

# 10 ESSENTIAL KEYS FOR CREATING BUZZ

USING COLLABORATION FOR GROWTH AND SUCCESS



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## The Back-story and Mission

Thank you for taking the first brave step into the world of collaboration. Too many people involved in the online and social media marketing world feel like we can't share or help one another for one simple reason: **fear**. We are afraid that someone will take our idea, our clients, or our message.

However, with over 600 million people on Facebook™, over 100 million on Twitter™ and over 80 million on LinkedIn™, to mention a few, we can clearly see that there is plenty of business for all.

We, the authors, have been creating success simply by collaborating with others for years. No matter the moniker: referrals, affiliate programs, joint ventures or strategic alliances. It's all some form collaboration.



"Individually, we are one drop. Together, we are an ocean." - Ryunosuke Satoro

That is why the Social Buzz Club was created; to foster success for all through a simple collaboration model that provides a platform for reciprocal sharing of quality content.

We are dedicated to promoting collaborations within the social media marketing world. In this report, we reveal the essential keys to growing your networks through collaboration.

When people join forces to support and amplify the good resources they know others have and their networks value, a wonderful synergy happens where great information gets disseminated to literally thousands of people effortlessly. Would you like to be a part of that collaborative process? Well you're in the right place!

Inside this ebook, you will discover:

- How to be irresistible to your market and other key industry leaders.
- The difference that a collaborative mindset makes in generating buzz.
- How to write content that gets shared and reshared.

## Introduction

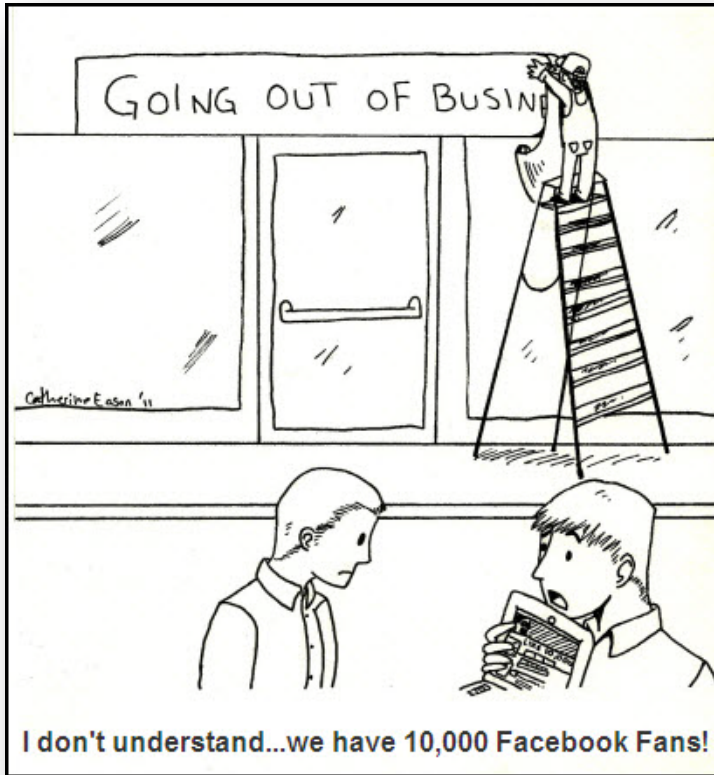
Social media marketing is all about utilizing online networks to increase website traffic, increase brand exposure and/or increase visibility. But, at the end of the day, it's all about the increase to the bottom line. The inherent problem is that social media is not like other forms of mass media. You cannot create a commercial or advertisement and blast it out and expect that people will automatically buy. In fact, it's the opposite. If you come off as an advertiser with no demonstration of value up front, you won't be taken seriously and you might get some bad press to boot.

Businesses and entrepreneurs who thrive on social media do so because they are masters at building relationships and they know how to collaborate.

*"**Collaboration** is a recursive<sup>[1]</sup> process where two or more people or organizations work together to realize shared goals, (this is more than the intersection of common goals, but a deep, collective, determination to reach an identical objective)...(Wikipedia)"*

Simply put, collaboration consistently connects quality people to quality resources and grows popularity of both connectors and the resource providers.

