USING WORDPRESS TO
GO SOCIAL!

SOCIAL 101

THE BIG IDEAS

1. CROSS-PROMOTION
2. DESIGN
3. FEEDS
4. SOCIAL PROOF
5. DIY SOCIAL NETWORKS / FORUMS
6. EVEN MORE FUNCTIONS
7. METRICS / CRM

CROSS PROMOTION

CROSS-PROMOTION

GET OTHER PEOPLE TO SHARE YOUR CONTENT!

LINK TO YOUR OWN SOCIAL ACCOUNTS

Social Icons Widget
Helios
Social Media Widget

RSS / CONTENT AGGREGATION

WP RSS Aggregator
Feedzy
Category Specific RSS

FREE SHARING PLUGINS

ShareThis
AddThis
MashShare (from Mashable)
JetPack Sharing
Digg Digg (by Buffer)
StudioPress Simple Social
FeedBurner
AddToAny
EA Share Count
Sassy Social Share
Add to Any
WPZoom Social Icons

PAID SHARING PLUGINS

HypeSocial Buffer
Kiwi Social Share
Monarch Social Sharing
Social Warefare
Easy Social Share
SocialFans
ARSocial
Maria
Share Grapes
Share Plus

PHOTOSHOP
PSD Templates for Social Account Design

PROFILE IMAGE
Google+ profile image in search results
Gravatar

FEEDS

FEEDS

PULL OUTSIDE CONTENT IN

COMBINED FEEDS

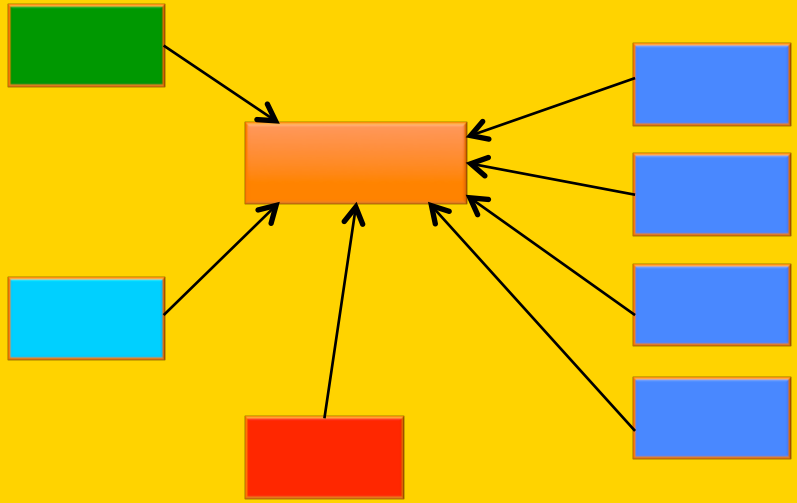
Social Network Tabs
Powr.io Social Feed
WP Social Stream
WordPress Social board
Flow Flow
Ultimate Timeline
Juicer
TINT ($500/month!)

PLATFORM SPECIFIC FEEDS

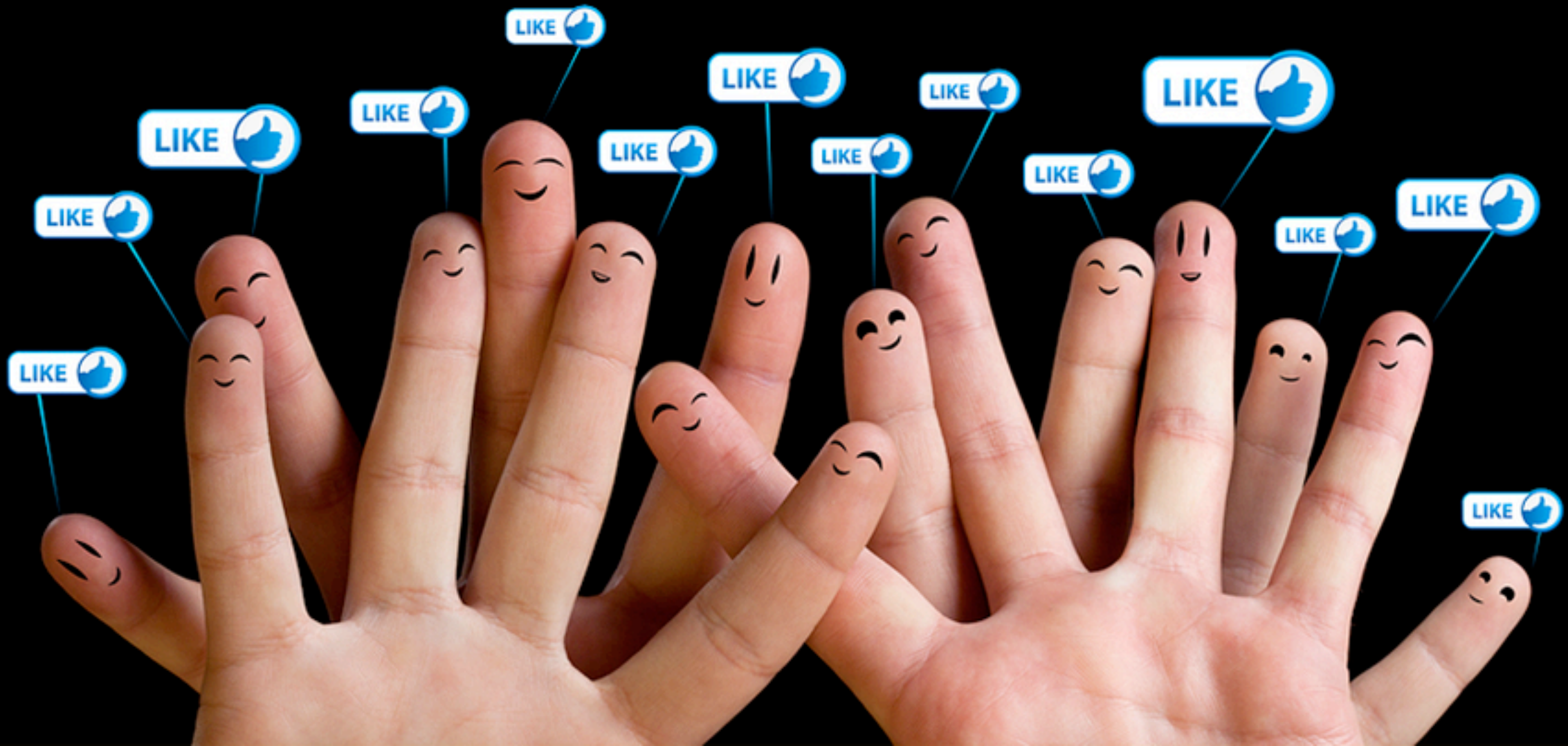
Instagram
Facebook
Twitter
LinkedIn
Pinterest

