

oGoing  
What's going on?

# Sanjay Dalal



- 🌐 founder & CEO,  
oGoing
- 🌐 The Small Business  
Social Network
- 🌐 Enjoying Beautiful  
Orange County



# oGoing





## What's going on?

Vision: Place for Every Small Business to Share their Story

Mission: Connect, Share and Promote Small Businesses

**28 Million USA Small Business**

# Why join oGoing?

-  **Get found online now**
-  **Increase website traffic**
-  **Grow your local network**
-  **Attract new customers**

# Join oGoing

[www.ogoin.com](http://www.ogoin.com)

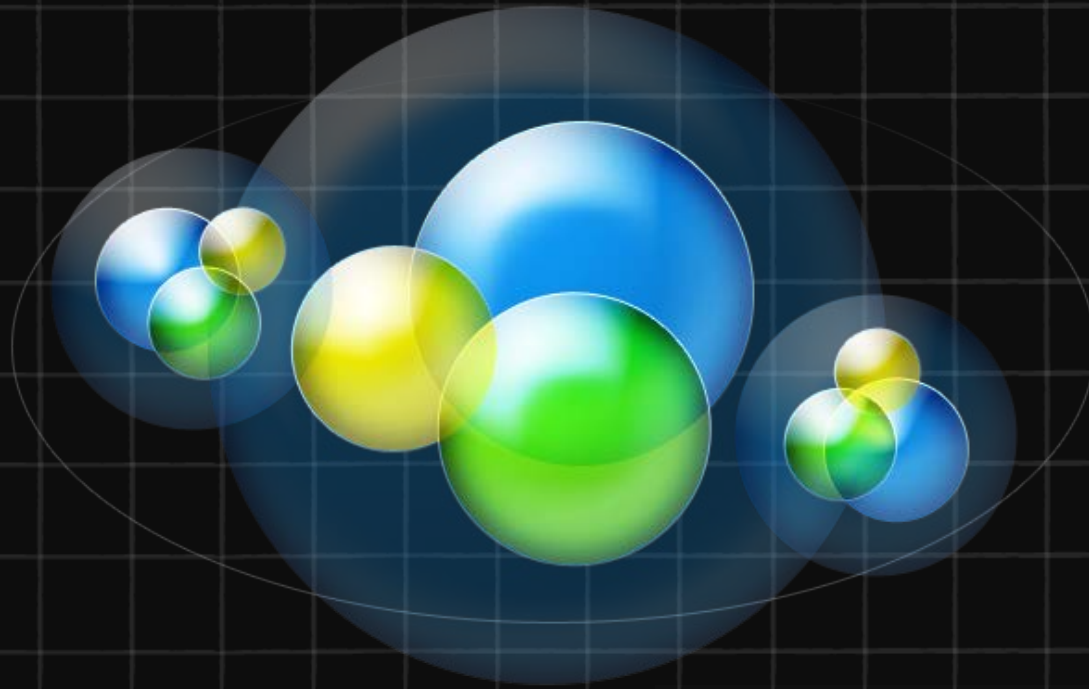
# Followers ☺

© MARK ANDERSON

WWW.ANDERTOONS.COM



"Mrs. Anderson, look! I'm only six and already  
I have 20 followers!"



# **Social Media**

## **Best and Worst Practices**

# DO'S



# WTF

- 🌐 Where's The **FOCUS** ?
- 🌐 What's my mission ?
- 🌐 Why do it? Who? How?

# TELL **GREAT** STORY

 Be **AUTHENTIC**

 Be **CONSISTENT**

 Be **EDGY**

Be The **ACE**

# ENGAGE, **ENGAGE**, ENGAGE



## IT'S **SOCIAL** MEDIA



## CONVERSATIONS



## EARN It!

# DONT'S

# SELF-PROMOTE



**DON'T** ADVERTISE



**DON'T** REPEAT



**DON'T** BE LOUD

(promote customers)

# OVEREXTEND



**LESS is MORE**






**NOT** Field of Dreams



**FIND** your Audience

# SNOOZE

-  **NOT** on AUTOPILOT
-  Forget to **RESPOND**
-  Forget to **POST**
-  Forget to **ASK**

**“FOCUS** on how to be  
social, not on how to  
do social.”

– Jay Baer



# Where to GO?

Social Networks	Audience	Why?
Facebook	Consumers – 1.4B	Branding, Advertising
YouTube	Users & Brands	Education, How To, DIY
LinkedIn	Professionals	Talent, Contacts, Selling
Twitter	Celebrities, Users	News, Call Outs, Service
Google+	Tech, International	SEO, News, Community
Instagram	Creative Users	Branding, E-Commerce
Tumblr	Bloggers	Blogging, News
<b>oGoing</b>	<b>Small Business</b>	<b>SEO, B2B Leads, Traffic</b>

# Contact Me



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