

Praise for *Zero to 100,000*

“I work in digital media publishing, yet I’ve struggled, like most of the business world, to understand how to make social media work for me. Sarah-Jayne and Dean tackled the challenge with an energy that has to be seen to be believed. These two are now my #1 source of information and have provided simple and effective strategies that have helped me to monetize social media.”

—**Vince Holton**, Publisher, Incisor.TV

“A fantastic, timely, and enjoyable book with serious appeal. Great work from beginning to end. I can’t recommend it enough.”

—**2morrowKnight**, *Huffington Post*

“*Zero to 100,000: Social Media Tips and Tricks for Small Businesses* makes it so easy to understand the way to successfully take your business into the ‘real world’ of social media! It both entertained and educated me. I would recommend this book to my friends, business associates, and to educational institutions. Brilliantly done!”

—**Debra Cincioni**, @MomsofAmerica on Twitter

“From building a bigger presence for yourself or your business, this book gets you in on the ground floor, lays the foundation, and helps you get a jump start on becoming a social media success. And the advice is real, not just from Sarah-Jayne and Dean, who are awesome, but from several other success stories they explain in the book. In a word, this book is useful.”

—**Jason Falls**, CEO of Social Media Explorer and author of *No Bullshit Social Media: The All-Business, No-Hype Guide to Social Media Marketing*

“Leveraging social media is vital for businesses of all sizes, but it is a quirky and nuanced world where getting it wrong can have disastrous consequences. @GrattonGirl is one of the people I see in the social space who really understands the art of communicating with her audience. If you want to know how to connect with the crowd effectively through social media, I can think of no one better to hold your hand on that journey than Sarah-Jayne and Dean Gratton.”

—**Kate Russell**, Technology Reporter, BBC Website and App Reviewer

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Zero to 100,000

Social Media Tips and Tricks for Small Businesses

Sarah-Jayne Gratton
Dean Anthony Gratton

que[®]

800 East 96th Street,
Indianapolis, Indiana 46240 USA

Zero to 100,000

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Editor-in-Chief

Greg Wiegand

Senior Acquisitions Editor

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Development Editor

Ginny Bess Munroe

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Kristy Hart

Project Editors

Elaine Wiley, Jess
DeGabriele, and Jovana
San Nicolas-Shirley

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Keith Cline

Indexer

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Proofreader

Language Logistics, LLC

Technical Reviewer

Karl Ribas

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Cover Designer

Anne Jones

Senior Compositor

Gloria Schurick

Illustrator

Dean Anthony Gratton

Dedication

For Dean and Charlotte:

Your arms my home;

Your breath my strength;

Your love the truest place.

—Sarah

For Sarah, my darling wife and best friend:

You embody my hope and my immortality.

—Dean

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About the Authors



Sarah-Jayne Gratton is an author, television presenter, and former theatre performer. She is European correspondent for the television show *You Are the Supermodel*, where she hosts a weekly segment on personal branding.

A former actress, Sarah-Jayne is an influential social media persona, speaker, and writer, regularly featured in *Social Media Today* and other publications including *In-Spire Lifestyle Magazine* (in-spirelsmagazine.co.uk) and blogcritics.org. She was nominated for a Shorty Award in social media and is one of “Twitter’s Top 75 Badass Women” (bitrebels.com). She is also listed in the Top 50 of *The Sunday Times* “Social List.”

Sarah-Jayne studied at Cardiff University, where she received a Bachelor of Arts in Educational Psychology and later a Doctorate in Psychology. You can find out more about Sarah-Jayne at sarahjaynegratton.com and can follow her on Twitter (@grattongirl).



Dr. Dean Anthony Gratton is a bestselling author and columnist.

Dean has worked extensively within the wireless telecommunications R&D industry and has an accomplished career in software engineering. He has enjoyed a variety of roles and responsibilities in addition to being an Editor of the Specification of the Bluetooth System: Profiles, v1.1 (the original specification). He has participated in defining the initial Bluetooth Personal Area Networking profile and was active in the Near Field Communication (NFC) technology and marketing committees. His wireless research work has been patented.

Dean has developed, architected, and led teams across several new product developments for mobile phones, DigitalTV, broadband, Femtocells, Bluetooth, Wi-Fi, ZigBee, NFC, and Private Mobile Radio.

Dean is a columnist for Incisor.TV, where he has written a number of contentious articles sharing his thoughts and challenges on industry news, opinions, and gossip. He continues to make an authoritative published and vocal presence within the wireless telecommunications industry.

