My name is Corinthia Worrell. I am currently the Marketing Manager employed full-time at Cape Fear Eye Associates, PA in Fayetteville, North Carolina.

I have no relevant financial relationship(s) within the products or services described, reviewed, evaluated or compared in this presentation.

I am a member of the board of directors at the Vision Resource Center in Fayetteville, NC, but receive no compensation.

Objectives

- Analyze your Social Media Rating as well as your competitors
- Understanding Business Blogging and lead generation
- Merge social media with your Existing Marketing efforts
- Increase your Search Engine Optimization (SEO) status
- Create exceptional HD Videos of your business at little to no cost
Understanding Social Media

Do a SWOT Analysis
Strengths, Weaknesses, Opportunities and Threats

Strengths
- What are we really good at?
- What are our unique competencies?
- Where do we beat our competitors?

Weaknesses
- What are we really poor at?
- What resources are we short of?
- Where are we at a competitive disadvantage?

Where do we Start?

Strengths, Weaknesses, Opportunities and Threats
Do a SWOT Analysis
Strengths, Weaknesses, Opportunities and Threats

**Opportunities**
- How could we improve our practice?
- How could we improve our efficiency?
- What new products/services/markets could be added?

**Threats**
- What regulations are changing?
- What products/services are losing demand?
- What resources are difficult to find?
- What are our competitors doing?

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Branding Your Image

**3 Key parts to BRAND your practice**

1. **Company Logo** - Your logo "alone" should identify who you are and what your about. Choose your colors, style and emblem/symbol carefully.

2. **Company Tagline** – Why should they choose your practice? (examples)
   - Experience you can Trust
   - Trusted Providers
   - We Care
   - We Change Lives

3. **Company Slogan** – In a short sentence express what sets you apart from all the rest. (examples)
   - Your One-Stop family eye care specialists from pediatrics to LASIK to cataracts
   - Honored among the Top Doctors in America in LASIK, Cataracts & Retina serving the community for over 30+ years

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Branding your LOGO

Is Your Website Compelling?

What Makes you Different?
- Specialty Services?
- Hours of Operation?
- Community Outreach?
- Testimonials?
- Locations?
- Training & Education?

Tools for a Successful Website

EASY navigation
- Eye-catching home page
- Search box
- Helpful links
- Services offered
- Physician & staff bios
- Contact us
- Frequently asked questions
- Map to office(s)
- Financing options calculator
- Blog page
- Videos
- What’s new
- Social media links
- Photo page
- Separate page & link for each location
- Testimonial page
- Career opportunity page
- Survey
How to get NOTICED
Setting yourself apart

• Update YOUR Website – add videos, educational material, blog, photos, add personal information about doctors & staff - patients like to know their human too
• Specialty services – meaningful reasons why patients should choose your practice
• Educational seminars – gives patients a chance to get to know the doctors and facility
• Decrease patient wait time – word-of-mouth will travel fast!!
• Thank-you program – send the old fashion card in the mail
• Offer low-interest financing options
• Send welcome letters, birthday or anniversary, cashiers appointment reminders – treat your patients like family
• Listen to your patients – remember they are the driving force to a successful practice

#1 Starting Social Media

Inbound Marketing – A holistic, data-driven approach to marketing that attracts individuals to your brand and converts them into lasting customers.

Quantum media (quantity or amount) - Broad range of diverse group of media organizations. Marketing, strategic planning, new product development, as well as non-profit organizations.

- Where do YOU rate in social media
- Where does YOUR competitors rate
- Areas that need improvement
- Lead generation
- SEO
- Blogging
- Mobile

# 2 Where Are You Listed?

Formerly known as “yallisted.org”
https://moz.com/local

Can your customers find you online?

Check your listings on Google, Bing, and other local search engines.

- Analyze your found listings
- Listing score
- Missing listings
- Unclaimed listings
- Reviews
- To do list – Click on listing, go to site and claim or edit
### Claim or Edit your Listing

**https://moz.com/local**

If applicable, add photos, videos, and information about your practice.

Click on scale for each site and claim your listing, correct errors and/or add additional information.

