“Social Media – How to make it work for you most effectively in a BUSINESS setting”

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Agenda

• Introduction & Questions

• Q&A throughout

• LinkedIn, Twitter, Blogs, Google Alerts, etc.

• Next steps
Questions

• How many of you have a Facebook account
  – Who do you like- friends, companies, industry professionals

• How many of you text almost every day
  – Who do you text- friends, companies, industry professionals

• How many of you have a LinkedIn account
  – Who do you follow- friends, companies, industry professionals

• How many of you have a Twitter account
  – Who do you follow- celebrities, friends, companies, industry professionals

• How many of you do Google Alerts

• How many of you looked at my LinkedIn profile before today
Why Social Media????

• **The resistance comes from many corners**
  – Social media is stupid. I can’t be bothered.
  – I have too much on my plate to waste time with social media.
  – I am concerned about sharing too much on social media. It is a security question for me.
  – I don’t want to connect with people I don’t know. Why would I do that?

• **Social media is the way of the world**
  – Create a solid, positive social media presence on LinkedIn and maybe even Twitter. Keep it professional and you will find more learning, job, & networking opportunities.
  – **Be careful about some social media platforms** - Facebook, Instagram, YouTube & Snapchat that are designed for **SOCIAL** communication

Source: Dan Toussant Interview Doctor®
The Top 5 Personal Brand Social Media Sites

The Big Five

LinkedIn

Facebook

twitter

YouTube

Instagram
Most Popular Business Social Media Venues

• Facebook- for businesses that sell stuff, corporate branding. Not typically for building a personal brand.
• U-Tube- #2 searched social media site in the world daily. Use with the same caution as Twitter and Facebook regarding personal information and activities.
• LinkedIn- the networking application of choice for business. Use to send your or others intellectual capital content to your audience.
• Twitter- for business that sell stuff and want to drive their corporate branding as well as point of sale couponing. Can be used to build a personal brand but be careful not to mix brand building with personal or political events/pictures/comments.
• Texting- like Twitter it can be utilized for instant communications in both the business and personal world, be professional at all times.
• Blogging- utilize sites like http://wordpress.com/ to send your intellectual capital content to your audience.
Top 7 LinkedIn stats every B2B marketer needs to know

1. 61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions.
2. LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.
3. LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.
4. 91% of marketing executives list LinkedIn as the top place to find quality content.
5. Of the 10,000 most shared articles of the last 5 years, only 6% were written by influencers.
6. 80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook.
7. LinkedIn generates 3x more conversions than Twitter & Facebook.
Social Networking & Messaging: Monthly Users (millions)
Age Composition of Social Media Brand Users

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Age 12-34</th>
<th>Age 35-54</th>
<th>Age 55+</th>
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<tr>
<td>Facebook</td>
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<tr>
<td>WhatsApp</td>
<td>48</td>
<td>37</td>
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</tbody>
</table>
Business Social Media- Rule #1

On LinkedIn, Don't Post a #Selfie!

LinkedIn now has over 500 million members and you are 21 times more likely to get a response if you have a picture on your LinkedIn profile. But, since LinkedIn is a professional networking site, your profile picture should look, well, professional. That means, your profile picture on LinkedIn should NOT be a selfie.
Plan Your Social Media Strategy
One-Page Personal Brand Strategy- Template

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com.
View my personal strategy here.

Mission
why are you doing this? what are you trying to accomplish?

Target Audience
who are you trying to reach? what are their characteristics? where do they live?

Brand Attributes
what are 3-4 attributes you'd like people to think of when they encounter your brand?

Story
what's your story?

Key Measurables
how do you want to measure success? what 3-4 metrics will advance your mission?

Ideas to Contribute
what are some top ideas to contribute to your target audience?
One-Page Personal Brand Strategy - Example

Source: @jeffgiesea

Questions or feedback? Add a comment here, or reach me @jeffgiesea or hello@jeffgiesea.com. View the template here.

