

# Selling your Services Using Social Media



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## Abstract

At the IR/INFO 2011 Conference, Jack was introduced to some remarkable video and audio social media products. Join Jack as he reviews how he implemented these products and how he monitors their performance to measure the success of increased visibility using social media.

## Introduction

Potential clients learn about a company's services through channels of communication such as referrals, print or electronic media. Once targeted, a key component of decision making often equates to whether that business presents a website that piques curiosity enough for them to make contact. To be successful a website needs to be easily found. A classic example of success would be for the website to appear on the first page of a search engine such as GOOGLE. In the past the use of relevant key words was critical to rank high on a search engine. Now the factors for high ranking have expanded to:

- the website must not be static (i.e. the content pages must change)
- along with how many external sites link to the website

Social Media promotes the ability for rapid website change and increased external links. It can be maintained through either a traditional workstation or laptop environment or on the go through the use of web-based and mobile technologies. In the mobile arena WI-FI enabled "Smart Phones" and "Tablets/Pads" running operating systems such as Apple IOS and Google Android have applications that effectively engage Social Media products such as TWITTER, FACEBOOK, ANIMOTO, CINCHCAST, LINKEDIN, BLOGTALKRADIO and YOUTUBE. In addition to the Social Media products, mobile analytical products such as ANALYTICS are available which provide a measurement of a website performance.

Social Media products include audio, visual, blogs, webinars, email marketing and networking through links to others who have similar interests. All of these avenues of communication share a common goal which is to develop a following that can be led back to your website.

This paper discusses two (2) products that exemplify the audio visual aspects of social networking using video and images. Reference is made to products that allow you to review the effects of implementing change.

Shown below are websites for the Allinson companies where videos have been embedded. These videos were produced using ANIMOTO, and migrated to YouTube.

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The screenshot displays a website layout with a blue water background. On the left, there are three embedded YouTube video thumbnails: 'The Boating Guy - HC', 'Marine Surveyor - Sy', and 'Marine Surveyor - Asi'. Below these is a 'WHY JACK?' section with a profile picture and email link 'jna2@allinson.com'. On the right, a dark sidebar contains the company name 'J.N. Allinson Companies', a Twitter follow button, and a list of certifications including 'Accredited Marine Surveyor (AMS #525) SINCE 1998' and 'Level I Certified Airborne Ultrasound SINCE 2011'. Below this is the 'Our Mission Statement' and a 'Services/Fees' section with an image of a stack of money. At the bottom, three service boxes are shown: 'Recreational Yachts and Small Craft (Y&SC)', 'Asset Protection & Theft Recovery', and 'NDT metal thickness Composite flaw detection Infrared Thermal Imaging'. Each box includes the company name, logo, and phone number '(904) 721-2177'.

<b>ALLINSON INFRARED INSPECTION SERVICES, INC.</b> <a href="http://www.airisinc.com">www.airisinc.com</a> <b>(904) 721-2177</b>	<b>J.N. ALLINSON ASSOCIATES, INC.</b> <b>MARINE SURVEYORS</b> INFRARED THERMOGRAPHY <a href="http://www.allinson.com">www.allinson.com</a> <b>(904) 721-2177</b>	<b>J.N. ALLINSON ASSOCIATES, INC.</b> <b>JAX--TRAX</b> MARINE TRACKING SYSTEMS <a href="http://www.allinson.com">www.allinson.com</a> <b>(904) 721-2177</b>
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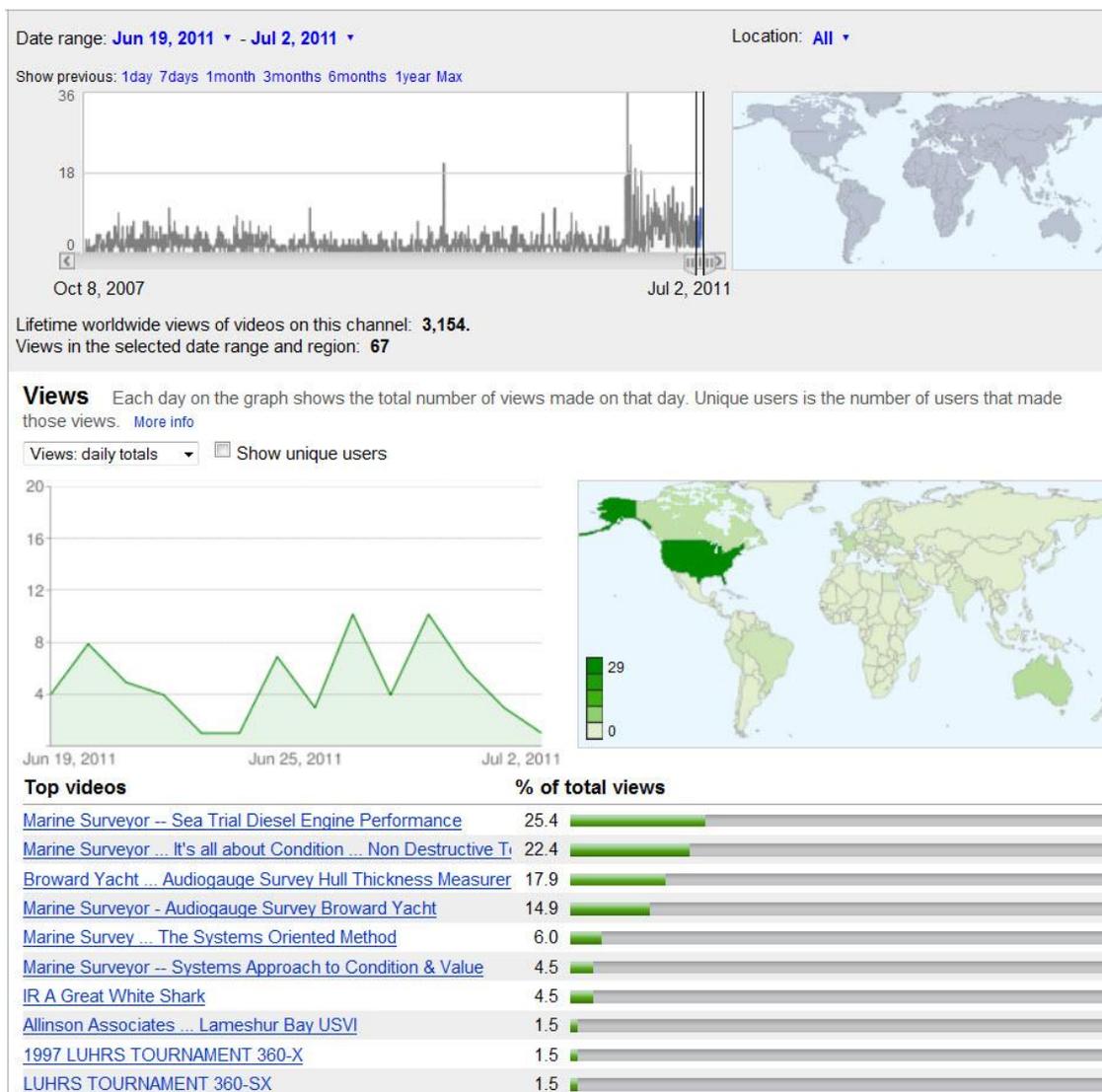
**Applying Infrared Thermography to Marine Surveying.**



