



**How Social Media Can Help Sales And
Retention Of Clients**

Social Media Is Changing Business Models



simplyZesty
Online PR & Social Media

hello@simplyzesty
(01) 418 95

Home About Us Contact Us Our Services Video Production Simply V

The ultimate guide to LinkedIn

September 15th, 2009 by Lauren Fisher in **Social Media, Ultimate Guide**

Like it? Tell your friends!

Like 5 people like this. Be the first of your friends.



Many people set up a profile on [LinkedIn](#) but don't use it regularly, only returning when prompted by an email telling you someone is looking to connect. There are many great features in [LinkedIn](#) that you should be using, whether you're job-hunting, looking for business or simply want to network online.

53 tweets

retweet

5

Share

It's worth investing your time in [LinkedIn](#) – as with any

Spare Bedroom To Boardroom

Blogging has brought in over €1 million in direct sales over the last 2 years

Social media allows you to build yourself in to an expert in your field

Gave all information away free of charge

300,000 visitors per month

Social media flips business models on their heads

Great Clients



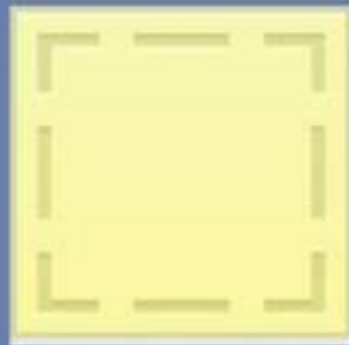
RESTAURANT



HOW
AMERICA
KNOWS
WHAT
AMERICA
NEEDS.

Small Business

Create a Facebook Deal





\$21.00



1 Dozen Oatmeal Cookies



Swipe card to charge

Clear

1

2

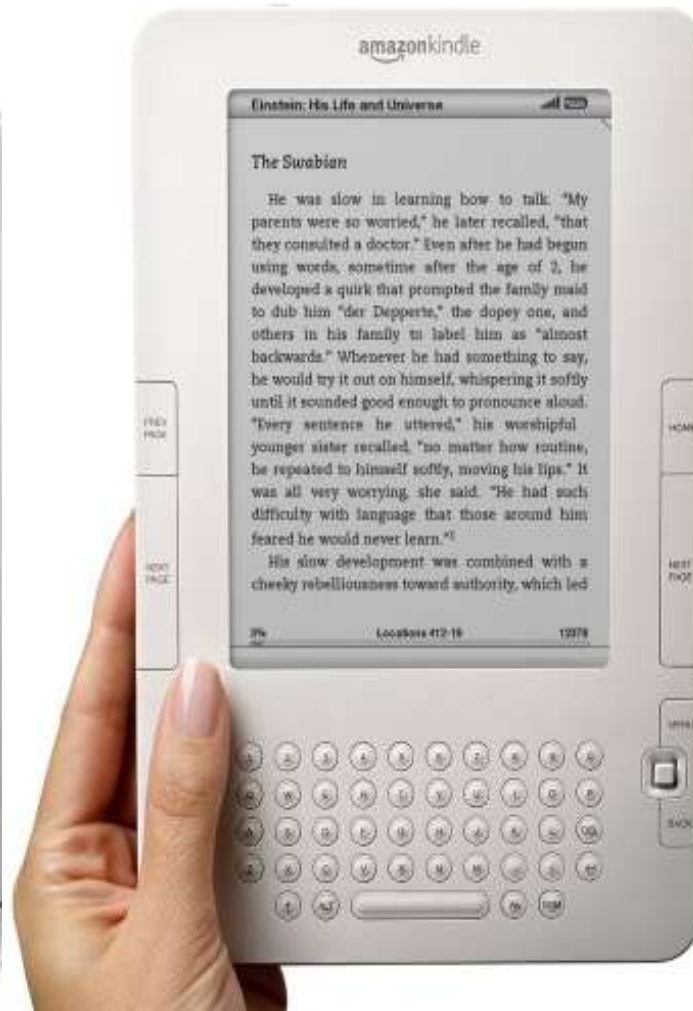
3

4

5

6

Decision making process and purchasing decisions are being made with a whole new set of data



Available on the
App Store



ANDROID
In the Android Marketplace





Medium Business

- Home
- About Us
- Contact Us
- Our Services
- Video Production
- Simply Viral
- Simply Learning
- Clients



24/7





9-5



Real Time Company View

Simplyzesty 🔍

 Welcome Niall (edit)

- My Feed**
- Company Feed
- Private Messages 1
- Activity Stream

- GROUPS
- Groups Directory

- COMPANY
- Members
 - Communities
 - Topics
 - Upgrade
 - Invite
 - More ▾

My Feed Options

Share an update ▾ with my followers ▾

What are you working on?

