

facebook

my life

Find everyone. All in one place.™



Социалните мрежи



classmates.com®



twitter

You Tube





Home Business Network Workshop: Program

Използването на социалните медии за
подобряването на маркетинг резултатите

Презентирано от
Chris Brown
President and Owner
Marketing Resources & Results

June 25, 2009

The resources you need, for the results you want.

facebook

my life

Find everyone. All in one place.™



twitter



classmates.com®

You Tube





Социалните медии, какво е това?

Социалните медии са онлайн технологии и практики, които използват хората да споделят съдържание, мнения, идеи, опит, перспективи, както и самите медии.



Социална Медия:Какво е това?

Социални медии могат да приемат най-различни форми, включително **текст**, изображения, аудио и видео.

Социалният медийни сайтове обикновено използват инструменти като послание, дъски, форуми, подкасти, маркери, общности, уикита, **блогове** и др.

Top 20 Social Networking Websites

The following report shows **websites** for the industry '**Computers and Internet - Social Networking and Forums**', ranked by **Visits** for the **week** ending **05/09/2009**.

Rank	Website	Visits
1.	MySpace	31.11% 
2.	Facebook	28.32% 
3.	Youtube	8.88% 
4.	Tagged	2.00% 
5.	Yahoo! Answers	1.43% 
6.	Twitter	1.39% 
7.	myYearbook	1.06% 
8.	Yahoo! Groups	0.98% 
9.	Mylife	0.56% 
10.	Yahoo! Profiles	0.54% 
11.	Yahoo! Message Boards	0.53% 
12.	Windows Live Home	0.53% 
13.	Classmates	0.46% 
14.	Meebo	0.44% 
15.	MySpaceTV	0.36% 
16.	BlackPlanet.com	0.32% 
17.	Bebo	0.32% 
18.	LinkedIn	0.32% 
19.	Scribd	0.29% 
20.	hi5	0.29% 

HitWise

Top
Социални
Мрежи по
посещения

5/9/2009

facebook®



twitter

LinkedIn®



- Качване на снимки или публикуване на бележки
- Последните новини от приятели
- Постване на видео във вашия профил
- Използване на настройките за поверителност да контролирате кой вижда Вашето Info
- Присъединете се към мрежата за да видиш хора, които живеят, учат или работят около теб

Now you can have a username for your Facebook profile

Easily direct friends, family, and coworkers to your profile with a Facebook username. Set your username now.

close

Public Profiles

Photos

Links

Video

Notes

More

Create



What's on your mind?

Share



Sage Lewis What are the lessons I was supposed to learn today? "As long as I'm breathing, I'm still in the game. & it's all just a game."

47 minutes ago · Comment · Like



Ronald Finklestein at 5:23pm June 22
That is a very profound observation and so true

Write a comment...



Shirl Matz 06-21-09 Myrtle Beach Pics-1 of my wonderful hubby and the other scene from our condo veranda



Mobile Uploads
By: Shirl Matz
Photos: 2

2 hours ago · Comment · Like · Share



Stephen Hopson Went to the gym for a regular workout (45 min cardio, 15 weights) then decided to go for a run outside followed by the longest walk I've ever done in a day - felt great!

3 hours ago · Comment · Like



Sage Lewis New blog post: Search Engine Marketing News - June 22, 2009 <http://bit.ly/3IdwB>

5 hours ago · Comment · Like



Ronald Finklestein Had a great fathers day dinner with my son.

9 hours ago · Comment · Like



Beth Thomas Hertz at 10:37am June 22
Yes, your daughter is off keeping the world safe for politicians

Requests

See All

- 2 cause invitations
- 1 petition invitation
- 5 other requests
- 1 new update

Suggestions

See All



Jacob Machock
You and Jacob both went to Kent State.
Add as Friend

Sponsored

Like Comment Share

Moms Go Back to School



Obama asks moms to return to school, finish your degree using government grants and scholarships. See degrees now.

Highlights



Business Blog Mastery: Your Blog Works FOR You
by Denise Wakeman



The Other Side - By Don Conoscenti
by Debra Estep
2



Gabrielino National Recreation Trail
by Denise Wakeman



The Bug
Neb Brown joined.
Join this Group



Daily Motivator
Debra Estep joined.
Join this Group



[Business Building Mastery] Boost Your Busine...
by Travis Greenlee
3 2

This is HOME

Профили, Групи, Страници

- Направи си профил.
- Пиши на твоята стена.
- Покани приятели
- Вземи име за твоя профил:
www.facebook.com/MyName
- Търси групи, в които да се присъединиш
- Join to learn. Then create your own.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

Chris Brown

Wall

Info

Photos

Boxes

+

What's on your mind?

Share

Chris + Friends

Just Chris

Just Friends

Settings

RECENT ACTIVITY

- Chris commented on Shirli Matz's photo.
 - Chris commented on her own photo album.
 - Chris became a fan of Vineyard Theatre. · Comment · Like
 - Chris and Lisa Vermillion Schmidt are now friends. · Comment · Like
 - Chris and Mark Scheffler are now friends. · Comment · Like
- 2 more similar stories



Heather Longstreth Thanks, Chris! It was a wonderful day!
June 17 at 12:27pm · Comment · Like · See Wall-to-Wall



Chris Brown It's fun to see how history repeats. Here's my recent post about a PR story that keeps going and going and going....



