

About Social Media and its Relatives and How to Use Them for Business Success Rather Than Only for 'Play'

Social media is the new kid on the block. It is so new that most business owners have only heard about it, but have no clue what it all encompasses. Even the ones who think they know what social media is, believe it has everything to do with Facebook, Twitter etc. While Facebook and Twitter are part of social media, they are only a small, - a very small - part of it.

Social media is the new and modern version of infomercials. Infomercials have worked very well for companies or products which are sold in a very large geographic area. This is because of the cost of putting them on.

If you have a small store front, dental practice, restaurant, - any business which does business in a relatively local area then radio, or a B2B, such as a manufacturer, TV (infomercial or regular advertising) probably did not work for you.

That is because the cost of putting those ads on is simply too much to have a worthwhile return of investment (ROI) -- too few people qualified to purchase your products would watch or listen to them.

It only works if you are McDonald's and have 15 stores paying for those ads in one big area and because of that, they can put on 15 times more ads, which in return gives you a 50 % - 80 % price-break in the commercial and for which McDonald's simply purchases even more commercials.

Thus getting about 30 – 50 times more bang out of the money than you the small guy.

As good as infomercials and other ads on TV might be – you the small guy stands no chance.

Until now that is!

The Internet with the social media changes all that.

The social media IS the new 'infomercial' wave – and it is far more powerful than the old, regular infomercial.

Why?

Because of its low cost of course, but mainly because you will be able to put literally dozens and dozens of small infomercials up on literally hundreds of channels.

In fact you can and must put each and every video up 50 – 10 times on all 50 – 100 channels.

10 videos put up 50 times each with different key words and different titles on about 50 different internet channels will give you 25,000 (10X50X50) videos exposure on the internet!

Realize that this large fantastic exposure is what you need to put out to make an impact for your prospects to notice you and to have Google dish you out instead of your competition – every time!

And here is something very, very important for you to know as otherwise you might dismiss a super important, super inexpensive vehicle, to promote your business.

Your prospective clientele, patients, customers etc do NOT have to frequent those Internet channels where your infomercials will be appearing.

They usually do not.

It will be Google, Yahoo, reporters, and just the people watching who will be directing your prospects to your infomercial!

Yes, Google will browse all the hundred sites like Youtube, Flickr, Kewego and will find your videos and will showcase them on the search results on their site.

And because you are (will be) on so many different sites they will love you. They will also love you because they love to showcase any video. (Did you know that 6 billion videos are watched every month on the internet?)

Also the public at large and even the reporters who somehow will step onto your videos will have a very easy (and these days a very accepted way) of passing on your info by simply putting your video on THEIR Facebook, Twitter, MySpace, LinkedIn etc.

They will do that because that is the fashion, and on top of it you will have made it easy for them to post your info on their Facebook, etc. because you will have included a special link which makes it easy to do so.

Even though it is nice and important to have your own Facebook, Twitter etc, it is even much more important that your message makes it on other people's Facebook, Twitter etc. If only one or two people put you on their Facebook or Twitter, you will now be exposed to hundreds of their friends and in turn some of those hundreds will put you on their Facebook, Twitter etc and/or email their relatives and friends.

Here is where the almost unlimited power of viral marketing lays. It all could get started with one video, or email, or one blog - but to make sure it gets started, we send hundreds of thousands of emails and tens of thousands of videos and many blog postings etc.

To summarize:

Social media allows you to have not one, but dozens of infomercials,- not only on one channel but on hundreds, and other very influential and powerful players such as Google will make sure that the right people will see it in larger quantity than you can hope for to be seen by

purchasing a regular TV infomercial for literally a thousand times the price – if not two thousand times.

You must understand that Google, Yahoo, YouTube etc are NOT creating any content and yet are making billions of dollars from putting on contents.

What Steps Do you Need To Take to Make Social Media Bring You Business Improvement Results?

