

WELCOME TO



Rei Rockstars

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Virtual Marketing Experts



Dani Lynn



Flip

Rei Rockstars

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Social Media Fast-track Concept

The Social Media Fast-track Program was designed to provide you with an easy to follow, step by step process of getting connected with your friends and clients via numerous social media venues and search directories.

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Introduction to Facebook

Facebook

What Is It?

It is a social networking website that was first launched in 2004.

Why Is It Important?

Almost half of the U.S. population has an account and there are over 800 million accounts worldwide. Facebook is ranked as the most used social networking service by worldwide monthly users.

Objective 1 Setting Up Facebook

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Introduction to Facebook

Objective 1 Setting Up Facebook



20 Million
Facebook apps installed each day...

30 Billion Pieces of content shared on facebook each month (links, notes, photos, videos, etc)



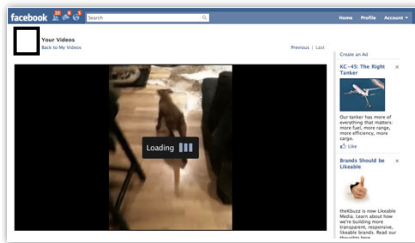
Average facebook user is connected to **80** community pages, groups or events...



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Introduction to Facebook

Objective 1 Setting Up Facebook



2+ Billion
Videos watched per month on facebook

36 Billion
Photos uploaded to facebook per year...



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Step 1

Go to facebook.com and sign up for a free account

The screenshot shows the Facebook homepage with the sign-up form highlighted. The form includes fields for First Name, Last Name, Your Email, Re-enter Email, and New Password. It also has dropdown menus for 'I am', 'Month', 'Day', and 'Year', and a 'Sign Up' button. A red arrow points from the Facebook logo to the sign-up form.

Objective 1 Setting Up Facebook

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Step 2

Import your contacts from Yahoo, Windows Live Hotmail, AOL, or any other email service.

The screenshot shows the 'Import your contacts' step of the Facebook sign-up process. A progress bar at the top indicates 'Step 1 Import your contacts' is active. Below, there are options to import contacts from Yahoo, Windows Live Hotmail, AOL, and Other Email Service. A red arrow points to the Yahoo option, and another points to the 'Find Friends' button for Windows Live Hotmail.

Objective 1 Setting Up Facebook

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Step 3

Fill in your profile information for High School, College, and Employer and Press "Save & Continue"

Objective 1 Setting Up Facebook

Step 1 Import your contacts

Step 2 Profile Information

Step 3 Profile Picture

Fill out your Profile info
This information will help you find your friends on Facebook.

High School:

College/University:

Employer:

Back

Skip · Save & Continue

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Step 4

Upload a picture from your computer for your profile or you can take one with your webcam.

Objective 1 Setting Up Facebook

Step 1 Import your contacts

Step 2 Profile Information

Step 3 Profile Picture

Set your profile picture

Upload a Photo
From your computer

OR

Take a Photo
With your webcam

Back

Skip · Save & Continue

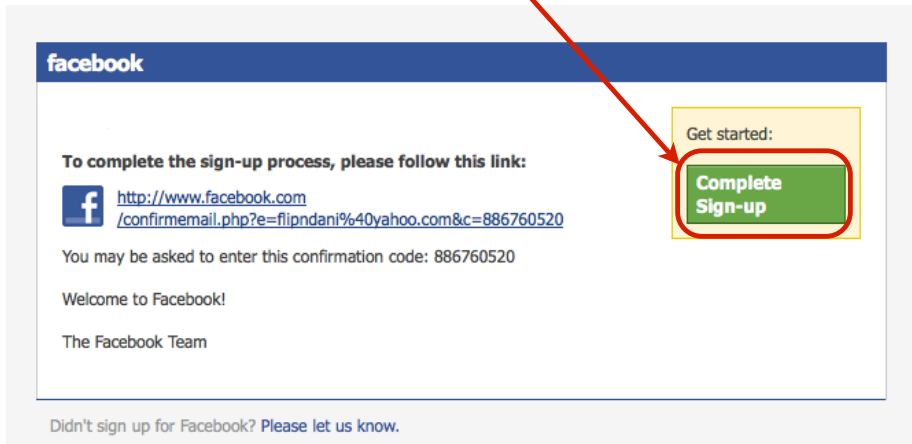
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Step 5

Check your email account that you used to set up the account for a verification email. Click the "Complete Sign-Up" box to continue your registration.

Objective 1 Setting Up Facebook



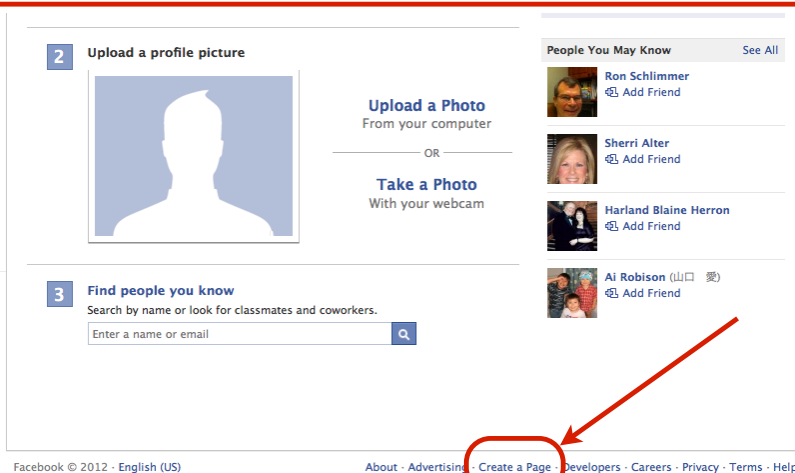
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Step 6

Now your profile page is completed. At the bottom of your Facebook page, click on "Create a Page" to start your business page.

Objective 1 Setting Up Facebook



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Step 7

Click on the selection that best fits your business. Choose your category and fill in your business name. Make sure to agree to Facebook Pages Terms and click "Get Started"

Create a Page
Create a Facebook Page to build a closer relationship with your audience and customers.

Local Business or Place Company, Organization or Institution Brand or Product

Artist, Band or Public Figure Entertainment Cause or Community

Company, Organization or Institution
Join your supporters on Facebook.

Choose a category
Company Name
 I agree to Facebook Pages Terms
Get Started

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Step 8

Upload an image from your computer or a photo from your website. This can be a picture of you or your Logo for your business. Then click "Continue"

Step 1 Profile Photo Step 2 Get Fans Step 3 Basic Info

Set Your Profile Picture

Upload an Image
From your computer

OR

Import a photo
From your website

Skip Continue >

Objective 1 Setting Up Facebook

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Step 9

Time to get some fans! You can invite your friends from your facebook account or import your contacts from another source. Make sure to "Share" this page on your wall and "Like" this page. Click "Continue"

Objective 1 Setting Up Facebook

Step 1 Profile Photo Step 2 Get Fans Step 3 Basic Info

1 Invite Friends
Build the popularity of your page by suggesting it to friends who might like it.
Invite Friends

2 Share your page
Let your customers and subscribers know about your new page by importing your contact list and sending them a message.
Import Contacts

3 Share this page on my wall. Include a Message
Like this page

4 Skip Continue

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Step 10

Enter in your website URL and give a brief description of your company. (only 255 characters) Click "Continue"

