



**BUILDING A  
DIGITAL STRATEGY  
TO MAKE MONEY**

Making Everything Easier!™

2nd Edition

# Twitter Marketing FOR DUMMIES®

## Learn to:

- Use Twitter to communicate with your customers
- Maximize your Twitter presence with unique tools
- Build your network and use it to spread your message
- Measure your success

**Kyle Lacy, @kyleplacy**  
Social media marketing consultant



Erik Deckers and Kyle Lacy



# Branding

How to Use Social Media to Invent or Reinvent Yourself

# Yourself

Foreword by Ann Handley,  
Chief Content Officer, MarketingProfs

QUE  
biztech

[www.kylelacy.com](http://www.kylelacy.com)

[@kyleplacy](https://twitter.com/kyleplacy)

[facebook.com/kyleplacy](https://facebook.com/kyleplacy)

**BUILDING A  
DIGITAL STRATEGY**

[@kyleplacy](https://twitter.com/kyleplacy)  
[kylelacy.com](http://kylelacy.com)

# 75M

## Tweets Sent a Day

**BUILDING A  
DIGITAL STRATEGY**

**@kyleplacy  
kylelacy.com**

# 70%

of active online adult social network users shop online

# 85%

of 40-54 year olds in Canada  
use the Internet

# 300,000

**New Twitter Accounts  
Created Every Day**

**BUILDING A  
DIGITAL STRATEGY**

**@kyleplacy  
kylelacy.com**

# 54M

minutes spent on  
Facebook May 2011

# \$30B

Facebook store commerce  
by 2015 up from 0 in 2010

# +250M

## Mobile users on Facebook

source: Gartner 2010

**BUILDING A  
DIGITAL STRATEGY**

**@kyleplacy  
kylelacy.com**

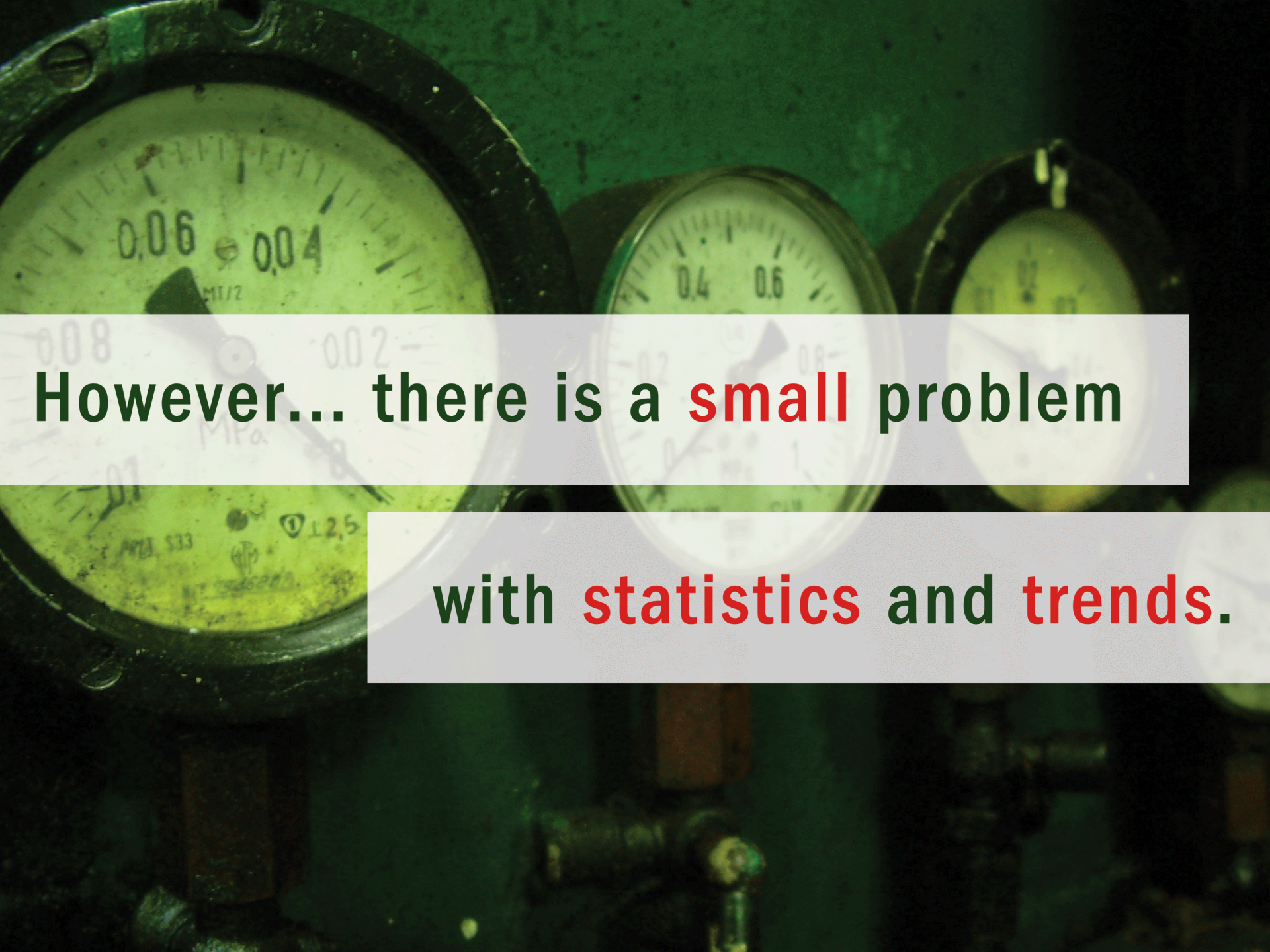
# 6.5

Trillion  
SMS messages sent  
in 2010

source: Informa telecoms and media

**BUILDING A  
DIGITAL STRATEGY**

**@kyleplacy  
kylelacy.com**



However... there is a **small** problem

with **statistics** and **trends**.

They speak to the mass





**Instead of the  
individual**

We **FOCUS** everything on





We **FOCUS** everything on

billboards and direct mail

eyeballs and clicks

**We forget that  
the shift is to the  
consumer**

We forget that  
the shift is to the

**individual**

**If you don't like change  
you are going to  
like irrelevance  
even less.**

Gen. Eric Shinseski



A man in a white dress shirt and a dark striped tie is talking on a mobile phone. He is looking upwards and to the right. The background is blurred, showing an office or public space with other people. The word "MOBILE" is overlaid in large, bold, white capital letters across the center of the image.

**MOBILE**



**MORE TIME  
SPENT ON  
INTERNET  
THROUGH  
MOBILE THAN  
DESKTOP  
COMPUTERS**



Phone



Mail



Web



iPod



A night landscape with a road, mountains, and a sunset sky. The sky is a mix of deep blue and orange. The road is dark with light trails from cars. There are mountains in the background and a road sign in the foreground.

It is a revolution of how we  
**COMMUNICATE**  
not how we do  
**BUSINESS**

Paul Greenburg




**BUILDING A  
SOCIALLY RELEVANT  
BRAND**

# WHAT IS A

**B R A N D**



# ?

A close-up photograph of a woman's face, showing her eye, nose, and part of her mouth. She has long, light brown hair. The background is dark and out of focus. The text is overlaid on the right side of the image.

**A perception or emotion  
maintained by somebody  
other than you.**

**The total experience  
of you.**

**The story of you.**



**900%**

**of online consumers trust  
peer recommendations over  
any other form of marketing**



**INTERACTIONS  
+ FEELINGS  
= BRANDS**

It is the difference between

**TO**

**&**

**WITH**

A man with short dark hair and glasses, wearing a dark suit, a blue shirt, and a patterned tie, stands on a sandy beach. He has his hands raised in a gesture of surprise or emphasis. The background shows a clear blue sky and some buildings in the distance. A semi-transparent dark grey box is overlaid on the center of the image, containing white text.

