



Winning with Facebook, LinkedIn & YouTube Ads



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Welcome Game Changer

Let me be very clear...I want to see you **WIN!**

I believe you have requested this report because you are ready to take your business to the next level and get serious about making the money you have dreamed about while making a difference.

Perhaps you've tried the latest marketing strategy, you've read the latest sales and marketing book and you may have even hired a business coach but yet you still haven't achieved the success you desire. I know it can be frustrating and maybe even a little devastating to struggle and see your dreams go unfulfilled.

It doesn't have to be this way, and you are not alone.

I believe you were divinely created for greatness, and there are people who are waiting for you to show up to provide the help, support or solution they need to be successful.

Don't give up! The impossible becomes possible with the right coach and the right playbook of winning plays. I can help you on your journey.

Success & Wealth Love Action!

Give me 30 minutes and I will teach you how to show up like a #GameChanger so you can WIN in both business and life.

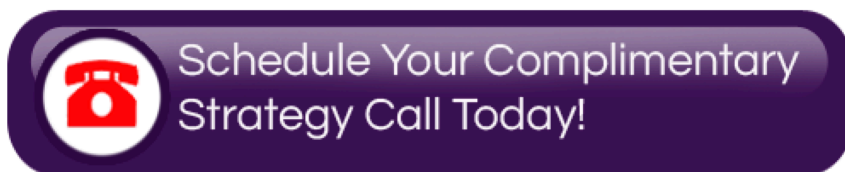




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Winning With Facebook, LinkedIn & YouTube Ads

As of October 2013, over 500 million people use Facebook, as of May 2014, 300 million people use LinkedIn, and with over a billion viewers tuning in each month to YouTube (The world's second largest search engine), it's no surprise that these three websites would make a great home for your advertisement.

I'm sure you're familiar with Facebook Ads because they're hard to miss every time you look at your timeline, but what about LinkedIn Ads? I'll give you the expert tips when creating a Facebook Ad and how to use the underdog of social media sites, LinkedIn, to your advertisement advantage.

Facebook Social Ads Exposed

You've seen them yourself, most likely... those ads running down the right-hand side of your Facebook pages, most of them about interests you particularly enjoy. You are not seeing the same ads as everyone else accessing Facebook at that moment. These ads are specifically targeted with the help of data Facebook has gleaned from your preferences and other sources. Facebook ads are simple but powerful. Each one consists of a title, text block and graphic or photo of your choice – all within a 110px X 80px “box”, to fit that vertical, right-hand Facebook sidebar.

Facebook Social Ads work virally, but rather than being shown randomly, they are placed on Facebook member pages, based on their profile data – which can make them a powerful sales aid for marketers. Especially in this current decade, where mobile devices are now replacing personal computers at the rate of 4 to 1.

SPONSORED [Create Ad](#)

Shop Warby Parker
warbyparker.com
5 days, 5 pairs of glasses, 100% free. Find your perfect pair today!
Deborah Starr likes this

ModCloth
Start the holiday season in spectacular style with party perfect pieces now 30% off! [http://...](#)
[Like Page](#)



However, like any data system spread via the net, there are rules, restrictions and random factors that can greatly inhibit or enhance their success. In this special report, we will explore the ins and outs of Facebook Social Ads.

Why You Should Consider Facebook Ads

Facebook uses ads not only to make money, but to:

- Increase its perceived worth and IPO (to please investors)
- Cement its position as the most powerful social networking platform
- Cater to small business (losing their forty-million-dollar General Motors account – right before Facebook went public – contributed to the unexpected IPO drop).
- Invade and conquer every area of virtual social interaction (e.g. mobile, video)

How does Facebook think about your advertising dollars?

That's the good part. Since you are a small business owner, **you are the target demographic it is now trying to reach.**

You can pick up important clues confirming this theory in recent (and upcoming) Facebook changes. The social network has streamlined and simplified its ad creation process, making it much simpler to track and measure ad campaigns.

Your Facebook Advertising Goals

Before you get to specifics (such as "gain 36,900 Likes") you need to know that there are four basic social media goal types and also know which specific one applies to your campaign.

1. **Fan Attainment** (how many new fans will your ad help you acquire)
2. **Reach** (how many people get to see your posts and ads)
3. **Reach Increase** (with whom do they share your posts and ads)
4. **Engagement** (How many fans interact with your brand page)



Every time someone clicks through and “Likes” your ad, you have acquired a new fan: And every time someone clicks through and “Likes” your page, you’ve acquired a new fan.

If your ad is set up so that it gives the actual name of one of your target follower's friends, that will often act as a “trusted recommendation” and (depending on how trusted the friend) encourage people to click through on your ad.

Types of Facebook Ads

Before you get to that stage, however, it helps to know which types of Facebook ads are available to you...

1. **Sponsored Story – A post on your Facebook Page by or about a follower** that is turned into a paid ad



Up Side: Facebook itself has publicly stated that Sponsored Stories have been particularly successful with mobile Facebook ads.

Downside: Facebook was successfully sued in a class-action lawsuit for using people's names and images without permission for their Sponsored Stories.

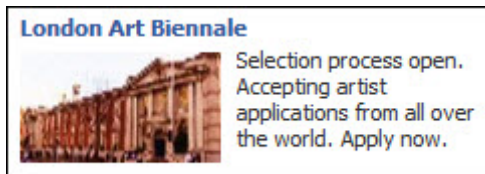
You can learn more about sponsored stories in the Facebook [Help Section](#)

2. **Post Ad – Created from an actual post, turned into a paid ad and delivered via individual news feeds to pre-qualified users**





3. **Web Ads** – People click through to **an external website** you own, rather than a Facebook page. Position: Right-hand Facebook Sidebar.



4. **Social Ad** – People click through to **your Facebook page or event**



5. **Mobile Ad** – Facebook Ads specifically set to display on mobiles. As of October 2013, there are 250 million Facebook Mobile users.

How Facebook Social Ads Work

Marion loves horseback riding, and publicly says so in her Facebook profile.

A successful Equestrian Center wants to promote its children's summer camp, so it purchases a Facebook Ad.

Facebook uses Insight, a powerful demographics tool, to place the Ad via a feed on Marion's profile, after extracting the information that she has 3 children, is passionate about all things equestrian and lives within a close geographical radius of the Equestrian Center, so is a likely candidate to view the ad.

Since it's her passion, Marion always pays attention whenever there's a picture of a horse in an ad – and she also notices the Equestrian Center provides riding for those



with Special Needs (*a cause dear to her heart*) so she clicks the "Like This" button and views the Ad.

Facebook then finds more ads using this specialized search data – voluntarily provided by Marion – to place other equestrian offerings in her Ad feed. (*It also adds special needs-related ads, since this was one of the keywords the ad used.*)

But there's more: Marion has 97 friends on Facebook. 23 of these friends are also connected to her via equestrian activities. They read that Marion "likes" our mythical Equestrian Center and has become a "Fan" or as it is now called, they have "Liked" the page. Trusting her judgment and recommendation, they click on the link...

You can see instantly by this example that the combination of liking a page and having ads served by profile-targeted feed considerably increases your chances, as an Advertiser, of having your ads read by the right people.

Furthermore, assuming that a percentage of Marion's 23 equestrian friends do read the geo-targeted Ad; 8 of them not only send their children to the summer camp but 18 (*each of whom has anywhere from 9-30 equestrian friends*) also select "Like."

Even with this hypothetical example, you can instantly see the potential for our mythical but well-marketed equestrian center to spread virally... all within a highly focused group more likely to buy. Before you know it our mythical equestrian center has a real following.



A Case Study: Zynga's "Farmville"



The previous example dealt with a highly specialized niche. It might have been a broad one, but the mention in the ad of riding for special needs people and equestrian summer camp in a specific geographic area narrowed it down to reach its ideal target market – Marion and her friends.

But if you have a site that has the potential to go viral on a more global basis – such as Zynga network's "Farmville" game – your success might be capable of reaping in millions of dollars, in a comparatively short time.

Let's look at how Zynga did it...

- Created a simple but addictive game
- Included an application for retrieving game components (animals, flowers, vehicles, buildings, etc.)
- Included both free and paid options (*a "market" in which you purchase items either with game-supplied free coins or literally purchasing special "Farmville Dollars" via credit card or PayPal. This allowed players to buy limited-time specialty virtual items; or send them to friends.*)
- Allowed an option for others to "Add Neighbors" – and "invite" them to Farmville



- Made sure neighbor interactivity was an almost-essential component of the game

But note what they didn't do...

When Farmville initially placed their Ads via Facebook Ads, they said nothing about purchasing actual Farmville Dollars via credit card or PayPal: They just invited people whose profiles indicated they liked online games (or farming, or graphics puzzles) to play the game.

The initial core group who tried it loved it so much; they had no hesitation splurging on actual Farmville dollars to purchase the virtual highly prized items obtainable only through real-world payment.

In addition, players were able to eagerly invite Farmville "neighbors" from their own select group of friends – these players themselves automatically pre-screened for Zynga – and these neighbors all enjoyed sending each other "gifts"; some "free", and some purchased with Farmville dollars.



One reason Farmville has caught on so firmly? Its interactivity, a huge component in creating loyalty and a sense of community on Facebook pages. Farmville has over 38,000,000 "Likes."



38 million... That's a lot of "Likes"!

Zynga didn't stop there in their game development. They made sure that those who did not have a lot of friends, or who had ethical objections to spreading items virally, would be unable to expand without either (a) inviting friends to be their "Farmville neighbor" or (b) literally purchasing "Farmville Dollars." Either way, Zynga wins!



Note that, as part of their Facebook game page, Zynga provides links to:

- A Farmville blog
- A weekly Podcast
- A steady stream of limited time "special items"
- A forum
- A press release campaign
- Interviews granted to magazines and websites
- Entries in contests such as Escapist Magazine's yearly game development



competition

- Special, additional “Farmville Fan” feed, so that the game’s players will be aware of its promotions, and take actions such as voting for them in competitions.
- Alternate web access information, in case Facebook is down... and to convert hard-core players over to their own dedicated website, which provides even more neighbor feed
- Promotional information to create a buzz about “new” animals and features about to be introduced
- Multiple areas you can click to access all of the above

But make no mistake – Zynga’s multi-million-dollar success all started with one simple little game... initially helped to spread by a well-written, inexpensive Facebook Social Ad!

