

**Social Media  
Google SEO**



**(617)-PATRICK**

# **Social Media Coolness For IEEE Consultants**

**Contact Information:**

**(617)-PATRICK**

**[www.617-patrick.com](http://www.617-patrick.com)**

**[pat@617-patrick.com](mailto:pat@617-patrick.com)**

**Twitter: @617patrick**

# Test

2

$$5 + 5$$

# Introduction

- Thanks
  - Rick Goldberg
  - Ronald Goodstein
- Handouts
  - Email sign up
  - More than we can cover
- Pace of presentation
- Questions

# Goals

4

- Teach you
  - LinkedIn (60%)
  - YouTube (20%)
  - Twitter (20%)
- What else?

# My Bio

5

- I do speeches and consulting on
  - Social Media
    - LinkedIn, Facebook, Twitter, YouTube, ...
  - Google ranking (SEO & PPC)
- VP of Operations for search engine that was tied with Google in 2000
- I do NOT work for LinkedIn, Twitter, etc

# What Is LinkedIn?

6

- Web site
  - Profiles
  - Database of connections
  - “Friends of friends” network

# LinkedIn

7

- Profile

Patrick O'Malley [ Edit ]  
Social Media Training, Keynote Speaking, Consulting, see videos @  
www.PatrickOmalley.com [ Edit ]  
Greater Boston Area [ Edit ] | Computer Software [ Edit ]

Patrick Self-promo alert: Just did an on camera interview with Fox-TV about social media. More later ... #in 22 hours ago from Twitter [ Update ]

**Current**

- **Keynote Speaker & Corporate Trainer at 617-PATRICK Social Media Training and Consulting** [ Edit ]  
+ Add Current Position

**Past**

- Chief Learning Officer at Northern Light SinglePoint
- General Manager at Northern Light Singlepoint
- VP of Operations at Northern Light & Divine

[see all...](#)

**Education**

- University of Massachusetts at Amherst - Isenberg School of Management
- Cornell University
- Waltham High School, St Sebastian's

**Recommended** 30 people have recommended you

**Connections** 500+ connections

**Websites**

- LinkedIn Speaker Video [ Edit ]
- LinkedIn Training [ Edit ]

**Hi, Patrick**

- Forward your profile to a connection
- Edit Contact Settings
- Edit Public Profile Settings
- Create your profile in another language

100% profile completeness

**Ads by LinkedIn Members**

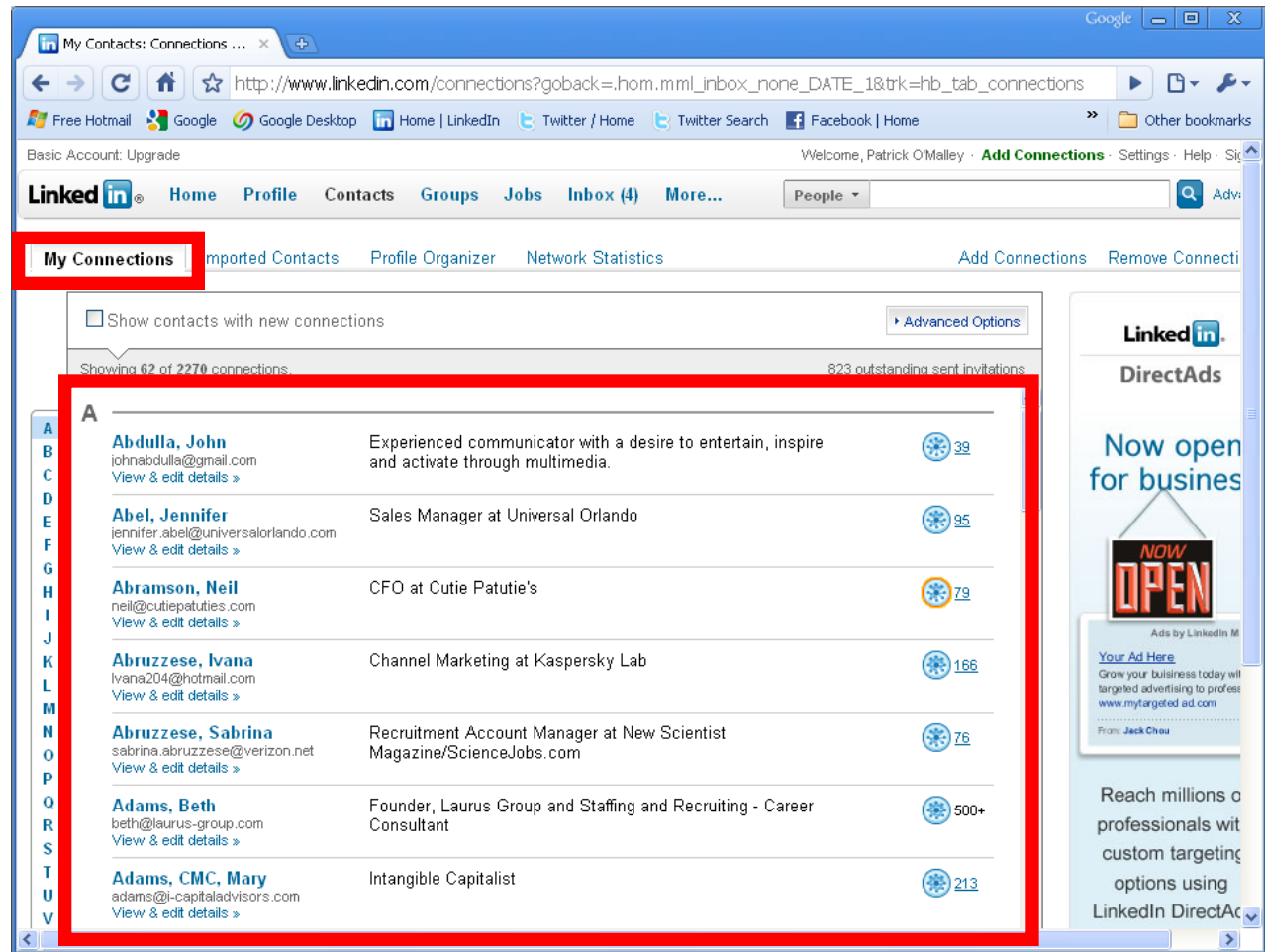
**Comedians & Entertainers**  
Corporate Events & Meetings  
Reduce Stress & Increase Morale  
laughsonus0.tripod.com  
From: Bob Mello

