

HIDA MedSurg Conference and Expo Presents:

5 Ways to Use Social Media to Increase Sales

Media



I) Listen

- Google Alerts
- Twitter
- Blogs
- Facebook
- LinkedIn



2) Network

- Twitter
- LinkedIn
- LinkedIn Groups
- Tweet Chats
- Facebook



3) Be A Resource

- LinkedIn Q&A
- Blogging
- Twitter



4) Help Your Customers Find You

- Blogging
- Search Engine Optimization
- Social Media
 - Mayo Clinic: Twitter & Facebook



5) Capture & Nurture Your Leads

- Free Resources
- Email Lead Nurturing

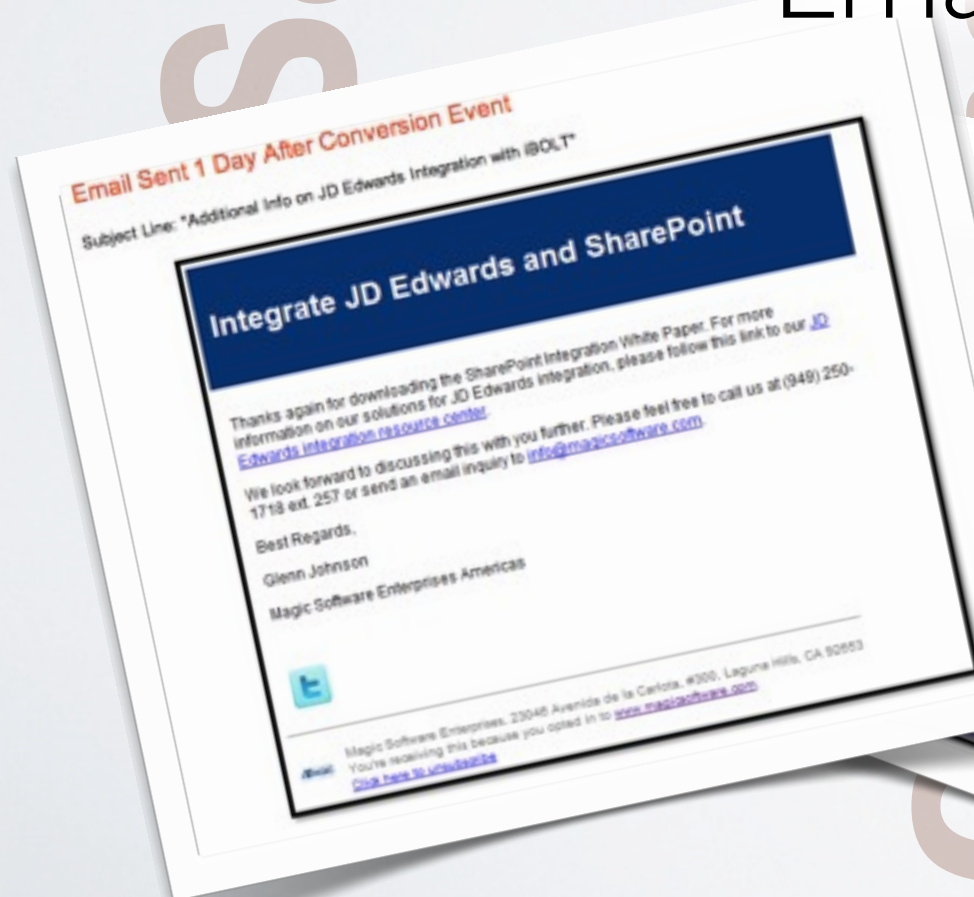
Examples

Free Resource

Free White Paper Landing Page



Email Lead Nurturing



Questions?