

Creative Social Media for Creative Businesses Part I



Keshet Ideas & Innovation Center

Albuquerque, NM May 17, 2016

Jan Zimmerman, Author

Web Marketing for Dummies

Social Media Marketing All-in-One for Dummies

Facebook Marketing for Dummies

Watermelon Mountain Web Marketing

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info@watermelonweb.com

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Today's Agenda



- An overview of social media
- Establishing marketing goals for your social media activities
- Matching your target audience with the social media they use
- Discovering which social media are best for which purposes
- Assessing the success of your social media activities

What Makes a Medium Social?



- Communications tool for listening
- Starts conversations
- Encourages people to pass it on
- Finds ways to travel on its own
- Invites comments and feedback

It's a Monolog Until Someone Responds!

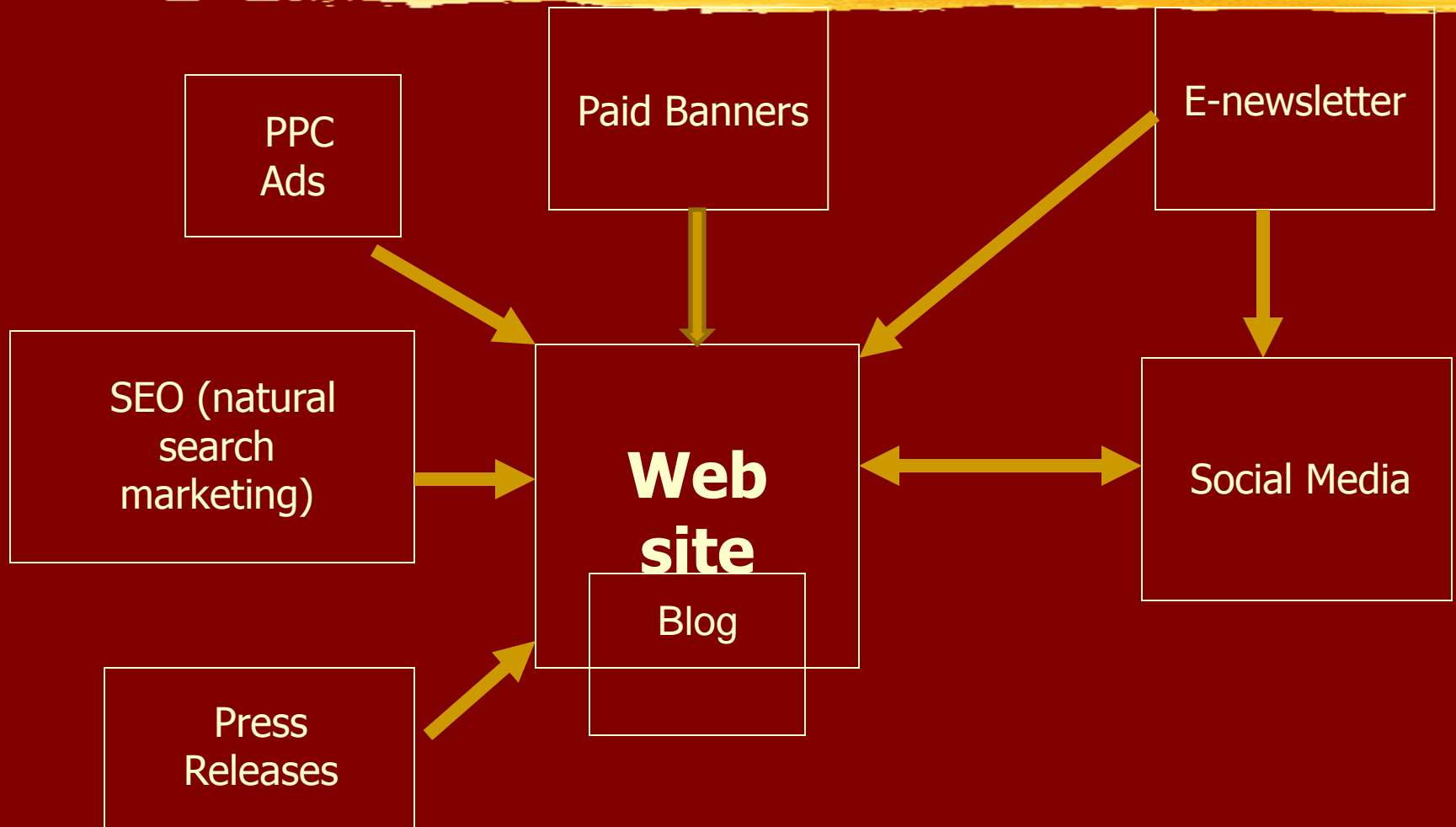
- Your goal is a minimum of two responses for each post that you make

2 FOR 1

Where Social Media Fits Into Your Business



What an Online Marketing Mix Looks Like



Why Use Social Media?



