



An introduction to social media marketing for small businesses

The National Franchise Exhibition
Olympia, 14th March 2015

By Ann Stanley
Managing Director of Anicca Digital



Our brands



Paid Media & Search
Marketing (SEO, PPC,
Analytics, ecommerce)

More leads and sales



Owned & Earned media
(SEO, Content, PR, Social,
Email, MAS)

Building your brand



Marketing training for
business professionals

Educating your team



Some of our clients



Agenda

- Introduction
 - Social statistics
- Getting started
 - Understanding the resources needed to run social media campaigns - approach
 - Planning and set-up of accounts/profiles, tools etc.
 - What are you going to say - content creation, blogging, news etc.?
- Platforms and techniques
 - Feedback & recommendations - social bookmarks, reviews, testimonials etc.
 - 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%).

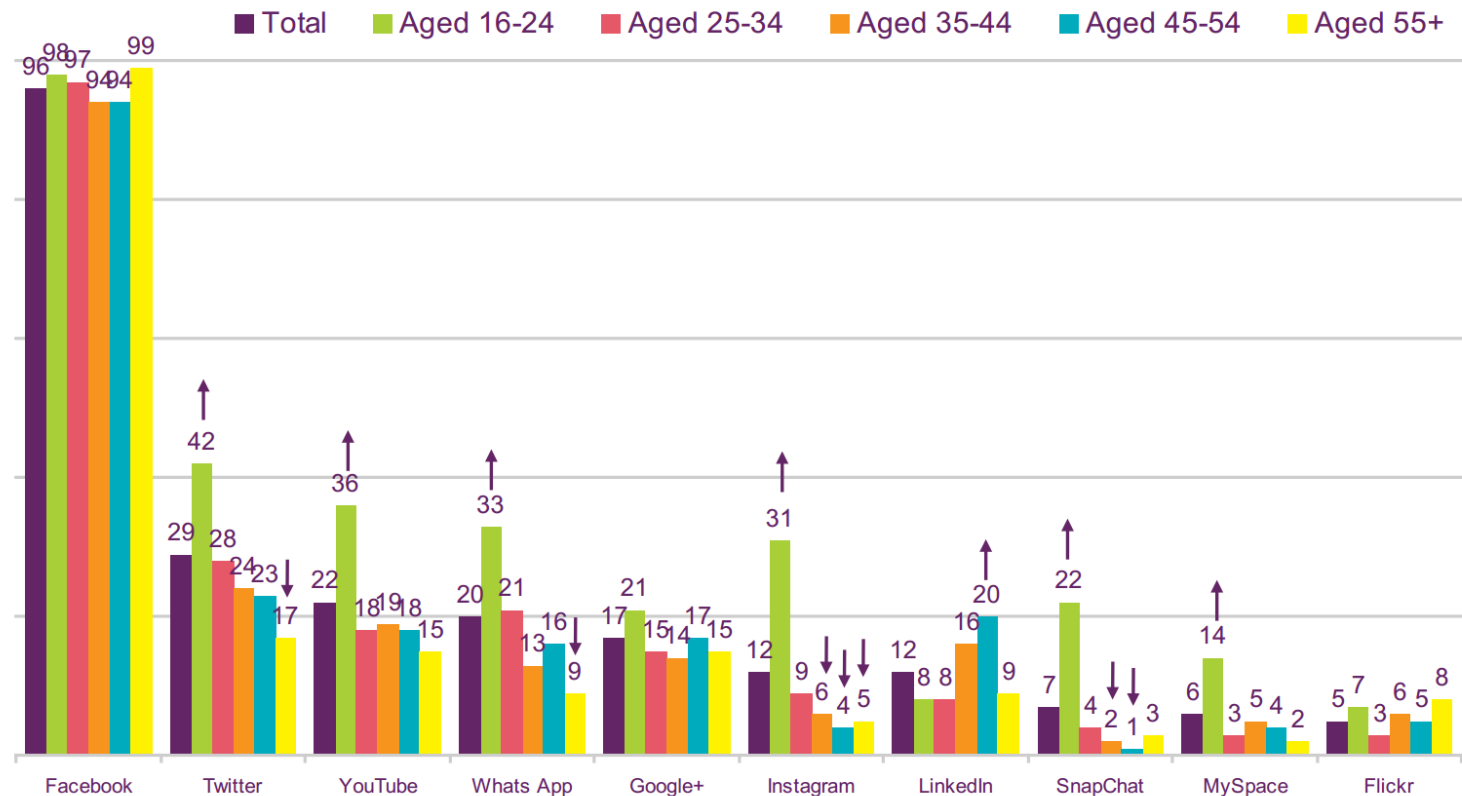
An average of 8 hours per month is spent on Facebook on a laptop or desktop computer:

- 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/>

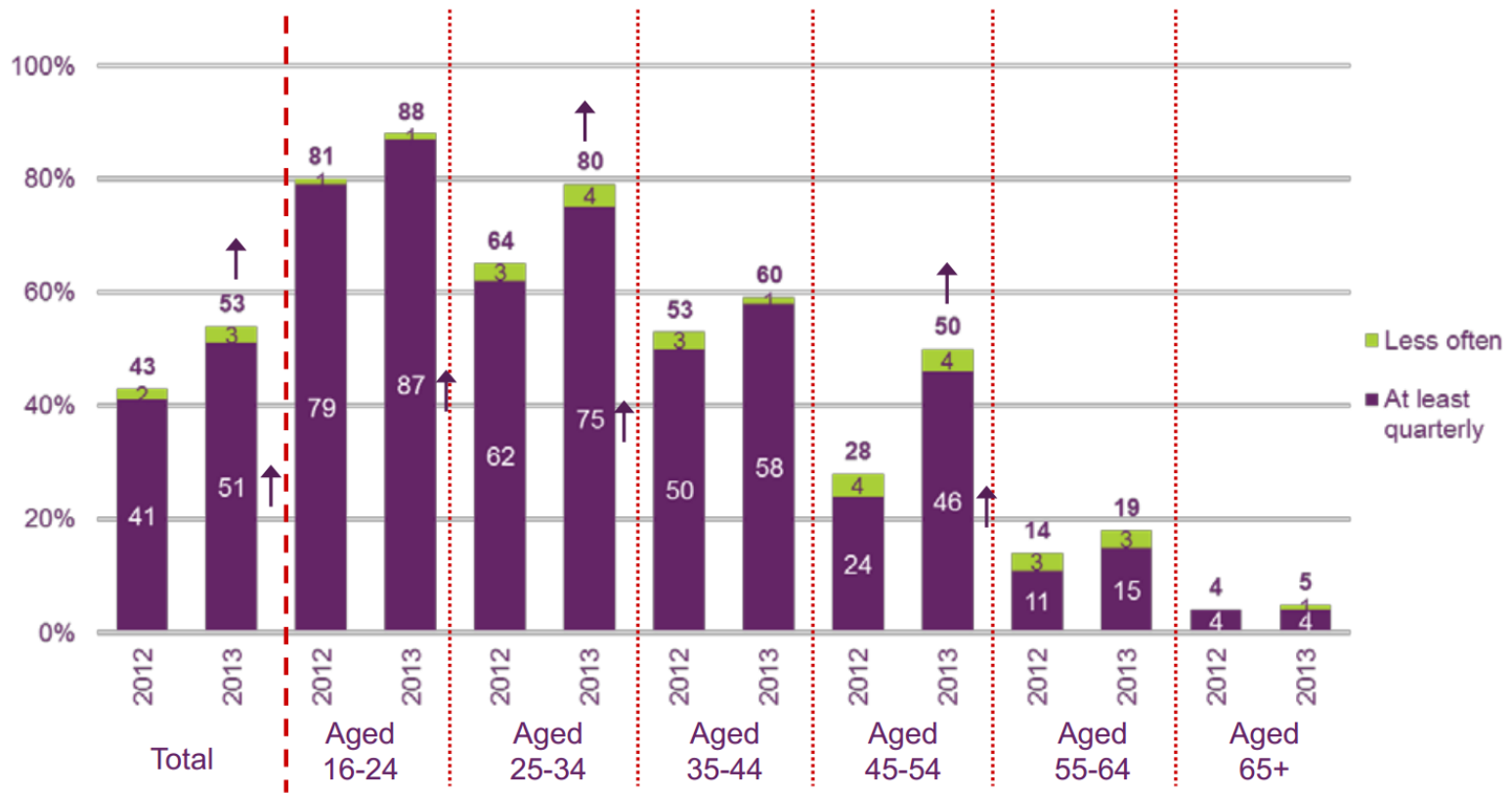
UK Social media platform use by age (Off Com data 2014)

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 via a mobile phone

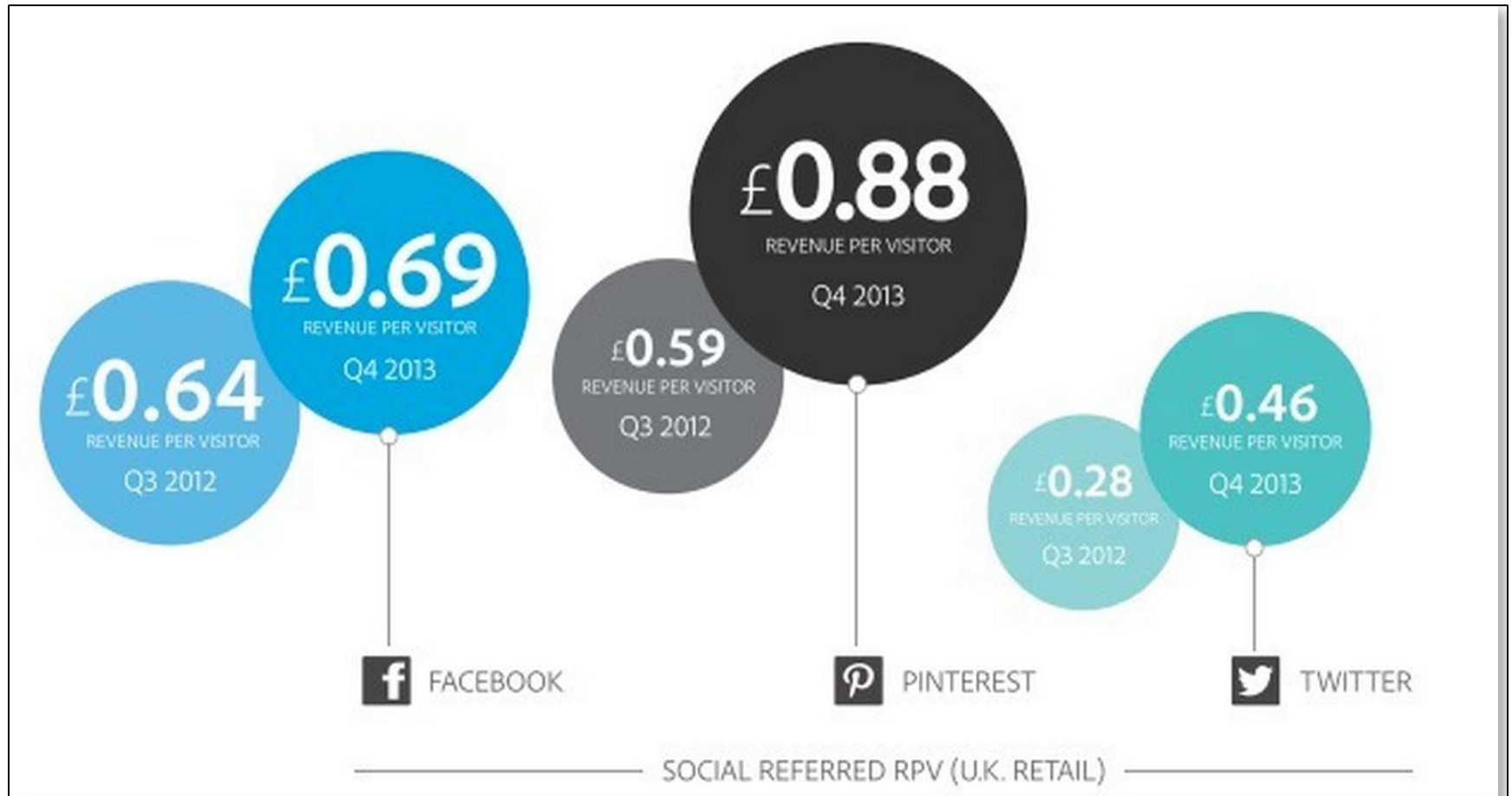
Figure 21: Frequency of visiting social networking sites or apps on a mobile phone, by age: 2012 and 2013



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 by Yoast
- Add links to join/follow/share/like for Twitter, LinkedIn, Facebook, Google+
- Add social bookmarking icons e.g. Delicious, Digg
- Add RSS and /or newsletter sign-ups e.g. Feedburner, MailChimp integration
- Add 3rd party review/testimonial plug-ins e.g. Trip Advisor, Reviews.co.uk, Trust Pilot
- Ensure Analytics is correctly installed with relevant goals and funnels

Blog with integrated Twitter, Facebook Likes, LinkedIn and Google+1



HOME | CONTACT | ABOUT

anicca

google

twitter facebook google+ linkedin

INDUSTRY NEWS / SEO / ECOMMERCE / SOCIAL / WEB DEVELOPMENT / PPC

SEARCH RESULTS FOR: GOOGLE



How To Become A Google Certified Shop

Google Certified Shops (also known as Google Trusted Stores) is a scheme that is meant to reassure shoppers of a retailer's customer service standards....

[Read More](#)



Google AdWords: How To Get Value For Money?

To some, Google AdWords offers a great opportunity to get their brand and products out to potential customers. Most do so at an affordable...

[Read More](#)



Cut Your Cost and Boost Results In Google AdWords

10 ways to cut AdWords Cost and Boost Results Ideas for cutting costs can be hard to come by. It can sometimes be difficult...


[Read More](#)

GET TO KNOW US

BY KUSHTRIM JETULLAHU / PAY PER CLICK / OCTOBER 20, 2014

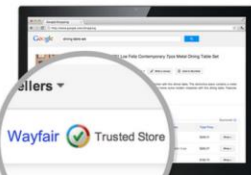
HOW TO BECOME A GOOGLE CERTIFIED SHOP

Tweet 0 | +1 0 | SHARE 18 | Like 1




Google Trusted Store

Google Certified Shops (also known as Google Trusted Stores) is a scheme that is meant to reassure shoppers of a retailer's customer service standards. It is effectively an 'e-commerce certification program' that indicates to online shoppers helpful shopping information regarding the service process for that specific retailer - this includes things such as number of issue-free orders, dispatch times and how quickly any issues are resolved.



Wayfair Google Certified Shop

AUTHORS



CATEGORIES

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
- Invest in paid tools e.g. Sproutsocial?

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 (be aware of Google rules on spammy links to avoid Penguin penalties)
- Presentation and informative material such as PowerPoint, pdfs, videos, infographics, podcasts

Video (and user generated content) on your own site

Sir

Home » Washing Machines » Whirlpool WWDC7440

click to enlarge

Video Review: 3:55
Watch Video

Recommend 14 people recommend 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 35 adult t-shirts! The 30 minute Quick Wash is ideal if you want 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 6th SENSE technology which automatically adapts the settings depending on the load size to get perfect results while saving you energy, water and time. The exceptional A+++ energy rating will also keep running costs low too. Result!

Watch Video Review | Read Specification

Dimensions (cm): (H)84.5 x (W)59.5 x (D)52.0

Reviews Specification Questions & Answers Pay on Finance

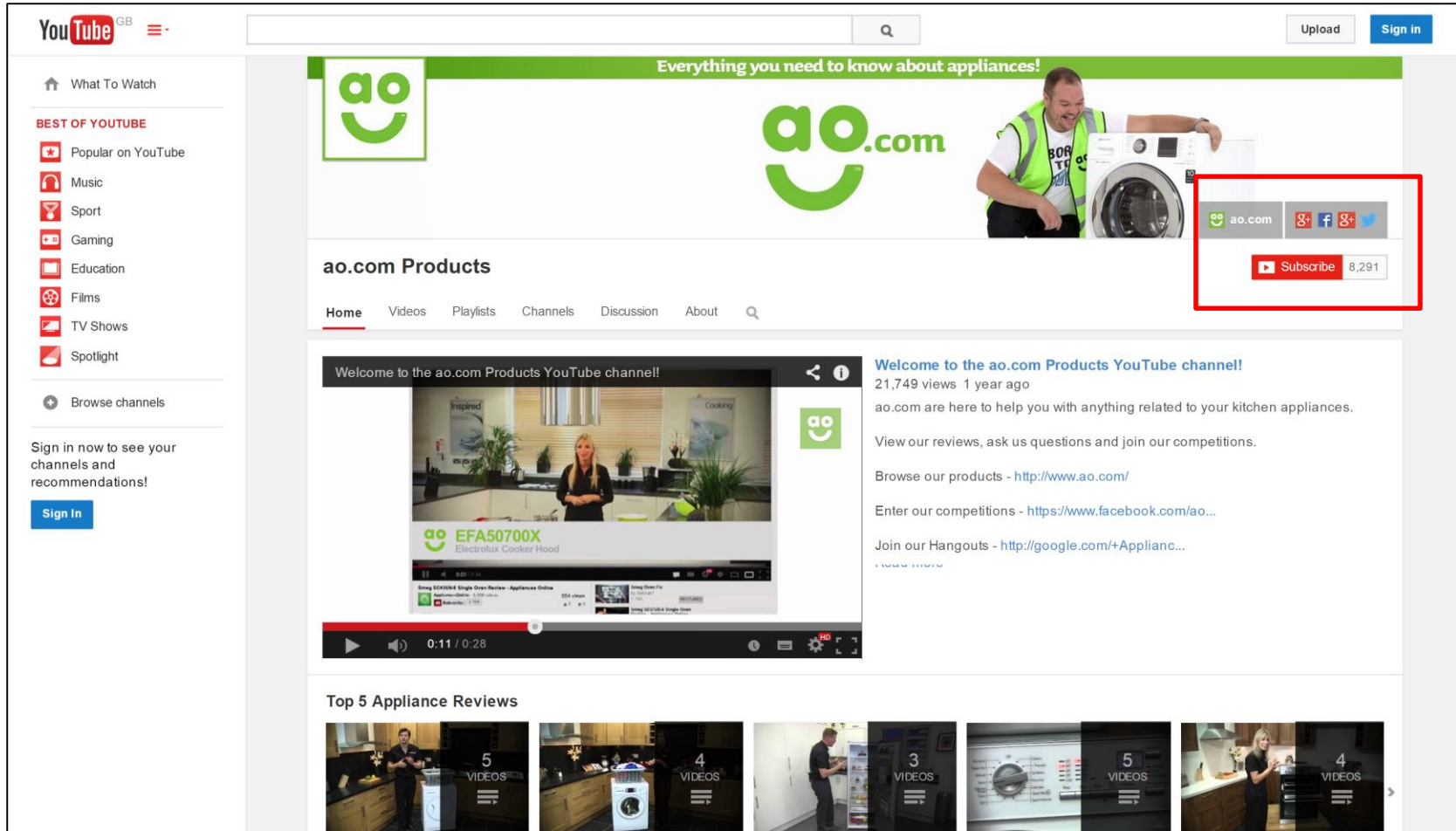
★★★★★ 4.5 out of 5 customer rating
75 of 79 (94%) reviewers would recommend this product to a friend

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

Pay on Finance
Spend over £250 to get finance from £7.38 per month.
More info

Buyer reviews

YouTube Channel



The screenshot shows the YouTube channel page for 'ao.com'. 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 icons (ao.com, Google+, Facebook, Google+, Twitter) and the 'Subscribe 8,291' button. The main content area displays a video titled 'Welcome to the ao.com Products YouTube channel!' with 21,749 views. The video description includes links to the website, Facebook, and Google Hangouts. Below the video is a section titled 'Top 5 Appliance Reviews' with five video thumbnails.

ao.com Everything you need to know about appliances!

ao.com

ao.com Google+ Facebook Google+ Twitter

Subscribe 8,291

ao.com Products

Home Videos Playlists Channels Discussion About

Welcome to the ao.com Products YouTube channel!

