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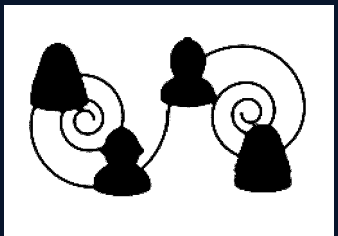

Welcome to LocalBizNetwork

We are a digital marketing company specializing in Internet Marketing, Reputation Management, Email Database Creation, Website Development and Web Application Development.

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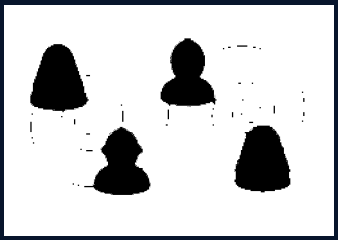

Business Networking Sites

1. Linkedin.com – Business Networking
2. Meetup.com – General and Business
3. Meettheboss.com – Business Networking
4. Ryze.com – Business Networking
5. TalkBizNow.com – Business Networking
6. Xing.com – Business Networking
7. Yammer.com – Business Colleagues Networking
8. Yelp.com – Business Reviews

LinkedIn

XING

Meetup

yelp

ryze
Business Networking

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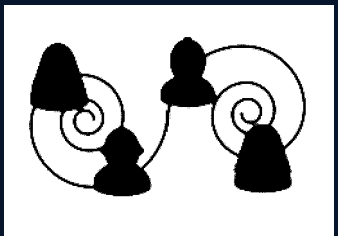

Social Networking Sites

1. Badoo.com – very popular in Europe – 13 million users
2. Bebo.com – Worldwide – 40 million users
3. Facebook – Worldwide – 200 million users
4. Friendster – Worldwide – 90 million users
5. LinkedIn – Worldwide – 40 million users
6. MySpace – Worldwide – 253 million users
7. Orkut – Popular in Asia and Europe – 67 million users
8. Twitter.com – Worldwide – 12 million users

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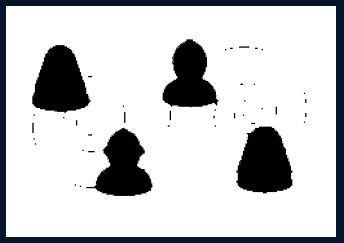

Twitter
What is Twitter?

1. Twitter is ‘twittering’ (talking) to potential customers for your business, getting ideas/help/solutions for your business, branding your business in your target sector (geographically too!)
2. Twitters are short blogs with 140 characters or less.
3. You can market your business or get connected with other power partners for your business from your cell phone from anywhere.
4. Instant public messages – kind of like advertising on the radio for free.

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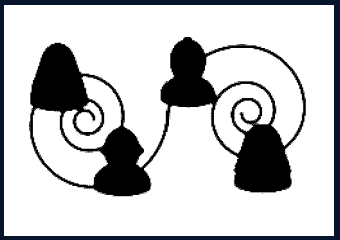

Twitter
Why Twitter?

1. Twitter searches are in real time.
2. Main difference is Google searches are on what happened yesterday and in the past. Twitter searches are in content that people are talking about ‘right now’ ☺.

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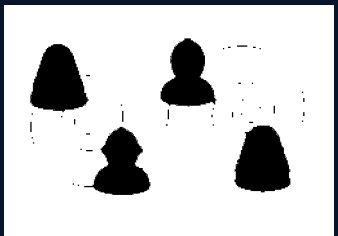
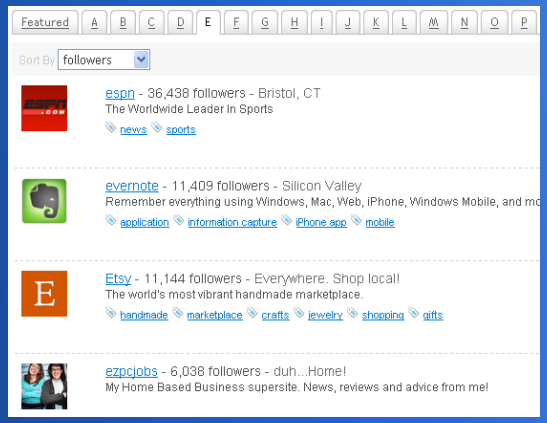


Twitter
How should I use Twitter for Business?

