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Sales 3.0 - The New Contact Sport
How To Use And Leverage Social Media Marketing
For Small Business Sales Success

by

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Build Your Own Brand,

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101 Motivational Mantras for the New Millennium

What's Sales 3.0 - The New Contact Sport About?

Sales 3.0 - The New Contact Sport guides small-business professionals, salespeople and anyone seeking to harness the power of social media marketing to access specific markets and to target certain demographics. In the face of tough market conditions that only get tougher with each passing day, this book can be a survival guide for any entrepreneur or small business. Entrepreneurs running smaller businesses will learn how to create a driving force for growth with a well-developed social media marketing plan. This book shows the reader about every aspect of social media marketing and identifies the potential of sales success in consolidating as well as expanding business. **Sales 3.0 - The New Contact Sport** teaches real world methods of social media marketing and their application to businesses and professionals. By using the methods and tools in this book, a reader can easily create a successful sales strategy for their small business and carve a niche in the market in an inexpensive and productive way. Written in simple language, **Sales 3.0 - The New Contact Sport** encourages readers to practice the techniques explained and outlined in the book. Within a few hours, a person or an organization can start building a sturdy, successful small business.

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Seven Deadly Sins of Social Media Marketing

Worldwide Web users greatly dismayed by the Petroleum giant BP's oil leak in the Gulf of Mexico took to Facebook and Twitter to express their outrage. Aggrieved online communities hotly debating the oil spill resorted to sarcastic comments like 'Oil Oil everywhere, not a drop to use!', 'Texas tea time, wait till you see the crumpet', and 'We have put more birds in oil than Colonel Sanders'.

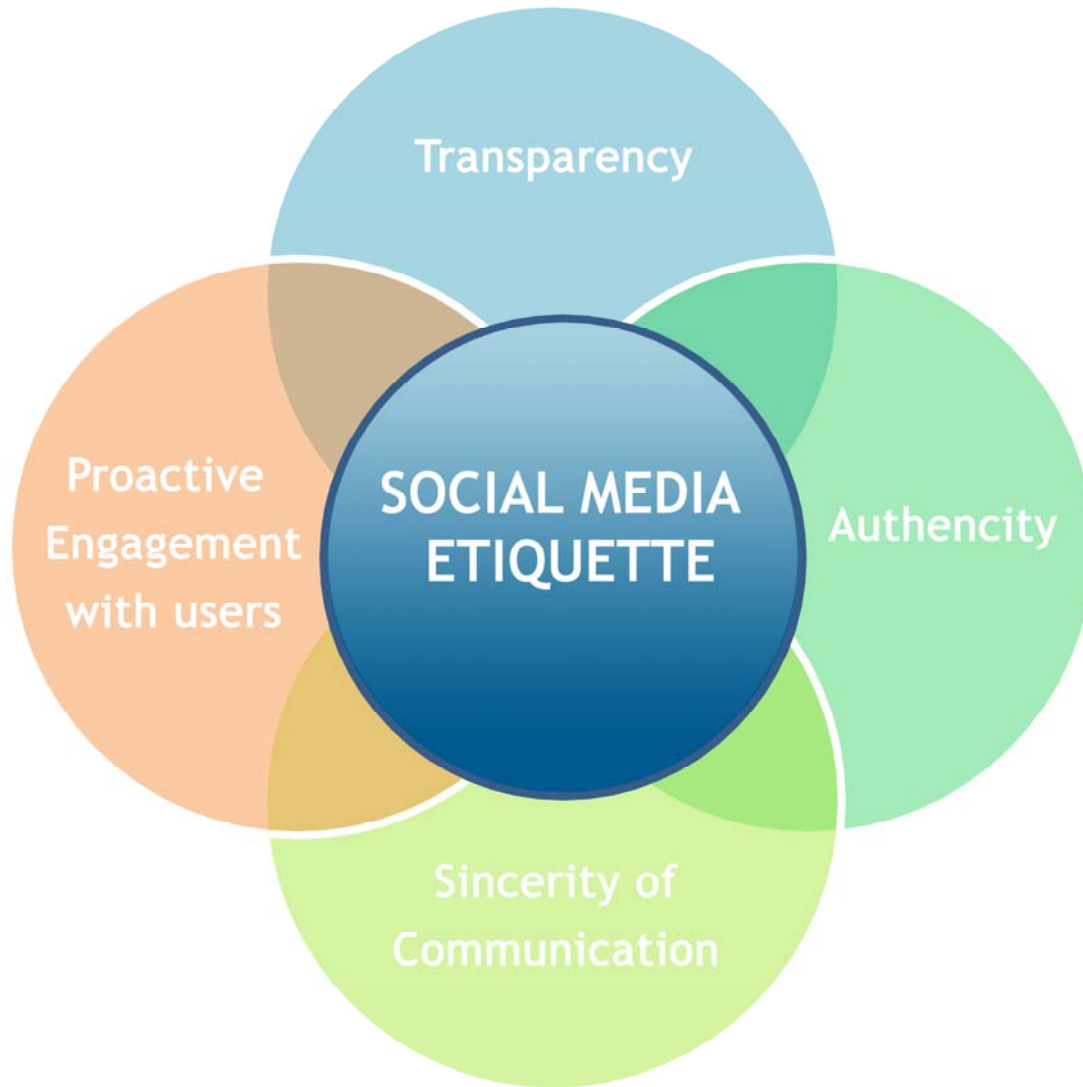
The corporate crisis is a stark example of the evolving landscape of intense customer interaction and involvement in social, cultural, and economic issues that may or may not concern their day-to-day lives. Wal-Mart founder Sam Walton had once rightly stated: *"There is only one boss; the customer, who can fire everybody from the chairman on, simply by spending his money somewhere else."* Ironically enough, it was speculated that Wal-Mart's local Chicago public relations firm was behind a 'fake' community support group that released blogs in support of the store coming to town. This was not the first time that the chain had been in the eye of a Social Media storm. In 2006, its PR firm rolled out a blog called 'Wal-Marting Across America', supposedly a chronicle of a couple's adventurous tour in an RV. Incidentally, the couple turned out to be one hired by the company itself.



