



HELLO.

JONATHAN COX

AV MANAGING DIRECTOR

918.812.0936

jonathan@aquavitacreative.com

ELLE STRUBE

2ND MILE MARKETING

918.691.5184

elle@secondmilemarketing.com

Who cares about Facebook?

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**

**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



**THERE ARE 206.2 MILLION
INTERNET USERS IN THE U.S.
THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE
IS ON FACEBOOK.**

**THE 35+ DEMOGRAPHIC
NOW REPRESENTS
MORE THAN 30% OF
THE ENTIRE USERBASE.**



**AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.
APROX. 1 IN EVERY 13 PEOPLE ON EARTH.
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.**

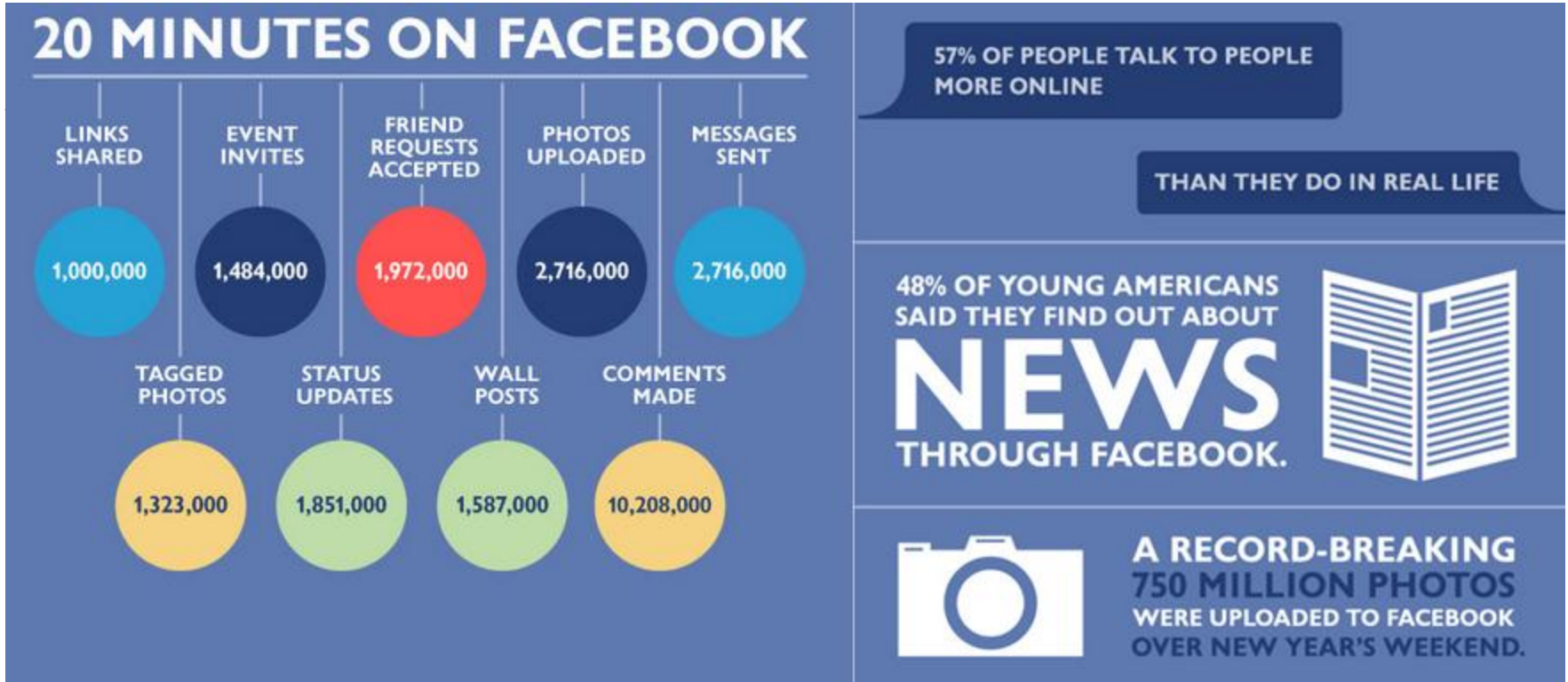
MY GRANDMOTHER IS ON FACEBOOK

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Infographic by <http://www.onlineschools.org/blog/facebook-obsession>.



