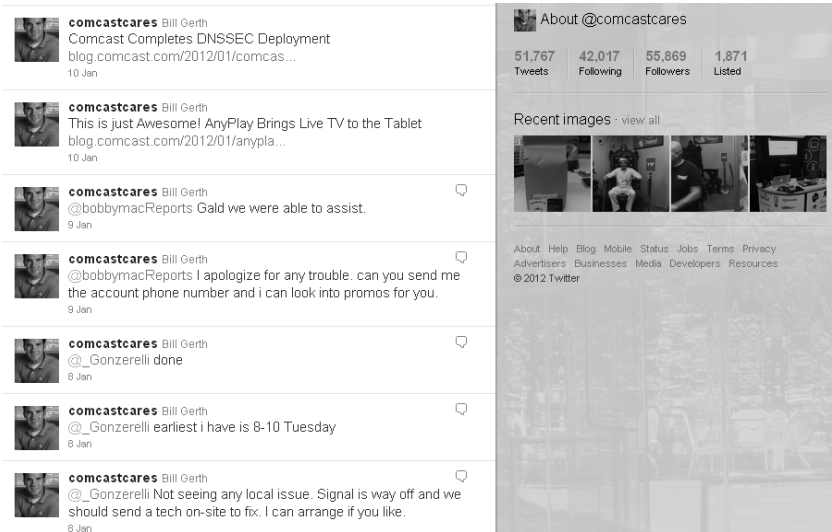
**Dell Vous Aide**

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There is also a DellOutlet Twitter account where Dell posts up special deals, closeouts, and refurbished equipment at discounted prices.

**Comcast @comcastcares**

Comcast, the cable company, has had its share of jokes about service. You know “waiting for the cable guy,” not to mention poor portrayals in movies and on TV in the past. Well, Comcast decided to take a major step with their Comcast Cares Twitter account and speak directly to their customers’ concerns and issues. As you can see in this image, there are specific service issues handled via a complaint on Twitter answered by Comcast management.



Most of the top corporations use Twitter accounts for news, product announcements, marketing, and customer service. The adoption of Twitter was a necessity once these companies found that their customers were already there and talking about them. It was mandatory for these businesses to join the discussion. This is particularly true when there are complaints.

Handling them in the very public social media is good for the brand and image.

Other high profile companies you'll recognize that are using Twitter include:

- Home Depot
- Whole Foods Market
- HR Block
- Best Buy
- Popeye's
- AT&T
- Kodak

The value that these companies find in Twitter tells us that we're also going to find a great marketing venue for our *Social Media Profits From Your Home* business.

## **LinkedIn Is Different, But Still Important**

LinkedIn is a more business-to-business and recruiting platform by design. Individuals build LinkedIn profiles to showcase their resumes and qualifications in order to improve their career paths, and professional consultants and others use it to build their client bases.

LinkedIn states its network benefits as follows:

- *Manage the information that's publicly available about you as professional*
- *Find and be introduced to potential clients, service providers, and subject experts who come recommended*
- *Create and collaborate on projects, gather data, share files and solve problems*
- *Be found for business opportunities and find potential partners*
- *Gain new insights from discussions with likeminded professionals in private group settings*
- *Discover inside connections that can help you land jobs and close deals*

With this focus, this social media platform does not have the personal type of communications offered by the other platforms, but we can still use it as a place to market and add profits to our bottom line. We'll talk about how to do that in the LinkedIn chapter later.

### ***FedEx on LinkedIn***

One of the tabbed pages at the Federal Express LinkedIn account is "Careers," where this company places their job opportunities. Professionals and individuals searching for employment with their own LinkedIn accounts can follow Fedex or just find jobs via a search on certain keywords.

**LinkedIn** Account Type: Basic Jim Kimmons Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More  Search

Companies > FedEx

Overview **Careers**

**Recently posted jobs at FedEx**

- Sales Education Consulting Advisor / Global Account Segment (Executive Project Advisor), FedEx Memphis, TN - Dec 22, 2011
- Sr Strategic Marketing Analyst, FedEx Memphis, TN - Dec 16, 2011
- Senior Financial Systems Analyst , FedEx Greater Memphis Area - Dec 16, 2011
- Senior Accountant , FedEx Memphis, TN - Dec 16, 2011
- Sr. Attorney, FedEx São Paulo Area, Brazil - Dec 16, 2011

**FedEx has 24,866 followers**  
Follow Company Share

**How you're connected to FedEx**  
0 First degree connections  
3 Second degree connections  
**14,081 Employees on LinkedIn**  
Check out insightful statistics about FedEx employees >

### **MySpace Isn't Dead – Just Different**

Many people have written off MySpace as a social media contender. While it started off with a bang, MySpace has experienced a dramatic shrinkage in users and activity.

However, it's not dead, with more than 150 million users still signed up, though only about 45 million were active in early 2011.



