

# 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**

*Rei Rockstars*

# Introduction to 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.

# Introduction to 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

Step  
1

# Google Places

Go to [www.google.com/places/](http://www.google.com/places/)

Google places

Connecting you with the places you love

 Rate and share places 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](#) 

 Get your business found on Google



**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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# Yahoo! Local

## Go to [www.listings.local.yahoo.com](http://www.listings.local.yahoo.com)

**YAHOO!** SEARCH  
MARKETING

Welcome  
[Sign In](#)

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



**Sign Up**

List your business now.  
It's free.

Choose the listing that best fits your business.

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

**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](#)

# Bing

## Go to [www.bing.com/businessportal/](http://www.bing.com/businessportal/)

Web Images Videos Shopping News Maps More | MSN Hotmail




**Bing Business Portal (BETA)**

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### Claim and enhance your business listing on Bing. Its free!

More customers are searching Bing to find businesses and services in their local area. Claiming your business listing can help increase your visibility and influence customers to visit your business.



The image shows a form for claiming a business listing. It includes fields for 'BUSINESS NAME' with a star rating, 'HOURS' with a clock icon, 'DESCRIPTION', and 'PHOTOS' with three photo thumbnails. A 'Town' field with a location pin icon is also visible.

**Get Found**  
Verify your business listing to ensure prospective customers can find, contact, and visit your business.

**Highlight Your Strengths**  
Add photos, logos, contact information, payment types, menus, and other business details that help your business stand out.

**Get Customers**  
Create deals to entice customers to visit your business. Your deals will appear in Bing search results on both mobile devices and PCs. You can even publish deals to Facebook!

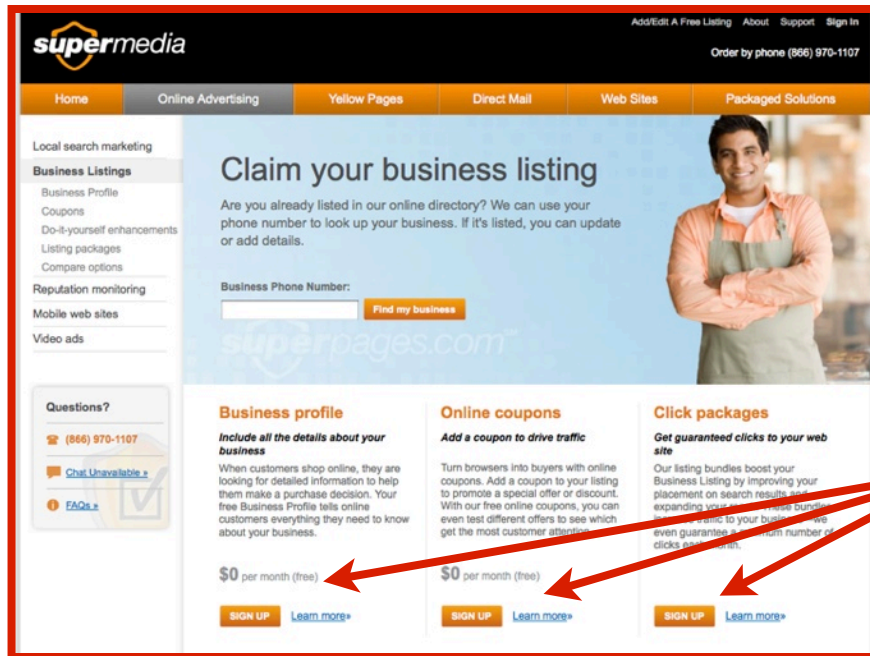
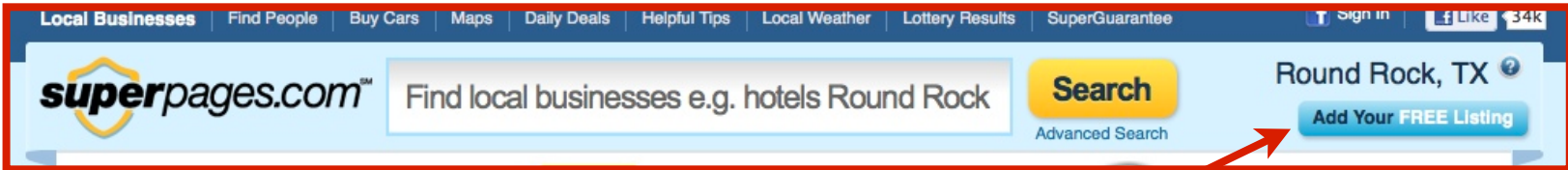
[Learn more or ...](#)

