

Social Media

Make it work for your organization.



Presented by





WHO? Appelrouth Farah & Co., a renowned accounting and business advisory firm founded in 1985 by Stewart Appelrouth and Carlos Farah.

The firm's partners and professionals have experience in many areas services the full spectrum of private and public sectors, business conditions, geographical locations and market conditions.

The firm prides itself on its marketing, communication and business development efforts. With active partners and staff, and strategic partnership with the marketing JBG Communications, Appelrouth Farah & Co. stays on trend and implements simple marketing strategies to grow its business.

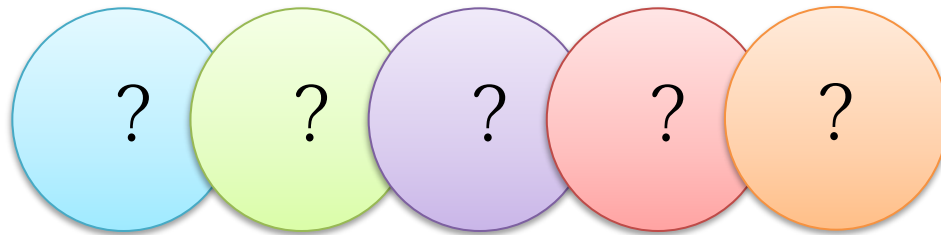
Today, you will gain insight on its successes with social and how you can make it work for your organization.



Social Media: Staggering Stats



Pop Quiz



- How many people here are using social media for their personal use?
- How many of you are using it for business?
- If you are using social media for your business, what sites are you using?
- For those that are using social media for their business, do you have someone in house or outside of the company managing your social media?
- How many hours a week are you devoting to this form of marketing?

