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# ***EXTREME DIGITAL MARKETING!***

**Social Media**  
Insights To Success #1

**By Lon Safko**



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



# About The Author

## LON SAFKO

Lon Safko is a remarkably creative person. He is the creator of the “*First Computer To Save A Human Life*”. That computer, along with 18 inventions and more than 30,000 of Lon’s papers, are in the Smithsonian in Washington, D.C. He has created numerous hardware and software solutions for the physically challenged, developed the first CAD software for civil engineers, designed the archetypes for the Apple Newton & Microsoft’s Bob Operating Systems. He is also responsible for those handy little Tool-Tips help-balloon pop-ups!

Lon has been recognized for his creativity with such prestigious awards as; The Westinghouse’s *Entrepreneur of the Year*, Arizona Innovation Network’s *Innovator of the Year*, The Arizona Software Association’s *Entrepreneur of the Year*, twice nominated for the Ernst & Young / Inc. Magazine *Entrepreneur of the Year*, and The Public Relations Society of America’s, *Edward Bernays, Mark of Excellence Award*, and nomination as a Fellow of the nation’s Computer History Museum. Lon has also been featured in Entrepreneur Magazine, PC Novice, and Popular Science Magazines just to name a few. Lon was recently selected by the Smithsonian to represent “*The American Inventor*” at their annual conference.

He is the founder of nine successful companies, including Paper Models, Inc., which uses downloadable three-dimensional models in business advertising, promotions, and education, which is being considered as an acquisition.

Lon is an author of remarkable breadth, writing five innovative books. His books have shown corporations how to train managers to think creatively, detailed the secrets of launching a successful on-line business, offered advice to new home owners on reducing building costs, and related amazing stories about the serendipity of life. His latest book with John Wiley & Sons “*The Social Media Bible*,” unlocks the mysteries of the hottest new Internet wave, Social Media, such as Facebook and YouTube. This book is transforming corporate and non-profit marketing strategies and how they use these new media to reach their desired audiences with power messages and efficiency.

Lon is a professional speaker, wowing audiences in a hundred cities nationwide with his insights into innovation, creativity, and how to be a successful entrepreneur / intrapreneur in this global digital age. Said one executive of First American Title Insurance, “This is the best seminar I’ve been to in 25 years.” Teledyne said Lon’s seminars are “Informative and entertaining, packed with useful information.” And the U.S. Postal Service called Lon’s seminar “inspiring and motivational.”

Lon also privately coaches Fortune 500 companies on harnessing Innovative Thinking to create higher productivity and profits. These on-site visits and personalized presentations help corporate, government, and non-profit executives improve their operations and performance by capturing the innovative potential now wasted or overlooked. As Lon says, “When you start to see your world in a different perspective, you see new ways to do everything!” Lon Safko sees the world in a new way every day.

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## The 10 Commandments of Social Media



As an author of *The Social Media Bible*, I am often asked, “What do I need to do engage my company, my products, and myself in social media?” The answer is easy: participate. Get out there and get involved. If you aren’t in the game, you can’t win. Here’s your Ten Commandments or things you need to be doing to get in and win with social media.

1. Thou Shalt Blog (like crazy).
2. Thou Shalt Create Profiles (everywhere).
3. Thou Shalt Upload Photos (lots of them).
4. Thou Shalt Upload Videos (all you can find).
5. Thou Shalt Podcast (often).
6. Thou Shalt Set Alerts (immediately).
7. Thou Shalt Comment (on a multitude of blogs).
8. Thou Shalt Get Connected (with everyone).
9. Thou Shalt Explore Social Media (30 minutes per week).
10. Thou Shalt Be Creative (go forth and create creatively)!

### **Commandments 1. Thou Shalt Blog (like crazy)**

Blog. Please. That’s the first priority. Set up a blog, a personal blog, a business blog. It’s easier than you think. Use an existing blogging site such as Blogger.com or GoingOn.com or install your own branded blogging site right on your own server by using WordPress. And, WordPress is free.

