



Small Business Guide To Social Media Marketing

Small Business Social Media Case Studies

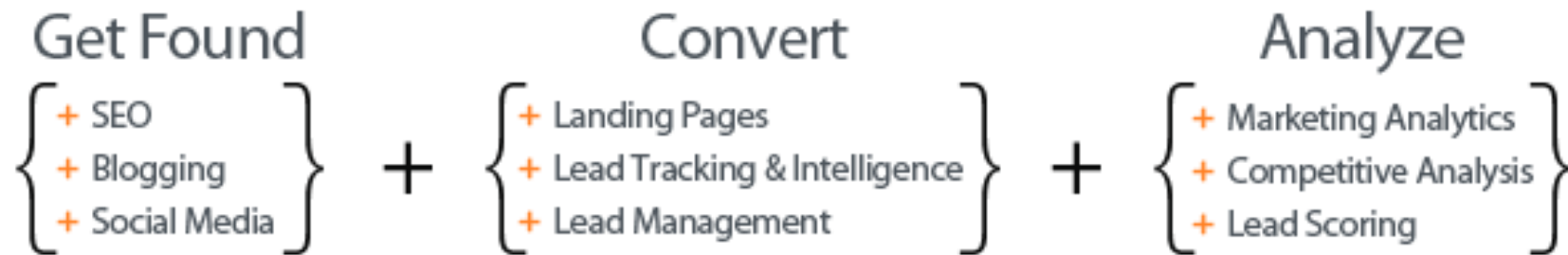


Kipp Bodnar

Inbound Marketing Manager @HubSpot

Twitter: @KBodnar32

What HubSpot Software Does



Traditional Marketing (Outbound)



Marketing Today (Inbound)



Does Social Media Work For
Small Businesses?



File Edit View History Bookmarks Tools Help



http://ru.wikipedia.org/fgsfds

404 error: 3 Problems With Social Media

The [URL](#) you requested was not found.

Did you mean to type Social Media for Small Business?
redirected there in five seconds.

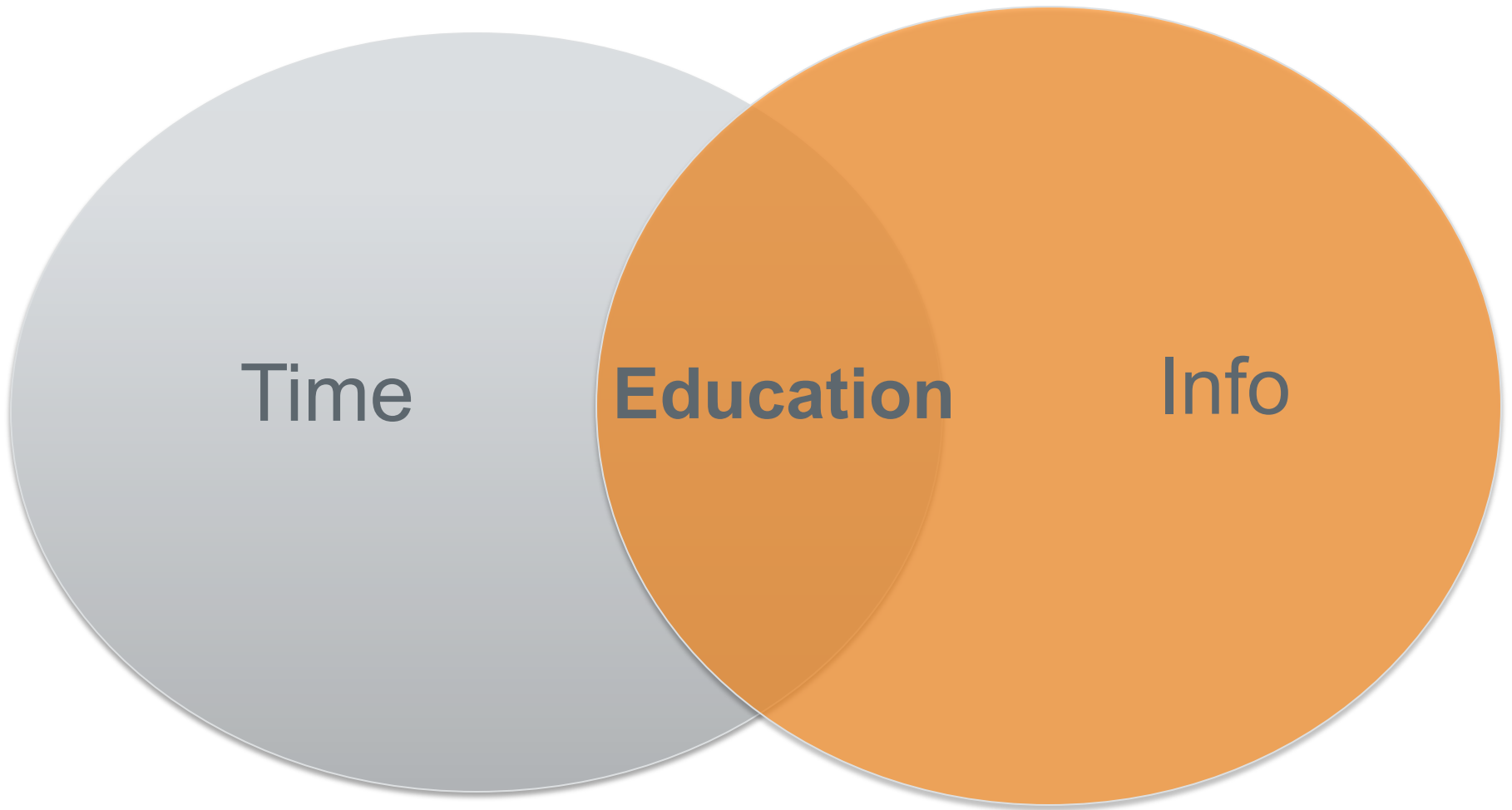
You will be auto

Maybe you would like to look at:

Blog.HubSpot.com

Done





Time

Education

Info

A close-up photograph of a person's open palm held up towards the camera. The palm is the central focus, with the text 'WHAT'S YOUR STORY?' written on it. The words 'WHAT'S' and 'YOUR' are in blue ink, while 'STORY?' is in red ink. The person's fingers are spread wide. In the background, the person's face is partially visible but out of focus, and they are wearing a light-colored t-shirt with a green pattern. The background is a solid black color.

WHAT'S
YOUR
STORY?

Why Tackle These Problems?



Case Studies

The #1 Resource & Solution for Environmental Health & Safety

Triumvirate provides distinctive environmental services to:

EDUCATION

HEALTHCARE

INDUSTRIAL

LIFE SCIENCES

Recognized as a leader in customer service, our team demonstrates an incomparable level of commitment to our clients, ensuring compliance, efficiency, and the safest possible work environment. We strive to work as a cohesive team to provide the most effective and manageable hazardous waste






Have Calls To Action To Convert

PCB Remediation Blog

[Current Articles](#) |  [RSS Feed](#)

ng for PCBs in Indoor Air

n Fri, Dec 11, 2009 @ 03:00 PM

ail Article |  Twitter |  Facebook |  digg it |  delicious |  StumbleUpon |  LinkedIn

[on Atwood, Field Service Manager](#)

nt months, public scrutiny surrounding the presence of PCB's in materials commonly used in public school
y construction prior to 1978 has been mounting. Media coverage and an onslaught of resulting attention have
his issue to the forefront of public health and safety concerns pertaining to our environment. Typically - this
as been aimed at the presence of the contaminated caulking itself: in window glazing/caulking, interior and

