

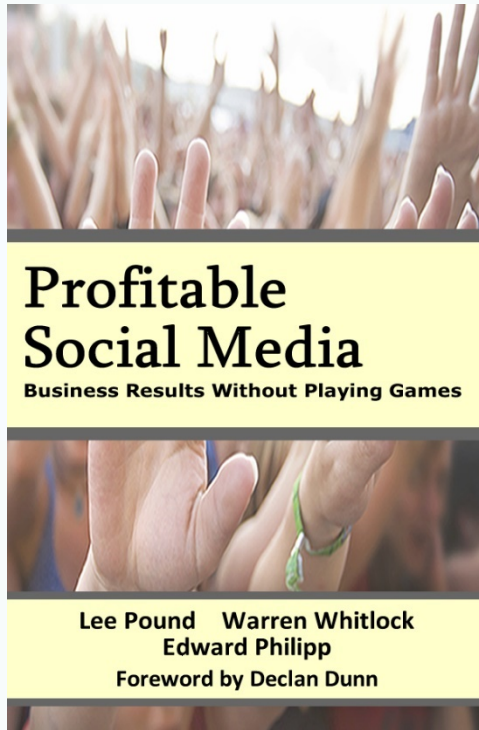



Using Influence to Leverage Your Online Marketing

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SocialMediaTeamManagement.com

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\$6.50

is made by businesses for
every \$1 spent on Influencer
Marketing.

AdWeek, Social Times

“If you don't know where you are going, you'll end up someplace else.”

