

FORGET FACEBOOK: TRY NICHE SOCIAL MEDIA

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Social Media Marketing All-in-One for Dummies
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What We'll Discuss Today

- ⦿ What are niche social media
- ⦿ Why use them
- ⦿ How to select the right social media for your clients' businesses
- ⦿ How to measure their success
- ⦿ How to tell when things aren't working

Types of Niche Social Media

- ① Tools that extend social reach
- ① Sites that target specific demographic markets
- ① Sites that specialize in specific activities
- ① Sites that target specific industries
- ① A client's own social media channel

Compare to Broad Social Media

- Facebook – general networking
- Twitter – short messaging
- Google Plus – Google's answer to Facebook
- LinkedIn – professional networking
- Pinterest – image sharing

7 Goals For Social Media Marketing

- ⦿ Casting a wide net to catch the target market
- ⦿ Branding
- ⦿ Building relationships
- ⦿ Improving business processes
- ⦿ Improving search engine ranking
- ⦿ Selling when opportunity arises
- ⦿ Saving money on advertising



Standard Marketing Process Applies

- ⦿ Decide which goal(s) to achieve
- ⦿ Quantify objectives for each one
- ⦿ Figure out how to measure results
- ⦿ Define success
- ⦿ Go after niche markets one at a time

Social Tools That Extend Reach

◉ Bookmarking

StumbleUpon, Delicious, Google.com/bookmarks
Specialty Bookmarks, e.g. book recommendations

◉ Social Sharing Buttons & Chiclets

Addthis.com, ShareThis.com

◉ News

Digg, reddit, google.com/news

◉ Alerts

Alerts.google.com, mention.com, etc.

◉ Dashboards

Hootsuite, Netvibes

Social Bookmarking Sites

stumbleupon.com

The screenshot shows the StumbleUpon profile for user 'esme567'. The profile includes a silhouette placeholder for a profile picture, the username 'esme567', and a StumbleDNA bar chart showing a 25% interest in 'COMMERCE'. Below the profile are statistics: 25 Likes, 0 Lists, 22 Comments, 13 History, 0 Following, 0 Followers, 1 Interests, and 0 Channels. The main content area is titled 'Stumble Your Likes' and features a search bar and a filter menu with options: All, Photos, Videos, Additions, and By Interest. Four content cards are visible: 'Business' (Welcome to...), 'Aging' (A woman sitting on a couch), 'Technology' (Array Technologies: utility...), and 'Native Americans' (DELAIDIER ALMEIDA).

Social Sharing Services

AddThis.com on visitorlando.com

The screenshot shows the website www.visitorlando.com with a navigation bar including links for HOME, PLACES TO STAY, THINGS TO DO, DISCOUNTS & TICKETS, CALENDAR OF EVENTS, PLAN YOUR TRIP, and BLOG. The main content area features a "Book Your Travel" sidebar with options for Hotel, Car, Flight, and Packages, along with input fields for check-in, check-out, and the number of adults and children. A central banner for "Discount Attraction Tickets" is visible, along with an advertisement for Walt Disney World Good Neighbor Hotels. A social sharing menu is overlaid on the page, listing options such as Gmail, Facebook, Twitter, Print, StumbleUpon, Favorites, Blogger, and More... (338). The "AddThis" logo is also present in the menu. The footer of the page includes the text "© 2013 Watermelon Mountain Web Marketing" and "9".

Social Media Chiclets as seen on fetchpetcare.com/orlando

The screenshot shows a web browser window with the URL www.fetchpetcare.com/orlando/. The browser's address bar and tabs are visible at the top. The website header features the Fetch! Pet Care logo with the tagline "We've got your tail covered." and a navigation menu with links for Services, Locations, Pet Center, Loyalty Club, About Us, Pet Sitters, and News. A red circle highlights social media icons for Facebook, Twitter, RSS, YouTube, LinkedIn, Pinterest, and Google+. Above these icons, text reads "AS SEEN ON" followed by logos for USA Today, NBC, and The Wall Street Journal. The main content area has a large banner with the text "PET SITTERS YOU CAN TRUST. EXPERIENCED. BONDED. INSURED." and a photo of a woman kissing a dog. Below the banner is a section for "Fetch! Pet Care of Greater Orlando" with a photo of the owners, Taso & Kim Louloudis, and a "Client Login" button. The text describes their pet sitting and dog walking services. To the right is a "CONTACT US" form with fields for First Name, Last Name, Email, Zip Code, Phone, and Service Needed, along with a "From" and "To" dropdown menu and a "Comment or Question" text area. At the bottom, there are buttons for "Reviews" and "Contact Us" and social media icons for Twitter and Facebook.

Website Alerts

google.com/alerts

The screenshot shows the Google Alerts management page. At the top, there's a navigation bar with the Google logo, the user's name 'Jan Zimmerman', and a 'Share' button. Below this, the 'Alerts' section is titled. A table lists three alerts, each with columns for 'Everything', 'Volume', 'How often', and 'Deliver to'. Each alert has an 'Edit' button. At the bottom of the table, there are buttons for 'Delete', 'CREATE A NEW ALERT', 'Switch to text emails', and 'Export alerts'. The footer contains links for 'Google Alerts Help', 'Terms of Use', 'Privacy Policy', 'Google Home', and a copyright notice for 2012 Google.

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "Social Media Marketing All-in-One for Dummies"	Only the best results	Once a day	watermelonweb@gmail.com	<input type="button" value="Edit"/>
<input type="checkbox"/> [watermelon web marketing]	Only the best results	Once a day	watermelonweb@gmail.com	<input type="button" value="Edit"/>
<input type="checkbox"/> [Web Marketing for Dummies]	Only the best results	Once a day	watermelonweb@gmail.com	<input type="button" value="Edit"/>

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2012 Google

Social Mention Alerts

socialmention.com

socialmention.com/search?q=Universal+Studios+Orlando&t=all&btnG=Search

socialmention.com

Universal Studios Orlando

4% strength, 5:1 sentiment, 65% passion, 20% reach, 1 hours avg. per mention, last mention 1 hour ago, 68 unique authors, 0 retweets

Sentiment: positive 37, neutral 268, negative 7

Top Keywords

Top Users: RBN BRENNER 43, NewberryFamily 24, readsrus 19, PopSong1 17, craigandmarina 8, bocadavie 6, larissa_capecor 6, AttractionsMaga 4, themeparkreview 3

Mentions about Universal Studios Orlando

Sort By: Date Results: Anytime Results 1 - 15 of 312 mentions.

