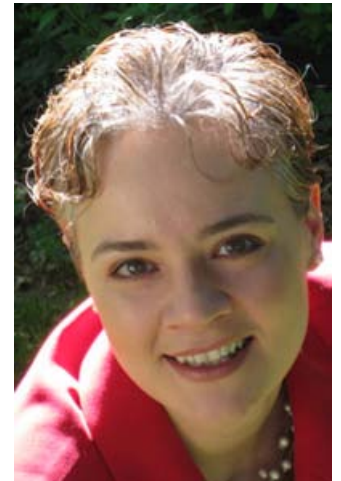
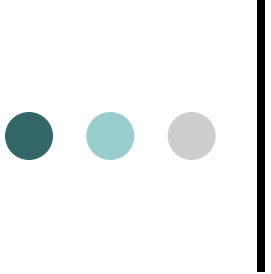




Leading the Way with Social Media

Presented by Jennifer Fong
<http://jenfongspeaks.com>





Today's Topics

- Introduction to Social Media
 - What can it do for your business?
- Content Marketing Overview
- Exercise: Creating a Social Media Strategy
- Facebook for Your Livinity Business

What is Social Media?

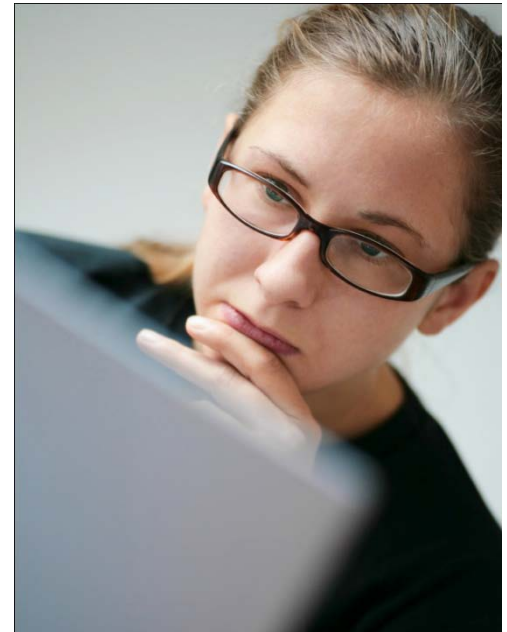
Social media is a collection of online tools that help us network with others, such as...

- Facebook
- Twitter
- LinkedIn
- YouTube
- Blogs



Why Is Social Media Important for My Livinity Business?

- Attract and Retain Generation Y
- Go Where the People Are to Make More Sales and Recruit More People
- Time Management
- Social Media = Increased Revenues





What Can Social Media Do for My Business?

- Find more prospects
- Provide better customer service
- More consistent follow-up
- Referrals
- Generate reorders
- Team support
- Improved team communication

Content Marketing

- Content Marketing is the process of providing information of value to your target market, that they can use without spending a dime.
- As prospects come to know, like, and trust you, they are more likely to do business with you.



Strategy is the Key




- You need to know:
 - What you want to accomplish
 - Who you want to reach
 - How much time you have for this
- Then you can choose the tools that make sense!

Exercise 1

o Creating Your Social Media Strategy

Jennifer Fong
Helping You Achieve Success in
Direct Sales and Social Media



Step #1: Creating Your Social Media Strategy

Social media tools provide you with the ability to build relationships with people you wouldn't otherwise have access to. By applying a strategic approach to social media, you can easily drive targeted traffic that will position you as an expert that your targeted niche market will seek, and refer.

It's important to consider what your objectives are before delving into the world of social media. Typical objectives include: Reaching new customers; Providing better customer service to and engaging existing customers; Educating people about your product line; Increasing brand recognition; Gathering customer feedback. By narrowing your focus, you are able to better apply your efforts to a specific strategy. This worksheet will help you determine your objectives, realistically review your available time, and help you think through your current use of technology for your business. What are the resources that you already have in place?


1. What is your objective for your social media marketing? What specifically do you hope to gain? (Choose one or two of the objectives above, or write your own.)
2. How, specifically, will social media marketing help your business?
3. How much time are you willing to invest DAILY into social media marketing for your business?
4. How comfortable are you with technology? Are you an early adopter? A do-it-yourself-er? Does technology make you nervous? Do an honest assessment.
5. How are you currently using technology for your business? What tools do you already have in place?