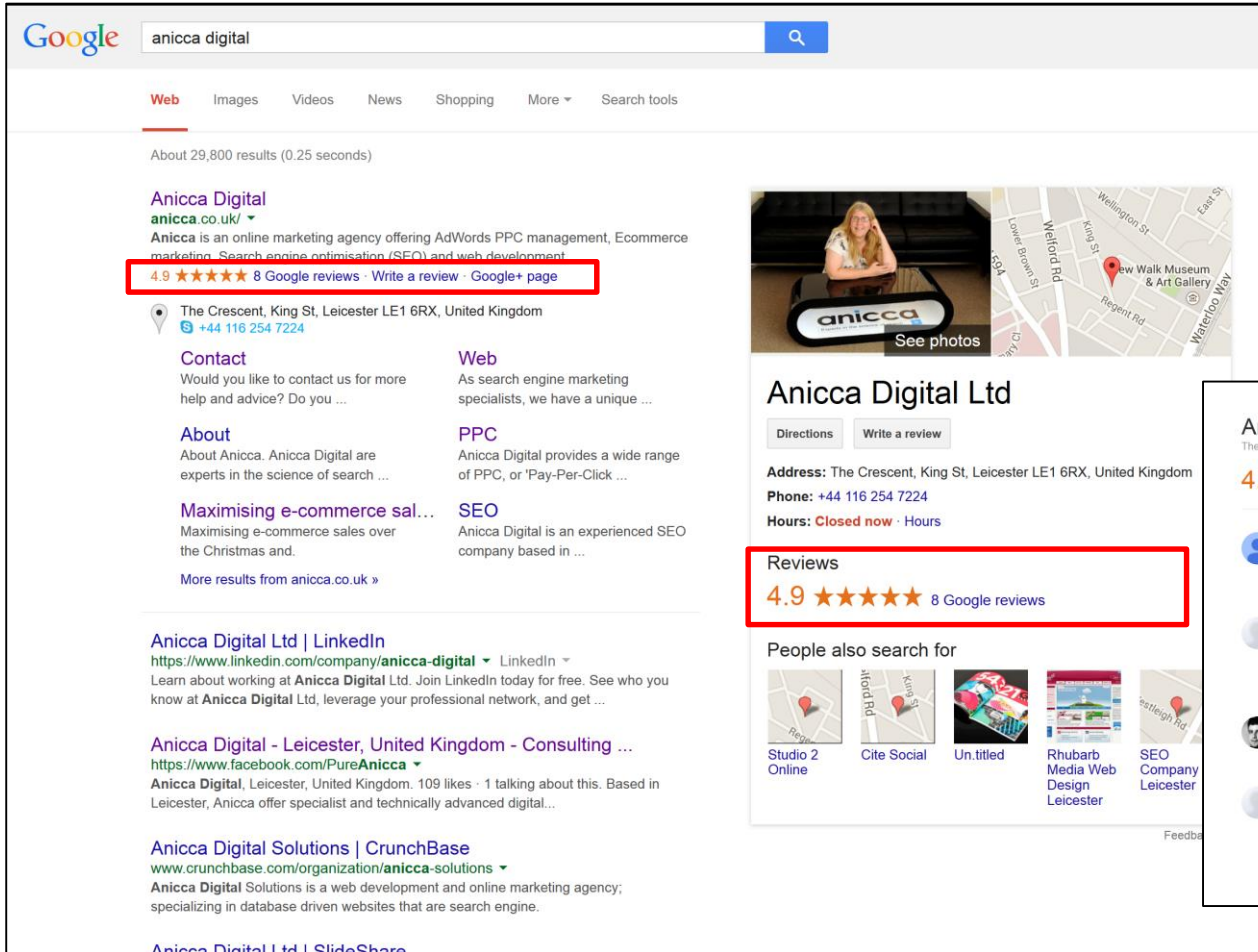
Welcome to the ao.com Products YouTube channel!
21,749 views 1 year ago
ao.com are here to help you with anything related to your kitchen appliances.
View our reviews, ask us questions and join our competitions.
Browse our products - <http://www.ao.com/>
Enter our competitions - <https://www.facebook.com/ao...>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

Top 5 Appliance Reviews

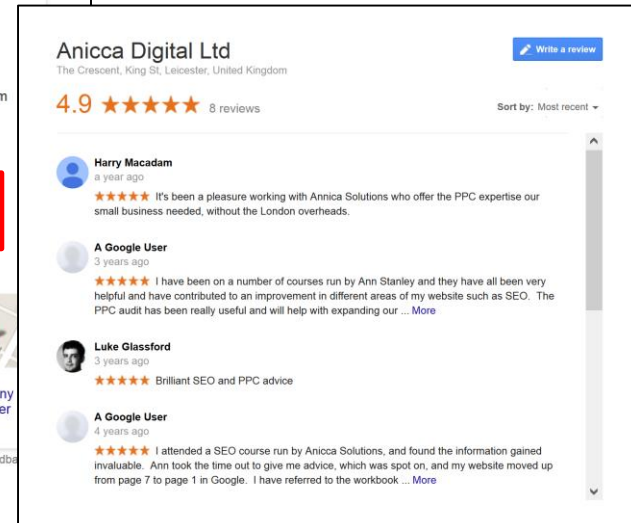
5 VIDEOS 4 VIDEOS 3 VIDEOS 5 VIDEOS 4 VIDEOS

Feedback, reviews and recommendations

Google reviews

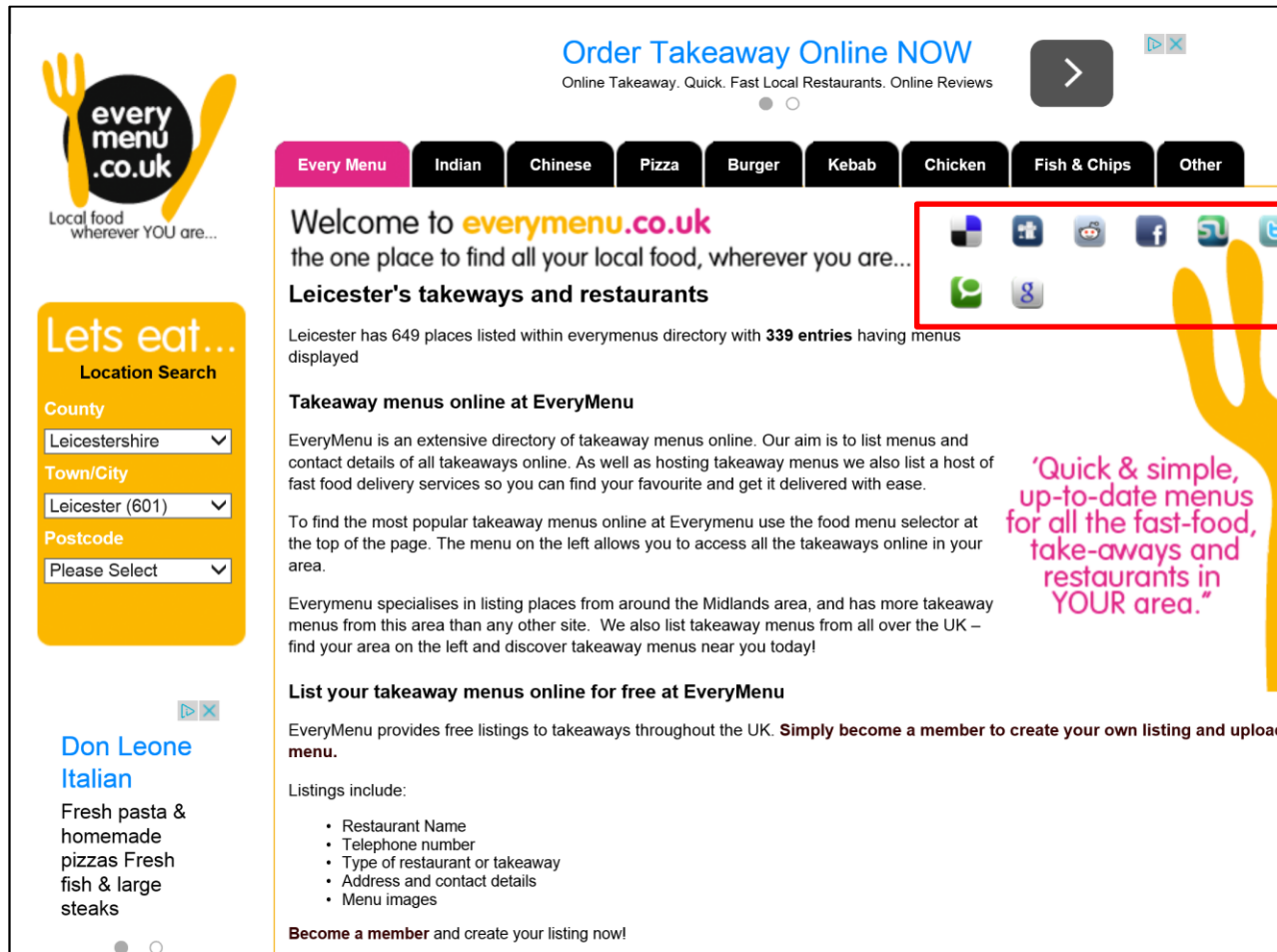


Google search results for 'anicca digital'. The search bar shows 'anicca digital' and the results page displays the business listing for Anicca Digital Ltd. The listing includes the address 'The Crescent, King St, Leicester LE1 6RX, United Kingdom', phone number '+44 116 254 7224', and a 4.9 star rating with 8 Google reviews. A red box highlights the '4.9 ★★★★★ 8 Google reviews · Write a review · Google+ page' link. Below the listing, there are links to LinkedIn, Facebook, and CrunchBase profiles for Anicca Digital.



Zoomed-in view of the Google reviews section for Anicca Digital Ltd. The listing shows a 4.9 star rating with 8 reviews. The first review is from Harry Macadam, posted a year ago, with a 5-star rating and the text: "It's been a pleasure working with Anicca Solutions who offer the PPC expertise our small business needed, without the London overheads." Other reviews are from 'A Google User' (3 years ago) and 'Luke Glassford' (3 years ago), both with 5-star ratings. A 'Write a review' button is visible at the top right of the reviews section.

Bookmarking icons



every menu .co.uk
Local food wherever YOU are...

Order Takeaway Online NOW
Online Takeaway. Quick. Fast Local Restaurants. Online Reviews

Every Menu Indian Chinese Pizza Burger Kebab Chicken Fish & Chips Other

Welcome to **everymenu.co.uk**
the one place to find all your local food, wherever you are...
Leicester's takeaways and restaurants

Leicester has 649 places listed within everymenus directory with **339 entries** having menus displayed

Takeaway menus online at EveryMenu

EveryMenu is an extensive directory of takeaway menus online. Our aim is to list menus and contact details of all takeaways online. As well as hosting takeaway menus we also list a host of fast food delivery services so you can find your favourite and get it delivered with ease.

To find the most popular takeaway menus online at Everymenu use the food menu selector at the top of the page. The menu on the left allows you to access all the takeaways online in your area.

Everymenu specialises in listing places from around the Midlands area, and has more takeaway menus from this area than any other site. We also list takeaway menus from all over the UK – find your area on the left and discover takeaway menus near you today!

List your takeaway menus online for free at EveryMenu

EveryMenu provides free listings to takeaways throughout the UK. **Simply become a member to create your own listing and upload menu.**

Listings include:

- Restaurant Name
- Telephone number
- Type of restaurant or takeaway
- Address and contact details
- Menu images

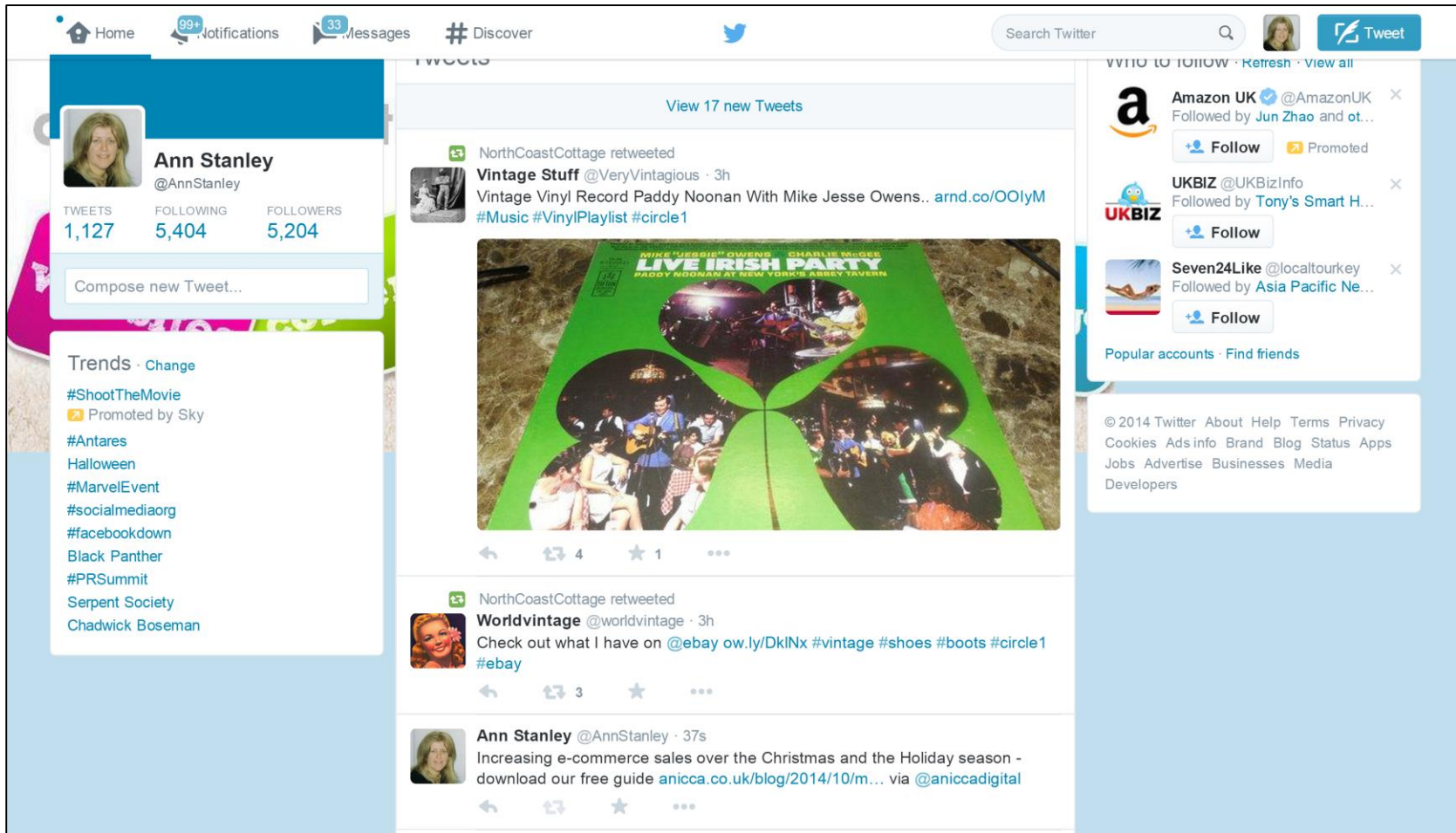
Become a member and create your listing now!

Quick & simple, up-to-date menus for all the fast-food, take-aways and restaurants in YOUR area.

Don Leone Italian
Fresh pasta & homemade pizzas Fresh fish & large steaks

Twitter

Twitter personal account



The screenshot shows a Twitter profile for Ann Stanley (@AnnStanley). The profile header includes a profile picture, the name "Ann Stanley", and the handle "@AnnStanley". Below this, statistics are shown: 1,127 tweets, 5,404 following, and 5,204 followers. A "Compose new Tweet..." button is visible. The main content area displays a list of tweets, including a retweet from NorthCoastCottage and a tweet from Vintage Stuff (@VeryVintagious) featuring a green vinyl record cover for "LIVE IRISH PARTY". The right sidebar shows a list of accounts to follow, including Amazon UK, UKBIZ, and Seven24Like. The footer of the page contains copyright information for 2014 Twitter.

Home Notifications Messages Discover Search Twitter Tweet

Ann Stanley
@AnnStanley

TWEETS 1,127 FOLLOWING 5,404 FOLLOWERS 5,204

Compose new Tweet...