**Cash Flow Investments!!!**  
Turn Key Investment property in  
Charlotte, comes w/Tenants & Mgmt.  
www.RetireOnRentals.com  
From: Sky Mikesell

[What's this?](#)

# LinkedIn

- Friends are "connections"
- Rolodex that updates when people move

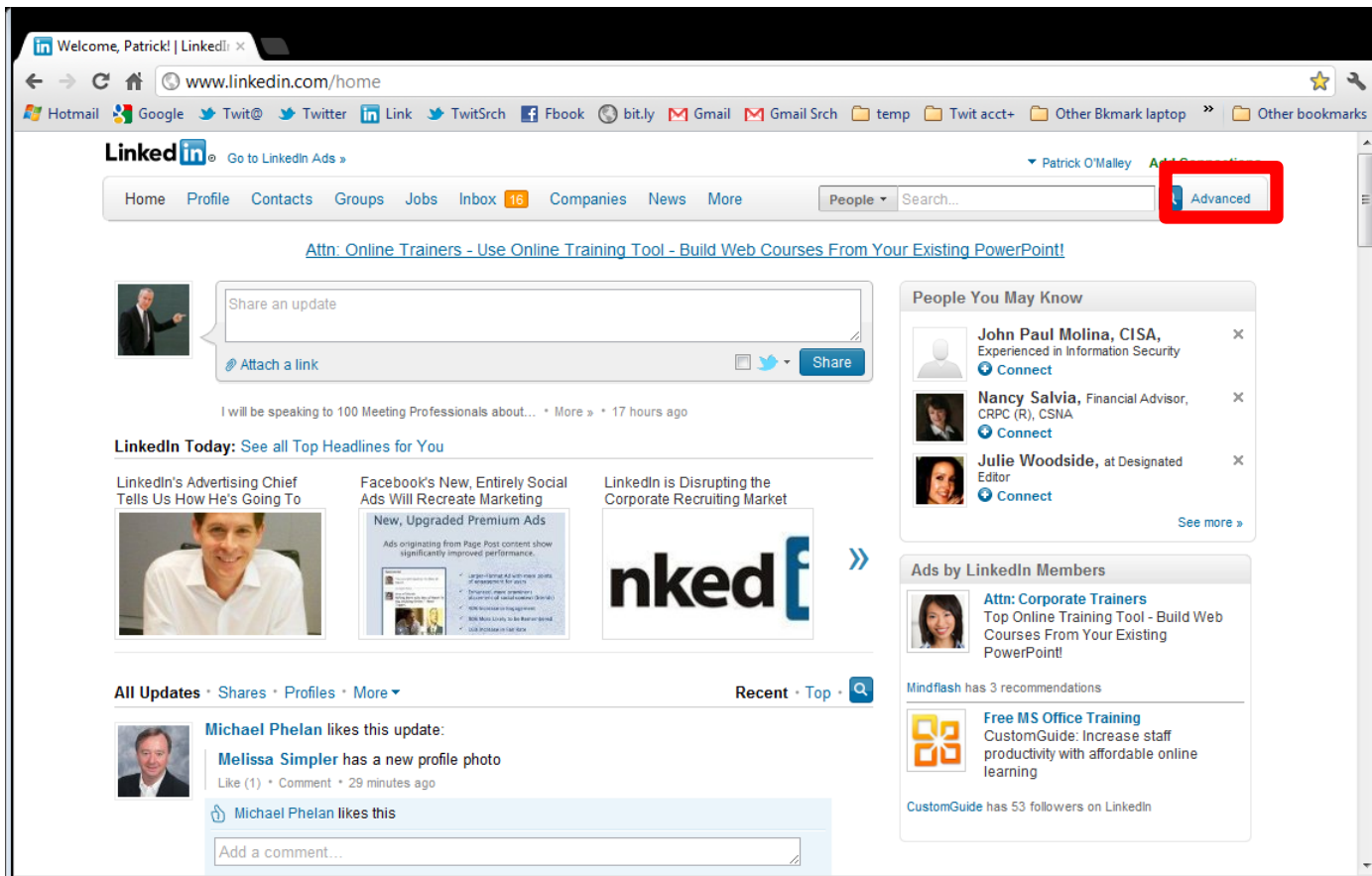




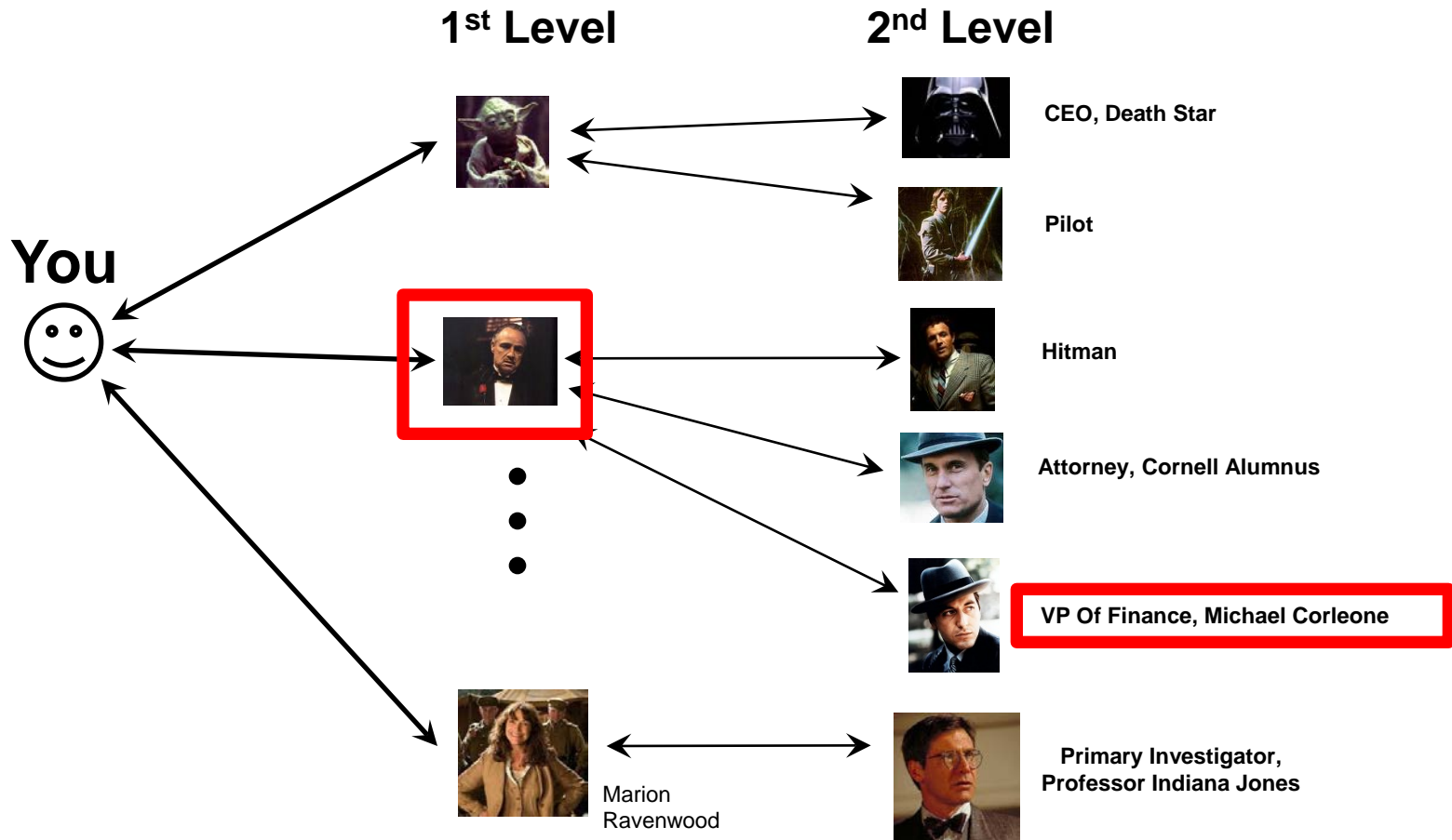
# Prospecting/Networking

9

- LinkedIn “Advanced Search”



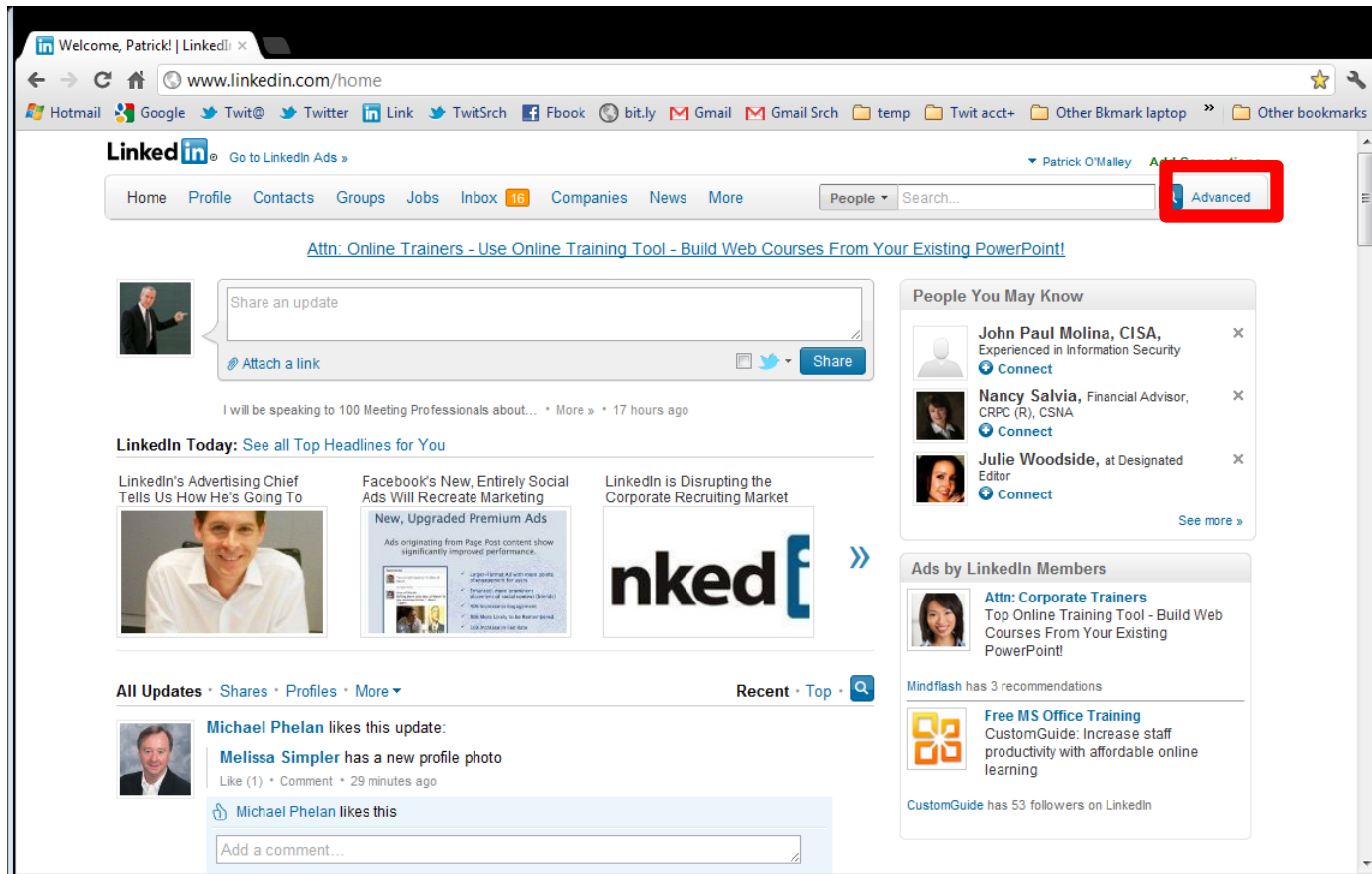
# Friends Of Friends Network



# Prospecting

11

- LinkedIn “Advanced Search”



Keywords:

First Name:

Last Name:

Location:

Country:

Postal Code:  [Lookup](#)

Within:

Title:

Company:

School:

Search

**More Search Power**  
Upgrade for additional Premium Filters

Narrow your search by:

- Years of Experience
- Function
- Groups, and more

[Learn More](#)

- Industries:**
- All Industries
  - Accounting
  - Airlines/Aviation
  - Alternative Dispute Resolution
  - Alternative Medicine

- Relationship:**
- All LinkedIn Members
  - 1st Connections
  - 2nd Connections
  - Group Members
  - 3rd + Everyone Else