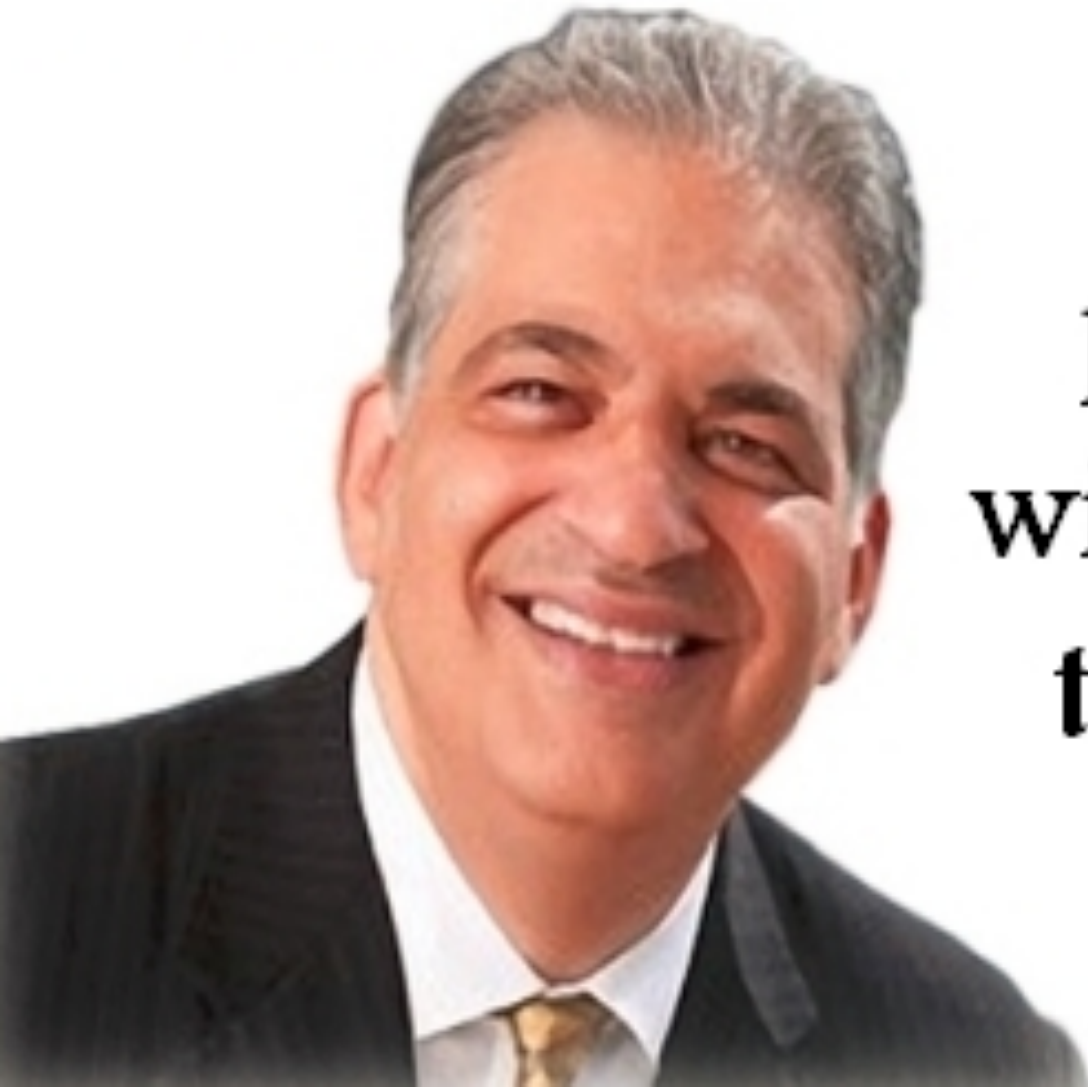
Yogi Berra

- 
- A man in a dark suit stands with his back to the camera, looking out over a vast, hazy landscape. The ground is a complex, swirling road with many curves and loops, suggesting a path that is difficult to navigate. The sky is a pale, hazy blue. The man's hand is on his head, suggesting a state of confusion or contemplation.
- Choose One Number
 - Measure steps for optimization
 - Careful What You Choose
 - Mass marketing is outdated
 - Demographics a minor factor
 - Don't Grab Shiny Objects

Influence is personal



Be a Go-Giver



**All things being equal,
people will do business
with, and refer business to,
those people they know,
like and trust.**

~BOB BURG

Your Influencer Marketing Plan

- Know your KPIs (Key Performance Indicators)
- Plot the steps likely to lead to sales
- Become a thought-leader
- Build your own tribe
- Network with other tribe leaders
- Empower Influencers