**Mission**
why are you doing this? what are you trying to accomplish?

To help people move toward purpose & achieve big goals.
Launching new business + exec coaching as market research

**Target Audience**
who are you trying to reach? what are their characteristics? where do they live?

English-speaking professionals
High achievers
They want to improve
They read business books
On LinkedIn, may read HBR

**Brand Attributes**
what are 3-4 attributes you’d like people to think of when they encounter your brand?

Helpful - gives value
Genuine - open, keeps it real
FIERCE - courageous, inspiring
Board-worthy - trusted partner, professional

**Story**
what’s your story?
Built & sold two businesses.
Chairman of digital marketing agency. Recently discovered exec coaching. Love the mission of it and now exploring scalable offerings that provide people the same benefits.

**Key Measurables**
how do you want to measure success? what 3-4 metrics will advance your mission?

- Views/engagement w writing
- In-bound “thanks” notes
- In-bound biz opportunities
- New relationships w awesome people

**Ideas to Contribute**
what are some top ideas to contribute to your target audience?

- Write more. Blog on LI & HBR
- Offer free coaching sessions (crazy idea to tour country doing this)
- Create free info products
- Write book
- Speak at conferences
LinkedIn Statistics

• LinkedIn operates the world’s largest professional network on the Internet with more than 500+ million members in over 200 countries and territories.

• LinkedIn is the most-used social media platform amongst Fortune 500 companies.

• LinkedIn profiles with photos get 21x more views and 36x more messages.

• There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.

• LinkedIn makes up more than 50% of all social traffic to B2B websites & blogs.

https://foundationinc.co/lab/b2b-marketing-linkedin-stats/#user-stats

Source: LinkedIn website
LinkedIn Home Page - Look at My Network, Messaging, Notifications
Economic developers take note: It would appear that the chickens are finally coming home to roost -- that ridiculously high housing costs have reached a breaking point in some big metro areas, thwarting ta ...see more
Tim Feemster
Top 500 CEOs in Dallas 2019 D CEO Magazine
Dallas/Fort Worth Area • 500+ connections • Contact info

About

Over 40 years of experience have provided Tim Feemster, CEO & Managing Principal of Foremost Quality Logistics, with a variety of hands on problem solving situations in industrial/manufacturing site selection, economic development, real estate, trans... see more

People Also Viewed

JOHN HAMILTON • 2nd
Industrial Real Estate Professional ◆ CBRE, Inc. First Vice President

Didi Caldwell • 1st
Site Location Consultant

Terrance Pohlen • 1st
Senior Associate Dean and Professor of Logistics, University of North Texas

Troy Manley • 2nd
Ops Manager © Suburban Propane

Richard Jenninas • 3rd
Keywords are the Key to LinkedIn and any Google Search

1. Create a **keyword-optimized** profile
2. **Participate** regularly in group discussions
3. Start performing **keyword searches**
   so you can connect with your potential customers who are looking for answers to problems
About

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Settings -
Ensure your setup the way you want your profile to be protected.
Connect with Kent George

Kent George
Development Project Manager at City of Burleson
City of Burleson • The University of Texas at Arlington
Dallas/Fort Worth Area • 111 &
You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note
Add a Personalized Note on the Invitation

You can customize this invitation

Include a personal message (optional):

We are scheduled to meet in Burleson on 2/2. In the meantime, I would like to connect with you on LinkedIn.

Send invitation
1st, 2nd, and 3rd Degree Connections

You know JACK. JACK is your 1st Degree Connection

YOU → JACK

You know JACK, and JACK knows JILL. JILL is your 2nd Degree Connection

YOU → JACK → JILL

You know JACK, and JACK knows JILL, and then JILL knows Up The HILL.
HILL is your 3rd Degree Connection

YOU → JACK→ JILL → HILL
Ways to Connect - Be strategic, it's not about the quantity

• Business network expansion
  – Search your connection’s connections
  – Search companies
  – Search educational institutions you attended
  – Search fraternal organizations
  – Join groups

• Company connections - co-workers

• New areas of expertise

• Job search - beware, connecting to recruiters
Check out people who request your connection
Check out potential new connection

