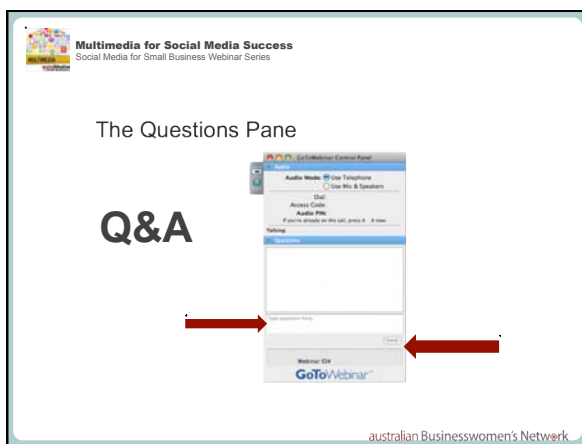


[illegible]

[illegible]

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TWITTER

Use tag: #abnmedia
Follow along: @suzidafnis



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SCOTT EMMICK

Multimedia Content Creator/Manager



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Poll

Which of the following media to you currently use?

1. Images
2. Text
3. Video
4. Audio
5. Webinars

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Strategy


Drive traffic to your site or blog.
Optimise your images.
Make it **Quality**. Make it **Shareable**.

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**KEEP
CALM
AND
OPTIMIZE**

Hashtags
Concise Titles
Alt Tags



**KEEP
CALM
AND
OPTIMIZE**

Hashtags

#uniqueisbetter
#companyname
#promoname






Image Titles

70 Characters or Less
Primary & Secondary Keyword
Company Name




Alt Tags

Used to specify alternative text (**alt text**) that is to be rendered when the element to which it is applied cannot be rendered.



Content Quality

Make it Quality
Lead with Your Story
Make it Sharable

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Multimedia Content

Leveraging Existing Content
Creating Content
Publishing Content


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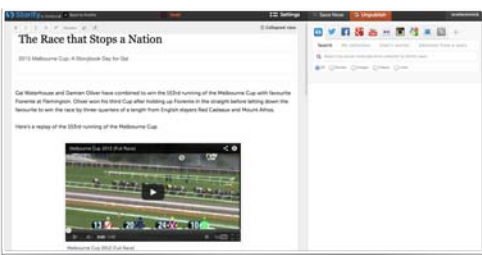


Leveraging Content

Leveraging Social Media to Create Stories Around Your Brand

App: Storify


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Storify Editor

Search social channels for quotes, images, videos etc.

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Twitter Post

Retweets and Favorites are updated in real-time. Interact in real-time.

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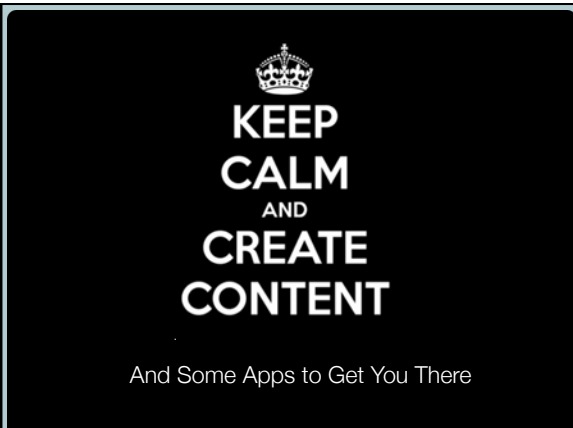


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Instagram Post

Hashtags, URLs and Users are all automatically linked.

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**KEEP
CALM
AND
CREATE
CONTENT**


And Some Apps to Get You There



**KEEP
CALM
AND
CREATE
CONTENT**


Content Creation

Choose a *Why*.
Decide *What* medium will work best.
How will you do it?

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Instagram
Shoot


Snapseed
Edit


Over
Messaging

Photography

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Instagram


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Looks Like an Ordinary Photo
Authenticity and Transparency - October 2010
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Our Story
A quick walk through our history as a company.

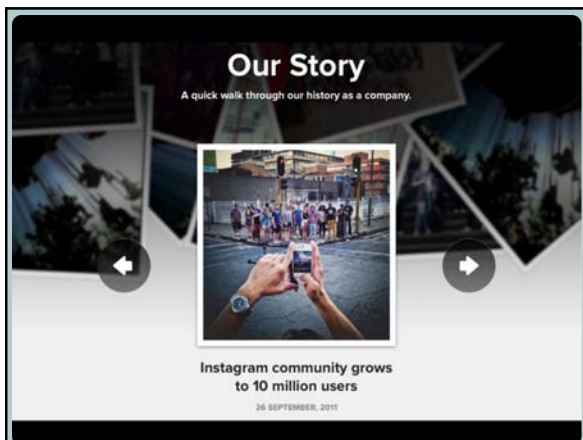


Instagram launches on October 6, 2010
6 OCTOBER, 2010

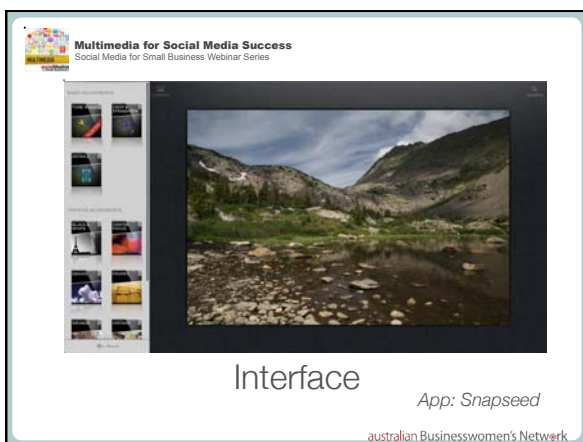
Our Story
A quick walk through our history as a company.



