



# The New Main Street

How to attract social media window shoppers

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*Life Simplified*  
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## **The New Main Street**

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*Since attending your seminar we have grown our fan base by 30%.*

When we first created our Facebook page I didn't think much of it. However, after attending your teleseminars I have learned there is a strategy behind every post, comment, picture and etc. that will help grow our company. Since attending your teleseminar I don't view Facebook as another task for me to do. Now I look for insightful content to post so that others may view our company as a [marketing partner](#) they would want to work with. **Elizabeth Furtado, [Blue Jay Marketing](#)**

(Jen) did a great job of expanding our knowledge and ability to use LinkedIn as a networking tool to grow our businesses. I definitely took away some great ideas to help my business grow like using the Advanced Search capability of LinkedIn to identify not only potential clients but potential referral and joint venture partners.

**Jeff Eloffson, [Poli Mortgage](#)**



I'm impressed with her knowledge on the topic as well as her enthusiasm as a facilitator. She understands the level of understanding of each of the workshop attendees and is able to simplify the content to allow each attendee to get involved. I look forward to attending some of Jen's future workshops and collaborating with her on others.

**Greg DeSimone, [Certified Focal Point Coach](#)**

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## The New Main Street

Do you remember shopping on Main Street?

The butcher advertised chickens on sale; the baker, fresh apple pie. The grocer didn't stock hammers, the hardware store did.

Today the world is about one stop shopping. Saturday you and your neighbors head to the local mega mart for the chicken, apple pie and hammer.

You like the convenience, but something's missing.

On Main Street, there was a sense of community. You knew the shop owners. Your conversations were as much about what you were buying as what was going on in your town, city or neighborhood.

You and trusted the shop owners. They carried exactly what you needed when you needed it.

Today people are shopping, sharing and building community on the internet. It's not the static website driven internet of our youth. It's interactive.



People are spending the time they used to spend downtown, on the internet window shopping.

*The World Wide Web has become **The New Main Street.***

Technology hasn't changed human nature. Your customers still want to know and trust who they buy from. What technology has changed is who they believe.

From the 1950's until the early 2000's consumers believed advertising on television, radio and print. With the growth of the internet, they've learned not all business tell the truth.

Research done in 2009 showed consumers relied less on traditional marketing channels (e.g. television, radio, magazines). Instead they used the internet including social networks to validate their purchasing decisions.

Your customers now want to build relationships with you and your company before they buy. Plus, they want to do it on their time frame, not yours.

Your customers also want to feel valued. They've experienced the mega mart mentality. Now they want to know you value their time and money.

### **What do you need to do?**

The most important thing you can do is refocus your attention on your customers rather than extolling your company's products and services. You need to put your attention on your customers rather than bragging about your company. Get to know your customers again. Just like the shop owners knew their customers on Main Street, you need to get to know your customers on The New Main Street.



We're going to talk about three components of your success on The New Main Street:

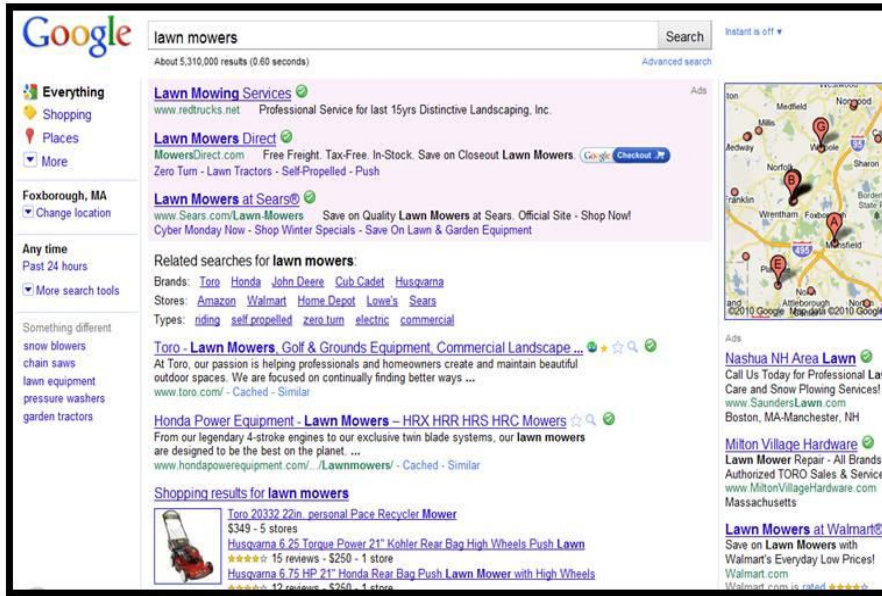
1. Your store
2. Your customers
3. Your role in all of this.

