

Social Tools – Work Smarter Not Harder to Grow Leads and Sales



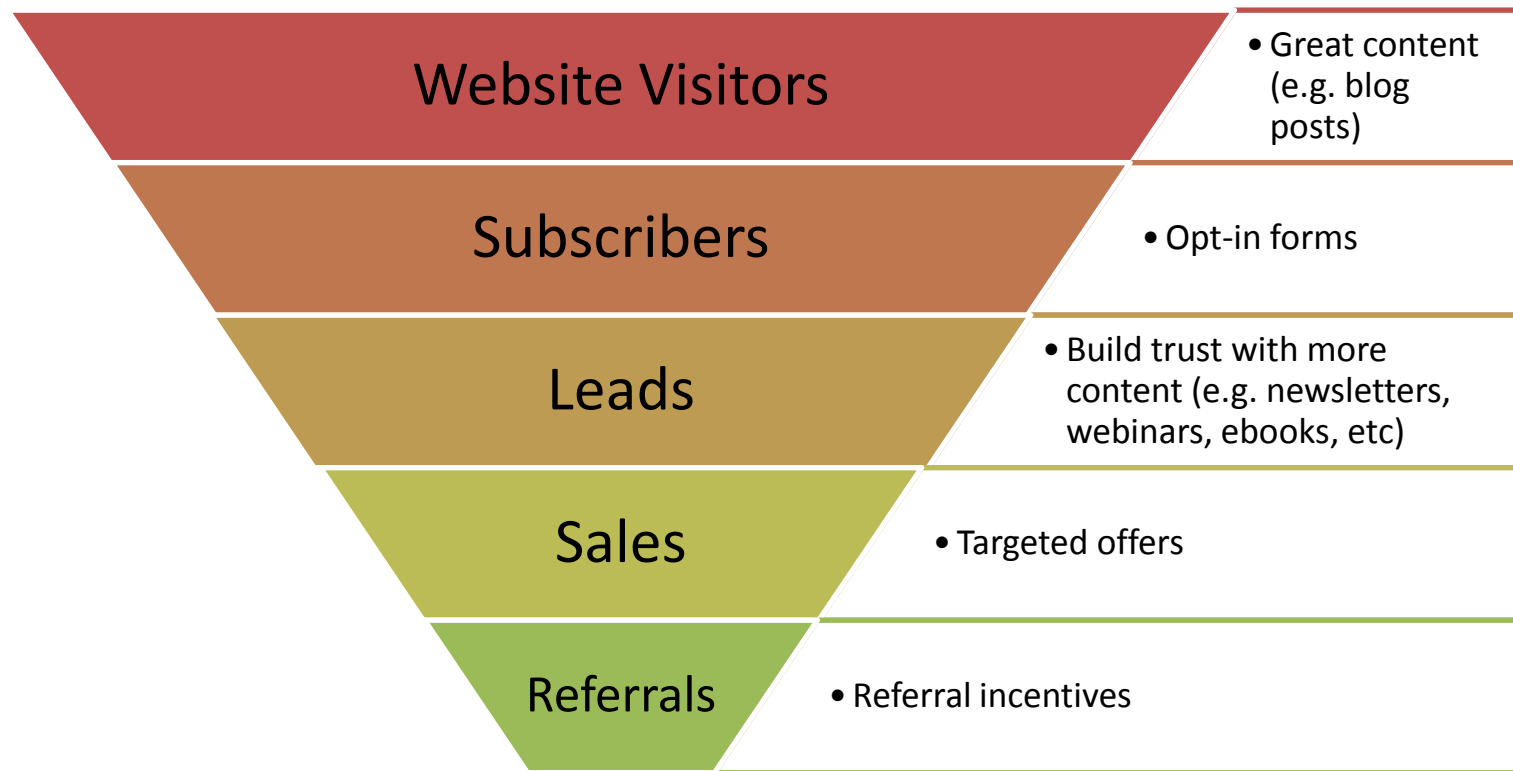
Ian Cleary

www.razorsocial.com





But first understand your funnel



1. Build Traffic













How to get a lot of traffic

- Write great content consistently
- Write content that stands out amongst your competition
- Consider Google when you're writing
- Build relationships with authority sites
- Keep writing!

What is typically quality content?

