

# Social Media

## A Step-by-Step Guide



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# Introduction

Social media marketing is unlike any other marketing art or science. Unlike advertising and traditional marketing, where a one-sided communication takes place and what is communicated is what the company wants the public to perceive, social media is more about providing a two-way conversation that offers quality and value.

By providing content that solves problems, educates, entertains and informs, your following comes to see you as a valuable source of news and information. In doing so, the following things happen automatically:

1. The audience comes to know your expertise.
2. They come to trust you as a source of information, and possibly as a service provider, in that area of expertise.
3. They come to like you and people buy from people they like.
4. They will start to refer you to other friends, followers and connections.
5. If they need your service, you will get a chance to compete; hence a sales prospect.

These dynamics combine to create a powerful social media program. Once these things have happened, you have an effective platform that will complement your traditional advertising, promotion and PR campaigns for a complete marketing program.

There are certain terms that a social media marketing specialist must understand before they can start to manage a campaign. Let's look at these.

# The Vocabulary of Social Media

The following is the jargon used in social media and will help you to communicate your activity to the Social Media Marketing Team and the client.

## Names of Members by Network

**Follower:** A “follower” is what a one is called in Twitter. One is either following you, being followed by you, or mutually following each other.

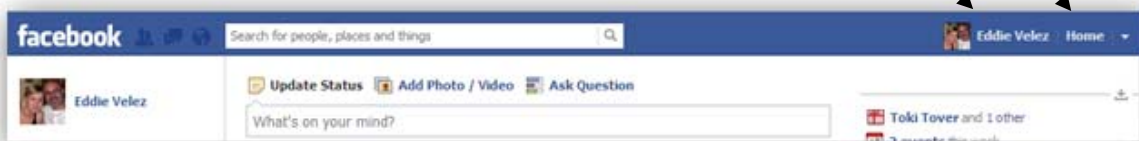
**Friend:** A “friend” is to Facebook and Google+, as what a “follower” is to Twitter.

**Connection:** A “connection” is to LinkedIn as a “friend” is to Facebook and a “follower” is to Twitter.

## Facebook

The following are the activities we do in Facebook and particular attributes about the network. This is not exhaustive; simply to get you familiar with some simple aspects.

**The Wall and Newsfeed:** The two main areas in one’s account are “The Wall” and the “Newsfeed” (also known as the homepage). You go to your Wall when you click on your name in the menu bar at the top of your page. You go to your Newsfeed when you click on “Home.”



You post “updates” in the Newsfeed, while you post personal posts on the Wall.

**Note:** Anything you post in Newsfeed automatically gets posted on your Wall as well. This is because the Newsfeed is a constant stream of incoming posts from your friends. Since this is always in flux, what you post will be gone within a minute or less, depending on how many friends you have. So it is also posted on your Wall, so when anyone looks for your page, they will go to your Wall and be able to see what you’ve been posting.

**Updates:** Updates are simple posts that are streamlined. You can post video, pictures, texts, a link to another site or article, or a combination of these. An “Update” is limited to 500 characters.

**Groups:** Anything other than your own page (Wall and Newsfeed, or another friend’s page) is a “group.” You can create groups or you can join groups. Make sure to read the rules of the group, so as to not offend the moderator and members, and do yourself a disservice.

## Twitter

Twitter is a micro blog that allows you to send messages of up to 140 characters in length. It also serves as a great news research tool.

**Tweets:** A message sent via Twitter is known as a “tweet.”

**Retweet:** If you see a message someone else sent that you feel has value to share with your “followers,” you can “retweet” it. This is a major part of building a following and loyalty.

**Mentions:** When someone sends a tweet and they put someone’s Twitter ID in the message, this is known as a “mention.”

**Friend Fridays (FF):** Every Friday is known as friend Friday. This is when you can tweet followers (mentions) to recommend them or introduce them to your network of followers. Another way to build loyalty.

**Hashtag (#):** A hashtag is the pound or number sign (#) before a word or category. This is how people are able to search Twitter.

For example, if I wanted to find something on Congress, I would search for #congress. If I wanted to make sure that something I tweeted was searchable for a certain term, like PR for instance, I would put #pr at the end of my message, or a # before the term if it is in my message.

**Sample Tweet:** Is #Congress going to pass the “stop spending” bill?

In this message, I used the hashtag for “congress” so anyone looking for tweets on those will find my tweet as well.

## LinkedIn

LinkedIn is simple. It's like Facebook in you have a Homepage and there are groups you can join or create. There is no “Wall” and “Newsfeed” so it's pretty straightforward. However, LinkedIn is a professional network, so the voice on this network has to reflect professionalism and NOT fun and frivolity.

## Google+

Google+ is the latest network. While many do not take it seriously, it is a must to the portfolio. Google's Panda algorithm update of 2011 has changed the SEO game. Since Bing stole their algorithm, they've had to re-differentiate themselves. The focus is now on:

- Authorship
- Quality content

And it is all tracked by Google+.

# Differences in the Networks

Each network has its use, which is why we use all four. The combination of the four gives you a robust program. The differences are as follows.

**Facebook:** Facebook is a general interest, personal social network. However, while many people conduct professional networking on Facebook, it is known for its laid-back approach.

**LinkedIn:** LinkedIn is a professional network used for recruitment, freelancing, contract work and B2B business networking.

**Google+:** Is a hybrid network that is more “Facebook” like than LinkedIn, but has unique features that makes it very “business” friendly. Notably, these are:

- Hangouts: Group video conferencing
- Customized Circles: Similar to lists, but easier to maintain and create
- Events: You can create an online event that will store photos, videos and any audio used, for later sharing or reference.

