

SOCIAL MEDIA WORKSHOP

Everything has changed.  
*Everything will change.*

Mike Barzacchini

September 14, 2010

Small Business Development Center  
Harper College, 650 E. Higgins Road

**What's your business?**

**What's your goal for today's  
workshop?**

# What's the one thing?

- Whether or not you're using social media today, what's the one thing you would like social media to do for your business?

**What are you doing today for  
your business with social media?**

# How's it working out for you?

- It's OK to brag!

# What role do you play?

- Are you the expert?
- Or have you hired a couple of 14 year olds?

# What would you like to be doing with social media?

- “I want to rule the world!”

# If you're not using social media for your business, why not?

- Time
- Money
- Comfort level
- Not convinced
- Other (explain)

**How much time each week do  
you invest in social media?**

# What types of social media are you using?

- Facebook
- LinkedIn
- Twitter
- Flickr
- YouTube
- Foursquare
- What else?

# What else?

- Blog?
- Email?
- Direct mail?
- Advertising?
- Web site?
- Chat?

# What works best?

- What marketing channel (online or off) works best for you right now?

# Getting started (or restarted) with social media

# Before you start

- Quality and unique product or service
- What's your “value proposition?”
- A clearly defined service personality
- An effective Web site
- Clearly defined goals -- Why do you want to get social?

# First, you must listen

- Where do your customers get social?
- Why do your customers get social?
- Ask. Observe. Research.
- Google alerts
- Google blog search
- Twitter search
- Social mention
- Research -- Survey Monkey, Survey Gizmo
- What are your competitors up to?

# 5 Case Studies

# Twitter

- **The Creme Brulee Man**
- **No marketing budget**
- **12,000+ followers in a year**
- **Location + Niche Food = Raving Fans**
- **Also active (but not as much) on Yelp!**

# Integrated

- Dr. Vaksman, DDS
- Facebook
- Web site
- YouTube
- Groupon
- Spouse, a social evangelist

# Facebook • Twitter • Blog

- Emerson Salon
- Stylist profiles (Web)
- Social causes, events, photos (Facebook)
- Deals, customer service (Twitter)
- Actively “pushing” social
- Building community

# Blogs

- Thought leadership (Establish your expertise)
- Corporate culture (Zappos)
- Connecting with leaders (CEO to CEO)
- Branding (American Express Open Forum)

# Location and deals

- Butter Lane (bakery)
- Deals on Groupon, Living Social and Foursquare
- Facebook and Twitter
- Blog on Tumblr
- Keeping it straight with Postling



Add to My Page's Favorites  
Suggest to Friends

Butter Lane...the Better Cupcake

Information

Location:  
123 East Seventh St. (between  
First and A)  
New York, NY, 10009  
Phone:  
212-677-2880

Butter Lane Cupcakes Like

Wall Info Photos Boxes

Butter Lane Cupcakes + Others Butter Lane Cupcakes Just Others

Butter Lane Cupcakes Fall Chill? We've got HOT Stumptown coffee and cupakes to put a smile on your face.  
Sunday at 4:48pm

2 people like this.

Butter Lane Cupcakes Great News! We've returned to our regular hours. We will be open from 11-11 Tuesday through Thursday to better serve your cupcake needs. That's an hour more of frosted goodness 3 days a week!

September 9 at 10:33pm

Scarlett Maria likes this.

Lori Haines The phrase "cupcake needs" makes me laugh.  
September 10 at 10:20am · Flag

Butter Lane Cupcakes Feeling a slight fall chill? Come by Butter Lane for a nice hot cup of Stumptown Coffee or some hot tea and one of our Fall frostings.

September 9 at 5:47pm

Create an Ad

Cabela's



Click "like" if you like Cabela's!

Like

Experience Illinois Tech



Attend an evening reception to learn about academics, scholarships, and student life.

Carissa Barzac...

George Sandlin

Chat (4)

Butter Lane  
cupcakes

# butterlane

Check out Butter Lane's new fall flavors! Come by for a sample...  
Mint, Pumpkin, Tiramisu, Hazelnut and...  
<http://tumblr.com/xm8i0hkl2>

8:26 PM Sep 8th via Tumblr

 [cupcakeblog](#) Saatchi & Saatchi makes ad for Lurpak butter featuring NYC cupcake bakery Butter Lane via Cupcakes Take The ... <http://tinyurl.com/238hkyj>

2:33 PM Aug 24th via FeedBlitz

Retweeted by [butterlane](#)

Check out Lurpak butter's global ad campaign featuring Butter Lane! It's like a little Butter lane movie!...  
<http://tumblr.com/xm8gmqw15>

6:07 PM Aug 24th via Tumblr

[@NYCaliMama](#) Thanks for tweeting about [@butterlane](#)--glad

**Location** 123 East 7th Street,  
New York,

**Web** <http://butterlane...>

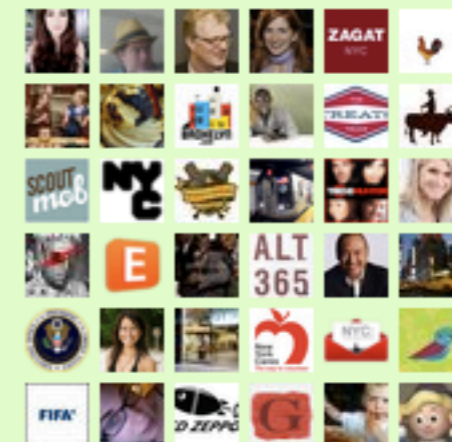
**Bio** Butter Lane...the Better  
Cupcake

**1,445** **999** **108**  
following followers listed


**Tweets** 207

[Favorites](#)

[Following](#)



[View all...](#)

 [RSS feed of butterlane's tweets](#)

# Butter Lane

The Better Cupcake

[Ask me anything](#) / [RSS](#) / [Archive](#)

Search

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SEP  
8

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Check out Butter Lane's new fall flavors! Come by for a sample...

