

April - June 2009: Connect To Success Group

The objective was to start in **April 2009 & grow an easy to use and to access/share information for the Connect to Success Group of a minimum 200 active members in Europe** who will Join and Participate to the network via online topics, webinars and finally we will market them a **Business Link Seminar live event** in London on Social Media with **Amanda Steadman** as a speaker for the **18 of June 2009**

The action taken by me was:

- * **1. Identified:** Numerous websites and online profiles, blogs, tools for marketing yourself – so you need to find your space / niche / window that best suits your needs and market, The way to do it is by **registering in forums, set up a Twitter account(s) only to monitor the best info and RSS Feeds** and participating to associations and groups,
- * **2. Clarified:** The challenge is to identify what's working and what was not for your Business and/or the audience you are looking for, so I use **bubble.us (mind map)** to clarify the objective and **Polaris analytics** a google tool to analyse it,
- * **3. Focus:** then the focus was in creating and growing the **facebook group** as other groups like **Ning** are not working (people cannot be bothered creating new groups/profiles because its so easy in facebook) but **Ning** is good to create micro groups and create hot bespoke topics (for testing the market like with surveymonkey.com but without questionnaires/ forms) it is good for knowing your customers / audience and measuring your success,
- * **4a. Target:** then because facebook is very general and used by everyone (not just business)...so I needed to create other more targeted profiles on a social professional network like **Viadeo, LinkedIn, Xing, Ecademy** for example and also for targeting other areas of UK & countries (for specific needs - i.e.: international exposure),
- * **4b. Consistency:** its about rhythm = like music you need to create a symphony or a nice melody if you want people to listen to all the all songs and not leave halfway, you need to hook them in with good content because **content is king...!!!**
- * **5. Convert 2 passive:** send your traffic to a Sale page or Squeeze page with specific keywords (again = each step of the bullet points are applied anyway) to catch email addresses and create a newsletter list to promote, grow and measure your list (via list & social media list as well as using autoresponder software),
- * **6. Convert 2 Active:** get a commitment / deposit from your list (better control = better results) to maximize the Business return on investment and measure your success,
- * **7. Close the Deal:** it is about targeting and getting what you want, so stay focused all the way (don't run like Carl Lewis then stop before the finishing line!) Close the deal and book them directly to The Business link event you are promoting for June 2009,
- * **8. Repeat** (the people who bought from you are quite likely to do it again) if they like what you offer and you obviously delivered. Then it should be easy so keep it warm with another good upandcoming related event/topics in a demand - don't forget to say "coming soon..." and do take action too.

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The Steps I took was:

7 Steps -

1. Register on a forum (**Biz Womans Cafe**), set up Twitter accounts (**@francksecret**) to monitor info and register to **RSS (Mashable & Hubspot)**,
2. Set up **bubble.us (mind map)** for a better overview of my objective and set up **Polaris analytics** to measure it via Google analytics,
3. Set other groups: I have now to date on Viadeo - **110 contacts** (France), Xing **35 contacts** (Germany), linkedin **148 contacts** (UK), Ecademy **498 contacts** (UK & World) The idea is to reach a bigger audience via organising Webinars and create international seminars that are in demand.
4. Set up **Blogs and create a buzz** around your name and a brand awareness to grow your list all the time via wordpress.com & blogger.com and other blogs including **YouTube, flickr & Twitpics** because people also like to see and read about something or someone that appeals to them. The more you unleash your personality and you're 'different'; you become more memorable as well hence more 'marketable'.
5. Create **Micro groups**: Friendfeed (<http://friendfeed.com/steadybird/subscriptions> > 33 subscriptions <http://friendfeed.com/steadybird/subscribers> > - 81 subscribers), meetup.com - **110 contacts**, Business zone cafe and various Ning accounts, again to create a buzz around your name and a brand awareness that facilitates growing your list all the time,
6. Create buzz and interact with groups to maximum Impact and measure your success.



7. Connect to Success Group @ Twitter 1,135 Followers,

- **Target** keyword (buzzcom & Twellow.com)
- **Traffic** analytics (via Tinyurls.com & Hootsuite.com)
- **Schedule**, analyze, monitor tweets (Hootsuite.com, CoTweet.com, Seesmic.com, UberTwitter.com, etc...)
- **Create** a Twitter buzz and interact with Twitter groups like Twibes.com

The result was:

Results breakdown -

1,135 Followers @ Twitter
791 @ Social Media Groups
224 @ Micro Site Groups
200 @ Facebook - Connect2Success
50 @ Business Link Event
20 @ Seminar
5 @ 121 coaching

