2016 Social Media: Friend or Foe in Business & Professional Development

Ernie Humphrey, CTP
CEO & Founder

Bob Neveu
President & Co-founder
OUR AGENDA

• Leveraging Social Media for Professional Development
  • Defining Your Online Value Proposition
  • Managing Your Online Value Proposition
  • Building and Managing a Valuable Professional Network
• Leveraging Social Media in Business Development
  • Defining a Company’s Online Brand
  • Managing a Company’s Online Brand
  • Leveraging Social Media to Sell without Selling
  • Focus on Social Media Channels that Matter
• Training Your Employees the Dos and Don’ts of Social Media
YOUR ONLINE BRAND: OWN IT

Assess it
Google search yourself to understand your current online brand.

Don’t Damage It
Do not let your social and business world’s collide

Build the Foundation
LinkedIn can serve as a solid foundation in building your online brand. People go here first to “check you out” as a professional.

Momentum
A vehicle to maintain brand momentum that is not time intensive

Professional Affiliations
Establish & leverage affiliations that convey thought leadership

Instagram
Share photos to promote your professional value visually.
**Damage Control**

Is there anything negative about you in cyberspace? If so, how can you “deal with it”? 

**Identify Opportunities**

Is there anything out there you can optimize and leverage?

**What is Missing?**

What would you like to see when you do a search on your name?
MY ONLINE BRAND: ASSESSMENT

My Name- Ex. “Ernie Humphrey”

Ernie Humphrey, CTP | LinkedIn
https://www.linkedin.com/in/erniehumphrey
Indiana Area - CFO, Finance Thought Leader, Training Guru - 360 Thought Leadership Consulting
Ernie currently serves as the CEO of 360 Thought Leadership Consulting. Ernie also

Ernie Humphrey - Business Insider
www.businessinsider.com/author/ernie-humphrey
Business Insider
Ernie Humphrey currently serves as the CEO of 360 Thought Leadership Consulting. 360 Thought Leadership Consulting helps companies define and unlock ...

Ernie Humphrey: Executive Profile & Biography ... - Bloomberg
www.bloomberg.com/research/.../person.asp?... Bloomberg L.P.
Mr. Ernie Humphrey, serves as Vice President of Educational & Marketing Programs at Proformative, Inc. Mr. Humphrey has over 15 years of experience in ...

Ernie Humphrey (@ErnestHumphrey) | Twitter
https://twitter.com/ernesthumphrey

Krannert Magazine - School Ties
www.krannert.purdue.edu/.../school-ties...
Krannert School of Management
For alumnus Ernie Humphrey, it was Michael J. Fox's character on the hit 1980s television series “Family Ties.” Like the character, Humphrey aspired to a ...

My Name & Expertise- Ex. “Ernie Humphrey CFO”

Ernie Humphrey, CTP | LinkedIn
https://www.linkedin.com/in/erniehumphrey
Indiana Area - CFO, Finance Thought Leader, Training Guru - 360 Thought Leadership Consulting

5 Ingredients of a Bad CFO - Proformative
https://www.proformative.com/.../ernie-humphrey/.../5-ingredients-make...
Nov 7, 2014 - 5 things for CFOs to think about the next time they look in the mirror to consider their effectiveness as a leader. Ernie Humphrey CTP’s Profile.

OUR TEAM — Function Form Staging & Design
www.fsdsi.com/our-team/ In addition to his role of CFO for Function Form Staging and Design, Ernie Humphrey also serves as the CEO, 360 Thought Leadership Consulting. 360 Thought ...

With Much to Talk About in 2013, The CFO Alliance ...
https://thecfoalliance.org/.../with-much-to-talk-about-in-2013-the-cfo-alli...
Mar 27, 2013 - With Much to Talk About in 2013, The CFO Alliance Welcomes Ernie Humphrey to Add His Insights and Voice to the Discussions. By Nick Araco ...

Why T&E Should Matter to CFOs (Part II of II) - Certify
Apr 16, 2015 - The second guest post in a two-part series by CEO of 360 Thought Leadership Consulting, Ernie Humphrey.
YOUR ONLINE BRAND: RESPECT IT

**Damage Control**
Do not let how you use your Facebook damage your brand

**Separation of Worlds**
When your personal life collides inadvertently with your professional world bad things happen

**Leveraging Facebook**
Connect on Facebook and then transfer the business side of a relationship to LinkedIn
YOUR ONLINE BRAND: BUILD IT

LinkedIn

Your Profile = Your Professional Value Proposition

- Build a Complete Profile
- Deliver a Compelling Profile Title
- Convey Thought Leadership- Twitter account, Blog Posts, Personal Website, etc.
- Communicate “how you do it” as well as what you have done
- Highlight Your Soft Skills
- RECOMMENDATIONS Matter and Communicate a Strong Endorsement
- Leverage, but do not solely rely on SKILLS & EXPERIENCE endorsements
Your Profile = Your Professional Value Proposition

- Build out Your LinkedIn Connections
- Display accomplishments that convey your commitment to professional development - PUBLICATIONS, CERTIFICATIONS, PUBLIC SPEAKING ENGAGEMENTS
- Join LinkedIn Groups Relevant to Your Function & Industry
- Follow Companies that Show Your Commitment to your Company
- Highlight Involvement with Professional Associations
MY ONLINE BRAND: LinkedIn

A LIVE LOOK!
Groups = The Keys to the Candy Store

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<th>Network</th>
<th>Description</th>
<th>Members</th>
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<td>Chief Financial Officer (CFO) Network - The #1 Group for CFOs</td>
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</table>
YOUR ONLINE BRAND: BUILD IT

