



# An introduction to social media marketing for small businesses

By Caroline Spence  
PR Director of Anicca Digital



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  - Planning and set-up of accounts/profiles, tools etc.
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- Platforms and techniques
  - Instant networking - Twitter
  - Social networking sites –
    - B2B – LinkedIn
    - B2C – Facebook
    - Google +
- Making the job easier
  - Tools and automation (demo and whitepaper)
  - Measuring and monitoring – site traffic, campaign performance, reputation management etc.
  - Integrated strategy - how to combine social marketing with other digital marketing activities – open session

# Introduction and Stats

# General stats

## Home computer/internet use

- 77 per cent of all UK households have broadband.
- 79 per cent of homes have a PC or a laptop.
- 44 per cent of all UK households have a tablet.
- 82 per cent of households have an internet connection.

## Mobile

- There are 83.1 million mobile phones in the UK.
- 61 per cent of all adults own a smartphone.
- 57 per cent of all adults use their mobile phone to access the internet.

# Popular UK social media sites

- 40.0 million YouTube
- 35.1 million Facebook
  - over 33 million people that use the site once a month
  - 24 million that use it daily (according to the [Huffington Post](#)),
- 11.9 million Twitter
- 11.3 million LinkedIn
- 8.8 million Google Plus
- 0.9 million MySpace
- 0.4 million Friends Reunited

Source: <http://montfort.io/uk-social-media-stats-2014/>

# UK Social Media Stats Aug 2014

## Three-quarters of 16-24 year olds use social networking sites:

- Almost half of UK adults (47%) claim to access social networking sites, with take-up highest among those aged 16-24 (75%).

## Facebook's digital audience continues to grow:

- [Facebook](#) remains by far the most popular social networking site, with a unique audience of 35.1 million in March 2014, and has an audience roughly three times larger than [Twitter](#) and [LinkedIn](#).

## Social networking websites are increasingly being accessed on mobile phones:

- All social networking websites have increased their popularity on mobile handsets. Facebook was the most popular site on a mobile, with a unique audience of 21.1 million in April 2014, while Twitter's popularity on mobile devices (8.4 million) greatly exceeds that of Google+ (3.1 million), and LinkedIn (2.9 million).

## Twitter users are most likely to access the service through an app and least likely through a mobile browser:

- Twitter had the highest proportion of its audience accessing the social networking site through a mobile phone app (76%), and the lowest proportion accessing the site through a mobile browser (54%).

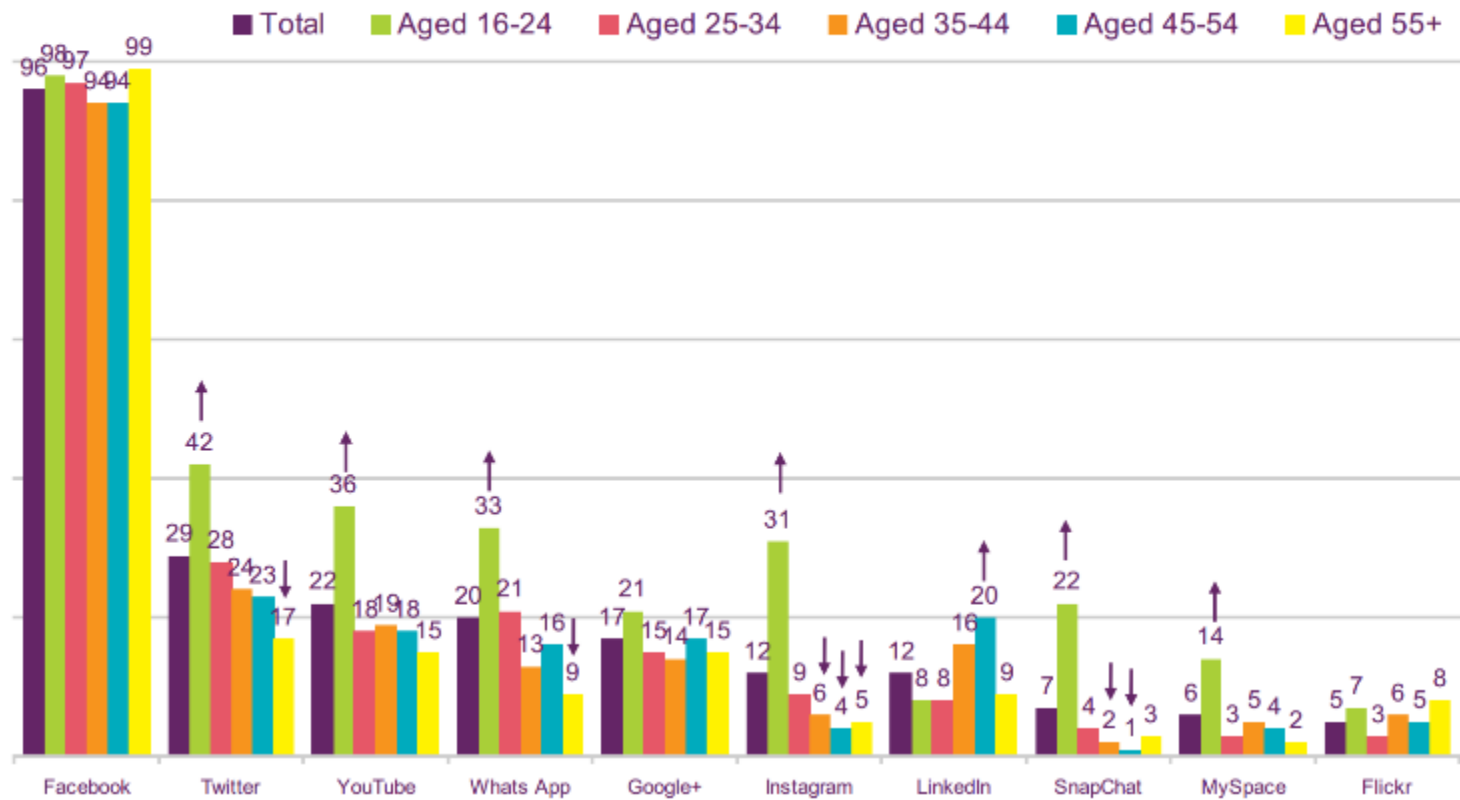
## An average of 8 hours per month is spent on Facebook on a laptop or desktop computer:

- UK internet users spent an average of 8.0 hours per month browsing on Facebook on laptop/desktop computers, far greater than the amount of time spent on Twitter (35.3 minutes) and LinkedIn (31.2 minutes).

Source: <http://montfort.io/uk-social-media-stats-2014/>

# UK Social media platform use by age (Off Com data 2014)

Figure 20: Top ten (prompted) social networking sites or apps used by those with a current social networking site profile, by age: 2013

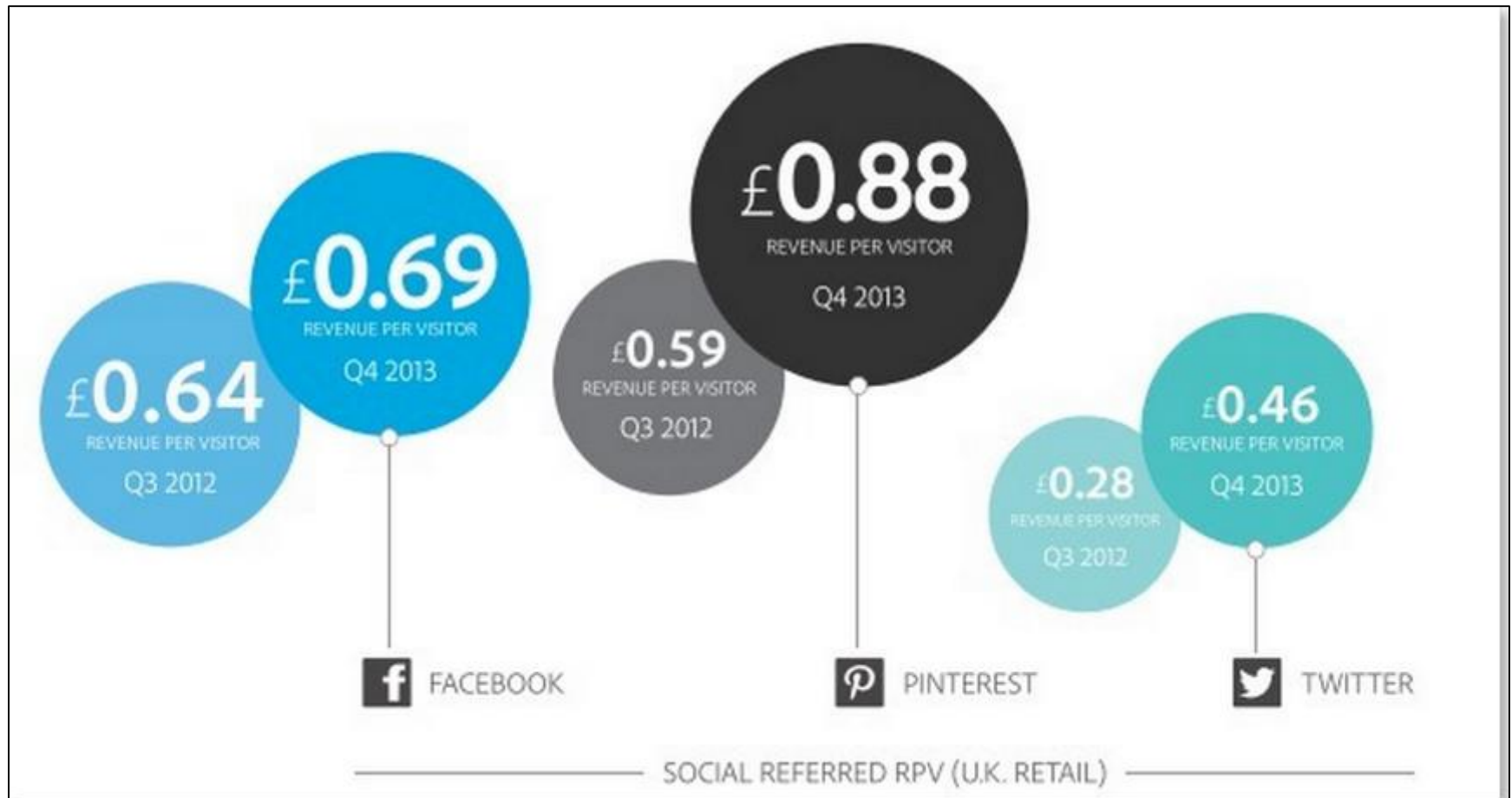


# Social media is not very good at generating sales?

- [Research by Adobe](#) for Christmas 2013 showed that only 2% of visits to retailers' sites in the USA directly resulted in a sale, but 36% of sales were influenced by social media.
- [Research by IBM](#) in the UK showed that Social channels contributed an even lower level of site traffic, with just 0.5 percent of visitors arriving from Facebook, Pinterest, YouTube and other social channels (in March 2014), and accounted for 0.1 percent of sales.



# Facebook drives more traffic but Pinterest drives more revenue per visit



# What are your objectives?

# Why do you want to do Social Marketing?

- Free traffic to my website!
- To sell loads of stuff and make lots of money!
- To tell everyone about us and what we do!
- To communicate with a younger or different target market that uses these platforms
- To help with my search engine optimisation (SEO) and building links to my site
- To listen and understand what people are saying about us
- To provide helpful information or resources
- To be seen as a technical expert or specialist
- To develop a community and interact with our customers
- To respond to customers needs and improve our customer service

NO!

# Approach

# How are you going to do this?

- One person or the whole team  
(in which case you are going to need training, rules and policies)
- “Scatter-gun” or focus on a few techniques
- Single (burst) or ongoing (drip) campaigns
- Organic or paid
- Separate social marketing campaigns or integrated with all website/online marketing activities
- In-house or an agency?

# Planning and set-up

# Required Website changes

- Add integrated blog e.g. WordPress
- Add WordPress Plug-ins e.g. WordPress SEO
- Add links to join/follow/share/like for Twitter, LinkedIn, Facebook, Google+
- Add social bookmarking icons
- Add RSS feed and /or newsletter sign-ups e.g. MailChimp integration
- Add 3<sup>rd</sup> party review/testimonial plug-ins e.g. Trip Advisor, Reviews.co.uk, Trust Pilot
- Ensure Analytics is correctly installed

# Third party account set-ups and profiles

- Set-up accounts
  - Social networking platforms (Twitter, LinkedIn, Google+, Facebook Page)
  - User generated sites (SlideShare, YouTube Channel etc)
- Write profiles
  - Personal or company biog
  - Pictures
  - Links to website
  - Other information
- Interlink different accounts using relevant apps
  - LinkedIn account - add SlideShare, Link Twitter account
- Download and/or identify free tools to help broadcast and monitor e.g. Tweetdeck, HootSuite, Analytics URL builder



# Content

# Content – What have you got to talk about or offer?

- Depends on your objectives?
- Latest news (company or sector)
- Latest products
- Events
- Useful information, whitepapers, tips and hints, “how to” guides, opinions
- Case-studies
- Others?

# Format – this will influence where you can use the content

- Written content
  - Start with your blog - don't forget to include keyphrases for search engine optimisation (SEO)
  - Broadcast this via Twitter, RSS Feeds, newsletters; with links back to original content
  - “Rewrite and recycle” for user generated sites e.g. online PR, guest blogging
- Presentation and informative material such as PowerPoint, pdfs, videos, infographics, podcasts

# Video (and user generated content) on your own site

Search

Home » Washing Machines » Whirlpool WWDC7440

click to enlarge

Video Review: 3:55  
Watch Video

View all images (8 more)

See why our customers are smiling  
Julia: "Fantastic service on ordering and delivery of our new oven and hood on platform. £100 pound saved against Currys will definitely see you again!" read more.