While many people consider Google+ and Facebook as competitors trying to kill each other, they really are different in many ways, and those differences mean that both will be around for a long time and both will deliver profits for our home businesses.

## Social Media Could Surpass Paid Search in 2012

This chapter is about revolution, and that's precisely what's happening now in online marketing. Over at WordWatch.com, an article was posted on January 6, 2012 titled *Social Media Can Pass Paid Search in 2012*. Some other points and data in the article include:

4200 Small & Medium Businesses were surveyed, and they stated that their budgets for online marketing in 2012 looked like this:

- Email at 17.4%
- Search Engine Marketing at 15.1%
- Social Media marketing at 13.7 percent

This data is indicating money moving from Google Adwords and Yahoo Search Marketing to social media.

One of the reasons mentioned a lot for moving budget to social media had to do with Facebook and the tight targeting and focus an advertiser can use to reach only the most viable prospects, those most likely to become customers. I'll give you specific instructions and examples for using Facebook Ads in a chapter devoted to the topic.

The revolution is happening, and I'm sharing with you in this book everything you need to know to take advantage of it and create an amazing profit machine you can operate from home.

## CHAPTER 2

# The Amazing Numbers of Social



How big is huge? How many is 800 million (800,000,000) people? What's the investment of time for users of social media? What do they do when they're online? These are a few questions that I'll answer for you in this chapter, and the numbers will amaze you, as they did me.

Let's understand one thing right up front. Even though these numbers were published in various places around the Web just four months before I wrote this, they are already out of date. Social Media on the Internet is a rapidly changing landscape. I'm going to give you some astounding numbers here, and we'll get them for different platforms, from desktops to tablets and mobile phones.



- Active adult social media users are:
  - 75% more likely to spend a lot on music.
  - 47% more likely to spend a lot of money on clothing, shoes, and accessories.
- Experian, the credit reporting company, reports that:
  - 91% of online American adults access some form of social media every month.
  - that number jumps to 98% of 18 to 24 year olds.
  - one out of five social network users is likely to visit another social network after leaving one.
- 50% of small business owners in one survey reported gaining new customers through social media.

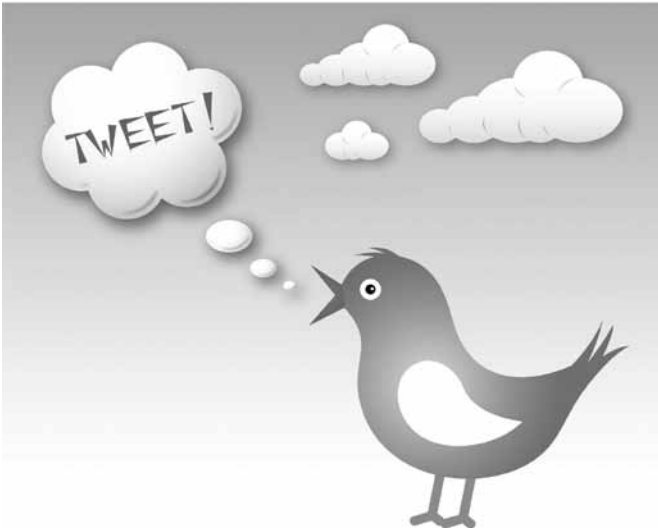
## Facebook Statistics



- 800 million people were Facebook users in September 2011, 250 million more than the year before at that time.
- One source reported that in May 2011, U.S. users spent more than 53 billion minutes on Facebook- ten times the time spent on Twitter.
- Another source reported that all people spend more than 700 billion minutes per month on Facebook.
- Facebook users spend an average of 15 ½ hours each on Facebook each month.

- More than 2.5 million websites have integrated with Facebook.
- Users share 30 billion pieces of content each month on Facebook.
- 20 million apps are installed on Facebook daily.
- More than half of Facebook users log in every day.
- The average Facebook user has 130 friends.
- Comscore reports that businesses that post daily to Facebook will reach 22% of their fans each week.
- The average Facebook user spends 20 minutes in their account each time they log in.
- A majority of Facebook users log in three or four times each week.
- 61% of Fortune Global 100 companies have at least one Facebook page.
- 89% of U.S. companies allow fans to post on their wall.

## Some Twitter Numbers



- In May 2011, there were 190 million Tweets per day.
- Twitter that month was handling 1.6 billion queries per day.
- Twitter is adding around a half million users each day.

- Twitter has over 100 million global active users, more than half of them logging in every day.
- 77% of Fortune Global 100 companies use Twitter.
- 40% of Twitter users post photos and videos.

## Some LinkedIn Numbers



- 101 million members worldwide.
- 73% of members between 25 and 54 years of age.
- The top two industries represented on LinkedIn are High Tech and Finance.
- The top three job functions on LinkedIn are Sales, Administrative, and Academic.
- LinkedIn is used by 69 of the Fortune 100 companies.
- There were nearly two billion people searches on LinkedIn in 2010.