Kendra (Morris) Cassell
Vice President of Business Development at Edwards Construction Services
Edwards Construction Services Inc. • University of Central Florida
Orlando, Florida Area • 500+ followers

PLD - record occupancy and double digit rent growth. Good times to be working in industrial!
Kendra liked

I've been speechless and heartbroken for days. My dear friend Karl Nebel passed away this...
Kendra liked

The Changing Landscape of Healthcare Design
Kendra liked

Great minds at the Orange County Economic Summit discussing the future of workforce...
Kendra liked

A terrific collaboration project for Little and a great addition to the Lake county communit...
Kendra liked

Tim Giuliani named CEO of the Orlando region's soon-to-merge economic...
Kendra liked

See all activity
Search for University of North Texas
Profile of Who is from that University

194,563 alumni

Search alumni by title, keyword or company

Where they live + Add
189,922 | United States
132,426 | Dallas/Fort Worth Area
7,988 | Houston, Texas Area
7,574 | Austin, Texas Area
2,720 | San Antonio, Texas Area
2,439 | Greater New York City Area
2,217 | Greater Los Angeles Area
1,976 | Greater Denver Area
1,767 | San Francisco Bay Area
1,434 | Washington D.C. Metro Area
1,391 | Greater Seattle Area

Where they work + Add
4,744 | University of North Texas
620 | Fidelity Investments
537 | Lockheed Martin
416 | JPMorgan Chase & Co.
386 | American Airlines
369 | IBM
369 | Southwest Airlines
313 | PepsiCo
271 | Amazon
265 | Capital One
205 | Microsoft
Some of the UNT Contacts in my Network

- **Chris Drury**
  Director, College of Business Programs, UNT, Ryan College of Bus...
  Dallas/Fort Worth Area
  Terrance Pohlen, Julie Willems-Espinoza, and 6 other shared connections

- **Jessica McCallister**
  Medical Student at William Carey University - College of Osteopath...
  Dallas/Fort Worth Area
  & Greg Chalkley and Renee Hebert are shared connections

- **Sierra Ray**
  Line Maintenance Planner at American Airlines
  Dallas/Fort Worth Area
  & Hanns-Christian Hanebeck, Julie Willems-Espinoza, and 6 other shared connections

- **Michael Schmitz**
  Senior Project Manager at Antero Group
  Dallas/Fort Worth Area
  & Tony Kasi, Arleene Loyd, and 4 other shared connections

- **Luis Salazar**
  Strategic Buyer - Epiroc
  Dallas/Fort Worth Area
  & Julie Willems-Espinoza is a shared connection

- **Kyle Schroeder**
  GES Transportation Optimization
  Dallas/Fort Worth Area
Search for Groups
Groups in Logistics

But you can only join a total of 50 groups
Research the group and decide whether to join
Can only join a total of 50 groups
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Employees</th>
<th>Follow/Unfollow</th>
</tr>
</thead>
<tbody>
<tr>
<td>BNSF Railway</td>
<td>Transportation/Trucking/Railroad</td>
<td>10,001+ employees</td>
<td>Unfollow</td>
</tr>
<tr>
<td>BNSF Logistics</td>
<td>Logistics and Supply Chain</td>
<td>501-1,000 employees</td>
<td>Follow</td>
</tr>
<tr>
<td>BNSF Logistics LLC</td>
<td>Transportation/Trucking/Railroad</td>
<td>11-50 employees</td>
<td>Follow</td>
</tr>
<tr>
<td>Bnsf Railroad</td>
<td>Fund-Raising</td>
<td>201-500 employees</td>
<td>Follow</td>
</tr>
<tr>
<td>Bnsf Inc</td>
<td>Transportation/Trucking/Railroad</td>
<td>201-500 employees</td>
<td>Follow</td>
</tr>
<tr>
<td>BNSF Credit Union</td>
<td></td>
<td>1-10 employees</td>
<td>Follow</td>
</tr>
</tbody>
</table>

Search for Companies and Click the Follow button to get posts from the BNSF.
Do I Upgrade? Probably not

Join the millions of LinkedIn members using Premium to get ahead. Start your free 1-month trial today.

