



Using Social Media In Business

Christine Perkett, President and Founder
May 20, 2010



Why are you here?

- a) My boss told me to come
- b) I want to learn more about social media and how to apply it to my business
- c) I heard there was going to be food
- d) All of the above

Psst....The correct answer is "b"



Who am I and what do I know About Social Media PR/soc marketing firm for cos around world.

TechCrunch, Crunchies Finalist – Best PR Top 25 Authorities Moving PR Forward

“Best of the Best” by Journalists

Best PR/IR Executive of 2008

Best Boutique Agency

Agency Executive of the Year

Best National Placement

Savviest in Social Media

Top PR Blog



Mastering Social Media: How To Identify, Use And Maximize The Best Tools For Your Business

Specifically, you will learn how to:

- Understand social media tools and identify the ones that can best work for you
- Embrace and ensure social media etiquette and avoid
- Extend customer relations and service, branding and
- Maximize business effectiveness and promote the RO

Christine Perkett, President and Founder
PERKETTPR, INC.

Lisa Dilg, Director
PERKETTPR, INC.



June 11, 2010 | Concierge Conference Center | 780 3rd Ave. New York, N. Y.



"Mastering social media: It takes more than a blog and LinkedIn profile to please this crowd" With Christine Perkett and Heather Mosley, PerkettPR

Social Media Building Blocks 2009

Building online communities in a down economy

- 4:10 pm - Discussion Panel: Best Practices & Winning Strategies
- Moderated by: Howard Greenfield, President, Go Associates
- Lisa Dilg, Account Director, PerkettPR
- Robert Dippell, Online Director, Praetorian Group
- Brenda Granger, Project Manager, Realty Digital
- Herbert Muro, Co-Founder, QueVes LLC



"Innovative Marketing Programs Using New Media"

Christine Perkett
President & Founder
PerkettPR



The 17th annual conference for every communicator
"Join the Conversation: More Effective Marketing Through Social Media" with Christine Perkett and Heather Mosley, PerkettPR







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Bella Web Design Continues To Lead the Way in Online Technology

March 18, 2009



Bella Web Design's High Definition Video Services Provide Cutting Edge Technology and Affordability

Bella Web Design is now providing even greater value for your business with a new exclusive technology offering. "The camera is the HD Mark II by Cannon, the world's first SLR camera to shoot video on a 35 mm sensor. This gives a cinema-quality look at a

It was not possible to embed this video.

Home About Career Opportunities PerkettPR Corporate Site

PerkettPR *suasion*

How even a dog walker can benefit from social media

Posted on June 3, 2009 by Christine Perkett
Filed Under [Social Media & Networking](#) | [View Comments](#)

12 tweets

The term "social media" continues to be subject to interpretation by many. Ask a room of 10 people what social media means, and you're likely to get 10 different answers. So it's no wonder that many businesses and individual entrepreneurs are unsure how social media can play a role in their marketing communications strategies.

I asked on Twitter today, "What's one business you think would NOT benefit from social media initiatives?" Here are some of the answers I received:



May's Web Picks by Jeff

- AfterDawn
- Fat Wallet
- Forever Geek
- Free App a Day
- Marvel

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Alltop We're kind of a big deal



the **PR** blog

twitter



toryk: @PerkettPR Man, I just got "Swagger Wagon" out of my head! It's so catchy. I've been singing it for days. Hilarious, well done #Toyota

7 hours ago · [Show more](#)

Tweet You Later



Change



twitter Home Profile Find People Settings Help Sign out

Holy Shit! A small plane crashed into homes a couple miles from my house! Jet fuel is spilling into the streets!!!!

8:03 PM Feb 12th from web

KeithBurtis

twitter Home Profile Find People Settings Help Sign out

Theo Chocolate Issues Nationwide Recall of "Peanut Butter Big Daddy" and Peanut Confections Due to Possible Heal..

<http://tinyurl.com/bcfylg>

about 5 hours ago from twitterfeed

FDA FDARECALLS U.S. FDA

"Embrace Technological Change"

AdvertisingAge.

"Go Social to Save Costs"



SiliconValleyWatcher

Former FT Journalist Tom Foremski and team reporting on the business of technology and media

"Fish Where the Fish Are"

A new report published by Alterian says a major shift toward social media marketing is necessary for businesses

NETWORKWORLD®

The opportunities [in social media] to connect with customers, learn from them and benefit from word-of-mouth marketing are irresistible.

gaelbler.com
**RESOURCES FOR
ENTREPRENEURS**

Forbes
COM





Converse.

Engage.

Integrate.

- Brand Building in today's world equals connecting with your audience.
 - Talking *with not at* – join the conversation
 - Consistently, persistently
 - Across topics that matter to them
- I care about brands that care about me
- Listen to your customers and show them you are
- Create community around your brand – sell more than products

- Provide relevant and quality content
- Engage consumers with authentic stories
- Build relationships
- Be a resource across topics
 - A place to connect
 - A place to get answers
 - It's about them
 - A reputable entity – in media and among peer consumers

What Do You Want To Do?

