

On the other hand:

Google

"social media changes everything"



Search

About 13,000 results (0.51 seconds)

[Advanced search](#)



***(No, it doesn't.)***

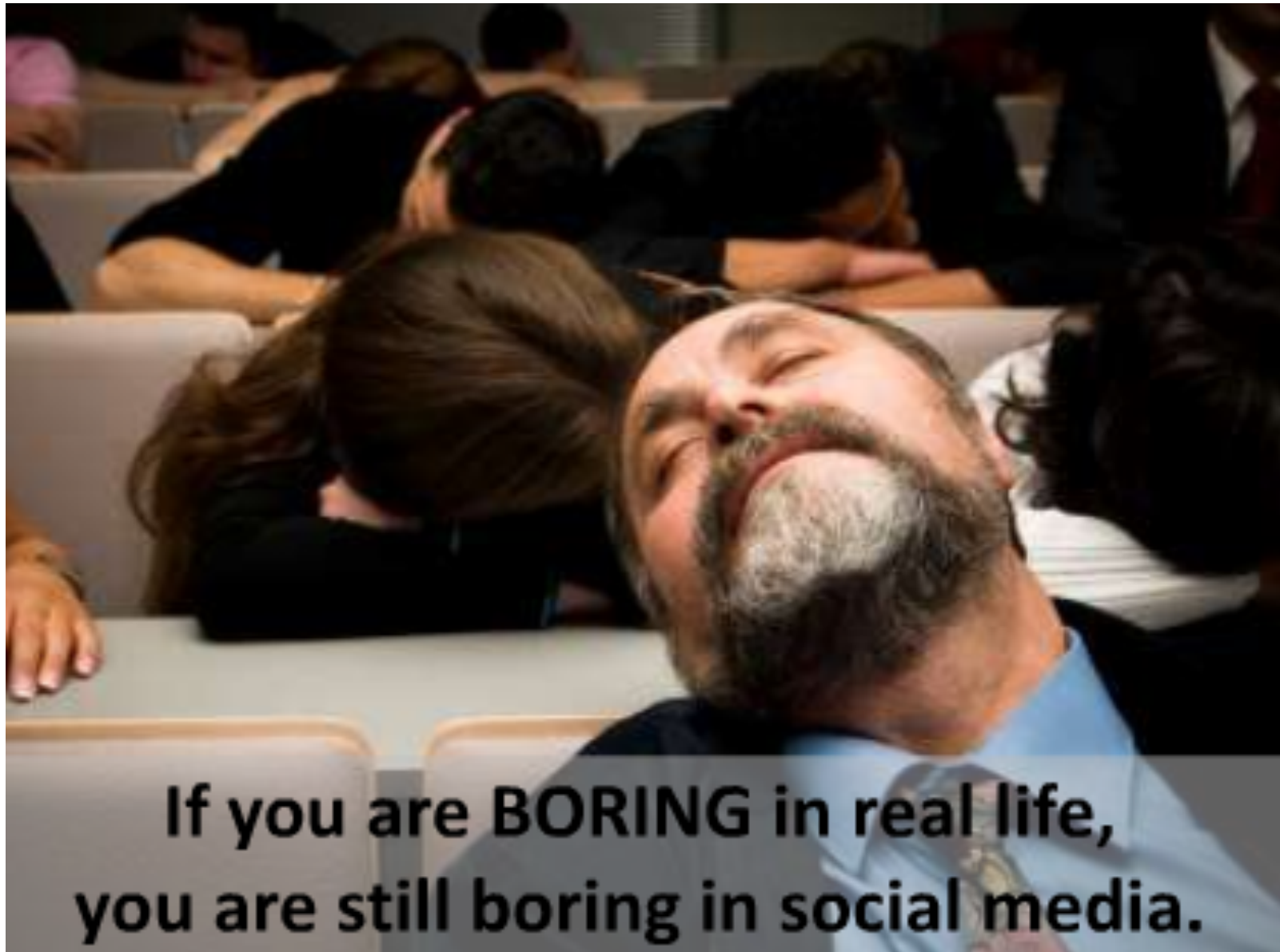
# Social media is not magic

**Joining Facebook (or  
Twitter, or LinkedIn) will  
not revolutionize your  
company or your  
marketing.**



## **Social Media is Just One Piece**





**If you are BORING in real life,  
you are still boring in social media.**

## Get short, timely messages from Max Lucado.



Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. [Join today](#) and [follow @MaxLucado](#).

**Sign Up** >

Get updates via SMS by texting [follow MaxLucado](#) to [86444](#) in the United Kingdom  
[Codes for other countries](#)



**MaxLucado**

Peter & John had been with Jesus.  
Because they had, silence was no  
longer an option. "We cannot help  
but speak..." (Acts 4:20)

Sat Nov 27 13:00:49 2010 via SocialOomph

**Name** Max Lucado

**Location** San Antonio

**Web** <http://MaxLucado.com>


**Bio** Minister. Author.

Husband. Dad. Counting on  
heaven to make sense of this  
earth. (I try to read all tweets  
but haven't the time to  
respond. Hope u  
understand.)