"ANIMOTO" is an online web-based service that automatically produces beautifully orchestrated, completely unique video pieces from your photos, video clips, and music. The features of this service are presented in a 60 second video clip at <http://animoto.com/features>



"You Tube" is an online web-based service where you can create your own "Channel" (i.e. Allinson Associates), upload, edit and share these videos on the web and receive viewing statistics and comments from viewers.



# Results



US English

Search

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## Enterprise-class web analytics made smarter, friendlier and free.

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

**Access Analytics**

New to Google Analytics?  
[Sign Up Now](#)



### MOBILE TRACKING

Track web-enabled phones, mobile websites and mobile apps.



### DATA EXPORT API

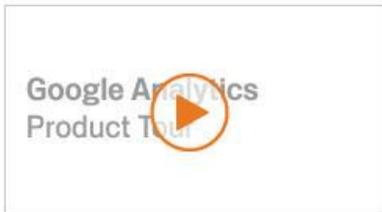
Integrate business information and develop applications that access Google Analytics data.



### ADVANCED ANALYSIS TOOLS

Perform advanced data analysis with pivot tables, filtering and multiple dimensions. Discover new trends and insights with motion chart visualizations.

### PRODUCT TOUR



Watch this brief tour to learn how Google Analytics can help you buy the right keywords, target your best markets, and engage and convert more customers.

### NEWS & HIGHLIGHTS

[Google Analytics Blog Feed](#)

[Social Plugin Analytics in Google Analytics](#) With our recent Social Plugin Analytics launch you now have the ability to analyse how users engage with any social plugin such ... (7/7/2011)

[Appraising Your Investment in Enterprise Web Analytics](#), a commissioned study conducted by Forrester Research, Inc.

### STRATEGIC SOLUTIONS

Extend the power of Google Analytics with these third party solutions in our Analytics [Application Gallery](#).



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Through the use of website analytical products you can review the effects of implementing changes and different marketing campaigns.

## Summary

Visual and thermal images used to generate reports can be easily incorporated into the basic building blocks required for Social Media.

Social Media tools can be accessed either at your office workstation or while you are in the field.

Adding Social Media links to your website promotes your visibility, credibility, and increases your success of demonstrating your business services and capabilities.

## References

ANALYTICS	<a href="http://analyticsapp.com/">http://analyticsapp.com/</a>
ANIMOTO	<a href="http://animoto.com/referrals/mlgwtvqd">http://animoto.com/referrals/mlgwtvqd</a>
BLOGTALKRADIO	<a href="http://www.blogtalkradio.com">http://www.blogtalkradio.com</a>
CINCHCAST	<a href="http://cinchcast.com/">http://cinchcast.com/</a>
FACEBOOK	<a href="http://www.facebook.com">http://www.facebook.com</a>
DESKTOP GOOGLE ANALYTICS	<a href="http://www.google.com/intl/en/analytics/features.html">http://www.google.com/intl/en/analytics/features.html</a>
MOBILE GOOGLE ANALYTICS	<a href="http://analyticsapp.com/">http://analyticsapp.com/</a>
LINKEDIN	<a href="http://www.linkedin.com/">http://www.linkedin.com/</a>
TWITTER	<a href="http://twitter.com/">http://twitter.com/</a>
YOUTUBE	<a href="http://www.youtube.com/">http://www.youtube.com/</a>

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### About the Author

"JACK" is a Level III thermographer and has been actively using this technology since 2002 for electrical, mechanical, and structural applications in the Marine Industry.

"JACK" is co-author of the "**Standard for IR Inspection of Recreational Yachts & Small Craft Constructed of Fiberglass Reinforced Plastic and Composite Materials**" and offers seminars on how to **Apply Infrared Thermography to Marine Surveying**.