- Communicate with Existing Customers
- Connect with Prospects
- Establish Leadership
- Increase Visibility to Media/Influencers
- Meet Partners
- Learn
- Research

"Does anyone have a good example of a cool Facebook cause advertising campaign"? - Friend

"Looking for a cool Facebook cause advertising campaign? Check out @1thing4green - <http://tinyurl.com/aw3c8j>" - You

"How do you engage and listen to your employees in an economy where everyone's scared? What is your company doing well in this light?" - You

*"The 3P's and 3R's: positivity, profitability, proactive; respect, responsibility, resourcefulness!"
- Friend*

"What flowers can be planted now vs in the fall? Any great recommendations?" - Friend

"Lady Slippers are fantastic for this time of year! We have other recommendations, here <http://capeflowers.com>" - You

Integrate

HOME ABOUT CONTACT US BROWSE BY AGE GROUP BROWSE BY TOPIC JUMP TO ST. LOUIS CHILDREN'S SUBSCRIBE

Sunburn

Reaction to sun's rays have become increasingly common in recent years, owing not only to the ever-expanding number of photo sensitizers in the environment but also to the public's obsession with tanning. It is the ultraviolet light component of the sunlight (especially the UV wavelengths 290 to 400 nm) that causes the most skin reactions.

Sunburn is due to overexposure of the skin to the ultraviolet rays of the sun or a tanning bed. Reactions can quickly turn into painful experiences when the power of the sun is overlooked. Unfortunately the symptoms of sunburn do not begin until about 2 to 4 hours after the sun's damage has been done. The peak reaction of redness, pain and swelling is not seen for 24 hours. Minor sunburn is a first-degree burn that turns the skin pink or red. Prolonged sun exposure can cause blistering and a second-degree burn. Sunburn never causes a third-degree burn or scarring.

Increased sun exposure letsure time can lead to increased sun damage. Repeated sun exposure and sunburns cause premature aging of the skin (wrinkling, sagging and brown spots). Repeated sunburns increase the risk of skin cancer in the damaged area. Each blistering sunburn doubles the risk of developing malignant melanoma, which is a serious type of skin cancer.

The degree to which a person sunburns or tans depends on the genetic factors and the natural protection of the skin. Skin types accordingly are ranked from Skin Type I: the most sensitive who always sunburn easily and tan little or not at all (individuals with fair skin, blond hair, blue or brown eyes, and freckles) to skin type 6: the least sensitive to sun damage, who almost never burn and tan profusely (dark-skinned individuals with heavy pigmentation).

HOMECARE OF SUNBURNS: The sensation of pain and heat will last for about 48



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BROWSE BY AGE GROUP: Pregnancy & Childbirth, Newborn & Infant, Toddler & Pre-school

BROWSE BY TOPIC: Nutrition

STL Kids need to learn some new tricks with diabetes? Check out our resources to brush up on this important parenting skill! <http://bit.ly/STLTPD> 58 minutes ago

STLChildren's: Ofen's, Genome of...

Kid Cam
Cancer Journey Through Benjamin's Eyes
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I want to...

- Get Directions
- Make an Appointment
- Find a Physician
- Play My Bill
- Request Referral
- Send a Card or Gift
- View Calendar of Events

My child has...

Search for information

St. Louis Children's Hospital - Fans | St. Louis Children's Hospital | Just Fans

St. Louis Children's Hospital Honor the wonderful moms in your life this Mother's Day by making a gift to St. Louis Children's Hospital. With your contribution, the person being honored will receive a special St. Louis Children's Hospital Mother's Day card with a message letting them know a donation has been made in their honor.

Mother's Day Tribute - St. Louis Children's Hospital
www.stlouischildrens.org
Honor all the wonderful moms in your life this Mother's Day by making a gift to St. Louis Children's Hospital. With your contribution, the person being honored will receive a special St. Louis Children's...

8 hours ago · Comment · Like · Share

8 people like this.

HaveHouse Saint Louis Love It! 5 hours ago · Report

Georgia Cullen Barker WHAT IS THE ADDRESS AND THE PERSON/DEPARTMENT TO CONTACT TO MAKE A CONTRIBUTION? 54 minutes ago · Report

Write a comment...

St. Louis Children's Hospital Battling the brain tumor was only half the fight for Leah. Learning to overcome the long-term effects on her mind and body was another challenge altogether. As we recognize Cancer Control Month, we salute Leah's extraordinary achievements.

Leah's Journey - An Extraordinary Journey - St. Louis

Children's Hospital - St. Louis

Thank you for following St. Louis Children's Hospital on Twitter.

Phone: 800.679.5437

Website: www.stlouischildrens.org

Contact Us: www.stlouischildrens.org/contact-us or call 800.679.5437

Twitter: twitter.com/stlouischildrens

The difference is profound

Partner Our Story

The Medical Center that's made a difference and information center only if you want to have a long-lasting, meaningful relationship.

