



## marketingstudio Webinar Series

# How to Leverage **twitter** to Grow Your Small Businesses **#smbiz**

March 11, 2009 @ 12 PM EDT

Hosted by Eric Glazer - @ericglazer

**Audio is available through your computer (make sure your speakers are un-muted)**

If you have trouble listening via your computer, please dial:

Toll free: +1 (866) 910-4857

Toll: +1 (719) 387-5500

Participant code: 609871





# Welcome!

---



Vice President, Marketing  
Cambridge Healthtech Associates

**Eric Glazer, MBA**

Lead Generation Consultant to Small Business

617-515-0661

[eglazer@marketingstudio.net](mailto:eglazer@marketingstudio.net)

[http:// www.marketingstudio.net](http://www.marketingstudio.net)

[http:// twitter.com/ericglazer](http://twitter.com/ericglazer)



# Twitter and Lead Generation

---

twitter?



A strong lead generation program:

- ❑ **builds relationships** with people that may one day need your services
- ❑ **nourishes ongoing relationships** with people that may one day need your services

# Order of Things

---

- Welcome
- Introduction to Twitter - @AaronStrout
- Background - @ericglazer
- B2C Marketing - @mlvalentine
- Networking/Partnerships - @BeckyMcCray
- B2B Marketing - @KyleFlaherty
- What You Can Do Next - @AaronStrout
- Q&A/Feedback - All
- Next Webinar: April 16, 2009



# Today's Panel (ask them questions via Q&A module)

---

## Moderator



Eric Glazer, MBA  
Lead Generation Consultant for  
Practitioners, Freelancers, Small Business

Vice President, Marketing  
Cambridge Healthtech Associates



Aaron Strout  
Vice President, Marketing  
Powered



Monica Valentinelli  
Social Media Expert  
Musicnotes.com



Becky McCray  
Small Town Entrepreneur



Kyle Flaherty  
Director of Marketing  
BreakingPoint

# What is Twitter? by @AaronStrout



- Many things to many people:
  - Newsfeed
  - Research library
  - Lead source
  - Way to create connections/network
  - Marketing/PR tool (when used correctly)
- The value you get out of it is largely dependent on the people you follow



*\*Thanks to Tim Walker (@twalk) from Hoovers for some of the ideas on this slide*

Aaron Strout, Chief Marketing Officer, Powered, Inc.  
Follow on [twitter](https://twitter.com/AaronStrout) <http://twitter.com/AaronStrout>



# Like a Party by @AaronStrout



- ❑ Even though it asks, "What are you doing." A more apt question would be "What has your attention?"
- ❑ Like a party that is placeless, operating 24/7, allowing anyone to find conversations for which they are looking
- ❑ Allows one to engage in multiple conversations at once



*Thanks to Tim Walker (@twalk) from Hoovers for some of the ideas on this slide*

Aaron Strout, Chief Marketing Officer, Powered, Inc.  
Follow on [twitter](https://twitter.com/AaronStrout) <http://twitter.com/AaronStrout>



# B2C Use of Twitter by @mlvalentine

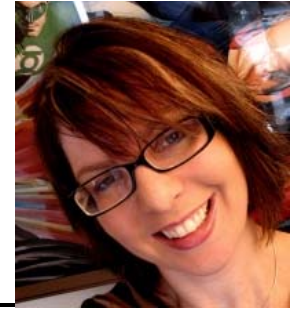


- Why Use Twitter for Your Business?
  - Word-of-Mouth marketing
- Benefits of Using Twitter
- Drawbacks of Using Twitter
- Four Great Examples

Monica Valentinelli, Social Media Expert, Musicnotes.com  
Follow on [twitter](https://twitter.com/mlvalentine) <http://twitter.com/mlvalentine>



# B2C Use of Twitter by @mlvalentine



## □ Take-A-Ways

- Sign up for an account even if you don't plan on using it.
- Works best when complements customer service and marketing as your overall brand strategy.
- Transparency, relevancy and sincerity are the keys to reaching people on Twitter.