- Language:**
- All Languages
  - English
  - Spanish
  - German
  - French

- Company Size:**
- All Company Sizes
  - 1-10
  - 11-50
  - 51-200
  - 201-500
  - 501-1000
  - 1001-5000
  - 5001-10000
  - 10000+

- Seniority Level:**
- All Seniority Levels
  - Manager
  - Owner
  - Partner
  - CXO
  - VP
  - Director
  - Senior
  - Entry
  - Students & Interns
  - Volunteer

- Interested In:**
- All LinkedIn Members
  - Potential employees
  - Consultants/contractors
  - Entrepreneurs
  - Hiring managers
  - Industry experts
  - Deal-making contacts
  - Reference check
  - Reconnect

- Fortune 1000:**
- All Companies
  - Fortune 50
  - Fortune 51-100
  - Fortune 101-250
  - Fortune 251-500
  - Fortune 501-1000

Keywords:

First Name:

Last Name:

Title:

Current

Company:

Current or past

School:

Location:

Country:

Postal Code:  [Lookup](#)

Within:

OpenLink members only

[Search](#)

[Less](#)

All Companies

Citi (28)

Credit Suisse (21)

JPMorgan Chase (14)

NBCUniversal, Inc. (12)

Merrill Lynch (10)

[Show more...](#)

3,263 results

Sort by: Relevance View: Expanded [Save Search](#)



**Steven Adler** (2nd)

CFO at Track Entertainment  
Greater New York City Area · Financial Services  
274 connections

[Connect](#)

Current: CFO at Lela.com, CFO at Purple Key, CFO... [more](#)  
Past: CFO at Totsy.com, CFO at ... [more](#)  
Groups: Wharton School Alumni · Andersen ... [more](#)  
[1 shared connection](#) · [Similar](#)



**Harry K.** (3rd)

Chief Operating Officer at TPG Direct  
Greater New York City Area · Marketing and Advertising  
105 connections

[Send InMail](#)

Current: COO & CFO at TPG Direct, COO & CFO at... [more](#)  
Past: COO at Goodman & Company, COO at ... [more](#)  
[Similar](#)



**Michael Sabanos** (2nd)

EVP and CFO at Hub International Northeast  
Greater New York City Area · Insurance  
118 connections

[Connect](#)

Current: EVP and CFO at Hub International ... [more](#)  
Groups: ARExecutiveSearch / The ARGroup of ... [more](#)  
[1 shared connection](#) · [Similar](#)



**Sarah Ham** (2nd)

CFO GroupM Int...  
Greater New York City Area · Online Media  
326 connections

[Connect](#)

Current: CFO at GroupM Interaction, CFO GroupM... [more](#)  
Past: CFO/COO Beyond Interactive at ... [more](#)  
Groups: NYU Stern School of Business  
[1 shared connection](#) · [Similar](#)



**Gary Schrodt** (2nd)

CFO Macy's Home Store at Macy's  
Greater New York City Area · Retail  
200 connections · 1 recommendation

[Connect](#)

Current: SVP/CFO and Operations at Macy's ... [more](#)  
Past: SVP/CFO at Macy's Midwest, SVP/CFO at... [more](#)  
Groups: Burdines (Macys Florida) Current ... [more](#)  
[1 shared connection](#) · [Similar](#)



**John Ryan** (2nd)

[Profile Organizer](#) »  
[Saved Searches](#) »  
[Reference Search](#) »

**Attn: Corporate Trainers**



Top Online Training Tool - Build Web Courses From Your Existing PowerPoint

**Rich Dad Poor Dad Boston**



Free 2-Hour Seminars: July 17-19. Free gift for attendees, don't miss out!

**Free MS Office Training**



CustomGuide: Increase staff productivity with affordable online learning

[Ads](#)

Keywords:

First Name:

Last Name:

Title:

Current

Company:

Current or past

School:

Location:

Country:

Postal Code:  [Lookup](#)

Within:

OpenLink members only

[Search](#)

[Less](#)

All Companies

- Citi (28)
- Credit Suisse (21)
- JPMorgan Chase (14)
- NBCUniversal, Inc. (12)
- Merrill Lynch (10)

[Show more...](#)

3,263 results Sort by: Relevance View: Expanded Save Search



**Steven Adler** (2nd)  
CFO at Track Entertainment  
Greater New York City Area · Financial Services  
274 connections

[Connect](#)

Current: CFO at Lela.com, CFO at Purple Key, CFO... more  
Past: CFO at Totsy.com, CFO at ... more  
Groups: Wharton School Alumni · Andersen ... more  
[1 shared connection](#) · [Similar](#)



**Harry K.** (3rd)  
Chief Operating Officer at TPG Direct  
Greater New York City Area · Marketing and Advertising  
105 connections

[Send InMail](#)

Current: COO & CFO at TPG Direct, COO & CFO at... more  
Past: COO at Goodman & Company, COO at ... more  
[Similar](#)



**Michael Sabanos** (2nd)  
EVP and CFO at Hub International Northeast  
Greater New York City Area · Insurance  
118 connections

[Connect](#)

Current: EVP and CFO at Hub International ... more  
Groups: ARExecutiveSearch / The ARGroup of ... more  
[1 shared connection](#) · [Similar](#)



**Sarah Hammel** (2nd)  
CFO GroupM Interaction  
Greater New York City Area · Online Media  
326 connections

[Connect](#)

Current: CFO at GroupM Interaction, CFO GroupM... more  
Past: CFO/COO Beyond Interactive at ... more  
Groups: NYU Stern School of Business  
[1 shared connection](#) · [Similar](#)



**Manoj Aggarwal**  
Digital & Social Media Lead at DeVito/Verdi



**Gary Schrodt** (2nd)  
CFO Macy's Home Store at Macy's  
Greater New York City Area · Retail  
200 connections · 1 recommendation

[Connect](#)

Current: SVP/CFO and Operations at Macy's ... more  
Past: SVP/CFO at Macy's Midwest, SVP/CFO at... more  
Groups: Burdines (Macys Florida) Current ... more  
[1 shared connection](#) · [Similar](#)

[Profile Organizer](#) »  
[Saved Searches](#) »  
[Reference Search](#) »

### Attn: Corporate Trainers



Top Online Training Tool - Build Web Courses From Your Existing PowerPoint

### Rich Dad Poor Dad Boston



Free 2-Hour Seminars: July 17-19. Free gift for attendees, don't miss out!

