

Social / Internet Marketing Tools

Tom Garrity
The Garrity Group Public Relations

www.garritypr.com
www.twitter.com/garritypr
www.facebook.com/garritypr



Sources and Credits

Jay Baer – Convince & Convert

Forrester Research

Brian Solis – FutureWorks

Elixir Interactive

The Garrity Group Public Relations



The Golf Approach

The golf ball represents your image, reputation, marketing, sales... your brand.



The golf bag and its clubs represent tactics to move the golf ball closer to the hole... connecting with your target audience.



Your “Marketing” Golf Clubs

Traditional Media

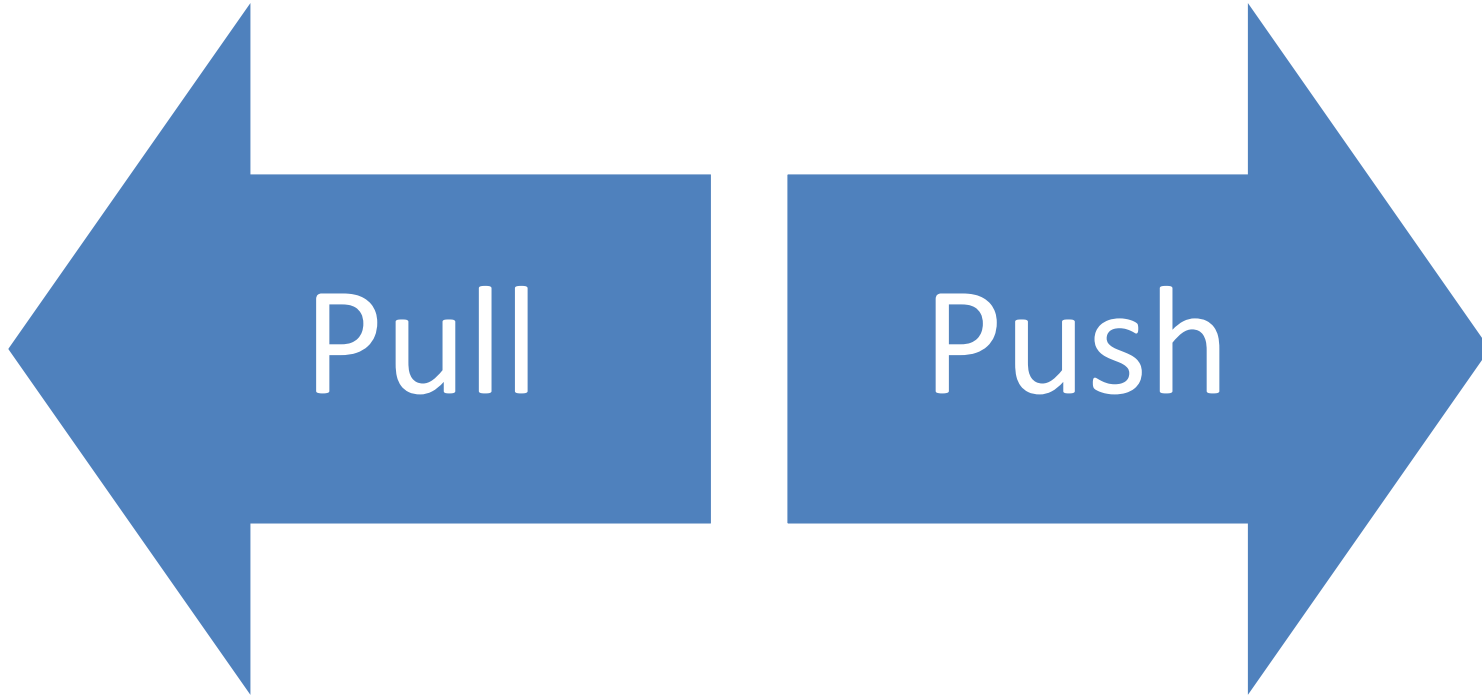
Public Relations
Community meetings
Newsletters
Website
Advertising
News releases