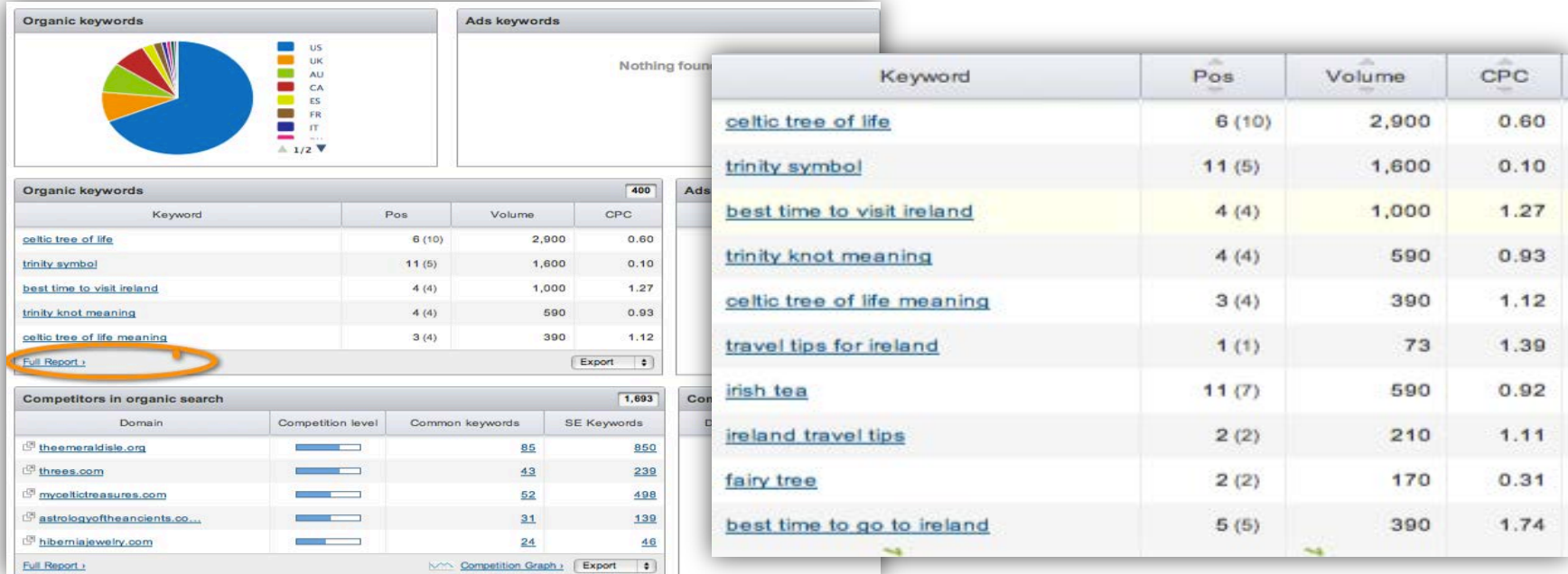
- Long content > 1,000 words
- Content that people are searching for
 - Google Keyword Planner
- Content that gets shared a lot

What's popular on your competitors site?

		PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS	
<div>Filter by Type:</div> <div><input checked="" type="checkbox"/> Article</div> <div><input checked="" type="checkbox"/> Influencer</div> <div><input checked="" type="checkbox"/> Guest</div> <div><input checked="" type="checkbox"/> Giveaway</div> <div><input checked="" type="checkbox"/> Interview</div> <div><input checked="" type="checkbox"/> Video</div> <div>Uncheck all</div> <div>Filter by Date:</div> <div><input type="radio"/> 24 hours</div> <div><input type="radio"/> Past week</div> <div><input type="radio"/> Past month</div> <div><input type="radio"/> Past year</div> <div>Filter</div> <div>Research</div>	<div></div> <div>Tony Rocha @realtonyrocha tonyrocha.com Radio & TV Director, Communication's PhD, Philanthropist, Entrepreneur, Brands/Celebrities/Athletes/Models #SM Consultant. Blogger influencer</div>	<div> Unfollow</div> <div>Q View Links Shared</div>	32	26	2,107,657	17%	22%	0.3
	<div></div> <div>Social Media Today @socialmedia2day socialmediatoday.com #Publishing & #distribution of great posts by world's best thinkers on #SocialMedia best practices, tools & #socialmarketing. Host of #smtlive & #socialshakeup Influencer blogger</div>	<div> Follow</div> <div>Q View Links Shared</div>	87	84	360,091	1%	0%	9.2
	<div></div> <div>Ruhani Rabin @ruhanirabin ruhanirabin.com #Tech Enthusiast, Idea Maker, #SocialMedia Researcher and a Total fun #Geek! Right!? I am INFJ. Blogger influencer</div>	<div> Follow</div> <div>Q View Links Shared</div>	38	80	245,441	1%	4%	0.6
	<div></div> <div>Al Ramirez @alramirezusa alramirez.com All-American. Texan by birth. Californian at heart. Tweet about start ups, fun, news, and politics. Got lots of followers from US Senate bid now back in tech.</div>	<div> Follow</div> <div>Q View Links Shared</div>	35	23	172,858	88%	1%	0.3
	<div></div> <div>DylanC @cashjournals cashjournals.com Blogger, internet marketer and site owner. Full Blogging, Social Media Marketing & More!</div>	<div> Follow</div> <div>Q View Links Shared</div>		15	136,525	0%	0%	0.0

www.buzzsumo.com

What's popular on your competitors site?



What's an authority site?

- They appear regularly when you are searching for important keywords relevant to your business
- They generate a lot of traffic
- They have a high 'Domain Authority'

OpenSite Explorer (or Moz toolbar)

MOZ
OPEN SITE EXPLORER

More Moz Tools ? Help Login

URL Search

+ [Compare up to 5 sites](#)

Authority		Page Link Metrics		Page Social Metrics	
DOMAIN AUTHORITY	PAGE AUTHORITY	JUST-DISCOVERED	ESTABLISHED LINKS	FACEBOOK	TWITTER
57 /100	64 /100	153 60 Days	333 Root Domains 2,623 Total Links		

Marketing Strategy - Baker's Doz
<http://www.marketingprofs.com/>

<http://www.socialmediaexaminer.com/google-plus-marketin...>

www.opensiteexplorer.org

Use Moz Toolbar for Google searches

15 Tools Every Social Media Manager Should Use | Visually ...
blog.visual.ly/15-tools-every-social-media-manager-should-use/ ▼
The 15 **tools** below will help you and your **social media** manager take on the ... This **free** report tells your website's story for the week loud and clear. ... **best tool** for those looking to simultaneously manage various **social networks** in one place.

