

# Targeting 16 to 24 Year Olds Using Social Media

If I Had a Vessel...  
and No Marketing Budget...  
What would I do?

# What Do We Know About This Market?

- They are *Digital Natives*
- Where do they spend their time?
- What are they into?

# Changes in Online in the Last 12 Months

- Facebook Pages for Business
- Google
- Mobile Sites

# FaceBook Pages for Business

- ✓ No longer attached to your personal profile
- ✓ Attach it to your website
- ✓ Is created with an App
- ✓ Can be up and running in 10 minutes

# FaceBook Pages for Business



- Connect your business to people using Pages
- Build essential connections for your business



- Reach friends of fans with Facebook Ads
- Leverage Facebook's scale and targeting



- Make your campaigns work harder
- Build social technology into your business

# FaceBook Pages for Business

Examples:

<http://facebookpagesv.co.uk/portfolio-screenshots.html>

- ✓ Reveal Tabs
- ✓ Can be same as your WordPress Site
- ✓ Make offers to fans
- ✓ Can kick-start your *Viral Marketing*

# FaceBook Pages for Business

Free App to set up your Business Page

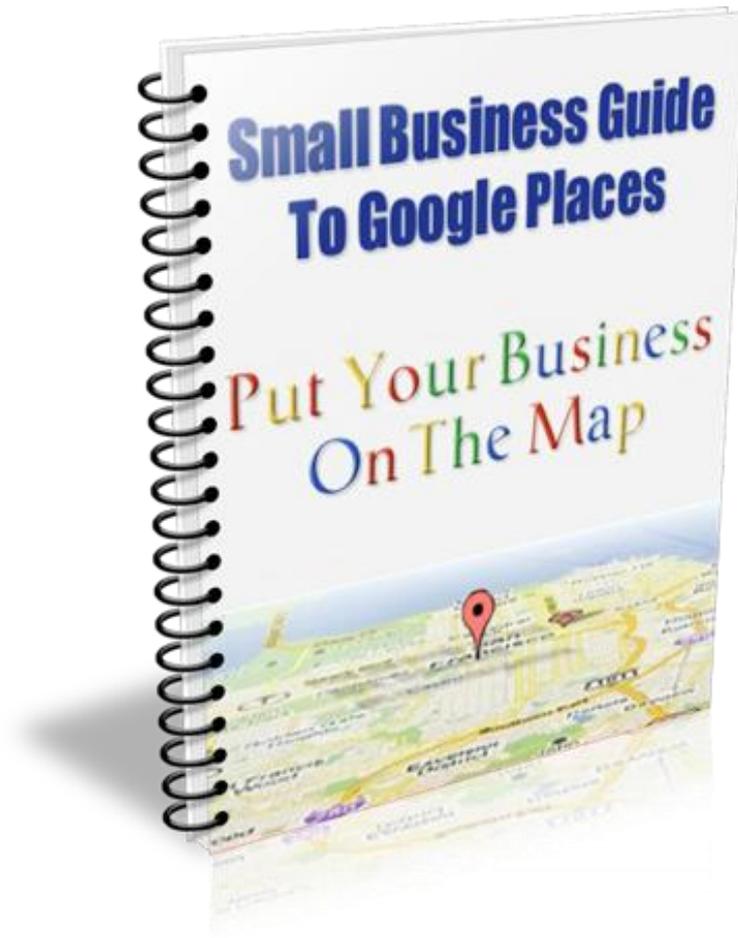
<http://facebookpagev.info/>

# Google Has Changed – Google Places

Map for **sailing southampton**



# Google Has Changed – Google Places



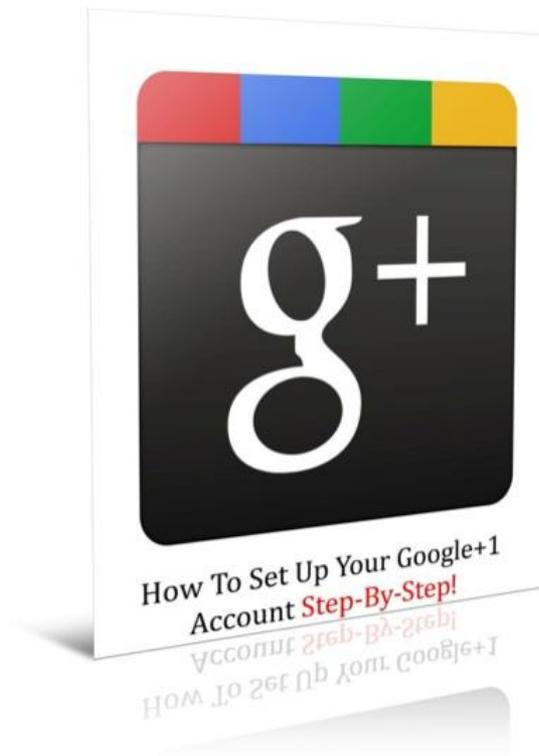
# Google Has Changed – Google+



# Google Has Changed – Google+

How To Set Up Your Google+1 Account

**Step-By-Step!**



# Google Has Changed – Google+

- New Social Media Service from Google
- Evolving all the time
- Biggest addition this week – Pages for Business

# Google Has Changed – Google+

## Home

### *Google+ Stream / Home*



The Google+ Stream is a place where users can share content and see what all their other friends are sharing. To better understand Google+, think of it as being similar to the Newsfeed in Facebook.

## Circles

### *Google+ Circles*



Understanding Circles is essential to mastering Google+. You cannot simply “friend” your friends, like you do on Facebook, or “follow” different people as you would on Twitter. Instead, Google+ gives you more control over who sees your content.

You can select multiple friends and then drag-and-drop them into groups. This makes it easier to share things with friends, family, or the entire world.

