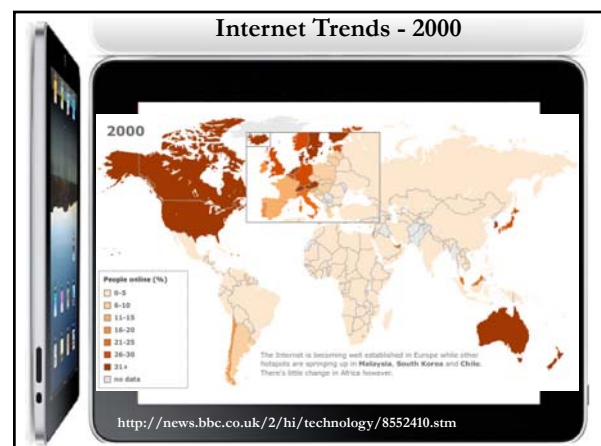
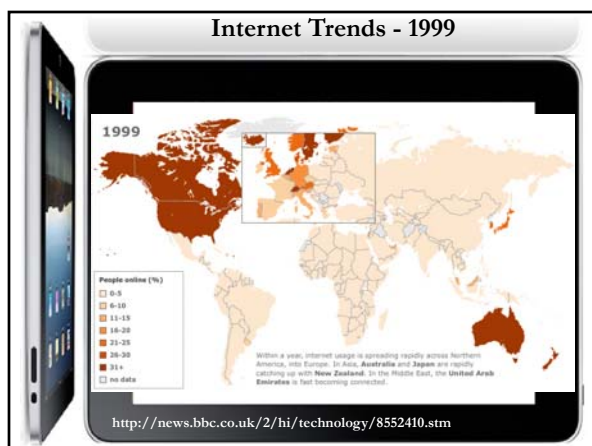
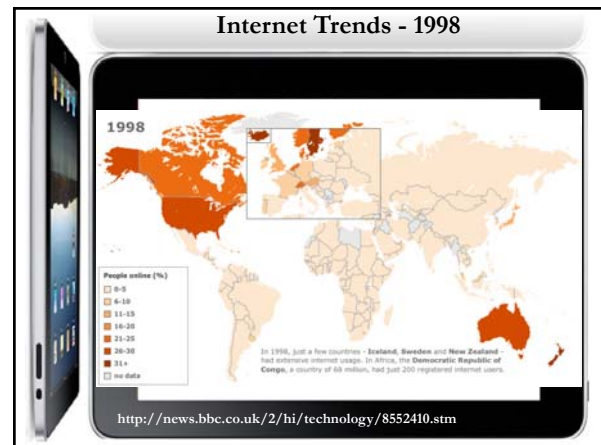
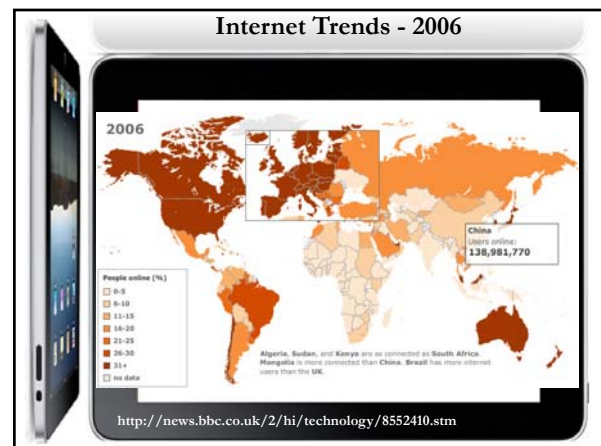
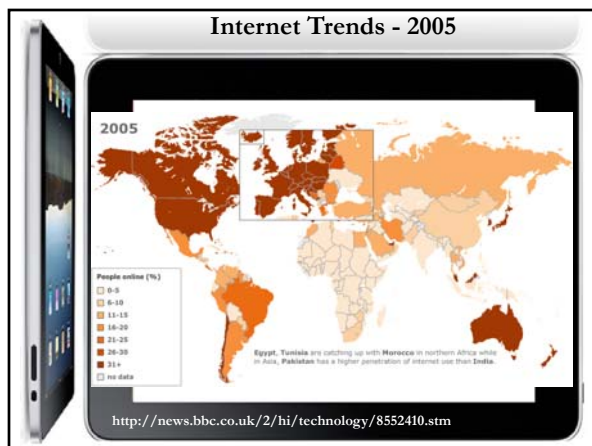
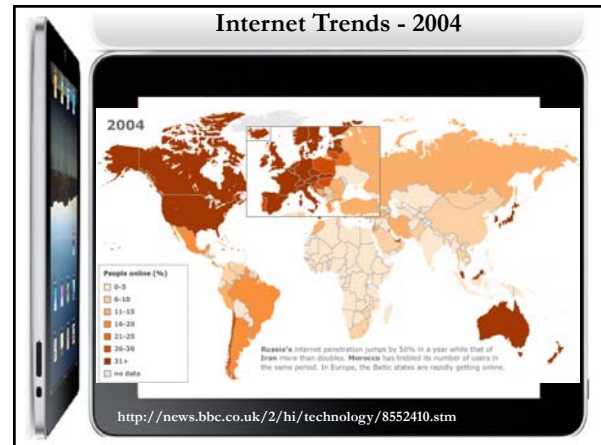
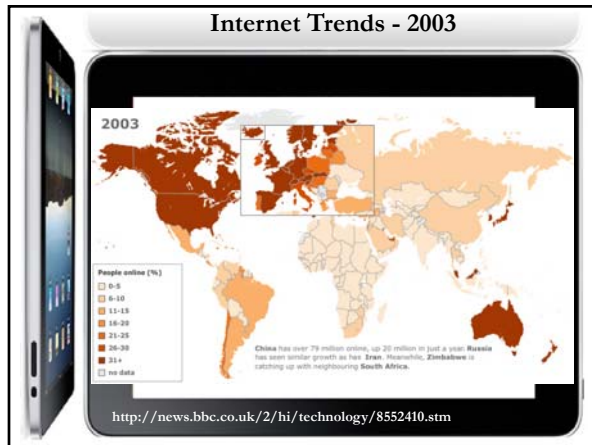
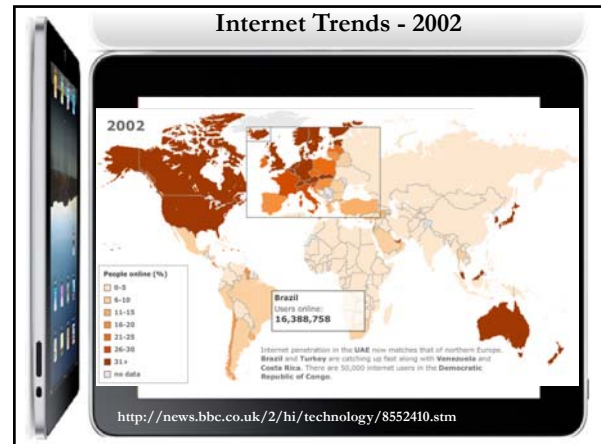
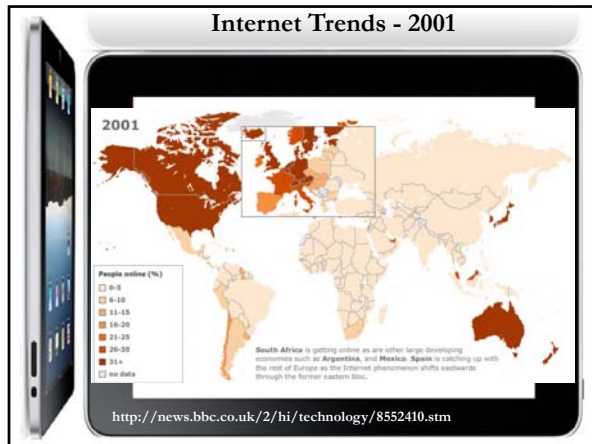