 **Sarah Kavanagh**
ok so this is too old for Harbo's virals but this is gas - <http://www.youtube.com/...>

 **SWAGGER WAGON**
http://www.youtube.com/watch?v=ql-N3F1FhW4&feature=player_embedded
Watch as the Sienna Family drops their hot new single, Swagger Wagon. This goes out to all you minivan families out there who get a Sienna SE for space but fill it with your family's swagger. To learn more about the Sienna SE visit <http://toyota.com/sienna> or download the free MP3 at <http://toyotaswaggerwagon.com>.

4 hours ago · Reply · Like · More

 **Lauren Fisher**
By the way if anyone ever wants anything from Sony, we get 35% discount! I like wide screen TVs, just FYI...
5 hours ago from Air Desktop · Reply · Like · More

😊 Liked by Lisa O'Brien, Orlagh Marnane and Philip Joyce.

 **Fergal O'Brien:** Ill have two please
5 hours ago from Desktop

Getting Started

+ Completing your bio will bring you to 60%

 45%

- Complete Your Profile
- ✓ Add Your Photo
- ✓ Invite People to Join
- ✓ Follow People
- Join Groups
- Get Yammer Desktop

Verified Network

This is the verified network for Simplyzesty. Only those with a confirmed @simplyzesty.com email can join. This network does not have an admin. Claim your network to choose an admin.

Suggested People see all

 **Ciaran Murray...** ✕
Sound...

Invite more

Real Time Sales Figures

Google docs Budget spreadsheet Published on 12/2/09 [Share](#)

File Edit View Insert Format Form Tools Help Catalyst is viewing

123 10pt

Personal Monthly Budget							
Link							
INCOME	Projected	Actual	Difference	MONTHLY BUDGET SUMMARY		Projected	Actual
Wages & Tips	2,000.00	2,000.00	0.00	Total Income		2,000.00	2,000.00
Interest Income			0.00	Total Expenses		1,381.00	1,381.00
Dividends			0.00	NET		619.00	619.00
Gifts Received			0.00				
Refunds/Reimbursements			0.00	DAILY LIVING		Projected	Actual
Transfer From Savings			0.00	Groceries			
Other			0.00	Personal Supplies			
Other			0.00	Clothing			
Total INCOME	2,000.00	2,000.00	0.00	Cleaning			
				Education/Leisure			
HOME EXPENSES	Projected	Actual	Difference	Dining/Eating Out			
Mortgage/Rent	1,100.00	1,100.00	0.00	Salon/Barber			
Home/Rental Insurance	50.00	50.00	0.00	Pet Food			
Electricity	50.00	47.00	(3.00)	Other			
Gas/Oil	40.00	50.00	10.00	Total DAILY LIVING		0.00	0.00
Water/Sewer/Trash	7.00	7.00	0.00	ENTERTAINMENT		Projected	Actual
Phone	25.00	25.00	0.00	Videos/DVDs			
Cable/Satellite	25.00	25.00	0.00	Music			
Internet	15.00	15.00	0.00	Gym			
Auto Insurance	4.00	4.00	0.00				

Latest News

Wednesday, 25 May 2011

[Diffusion to handle Air New Zealand's consumer PR in the UK](#)

[Sian Jarvis defends Department of Health's comms unit](#)

[PR pitch process underway for Southern Comfort drinks brand](#)

[Bloomberg plans to create first UK PR function and seeks comms head](#)

[Anti-fraud firm ValidSoft calls in Fishburn Hedges to support growth drive](#)



Air New Zealand: Diffusion to promote key routes

Social Media in the UK 2010

1 in 3 UK adults agree with the statement

'I could not live without the internet'







Vodafone Ireland

@VodafoneIreland Ireland

Darren and Paul from Vodafone View, our online customer forum. Our Twitter team is here Mon - Fri between 10 - 6 pm.