- Open Question: I'm going to Orlando, FL for the first time. What are some places to go see?**
Yeah, I'm going to Disney World. I might go Universal Studios too. What are some beaches there? It would be best if the attractions are in Orlando or in Tampa. Are t...
answers.yahoo.com/question/index?qid=20130708113337AAm7ya8
1 hour ago - on yahoo_answers
- Outlaw Run tops hottest new attractions at U.S. theme parks**
Modesto Bee - Found 2 hours agoAlso in Florida, an alien robot invasion takes over Universal Studios Orlando in the form of the Transformers 3-D motion-simula...
c.moreover.com/click/here.pl?z9243384420&z=1600249751
3 hours ago - on ask
- Hot new attractions at U.S. theme parks**
Star News Online - Found 3 hours agoAlso in Florida, an alien robot invasion takes over Universal Studios Orlando in the form of the Transformers 3-D motion-S...
c.moreover.com/click/here.pl?z9243040190&z=1600249774
3 hours ago - on ask
- Open Question: Am I too large for rides at Cedar Point?**
Hello! I'm worried about fitting myself and I'm going with a group of friends and I don't want to embarrass myself. I'm 5'2 and wear a size 18 in pants and weigh 225...
answers.yahoo.com/question/index?qid=20130708084637AAngxB
4 hours ago - on yahoo_answers
- Travel Mon 8th Jul Four and a half minutes of Bayhem:**


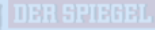




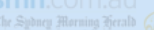
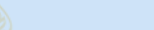
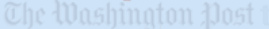

RSS Feed, Email Alert, CSV/Excel File, CSV Data: Sentiment, Top Keywords, Top Users, Top Hashtags

advertisement

Social News Sites

reddit.com

MY SUBREDDITS ▾ FRONT - ALL - RANDOM | PICS - FUNNY - POLITICS - GAMING - ASKREDDIT - **WORLDNEWS** - NEWS - VIDEOS - IAMA - TODAYILEARNED - WTF - AWW - ATHEISM - TECHNOLOGY - ADVICEANIMALS - SCIENCE - N MORE »

WORLDNEWS hot new rising controversial top wiki

want to join? login or register in seconds | English

US news belongs in [/r/news](#), not here!

search reddit

username password

remember me reset password

[Submit a new link](#)

worldnews
unsubscribe 3,604,560 readers
2,869 users here now
Please Note

- [/r/Worldnews](#) is for major news from around the world except US-internal news / US politics.
- Do not editorialize the titles.
- News only, no raw images or videos.
- No link shorteners / all caps / offensive / racist content
- No editorial, opinion, petition, solicitation, poll or advocacy articles.
- Re-posts / pay-walled / stolen content (blogspam) may be removed.

Please use the following redds for content related to these topics:

- [/r/News](#)
- [/r/Politics \(N\)](#)
- [/r/PoliticalDiscussion](#)
- [/r/WorldPolitics](#)
- [/r/WorldEvents](#)
- [/r/GeoPolitics](#)

↑ **ALJAZEERA Morsi Overthrown** (aljazeera.com)
1 3959 submitted 16 hours ago by egg13
↓ 3759 comments share

↑ **theguardian Barack Obama agrees to talks with Germany to explain spying on allies** (guardian.co.uk)
2 1031 submitted 9 hours ago by earlsweatscript
↓ 261 comments share

↑ **No jail time for Olympus bosses who committed \$1.7 billion accounting fraud** (engadget.com)
3 106 submitted 2 hours ago by UxFkGr
↓ 8 comments share

↑ **Snowden latest: Protesters burn French flags and attack French embassy in La Paz after France bans president's plane from air space** (thelocal.fr)
4 1663 submitted 19 hours ago by Theschubs
↓ 274 comments share

↑ **The Rupert Murdoch tape. "Incompetent" cops, regrets over his own investigation, promises to protect Sun journalists: a secret recording reveals Rupert Murdoch's real attitudes to the scandal that has engulfed his empire.** (channel4.com)
5 102 submitted 5 hours ago by p3arl
↓ comment share

↑ **US spying row: France wants suspension of trade talks between EU and US over spying claims** (thelocal.fr)
6 2724 submitted 1 day ago by Theschubs
↓ 518 comments share

↑ **RT 'Act of aggression': Bolivia to file UN complaint over airspace blockade** (rt.com)
7 3235 submitted 1 day ago by Libertatea
↓ 1893 comments share

Social Media Dashboards

hootsuite.com

The screenshot shows the Hootsuite website homepage. At the top, there is a navigation bar with the Hootsuite logo, links for Features, Plans & Pricing, Blog, and Resources, and buttons for Sign Up and Login. The main content area has a dark blue background with the heading "Social Media Management" and the subtext "The leading social media dashboard to manage and measure your social networks". Below this is a list of features: "Manage multiple social networks", "Schedule messages and tweets", "Track brand mentions", "Analyze social media traffic", and "6 million+ satisfied users". A "Plans & Pricing" button is positioned below the list. To the right is a sign-up form titled "Sign Up Today - FREE" with a "Sign Up Using Facebook" button, input fields for Email Address, Full Name, and Password, a checkbox for receiving newsletters, and a "Sign Up Now" button. Below the main content is a section titled "Hoo's Using HootSuite" featuring logos for Seagate, PEPSICO, SONY MUSIC, CBS Interactive, Virgin, and WWF. A quote from Pete Cashmore, CEO of Mashable, is displayed below the logos. At the bottom, there are two small screenshots: one of a message composition interface and another of a "Marketing Team" dashboard overview.

https://hootsuite.com

Sign in | Webinars - HootSuite... | Do free press release... | Free Press Release Di... | Welcome to SPC Ca...

hootsuite | Features | Plans & Pricing | Blog | Resources | Sign Up | Login

Social Media Management

The leading social media dashboard to manage and measure your social networks

- Manage multiple social networks
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic
- 6 million+ satisfied users

Plans & Pricing

Sign Up Today - FREE

Sign Up Using Facebook

— or —

Email Address

Full Name

Password

I have read and agree to the Terms of Use

I'd like to receive HootSuite newsletters

Sign Up Now

Hoo's Using HootSuite

Seagate | PEPSICO | SONY MUSIC | CBS Interactive | Virgin | WWF

"HootSuite is an essential tool for managing social networks by allowing teams to efficiently track conversations and measure campaign results."