Keeping aside the irony, the message here is that today's all-pervasive Social Media platforms have emerged as the most potent medium of public interaction. Both big and small brands, keen to appease the *BOSS*, are trying to leverage its reach and power. However, in their anxiety to connect with audiences and drive new sales, they may end up making some silly mistakes.. Like many big brands have already discovered, such goof-ups can permanently dent their brand image and business credibility.

The point is: Social Media can be a recipe for disaster. Thankfully, smaller businesses can learn from the costly mistakes made by the bigger brands. So after studying hundreds of Social Media goof ups, what we realized is that most of these goof ups can be avoided if you avoid these seven pretty common mistakes. We call each mistake a sin. So here are the Seven Sins thou shalt not commit on Social Media sites:-

Sin 1: Thou shalt be familiar with Social Media Etiquette



The networking sites are a social medium and hence, operate on the basis of personal identity. Social media interaction is similar to a face-to-face conversation and has its own norms. Recognizing the importance of polite behavior is important, as it can affect how companies are viewed and received by the online community.

We've already referred to the backlash faced by BP on Social Media. For example, 'Boycott BP', an enraged Facebook group, amassed well over 250,000 fans. Several US government agencies put up pages on YouTube, Facebook, and Twitter to tackle queries on the cleanup effort to clear the oil spill mess. And what was the company's official response? A spokesperson for London-based BP, Sheila Williams, simply stated they were monitoring (negative) sentiment on Social Media sites, though online outreach was for them a lower priority than actually containing the spill. 'Our view is that people are entitled to their views,' she remarked. Of course, with the disaster still unfolding and its consequences expected to be felt for years to come, BP's reaction can be perceived in another way. Considering the extent of public outrage and the media criticism, it probably decided the best response was to keep a low profile and instead try to fix the problem as quickly as possible.

Now, here is an example of a company overtly disregarding public opinion! In March 2010, Greenpeace released a graphic online video, which admonished Nestle as one of the offenders of rainforest degradation. The company's Facebook page obviously erupted in a flame war when the pro-environment organization protested the chocolate maker's alleged usage of palm oil from Indonesia's deforested areas. The Facebook page was flooded with queries, seeking an explanation. Caught off guard, the company chose to respond in a rather unapologetic manner: "Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules." Initially upset about the video, the users got further infuriated when Nestle apparently violated the implicit Social Media behavior norms. Most communications experts felt that the 'official' posts put up in response to angry comments were overly flippant and excessively defensive that further fueled the firestorm.



“Thou shalt follow Social Media Etiquette like proactive engagement with users, transparency, authenticity, and sincerity of communication”

At one level, Social Media denotes a form of publishing in which interesting stories get swapped and the exchange takes place within a community or a group. At another level, it denotes a way in which small businesses and publishers can pass their messages to their target audiences and prompt them to build strong connections and thus seek enhanced loyalty. Whichever way it's perceived, Social Media is now incredibly popular.

A McKinsey report states that two-thirds of all purchasing decisions are influenced by word of mouth mostly taking place on the Web. People trust friends' opinions more than advertisements. Social Networking platforms definitely help smaller businesses identify new trends, build relationships and facilitate interaction with key contacts in the industry. But they can be equally hurting, if used recklessly. It is absolutely necessary to follow certain norms of user interaction while accessing them.