**It is not about  
doing and saying things  
TO people.**

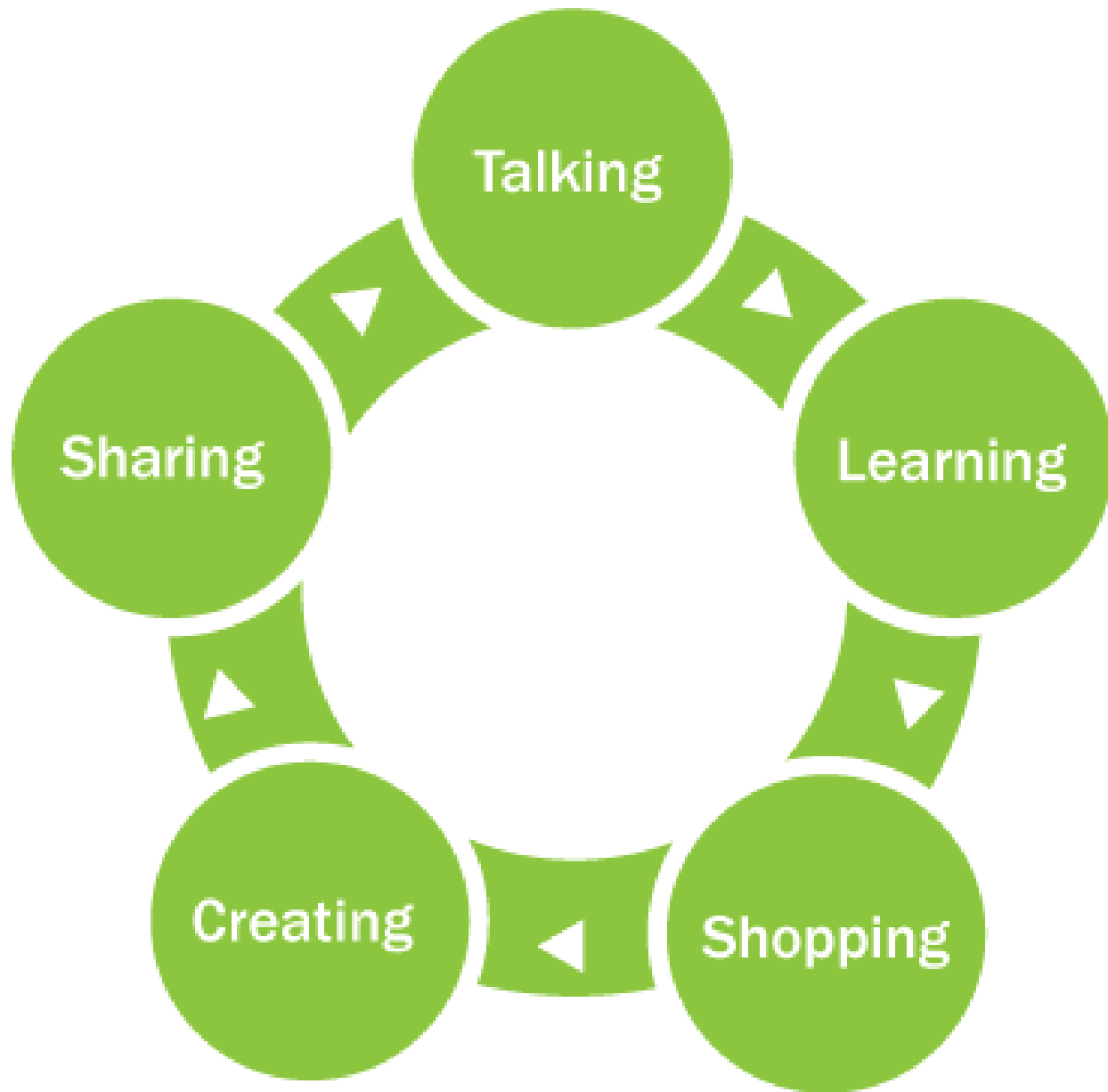


**It is about doing  
and saying things  
WITH people**



# Social Media IMPACTS Brand Reputation







**tips  
and tricks**



1

Education = Trust

# Altum's

WHAT'S HAPPENING AT ALTUM'S : GARDEN CENTER : LANDSCAPING : ALTUM'S HAS THE ANSWERS : ABOUT US : CONTACT US

What type of gardener are you?



New at Altum's

- Plant A Terrarium
- Join us on Facebook
- Order Gift Cards Online
- Watering & Landscape Care Tips
- Store hours:  
Mon – Sat 10a-5p closed Sunday  
closed through Monday Jan 2

At Altum's we are always groundbreaking and always here for you.

Same location. fresh new look.

Ask an Expert

What's bugging you?  
We live for this stuff!  
Find out more!



ALTUM'S CATALOG





are always groundbreaking  
ways here for you.

## New at Altum's

Plant A Terrarium

Join us on Facebook

Order Gift Cards Online

Watering & Landscape Care Tips

Store hours:

Mon – Sat 10a-5p closed Sunday  
*closed through Monday Jan 2*



At Autumn

same locat  
fresh new

## Ask an Expert

What's bugging you?

We live for this stuff!

Find out more!



## Altum's has the Answers

### ● Ask an Expert

What To Do Now

Altum's Recommends

How-to Guide

Gardening Links

Email Sign-up/Mailing List  
Sign-up

## Ask an Expert

### WE LIVE FOR THIS STUFF!

Ask us! We would love to help you out with any gardening question you may have. Fill out the form below and one of our Altum's experts will get back with you shortly!

Name:

Email:

Question:

Q: What is the best time of the year to plant trees & shrubs?

Q: How do I plant a tree or shrub?

Q: When do I fertilize and what product should I use?

Q: How do I know when to water and how much?

Q: How much sun is "Full Sun"?

Q: How much sun is "Partial Sun"?

Q: When is the best time to prune my...

Q: Why didn't my spring bulbs come up?

Q: Why are my evergreens turning brown?

Q: What is the best time of the year to  
plant trees & shrubs?

Anytime the ground is not frozen! You'll often hear that soil and weather conditions



Plants have the  
power to transform  
a garden, a yard,  
even a mood.

ALTUM'S CATALOG





ALTUM'S LANDSCAPE PHOTOS

[altums@altums.com](mailto:altums@altums.com)





What's Happening  
at Altum's

Workshops/Classes

Event of the Month

Christmas Tree Delivery

What Type of Gardener Are

Your Pots Recycling

## What Type of Gardener Are You?

The great thing about gardening and working in your yard is that you can do it your way for your own reasons. There's something kind of perfect about that, don't you think? So...what are your reasons? Are you out there for fun or relaxation? Are you looking for instant gratification, connection, escape, surprises or a source of pride?

How can you make the most of my time in the yard and garden?

» [Take the quiz and find out!](#)



Get the latest news  
on fresh plants and  
fresh ideas

ALTUM'S CATALOG

[see more](#)

# Altum's

## Your Information

First Name

Last Name

 Female
  Male

Address

City

State

Zip

Email

Mobile (receive text updates)

The best way to contact me is:

 Mail
  Email
  Both

I understand that Altum's will only use this information for private purposes to inform me of upcoming events and offers.

## WHAT TYPE OF GARDENER ARE YOU?

If we want you to read our newsletters, postcards and emails, then we'd better make them worth your while. That's why we want to know just a little more about you.

One quick click determines your garden personality and informs us on the answers, ideas and special offers you'll enjoy most. **You'll even get a \$10 OFF coupon!**

### 1. Which one best describes you?

I haven't clocked a lot of time in the yard and garden, but I know where to look for info and I appreciate the expert who supports me with answers.

When I have a choice, I try to turn to natural solutions that do the job and do my part in keeping things a little simpler and greener.

I decide on a project then do what it takes to get it done in a short amount of time.

I really enjoy taking on small jobs that give me instant results.

It makes me feel good to come home to a beautiful yard.

I take pride in my surroundings, what they say about me and how they allow me to express myself.


I buy the same annuals, seeds and/or veggies every year and stick to an overall plan for my yard and garden.

I know what I like and what works for me and am very content to rely on experience.

I'm a garden veteran who looks everywhere for inspiration then works to create something remarkable.

A yard and garden are works in progress and I thrive on the adventure.



So, what type of gardener am I? 



📷 Like · Comment · October 21 at 2:31pm · 🌐



**Merrifield Garden Center** added 3 new photos to the album Creative Landscaping.



📷 Like · Comment · Share · October 21 at 11:46am · 🌐

👍 11 people like this.



**Merrifield Garden Center** For some creative landscaping ideas, be sure to watch our TV show this Saturday, Oct. 22. MGC Landscape Designer Joshua Dean will share some of his innovative projects that brought his clients' ideas to life. "Merrifield's Gardening Advisor" airs every Saturday at 8 a.m. on NewsChannel 8.

October 21 at 12:11pm · Like · 👍 1 person

Write a comment...

**@RicesNursery**

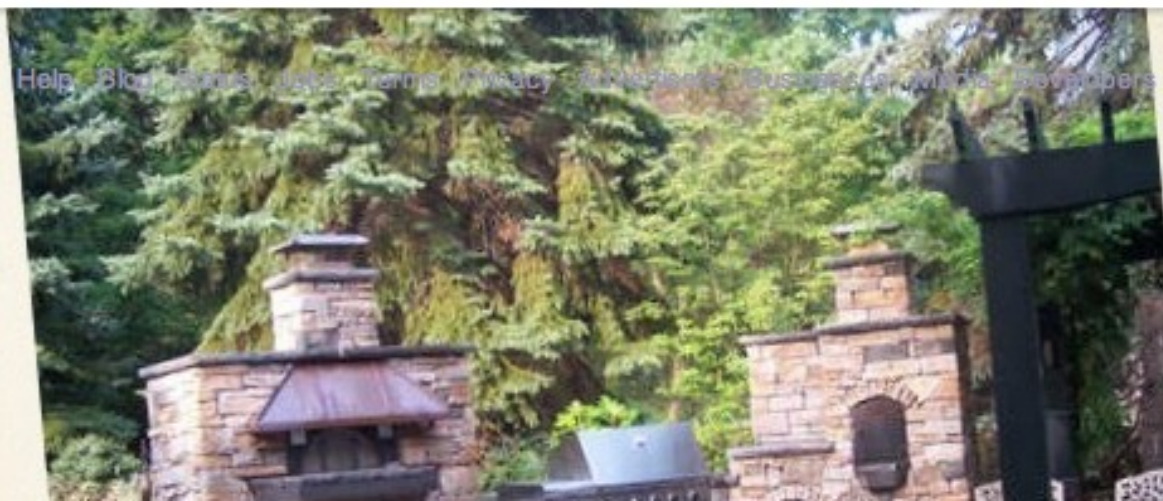
Steve Maddox

Starting RIGHT NOW, All mums and pumpkins are \$1.00! All pansy's are \$.50! Today is a PERFECT day to get all...  
[fb.me/GyK7ZWbg](https://fb.me/GyK7ZWbg)

23 Oct via Facebook  Favorite  Retweet  Reply

WHAT TYPE OF GARDENER ARE YOU?

Why do you spend so much time in your garden? There's no wrong answer. Find what you're looking for and have fun—in your own space.





**2**

# Community Development



Add to My Page's Favorites

#### Information

Location:

16920 SW Roy Rogers Rd  
Sherwood, OR, 97140

About:

At Al's Garden Centers you'll find ideas and inspirations to brighten your indoors and outdoors from our extensive selection of plant material to our home décor, garden accessories and outdoor furniture departments.

