

DCP Marketing Services LLC

Growing Sales with Creative Strategies and Effective Communications

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Using Facebook, LinkedIn & Twitter Social Networks for Business

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David C Pinkowitz uses social networking to supplement and enhance his business networking. He keeps in touch with business associates, builds deeper relationships with them, and shows them his expertise.

Communication Features

- Post biographical information about yourself
- Post activity status, comments, discussions, news, photos, videos, Web links
- Search for people, topics, jobs, employees, and companies
- E-mail to individuals and groups
- Join groups with common interests
- Ask questions and provide expert answers

Potential Business Goals

- Meet new people
- Keep in touch with people you know
- Develop better relationships
- Promote yourself as an expert
- Ask questions and get answers
- Be found by a keyword search
- Find prospects to sell to
- Find a job
- Find new employees

Comparison of Networks

	<u>Facebook</u>	<u>Twitter</u>	<u>LinkedIn</u>
• Millions of members	900	150	150
• Description of network members	friends	followers	connections
• Must approve network members	yes	no	yes
• Post biographical information about yourself	some	little	full resume
• Search for people	yes	yes	yes
• Search for topics	no	yes	no
• Post comments on status	yes	yes	yes
• Status post length	long	140 char	long
• Post photos and videos	yes	no	no
• Communication among members	lots	lots	some
• Social interaction	lots	lots	little
• Join group of common interest	yes	no	yes
• Promote yourself as an expert	little	some	lots
• Job searches	little	little	lots
• Find new employees	little	little	lots
• Sell to network members	little	little	lots
• Ask and answer questions	little	some	lots
• Introductions to other network members	little	little	lots
• Research information about companies	some	no	lots

Tips for Best Results

- Set a few goals
- Develop a strategy for selecting connections
- Go slow, listen and learn about the culture
- Experiment with building your network and the types of posts you make
- Post information providing value to your relationships and interact with them
- Monitor invested time and your progress toward goals
- Enjoy the experience