- Casting a wider net for your audience
- Branding and publicity
- Building relationships with clients
- Improving search engine ranking
- Selling when the opportunity arises
- Saving money on advertising

Hurdles with Social Media

- Hard to gain visibility on major social media channels
- Time-consuming to respond to posts
- Poor distribution on monetized channels
- Most are better for branding than sales
 - B2C using social media aren't there to buy, but to communicate with friends
 - B2B make different use of social media

Planning Your Social Media Campaign

- It's better to use 1-2 channels well than to use many poorly
- Rule of thumb: 2 hours/week/channel
- Take advantage of existing resources and skills
- Match your channels to your goals and audience
- Establish baseline frequency and stick with it

Basic Principles



- Respond promptly to questions
- Frequent & recent posts more important than length or quality
- Supplement with other online and offline marketing (e-newsletters, direct mail, press releases, etc.)

What Are Your Goals?



- Sell your work
- Increase attendance at events
- Teach classes or workshops
- Bring visitors to your studio
- Show in galleries, exhibits
- Raise funds
- Become rich or famous

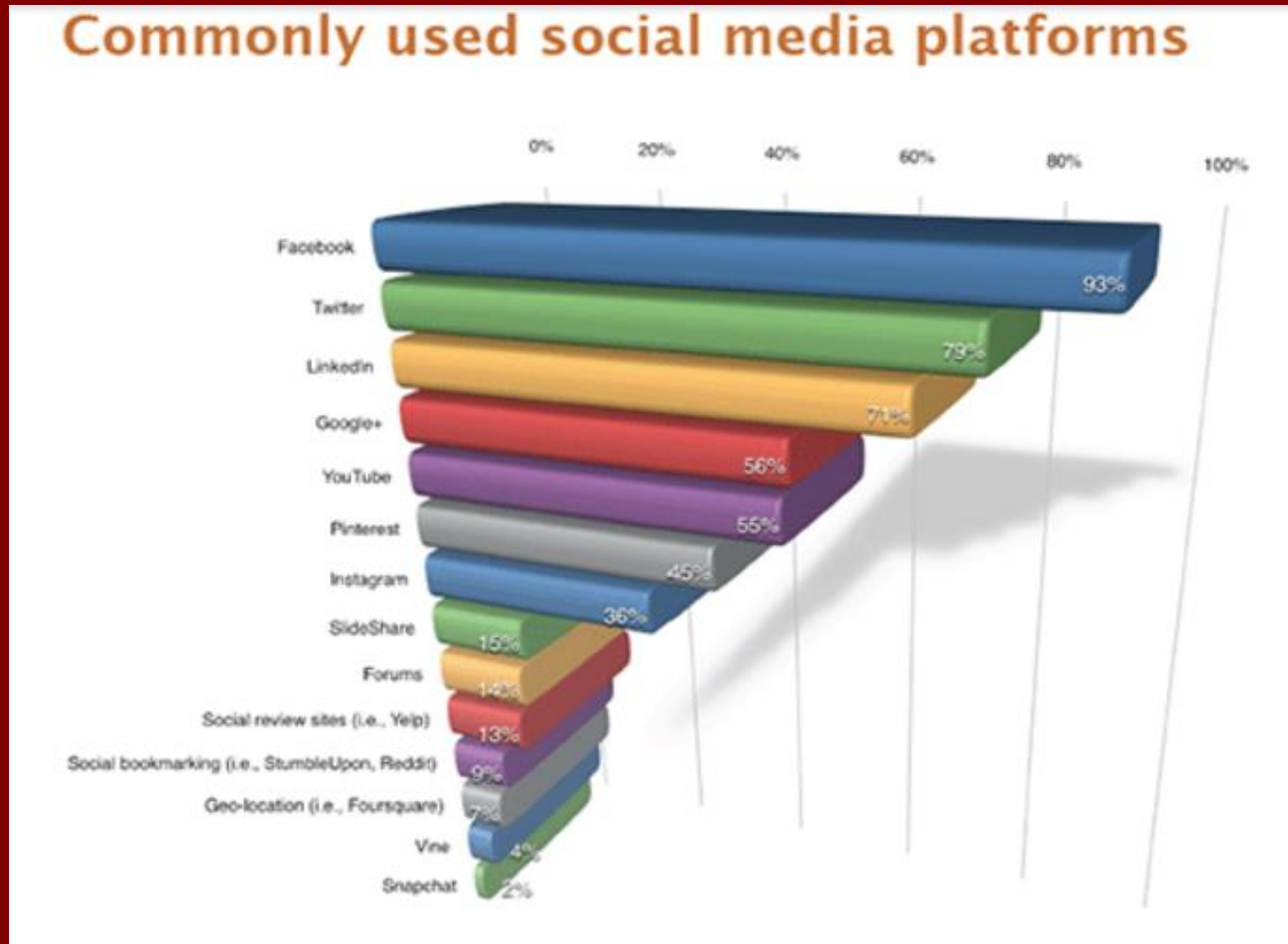
Who's Your Audience?

- Demographics
- Geographic range
- Income and education level
- What motivates your audience
- Why do they prefer a specific channel

Social Shmocial

- Facebook – general networking, targeted ads
- Twitter – news, events, reminders
- LinkedIn – professional networking
- Pinterest – image sharing
- Google+ - helps with Google ranking
- Instagram – image sharing on smartphones
- YouTube – video sharing
- Meetup – local live activities

Commonly Used Social Media



Social Media Strategy

	Lead Generation	Customer Loyalty	Branding	Sell Products	Advertising	Business Process	SEO
Facebook	★	★	★	★	★	★	★
Twitter	★	★	★		★	★	★
LinkedIn	★	★	★		★		★
Pinterest	★		★	★	★		
Google +							★
Instagram			★	★	★		
YouTube				★	★	★	★
Meet-up	★		★				

Don't Forget Art Blogs

myartspace-blog.blogspot.com

- Branding
- Build relationships
- Reciprocity

MYARTSPACE > BLOG

MYARTSPACE IS THE PREMIER ONLINE VENUE FOR THE CONTEMPORARY ART WORLD. THE COMMUNITY INCLUDES ESTABLISHED ARTISTS, EMERGING ARTISTS, ASPIRING ARTISTS, COLLECTORS, CURATORS, TEACHERS, GALLERIES, ART APPRECIATORS.