© 2009-2010, Jennifer Fong
Jennifer's Direct Sales & Social Media blog: <http://jenfongspeaks.com>

Exercise 2

○ Defining Your Targeted Niche Market

Jennifer Fong
Helping You Achieve Success in
Direct Sales and Social Media



Step #2: Defining Your Targeted Niche Market

Before you begin any marketing campaign, it's important to define WHO it is you're trying to reach. This is your targeted niche market, and once you've determined your marketing objective, think about who falls within the scope of that objective. A niche can be defined as "a tightly targeted market comprised of people who hold specific characteristics in common that are related to buying behavior." Once you know who they are, you can focus your efforts on finding them and meeting their needs.

This exercise will help you define who your targeted niche market is.

1. In very broad terms, who is interested in buying what you have to offer?
2. What is your target market's age range?
3. What is your target market's gender?
4. What is your target market's average income?
5. What is your target market's education level?
6. Where does your target market live?
7. What does your target market do for fun, and spend his/her time?
8. What is your target market's religious and political beliefs?
9. How would you describe your targeted niche market's lifestyle?
10. What is a problem, related to your product line, that your target market has?
11. How will your product or service make your target market's life better?
12. How comfortable is your target niche market with technology?

© 2009-2010, Jennifer Fong
Jennifer's Direct Sales & Social Media blog: <http://jenfongspeaks.com>

Introduction to Facebook

The screenshot shows the Facebook homepage for user Jennifer Linnell Fong. The top navigation bar includes 'Home', 'Profile', 'Friends', 'Inbox' (with a notification of 4), and the user's name 'Jennifer Linnell Fong'. On the right side of the navigation bar are 'Settings', 'Logout', and a search box.

The main content area is divided into three columns:

- Left Column (Navigation):** A vertical list of menu items including 'News Feed', 'Status Updates', 'NetworkedBlogs', 'Direct Sales', 'Social Media Course', 'Social Media Made Si', 'Metuchen, NJ', 'Church', 'Social Media', 'Family', 'Adoption', 'Youth Group', 'Personal Friends', 'Photos', and 'Links'.
- Center Column (News Feed):** Starts with a 'Live Feed' header and a text input field for 'What's on your mind?'. Below are several posts:
 - A post by **Sherry Fields** about Reiki classes in San Francisco, posted 3 seconds ago.
 - A video post by **Joy Gayler** titled 'Evan Williams on listening to Twitter users | Video on TED.com [approx. 8 min.]', posted 7 seconds ago.
 - A post by **Vicky Salcido** announcing that she and Vicki Norton are now friends, posted 10 seconds ago.
 - A post by **Sherry Fields** about a YouTube video of horses and Reiki, posted today.
- Right Column (Suggestions and Sponsored):**
 - Suggestions:** Lists 'John Assaraf' (2 friends are fans) and 'Robert Strait' (Reconnect with him).
 - Sponsored:** A 'Thank you Jennifer' message from Yahoo! encouraging the user to find their Yahoo! friends on Facebook.
 - Events:** Lists upcoming birthdays for 'Kathi Minsky', 'Lisa M. Whitten Wilber', 'Vincent Embry', and 'D. Diane Davis'.



Why Facebook?

- Largest social networking site in the US
- Over 100 million users in the United States alone and growing!
- Over 300 million users globally
- Demographics
 - About 25% are ages 18 –24
 - about 24% are ages 25 – 34
 - about 29% are ages 35 – 44
 - 54% are women
 - The fastest growing demographic is those who are 55 years old and older



Facebook for Business

- Connect with an extended warm market, beyond family and friends, and demonstrate your expertise
- Provides you with a follow-up opportunity for interested customers, which can result in new recruits and reorders
- Reach prospects more easily
- Promote your events to a wider audience
- Generate new leads for your business
- Support your team



Selling and Recruiting: Can You Do That on Facebook?