So here are the lessons to be learned:

- Determine the personality and identity of your business and then match it to the individuals within your organization who will represent your business online. As in customer service, your Social Media representatives must be trained to reactively and proactively respond to all critical things, which can affect the perception of your business.
- The three essential ingredients of a successful Social Media interaction are honesty, transparency and authenticity. Don't put someone in charge, who does not represent these qualities.
- Engagement, not control, is a key ingredient to success on Social Media sites. Quite often small business owners (including both the authors of this book) are control freaks. It might be one of the reasons for the success of their businesses. But it's essential to remember that while using social media websites, not to try and be in control of the conversation. If you cannot do this, then probably find someone else who can do this for you. The rules of engagement are quite the same as any face-to-face interaction. When a potential customer talks with you, would you listen to him or would you toot your own horn? Never make the mistake of thinking that you can hold sway over social media conversations.
- Talk to your Social Media users like you would do in a real-life situation. In other words, stay away from overly 'composed' or formal language. "Keeping it real" is a great asset in social media conversations. However, be respectful to users or else you will end up paying a heavy price in terms of a poor reputation for your business or brand. Reply to comments in an appropriate manner. Even while disagreeing with customers' opinions, be polite.
- Avoid spam and off-topic or offensive remarks. Post meaningful content. What you share, tweet or post should reinforce your brand. Think and carefully construct each message. Provide unique perspectives on your business and products.
- Don't just talk or listen! Also try to act on the suggestions from users. Make it a point to learn from each engagement to improve your products and services. Big companies spend millions of dollars in customer surveys and market research. Using Social Media you can practically get all this information for FREE. Use it to your advantage.

Sin 2: Thou shalt not treat Social Media as conventional Public Relations

Smaller businesses invariably feel the need to discover various cost-effective ways for addressing their consumers without compromising on brand integrity. Earlier, any PR activity was just about sending an invitation card, fax or e-mail. However, new innovative methods of distributing the information have emerged thanks to Social Networking channels. Even journalists and media personalities widely employ services like NewsBasis, and PRNewswire's ProfNet. Creating a custom landing page, communicating through a Twitter with a BUDurl link to the press release, or perhaps directing to a YouTube video with the relevant announcement are some of the innovations being tried out.

With the advent of Social Media, there has been a paradigm shift in both the consumer interaction and the mode of addressing them. For example, customers today like to listen to clear-cut messages and frank comments from the company's top managers via blogs or tweets. This allows them to identify with the brand. Businesses need to grasp this significant transition and avoid treating Social Media as conventional Public Relations.

Here's how the chief executive of Wistia.com, Chris Savage, uses Social Media to build bridges with new clients. Randomly searching for phrases like 'private video sharing' on the networking sites, he comes across a post like this: 'A teacher requested a private 'video sharing' site so that specialists can observe student behavior - can anyone refer one?' In this case, he instantly e-mailed and pat came the reply: 'YES! It's the first request for one - thought I'd hit up my tweets before (I) go digging.' The CEO answered back: "Cool. You may want to check out Wistia.com. Full disclosure, I'm the CEO; -)" The firm in Lexington (Mass.) that makes software for video sharing via a private network has greatly benefited from such smart Social Media usage.



Another example is that of Procter & Gamble's recent Social Media blitz the response to which has been terrific. In no time, the Old Spice YouTube channel has recorded over 75 million total upload views. Is it possible to replicate a similar success with any conventional PR campaign? The answer is a big **NO**. It essentially carries a formal tone and approach. On the other hand, using Social Networking platforms in an innovative manner can greatly boost the brand presence thanks to their instant appeal and connectivity with the target audience.



“Thou shalt grasp the differences between traditional PR and Social Media Marketing to fine tune your marketing strategy”

Lesson to be learned: Thou shalt grasp the differences between traditional PR and Social Media Marketing to fine tune your marketing strategy

Social Media Marketing must be treated differently from traditional PR strategies. It is vital to grasp the nuances of an elaborate branding and marketing exercise on today's user-driven Social Networking platforms as compared to more conventional PR techniques. Here is a perfect practical example that illustrates the fundamental difference between traditional PR and Social Media marketing. A notice served by Federal regulators compels those, who stand to make monetary gains from the review they are writing, to be upfront about it.

The Federal Trade Commission (FTC) stated that a California marketing firm had settled charges on its being engaged in false advertising by prompting its writers to host 'positive' reviews of clients' games as part of the Apple iTunes Store. The reviewers gave these games excellent stars with comments such as 'One of the best apps just got better' and 'Amazing new game'. However, they failed to reveal the fact that they were compensated to do so. These charges were, in fact, the first ever to be framed under new guidelines set for Internet endorsements. Often termed rules for bloggers, the guidelines also encompass anyone posting online reviews or promoting products/services through Twitter and Facebook. The attorney general in an official statement noted the action taken was to '*strike against the growing practice of 'astroturfing,' in which employees pose as independent consumers to post positive reviews and commentary to sites and Internet message boards about their own company.*'

Such deceptive tactics tend to make prospective consumers wary of PR firms. Reacting to the case, an angry reader stated in The New York Times: *“What's funny about this incident is how inept 99% of PR firms are. This kind of nonsense from ‘communications professionals’ is rather common, and for each successful PR conceit, there're about a million, which are either self-defeating or deceptive.”*

In another controversial case, Yelp has become the subject of public scrutiny after being made to face three class-action lawsuits from angered businesses. The owners claim that Yelp salespeople tried to press them into advertising by opting to manipulate reviews. Curiously, the site's motto is ‘Real People. Real reviews!’ Its chief executive and co-founder Jeremy Stoppelman has vehemently denied the charges, asserting that the way the company works is counterintuitive to a lot of folks, which actually is the source of the whole problem.