IMAGE GALLERY PLUGINS

Instagram
Pinterest
Flickr



SOCIAL PROOF



SOCIAL PROOF

SHOW THAT OTHER PEOPLE CARE

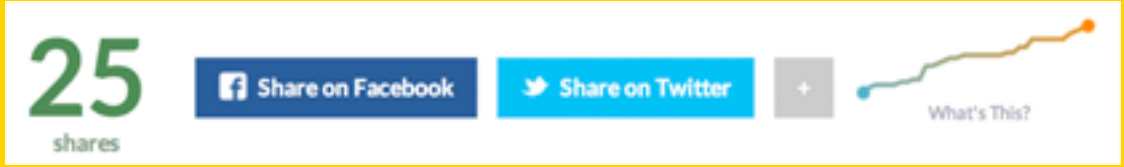
SHARING GRAPHS
Social buzz

NEWSLETTER NUMBERS
OptinMonster

CLIENT LOGOS
Client Logo Showcase

TESTIMONIALS
Easy Testimonials
Testimonials Widget
Strong Testimonials
Testimonial Rotator
KudoBuzz Testimonial
BNE Testimonials
WP Customer Reviews
Testimonial Basics
AB Testimonial ($17)

RATINGS
Yelp
Rating Widget
WP Product Review
WP Review
Rich Reviews
Author hReview
TrustedSite Reviews



DIY SOCIAL

Buddy Press
BB Press Discussion Forum
WP Symposium
WP Mingle
MemberPress

NOW WITH
EVEN MORE
FUNCTIONS

NOW WITH EVEN MORE FUNCTIONS!

TAKING THINGS TO THE NEXT LEVEL

COMMENT MANAGEMENT
Disqus
LiveFyre (Adobe)
JetPack Comments
Comments Evolved
Social Comments
Facebook Comments

NEWSLETTER SIGNUP
MailChimp Social
Constant Contact

PUSH OLD POSTS
Revive Old Posts
MicroBlog Poster

PUSH CONTENT TO SOCIAL
Blog2Social
WP to Buffer
JetPack Publicize
NextScripts Auto Poster
MicroBlog Poster
Only Wire
Pinterest Automatic Pin
WP to Twitter

CONTENT LOCKER
Social Locker
Pay With a Like
One Press Social Locker

POP UPS
Exit Through Social Share
Popup Maker

CALENDAR
Media Calendar Manager
Google Calendar

DOWNLOAD SLIDES (PDF)
FlockMarketing.com/wca2

METRICS / CRM

METRICS / CRM

IF YOU'RE NOT MEASURING IT, YOU'RE NOT MARKETING

WEB TRAFFIC ANALYSIS

Social Metrics
Google Analytics
Google Analytics - ShareThis
Google Analytics plugin by MonsterInsights
Google URL Builder
Social Metrics Tracker
Easy Social Metrics

TAG MANAGEMENT

Google Tag Manager
Monster Insights

CUSTOMER RELATIONSHIP MGT. (CRM)

WP-to-Lead for SalesForce
InfusionSoft
HubSpot
Ukuu People
WP-CRM
UpiCRM
PressPoint CRM

FINAL TIPS

- Don’t Go Overboard!
- Know what’s a good plugin
- Keep the end-user in mind
- Measure everything
- Content + Social = Success!

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CONNECT

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