Dean holds a B.Sc. (Hons.) in Psychology and a Doctorate in Telecommunications.

You can contact Dean at books@deangratton.com and follow him on Twitter (@grattonboy) to enjoy his witty shenanigans and his social media and technology-related tweets. Dean is an influential social media persona and was listed in the 50 “Top Dogs” of Twitter (bullsandbeavers.com). You can also read more about his work at deangratton.com.

Acknowledgments

We'd like to kick off our "thank yous" to Katherine Bull and Romny French, who clearly demonstrated saint-like patience during the review, copy, and editing processes. We did it! Also, a big thank you to our publicists Dan Powell and Lisa Jacobson-Brown for going all the way with the promotion of the book.

We also want to thank our contributors who feature in Part IV, "An Expert in Your Pocket," namely Jeff Bullas (jeffbullas.com), Lori McNee (lorimcnee.com), Paul Steele (baldhiker.com), Jessica Northey (fingercandymedia.com), and (last but certainly not least) Danny Devriendt (heliade.net and porternovelli.be). Thank you all for sharing your very valuable insight and know-how. We're sure that many will be inspired by your social media acumen.

A huge shout out to all our followers and fans on Twitter and Facebook, without whom this book would not be possible!

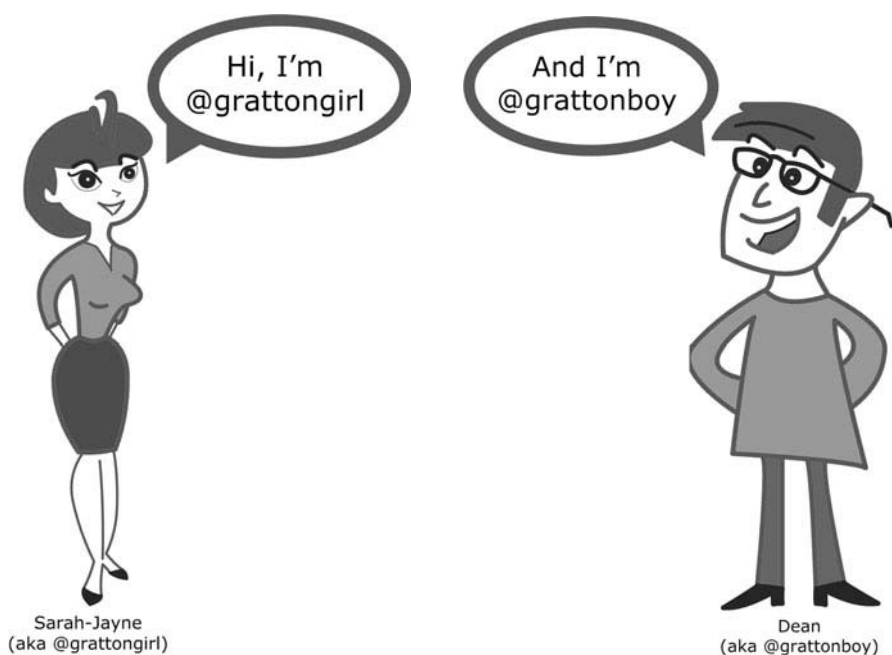
Our immense gratitude to Pedro Huyse and Rodney Holvoet at De Rotonde, Gent, Belgium, who kindly helped us maintain our mantra, "Write drunk, edit sober," but most of all, being great and very dear supportive friends; we miss you both. We were thrilled to discover that some of our best ideas occurred during happy hour. (Audio evidence is available to support this and is, of course, available upon request.)

Finally, a special shout out of love and thanks to Sarah-Jayne's soul sister, the wonderful (@movieangel) Marcella Selbach (affectionately known to Dean as Nutella).

We are truly blessed by all the love and support that has surrounded us during the writing of this book. Thank you to one and all.

Before You Begin

Whenever I visit my local bookstore, I like to adhere to what has become, over the years, a finely tuned process that I call *sipping and dipping*—that is, dipping into a subject of interest while sipping a double-shot cappuccino in the adjoining coffee bar! With my growing passion for social media, I looked forward to reading about how I could fully embrace and use it for my personal brand, but hit a stumbling block when I discovered nothing in the bookstore that covered this area of social media adoption. Sure, there were plenty of books on using social media within a large corporation, but nothing geared toward the personal (the smaller businesses and solo-preneurial brands like my own). My sipping and dipping excursions had become a source of frustration, and the seed of an idea for this book was sown.