Piggy Backing on Serious PR: The Best-Selling Car in America Story | Branding and Marketing
Source: brandandmarket.com

Back in the early '90's when Leslie Mapes and I worked together at Little Tikes, the best selling car in America was a strong campaign. Leslie created a

June 17 at 6:59am · Comment · Like · Share

Linda McCurdy Liebermann likes this.



Linda McCurdy Liebermann at 8:58pm June 18
Facebook is using this on one of their bumper stickers, now.

Write a comment...

RECENT ACTIVITY

- Chris wrote on Heather Longstreth's Wall.

Advertise

Find Your Target Audience



Facebook has over 200 million active users. Quickly find out how many of them match your target audience for free!

Like Comment Share

Affiliate Summit Fans



Become a fan of Affiliate Summit to stay on top of the latest news, information and opportunities for the premier affiliate conference.

Like Comment Share

Have arthritis?



Get relief for your arthritis now! Find out how you can relieve your joint pain and restore flexibility today.

Like Comment Share

More Ads

Това е профил

View Photos of Me (1)

Edit My Profile

Write something about yourself.

Information

Networks:

Akron, OH

Relationship Status:

Married to
Keith Brown

Website:

<http://www.resources-results.com>

<http://www.brandandmarket.com>

<http://www.realcareers.blogspot.com>

Friends

163 friends

See All



Judy Brown-Krizman



DeLores Pressley



Rusty Moncrief



David Green



Todd Randall Jordan



Phil Gerbyshak

ФЕН СТРАНИЦА: Създаване на продукт и страница за вашия бизнес

- Само Един Профил На **Реален Човек**, Без Профили На Компанията. Фирмени Страници
- Промотиране На Групи И Страници
- Това Е Единственото Място Коемо Позволява Да Промотирате/ Потребителски Споразумения/
- Съберете Фенове, **Не Приятели**
- Създайте Събития

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®



- Edit Page
- Send an Update to Fans
- Promote Page with an Ad
- More

Marketing is the bridge between customer and the sale.

Information

Location:
Branding & Marketing blog
Hudson, OH, 44236

Fans

1 fan See All



Links

3 links See All

- Piggy Backing on Serious PR: The Best-Selling Car in America Story | Branding and Marketing 6:57am Jun 17
- How to Promote Your Business on FaceBook | Branding and Marketing 10:46am Jun 6
- brandandmarket.com 10:41am Jun 6

- Wall
- Info
- Photos
- Discussions
- Reviews
- Events
- +

What's on your mind?

Marketing Just Fans Settings

Marketing Evergreen PR -- the kind that keeps on going and going and going

Piggy Backing on Serious PR: The Best-Selling Car in America Story | Branding and Marketing
Source: brandandmarket.com

Back in the early '90's when Leslie Mapes and I worked together at Little Tikes, the best selling car in America was a strong campaign. Leslie created a

June 17 at 6:57am · Comment · Like · Share

Marketing

Figuring out Facebook to Market Your Business or Event
Because it's not as easy as it should be!
Let's all add a couple of ideas on how to market your business or event on Facebook here. Just a few new ideas will help us all move forward! If you're a FB pages veteran,...

Host: Chris Brown
Time: 9:00AM Sunday, June 7th
Location: Right here on Facebook page called marketing

June 6 at 10:57am · Comment · Like · Share

Marketing Are you promoting your business on Facebook? Here's how to start. 1) Set up a PAGE for your business -- not a PROFILE. Read more here: Remove

How to Promote Your Business on FaceBook | Branding and Marketing
Source: brandandmarket.com

You've heard a lot lately about Twitter, but did you know that FaceBook is growing much faster and the majority of the growth is Baby Boomers? (Everybody else)

June 6 at 10:46am · Comment · Like · Share

Marketing This is a link to Branding & Marketing

brandandmarket.com
Source: brandandmarket.com

Advertise

Find Your Target Audience



Facebook has over 2 billion active users. Find out how many of them match your target audience for free!

Like · Comment · Share

Cartoon Yourself



Turn yourself into a cartoon and post it to your profile. It's fun, free and easy!

Like · Comment · Share

Your Profile Is Not



Your profile isn't complete without awesome TADA images like this. It's free and easy.

Like · Comment · Share

More Ads



twitter

Last week's
Time
Magazine
6/15/09





twitter

Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name

→ enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

stab

Slc

Can't read this?

[Get two new words](#)

[Listen to the words](#)

Powered by reCAPTCHA.

[Help](#)

Type the words above

Create my account



twitter

itter

Home Profile Find People Settings Help Sign out

What are you doing?

What 3 tips should I tell the participants at the COSE Home Business Network workshop on social media? <http://tiny.cc/COSE>

Latest: What 3 tips should I tell the participants at the COSE Home Business Network workshop on social media? <http://tiny.cc/COS...> less than 5 seconds ago

update

Home



ChrisBrown330 What 3 tips should I tell the participants at the COSE Home Business Network workshop on social media? <http://tiny.cc/COSE>

less than 5 seconds ago from web



designdamage See how these brands succeed: Inside the 25 Best Independent Stores in America: location, selection, prices - <http://snipr.com/knjOw>

less than 20 seconds ago from web



BeckyMcCray Tractor with ancient rusty grain cart headed up the state highway, through town. Welcome to harvest in Oklahoma.

half a minute ago from TweetDeck



CallieSink Can anyone tell me where the redline goes /from where

less than a minute ago from TweetDeck



Lynnelle Wondering if AI means THE Portland or the West Coast wannabe. ;-) RT @alroker: Just landed in Portland for tomorrow's Lend A Hand Today

2 minutes ago from TweetDeck



ChrisBrown330

499 803
following followers updates

Trazzler Buzz
n. tracking popular travel destinations via Twitter.