What do people do on Facebook?



YOU CAN BE A PART OF IT

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Infographic by <http://www.onlineschools.org/blog/facebook-obsession>.



What about LinkedIn?

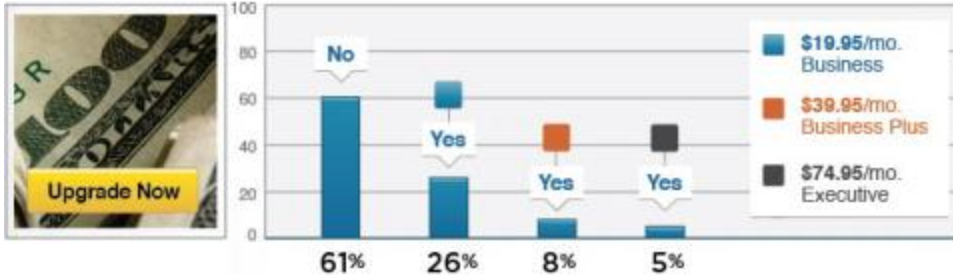
STATS 90% of LinkedIn users think the site is useful. Specifically because...



- "It helps me to connect to individuals in my industry as possible clients"
- "It is more professional than Facebook"
- "It allows me to hire people that I wouldn't regularly meet"

MONEY

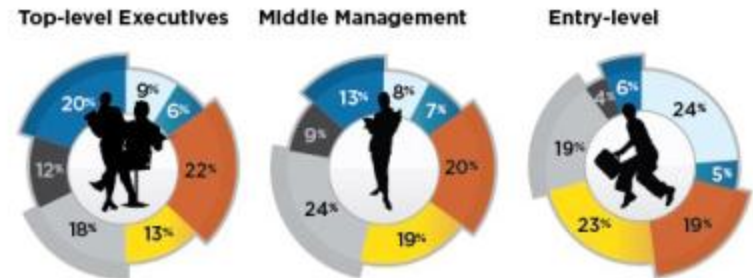
Do you pay for a premium LinkedIn account?



Upgrade Now

THE USE

What do you use LinkedIn for the most?



Job search (light blue)
 Networking w/ former employers (medium blue)
 Industry networking (orange)
 Co-worker networking (yellow)
 Keeping in touch (grey)
 Hiring (dark grey)
 Promoting my business (dark blue)

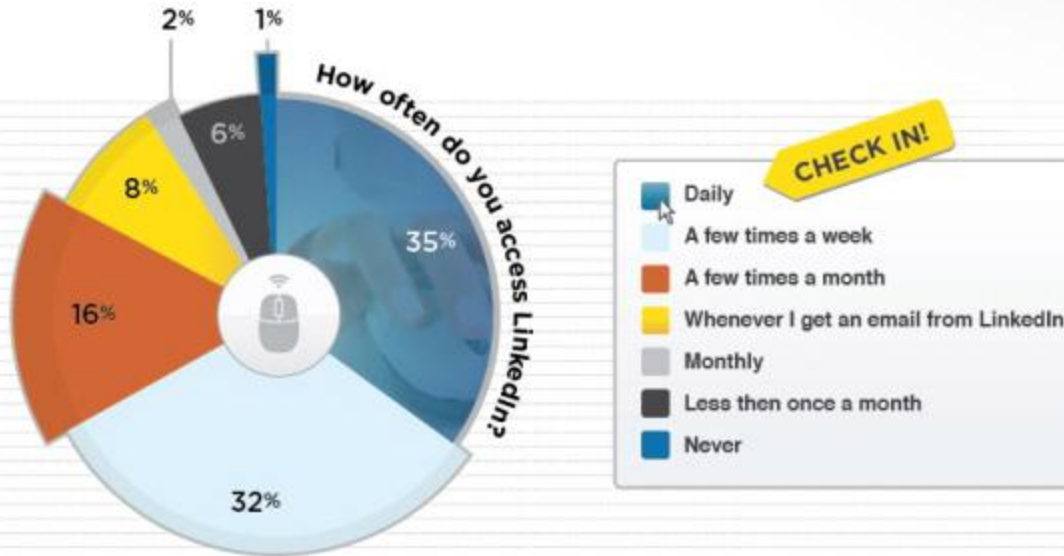
120 MILLION MEMBERS IN 200 COUNTRIES (AUG 4, 2011)