New Media

Blogs
Twitter
FaceBook
SEO (Google/Yahoo)
YouTube
Newsgroups



Traditional Rules



Broadcast to millions,
hope to connect to one



Social Media Rules



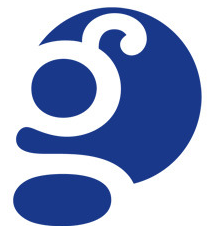
Talk to one person,
hope to connect to millions





Seven Step Process

Step 1: Build Your Team



Seven Step Process

Step 2: Listen





Addict-o-matic™

Instantly create a custom page with the latest buzz on any topic

"United Methodist Church"

Create

Hot Topics: Michael Vick, Steve Jobs, Libya, Irina Shayk, Jersey Shore, NFL

TinyLetter is a simple newsletter service for people with something to say.



ADS VIA THE DECK

Browse the News

Available Sources

Bookmark/Share

Enablers

About

FAQ

Topic: "United Methodist Church"

Twitter Search

- I'm at Woodlawn United Methodist Church <http://t.co/LjDIXh6W>
- RT @LetsStartSavinN Donate for Free with the United Methodist Church <http://t.co/H0nP7OHI>
- Church Service (Oct 23 @ Grace United Methodist Church; San Francisco, CA) <http://t.co/qjRumaYA> via @GraceUMCSF
- Donate for Free with the United Methodist Church <http://t.co/G0erhoC4> by @LetsStartSavinN
- The church seen in the S2 premiere of #TheWalkingDead is Bethel United Methodist Church near Senoia, GA: <http://t.co/VHl026Dp>

[More at Twitter Search >](#)

Bing News

- Ex-inmate accused of taking Iowa church group IDs - KTTCC
- Clergy weigh in on Issue 2 - Toledo Blade
- Upper Allen Kiwanis Club to fire up griddle for a good cause - Cumberland County Sentinel
- About town 10-19 - West Hawaii Today
- Inmate church says identities were stolen - Des Moines Register

[More at Bing News >](#)

Google Blog Search

- October 18, 2011 - Daily ... - Highland Hope **United Methodist Church**
- Obituaries - October 19, 2011 | Hays Post
- Spring Break Mission Trips | Mt. Bethel **United Methodist Church ...**
- Cleveland community calendar of events - Oct. 19 | Cleveland News
- "Welcoming Autumn" Concert This Friday - | Roselle Park News

[More at Google Blog Search >](#)

YouTube

No results found.

Flickr



Wordpress.com

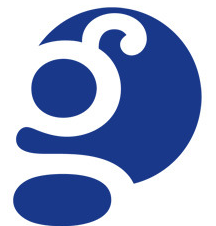
- My Favorite Topic in 6 Questions for the United Methodist Church
- Influencing the United Methodist Church
- Future of the United Methodist Church
- Woods Chapel United Methodist Church
- Cascade United Methodist Church

Twingly Blog Search

- 14 Days calendar listing- Edition of Oct. 20, 2011
- Wednesday's Community Calendar
- Aol.com
- The Summit Series Community And Social Entrepreneurs Raise More Than