- Create a Twitter account in your name and give the appropriate description for your business so that people interested will find you.
- You have to find people who have compatible businesses to yours on Twitter and follow them. Have a conversation with them and connect with them.
- Connect with people by giving advice/getting advice
- Make sure your business/description comes up on the Twitter searches
- Update your tweets about your business on a daily basis (at least weekly ☺)



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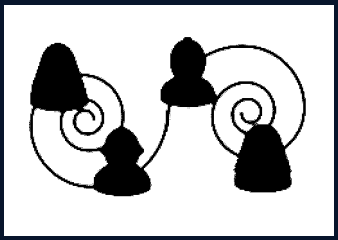
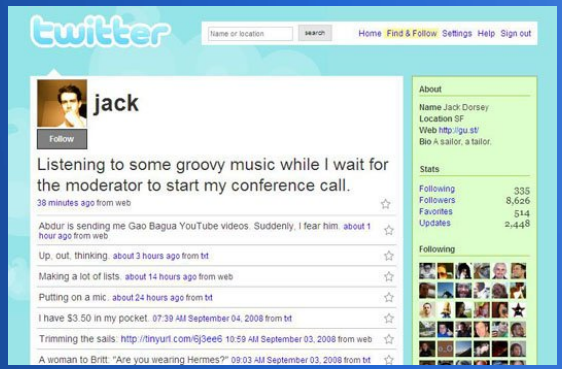


Twitter
Advantages of Twittering for Business?

1. Hard to get responses in blogs – but, people do respond to tweets
2. You can tweet from anywhere and grow your business by constantly talking to people in your sphere
3. You can wonder about issues/future plans about your business aloud - and get instant responses
4. Be in touch with your colleagues/coworkers constantly wherever you are - this avoids a lot of miscommunication within a company



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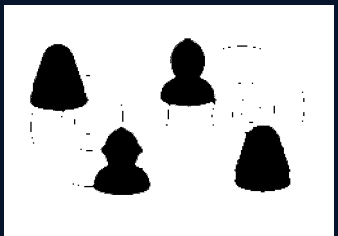
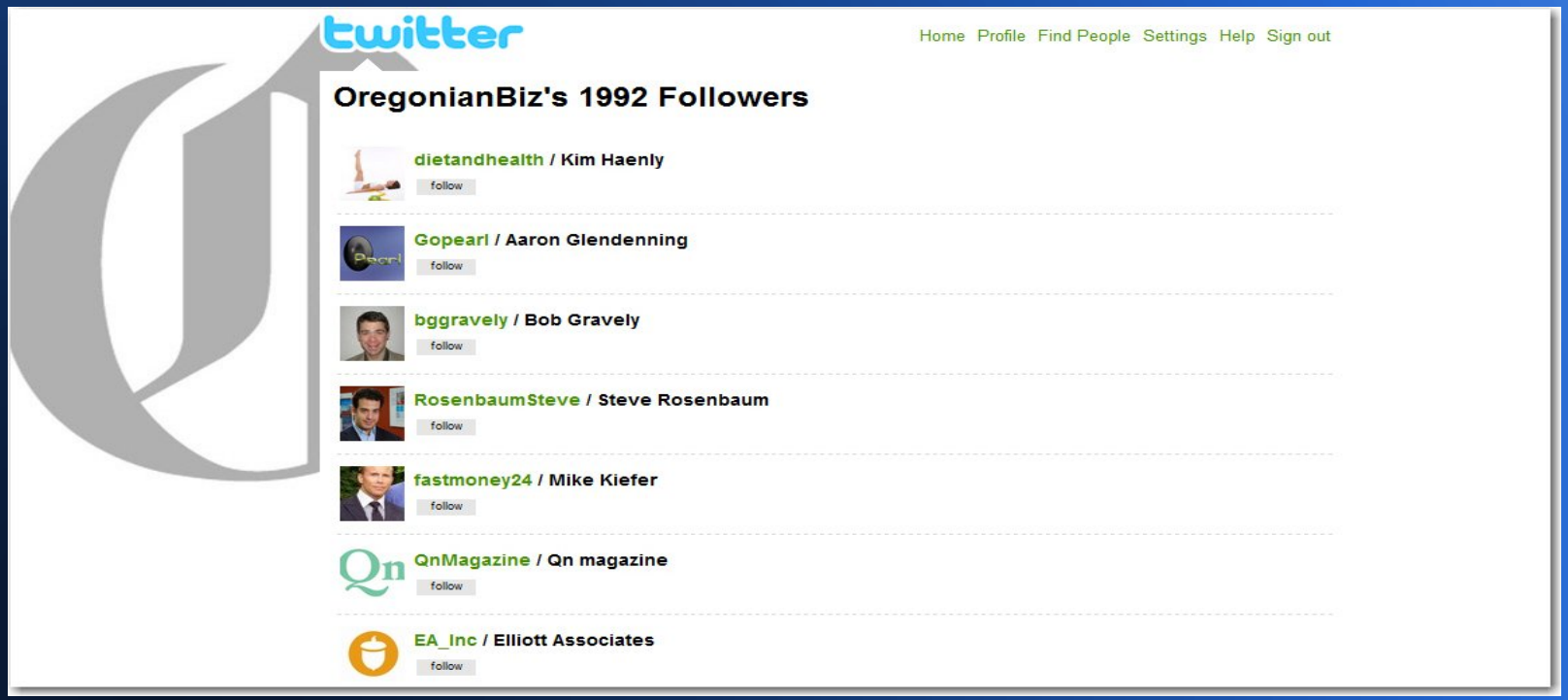


