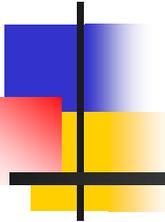


Social Networking to Expand *Your* Business... and More

2nd Annual Alamo Veterans
Small
Business Conference & Expo

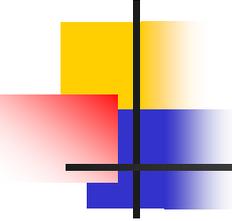


We all face the challenge

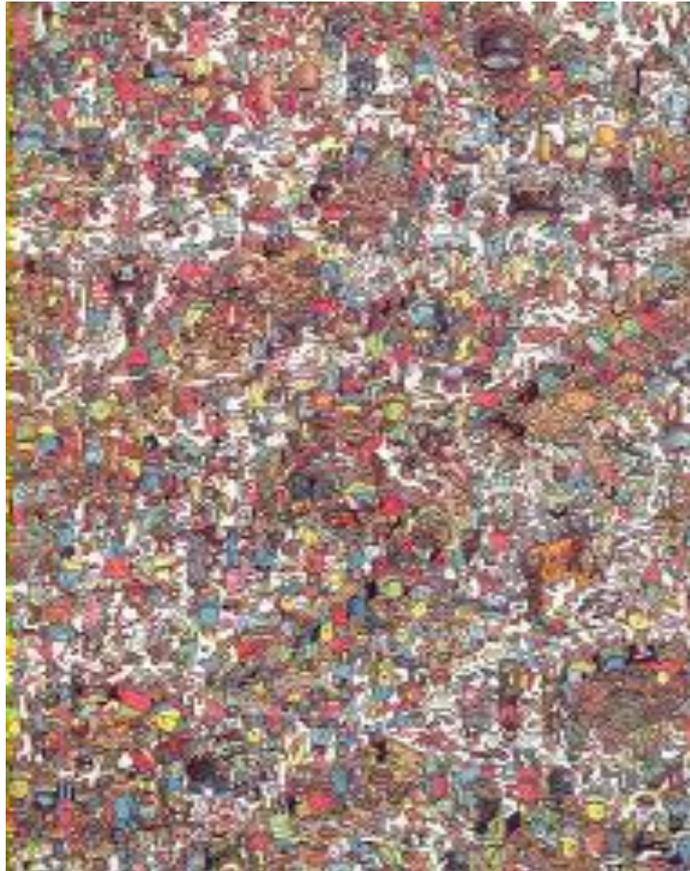
Of getting on the radar of
potential customers and business
partners.

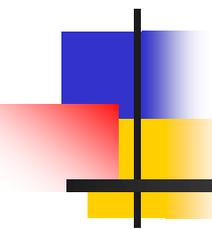
The Waldo Factor- Now you see him...





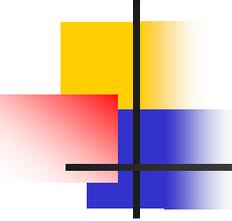
Now you don't!





What can social networking do

To help your overall visibility in a very crowded market?

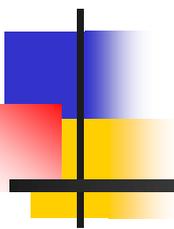


Social networking can

- Allow you to define an area of expertise
- Help you & your company stand out
- Become a lead generation tool
- Position key staff members as subject matter experts

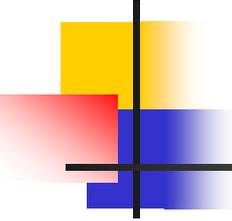
Will it happen on its own?





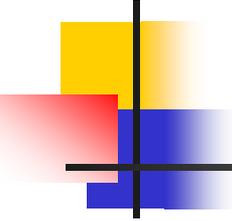
Where do we start? There's
no roadmap, but

there is a
process
that works.



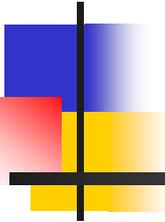
Decide to act!

- Define your turf
- Determine what you can do near term
- Determine the best tools
- Start slowly
- Measure results along the way
- Adjust, add, delete
- Keep going



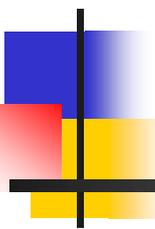
Defining Your Niche: What is your competitive advantage?

- Define in narrow terms, but in terms that resonate with your niche
- Be able to *substantiate the claim*
- Start defining the territory online, web site, blog, social networking profiles, webinars
- Use traditional methods as well- writing, speaking & networking
- ***Have a hub for your online activities***



Now decide

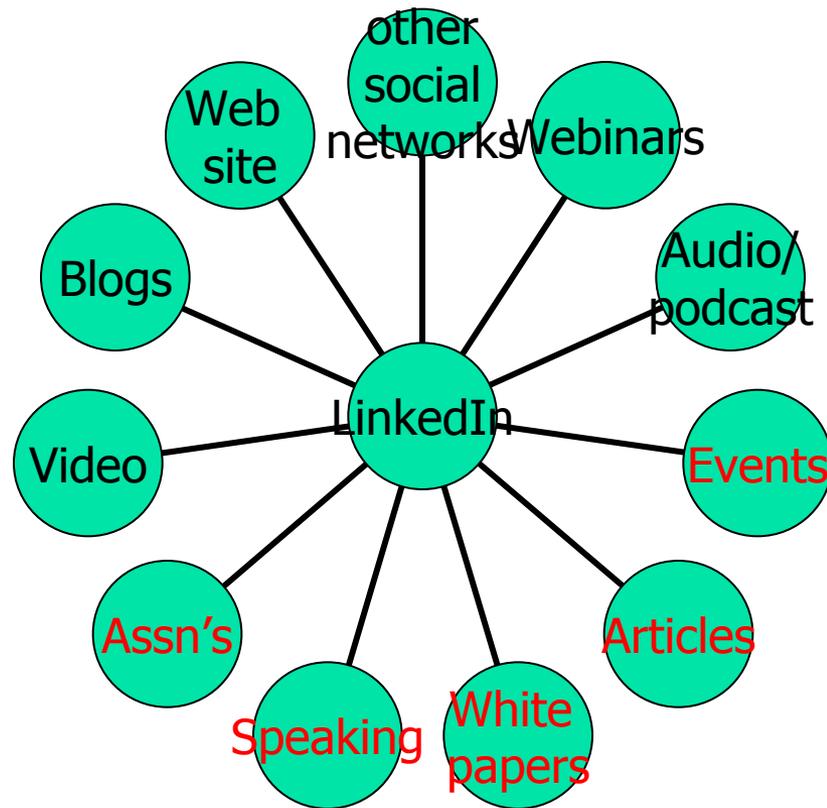
Who you need to influence – and
where best to find them!