**Twitter:** Twitter is a micro blog for sharing news, tidbits of information and general comments. Since the media, professional bloggers and business people do research on Twitter for trends, hot topics and breaking news, by tweeting you add your content to the mix and hope potential prospects will find you and follow you.

These are just some of the things you need to know to be able to conduct social media. For more in depth information, in this manual you will find Facebook, Twitter and Google+ specific information.



# Starting a New Campaign

The first month of the campaign is crucial. The goals of this first month are:

- Setup profiles in Facebook, LinkedIn, Twitter and Google+.
- To identify which groups would be best to join in Facebook and LinkedIn.
- To identify which groups will be created in Facebook and LinkedIn. One per each network is sufficient.
- Collect all passwords and logins on a spreadsheet.
- To setup accounts in HootSuite, BrandChirp and ManageFlitter for maintenance, filtering, reporting and bulk following.

## Information Needed

In order to start a new campaign, there are certain things needed. The following is what is needed.

- A professional photo.
- Several personal photos:
  - With family
  - In professional venues
  - On vacation
  - Etc.
- A bio
- If you have a blog or newsletter, using the content for repurposing in social media.
- If you're an author, a large sized picture of your book.

## Creating Social Network Profiles

Before creating a profile, you will want to setup a Gmail account where any social media responses and messages will go. You will also use this e-mail address for creating the profiles.

While you may want to use your regular e-mail address, you will want to be able to separate it for tracking and metrics, and to avoid getting your regular use inbox inundated.

To create a Gmail account, go to <http://mail.google.com>.

You will want to setup the following four (4) profiles and accounts:

1. Facebook ([www.facebook.com](http://www.facebook.com))
2. Twitter ([www.twitter.com](http://www.twitter.com))
3. LinkedIn ([www.linkedin.com](http://www.linkedin.com))
4. Google+ (<https://plus.google.com/>)

**Note:** After creating your Gmail account, by simply logging into Google+ with your Gmail credentials will automatically create your account.

Things you want to decide.

- Do you want your location to be viewable by all?
- Do you want your birthday to be viewable by all?
- Do you want your religious and political persuasions to be listed in your profile?

## Creating Your Account and Article Sharing Spreadsheets

For a SMM campaign to be effective, you must know what you've posted, when and where. Nothing is left to chance. Also, you must create a spreadsheet that will contain all the accounts needed for the program:

- Social media networks
- Gmail account
- Blog account

## Support Infrastructure Setup

There are certain tools you will want to use to manage your social media program. They include:

- [Google Alerts](#)
- [HootSuite](#)
- [ManageFlitter](#)
- [BrandChirp](#)
- [StumbleUpon](#)
- [Delicious](#)

You need to setup the new client's accounts in these tools and setup alerts that will give you information on what you can be posting about. Let's look at each of these.

## Google Alerts

Google Alerts will send you any news/blog postings/videos/discussions pertaining to the topic you've chosen, once a day (or as often as you choose). This will give you ideas on trends and news you can use for group discussions, status updates and blog articles (if applicable).

1. Go to [www.google.com/alerts](http://www.google.com/alerts).
2. Use the standard settings that are already set.
3. In the "Your E-mail" field, type in the Gmail address you created, if it's not already listed.
4. In the top field, "Search Query," type in the topic you want alerts on.
  - a. Type in the your name and create an alert
  - b. Type in the main topic of your message (e.g., "child abuse," "retirement planning," etc.)
  - c. Create 3 to 5 alerts that cover all the unique facets of your message.

## HootSuite

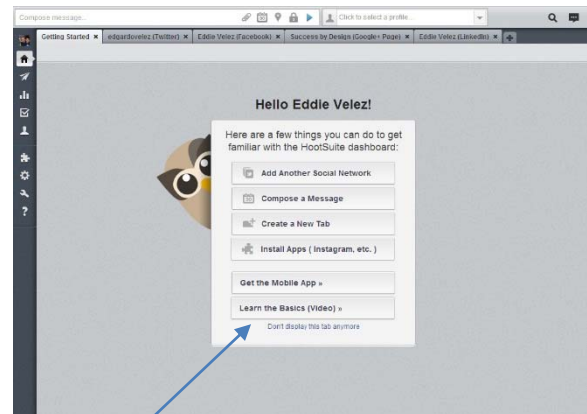
HootSuite is a service that provides management of social media accounts, analytics and allows for scheduling your posts. Go to [HootSuite](http://HootSuite) and you will see the following page.



Create an account by filling out the enrollment form in the top right.

You will be taken to the “Getting Started” tab, where you can:

- Add your social networks
- Compose a message to post or schedule
- Create a new tab to add more networks
- Install any applications you want to use
- Get the Mobile App
- **And, learn the basics through their video**



You will want to click on the “**Learn the Basics (Video)**” button first. It will teach you how to effectively use HootSuite.

