



marketingstudio Webinar Series

Utilizing **facebook**

for Small Businesses Lead Generation #smbiz

April 23, 2009 @ 12:00 PM – 1:15 PM EST

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!



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Facebook and Lead Generation

facebook



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



Mainstream

Facebook US Audience Growth, Last 120 Days

Age	Female	Male
55-65	175.3%	137.8%
45-54	165.3%	165.8%
35-44	154.0%	138.7%
26-34	70.7%	60.5%
18-25	14.0%	12.7%
13-17	9.2%	9.1%

Overall	42.5%	36.4%
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InsideFacebook.com

Facebook US Audience Growth, Last 120 Days

Age	Female	Male
55-65	456,760	271,520
45-54	858,260	524,980
35-44	2,182,040	1,496,660
26-34	2,549,440	1,628,240
18-25	1,276,580	968,560
13-17	271,060	181,480

Overall	7,594,140	5,071,440
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InsideFacebook.com

Today's Objectives

- Provide an overview of Facebook for the beginners
- Explain how businesses are leveraging the various elements of Facebook
- Outline some challenges and/or drawbacks you may encounter
- Provide examples of “wins” from businesses who have “been there, done that”
- Answer your questions



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

Moderator



Eric Glazer
Managing Director
Marketing Studio



Rachel Levy
Founder
Rachel Levy Consulting



Hasan Luongo
Co-Founder
Hoodiepeople.com



Susan Liddy
Founder, Life Coach
AspireLifeCoaching.org



Mike Volpe
Vice President, Marketing
HubSpot



Busy Small Businesses



Marketing Studio applies experience and resources so you have little work until it's time to meet and close the prospect!



Relationship Building

“demonstrating” not simply “claiming”



Order of Things

- Welcome – Eric Glazer
- Facebook 101 – Rachel Levy
- Pages and Applications– Mike Volpe, HubSpot
- Photo Tagging & Causes – Hasan Luongo, Hoodiepeople
- Events and Managing Your FB Presence – Susan Liddy, AspireLifeCoaching.org
- What You Can Do To Get Started – All
- Summary of Best Practices - All
- Q&A/Feedback – All
- Next Webinar: Thursday, May 28 – Blogging for Small Business (www.marketingstudio.eventbrite.com)



Facebook 101



- Many things to many people:
 - Communication tool (wall, email, notes, comments)
 - Connecting with your interests (groups, fan pages)
 - Event planning
 - Photo sharing
 - Fundraising
 - Way to create connections/network
 - Marketing/PR tool (when used correctly)
 - Take quizzes!





Fitting FB into the Bigger Picture

- The elements
 - Profiles (personal and public/fan)
 - Applications
 - Groups
 - Causes
- Recent changes in fan pages
- What will FB mean to your business?



Pages



- Pages are like profiles for businesses
 - Page = Profile
 - Friend = Fan
 - Message = Update
- Uses
 - Opt-in “email” list (bypasses spam filters!)
 - Drive traffic & leads to your website

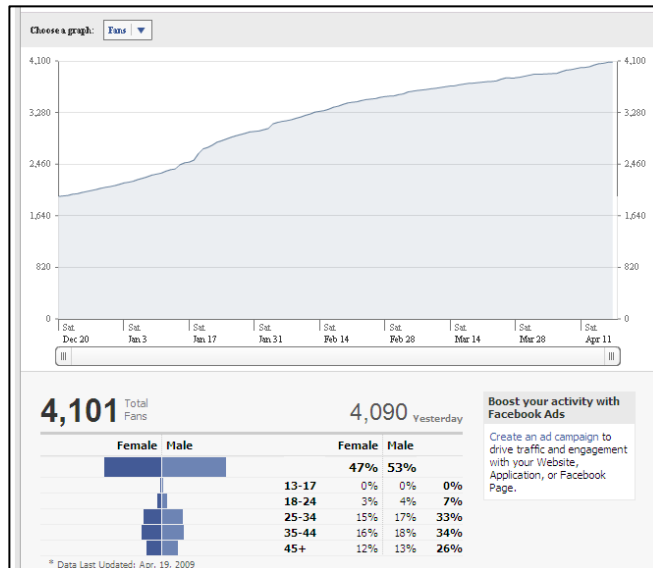
Mike Volpe, Vice President, Marketing, HubSpot
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Pages



- Update the content
- Send fans updates
- Track your stats



HubSpot
 Founded: 2006
 6 of 4,101 fans

How to Demonstrate the Value of Social Media to Your Boss
 Free Marketing Webinar
 You get it. You love it. But now you're in the position of asking for budget or permission or both to cover your social media implementation plans. You want to make sure the b...

HubSpot San Francisco Meet Up
 Come meet and mingle with a handful of HubSpotters including VPs Mike Volpe and Mark Roberge, as well as co-founders Brian Halligan and Dharmesh Shah. We'll be having fun con...

