


Should you get on the local social media bandwagon?




Presented by Drew McLellan

Where are we at today?





Monitoring/Listening
Emailing customers regularly
Facebook fan page
Tweeting
Text messaging
Review sites like Yelp
Groupon or other couponing
Location based like Foursquare
QR codes - mobile



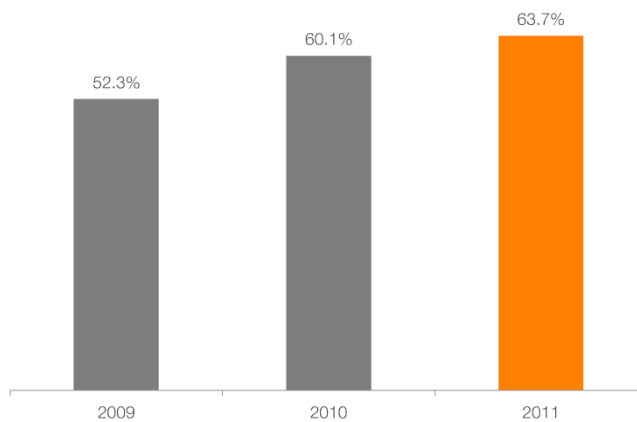
“I don’t have a lot of time or money to spend on marketing. I keep hearing about social media but does it really work? It seems shallow and well....stupid.

Who’s got time to manage all this?”

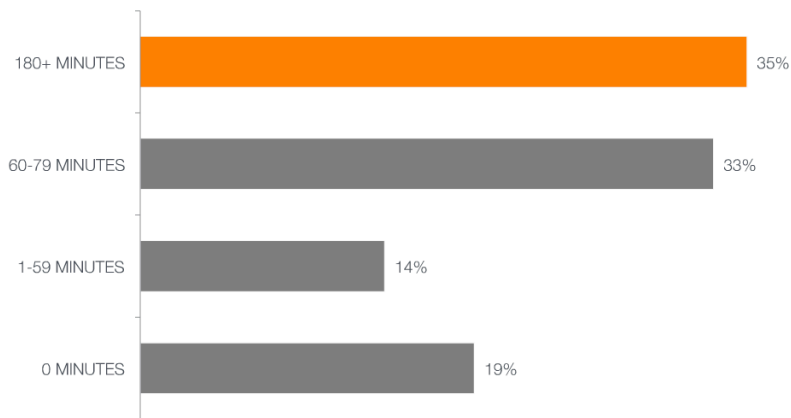
4



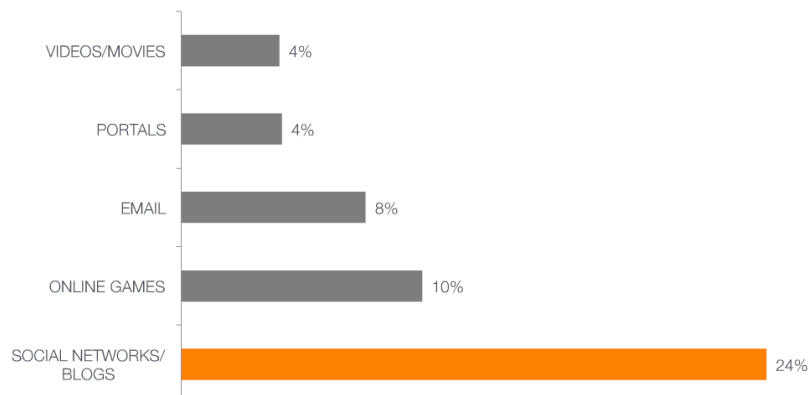
Nearly 2/3 of US Internet users regularly use a social network.



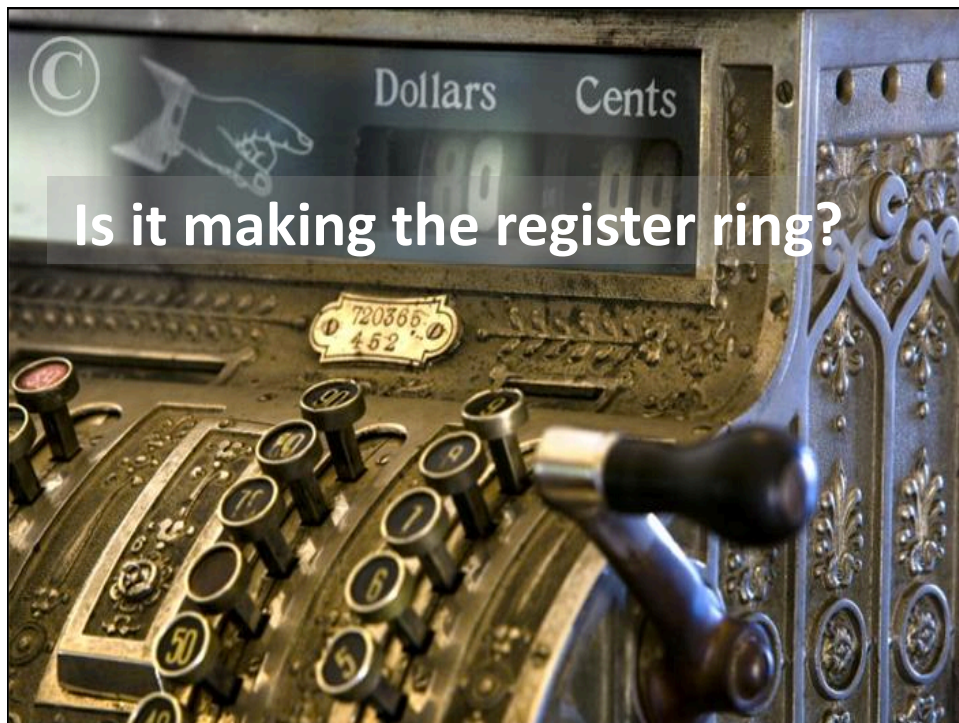
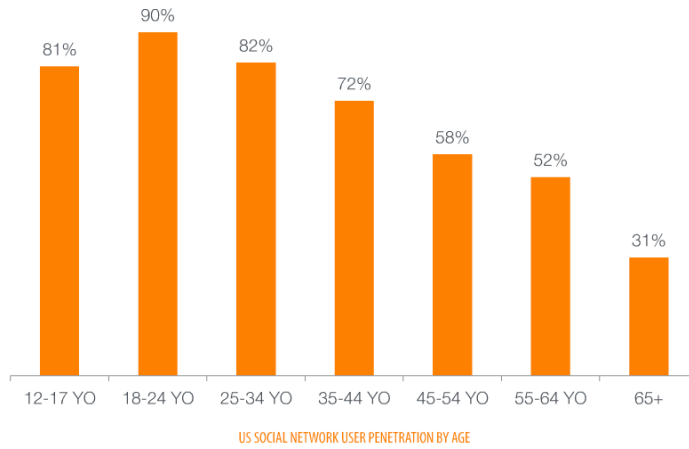
One third of US consumers spend **≥ 3 hours** online **every day.**



