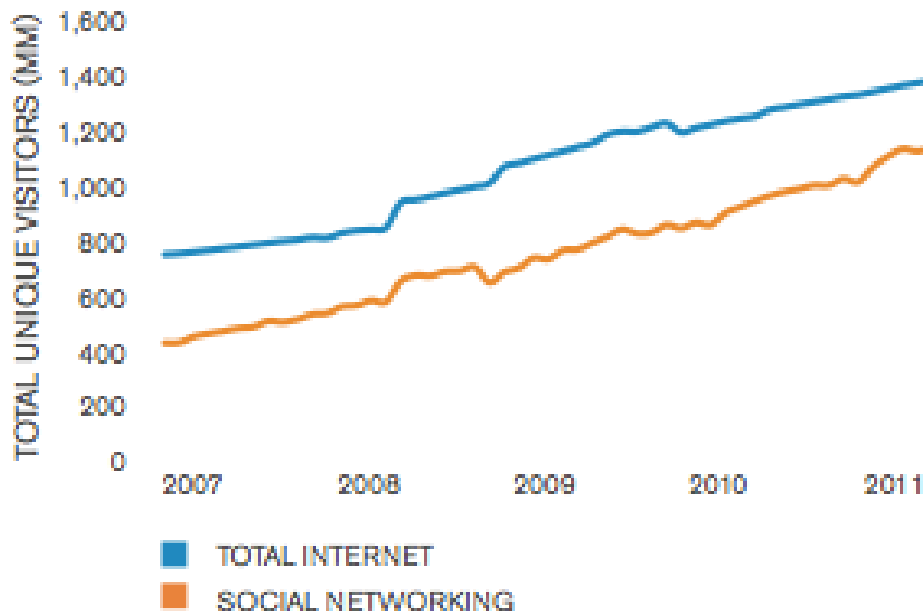




# Social is Here to Stay

## The Rise of the Global Social Networking Audience

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011



- ❖ LinkedIn grew by 55%.
- ❖ Facebook reached 55% of the world's online population in October 2011.
- ❖ Twitter usage grew by 59%.
- ❖ Google+ now at 65 million users.

# Business Benefits

- ❖ Brand awareness
- ❖ Professional Networking
- ❖ Customer loyalty
- ❖ Market research
- ❖ Buyer intelligence
- ❖ Demand generation
- ❖ Communities work for you



**“We don’t have a choice on whether we **DO** social media, the question is how well we **DO** it.”**




**– Erik Qualman**

# Success is More Than...



## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 13,095,800+ professionals — here's how your network breaks down:

<b>1</b>  <b>Your Connections</b> Your trusted friends and colleagues	1,721
<b>2</b>  <b>Two degrees away</b> Friends of friends; each connected to one of your connections	657,700+
<b>3</b>  <b>Three degrees away</b> Reach these users through a friend and one of their friends	12,436,400+
<b>Total users you can contact through an Introduction</b>	<b>13,095,800+</b>

37,310 new people in your network since December 16



## Get More twitter Followers

# Step 1: Have a Plan

Success is not going to come from LinkedIn, Facebook, Twitter, Blogging or a high Klout score alone.