Trends · Change

- #ShootTheMovie
- Promoted by Sky
- #Antares
- Halloween
- #MarvelEvent
- #socialmediaorg
- #facebookdown
- Black Panther
- #PRSummit
- Serpent Society
- Chadwick Boseman

View 17 new Tweets

NorthCoastCottage retweeted

Vintage Stuff @VeryVintagious · 3h
Vintage Vinyl Record Paddy Noonan With Mike Jesse Owens... arnd.co/OOlyM
#Music #VinylPlaylist #circle1



← ↻ 4 ★ 1 ⋮

NorthCoastCottage retweeted

Worldvintage @worldvintage · 3h
Check out what I have on @ebay ow.ly/DkINx #vintage #shoes #boots #circle1 #ebay

← ↻ 3 ★ ⋮

Ann Stanley @AnnStanley · 37s
Increasing e-commerce sales over the Christmas and the Holiday season - download our free guide anicca.co.uk/blog/2014/10/m... via @aniccadigital

← ↻ ★ ⋮

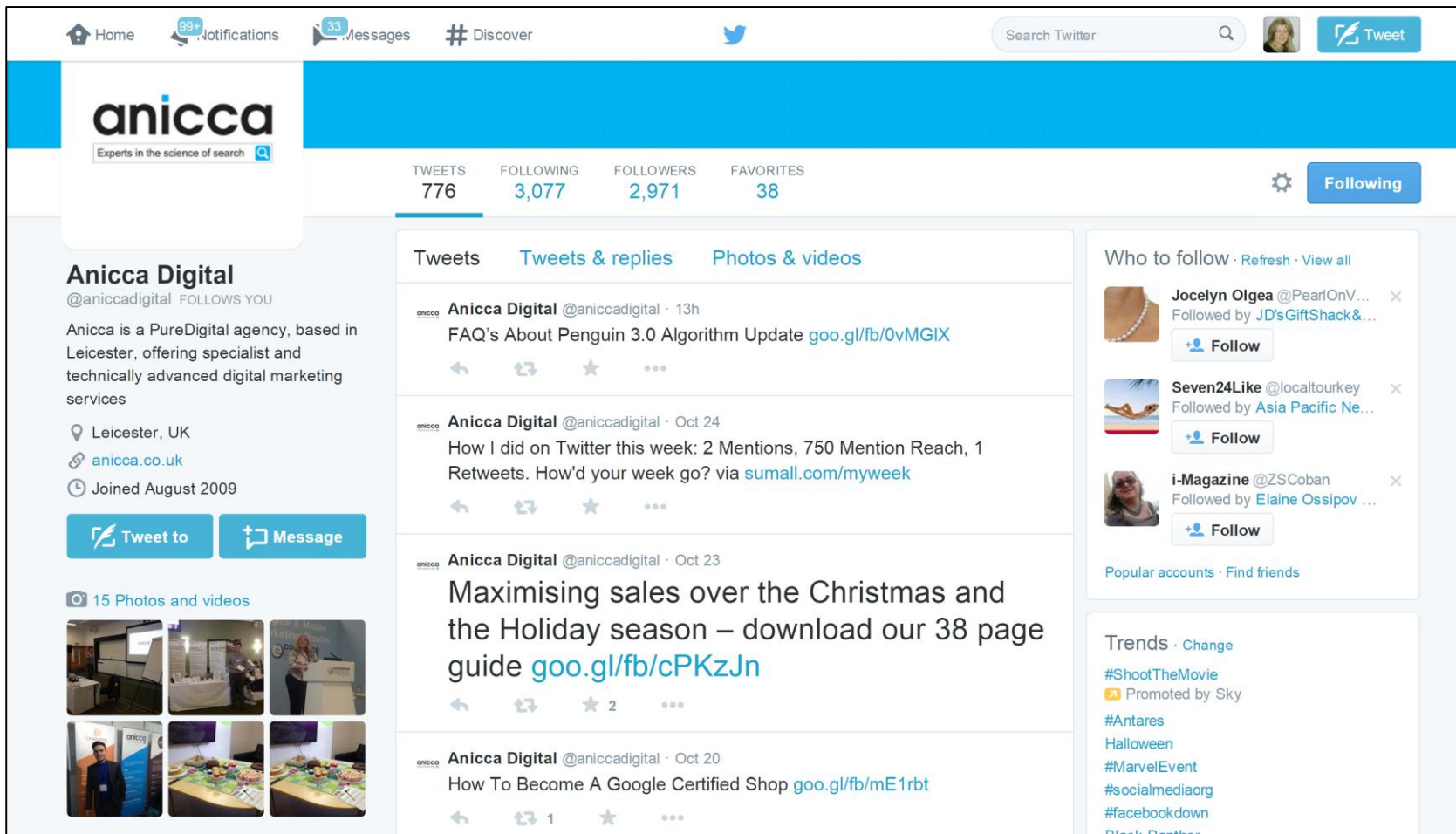
WHO TO FOLLOW · Refresh · View all

- Amazon UK** @AmazonUK
Followed by Jun Zhao and ot...
Follow Promoted
- UKBIZ** @UKBizInfo
Followed by Tony's Smart H...
Follow
- Seven24Like** @localtourkey
Followed by Asia Pacific Ne...
Follow

Popular accounts · Find friends

© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

Company page



The screenshot shows the Twitter profile for Anicca Digital (@aniccadigital). The profile header includes the name "anicca" with the tagline "Experts in the science of search" and a search icon. Below the header, statistics are displayed: 776 tweets, 3,077 following, 2,971 followers, and 38 favorites. A "Following" button is visible in the top right corner of the profile area.

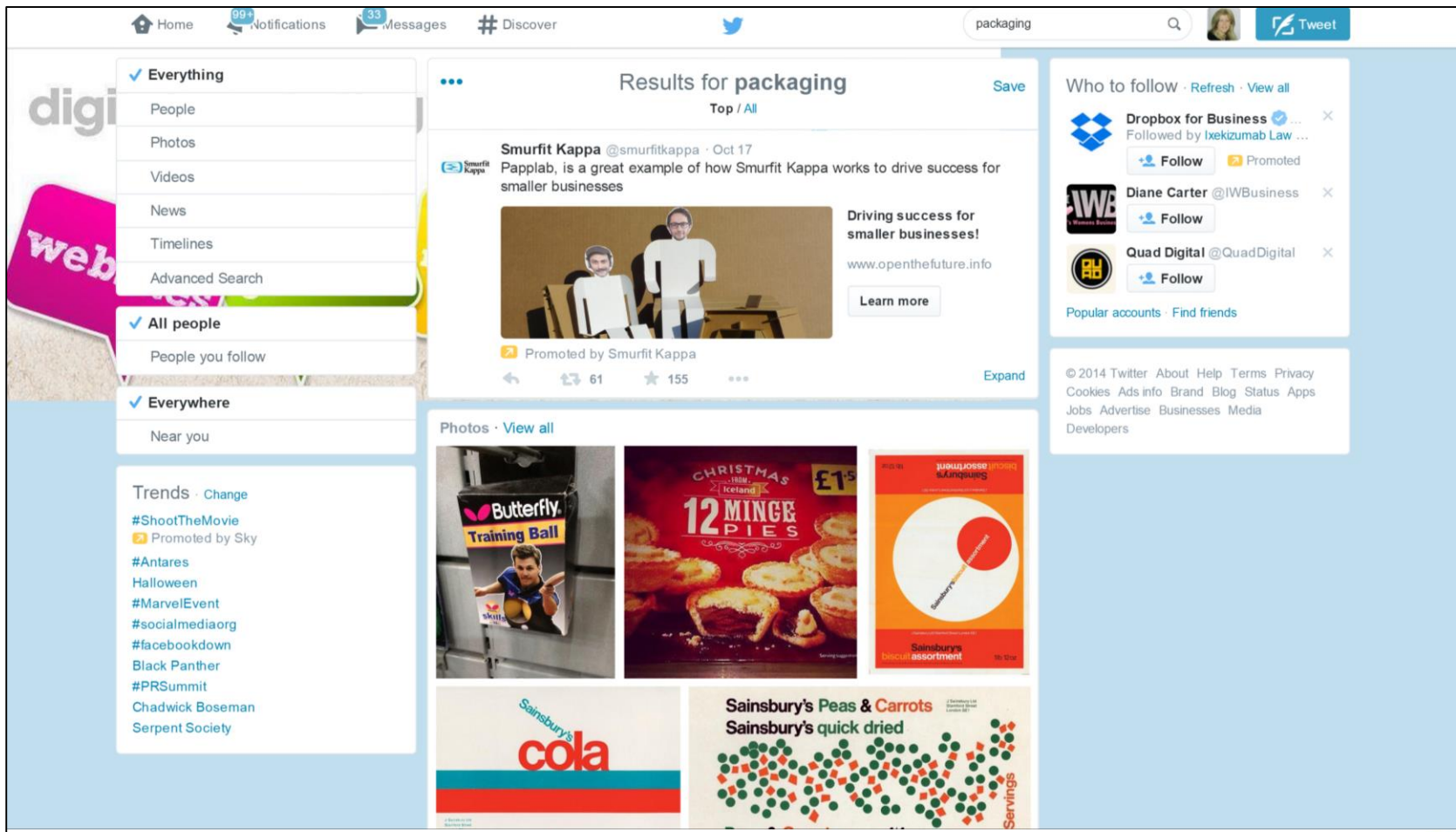
The bio section reads: "Anicca Digital @aniccadigital FOLLOWS YOU. Anicca is a PureDigital agency, based in Leicester, offering specialist and technically advanced digital marketing services." It also lists the location as Leicester, UK, the website as anicca.co.uk, and the join date as August 2009. There are "Tweet to" and "Message" buttons below the bio.

The tweet feed shows three tweets:

- Tweet 1: "FAQ's About Penguin 3.0 Algorithm Update goo.gl/fb/0vMGIX" (posted 13h ago)
- Tweet 2: "How I did on Twitter this week: 2 Mentions, 750 Mention Reach, 1 Retweets. How'd your week go? via small.com/myweek" (posted Oct 24)
- Tweet 3: "Maximising sales over the Christmas and the Holiday season – download our 38 page guide goo.gl/fb/cPKzJn" (posted Oct 23)

On the right side, there is a "Who to follow" section with three suggestions: Jocelyn Olgea (@PearlOnV...), Seven24Like (@localturkey), and i-Magazine (@ZSCoban). Below that is a "Trends" section with several trending hashtags like #ShootTheMovie, #Antares, #Halloween, #MarvelEvent, #socialmediaorg, #facebookdown, and Black Panther.

Use search to look for subjects or people



The screenshot shows a Twitter search interface for the term "packaging". The search results are filtered to "All" and "Everywhere". The top result is a tweet from Smurfit Kappa (@smurfitkappa) dated Oct 17, featuring a video titled "Driving success for smaller businesses!". Below the tweet is a grid of six promotional images for Sainsbury's products: Butterfly Training Ball, Christmas Mince Pies, Sainsbury's biscuit assortment, Sainsbury's cola, Sainsbury's Peas & Carrots, and Sainsbury's quick dried. The right sidebar shows a "Who to follow" section with accounts like Dropbox for Business, Diane Carter, and Quad Digital. The bottom of the page includes a copyright notice for Twitter and various links for help and privacy.

Use Hootsuite or Tweetdeck to manage your Tweets/posts

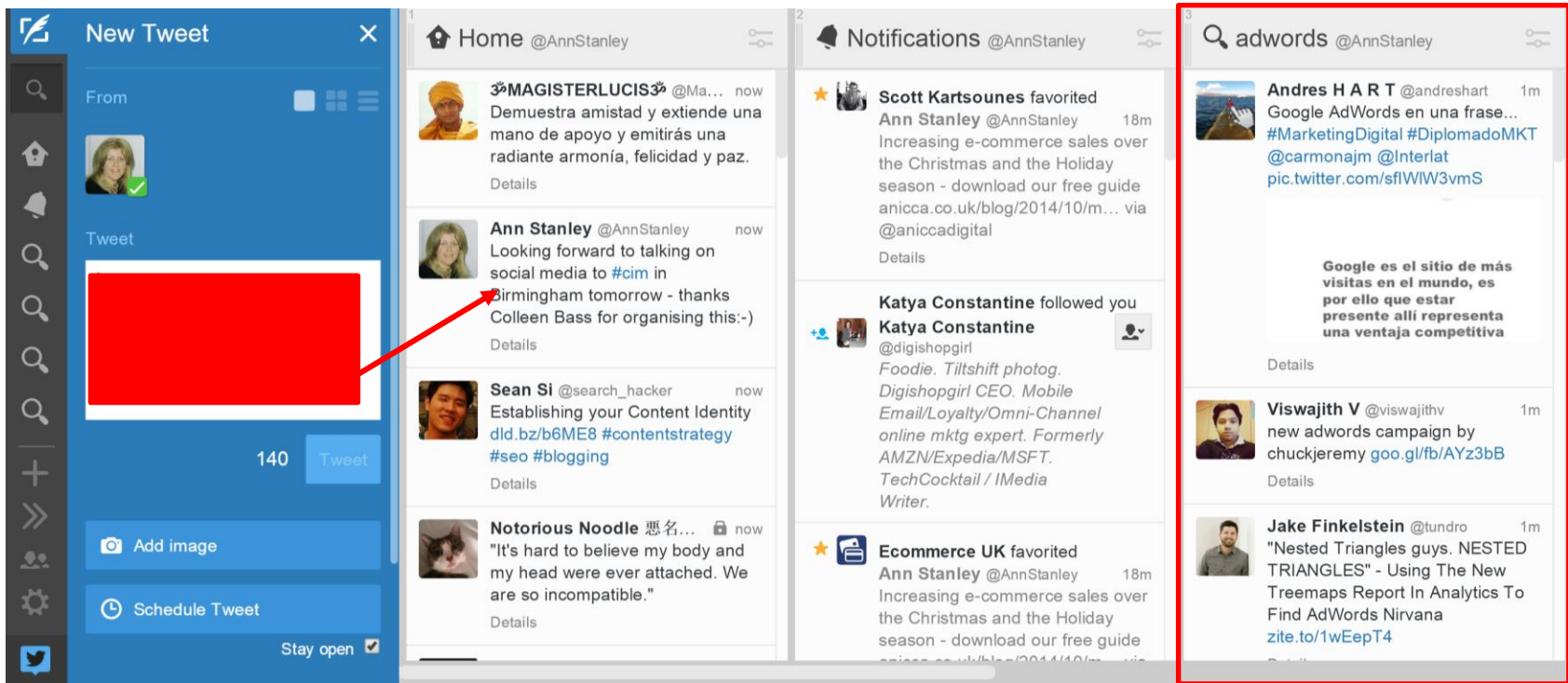


Social media management for any organization

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

Set-up and create panels to follow subjects @AnnStanley

follow subjects



The image displays a screenshot of the Twitter mobile application interface, divided into four panels:

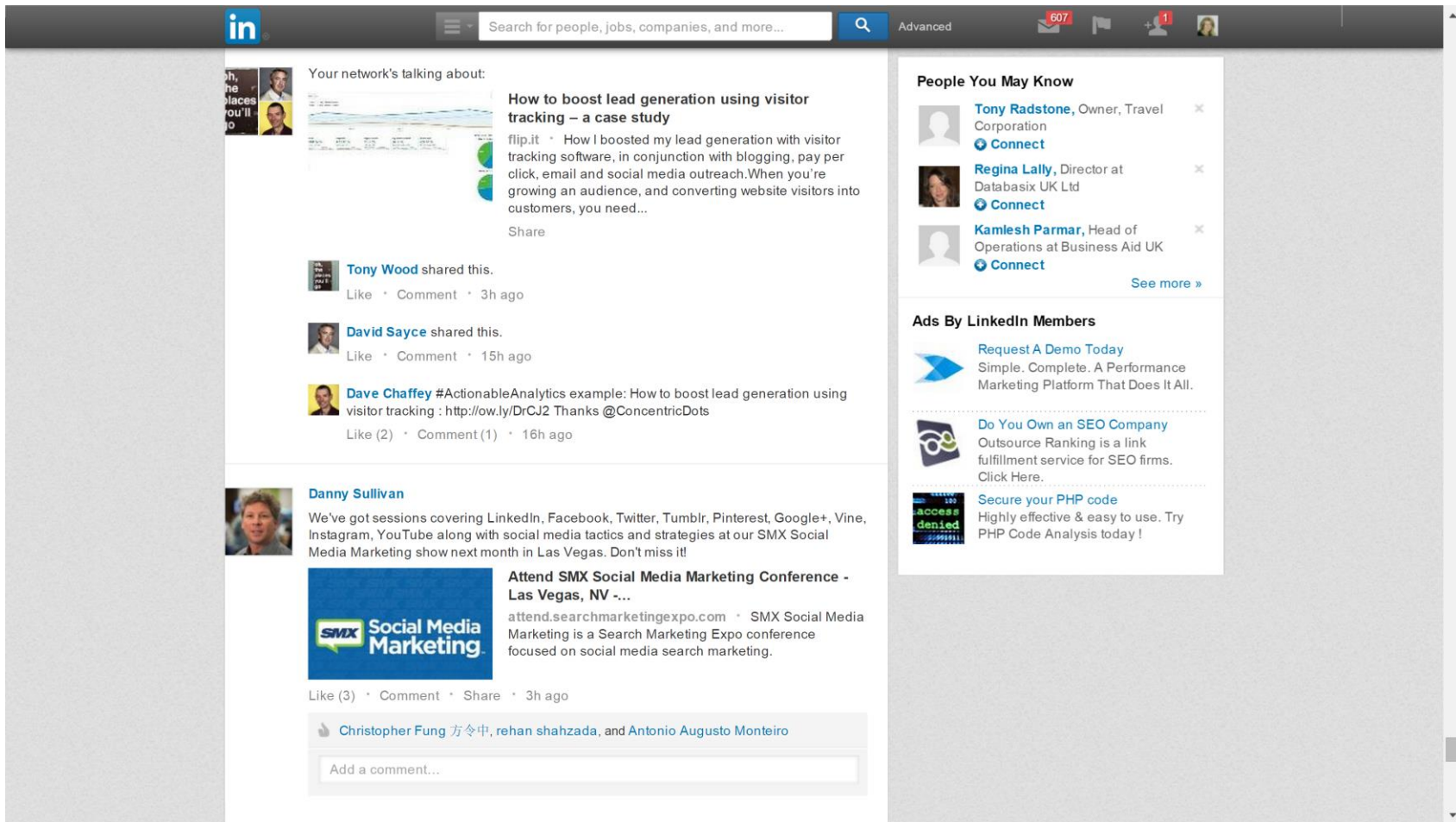
- Panel 1 (New Tweet):** Shows the 'New Tweet' screen with a red box covering the text input area. A red arrow points from this box to the tweet by Ann Stanley in the Home panel.
- Panel 2 (Home @AnnStanley):** Displays a list of tweets from the user's home feed. The top tweet is by Ann Stanley (@AnnStanley) with the text: "Looking forward to talking on social media to #cim in Birmingham tomorrow - thanks Colleen Bass for organising this:-)".
- Panel 3 (Notifications @AnnStanley):** Shows a list of notifications, including "Scott Kartsounes favorited Ann Stanley @AnnStanley" and "Katya Constantine followed you @digishopgirl".
- Panel 4 (adwords @AnnStanley):** This panel is highlighted with a red border and contains tweets related to Google AdWords. The top tweet is by Andres HART (@andreshart) with the text: "Google AdWords en una frase... #MarketingDigital #DiplomadoMKT @carmonajm @Interlat pic.twitter.com/sf1WW3vmS". Below it is a tweet by Viswajith V (@viswajithv) and another by Jake Finkelstein (@tundro).