### **Commandments 2. Thou Shalt Create Profiles (everywhere)**

Create your profiles; do it now before someone else takes them. Once they are gone, they are gone forever. That’s called cyber squatting. So get out there. Use Open Social to make filling in your profiles as easy as a click of a button.

### **Commandments 3. Thou Shalt Upload Photos (lots of them)**

Upload photographs. You’ve got them. Don’t upload the one with you with a lampshade on your head...counterproductive; but other photographs? Absolutely. Customers want to see and participate. You want to give people a face to go with your company.



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#### **Commandments 4. Thou Shalt Upload Videos (all you can find)**

Videos. You all have got videos. I don't care whether it's training videos or customer videos, grab your video camera and go interview some of your customers. What's better than seeing your customer's smiley face on your Web site? And it doesn't cost anything.

#### **Commandments 5. Thou Shalt Podcast (often)**

Podcast. If you're too cheap to get a camera, use the free audio software that's in your computer. That's what I did. I created 48 audio podcasts. If you take the podcasts I did for my book and played them back-to-back, they run 24 continuous hours of interviews. You can do that. It's free. It just takes time.

#### **Commandments 6. Thou Shalt Set Alerts (immediately)**

Set alerts. People are talking about you. You probably need to know what they are saying and you want to participate.

#### **Commandments 7. Thou Shalt Comment (on a multitude of blogs)**

Comment. Commenting is like going to a cocktail party. You wouldn't walk into a networking event, walk up to a group of people talking, and tell them your name and what you do in your business. That would be rude and unacceptable. Listen first. Read the blogs and add comments. You can be controversial, that's okay. But participate. Get involved.

#### **Commandments 8. Thou Shalt Get Connected (with everyone)**

Get LinkedIn. Put it in your email that you have a LinkedIn account, you have a Facebook account, and that you have a Twitter account. Make it a part of your heading on your letterhead, because that's how you propagate. That's how you sell it.

#### **Commandments 9. Thou Shalt Explore Social Media (30 minutes per week)**

Explore social media. Give me thirty minutes a week, that's all I'm asking. Friday morning grab your coffee, lock yourself in your office, and give me thirty minutes. Just Google something. I promise you within the first 30 days you will be excited. You'll be as excited as I am. You will get excited because of the ROI.

#### **Commandments 10. Thou Shalt Be Creative (go forth and create creatively)**

And the most important commandment is creativity. That's all. It's just creativity and having fun. But you know what, that's what your customers want. They want to see transparency. They want to see authenticity. They want to see you having fun. They want to be able to relate and communicate.

Read more of Lon Safko's Social Media Bible blog

Turn to the last page for your very own The Social Media Bible Ten Commandment Ball. Just print, cut, glue, and be inspired!



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## The Five Ps of Social Media - Where Do You Start?



Everyone asks me, “Now that I’m getting a better idea of what social media is, How do I actually apply it? Where do I start?” Start with these, The Five P’s of Social Media. The Five P’s are; Profiles, Propagate, Produce, Participate, and Progress.

The first of the Five P’s are Profiles. There are basically two types of Profiles, your personal profile or your company profile and a group profile. Personal profiles can be; Lon Safko in LinkedIn, in FaceBook, in MySpace, in Flickr. An example of a group can be Social Media, The Social Media Bible, or Innovative Thinking.

myspace fill out and lock in your name, company name, and group names in every social networking site you can think of as soon as possible. If you’ve got a particular subject matter that you can think of that you or your company is going to participate in, make sure you get that group name so that you can have control over it.

The importance of filling out your profiles right now, is to make sure that you lock in your names under that profile before someone else gets it and precludes you from doing that forever. We’re beginning to find cyber squatters. These are people who are going out and taking people’s and company’s names, claiming ownership and then trying to sell them back to you or your company later.

The second P is Propagate. That means that after you’ve created your accounts and filled in your profiles in Flickr, PodBean, or YouTube, you need to begin to propagate those accounts. You’ve got photographs, you’ve got company photographs, you’ve got product photographs, service photographs, you’ve got customer photographs, you’ve got video and you probably have audio files.

Get out there and get all of your digital files collected and get them uploaded to these websites. If you want to win the game you have to play. You've got to be able to participate by propagating all of these sites. You need to be there when your customers and more importantly, your prospects are there looking for you (or, better yet, your competitors).