STLChildrens

Following

Your site: stlouischildrens.org Healthcare

During Cancer Control Month, we celebrate Sam, and all the other brave kids who have survived or are battling cancer. <http://bit.ly/4okjSN>

When Brandon went into remission from treatment for a brain tumor, the last thing on his family's mind was his hearing. <http://bit.ly/9Tn3j>

STL Kids: Going on vacation without the kids? Get a Permission to Treat form for those watching your children. <http://bit.ly/9pLrLV>

What are "late effects?" They're the next hurdle after surviving cancer. <http://bit.ly/9k219K>

Do you know or have a child fighting cancer? Then share this video and Ben's inspirational story! <http://bit.ly/9kUpaD>

Expand Audiences

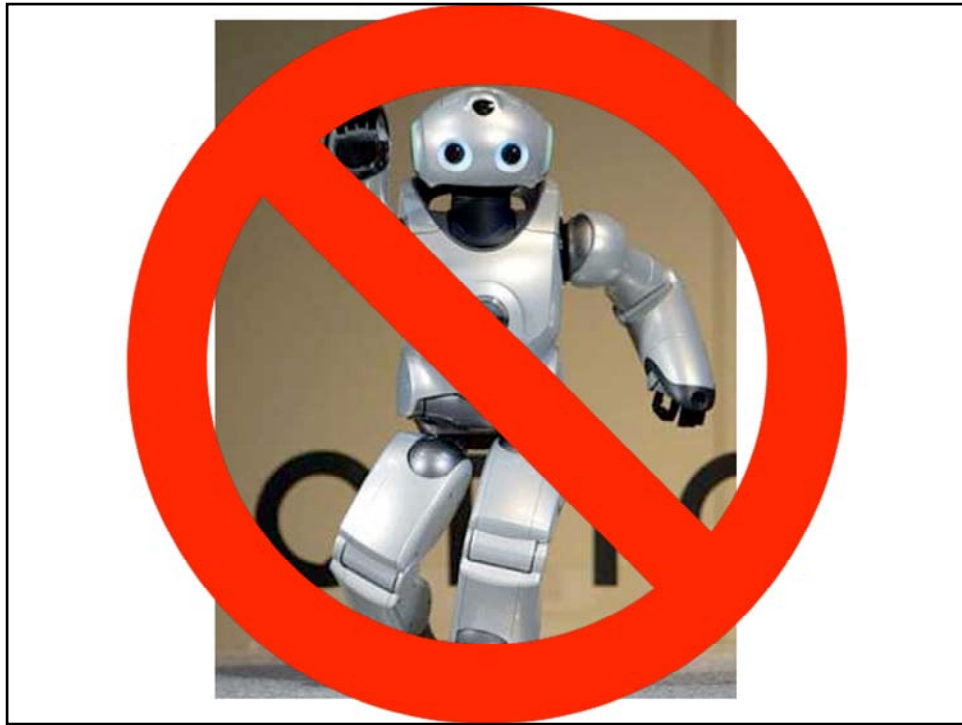
- * Engaging theme
- * Draw Attention At Show
- * Drive Traffic to Microsite & Powwownow Site
- * Garner Interest From Non Attendees
- * Drive Interest in Product and Company

Exposure: 94,768 Impressions

The image shows a mobile microsite for 'POWWOWNOW' by 'thinkmobile'. The header includes the event location 'NEW YORK CITY - COMIX' and dates 'APRIL 7-8, 2010'. The main headline reads '“I’ve got that Powwownow...!”'. Below this, there is a video player with the title 'IT Crowd: Never Ever Type Google Into Google'. To the right of the video, there are two blocks of placeholder text: 'Additional text about the POWWOWNOW service and/or launch to be placed here...'. The right sidebar contains several interactive buttons: 'Want to POWWOWNOW? - Click Here -', 'Read the Blog', 'Follow us on Twitter', and 'More content on YouTube'. At the bottom, there is a 'Download POWWOWNOW for iPhone' button. Below the microsite, a Twitter feed is visible with several tweets related to the event.

Remember

- Be Human
- Ask/Answer
- Engage; Don't Just Promote
- Be a Resource



How Do You Measure Success?

- Customer Loyalty
- New Business/Prospects
- Expanded Customer Base
- Media Coverage
- Thought Leadership



Recommended First Steps

- Remember Your Business Goals
- Have a Plan
- Choose 1-2 Networks
- Join, Observe, Research
- Integrate and Cross Promote
- Use search and aggregation tools
- Invest in Training

Conversation Do's & Don'ts

Do

- Be honest, transparent and authentic
- Provide ideas & advice around subjects you are knowledgeable about
- Refer people to additional information

Don't

- Add "me too" responses
- Be a salesperson or a promoter
- Don't bash the competition
- Ask to trade links



Have Fun!

Be Smart
Be Genuine
Ask Questions



create buzz,



be heard,



get noticed!



Q&A Discussion



Contact:
Christine Perkett
781.834.5852
cperkett@perkettpr.com
Twitter: @PerkettPR and @missusP

create buzz



be heard



get noticed