Retweet your blog



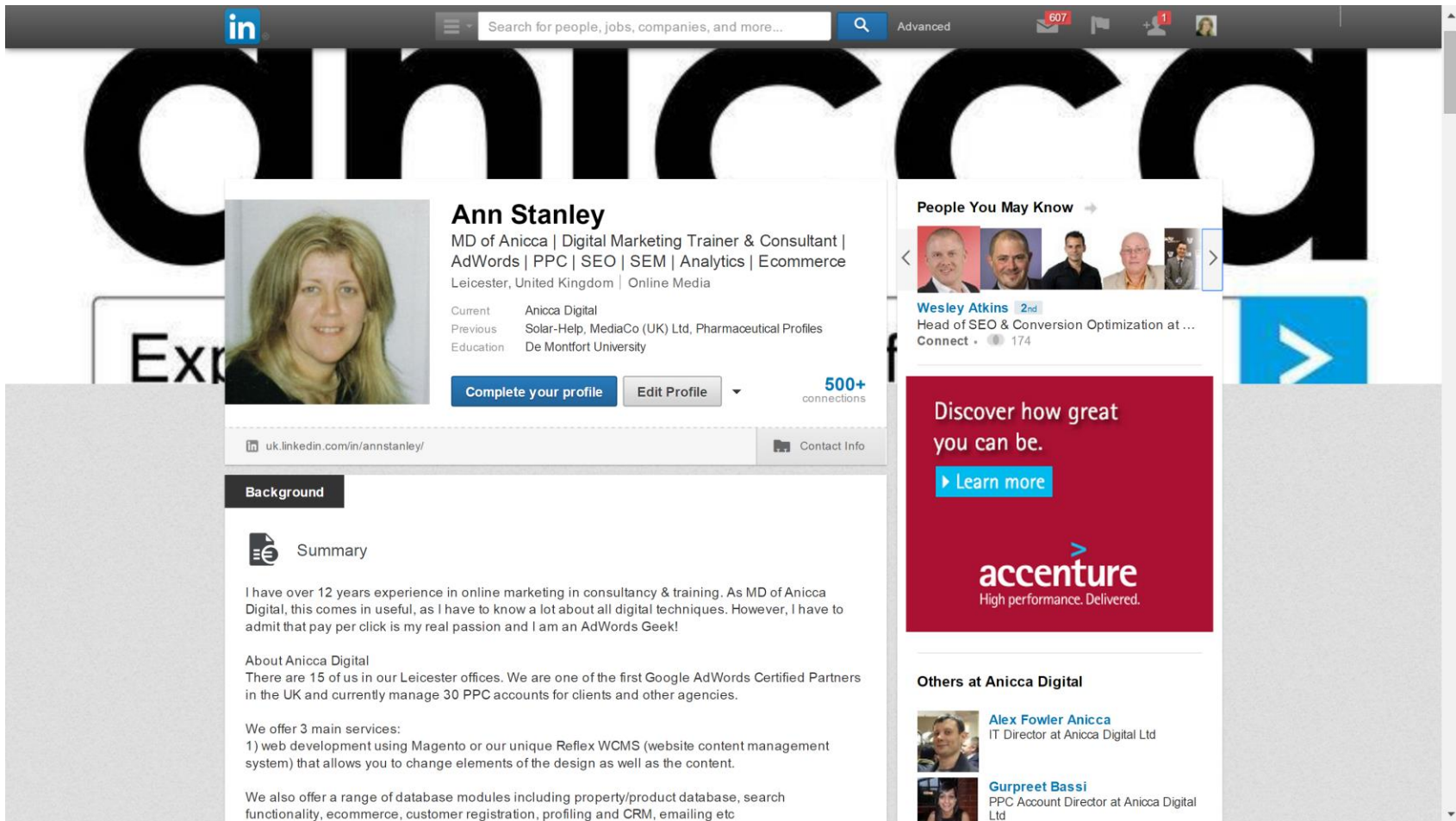
LinkedIn

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 with the text "Search for people, jobs, companies, and more..." and a search icon. To the right of the search bar, there are notification icons for messages (607), a flag, and a profile picture with a notification (1). Below the search bar, the main content area is divided into two columns. The left column is titled "Your network's talking about:" and contains several posts. The first post is a link post titled "How to boost lead generation using visitor tracking – a case study" from flip.it, with a description: "How I boosted my lead generation with visitor tracking software, in conjunction with blogging, pay per click, email and social media outreach. When you're growing an audience, and converting website visitors into customers, you need...". It has a "Share" button below it. Below this are three posts from Tony Wood, David Sayce, and Dave Chaffey, all sharing the same link post. The second post is from Danny Sullivan, with the text: "We've got sessions covering LinkedIn, Facebook, Twitter, Tumblr, Pinterest, Google+, Vine, Instagram, YouTube along with social media tactics and strategies at our SMX Social Media Marketing show next month in Las Vegas. Don't miss it!". Below this is a promotional post for the "SMX Social Media Marketing Conference - Las Vegas, NV -..." with a logo and the text: "attend.searchmarketingexpo.com · SMX Social Media Marketing is a Search Marketing Expo conference focused on social media search marketing." The right column is titled "People You May Know" and lists three people: Tony Radstone, Regina Lally, and Kamlesh Parmar, each with a "Connect" button. Below this is a section titled "Ads By LinkedIn Members" with three ads: "Request A Demo Today", "Do You Own an SEO Company", and "Secure your PHP code". At the bottom of the feed, there is a comment section for the SMX Social Media Marketing Conference post, showing a comment by Christopher Fung, rehan shahzada, and Antonio Augusto Monteiro, and a text input field for adding a comment.

LinkedIn Personal profile



The screenshot shows a LinkedIn profile for Ann Stanley. The profile includes a profile picture, a header with her name and title, and a summary section. The background of the profile page features a large 'anicca' logo. The profile is set against a background image of a storefront with the 'anicca' logo and a sign that says 'Exp'.

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-Help, MediaCo (UK) Ltd, Pharmaceutical Profiles
Education: De Montfort University

[Complete your profile](#) [Edit Profile](#) 500+ connections

uk.linkedin.com/in/annstanley/ [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 WCMS (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](#)

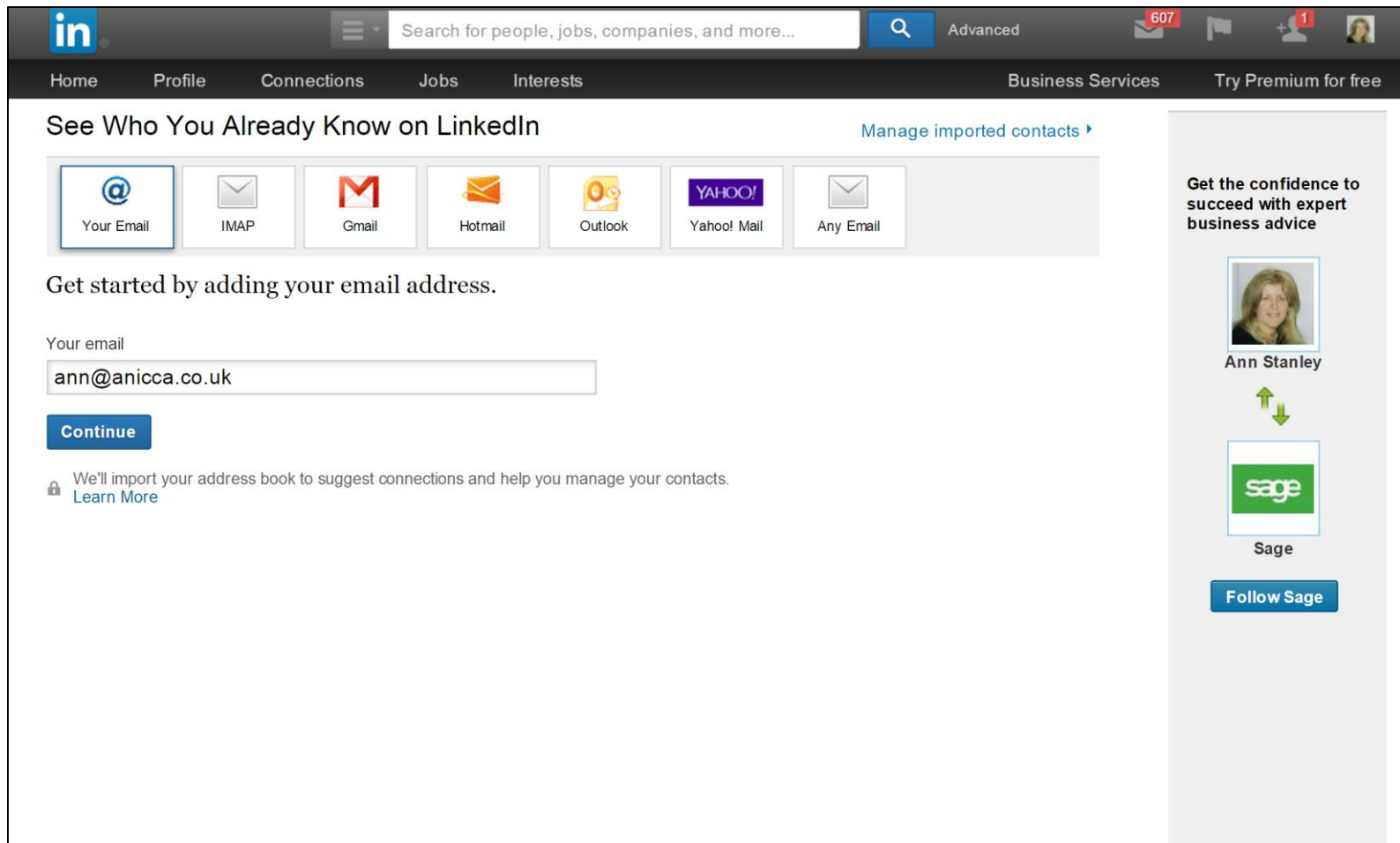
accenture
High performance. Delivered.

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 connecting via email. At the top, there's a search bar and navigation tabs like 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 is a row of email provider icons: Your Email, IMAP, Gmail, Hotmail, Outlook, Yahoo! Mail, and Any Email. A text prompt says "Get started by adding your email address." followed by a form field containing "ann@anicca.co.uk" and a "Continue" button. A small note mentions importing address books. On the right sidebar, there's a profile for Ann Stanley and a Sage company card with a "Follow Sage" button.









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.

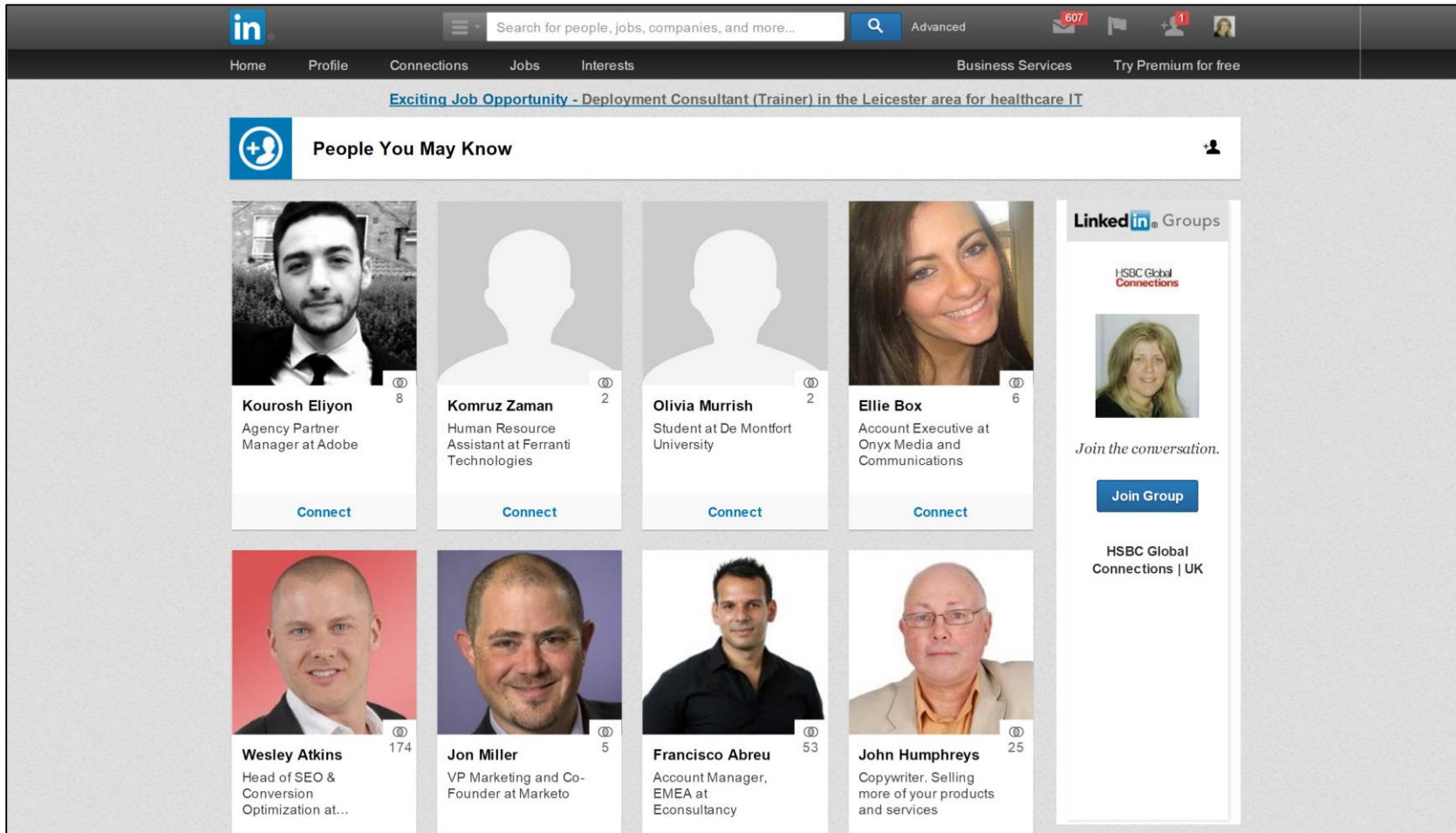
Select All 606 Selected

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

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

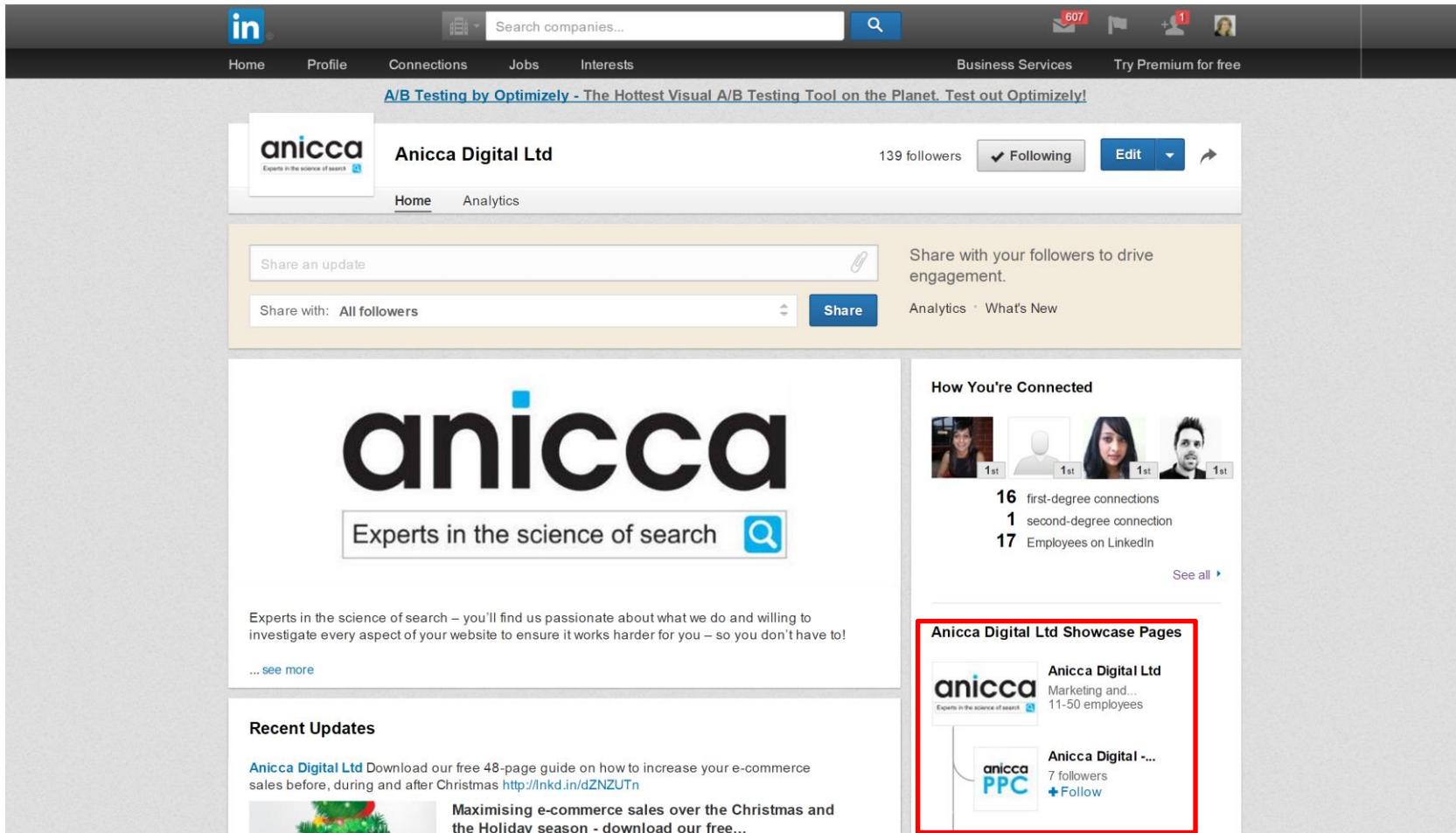
LinkedIn Corporation © 2014 | Commercial use of this site without express authorization is prohibited.

Or people you might know?



The screenshot shows the LinkedIn interface with a search bar at the top containing the text "Search for people, jobs, companies, and more...". Below the search bar are navigation tabs for Home, Profile, Connections, Jobs, and Interests. A notification banner at the top right indicates "607" and "1". The main content area features a job opportunity link: "Exciting Job Opportunity - Deployment Consultant (Trainer) in the Leicester area for healthcare IT". Below this is a section titled "People You May Know" with a plus icon and a user profile icon. The section displays eight profile cards in a 2x4 grid. Each card includes a profile picture, name, current role, and a "Connect" button. The profiles are: Kourosh Eliyon (Agency Partner Manager at Adobe, 8 connections), Komruz Zaman (Human Resource Assistant at Ferranti Technologies, 2 connections), Olivia Murrish (Student at De Montfort University, 2 connections), Ellie Box (Account Executive at Onyx Media and Communications, 6 connections), Wesley Atkins (Head of SEO & Conversion Optimization at..., 174 connections), Jon Miller (VP Marketing and Co-Founder at Marketo, 5 connections), Francisco Abreu (Account Manager, EMEA at Econsultancy, 53 connections), and John Humphreys (Copywriter, Selling more of your products and services, 25 connections). To the right of the profile cards is a "LinkedIn Groups" section for "HSBC Global Connections" with a "Join Group" button and the text "Join the conversation." and "HSBC Global Connections | UK".

LinkedIn company page



The screenshot shows the LinkedIn company page for Anicca Digital Ltd. The page header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Connections, Jobs, and Interests. The company name is Anicca Digital Ltd, with 139 followers and a 'Following' status. The main content area features the Anicca logo and tagline 'Experts in the science of search'. Below this is a section for 'How You're Connected' showing 16 first-degree connections, 1 second-degree connection, and 17 employees on LinkedIn. A red box highlights the 'Anicca Digital Ltd Showcase Pages' section, which includes a link to the company's website and a link to follow the company. The 'Recent Updates' section shows a post from Anicca Digital Ltd about a free 48-page guide on increasing e-commerce sales.

anicca
Experts in the science of search

Anicca Digital Ltd
139 followers
Following

Share an update
Share with: All followers
Share

Share with your followers to drive engagement.
Analytics · What's New

anicca
Experts in the science of search

Experts in the science of search – you'll find us passionate about what we do and willing to investigate every aspect of your website to ensure it works harder for you – so you don't have to!
... see more

Recent Updates

Anicca Digital Ltd Download our free 48-page guide on how to increase your e-commerce sales before, during and after Christmas <http://lnkd.in/dZNZUTn>

Maximising e-commerce sales over the Christmas and the Holiday season - download our free...

