

Frederick Web Promotions

Search Engine Ranking & Social Media Marketing



How To Be A Social Media Whore

...without giving or getting social STD's

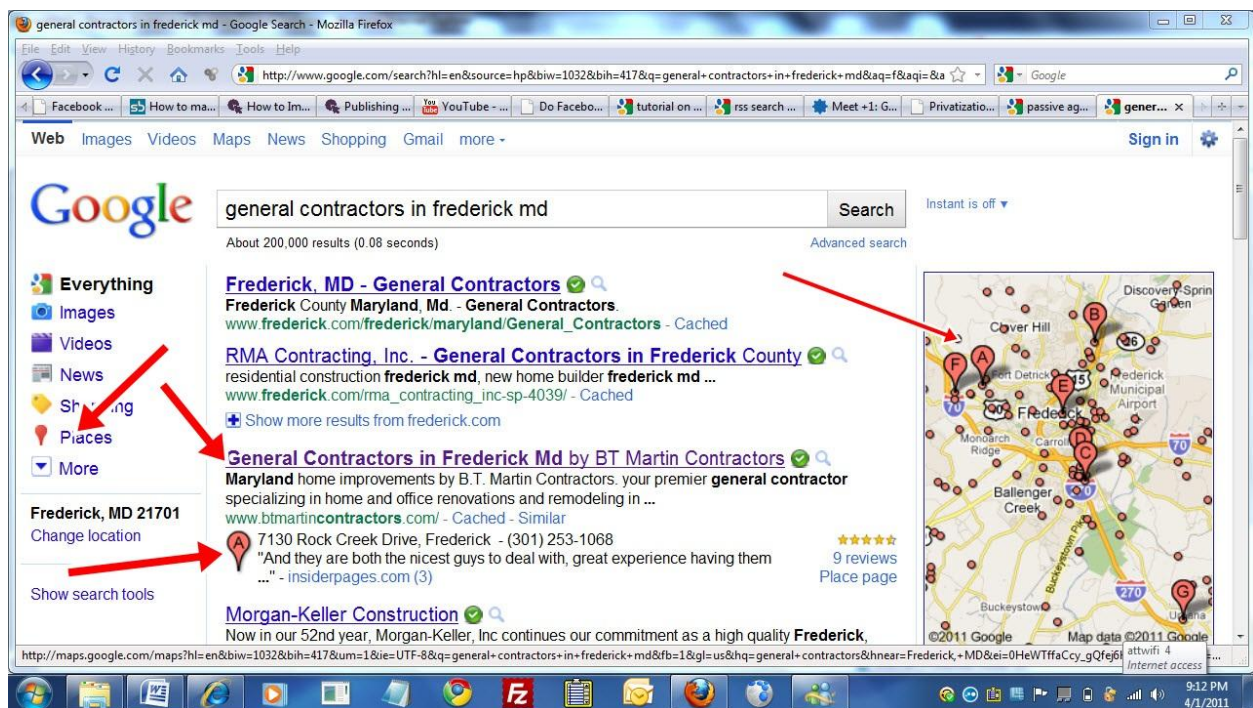
Social Media Marketing with **Local SEO** Specifically in mind

From the desk of [David Bruce Jr](#) of [Frederick Web Promotions](#)

Imagine this scenario:

You're a fledgling marketer, either a small business person struggling for more business or you're an old school established traditional marketer. You KNOW Facebook and Twitter is where all the customers are. You KNOW you've got to Do Something in this arena.

So does everybody else, we're all coming into this as newbies, Twitter has only been around for 4 years, how does one decide who is an expert and who is pitching snake oil?



You are also becoming aware that Google Local Search and Mobile Search (smartphone googling) is

where all the customers are, and your company isn't there... and you know you NEED to have your company there.

How do you move up in rank in Google?

What do you do when your competitors are already in the top of Google and your company is nearly non-existent in Google (you're either invisible in Google or buried so far back in the bowels of Google you don't even have the patience to click next 11 times (how would a potential customer do so, if you don't want to yourself?)