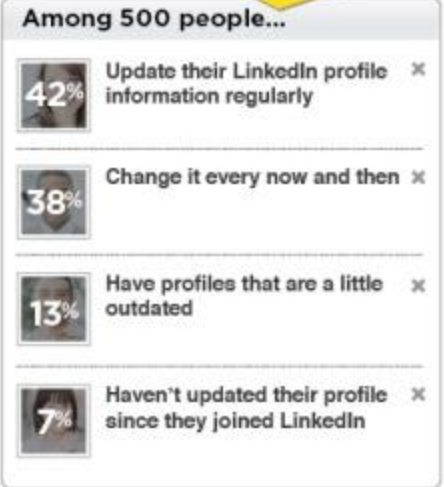
What do people do on LinkedIn?



Which social networking site do you primarily use for professional networking?



UPDATE!



81% OF LINKEDIN USERS BELONG TO AT LEAST 1 GROUP

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Infographic by <http://www.onlineschools.org/blog/facebook-obsession>.



How can social media help my business?

IMPROVE CUSTOMER SERVICE

Connect directly to customers & fans
Ask questions, get answers
Listen & observe

BUILD A COMMUNITY OF SUPPORTERS

Strengthen customer relationships
Engage with community easily – for free
Enable brand evangelists

KEEP PACE WITH COMPETITION

Establish branding outpost for your business online
SEO benefits – Google watches Facebook
Drive traffic to you website

JOIN THE CONVERSATION

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How does social media improve customer retention?

LONG TERM CRM STRATEGY

Success is established in the second mile.
It's doing a lot of little things right every day.

STRENGTHEN CUSTOMER RELATIONSHIPS

Customer relationships are the heart of every business. How do you treat the people who keep your company afloat?

KEEP THEM COMING BACK FOR MORE

The goal of CRM is repeat business
– one customer at a time.



SHOW THEM YOU CARE

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Why does CRM matter?

CUSTOMER ACQUISITION COST

Acquiring new customers can cost up to 5 times more than satisfying and retaining current customers.

TIME INVESTMENT

It's easier to **RETAIN** customers than to **ACQUIRE** new ones.

NURTURE YOUR BEST CLIENTS

Repeat customers spend 33% more than new customers.



HE PROFITS MOST WHO SERVES BEST

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How do other companies use Facebook successfully?

facebook 15 Search

Runner's World Magazine Like
Magazine · Emmaus, Pennsylvania

Wall
Runner's World Magazine · Everyone (Top P)

Share: Post Photo

Write something...

Runner's World Magazine
"There's no such thing as bad weather, just soft people." – Bill Bowerman
 Like · Comment · Share · about an hour ago via HootSuite
892 people like this.
 View all 75 comments View all 106 shares
Write a comment...

Runner's World Magazine
Run for 30 minutes and strengthen your immune system; run for 90 and weaken it? Maybe the long run is to blame, or maybe the celebratory post-race handshake and high-fives are. Maybe it's both. <http://ow.ly/73zYQ>

Immune to It All at Runner's World
ow.ly
Colds and coughs bring down legions of distance runners. Don't be one of them.
 Like · Comment · Share · 12 hours ago via HootSuite
132 people like this.

