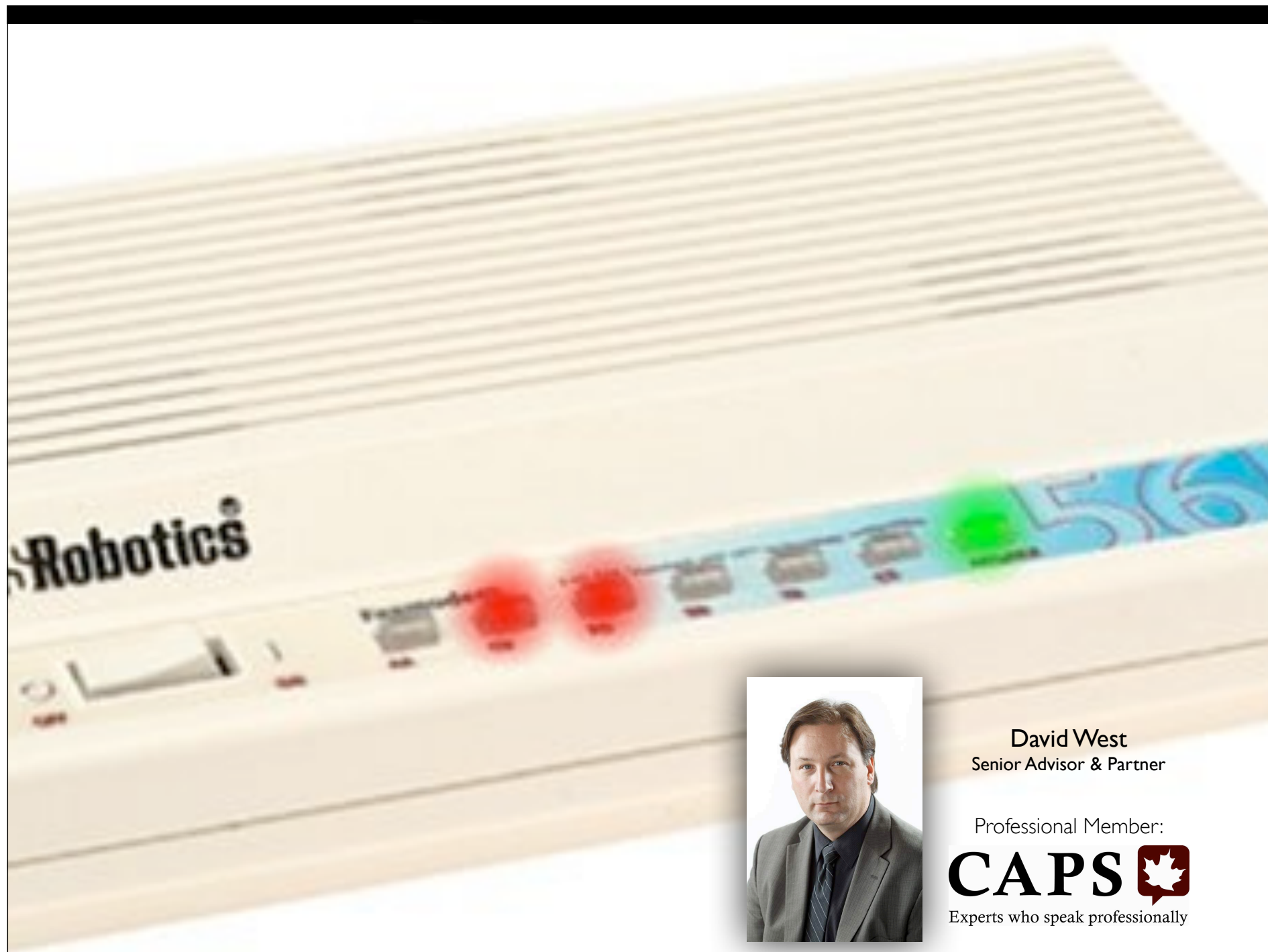


Social Media -

It's Your Business
It's Your Reputation





David West
Senior Advisor & Partner

Professional Member:



Experts who speak professionally

twitter



@continuusIC

@davidawest

use hashtag

#ALBERTA



Inspired by @unmarketing and @RichardLRobbins to make a change so I scheduled a mtg with @Ekzact for tomorrow!

91



Had a great meeting this morning with @davidawest. Super excited to move forward!

CONTINUUS

twitter



@continuusIC

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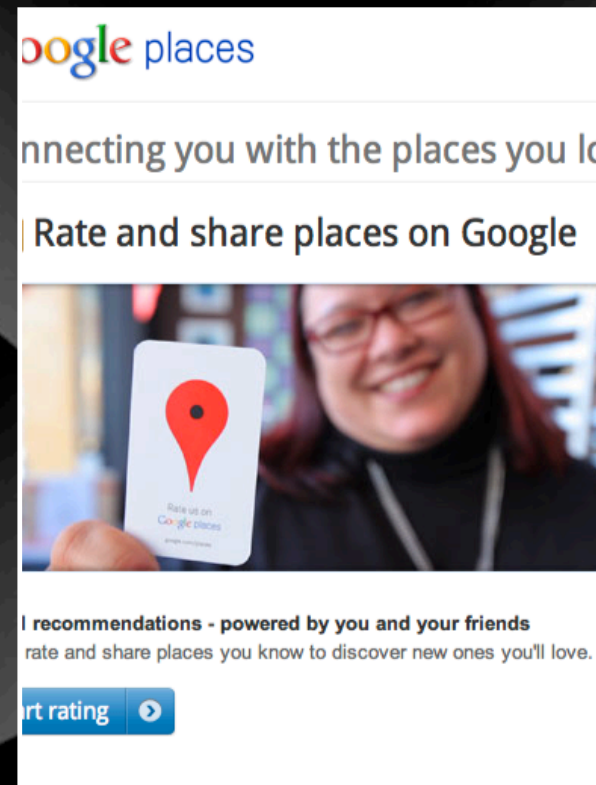


Had a great meeting this morning with @davidawest. Super excited to move forward!

