

"Roundup Time!

Mixing the Best to Deliver the Rest"

Roundup Panel
Discussion Time!





- Today's business buyers do not contact suppliers until 57% of the purchase process is complete
- Twitter Users convert at 11%, compared to 4% of internet users
- Integrated platform that is working even when you are not
- Know what action you want
- Don't assume that people know what to do



Pam Moore

Twitter Power – More Leads & Sales Through Tweeting

- Create your Facebook sales funnel
– Likes, engagement, emails, sales
- Use Facebook ads to collect opt-ins
and measure website conversions
- Promote your best content to fans
and increase reach, engagement
and opt-ins
- Use Graph Search to find what your
fans interests are
- Split-Test all your ads and use
Facebook Ad Reports



Andrea Vahl

**Use Facebook Ads to Grow
Your Business**

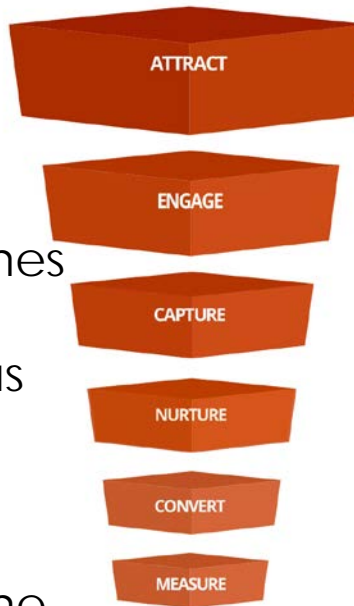
- **Hangouts** for a group of 10.
- **Hangouts On Air** to broadcast to an unlimited number.
- **Hangouts**
 - Customer service
 - Consults
 - Content
 - Training
 - Product or Book release
 - Non-profit
 - For profit
- **Events page**: advertise your Hangout.



Donna Gilliland

Google Hangouts: More than just video chat!

- KEY → Social is a 2-way Street!
- Content is your fire, Social is Gasoline
- To succeed, you must INTEGRATE your social and web for multiple touches
- Most businesses fail to focus enough on **Attraction** and **Capture!**
- Let your Email nurture do the selling for you!
- Attraction is **Helpful** content, yours and others that you share



Mike Gingerich

“Bridging Social with your Web Creating an Integrated Online Sales Funnel”

- **SEO. Keyword** strategic. **Board titles & board descriptions.**
- Pinterest is a **visual search engine**
- **10-12 boards.** At least 5 pins per board.
- Choose a **category** for your **boards.**
- Pin **at least 5 pins to each** board
- Place **important boards** in the **first two positions.**
- **Increase your reach** and include a **Pin it button** on your web site.
- **Taller images are better.** Up to 1930 pixels are allowed.
- **Secret boards.** Curate pins for pinning later.
- **Engage** with your pinning audience.



Cynthia Sanchez

Pinterest - "More than just pretty Pictures"

- Know your sales funnel
- Get traffic by: posting consistently, writing outstanding content, write for Google, Build relationships with authority sites
- Long Content – in excess 1000 words
- Interviews, expert posts, list posts
- Google Keyword planner



Ian Cleary

**“Social Tools – Work Smarter
NOT Harder”**

- LinkedIn – 2 new users every second!
- Modify your profile for LinkedIn Search
- 4 Places: Headline, current work, past work, and Summary sections for keyword placement
- Speak to your Ideal client, show them how you can help; Add CTA.
- LINKEDIN Code cheatsheet:
- LICodeCheatSheet.com



Melonie Dodaro

“The Power of LinkedIn – Not just an online business card”

- **About section** of your Profile is searchable within Google+.
- **Profile vs. Page decisions.**
 - **Profile page:** you are your brand.
 - **Business page:** physical business location.
 -
- **Circles.** A way to organize contacts. Up to 500 people in a circle.
- **Posts.** Share publically for the greatest reach. Photos, Gifs and videos.
- **Communities.** Consider industry-related, meet new people and learn.
- **Share, Share and Share.**
- **Content to drive engagement.** +1s, comments and shares. These signals search your content is interesting.



Martin Shervington

“ The Rise of G+, More ways than ever to grow leads”

7 Steps to Instagram Success

1. **Bio:** Use your **photo**. Bio is first impression. Use **keywords**, unique **hashtag**, **URL** and **CTA**.
Special note: use **bit.ly** for a **tracking URL**. Use **Emojis** to make your profile relatable.
2. **Post with Purpose:** variety, value, show your personality, hashtags for content curation.
3. **Hashtag Strategy:** base upon what your ideal customers are searching, categories of your business and your location.
4. **Engage:** Secret sauce! Authentic comments, ask questions. Repost Whiz app to repost.
5. **Calls to action:** in your **bio** and **post descriptions**.
6. **Geotagging:** geotag your location.
7. **Direct Messaging:** private messages up to 15. Provide specials, discounts, who customer appreciation.



Sue Zimmerman

“Hashtag Image Power”

**Key stats: Over 200M active users.
Growing by 2M users per week.**

Questions?

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