THURSDAY, AUGUST 19, 2010

Superstition Aside, Art Can Be Powerful

MYARTSPACE . c o m
The premier online venue for contemporary art.

Superstition Aside, Art Can Be Powerful

It has been said that artists-- or at least their artwork-- have a way of bringing people together. However, the opposite can easily be said. After all, some artists make a career-- intentionally or unintentionally-- out of being forced into the role of social and

CONTRIBUTORS

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JENNY HARRIS

LINKS

[Google News](#)
[Edit-Me](#)
[Edit-Me](#)

Facebook: Tattoo Pride for Tattoo Artistry

www.facebook.com/groups/32140274011/

The screenshot shows the Facebook interface for the group 'Tattoo Pride for Tattoo Artistry'. At the top, there is a search bar and navigation tabs for 'Wall', 'Info', 'Discussions', 'Photos', 'Video', and 'Events'. A 'Join' button is visible next to the group name. The main content area features a post by 'Avishai Tene' with four images of various tattoos. Below this is a post by 'Marc Pinto' with a 'GAME SHOW CASTING CALL' image and text about a resident piercer in Singapore. At the bottom, a post by 'Debra Tan' mentions a guest spotting at Utopia Studio. On the left side, there is a 'Welcome' message and an 'Information' section with details about the group's category and description.

facebook Search

Tattoo Pride for Tattoo Artistry [Join](#)

Wall Info Discussions Photos Video Events

Avishai Tene

Tattoo Pride for Tattoo Artistry Photos

Today at 12:15pm

Marc Pinto meet Jason, our resident piercer in Singapore . Andrew Peters Marc Pinto's Primitive Tattoo and Piercing - Singapore Marc Pinto's Primitive Tattoo - Singapore Tattoo Pride for Tattoo Artistry Tattoo Pride Marc Pinto's Primitive Tattoo - Perth | Singapore

GAME SHOW CASTING CALL Skin Art: EP2 - Body Piercings www.didnetwork.tv

Today at 2:37am · View Post

Debra Tan Marcell from Indonesia guest spotting 25- 28 Apr at Utopia Studio. Interested clients to email admin@tattoo.com.sg for bookings and more details. Marcell can be found at www.inttattoo.com.

Welcome to Asia Pacific's Largest Facebook Social Network for the Tattoo Industry, Tattoo Enthusiasts, Fans & those with Pride for SKIN INK & Tattoo Artistry

Information

Category: Common Interest - Activities

Description: This is the Official Social Media Facebook Group for the Annual Singapore Tattoo Convention. This

Twitter: Fedde Le Grand (Musician)

www.twitter.com/feddelegrand

edmprod.com/social-media-part-3/

SHARE YOUR GRAND MOMENTS
#WEGOGRAND

GRAND
#WeGoGrand

 **Fedde Le Grand** ✓
@feddelegrand

Follow

Love to see your @wegogrand photos tonight!! #WeGoGrand..
Let's go!!

1:30 PM - 7 Feb 2015

16 37

Twitter, Inc. [US] https://twitter.com/feddelegrand

Home Moments

Search Twitter

Have an account? Log in


OUT NOW ON BEATPORT

OUT NOW ON ALL PORTALS

FEDDE LE GRAND

SOMETHING REAL

FEDDE LE GRAND




Fedde Le Grand ✓
@feddelegrand

12.3K TWEETS 724 FOLLOWING 677K FOLLOWERS 1,809 LIKES

Follow

Tweets Tweets & replies Media

Fedde Le Grand @feddelegrand · 1h
This is the Rhythm Of The Night!!

OUT NOW: @FeddeLeGrand - Rhythm Of The Night (Club mix) 
feddelegrand.link.to/RhythmOfTheNig...

Website
feddelegrand.com
Joined March 2009

2,124 Photos and videos

THE RHYTHM

Fedde Le Grand - Rhythm Of The Night (Official Video)

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up

You may also like Refresh

- Steve Angello @SteveAngello
- Axwell @Axwell
- Nicky Romero

LinkedIn: Light Space & Time Art Gallery

linkedin.com/company/light-space-&-time---online-art-gallery

The screenshot shows the LinkedIn profile for Light Space & Time Online Art Gallery. The profile header includes the company logo, name, industry (Fine Art), and employee count (1-10 employees). It shows 121 followers and a 'Follow' button. The main content area features a description of the gallery's activities, a 'Recent Updates' section with a post about a botanical art exhibition, and a 'How You're Connected' section showing one employee on LinkedIn. A 'Showcase Page' for the gallery is also visible.