Objective 1 Setting Up Facebook

Step 1 Profile Photo Step 2 Get Fans Step 3 Basic Info

1 Add some basic information so that people who visit your page know more about it.
Website: Website

2 About: Tell people more about your page (255 character maximum)

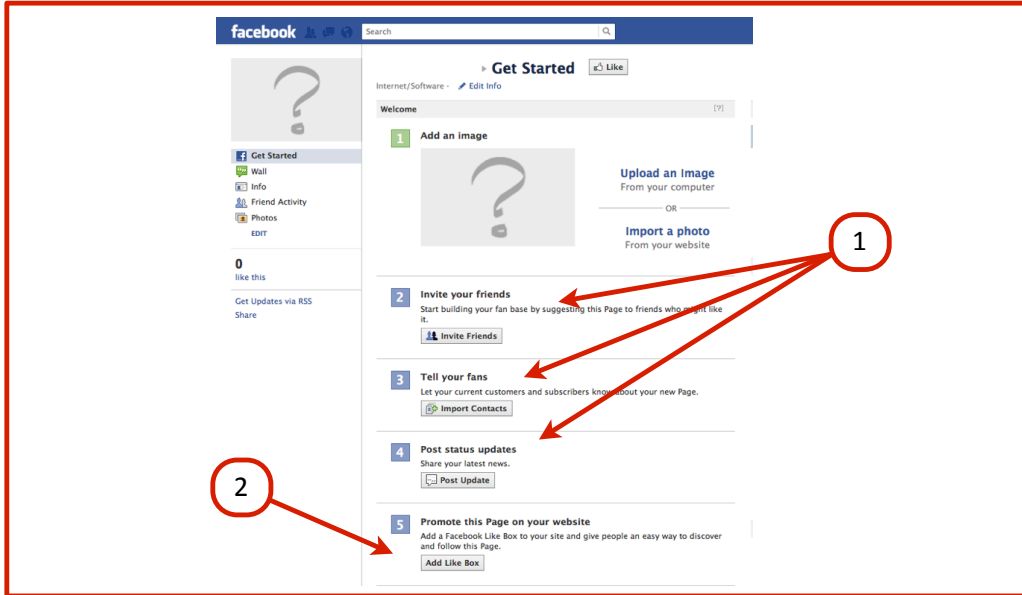
3 Skip Continue

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Step 11

Your page is created!! Keep inviting friends and posting to your new page. Make sure to promote your new Facebook Page by adding a Facebook Like Box on your website.



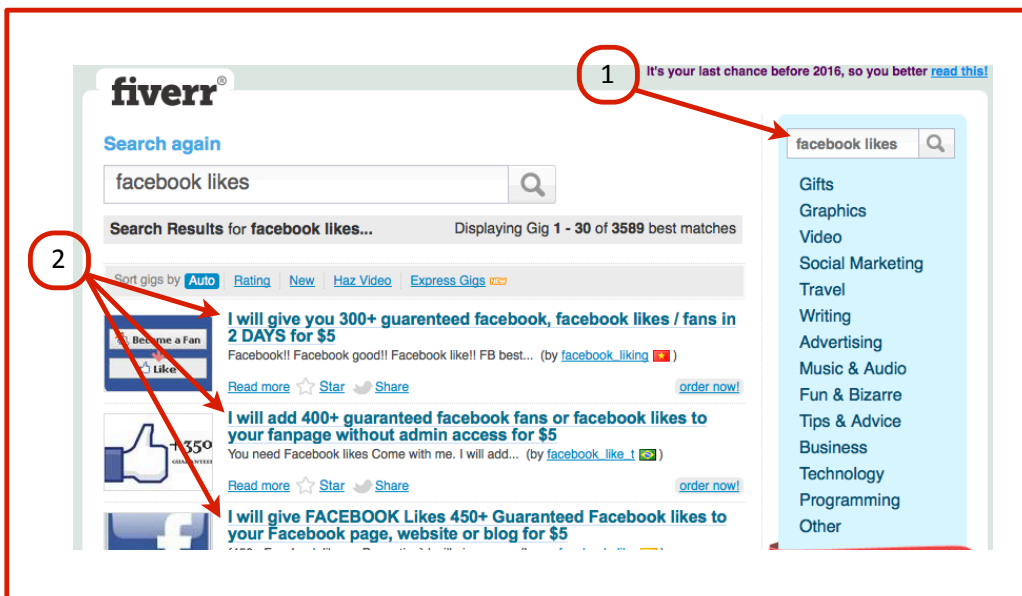
Objective 1 Setting Up Facebook

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Step 12

Optional: Go to www.fiverr.com to add some Fans/Likes to your new business page. Type "Facebook Likes" into the search field. Make sure to check out the ratings of the individual you decide to use.



Objective 1 Setting Up Facebook

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Social Media Fast-track

Next Video...

Objectives:

- 1) Setting Up Facebook
- ➔ **2) Setting Up Twitter**
- 3) Setting Up Youtube
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- 6) Setting Up Local Directories

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Introduction to Twitter

Objective 2 Setting Up Twitter

Twitter

What Is It?

Twitter is a microblogging service that allows its users to send and receive messages up to 140 characters, known as "Tweets".

Why Is It Important?

It was launched in July of 2006 and has gained worldwide popularity with over 300 million users as of 2011. It has been described as "The SMS of the internet."

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Introduction to Twitter

Objective 2 Setting Up Twitter

twitter



25 Billion
sent tweets in 2010

300 Million
Tweets on average
per day on Twitter...

1.6 Billion
Search Queries on
average per day on Twitter...

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Step 1

Goto www.twitter.com. Enter in your name, email and password. Press "Sign up for Twitter"

Objective 2 Setting Up Twitter

Welcome to Twitter.
Find out what's happening, right now, with the people and organizations you care about.

Username or email
Password
 Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name
Email
Password

Step 2

The next page will confirm that your name, email, password and username are all okay. If they are all green, then you are okay. Click "Create my account"

Objective 2 Setting Up Twitter

Join Twitter today.

Joe Smith ✓ Name looks great.

✓ We will email you a confirmation

..... ✓ Password is okay.

joe ✓ Username is available.

Suggestions:

Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Step 3

You have now created your account. Click "Next" to start tweeting and following.



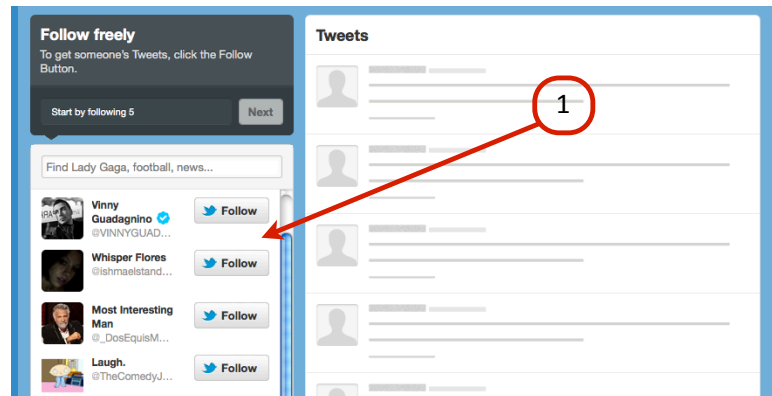
Objective 2 Setting Up Twitter

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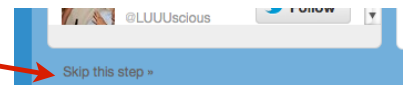
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Step 4

You can now select some friends or groups to start following. Select 5 or go to the bottom and click "Skip this step"



2



Objective 2 Setting Up Twitter

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Step 5

Now you can select 5 topics that you are interested in, or you can go to the bottom and click on "Skip this step"



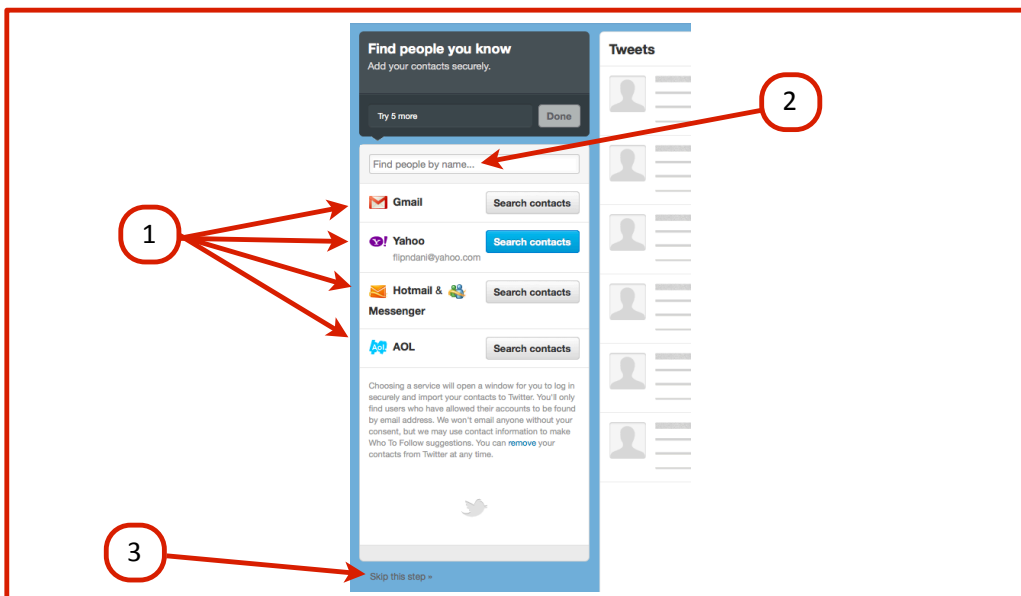
Objective 2 Setting Up Twitter

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Step 6

Now you can import your contacts from Gmail, Yahoo, Hotmail, or AOL. You can also search for people by their name. If you want to wait till later, click "Skip this step"



