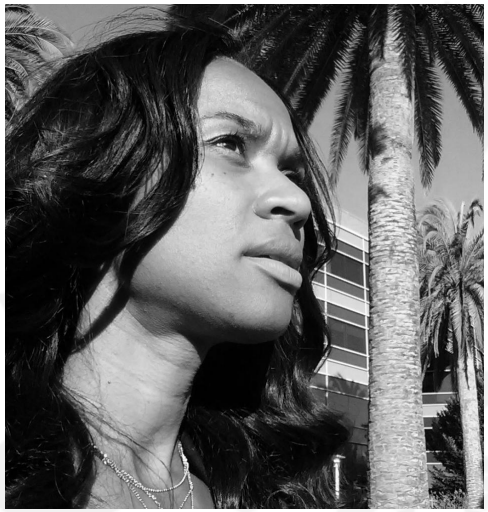
How to Create an Online! Presence for your Business

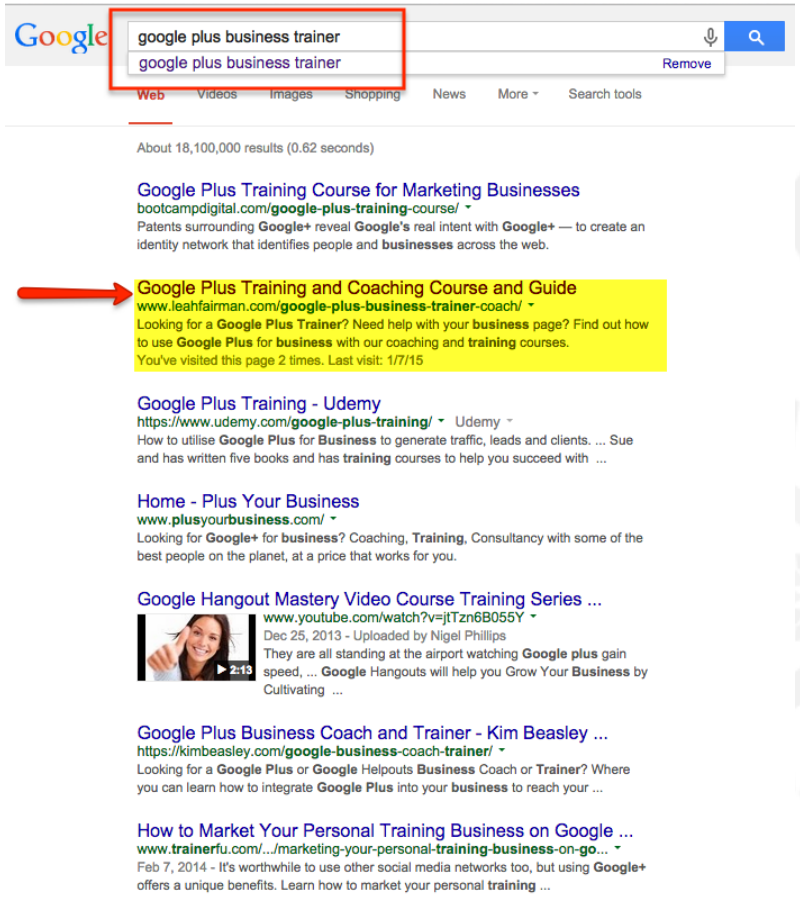
About Me

- Former Civil Engineer retired 2007
- Founder CorporateSNOBS.com
- Near a decade in online/digital marketing
- Social Media & SEO Strategist
- Trainer for G+ Business Boot Camp hosted by Accelerate with Google
- Speaker



What an Online Presence Is

1. Being found in the search engines
2. Building and sustaining a community of Brand Ambassadors



What an Online Presence Is NOT

Benefits of Having an Online Presence

Benefits of Having an Online Presence

- Customers/Clients
- Expand your Business - Frito Lay
- Be the Expert!
- Build Partnerships
- Build Brand Loyalty
- Level the Playing Field

What Happens in an **Internet Minute?**

639,800 GB of global IP data transferred

20
New victims of identity theft

204 million
Emails sent

47,000
App downloads

$83,000
In sales

61,141
Hours of music

20 million
Photo views

3,000
Photo uploads

320+
New Twitter accounts

100,000
New tweets

135
Botnet infections

6
New Wikipedia articles published

1,300
New mobile users

100+
New Linkedin accounts

277,000
Logins

6 million
Facebook views

2+ million
Search queries

30
Hours of video uploaded

1.3 million
Video views

And **Future Growth** is **Staggering**

Today, the number of networked devices = the global population

By **2015**, the number of networked devices = 2x the global population

In **2015**, it would take you **5 years** to view all video crossing IP networks each **second**

How to Build an Online Presence

- Website
- Search Engine Optimization (SEO)
- Social Media
- Internet Marketing
- Email Marketing (is NOT dead)
- Mobile Apps

How do I get Started?

Free

- Social Media Management
- Email Marketing

Pay

- Google Adwords
- Social Media Marketing
- Outsource

Local

- Google Plus
- Yelp
- Facebook
- YouTube

Do's & Don'ts

- Don't do it ALL!!
- Do pace yourself
- Do engage
- Do outsource
- Do automate
- Do stay active
- Do study industry trends

Follow, follow, follow

www.leahfairman.com @leahfairman

+Leah Fairman “Live”