

Corvallis Social Media for Businesses Panel



Molly Marcum (www.samhealth.org)
Samaritan Health, Marketing & Public Relations Account Manager
www.facebook.com/SamHealth
@MollyMarcum



Nicole Weathers (www.synergeahealth.com)
Synergea Chiropractic, Chiropractic Assistant
www.facebook.com/pages/Philomath-OR/Synergea-Chiropractic/164054965971
@SynergeaNicole



Chris Nordyke (mycorvallisinsurance.com)
Chris Nordyke State Farm, Agent/Owner
www.facebook.com/chrisnordykestatefarm
@chrisnordyke



Jessica Stanley (www.rocketqueencupcakes.com)
Rocket Queen Cupcakes, Owner/Operator/Queen
www.facebook.com/rocketqueencupcakes
@RocketQueenCC



Tabitha Compton (www.spindriftcellars.com)
Spindrift Cellars, Owner/Operator
www.facebook.com/spindriftcellars
@spindriftwinery



Denise McCoy (www.thelittlegymcorvallis.com)
The Little Gym, Owner/Operator
<http://www.facebook.com/TheLittleGymCorvallis>
@tlgcorvallis



Sheri Dover (www.corvallisartisansmarket.com)
Corvallis Artisans Market, Owner/Operator
<http://www.facebook.com/corvallisartisansmarket>
@Sheri_Dover



Jerimiah Osborne-Gowey (consbio.org, databasin.org)
Conservation Biology Institute, Aquatic/Landscape Ecologist
www.facebook.com/databasin
@JeremiahOsGo



Scottie Jones (www.farmstayus.com)
Farm Stay US, Owner/Operator
<http://www.facebook.com/pages/Farm-Stay-US/125863380769089>
@FarmStayUS

Courtesy of ProWorks Corporation. Full service web design- development- marketing-strategy for business and government.
www.proworks.com/blog | @proworks | contact@proworks.com | 541.752.9885 | Corvallis, Oregon



Using Social Media for Business

Blogging for SEO

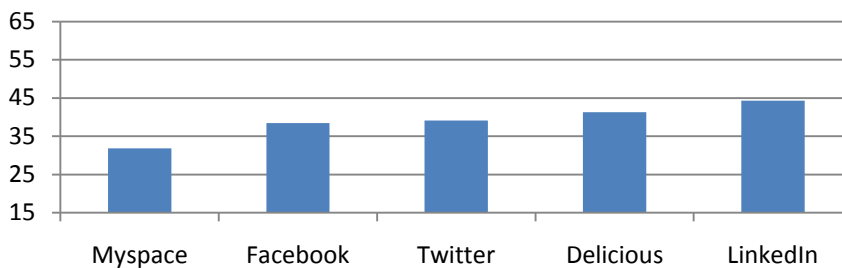
- Create new content
- Create internal links
- Attract external links
- Increase crawl rate (of search engine spiders)
- Community building
- Syndicate content

Other Blogging Functions:

- World of mouth (online)
- Humanize/personalize the business
- Longtail search term optimization
- Referral traffic
- Establish authority in the market

67.2% of the marketing pros polled cited resource issues as the most common objection to implementing a blog.
Survey of marketing professionals by Lee Odden with toprankblog.com

Average User Age

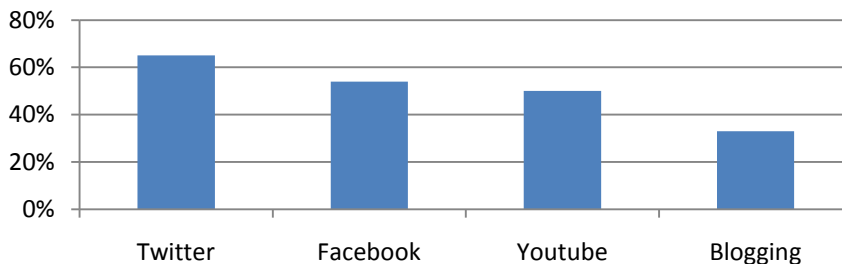


64% of Twitter's users are aged 35 or older.

61% of Facebook's users are aged 35 or older

Statistics from Pingdom.com.

Fortune Global 100 Companies



How are Companies Leveraging Social Media?

March 7, 2010

Users tweet about 42% of the Fortune Global 100 companies.

www.flowtown.com/blog/how-are-companies-leveraging-social-media

75%	Small businesses that have a company page on a social networking site.	50%	Small businesses that say social media takes more time than expected.
61%	Small businesses that use social media for identifying and attracting new customers.	45%	Small businesses that expect social media to be profitable in the next year.
57%	Small businesses that have built a network through a site like LinkedIn.	6%	Small businesses that feel social media has hurt the business' image more than helped.

Recommended Reading:

- <http://www.carolroth.com/unsolicited-business-advice/?p=2550>
- <http://mashable.com/2010/03/22/small-business-social-media-results/>
- <http://mashable.com/2010/03/02/small-business-stats/>

Courtesy of ProWorks Corporation. Full service web design- development- marketing-strategy for business and government.
www.proworks.com/blog | @proworks | contact@proworks.com | 541.752.9885 | Corvallis, Oregon

