

UK Weighing Federation: Social Media Marketing

Twitter: susanhallam

Web: www.hallam.biz

Blog: www.hallam.biz/blog

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Digital Marketing Agency



What today is not about...

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Why Social Media

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- Reaching more prospective customers
- Converting visitors into customers
- Keeping customers loyal



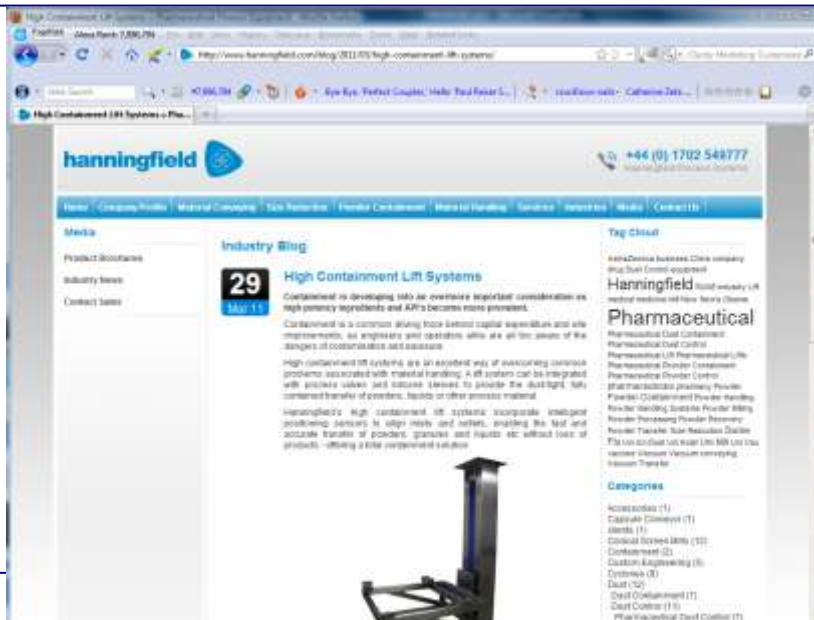
Social Media Landscape

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Blogging

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Blog are good for Google

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high containment lift systems

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High Containment Lift Systems - Pharmaceutical Process Equipment
High containment lift systems are an excellent way of overcoming common problems associated with material handling. A lift system can be integrated with ...
www.hallamfield.com/blog/2011/...high-containment-lift-systems/ - Cached

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High containment lift systems are an excellent way of overcoming common ...
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Servolift New Web Site - Split Valve Systems (Very High Containment)
High Containment Lifter system in Load a Korsch Press in a very small room using a round Bin and Split Butterfly Valve System. Lifter "transmission" after ...
www.servo-lift.com/Split-Valve-Systems-(Very-High-Containment).html - Cached

Servolift New Web Site - High Containment Lifters
Free Standing Lift bin blender with high containment discharge to another ...
www.servo-lift.com/High-Containment-Lifters.html - Cached

Show more results from servo-lift.com

High lift device - Wikipedia, the free encyclopedia
Powered high-lift systems generally use airflow from the engine to shape the flow of air over the wheel, reducing or modifying the action of the force. ...

Ads

Platform Lifts all size
Reliable, top quality, meet Safe, efficient and cost effective
www.invalifts.com

Containment Equip
Quality Dust Containment Concept Containment D
www.conceptcontainme

White Lift Services L
Lift Engineers, Lift Maint Lift Repairs, Free Lift Su
www.whitelifts.co.uk

Double Deck Scissor
Save time, energy and space with our modular pods in
www.waslift.co.uk

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high containment lift systems

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Related blogs about high containment lift systems

Industry Blog - Pharmaceutical Process Equipment
High containment lift systems are an excellent way of overcoming common problems associated with material handling. ...
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High Containment Lift Systems
28 Mar 2011 by James
High containment lift systems are an excellent way of overcoming common problems associated with material handling. A lift system can be integrated with process valves and silicone sleeves to provide the dust-tight, fully contained ...
http://www.hallamfield.com/blog/ - More results from Pharmaceutical Process Equipment