A Yelp representative termed the allegations demonstrably false, since several businesses advertising on it have both positive and negative reviews, realizing that this gives value and authenticity to the entire exercise. In fact, there have been cases in the past of Yelp purging countless accounts after discovering that several businesses swapped goody-goody reviews with other owners. Many accounts and reviews simply disappeared from the site.

In fact, Online Customer reviews are intricately related to how people perceive your business. We will explore this topic in more detail in chapter thirteen "Social Media and Online Reputation Management".

So here are the lessons to be learned:

- Traditional PR tactics depend on showing their clients in "glowing" terms. Most of the time the perception created about the business is unreal and flaky. That would not work in a Social Media environment. Because there invariably will be people who will call your bluff. Traditional PR is mostly one-way. A typical PR plan will consume your precious resources to plan and execute it, whereas Social Media Marketing is dynamic, result oriented and most importantly, an ultimate no-cost way of marketing'.
- Sticking to conventional PR and communication tools can prove to be a big drain on your business resources as they gobble up precious time, money and energy that small businesses can ill-afford to waste. On the other hand, Social Media can engage customers in a way that encourages trust and increases message retention. It's the new client relationship builder, thus turning the conventional PR strategies upside down.
- PR is no more a one-size-fits-all solution for every media and channel. It must reflect the shift to unique personalized consumption from mass consumption of information. Interactions have become more concise and focused, as brands are now in direct and constant contact with consumers via online channels. In the backdrop of this fast-evolving consumer-centric communications landscape, it is ill-advisable to stick to a conventional PR approach, as you would be missing out on a larger audience hooked to Social Media. Most importantly, marketing and PR tend to work on short-term basis and are mostly wedded to individual campaigns for meeting a short-term objective. Social media is not a temporary campaign. Rather, it's a permanent approach!
- Cross-platform PR campaigns that focus more on new media can deliver better results than one-dimensional marketing efforts. Take the case of brands like Sara Lee Deli and Land O'Frost, both selling

sliced-meat products, that prefer campaigns centered on Social Media than following a traditional PR strategy - to reach current and potential customers.



“ Thou shalt listen to the community and not treat Social Media as a one-way megaphone ”

Sin 3: Thou shalt listen to the community and not treat Social Media as a one-way megaphone

Maintaining a business's image in public domain is a perennial and persistent challenge for smaller businesses. They often find difficult to cope with today's myriad media options. They need to understand that a meaningful Social Media presence can translate into brand awareness, user loyalty and importantly, increased sales. One of Twitter's co-founders, BIZ STONE, uses a peculiar term 'social alchemy' to denote the way in which seemingly inconsequential and innocuous messages can often get transformed into something of real business value. However, inexperienced players consider it as a channel only to brazenly promote their brand. They treat it as a tool to relentlessly tom-tom about their products or services, showing little inclination to initiate conversations. This is a mistake because audiences are no longer interested in traditional message-oriented advertising.

Online media offers them the option to be selective of messages to watch/listen/read. They are more likely to associate with companies that engage with them. Take the example of Swedish company Elekta, which specializes in clinical oncology solutions. Almost invisible on the Internet, it took a series of steps like building a blog to provide useful industry-specific news, updates and information as well as to directly communicate with customers. The strategy paid rich dividends.



Lesson to be learned: Thou shalt not indulge in a one-way dialogue and shalt look to initiate genuine conversations

You must not commit the mistake of treating Social Media as a one-way megaphone. It is also important to listen to the community. Social Media Marketing enables companies to build an engaged and active audience base and allows them to receive direct feedback from users. An honest response to it will convey your customers an impression that you are genuinely interested in hearing them out. Coffee giant Starbucks is a great example. It has used social media platforms like Facebook and Twitter to engage with its base of over 7 million fans.

The company offers downloadable vouchers for free food or music with purchases. Its forum MyStarbucksIdea.com allows customers to make suggestions, to ask questions and to receive information about

the brand. According to the company, it has implemented about 70 user-provided ideas. Such campaigns engage the online community and help improve the brand positioning.

So here are the lessons to be learned:

- Use the different Social Media channels to offer information through and about interesting articles, insightful blog posts and useful online services. If you are not doing that, you are only delivering a monologue.
- The key here is to listen and initiate conversations. Remember, Social Media is not a place to generate a monotonous monologue about your business. Conversation is a two-way street and any good conversation must have multiple participants.
- Blatant buy-buy messages will not just work. The best social media practitioners use the platform less for selling and more for interacting and engaging with potential customers. Listen carefully to what fans and even critics are talking, both good and bad. This is a good practice as you may end up picking up excellent ideas for improving your business.

*“Thou shalt not overstretch or use
Social Media platforms
without devoting proper time to it”*

Sin 4: Thou shalt not overstretch or use Social Media platforms without devoting proper time to it

Social media is one of the hottest marketing trends at the moment. Companies - both big and small - are using online networks like Twitter to connect with their audiences and to promote their business. It is obviously tempting for them to seek spotlight on these popular channels. The online lending platform, Kiva.org, tried to increase the number of followers on its Twitter account by following the well known “#followfriday” concept. It turned out that its Twitter followers were the wrong audience for the campaign. No need to say that the concept failed to click for the company.