Home

@ChrisBrown330

Direct Messages 79

Favorites

Search

Trending Topics

Iran

#iranelection

Chris Brown

#musicmonday

Perez Hilton

Tehran

Neda

Which NKOTB

Tim Burton's Alice

Jon & Kate

Following

Моята домашна страница



twitter

ица на профил

Home Profile Find People Settings Help Sign out

ChrisBrown330

Name Chris Brown
Location Hudson, Ohio Akron Cleveland
Web <http://brandandma...>
Bio Strategic marketing consultant. Woman business owner. Gardener. Toastmaster. Blogger. Wife, Mom of 2.

447 following 614 followers

Updates **220**

Favorites

Following

@RistList RT Wednesday with @chrisbrown330 as the presenter on Marketing with Social Media. Pulling together the handout -- Too much info!
about 24 hours ago from web

@__Deb @EvaUlian @gregbd @RobynMcMaster Thanks for the "community minded bloggers to know" endorsement. Happy Tuesday to you!
about 24 hours ago from web in reply to __Deb

5 Ways to Add Power to Your Press Release Distribution
<http://hpq6g.th8.us> Less expensive & more effective than advertising.
about 24 hours ago from web




twitter


Моят профил

twitter Home Profile Find People Settings Help Sign out


Name results for: **Chris Brown** 0.175 seconds

Search for a username, first or last name


 **FreeChrisBrown / Chris Brown** Just Livin' My Life!
43,140 followers · from Los Angeles, CA · updated 11:26 PM Apr 21st


 **chrisbrown / Chris Brown** China Energy Consultant. Mandarin linguist. Former China political analyst, intelligence officer, Taiwan radio personality. Habs, Smoke Eaters Fan
1,788 followers · from Brooklyn · updated about 1 hour ago

 **chrisbrownTV / Chris Brown** TV Crimefighter. Gunslinger. Managing Editor at FOX's AMW.com. Media 2.0 guy at Press.org.
2,220 followers · from Washington, DC USA · updated about 13 hours ago

 **leftybrown / Chris Brown** Co-host of The Married Gamers
1,062 followers · from Fresno, CA · updated 12:55 PM May 11th

 **chrisbrownhere / Chris Brown**
162 followers · from Bristol · updated about 1 hour ago

 **ChrisBrown330 / Chris Brown** Strategic marketing consultant. Woman business owner. Gardener. Toastmaster. Blogger. Wife, Mom of 2. 👉 That's you!
613 followers · from Hudson, Ohio Akron Cleveland · updated 6:49 AM May 12th

 **pecno1 / Chris Brown**
67 followers · updated 2:06 PM Mar 28th



Didn't find who you were looking for?

Enter the email addresses of folks to invite

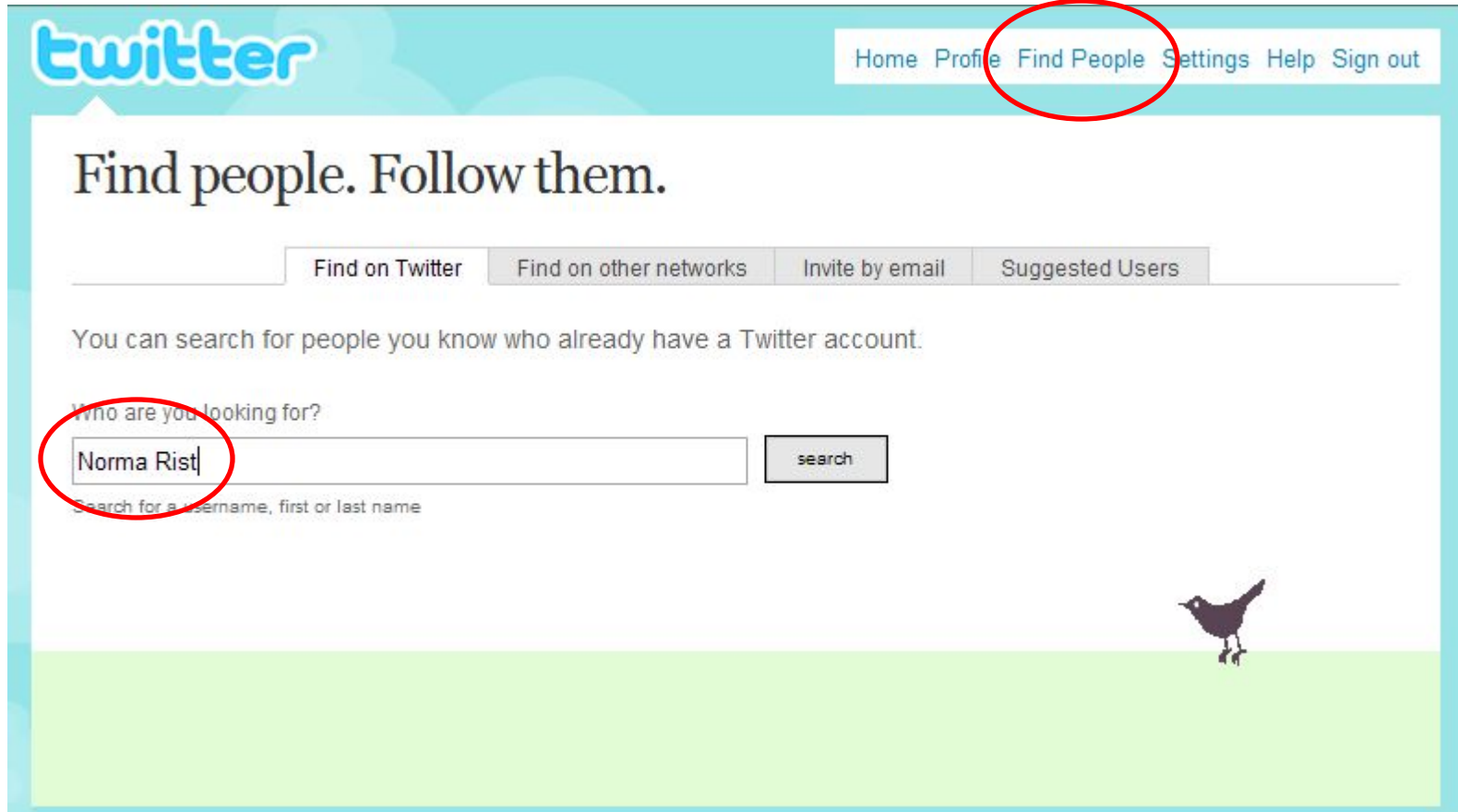
Separate multiple email addresses with commas. Joe@twitter.com, Jane@twitter.com