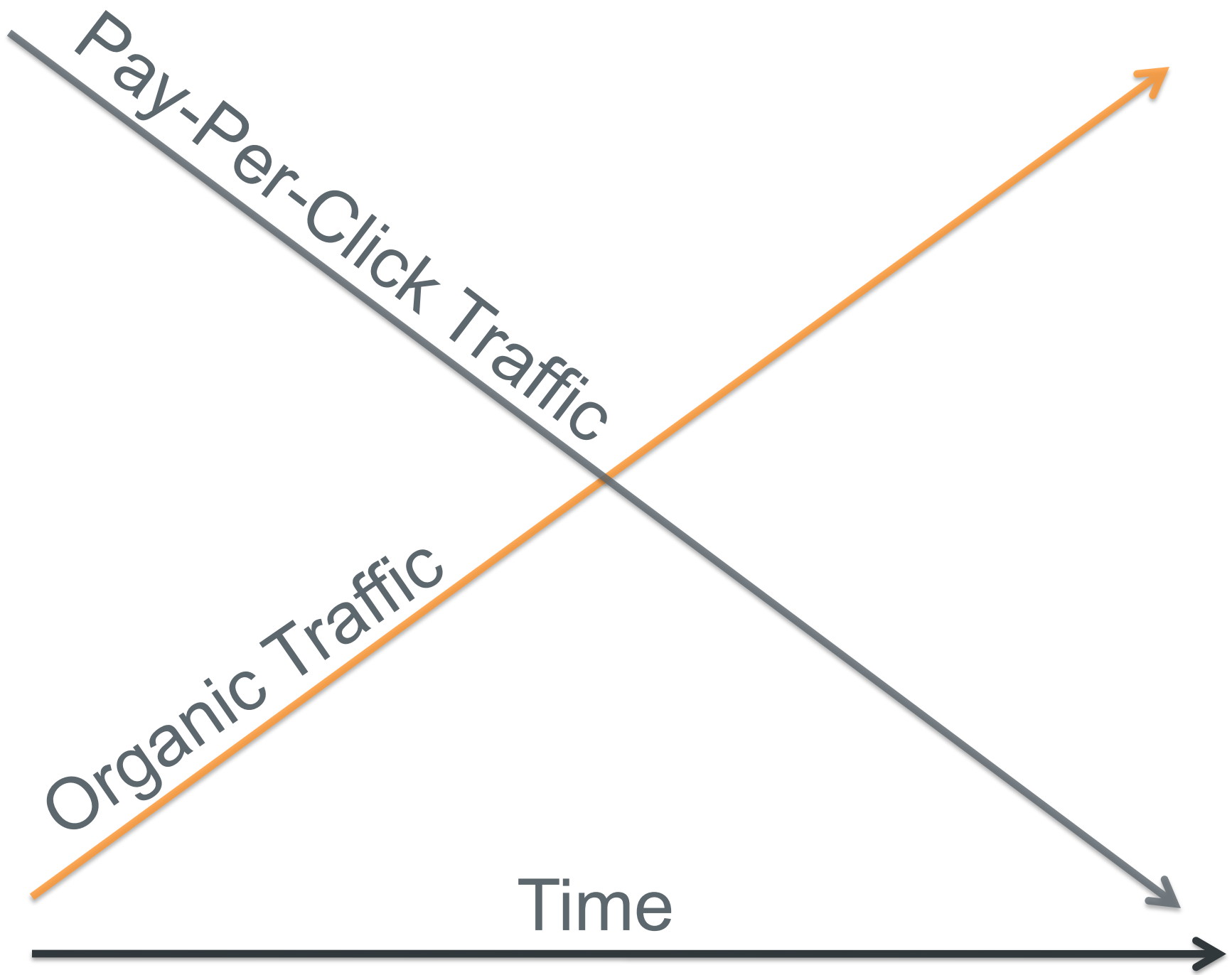
Triumvirate's PCB
Consulting Services

[PCB Testing & Remediation
Services](#)

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Email

Subscribe



Pay-Per-Click Traffic

Organic Traffic

Time

Triumvirate Environmental Blog Site Map

More than 65% of Triumvirate Environmental employees contribute to our catalog of blogs on a weekly basis. **Why?** To share knowledge and experience with our visitors.

Below you will find all blogs sorted by category. **We encourage all visitors to comment on and share these blogs with others that may find them useful.**

[Higher Education](#)

[PCB Remediation](#)

[Social Media](#)

[Healthcare](#)

[Engineering](#)

[Health, Wellness, & Safety](#)

[Industrial](#)

[Environmental](#)

[FDNY New Standards](#)

[Life Sciences](#)

[Environmental Careers](#)

[Environmental News](#)

[EH&S Compliance](#)

Calls To Action Need Context

Don't Try To Do It All





Triumvirate

Event tomorrow: EBC New England Seminar– Managing PCBs in Caulk in Older Buildings–
<http://bit.ly/3OTIHF>

24 minutes ago via TweetDeck

Triumvirate is hiring entry level Environmental Specialists in Boston and New York. Check us out at <http://bit.ly/L4j9i>. DM for details!

7:45 AM Apr 8th via Tweetie

Triumvirate is looking to hire chemists/environmental specialists in all locations especially Boston @ me for details.

5:59 AM Apr 8th via Tweetie

Environmental Health and Safety? There's an app for that...

<http://bit.ly/3OTIHF>

Name Triumvirate

Location Somerville

Web <http://www.tri>

Bio Triumvirate Environmental is a based environmental services firm servicing England to the Mid-

610

following

338

followers

Tweets

Favorites

Following



[View all...](#)

May 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

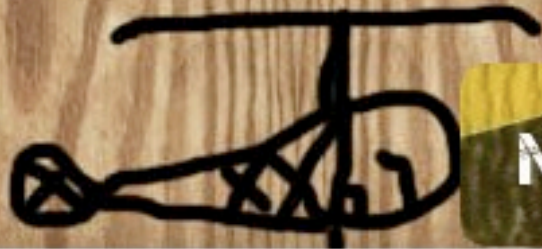
Schedule Time



AJ BOMBERS



FACEBOOK



MENU LOCATION EXTRAS ORDER ONLINE

You must love a good burger, hi there. Have you seen theburgerwhisp

Care to join our email list?

Name - First and Last please

Email

Birthday - MM/DD

Enroll and get free stuff!



I love nuts!