Moving up in Google is employing the new skill set called **SEO**

In SEO ([search engine optimization](#)) links are currency (having YOUR link published on someone else's site, or having inbound links from them to you)

No one at Google likes or dislikes your website. There are far too many websites, documents and blogs for any group of humans to be able to sort through and assign some kind of score or rating system to site A and a lesser score to site B.

Yet that's exactly what Google does... a robot decides... a robot based on a mathematical equation, in other words an "algorithm" assigns a complex scoring system and that determines who rises and who falls and who gets kicked off altogether. That algorithm is patented and has a name: **Google Page Rank**

Google has so many people lying to it, it distrusts pretty much everything everybody submits to it. Think about it, **who doesn't wanna be #1 in Google?**

You think everybody fudges on their resume? Try being Google for a week or so

From Google's perspective, they actually have a name for this part of the "sub-routine" section of it's patented algorithm: [Google TrustFilter](#)

In order to earn Google Page Rank, you have to earn Google Trust (have Google view YOUR site as trustworthy, to the point where Google considers your site as THE authority in your genre (at least for your geographical area)

Having local-to-you people on social media flock to you is one sure fire way of getting Google to see YOU as THE dominant authority of X in your geographical area!

The "machine" can't really READ, but it CAN COUNT, it doesn't really know what you just said... but it can sure tell if other people liked it or not... it can track *interactions* (actually interactions are the MAIN score Facebook uses to figure out if your posts should go to FB purgatory or if they're "good enough" to be sent to **Friends of Friends (btw FoF is marketing nirvana))**

In Social Media Connections Are Currency

Why would anyone *want* to follow anyone else?

Why would anyone want to follow you, if all you had were 6 followers, 4 of whom are your cousins?

How DOES A Nobody Get To Become A SOMEBODY In Social Media?

By Stalking... internet stalking, you have to seek out other stalkers, other people who, like you, are desperate to gather followers. You need to follow people who have a vested interest in gaining friends and followers.

Why does anyone friend anyone else?

In an altruistic world, the only Facebook friends one would have would be “real friends” or family. I would posit that Facebook has forever altered the notion of “friends” and created an entirely new classification of “less than friends”, but “more than acquaintances”

The only good reason someone should be on your Facebook friends list is if they were a Friend of a Friend.

When you ask anyone to follow you, more often than not, that person is likely to say to themselves: Why? What’s in it for them?

To get a follower, you have to have something of value to offer, give them some reason to follow you.

Now I’m an author, and I’m a recognized expert in Local SEO, I have a well established portfolio, am one of the best in the country and have a total monthly readership nearing 30,000 people a month... you on the other hand do not

I’m Chevy Chase, and you’re not

Your task is to gain followers to boost your **social media gravitational pull**, the more that follow you, the more influence you have, not only within that particular social network but the more pull you have in Google as a result of said spike in social media gravitational pull.

Who is gonna follow you and why would they want to?

So you’re pitching your company, let’s say you run a real estate home staging firm, or maybe you operate a gift shop. You need a substantial presence through the entire gamut of popular social media networks, some of that effort is also going to boost your website’s ranking in Google as a byproduct of your social media exposure.

Why Would Anyone WANT To Follow YOU?

Who wants to come to a party that only has 3 people there, who wants to bar hop, peek in the door to a bar and find 2 people total?

You’ve got to Pre-Populate your friends/ followers somehow. There is a way to accomplish this that also boosts your local Google ranking simultaneously.

This Is A Time Consuming Task

Successful People Do The Things Failures Don't Like To Do

If you embark on what I'm about to teach you, rest assured your competitors are very unlikely to match you. You CAN outperform them by a wide margin.

Your Task Is:

Actively seek out social media whores... in doing so you become a social media whore (at least for a while)

Certain people are more eager for followers than others.