Twitter
Quick examples to connect to Tweets



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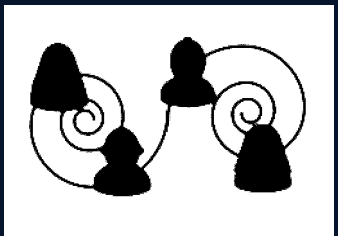

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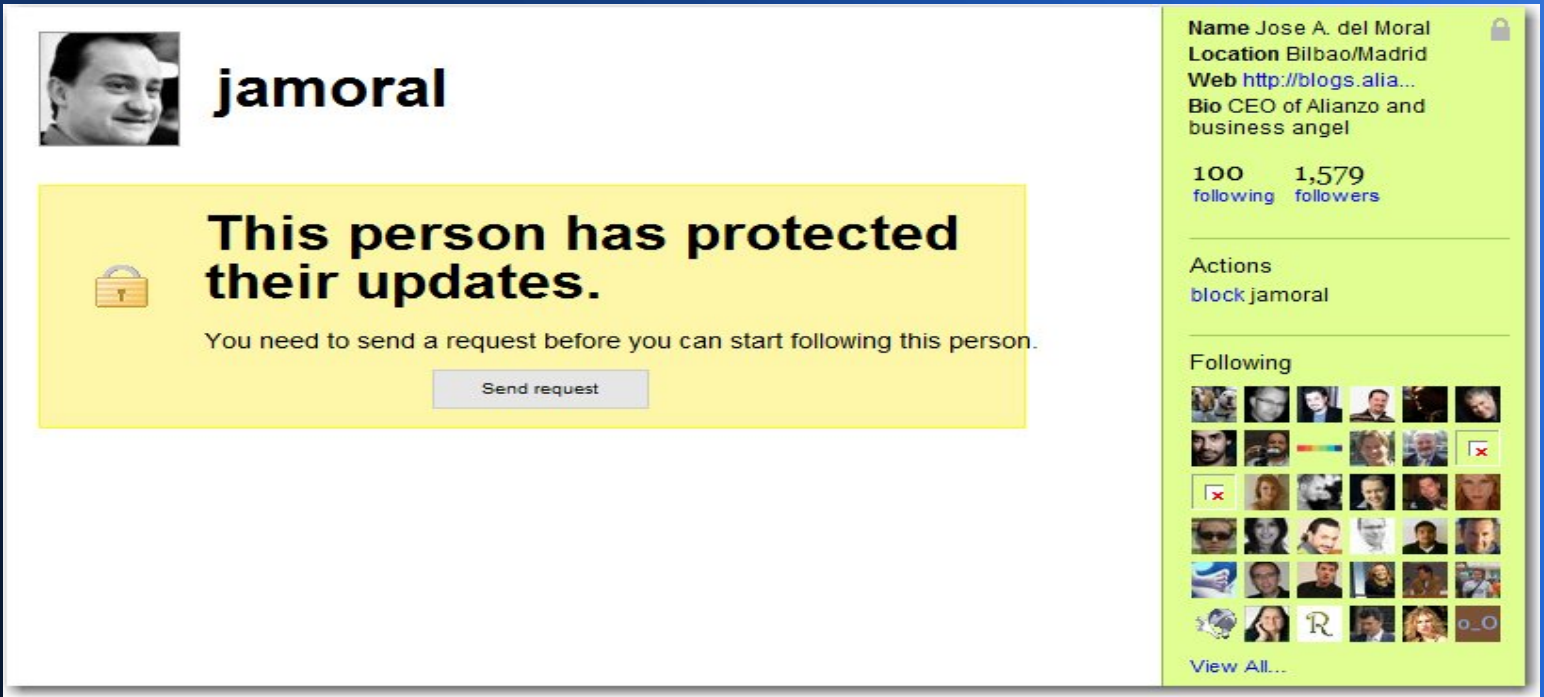