The third P is Produce. If you don't have a lot of content, or if you just want to add new content, then create it, produce it! It's really not that hard. Your computer, more than likely, has a built in microphone and free sound editing software (if not, go get Audacity, a free audio recording and editing software). You can create podcasts like I did for my book, *The Social Media Bible*. The creation of this content is essentially 100% free. For the book, I created 48 audio interviews that if played back-to-back would run for 24 continuous hours. Click here to listen: <http://www.thesocialmediabible.com/the-experts/>

The best part of all this is there is no associated cost. Just sit down, get familiarized with it, practice it a few times, and start talking. The most important thing is--if you're going to produce video or audio, or even text in a blog format--remembering to include a strong "What's in it for me?" message for the consumer of your information.

For the same reasons that you began reading this, you want to know about how to get started with social media. You want good take-aways in exchange for the time you spend reading this. If you don't come away with good usable suggestions, you won't come back. There has to be a strong, what's in it for me--WII-FM message. Your take away is that you are going to, just by giving me a few minutes of your time, understand how to begin to implement social media.

So make sure that when you're creating your video, or you're creating your audio, or even writing your blog, that there's going to be a strong, "What's in it for me--message" for your customers. Give them a reason to keep watching, listening, or reading your content.

The fourth P is Participate. Participate means that you need to get out and actually participate in other people's content and in their blogs. Begin commenting, but don't just jump in and comment. After speaking with Robert Scoble and Chris Heuer from The Social Media Club, one of the things that kept coming out in all these interviews were, that you can't just jump into the conversation. You need to listen. You need to understand. You need to participate.



It's like going to a party or a networking event. You walk into a party and there are little groups around the room that are all participating in their own conversations. For you to walk up to any group and just say, "Hi, my name is Lon, and I sell and consult..." and interrupt everybody would be completely inappropriate. Proper etiquette would dictate that you walk up to the group, you listen to the conversation for a while, you wait until to you have something of value to add, then you simply add that value by commenting. Whether is at a party, a networking event, or on someone's blog, video sharing site, or on their photograph sharing site, it always works the same.

Participate first, and remember, if you're not participating you're not in the game, and you cannot win.

The fifth and final P is Progress. The old saying goes, "You cannot manage what you don't measure," so be sure you measure and manage your progress. Measuring means, how many views has your video gotten on YouTube? How many downloads were there of your podcast? How many views of your Flickr photographs? How many comments are coming in on your blogs? How many Google Alerts are you getting where other people are linking to or talking about your website?

Podcast These are ways that you can manage your progress, but you have to measure it in order to manage it. It's really simple to get out there, and almost all of these tools are absolutely free; like Google Alerts are really valuable! Albert Einstein once defined "insanity" as doing the same thing the same way and expecting different results. That's really true. When you get out there and you're looking at your progress, and which videos are being viewed the most, and which blogs are being linked to the most, it's got to give you an idea of what your customers, your prospects, and your followers are most interested in.

It's really simple. The videos that aren't getting any views, well stop it. The ones that are, simply do more of those. The same thing goes for your blog. If posts aren't getting traffic stop writing those kinds of posts and try something else. So get out there. I want you to complete your profiles, create your groups. Propagate your accounts with good content, produce good meaningful "What's in it for me content," whether it's just a simple photograph, an audio file, or a video. Participate in the conversation. Comment on people's blogs and, of course, measure your progress.

Do these five tasks and you will be on your way to successful social media marketing.





# The Trinity of Social Media

By Steven Groves

With my involvement in social media approaching it's fourth year, I see a pattern emerging in the foundational elements of an effective online presence. There are three elements in the strategy that encompass the tactics that I believe need to be adopted to support a presence.

I see it as particular to the timeline of an exchange or conversation and how it contributes to



social capital. The caveat is of course that no one strategy fits all companies. If however you are not going to engage for a professionally developed social media strategy, this is a good one to cut your teeth on and get going.