Before we start let's take a stroll down The New Main Street.

The New Main Street is crowded with stores fitting all needs. Let's pretend you just moved to town and you're looking for a new lawn mower. What do you do?

Saturday morning, you grab your coffee and sit down at the computer. You search "lawn mowers."

In .49 seconds you get 5 million hits!



You take a sip of coffee and begin window shopping on The New Main Street.

The first "stores" are websites at the top of the search. In this search, you see websites for the major lawn mower brands. On them you learn about lawn mower features. You narrow your search to a few types of mowers in a couple brands.

Next are shopping results for the best priced lawn mowers. There's even a map of locations nearby that carry the brand and model mower you've decided on.

You go to their websites, read reviews and finally map out your plan. Your coffee cup is empty. So you head out to a couple local distributors to buy your new lawn mower.

Sound familiar.

This scenario is playing out across the world.

Why did you decide to purchase from a specific store? What did you read, see or hear that made you trust the store you eventually purchased from? How did you expect to be treated? Why did you have those expectations?

These are all questions critical to your business success on The New Main Street. It doesn't matter whether you have a product or service; physical or virtual location; or if you're a solopreneur or corporation. Businesses looking to survive and thrive in the future need to refocus on The New Main Street.

To get started, let's focus on your store with our first activity.



### **Activity: Where Is Your Business?**

Location is key for all businesses. Your "store" needs to be located on The New Main Street, which is on the first page of a search. Before we dive into how to do this, let's see where your business is currently located.

Have a friend search for your business by category or product. Did you come up on the first page? If not, where did your business show up? Is it your website that shows up or some other site?

Have them search your name. Now where does it come up? Again is it your website or another page such as a social networking profile, blog, review site or mention in the local online paper

Note where you show up, and what is showing up. Do not judge. There is no right or wrong. This is merely your starting point.



## Your Store



Your website or blog is your store on The New Main Street. Even if you don't sell directly from it, it's where your customer begins their purchasing decision.

Think about the last time you were window shopping. You strolled down the street and wandered into a few interesting stores.

What drew you in? An attractive window display? A message that hit home? A product you were looking for?

Once inside, what made you stay? Have you ever seen something in the window, only to be disappointed once you got into the store?

You stay because the store delivers on their promise in the window. You leave because they don't.

Internet window shoppers do the same thing. They wander into websites or visit blogs, and check things out. If they deliver on their promises, internet window shoppers stay. If not, they leave.

The more times they wander into your "store" the more likely they are to buy. I'm sure you have your favorite bookstore or home goods store you like to visit. You don't buy every time you're in, but when you need what they carry, you know where to go.

Your customers are doing the same thing on the internet. The more times they wander into your website or blog, the more likely they will buy when they need your products.

You customers are also doing a lot of window shopping on social networking sites such as Facebook, Twitter and LinkedIn. These are additional storefronts for your business. Potential customers like to stop by, chat and see what's going on.

Research done by [Chadwick Martin Bailey and iModerate Research Technologies](#) showed fans or followers on Facebook or Twitter were on average 59% more likely to buy. Even better fans or followers were

on average 69% more likely to recommend the businesses they followed to others.

This mirrors traditional Main Street. You've recommended a business because you visited regularly, believed in the products, enjoyed the staff and they've probably exceeded your expectations on several occasions.

The same holds true on The New Main Street.



### **Activity: Why Does Your Customers Come Into Your "Store?"**

Have a friend who is close to your ideal customer read through your website. Ask them the following questions about your business based solely on your website:

What do you do?

What attracts them to your site? What don't they understand?

Have them tell you how you make a difference for your customers?

Based on this visit, would they come back? Why or Why not?

Based on your website, would they hire you or buy your product? Why or Why not?

On a scale of 1-10 with 1 being the lowest and 10 being the highest, how would they rate your website if they were a customer needing your product or service? If it is below 10 ask what you could do to increase your score.