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### #3 Get YOUR Business on Google

**https://www.google.com/business/placesforbusiness**

Search for your business on Google:
- Add ALL your places of business & physicians
- Search for your business
- Select your business
- Add all your locations
- Set up your business dashboard
- Track and monitor insights
- Monitor and respond to reviews
- Set up Google+ page for ALL locations
  - Add business information
  - Photos
  - Videos

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### Google - Paid vs Organic Ads

Paid advertising is an internet advertising model used to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. It is defined simply as "the amount spent to get an advertisement clicked."

Organic advertising is inexpensive or free. If you have a large word-of-mouth campaign, it can spread information about its products at essentially no cost. Consumers feel more like a friend is recommending a product, potentially increasing the likelihood that they try it.
Understanding Social Media

Social media enhances the internet through communication and action.

The term SOCIAL MEDIA implies activities which merges technology, social interaction and the use of words, pictures and videos together.

What Social Media do I choose?

"ONE" social media CAN'T survive on its own. Use ALL forms of social media. Don't concentrate all your marketing in one area. "social media is constantly changing."

In-House Marketing – Create a strong internal marketing program.

- Exercising personal charisma (communication skills)
- Professional and social interaction with Primary Care Physicians
- Timely follow-up phone calls to patients. Timely reports to Primary Care Physicians
- Educational literature explaining the patient's diagnosis
- A practice brochure, business cards, identifying your expertise, and conditions treated
- Maintaining availability
- A recorded message for callers "on hold"
- Maintaining a bright, cheerful attractive setting
- Never feel intimidated to ask for referrals from very satisfied patients (collect surveys)

Community Outreach – Get involved in your community! Support an organization that meets your mission statement.

15 Most Popular Search Engines (March 2014)

- Google – 1,100,000,000
- Bing – 300,000,000
- Yahoo! – 250,000,000
- Ask – 145,000,000
- AOL – 75,000,000
- Wow – 66,000,000
- WebCrawler – 65,000,000
- MyWebSearch – 60,000,000
- Info.com – 42,000,000
- Dogpile – 10,500,000
- DuckDuckGo – 10,000,000
- Blekko – 9,500,000
- Althea – 8,000,000
- Contenko – 7,500,000

Never rule-out other search engines.
Online networking social service

- #1 social networking site with 400 million estimated unique monthly visitors
- Social interaction used by Generation Y-Millenniums to build new relationships (largest age group over 71 million)
- Allows members to post, read and respond, find each other and interact
- Members wall, post texts, photos & videos
- Publish events, invite guests and track who is attending
- Create and promote business page

Founded February 2004

Personal Facebook Page

Graph Search helps you find more of the people, places and things you’re looking for and discover new connections based on what others have shared with you on Facebook.

Access: http://www.facebook.com/graphsearch

- Search by likes
- Search by age or gender
- Search by location
- Search for friends
- Search by employers

Business Facebook Page

Use # to increase search

Create an Event

Run a contest or sweepstakes

Manage several pages

Business reviews & testimonials
Boost a post by demographics

Track weekly insights/analytics

Track effectiveness of promotion

LinkedIn

https://www.linkedin.com

#1 Social Network Site for Business Professionals

- 80 Million + members strong
- Business relationships/Business owner
- Industry professionals
- Entrepreneur
- Highest household income
- High caliber business mindset
- Key decision makers in business

Launched May 05, 2003

LinkedIn – Personal Page

Endorsements show other experts backing your skills

- Get found
- Find connections
- See who your connections are connected to
- Build new relationships
- Get traffic to your website
- Send out emails
LinkedIn – Education

- Find right schools by career outcomes
- Converse with student alumni
- Find jobs and internships
- Build your brand with students
- Recruit the right students

LinkedIn – Now for Education!