The Importance of Planning... and Facebook Users

Zynga’s Farmville (*and its wildly-popular subsequent offerings*) could serve as the ultimate model for using Facebook Social Ads to the max. It’s not enough just to create and pay for the actual Ad, of course – you have to thoroughly research your competition and your market, plan for expansion and publicity, and maximize every advantage waiting for you on Facebook’s powerful social-oriented platform.

You also have to realize that people are finding these type of products not by typing a long-tailed key phrase into Google’s search engine... but by going onto Facebook and waiting to see what Facebook serves up specially suited to their preferences.

Facebook users could go to the application directory, but when it comes to something like a game, 18 Farmville players admitted during a “spot survey” conducted prior to this report being written that they started playing Farmville only one of two ways:

1. They were “invited” by friends to become Farmville neighbors
2. They “finally” succumbed to repeated Facebook Ads



Not one of them said they went out and deliberately looked for a farming game to play.

(That's the difference between your Facebook users and Google searchers.)

We've finished with our case study... let's have a look at Facebook Ads – the good, the bad, and the downright ugly...

Getting Down to Business: The Facebook Platform

Facebook's platform allows almost anyone to develop widgets and applications, which are placed in the Applications directory. Anyone can grab an app and "place" it on their Profile page. It also gives "click and point" ability for people to include or exclude things on their profile *(including Ads they like – or don't like!)*

Facebook users report liking the feel of control they have over Ads that appear in their right-hand sidebar. If a particular subject or Ad annoys them, they can choose not to receive similar ones.

They can "Like" your Ad (leading to more – and to its repetition)... or "Report" it, if they deem it misleading or inappropriate *(or even if they're just in a cranky mood that day!)*

Remembering this should help you target your audience even more carefully.

Keep 3 things always in mind, however, when you prepare to create your Ads:

- Social relevance
- Social enjoyment
- Social interest

Facebook also allows you to announce and promote events, create a Group Page or create a Business Page.



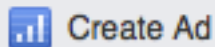
You can link your Facebook Ads very easily to any of the above – and therein lies one of Facebook Ads' biggest advantages!

And now let's have a quick look at the process...

Facebook Ad Creation – The Process

The actual ad creation itself is an incredibly simple, 3-step process. Facebook virtually walks you through it every step of the way, and even a beginner can quickly get the hang of it.

However, it always pays to know how Facebook ads work in the real world, as well as familiarizing yourself with all the factors that affect Facebook Advertising success or failure. This way you plan your Advertising campaign wisely, well in advance.



The basic process runs like this: You click the "Create an Ad" link that will appear regularly in the Facebook page left-hand sidebar.

Once you click on the link, you are taken to a page asking what you are trying to achieve with your advertisement. Click one of the options, for this report we will go with sending more people to your website.

What kind of results do you want for your ads?

	Boost your posts
	Promote your Page
	Send people to your website
	Promote conversions on your website
	Get installs of your app
	Increase engagement in your app
	Raise attendance at your event
	Get people to claim your offer
	Get video views

Facebook makes it so simple that it would be redundant to repeat the whole process here, but it helps to know some additional factors affecting the Ads, as well as tips for producing the best-converting ones.

Let's answer some common (*and not-so-common*) questions...

Are They Free?

No. But Facebook Social Ads are a less expensive option than Google AdWords – and if you want to reach that segment of your potential niche market who operates solely on mobiles, or who spend all their days on Facebook, they are essential. *(Don't forget that Facebook Mobile is going to play*



a huge part in displaying your ads!) You can choose either pay-per-click (PPC) or pay-per-impression (PPM).

You are charged a pre-arranged amount for your PPC ad every time someone clicks on it.

With PPM, you are charged per impression (*an 'impression' being the number of times your ad appears.*)

You pay lump sums in advance by purchasing "credits". Your clicks or impressions are then deducted from these credits. (*You can purchase credits in as small an increment as \$20.*) Your ad will run as long as you still have credits remaining. You can top up your credits to keep it running, or let it run out and edit/tweak your Ad further.

There are no fixed costs for Ads, but Facebook actually helps you determine what a good rate to set would be, based on criteria you enter in their targeting formula. (*You can also set your Ad to end at a specific point... or run continuously.*)

When calculating your ROI (return on investment) on your Facebook Ads, you would do it the same way as you would for any other advertising venue.

How Do You Track Your Facebook Social Ads?

Without the ability to track your ads, its effectiveness drops dramatically. Fortunately, Facebook has a platform named Facebook Insights, which allows you to view the number of clicks and impressions your ad receives in real time.

How Should I Target my Facebook Ads?

There's no cut-and-dry answer to this, except to make sure your keywords are actually suited for the way Facebook operates... and the way it dispenses ads (*based on keywords in user profiles.*)

You may think that creating a successful Facebook ad is all about understanding your target visitor, but that's only one quarter of the psychological picture. You actually need to understand not only your target visitor but also:

- Why he/she uses Facebook (what they expect)



- Facebook's advertising goals
- How Facebook "thinks"

Only when you create an ad armed with these areas of knowledge will you hit every target.

Determining who you want to reach is actually just the cornerstone. Researching your target subscriber is a basic action you have likely already taken. Now you need to think about **what they're doing on Facebook**. This may be a combination of any or all of the following:

- Playing a game (escaping/stress release)
- Chatting/responding to posts (socializing)
- Posting their own important thoughts (on a mission)
- Promoting their own web presence or Facebook page
- Browsing (alleviating boredom)
- Alleviating loneliness

You have to look at your target subscriber and determine how big a part entertainment plays in their Facebook browsing habits. In other words, are they on Facebook because they're procrastinating? Or are they there because they're on a mission? Either way, you'll have about one second to truly catch their attention with your ad.

The main reason you can target so specifically, in spite of Facebook itself having a broad, generic demographic, can be attributed to profile pages.

Think about it: When you filled out your profile page, you were prompted to share your:

- Hobbies and interests
- Career and work information
- School, college or university
- Tastes in music, books and movies
- Personal and contact information (date of birth, marital status, etc.)



- City and state

Among the things you share you can bet people can find great long-tailed keywords! These are what you should use when creating your Facebook Ads – targeted specifically to your ideal customer, of course. Use your keyword in your headline at the very least – and again in the text (always providing it feels totally natural: Remember, Facebook puts “social” before “SEO”).

Here are some solid elements to start with, directly from Facebook's Ad creation site... Start with targeting by country – other options will be presented to you, based on the country you select (*and you can actually select up to 25, though this will preclude you from being specific as to city.*)

You always have to keep in mind that this is a social network. Find Groups or Business Pages similar to your own interests, and see what keywords they seem to be using... But remember, above all, Facebook for its users is all about easy entertainment – not concentrated searches.

Are Facebook Ads Automatically Approved?

No. All Ads have to be submitted for approval. Facebook states: “We do reserve the right to choose what advertising we accept, and may prohibit additional content from being advertised on the site based on user feedback or other information.”

If your Ad is not approved, not only will you receive an official “Disapproval Email”, but you'll also be able to see this information in your Ads Manager, beside a copy of the disapproved Ad.

Facebook Fans (Now Called “Likes”)

This answers the common question: “Why do businesses and companies concentrate on getting Facebook users to “Like” them, rather than trying to sell something?”

Involuntary user endorsement is now strictly an opt-in procedure, via the Facebook Like button. For example, Farmville users who click “Like” can expect to occasionally see their name and photograph published in Farmville's feed (*along with a random daily sampling of other fans*)... unless they specifically veto this in their “settings.”

The strategy behind this strictly social approach is sound:



1. The company's main goal lies in **attracting as many interactive followers as possible.**
2. Their advertising staff realizes that Facebook is a social network. **People like to engage: They are not looking to buy.**

The trouble with this strategy is that sometimes advertisers forget one simple fact: People often click "Like" **without clicking through on the link.**

And without clicking through on the link, **there is zero engagement and zero activity on the company's destination page** – And (when going for "Likes") this should be your company Facebook page.

So it looks a little work when your page only has 89 "Likes" and Peoples Jewelers has 39,671. But let me ask you this...

Q: If 80 of your 89 "Likes" had actually clicked through, read your page, left comments, left posts, or "Liked" one or more of your posts (or other fans' posts), who really has the higher rate of engagement – the one with the interactivity and action (generating real energy)... or the one who just has "Likes"... and no comments. No posts. Nothing. Just your own voice repeated as many times as you've posted.

More important, who is **building trust**? Creating a **solid reputation**? Attracting **real fans who will share your content** – and this should be one of your biggest goals in engaging with Facebook.

When creating ads to generate click-throughs to your Facebook page, always remember your goal. It's not enough to attract "Likes" alone. You need **interactive, passionate engagement** in order to expand your Reach.

Usually, people aren't bothered by seeing their photos appear within select groups because:

1. That user chose to "become a fan" and "like the page"
2. The information typically appears within the Farmville "group" only

Where it gets really sticky is when your users' photos appear on "outside" sites – though a major portion of this problem has been corrected. *(More on privacy, later.)*



You don't just want to add more fans to your company Facebook page with your ad, you want to:

- Make them **interact with your page and bring it to life** ("create a community")
- Get them to aggressively and enthusiastically **share your content** (increase your Reach)

Does that ultimately lead to more sales?

It's neither correct to say "yes" nor "no". Facebook advertising is a symbiotic process, involving both your Facebook page and your actual ad. People get to know your voice through your page: And even people who don't know your voice – visitors who clicked through solely because their BFF Sheri is shown as "Liking" your ad – get to see how active and friendly your Facebook page appears.

The result of this "social proof"? They are much more likely to instantly jump into the discussion with their two-cents worth... which instantly increases your Facebook Reach as your ad is then served up to their friends, too (and more of your BFF Sheri's friends will be served the ad too).

