



**“Breakthrough Construction 2014”
StreetwiseSubbie.com Second Annual Conference
10th June 2014**

NATALIE WILSON

“What Your Kids Can Teach You About Business”

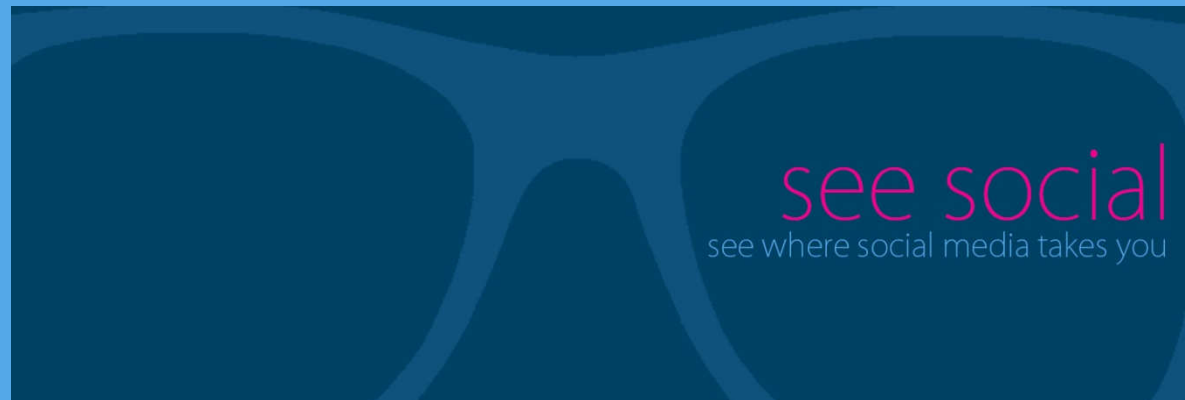
Streetwisesubbie.com Ltd
Shanakiel, 17 Ilkeston Road, Heanor, Derbyshire DE75 7DR
www.streetwisesubbie.com info@streetwisesubbie.com
Tel 01773 712 116 Fax 01773 719455



What Your Kids Can Teach you About Business!

Natalie Wilson

Founder of See Social Ltd



Which social network should I be using?



facebook

Over 1 billion users active

The original social network

Largest demographics:

- 25 – 34 year olds
- 45 – 54 year olds

Key tip: Take a personal approach



Over 300 million business users active

Top business networking site

Largest demographic:

- Mid to senior level management

Key tip: Make connections with key decision makers

twitter

Over 225 million users active

Personalised interest news feed

Largest demographic:

- 18-29 year olds

Key tip: Focus on your target market's interests

Google+

Over 350 million users active

News feed and networking site

Largest demographic:
25-44 year old business users

Key tip: Keep posting regularly

Top Tips

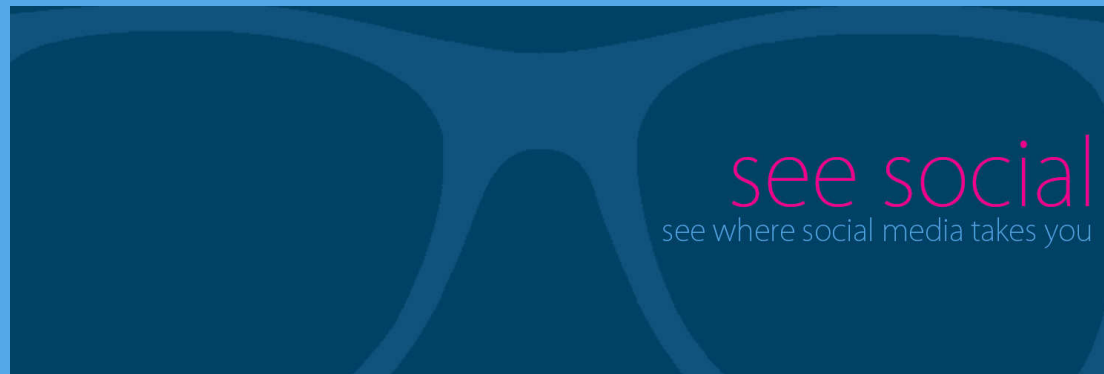
- Have a personality
- Keep it relevant
- Don't just stick to ONE channel
- Vary your message across channels
- Use FREE tools
- Schedule messages
- Analyse results
- Adapt your efforts

Thank you for listening



Follow me on Twitter!

@See_Social





**“Breakthrough Construction 2014”
StreetwiseSubbie.com Second Annual Conference
10th June 2014**

NATALIE WILSON

“What Your Kids Can Teach You About Business”

Streetwisesubbie.com Ltd
Shanakiel, 17 Ilkeston Road, Heanor, Derbyshire DE75 7DR
www.streetwisesubbie.com info@streetwisesubbie.com
Tel 01773 712 116 Fax 01773 719455