- More than two million companies have LinkedIn company pages.
- Executives representing all of the Fortune 500 companies are members.

## Google+ Statistics



- Time since inception to reach ten million user mark:

Facebook	852 days
Twitter	780 days
Google+	16 days
- Google Plus reached 40 million users in its first three months as an invitation only site.
- Now that it is open to all and has introduced business pages, one estimate is that Google+ will have 400 million users by the end of 2012.
- 67 million unique visits in November 2011.



- In early 2012, Google+ integrated their user posts into search as a separate selectable option, a huge change in the SEO landscape.

## Mobile & Mobile Use of Social Networking



- In 2010 more than five billion devices were connected to the Internet.
- 47% of users have social media on their mobile devices.
- Phones are second only to computers for social media use.
- Year to year, use of mobile social media by people over 55 more than doubled.
- 63% of users access social media on their phones each week.
- 79% of people would like to download coupons on their mobile phones.
- Mobile use of social networks increased by 62% in 2011.

## What the Numbers Mean

What are all of these astounding statistics telling us? Well, it's obvious that the use of social media is exploding, and we're using it everywhere and on all types of devices. What are people doing during their billions of minutes of Facebook usage and millions of minutes on Twitter and the same for other social networks?

On all of them they're talking to each other, some sites more personal in nature than others. However, they're also recommending people, brands, products and services. It's a whole new level of "word of mouth" advertising.

Let's think a minute about the differences in how we'll build business on social media versus our experience with websites and blogs. Our websites and blogs aren't dead, since they'll always bring business, and they can still be our major source of income.

What social media is going to do for us is to help us to funnel visitors to our websites and blogs. Of course, we can also do direct affiliate link marketing on the social media sites. And, we can run ads there as well. Those can take our customer anywhere on the Web that we wish.

Social media is also going to be an SEO, Search Engine Optimization, strategy. We're going to get website and blog traffic simply due to links from social media, those we put there and those added by our friends, contacts, and followers, as well. But more than anything else, the way that social media encourages sharing, we're going to take advantage of the power of viral marketing. The right offer in the right place will create customers and good will. Those customers will share that offer post with their friends, and they'll share it with theirs, and ...

There's one set of numbers we haven't talked about yet: cost. The awesome news is that to have a profile, business pages, and to participate on these social media sites is largely free. The return on investment is gigantic when there's no cost other than your time.

Sure, you'll be spending money for ads on Facebook and elsewhere, but you can get going and make money with little or no money out of pocket. The Internet and social media sites have created a marketing environment for the small (even tiny) business, where profits are there and your image and brand can appear much larger than reality.

The sheer numbers for participation make these social media sites rich environments for our home business. I'm going to show you how to use each of them to generate profits and fatten your bank account. Let's move along and talk about "referral" business.

## CHAPTER 3

# Referrals on Steroids



Anyone who has been in sales or marketing for any length of time, or anyone who has taken training in sales, will agree that the easiest and best new customers come from word of mouth referral advertising. One person telling another is usually the strongest endorsement a business can receive.

There's a book out by Ben McConnell and Jackie Huba titled *Citizen Marketers*. What a title for our discussion here! We're thinking of ourselves as marketers, and we are. I'm sharing a lot of tools, resources, and information with you in this book about how to market on the Internet through the social media and build a great business in the home.

However, are we the only marketers in our business? A review of *Citizen Marketers* at <http://creatingcustomerevangelists.com>

began with, “A solitary citizen today with a broadband connection and several inexpensive or free tools has a substantially better chance of influencing the public’s perceptions of billion-dollar corporations than ever before.” That’s a bold statement.

The review refers to the “distributed, power-sharing nature of social media...” That’s precisely what is happening. You and I are going to develop a business around affiliate marketing or selling of products and services through social media, but we’re really just getting the ball rolling. We’re not holding the power.

The people and businesses with which we connect on social media are going to determine ultimately how successful our enterprise will be. That’s because they’re going to build content about us, our affiliate links, and the products and services we’re representing and selling. It’s that content that seals our fate, whether it’s a “Like” button click, a “+1” button click, a mini-review, or just a “Hey, I bought this and it’s great” referral.

## **The Survey Says...**

There are a number of recent and past surveys out there that clearly show the value of customer referrals and reviews. A referral from a trusted source is 12 times more trusted than descriptions or advertisements from a company or manufacturer. That information came from a survey of Internet users.

The same survey found that 77% of online shoppers use reviews and ratings when purchasing, and 74% rely on social networks for purchase guidance. Something I’ll share with you in the Facebook chapter is their brand new “Sponsored Stories” announcement. Sponsored Stories turns Facebook friend

activity into advertisements to take advantage of the huge value of social recommendations.

People just naturally trust information more when it comes from family and friends. It is recognized that advertising and marketing are designed to make the best of a product or service, never showing the warts, only the pretty and valuable side. However, when a family member or friend has experience with the product, service, or company and tells us that it's good, we just naturally accept the referral as fact.