<http://forum.vodafone.ie>

+ Follow

Message



Tweets

Favorites

Following

Followers

Lists



VodafoneIreland Vodafone Ireland

@dulpit27 I sure can, DM on over your mobile number Paul & I'll check for you. ^Paul

2 hours ago



VodafoneIreland Vodafone Ireland

@stevencooperdj Hi Steve, you'd need a tethering add on for your iPhone. Available on both prepaid and billpay <http://bit.ly/kPQIYI>

2 hours ago



VodafoneIreland Vodafone Ireland

@teester1 Sounds like there may be something amiss on the nearest cell. I'll check into it for you. ^Paul.

2 hours ago



VodafoneIreland Vodafone Ireland

@teester1 Hi Teester, is it just at work you're without 3G, or are you seeing this everywhere?

3 hours ago



About @VodafoneIreland

5,777

Tweets

1,441

Following

10,554

Followers

166

Listed

Following 1,441



Connections

Followed by @beatricewhelan, @john_quinn_, @Carolyn_NT, and more.



You both follow @beatricewhelan, @oconnellbrian, @glasgorman, and more.



Similar to @VodafoneIreland · view all

Leagueofireland · Follow
League of Ireland

Culch_ie · Follow
Culch.ie

talk202 · Follow
Talk202

NCH_Music · Follow
NationalConcertHall

Large Companies





Search Boards.ie...

[Advanced search »](#)

boards.ie > Biz > Talk to...
Vodafone

User Name Remember Me?
Password

[Register](#) [FAQ](#) [Community ▾](#) [Calendar](#) [Today's Posts](#) [Search ▾](#)

Page 1 of 191 ▾

Threads in Forum : Vodafone [Forum Tools ▾](#) [Search this Forum ▾](#)

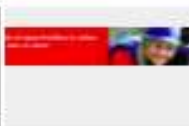
Filter Threads

Last Post Time ▾ Descending ▾ Beginning ▾

	Thread / Thread Starter	Rating	Last Post ▾	Replies	Views
	<input checked="" type="checkbox"/> Sticky: Vodafone at Home Speed Issues? Post here for help. (1 2 3 4 5 ... Last Page) Vodafone: Paul		Today 12:32 by hellboy99	465	23,260
	<input checked="" type="checkbox"/> Sticky: Vodafone.ie - Error reports & upgrades. (1 2 3 4 5 ... Last Page) Vodafone: Paul		Yesterday 21:17 by hellboy99	303	21,929
	<input checked="" type="checkbox"/> Sticky: Poll: What do you think of Vodafone. (1 2 3 4 5 ... Last Page) -Corkie-		21-05-2011 12:54 by nogoodnamesleft	277	21,944
	<input checked="" type="checkbox"/> Sticky: Home gateway video tutorials Vodafone: Darren		17-05-2011 13:47 by clintondaly	3	2,303
	<input checked="" type="checkbox"/> Sticky: Frequently Asked Questions Vodafone: Darren		10-05-2011 13:25 by Vodafone: Darren	3	958
	<input checked="" type="checkbox"/> Sticky: Easter Weekend Hours		21-04-2011 16:15	0	241

Vodafone Ireland

Product/Service



Wall

Vodafone Ireland · Most Recent

Share: Post Photo Link Video

Write something...



Vodafone Ireland

Fancy winning free credit with Cherry Drop, the new computer game from Vodafone Cherry Points? Everyone wins free credit! Top up today and play at www.vodafone.ie/cherrydrop

The higher the top up the more you win. Good luck!



Vodafone's Cherry Drop
cherrydrop.vodafone.ie
Vodafone's Cherry Drop

May 20 at 7:15am · Like · Comment · Share

43 people like this.

View all 51 comments

Write a comment...



Vodafone Ireland

We'll be launching the eagerly awaited HTC Sensation soon, exclusively on Vodafone. Register now at <http://on.fb.me/10MW1F>



May 19 at 4:25am · Like · Comment · Share

80 people like this.

You and Vodafone Ireland



48 friends like this.

Birthdays

See All



Si Birch
It's his birthday.
 Say Happy Birthday

Event Invitations

See All



Arrête de chialer, jeudi c'est rav...
Tomorrow, May 26



RSVP: Yes · No · Maybe

Sponsored

Create an Ad

An Post Rás
anpost.ie



Get Your Pulse Racing - The number one cycling event in Ireland will take place from the 22nd to the 29th May - Find out more

Rooney v Messi

promotions.betfair.com



Win big on the Champions League Final with Betfair. Simply place 3 winning €50 bets to receive your €300 bonus! Click here to sign up!