Whirlpool WWDC7440 Freestanding Washing Machine - White  
£219  
Spend over £250 to pay on finance

Recommended 11 people recommended this. Be the first of your friends.

★★★★★ Read reviews (79) | Read questions (7)

Save £50 (was £269)

As seen on TV! The WWDC7440 washing machine from Whirlpool is perfect for a family home with its 7kg drum capacity – that's the equivalent of 25 adult t-shirts! The 90 minute Quick Wash means if you need to get through your laundry fast, and the Colour 15° provides all the care and protection so your colours don't fade. You'll also love the eM SENSE technology which automatically adapts the settings depending on the load size to get perfect results while saving you energy, water and time. The optional A+++ energy rating will also keep running costs low too. Result!

Watch Video Review | Read Specification

Dimensions (cm) 848.5 x 609.5 x 602.0

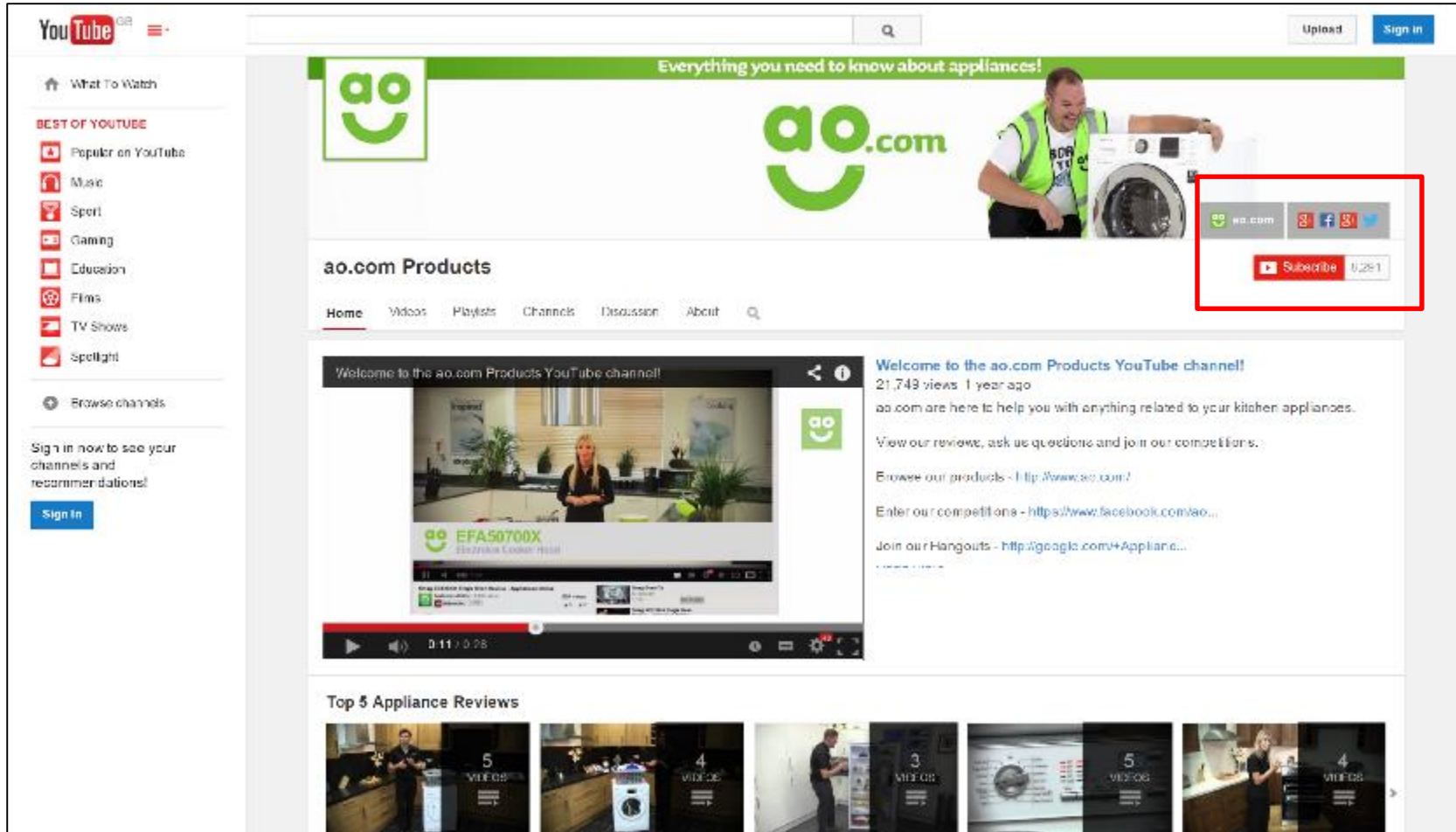
Reviews Specification Questions & Answers Pay on Finance

★★★★★ 4.5 out of 5 customer rating  
79 of 79 (100%) reviewers would recommend this product to a friend

Build Quality	4.5 out of 5	Ease of Use	4.5 out of 5
Features	4.4 out of 5	Customer	4.0 out of 5

Buyer reviews

# YouTube Channel



The screenshot shows the YouTube channel page for 'ao.com Products'. The channel banner features the 'ao.com' logo and a man in a high-visibility vest standing next to a washing machine. A red box highlights the social media sharing icons (ao.com, YouTube, Facebook, Google+, Twitter) and the 'Subscribe' button, which shows 1,281 subscribers.

**ao.com Products**

Home Videos Playlists Channels Discussion About

Welcome to the ao.com Products YouTube channel!

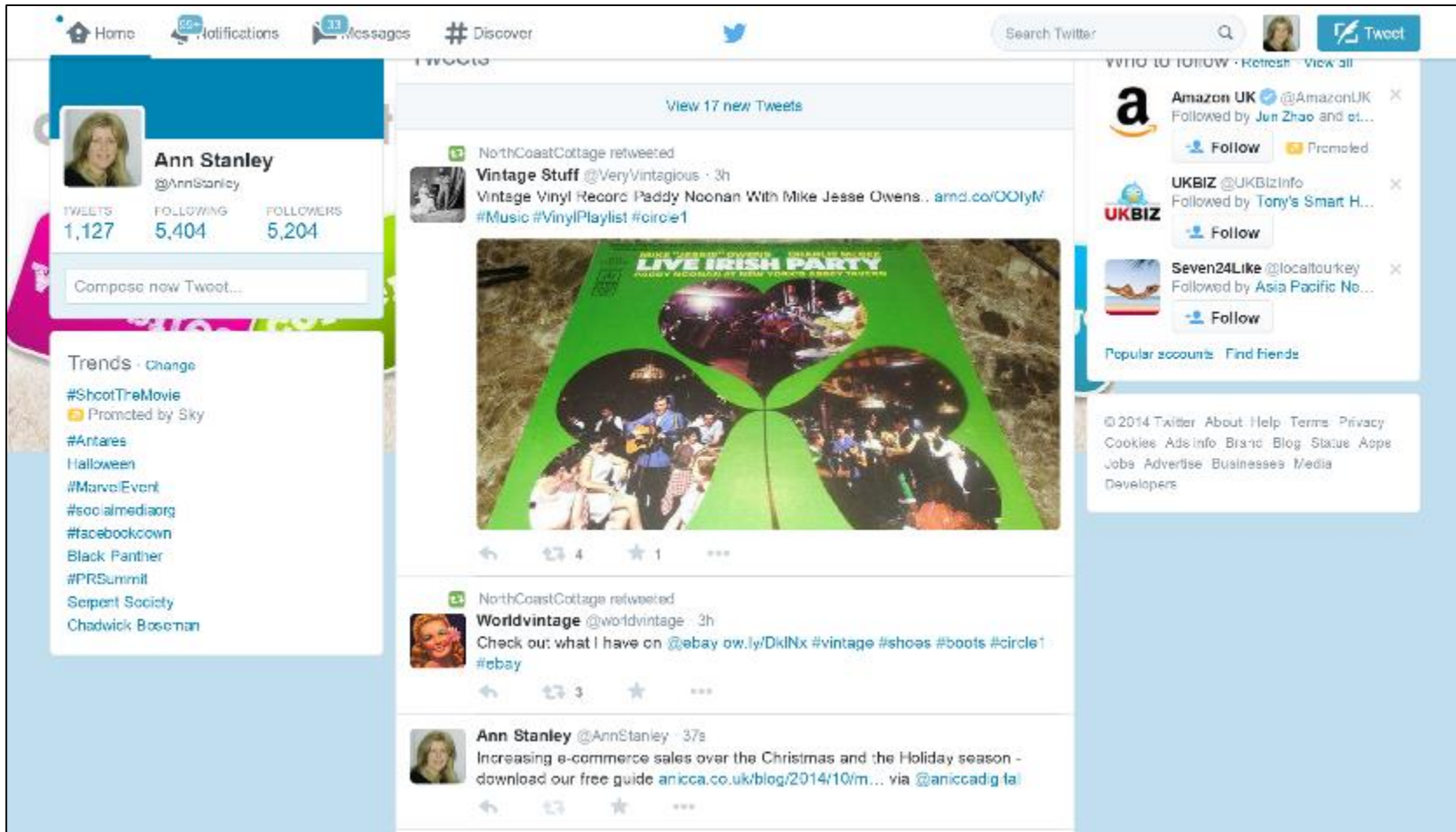
**Welcome to the ao.com Products YouTube channel!**  
21,749 views · 1 year ago  
ao.com are here to help you with anything related to your kitchen appliances.  
View our reviews, ask us questions and join our competitions.  
Browse our products - <http://www.ao.com/>  
Enter our competitions - <https://www.facebook.com/tao...>  
Join our Hangouts - <http://google.com/+Appliance...>

**Top 5 Appliance Reviews**

5 VIDEOS 4 VIDEOS 3 VIDEOS 5 VIDEOS 4 VIDEOS

Twitter

# Twitter personal account



The screenshot shows a Twitter profile for Ann Stanley (@AnnStanley). The profile header includes navigation icons for Home, Notifications (25), Messages (33), Discover, and a search bar. The profile card shows a profile picture, the name "Ann Stanley", and statistics: 1,127 tweets, 5,404 following, and 5,204 followers. Below the profile card is a "Trends" section with various hashtags like #ShootTheMovie, #Antares, #Halloween, #MarvelEvent, #socialmediaorg, #facebookdown, Black Panther, #PRSummit, Serpent Society, and Chadwick Boseman.

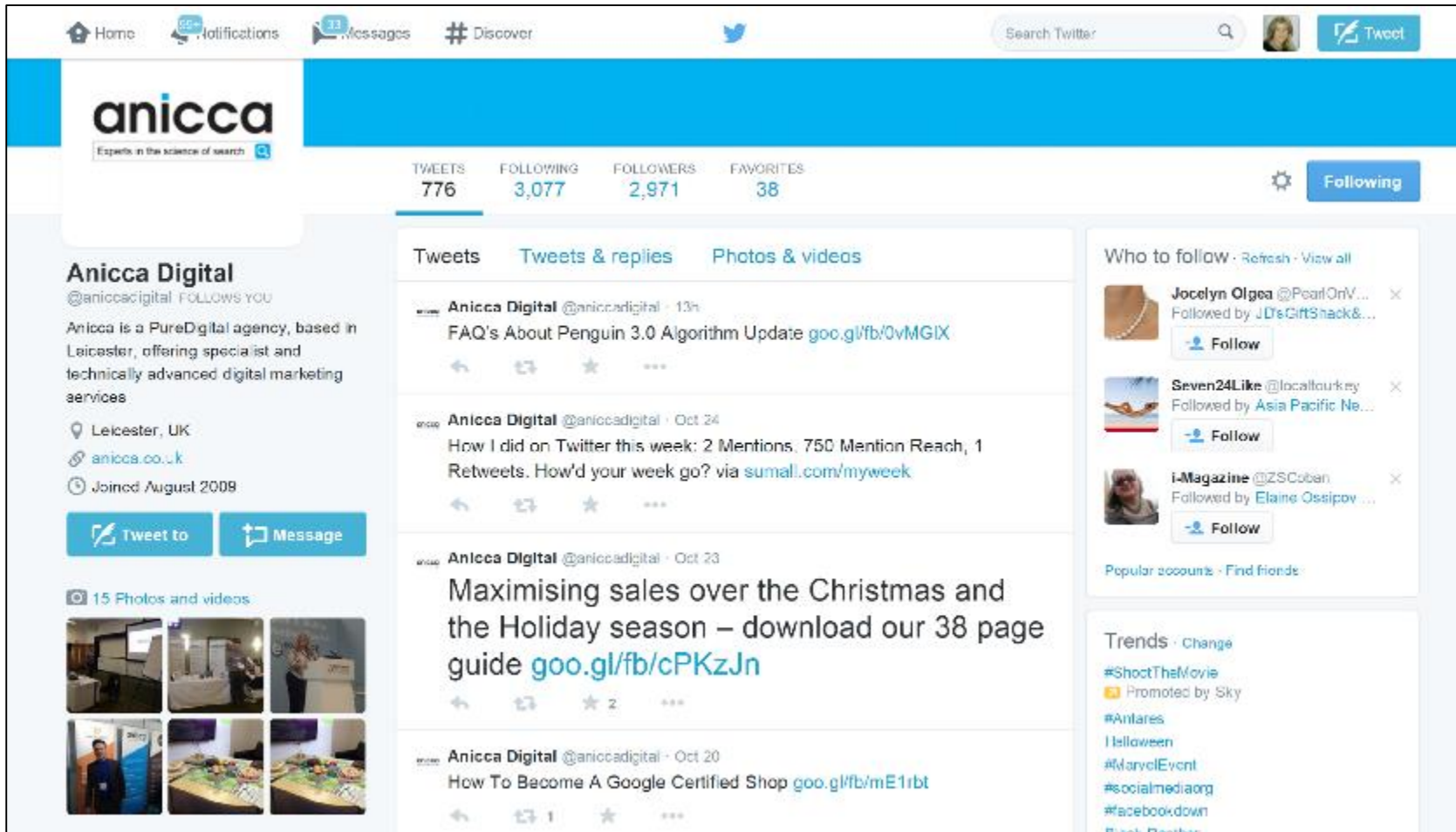
The main content area displays a tweet from "Vintage Stuff" (@VeryVintagious) retweeted by "NorthCoastCottage". The tweet features a green vinyl record cover with a heart-shaped cutout showing a live Irish party. The text of the tweet is: "Vintage Vinyl Record Paddy Noonan With Mike Jesse Owens.. arnd.co/00lyM/ #Music #VinylPlaylist #circle1".