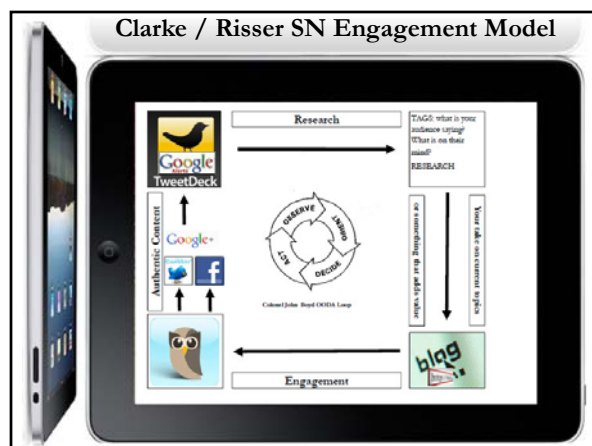
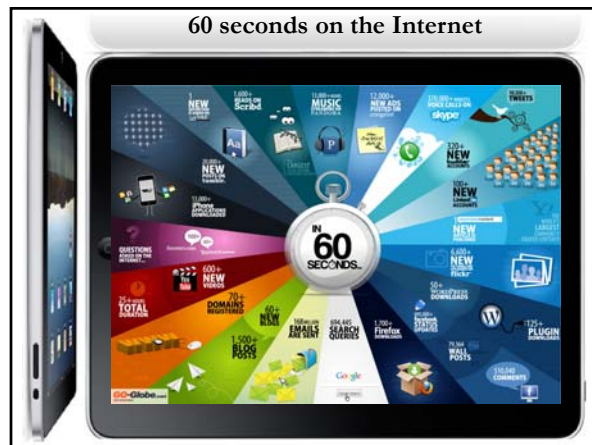
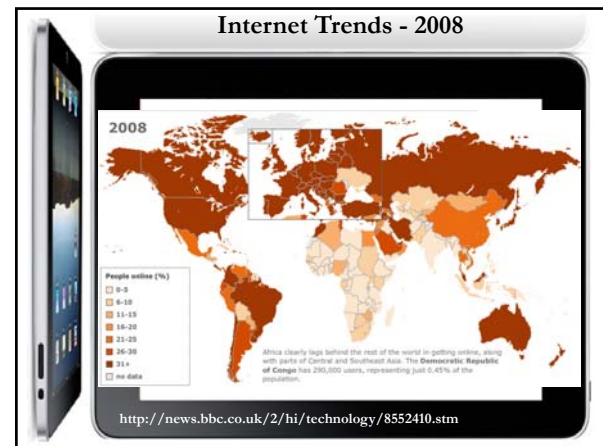
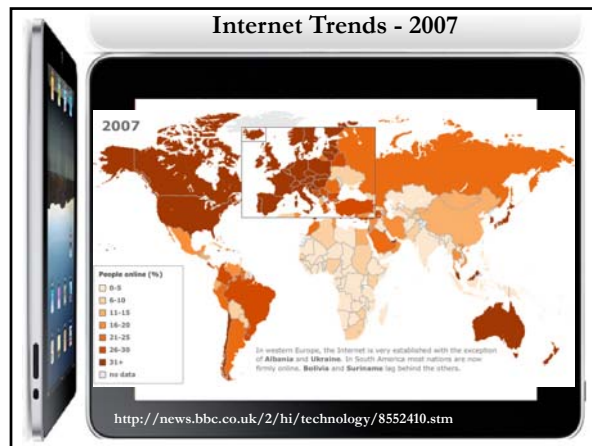
Speed/Trends

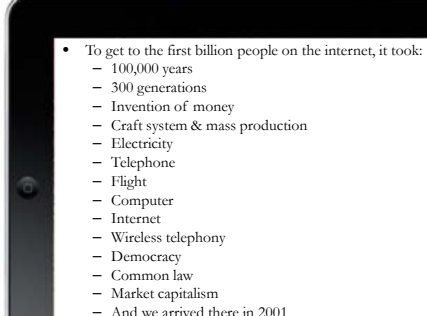
- Did you Know
- Physical Technology – Moore's Law
- Speed
- Future Technology

Goal, to move faster than competition and clients and to leave information in your trail







- 
- ## Speed – 1 Billion served
- To get to the first billion people on the internet, it took:
 - 100,000 years
 - 300 generations
 - Invention of money
 - Craft system & mass production
 - Electricity
 - Telephone
 - Flight
 - Computer
 - Internet
 - Wireless telephony
 - Democracy
 - Common law
 - Market capitalism
 - And we arrived there in 2001
- Source: Jump Point, Tom Hayes

Speed – 2 billion

- Arrived six years later in 2007
- And at the current rate of 70,000 new internet users every day, we will hit 3 Billion in the next couple of years
- 3 Billion will represent every working person on this planet
- They will all have the same platform to conduct business

Source: Jump Point, Tom Hayes

Speed – 3 billion

- TODAY!
- 3 Billion will represent every working person on this planet
- They will all have the same platform to conduct business
- Not only are they on the internet, they are plugged into social networking and developing apps

Source: Jump Point, Tom Hayes

Where will they come from?

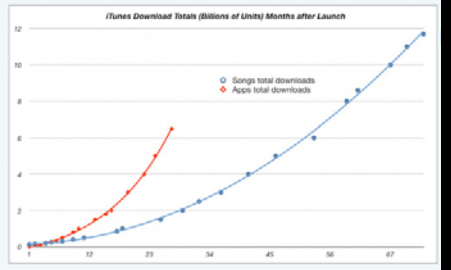
- According to Forrester Research, by 2015 there will be 2 billion computers on the internet
- But, by this year, they expect over 14 billion non-computer internet devices, including mobile phones to be online

And how do they communicate?

- Email is 90% spam
- Twitter limited to 140 characters
- FB is currently used by just under 1 in 6 people on the internet

Will they even use the Internet? (or an App)

Apps Will Overtake iTunes Music Downloads Before the Year's Out

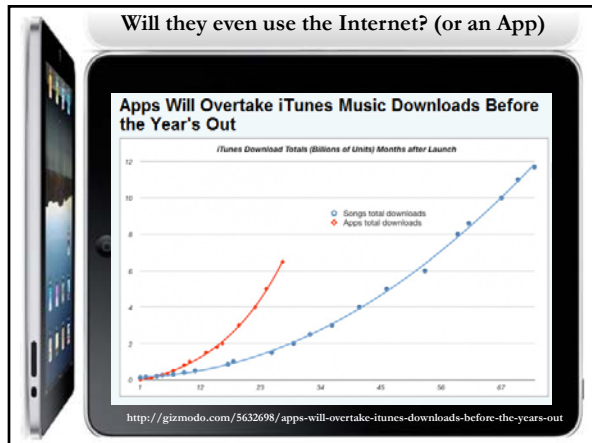
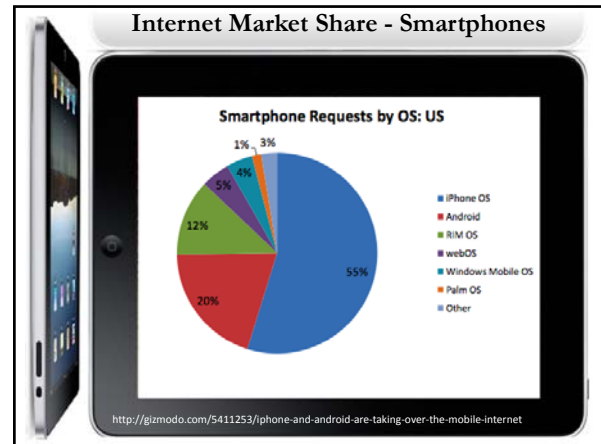


Right now - Introductions

- Your Name
- Where you work
- What you specialize in
- What you hope to gain from today
- Something about you few people know

Smart phone or tablet

- Not quite a computer replacement, but very close...

Did we ask Siri her thoughts?

- Have you tried this?



App recommendations

- Goodreader
- iBooks
- Pages
- Numbers
- Keynote
- Quick Office
- BAO
- QR Scan
- Photosynth
- WordPress
- The Analyst
- Magic Plan
- Wordlense
- Airport Remote
- FlightTrack Pro
- Square credit card reader



