

**Best  
Seller**  
amazon.com

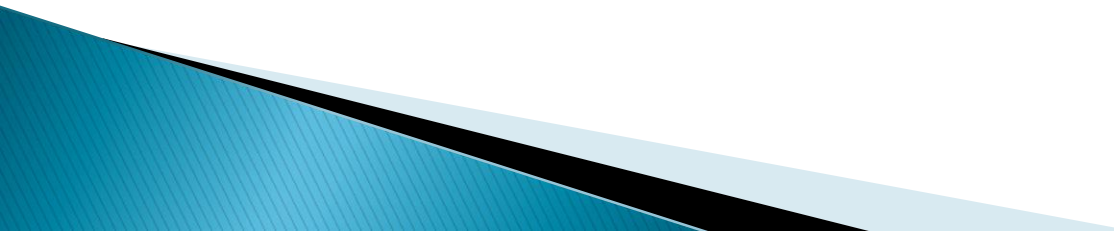
**Stephanie Beck  
presents**



**How to Create Social Media  
Content to get more  
Clients in 30 days!**

[www.SRBSolutions.net](http://www.SRBSolutions.net)

# What we are going to cover

- ▶ Using Social Media to get new clients
  - ▶ Differences between Informational and promotional
  - ▶ Answers to common questions about content
  - ▶ Break into Small Groups to construct Posts
  - ▶ Prizes for the winning team!
- 

# “Social Media”



Hate it

Love it

# Most common Social Media sites





Over 1 billion (yes billion) people use Facebook each month.

facebooo,ooo,ooook



170  
million  
people use  
Google +  
each day!

Twitter experience is coming! Learn



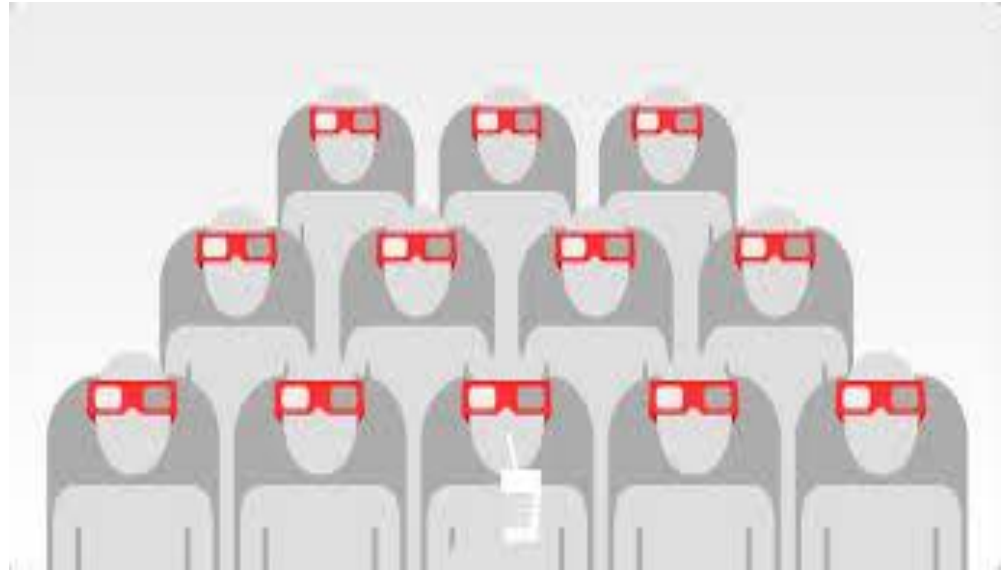
the best way to discover What's new

**Over 400  
million  
tweets  
are sent a  
day on  
twitter!**

# Let's look at twitter for a moment...

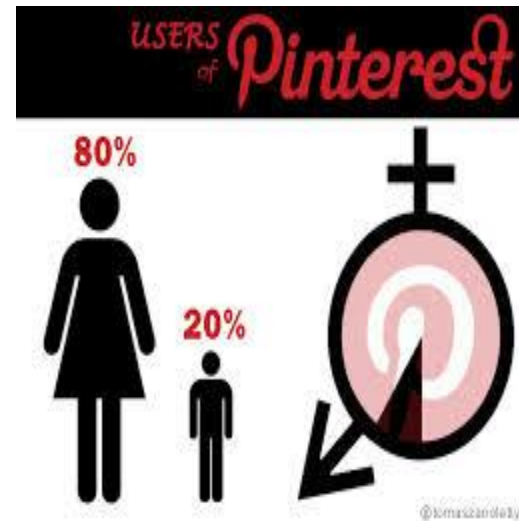
- ▶ 33% of Twitter users are 45 and older
- ▶ 59% have some college education
- ▶ 37% have an income of \$50K to \$99K!

Over 6 billion hours of video  
are watched each month on  
You Tube...





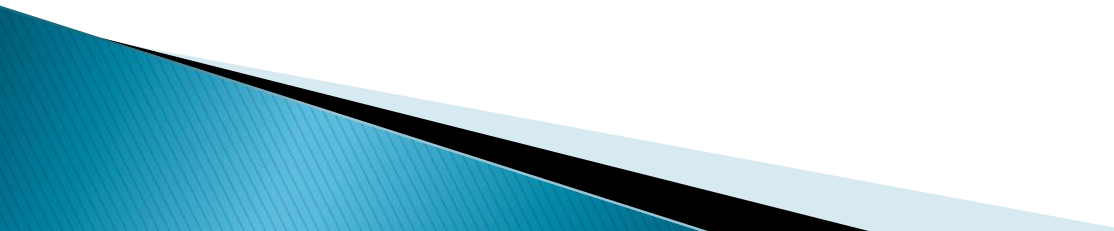
# Millions of married females age 35–55 use Pinterest daily





Over 225million  
users are on  
Linked In and  
two new users  
join every  
second!

# Fast facts about social media:

- ▶ People trust social media sites **more than branded sites**
  - ▶ People will **search for practices** using social media
  - ▶ According to Nielson survey – **46% of online users count on social media when making a purchase decision.**
- 

**FACT: The world uses social media. So if you want new patients then you need a social media STRATEGY....**



# Benefits of using social media effectively:



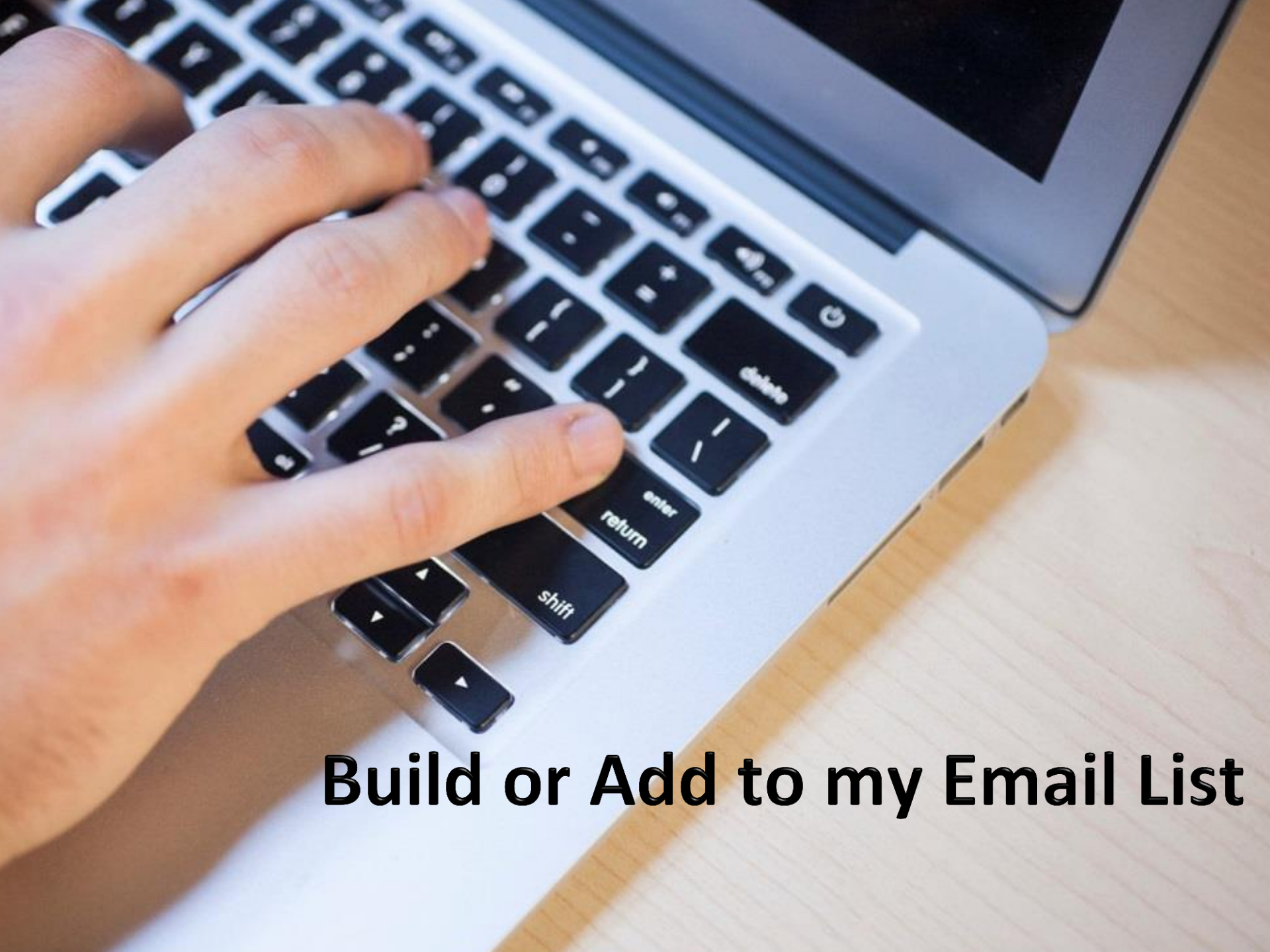


# Increase Brand Awareness





**Develop Customer Relations & Loyalty**



**Build or Add to my Email List**

# Have affordable PPC Advertising



- Test Headline
- Test Image
- Test Audience
- Right Message,  
Right Market,  
Right Time ,  
Right Device