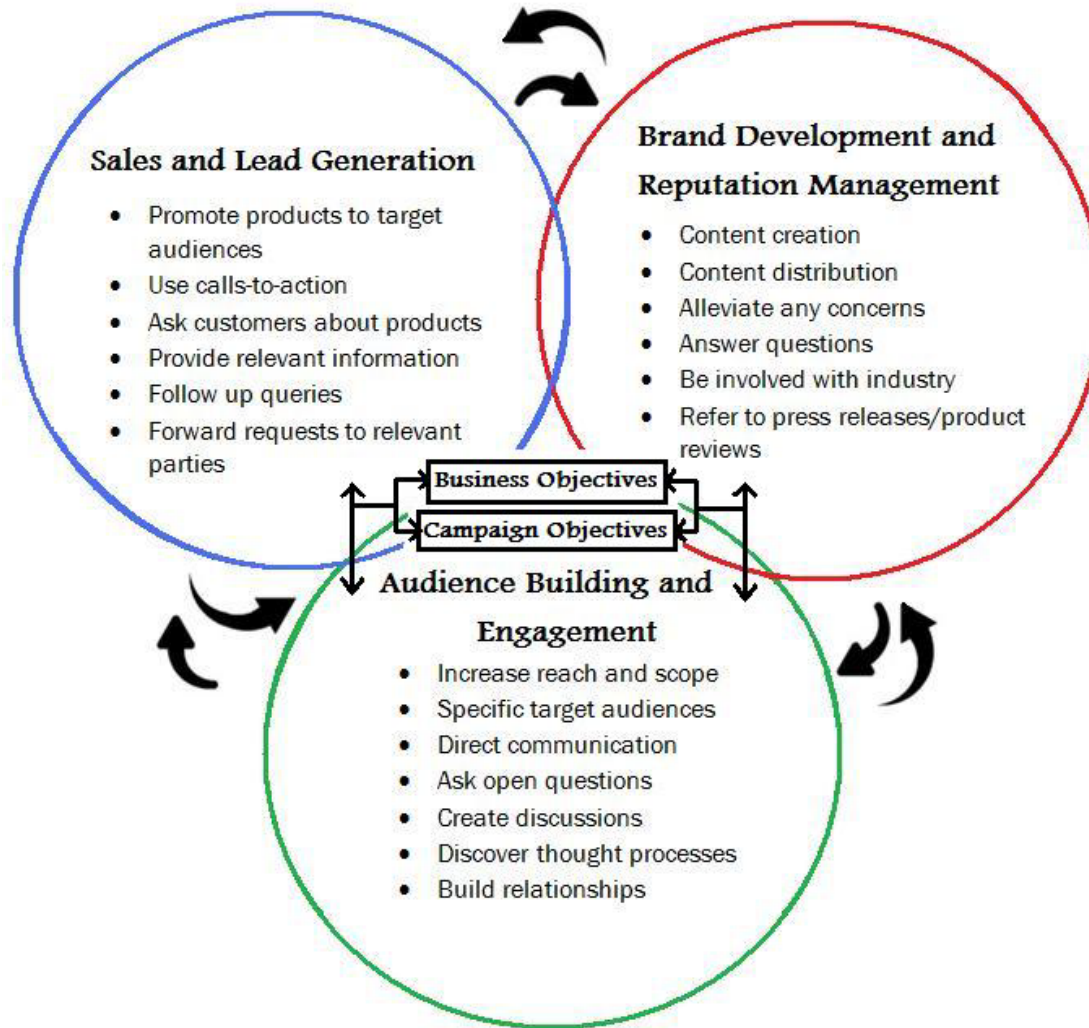
# Step 2: Define Your Audience



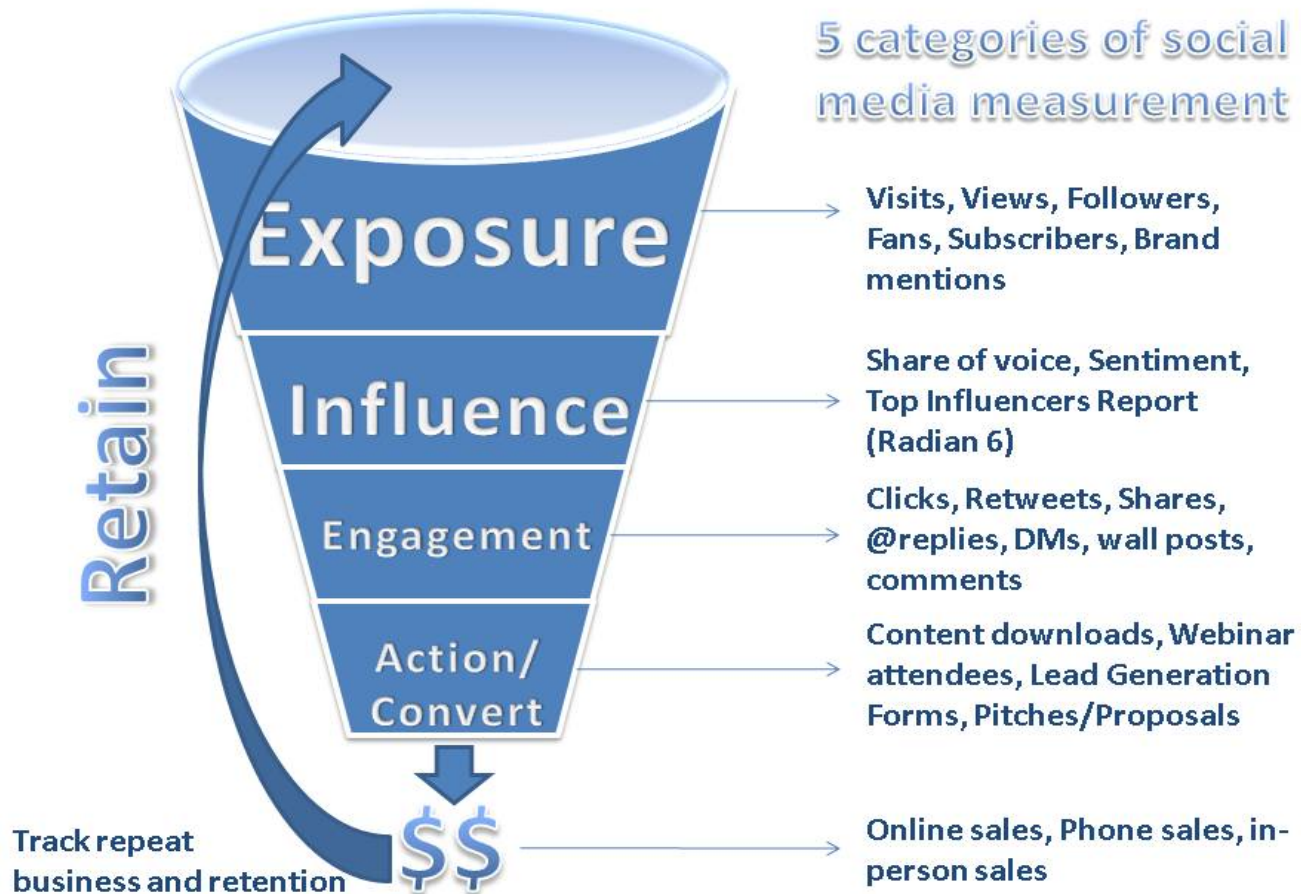
# Step 3: Pick the Right Tools



# Step 4: Implement Consistently



# Step 5: Measure and Track



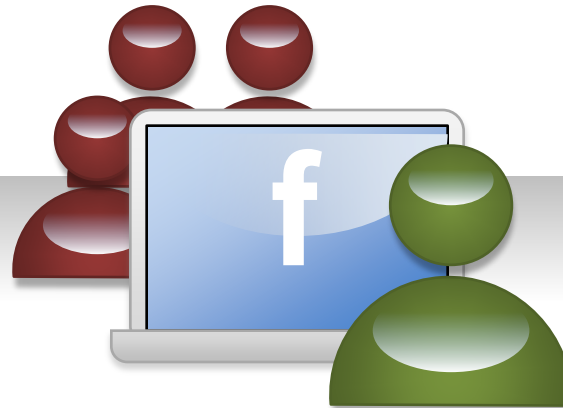
**It's not just about money!**

# Big 3

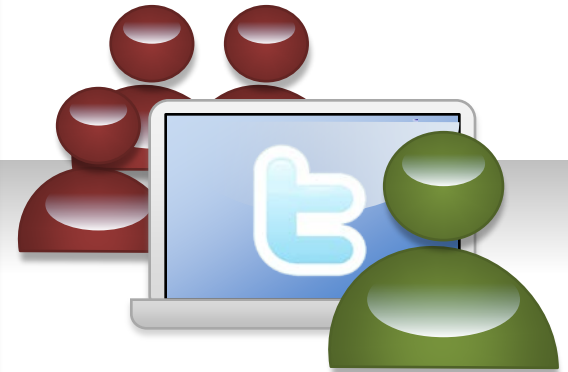
LinkedIn



FACEBOOK



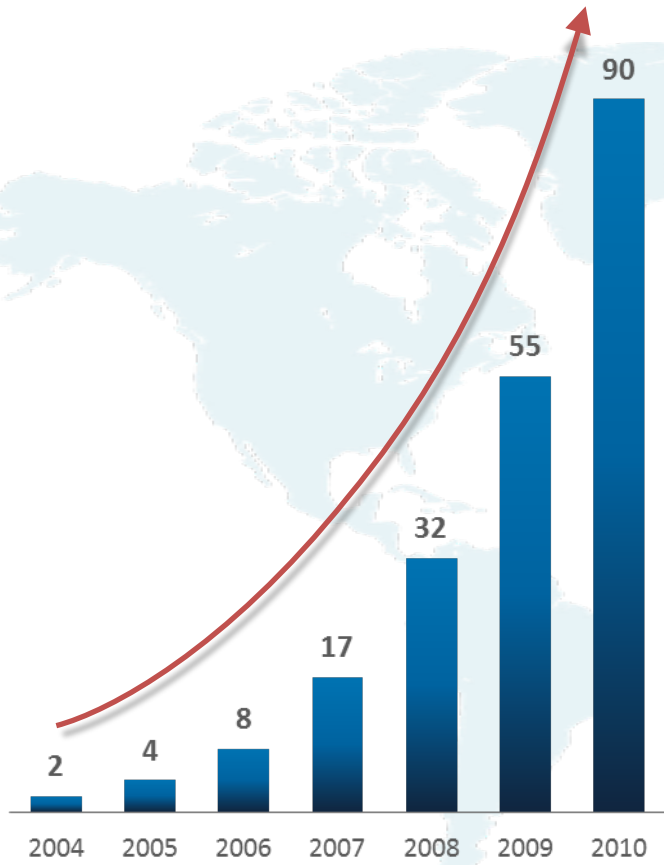
TWITTER



# LinkedIn – Professional Networking

Over 50% of members are now international

**135M+\***



LinkedIn Members (Millions)



**75%\*\***

Fortune 100 Companies use LinkedIn to hire



**>2M\*\***

Company Pages




**~2B\*\***

People searches in 2010

\*as of November, 2011  
\*\*as of September 30, 2011


# Create Your Brand Presence



## Barbara Giamanco

Co-Author: The New Handshake: Sales Meets Social Media. Revenue Generator. Prospecting. Lead Generation. LinkedIn Pro.  
Greater Atlanta Area | Management Consulting

**Barbara Giamanco** This came up in a speaking gig this morning. Like it or not, employers check you out on Facebook and other social sites. Mind your brand!

 **What Employers Are Thinking When They Look At Your Facebook Page** forbes.com  
Why interview when you can Facebook stalk? This is how employers will be rating you as they review your online persona.