- Yes and No
- Avoid overt sales and recruiting pitches
- Network and build relationships
- Use private areas such as Groups and Private Messages to market more directly once a relationship is established or someone has opted in



Facebook Terminology

- **Profile** – A personal account on Facebook
 - Used for networking and relationship building
 - 1 per person
- **Page** – A business presence on Facebook
 - Used for building engagement around a brand or individual
- **Group** – A community on Facebook built around a specific topic
 - Used for regularly engaging and communicating with customers and/or prospects

Facebook Home Page (News Feed)

Main Menu

Update Your Status Here

Search Facebook

Notifications

Friend/Page Suggestions

Popular Updates from Friends

Upcoming Events

Friend Lists and Application Views

Quick Links to Facebook Apps



Your Facebook Profile

The image shows a screenshot of a Facebook profile for Jennifer Linnell Fong. The profile is divided into several sections, each highlighted by a callout box:

- Profile Picture:** Points to the profile picture of Jennifer Linnell Fong.
- Your Description:** Points to the bio section: "Jennifer helps direct sales companies, direct sales professionals, and other business owners put the power of social media marketing to work for their businesses."
- Info About You:** Points to the "Information" section, which includes links to her website: <http://twitter.com/liajen>, <http://liajen.wordpress.com/>, and <http://www.luceandassociates.com/Jennifer-Fong.html>.
- Your Friends:** Points to the "Friends" section, which shows "550 friends" and a "See All" link.
- Current Status:** Points to the top status update: "Going to LA next week for the Private Quarters national convention! Anyone I know out that way or will be there? 32 minutes ago clear".
- Update Your Status Here:** Points to the "What's on your mind?" text input field.
- Your Wall:** Points to the main feed of posts, including a post about a banana streusel muffin and a post about United Airlines.
- Notifications:** Points to the notification bell icon in the bottom right corner.

Other visible elements include the navigation tabs (Wall, Info, Photos, Blog, Video, +), the "Share" button, and various advertisements on the right side of the page.