The first point of the triangle is the blog. Recently social media strategists have suggested that CEO's and thought leaders might want to reconsider their use of the micro-blogging phenomenon, Twitter. That's because as valuable as a CEO's time is, posting to

a micro-blogging tool that is not indexed by search engines represents content that cannot be later referenced in the conversation with an audience. A blog on the other hand will retain the conversation, search engines will find it and those that want to, will then be able to find the content via search, by referral or via direct reference by other sites.

The blog is the component that represents the location on the web where you would want to open or reply to conversations regarding your public strategy, the reasons you've invested in the products / services you have and the virtues of the organization (your organization) behind it – it's the stuff you want the public to know about you, your product and your company.

It's also where you'll respond to comments posted elsewhere that you want to reply to that require more than a few dozen words. Lastly, and this is a point I've debated before with friends, pundits and followers, do not attempt to moderate the comments made to your blog. You can always delete spam, remove rude remarks and ban people who cannot be civil. An attempt to moderate a blog implies you do not trust your audience – a mistake when trust is the commodity you have to trade in a social media setting.

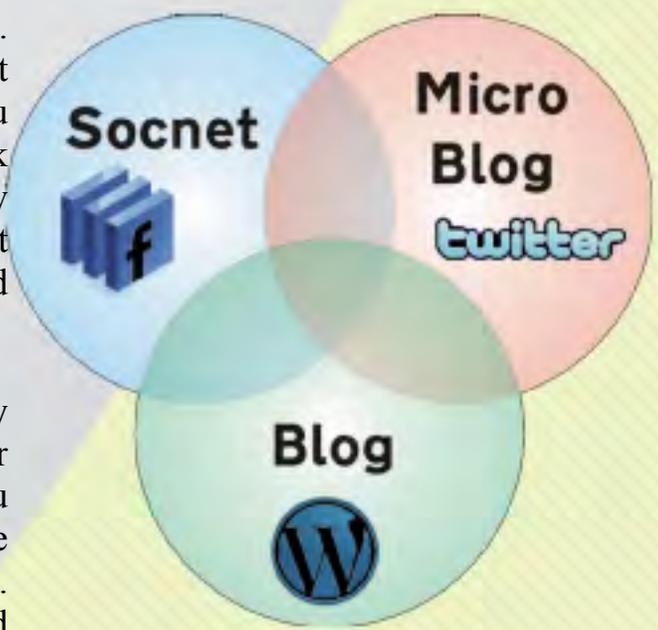




The second point of the trinity is micro-blogging. A lot of life and business happens between the more formal blog posts you make. Sprinkled into the millions of inane tweets are much more salient tweets that, in a well prepared social media strategy, could serve to connect you and your company to your prospects, customers and stakeholders. One at a time, the tweets might be irrelevant, but taken in context they can present a more human image of you and

what you're trying to accomplish. They might also support a powerful ROI, one modeled by Gary Vaynerchuk of WineLibrary.TV in his now famous comparison of direct mail, freeway billboard and micro-blogging-based campaign results.

The third point of the triangle is social networking. You may find that one social network is insufficient to connect to the audience you're targeting, or you may find that there is a special-built social network that is already targeting your audience. A Pew Internet Study shows that the majority of Internet users are participants in social networks now and their use is growing.



The social network rounds out the model by enabling a conversation unfettered by you or your company. Unfettered, but not unmonitored. You want your users to be able to connect with one another in a place you can connect with them. They are going to talk about you, your product and your brand – there is just no stopping it. By providing a platform for the conversation at least you get a chance to engage.

As an opening effort for the do-it-yourselfer's out there, The Trinity of Social Media is complete with a blog, a micro-blog and a social network. Pay attention to this, use at least this as a strategy and you'll get a more positive result in social media than doing any single one of them without a strategy.



### **Is there a secret to it?**

Only if you think there is a secret to strategy and a coordinated effort. They need to be coordinated and developed to support one another in their operation and in the way they support one another. Could one be implemented without the other? Certainly – I present this strategy often enough to recognize that not everyone want to type / input their content.