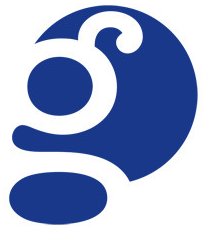
Seven Step Process

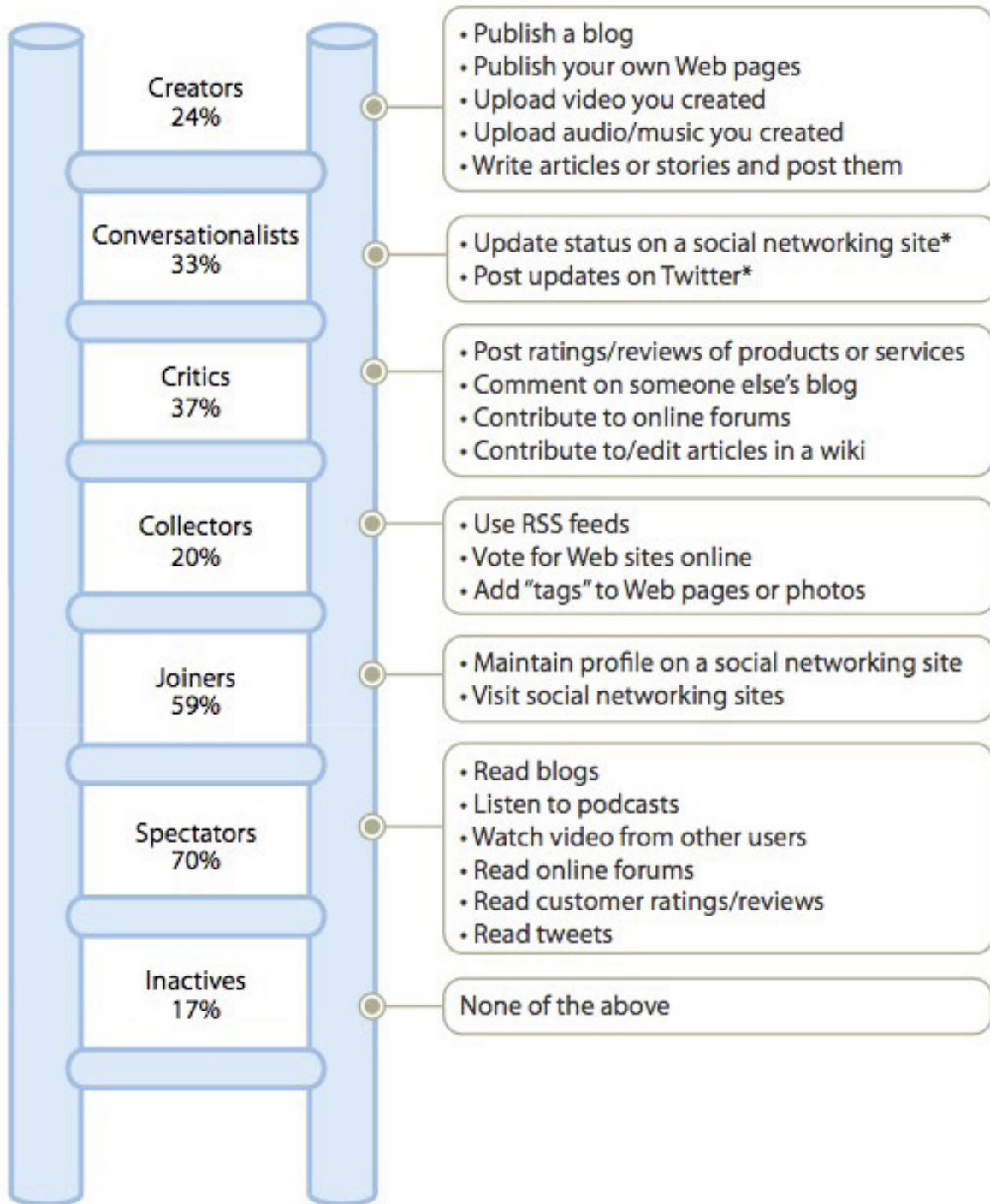
Step 3: What is the point?



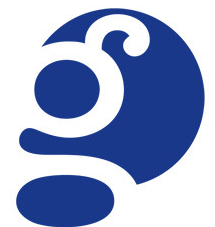
Seven Step Process

Step 4: Analyze the audience





How do they use social media?



RapLeaf 

Gist. 

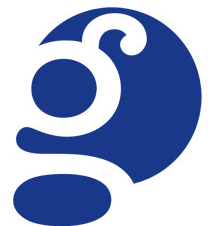
 KLOUT

rapportive



Seven Step Process

Step 5: Find your one thing!