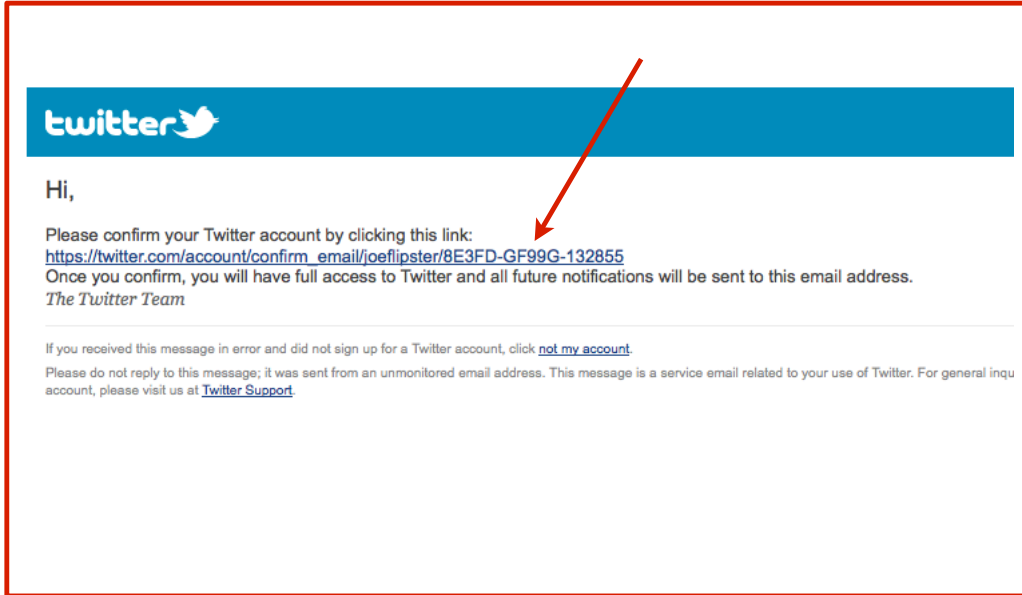
Objective 2 Setting Up Twitter

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Step
7

Twitter will send a confirmation email to your email account that you used to set up the account. Once you click the link in that email your account will be verified.

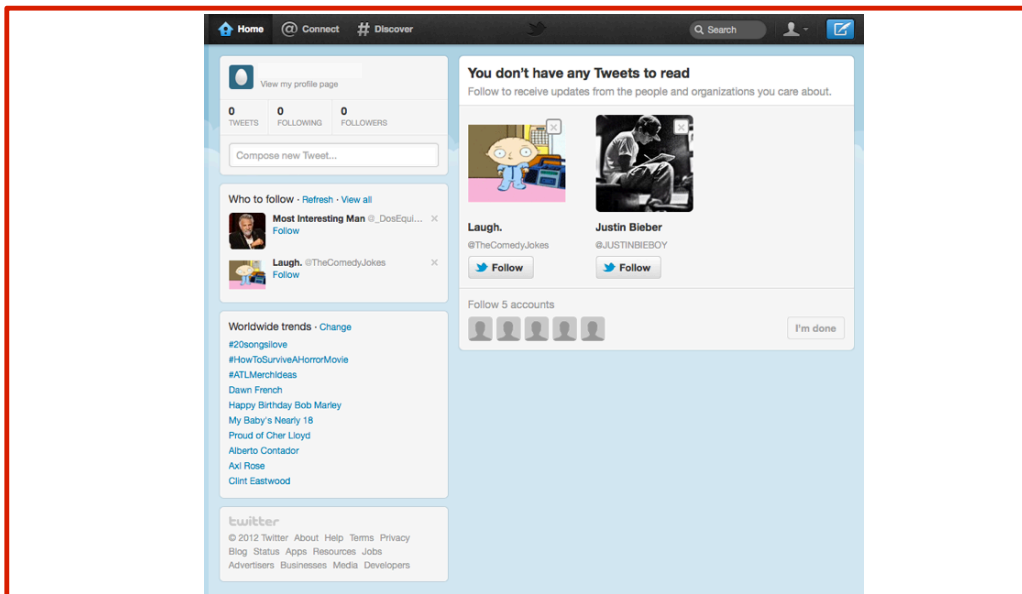


Objective 2 Setting Up Twitter

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Step
8

Your Twitter account should be all set up.
Now start tweeting and following!




Objective 2 Setting Up Twitter

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Social Media Fast-track

Next Video...

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-  **3) Setting Up Youtube**
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- 5) Setting Up Google+
- 6) Setting Up Local Directories

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Introduction to Youtube

Objective 3 Setting Up Youtube

Youtube

What Is It?

Youtube is a video-sharing website on which users can upload, view and share videos.

Why Is It Important?

Youtube is the 2nd largest search engine in the world.
90% of all content on the internet will be video by 2013.

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Introduction to Youtube

Objective 3 Setting Up Youtube

2,000,000,000

Videos watched per day on Youtube

186

Videos watched online by the average internet user each month

84%

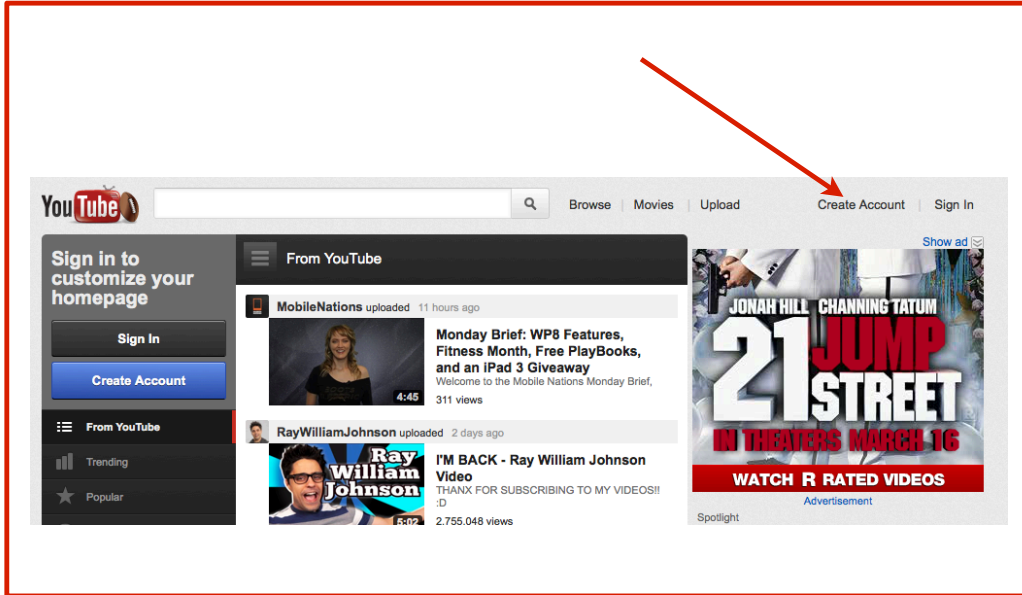
Percentage of internet users that view videos online

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Step 1

Goto www.youtube.com and click on "Create Account"