Have you noticed that clients are no longer impressed with the number of fans/followers or connections you can get them? They



are wising up to the fact that quantity doesn't mean quality. Nor does it increase their bottom line. Clients today want a measureable return on investment.

ROI is created by effective, efficient and innovative use of the platforms.

Communications and collaboration drives

effectiveness, efficiency and innovation.

## Our Recipe for Success: Collaboration Using Buzz Marketing

Do you have a product or service that makes a difference for consumers or businesses? You have a wealth of knowledge to share, great products and services and it's time to get the word out. You can try traditional means of marketing as well as some common internet marketing techniques. However, most of these messages try to push people into buying. Social media requires communications that pull your market to you by feeding it the value they want and can use. Do that and you'll spread the word widely and generate "BUZZ"!



*"Marketing buzz, or simply **buzz** — a term used in word-of-mouth marketing — is the interaction of consumers and users of a product or service which serves to amplify the original marketing message.<sup>[1]</sup> A vague but positive association, excitement, or anticipation about a product or service. Positive "buzz" is often a goal of viral marketing, public relations, and of advertising on Web 2.0 media. (Wikipedia)"*

The fact is that while we use the words "go viral" all the time to describe what *can* happen using social media marketing, most content out there doesn't "go viral" or spread widely on social networks. Every once in a while this phenomenon happens and all of a sudden millions know about a video, product, photo, poem, song, commercial, website, news article or other piece of online content.



This is the code that all social media marketers want to crack. How can I get word out about my products, or my client's initiatives quickly and effectively (and hopefully ethically) using social media? This brings us to another simple concept: **word of mouth marketing**. According to a study by Vision Critical, a leading strategic interactive research company, "consumers trust a brand message when it is discussed or recommended by friends, family or contacts within a social network."

Buzz marketing is a great strategy that can be used to generate attention to you and your products/services. However, buzz marketing without heart and quality can also lead to damaging effects. If you are consistently posting self-promoting items or "buy my client's product" you will find yourself unfriended, unfollowed and unliked.

So how can you generate buzz for yourself or your clients in an authentic, ethical, targeted way?

# 10 Essential Keys for Creating Buzz

1. **Listen** – Before you start engaging for a client or your newest venture, do your research and homework. Search for like-minded people by using Facebook, Twitter and LinkedIn searches.

Use the Facebook search bar and type in your area of interest or any keywords you know the interested market would be looking for, then see what groups or pages have people like you/your client on them. “Listen” or read what topics they engage with most. Notice who is being followed and what they are saying. Be mindful of the current issues. If you find yourself hooked by their conversations, that’s a good sign. Take note of how they initiate and how they respond.

If you like the interactions you’re seeing, take some time to consider your personality and what would be a natural authentic way for you to engage similarly.

To listen on Twitter try Twitter search (<http://search.twitter.com>) to access the most current conversations and connect with key organizations or industry leaders. You might even retweet them for a while during your listening phase.

Search LinkedIn groups, answers or individuals to find people with specific specialties, leadership roles and like-minded networks.

YouTube™ is also a very viable place to do some “listening” and research.

When you truly feel you understand the conversations, issues and values of your market, you’re ready for the second key.

- 2. Connect** – Now that you have found people who are sharing content you value and/or have contributed to you in some way, reach out to them. Add them as a friend on Facebook, follow them on Twitter, ask to connect with them on LinkedIn, subscribe to their YouTube channel. Where appropriate, let them know what you appreciate about them. Upon connecting with them or joining their group or page, make a personal connection. Send them an email through Facebook or LinkedIn or direct message them on Twitter. You might even write on their Facebook wall, letting them know you appreciate the connection look forward to learning more about them and/or their work. Don’t over-use these kinds of messages and be labeled a spammer. Make sure they are unique and sincere. In other words, start developing a real relationship with the people you connect with.

Over time, acknowledge the benefit you receive from them. Be sure to offer them assistance and good content. Remember to always offer to give before trying to get.