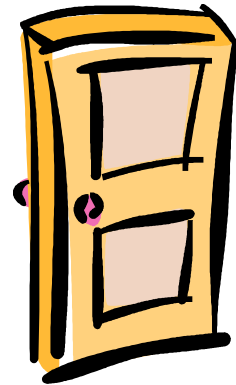
Another version of this activity is to have your friend look at any social networking sites where you have a business presence. Have them review your profile, and business pages. Do these adequately reflect your message?

## Do people really buy from website searches?

The answer is yes. When companies communicate effectively, consistently and provide timely responses to questions or concerns they are more likely to convert fans or followers (window shoppers) into customers. \*[From report by genius.com and demandgenreport.com](#)

But customers have lost trust in static websites preaching the value of the company product or service. Instead they're looking for expertise plus an indication the company cares about them. In short they want the relationship once provided by your local stores on Main Street. They don't want to be a number; they want to be recognized as a person.

Websites including blogs provide that interaction for your customer. A great example is [HubSpot](#). Their business is marketing software and consulting. Their blog is an amazing resource of information, reports, articles and tools. They've established themselves as subject matter experts on inbound marketing. Along with this distinction have come customers. In a panel interview at the 2010 Inbound Marketing Summit, an audience member commented how much they loved the information HubSpot shares regularly and although they aren't ready to buy now, they will certainly buy from HubSpot when they are.



From a purely logistical standpoint, a blog provides additional doors (web pages) to your store. For example, as of this writing 2 out of 3 [Life Simplified](#) visitors enter by way of a blog article versus one of the website pages.

If you publish one blog a week, that's 52 web pages (doors) specifically about how you solve your customer's unique problem. Post twice a week and you double your results.



## Summary

Although your store on The New Main Street may not be made of brick and mortar, your customers are still window shopping. When you have a comprehensive web presence, the window shopper will wander in, become a fan and recommend your business to others.

A comprehensive online presence or location on The New Main Street, therefore, is comprised of your website or blog (the store) and your social networks (your front window).

When you build a consistent network of these tools, you will see customer traffic flow to your business. Like any business you need to engage and take care of those visitors to create sales. We'll cover that next.



## Activity: Building Your Online Presence

Creating an online presence can seem overwhelming. Use these steps to get started.

- ❑ Make a list of your current online presence. The list should include your website, blogs, and any social networks you belong to. If you only have a website, that's fine.
- ❑ Begin with your website. Do you use a measurement tool such as [Google Analytics?](http://www.google.com/analytics/) (<http://www.google.com/analytics/>) with your site? If not, go to Google Analytics and download the code required for your website. Regularly review and track how many people visit your site, how long they are staying, where they go.
- ❑ Check your website on [Website Grader](#).

(<http://websitegrader.com/>) . This will give you ideas of where you can improve your website.

- ❑ Choose one social media platform to learn. It could be blogging, Facebook, LinkedIn, YouTube, etc. Not sure where to start, check your local community for free social media workshops on various topics. There are also blogs with great advice. One of the best is [Chris Brogan's](http://www.chrisbrogan.com) (www.chrisbrogan.com). Here is a link to his [Start From Nothing 2011 post](http://www.chrisbrogan.com/start-from-nothing-2011/) (<http://www.chrisbrogan.com/start-from-nothing-2011/>)
- ❑ Learn how to use the social media platform you chose effectively. To expedite your progress you can take classes, online tutorials or work with a coach. Incomplete pages and profiles do not lead customers to your door.
- ❑ When you feel you've mastered the first platform, begin to learn another. This should be an organic process. You didn't learn to walk, ride a bike and drive a car all at the same time. You can't learn to be effective in all mediums at the same time.
- ❑ Set S.M.A.R.T goals.

Specific  
Measurable  
Actionable  
Realistic  
Time oriented

Set measurable goals for your online efforts. Start with small goals. Get in the habit of setting goals around your social media efforts to measure their effectiveness.

## Your Customer

Back in the day, each shop owner knew their customers, what they wanted and when they wanted it. Many businesses were family run. They couldn't afford to waste product or time.

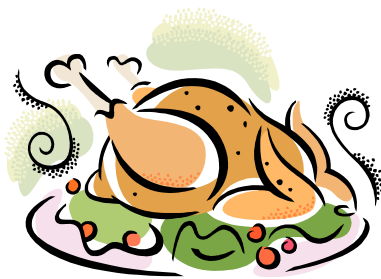
They didn't do fancy research to determine their customer needs, instead they built relationships. Sounds simple? It is.