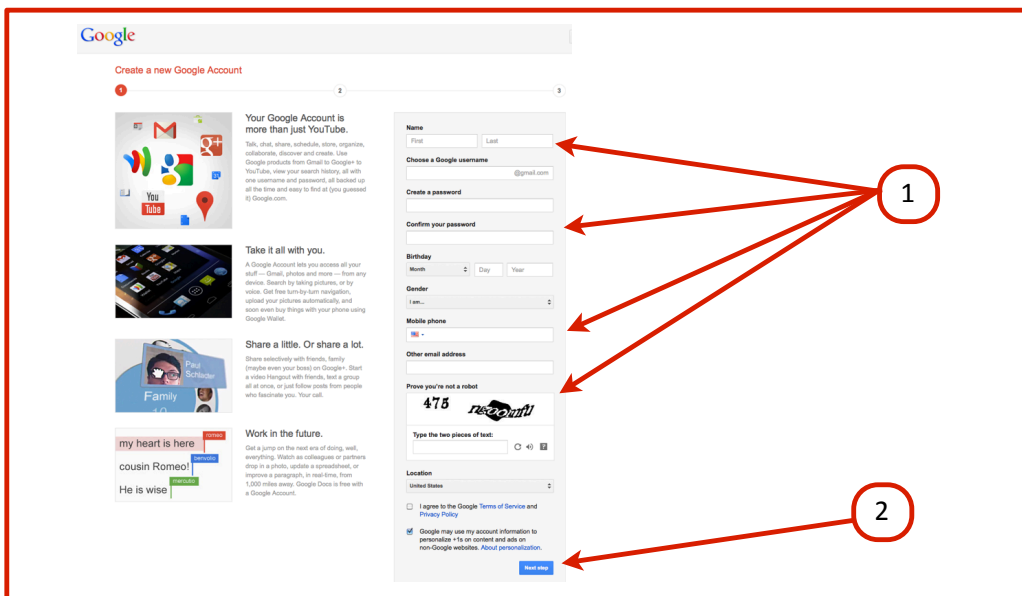
Objective 3 Setting Up Youtube

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Step 2

You will need a Google account to set up your Youtube account. Fill in all of the information and click on "Next Step"



Objective 3 Setting Up Youtube

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Step
3

Verify your account. Make sure your phone number is correct and click "Send Verification Code"

Objective 3 Setting Up Youtube

Google

Verify your account

You're almost done! We just need to [verify your account](#) before you can start using it.

Verification Options

Text Message
Google will send a text message containing a verification code to your mobile phone.

Voice Call
Google will make an automated voice call to your phone with a verification code.

Country
United States

Phone Type
Mobile

Phone number
[Input field]

Send verification code

Important: Google will never share your number with other companies or use it for marketing purposes.

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Step
4

You will receive a verification code from Google.
Type the code in the box and click on "Verify"

Objective 3 Setting Up Youtube

Google

Verify your account

Enter the verification code we just sent to

Verification code
[Input field]

Verify

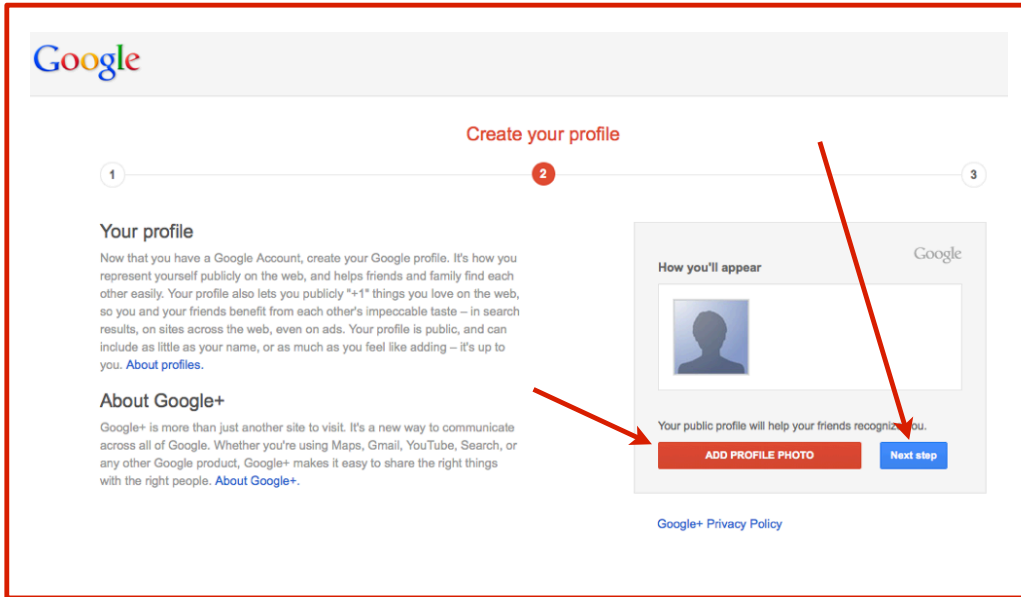
Didn't get your code? Sometimes it can take up to 15 minutes. If it's been longer than that, [try again](#).

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Step 5

Click on "Add Profile Photo" if you would like to add your profile photo at this time. If you would like to do that later, just click on "Next step"



Objective 3 Setting Up Youtube

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Step 6

Now that your Gmail account is all set up. Go to www.youtube.com and click on "Sign In"



Objective 3 Setting Up Youtube

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Step
7

Enter in your new Gmail email address and password.
Click on "Sign In"

The screenshot shows the Google Sign in interface. At the top, it says "Sign in" and "Google". Below that are two input fields: "Email or YouTube username" and "Password". A red circle with the number "1" has two arrows pointing to these two input fields. Below the input fields is a blue "Sign in" button and a checked checkbox labeled "Stay signed in". A red circle with the number "2" has an arrow pointing to the "Sign in" button. Below the button is a link that says "Can't access your account?".

Objective 3 Setting Up Youtube

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Step
8

Click on your profile picture on the top far right hand side.
Then click on "My Channel"

The screenshot shows the YouTube interface. At the top, there's a navigation bar with "Videos", "Music", "Movies", "Shows", "Trailers", "Live", "Sports", "Education", and "News". On the right side of the navigation bar, there's a user profile section for "Joe Smith" with a notification badge showing "3" and a plus sign. A red circle with the number "1" has an arrow pointing to the profile picture icon. Below the navigation bar, there's a dropdown menu for the profile. A red circle with the number "2" has an arrow pointing to the "My channel" link in the dropdown menu.

Objective 3 Setting Up Youtube

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Step 9

Choose a name that you would like as your username on Youtube. Click on "Check availability" to see if you are okay. Then click on "Next!"

Set up your YouTube username and channel

Choose a name Check availability

joesmithflipster

Username available!
Letters and numbers only

Let others find my channel on YouTube if they have my email address

Send me occasional YouTube product-related email

Next!

Objective 3 Setting Up Youtube

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Step 10

Select your Privacy and Sharing options and click on "All Done!"

YouTube

✓ You have added a channel to your account!

Privacy and Sharing

Now that you've got a YouTube username, you also have a YouTube channel. You can control the videos you upload, like, share and favorite, but if you'd like a bit more control that here.

Share these actions in my channel:

- Like a video
- Comment on a video
- Subscribe to a channel
- Favorite a video

All done!

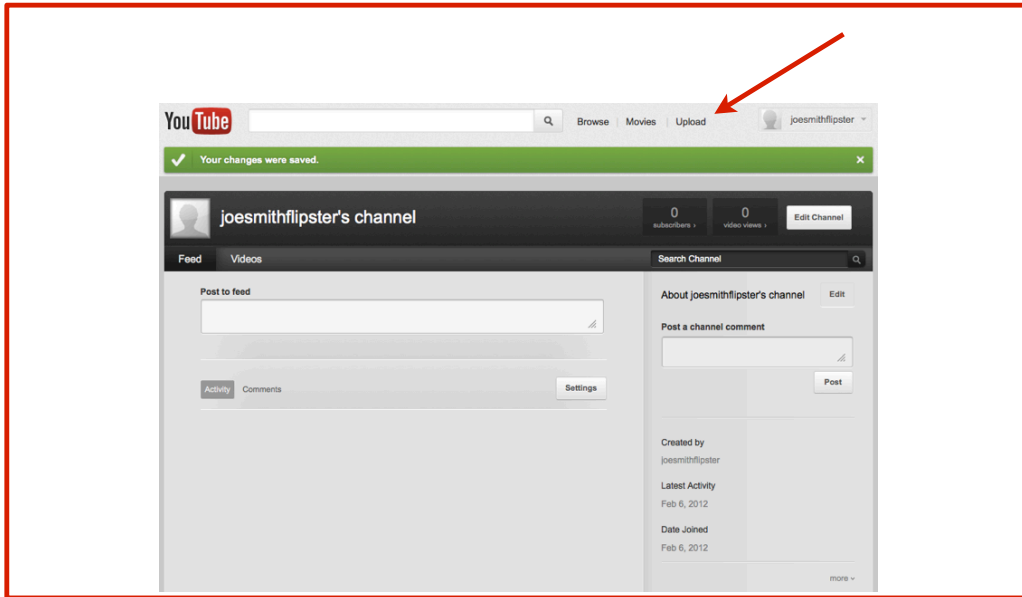
Objective 3 Setting Up Youtube

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Step
11

Your Youtube account should be all set up.
Now start uploading videos on to your channel!



