



MGGG & Social Media

Training by Cisco Holland



What are we Talking About?



Facebook	Largest - All demographics
Twitter	Short Posts / QUICK needs Consistent Effort
LinkedIn	Professionals / Content article strategies
Pinterest	Mostly Pictures / Number one selling Social Media
Instagram	All Pictures ONLY Mobile - Fast paced
Google Plus	Potentially going away. Content Marketing
YouTube	Video Based - tied Into Google
Reddit	Younger GenXGenY / Raw but very active
MeetUp	More of online tracking for face to face networking
Vine	Video based short clips extremely popular with YOUNG
Vimeo	Slightly more sophisticated Youtube
Flickr	Savvy GenX / Yahoo Platform / Photos



Leverage.





Doing it on Purpose...

Make A Plan

Step One – Set an Objective:

An objective should be a Clear Goal that is Measurable

- I want to connect with 5 people per week day, add 2 contacts per day and Drive traffic to My MakeGreenGoGreen Website.

Step TWO – Do an inventory. Know what you have, and be organized about it.

- Is your MakeGreen Bio Done
- Do you have a good testimonials?
- What social Media do you have, what do you use...etc

Step Three – Outline your sources

- One Source – MakeGreenGoGreen Articles
- MGGG Partners – Pictures for Quotes
- Real Life Situations / Personal Stuff
- Favorite Websites, for inspiration Inc 500 – YouTube / TED network / Health Sites /

Step Four – Make a Daily Routine! - Don't over engineer



Facebook Routine

Facebook: Goal is to create Instant Messenger Interaction

- Review Friend Requests – Messages – Notifications
(Respond as necessary)
- Post a Positive Quote – M – W - F
- Post an Article – Consistent with your Message – Once a Week
- Post a Picture – Mix Personal & Scenic & Funny 2/3 Times A week
- Like 5 Posts (seek out people you want to see your stuff)
- Comment on 5 Posts (Make comments funny or complimentary)



LinkedIn Routine

- LinkedIn: Goal is to create Instant Messenger Interaction
- Review Friend Requests – Messages – Notifications
(Respond as necessary)
- Post a Positive Quote – M – W - F
- Post an Article – Consistent with your Message – Once a Week
- Change a part of your profile every ½ weeks
- Like 5 Posts (seek out people you want to see your stuff)
- Comment on 5 Posts – Comments should spark interaction.
- Share – Business related Articles



Bring It All Together With MakeGreenGoGreen

- Contact Management
- Attraction Marketing Strategy
- Capture Tools
- Working Within Policy

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Indicate in Questions Box if you want Full Overview of the System Emailed to you

Email Questions to www.mgggmastercoach@gmail.com

Subscribers should participate in the MGGG Partners Secret Group. Add

www.facebook.com/ciscoholland and request to be added.