

DaGama Web Studio, Inc.

Lori Gama, CEO

www.DaGamaWebStudio.com

Making Social Media Relevant to Your Business

- **How we got here**
- **An Overview of Social Media**
- **What we need to do now**
- **What we need to do next**

Atoms and Molecules

A group of atoms can remain bound to each other, forming a molecule.

A molecule is defined as an electrically neutral **group** of at least two atoms in a definite arrangement **held together by very strong** (covalent) chemical bonds

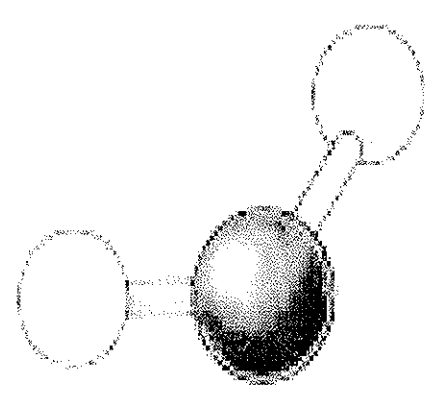
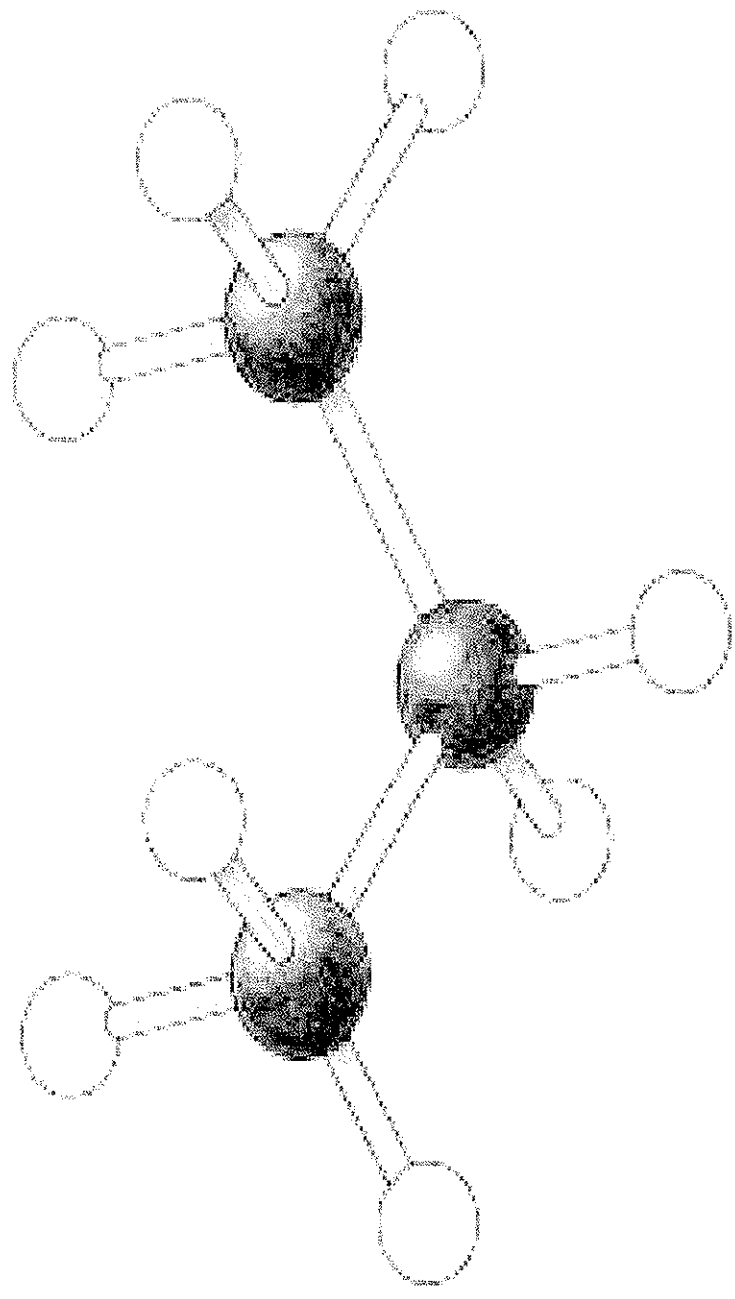
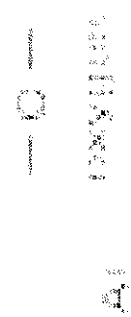
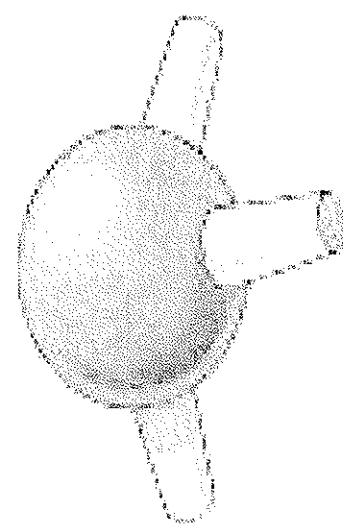
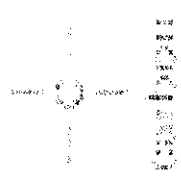
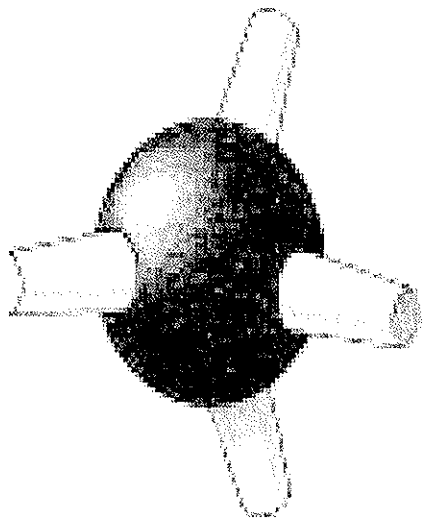