Like • Comment • Share • See all activity • 47 seconds ago

---

**Current** **EVP Sales and Social Media at Social Centered Selling Sales Meets Social Media Consultant, Speaker, Trainer, Author and CEO at Talent Builders, Inc.**

**Past** Sales Director at Microsoft Corporation  
Sales & Sales Management at Ingram Micro, Aldus Corporation, Egghead Software

**Education** Coaches Training Institute  
Orange Coast College  
University of Phoenix

**Recommendations** 29 people have recommended Barbara

**Connections** 500+ connections

**Websites** Talent Builders, Inc  
Sales Meets Social Media

### Barbara Giamanco | LinkedIn Intro

by MyInterviewLink



YouTube

0:07 / 0:35 360p

1 / 2

# Establish a Company Page

**CoreNet Global** Less than 30 days until the CoreNet Global Summit in Singapore takes place. RSVP to the event LinkedIn event, share details about your pending visit to Singapore, and share with everyone in your network. <http://linkd.in/wi3sCA>

Like • Comment • 8 days ago



CoreNet Global is the world's leading professional association for corporate real estate and workplace executives serving leading multinational companies from the Fortune and Global 1000. More than 7,000 members manage over \$1.2-trillion in real estate and workplace assets in Asia, Australia, ... [more](#)

CoreNet Global has **646** followers

Follow Company

Share

How you're connected to CoreNet Global

1 First degree connection

57 Second degree connections

128 Employees on LinkedIn



Check out insightful statistics about CoreNet Global employees »

Your Network (58)

Employees (128)



Editor, LEADER Magazine

Richard Kadzis, CAE, Greater Atlanta Area

1st



Member of CoreNet Global

Francisco Vazquez Medem, Madrid Area, Spain

2nd

How are you connected? (1 shared connection)



Member, Global Board of Directors

Stephanie Pater, United States

2nd

How are you connected? (1 shared connection)

HP OFFICEJET PRO  
**MAKE YOUR BUSINESS SHINE FOR LESS.**

LEARN MORE

HP Officejet Pro 8600 e-All-In-One

# Engage with Content



## Box.net Files

by Box.net

Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.