- Pete Cashmore, CEO, Mashable

Compose message... | Add a link... | Click | by Team

Marketing Team | Overview | Team Members | Social Networks

Hootsuite Summary

The screenshot displays the Hootsuite dashboard interface. At the top, there is a navigation bar with a search bar, a social network selection dropdown, and several open browser tabs: "WatermelonWeb (Twitter)", "Watermelon Mountain Web Marketing (Facebook Pages)", "Watermelon Mountain Web Marketing (Google+ Page)", and "LinkedIn". Below the navigation bar, the dashboard is divided into three main columns:

- Home Feed (WatermelonWeb):** This column shows a list of tweets. The top tweet is from McDonald's, dated Jul 03, 11:14am, with the text "Searching for the perfect way to cool off this summer? You're welcome. pic.twitter.com/tg6WTL6mi6". Below it are tweets from hootsuite, VernonsHidden, and NMFireInfo.
- Mentions (WatermelonWeb):** This column shows tweets mentioning the user. The top tweet is from netchannel, dated Jun 20, 11:03am, with the text "@WatermelonWeb Thanks! We are pleased as well." Other mentions are from JosephBushnell, pageonebooks, iwenkSiemLung, and JosephBushnell.
- Sent Tweets (WatermelonWeb):** This column shows a list of tweets sent by the user. The top tweet is dated Jun 21, 2:40pm, with the text "Do you use Vine? Would you switch? Facebook Launches Video on Instagram, Giving Twitter a Run for Its Money ow.ly/mgRTs". Other tweets are from Jun 20, Jun 19, Jun 14, May 31, May 21, and May 20.

Valuing Stratified Social Communities

- Smaller than the big social networking sites
- If site users fit your clients' target demographics, these sites should have a bigger impact on bottom line
- Clients become big fish in a small pond instead of getting lost on the bigger sites



Choose Targeted Social Media Strategically

- Choose social networks that match clients' demographic, industrial, or activity profile
- Try to choose social networks that enable clients to syndicate (share) content
- Fish where their fish are



Social Media Market Research

- Research social networks first
- Check demographics, site usage, and reputation
- Read reviews with tips on how to use each site

Site Name	URL	What it Does
Alexa and Quantcast	www.alexacom www.quantcast.com	Rank traffic and demographic data
Mashable	www.mashable.com	Presents social media news and tips
Practical eCommerce	www.practicalecommerce.com/articles/2932-18-Social-Networks-for-Entrepreneurs	Lists 18 social networks for entrepreneurs
Social Media Today	http://socialmediatoday.com/amzini/306252/social-networking-growth-stats-and-patterns	Compiles statistical sources

Assess Audience Involvement

◎ Lurk

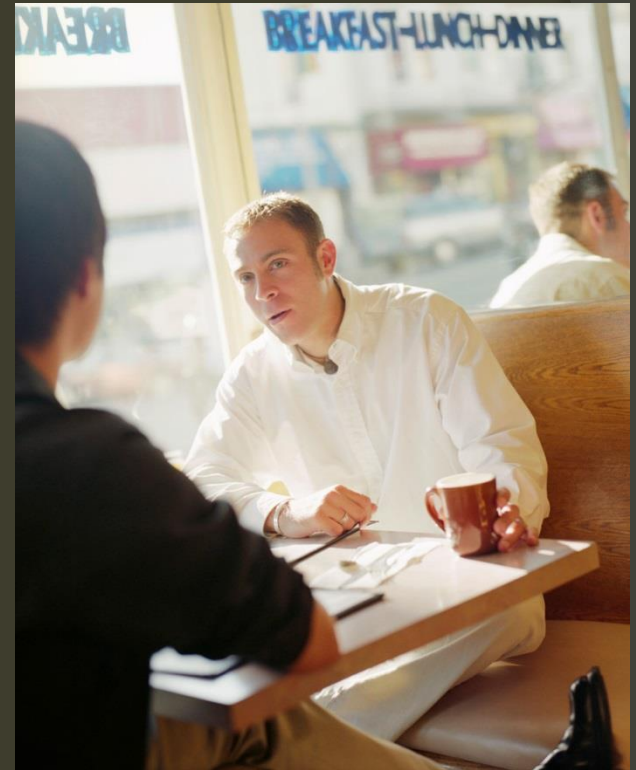
- Quality of dialog
- Quality of posts
- Quantity of posts compared to the number of registered users

◎ Assess Responses

- Ratio responses to posts (look for at least 2:1)
- Quality of responses: relevance, tone
- Quantity of viral sharing (e.g. retweets)

Smaller Networking Sites

- ⦿ Business networks are a growing segment of social networks
- ⦿ These are good for soft selling and referrals
- ⦿ Never underestimate the power of a referral
- ⦿ e.g.
SmallBusinessBonfire.com



Example Of Business Network

mybbwo.com

The screenshot shows the homepage of mybbwo.com. At the top right, there are links for "Sign Up" and "Sign In", and a search bar with the text "Search Black Business Women". Below this is the "BBWO" logo and the text "BLACK BUSINESS WOMEN ONLINE". A banner for a book titled "NEVER CALL AGAIN" is displayed with a "Download" button. A navigation menu includes: Main, My Page, Members, Photos, Videos, Forum, Services, Shops, Books, Events, Groups, Radio, Advertise, Help, News, Profiles, Blogging, Entrepreneurs, Finance, Marketing, Your Website, Personal Development, Promote Here, Small Business Talk, and Social Media. The main content area features a large banner for Veronica M Brooks, an author, with a book cover titled "NINETY DAYS TO START GAINING WEALTH" by Veronica Michele Brooks. Below the banner is a row of six featured items: "NEW SHOP" (CanIGetaMinute.com), "NEW BOOK" (Fearless Beauty ~ A Woman's Guide to Living Well, Beautiful at 40), "NEW SERVICE" (Eighty-Eight Moments Of), "NEW PROFILE" (ICY Public Relations (ASK)), "NEW RESOURCE" (Mad Mimi Email Marketing), and "SUBMIT Your Website". The bottom section includes "Top Blog Posts" with a post titled "Are you on Facebook? Share Your Page" and "The BGC Ad Network" with "Micore" logos. The footer contains a search bar, "Recent posts", "twitter", "Link Menu", "YouTube", and social media links for Facebook, Join Community, and Join Chat.