Increase traffic to my website, other social media, blog, or other sources





# Increase the foot traffic to my practice



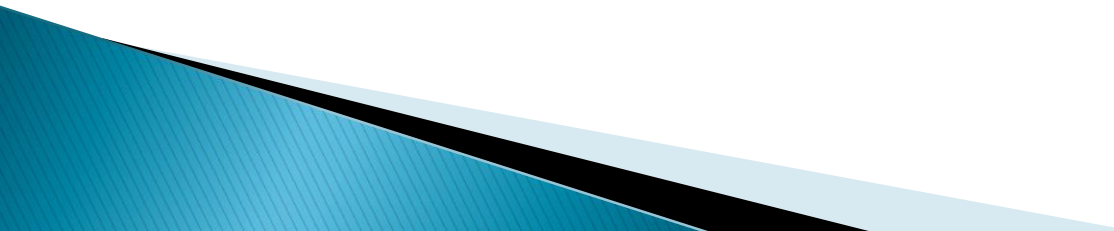
# Create Content



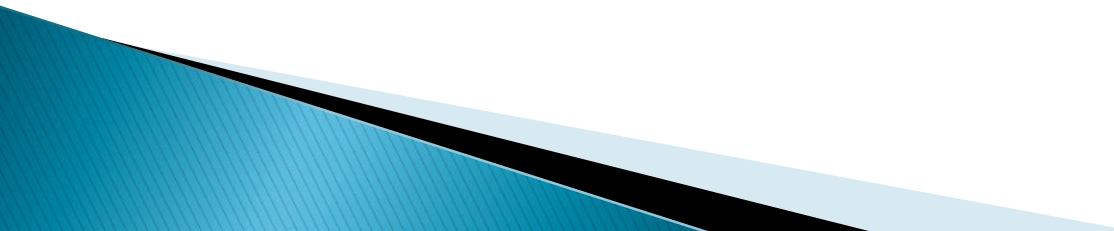
Why You are there

Why Consumers are  
there

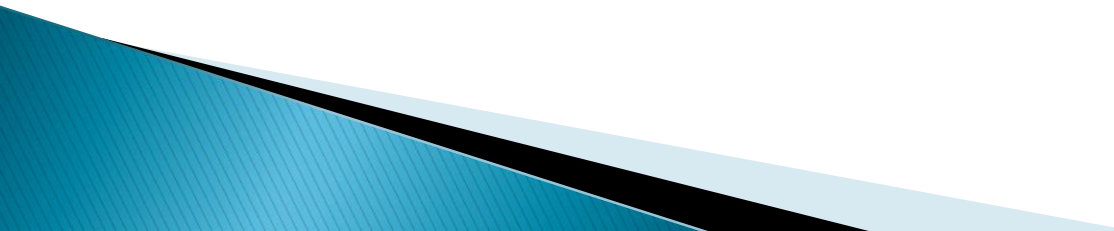
# 6 Reasons Why People Use Social Media

1. They want or need to connect with others.
  2. They need emotional support / validation or recognition
  3. They want to have fun or be entertained.
  4. They are bored and want to procrastinate.
  5. They want to organize their personal or social life.
  6. They want to connect with family or friends they've lost touch with.
- 

# Top 3 Psychological Reasons

- ▶ Wanting or needing to connect with other people
  - ▶ Needing emotional support, validation or recognition
  - ▶ A way to organize their personal or social life
- 

# Before you post anything, ask yourself:

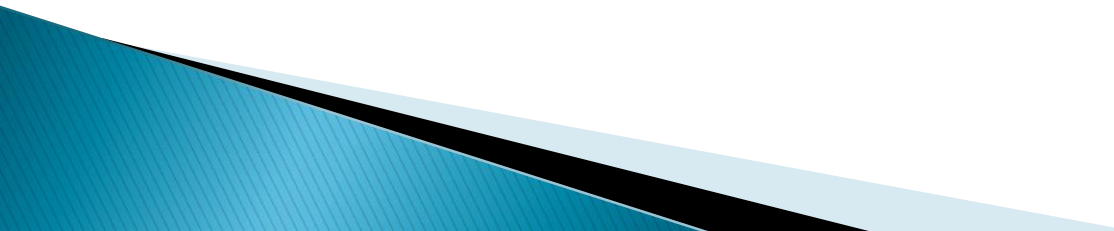
- ▶ Does this make my potential patients **feel more connected**?
  - ▶ Emotionally supported or recognized?
  - ▶ Does this post give them an opportunity to **socialize** or improve their personal life?
  - ▶ Go through the 3 reasons list...
- 



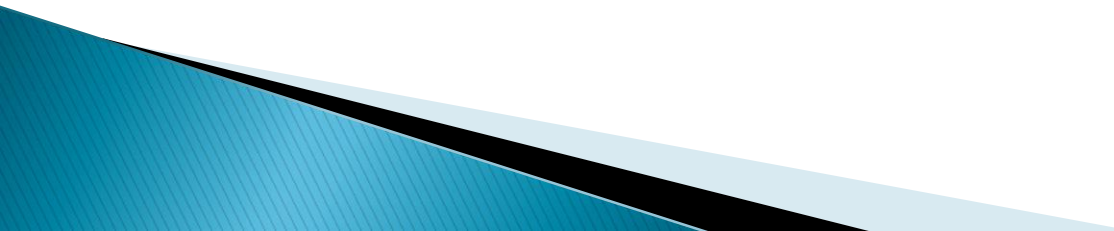
# Which type is your IDEAL Clients?



# Do you know...

- ▶ How old they are?
  - ▶ If they're male or female?
  - ▶ What they love to do in their recreational time?
  - ▶ What their relationship status is?
  - ▶ Their disposable income?
- 

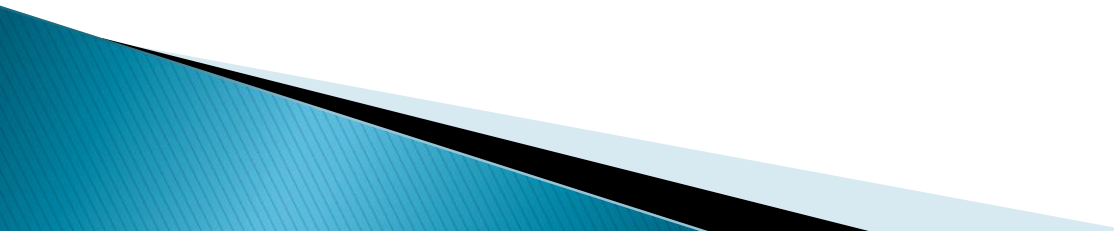
# Content Posting Ideas:

- ▶ Run a contest
  - ▶ Ask a question
  - ▶ Post a question
  - ▶ Offer to help
  - ▶ Inspire them
  - ▶ Encourage them
  - ▶ Make them feel GOOD.
- 

**So what's the best way to  
interact on social media?**



# For example on Facebook you could...

- ▶ Like others comments.
  - ▶ Respond to others comments.
  - ▶ Share content with others.
  - ▶ Private message users.
- 



Think of it like  
an ongoing  
conversation

with your prospects...



“Content may be king,  
but engagement is  
queen and she rules  
the house.”

Mari Smith

Top Social Media Influencer  
Premier Facebook Marketing Expert

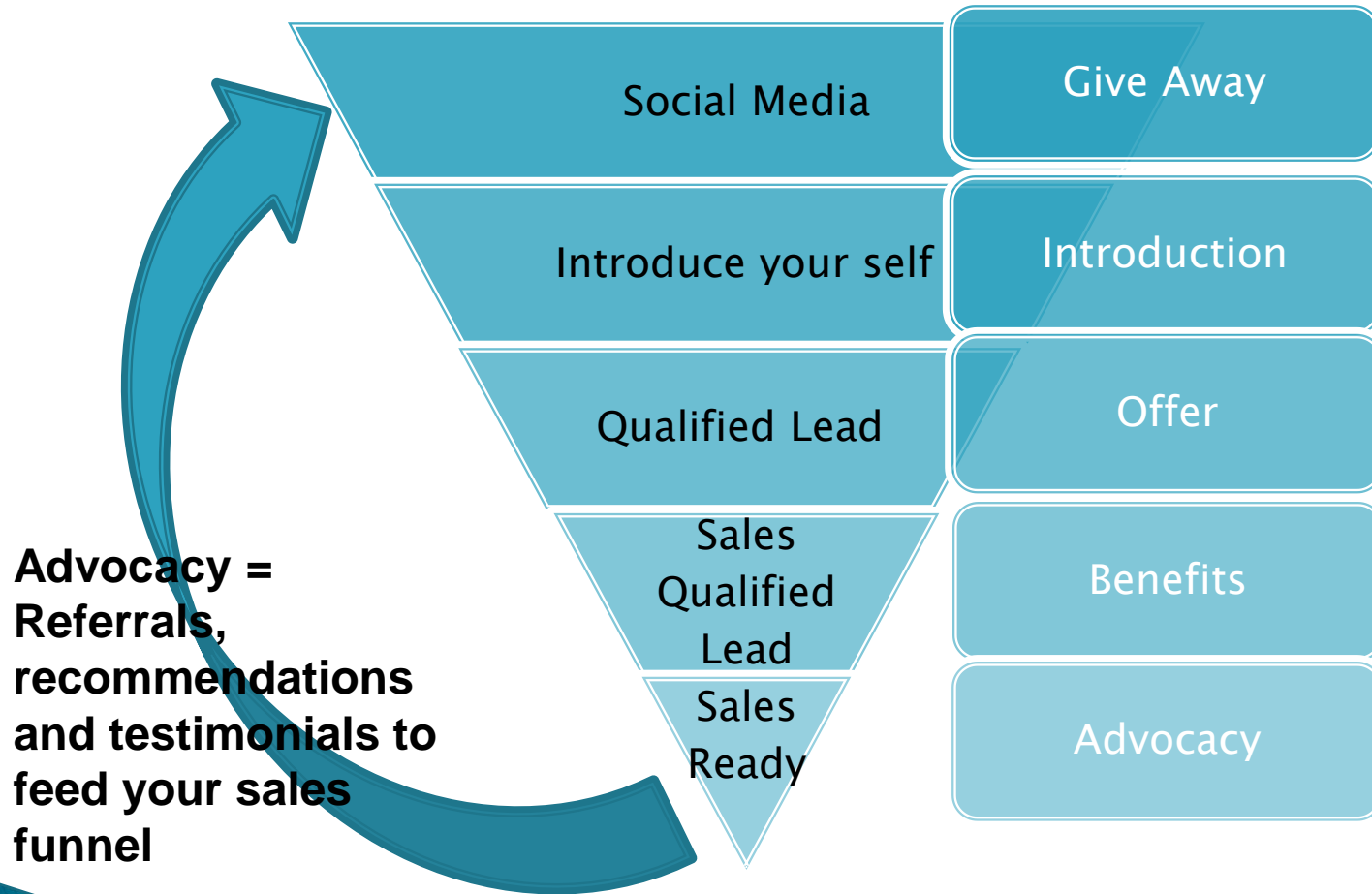


# The know-like-trust cycle





# Sales Funnel Creation



# Shotgun approach marketing



# How do you do that?

## Craft your plan



### **Specific**

Objectives have to be specific and positively described.