1) PA: 49 34 links DA: 87 Link Analysis

Top 10 Free Social Media Monitoring Tools - Brandwatch
www.brandwatch.com/2013/.../top-10-free-social-media-monitoring-tool... ▼
Aug 9, 2013 - Hootsuite is one of the **best free social media** management **tools** available, and covers multiple **social networks**, including Twitter, Facebook, ...

2) PA: 55 216 links DA: 67 Link Analysis

5 Social Media Listening Tools That Every Business Should ...
www.huffingtonpost.com/.../5-social-media-listening-_b_5317531.html ▼
May 13, 2014 - It's the same with **social media** and any kind of listening **tool**.... First, let's talk about some of the **free tools** available to you. ... Still, it's a **good**, automated, entry-level way to get some feedback about any kind of search query ...

3) PA: 58 105 links DA: 97 Link Analysis

The 39 Social Media Tools I'll Use Today | Convince and ...
www.convinceandconvert.com/social-media-tools/the-39-social-media-to... ▼
Amazingly, it seems like there's more **social media tools** than Jonas brothers, with the ... The **best** part is their browser extension that let's you "buffer" and share any web ... I find it to be especially valuable and hassle-**free** for updating Twitter, ...

4) PA: 61 76 links DA: 75 Link Analysis

Re-optimize Content Already Getting Traffic

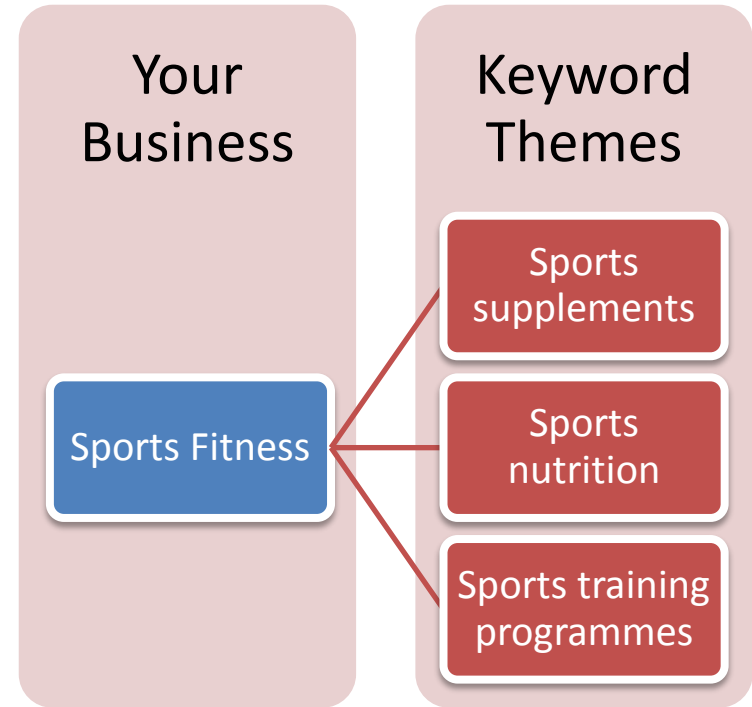
Query	Impressions	Clicks ▲	CTR	Avg. position
  twitter analytics	94,737	1,769	2%	4.7
  twitter tools	1,868	730	39%	1.9
  how to make an infographic	2,345	495	21%	3.8
  free twitter analytics	1,070	358	33%	2.0



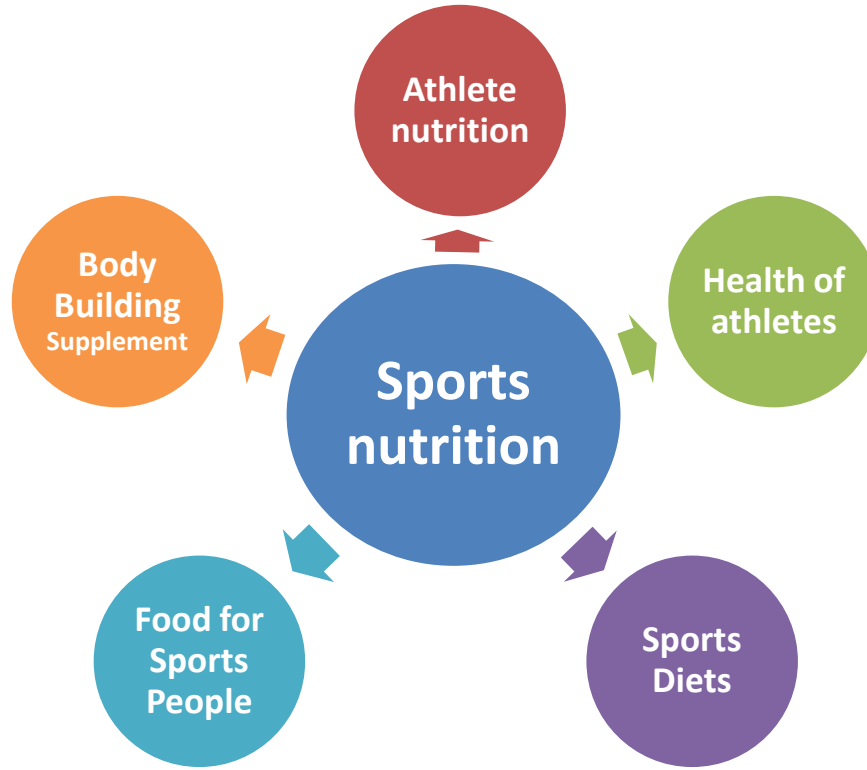
Creating Content

Keyword Research – Define Keywords

- Define the main themes or topics you want to create content about
- Find keywords relevant to each theme
- Find related keywords relevant to each of these



