



Social Media 101: Customer Engagement

Denise Shiffman

Steve Averill

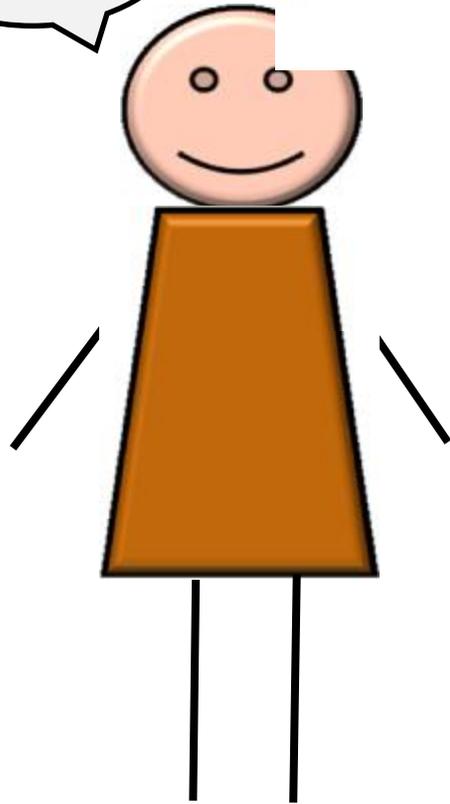


What is Social Media?