Also remember this: Your posts will *automatically be targeted to more people* if you are paying Facebook for an ad or a Sponsored Story (a post by you or one of your fans that you would like your target audience to read).

The biggest mistake you can make, when it comes to Facebook advertising?

Not keeping your goals and the psychology and habits of social media users – regardless of their niche demographics – in mind.

Do Keywords Still Matter?

Yes. Not in the traditional SEO sense, but for targeting Facebook user profiles. A good way to get a feel for this is to survey the Facebook profiles of people who like similar sites, products or pages to yours.

If your business is a physical location you want people in your area to visit. You will particularly want to make sure you include your city and state/province in your ad text.



You can also find and research more targeted keywords by studying those Facebook profiles and seeing which keywords they have in common that relate to your potential ad.

What Type of Events or Items Can I Advertise?

You can Advertise:

- Web pages
- Facebook pages created by you
- Facebook groups which you administrate
- Applications
- Events publicized on Facebook

Facebook Ads probably should not be your first choice for straight business advertising or direct product promotion – Google SEO is better for that purpose – but yes, you can use Facebook Ads to help promote your business indirectly and definitely for creating a buzz about it *(for example, promoting a Facebook Page that popularizes some aspect of your business, to help you firmly establish a branded presence)*

An ideal combination for many businesses would be a “double whammy” sandwich of both Facebook Social Ads and traditional Google SEO-based ones.

When deciding how to use Facebook Ads for your business, just think “social” and “random entertainment” and if you can see a way to make your business fit, you’re on the right track.

Can I Advertise an Affiliate Product with Facebook?

If you are creative and read the guidelines thoroughly – yes, you can promote an affiliate product. Just keep in mind that any link you provide has to go directly to the destination URL.

Your Ad should not be a direct sales pitch for that product (remember, “social”) but should provide incentive for the user to visit the site.



Should Facebook Ads Replace Google AdWords?

We've already dealt with the whole business-versus-social issue between Google SEO and Facebook: The same principles apply for Google AdWords.

If you want to aggressively promote a product or business directly, use AdWords. If you want to expand its popularity, create a buzz or if you feel it's particularly suited to Facebook's resources, use Facebook Ads.

One thing you can do with Facebook Ads that makes it a good choice for beginners wary of losing major money on AdWords: You can easily set the ad to terminate after the amount of credits you purchase is depleted. This makes it a safer bet than finding yourself with a massive credit card bill at the end of the month (*something beginners often get caught by with AdWords.*)

But whether you use Adwords (SEO based) or Facebook ads (social networking based), Facebook ads nowadays are a "must" – particularly with the not-so-subtle switch over to mobile devices! But it's great for beginning marketers because at the moment, it's significantly less expensive to advertise on Facebook than with PPC.

The bottom line, however, should be related to the best use of your Ad dollars. If Facebook Ads is your choice solely because you are seriously strapped for cash, don't expect over-the-moon results, since you're operating with only a small part of the whole picture.

Elements of a Successful Facebook Ad

Now that you know how Facebook ads work (and where to find the right resources, let's deal with one other reason people don't do so well with Facebook ads: Not only do they make the mistake of forgetting to involve their Facebook page in creating an active community to support the ads, they also often ignore these absolutely basic principles...

1. **Use a graphic** – You need something to catch your target follower's eyes and draw them to your ad. Graphics are a great way to do this!



2. **Use a highly relevant graphic** – Don't make the mistake of slapping a kitten onto an ad about getting rid of cellulite. Remember, you want genuine click-throughs and engagement, not just "Likes". If your ad is brazenly misrepresented with completely irrelevant graphics, then you are going to annoy people into immediately aborting their visit to your page.

This also goes for graphics which inadvertently contain details or elements that "undo" your main message, so do consider your pictorial candidates carefully. For example, if you are creating an ad for your new Day Care center, don't pick the first "happy kids playing in a yard" photo you see: Look for details that negate the "happy" message, such as:

- The wrong colors – e.g. all the colors are dark and gloomy, the sky looks as if there's about to be rain
 - Disturbing elements that don't belong – e.g. An unsmiling man peeping out from a tree (rather than a happy dad smiling over the fence, dressed in the same shirt as his little boy to let viewers know, beyond a doubt, they're related)
 - Distracting elements --e.g. something showy or incongruous, such as an elephant walking down the road behind the yard in which the children are playing. People would be so busy wondering what the elephant was doing there, they would miss the point that your daycare playground area is a happy, safe one
3. **Use a simpler graphic with large elements** – Especially if your ad is going to be designed with mobile users in mind. Remember, Facebook ad graphics are small: Three or four happy children may send a stronger message than fourteen or fifteen, in our Day Care center example. Or even one child tossing a ball with a smiling adult behind.
 4. **Be creative!** Take extra time to make sure you are making the most of every single bit of Facebook ad "real estate" you have. Use the best graphic, the best word, the best header – and brainstorm several ad versions.
 5. **Seek feedback** – From your staff, your VA, trusted fans or business peers. Ask them which ad version they like best – and ask them to tell you why.
 6. **Be discriminating.** Don't settle for anything less than the best, when it comes to your Facebook ad. You never want to catch yourself saying: "This graphic will do..." or "That's good enough, we'll see how it does". Lukewarm doesn't cut it.



7. **Spell-check and proof your ad multiple times.** One of the most common reasons Facebook ads don't get approved? Spelling mistakes.
Seriously!
8. **Read and follow Facebook's Ad Guidelines** – carefully!
9. **Have one single, clear focus** – Make your “big benefit” specific. For example, don't just post an ad for your Day Care center – focus on its biggest benefit. “Need to work later? Teddy Bear Day Care stays open till 7pm.”
10. **Feature your brand** – if branding is your major Facebook goal, brand prominence is crucial to success.
11. **Speak Their Language** – Pay attention to the words you use, as well as expressions, colloquialisms, slang and pace of speech. Don't be formal when your audience is informal. Don't use seventies slang such as “Groovy!” if your demographic were all born in the nineties. Etc. Etc.
12. **Remember the reward!** If you can possibly include some type of reward in your ad – do it! A multitude of Facebook advertisers swear by the “reward” principle, when it comes to getting click-throughs and engagement.

Maximizing your Facebook Exposure

It's not enough just to create Ads for a webpage. You want to make sure you get the most out of your advertising dollars by maximizing Facebook's platform in as many diverse areas as possible (*just as we've seen Zynga do, in our case study.*)

Here are some ideas, and some extra Facebook related resources to consider...

Sweepstakes and Contests

Ads for contests and sweepstakes are generally not allowed... unless you first obtain permission from Facebook.

There are a number of other restrictions that are ironclad and will never garner that coveted permission if you ignore them; and you need to be aware of these.

For example, you may not create promotions marketed for:



- People who are under 18 years of age
- Countries currently under U.S. embargo
- The promotion of prescription drugs, gambling, firearms, tobacco or gasoline
- The obtaining of a prize which includes or consists of prescription drugs, firearms, or tobacco

Sweepstakes too have highly specific rules applied. You are forbidden to run them via Facebook Social Ads if:

- Entry is dependent upon the purchase of a product or completion of a complex task

And you can specifically only promote one if:

- Your sweepstakes is open to "individuals residing in Belgium, Norway, Sweden, or India"

The long list of prohibitions at first looks daunting: However, one quickly realizes that Facebook is now attempting to weed out promotions that are shady, illegal or fraudulent.

If yours is none of these things, and you adhere to delivery methods and ensure you are not inadvertently violating rules, Facebook will most likely be only too happy to grant you permission. So be sure to check out the Facebook Promotions Guidelines in advance for yourself, if you are hoping to hold a contest or sweepstakes – for any purpose (*even charitable.*)

In the long run, these rules and prohibitions are just good business sense – for all!

Facebook Social Ad Branding

Facebook Social Ads are a quick way to help you brand your product or website. But exactly how do you do that?



Here are some tips:

1. Be authentic
2. Be transparent (*speak as openly to customers as you would to close friends.*)
3. Build trust
4. Remember it's all about the feeling of connection and community

How to Make Sure Your Ad is Remembered

This brings us to our final point in creating powerful Facebook ads: How to make sure your ad is remembered.

Remember the old adage about customers walking into your store seven-to-twelve times before the average one becomes familiar enough with your store to feel comfortable buying?

Well, the same holds true for online ads – especially social media-based ads.

And in addition to getting them to feel familiar with your business, you also need to make sure they remember you, your brand, your Facebook page – and your ad.

Here's how to do that:

1. **Make sure there is one single, incredibly clear focus:** Do you want to spread your "message" with your graphic? Make that the focus. Catching attention with your headline? Make *that* the focus.
 - a. In other words, don't have three elements all fighting to compete for your reader's eye.
2. **Make sure your brand is clearly presented** – your logo or signature graphic; and colors
3. **Pay attention to voice and tone** – talk like your audience
4. Was your message **clear**?
5. Did it engage **emotions**?
6. Is there a built-in "**reward**"? Did the ad:
 - Promise a prize



- Offer a sample or coupon
- Provoke irresistible curiosity
- Entertain
- Make people feel happy
- Bring pleasure and brighten their day
- Touch emotions

Facebook Marketing Solutions

One site you should bookmark and check daily, if you are considering advertising with Facebook, is Facebook Marketing Solutions.

That's where you'll instantly see:

- What the "big guns" (with the big budgets) are doing
- What your competitors are doing
- The latest trends
- The latest Advertising news
- The latest "movements" (similar to promotions, but more socially-driven)
- Up-to-the-minute insider tips
- Marketing ideas

Facebook Solutions is actually run by Facebook employees. You can create movements yourself, and share information through Facebook. *(Any content you submit should relate directly to marketing.)*

You can submit:

1. Links
2. Photos
3. Videos
4. Posts



These should be geo-targeted, as well as geared to your fans.

Facebook Business Pages

When your reader clicks that "Like" button, that shouldn't be the end of it! You need to provide them with a place to go, to reward them for taking that action.

Your Facebook Business Page is your public page for your business entity identity – the one you're promoting in your Ads. Business Pages not only help you "brand" your business entity, but give you a reliable way to build your presence on Facebook.

