



WELCOME TO THE INTERNET MARKETING COURSE!





THANK YOU!



LAST WEEK!
Phenomenal E-Mail Marketing

**The Biggest Marketing
Mistake of All...**



HOMEWORK!
SEND A ROCKIN' E-Mail to your
list and send it in.

Support@HowardPartridge.com



TODAY!

**Simple Dimple Social Media
for Small Business Owners**

Concepts and Technical Tips

74%

of consumers rely on social media to make their purchasing decisions

number of consumers that are influenced by their friends' **social media posts**

**8 in
10**

**1.23
billion**

number of monthly active users **on Facebook**



PHENOMENAL
PRODUCTS, Inc.

**Phenomenal
MARKETING Systems™**



Quality vs. Quantity





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PRODUCTS, Inc.

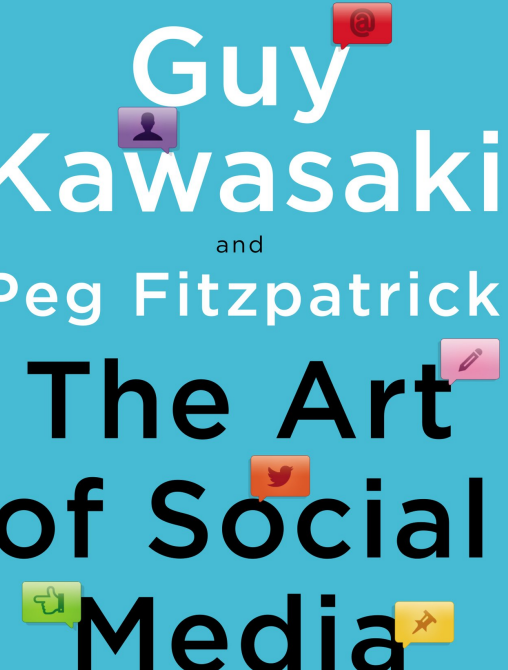
**Phenomenal
MARKETING Systems™**



Guy Kawasaki
and
Peg Fitzpatrick

The Art of Social Media

★★★★★ Power Tips for Power Users





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PRODUCTS, Inc.

**Phenomenal
MARKETING Systems™**

Howard Partridge

The advertisement features a man in a suit, Howard Partridge, on the left. The central text reads 'PHENOMENAL PRODUCTS, Inc.' with a gold checkmark icon, and 'Phenomenal MARKETING Systems™' in large red letters. On the right, a red arrow points towards a computer monitor displaying various charts and graphs.

You can never start too soon!