I love beer

CREATE YOUR OWN BOMBER ART

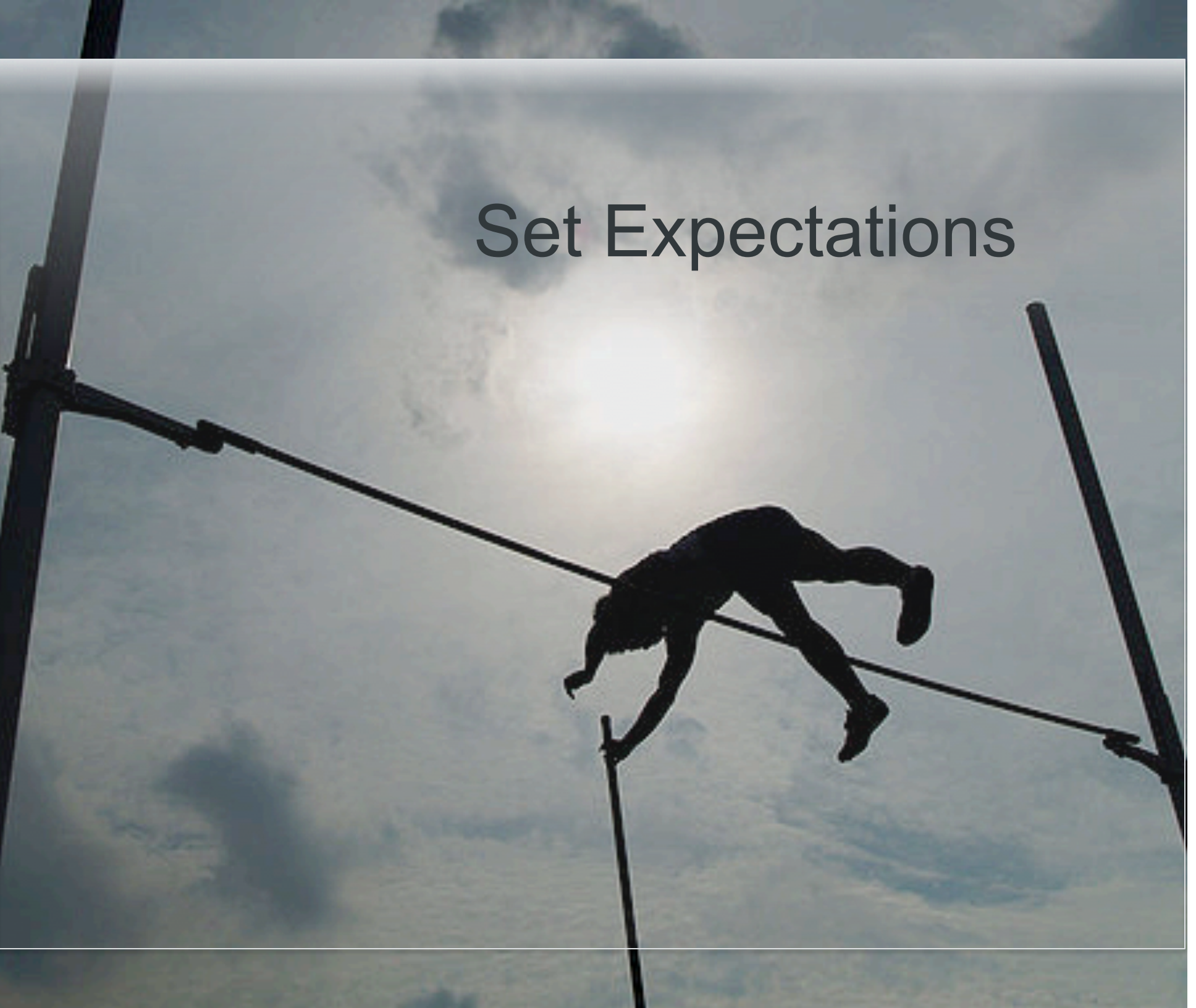
FOR OUR GALLERY

MONTHLY WINNERS



Your Product Can't Suck

Set Expectations





AJBombers

@KarenCooksIt welcome, hey can you stop by soon?

less than 20 seconds ago via HootSuite in reply to KarenCooksIt

@justabs06 Hey there! Here's Morning Pages:
<http://ow.ly/d/3u3>

9 minutes ago via HootSuite in reply to justabs06

@bhalligan Good morning Brian. Thanks again for sharing so much of yourself with Milwaukee. **#YouRule!** happy to have met you.

11 minutes ago via web

@PhilGerb morning Phil - <http://bit.ly/aiW8Kk>

about 1 hour ago via HootSuite in reply to PhilGerb

@thatwoman_soho thanks for sharing my video. I like to use my hands when I speak, who knew? haha, good morning.

about 1 hour ago via HootSuite in reply to thatwoman_soho

@deziner you are so right, i literally heard crickets outside my office, yess

Name AJ Bombers

Location Milwaukee, WI

Web <http://ajbombers.com>

Bio Voted Milwaukee's best new burger joint, smoke free and loads of p-nut bombs. Where everybody knows your name. Well, at least your twitter name.

4,768

following

4,397

followers

436

listed

Tweets

15,745

Favorites

Following



[View all...](#)



RSS feed of AJBombers's tweets

[Advanced Search](#)

Advanced Search

Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) directly into the search box.)

Find tweets based on...

Words

All of these words

This exact phrase

Any of these words

None of these words

This hashtag

Written in

Any Language



(persistent)