Woodburn, Sherwood, Gresham

3 Friends Like This



## Al's Garden Center Like

Wall

Info

Photos

Discussions

Reviews

Events



Al's Garden Center + Others

Just Al's Garden Center

Just Others



Al's Garden Center created an event.



Happy Hour at Al's in Gresham

Friday, February 4, 2011 at 4:00pm

Al's Garden Center in Gresham, Gresham, OR 97080



12 hours ago · Share · RSVP to this event



Al's Garden Center created an event.



Happy Hour at Al's in Sherwood

Friday, February 4, 2011 at 4:00pm

Al's Garden Center in Sherwood, Sherwood, OR 97140



12 hours ago · Share · RSVP to this event



Kerry DeWolf Tintera likes this.



Kerry DeWolf Tintera i will be there!

10 hours ago · Flag



Al's Garden Center created an event.



Happy Hour at Al's in Woodburn

Friday, February 4, 2011 at 4:00pm

Al's Garden Center in Woodburn, Woodburn, OR 97071



12 hours ago · Share · RSVP to this event



Al's Garden Center Attend our free Fruit Tree Pruning seminar Saturday, January 29th 10am in Woodburn and 1:00pm in Sherwood to learn more on pruning fruit trees.



Pruning an Apple Tree.MOV

bit.ly

It's a good time to prune your fruit trees. Mark Bigej from Al's Garden Center shows you how to prune your tree in a few simple steps.

Create an Ad

Connect With Friends



Share the Facebook experience with your friends. Use simple invite to connecting.

More Ads

## What's Happening At Altum's

● Workshops/Classes

Sale/Event of the Month

Christmas Tree Delivery

What Type of Gardener Are  
You?

Drop Your Pots Recycling

## Workshops/Classes

**Saturday, January 21st at 10:30a**

**A Breath of Fresh Air- Beneficial Houseplants**

Time to add oxygen to our winter homes! Learn which indoor plants work overtime to detoxify the air, reduce stress and ease depression. Plus, learn about the power of aromatherapy and the joy of incorporating indoor plants into your home. Come discover the many benefits of these resilient, hard to kill, low-maintenance beauties.

**Saturday, January 28th at 10:30a**

**Terrariums Workshop**

Discover the hottest trend in indoor gardening! These lovely miniature landscapes bring the natural world indoors and require minimal care. Plant one up in this hands-on workshop- bring your own clean glass vessel or choose from our selection. \$7 class fee + materials used.

SEATING IS LIMITED, SO SIGN UP EARLY to SAVE YOUR SPOT.

Please call 317-733-GROW (4769) or email us at [askaltums@altums.com](mailto:askaltums@altums.com)



Get the latest news  
on fresh plants and  
fresh ideas

ALTUM'S CATALOG

see more

A close-up, slightly blurred image of a US dollar bill, showing the intricate patterns and the eye of the portrait. A white banner is overlaid across the middle of the image.

**3**

# Lead Generation

**Facebook.com/ads**



# Kyle Lacy

Principal at MindFrame Studied Marketing at Anderson IN Lives in Indianapolis, Indiana In a relationship with Rachel King From Anderson, Indiana Born on May 24 Add languages you know Edit Profile



Share: Status Photo Link Video

What's on your mind?



Kyle Lacy was tagged in Bob Burchfield's album.



### Wall Photos

Should have included a photo of "Branding Yourself," the new Kindle social media book on inventing/reinventing yourself, by Kyle Lacy and Erik Deckers. Here it is...

24 minutes ago



Kyle Lacy was tagged in Brandon Coon's album.



### People You May Know



Donna To 28 mutual Add as



Amy Grace 62 mutual Add as

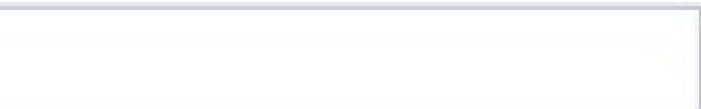
### Sponsored

#### Lightbound IP Service



#### Good public speaker presentation conference

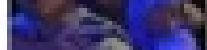




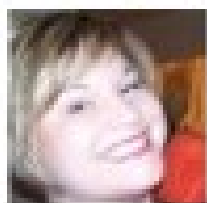
1.

oto of "Branding  
social media book on  
rself, by Kyle Lacy and Erik

1.



[Add as friend](#)



**Amy Grace Buck Boyer**

[x](#)

62 mutual friends

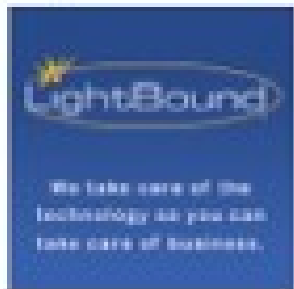
[Add as friend](#)

**Sponsored**

[Create an Ad](#)

**Lightbound IP Services**

[x](#)

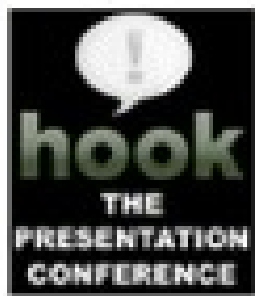


LightBound providing –  
Internet, Voice, Colo,  
Disaster Recover, VOIP  
PBX's, Transport,  
Virtual Hosting,  
Managed Services

**Good public speaker?**

[x](#)

[presentationconference.com](http://presentationconference.com)



Attend Hook: The  
Presentation  
Conference! Make an  
investment in yourself  
& discover the secrets  
to delivering a killer  
presentation.

## Advertise on Facebook

Account: #56041839 (Austin Wechter, USD) ▾

### 1. Design Your Ad

[Design Your Ad FAQ](#)

Destination: External URL ▾ [?]

URL:  [Suggest an Ad](#) [?]Title:  [?]  
25 characters leftBody:  [?]  
135 characters leftImage: [Choose File](#) No file chosen [?]

Preview:

Example Ad Title



Your body text will go here.

### 2. Targeting

[Ad Targeting FAQ](#)

#### Location

Country: [?] 

- Everywhere
- By State/Province [?]
- By City [?]

Estimated Reach

**139,481,760** people

- who live in the **United States**
- age **18** and older

## Location

Country: [?]

Everywhere

By State/Province [?]

By City [?]

Estimated Reach

**139,481,760** people

- who live in the **United States**
- age **18** and older

## Demographics

Age: [?]  -

Require exact age match [?]

Sex: [?]  All  Men  Women

## Likes &amp; Interests

[?]

## Connections on Facebook

Connections: [?]  Anyone

Advanced connection targeting

## Advanced Demographics

Birthday:  Target people on their birthdays

Interested In: [?]  All  Men  Women

Relationship: [?]  All  Single  Engaged

In a relationship  Married

Languages: [?]

## Education &amp; Work

Education: [?]  All  College Grad

In College

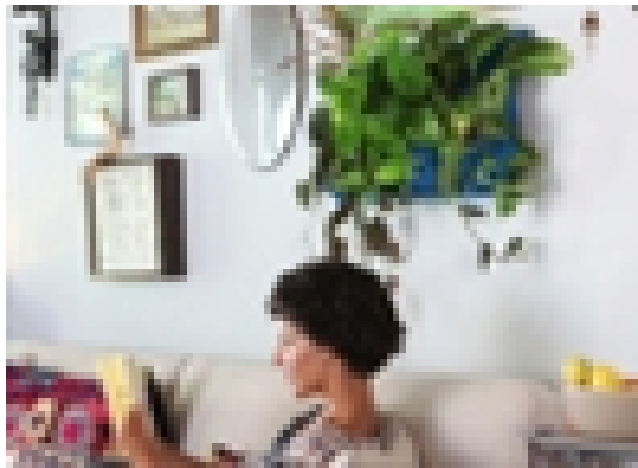
Post-Graduate



**Mary cares about the community, enjoys her son's basketball games, loves maple wood, Tom Cruise, Journey, Elvis, Sleepless in Seattle, wants to keep up with the neighbors.**

**and loves gardening and top chef.**

## Fresh Indoor Gardens



Now you can create an edible garden just about anywhere. Inside or out, even on your walls. 10% off – Use **WALLY** at checkout

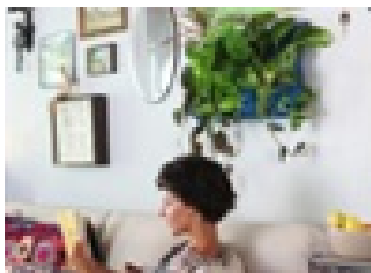
<input type="checkbox"/>	Name	Status ?	Reach ?	Frequency
<input type="checkbox"/>	Vow To Grow Fresh	✔ ▼	1,708	1

### Ad Preview

[Edit](#)

#### Vow To Grow Fresh

woollypocket.com



Harvest fresh and clean food right off your wall. 10% off to urban gardeners who want to make a difference.  
Enter code - URBAN

[View on Profile](#) · [Create a Similar Ad](#)

### Targeting

This ad targets 4,200 users:

- who live in the United States
- age 25 and older
- who like #Denver Urban Gardens, ur

Calculating suggested bid

Impressions ?	Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
0	0	21	0.105%	\$1.50 CPC	\$1.15 CPC

 Edit

### Performance

CTR ▼



urban gardening or urban gardens

### Vow to Grow Fresh Denver



Harvest fresh and clean food right from your home. Join the urban gardeners who want to make a difference. Click here now.

### Grow Fresh Veggies



You are passionate for food that is good, clean, and fair. Now it's time to grow your own! Indoor gardening made easy!

### Is Gardening Your Life?



Jamie Durie does and we do too. 10% off to spruce up your indoor and outdoor garden. Use the Code DURIE at checkout.