CONTINUUS

Goals

- Why we need SEO & SMM strategies.
- Impact of Social Media on business.
- Understanding reputation monitoring & management.



In the Beginning I01

1994 - First there were websites
1996 - Companies quickly adopt the internet (-:
1998 - Search Engines started working
1999 - 2001 - SEO Industrial Revolution
1999 - 2001 - User contributed websites
2001 - 2008 - Social Media lives
2009 - 2011 - Social Media heats up



CONTINUUS



CONTINUUS

The People in Your Neighbourhood Today.

- Web 1.0
 - Geeks & Programmers

The People in Your Neighbourhood Today.

- Web 1.0

- Geeks & Programmers

- Web 2.0

- Designers
- Programmers
- SEO's

The People in Your Neighbourhood Today.

- Web 1.0

- Geeks & Programmers

- Web 2.0

- Designers
- Programmers
- SEO's

- Web 3.x

- Social Media Advisors
- Internet Consultants
- Self Proclaimed Guru's

The Issue...

- The Internet is having a profound impact on businesses today.
- It is more important than ever before.
- The Google Affect - makes or breaks you.
- Now... Social Media to boot...



Search Engine Optimization is
Manipulation of the Worlds
largest database ...

We are all doing it...

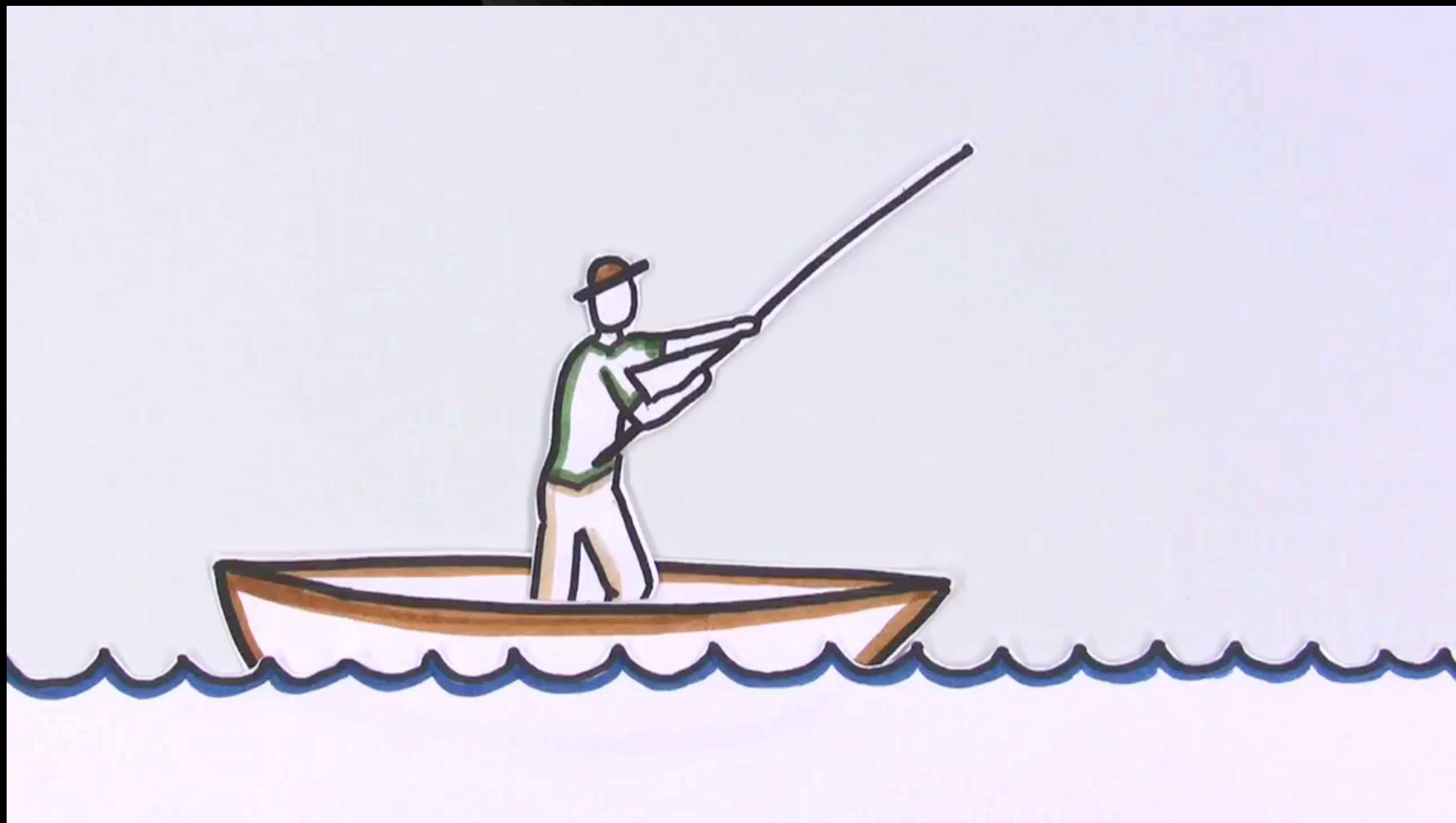
Social Sites like Facebook, Twitter and LinkedIn are now a part of many peoples daily routine...business owners are feeling pressure to participate.