## **The Viral Marketing Power of Social Media**

While the effective nature of social media marketing is recognized, and the reasons aren't rocket science, we should look at the major reasons that social media is so powerful for marketing.

**It's credible:** Who are the people on your social network contact lists and in your Google+ Circles? Since you and only you have the ability to place them there, then it's certain that they are people that you know and trust. The nature of your relationship gives their recommendations credibility.

**Big numbers:** In our daily lives, how many people do we directly engage on a daily and weekly basis? Going to work, we tend to see the same people over and over. We get out and visit friends and family, but how many people in total do we normally engage with each week?

Now, compare that number to how many people are on most social network "friends" or contact lists. It's usually in the hundreds, and frequently in the thousands. And, the social networker is engaging with most of them every week via the Web. There is nothing more engagement-efficient than the social network.

**Speed:** If you and 200 of your friends or contacts are online this evening after work, and you post that you've just landed a job promotion, how many responses and congratulatory posts will you get and how soon? A post is instantaneously available to your circle of contacts, so as soon as they access their account, your information is in front of them.

**Engaged audience:** Just like you, your social media contacts are there by choice, and they choose to receive your notices, opinions, and announcements. They're your audience, just as much as if you brought them to the theater to watch your command performance.

**Members seek information:** Those who participate in social networking do so in large part to seek information and opinions from their friends and contacts. They've taken on an active listening role, and all you need to do is engage them.

## The Benefits of Socially Referred Traffic

Google didn't become the giant of the Internet search world by being behind the development curve. Google is continuously studying the Web, the search habits, and the development of social networks. This study no doubt contributed to the decision to roll out Google+, the new social network that's causing a major stir in the social media world. HubPages.com studied the benefits of socially referred traffic and tells us:

- Highly relevant and targeted, the volume of socially referred traffic is enormous.
- The "word of mouth" nature of social media referrals makes them high quality and of great benefit to the brand, product, or service recommended.
- Consumers take their friends with them when buying, using social media as their vehicle.
- It's an "upside-down pyramid," with friends telling friends,

and them telling more friends, expanding the reach of the original recommendation exponentially.

- The cost to companies and marketers is low for social media marketing.
- Because of the filtering nature of social media, people can avoid the clutter of normal searches and find the information they want faster through social media searches.

## Some Examples of Using Customers for Social Marketing

### *Roku*



I don't know if you're familiar with the small black Roku box for in-home entertainment. It is manufactured and marketed as a way to bring online movies, television series, music, and highly focused specialized TV channels into the home.

A Roku box and an Internet connection allow the occupants of the home to view tens of thousands of movies on Netflix, Hulu, Amazon, and other providers of movies and filmed entertainment.



The amazing thing about this company is that, without a huge and expensive marketing blitz in major media, the company took the lion's share of this market before competitors even realized what was happening. How did they do it? With social media marketing.

Partly to respond to media interest in how this company got the jump on competitors, Roku issued a press release that revealed the company benefitted from 250,000 Roku customers who acted as sales people by recommending the purchase of their products to their friends and contacts via social media.

It wasn't all just settling back and letting it happen. Roku implemented a "refer-a-friend" marketing campaign that rewarded customers for their referrals. These weren't what we know as affiliate marketers, but regular people telling others about a great product and their satisfaction with it.

### ***Abe's Market***

Abe's Market, a Chicago based company, sells food, clothing, and other products through their website. Abe's Market took the Roku concept to the next level, however. Instead of having customers refer the company and products on social networks, Abe's rewarded customers with discount coupons if they referred friends by submitting email addresses.

The point is that both of these companies were highly successful at getting the word out and in a short period of time using social media. They recognized the value and acted on it. That's exactly what I'm going to help you to accomplish with the information I provide in this book.

## **The Reciprocal Nature of Social Media Referrals**

There's a complimentary approach to referral marketing that's

ingrained in the old-style word of mouth advertising and that translates quite well into the social media arena. It's the concept that we're not alone, and that helping others brings reciprocal help and benefits.

This approach is all about partnering through complimentary social media activities. It takes some time and effort that isn't an immediate return of income, but it's usually well worth it. So, what's involved in this reciprocal referral marketing?

1. **Identify your partners:** what individuals or businesses out there could be of help to you and bring you business. In other words, they're not competitors, and they have some connection to you and your business that would make them an asset if they refer you.
2. **Become a referral asset for them:** actively investigate how you can help them in the social media. Refer them, link to them, click that Facebook Like button and that Google +1 button on their site(s). Talk about them and link to them in your social media accounts.
3. **Enjoy the reciprocation:** though it won't be immediate, experience has shown that your referrals will result in their reciprocation and referral of your business on their part. It's a great approach that works.