# Google Has Changed – Google+

## Sparks

### *Google+ Sparks*



Google+ Sparks is Google's content recommendation and discovery engine. Any user can search various topics and find relevant articles, videos, and photos. Users can then share that content with their friends and anyone in their circles.

## Hangouts

### *Google+ Hangouts*



Google+ has a unique video chat feature called Hangouts, which lets you chat with up to 10 people at the same time.

# Google Has Changed – Google+

## Photos

### *Google+ Photos*



Google+ allows you to upload and share photos with your friends. It includes photo tagging and comes with a fully-built photo album product, powered by the technology behind Picasa (also owned by Google).

## Profiles

### *Google+ Profiles*



Google+ Profiles are similar to most profile pages. It includes basic information about the user, such as interests, occupation, and profile photos.

# Google Has Changed – Google+

## Huddles

### Google+ Huddles



Huddle is another feature, but it's not included in the Web-based version of Google+.

It allows you to have a conversation via texting with individuals or groups of people. You tap the Huddle icon and enter the name of the person (or people) you want to text.

You can also add one or more circles (each huddle is limited to 50 people). People will get invitations to join. Then write your message and send it.

## Business

The screenshot shows a Google+ profile page with several red annotations:

- Click here to access your profile page.** (points to the profile icon in the top navigation bar)
- Posts: Displays your messages.** (points to the 'Posts' tab)
- About: Edit your personal or business information.** (points to the 'About' tab)
- Photos: Upload photos of products.** (points to the 'Photos' tab)
- Videos: Upload videos.** (points to the 'Videos' tab)
- People in your circles.** (points to the 'Circles' section)
- Keep track of people who have added you to their circles.** (points to the 'Circles' section)

# Mobile Marketing



iPhone



Android



iPad



BlackBerry



Windows Phone 7

- ✓ 50% of all mobile traffic in the UK is for Facebook logons
- ✓ Google predicts that Mobile Search will soon out do Desktop Search
- ✓ Mobile Phones are within arms reach of most people 24/7
- ✓ 90% of all text messages are read within 3 minutes of receipt