Resistance is futile...

Search Engines 101



CONTINUUS



CONTINUUS

Words = \$\$\$

Despite what you may think, people do indeed read long copy. **If you write it, someone will read it.**

If you don't write it... because you assume nobody will read it, what you are really doing is **guaranteeing that you will not get found online.**

Assumption: People in my
industry don't search the
internet for what we do...

Assumption: People in my
industry don't search the
internet for what we do...

Reality:
People do
search the
internet...
everyday.

Assumption: People in my industry don't search the internet for what we do...

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches ?
<input type="checkbox"/>	☆ agriculture	<div><div></div></div>	16,600,000
<input type="checkbox"/>	☆ agricultural resources	<div><div></div></div>	18,100
<input type="checkbox"/>	☆ agricultural farms	<div><div></div></div>	301,000
<input type="checkbox"/>	☆ food processing	<div><div></div></div>	301,000
<input type="checkbox"/>	☆ food packaging	<div><div></div></div>	201,000
<input type="checkbox"/>	☆ dog food manufacturer	<div><div></div></div>	3,600
<input type="checkbox"/>	☆ meat packer	<div><div></div></div>	18,100
<input type="checkbox"/>	☆ alberta agriculture	<div><div></div></div>	18,100
<input type="checkbox"/>	☆ alberta beef	<div><div></div></div>	5,400
<input type="checkbox"/>	☆ alberta grain	<div><div></div></div>	2,900
<input type="checkbox"/>	☆ alberta wheat	<div><div></div></div>	1,900
<input type="checkbox"/>	☆ alberta barley	<div><div></div></div>	590
<input type="checkbox"/>	☆ alberta hay	<div><div></div></div>	4,400

Reality:
People do search the internet... everyday.

Assumption: People in my industry don't search the internet

<input type="checkbox"/> Keyword
<input type="checkbox"/> ☆ agriculture
<input type="checkbox"/> ☆ agricultural resource
<input type="checkbox"/> ☆ agricultural farms
<input type="checkbox"/> ☆ food processing
<input type="checkbox"/> ☆ food packaging
<input type="checkbox"/> ☆ dog food manufactur
<input type="checkbox"/> ☆ meat packer
<input type="checkbox"/> ☆ alberta agriculture
<input type="checkbox"/> ☆ alberta beef
<input type="checkbox"/> ☆ alberta grain
<input type="checkbox"/> ☆ alberta wheat
<input type="checkbox"/> ☆ alberta barley
<input type="checkbox"/> ☆ alberta hay

From: John [REDACTED]@shell.com>
Date: Thu, Sep 15, 2011 at 10:10 AM
Subject: Quote Request for [REDACTED] website:
To: [REDACTED]

Name: John [REDACTED]
Phone: 403 6 [REDACTED]
email: John.[REDACTED]@shell.com
Company: Shell
Address: 400 - 4th Ave SW
Province: Alberta
Postal Code: T2P 2H5
Country:

=====

Service on well: No

Permission to contact: Yes

=====

Message: We are drilling out an obstruction in a [REDACTED] well with fresh water. Afterwards, the well will not flow back on its own. It is 3500 meters deep and only has 6 MPa bottomhole pressure. Is this an application for [REDACTED] Have you worked for Shell before?

<input type="checkbox"/>	<input type="text"/>	1,900
<input type="checkbox"/>	<input type="text"/>	590
<input type="checkbox"/>	<input type="text"/>	4,400

do
ne
everyday.

Assumption: People in my industry don't search the internet

<input type="checkbox"/> Keyword
<input type="checkbox"/> ☆ agriculture
<input type="checkbox"/> ☆ agricultural resource
<input type="checkbox"/> ☆ agricultural farms
<input type="checkbox"/> ☆ food processing
<input type="checkbox"/> ☆ food packaging
<input type="checkbox"/> ☆ dog food manufactur
<input type="checkbox"/> ☆ meat packer
<input type="checkbox"/> ☆ alberta agriculture
<input type="checkbox"/> ☆ alberta beef
<input type="checkbox"/> ☆ alberta grain
<input type="checkbox"/> ☆ alberta wheat
<input type="checkbox"/> ☆ alberta barley
<input type="checkbox"/> ☆ alberta hay

From: John [redacted]@shell.com>
Date: Thu, Sep 15, 2011 at 10:10 AM
Subject: Quote Request for [redacted] website:
To: [redacted]

Name: John [redacted]
Phone: 403 6 [redacted]
email: John.[redacted]@shell.com
Company: Shell
Address: 400 - 4th [redacted] SW
Province: Alberta
Postal Code: T2P 2H5
Country:

=====

Service on well: No

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Message: We are drilling out an obstruction in a [redacted] well with fresh water. Afterwards, the well will not flow back on its own. It is 3500 meters deep and only has 6 MPa bottomhole pressure. Is this an application for [redacted] Have you worked for Shell before?