Traditional advertising has sterilized the relationship between business and customer. Most stores today from your supermarket to Wal-Mart only know you as a statistic.

Let's take look at a local butcher getting ready for Thanksgiving before the advent of the mega mart to see what we can learn.

About a month before Thanksgiving, the butcher began taking orders. Because the poultry farmer had only so many birds and the butcher only so much space, he wanted to make sure he provided his customers with exactly what they needed.

The butcher knew he needed to talk to the woman of the household because she was in charge of the meal. He didn't waste his time calling every number in town. Instead for the four weeks prior to



Thanksgiving he talked to every regular customer asking them what they needed (turkey, sausage for stuffing, etc.), how many were coming for dinner, and when they wanted to pick up their order. If it was a new cook, he probably helped them with cooking instructions and what size

turkey to order.

After the holiday, his customers raved about his service and the quality of his meats. The butcher's relationship grew with his existing customers and the neighbors they referred. He didn't worry how much time it took to build these relationships; instead he focused on one person at a time.

Successful businesses on The New Main Street do the same thing.

They get to know their customers, tailor their message to that person and continue to sell over and over.



### **Activity: Identifying Your Ideal Customer.**

- Review your current customer base. Put a check mark next to your best customers. Define your best customers as people with whom you enjoy working and who purchase often.
- What characteristics do they have in common? Make a list.
- If you don't have a customer base yet, who have you naturally liked working with? Again make a list of common characteristics.
- Use these characteristics to create a picture of your ideal customer.
- Once you have a clear understanding of who your ideal customer is, ask the following questions:
  - What specific problem do I solve for them?
  - Why do those people like to come to me to solve their problems?
  - How do I solve the problem?

For example a hairdresser could say the problem she solves is cutting overgrown hair, but when she looks at the people she likes to do business with, she notices she loves working with kids. So her ideal customer isn't everyone with overgrown hair, but kids with overgrown hair.

Then she asks why they come to her. She realizes she loves talking with them and they like that she doesn't talk down to them.

Because the kids are preoccupied talking, they don't notice how long it takes to cut their hair. Most are surprised when they're done. Now



the hairdresser knows who her ideal customer is, the problem she solves, how she solves it and why her ideal customers come to her.

If you aren't sure what specific problem you solve, how you solve it or why your ideal customers like coming to you, ask them. Again, if you don't have customers yet, ask the people you think are your ideal customers. Record their answers. Look for common themes.

### **Why is this so important?**

Your ideal customer is searching for you right now.

When you understand their problem, your message becomes about them and less about you and your services.

Let's look at how you can tailor your message once you know who you're talking to.



### **Activity: Tailoring Your Message**

- Search the internet for something you need. Pick a few websites to look at. Notice which one gets your attention and which one doesn't.
- Go back to the websites that got your attention. Review them in detail
  - What specifically did they say that got your attention?
  - How did you feel when you read the website?
  - What made you click farther into the website?
- Do the same with the other site. Note the differences.
- You'll probably notice something in the first website that you related to. It felt like they were speaking directly to you.

That's when you know you have the right message.

Remember our example of the butcher? He wasn't giving the benefits



of turkey from a butcher's point of view. Instead he was asking his customers about them and their situation. He would talk about things that were important to them, such as how long the bird would take to cook.

On The New Main Street there's another benefit of understanding the customer's language. You learn what words they use to search for you on the web. Once you know these words, adding them to page titles, article titles, descriptions and content on your pages will help your customer find you.



### **Activity: Collecting Words**

If you've installed Google Analytics on your website, you already have access to the words your customers are using to find you.

- Make a running list of these words. Notice which words are used more frequently.

If you don't have Google Analytics, go back to the previous activity you did with your friend or ideal customer where they wrote down the words they used to find your site. This is valuable insight into what your customer is thinking.

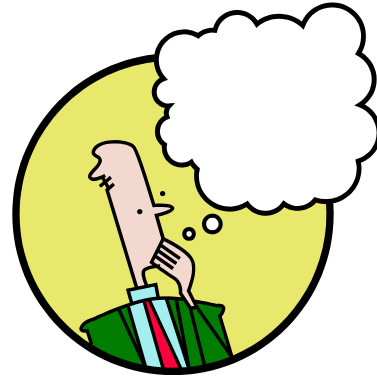
Knowing who your customers are and a bit about their language, is the starting point.