Seven Step Process

Step 6: Select your outposts





Seven Step Process

Step 7: Pick metrics

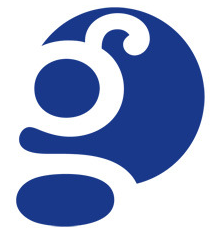


socialmention*

facebook®



radian⁶









18% strength	6:1 sentiment
23% passion	41% reach
15 minutes avg. per mention	
last mention 28 minutes ago	
306 unique authors	
18 retweets	

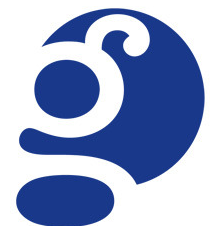
Sentiment



Mentions about United Methodist Church

Sort By: Results: Results 1 - 15 of 608 mentions.

-  [I'm at Woodlawn United Methodist Church http://t.co/LjDIXh6W](http://t.co/LjDIXh6W)
twitter.com/gapech/statuses/126623856411672576
 28 minutes ago - by  @gapech on [twitter](#)
-  [RT @LetsStartSavinN Donate for Free with the United Methodist Church http://t.co/H0nP7OHI](http://t.co/H0nP7OHI)
twitter.com/acadianathrifty/statuses/126623073490305026
 31 minutes ago - by  @acadianathrifty on [twitter](#)
-  [Church Service \(Oct 23 @ Grace United Methodist Church; San Francisco, CA\) http://t.co/qjRumaYA via @GraceUMCSF](http://t.co/qjRumaYA)
twitter.com/EventListing/statuses/126619266580619264
 46 minutes ago - by  @EventListing on [twitter](#)



socialmention*

Top Keywords

church	656
methodist	559
united	553
chandler	74
link	72
live	71
packers	62
football	60
ncaa	54
mustangs	47

Top Users

polymath22	7
reziztenciak1	7
sysoon	6
nurmgt	5
chadwickbeck821	5
catholicavors499	5
arturothedragon	5
koltregaskes	5
pdfriider	4
DrKyawwwin	4


- [Donate for Free with the United Methodist Church](#)
<http://t.co/G0erhoC4> by [@LetsStartSavinN](#)

twitter.com/SavingCmnCents/statuses/126617685609033729

53 minutes ago - by  [@SavingCmnCents](#) on [twitter](#)

- [The church seen in the S2 premiere of #TheWalkingDead is Bethel United Methodist Church near Senoia, GA:](#)
<http://t.co/VHI026Dp>

twitter.com/TWD_Locations/statuses/126617472999763968

53 minutes ago - by  [@TWD_Locations](#) on [twitter](#)

- [United Methodist Church in #Lanagan, #MO -](#)
<http://t.co/cVC5hJKX>

twitter.com/LocationsLocal/statuses/126613578110349312

1 hour ago - by  [@LocationsLocal](#) on [twitter](#)

- [Inmate church says identities were stolen - Des Moines Register](#)

Women at the Well United Methodist Church said Shelley Bridges, 37, obtained victims' personal information, including Social Security numbers and birth dates, whil...

www.desmoinesregister.com/article/20111019/NEWS/111019005/Inmate-church-says-identities-were-stolen

1 hour ago - on [bing](#)

Our approach



- Have a story to tell
- Give people a way to connect
 - Social Media, Blogs
 - Website
- Create our own social media weather system
 - Twitter Tuesday, Twitter Thursday, FaceBook Friday
 - #Hashtags hashtags.org

Twitter Tuesday Thursday



- Pick one or two of the sample tweets from the predefined tweets
- Use the #Hashtag we select
- “RT” or Re-Tweet other hashtag responses
- Add a comment like “I voted”

How do you get started?



- Sign-up (FaceBook for testing the waters)
- Decide what you want out of Social Media
- Listen to the conversation
 - Search terms, location, topic, people
- Know what you want to say
 - First 50 tweets, posts, approach
- Engage in the conversation



Tom Garrity
The Garrity Group
Public Relations

www.garritypr.com
www.twitter.com/garritypr
www.facebook.com/garritypr

