

Using Social Media to Supercharge Your Business

Martin Brossman

NCSmallBusinessTraining.com

BrossmanOnFB.com

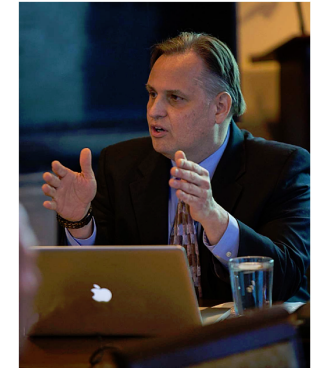
The screenshot shows the Facebook profile of Martin Brossman. The profile includes a cover photo, a profile picture, and a bio. The bio states: "Success Coach / Trainer / Speaker / Author". The page also shows a list of posts, including one titled "Building Your Business Using Facebook by Martin Brossman" and another titled "Facebook for Business - An intro by Martin Brossman". The page has 6 of 199 fans and 7 interested parties.



The screenshot shows the LinkedIn profile of Martin Brossman. The profile includes a cover photo, a profile picture, and a bio. The bio states: "Success Coach, Trainer and Author. Committed to your results drawing from what is possible and grounded in reality." The page also shows a list of current and past roles, education, and recommendations. The current role is "Executive and Business/Success & Sales Coaching at Martin Brossman & Associates". The past roles include "Marketing/Service Support at IBM" and "Manager / Support at various computer businesses in the Triangle, including co-op program at IBM". The education section lists "Wake Technical College", "St. Andrews Presbyterian College", and "The Field School". The recommendations section states "111 people have recommended Martin". The connections section states "500+ connections". The websites section lists "My Success Coaching website", "Inquire On-Line - Podcast Show", and "Pro. Networking On-line". The Twitter section lists "Usinglinkedin" and "martinbrossman". The public profile URL is "http://www.linkedin.com/in/martinbrossman".

About me – Martin Brossman

- > Self Employed Success Coach since leaving IBM 1995
- > Teaching state-wide at the community colleges since 2006
- > 7 years experience with social media, starting with LinkedIn
- > Taught first 10 session Social Media Mastery in the Triangle in 2010 and now at Central Carolina Community College's Social Media Management Certificate
- > 3 Published books on Social Media & LinkedIn
- > Senior Strategist with web marketing company



Best way to learn more about me is google me.



- > **Facebook Business page:** <http://facebook.com/martinwbrossman> 3003 Likes
- > **Twitter:** <https://twitter.com/martinbrossman> 3,547 Followers
- > **LinkedIn:** <http://linkedin.com/in/martinbrossman> 3,420 1st Degree, 1,410,600 2nd & 14,210,200 3rd
- > **Google Plus:** <https://plus.google.com/+MartinBrossman/posts> 1204 circled – 1,296 in my circles
- > **Youtube:** <https://www.youtube.com/user/martinbrossman/videos> —130 subscribers and 33,180 videos viewed
- > **Pinterest:** <http://pinterest.com/martinbrossman/> ... 552 Followers Pinterest business: <http://Pinterst/martinwbrossman/>
- > **Instagram:** <http://instagram.com/martinbrossman>
- > **Foursquare:** <https://foursquare.com/martinbrossman>
- > **Podcast:** LinkingIntoSales.com on iTunes and Stitcher with over 300 active listener (note: QR Code by Drake LaDue – brand-x-mobile.com)

Tell me about you



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Senior Instructor | Martin Brossman

“ I have attended Martin’s trainings a number of times now. Each time I come away with an enormous amount of usable information and advice. He is a wealth of knowledge and a down to earth communicator whose enthusiasm is contagious. I highly recommend attending any of his classes.

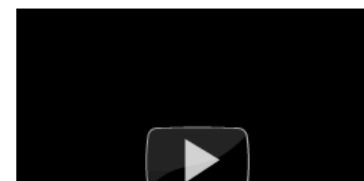
-David Hellinger, CRPC®

Welcome to NC Small Business Training. We are committed to providing outstanding, relevant training for Small Businesses, Small Business Centers of community colleges and Chambers of Commerce.

Here you will find:

Listings and descriptions of a variety of classes offered by Senior Instructor Martin Brossman and associate instructors

Video



MySocialMediaMastery.com

The screenshot shows a web browser window with the URL mysocialmediamastery.com/social-media-management-core-competency-resources/. The page title is "Social Media Management Core Competency Resources | Social Media Management Training". The main heading is "SOCIAL MEDIA MANAGEMENT TRAINING" with the subtitle "Professional Training by Martin Brossman & Associates". A navigation menu includes "Home", "Next Training", "More...", "Graduates!", "Instructors", "Blog", "Contact", "Hire Us!", and "Sign-in".