Now let us see how the marine park SeaWorld used Social Media to create a buzz around its Manta Mania roller coaster ride in Orlando. It selected six influential bloggers and offered them exclusive access to the Manta site as well as SeaWorld. Their posts laid the groundwork for raising awareness about the park among tourists

Additional triggering posts, tweets and YouTube videos by visitors further increased awareness about the venue and its attractions.

Lesson to be learned: Thou shalt be consistent and dynamic in Social Media conversations to hold the customers' interest



“Thou shalt be consistent and dynamic in Social Media conversations to hold the customers' interest”

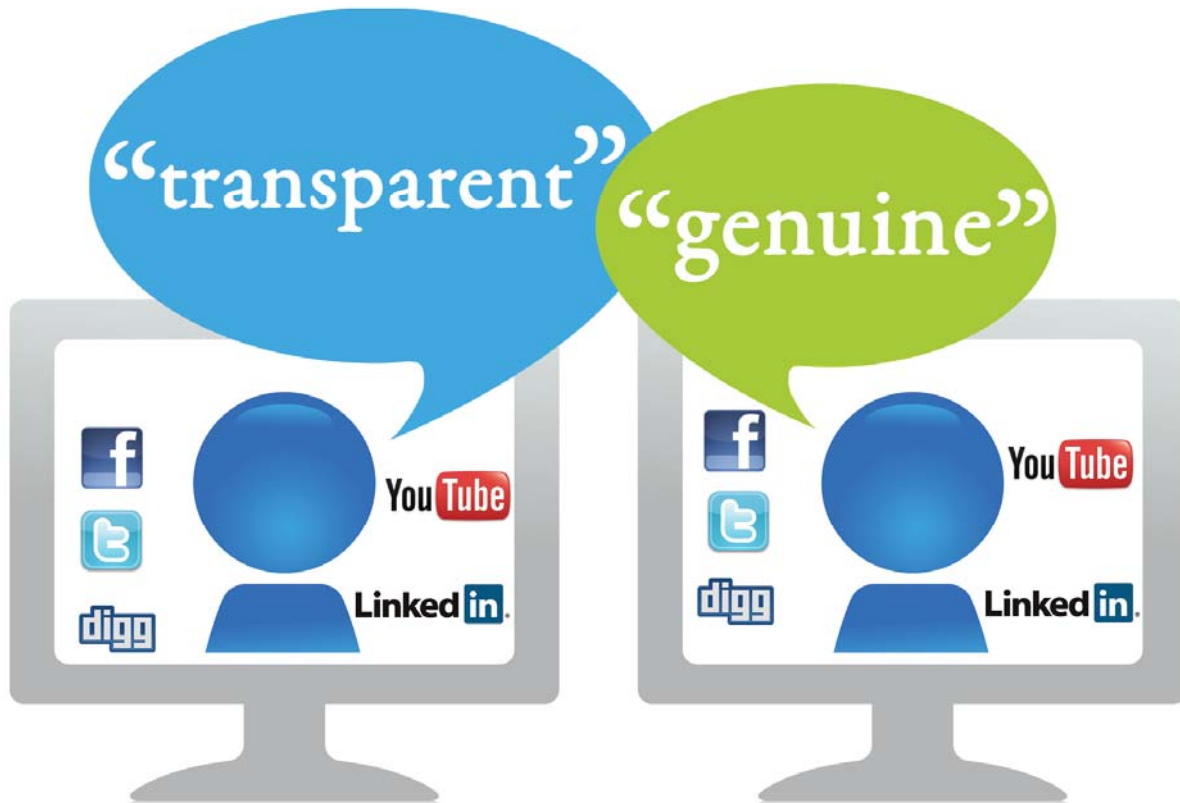
Spreading yourself thin across the Web is not the way to a loyal brand following. After you have identified the right online network, devote enough time and energy to monitor the Web for mentions of the company; to comment on related blogs as well as to contact online influencers.

A study by The Center for Client Retention (It comprised of 22 Fortune 500 and Fortune 100 companies and included feedback from 27,000 consumers about their use and views of social media.) found 55% of consumers felt positively when companies responded to a social media post, with only 5% reacting negatively and 40% remaining neutral. So feedback even negative in nature is vital. Remember, in today's fast-paced digital world, negative content and comments can really spread like wildfire. Thankfully there are tools like search.twitter.com, TweetDeck and Twendz to track what Internet users are talking about you - be it in your backyard or across the globe.