This approach requires a little thought and planning. If it's to work for you, there are some things to consider that will grease the wheels:

- **It isn't a game that's scored:** don't start out with the idea that you're expecting reciprocation, and in equal proportions. Do your part, and don't try to keep score to see if they do theirs. Some will not, many will. It's not something that will take a huge amount of your time, and it will require no money, so consider it an investment that you aren't going to tally.

- **Choose the right partners:** don't just spend your time willy-nilly referring people or businesses that will only marginally be able to help you in return. Choose those who have influence among your potential customers.
- **Really get involved in their marketing:** think like you're on their marketing team. If you were them, what would you want someone to say about your product or service to bring in customers ... and that's what you say.

## It's Like Leverage in Investing

If you're an investor, whether stocks, bonds, or real estate, you know about leverage. It's the use of other people's money to reap greater investment returns. It's using financing or borrowed money to increase returns with less cash out of pocket.

The ultimate value of social media marketing is in the leverage it provides. The huge advantage of it is that you don't have to borrow money or pay interest. You're recognizing the value of your friends and social media contacts, as well as their list of friends and contact. And the possible leverage of those contacts is astounding!

Think of it this way. You have 300 friends or contacts in Facebook, Google+, or both. You manage to get a significant number of them, say half or 150, to refer your business, products or services.

Now, just imagine if each of them has 300 friends and contacts. Now we're at 45,000 possible recipients of a referral of your business. If only a tiny percentage, say 5%, of that second tier group also refer you, that's another 2250 possible customers. I hope it's beginning to sink in the value of social media and the new way of marketing by word of mouth.

It's a whole new world out there for marketing your business. In the "good old days," you might take an aggressive letter approach. You might mail out 300 letters, each with a dollar bill in them to get the prospect's attention (a very successful method written about a lot). So, with postage, paper, envelopes, and the dollar bill, you'd be out at least \$450 to reach 300 prospects. And how many do you think would hand your letter to someone else, and how many of these other people would see it or pass it along? Zip!

So your \$450 got you 300 impressions with no second layer of prospects or leveraging. Contrast that with social media, when you spend nothing and have the opportunity to reach close to 50,000 prospects!

Now you're getting an idea of the amazing potential and power of social media marketing. I'm going to show you how to make it work for you.

## CHAPTER 4

# Major Shifts in Online Marketing



I can't stress strongly enough the importance of the image above, since you're receiving this book at a time when some of the most dramatic changes are happening in the online world for marketers of all types.

First, let's take a look at the major marketing methods and considerations that were in place at the beginning of 2011, and then we can see the changes that came as we move into 2012 and beyond. Some of these tools and methods will still be around, some will remain important, and others will rapidly drop off our online marketing radar. It is indeed time for change in our online marketing plans.

## Google Search (And Others)

Much of what I'll talk about here is going to be applicable to the other search engines, like Bing and Yahoo. Some things definitely are unique to Google, which is still by far the biggest player in the search business.

### **SEO**

Search Engine Optimization will always be important in getting free top positions in search results. Content on websites must be unique, and it helps immensely if it's arranged so that Google and the other engines can easily index it.

So don't stop creating content for your website and blog, and don't stop maximizing pages, especially landing pages, for keywords and phrases. What is a "landing page?" It's a page you design on a website or blog to receive visitors from offsite links, particularly when you're placing links around the Web as an affiliate marketer or to bring a potential customer to your site.

The landing page content should work with the content link that brings the visitor in a relevant way for your page to rank better with Google. In other words, if you're placing ad links in articles, blog comments, and other places around the Web to sell "blue widgets," then your landing page text and images should be optimized around the key phrase "blue widgets." SEO also includes creating new content regularly, normally via a blog, so that Google and the other engines will send their robots over to index it more often.

### **SEM**

Search Engine Marketing is a payment for placement model. Google Adwords and Yahoo Search Marketing are examples. These are paid ads, and your position in the ad ranking is

influenced by a number of factors that I'll tell you about in a moment.

Ads - Why these ads?

**Free Web Marketing Tools - Automate your Marketing Efforts.**  
[www.lxmmarketplace.com/FreeTools](http://www.lxmmarketplace.com/FreeTools)  
 Try the Powerful & Simple Tools!

**The #1 SEO Platform | conductor.com**  
[www.conductor.com/seo](http://www.conductor.com/seo)  
 Increase your Share of Search with Conductor Searchlight. Try it today

**Marketing Tools - Do More Marketing with Less Effort.**  
[www.aloqua.com](http://www.aloqua.com)  
 View Our Marketing Automation Demo.

**Internet Marketing Tools for SEO and Social Media | Raven**  
[raventools.com/](http://raventools.com/)  
 Build and Manage **Online Marketing** with Raven's **SEO Tools** and Social Media **Tools**.  
 Perform Keyword Research for SEO and Report on Social Media Growth ...