Wall
Info
Friend Activity
BreakAway
Welcome
RW Challenge
Smartcoach App
Our Page Terms
Photos
MORE +
About
Runner's World, the world's leading running magazine, informs, advises, and...
More
276,136 like this
7 060

How do other companies use Facebook successfully?

facebook



Elote Cafe & Catering

Cafe · Professional Services · Tulsa, Oklahoma

Wall **Elote Cafe & Catering** · Everyone (Most Recent)

Share: Post Photo Link Video

Elote Cafe & Catering
One more week!

Luchapalooza 2011
Location: Boston Ave, Downtown Tulsa
Time: 4:00PM Saturday, October 1st

Like · Comment · Share · Friday at 10:48am

9 people like this.

Sondra Stidham Holt My son made sure it was on the family calendar!
Friday at 11:14am · Like · 1 person

Elote Cafe & Catering
Special drinks at Elote designed with the Flaming Lips in mind!! Stop in before the show(s) and try a Flaming Pink Robot or the Mystic Lizard cocktail! Limited time only!

Like · Comment · Share · September 13 at 3:47pm

8 people like this.

McCallen Redmond Campbell You guys should post this some more =>
September 13 at 3:54pm · Like

Elote Cafe & Catering

Wall

- Info
- Friend Activity (1+)
- Photos
- Discussions

About

The first and only restaurant in the state to be certified platinum by the...

More

1,100
like this

1,700
were here

Also on:

- Gowalla →
- Yelp →
- Foursquare →



How do other companies use Facebook successfully?

facebook

Search

Cam's Grocery ▶ Showcase
Food/Grocery · Tulsa, Oklahoma

Cam's GROCERY

THE NATURAL PLACE TO GO.

LIKE CAM'S FOR FRESH LOCAL FOOD.

CAM'S GROCERY & NATURAL CAFE

Find everything you need for healthy organic living. Fresh, locally grown produce. Hormone-free, free-range Oklahoma meats. Natural body care, bulk foods, teas, coffee and more. You can even enjoy breakfast, lunch, & dinner in our cafe.

KNOW WHERE YOUR FOOD COMES FROM

Cam's promise is to offer locally grown, Oklahoma products, including hormone-free meats, natural cheeses, breads and so much more.

COMING SOON TO TULSA DOWNTOWN!

JOIN THE COMMUNITY OF LOCAL FOODIES!

Wall
Info
Friend Activity (1+)
Photos
Showcase

1,155
like this

How do other companies use Facebook successfully?

facebook



Wall

- Info
- Friend Activity (1+)
- Photos
- Showcase

1,155
like this

Cam's Grocery

Food/Grocery · Tulsa, Oklahoma



Wall Cam's Grocery · Everyone (Top Posts) ▾

Share: Post Photo Link Video

Write something...

Cam's Grocery
Cam is at Natural Products Expo East in Baltimore, MD sourcing the very best products for you!
 Like · Comment · Share · September 22 at 2:30pm via mobile

19 people like this.

Write a comment...

Cam's Grocery
Sweet! We got our nameplate on our new office door. By the way, we moved to a new headquarters (not store, just office) ... 115 W. 3rd St. Suite #420, Tulsa 74103. Send us fan mail, comments, requests whatever! Can't wait to hear from you!

Wall Photos



Like · Comment · Share · September 19 at 10:23am

Joshua Lee and 29 others like this.

View all 3 comments

Kim Cash Yeah! So happy for the progress!
September 19 at 2:18pm · Like · 1 person

How do other companies use Facebook successfully?