So here are the lessons to be learned:

- Regularly update your Social Media profile to keep it dynamic and active by posting links to interesting articles and upcoming business events. Establish your Internet presence by launching a domain specific blog.
- If someone does a search, you and your brand better show up in a bright light. With free-to-use tools like Yext Rep, you can avail of comprehensive Social Media and online reputation monitoring. You can check everything about your business or brand in the Yext Feed that allows you to monitor, and also respond to, reviews and comments on the Web.
- You also need to be savvy in your Social Media interactions because there are services like Rapleaf, a San Francisco based utility, which tracks the Web to compile specific status updates, the websites you link to, the comments posted by you etc. The monitoring firm will gather all the relevant data and convert it into a 'social graph'. Some prospective vendors or partners may use this piece of information to dig deep into your Social Networks.
- Campaigns with a Social Media extension will keep on coming and going, but what matters is maintaining 'always on' approach and attitude. Your company's involvement in Social Media should not come with a deadline. It is essential that you sustain the Social Media interactions over a longer period to hold your customers' interest.

Interactions on Social Media Websites



Sin 5: Thou shalt be transparent and genuine in your interactions on Social Media websites

Apart from being casual and irregular in your Social Media usage without devoting proper time to it, another cardinal sin is to be non-transparent in your approach. This is unethical in itself! Some businesses still commit the sin of deception, especially on review sites like TripAdvisor, posing as customers to create glowing reviews. Well, the strategy might work initially, but once users discover that your services or products fail to match the level of expectations raised, it is bound to backfire. Sometimes, Social Networking sites with their allure of minimal effort and immediate results can tempt businesses to go overboard or even indulge in false tricks, driven by an undue haste to promote their products or services. Look at what Honda did while promoting its Accord Crosstour on Facebook.

At the launch of the Crosstour model, the company posted its photographs on the Facebook page, ostensibly seeking comments and feedback. Unfortunately, the Facebook followers were not very impressed with what they saw. As negativity swarmed the site, Honda engineers lost patience. In an effort to counter the deluge of adverse

publicity, they hosted a spate of positive remarks on their own. Incidentally, their identity was discovered, and embarrassed Honda officials had to undertake an extensive damage control exercise.

Lesson to be learned: Thou shalt not be deceitful and dishonest in Social Media exchanges

Conversations on Social Media can be like walking on eggshells. Dishonest marketing techniques can never ever replace genuine customer-brand interactions. They can also lead to a loss of trust and business credibility. In case of any wrongdoing, Social Media spreads the negative word-of-mouth about the brand, product, or service. Hence you have to be very careful in ensuring that no deceitful and dishonest exchanges harm your business reputation. What then is the correct approach? Take the example of fashion blog Corporette. The popular women's business wear blog clearly indicated its affiliate marketing links so that readers were aware of revenue-generating clicks, and did not get misled.

So here are the lessons to be learned:

- If you hire a firm to handle your business promotions on the Social Media sites and are part of any such association/affiliation, place a clear disclosure message on your site/blog.
- Effective Social Networking is about building meaningful, useful conversations and relationships with interested people. It's unimaginable that dishonest marketing techniques can
- ever score over genuine interactions.
- Remember, honesty is important to the trust building exercise. Clearly indicate the affiliate marketing links on your blog so that readers are not misled about revenue-generating clicks.

“Thou shalt be transparent and genuine in your interactions on Social Media websites”

AVOID PAID REVIEWS



Sin 6: Thou shalt not pay people for customer reviews

To beat the increasing online clutter, companies are turning to blog reviews to increase traffic to their sites, generate viral marketing and receive feedback on products. They resort to Social Networks with a large following or influential bloggers. Paid reviews are a creative way to place ad copy on the web in the form of actual unique content.

Take the case of Florida-based Joffrey's Coffee & Tea Company. To drive traffic to its site, increase branding in Social Media and promote the brand, the company invited over 1500 bloggers to try a free sample of 'Jamaican Me Crazy' flavored coffee. The campaign resulted in significant number of link backs to the beta site and the main business site. On the other hand, Alex Hunter tried to bribe Top 10 Digg users to promote his website bringpopcorn.com. His message to them was: 'Would you get my website to the Digg first page and if successful I'll pay \$500'. It was a wrong method to solicit Social Media users.



*“Thou shalt be honest
in using only
GENUINE Customer
Reviews
about your brand”*

Lesson to be learned: Thou shalt be honest in using only genuine customer reviews about your brand

John Chow, a prominent web marketing blogger, says "All I have to do is write at least 200 words and say it is a sponsored post, and then I can write anything I want—positive, negative or neutral."

So here are the lessons to be learned:

- If a business is of interest to the community, the company should promote it itself or hire a firm to handle Social Media promotions.
- Social Media's best practices demand that all disclosures must be clear and adequate. Such information must be easily visible to the customers.
- Bloggers should also disclose that they were offered free samples of the product and identify any sponsored links on their sites. This will inform customers that the review was not arranged by the company but was a credible assessment by the blogger. Such disclosures also help bloggers to protect their hard-earned reputation.

Sin 7: Thou shalt focus more on the quality rather than the quantity of conversations you initiate



**“Focus more
on the
quality
rather than the quantity
of conversations”**

It is understandable that all competitive businesses aspire for an enhanced online presence via popular Social Media channels. But having an account in each and every sundry Social Network is not the correct approach to building a loyal brand community. Having hundreds of contacts across several networks may help you win a popularity contest, but it will not necessarily fetch increased sales and bigger profits.