www.canteraconsultants.com/tech_search_for_iPad

Smart phones / iPhone/ tablets

- An iPhone has many of the features of a computer

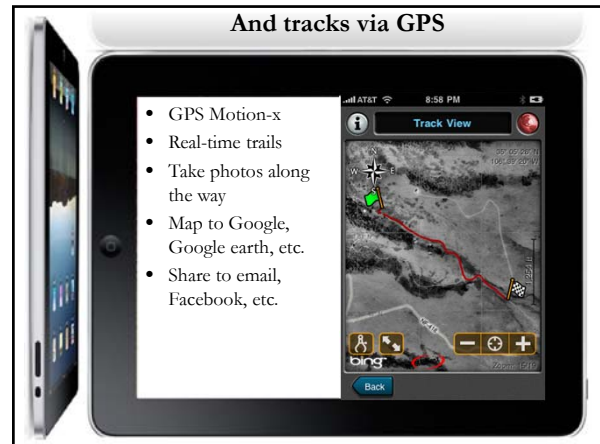




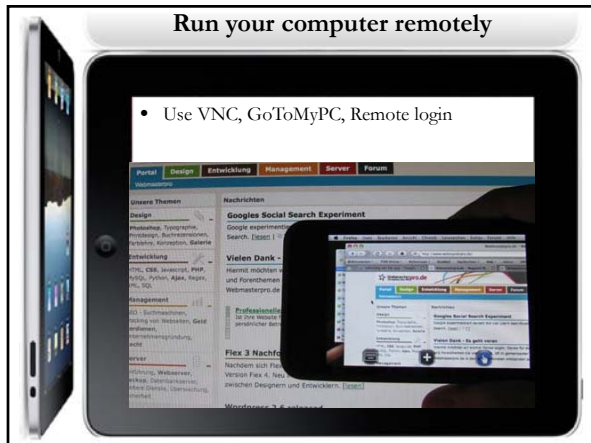
Take meticulous notes



And tracks via GPS



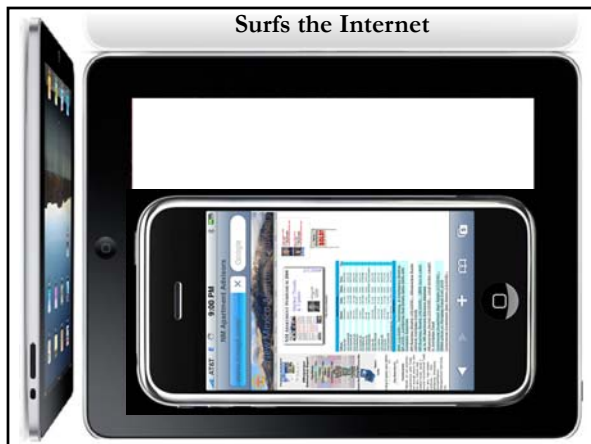
Run your computer remotely



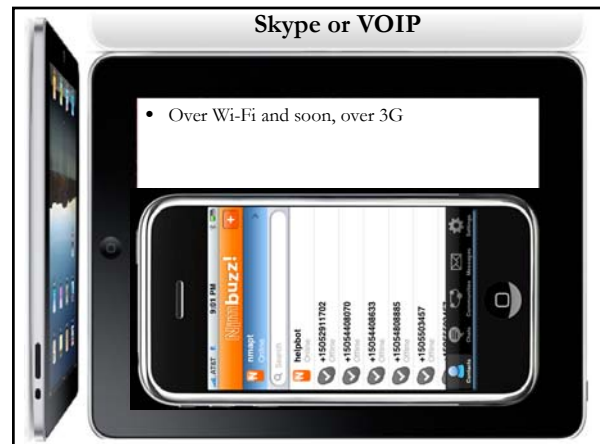
Google Earth

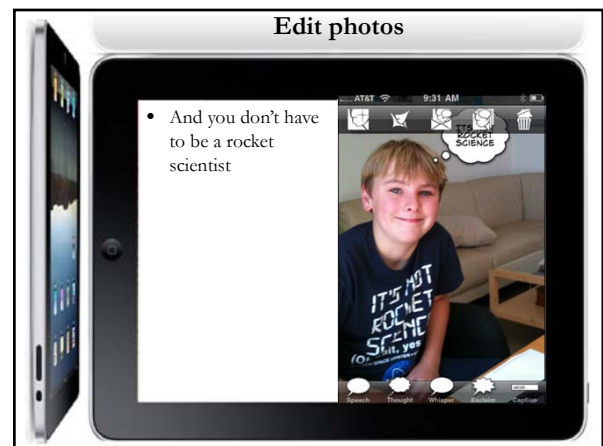
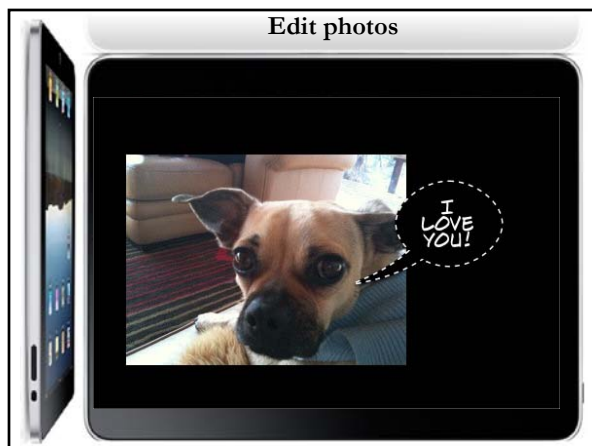


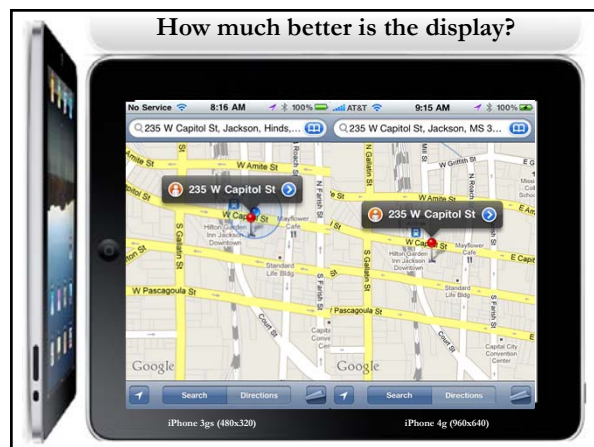
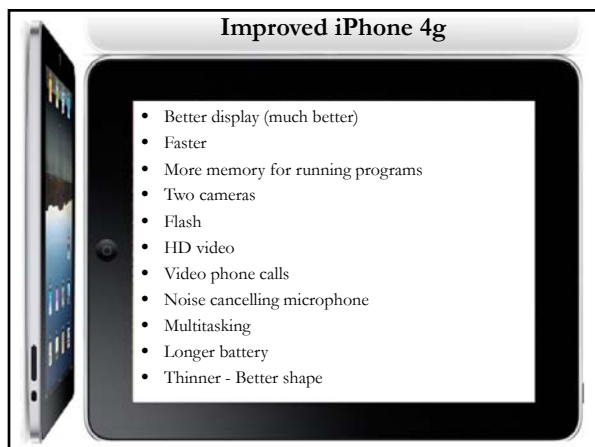
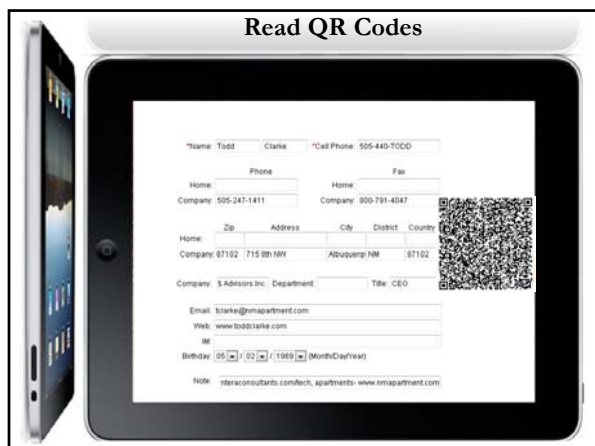
Surfs the Internet

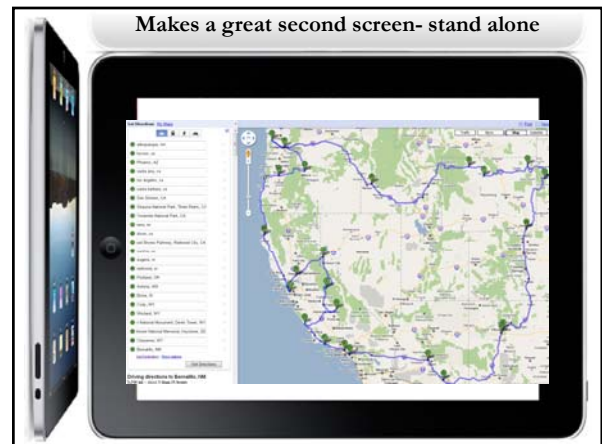
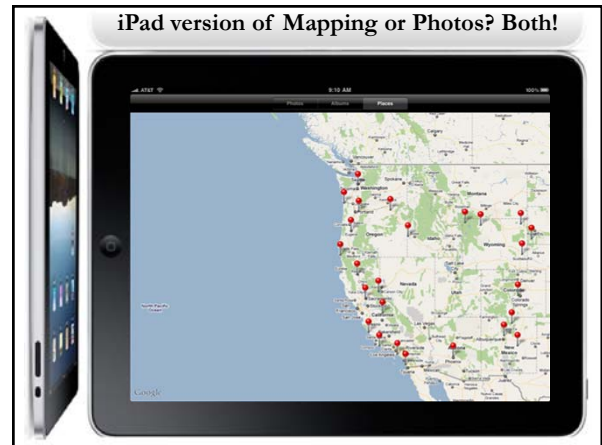
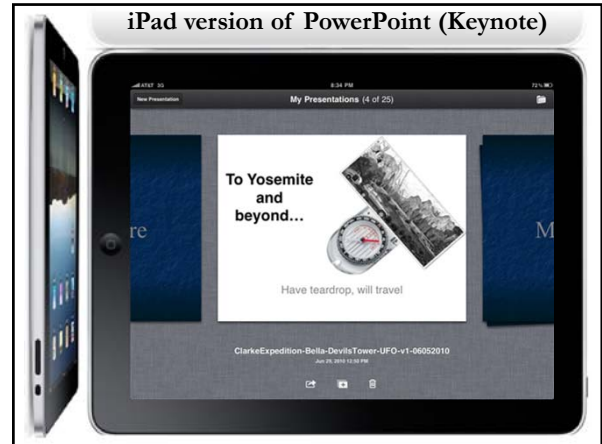


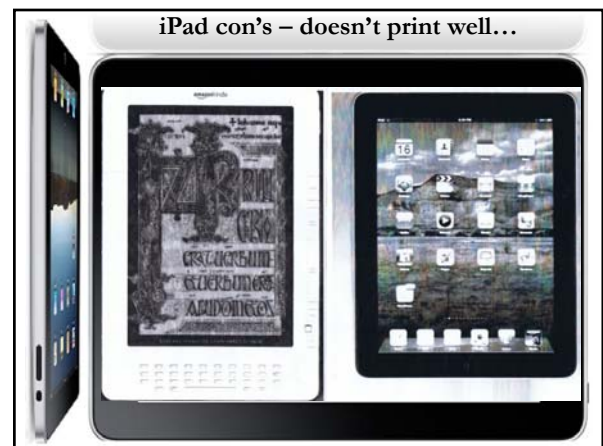
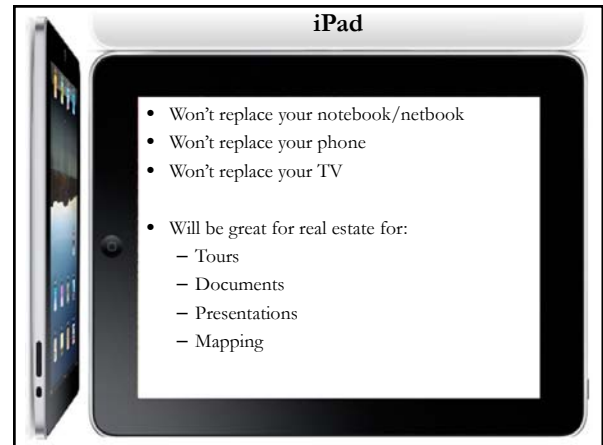
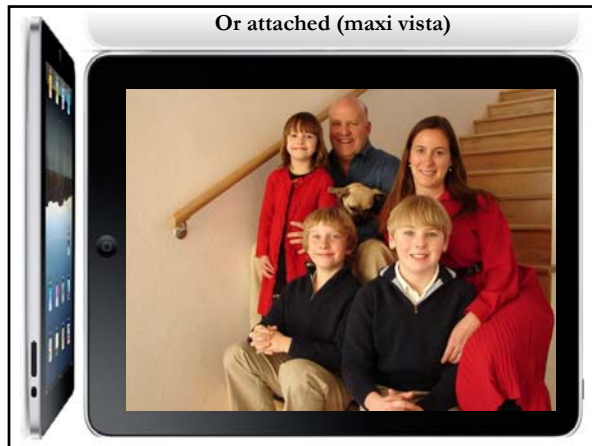
Skype or VOIP