### 10% off Our Wally!



Just because we love Facebook! Check out our products and get 10% off when you enter the code – WALLY

### Is Gardening Your Life?

[woolypocket.com](http://woolypocket.com)



Jamie Durie does and we do too. 10% off to spruce up your indoor and outdoor garden. Use code DURIE at checkout

### Grow Fresh Veggies



Food should be fresh, clean, and fair. Sustainable agriculture is the future of food and we are helping YOU grow fresh.

### Garden with Your Kids

[woolypocket.com](http://woolypocket.com)



Revolutionize the way your child learns about food, health, and the environment. Start your Woolly Garden today.

### Lush Concrete Gardens

[woolypocket.com](http://woolypocket.com)



Harvest your concrete jungle by growing an edible garden on your patio walls. Start your Woolly Garden today!

**[Linkedin.com/ads](https://www.linkedin.com/ads)**



1 Create Ad Campaign

2 Targeting

3 Campaign Options

Ad Campaign Name:

My Campaign Name

**Campaign Name**  
Give your campaign a name so that you can easily recognize it later. LinkedIn members won't see the campaign name.

Ads In This Campaign

Create up to 15 ad variations to test which image and text performs best.

Ad Variation 1

Ad Destination:

Your web page  
<http://www.example.com>

A page on LinkedIn

Add Image

[Click to enter a headline](#)

Click to enter a description of up to 75 characters to span 2 lines

From: Kyle Lacy

Common Questions

FAQ

- Where will my ads show up?
- What words can I put in my ad?
- What is the Profile Link?
- Will my ad look exactly like the preview?
- What are some suggestions for writing my ad?

[See example ads »](#)  
[Best Practices »](#)

[+ Add a variation \(Optional\)](#)

[Next Step](#) or [Cancel](#)

## Ad Campaign Name:

### Campaign Name

Give your campaign a name so that you can easily recognize it later. Linked members won't see the campaign name.

## Ads In This Campaign

Create up to 15 ad variations to test which image and text performs best.

### Ad Variation 1

#### Ad Destination:

Your web page

<http://www.example.com>

A page on LinkedIn

Add  
Image

Click to enter a headline

Click to enter a description of up to 75 characters to span 2 lines

From: Kyle Lacy

1

Create Ad Campaign

2

**Targeting**

3

Campaign Options

Narrow your target audience using the options below. Filter LinkedIn members by:

- Geography - You must specify at least one geography**
- Company**
- Job Title**
- Group**
- Gender**
- Age**

**Also reach LinkedIn members on other websites through the [LinkedIn Audience Network](#)**

**Next Step**

Go Back

or [Cancel](#)

\*The Estimated Target Audience is an approximation of total member registrations and should not be considered exact.

1

Create Ad Campaign

2

Targeting

3

Campaign Options

Narrow your target audience using the options below. Filter LinkedIn members by:

**Geography - You must specify at least one geography**

List of Locations

- Africa
  - Antarctica
- Asia
- Europe
- Latin America
- Middle East
- North America
  - Canada
    - Alberta
    - British Columbia
      - Manitoba
      - New Brunswick
      - Newfoundland And Labrador
      - Northwest Territories
      - Nova Scotia
      - Nunavut
    - Ontario
      - Kitchener, Canada Area
      - London, Canada Area
      - Ontario, Canada
      - Ottawa, Canada Area
      - Toronto, Canada Area
      - Prince Edward Island
  - Quebec
  - Saskatchewan
  - Yukon
- United States

Selected Locations (9 remaining)

1. Toronto, Canada Area ✕
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Estimated Target Audience\*:

**1,241,930**

LinkedIn Members

Common Questions

FAQ

- What targeting options should I use?
- What geographies can I target?
- Will I be able to change my targeting?
- What is the estimated audience size?

[Best Practices »](#)

**Estimated Target Audience\*:**

**1,241,930**

**LinkedIn Members**

**Common Questions**

**FAQ**

- [+](#) What targeting options should I use?
- [+](#) What geographies can I target?
- [+](#) Will I be able to change my targeting?
- [+](#) What is the estimated audience size?

**Best Practices »**

**Company**

- Select companies by name
- Select categories of companies

**Job Title**

- Select specific job titles

President X |

Similar job titles

- + CEO
- + Vice President
- + Founder
- + General Manager

- Select categories of job titles

**Estimated Target Audience\*:**

**31,922**

**LinkedIn Members**

**Common Questions**

**FAQ**

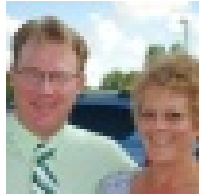
- + What targeting options should I use?**
- + What geographies can I target?**
- + Will I be able to change my targeting?**
- + What is the estimated audience size?**

**Best Practices »**



**4**

## **Empowering Customer Advocates**



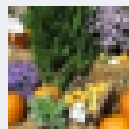
## Sharon Bolling

Savannah and Levi know everything about their business. They have a vast knowlege in their line of expertice.,which is good for me, because I kwow less than nothing. I have various bushes, flowers, and plants{perenniels} that are 7 years old this week all of which came from TLC Greenhouse. You guys are awesome! They would have never survived 1 year without you and all your help. You certainly deserve the award, you recieved for taking what Corrina started and taking it to the next level. A+ and 5 Stars.

Like · Comment · June 23 at 10:39pm · 🌐



2 people like this.



**TLC Garden Center** Thank you Sharon! Did you try those onions yet?

June 25 at 10:48am · Like

Write a comment...



# Sharon Bolling

Owner at Moran Meat Locker Studied at Fort Scott Community College Lives in Moran, Kansas Married

## Work and Education

### Employers



**Moran Meat Locker**  
Owner · Moran, Kansas



**Moran Meat Locker**



**Moran Locker**

### College



**Fort Scott Community College**

### High School



**Uniontown High School**  
Class of 1980

## Activities and Interests

### Other

Bolling's Meat Market, TLC Garden Center

## Basic Information

Interested In Men

Add Friend

Message



## People You May Know

See All



**Julia Ault**  
35 mutual friends  
Add Friend



**Susan Hoopman**  
43 mutual friends  
Add Friend

## Sponsored Stories

See All



**Sulman Mirza and Arthur Charles Van Wyk** like Social Ads Tool.



**Social Ads Tool**  
Like



**David Lindgren** likes Silver Tsunami.



**Silver Tsunami**  
Like

## Sponsored

See All

**Website Not Converting?**  
appsumo.com



Internet Marketers, Entrepreneurs, and Advertisers love Unbounce! Click to find out why.

## Grants for Designers?

- Wall
- Info
- Photos
- Friends

## Friends (136)



**Kyrie Rodke Zender**



**Kylee Mann Skahan**  
MO Southern



**Mike Wolfe**



**Lorequita Gapa Warren**



**Lori H. Rodke**  
C. Arkansas

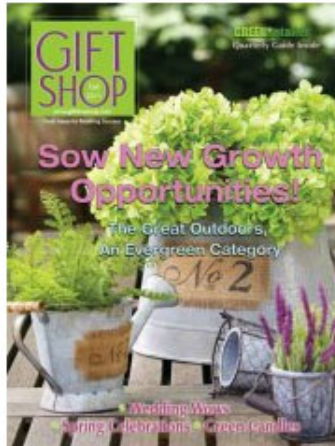


**Julie Procyk Lankston**

facebook



Search



Wall

Info

Friend Activity (1)

Welcome to GIFT SHOP

Subscribe to GSM

Photos

Questions

About

The indispensable trade  
magazine of the gift industry

## GIFT SHOP Magazine

Media/News/Publishing · Hanover, Massachusetts ·



Wall

GIFT SHOP Magazine · Everyone (Most Recent) ▾

Share: Post Photo Link

Write something...



GIFT SHOP Magazine

Dear GIFT SHOP Readers and Friends,

Our trends editor, Becky Tyre will be posting about the latest and greatest trends in the gift industry. Join the conversation and hear what other gift shop owners are saying. That's trends with benefits...

Our [Facebook](#) page never sleeps so whether you're in your pajamas, at the shop or on your phone, you'll always be connected. Check in with us regularly for specials on subscriptions, contests, surveys and even the occasional video. Plus we'll report back on the gift show circuit with the latest hot products and visual merchandising concepts.

Share ideas. Make connections. Post photos. Join the GIFT SHOP community.

Like us on [Facebook](#) today!

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regularly for specials on subscriptions, contests  
occasional video. Plus we'll report back on the  
hot products and visual merchandising concepts

Share ideas. Make connections. Post photos. Join

Like us on [Facebook](#)

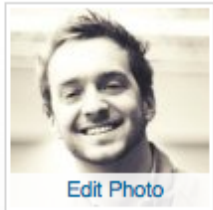
[Forward to a Friend »](#)



**5**

# Building Your Personal Network

Customer Service Execs - Forrester analyst reveals new tech to grow c-sat and deliver insight - From Coveo



**Kyle Lacy** [Edit](#)

Principal at MindFrame, Author of Twitter Marketing for Dummies and Branding Yourself, Speaker

Indianapolis, Indiana Area | Marketing and Advertising

[Edit Photo](#)

[Improve your Profile](#)

[View profile](#)

[Ask for recommendations](#)

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 100% profile completeness

**Kyle Lacy** ✕



**Every aspiring entrepreneur should enter this contest.**

appsumo.com

Enter to win the "Ultimate Entrepreneur's Book Collection". It includes 40 of the top business books, including a few signed copies, to help you with your startup or professional life.

Like • Comment • Share • See all activity • Post an update • 4 days ago

Current **Principal at MindFrame** [Edit](#)

[+ Add a current position](#)

Past **a Socially Creative Company**. Social Media and New Media

Marketing at Brandswag

Graphic Designer at Roundpeg

Marketing/Design at Intelligent Solution & Technologies

Education **Anderson University**

Recommendations **28 recommendations** [Edit](#)

Connections **500+** connections

Websites **MindFrame Website** [Edit](#)

**Portfolio** [Edit](#)

**KyleLacy.com** [Edit](#)

Twitter [+ Add a Twitter account](#)

Public Profile <http://www.linkedin.com/in/kylelacy> [Edit](#)

**Ads by LinkedIn Members**



**PR Master's Degree**

100% Online Master's Degree Program at The George Washington University!