Below the first tweet is another retweet from "Worldvintage" (@worldvintage) with the text: "Check out: what I have on @ebay ow.ly/DklNx #vintage #shoes #boots #circle1 #ebay".

The bottom tweet is from Ann Stanley (@AnnStanley) with the text: "Increasing e-commerce sales over the Christmas and the Holiday season - download our free guide anicca.co.uk/blog/2014/10/m... via @aniccadigital".

On the right side, there is a "Who to follow" section with three accounts: Amazon UK (@AmazonUK), UKBIZ (@UKBizInfo), and Seven24Like (@localturkey). At the bottom right, there is a footer with copyright information: "© 2014 Twitter About Help Terms Privacy Cookies AdInfo Brand Blog Status Apps Jobs Advertise Businesses Media Developers".

# Company page



The screenshot shows the Twitter profile page for Anicca Digital (@aniccadigital). The page layout includes a navigation bar at the top with Home, Notifications, Messages, and Discover. The profile header features the Anicca logo, a bio, and statistics: 776 Tweets, 3,077 Following, 2,971 Followers, and 38 Favorites. The main content area displays three tweets from Anicca Digital, including links to FAQ's, a weekly report, and a Christmas guide. On the right, there is a 'Who to follow' section with three suggested accounts and a 'Trends' section with several hashtags.

**anicca**  
Experts in the science of search

TWEETS 776 FOLLOWING 3,077 FOLLOWERS 2,971 FAVORITES 38

**Anicca Digital**  
@aniccadigital FOLLOWS YOU  
Anicca is a PureDigital agency, based in Leicester, offering specialist and technically advanced digital marketing services  
Leicester, UK  
anicca.co.uk  
Joined August 2009

Tweets Tweets & replies Photos & videos

**Anicca Digital** @aniccadigital · 13h  
FAQ's About Penguin 3.0 Algorithm Update [goo.gl/fb/0vMGIX](http://goo.gl/fb/0vMGIX)

**Anicca Digital** @aniccadigital · Oct 24  
How I did on Twitter this week: 2 Mentions, 750 Mention Reach, 1 Retweets. How'd your week go? via [small.com/myweek](http://small.com/myweek)

**Anicca Digital** @aniccadigital · Oct 23  
Maximising sales over the Christmas and the Holiday season – download our 38 page guide [goo.gl/fb/cPKzJn](http://goo.gl/fb/cPKzJn)

**Anicca Digital** @aniccadigital · Oct 20  
How To Become A Google Certified Shop [goo.gl/fb/mE1rbt](http://goo.gl/fb/mE1rbt)

**Who to follow** · Refresh · View all

- Jocelyn Olgea** @PearlOrV...  
Followed by JD's Gift Shack &...  
Follow
- Seven24Like** @localturkey  
Followed by Asia Pacific Ne...  
Follow
- i-Magazine** @ZSCoban  
Followed by Elaine Ossipov...  
Follow

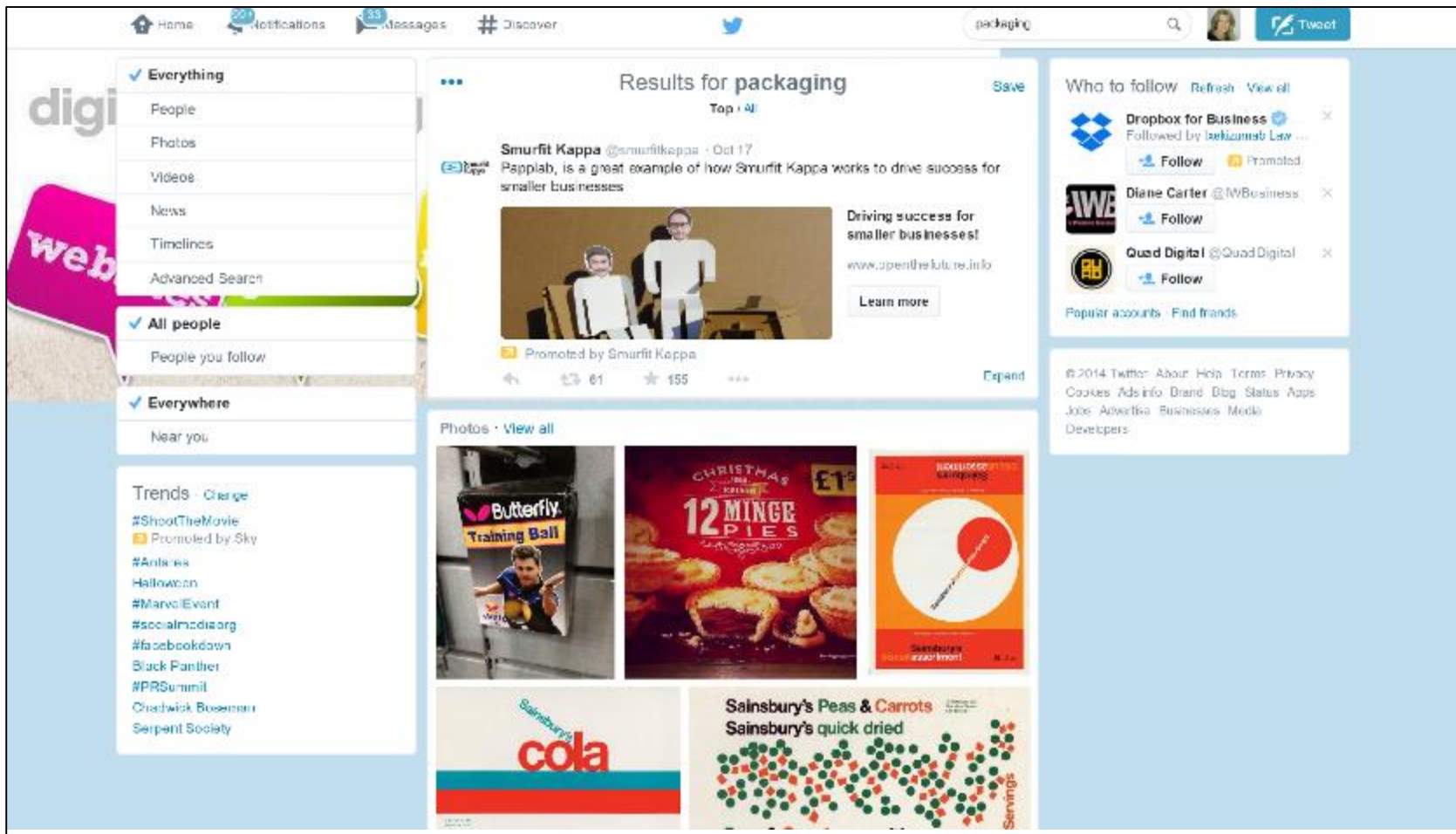
Popular accounts · Find friends

**Trends** · Change

- #ShootTheMovie  
Promoted by Sky
- #Antares
- I lsloween
- #MarvelEvent
- #socialmediaorg
- #facebookdown
- Back Beeber



# Use search to look for subjects or people



# Use Hootsuite or Tweetdeck to manage your Tweets/posts

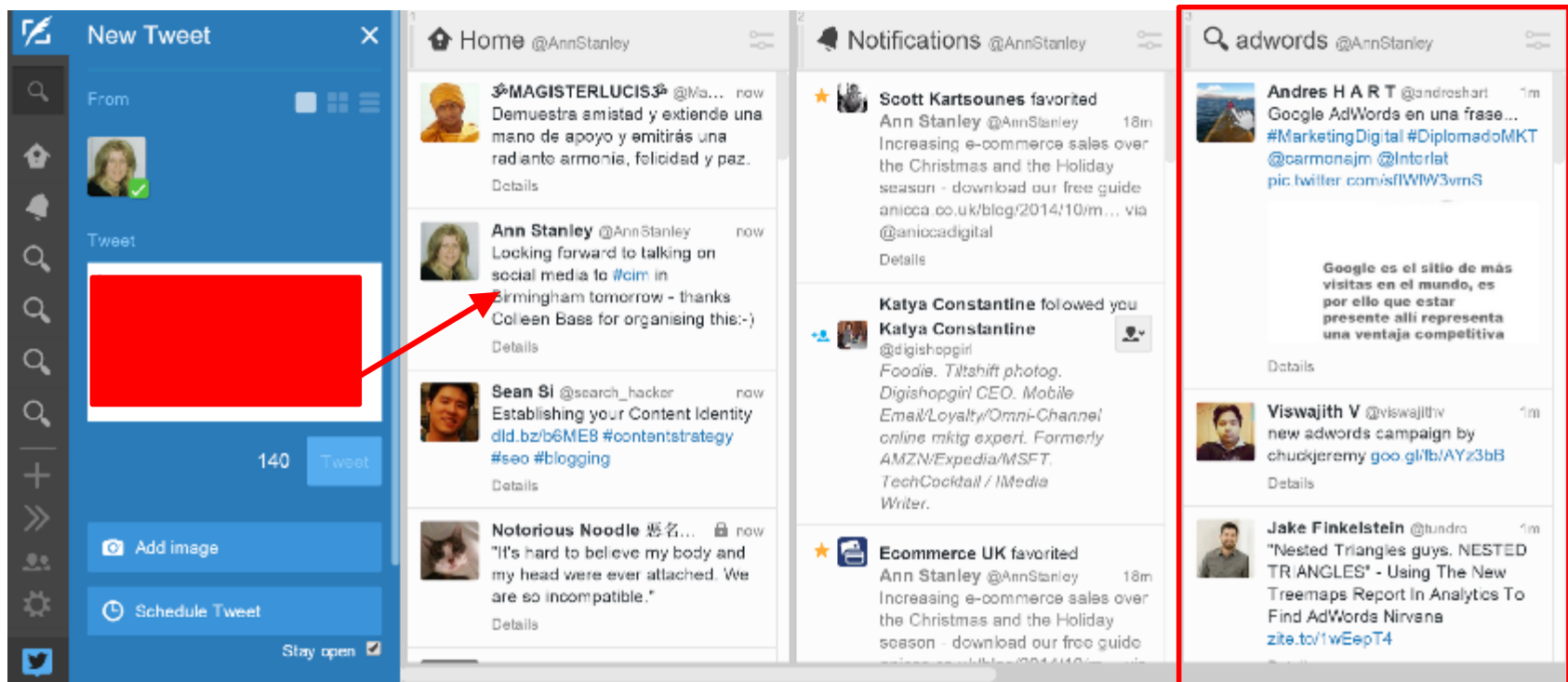


The screenshot shows the Hootsuite website homepage. At the top right, there are links for "Free Trial", "Blog", "Help", "Careers", "Contact Us", and "Sign in". The Hootsuite logo is on the left, and a navigation menu includes "Products", "Solutions", "Plans", "Services", "Resources", "About Us", and a green "Sign Up" button. The main content area features a large image of people in a meeting. Overlaid on this image is the text "Get serious about social" and "Join the 10+ million professionals who trust Hootsuite. Get started for FREE." Below this are three social login buttons: "Sign in with Twitter" (blue), "Sign in with Facebook" (dark blue), and "Sign in with Google" (red). A link "Or create a new account" is centered below these buttons. At the bottom of the image area, there is a grey box with the text "Using social media for business?" and a green "See Business Plans" button.