The screenshot shows the Facebook interface for the Oklahoma Aquarium. The top navigation bar includes the Facebook logo, navigation icons, and a search bar. The left sidebar contains navigation options like Wall, Info, Friend Activity, Photos, Discussions, Reviews, Links, and Questions, along with an 'About' section and a 'Likes' list featuring TulsaKids Magazine and Hikari Sales USA. The main content area displays the Oklahoma Aquarium profile header with a cover photo and a grid of images. Below the header is a post from Jaysin Pierce Foxx asking about the volunteer program. A reply from Jen Cherico is visible below it. A tweet from Oklahoma Aquarium is also shown in the post's thread.

facebook Search

Oklahoma Aquarium
Attractions/Things to Do · Jenks, Oklahoma

Wall Oklahoma Aquarium · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...

Jaysin Pierce Foxx
I got information about the volunteer program, and I was wanting to volunteer for the feeding program but I am only available monday mornings, is that a problem or is there someone else I can get ahold of to ask questions?
Like · Comment · September 20 at 9:30pm

Oklahoma Aquarium Yes, if you go to our website, www.okaquarium.org and fill out the volunteer application, it will go straight to the coordinator who can follow up with you to answer any questions and help with your schedule!

Oklahoma Aquarium www.okaquarium.org
The Oklahoma Aquarium offers enlightening exhibits, a family oriented environmen...
See More
September 22 at 11:15am · Like

Jaysin Pierce Foxx Thank u so much
September 22 at 11:38am · Like

Write a comment...


Jen Cherico
We are coming this weekend :) Do you have any specials? Thanks!
Like · Comment · September 20 at 8:13am via mobile

Oklahoma Aquarium Well, most of the summer promotions don't expire till the end of September. so not anything new. Some to look




How do other companies use Facebook successfully?

facebook



Dog Training Ireland

Call them on the Dog and Bone 1890 90 50 18




www.DogTrainingIreland.ie

- Wall
- Info**
- Friend Activity
- About Us
- Photos
- Notes
- Book Here
- Disclaimer
- Events

Dog Training Ireland

Education · Blanchardstown, Ireland



Basic Information

Founded	2004
Location	Unit 31 Premier Business Park, Dublin 11 Blanchardstown, Ireland
Hours	Mon - Thu: 8:00 am -9:00 pm Fri: 8:00 am -6:30 pm Sat: 11:00 am-2:30 pm
About	Registered Irish Limited Company 391164. VAT IE6411164B
Description	Passionate Dog Trainers and Behaviour Specialists. Ethical Dog Training and Behaviour. Working with dog owners, vets and other professionals around the country. We have no breed restrictions. We work successfully with dogs of all shapes, sizes and behaviours with services and processes put in place so that every dogs needs can be addressed (classes, one to one, daycare, socialisation). ... See More
General Information	Dog Daycare (Mon - Fri) Puppies €10 Adult Dogs €15 per day, each additional dog from same family €10 Post Surgery Care upon vet referral and advice €40 ... See More
Mission	To help dogs and their owners through ethical based training methods. To help others become ethical dog trainers. To provide effective science based training and behaviour education
Awards	APDT UK www.apdt.co.uk Certified Trainers APDT Ireland www.apdt.ie Certified Trainers CCPDT www.ccpdt.org Certified Trainers CAP (Competency Assessment Programme) Certified Clicker Trainers WINNER Fingal Chamber Best Small Business Award 2010 Certified Behaviourist Vet Referred (holding PgDip / Degree level university qualifications)
Products	Training for Dogs: Puppy Socialisation, Obedience, Clicker Training, Agility (all levels), Recall Training (teaching dog to come back), Help my Dog Pull (teaching dogs to walk on lead)

How should I interact with people?

DO

- Be accessible.
- Avoid Dullsville.
- Share your influence.
- Think before you post.
- Respect your followers' time.
- Admit when you screw up & remedy your mistakes.

DON'T

- Don't attack competitors.
- Don't use questionable language.
- Don't post questionable photos of others.
- Don't unfollow people if they don't follow you back.



BE FRIENDLY, BE HELPFUL

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What should I share?

TELL YOUR STORY

Testimonials, case studies, video interviews.

PAINT A PICTURE

Photos & videos of staff, clients, location, events.

ENGAGE FOLLOWERS

Ask questions.