<input type="checkbox"/>	<input type="text"/>	1,900
<input type="checkbox"/>	<input type="text"/>	590
<input type="checkbox"/>	<input type="text"/>	4,400

do
ne
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<input type="checkbox"/> ☆ alberta barley	
<input type="checkbox"/> ☆ alberta hay	

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Date: Thu, Sep 15, 2011 at 10:10 AM
Subject: Quote Request for [redacted] website:
To: [redacted]

Name: John [redacted]
Phone: 403 6 [redacted]
email: John.[redacted]@shell.com
Company: Shell
Address: 400 - 4th [redacted] SW
Province: Alberta
Postal Code: T2P 2H5
Country:

=====

Service on well: No

Permission to contact: Yes

=====

Message: We are drilling out an obstructed and clogging [redacted] well with fresh water. Afterwards, the well will not [redacted] back on its own. It is 3500 meters deep and only has 6 MPa bottomhole pressure. Is this an application for [redacted] Have you worked for Shell before?

1,900

590

4,400

everyday.

do
ne

Internet Marketing Combining Social Media & Search Engine Optimization

Corporations identify keywords or phrases that will draw relevant visitors to their website.

A relevant website and accurate search visitors = greater revenue.

Social Media 101

Social Media

Three Good Reasons

- Your corporate story management.
- Your corporate reputation.
- Your marketing website & SEO.



CONTINUUS

Social Networking In Plain English

**CONTINUUS**

What do we know about Social Media

- Referral traffic from social sites UP
- Increases MOBILE users to websites
- Social profile optimization
- Measurable qualities (sentiment)
- People do business with People
- Social Media is helping companies to provide customer service & to get new business.
- Elections are being won with Social strategies.

Information technology has enabled the "democratization of data": information that once was available to only a select few is now available to everyone.

The democratization of the Internet by way of **user contributed communities** has changed the way that data is created.

Your corporate story will now be written collaboratively by you, your employees and the public.

On the democratized
web, Your Corporation
no longer creates all of
it's own story.

Now you have to
participate in the story.

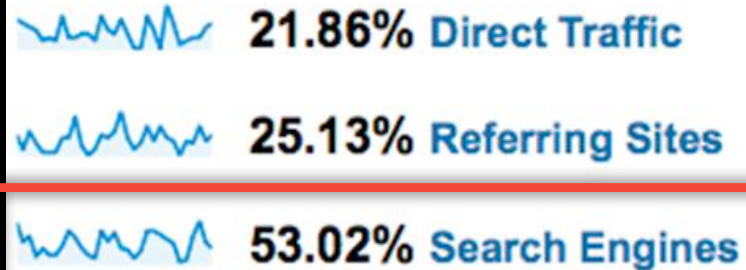
Internet Marketing Combining Social Media & Search Engine Optimization

Corporations identify keywords or phrases that will draw relevant visitors to their website.

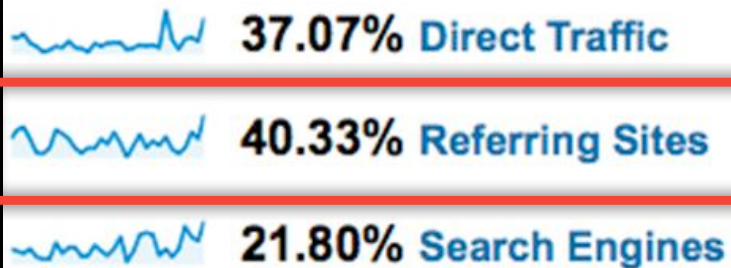
A relevant website and accurate search visitors = greater revenue.

Social media sites, including blogs, rating sites, maps, profiles, past updates, video results and more now surface.

Combine - Search & Social



Well Optimized
Website
~1400 Visitors



Well Optimized Website with
a Social Strategy
~1200 Visitors

Yes... It Will BLEND!

Twitter

[Latest results for iceland volcano](#) - Pause

[ukremortgages](#): The ins and outs of travel insurance: After the **Iceland volcano's** ash cloud forced the cancellation of thousands o...

[Travel | The ins and outs of travel insurance | Seattle Times ...](#) - nwsources.com

Twitter - 20 minutes ago

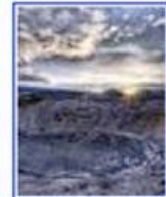
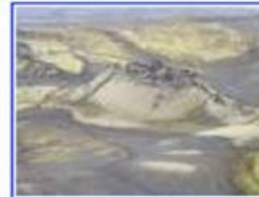
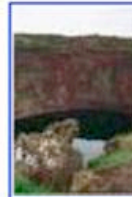
[ashesnews](#): More from Eyjafjallajokull - The Big Picture: As ash from **Iceland's** Eyjafjallajokull **volcano** continued to keep Eur...

[More from Eyjafjallajokull - The Big Picture - Boston.com](#) - boston.com

Twitter - 33 minutes ago

Images

[Images for iceland volcano](#) - Report images



Video

[Videos for iceland volcano](#)

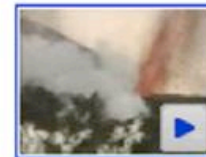


[Live Footage Iceland Volcano 2010 April](#)

2 min 14 sec - 15 Apr 2010

Uploaded by coaststarbu

[www.youtube.com](#)



[Iceland Volcano Pours From the Snow](#)

1 min 16 sec - 25 Mar 2010

[abcnews.go.com](#)


CONTINUUS

[EasyJet to test infrared ash detectors on planes](#) - Yahoo! News ☆

20 Mar 2010 ... The devices aim to prevent a repeat of the five-day shutdown of European airspace in April caused by an erupting **Icelandic volcano** that ...

[news.yahoo.com/s/ap/eu_iceland_volcano](#) - Cached

Does Search
Optimization & Social
Media Work?

YES.



Can anyone recommend a great social
media/Seo provider, preferably in Calgary?