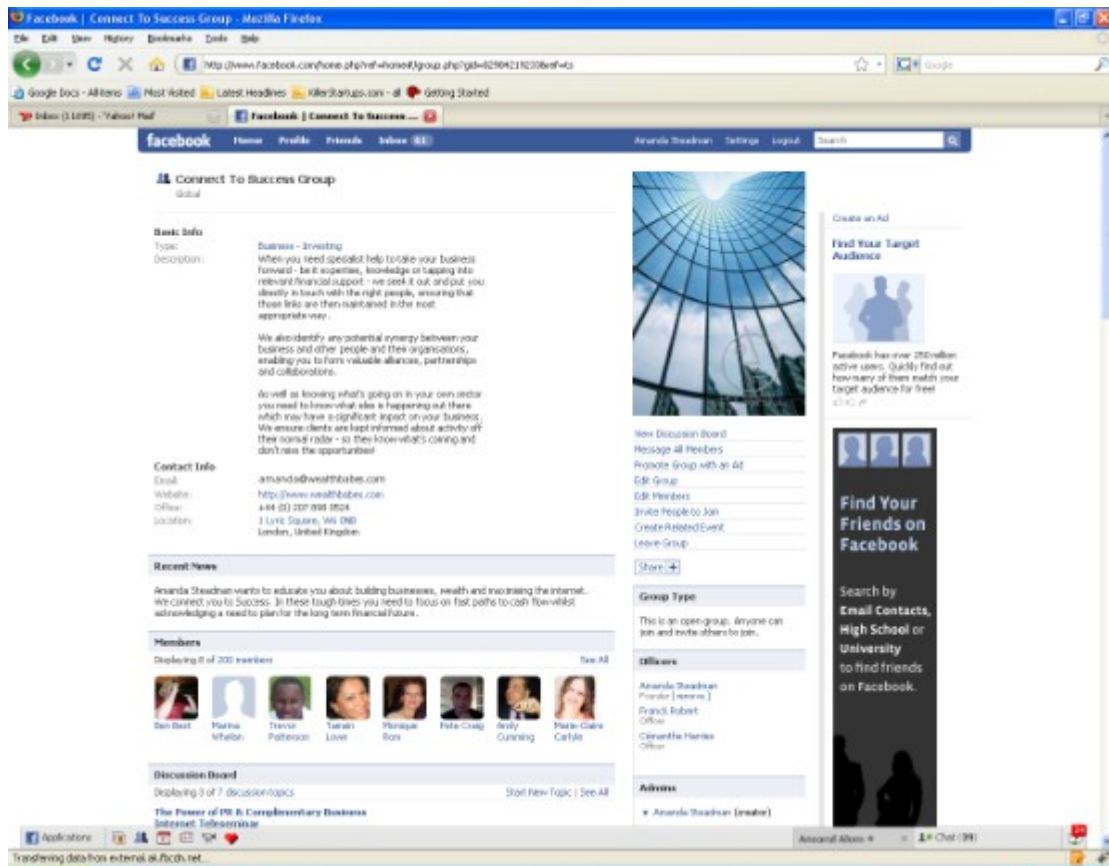
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1. **Internet Buzz** via Twitter = **1,135 Followers**
2. **Social Media** group members (Ning, Viadeo, LinkedIn, Xing, Ecademy & blogs) = **791 members**
3. **Micro Groups:** Friendfeed & meetup.com = **224 contacts**
4. Interaction via **Facebook Group** = **200 Active Members**
5. **Business Link** live speaking engagement event = **50 show up @ event**
6. **Easy Internet** Bootcamp Seminar = **20 attendees @ event**
7. **Face2Face** Coaching client = **5 One2One coaching**

The final product is:

Connect To Success Group on Facebook (10.08.2009)

Please click the link below -



When you need specialist help to take your business forward - be it expertise, knowledge or tapping into relevant financial support - we seek it out and put you directly in touch with the right people, ensuring that those links are then maintained in the most appropriate way.

We also identify any potential synergy between your business and other people and their organisations, enabling you to form valuable alliances, partnerships and collaborations.

As well as knowing what's going on in your own sector you need to know what else is

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happening out there which may have a significant impact on your business. We ensure clients are kept informed about activity off their normal radar - so they know what's coming and don't miss the opportunities!



Connect To Success Group Topics:

- The Power of PR & Complimentary Business Internet Teleseminar
- Are you using Social Media to Increase Your Potential Clients?
- Britain's Top 100 Entrepreneurs 2008
- What's YOUR biggest business challenge?
- Google and UKTI make exporting easy
- What do you think about Google wave & Gist?
- Experience this unique Ground-Breaking Business Programme

Other Testimonials:

1. Franck has helped me extensively in Social Media by educating me on how best to manage and track accounts as well as boosting profile through facebook, twitter tools and other super online advice. His pleasant and patient nature makes it easy to deal with him and the outcomes I want. Thanks

Michelle whaite - Life Success consultant.

2. I'm not an IT person so Franck created a few social profiles for me including twitter where I am now cultivating international clients. Lovely.

Charlotte Fawley - Artist (Royal Opera House)

3. Franck helped us increase and maintain event numbers and the videos created more interest outside the Brighton area.

He also increased awareness on twitter and Twitpics! Thanks Franck

Jo Rose - Brighton and Hove Property

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