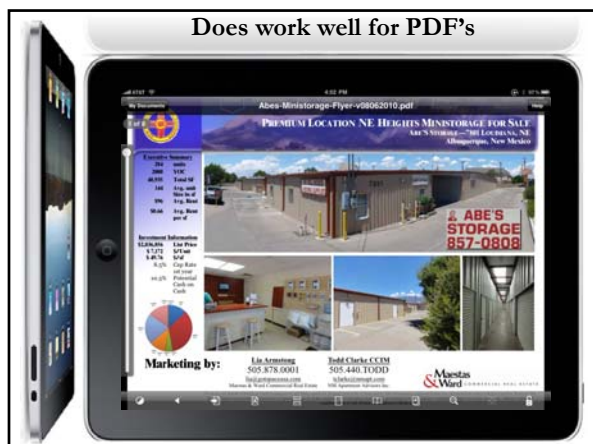




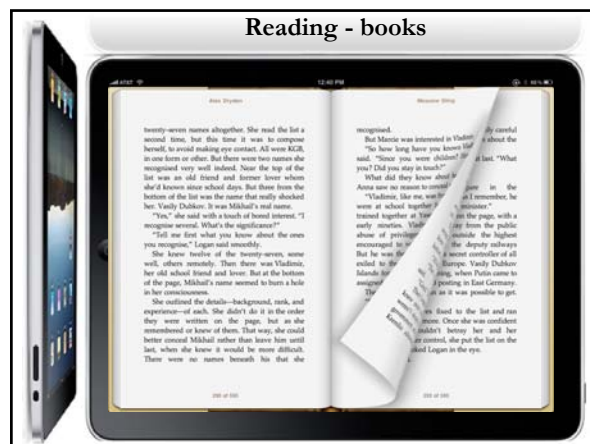




Does work well for PDF's



Reading - books



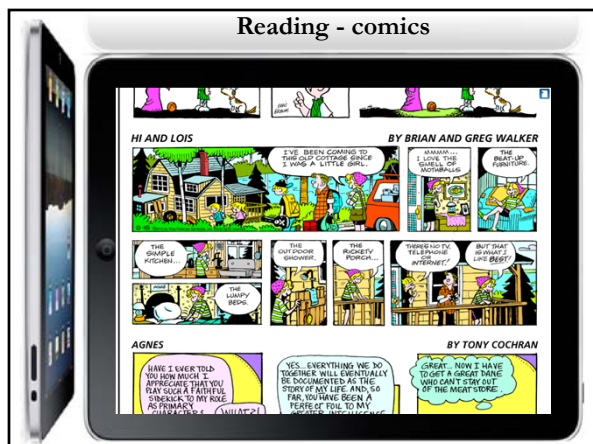
Magazines on iPad



Reading – morning paper

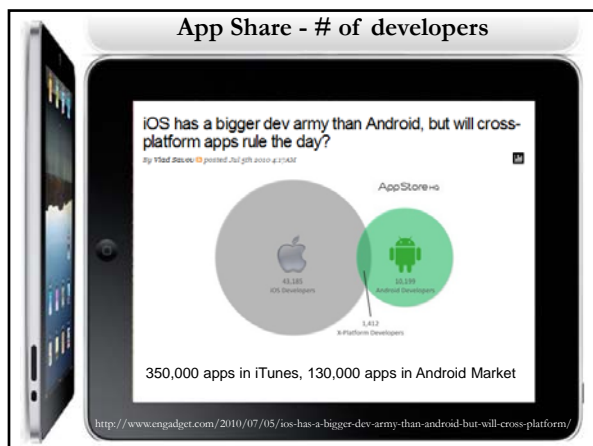


Reading - comics



New iOS4 & 5 offers





GADGETS

AN APP A DAY KEEPS THE DOCTOR AWAY

Keep your iPad stocked with apps recommended especially for real estate professionals

APP	PRICE	WHAT IT DOES	HOW I USE IT
AgentRoute	\$2.99	Referral route app	Looking for the place of your commission right now? This app is the way to go. It gives you the all-in-one app for your business.
Business Builder	Free	Demographic analysis	Provides a demographic overview of housing and other data to assist in target marketing.
Builder	Free	Report	Realtime Blackboard info regarding new properties.
Builder Builder	Free	Building documents	Creates your system with the best.
Builder	Free	Provide services to clients	Provides a visual-based system for sharing data from your computer to your device.
Builder	Free	Site listing	An excellent tool for managing notes and their actions, multiple platforms and devices.
Builder	Free	Tracking earnings	The free version of this app tracks your rights, provides notes, and the developer's system to your device.
Builder	\$2.99	Document PDF management	Look for creating, editing, and highlighting documents in your device.
Builder	Free	Management of email	Monitor and manage your Facebook and Twitter profiles.
Builder	Free	Plan presentation	An excellent tool for planning notes in your device, and the developer's system to your device.
Builder	Free	Management of email	The iPad version of this app.
Builder	Free	Tracking earnings	There is a number of ways to use this app, and the developer's system to your device.

Why do real estate companies need to consider developing Apps?

- Secure data
- Uniform interface
- Hassle free browsing
- Improved client experience
- Carry content daily
- Less IT issues (which version of HTML, flash, etc.)

Examples: our firm wrote an app to help calculate property tax values in NM

- Focus is on adding value to the client
- Ease of access

<http://itunes.apple.com/us/app/taxessor/id419811562?mt=8> or www.taxessor.com

Taxessor app

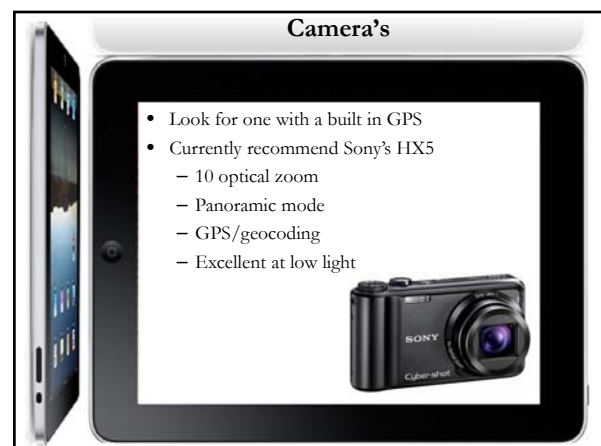
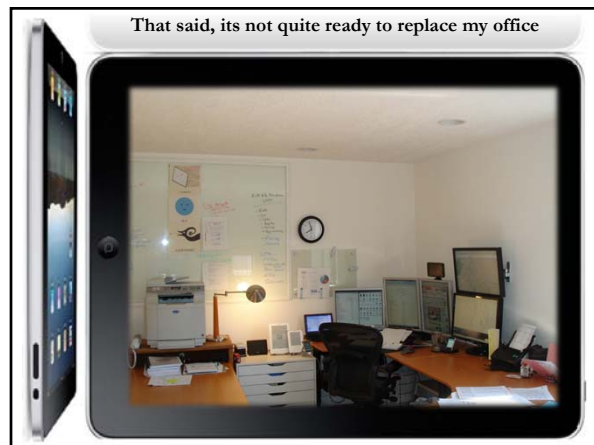
Property Information

Property: Bank of Albuquerque
Address: 6801 Montgomery NE
Building Type: Banks - 1985 & Older
UPC:

Rent Space 1 Size: 8000 sq ft
Rent Space 2 Size: 0 sq ft
Total Building Size: 8000 sq ft
Apartments: 0 units
Land Size: 1.00 acres
43560 sq ft

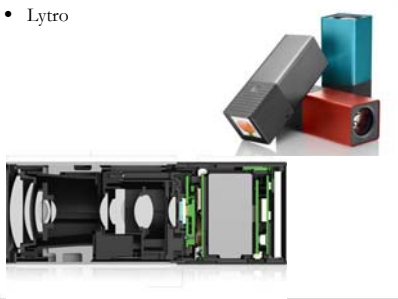
Comparable Sales Approach

Land Value: \$263,102
Building Value: \$424,000
Total Value: \$687,102



Light Field Camera

- Lytro



GPS

- If not an iPhone, a Garmin Forerunner watch

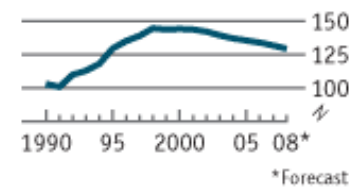


Webcams/ remote viewing



Are we going Paperless?