YOU WILL
NEVER
INFLUENCE
THE
WORLD
BY
TRYING
TO BE
LIKE IT

Persuasion Principles

Reciprocity

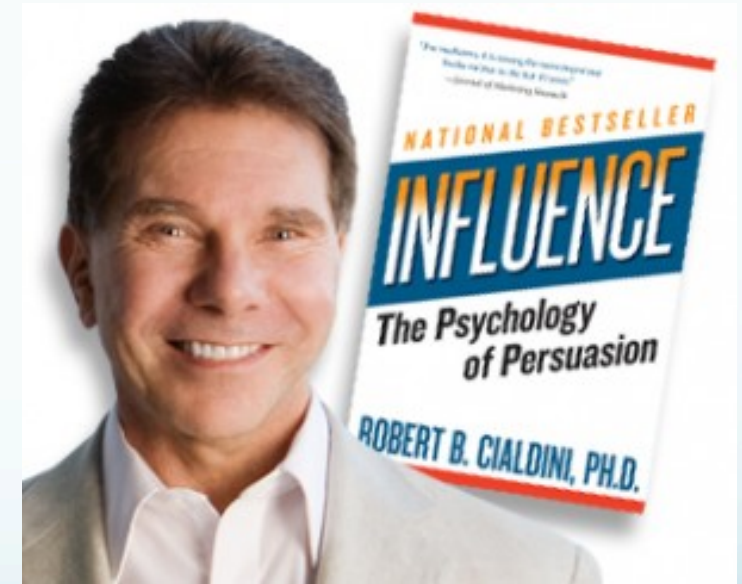
Consistency

Social Proof

Liking

Authority

Scarcity



Cialdini Interview
Yes50book.com

Most Transactions are NOT a Sale

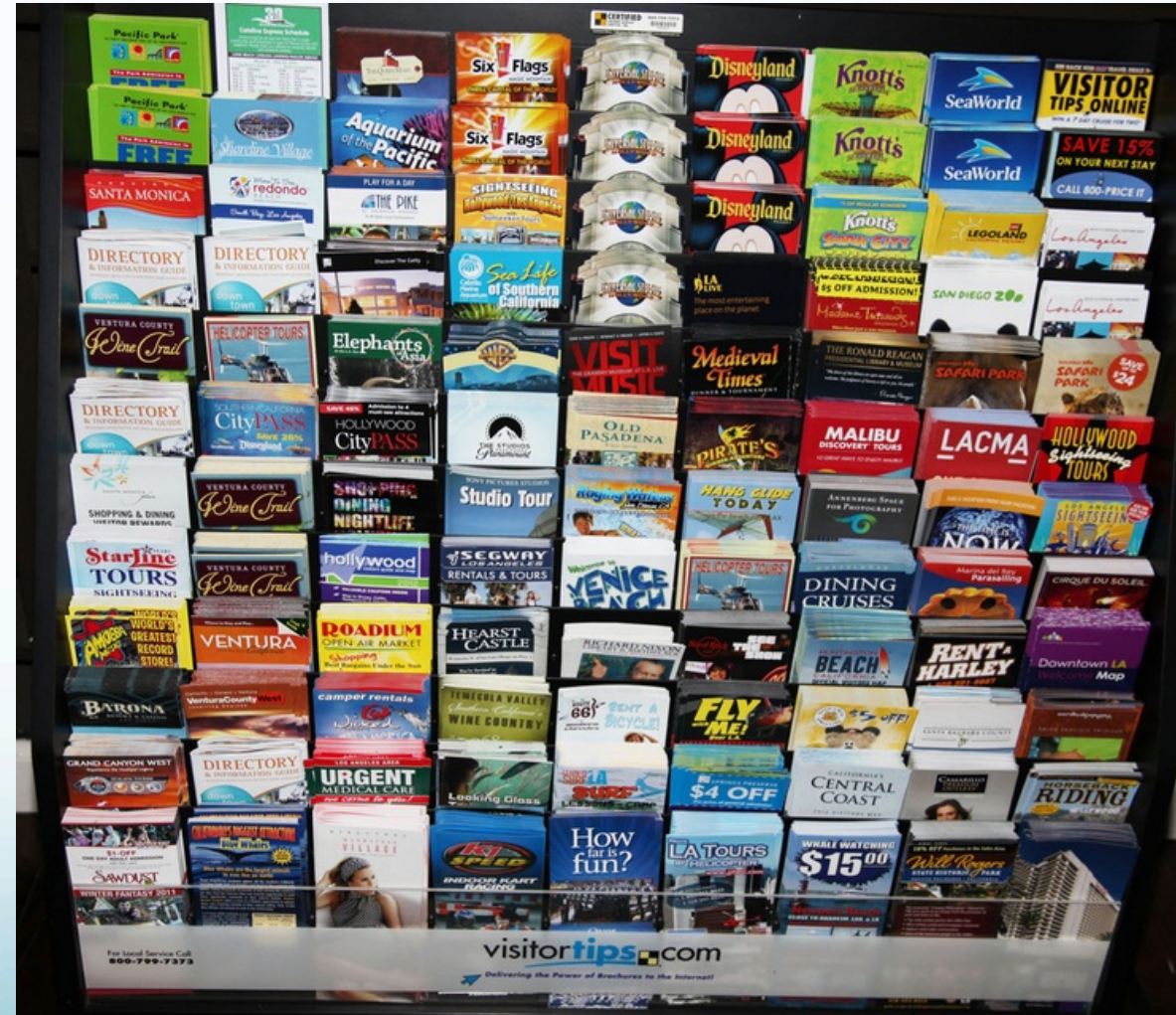
Measure What Counts on the Path to a Sale

- Introductions
- Background Explanation
- Frequent Asked Questions (FAQs)
- Socializing – Engagements trump follower counts



Good Content Is NOT an Order Form

Create content that helps fill readers needs, not yours.