The main 2 points to remember: Keep it personal and keep it connected with your fans.

Your Business Page should be the place to go where your customers can go to read privileged information they won't be able to find elsewhere – the latest news tidbits, the latest releases, pre-release information, tips, contests, fixes and bonuses.

It should be a place each fan is eager to visit.

Most of all, it should be a page where you actively engage your fans.

And you should have one because that's where your Ad will link back to!

7 Tips for Making the Most of Your Facebook Business Page:

1. Decide on a tone for your page. Is it going to be chatty? Young? Old? Humorous? "Up"? Reflective? Healing? Only you can answer that question... but your tone should be consistent with the "persona" you want your company (or you) to display.
2. Use interactive media (reviews inviting reader opinion, videos inviting commentary, discussions, charming little graphic games, quizzes or puzzles.) *(They tell you never to use humor in business... but Business Pages are ideally suited to humor, as long as your business entity is also suited to it. You can use humorous games and videos to engage and entertain your viewer – and Facebook is all about the entertainment!)*



3. Add a Facebook "Like" link so that people can judge your videos and puzzles. You might think that's risky... but notice there is no "Dislike" link provided!
4. Provide rewards for fans – especially if they help spread the word. This is not the same as providing an affiliate link: The "rewards" could be as small as free virtual gifts they can access.
5. If appropriate, provide real-time status updates – give people a reason to constantly refer to your Business Page.
6. Consider displaying user-created content on your page. This can be risky, but monitoring it so you can quickly remove truly inappropriate content will not only help keep things positive, but ensure your other fans don't get put off by unpleasant content.
7. Make sure you place your Business Page under the best category – one with what Facebook likes to call "social relevance." The category in which potential fans are likely to visualize a business like yours (*it may not be the most obvious!*)

You might be asking yourself "What do Business Pages have to do with Advertising?" The short answer is: "Everything!"

It all goes towards making sure people read your ads and are reminded your business entity is wonderful, every time they see one. It ensures they'll press the "Like" button, increasing the likelihood of sending their friends to click on your ads and "Like" your business page – and stay engaged with you and your products – too.

You can also do things such as tying advertising campaigns to special events – either "broad" ones such as the winter Olympics or the Super Bowl... or "local" ones such as your local Trillium-circuit horse show. You can also add to your company's positive image by tying advertising campaigns to causes: (*"For every virtual shamrock you send, \$1.00 will be donated to..."*) But don't just stop there – reinforce your ad campaigns by also publicize these special events and your offer on your Business Page.

But the one thing never to lose sight of...

Your Facebook Business Page should be fun, or at the very least, rewarding to visit. Make them want to come back as eagerly as Farmville fans visit Farmville!



Facebook Groups

If you don't link your ad back to a Facebook page, your other option is to link it back to a group.

A Facebook group is basically one profile shared among multiple members.

It's divided into two vertical columns. The left column contains information about the members, a discussion board, a Facebook group Wall, updates on group news and videos.

The right column contains the "extras" – pictures, related groups, links (*including the option to join or leave the group*), trivia sharing, and privacy information.

You can send messages directly to group members' inboxes, but you can't see your traffic stats, the way you can with Facebook Pages. You also cannot create new applications for your group (*you can with a Facebook Page.*)

The Down Side of Facebook Ads

Like any system, Facebook Ads has its own drawbacks: Some of them the same drawbacks you'll find in any online advertising system, and some unique to Facebook. Let's take a detour and make sure our eyes are opened wide to the dangers.

While it's true that as a form of pay-per-click (PPC), a Facebook Ad can reach a more tightly focused demographic and cost considerably less – partly because mainstream marketers haven't yet discovered the potential waiting to be mined – it is nevertheless possible to rack up costs pretty quickly! One way to combat this: Have a daily budget, and set limits.

There are also rules and restrictions you need to keep in mind, so before deciding to create your Facebook Ad, make sure you thoroughly read the guidelines.

These guidelines are broken down into sections:

- Accounts
- Landing pages/Destination URLs



- Facebook References
- Ad copy and Image Content
- Prohibited content (a large section!)
- Data and Privacy
- Targeting
- Prices, Discounts and Free Offers
- Subscription Services
- Ads for Alcoholic Beverages
- Copyrights and Trademarks
- Spam
- Incentives
- Downloads

This page also contains a list of exclusions and formatting rules you need to observe, if you're using the Facebook Platform. There are ways to legally and ethically work your way around some of the restrictions; others are absolute.

For example, one of the general restrictions is: "No contests or sweepstakes", but Zynga got around this by simply asking permission, and following the Promotion Guidelines for permitted contests.

There are other rules in which you simply have to present your case to Facebook:

1. No multiple Facebook accounts for advertising purposes unless given permission by Facebook.
2. Advertisers can't automate account or ad creation unless given permission by Facebook.

And some that are absolute: *For example...*

1. Ads that contain a URL or domain in the body must link to that same URL or domain.
2. Ads must send users to the same landing page when the ad is clicked.



Do remember that if something is not self-evident, or your particular set of requirements goes outside the norm, you can always talk to the sales team in person, to see if there's a way you can both make what you want to do work. *(After all – they do want your money!)*

9 Facebook Ad Mistakes

There are definitely ways to reduce the effectiveness of your Ad on Facebook, and here we will take a look at 9 of the most common...

1. Assuming that all ads are created equal. Facebook selects ads to repeat based on the best performers – the ones that generate the most click-through or impressions. That's why it's important to support your ads with interactivity-promoting tactics such as having a Facebook Business Page, and making sure you really do target the right people.
2. Not tweaking your ad as your campaign progresses. Too many people create an ad – and leave it. Even the best, most professionally optimized ads go through a natural cycle of peaking and declining activity, so make sure you monitor this, and adjust your ads as needed. *(Facebook is also more likely to keep displaying your ad, if it sees you are keeping it current.)*
3. Not putting your ad in the best Facebook category. To figure out the right one, you need to think like your viewer: How would she categorize your product? You may think of your custom-embroidered hemp pillows as "home décor accessories"... but your ideal customer might be looking for "green products."
4. Picking too broad a category. This is a mistake usually born of inexperience. No, it's not better to reach 1,000,000 readers in the hope that a handful might actually be interested in your ad subject: It's better to narrow your focus to an exact, small target group – one that will give you comparatively higher conversions (sales).
5. Not reading all the guidelines and restrictions. That one should be obvious, but still trips potential Advertisers up all the time. The best way not to "miss" something is not to rush through the process. Read the guidelines and restrictions first – do your homework!
6. Rushing into Ad creation. See # 4... and make sure you've thought of all the ways you can maximize your ad dollars. Have a plan; don't just fire your cannons off in all directions. Think through your campaign, and plan for the long



term (and for modifications) too.

7. Putting all your eggs in one basket. Especially if it's the first time you've advertised on Facebook, it's best to start small. Don't commit your entire advertising budget to it *(unless your budget is miniscule – a tiny budget being another “mistake”, but sometimes, one that's unavoidable for new marketers.)*
8. Not realizing you need to link your ad to a page, event or group on Facebook. The purpose of the ads, as far as Facebook is concerned – publicizing and promoting Facebook. So even if it's your own website you want to promote, your ad should direct people to your Facebook page, event or group for your website.
9. Not carefully checking formatting and spelling. Make no mistake – you can easily get your ad disapproved by using poor grammar, unprofessional formatting or having spelling mistakes.

The Privacy Issue

We've already skirted around this by discussing the Beacon fiasco. Facebook has been criticized heavily for privacy infractions; not all of which have been corrected.

The truth is, privacy is something you can't take for granted in any area of the Internet these days. Nor can you be responsible for people who don't take the time to check privacy settings on public sites, or take the time to institute any other privacy parameters.

As long as you create your Facebook groups, events, pages and ads in good faith, taking care to follow ethical and sensible practices *(and pick your categories and target viewers carefully, after proper research)*, yours won't be one of the businesses to suffer from any lawsuits.

Speak to just about anyone you know *(especially young women under 39)* and you'll most likely find that Facebook's popularity seems to outweigh its drawbacks. This makes Facebook an important venue that should not be ignored, when planning your Advertising campaigns.



How to Create Facebook Ads That Get Clicks Checklist

Now that we've reached the end of our learning about Facebook Ads, go through this checklist to see if you have everything you need to get those "likes."

- I have made sure I put serious thought into understanding:
 - Why my ideal subscriber/follower uses Facebook (what he or she expects)
 - Facebook's advertising goals
 - My goals
 - How Facebook "thinks"
 - I have thoroughly researched my target subscriber/follower
- I have studied and paid attention to:
 - What he or she is doing on Facebook
 - How – and when – he or she does it (when they prefer to be online)
- I have identified that he or she is most often to be found:
 - Playing a game (escaping/stress release)
 - Chatting/responding to posts (socializing)
 - Posting their own important thoughts (on a mission)
 - Promoting their own web presence or Facebook Page
 - Browsing (alleviating boredom)
 - Alleviating loneliness
 - Other _____
- I thoroughly understand I may have as little as one second (a glance) for my ad to catch her attention
- I thoroughly understand Facebook's goals in running ads:
 - Increase its perceived worth and IPO (to please investors)
 - Cement its position as the most powerful social networking platform



- Cater to small business, after less than stellar success with large corporations
- Invade and conquer every area of virtual social interaction (e.g. mobile, video)
- I am keeping abreast of Facebook's many ongoing changes
- **I am aware of the four basic types of social media goals:**
 - Fan Attainment (how many new fans will my ad help me acquire)
 - Reach (how many people get to see my posts and ads)
 - Reach Increase (with whom do they share my posts and ads)
 - Engagement (How many fans interact with my brand page)
- I have decided on a goal type for my Facebook ad campaign:
 - _____
- I have decided precisely which action I would like people who view my ad to take:
 - Simply "Like" without clicking through, to boost my "Like" numbers and help give my brand credibility
 - Take advantage of a gift, coupon, discount or contest
 - Engage with and "Like" my Facebook Page
 - Other _____
- I am making sure my ad gives a clear incentive and call to action so people will click through and engage, thus:
 - Building trust
 - Creating my solid reputation
 - Engaging with my content
 - Sharing my content
- No matter what my specific goal this campaign, my ads are all geared to:
 - Encourage viewers to engage with my page or URL
 - Let them hear my "voice" – and look for it