US paper usage lb per white-collar worker



*Forecast

The IRR of paperless – 207%

www.nmapartment.com/tech

Assumptions	
Hourly Rate =	\$ 100
Projected Savings =	2.31%
Hours saved per week =	1

Year	Assumptions
0	\$ (2,500) Purchase of computer, large monitor, scanner, fax service, adobe acrobat
1	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
2	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
3	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
4	\$ 5,200 your hourly rate x 2,080 hours x projected savings *
5	\$ 5,200 your hourly rate x 2,080 hours x projected savings *

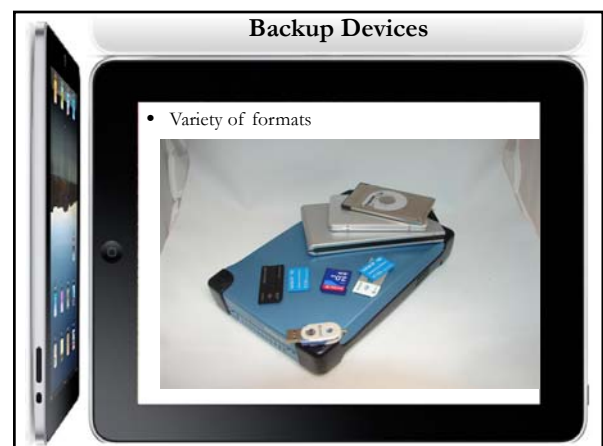
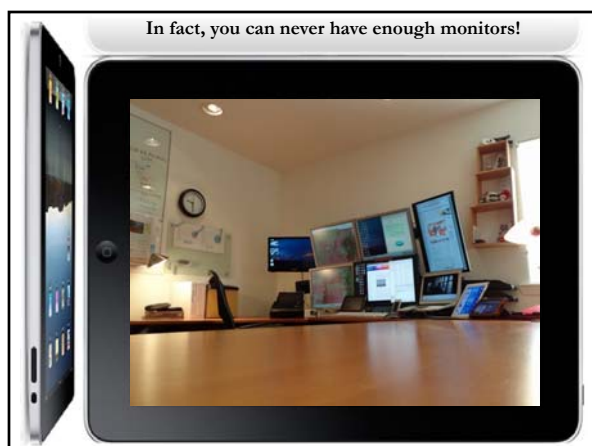
* it would be appropriate to include reduction in staff time and storage space

IRR = 207%

** now multiply this times the number of agents/staff in your firm

Going Paperless – tools of trade

- More than one monitor
- Scanner
- Adobe Acrobat (more than reader)
- eFax or jFax
- Virtual closing room?
- process



Backup Thoughts

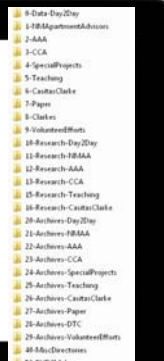
- Permanent
- Unalterable
- Reoccurring over time
- Off site

Other paperless tools

- Adobe Acrobat
- Jfax
- Process
- Virtual closing room

Data Organization

- Organize by frequency of data
- Top of the list – daily
- Bottom of the list – archive s - quarterly




Folder structure shown:

- 0-Data-Day2Day
- 1-AllApartmentAdvisors
- 2-AAA
- 3-CCA
- 4-SpecialProjects
- 5-Teaching
- 6-CanterClark
- 7-Pages
- 8-Clarks
- 9-VolunteerHours
- 10-Research-Day2Day
- 11-Research-IRMAA
- 12-Research-AAA
- 13-Research-CCA
- 14-Research-CanterClark
- 15-Research-Teaching
- 16-Research-Day2Day
- 17-Research-IRMAA
- 18-Research-AAA
- 19-Research-CCA
- 20-Research-SpecialProjects
- 21-Research-Teaching
- 22-Research-CanterClark
- 23-Research-Pages
- 24-Research-VolunteerHours
- 25-Research-OTC
- 26-Research-Disclosures
- 27-Research-OTC
- 28-Research-Disclosures
- 29-Research-OTC
- 30-Research-Disclosures
- 31-Research-OTC
- 32-Research-Disclosures
- 33-Research-OTC
- 34-Research-Disclosures
- 35-Research-OTC
- 36-Research-Disclosures
- 37-Research-OTC
- 38-Research-Disclosures
- 39-Research-OTC
- 40-Research-Disclosures
- 41-Research-OTC
- 42-Research-Disclosures
- 43-Research-OTC
- 44-Research-Disclosures
- 45-Research-OTC
- 46-Research-Disclosures
- 47-Research-OTC
- 48-Research-Disclosures
- 49-Research-OTC
- 50-Research-Disclosures

My current work and personal data

- Totals 71.7 gigabytes
- Doesn't include music (60 gigs), movies (300 gigs), or hi res photos (16 gigs)



Top List:

- 21-Research-IRMAA: 11.4 GB
- 23-Research-CCA: 10.7 GB
- 8-Clarks: 10.5 GB
- Photos: 9.89 GB
- 5-Teaching: 4.13 GB
- 1-AllApartmentAdvisors: 4.10 GB
- 0-Data-Day2Day: 3.41 GB
- 3-CCA: 3.39 GB
- 25-Research-Teach...: 2.24 GB
- 11-Research-IRMAA: 1.98 GB
- Others: 0.80 GB

Virtual Closing Rooms

Online Virtual Closing Room

NM Apartment Advisors has pioneered technologies use in commercial real estate – and the latest tool they've brought online for its clients is a online virtual closing room – this closing room allows buyers, sellers, title companies, buyer's agents, lender's and attorneys to all have access to the same information – purchase agreements, addendums, modifications, inspections, due-diligence reports, closing statements, and each party to the transaction can upload files to share with all other parties who receive a notification of recently updated files and changes to the timeline.

NM Apartment Advisors creates each virtual closing room assigning each of the parties in the transaction secure access to the Virtual Closing Room.

By providing simultaneous access to documents, we can expedite closing and minimize long distance fax or overnight fees/ups charges.


This also allows you to check on the status of your deal 24/7/365.

Basic Property Info can be found here

A timeline of events between now and closing

Closing timeline with milestones on calendar here

List of files uploaded – as you upload a file, you select who gets to view it.



Or a Blog or content management tool

Recommended Blog tool – Wordpress:


CONFESSIONS OF A COMMERCIAL REAL ESTATE CONSULTANT



www.cantercanconsultants.com


Paperless Reading

- Nook
- Kindle Fire
- iPhone
- Kindle 2
- Kindle DX
- Nook
- Sony eReader
- Apple iPad




What to look for in an eReader

- Reads PDF files
- Widest range of books
- Compatible "app" for your phone
- Direct download of books
- Keyboard search
- Ability to take notes
- Sync to computer
- Know you are locked in



The cost of analog vs. digital books

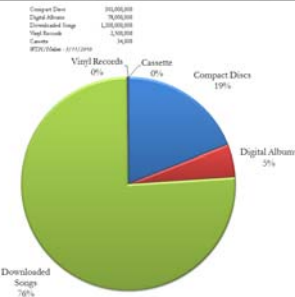


	Hardcover	Ebook
Price you pay	\$26	\$12.99
Printing, storing, shipping	-\$3.25	X
Design, typesetting, copyediting	-\$0.80	-\$0.78
Marketing	-\$1	-\$3.25
Author payment	-\$3.90	-\$3.90
Bookseller	-\$13	-\$3.90
Publisher's take	\$4.05	\$4.56

<http://gizmodo.com/5482774/how-much-it-actually-costs-to-publish-an-ebook-vs-a-real-book>

	EVERNOTE	Dropbox	Office 365	iCloud	Google	amazon
Features and use	Sync notes and multimedia across devices and services using your account.	Sharing features allow clients to access large files. Automatically syncs your changes across your email device. Syncs all on one computer, pick up on another.	Adds cloud-based features to Microsoft Office applications for easier sharing and teamwork.	Syncs documents, calendar, contacts and media files between PCs, Macs and iOS devices. Change a contact or appointment on one device, it updates on all the others.	Open over 30 file types. Drag and drop small or large files directly into your Google Drive. Collaborate and share with other users.	Store your personal media and documents on Amazon's secure servers and access them any time with your Amazon account.
Pros	Features companion apps for contacts, food and more.	Easy to use through the web, mobile, or desktop application.	No software to update. Simple subscription pricing.	Syncing is automatic. Support built-in to all new Apple hardware.	1 GB of free storage. Google supported.	Digital music purchased through Amazon stored in your cloud drive without counting against your free space.
Cons	Not as useful for storing materials like documents or presentations.	Expensive upgrades.	Editing or viewing on a mobile device requires Windows Phone.	E-mail setup on Windows may cause sync issues.	1 GB can be filled with photos, videos, and documents pretty quickly.	Lacks integration into other devices.
App support	iOS, Android, Mac and PC	iOS, Android, Web and PC	Windows Phone, iOS, Android and BlackBerry	All Apple devices and Windows plug-in	iOS, Android and Web	Web and desktop app.
Pricing	Free, paid version has upgraded features	2 GB - Free 50 GB - \$99/year 100 GB - \$199.99/year	Plans range from \$4 to \$30 per month	Account + 5 GB - Free 15 GB - \$20/year 25 GB - \$40/year 50 GB - \$100/year	1 GB Free, 25 GB - \$2.49/month 100 GB - \$4.99/month	5 GB Free. Upgrades available at \$1.99 per year.
Additional info	www.evernote.com	www.dropbox.com	www.microsoft.com/en-us/office365	www.apple.com/icloud	drive.google.com	www.amazon.com/Amazon-Cloud


Analog to Digital




Format	Percentage
Downloaded Songs	76%
Compact Discs	19%
Digital Albums	3%
Vinyl Records	0%
Cassette	0%

