Superhero Social Media

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What we will cover...

- Social Media Basics
- Why give a damn..
- ...and what to do next...



Ground Rules...

- If you don't understand...ask
- Question everything
- ...coz I am going to ask you questions
- Relax...this isn't meant to be serious

Why Listen to Me ...?

- Been developing creative businesses for ten years
- I use these techniques every day
- I am invited to speak about this stuff all over the country



What is "Social Media"?

- All media is social
- The special thing is that it is two way
- Traditional media costs a lot to get involved
- Now you can talk to the world with an almost free click



So, what's the catch?



So, what's the catch?

• If everyone can do it, getting heard is the hard part...



So, what's the catch?

- If everyone can do it, getting heard is the hard part...
-how do you get heard?



Dollar Shave Club...

http://www.youtube.com/watch?v=jRHpp852iW8



What made it successful..?



What made it successful..?

- Informed
- Engaged
- Entertained
- He was himself
- Call to action...lets look at the next slide...



But most of all...



But most of all...

He Solves a Problem



What to do...?



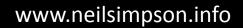
Guiding principles...

- Have a plan
- Measure everything (what is working?)
- Do the minimum to be effective
- Be You
- Be sticky
- Use as many pictures and videos as possible



The Basics

- Facebook
- Twitter
- Email
- YouTube
- LinkedIn
- Blog.





All with a call to action



Pointing at....



Pointing at....

Your website



Where you turn attention into money



What do I post about?



What do I post about?

- What problems do your customers have?
- What information do your customers need?
- What resources do your customers need?
- What do they want to know about you?



What if I am not sure?



What if I am not sure?

Ask them





























Think....



Think....

- Is what I am about to post useful?
- How does this make me look like an expert?
- How does this make me look like THE person to do business with?



Thank You

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