People

From this person

To this person

Referencing this person

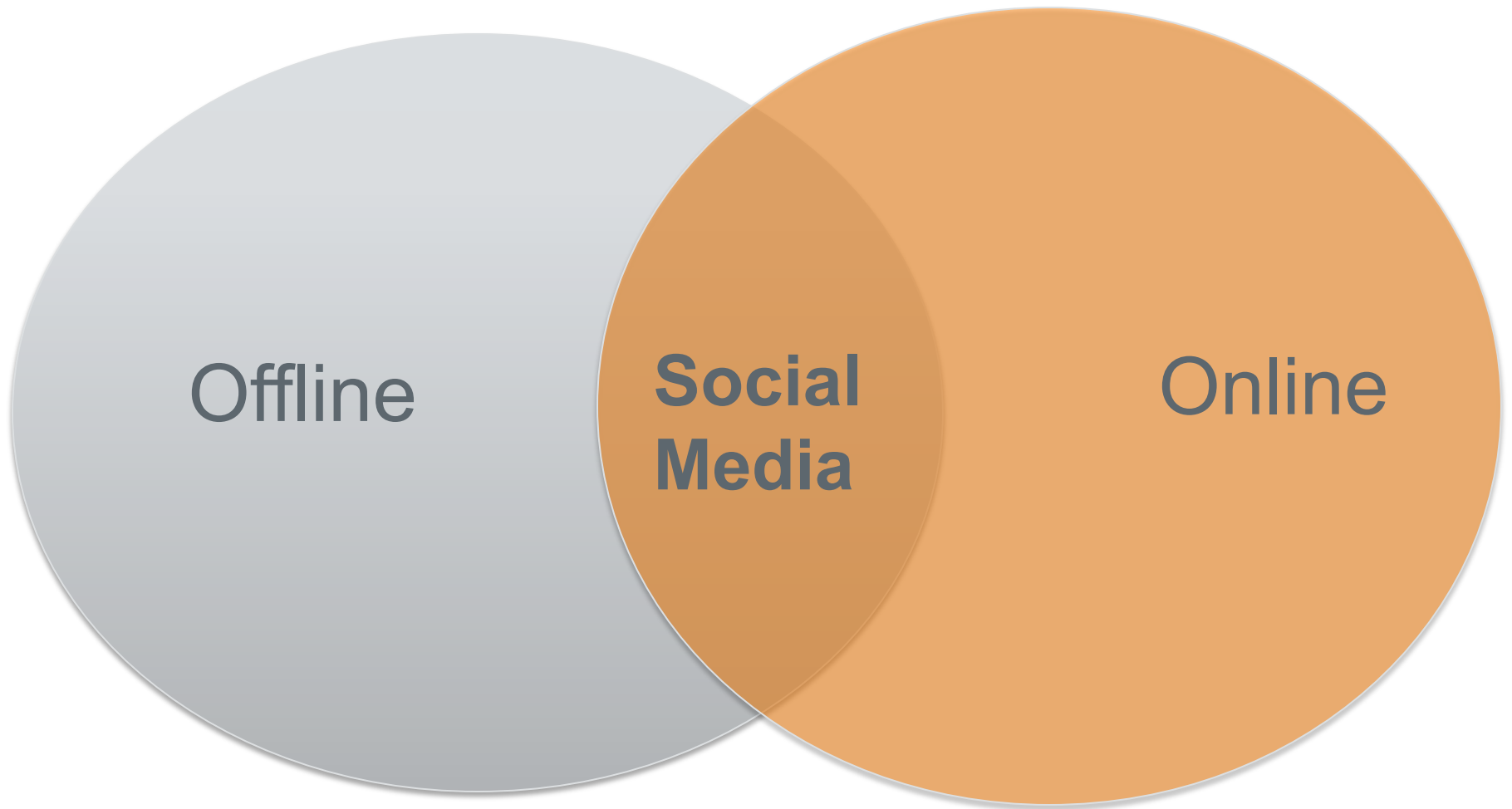
Give Customers Ownership

I'm

THURSTY



OH H
YEAH!



Offline

**Social
Media**

Online

Make Customer Engagement Fun





Alerts Grader will help you grade your Social Media Alerts



We will grade your **Google Alerts** so that you can filter which ones are important and provide you the most benefit



Want to know when an important person on **Twitter** is following you? We'll let you know with our proprietary Twitter Grading system



We provide a threaded version of your **LinkedIn** Network Connections to make it more readable and easy to check up on.

ECHO PARTNERS

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“WE PROVIDE OPPORTUNITY AND STABILITY
OUR PARTNERS AT A TIME WHEN THEY’RE
TO COME BY.”