Objective 3 Setting Up Youtube

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Social Media Fast-track

Next Video...

Objectives:

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Introduction to LinkedIn

LinkedIn

What Is It?

LinkedIn is the world's largest professional network with over 135 million users and growing rapidly.

Why Is It Important?

It helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. It has been described as having "become the de facto tool for professional networking".

Objective 4 Setting Up linkedin

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Objective 4 Setting Up linkedin

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Step 1

Go to www.linkedin.com. Fill in the information and click on "Join Now"

Objective 4 Setting Up linkedin

The screenshot shows the LinkedIn registration page. At the top left is the LinkedIn logo. To its right are input fields for 'Email' and 'Password' with a 'Forgot your password?' link and a 'Sign In' button. Below this is the slogan 'Be great at what you do.' and a featured profile card for Mao O'Malley. The main heading is 'Get started – it's free.' followed by 'Registration takes less than 2 minutes.' Below this are four input fields: 'First Name', 'Last Name', 'Email', and 'Password (6 or more characters)'. A yellow 'Join Now' button is positioned below the password field. A red circle with the number '1' has four arrows pointing to the four input fields. A second red circle with the number '2' has an arrow pointing to the 'Join Now' button.

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Step
2

Enter in your Zip Code, Job Title & Company. If you click "I am self-employed", select the category that best describes your business. Click on "Create my profile"

Objective 4 Setting Up linkedin

The screenshot shows the LinkedIn profile creation form. A red circle with the number '1' has three arrows pointing to the 'ZIP Code', 'Job title', and 'Company' input fields. Another red circle with the number '2' has an arrow pointing to the 'Create my profile' button. The form includes fields for 'I live in:' (United States), 'ZIP Code:' (with an example 'e.g. 94043'), 'I am currently:' (with radio buttons for 'Employed', 'Job Seeker', and 'Student'), and 'Job title:'. There is also a checkbox for 'I am self-employed'. A blue box on the right contains the text 'A LinkedIn profile helps you...' followed by three bullet points: 'Showcase your skills and experience', 'Be found for new opportunities', and 'Stay in touch with colleagues and friends'. The footer of the form reads 'LinkedIn Corporation © 2012 | Commercial use of this site without express authorization is prohibited.'

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Step
3

You can now search your email contacts list to find people you already know on LinkedIn. Click on "Continue"

Objective 4 Setting Up linkedin

The screenshot shows the 'See Who You Already Know on LinkedIn' screen. A red circle with the number '1' has two arrows pointing to the 'Your email:' and 'Email password:' input fields. Another red circle with the number '2' has an arrow pointing to the 'Continue' button. The screen includes a progress indicator 'Step 2 of 7' and a blue box with the text 'Searching your email contacts is the easiest way to find people you already know on LinkedIn.' Below this is the 'Continue' button and a note: 'We will not store your password or email anyone without your permission.' There is also a link 'Skip this step »'. The footer of the form reads 'LinkedIn Corporation © 2012 | Commercial use of this site without express authorization is prohibited.'

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Step 4

A confirmation email was sent to your email account that you used to sign up. Click the "Click Here" link in the email. Another window will open, press "Confirm" to confirm your email address.

Objective 4 Setting Up linkedin

1 → **LinkedIn**
[Click here](#) to confirm your email address.
If the above link does not work, you can paste the following address into your browser:
<https://www.linkedin.com/e/csrf/NX7/-w0y9by-gybzyieq-3v/cn/zviRlc1S5381vHqHm0RTqUlp6CTvoDQe?hs=false&tok=1CbN8KhSPUTB41>
You will be asked to log into your account to confirm this email address. Be sure to log in with your current primary email address.
We ask you to confirm your email address before sending invitations or requesting contacts at LinkedIn. You can have several email addresses, but one will need to be confirmed at all times to use the system.
If you have more than one email address, you can choose one to be your **primary email address**. This is the address you will log in with, and the address to which we will deliver all email messages regarding invitations and requests, and other system mail.
Thank you for using LinkedIn!
--The LinkedIn Team
<http://www.linkedin.com/>
© 2012, LinkedIn Corporation

2 → **Confirm Your Email Address**
Confirm the email address
After clicking the button below you will be asked to sign in to your account to confirm this email address.
Confirm

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Step 5

Go to www.linkedin.com. Fill in your email address and password and click on "Sign In"

Objective 4 Setting Up linkedin

LinkedIn Account Type: Basic
Home Profile Contacts Groups Jobs Inbox Companies News More People Search...

Sign in to LinkedIn

Email address: **1** →
Password: **1** → [Forgot password?](#)
Sign In or Join LinkedIn **2** →

LinkedIn Corporation © 2012 | [User Agreement](#) | [Privacy Policy](#) | [Copyright Policy](#) |

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Step 6

Select any of the people that you may know and then click "Add Connection(s)" or just click on "Skip this step"

LinkedIn

Thanks for confirming your email address, flip@fdr-investors.com

Do You Know These People? Step 3 of 7

Select people you know and trust, and connect with them to stay in touch.

Select All None selected

<input type="checkbox"/>	Dani Lynn Robison Owner, Realtor, Investor at FDR & Associates	<input type="checkbox"/>	Flip Robison Managing Partner at FDR & Associates
<input type="checkbox"/>	Esmeralda Lira Creative Real Estate Broker	<input type="checkbox"/>	Shenoah Grove Vice President at Love American Homes
<input type="checkbox"/>	Phill Grove Founder at REI Training Institute LLC	<input type="checkbox"/>	Karlos Knox
<input type="checkbox"/>	Eric Lee Realtor at Nextage Captex Realty	<input type="checkbox"/>	Dawn Moss Admin Assist @ Office of the Attorney General

or [Skip this step >](#)

Objective 4 Setting Up linkedin

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Step 7

Now you can share your new profile on your Facebook and Twitter accounts, or you can click on "Skip this step"

LinkedIn

Congratulations! You've just created your professional profile. Step 4 of 7

Joe Smith
Manager
United States | Real Estate

I just joined LinkedIn and created my professional profile. Join my network. <http://lnkd.in/9JfUmh>

Your profile URL: <http://lnkd.in/9JfUmh> Count: 98

[Skip this step >](#)

Objective 4 Setting Up linkedin

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Step 8

You have signed up for a FREE account but you can upgrade to their "Premium" account at this time, or you can click "Skip this step"

Objective 4 Setting Up linkedIn

LinkedIn

Your Account is Set Up — Choose Your Plan Level

What Do You Want to Do? What's this?

	Premium	Basic (Free)
Create a professional profile and build your network	✓	✓
Join industry or alumni groups	✓	✓
Search & apply for jobs	✓	✓
See who's viewed your LinkedIn Profile	✓	Limited
View the professional profiles of over 135 million people	✓	Limited
Send messages to people you aren't directly connected to	✓	
Premium search filters & automated search alerts	✓	
Save profiles into folders	✓	
Add notes & contact info to any profile	✓	
Reach out to over 135 million users	✓	

Choose Premium
Plans starting from \$24.95

Choose Basic
Free

Skip this step >

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Step 9

We are almost there.... Enter in your current position and company, and enter where else you have worked. Or you can click on "Skip"

Objective 4 Setting Up linkedIn

Welcome, Joe. Let's improve your profile. ×

What is your current position?

Job Title at Company

Save Skip

Where else have you worked? ×

Job Title at Company

Next Skip No more positions

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Step
10

Enter in where you went to school and any other skills you may have.

Where did you attend school? ×

School Name

Save **Skip** I have listed all my schools

Add skills: ×

Skill Name Skill Name Skill Name

Save **Skip**

Objective 4 Setting Up linkedIn

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Step
11

All of the information that you have been entering will be in this box under your name. If it is good, then click on "Finished" or you can click on "Continue Improving" to add more.