### Free MS Office Training



CustomGuide: Increase staff productivity with affordable online learning

Ads



# \$150,000 Tip

- Result for sales client:
  - 6 deals, 4 months, min \$25K per deal, min \$150,000 revenue

Keywords:

First Name:

Last Name:

Location:  Located in or near:

Country:  United States

Postal Code:  10178 [Lookup](#)

Within:  10 mi (15km)

Title:  cfo

Current

Company:

Current or past

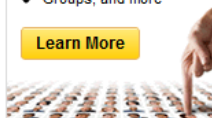
School:

**More Search Power**  
Upgrade for additional Premium Filters

Narrow your search by:

- Years of Experience
- Function
- Groups, and more

[Learn More](#)



Search

**Industries:**  All Industries

- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

**Relationship:**  All LinkedIn Members

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

**Language:**  All Languages

- English
- Spanish
- German
- French

**Company Size:**  All Company Sizes

- 1-10
- 11-50
- 51-200
- 201-500
- 501-1000
- 1001-5000
- 5001-10000
- 10000+

**Seniority Level:**  All Seniority Levels

- Manager
- Owner
- Partner
- CXO
- VP
- Director
- Senior
- Entry
- Students & Interns
- Volunteer

**Interested In:**  All LinkedIn Members

- Potential employees
- Consultants/contractors
- Entrepreneurs
- Hiring managers
- Industry experts
- Deal-making contacts
- Reference check
- Reconnect

**Fortune 1000:**  All Companies

- Fortune 50
- Fortune 51-100
- Fortune 101-250
- Fortune 251-500
- Fortune 501-1000

**What would you search for?**



# Advanced Search Strategy

- What would you search for?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

# Abbreviations

- The following are the same:
  - CEO
  - Chief Executive Officer
- The following are different
  - Unix System Administrator
  - Unix Sys Administrator
  - Unix System Admin
  - Unix Sys Admin

# Pay For LinkedIn?

19

- See who looks at your profile
- InMails
  - For \$25, X per month
    - One of my hottest, undocumented tips
    - How to get 10 times X tips
- InMail tips
  - Short, under 90 words
  - Start with name of a common connection if you have one
  - Get to the point

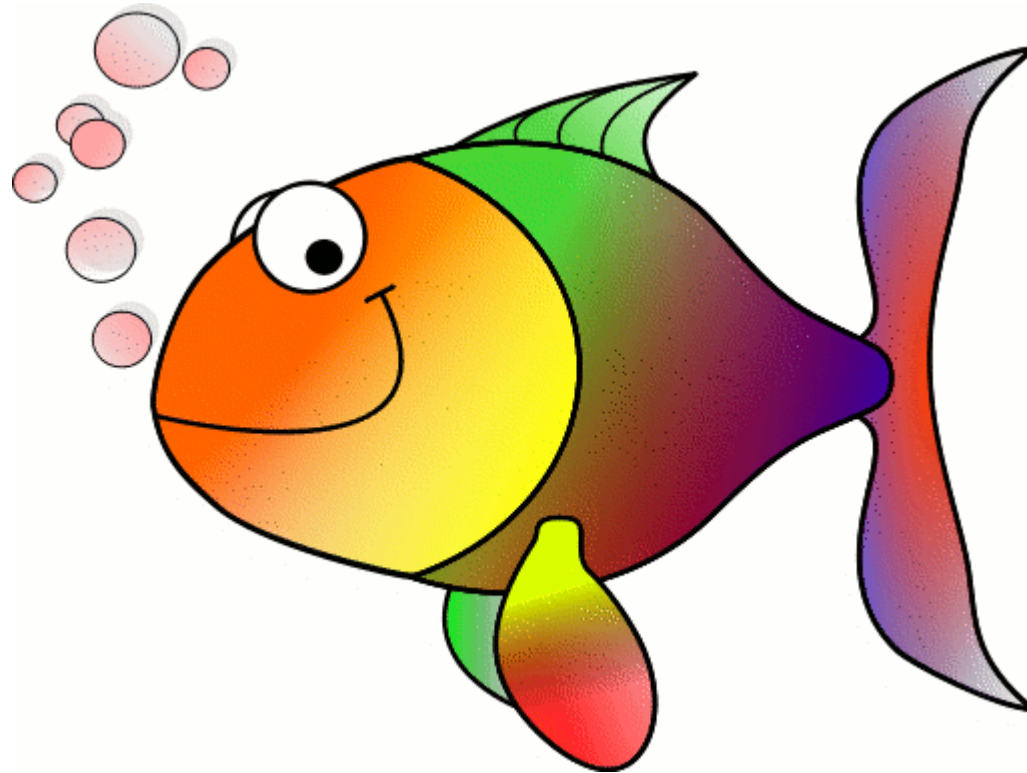
- Pots
- Tops
- Spot
- ... come to a green light?

# Cold Contact

- You found someone
- Scrutinize target profile
  - Common connections
  - Old companies
  - Schools
  - Interests
  - Flattery points
  - Twitter tweets...
    - Even if you don't have an account

# Joke

22



- Inviting people
  - Upper right, Add Connections
    1. On the right, enter email addresses. Warning about commas...
      - <http://www.the-linkedin-speaker.com/blog/2009/10/01/linkedin-invisible-bug-when-you-send-invitations-by-email-address/>
    2. On left enter email address
    3. Left at bottom “Import your desktop email contacts” and add file
    4. LinkedIn Outlook toolbar, More...