### **What else needs to be answered in this model?**

A lot. If the blog was a video blog or a podcast would that work? If the micro-blog was video or audio based would that count? Which social network is the right one or should it be special constructed? How do you get the answer? subscribe here, join the community at [TheSocialMediaBible.com](http://TheSocialMediaBible.com) or get a professional on your team and they can step your through the evaluation quickly.

### **Are there pitfalls to be avoided in the strategy?**

Undoubtedly – but the overwhelming failure is to not engage in social media and believe you will somehow not be ignored or that your competition will also be complacent. Actually, if you are a company and you are ignored, that is an important data point by itself – what might you be doing wrong?



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## Twit or Tweet

The June 15th cover of Time Magazine showed us all an iPhone with a Twitter Tweet from journalist Steven B. Johnson that read, "Twitter is changing the way we live-and showing us the future of innovation." But what does the future hold in store for us, business, and Twitter? My guess is that unless some of the rules about "Tweets", the text messages that user send out to their "followers" change,



the future of Twitter for business is questionable. <http://twitter.com/>

During the research for my book, *The Social Media Bible*, by John Wiley & Sons, I had an amazing half hour conversation with Biz Stone, the cofounder of Twitter about why he invented Twitter and how Twitter is being used for business. I learned a lot about the technology, its applications, and how Twitter really has changed the world of communication,

news reporting, and business marketing ROI using free Tweets. You can click <http://tr.im/u6ct> to listen to our conversation.

In Chapter 15 - Thumbs Up For Microblogging, I referenced a Wall Street Journal article by Shira Ovide, about the miraculous landing of the U.S. Airways jet in the Hudson River, "Twittering the USAirways Plane Crash" that showed how Twitter has already changed the face of journalism. "Notch another win for citizen journalism. Janis Krums, a guy with a camera and a penchant for social media tools, posted one of the first and most remarkable photos today of US Airways Flight 1549 after it crash-landed in the Hudson River." <http://tr.im/u6k3> Twitter has changed journalism.

In my keynotes and consulting I am always asked "So, where's the ROI (Rate Of Return On Investment) with social media? If I put in 'X', what can I expect the 'Y' I get back?" My response is, social media is very similar to conventional media it's more of a long-term strategy, it builds brand recognition, it builds a following, it builds trust, and the tools are free. While these outcomes are very desirable for all companies, they are at the same time intangible and often difficult to measure.



Like other conventional media, there are ways to test the ROI of social media; one of which is to embed a unique tracking code. One of my favorite examples of social media ROI is Gary Vanerchuk, a Jersey boy with an uncommon grasp of social media marketing.

Gary “V” as he is known, performed a very interesting test on Twitter to measure its ROI, and the outcome was so astounding that it made the pages of The New York Times, <http://tr.im/u6hD>. Here’s an excerpt from that article, “...seeking to enhance sales, he offered free shipping and promoted it three ways. As a result, he said, a direct marketing mailing cost \$15,000 and brought in 200 new customers; a billboard ad cost \$7,500 and won 300 new customers; and tweeting the promotion on Twitter attracted 1,800 new customers.” To listen to my conversation with Gary “V”, click <http://tr.im/u6lw>. Twitter has changed marketing.

So, does Twitter have a down side? Unfortunately it can; too much noise in the form of minutia and SPAM. Unless you understand how to use Twitter and have an effective business strategy, Twitter can become a useless time vampire!

Besides breaking news, there are primarily two uses for Twitter, personal and business updates. Time and again I hear business people complaining about the Tweets they receive from people they are following discussing the minutia of their mundane daily lives, such as; “Sitting in the airport waiting to board the plane”, or “I had bacon with my eggs this morning.” or “Going to bed now.” Yikes! What do I care about that!

You might care. If you are using Twitter for business, don’t subscribe to friends and family and expect to see extraordinary industry insights. Most Twitter users who are expecting off-the-charts ROI from Tweets and read personal noise thinks that all Twitterers are Twits! The Merriam - Webster dictionary defines a “twit” as “a silly annoying person”. There is a place in the Twittersphere for these types of Twit Tweets.