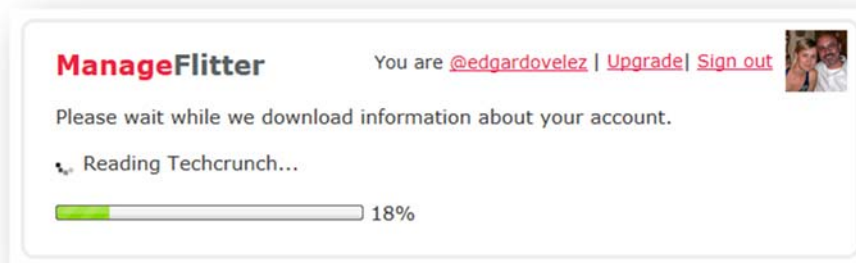
## **ManageFlitter** ([Go to Run ManageFlitter and BrandChirp](#))

ManageFlitter is a service that allows you to remove Twitter subscribers that are NOT following back. The reason this is crucial is because Twitter looks at one’s ratio of “followers” to “following.” If the number of those you are “following” exceeds how many “followers” are following you, then Twitter will limit how many people they will continue to allow to follow you. This would, in essence, halt the growth of your Twitter campaign.

You will use [ManageFlitter](#) only on Monday’s. The reason is you need to give the people you will follow with BrandChirp time to follow back. So by doing so on Monday, it allows the people you followed on Friday time to follow you back over the weekend.

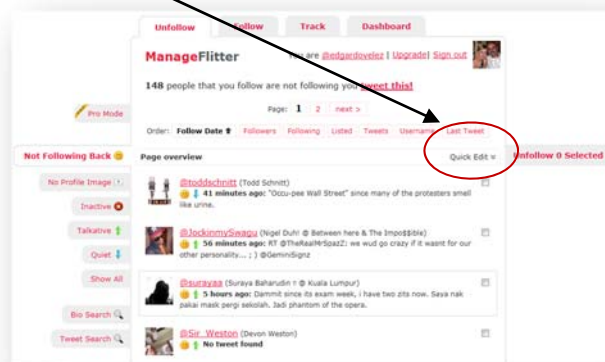
1. Go to [www.manageflitter.com](http://www.manageflitter.com).
2. Click on the button in the center of the page titled “**Start Using ManageFlitter.**”
3. Click on “**Connect to Twitter**” button.
  - a. If it starts to connect to a different Twitter account, click on “**Sign Out.**”
  - b. Click on the button “**Sign in with a different account.**”
  - c. If no other accounts have been used on your PC with ManageFlitter in the past, it will ask you to sign in for the first time.

It will then start to calculate the statistics. You will see a status bar showing the progress.

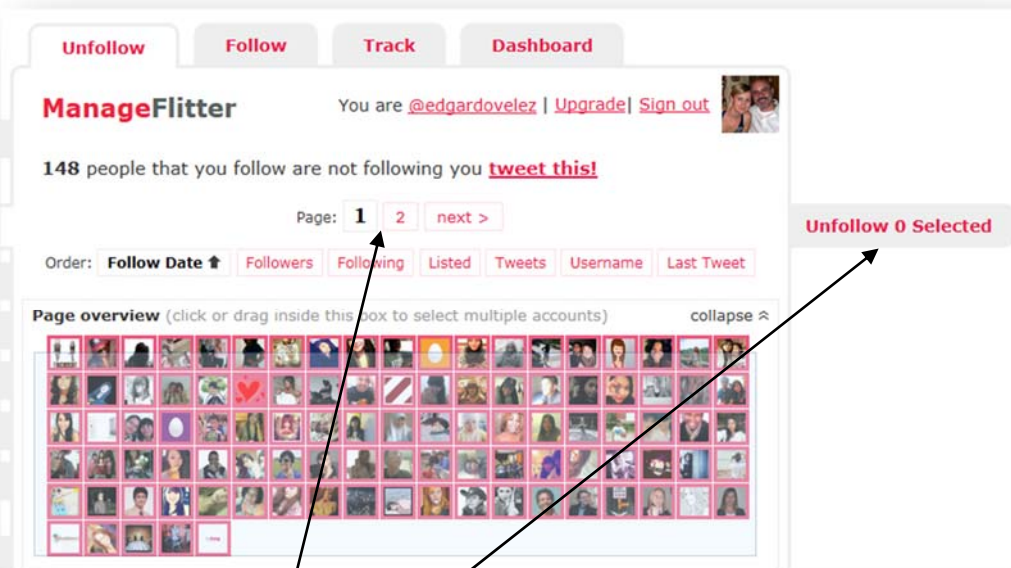


Once it's done, it will display the following page.

1. Click on the "Quick Edit" drop down to view the people not following you back.



2. Using your mouse, left-click at the upper-left corner of all the tiles that reflect those not following and drag until you've selected them all (see image in next page).



3. Click on the “Unfollow Selected” tab on the right.
4. Click on the next number and repeat steps 2 and 3 until there are no more to unfollow.