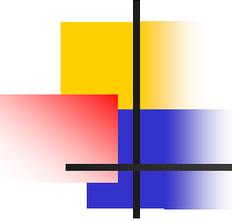


So...what are the best tools
for

standing out and standing apart
from the crowd for government
contractors?

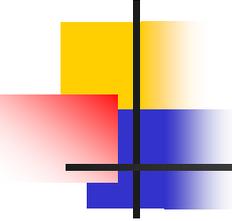
Tools for differentiation





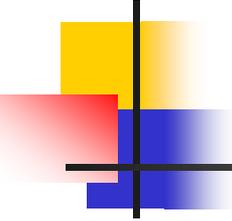
Web 2.0 tools

- Twitter
- Webinars
- Blogging
- Podcasts/audio
- Video
- Social networks



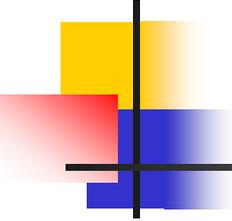
Twitter

- A broadcast tool for companies, events, etc
- Lots of irrelevant traffic
- At present, not the most effective way to reach partners or prospects



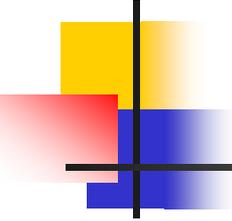
Webinars

- A tool for detailed explanations & demonstrations
- A platform for subject matter experts & thought leadership
- Great tool for reaching niche audiences
- Easy to use & deploy
- Evergreen



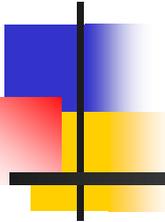
Blogging

- Your own discussion forum
- Great place for customer interaction
- A platform for subject matter experts & thought leadership
- Commenting on other blogs
- Evergreen



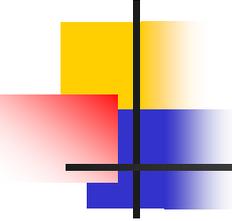
Podcasts/audio

- Podcasts can be viewed as audio white papers
- People digest information in different ways – and audio is growing
- Evergreen



Video

There are thousands of companies
offering video – serious,
humorous



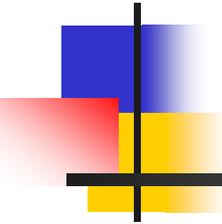
Social networks

- Plaxo
- Facebook
- TFCN
- Govloop
- LinkedIn



The online address book trying to
expand.

Look elsewhere.



Facebook

The college online phenomena
that is trying to retrofit for
business.

Secondary.



A network for contractors, but not
the best use of time.

Secondary.

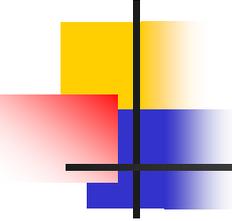


Promising, but struggling.
Secondary.



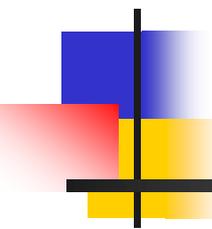
Massive contractor presence &
growing government presence.

Primary.



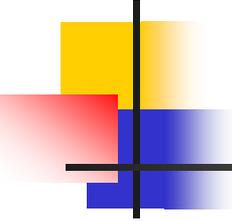
Why LinkedIn?

- All business, all the time
- Fortune 1,000 are there
- Top 100 government contractors are there
- Over 1,000,000 business present
- ***Any*** company **can** stand out here, ***but few actually do.***



Amtower's version of Pareto

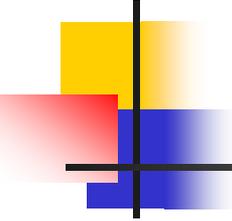
90 – 9 – 1
(Join the 1)



My LinkedIn Story, part 1

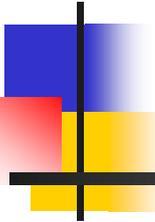
(we all start in the same place!)