98

Daskal, (+) Tr... 14... 10... via H... S...

Does Search Optimization & Social Media Work?

YES.



Can anyone recommend a great social media/Seo provider, preferably in Calgary?

98



@LavDaskal check out @davidawest, he's the best!

486

loel Gwillim 5:1 Tue 14 Jun 12 22 via mobile in reply to...

Does Search Optimization & Social Media Work?

YES.



Can anyone recommend a great social media/Seo provider, preferably in Calgary?

98



@LavDaskal check out @davidawest, he's the best!

486



@JoelGwillim thanks for the mention
@JoelGwillim - Give me a ring @LavDaskal
403-774-7403

9434

The logo for Continuus, featuring three colored dots (yellow, orange, and red) above the word 'CONTINUUS' in a bold, white, sans-serif font.

Does Search Optimization & Social Media Work?

YES.



Can anyone recommend a great social media/Seo provider, preferably in Calgary?

98



@LavDaskal check out @davidawest, he's the best!

486



@JoelGwillim thanks for the mention
@JoelGwillim - Give me a ring @LavDaskal
403-774-7403

9434



@davidawest I will call you tomorrow - is there a good time to so?

98

LavDaskal, [+1] Tue 14 Jun 21:57 via HootSuite in reply to...

CONTINUUS



BETA

label:~proposal*

Search Mail

Search the Web

[Show search options](#)
[Create a filter](#)

Compose Mail

Priority Inbox (50)

Inbox (95)

Chats

Sent Mail

Drafts

All Mail

Spam (1115)

Trash

Labels

Calendar

Tasks

Notes

Reminders

Bookmarks

History

Settings

Help

Feedback

Privacy

Terms

About

Contact

Support

Partners

Affiliates

Sponsors

Advertise

Recruitment

Careers

Press

Partnerships

Solutions

Services

Products

Features

Pricing

FAQ

Blog

News

Events

Webinars

Podcasts

Whitepapers

Case Studies

Testimonials

Partners

Affiliates

Sponsors

Advertise

Recruitment

Careers

Press

Partnerships

Solutions

Services

Products

Features

Pricing

FAQ

Blog

News

Events

Webinars

Podcasts

Whitepapers

Case Studies

Testimonials

Partners

Affiliates

Sponsors

Advertise

Recruitment

Careers

The Official Google Blog - Some weekend work that will (hopefully) enable more Egyptians to be heard - 1 day ago

Web Clip < >

Remove label ~ Proposal* Report spam Delete Move to Labels More actions Refresh 1 - 100 of 601 Older Oldest >

Select: All, None, Read, Unread, Starred, Unstarred

<input type="checkbox"/>	Sh	vey	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Feb 1
<input type="checkbox"/>	Jeff		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Attempted to Contact, I have left a message - - -	Feb 1
<input type="checkbox"/>	Han		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Feb 1
<input type="checkbox"/>	Ara	3)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - New leads - I have been adding leads fro	Jan 30
<input type="checkbox"/>	Rah		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 29
<input type="checkbox"/>	pos		<input type="checkbox"/>	* Proposal*	Inbox	Reply to your "Facebook Business Pages / Fan Page Design, from \$99"	Jan 29
<input type="checkbox"/>	Dar	Mail (3)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Delivery to the following recipient failed p	Jan 28
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 28
<input type="checkbox"/>	Dev		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Forwarded message From: "Dave Graham	Jan 28
<input type="checkbox"/>	Ada	(3)	<input type="checkbox"/>	* Proposal*	Inbox	Bad Lead support@ekzact.com Website Pricing - http://ca.linked	Jan 27
<input type="checkbox"/>	Ian,		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Please follow up and have him come in for a meeti	Jan 27
<input type="checkbox"/>	Rob	(2)	<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Forwarded message From: Robert Jones <robertjon	Jan 27
<input type="checkbox"/>	The		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 23
<input type="checkbox"/>	Yvc		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 23
<input type="checkbox"/>	She	2)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Kevin, Please follow up this lead. - Thank	Jan 22
<input type="checkbox"/>	ken		<input type="checkbox"/>	* Proposal*	Inbox	Lead Contact eKzact Solutions:Website design quote - Hi Ken Thank	Jan 22
<input type="checkbox"/>	kan	2)	<input type="checkbox"/>	* Proposal*	Inbox	quote for a bakery - Hi, I would like a quote for a Celiac Bakery. - Quote	Jan 21
<input type="checkbox"/>	Ten	avid (6)	<input type="checkbox"/>	* Proposal*	Inbox	Lead VideoSpokes Proposal Request from VideoSpokes.com - Na	Jan 20
<input type="checkbox"/>	Art	2)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Can you follow up this lead please. Forwa	Jan 20
<input type="checkbox"/>	Mar	an	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 19
<input type="checkbox"/>	Cat		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 19
<input type="checkbox"/>	Dr.	a	<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - You have received a new lead from eKzact.com: N	Jan 17
<input type="checkbox"/>	Gra	(3)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - PS: here are some placed you should ch	Jan 17
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*	Inbox	Read Confirmation: Re: eKzact Request for Proposal By durangoic@	Jan 17
<input type="checkbox"/>	Hel		<input type="checkbox"/>	* Proposal*	Inbox	Re: eKzact Request for Proposal - Can you get this to design ASAP, th	Jan 17
<input type="checkbox"/>	Lou		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - You have received a new lead from eKzact.com: N	Jan 14
<input type="checkbox"/>	Mik		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Hello David, Thank you for your response. Would y	Jan 14
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: eKzact Request for Proposal By durangoic@shaw.ca - P	Jan 14
<input type="checkbox"/>	Nic	2)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - See lead below PS: we just launched a n	Jan 14
<input type="checkbox"/>	Elof	2)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Please see below and follow up. PS: we j	Jan 14
<input type="checkbox"/>	Mej	(2)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Hi Megan, Thank you for your note throug	Jan 12
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - You have received a new lead from eKzact.com: N	Jan 11
<input type="checkbox"/>	Sau		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 11
<input type="checkbox"/>	Ren	(4)	<input type="checkbox"/>	* Proposal*		RE: eKzact Request for Proposal - 228 Fairview Drive SE It is a house Renee, rin	Jan 11
<input type="checkbox"/>	Dev	2)	<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Don't think this one is real. I called, but the numbe	Jan 10
<input type="checkbox"/>	Der		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Hello Derk, Thank you for visiting eKzact	Jan 10
<input type="checkbox"/>	Mal		<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 7
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - Hi Kev, We received 3 leads since last night... I ar	Jan 7
<input type="checkbox"/>	Jan		<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - You have received a new lead from eKzact.com: N	Jan 7
<input type="checkbox"/>	Ren	(3)	<input type="checkbox"/>	* Proposal*		eKzact Request for Proposal - You have received a new lead from eKzact.com: N	Jan 6
<input type="checkbox"/>	Poi	m (9)	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: eKzact Request for Proposal By durangoic@shaw.ca - P	Jan 6
<input type="checkbox"/>	Dur	(3)	<input type="checkbox"/>	* Proposal*		Re: eKzact Request for Proposal - Got it, Thank you!!! On 5-Jan-11, at 8:47 AM,	Jan 5
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: eKzact Request for Proposal By durangoic@shaw.ca - P	Jan 4
<input type="checkbox"/>	Ste	7)	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - Steve, It was a pleasure to meet you yes	Jan 4
<input type="checkbox"/>	Rac	onikolis	<input type="checkbox"/>	* Proposal*	Inbox	eKzact Request for Proposal - You have received a new lead from eKz	Jan 3