Search for B2B Options By Industry Sector

- Choose industry- or interest-specific social networks by searching online
- Vertical industry sites, other than shopping, appeal to B2B marketers
- Use adroit maneuvering to intersect with sales cycle
- The social network should:
 - be large enough to support client's time investment
 - attract new users

Example of Vertical Industry Site

sciencestage.com/arrayit

The screenshot shows a web browser displaying the profile page for Todd Martinsky on sciencestage.com. The browser's address bar shows the URL http://sciencestage.com/arrayit. The page features a navigation menu with categories like HOME, VIDEOS, AUDIO, DOCUMENTS, GROUPS, STAGES, NEWS, PUBLISH, PACKAGES, JOBS, and STORE. The profile itself is titled 'Stage - arrayit' and includes a 'Like' button with a count of 215. On the left side, there are sections for 'Add as contact' (with links for public and private messages), 'Publications' (with links for Videos, Blogstream, Documents, Audio, and Groups), 'Bookmarks' (with links for Video Favorites, Audio Favorites, and Text Favorites), and 'Contacts' (showing sciencestaff and sciencestage.com). The main content area displays the Arrayit Corporation logo and a detailed profile card with the following information: Name: Executive Todd Martinsky; Institution: Arrayit Corporation; Position: (blank); Location: Sunnyvale United States; Field of Science: Biotechnology; Website / Blog: www.arrayit.com; Online Status: (indicated by a grey dot). Below the profile card, there are sections for 'About my Work' (describing his role in founding TeleChem International and Arrayit), 'Grants and Awards' (blank), and 'About my Institution' (describing Arrayit's focus on genetic, research, pharmaceutical, and diagnostic communities).

Social Shopping Sites for Retailers

- Reach consumers interested in buying
- Users enjoy latest product reviews, real-time deals, and product news
- Be careful with Daily Deal sites



More About Social Shopping Sites

- Retailers should:
 - Track results
 - Customize social profiles (i.e., a sporting goods store might promote camping gear on a social network for backpackers)



Example of Social Shopping Site

kaboodle.com/reviews/cupcake-laptop-sleeve-9

The screenshot shows a product page on the Kaboodle website. At the top left is the Kaboodle logo with the tagline "Discover. Share. Inspire. Shop." and social media icons for Twitter, Google+, and Facebook. A navigation bar contains links for "products", "Lists", "Styleboards", "Polls", "Shop", "Blogs", and "Add to Kaboodle". The main heading is "Cupcake Laptop Sleeve". Below this, there are three sponsored ads: "Complete Bath Remodeling", "L.L.Bean: Official Site", and "17 inches Laptop Bags". The product image shows a white laptop sleeve with two cartoon cupcakes and three hearts. It is found by "stellastylista" from "barrysfarm.net". The price is \$40. Social sharing buttons for Like, Add It, Share, Pin It, +1, Tweet, and Like are visible. On the right, there are two sections: "Related Amazon Products" showing various "KEEP CALM HAVE A CUPCAKE" laptop sleeves in different colors, and "Related Products" showing other items like a red laptop sleeve, a blue t-shirt, a purple laptop sleeve, a pink cupcake, a box of cupcakes, and earrings.

kaboodle
Discover. Share. Inspire. Shop.

products Lists Styleboards Polls Shop Blogs + Add to Kaboodle About Log


Cupcake Laptop Sleeve

Ads by Google

Complete Bath Remodeling - \$500 Gift Card with Complete Bath Walkin tubs/Shower Conversions
www.rebathnm.com

L.L.Bean: Official Site - Free Shipping: No Minimum Order. Shop L.L.Bean's Catalog Today.
www.LLBean.com

17 inches Laptop Bags - Shop from the Zappos Official Site. Free Shipping & 365 Day Returns!
www.zappos.com



Found by **stellastylista**
More from: [barrysfarm.net](#)

Have you heard the one about the two cupcakes that fell in love? No? We haven't either, but this laptop sleeve is so sweet it will rot your teeth. Made of heavy duty vinyl and padded with 1/2

Buy It Now

\$40 available at [barrysfarm.net](#)

Like Add It

Share Pin It +1 Tweet Like 5

Related Amazon Products

Grid of 9 "KEEP CALM HAVE A CUPCAKE" laptop sleeves in various colors: purple, orange, purple, pink, blue, purple, green, pink, yellow.

Related Products


Grid of 6 related products: a red laptop sleeve, a blue t-shirt, a purple laptop sleeve, a pink cupcake, a box of cupcakes, and earrings.

