

IGNITE YOUR BUSINESS USING SOCIAL MEDIA

BONUS

Sizzling Social Media Checklist
25 Red Hot Steps To Find Customers Fast



Carla J Gardiner *the fiery Grandma*

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About the Author



Carla Gardiner, otherwise known as the Fiery Grandma is an ex-banker who left the corporate world to build a future for herself and family.

Nine years ago she started a traditional business as an auto transport broker and dispatcher. Regulations changed forcing a shift in her business and lifestyle. She needed a way to replace the income her business lost overnight. Using social media to build her network marketing business helped her find other like-minded women who were ready to take their future into their own hands.

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Today she helps women over 50 redesign success by starting their own direct sales business using social media. When they work with her they earn more money, receive more referrals and build larger teams faster. When they work with Carla their learning curve will be cut in half!

If you have a question or would like more information visit <http://CarlaJGardiner.com/contact>

Choosing the Best Social Media Platform for Your Business



There are currently billions of worldwide registered users on the major social media sites like Facebook, Twitter, LinkedIn, Pinterest, YouTube and Google+. While it's a good idea for businesses to have accounts on each social media platform for maximum exposure, not all social media sites are created the same; and what one can do for you, another may not.

If you are like me, and I'll bet you are your head is already spinning. You are probably wondering:

- What you do to get customers on these sites?
- When you need to do whatever it is you need to do while there?
- Which one of these platforms is right for your business?
- How you will ever learn everything there is to know about using social media to attract customers to you and your business?

Well, that's where this report will come in handy. "*Ignite Your Business Using Social Media*" is going to take you behind the curtains of the most popular social media platforms, Facebook, Twitter, LinkedIn, Pinterest, YouTube and Google+. You'll learn what each site offers and what typical type of business may benefit the most from the people who use it the most.

So, let's dive in and get started learning how to figure out which of the social media platforms is ideal for your business.

To find your ideal social media platform, consider the following attributes of each one starting with Facebook.



Facebook

Facebook is currently the ring leader of social media platforms with the most registered users. It is a huge market with over 400 million users (growing by 300,000+ per day).

On Facebook you have an extremely targeted audience. People will tell you what they are interested in by chatting with you, posting pictures of their families, trips and pets.

You will be able to find clusters of like-minded people who have gathered together in Groups and through Fan Pages. It is in these small, intimate settings that you can show off your expertise by sharing tips and strategies.

Everything you do on Facebook will be organically viral. This means that everything anyone does shows to all of their friends walls. Your reach will go beyond just your personal friends and fans.

You will get exposure for your business and products. The average user spends 55 minutes a day online and has 130

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friends. Now it becomes simply a matter of getting your brand in front of those eyeballs.

Facebook is a connection based social media platform. What I mean by that is Facebook is a social platform that is set up for people to connect and reach out to each other. People DESIRE to connect and share information. This is the foundation of all social media platforms.

However, unlike LinkedIn, Facebook can be as used for a variety of casual social functions, such as gaming, music, check-ins, and catching up with old friends.

From a professional point of view, Facebook can be used to create business pages, engage with customers, and build personal relationships; all which can turn into paying customers.

Here is one example of how I use my [Facebook page](#) to interact with fans, by offering business tips.

Watch for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into using Facebook for your business.





LinkedIn

LinkedIn is the only social media site that's exclusively dedicated to business professionals. Like other social media sites, users can upload videos and photos to promote their services.

There are over 200 million LinkedIn accounts. The average salary of a LinkedIn user is over \$100,000 per year. When you're looking for customers for your products or services – these are the people who can easily afford what your business offers.

Additionally, you can add and leave comments for friends and followers. However, unlike other social media sites, LinkedIn doesn't offer company ratings and reviews.

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It comes down to establishing your professionalism or credibility. On LinkedIn more of your colleagues and potential recruiters are going to look at your LinkedIn profile. And if you're marketing a product or service, LinkedIn is where the bulk of your ideal clients are located.