## Social media management for any organization

Manage social networks, schedule messages, engage your audience, and

# Set-up and create panels to follow subjects @cazzaspence

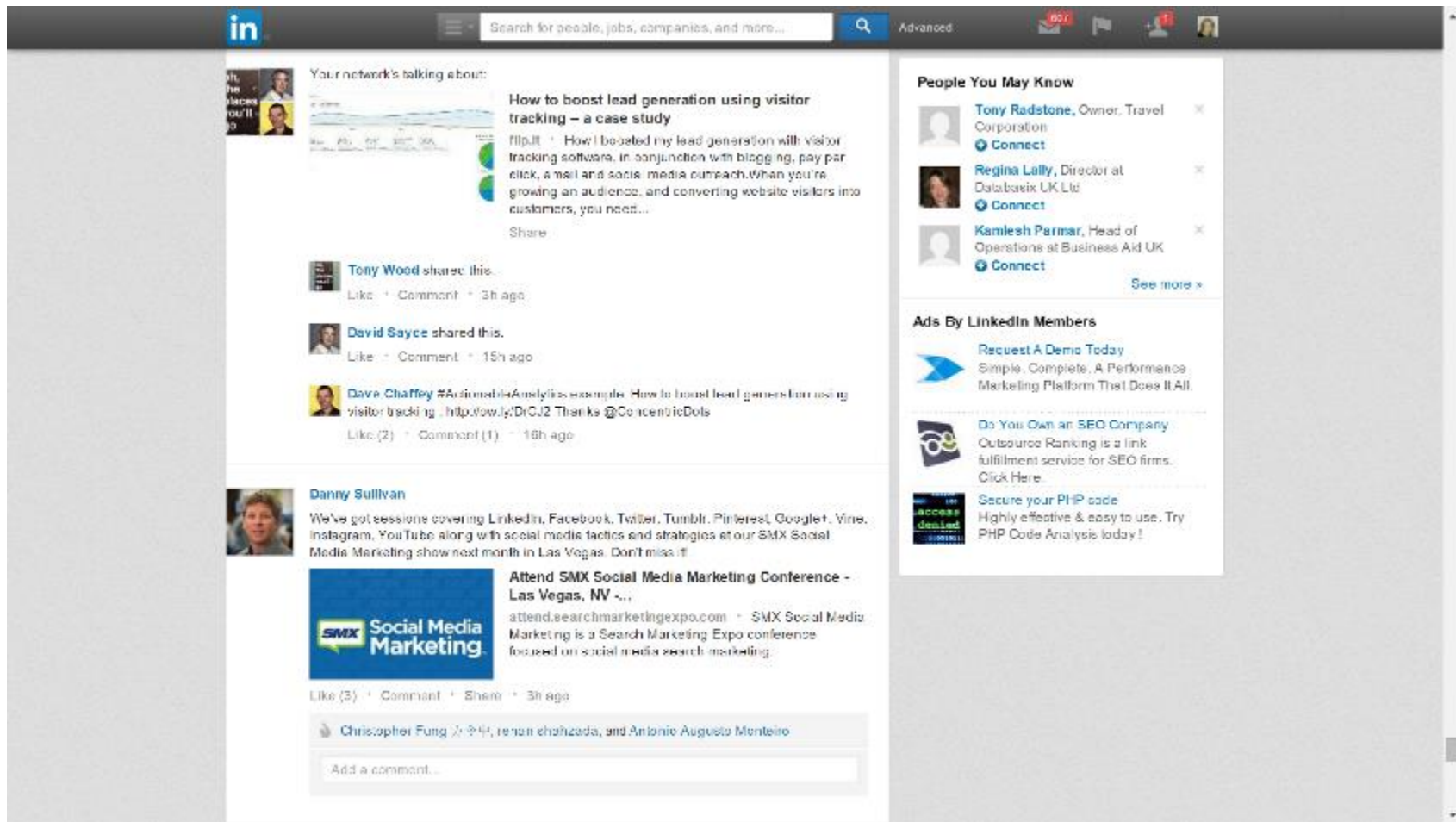


# Retweet your blog



LinkedIn

# LinkedIn home page (i.e. the news feed from your connections)

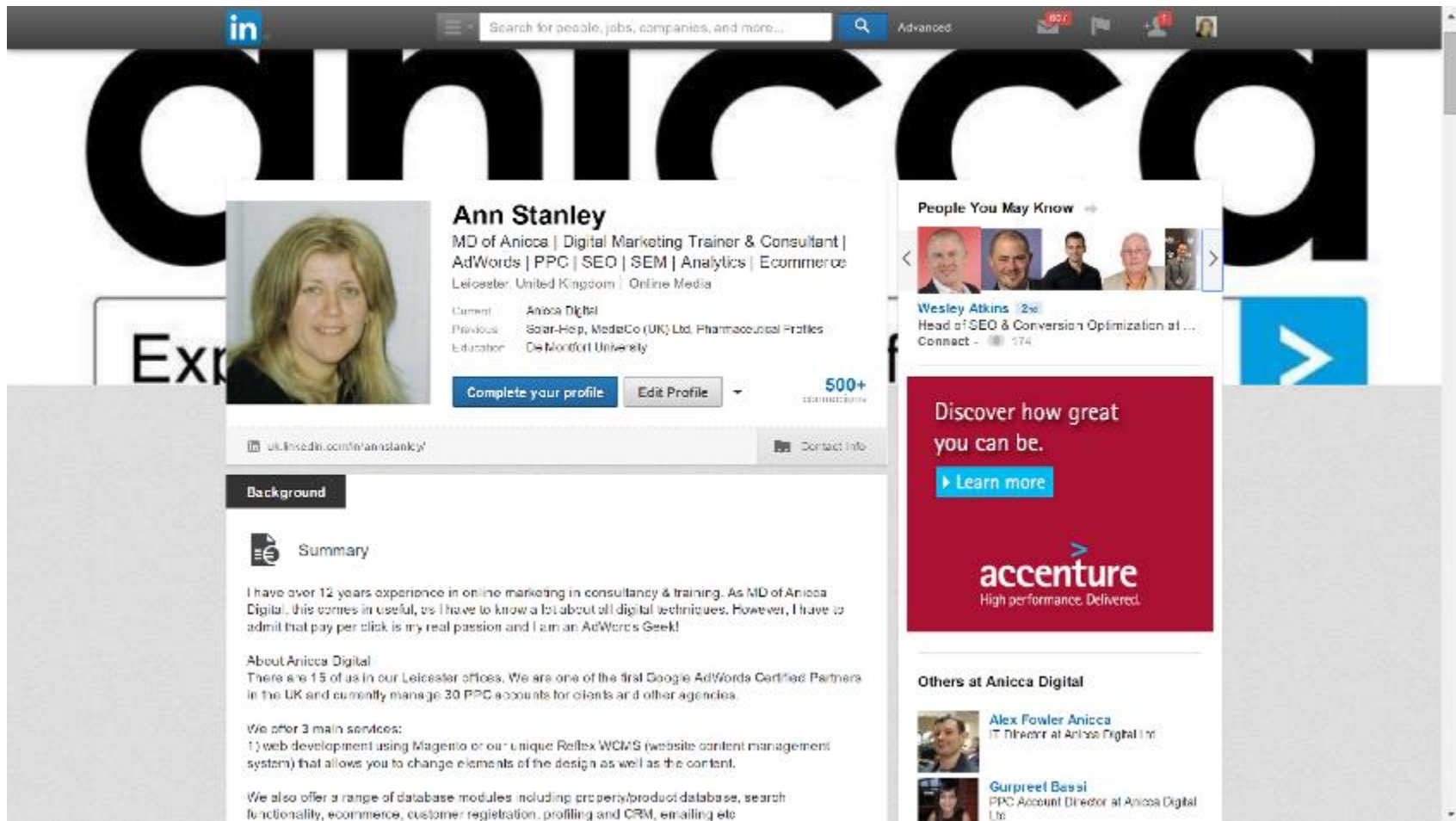


The screenshot shows the LinkedIn home page news feed. At the top, there is a search bar and navigation icons. The main content area is divided into several sections:

- Your network's talking about:** This section contains several posts. The top post is titled "How to boost lead generation using visitor tracking – a case study" by nlpult, with a description: "How I boosted my lead generation with visitor tracking software, in conjunction with blogging, pay per click, a mail and social media outreach. When you're growing an audience, and converting website visitors into customers, you need...". Below this are posts from Tony Wood, David Sayce, and Dave Chaffey.
- People You May Know:** This section lists three suggested connections: Tony Radstone (Owner, Travel Corporation), Regina Lally (Director at Databox UK Ltd), and Kamlesh Parmar (Head of Operations at Business Aid UK).
- Ads By LinkedIn Members:** This section contains three advertisements: "Request A Demo Today" for a marketing platform, "Do You Own an SEO Company" for an outsourcing service, and "Secure your PHP code" for a code analysis service.
- Danny Sullivan:** A post by Danny Sullivan about SMX Social Media Marketing sessions covering various social media platforms.
- Attend SMX Social Media Marketing Conference - Las Vegas, NV:** A promotional post for the SMX Social Media Marketing conference, including the website attend.searchmarketingexpo.com.

At the bottom of the page, there is a comment section for the SMX Social Media Marketing conference post, showing a comment by Christopher Fung and a text input field for adding a comment.

# LinkedIn Personal profile



The screenshot shows a LinkedIn profile for Ann Stanley. The profile is for a woman with blonde hair, identified as the MD of Anicca Digital. Her background includes roles at Anicca Digital, Solar-Heb, Medico (UK) Ltd, and De Montfort University. The profile highlights her expertise in digital marketing, including AdWords, PPC, SEO, SEM, Analytics, and Ecommerce. A summary section states she has over 12 years of experience in online marketing consultancy and training, with a specific mention of her passion for pay per click and AdWords. The profile also lists services offered by Anicca Digital, such as web development using Magento and a unique Reflex WCM/S system, as well as database modules for various business functions. The profile is set against a large background image of the word 'anicca' in a bold, black, sans-serif font. To the right of the profile, there is a 'People You May Know' section featuring Wesley Atkins, Head of SEO & Conversion Optimization at Anicca Digital. Below this, there is an advertisement for Accenture with the tagline 'High performance. Delivered.' and a 'Learn more' button. At the bottom right, there is a section titled 'Others at Anicca Digital' featuring Alex Fowler and Gurpreet Bassi.

**Ann Stanley**  
MD of Anicca | Digital Marketing Trainer & Consultant | AdWords | PPC | SEO | SEM | Analytics | Ecommerce  
Leicester, United Kingdom | Online Media

Current: Anicca Digital  
Previous: Solar-Heb, Medico (UK) Ltd, Pharmaceutical Profiles  
Educator: De Montfort University

Complete your profile | Edit Profile | 500+ connections

uk.linkedin.com/in/annstankyl | Contact Info

**Background**

**Summary**

I have over 12 years experience in online marketing in consultancy & training. As MD of Anicca Digital, this comes in useful, as I have to know a lot about all digital techniques. However, I have to admit that pay per click is my real passion and I am an AdWords Geek!

**About Anicca Digital**  
There are 15 of us in our Leicester offices. We are one of the first Google AdWords Certified Partners in the UK and currently manage 30 PPC accounts for clients and other agencies.

**We offer 3 main services:**  
1) web development using Magento or our unique Reflex WCM/S (website content management system) that allows you to change elements of the design as well as the content.

We also offer a range of database modules including property/product database, search functionality, ecommerce, customer registration, profiling and CRM, emailing etc

**People You May Know**

Wesley Atkins 2nd  
Head of SEO & Conversion Optimization at ...  
Connect - 174

**Discover how great you can be.**  
Learn more

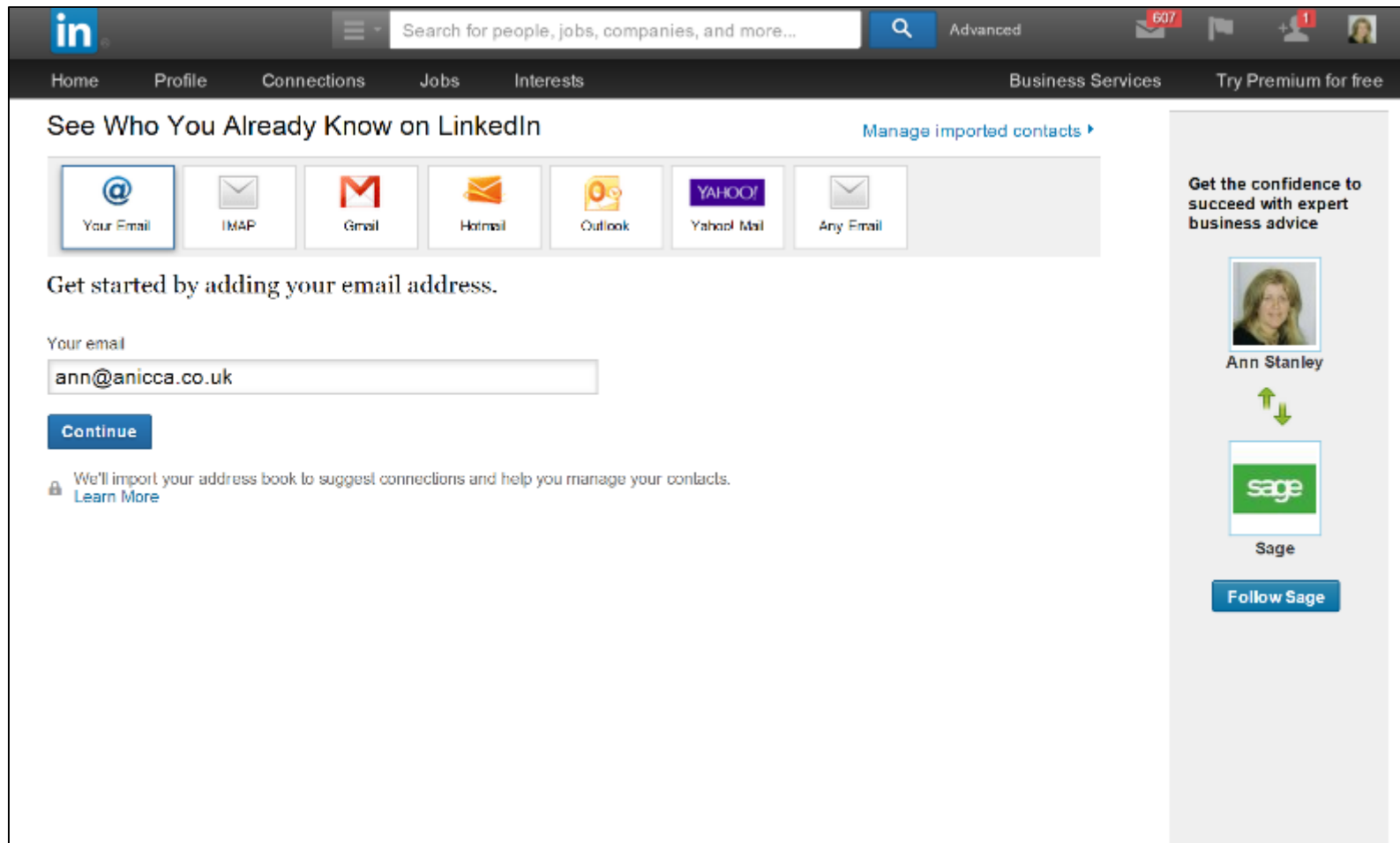
**accenture**  
High performance. Delivered.