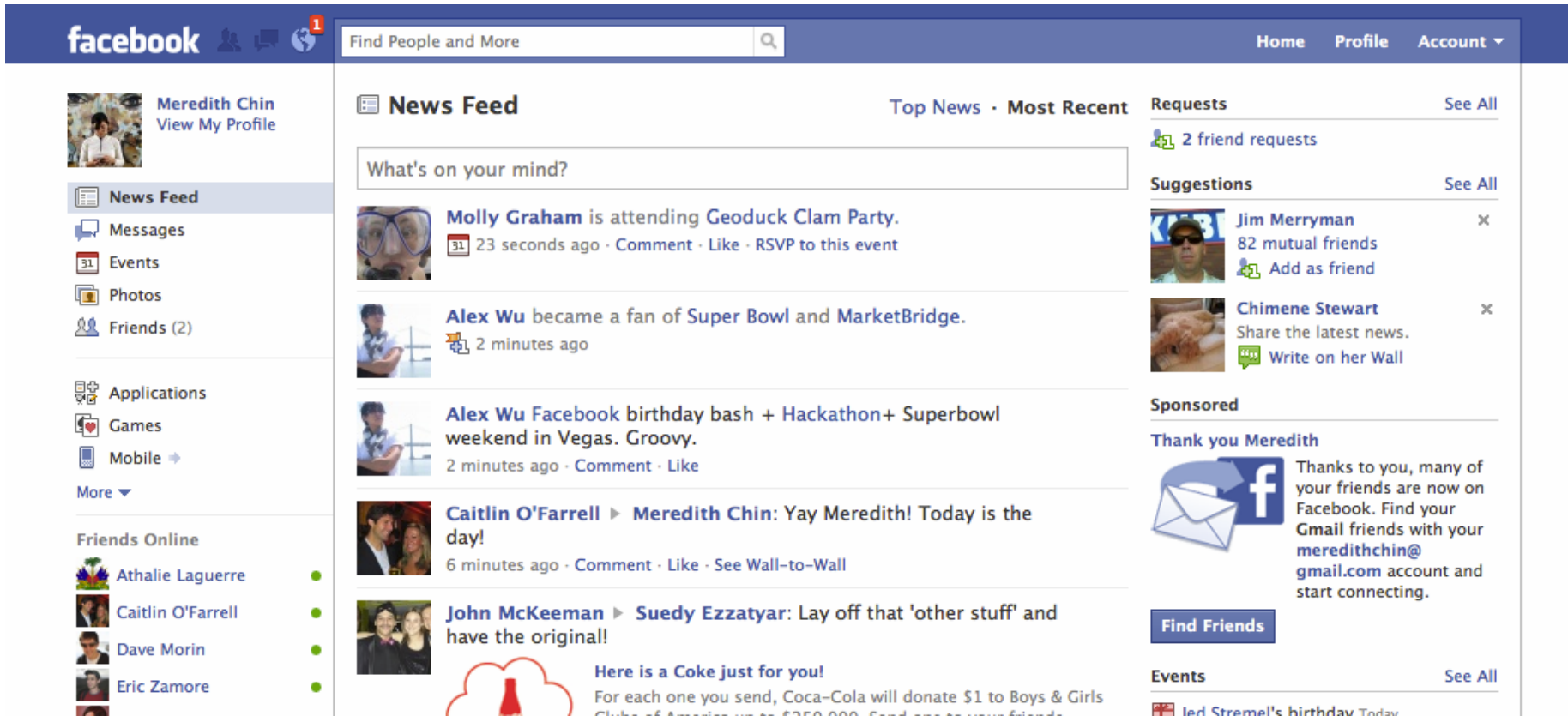




The Most Common Tools

By a long shot, **Facebook, Twitter, LinkedIn and blogging** are the top four **social media tools** used by marketers, with Facebook leading the pack. All of the other social media tools paled in comparison to these top four.





People on Facebook

More than **500 million** active users

50% of our active users **log on to Facebook** in any given day

Average user has **130 friends**

People spend over **700 billion minutes** per month on Facebook



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

More Numbers

Activity on Facebook

There are over **900 million objects** that people interact with (pages, groups, events and community pages)

Average user is connected to 80 pages, groups and events

Average user **creates 90 pieces of content each month**

More than **30 billion pieces of content** (web links, news stories, blog posts, notes, photo albums, etc.) **shared each month.**

Mobile

There are more than **250 million active users** currently accessing Facebook through their **mobile devices.**

People that use Facebook on their mobile devices are **twice as active on Facebook than non-mobile users.**



Choose Your Platform

Figure out what works for you.

It could be just one or many. It depends on your audience, what you have to say and how often you'll say it.



Social Story Telling

Humanize Your Company & Share Your Story



10 Social Media Rules

1. The Law of Listening

Success with social media and content marketing requires more listening and less talking. Read your target audience's online content and join discussions to learn what's important to them. Only then can you create content and spark conversations that add value rather than clutter to their lives.



10 Social Media Rules

2. The Law of Focus

It's better to specialize than to be a jack-of-all-trades. A highly-focused social media and content marketing strategy intended to build a strong brand has a better chance for success than a broad strategy that attempts to be all things to all people.



10 Social Media Rules

3. The Law of Quality

Quality trumps quantity. It's better to have 1,000 online connections who read, share and talk about your content with their own audiences than 10,000 connections who disappear after connecting with you the first time.



10 Social Media Rules

4. The Law of Patience

Social media and content marketing success doesn't happen overnight. While it's possible to catch lightning in a bottle, it's far more likely that you'll need to commit to the long haul to achieve results.



10 Social Media Rules

5. The Law of Compounding

If you publish amazing, quality content and work to build your online audience of quality followers, they'll share it with their own audiences on Twitter, Facebook, LinkedIn, their own blogs and more.

This sharing and discussing of your content could grow to hundreds or thousands of more potential ways for people to find you online.



10 Social Media Rules

6. The Law of Influence

Spend time finding the online influencers in your market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them.

If you get on their radar as an authoritative, interesting source of useful information, they might share your content with their own followers, which could put you and your business in front of a huge new audience.



10 Social Media Rules

7. The Law of Value

If you spend all your time on the social Web directly promoting your products and services, people will stop listening. You must add value to the conversation. Focus less on conversions and more on creating amazing content and developing relationships with online influencers. In time, those people will become a powerful catalyst for word-of-mouth marketing for your business.



10 Social Media Rules

8. The Law of Acknowledgment

You wouldn't ignore someone who reaches out to you in person so don't ignore them online. Building relationships is one of the most important parts of social media marketing success, so always acknowledge every person who reaches out to you.