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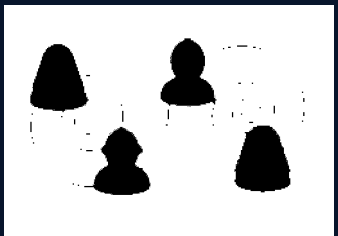

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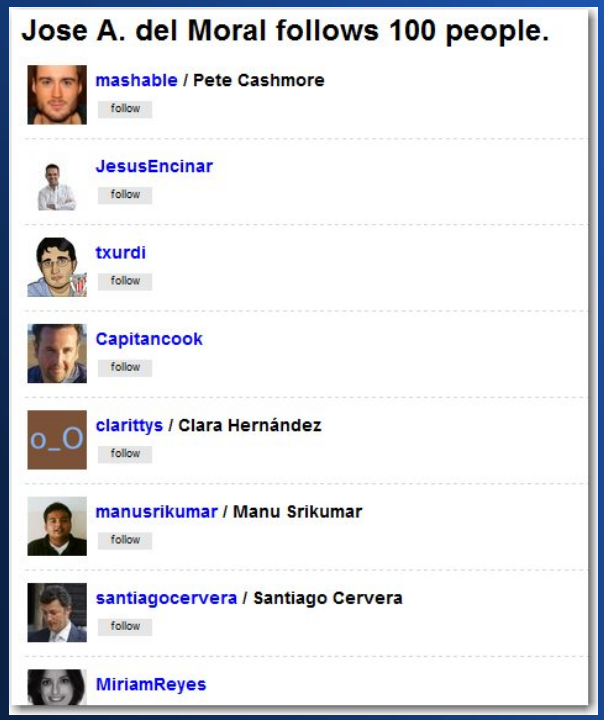