1

Person Can Make
Social Media Work

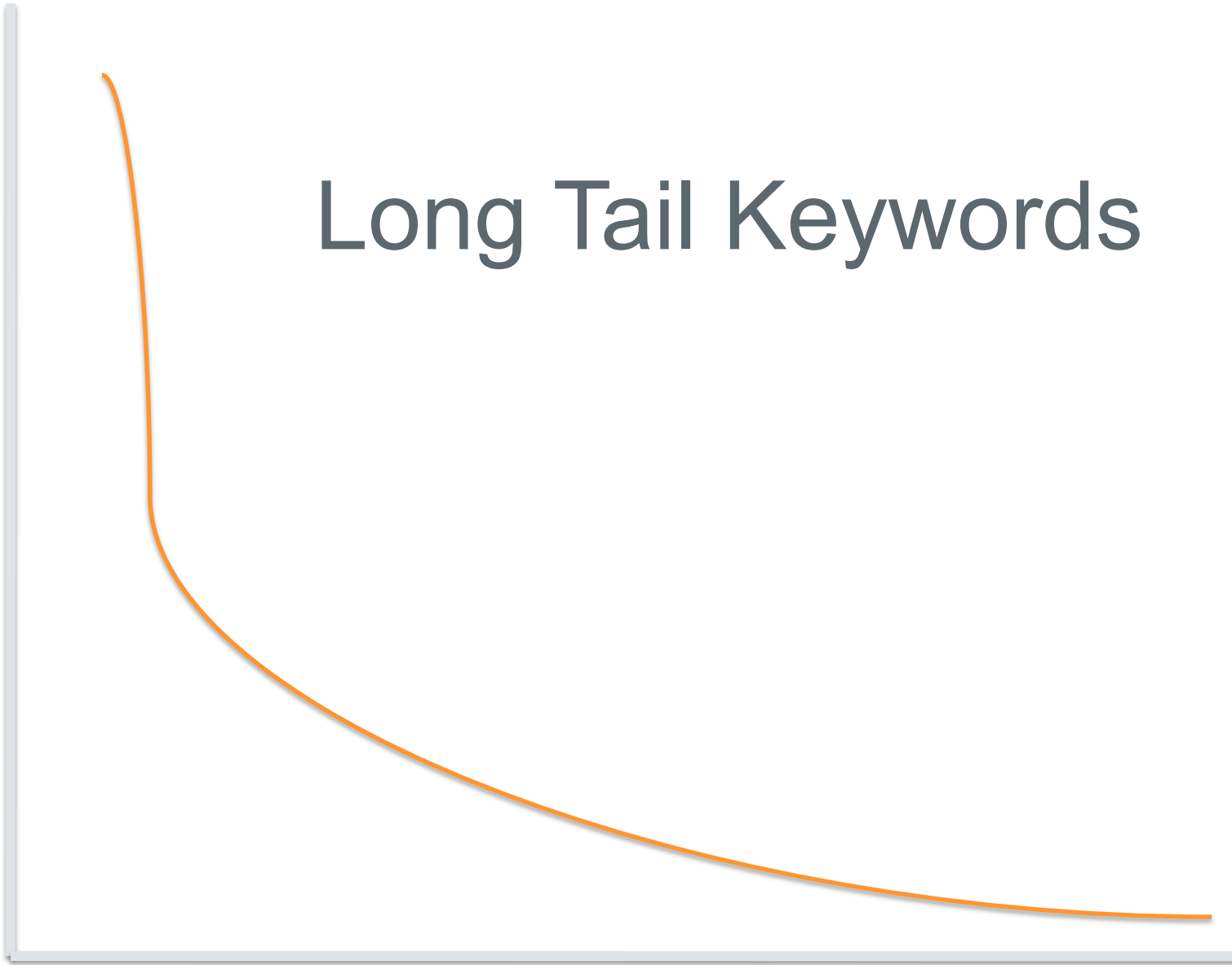
Dynamic Content Works



Don't Reinvent;
Observe What Works



Long Tail Keywords



Social Media Doesn't
Have A Pre-Launch

Analyze What Works For Your Business

SITE	VISITS	VISIT TO LEAD	LEADS
Twitter	1,121	2.3%	26
MySpace	356	.28%	1
Facebook	298	11%	32
LinkedIn	189	7.4%	14
SlideShare	63	6.3%	4
YouTube	55	5.5%	3
Delicious	54	3.7%	2
Wikipedia	40	5%	2
StumbleUpon	23	0%	0
Ning	16	0%	0
Squidoo	13	7.7%	1
LiveJournal	10	0%	0

Don't Do Strategies
That Don't Work

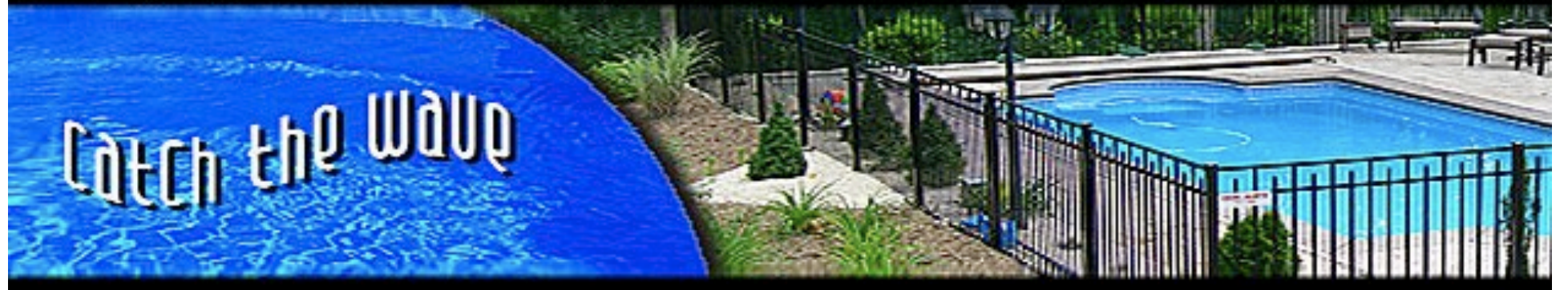


In Social Media...

$$1 + 1 > 2$$

RIVER POOLS & SPAS

Enhancing 'Back Yard Experiences' throughout Va. & Md. with the most low maintenance, state-of-the-art co



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[Pool Info/Pricing](#)

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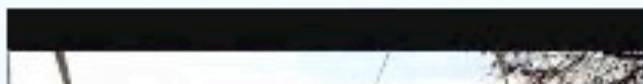
[Testimonials](#)

[Leisure Pools](#)

[Awe](#)

Search Here for Specific
Swimming Pool
Information:

Push Play to Watch a
Fiberglass Pool
Installation....Cool Video!



If you are considering the purchase inground swimming pool, this site wa for YOU!

Because the process of installing and owning a swimming
a bit confusing and overwhelming, it is our goal to provide
enough information here to answer **all** of your swimming p
questions. There are many factors that will dictate the swi
company you choose for this important event. We strongly
considering all of the following factors as you determine wh
company will be the best for you:

- [Free Fiberglass Pool DVD](#)
- [Company History](#)

[Information about the Owners](#)

Answer Common Customer Questions With Blog Posts

Monthly Electrical Costs for a Swimming Pool: What Should You Expect?

Posted by Marcus Sheridan on Wed, May 19, 2010 @ 09:28 AM

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Potential swimming pool owners often times wonder how much they'll spend on a monthly basis for electrical/ power usage with their new swimming pool. Considering long term costs on a pool should certainly factor into one's purchasing decision, such a question makes quite a bit of sense.

Unfortunately, every pool is different in terms of how much electrical is used and therefore the monthly costs can vary significantly as well. So keep this in mind as you read the following, as these are **General Guidelines**.