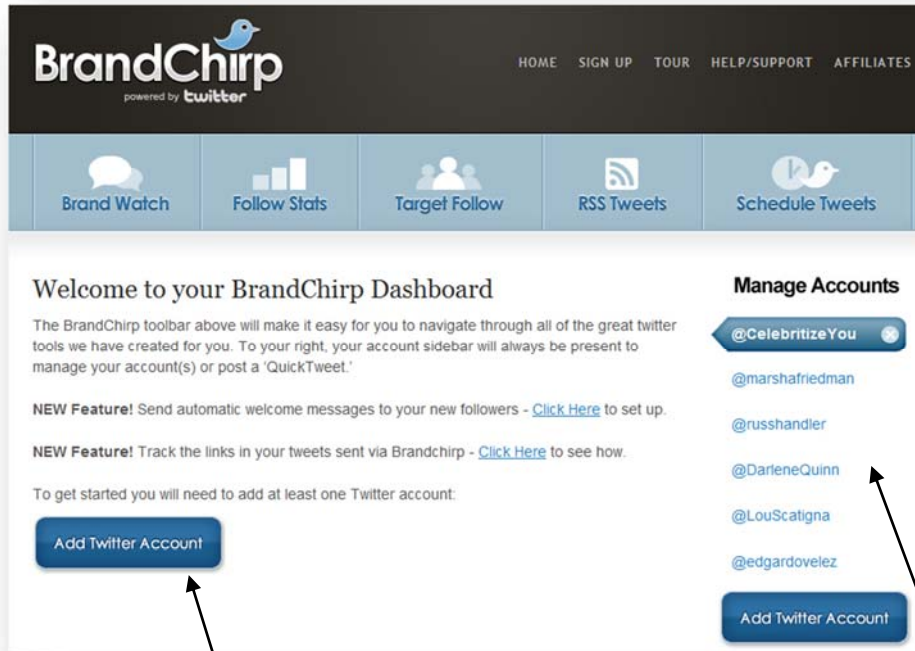
## **BrandChirp** (If you're familiar, you can go to “Run ManageFlitter and BrandChirp”)

BrandChirp is a site that allows you to follow in bulk by search terms you choose. For example, if your main message is financial services, you may choose to search for “making a budget” or “saving money” or “retirement plan.” BrandChirp then connects to Twitter and returns all Twitter subscribers that had those keywords in a tweet.

You then select all who appear and follow them. Do not worry if you see the same Tweeter multiple times, as it will only allow one follow.

Go to [www.brandchirp.com](http://www.brandchirp.com) and login or create an account if you don't have one.

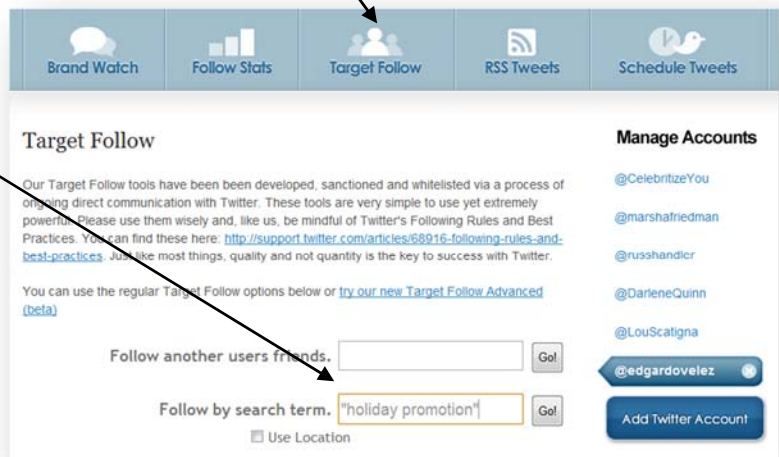
When you login, you will see the following page (see image on next page).



1. Click on the “Add Twitter Account” button.
2. An “Authorize BrandChirp to use your account?” page will appear. Your account will appear in the list on the right.
3. Select the account and then click on the “Target Follow” menu at the top.

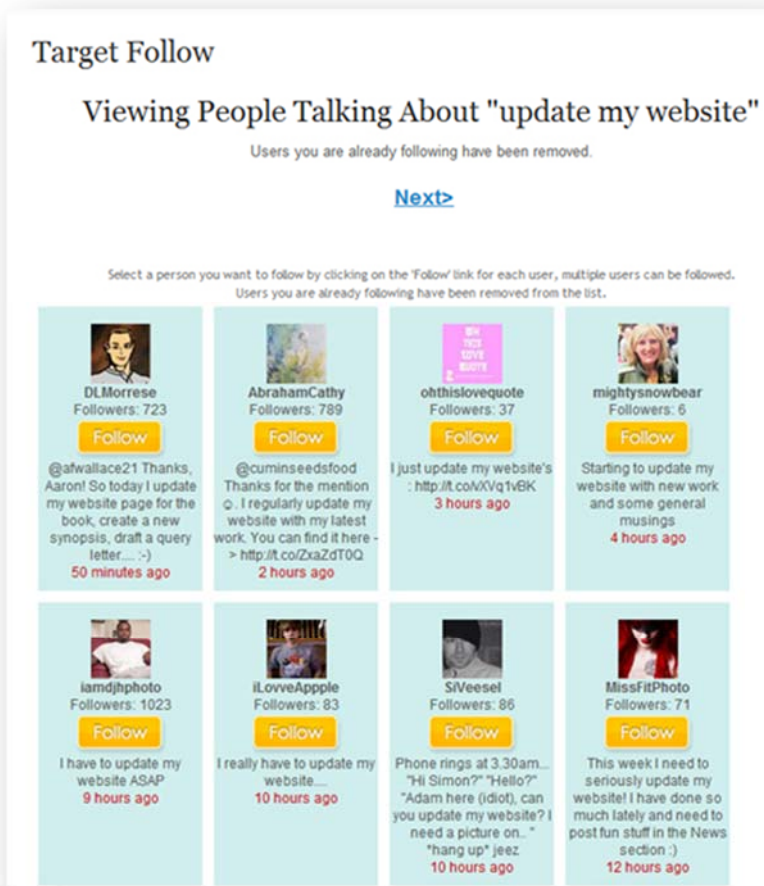
The following page will appear (see next page).