- Incite them to trust me
- Other _____
- I am keeping the psychology of my target follower firmly in mind at all points of Facebook ad creation
- I have familiarized myself with the different types of Facebook ads:
 - Sponsored Story
 - Post Ad
 - Web Ad
 - Social Ad
 - Mobile Ad
- I have checked out the Facebook Power Editor and:
 - I am going to use it
 - I am NOT going to use it
 - I have downloaded Google Chrome
- I have chosen, via Power Editor, where I want to place my ads:
 - In the News feed
 - In the News feed and right-hand sidebar
 - In mobile ads
- I am not only using a graphic, I am making sure I use a highly relevant graphic to my ad topic
- I am ensuring my graphic is not too "busy" – I'm aware the graphic subject should be as simple and uncluttered as possible, with eye-catching contrast
- I am making sure my ad colors support my branding, if relevant
- I am making sure my ad graphic contains no disturbing elements
- I am ensuring my ad graphic supports my message (and doesn't actually negate it)
- I am making sure my ad possesses only one strong, clear focus (message)
- For my ad, I have ensured I am using the best:



- Graphic
- Words
- Header
- Call to action
- Incentive
- Hook
- I have read and followed Facebook's specific ad guidelines – carefully!
- I have used a spell checker
- I have triple-proofed my ad
- I have paid attention to my target viewer's tone and voice, and matched mine as naturally as possible in my ad copy
- I have ensured that my ad hooks viewers by using one of the following incentives:
 - Promising a prize
 - Offering a sample or coupon
 - Provoking irresistible curiosity
 - Entertaining them!
 - Making people feel happy
 - Bringing pleasure or brightening their day
 - Touching their emotions
 - Other _____
- I have made sure my ads absolutely do not mislead
- I have carefully studied and analyzed Facebook ads that appeal to me, and I am making notes for my own campaigns.



Reaching An Audience Through YouTube

With over a billion viewers tuning in each month, it's no surprise that advertising on YouTube will bring in a lot of customers. Ads pop up multiple times throughout videos allowing your ad to be seen more than once.

After Google, YouTube is the second highest search engine in the world and it's fairly cheap to advertise. With some cases, you only pay a few cents per view. What is even more appealing is that you're not charged unless the viewer finishes the video or watches at least 30 seconds of it. If this sounds appealing, now is the time to start advertising on YouTube because in a few years, the price will drastically change.

How to Start Your YouTube Campaign

Just like I mentioned with Facebook Ads, you want to prepare before you jump in and begin to advertise. Luck for you, I've listed some steps you should take to help you prepare for advertising success on YouTube.

- Make your ad simple. You have to be able to catch the viewer's attention in eight seconds and if you have too much going on, it will be hard for the person to see what you're selling.
- Familiarize yourself with the advertising options for YouTube:
 - **Display Ads.** These do not appear on the home screen, but they appear along the top and sides of the website during video viewing and searches.
 - **Overlay In-Video Ads.** They appear as banners on the actual video. They are usually in the corner and viewers have the option to exit these ads.
 - **True View In-Stream Ads:** They are the ads that appear at the beginning, in the middle, or towards the end of the video.
 - **Non- Skippable In-Stream Ads:** They appear before, or during the main video and cannot be exited out of. They must be viewed in their entirety before they disappear.



- Check out what the competition is doing. Write down what you did and did not like about other ads that you saw. Think of ways that you could make yours attention grabbing.
- Think of more than one target group for your product. Advertise to each one to see which audience you reach the best on YouTube. If you target your viewer correctly, you can make a lot of money from your advertisement.

How to Set Up Your YouTube Ad

Now that you've come up with a plan for your advertisement, it's now time to begin your process. First you want to go to: www.youtube.com/advertise.

You want to click the big blue button that says, "Start Advertising With YouTube." The process will begin with you choosing a video from your YouTube page that you want to use to advertise. Make sure you have uploaded your ad to your channel at this point.

You don't want to choose a video that's very long, or you will lose the interest of your audience. Usually advertisements last about 30 seconds, but you can go up to ten



minutes on a YouTube ad. After your video is uploaded, you have to choose a title, a thumbnail (what the viewer will initially see), and two description lines.

2 Create your video ad

Ad text

Ad description (line 1)

Ad description (line 2)

Thumbnail

Continue

Choose a thumbnail image for your video ad. This is what people will see when your video ad shows up as a search result.

After you have filled out what is needed, you have the option to choose if you want to send people to your YouTube page or your Website. It is more likely that you will want to send them to your website.

2 Create your video ad

Ad text

Happy Holiday from Lethia
Thanksgiving is the perfect time to give thanks.
Be sure to give your thanks this holiday!
[Click here to fix issues with the ad text.](#)

Send users who click my ad

☒ **To my YouTube channel**
Grow an audience on YouTube by increasing my video views, shares, and subscribers.

☐ **To my website**
Invite people to explore my website or buy something from my online business.

Continue

Where do you want to send users when they click your video ad?



The next step is creating a budget. YouTube suggests a daily budget of \$10 if you're a beginner, but you can adjust the price yourself. If you have more room in your budget to spend more, then you can raise the amount.

3 Decide how much to spend

Currency **US Dollar (USD \$)**

Daily budget ☒ **\$10.00** Recommended
 If you don't know where to start and you've just uploaded your video, then we suggest this amount. But, you can always change your budget anytime.

☐ \$ Custom

Maximum cost-per-view (CPV) \$

[Continue](#)

Maximum cost-per-view (CPV) is the highest price you're willing to pay for someone to view your video ad.

Try using the suggested CPV bid to increase the number of times that your video ad will be shown to people.

One great thing about advertising with YouTube is the ability to be very specific on who you're trying to reach. After you have gone through your daily budget, you will now need to narrow down your audience. You don't want to advertise to everyone because you will end losing more money than you're making. Here I was very specific in who I advertised to. I narrowed the location down to the location of my business, I chose specific keywords that match my business, and I narrowed down my target age.

4 Choose a target audience (optional)

Locations	United States, Missouri, United States, St. Charles County, Missouri, United States
People's web activity	YouTube Search YouTube Videos Google Display Network
Attributes	25 - 34, 35 - 44, 45 - 54 All genders Small Business



The last steps after the creation of the ad are very simple. You sign into your Google account. If you have a YouTube channel, you already have an account. If you do not have one, YouTube requires you to sign up for one. After you have signed in, you will go through the billing process and end with a review of your advertisement. If it all looks good, you can now begin your YouTube campaign!

Getting Started With Linked In

You've joined LinkedIn and you're looking for new leads. You'll read or hear from countless sources that LinkedIn is good for networking, but it takes time to acquire leads within that social platform. While this is true of almost any social network, there are definitely strategies you can use to encourage lead generation.

It's starting to become a common platform where marketers are starting to promote their business. LinkedIn is a powerful tool with a powerful opportunity for advertising.

Step One: Set Your Goal

Before setting a whole slew of strategies in place, you need to know what you hope to accomplish through LinkedIn. This might sound obvious, but it's the things we *think* we know the best – things we take for granted – that trip us up.

Lead generation is what you are hoping to achieve... but LinkedIn is really all about networking. Anyone who thinks it's not is liable to be labeled as a pest. The more you single-mindedly focus on either networking or lead generation, the less approachable and attractive you will be. What you need to focus on is having a well-rounded profile with a strong identity. You need to come across as a real person, with likes and dislikes, a distinct personality and a voice.

Without this, you end up being just another annoying marketer unintentionally coming across as aggressively needy or holier-than-thou.

Yet people can be extremely successful in driving traffic to their sites through LinkedIn. The success formula is a good dose of personal branding including offers that are tailored, cheerfully up-front, and/or responsive to time-sensitive needs.



Concentrate on **developing your voice** first and foremost. On LinkedIn, you don't brand your business: You brand you. The business is just **what you do**. People pay attention to it only after they've vetted you out and approved of you personally.

Never, ever fake anything just to draw in connections – but don't be afraid of being selective about things you share. It's perfectly okay – in fact, a good policy – to omit interests and data that would dilute your “voice” and distract from your branding. Just make sure that what you do share is a significant part of the real you.

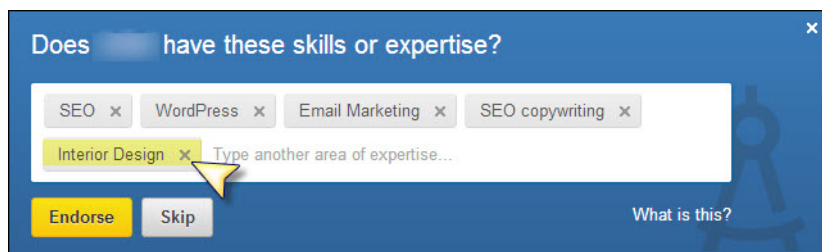
Step Two: Create a Strong Profile

We're going to spend a good chunk of time on this topic, because it all starts with your Profile. Your LinkedIn Profile should be entirely focused towards your business identity – your voice. We've already touched on being selective, including only information that supports your “message”.

Optimize Your Profile Keywords – Another area you need to concentrate on is **keywords** when setting up your profile. This area is often glossed over – after all, you know your keywords, right? But there are certain LinkedIn peculiarities you have to be aware of, and either fine-tune beyond your peers... or avoid.

Remember that every word you enter in any section of your profile has the potential to become a keyword, whether you want it to – or not. You don't want connections being asked to endorse you for keywords that aren't really relevant to your main mission!

For example, let's say you are a blogger with a background in interior design... While it's great that you might have a background as an interior designer, is it relevant to the role of professional online blogger and writer that you're trying so hard to promote now?





Another thing you'll notice, if you click on every single connection whose mission or business is similar to yours...