**Others at Anicca Digital**

Alex Fowler Anicca  
IT Director at Anicca Digital Ltd

Gurpreet Bassi  
PPC Account Director at Anicca Digital Ltd

# Getting connections from existing email contacts



The screenshot shows the LinkedIn interface for importing email contacts. At the top, there's a search bar and navigation tabs for Home, Profile, Connections, Jobs, and Interests. The main heading is "See Who You Already Know on LinkedIn" with a link to "Manage imported contacts". Below this, there are several email provider icons: "Your Email", "IMAP", "Gmail", "Hotmail", "Outlook", "Yahoo! Mail", and "Any Email". The "Your Email" option is selected. A text input field contains the email address "ann@anicca.co.uk", and a blue "Continue" button is below it. A small lock icon and text state: "We'll import your address book to suggest connections and help you manage your contacts. [Learn More](#)". On the right sidebar, there's a profile for "Ann Stanley" with a photo and a "Follow Sage" button below a Sage logo.











# Select your contacts

**LinkedIn**

Connect with people you know on LinkedIn. Step 1 of 2

We found 606 people you know on LinkedIn when you added your address book. Select the people you'd like to connect to.

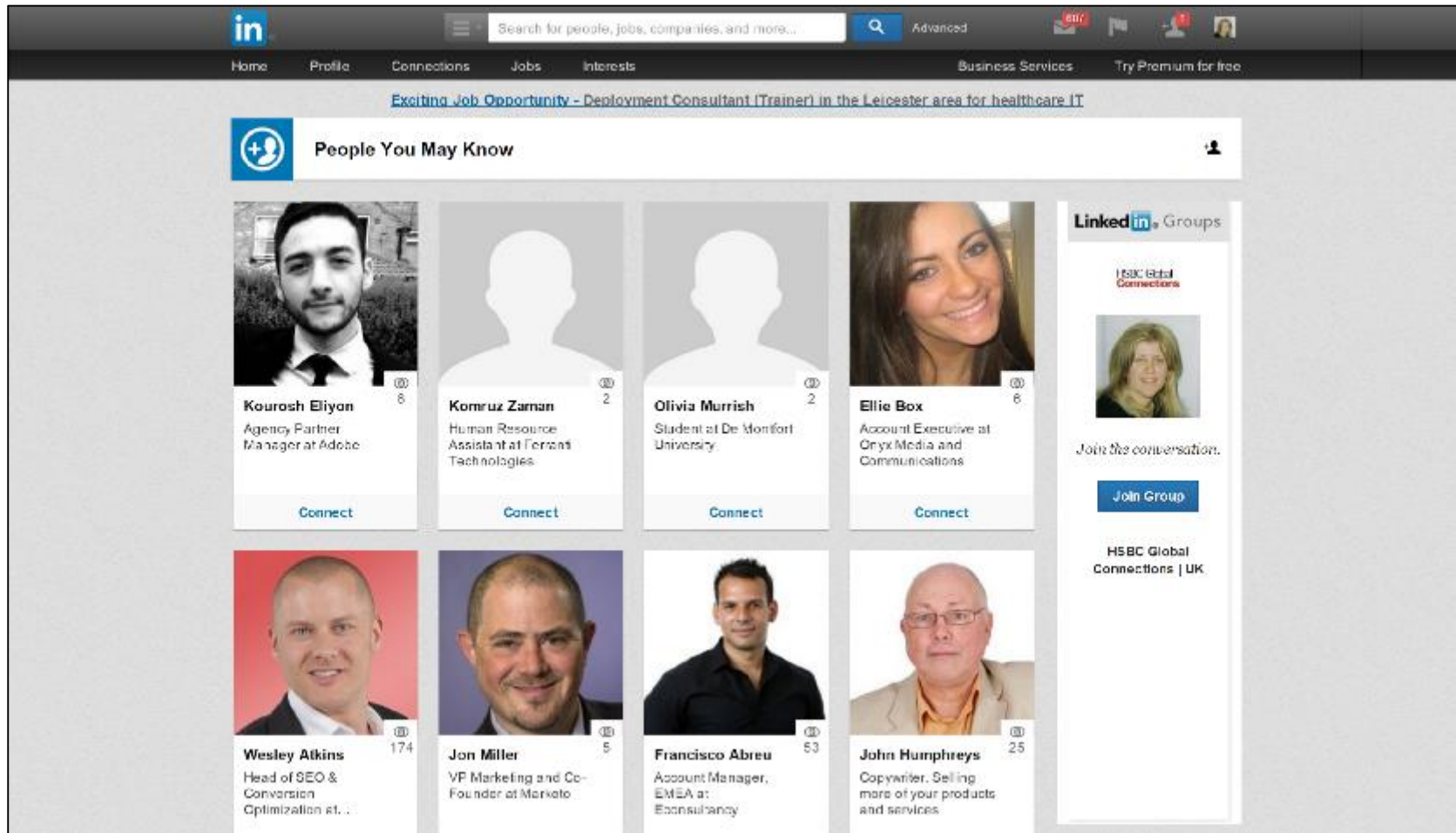
Select All 606 Selected

<input checked="" type="checkbox"/>  <b>Paul Rae</b> Managing Director at Jigsaw Cloud	<input checked="" type="checkbox"/>  <b>Matias Mut</b> Socio-Director Management Turistico
<input checked="" type="checkbox"/>  <b>Ryan Frankel</b> CEO, Co-Founder of Verbalizelt	<input checked="" type="checkbox"/>  <b>John Courtney</b> PERFORMANCE DRIVEN MARKETING - SEO, Content Marketing, PPC, Google+, Digital PR, CRO - www.strategydigital.co.uk
<input checked="" type="checkbox"/>  <b>Jon Myers</b> VP & Managing Director EMEA at Marin Software	<input checked="" type="checkbox"/>  <b>Roddy Mullin</b> Business Consultant and Author
<input checked="" type="checkbox"/>  <b>Lynn Perry</b> Vice President of Marketing at Salesfusion	<input checked="" type="checkbox"/>  <b>Frederick Vallaeys</b> Contributor at Search Engine Land

[Add connection\(s\)](#) or [Skip this step](#) »

LinkedIn Corporation © 2014 | Commercial use of this site without express authorization is prohibited.

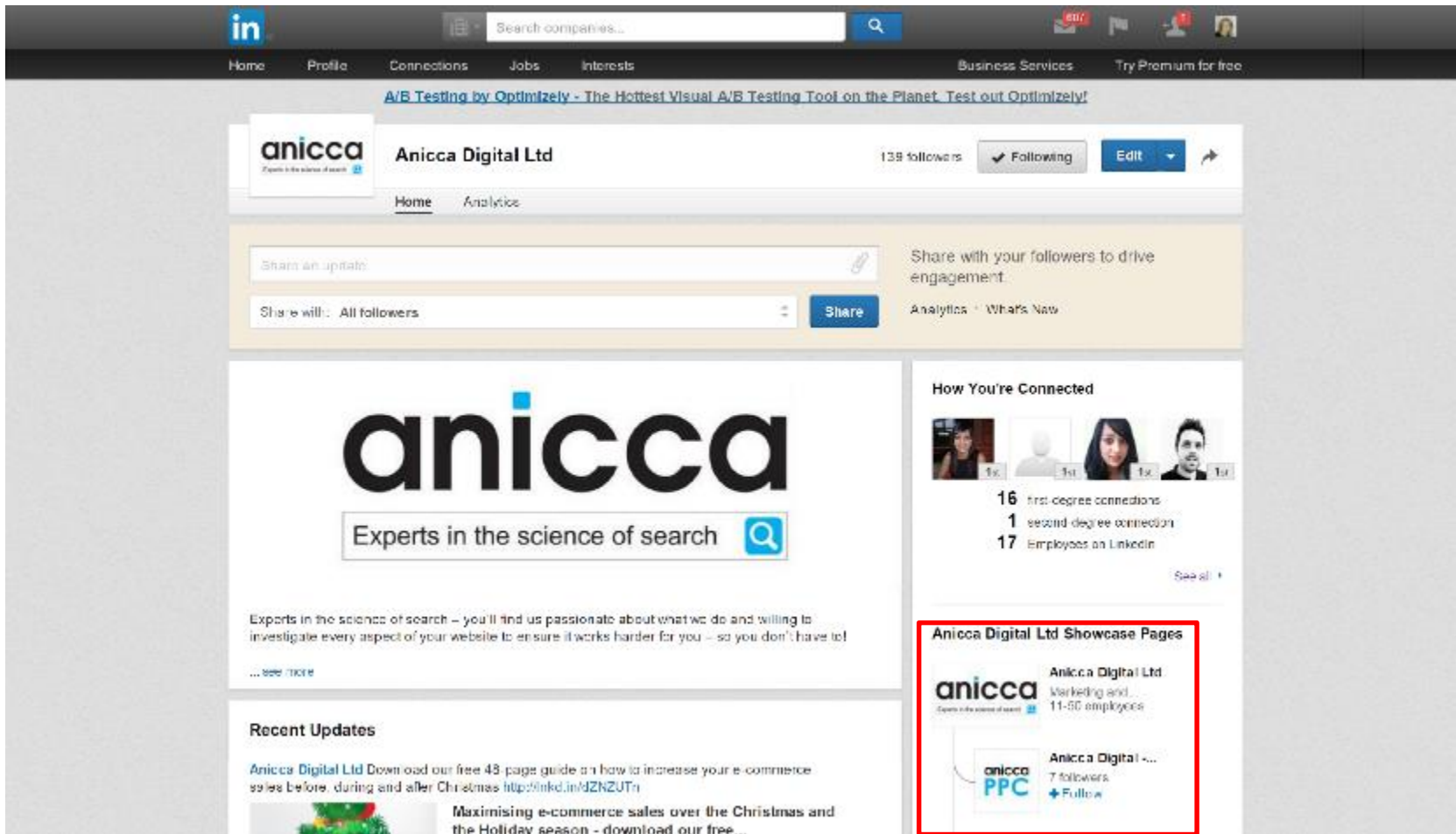
# Or people you might know?



The screenshot shows the LinkedIn interface with the 'People You May Know' section. At the top, there is a search bar and navigation links. Below the search bar, a banner for an 'Exciting Job Opportunity' is visible. The main section is titled 'People You May Know' and features a grid of eight profile cards. Each card includes a profile picture, name, current role, and a 'Connect' button. To the right of the grid is a 'LinkedIn Groups' sidebar with a 'Join Group' button.

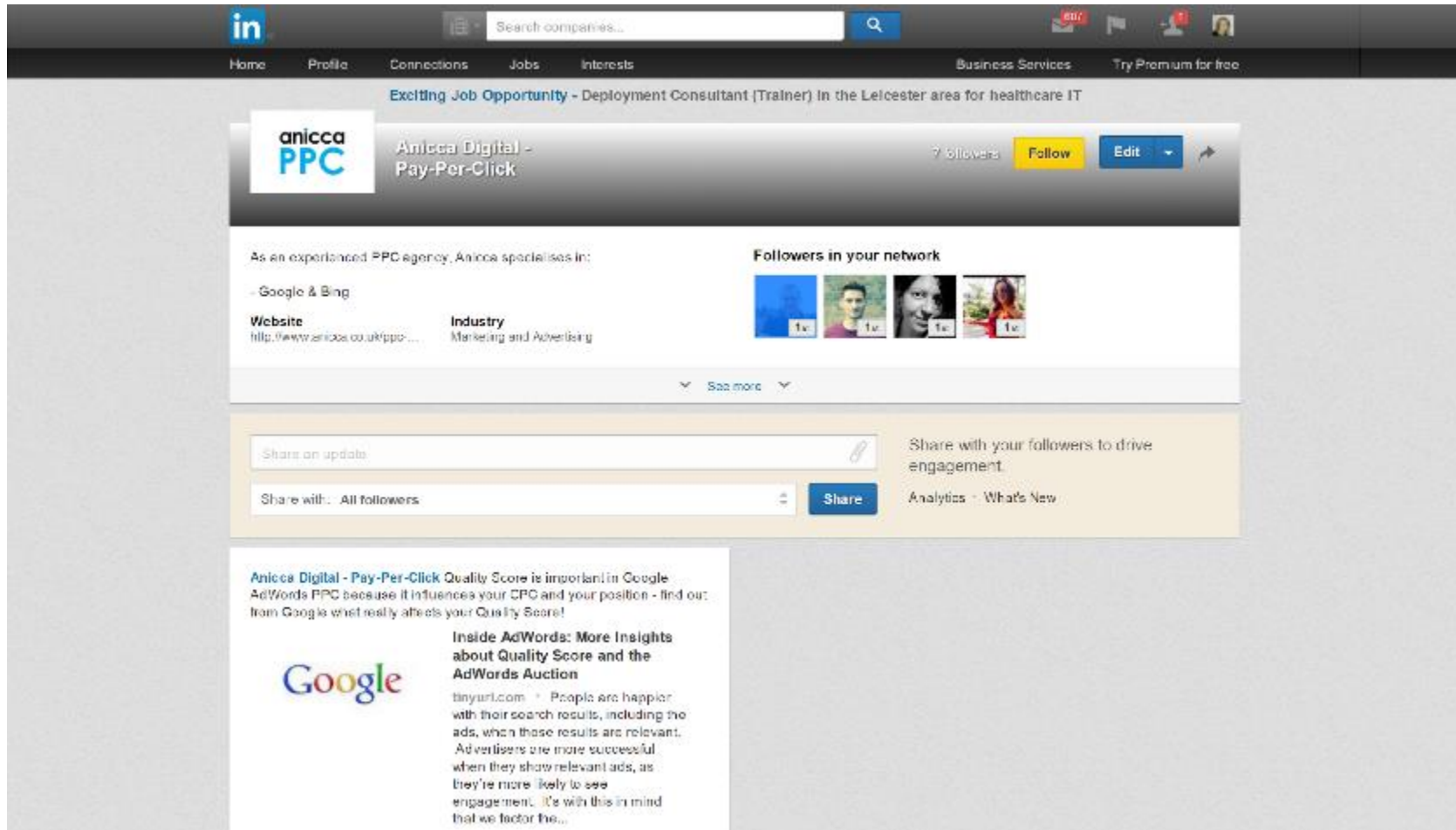
Name	Role	Connections
Kourosh Eliyan	Agency Partner Manager at Adobe	8
Komruz Zaman	Human Resource Assistant at Ferret Technologies	2
Olivia Murrish	Student at De Montfort University	2
Ellie Box	Account Executive at Onyx Media and Communications	6
Wesley Atkins	Head of SEO & Conversion Optimization at ...	174
Jon Miller	VP Marketing and Co-Founder at Marketo	5
Francisco Abreu	Account Manager, EMEA at Econsultancy	53
John Humphreys	Copywriter, Selling more of your products and services	25

