



Social Media Consulting Services

The emerging world of social media presents exciting new opportunities for businesses to communicate directly with key constituents in ways that were unimaginable just a few years ago. Intermediaries are no longer necessary. You can now take your message directly to your public with minimal cost and waste.

It's an unprecedented opportunity, but it's also a complex new world, with plenty of standards, practices and pitfalls that are foreign to most marketers.

Paul Gillin Communications specializes in helping businesses understand social media and position themselves to take advantage of its power. Paul Gillin is the author of [*The New Influencers: A Marketer's Guide to the New Social Media*](#), published in the spring of 2007. He is an authority on the application of blogging, podcasting, online video and social networks to marketing and customer relations.

Our training and content consulting services are the product of more than two years of intensive study of new media. We can shave months off the learning process and can prepare you to enter the global online conversation intelligently and effectively, with a position, strategy, and voice that stands out from your competitors.

The sheer size of the social media sphere is overwhelming. By most estimates, [there are more than 70 million blogs on the Internet](#), a third of which are actively updated. An additional 125 million people are registered members of [MySpace](#) and [Facebook](#), the two largest social networks. An estimated 25 million people also belong to one or more specialized social networks like [Flickr](#) and [YouTube](#), and new services like [Twitter](#) emerge all the time, chalking up hundreds of thousands of members every week and altering the dynamics of the market.

With all this change occurring, social media presents an important set of opportunities and challenges to marketers:

- ➔ How to keep track of what's being said about their companies and products online; and
- ➔ How to become a participant in key communities, leveraging the low cost and awesome viral power of social media to communicate with constituencies.

Our services begin with education and proceed through strategy and implementation.

Training

Our training and advisory service provides a comprehensive introduction to social media, an overview of technologies and tools, numerous examples of business



successes and failures and an overview of standards, norms and behavioral principles for social networks. If terms like “Technorati,” “permalink,” “tag cloud,” “blogroll,” “widget,” “Feedburner,” “show notes,” “trackback,” “Digg,” “del.icio.us” and “Creative Commons” are unfamiliar to you, this service will get you up to speed in a hurry.

Topics include:

- ➔ Definition and background of social media
- ➔ Key terms to understand
- ➔ How influence works in the blogosphere
- ➔ Tools and products to monitor social media
- ➔ Podcast and video opportunities for businesses – examples and advice
- ➔ The seven applications of corporate blogs
- ➔ Developing a content model
- ➔ Positioning and voice
- ➔ Analysis of top business blogs and why they’re successful
- ➔ Tricks of the trade for generating buzz and recognition
- ➔ A review of corporate applications of Web 2.0: what does and doesn’t work

Training is generally conducted in half-day seminars, with plentiful handouts and examples. Optimal class sizes are 10 to 15 participants.

Each presentation includes a package of published articles and recommended websites on relevant topics. Each customer will also be provided with two complimentary copies of my book, *The New Influencers: A Marketer’s Guide to the New Social Media*.

Social Media Strategy

Our social media strategy services apply the concepts learned in the training stage to the client’s specific circumstances. We jointly analyze the business objectives, determine potential applications of social media tools, define a unique position and voice, choose appropriate participants and train them in the best practices and nuances of the medium. We also show marketers how to monitor the conversations going on around them.



This is where it all comes together for the business. Using the techniques outlined in the training, we show you how to tap into the conversations taking place around your company and market and how to determine which influencers merit your attention. We also define strategies for connecting with those people and, where possible, enlisting them as brand advocates.

The second part of the strategy consultation is helping you to enter the global conversation. When you do, you'll understand the culture, practices and etiquette of the medium. You'll know what it takes to be successful and what mistakes to avoid. Most importantly, you'll have a content model that insures that your contributions are unique, compelling and relevant to the audience you are trying to reach.

Our strategy consultations consist of on-site meetings to determine objectives, examine the competitive landscape and analyze the company's communications strengths and weaknesses. Our recommendations provide a starting point for a social media initiative, and regular reviews and written feedback sessions are encouraged in the first few months to keep the strategy on track. A typical engagement lasts three to six months, by which time the organization is generally ready move communications and monitoring activities in-house.

Pricing

Half-day seminars are priced at \$2,500, plus expenses, and are available within a 100-mile radius of Boston. For locations beyond a 100-mile radius, we offer a \$5,000 package that includes the half-day seminar plus a half day of onsite consulting, if needed.

Strategic consulting is provided on a retainer basis with prices ranging from \$5,000 to \$15,000 per month, depending on the scope of activities, the number of people involved in the initiative and the services required. All consulting services are custom bid depending on client needs.

About Paul Gillin



Paul Gillin is an award-winning writer and content marketing consultant specializing in technology and new media. His company advises business-to-business marketers on strategies to optimize their use of online channels to reach buyers cost-effectively at different stages of the buying cycle. He specializes in social media and the application of personal publishing to brand awareness and business marketing.



Paul is a veteran technology journalist with more than 23 years of editorial leadership experience. He was founding editor-in-chief of TechTarget, one of the most successful new-media firms to emerge on the Internet. Previously, he was editor-in-chief and executive editor of Computerworld, the newsweekly for IT leaders.

Paul's book about social media, *The New Influencers*, was published by Quill Driver Books in the spring of 2007. Paul is also a research fellow at the Society for New Communications Research. His website is www.gillin.com and he blogs at www.paulgillin.com.