



**SPECIAL**  
**REPORT**

**SHIFT  
HAPPENS:  
Don't Be a  
Twit: Tweet!**



Lindsay Dicks – Online Celebrity



April 16<sup>th</sup>. The day after the IRS deadline. The perfect day for something almost-monumental, but less-than-serious to happen.

In 2009, that was the day popular actor Ashton Kutcher took down CNN, the cable news giant all by his lonesome.

In case you weren't paying attention, didn't care or just plain forgot, Kutcher challenged CNN to a race to see who could be the first to gather a million followers on the newest social-network messaging marvel, Twitter.com. And yes, Kutcher prevailed - leaving CNN coming in second - and dark horse Britney Spears in third.

Shift definitely happened - and usage of Twitter has continued to explode since then. Celebrities, politicians, companies and, believe it or not, actual normal people are tweeting their lives away. Twitter also won the 2009 Webby Award for "Breakout of the Year" Award. And, checking over at CelebrityTweet.com just this minute, I can see that cycling legend Lance Armstrong just tweeted - that he's having dinner with his family (nope, not making that up!).

You might be asking at this point - am I reading the latest issue of WIRED or a chapter of a book about how to deal with the New Economy? What does all this Twitter and Tweeting Twaddle have to do with me?

Well, what if it were a few years ago and I told you that there was a new way to instantly reach your customer base online and through cell phone text messages? And it was *absolutely free*?

You would probably say, as fast as you could get the words out, "Where do I sign up?"

Well, that's exactly what Twitter is. Yes, it may be a fad like the Hula Hoop, Rubik's Cube and the Pet Rock, but for now, it's as hot as all of them combined and it's an amazing marketing tool. All of the new Social Media are - and we use them to the hilt for our clients at CelebritySites.com, because it makes sense on every possible level.

A recession means marketing is more important than ever - and, at the same time, cash is much harder to find. Using Social Media correctly enables you to market your brand, as well as your latest projects, not only in the most cost-effective way possible, but also in the most cutting edge and impactful way possible.

By using Social Media, you can establish your existing brand, create an entirely new brand, and stay up to the date with the latest marketing tools and techniques. Instead of the old school style of getting your name around - by hiring a giant PR firm and paying them thousands and thousands of dollars a month - Social Media provides an incredibly affordable solution with instantaneous measurable results.

And because most



**CNBC Called me thanks to CelebritySites.com!**

I just wanted to take a moment to say WOW! My last website took many years and many versions to never quite get what I wanted. In less than 30 days you guys designed and built a brand

new website that I love and now, not even 60 days since it's been live, I'm starting to get calls from television producers! Just last week I got a call from CNBC because they were searching for financial experts to feature on a new show they are launching and they found me thanks to my new website. This is incredible, thanks so much for the great experience. Anyone who isn't taking advantage of your unique expertise of Celebrity Branding business people online is missing the boat in many ways!

*Brian Fricke, Owner, President Traci Bild*

of your target market is spending more and more time on the internet, it's the most desirable place for you to be. It shows that you're an innovator in step with the times, not behind them. And the sheer multiplicity of sites and tools you can market yourself on does an incredible job of reinforcing your brand over and over again.

## TWEETING AND CIRCULAR MARKETING

"Circular Marketing" is our preferred method of putting all those online marketing tools to work together to put our clients front and center on the internet. There are three



primary sources of information we post and submit to different sites:

- 1) Articles - Factual writing about subject matter that is related to our clients' main business and marketing pushes. Example: A tax lawyer might write about changes to the tax code that Congress may have just passed.

- 2) Blogs - Short first person personal observations, opinions or anecdotes that also usually tie in to clients' main business and marketing pushes. Example: That same tax lawyer might now write about what he *thinks* about that tax code legislation just passed by Congress, rather than writing a nuts-and-bolts article about it.
- 3) Press Releases - These are third person announcements of a new service or product that is provided by a client. Example: Our tax lawyer might now have written an eBook or be holding a seminar about the new tax code modifications that will help taxpayers understand what it means to them.

All of the above are posted on the client's website - but they're also submitted to sites that distribute all of the other above to additional websites and Social Media. Some of these submission sites charge for their services and some don't - but even if you have to pay, it's usually at most around \$40 or \$50 a month. Compare that with the cost of taking an ad in the newspaper and you'll see you're still saving a lot of money - and getting a lot more exposure at the same time.