Looking good now! **Finished** **Continue Improving**

Joe Smith
Manager
United States | Real Estate

Connections 0 connections
Public Profile <http://www.linkedin.com/pub/joe-smith/47/950/4b4>

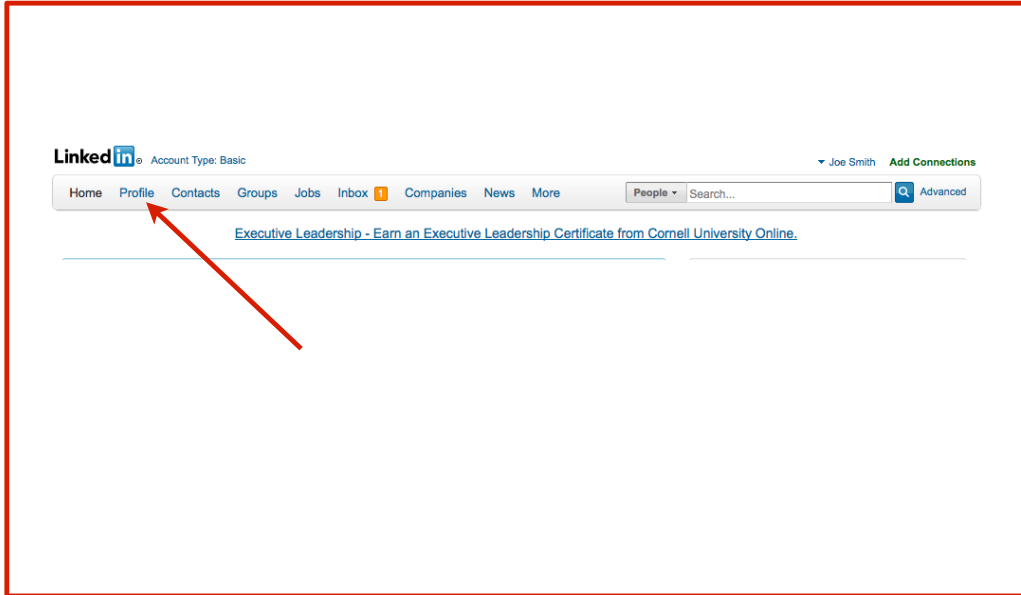
Objective 4 Setting Up linkedIn

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Step 12

Click on "Profile" and then select "Edit Profile"



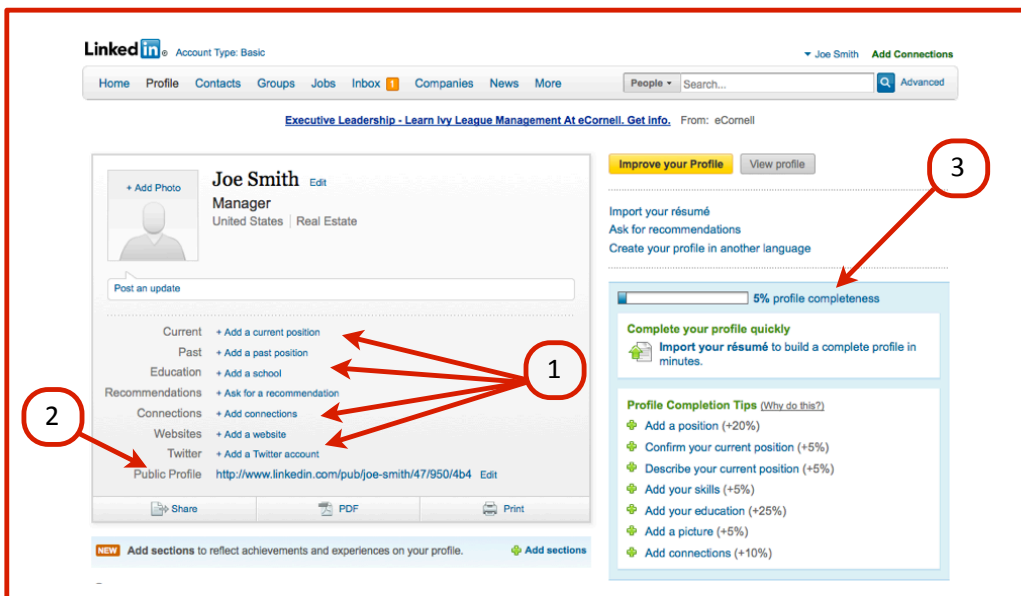
Objective 4 Setting Up linkedin

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Step 13

Now you can see everything that you have added to your profile. Also you now have a profile URL to add to your website. You will also see what % completeness you have.



Objective 4 Setting Up linkedin

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Social Media Fast-track

Next Video...

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- ➔ **5) Setting Up Google+**
- 6) Setting Up Local Directories

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- ➔ **5) Setting Up Google+**
- 6) Setting Up Local Directories

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Introduction to Google+

Google+

What Is It?

Google+ is a social networking and identity service operated by Google.

Why Is It Important?

It is important for a business as it offers many benefits including SEO, networking, exploring, connecting and interacting with clients and customers. It has brought all of Google's various offerings into a seamless whole... Search, News, Maps, Translate, Gmail and more...

Objective 5 Setting Up Google+

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Step
1

Go to www.plus.google.com. You should have already set up your Google Gmail account. You select Yahoo or Hotmail to get more contacts in your account, or you can click on "Skip"

Find people you know on Google+

By connecting a site, we can help you find people you know on Google+.



Yahoo!

Find people



Hotmail

Find people

Don't use any of these sites? [Skip this step.](#)

Skip >

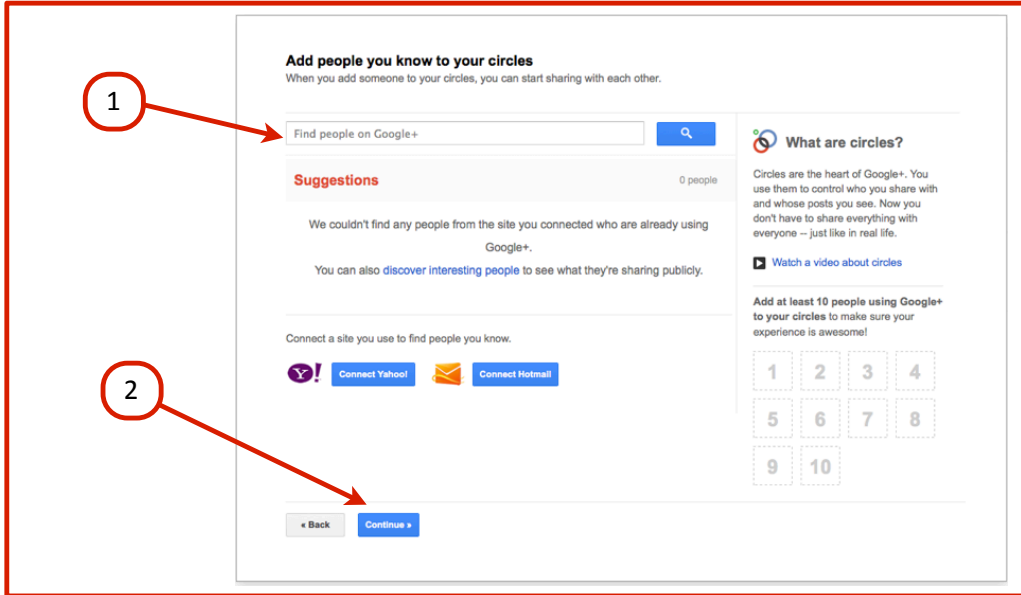
Objective 5 Setting Up Google+

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Step 2

If you know people that already have a Google+ account, you can type their names in to add them to your account. Once you are done, click on "Continue"



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Step 3

Next you can select to follow public posts from interesting and famous people. When you are finished, click on "Continue"



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Step 4

Add any additional profile information to your public profile. Then add your profile photo. Click on "Finish"

Add additional profile information to your public profile.
Adding more information will help your friends, family, and others find and connect with you.