### **Measurable**

A goal achievement should be measurable.



### **Attainable**

It should be attractive for the project team to reach the goal.



### **Realistic**

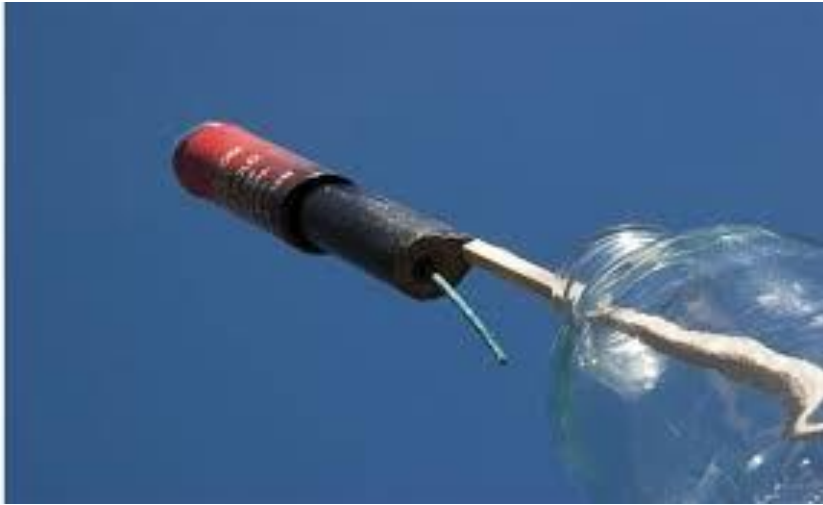
The objective needs to be achievable in a realistic way.



### **Time-bound**

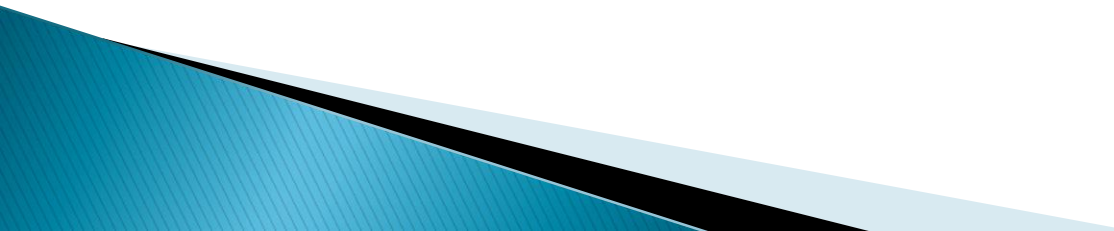
The goal has to set within a time frame.

# Attainable & Realistic Goals





# Set Measurable Marketing Objectives

- ▶ Increase Traffic to my \_\_\_\_\_ by this \_\_\_\_\_% within \_\_\_\_\_days.
  - ▶ Grow my email list by \_\_\_\_\_amount of subscribers within \_\_\_\_\_days.
  - ▶ Generate \_\_\_\_\_ amount of qualified leads by \_\_\_\_\_ days.
- 

# 1<sup>st</sup> Strategy – Know the foundation for creating great content

- Make it simple
- Leave a lasting impression
- Make it visually inviting
- Have fun with it





Love Massage  
March 5, 2013

DIY for your clients ~ At home spa treatments ~ Getting summer-ready skin couldn't get any easier than this and all it takes is two ingredients (in equal parts) per treatment to help get your skin feeling its best. — with Tara Marie and 3 others.



Like · Comment · Share

111 4 132



Message  
August 8, 2012



Like · Comment · Share

3,126 59 1,885

# Ethics Using Images

- ▶ **Creative Commons Public Domain Dedication**
  - image can be edited in any way you want. You can use it for commercial purposes and you do not need to give an attribution saying where you got the photo.

# My Favorites to use

- Picmonkey
- Easel.ly
- Canva
- Infogr.am
- Paint
- Photoshop
- Youzign
- [www.SocialMisAlignments.com/Resources](http://www.SocialMisAlignments.com/Resources)



# 2<sup>nd</sup> Strategy – Use the 80/20 rule

Promotional and Personal

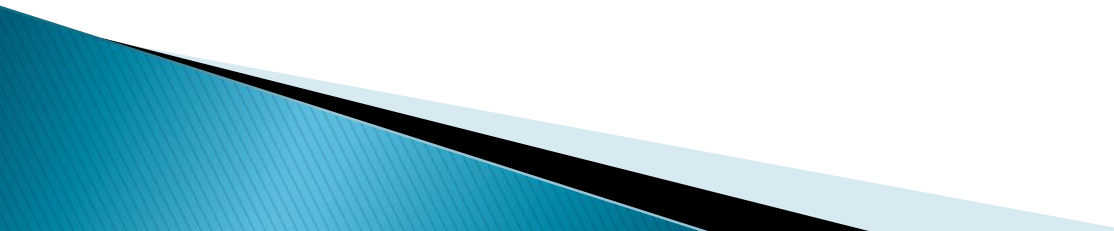


Informational/ Educational  
Business /Professional

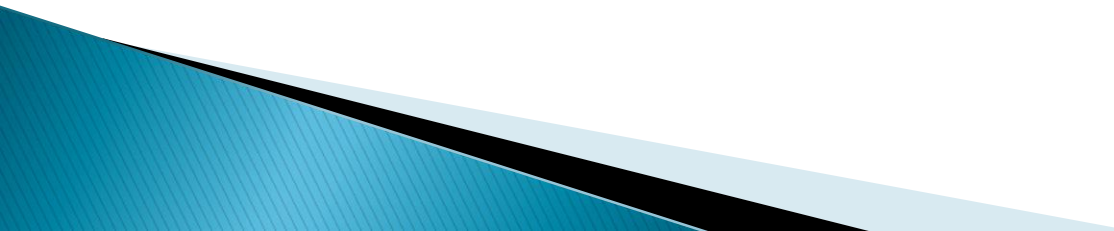
# Simple Social Media Math

- ▶ 3 posts a day x 7days = 21 posts
- ▶  $21 \times 20\% = 4$  posts promotional

Wanna buy something? or Join my list

- ▶ 4 posts are personal
  - ▶ 3 links to your blog
  - ▶ 3 inspirational quotes or cartoons
  - ▶ 7 article or video links
  - ▶ Keeps you from being spammy
- 

# Create a social media content agenda for the day, week or month

- ▶ Use various types of updates
  - ▶ Select a topic or theme for week or month
  - ▶ Use 80/20 Rule determine what kind of your promotion & what informational content will support them
  - ▶ Re-Purpose your offline and email content
- 


# Ways to Find Content

- ▶ Ask customer for testimonials
- ▶ Word search on YouTube to find 2 videos on your topic (funny or educational)
- ▶ Google search for articles on the topic
  - produces 3–4 different articles sites that can be used throughout the month – 4 posts for the week
- ▶ Get directly from manufacturer regarding
- ▶ Staff or office bios, photos of massage rooms, reception room, etc...

# Weekly Social Media Agenda

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Proven strategies as shared in Amazon #1 BEST SELLER BOOKS



**Social Media Weekly**

**Content Creation Cheat Sheet**

If you have questions be sure to email [sbeck@srbsolutions.net](mailto:sbeck@srbsolutions.net) and visit SRB Solutions





**Month:** \_\_\_\_\_

**Topic:** \_\_\_\_\_

**Keywords:** \_\_\_\_\_

**Hashtags:** \_\_\_\_\_


**Social Media Tool:** Plan your content. Use the 80/20 Rule: 80% of the time keep it Informational and Educational and 20% Promotional. Remember this is about *being social and building relationships*. You want to provide the most **RELEVANT** and **VALUABLE** updates to your **IDEAL** clients. You want to earn the right to do business with them and establish yourself and/or your practice as the expert. Use your insights tools to determine the BEST Days for promotion and engagement. Keep the message simple. Make sure it is memorable. Inviting to look at. And Fun. Also remember to mix it up use various types of content like videos, article links, graphics, photos, cartoons, blog posts, and ask questions. Enter the type of content for each day and time slot in the boxes below to help you plan your month.

Social Media Network	Recommended times to schedule updates	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Example</b>	7-9am	health trend article		Blog post	coupon offer	healthy recipe	Q & A	blog post
	10am-1pm	promo weekly contest	customer testimonial	photo w/question	stretching exercises	Photo contest	massage article	video
	2pm-6pm	Inspirational Quote	definition of terms	trends/Updates	Product benefit	blog post	community event	cartoon
 <b>Facebook</b> 0-500 fans = 3 posts per day 7days/wk. 501 - 2000 fans = 3 - 5 posts per day 7 days/wk. 2000+ fans= up to 6 posts per day	7-9am							
	10am-1pm							
	2pm-6pm							
 <b>Google+</b> 0-500 in circles = 3 posts per day 7days/wk	7-9am							

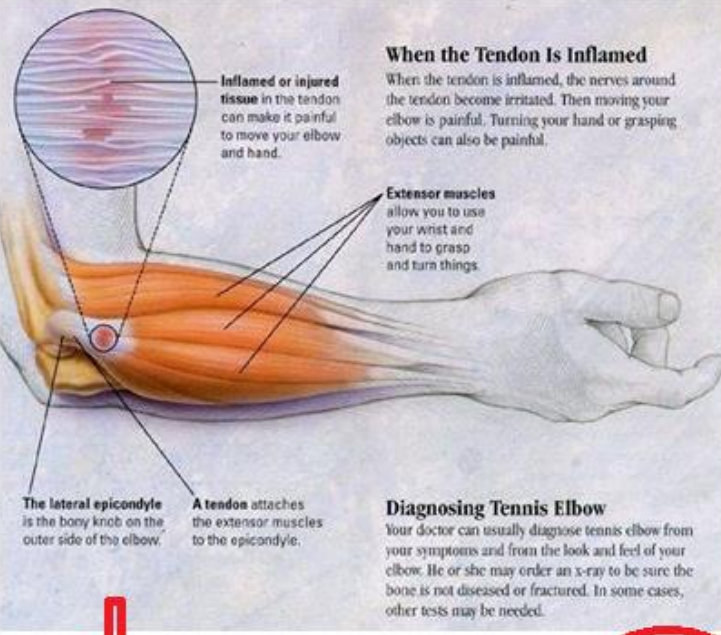
[www.SocialMisAlignments.com/SMATools](http://www.SocialMisAlignments.com/SMATools)



# Informational vs Promotional

 14 hours ago

Massage for Tennis Elbow (also some great techniques for all kinds of elbow and forearm pain!)