**Internet Marketing Tools**  
[www.marketingtoolsguide.com/](http://www.marketingtoolsguide.com/)  
**Internet Marketing Tools** Guide | A simple, easy, impartial and precise Expert's Guide  
 to Marketing Tools. Free internet marketing advice, reviews, tools and ...  
 Marketing Tools - Free Marketing Tools - Internet Marketing Experts - About

**Affiliate Marketing Tips & Internet Marketing Tools To Make Money ...**  
[www.theinalliance.com/](http://www.theinalliance.com/)  
 This site may be compromised.  
 Oct 4, 2011 - It's my opinion, that for a few people, Ecommerce is going to hold the key  
 to not just making a full time living **online**, but to building wealth, ...

Ads - Why these ads?

**Advertise On The Internet**  
[www.google.com/AdWords](http://www.google.com/AdWords)  
 1 (877) 490 2352  
 Get Qualified Visitors To Your Site  
 Place Your Ad On Google Today!

**Online Advertising Software**  
[www.clearsaleing.com](http://www.clearsaleing.com)  
 Get unparalleled visibility into  
 your **marketing** and advertising mix.

**Vocus™ Marketing Software**  
[www.vocus.com](http://www.vocus.com)  
 Grow Your Business in Minutes.  
 Get Seen & Be Social. Demo Now!

**Marin Software**  
[www.marinsoftware.com/sem](http://www.marinsoftware.com/sem)  
 Powerful. Practical. Trusted.  
 Test-run our SEM Software now!

**Easy Internet Marketing**  
[www.sitewit.com](http://www.sitewit.com)  
 Build a campaign in 5 minutes  
 Budgets start as low as \$50 / month

**Marketing Software Online**  
[quickbase.mtut.com/Marketing](http://quickbase.mtut.com/Marketing)  
 Electronically Track Results with  
 Automatic Reporting. 30-Day Trial!

In the image, we see the results of a Google search on the term “internet marketing tools.” I’ve highlighted the areas that are paid Adwords ads. The results in the highlighted area are there because the marketer or business set up a Google Adwords campaign and is paying to be there.

The order in which those paid ads appear is determined by a secret and complex algorithm. Though the advertisers that bid on the search term indicate the most they’ll pay for a click, where they appear is not based solely on that bid, but on many factors, including the quality and relevance of their ad wording and the landing page where the visitor arrives after they click. The advertiser normally only pays when the visitor clicks to their landing page, and this is considered very targeted advertising for that reason. No click, no pay. For this reason, advertisers can set up ad campaigns that target hundreds of keywords and phrase combinations, since they only pay when they get that visitor to the site.

### ***Inbound Links and PageRank***

Google's page rank system is already less important than in the past due to the way people try to game search results.

However, it has primarily given a page rank to a site based on the number of links and the quality of those links coming from other sites.

So, site owners and marketers would go out and comment on blogs and write articles for article sites with relevant links back to their site to increase the number of back-links and raise their page rank score to hopefully improve their free search results positioning. By the way, the listing results not in the shaded area of the image are free results from Google's ranking of their site.

This is technically SEO, not SEM, but I wanted to tell you about it in relation to the image, so placed it here.

## **Everything's Already Changing**

Those are the ways in which everyone has competed for search position results. Google Adwords and Yahoo Search Marketing, both SEM, have generated huge profits for the search engines due to their popularity with advertisers and the ability to bring targeted traffic to websites.

Part of the linking strategy used by advertisers for both affiliate marketing and bringing visitors to sites to sell them something included placing links in Facebook posts and in Twitter Tweets, as well. So, there's already been a huge emphasis on using those two social networks for online marketing.

There's already been a changing trend toward using social media to drive traffic to websites, affiliate links and landing pages that sell product. It's a growing trend, but Web



marketing experts are now predicting dramatic changes that were beginning as I wrote this.

There is going to a huge amount of change, and those who are in front in adopting new social media marketing approaches will be taking their profits to the bank in buckets. I'm going to tell you in this book about some really amazing changes that you can take advantage of immediately.

## Changes Predicted by The Experts

As a general bold stroke statement, "Social media is going to disrupt search marketing, both SEO and SEM, in many dramatic ways."

In the individual detail chapters about each of the major social media sites, I'll tell you about specific changes and new initiatives that are just now being announced, but will be major market influencers. Right now, let's just look at what the experts are saying.

### *What Changed in 2011?*

2011 was a year of big changes in Google search algorithms. As Google goes, so do the other major engines at some point. Let's bullet out some major changes in 2011 that should influence your marketing decisions when we get to the detailed stuff:

- **Panda zaps low quality sites:** Early in 2011, the first Panda update was implemented at Google. Several Panda modification updates followed to get it right. The purpose, which was successful, was to weed out low quality and content scraping websites from search results. Don't use copied content; instead create original relevant content for your sites. Around 75% of low quality sites disappeared out of the first few pages of Google results due to Panda.