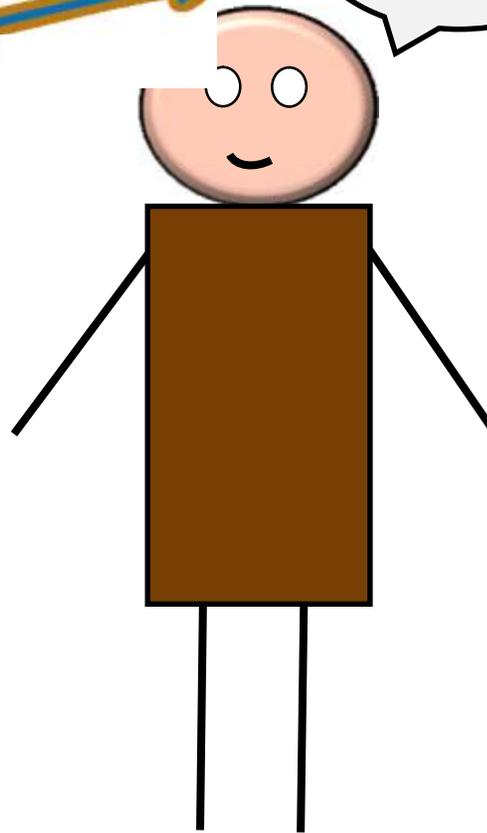


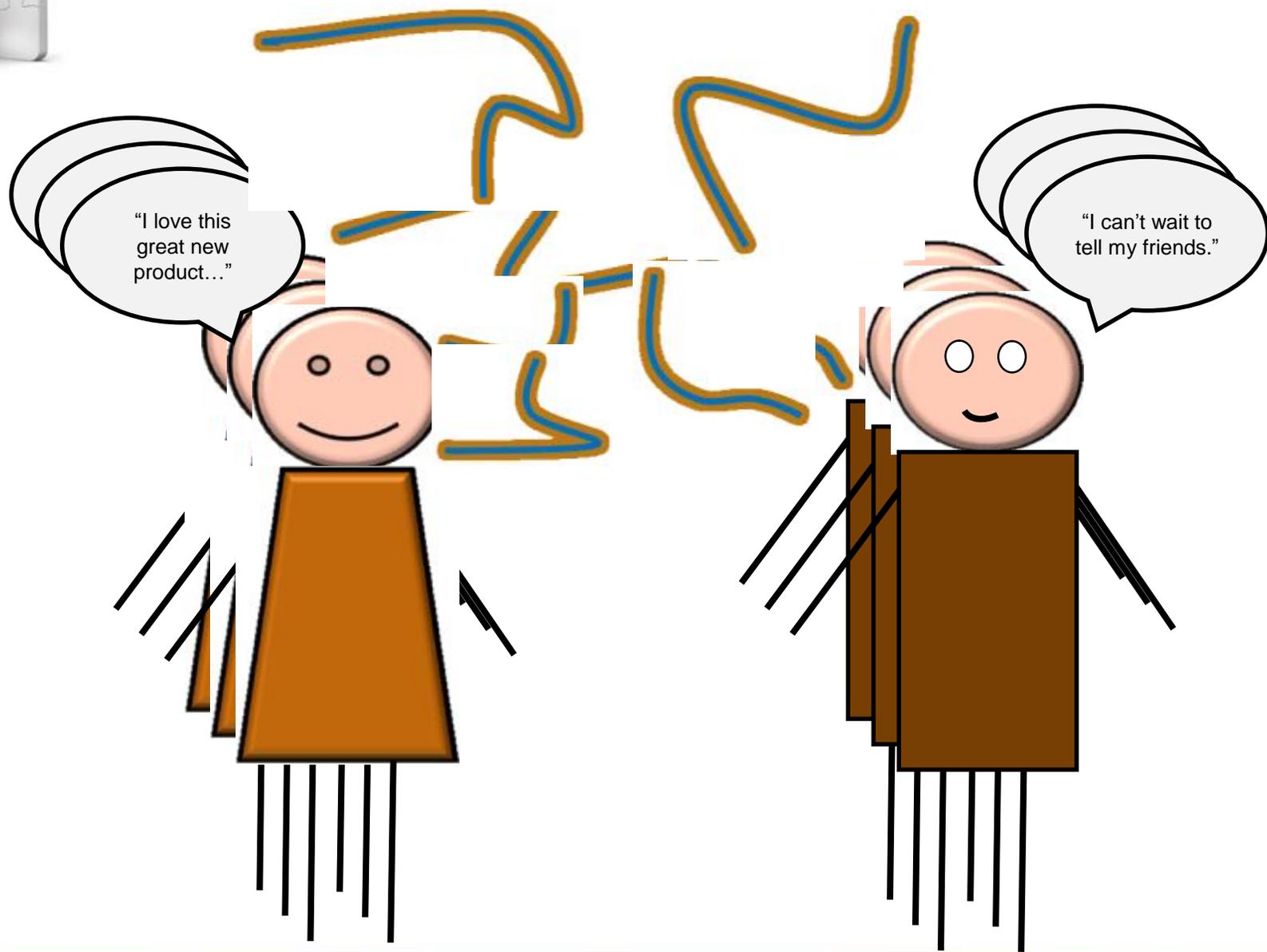