3. Have a **collaborative mindset** of sharing. Always strive to be a giver. If you focus on giving you will naturally become a powerful networker who gets attention, grows visibility and attracts opportunities.



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**“Give without remembering.  
Receive without forgetting.”**

**- Elizabeth Bibesco**

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If you’ve been struggling, this may require some inner strength, but we promise you, sharing more may be the most critical step you take. Many personal development gurus refer to this as an abundance mindset. When you know there is plenty to go around, you can be generous with your knowledge and support trusting that it will all come back to you in the perfect time.

Having a collaborative mindset doesn't mean you're only giving, but it means you have a collective body of resources that you can tap into to find solutions to your pressing problems. And if you've been contributing value, people will naturally want to help you. In other words, it's perfectly ok to ask for help. People love to help. If you ask, you're giving others the opportunity to shine.

4. Write **quality content** (tips, trends, links) – It's often not what you have to say, but how you say it. Our most important content posting tip is...Don't say "buy my product" say "Here are the top ten ways to increase sales for your business" then describe how your product/service may help.

Ask yourself, "What problem does my market have and how can I help solve that for them using the social networking platforms?" The answers will lead to the types of content you create most interest in.

For example: if you're a sushi restaurant in Washington DC, you know there are a lot of good choices but from your listening, you realize people are dissatisfied with a variety of things from service and wait times to creative dishes. Then you have a direction for your content like: You might begin tweeting when you have tables to fill. You might offer recipes. When you do

have a wait, you can tweet out other restaurants that you recommend, you might offer a coupon for the slow times of day, you might even change your menu offerings, hours of operation and announce them on facebook.

We've done lots more research and have included a whole section a little later with details about how to write content so it gets shared.

5. **Give away free** reports, coupons, audios, videos, teleseminars, webinars, or anything that will help people learn from you or your client. Get creative. Some of your best ideas may even come from improving upon other businesses promotions and ideas. Hosting a giveaway sweepstakes or contest where people can vote to choose a winner often gets social buzz generated.

There are plenty of applications that facilitate all the in's and out's of running a promotion legally on facebook. Our favorites include the Wildfire App and North Social.

People do business with people they like, know and trust. Using these tools will help you build that all important credibility.

**6. Be a resource** – Not only can you offer quality content that you want to share, but answer questions others have. Find conversations to contribute to that highlight your expertise. One of the best places to do this on social media is LinkedIn. The “Answers” section is a place where people post questions. If you regularly search for and answer questions that relate to your areas of expertise, you will soon become known as a “go to” person in your field. It will make you more findable too on LinkedIn. People also ask a lot of questions in the groups of LinkedIn. So if you haven’t taken the time to join some market relate groups, do so and watch the conversations for questions you can answer. Asking questions that allow you to gather data, can also make for great future content in blogs or social media updates.

**7. Praise others** – if you really want to generate positive sentiment online and get noticed, acknowledge the work of others. Cheer them on. Congratulate them when they achieve something. Let them know they have contributed to you. Write about them in your blogs and let them know. Quote them. There are tons of ways to say good things about people and build your reputation for doing so.

Use words like “love”. For example, I “love” this blog post...

Retweeting on twitter is one of the kindest ways to

acknowledge people. @Mentioning them as well offers a public dialogue. On facebook, tagging people when they accomplish something is typically welcomed as well. Just remember if you do many of these types of posts at the same time, you are creating a lot of noise from yourself in the news feed.

Offer a place where people can share about themselves on your platforms– a discussion item on your fan page, a post on your profile they can comment, a blog post where you suggest they comment with their own content are just a few ways.

- 8. Be interested in others** –If you are genuinely interested in what others are doing, then perhaps they will be interested in collaborating with you in some way.

Being interested in others includes communicating directly with people either publically on the walls, mentioning them on twitter or commenting on their LinkedIn updates and YouTube videos. It also includes publically sharing their information with your networks. Remember, the highest compliment you can give someone is to share their blog post or web content with your relevant networks. You will stand out when you do this.