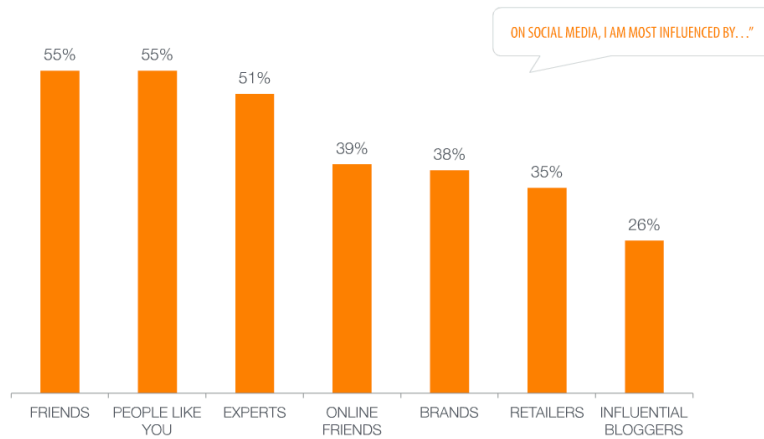
US Internet users spend **3x more** minutes on blogs & social networks than on email.



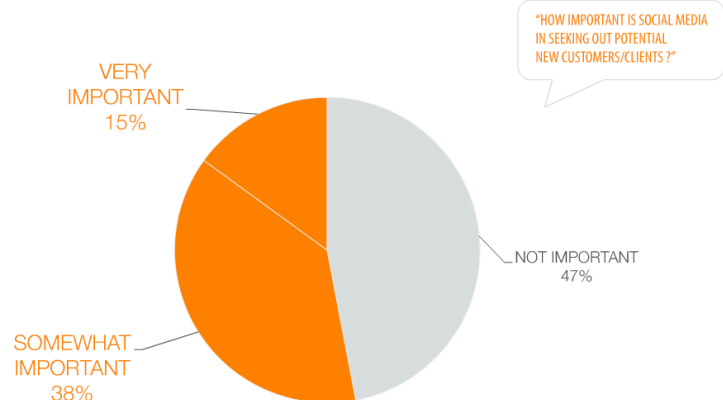
Regardless of age,
we're social networking.



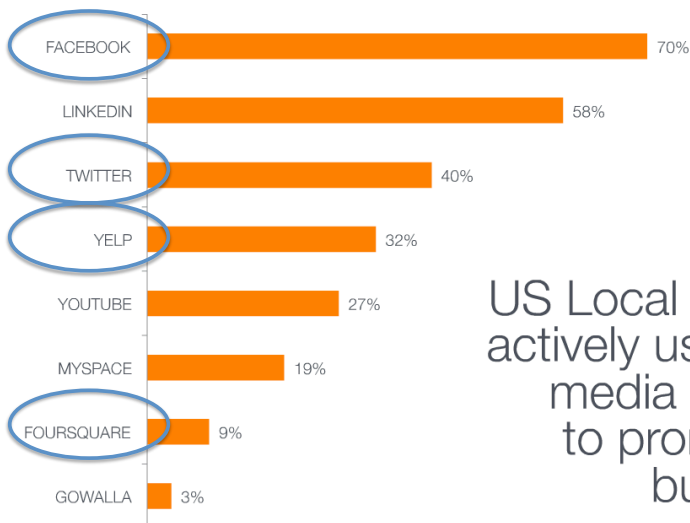
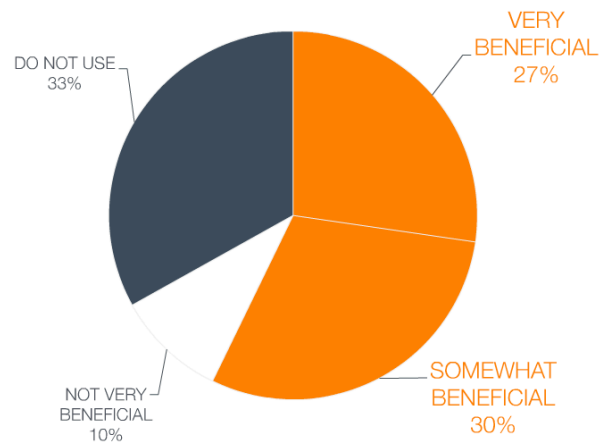
Social media conversations actively influence purchases.



More than 1/2 of US SMBs say social media sites play an **important role in active sales.**



57% of SMBs say social media is beneficial to their business.



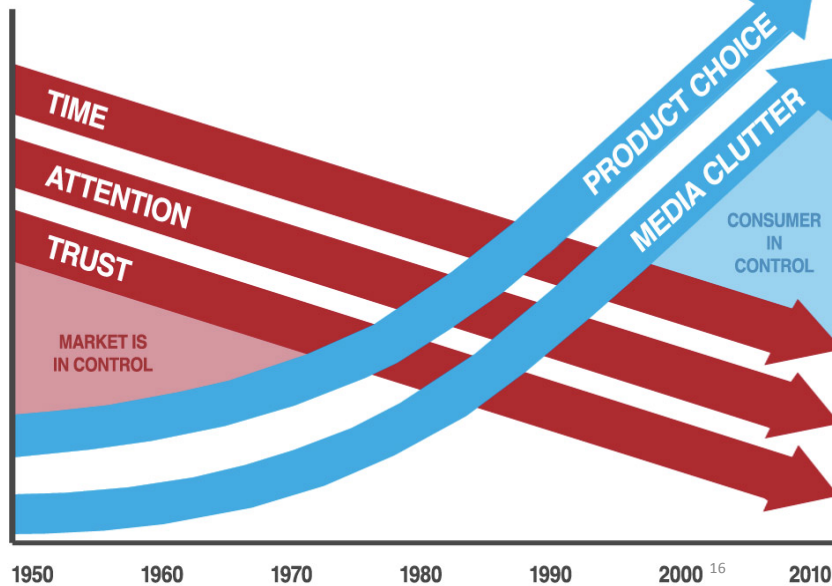
US Local SMBs are actively using social media marketing to promote their businesses.

Times have changed...



...but has your marketing?

Customer shifts





The animals have taken over the zoo

66%

PERCENTAGE OF
BRAND TOUCHPOINTS
NOW GENERATED BY
CUSTOMERS



~~Believer~~
Skeptic!