**When the Tendon Is Inflamed**  
When the tendon is inflamed, the nerves around the tendon become irritated. Then moving your elbow is painful. Turning your hand or grasping objects can also be painful.

**Extensor muscles**  
allow you to use your wrist and hand to grasp and turn things.

**The lateral epicondyle**  
is the bony knob on the outer side of the elbow.

**A tendon attaches**  
the extensor muscles to the epicondyle.

**Diagnosing Tennis Elbow**  
Your doctor can usually diagnose tennis elbow from your symptoms and from the look and feel of your elbow. He or she may order an x-ray to be sure the bone is not diseased or fractured. In some cases, other tests may be needed.

Like · Comment · Share

35 people like this.

39

 **Associated Bodywork & Massage Professionals (ABMP)**  
March 24

Did you know #ABMP has two sister associations, Associated Skin Care Professionals (ASCP) and Associated Hair Professionals (AHP)?

If you know any estheticians, hairstylists, barbers, or nail professionals who should join, let them know and you can get \$20 off your next renewal.

Share this post, and make sure you tell them to mention your name when they join!

**\$20 OFF**  
**your membership**

For each qualifying new member you refer to one of our associations (ABMP, ASCP, or AHP), you receive \$20 credit toward your next membership renewal! It's that easy!

**Be sure your colleague mentions your name to receive credit.**

**NO COUPON NECESSARY. NO EXPIRATION DATE.**

Like · Comment · Share

21

Leslie A. Young, Maria De Angeles MojicaLmt and 12 others like this.



March 22

Mending Hands Massage Therapy can help with your aches, pains, soreness, stiffness and recovery from injury!

E-mail [redacted] to secure your session and start feeling better in your body!

Of the estimated  
**145 MILLION MESSAGES**  
received in 2012, the primary reason  
consumers turned to massage was  
for **MEDICAL REASONS** such as  
pain relief, soreness, stiffness and  
recovery from injury.

According the American Massage  
Therapy Association survey **87%**  
of these clients believe massage can  
be effective in reducing pain!

mending hands massage therapy

Like · Comment · Share

17 people like this.

15



Chiropractic Economics

August 15

Have a great weekend! #HappyFriday

Who wants to go to the chiropractor?



Like · Comment · Share

66 Shares

45 people like this.

# Your content can organically integrate into other social medias



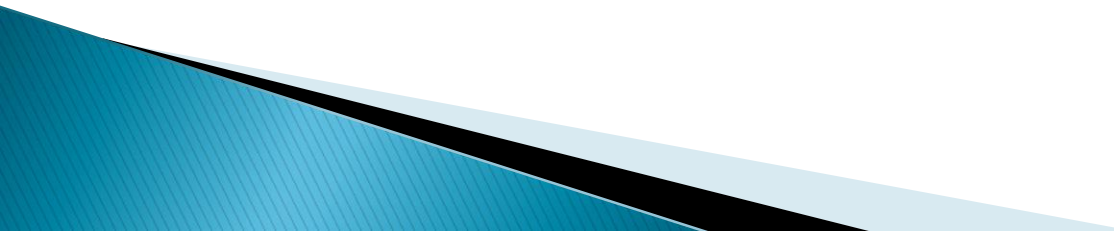
# 3<sup>rd</sup> Strategy – Using #'s and @ in your updates

- ▶ Use keywords or phrases your patients are searching for



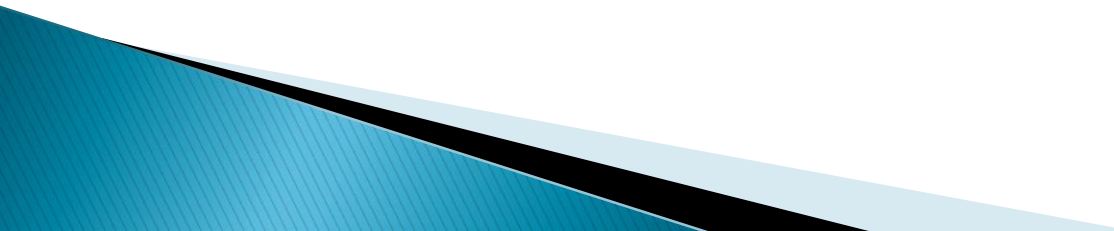


# What are Hashtags

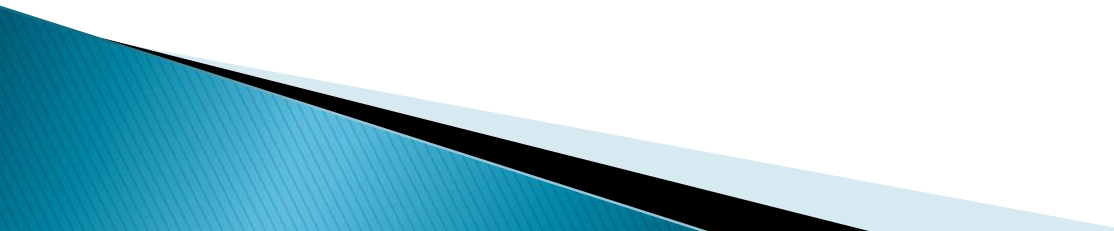
- ▶ a word or unspaced phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic
  - ▶ allow you to create communities of people interested in the same topic by making it easier for them to find and share info related to it
- 



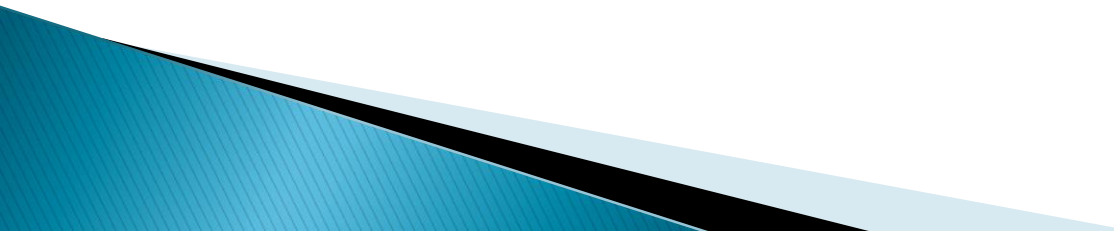
# Why are they important

- ▶ People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in to categorize updates and help them show more easily in the Search (Keywords)
  - ▶ Clicking on a hashtagged word in any message shows you all other updates marked with that keyword
- 

# Where to use hashtags

- ▶ Twitter, Instagram, Pinterest, Tumblr, Vine, Google+, Flickr and Facebook
  - ▶ Descriptions on photos
  - ▶ Status updates
  - ▶ Descriptions
  - ▶ Blogs
- 

# How to use Hashtags

- ▶ a hashtag on a public account, anyone who does a search for that hashtag may find your update
  - ▶ Don't #spam #with #hashtags. Don't over-tag a single update.
  - ▶ Recommend using no more than 2 hashtags per update and description
  - ▶ Use hashtags only that relevant to the topic
- 

# Research Hashtags

- ▶ [Hashtags.org](https://hashtags.org/)
  - ▶ [Trendsmap.com](https://trendsmap.com/)
  - ▶ [Hashtagify.me](https://hashtagify.me/)
  - ▶ Social media site
  - ▶ Twitter Trends
- 

# Oops...

- ▶ Kenneth Cole back in 2011 during the protests in Egypt, Kenneth Cole decided to make light of the situation with this tweet...



**@KennethCole**  
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↺ Retweet ↻ Reply



# How “@” symbol is used:

- ▶ @ symbol was used more frequently on Facebook before they modified the tagging feature.
- ▶ If you are friends or connected to the person when you start to type their name a list of people should pop up and you can “tag” or select them without using the @ symbol.
- ▶ Where it is used in your tweet will determine how it will be used
- ▶ At the beginning @thepersonshandle, this signifies a direct message to them.
- ▶ Used in the middle or end of the tweet, it tags the person to notify them that you want them to read, or recommends that person, product, or event shared.

Facebook

Twitter

# Hashtag and @ symbol examples



Stephanie Beck @SRBSolutions · Aug 16

4 Ways to Use [#Facebook](#) Save Button for Content Consumption - [dld.bz/dvpjY](http://dld.bz/dvpjY) via [@smexaminer](#)



1



[View summary](#)



Stephanie Beck @SRBSolutions · 19h

3 Strategies for Using Hashtags for Your Practice [dld.bz/dvMRG](http://dld.bz/dvMRG) via [@SRBSolutions](#)



# Be careful using auto-responders



ACA @ACAtoday

Oh we think you are just great for following us. Thank you!

May 5



**Ross Sheingold** @RossSheingold

9m

It's funny that @AmericanAir is responding to every tweet coming their way. Especially when this happens: [yfrog.com/od71yxp](http://yfrog.com/od71yxp)

Retweeted by Ian Schafer

Hide photo Reply Retweet Favorite More



**AmericanAir**

1 hour

@murphmarkd Thanks for your support! We look forward to a bright future as the #newAmerican. [bit.ly/ARRIVING](http://bit.ly/ARRIVING)



**murphmarkd**

2 hours

Congrats to @americanair and @usairways on creating the largest [REDACTED] airline in the world.

