

“It’s Good to * Talk...



Maybe just maybe we need to shut up and listen.....

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workplace trends
in the twenty first century

Revolutions and Background..

- ✓ 4 major Revolutions
 - Printing Press, Johannes Gutenberg 1450
 - Internet
 - Social Media
 - Mobile Communications...
- ✓ Old style Marketing superseded by Inbound relationship based marketing
- ✓ Previously the consumer was **HUNTED**.. “Selling By Yelling”...biggest budgets won, e.g Soaps, small business could not compete
- ✓ Consumer now the **HUNTER** – know what they are looking for and go seeking **ANSWERS. E.g** holidays, cars..they know where to look and have budgets already in place..they are “buying positive”
- ✓ Old Marketing – Uninvited, Disruptive, Interruption, Cold, Impersonal
- ✓ New Marketing is about being **ATTRACTIVE**, warm, providing answers that are looked for, giving help and advice, being seen as the expert..being Found
- ✓ Emphasis is now on Trust, Expertise, relationships and Community... and **YOU** as the brand

Spot the Diference.....

Old Style

- Cold..... you bought a list and sent anything and everything out by post
- List was out of date as it was published and never verified....still the same
- Leading edge marketers would use email lists and carpet bomb whole towns...
- "Hit and hope..." some of this will work Nigel, trust me..
- Limited success
- Budget led

New Style

- Warmyou create your own lists with LinkedIn and Twitter.. these have real names on..
- Up to date .. You know that these people are real as they are sending tweets and are on LinkedIn
- Targeted, tactical ...no hit and hope..
- Measurable success via link tracking and engagement
- Small budgets work best..ability to tweak and juggle..
- LinkedIn and Twitter are free....only cost is time
- You get to know them before you engage...very important

- **OLD MARKETING WAS A MONOLOGUE NEW MARKETING IS A DIALOGUE.. OR SHOULD BE....**



Revolutions and Background..

- ✓ The old 4P's of Marketing ..Price Product, Promotion and Place have a new addition

PARTICIPATION

- ✓ It's still about Market Message Media but now Social Media is increasingly used as the media
- ✓ **BUT** it's getting noisy and every day people are getting better at blocking Interruption based marketing messages..how many of you have unsubscribed from a newsletter in the last week?
- ✓ Too many channels mean that for many small business owners there is a real issue with **TIME**
- ✓ Which platform to use? Should I have a foot in every camp?
- ✓ What should I post? How often? Should I be doing this myself or should I get someone else to do it for me? Is Google + really a waste of time and why isn't anyone connecting with me on LinkedIn?
- ✓ As many questions as there are pointless Tweets and FaceBook posts...
- ✓ It's about Conversation, Content and Conversion.. Don't forget Google Authorship..



Why are we obsessed with Social Media?

- ✓ Be honest what are you using it for?
- ✓ To enhance reputation, expertise and presence or just to broadcast?
- ✓ Is it really useful for every kind of business?
- ✓ Investment or Drain?
- ✓ **R.O.I** Return On Investment or Relentless Oppressive Interruption?
- ✓ It should be about providing content that is **consistently visible, valuable and timely...**
- ✓ We should be deploying Social Media to use the **F words..Find and Found**
- ✓ Sadly we get it wrong...we deploy the **C words.. Complacency and Conformity**
- ✓ It' OK to do the same as everyone else sometimes, driving on same side of the road is a good plan..
- ✓ **BUT..**we get complacent and we **Conform**, we do the same as everyone else and most people never achieve anything and that's the level of conformity.. lower end never top end
- ✓ Try Listening to **Earl Nightingale** " The Strangest Secret" ..very good on this..



Monkey See Monkey Do..

- ✓ Everyone jumps on Social Media, it's the swarm mentality, nice and safe being part of a bigger body, less attention, no chance of that Sparrow Hawk picking us off if we just stick with the swarm..
- ✓ We long to be part of a Community, it's a natural thing to want
- ✓ Social Media was supposed to level the playing field, it's just made it more noisy..
- ✓ Everyone is Shouting...buy me, Follow us, join this group..
- ✓ It's hard to avoid the clamour as we all want to conform and be part of that select swarm...
- ✓ Well don't....
- ✓ Social media is about **LISTENING**..nothing to do with walking your dog,what you had for lunch or how your back end is doing..
- ✓ Communication is the essence of marketing and Listening is the essence of Communication..
- ✓ Listen to the demand and go **DIRECT** to the need

What you do depends on how you look at things..