How You're Connected

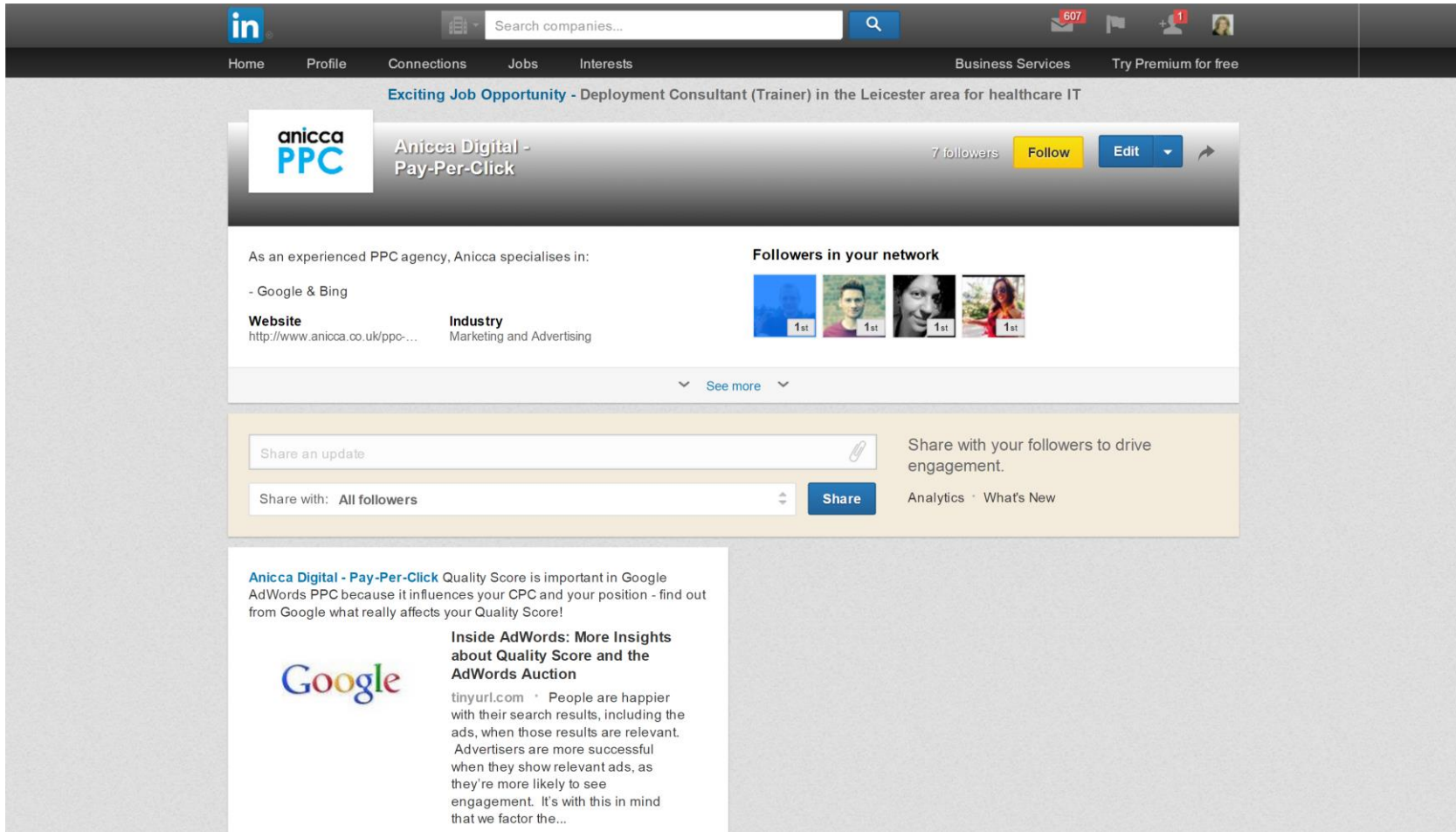
- 16 first-degree connections
- 1 second-degree connection
- 17 Employees on LinkedIn

See all

Anicca Digital Ltd Showcase Pages

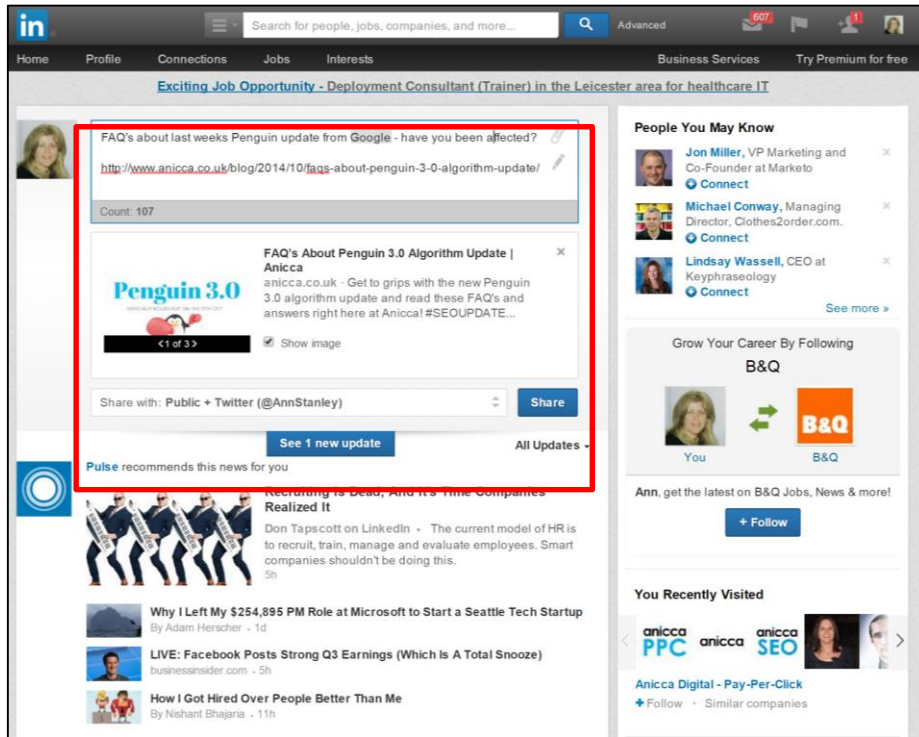
- anicca** Anicca Digital Ltd
Marketing and...
11-50 employees
- anicca PPC** Anicca Digital ...
7 followers
Follow

LinkedIn Company showcase (product/service) page

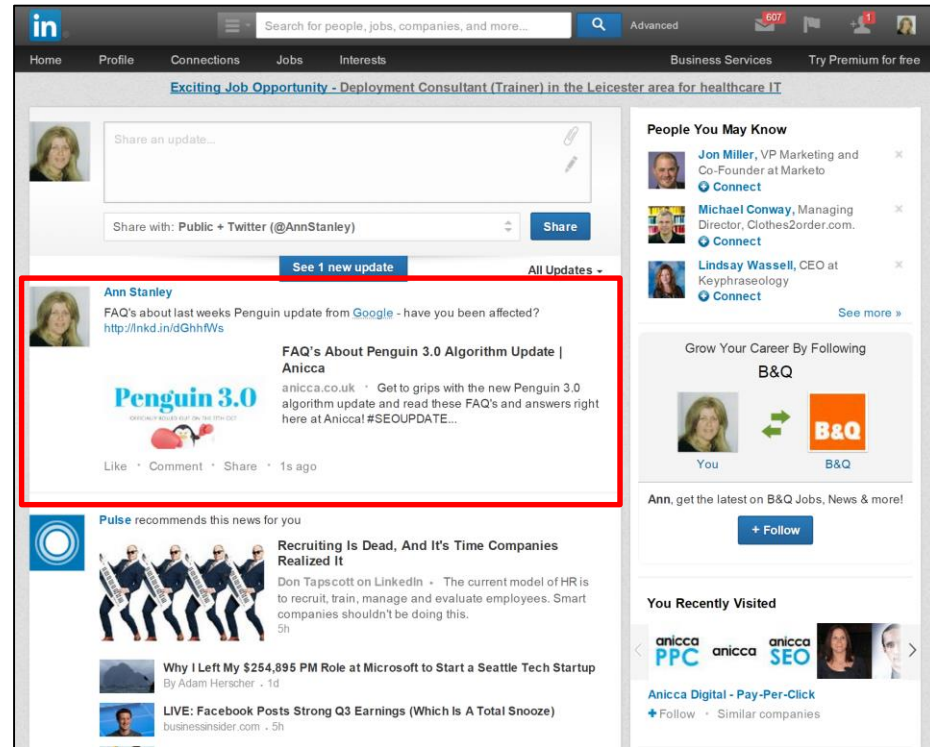


The screenshot shows the LinkedIn profile for 'Anicca Digital - Pay-Per-Click'. The header includes the LinkedIn logo, a search bar, and navigation links like Home, Profile, Connections, Jobs, and Interests. A banner at the top features the company logo and name, along with a 'Follow' button and '7 followers'. Below the banner, the company's specialization is listed as 'Google & Bing'. A 'Website' link is provided as 'http://www.anicca.co.uk/ppc...'. The 'Industry' is 'Marketing and Advertising'. A 'Followers in your network' section shows four profile pictures, each with a '1st' rank. A sharing section allows users to 'Share an update' and 'Share with your followers to drive engagement'. A featured post from 'Anicca Digital - Pay-Per-Click' discusses the importance of Quality Score in Google AdWords PPC, accompanied by the Google logo and a link to 'Inside AdWords: More Insights about Quality Score and the AdWords Auction'.

Posting a story or link to content



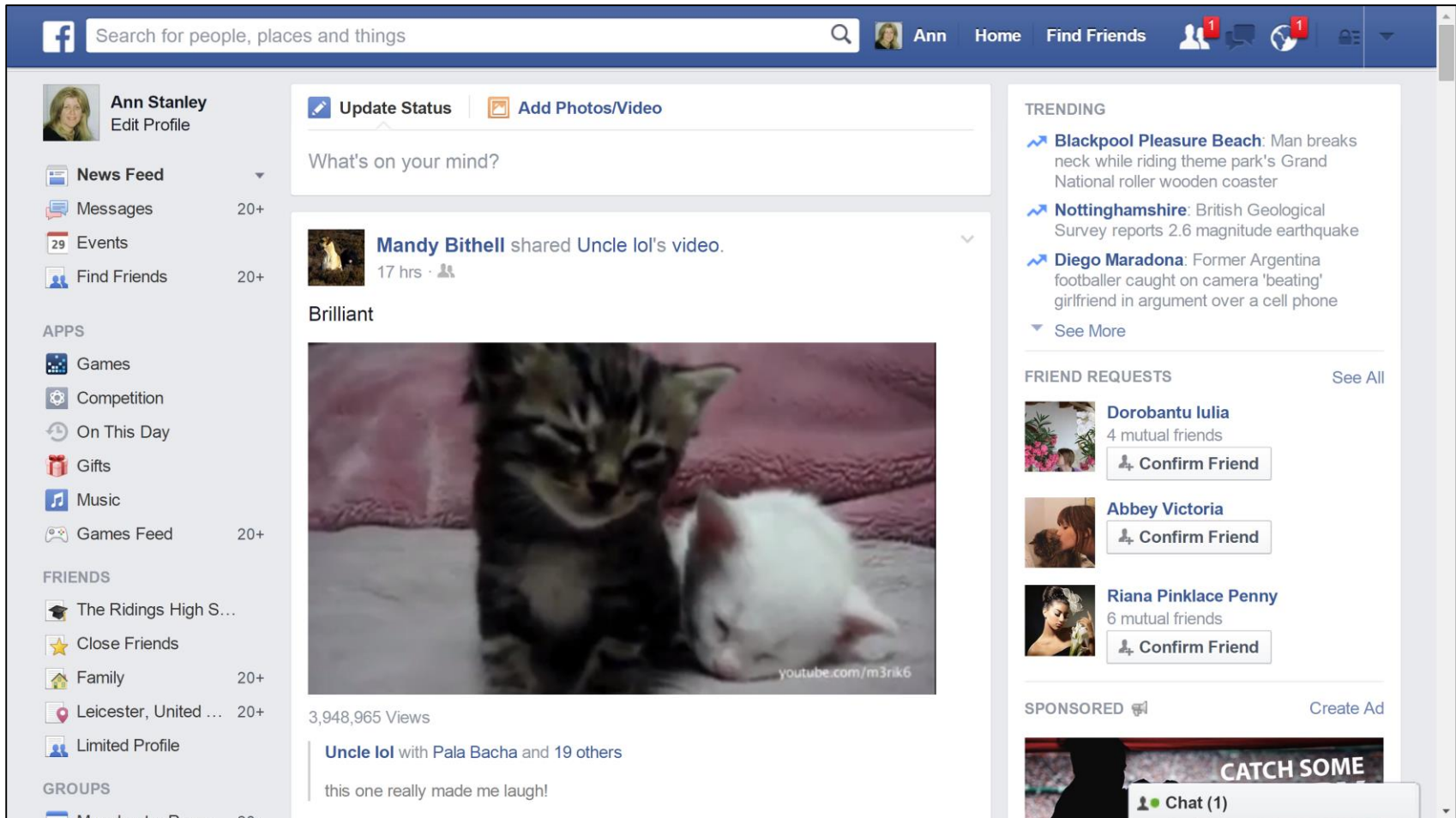
This screenshot shows a LinkedIn profile page with a post in the process of being composed. The post text is: "FAQ's about last weeks Penguin update from Google - have you been affected?" followed by a URL: "http://www.anicca.co.uk/blog/2014/10/faqs-about-penguin-3-0-algorithm-update/". The post has a count of 107. Below the text is a "Penguin 3.0" image with a "Show image" checkbox. The share settings are set to "Public + Twitter (@AnnStanley)". A red box highlights the entire post composition area.



This screenshot shows the same LinkedIn profile page, but the post has been published. The post text is: "Ann Stanley FAQ's about last weeks Penguin update from Google - have you been affected?" followed by the URL "http://lnkd.in/dGhhfWs". Below the text is the "Penguin 3.0" image. The post has 1 like and was shared 1s ago. A red box highlights the published post area.

Facebook

Personal page

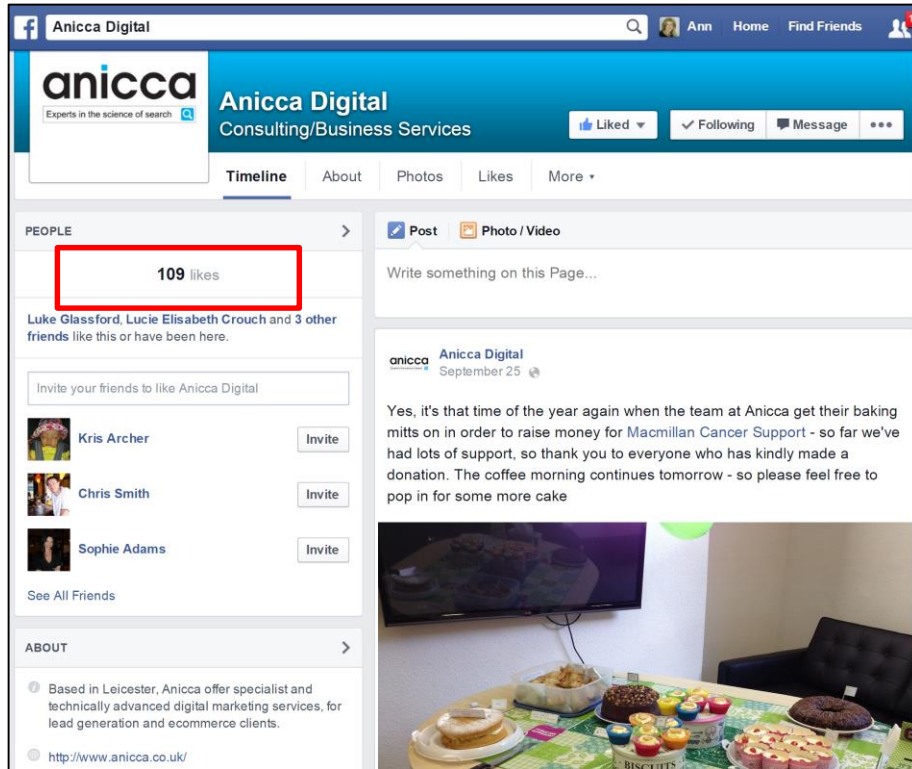


The screenshot shows a Facebook profile for Ann Stanley. The top navigation bar includes a search bar, the user's name 'Ann', and links for 'Home', 'Find Friends', and notification icons. The left sidebar contains navigation options: News Feed, Messages (20+), Events (29), Find Friends (20+), APPS (Games, Competition, On This Day, Gifts, Music, Games Feed (20+)), FRIENDS (The Ridings High S..., Close Friends, Family (20+), Leicester, United ... (20+), Limited Profile), and GROUPS (Manchester Prep ... (20+)).

The main content area features an 'Update Status' and 'Add Photos/Video' section with the prompt 'What's on your mind?'. Below this is a post by Mandy Bithell, shared 17 hours ago, titled 'Brilliant'. The post includes a video of two kittens (one black and white, one white) and has 3,948,965 views. The video is from 'youtube.com/m3rik6'. The post is shared by 'Uncle lol' with Pala Bacha and 19 others, with the caption 'this one really made me laugh!'. A 'Chat (1)' notification is visible at the bottom right.

The right sidebar contains a 'TRENDING' section with three items: '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', and 'Diego Maradona: Former Argentina footballer caught on camera 'beating' girlfriend in argument over a cell phone'. Below this is a 'FRIEND REQUESTS' section with three requests: Dorobantu Iulia (4 mutual friends), Abbey Victoria, and Riana Pinklace Penny (6 mutual friends). A 'SPONSORED' section is partially visible at the bottom with the text 'CATCH SOME'.

Business Page



Anicca Digital
Experts in the science of search
Consulting/Business Services

109 likes

Luke Glassford, Lucie Elisabeth Crouch and 3 other friends like this or have been here.

