



CCINW CLEANING COLLEGE 2010
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USING LOW-COST AND EFFECTIVE SOCIAL MEDIA MARKETING

With MILES AUSTIN

We know the Yellow Directories are a poor investment in advertising dollars, but internet directories seem to be more vapor than value, and even the long trusted postcard is being ignored by customers. Advertising marketers are urging more money be put into web sites and professionally boosted page rankings for those sites, but are they any less costly or more effective than the Yellow Directories?

Consumers have made a significant shift in how they select a service company. Studies now show that only one in nine household purchases were found using a directory. Much more common is to go online and “google” for what they need, or to ask friends and associates for recommendations. We have moved from a world of “outbound” or push marketing to “inbound” or pull marketing.

What HAS been proven to be a significant value is the use of social media to connect with customers. This seminar will direct you to the right places and show you the (often free) tools that can make you a social marketing maven - without the cost of hiring web marketers.

During this session, you will learn:

- How to retool your approach to finding new customers by using free web tools
- How to manage Google, LinkedIn, Facebook and Twitter accounts
- Step by step how to get your business found with a high ranking in Google
- How to nurture and develop referrals
- Expertise for using other online tools and social networks.

Included for all participants is a workbook with step by step instructions that you can do yourself, or have someone else do for you. It will cover the four most important tools for helping your customers find you and your company.



About our presenter: Miles Austin is recognized as one of the leading authorities on Web Tools for sales with deep experience in the selection, strategy and tactics necessary to maximize sales productivity. By packaging both hands-on "how-to" training for sales Web Tools and the leading social media platforms, he delivers real world results in any sales environment. As a speaker and trainer in high demand, he brings a high-energy, action-oriented message that motivates attendees to action.

Normally presenting to seminars that draw hundreds of web professionals, we feel very fortunate that Miles is available for this presentation.