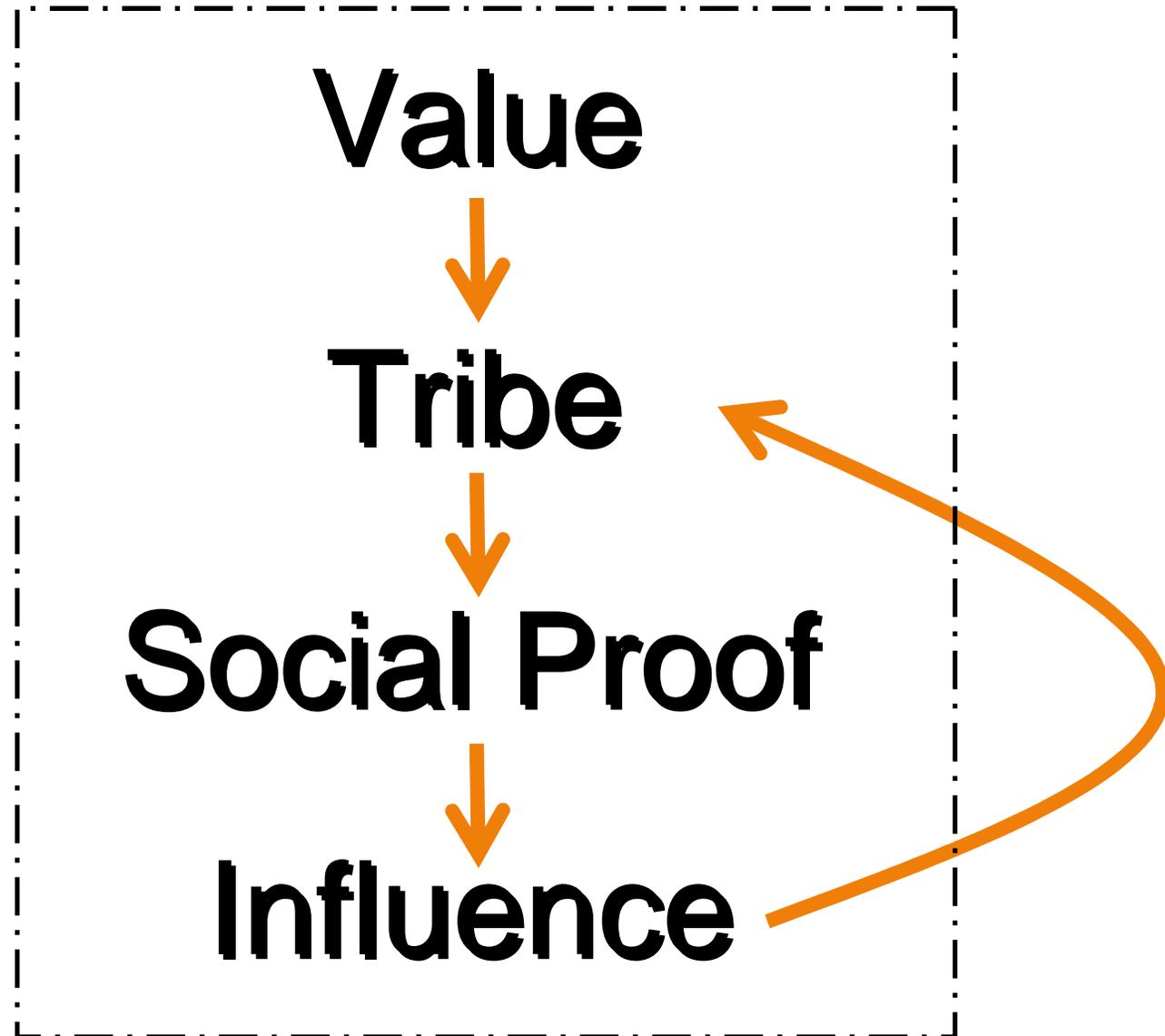
"I love this great new product..."



"I can't wait to tell my friends."