The main content area displays the breadcrumb "You are here: [Home](#) / Protected: Social Media Management Core Competency Resources". The primary heading is "Protected: Social Media Management Core Competency Resources". Below this, a message states: "This content is password protected. To view it please enter your password below:". A password input field is followed by a "Submit" button.

On the right side, a "REGISTER NOW!" section contains the following text: "Registration for the current session of the Social Media Management and Marketing Certificate Program is closed; the next course will begin in May, 2014. Please contact NCSU directly through this link to register for the **next** session of the [Certificate of Social Media Management Program](#). The course has filled quickly every time it has been offered."

On the left side, there is a Digg widget showing 0 votes and a Tweet button.

Did you know?



- **Facebook** - over Facebook: 1 billion users; 600 million mobile users; more than 50% relate once a day
- **LinkedIn** - over 240 million users and ~\$100,000 avg. income per year
- **Twitter** - ½ a billion - one of the best resources for the most current news
- **YouTube** – 1 billion active users – 4 billion views per day, 800 million users/mo
- **Google +** - 540 million monthly active users
- **Pinterest** – >70 million
- **Instagram** > 150M active users, adding 10M a month

The World has voted...

Connection over privacy



When you go to Amazon what do you read first?

amazon.com **Prime** Hello, **Martin Brossman**. We have [recommendations](#) for you. (Not [Martin?](#))
 Martin's Amazon.com | Today's Deals | [Gifts & Wish Lists](#) | [Gift Cards](#)

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Instant Order Update for Martin Brossman. You purchased this item on [March 26, 2008](#).

Prime **Martin Brossman:** This item is eligible for Amazon Prime. [Click here to turn on 1-Click](#) and make Prime always use the regular shopping cart as well.)
 Member: **Martin Brossman**

[Finding Our Fire - Enhancing men's connection to heart, p...](#) and over 420,000 other books are available [more](#)

Finding Our Fire - Enhancing men's connection to heart (Paperback)
 ~ [Martin Brossman](#) (Author)
 ★★★★★ (6 customer reviews)

Price: **\$19.95** & eligible for free shipping with **Amazon Prime**

In Stock.
 Ships from and sold by **Amazon.com**. Gift-wrap available.

[13 new](#) from \$18.95 | [12 used](#) from \$10.86

Formats	Amazon Price	New from	Used from
Kindle Edition	\$4.95	--	--
Paperback	\$19.95	\$18.95	\$10.86

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3 of 3 people found the following review helpful

★★★★★ **A cool drink for the thirsty**, March 26, 2008
 By [T. Golden](#) (Gaithersburg, MD United States) - [See all my reviews](#)

REAL NAME

Amazon Verified Purchase [\(What's this?\)](#)

This review is from: Finding Our Fire - Enhancing men's connection to heart, passion and strength (Paperback)

We live in a culture that devalues the masculine. This devaluation tends to promote negative stereotypes of boys and men which snowball in the media and become entrenched ideas. Brossman's "Finding Our Fire - Enhancing men's connection to heart, passion and strength" is a clear and insightful look into masculinity that bypasses and goes far beyond the stereotypes. It offers an easily accessible and perceptive view of what men need to do, and what men are doing, to connect with our passion and fire. Brossman is a captivating story teller and an old hand at observing and facilitating human development. You get pearls from him throughout the book but importantly you gain from the voice of the many men who for the last 10 years have been a part of his Men's Inquiry groups. In fact the book is a great source to bring understanding about men and their ways of doing things but also a very powerful guide and template for men to create their own inquiries with other men.

The book is also a great tool for women trying to love and understand the men in their lives.