1. Type in the search term, keyword or phrase in the “Follow by search term” field. **If you type more than one word, you must put them within quotation marks, as you see in the “Target Follow” page to the right.**
2. Read the tweet it refers to, to make sure it’s a good fit. If the avatar



looks unreputable, click on the picture and go to the Twitter account and check the gallery to see what kinds of pictures they’ve been tweeting. If any picture is

profane, illegal, immoral or unethical, do not follow. If there are no issues, click on the “Follow” button and you’re done (see image on next page).



BrandChirp must be run daily, Monday through Friday, after ManageFlitter on Mondays. If the term you chose returned few Tweeters, search for another term until you are able to follow at least 100 people.

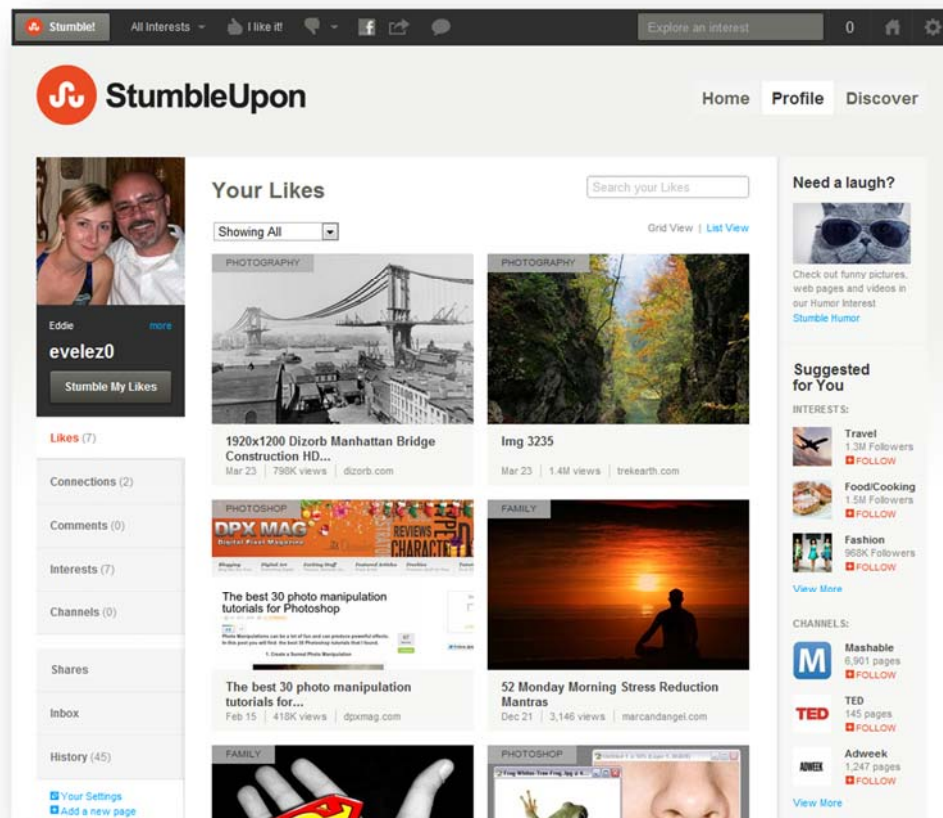
## StumbleUpon ([Go to Daily Social Media Operations: StumbleUpon](#))

StumbleUpon is a sharing directory that allows you to look for websites based on the criteria or categories you choose. You can also submit your website and blog site by going to your sites and “Like” it with the StumbleUpon web bar.

Go to [www.stumbleupon.com](http://www.stumbleupon.com) and sign up for an account, using the same data you used for creating the Facebook or LinkedIn accounts. When you create the account, if it does not offer you the web bar for the browser, go to <http://www.stumbleupon.com/addon/> and drag the Stumble button on the right side of the screen to your Bookmarks toolbar, if using Mozilla. Chrome offers an extension for StumbleUpon you can activate.



Each day you will want to stumble for about 5 to 10 minutes. Make sure to “Like” all pages that are not negative, rude or offensive.



The nice thing about StumbleUpon is you can submit your blogs articles, website and landing pages (if any), tagging them by interest and writing a description, so as others Stumble, you are an option for them to like (and hopefully read and act on) as well.

## Submitting a Page to StumbleUpon

When submitting a webpage to StumbleUpon, the following example was done on Google Chrome. It seems that depending on the browser one is using, it may differ slightly.

1. Go to the page you wish to submit.
2. If using Chrome, click on the “StumbleUpon” extension on the upper-right of your browser.
3. When the StumbleUpon web bar appears, click on the “Like” button for the submission window to pup-up.



4. In the submission window, you will want to:
  - a. Click the “Yes it’s safe for work” radial button.
  - b. Select an interest for the page from the dropdown menu.
  - c. Add any “Tags” pertaining to the page or article (e.g., tips, “social media”, marketing, how-to, etc...)
  - d. Write a small abstract pertaining to the page or article.
  - e. Click on the “Add this Page” button.

**StumbleUpon** Signed in as [Eddie](#) | [Sign Out](#)

### Great find, Eddie. This is your 1st Addition!

Web page address

Is this page safe for work?  Yes  No, it contains nudity or adult content

What's this page about?

Add Tags (optional)   
Enter tags separated by commas

Write a comment (optional)

What's the page's language?