HubSpot David Meerman Scott on the "Top Gobbledygook phrases used in 2008 and how to avoid them". Check out the new Gobbledygook Grader at <http://Gobbledygook.Grader.com>

Web Ink Now: Top Gobbledygook phrases used in 2008 and how to

Mike Volpe, Vice President, Marketing, HubSpot
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Applications



- Much more advanced
 - Requires developer talent
- Mostly entertainment focused
 - Most popular apps: “Super Wall” & “Bumper Sticker”

Super Wall

Super Wall is the best way to find and share entertaining videos, pictures, graffiti, and more with your friends!

Features:

- Easily share videos, cards, and photos with friends!
- Discover new and interesting content from your friend network.

Bumper Sticker

Over 20 million Facebook users use Bumper Sticker to express themselves, entertain, and inspire one another by creating, collecting, and sharing stickers. Browse through millions of stickers and add them to your profile or even stick your friends! Can't find a sticker you like, it's easy to make your own!

Frequently Asked Questions

What Kind Of Drunk Are You?
By Cutter Garcia
This quiz will help you discover what kind of drunk you are.
1,302 monthly active users

Which Star Wars character are you?
By Mario Gonzalez
Discover which Star Wars character would you be.
1,654 monthly active users — 3 reviews

Which alternative rock band are you?
By Richard Lyne
Are you human, or are you dancer?????
349 monthly active users

Mike Volpe, Vice President, Marketing, HubSpot
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“Useful” Applications

- Cities I've Visited by Trip Advisor
- Facebook Grader on Grader.com

Cities I've Visited

tripadvisor Travel Map

Where have YOU traveled?

Where have you traveled? Create an interactive travel map to share with your friends and help them plan their trips.

** Now available in English, French, Italian, German and Spanish! **

Brought to you by TripAdvisor, the largest online travel community with over 250,000,000 members.

Go to Application

This application cannot be added to your Pages. Learn more.

Become a Fan

Add to my Page's Favorites

Block Application

Share +

About this Application

★★★★☆ (3.1 out of 5)
Based on 285 reviews

Users:
1,830,785 monthly active users,
196 friends

Categories
Travel, Utility

This application was not developed by Facebook.

FACEBOOK grader.com

Home Elite Pages Grade User Elite Users Search Users

Measure the power of a Facebook business page.

How powerful is your business page on Facebook?

To use Facebook Grader to grade business pages, you first need to connect to your Facebook account. Rest as We do not have access to your login credentials — they are used by Facebook to authorize your access.

Grade a Facebook user instead of a Business.

Connect with Facebook

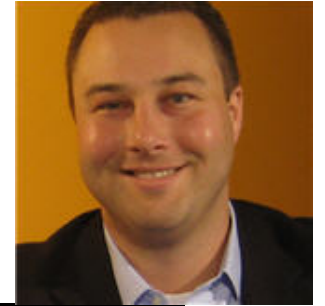
HOME GRADE USER GRADER.COM

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Mike Volpe, Vice President, Marketing, HubSpot
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Advice



- ❑ Start with a Page for your business
- ❑ Promote it to get some fans
- ❑ Update it frequently, make it interactive
- ❑ Add apps to integrate your blog, videos, & more
- ❑ Send updates to your fans
- ❑ Track your stats

Mike Volpe, Vice President, Marketing, HubSpot
Follow on [twitter](http://twitter.com/mvolpe) <http://twitter.com/mvolpe>



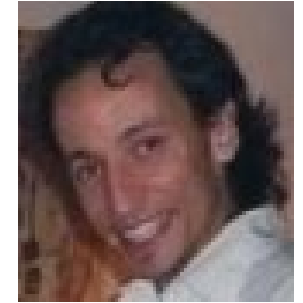


Photo Tagging & Causes

- ❑ The “Viral-ness” of Facebook for Photo Sharing
- ❑ Doing good: FB is Built for Charitable Fund Raising
- ❑ Benefits of Using Facebook
- ❑ Drawbacks of Using Facebook
- ❑ Hoodiepeople putting FB into action Takeaways

Hasan Luongo, Founder, Hoodiepeople.com
Follow on [twitter](http://twitter.com/Hoodiepeople) <http://twitter.com/Hoodiepeople>



Events & Managing Facebook



facebook Home Profile Friends Inbox Eric Glazer Settings Logout

Life Coach Susan Liddy Current Bootcampers are amped, motivated and excited! YOU can be too! Join me, ladies, for a special Preview Call: <http://bit.ly/YmiQ5> 23 hours ago

Wall Info Reviews Notes Events Discussions >>

Write something... Share

Life Coach Susan Liddy Current Bootcampers are amped, motivated and excited! YOU can be too! Join me, ladies, for a special Preview Call: <http://bit.ly/YmiQ5> 8:09pm · Comment · Like

Eric Glazer Susan, any interest in joining our expert panel (April 23)? The webinar is at 12 PM E. Please email, @ericglazer on Twitter
<http://marketingstudio3.eventbrite.com/>
April 17 at 5:49pm · Report

Jen Adams Just wanted you to know that you are AWE comments on my FB page, always makes me smile. I'm tele-class/webcast tomorrow. See ya then. :)
April 15 at 11:21pm · Report

Life Coach Susan Liddy "There came a time when the bud was more painful than the risk: it took to blossom."
April 15 at 11:06pm · Comment · Like

8 people like this.