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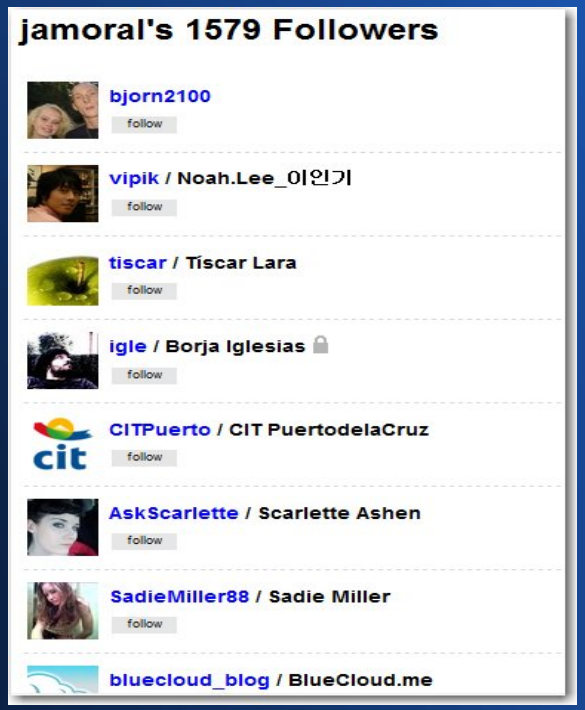

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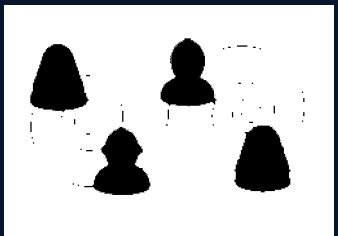

Twitter
Quick examples to connect to Tweets

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Twitter
Add Ons to Your Account

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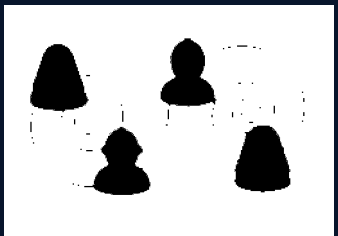

Twitter
Add Ons to Your Account

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Twitter

Columns to organize tweets/followers like a CRM

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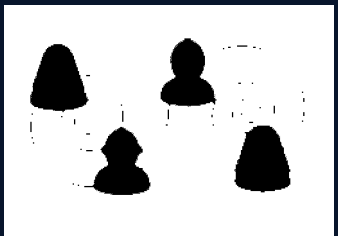
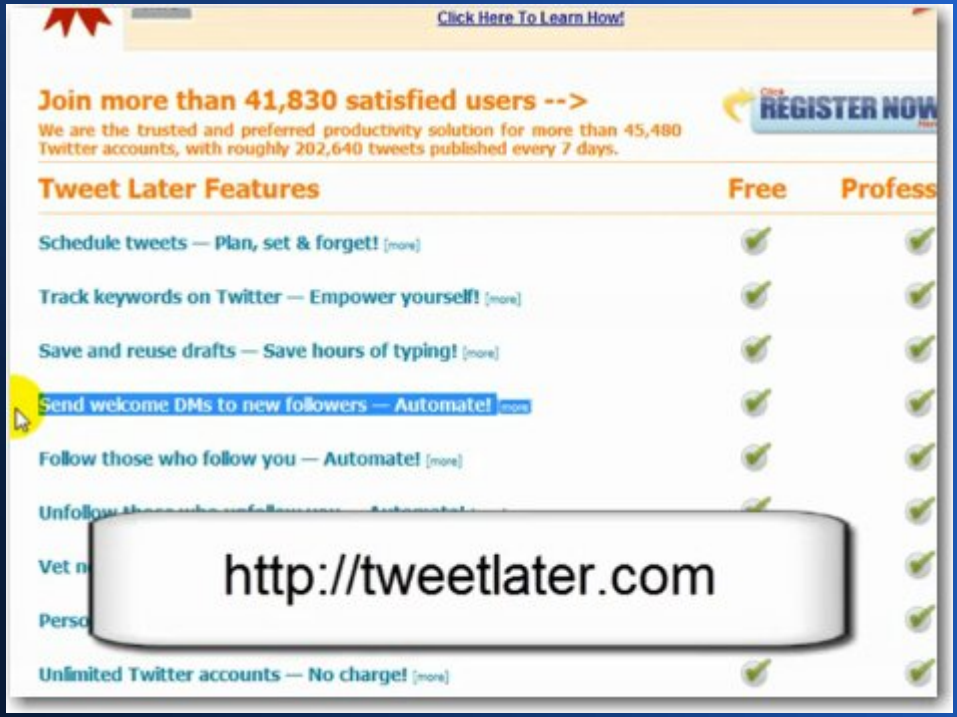


Twitter

Set dates to send out tweets and keep track of followers who drop you!