European social networking website for business professionals

- Similar to LinkedIn
- Find jobs
- Profile for individuals or groups
- Discussion boards
- Search for employees
- Worldwide leader in business social networking

XING

https://www.xing.com

Online social networking & microblogging service

- User can send and read "tweets" (more like a conversation)
- Limited to 140 characters
- Registered users can tweet and read
- Unregistered users can only read
- Can be used through website interface, SMS (short message service) or mobile device
- Effective way to research products and services

Twitter

https://twitter.com

Founded March 2006

#2 most popular social networking site with over 300 million unique monthly visitors
**Twitter Terminology**

- **Tweet** – A standard message on Twitter containing 140 characters or less
- **Retweet** – A tweet that has been re-shared to all of a user's followers
- **Hash tag** – The # symbol is used to tag keywords or topics in a tweet to make it easily identifiable for search purposes
- **Mention** – Tweets can include replies and mentions of other users by preceding their usernames with the @ sign
- **Handle** – This designates your username and accompanying URL at http://twitter.com/handle
- **Feed** – The stream of tweets on your Twitter homepage comprised of all the accounts you follow
- **Lists** – Twitter provides a mechanism to list users you follow into groups or curated lists showing tweets of all the users in the list
- **Direct Message** – Also called a DM, this represents Twitter’s direct messaging system for private communication amongst users.

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**Blogger**

Blogger is Google's FREE tool for creating blogs. "Blog" short for web-logs are a form of online journal.

- Create a business "custom domain" that is easy for people to find & follow you
- Create unique blogs that fit your style & business with easy to use templates
- Grow your audience with personal blogs/stories
- Reach new readers by connecting with Google+ and Twitter
- Locate others that share your passion and interests
- Available in 60 languages and in countries across the globe
- Use the Blogger apps to post from your phone or tablet immediately
- View comments about your blog
- Stats
  - Overview
  - Posts
  - Traffic Sources
  - Audience

**Sharing Your Blog**

Get their Attention!

Share your posts

Categorize Your Posts

Sort by topic, alphabetically or frequency used. This will target specific groups.

Now, Week, Month, All Time Page Views
January – Glaucoma Awareness Month
February – Age Related Macular Degeneration Awareness & Low Vision Awareness Month
March – Workplace Eye Wellness Month
April – Sports Eye Safety Month & National Minority Health Month
May – Healthy Vision Month & UV Safety Month
June – Cataract Awareness Month & Fireworks Eye Safety Month
July – Celebrate Senior Independence
August – Children’s Eye Health & Safety Month/Back to School Eye Health
September – Healthy Aging Month
October – Eye Injury Prevention Month & Halloween Safety Month/World Blindness Awareness Month
November – Diabetic Eye Disease Awareness Month
December – Safe Toys & Celebration Month

"Ideas for blogs"

Tumblr

Microblogging

“Microblogging”

Tumblr. Founded February 2007

- Blog – short blogs “microblogging” platform and social networking website
- Allows users to post multimedia and other content to a short-form blog
- Post text, photos, quotes, links, music and videos from your browser, phone, desktop or email
- Customize themes - tell your story through pictures, animation, text, music, video
- Create beautiful streaming ads
- More exposure - engage with and reach people beyond your core followers
- No clutter - just your content the way it was meant

http://www.tumblr.com

Pinterest

www.pinterest.com

A visual discovery tool that people use to collect ideas for their interests

- One of the fastest growing social networking websites today
- Collecting and sharing different things you find on the web
- Digital bulletin board or scrapbook for collecting things you find online
- Create individual boards
- Follow pins saved by friends and other users
- Save and repin pins you like to your pin boards
- 65% of Pinterest’s users worldwide are Women
- Grow your business and branding

Launched March 2010

People in the United States are 70% more likely to buy an item they find through Pinterest than if they found it on a company website, according to shopify.
Pin Boards

Social bookmarking web service for storing, sharing and discovering web bookmarks.

- Save, Store and Share Websites in one location
- Tag: users, keywords, web pages
- Follow friends or find people your interested in building feed
- Community picked links based on your interests
- Organize all your links for easy access
- Delicious Apps available

Delicious

https://delicious.com

A website, a bookmarklet and an app that lets you save articles for later and read them anywhere.