Laura Butler at 12:12am April 16
Ah, to know and live the truth of that statement. What a blessing that would be.

Write a comment...

Karly Rodriguez MY DAD! Seriously, he would definitely G-MAN.
April 14 at 4:18pm · Report

Life Coach Susan Liddy Soon to be recording Coachin YouTube! Need someone to create opening & end titles anyone?
April 14 at 3:37pm · Comment · Like

8 items · Erin Kirtler · Like this

facebook Home Profile Friends Inbox Eric Glazer Settings Logout

Life Coach Susan Liddy Current Bootcampers are amped, motivated and excited! YOU can be too! Join me, ladies, for a special Preview Call: <http://bit.ly/YmiQ5> 23 hours ago

Wall Info Reviews Notes Events Discussions >>

Thursday, April 23

Passages to Empowerment Bootcamp - PREVIEW CLASS RSVP

“ Get a taste of this life changing bootcamp for women. ”

Hosted by: Life Coach Susan Liddy
Type: Education - Class
Where: ANYWHERE there is a phone or pc.
When: Thursday, April 23 from 5:00 pm to 6:15 pm

Show Past Events... ▾

Susan Liddy, Founder, AspireLifeCoaching.org
Follow on [twitter](https://twitter.com/LifeCoachSusan) <http://twitter.com/LifeCoachSusan>



Events & Managing Facebook



Passages to Empowerment Bootcamp - PREVIEW CLASS

Get a taste of this life changing bootcamp for women.

Host: Life Coach Susan Liddy
Type: Education - Class
Network: Global
Date: Thursday, April 23, 2009
Time: 5:00pm - 6:15pm
Location: ANYWHERE there is a phone or pc.
Street: <http://www.aspirelifecoaching.org/cms/previewclass>

Description

Attention Ladies!

If your self esteem could use a major boost...
If you have goals yet fear is blocking you...
If you feel generally "stuck" and can't seem to get moving...

Join me for this special preview class of my Passages to Empowerment Bootcamp. You'll be glad you did.

To receive the Call In Number and Handouts you MUST go here:
<http://www.aspirelifecoaching.org/cms/previewclass>



Aspire Life Coaching.org

Empowering Women to Aspire Fearlessly!

REQUEST COMPLIMENTARY FIRST APPOINTMENT LOGIN/REGISTER

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The Passages to Empowerment Bootcamp: Special Preview Class

Press Play

Recently, I announced that I am revealing my secrets for how to overcome emotional fears and create an amazing life with my new 9 month coaching program, The Passages to Empowerment Bootcamp for Women.

What are the secrets?

Take advantage of this free Teleclass/WebCast to find out. **On Thursday, April 23rd at 5:00 pm Pacific (8:00pm Eastern)**

To register for this value-packed call, and get a taste for this unique 9 month group coaching program simply complete the form below.

Name
Email

On the call we'll discuss:

- * Powerful skills that can dramatically increase your confidence and motivation.
- * How to easily make the choice to feel more abundant and joyful!
- * How bottling up and ignoring our fears actually increases them.
- * The 3 Big Reasons most women minimize their dreams and accept a mediocre existence.

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Testimonials

"The Passages to Empowerment Group should be a pre-requisite for everyone's life!"

Success Stories

Journey to Self Confidence, Connection and Clarity

What do you Aspire to?

To receive your FREE gifts simply check mark below, enter your name and eMail address, and then click "Submit":

- Get our "Passages to Empowerment" eCourse & Monthly eDine.
- Get Weekly Inspirations eMails.
- Upcoming Teleclass eMails.

Name
Email

*I will never share or sell your info. Your privacy is important to me. You can unsubscribe at any time.

Get Empowered...

Journey to Self Confidence, Connection and Clarity



What You Can Do Next

- ✓ Launch a Facebook Fan Page (start a “Public”
 - ❑ <http://www.facebook.com/pages/create.php>
- ✓ RSS feed your Blog to your FB page
- ✓ Add Email Signatures of your key staff
 - ❑ Also, add a link to your FB page at the bottom of your emails
- ✓ Add group Discussions and Ratings to your Page
 - ❑ Click on the Boxes tab within your FB page
- ✓ Regularly update your “status”
- ✓ Post relevant Photos
 - ❑ staff
 - ❑ projects
 - ❑ clients





What You Can Do Next

✓ Promote your page!

Use FB Connect to promote

▪ [Description](#)

▪ <http://blog.facebook.com/blog.php?post=41735647130>

▪ [Help](#)

▪ <http://www.facebook.com/help.php?page=730>

Twitter

Relevant Groups on FB



Next Marketing Studio Webinar

- [Blogging for Small Business – Best Practices for Lead Generation](#)
 - May 28, 2009 12 PM EDT
 - <http://marketingstudio4.eventbrite.com>



That's All Folks!



Managing Director
The Marketing Studio

Eric Glazer, MBA

Lead Generation Consultant to Small Businesses

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