Where those of Few Words Soar to the Clouds

- Design a Compelling Profile
- Build out Your Follower Base
- Target Thought Leaders & Companies
- Follow Those you Want to Follow-You
- Learn from Those with the Most Followers
- Short & Sweet Tweets
- Get to know and love the hashtag (#)
- Tweet Frequently, but Tweet Relevant Content
- Tweet on the Right Day & Time in Real-Time
- Respond to Tweets
Get Involved with Professional Organizations

- Speak at Events
- Contribute Articles & Blogs
- Attend & Work at Events
- Serve on Committees
- Serve on Advisory Boards
- Exploit as Networking Channels
- Be Aggressive & Have Fun
- Elevate Your Professional Brand
Growing & Managing Your Professional Network

- A Strong Online Brand & Social Media Channel Engagement Drives Organic Network Development
- An Active Brand Delivers Opportunities to Build the Connections You Need
- Online Brand Channels Present Opportunities to Strengthen and Develop Deeper Connections
- Allows you to Elevate Your Professional Development (Often for Free)
YOUR ONLINE BRAND: SHOW IT LOVE

Value Your Investment
Do not let your hard work depreciate in value

Manage Your Investment
Just like your 401K, the value of your brand online brand needs to grow, and the allocation of your time across development channels is like the allocation of money across asset classes.

Don’t get left behind
If you lessen your commitment you could lose your standing relative to your peers
Once Developed Many Online Branding Channels are Organically Driven

You can Outsource— Business Colleagues, Consultants, College Interns

Managing your Brand Effectively becomes Easier Over Time- You will Get More Efficient

Make the Time- The Cost of Not Staying on Top of Your Games in Today’s World is Huge!
A Low Cost Channel to Drive Business Growth

- Identify the Industries you Want to Target
- Identify the Companies you Want as Customers
- Identify & Engage the Professionals at Target Companies who Control the Relevant Spend
- The Keys to the Candy Store
  - The Company Search Feature
  - Joining LinkedIn Groups focused on Your Target Industries, Customers, and Decision Makers
  - Engage LinkedIn Group Leaders & Active Members
The Art of Leveraging Social Media to Build Your Brand & Drive Business Development

Bob Neveu
President & Co-founder
ABOUT CERTIFY

• Industry-leading, first fully automated travel and expense management system
• 64 languages, 140+ currencies, clients in 80 countries
• #1 highest rated expense management software for user satisfaction on G2 Crowd
• PC Magazine Editors’ Choice for best expense management software of 2016
• Processing over 30 million expense transactions and $10+ billion in expense reports for 2015
BUILDING CERTIFY’S ONLINE BRAND

- **Manage online presence**: www.certify.com, social media, content marketing, blog, Glassdoor, review sites, etc.

- **Social networking @Certify**: connecting with finance professionals and groups on Facebook, LinkedIn, Twitter

- **Search marketing**: Google AdWords, pay-per-click, optimization and link building campaigns, etc.

- **Content marketing**: webinars, white papers and educational content that sells without selling

- **Public relations**: drive media coverage on/off line; use links and brand name mentions boost SEO

A strong brand starts with an integrated strategy; consistent positioning and image across every media channel
Help the media tell your story:

- **Certify SpendSmart™ Report** on business traveler spending and trends

- Byproduct of system data adds to Certify’s credibility as an expert on T&E expense spending

- Quarterly SpendSmart effect; short and long term lift for PR coverage, traffic and leads

- Supports additional thought-leadership studies and byline articles throughout the year
MANAGING CERTIFY’S BRAND GROWTH

SpendSmart’s results (2015):

- **400+** on/offline media stories and mentions
- **62%** of all company media and PR coverage
- **6868** unique visitors linking directly to certfy.com
- **2435** social shares across Facebook, LinkedIn, Twitter
- **Top 15k** ranked website in U.S. (Alexa)
LEVERAGING LINKEDIN

Increase brand equity, build relationships and thought leadership reputation:

- **Event promotion:** sponsored updates native ad format engage key stakeholders, drive conversation

- **Thought leadership:** sharing blogs furthers TL position, increased blog traffic by 234% (2014–2015)

- **Retargeting campaigns:** banner ads that follow targeted visitors to certify.com around the web

- **Prospecting:** professional groups are valuable for info-gathering, providing helpful answers, etc.
LINKEDIN IS GREAT, BUT …

#1 social network ad conversion

- Not just for friends and family
- Enormous reach; +1 billion users worldwide
- Highly effective for retargeting campaigns
- Custom audience feature defines user/target
- Best conversion rate for Certify’s investment
Content marketing that guides and informs:

- **Webinars**: tap into professional networks with educational content that fulfills continuing educational credits
- **White Papers**: educational content to generate “cold” leads and move through the funnel
- **eBooks**: more commercial focus targeting warm leads to drive preference
- **Events**: use tradeshows and speaker panels get out in the field and socialize face-to-face with customers
Increase lead conversion on top-funnel educational content:

- Social media referrals spend an **average of 6:56 minutes** on website, longest of any referred visitor source

- **63% of all leads** come from content conversions via LinkedIn, other social channels promoting educational/industry content

- Social channels brought **9,000+ referrals** to our website; blog promotion on LinkedIn **accounted for 55%**

- Social media drove a total of **275 conversions** in 2015 alone
CLOSING THOUGHTS

- Social Media can be leveraged to create career competitive advantage for individuals
- Social Media can be leveraged to create and competitive advantage for businesses that use it right
- Leveraging Social Media Channels is Not Easy
- Creating the Right Social Media Portfolio & Actively Managing Focus within it is critical
- Social Media can be Friend or Foe
Thank You

Ernie Humphrey, CTP
CEO & Founder
360 Thought Leadership Consulting
http://www.threesixtytlc.com
Ernie@360thoughtleadership.com

Bob Neveu
President & Co-founder
Certify
http://www.certify.com