Presentation Comparison


Haiku Deck

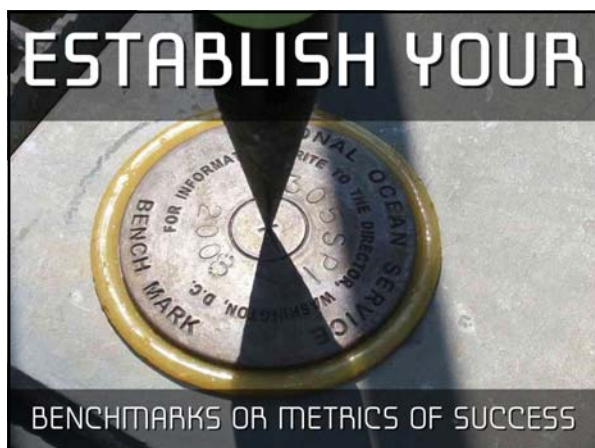
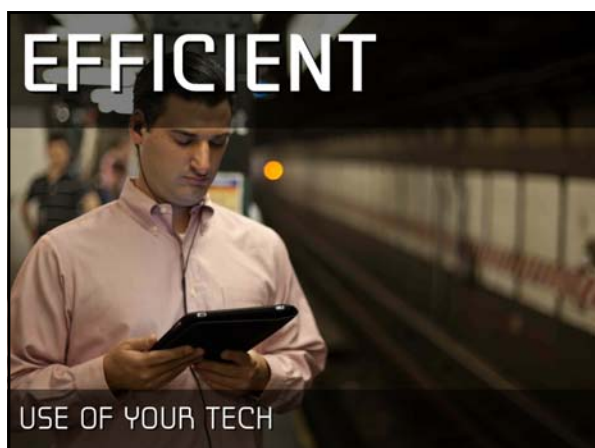


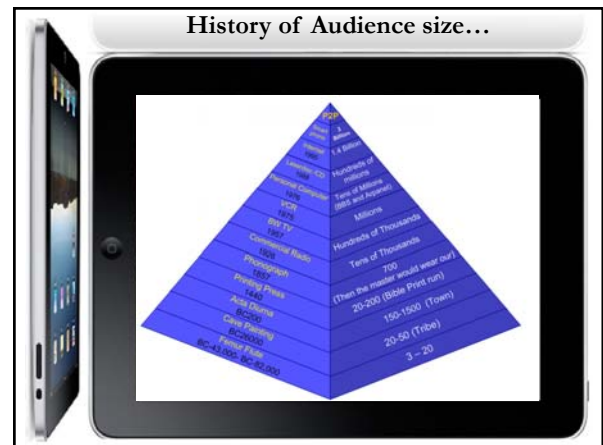
Prezi



vs.







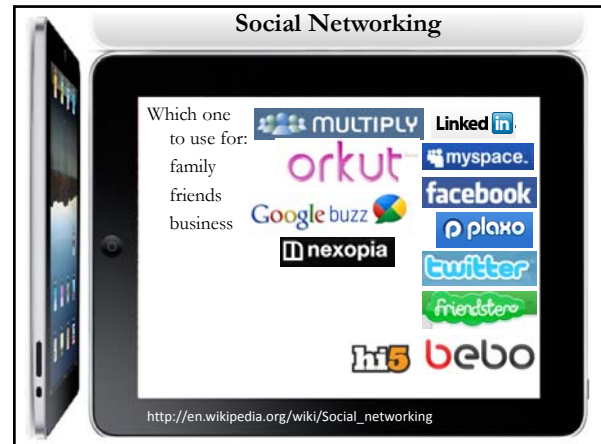
Social Networking

- A social network service focuses on building and reflecting of social networks or social relations among people, e.g., who share interests and/or activities.
- A social network service essentially consists of a representation of each user
- Contain category, means to connect or recommendations for trust
- Contains:
 - User representation (often a profile)
 - his/her social links,
 - variety of additional services.

http://en.wikipedia.org/wiki/Social_networking

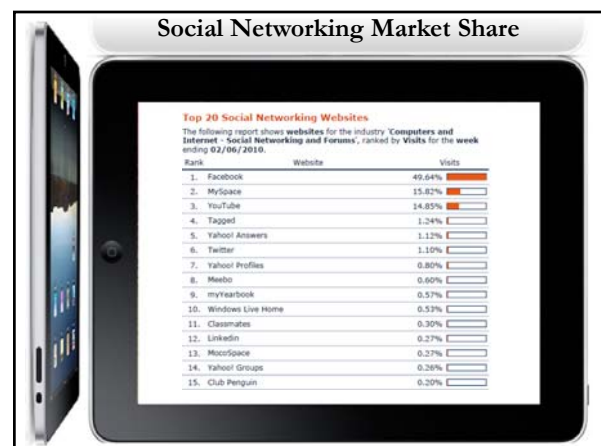
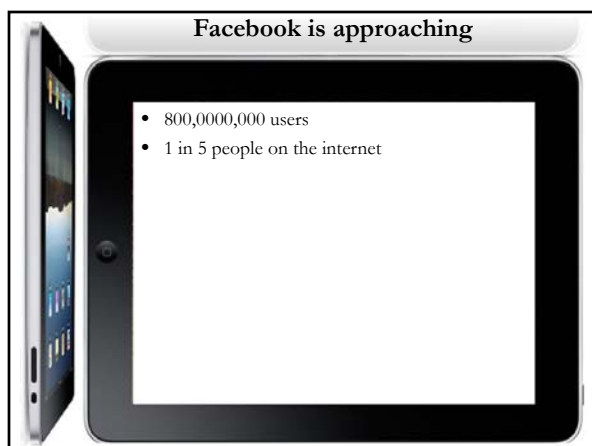
In it's purest form

- Social Networking is a spam free email tool



How big is social networking?

Rank	Country / Territory	Population	Date Last Updated	% of World Population
1	China	1,336,300,000	March 11, 2010	19.63%
2	India	1,178,099,000	March 11, 2010	17.31%
3	Facebook	800,000,000	March 11, 2010	4.54%
4	Indonesia	231,369,500	July 2009	3.4%
5	Brazil	192,598,000	March 11, 2010	2.83%
6	Pakistan	168,942,500	March 11, 2010	2.48%
7	Bangladesh	162,221,000		2.38%
8	Nigeria	154,729,000		2.27%
9	Russia	141,927,297	January 1, 2010	2.08%
10	Japan	127,430,000	February 1, 2010	1.87%
11	Mexico	107,590,887	July 1, 2009	1.58%
12	Philippines	92,226,600	Mid-2009	1.35%
13	Vietnam	85,789,573	April 1, 2009	1.26%
14	Germany	81,757,600	January 1, 2010	1.2%
15	Ethiopia	79,221,000	July 2008	1.16%
	LinkedIn	60,000,000		



Facebook

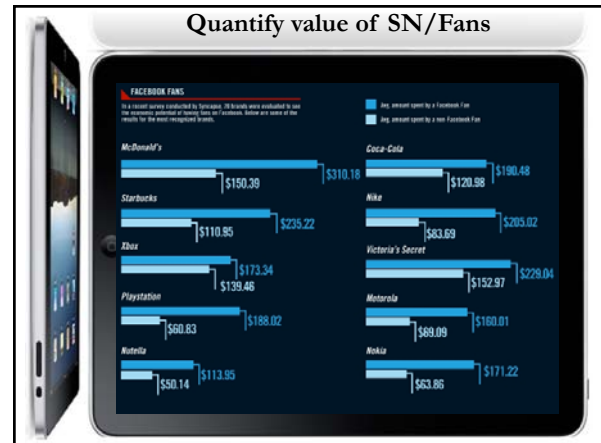
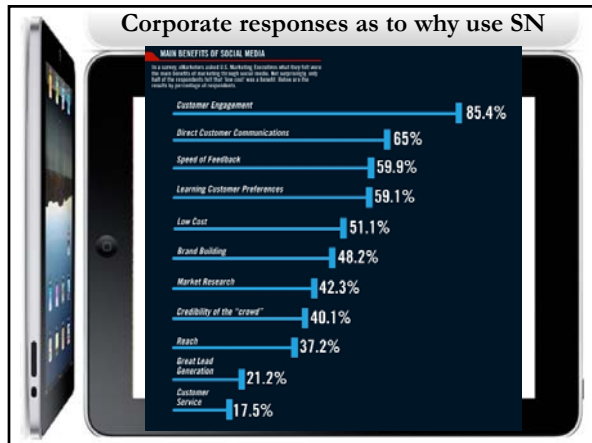
- 800 million users



Facebook

- 250 M in July, 300 M by September 2009, and in 2010 400M, 10/2011 now 750M
- Facebook on 9/17/09: <http://www.facebook.com/press/info.php?statistics>
- 50% of our active users log on to Facebook in any given day
- More than 35 million users update their status each day
- More than 60 million status updates posted each day
- More than 3 billion photos uploaded to the site each month
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3.5 million events created each month
- More than 3 million active Pages on Facebook
- More than 1.5 million local businesses have active Pages on Facebook
- More than 20 million people become fans of Pages each day
- Pages have created more than 5.3 billion fans
- # of friends per user on avg. = 130
- # of friend requests sent per month = 8
- Avg. amount of time per user on FB = 55 minutes (that is 22 Billion minutes!)
- Avg. of 1 "like" that clicks per month = 9
- Avg. of use written comments per month = 25
- Avg. of "become a fan" per month = 4
- Avg. # of invitations for events per user per month = 3
- Avg. # of groups user is a member of = 13

<http://www.web-strategist.com/blog/2010/01/19/a-collection-of-social-network-stats-for-2010/>




Its part SEO, part sales...

- Add value!



Be genuine...

- And authentic



April 2011 New Designees

Why fans?

- Facebook

Fans are 28% more likely than non-fans to continue using the brand.

Fans are 41% more likely than non-fans to recommend a fanmed product to their friends.

28%

41%

Can you be too successful?