The new language of social media has been extensively written about and often overcomplicated (in terms of technology jargon and definition). When Dean (who you'll also come to know as @grattonboy on Twitter) and myself (@grattongirl) started thinking about this book, we knew one thing for certain: We didn't want it to be one of those books! Instead, we wanted to put together an enjoyable yet educational experience that anyone could pick up and immediately find useful, regardless of previous social media knowledge.

We also wanted to take the reader on a journey through the various stages of building a successful social media presence and to do so in a way that was as engaging as social media itself. We found that there was a gaping void of social media books aimed at smaller businesses and at individuals wanting to brand themselves and their services. The prospect of filling this void fueled both our enthusiasm for the project and the passion with which it has been put together.

We hope that you find it to be a valuable and well-referenced addition to your personal library, a pocket companion along your social media journey, and a unique read to enjoy as you sip and dip your way to online success.

—Sarah-Jayne and Dean

What You Will Find in This Book

Every epic tale has a beginning, a middle, and an end; we hope that what you are about to read will translate itself into your own great social media story. It has been compiled in such a way that we hope no stone has been left unturned in terms of ease of reference and understanding.

The four sections that make up this book take you on a journey from the foundations and principles that make social media an essential promotional tool for your business to using your platforms of choice to create your own social media stage. *Zero to 100,000* takes the guesswork out of selecting the best platforms for you by providing real-life examples of how each platform individually works, along with an easy-to-use guide that will get you up and running on each of them in next to no time.

By the time you get to Part III, “The 10-Step Method to Building a Fast and Effective Online Presence,” you’ll already have a clear understanding of how each of the social media platforms can work to build your brand online. From there, you can journey on to discover our 10-step method to social media success with unique tips and tricks that you simply won’t find anywhere else. And finally, there’s Part IV, a section of one-on-one interviews with some of the most influential people in social media today—full of even more fast-track know-how to further fuel your social media fire and build upon your success.

You're Anything but
Small

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Welcome to the Big Wide Social Media Stage

Right now you're waiting in the wings, looking out toward a stage that's ready and waiting for you to step onto it and perform!

You're about to embark on a very personal journey, one that will transport your business to a new world—a world of possibility with a willing and engaged audience who are soon to become your online cheerleaders. They will advocate your brand and influence others to follow and buy-in to your products and services. Yes, it's the wonderful world of social media, and your brand is about to become its next success story.

Anyone with a little know-how can create a presence through social media, but taking that presence to the next level and making it work for your company and brand requires a little more effort. To increase visibility, connections, and revenue on a long-term basis, you need to understand your target audience, the trends that engage those within it, and the social media platforms they use. This book is all about using this knowledge to the max, and that's why it's about to become your new best friend.

More than just a companion, in fact, it'll be your personal manager, taking you by the hand and maximizing your online presence. With exclusive tips and tricks, it will help set you apart from the competition and ensure that you quickly achieve a large and loyal fan base that works to promote your brand globally around the clock.

A Shift in Worlds That Works for You

Advertising is shifting from the real to the virtual world at a frightening but exhilarating speed—a speed that opens up a world of never-before-imagined opportunity for the small business. This book shows you why it's easier than ever to compete with the big boys; you no longer have to outspend them, but instead you can outsmart them by developing viral videos, tweets, and posts that your fans will latch on to and that will blow your competitors out of the water.

Social media
means out-
smarting
rather than
outspending.

It All Starts with Personality

Your unique *brand personality* is *key* to making a successful and immediate impact. Knowing what you are “all about” in the real world is the starting point to projecting your business successfully in the virtual world of social media. So be sure you have a clear and concise mission statement that you can easily explain in 140 characters or less. We talk more about your brand personality in Chapter 2, “The Changing Social Landscape

of Communication,” and provide some tips to ensure that your message says all it possibly can about the strength of your brand, making its personality shine and giving it real and immediate social media oomph.

A Sneak Peek at What's to Come

But let's start by taking a look at some of the social media entrepreneurs who are featured in this book. They'll share their success secrets with you and reveal how they shaped and developed the online personas that have won them and their businesses the power to reach millions worldwide. All of them have a simple message to

share, and all of them have used the advice featured within this book to turn their individual brands into online superstars.

Lori McNee

For more than 25 years, Lori McNee has lived with her family in the beautiful Rocky Mountains of central Idaho. A native of California and raised in the Southwest, Lori cultivated her interest in art and wildlife during her childhood. Today, Lori is an internationally recognized professional artist and art-marketing expert whose broad spectrum of artwork includes still life, landscape, and nature paintings.