Your users are urged to provide recommendations that appear on your LinkedIn profile. If your primary focus is on professional networking and recruiting, LinkedIn is your ideal social media platform.

[LinkedIn](#) status updates are posted fewer times throughout the day and carry different messages than other social media platforms. One of my updates offered information in the form of a recent blog post.



See 5 new updates All Updates ▾

Carla J Gardiner

Have you ever wondered about the belief system of the people you work with daily? Do their beliefs line up with your core values? When you align yourself with people who believe as you do it's easier to trust in other areas of business and life. <http://lnkd.in/bC55A5G>

Core Values Reveal Who You Are Working With
carlajgardiner.com • Core values reveal who you are working with. Listen and learn if you resonate with my beliefs then join me and let's work together to redefine your success.

Like • Comment • Share • 1 second ago

Watch for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into using LinkedIn for your business.

Twitter



Twitter was created by professionals as a means to send out “text-like” messages. Twitter gives busy business owners a way to convey quick messages without any other bells and whistles. If you enjoy customer engagement via concise messages, then Twitter is an ideal platform for you.

The reality is that Twitter is a wild, wonderful mixture of news, people, connections, content, videos and images that are presented in real time within your niche, marketplace or industry. It is an incredible platform that breaks worldwide news, influences major brands and allows small businesses to project their personal brand just like the big guys.

Just like the other social media platforms, Twitter can help you build your customer base, recruit other distributors and increase sales. Twitter is different in that it’s “language” is short, sweet and to the point. There is a learning curve to learn “Twitterese” but you can do it in a reasonable amount of time. If you use text messaging on your iPhone Twitter will be a snap for you to use.

You can use Twitter to interact with new friends, contacts and networkers. You can direct your audience to your blog, Facebook Fan Page or any other page you want to with one short message.

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You can build a strong reputation using Twitter very quickly. By tweeting quality content people will soon look to you for guidance and know you as the go to person on Twitter in your niche.

You can build out an entire community using Twitter using 140 characters or less. Seems silly I know, but it's true. Posting consistent, helpful tweets over time will attract those looking for your style, your product and most importantly YOU.

Twitter is the information highway in real time, reaching a global audience in record time. You can use many tools to help you tweet 24 hours a day if you want to.

Keeping in mind that your [Twitter](#) feed goes very fast, I snagged a quick screen shot of one of my tweets.

As you can see, it's like sending your teenager a text message.



Watch for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into how to use Twitter for your business.

YouTube



YouTube is a powerful social media platform because most

consumers are visual; meaning, they make buying decisions based off of photos and/or videos. If you want to create commercials, how-to videos, and customer testimonials, then YouTube provides the perfect platform in which to do so.

As a social media marketing platform YouTube has the numbers to back up its effectiveness. You've probably watched one or two that friends or family have posted on Facebook, right? Well, imagine those "cute" videos delivering your business's message or a customer sharing their testimonial.

Customers love watching videos, period. There is another reason YouTube might be right for your business...it's the second largest search engine. Yep, right after Google, YouTube is next. Don't believe me? Go to YouTube right now. Type into the search bar any "how to" question you would like to learn about. Click, enter and voila...there, someone has probably created a video on "how to". See how simple attracting customers to you can be...and FUN, too.

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A perfect example is the video I shot to share my core values. Uploading it to YouTube I then embedded it into my blog post to share with all of my friends and fans.

Simple, visual and fun. Customers and distributors alike like simple, fun ways to see what they are buying or getting involved with.



Watch this video to see simple it is to use [YouTube](#) to help people get to know you faster. **Click here to [watch now](#)**

Watch for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into how to use YouTube to attract more leads.

Google Plus

With more than 350 million active users, Google+ recently edged out Twitter as the world's second largest social network. Once verified, your business will be searchable in the most-used directories on the Internet. Statistics have shown that most Internet users go online first when looking for local products and services. Local businesses will benefit the most from Google Plus because of its local business directory.