Diagram illustrating the structure of a molecule, showing a central atom (dark sphere) bonded to three other atoms (white spheres) in a tetrahedral arrangement.

Diagram illustrating the structure of a molecule, showing a central atom (dark sphere) bonded to two other atoms (white spheres) in a linear arrangement.



Seth



Kristie



Guy



David S



Mary



Alex A



Charlene



Jason G



Adam H



Stephanie A



Christie



Brian S



Veronica



Sean P



Kristie



Dan S



Jason G



Amanda G



Thomas H



David H



Chris P



Debra G



Amanda G



Charlie H



Daniel H



Mark B



Nicole S



Chris S



David H



Jerry



Chris P



Allen



Charlie H



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Warren



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Social Networks are like molecules

- Are like molecules of atoms
- The name atom comes from the Greek ἄτομος/átomos, α-τεμνω, which means uncuttable, or **indivisible, something that cannot be divided further.** (-wikipedia)
- Are people like you and me, bound together by a common interest, whether that be networking; playing sports; a love of books; Loodles Coffee shop; Barnes and Noble; a person we really like and admire.

Aggregators Folksonomy Wikis User Centered Joy of Use
Blogs Participation Six Degrees Usability Widgets
Pagerank XFN Social Software FOAF Browser
Recommendation Sharing Collaboration Perpetual Beta Simplicity AJAX
Videocasting Podcasting

Web 2.0 Design

Convergence CSS Pay Per Click

UMTS Mobility Atom XHTML SVG Ruby on Rails VC Trust Affiliation
OpenAPIs RSS Semantic Web Standards SEO Economy
OpenID Remixability REST Standardization The Long Tail XML
Data Driven Accessibility Microformats Syndication
Modularity SOAP

Web 2.0

“A Web 2.0 site allows its users to interact with other users or to change website content, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them.”