**Add This Page**

## Delicious

Delicious is yet another sharing directory that allows you to search for information based on:

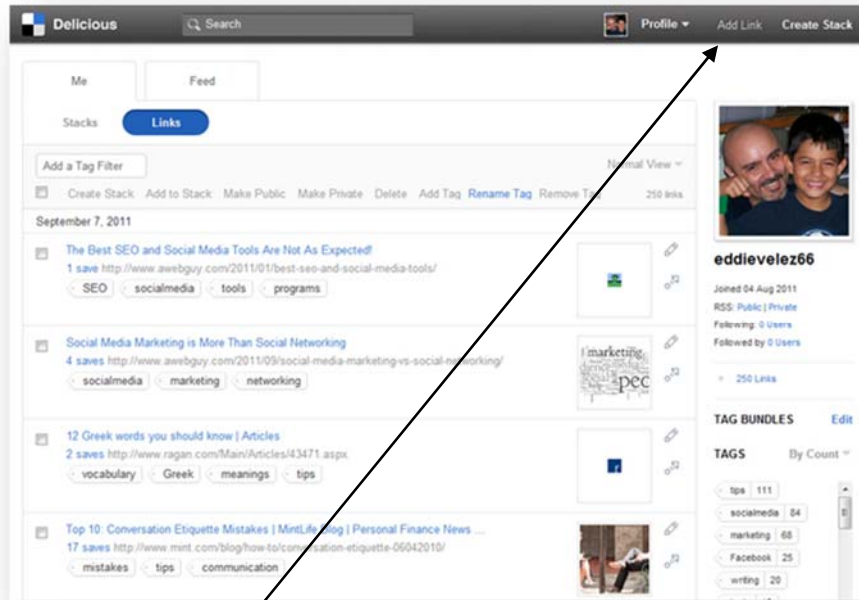
- Category
- Tags

What makes Delicious a great tool is the following:

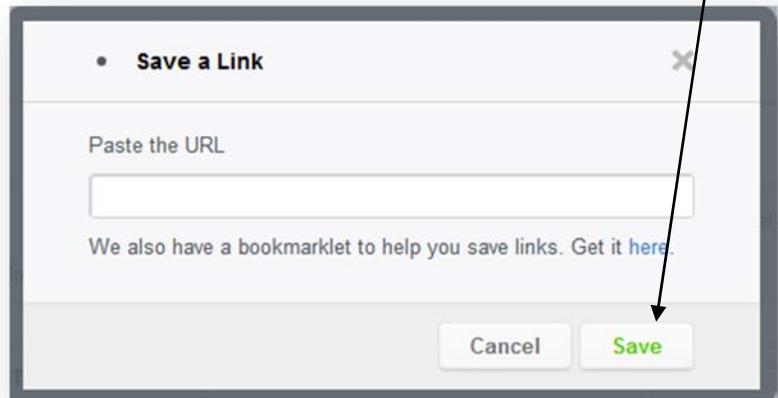
- It acts as an organized online “favorites” bar.
- It allows you to archive information for future use and tag it for easy finding.
- Many people use Delicious as a search engine of relevance. You see, the information on Delicious has been mined by human beings who actually read the article, tagged it by relevance and wrote a comment. So when you find something, you know it’s good content and not what a computer decided you should read based on keywords.
- It allows you to add your content to the collection, so when others search directly, unlike StumbleUpon where you may or may not appear (it depends on how many times they are willing to click the “Stumble” button) you are in the list, somewhere.

While there are several bar add-ons, depending on your browser, one can use to automate submission, we will look at how to do it manually.

1. Go to your account at [www.Delicious.com](http://www.Delicious.com).

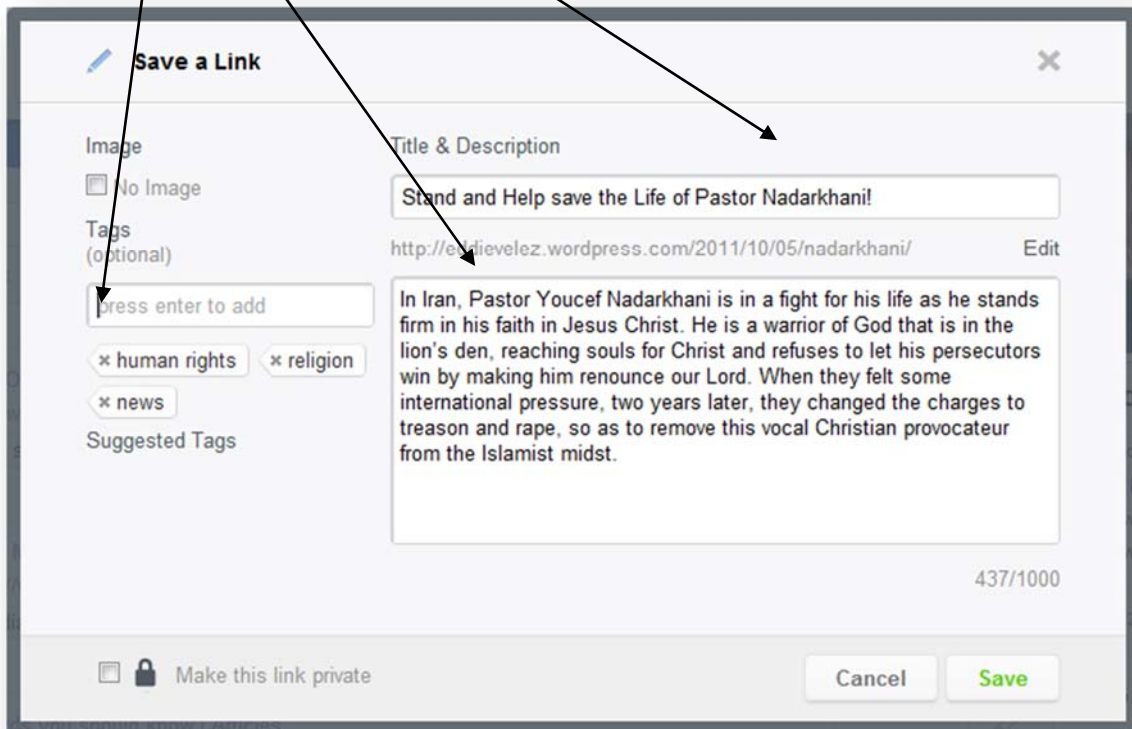


2. Click on the “Add Link” link on the bar.
3. The following “save a link” window will appear. Past the URL in the field and click “Save.”