Mindmap Your Keyword Themes



Research using Google Keyword Planner

▾ Search for new keyword and ad group ideas

Enter one or more of the following:

Your product or service

sports supplements

Your landing page

www.example.com/page

Your product category

Enter or select a product category ▾

Targeting ?

United States

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customise your search ?

Keyword filters

Keyword options


Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Include/Exclude

Research using Google Keyword Planner

Ad group: **Workout Supplements** 

←

Keyword (by relevance)	Avg. monthly searches ?
pre workout supplements	9,900
workout supplements	3,600
post workout supplements	1,600
pre workout supplement	2,900
workout supplement	170
pre workout supplements reviews	260
supplements workout	50
supplement workout	30

Can you rank for it in Google?


Best Pre-Workout Supplements - 2014 Top 10 List

www.bodybuilding.com/store/best-pre-workout-supplements.html ▼

Find the best **Pre-workout supplement** to help you reach your goals! **Pre-workout supplements** help support increased energy, focus, and endurance.

[RSP Nutrition Fast Fuel](#) - [ErgoGenix ErgoBlast](#) - [Cobra Labs The Curse](#)

1) PA: 49  7,962 links

DA: 80 





Link
Analysis

Pre Workout Supplements - Bodybuilding.com - Info, Video...

www.bodybuilding.com › ... › [Sports Nutrition & Workout Support](#) ▼

Results 1 - 20 of 485 - Looking for **Pre-Workout Products**? Find Information, Videos & our Best List of **Pre Workout Supplements** to help you hit your Fitness Goals!

2) PA: 63  8,312 links

DA: 80 



Link
Analysis

Pre Workout Supplements | Training & Gym Nutrition | Ireland

www.iprotein.ie/pre-workout-supplements/ ▼

Items 1 - 12 of 33 - Increase your bodybuilding and sports workout performance with any of our **pre workout nutrition supplements** from BSN, Optimum Nutrition, ...

3) PA: 17  3 links

DA: 18 





Link
Analysis

Top 10 Pre Workout Supplements For Men - 2014 Into 2015

www.bestworkoutsupplementsblog.com/top-10-pre-workout-supplements/ ▼

If you're looking for a **pre workout supplement** with a proven track record, then you've come to the right place. For our rankings, we steer clear from all the hype ...

4) PA: 25  149 links

DA: 19 



Link
Analysis

Getting other ideas..

The screenshot displays the Keywordtool.io web interface. At the top, a search bar contains the text "post workout supplements". To the right of the search bar are dropdown menus for "google.com" and "English", and a magnifying glass icon. Below the search bar is a horizontal row of alphabet buttons (A-Z) and numbers (1-10). The main content area is divided into three columns, each showing a list of search suggestions for the keyword "post workout supplements".

- Column 1 (Red header):** "post workout supplements" (10 suggestions).
 - post workout supplements
 - post workout supplements **for weight loss**
 - post workout supplements **gnc**
 - post workout supplements **benefits**
 - post workout supplements **reviews**
 - post workout supplements **for soreness**
 - post workout supplements **crossfit**
 - post workout supplements **vs protein**
 - post workout supplements **2014**
 - post workout supplements **necessary**
- Column 2 (Pink header):** "post workout supplements" (10 suggestions).
 - post workout supplements **australia**
 - post workout supplements **articles**
 - post workout supplements **amazon**
 - post workout supplements a **comprehensive view**
 - post workout supplements **at gnc**
 - post workout **supplement awards**
 - post workout **amino** supplements
 - post workout **anabolic** supplements
 - post workout supplements **for athletes**
 - post workout animal products
- Column 3 (Light pink header):** "a post workout supplements" (2 suggestions).
 - is a post workout supplement necessary**
 - a **good post workout supplement**

Example Posts...

- Infographics
- List Posts
- Interviews
- How to Posts
- Video Posts



Example: List Post

The image shows a social media list post. At the top is a header with the author's name 'Kim GARST' in a stylized gold and black font, a portrait of Kim Garst, and a 'HO' logo. Below this is the title '6 FREE Tools To Create Amazing Eye Catching Graphics' in purple. Under the title is the date 'JUNE 16, 2014 BY KIM GARST' and '74 COMMENTS'. To the right of the text is a '2.5K FLARES' badge and a row of social media share icons with their respective counts: Twitter (363), Facebook (871), Google+ (93), Pinterest (103), LinkedIn (1.1K), and StumbleUpon (1). Below the text is a paragraph starting with 'Sometimes, hiring a professional graphic designer just isn't in the cards. Maybe it is an issue of cost, or maybe you are in a time crunch; or maybe, you have a creative streak but just aren't the tech-savvy type. If any of this...' followed by an image of a paint palette and a brush. To the right of the image is a yellow box containing the title '6 FREE Tools To Create Amazing Eye Catching Graphics'.