2 Speed and Variable Speed Pump/Filter Systems (includes salt)

Pump manufacturers have become much more energy and cost conscious over the past 10 years or so, with most pool companies now making 2-speed and variable speed pumps a standard part of their basic installation. For example, at River Pools and Spas we include a 2-Speed [Whisper Flow Pump by Pentair](#) on all of our packages. In the majority of cases, pool owners will run this pump on low speed 24/7 during the summer, which is a very good idea because it allows for constant filtration and sanitation. Although the high speed is used at

Content Isn't Only Text

How to Form and Pour Cantilevered Concrete Video



YouTube



Time

Build A Barrier With Content



10 Lessons Learned

May 2010

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Schedule Time



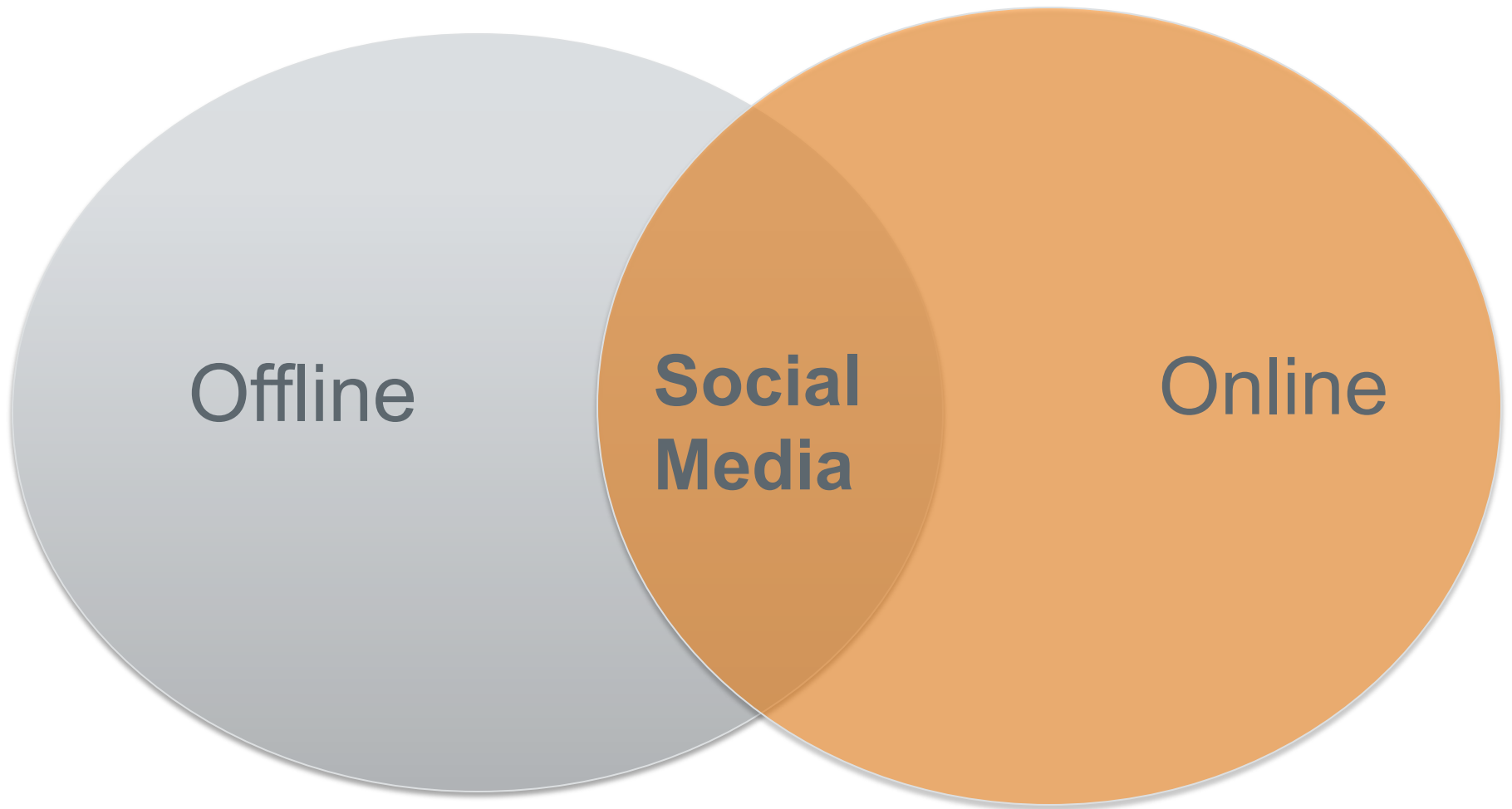
Have Methods To Measure Results

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SlideShare	63	6.3%	4
YouTube	55	5.5%	3
Delicious	54	3.7%	2
Wikipedia	40	5%	2
StumbleUpon	23	0%	0
Ning	16	0%	0
Squidoo	13	7.7%	1
LiveJournal	10	0%	0

Regularly Generate
and Distribute Content

Don't Try To Do It All





Offline

**Social
Media**

Online

Set Expectations

Become A Thought Leader

Questions? **800.966.9282 x8959**

Questions for HR? 800.966.9282 x8921

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Steps To Action To Convert

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Triumvirate's PCB
Consulting Services