[Get Started Now!](#)

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Step  
4

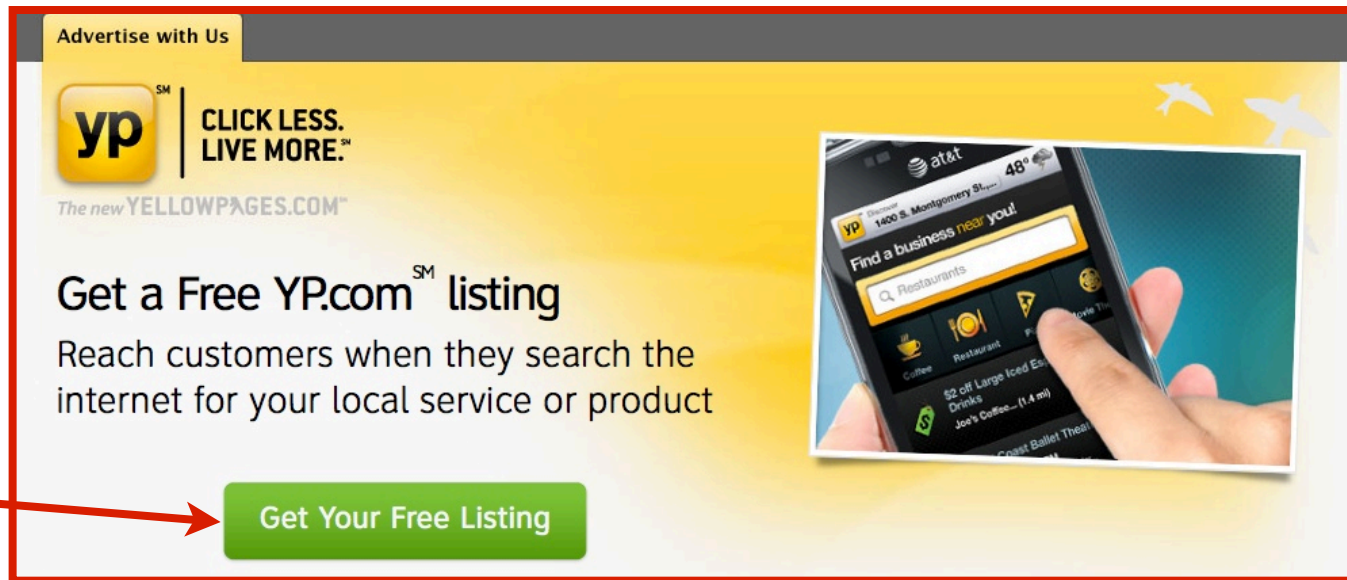
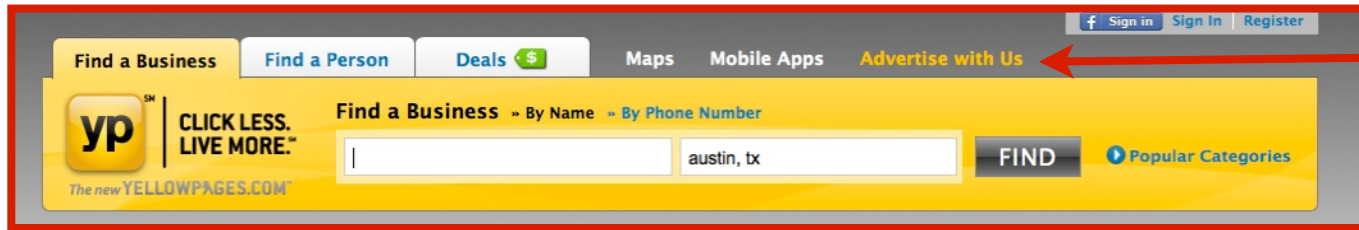
Go to [www.superpages.com](http://www.superpages.com) - Click on "Add Your FREE Listing", that will open a new page, then you can choose one of the options.