## Reading List by Amazon

by Amazon

Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.



## Blog Link

by SixApart

With **Blog Link**, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.



## SlideShare Presentations

by SlideShare Inc

**SlideShare** is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.



## Polls

by LinkedIn

The Polls application allows you to collect actionable data from your connections and the professional audience on LinkedIn.



## Company Buzz

by LinkedIn

Ever wonder what people are saying about your company? **Company Buzz** shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your coworkers.

# Demonstrate Expertise



Account Type: Basic

Barbara Giamanco Add Connections

Home Profile Contacts Groups Jobs Inbox 12 Companies More

Answers



Advanced

Answers Home

Advanced Answers Search

My Q&A

Ask a Question

Answer Questions

## Ask a Question

Thousands of professionals are available to give you an answer.

Next

## Answer Questions

Recommended categories for you:

- Internet Marketing
- Using LinkedIn
- Guerrilla Marketing
- Business Development
- Mobile Marketing

## Rate Answers

You have 4 closed questions to rate:

What do you think of LinkedIn's Open Groups feature? In Open...

What top traits do you think superstar athletes have in common...

When you want to meet someone and you call them, do you leave a...

What prompts people to break the specific rules that many group...

## New Questions From Your Network

**Q. What methods and practices are used to collect data about information needs of society?**

0 answers | Asked by Shashank Mohan Vaislay (2nd) | 22 minutes ago in Search Marketing

**Q. I am writing an article on internal customer service. What are the characteristics and your definition of exceptional internal customer service?**

0 answers | Asked by Neen James, Productivity Expert & Speaker (2nd) | 32 minutes ago in Communication and Public Speaking

**Q. I created my profile in French out of curiosity to see how this application worked but I don't actually want to keep it. Do you know how I can delete this?**

## Featured Category

Health

Sponsored by: **PHILIPS**

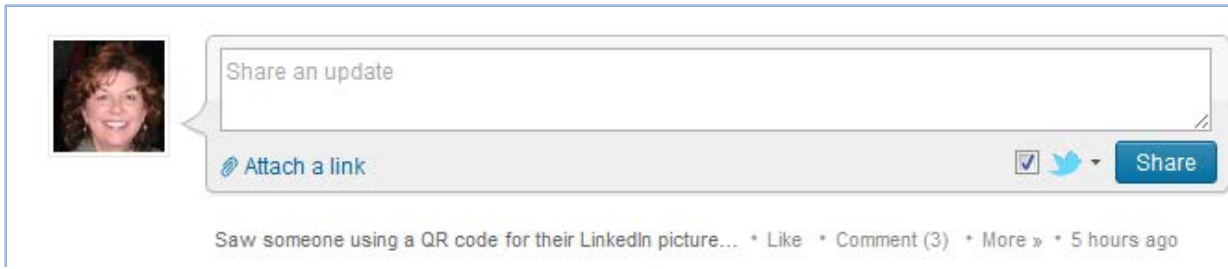
## My Q&A

You have 1 open question:

Should we as business people be obligated to call or email...

7 new answers

# Be Visible – Share Updates



- ❖ News
- ❖ Highlight others
- ❖ Your thoughts
- ❖ Promote your group
- ❖ Share company page



# Facebook Personal vs. Fan Page

👤 🗨️ 🌐🔍Barbara Giamanco Home ▾



**Wall**

- Hidden Posts
- Info
- Friend Activity (1+)
- Insights
- Photos
- Events

[EDIT](#)

**About** [Edit](#)

A new world of selling is emerging. Buyers are creating social relationship...