Pool Party Out of Control Due to Facebook

Estimated 2,000 Show Up at Apartments

By STEVEN R. PAULSON

PORT COULSON, Colo. — An apartment complex near Colorado State University that used Facebook to advertise the biggest pool party of the year drew more than 2,000 people to a party that got out of control on Monday.

It wasn't long before the police showed up.

Four people, including two CSU football players, were arrested at the Port Coulson apartment complex on Monday.

The people were taken to the hospital, some of them for non-injury-related alcohol or minor injuries.

Those people came from as far away as Indiana for this back-to-school party, Port Coulson police Lt. Her Dean said on Monday.

The party's Facebook page had nearly 1,000 members and had been used to advertise the party. One said police explained at least a half dozen people at the party were already in jail south of Denver. Others said they were drinking and dancing while they cheered the

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LinkedIn

- Good for finding and being introduced to business contacts
- Over 75 Million

LinkedIn Home Profile Contacts Groups Jobs Inbox (1) More...

Rec: Leadership Training - Learn by League Leadership At

Inbox (1 unread)

Tom Keating Invitation to connect Jan 21 See action

Network Updates

Tom Keating CCIM just completed over a quarter billion dollars of property in projects in Benetton County - a special thanks to the assessor and her staff! (unread)

So many wrongs...

- Don't Lie (the sun didn't come up at 2am)
- No your stuff
- there is no you in your client
- What value are you adding?
- Why would I click on "Like"?
- Agents FB posts are only listings
- Agents photo on FB was from High school (almost) and she graduated in 1970s...

Twitter

- 140 character blog (like txt'ing)

US Adult Twitter Users, 2009-2010 (millions and % of adult internet users)

Year	Millions	% of adult internet users
2009	4.0 (3.8%)	
2010	12.1 (7.4%)	
2011	18.1 (10.8%)	

Note: Ages 18+, internet users who access Twitter on any platform at least monthly. Source: eMarketer April 2008

http://www.emarketer.com/Article.aspx?R=1007059

Business Forecasting using Twitter

BBC NEWS

Twitter used to predict box office hits

By Jonathan Fildes

Technology reporter, BBC News

More blogging service Twitter can be used to predict the future box office ratings of blockbuster films, according to researchers at Warwick Packard (UK).

The computer scientists studied a volume of tweets - known as tweets - about 15 movies, including Avatar.

They found that at least 100 tweets were posted could be used to accurately predict the box office ratings before the film opened.

Further analysis of the content of the messages could predict property success.

"Our predictions were incredibly close," Bernardo Huberman, head of the social computing lab at UC, told BBC News.

For example, he said, the system predicted that Avatar, the top movie, would take \$200m in its first weekend in the US. It actually took \$200m.

http://news.bbc.co.uk/2/hi/technology/8612292.stm

Twitter is like a CB radio



Clout



Listen using TweetDeck



Manage using Hootsuite



Plaxo



Apple's Ping



Even the kids have... Club Penguin

- 12+ Million users
- Bought by Disney for about \$29/user (2007)
- About 10% are paid members \$59.95 a year = GSI of \$6/user



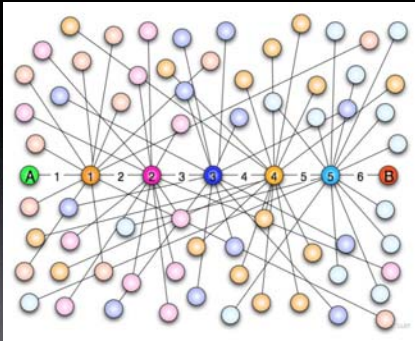
<http://techcrunch.com/2007/08/01/disney-acquires-club-penguin/>

Club Penguin

- 20 Million users
- Great for keeping track of business cards

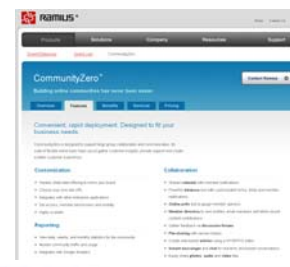


Social Networks – what are they really about?



And reforming our conception of community

Including do-it-yourself community networks



It's a matter of numbers

And some people are buying friends and fans...



Where do people go for?

- Questions:

Question Type	Percent	Example
Recommendation	29%	Building a new playlist – any ideas for good running songs?
Opinion	22%	I am wondering if I should buy the Kitchen-Aid ice cream maker?
Factual knowledge	17%	Anyone know a way to put Excel charts into LaTeX?
Rhetorical	14%	Is there anything in life you're afraid you won't achieve?
Invitation	9%	Who wants to go to Navya Lounge this evening?
Favor	4%	Needing a babysitter in a big way tonight... anyone??
Social connection	3%	I am hiring in my team. Do you know anyone who would be interested?
Offer	1%	Could any of my friends use boys size 4 jeans?

<http://gigaom.com/2010/02/22/what-do-people-ask-their-social-networks/>

Hands on

- In your group, perform a S.W.O.T. analysis of social networking
- (S.W.O.T. = strengths, weaknesses, opportunities, threats)
- Be prepared to present the following:
- What are the benefits of using social networking for the business professional?
- What are the pitfalls of using social networking?



So what are people using FB for?

- Book promotion
- Listing promotion (doesn't work well)
- Hookups
- Building a sense of community
- Supplementing their blogs



Trade Association Communication



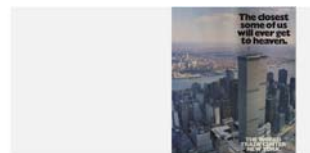
- "I'm sure you've heard the same pushback that I do, that it's "too time consuming" or "trendy."
- Last week, she posted something about "Marketing Multifamily Properties in Rural Areas." I thought it would be a great offering for AANM, so I asked her to contact me when she was ready to teach it. Today we signed the agreement to offer the class in November via WebEx!
- We have been trying to extend the same benefits that ABQ and Santa Fe have with education to our outlying communities – the Clovis, Silver City, Farmington's of the state. I never would have known about her class, had it not been for the fact that we are connected on Facebook.
- I would encourage anybody to spend time daily networking through these various sites. I have found several ways to link my accounts together – including using tools like TweetDeck to alleviate the need to repost in several areas. And any time I can find an article that I think would be useful (having been a property manager, those are the easiest for me to spot) it's an easy way to share it – and appear the "authority" on the matter."

Apartment Communities



Connect with old friends

- and hear their amazing stories



I'm so grateful for the last hours of life I fought so very hard to have. Tomorrow is about remembering those of us that did not make it out of the buildings and planes. It is NOT about a rescue being built or an innocent man burning. Thank you to all people in heaven who fighting for our country! God Bless America!

Real Estate Advertisement

- The one response we received was from a tenant in the property...

Matching Antiques...

- Letter jacket from 1987
- Eldorado High School
- "David"



with their owners.

- Posted on fb
- 30+ posts/responses
- Found owner in less than 30 minutes
- Thought his mom had it stored in her closet...
- She donated it!



Promotion of books & events



CCIM Chapter promotion of meeting



Social Etiquette

Check out www.canteraconsultants.com/tech for this ongoing dialogue



Remember its all public!

Facebook used to nab divorce-court liars



FB do's

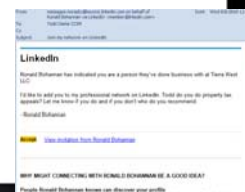


Business Don't on FB



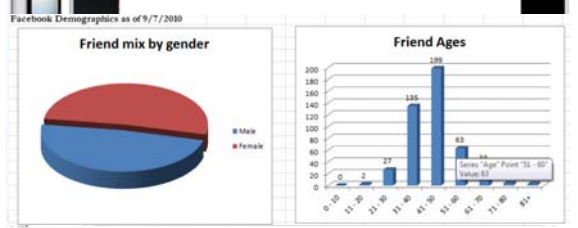
Invite's

- Decide early on if you are going to mix friends, family and business (or not)
- Suggestion: Facebook-friends/family
- Linked in/Plaxo - business



Your Facebook demographics

- 1,565 “friends”
- Limits is 5,000
- After that you have to setup a “fan” page
- Demographics of my “friends”



Differentiate between your

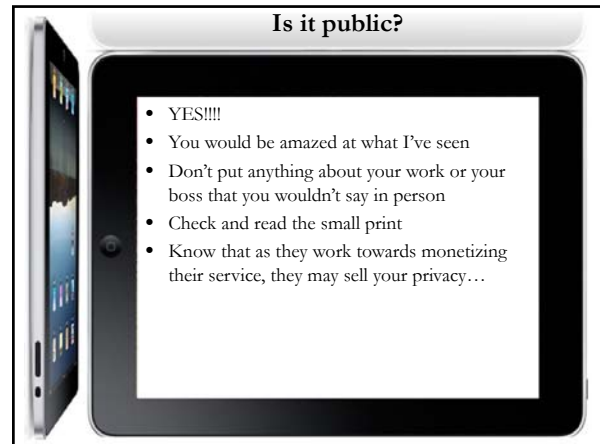
- Personal page
- Business/company pages



Are these saved somewhere? Yes!



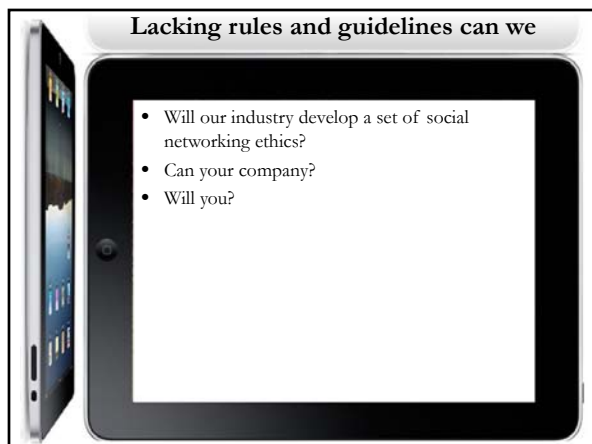
Is it public?



