

EVOLVE OR DIE

The Future of Communication in a Digital World

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

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

facebook.com/kyleplacy

**EVOLVE
ORDIE**

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

75M

Tweets Sent a Day

EVOLVE
ORDIE

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kylelacy.com

70%

of active online adult social
network users shop online

86%

**of 18-34 year old males use
social media**

85%

of 40-54 year olds in Canada
use the Internet

EVOLVE
ORDIE

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300,000

**New Twitter Accounts
Created Every Day**

**EVOLVE
ORDIE**

**@kyleplacy
kylelacy.com**

54M

minutes spent on
Facebook May 2011

EVOLVE
ORDIE

@kyleplacy
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+100M

LinkedIn Members

+250M

Mobile users on Facebook

source: Gartner 2010

EVOLVE
OR DIE

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kylelacy.com

94%

of generation Y own
cell phones

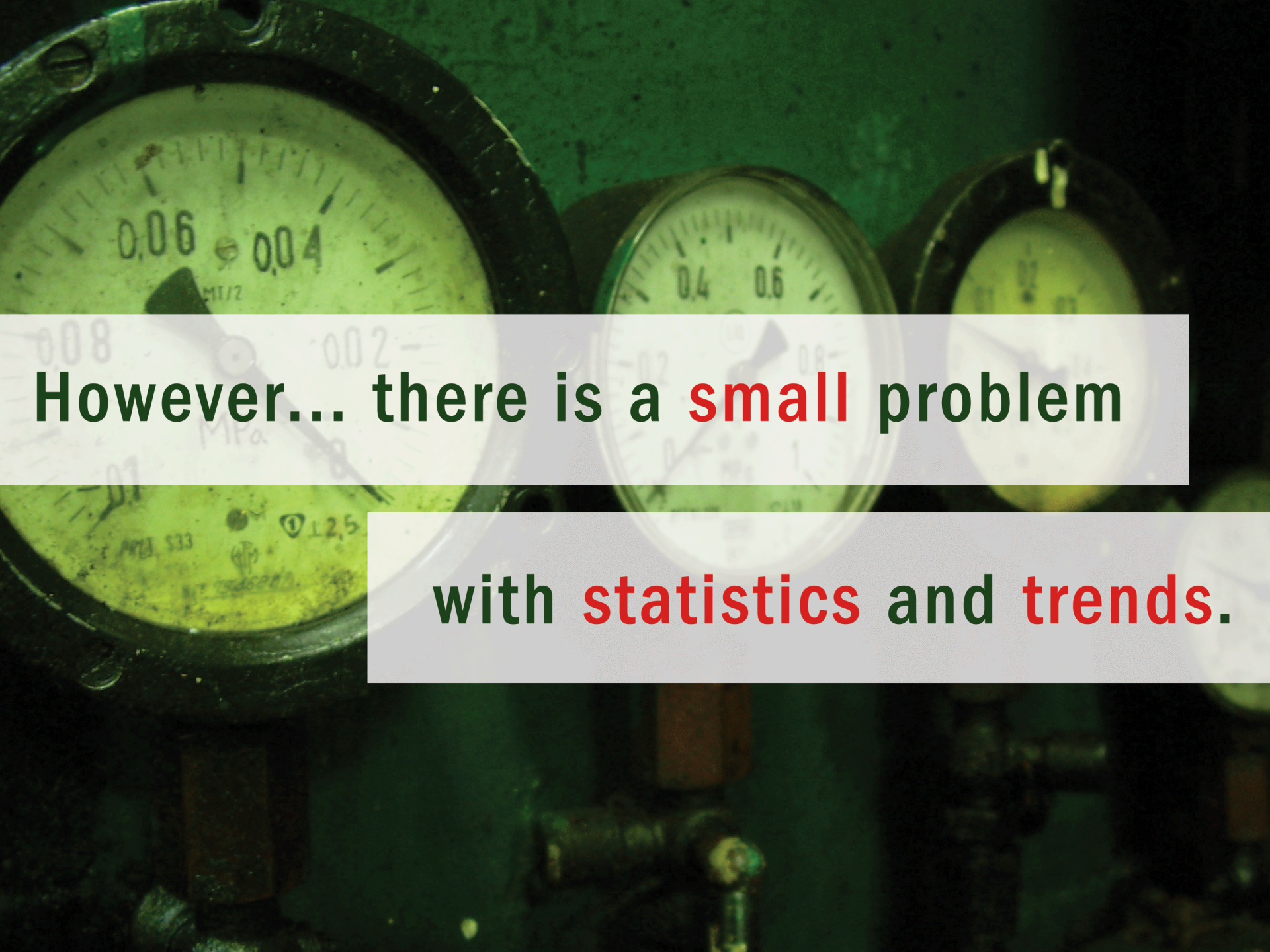
6.5

Trillion
SMS messages sent
in 2010

source: Informa telecoms and media

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OR DIE

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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 Shineski



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

The background features a vertical gradient of teal and green stripes. On the left side, there are white geometric shapes: a large circle, a smaller circle inside it, and a rectangular shape above the large circle. The text is positioned on the right side of the image.

**ways communication
is evolving**

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 a blurred office or public space. The word "MOBILE" is overlaid in large, bold, white capital letters across the center of the image.

MOBILE

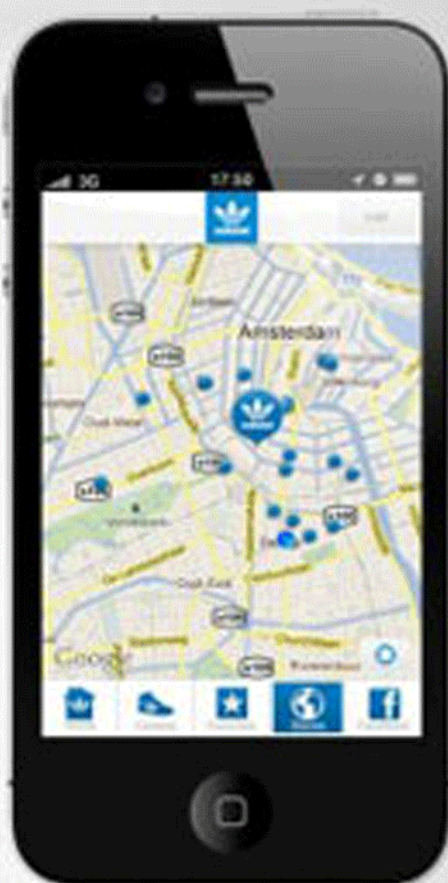
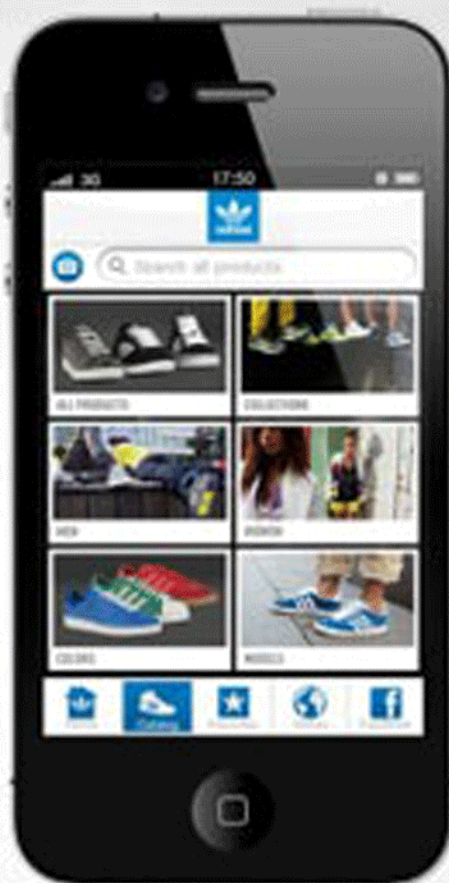
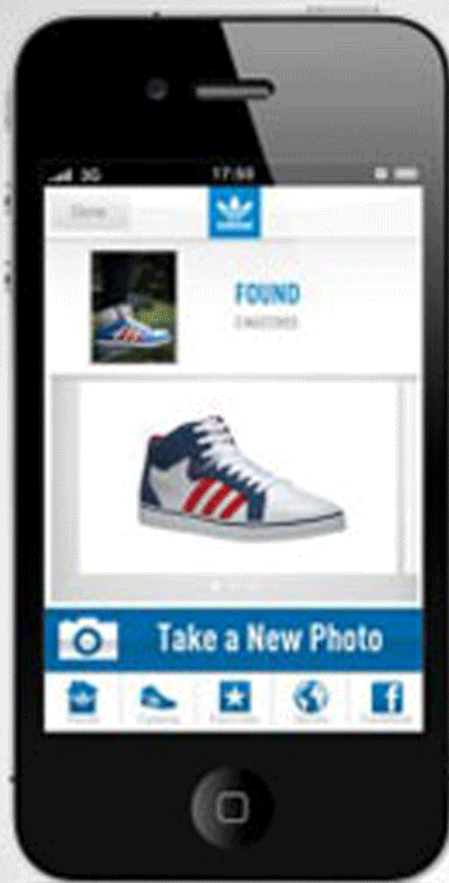
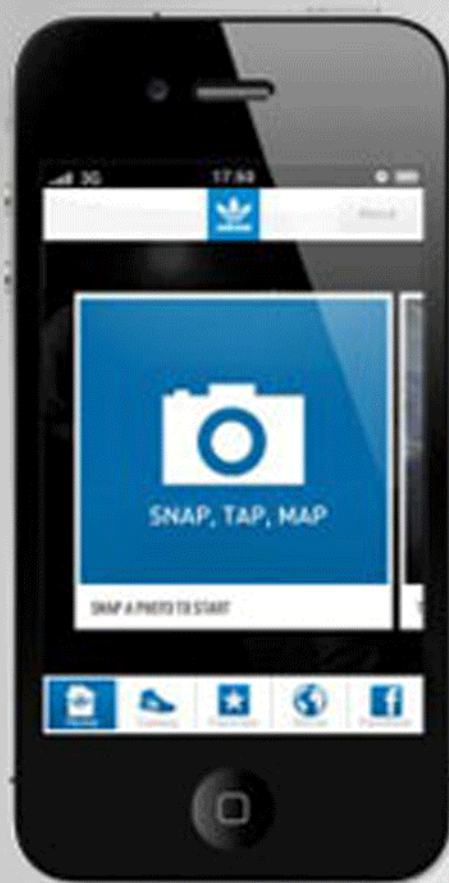






The way people **shop has evolved.**





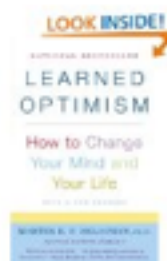
A close-up photograph of two young people. On the left, a young woman with long, light brown hair is looking towards the right. On the right, a young man with blonde hair is wearing dark sunglasses and looking towards the camera. The background is a blurred green, suggesting an outdoor setting. Overlaid in the center of the image is the word "PERSONALIZATION" in a large, bold, white, sans-serif font, split into two lines: "PERSONAL" on top and "IZATION" on the bottom.

**PERSONAL
IZATION**



PLAYLIST ERA

Song	Artist	Genre	Duration	Actions
30 Seconds Over Tokyo	Pere Ubu	Art Punk	6:24	⊗ ☆
Ghost Rider	Suicide	Rock	7:06	⊗ ☆
California Über Alles	The Dead Boys	Rock	3:00	⊗ ☆
Banana Splits	The Modern Lovers	Rock	1:42	⊗ ☆
Pay To Cum	The Cramps	Rock	1:29	⊗ ☆
Amoeba	Flipper	Modern Rock	3:06	⊗ ☆
Garbageman	The Gun Club	Modern Blues	3:40	⊗ ☆
Way Of The World	Fear	Modern Rock	4:33	⊗ ☆
Sex Beat (Live)	Skulls	Hard Rock	2:54	⊗ ☆
Let's Have A War	T.S.O.L	Hard Rock	2:21	⊗ ☆
Building Models	Various Artists	Hard Rock	2:18	⊗ ☆
Abolish Government / Silent Majority	Circle Jerks	Hard Rock	1:59	⊗ ☆
I Slept In An Arcade - Black Randy	Big Boys	Modern Rock	2:29	⊗ ☆
Group Sex	Suicidal Tendencies	Modern Rock	1:05	⊗ ☆
TV			2:22	⊗ ☆
Institutionalized		Speed Metal	3:00	⊗ ☆

Kyle, Welcome to Your Amazon.com ([if you're not Kyle Lacy, click here.](#))**Today's Recommendations For You**Here's a daily sample of items recommended for you. Click here to [see all recommendations.](#)

[Learned Optimism: How to...](#)
(Paperback) by Martin E. P. Seligman

★★★★☆ (133) \$10.20

[Fix this recommendation](#)



[Beginning iPhone 3 Development: Ex...](#) (Paperback) by David Mark

★★★★☆ (207) \$20.93

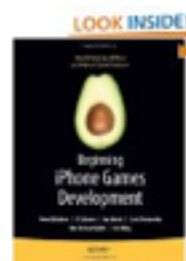
[Fix this recommendation](#)



[The Twitter Book](#) (Paperback) by Tim O'Reilly

★★★★☆ (45) \$13.45

[Fix this recommendation](#)



[Beginning iPhone Games Development](#) (Paperback) by PJ Cabrera

★★★★☆ (18) \$23.98

[Fix this recommendation](#)



[Facebook Marketing: An Hour...](#) (Paperback) by Treadaway

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[Fix this recommendation](#)

New For You

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★★★★☆ (5) \$26.39

[Fix this recommendation](#)



[Branding Yourself: How to Use So...](#) (Paperback) by Erik Deckers

★★★★☆ (8) \$11.53

[Fix this recommendation](#)



[The Facebook Marketing Book](#) (Paperback) by Dan Zarrella

★★★★☆ (14) \$12.43

[Fix this recommendation](#)

f Tap into Your Friends' Favorites

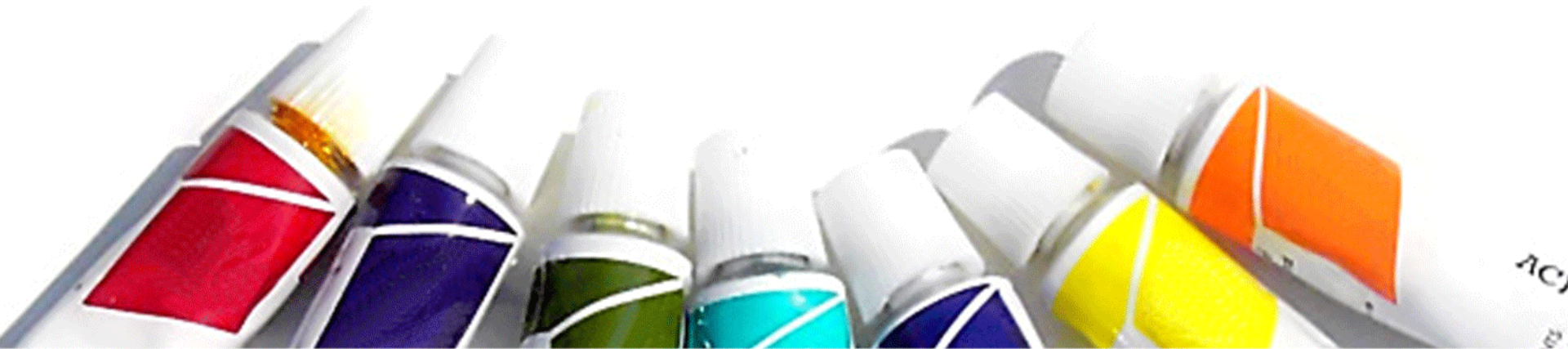


Connect to Facebook to see recommendations for your friends' Favorites and Liked items.



900%

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



The way people **create** has evolved.





@bucksfoodie

Bucks County Foodie November 1, 2011

 Tweet 3



ALBERTUS SWANEPOEL

→ NEW YORK










FOR TARGET →


New York's go-to designer for statement making millinery.




 Share this photo

Bookmark & Share

-  Facebook
-  Twitter
-  Email
-  Print
-  Reddit
-  StumbleUpon
-  Favorites
-  Gmail
-  Blogger
-  LinkedIn
-  Tumblr
-  More... (335)

 AddThis

Settings

Privacy 

Get inside your customers' heads with the world's



@BG_garden

Bren October 9, 2011

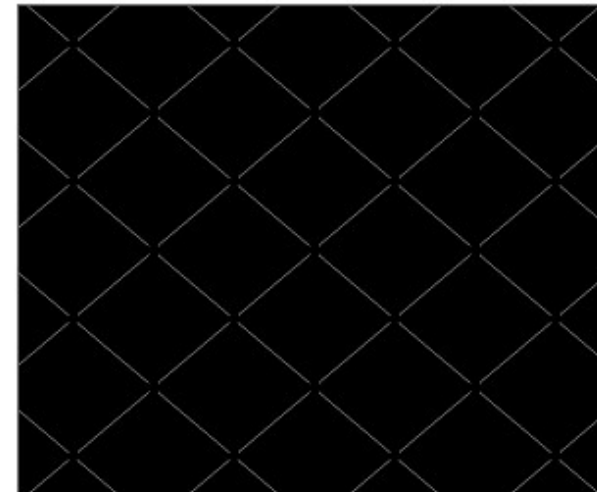
[Tweet](#) 4

[← Rotate photo](#) [+ View full size](#)



After a long day of [#autumn](#). Planting it is rewarding to just enjoy this view!

[Login](#) to leave a comment



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[Put this photo on your website](#)

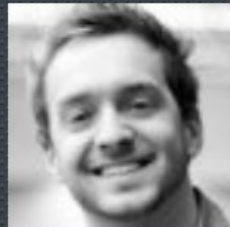
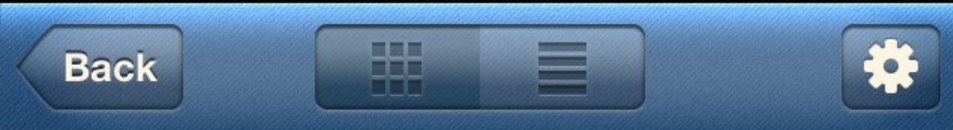
Views 110

Events

Tags

[autumn](#)





Kyle Lacy

266

photos

758

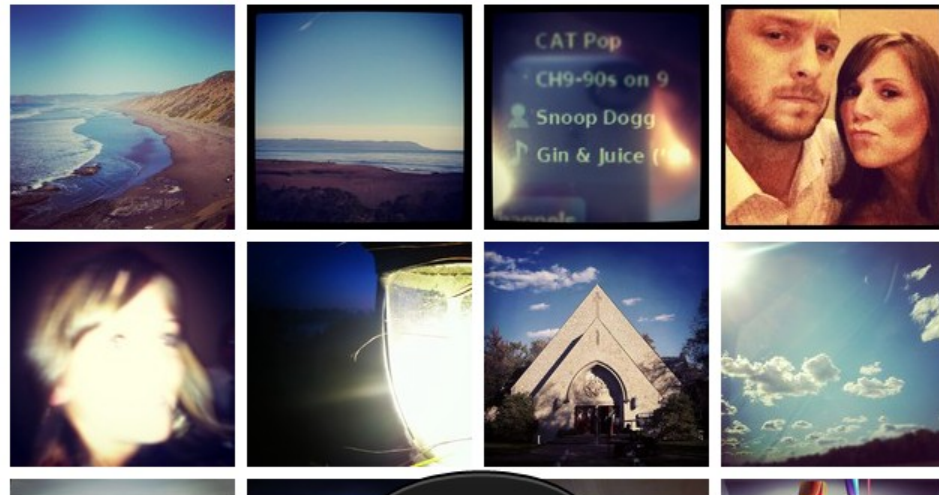
followers

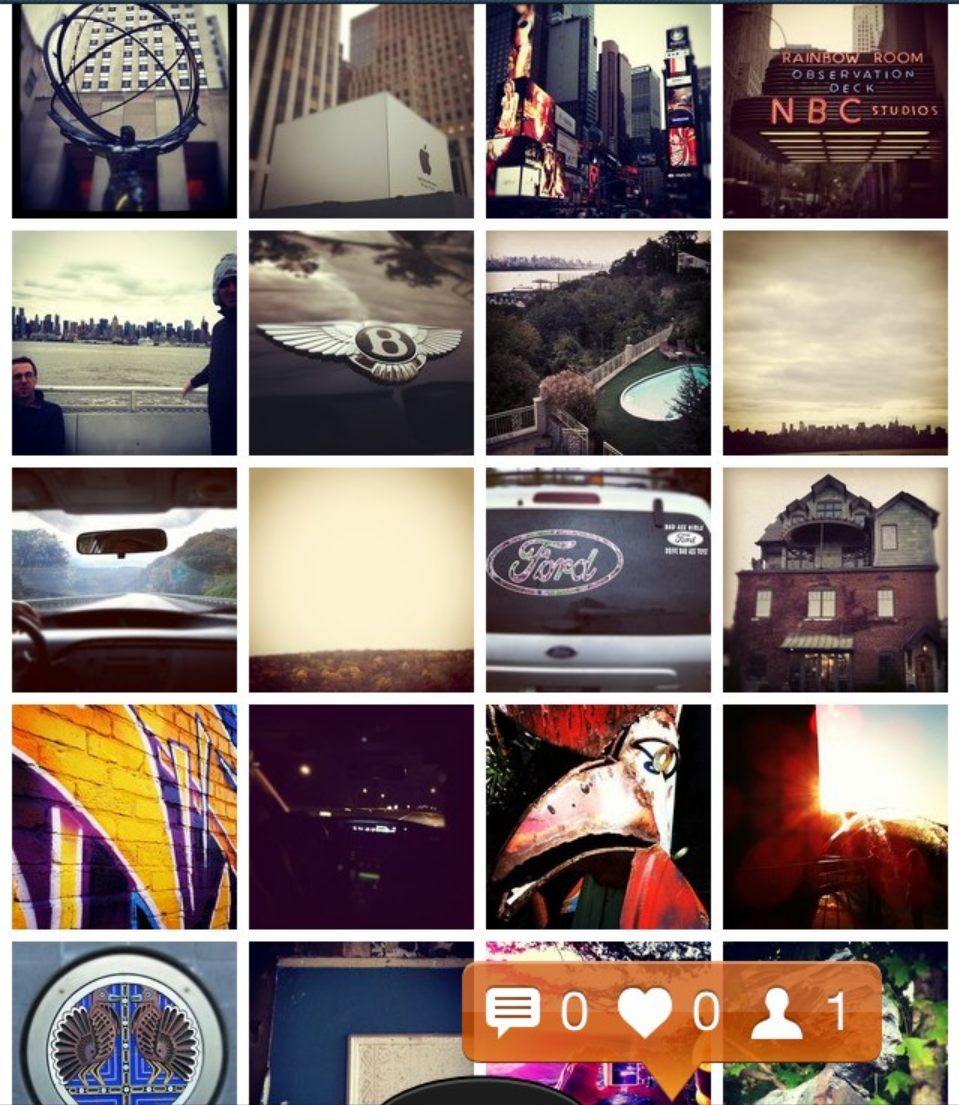
1431




following

Author. Speaker. Biz Owner. Lover of brilliant people and the creative process. Follow me on Twitter - @kyleplacy

www.kylelacy.com





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  0
  1



Kyle Lacy

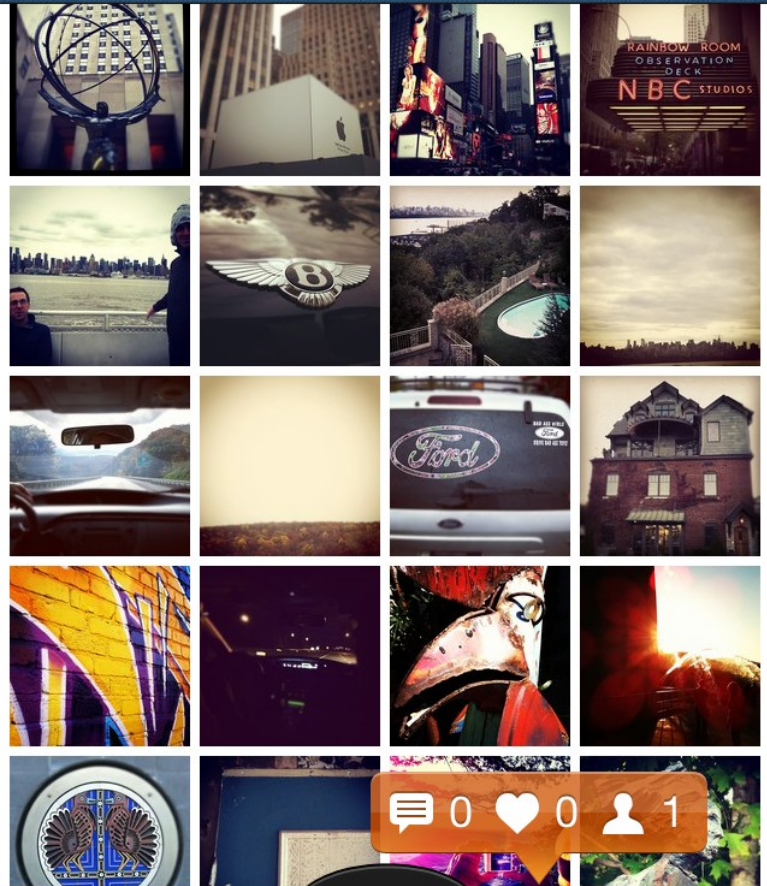
266 photos

758 followers

1431 following

Author. Speaker. Biz Owner. Lover of brilliant people and the creative process. Follow me on Twitter - @kyleplacy

www.kylelacy.com



0 0 1

A close-up photograph of a man's face, smiling and looking down. The image is split horizontally by a white banner. The top half shows the man's eyes and nose, while the bottom half shows his mouth and a beard. The banner contains the text "The way people talk has evolved." with the word "talk" in orange.

The way people **talk** has evolved.

A close-up photograph of a person's hand holding a silver smartphone. The phone's screen is white and displays red text. The hand is positioned at the top and bottom of the phone, with the thumb on the right side and fingers on the left. The background is plain white.

8,000,000,000,000

**text messages will be
sent this year**

“It is easy to imagine a not-too-distant future where automatic translation will allow two people in the world to message one another in real time, each experiencing the chat in his or her **own tongue.**”

vint cerf - google



← Back to Home

+ Save this search

Results for #agchat

Tweets · Top ▾

Refine results »



ksgrains DeEtta Bohling

RT @JeffFowle: Healthy choices are vital from fork to farm. Healthy food comes from healthy plants & animals & healthy soil. #FoodD #agchat

15 hours ago



4GFarms Brent Boersma

MRT @BIOblogger: CA's CARB passes AB32 Cap & Trade phase-in to begin 1/1/2012. bit.ly/uqbOi0 #kacf #agchat

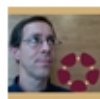
6 minutes ago



BlackInkBasics Certified Angus Beef

Thanks for following, and welcome to the Twitter world @angus_rancher! Make sure to give @AngusAssoc a follow too. #cattle #agchat

19 minutes ago



TruffleMedia TruffleMediaJohnBlue

#AgChat ref, what consumers see via tech tools like @foodie_fm agtoday.us/tHBRyN Needs ag food stories integrated #FoodD #FoodDay

34 minutes ago



AgBlogFeed AgBlogFeed

#agchat What's A Girl To Do? A Halloween Potty Training Lesson bit.ly/taVeHe /by @katpinke

People results for #agchat · view all



agchatfound AgChat Foundation · Follow

Farmer-led effort to empower a connected communit...



agchat #AgChat · Unfollow

A weekly conversation for folks involved in business of...



shaunhaney Shaun Haney · Follow

Canadian Ag-blogger and seedsman based in Lethbr...



kansfarmer Darin Grimm · Follow

Raising four kids on a farm. Asking God's help to be t...