There is a scoring system to determine if a Twitter account is full of spam or has "authority". In a nutshell, if 99% of all your tweets have a website url in them, and almost zero incoming tweets, no replies, no "conversations"... if it's all about you blasting outbound messages and you ignore replies... Your Twitter is Deemed Garbage. The spam filters on Facebook are preventing your posts from getting added to the coveted Friends of Friends news feed, and Google will devalue what it sees of your offerings. **In effect... you are firing blank ammo**

There are only 3 good reasons why anyone would want to follow anyone:

- A) They want to sell your something**
- B) They might need to buy something from you (and are hoping for some kind of discount**
- C) They file you away in the "Might need this later" category, you could be of utility to them at some point**

If someone sees you as fulfilling one or more of those criteria, you'll gain followers who actually want to follow you (you are of utility TO THEM)

So How Do You Get From Where You Are Now (Social Media Oblivion) To Where You'd Like To End Up?

Pre-populate your social networks with, not just any old followers, but with a strategic methodology – Mimic the behavior of your local chamber of commerce to build a follower base of **local-to-you targeted followers**

Remember this... Google can't really READ, it can count. Google runs by a mathematical algorithm, all it knows, for sure, is for some reason (and it doesn't really know WHY) it observes people reaching out to you, flocking towards you, and doing so with in increasing numbers.

We want Google To Observe a sub-set of people flocking to you, from the algorithm's perspective it observes people coalescing around you (Social Media Gravitational Pull)

We want that sub-set of people to have some common denominator: they are either in your field/genre or they're in your geographical area.

Google is a robot, it's a machine, a very, very smart machine, but it's still a machine. A machine can't make subjective distinctions. It can't tell you, definitively, why the Mona Lisa is so appealing to most people (all Google sees is the code)

An algorithm can't tell the difference between Michelangelo or little kids water color

An algorithm can't tell the difference between Shakespeare or Dr Seuss

The Web Traffic Volume Myth

You don't need 10,000 visitors a week to have your website make money, what you do want is to have Google observe a spike, an "uptick" in interest in your site (relative to your competitors)

What we want to end up with is Googlebot observing people coalescing around you

Chances are everybody listed on your local chamber of commerce twitter and Facebook accounts put themselves there for a specific purpose: they, like you, want more business

Those other local-to-you small business owners paid money to be on the chamber of commerce, they also jumped through more than a few hoops to get themselves a company twitter, company Facebook, LinkedIn profile and so on. They need YOU as much as you need THEM

Stalk that company on social media (they want to be stalked... btw, so do you)

Frederick County Chamber of commerce + twitter

About 43,200 results (0.42 seconds)



Frederick Chamber of Commerce [Place page](#)

8420 Gas House Pike # B
Frederick, MD 21701-4972
(301) 662-4164

Bus: Broadband Drive @ Progress Drive (Riverside Corporate Park)
[Get directions - Is this accurate?](#)

1 review - [Write a review](#)

[Frederick Chamber \(fredcochamber\) on Twitter](#)

Bio The **Frederick County Chamber of Commerce** connects business and community through leadership, advocacy, and education. **Twitter** updates by @jesshibb. ...

[twitter.com/fredcochamber](#) - Cached - Similar

✓ Frederick Chamber shared this

[Frederick County Chamber of Commerce | Chamber News](#)

The Maryland Association of **Chamber of Commerce** Executives (MACCE) named **Frederick County Chamber of Commerce** President & CEO M. Richard 'Ric' Adams its ...

[www.frederickchamber.org/CWT/External/.../Chamber_News.aspx](#) - Cached

✓ Frederick Chamber shared this on Twitter - Jun 18, 2010

[New Media & Technology Conference Frederick County Chamber of ...](#)

Frederick County Chamber of Commerce | Events, New Media & Technology ...