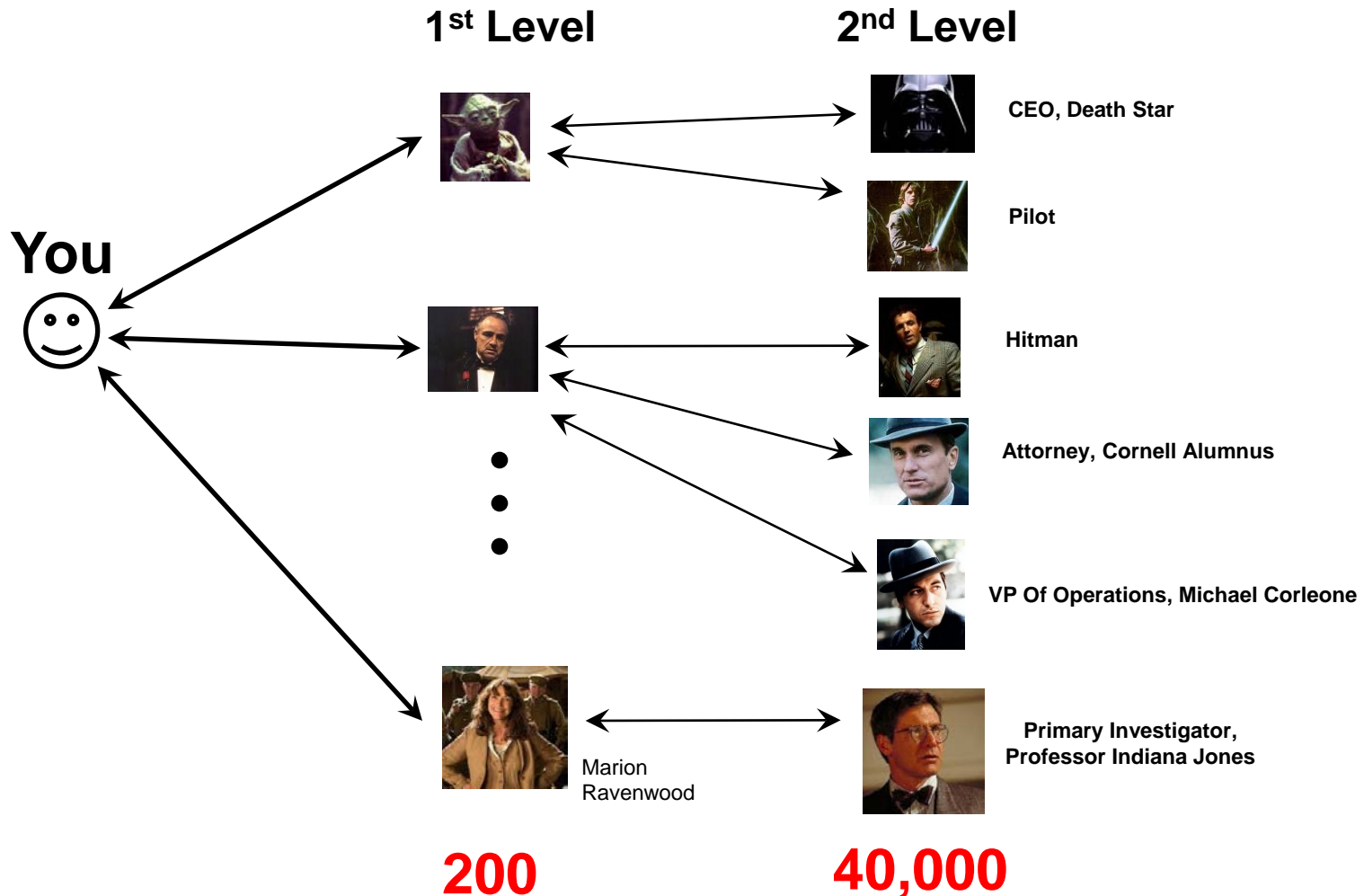
# Connections And Levels

24

- 2<sup>nd</sup> level connections are “friends of friends”
  - Heart & Soul of LinkedIn
- Beauty of mathematics
  - 50 times 50 = 2500
  - 200 times 200 = 40,000
- 3<sup>rd</sup> level connections
- “Out of network”
  - Connect to a LION
  - My Google trick
    - <http://www.the-linkedin-speaker.com/blog/2010/02/02/linkedin-expert-tip-find-out-of-network-without-paying-25-dollars/>



# Friends Of Friends Network



- Different philosophies
  1. Only trusted
  2. Business card replacement
    1. Problems with business cards...
      1. People move
      2. No pictures
      3. No details
    3. LION (LinkedIn Open Networkers)
    4. Combination of the above
- Discuss good/bad networking...

- Inviting new people
- Name but no email?
  - Upper right, Search or Advanced Search
  - Upper left, Relevance
  - Click on Profile
  - Upper right, “Add to network”

Your professional image starts here: 250 Free Business Cards + Free Stamp from Vistaprint



Share an update  
Attach a link Share

Facebook tip - Stop Socialcam, Viddy, etc from broadca... More » 5 days ago

LinkedIn Today: See all Top Headlines for You

Google Chrome Just Passed Internet Explorer To Become



Facebook Shares Slump 11% on Second Day



Google CEO Larry Page on Charlie Rose — Talks



Patrick, your expertise is needed!  
From Christine Kong - Way to get off IDK list

People You May Know

- Karen Potischman, Human Resources Professional currently  
Connect
- Mitch Fielder, Special Events Entertainment Supervisor at Six Flags  
Connect
- Colleen Rickenbacher, Co-founder at Global Protocol, Etiquette &  
Connect

See more »

Show 1 more recent update...



David Bradley Science Writer via Twitter

sciencebase Calc: Probability "p" that Parcelforce will try to deliver my package within time "t-300s" of my leaving the house to walk the dog "d"

Favorite Retweet Reply 3 minutes ago



Paul Harrison (Carve Social Media & Corporate Social Networking Consultant Group)

posted: IBM study - If you don't have a social CEO, you're going to be less competitive  
http://ow.ly/b437m


Like Comment 3 minutes ago

The Keurig® Brewing System  
Get your FREE trial today

Search  
Anil K Nair  
 Keep filter selections  
Search More

- Refine By
- Current Company**
    - All Companies
    - Wipro Infotech (1)
    - Boston University School... (1)
    - Tecnimont (1)
    - Landmark Group (1)
    - American Academy of... (1)
    - Show more...
  - 
  - Relationship**
    - All LinkedIn Members
    - 1st Connections (0)
    - 2nd Connections (1)
    - Group Members (2)
    - 3rd + Everyone Else (19)
  - Location**
    - All Locations
    - India (12)
    - United Arab Emirates (6)


Sort by: Relevance View: Expanded 22 results Save

 **Anil K Nair** (2nd)  
Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimers Disease Clinical Trial at Quincy Medical Center  
Greater Boston Area | Biotechnology  
232 connections  
Current: Chief of Neurology, Site Primary Investigator, H3 more...  
Past: Meeting from today at Metabolon, Primary Investigator, more...  
In Common: 1 shared connection

Hover here

 **Anil K Nair** (3rd)  
Managing Partner, Digital Law Kenneth  
Mumbai Area, India | Internet  
412 connections  
Current: Managing Partner at Digital Law & Kenneth, Managing more...  
Past: Vice President at St. Luke's India, Brand Planning more...