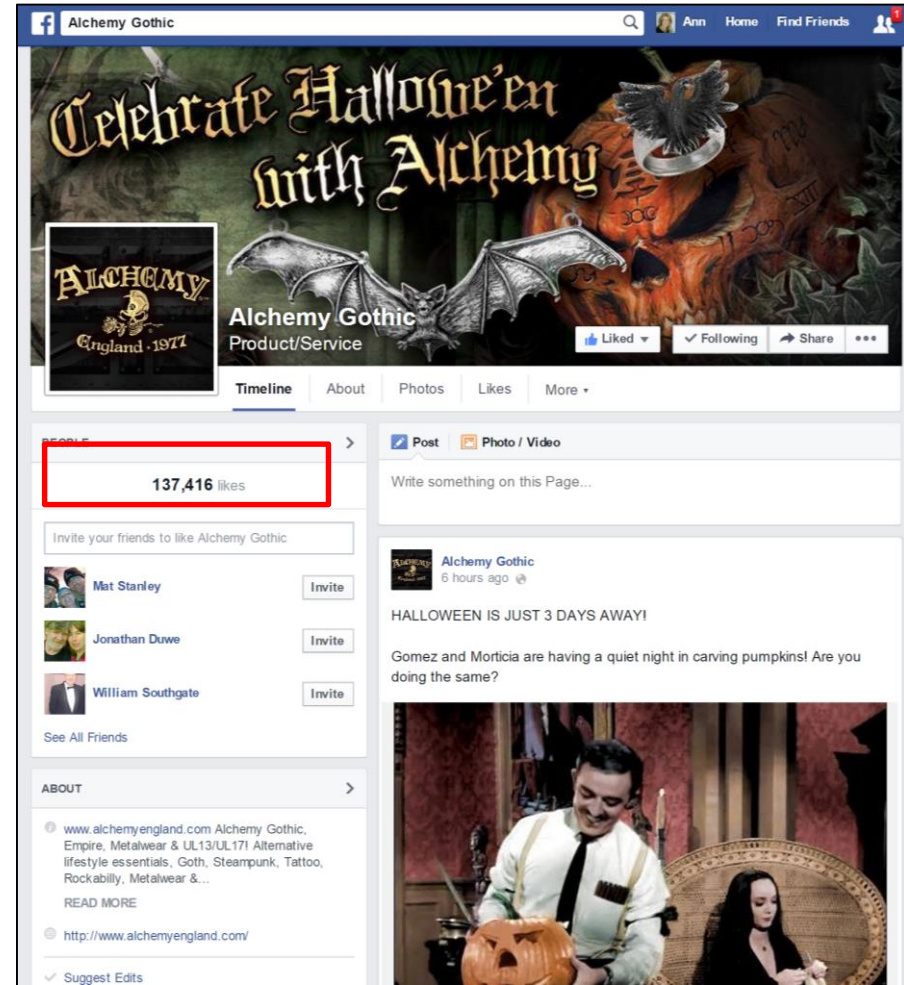
Invite your friends to like Anicca Digital

Kris Archer Invite
Chris Smith Invite
Sophie Adams Invite

See All Friends

Based in Leicester, Anicca offer specialist and technically advanced digital marketing services, for lead generation and ecommerce clients.

<http://www.anicca.co.uk/>



Alchemy Gothic
Product/Service

137,416 likes

Invite your friends to like Alchemy Gothic

Mat Stanley Invite
Jonathan Duwe Invite
William Southgate Invite

See All Friends

www.alchemyengland.com Alchemy Gothic, Empire, Metalwear & UL13/UL171 Alternative lifestyle essentials, Goth, Steampunk, Tattoo, Rockabilly, Metalwear &...

READ MORE

<http://www.alchemyengland.com/>

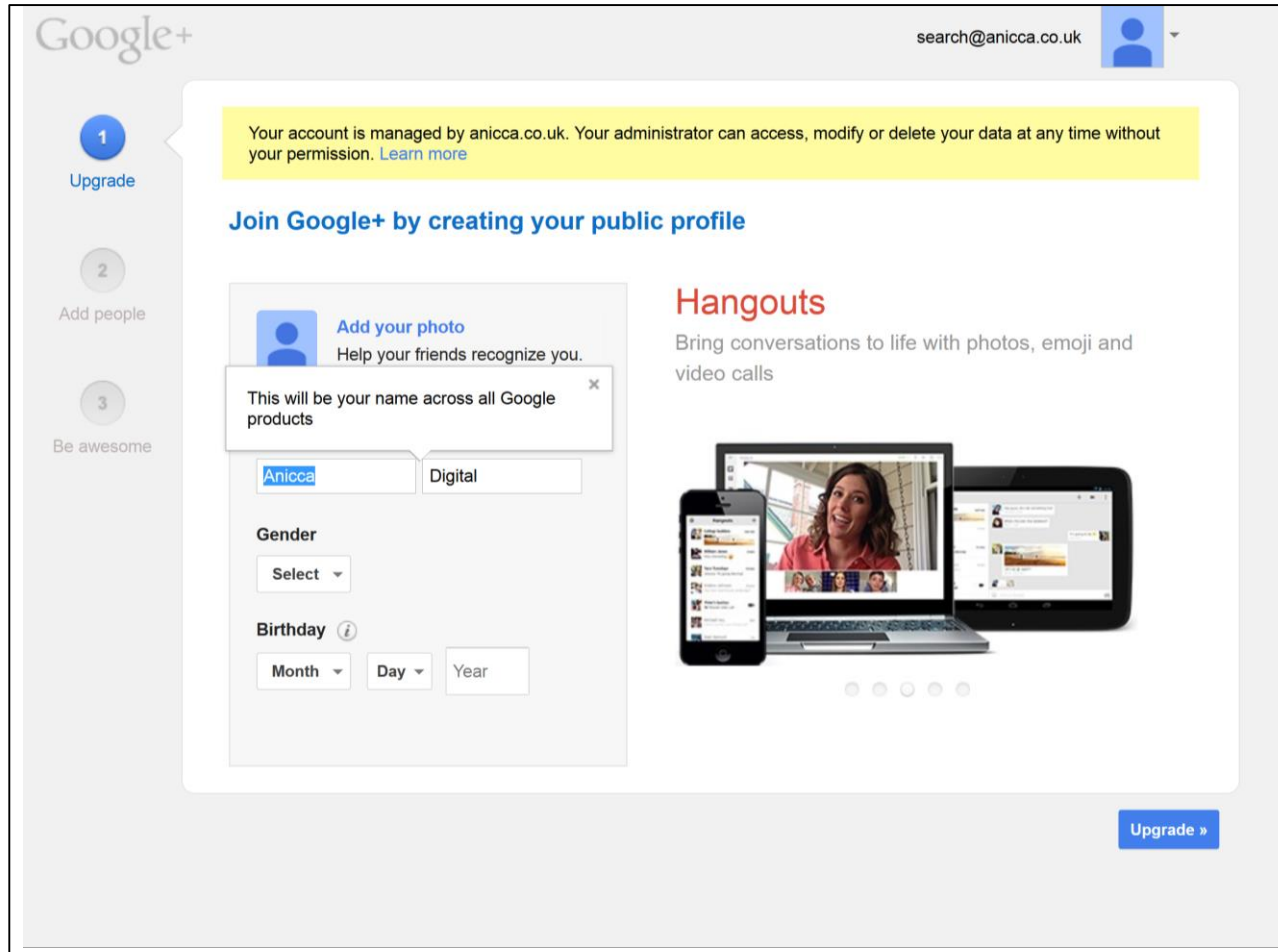
Suggest Edits

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



Google+

search@anicca.co.uk

1 Upgrade

2 Add people

3 Be awesome

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](#)

Join Google+ by creating your public profile

Add your photo
Help your friends recognize you.

This will be your name across all Google products

Anicca Digital

Gender
Select

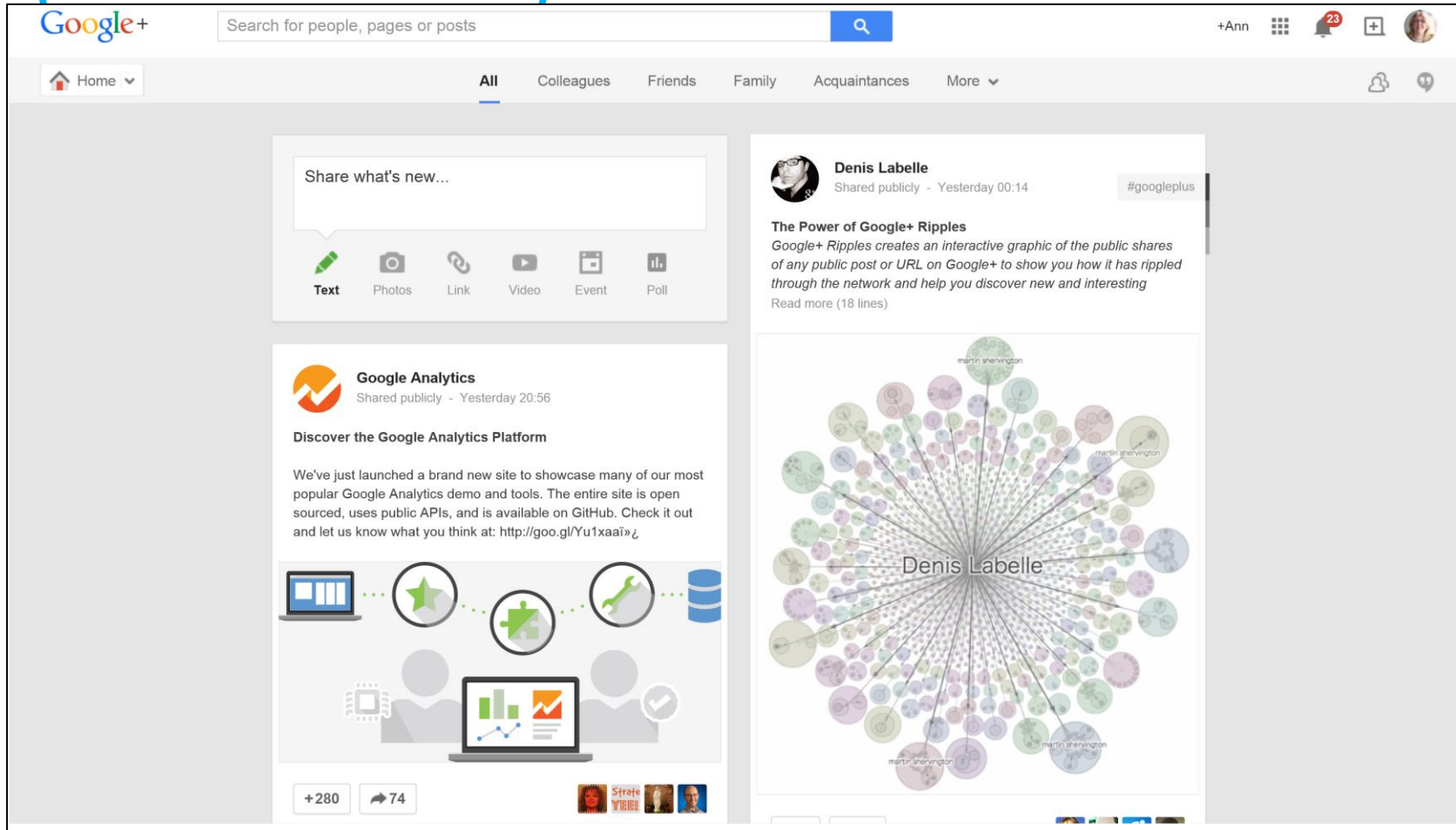
Birthday ⓘ
Month Day Year

Hangouts

Bring conversations to life with photos, emoji and video calls

Upgrade »

Google+ Dashboard (news feed)



The screenshot shows a Google+ news feed dashboard. At the top, there is a search bar with the text "Search for people, pages or posts" and a search icon. To the right of the search bar, there are navigation icons for "Home", "All", "Colleagues", "Friends", "Family", "Acquaintances", and "More". The main content area is divided into two columns. The left column features a "Share what's new..." section with icons for Text, Photos, Link, Video, Event, and Poll. Below this is a post from Google Analytics, titled "Discover the Google Analytics Platform", which includes a link to a demo site. The right column features a post from Denis Labelle, titled "The Power of Google+ Ripples", which includes a link to a graphic showing the ripple effect of a public post on Google+.

Google+ Search for people, pages or posts +Ann 23

Home All Colleagues Friends Family Acquaintances More

Share what's new...

Text Photos Link Video Event Poll

Google Analytics
Shared publicly - Yesterday 20:56

Discover the Google Analytics Platform

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/Yu1xaa>

+280 74

Denis Labelle
Shared publicly - Yesterday 00:14 #googleplus

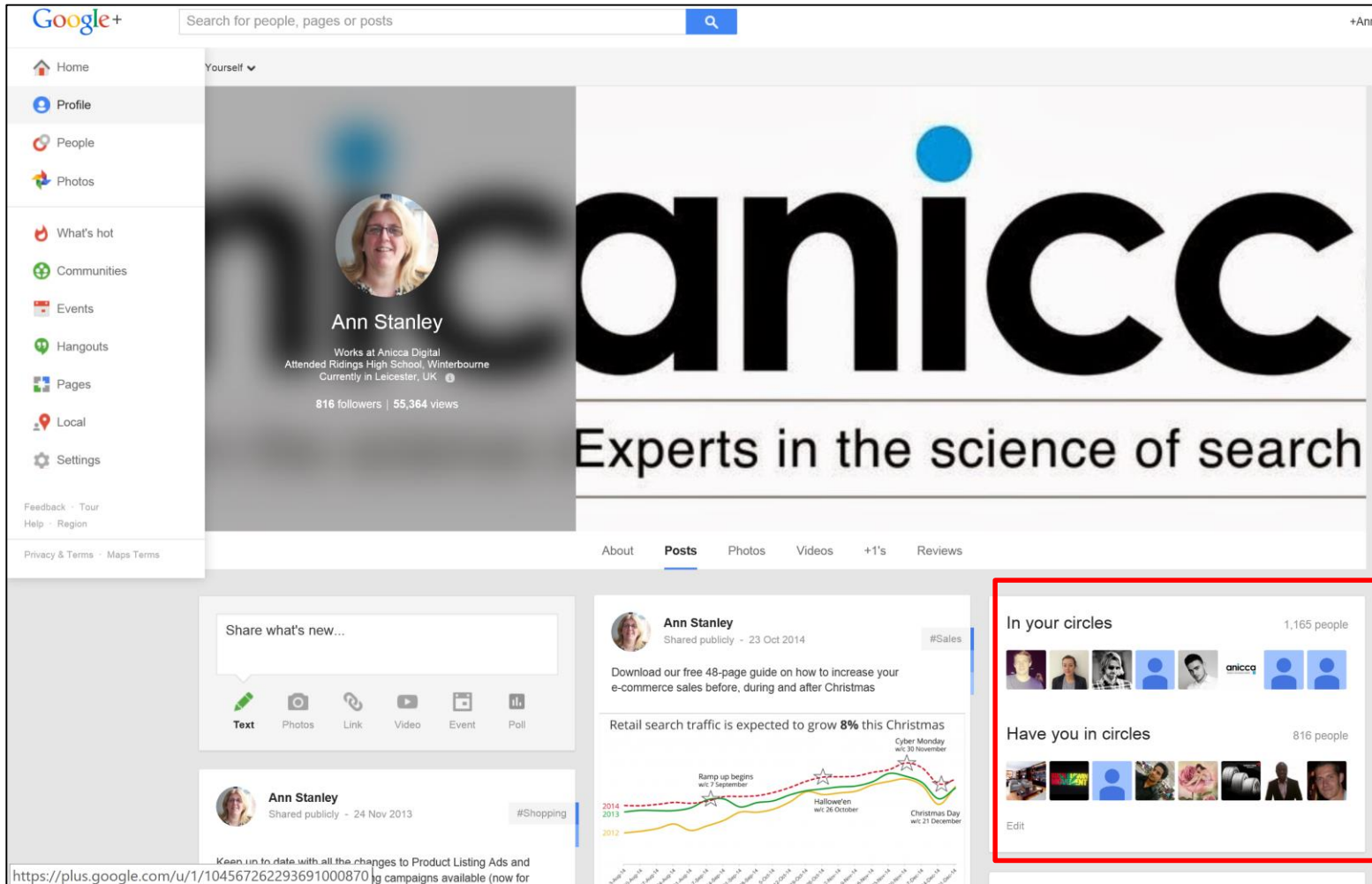
The Power of Google+ Ripples

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

Read more (18 lines)

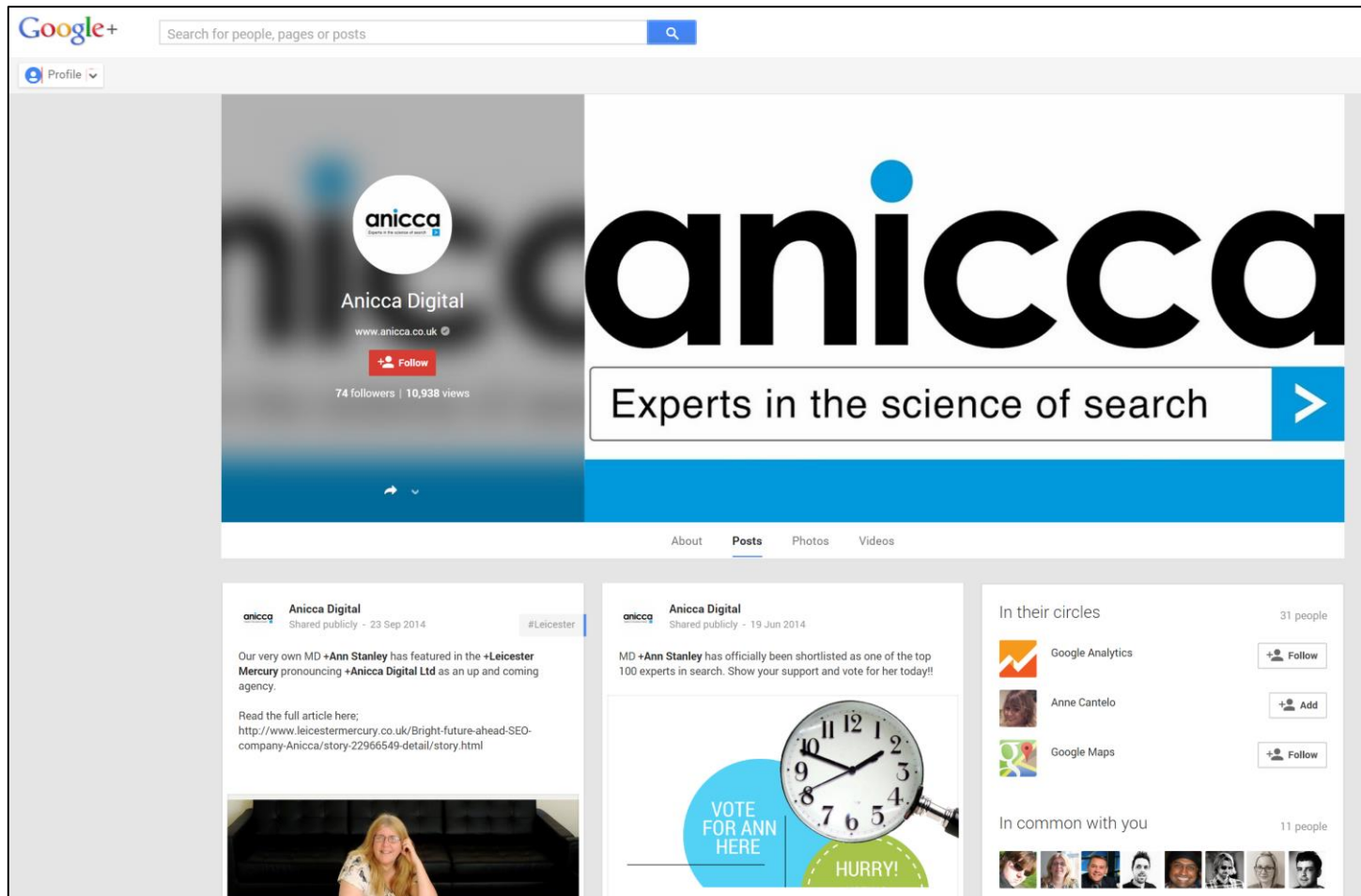
Denis Labelle

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 profile area features a circular profile picture of Ann Stanley, her name, and her current location: "Works at Anicca Digital, Attended Ridings High School, Winterbourne, Currently in Leicester, UK". It also shows "816 followers | 55,364 views". The header of the profile page displays the "anicca" logo and the tagline "Experts in the science of search". Below the header are tabs for "About", "Posts", "Photos", "Videos", "+1's", and "Reviews". The "Posts" tab is active, showing a post from Ann Stanley dated 23 Oct 2014. The post content includes a link to a free 48-page guide on increasing e-commerce sales and a line graph titled "Retail search traffic is expected to grow 8% this Christmas". The graph compares data for 2013 and 2014, with key events marked: "Ramp up begins w/c 2 September", "Halloween w/c 26 October", and "Cyber Monday w/c 30 November". A red box highlights the "In your circles" and "Have you in circles" sections on the right side of the page, which show lists of people and the "anicca" page.