**69** **141,474** **4,843**  
following followers listed

**Tweets** **2,062**

[Favorites](#)

 **LucadoTeam** Did you miss @MaxLucado speaking at the Right Now Conference yesterday? Check out notes from his talk here: <http://bit.ly/c5lNqt>

4:59 PM Nov 12th via TweetDeck

Retweeted by **MaxLucado** and 7 others

My prayer for u today: "In the multitude of my anxieties within me, your comforts delight my soul." (ps. 94:19) Sense His comfort. He's near

3:08 PM Nov 12th via Echofon

People weather many rejections. The doc can't see them, the kids didn't call. But then u invite them over. We have room 4 u!

1:01 PM Nov 12th via SocialOomph



# **You still need to:**

**identify your audience.  
get them to notice you.  
create value for them.  
sell something to them.  
keep them happy.**

# **None of this has changed.**



**Social media  
works best  
as part of a  
*balanced  
inbound  
marketing  
strategy.***



# 97% more links

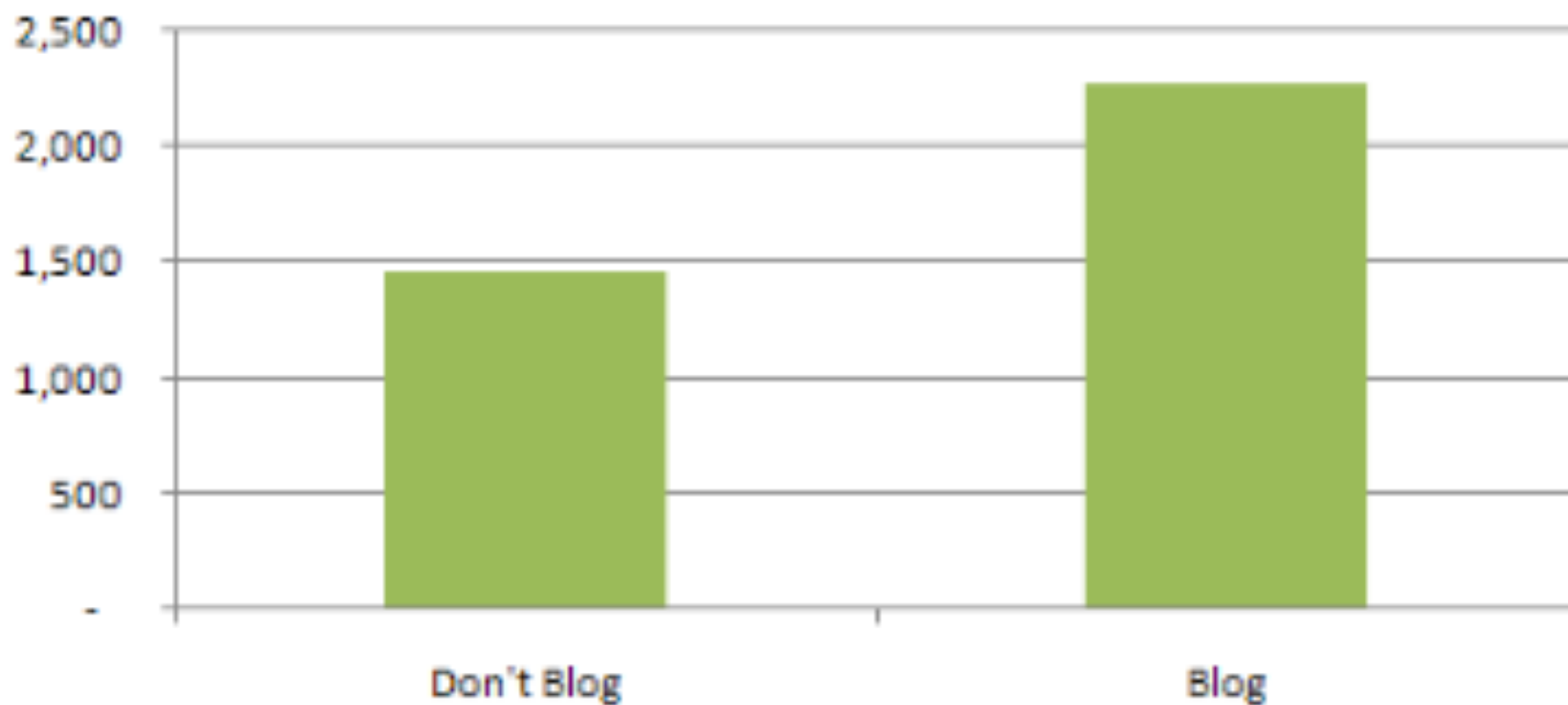
(for better rankings)

for companies

The Google logo, featuring the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

that combine *SEO*  
*with social media.*

## 55% More Website Visitors for Companies That Blog



**79% more** **twitter**

**followers for companies  
that combine a blog  
*with social media.***

## SEO from 2000 to 2011



Ranking Algorithm:  
 $f(n)$ : Context + Authority

## SEO in 2011 and Beyond

Google  
bing  
YAHOO!

facebook  
twitter  
foursquare

yelp  
You Tube  
Broadcast Yourself  
flickr

Ranking Algorithm:  
 $f(n):$  Context + Authority  
+ Social Graph

# Social Media + Leads = Success

Social media contacts  
are part of your  
marketing reach.



facebook

twitter

LinkedIn







## Next step?

Learn how to  
*integrate* social  
media into your  
marketing: