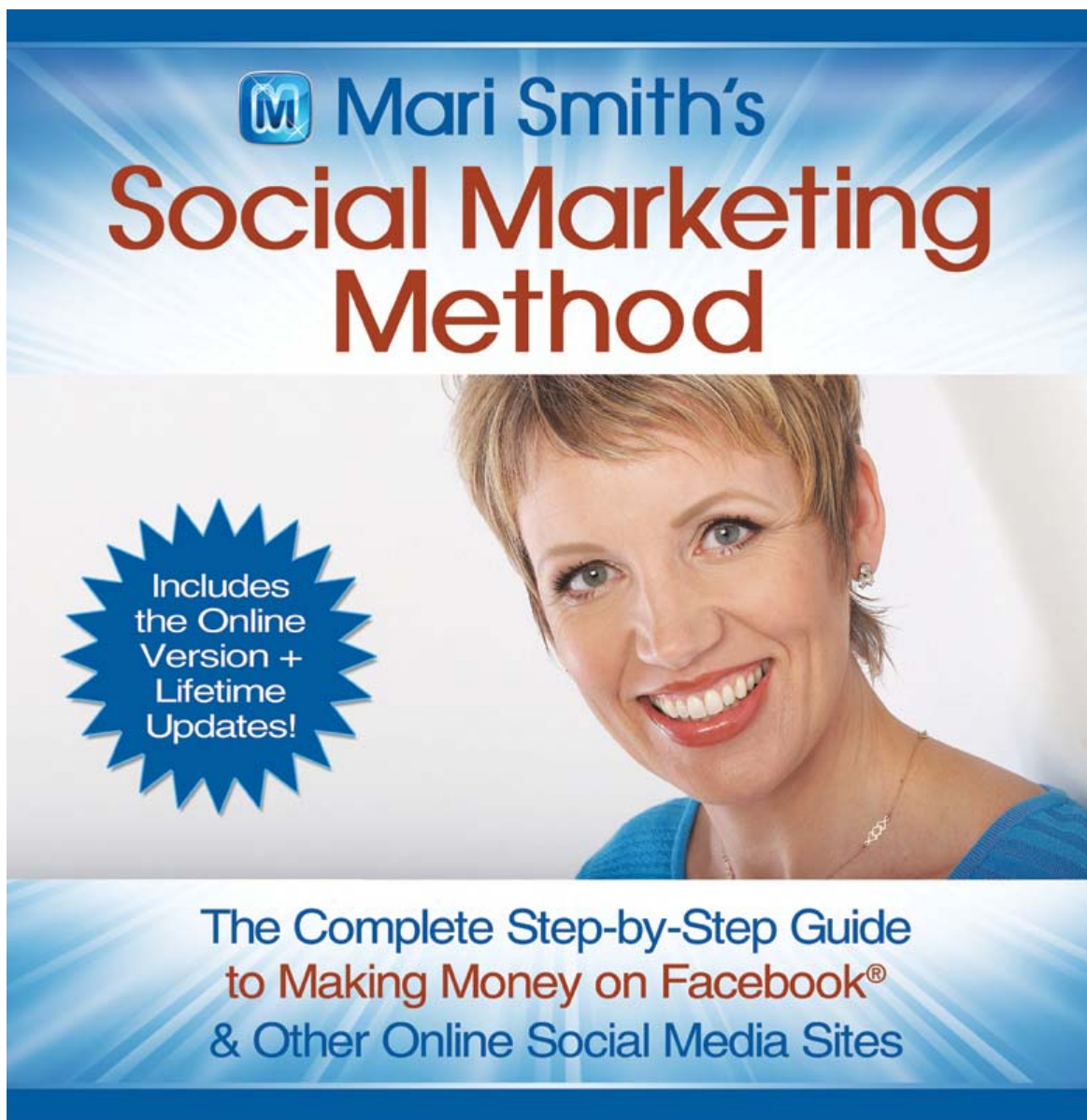


Quick Start Guide



Mari Smith's

Social Marketing Method: QUICK START GUIDE

Published by
MariSmith.com

Relationship Marketing Specialist | Social Media Coach
<http://www.marismith.com>
San Diego, CA 92109 USA

© Copyright 2008 by Mari Smith
All rights reserved under the international and
Pan-American copyright conventions.

With the exception of brief quotations in review – with proper accreditation – no part of this book may be used, reproduced or transmitted in any manner whatsoever without written permission from the author.

DISCLAIMER

This publication is designed to provide accurate information in regard to the subject matter covered. The author is not engaged in providing legal, financial, investment, accounting or business advice. Should the reader need such advice, he or she must seek services from a competent professional. The author particularly disclaims any liability, loss or risk taken by individuals who directly or indirectly act on the information contained herein. The author believes the information contained in this publication to be solid, but readers cannot hold her responsible for either the actions they take or the result of those actions. Mari Smith is not affiliated with, nor does she represent, Facebook.com. She is an independent consultant, coach, and active member of Facebook.com.

Copyright © 2008 by MARI SMITH

v1.0 - FIRST EDITION – November 11, 2008

**Please refrain from changing, dismantling, plagiarizing or reselling this guide book.
Thank you.**

Mari Smith's SOCIAL MARKETING METHOD

Quick Start Guide for Rapid Results






NOTES:





1. *This Guide & Check List assumes you already have a proven business model in place with a viable product and/or service. If your business is very new, refer to the beginning of PART II of my main Social Marketing Method book.*
2. *Depending on your skill and comfort level with delegating to a trusted assistant, approximately 90% of these action steps can be delegated.*



KEY:



- ☺ Recommended minimum – done by you.
- 👤 Recommended minimum – can be delegated to an assistant.
- ☺👤 Recommended minimum – done by you *and* your assistant.

CHECK ✓	ACTION STEP	☺
	<p>1. DECLARE YOUR BRAND + CORE MESSAGE Decide whether you're branding your own name or your company name across all platforms; and choose one primary message.¹</p>	☺
	<p>2. OVERHAUL YOUR HEADSHOT Have professional pictures taken by a photographer who specializes in online photos. Get several poses in the same shoot.²</p>	☺

	<p>3. REVIEW YOUR DOMAIN NAME</p> <p>Review your main domain name. Is it simple, memorable, easy to spell and easy to say? If not, ask for input from your community. Purchase a new domain at GoDaddy.com.³</p>	
	<p>4. SET UP (OR OVERHAUL) YOUR BLOG</p> <p>Set up a hosted blog or blogsite (website and blog combo). Recommended: WordPress.org.⁴ Make sure your blog has been “web2.0-ized and widget-ized.”⁵</p>	
	<p>5. CHOOSE YOUR KEYWORDS</p> <p>Make a list of your top 50 keywords directly related to your core message. (These will form part of your blog posts, tags, and mico-blogging messages, aka “tweets” on Twitter).</p>	
	<p>6. SET UP YOUR SOCIAL MEDIA SITES</p> <p>Set up accounts on all of the sites starting on page #7 below using the same name/identity across all sites.⁶ The list is very extensive – but you’ll be choosing a strategy that involves primarily 2-3 main sites.</p>	
	<p>7. BUILD APPEALING PROFILES</p> <p>Fill out your profiles with the same/similar headshot, bio and all other pertinent information as appropriate.</p>	

	<p>8. PROPAGATE YOUR RSS FEEDS</p> <p>Import all feeds into each site where appropriate. e.g. your blog feed, and feeds from Twitter, YouTube, Flickr, StumbleUpon, Facebook[®], etc.</p>	
	<p>9. GROW YOUR NETWORK (or “TRIBE”)</p> <p>Import your address book to each site where appropriate.</p> <ol style="list-style-type: none"> a. Search for and add (friend/follow/subscribe) people you already know. b. Search for and add new people in your target market, along with people you admire, potential JV partners, your peers, media contacts, etc. 	
	<p>10. ADOPT BEST PRACTICES</p> <p>Familiarize yourself with Facebook[®]'s terms of use, proper etiquette, and the “unspoken rules of conduct.” (Refer to my Social Marketing Method guidebook). Also, familiarize yourself with the <i>culture</i> of the primary sites you’ll use regularly (I recommend a combo of Facebook[®] and Twitter).</p>	
	<p>11. IMPLEMENT SHORTCUTS</p> <ol style="list-style-type: none"> a. Tweet from your desktop using Twhirl and/or Tweetdeck. b. Tweet from Ping.fm or Hello.txt and/or Posty to reach multiple platforms. 	

	<p>c. Add the FriendFeed, Twitter and TwitterSync Facebook[®] apps.</p> <p>d. Make sure your blog feeds are imported to Facebook[®] using the Notes app and Blog Networks app.</p>	
	<p>12. TRACK & MONITOR</p> <p>a. Set up Google alerts for your name, business name and domain names – to (i) monitor your reputation and (ii) respond to blog posts about you.</p> <p>b. Set up Google alerts for your top keywords to identify useful articles, blog posts and resources to share with your Facebook[®] friends (using the Posted Items app) and with your Twitter followers.</p> <p>c. Set up tweet alerts on TweetBeep.com similar to a. and b. above and utilize in a similar manner. With TweetBeep you can also identify people to following using the keywords method.</p>	
	<p>13. CARVE OUT REGULAR TIME</p> <p>Though you can delegate many of these steps, you'll still need to set aside a minimum amount of time for hands-on activity yourself. Even 5-10 minutes per day can make the world of difference.</p>	

	<p>14. TWEET DAILY</p> <p>You may choose to use Twitter.com on your mobile device and/or your computer. Either way, make sure you're active daily with a mix of straight tweets and "@ messages" as conversations.</p>	
	<p>15. APPLY THE 80:20 RULE</p> <p>Regardless of how many friends or followers you have, the 80:20 rule still applies. Your job is to focus on the top 20% of your key contacts and nurture those relationships.</p>	

Key:

☺ Mari's recommended minimum sites

Social Networks		
	Bebo.com	
	BrightKite.com	
	EFactor.com	
	Facebook.com	☺
	FriendFeed.com	☺
	Last.fm	
	LinkedIn.com	☺
	MySpace.com	
	MyYearBook.com	
	Naymz.com	
	Ning.com	☺
	Plaxo.com	☺
	Reunion.com	
	Tagged.com	☺
Micro-blogging Sites		
	Twitter.com	☺
	Plurk.com	

	Identi.ca	
	Jaiku.com	
Twitter Clients		
	Twhirl.org	☺
	Tweetdeck.com	
Twitter Apps		
	TwitPic.com	☺
	EasyTweets.com	☺
	TweetLater.com	
	TwitWall.com	
Multi Posting Sites/Apps		
	Ping.fm	☺
	Posty : spreadingfunkyness.com/posty	
	Posterous.com	
Social Bookmarking Sites		
	StumbleUpon.com	☺
	Digg.com	☺
	Delicious.com	
	Reddit.com	
	Furl.net	





	Spurl.net	
Blog Commenting Sites		
	Gravatar.com ⁷	☺
	Disqus.com	☺
	JS-Kit.com	☺
	SezWho.com	
	IntenseDebate.com	
Blog Directory Sites		
	Technorati.com ⁸	☺
	MyBlogLog.com	☺
	BlogCatalog.com	☺
	BlogBookmark.com	
Photo Sites		
	Flickr.com	☺
	Picasa.com	
Video Sites		
	YouTube.com ⁹	☺
	12Seconds.tv ¹⁰	☺
	Viddler.com	☺
	Ustream.com	☺


	Kyte.com	☺
	Justin.tv	☺
	Revver.com	
Audio Sites		
	Utterli.com ¹¹	☺
Article and Content Sites		
	Squidoo.com	☺
	HubPages.com	☺
	EzineArticles.com	☺
	Scribd.com	
Blog Feed Reader		
	Google.com/reader ¹²	☺
Event/Calendar Sites		
	Upcoming.Yahoo.com	
	30Boxes.com	
Misc. Sites		
	MyOpenID.com	☺
	Amazon.com	

Once you are happy with the above 15 steps and you have your various profiles set up, here is a suggested daily process for both you and your assistant:

Daily ¹³ Process for you [😊] and/or your assistant [👋]:		
	<ul style="list-style-type: none"> • Check your Google alerts, your Tweetbeeps (Twitter alerts) and read the top 3-5 blogs you subscribe to in Google Reader (or other reader, or via email). <ul style="list-style-type: none"> ○ Identify a minimum of one good article, resource or link you can push out to your networks using StumbleUpon, Digg, Facebook® Posted Items and Twitter. ○ Leave comments as appropriate on the top blog posts you like. ○ Comment back on any blog posts in which you are mentioned (as identified by your Google alerts). ○ Follow/respond to people on Twitter as identified by your keywords in Tweetbeep. 	😊👋
	<ul style="list-style-type: none"> • Update your Facebook® Status (unless you're pulling in your tweets and you're tweeting daily). 	😊👋
	<ul style="list-style-type: none"> • Skim your Facebook® News Feed – identify relevant content and make appropriate comment(s). TIP: Categorize your Facebook® friends into lists – then view your News Feed via these lists for more targeted results. 	😊👋

	<ul style="list-style-type: none"> • Check your Facebook® Notifications and respond to relevant activities. 	☺👋
	<ul style="list-style-type: none"> • Check your Facebook® email and respond accordingly. 	☺👋
	<ul style="list-style-type: none"> • Tweet several times during the day (ideally no more than once per hour) sharing a mix of both personal and professional activities, insights, thoughts, questions, quotes and tips. If ever you're stuck for something to say right at that moment, grab a favourite book and quote an excerpt. <ul style="list-style-type: none"> ◦ Mix your tweet formats: e.g. text, photos (Twitpic.com), audio (Utterli.com) and video (12Seconds.tv) 	☺👋
	<ul style="list-style-type: none"> • Check and respond to your Twitter DM's. 	☺👋
	<ul style="list-style-type: none"> • Check and respond to your Twitter "@" messages. 	☺👋
	<ul style="list-style-type: none"> • Watch the trending topics on Twitter Search http://search.twitter.com – look for lively topics, events and current affairs that interest you and follow those individuals back (and send them and "@" tweet if/when appropriate). 	☺👋
	<ul style="list-style-type: none"> • Read your main feed at FriendFeed – look for relevant activities to "Like" and/or Comment on. 	☺👋

	<ul style="list-style-type: none"> • WEEKLY: <ul style="list-style-type: none"> ○ Write 1-3 blog posts and schedule for release; ○ Pre-schedule tweets (using EasyTweets.com and/or TweetLater.com) as appropriate. ○ Submit 1+ articles to http://ezinearticles.com (be sure to pull in your Twitter information to EzineArticles and, as your followers grow, so will your position on the leader board at http://twitter.ezinearticles.com) 	
Daily Process for your VA on your behalf :		
	<ul style="list-style-type: none"> • Follow back your Twitter followers. <p style="text-align: center;"><i>It is possible to fully automate this process using the special feature at http://tweetlater.com. For instructions on how to do so, see this great post by my friend, Denise Wakeman of The Blog Squad™: http://www.biztipsblog.com/2008/08/build-your-list.html</i></p>	
	<ul style="list-style-type: none"> • Find new people to follow on Twitter using http://twellow.com, http://search.twitter.com and observing keywords with http://tweetbeeps.com. 	
	<ul style="list-style-type: none"> • Find new Facebook® friends to add according to your written friending policy. 	

	<ul style="list-style-type: none">• Accept Facebook® friends according to your written friending policy.	
	<ul style="list-style-type: none">• Become a fan of select Facebook® Pages.	
	<ul style="list-style-type: none">• Respond to all other Facebook® requests as appropriate (Events, Groups and Application invitations).	
	<ul style="list-style-type: none">• Screen your Facebook® email for you.	
	<ul style="list-style-type: none">• Acknowledge your Facebook® friends' birthdays.	
	<ul style="list-style-type: none">• Monitor and moderate activities on your Facebook® Group and/or Facebook® Page.	

SEE ENDNOTES BEGINNING ON PAGE 18.