When someone mentions a topic or event that is in alignment with your work, personal interests and/or market, find out more about them. Visit the website link they share and formulate your own opinion. Ask them questions and share related content in your conversations with them. Be selective as to what you post publically vs. what you share privately. If what you have to say will make them look bad, send it privately. If what you have to say will enhance their credibility, share it publically. Think about how you would like to be engaged and follow the golden rule.

- 9. Take it offline** – as social media or online marketing pros we often forget that there really is no replacing face to face communications. Forget that you don't look like your Facebook profile pic anymore. Get out to a meetup or tweetup or any other networking event and connect in person. When you can meet someone face to face or speak with them on the phone a deeper connection can be made.

You may even want to search for people on LinkedIn in your area and invite them to meet for coffee/tea so you can get to know them better. When preparing to travel look up the people in your networks that you've been building relationships with those who live in the areas you're traveling to and reach out to them. See if they can meet you in person. We've had long term collaborations arise simply out of sending a private

message inviting a Facebook friend/fan to get together when we're in town. Obviously, make sure you follow every safety precaution, because although most people are good natured, we want you to be safe no matter what.

Social media has brought the globe together. When you start taking your online connections offline, you are truly a buzz collaborator.

**10. Connect with industry leaders** – We've come full circle. The very first key recommended that you "listen" and research who are the key influencers on the social networks in your markets. If you've done that well and over time along with the other steps above, you will have started to forge relationships and gained visibility within that market place and that leader.

To truly connect with the industry leaders attend the conferences where you would find the top thought leaders, or better yet, offer to speak on a panel discussion or a break out group for free to participate and offer your knowledge. When you position yourself as a speaker you get miles worth of credibility with other speakers. You may even wind up meeting someone key players with whom you can collaborate in the future.

Chances are you are becoming recognized as a leader and buzz has been happening. The more you implement these ten essential keys to generating buzz the more “viral” your brand(s) will get.

## Ways to Create Great Sharable Content

- Follow trending topics on Twitter. Create content that fits within a specific trending topic or hashtag. (don't hijack a hashtag for publicity as fashion house Kenneth Cole realized the hard way). Content that is timely has more likelihood of spreading. For instance: a celebrity goes to rehab and you or one of your clients is a relationship expert, create content that speaks to “Are relationships with addicts doomed to fail?” or something along those lines.
- According to Valerie Maltoni @conversationage, who did a year long experiment on what content gets retweeted the most:
  - o Research: create content that others can benefit from
  - o Easy to digest tips and lists
  - o Offers – give fans/followers a percentage off or a free consultation
  - o Genuine requests for help – write about causes or stories you believe in.

Also, Dan Zarella, "The Social Media Scientist" on his blog <http://danzarella.com> offers up some highlights of his top most retweetable words list:

*The word "**you**" while very common, seems to occur especially often in ReTweets, indicating that if you're talking to "me" I'm more likely to ReTweet it.*

*It's really not surprising that "**Twitter**" ranks high, but this is a good reminder that self-reference is always good for buzz in social media.*

*Again we see "**please**" and "**please ReTweet**" ("**please rt**" also ranked highly). It's hard to overstate how important it is to ask for the ReTweet when you want it, calls to action work.*

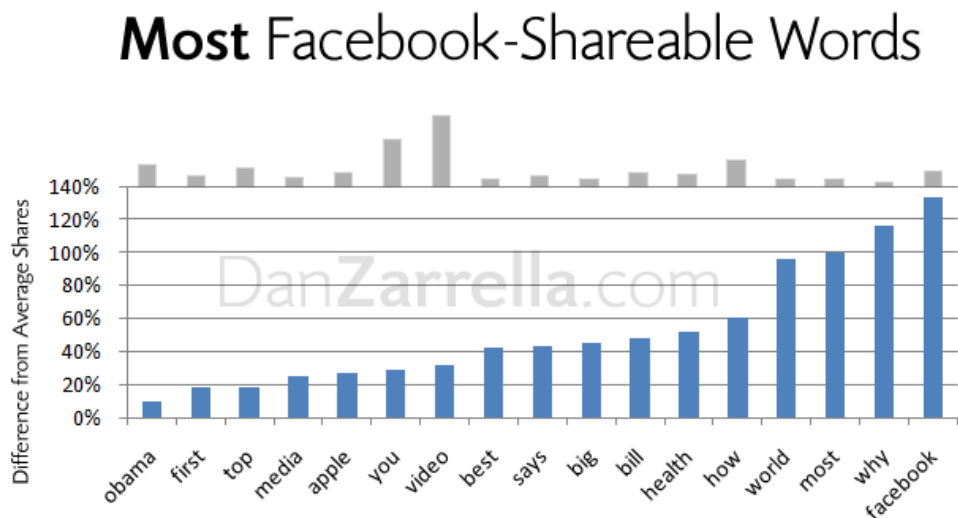
*The word "**free**" seems to remind us to provide value, especially value at no cost to our readers, as does the word help. The occurrence of the word "**help**" could indicate either a tweet that promises to help you or a request for help. Whichever it is, it reinforces both providing value and calls to action.*