ekzact SOLUTIONS. BETA

label:~proposal* Search Mail Search the Web [Show search options](#) [Create a filter](#)

Compose Mail

Priority Inbox (50)

Inbox (95)

Chats

Sent Mail

Drafts

All Mail

Spam (1115)

Trash

The Official Google Blog - Some weekend work that will (hopefully) enable more Egyptians to be heard - 1 day ago

Web Clip < >

Remove label ~ Proposal* Report spam Delete Move to Labels More actions Refresh 1 - 100 of 601 Older Oldest

Select: All, None, Read, Unread, Starred, Unstarred

<input type="checkbox"/>	Sha	vey	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Feb 1
<input type="checkbox"/>	Jeff		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Attempted to Contact, I have left a message - - - >	Feb 1
<input type="checkbox"/>	Han		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Feb 1
<input type="checkbox"/>	Ara	3)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - New leads - I have been adding leads fro	Jan 30
<input type="checkbox"/>	Rah		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 29
<input type="checkbox"/>	pos		<input type="checkbox"/>	* Proposal*	Inbox	Reply to your "Facebook Business Pages / Fan Page Design, from \$99"	Jan 29
<input type="checkbox"/>	Dar	Mail (3)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Delivery to the following recipient failed p	Jan 28
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 28
<input type="checkbox"/>	Dev		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Forwarded message From: "Dave Graham	Jan 28
<input type="checkbox"/>	Ada	(3)	<input type="checkbox"/>	* Proposal*	Inbox	Bad Lead support@ekzact.com Website Pricing - http://ca.linked	Jan 27
<input type="checkbox"/>	Ian,		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Please follow up and have him come in for a meeti	Jan 27
<input type="checkbox"/>	Rob	(2)	<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Forwarded message From: Robert Jones <robertjon	Jan 27
<input type="checkbox"/>	The		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 23
<input type="checkbox"/>	Yvc		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 23
<input type="checkbox"/>	She	2)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Kevin, Please follow up this lead. - Thank	Jan 22
<input type="checkbox"/>	ken		<input type="checkbox"/>	* Proposal*	Inbox	Lead Contact ekZact Solutions:Website design quote - Hi Ken Thank	Jan 22
<input type="checkbox"/>	kan	2)	<input type="checkbox"/>	* Proposal*	Inbox	quote for a bakery - Hi, I would like a quote for a Celiac Bakery. - Quote	Jan 21
<input type="checkbox"/>	Ten	avid (6)	<input type="checkbox"/>	* Proposal*	Inbox	Lead VideoSpokes Proposal Request from VideoSpokes.com - Na	Jan 20
<input type="checkbox"/>	Arti	2)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Can you follow up this lead please. Forwa	Jan 20
<input type="checkbox"/>	Mar	an	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 19
<input type="checkbox"/>	Cati		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 19
<input type="checkbox"/>	Dr.	a	<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - You have received a new lead from ekZact.com: N	Jan 17
<input type="checkbox"/>	Gra	(3)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - PS: here are some placed you should ch	Jan 17
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*	Inbox	Read Confirmation: Re: ekZact Request for Proposal By durangoinc@	Jan 17
<input type="checkbox"/>	Hel		<input type="checkbox"/>	* Proposal*	Inbox	Re: ekZact Request for Proposal - Can you get this to design ASAP, th	Jan 17
<input type="checkbox"/>	Lou		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - You have received a new lead from ekZact.com: N	Jan 14
<input type="checkbox"/>	Mik		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Hello David, Thank you for your response. Would y	Jan 14
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: ekZact Request for Proposal By durangoinc@shaw.ca - P	Jan 14
<input type="checkbox"/>	Noc	2)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - See lead below PS: we just launched a n	Jan 14
<input type="checkbox"/>	Elof	2)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Please see below and follow up. PS: we j	Jan 14
<input type="checkbox"/>	Mej	(2)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Hi Megan, Thank you for your note throug	Jan 12
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - You have received a new lead from ekZact.com: N	Jan 11
<input type="checkbox"/>	Sau		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 11
<input type="checkbox"/>	Ren	(4)	<input type="checkbox"/>	* Proposal*		RE: ekZact Request for Proposal - 228 Fairview Drive SE It is a house Renee, rin	Jan 11
<input type="checkbox"/>	Dev	2)	<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Don't think this one is real. I called, but the numbe	Jan 10
<input type="checkbox"/>	Deri		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Hello Derk, Thank you for visiting ekZact	Jan 10
<input type="checkbox"/>	Mal		<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 7
<input type="checkbox"/>	Mar		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - Hi Kev, We received 3 leads since last night... I ar	Jan 7
<input type="checkbox"/>	Jan		<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - You have received a new lead from ekZact.com: N	Jan 7
<input type="checkbox"/>	Ren	(3)	<input type="checkbox"/>	* Proposal*		ekZact Request for Proposal - You have received a new lead from ekZact.com: N	Jan 6
<input type="checkbox"/>	Poi	m (9)	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: ekZact Request for Proposal By durangoinc@shaw.ca - P	Jan 6
<input type="checkbox"/>	Dur	(3)	<input type="checkbox"/>	* Proposal*		Re: ekZact Request for Proposal - Got it, Thank you!!! On 5-Jan-11, at 8:47 AM,	Jan 5
<input type="checkbox"/>	Poi	m	<input type="checkbox"/>	* Proposal*		Read Confirmation: Re: ekZact Request for Proposal By durangoinc@shaw.ca - P	Jan 4
<input type="checkbox"/>	Ste	7)	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - Steve, It was a pleasure to meet you yes	Jan 4
<input type="checkbox"/>	Rac	onikolis	<input type="checkbox"/>	* Proposal*	Inbox	ekZact Request for Proposal - You have received a new lead from ekZa	Jan 3