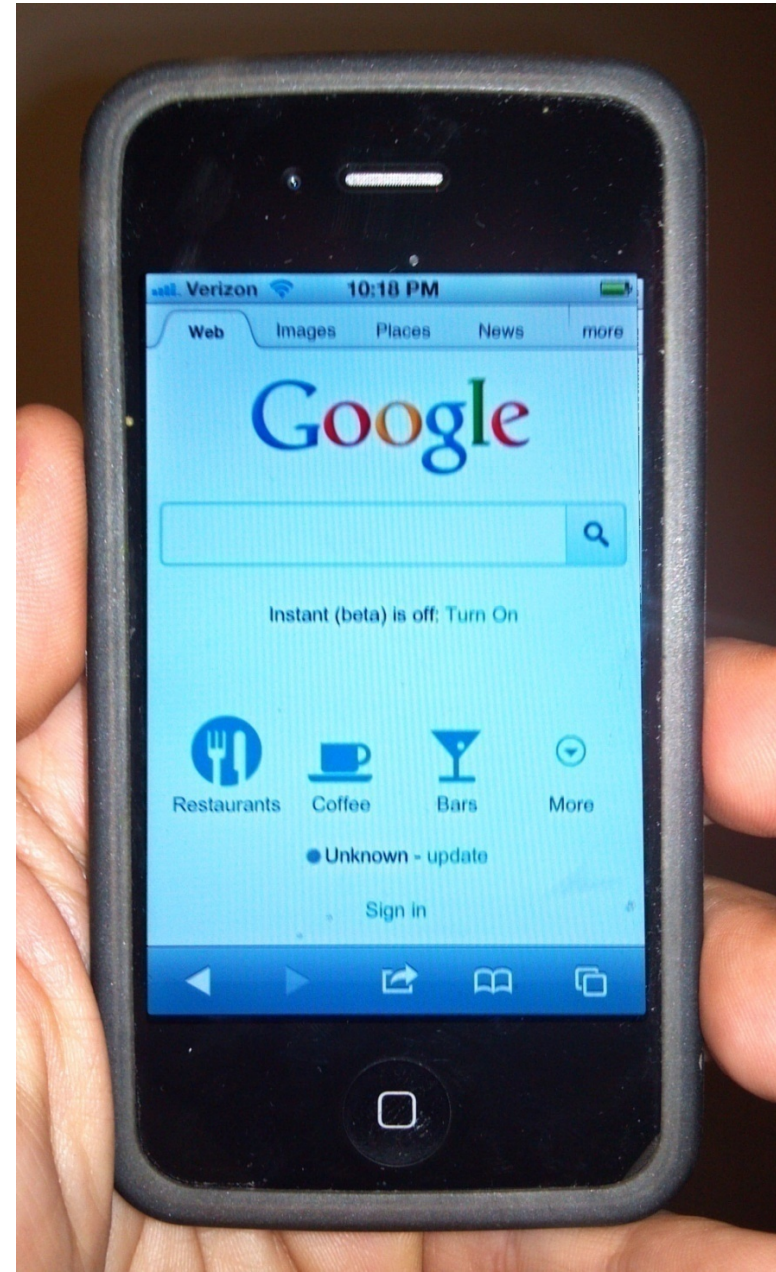
Highly recommended.