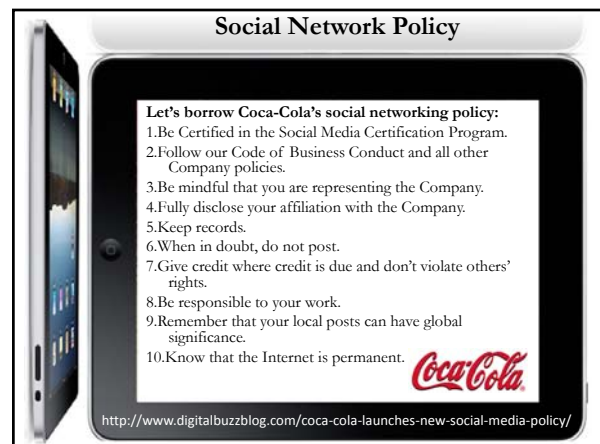
Can it be used against you?



Lacking rules and guidelines can we



Social Network Policy



Hands on

- Individually, develop your own set of social networking guiding principals
- It should include:
 - How you will conduct ethical marketing
 - How you will protect confidential client information
 - How you will keep copies of your marketing for your records

Your Social Networking Strategy

- Tying it all together
- Blog about something you know well
- Reference it from the social networking
- Focus on adding value
- Avoid commercials
- Understand today's demographics

What does your profile say about...you?

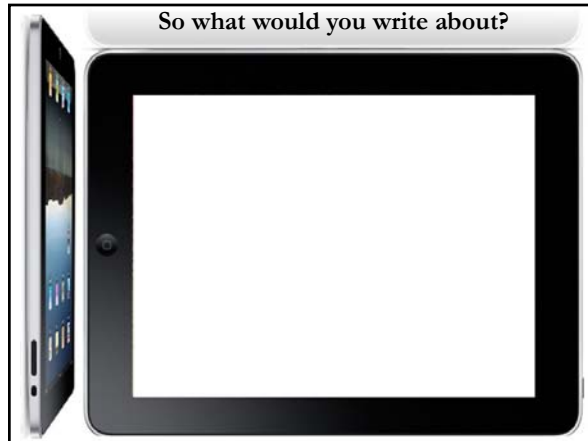


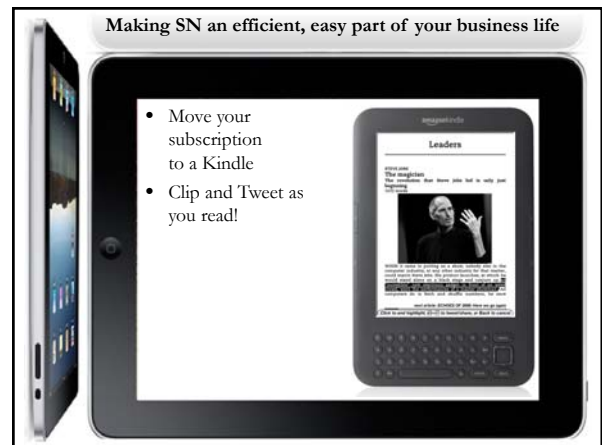
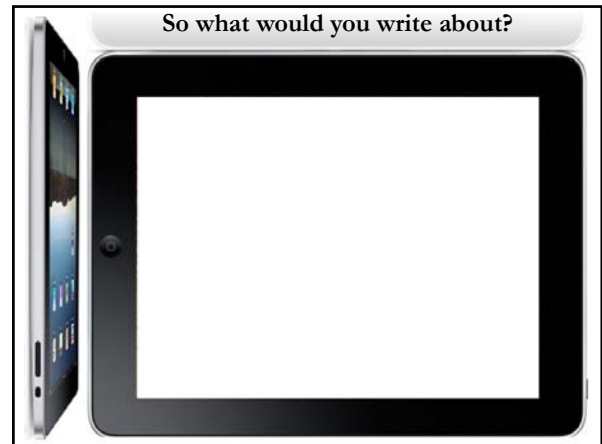
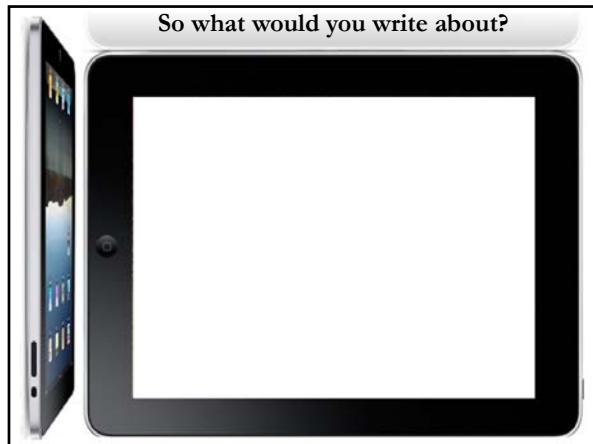
Social Networking Security

- iPhone App –S.N.A.P



So what would you write about?





Bringing it all together

- Google
- Blog
- Newsletter
- Social Networking
- Twitter
- Search engine refinement
- Upward spiral
- Focus on your strengths value add to client
- Remember license law and code of ethics apply in virtual world as much as reality

Search Engine Optimization

- Focus on Google
- Sign up for Google Adwords account
- Focus on keywords



Marketing

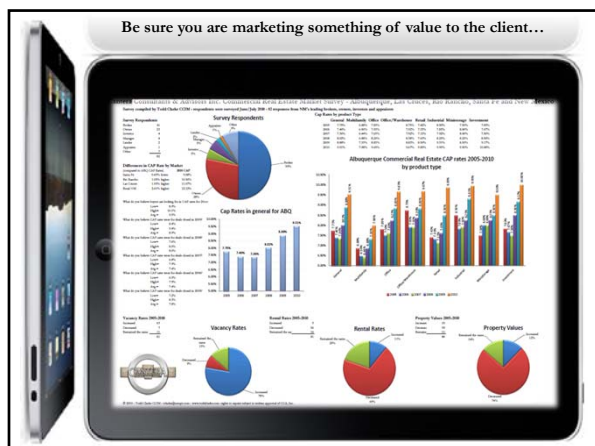


Sources:

- Jump Point by Tom Hayes
- Mobile Trends 2010 - http://www.slideshare.net/rudydw/mobile-trends-2010?src=related_normal&rel=996974
- Did you know? (Shift happens) - <http://shifthappens.wikispaces.com/>





Your Knowledge Marketed

- Traditional marketing
- Newsletter marketing (for one demographic)
- Blog marketing (for another demographic)
- Social Networking Marketing (for yet another)
- Tie them all together – each reinforces and promotes the other = VERY EFFECTIVE



Finally its about listening

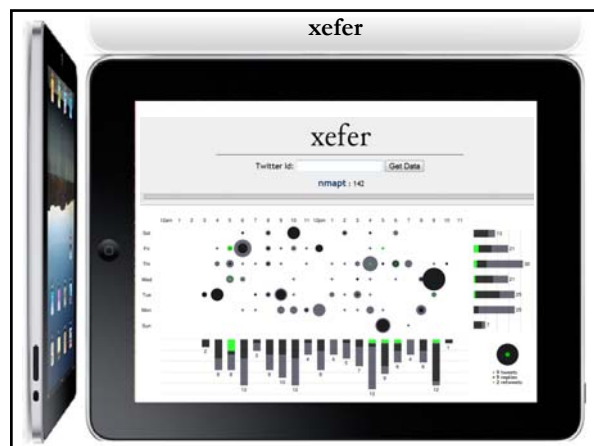
- In Facebook you can organize your contacts by groups, and “listen” to their top topics.
- Keys in for next newsletter or seminar?
- In Twitter, you can search by most common phrases...
- Finally, it's a two way street and an upward spiral!



Publish & Research Tools...

- TweetDeck
- HootSuite
- What the Trend

The image shows three screenshots of social media and trend analysis tools. The top screenshot is a screenshot of the 'What the Trend' website, showing a list of trending topics and their associated social media counts. The middle screenshot is a screenshot of the HootSuite interface, showing a list of tweets and their engagement metrics. The bottom screenshot is a screenshot of the TweetDeck interface, showing a list of tweets and their engagement metrics.



Want to learn more?

- Endless resources online – most are free!

hootsuite UNIVERSITY

What the New Facebook Features Mean for Your Business

Hootsuite University also hosts video lectures to explore the new Facebook features and the implications they have for businesses. Mark is the co-author of Facebook Marketing: An Hour a Day, and her next book, the new Relationship Marketing: My shares in October 2011.

In this edition of the Hootsuite University Lecture Series, you will learn about:

- The new **Subscribe** feature: should you turn it on and create a new marketing channel?
- How to optimize the new **Share** feature on fan pages
- What the **Total**, **Timeline**, and new **Open Graph** business sharing apps mean for your business
- How to publish content for maximum **engagement** and **visibility**
- Tagging and sharing **etiquette**



And now...

Q & A

Friends:
Email:
tclarke@nmapartment.com
Twitter: NMAPT

Additional Resources

engadget

Sony Xperia Tablet S gets the full teardown, shows its NVIDIA heart (video)

By Andrew O'Connell

GIZMODO

The mothership plans.

CONFIDENTIAL

Confidential Images of Apple's New Spaceship Interior Leaked

By Steve Delaney