 **Anil K Nair** (3rd)  
Managing Partner at Digital Law & Kenneth  
Mumbai Area, India | Internet  
352 connections  
Current: Managing Partner at Digital Law & Kenneth  
Past: Managing Partner at Law & Kenneth, Brand Planning more...

 **Anil K Nair** (3rd)  
Financial Administrator  
Bahrain | Hospital & Health Care  
500+ connections | 3 recommendations  
Current: Financial Administration at VKL Group. Bahrain

Create an Ad

**Free MS Office Training**  
CustomGuide: Increase staff productivity with affordable online learning

**Online Advertising Trends**  
Q1 2012 PPC Trends and Insights for Online Advertising Campaigns

**Need White Paper Writing?**  
Thought Leadership Increases Sales: Let Us Write Your Custom White Papers

Ads by LinkedIn Members

Search

Anil K Nair

Keep filter selections

Search More

Refine By

**Current Company**

All Companies

Wipro Infotech (1)

Boston University School... (1)

Tecnimont (1)

Landmark Group (1)

American Academy of... (1)

Show more...

Enter company name

**Relationship**

All LinkedIn Members

1st Connections (0)

2nd Connections (1)

Group Members (2)

3rd + Everyone Else (19)


**Location**

All Locations

India (12)

United Arab Emirates (6)

Sort by: Relevance View: Expanded 22 results Save



**Anil K Nair** (2nd)

**Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimers Disease Clinical Trial at Quincy Medical Center**

Greater Boston Area | Biotechnology  
232 connections

Current: Chief of Neurology, Site Primary Investigator, H3 more...  
Past: Meeitng from today at Metabolon, Primary Investigator, more...  
In Common: 1 shared connection


Send InMail  
Get introduced  
Add to network  
Find references  
Save profile

**Anil K Nair** (3rd)

**Managing Partner, Digital Law Kenneth**

Mumbai Area, India | Internet  
412 connections

Current: Managing Partner at Digital Law & Kenneth, Managing more...  
Past: Vice President at St. Luke's India, Brand Planning more...



**Anil K Nair** (3rd)

**Managing Partner at Digital Law & Kenneth**

Mumbai Area, India | Internet  
352 connections

Current: Managing Partner at Digital Law & Kenneth  
Past: Managing Partner at Law & Kenneth, Brand Planning more...

**Anil K Nair** (3rd)

**Financial Administrator**

Bahrain | Hospital & Health Care  
500+ connections | 3 recommendations

Current: Financial Administration at VKL Group, Bahrain

Create an Ad

**Free MS Office Training**



CustomGuide: Increase staff productivity with affordable online learning

**Online Advertising Trends**



Q1 2012 PPC Trends and Insights for Online Advertising Campaigns

**Need White Paper Writing?**



Thought Leadership Increases Sales: Let Us Write Your Custom White Papers

Ads by LinkedIn Members

[Free MS Office Training - CustomGuide: Increase staff productivity with affordable online learning](#) From: CustomGuide

« [Go back to Search Results](#)

[Next »](#)



## Anil K Nair

2nd

Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimers Disease Clinical Trial at Quincy Medical Center

Greater Boston Area | Biotechnology

**Current** Chief of Neurology, Site Primary Investigator, H3 Blocker for Alzheimers Disease Clinical Trial at [TheAlzCenter.org](#) at [Quincy Medical Center](#) [📄](#)

Neurologist at Framingham Heart Study  
Site Primary Investigator, Dimebon Phase 3 Study at [TheAlzCenter.org](#) [📄](#)

[see all](#) ▼

**Past** Meeting from today at Metabolon  
Primary Investigator, Gamma Secretase Study at Boston University School of Medicine [📄](#)  
Behavioral Neurologist at Marshfield Clinic [📄](#)

**Education** Mayo Medical School  
Cleveland Clinic  
Temple University  
[see all](#) ▼

**Connections** 232 connections

**Websites** [Company Website](#)

**Twitter** [Follow @thealzcenter](#)

**Public Profile** <http://www.linkedin.com/pub/anil-k-nair/12/81b/189>

[Connect](#)

[Ask Anil K For More Info](#)

[Send InMail](#)

[Get introduced through a connection](#)

[Search for references](#)

[Save Anil K's Profile](#)



INTRODUCING  
**Samsung GALAXY Note™**  
phone? tablet? *best of both.*

[GET IT AT](#) [GET IT AT](#)

### Anil K's Activity

[Anil K Nair](#) has an updated profile (Experience)

3 days ago

Invite Anil K to Connect | Lii x BI Google Overtakes Internet E x

www.linkedin.com/people/invite?from=profile&key=43834425&firstName=Anil+K&lastName=Nair&authToken=Ssy0&auth

Hotmail Google Twit@ Link TwitSrch Fbook bit.ly Gmail Srch temp Twit acct+ TinyURL! Other bookmarks

LinkedIn Go to LinkedIn Ads » Patrick O'Malley Add Connections

Home Profile Contacts Groups Jobs Inbox 20 Companies News More People Search... Advanced

Add Connections Colleagues Alumni People You May Know View Sent Invitations

### Invite Anil K to connect on LinkedIn

How do you know Anil K?

- Colleague
- Classmate
- We've done business together

Keynote Speaker & Corporate Trainer at 617-PATRICK

Choose a company...

- Keynote Speaker & Corporate Trainer at 617-PATRICK Social Media Training and Consulting
- VP of Marketing at National Speakers Association - New England
- Immediate Past President at ASTD Boston (American Society of Training and Development)
- President at ASTD Boston (American Society of Training and Development)
- Chief Learning Officer at Northern Light SinglePoint
- General Manager at Northern Light Singlepoint
- VP of Operations at Northern Light Search Engine & Divine
- Computer Trainer at Patrick O'Malley Training at Patrick O'Malley and Associates Training
- Computer Consultant at Patrick O'Malley Consulting at Patrick O'Malley and Associates Consulting
- Director of Operations at Ziff-Davis, IAC, TTSG, TFS, Thomson
- OpenVMS/VMS Instructor at Digital Equipment Corporation (DEC)/Compaq/HP
- Principal Trainer at Digital Equipment Corporation
- Faculty, Part time at Northeastern University
- Other...