- Member since February 11, 2004
(among the first 250,000 to join)
- Connections as of April 2007 – about 150
- Groups as of April 2007 – about 2
- Recommendations – less than 10
- Best answers – 0
- Excitement factor (On scale of 1-10) – 1.5



6 reasons why LinkedIn can be one of your best marketing tools

- Done well, a profile puts you in front of 85,000,000 professionals.
- Provides a platform for attracting partners
- A venue for prospecting for new clients
- Create and support a “subject matter expert” or “thought leader” position
- Develop a broader network
- Maintain regular contact with your network
- Help you identify prospects

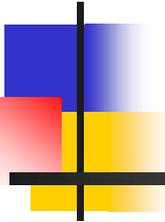


Stake out your claim

***Define your intellectual real
estate***

My "real estate"

The screenshot shows a Windows Internet Explorer browser window displaying a LinkedIn profile for Mark Amtower. The browser's address bar shows the URL <http://www.linkedin.com/profile/edit?id=222445>. The page title is "Edit My Profile | LinkedIn". The LinkedIn navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, and an Inbox with 347 items. The profile header for Mark Amtower includes his name, a profile picture, and a bio: "Leading expert on marketing to the government; consultant, speaker; LinkedIn black belt". His location is listed as "Washington D.C. Metro Area" and his industry as "Marketing and Advertising". The current positions listed are: "Author at Selling to the Government", "Columnist at Baltimore Examiner", and "Contributor at WashingtonTechnology.com". The past positions listed are: "Member, Board of Governors at Tower Club, Tysons Corner" and "Coach at Thought Leadership U". The right sidebar features a "Hi, Mark" greeting, several action links, and a promotional banner for "Sign up for CMC Weekly Newsletter". The Windows taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 6:27 PM.

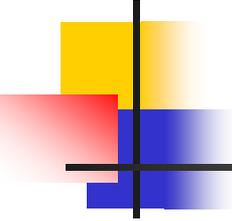


Your LinkedIn profile

Can become the main way you are found on the web, **and** one of the most **visible** ways you **differentiate** yourself in your niche

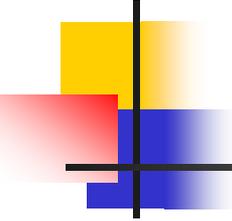
Don't wait to be found!





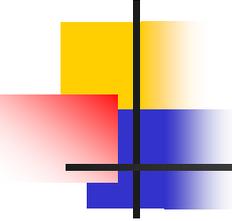
Benchmark where you are now on LinkedIn

- # of connections
- # of groups
- # of “best answers”
- Use of apps
- other



Building Your Profile

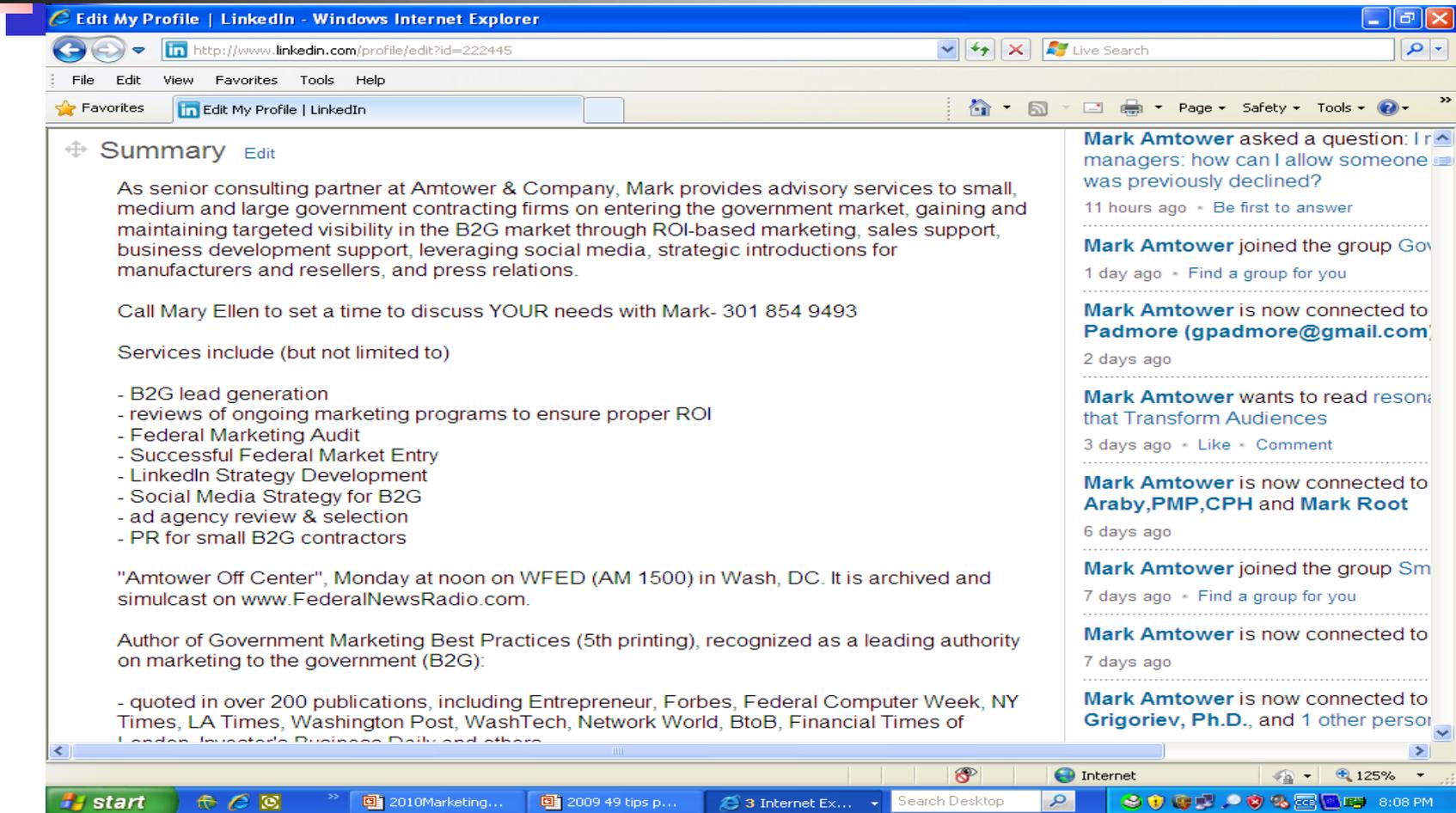
- Do not post your resume
- Make the summary paragraphs **short** and **readable**
- Make company description uniform
- “Specialties” – list these in comma separated format and use SEO-friendly terms
- Add as many positions as you can that **support** what you want your profile to do



Building Your Profile

- **“Additional information”** is where you can list your web sites, your interest, groups, and honors and awards.
- **“Contact settings.”**
- What are you **open to**: consulting offers, expertise requests, reference requests, new ventures, business deals, getting back in touch.