- http://en.wikipedia.org/wiki/Web_2.0

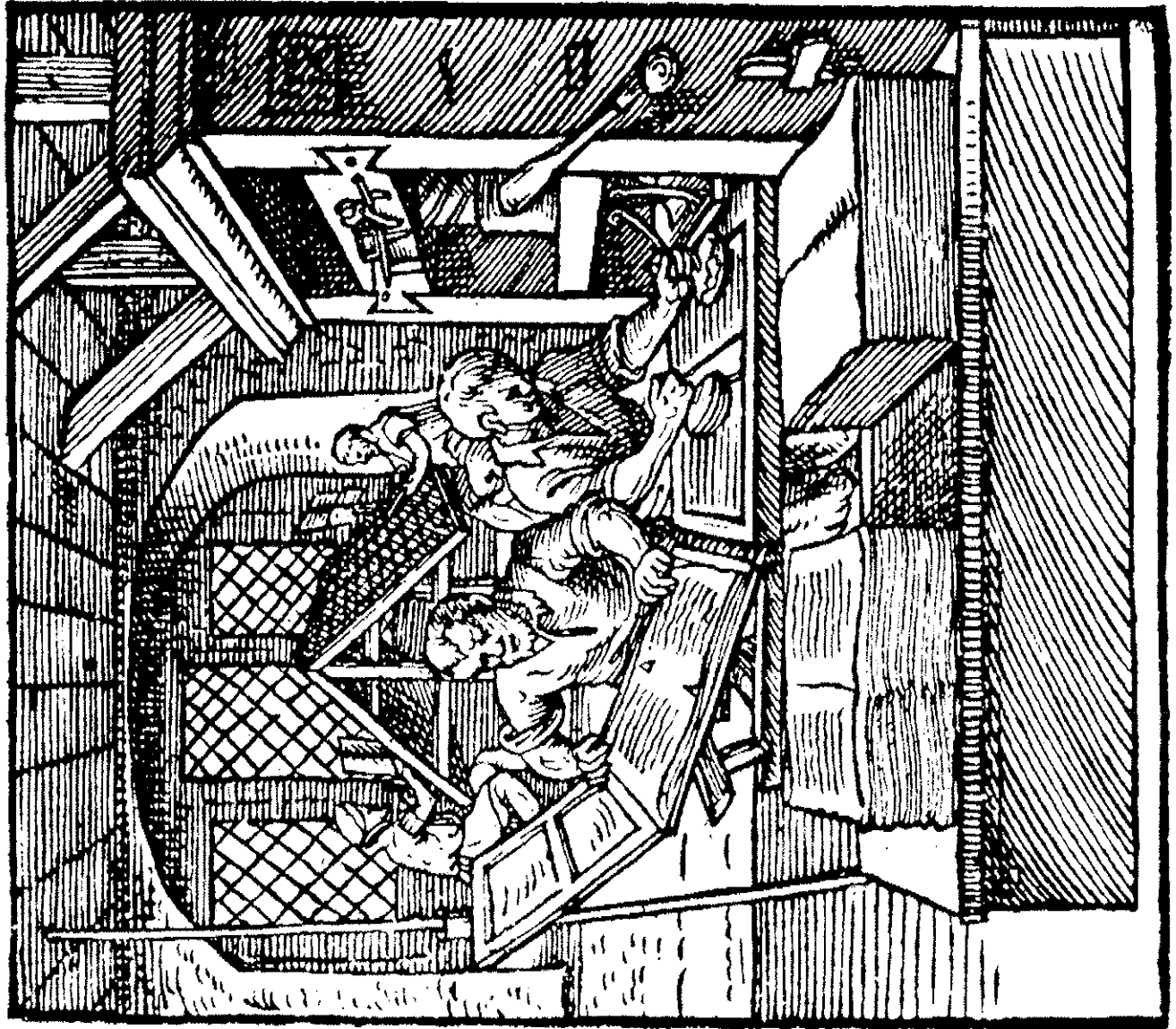
How we got here

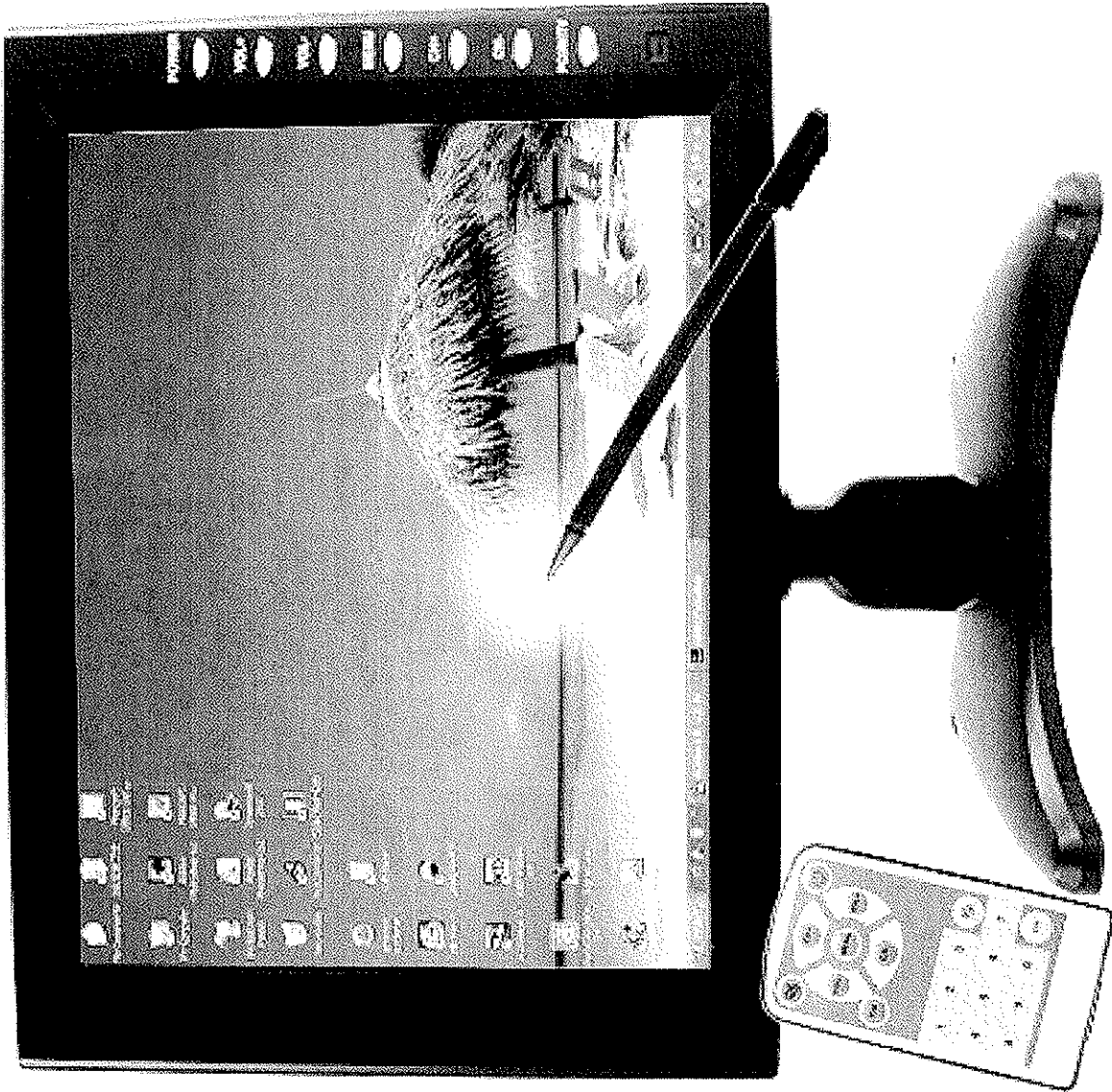
2009

- 46% of adults use Internet
- 5% have Broadband at home
- 50% own a cell phone
- 0% connect to Internet wirelessly
- =Slow, stationary connections built around **my computer**

2010

- 79% of adults use Internet
- 63% have Broadband at home
- 85% own a cell phone
- 56% connect to Internet wirelessly
- =Fast, mobile connections built around **outside servers and storage**





Compare the Middle Ages to 2010

Middle Ages

- Gutenberg press invented
- Printing presses built throughout Europe over next 100 years
- The Renaissance occurs

Now

- World Wide Web invented
- Information spread via Websites from mid-90's to 2004+
- Social Networking occurs

Why do we love social networks?

- Social Networking is OUR renaissance.
- We are evolving as a human race because of Social Networking.
- We have access to thought leaders.
- We're exposed to evolutionary ideas.
- We share this information freely, and out of good will toward each other.
- We are listening, connecting, collaborating, communicating, growing, creating movements (mini revolutions) that solve problems and/or allow positive growth at an accelerated rate.
- I am grateful and excited to live during this historic time!

...But WHY do we do it?

- Studies are finding that despite dire predictions from naysayers who warned that spending too much time online would be damaging to real-life relationships, **the opposite appears to be true.**
- "In many ways, human beings behave like flocks of birds or schools of fish," says Nicholas Christakis, a physician and Harvard University sociologist who is co-author of a new book, *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives.*"
- "So many things we normally think of as individualistic — like what our body size is, or what we think about a political topic, or whether we are happy — are actually collective phenomena," says Nicholas Christakis. -http://www.usatoday.com/life/lifestyle/2009-09-27-social-networking_N.htm

Great Reasons to Use Social Media

- Increase the number of people who recognize your brand and know which products or services you provide
- CEO's and Senior Managers should use it to connect directly with consumers
- Improve customer service and save money/time by responding to thousands instead of one at a time.
- Increase your number of sales leads