YFrog

Flag this media

6

RETWEETS

2

FAVORITES



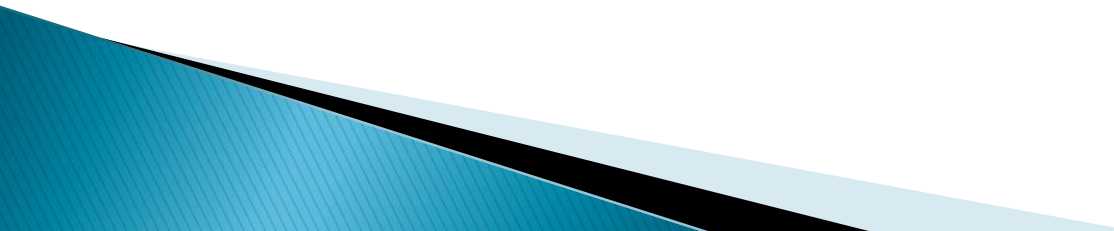
9:03 AM - 14 Feb 13 · Details

# 4th Strategy – Share from credible pages that your IDEAL patients like

- Use the Graph search on Facebook
- Join or Start a groups on LinkedIn
- Follow them on Twitter & their Boards on Pinterest
- List the favorites on your YouTube Channel



# Locate social influencers

- ▶ Find community page (noncompetitive)
  - ▶ Leaders with high engagement and credibility
  - ▶ Like as your page not as personal profile
  - ▶ Post as your page
  - ▶ Share from their page on yours
  - ▶ Peers, colleagues, national organizations, and publications
- 





*You  
deserve*



PROTECTION



REPRESENTATION



EDUCATION



SUPPORT

abmp.com



## ABMPmessage

Subscribe

Home **Videos** Playlists Discussion About

1 in your circles subscribe

Uploads

Date added (newest - oldest)



Support the Massage  
Therapy Foundation at the ...  
297 views 1 month ago



Jenny Recommends  
Customized Brochures  
61 views 3 months ago



Accidents Happen  
80 views 3 months ago



In a World Without  
Bodywork...  
2,273 views 5 months ago



ABMP BizFit Live 2013:  
Successful Practice Wor...  
71 views 5 months ago



Helped SomeBody  
8,300 views 7 months ago



Read the July/August 2013  
issue of Massage & Bod...  
142 views 9 months ago



ABMP's Client Forms  
77 views 9 months ago



Run, Les, Run! Fundraiser  
for the Massage Therapy ...  
211 views 1 year ago



ABMP: More than Just  
Insurance  
94 views 1 year ago



What to Expect from a  
Massage Session  
7,081 views 1 year ago



Find a Therapist at  
MassageTherapy.com  
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Massage for Specific  
Conditions  
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Massage: A Perfect Gift  
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ABMP Makes Social Media  
Easy  
294 views 1 year ago



ABMP Works for You  
123 views 1 year ago



ABMP Instructor Resource  
Program  
82 views 1 year ago



5 ways to help your  
massage practice right ...  
1,256 views 1 year ago



Jennifer Adams LMT

Shared publicly - Sep 6, 2013

September 6, 2013



## **The 181 Market's**

### **3rd Annual Fall Flea Market**

benefiting the  **EASTERN SHORE ART CENTER**  
ART CHANGING LIVES

**September 20th, 21st & 22nd, 2013**

**Friday & Saturday • 9:00 am - 4:00 pm**

**Sunday • 9:00 am - 2:00 pm**

50+ Indoor Vendor Shops, Yard Sale Tents, Arts & Crafts,  
Plant Sale, Fresh Produce, Live Musical Performances,  
Small Business Booths, Face Painting, Food & Fun for the entire family!

**10 x 20 participant space is \$75 (for 3-days) call 251-591-7340**

Located in Highway 181 Mini Storage • [www.181mini.com](http://www.181mini.com)

16925 State Highway 181 • Fairhope, AL 36532



Here is an  
example of using a  
community event  
to share as  
content

We all know the  
Massagenerd!  
He has plenty of  
educational and  
informational  
videos you share  
as content to  
help educate  
your clients.

Filters ▾ About 107,000 results

Did you mean: [massagenerd](#)

**MessageNerd**  
by MessageNerd · Active 1 day ago · 4,858 videos  
Subscribe to my Network here: <http://www.youtube.com/stylehaul> 188+ Million Views 120+ Playlists 4,800+ Videos.  
CHANNEL

**200+ Table Stretching Techniques (57 Minutes)**  
by MessageNerd · 4 years ago · 355,722 views  
This is one of the first videos I made.....enjoy :) Here is a link to buy the newer version of this video: <http://tinyurl.com/mubft6>

**"High Definition" Back Massage**  
by MessageNerd · 5 years ago · 544,814 views  
<http://www.MessageNerd.com> <http://www.MessageNerdShow.com> <http://www.YouTube.com/massagenerd> ...

**Neck Massage Techniques (Deep Tissue & Relaxing)**  
by MessageNerd · 2 years ago · 73,280 views  
<http://www.massagenerd.com> <http://www.messageproce.com> I am the former owner of my own massage school, and I have also ...

**100+ Rattan / Bamboo Massage Techniques (73 Minutes)**  
by MessageNerd · 3 years ago · 48,408 views  
<http://www.massagenerd.com> <http://bamboo-fusion.com>.

**100+ Chair Massage Techniques (59 Minutes)**  
by MessageNerd · 4 years ago · 170,990 views  
MASSAGENERD: <http://MessageNerd.com> FACEBOOK: <http://FaceBook.com/massagenerd> TWITTER: ...

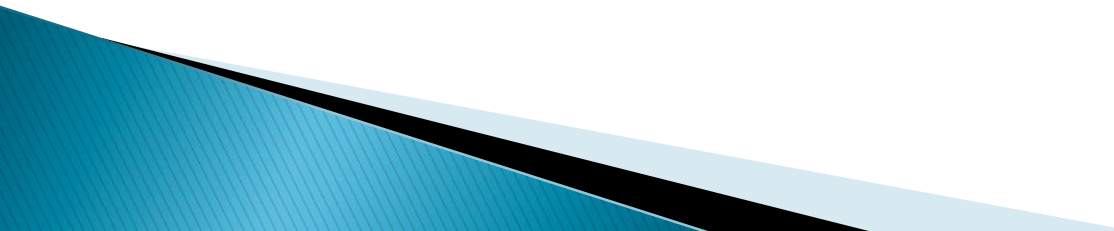
**Back Massage Techniques (54 Minutes)**  
by MessageNerd · 2 years ago · 147,457 views  
<http://www.MessageNerd.com> Learn some cool back massage techniques.

# Fans of “Your Business Page Name”

- ▶ Which of your fans have the most influence?
  - Who has the most mutual friends
  - Where do they work
- ▶ Pay attention to how many other pages besides yours they have liked
  - Good indication of how much time is spent on there

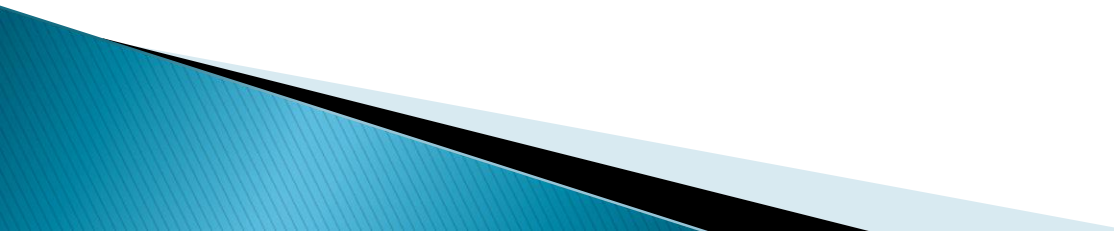


# Favorite Interests of fans of “Your Business Page Name”

- ▶ Look for the interests that the majority of your fans have liked
  - ▶ Look for the interests that you also like
- 



# Favorite pages of fans of “Your Business page name”

- ▶ Provides a list of pages where your fans are “hanging” out
  - ▶ Find local community as well as national pages
  - ▶ Builds credibility, builds trust, creates a common bond
- 

# Use Graph Search

Type: Interests liked by people who like “Your Page”

The screenshot shows a Facebook interface with a search bar at the top containing the text "Interests liked by people who like SRB Solutions". Below the search bar, the profile of Stephanie Beck is visible. The main content area displays a list of interests, each with a representative image, a title, and a description of how many people who like SRB Solutions like that interest. The interests listed are:

- Messages**: Field of Study. People who like SRB Solutions like this: 311,175 like this. Glom Coppola, Terry Russell and 124 other friends like this.
- The Finishing Touches Colerie on style.ly**: Interest. People who like SRB Solutions like this: 23,171 like this.
- Reliki**: Interest. People who like SRB Solutions like this: 423,193 like this. Leah Kama Carr, Anna Milewala Petrovich and 65 other friends...
- The Jewelry Colerie on style.ly**: Interest. People who like SRB Solutions like this: 59,759 like this. Helen On-ne Cuzimilly like this.
- Reflexology**: Interest. Michael Graham and other people who like SRB Solutions like ... 66,117 like this. Sandi Andersen, Nicole Landry and 64 other friends like this.
- Hiking**: Sport. People who like SRB Solutions like this: Interest - Sport. Lynn West Hupp, Glom Coppola and 128 other friends like this.
- Gardening**: Interest. People who like SRB Solutions like this: 4,870,785 like this. People also like Reading, Traveling and other interests.
- Travelling**: TV Genre. People who like SRB Solutions like this: Interest - TV Genre. Nancy W. Dell, Karen Hobson and 148 other friends like this.
- Camping**: Interest. People who like SRB Solutions like this: 12,684,623 like this. People also like Fishing, Traveling and other interests.
- Photography**: Field of Study.

At the bottom right, there is a small advertisement for business.comcast.com.



Facebook search results for "pages liked by people who like SRB Solutions".