- **Social is Gaining in Search:** The Google +1 button is an excellent example of how social networks are changing your search results. The Facebook Like button is doing the same. Google and other engines are adding points and moving your site's position in relation to how many "votes" your pages are getting from these social buttons.
- **It's not just text anymore:** Search results are beginning to put a lot more video, images and other content into the results pages instead of just text links. Websites must be using video and images in a relevant way in their content to take advantage of this.
- **How fast do your pages load?** In 2011, Google began to influence position in search partly based on page load speed. Webmasters have been scrambling to make code changes that cause pages to load faster.
- **Don't be a Google-only website:** This just means that while Google has about 65% of the search market share, you should promote your site via social media and in other ways as well. Don't put all of your eggs in the Google basket.

### ***No More 4 Ps – Now It's S-D***

Since 1960 tens of thousands of marketing classes have taught marketers to adhere to the rule of the 4 Ps:

- **Product** – A good or service that satisfies the needs of a customer. Marketers would define their product, assess demand, position the product in the marketplace, and brand it in marketing.
- **Price** – Marketers assess the customer's perceived value of the product or service, balance that with costs of production, delivery, and marketing, and then price it to be as competitive as possible in the marketplace.
- **Promotion** – This includes all of the ways in which a product is presented to the marketplace, including advertising, public relations, personal selling, and sales promotion. Products and

services are promoted by pushing out the information, features, and benefits to consumers.

- **Place** – This is distribution of the product or service, delivering it to the consumer where they want it or are most likely to find it.

Now this is all logical stuff, and it's been the way marketers have been trained for 50+ years. In the social media marketing world, we aren't trying to do away with the 4 Ps, but they certainly must be re-assessed as to where in the social marketing scheme they may reside, as well as how much of them should be in the mix.

### ***S-D or Service Dominant Marketing***

There has been a drift away from the 4 Ps in the last 20 years, and experts state that it's due primarily to three arguments:

1. The entire focus of the 4 Ps is to have all aspects of the process controlled by management with little involvement or interaction with customers. Yes, many did "focus groups" and customer surveys, but these were often structured such that customer input was not as free or helpful as it should have been.
2. Too much of marketing done with the 4 Ps was one-off. The process was designed to get that sale or deliver that service, and the customer relationship after the sale was often neglected or poorly managed.
3. The rise in services in our economy brings a need to get outside the 4 Ps box, as these concepts were more product-oriented. This is particularly true as regards the social media and the relationships that can be built with customers.

So what does all of that economic talk really mean? Well, with the massive use of the Internet and the social networks, customers have far more power today than ever before to influence how others perceive the importance or value of a brand or company.

Social media are going to absolutely require a relationship between companies and their customers. Failure to participate will create problems when consumers are out there talking about companies, products, and services.

## What's Brand New Going Into 2012?

The big players in social media are Facebook, Twitter, LinkedIn, and now Google+. MySpace is still out there, and I'll show you how to make money with MySpace later. However, right now, let's look at the battle that began in late 2011 between Google+ and Facebook for dominance in the social media landscape. First, while some may consider them competitors, they each fulfill different needs of their users, so they'll both stay around. Actually, some of the Google+ features prompted changes at Facebook.

### *Major Changes in Google Search Due to Google+*

As Google+ rolled out and began to mature, new things were added, and Google search made changes that incorporated Google+ posts and information in them.

[How to Strip a Hardwood Floor | Video | Floors | This Old House](#)  
www.thisoldhouse.com/toh/video/0,,20236933,00.html

This Old House general contractor Tom Silva shows the proper and safe way to **remove** an old finish from a **hardwood floor**.

[How to Strip Wood Floors | eHow.com](#)

www.ehow.com > Home Building & Remodeling

How to **Strip Wood Floors**. Wood floors are popular and can add a beautiful dimension to any room if they are finished properly. Whether you prefer a high gloss ...

[How to Remove Wood Flooring in 3 Easy Steps - Popular Mechanics](#)

www.popularmechanics.com/home/how-to.../woodworking/4234553

Nov 30, 2007 – **Remove a wood floor**. Pry up the first few boards to give yourself room to work. Alternatively, use a circular saw with a carbide-tooth blade to ...

[How to strip an old hard wood floor and refinish it? - Yahoo! Answers](#)

answers.yahoo.com > ... > Home & Garden > Decorating & Remodeling

5 answers

Top answer: My dad ripped up the carpets and sanded the **floors** with this big sander he rented. Then he used some kind of sponge mop and carefully put ...

[How to Refinish Wood Floors: 12 steps](#)

www.wikihow.com > ... > Floors and Floor Coverings

Jan 5, 2012 – **Remove** any tack stripping along the **floor** edges. 4. If there is **wood** trim against the walls, **remove** that as well. If you are wanting to reuse the ...