# LinkedIn company page



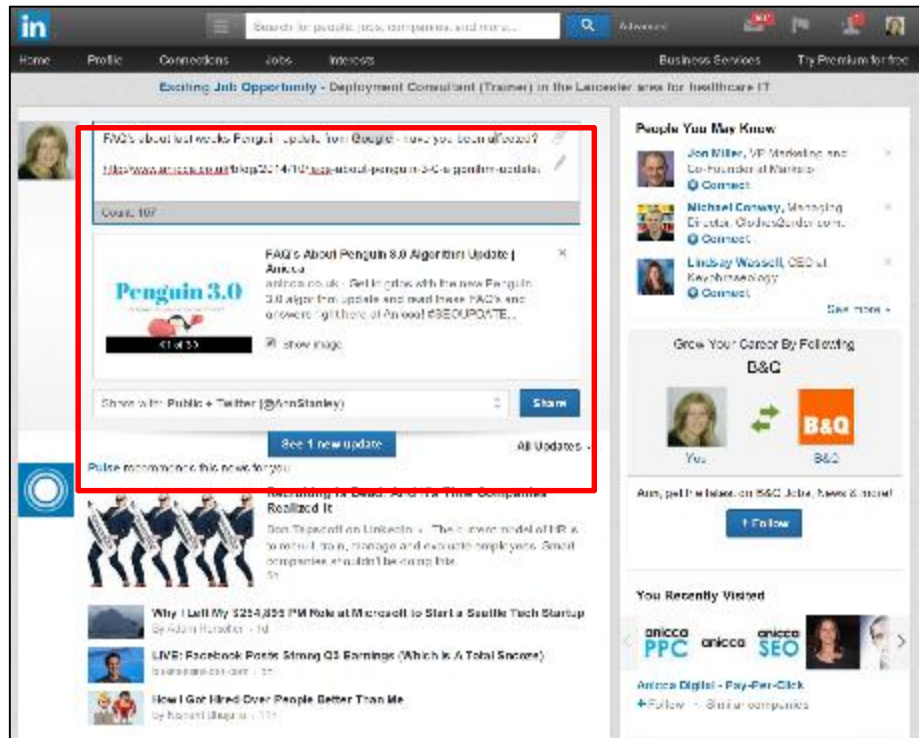
The screenshot shows the LinkedIn profile for Anicca Digital Ltd. The page features a navigation bar at the top with options like Home, Profile, Connections, Jobs, and Interests. Below the navigation bar is a search bar and a banner for 'A/B Testing by Optimizely'. The main profile section includes the company logo, name 'Anicca Digital Ltd', and a 'Following' button. A sharing section allows users to share updates with followers. The main content area displays the company logo and tagline 'Experts in the science of search'. A 'How You're Connected' section shows 16 first-degree connections, 1 second-degree connection, and 17 employees on LinkedIn. A 'Recent Updates' section features a post about a free 48-page guide on increasing e-commerce sales. A red box highlights the 'Anicca Digital Ltd Showcase Pages' section, which lists 'Anicca Digital Ltd Marketing and...' with 11-50 employees and 'Anicca Digital ...' with 7 followers.

# LinkedIn Company showcase (product/service) page



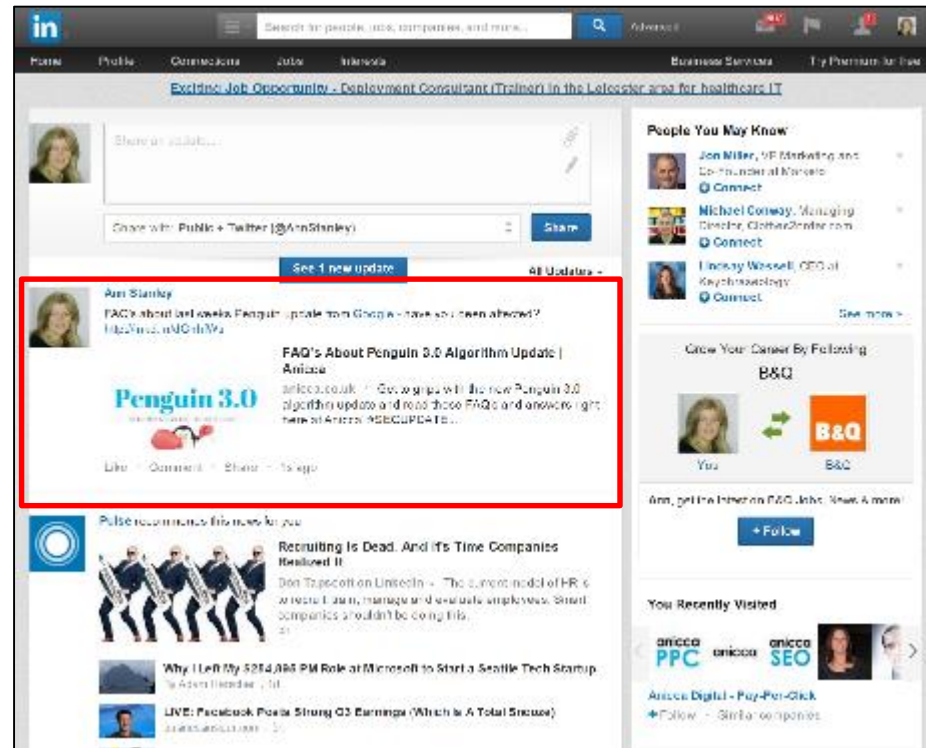
The screenshot shows a LinkedIn company page for "Anicca Digital - Pay-Per-Click". At the top, there is a navigation bar with the LinkedIn logo, a search bar, and user profile icons. Below the navigation bar, a banner for an "Exciting Job Opportunity - Deployment Consultant (Trainer) in the Leicester area for healthcare IT" is visible. The company header includes the "anicca PPC" logo, the company name "Anicca Digital - Pay-Per-Click", and a "Follow" button. The main content area features a description: "As an experienced PPC agency, Anicca specialises in: - Google & Bing". It also lists the "Website" as "http://www.anicca.co.uk/ppc..." and the "Industry" as "Marketing and Advertising". A "Followers in your network" section shows four profile pictures. Below this is a sharing section with a "Share on update" input field, a "Share with: All followers" dropdown, and a "Share" button. To the right of the sharing section, there is a prompt: "Share with your followers to drive engagement." and a link to "Analytics - What's New". At the bottom, there is a post from "Anicca Digital - Pay-Per-Click" with the text: "Quality Score is important in Google AdWords PPC because it influences your CPC and your position - find out from Google what really affects your Quality Score!". The post includes the Google logo and a link to "Inside AdWords: More Insights about Quality Score and the AdWords Auction" from tinyurl.com.

# Posting a story or link to content



This screenshot shows a LinkedIn profile page with a post being composed. The post content is highlighted with a red box and includes:

- Text: "FAQ's about the new Penguin update from Google - have you been affected?"
- Link: <http://www.anicca.com/blog/2014/10/faq-about-penguin-3-0-a-google-update/>
- Image: "Penguin 3.0" logo with a red apple icon.
- Text: "FAQ's About Penguin 3.0 Algorithm Update | Anicca" and "anicca.co.uk - Get the tips with the new Penguin 3.0 algorithm update and read these FAQ's and answers right here at Anicca! #SEOUPDATE..."
- Share options: "Share with: Public + Twitter (@AnnStanley)" and a "Share" button.
- Update indicator: "See 1 new update" and "All Updates" link.

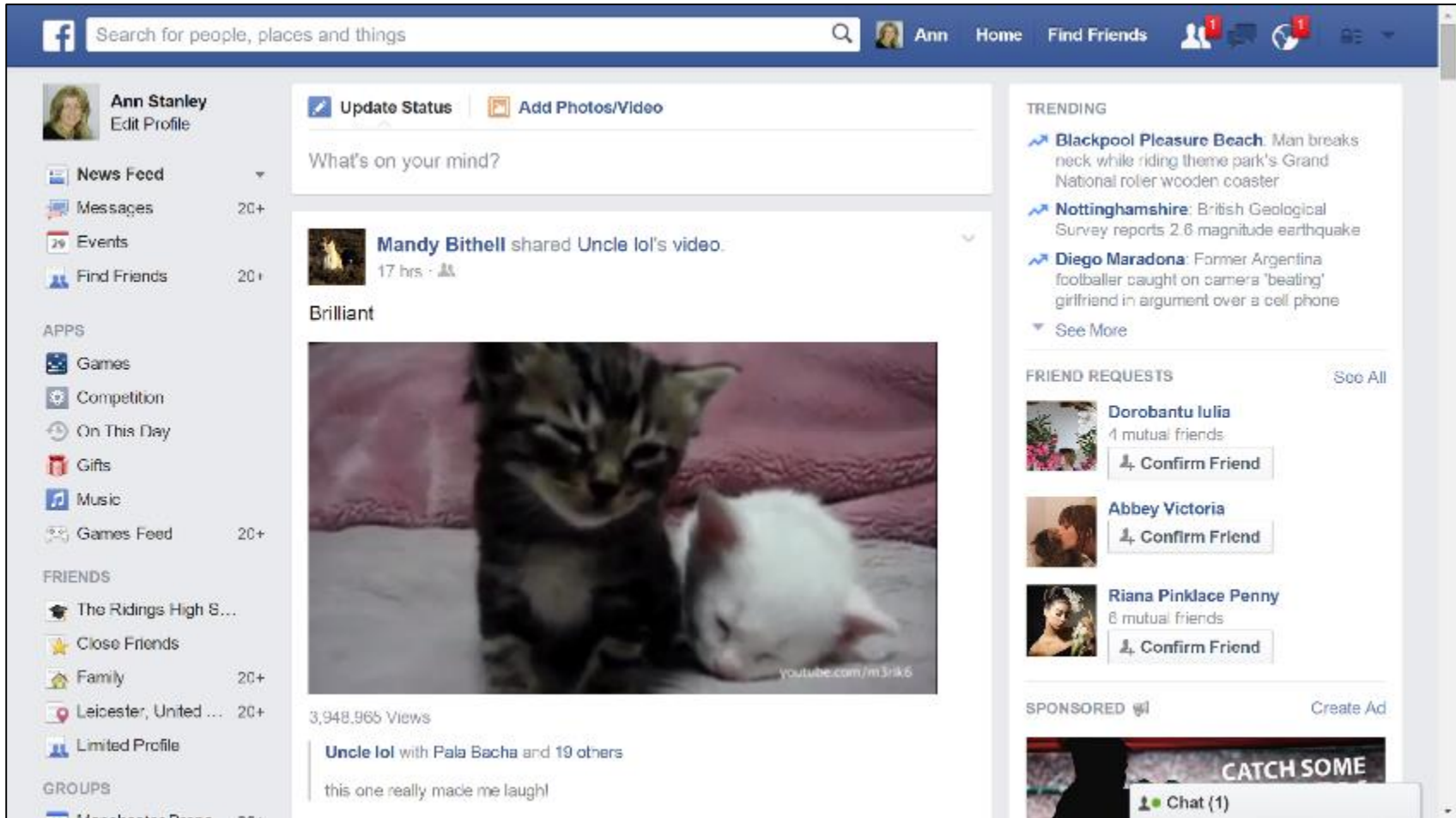


This screenshot shows the same LinkedIn profile page, but the post is now published and highlighted with a red box. The published post content includes:

- Text: "FAQ's about the new Penguin update from Google - have you been affected?"
- Link: <http://www.anicca.com/>
- Image: "Penguin 3.0" logo with a red apple icon.
- Text: "FAQ's About Penguin 3.0 Algorithm Update | Anicca" and "anicca.co.uk - Get the tips with the new Penguin 3.0 algorithm update and read these FAQ's and answers right here at Anicca! #SEOUPDATE..."
- Engagement options: "Like", "Comment", "Share", and "Tag people".
- Update indicator: "See 1 new update" and "All Updates" link.

# Facebook

# Personal page



The screenshot shows a Facebook profile for Ann Stanley. The page layout includes a top navigation bar with a search bar, profile picture, and navigation links (Home, Find Friends). The left sidebar contains navigation options like News Feed, Messages, Events, Find Friends, and various apps (Games, Competition, etc.). The main content area features a status update by Mandy Bithell sharing a video of two kittens, with a caption 'Brilliant' and 'this one really made me laugh!'. The right sidebar displays trending news items, friend requests, and a sponsored advertisement for 'CATCH SOME'.