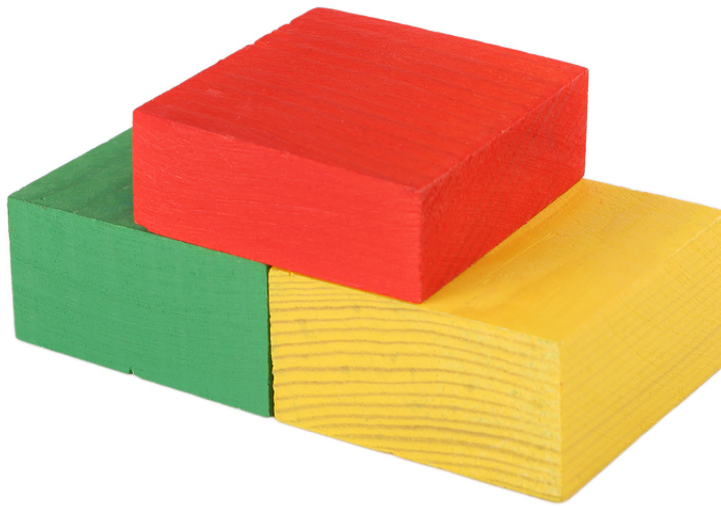




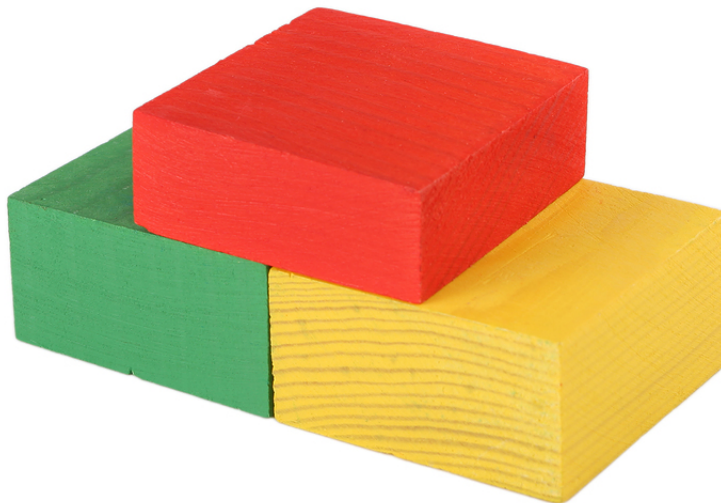


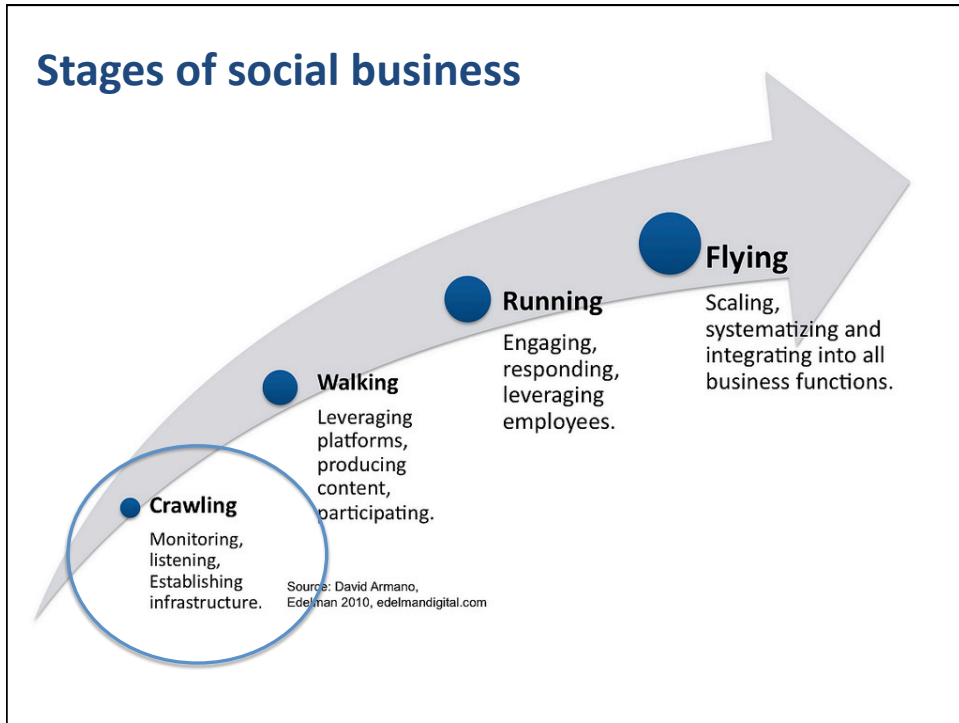


Basic Building Blocks



Fewer...but better





You absolutely have to be listening

Watercooler 

Former Domino's employees tamper with food

Thursday, April 16, 2009



TAGS: [watercooler](#)

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 NORTH CAROLINA (KGO) – Two former workers at a Domino's Pizza in North Carolina are facing charges, after a YouTube video showed one of them doing disturbing things with food he used to make customers' sandwiches.

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SIGN-UP: Get breaking news sent to you from ABC7 News

Multi million dollars loss in revenue.

What's your version of a multi million dollar loss and can you afford it?

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hee-hawmarketing

there is no box.

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December 31, 2006

HURRICANE KOHL'S!


UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this [Kohl's](#) right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.


hmm, I hope they have my size!



[Read more](#)