- ✓ What do you see?



Learn How to Listen

- ✓ How does listening help with my marketing then?
- ✓ Simple...shouting gets nothing done...no one can hear you above the noise and chaos..
- ✓ Our aim as business owners is to build an audience and not interrupt one..
- ✓ Listening is about **SEARCHING** and **SOURCING**..and that means being **Aware** and **Adaptable**
- ✓ Companies that can Adapt will survive..you are not running the same company you ran last year nor the one that will be around in 12 months time
- ✓ We spent millions on creating awareness of our own brand but are **UNAWARE** of the changes happening around us..
- ✓ Don't be a conformist get searching so you go direct to the need, find the people that are saying that they have the pain that you can solve..
- ✓ Find companies to work with that fit your business avatar, build Lead Lists and never buy a mailing list again..
- ✓ Join Groups and Communities of people that are of direct benefit to you..
- ✓ Stop telling everyone how good you are start showing them.....**PARTICIPATE..**

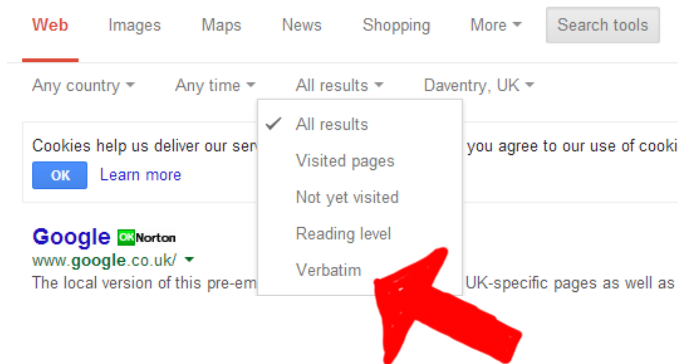
“No Man Ever Listened Himself Out Of A Job”

Calvin Coolidge



How To Listen .. Google

- ✓ Most people when they Search Google do it all wrong and the same way that everyone else does..result is that they get the same results...not good for business growth
 - ✓ Don't **ASK** Google **TELL** Google what you are looking for
 - ✓ Search for marketing manager and most times the search will say just that marketing manager
 - ✓ That's OK but it will include jobs and not be exact..
 - ✓ Use Boolean AND,OR,NOT,(..) ". " *
 - ✓ Try "Marketing Manager" this means that Google will search for just that exact phrase
 - ✓ This could be improved by using NOT or – so "marketing manager" -jobs -recruitment -recruiter
 - ✓ Google lets you search using Field Commands..
 - ✓ Inurl, Intitle, Site, FileType
 - ✓ FileType:XLS email (surname OR "last name" OR name) ("job title" OR position)
 - ✓ These are powerful search or Listening tools and can be used to XRay search, e.g, LinkedIn
 - ✓ You can search from Google into LinkedIn, e.g
 - ✓ (site:linkedin.com/in OR site:linkedin.com/pub "current * * accountant" -inurldir
- ✓ When you conducted a search try using this



How To Listen ..



- ✓ Twitter is a rich source of Business leads and competitor Intelligence
- ✓ Search function is massively under used and little known..
- ✓ Searches can be saved and there is Advanced Search
- ✓ This is a brilliant tool to narrow down a search

Advanced Search

Words

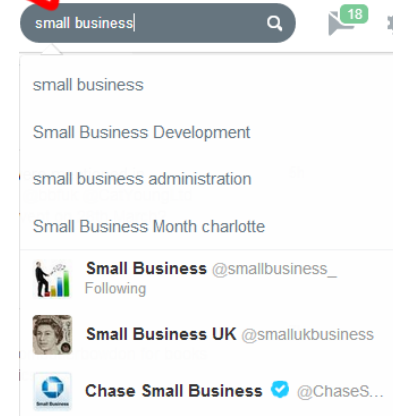
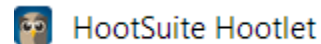
All of these words