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Add Ons to Your Account

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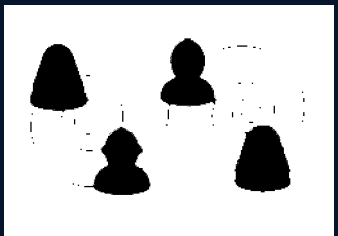

Twitter
Hashtags.org - for categorizing all your twitters

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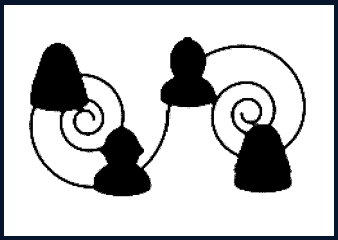
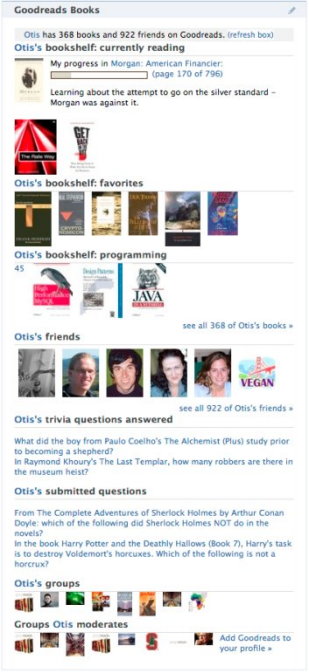


FaceBook
Benefits of Business



- **Meet your peers**.
- Facebook is not just for college kids anymore. Members are typically older and more mature than on other sites, and they are more affluent and more educated white collar users.
- **Find business contacts**.
- With more than 100 million active users, and predicted to be 500 million by 2011, not only are your friends on Facebook, so are your prospects, your customers, your repeat customers… and, of course, your competitors. You need to be on too.
- **Instant gate opener**.
- Facebook members are open to connecting. You can easily begin a dialog with highly successful - even famous - people who were previously otherwise unreachable.
- **Build relationships.**
- By engaging in conversations with your prospects and customers, you can better adapt your marketing and business services to meet their needs.

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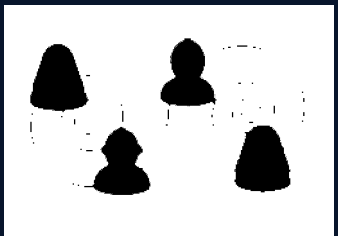

FaceBook
Benefits of Business

- **Raise visibility**.
- By consistently and congruently showing up, posting relevant information, and being a thought leader, you can increase visibility and credibility as the expert in your area.
- **Develop your personal brand**.
- The lines between business and personal have become blurred. You can reveal as much or as little about yourself as you wish, allowing you to personalize your brand.
  Target your niche.
- Users volunteer vast amounts of information about themselves that you can readily access. These kinds of demographics, psychographics, and technographics would previously have cost fortunes to access.
  Get rapid top Google placement.
- Create a Page for your business and share information with your fans. Pages (for business) and Profiles (for personal) are indexed for optimal search engine positioning.
- **Place targeted ads**.
- With Facebook Social Ads, you can test out extremely targeted advertising for minimal cost.

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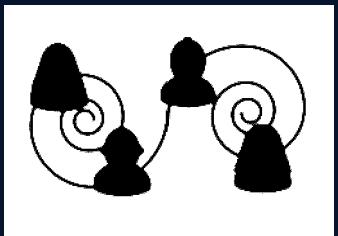

Thank You from LocalBizNetwork

We are a 10-year-old company specializing in developing simple websites to complicated social networking sites. We also create flash presentations, animations and online tutorials. We are known for our Internet Marketing techniques as well. No other company can match our service and expertise!

Call us for a consultation!

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