

Social Networking & Educational Consulting

Increased Effectiveness,
Cheaper Marketing &
Improved Communication

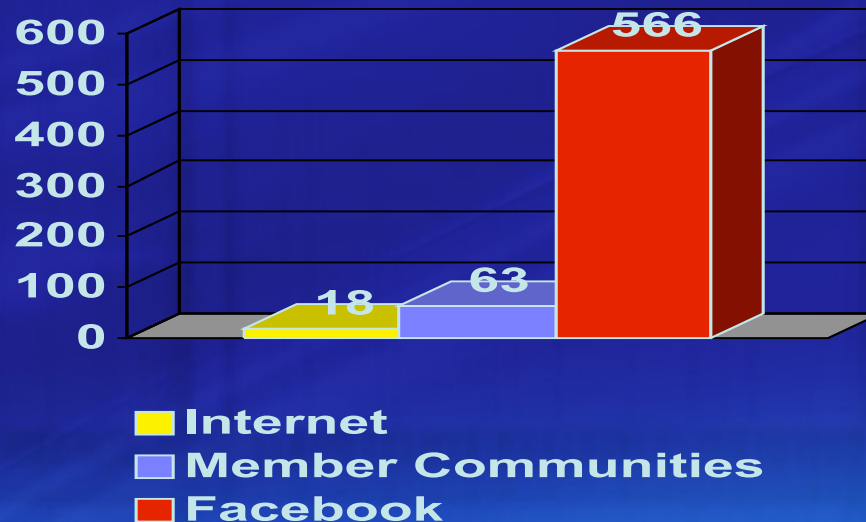
Top 3 Rules of Marketing

- ① Word-of-Mouth is the most important marketing tool in an educational consultant's arsenal.
- ② In an era of Electronic Communications Word-of-Mouth is even MORE important.
- ③ Re-read rules one and two.

Facebook Can't Be Ignored!

- Percentage increase in time spent online last year: the internet overall, member communities overall and Facebook.

Increased Time Online



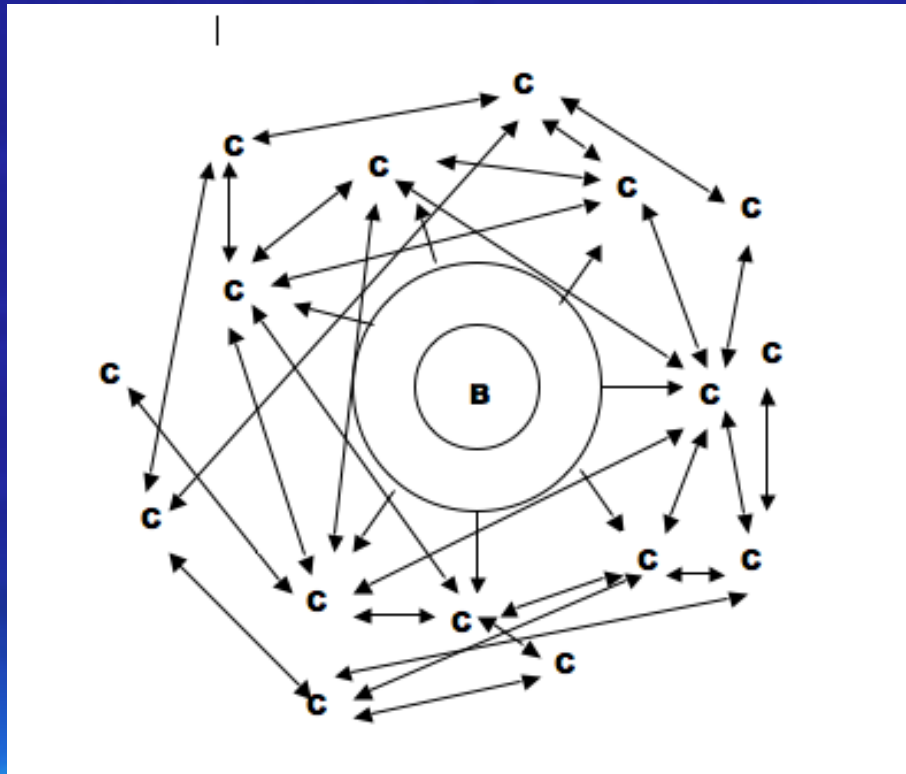
Word-of-Mouth Is Changing

- Was Business → Consumer
- NOW its Consumer → Consumer
- From street corner to electronic
- From 1:1 to viral
- From organic to amplified