If you use Twitter to follow your family and friends, this otherwise useless information can be fun updates from the people you care about. A few months back, my brother ED who lives in Denver sent out one of his first Tweets, “Having Lunch With Singer / Songwriter Michael Murphy (Wildfire). When I saw that I thought, cool! Michael Murphy, Wildfire, my bro, so that what he’s doing right now this very second... COOL!



This might be annoying and useless to his business followers expecting business insights about auto dealerships and car sales, but it was cool to me. Hence, Twitter's moniker "What Are You Doing?" Not "What valuable business take-aways can you delivery to me right now?"

This leads to the use of personas. Just as you use a different persona with your family, your mom, your business colleagues, your boss, and your buddies, you can also create different personas in all of your social networking accounts. In Twitter, simply create one account that you use to Tweet about your bacon, your kitty, and your new shoes. Create another account to Tweet what you did to win a new account, what your just learned at a conference you're attending, or an prophetic epiphany from that new 3-pound social media book you're reading.

If you create different personas are you guaranteed Twitter Nirvana? Well, not so much. We are once again cursed with SPAM, Twitter SPAM, or what I'll call, Spitter. We've all gotten them. It's seems lately every time you follow someone new, you get Spitter... Recognize any of these "Welcome Tweets":

"Thanks for the following! Are you interested in dramatically increasing your followers? - for free! Click here: <http://etc.>"

"Don't miss the easiest way to have BUYERS join your email list thru Twitter... <http://etc.> Retweet PLZ"

"Thanks for the follow, Generate Huge Piles of Cash at Will Using Twitter! <http://etc.>"

"GUARANTEED Commissions of at Least \$125 Within 24 Hours of Starting Your FREE Advertising! <http://etc.>"

Thanks~Yeah~ Let's trade Tweets! if you're open here's a treat- the best 100% FREE PPC Training EVER: <http://etc.>

"How I Bought a Brand New \$1.2 Million Home Using ONLY Aff Commissions Earned While I Was Unemployed. <http://etc.>"

"Hi and thanks for the follow. I would like to share this fantastic opportunity with you... <http://etc.>"





“Earn Up To \$3250 In Your SPARE TIME A Week!! You Make Money Right Away It’s Awesome!! [“Affiliate Program Make between \\$62.10 to \\$804.60 per sale! \[These Spitters are all real and ones I received while I wrote this blog.\]\(http://etc.”>http://etc.”</a>”</p></div><div data-bbox=\)](http://etc.”>http://etc.”</a>”</p></div><div data-bbox=)

Throughout the rest of social media and social networking there is a social repercussion of spamming or going all commercial on a network; it’s called “flaming”. You get flamed or reprimanded for misusing the network and violating the members trust. The purists agree, social networks are about building community, contacts, and trust. Spamming does none of that.

Unfortunately, flaming someone on Twitter isn’t effective and there really aren’t any spam filters for Twitter as of yet. There is; however, one effective way not to receive that persons spam again, unfollow or block them. Unfortunately, this also requires additional time to manage and sort out all of your “true” followers from the many Spitters. Although I continuously applaud the fact that most every social media tool is “free”, all of the tools do required an expenditure, you need to spend time to make the most out of every tool. If you want to use social media and Twitter effectively, I recommend that you spend more time on developing a sound business social media strategy rather than developing a large useless base of followers.