- Career: Get hired and get ahead
  - Stand out and get in touch with hiring managers
  - See how you compare to other applicants
  - Learn new skills to advance your career

- Business: Grow and nurture your network
  - Find and contact the right people
  - Promote and grow your business
  - Learn new skills to enhance your professional brand

- Sales: Unlock sales opportunities
  - Find leads and accounts in your target market
  - Get real-time insights for warm outreach
  - Build trusted relationships with customers and prospects

- Hiring: Find and hire talent
  - Find great candidates, faster
  - Contact top talent directly
  - Build relationships with prospective hires

- Select plan: $29.99/mo
- Select plan: $47.99/mo
- Select plan: $64.99/mo
- Select plan: $99.95/mo
A LinkedIn “Golden Rule” For Discussions Tab

• Attention audience- The discussion area is designed for compelling comments about the state of the industry designed to elicit comments and free thinking
  – LinkedIn is not a political platform
  – A discussion is not a sales pitch
  – A request to network is not a plea for employment

• Don’t join a group if you are not going to participate
LinkedIn Facts

OVER 25 MILLION LINKEDIN PROFILES ARE VIEWED EVERY DAY

INTERESTING LinkedIn FACTS

- 11x INCREASE IN LINKEDIN VIEWS BY INCLUDING A PHOTO
- 1 OUT OF 3 PROFESSIONALS ON THE PLANET ARE ON LINKEDIN
- COMPANY PAGE WITH THE MOST ENGAGED FOLLOWING
- 200 CONVERSATIONS PER MINUTE OCCURRING IN LINKEDIN GROUPS
- 41% PERCENTAGE OF LINKEDIN VISITS VIA MOBILE
- 1 IN 20 LINKEDIN PROFILES BELONG TO RECRUITERS
LinkedIn is Also a Leader for B2B Social Media Marketers

Which of the following social media channels are a part of your digital marketing mix?

92% LinkedIn
87% Twitter
76% Facebook
67% YouTube
15% Other
13% Instagram
7% None
1% Not Sure
1% Not Sure

* Respondents were asked to choose all that apply.

Unsurprisingly, LinkedIn is the leading social media channel for B2B marketers, with Twitter trailing as a close second.
Twitter Statistics

**USAGE: TOTAL TWITTER USERS (2019)**

- Worldwide, Twitter has over 336 million active users & 100 million daily active users.
- Top 5 countries on Twitter accounts for 50% of overall tweets.
- 23% of the internet population is said to be on Twitter.
- 2 billion queries are served by Twitter on a daily basis.

**Tweets Now Can Handle 18 Quintillion User Accounts**

**There Are 24.6% Verified Journalists on Twitter**

**83% of the World's Leaders Have Twitter Accounts**

Current ad revenue of Twitter is $545 million, 88% of which came from mobile advertising.

Source: https://www.soravjain.com
The Power of Twitter

- Marketers generate leads and close deals successfully
- Avoid sales driven messages
- Create hashtags # to follow conversation and community
- Use advanced search to monitor +/- comments

WHY TWITTER USERS ENGAGE BRANDS

- 43% are thinking about the brand
- 35% are reading about the brand
- 21% are hearing about the brand
- 01% are seeing the brand

TWEETER VS. EMAIL AND FACEBOOK

- 37% Likelihood of purchasing from a brand
- 27% of Twitter followers
- 17% of Facebook "likes"
My Twitter Home Page

Today marks National Manufacturing Day! Last year, Aerospace & Defense experienced growth in every manufacturing sub-sector, ranging from commercial aerospace to cyber, resulting in a $929b industry output. Learn more about A&D on MFGDay19: bit.ly/2019F-Fs

TOTAL INDUSTRY OUTPUT IN 2018
(dollars in billions)

Aircraft Systems $500b
End Use Manufacturers $477b
Supply Chain $459b

End Use 51%

Space Systems $50b
Land & Naval Systems $30b
Cyber $10b

AIA aerospaceindustries
Twitter & LinkedIn Tips

• Justin Bieber is not a business contact target. If you want to tweet about “stuff”, set up a second account