Find people on other networks »



twitter

ІМери хора



The screenshot shows the Twitter interface for finding people. At the top, the navigation bar includes 'Home', 'Profile', 'Find People', 'Settings', 'Help', and 'Sign out'. The 'Find People' link is circled in red. Below the navigation bar, the heading 'Find people. Follow them.' is displayed. There are four tabs: 'Find on Twitter', 'Find on other networks', 'Invite by email', and 'Suggested Users'. A text prompt reads 'You can search for people you know who already have a Twitter account.' Below this is a search form with the label 'Who are you looking for?'. The search input field contains the text 'Norma Rist' and is also circled in red. A 'search' button is located to the right of the input field. Below the search field, a small text label says 'Search for a username, first or last name'. In the bottom right corner of the page, there is a small silhouette of a bird on a green field.



twitter


ІМерн хора

twitter

Home Profile Find People Settings Help Sign out

Name results for: **Norma Rist** 0.015 seconds

Search for a username, first or last name

 **RistList / Norma Rist** No-Nonsense Business Coach ✓ Following
132 followers · from Akron, OH · updated 9:38 AM May 11th

Didn't find who you were looking for?

Enter the email addresses of folks to invite

Separate multiple email addresses with commas: *joe@twitter.com, jane@twitter.com*



twitter

Following & Follower

Home Profile Find People Settings Help Sign out



ChrisBrown330

Name Chris Brown
Location Hudson, Ohio Akron Cleveland
Web <http://brandandma...>
Bio Strategic marketing consultant. Woman business owner. Gardener. Toastmaster. Blogger. Wife, Mom of 2.

499 following 803 followers

Updates 284

Favorites

Following



View All...

RSS feed of ChrisBrown330's updates

What 3 tips should I tell the participants at the COSE Home Business Network workshop on social media? <http://tiny.cc/COSE>

6 minutes ago from web

@KimFoxWOSU shares at #pco09 Where to find free music to use in your podcasts: <http://tinyurl.com/3dfrvy> Her slides & PPT: tiny.cc/SDIrD

about 4 hours ago from web

@searchcircus I was at #pco09. What's this I saw tweeting about PodCamp Cleveland??

7:29 AM Jun 21st from web in reply to searchcircus

#pco09 great sponsors: cosproductions.com spaceblue.com doctoranonymous.com cstw.osu.edu blubrry.com

5:25 PM Jun 20th from mobile web

Planning to switch my blog into the Thesis theme. Learning some in's and out's at PodCamp Ohio with Vickie Sceifers #pco09

4:08 PM Jun 20th from web










twitter

а с последователи

twitter Home Profile Find People Settings Help Sign out

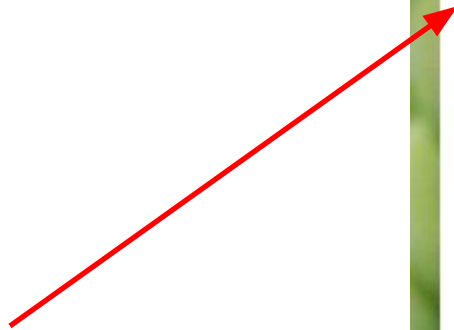
You follow 447 people. [Invite more!](#)