- **You probably all use the same keywords**

While there is nothing wrong with that, in itself, you want to **stand out** from all the other bloggers who know WordPress, SEO copywriting and SEO. (No, that doesn't mean keeping that "Interior Design" keyword!) But do see if you can source a keyword your target market uses... that doesn't show up in your competitors' endorsement suggestions and keywords. Then put it in your Profile heading and summary.

Add Rich Media Content – LinkedIn has just rolled out a new feature that – unfortunately – replaces its Apps section. But this does allow you one or two strong lead generation opportunities.

For one thing, if you have the SlideShare or Portfolio App installed, you'll now find it in your Summary section.

Otherwise, you'll need to select from a list of compatible content providers. These are further broken down into the following categories:

- Image providers
- Video providers
- Audio providers
- Other
- Presentations and documents

After you've clicked on the link to "categories" within the text above, simply click on the type of content provider you're interest in, and a drop-down menu will appear.

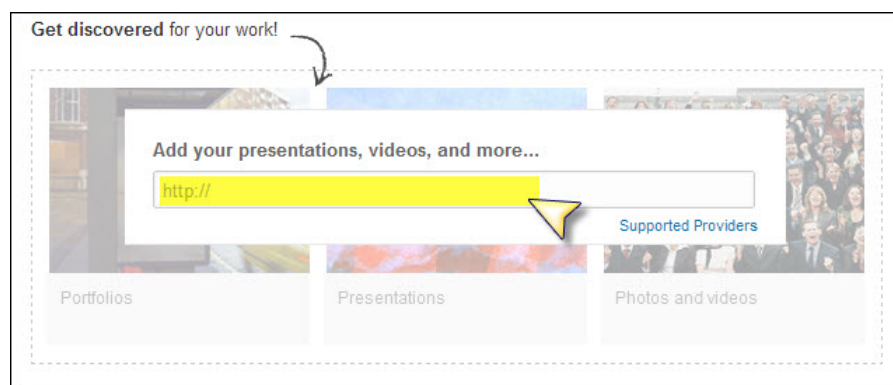


▼ Image Providers:

- 23hq
- meadd
- mlkshk
- mobypicture
- ow.ly
- pikchur
- Pinterest
- Questionable Content
- somecards
- twitgoo
- twitpic
- TwitrPix
- Twitter

Note: You **must** add a public URL for all media links in your Profile. In fact, you will be prompted to do so.

Whether or not you have been given the new Profile layout, you should now be able to add rich media to your Profile. Just click on "Profile" and "Edit Profile". You will now be able to add outside URLs as well as videos, sound clips and more.



Finally, focus on who you want to reach, when writing your summary. Of all the things you do and skills you possess, what would most interest him/her? What would catch your target connection's attention?



And – most importantly – what would make that potential connection choose you in particular, out of all the other people who do what you do?

Profile Dos and Don'ts – Let's summarize what makes a great LinkedIn Profile:

- Using your best keyword in your headline, description and summary
- Using an up-to-date, professional quality headshot with no distracting or contradictory elements in it
- A Profile that speaks directly to, and is geared towards, the person you are most interested in reaching
- Clear, direct writing. (Eliminate adverbs and adjectives. Break long sentences up into short ones. Read your Profile Summary aloud, to identify and eliminate any breaks in the flow or awkward sentences. Proofreading!)
- Including relevant, unique details that make yours stand out from similar Profiles
- Including your recommendations
- Recommending others who might be of interest to the reader
- Telling the reader what you've got that you think they need
- Having as much of your Profile as possible filled in

This latter point is extremely important, if you want your LinkedIn Profile to propel you up in Google rankings. And you won't qualify for LinkedIn InMaps, until:

- You have over **fifty connections**
- Your Profile is at least **seventy per cent complete**

InMaps shows you all your social connections in graph format, with different colors representing your different networks. You can click on each node to see who the connection is, and color-code/label them.

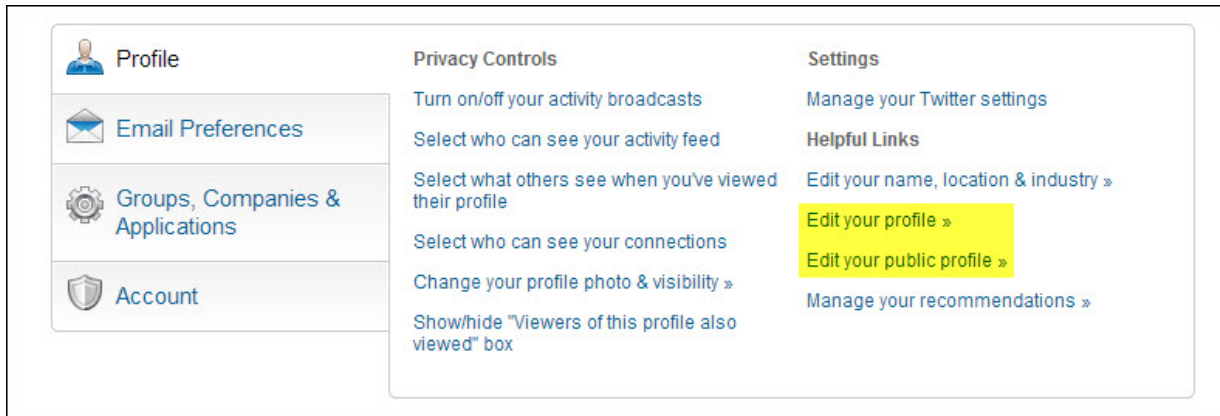
Step Three: Create a Strong Public Profile

We're not quite done with profiles yet...

Many people aren't aware they have a Profile for other LinkedIn members and connections to view... and a Public Profile that Google and anyone else can access

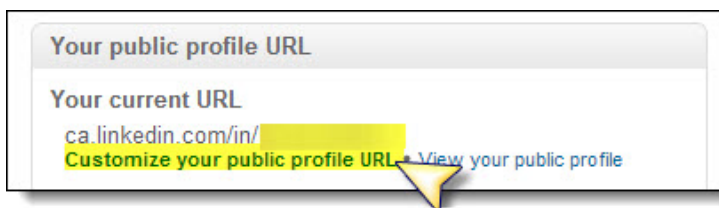


through Google search. Be sure to go to your Settings and make sure both are optimized the way you want them to be!

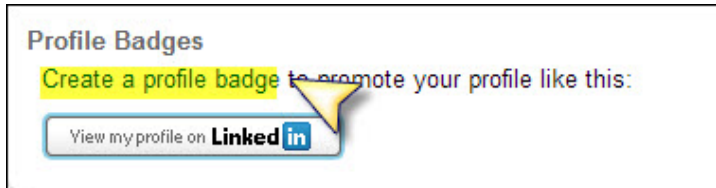


Create Your Own Vanity URL – Do take one more important step, while you are editing your Public Profile. Go down to the right-hand, second-last widget and create a customized URL for yourself. For optimal Google SEO, try using your own name; and if that is taken (which it most likely will be, unless your name is “Shirahlee Whizzlgig”), don’t accept the first auto-suggestion from LinkedIn: Instead, add your best keyword to your name (or add your company name).

When the edit popup opens, simply type the vanity URL name you want after the forward slash beyond “pub” or “in”.



Create Profile Badges – Finally, check out the bottom-right widget window on your Public Profile, and click on the link that will allow you to create badges on your sites and other social networks that allow badges.



Step Four: Ask for Connections

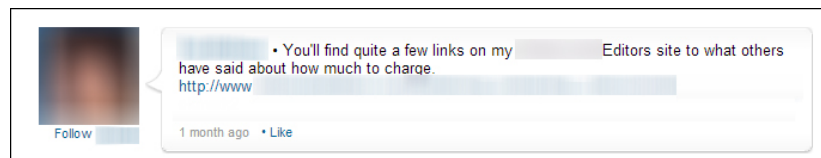
Now that you've beefed up your Profiles – both Public and internal – it's time to turn your attention to boosting your LinkedIn power. If your LinkedIn connection list is still fairly sparse you may wish to ask for more connections. More connections means:

- More endorsements
- More recommendations
- More leads!

When you request a connection, never leave the default message as is. Always customize it. If someone thinks you are impersonally requesting a connection just to boost their numbers, it feels more like a nuisance request. If you give someone a personal and relevant reason for wanting to add them to your network, they will feel pleased and flattered.

- Give your precise reason for wanting to connect. Be specific.

Step Five: Participate in Groups

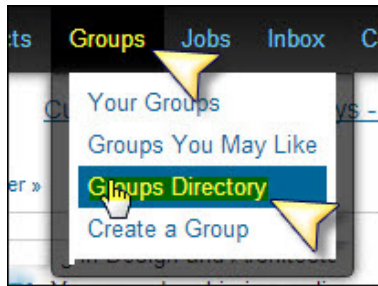


Joining Groups and developing a presence is always good for building relationships – but you can also generate leads in surprisingly direct ways – especially when you're in the middle of a “hot” discussion, where opinions are flying freely. For example, on one group, there was much debate about the correct amount to charge for a particular



service. One enterprising member posted a link to a survey on her blog showing **exactly what people needed to find out:**

You have to be ready to do this sort of thing in response to need, however – otherwise it comes across as too much of a hard-sell.



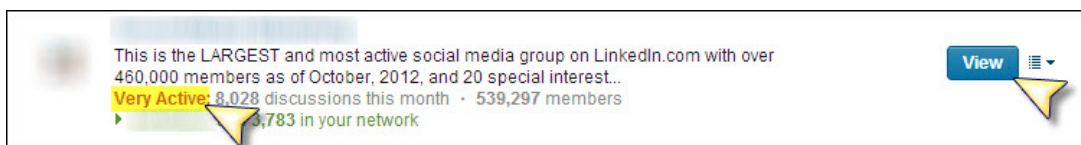
LinkedIn's Answer feature is unfortunately no more ("Events" has fallen by the wayside too), so taking advantage of Groups to answer niche-related questions nurtures trust and helps build respect for your skill and expertise.

To find likely Groups, don't rely solely on those suggested by LinkedIn: Instead, click on "Groups" in your menu bar and select "Groups Directory".

