

## TUTORIAL

### How to: PUSH to Social Marketing Tutorial

- a. Social Media
- b. Using the URL's of Your Video Page, Coupon Page, and SEO Landing Page, and shrinking that URL with [www.is.gd](http://www.is.gd) / [www.tinyurl.com](http://www.tinyurl.com) to paste on our Coupon/Promotion statement, your webpage and your own Tweets and Facebook posts.

a. Our Adform posts Coupons & Promotions to Twitter & Facebook simultaneously, as well as making a printable version that can be redeemed by a Customer. The Coupon/Promotion appears in two locations, the SEO landing page which is the page that first appears when a user clicks on your picture or logo; and when the "Dollar" sign icon is clicked that action opens the Coupon/Promotion webpage.

All coupons and promotions publish to three Social Media sites: [www.Twitter.com/BuyLocalNow](http://www.Twitter.com/BuyLocalNow); [www.Facebook.com/BuyItLocal](http://www.Facebook.com/BuyItLocal) and [www.Facebook.com/BuyLocalNow](http://www.Facebook.com/BuyLocalNow) - we reserved these spaces so YOUR promotions can be found by YOUR followers, OUR followers, and ALL other businesses followers. With a centralized Social Media Marketing system, YOUR, OUR and ALL BUSINESSES are to invite your Friends and Followers to join us at [www.Twitter.com/BuyLocalNow](http://www.Twitter.com/BuyLocalNow); [www.Facebook.com/BuyItLocal](http://www.Facebook.com/BuyItLocal) and [www.Facebook.com/BuyLocalNow](http://www.Facebook.com/BuyLocalNow).

**What is needed: You must upgrade the free ad listing to the Media Bundle.**

PDF BROCHURES & MENUS:  Browse...

**COUPONS & SOCIAL MARKETING**

Coupon statement:   
Description: 35 characters remain for Twitter compatibility

Expiration date:  [Click to see sample Social Marketing Coupon](#)

Upload bar code or image:  Browse...  
(required jpg, png, jpeg, gif, tiff)

SEO LANDING PAGE:

### Sample: Coupons & Social Marketing

Goal: To type a Coupon or Promotion with searchable terms.

Our Adform will automatically input the fields (State, City, Business Name, Phone Number) you see in Red, example below:

**State City – Business Name**, The promotion The promotion The promotion, **866-631-0411**, **Exp:** none  
Note: We input the leading Exp: before an expiration date.

### Actual sample of a Twitter compatible 145 character Coupon/Promotion:

CO - Boulder - Himalayas Restaurant, Daily Indian Lunch Buffet \$7.95, Free Chai Tea with Coupon or Twitter Post, 303-442-3230, Exp. None

### The text that was entered into the Coupon statement text field box on the Adform was:

Daily Indian Lunch Buffet \$7.95, Free Chai Tea with Coupon or Twitter Post

This is **136 total Characters** with Spaces and Punctuation. You can test your own by typing it in to MS Word > Tools > Word Count > Characters (with spaces)

For saving 3 characters, we suggest **using an X** for expiration date if there are none.

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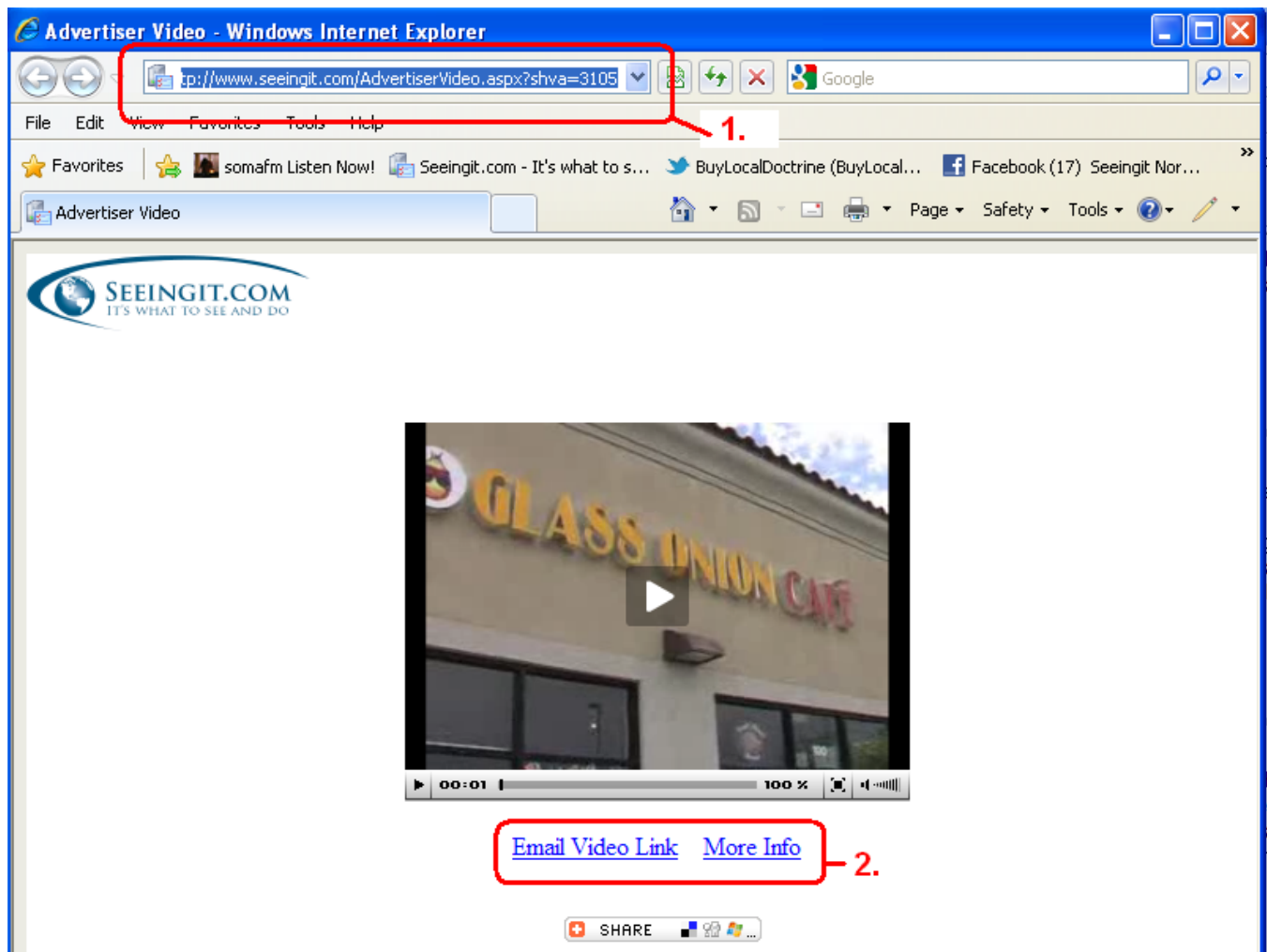
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B1. Your Personal "Recorded Video" URL