Your customer's needs and wants change as they move from window shopper to regular customers. On The New Main Street it's important to understand if they are window shopping or a repeat purchaser. More importantly it's important to have products and services to meet their needs.

Statistics reviewed on various sites all say the same thing. It costs 5-7 times more to acquire a new customer than retain an existing one.

Going back to the Thanksgiving example, by taking care of his regular customers at whatever level they needed (newlywed to grandmother with 35 for dinner), they returned week after week.

The butcher wasn't concerned about his advertising. He knew if he did a good job for his existing customers, they would tell their neighbors.



On The New Main Street, there are five types of customers. Knowing this you can be prepared to talk to each person at their level, thus meeting their needs

**Type #1: Fan (i.e. window shopper)**—these are people who begin to follow your blog or social media page. They like what they see and opt in to find out more.

**Type #2: Subscriber**—these are fans who sign up for something usually free like a newsletter or free workshop.

**Type #3: New Purchaser**—these are subscribers who purchase a low cost offering.

**Type #4: Repeat Purchaser**—when someone buys for a second time, it indicates they like the product, and trust you and your company.

**Type #5: Business Advocate**—your business advocates are consistent purchasers who share your business with others on a regular basis.

It's important to remember not everyone who window shops buy the most expensive item on the first day. Make sure you understand how your business can provide what the customer needs at the level they are ready to purchase.



### **Activity: What Types Of Customers Do You Have?**

- ❑ Pull your customer list, database, social network connections, blog and newsletter subscribers
- ❑ Using the 5 stages listed above; identify the stage of each person on the list.
- ❑ Review your product and service offerings. Do you have something for every stage of customer?
- ❑ If yes, create plans to offer some them to the appropriate customer base. Plans could include offers on your website, blog articles about the offer, or social network posts.
- ❑ If no, create product and service offerings to meet their needs. If creativity isn't your forte, find someone to collaborate with.



## **Summary**

Knowing who your ideal customer is critical to your success on The New Main Street. When you can identify specifically who needs your product or service, and how you make a difference for them, you will soon have them streaming into your New Main Street store.

You and your staff are the key ingredients to making this work. Let's explore your role in The New Main Street.

## You and Your Staff




You *are* your product or service to your customer. Whether you work independently or as part of a larger organization, you represent the business to your customer.


The New Main Street, more than the internet before, is about the human connection. Consumers want to interact (i.e. to connect

Connecting with your future customers, fan or window shoppers is as important as being greeted by the barista in your local coffee shop. At the beginning connecting on various social media sites it may seem overwhelming, but with a few tips engagement can be integrated into the way you do business.

- ✍ **Tip #1: Welcome new users.** Whether it is a new commenter to your blog, follower on Twitter, fan on Facebook, or newsletter subscriber, personally welcome them. Begin the relationship off on the right foot. A great example of this is when you join Michael Katz, [Blue Penguin Development](#) Newsletter. Shortly after you sign up, you get an email from Michael welcoming you and asking you what you'd like to see in upcoming issues.
- ✍ **Tip #2: Engage.** Spend some time reading what your followers are posting. Write back comments. "Like" what they've posted. Post things on their pages, blogs, etc. The more you engage the more likely they will become a customer or recommend you in the future. With over 53,000 Facebook fans at the time of this writing, [Gary Vaynerchuk](#) (<http://www.facebook.com/gary>) still finds time to post, reply and say thank you!
- ✍ **Tip #3: Post interesting content.** Think about your followers. Use your ideal customer profile and develop content (or find articles, etc.) that are relevant and useful to your audience.
- ✍ **Tip #4: Reward your followers.** When your followers decided

to join your community, they liked what they saw. If they keep coming back, make a note of it and recognize them in small ways. On the anniversary of Blue Penguin, Michael Katz sent everyone on his newsletter list an invitation to join him for a free ice cream at a local farm stand. A fun incentive for his loyal subscribers.

 **Tip #5: Have a plan.** When someone joins your page or becomes a follower, do you know what your next step is? Is it subscribe to your newsletter, visit your website, attend a free seminar? If you don't know what you want the person to do, they'll just sit there. Having 10,000 followers sitting there isn't as effective as 100 followers who take action. Even if they opt out, it's better than having them waste away on your site. Go back and review the stages of a social media customer and make sure you have a plan for each stage.