Popular images & videos

These results include media shared by people you don't follow.

Display media

Always display media like this

Trends: Washington · change

#OnMyVacationIWill Promoted

#ThingsLongerThanKimsMarriage

Hello November

#kimkmarriagewasshorter

Goodbye October

#noshavenovember

DC or Nothing

April Pratt

Phillip Rivers

Kim K



#AgChat

@agchat Global agriculture!

A weekly conversation for folks involved in business of growing food, fuel, feed and fiber on Tues., 8-10pm ET. Created by [@mpaynknoper](#), helped by [@agchatfound](#). <http://agchat.org>


 Following




Tweet to [@agchat](#)

Tweets Favorites Following ▾ Followers ▾ Lists ▾

 **agchat** #AgChat
Don't forget to DM your Qs for tonight's [#agchat](#). We're talking about how to improve [#food](#) & [#ag](#) convos. [#foodD](#)
1 hour ago

 **agchat** #AgChat
24 hours until [#agchat](#) on improving [#food](#) & [#ag](#) dialogues. Don't forget to send in your ?s!
13 hours ago

 **agchat** #AgChat
Tomorrow's [#agchat](#) topic will be [#food](#) & [#ag](#) dialogues. What can we do to improve convo w/ consumers & ag folks. Pls DM your ?s.
15 hours ago

 **agchat** #AgChat
Don't forget to DM your Qs for tomorrow's [#agchat](#). We're talking about how to improve [#food](#) & [#ag](#) convos.

About @agchat

11,749 Tweets	17,407 Following	17,078 Followers	616 Listed
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Recent Images



You and @agchat

You follow accounts that follow @agchat · [view](#)



Similar to @agchat · [view all](#)

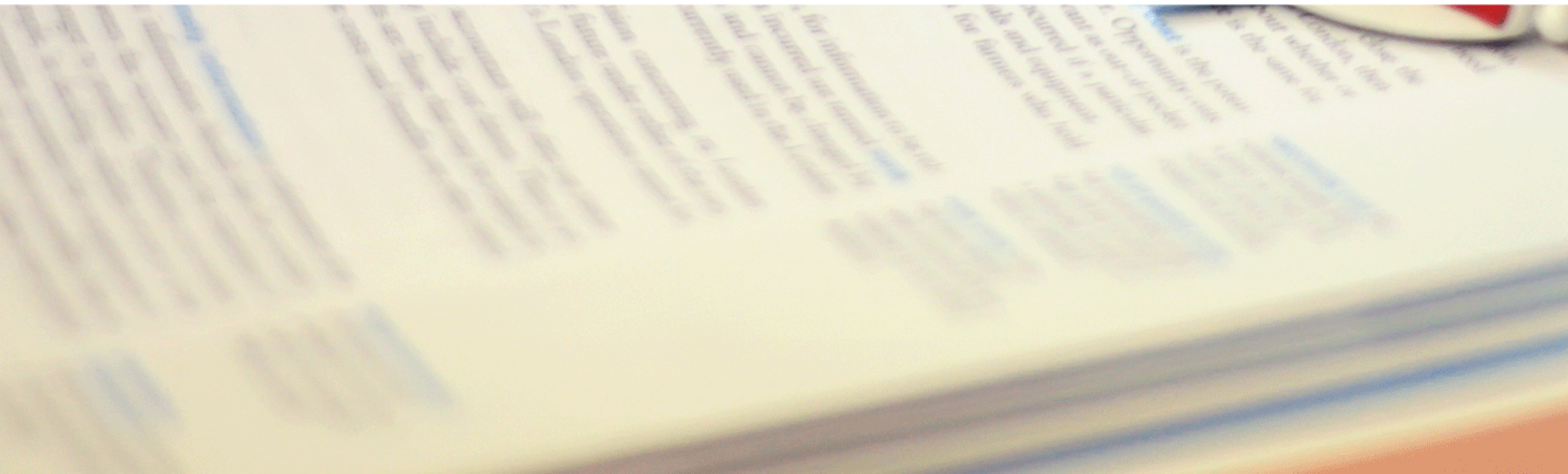
-  **KMRivard** Kelly Rivard · [Follow](#)
Awkward, quirky & always on the go. Country girl, a...
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I'm the editor of AgWeb.com
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The way people **learn** has evolved.



GET A KICK HERE

standard network rates apply



WANNA KNOW MORE?

go to www.pepsi.co.uk





greenhouse boise



Search

About 1,420,000 results (0.13 seconds)

Everything

- Images
- Maps
- Videos
- News
- Shopping
- More

Places for greenhouse near Boise, ID

Green House

www.greenhousecreative.com
Place page

Edwards Greenhouse

www.edwardsgreenhouse.com
4 Google reviews

Boise Dream Flowers

maps.google.com
3 Google reviews

[More results near Boise, ID »](#)

A 4346 Rose Hill Street
Boise
(208) 385-0191

B 4106 W Sand Creek St
Boise
(208) 342-7548

C 755 West Idaho Street
Boise

Cutlerville, MI

Change location

Show search tools

Boise Greenhouse | Growing Innovation

www.boisegreenhouse.com/

Oct 6, 2011 – You've taken your great idea for a business and have started to build on it. You are looking for a place to grow your business further, a place ...

Greenhouses, Etc.

greenhousesetc.com/

Featured Products Specialty **Greenhouse** Kits - design and build special for you.
Luxury, Custom ... **Boise** Web Design, Development and SEO by Nerdy Dragon ...
[Sunroom](#) - [Conservatories](#) - [Financing](#) - [Robo Mower](#)

The Greenhouse Incubator Opens - City of Boise

www.cityofboise.org/Departments/Mayor/.../2010/page59541.aspx

Sep 27, 2010 – "The **Greenhouse** will function just as its name suggests, by creating an environment that will allow its inhabitants to grow and thrive," Mayor ...