B2. This Link can be Emailed, or More Info goes directly to your website, and Share to Facebook / Twitter followers.



Advertiser Video - Windows Internet Explorer

Address bar: <http://www.seeingit.com/AdvertiserVideo.aspx?shva=3105> 1.

SEEINGIT.COM  
IT'S WHAT TO SEE AND DO

GLASS UNION CAFE

[Email Video Link](#) [More Info](#) 2.

SHARE

Sample: Copy the URL,

<http://www.seeingit.com/AdvertiserVideo.aspx?shva=3105> and paste it to the [www.is.gd](http://www.is.gd) URL shrinker.

The result is <http://is.gd/FZ8FEK>. This is now a short URL you can put in your Coupon/Promotion statement or on your own website. No expense required to modify your website, for your visitors to also see your recorded videos!

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B3. Your Personal "Live Streaming Video" URL

B4. This Link can be Emailed, or posted to Twitter & Facebook, or put on your website, and Share to Facebook / Twitter followers.



Sample: Copy the URL,

<http://www.seeingit.com/AdvertiserStream.aspx?shva=3900> and paste it to the [www.is.gd](http://www.is.gd) URL shrinker.

The result is <http://is.gd/EsdGN1>. This is now a short URL you can put in your Coupon/Promotion statement or on your own website. No expense required to modify your website, for your visitors to also see your live video!

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B5. Your Personal "Coupon/Promotion" URL. This Link can be Emailed, or posted to Twitter & Facebook, or put on your website, and Share to Facebook / Twitter followers.

B6. This Coupon / Promotion page has your statement and redeemed by a customer that printed it, or redeemed by showing a cashier the Tweet or Facebook message they received on their Smartphone.


B7. This is the image chosen and uploaded under the Coupons / Social Marketing section, named Upload bar code of image on the Media Bundle Adform.



Print - Windows Internet Explorer

<http://www.seeingit.com/CouponPrint.asp?printId=3105&address=> 5.

[CLICK TO PRINT - COUPONS](#)

 SEEINGIT.COM  
IT'S WHAT TO SEE AND DO  
YOUR COMMUNITY IS YOUR BUSINESS<sup>SM</sup>

Business:  
Glass Onion Café  
1990 West River Rd  
Tucson, AZ 85704  
520-293-6050

Coupon / Promotion:  
**Starbucks challenge, bring their receipt, get 1/2 off our coffee drinks, compare ours!** 6.

Expires:  
X

**HAVE ONE ON US**  
SAMPLE ONLY  
BUY 7 GET 1 FREE 7.

Internet 100%

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B8. Clicking on your Ad Listing image or business name, it redirects to a SEO (search engine optimization) page - below.



### The SEO Landing Page below:

B9. Your Personal "SEO Landing Page" URL. This Link can be Emailed, or posted to Twitter & Facebook, or put on your website, and Share to Facebook / Twitter followers draws your visitors. Shrink it with [www.is.gd](http://www.is.gd)

B10. This restates your Coupon / Promotion.

B11. Automatic insert of Address and phone number.

B12. Automatic insert of logo and promotion image.

B13. Clicking here goes to your Ad Listing.

B14. 750 character (incl. spaces & punctuation) SEO description can also be optimized for search engines.

B15. Clicking here is a direct link to your website.