What All People want:

- 1) Connection

- 2) Share Stories

Dating Your Money
by Jennifer S. Wilkov, CFP®



David Weinberger, PhD
Robert Weinberger, David Spitzer, Eric Jackson
**AMERICA'S
BUBBLE
CONC**

Turn your life into your most
successful business venture

CHANGE YOUR

**diabetes
danger**

**OP
FIN
FR**

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Americans At Risk
Need to Know**

Walter M. Bortz II, M.D.
foreword by Mike Huckabee
Governor of Arkansas



★ **PLAN TO** ★
BUILD WEALTH

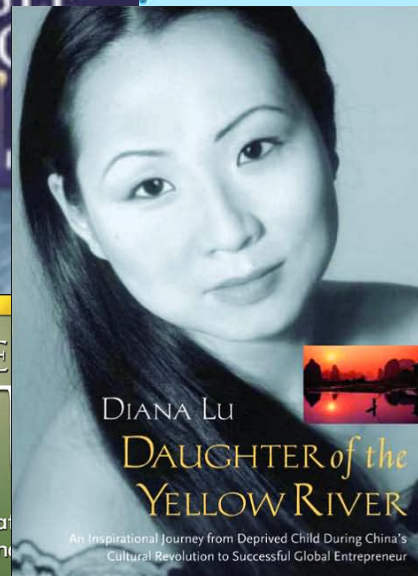
*The 18 Republican Secrets of
Mega-Wealth and Unlimited Success*

**Millionaire
Republican**

**WHY RICH REPUBLICANS
GET RICH—AND HOW YOU CAN TOO!**



WAYNE ALLYN ROOT



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Lisa Martin

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FOREWORD BY
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SHOCK!**

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HOW YOU CAN GET
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BOB RICH

FOREWORD BY JAY CASSELL

CHOLENE ESPINOZA

You Want Now


VICKIE L. MILAZZO, RN, MSN, JD



Build Relationships

- Social Media let's your connect with existing customers, vendors, employees and competitors and their networks
- One connection can introduce you to a hungry market
- Listen and Respond to their needs
- Avoid the temptation to make it a sales channel



A close-up photograph of two individuals shaking hands. They are wearing dark, long-sleeved shirts. The background is a server room with a rack of network equipment. Numerous blue and white cables are plugged into the ports of the equipment. The lighting is somewhat dim, with a cool blue tone. The handshake is the central focus, symbolizing agreement or partnership.