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**MIT Executive Education**

Find MIT Faculty Led Programs on Strategic Innovation. Learn More Today!

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**Know who's calling**

Better caller identification data for Contact Centers. Find out more!

[Learn More x](#)

**Who's Viewed Your Profile?**

**6** Your profile has been viewed by 6 people in the past 3 days.

**21** You have shown up in search results 21 times in the past 7 days.

## Who's Viewed Your Profile?

**21** Your profile has been viewed by 21 people in the past 7 days.

**10** You have shown up in search results 10 times in the past 3 days.

## Your LinkedIn Network

**2,675** **Connections** link you to 11,435,977+ professionals

**32,829** **New people** in your Network since October 7

---

[Add Connections](#)



Companies



**Finish Line**

Retail; 10,001+ employees

**Finish**

Motion Pictures and Film; 201-500 emplo...



**Pioneer Metal Finishing**

Mining & Metals; 501-1000 employees



**Happy Finish**

Media Production; 11-50 employees



**FinishMaster**

Automotive; 1001-5000 employees

Connections



**Start Develop Finish SDF · 2<sup>nd</sup>**

Owner, Start Develop Finish, LLC

Groups



**Marathon Finisher**

4,932 members



**Surface Finishing**

2,294 members

Skills



Finish



Finishing

o - Apply now to appear in The Ca

t... • Like • Comment • More » • 4 days

meet  
(And

Prepare Yourself: Kinect is  
Coming to Windows Feb. 1



Recent • Top •

ts <http://bit.ly/jHhEe4>

**BACK  
THE  
BREAK**

**START NOW >**



Companies > Finish Line

Overview Careers



The Finish Line, Inc. (NASDAQ: FINL) is a premium retailer of athletic shoes, apparel and accessories. Headquartered in Indianapolis, Finish Line operates over 660 stores in malls across the United States.

More than 11,000 Finish Line sneakerologists help customers each day connect with their ... more

Finish Line has 1,812 followers

Follow Company

Share

How you're connected to Finish Line

2 First degree connections

161 Second degree connections

781 Employees on LinkedIn



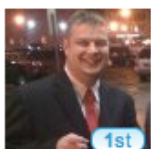
Check out insightful statistics about Finish Line employees »



Learn more about working at Finish Line

Your Network (163)

Your College Alumni (4)



Supervisor of Customer Service

Scott Tolin, Indianapolis, Indiana Area

1st



Corporate Recruiter

Chad Morris, Indianapolis, Indiana Area

1st



Network Operations Center Manager

Andrew Erdos, Indianapolis, Indiana Area

2nd

How are you connected? (3 shared connections)



District Sales Manager

Larry Gibson, Richmond, Virginia Area

2nd

How are you connected? (1 shared connection)

Ads by LinkedIn Members

Who's Who in Canada



Apply now to appear in Who's Who in Canada. It's Free!

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MS in Internet Marketing



Get a Master's in Internet Marketing, classes are online. Learn more now!

Learn More »

## Refine By

### Current Company

- All Companies
- IBM (2496)
- Eli Lilly and Company (2426)
- Microsoft (2202)
- Hewlett-Packard (1630)
- Google (1271)
- Finish Line (165)

Show more...

### Relationship

- All LinkedIn Members
- 1st Connections (2)
- 2nd Connections (161)
- Group Members (21)
- 3rd + Everyone Else

### Location

- All Locations
- United States (165)
- Indianapolis, Indiana Area (146)
- Bloomington, Indiana Area (3)
- Cincinnati Area (3)
- Birmingham, Alabama Area (1)

Show more...

### Industry

### Past Company

### School

### Profile Language

### Groups

### Years of Experience

### Function BETA



## Chad Morris 1st

### Corporate Recruiter at Finish Line

Indianapolis, Indiana Area | Staffing and Recruiting

In Common: ▶ 58 shared connections ▶ 1 shared group

## Andrew Erdos 2nd

### Network Manager at Finish Line

Indianapolis, Indiana Area | Telecommunications

In Common: ▶ 3 shared connections

## Larry Gibson 2nd

### District Sales Manager

Richmond, Virginia Area | Retail

In Common: ▶ 1 shared connection

## Michelle Cruise 2nd

### Payroll Supervisor at The Finish Line

Indianapolis, Indiana Area | Financial Services

In Common: ▶ 1 shared connection



## Alex Yovanovich 2nd

### Senior Public Relations/Corporate Communications at Finish Line

Indianapolis, Indiana Area | Public Relations and Communications

In Common: ▶ 14 shared connections ▶ 3 shared groups

## Katie Morrison (Berger) 2nd

### Manager of Planning and Allocation at Finish Line

Indianapolis, Indiana Area | Apparel & Fashion

In Common: ▶ 2 shared connections

## Philip Keibler 2nd

### Director, Information Security at Finish Line

Indianapolis, Indiana Area | Information Technology and Services

In Common: ▶ 10 shared connections



## Scott Reasinger 2nd

### Director of E-commerce Technology at Finish Line

Indianapolis, Indiana Area | Retail

## Premium Search Tools:

- Premium filters
- Automatic search alerts
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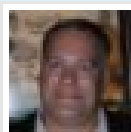
Ads by LinkedIn Members

## Michelle Cruise 2nd

**Payroll Supervisor at The Finish Line**

Indianapolis, Indiana Area | Financial Services

In Common: ▶ 1 shared connection



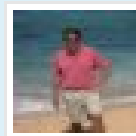
## Alex Yovanovich 2nd

**Senior Public Relations/Corporate Communications at Finish Line**

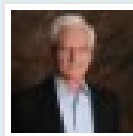
Indianapolis, Indiana Area | Public Relations and Communications

In Common: ▾ 14 shared connections ▶ 3 shared groups

### Shared Connections



Angelo  
Peduto



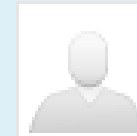
Chris  
McEvoy



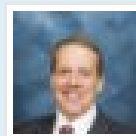
Duncan  
Aney



Andrew  
Curtis



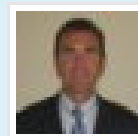
JoBeth  
Cox-Zimmerman



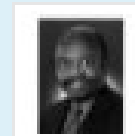
Mark  
McNulty



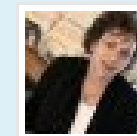
Kelli  
Jack-Kelly



John  
Frank



Wayne  
Patrick



Lorraine  
Ball

14 connections

Send InMail  
[Get introduced](#)  
Add to network  
Find references

## Katie Morrison (Berger) 2nd

**Manager of Planning and Allocation at Finish Line**

## Introduction Request



**Kyle Lacy**  
Principal at MindFrame,  
Author of Twitter Marketing  
for Dummies and Branding



**Alex Yovanovich**  
Senior Public  
Relations/Corporate  
Communications at Finish

### Who should make the introduction?

Showing 14 shared connections between you and Alex Yovanovich.

Sort by: [Connection strength to Alex Yovanovich](#) ▾



**Kelli Jack-Kelly**  
President at Lines Inc.  
Communications and On-Air  
Personality at 95.5 WFMS

20 Shared Connections



**JoBeth Cox-Zimmerman**  
Owner, Cox Zimmerman Public  
Relations

16 Shared Connections  
Caldwell VanRiper



**Wayne Patrick**  
President, Professional Data  
Dimensions

15 Shared Connections



**John Frank**  
Senior Vice President & Chief  
Information Officer - North  
America at Brightpoint

13 Shared Connections

## Introduction Request



**Kyle Lacy**

Principal at MindFrame,  
Author of Twitter Marketing  
for Dummies and Branding



**John Frank**

Senior Vice President & C...  
[Change](#)



**Alex Yovanovich**

Senior Public  
Relations/Corporate  
Communications at Finish

### Craft your message like a pro:

#### 1. State your intent

Be clear about why you're asking for an introduction.

#### 2. Give an out

Be professional and give John Frank a way to say no.

Subject

Hey John

Tell John Frank why you want to get introduced  
(may get forwarded to Alex Yovanovich)

Could you introduce me to Alex?