Car Wash Mat- Water Containment Mat & Water Reclamation System ...
10 hours ago by admin
Chemical Guys Water Containment System features high-rise berms that are 4" tall allowing for maximum water contain. More » Car Wash Mat- Water Containment Mat & Water Reclamation System ...
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A High-Containment Isolation System for Micronizing Jet Milling ...
16 Feb 2011
A major pharmaceutical micronizing company consulted Telstar when it needed a mobile, high-containment isolation system suitable for housing 4-, 8-, 12-, or 15-in. micronizing jet-mill systems during the loading. ... Some of the mills weighed more than 50 kg and were difficult to lift into the isolator. To overcome this challenge, the drum lifter was given a flat lift bed that enabled the mill to be loaded safely from the floor to the correct height. ...
http://pharmtech.fishpharma.com/pharmtech

Platform Scales - Why do we need to tear the tank containment systems
25 Mar 2011 by admin

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YouTube

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LinkedIn Statistics



- 4 million UK members (June 2010)
- A third of UK professionals

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,156,300+ professionals — here's how your network breaks down:

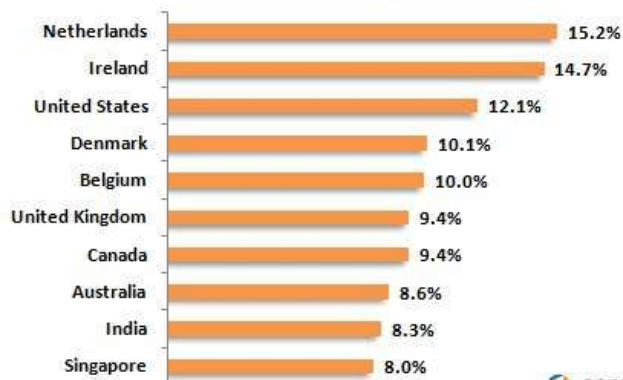
1	Your Connections Your trusted friends and colleagues	468
2	Two degrees away Friends of friends, each connected to one of your connections	66,300+
3	Three degrees away Reach these users through a friend and one of their friends	4,089,500+
Total users you can contact through an Introduction		4,156,300+

6,135 new people in your network since September 29

European Adoption of LinkedIn



LinkedIn.com: Top 10 Countries by Web Penetration
comScore Media Metrix, July 2010



Creating an effective profile

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Welcome, Susan Hallam | Add Connections | Settings | Help | Sign Out

LinkedIn | Home | Profile | Contacts | Groups | Jobs | Inbox (15) | More... | People | Advanced

Desk Space for chaffers - Central London. Includes conference and meeting rooms. First month free. - From irena.chaffers

Edit My Profile | View My Profile

Susan Hallam

Internet Marketing Professional : Director of Hallam Biz : Twitter @susanhallam
Nottingham, United Kingdom | Internet

Current

- Director at EMBTA
- Director at Hallam Communications Ltd

Past

- Ecommerce Programme Manager at Capital One
- Consultancy Manager at BT
- Senior Lecturer at Nottingham Trent University
- Pre Sales Support at Sydney Development Corp.

Education

- Drexel University
- Penn State University

Recommendations 17 people have recommended Susan

Connections 465 connections

Websites

- Hallam Internet Marketing
- Smarter Online Business Blog

Twitter

- SusanHallam

Public Profile | <http://uk.linkedin.com/in/susanhallam>

Ads by LinkedIn Members

- 5 steps for success**
Attract, Manage, Sell, Service. Keep customers. See how CloudBiz can help
www.cloudbiz.gr
From: CloudBiz
- WTMNews.gr - JustGreekTech**
All about Greek technology & innovation. No 1 in daily news listings!
www.WTMnews.gr
From: Konstantinos Ganiotis