Mint, Pumpkin, Tiramisu, Hazelnut and Chocolate wth Caramel and Sea Salt

Posted at 9:26 PM 2 notes [Permalink](#) ∞

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AUG  
24

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Check out Lurpak butter's global ad campaign featuring Butter Lane! It's like a little Butter lane movie! <http://bit.ly/aZN4zV>



Find places, people, tags

SEARCH

Join foursquare to meet up with friends and discover new places!



## Butter Lane

123 E 7th St  
btw 1st & A  
New York, NY, 10009  
(212) 677-2880

Twitter

Like 14



Categories: Cupcakes

### SPECIAL OFFER

Are you a Butter Lane regular? Free cupcake for every ten check ins at Butter Lane!

YOUR CHECK-INS

0

TOTAL PEOPLE

1170

TOTAL CHECK-INS

1913

MAYOR

(LAST 60 DAYS)



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip)

Search

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Member Search

### Butter Lane

★★★★☆ 357 reviews Rating Details

Like [Facebook icon]

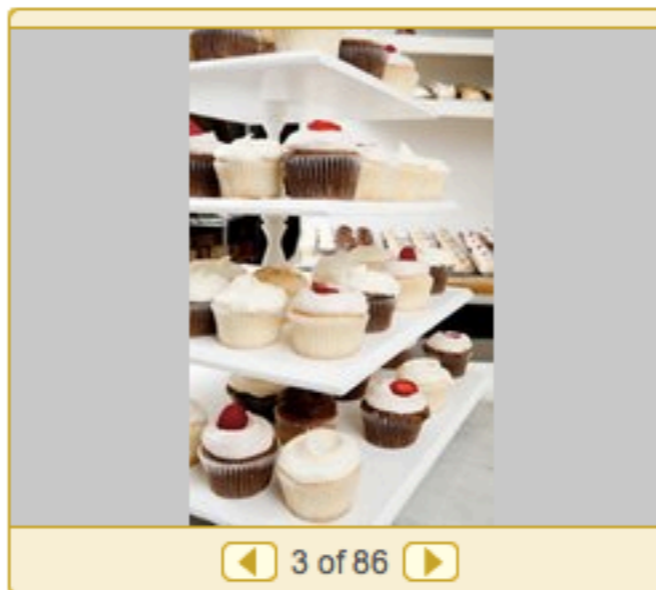
Categories: Bakeries, Desserts [Edit]

123 E 7th St  
(between 1st Ave & Avenue A)  
New York, NY 10009  
Neighborhood: East Village

(212) 677-2880  
www.butterlane.com

Nearest Transit:  
Astor Place (6)  
8th St-Broadway (R, W)  
2nd Ave-Houston St (F, V)

Price Range: \$  
Accepts Credit Cards: Yes



Add Photos View All Photos

Parking: Street



View Larger Map/Directions »

Browse Nearby:  
Restaurants | Nightlife | Shopping | Movies | All

Share This:    Like

# \$15 for a Dozen Cupcakes at Butter Lane (\$30 Value)

**\$15**

No Longer Available

Value	Discount	You Save
\$30	50%	\$15

This deal ended at:  
**11:59PM**  
11/29/2009



**910 bought**

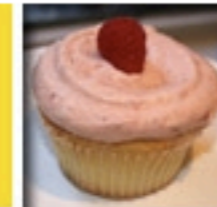


**The deal is on!**

Tipped at 10:01AM with 150 bought



## Butter Lane *cupcakes*



### The Fine Print

Expires Nov 30, 2010  
Limit 3 per person, may purchase additional as gifts. Ordering ahead

### Highlights

- Free samples of both American and French buttercream
- Mix & match 12 cupcakes with a

### Discuss the Deal



Hi Everyone, We've had to amend the Fine Print of... [more](#)

[Join the discussion](#)

12 comments

### More Great Deals Nearby

**\$10 for \$20 Worth of Brick-Oven Pizza and More at John's Pizzeria of Bleecker Street**

**\$10**

\$20 value

[View It!](#)



[View](#) **New York: \$45 for a Micro-Medi or Sun-Repair Facial at SKIN|NY MedSpa (\$225 Value) (Up to \$225)**

[View](#) **New York: \$70 for 60-**

livingsocial presents

# NYC MIDTOWN

today's deal

past deals

how it works

more cities

## FREE DEAL DAY COMING SOON

Use your Visa card this summer and you may score a free deal for a friend.

compliments of **VISA**  
terms & conditions



## Butter Lane

Six All-Natural Cupcakes

\$8

deal over

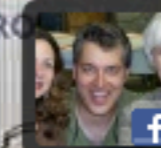
56%  
savings

1,239  
purchased

---:---  
remaining

**Butter Lane** bills itself as New York's cupcake shop for grown-ups. But with today's deal, you'll bring home half a dozen cupcakes for the cost of your weekly childhood allowance. Spend just \$8 for six no-frills cupcakes made with farm fresh eggs and butter, real vanilla beans, and gourmet Callebaut... [\(show more\)](#)

Share this deal: [f](#) [t](#) [✉](#)



welcome back, **Mike Barzacchini**

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Tour

Community

Register

Sign In



# Stay on top of what people are saying about your business.

Keep track of the latest comments on Yelp, Twitter, blogs, and more. Share them with your community of customers. [See how it works.](#)



Start using Postling now, it's free!

I agree to the [Terms of Service](#)

Register now

# More conversation?

- Questions?
- Ideas?
- Going forward: 20 minutes & a cup of tea