[Send Request](#)

[Cancel](#)

# Tools for Productivity

5



**Hootsuite.com**

# Social Media Dashboard

The leading social media dashboard to manage and measure your social networks



- Manage multiple social profiles
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 2 million+ satisfied users

[View Plans and Pricing](#)

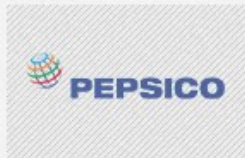
## Sign Up Today - FREE

I have read and agree to the [Terms of Use](#)

I'd like to receive HootSuite newsletters

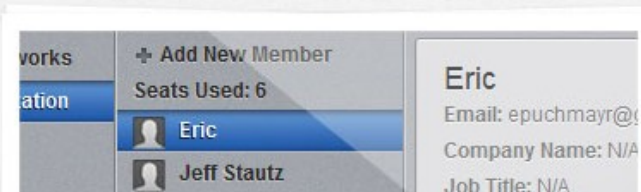
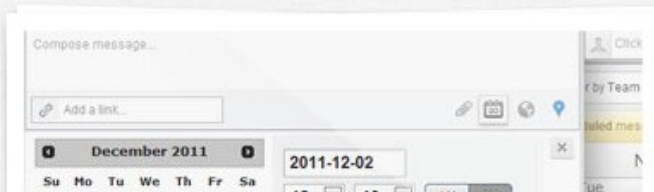
[Sign Up Now](#)

## Hoo's Using HootSuite



*"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."*

- Pete Cashmore, CEO, Mashable



Home Feed (kyleplacy)

- nina\_1236** 7:11am via twitterfeed  
Social media restricted for Olympic volunteers: The 70000 volunteers for the London Games have been issued with ... [bit.ly/whOd7G](http://bit.ly/whOd7G)
- staceyduford** 7:11am via TweetDeck  
How many days do you have to do something before it becomes a habit? #running
- Wise\_Man\_Say** 7:11am via Flipboard  
RT @gigaom: How France's Free will reinvent mobile? [dlvr.it/14Mnzd](http://dlvr.it/14Mnzd) ← having just been billed £123.6 for data by O2, it had better!
- KristoferCowles** 7:11am via twitterfeed  
#NoBama Propaganda: Resurgence of the American Auto Industry [1.usa.gov/xxqn24](http://1.usa.gov/xxqn24) #tcot
- adsmove** 7:11am via twitterfeed  
Apple Moves a Step Closer to Offering iPhone to China Telecom Subscribers: Enlarge image Ap... [bit.ly/wOntoG](http://bit.ly/wOntoG) [dtp.com](http://dtp.com)
- AlickChats** 7:11am via twitterfeed  
Note To Self: Remember The Good: Sometimes old memories book a return engagement even in a ... [bit.ly/zGA1BN](http://bit.ly/zGA1BN) post by @AlickChats
- AltEnergyWebPar** 7:11am via WebPartner  
AEN: Texas Senate mull drought impact on power supply [bit.ly/xC962T](http://bit.ly/xC962T) Full [bit.ly/wHnvw](http://bit.ly/wHnvw)
- d4ever777** 7:11am via twitterfeed  
#wired The Wired Q&A: ICANN President Rod Beckstrom on 'the Biggest Change in DNS Since Dot-Com': Beginning Wedn... [bit.ly/Fn0yy](http://bit.ly/Fn0yy)
- IncantIntel**

Mentions (kyleplacy)

- SocialGatto** 6:15am via HootSuite  
Manage Facebook Photos for Better Reputation - [ow.ly/1Dmyq1](http://ow.ly/1Dmyq1) #socialmedia #pr - RT @kyleplacy
- joshhumble** Jan 09, 9:19pm via TweetDeck  
Just commented on Kyle's GREAT post - your thoughts? "Manage Facebook Photos for Better Reputation" [bit.ly/xlrMj4](http://bit.ly/xlrMj4) via @kyleplacy
- milwardptnof9** Jan 09, 6:44pm via Web  
@kyleplacy [cxq5.co.cc/h97](http://cxq5.co.cc/h97) Show Conversation
- sengunweqt5** Jan 09, 6:43pm via Web  
@kyleplacy [jfgf9.co.cc/bvd](http://jfgf9.co.cc/bvd) Show Conversation
- SocialMediaInf** Jan 09, 6:37pm via twitterfeed  
Manage Facebook Photos for Better Reputation by @kyleplacy Weekly Best in #socialmedia [bit.ly/wqU6un](http://bit.ly/wqU6un)
- edeckers** Jan 09, 4:36pm via Seismic  
@Trainee\_Tycoon @kyleplacy so YOU'RE the guy! Thank you, and welcome. I'll start following you. Show Conversation
- kellyjknutson** Jan 09, 4:16pm via Web  
(Welcome to the new hiring age! Social Media is important) RT @willhardison: @kyleplacy I hired @dragz solely from twitter Show Conversation
- callronan** Jan 09, 4:02pm via Web

Direct Message (Inbox) (kyleplacy)

- armano** Jan 09, 4:01pm  
oh. Reach out to @applegirl and I was the one who hired her.
- deborahdewi** Jan 09, 3:26pm  
Hi kyle, regards from Indonesia. Thank you for following my twitter account & I'll be glad to have a discussion with you about social media
- JasonAGross**  
I would not have the job I currently hold w/o twitter :)
- randyclarktko** Jan 09, 12:41pm  
Not directly, but through twitter we have a small "friend up" Scott Howard was hired through Kevin Mullett at CirisABS.
- MaryBiever** Jan 09, 12:37pm  
What about a new client in China because of a tweet?
- Schmittastic** Jan 09, 12:37pm  
Hi Kyle! I've gotten a client from Twitter. Not a full time job but that could count right?
- MLanj** Jan 09, 11:13am  
Hey Kyle. I know a developer there. Don't know if that's what you're looking for though.
- benjaminov** Jan 09, 8:02am  
Oh, I'm in downtown core, nowhere near airport
- firebelly** Jan 08, 8:53pm  
"Don't Think Like A Marketer. Think Like A Person": The Susan Etlinger Interview [bit.ly/A32Dwa](http://bit.ly/A32Dwa) cc: @setlinger @jowyang

@kyleplacy/indianapolis List

- claudinerenee** 7:03am via UberSocial for BlackBerry  
Hmm...#DirecTV changed overnight. Can't decide if I like it...or not.
- claudinerenee** 6:59am via UberSocial for BlackBerry  
Not as much as I hate #LSU;) RT @sjflynn: I hate Alabama.
- CPollittIU** 6:59am via TweetDeck  
RT @randfish How accurate are Google Trends for Websites, DoubleClick Ad Planner, Compete, Quantcast, et al? [mz.cm/AmwRhB](http://mz.cm/AmwRhB) Not very.
- CPollittIU** 6:54am via TweetDeck  
RT @sem RT @sengineland BBC Report: Google Admits Accepting Illegal AdWords In The UK by @pamelaparker [selnd.com/zTA7qq](http://selnd.com/zTA7qq)
- claudinerenee** 6:34am via UberSocial for BlackBerry  
RT @paulocoelho: The light of love flows out of our soul, but often it's blocked by our fear to show it
- NicoleWTHR** 6:31am via HootSuite  
sun & 50s today... rain tomorrow... and snow by thursday... it's all in your #indy weather blog! [bit.ly/A5pkET](http://bit.ly/A5pkET) 1 retweets
- mark\_chara** 3:33am via foursquare  
In 20 mins, 2 trains have stopped out of 8 have gone past. #fail #FirstCapitalConnect [4sq.com/zE8EOL](http://4sq.com/zE8EOL) 1 retweets
- chuckgose** 2:56am via TweetDeck

Manage Facebook Photos for Better Reputation - [ow.ly/1Dmyq](http://ow.ly/1Dmyq) #socialmedia #pr |



Add a link...



**January 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	31				

2012-01-10

7 : 25 AM PM

Email me when message is sent

Select All Select None

photos for Better Reputation - #socialmedia #pr - RT

Deck

e's GREAT post - your Facebook Photos for Better Reputation via @kyleplacy

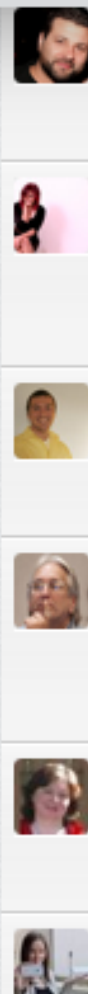
Want to save time? Try the [bulk message uploader](#)

Send Now

64

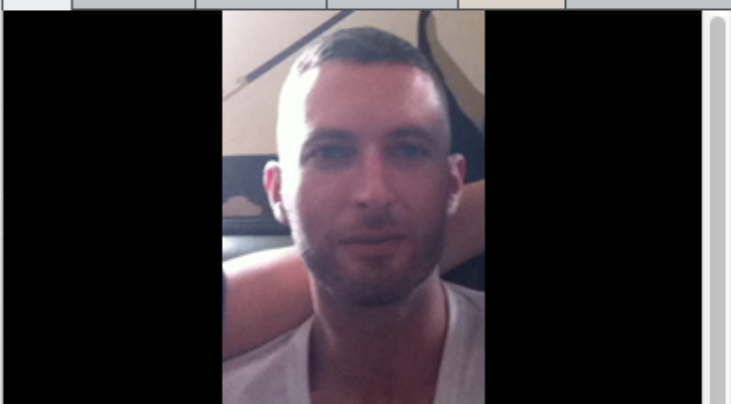
- foodieforever**  
7:13am via Twitter for iPhone  
I wonder if #wolfgangpucks food at his restaurants is as tasteless as his coffee K cups for #Keurig are. Hope not for the \$\$\$\$
- M\_Electronic**  
7:13am via twitterfeed  
#MixingDJ Sean Tyas – Titanium Sessions 128 – 10-01-2012 [bit.ly/xBi3fW](http://bit.ly/xBi3fW)
- claraflorentia**

- @kyleplacy** [cxq5.co.cc/h97](http://cxq5.co.cc/h97)  
Show Conversation
- sengunweqt5**  
Jan 09, 6:43pm via Web  
[@kyleplacy.jfgf9.co.cc/bvd](http://@kyleplacy.jfgf9.co.cc/bvd)  
Show Conversation
- SocialMediaInf**  
Jan 09, 6:37pm via twitterfeed  
Manage Facebook Photos for Better Reputation by @kyleplacy Weekly Best in #socialmedia [bit.ly/wqU6un](http://bit.ly/wqU6un)



### Ronan Callan (callronan)

Bio Timeline Mentions Favorites Insight



334 Followers 847 Following 234 Updates 43 Klout

Location Dublin

Bio Digital & social media enthusiast with a big interest in awesome guerilla marketing. Gadget & technology geek. Absolute foodie!

