



Social Media Training Services

The emerging world of social media presents exciting new opportunities for businesses to communicate directly with key constituents in ways that were unimaginable just a few years ago. Intermediaries are no longer necessary. You can now take your message directly to your public with minimal cost and waste.

It's an unprecedented opportunity, but it's also a complex new world, with plenty of standards, practices and pitfalls that are foreign to most marketers.

I help businesses understand social media and position themselves to take advantage of its power. I'm the author of the award-winning 2007 book [*The New Influencers: A Marketer's Guide to the New Social Media*](#), and the 2008 sequel, [*Secrets of Social Media Marketing*](#). I specialize in the application of blogging, podcasting, online video and social network communities to marketing and customer relations.

My training and content consulting services are the product of more than three years of intensive study of new media. I can shave months off your learning process and prepare you to enter the global online conversation with a strategy, and voice that stands out from your competitors.

My training and custom consulting services address these six key business priorities:

1. Understanding social media's growing importance in the changing media landscape;
2. Tools and tactics for tracking online conversations;
3. Turning online feedback into actionable information;
4. Overcoming internal obstacles to social media initiatives;
5. Selecting tools and metrics to match business objectives; and
6. Building and sustaining effective online communities.

Services begin with education and proceed through strategy and implementation.

Social Media Crash Course

My Social Media Crash Course provides a comprehensive introduction to social media, an overview of technologies and tools, numerous examples of business successes and failures and an overview of standards, norms and behavioral principles for social networks. If terms like "Technorati," "permalink," "tag cloud,"



“blogroll,” “widget,” “Feedburner,” “show notes,” “trackback,” “Digg,” “del.icio.us,” “Twitter” and “Creative Commons” are unfamiliar to you, this service will get you up to speed in a hurry.

Topics include:

- ➔ Definition and background of social media
- ➔ Key terms to understand
- ➔ How influence works in the blogosphere
- ➔ Tools and products to monitor online conversations
- ➔ Podcast and video opportunities for businesses – examples and advice
- ➔ The seven applications of corporate blogs
- ➔ Developing a content model
- ➔ Positioning and voice
- ➔ Analysis of top business blogs and why they’re successful
- ➔ Tricks of the trade for generating buzz and recognition
- ➔ A review of corporate applications of Web 2.0: what does and doesn’t work
- ➔ Social networks – concepts and constructs
- ➔ Definitions and distinctions: social networks, social news, social bookmarking sites, group instant messaging, meetups, photo-sharing, community software applications.
- ➔ Online video resources and applications
- ➔ Mashups
- ➔ Customer advocacy resources
- ➔ Online behavioral and cultural standards
- ➔ Tricks of the trade for generating buzz and recognition
- ➔ A review of corporate applications of Web 2.0: what is and isn’t working
- ➔ Decision grid: what social media is right for your needs?

Training is generally conducted in half-day seminars, with plentiful handouts and examples. Optimal class sizes are 10 to 15 participants.

Each presentation includes a package of published articles and recommended websites on relevant topics. Each customer will also be provided with two



complimentary copies of my book, *The New Influencers: A Marketer's Guide to the New Social Media*.

Specialized and Intensive Training

Once you understand the basics, you can move on to intensive training in these areas. Custom programs are also available:

- ➔ **Intensive Blogger Training** -- This course introduces prospective bloggers to the culture of the blogosphere and helps them prepare for the task of expressing themselves online. It includes advice on finding voice, identifying audience, blog promotion, reciprocal links, raising visibility through direct outreach, search engine optimization for blogs and tactics for driving traffic.
- ➔ **Hands On: Identifying Influencers** -- The Social Media Crash Course touches upon the basics of finding influencers online. In this course, we go in-depth to look at alternative search techniques using tags, social bookmarking sites, blogrolls and user-generated indexes to identify advanced sources of influence. This requires Internet access for all participants and every effort is made to tune the course to specific clients and topics that are relevant to the audience.
- ➔ **Advanced Blogging Techniques** – The Social Media Crash Course covers the seven different types of company blogs. In this two-hour course, we explore the merits of different approaches to blogging, tactics for generating awareness and traffic, creating a unique voice and tips and techniques for packaging information for maximum impact. This course is all about editorial content, from topic selection to awareness-raising tactics.
- ➔ **Writing for Search** – Every person inside your company or associated with your company should be publishing with an eye toward search optimization. This discipline goes way beyond keywords and tagging. Writing for search involves optimizing your approach, packaging, topic selection, visuals, syndication and other factors to associate your brand with the terms your customers use.

Social Media Strategy Services

My social media strategy services apply the concepts learned in the training stage to the client's specific circumstances. We jointly analyze the business objectives, determine potential applications of social media tools, define a unique position and voice, choose appropriate participants and train them in the best practices and



nuances of the medium. We also show marketers how to monitor the conversations going on around them.

This is where it all comes together for the business. Using the techniques outlined in the training, I show you how to tap into the conversations taking place around your company and market and how to determine which influencers merit your attention. I also define strategies for connecting with those people and, where possible, enlisting them as brand advocates.

The second part of the strategy consultation is helping you to enter the global conversation. When you do, you'll understand the culture, practices and etiquette of the medium. You'll know what it takes to be successful and what mistakes to avoid. Most importantly, you'll have a content model that insures that your contributions are unique, compelling and relevant to the audience you are trying to reach.

My strategy consultations consist of on-site meetings to determine objectives, examine the competitive landscape and analyze the company's communications strengths and weaknesses. Recommendations provide a starting point for a social media initiative, and regular reviews and written feedback sessions are encouraged in the first few months to keep the strategy on track. A typical engagement lasts three to six months, by which time the organization is generally ready move communications and monitoring activities in-house.

Pricing

Half-day seminars and specialized training is priced at \$2,500, plus expenses, when conducted in the Northeast U.S. For locations outside of the Northeast, I offer a \$5,000 package that includes the half-day Crash Course plus either a half day of intensive training or onsite consulting. International engagements are priced according to distance and time requirements.

I also offer a remote option that delivers a half-day seminar or specialized training course via an online meeting service for \$2,000.

Strategic consulting is provided on a retainer basis with prices ranging from \$5,000 to \$15,000 per month, depending on the scope of activities, the number of people involved in the initiative and the services required. All consulting services are custom bid depending on client needs.

About Paul Gillin



Paul Gillin is an award-winning writer and content marketing consultant specializing in technology and new media. His company advises business-to-business marketers on strategies to optimize

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their use of online channels to reach buyers cost-effectively at different stages of the buying cycle. He specializes in social media and the application of personal publishing to brand awareness and business marketing.

Paul is a veteran technology journalist with more than 23 years of editorial leadership experience. He was founding editor-in-chief of TechTarget, one of the most successful new-media firms to emerge on the Internet. Previously, he was editor-in-chief and executive editor of Computerworld, the newsweekly for IT leaders.

Paul's book about social media, [*The New Influencers: A Marketer's Guide to the New Social Media*](#), was published by Quill Driver Books in the spring of 2007. His next book, [*Secrets of Social Media Marketing*](#), will be published in the fall of 2008. Paul also writes the [New Channels column](#) for BtoB Magazine and the [Innovations blog](#) at Ziff-Davis Enterprise. He is a research fellow at the [Society for New Communications Research](#) and chairman of the social media cluster at the [Massachusetts Technology Leadership Council](#). His website is www.gillin.com and he blogs at www.paulgillin.com and a www.newspaperdeathwatch.com.