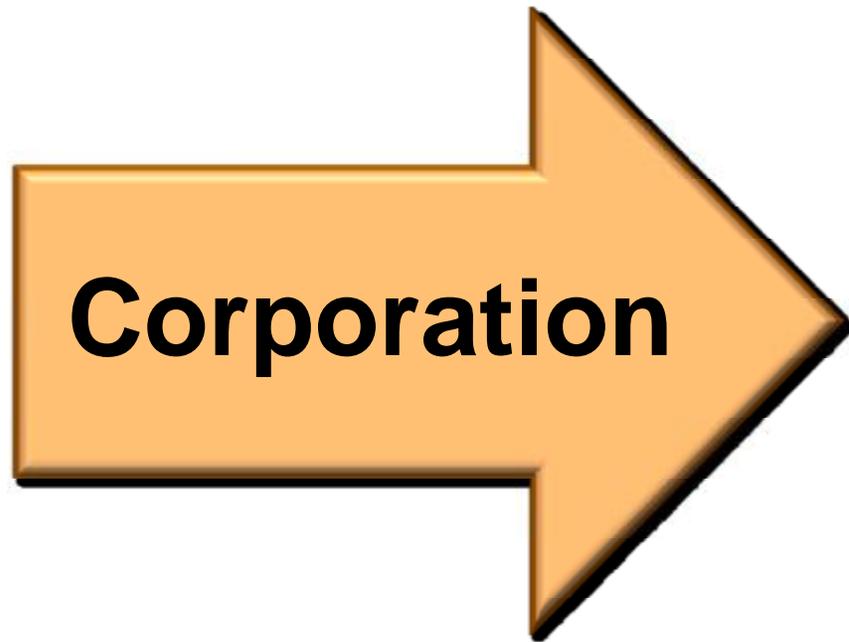






Shared **values** and **common** **experience**







Marketplace

*Social media is
an approach,
not simply tools
and campaigns*



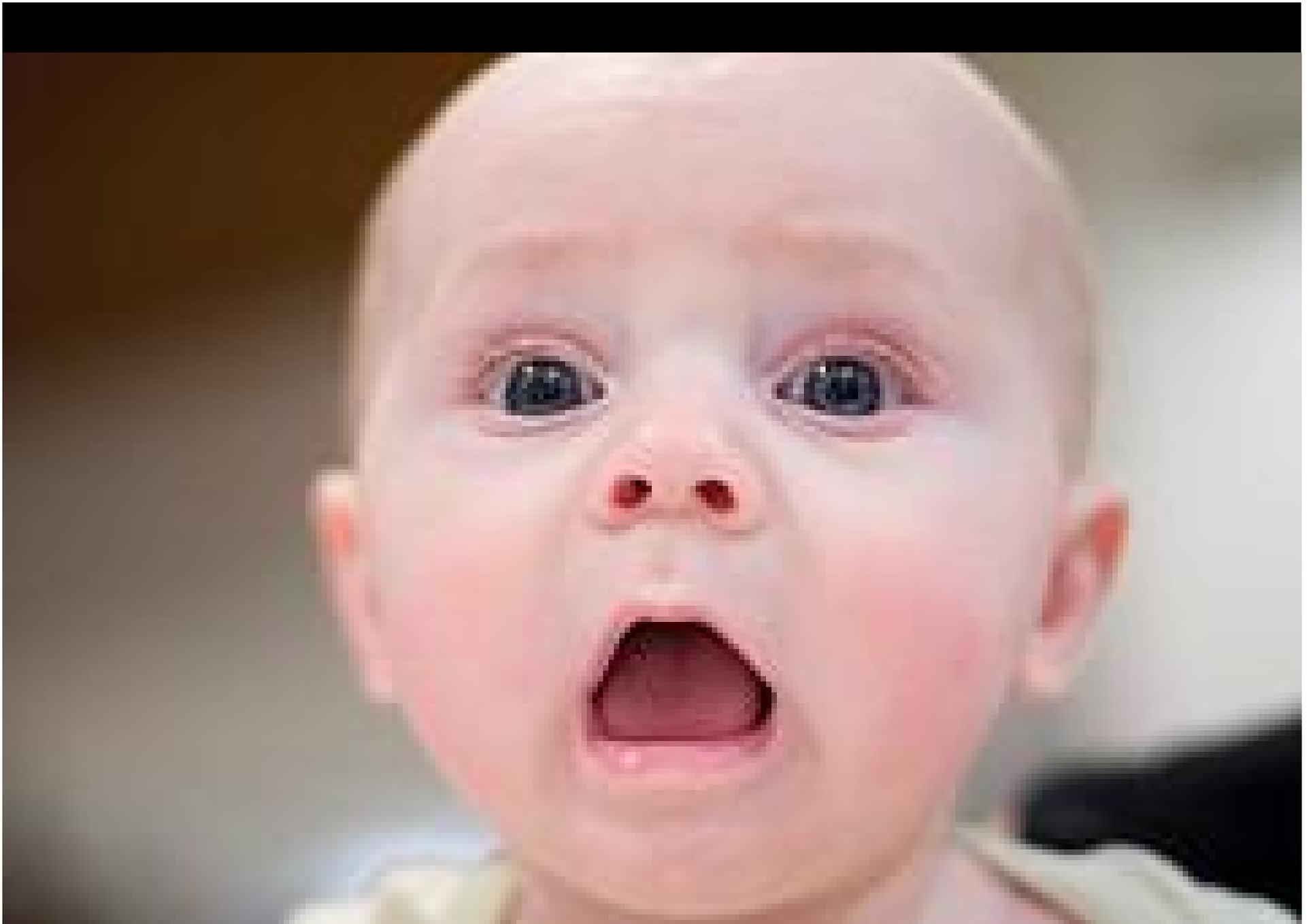


**The Age
of
Engage**

Who moved my cheese?