Engage followers & get their feedback.

GIVE SOMETHING AWAY

Information: advice, how-to, added-value content.

Contests or giveaways via third-party apps or website.

KEEP THINGS INTERESTING

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What mistakes should I avoid?

WHERE'S WALDO?

No one knows you have a social media presence.

IS ANYONE OUT THERE?

Your interactions are infrequent, or nonexistent.

DOES ANYONE CARE?

You are non-responsive to customer issues.

ARE THEY EGOMANIACS?

All people see is “Me, me, me.”



THE GOLDEN RULE STILL APPLIES

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How do I set up my Facebook Page?

PEOPLE HAVE PROFILES, BUSINESSES HAVE PAGES

Owners vs. Admins

Choose your category

Name, address, phone

GET PERSONAL

Add your logo

Invite friends/import contacts

Add about info (225 characters)

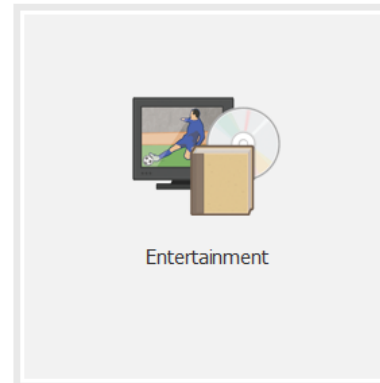
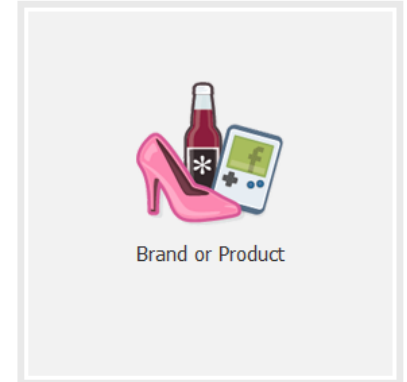
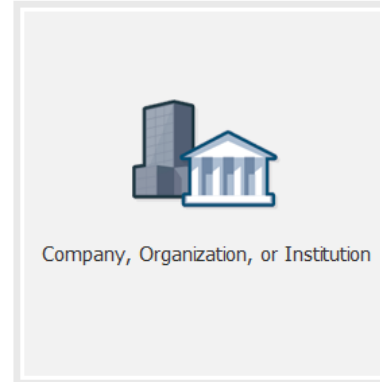
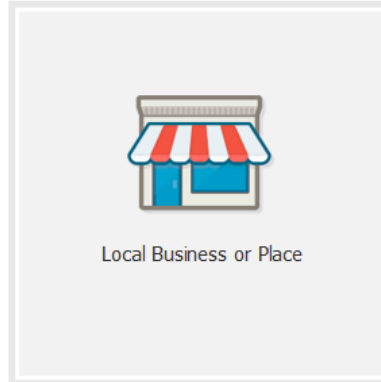
Add photos, videos, audio

TIE IT TOGETHER

Link to your website

Add your blog RSS

Link to Twitter, YouTube, Flickr



YOU CAN DO IT

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How do I get more fans on Facebook?

ONLINE INTEGRATION

“Like” button in prominent place
Social icons on blog posts (AddThis)
Email signatures



SPREAD THE WORD

Brochures, flyers, business cards
In-store signs & bulletin boards
Email newsletters

MAKE YOURSELF LIKEABLE

Bribes still work
Set expectations
Follow through

TRUE POPULARITY BEGINS WITH TRUST

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What else can I do to promote my Page?

FACEBOOK ADVERTISING

Use eye-catching pictures (110x80)

Short message (135 characters)

Personalize your pitch

TARGET YOUR AUDIENCE

Geo-target by city, zip, & radius

Age & birthday

Education level

Relationship status

Interests & hobbies

TALK TO YOUR NETWORK

Reach friends of fans

Talk to existing fans

Change often

SAY SOMETHING INTERESTING

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THANK YOU.

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