Help other customers find the most helpful reviews

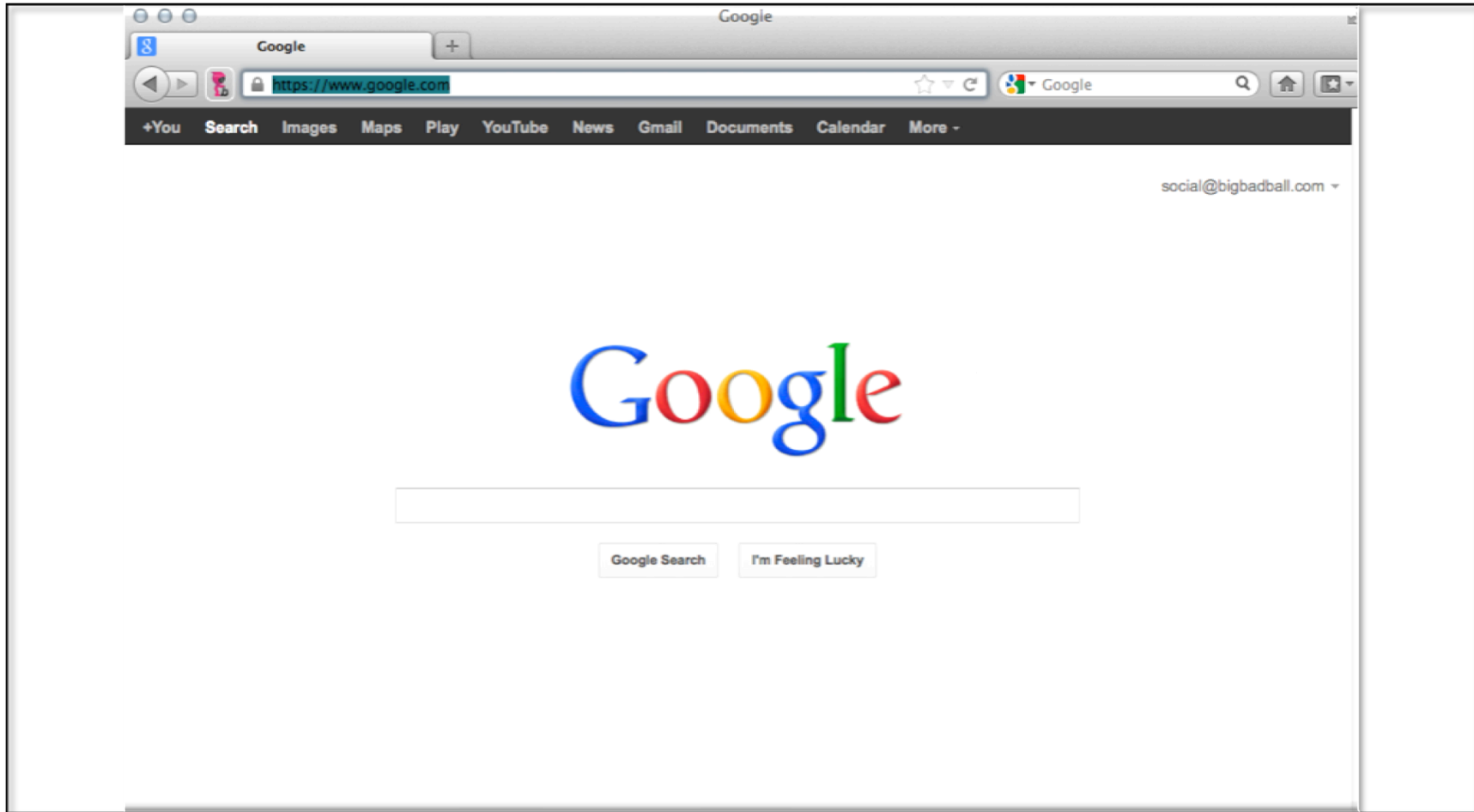
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Where Do Customers start Evaluating a Business?



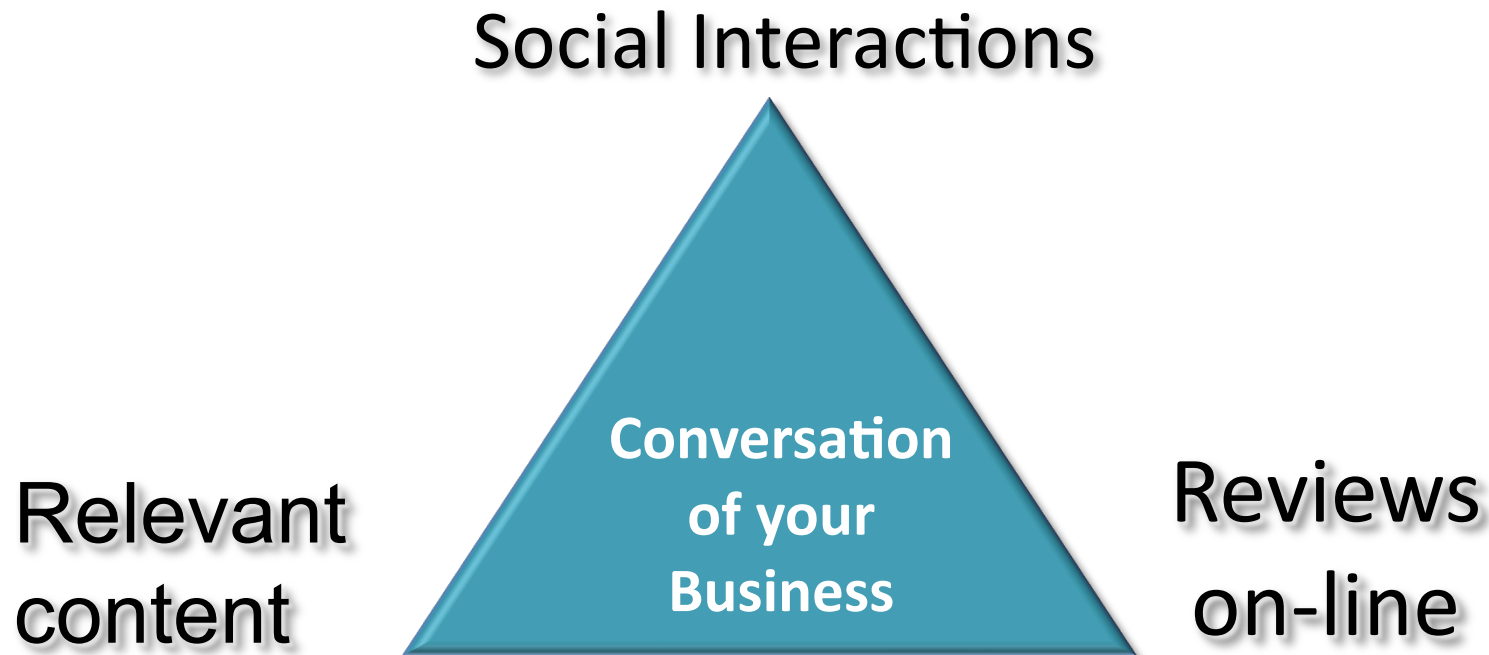
Google



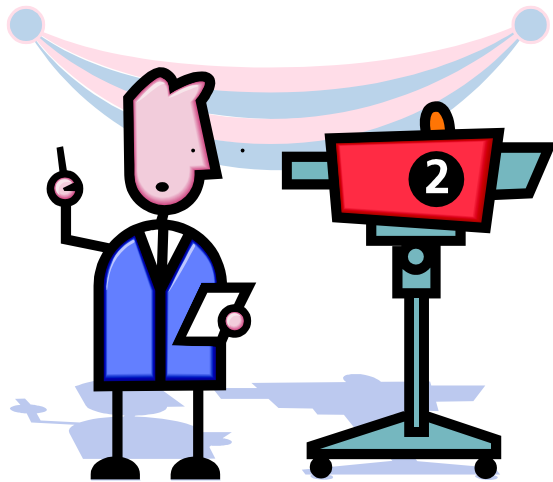
Your website on the Web



Social Validation, Content and Relating on-line



Traditional Interruption Marketing



**Dynamic
Grassroots
Social Marketing**

We are the NEW MEDIA

Then and Now



Traditional Interruption Marketing

- Free Time
- Limited channels
- Still some trust in brands
- Big net to convert a few
- Perception you can control
- Can market through reality
- The news distributed the news
- Lot of money for a few leads

Dynamic Grassroots Social Marketing

- Attention is expensive
- Leading with useful information and engagement
- More trust in Social Validation
- Outstanding service and value for the right customer
- Defining the “right customer” and getting referrals from them
- Using more target ads
- More like small towns 50 years ago
- Mobile - 24/7 - WE are the new media
- Trading life to directly look for fresh relevant content and dynamically relating with customer on and off the Web

Social Media Adds Listening



“On the web”



“On the ground”

The world has changed

- **Who you are on the Web** beyond your website is key!
This is the conversation of you on the web.
- **Where are your key customers and their trusted friends** relating on the web?
- How are you **managing your reputation on the web?**
- You have the opportunity to **be more in tune with and connected to your customers than ever before.**
- **What is remarkable about your business** that people would want to talk about?