Since you are here, learning how to connect to more people outside of your local area Google Plus may be perfect for your networking business. Why? Imagine hosting a home party without leaving your home. Take that to a whole new level and not have to even totally get dressed up. Yep, that's right.

What if I told you that putting on a little makeup, some earrings and a necklace with a nice blouse would suffice?

With **Google Plus Hangouts** all of the above is possible. Build your community, set up your Hangout and invite those hungry prospects to join you as you present online using Hangouts.

Google Plus takes Facebook to a whole new level allowing you to divide and conquer. Circles allow you to set up a community for business, one for product and another for simply networking.

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Sending out messages you can target only one circle without the rest of your community seeing it.

Google Plus does not limit the amount of characters you use in your messages like Twitter does. You can even attach a nice picture portraying what you want to talk about. This gives your community a visual as well as a second way for Google to find you and your information.

Another great benefit of using [Google Plus](#) is that YouTube is also connected because Google owns it, too. The more interconnected your social media presence becomes the more targeted leads you'll see coming your way.



In this exclusive interview with Google's Matt Cutts, Matt explains how to get maximum results on Google's search engine.

What does that mean to you and your business?

Knowing how your ideal customer searches for you and your products will help you reach more of them faster. Watch the YouTube video interview of Matt here.



Google's Matt Cutts gives tips to small business owners

Click this link to see how Google + can help your business now <http://youtu.be/gscFgaMTm48>

Stay tuned for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into how Google + benefits your business.



Pinterest

Even though Pinterest is relatively new, it has caught on like wildfire, specifically for **female consumers ages 18-45**. It has quickly claimed the distinction of being the third most popular website in the world behind social giants like Facebook and Twitter. Regardless of your business demographics, Pinterest has a wide-range of users that enjoy browsing pictures. If you have a visual company, Pinterest is an ideal social media platform for you.

This simple platform allows users to 'pin' images that represent (and link to) a site or page that they've found something interesting – sort of like visual bookmarking. Other pinners (users) see what their friends or connections have pinned, and can 're-pin' to share it with their own network.

Here's an example of a graphic designed around *The Fiery Grandma brand* by MarketingYourPurpose.com -



(click picture to see link to Pinterest account)

Not sure if Pinterest is the right social media strategy for your organization?

Watch for the launch of *Ignite Your Business Training Suite* where we'll dive a little deeper into how to use Pinterest for your business.

Keep in mind that Pinterest just like Facebook, Twitter, Google + and YouTube has a primary demographic that you will want to research. If your ideal customer doesn't hang out on Pinterest then it may not be the perfect social media platform for you to use.

According to *Search Engine Journal*, women make up 80% of active users on this particular social media platform.

Additionally, the site goes on to note that the largest age group (30%) on the site is between 35-44 years. Even if your market isn't within those parameters, check your website analytics. If you're already receiving some traffic from Pinterest, it makes sense to put some effort toward expanding your Pin-fluence.

You will want to develop a pinning strategy though...not just pinning things you personally like for fun and such. There are some really great pinners you can find to help you learn how to pin for profits while having fun, too.



Hopefully after studying "*Ignite Your Business Using Social Media*" you have been able to clearly see which social media platform is right for your business.

To make taking action simpler download your **BONUS** checklist now, click [HERE](#).

There's only one way to know for sure and that is to jump right in, start using one platform you believe to be best and then track your results.

Let's connect on the platform of your choice. The links to my social media pages are on the next page. I'll help you get started making those connections to build your business now.



Carla J Gardiner

The Fiery Grandma

Ignite Your Business Using Social Media

Looking forward to meeting you, talking with you and seeing you on the worldwide web!

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FaceBook: <http://www.facebook.com/CarlaJGardiner>

Twitter: <http://www.twitter.com/CarlaJGardiner>

Pinterest: <http://www.pinterest.com/CarlaJGardiner>

LinkedIn: <http://www.linkedin.com/in/CarlaJGardiner>

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