For instance, PitchEngine.com takes press releases to a whole new P.R. 2.0 level. You can create your press release online, embed YouTube videos and website links, and post it there for free for 30 days.

And this is only the beginning. Once we've generated the content - the content that helps establish our clients as authorities in their field, that reinforces their brand, and that subtly (or not-so-subtly!) advertises their latest venture - we market that content through - guess what? - Twitter.

And actually, not just through Twitter. We use an additional application called "TweetDeck," (a free download at TweetDeck.com) that blasts the message we want to put out there



**CelebritySites.com took professional speakers dead website and brought it to life – and profitability!**

“Wow, you really know what you are doing & I am impressed! CelebritySites

took my dead website & literally brought it to life! I never realized what I was missing until my site was completely revamped! Thank you, thank you, thank you!”

Traci Bild  
www.TraciBild.com

to Twitter and Facebook at the same time (it automatically updates your Facebook status as well as Tweets on your Twitter account).

And you know who recommends TweetDeck? The Twitter King himself, Ashton Kutcher.

The important thing about the Tweet we send out is that *it always contains a pivotal keyword*. One of our clients is a commercial lender who specializes in SBA 504 loans, a special government loan program for small businesses. So we make sure when a tweet goes out from his account, it has the words “SBA 504” or “SBA loan” in the short message.

Why? Because keywords work the same way on Tweets as they do on search engines like Google. Twitter users will search for topics they’re interested in to follow up on - and if a user is looking for information about SBA 504, they’ll search on those keywords. If they come across our client’s tweet and think it’s interesting, they’ll hopefully check out his website.

That’s what all of this circular marketing is targeted to do - drive traffic to our clients’ websites which have been specially designed to capture visitors’ contact information by enticing them to sign up for free special reports and newsletters containing more

information about the subject matter they were originally interested in. That takes them one step closer to doing business with our clients - and enables our clients to market to them in the future since they retain their contact info.

Here is a few more of our favorite FREE Social Media sites that we use to market and circulate our clients’ content:

- **Digg** ([www.digg.com](http://www.digg.com)) - Digg allows you to share content from the Internet that you find interesting. Once a link and story has been submitted, Digg users can vote on whether it’s worth sharing with other users - that vote is known as a “Digg.” When you get a large number of “Diggs,” your story can end up on the front page.
- **Reddit** ([www.reddit.com](http://www.reddit.com)) - Reddit, similar to Digg, is a social news website where you can post links to various stories and blogs on different websites. You can then vote to raise the link’s ranking or lower it, which decides how prominent the link ends up on Reddit.
- **Delicious** ([www.delicious.com](http://www.delicious.com)) - Delicious is a social bookmarking web service where users can share sites they like with others.
- **Knol** (<http://knol.google.com/k>) - Knol is often compared to Wikipedia





and is run by Google. This site is more of an article/blog syndication site where users can actually post articles/blogs, called Knols, as opposed to bookmarking the website page for other visitor to view (like Digg, Reddit and Delicious).

...it's called  
"Social" - Not  
"Business" or  
"Marketing" Media.



This only a basic overview of how we use Social Media to drive traffic to our clients' websites, as well as market their brands. Each client is different and has different needs, and we tailor our services to their specific business.

## **RULES OF THE VIRTUAL COCKTAIL PARTY**

A very important point to note when using Social Media is the fact that the word "Social" is the prime adjective - it's not

called "Business Media" or "Marketing Media."

That's why we try to look at Social Media as a virtual cocktail party. Now, obviously, you can do business as well as market yourself at a cocktail party. But you're also obviously not going to immediately walk up to a stranger and say, "Need insurance?" The person is very likely to immediately walk away from you and maintain a certain distance from you for the rest of the evening.

That means you want to Tweet about personal things as well - so if someone does decide to follow your account, or if someone sees your status updates on Facebook through a friend's account, they can get to know you as they would making small talk at a cocktail party. Tweet about your family. Tweet about your kid's Tball practice. Tweet about the latest episode of "Lost." And, yes, definitely tweet about your new blog, article or press release and include the link - but don't *just* do that. Allow a personal connection to develop.

You also want to be a little careful about what you Tweet - keep in mind you want to seem professional at the same time you're personal. That means keeping your posts limited to a PG rating and maybe avoiding strong opinions that might alienate potential customers. Yes, you want to get attention - but not the wrong kind of attention!