More

**154**  
like this

## The New Handshake: Sales Meets Social Media

Book · [Edit Info](#)

[Edit Page](#)



**Wall** The New Handshake: Sales... · **Everyone (Most Recent)** ▾

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

 **The New Handshake: Sales Meets Social Media**  
Good perspective on why closers aren't great #sales people via @#in #newhandshake <http://ow.ly/8IT3x>

 **A Sales Guy Good Closers are Bad Sales People | A Sales Guy**  
ow.ly  
Yup, I said it. Good closers are bad sales people. The better a closer is, as defined by traditional definitions, the shittier the sales person they

 Like · Comment · Share · 4 hours ago via HootSuite

 **The New Handshake: Sales Meets Social Media**  
Gearing up to speak about social media with group of HVAC business folks. Probably will wake them up when I share some new stats about the impact of social business.

**Admins (1)** [?] [See All](#)



-  Use Facebook as The New Handshake: Sales Meets Social Media
-  Notifications **4** ▾
-  Promote with an Ad
-  View old Insights
-  Invite Friends

**You and The New Handshake: Sales Meets Social Media**



 17 friends like this.

 NewsCertified Exchange, Mashable - Social Media, Selling Power

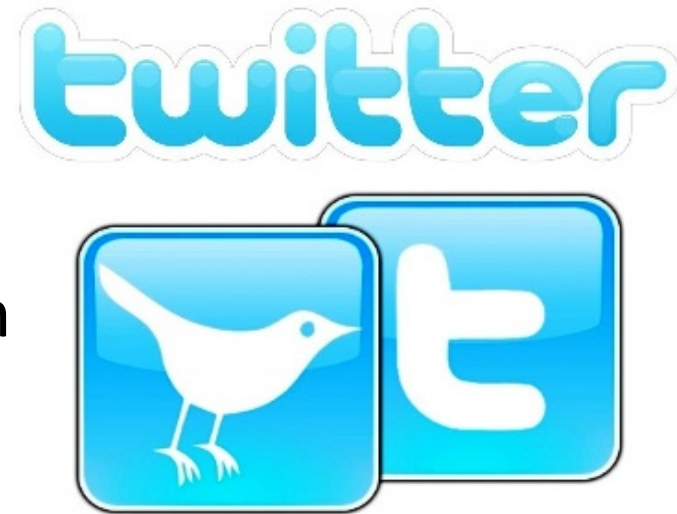
**Sponsored** [Create an Ad](#)