-  **timbuchalka** / Tim Buchalka
Direct message remove
-  **__Deb** / --Deb
Direct message remove
-  **EvaUlian**
Direct message remove
-  **embroidme**
Direct message remove
-  **AllStitch** / AllStitch Emb Supply
Direct message remove
-  **recall_doofus** / Hugh Jeegoe
Direct message remove
-  **UGotBooked** / UGotBooked.com
Direct message | [nudge UGotBooked](#) remove



twitter

Followers Page



twitter

Your 803 Followers



EJMDesigns / Eric Marschall SEM

You are following EJMDesigns

remove



dhedewsilaendh / dhedew silaendh

follow

block



trafficconvert / jason johnson

follow

block



Bubbila

follow

block



trcbme / TRCB dot ME

follow

block



NicholasHoMH / Nicholas Ho

follow

block



JimBrochowski / Jim Brochowski

follow

block



photobiz / Elizabeth Beskin

You are following photobiz

remove



























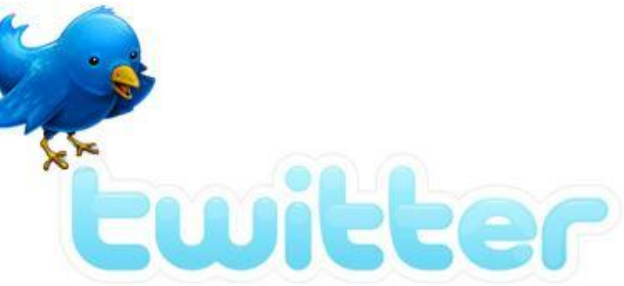
Kelleybell / Kelley Bell

You are following Kelleybell

Вие получавате mail адрес всеки път, когато някой ви следва или изпраща директно съобщение

Търсене

	5/30/2009	twitter-dm-CMcBro... Direct message from Sheri Jackson
	6/6/2009	twitter-dm-CMcBro... Direct message from Colby Wright
	6/6/2009	twitter-dm-CMcBro... Direct message from BodyoverMind
	6/7/2009	twitter-dm-CMcBro... Direct message from RobFelber
	6/9/2009	twitter-dm-CMcBro... Direct message from Robert Hruzek
	6/20/2009	twitter-dm-CMcBro... Direct message from Crystal Olig
	6/22/2009	twitter-dm-CMcBro... Direct message from Elizabeth Beskin
	5/27/2009	twitter-follow-CMc... Kim Muir is now following you on Twitter!
	5/29/2009	twitter-follow-CMc... todd yaquinto is now following you on Twitter!
	5/30/2009	twitter-follow-CMc... Quinn Michaels is now following you on Twitter!
	6/3/2009	twitter-follow-CMc... Resolution Media is now following you on Twitter!
	6/3/2009	twitter-follow-CMc... Kadeshra Kassar is now following you on Twitter!
	6/5/2009	twitter-follow-CMc... KB is now following you on Twitter!
	6/5/2009	twitter-follow-CMc... Kathleen is now following you on Twitter!
	6/6/2009	twitter-follow-CMc... anna8009 is now following you on Twitter!
	6/6/2009	twitter-follow-CMc... SF Mobile Jobs is now following you on Twitter!
	6/6/2009	twitter-follow-CMc... DJBigApple is now following you on Twitter!
	6/7/2009	twitter-follow-CMc... Paul Cannon is now following you on Twitter!
	6/7/2009	twitter-follow-CMc... Justin is now following you on Twitter!
	6/8/2009	twitter-follow-CMc... Joe Matthew Seo Joe is now following you on Twitter!
	6/8/2009	twitter-follow-CMc... Salem RV Center is now following you on Twitter!
	6/18/2009	twitter-follow-CMc... Brand-Yourself is now following you on Twitter!
	6/18/2009	twitter-follow-CMc... LANCE GREENE is now following you on Twitter!
	6/18/2009	twitter-follow-CMc... kb007 is now following you on Twitter!
	6/22/2009	twitter-follow-CMc... Eric Marschall SEM is now following you on Twitter!



.search.twitter.com



See what's happening — *right now*.

[Advanced Search](#)

Search

Trending topics: [#fixreplies](#), [#beatlesfacts](#), [#twatlight](#), [#twitterfail](#),
[#Rpattz](#), [Goodbye People I](#), [Star Trek](#), [Matthew Johns](#), [Muzzle](#), [Adam Lambert](#)

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twitter

Γwhirl.org



the social software client

twhirl is a desktop client for social software such as Twitter, Friendfeed, identi.ca, or seesmic

[Home](#) [Download](#) [Blog](#) [Documentation](#) [FAQ](#) [About](#)



twitter

Twhirl.org



The screenshot displays the Twhirl web application interface. At the top, it shows the 'twhirl' logo and version 'u.0.9.2' on the left, and the user profile 'chrisbrown330' on the right. The main content area contains a list of tweets:

- DawudMiracle** Hey Chris. Not making it to SOBCon this. Too much family/biz stuff going on. Gonna miss seeing you. Have fun, if you're going.
from Dawud Miracle about 12d ago
- typeright** Transcribing, fixed a printed program for an event this weekend, ordered embroidery supplies, opened checking account for crafts business.
Van Morrow about 14d ago via Twitter Search
- twitseeker** @aniemancrochet found and followed @chrisbrown330 using <http://twitseeker.com>!
Guy Hagen about 14d ago via web
- CloseClothing** getting into the embroidery business, its looking good.
Eric about 15d ago via Twitter Search

Below the tweets, it shows a summary: '264 total (20 replies, 20 dm, 1 own)'. At the bottom, there is a navigation bar with icons for Home, @, messages, a heart, a person, a question mark, and a magnifying glass. The time '05:50' and 'direct messages received' are also visible.



twitter







райте Търсене



twhirl u.0.9.2 chrisbrown330

New Search embroidery business Activate

Results for 'embroidery business'

-  **QaisAyoub** Ordering my apparel for marketing my business... silk screen & embroidery.
Qais Ayoub about 31m ago via Twitter Search
-  **sarahurd** Checking out an old friend's custom embroidery business - so much to love about her products!
<http://stitcheroos.com/>
Sara Hurd about 20h ago via Twitter Search
-  **typeright** Transcribing, fixed a printed program for an event this weekend, ordered embroidery supplies, opened checking account for crafts business.
Van Morrow about 7 d ago via Twitter Search
-  **CloseClothing** getting into the embroidery business, its looking good.
Eric about 7 d ago via Twitter Search
-  **melanieyost** If you are looking for excellent quality embroidery to advertise your business on your clothing, check out @wildfrogdesign. She's the best!
melanieyost about 8d ago via Twitter Search
-  **mdngraphics** @HSEmbroidery how is the embroidery business going for you? How far is farmland from Columbus.