UNBREAKABLE BONDS
It's between you and what's yours.

Name: Roland Burns



His Ride: Custom Bilenky track bike



His Lock:
Evolution Mini

The Bond

In 1993 I traded the one car I've owned for a bike and never felt the need to get another one. I've spent the past decade transforming peoples' visions into completely custom messenger bags; now this custom bicycle is in my hands thanks to my good friends at Bilenky, who materialize dreams in the form of steel tubing. Why compromise your passions?

KRYPTONITE OUTLET
Online shopping without traffic woes!
Shop now for limited-supply locks, odds & ends and overstocks.
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FEEL FREE TO STOP

We've been busy with a lot of changes this year. Check out some of the things we've been up to.

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OUT & ABOUT

Who are we?
Where will we be?
Please come join us.

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UNBREAKABLE BONDS
Kryptonite's Blog

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What Social Media Can Do

- Ø Get leads, prospects to notice you
- Ø Create loyalty and repeat purchases
- Ø Get your customers to spread the word
- Ø Influence the marketplace or community
- Ø Build credibility and trust (human face)
- Ø Give you insight and learning
- Ø Create competitive advantage



Gather Your Tribe





my **LinkedIn** profile

“Rolodex on Steroids”

The screenshot shows a LinkedIn profile for Cindee Mock. The profile includes a navigation sidebar on the left with options like Home, Groups, Profile, and Contacts. The main content area displays the user's name, current role as Principal at Ciana Associates, and a list of past roles at Sun Microsystems. It also shows education at the University of California, Berkeley, and a list of connections. A summary section provides a detailed description of her professional background and specialties. On the right side, there are advertisements and a section for 'Your private info about Cindee' which includes email and phone information.

LinkedIn People Jobs Answers Companies Account & Settings Help Sign Out Language

Explore People Search Harvard - Vice President at Google - Accounting Search People

Home Groups Profile Contacts Connections Imported Contacts Network Statistics Inbox Compose Message Received Sent Archived Applications Add Connections

Cindee Mock (T)
Principal at Ciana Associates
San Francisco Bay Area Marketing and Advertising

Cindee Mock says check out the "before" and "after" tips on this reader's resume submission: <http://tinyurl.com/cum8lu> 1 day ago

Current

- Co-Founder and Principal Consultant at Ciana Associates

Past

- Director, Message & Evidence Marketing at Sun Microsystems
- Director, Competitive Intelligence at Sun Microsystems
- Director of Event Marketing at Sun Microsystems

see all...

Education

- University of California, Berkeley

Recommendations 10 people have recommended Cindee

Connections 451 connections

Websites

- Top Women Redefining Success

Public Profile <http://www.linkedin.com/in/cindeemock>

Summary

Principal Consultant with Ciana Associates, a firm that helps technology companies identify their unique value, refine marketing strategies for specific audiences, and develop programs that create strong customer preference and, ultimately, compel the customer to buy.

Cindee specializes in transforming complex topics into customer-focused "stories" that help shorten the sales cycle. Realizing that customers have choice, Cindee stresses the importance of fully understanding the competitive landscape in order to best position, market and sell vis à vis the competition.

She combines business aptitude with a love for writing and is a published author in several media outlets, including Harvard Business Review.