**Ann Stanley**  
Edit Profile

News Feed  
Messages 20+  
Events  
Find Friends 20+

APPS  
Games  
Competition  
On This Day  
Gifts  
Music  
Games Feed 20+

FRIENDS  
The Ridings High S...  
Close Friends  
Family 20+  
Leicester, United ... 20+  
Limited Profile


GROUPS  
Manchester Drape 20+

Update Status | Add Photos/Video

What's on your mind?

**Mandy Bithell** shared Uncle lol's video.  
17 hrs · 🌐

Brilliant



3,948,965 Views

**Uncle lol** with Pala Bacha and 19 others  
this one really made me laugh!

TRENDING

- Blackpool Pleasure Beach**: Man breaks neck while riding theme park's Grand National roller wooden coaster
- Nottinghamshire**: British Geological Survey reports 2.6 magnitude earthquake
- Diego Maradona**: Former Argentina footballer caught on camera "beating" girlfriend in argument over a cell phone

See More

FRIEND REQUESTS [See All](#)

- Dorobantu Iulia**  
1 mutual friends  
[Confirm Friend](#)
- Abbey Victoria**  
[Confirm Friend](#)
- Riana Pinklace Penny**  
6 mutual friends  
[Confirm Friend](#)

SPONSORED [Create Ad](#)

**CATCH SOME**  
[Chat \(1\)](#)

# Business Page



**anicca** Anicca Digital Consulting/Business Services

Timeline About Photos Likes More

PEOPLE **109** likes

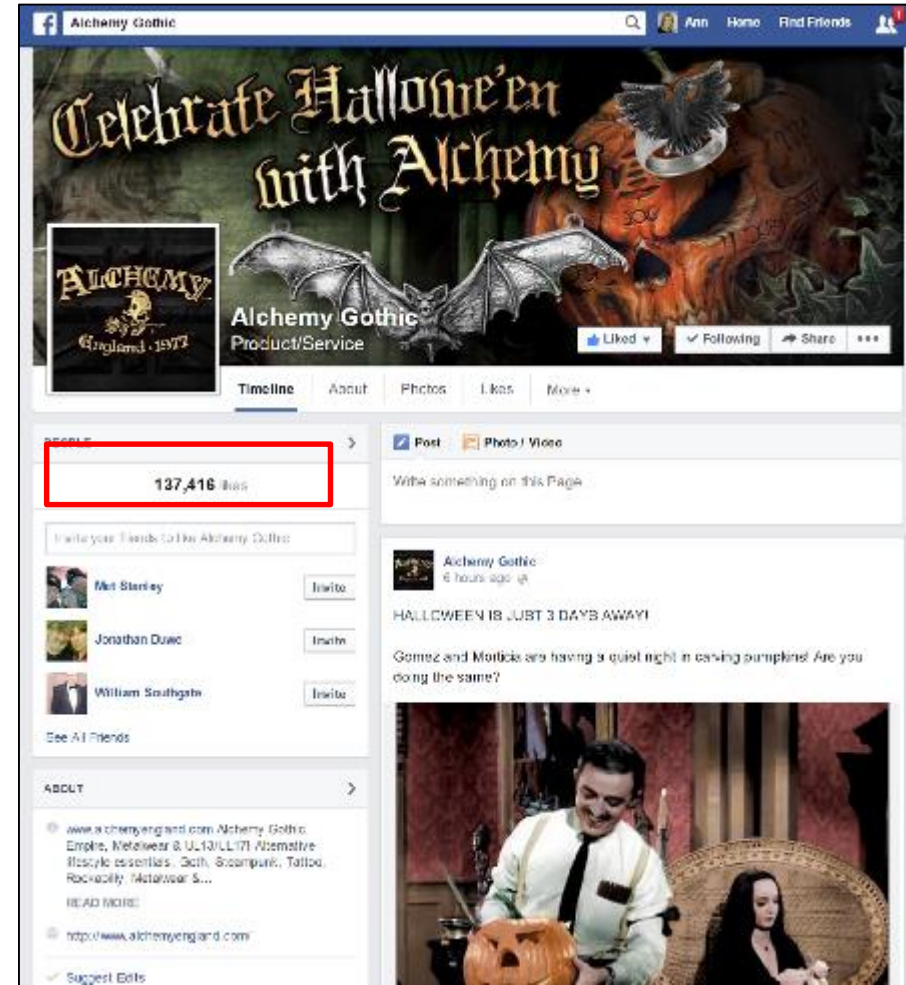

Luke Gibsonford, Lucie Elizabeth Crouch and 3 other friends like this or have been here.

Post Photo/Video

Write something on this Page...

**anicca** Anicca Digital September 25, 2014

Yes, it's that time of the year again when the team at Anicca get their baking mitts on in order to raise money for Macmillan Cancer Support - so far we've had lots of support, so thank you, to everyone who has kindly made a donation. The coffee morning continues tomorrow - so please feel free to pop in for some more cake



**Alchemy Gothic** Product/Service

Timeline About Photos Likes More

PEOPLE **137,416** likes

Write your friends to like Alchemy Gothic


Post Photo/Video

Write something on this Page...

**Alchemy Gothic** 6 hours ago

HALLOWEEN IS JUST 3 DAYS AWAY!

Gomez and Morticia are having a quiet night in carving pumpkins! Are you doing the same?



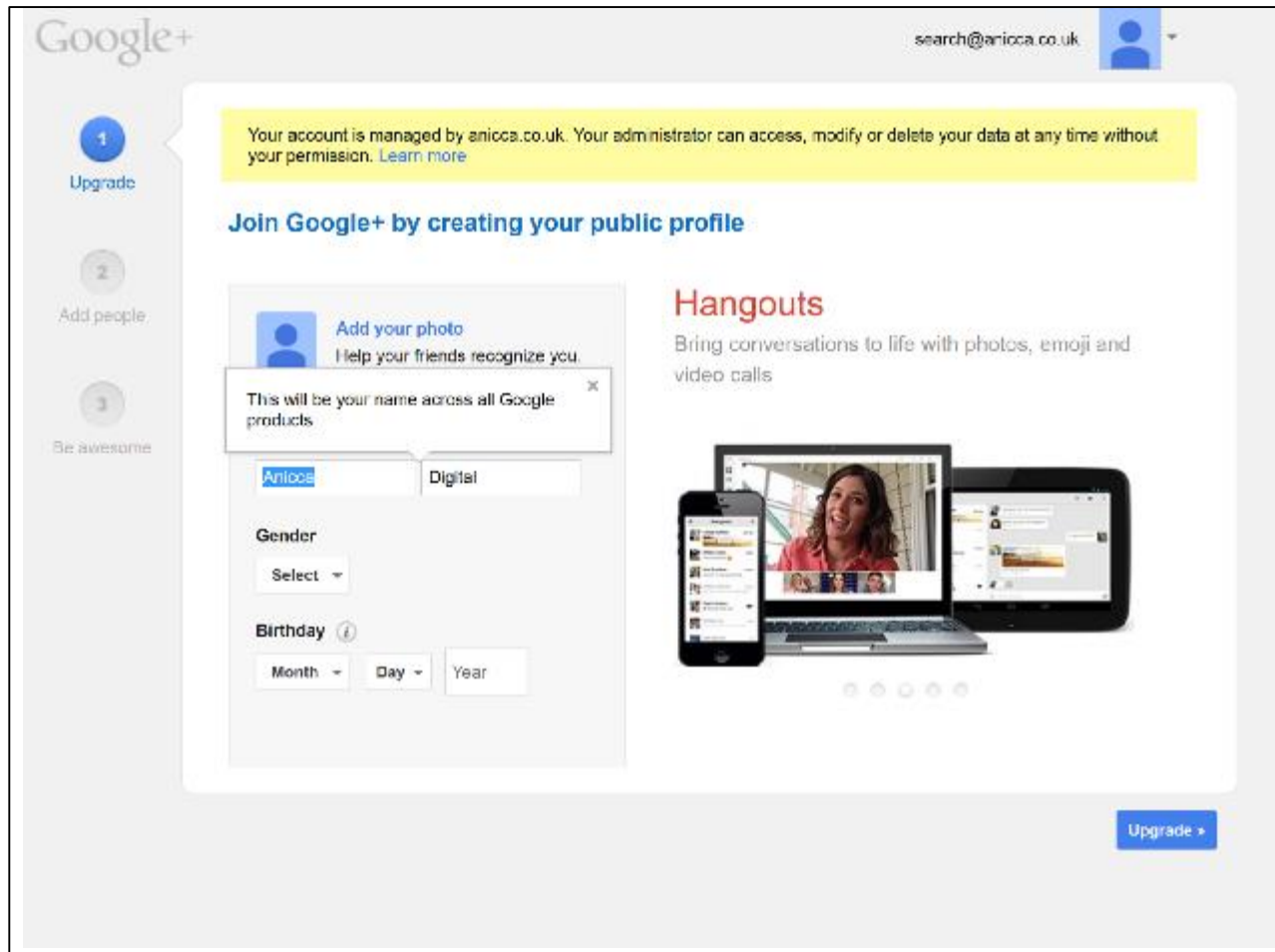


# Other customisation

- Events
- Competitions
- Photos/videos
- Discussions
- Shares and Likes
- Product showcase and ecommerce
- Paid advertising
- Apps e.g. recruitment, shopping, games, dating
- e-gift vouchers, Facebook Buy Buttons

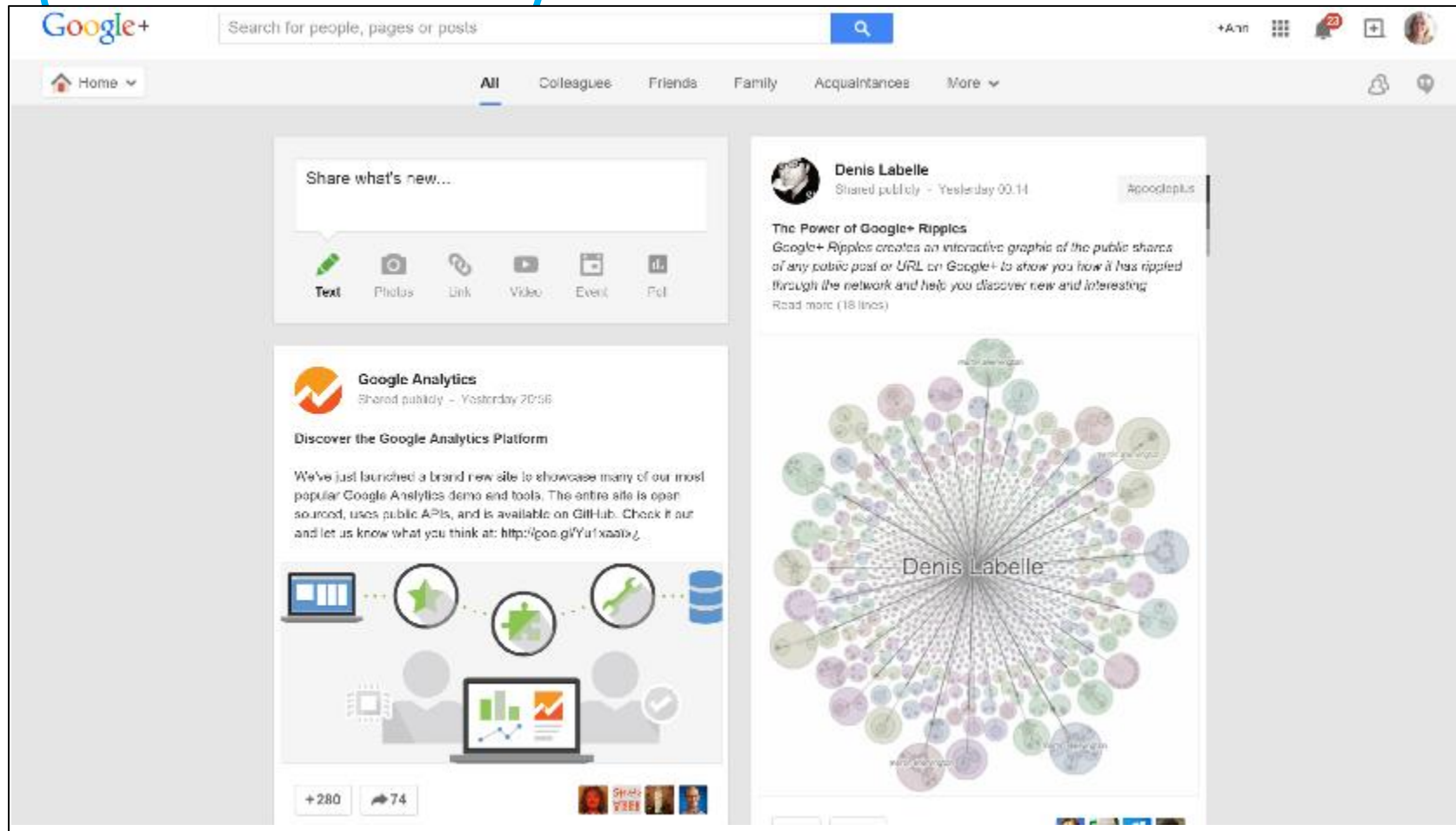
Google+

# Create a new profile



The screenshot shows the Google+ account creation page. At the top left is the Google+ logo. In the top right, the email address 'search@anicca.co.uk' and a profile icon are visible. A yellow banner at the top of the main content area contains the text: 'Your account is managed by anicca.co.uk. Your administrator can access, modify or delete your data at any time without your permission. [Learn more](#)'. Below this is the heading 'Join Google+ by creating your public profile'. On the left side, there is a vertical navigation menu with three steps: 1. Upgrade, 2. Add people, and 3. Be awesome. The main content area features a profile creation form with a 'Add your photo' button, a name input field containing 'Anicca Digital', a 'Gender' dropdown menu set to 'Select', and a 'Birthday' section with 'Month', 'Day', and 'Year' dropdowns. To the right of the form is a 'Hangouts' section with the text 'Bring conversations to life with photos, emoji and video calls' and an image of a woman on a laptop screen. At the bottom right of the page is a blue 'Upgrade +' button.