You want business? Give them a way to reach out *now!*



The screenshot shows a Windows Internet Explorer browser window displaying a LinkedIn profile page. The browser's address bar shows the URL <http://www.linkedin.com/profile/edit?id=222445>. The page title is "Edit My Profile | LinkedIn - Windows Internet Explorer".

The main content area is titled "Summary" and contains the following text:

As senior consulting partner at Amtower & Company, Mark provides advisory services to small, medium and large government contracting firms on entering the government market, gaining and maintaining targeted visibility in the B2G market through ROI-based marketing, sales support, business development support, leveraging social media, strategic introductions for manufacturers and resellers, and press relations.

Call Mary Ellen to set a time to discuss YOUR needs with Mark- 301 854 9493

Services include (but not limited to)

- B2G lead generation
- reviews of ongoing marketing programs to ensure proper ROI
- Federal Marketing Audit
- Successful Federal Market Entry
- LinkedIn Strategy Development
- Social Media Strategy for B2G
- ad agency review & selection
- PR for small B2G contractors

"Amtower Off Center", Monday at noon on WFED (AM 1500) in Wash, DC. It is archived and simulcast on www.FederalNewsRadio.com.

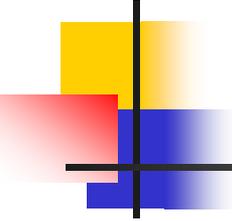
Author of Government Marketing Best Practices (5th printing), recognized as a leading authority on marketing to the government (B2G):

- quoted in over 200 publications, including Entrepreneur, Forbes, Federal Computer Week, NY Times, LA Times, Washington Post, WashTech, Network World, BtoB, Financial Times of London, Investor's Business Daily and others.

The right-hand sidebar displays a list of recent activity:

- Mark Amtower asked a question: I r... managers: how can I allow someone... was previously declined? 11 hours ago • Be first to answer
- Mark Amtower joined the group Gov... 1 day ago • Find a group for you
- Mark Amtower is now connected to Padmore (gpadmore@gmail.com) 2 days ago
- Mark Amtower wants to read resona... that Transform Audiences 3 days ago • Like • Comment
- Mark Amtower is now connected to Araby,PMP,CPH and Mark Root 6 days ago
- Mark Amtower joined the group Sm... 7 days ago • Find a group for you
- Mark Amtower is now connected to 7 days ago
- Mark Amtower is now connected to Grigoriev, Ph.D., and 1 other perso...

The Windows taskbar at the bottom shows the Start button, several open applications (2010Marketing..., 2009 49 tips p..., 3 Internet Ex...), a search bar, and the system tray with the time 8:08 PM and 125% zoom level.



Use the “What are you doing now” box regularly

- This is where you “tweet”
- Post blog links
- News links
- Event info
- Company info links
- Hot industry gossip (try to break news)

Reinforce the message

The screenshot shows a Windows Internet Explorer browser window displaying a LinkedIn profile for Mark Amtower. The browser's address bar shows the URL: http://www.linkedin.com/profile?viewProfile=&key=222445&trk=tab_pro. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar also shows a search box with the text "Live Search".

The LinkedIn profile page is titled "Mark Amtower | LinkedIn - Windows Internet Explorer". The account type is "Business". The navigation bar includes links for Home, Profile, Contacts, Groups, Jobs, and an Inbox with 359 items. A "People" dropdown menu is visible. The profile header includes "Account Type: Business" and a welcome message: "Welcome, Mark Amtower · Add Connect".

The profile information for Mark Amtower is displayed, including a profile picture and the text: "Mark Amtower (you) LinkedIn icon Refresh icon". Below this, it states: "Leading expert on marketing to the government; consultant, speaker; LinkedIn black belt" and "Washington D.C. Metro Area | Marketing and Advertising".

A recent post by Mark Amtower is shown, dated "6 days ago". The post text reads: "Mark Amtower Steve Ressler of GovLoop is my guest Monday at noon on Federal News Radio - WFED, 1500 AM in DC, www.FederalNewsRadio.com everywhere else!". Below the text is a small image of a radio and the text "YOUR TSP". The post includes interaction options: "Like", "Comment", "Share", and "See all activity".

Below the post, the "Current" section lists: "Author at Selling to the Government" and "Columnist at Baltimore Examiner".

On the right side of the profile, there are two main sections: "Add Mark to your network" and "Forward this profile to a connection". Below these are icons for printing, email, and other actions. A large advertisement for LinkedIn is also visible, featuring the text: "Mark, your network of true delivers surprising" and an image of a printer.

The Windows taskbar at the bottom shows the Start button, several open applications (Internet Explorer, APMP Mid-Atlan..., 2010 Capital Ba...), a search box, and the system tray with the time 9:34 AM and 125% zoom level.

Connections & reco's

Mark Amtower | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/profile?viewProfile=&key=222445&locale=en_US&trk=tab_pro

File Edit View Favorites Tools Help

★ Favorites Mark Amtower | LinkedIn

Mark Amtower Sept 24-26 Balt Book Festival - <http://www.baltimorebookfestival.com/> - I will be there on Sat in the Author's Tent w/ the Epiphany book via Twitter

4 days ago • Like • Comment • See all activity

Current

- Author at **Selling to the Government**
- Columnist at **Baltimore Examiner**
- Contributor at **Washington Technology.com**

see all...