5. The following additional “save a link” window will appear. You will insert the same type of information in this window as when you submitted the article or page to StumbleUpon.

- a. Title
- b. Tags
- c. Description



6. Click on the “Save” button and you’re done.

# Daily Social Media Operations

## Determining How Often to Post

The first determination that needs to be made is how often you want to provide original content (blog articles, updates pertaining to your message about your industry or expertise) for posting. If once a week, then you have 4 more days to fill.

Tuesday is typically the best time to post (either around 9:15 am or lunch for business oriented content; in the evening for personal). Since one can post too much content and turn followers off.

## Non-Article Posting Day Options

Thursday would be a good time to post content relevant to your message. This can be:

1. Older content that is evergreen (this is where your “Article Sharing” record comes in).
2. Third-party content from news or other blogs. (It is good to promote other blogs as well.)

The remaining time of the week you will:

1. **Post personal updates:** These are posts regarding anything you want to post. It can be about a vacation you’ve taken, a movie you’ve seen, an event that just happened and/or pictures. It can also be commenting on current events and trends.
2. **Interact with followers and friends:** You will look through your “Home” page, Wall, groups, etc. and look for anything you can respond to and interact with.

Some examples can be:

- a. If a birthday or anniversary, wish them happy birthday or anniversary.
- b. A picture you like they posted. Click on the “Like” link and possibly post a comment.
- c. An article someone posted, possibly pertaining to the same expertise or topic. Add value by validating the poster and adding your opinion. Make sure it adds value to the conversation and not folly!

- d. Retweeting other people's tweets.
- e. Recommending others through Twitter's "Friend Friday" with the hashtag #FF.

Remember the reason people do social media is to socialize. They are looking for one of the following:

1. To be entertained
2. To be informed
3. To be helped

If you are not doing one of these three, you are not doing social media properly.

# First Thing in the Morning

At the start of your social media marketing day, the first thing that needs to be done is to respond to messages you have received overnight. You do not want messages languishing; as they lose impact for marketing purposes the longer they are not responded to.

## Responding to Messages

Over time, you will recognize which are the habitual SPAM messages and which are true responses.

### Get Rid of the Chaff

Delete all SPAM messages first, in order to clean out the inbox and have a more organized approach.

### Respond in Reverse Order

When responding, you will want to start at the bottom of the list. Why? For two reasons:

1. You will want to make sure that the oldest are replied to first, to ensure they don't get any older.
2. If a message from Twitter, often people will send more than one tweet, due to the 140 character limitation. This will allow you to read the message in its entirety, in the proper order, before formulating a response.

## Accept Friends/Connections/Followers

Once all responses have been made, then accept all friend requests. Go to:

1. **Facebook:** Confirm them and send them a stock message with an invitation to your newsletter/blog.
2. **LinkedIn:** Accept them and send them a stock message with an invitation to your newsletter/blog.
3. **Google+:** Put them in the proper circle and send them a stock message with an invitation to your newsletter/blog.



4. **Twitter:** Should already be setup to automatically follow back and send automated DM.

## Look for Interactions

Go through the “Home” page, Wall, groups, etc. and look for anything you can respond to and interact with. This is a daily thing, regardless of whether it’s an article posting day. Some examples can be:

1. If a birthday or anniversary, wish them happy birthday or anniversary.
2. A picture you like they posted. Click on the “Like” link and possibly post a comment.
3. An article someone posted, possibly pertaining to the same expertise or topic. Add value by validating the poster and adding your opinion. Make sure it adds value to the conversation and not folly!
4. Retweeting other people’s tweets.
5. Recommending others through Twitter’s “Friend Friday.” Every Friday, people tweet the names of followers who are quality contributors with the hashtag #FF.

## Run Manage Flitter and BrandChirp

ManageFlitter and BrandChirp, as previously covered, clean the account and prime the pump. ManageFlitter is run weekly; BrandChirp is run daily.

### ManageFlitter

You will use [ManageFlitter](#) only on Monday’s. The reason is you need to give the people you will follow with BrandChirp time to follow back. So by doing so on Monday, it allows the people you followed on Friday time to follow you back over the weekend. [To read on how to use ManageFlitter, hold down CTRL key and click here.](#)

### BrandChirp

BrandChirp is a site that allows you to follow in bulk by search terms. You do this daily. On Monday, you will run this AFTER you have run ManageFlitter. To do so before will be to remove those you just followed. [To read on how to use BrandChirp, hold down CTRL key and click here.](#)

## StumbleUpon

You will want to run StumbleUpon for 5 to 10 minutes. Like only those things that would not be offensive. As we will cover shortly, this is also used on the days you need to post third-party content and/or personal posts. [To read on how to use StumbleUpon, hold down CTRL key and click here.](#)

# Decide What to Post

You will post something every day. The day of the week and the content available will determine what should be posted.