• Keep it professional, your handle, and your photo

• Consistently post content that is relevant to your target audience, this means every week multiple times. Don’t forget LinkedIn group postings

• Establish meaningful two–way communication with your followers. Retweet their tweets & respond to their tweets

• Participate in the larger Twitter community based on keyword searches and keyword research
| Google Alerts | Google Alert - Cabela's | Google Cabela's Daily update | January 24, 2017 FINANCE Stock price rose |  |
| Google Alerts | Google Alert - caterpillar | Google caterpillar Daily update | January 24, 2017 FINANCE |  |
| Google Alerts | Google Alert - City of Dayton | Google City of Dayton Daily update | January 24, 2017 NEWS |  |
| Google Alerts | Google Alert - toledo | Google toledo Daily update | January 24, 2017 NEWS Toledo |  |
| Google Alerts | Google Alert - Flint Michigan | Google Flint Michigan Daily update | January 24, 2017 NEWS |  |
| Google Alerts | Google Alert - Hostess Brands | Google Hostess Brands Daily update | January 24, 2017 NEWS |  |
| Google Alerts | Google Alert - centerpoint properties | Google centerpoint properties Daily update | January 24, 2017 NEWS |  |
automobile plant

Daily update · September 26, 2019

NEWS

China's EV makers plunge on fears that a government-backed bubble is bursting
Los Angeles Times
The Chinese electric-vehicle maker has failed to assuage fears that it’s running short on cash. The company is aggressively expanding its sales efforts ...

Google Alerts

On the Picket Lines of the General Motors Strike
The New Yorker
Roxanne Harper, a forty-eight-year-old assembly-line worker at the General Motors plant in Lake Orion, Michigan, was walking the picket line on ...

GM, UAW battle over worker pay from temps to CEO
The Detroit News
A picketer carries a sign at one of the gates outside the closed General Motors automobile assembly plant on Sept. 16 in Lordstown, Ohio. (Photo: ...
Is my Social Media Important?

• Having a professional LinkedIn photo makes your profile **11 times** more likely to be viewed

• 87 percent of **recruiters** are using LinkedIn

• The top skill on LinkedIn? **Statistical Analysis and Data Mining**

• People who list skills on their profile get **13 times** more views

• There are **39 million** students or recent graduates on LinkedIn

• 41% of **millionaires** use LinkedIn

• 81% **millennials** check Twitter at least once a day

• 86% Tweet **including link** have higher engagement rate

• 78% of users are using Twitter on their **mobile device**
Summary - Next Steps

- Build brand awareness and drive more traffic to your website or blog
- Create buzz and excitement around a new product or service offering
- Provide your target audience with helpful information and resources, online or offer an additional channel for customer service
- Be more proactive about listening to what your customers are saying about your brand, and react quickly and appropriately
- Specifically focus on lead generation and getting new people from your different social media accounts into your prospect and sales funnel
YOUR NETWORK IS YOUR NET WORTH
Bibliography

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- [https://www.quora.com/Why-is-having-a-LinkedIn-profile-so-important](https://www.quora.com/Why-is-having-a-LinkedIn-profile-so-important)
- [https://www.linkedin.com/pulse/people-supply-chain-top-10s-tips-personal-linkedin-brian-cartwright](https://www.linkedin.com/pulse/people-supply-chain-top-10s-tips-personal-linkedin-brian-cartwright)
What questions do you have?- My email Signature

My email Signature

Thanks,
Tim Feemster
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6005 Calm Meadow Rd
Dallas, TX 75248
O: 469-554-9873
C: 214-693-7689
tim@feemsters.com
fqllogistics@gmail.com
Follow me on LinkedIn
- www.linkedin.com/in/timfeemster/

Join my LinkedIn Group- Global Logistics & Real Estate
http://www.linkedin.com/groups?gid=2502304&trk=my_groups-b-grp-v
Follow me on Twitter- @tsfeemster