Edwards Greenhouse, Boise, ID : Reviews and maps - Yahoo! Local

local.yahoo.com/info-19846843-edwards-greenhouse-boise

Map for greenhouse boise



Ads

Boise Greenhouse

www.dexknows.com/Landscap
Find Local Business Listings,
Helpful Guides & More At Dex...

Idaho Greenhouse

idaho.local.com
Find **greenhouse** here.
We offer local search in your...



>



Edit this place - Business owner?

Edwards Greenhouse

4106 W Sand Creek St, Boise, ID 83703-4028
(208) 342-7548
edwardsgreenhouse.com
Directions Search nearby more



WRITE A REVIEW

Upload a photo

Category: Garden Center
Transit: Catalpa & Tamarack W (0.2 mi SE) 10

4 reviews Your rating: ★★★★★

community seed swap · rachael daigle · escape winter · heather lile · deanna darr

Photos

Upload a photo



edwardsgreenhous ...

Report inappropriate photo

Reviews

SIGN IN TO RATE

lan - Jun 18, 2011
★★★★★ Great selections of all sorts. The staff is very knowledgeable. There is a play area for kids and a

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www.landscapingcostestimates.com

Landscapers Near You
Read Reviews & Get Quotes From Local Landscapers . Free Search!
www.ServiceMagic.com

Get \$25 of Free Plants
Premium Perennials, Shrubs & Trees. Save \$25 on any order \$50 or more!
www.SpringHillNursery.com

Trees and Shrubs
Order now for Fall or Spring Wholesale and Retail
www.coldstreamfarm.net



The way people **share** has evolved.





@PamelaGrow

Pamela Grow

Tell Bank of America: No \$5 Debit Card Fees <http://ow.ly/6KVGv> | Better yet? CLOSE YOUR BANK ACCT & GO W/ A CREDIT UNION

2 Oct via [HootSuite](#) ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by [herrera_laura](#) and 4 others





American Red Cross

@RedCross



Ryan found two more 4 bottle
packs of Dogfish Head's Midas
Touch beer.... when we drink we
do it right **#gettngslizzerd**

HootSuite • 2/15/11 11:24 PM



We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

2 hours ago via [ÜberTwitter](#) ☆ [Favorite](#) [Retweet](#) [Reply](#)

Retweeted by [Nicole1989](#) and 58 others



RT [@Michael_Hayek](#): #craftbeer
[@dogfishbeer](#) fans, donate 2
[@redcross](#) 2day. Tweet with
#gettngslizzerd. Donate here
<http://tinyurl.com/5s72obb>

2 hours ago via [TweetDeck](#) ☆ [Favorite](#) [Retweet](#) [Reply](#)

A photograph of a library bookshelf filled with books. The books are arranged on several shelves, with their spines facing outwards. The colors of the spines vary, including blues, yellows, reds, and browns. The text 'MORE' is overlaid in large, bold, white, sans-serif capital letters across the middle of the image, centered horizontally and partially overlapping the books on the second and third shelves from the top.

MORE

CONTENT

LESS
CONTROL



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 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

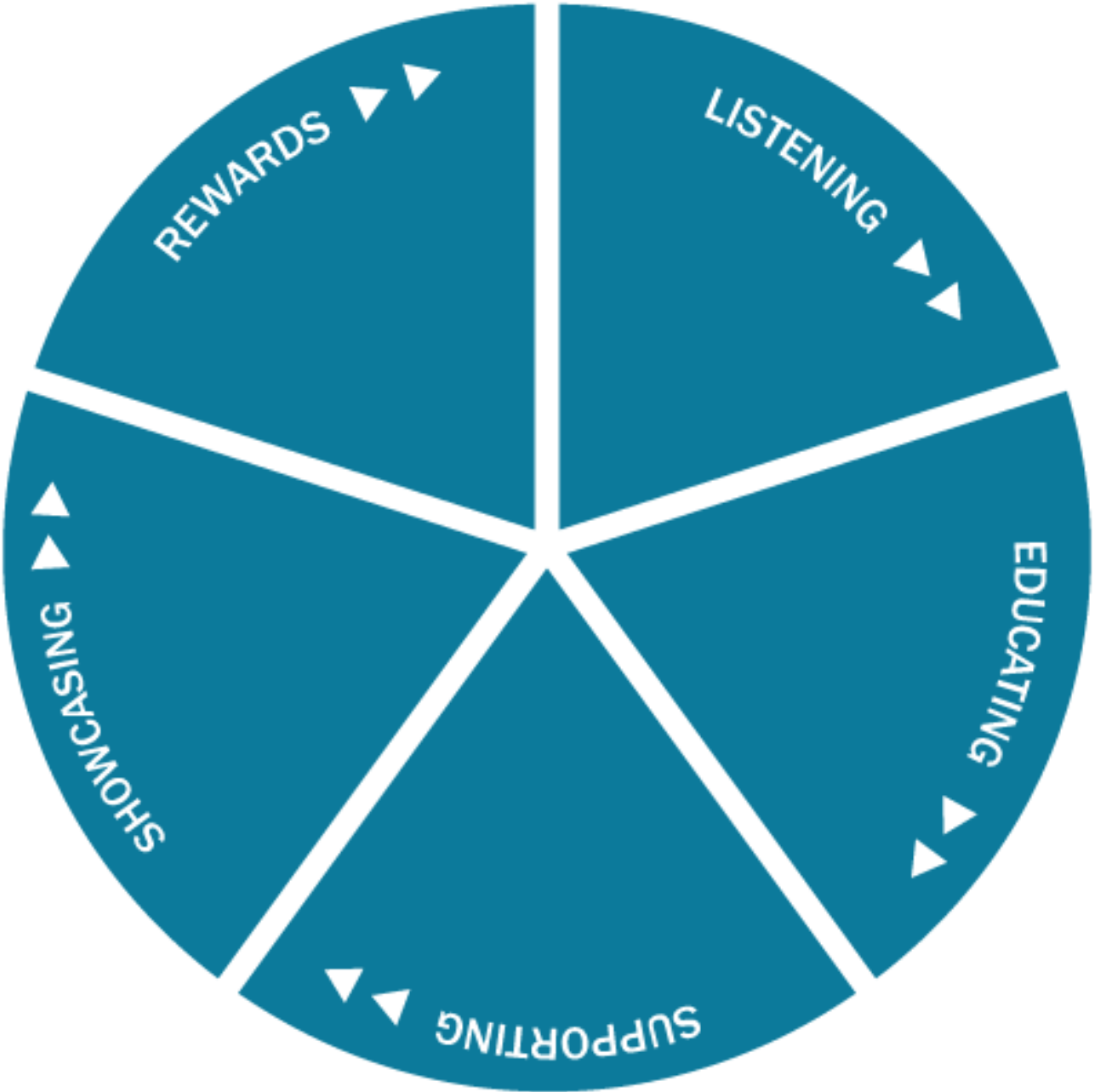


How do you keep from dying?





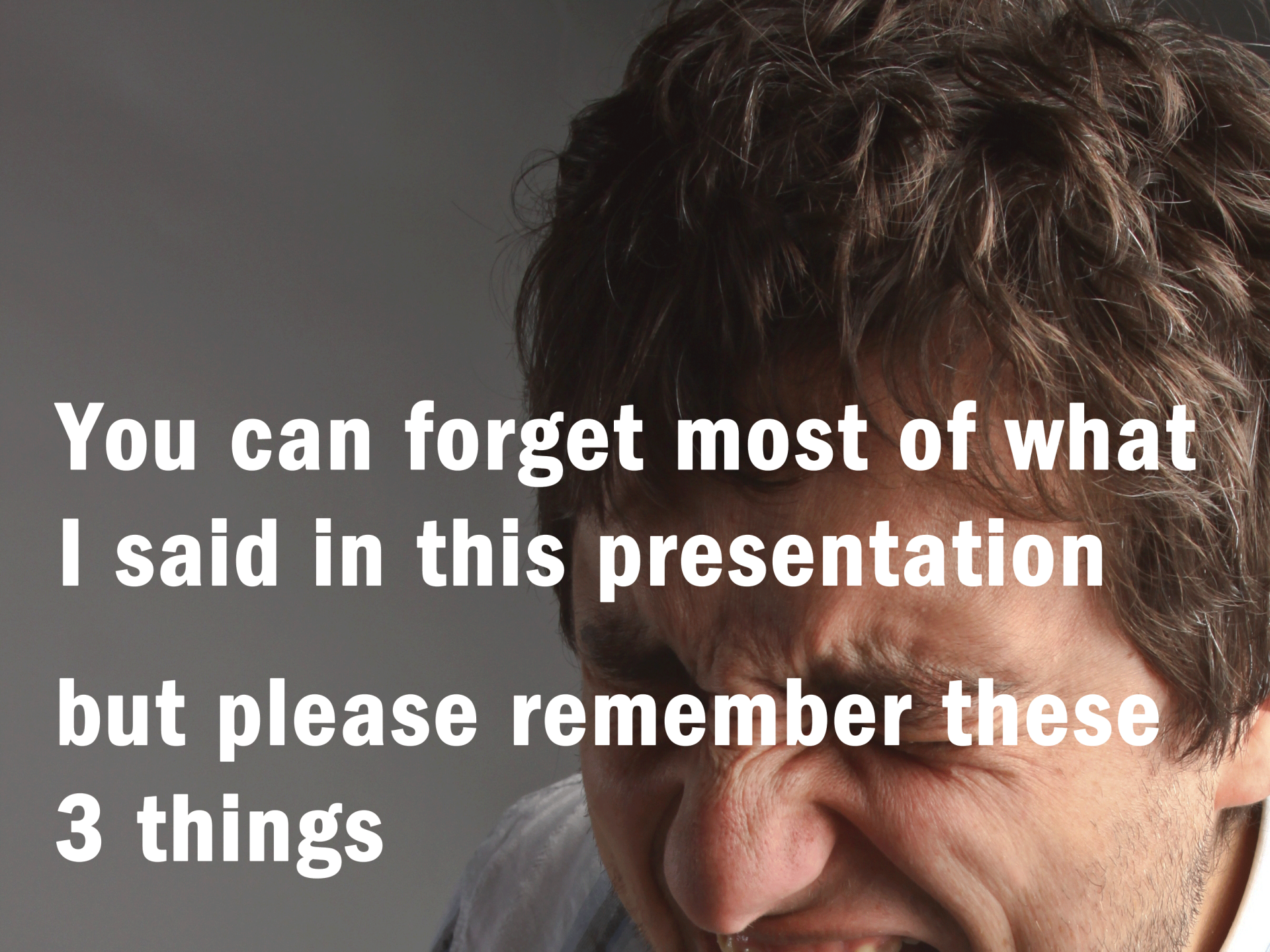








**You can forget most of what
I said in this presentation**



**You can forget most of what
I said in this presentation
but please remember these
3 things**

What I do care about is that you conclude your company needs to change the way you deal with customer **now, because the customer has already changed the way they deal with you.**

The next step is on you.

A personalized experience that is shared - or at least can be shared - is what differentiates one company from another and engages the customer in ways that are unique and immersing.



900%

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

Connect With Me

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765-610-5965

**EVOLVE
ORDIE**

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