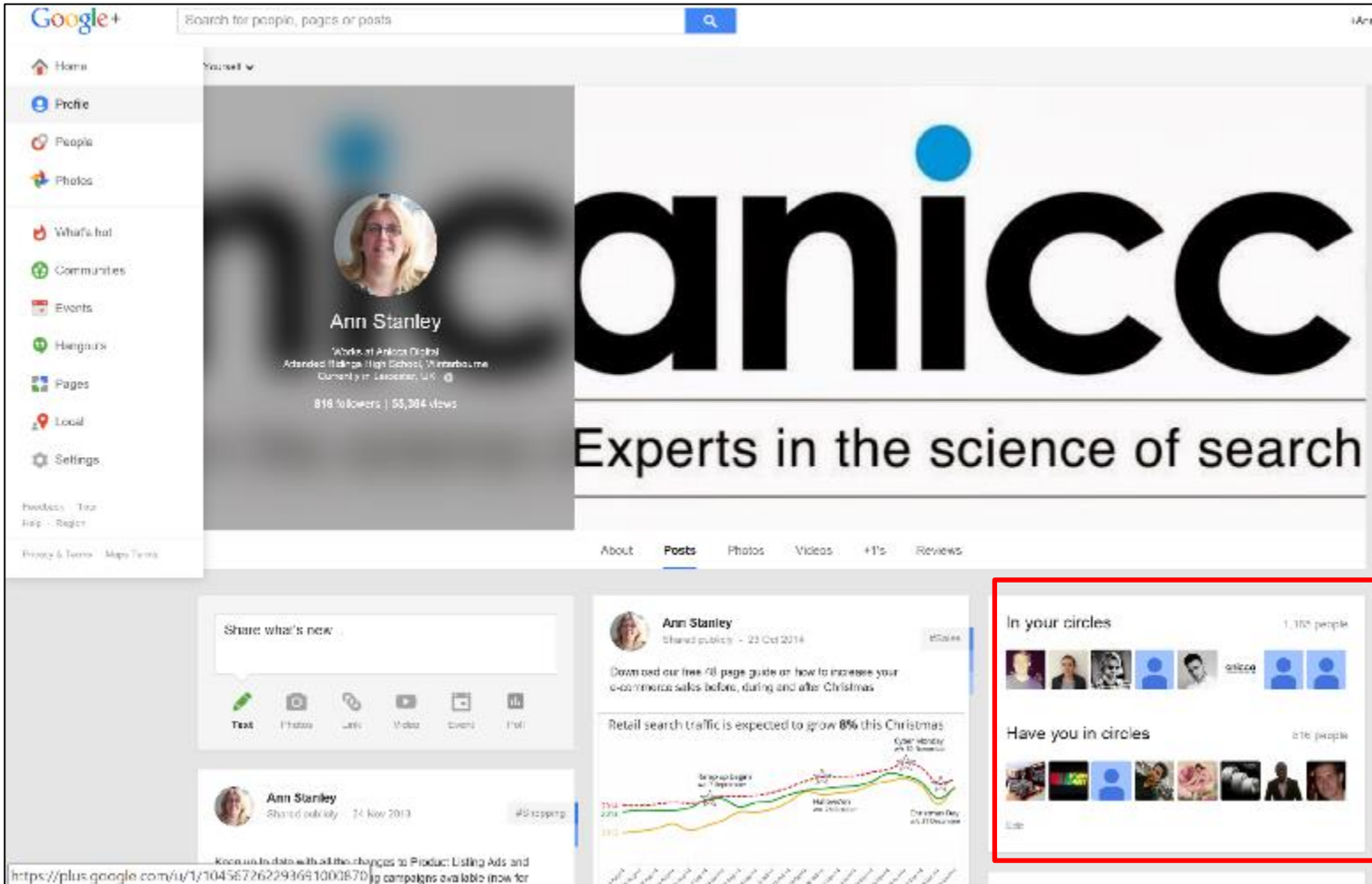
# Google+ Dashboard (news feed)



The screenshot shows the Google+ dashboard news feed. At the top, there is a search bar and navigation tabs for Home, All, Colleagues, Friends, Family, Acquaintances, and More. The main content area features a 'Share what's new...' section with options for Text, Photos, Link, Video, Event, and Post. Below this, there are two posts:

- Google Analytics**: Shared publicly - Yesterday 20:56. Title: 'Discover the Google Analytics Platform'. Text: 'We've just launched a brand new site to showcase many of our most popular Google Analytics demo and tools. The entire site is open sourced, uses public APIs, and is available on GitHub. Check it out and let us know what you think at: <http://goo.gl/Yu1xaalx>'. The post includes a series of icons representing various analytics features and a laptop displaying a dashboard. It has 280 likes and 74 comments.
- Denis Labelle**: Shared publicly - Yesterday 00:14. Title: 'The Power of Google+ Ripples'. Text: 'Google+ Ripples creates an interactive graphic of the public shares of any public post or URL on Google+ to show you how it has rippled through the network and help you discover new and interesting'. The post features a large, circular, interactive network graph with 'Denis Labelle' at the center, showing connections to various other users and content. It has 280 likes and 74 comments.

# Profile page



The screenshot shows a Google+ profile page for Ann Stanley. The page layout includes a left-hand navigation menu with options like Home, Profile, People, Photos, What's hot, Communities, Events, Hangouts, Pages, Local, and Settings. The main header area features a profile picture of Ann Stanley, her name, and the company name 'anicca' in large letters. Below the name, it says 'Experts in the science of search'. The profile bio indicates she works at Anicca Digital, attended Halesowen High School, and is currently in Leicestershire, U.K. The page shows 816 followers and 55,384 views. The main content area displays a post from Ann Stanley dated 23 Oct 2014, titled 'Download our free 48 page guide on how to increase your e-commerce sales before, during and after Christmas'. Below the post is a line graph showing retail search traffic growth from 2014 to 2015, with a peak of 85% in December. A red box highlights the 'In your circles' section, which shows 1,107 people and a 'Have you in circles' section with 216 people.

Google+ Search for people, pages or posts

Home Profile People Photos What's hot Communities Events Hangouts Pages Local Settings

Profile: Ann Stanley  
Works at Anicca Digital  
Attended Halesowen High School, Humberbourne  
Currently in Leicestershire, U.K.  
816 followers | 55,384 views

anicca  
Experts in the science of search

About Posts Photos Videos +1's Reviews

Share what's new

Text Photos Links Video Events Poll

Ann Stanley Shared publicly · 23 Oct 2014  
Download our free 48 page guide on how to increase your e-commerce sales before, during and after Christmas

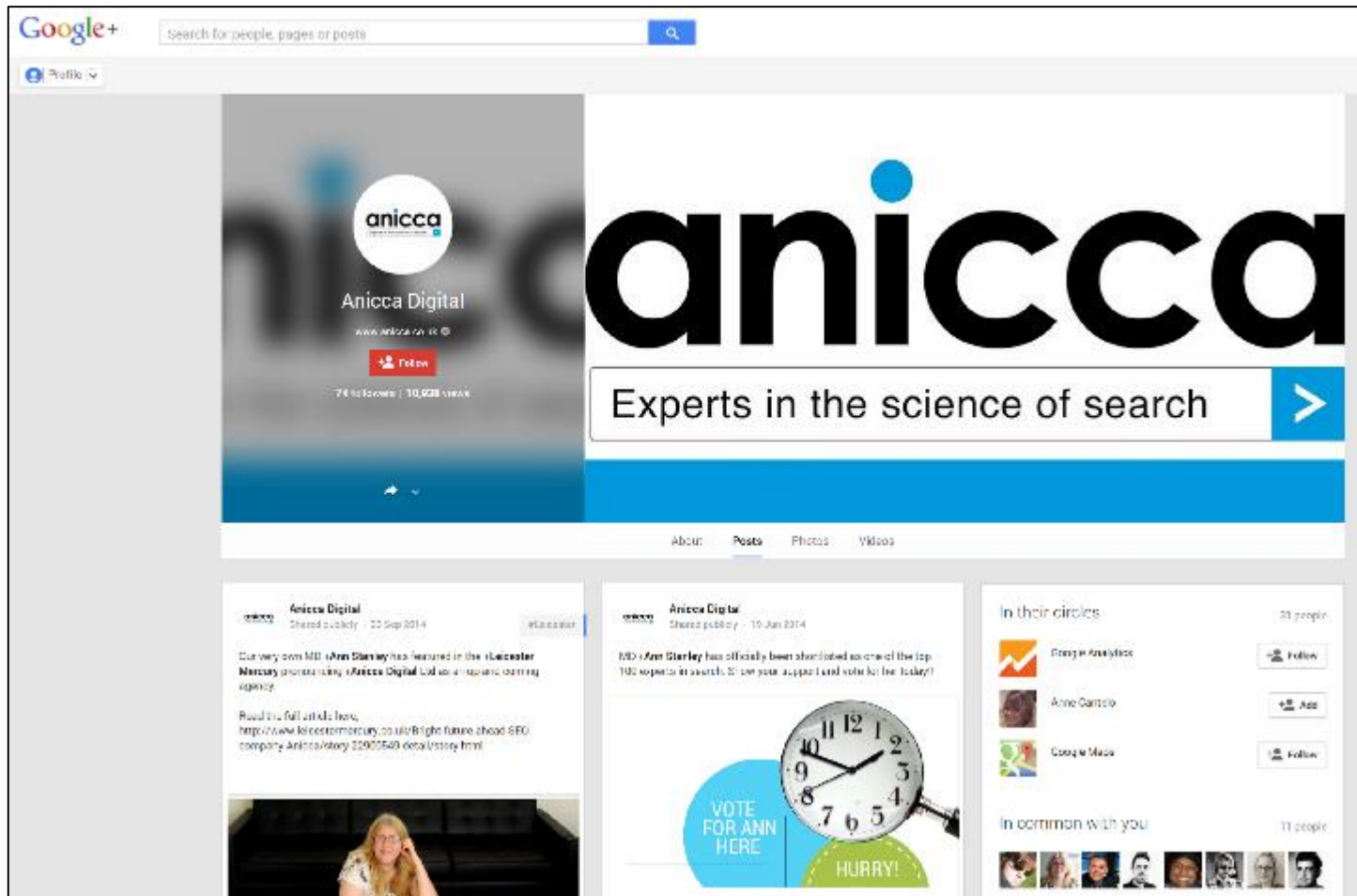
Retail search traffic is expected to grow 85% this Christmas

Keep an eye on data with all the changes to Product Listing Ads and campaigns available now for

In your circles 1,107 people

Have you in circles 216 people

# Company page (Google My Business)



The screenshot shows the Google+ profile page for Anicca Digital. At the top left is the Google+ logo and a search bar. Below it is a profile picture of the Anicca Digital logo, the name "Anicca Digital", the website "www.anicca.co.uk", a "Follow" button, and statistics "74 followers / 10,928 views". To the right of the profile picture is a large banner with the word "anicca" in a large, bold, black font, with a blue dot above the 'i'. Below the banner is a white box with the text "Experts in the science of search" and a blue arrow pointing right. Below the banner are navigation tabs for "About", "Posts", "Photos", and "Videos". The main content area shows two posts. The first post is from "Anicca Digital" dated "22 Sep 2014" and features a video thumbnail of a woman. The second post is also from "Anicca Digital" dated "15 Jun 2014" and features a clock graphic with the text "VOTE FOR ANN HERE" and "HURRY!". To the right of the posts is a section titled "In their circles" with 23 people, listing "Google Analytics", "Anne Corrie", and "Google Maps". Below that is a section titled "In common with you" with 11 people.

# Google+ - when you search

## AdWords Agency Blog

[adwordsagency.blogspot.com/](http://adwordsagency.blogspot.com/) ▼

1 day ago - Our third creative and media pairing focuses on creating successful cross-screen advertising: If your media agency is including mobile ...

## Train for a career in Google AdWords - we have 3 vacancies ...



<https://plus.google.com/104567262293691000870/.../c4jxuuiU...> ▼

Ann Stanley

18 Dec 2012 - ... 3 vacancies for AdWords Apprentice, graduate placement or "career swap" to train to become a PPC marketing executive within our digital agency in Leicester.

## 10 Signs of a Bad AdWords Agency Client | WordStream

[www.wordstream.com/blog/ws/2014/.../adwords-agency-client-red-flags](http://www.wordstream.com/blog/ws/2014/.../adwords-agency-client-red-flags) ▼

24 Jul 2014 - Learn how to spot a lousy, short-term client from ten paces. These red flags are all strong signs that your AdWords agency should just say no to ...

## A Hiring Checklist to Find the Right B2B Search Marketing ...



<https://plus.google.com/.../posts/AsV8efHKvE8> ▼

Google Partners

23 Aug 2012 - Here is a great article from +Search Engine Land providing businesses advice on what to look for when choosing an agency to handle their search. How many of ...

# Measuring and monitoring



# Social media tools

- Analytics – traffic and goals resulting from social marketing activities – Google Analytics, Topsy
- Platform specific – e.g. Facebook
- Mentions – e.g. Hootsuite
- Reputation monitoring e.g. Trakur\* Klout, Kred
- ROI and effectiveness – combination of above or 100's of new tools (free and paid)
- Paid tools include Brandwatch\*, Monitor\*, SproutSocial\*
- Content monitoring – Buzzsumo

\* Note - these are examples of some of the most popular tools

# Thank You

caroline@anicca.co.uk

www.anicca.co.uk