*"**Social Media**" as a phrase ranks high, so again, don't be afraid to tweet about tweeting, blogging, networking, digging, etc.*

*The number "**10**" made a surprise appearance high on the list. Top 10s are popular, always have been and always will be, don't forget it. The word "**top**" also made an appearance on the list.*

*"**New Blog Post**" is the common prefix used when a person tweets about, well, a new blog post to their site. That this ranks so highly tells us that tweeting your posts is a very smart thing to do.*

He also has a chart (see below) that covers most sharable words on Facebook:



### The Bottom Line:

Create content that makes others want to know you, then they will come to like you and then trust you and then finally, do business with you. The same is true for your clients, help them to understand this and they will be successful on the social networks.

However, even when we create good content, we are limited by the reach of our own, or our client's networks. Collaboration is the key to attracting word of mouth for yourself and your clients quickly and easily. Connect with others through our collaboration tips above and reach out to the connections that you have to help you spread your or your client's content. Content syndication networks

are a great way to find others to collaborate with and share your content but only one was designed especially for the online marketing and social media marketing professionals: The Social Buzz Club.

Come and find out what we're all about and join the world's first online marketing collaboration network.

To your success!

## About the Authors

### Kathryn Rose

Kathryn is a social media strategist, trainer and speaker whose clients include major brands, international organizations, small businesses, and entrepreneurs.

In her twenty year sales and marketing career, Kathryn has become a specialist in increasing sales through collaborative strategies. As a Vice President of Sales at the Wall Street firm, Credit Suisse, she built a referral network that helped her increase sales to over \$100m per year. She also created CT's first cable television cooperative marketing alliance, as well as the Arts Marketing cooperative, which helped these clients with limited marketing budgets achieve economies of scale.

She is a sought after speaker and trainer on using social media for maximum online visibility and using online marketing and social media tools to create referral networks and to increase sales. Her books include: The Step by Step Guide to Facebook for Business, The Step by Step Guide to Twitter for Business, The Step by Step Guide to SEO/Video Marketing for Business and The Step by Step Guide to LinkedIn for Business and The Parent's and Grandparent's Guides to Facebook.

Her speaking events include the Ladies Who Launch Global Conference, Real Estate University and Loan Officer Magazine. She has also spoken to school systems in Canada and the U.S. about online safety for children.

### **Laura Rubinstein, CHt**

Transform Today's founder, Laura Rubinstein is a Marketing & Branding Consultant, Hypnotherapist and Social Media Specialist. She specializes in helping businesses create more profit and connections, while improving their perception in the marketplace.

Over the past 20 years Laura has specialized in optimizing marketing plans and incorporating branding strategies for hundreds of small business owners across the United States, Australia, the United Kingdom and Canada. Additionally, six years in corporate management, extensive coach training, studies and collaborations with marketing industry leaders have helped Laura to understand and develop her true talent for coaching people to align their passions with their work and create true success.

Transform Today clients consistently increase their net worth and expand their client base. Laura, a Vanderbilt University alumna, draws on an analytical nature, strong interpersonal skills, diverse business experience and creative problem-solving abilities which



make her coaching, branding, hypnosis and marketing programs highly effective.