# Mobile Marketing

<http://google.co.uk/m>

# Mobile Marketing

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When it comes to providing quality **Houston plumbing** services, there is only one company for you to call – **YB Plumbing!** In **Houston, Texas**, we are the #1 ...  
[plumbersinhoustontexas.com/](#)

[Place page »](#)

10722 Braes Forest Drive, Houston

 (832) 275-2440  

Just means it has a  
phone number

## [Benjamin Franklin Plumbing](#)

[www.punctualplumberhouston.com/](#)

[Place page »](#)

5200 Mitchelldale Dr Ste F-2 Houston

 (713) 228-1776  - 

Only site that has a mobile  
landing page

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Records 1 - 19 of 291 ... Find a **Houston Plumber** On the Nation's #1 Directory of Local Plumbers. Get a Quote from A ...  
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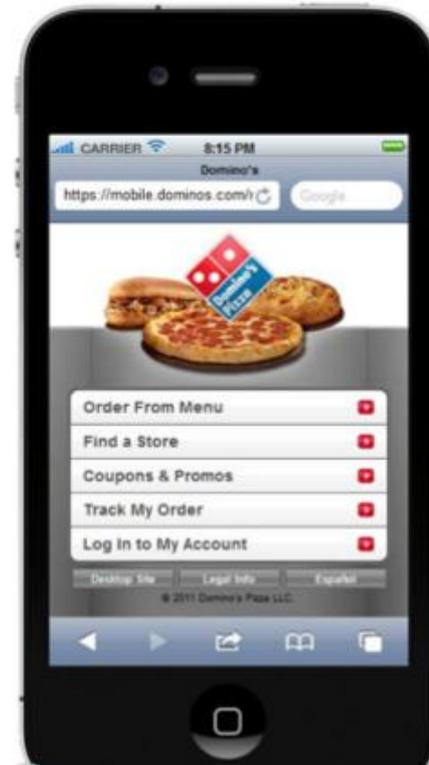
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# Mobile Marketing



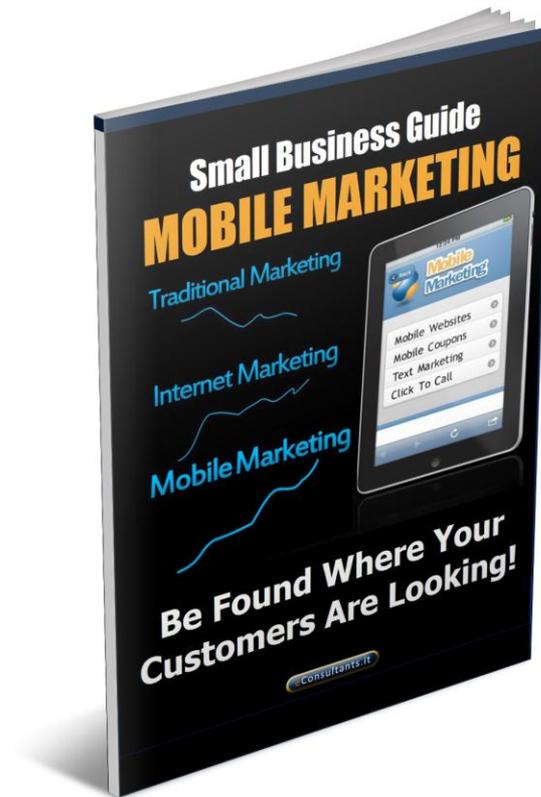
# Mobile Marketing



QR Code Generator

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

# Mobile Marketing



# Your STO Marketing Plan

So...

Have Vessel...

No Marketing Budget...

Here's What I Would Do...

- Facebook Business Page
- Google Places Listing - Local Search
- Google+ Business Page
- Mobile Version of My Website

All at No Cost to Low Cost

# Contacts



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