Search bar:

Search results:

- pages liked by people who like srb solutions
- pages liked by people who **live near srb solutions**
- pages liked by people who **work near srb solutions**

Results shown:

-  **Gloria Coppola, Terry Russell and 124 other friends** like this
-  **The Finishing Touches Coterie on style.ly**  
Interest  
People who like SRB Solutions like this  
20,171 like this

Navigation: Home 20+

# Share from the experts

## Did you know?

Massage therapy  
has been shown to:

- Alleviate low-back pain
- Lessen depression and anxiety
- Relieve migraine pain
- Ease the aches and stiffness of arthritis
- Increase pulmonary function and peak air flow in children with asthma
- Improve weight gain in preterm infants



Learn more at <http://abmp.us/MassageBenefits>



Associated Bodywork & Massage  
Professionals (ABMP)

Liked · March 25

Learn more at <http://abmp.us/MassageBenefits> — with  
Marina Garza.

Like · Comment · Share

7 people like this.

12 shares



Comment...



# Share from the experts

**Dynamic Chiropractic** shared a link.  
August 14

<http://www.dynamicchiropractic.com/mpacms/dc/article.php?id=57107> Things to consider when treating fibromyalgia patients...



**Fibromyalgia: Put the Pain in Its Place**  
[www.dynamicchiropractic.com](http://www.dynamicchiropractic.com)  
3 Furthermore, the National Pain Foundation's large-scale 2014 survey of 1,339 fibromyalgia patients revealed that more than 60 percent of patients reported no improvements at all with these FDA-approved...

[Like](#) · [Comment](#) · [Share](#)4 Shares

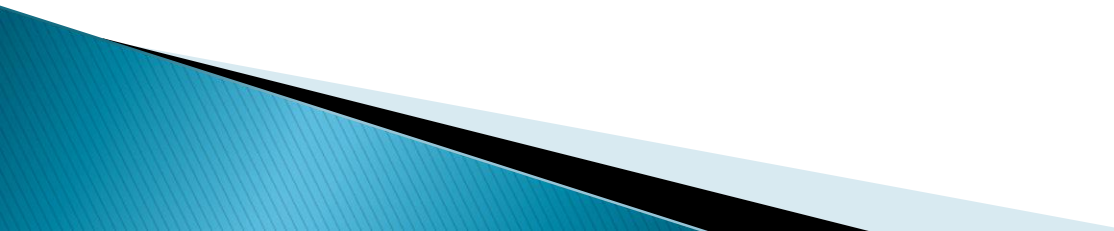
 2 people like this.



# Position yourself as an expert



# Set weekly achievable goal

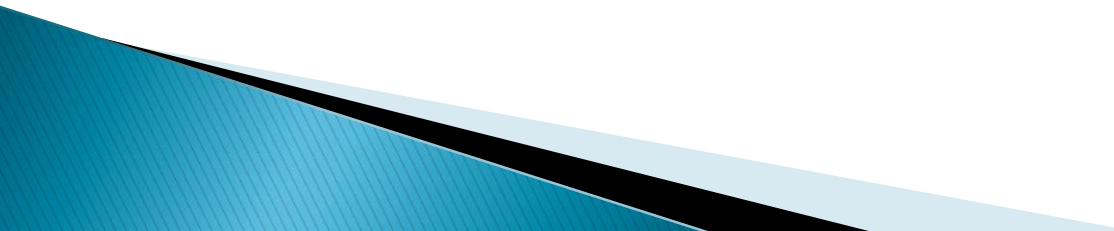
- ▶ Choose 5 to watch, like, follow and share from each week on your page
  - ▶ Choose 3 local and 2 national
  - ▶ Select pages that relate to your page without competing
  - ▶ Build a mutual support channel with the owner of that page
  - ▶ 98% of the fans on these pages will be NEW potential fans for you
- 

# 5<sup>th</sup> Strategy – Use keywords in your content

- ▶ Content is ranking in some of the largest search engines
- ▶ Consumers are using Social platforms as search engines to find information



# What are Keywords

- ▶ are what consumers who are most likely to purchase your product entering into the search engines when they are searching for solutions to problems that your product solves
  - ▶ A business owner always wants to use keywords that are converting keywords for their ideal target market whether or not they use paid traffic or use them organically (non-paid traffic).
- 

# Why you use keywords

- ▶ Social Media pages are ranking in some of the largest search engines
- ▶ Consumers are using Social platforms as search engines to find information



# Results when searching

Search results for "AFMTE" showing various links and social media posts. Red arrows point to specific results, labeled with their source:


- Website**: Points to the AFMTE website link.
- Linked In**: Points to the AFMTE LinkedIn page.
- Google +**: Points to the AFMTE Google+ page.
- Twitter**: Points to the AFMTE Twitter page.
- Google +**: Points to the AFMTE Google+ post.
- Twitter**: Points to the AFMTE Twitter post.
- Press Release**: Points to the AFMTE press release.
- Slide share**: Points to the AFMTE slide share.

The search results include:

- AFMTE website link.
- AFMTE LinkedIn page.
- AFMTE Google+ page.
- AFMTE Twitter page.
- AFMTE Google+ post.
- AFMTE Twitter post.
- AFMTE press release.
- AFMTE slide share.

# You Tube, Facebook & Linked In

Search

Search  90 personal results, 2,810,000 other results (0.34 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

San Diego, CA  
Change location

Show search tools

Ad related to Massage Cupping

Why this ad?

[Cupping Therapy | CuppingTherapy.org](#)  
[www.cuppingtherapy.org/](http://www.cuppingtherapy.org/)  
Massage, Cupping, Sports, Facial National Workshops, Equipment & R&D

Why these ads?

6 Pos Professional Health Care Massage Pull Out  
\$7.99 - Tmart

Deluxe Cupping Set  
Massage Sore Muscles  
Chinese  
\$46.00 - eBay  
Great Deals on Health & Beauty Items!

See your ad here >

[Body Contouring | Massage Cupping - Bodywork Therapy ...](#)  
[www.massagetcupping.com/](http://www.massagetcupping.com/)  
Massage Cupping bodywork therapy is a modern rendition of the ancient art of cupping therapy and body contouring, contact us for more information.  
Equipment and Products - Massage Cupping - Contact Massage Cupping

[The Art of Massage Cupping Therapy](#)  
[www.massagemag.com/spa/treatment/cupping.php](http://www.massagemag.com/spa/treatment/cupping.php)  
Learn about **massage cupping**, a modified version of the common practice of cupping therapy, used in traditional Chinese medicine.

[Shopping results for Massage Cupping](#)

[Massage cups set of 8 vacuum massage cupping set](#)  
\$115.00 - Amazon.com  
[Complete Massage Cupping Kit](#)  
\$199.99 - Massage Warehouse  
[Professional cupping set \(17 cups\) from hanoi ""brand ...](#)  
★★★★★ 4 reviews - \$27.99 - Amazon.com

[Videos for Massage Cupping - Report videos](#)

[Massage Cupping Demo - YouTube](#)  
youtube.com  
Nov 6, 2009

[Massage Cupping Techniques with ...](#)  
youtube.com  
Oct 21, 2011

[Massage Cupping Techniques with ...](#)  
youtube.com  
Oct 21, 2011

[Cupping Therapy / Massage Cupping](#)  
[www.cuppingtherapy.org/pages/about.html](http://www.cuppingtherapy.org/pages/about.html)  
Massage Cupping is the combination of massage movements and negative pressure with the use of a suction device on the skin. A cup is positioned at the area ...

[ACE Massage Cupping | Facebook](#)  
[www.facebook.com/ACEMassageCupping](http://www.facebook.com/ACEMassageCupping)  
To connect with ACE Massage Cupping, sign up for Facebook today ...  
Cupping is a modified version of the common practice of cupping therapy!

[Ace Massage Cupping - ABMP](#)  
[www.abmp.com/messagemarketplace/showad.php?id=437&cat=7](http://www.abmp.com/messagemarketplace/showad.php?id=437&cat=7)  
100% money back guarantee. No refunds of any kind for any reason. This is a refund to the customer.

Marketing Educator

49,655 results

Sort by: [Relevance](#) View: [Basic](#) [Save Search](#)

More

- ☒ **All Companies**
- ☐ lululemon athletica (202)
  - ☐ University of Phoenix (121)
  - ☐ NYC Department of... (73)
  - ☐ Gerson Lehrman Group (56)
  - ☐ DeVry University (53)

[Show more...](#)

- ☒ **All LinkedIn Members**
- ☐ 1st Connections (14)
  - ☐ 2nd Connections (597)
  - ☐ Group Members (692)
  - ☐ 3rd + Everyone Else (48536)

- ☒ **All Locations**
- ☐ United States (39789)
  - ☐ Greater New York City... (3961)
  - ☐ Canada (2899)
  - ☐ San Francisco Bay Area (2624)
  - ☐ Greater Chicago Area (1078)



**Stephanie Beck** (YOU)

**Marketing Consultant, Educator and Advocate for Small Business Owners**  
Greater San Diego Area · Health, Wellness and Fitness  
[Similar](#) · [464](#)

[Edit](#)



**Carolyn Wilcox** (1st)

**Spa Consultant at Pure Urban Spa**  
State College, Pennsylvania Area · Health, Wellness and Fitness  
[33 shared connections](#) · [Similar](#)

[Message](#)



**Saranagati (Sharon Burch)** (1st)

**Energy Medicine Practitioner, Educator and Activist**  
Little Rock, Arkansas Area · Alternative Medicine  
[255 shared connections](#) · [Similar](#) · [500+](#)

[Message](#)



**Garin K.** (3rd)

**Founder & CEO at FBPower.com**  
Ontario, Canada · Marketing and Advertising  
[Similar](#)

[Send InMail](#)



**Dr. Jay Z+** (1st)

**Founder & CEO at Academy of Wellness Doctors & American Council on Excellence**  
Greater Nashville Area · Health, Wellness and Fitness  
[9 shared connections](#) · [Similar](#)

[Message](#)



**Linda Roisum** (1st)

**I help small businesses achieve their business goals through website creation, marketing and social media**

[Message](#)

[Saved Searches »](#)  
[Reference Search »](#)

### Premium Search

Find the right people in half the time



**Premium Search Tools:**

- Premium filters
- Automatic search alerts
- Full profile access

[Upgrade](#)