Be Careful with Daily Deal Sites

groupon.com/deals/revolution-bakery-1

← → ↻ <https://www.groupon.com/now/deals/4-for-8-at-le-bon-cafe-ccml2> ☆

5 Reasons to be a Yo... Union Jack License ... Google Bookmark recipes Google - Bookmarks Bookmarks


GROUPON Featured Deal All Deals Getaways Goods Deal Mega Mix Gifts  Sign In Sign Up

Le Bon Cafe



\$4 for \$8 at Le Bon Cafe



\$4 **Buy!**


Value	Discount	You Save
\$8	50%	\$4

 Use 12pm - 5pm

Today

 Like 0  Send

 Tweet 




The Fine Print

Limit 1 per person, per visit.
[See the rules that apply to all deals](#)

Light cafe fare, coffee, tea & bakery sweets including cupcakes in pastel shades with silver adornments

Le Bon Cafe

★★★★★



Melbourne
802 East New Haven Avenue
Melbourne, Florida 32901
321-725-2600
[Get Directions](#)

Selecting Social Media by Demographics

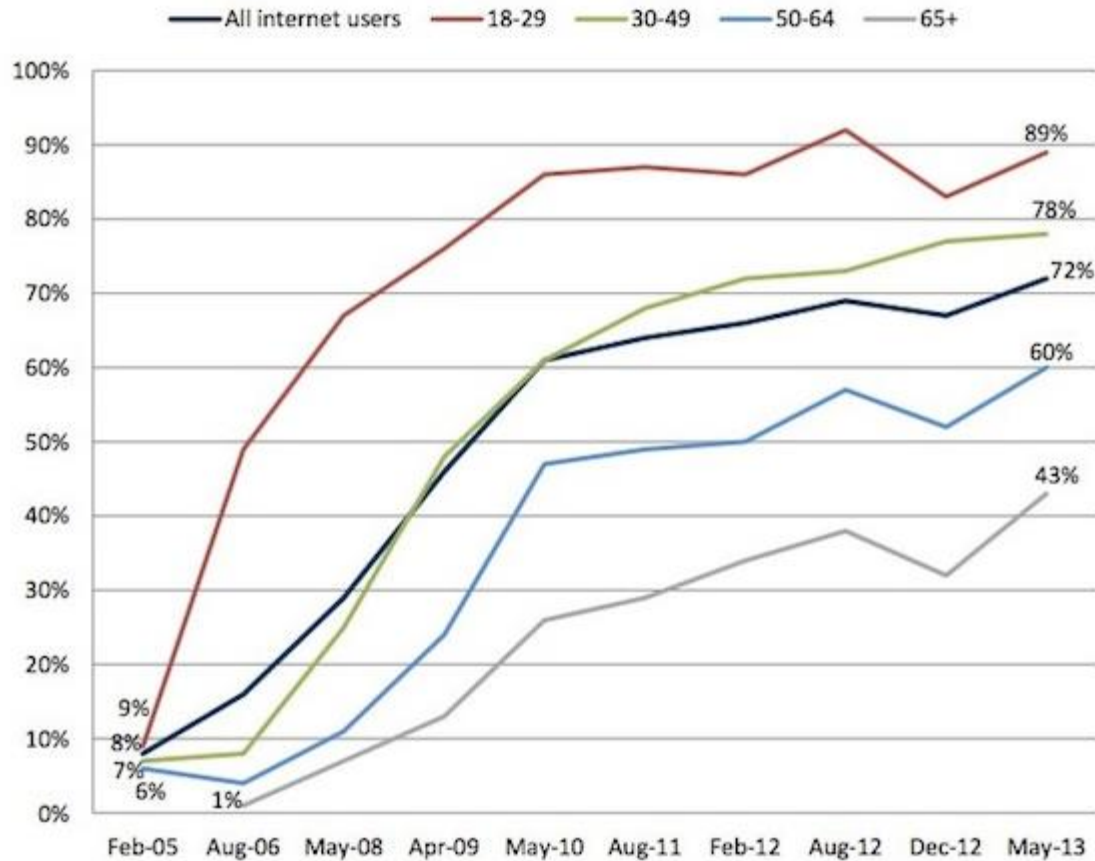
- Age
- Gender
- Ethnicity/Culture
- Location
- Income
- Education



Who Uses Social Networks?

Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Who Uses Social Networks?

Who uses social networking sites

% of internet users within each group who use social networking sites

	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
Race/ethnicity		
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
Age		
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43

	All internet users (n=1,895)	72%
Education level		
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72
Annual household income		
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
Urbanity		
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Demographic Analysis

quantcast.com

qu^ontcast
It's your audience. We just find it.™

try these: [examiner.com](#), [legacy.com](#), [globalpost.com](#), [FAQs](#) [Top Sites](#)

Sign In | Create Account | Opt-Out | Privacy

HOME PLANNER FAVORITES LEARNING CENTER MORE

linkedin.com Monthly 42.1M US 107.0M Global Quantified Directly Measured Data

Advertise +Favorites New Site Share United States

Demographics ² Gender || Age || Children || Income || Education || Ethnicity Updated May 18, 2012 Next: May 30, 2012 by 9AM PDT

Gender

Embed

segment	this site vs. total internet	index
Male		104
Female		96

internet average

composition

- Male 51%
- Female 49%

Gender Male

Age

Combined || Male || Female Embed

segment	this site vs. total internet	index
< 18		42
18-24		95
25-34		119
35-44		118
45-54		124
55-64		114
65+		83

internet average

composition

- < 18 42%
- 18-24 95%
- 25-34 119%
- 35-44 118%
- 45-54 124%
- 55-64 114%
- 65+ 83%

Age Middle Aged

23

US RANK

Summary

Traffic

Mobile Web

Subdomains

MRC Accredited Report

Demographics

Geographic

Countries

Cities

US States

US DMAs

Business

Small

Medium

Large

Lifestyle (US)

Related Links


- How to Read This Report
- MRC Accredited Traffic Measurement
- Web Measurement Implementation Guide
- Advanced Measurement Options
- Creative Specifications Guide
- Audience Segments Implementation Guide

Example of Generational Site

makemesustainable.com

Profile Manager Actions People Groups Neighborhood Invite Your Friends! Help

Bill Taylor [Edit](#)


Cambridge, MA
[Update My Profile](#)

ABOUT [Edit](#)
I wouldn't call myself an environmentalist exactly, but I know what global warming is.