Susan's Connections (465)

Sandip Parmar
<http://uk.linkedin.com/in/sandip.parmar>

LinkedIn for Networking

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People | Go back to Search Results | Ref

Julie Athwood

Procurement Manager at Capital One
Nottingham, United Kingdom | Financial Services

Current

- Procurement Manager at Capital One
- Procurement Manager at Capital One Bank (Europe) Plc

Past

- Buyer at Siemens Industrial Turbines
- Buyer at Anglian Water Services

Education

- University of Derby
- Chartered Institute of Purchasing & Supply

Connections 99 connections

Public Profile <http://uk.linkedin.com/in/julieathwood>

Summary

Specialties
Marketing Procurement, Print Outsourcing, Contract Drafting.

How you're connected to Julie

```

    graph TD
      You --> NatashaBarnett[Natasha Barnett]
      You --> LauraJaneRanby[Laura-Jane Ranby]
      NatashaBarnett --> JulieAthwood[Julie Athwood]
      LauraJaneRanby --> JulieAthwood
  
```

Send InMail

- Get introduced through a connection
- Add Julie to your network
- Forward this profile to a connection
- Find references
- Save Julie's Profile

Viewers of this profile also viewed...

Chris Dennis

LinkedIn Company Page

Irwin Mitchell is a major firm of solicitors in the United Kingdom, with offices in Birmingham, Bristol, Glasgow, Leeds, London, Manchester, Newcastle and Sheffield, and the Spanish cities of Madrid and Malaga. The firm has one hundred and four partners, one thousand two hundred fee earners and more.

Irwin Mitchell has 255 followers

How you're connected to **Irwin Mitchell**

- 0 Connections
- 1 Employee in your network
- 354 Employees on LinkedIn

Irwin Mitchell mentioned in the News

- Gilbert: Deep-Voice Drilling, UBS, Boeing, Pfizer, Goodyear in Court News *Monday, Sep 28, 2010*
- Es-TFO Broker First, Based in U.K. for AFD, Pickfords *Business, Sep 25, 2010*
- Purcell TFO: Debitors Doctor Stamped, First in U.K. for Purcell Kirkstall *Business, Sep 25, 2010*

LinkedIn Groups

Combustible Dust
a subgroup of National Fire Protection Association

Combustible Dust

Join Subgroup | **Join** | **Post** | **Report**

Group Members in Your Network

- Christopher Smith**, Managing Director at Air Plants Dust Extraction Ltd
Leicester, United Kingdom
- Julie Linnell**, Marketing Director at Fire Safety International Ltd 01762 219640 Fire Safety in Special Risks
Stock-on-Trent, United Kingdom

Other Subgroups

- Architects, Engineers, and Building Officers (AEBO)**
12 members | Share | Join
- Electrical**
118 members | Share | Join
- Reinforce**
42 members | Share | Join
- Health Care**
130 members | Share | Join
- Archives**
27 members | Share | Join
- Fire Service**

Researching Your Clients

<http://www.linkedin.com/company/abacus-lighting-limited/statistics>

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People also viewed

People who looked at Abacus Lighting Limited also viewed

Abacus
Leaders in lighting

Abacus Lighting is a world leader in the design, supply and installation of exterior lighting systems; for almost 50 years Abacus mast and lighting technology has lit sports areas, airports, ports, car parks, roads and cities. We work across the world to bring lighting to everyone!

Specialties...
[more](#)

Your Network (13) | New Hire (1) | Employees (18)

Area Sales Manager
Margaret Coleman

Came from
CU Phosco Lighting, Sales Manager

Where employees of Abacus Lighting Limited call home

Nottingham, United Kingdom (13)
China (1)
Milton Keynes, United Kingdom (1)
Oldham, United Kingdom (1)

Most recommended at Abacus Lighting Limited

Kelly Henck
Marketing Manager

Margaret Coleman
Area Sales Manager

Stephen Wray
Management Systems and Training Manager

LinkedIn Answers

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Do you view employers looking at credit reports in determining hiring decision?