Twitter Search | Search Close

Search powered by Twitter Search - <http://search.twitter.com/>



twitter



twhirl u.0.9.2 chrisbrown330

New Search **embroidery business**

StitchWish I found this great location for my embroidery business in Draper. It's too Big for me. I am looking for someone who wants to sublease!!
Dawn Barrett about 1 d ago via Twitter Search

DORRISANNE We are an embroidery business. Great service. "Put a logo on it"
DORIS RICHARDSON about 2 d ago via Twitter Search

gtea just created a twitter account for my aunt's embroidery business!!!!
Follow her: <http://twitter.com/DesertEmbroider>
Michelle Gutierrez about 2 d ago via Twitter Search

xtreemgeek [Geek News] big business pretending to be indie - Embroidery, Sewing <http://bit.ly/12lel>
Geelster about 2 d ago via Twitter Search

Pauljgeorge big business pretending to be indie - Embroidery, Sewing <http://bit.ly/1alaZP>
Paul George about 3 d ago via Twitter Search

bloodyp @good43 tshirt and embroidery business?
bloodyp about 4 d ago via Twitter Search

add to home notify

140

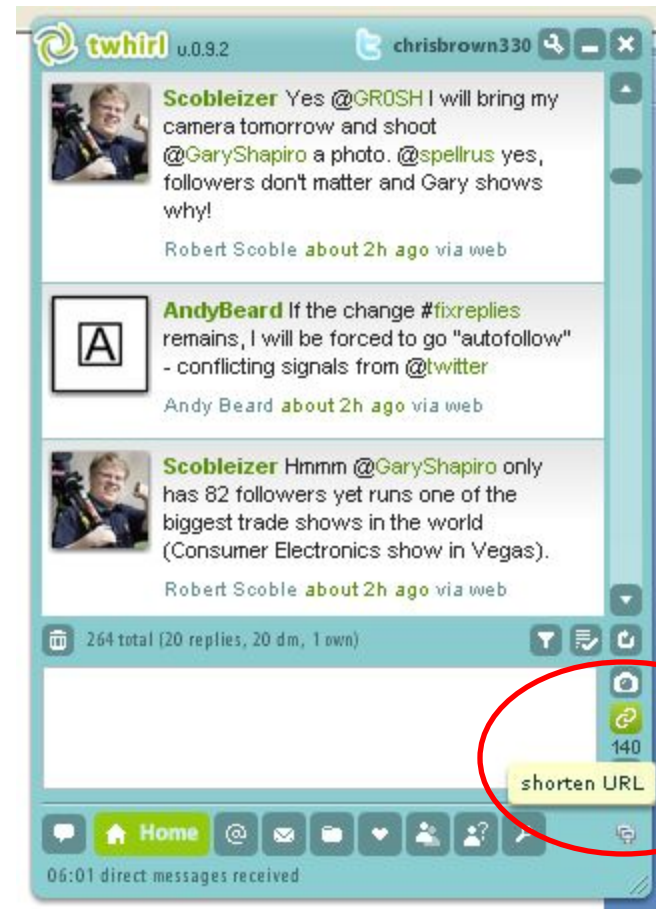
Home

05:55 direct messages received

Кратки URL



twitter

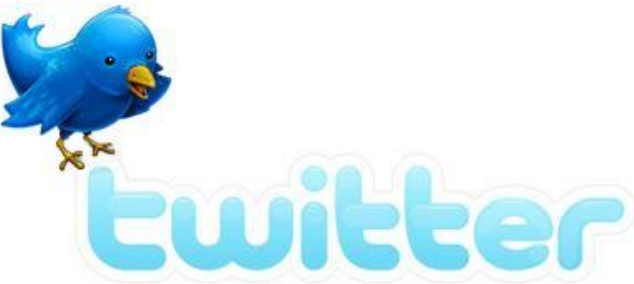




twitter

ване на вашето съдържание

- Използвай Twitter като МЕДИЯ
- Write a headline.
- Link към страницата ви.
- Новини, снимки, блог, постове, видео
- Включване на хора с @name.
- Ключови думи за вашето съдържание
- Ask for RT (Retweets)



Поддръжане на виртуален семинар

- Поставяне на hash # address
- Have audience twitter
- You talk or interview someone on a voice only call in number.
- The audience mutes their phone
- Audience can twitter questions to you and comments to each other

Linked





®

Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 6,811,800+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	566
2  Two degrees away Friends of friends; each connected to one of your connections	160,400+
3  Three degrees away Reach these users through a friend and one of their friends	6,650,800+
Total users you can contact through an Introduction	6,811,800+

9,977 new people in your network since May 11

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through [InMail](#).