Past

- Member, Board of Governors at Tower Club, Tysons Corner
- Coach at Thought Leadership U
- Winner at Rock The World with Your On-Line Presence

see all...

Education

- University of Maryland College Park

Recommendations 220 people have recommended Mark

Connections 500+ connections

Websites

- Amtower & Company
- Government Market Master
- Amtower On BtoG (blog)

Twitter

- amtower

Public Profile <http://www.linkedin.com/in/markamtower>

Display ads a
They're gonna
WATCH THIS
START HER

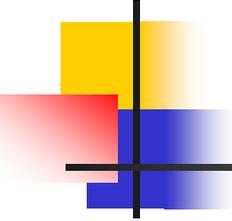
Mark's Activity

Mark Amtower joined the group Fed Network (TFCN)
20 hours ago • Find a group for you

Mark Amtower (Linked Local Northe
Baltimore Washing
baltwashchamber.org

start 2 Internet Ex... 3 Microsoft Po... AMBIO2010-sp... Search Desktop 125% 3:26 PM

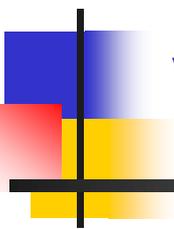
7 secrets for populating your connections



- Your current contacts
- Co-workers & former co-workers
- Those connected to your connections
- Those in pertinent groups
- Those who answer Q&A
- Those viewing your profile
- Those “you may know”
- Invite key connections from other social networks.

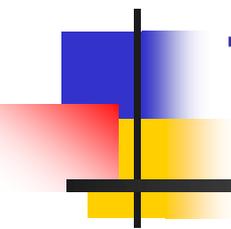
My FB profile

The screenshot shows a Windows Internet Explorer browser window displaying a Facebook profile for Mark Amtower. The browser's address bar shows the URL http://www.facebook.com/markamtower?v=wall&story_fbid=458495386648. The Facebook header includes the search bar and navigation tabs for Wall, Info, and Photos. The profile picture shows a man with glasses. The cover photo is a video titled "Authros at the Balt Book Festival" with a link to <http://vimeo.com/15290175>. The main content area features a post by Mark Amtower titled "INPUT sale, day 5, take 4" with a link to <http://blog.federaldirect.net/2010/09/input-sale-day-5-take-4.html>, posted 8 hours ago via Twitter. Below the post are three comments: one from Abbe Buck, one from Rosemarie Franz, and another from Abbe Buck. The left sidebar contains a bio stating "I am a leading B2G consultant. I am not using Facebook as a primary contact tool..." and an "Information" section listing "Relationship Status: Married to Mary Ellen Amtower" and "Children: Travis Amtower". The bottom of the browser window shows the Windows taskbar with the Start button, several open applications, and the system clock at 8:10 PM.



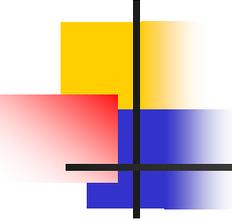
Bonus secrets for populating your connections

Look up those you read about in trade publications and those you meet at events: see if they are in your “network” –
seek out the TLs and SMEs



Think “The Tipping Point”

Mavens, connectors and sales
people



Finding your best prospects

- Use keywords and industry phrases in your profile (and let them find you)
- Have your webmaster make a list of all companies visiting your web site – have someone look up the companies on LI
- Look up any companies that call in
- Use the “search” function
- Look at your **competitors** connections & groups
- When using the “company” search, always look at the “Career path” - where employees were before and after employment with the company being searched

Search, step 1

Mark Amtower | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/profile/view?id=222445&trk=tab_pro

File Edit View Favorites Tools Help

Mark Amtower | LinkedIn

Account type: Business

Home Profile Contacts Groups Jobs Inbox 350 More

Companies Health Care Service Corporation

Need better results? - Start with marketing strategies and supp

Companies Health Care Service Corporation Insurance

Edit Profile View Profile

Mark Amtower you

Leading expert on marketing to the government; consultant, speaker; LinkedIn black belt

Washington D.C. Metro Area | Marketing and Advertising

Mark Amtower White House: Problem of online trust has no government solution - FierceGovernmentIT http://t.co/VE99Ykq via @AddThis via Twitter

6 hours ago • Like • Comment • See all activity

Current

- Author at Selling to the Government
- Contributor at WashingtonTechnology.com
- Consultant & Mentor at Government Market Master

Past

- Columnist at Baltimore Examiner
- Member, Board of Governors at Tower Club, Tysons Corner
- Coach at Thought Leadership U

Education

- University of Maryland College Park

Recommendations 220 people have recommended Mark

Forward this profile to a connection

Try GoToMeeting Free for 30 Days.

TRY IT FREE

CLICK HERE

GoToMeeting®

Mark's Activity

Mark Amtower is now connected to Kristen Klein

1 hour ago

Done

start

2 Internet Ex... 2 Microsoft Po... Document1 - Mi... Search Desktop

Internet 100%

2:32 PM

Search, step 2

The screenshot shows a Windows Internet Explorer browser window displaying LinkedIn search results. The address bar shows the URL: <http://www.linkedin.com/companyDir?results=&siik=1268031582281&pplSearchOrigin=GLHD&keywords=Health>. The search results are for 'Health Care Service Corporation' and show 103 results found. The search filters on the left include: Company Name or Keyword: Health Care Service Corporati; Industry: Choose industry...; Location: Anywhere; Country: United States; Postal Code: [empty]; Search headquarters only: [unchecked]; Limit Search to: All Companies (selected); Company Size: 1-10, 11-50, 501-1000, 1001-5000.