[www.frederickchamber.org/cwt/external/wcnpages/.../EventDetail.aspx?](#)

- A) Find a company from your local chamber of commerce
- B) Find out if it has a twitter account
- C) See if they also have a Facebook account (meet those 2 criteria and you're onto something here)
- D) See if that business person also has a LinkedIn account
- E) See if they also operate a company blog

Now Execute the following (pun intended) **Following Strategy**

Qualify Each Contact To See if You Can Get What YOU WANT FROM THEM

If they are on twitter, check to see if they were smart enough to list their main company website url listed in their twitter profile (if they do not, that's a dead giveaway to you that they are not worth following) if they DO have a company website check to see if that site also lists their Facebook, LinkedIn, Youtube etc. If they meet that criterion... they are likely to need followers as much as you do.

1. Follow them on [Twitter](#) they'll see that (or not if they don't know what they're doing)
2. Find a recent tweet of theirs that is pitching their company, product or service and Favorite it
3. Find another recent tweet of theirs (also pitching their wares) Favorite it and ReTweet it (don't bother retweeting a tweet that says "I'm at the veterinarian", you want one that they can see YOU promoting THEIR wares) If they know what they're doing they WILL see that you re-tweeted them! If they Do NOT notice that you just did them a favor, they weren't players in this arena and are of no use to you (and they aren't any use to themselves either, they just don't know that... yet)
4. Check Facebook to see if they have a [company Facebook Page](#) (now you know something useful about them) Like that company Facebook Page (you can take it back if this doesn't get you what you want or later you find a better local-to-you compatriot/ confederate as your needs change)
5. Check Facebook to also see if they have a personal Facebook Profile (a bit harder to get them to friend you there without you also sucking up to them elsewhere on social media)
6. Check on their FB pages, Twitter profiles and Google their company name to discover if they were SO savvy, they knew they needed a company blog (if they do, they really DO need you as much or MORE than you need them, they're hungry for subscribers/ comments/ interaction is currency!)
7. Check to see if they have a [LinkedIn Profile](#) (if they have both a personal LinkedIn AND a company LinkedIn profile, you're golden) In LinkedIn, hunt for someone on LinkedIn, click on "add to network"

People

« Go back to Search Results « Prev Next

Fernando Herboso
Independent Real Estate Professional
Washington D.C. Metro Area | Real Estate

Current • Realtor at Primetime Realty Homes

Connections 0 connections

Public Profile <http://www.linkedin.com/pub/fernando-herboso/0/487/4a7>

Share Print Flag

Expanded profile views are available only to premium account holders. Upgrade your account.