Specialties

- Value proposition, positioning + message development
- Communications (public relations, executive communications)
- Web editorial (messages and content strategy)
- Competitive research/programs with "actionable" strategies
- Product launch strategy and execution

Send a message Recommend this person Forward this profile to a connection

Ads by LinkedIn Members

Upgrade your career - MBA
The University of Wales Online MBA at Robert Kennedy College wales.college.ch/

From: David Costa

Tomorrow's great teachers
Earn a prestigious online Master's degree from USC mat.usc.edu

From: Master of Arts in Teaching [What's this?](#)

Your private info about Cindee

Email & Phone: cindeemock@sbcglobal.net private

Notes:

View/Edit Contact Info | See all contacts

Cindee's Connections (451)

Shared (81)

Bjorn Andersson
Experienced Marketing and Business Development Executive

Charles Andres
Internet Business Executive

Jack Androvich
Sr. Director Marketing

Other (370)



twitter

Value Network

Home Profile Find People Settings Help Sign out

twitter

**jowyang**

Following Device updates OFF

Dont be offended but im not shaking hands going forward. I travel so much and dont want to get u sick
about 1 hour ago from txt

In twaffc eta to sf is 30 min
about 1 hour ago from txt

@jronius I already had plans to ask about that ;) It's in my report too. The SF and Twitter integration is just a start.
about 3 hours ago from web in reply to jronius

I'm going to spend the day with the Salesforce team in their SF office at an Analyst Briefing Day. What would you ask them?
about 3 hours ago from web

@soapko no it doesn't spell the death of anonymity, it'll be opt-in. There will be some privacy blunders --but it'll eventually sort out
about 3 hours ago from web in reply to soapko

A must read for anyone in corporate social media. Former VP of Marketing @pauladrum shares what she learned <http://twurl.nl/agyfgg>
about 3 hours ago from web

In case you missed it, MediaPost nicely summarizes the Future of the Social Web <http://snipurl.com/gvon5>
about 3 hours ago from web

@Gartenberg @findchris @fpenkala I'll be at IBM's Impact, then <http://tinyurl.com/4l7raq> Don't get my wrong, I LOVE my work, although tiring
about 13 hours ago from web in reply to Gartenberg

Name Jeremiah Owyang
Location Silicon Valley
Web <http://web-strate...>
Bio I work at Forrester Research, however these opinions are mine. How I use Twitter <http://tinyurl.com/24lv65>

7,143 following 40,776 followers

Updates 14,823

Favorites

Actions
[message jowyang](#)
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Following



[Phil Yeh](#)

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BradsDeals.com Another incredible Dell deal for everyone: the Kodak EasyShare M763 Digital Camera is only \$49.99 after \$50 off coupon code L\$15SCF57RH3CP. Specs: 7.2 megapixels, 3x optical zoom, 0.8" thin, 2.7" LCD, good reviews. See more details on BradsDeals or go directly to the camera here: <http://www.braddeals.com/go/p/27430> (click "Share" to tell friends!) Tue 9:13am

Tracy Palmer likes this.

BradsDeals.com A quick note: if anyone is in the market for a computer monitor, Dell currently has their 20" flat-screen LCD for just \$109 and a 24" for \$199. Plus free 2-day shipping. Don't expect this to last past today. <http://www.braddeals.com/20-dell-lcd-monitor-109-pid-27375.html> Tue 9:53pm

King Cho likes this.

Show 2 more comments...

BradsDeals.com at 6:11pm April 27 Great to hear! Report

Dan Bevington at 6:58pm April 27 Just bought 2 - 24" monitors. THANKS! Report

Renee Spadaccino Love it! April 26 at 5:20am Report

Jo Anne Tambornino Chayer Have heard great things about Brads Deals so ...here I am checking it out! April 26 at 5:16am Report

Lisa M. Danes Been with you for more than a year and NEVER order anything online without checking you FIRST!!! April 24 at 1:48pm Report

BradsDeals.com Just Do It! Nike.com knocks an extra 20% off clearance items with coupon code TRAINHARD through 5/6. Lots of shoes and gear are half-off or more so now your wallet won't get in the way of your fitness! <http://www.braddeals.com/go/p/27271-4> April 24 at 10:17am

BradsDeals.com at 10:25am April 24 And for what it's worth, I love the Nike Free and just bought a pair of these: <http://www.braddeals.com/go/p/27271-5> Report

Maya Henderson I want to send my mom something really nice this year for Mother's Day, so I'll definitely be checking BradsDeals over the next few weeks! April 23 at 8:22pm Report

www.braddeals.com

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BradsDeals Featured on NBC Today Show 4.14.08 Share

Brad Wilson, Editor in Chief of BradsDeals on Today Show with Matt Lauer talking about online shopping and deals.