Company page (Google My Business)



The screenshot shows the Google+ profile for Anicca Digital. The header features the Google+ logo, a search bar, and a profile dropdown menu. The main profile area includes the Anicca logo, the name "Anicca Digital", the website "www.anicca.co.uk", a "Follow" button, and statistics: "74 followers | 10,938 views". A large banner image displays the word "anicca" in a bold, black, lowercase font, with a blue dot above the 'i'. Below the banner is a blue bar with the text "Experts in the science of search" and a right-pointing arrow. Navigation tabs for "About", "Posts", "Photos", and "Videos" are visible. The "Posts" section shows two recent posts. The first post, dated 23 Sep 2014, mentions MD +Ann Stanley being featured in the +Leicester Mercury. The second post, dated 19 Jun 2014, announces that MD +Ann Stanley has been shortlisted as one of the top 100 experts in search. To the right, the "In their circles" section lists Google Analytics, Anne Cantelo, and Google Maps. The "In common with you" section shows 11 profile pictures.

Google+ - when you search

AdWords Agency Blog

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 ▼

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

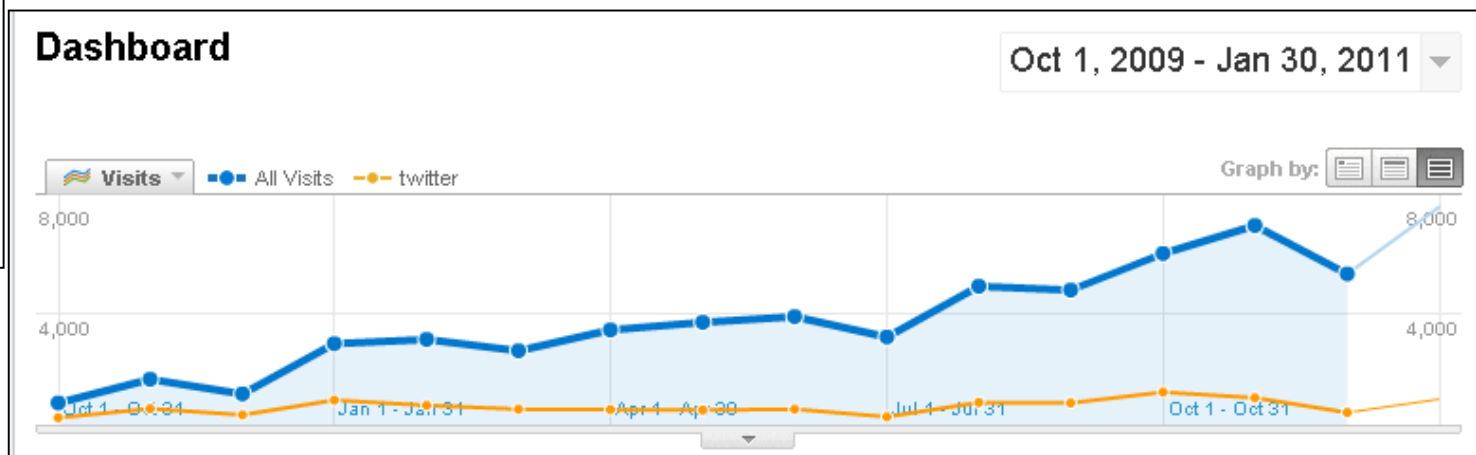
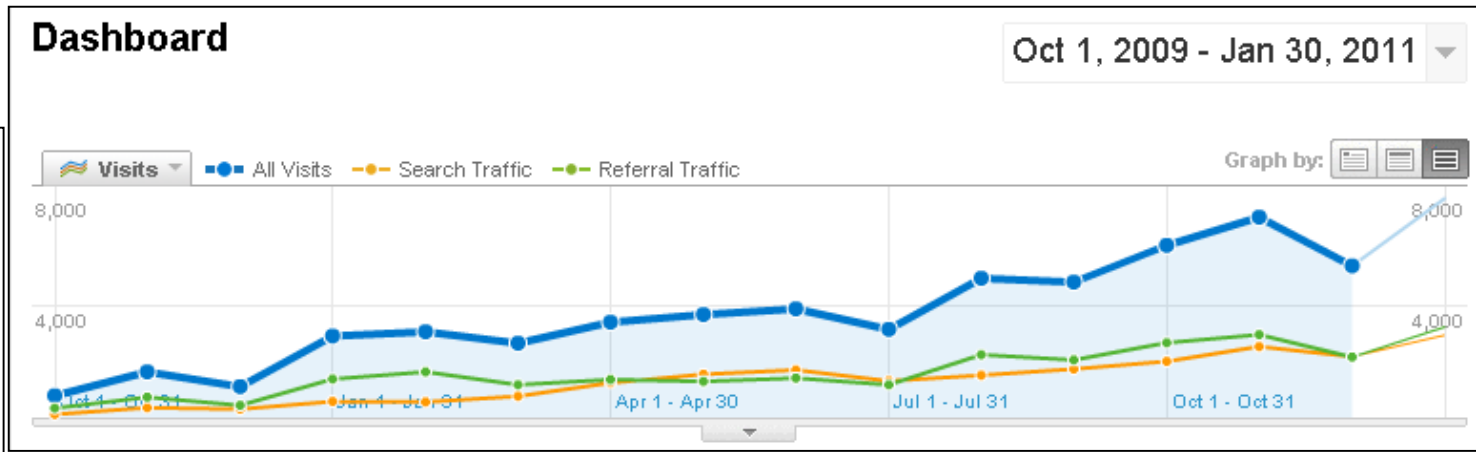
* Note - these are examples of some of the most popular tools

Analytics - Visits from referrals, search and Twitter

































All Visits : **62,994 Visits**
 Search Traffic : **21,542**
 Referral Traffic : **26,460**
 twitter : **10,410**

All Visits : **506,930 Pageviews**
 Search Traffic : **177,033**
 Referral Traffic : **185,497**
 twitter : **71,494**

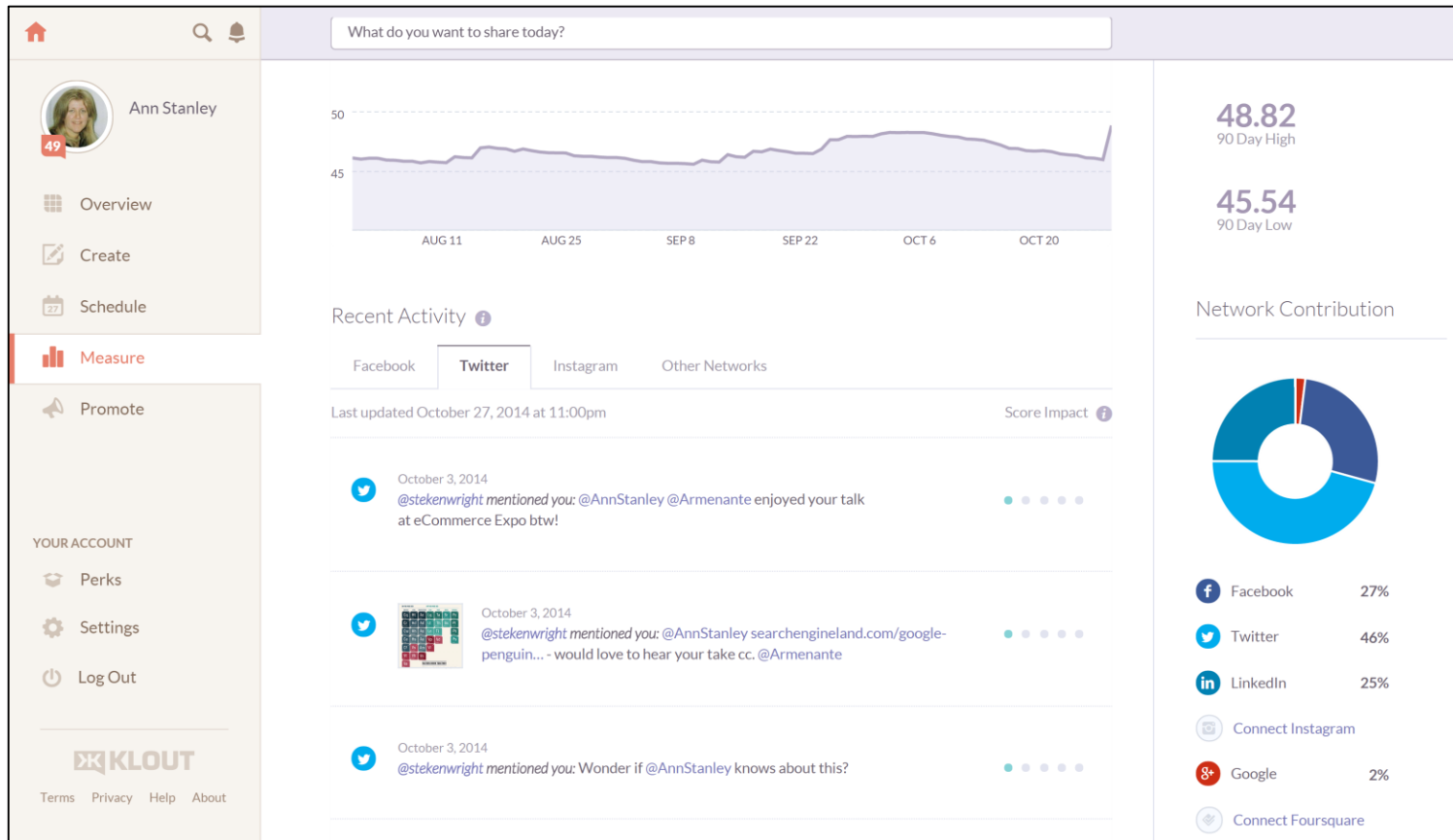
All Visits : **8.05 Pages/Visit**
 Search Traffic : **8.22**
 Referral Traffic : **7.01**
 twitter : **6.87**



Social makes up 2.7% of visits & 0.9% of the revenue (retail site)

	Acquisition			Behaviour			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Revenue ↓	E-comme... Conversion Rate ↓	Transacti... ↓
	676,414	65.34%	441,994	44.82%	5.13	00:03:14	£297,317.60	1.44%	9,745
1  Organic Search	289,657			30.29%			£139,392.17		
2  Paid Search	149,614			63.58%			£83,067.86		
3  Direct	148,930			58.09%			£40,072.17		
4  Referral	29,280			30.48%			£10,686.04		
5  Email	27,910			41.94%			£11,607.74		
6  Social	27,294			43.27%			£3,541.77		
7  (Other)	3,725			37.26%			£8,949.85		
8  Display	4			25.00%			£0.00		

Klout (Twitter Influence)



The Klout score is out of 100 and is a measure of the social networking influence you have and the levels to which the account is used to spread news, ideas, opinions etc...

Topsy – Twitter Analytics

Latest Results


- Past 1 Hour 0
- Past 1 Day 2
- Past 7 Days 9
- Past 15 Days 16**
- Past 30 Days 25
- All Time
- Specific Range

Past 15 Days

16 TWEETS

Topsy Sentiment Score: 51

Tweets Over Past 30 Days



View trends on Topsy Analytics

Everything

- Links
- Tweets
- Photos
- Videos
- Influencers

All Languages

- English
- 中文
- 日本語
- 한국어
- Русский
- Deutsch
- Español
- Français
- Português
- Türkçe

eBusiness Club @ebizclub
@aniccadigital @Cocainebrand @DatatankLTD @Franclaire_Fab Learning about Social Media Marketing today in Leicester~KA pic.twitter.com/5CY5XDodP0
a day ago Reply Retweet Favorite 3 more

eBusiness Club @ebizclub
I hope you enjoyed the Social Media Workshop today in Leicester @aniccadigital @Cocainebrand @DatatankLTD @SandyUK1 pic.twitter.com/Fyellz1hzb
a day ago Reply Retweet Favorite 1 more

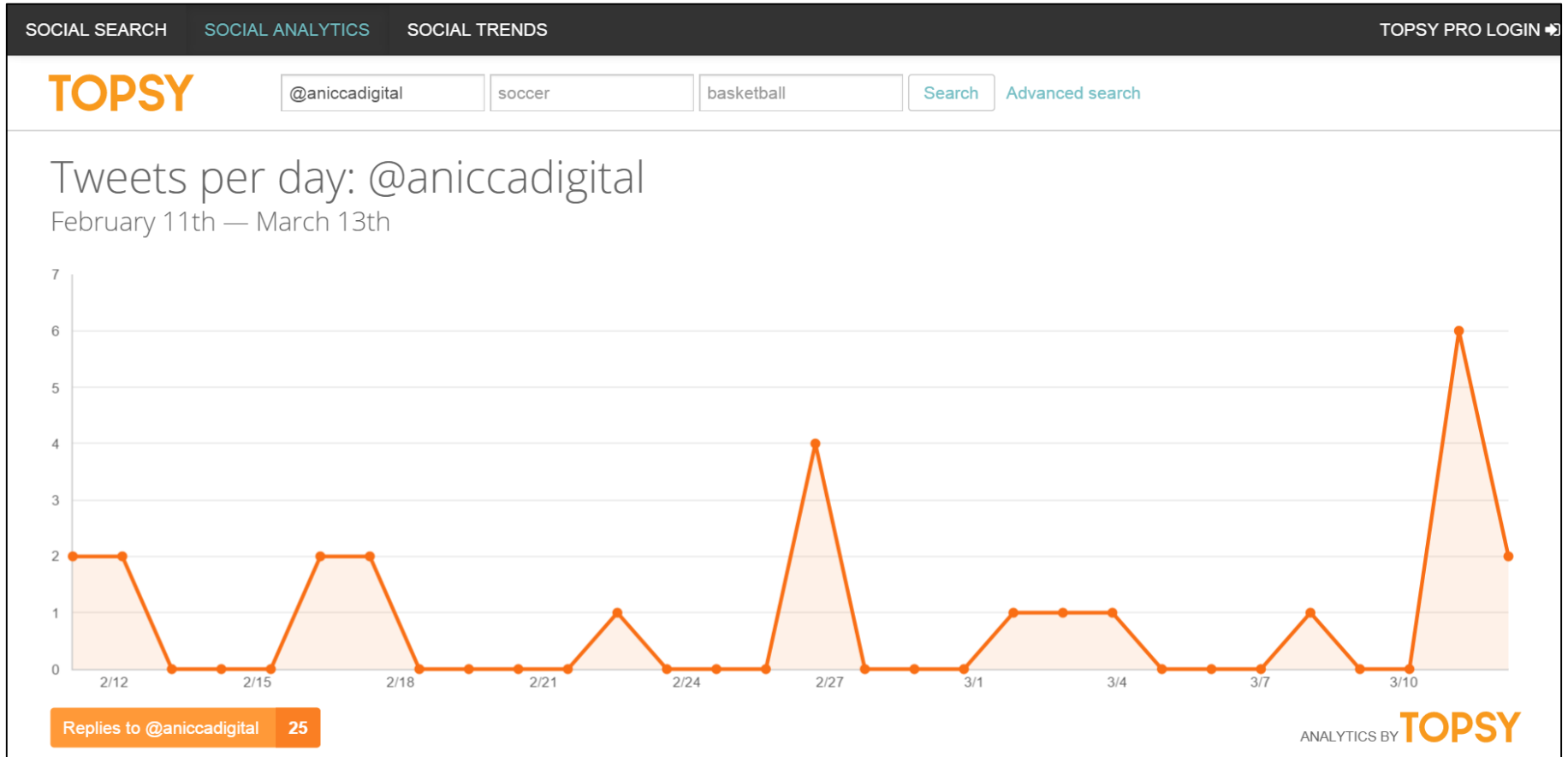
SEARCH BOOTCAMP @searchbootcamp1
Learn how to 'Engage in crafting an SEO strategy on the spot' with @AnnStanley from @aniccadigital & @ncosmin from @seomonitor, on 20 March
9 days ago Reply Retweet Favorite 2 more

Google Mobile Algorithm Update coming 21st April 2015
anicca.co.uk/blog/2015/02/google-mobile-algorithm-update-coming-21st-april-2015
Uplift @uplift_digital
Google Mobile Algorithm Update coming 21st April 2015 anicca.co.uk/blog/2015/02/g... via @aniccadigital
14 days ago Reply Retweet Favorite 5 more