- Save, Store and Share Websites in one location
- Tag: users, keywords, web pages
- Follow friends or find people your interested in building feed
- Community picked links based on your interests
- Organize all your links for easy access
- Delicious Apps available

Instapaper

https://instapaper.com

A website, a bookmarklet and an app that lets you save articles for later and read them anywhere.

- iPhone & iPad – install the bookmarklet in Safari. Save, store and share websites in one location
- Android – once you downloaded the app, navigate to an article in your Android browser. Choose “share” and select Instapaper
- Email – send articles, videos & long emails directly to your account by emailing your personal instapaper address
- Save from other Apps – hundreds of iPhone and iPad apps let you save directly to Instapaper
- Browser – read great reads quickly in Instapaper’s all-inclusive and socially-curated browser
- Kindle – read instantly to your Kindle through the Instapaper website
Google+ is a social networking service that enhances many of its online properties:

- Create specific groups such as family, friends or business
- Video chat with prospects or clients with Google hangout – live & recorded announcements
- Instant share from mobile devices
- Add photos and videos
- Get reviews
- Share news feeds
- Create events
- Join “like” communities

Google+ launched in June 2011 “as invite only”

https://plus.google.com

Google+ Dashboard

- Track analytics
- Create tracking code for website
- Track all Google sites analytics

Hangouts on Air

- Supports social network integrations for Twitter, Facebook, LinkedIn, Google+, Foursquare, Wordpress, TrendSpottr and Mixi.
- Monitor multiple streams in one place
- Cross post to your Google+ pages
- Compatible with mobile phones
- Track your weekly analytic reports
- Get free reports by email

In December 2009, HootSuite launched as officially independent company

https://hootsuite.com
View ALL your social media streams

Add Free Apps

Organize your social media in "one" place

Compose a message –– send out to all social media sites

Schedule your message

Track analytics

Instagram

http://instagram.com

Share your life with friends through pictures

Tell your story through a series of pictures

Snap photos with mobile phone and share pictures as moments happen “real-time”

Filters will transform photos into professional snapshots

Fast and efficient uploading

Share photos instantly on Flickr, Facebook and Twitter

Sync photos with your computer and print when you like

Most used photo sharing site by Generation Z.
**Flickr**

Image Hosting and Video Hosting Website

- Online photo management
- Members share original photos and videos they created
- Post content hosted on Flickr to other websites
- Join “like” groups & discussions
- Create unique stories with your photos
- Find friends and share on social media

Flickr was launched in February 2004

**Picasa**

Image Organizer and Image Viewer

- Image organizer
- Image viewer for organizing and editing digital photos
- Resize images for print, mail, web
- Integrated photo sharing website
- In 2004 Picasa was acquired by Google
The **FREE** Online Photo Editor
www.picmonkey.com

- Create professional flyers
- Touch up a photo
- Create special effects
- Share your designs
- Create a collage
- Design your own
- Add watermark signature logo to your images

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**Photo Editing**

*Before* After

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**Video Sharing Website**

You-Tube is owned by 
Upload, view and share videos
- Video blogging
- Short original videos
- Educational videos
- Forum to connect and inform across the globe
- Distribution platform for original content creators and advertisers
- Fan Finder – reach viewers who are more likely to like your videos/channel
- Overview/demographics/analytics

https://www.youtube.com
Launched February 14, 2005
Upgrade your Channel

- Change to new YouTube channel
- Add a channel trailer to bring in more subscribers to your page
- Add links to all your other social sites
- Instant share on other social media sites

Upload or Create your own Videos or Slideshow

- Export to HD quality formats
- Load multiple files at once

InVideo Programming

- Branding Watermark

Personalize your Videos with your branding
Windows Live Movie Maker

- FREE of cost
- Multiple editing options (splitting videos, zooming in and out, fade in images, merge two or more different videos together)
- Add special effects
- Add music
- Share videos
- Convert videos to mobile-friendly format or other formats
- Create slideshows, family videos and professionals videos

ANIMOTO

- http://animoto.com
- Styles to choose from
- HD Resolution
- Export to Facebook, Twitter, YouTube, etc...
- Embed into blog or website
- Schedule emails to be sent
- 50 beautiful styles to choose from
- Use your own text to tell story
- Music library or upload your own
- Upload photos from anywhere
- Custom branding (Pro)
U.S. Based Video-Sharing Website