Along with her fine arts business, Lori also juggles a professional blogging, writing, and public-speaking career. She freely shares valuable fine art advice as well as art business and social media guidance on her popular blog, FineArtTips.com. Lori ranks as one of the “Most Influential Artists” on Twitter and among “The Top 100 Most Powerful Women on Twitter.” She is a television hostess for Plum TV and has been featured in magazines, books, and blogs, including *The Huffington Post*, *Los Angeles Times*, *Southwest Art Magazine*, *Wildscapes Magazine*, *American Art Collector*, *Money Dummy Blog*, *Artists Network*, *Art Bistro*, and *Art Talk Magazine*. She has been named among the “Top 10 Up and Coming Women Bloggers” and “Twitter’s Top 75 Badass Women.” In addition, Lori is on the Board of Advisors for *Plein Air Magazine*.

Choosing to work in a business she was passionate about was only the starting point for the success of Lori's brand. Taking the business from *dream to mainstream* came about by clever social media implementation using the tips and tricks we share with you throughout this book.

Jessica Northey

Jessica Northey describes herself as “taking over country music radio one tweet at a time.” She has found a unique way of using social media to launch new artists onto radio. She shares her secrets with us later in the book, including her optimization techniques, which are now being implemented at top radio stations across the nation and in training programs that span a variety of businesses (everything, in fact, from real estate to the Walter Cronkite School of Journalism).



With a personal network of more than 160,000 followers and a second-order influence of over 4 million (more about the importance of this later in the book), Jessica is ranked in the top 500 most influential people on Twitter and, according to *Fast Company Magazine*, is one of the 150 most influential people in social media today.

Danny Devriendt

A successful blogger and an avid user of social media, Danny is one of the leading authorities on digital media and the predictive web in Europe. He is a European representative in Porter Novelli's Global Digital Council and heads up Porter Novelli's social media efforts in Europe, the Middle East, and Africa. He is based at @PNBR5, a social media lab at the very core of Porter Novelli, Brussels, from where he coordinates its cross-border digital activities.



Danny studied Educational Sciences and Agogics, the social science relating to the promotion of personal, social, and cultural welfare. His healthy passion for people, Schrödinger's cat, quantum mechanics, and *The Hitchhiker's Guide to the Galaxy* make him an unorthodox, out-of-the-box thinker.

Danny was a journalist for eight years and one of the first Belgian journalists to cover the Internet. His portfolio included several Belgian newspapers and various publications of the Roularta Media Group. He was a freelancer for the Meridian News service in the United Kingdom and was the cofounder/chief editor of *Le Grand Boulevard*, a stylish monthly news magazine. He also worked for Belgian National Radio and in local television.

A passionate presenter, Danny speaks regularly on the integrated use of digital media, web 3.0, augmented reality, predictive web, crowdsourcing and metrics, and

conversation management. He has conducted media and digital media training sessions and seminars for brands and organizations all over the world. In addition, his vision for digital and social media is voiced daily through his Twitter channel, @dannyydevriendt; his personal blog, www.heliade.net; and many online forums.

The Whole Social Media World's a Stage

These brief introductions hopefully encourage you to read on and discover more; after all, they are testimony to the breadth of expertise you'll find within this book. All of the featured entrepreneurs have built an exceptionally effective online presence through recognizing and promoting their individual passions and talents. They quickly learned the value of spreading their message by *word of mouse* rather than *word of mouth*. As a result of their dedication to self-promotion through social media, their success seems certain to continue to grow. They view social media as a global stage to be performed on daily and see their followers as an audience with whom they can interact and share. You need to adopt this vision, too, if you are to conquer social media and become its next big success story.

Ensure your message is spread by *word of mouse* as well as *word of mouth*, and you'll be on your way to social media success.

Perhaps the best way to paint a picture of the global media stage is to show it as a series of multilevel performance platforms. These platforms represent different aspects of social media, and each has its part to play in creating your business or brand persona.

In Part II, "Social Media Networking Basics," we introduce each of the platforms so that you can determine which is best for your brand.

Whether you decide to start with just one platform or to jump onto all of them at once, remember to take your dreams with you on the journey; allow yourself to virtually "strut your stuff" by embracing your passions and becoming an expert on the subjects that interest you most. Share and connect with others in a way that reflects your brand personality and lets it truly shine.

Your journey starts now, so fasten your seat belt and read on.

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