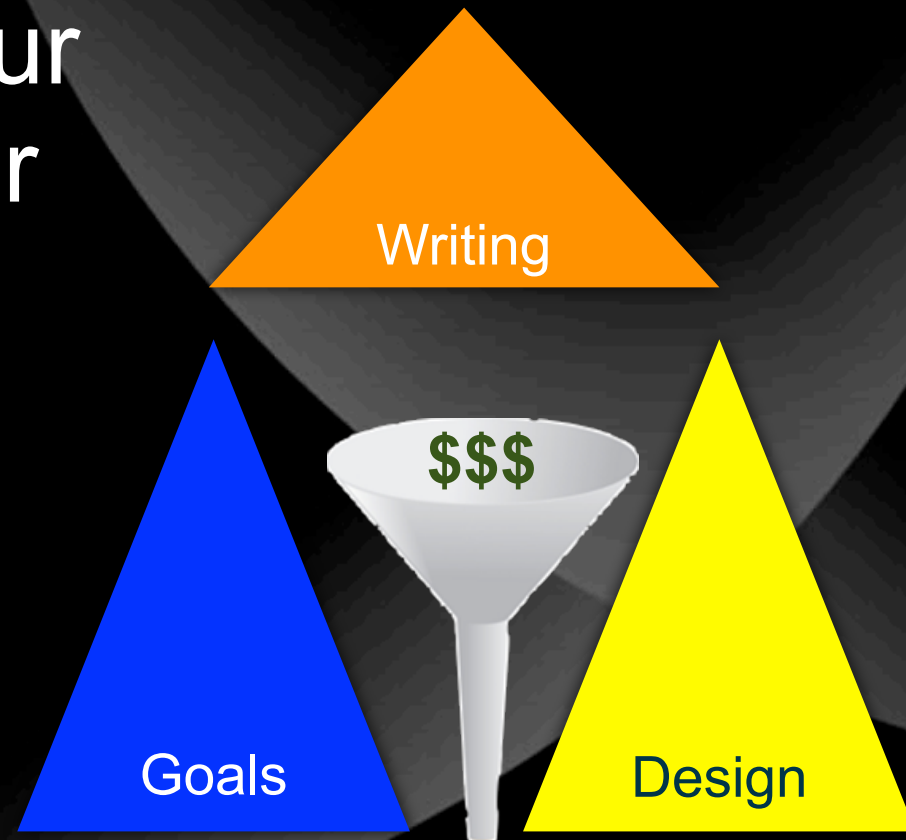
YES.