ABOUT THE AUTHOR: Mari Smith

I'm a Relationship Marketing Specialist and Social Media Coach. To quote Fast Company magazine "Mari Smith is a veritable engine of personal branding, a relationship marketing whiz, and the [Pied Piper of Facebook!](#)"



I help independent professionals, entrepreneurs and business owners to their profits utilizing an integrated social marketing strategy, with particular focus on Facebook®. I'm passionate about showing fellow professionals how to develop powerful profitable relationships using social media.

I've been involved with internet marketing since '99 and have built numerous successful websites, blogs, email lists, and authored a number of popular information products. I'm also a certified Relationship Coach, Success Coach and Developmental Coach.

My motto is "Relationships first, business second."

Mari's Facebook® Blog:

<http://whyFacebook.com>

Mari's primary blogsite:

<http://marismith.com>

Social Marketing consulting:

<http://www.marismith.com/coaching-consulting-services/>

Social Marketing Method multi-media membership program:

<http://socialmarketingmethod.com>

Social Marketing Masterclass:

<http://marismith.com/socialmarketingmastery/>

Affiliate Program:

<http://partnerwithmari.com>

Joint Venture Inquiries:

<http://jvwithmari.com>

¹ Choosing the right brand that reflects the essence of who you are and your core message can be a whole process in and of itself. I recommend you don't second guess this piece. If you need support, my top picks for branding expertise are Kim Castle and her PowerPath package at <http://brandu.com/facebookbrand> and Samantha Hartley <http://marismith.com/recommends/enlightenedmarketing.htm>.

² My photographer is Ce Ce Canton <http://cecephoto.com> out of San Diego. Another excellent photographer is Lesley Bohm <http://www.bohmphotography.com>. If you're not convinced yet of the power of a great photo, check out this note from a new client: *"[your photo]...really was the reason I signed up as you look so sunny and happy and OPEN and I trusted you immediately! Whatever you invested in your photo sure was certainly worth it."*

³ Domain name tip: first do a Google search for godaddy discount code and you can save \$\$ on your purchase!

⁴ If you don't yet have a blog (or you have a blog on Blogspot/Blogger), I recommend using hosted WordPress.org. WordPress.com is free; it's hosted by WordPress. However, you're limited as to how much customization and widgets you can add. By hosting WordPress.org on your own server, you'll have much more flexibility in how your blog is set up, designed and "widgetized" (plug-

ins and widgets). I use BlueHost.com for my hosting. The reason you don't want to use Blogspot/Blogger is your blog will look amateur – these sites are seen for beginners. Plus there is a bar across the top that says “next blog” – you have no control over what that next blog might be. It could even be a porn site. Ugh!

⁵ Trendy blogs today have a certain look and feel to them – they need to show quickly all the other sites where your visitors can connect with you, there should be plenty of plugins and “widgets” showing photos, videos and more. For a couple of great examples, see <http://garyvee.com> and <http://simonleung.com>. And for help designing (or overhauling) your blog/blogsite, see @ShamaHyder of AftertheLaunch.com or @RachelPradhan of IndraMarketing.com or @JesseLuna of JPLuna.com.

⁶ You will choose the 2-3 primary sites for regular activity; all other sites are to have a profile/presence for later use. It's important to claim your username on all these different sites).

⁷ With Gravatar, you simply upload a headshot. Any and all blogs that use Gravatar will pull in your headshot. Many people who comment on blog posts do not know this is the site that pulls in the headshot. You'll gain additional valuable visibility by being the one with the headshot!

⁸ You'll want to make sure and "claim your blog" on Technorati.com so you have a rating and people can find you via searches and tags on the site to.

⁹ YouTube is actually a social network, in fact the #1 social network above Facebook and MySpace!

¹⁰ With 12Seconds.tv you literally record 12 seconds of video and then it automatically gets posted out as a tweet on Twitter.com.

¹¹ Utterli allows you to record audio greetings which then get posted out as a tweet on Twitter.com. This is one of my favorite ways to tweet while away from my computer, especially when driving and I can't tweet from my iPhone. People love to hear voices.

¹² There are many choices of blog readers out there. I recommend Google Reader for many reasons including the Shared Items feature which has an RSS Feed that can be pulled into FriendFeed.

¹³ Though daily is recommended, most all activities could be done every 2-3 days and still yield excellent results. Ideally though, for maximum fast track results, perform each of these activities daily.