# EXTREME DIGITAL MARKETING

## The Social Media Bible Ten Commandment Ball

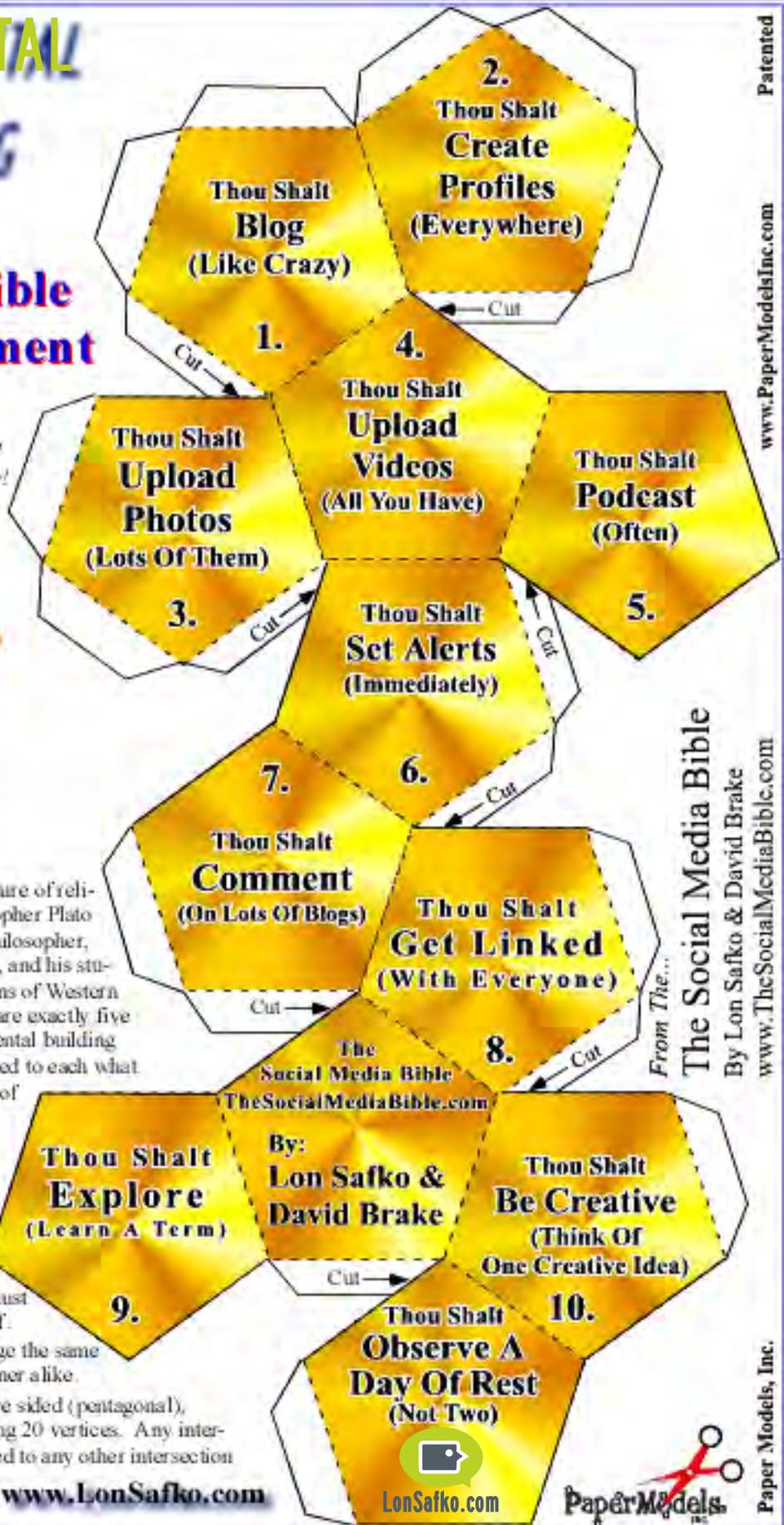
Each Day Roll The Ball For Your Social  
Media Bible Commandment Of The Day!



The Greeks were inclined to see the nature of religious truth in mathematics. The philosopher Plato (348/347 BC), was a Classical Greek philosopher, who, together with his teacher, Socrates, and his student, Aristotle, helped lay the foundations of Western philosophy. Plato concluded that there are exactly five Platonic solids that must be the fundamental building blocks, or atoms of nature. Plato assigned to each what he believed to be the essential elements of the universe. To the tetrahedron he assigned fire, to the cube, earth, to the octahedron, air, and to the icosahedron he assigned water. Plato assigned the element cosmos (the universe) to the Dodecahedron. Plato, reasoned that, since it was so different from the others by virtue of its pentagonal faces, it must be what the stars and planets are made of.

There are only five solids with every edge the same length, every angle equal, and every corner alike.

The Dodecahedron consist of twelve, five sided (pentagonal), faces with three sides intersecting creating 20 vertices. Any intersection on the Dodecahedron is connected to any other intersection by five degrees of separation or less.



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