Light Space & Time Online Art Gallery
Fine Art
1-10 employees
121 followers [Follow](#)


[Home](#)

Light Space & Time Online Art Gallery conducts monthly themed art competitions and art exhibitions for new and emerging artists on a worldwide basis.

[See more](#)

Recent Updates


Light Space & Time Online Art Gallery Congratulations to Dianne English, our Winning Artist and all of the Other Artists Who Were Accepted into the Gallery's 6th Annual "Botanicals" Online Art Exhibition. It is Now Online and Ready to be Viewed. Thank You So Much!

 | "Botanicals" Art Exhibition – May 2016
lightspacetime.com · The gallery's competition for April 2016 was the 6th Annual "Botanicals" Art Competition. 2D and 3D artists (including photography) from around the world, were called upon to make online submissions for possible inclusion in to the Gallery's May...


Like · Comment · Share · 13 days ago


Light Space & Time Online Art Gallery Congratulations to Rex Good the Winning Artist and all of the

How You're Connected

 3rd
1 Employee on LinkedIn [See all](#)

Light Space & Time Online Art Gallery Showcase Page

 **Light Space & Time...**
Fine Art
1-10 employees

 **Light Space Time's Mini Artist Marketing Help & Art Tips**
3 followers [Follow](#)

Pinterest: Serengetee

www.pinterest.com/serengetee

The screenshot shows the Serengetee Pinterest profile page. At the top, there is a profile picture of a stylized tree logo, the name "Serengetee", and a "Follow" button. Below the name, it says "Los Angeles, CA · www.serengetee.com". The bio reads "Wear the World - Customize fabric from around the world onto products you love." Statistics are listed: 16 Boards, 3.6k Pins, 103 Likes, 8.1k Followers, and 229 Following.

The main content area is a grid of boards:

- lookbook**: 9 pins, featuring photos of people in various settings.
- whatsnew**: 39 pins, featuring a colorful patterned bag.
- Wander**: 1,174 pins, featuring photos of people in outdoor settings.
- wisewords**: 868 pins, featuring a quote: "BE YOU. BUT COOLER." and a quote: "The world of salt and sand. There is no difference between the ground and the sky."
- SerengeteeNation**: 43 pins, featuring photos of people in outdoor settings.
- world**: 506 pins, featuring photos of various landscapes and scenes.
- Serengetee KIDS**: 51 pins, featuring photos of children and families.
- shop**: 15 pins, featuring photos of people in a shop.
- health**: 287 pins, featuring a bowl of fruit.
- trips**: 242 pins, featuring photos of people on a trip.
- fabric**: 186 pins, featuring photos of various fabric patterns.
- adventures**: 34 pins, featuring photos of people on an adventure.
- collaborate**: 14 pins, featuring a photo of a man.
- mascot**: 29 pins, featuring a photo of an elephant.

Google+: Beatstone

www.plus.google.com/+ArtistsInThePlus

Google+ Search Sign in

Home Collections Join Google+ Send Feedback Help

beatstone
2,096,618 followers - Online music community for artists and fans worldwide! JOIN our online music community today!

beatstone's interests [VIEW ALL](#)

EMERGING ARTISTS BOMPEDIA ON THIS DAY ON THE SET

DropboxInstaller.exe Show all downloads...

Instagram: Kenny Scharf

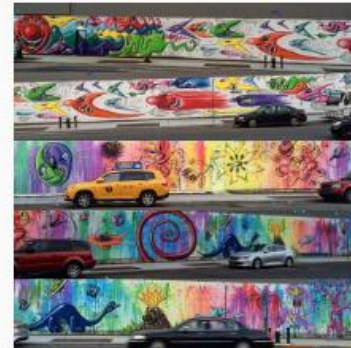
www.instagram.com/kennyscharf



kennyscharf [Follow](#) ...

Kennyscharf Various current and random stuff www.kennyscharf.com

1,003 posts 66.7k followers 689 following



YouTube: Art21

www.youtube.com/user/art21org

The screenshot displays the YouTube channel interface for ART21. At the top, the YouTube logo and search bar are visible. The left sidebar contains navigation options like Home, Trending, and categories such as Music, Sports, Gaming, Movies, TV Shows, News, Live, and Spotlight. The main content area features a banner with the ART21 logo and a grid of video thumbnails. Below the banner, the channel name 'ART21' is prominently displayed next to a 'Subscribe' button showing 41,782 subscribers. A navigation menu includes Home, Videos, Playlists, Channels, Discussion, and About. The featured video is 'Sarah Sze: "Measuring Stick" | ART21 "Exclusive"', which has 6K views and was posted 1 month ago. The video description states: 'Episode #234: Sarah Sze discusses her sculpture "Measuring Stick" (2015), which explores the "measurement of time and space through the moving image." Sze remembers watching Charles and Ray Eames's "Powers of Ten" as a young student in the 1970s, and cites the film as an inspiration for her work. "That was something I always looked forward to seeing." Sze's...'. To the right, a 'Related channels' section lists 'Tate', 'ERIC MINH SWENSO..', 'Louisiana Channel', and 'The Museum of Mo...'. The bottom of the page shows a 'YouTube Red' option.

MeetUp: Arts New Mexico

www.meetup.com/Arts-New-Mexico

Find a Meetup Group **Start** a Meetup Group English Log in Sign up

ARTS NEW MEXICO

Home Members Sponsors Photos Pages Discussions More Join us!