Instagram community grows to 1 million users
12 DECEMBER, 2010













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Employee Spotlight
Brand: Lululemon

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Promotional Campaigns
Brand: Lululemon

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Service Provider
www.melanieduncan.com - Business Trainer

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Auphonic

Podcasting

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What is it?


Record and Upload on the Go
Publishing: Soundcloud and YouTube

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Record. Edit. Podcast. Publish.




Record. Edit. Publish.

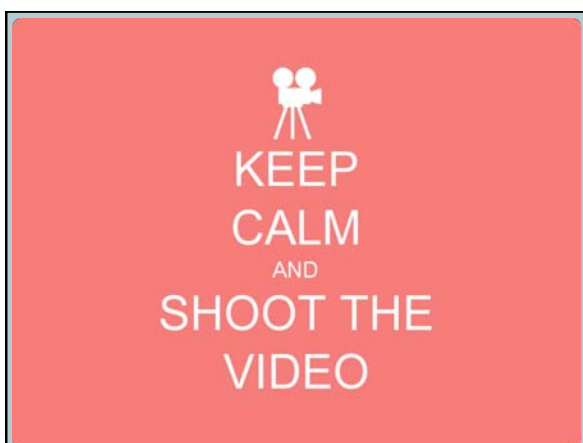
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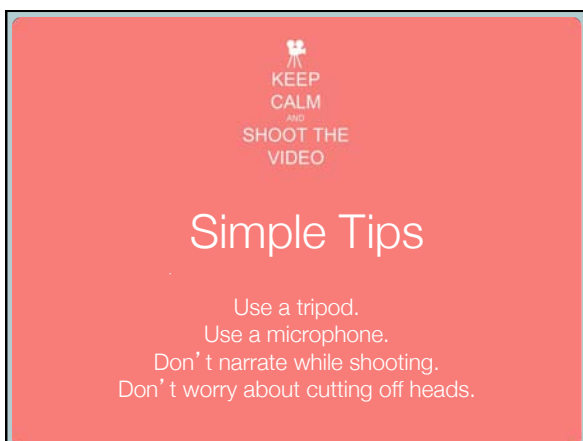


Record High Quality Audio
Example: Apogee Mic

 Record. Edit. Publish.
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KEEP
CALM
AND
SHOOT THE
VIDEO



KEEP
CALM
AND
SHOOT THE
VIDEO

Simple Tips

- Use a tripod.
- Use a microphone.
- Don't narrate while shooting.
- Don't worry about cutting off heads.


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Cinch Video


Video

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Shoot. Trim. Arrange. Publish.


 Shoot. Trim. Arrange. Publish.

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Publishing Your Content
Social Media Platforms and their Strengths.

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Publishing

Google owns it.
SEO priority.
Embeddable.

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Publishing

90 Million monthly active users.
40 Million images per day.
Facebook, Twitter, Flickr, Tumblr and Foursquare.

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Publishing

Increase engagement on Facebook by 40%.
53% more Likes, 104% more comments.
84% more click-throughs.

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Promote Your Fans
Facebook Cover Images: Breaking all the rules.
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Describe Your Product
Facebook Cover Images: Breaking all the rules.
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Highlight Your People
Facebook Cover Images: Breaking all the rules.
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CAN'T MISS SPEAKERS. CAN'T MISS EXPERIENCE.
NOV 18-21, 2013 | SAN FRANCISCO

Showcase Upcoming Events
Facebook Cover Images: Breaking all the rules.
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"Fiverr has enabled me to exercise my entrepreneurial creativity and allowed me to build a business from scratch."
Matt's Fiverr Seller story: [fiverr.com/seller/matt](#)

Feature Testimonials
Facebook Cover Images: Breaking all the rules.
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Inspiring & Instructing
Online Business Owners

Entrepreneurs Academy
61,244 likes · 1,000 talking about this

Build an eMail List
Facebook Cover Images: Breaking all the rules.
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Facebook Cover Images

Sell your product.
Announce a contest.
Be seasonal.
Brand yourself.

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Case Study

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iStock.com

Images


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Podcasts
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Website
eNewsletter
Facebook
Blog
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Video
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Webinars

Demystify your data and improve your website's performance
New! Google Analytics 101 webinar

BOOST YOUR BUSINESS SKILLS.
Online business education available LIVE or OnDemand

Webinars • Courses • OnDemand Learning • Mentoring

Store

Webinars

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womenInBusiness

How One Company Changed the World by Reinventing Business
BONUS: Power Tip: 12 Advantages

IN THIS ISSUE:

- 20 essential facts about business you need to know
- Don't forget your verbal marketing
- Simple guidelines for businesswomen: The why, how and when

Multimedia FOR SOCIAL MEDIA

Text

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Q&A


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SCOTT EMMICK **SUZI DAFNIS**

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Poll

Which of the following media presents the best opportunity for you and your business?

1. Images
2. Text
3. Video
4. Audio
5. Webinars

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SCOTT EMMICK
Multimedia Content Creator/Manager





Australian Businesswomen's Network

The Australian Businesswomen's Network is an online membership community designed to teach women the skills to start, manage and grow a business.

Discover the benefits of membership!