Groups Dos and Don'ts – How many LinkedIn Groups have you joined? And how many do you actively participate in?

If you haven't yet joined a Group, follow these tips:

- Don't join Groups from whom there has been no activity for more than a day or two. Look for the status "Active" or "Very Active", when looking through the Groups Directory.



- Be selective. Don't join the first Group suggested; only those that really appeal to you, as long as they are relevant to your target audience's needs.
- Don't join Groups that are too large. You may get lost in the chatter – particularly if they are too active.
- Do introduce yourself briefly, on approval.



- Do start participating in discussions and answering questions straight away, once you've been approved.
- Do be consistent with participation. It's better to check and comment on three or four groups daily than ten groups sporadically.

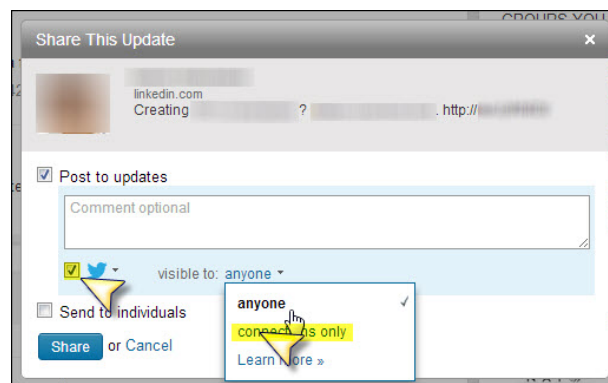
Step Six: Integrate With Outside Sites

This includes both your own website and social media. LinkedIn seems to be attempting to be more accommodating in this respect: Notice in the list of Image Providers on your Public Profile that you can use the Ow.ly URL shortener, mobypicture and Twitpic, as well as integrating with Twitter and Pinterest. (Check out the other Provider categories to see how many rich media providers you are already using.)

You've also seen a creative example of linking to your outside URL back when we were talking about groups (the group member who provided a list to a survey of highly relevant answers within her Group response). Look for opportunities to think creatively also – keeping in mind it should never feel forced: Always natural.

You should look at your content across all social networks, blogs and websites as a “Whole” – an overview of your focused lead generation strategies and USP. LinkedIn should never be “separate” in your mindset from these other areas. See how you can connect them all together and **cross-promote**.

Share your LinkedIn posts directly to Twitter as you make them. Also decide if you want comments to be seen by “anyone” or connections only.





(Hint: If you're responding to a connection's comment, make it "connections only". If you're writing an original post, share it with "anyone" if you think that suits your purpose better.)

Sharing Dos and Don'ts – You will be the best judge of how and when to share LinkedIn content – and with whom. Otherwise...

- Post and comment regularly and consistently – preferably every day
- Never post or comment just for the sake of doing so
- Answer questions
- Share other great answers you receive; give credit where credit is due!
- Thank people for shares and recommendations
- Keep your main target audience always in mind, and stick to your focused overview

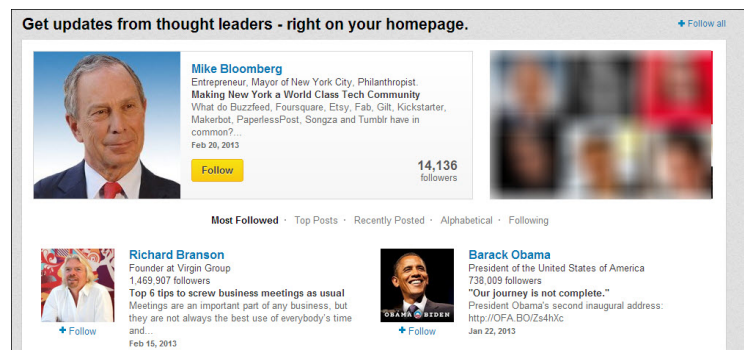
Step Seven: Follow and Observe

Pick leaders in your niche or industry, and "Follow" them. Observe:

- What techniques they use
- Which ones get a noticeable response
- Which tactics annoy you
- Which tactics you respond to

You can learn a lot from following industry experts who are also LinkedIn megastars. But LinkedIn also seems to have changed who you can follow recently. Now they have a list of "hand-picked" suggestions on Who to Follow.

You might find this a little daunting, at first – it starts out with suggestions





such as President Barack Obama and the Mayor of New York City. But keep scrolling down and you'll find top experts relevant to your niche or industry.

Be choosy and selective here too! Pick your top three choices, to start with.

What to Watch Out For, When Using LinkedIn

LinkedIn is a dynamic, active network whose main focus is business. It is currently changing at a rate that is hard to keep up with, introducing many new features. (The latest, barely out of wraps, is LinkedIn Jobs – which in itself should alert you that it still sees itself as a business social network and job bank first).

By all means, when you are setting up your profile and adding connections at the beginning, add as many connections as you can – but keep them relevant. Don't add your buddy, Richard Smith, from your college days, if the two of you now have totally different interests and professional lives; and you haven't spoken to him for fifteen years – not since the fiasco with the balloons and the stuffed hamsters.

If you do decide to connect with someone from the past, do remind them of the most positive aspect of your connection. And be prepared to wait for a response.

Once you have set up your first rush of connections and joined a couple of groups, nurture and grow your relationships there. Add people thoughtfully, making sure they will not detract from your LinkedIn voice.

Create the habit of daily interaction – even if it's just checking your messages and making one or two comments.

Think of when people move away: Even if you've been best friends – in and out each other's houses all day long – once one of you moves miles away, contact drops off. This is a normal part of life. Change is a normal part of life.

Because you are not physically there, interacting, any more, you are relegated to the back of your former friend's consciousness – even though she may remember you fondly; and your yearly reunions are a wonderful break for you both.



Life is all about habit and presence. If you're not there, you're no longer important. So be there – not just on Linked in, but on all your social networks. Integrate posts to appear on more than one.

Answer questions. Acknowledge comments. And make sure you thoroughly enjoy doing so. (Get rid of any group you find you're not naturally and eagerly interacting with.)

You want to be able to:

- Have a strong online presence
- Don't spam
- Strengthen your following and continue to make it grow
- Boost your chances of people seeing your ad
- Make your product desirable enough to **want** to buy
- Connect with professionals and find good leads

With these goals in mind, you'll be sure to conquer the LinkedIn world!

Why You Should Consider Advertising With LinkedIn

While it's not the first example you think of when someone says, "social media" LinkedIn is a very important platform for advertising. It's the perfect tool to reach a specific audience because you can very precisely target someone and the profiles remain more up-to-date. With its new newsfeed addition, there is more of a drive to share and post content that will reach professionals. But how do you know if it's for you?

1. **Are you familiar with who your target audience is?** Say you are starting your own online marketing business, you may be looking specifically for SEO, social media, and website development experts. LinkedIn would be a good investment to use for advertising for your new business.
2. **Where does your target audience work?** While there are many ways you could use the targeting method, how will you plan to do so? You could look at your competition's employees and target them as a way to sell your brand to the right company. This approach can also be served as a job



search tool that people can use to put themselves ahead at their desired place of employment.

3. **What are the unique skills and interests of your target audience?** Like mentioned before, if your business is looking for a specific candidate to employ or reach, you can easily advertise to them. Whatever you chose as certain attributes you want to reach, your ad will be only shown to those who fit the description.
4. **Do I know the role of my target audience?** LinkedIn allows you to target a person with a higher influence level and salary.

Creating Your LinkedIn Ad

Now that you have a better understanding of how Linked In Ads work, it's your time to create your own!

- First you want to go to LinkedIn.com/Ads. There will be a button that says, "Find Your Target Audience" right under the header. Click that, and a menu will drop down. In the far right corner of the menu, click the button that says, "Create campaign."

Create campaign

- The next screen you come to will make you chose between what type of campaign you want to begin. Click the one that says, "create an ad."

What type of campaign would you like to create?

If you need another option, explore our full range of [marketing solutions](#) products.



Create an ad

Reach a targeted audience with ads featuring text, images, or video.

or



Sponsor content

Sponsor existing or new content to reach a wider audience.

- Another menu will drop and there will be a box for you to name your campaign. This won't be seen in the ad, only internally, so here is where you can use your



keywords. You want to include your target market and geographic reach as well. Here is an example, "Bike Repair Ad St. Louis Male Female 18-25." The name looks and sounds weird, but this is the best way to be able to know what audience you are reaching and your way to reach them.

Name this campaign

- While LinkedIn won't automatically change the language on your ads, you can create more than one ad in German, French, and Spanish.

Ad language

- One of the best options with this set up is being able to view your ad before it's published. Always go with an image for your advertisement. While it's not required, it has a higher chance of getting clicked on than an ad without an image. If you can, try to make your headline a question, it helps the consumer get involved with your ad.

Ads in this campaign

Create up to 15 ad variations to see which combination of text and image works best.

Ad variation 1

Ad destination

☒ **Your web page**
<http://www.example.com>

☐ **A page on LinkedIn**

Add Image

[Click to enter a headline](#)

[Click to enter a description of up to 75 characters to span 2 lines](#)

From: Brittany Estes



- After you have created an ad that you plan on using, click next. Now you're on a page where you create your demographics. You can get very specific with them, including certain businesses, schools, skills, age, location, etc. that you want to reach.

Who's the audience for this campaign?

Location	Please specify at least one location	Audience ⓘ 313,000,000 LinkedIn Members
Companies	<input checked="" type="radio"/> All <input type="radio"/> By name <input type="radio"/> By category (industry, company size) Enter the companies you'd like to exclude	
Job Title	<input checked="" type="radio"/> All <input type="radio"/> By title <input type="radio"/> By category (job function, seniority) Enter job titles you'd like to exclude	

[More targeting options](#) (Schools, Groups, Age, etc.)