Monica Valentinelli, Social Media Expert, Musicnotes.com  
Follow on [twitter](http://twitter.com/mlvalentine) <http://twitter.com/mlvalentine>





# Networking by @BeckyMcCray

**twitter** is like a networking event



- ❑ Talk, listen, converse!
- ❑ Use favorites, like collecting business cards
- ❑ Announce when you are looking for services
- ❑ Connect others when you can
- ❑ Brag on people who do good work for you

Becky McCray, Small Town Entrepreneur  
Follow on **twitter** <http://twitter.com/BeckyMcCray>



# B2B Use of Twitter by @KyleFlaherty



- Listen
  - The conversation is happening, but don't jump in without looking
- Plan
  - Who, What, Where, When and Why?
- Be Consistent
  - Build Twitter into your daily schedule
- Make Mistakes
  - Mistakes are endearing and inevitable
- Integrate Programs
  - Twitter should complement your other work

Kyle Flaherty, Director of Marketing, BreakingPoint  
Follow on [twitter](http://twitter.com/KyleFlaherty) <http://twitter.com/KyleFlaherty>



# What You Can Do Next by @AaronStrout



## Monica Valentinelli's

[twitter.com/si1very](https://twitter.com/si1very) - Local search expert who used to work at Verizon. Great guy.

[twitter.com/timoreilly](https://twitter.com/timoreilly) - Tim O'Reilly from O'Reilly media

[twitter.com/TheGrok](https://twitter.com/TheGrok) - Bryan Eisenberg from The Grok (see his segmentation and customer profile work)

[twitter.com/MarketingProfs](https://twitter.com/MarketingProfs) - Ann Handley, Head of content at Marketing Profs.

[twitter.com/mattcutts](https://twitter.com/mattcutts) - Matt Cutts, head of Google's anti-spam team

## Becky McCray's

[twitter.com/smallbiztrends](https://twitter.com/smallbiztrends) - Anita Campbell, CEO of Small Business Trends

[twitter.com/smallbusiness](https://twitter.com/smallbusiness) - Rex Hammock's small business news story links

[twitter.com/mainebusiness](https://twitter.com/mainebusiness) - Carl Natale's small business story links

[twitter.com/r](https://twitter.com/r) - Rex Hammock, a small business fave

[twitter.com/kfenolio](https://twitter.com/kfenolio) - Kim Fenolio does daily small business tips

[twitter.com/mrigger](https://twitter.com/mrigger) - Michelle Rigger-Ransom, co-founder of BatchBlue

[twitter.com/sbbuzz](https://twitter.com/sbbuzz) - Catalyst for weekly small business discussions on Twitter

## Kyle Flaherty's

[twitter.com/hdmoore](https://twitter.com/hdmoore) Prominent security expert

[twitter.com/joepruitt](https://twitter.com/joepruitt) Heads up F5's Development community and a software architect

[twitter.com/TechJournalist](https://twitter.com/TechJournalist) Technology journalist Sean Kerner



# What You Can Do Next by @AaronStrout

---



## Aaron Strout's

[twitter.com/twalk](https://twitter.com/twalk) Writer and blogger for Hoovers.com

[twitter.com/savvyauntie](https://twitter.com/savvyauntie) Well connected entrepreneur

[twitter.com/scottmonty](https://twitter.com/scottmonty) Head of social media for Ford

## Eric Glazer's

[twitter.com/IncMagazine](https://twitter.com/IncMagazine) Leading publication for small business

[twitter.com/tweetsmallbiz](https://twitter.com/tweetsmallbiz) Captures most small business tweets and re-tweets (RT)

[twitter.com/charleneli](https://twitter.com/charleneli) Co-author of Groundswell

[twitter.com/jbernoff](https://twitter.com/jbernoff) Co-author of Groundswell

[twitter.com/chrisbrogan](https://twitter.com/chrisbrogan) Leading Twitter evangelist and SM consultant

[twitter.com/starbucks](https://twitter.com/starbucks) Good example of how a big business leverages Twitter