Leinster Season Tickets

leinsterrugby.ie



Join Jonathan for every match next season for only €239 but hurry, as the special early bird offer ends on 1st June when prices go up

Wall

Info

Cherry Points

Green Agenda

Vodafone Graduate Programme

HTC Sensation

Hello Trees

Events

More -

51,248

people like this

Carmel Hagan

Erin Hagan

Sernio Ferraz

A high-angle, close-up photograph of a large, diverse crowd of people. The individuals, including men and women of various ethnicities and ages, are all clapping their hands. They are dressed in casual to semi-formal attire. The background is slightly blurred, emphasizing the collective action of the group. The overall atmosphere is one of celebration or approval.

**Everybody is a
sales person**

NIALLH

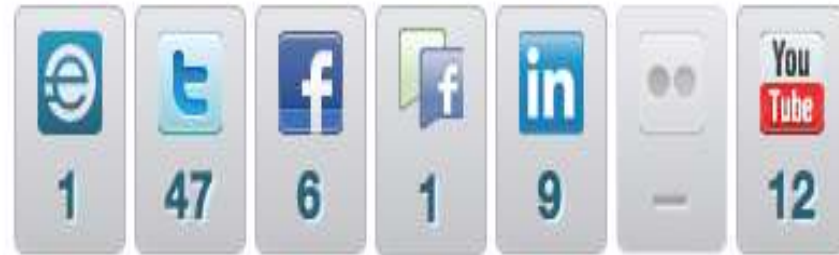
Niall Harbison
DUBLIN, IRELAND



€ 36.20 (+0.067)

Shareholders
20

Net Wealth
61,440.678 €



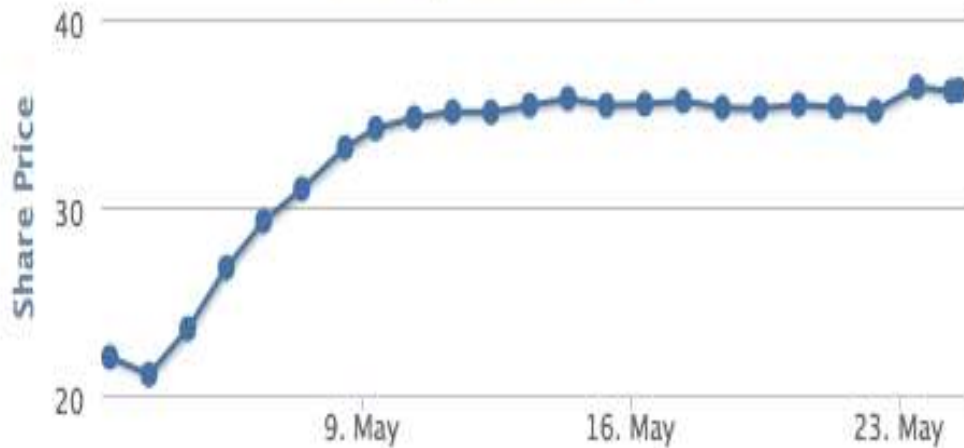
Social Network Scores (Out of 100)

Vice-President on "The Eaves" index. (More Info)

- My Profile
- My Portfolio & Lists
- My Stats **New!**
- My Connections
- My Achievements
- Twitter Index

Show Quick Stats

30-Day Share Price



Promote Your Profile

- Share
- Tweet
- Like

What's your plan to rule your Empire?

[Click here to set...](#)

Latest Achievements (View All)



Latest Luxury Items (View All)

Please visit The Shop to purchase Luxury Items

- 4 Facebook Posts, 11 Comments, 4 Likes this week (2 posts today)
- 135 Tweets posted this week (24 today)
- 6 blog posts this week (1 today)