- Now you have the option to choose how you're going to pay for your ad. You have two options to choose from: cost per click (CPC) or pay per 1,000 impressions (CPM). If you choose the pay per click option, you will have to pay the amount that you chose each time someone clicks on your advertisement. You chose a bid (the lowest amount you can chose is \$2.00 per click), but LinkedIn will also suggest a bid range based on what you choose for your daily budget and any competition for your ad. If you have a lot competition, your bid will need to be higher. Whatever you chose as your bid, you will not be charged anymore than what you bid. Sometimes the current rate will be lower than your bid, so you will be charged the lower price for that.
- If you go with the pay per thousands impression, you will be charged a chosen amount each time your ad is shown to one thousand people on LinkedIn. It can be a bit tricky deciding which option to choose when paying for your ad. If you're trying to get more people to see your ad for a campaign, choosing CPM is your best option. If you want to get more people to click on your advertisement and visit your website, CPC is the better option of the two.



How would you like to pay for this campaign?

- ☒ Pay when someone clicks on your ad - cost per click (CPC)

Select a bid (max amount you're willing to pay when someone clicks)

4.78 USD

Suggested bid range: 4.78 - 7.84 USD.
Minimum Bid: 2.00 USD

- ☐ Pay every time we show your ad - cost per 1,000 impressions

2.81 USD

Suggested bid range: 2.81 - 4.44 USD.
Minimum Bid: 2.00 USD

- After you have chosen how much you are going to pay for your bid, you now have to choose your daily budget and for how long you want your ad to be posted. Don't put a lot of money into one campaign until you test out both options. You don't want to spend a lot of money on one option and it not be successful in reaching your target audience.

What's your budget for this campaign?

We'll show your update as often as possible until you reach this limit.

- ☒ Daily

0.00 USD

Daily budget must be at least 10.00 USD.

Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

How long should we run your campaign?

- ☒ Indefinitely

- ☐ Until

11/05/2014

After you save your changes, the next screen will take you to the checkout to pay for your ad and everything will be finalized.



LinkedIn Ad Reporting

Like mentioned before, you want to make sure you know which type of exposure you want to choose before you decide a large monthly budget. It was advised to test both to see which one works better, and luckily you can view the data collected to see which option is working better for you.

You can view graphs that tell you the location of those clicking on your ad and more. You also can see the statistics on how many people are viewing or clicking on your ad. Usually the pay per click option will have a lower number, and a good estimate is around .03% or higher.

Your ad might be underperforming, but there are ways that you can fix your issue. Click on the ad that you want to optimize better and all of the variations of your ad will show the different data for all of them.

If one option just continues to not perform well, end it and focus on the better of the two options. The less successful your ad is, the less frequently LinkedIn will show it. You can start to invest more money and time into your better ad so you can reach your goal.

Using LinkedIn Groups to Connect

Connecting with other professionals on LinkedIn is a great way to create a group of supporters who will help make your business successful.

LinkedIn only allows you to join 50 groups, so you might want to look at these things to make sure you're making wise decisions with the groups you join. Group spammers are pretty common, but if the group owner is quick to rid them of the group, that's a trustworthy group to join.

LinkedIn has this really nice perk that shows you groups that you might be interested in joining. Based on the keywords you chose for your profile, your job titles (old and new), skills, etc. they show you groups that apply best to you. However this option might have a few hiccups if your LinkedIn profile is just a copy of your resume. Update it and use compelling words to really draw others to your page. Also, it's not guaranteed that



the suggestions will be right for you either. Use the search bar on the top of the page and search for groups yourself with different keywords.

Before you choose a group, look at how active the group is. You don't want to join a group with a lot of inactivity because it is harder to connect with others. Under the group name, there is an option to see how many discussions were started that month compared to how many members there are in the group. When you have joined a group, you are allowed the option to look at the group statistics under the "more" tab. That's to get an even more in-depth look at how active the group is. Another cool tool is being able to see if any or how many people in your network are in the group (this includes people at all job levels).

Don't be afraid to start a discussion. You can open a group and see what they're talking about and it requires approval to talk, send that invite to be accepted. Don't worry about how old the discussion is. As long as you're engaging, that's what really matters.

Regulating Your Activity

Just like anything that is good, your group comes with a set of rules. Be sure to familiarize yourself, so you avoid being kicked out of the group and losing connections with influential people. Some rules include signing up for the group on an exterior website. If you are trying to promote your business, there may be an e-mail listed in the rules that is connected to the group leader who then will create a post promoting you and your business.

Make it a priority to communicate in a discussion in your group at least once a day. For even more engagement, tweet out your answers. You can use HootSuite or TweetDeck to schedule your tweets or use exterior links. If you don't particularly feel like responding to what someone else said, you can, "like" their post because it's a way to get exposure.

The more you talk, the more people will engage back with you. LinkedIn won't always send you e-mails with your responses, so you want to make sure you're logging in to your profile and looking at your inbox there.



Try updating your profile once a week, even if it is a small change. It will appear on your connection's homepage, allowing them to stay updated with you and become curious about what you're doing.

LinkedIn Lead Generation Strategies Checklist

Just like you did with the Facebook Ads, go through this checklist for Linked In.

- I have decided on my LinkedIn goal and strategies
- I have decided on my LinkedIn "voice"
- I am being selective about the things I share on LinkedIn
- I have chosen my best keywords for my Profile and used them in:
 - My Profile Headline
 - My Profile Subhead
 - My Profile Summary
- I have taken care to ensure that my Profile does not contain keywords I don't want to be endorsed for
- I have added rich media and outside URLs to my Profile Summary
 - Links to presentations
 - Links to documents
 - YouTube video link
 - Sound file link
 - Pinterest link
 - Other _____
- I have paid attention to the following details and areas:
 - Using an up-to-date, professional quality headshot with no distracting or contradictory elements in it
 - Creating a Profile that speaks directly to, and is geared towards, the person I am most interested in reaching
 - Including relevant but unique details that make you stand out from similar Profiles



- Recommendations
- Recommending others who might be of interest to the reader
- Telling the reader what you've got that you think they need
- Having as much of your Profile as possible filled in
- I have made sure my writing is clear and direct by:
 - Eliminating adverbs and adjectives
 - Breaking long sentences into short ones.
 - Reading my Profile Summary aloud, to identify and eliminate any breaks in the flow or awkward sentences.
 - Using active verbs as much as possible, providing it feels natural and not forced
- I have carefully proofread my Profile, including its Summary
- I have included any recommendations my fellow LinkedIn members have made
- I am making recommendations for other LinkedIn professionals I know
- I have gathered over fifty connections
- My Profile is over seventy per cent complete
- I have signed up for InMaps and:
 - Shared my InMap social graph with my other social networks
 - Labeled key players on my InMaps social graph
- I am aware that I have two Profiles:
 - My internal LinkedIn Profile
 - A Public Profile
- I have customized both Profile Settings for maximum reach
- I have created my own custom URL for my Public Profile
- I have created Profile Badges for my external sites
- I am committed to steadily but selectively adding more LinkedIn connections. I understand more connections means:
 - More endorsements



- More recommendations
- More leads
- I am faithfully customizing my messages, when sending invitations to new connections
- I am giving precise, specific and personalized reasons as to why I want to connect
- I have joined at least three relevant Groups where I can showcase my skills by being genuinely informative, helpful and interesting:
 - _____
 - _____
 - _____
- I am committed to monitoring and interacting regularly with my Groups on a consistent basis
- I am looking for opportunities to provide truly helpful answers within my Groups
- I have made sure that the Groups I have joined are active
- I have taken note of the size of the Groups I wish to join, to make sure they are not too large
- I am integrating and cross-promoting with relevant outside sites, including:
 - Pinterest
 - YouTube
 - Twitter
 - Other _____
- I am:
 - Posting and commenting regularly and consistently – preferably every day
 - Never posting or commenting just for the sake of doing so
 - Answering questions as helpfully as possible
 - Sharing other great answers I, myself, receive
 - Being quick to give credit where credit is due



- Thanking people for shares and recommendations
- Keeping my main target audience always in mind
- Sticking to my focused overview
- Other _____
- I have visited the Who To Follow Section and selectively picked key industry figures to follow, so I will be kept in the loop via their updates
- I am carefully observing and making note of:
 - What techniques the influencers that I follow use
 - Which ones get a noticeable response
 - Which tactics annoy me
 - Which tactics I respond to
- I am adding techniques I think would work for me with my target audience to my LinkedIn habits
- I am checking my LinkedIn messages, Groups and feed daily
- I am interacting regularly on LinkedIn, to nurture and grow new leads!



Dominating the Advertising World

By now you're probably an expert at winning with Facebook, LinkedIn and YouTube Ads! As the most popular social media site, Facebook is the perfect opportunity to reach out to people worldwide for market domination. LinkedIn allows you to build professional relationships with others that share the same niche as you. YouTube's widespread reach will be advantageous in bringing in a lot of customers. As long as you remember to manage and take the full opportunities given to you, your brand will benefit from your efforts to advertise on Facebook, LinkedIn and Youtube.

Your partner in success,

A handwritten signature in black ink that reads "Lethia Owens".

Lethia Owens

Market Domination Strategist

www.LethiaOwens.com

Lethia Owens is a little geeky, surprisingly funny, motivating and oozing with brilliant business strategies. Described as "a visionary leader with rare business insight," Lethia is a game changer who teaches leaders and organizations how to leverage next level branding and marketing strategies as their competitive advantage. She is a branding expert, market domination strategist and transformational keynote speaker. Lethia is best known for popularizing the concept of Magnetic Branding and her unconventional strategies have attracted international attention leading to her being ranked #8 among the top 30 brand gurus in the world. She is a best selling author and her latest book "Your Brand Influence: The Art and Science of Building an Influential Personal Brand", shares unconventional strategies for standing out among your peers. Her message of reinvention and courage has inspired audiences on Fox, CBS and NBC affiliate networks.

With a bold dream of creating a new generation of femillionaires, Lethia's philanthropic project empowers high school girls by teaching them Internet marketing skills and providing them with a 9-month internship and mentorship.

If you are looking to hire a speaker sure to deliver an entertaining, inspiring and informative presentation on Personal Success, Leadership Branding, Business Branding or Market Domination Mastery, please call her office at (800) 670-0712 or visit www.LethiaOwens.com.