[twitter.com/ev](https://twitter.com/ev) Evan Williams, founder of Twitter

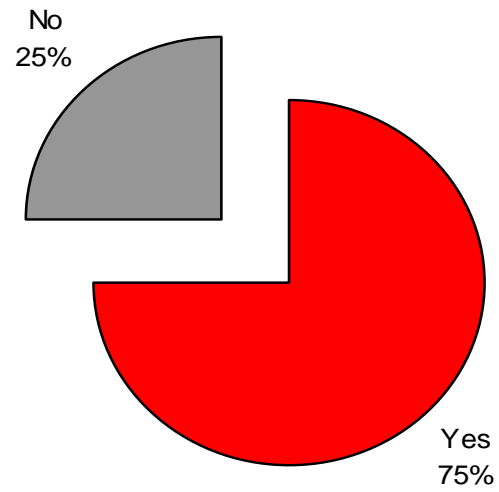
# Polling Results

---

# Poll #1

---

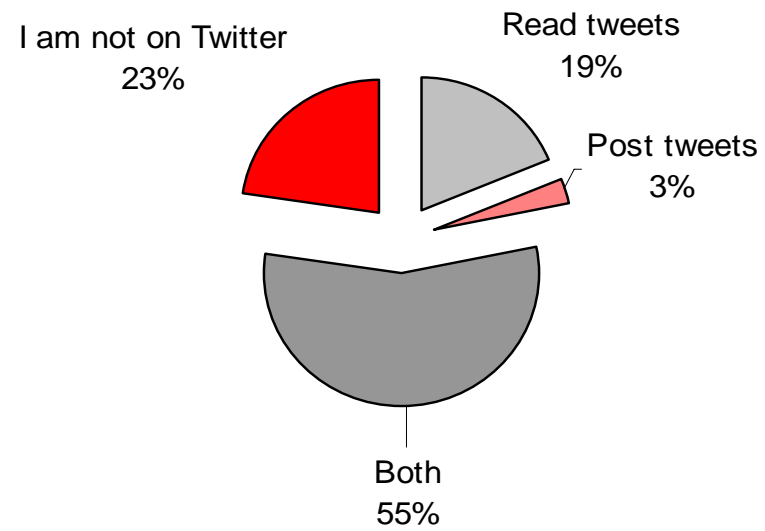
Do you currently use Twitter?



# Poll #2

---

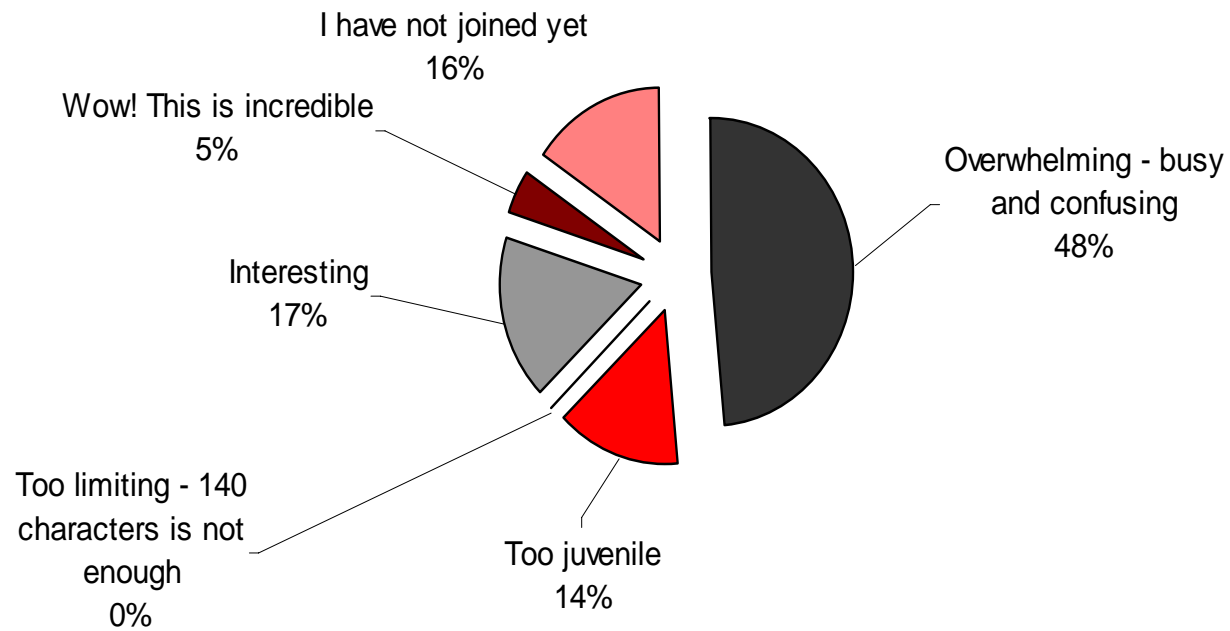
## What Do You Do on Twitter?