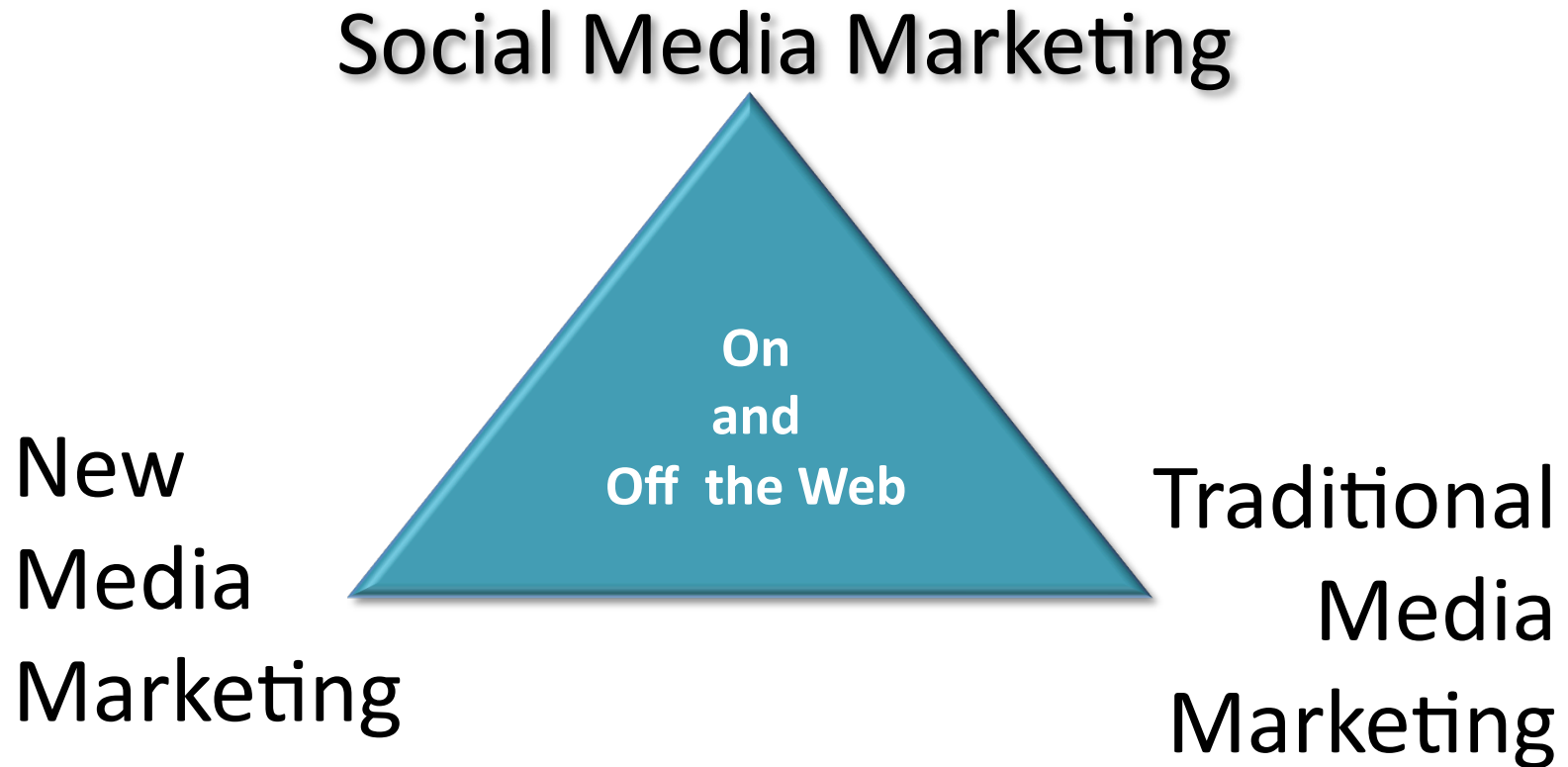
Social Media for Prospects

New Customers and Customer Retention



Finding, Getting in touch, Keeping in touch

The Right Combination of Marketing



Competitive Advantage of Small Business



What is your unique offering?

- Start with the best product for the right client!!!
- Clarify your customers, what is important to them, who they trust and who are your best allies?





Strategy

Where are you going and what road will you take?



*How do you
get from this*

To this?





What is the goal?

or,

What is the problem to be solved?

Where are you now?

What are you willing to do / spend?

Strategy



Vision and
Mission

Vision or
Mission

Initial Strategy & Recommendations for [Business Name]

(Please read the notes in blue, then delete them. If something else is important to include, add it. Updated 9/8/13)

(Summarize what you learned from the Discovery Interview about the business, suggest an initial strategy, and offer high level recommendations on where the business should be online)

Summary

Mission

Vision

Market / Customers

Competitors

Niche

(What about the company gives them a unique place in the market? History, Accomplishments, Charity, Expertise?)

Strengths/Opportunities

Weaknesses/ Opportunities

Initial Strategy:

(Recommend an initial strategy for their social media presence - what should they lead with in their social media and online presence.)

Recommendations

(General high-level recommendations. Detailed recs are developed after the 360 Audit.)

Avatars

A photograph of a community event. In the foreground, several people are seated in folding chairs, some wearing sunglasses. In the background, a white truck with "Production Services" written on its side is visible. The scene is outdoors with utility poles and a clear sky.

What do customers want?

What are their motivations?

What is important to them?

How do you speak to them?

What is their “3rd place”?

Avatars



Avatar Definition

Name

Age

Sex

Marital Status

Education

Source of Income

Living Situation

Children

Health status

Vacation plan

Vehicle

Entertainment

Exercise

Mating Signs of a Bad Client

- Learn to identify a client you can't work with.
- A business you can't create success for.
- Reviews by "fake" mothers.
- Asking for too much from "Social."



Homework

- Fill out Avatar and Vision/Mission handout
- Chapter 1-6 in Supercharge your Business
- UP to page 36 in Social Media for Business



REVIEW

- What did you learn?



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