This group is for creative people who want to socially network, meet other creative minded singles & free spirits, meet other artists, and collaborate on different types of artistic projects with other artists who are also interested in all aspects of art. This is a group for graphic & web designers, musicians, writers, artists, photographers, filmmakers, and anyone interested in art! Even if you are not in the art field, but you have a passion for the arts, please feel to join! :)

Albuquerque, NM
Founded Dec 25, 2010

Artists	880
Group reviews	36
Upcoming Meetups	11
Past Meetups	366
Our calendar	

Join us

Who do I know here?

Join us and be the first to know when new Meetups are scheduled

Log in with Facebook to find out
By creating a Meetup account, you agree to the Terms of Service

Website: Crafty Chica

www.craftychica.com

HOME CONTACT ABOUT WORK WITH ME SPEAKING MONTHLY NEWSLETTER APPEARANCES PRESS STAFF LINKS DISCLOSURE



Sign up for the Monthly Newsletter! Enter your email address... Visit My Online Store! Shop now!

HOME BLOG VIDEOS STORE BOOKS ▾ DIY ▾ STORYTELLING FOOD SEASONAL ▾ LIFESTYLE ▾

LATEST ARTICLES!

[View all posts](#)



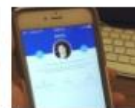
PHOTO CACTUS GARDEN

📅 May 12, 2016

Not into live plants? Here's an alternative –



RELAXING = PAINTING MUGS!



FREE CRAFTY CHICA COACHING (VIA SPAREMIN)!



CRUISING: A GUIDE TO MEXICAN PORTS



CRAFTY CHICA CRUISE WRAP + GIVEAWAY!



DIY SUCCULENT TERRARIUM



SNAPCHAT: FOLLOW THESE

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

Email Address

Subscribe!

search here

Search

Please Choose

Get Social!

Facebook: Crafty Chica

www.facebook.com/kathycanomurillo

The screenshot shows the Facebook profile page for 'Crafty Chica by Kathy Cano-Murillo'. The cover photo features a collage of craft-related images, including a woman's face, a skull with red and white patterns, and various craft projects. The profile picture shows a woman holding a wooden object. The page name is 'Crafty Chica by Kathy Cano-Murillo' and it is identified as a 'Personal Blog'. Navigation tabs include 'Timeline', 'About', 'Photos', 'Events', and 'More'. A search bar is present at the top left. On the right side, there is a 'Create Page' button and a 'Recent' year selector (2016-2001). Below the navigation, there is a search bar for posts on this page, a '55,015 people like this' indicator, and an 'Invite friends to like this Page' button. The 'ABOUT' section contains the website URL 'http://CraftyChica.com/' and a brief description of the artist. A sponsored advertisement for 'SmartPoints' is visible on the right. The main content area shows a post from 'Crafty Chica by Kathy Cano-Murillo' posted 25 minutes ago, with the text 'Try new things - like color combinations in your artwork! Here's how!' and a graphic titled 'beautiful COLOR COMBINATIONS' with a color palette below it.

Twitter: Crafty Chica

twitter.com/craftychica

CRAFTY CHICA SINCE 2007

Kathy Cano-Murillo
@CraftyChica

Published #Latina author of 9 books. Artist, speaker, blogger, product designer, social media #influencer, aka: The Crafty Chica! Fueled by sparkle!

Phoenix, AZ
CraftyChica.com
28.3M Vine Loops
Joined April 2008

2,097 Photos and videos

Tweets Tweets & replies Media

Pinned Tweet
Kathy Cano-Murillo @CraftyChica · Apr 22
Embracing My Plus-Size Style
craftychica.com/2016/04/embrac ...

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like Refresh

- ilovetocreate @iLoveToCreate
- Heather Mann @dollarcraft
- Margot Potter @MargotPotter
- Cathie Filian @cathiefilian
- Mark Mantano

YouTube: Crafty Chica

www.youtube.com/c/craftychica

The screenshot shows the YouTube channel page for 'The Crafty Chica, Kathy Cano-Murillo'. At the top, there is a navigation bar with the YouTube logo, a search bar, and buttons for 'Upload' and 'Sign in'. Below this is a banner image featuring the channel's name 'CRAFTY CHICA' in a stylized font, along with various craft-related images and social media icons. The channel name 'The Crafty Chica, Kathy Cano-Murillo' is displayed below the banner, with a 'Subscribe' button and a subscriber count of 20,298. Below the channel name are navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About'. The main content area features a video player for 'Crafty Chica YouTube Trailer' with a play button, volume icon, and a progress bar showing 0:02 / 1:10. To the right of the video player is a description for the video, including the view count (544 views, 3 weeks ago), a welcome message, and a link to subscribe. Below the description is a 'Read more' link. To the right of the video player is a 'Support this channel' section with a 'Support' button and a message encouraging viewers to help the channel. Below this is a 'Featured Channels' section with a thumbnail for 'MAYAINTHEMOMEN'.