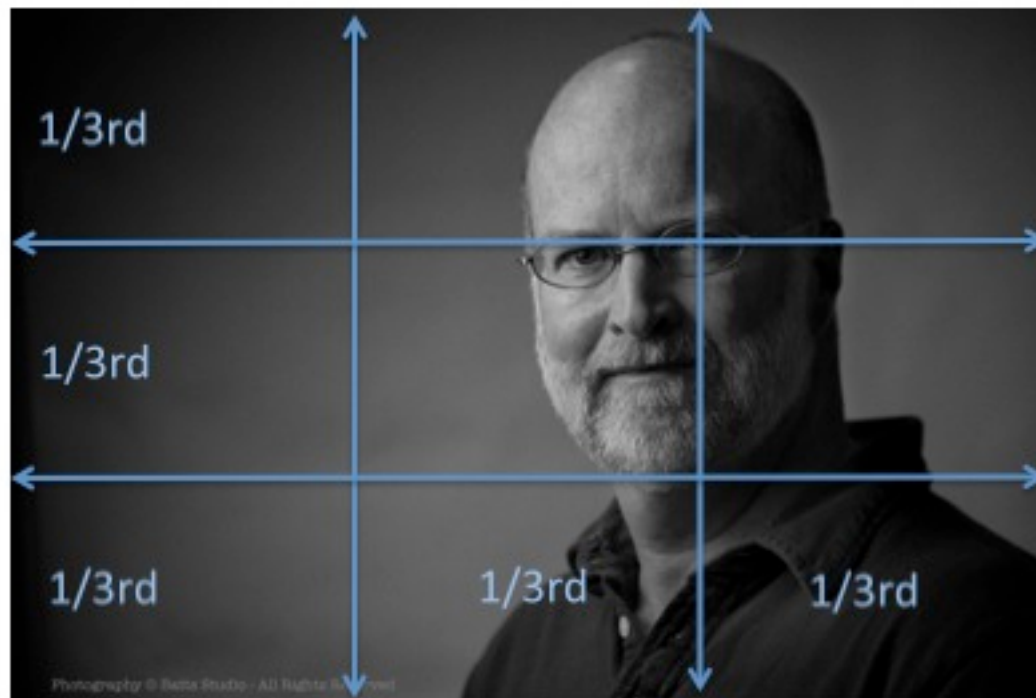


Approach Each Platform Differently

1. Facebook
2. Twitter
3. Google+
4. Pinterest/Instagram
5. LinkedIn



Your Avatar & The Power of Thirds





**What do you share
with your audience?**



Set Goals & Be Strategic

1. Increase followers
2. Earn their following
3. Limit Self Promotion
4. Add a video or photo
5. Respond



**Stay Positive or
Stay Silent**



Technically...

3 shared frustrations

- 1. Don't know where to start**
- 2. Frustrated**
- 3. Boost Leads and Sales**



- ✓ **Attract quality leads**
- ✓ **Get your page started**
- ✓ **Increase visibility**
- ✓ **Tips and Tricks**



**Why are your fans and
followers important?**



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Ready to Take Your Business to the Next Level?



**TRY A FREE SESSION OF MY
LIVE WEEKLY WEBCAST**



Howard Partridge
Business Person

Sign Up Liked Share

Timeline About Services Photos More

851 x 315 pixels

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MARKETING Systems™**

Howard Partridge

Create a design

Use custom dimensions

- Social Media
- Presentation
- Poster
- Facebook Cover
- Facebook Post
- Instagram Post
- More...

www.Canva.com



Howard Partridge

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MARKETING Systems™**



SOCIAL MEDIA E-COURSE

*take your marketing
to the next level!*

SIGN UP





PHENOMENALTM

PRODUCTS, Inc.

Phenomenal MARKETING SystemsTM




Ready to Take Your Business to the Next Level?

→

**TRY A FREE SESSION OF MY
LIVE WEEKLY WEBCAST**

**SIGN
UP!**

www.HowardPartridge.com/Membership

Howard Partridge
Like This Page · February 15 · Edited ·

Learn the same systems that I used to transform my business into a profitable, highly systematized, turnkey operation. Join my weekly webcast where I reveal the latest on my developed proven systems. Get more info here: www.HowardPartridge.com/Membership

Tag Photo Add Location Edit

Like Comment Share

Write a comment...

People You May Know See All

Chris Aiken
37 mutual friends
Add Friend



Howard Partridge

Update Info

View Activity Log **10+**



Timeline

About

Friends 4,989

Photos

More ▾



About

Overview

Work and Education

Places You've Lived

Contact and Basic Info

Family and Relationships

Details About You

Life Events

WORK

[+ Add a workplace](#)



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Get my free biz building tips: <http://www.howardpartridge.com> · 1998 to present

STOP Being a SLAVE to Your Business! Transform it into a PREDICTABLE, PROFITABLE, TURNKEY OPERATION!



The John Maxwell Team



John Maxwell Founders Circle



430 friends like this



Facebook

September 28 at 7:36pm

While there may be water on Mars, don't believe everything you read on the internet today. Facebook is free and it always will be. And the thing about copying and pasting a legal notice is just a hoax. Stay safe out there Earthlings!

<https://goo.gl/Y6JP0K>

Connect on Facebook?

Howard Partridge
5,513 likes *Take Your Business to the Next Level?*

TRY A FREE SESSION OF MY LIVE WEEKLY WEBCAST

SIGN UP!