Business Marketing PAST



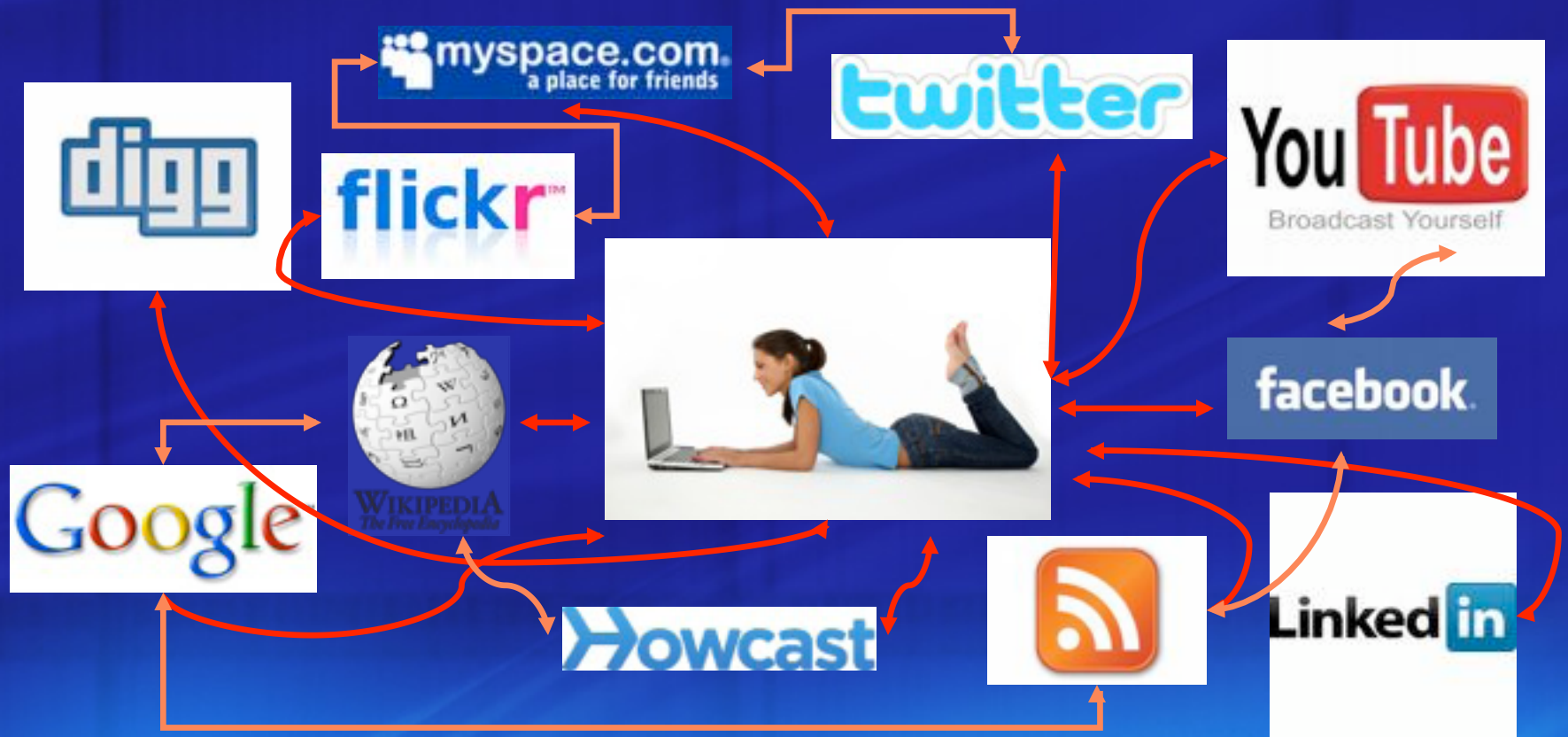
Business Marketing 2009



Word-of-Mouth Is Changing

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Communication: Today



The Appeal of Member Communities to Consumers?

Simply put, consumers trust the opinion of others--both those they know and consumers they don't know--more than they trust the word of the salesperson!

What the Online Community Talks About

- **YOU** - love or hate, knowledgeable, helpfulness, compassion
- **CONSULTING**-insights, knowledge, family harmony
- **INSIDER**-they know stuff, they're smarter

What Do People Remark On?

- ❑ How they were treated
- ❑ Information that is interesting or unusual
- ❑ Facts that make **them** look smart or connected
- ❑ News that's **surprising** or outrageous
- ❑ **Secrets**
- ❑ Success or failure of service

Your Business & Social Media

Everyone fears
losing control
over their
message.

*psssst...you
already have!*





**Either assist in feeding
information to pass on**

or...