Step  
5

## YellowPages - YP

Go to [www.yellowpages.com](http://www.yellowpages.com) - Click on "Advertise with Us", that will open a new page, then click on "Get Your Free Listing"





Step  
6

# Yelp

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

**Yelp**  
Real people. Real reviews.®

### Create Your Yelp Profile

First Name:

Last Name:

Email Address:

Password:

Zip Code:

Gender:  Male  Female  
*(Optional)*

Birthdate:     
*(Optional)*

Country: United States [Change](#)

By clicking the button below, you agree to the Yelp [Terms of Service](#) and [Privacy Policy](#).

**Sign Up**

Yelp is the place where you can  
**Subscribe to your Favorite Reviewers!**

**Already a Yelp Member?** Hey, come on in

Email Address

Password

[Forgot your password?](#)

**Log In**

# Topix

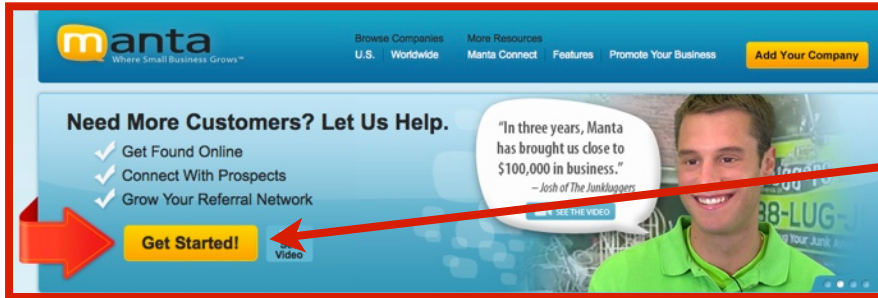
Go to [www.topix.com/merchants/landing](http://www.topix.com/merchants/landing)

The screenshot shows the Topix website interface. At the top, there's a search bar and navigation links. Below that, there are several featured articles and advertisements. The main navigation menu includes categories like HOME, FORUMS, TOP STORIES, POPULAR, LOCAL, OBAMA ECONOMY, US, POLITICS, WORLD, SPORTS, ENTERTAINMENT, OFFBEAT, and OTHER. A sidebar on the left lists 'MORE ABOUT TOPIX' options such as About Us, Partners, Media Kit, Audience Profile, Ad Opportunities, Ad Specs, Contact Us, Press, Add a News Source, Topix Weblog, Local Listings, FAQ's, Jobs, Contact Us, Cyber-bullying Resources, Terms of Service, and Topix Resources. The main content area is titled 'Listings in Chicago, IL' and includes a welcome message and a 'FREE Single city business listing' offer. Three example listings are shown: 'D&D Game Cocks', 'Need a Hand with Mom and Dad \$100 Savings', and 'Roti Indian Bistro'. A green 'Start' button is prominently displayed with a red arrow pointing to it.

Step  
8

# Manta

## Go to [www.manta.com](http://www.manta.com)



A screenshot of the Manta registration form titled 'Get Listed on Manta. It's Free!'. The form includes a 'Sign In' section on the right with fields for 'Your Email Address' and 'Your Password', and a 'Sign In' button. The main registration section is titled 'Tell Us About Your Company (All Fields Required)'. It contains a 'Country' dropdown menu (with options U.S., Canada, U.K. and Australia only), a 'Company Name' text field, a 'Street Address' text field, and a 'Phone Number' text field. Below these fields is a section for 'What is your relationship to this company?' with three radio button options: 'I'm the owner of this company.', 'I work for this company.', and 'I don't work here, but I'm acting on behalf of this company.'. At the bottom of the form is a 'Continue to Customize Your Company Profile' button and a 'Cancel' link. A yellow box on the right titled 'Manta helps you...' lists four benefits: 'Be found by customers and prospects', 'Promote and drive traffic to your business', 'Get stats on who is visiting your profile', and 'Make business connections'.

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# Mapquest

Go to [www.listings.mapquest.com/apps/listing](http://www.listings.mapquest.com/apps/listing)



### 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](#)

Step  
10

# Local.com

## Go to www.local.com

ADVERTISER SIGN IN ADVERTISE WITH US JOIN SIGN IN

local.com Mostly Sunny 39.4°F Sandy, UT WeatherBug

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 local.com

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

# 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**

**Rei Rockstars**

# Thank You!



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

**Rei Rockstars**



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