25
A Top marketing blog




served fresh weekly

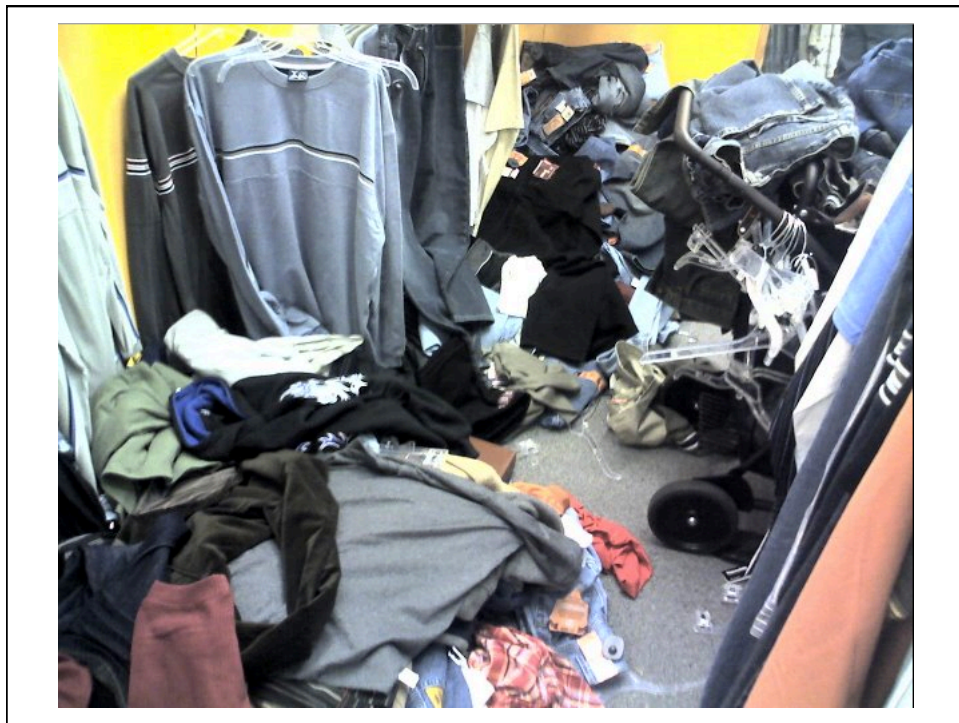


POWER 150
TOP MARKETING BLOGS

WE SUPPORT

WRITERS GUILD OF AMERICA

<p>adliterate</p> <p>Adrants - Marketing and Advertising News With Attitude</p> <p>Adverb: adman of action</p> <p>American Copywriter</p> <p>ANA Marketing Maestros</p> <p>Beantalk Talk</p> <p>Beyond Madison Avenue</p> <p>Bizsolutionsplus</p> <p>brandflakesforbreakfast</p> <p>Canuckflack</p> <p>ChaosScenario</p> <p>chroma</p> <p>Church of the Customer Blog</p> <p>CK's Blog</p> <p>Community Guy</p> <p>Conversation Agent</p> <p>Copyblogger</p> <p>CrapHammer</p> <p>Creating Passionate Users</p> <p>Creative Think</p> <p>Critical Fluff</p> <p>Drew's The Marketing Minute</p> <p>El Gaffney</p>	<p>hmm, I hope they have my size!</p>  <p>I really like the jeans display. Now that's great salesmanship!</p>  <p>And, maybe a nice sweater to go with those jeans?</p> 	<p>WRITERS GUILD OF AMERICA WWW.UNITEHOLLYWOOD.COM WWW.WGA.ORG</p> <p>RECENT POSTS</p> <p>F FX (except IASIP)</p> <p>Tune In Saturdays: Vampire Weekend</p> <p>Blockbuster Video? Nope.</p> <p>The Continuous Digital Divide</p> <p>The Future of Marketing</p> <p>Nonsensical Mathematics</p> <p>Tune In Saturdays: Hey Hey My My</p> <p>Dear Google #2,</p> <p>My iTunes Purchases</p> <p>MUSIC</p> <p>ALBUMS SONGS</p> <p>Built to Spill Caustic... Built To Spill & Caustic...</p>
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there is no box.

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- adfreak
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- American Copywriter

[« The First Time I Wanted to Marry a Phone | Main | Tune In Saturdays: Field Music »](#)

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family, value and national brands.

25
 A Top marketing blog
 served fresh weekly

POWER 150
 TOP MARKETING BLOGS

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- Creative Think
- Critical Fluff
- Drew's The Marketing Minute
- El Gaffney
- exitcreative
- Experience Curve
- Experience Manifesto
- expo86
- Get Shouty
- Greg Verdino's Marketing Blog
- Instigator Blog
- Jaffe Juice
- junior planner i am
- Living Light Bulbs
- Logic+Emotion
- Make the logo bigger.
- Maple Takedown
- Marketing Hipster
- Marketing NirvAna -- by Mario Sundar
- Marketing Profs Daily Fix Blog
- Masi Guy
- Media Orchard, by the Idea Grove
- Meme Huffer

"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.

It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!

Yes customers can be awful, yes they can mess up the departments, yes it is hard to keep up but the pictures here show a store that gave up or does not care.

The comments on this blog are pretty much justified. Remember: Expect Great Things."

From Former Kohl's Employee in comments:

"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."

From Alejandra in comments:

"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help."

From Emily in comments:

"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers.

Built to Spill Caustic...
 Built To Spill & Caustic...

Hey Hey My My
 Hey Hey My My

iTunes Make your own

Ben Yoskovitz
 At work on a Sunday morning. When you're this close to launch, it's CRUNCH TIME!
13 minutes ago

russell to Bloomsbury for bowling
36 minutes ago

Drew McLellan
 Olay, the pressure is off...I went back a few scenes



18



Web [Images](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



Google [Advanced Search](#)
[Preferences](#)



Web

[Kohl's™ Official Site](#)
www.kohls.com Great Savings and a Wide Selection for Your Family and Home at Kohl's!

[Women's Clothing - Apparel & Accessories at Kohls.com](#)  
View women's clothing, apparel and accessories at Kohl's.com - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)  
I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ...
heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

[Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons ...](#)  
Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping.
www.flamingoworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

[Kohl's Coupon Codes - all coupons and promotional codes for kohls.com](#)  
Find and share Kohl's coupon codes and promotional codes for great discounts. Get the best kohls.com coupon at RetailMeNot.com.
www.retailmenot.com/view/kohls.com - 135k - [Cached](#) - [Similar pages](#)

Social Media listening

Names: Who influences your business? Owner? Chef?


Companies: Name of your establishment, ownership group, etc.

Descriptors: City, neighborhood, type of food, etc.

Trends or phrases: fine dining, eating out Ashland, etc.



www.google.com/alerts



Search query:

Result type:

How often:

How many:

Deliver to:


[CREATE ALERT](#) [Manage your alerts](#)

Google Alert for today

From: Google Alerts <googlealerts-noreply@google.com>

Web 7 new results for "drew mclellan"

2012 April
 When you get a chance to talk to a prospect — you want to make sure you talk to them about what matters. And if you're not well prepared...that usually doesn't...
www.drewmarketingminute.com/2012/04

 **Drew McLellan - YouTube**
 5 Lessons on Crowdsourcing a Book | Drew McLellan by suzannehull9 views · Drew ...
www.youtube.com/watch?v=Hobpm63d7d0

How to manage Language translations' using admin side?
 Drew McLellan (Perch) | email 1 hour, 13 mins since original post. But, I CANNOT access the content of that file in the admin side? Vir 1 hour, 17 mins since ...
support.grabaperch.com/index.php?pg=forums.posts...8

MCLELLAN: Making the most of a conference - Business Record ...
 BY DREW MCLELLAN it seems intuitive to us that if we're heading to a trade show as an exhibitor, we should be thoughtful about how to maximize that time and ...
www.businessrecord.com/m/Articles.aspx?ArticleID=17060

Build Your Key Message Hierarchy | Business 2 Community
 Build Your Key Message Hierarchy - Marketing. By Drew McLellan, Published April 15, 2012. Be the first to comment! Share: ...
www.business2community.com/.../build-your-key-message-hi...