Import

Send invitation Cancel

Help Center | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Publishers | Language | Upgrade Your Account

LinkedIn Corporation © 2012 | User Agreement | Privacy Policy | Copyright Policy | Send Feedback



# Who Would You Connect To?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

- Who would you connect to?
  - Former workers
  - College roommates, friends, social club members, teammates
  - High school friends
  - Neighborhood groups
  - Parent groups
  - Military friends
  - Childhood friends, i.e. Cub Scout, Girl Scout, Baseball, Gymnastics, ...
  - People you met at conventions
  - Relatives
  - Others

- Start simple
  - Not a resume
  - Only as much detail as you want
    - Jobs & years
    - Colleges & years
  - For a LinkedIn tutorial
    - <http://www.patrickomalley.com/linkedin-quick-start-tutorial.html>

- How many know how to spell your last name?
  - <http://www.the-linkedin-speaker.com/blog/2009/01/27/missing-linkedin-tip-%e2%80%93-misspell-your-last-name-in-your-linkedin-profile/>
- Maiden name
  - <http://www.the-linkedin-speaker.com/blog/2009/04/15/linkedin-training-best-way-to-put-your-maiden-name-linkedin-profile/>
- Professional Headline – not title
  - <http://www.the-linkedin-speaker.com/blog/2009/05/07/linkedin-training-tip-professional-headline-should-be-a-marketing-phrase-not-your-job-title/>

- Your Professional Headline
  - Not your title
  - Marketing slogan
  - Elements
    - Sales person
    - Product
    - City or cities you work in
    - Awards?

# Professional Headline

38

- Exercise

Are you blacklisted? - Here's how to see if your email server is blacklisted. Read article From: Pinpointe On-Demand, Inc.



Edit Photo

Patrick O'Malley Edit

Social Media Speaker, Consultant, Innovator, see videos @ http://www.PatrickOmalley.com

Greater Boston Area | Marketing and Advertising

Improve your Profile

View profile

Ask for recommendations

Create your profile in another language

90% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

Confirm your current position (+5%)

Add your skills & expertise (+5%)

Ads by LinkedIn Members



Are you blacklisted?

Here's how to see if your email server is blacklisted. Read article

Learn More »



Social Entrepreneurship

Current Keynote Speaker & Corporate Trainer at 617-PATRICK Social Media Training and Consulting Edit

+ Add a current position

Past President at ASTD Boston (American Society of Training and Development)

Chief Learning Officer at Northern Light SinglePoint

General Manager at Northern Light Singlepoint

see all

Education University of Massachusetts at Amherst - Isenberg School of Management

Cornell University

Waltham High School, St Sebastian's

- Blog entry at
  - <http://www.the-linkedin-speaker.com/blog/2009/05/07/linkedin-training-tip-professional-headline-should-be-a-marketing-phrase-not-your-job-title/>



# More “Pat Tricks”

41

- Add keywords that your potential clients might look for
  - Products
  - Vendor type
  - Abbreviations
  - Misspellings
- Exercise

- What do you need?
- You are
  - looking for knowledge
  - relevant information
  - fast

# Should have called it ...

43

**Prompt  
Access  
To  
Relevant  
Information  
Containing  
Knowledge**

- Groups
  - Yours
  - Your customers
- Questions & Answers
  - Show potential clients your expertise
  - Professional Headline
- Events
- Lots more...

# LinkedIn Conclusions

45

- Rolodex
- Search engine
  - Find contacts
  - Have others find you

- You are in a race
- You pass the person in 2<sup>nd</sup> place
- What place are you in?

# YouTube

# YouTube

48

- Testimonials
- TV commercial for products
  - Demo?
- Free



# Testimonials

49

- Record testimonials from happy clients
  - Learn to record a testimonial on your phone
- Upload to YouTube

# Social Media and Google SEO Expert

Let me help your business with internet marketing



## Keynote Speaking, Training, Consulting

(617)-PATRICK

### Social networking speaker testimonials, Page 1

#### Index to social media speaker testimonials:

- [Videos & text testimonials from social media presentations Page 1](#)
- [Videos & text testimonials from social media presentations Page 2 \(at MPI in Cancun\)](#)
- [Video testimonials from social media presentations Page 3 \(NATD, Venture Group, MPI, others\)](#)
- [Videos from testimonials from social media presentations at BWG, Boston](#)
- [Videos from Social Media for Sales, Boston conference training speaker](#)
- [In text on LinkedIn](#)



Home

Keynote Speaker One Sheet, etc

Social Media Speaker Videos

Testimonials

TV appearances

BLOG - Social Media

LinkedIn Training

LinkedIn Training Expert Tips

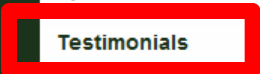
Time Saving "Pat Tricks"

Courses/Workshops

Public Events

Resources

Contact us



- Make videos!!
  - Testimonial
  - TV commercial
    - Demo??
  - Put the same keywords in the “Title” of the video that you think your customers would use

# Twitter

- “Micro-blogging”
  - 140 character messages, called “tweets”
  - Junk
- Like Facebook “status updates”
- You
  - create an account
  - choose people to “follow”

# What Does Twitter Stand For? <sup>54</sup>

**Time**

**Wasted**

**In**

**Tracking**

**Tiny**

**Egotistical**

**Rants**

# Twitter Search

- [Search.twitter.com](https://search.twitter.com)
- Search for any “tweets” by anybody
  - Any words
  - In a geographical location

# Search For...

- To find potential customers/contacts
  - “Trigger words”
    - Micro-plate instrument
    - Fisher-Scientific
  - Competitors names
    1. \_\_\_\_\_
    2. \_\_\_\_\_
    3. (find angry customers)
- In general
  - Your brand name or product brand name



# Twitter 5 minute test

- Do a search every few months for critical keywords to see if your audience is using Twitter yet

# Twitter Conclusions

- If you're clients aren't using twitter, its probably not worth your time
  - Except reading their tweets

# TONS More...

- Handout
  - <http://www.617-PATRICK.com>
- I will send you a LinkedIn invite, or invite me
  - List of emails

# Wrap-up

60

- LinkedIn for networking
- Twitter
- YouTube

**Social Media  
Google SEO**



**(617)-PATRICK**

**Thank You**

**Contact Information:**  
**(617)-PATRICK**  
[www.617-patrick.com](http://www.617-patrick.com)  
[pat@617-patrick.com](mailto:pat@617-patrick.com)  
**Twitter: @617patrick**