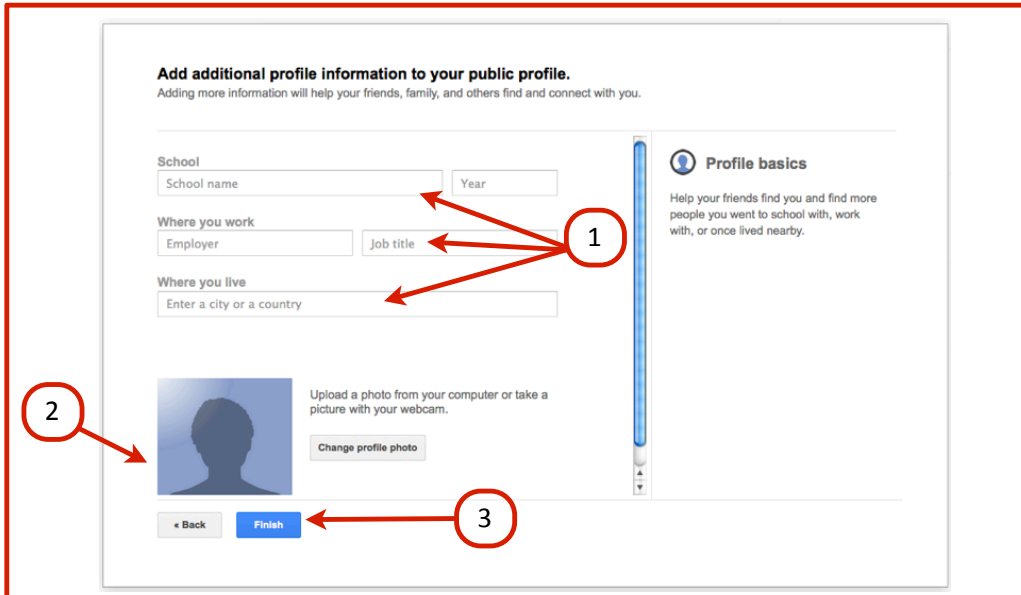
School
School name Year

Where you work
Employer Job title

Where you live
Enter a city or a country

Profile basics
Help your friends find you and find more people you went to school with, work with, or once lived nearby.

Upload a photo from your computer or take a picture with your webcam.



Objective 5 Setting Up Google+

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Step 5

Your Google+ page is now set up. When you have connected with others, you can add them to your different 'Circles' and you can even do live video chats using the 'Hangout' feature.

Google+

Joe

Stream

Share what's new...

Not enough posts in your stream?

Add at least 10 people using Google+ to your circles to make sure your experience is awesome!

1 2 3 4 5 6 7 8 9 10

Or find people by areas of interest:
Entertainment - Fashion - Food & Drink - Fun & Interesting - and more

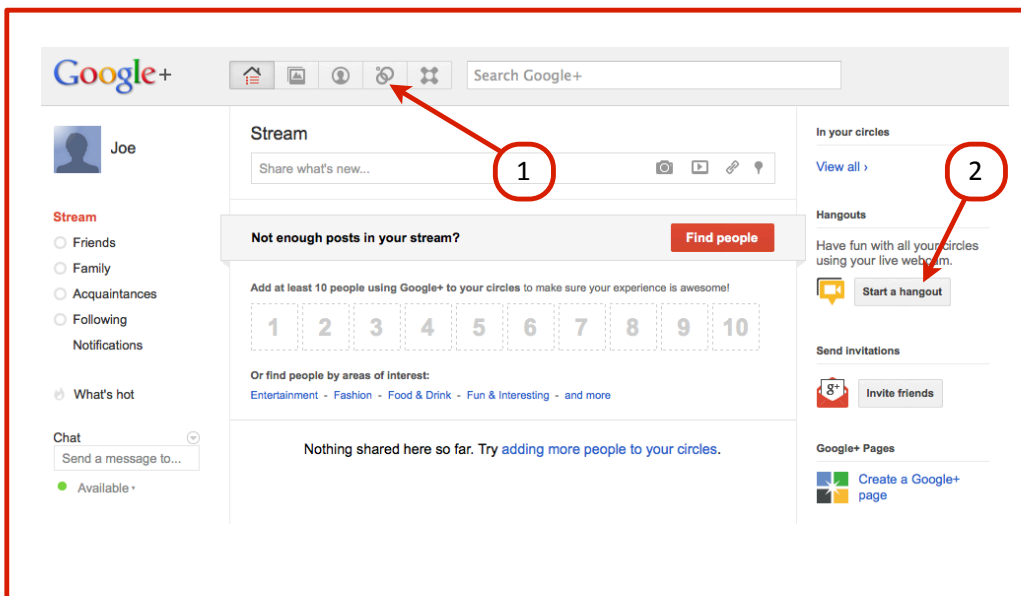
Nothing shared here so far. Try adding more people to your circles.

In your circles

Hangouts
Have fun with all your circles using your live webcam.

Send invitations

Google+ Pages



Objective 5 Setting Up Google+

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Social Media Fast-track

Next Video...

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
-  **6) Setting Up Local Directories**

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- 1) Setting Up Facebook
- 2) Setting Up Twitter
- 3) Setting Up Youtube
- 4) Setting Up LinkedIn
- 5) Setting Up Google+
-  **6) Setting Up Local Directories**

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Introduction to Local Directories

Objective 6 Setting Up Local Directories

Local Directories

What Is It?

Local search directories are used for locating a particular business for specific needs.

Why Is It Important?

A majority of your customers will check the internet before they do anything. They will probably search Google or another search engine for local stores and businesses that offer the goods or services they are looking for.

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Introduction to Local Directories

Objective 6 Setting Up Local Directories

The Top 10 Local Directories

1. Google Places
2. Yahoo! Local
3. Bing Local
4. SuperPages
5. YellowPages
6. Yelp
7. Topix
8. Manta
9. Mapquest
10. Local.com

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Step 1

Google Places Go to www.google.com/places/

Objective 6 - Setting Up Local Directories

Google places

Connecting you with the places you love

Rate and share places on Google

Get your business found on Google

Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

[Start rating](#)

Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#)

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Step 2

Yahoo! Local Go to www.listings.local.yahoo.com

Objective 6 - Setting Up Local Directories

YAHOO! SEARCH MARKETING

Welcome [Sign In](#)

[Local Listings Account Center - Yahoo! Local](#)

BE A BETTER BIG DRAW!
Capture more attention with Yahoo! Local.

[Sign Up](#)

List your business now. It's free.

Choose the listing that best fits your business.

Basic Listing Display your contact information for free: <ul style="list-style-type: none">• Phone, address, and web site• Store hours• Products and services FIND OUT MORE	Enhanced Listing A Basic Listing, plus: <ul style="list-style-type: none">• Company logo and tagline• Up to 10 photos• Detailed business description FIND OUT MORE
---	--

PERFECT PLACEMENT
Potential customers from your area visit Yahoo! Local every day.

EASY SET UP
Add descriptive info about your business and upload from your computer.

SIMPLE TO MANAGE
No keywords or bids to manage. Edit your listing online 24/7.

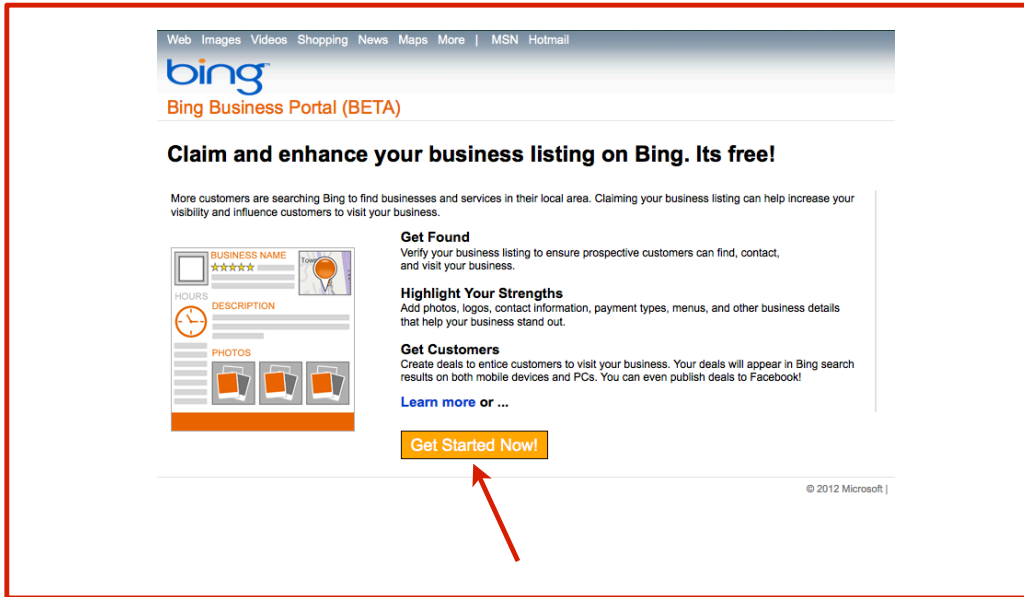
[Compare all the plans](#)

