



by Nancy Marmolejo, Social Media Strategist

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Why Social Networking:

4 Remarkable Strategies to Grow Your Business, Expand Your Referral Network, and Increase Your Visibility

With sites like Facebook, Linked In, and Twitter dominating the marketing arena, entrepreneurs are jumping on board to “get seen” in the fast changing world of Web 2.0. But if you ask people why they’re there and what they hope to achieve, answers start getting fuzzy. It seems like most entrepreneurs and professionals don’t have a clear idea of what to expect from social networking or how to measure results.

“What do I do with all these Facebook applications?”

“Do I have to write recommendations for everyone in my LinkedIn network?”

“Who are these Twitter people and do they ever talk about anything besides what they’re eating at the moment?”



It’s easy to get blinded by the surface activities, but believe it or not there are some very strategic moves going on underneath. As an entrepreneur, you must first understand **WHY** you’re using social networking and **HOW** you want it to impact your business and online visibility. Once you have that figured out, you won’t feel so bad for Tweeting from a restaurant about the mind-boggling dessert you’re about to dig into.

Here are 4 remarkable answers to the ongoing question “Why should I use social networking?”

1. Use Social Networking to Establish Your Authority as an Expert

With social networking, you have the opportunity to present your valuable expertise to massive amounts of people who otherwise may not know about you. When dealing with online marketing, you only have about 10 seconds to get someone’s attention so it’s crucial you communicate your expertise quickly and effectively. The first place to start is with your bio or profile. Look at your profile pages on any social networking site with these points in mind:

- ☑ Does your profile **lead with your expertise** and follow up with some warm touchpoints? Warm touchpoints could hint at hobbies or any interesting trivia about yourself that makes you memorable.

- ☑ Is it easy for people to figure out who you are, what you do, and how you help others? If not, rewrite it until it passes the **10 Second Test**.

- ☑ Is your overall presentation professional but with a “**human**” touch?
Emphasize your expertise and professionalism without coming across as stuffy or overly formal. (But don’t get so relaxed that you forget about common sense!)

Action Steps:

Use this space to work on your social networking profile:

My area of expertise:

How it helps others:

The results I deliver:

Hobbies or warm touch-points that I want people to know about me:

Practice writing your bio here:

2. Use Social Networking to Increase Your Credibility

A high level of credibility can open doors for you, increase your perceived value, and attract media interest. A good first step is to provide much needed information to your contacts by publishing tips or articles on your blog and/or on article directory sites. Follow these tips for success:

- ☑ **Blog regularly** on topics that are of relevance and importance to your audience.

- ☑ **Subscribe** to other blogs and make it a point to comment on them. Go to <http://blogsearch.google.com/> to find blogs that are related to your market.

- ☑ **Import** your blog's RSS feed into Facebook Notes. Go to www.Feedburner.com for more information on RSS feeds. Learn how to use Facebook notes here: <http://www.VivaVisibilityBlog.com/facebook-notes-an-easy-strategy-for-high-visibility/>

- ☑ **Publish** your articles on heavily trafficked directories such as <http://www.ideamarketers.com/> or www.EzineArticles.com Both of these sites are social networking friendly and provide automated tools to support your visibility.

Action Steps:

Use this space to map out your publishing plans, topics, and more:

Where will I publish?

Topic Ideas

Blogs I Follow/Want to Follow

3. Use Social Networking to Build a Referral Network

Entrepreneurs who approach social networking with the “must get clients” mantra are missing out on multiple opportunities. Rather than going into it with the goal of making single connections, approach it for the potential of finding connections to new networks.

- ☑ **Connect with key partners** who are in front of your choice audience.

Whether you focus on mind-body-spirit topics or gadget reviews, there are many opportunities to cross promote.

- ☑ **Make friends with your competition.** If you’re smart enough to define your uniqueness in the market, then you won’t feel threatened by people doing what you do. In fact, it may force you to work harder on setting yourself apart from others by specializing in areas others are ignoring. Your future may hold a great JV opportunity if you stay collegial with your competitors.

- ☑ **Find out about others** before you toot your horn. Ask about their business before you introduce yours.