There is an alternative to this mindless approach. Cynthia Drasler, founder of Phoenix-based chemical-free personal-care products firm Organic Excellence, entered the realm of Social Media by taping an online weekly radio show in 2006. The weekly podcasts helped her build business credibility.



Lesson to be learned: Thou shalt be selective and shalt only initiate quality conversations

Spamming and frequent postings on Social Media sites can backfire by prompting users to leave your network. Thought leadership is not sharing random links. Instead post regular articles, news updates and suggestions to build quality relationships. By simultaneously conversing with too many people, you risk the danger of going unheard amidst the din.

So here are the lessons to be learned:

- The focus should be more on connecting with people instead of garnering sheer numbers. Especially, smaller businesses must invest time in listening to a tight group of connections as this can bring in more profitability.
- Niche communities having an engaged discussion is more valuable than hundreds of people simply sharing links. Building these communities takes time, persistence and knowledge, and once in place, the rewards can be tremendous.
- Believing that promotion is all about regularly posting articles is a mistake. It's more about keeping the readers informed, providing them with news and helpful suggestions, and not simply spamming them with random links. Frequent postings with no real substance on Social Media sites can alienate users.

In conclusion:

It is imperative especially for budding businesses to integrate Social Media channels into their communications strategy. Social Media can be effectively used to enhance their brand proposition. And here is how:

1. A flurry of innovations has reshaped the consumer relations and interactions landscape. A mix of social and mobile channels has enabled real innovation in conventional public relation building exercise, driven by technological advances. They offer a two-way communication platform for companies to tap user conversations.

2. There is a clear shift towards the trend of the ‘social media release’. A host of services such as PressLift, PitchEngine, MindTouch and PRX Builder have transformed the ubiquitous press release with embedded multimedia features and easy distribution via various networking channels.
3. Know precisely what you want to achieve while conceptualizing a Social Media strategy. Ask whether you wish to generate more customers for your products and services, or you want to build a positive brand image. Be clear and specific about your goals. Accordingly, put in place a realistic plan with an emphasis on industry-specific niche Social Media sites.
4. Remember, it’s the PEOPLE, who set the rules on Social Media, and those violating ‘the will of the majority’ will face inevitable consequences. The omnipresent networks make it easy to spread around any negative word, so don’t alienate your followers and even your opponents.
5. You need not camouflage facts. Customers will appreciate knowing that the reviews are credible assessments not paid copy. Conversely, dishonest communication will erode trust. Keep your dialogue simple, honest and straightforward to initiate a customer-centric conversation.
6. Social Media interaction is not simply about marketing or merely about direct selling. Do not project yourself as an Internet marketer. Instead, try to see what your customers want and try to meet their needs.
7. Even the most promising and highly customer-driven businesses are prone to make mistakes since they are still in a nascent stage of Social Media Marketing. This is understandable, but the key is to admit the mistakes and to learn from them.
8. Use Social Media to become a thought leader or an idea generator in your niche space. This will automatically drive new customers to your business.

If you keep in mind these basic things, you sure will be on your way to creating and building lasting relationships. Ideally, approach a reliable resource to help your company navigate the tricky emerging media waters, or else it may well imperil ‘social voice’ of your brand. At the end of the day, every budding business must strive to earn its well-deserved ‘social currency’. Remember, there are no substitutes or shortcuts to genuine engagement and attachment in the realm of Social Media.

What are the author's backgrounds?

Our background and abilities are perfectly suited to make **Sales 3.0 - The New Contact Sport** a huge success. Our strengths, as we see them, are twofold:

1. We have strong professional credentials and practical experience.



Doug Dvorak: Doug founded the Sales Coaching Institute over 10 years ago after leaving Worldnet Corporation for which I was Senior Vice President of Sales and Marketing. With a background in sales, marketing and internet technologies, I began to develop, discover, and adapt new ways of leveraging results-oriented, creative social media marketing techniques to increase our customer base.

Over the past 10 years, I have worked with many small businesses, individual entrepreneurs and organizations of various sizes to help develop their unique social media marketing plan. While the material in **Sales 3.0 - The New Contact Sport** is simple and easily adaptable, it is based on actual success stories. There are no theories here, only proven programs and strategies that work, as they will work for the reader.

Doug knows it works because he uses it for his organization and his clients. He's gathered many other ideas, stories and strategies from the people who made them work. All of this has been presented in workshops and speeches hundreds upon hundreds of times all over the country and around the world. He has worked with organizations as large as Intel, IBM, Trump International, Marriott, Westin, and Merrill Lynch. Doug also has worked with organizations as small as McCloud Pest Control, Rooney Landscape, CTA Architects and Robert Krug, Attorney at Law. The one thing they all have in common is that they paid thousands of dollars for this information.