Liked Contact Us

www.HowardPartridge.com/membership

You and 568 other friends like this





pages liked by fans



- pages liked by fans
Search Facebook
- pages liked by fans of howard partridge
Recent Search
- pages liked by female fans of john c. maxwell
Recent Search
- pages liked by followers
Search
- pages liked by narnia fans
Search

- Top
- Home
- Events
- Favorites
- Marketplace
- Pages
- Groups
- Search
- Profile
- Activity
- Settings
- Pages
- Public Group · 11,414 members
- Closed Group · 10,719 members
- Create Page
- Create Ad
- GROUPS
- FRIENDS
- APPS

- We Like the United States of America**
Cause · Adam W. Metzler and 1,232,350 others like this
- DEAF WWE FANS**
Sports Team · 74 like this
- Advertise for FREE! Like 4 a Like (Fan Pages Only)**
Public Group · 11,414 members
- Facebook Fan Page Like 4 Like**
Closed Group · 10,719 members

- The Howard Partrid...
- Pressure Washing ...
- ZLC Alumni
- The Carpet Clean...
- TruckMountForum...
- New Groups
- Create Group
- John Maxwell Foun...
- Games
- SCRABBLE
- Suggest Edits
- Pokes
- Games Feed

Places More

ish

Facebook Hacker Cup and ...
Etheridge and 541 other frie...

and other News/media pages
438 other friends like this

Like

Stephanie Frank and Felicia Slattery liked this post

JP Maroney
July 21, 2012 ·

From Stolen Identities ... To Giving Away The Best Stuff For FREE - Hey [Dave Lakhani](#), would you be game (in light of the craziness that's happened) to simply host a BIG honkin' webinar where ALL of us show up and simply give the best of the best of our advice for up and coming speakers? I'm guessing [Daniel Hall](#), [Glenn Dietzel](#), [Bill Walsh](#), [Stephanie Frank](#), [Rhonda Ronda Del Boccio](#), [Joe Polish](#), and others who've been WRONGED by this would love to have something positive like this ... you guys game? Hey what about you [Joel Comm](#), you open to jumping on and sharing a bit? No money changing hands... no sleezing ID-stealing fan pages ... just give back to all our clients, subscribers, colleagues, and fans. Lemme know and I'll set something up.

12 Likes 2 Comments

Like Comment Share

TRENDING

- Nancy Pelosi:** House Minority Leader Refuses to Respond to Reporter's Questions About Abortion
- Helen Mirren:** Actress Says She Is Officially Retiring From Doing On-Screen Nude Scenes
- Ben Carson:** Republican Presidential Candidate Says American Muslim Nonprofit Violated Tax Status
- Pope Francis:** Pontiff's Meeting With Kim Davis Should Not Be Considered Form of Support, Holy See Says
- Judge Judy:** 2010 Clip Resurfaces of Man Losing Case in 26 Seconds After Incriminating Himself on Show
- Dodge Power Wagon:** Video Resurfaces of World's Biggest Pickup Previously Featured on BBC Series
- Dinwiddie County, Virginia:** Video Shows Husband Crying After Wife Tells Him She's Pregnant
- Estes Park, Colorado:** Video From Driver Captures Elk Herd Walking Between Cars Stopped at Intersection
- World Smile Day:** Day Devoted to Smiles and Other Acts of Kindness Takes Place on Oct. 2
- Barack Obama:** President Calls for Gun Safety Laws in Speech About Oregon College Shooting

FRIEND REQUESTS

- Michelle Matternowski**
24 mutual friends
Confirm Friend
- Paul Arndt**
Kate Arndt is a mutual friend.
Confirm Friend

PEOPLE YOU MAY KNOW

- Chad Colorina** (Live Young Retire)
1 mutual friend
Add Friend
- Robert Helms**

End of Results



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The advertisement features a man in a suit, Howard Partridge, on the left. The background is a blue and white abstract design. On the right, a red ribbon graphic is shown peeling away from a white surface, revealing a computer monitor displaying a bar chart and pie chart.

**Facebook Feed Change
Punishes Pages
Who Post
Low Quality Content**



Questions?

E-Mail support@howardpartridge.com



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NEXT WEEK!



WELCOME!



*Phenomenal
Internet Marketing*