January 2011

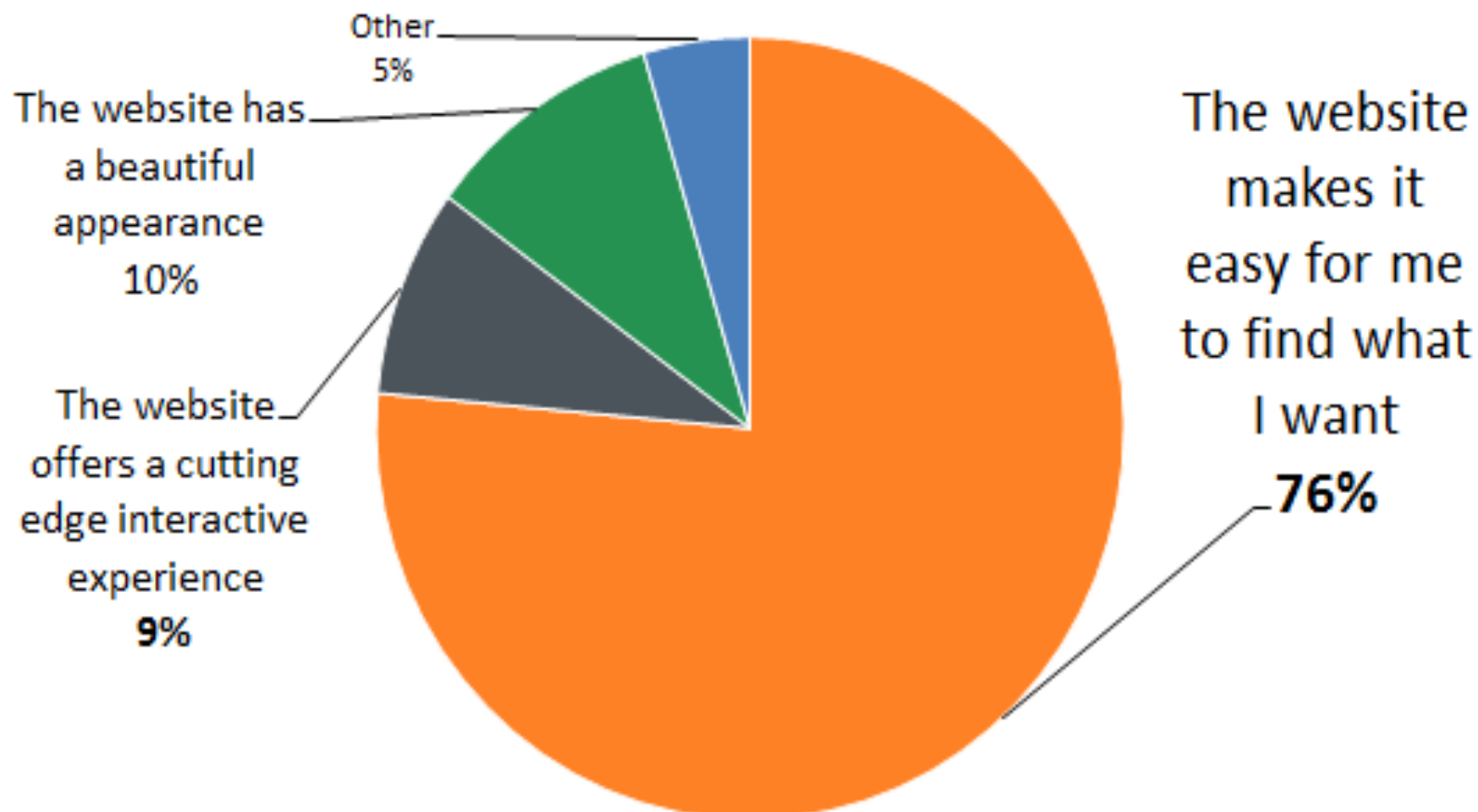
38 Requests for Proposals from ekZact.com

Before SEO & SMM

Prepare Your Website for Visitors



What is the most important factor in the design of a website?



n=174 Consumers (do not work in marketing or at a marketing agency)

Like this? You'll love the Science of Website Redesign webinar: <http://HubSpot.com/WebSci>



What do we know about conversion?

- Business on first page Google get the business - Intent of the Searcher.
- Social Media vs. Organic Search Results.
- Relationships - build social circles and nurture them. Social is the new PR.

A whole new industry...

Reputation management -
understand it now.



The loudest person on the
Internet is not necessarily the
best advisor.

What you blog about, or write
on Twitter or Facebook is not
going to go away... never...
ever.

Monitor Your Reputation

- Google Alerts
- Social Oomph
- Hootsuite / Tweet Deck
- Visit online review sites like Yelp, RipoffReport.com & Google Places

CONCLUSION

...A FEW MORE POINTS

Some Golden Rules

- Give credit where credit is due.
- Share measurable / trackable links - bit.ly
- Keep your updates @ or under 140
- Monitor your account for @mentions
- Monitor your account for DM's
- Reply, respond and be thankful.

If you wouldn't do it in the real world...

- Social Media should be as comfortable as networking in person
- If you wouldn't say it directly to a colleague or prospect, don't TWEET it.
- Social Media is the new PR - tell stories.
- Beware of Frenemies.
- Beware self proclaimed Guru's

the real world...

Use Social Media to
network in real life,
don't try to replace
real social activities.

Naheed Nenshi, Elected Mayor of Calgary
Traditional Polls failed to identify his lead - they
did not include online voters.

Social media trends showed as early as Sept
7th that Nenshi was leading - likes, follows,
friends etc.

David Rutherford was quoted as stating
Nenshi's willingness to engage and respond
during his campaign. Other potential leaders
failed to engage in real time with Social
platforms.

“Like the sound of one hand clapping, the trick to getting social media to “work,” at least in terms of seeing real, tangible business results, is a mystical conundrum known and understood by few. But we’re going to let you in on the secret anyway.

And that is... there is no secret.”

iAmPlace.com/blog



Any thoughts?

Complete the feedback form provided please...

Get Started -

As a part of this session you are invited to participate in a one to one online marketing review with a Continuus Internet Consultant.

This consultation and follow up are compliments of your event management.

Can you afford to not do this?

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Thank you -


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