Facebook Pages

Page profile image/photo

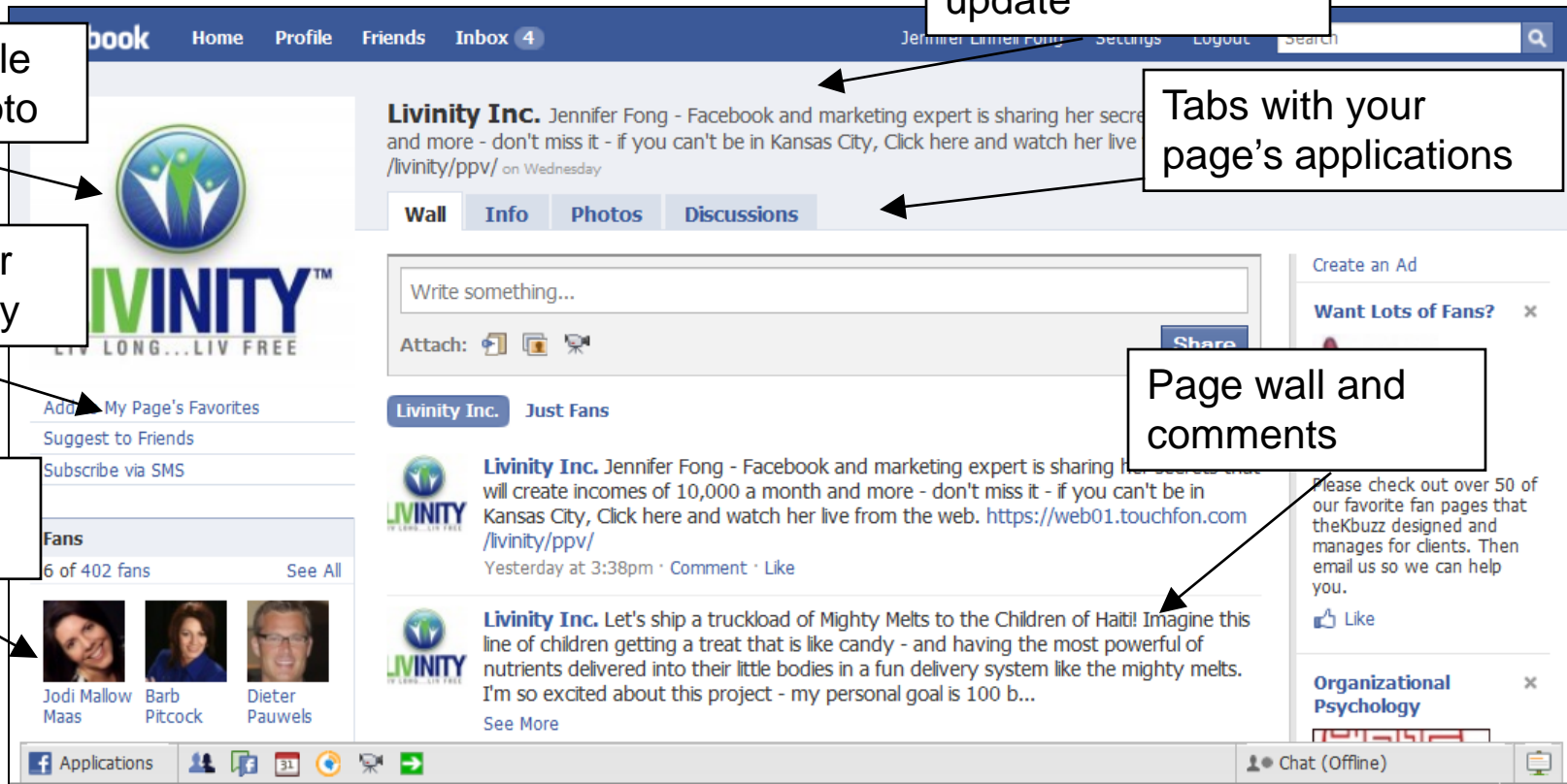
Share your page virally

Fans of your page

Your page status update

Tabs with your page's applications

Page wall and comments



Facebook Groups

Group Administration Functions

Group Information

Group Members

Related Events

Groups Shortcut



Discussion Board

Group Wall

Media and Links

Getting Started with Facebook



- Set up your profile
 - Photo
 - Description (1 sentence branding commercial)
 - Links
 - Company (make sure you list that you're an independent distributor with your Livinity)
 - Privacy Settings
 - Review your Groups/Pages (existing accounts)
- Get your Facebook URL at <http://www.facebook.com/username>
- Connect with friends and family



Facebook Etiquette for Direct Sellers

- Speak kindly and be professional (avoid TMI)
- Make sure your posts/pictures are G-rated and appropriate
- Be positive
- No outright selling/recruiting – spend time building relationships
- Craft your message to individuals based on their needs, and share products and opportunity privately and through your business-focused group and/or page
- Focus on providing value
- Always include a personal message when sending a friend request
- Do not flood your friends' news feeds with games and quizzes
- Only tag people in photos/posts when you have their permission



Status Updates – What Do I Say?

- Share what you're doing
- Share resources and links
- Provide interesting ideas and tips
RELATED to your product line (not PRODUCTS)
- Talk about your interests
- Comment on what others are doing
- Be a friendly human being



The Business of Friending

- Should I connect with family and friends if I'm using Facebook for business?
 - Yes, if you want to do business with them
 - Personal contacts present you as a more well-rounded person that people may want to do business with
- Invite your customers to friend you online
 - Make sure every customer has info on how to do that (for example, include your Facebook URL on the back of your business cards)
 - Invite all customers to join your Group
- Friend-ing etiquette
 - Friend people you have a connection to
 - ALWAYS include a personal note
- Connect with people you can learn from



Where Do I Learn More?

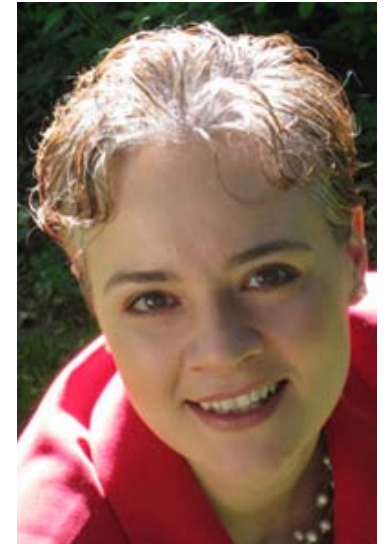
- <http://jenfongspeaks.com/livinity>
 - This presentation
 - Helpful resources
 - Free articles
 - Training courses
- Use social media tools

● ● ● | Questions?



● ● ● | Thank You!

Jennifer Fong
Direct Sales & Social Media
Consultant and Speaker



- Blog: <http://jenfongspeaks.com>
- Facebook: <http://facebook.com/jenniferfong>
- Twitter: <http://twitter.com/jenfongspeaks>

Get this presentation at
<http://jenfongspeaks.com/livinity>