10 Social Media Rules

9. The Law of Accessibility

Don't publish your content and then disappear. Be available to your audience. That means you need to consistently publish content and participate in conversations. Followers online can be fickle and they won't hesitate to replace you if you disappear for weeks or months.



10 Social Media Rules

10. The Law of Reciprocity

You can't expect others to share your content and talk about you if you don't do the same for them. So, a portion of the time you spend on social media should be focused on sharing and talking about content published by others.



In Our Instance

LinkedIn Account Type: Basic

Stewart Appelrouth Add Connections

Home Profile Contacts Groups Jobs Inbox 12 Companies News More

People Advanced

Find A Great Job Now - \$100K+ Jobs Database- \$100K+ Jobs at TheLadders - From TheLadders .

Edit Profile View Profile



Stewart Appelrouth (YOU)
Principal at Appelrouth Farah & Co.
Miami/Fort Lauderdale Area | Accounting

Share profile

Ask for recommendations
Create your profile in another language

Stewart Appelrouth We are so proud of Patricia Young, Case Manager in our Litigation Services Department and her daughter Stephanie... <http://fb.me/11hZT0fDd> via Twitter

We are so proud of... | Facebook facebook.com
Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, post links and videos, and...
13 days ago • Like (2) • Comment • Share • See all activity

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Tired of Busy Season?
Next year, leave the hard work to us! Maximize your earnings with CPAFlex.
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Current	• Principal at Appelrouth, Farah & Co., P.A.
Education	• Florida International University • Florida State University - College of Business
Recommendations	1 person has recommended Stewart
Connections	500+ connections
Websites	• Company Website
Twitter	stewartafco
Public Profile	http://www.linkedin.com/pub/stewart-appelrouth/9/598/764

Stewart's Activity [edit](#)

Stewart Appelrouth has edited the Appelrouth, Farah & Co., P.A. company profile.
5 hours ago

Stewart Appelrouth is now connected to **Richard Bernstein**, Shareholder at Greenberg Traurig
19 hours ago

The Right Combination Will Work



Top Benefits of Social Media

1. More exposure for your business
2. Increased Traffic/Subscribers
3. Improved Search Rankings
4. New Business Partnerships
5. Generating qualified leads
6. Reduced overall marketing expenses
7. Improved sales



Can I Increase My Bottom Line Through Social Media?

Yes, sales can improve.

It takes time to develop relationships that lead to actual business. However, a large percentage of marketers who take the time find great results.

72% of marketers who have been using social media for more than 3 years report it had helped them close business.



Can I Increase My Bottom Line Through Social Media?

Yes, with reduced overall marketing expenses.

The main financial cost of social media marketing is the time it takes to gain success.

However, a significant percentage of participants strongly agreed that overall marketing costs dropped when social media marketing was implemented.



Can I Increase My Bottom Line Through Social Media?

Yes, with improved search engine rankings.

Improved search engine rankings were most prevalent among those who've been using social media for a year or longer, with nearly 73% or more of marketers reporting a rise.



Going Forward **You**

77% of marketers say that they plan on increasing their use of YouTube video for their social media efforts.

This is not your father's TV

This is 400 million people worldwide actively seeking information on an estimated 6 million to 9 million YouTube channels every month.

YouTube accounted for 79% of all US visits to 60 online video sites in 2009



Going Forward

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Facebook is clearly a top winner.

92% of marketers are using Facebook and 75% plan on increasing their activities.

Also important, Facebook Deals rolling out now in 5 U.S. cities.



Going Forward



New Tools: Groupon/Living Social

Groupon has seen its ranks swell from 2 million subscribers to 85 million in the past year and a half.

Facebook and Google are getting in on the social side of daily deals, too, with services set to build on their existing coupon offers.



Questions?

Comments?

Contact Us at
info@appelrouth.com



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Links / Sources

- Entrepreneur.com - <http://www.entrepreneur.com/blog/219588>
- Facebook - <https://www.facebook.com/press/info.php?statistics>
- Social Media Examiner - 2011 Social Media Marketing Industry Report
- Social Media Examiner - <http://vimeo.com/21465084>
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- YouTube - http://www.youtube.com/t/press_statistics

