



Presented by Carol Dunlop of Creative Services International, Inc.



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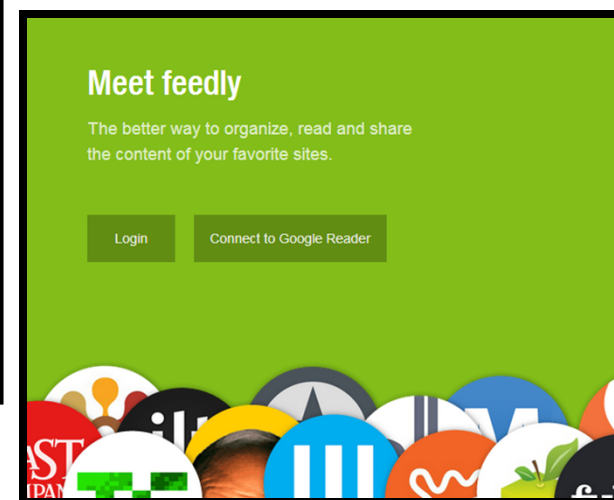
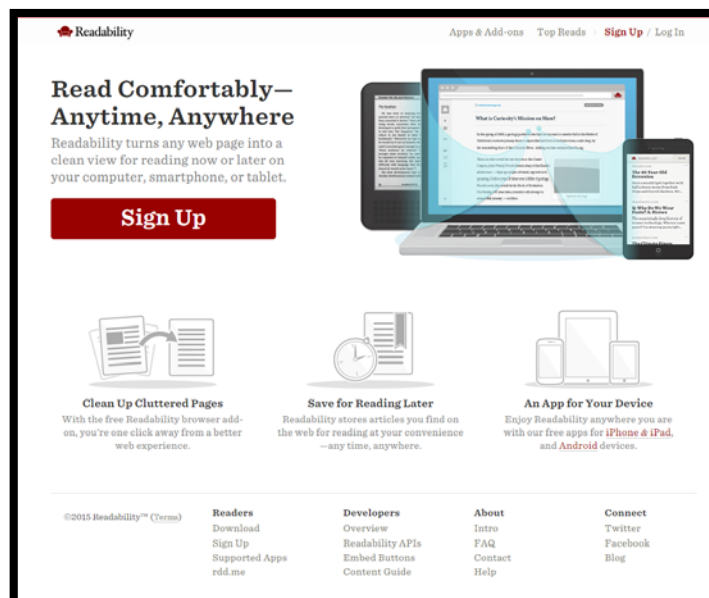
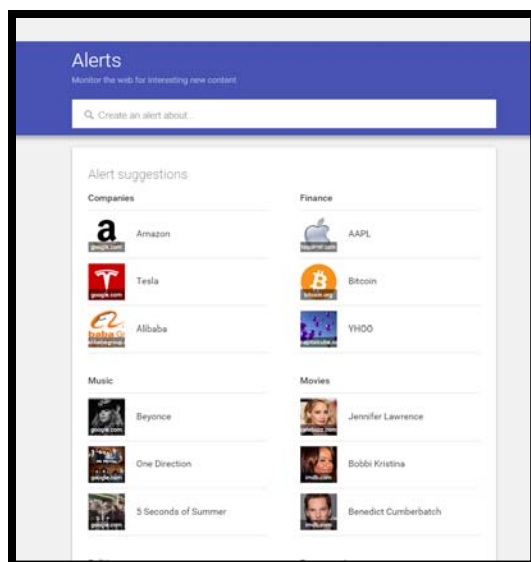


RAVIN' FANS Conversion Lessons: Listening, Lurking and Learning.

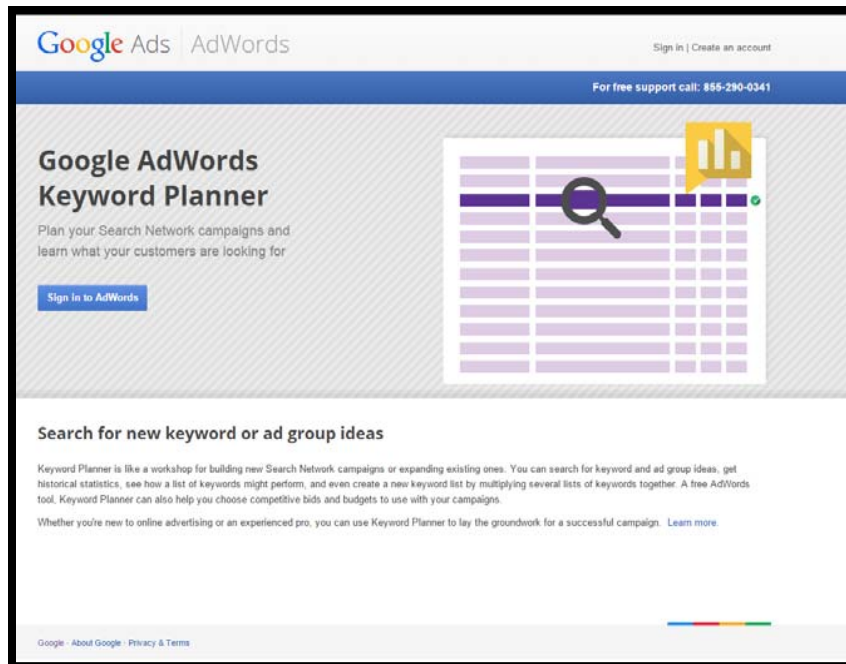
- ✓ Gmail email account
- ✓ Feedly account
- ✓ Readability account
- ✓ Several Google Alerts
- ✓ Survey Monkey account
- ✓ LinkedIn account



RAVIN' FANS Conversion Lessons: How to Listen



RAVIN' FANS Conversion Lessons: How to Listen



women losing weight

- ✓ diet plans for women to lose weight fast
- ✓ healthy diet plan for women to lose weight
- ✓ weight loss diets for women
- ✓ diet plans to lose weight fast for women

marketing for lawyers

- ✓ law firm marketing
- ✓ marketing law firms
- ✓ law firm marketing strategy

RAVIN' FANS Conversion Lessons: Let the Lurking begin!



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RAVIN' FANS Conversion Lessons: Begin to Learn

Q & A

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RAVIN' FANS Conversion Lessons: Begin to Learn

- ✓ Attend events
- ✓ Subscribe to newsletters
- ✓ Access content online directly or via a mobile device
- ✓ Access content from home or work



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RAVIN' FANS Conversion Lessons: Know Your Stats



- ✓ What content works
- ✓ What format works
- ✓ How often they visit
- ✓ How long they stay

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RAVIN' FANS Conversion Lessons: Monitoring Tools

- ✓ Social Mention
- ✓ Trending Topics
- ✓ Social Crawlytics
- ✓ BuzzSumo



RAVIN' FANS Conversion Lessons: Your Assignment

- Set up your Listening devices and start Lurking and Learning. Use the **Listening, Lurking and Learning** worksheet to accomplish this task.
- Use the **Monitoring Tools** worksheet to search for keywords and keyword phrases that are associated with your business and your book.
- Find people to follow and learn from using the **Find People** worksheet.



Up Next: Put Your Social Media Posting on Auto-Pilot



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