Business is not an
engineering challenge



socialab



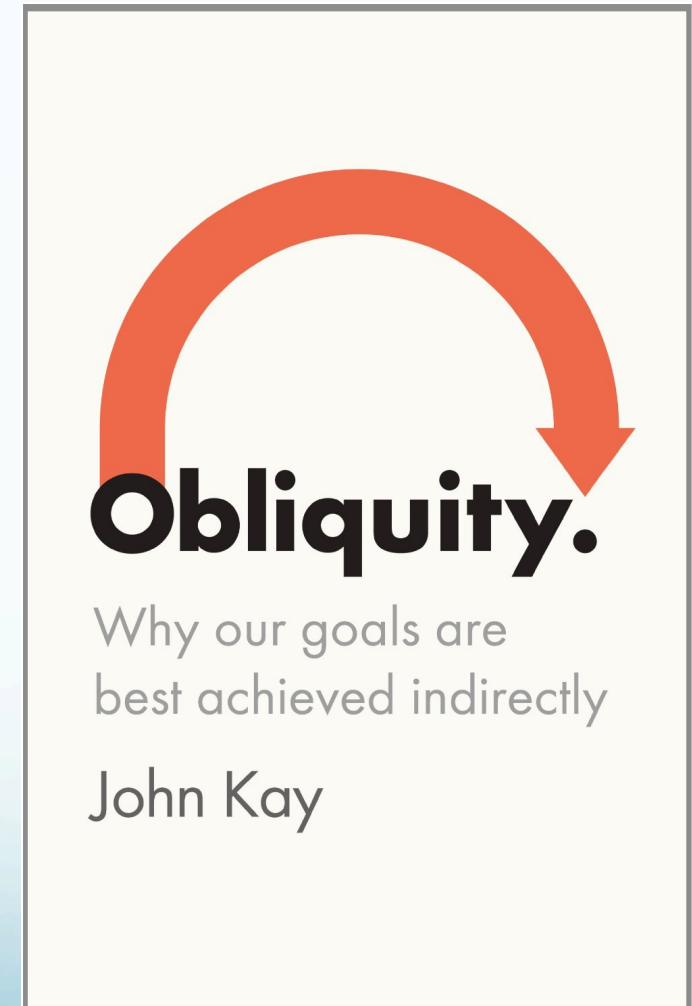
The Truth About Goals

“There is a role for carrots and sticks, but to rely on carrots and sticks alone is effective only when we employ donkeys and we are sure exactly what we want the donkeys to do.”

John Kay

“No one will be buried with the epitaph ‘He maximized shareholder value’”

John Kay



Scuba

customized

XLS

customized

PDF

Advanced keyword search

SOCIAL

LOCATION

Search type: free only words

Filter search

156 influencers

Max Followers

395737

GENDER

SKILLS

LEADERS

LOVERS

MOST
FOLLOWED

MOST
ACTIVE

CONNECTORS

EMERGING



Scuba Diver Girls

San Diego, United States



Diving is just plain fun! Diving with your friends and doing fun stuff is better! Diving with your new girlfriends and laughing is the best!

41K
following

47K
followers

162
lovers

Report a problem

Follow

Mention

Favorite



@scubadivergirls

Photo time!!! - GoPro 4 + @D1mlightlife Sidekick light!!! #scubadivergirls #underwaterphotography #goprophotography_ <https://t.co/DWw2GV2jID> · 2 DEC

2 RETWEET 6 FAVORITE



Scuba Obsessed

World



The home of the scuba obsessed netcast - podcast. We cover all things scuba diving. Maybe just a little too much. <http://scubaobsessed.com>

5K
following

9K
followers

146
lovers

Report a problem

Follow

Mention

Favorite



@scubaobsessed

Turkey Dive 2015 | Michigan UnderWater Divers Club | @scoopit <https://t.co/vca48jq8Qa> · 29 NOV

0 RETWEET 0 FAVORITE



Business of Diving

North America



The business of scuba diving. Dive store management. Sales & marketing. Let's make a good living out of our passion for scuba diving!

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following

23K
followers

146
lovers

Report a problem

Follow

Mention

Favorite



@BizOfDiving

RT @California_Dive: HDAN and #NAUI Announce Alliance to Extend Reach of #SCUBA Dive Safety Programs: <https://t.co/268gag101Q> · 15 NOV

1 RETWEET 1 FAVORITE



Linked Scuba Divers

World

Follow



@linked_divers

Alexander Keith's beer bottle

Some Ways to Empower Influencers

Find out what they want. See that they get it.

- An offsite conversation will be a much more powerful endorsement than anything you say about yourself

Give them content in their preferred format

- Embed links to track in context of their conversation
- Reward what works. Repeat it with the best.

Be open to new or unknown influencers while focusing on the ones with the largest networks

You can't control people or what they say. You can get more of what you want by helping others, building relationships and gratitude

1

**One smile, can start
a friendship. One word,
can end a fight.**

**One look, can save
a relationship. One person
can change your life.**

QUESTIONS

Contact Warren

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Twitter: [@WarrenWhitlock](https://twitter.com/WarrenWhitlock)



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