[How to Patch Strip Flooring | Video | Wood Floors | This Old House](#)

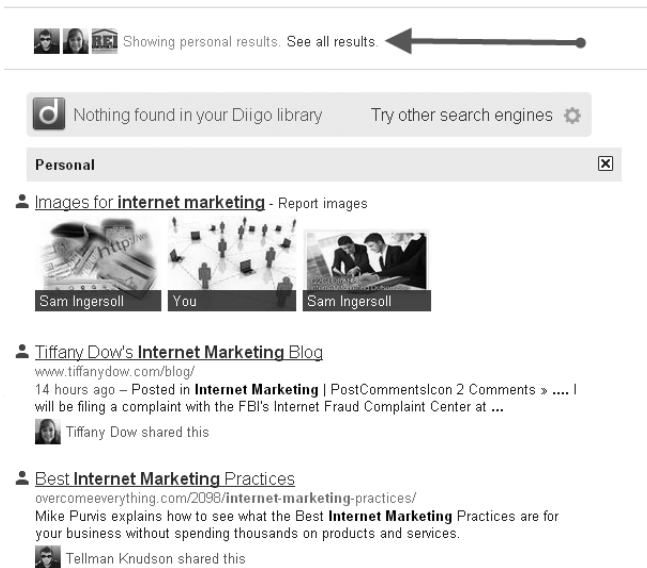


www.thisoldhouse.com/toh/video/0,,1631521,00.html

Jul 18, 2007

In this how-to video, This Old House general contractor Tom Silva shows how to repair a **hardwood-strip floor**.

- As you can see in the image, Google began to take question type searches and show results specifically answering the question rather than taking the visitor to a website with the right keywords but maybe not the right answer. The search in the image was “how do I strip a wood floor?”
- Google+ profiles began to appear in search results for names and company names.
- The major change came at the beginning of 2012, with Google+ actually placing an option in the search to display only your personal results or personal mixed with regular. When you do a search, you’ll see something like this at the top of the page, and if you choose to show your personal results, you’ll see a special results display.



By electing to see Personal Results, what I see on a search on “internet marketing” are those people with whom I have a relationship on Google+. Notice some of them have their profile photos, as well. I have a circle of people there that has grown based on a mutual interest in Internet marketing. So, if I choose to see only personal results, I’ll see things on the Web

posted by my Circle members. This allows me to see what people I know and trust are saying about my search topic. Now you can see just how major this change in search really is!

Go back and read the S-D discussion again. Here we're seeing it in action. People build relationships with each other on social media, and when someone is searching for information on a product or service, they'll find pertinent information from people they know, including recommendations, reviews, or complaints. It's a HUGE change!

This change by Google immediately prompted complaints from Twitter, as Twitter results had been ranking well on searches seeking very recent content. Twitter perceived this as a threat to their Tweets' position in searches into the future.

## BREAKING NEWS!

As I was doing the searches for this chapter, I came across something brand new that I hadn't seen in searches just days before.

The screenshot shows a Google search results page. On the left, there are search engine links and a list of search results including 'Ads - Why these ads?', 'ie comfort of your home!', 'day.com', 'n CNN, NY Post -Hire Now.', and 'demy.Edu'. On the right, there is a new section titled 'People and Pages on Google+' related to 'internet marketing'. This section features two profiles: Mari Smith, with 49,904 circles, described as a 'Passionate Social Media Leader, Facebook Marketing & Relationship Marketing Speaker and Author ... Social Media Keynote Speaker & Trainer | Facebook ...'; and Jack Humphrey, with 5,576 circles, described as an 'Internet Marketing and Blogging Consultant, BlogSuccess.com ... CEO, TriForce Marketing, Inc ... I'm an internet marketing consultant. Go figure, right? For ...'. Below these profiles is a link to 'See more' and a note to 'Learn how you could appear here too'.

These new result displays appeared at the top right above the normal paid search results. **People and Pages on Google+.** Now this is big news! Apparently, based on a combination of their Google+ profile information and the quality and relevance

of the content they're posting on Google+. There's a button to add them to my Circles as well. I'll go over this in more detail in the chapter on Google+ later, but it's definitely very important for marketers.

## **Facebook Is Changing as Well**

We'll look at Facebook Ads in its own chapter. However, right at the end of 2011, Facebook came out with a new way to market there, called "Sponsored Stories."

It's so new that I'm going to be researching and testing it for the chapter on Facebook Ads, but here is the basic premise of Sponsored Stories: When someone posts something about you or your company it shows up in your News Feed as well as in the feeds of their friends.

Sponsored Stories allows you to pay for a new right-side ad box that will locate these mentions and make a sponsored entry that looks much like a Facebook ad, only it's automatic. More about this in the Facebook Ads chapter.

There's a whole lot more to talk about when it comes to what the social media sites are doing in the marketing arena, and I'll get into it in their individual chapters. Just know that everything is changing and will continue to do so. This book will get you started right, and I can help you to adapt and profit into the future.