Total users you can contact directly — [try a search now!](#) **40,000,000+**




Профил

Profile

[Edit My Profile](#) [View My Profile](#)

Christine (Chris) Brown you

President/Owner, Marketing Resources & Results
Cleveland/Akron, Ohio Area | Marketing and Advertising




Christine (Chris) Brown is showing someone the benefits of LinkedIn for networking & marketing..esp. the intros, company profiles, and Q&A. 4 days ago

Current

- Board of Directors at ATHENA International
- President at Marketing Resources & Results

Past

- Little Tikes Division - Marketing Communications at Rubbermaid Incorporated
- Marketing Services at Little Tikes Toy Company
- Marketing at Hasbro 

[see all...](#)

Education

- University of Rhode Island - College of Business Administration
- Kent State University

Recommendations 11 people have recommended Christine (Chris)

Connections 500+ connections



Създаване на връзки

Add Connections

Invite Contacts

Import Contacts

Colleagues

Classmates

Add friends or colleagues to your network?

TIP Add people to your network often? Try the Outlook Toolbar

First Name	Last Name	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

[▶ Edit/preview invitation text](#) [Send Invitation\(s\)](#)

ТВОИТЕ КОНТАКТИ

Connections

Show contacts with new connections Advanced Options

Filter by Location Filter by Industry Reset

Showing 18 of 566 connections. 79 outstanding [sent invitations](#)

A		
Abraham, Chris [redacted]@well.com	Digital PR and Social Media Expert	500+
View & edit details »		
Adams, Ken [redacted]@asbro.com	Vice President Sales, Target at Hasbro Inc.	123
View & edit details »		
Aker, Kevin [redacted]@gmail.com	Director, Guest Services Ministry at Southeast Christian Church	40
View & edit details »		
Albert, Jennifer E. [redacted]@labertising.com	Owner, The Ad Lab	22
View & edit details »		
Alderman, Charlene	Controller at Republic Services	1



Препоръки

LinkedIn People | Jobs | Answers | Companies Account & Settings | Help | Sign Out | Language

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations Search Inbox Search

Inbox Compose Message

Received (3) Sent Archived

Compose your message You can add 50 more connections

To: Start typing the name of a connection

From: Christine (Chris) Brown
CMcBrown@aol.com

Subject:

Compose Message

- Send message to a connection
- Send inMail or introduction
- Send invitation
- Send recommendation
- Request recommendation
- Send job notification

LinkedIn

Introductions

InMail and Introductions

Make Contact Successfully

LinkedIn offers **two ways** to make your business communications more successful. Communicating through LinkedIn makes you **30 times more** likely to get a response.

InMail

InMail lets you communicate directly with the person you need to reach.

Fast and Direct

- Delivered to the user's email address
- Displayed on the user's LinkedIn homepage

Trusted

- LinkedIn acts as a secure communications broker
- Your professional profile gives your recipient the confidence to respond

Introductions

Get a trusted introduction to the person you need to reach.

Simple and flexible

- LinkedIn will tell you who you know in common
- You choose who will make the introductions for you

Trusted

- A mutual friend recommends you to your target, or someone who knows your target.

The first step is to find the person you need:

Search now.



Въпроси

LinkedIn® People | Jobs | **Answers** | Companies | Account

Explore People Search: Director at Apple - Internet (Silicon Valley) - VP Operations Search Answers

Answers

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer

[Create targeted polls to gather data to answer your questions](#)

Ask a Question

Get answers from your connections and experts in your network.

Next

Answer Questions

Recommended categories for you:

- Blogging
- Business Development
- Web Development
- Job Search
- Mentoring

АНКЕТИ

Poll Results

Share results

Flag poll

See more polls

What is the status of your company's marketing budget for 2009?

By Christine (Chris) Brown President/Owner, Marketing Resources & Results

Overall Results

By Job Title

By Company Size

By Job Function

By Gender

By Age

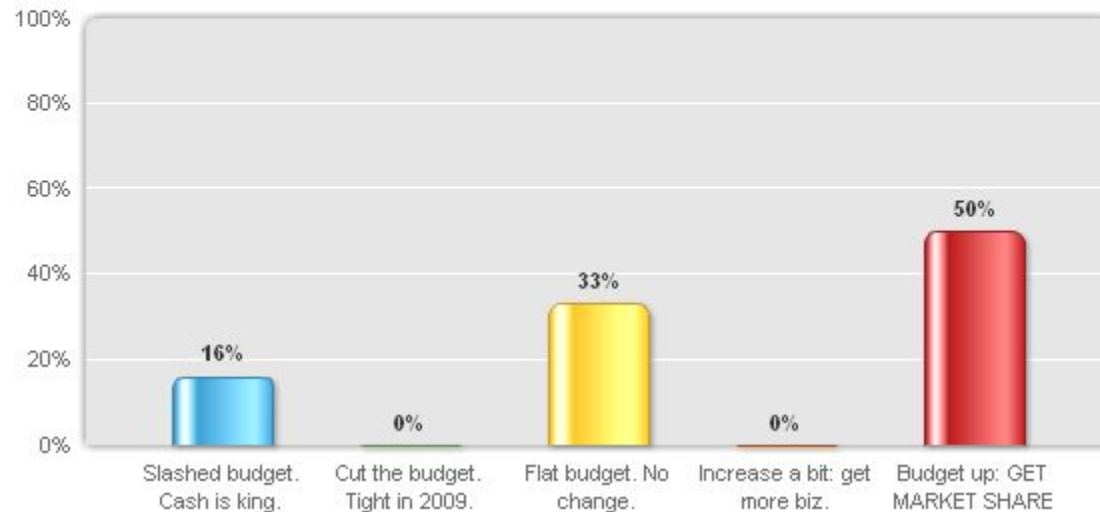
Share this URL:

<http://polls.linkedin.com/f>

Copy link to share results

LinkedIn

6 responses since Dec 18, 2008











LinkedIn

Групи

My Groups | Following | Groups Directory | Create a Group

My Groups (17)

	ATHENA International™ Discussions News Updates Members Settings Share Manage Leave Group
	Crain's Cleveland Business Discussions News Updates Members Settings Share Leave Group
	DIYMarketers Discussions News Updates Members Settings Share Leave Group
	E4S Network Discussions News Updates Members Settings Share Leave Group
	Greater Cleveland Society of Association Executives (GCSAE) Discussions News Updates Members Settings Share Leave Group
	GroupLinked.com Discussions News Updates Members Settings Share Leave Group
	Hasbro Discussions News Updates Members Settings Share Leave Group
	Invention Entrepreneurs Discussions News Updates Members Settings Share Leave Group



[Use Social Media to Improve your Marketing Results](#)

Posted by Chris Brown on June 22nd, 2009 in [Marketing](#) | [Edit](#)

Today I presented **Using Social Media to Improve Your Marketing Results** to the COSE Home Business Network Workshop at Indiana Wesleyan, just south of Cleveland, Ohio on Rockside Road in Independence.

As promised, here is the link to slideshare.net with my PowerPoint slides.

You'll want to check my post from May with lots of other Twitter, Linked In and other tools too: [Social Media Marketing Tips and Tools May 2009](#)

This was the description before the event:

"Are you in a blog fog? Confused about Twittering and tweets? Keep hearing how social media is the "next big thing" for marketing your business? Take some of the confusion out of the social media maze with the COSE Home Business Network June 25 workshop, Using Social Media to Improve Your Marketing Results. Chris Brown, owner and president of [Marketing Resources & Results, Inc.](#) will explain the various types of media, when to use them, how to use them and show you how to measure their effectiveness in your marketing campaign. Interactive questions and answers will also help to eliminate some of the confusion and help you develop a powerful program using Web 2.0 techniques."



by Chris Brown

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A Top **25**
marketing blog

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[Branding & Marketing Feed](#)

[View in Mobile Format](#)

Branding & Marketing is written by Chris Brown for business professionals who want to learn more about marketing and branding strategies and tactics.

Marketing Tips

[How to Create a Speaker Sheet](#)

[How to Market your Company's Anniversary](#)

[Trade Show Checklist & Tips](#)

[Track Your Brand On-Line](#)

[Checklist for Changing Your Company's Name](#)

[Marketing Needs Inventory](#)

[Easy, Fast and F*R*E*E Web 2.0](#)

[Anniversary](#)

[Trade Show Checklist & Tips](#)

[Track Your Brand On-Line](#)

[Checklist for Changing Your Company's Name](#)

[Marketing Needs Inventory](#)

[Easy, Fast and F*R*E*E Web2.0 Marketing Tools for Your Business](#)

[Marketing Resources & Results](#)

[LinkedIn:](#)

[I'm on LinkedIn. Now What?](#)

[Asking For LinkedIn Recommendations - Is That Okay?](#)

[AllTop LinkedIn](#) (warning... could be overwhelming if you're just starting out!) Timely LinkedIn Answers by industry.

Value of Social Media

[Ball bearings, Social Media and You](#) How social media can be useful in almost any industry by Matt Dickman at TechnoMarketer.

How LinkedIn referrals helped build a company

LinkedIn YouTube

- How To: Social Media Marketing and Branding:**
- [Branding and Marketing Yourself Using Social Media](#)
 - [Using Graphic Design to Brand Yourself on Twitter](#)
 - [How to Use Twitter for Marketing & PR](#)
 - [How to Brand Yourself with a Twitter Background](#)

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Twitpic Updates

Norma Rist sponsored the recent RistList Lunch with author and speaker Deborah Chaddock Brown on Publish Your Book. 30 days ago



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въведете дума за търсене...

GO

Хората не обичат да им продават, обичат ТЕ да купуват!

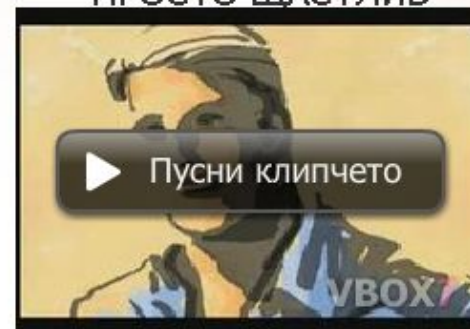
Posted on : 15-06-2009 | By : admin | In : Книги, Продажби

6

▲ свежо



✓ БОГАТАШ ИЛИ ПРОСТО ЩАСТЛИВ



✓ КАК ДА СИ ВЗЕМЕТЕ ИЗБРАНАТА КНИГА!

За да получите достъп до пълното съдържаниена всяка статия и най вече за да изтеглите избраната от Вас книга, след натискане на „download“, ще се появи съобщение със следният текст: „моля изпратете sms на номер 2225 със съдържание pay book. Цената на 1 sms е 2.40лв. с дан. След изпращане на sms, ще