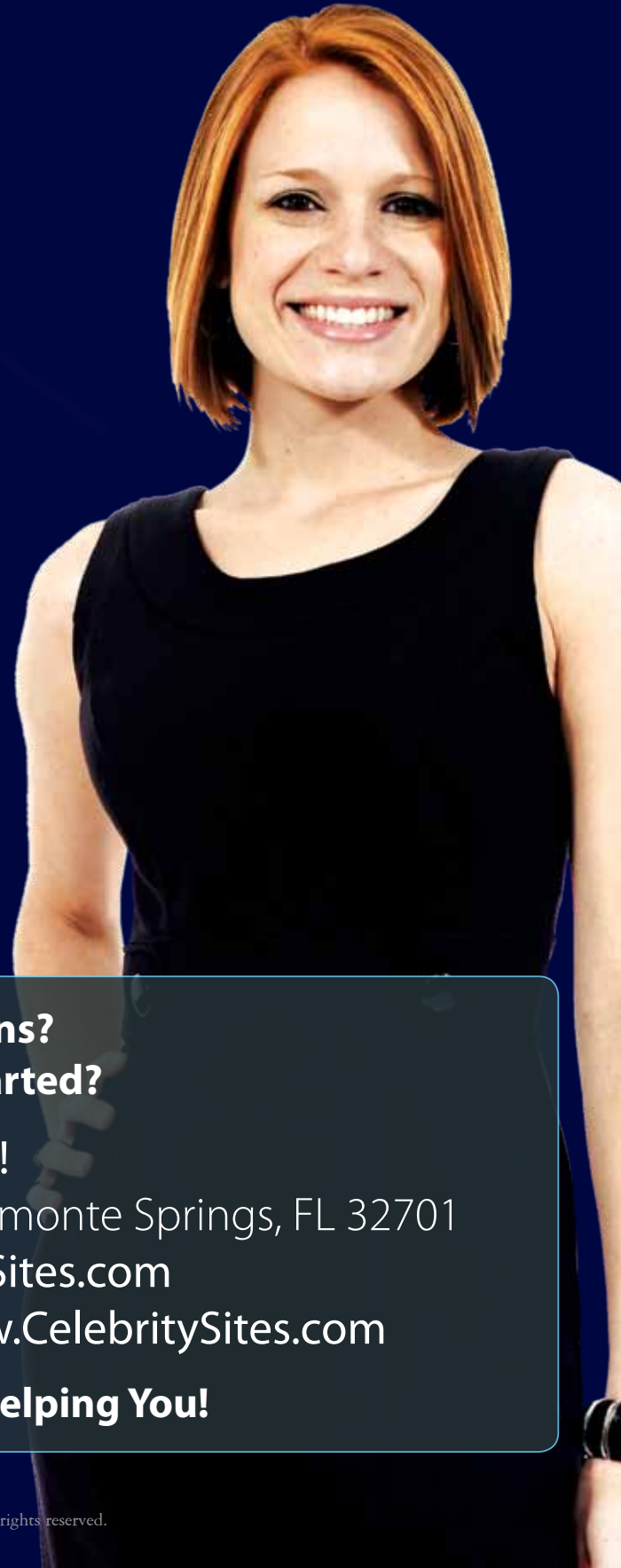
To sum up, it's clear that the New Economy has radically changed things - if not forever, at least for a long while. The good news, though, continues to be that it's never been more affordable and easier to market yourself to the largest number of people than now - in the most incredibly effective ways possible. Using Social Media correctly does take time and effort - but it does pay off in many different and unforeseen ways.

Just ask Ashton Kutcher. Google "Kutcher" "CNN" and "Twitter" all together - and you'll be looking at almost one and a half million different results!

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## About Lindsay Dicks and CelebritySites™:

CelebritySites™, the online division of Celebrity Branding Agency®, is a boutique Internet marketing and media agency specializing in creating Online Celebrity Platforms™ for businesses. Through the use of a proprietary system of tools for marketing, public relations and search engine optimization, CelebritySites™ turns websites into sales and marketing systems that allow clients to leverage online content to create new income streams and maximize revenue. CelebritySites™ will improve your website's exposure and brand recognition, and help you profit from your investment by implementing strong search engine optimization techniques. For more information about CelebritySites™ visit [www.CelebritySites.com](http://www.CelebritySites.com).



**Have Questions?  
Ready to Get Started?**

**Contact Us!**

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**We Look Forward to Helping You!**