Action Steps:

Write out a description of your ideal contacts and how you'll reach them.

What do you have to offer them that will be of value to their audience?

Who are your competitors? Brainstorm ways you can provide value to their audience. You'll be amazed how many doors this can open for you!

4. Build the Know-Like-Trust Factor with Your “Potentials”

Social networking is the land of potential and each person you connect with holds a different type of potential. Potential JV partners, potential ezine subscribers, potential buyers, potential clients, potential referral partners... the opportunities abound. But you just don't go in and make your first point of contact a proposal! This is where the high-touch aspect of social networking comes in – remember it's called SOCIAL networking for a reason.

- ☑ Leave non-business related **comments** on people's walls, photos, etc. A simple yet genuine compliment can work wonders on how people perceive you.

- ☑ Wish people **Happy Birthday**, Happy Holidays, Congratulations on Your New Product, Nice New Logo, or any other way of spotlighting THEM.

- ☑ On Facebook, click the “**Share**” button on someone else's post, on Twitter “Retweet” an item of interest from a friend.

- ☑ And yes, engage in **mindless chit-chat** from time to time. It allows you to get closer to people without having to break down the defenses that sales conversations bring up.

A Few Closing Words...

In today's online marketing world, the road to transactions is paved with trust, great information, and authentic connections. Social networking offers businesses the opportunity to build all of these for profitable results. When you remain open to the unlimited possibilities, then you will discover the magic of social networking and experience the incredible payoffs you keep hearing about.

In my work with individual clients and entire teams, I've found that the **people who have a clear understanding of WHY they're there are much more focused and successful.** Anecdotally, I see that the learning curves for each site aren't such a big deal when people are driven by a strong sense of purpose.

Now that you have a solid set of reasons WHY to use social networking for business, learning HOW won't seem so daunting.

Keep reading for some top-notch resources to give you the technical know-how plus the refinement you need to succeed.

Available NOW at
<http://VivaVisibilityBlog.com/products/>

How to Get Free Publicity and Attract New Clients with the Power of Social Networking



Multi-Media Home Study System

- Transform your expertise into online **celebrity** using social networking
- Boost your **credibility** so the media and JV partners flock to you
- Turn free PR and visibility into high **profits!**
- **Media ready** tips
- Social networking **time-savers**
- **Step by step** tutorials and more

Quick and Easy Social Networking For Entrepreneurs: A Proven 3 Part System

- **Double your visibility** while you save time on Facebook and Twitter
- **Delegation tips** so you don't have to do it all
- **Create profitable partnerships** with social networking friends
- Audio, video, and print materials make this bundle a huge value!



Social Networking Tips From the Pros: How To Turn Simple Questions and Genuine Curiosity Into Powerful Web 2.0 Marketing Tools



- How to get your social networking contacts to provide you with **market research** and valuable feedback
- High-touch **connections** anyone can make
- **Step by step** action guide, audio interview, and tips you can use right away.
- **Insights and tips** from 2 leading social networking experts!

About Nancy Marmolejo



Nancy Marmolejo is the award winning founder of Viva Visibility, a coaching and consulting company that helps entrepreneurs get known. A gifted strategist with a heightened sense of intuition, Nancy's specialty is raising the visibility level of entrepreneurs so they can market themselves as recognized, credible experts.

Her company provides visibility strategies for individuals and companies wanting to take their messages to bigger audiences. Her clients include thought leaders in business, the arts, niche markets, and personal development.

Nancy has been named one of the Top 50 Most Influential and Powerful Women in Social Media, ranks as a Twitter Elite user, and is the recipient of numerous business achievement awards.

A recognized expert herself, Nancy has shared expert commentary with several media outlets including SmartMoney.com, Hispanic Business, Latina magazine, Univisión TV, KPBS radio, Redbook, The Fresno Business Journal, The Orange County Register, Orange Coast magazine, the Arizona Republic, and many more.

Known for her creative and spirited style, Nancy is all over the web as an avid social networker and trend watcher in the area of visibility for entrepreneurs. She lives in Southern California with her family.

To learn how to work directly with Nancy, visit <http://VivaVisibilityBlog.com/services-and-products/>

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