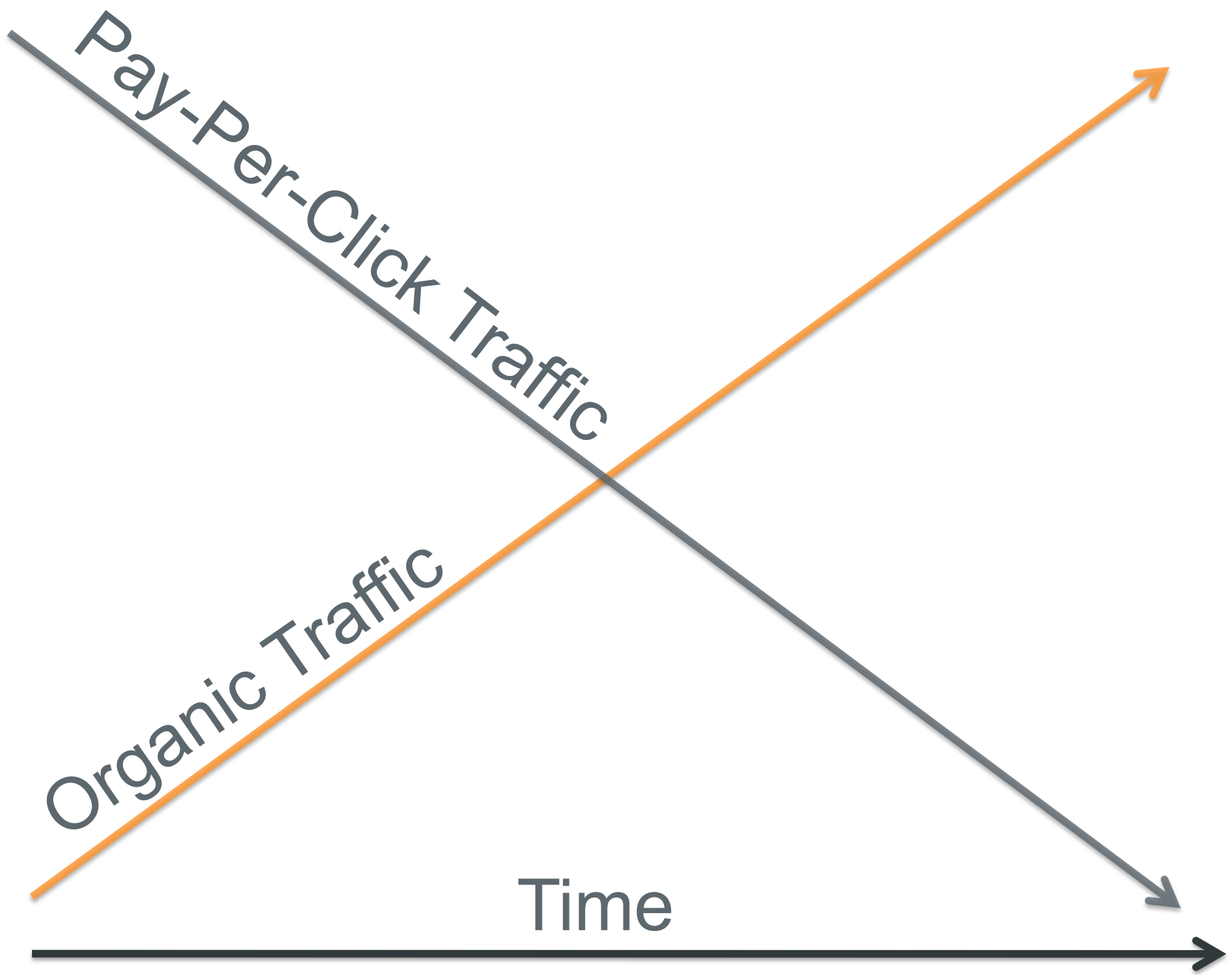
[PCB Testing & Remediation
Services](#)

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Use Social Media Data For Business Strategy



Pay-Per-Click Traffic

Organic Traffic

Time

Final Thoughts ...

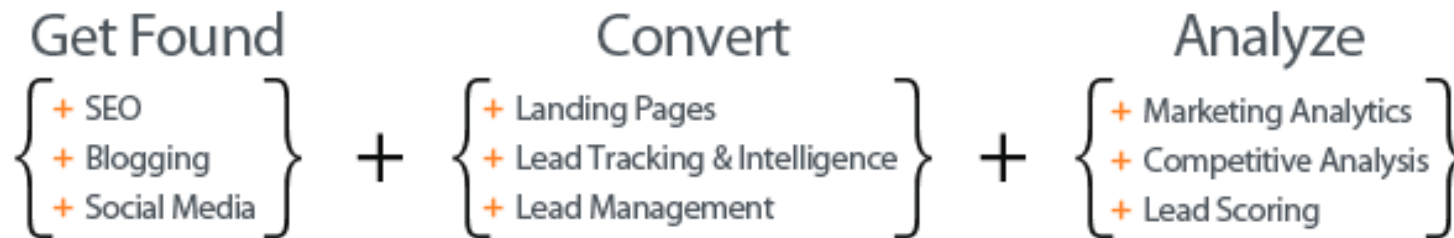


How Small Businesses Can Generate
Leads with HubSpot 2:30 p.m. 5/24

Build Leverage



HubSpot Puts the Pieces Together



- ✓ Software – Simple & Integrated
- ✓ Support & Expertise
- ✓ No IT Required



Thank you