This exact phrase

Any of these words

None of these words

These hashtags



- ✓ Take the search code and add to a Google Alert..easy to modify and Split Test for best results
- ✓ **Twitter Lists** – save people to lists without following them, Subscribe to competitors Lists
- ✓ Use Hootsuite and save searches ..use Boolean " Small Business" Car OR van, Car OR "small van"
- ✓ Negative key words van -white, use to: and from: eg, "social media" from:angusgrady
- ✓ Include links social media filter:links ...put your own site into a search to see all tweets that include links to your site

How To Listen .. Search Ideas for Twitter

- ✓ "I wish I had.."
- ✓ " I just paid someone to"
- ✓ "Is the worst product"
- ✓ " Is a horrible company"
- ✓ "has a terrible web site"
- ✓ "does anyone know who"
- ✓ "I need a "
- ✓ "Looking for"

How To Listen ..



- ✓ Facebook is a major place to Listen..
- ✓ You can create Interest lists which give you a source of great content form which to draw from and to Follow your competitors
- ✓ Graph Search Strings let you interrogate FaceBook to see what fans and competitors fans like..
- ✓ Pages Liked by people who Like [Your page]
- ✓ Fans of [Your Page] and [Competitors Page]
- ✓ Pages Like by people who live in [Your Town] and like [Your page]
- ✓ Favourite interests of people who like [Competitors Fan Page name]
- ✓ Groups joined by fans of [Your Fan page]
- ✓ The list goes on..join groups and find names of potential new business leads, use Power Editor to build custom audiences

How To Listen ..

- ✓ A great source of intelligence especially when it comes to finding people...
- ✓ Like Twitter you do not have to ask permission to add someone to a circle and follow them

- ✓ This platform takes Boolean logic is owned by Google and is great for SEO purposes..

[Find people](#) [Have you in circles](#) [Your circles](#) [Discover](#)

- ✓ Easy to connect with people and search their profiles, About sections

Intitle:about site:plus.google.com (accountant OR Accountants)(location) -job -jobs

- ✓ Communities – search and join, a bit like LinkedIn Groups and see who the members are.
- ✓ Findpeopleonplus.com
- ✓ Use Ripples to see who has shared content... see who has shared your content

Search for anyone

Suggestions

- Added you
- Gmail contacts
- Customeyes Media
- LinkedIn Strategy Speaker - Customeyes
- Customeyes Media
- Aylesbury Grammar School
- University of East Anglia

[Find coworkers](#) >

[Find classmates](#) >

[Connect services](#) >



How To Listen ..

- ✓ Without doubt one of the best places to Listen aka Search
- ✓ Huge amount of potential contacts all searchable with the myriad of search engines embedded within LinkedIn
- ✓ Look under your name at Town...click and it will show all who are registered there
- ✓ Search Groups, Companies and Updates
- ✓ Advanced Search – gives you the power to search over 200 million profiles
- ✓ Contacts – search your connections by Location and Industry TAGS are a must
- ✓ Search others connections ...e.g, marketing people
- ✓ Follow people in Groups and listen to view points by conducting Polls
- ✓ Mine other peoples connections for good leads
- ✓ Look at Alumni for Skills and market intelligence...a fantastic place to fish..



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And Finally....

- ✓ Always remember...This is the most powerful social media Listening tool there is...the one thing you must learn to use



A weapon of mass Discussion

How To Listen .. Tools

A selection of useful tools.. A small selection of what is available

- Followerwonk
- Manageflitter
- Wordle
- Voyant-Tools.org
- Feedly
- Talkwalker
- Twitonmy
- Topsy Analytics
- LikeAlyzer
- Buzzsumo
- Passle
- MentionMapp
- Opensite explorer.com
- Google Keyword Planner
- WordTracker.com
- Picmonkey
- Irfanview
- Tchat.10
- Google Alerts
- Hootsuite Syndicator
- LeadSift – Hootsuite App



Digital Social Media Map



- ❖ All our platforms are LinkedIn...
- ❖ If LinkedIn supports it Use It.....