Mobile banking 2012
 A look at trends in mobile banking and whether a mobile app or mobile website

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www.Yelp.com

English - Friends Activity **HELP** **Logout**

yelp
Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Welcome About Me Write a Review **Find Reviews** Find Friends Messaging Talk Member Search

Lucca Restaurant
★★★★☆ 21 reviews [Rating Details](#)

Categories: Italian, American (Traditional) [Edit]


420 E Locust
 Des Moines, IA 50309
 (515) 243-1115
<http://www.luccarestaurant.net>

Hours: Tue-Sat 11 am - 2 pm
 Tue-Sat 5 pm - 10 pm
 Good for Groups: Yes
 Accepts Credit Cards: Yes
 Parking: Street
 Attire: Dressy

Price Range: \$\$\$
 Good for Kids: No
 Takes Reservations: Yes
 Delivery: No
 Take-out: Yes
 Waiter Service: Yes
 Outdoor Seating: No

Wi-Fi: No
 Good For: Dinner
 Alcohol: Full Bar
 Noise Level: Quiet
 Wheelchair Accessible: Yes

[Add Photos](#)

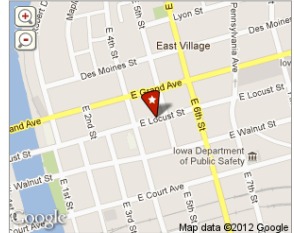
[Work Here? Unlock This Business Page](#) [First to Review](#) 

[Send to Friend](#) [Bookmark](#) [Send to Phone](#) [Write a Review](#)

Marketing Plan
 14 Ideas for Promoting Your Small Business - Download Our Guide Now!
 PRWeb.com

AWeber Email Marketing
 99.34% Email Delivered-So Confident You Can Try It For \$1. Free Support
www.AWeber.com

Ads by Google



90+% of all restaurants are listed and reviewed at least once on Yelp.

Do you know what they're saying about you?

21 reviews for Lucca Restaurant

yelp for Business Owners

Unlock FREE Tools To Grow A Business

Follow these steps to claim the business page for **Lucca Restaurant, 420 E Locust, Des Moines, IA**

Step 1: Create a business account.
Step 2: Confirm your connection to the business.
Step 3: Access your Yelp Business Account

Cancel **Go To Step 1 >**

- Track activity
- Update information (hours, etc.)
- Create check in offers/specials
- Message users (comment on reviews etc.)

urbanspoon Search Sign In

Tulsa > Tulsa > Downtown > Back Alley Blues and...

Back Alley Blues and BBQ

(918) 728-8300

Downtown
 116 S. Elgin Avenue
 Tulsa, OK 74120

backalleytulsa.com...
 on facebook.com

Added by Food Lover
 See all 103 reviews

Cuisine: **Barbecue**

Features: **Late Night, Live Music, Outdoor Dining**

Menu: **\$\$\$ \$10-15 per entree**
 DANK Backalley Beatdown with mac and cheese, Back Alley Beatdown, fried green...

View menu

Hours	M	T	W	T	F	S	S
Breakfast							
Lunch	✓	✓	✓	✓	✓	✓	✓
Dinner	✓	✓	✓	✓	✓	✓	✓
Late	✓	✓	✓	✓	✓	✓	✓

320 people have voted **81%** like it

Add your vote
 I like it I don't

Is this your restaurant?
 Add a badge to your website

Restaurant photos **+ Add a photo**

Ribs and the Mac...
 Back Alley Blues...

All 13 photos >

You might also like...

Albert G's 84%	3.5mi	Corner Cafe 63%	0.9mi
\$\$ Barbecue, Sandwiches/Subs		Diner, Southern/Soul, Breakfast/Brunch	

Critic reviews

Urban Tulsa Weekly July 13, 2011

Do you own or manage Back Alley Blues and BBQ?

Claim today and get a free 30-day advertisement on Urbanspoon.com!

Claiming your business is free, fast and requires no credit card number or any other obligation.

[Claim your restaurant now](#)

To verify that you work at Back Alley Blues and BBQ you will need to answer (918) 728-8300. If you aren't able to answer that phone right now, [let us know](#) and we will call you at a different number.



Take control of your information

Verified owners can edit their restaurant's Urbanspoon page instantly to keep their important info up-to-date and accurate.



Promote your business

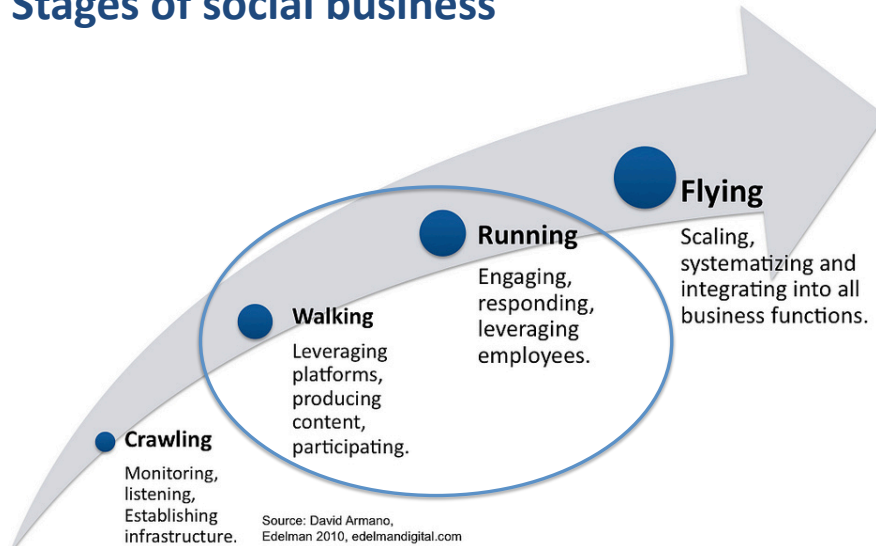
Every month more than 16 million consumers decide where to eat on Urbanspoon.com. Claim your restaurant today and we'll throw in a free 30-day ad! No credit card or any other obligation required.



Online Reservations

Every day top restaurants are choosing Urbanspoon's [Rezbook](#) to take online reservations and manage their tables. Your openings will be displayed to millions of users on [Urbanspoon.com](#) and you won't pay for reservations originating from your own website.