More Great Reasons to Use Social Media

- Increase the number of leads that turn into sales (your conversation rate)
- Increase your fees by establishing **your brand** as the leading source of expertise in your industry
- Increase traffic to your web site or store
- Increase the number of transactions your customers complete or the average value per transaction
- Reduce your marketing costs while keeping your revenue constant
- Reach a new audience or market
- Product development: solicit feedback directly from consumers

How Realtors® Should Use Social Media

- Be the cheerleader of your community.
- Be among the first to Tweet about your community—people from all over the world use Twitter and many of them are looking for a new home.
- Build a community of fans who love you/your brand and will support you/refer you. (In Twitter and Facebook)
- * Stay “Top Of Mind” so when they need you, they think of YOU.
- Never, ever “hard sell”: instead: be social; be helpful; be inspiring; be funny; be human.
- Can you think of other ways Realtors® should use Social Media?

Further overview of Social Media

- Twitter- a cocktail party: show your personality and your expertise.
- Facebook- a neighborhood block party: stay outside, having a blast, visiting, catching up, but if business comes up...
- LinkedIn- ...come inside the “house” to talk business. If you’re not in LinkedIn, get there today.
- Ning – start your own social network around a passion or hobby or cause.
- Flickr – post photos. Visual display of your life.
- YouTube – post videos, view videos, get viral.
- Google – Google Profile (it's free); online reputation management.

What we need to do now

- Take a deep breath...now exhale.
- Let today's presentation of information soak in.
- It's natural to feel "overwhelmed."
- Some people are "do-it-yourselfers" --for those of you who are: read, read, read and attend webinars, workshops.
- We didn't get to talk about Social Analytics today but remember that it's important to measure sentiment, influence.
- Don't be afraid to ask for help from a professional, whether it be me or someone else. Three hours of consulting and training can save 20 hours of frustration and potential damage to your reputation.

What we need to do next: the basics

- Get clear on your brand. Your brand is YOU.
- Create a Social Media Plan. Decide which social network to join first (2 out of the top 3).
- Create a free LinkedIn profile. Join groups. Get endorsements. Answer questions to establish your expertise. Update your status at least once per week.
- If you join Twitter: lurk first; explore; use my blog post for beginners: <http://lorigama.wordpress.com/2009/04/05/top-10-most-powerful-twitter-tips-for-brand-new-beginners/> Update status at least daily but several times is best.
- If you join Facebook: connect with friends; post on their walls, wish them happy birthday. Update status at least daily but several times is best.
- **Take time to build trust.** Just like opening up a bank account: you can't withdraw money if you haven't deposited money over time first. In Social Networking: you have to build up trust before people will support your business. ("Know me, like me, trust me.")

A final thought...

- Today we covered 10 hours in 50 minutes. Don't try to do it all at once. Let it soak in and think about where you'd like to start and what your strategy will be.
- Feel free to use this information with your friends. Kindly keep my name and contact information. Thank you.
- My personal mission statement is to inspire millions of people to create the life of their dreams by using the tools of the Web. I hope I've inspired you today to take action toward opening up to and embracing social networks so you can create the life of **YOUR** dreams.

Thank you.

-Lori Gama

Contact Lori Gama

Services:

- Total Web Strategy
- Social Media Consulting
- Website Design/programming
- SEO
- Google Ad Campaigns
- Online Reputation Management
- Hispanic Marketing
- Hispanic Social Media Marketing

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- www.linkedin.com/in/lorigama

Biography



Lori Gama is the founder of DaGama Web Studio, a Web marketing firm. She has 13 years of experience as a Web Strategist, a website producer; Search Engine Optimization (SEO) expert; and a Social Media Trainer. Her bi-cultural upbringing, along with her technology and communications expertise and Social Marketing expertise have positioned her to be a unique Web Strategist who uses the latest technology and Social Marketing methods to achieve a high success rate of revenue growth for her clients. Lori has a loyal following of fans and friends in Twitter; Facebook; LinkedIn and on her blog: Learn Social Networking.

Lori volunteers in her local community as a business owner speaker for at-risk high school students; and, most recently, as a board member of A Women's Fund to help women and girls of Weld County, Colorado. Lori was born and raised in the East Bay in northern California. Her personal mission is to inspire millions of people to create the life of their dreams by using the tools of the Web. She lives in northern Colorado with her husband and son.