103 results found. Keywords: Health Care Service Corporation

1st - You know someone at company 2nd - Your connection(s) know someone at company

	Company	Headquarters	Employees
1st	NCR Corporation (8 jobs)	Greater Atlanta Area	22,500
2nd	CVS Caremark Corporation	Providence, Rhode Island Area	215,000
2nd	Waters (1 job)	Greater Boston Area	5,000
2nd	Caremark	Greater Chicago Area	136,000
2nd	HCSC	Greater Chicago Area	19,000
2nd	TriWest Healthcare Alliance	Phoenix, Arizona Area	2,000
2nd	Health Care Service Corporation	Greater Chicago Area	17,000
2nd	CIGNA	Hartford, Connecticut Area	26,000
2nd	Blue Cross Blue Shield of Texas (1 job)	Dallas/Fort Worth Area	4,325
2nd	Charleston Area Medical Center Health System	Charleston, West Virginia Area	7,000
	Horizon Blue Cross Blue Shield of New		

Search, step 3

The screenshot shows a Windows Internet Explorer browser window displaying a LinkedIn search result for Health Care Service Corporation. The browser's address bar shows the URL: http://www.linkedin.com/company/health-care-service-corporation?goback=%2Ecps_1288031582281_1. The page title is "Health Care Service Corporation: Overview | LinkedIn".

The LinkedIn page header shows the user's account type as "Business" and the name "Mark Amtower". Navigation tabs include Home, Profile, Contacts, Groups, Jobs, Inbox (350), and More. A search bar is visible with the word "Companies" and a search icon.

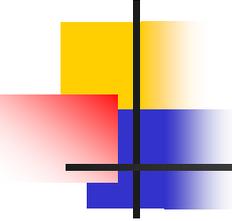
The main content area is titled "Companies BETA > Health Care Service Corporation". It features a description: "The largest customer-owned health insurer in the United States and fourth largest overall, Health Care Service Corporation (HCSC) operates through its Blue Cross and Blue Shield plans in Illinoisnew window icon, New Mexiconew window icon, Oklahomanew window icon, and Texasnew window icon, and ... more".

On the right side, there is a summary box stating "Health Care Service Corporation has 256 followers" and a "Follow Health Care Service Corporation" button. Below this, a section titled "How you're connected to Health Care Service Corporation" shows: 0 1st Connections, 11 2nd Employees in your network, and 229 Employees on LinkedIn. A link is provided to "Check out insightful statistics about Health Care Service Corporation employees »".

The left side of the page shows "Your Network (11)" with sub-tabs for "New Hires (5)" and "Employees (229)". Two employee profiles are visible:

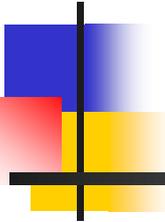
- Actuarial Division Senior Vice President**
Janice Knight, Greater Chicago Area
How are you connected? (1 shared connection)
- Assistant Underwriter II**
Dana Peterson, Greater Chicago Area
How are you connected? (1 shared connection)

At the bottom of the page, there is a "Try GoToMeeting" advertisement. The Windows taskbar at the bottom shows the Start button, several open applications (Internet Explorer, Microsoft PowerPoint), a search bar, and the system tray with the time 2:34 PM.



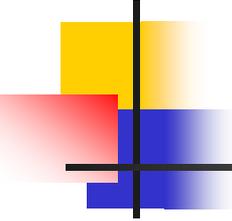
5 ways to find the “groups” germane to your business

- Search groups using keywords and topics
- Look at the groups of industry leaders
- Look at the groups of your connections
- Use pertinent Q&A category and ask
- Pose the question in your current groups: “What other groups do you find useful?”



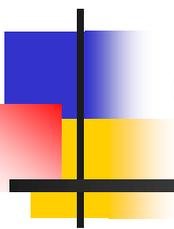
Bonus tip on Groups

Start your own!



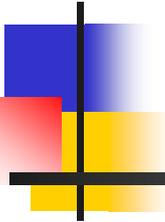
3 reasons to start your own group

- Further define and develop a “subject matter expert” position
- Let people identify themselves to you
- Define and develop a niche community
- Yes, there are lots of groups, but...



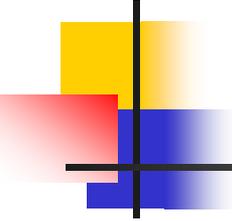
Bonus reason(s) to start your own group

You control the membership, ***you*** set the parameters on discussion, and can ***you*** can email the entire group weekly



Group ownership caveat

Managing a group well takes time!



How to leverage Groups

- Start topical discussions
- Comment on other discussions
- Post article links
- Post blog links
- Ask questions (research)

Start interesting discussions

Does your company have a social media strategy? | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/groupItem?view=&gid=21005&type=member&item=26416255&qid=8915d4c9-a01a-c...

File Edit View Favorites Tools Help

Does your company have a social media strategy? | Li...

LinkedIn Account type: Business

Home Profile Contacts Groups Jobs Inbox 350 More

Inbound Marketers - For Marketing Professionals

Discussions Members Promotions Jobs Search More...