Stages of social business





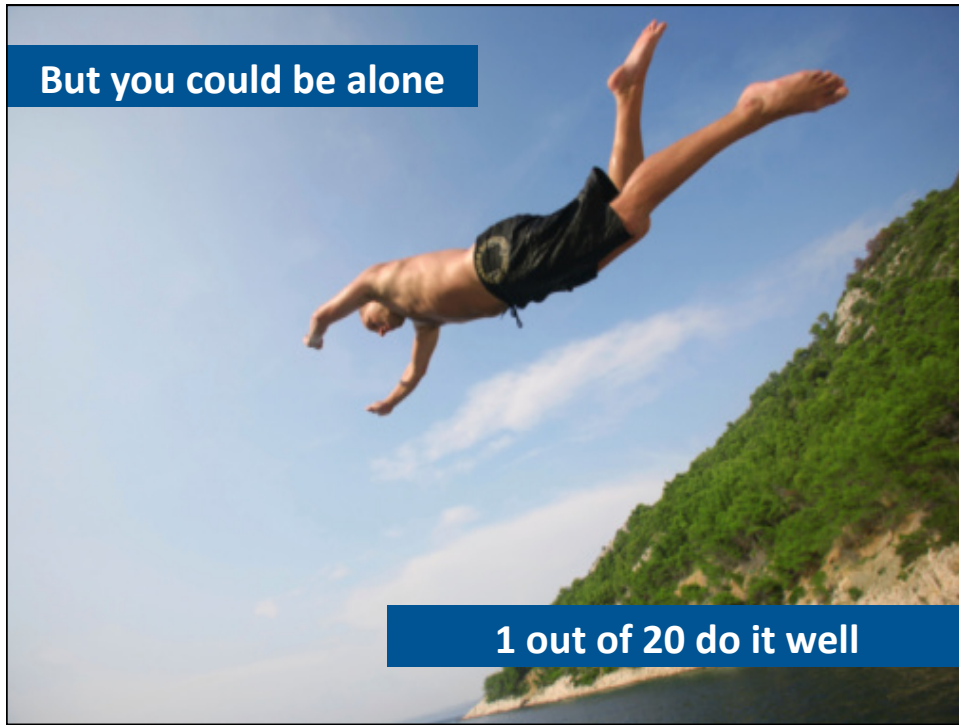
Ready to dive in?

Diving into the conversations



You won't be alone

8 out of 10 restaurants





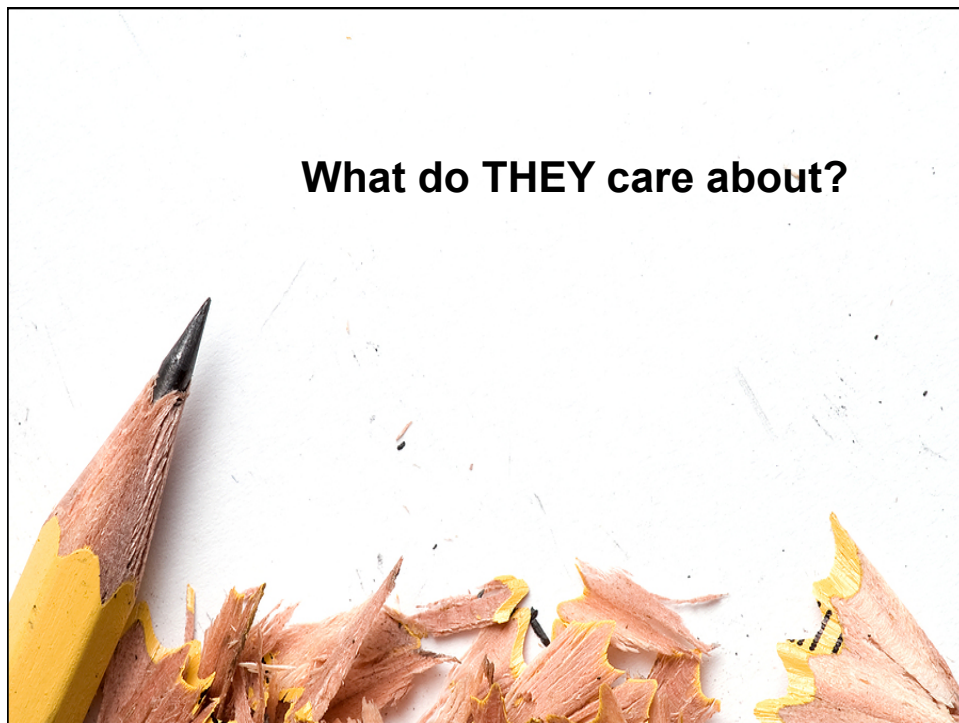
Who is your BEST customer?



Remember the cocktail party rule



8 times them before 1 time you



What do **THEY** care about?

The screenshot shows the Alltop.com website interface. At the top, there are logos for 'Alltop' and 'BIGSTOCK' with the tagline 'time to switch.' The URL 'www.Alltop.com' is displayed in a pink banner. Below the navigation bar, there are tabs for 'Hot Topics', 'New Topics', 'My Recent Topics', 'MyAlltop', and 'Holy Kaw'. A search bar is present on the right. The main content area is titled 'Results' and contains a grid of topic tags. The tag 'Parenting' is circled in blue. Other visible tags include Pacific Northwest Street Food, Pain, Palestine, Parkinson's Disease, PC Magazine, Pepsi, Personal Finance, Philadelphia, PA, Photography, Pittsburgh Steelers, Pluserati, Poland, Portland, OR, Pottery, PR Newswire, Packaging, Paintball, Paralympics, Patents, Peak Oil, Perfume, Personal History, Philippines, Photoshoph, Pittsburgh, PA, Podcasts, Politics, Positive Psychology, Power150, PR.com, Pagan, Pakistan, Paramedic, Pathology, Penn State, Perl, Pets, Philosophy, PHP, Pizza, Poetry, Pop Culture, Post-Traumatic Stress Disorder, Poynter Online, Pregnancy, Paid Search, Pabo, Parenting, PRR, Pens, Personal Achievement, Pharma, Phoenix, AZ, Physical Therapy, Plumbing, Poker, Porsche, Posterati, PR, and Printing.

The screenshot shows the Facebook page for the Oklahoma Restaurant Association. The page header includes the name 'Oklahoma Restaurant Association', 230 likes, and navigation options like 'Like', 'Message', and 'Export friends!'. The main content area features a post from the association dated March 30, 2012, with the text: 'Did you know that every dollar spent in eating and drinking places in Oklahoma generates an additional \$1.13 of sales for the state economy? EAT OUT OFTEN!'. This post is circled in blue. Other elements on the page include a 'Highlights' section, a '2 Friends' section, 'Recommendations', 'Likes' (listing Choc Beer, National Restaurant Association, Rib Crib BBQ & Grill, and National Restaurant Association Restaurant, Hotel-Motel Show (NRA Show)), and a 'Sponsored' section with ads for 'Get Motivated Des Moines!', 'Los Angeles Dodgers Shop', 'You're Being Googled!', and 'Extole'.




