

ACTSmart, American Computer Technologies Presents:

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Monday's Marketing Minute

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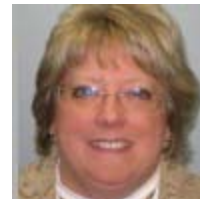
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Dear Pam,

Up until 10 days ago, I thought Twitter was a way of twittering away your time and I'm far too busy for that! What changed my mind? David and I were in Nashville for an intensive, 3 day marketing conference with our peers from across the country and the talk around the table was how much business they were getting from Twitter (and Facebook!) We were astounded!



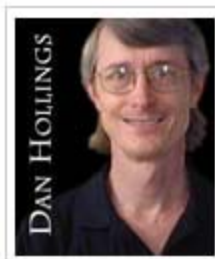
Dan Hollings, a search engine optimization superstar and Twitter Genius was one of the headline speakers at the conference and he spoke for 2 hours on Search Engine Optimization and, especially, Twitter!

Well, that clinched it - we are "Tweeting," in Facebook and working our other blogs, too. We've found a way to utilize social media to help our clients' businesses even if they are not doing it themselves. Yes, it's a little more work for us but we think you're worth it! You'll find links to my networks at the bottom of this email.

Check out [Twitter](#) for yourself!

It only takes a minute to learn a new marketing technique ~
Let's Get Business!

Twitter Twenius



Dan Hollings is a "Twenius," a self-proclaimed Twitter Genius whose websites, blogs and "Tweets" (a Twitter posting) all offer this #1 piece of advice as you start:

"Invest some forethought into your Twitter username (15 characters or less); short, memorable, relevant, personable, and easy to spell are good guidelines. You will also be able to associate a 20 character (max) REAL NAME with your username.

If you're a local business or if you use an 800# free recorded message service, it may be possible to incorporate that phone number in the real name. You could also categorize what you do as part of your real name. This is a very visible part of the Twitter system, choose wisely."

For more of his "How To's " [Check out his website.](#)

Twitter For Your Business



How can you use Twitter for your business? Well, we're already doing it for our clients' benefit by announcing our website updates to all our social networks. That way, we're getting their information out to our circle of friends and clients. And, we're emailing our clients when we update their sites, as usual, but adding that we have "Tweeted" their update with a link to our accounts so they can check us out, connect to us and grow our

network. Who knows, it may spur someone to purchase from one of our clients.

David sends out an announcement when he updates his blog with breaking technical news. He also "Tweets" when he posts his ACTSmart article to support his 95.9 WATD radio spot on Tuesday mornings.

I know that no one cares what I had for breakfast. I do think that they might like to know when the Boys & Girls Club Golf Tournament online registration is available, or that Veronica's Sweetcakes can create a cake for your event that is as spectacular as the "Ace Of Cakes" guy on the FoodNetwork! This is useful stuff delivered in 140 characters.

Even if you're not Twittering or Facebooking or doing any of those social media networks, we are. If you are doing them, link to us, be our "friend." It's another way to connect to other local businesses. You know how important that is for your business!

Pulling It All Together with Ping.fm



Remember when I said that I don't have time for all this? I'm busy marketing our business and helping you market yours. So, how can I be posting to 5 or 6 sites and still have time to design a new marketing campaign? [Ping.fm!](#)

Ping.fm is a simple, FREE service that makes updating your social networks a snap. They support over 30 social networking sites and are adding more regularly. Between their straight forward posting methods and advanced custom triggers, they make it easy for you to post your messages exactly where you want them to go.

So, I'm "pinging" my other network sites. It's so efficient that I have time for another cup of tea!

Facebook



Jennine is our friend and my Facebook guru! She has been teaching me the ins and outs of Facebook including how to add the little emoticons in instant messages. If I need to know how to do something on Facebook, I ask Jennine.

You probably have your own "Jennine" in your life; someone who knows how to Twitter, Facebook, get LinkedIn or post to a blog. They are more than likely flattered that you would ask them for advice. Seek them out - remember, this is *social* networking so be sociable and connect with a few friends.

We made it through last week and we're full of new ideas from "Boot Camp!" We were like magpies talking about one more thing that we just remembered. I've done pretty well starting to implement some of the best things that we learned.

I am using Ping.fm to update my social sites, I'm blogging again, and I am about to launch a few new, cost-effective services to help our clients promote their businesses in more innovative and effective ways.

I have decided to no longer introduce myself as a website designer. I realized last week that I am a "**Marketing Mentor.**" According to the dictionary, a *mentor is a trusted counselor or teacher, especially in occupational settings.* I not only design websites, I mentor my clients to help them market their business and attaining more powerful results. It's what my Monday's Marketing Minute is all about - helping you make your business thrive!

Have a Happy, Healthy, PROSPEROUS week!

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