**They' ll create the content
entirely by themselves**

Social Networking & Client Communication

- College Admission Dean: “I’m on Facebook because that’s where the students are.”
- But...it’s more than just “being everywhere,” it’s about *ENGAGEMENT*

Social Networking & Client Communication

- Facebook & MySpace
- LinkedIn, Plaxo & Biznik
- YouTube, Flickr & Shutterfly
- Blogs
- Twitter

Quick Primer

- ❑ Facebook - *think* Cheers
- ❑ LinkedIn - *think* Rotary Club
- ❑ YouTube - *think* Times Square-NY Eve
- ❑ Twitter - *think* cocktail party
- ❑ My Space - *think* Junior HS lunch
- ❑ MyBlogSpot - *think* Sorority House
- ❑ Flickr - *think* Hey Gang Come Look at the Slides of Our Summer Vacation to the Grand Canyon!

Social Networking & You

GOOD

- Attraction
- Make \$
- Build visibility
- Increase market share
- Keep client loyalty

BAD

- Distraction
- Lose time
- Be visible for the wrong reasons
- Fun & games
- Raise client anxiety



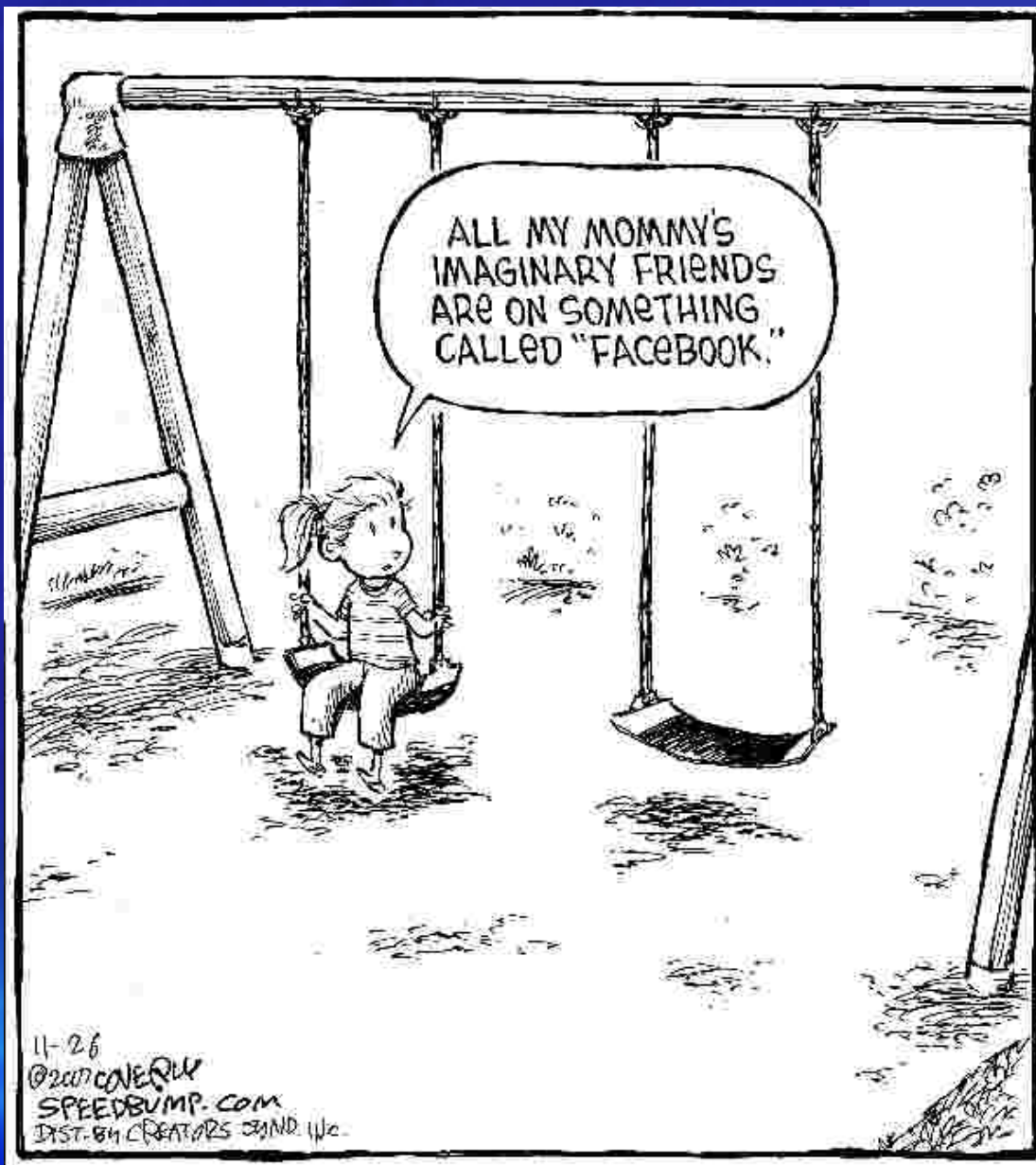
Signs of the social networking times.