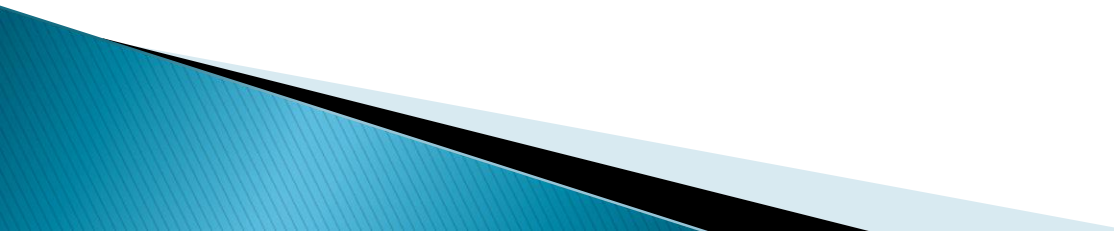
[or Learn more](#)

### Female-Owned Businesses

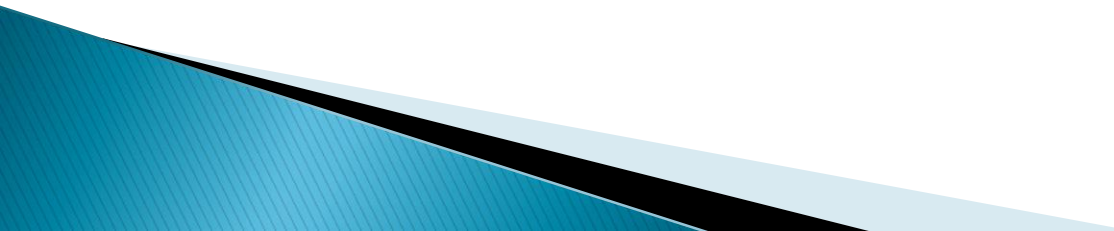


**Update Your Business Profile to Access Completely Free Advertising!**

# What makes a good Keyword

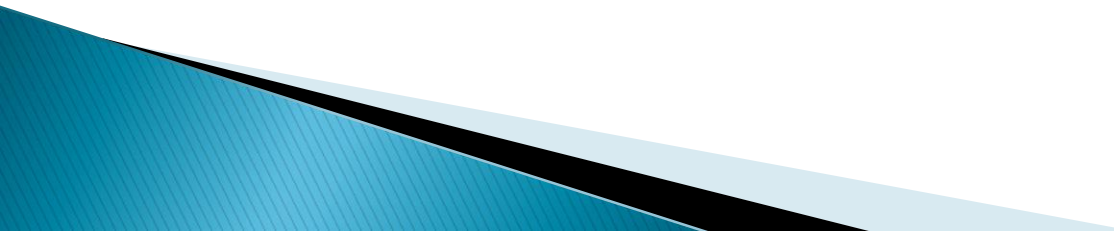
- ▶ Make it specific to a “buyer”
  - ▶ Avoid general terms or broad subjects
  - ▶ Natural Organic Ingredients, natural body wonder, made with organic ingredients, all natural products
  - ▶ Massage Therapy, Deep Tissue, chiropractic care
  - ▶ Chronic back pain, low back pain
- 

# Example

- ▶ Flat Screen TV
  - ▶ Differences between brands
  - ▶ Samsung 62" LED Flat Screen TV
  - ▶ Reviews of Samsung 62" LED Flat Screen TV
- 

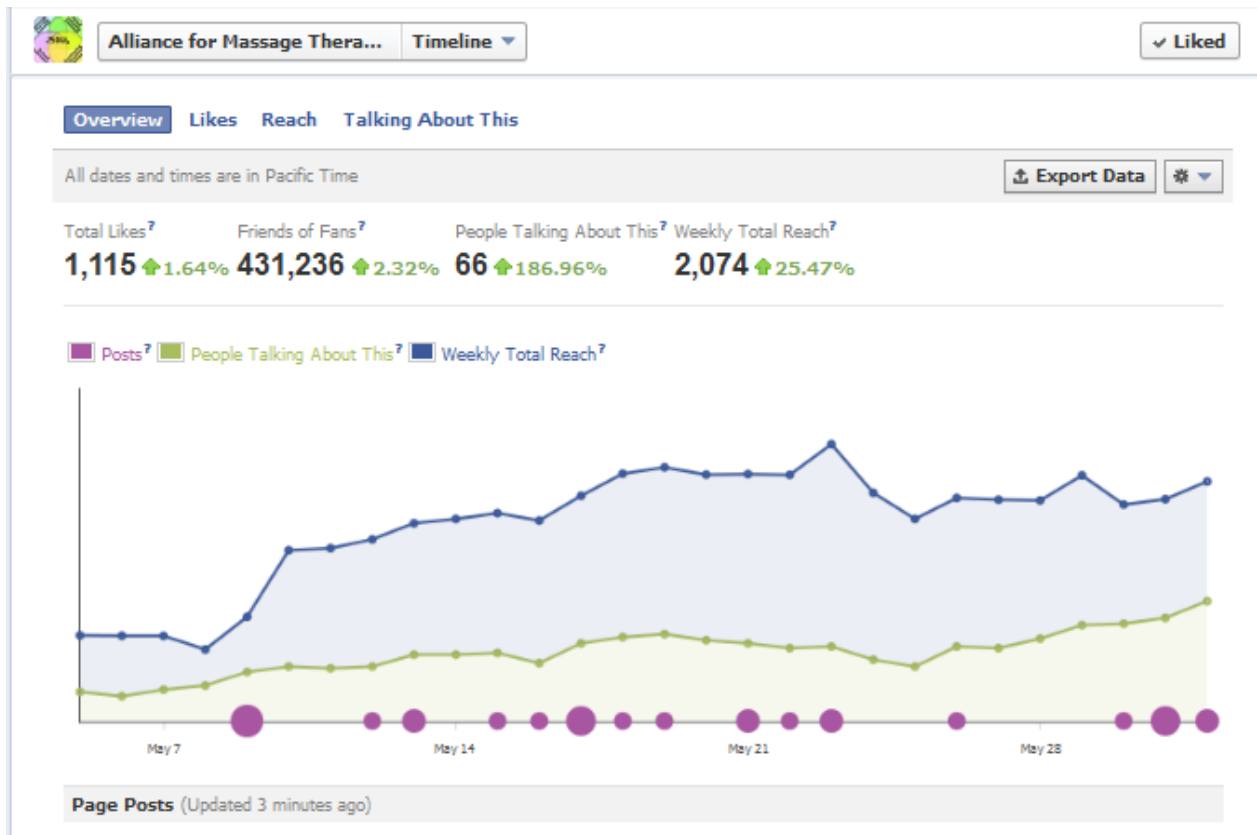


# Basic Keyword

- ▶ Massage Therapist (City name or geo-targeted location)
  - ▶ Chiropractor (City name or geo-targeted location)
  - ▶ Massage Therapy Education (City name or geo-targeted location)
  - ▶ The Best Massage Therapist El Cajon
- 

# 6<sup>th</sup> Strategy – Use insights tools

## ➤ Review your insights weekly



# Find out what posts work best

facebook Search Stephan

Alliance for Massage Th... Timeline ✓ Liked

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
6/1/12	Very excited to have Benny Vaug...	140	3	2	1.43%
6/1/12	AFMTE Attendees are ALL "Abov...	188	18	7	3.72%
5/31/12	Alliance For Massage Therapy Ed...	157	1	--	--
5/31/12	Biotone will be featuring their ne...	143	1	--	--
5/31/12	WE have so many prizes for atte...	187	11	4	2.14%
5/30/12	So glad that F A Davis is an Allie...	197	7	3	1.52%
5/26/12	We will be introducing some GRE...	359	37	24	6.69%
5/23/12	Some of our members have expr...	288	14	1	0.35%
5/23/12	Can you Earn CE's while at the A...	200	24	5	2.5%
5/22/12	Message Therapy Foundation is a...	257	3	1	0.39%
5/21/12	I'm listening to Benny Vaughn an...	262	7	2	0.76%
5/21/12	<a href="http://www.afmte.org/">http://www.afmte.org/</a> Message ...	214	6	2	0.93%
5/19/12	What is one word you would use ...	423	14	6	1.42%
5/18/12	A tasty treat for all Conference ...	224	15	4	1.79%
5/17/12	Over \$150 worth of Products in t...	307	16	4	1.3%
5/17/12	Well Photos	179	2	2	1.12%

# 7<sup>th</sup> Strategy – Use various types of posts

Stephanie Beck @SRBSolutions · 12m  
Want more Social Trigger Points Success?  
Register for the FREE Presentation and get  
5 Steps to Grow your practice on...[bitly.com/1I11lob](http://bitly.com/1I11lob)

SRB Solutions  
Posted by Stephanie Beck [?] · August 2

Would you agree with this statement? "Before the days of social media, our average attention span used to be 20 minutes. Now with social media, it's around 9 seconds. People can now form an opinion of you instantly on social media." — at SRB Solutions.

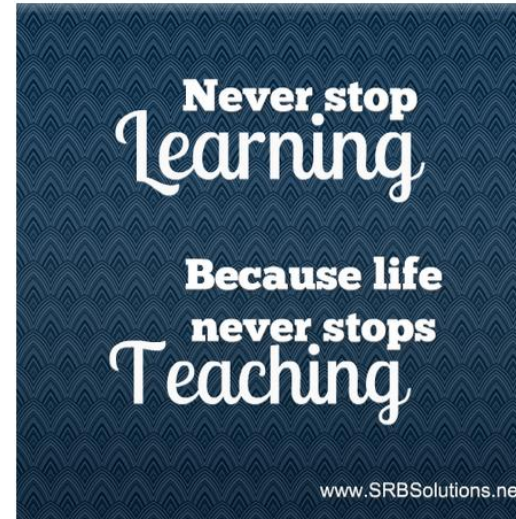
Like · Comment · Share



SRB Solutions

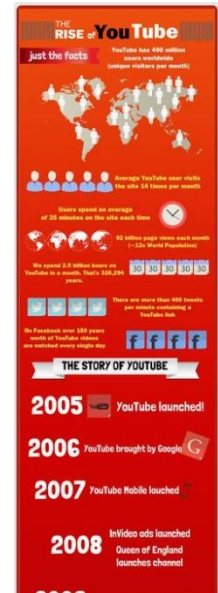
Posted by Stephanie Beck [?] · August 8 · Edited

Never stop learning, because life never stops teaching



Like · Comment · Share

26 Shares



Stephanie Beck

Get the secrets to a thriving Chiropractic Practice



**The Secret to a Thriving Chiropractic Practice**

youtube.com · Stephanie Beck, Educator and Advocate for the online marketing success of chiropractors, massage therapists acupuncturist and spa owners uncovers the 3 secrets every chiropractor should know to have a thriving practice. If you...