OKLAHOMA SAVE & SHARE: 0 ITEMS REQUEST FREE BROCHURES SEARCH

THINGS TO DO | CITIES & REGIONS | HOTELS & LODGING | DINING | INTERESTS | **FESTIVALS & EVENTS** | TRAVEL TOOLS

REFINE YOUR SEARCH | **CHANGE YOUR SEARCH**

Results displayed per page: 10 | 20 | 40 | Results 1-10 of 44 | 1 | 2 | 3 | 4 | 5

Sort: Alphabetically Date City

	Footloose Festival Apr 21, 2012 Elmore City Community Center, Elmore City, OK 73433 Celebrate the town that inspired the 1984 movie "Footloose" with a trip to Elmore City's Footloose Festival. The 32nd ... read more...	Type: Fairs & Festivals
	Pontotoc County Quilt Show Apr 27, 2012 - Apr 28, 2012 Pontotoc County Agri-Plex, Ada, OK 74820 The Pontotoc County Quilt Show, an annual quilt show held in Ada, features over 300 quilts on display and over 20 ... read more...	Type: Craft/Hobby Show
	Arbuckle Simpson Nature Festival Apr 27, 2012 - Apr 28, 2012 Murray State College, Tishomingo, OK 73460	Type: Nature/Agriculture Event, Educational Event, Wildlife/Animal

RHYTHM & HUES
RHYTHM YOU CAN FEEL ...
MAGIC YOU CAN TASTE.
Oklahoma City
Convention & Visitors Bureau
VISITOKC.COM

SEARCH THE SITE.
(THEN ENJOY THE NIGHT)

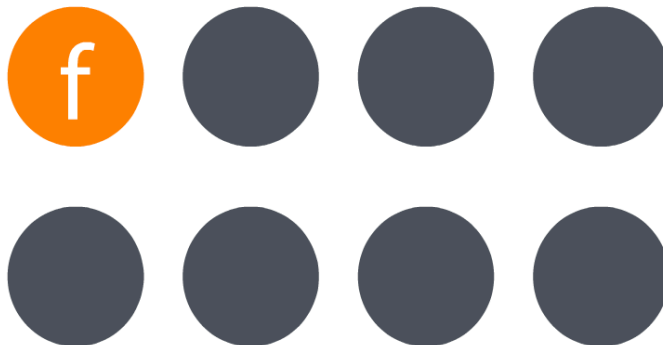




You simply cannot ignore the giant in the room



**1 out of every
8 minutes**
online is spent on Facebook.



93% of US adult Internet users are on Facebook.



Facebook...

- More than 600 million users**
- 50% of users log on every day**
- Fastest growing demographic is 55+**
- Biggest demographic is 35-44**



Track progress and engagement

facebook Home Profile Friends Inbox 24 Brad J Ward Settings Logout Search

[Ads Manager](#) | [Pages](#) | [Help](#) | [Switch to the Old Insights](#)
Promote your page

Welcome to your new Insights Page. close
Facebook allows you to engage with your fans in more ways than ever before – and Insights now allows you to dive into the context of those interactions with deep analytics. We now show you how users are interacting with your page, broken down by Wall posts, likes and comments. Your Post Quality shows you how engaging your posts are to your fans, and your star rating compares your Post Quality to other pages of similar size. Your Fans Over Time graph now lets you track when users decide to unsubscribe from your posts in their News Feed. And we now provide statistics on where your fan base is located and which languages they speak. If you would like to export your reports, please click "Switch to the Old Insights" in the menu above and follow the Export link. Check back frequently, as we will be adding new metrics in the coming weeks and months!

69 Interactions This Week [?]

51 Likes 26 Comments 18 Wall Posts

1.4 ★★★★★
Post Quality [?]

Fans Who Interact With UMASS Amherst

Interactions Over Time [Learn more](#)

Choose a graph: Interactions

Total Interactions Comments Wall Posts Likes

54 Active Fans This Week [?]

↓ -4 Since May 06

		Male	Female		
		56%	44%		
	13-17	0%	0%	0%	
	18-24	25%	0%	25%	
	25-34	31%	19%	50%	
	35-44	0%	25%	25%	
	45-54	0%	0%	0%	
	55+	0%	0%	0%	

Top Countries	Top Cities	Top Languages
United States	49 Amherst	11 English (US)
		52

How do you get them to like you?



By 2013 — 50% of web traffic will come from mobile devices.

By 2020 – the #1 way to access the web will be a mobile device.

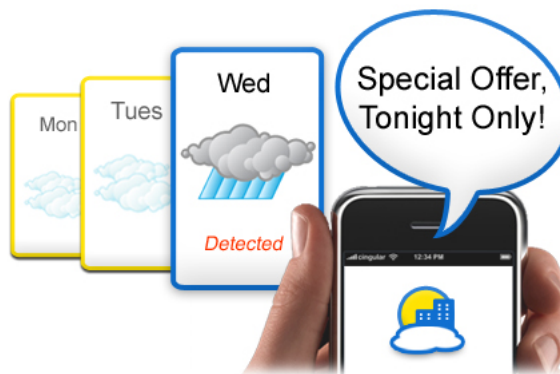
91% of mobile users consume social media on their mobile device.

1 in 2 Americans have a smart phone.



Mobile as the everything

1. How could I utilize text messaging? What would be valuable enough to get customers to share their cell numbers?
2. My customers carry their “camera” with them 24/7. How could I use that in my marketing?
3. Location, location, location!



Specials
Drive traffic on slow days
Encourage reviews



FREE DOWNLOAD

Instagram
Fast beautiful photo sharing

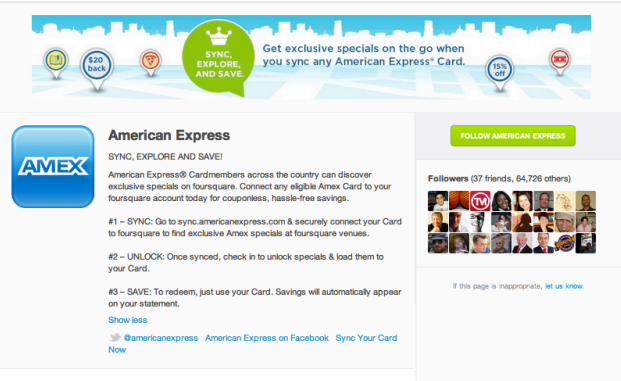
Meet Instagram
It's a fast, beautiful and fun way to share your photos with friends and family.

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too – it's as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?

Available on the **App Store** GET IT ON **GOOGLE PLAY**

Foodspotting
Pinterest
Instagram



Get exclusive specials on the go when you sync any American Express® Card.

AMEX **American Express**
SYNC, EXPLORE AND SAVE!

American Express® Cardmembers across the country can discover exclusive specials on foursquare. Connect any eligible Amex Card to your foursquare account today for couponless, hassle-free savings.

#1 – SYNC: Go to sync.americanexpress.com & securely connect your Card to foursquare to find exclusive Amex specials at foursquare venues.

#2 – UNLOCK: Once synced, check in to unlock specials & load them to your Card.

#3 – SAVE: To redeem, just use your Card. Savings will automatically appear on your statement.

Show less


@americanexpress American Express on Facebook Sync Your Card Now

FOLLOW AMERICAN EXPRESS

Followers (37 friends, 64,726 others)

If this page is inappropriate, let us know.

Checking in
Saving \$
Reviewing





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features

Multiple Networks
Save your time and your sanity. Monitor and post to multiple social networks, including Facebook and Twitter using the HootSuite dashboard.

Custom Analytics
Show off your social media success. Create custom reports from over 30 individual report modules to share with clients and colleagues. Track brand sentiment, follower growth, plus incorporate Facebook Insights and Google analytics all without leaving the dashboard.