My Annual Carbon Reduction

Breakdown Context

Carbon Reductions ■ Usage ■ Carbon Offsets

Impact In Tons of Carbon

5.2	0.54	4.6	0.00
Initial Footprint			New Footprint


5.2 Tons
(Reduction of 100%)

[See More Detail](#)

FRIENDS 25 Friends | [See All](#)

GROUPS 4 Groups | [See All](#)

NEIGHBORHOOD VIEW



ACTIONS [See All](#)

- 1 Install Efficient Low Flow Showerhead
- 2 Raise Thermostat Setting in Summer
- 3 Lower Thermostat Setting in Winter
- 4 Replace Inandescent bulbs with CFLs

Example of Ethnic Site

MiGente.com: a social network for Latinos and Latinas

The screenshot shows the MiGente.com website interface. At the top, there's a navigation bar with the MiGente.com logo and the tagline "THE POWER OF LATINOS". Below the logo, there are menu items: Home, Member Find, Connect, Have Fun, and Look & Listen. A search bar for "Find a Member" is also present. The main content area is titled "NEWS" and features a search bar for "Search News". Below the news section, there are several articles under the heading "Stories From the Editors":

- Miss Mexico Wins the Crown!**: See all the highlights from last night's Miss Universe pageant... Comments (6)
- Miss Universe 2010!**: Don't miss our exclusive coverage starting tonight at 7pm! Comments (0)
- EXCLUSIVE: Don Omar 'Live and Loud!'**: Your chance to watch Don Omar in concert right now... Comments (1)
- Dating Do's & Don'ts: How to Keep the**

On the right side, there's a sidebar with job listings under the heading "MiGenteJobs IN ALLIANCE WITH monster". The listings include:

- Love's Travel Stops & Count Stores**: Store Manager - Assistant Manager, Category: Other, Region: MO - St. Louis
- L-3 Platform Integration**: Technical Editing/Writing Manager, Category: Publishing/Printing, Region: TX - Waco
- Aon Service Corporation**: VP Infrastructure Services Delivery Leader, Category: Information Technology, Region: IL - Chicago North
- Kforce Inc**: Project Manager, Category: Information Technology, Region: OR - Portland

At the bottom of the sidebar, there's a search bar for "Search Keyword" and a "Sea" button. Below that, there's a section for "MiGenteAmor NOW COMPLETELY FREE" with a search form for "I'm a" (Male), "seeking" (Female), and "age" (18 to 24).

Example of Location Site

orlando.citysearch.com/profile/620664000/maitland_fl/vitality_wellness_spa.html

The screenshot shows the Citysearch website interface for Vitality Wellness Spa. At the top, there is a navigation bar with categories like 'Best Of Citysearch', 'Restaurants', 'Bars & Clubs', 'Spa & Beauty', 'Hotels', 'Shopping', and 'Guides'. The Citysearch logo is on the left, and a search bar is in the center. Below the navigation, the breadcrumb trail reads 'MAITLAND > SPAS > VITALITY WELLNESS SPA'. On the left, a map shows the location in Maitland, FL. The main content area displays the business name 'Vitality Wellness Spa', phone number '(407) 628-9117', and address '100 E Ventris Ave, Maitland, FL'. There are buttons for 'RESERVATION', 'MENU', '+ SAVE', and 'DEALS'. To the right, there is a section for 'OWN THIS BUSINESS?' with a 'UNLOCK THIS PAGE' button and a 'Recommend this business?' section showing a 100% rating with 7 votes. Below the main content, there are tabs for 'OVERVIEW', 'TIPS (7)', 'PHOTOS (11)', and 'DEALS'. The 'TIPS' tab is active, showing a 'Write a Tip for Vitality Wellness Spa' section with a text input field. Below that, there is a section 'From The Owner of Vitality Wellness Spa' with a description of services. On the right side, there is a 'People also viewed' section listing other spas and a promotional banner for a 'NEW WEEKEND LUNCH MENU' with '10 MEALS UNDER \$10'.

Best Of Citysearch Restaurants Bars & Clubs Spa & Beauty Hotels Shopping Guides Mobile Login / Join

Citysearch I'm looking for... Orlando, FL Metro Q ADVERTISE WITH US

MAITLAND > SPAS > VITALITY WELLNESS SPA

Vitality Wellness Spa
(407) 628-9117
100 E Ventris Ave, Maitland, FL | Directions
View Website

RESERVATION MENU + SAVE DEALS

OWN THIS BUSINESS?
UNLOCK THIS PAGE

Recommend this business? **100%**
7 Votes

OVERVIEW TIPS (7) PHOTOS (11) DEALS

Write a Tip for Vitality Wellness Spa

Write a Tip... optional

From The Owner of Vitality Wellness Spa

Vitality Wellness Spa - Facials, Massage & Treatment Pkgs. Men & Women Spa in Maitland, FL

People also viewed
Body Escape Spa Lounge
Studio 22 Massage
Calm Relief Massage Therapy
Tatum Eileen
Massage Orlando

NEW WEEKEND LUNCH MENU
10 MEALS UNDER \$10
ENTER YOUR ZIP

Selecting Social Media by Type of Activity

- ⦿ Use multiple sites, such as Picasa and Flickr, that share the same activity type
- ⦿ Users will generally focus on only one of these
- ⦿ Multiple sites with the same activity type will increase search engine ranking
- ⦿ Keep it simple! Use RSS or a dashboard to automatically update other services with the same content

Activity Types

- ◎ Images
- ◎ Video
- ◎ Audio/podcasts
- ◎ Blogs
- ◎ In-person meetings
- ◎ Geo-marketing



Example of an Image-Sharing Site

flickr.com/photos/mwacht

The screenshot shows the Flickr profile page for Mike Wacht. At the top, the Flickr logo is on the left, and navigation links for 'You', 'Contacts', 'Communities', 'Explore', and 'Upload' are in the center. A search bar is on the right. Below the navigation is a large banner image of a city street at night with light trails. To the left of the banner is a profile picture of Mike Wacht and his name 'Mike Wacht' with a '+ Add' button. Below the name is 'Mike Wacht Photography'. To the right of the banner, it says '1,224 Photos' and 'January 2007 Member Since'. Below the banner are three tabs: 'Photostream', 'Sets', and 'Favorites'. The main content area displays a grid of seven photos: two images of a white church steeple, a close-up of a giraffe's head, a beach scene with waves, a close-up of a spiderweb, a building with greenery, and a dense green forest.