# Poll #3

---

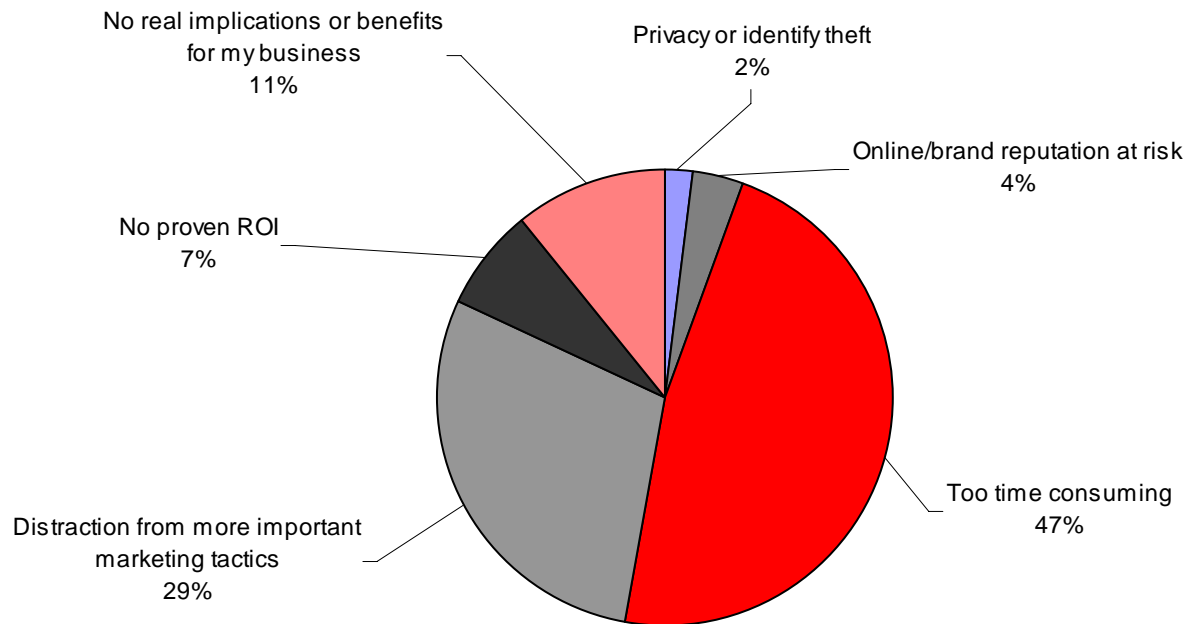
What was your first perception of Twitter when you initially joined?



# Poll #4

---

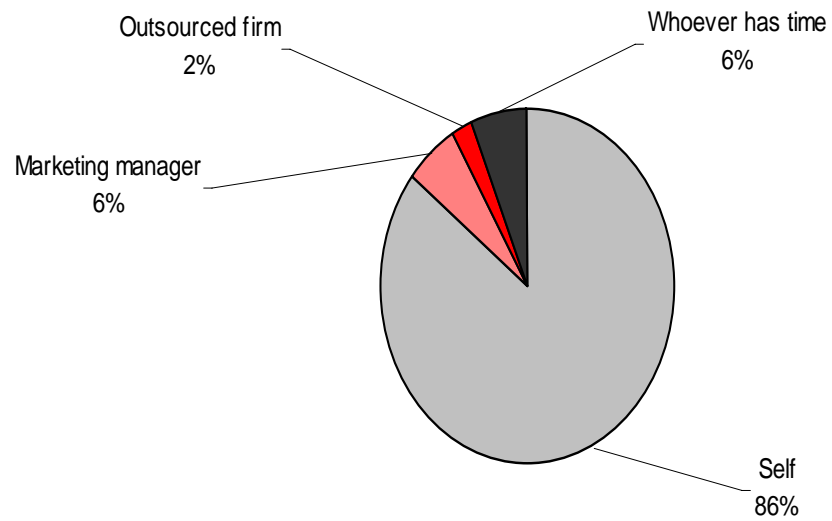
What is your biggest fear of Twitter?



# Poll #5

---

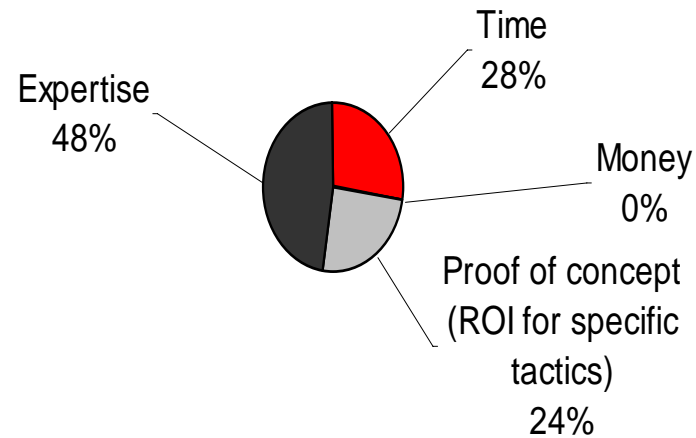
Who executes your lead generation programs?