Milind Mody: Milind is the founder-CEO of eBrandz™ who grew the company to more than 250 employees and profitability. eBrandz is a Search Marketing and Social Media Marketing company with offices across the globe, including New York, Mumbai, Singapore and London. Milind is currently on the Advisory Panel of Search Camp (this event is conducted by The Knowledge Foundation) and speaks frequently at SEMPO (Search Engine Marketing Professional Organization) events. Milind has also conducted SEO workshops for the Digital Marketing Institute.

Milind has a Bachelor of Sciences Degree from Mumbai University and a GNIIT (Globalnet Curriculum of National Institute of Information Technology) Degree in Computers. Milind has also spoke on the topic of "Using Social Media for Online Reputation Management" at Internet and Mobile Association of India (IAMAI). Milind is a guest faculty member at Learning Catalyst, which provides a comprehensive range of learning programs in Web Marketing and Web Technology.

Under Milind's guidance, eBrandz has successfully conducted more than 7,000 Search Marketing and Social Media Marketing projects in the last seven years.

The ideas, tips and strategies, which Milind shares in this book are the same which Milind discusses with CEOs and Marketing Heads of large organizations and Fortune 500 companies.

2. We have a wealth of media exposure and experience.

When it comes to promotion and marketing, we practice what we preach. Not only do you get a quality manuscript, but you also get authors who are promotable and who are also self-promoters.

We know how to take advantage of opportunities and turn them into book sales. We are very media savvy and do extremely well in interviews. In addition to the national and international publications in which we have been featured, including *Wall Street Journal*, *FOX News*, *USA Today*, *Business Standard*, *Digit and Pandia*, we have also received exposure from dailies including the *Chicago Tribune*, *Chicago Sun-Times*, *Daily Herald* and a host of others. We've been on several radio and TV shows including the *CBS Early Show*, *Oprah* and *CNN*.

Doug Dvorak has also co-authored/authored three popular books:

1. *Build Your Own Brand* - (240 pages, Pelican Publishing, 2010)
2. *The Masters of Success* - (250 pages, Insight Publishing, 2005)
3. *101 Motivational Mantras for the New Millennium* -(135 pages, Self Published, 2003)

In these books Doug shares profound insights into business and life with numerous readers. Here is what a few readers had to say about the book:

★★★★★ *Masters of Success*, January 23, 2009

By Mike Wellington (Sunnyvale, CA)

Wonderful, refreshing perspectives on everyday life and business life; not sweating the small stuff, overcoming obstacles and keeping a positive mental attitude - all of which combine for success. Mr. Dvorak has captured something rare that differentiates his (and his co-author's) messages from those found in standard "success book" fare - accessibility, identification and true encouragement. Well done!

★★★★★ *Masters of Success* is a great read!! A book that helps...it doesn't preach, January 19, 2008

By Paul Joseph (Naples, FL USA)

Great read. I thoroughly enjoyed reading *Masters of Success*. It provides real life experiences and how the authors were able to apply those experiences to better their lives. I thought Doug Dvorak's story was truly uplifting, a real inspiration. He is so funny and the ways he uses humor to better himself and to help other separates him from the talking heads. I hope to see more from him.

★★★★★ Good read, good authors, great value. carpe diem!, January 14, 2010 By Chicago_Reader "Russ" (Chicago)

This book is great! It's packed with interviews from leading business authors Ken Blanchard, Jack Canfield and Doug Dvorak. It's also a real value: I got 16 Authors for the price of one. I highly recommend this book to college students or business people.

Milind Mody has authored several articles including for publications like Business Standard, Digit and Pandia.com. Milind is often quoted by "Benefit" magazine on topics related to internet marketing. Milind also writes articles on Search Marketing in popular magazines such as "Search Marketing Standard", "Website Magazine", Electronics for You", "WebProNews", "PromotionWorld, "DNA", "Express Hospitality". Milind's article "Using Free Applications to Power your Business" was rated the #1 content item for Website Magazine in the year 2009.

"Milind Mody's articles on internet marketing provide practical guidance for businesses looking to establish their brand in a digital economy and shorten their road to profitability".

Peter Prestipino
Editor-In-Chief Website Magazine www.websitemagazine.com

"Milind has a wonderful way with words and is a clear thinker. His command over myriad subjects makes him a quick reference point for his friends and professional associates. His contributions to many of my articles have always added a new dimension to my writings."

Vandana Sharma, Assistant Editor, IT Vertical, EFY Group of Publications

"Milind does not complicate matters. He is more intent on making you understand than showing off his knowledge. Every time I interview Milind, I am surprised by how clearly he is able to explain a concept sans jargon, and in a most contextual fashion. At the end of a discussion with Milind, or after reading one of his articles, the reader would have delved deep into the depths of Internet marketing without feeling stressed out or lost!"

Janani Gopalakrishnan Vikram Freelance writer and editorial consultant

"The very basis of brand communication and the manner in which it needs to be done thereby ensuring good returns on investment (RoI) is something I have found Milind to be very good. His insights addressing the nitty-gritty of business communication will certainly go a long way in building successful brands".

Ashish K Tiwari Promoter & Co-Founder Studio Dhvani