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About You**



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No, Fido! Don't eat that!

April 9th, 2009

If you who own a dog, you've surely thought about treating her to the leftovers from the dinner table. What you may not realize is that some human foods pose dire threats to dogs.



Obvious things like sharp animal bones could potentially damage the digestive tract. But a number of common foods are simply incompatible with their bodies.

What can't I feed my dog?

Grapes and raisins: Even a few grapes and raisins are poisonous to dogs and could cause kidney damage. Although it is not certain what component of grapes is toxic to dogs, according to ASPCA dogs that have ingested anywhere from a single serving to a pound of grapes (or raisins) have developed acute renal failure.

The symptoms:

*Typically within a few hours of ingestion, the dog begins to vomit. Partially digested grapes can be found in the mess, and also in their



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What You Wear Says Who You Are

posted by Steve Averill in April 13th, 2009
in marketing, orange county



We are lucky to live in beautiful Southern California.

Mostly because of the amazing weather.

Plenty of opportunities to don your favorite t-shirt and get out of the house.

And when you wear that shirt, you are communicating a message.

And it's the kind of message that

gets sent in about three seconds and locked into people's brains far more powerfully than anything you say.

That is just the way it is.

You see someone and you make a judgement about them.

And a lot of it has to do with their clothes.

What do your clothes say about you?

Do you think about your clothes and what they are telling people when it comes to your business?

Do you think it matters?

You bet it does.

What you wear says a lot about who you are.

It communicates your lifestyle and beliefs.

It says something about your aspirations.

running business aside for a minute



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About

OCbizblog is a blog dedicated to small business marketing in Orange County, California. The primary blogger is Steve Averill, founder of marketing consulting firm Waxpoetix - Words that Spark Conversations. Steve has over 10 years experience helping businesses increase revenues with smart, targeted marketing and advertising campaigns. He was part of the founding team at College Media Network, a start-up that was sold to Viacom.

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**“Your brand is what Google says it is,
not what you say your brand is.”**

-Chris Anderson, *Wired* Magazine Editor

Google™





“Dell sucks. Dell lies.”

Jeff Jarvis





Gary Vaynerchuk Wine Library TV

A Social Media Success Story: From a Single Liquor Store in New Jersey to a \$30 Million Empire





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Steve Averill

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The Old Ps vs. The New Ps

∅ Product
∅ Price
∅ Placement
∅ Promotion

vs.

∅ Persona
∅ Participation
∅ Publishing
∅ PageRank





Social Media Small Business Goals

- Ø Create **connections** and build relationships
- Ø Optimize websites for improved search engine rankings, leading to **increased traffic, inbound links and leads**
- Ø Establish professionals as **experts, thought leaders and innovators**
- Ø Manage your **brand** online
- Ø Grow **smarter** and **faster** than your competition



Denise Shiffman

Marketing strategist,
social media educator

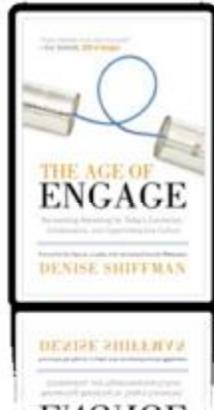
Social Media:

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Phone: 949-388-5780

Email: denise@AgeofEngage.com

Blog: www.AgeofEngage.com



Steve Averill

Marketing and media
consultant

Marketing:

- Ø OCBizBlog
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Phone: 949-276-1876

Email: steve@ocbizblog.com

Blog: www.OCBizBlog.com