Kim GARST

6 FREE Tools To Create Amazing Eye Catching Graphics

JUNE 16, 2014 BY KIM GARST — 74 COMMENTS

2.5K
FLARES

363 871 93 103 1.1K 1

Sometimes, hiring a professional graphic designer just isn't in the cards. Maybe it is an issue of cost, or maybe you are in a time crunch; or maybe, you have a creative streak but just aren't the tech-savvy type. If any of this...

6 FREE Tools To Create Amazing Eye Catching Graphics

Example: Interview

How to Create Information Products that Sell (Even If You Have Zero Experience) with Yaro Starak

by **Navid Moazzez** on February 24, 2014 | [Get free updates of new posts here](#)

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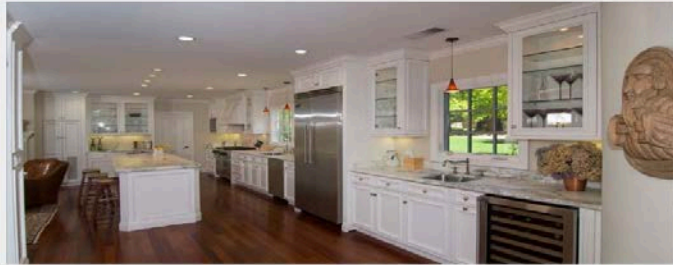
Let's Do This

One-on-One Coaching

If you are looking for advice that is unique on how to launch, grow and monetize your personal brand online instead of the general information you get from blogs, this is definitely for you.

Let's Do This

Write Expert Posts



Airbnb Was Booked. Here's the Site that Saved Me. Twice.

by Fred Perrotta

All we needed was a 10-person mansion in Napa Valley for a weekend. On short notice. Preferably with a hot tub.

We were traveling for a wedding, so our dates were definitely not flexible. Oh, and there was a big wine tasting event that weekend so hotels and Airbnb had been booked for weeks, if not months.

Luckily, I'd encountered this problem before, six months earlier. I already knew about an Airbnb alternative that doesn't get as much publicity but would save me in a tight spot.

24

Share

16

Tweet

31 Travel Experts Share Their Best Tips for Packing Light

by Fred Perrotta



330

Share

198

Tweet

1200% more shares

Write Expert Posts



Type: Default	
Pageviews ?	
↓	
16,568	
% of Total: 1.29% (1,282,686)	
1. /best-wordpress-plugins/	16,568(100.00%)

2. Build Profitable Relationships









Twitter Example

- Build a short list of influencers
- Find out who the influencers are talking to (Twitonomy)
- Build an expanded list
- Create a Twitter list with the influencers
- Start engaging with the list

Twitonomy











↕ Users most retweeted

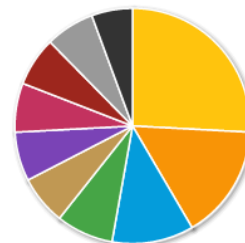
	@techmate1982	1		@LoriMoreno	1
	@chyams	1		@xavieranthonyph	1
	@JeffreyBarkin	1		@ventureosity	1



 Tweet

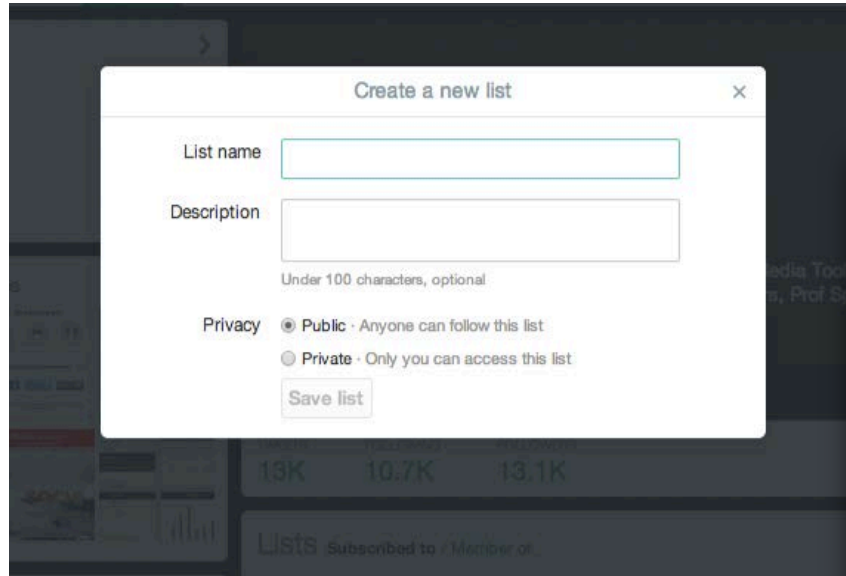
💬 Users most replied to

	@sethgodin	23		@prologger	14
	@copyblogger	10		@nikhil_makwana1	7
	@TwumblrGram	6		@zenhabits	6
	@tweetercritter	6		@tutosanmartin	6
	@Journeyingdave	6		@HighOctaneInfo	5