Do you view employers looking at credit reports in determining hiring decision?

Can I terminate an employment contract with an employee?

Wise in England?

If I use LinkedIn for professional networking on a company PC but using my user-name and password - who owns that information legally?

can my employer make changes to my contract?

Hallam Search

Keyword:
LIC

Search for keyword match to:

Questions and answers
 Questions only

Category:
Employment and Labor Law

Options:
 Show only unanswered questions

Hallam Search

Questions & Answers

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Robert Steffens
EVP Operations, Marvel Entertainment CFO Marvel Studios at Marvel Entertainment
[see all my questions](#)

I am presently looking for a new vendor for physical offsite document management. I'm looking at Iron Mountain. Any recommendations for Iron Mountain or a competitor?

posted January 21, 2008 in Quality Management and Standards | Closed | [Report question as...](#)

[Share This](#) »

Answers (6)

Joshua Strickler
Operations at American Expediting Company
[see all my answers](#)

Iron Mountain is by far the industry leader in off-site document management firms.

Several benefits to using **Iron Mountain**

- 1) They are the only national records management firm, so you can have a national contract that all of your facilities can use anywhere in the country (which means you don't have to find regional companies).
- 2) They have the ability to store and catalog ANYTHING. Files, digital records, tape drives, hard drives, boxes of records, film... their facilities are designed for speciality storage.

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LinkedIn for Recruitment

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Field Marketing Manager at Iron Mountain

Location: Miami, FL (Miami/Fort Lauderdale Area) | [Iron Mountain](#)

URL: <http://www.ironmountain.com/careers>

Type: Full-time

Experience: Mid-Senior level

Functions: Marketing

Industries: Computer & Network Security, Computer Networking, Computer Software, Information Technology and Services, Logistics and Supply Chain

Posted: September 16, 2010

Compensation: Plus 20% Bonus Potential

Job Description

We are currently recruiting for an Field Marketing Manager

Job Summary

The Field Marketing Manager will activate, execute and / or develop annual local demand and lead generation

[Apply Now](#)

Save job

Forward job

Follow company

You're linked to Iron Mountain

10 people in your network work at Iron Mountain

Beth Gologly

VP, Business Process Improvement at Iron Mountain

Send Message

Karen M. Lowe

Sales Consultant

Send Message

Paul Tomlinson

**Facebook for Business:
Billy No Mates**

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Facebook: Doing it Wrong

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Twitter



Who to follow?



Press & Journalists

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Setting Your Objectives

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- Acquiring more visitors
- Converting visitors into customers
- Engaging with your clients
- Retention and loyalty



Framework Step 1: Planning

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Monitoring Your Digital Footprint

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Listening



- What words (terms) help you to identify relevant conversations?
- Who are your opinion leaders?
- Where are the “touch points”?
- How will you monitor conversations?