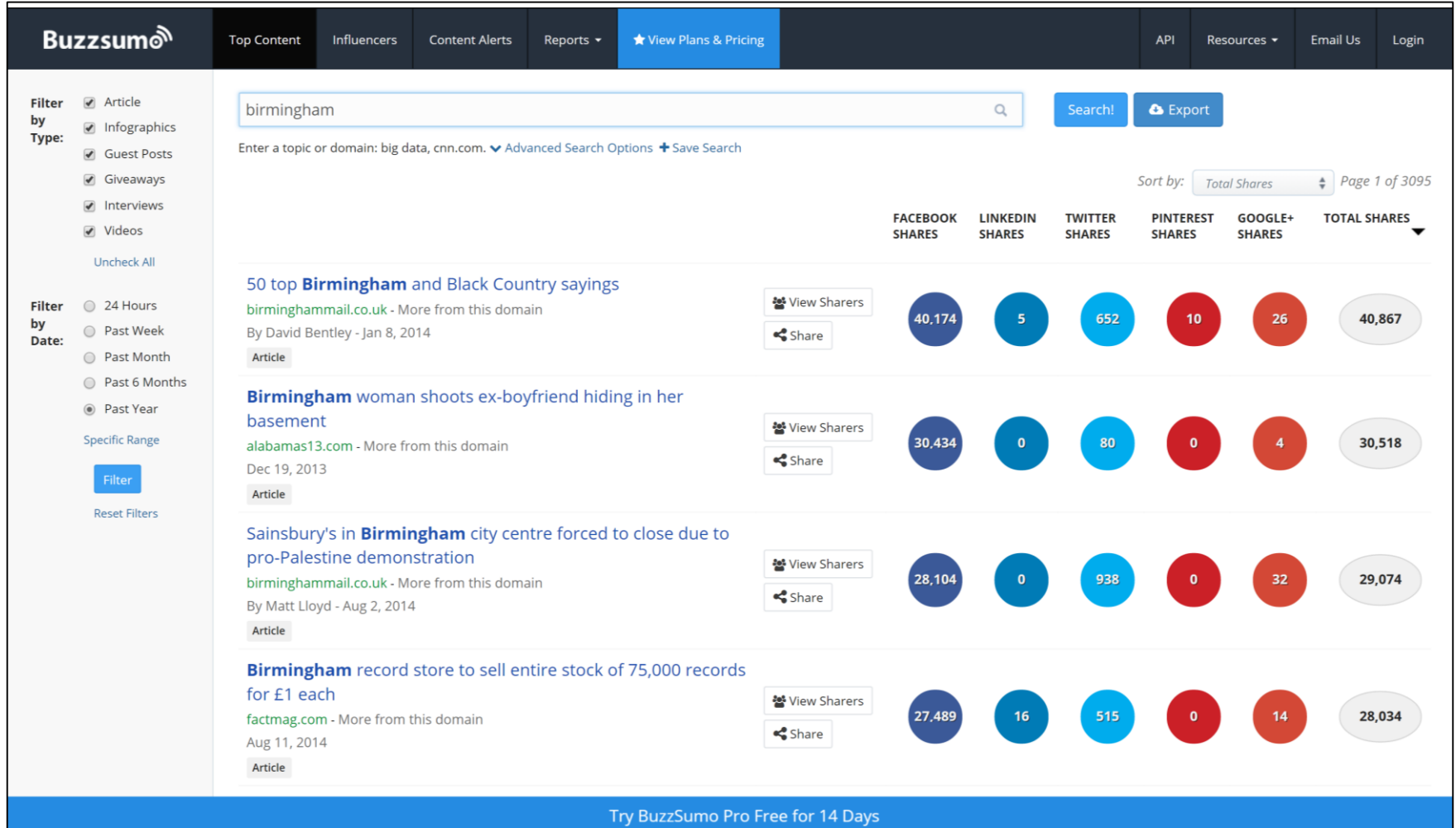
Franchise @ukfranchising
Co-founder & MD of @aniccadigital @annstanley will be sharing how to build your business using social media!
bit.ly/1zAbSH1 #BIFEL15
10 days ago Reply Retweet Favorite

< Prev 1 2 Next >

Topsy – Tweet per day



Buzzsumo – what gets shared?



The screenshot shows the Buzzsumo website interface. At the top, there is a navigation bar with the Buzzsumo logo and menu items: Top Content, Influencers, Content Alerts, Reports, View Plans & Pricing, API, Resources, Email Us, and Login. Below the navigation bar is a search bar containing the text 'birmingham'. To the right of the search bar are buttons for 'Search!' and 'Export'. Below the search bar, there is a dropdown menu for 'Sort by:' set to 'Total Shares' and a page indicator 'Page 1 of 3095'. The main content area displays a list of search results, each with a title, a snippet, a 'View Sharers' button, a 'Share' button, and a row of colored circles representing social media shares: Facebook, LinkedIn, Twitter, Pinterest, and Google+. The total number of shares is shown in a grey oval on the right of each row.

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
50 top Birmingham and Black Country sayings birminghammail.co.uk - More from this domain By David Bentley - Jan 8, 2014 Article	40,174	5	652	10	26	40,867
Birmingham woman shoots ex-boyfriend hiding in her basement alabamas13.com - More from this domain Dec 19, 2013 Article	30,434	0	80	0	4	30,518
Sainsbury's in Birmingham city centre forced to close due to pro-Palestine demonstration birminghammail.co.uk - More from this domain By Matt Lloyd - Aug 2, 2014 Article	28,104	0	938	0	32	29,074
Birmingham record store to sell entire stock of 75,000 records for £1 each factmag.com - More from this domain Aug 11, 2014 Article	27,489	16	515	0	14	28,034

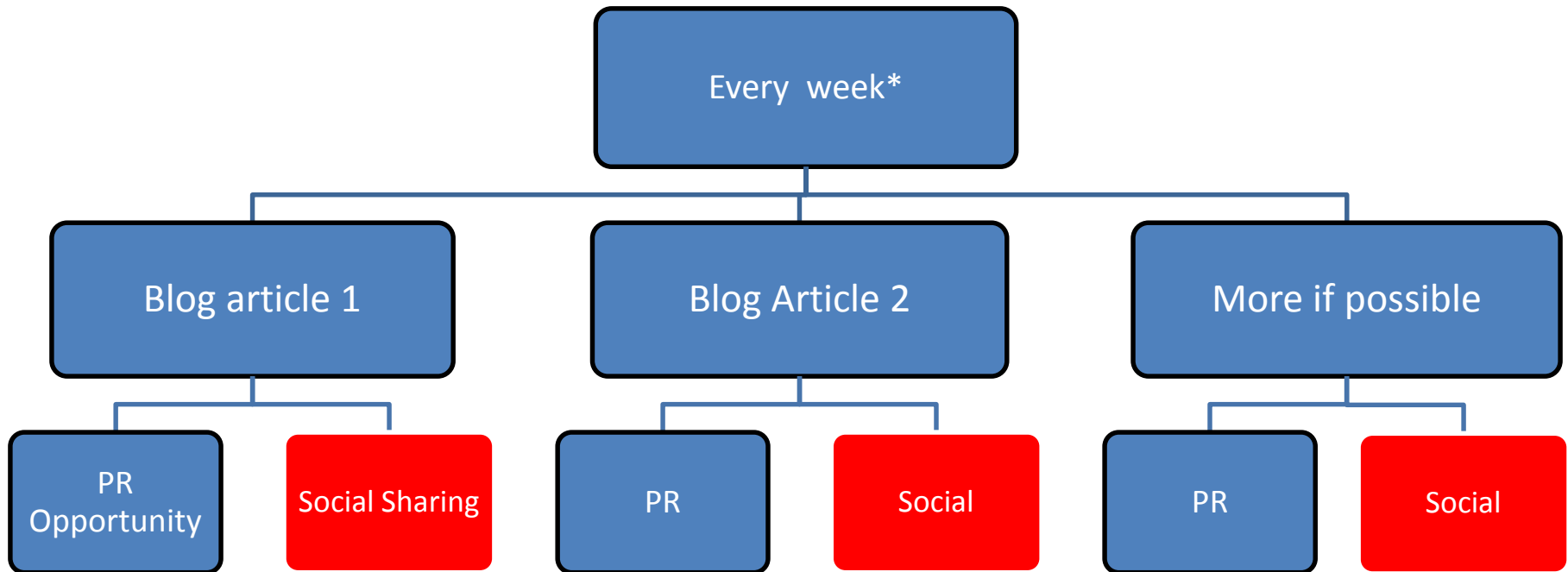
At the bottom of the page, there is a blue banner that says 'Try BuzzSumo Pro Free for 14 Days'.

Integrated strategy

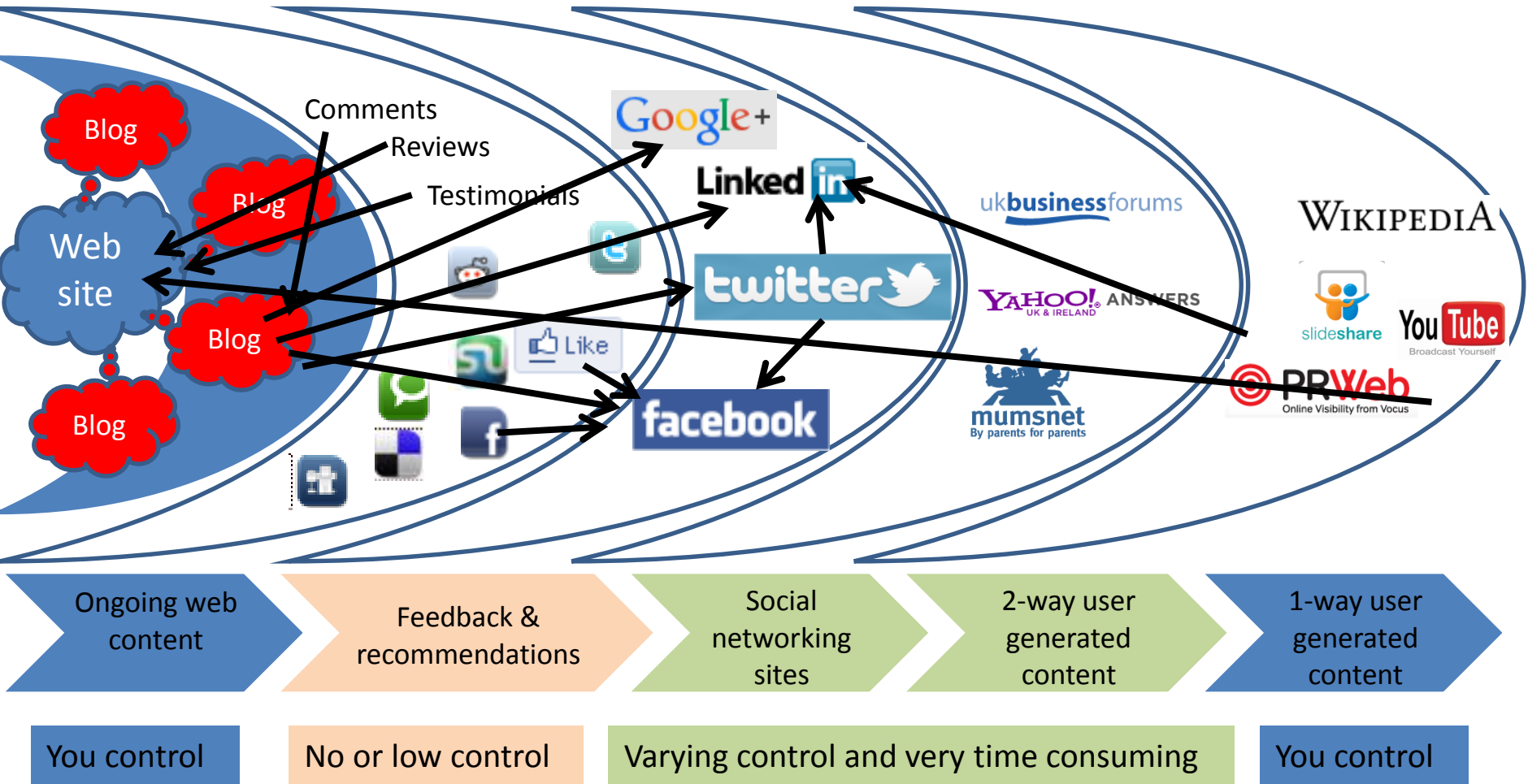
Our strategy for integrating social and SEO (for our own and clients sites)

- Websites should be built to have an integrated blog and social media icons or they should be added retrospectively to existing sites
- We try and blog at least once a week
 - Optimise the blog to maximise SEO benefits (especially title, perma-link (URL) and use SEO plug-ins for sitemap, titles and descriptions)
 - Allow comments (screened and approved)
 - Everyone in the team is encouraged to contribute to our own blog
- Our own content is focussed on
 - Innovation or what's new in search and online marketing
 - Areas where we are technical experts
 - Case studies (including new websites)
 - Events or speaking slots
- We then re-tweet, use share/like using Facebook, LinkedIn and Google+
- Budget permitting – we create Press releases and submit to media sites
- We always use “Analytics URL builder” and track referrals in Analytics (visits vs conversions)
- We also use Tweetdeck or Hootsuite to track areas of interest

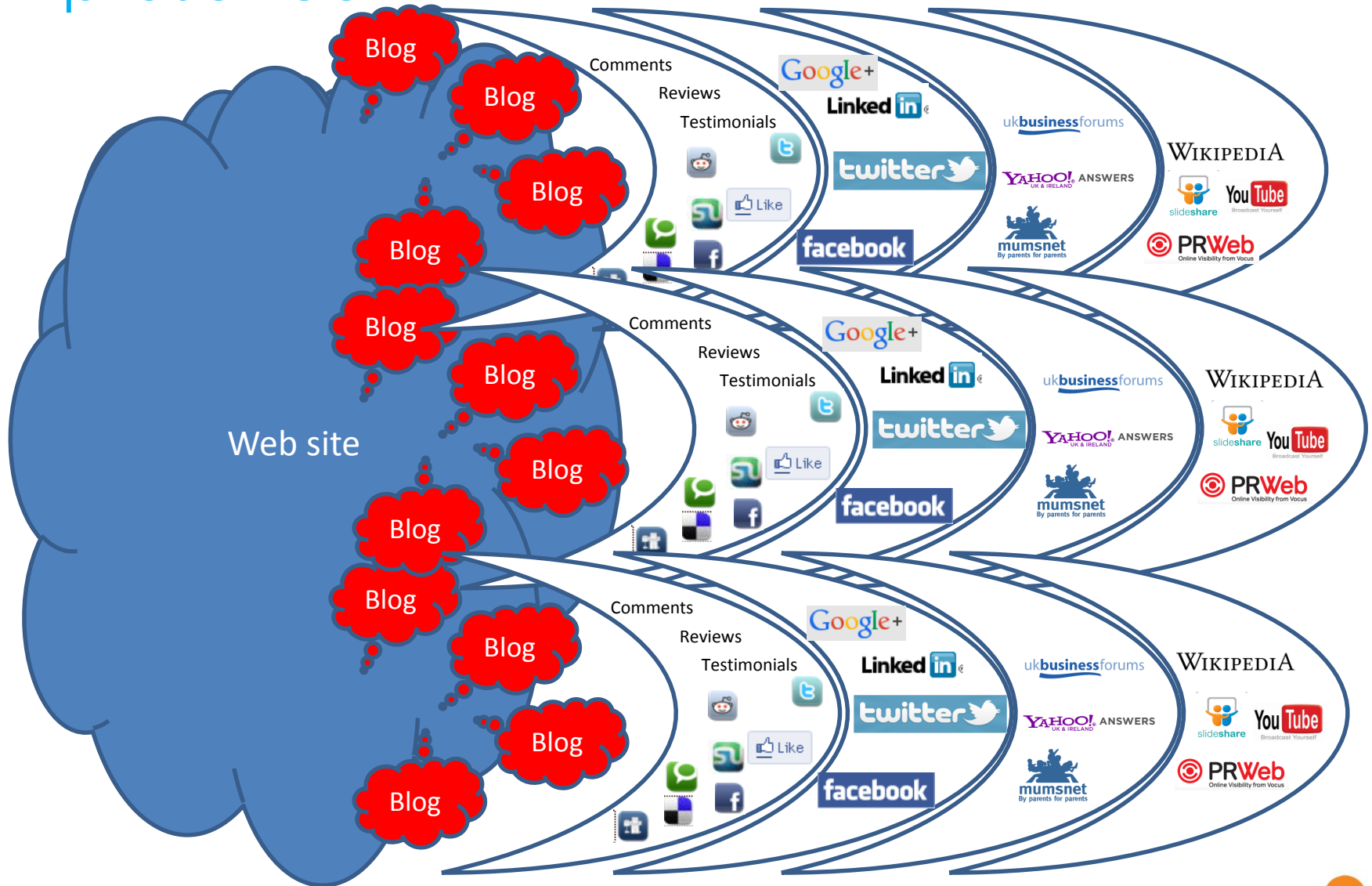
Integrated strategy to SEO, blogging, social marketing and link building



Interaction between different techniques



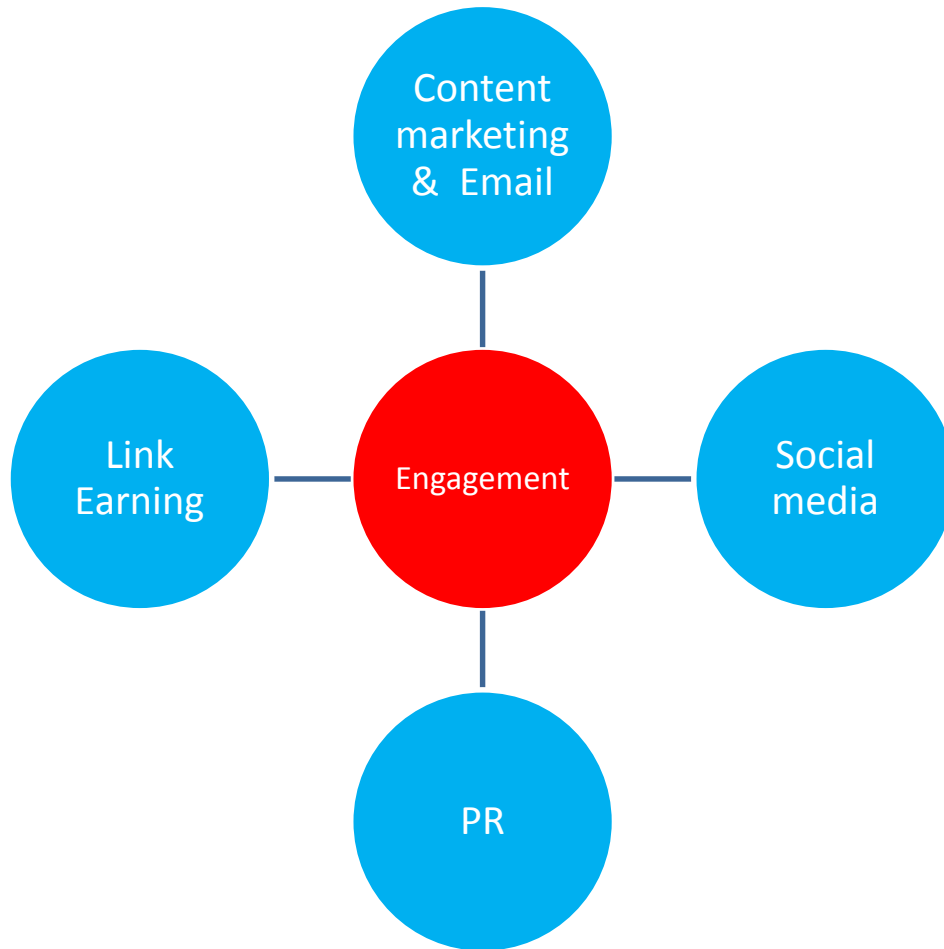
Growth of your website & social presence



Funding for businesses trading over 1 year

- [Growth Voucher grants](#) £4k project for consultancy to grow your business - you claim back £2k
- Apply online:
<https://www.gov.uk/apply-growth-vouchers>

Conversations – our new brand



Thank You

ann@anicca.co.uk

www.anicca.co.uk