Vine: Crafty Chica

vine.co/CraftyChica

CraftyChica
28,339,624 Loops
Kathy Cano-Murillo. Artist, author, craft junkie. Founder/editor-chief of <http://CraftyChica.com> Phoenix, AZ

46.4K Followers 889 Following [Follow](#)

832 Posts 2,049 Likes

CraftyChica revined

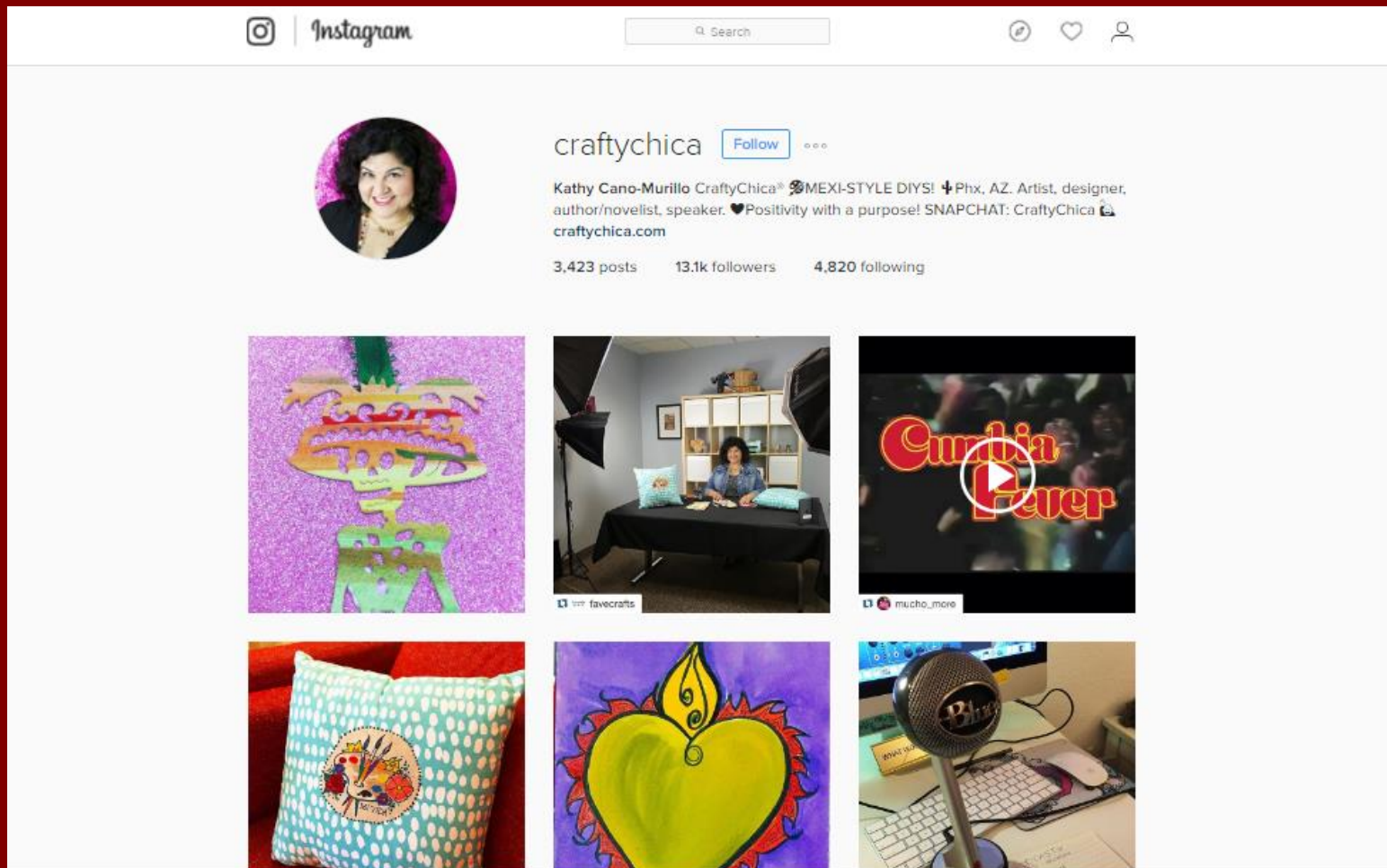
mayainthemoment
8d ago

Blog
Help
Jobs
Contact
Terms
Privacy
Rules

© 2015 Vine Labs, Inc.

Instagram: Crafty Chica

www.instagram.com/craftychica



Tumblr: Crafty Chica

craftychica.tumblr.com

The image shows a screenshot of the Tumblr profile for 'Crafty Chica'. At the top right, there are buttons for 'Follow craftychica' and 'tumblr.'. Below this is a banner for 'CRAFTY CHICA' with the tagline 'Crafts. Culture. Words. Life.' and the text 'By artist and author, Kathy Cano-Murillo'. The banner includes icons for a woman, a typewriter, and a heart. Navigation links for 'SUBMIT', 'ARCHIVE', 'BOOKS', 'ABOUT', and 'LINKS' are visible. Below the banner is a post titled 'Photo Cactus Garden' with a video thumbnail showing a woman in a studio setting. The post text reads: 'Photo Cactus Garden', 'Not into live plants? Here's an alternative - make photo cactus gardens! This is a project I made for MyPrintly.com using my HP printer and photo paper.'