Example of a Video-Sharing Site

youtube.com/user/yetivideos

The screenshot shows a web browser window displaying the YouTube channel page for 'YETI Coolers'. The browser's address bar shows 'www.youtube.com/user/YetiVideos'. The YouTube logo is visible in the top left, with a search bar and navigation links for 'Browse', 'Movies', and 'Upload'. The channel header includes the 'YETI COOLERS' logo, the name 'YETI Coolers by YetiVideos', a 'Subscribe' button, and statistics: '124 subscribers' and '560,380 video views'. Below the header are tabs for 'Featured', 'Feed', and 'Videos', along with a 'Search Channel' box. The main content area features a video player showing a close-up of a grizzly bear's head and paws as it interacts with a tan YETI cooler. The video player includes 'Like' and 'Share' buttons, a progress bar at 0:39 / 1:44, and settings icons. Below the video player, the title 'New YETI Coolers Grizzly Bear video' is displayed, along with 'by YetiVideos 6 months ago' and '9,658 views'. To the right of the video player is an 'About YETI Coolers' section with a descriptive paragraph, the website 'yeticoolers.com', and a list of channel details: 'by YetiVideos', 'Latest Activity: May 23, 2012', 'Date Joined: Mar 18, 2009', 'Age: 35', 'Location: Austin, TX', and 'Country: United States'.

Example of an Audio-Sharing Site

soundcloud.com

https://soundcloud.com/creators

Home Explore Search Log in or Sign up

Be heard everywhere

Capture and share your music & audio on SoundCloud, and connect with our community to grow your audience

Sign up for SoundCloud Log in

Post music & audio

Maybe it's music & audio that you've already created or captured. Maybe you'll use the REC button on our mobile app to try something new. Or maybe you'll try one of our favorite third-party creation apps. Whichever you choose, it's effortless.

Meet some creators

Wildlife Control
Analog or Digital

“SoundCloud showed us we could do so much more with audio on the web...”

Example of a Blog Site

tumblr.com

The screenshot shows the Tumblr dashboard interface. At the top, there's a navigation bar with the Tumblr logo, home, mail, help, settings, and power icons, along with a search bar for tags and blogs. Below this is a notification: "One quick thing: We need you to verify your email address by clicking the link we sent. (Send it again)".

The main content area features a post from the user "hitrecord". The post includes a video player with a thumbnail showing a man in a white t-shirt in a studio setting. The video title is "WATCH TODAY'S 'REGULARITY' HERE!". The video description reads: "CALLING ALL COMEDY WRITERS! Today we're gonna begin writing a Comedy Sketch together called SHE'S SUCH TRASH, so let's see your scripts and ideas! We've also got a new Q&A for ya!". Below the description is a link: "Come work w/ us on today's collaborations:".

On the right side of the dashboard, there's a sidebar with several sections: "Untitled" (a new post), "Posts" (0), "Liked posts", "Following 5 blogs", "Find blogs", and a list of followed blogs including "poetrysince1912", "condenatraveler", and "bpod-mrc".

Example of a Meet-Up Site

meetup.com/Orlando-Tech

The screenshot shows the Meetup.com interface for the Orlando Tech Meetup group. At the top, there is a navigation bar with the Meetup logo, "Find a Meetup Group", and "Start a Meetup Group" buttons. A search bar is on the right with "What's new", "Log in", and "Sign up" links. A maintenance banner states: "Meetup will be down for maintenance Sunday June 30th from 6:00 - 9:30 AM EST." Below this is a large image of a group of people at a meeting. A navigation menu includes "Home", "Members", "Sponsors", "Photos", "Pages", "Discussions", and "More", with a "Join us!" button on the right. The main content area features a "Hello Orlando Tech Community!" message, a description of the event (3rd Thursday of each month), and a link to a demo application. A sidebar on the left shows the group name "Orlando Tech Meetup", location "Orlando, FL", founding date "Founded Oct 11, 2011", and "854 Members". At the bottom, a dark banner says "Top 90 Meetups this week" with a "Show me the Meetups" button.

107,722,819 RSVPs!

hide

Meetup

Find a Meetup Group

Start a Meetup Group

What's new Log in Sign up

Meetup will be down for maintenance Sunday June 30th from 6:00 - 9:30 AM EST.

Home Members Sponsors Photos Pages Discussions More Join us!

Orlando Tech Meetup

Orlando, FL
Founded Oct 11, 2011

Members 854

Hello Orlando Tech Community!

Orlando Tech Meetup happens the 3rd Thursday of each month at various venues around Downtown Orlando. Each Month we have 5 different web product companies out to demo the product they've built to the live audience. The company has 5 minutes to demo their product, then the audience has 5 minutes to ask questions and give real-time feedback to the companies that demoed.

We desire to encourage openness and community within the Tech community here in Orlando. We hope to see you at our next event!

If you're interested in demoing - fill out the application to demo on our [here!](#)

Top 90 Meetups this week Show me the Meetups

Example of a Geo-Marketing Site

foursquare.com/v/thebookworm/4fd38d56e4b00a1642f63849

foursquare I'm looking for... **LOG IN** **SIGN UP**

The Book Worm
Bookstore in Orlando

Address: Orlando, FL 32803 →

Total Visitors: 38 | Total Check-ins: 43

<http://4sq.com/Mtf01F> **SHARE**

See which of your friends have been to The Book Worm.

f Sign up with Facebook or Sign up with email

Appears on 1 list

The Only List You'll Need - Orlando
Created by Isaiah D.
76 items • 5 followers

Search Explore for the best places nearby
Look for: Restaurants, Nightlife, Shopping, Top Picks

Mayor: Alison V.
2 check-ins in the last 60 days

Is this your business? Claim it now

Build One's Own Social Network

ning.com

WHAT IS NING? NING GLAM MEDIA CULTIVATING COMMUNITY

Pricing Login

NING
Your brand. Your members.
Your control.

01:01 HD

Build and cultivate your own community of CUSTOMERS

Built from the ground up for social, Ning's scalable hosted platform gives you the tools and expertise you need to *publish* and *connect* with your community - all in one place. Easy. Powerful. Affordable.