 **Tip #6: Set measurable goals.** Just like we set S.M.A.R.T goals for our website, we need to set S.M.A.R.T goals for the actions we'd like our customers to take.



### **Activity: Engaging your followers.**

You can do this activity either with your social networks or with your database.

- Select a no cost activity such as signing up for your newsletter.
- Determine the date you'd like to have a certain number of sign-ups.
- Go to your network or database and begin to connect with people finding out if they would like to join your newsletter.
- Remember this is about building relationships, so you can't send out a blanket email to 500 people saying sign up. Connect with each person. Find out what they are up to and if your newsletter would meet a need for them.

❑ Measure your results.

Managing social media isn't something you need to handle alone. Everyone in your company should have a part. The more invested they are the better your results.

Zappos, Best Buy, Dell are all companies who engage their customers across various social media platforms. They don't just rely on their websites to drive in customers. They meet their customers where they are. Better yet, they have teams of people standing by to do it.

Even if you're a small office, other staff members can contribute blog ideas, monitor social media sites and suggest content for future posts.

I hear you, "But I'm a solopreneur. Who has time for this stuff? I can't do it all."

Let's think back to the butcher. His main focus was his customers. He had other things to do, but he made sure his customers and future customers came first.

Your customers have searched for you while you were reading this book. If you aren't there, it's like the butcher putting out a "Gone Fishin'" sign on his front door. If he hangs that sign out too often and people will go elsewhere to get their Thanksgiving turkey.



First and foremost, you need to commit to building relationships.

Then you need to commit to learning what you can about how you can use any of the social media platforms we talked about with your customers. From there teach your staff so they can help out. Set expectations for them so they know the guidelines. Oh and, don't forget to reward results.

Finally it's about taking action online, as well as offline. Over the years I've taught hundreds of people about social media. The people who take action see results. The others end up just taking more classes.

Even if the action is only 10 minutes a day, plan to take action every

day. Then plan special time to develop content, train staff and learn about the next social media platform.

Being on The New Main Street doesn't mean that's the only place you meet and connect with people. It's only part of the equation.

There's also meeting people outside the online environment. Remember people want to buy from people and companies they know and trust. What better way to get to really know your customers, but meet them in person.



### **Activity: Offline**

- Choose a social media platform (i.e. blog, social network, and newsletter)
- Since you've been connecting on a regular basis with these people, organize a small gathering of local connections. It could be for networking, to share information or just social.
- Don't feel comfortable organizing a group event, select a few followers and make plans to meet at a local coffee shop to connect.

Your online activity can lead to offline relationships and vice versa. When you're at a live networking event, let people know you have a blog, Facebook page or to connect on LinkedIn. Stay connected online until the next event.

Are you ready to open your store on The New Main Street? Remember this isn't something you have to do alone. There's a community, virtual and live, ready to help, all you have to do is ask.

Here are 13 steps that summarize what I've shared throughout this book. Feel free to use this, modify it and share it. More importantly, if you find good resources, let me know, [jen@yourlifesimplified.com](mailto:jen@yourlifesimplified.com).

## The New Main Street Checklist

- Identify what online platforms you are currently using (i.e. website, blog, newsletter, social network)
- Identify what online platforms you would like to start using.
- Identify resources in your community and online to help your learning journey. Here are some suggestions:
  - [Chris Brogan's blog](http://www.chrisbrogan.com) (www.chrisbrogan.com)
  - [Gary Vaynerchuk's blog/website](http://www.garyvaynerchuk.com) (www.garyvaynerchuk.com)
  - [Michael Katz—Blue Penguin Development](http://www.bluepenguindevelopment.com/) (www.bluepenguindevelopment.com/)
  - [Mari Smith's Facebook page](http://www.facebook.com/marismith) (www.facebook.com/marismith )
  - [Social Media Examiner](http://www.socialmediaexaminer.com) (www.socialmediaexaminer.com)
  - [Mashable](http://www.mashable.com) (www.mashable.com)
  - [Life Simplified](http://www.yourlifesimplified.com) (www.yourlifesimplified.com)
- Your local chambers of commerce, small business development centers and other locations for social media classes. Also check LinkedIn.com for listing of events in your area.
- Identify your ideal customer, what the unique problem is you solve and how you solve it better than other's in your field.
- Identify the language of your customer—what's important to



them, not what's important to you.