Facebook

- Communicate with adolescents in a way that's comfortable for them.
- Give clients the opportunity to share information with you & each other.
- Distribute information to clients & beyond.
- Easily & cheaply create a second web presence.

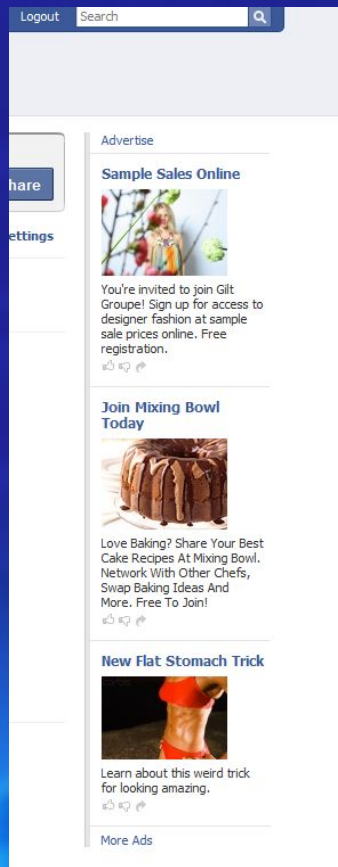
Facebook

- Build a separate professional Facebook identity.
- Explore the benefits of a “fan page.”
- Collect articles & links.
- Invite clients to post.
- A word about protecting clients



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Facebook Advertising



- Relatively cheap
- Easy to set up
- Instant tracking
- Micro-targeting
- Click through to your Facebook or web page

LinkedIn

- Business-to-Business
- Answer questions to become an “expert”
- Build links to website

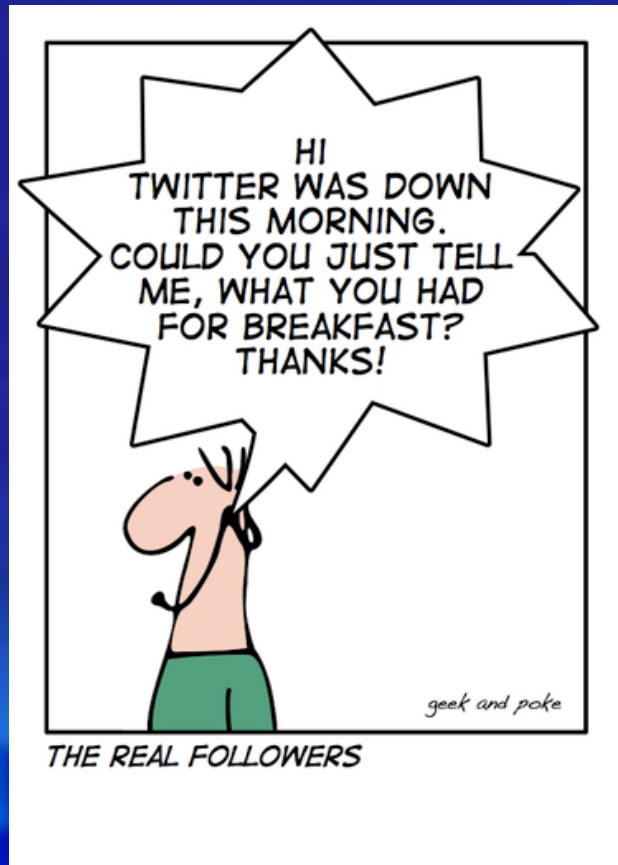
YouTube, Flickr

- Create “How to” videos
 - Linked to your website & Facebook pages
- Link other videos to your sites
- Invite posting of videos &/or pictures:
campus tours, community, etc.

Blogs/Twitter

- Demonstrate your knowledge
- Build a following as an expert
- Invite comments, guest postings
- Invite client impressions
- Date reminders, etc

Twitter



- An online service that allows you to share updates with those who chose to “follow you” by answering the simple question: “What are you doing?” in 140 characters or less.

Cross Pollination

Put “Find us on Facebook” and “Follow us on Twitter” icons on your web page.

Link your blog to your Facebook page and/or web site.

Make sure your Facebook, LinkedIn, Twitter, blogs all show your (and link to your) web page.

Encourage clients/students to fan your business Facebook page.

Encourage clients to post to your Facebook page, blogs.

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on facebook, read
our blog, and
members may join
us on LinkedIn!