

BIZBUZZ SOCIAL MEDIA CONFERENCE, NOV. 1, 2011

I attended the [BizBuzz Social Media Conference](#) on November 1 at the Holiday Inn, Electronics Parkway in Liverpool. A crowd of between 300 and 400 turned out for the event, with attendees from a wide variety of companies and industries. These are my notes on the presentations I attended. There were probably another 10 or so that I would have liked to attend, but they ran concurrently with these.

Keynote Presentation: Holy Shift – Your Marketing is Broken!

Presenters: Brian and Eddie Bluff, co-founders of [Site-Seeker, Inc.](#)

- Angry customers can spread the word to thousands of people
- Today, we are all content creators and we're all connected
- Problem: We don't trust anyone
 - Politicians – goes without saying
 - The media entertains but does not inform
 - Business scandals have made us distrustful of business
- Marketing used to be one-way advertising, but now is two-way
 - Relationship marketing took off around 1990
- Key to business success today is creating lifelong customers
- Social media is creating new opportunities, but business has been slow to adapt
- Problem: People self-limit the information they access
 - Tend to go to sources they agree with
- Social media is making us more narcissistic
- To succeed at social media, It's vital to understand search technology
- A good search program drives a steady stream of traffic to your site
- Social media is not for selling
- Find out where you can post your content – grow your brand
- Organizations need a social media plan, including:
 - What success looks like
 - Measurements
 - Strategy
 - An action plan – who will do what?
- It's important to measure return on investment
- Need to use intuition to see how the interaction of all platforms (Facebook, Twitter, email, YouTube, etc.) produce results
- Social Media + Search = Growth

#Trending – What’s Next For Social Media

Presenter: [Anthony J. Rotolo](#), Assistant Professor of Practice, Syracuse University School of Information Studies

- The human desire to share information is very old
- What’s different now is the numbers – easier for large numbers of people to share information
- There is a significant trend toward use of mobile technology to access the Internet
- Most Twitter users are over 25 years old
- Facebook, Twitter and YouTube are no longer emerging technologies – they’re mainstream
- Question for businesses is how best to distribute their content
- [Foursquare](#) has also become mainstream – more than 10 million users worldwide
- [SCVNGR](#) is another location-based social network
 - Designed with business in mind
 - Businesses create scavenger hunts with prizes at the end
 - Its power comes from participants sharing their experiences on Twitter, etc.
 - Unlike the others, this service is not free
- [Tumblr](#). Is a service somewhere between Twitter and blogging
 - Visual-oriented
 - Similar to Twitter but with no character limit
 - Allows for re-blogging
- [Instagram](#) – free photo-sharing service
- [Quora](#) – question & answer service
 - Users post questions – other users provide answers
 - Gives the user the ability to create thought leadership
- Deal sites – Ex: [Groupon](#)
 - Market is getting saturated
 - You see the same types of businesses on them consistently
 - Questionable as to whether businesses get a “bang for the buck”
- [QR codes](#)
 - Most people don’t know how to use them
 - Need to have creative instructions on materials showing QR codes
- [StumbleUpon](#)
 - Service that allows users to build profiles around their interests
 - When the user clicks the STUMBLE button, it takes him to random content that matches his interests
 - Businesses want users to “stumble” upon their sites
 - Users can share what they find via social media
- [Flipboard](#)
 - Aggregates content in a way that displays like a magazine
 - Great for the iPad

- [Zite](#)
 - Builds a magazine for user based on what he’s read previously
 - It learns over time what the user likes to read
- [GetGlue](#) – entertainment-centered
 - Social network based around the shared experience of consuming content (TV, movies, books)
 - Users interact with each other to discuss content
- [Turntable.fm](#)
 - Built around playing music for others
 - User picks music to play in a virtual room & invites friends on Facebook or Twitter to come and listen
 - Participants can post their reactions to the music
 - Businesses can create listening rooms for their Twitter followers to join and listen
- [Google Plus](#)
 - Allows for the creation of business pages
 - Question: Will it draw users away from Facebook?
 - Businesses need to decide whether it’s worth the time investment
- SU is hosting a [“#140cuse” conference](#) on April 19 – topic is how businesses and individuals can use the real-time Web to “do something meaningful”

I’m on LinkedIn...Now What?!