What is the magnitude of exposure needed in Social Media Marketing that will allow you to greatly improve your returns and beat the competition hands down? What is the magnitude that you need to work with in Social Media without having it falling into just 'kid's play' and thus make you only spending time and effort and yet no results?

- Create 10 videos/infomercial.
(This is very simple and a no-cost proposition. Your video can be a simple 2-3 min video with just you speaking. Do not be caught up in trying to have fancy backgrounds and graphics to the point of stopping the production of your videos.)
- Scripting your videos so that they portray your expertise and specialty and modern equipment in the best way
(There IS simply no better way to portray that you are a "good whatever" than videos/ infomercials -- except press releases and making yourself a best-selling book author – something Flasch Marketing Experts knows how to attain for you.)
- Submitting your video/infomercials to 50 – 100 web sites like Youtube, Yahoo Video, Kewego etc
(This is a process that is easy to do, however time-consuming. And you will need to formulate your videos to the submission specifications required by each site. Ask us about how to do this with automation.)
- Creating about 50 different profiles on about 60 – 100 different video-submitting sites such as YouTube, Kewego, Flickr, Yahoo video etc.
(This needs to be done to be able to submit your videos over and over again, otherwise – if you have ONLY one website profile like in YouTube – you will be blocked from submitting the same video to YouTube with slight keyword and title variations. You need different profiles in YouTube, and also other sites, to be able to submit your videos again. In any case creating 50 profiles by hand will take you about 20 weeks of a fulltime person working (@ \$ 15 an hr, 40 hrs a week + tax = approximately \$14,000) Even though in the long run it would be well-worth your return, check with us how to save time and money through automating this profile creation process.)
- Re-submitting all videos/infomercials approximately 50 times over a few months period to the 50 different profiles mentioned above
(Each re-submission should have a different title and different, but related keywords and thus have a super powerful effect in terms of being found but you MUST submit to different profiles otherwise it will not work -- look at the calculation: If you have made 10 videos, which we recommend to start off with, and submit each of them to 50 sites, but submit each of the 10 videos 50 times you get 25 000 videos on the internet That IS the magnitude needed to get the exposure you need to succeed and beat the competition hands down – everything else is kid's play and you will walk away wondering why it does NOT work for you!)
- Coding the videos correctly with keywords so that Google will show your videos anything from 3 – 7 times (sometimes all 10 times) on the first page for not only one but for most keywords in your field *(Again, let me point out that each of the 25,000 submissions should have*

slightly different key words and titles and how important this is for your exposure)

- Creating a BLOG web site (which is really just a web site that can be edited easily, like writing an e-mail and where people can respond. This makes the site very interactive, which is the name of the game of the Internet. Also Google loves sites which are updated a lot - many times a week - and BLOGS are achieving that.)
- Uploading all of your videos, as well as other articles on your BLOG so that people can comment.
- Making sure that every time a new video or articles gets posted on your blog your Twitter and Facebook, MySpace, Linkedin account etc gets updated automatically.
(If all those things are NOT done fully automated the chances that you will never ever do it is almost 100 % because it is so time-consuming. Again, talk to us about how to do the blog postings more automated.)
- Posting your videos as well as other announcements and newsletters on about 5-10 different Craig's List categories everyday. Craig's List is a popular directory that gets 50 million unique (different) viewers every month.

You need to create 3-5 unique messages, each one with a link to get people to your sites and a link for others to share your posting on their social media sites.

(As Craig's List is only allowing a posting every 3 days for one account which has to be linked to a unique phone number, this means that to post your 5 unique messages, you need about 15 different accounts with Craig's List and 15 different phone numbers. If you need help in this, we can take care of the message design, account setup and will do the postings for you. Keep in mind that your postings will have the buttons for people to link you to their Facebook etc.)

Before you decide that all that work above are not possible to be done, learn about technologies that will automate the whole process for you.

After all, we do not ride horse buggies to the next town any more. We have modern transportation methods that are cheaper, faster and much easier to use!

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