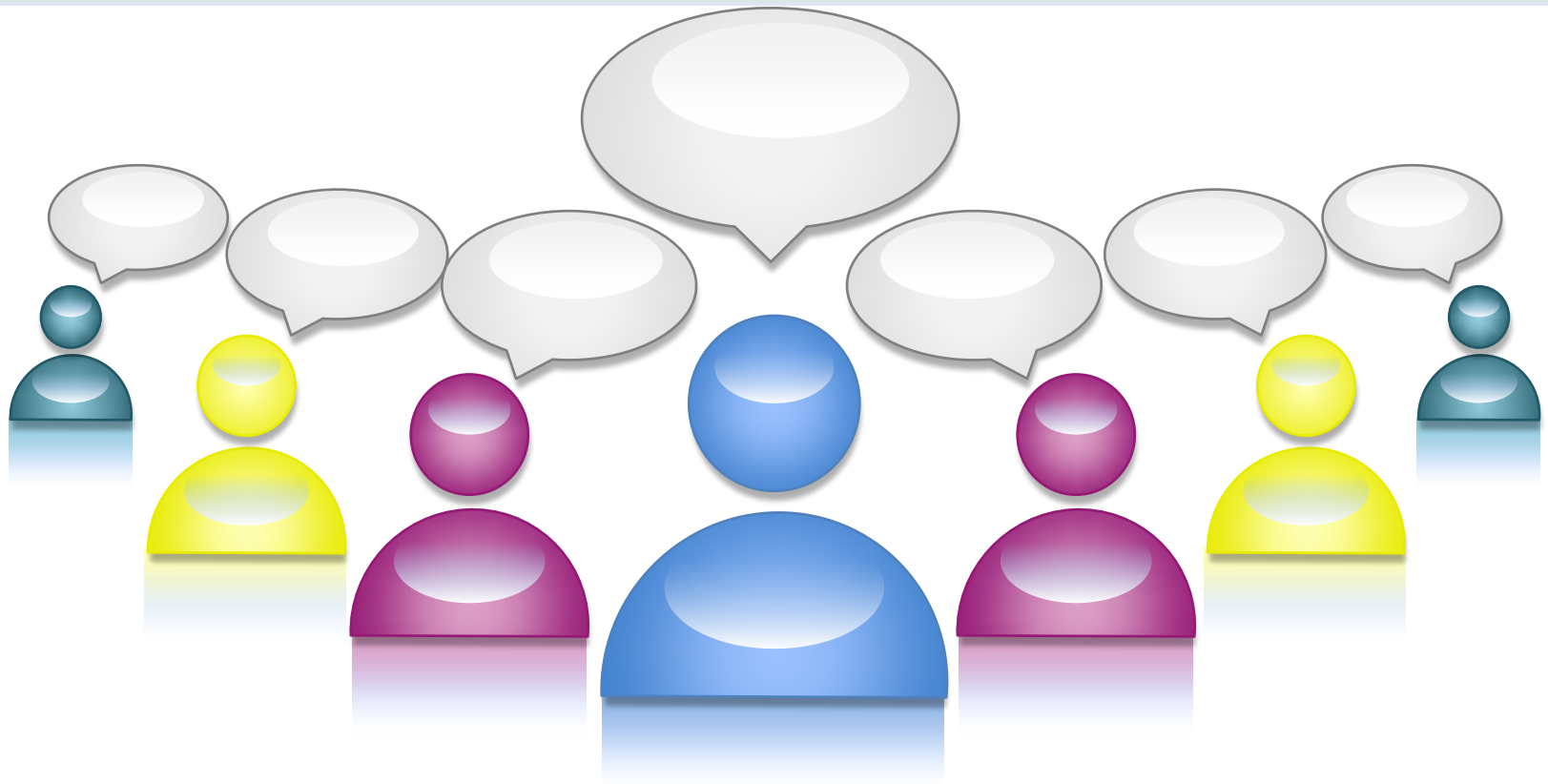
**Free Rich Dad Seminar**  
[richdadreeseminar.com](http://richdadreeseminar.com)

©2012 Barbara Giamanco

# How Twitter Fits the Picture

- ❖ Micro-blogging tool
- ❖ 200 Million Tweets sent daily
- ❖ Real-time snippets of conversation
- ❖ Listening vehicle using search
- ❖ Visibility
- ❖ Track topics with hash tags (#corenet?)
- ❖ Follow competitors





# STARTING THE CONVERSATION

**Don't be this guy!**

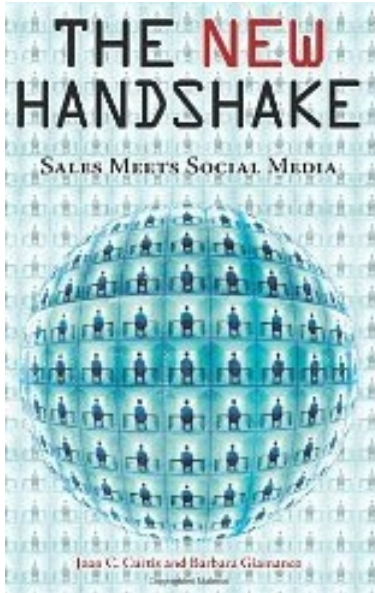


## Final Points

- ❖ Clearly define who you target
- ❖ Participate where they do
- ❖ Be consistent
- ❖ Use the right tools
- ❖ Cultivate your network
- ❖ Be visible, add value
- ❖ Demonstrate credibility
- ❖ Plan, execute, measure



# Connect With Barb



Buy the book at  
[Amazon.com](http://Amazon.com)

Twitter: @barbaragiamanco  
LinkedIn: Barbara Giamanco  
Facebook: Barbara Giamanco



**Talent Builders, Inc.**  
**3522 Ashford Dunwoody Rd NE #413**  
**Atlanta, GA 30319**  
**404-647-4925**