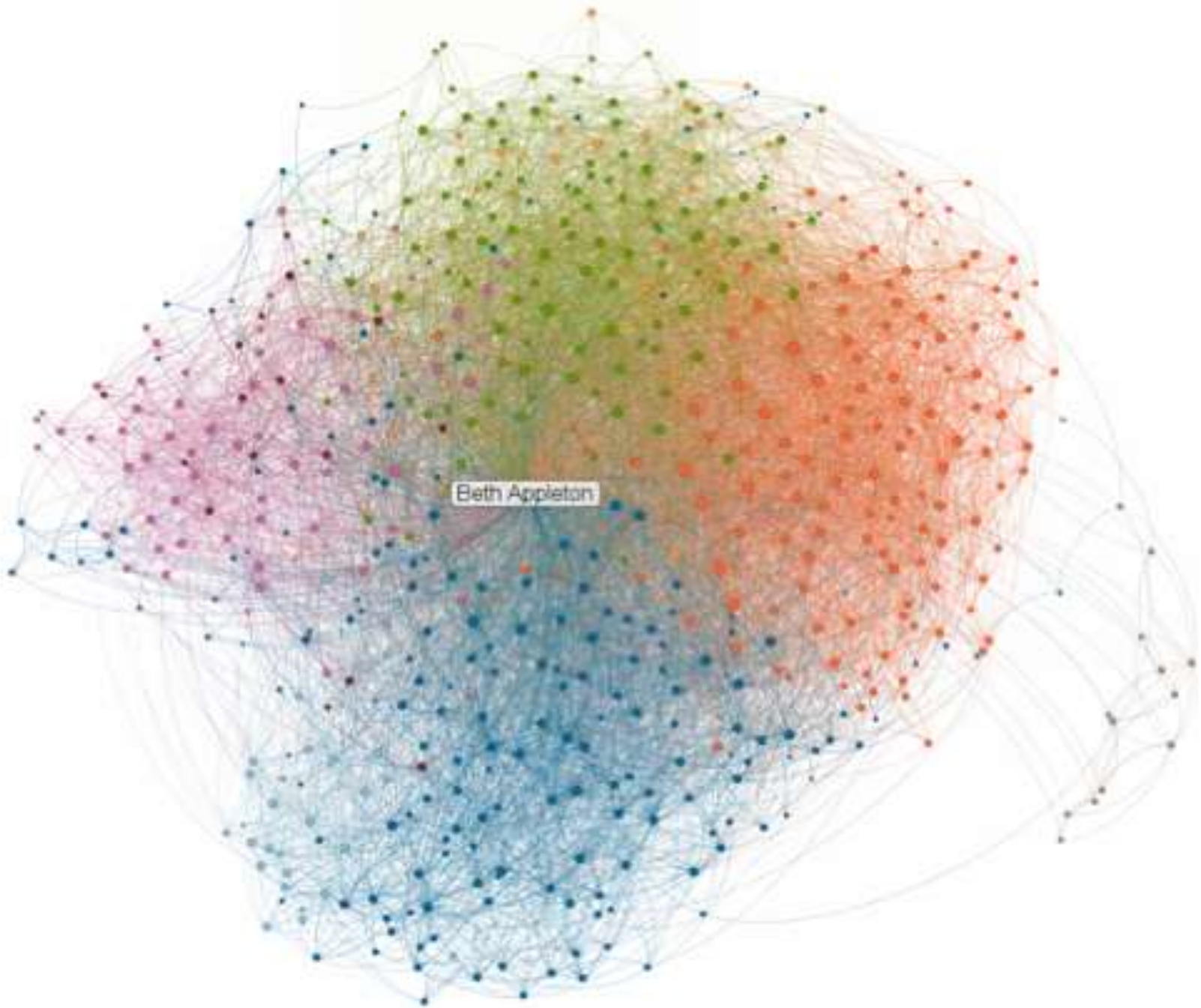
LinkedIn As A Platform



Daag nu iemand uit!



Build Your Own Social Network



The Social Media Marketing Blog

Social Media Insights in the Increasingly Complex World of New Marketing

[Home](#) | [About Scott](#) | [Speaking](#) | [Where to find me](#) | [What I like](#) | [Contact](#)

68
f Share

251
Tweet

Friday, May 13, 2011

QR Codes 101



The following is a guest post from Nick Jerome.

QR codes, a.k.a. **Q**uick **R**esponse codes, are a useful way to encourage individuals to interact with a product or service. They can be used for a variety of engagement tactics including driving consumers to an ecommerce landing page, providing a coupon or giving in-depth product information.

Marketing firm MGH conducted very helpful QR code user research in February 2011:

Who is Scott Monty?



Hi, I'm Scott. I'm the head of social media for Ford Motor Company. This is my personal blog, where I share my perspectives on social media - the convergence of marketing, advertising and PR on the Web - for marketers, agencies, the enterprise and the individual. This blog contains my personal views.

Subscribe

 BY EMAIL

54207 Followers
twittercounter.com

6800 readers
BY FEEDBURNER

1255 email readers
BY FEEDBLITZ

In Summary

Get to grips with technology quickly because it is changing businesses in front of our eyes

Build your personal networks early

Your customers are your biggest sales people

Word of mouth is on steroids

Mobile will be crucial to sales going forward