

SOCIAL MARKETING RESOURCES

IMPLEMENTATION STEPS

1. READ
2. "RESEARCH"
3. EVANGELIZE
4. BUILD A PLAN
5. ROLL THE DICE
6. SHOUT IT OUT
7. REPEAT



SOCIAL WEB RESOURCES

BLOGGING

- wordpress.com
- blogger.com
- typepad.com
- twitter.com

SOCIAL MEDIA

- flickr.com
- youtube.com

SOCIAL SITES

- facebook.com
- linkedin.com
- plaxo.com
- friendfeed.com
- ning.com
- digg.com
- tumblr.com

COMMERCIAL

- concept2solution.com
- constantcontact.com
- surveymonkey.com
- meetup.com

RECOMMENDED READING

BOOKS

- *Social Media Marketing* by Dave Evans
- *Groundswell: Winning in a World Transformed by Social Technologies* by Charlene Li
- *Twitter Revolution* by Warren Whitlock
- *Word of Mouth Marketing* by Andy Sernovitz
- *Creating Customer Evangelists* by Ben McConnell

WEBSITES

- ohiopublictransit.org/social.htm
- blog.guykawasaki.com
- social-media.alltop.com