Team Collaboration
HootSuite's Pro and Enterprise plans allow you to have multiple contributors to your social profiles without sharing passwords. Assign messages for follow-up and track responses. From help desk to marketing, engage audiences at every level of your organization.

Schedule Messages
Ensure your messages never get missed. Draft and schedule messages to send at a time your audience is most likely to be online. And with HootSuite Pro and Enterprise plans you can batch-schedule up to 50 unique messages at one time.

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• HootSuite Aims For Bigger Game and Localizes for Brazil ~ News...
• The Shift to Social Business ~ HootSuite University Lecture Series
• Five Best Practices for New Facebook Pages ~ HootSuite University...
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features

Multiple Networks

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- HootSuite Is a 2012 Webby Awards Nominee ~ Vote for Us
- HootSuite Aims For Bigger Game and Localizes for Brasil ~ News...
- The Shift to Social Business ~ HootSuite University Lecture Series
- Five Best Practices for New Facebook Pages ~ HootSuite University...
- HootSuite Continues Brazilian Outreach with Orkut App Integration

[View All Posts >](#)

www.HootSuite.com

hootsuite.com/dashboard#/publisher

I don't even think airports should be open at 5 am! #toearyl

Add a link...

April 2012

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

2012-04-18

5 : 10 AM PM

Email me when message is sent

Want to save time? Try the bulk message uploader

Schedule

List Day Week Month

- DrewMcLellan
- Drew McLellan
- Drew McLellan
- Drew McLellan

All Clear + Show all

The screenshot shows the HootSuite.com interface. At the top, the URL "www.HootSuite.com" is displayed. Below the header is a "Compose message..." bar with a search icon and a "Click to select a profile..." dropdown. The left sidebar contains a "Publisher" section with options: "Schedule in Bulk", "Scheduled", "Require Approval", "Past Scheduled", "RSS Feeds", and a bottom status bar showing "Apr 17, 12:13 am (GMT-5) America/Chicago". The main content area shows a calendar view for "Tuesday, Apr 17" and "Wednesday, Apr 18". On Tuesday, Apr 17, there is a post at 5:05pm: "Just got 'off stage' in Tulsa, OK - speaking at the Restaurant Assoc's meeting!". On Wednesday, Apr 18, there are two posts: one at 5:10am: "I don't even think airports should be open at 5 am! #tooeary" and one at 12:10pm: "Great new tool find - thanks to my pal Gavin Heaton http://ow.ly/akirs http://ow.ly/akiv8".

The screenshot shows the Postling.com interface. At the top, the URL "www.Postling.com" is displayed. Below the header is a navigation bar with "POSTLING" logo, "Welcome back, drewmclellan! | Logout", and menu items: "Home", "Community", "Brands", "Users", and "Settings". The left sidebar contains a "PUBLISH" section with options: "Update your Status", "Create a Blog Post", "Upload an Image", and "Upload a Video". Below this are sections for "INBOX", "YOUR POSTS", "DRAFTS & SCHEDULED", "STREAM", and "ANALYTICS". The main content area is titled "Manage Brands" and includes a description: "A brand is a set of social media accounts that you wish to group together. Grouping social media accounts into a brand makes it easy to post content and view comments for those accounts together." Below the description, there is a section for "Drew McLellan (Manage Brand)" with a "(Manage Page)" link. A list of social media accounts is shown: "Search: 'drew mclellan'", "YouTube: drewmclellan1221", "Flickr: Drew McLellan", "Bit.ly: drewmclellan", "LinkedIn: Drew McLellan", "Twitter: DrewMcLellan", and "Facebook: Drew McLellan". At the bottom of the list is a green button with a plus sign and the text "Add New Brand".

www.Postling.com

POSTLING Welcome back, drewmclellan! | Logout Home Community Brands Users Settings

PUBLISH

- Update your Status
- Create a Blog Post
- Upload an Image
- Upload a Video

INBOX

YOUR POSTS

DRAFTS & SCHEDULED

STREAM

ANALYTICS

All Brands **Drew McLella..** + Brand

Drew McLellan Edit

Remove Mark as Read Mark as Unread VIEW All Content

	EricUngs short n sweet. Great advice. "@DrewMcLellan: Be the CMO of Your Own Team ...	Apr 16
	DrewMcLellan @MarkETennant I remember seeing the movie & thinking that was so far into t ...	Apr 16
	MarkETennant #SoLoMo http://t.co/9yIo8KlX via @drewmclellan Nice read...& the Minority R ...	Apr 16
	LeadershipChat RT @drewmclellan: Leaders and Their Flagrant Fouls http://t.co/p398ZAsf fro ...	Apr 16
	Caddie T'Kenye I've worked with people who have come into a counseling setting because of ...	Apr 16
	Janet Thompson Sometimes it takes a tragedy(s) to open one's eyes or heart to re-evaluate ...	Apr 16
	Drew McLellan Caddie – I'm sure that's true too. It hasn't been my personal experience ...	Apr 16

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Publish
Engage
Follow
Manage

Publish

In the old days, you had to "rent" an audience through advertising or PR placements. Now, you can "own" it! PitchEngine makes publishing to your media empire fun and easy with tons of options. Share your Pitch™ with friends, customers or even key journalists and online influencers. You've worked hard to build your brand's reputation and guess what – people are listening. It's time to Get the Word Out™.

Social Networks

Share your content with your friends and customers via Facebook, Twitter or Google+ instantly and for free. We've dialed the Pitch for the best possible performance on the social web.

Search

Publish to search engines like Google, Bing and Yahoo! so that your content can get found. You'll provide powerful back links to your website while garnering search visitors at the same time.

Stream Your Content

Whether it's through a link, a feed, an embedded newsroom or our api, we enable you to aggregate your content to your own online properties. This means each time you publish a pitch it will show up on your website, blog or PitchEngine Facebook Newsroom app.

Email

You've got the list and now you have great content to share. Share a custom message and a link with your contacts and bam! – your Pitch is making the email rounds.

Media Contacts Coming Soon

Send your Pitch to journalists and bloggers using our exclusive Cision® Media Connect tool. We'll find online influencers who match your category or tags so you can pinpoint the ones that matter.

Accelerator Coming Soon

Need an extra boost? Try sending your Pitch to our network of PR pros who just may be able to get you some serious ink! We'll connect you with the right pros and you can make the deal.

Print Coming Soon

If you prefer the smell of fresh ink on paper we can do that too. Each Pitch is formatted to print while including hyperlinks, multimedia content and more.



You can't avoid the water, but you decide how deep



Drew's *marketing* minute

Create a love affair with your customer. ♥

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MOGrocer

Saturday's presentation on social media:

[Download presentation here](#)

Link to Social Media Video:

[Click to view here](#)

Link to Social Media/Grocery chart:

[Click to view here](#)

Link to Social Media Policy Examples:

[www.drewsmarketingminute.com/OK](#)

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