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Step 3

Bing Go to www.bing.com/businessportal/

Objective 6 Setting Up Local Directories



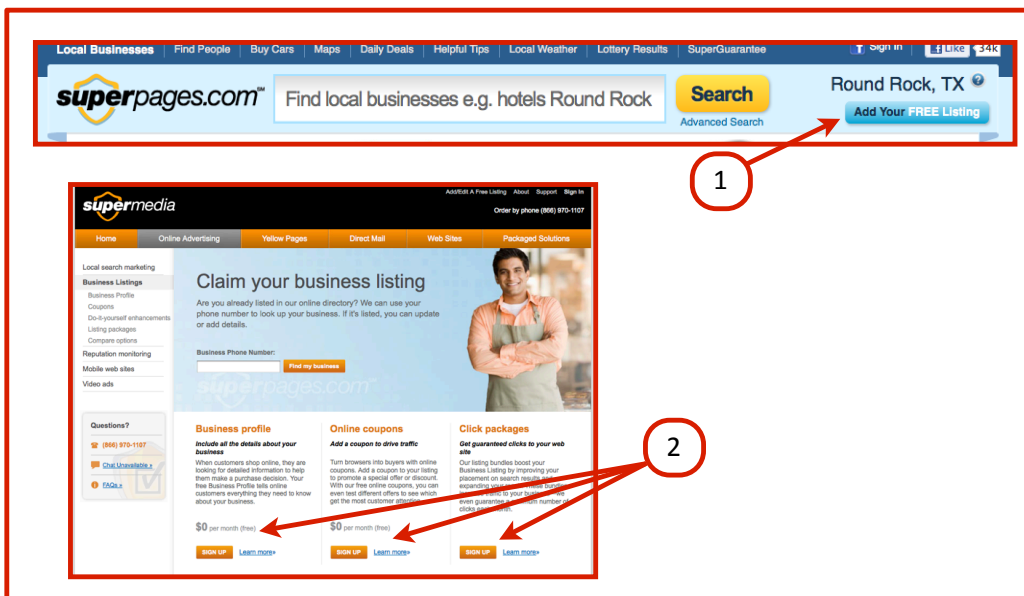
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Step 4

Go to www.superpages.com - Click on "Add Your FREE Listing", that will open a new page, then you can choose one of the options.

Objective 6 Setting Up Local Directories



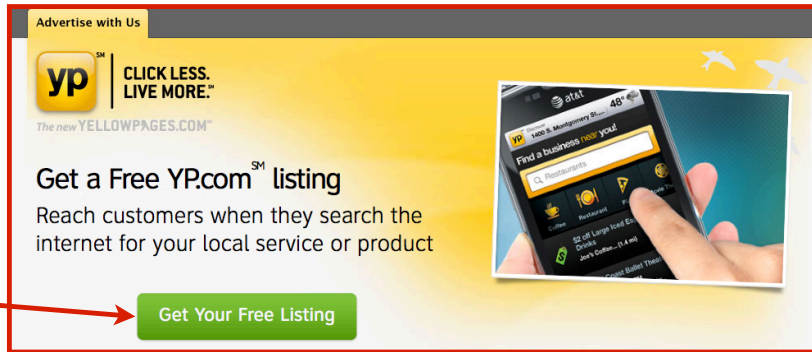
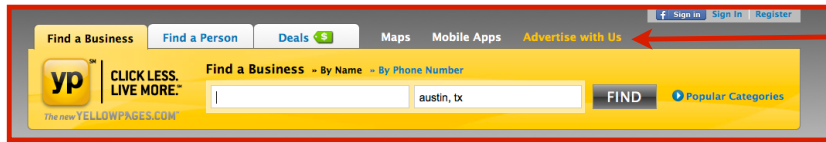
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Step 5

YellowPages - YP

Go to www.yellowpages.com - Click on "Advertise with Us", that will open a new page, then click on "Get Your Free Listing"



Objective 6 - Setting Up Local Directories

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Step 6

Yelp

Go to <https://www.yelp.com/signup>

The screenshot shows the 'Create Your Yelp Profile' sign-up form on the Yelp website. The form includes fields for 'First Name', 'Last Name', 'Email Address', 'Password', and 'Zip Code'. There are also radio buttons for 'Gender' (Male/Female), a 'Birthdate' selector, and a 'Country' dropdown menu. A 'Sign Up' button is highlighted with a red arrow. To the right of the form is a promotional banner for 'Subscribe to your Favorite Reviewers!' featuring a man in a white shirt and hat. Below the banner, there is a section for 'Already a Yelp Member?' with fields for 'Email Address' and 'Password', and a 'Log In' button.

Objective 6 - Setting Up Local Directories

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Step 7

Topix Go to www.topix.com/merchants/landing

The screenshot shows the Topix website interface. At the top, there's a navigation bar with categories like HOME, FORUMS, TOP STORIES, POPULAR, LOCAL, and others. Below that, there's a search bar and a 'Manage your Local Listing - Log in' link. The main content area is titled 'Listings in Chicago, IL' and includes a welcome message and a 'FREE Single city business listing' offer. There are three cards for 'Listing in Chicago', 'Add your coupon', and 'Add your business info'. A red arrow points from the 'Add your business info' card to a green 'Start' button.

Objective 6 Setting Up Local Directories

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Step 8

Manta Go to www.manta.com

The screenshot shows the Manta website's 'Get Listed on Manta. It's Free!' form. A red arrow points to a 'Get Started!' button on the top banner, which is circled with a '1'. Another red arrow points to the 'Tell Us About Your Company' form, which is circled with a '2'. The form includes fields for Country, Company Name, Street Address, and Phone Number, along with a 'Sign In' section and a 'Manta helps you...' list.

Objective 6 Setting Up Local Directories

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Step
9

Mapquest

Go to www.listings.mapquest.com/apps/listing

Objective 6 Setting Up Local Directories

BETA mapquest ^{ma}
local business center

Stand Out

Put your business on MapQuest - it's FREE.
MapQuest gives local businesses access to 1 out of every 5 people on the web.* Don't miss the chance to drive more customers to your door! Sign up today and add your website, hours of operation, photos, and all kinds of information about your business.

Get even more exposure for your business.
With MapQuest Premium Listings, you can help your business listing stand out from the competition with a highlighted special offer. Choose to promote your message on MapQuest or on multiple popular sites, including Yahoo!, Yelp, and SuperPages.

To get started, you'll need to create a MapQuest Merchant Account.

* Source: comScore May 2011

Create your MapQuest Merchant Account

First Name Last Name

Phone

Email

By clicking "Create an Account" below, you electronically agree to our [Terms of Service](#) and [Privacy Policy](#) (the "Terms"); you acknowledge receipt of our Terms, and you agree to receive notices and disclosures from us electronically, including any updates of these Terms.

Create an Account

Already have an account? [Sign in](#)

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Step
10

Local.com

Go to www.local.com

Objective 6 Setting Up Local Directories

ADVERTISER SIGN IN | ADVERTISE WITH US | JOIN | SIGN IN

local.com Mostly Sunny 39.4°F Sandy, UT @WeatherUp

FIND LOCAL: **Businesses** Deals Events Activities

Sandy, UT | Articles: Food Wellness Fun Household Shopping Finance Videos

Find Businesses Find Deals Find Events

SEARCH FOR LOCAL BUSINESSES (E.G. PETS, AUTOS, CAFES)

MORE ABOUT LOCAL.COM FEATURES

Call 800.670.3854 and Promote your business **FOR FREE.**

Get started

EMAIL SIGN UP
Stay connected and up-to-date in your world. Tap into new events, deals and special opportunities only for Local.com members.
Enter Email Address
Subscribe

SOCIALIZE WITH US
facebook | twitter

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Social Media Fast-track

Setting Up The Major Social Media Sites

Objectives:

- Setting Up Facebook
- Setting Up Twitter
- Setting Up Youtube
- Setting Up LinkedIn
- Setting Up Google+
- Setting Up Local Directories

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SMF: Homework



Here are your action items for this session:

- 1) Set Up Your Social Media Sites
- 2) Get your business profile on at least 5 of the 10 local directories

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Thank You!



*We look forward to seeing you on the
Social Media Fast-track Q & A Session!
Dani Lynn, Flip, Tucker and Sasha*

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Social Media Fast-track



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