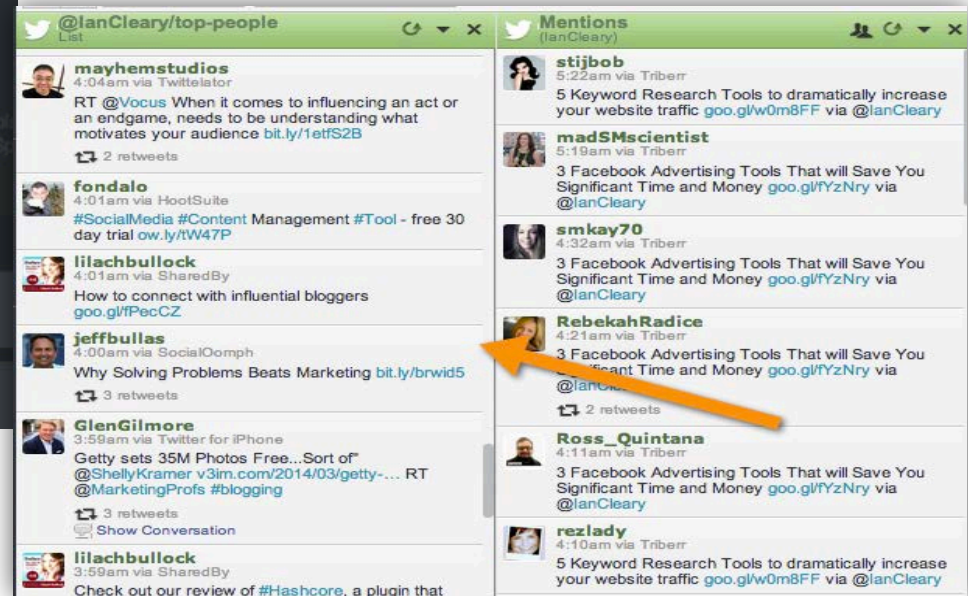
 Tweet

Create a Twitter list and Add a Stream in Hootsuite



The screenshot shows a modal window titled "Create a new list" with a close button (X) in the top right corner. It contains the following fields and options:

- List name:** A text input field.
- Description:** A text input field with a note below it: "Under 100 characters, optional".
- Privacy:** Two radio button options:
 - ☒ **Public** - Anyone can follow this list
 - ☐ **Private** - Only you can access this list
- Save list:** A button at the bottom.



Build the Relationship

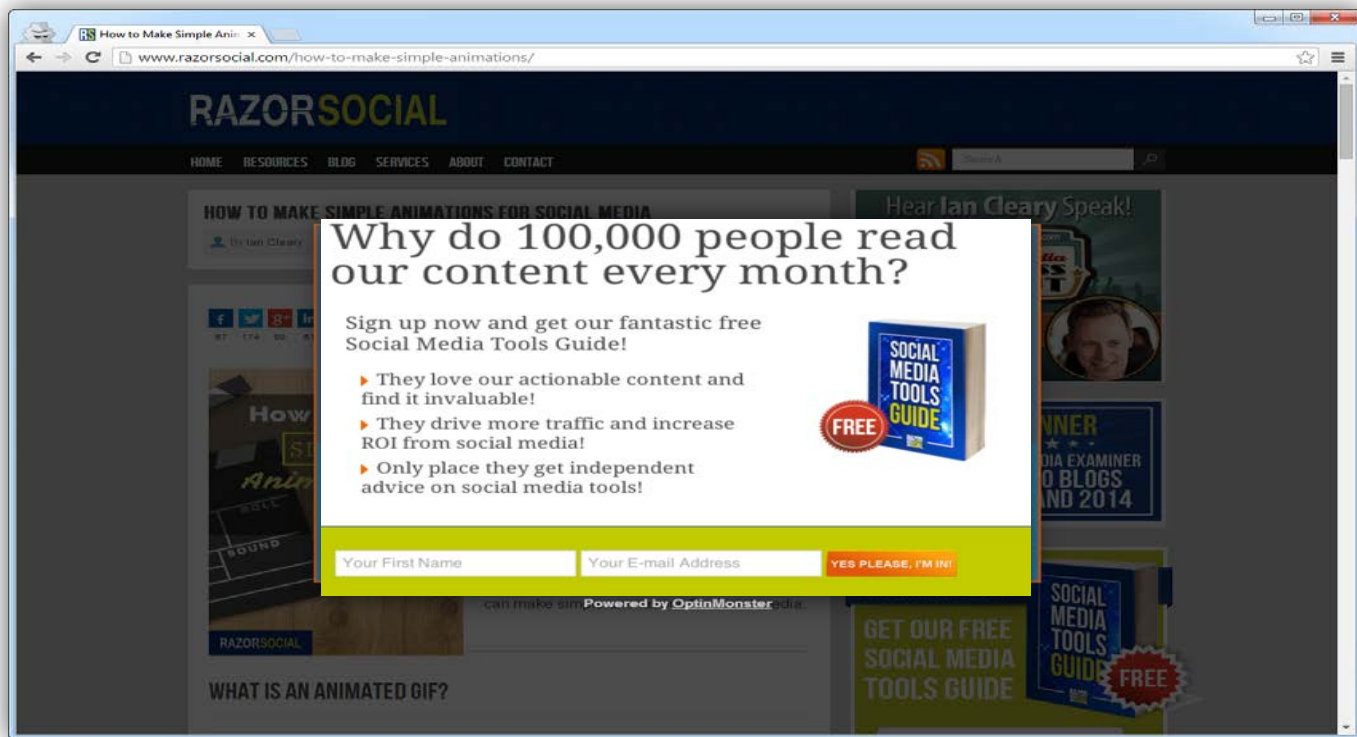
- Share their articles
- Comment on their posts
- Retweet their content
- Answer their questions
- Email them when you get to know them
- Try to get on a call with them e.g. Do an interview with them

3. Convert Traffic



Build Email Subscribers

70% of website visitors will never come back...