Google+: Crafty Chica

plus.google.com/+KathyCanoMurillo

Google+ Search Sign in

Home
Collections
Join Google+
Send Feedback
Help

Kathy Cano-Murillo
732 followers - Newspaper columnist-turned-novelist/creativepreneur. <http://CraftyChica.com> ABOUT

Kathy's posts

Kathy Cano-Murillo Public 3d
Not into live plants? Here's an alternative – make photo cactus gardens! This is a project I made for MyPrintly.com using my HP printer and photo paper. I simply took photos of my cactuses in my yard and then cut them to shape! So easy and super cute!...

Photo Cactus Garden

Kathy Cano-Murillo Public 4d
How do I decompress during stressful times? I paint mugs! Lots and lots of mugs! That's what went down last weekend. Coming back from the cruise was crazy, I had so many tasks to catch up on, and that's still going. By the time you read this, I'll be on...

Relaxing = Painting Mugs! - Crafty Chica

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LinkedIn: Crafty Chica

www.linkedin.com/in/craftychica

LinkedIn Search for people, jobs, companies, and more... Advanced

Kathy Cano-Murillo 3rd
Founder, CraftyChica.com
Phoenix, Arizona | Writing and Editing

Current: CraftyChica.com
Previous: iLoveToCreate, Grand Central Publishing, LifetimeTV.com
Education: University of Phoenix

[Connect](#) [Send Kathy InMail](#) 500+ connections

<https://www.linkedin.com/in/craftychica> [Contact Info](#)

Background

Summary

A crafty version of Selena-meets-the Hallmark Channel-with a dash of Oprah optimism = Crafty Chica!

About Kathy:
Kathy Cano-Murillo is an author, artist and founder of the award-winning site, CraftyChica.com. She is a social media powerhouse and is known for spreading the gospel of glitter – literally through her art & craft, and metaphorically via her presentations & books! She has been a brand ambassador for companies such as Coca-Cola, HP, WordPress, Disney, Lowe's Home Improvement Stores and many others. Her Crafty Chica product line is carried in Michaels stores every fall season, and she is a former craft columnist for The Arizona Republic and Gannett News Service. She has authored nine books, two of them novels. She has been featured on Mashable, and in The New York Times, USA Today, HGTV, DIY Network, Lifetime TV and more. Known for her "Mexi-boho" style, her hand painted creations have been carried in more than 300 shops across the country including Bloomingdales and Target. She is a third-generation Mexican-American, a native Phoenician, mom of two, wife, with five Chihuahuas!

Grow Your Career By Following Epsilon

You ↔ **Epsilon**

Sandy, get the latest on Epsilon Jobs, News & more!
[+ Follow](#)

People Also Viewed

- Maya Murillo**
Social Media Content Creator/Influencer at Mayainthemoment
- Jo Packham**
Creator, Editor in Chief of Where Women Create, Where Women Cook, & where women create BUSINESS
- Natalia Montuori**
Global Growth Programs at Amazon
- Lizza Monet Morales**
Actor at SAG/AFTRA
- Charlie Lapson**
Jewelry and Accessories Designer to 16 contestants and management at Miss Universe 2015

Pinterest: Crafty Chica

pinterest.com/craftychica

The screenshot shows the Pinterest profile page for Kathy Cano-Murillo, also known as Crafty Chica. At the top, there is a search bar and a user profile header for 'Sandy'. The main profile section features a circular profile picture of Kathy, a 'Follow' button, and her name 'Kathy Cano-Murillo, Crafty C...'. Below the name, it lists her location as 'Phoenix, AZ', her website 'www.craftychica.com', and social media icons for Facebook and Twitter. A bio describes her as a crafter, DIYer, and Latina style enthusiast, founder of CraftyChica.com, and author of novels. Statistics for her profile are displayed: 70 Boards, 4.8k Pins, 190 Likes, 11.9k Followers, and 1.4k Following. The main content area is a grid of five boards: 'Crafty Chica Tutorials' (featuring 'PATIO DIY: Painted Pavers'), 'Arizona' (featuring 'Arizona 10-hour Dec. 7, 21'), 'Accessories' (featuring various beaded necklaces), 'Beauty & Body Art' (featuring face paint), and 'Business & Blogging Tips' (featuring a large Pinterest logo). Each board has a 'Follow' button and a pin count.

Search

Sandy

Kathy Cano-Murillo, Crafty C...

Phoenix, AZ · www.craftychica.com · [f](#) [t](#)

Crafts, DIY, Latina style. Mexi-boho. Founder of CraftyChica.com. Artist & author. Check out my novels!

70 Boards 4.8k Pins 190 Likes 11.9k Followers 1.4k Following

Crafty Chica Tutorials
PATIO DIY: Painted Pavers
by CraftyChica.com
Follow

Arizona
Arizona 10-hour Dec. 7, 21
Arizona Historical 1300 N. G
\$8 cover - Free
www
FAMOUS RANCHES
Follow

Accessories
209
Follow

Beauty & Body Art
33
Follow

Business & Blogging Tips
51
Follow

Use Scheduling & Sharing Tools

- Save time
- Organize content
- See results of communications on a dashboard
- Hootsuite, Netvibes, RSS 
- Use social media chiclets and share buttons



HootSuite.com

The screenshot displays the HootSuite dashboard in a web browser. The address bar shows <https://hootsuite.com/dashboard>. The interface includes a top navigation bar with tabs for 'WatermelonWeb (Twitter)', 'Watermelon Mountain Web Marketing (Facebook Pages)', and 'Watermelon Mountain Web Marketing (Google+ Page)'. Below this is a 'Home Feed' section with three tweets:

- gototraining** (Oct 14, 2:49pm via Twitter Ads): "Learn how to motivate learners of all different ages, cultures & backgrounds in this webinar w/ @pamslim: bit.ly/1EUvdiUX" (Promoted by Citrix GoToTraining)
- NateSilver538** (2:29pm via Twitter for Android): "There are few sure bets in soccer, but the US women making the World Cup is as close as it gets: fivethirtyeight.com/datalab/who-wi..." (22 retweets)
- hootsuite** (2:15pm via Hootsuite): "Save time by instantly sharing social content from Twitter and Facebook to communities in IBM Connections: owl/CPsi8" (4 retweets)

The 'Mentions' section shows tweets from **digitiK**, **GrandmaMaryShow**, **AndreaVahl**, and **HootSuite_Help**.

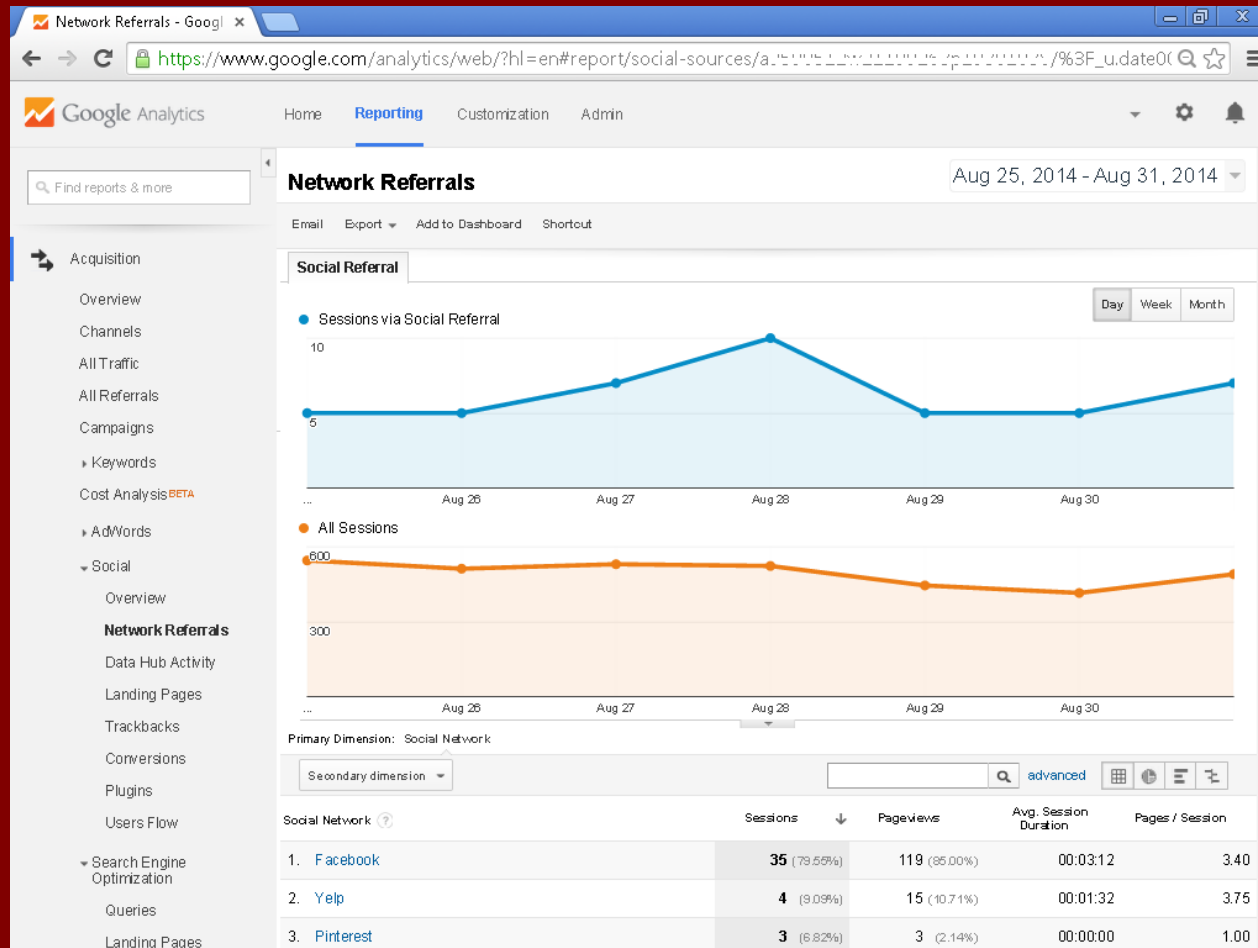
The 'Sent Tweets' section shows tweets from **WatermelonWeb** and **AndreaVahl**.

Monitor Performance

- Monitor traffic on web, blogs, and social media
- Track appearances
- Quality less important than
 - Quantity
 - Recency
 - Frequency
- Conversion rate: what action did visitors perform?



Google Analytics Tracks Social Media





Resources

Jan Zimmerman

Watermelon Mountain Web Marketing

info@watermelonweb.com

(505) 344-4230

watermelonweb.com/resources