Twitter <http://twitter.com/callronan>

Website <http://callronan.wordpress.com/>

Joined Thu May 03 17:08:10 +0000 2007

Follow Unfollow DM Reply Add To List

Mentions (kyleplac

Just o  
thoug  
Reput

milw  
Jan 09  
@kyle  
Sho

seng  
Jan 09  
@kyle  
Sho

Social  
Jan 09  
Manag  
by @k  
bit.ly/v

edec  
Jan 09  
@Trai  
guy! T  
you.  
Sho

kelly  
Jan 09  
(Welc  
import  
@jdra  
Sho

callronan  
Jan 09, 4:02pm via Web  
@kyleplacy any chance you could help with this online survey for college assignment and RT also please? Thanks! [ow.ly/8IX5j](http://ow.ly/8IX5j)

Inbox

to @applegirl and I was the one

ds from Indonesia. Thank you for  
witter account & I'll be glad to have a  
th you about social media

ve the job I currently hold w/o twitter

ut through twitter we have a small  
ott Howard was hired through Kevin  
ABS.

new client in China because of a

otten a client from Twitter. Not a full  
at could count right?

ow a developer there. Don't know if  
that's what you're looking for though.

benjaminov  
Jan 09, 8:02am  
Oh, I'm in downtown core, nowhere near airport

@kyleplacy/in  
List

claudineren  
7:03am via Uber  
Hmm...#DirecT  
if I like it...or no

claudineren  
6:59am via Uber  
Not as much as  
Alabama.

CPollittIU  
6:59am via Twee  
RT @randfish  
for Websites, D  
Quantcast, et a

CPollittIU  
6:54am via Twee  
RT @sem RT @  
Admits Accepti  
@pamelapark

claudineren  
6:34am via Uber  
RT @paulocoe  
our soul, but of  
it

NicoleWTHR  
6:31am via Hoot  
sun & 50s toda  
thursday... it's a  
[bit.ly/A5pkET](http://bit.ly/A5pkET)

mark\_chara  
3:33am via for  
In 20 mins, 2 tr  
gone past. #fai  
[4sq.com/zF85](http://4sq.com/zF85)

# Formstack.com Landing Page

Talk to a real person:  
**800-845-6697**

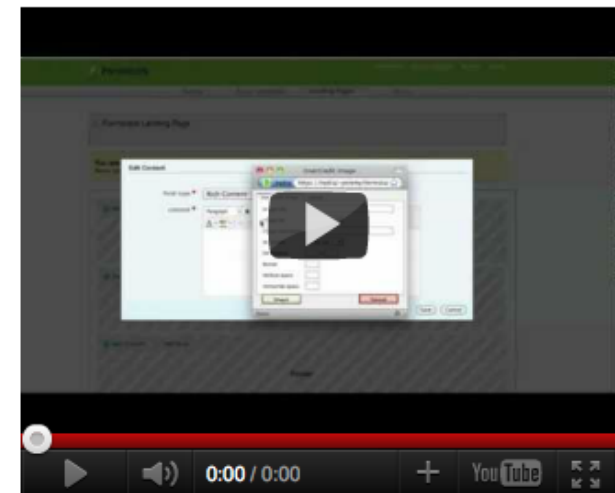
[LANDING PAGES](#)[WEB FORMS](#)[EVENT REGISTRATION](#)[ORDER FORMS](#)[SURVEYS](#)[OUR CUSTOMERS](#)[PRICING](#)

## Landing Pages

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# Create Landing Pages That Convert. No HTML or CSS Required!

Landing pages are used to present compelling content to website visitors. Think of them as a single page that helps make a sale, create a lead, or generate interest in your organization. Whether through social media campaigns or online advertising, landing pages are a great way to sell a single message to any potential customer.

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## How It Works

### Easy to Build

Create your landing page quickly and easily. Create content areas, drop in web videos, RSS Feeds of your blog, and even Formstack web forms for quick lead generation.

### Easy to Customize

We provide the option to customize your landing page styles with pre-built templates or with custom CSS that lets you define your own custom styles.

### Easy to Use

Once you build your landing page you can use the link we provide you or control where the page points using our Custom Name (CName) functionality. Also, create an A/B test to see what landing page converts the best.

**Bufferapp.com**

## Be **awesome** on Social Media

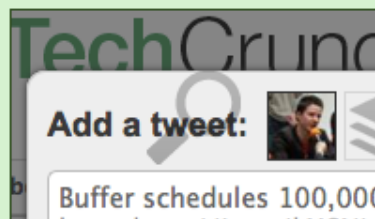
Add Tweets and Facebook posts to your Buffer **from anywhere** and we automagically share them for you through the day.

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(Yes, it's that easy!)

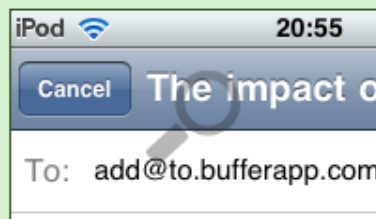
You're browsing the web and finding great content. Buffer takes care of sharing that content on a schedule your followers will love. Collect and share from anywhere:

### BUFFER ANY PAGE



Just hit the Buffer icon to add an article to your Buffer.

### ON YOUR MOBILE



With Buffer on your mobile, you can always be sharing great content.

### WITHIN TWITTER.COM



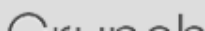
We've put Buffer inside Twitter.com so you can spread out retweets.

### KNOW YOUR IMPACT



Buffer gives you analytics for every post you send.

AS SEEN ON



Need help? [Click](#)



# Buffer schedules 100,000 tweets - I'll tell you about it later

By Soheer on May 3, 2011

15 Comments

## buffer

Buffer, the app that makes it easy to schedule tweets, has announced that its users have sent 100,000 tweets in just four months since launch.

number, however, that's hard to pin down. It's more tweeting, albeit in a way that's more of a reaction for the bootstrapped startups in Europe that Buffer amassed 1,000 users, adding around 100 users a day, with 500 paying customers.

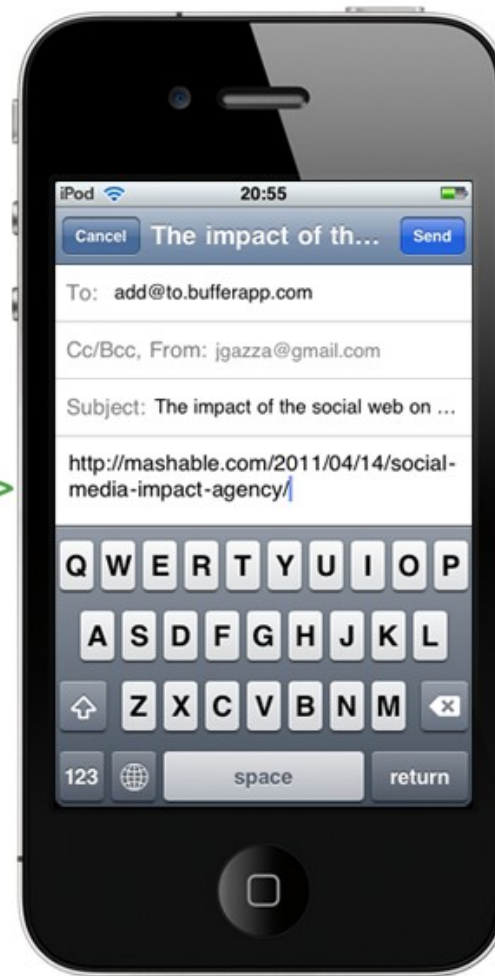
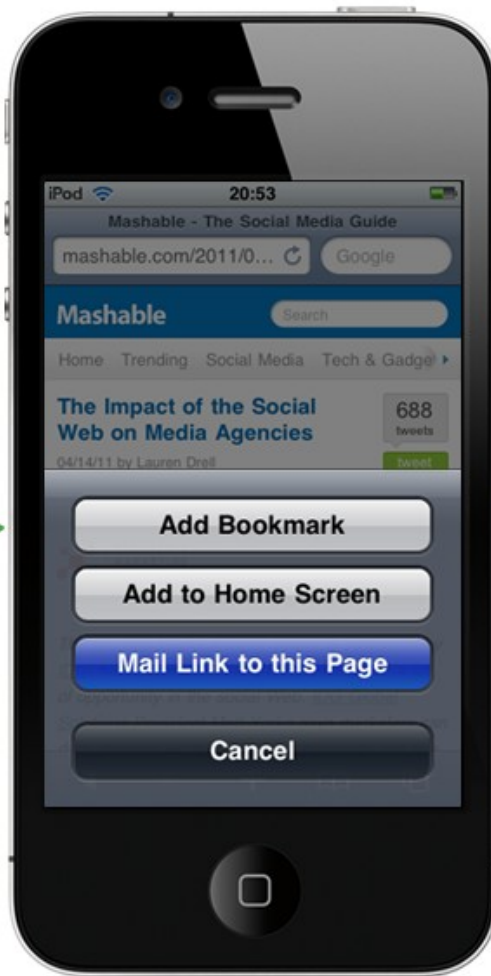
with other Twitter apps that enable users to schedule tweets in advance, brands to cue tweets for future publication, such as Hootsuite, Social Oomph or CoTweet, Buffer is different in that there is no need to schedule each individual tweet. Instead, a user can set up fixed timeslots can be setup so that "buffered" tweets go out to followers at specific times throughout the day. The idea being that in this way an account doesn't overwhelm its followers - more unfollows - and instead can spread or target tweets across timezones, while at the same time the natural process of composing tweets or sharing content isn't interrupted.