# Poll #6

---

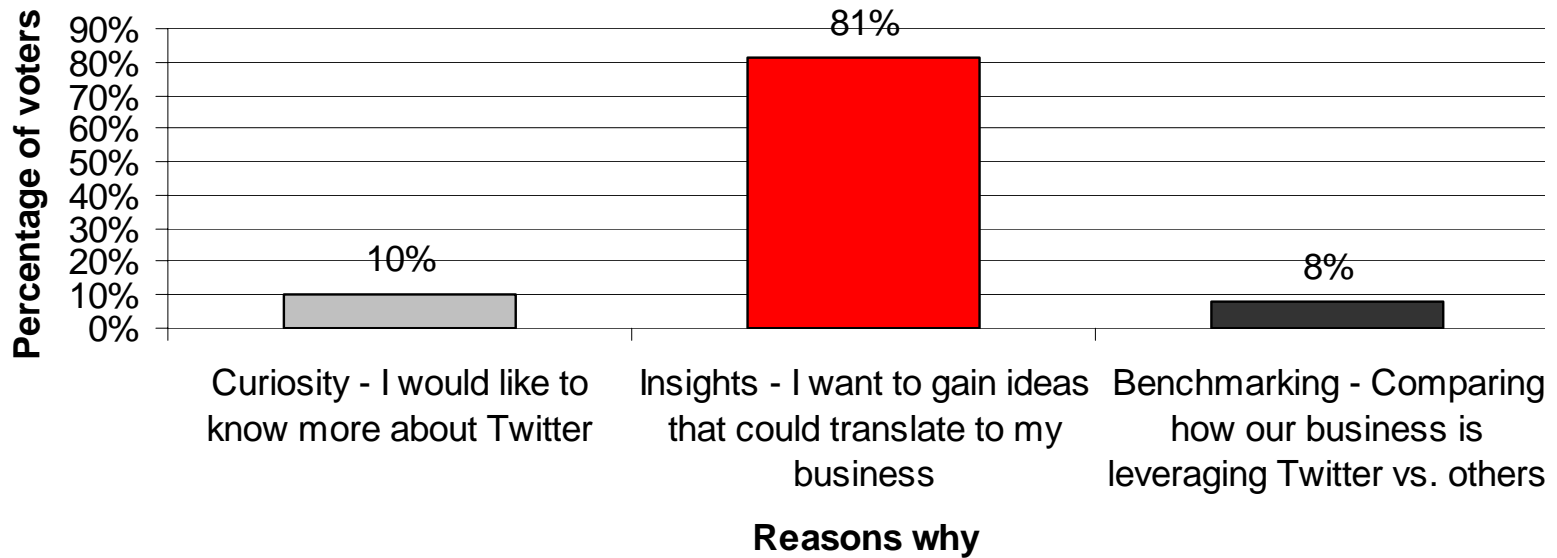
In order to execute more Social Media oriented lead generation programs,  
I need more:



# Poll #7

---

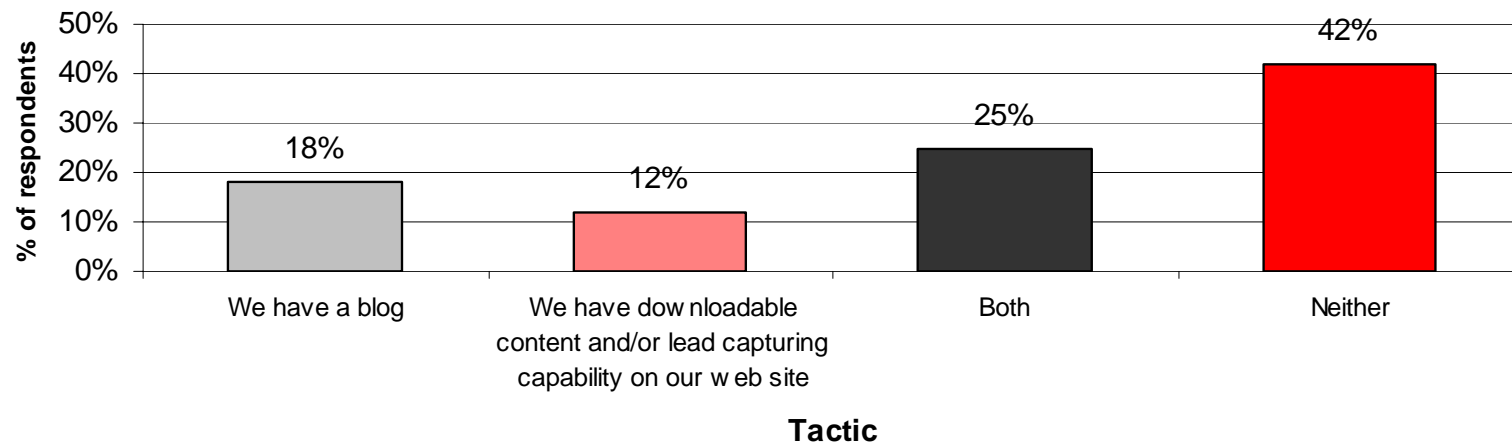
Which most closely describes why you chose to attend today's webinar?