Social Mention



Framework Step 3: Conversing

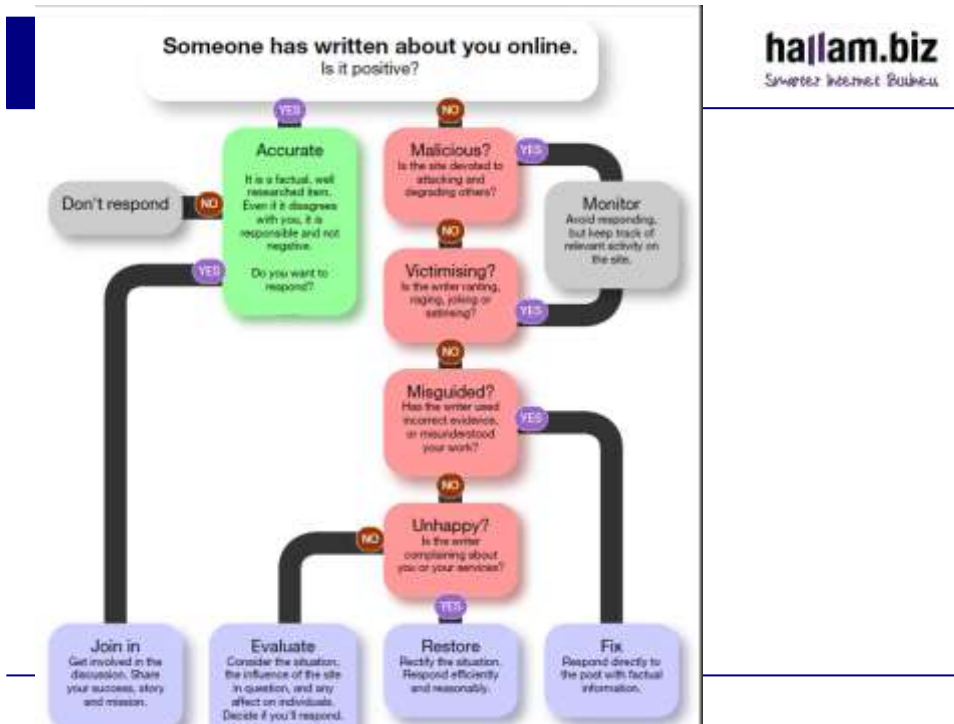


- Who are you speaking to? Partners? Journalists? Clients? Artists?
 - Which social media platforms do they use?
 - Who is the “real” person who will be the voice of your SM?
 - Create a content / editorial schedule
 - What good stuff (“link bait”) will you have your site?
-

Framework Step 4: Responding



- How will you handle responding?
 - Public vs private responding
 - Do you have a Social Media policy?
-



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Framework Step 5: Measuring

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- Money is not a dirty word: Sales
- Reverb: Fans, Followers, Friends
- Engagement: Videos viewed, programmes downloaded
- Quality vs Quantity
- Return on Investment

Google Analytics

Source/Medium	Visits	Pages/Vis	Avg. Time on Site	% New Visits	Bounce Rate
1. twitter.com / Social Networks (filter)	54	2.41	00:01:55	39.63%	65.75%
2. wordpress.org / Social Networks (filter)	19	5.10	00:01:50	80.00%	60.00%
3. facebook.com / Social Networks (filter)	5	2.67	00:00:50	85.71%	90.00%
4. blogcatalog.com / Social Networks (filter)	4	4.75	00:07:30	100.00%	25.00%
5. liveedit.com / Social Networks (filter)	4	4.25	00:01:26	100.00%	25.00%
6. topreading.com / Social Networks (filter)	4	2.00	00:01:35	100.00%	25.00%
7. devglobe.com / Social Networks (filter)	3	1.33	00:00:33	86.67%	66.67%
8. merrillinsight.blogspot.com / Social Networks (filter)	3	1.00	00:00:00	86.67%	100.00%
9. hatched.com / Social Networks (filter)	3	1.60	00:00:00	86.67%	100.00%
10. bloggerbuddy.com / Social Networks (filter)	2	1.00	00:00:00	100.00%	100.00%
11. hallamcommunications.com / Social Networks (filter)	2	1.00	00:00:00	100.00%	100.00%
12. hqnews.com / Social Networks (filter)	1	6.00	00:01:26	100.00%	0.00%
13. googleking.blogspot.com / Social Networks (filter)	1	1.00	00:00:00	100.00%	100.00%
14. via.facebook.com / Social Networks (filter)	1	15.00	00:16:16	0.00%	0.00%
15. wordpress.com / Social Networks (filter)	1	1.00	00:00:00	100.00%	100.00%

Filter Source/Medium: (containing) | social

Framework Step 1: Planning

- Who will be responsible?
- Who needs to be kept informed?
- How is social media being used in your sector?
- What are your competitors doing with SMM?
- What are your SMART objectives?
- How will you report against these objectives?

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