**SpeechTEK Europe, 25 & 26 May, London**  
[www.speechtek.com/europe2011](http://www.speechtek.com/europe2011)

**Add a tweet:**

"Buffer, the app that makes it easy to schedule tweets, has announced that its users have sent 100,000 tweets" by @soheer <http://j.mp/kX6Nix> 140/140

- Most Discussed Posts**
- ...e's the guy who unwittingly live-tweeted the raid on Bin Laden 634 comments
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LeoWid Leo Widrich 5 Tips to Get Noticed On Twitter http://j.mp/jYgvhR via @oneforty 25 seconds ago

jacksonj04 Nick Jackson If I thought about it I could 1 minute ago

pcouzon Mascottus | Philipp #fdwevent S'il y a du web, event à tous ! :) 1 minute ago

DavidDiFranco David Di Franco Class of 2011 will soon be in those seats. @ John A Farrell Stadium http://gowal.la/p/ecYB #photo 1 minute ago



monkeyiswise Ash Moran ΔΜ Αρμ Δρ σ Ρ Δυ Ρ Ρ Σ Τ Αφήσουν δδμδ Αμτλδ Τρλ Ρρ 1 minute ago

monkeyiswise Ash Moran

1 hour ago: @KhuramMalik hehe ya was having a good laugh. Kept telling




Following 1,210 Followers 2,2

Favorites 320 Listed 215

**Add a tweet:**   

RT @LeoWid: 5 Tips to Get Noticed On Twitter  
<http://j.mp/jYgvhR> via @oneforty

77/140

RobPene Vulnerability as Recently list bit.ly/ktcMy-Friends-Tal Recently-Follow conversationlis Who-My-Friend

Who to follow Suggestions for

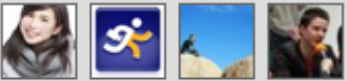
#proudoftw #illpunchuinthefaceif #thatoneperson Seve Ballesteros Gary Barlow Garth Crooks HOMEWORK FINISHED Magic Paddle Gradel

ipadbro all in one Promoted

jw · Follow Josh Will

GraceM Grace Mo

aliciadm Alicia Dur Refresh suggest

- |   |  |     |        |        |
|---|--|-----|--------|--------|
| POSTED AT<br>7:06 PM<br>6TH MAY   | A better way of promoting your startup on Twitter <a href="http://j.mp/jlsIWA">http://j.mp/jlsIWA</a> by @askaaronlee  | ↻ 1 | 👍 83   | 👤 2859 |
| POSTED AT<br>6:23 PM<br>6TH MAY   | 8 Easy Ways to Network on Twitter <a href="http://j.mp/jBXF12">http://j.mp/jBXF12</a> great tips by @CindyKing   | ↻ 2 | 👍 14   | 👤 3201 |
| POSTED AT<br>6:02 PM<br>6TH MAY   | 11 Must-Know Tips and Tricks for Twitter <a href="http://j.mp/mk57dm">http://j.mp/mk57dm</a> great tips from @TheNextWeb   | ↻ 0 | 👍 15   | 👤 2835 |
| POSTED AT<br>5:36 PM<br>6TH MAY   | Chrome Notebook Details Start Slipping Out <a href="http://j.mp/isjlbv">http://j.mp/isjlbv</a> another great find by @OneJaredNewman                                       | ↻ 1 | 👍 13   | 👤 3493 |
| POSTED AT<br>4:54 PM<br>6TH MAY   | 3 Quick Twitter Tips From @MQTodd <a href="http://j.mp/k85OMM">http://j.mp/k85OMM</a> via @bufferapp   | ↻ 0 | 👍 20   | 👤 2824 |
| POSTED AT<br>4:11 PM<br>6TH MAY   | 5 Tips to Get Noticed On Twitter <a href="http://j.mp/jYgvhR">http://j.mp/jYgvhR</a> via @oneforty   | ↻ 4 | 👍 189  | 👤 6340 |
|  |  |     |        |        |
| POSTED AT<br>3:09 PM<br>6TH MAY   | Great article by @DineandDish about scheduled Tweets during historical moments: <a href="http://j.mp/iCdola">http://j.mp/iCdola</a> What do you think? /via @houseoffannie | ↻ 1 | 👍 11   | 👤 3689 |
| POSTED AT<br>1:22 PM<br>6TH MAY   | Great read: RT @serkantoto: Reading -> Renren: Big but not the Facebook of China <a href="http://tcrn.ch/mUQzi8">tcrn.ch/mUQzi8</a> via @techcrunch                        | ↻ 0 | 👤 2825 |        |
| POSTED AT<br>12:12 PM<br>6TH MAY  | 10 Possibilities In a World Without Twitter [Humor] <a href="http://j.mp/IDuROA">http://j.mp/IDuROA</a> via @waynesutton   | ↻ 0 | 👍 13   | 👤 2824 |
| POSTED AT<br>10:15 AM<br>6TH MAY  | RT @OneJaredNewman: It's safe to say the story about fake quotes going viral on  |     |        |        |

Reached 6340 people

**Wildfireapp.com**



*The*

# COMPLETE SOCIAL MARKETING

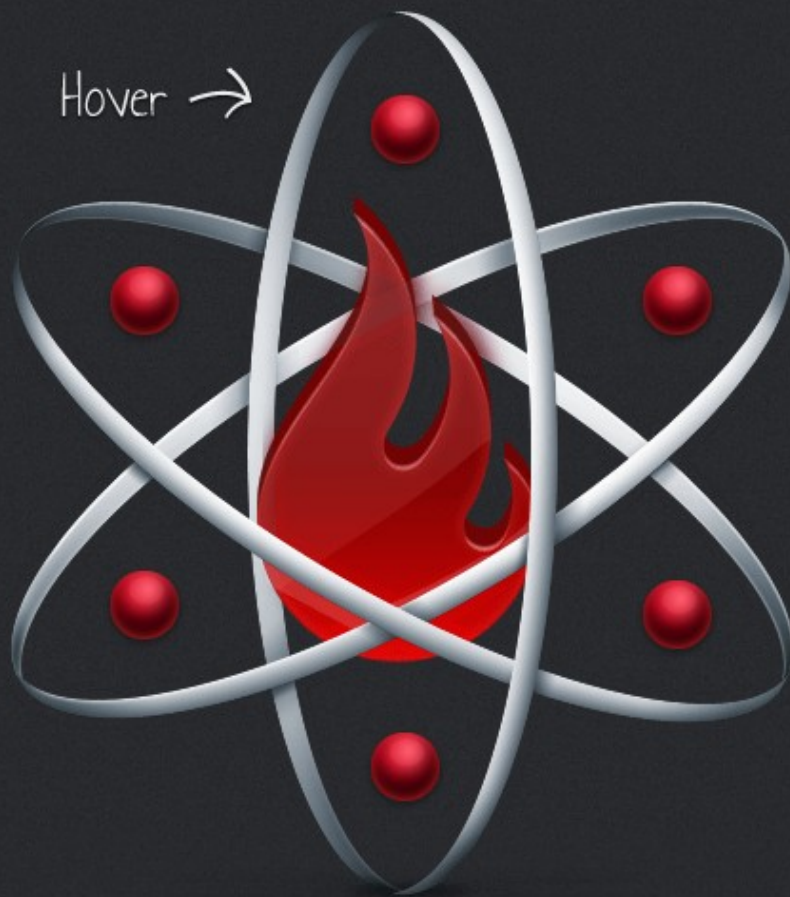
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Wildfire is a powerful, easy-to-use social marketing platform to grow, engage and monetize your audience across social networks.

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Landing pages are used to present compelling content to website visitors. Think of them as a single page that helps make a sale, create a lead, or generate interest in your organization. Whether through social media campaigns or online advertising, landing pages are a great way to sell a single message to any potential customer.

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## How It Works

### Easy to Build

Create your landing page quickly and easily. Create content areas, drop in web videos, RSS Feeds of your blog, and even Formstack web forms for quick lead generation.

### Easy to Customize

We provide the option to customize your landing page styles with pre-built templates or with custom CSS that lets you define your own custom styles.

### Easy to Use

Once you build your landing page you can use the link we provide you or control where the page points using our Custom Name (CName) functionality. Also, create an A/B test to see what landing page converts the best.

### Vow to Grow Fresh Denver



Harvest fresh and clean food right from your home. Join the urban gardeners who want to make a difference. Click here now.

et.com

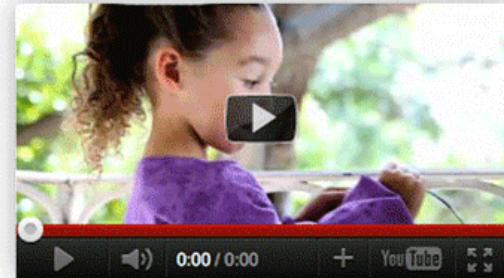
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Preview results

Type: Everything ▾

How often: Once a day ▾

Volume: Only the best results ▾

Your email:

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Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)



social media

Preview results

Please enter a search.

Type: Blogs ▾

How often: Once a day ▾

Volume: Only the best results ▾

Your email: kylelacy@gmail.com

CREATE ALERT

### Google Alert for today

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

**Blogs** 8 new results for social media

#### Brunei's First Social Media Meet Up · Global Voices

By Zul-Fadly

The *social media* scene in Brunei has again made its presence felt. Bloggers and twitterers in the sultanate gathered to attend a historic event in *social media* to unite and bring forth the faces and people behind the screen of their PCs or ...

[Global Voices](#)

#### Four Ways Social Media has Changed in Five Years | Social Media ...

By RasmussenCollege

Five years ago, *social media* was just beginning its meteoric rise. As a business owner you were probably on *social media* personally, but perhaps there was little ROI you could see in creating a presence for your business. As a user, *social media* was a way for ...

[Social Media Today - The world's...](#)

#### Five Social Media Marketing Tricks for Halloween

By SueMisukanis

This Halloween do you think *social media* will bring you tricks or treats? For some marketers, every day is Halloween when it comes to *social media*.

[Online Marketing Blog](#)

#### Delegate Social Media Tasks? Ouch! | David Leonhardt's SEO and ...

By David Leonhardt

The newsletter offered the suggestion that asking your little sister to handle your *social media* would be a great idea if she had taken courses in marketing communication. But it would be a bad idea if she was a high school student who likes to ...

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