See expanded view

Add Fernando to your network

Send InMail

Save Fernando's Profile

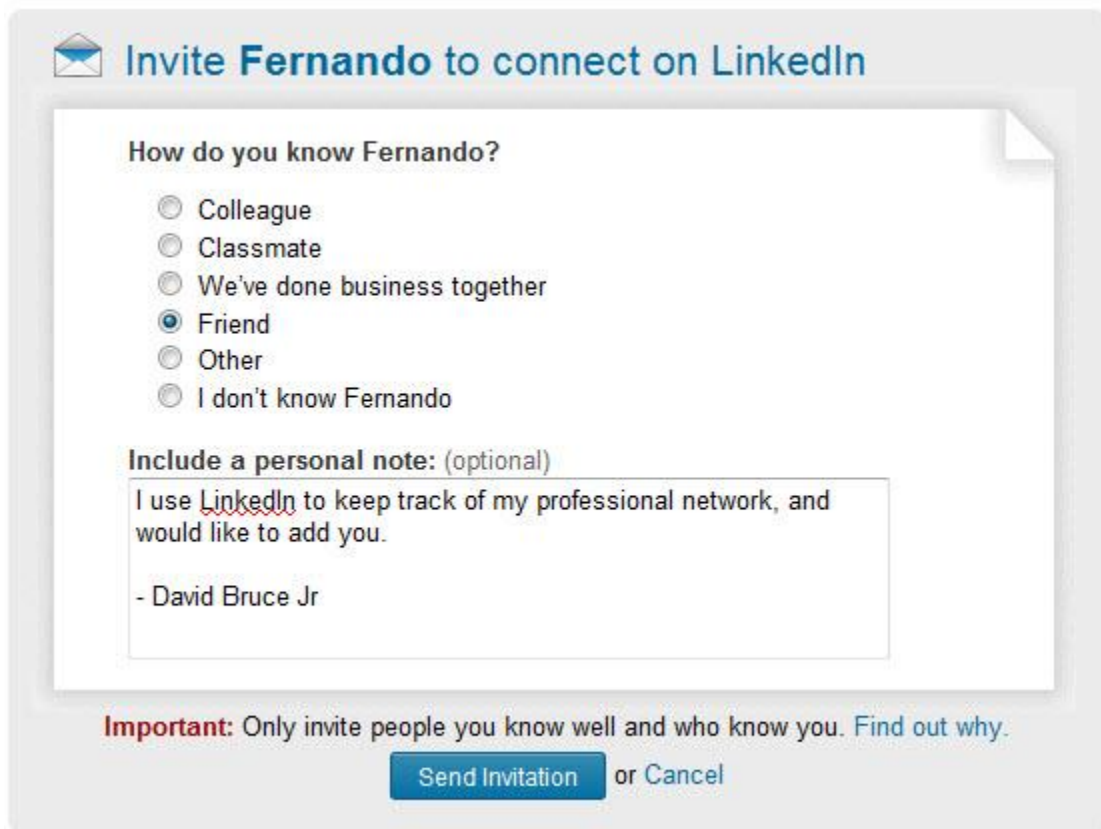
Summary

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Clicking on this will send them an email (on their end) on your end a box will pop up




The screenshot shows a LinkedIn invitation interface. At the top left is an envelope icon. The title is "Invite Fernando to connect on LinkedIn". Below the title is a section titled "How do you know Fernando?" with six radio button options: "Colleague", "Classmate", "We've done business together", "Friend" (which is selected), "Other", and "I don't know Fernando". Below this is a section titled "Include a personal note: (optional)" with a text input area containing the text "I use LinkedIn to keep track of my professional network, and would like to add you." and a signature "- David Bruce Jr". At the bottom, there is an "Important:" notice: "Only invite people you know well and who know you. Find out why." and two buttons: "Send Invitation" and "or Cancel".

do NOT send them the “off the shelf”, standard form letter style email (they’ve seen that dozens of times already and ignored them, because they don’t see any reason to have you be connected with them)

Remember You’re Asking Them To Do Something FOR You, what’s in it for them?

In the LinkedIn “add to network” email add this personal message:

Hi, I just followed you on twitter, subscribed to your blog, left a comment, Liked your company Facebook page, sent a FB friend request in your inbox, I’m connecting with other business owners in (insert your municipality or geographical area), I sometimes get people asking me for (insert whatever this person does) and want to give you the referrals

 **Invite Fernando to connect on LinkedIn**

How do you know Fernando?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Fernando

Include a personal note: (optional)

Hi, I just followed you on twitter, subscribed to your blog, left a comment, Liked your Facebook page sent a FB friend request in your inbox, I’m connecting with other business owners in Montgomery County, People ask me for real estate agents and want to give you the referrals
- David Bruce Jr

Important: Only invite people you know well and who know you. [Find out why.](#)

or

To recap: follow on twitter, favorite and retweet, Like them on their company Facebook page, subscribe to their blog, leave a useful comment praising their operation on their company blog, having done all that, send a personal FB friend request, and a LinkedIn “add to network” request

If someone has gone to all the trouble to be on those social networks, they are seeking to maximize the return on time invested, they WANT to be stalked... you just became exactly what they were hoping for... an internet stalker, stalking their company!

Now you’ve got some rapport with them, you did something for them, that they needed to have done, they appreciate it. Now they begin to view you, not as a liability but an asset, you’ve demonstrated your utility to them.

People who are in a position to do what you just did for them don't grow on trees!

Now you have become an "influencer", do this just a little bit and your influence will grow, imagine doing this "rinse – repeat" after you've grown to 1,000 Facebook friends or 3000 ? How much weight will you be able to "throw around" then?

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