- ❑ Rank your existing customers and other connections as fans, subscribers, new purchasers, repeat purchasers or business advocates.
- ❑ Review your product listings to see what is appropriate for each level of customer.
- ❑ Begin building relationships with your connections one person at a time getting to know them. It has been determined you can only maintain 150 quality relationships so if your list is longer than that, focus on the top 150 before moving on.
- ❑ Set up a system to stay in touch with your connection list.
- ❑ Educate your staff on ways they can participate in social media for the company. To make it easier, you can assign certain tasks to specific people.
- ❑ Determine your role in your social media strategy.
- ❑ Engage your customers with great content.
- ❑ Stay connected online and offline with your connection list.

Good luck getting your store up and running on The New Main Street. Let us know where you are and we might stop by some day for a chat!



## **Bonus! Social Media Time Management Checklist.**

After hundreds of hours working with clients on social media, the biggest question that comes up every time is “How Much Time Do You Spend on Social Media?”

I’ve put a guide together to help you get started managing your time while on social media, including a Social Media Time Management Checklist.

### **Social Media Time Management**

#### **Guidelines**

**Set time limits:** It’s easy to get distracted online. One website leads to another and soon an hour drifts away. This is why you need time limits to your social media activities. I encourage you to set a timer to no more than 30 minutes at a stretch. When the timer goes off, it’s time to stop what you’re doing and move on.

**Set goals:** Part of the distraction is not knowing what you want to accomplish, so set this ahead of time. Is it to post status updates, connect with your followers, join a discussion in a group, or write a blog post. Whatever it is, make sure it is specific. If you don’t finish in your time limit, schedule another session.

**Work on one platform at a time:** When you get started, set your time and goals around one platform at a time. Don’t try to update Facebook, Twitter and LinkedIn all at the same time while writing a blog article. Your efforts become diluted. If you are going to be on Facebook, then do all Facebook things. At your next session, work on another platform.

**Ask for help:** Inevitably you’ll bump into something you aren’t sure

how to do. Instead of wasting time trying to figure it out, ask someone for help. It will maximize your time while building relationships with others.

**Know when to outsource:** I don't recommend you outsource the actual interactions on your social media. There are things you *can* outsource your time depending on your skill level such as website/blog construction, actual newsletter formatting and sending, Facebook page design. If it isn't your strength, find someone who excels in it.

**Utilize online tools:** There are tools that allow you to post across multiple social media network and manage email campaigns. Many tools work together as well. Here are some examples:

[Mail Chimp](http://www.mailchimp.com) (*www.mailchimp.com*)—email marketing

[Constant Contact](http://www.constantcontact.com) (*www.constantcontact.com*)—email marketing

[Hootsuite](http://hootsuite.com) (*hootsuite.com*) - social media posting platform

[Tweetdeck](http://www.tweetdeck.com) (*www.tweetdeck.com*) - social media posting platform.

## **Social Media Time Management**

## Checklist

Here is a check list you can refer to when you have limited online time.

### 10 Minutes

- Post status updates on a social media network.
- Check recent updates from connections.
- Comment on some of those updates.
- Check and respond to any network emails.

### 20 Minutes

- The above plus...
- Go to one of the pages you follow and catch up on postings there, making comments as needed.  
Or
- Read a blog post from a connection and comment.  
Or
- Complete the four steps from above on another network.

### 30 Minutes

- The above plus...
- Read and comment on two blog posts from connections.
- Find an article, video or photo to post on your page that's relevant to your audience.  
Or
- Outline a blog post.

### 40 Minutes

- The above plus...
- Engage in a discussion or answer a question on a social network or group.
- Reach out to 2-4 of your fans with a personal email or connection
- Using Hootsuite or Tweetdeck, plan 3 future posts.

### 60 Minutes

- Write a blog or newsletter article  
Or
- Search blogs talking about your specialty. Read and

comment. Bookmark for future reading.

Or

- ❑ Search Twitter for comments on your business, industry or interests. Engage in one or more conversations there.
- ❑ Review group member profiles and find 2-4 people you don't know and connect with them.

Or

- ❑ Search sites like [www.delicious.com](http://www.delicious.com), [digg.com](http://digg.com) or [www.stumbleupon.com](http://www.stumbleupon.com) for future blog post ideas.

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