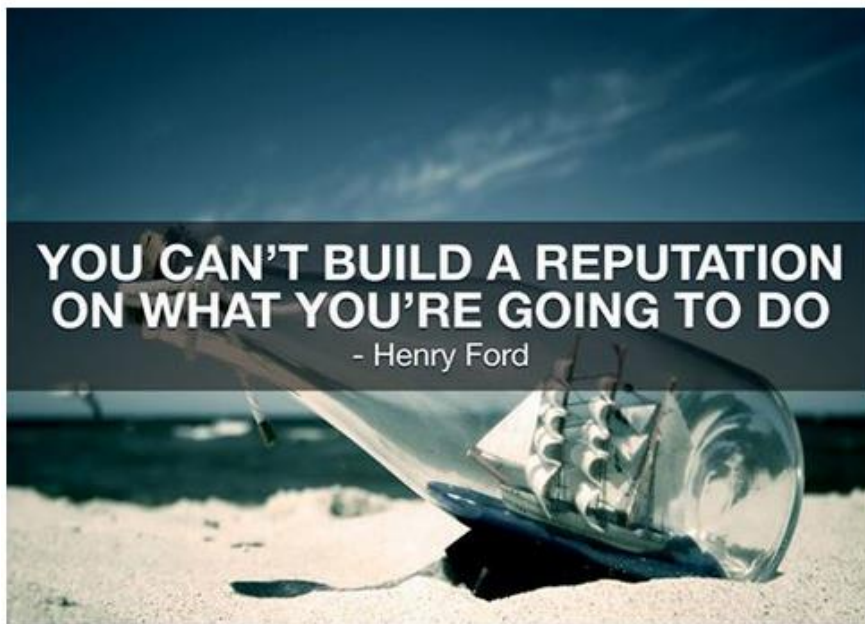
# Sharable quotes work!



SRB Solutions

September 6, 2013

Can anyone else appreciate this besides me?



Unlike · Comment · Share

6 3



SRB Solutions

Posted by Stephanie Beck [?] · March 18

How are you breaking out of your comfort zone this week?

**Great  
Achievements  
never come  
from comfort  
zones.**

**SRB Solutions**  
Strategic Result Based Solutions  
[www.SRBSolutions.net](http://www.SRBSolutions.net)

Like · Comment · Share

6



# Use direct links to articles


 **SRB Solutions** shared a link.  
Posted by Stephanie Beck [?] · March 6

Sharing an extra little cup of Awesomeness with you! Cause you are awesome and I am awesome. Have an awesome day!  
<http://youtu.be/ehnl0cd-rcw>




**THE AWESOME ANTHEM VIDEO (FULL VERSION) by Sekou Andrews**  
[www.youtube.com](http://www.youtube.com)

This is THE AWESOME ANTHEM (full version) -- a hilarious, inspirational spoken word video by Sekou Andrews,...

 **SRB Solutions** shared a link.  
Posted by Stephanie Beck [?] · February 20

Are you using Press Releases to build your practice? If not, why not?  
<http://www.dcpracticeinsights.com/mpacms/dc/pi/article.php?id=56820>



**How and Why Press Releases Can Help Build Your Practice**  
[www.dcpracticeinsights.com](http://www.dcpracticeinsights.com)

Author: Stephanie Beck. Title: How and Why Press Releases Can Help Build Your Practice. Summary: I'm going to share...

# Social Media Explained



I'm at the donut shop – again!



Instagram

Here is a vintage picture of a donut



My donut recipe



I like donuts



Hey! I am eating a donut



Listening to 'Donuts'



This is how you eat a donut



Hotmail

Click for the secret to stop  
overeating donuts



I'm a Google employee  
and I like Donuts



Funny donut eating videos



I want to work at a donut shop



snapchat

Saw the donut? It's gone



The sounds of eating a Donut



Call me from the donut shop



WIKIPEDIA

Who invented the donut?



My donut photo collection

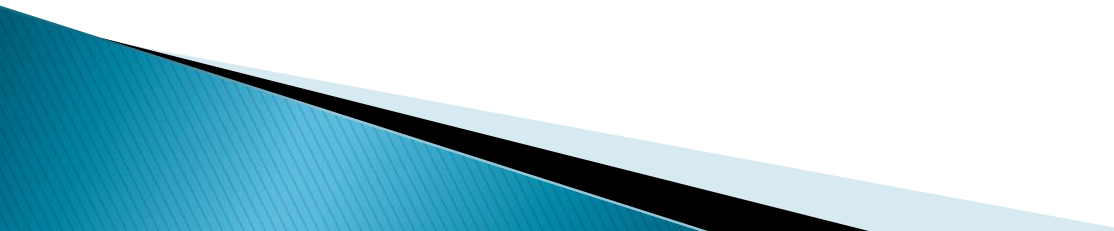


Is it Donut or Doughnut?

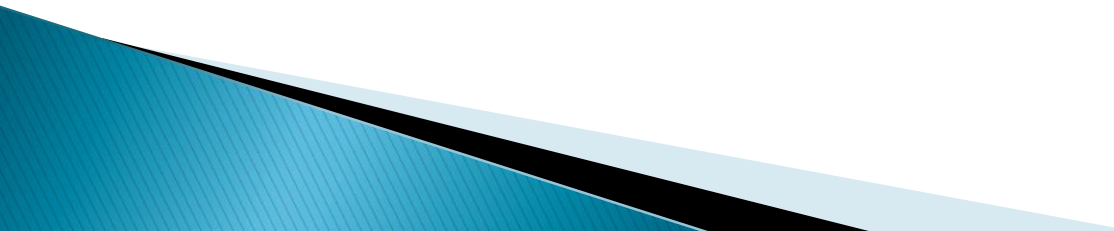


Join us for Donut Tuesdays!

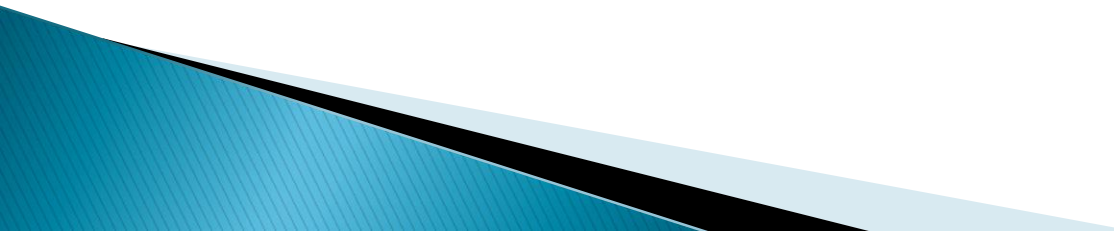
# How Content Varies

- ▶ Facebook – Informational & Promotional content – Visual communication and storytelling
  - ▶ Twitter – Express brand personality – real time communication
  - ▶ LinkedIn – share expertise and gain knowledge – leverage your strengths by answering questions
- 

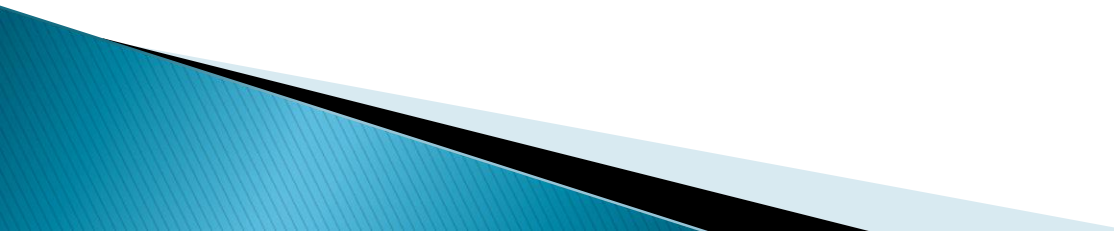
# How Content Varies

- ▶ Pinterest – share products or highlight services – you become a resource
  - ▶ Google+ – Increase SEO organically, direct engagement with audiences
  - ▶ YouTube – put a face to your brand, increase SEO efforts, easily sharable
- 

# Secret hints for social content

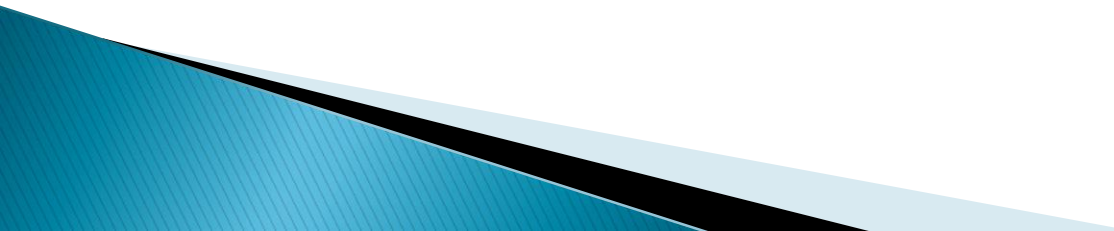
- ▶ No more than 120 characters on Twitter
  - ▶ Unlimited on Facebook be strategic
  - ▶ LinkedIn 500 characters
  - ▶ Pinterest use rich pins
  - ▶ YouTube add custom thumbnails
- 

# Quick Posting Tips:

- ▶ **Avoid** posting during daily routine times otherwise your reach will be limited (e.g. 9am school drop off, evening meal at 6pm).
  - ▶ Most interaction happens at the top of the hour
  - ▶ Use services that can automate your social media posts
  - ▶ The more social activity your post gets, the more viral it can go
- 



# Frequently asked questions:

- How often do I need to post an update?
  - What to do about negative comments?
  - Can I use the same content multiple times?
  - Won't people get tired of me sharing ALL the time?
- 



# Questions?

Twitter: @SRB Solutions

Facebook:

[www.facebook.com/SRBSolutions](http://www.facebook.com/SRBSolutions)

[www.SRBSolutions.net](http://www.SRBSolutions.net)

888-476-9773