Ning. Your Brand. Your Members. Your Control.

try it for **FREE**

Ning Networks Include

Community Features * Member Profiles with customizable	Publishing Tools * Publisher Blog with content	Custom Design & URL * Drag & drop Site Builder
--	--	--

Example of Own Social Network

ramonafarmersmarket.ning.com

The screenshot shows the Ning network page for the Ramona Certified Farmers' Market. At the top, there is a navigation bar with links for 'main', 'my page', 'members', 'photos', 'videos', and 'forum'. The main heading is 'Ramona Certified Farmers' Market' with the tagline 'Live Healthy, Buy Local!'. The page is divided into several sections: a 'Welcome' section with a map of the market location at 1855 Main St; a 'Join us on Facebook!' section with a 'Like' button and a list of 210 people who like the page; a 'Forum' section with two recent posts about Brussels sprouts and Christmas; an 'About' section mentioning the creator, Summer Hardesty; and a 'Members' section displaying a grid of member profile pictures. The page also includes a search bar and a 'Sign Up' or 'Sign In' button.

Let's Take a Break



Exercise

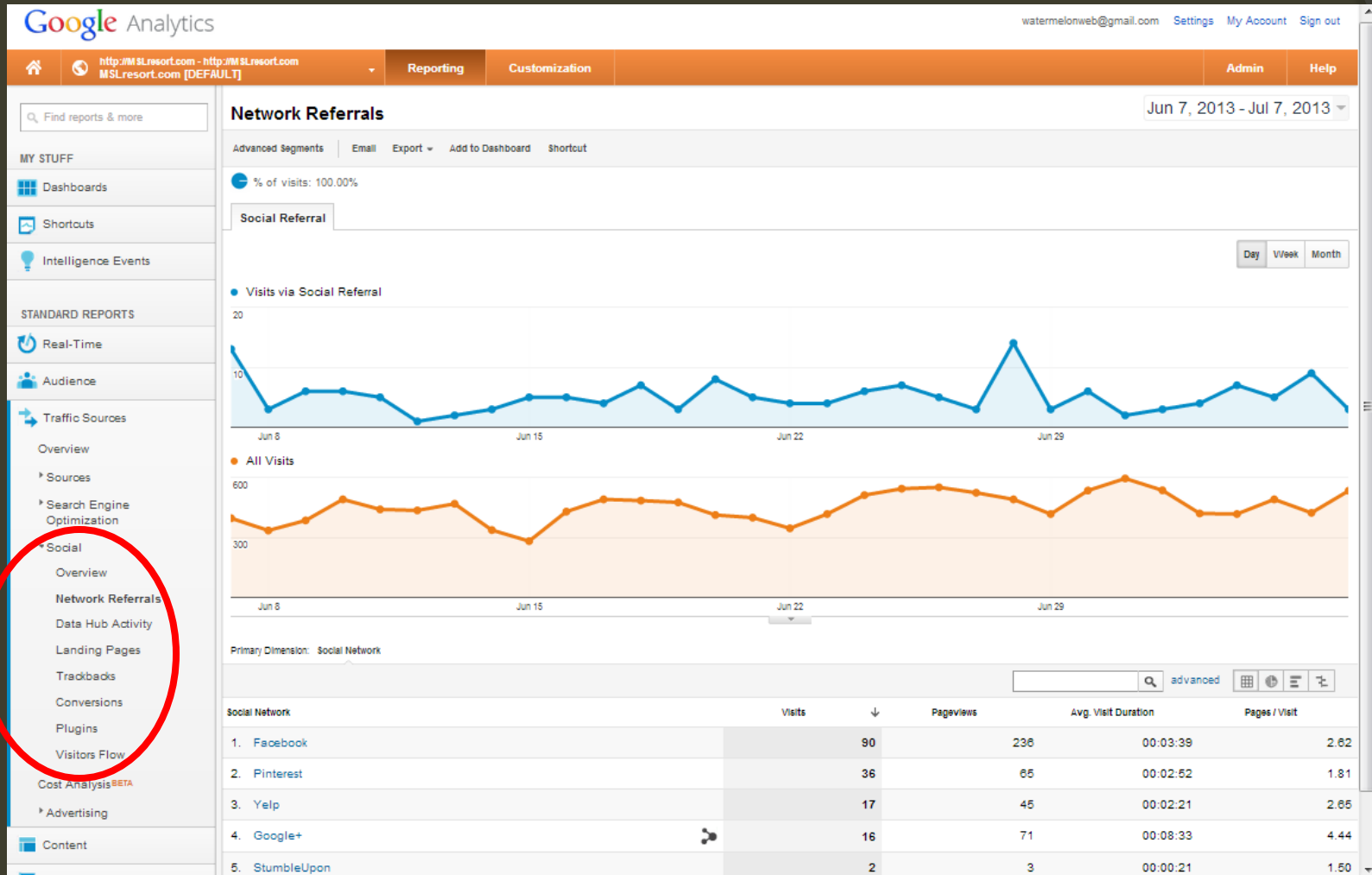
- ⦿ Pick any client you currently have and complete the handout.
- ⦿ You have 15 minutes
- ⦿ We'll discuss several randomly after this...

How to Tell When Things Aren't Working

- ◎ Google analytics
 - Identify traffic arriving to a site from social media services through referral reports. Some social networks such as Ning, Meetup, and Google + offer easy Google Analytics integration
- ◎ Key performance indicators
 - e.g. traffic, sales, conversions, downloads, etc.
- ◎ Tagging Links
 - Use a URL shortening tool for statistics
 - URL shorteners, such as Tiny.ly, offer real-time statistics to track traffic generated from specific links.

Integrating Social Media & Web Metrics

google.com/analytics/web



What To Do IF.....

- ⦿ A client's social presence can't be found
- ⦿ Inappropriate match between channel and audience
- ⦿ Poor content
- ⦿ Lack of audience engagement
- ⦿ Remember the four P's of marketing!
 - Product
 - Price
 - Position
 - Promotion



Summary

- ① Understand each client's social media goals
- ① Conduct social media market research by industry sector
- ① Assess audience involvement
- ① Choose minor social communities strategically
- ① Make business connections online
- ① Integrate social media & web metrics to track results



Resources

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(505) 344-4230

watermelonweb.com/marketingresources.htm