Start a discussion

« Previous 10 of 20 Next »

Does your company have a social media strategy?
Are there policies in place to guide the use of social media, and does your company provide training on using various social media platforms? What is your experience?
2 months ago

Like Comment Stop Following Flag More

zara nethersole, Marie Caldwell and 16 others like this
156 comments • Jump to most recent comments

Adam Donkus • I have started the Social Media programs for numerous companies and have been met with varying degrees of success. I prefer to teach the clients how to use it rather than doing it for them.
2 months ago

Mark Amtower • Adam- Better to teach them than to do for them- I totally agree. When I am coaching companies

Updates: Last 7 Days

Ian Bramson started a discussion:
Your Next Phone Battery Could Be... You
2 minutes ago • Add comment

Thomson Dawson started a discussion:
Building a brand to stop bullying in school!
14 minutes ago • Add comment

Tahira Khan started a discussion:
More Than 8000 Part Time Jobs Available
22 minutes ago • Add comment

See all updates »

Latest Post

start 2 Internet Ex... 2 Microsoft Po... Document1 - Mi... Search Desktop 100% 2:38 PM

Research

Details | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/groupItem?view=&gid=1979445&type=member&item=28363653&qid=678b9913-1b1

File Edit View Favorites Tools Help

Account Type: Business Welcome, Mark Amtower · Add Connect

LinkedIn Home Profile Contacts Groups Jobs Inbox (359) More... Groups

Government Market Master

Discussions Members Promotions Jobs Search Manage More...

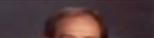
Add to Manager's Choice

 I'd be interested in speaking with any group members who are knowledgeable on how to market professional services to the FAA. Thanks.
12 days ago

Fred
Stop Following

Like Comment Follow Flag More

11 comments

 **Joseph Bird** · What kind of professional services? Marketing to the FAA or marketing to

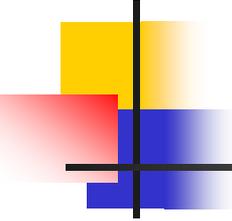
Updates: Last 7 Day

 **Judy Brack**
How could Challenge...
government
30 minutes ago · Add co

 4 people ha
including E
Sims and I
21 hours ago

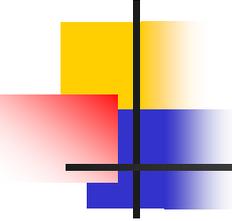
 **Mark Amtower**
Governmen
News #22
1 day ago · Add comme

start 5 Internet Explorer 2 Microsoft PowerP... Search Desktop 125% 2:58 PM



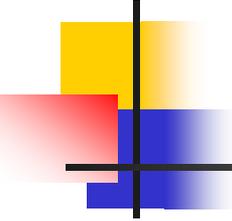
Q&A

- 21 major categories of questions
- Each has topics within
- Some of those topics have sub-topics
- About 160 total categories
- Great for recognition and research!



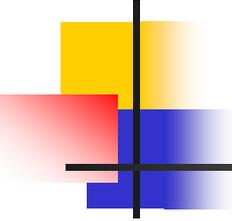
Leveraging the Q&A

- Monitor categories that are germane
- Not that many people participate
- Ask for the “best answer” when/if you hear back from the person asking the question
- Consider the “send private reply”
- Pay attention to who asks and who answers
- Great place to get visibility by answering or asking



Finding and managing your company profile

- Search on your company name
- There will be a description, specialties, current and past employees (on LI), where the company HQ is located, industry you serve, type of company, number of employees, year founded & web site
- All this is information **you can edit**
- **Clearly state your niche value proposition**



Six Things Your Company Profile Needs

- Logo displayed
- A solid description of the company
- A **claim on your niche**- the statement must be strong
- Key words throughout
- Industry ties displayed
- A positioning phrase that can be used by each employee

Example-

The screenshot shows a Windows Internet Explorer browser window displaying the LinkedIn company profile for INPUT. The browser's address bar shows the URL <http://www.linkedin.com/companies/164383>. The page title is "INPUT Company Profile | LinkedIn".

The profile header includes the INPUT logo and navigation tabs for "Overview", "Followers (491)", and "Activity". The "Overview" tab is selected.

The main content area contains the following text:

INPUT, the authority on government business, provides market intelligence, analysis, and government industry and networking events to help companies develop government business and public sector organizations achieve their objectives.

Over 2,000 members organizations, including small specialized companies, new entrants to the public sector, and the largest government contractors and agencies, rely on INPUT for the latest and most comprehensive procurement and market information, consulting, powerful sales management tools, and educational & networking events.

INPUT has a solid reputation for providing the timely, accurate, and detailed information needed to achieve results in the government market. INPUT members win over \$200 billion in federal contracts each year. [less](#)

Specialties
government contracts, federal business opportunities, government bids, government procurement, economic stimulus information and analysis

Current Employees (276 total. 140 in your network)

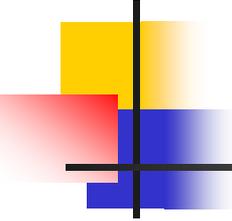
On the right side of the profile, there is a "Follow company" button with a star icon and the text "NEW". Below it, it says "Last edited by Allen Wagner".

There is a "Related Companies" section with the heading "Career path for INPUT employees". It lists "before:" and "after:" categories with associated company names:

- before:
 - UUNET
 - Cable &...
- after:
 - Bo
 - Fe

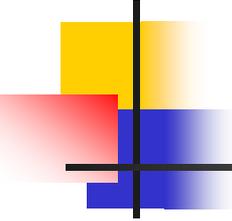
At the bottom right, there is a blue banner with the text "Display ads a They're gonna WATCH THIS".

The Windows taskbar at the bottom shows the Start button, several open applications (Microsoft Power..., Gmail - Version..., INPUT Compan...), and the system tray with the time 7:29 PM and date 12/5/2010.