- Founded by a group of filmmakers who wanted to share their creative work
- Upload, share and view videos
- Must be original videos
- Create your own Groups or contribute to the Groups of others
- Categories - discover videos, people, and more, all organized by theme
- Create a video - Upload it, add fresh look, soundtrack, and even learn tricks of the trade from our resident experts
- Sell your work

Three "MUST HAVE" Links

- YouTube mp3: a free online media conversion application, which allows you to convert and download YouTube URLs to MP3 formats.
  http://www.youtube-mp3.org
- Free online Video Converter website. No software to install. Convert to avi, mp4, mov, mpg, xvid, and much more.
  http://us.onlinevideoconverter.com
- Clip Converter is a free online media conversion application, which allows you to convert and download nearly any audio or video URL to common formats. Currently supported services: Direct Download, YouTube (HQ and HD), Daily motion (HQ) and much more. This free and fast converter allows you to watch your favorite YouTube videos on your cell phone, PSP, iPhone or nearly any other device.
  http://www.clipconverter.cc

Create customized digital prints and gifts

- Secure, unlimited online photo sharing & storage
- Professional quality prints for a low price
- Over 100 customizable photo gifts, from display-quality photo books, posters, photo mugs & jewelry
- Free online photo editing tools
- Private group rooms for sharing with friends & family
- Free uploading from your mobile phone
- Subscription video sharing & storage plans

http://www.snapfish.com
Vistaprint is an online supplier of printed and promotional material and marketing services.

Create your own:
- Business cards
- Websites & internet marketing
- Signs & banners
- Promotional items
- Clothing & accessories
- Invitations & announcements
- Magnets
- Photo gifts

http://www.vistaprint.com

SurveyMonkey
https://www.surveymonkey.com
Web-based survey solutions, trusted by millions to make more informed decisions

FREE (Basic Plan)
- 10 questions per survey
- 100 responses per survey

13 places
That businesses should collect online Reviews
- Angie’s List – Geared toward service-based businesses
- Yelp!
- Google reviews/local/places/+ 
- Yahoo!/local listings
- Insider pages
- City search
- Consumer search

*Consumer reports
*Better Business Bureau (BBB)
Quickly create and share a poster or flyer online. Using Smore you can choose the design of your flyer, ...

Design FREE flyers online
www.smore.com

Create, send, and track email newsletters

http://mailchimp.com
- Email marketing campaigns
- Send subscribers product updates, event invitations, announcements or editorial content
- Available reports to track or improve your campaigns
- Free for lists of up to 2,000 subscribers

Available programs that suite your needs

http://www.constantcontact.com
- Email marketing campaigns
- Social media marketing
- Online survey
- Event marketing
- Digital storefronts
- Local deals tools primarily to small businesses, nonprofit organizations and membership associations

Founded in 1998
Add videos & contact information
Add maps & location
Track open rate
Links to other social media pages

Run a Sweepstakes
Add photograph of prize
Schedule campaign announcements
Track campaign performance

Community “Outreach” Marketing
FREE School Eye Screenings
Swamp Dogs Baseball Team Eye Doctors
Filming Movie Documentary “What Michael SEES”
Walk-a-Thon for the American Heart Association

Establish new likes, email addresses and contact information for future email campaigns
Supporting the Vision Resource Center independent living programs for visually impaired adults & children in the Greater Cape Fear Region

Hosts of annual “Out of Sight” Dining Event
(Blindfolded)

Anti-Bullying Campaign – Blindness Awareness Month
October 2013

Orphans of God “The Musical” performed by (12) visually impaired youth and cast to bring awareness to bullying in our schools

Sports Marketing

Lamar “The Boxing Queen” Russ Middleweight Boxer
Sports Marketing
Eye Care Doctors for the Fayetteville FireAntz Hockey Team

Supporting a non-profit organization
The Vision Resource Center

In Summary...
New Mindset
New Results...
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- Snapfish – snapfish.com
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QUESTIONS

Thank You!

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