Split Testing of OptinMonster

1.3% Conversion

Why do 100,000 people read our content every month?

Sign up now and get our fantastic free Social Media Tools Guide!

- ▶ They love our actionable content and find it invaluable!
- ▶ They drive more traffic and increase ROI from social media!
- ▶ Only place they get independent advice on social media tools!




Your First Name Your E-mail Address

2.1% Conversion

Get 1000 Shares on Your Next Blog Post

You can do it. Sign up for our newsletter below to see how.

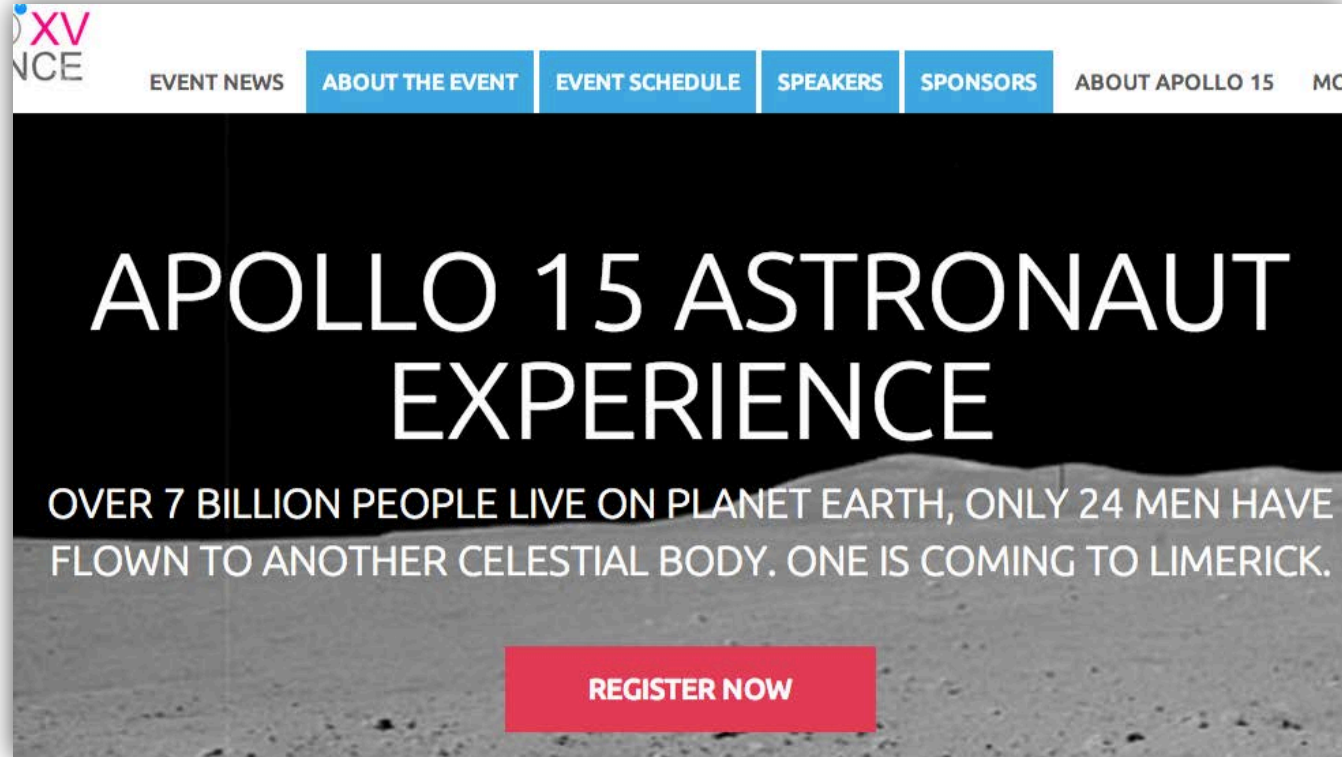


Your First Name Your E-mail Address

Tips


- Make your newsletter subscription more prominent
- Use convincing text
- Use social proof
- Provide an incentive to subscribe

Apollo Experience




Apollo Blog

EVENT NEWS ABOUT THE EVENT EVENT SCHEDULE SPEAKERS SPONSORS ABOUT APOLLO 15



Would you be this calm?

APOLLO 15 Launch Morning With only hours to go before their moon-shot launch, the crew of Apollo 15 enjoy breakfast. Would you be as clam and relaxed if you were about to strap yourself into a small capsule perched on top of a 363 foot high rocket; which, when ignited, would exert over 7,648,000 pounds-force (34,020,000 N) [...]