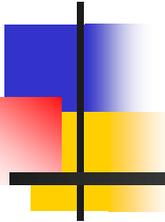
Determine Which Apps Fit Your Needs

- You can't do it all
- Select those tools which best fit your goals
- Deploy each carefully
- Monitor the network reaction to each tool you use



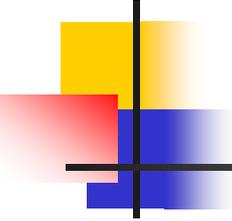
LinkedIn Apps

- [Company Buzz](#)
- [WordPress](#)
- [Blog Link](#)
- [Box.net Files](#)
- [Events](#)
- [Reading List by Amazon](#)
- [SlideShare Presentations](#)
- [Huddle Workspaces](#)
- [Tweets](#)
- [Projects and Teamspaces](#)
- more



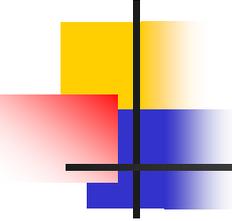
Active Niche Participation

In any venue increases visibility
and helps support the
Thought Leader position



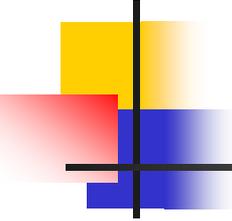
Sharing each online venue





Cross-pollinate

- Blog posts, podcasts, video & webinars should be tweeted & posted on LinkedIn
- Articles, white papers, events, etc should be tweeted & posted in groups
- Use SEO friendly tags/keywords
- ***Use LinkedIn as the hub***



My LinkedIn Story, part 2

(10/25/10)

- Member since February 11, 2004 (among the first 250,000 to join)
- 3,040 connections
- 220+ recommendations
- 50 groups (8 as “owner”)
- 15 sub-groups (11 as “owner,” 4 as “member”)
- 31 “Best Answers” in 16 categories
- Excitement factor (On scale of 1-10) – 9.2

Result: pervasive and highly visible

The screenshot shows a Windows Internet Explorer browser window displaying a LinkedIn discussion. The browser's address bar shows the URL: `www.linkedin.com/discussion/26416255/Does-your-company-have-a-social-media-strategy?discussionID=26416255&gid=21005&commentID=23684207&trk=view_disc`. The page title is "Does your company have a social media strategy? | LinkedIn".

The LinkedIn interface shows the user is logged in as Mark Amtower. The navigation bar includes "Home", "Profile", "Contacts", "Groups", "Jobs", "Inbox (346)", and "More...". The current page is a discussion in the "Inbound Marketers - For Marketing Professionals" group. The discussion title is "Does your company have a social media strategy?" and it was posted 1 month ago. The question is: "Are there policies in place to guide the use of social media, and does your company provide training on using various social media platforms? What is your experience?".

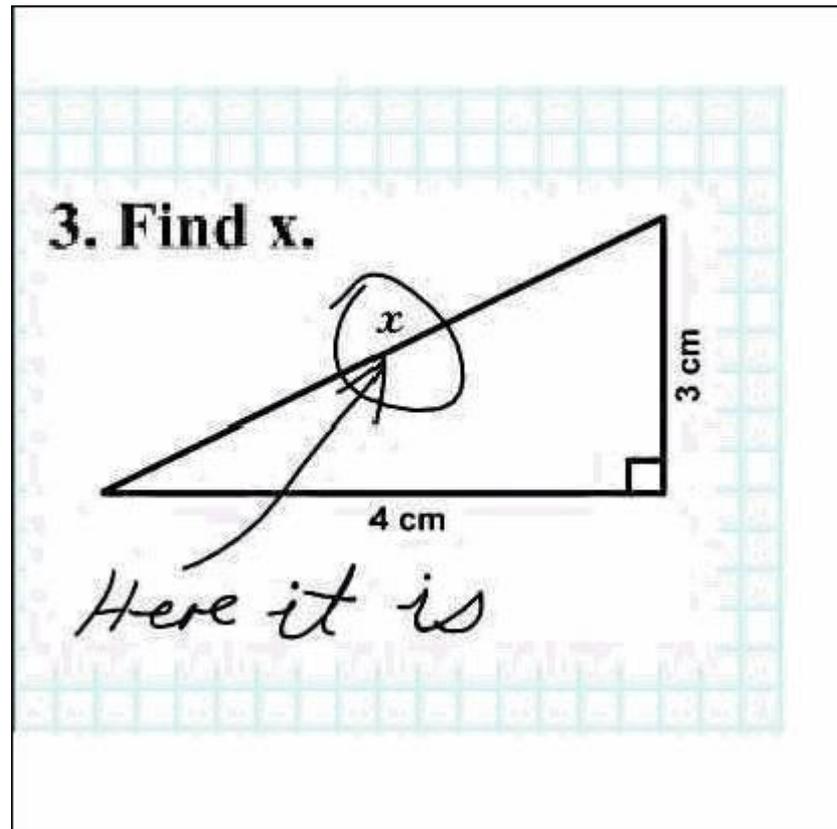
Below the question, there are buttons for "Like", "Comment", "Stop Following", "Flag", and "More". It shows that "zara nethersole, Marie Caldwell and 10 others like this" and there are "116 comments". A "Show previous comments" button is visible.

A comment from Sean McVey is partially visible: "Hey guys, great conversation. My company is conducting a research study right now on how professional services firms use social media and whether it is effective. If any of...".

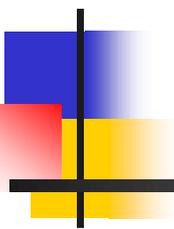
On the right side, there is an "Updates: Last 7 Day" section with two updates from Muhammad, both discussing "Director of Promotions".

The Windows taskbar at the bottom shows the Start button, several open applications (Microsoft PowerPoint, Internet Explorer), a search bar, and the system tray with the time 2:45 PM and date 08/08/2010.

There are no short-cuts!



***Thank you for your time
and attention!***



Mark Amtower

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<http://www.linkedin.com/in/markamtower>

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