Presenters:

[Dan Klamm](#), Marketing & Communications Coordinator, Syracuse University Career Services

[Kim Brown](#), Alumni Program Coordinator, Syracuse University Career Services

[Tracy Tillapaugh](#), Career Counselor, Syracuse University Career Services

- A complete LinkedIn profile makes you show up better in search results
- Be aware of the information your profile is displaying
- Key parts of the profile you should complete:
 - Special sections:
 - Certifications
 - Awards
 - Volunteer experience
 - Recommendations
- You don’t have to be on LinkedIn every day to update it – it’s less work than Facebook and Twitter
- LinkedIn’s advanced search feature
 - Search by college and company
 - Ex: Syracuse U. grads who work for Nike
 - By industry in a certain geographic area

- Search group members
- LinkedIn is integrated with SimplyHired.com
- Be aware of what's on your company's LinkedIn page
- LinkedIn now has a "skills beta"
 - User does a search on one of his skills
 - Results show relevant users, jobs and groups

Personal Branding: Why It's Important for You and Your Business

Presenter: [Kelly Lux](#), Community Manager and Social Media Strategist, School of Information Studies, Syracuse University

- Your Google profile comes up in search results first – important to have a complete and accurate profile
- Your personal brand = What you're known for – how you present yourself
- Your online brand = How you market yourself to others
- Google yourself to see what people are learning about you
- Your online brand is important because people want to connect with you
- Three "C's" of Personal Branding:
 - Complete profiles
 - Consistent voice and posting
 - Content creation
- Things to think about when completing your profile
 - What do you want to be known for?
 - Who is your target audience?
 - What profiles do you already have online? (Google, LinkedIn, Facebook, etc.)
 - What profiles fit your business goals?
- Consistency
 - Content
 - Subject matter should match your interests
 - You can change your profile as topics change
 - Voice
 - Serious? Funny? Snarky?
 - Be who you really are
 - Engagement
 - Reach out to followers and respond
 - Re-tweet others' tweets – big compliment to the other user
- Content Creation
 - This is where you show your expertise
 - Tell stories about your business – people love stories
- Tumblr. Is very big with high school students and visually-oriented businesses

Content Matters

Presenter: Joanne Del Balso, EA, Owner of [No Fuss Accounting Services](#)

NOTE: Because the prior presentation ran a few minutes long, I arrived at this one late. The presentation was in a small, stuffy room, and by the time I arrived all the seats were taken. Some people sat on the floor; I stood in the back of the room for a half hour or so and left before it ended. Consequently, I wasn't able to take notes during the presentation. This is what I wrote down from memory.

- Showed how to create tabs for different blogs in iGoogle so you can organize incoming information
- She has created an Excel workbook where she catalogs all her tweets
 - Each category of tweets has a separate tab
 - Helps her to keep tweets under 140 characters – she has an Excel formula
 - Formula helps her keep tweets short enough so that they can be easily re-tweeted

Closing Keynote: Building Magnetic Brands in the Digital Age

Presenter: Mark Russell, Senior Partner, [EMA](#)

- “Brand as Friend”
- You should focus on nine key areas of friendship
 - Honesty
 - Story
 - Ex: [Johnny Walker YouTube video](#)
 - Style and Personality
 - [PUMA](#)
 - Target
 - Listen
 - Disney
 - Dell
 - Give Advice
 - Cisco
 - [Certifications](#) for network engineers
 - [Home Depot](#)
 - Care – in business for more than just the money
 - Proctor & Gamble – distributed products free to poor populations in Africa
 - Surprise
 - Generosity
 - Innovation
 - Unexpected creativity
 - Ex: [Cadbury gorilla ad](#) (NOTE: You owe it to yourself to watch this.)

- Connect
 - [Canon EOS Photochain](#)
- Loyal