# Poll #8

---

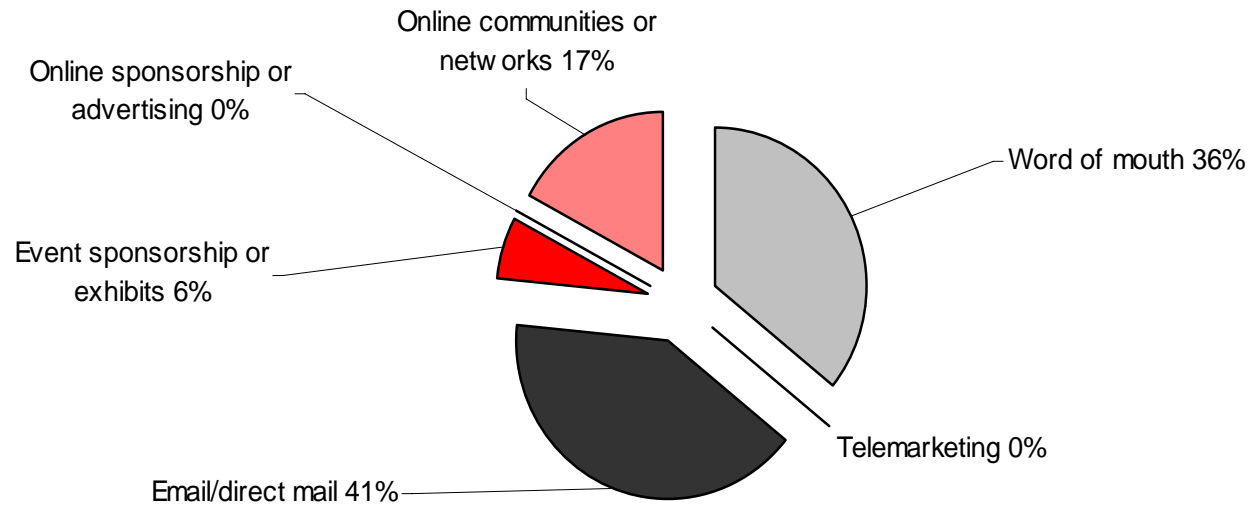
How do you distribute online content and capture leads?



# Poll #9

---

What is currently your most effective "push marketing" tactic to drive people to your web site or blog?



# Poll #10+11

---

What is the most realistic short term (next six months) and long term (greater than six months) benefit your business may realize from leveraging Twitter?

Benefit	Short Term	Long Term	Delta
Networking for strategic partners or vendors	4%	2%	-2%
Driving traffic to our web site or blog	32%	5%	-27%
Increase lead generation/database	19%	13%	-6%
Increase direct sales	4%	10%	6%
Better and faster PR platform than our current tools	13%	10%	-3%
Viral (word-of-mouth) marketing	23%	57%	34%
Education and benchmarking	2%	0%	-2%

# That's All Folks!

---



## **Eric Glazer, MBA**

Lead Generation Consultant to Small Businesses

[http:// www.marketingstudio.net](http://www.marketingstudio.net)

[http:// www.twitter.com/ericglazer](http://www.twitter.com/ericglazer)

<http://www.linkedin.com/in/ericglazer>

[eglazer@marketingstudio.net](mailto:eglazer@marketingstudio.net)

VP, Marketing  
Cambridge Healthtech Associates