## Non-Article Posting Days

On non-article posting days, you will want to post to all networks, as mentioned above, but also, if the content is appropriate, post it in the groups you belong to on Facebook and LinkedIn. ([Read how to select content for non-article posting days, hold down CTRL key and click here.](#))

## Article Posting Days

On article posting days, you will have two different scenarios: either new content (which requires additional steps) or repurposed content. Repurposed content is content that has been posted previously.

## New Article Content

The first time an article is used, it must be added to the “Article Sharing Record.”

	A	B	C	D
1	CLIENT ARTICLE SHARING RECORD (Rename file with Client's Name)			
2	Article/Content Title	FB Status	FB Client Group	FB Other groups
3	Name of Article with link goes here. (Press CTRL+K to Insert link.)	Date goes here	Date goes here	Date goes here, followed by the names of the groups posted.
4				
5				
6				

You will want to:

1. Put the title of the article in the “Article/Content Title” column.
2. Link the title to where the article has been posted on the blog. **You do this in Word or Excel by highlighting the title, pressing CTRL+K and pasting the URL where the article is posted online in your blog, on your website.**
3. Annotate the date in each column where it’s been posted:
  - a. “FB Status” for Facebook Status Update
  - b. “FB Client Group” for the group you created in Facebook.
  - c. “FB Other Groups” for groups you’ve joined and posted in.
  - d. Twitter for Twitter
  - e. And so on...

## Posting to Article Banks

Whenever there is a new article, unless it is a sales piece (no self-promoting content can be sent to the article banks), it's to be submitted to the following article banks:

1. [Ezine](#)
2. [Article Alley](#)
3. [Article Trader](#)
4. [Idea Marketer](#)

Create accounts and follow their wizards. This will allow you to get your article out to other sources.

Posting is pretty straight forward, except you must know the following:

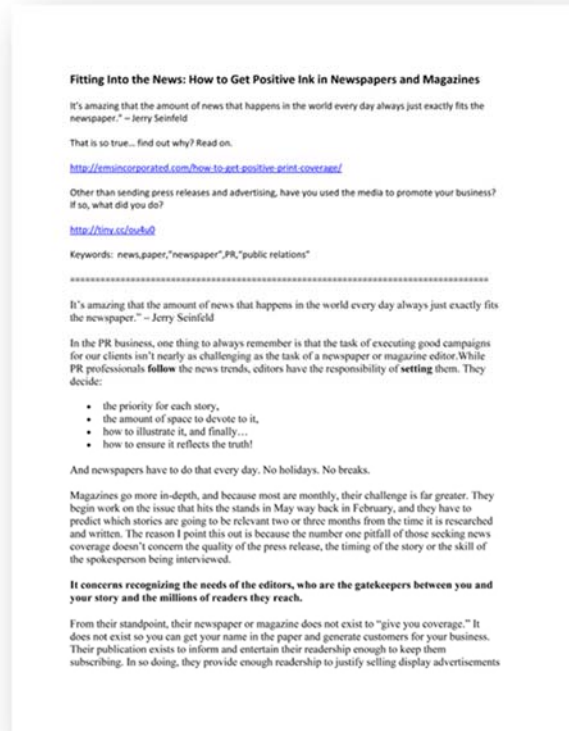
- You cannot use the names of major brands like Coca Cola, Apple, IBM, etc. as it will flag you for trademark infringement and reject the article.
- You are only allowed up to 3 links in the article.
- The article cannot in anyway give the hint of self-promotion or it will be rejected.

Before you post to the Article Banks, you must do a little homework in preparation.

## Article Bank Preparation

While not all article banks require ALL the same information, they generally require certain information. These include:

- **Keywords:** You will want to note the keywords of the article, separated by comas, as follows: **media,pr,tips,radio.**
- **Description:** You will want about a 40 or fewer word description written.
- **Category:** You want to select your category wisely. Some banks may only give you the option of “Business” or “Marketing,” but others allow you to be more specific. For instance, you may choose “Business” in one field and then “PR” in another or it may have sub-categories below “Business” where you can scroll to and select “PR” for instance.
- **Bio:** Some will require a shore HTML and/or Plain Text bio.



Once you have all this, you will want to organize your article for easy copying and pasting. By the way, this is helpful for social media posting as well. (See the figure above.)

## Repurposed Content

In the beginning, there will be nothing to repurpose for the first two months. **You DO NOT want to reuse an article until it is at least two months old!**

After two months, on a day you need content to post:

1. Go to your “Article Sharing Record”
2. Look for content that is “evergreen” (in other words, that it cannot be dated by an event or trend).
3. Repost it and update the dates and group names, as applicable.

## About the Author



Eddie Vélez, has over 20-years experience in formulating marketing strategies and implementing tactics and support material necessary for a synergistic plan. Eddie is a graduate of The School of Art and Design, in New York City, with a major in advertising, with a Bachelor's Degree in Business Administration. He has apprenticed under Neal Martineau of Ogilvy and Mather—a three-time winner of the Ogilvy Award for Advertising Excellence, and has worked in Public Relations and social media, managing the social media programs of many authors and celebrities.

Eddie has designed and implemented marketing and training programs for companies big and small, to include a medical savings/insurance company. His efforts helped lower attrition and produced a 1,000% growth in an 18-month period, which led to the company being ranked 12th on the NASDAQ's Top 50, for the year 2001—among others.