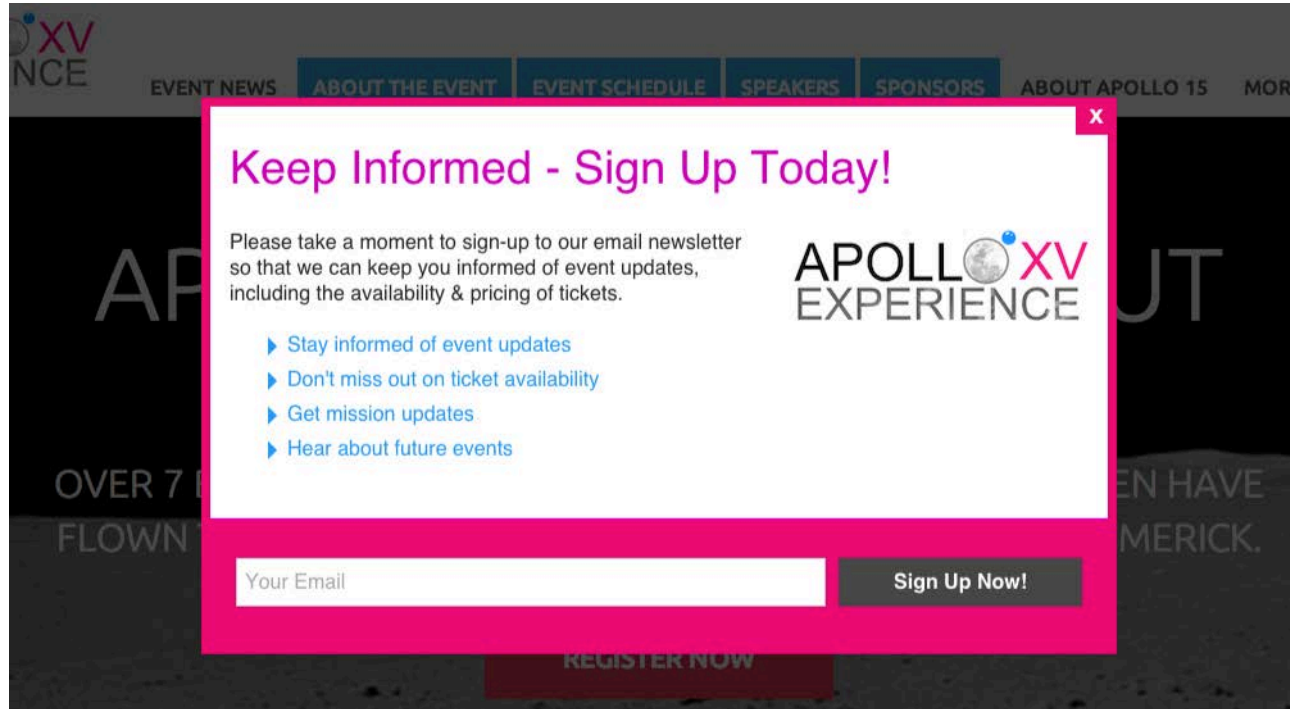


Limerick: Where Apollo Astronauts are Always Welcome

In preparing for the visit of Apollo 15 CMP Al Worden to Limerick, I've been digging through the archives to see when did Limerick last host an Apollo era astronaut. And from what I can see the last official visit of an Apollo Astronaut was in October 1970 when the Apollo 13 crew had a [...]

APOLL
EXPERI

Apollo Email Conversion



The image shows a screenshot of the Apollo XV Experience website. A pink-bordered modal is centered on the screen, prompting visitors to sign up for an email newsletter. The modal has a title, a paragraph of text, a list of four bullet points, a text input field, and a 'Sign Up Now!' button. The background of the website is dark with a lunar surface texture and some text like 'OVER 70 FLOWN' and 'EN HAVE MERICK.'.

APOLLO XV EXPERIENCE

EVENT NEWS ABOUT THE EVENT EVENT SCHEDULE SPEAKERS SPONSORS ABOUT APOLLO 15 MORE

Keep Informed - Sign Up Today!

Please take a moment to sign-up to our email newsletter so that we can keep you informed of event updates, including the availability & pricing of tickets.

- ▶ Stay informed of event updates
- ▶ Don't miss out on ticket availability
- ▶ Get mission updates
- ▶ Hear about future events

Your Email

Sign Up Now!

REGISTER NOW

Apollo Experience



Email to Sale



But.....

He also has a
website with traffic
and a list for sales
for the next event!

Email to Sale



*I'm **generating sales for my event** through my email list, and because of the basic optimization of my content I'm **ranking for keywords related to the event** and yesterday I was found on Google by a company who we have now agreed to have a strategic partnership with, **amazed by how well this is working** and it didn't take me a lot of work*

Paul Ryan
Apollo Experience

Google Analytics Simplified

RazorSocial Report for the Week of Aug. 11 - Aug. 17

Sessions

+ 17%

Avg Time On Site

- 18%

Pageviews

+ 13%

Sessions Increase, Far Exceed Yearly Average

Sessions were up 17% from the previous week to 27,078, which is more than your annual 18,653-session weekly average. The rise in traffic was driven by direct traffic, growing 55% to 8,667 sessions.

- Your site's pageviews were up 13% last week to 33,053. Pages per session were down 4% to 1.2, but on par with your weekly average of 1.3 for the year.
- There were more unique users last week (up 17% to 24,210). That's also more than

www.QuillEngage.com

Key Takeaways..



Tips

- Create great content to drive traffic
- Convert traffic to email subscribers
- Build relationship over email and social
- Build trust
- Build sales – Know your funnel

Social Tools – Work Smarter Not Harder to Grow Leads and Sales



Ian Cleary

www.razorsocial.com