



"WE BRING CUSTOMERS TO YOUR FUN STUFF  
THROUGH SOCIAL MEDIA"

**“Foundation Roundtable  
for Social Media”  
NSFA 2011 Conference**

By

Fred Campos, **FunCity**SocialMedia

Chief of Marketing

# FunCity Social Media

"WE BRING CUSTOMERS TO YOUR FUN STUFF THROUGH SOCIAL MEDIA"

## What is Social Media?

### Social Media Landscape



‘Social Media is the ability to market, promote, draw attention to or educate potential consumers through repeatable and ‘opt in’ contacts. This process is usually free and accomplished through:

**Blogs, Twitter, Facebook, YouTube, MySpace, Flickr, FourSquare, Gowalla or other online connections.’**

· Fred Campos, Chief of Marketing, FCSM

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## Why Social Media is Not Just for Kids?



<http://royal.pingdom.com/2010/02/16/study-ages-of-social-network-users/>

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My Suggested Three  
Legged Stool:

**Twitter**

**Facebook**

**YouTube**



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# twitter

The screenshot shows a Mozilla Firefox browser window displaying the Twitter profile of Fred Campos (@FunCityChief). The browser's address bar shows the URL <http://twitter.com/FunCityChief>. The page features a yellow header with the Twitter logo and a navigation bar. The profile information includes the name "Fred Campos", location "Bedford, TX", and website <http://www.funcl.com>. The bio states: "Bio Bringing customers to your stuff through social media. Speaker, marketer, promoter of social media marketing solutions." The profile shows 2,354 following, 2,191 followers, and 25 tweets. A recent tweet from 25 minutes ago reads: "Doing some house cleaning at the FCSM office. I may be the chief, but I'm also the trash man. #hehe" with a link to <http://t.co/9e9zA3>. The left sidebar contains contact information for FunCityChief, including phone numbers (817-858-0936, 817-247-6003) and website ([www.FunCitySocialMedia.com](http://www.FunCitySocialMedia.com)). The bottom of the browser window shows the Windows taskbar with various application icons and the system clock displaying 8:31 AM.

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facebook

Make Sure You've Clicked on This Page.

**FunCitySocialMedia** ▶ **Mini FB Website**  
Local Business · Hurst, Texas [Edit Info](#)

**We Bring Customers to your Fun Stuff**

Home See Our Work Contact Us

- Websites and Blogs on WordPress
- Twitter Design
- Custom Facebook Tabs
- iPhone Apps
- Social Media Management & FREE Classes
- YouTube Channels

**Websites**  
**Blogs**  
**iPhone Apps**  
**Twitter**  
**Facebook**  
**YouTube**

**817-858-0936**

**Main Menu**

- Wall
- Info
- Mini FB Website
- Bronze Me! (Start Here)
- Our FREE Classes Schedule
- A Few Recent Clients
- Contact Us
- Edit

facebook

Make Sure You've Clicked on This Page.

**FunCitySocialMedia** ▶ **Bronze Me! (Start Here)**  
Local Business · Hurst, Texas [Edit Info](#)

**What can Bronze do for you?**

- Custom Twitter Setup
- Facebook Fan Page
- Custom Sidebar
- Strategic Followers
- Social Media Launch
- Automated Tweets
- Unique Design
- Auto Response
- Promotions

**Websites**  
**Blogs**  
**iPhone Apps**  
**Twitter**  
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**YouTube**

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# FunCity Social Media

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Wall

Info

The Summit

JustCareers

Twitter

Links

## M.E.R. *McDaniel Executive Recruiters*

*Specialized Executive Search for  
"Managed Services", "Professional Services"  
and "Outsourcing Industries".*

MANITOBA  
**Business**  
MAGAZINE  
50 Fastest-Growing  
companies



**Sales Recruitment**  
Managed Services  
Outsourcing  
Professional Services  
Executive Search  
[Click Here](#)

**CRM Recruitment**  
CRM/BPO/Call Center  
Executive Search  
[Click here](#)

Servicing all industry verticals in:

- ♦ International BPO/CRM/Call Center Outsourcing
- ♦ CRM (Customer Relationship Management)
- ♦ BPO (Business Process Outsourcing)
- ♦ HRO (Human Resource Outsourcing)
- ♦ Consultant Organizations
- ♦ Corporate Call Center
- ♦ Collections
- ♦ Direct Marketing
- ♦ Outsourced Call Centers
- ♦ Interactive/Internet/E-Commerce
- ♦ Fulfillment/letter shop/print/mail
- ♦ RPO (Recruitment Process Outsourcing)



www.justcareers.com

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## An Example of a YouTube Channel

The screenshot shows a web browser window displaying the YouTube channel page for FunCity Social Media. The browser's address bar shows the URL <http://www.youtube.com/user/FunCitySocialMedia>. The channel page features a yellow header with the channel name, a 'Subscribe' button, and an 'Uploads' button. The main content area displays a video player for the video 'FunCity SocialMedia #17 Chief Talks Clients'. Below the video player, there is a list of other videos from the channel, including 'FunCity SocialMedia #16 Harry Potter Magic?', 'FunCity SocialMedia #15 Professional Suit or Flip', 'FunCity SocialMedia #14 Twitter Name - Multiple', 'FunCity SocialMedia #13 Retro iPhone Apps', and 'FunCity SocialMedia #12 Professional or Skating'. The Windows taskbar at the bottom shows the system tray with the time 4:07 PM and various application icons.

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Commercial Break FCSM



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## **We Provide 7 Social Media Services**

1. Social Media Websites and Blogs
2. Facebook Fan Pages & Custom Tabs
3. Twitter Campaigns & Platforms
4. Virtual Billboards & Marketing
5. iPhone Apps for Marketing
6. YouTube Channel Platforms
7. Social Media Education

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# **NSFA Conference Specials**



\$20 Off our May 15<sup>th</sup> Social Media DVD  
Release

\$100 Off our Bronze Social Media Package

\$200 Off our Silver Social Media Package

# **NSEFA<sup>®</sup>**

6th ANNUAL CONFERENCE

## **Social Media Basics DVD**

**Regularly \$99/Ship \$79**

1. The Basics of Social Media,
2. Why Social Media is Not Just for Kids,
3. The Three Legged Stool,
4. What to Expect from Your Social Media,
5. The Twitter Factor,
6. How and Where Twitter Happens,
7. How to Write Effective Tweets,
8. Why Small Businesses Need Facebook,
9. Facebook: Personal vs. Business,
10. How to Build Followers and Influence Fans,
11. Setting Up a Basic Fan Page,
12. YouTube the Choice of an A.D.D. Generation,
13. TweetDeck Dashboard,
14. To Blog or Not to Blog,
15. Your Internet Footprint.

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## 6th ANNUAL CONFERENCE

# Social Media Bronze

Regularly \$999/Ship \$895/\$445 Down/\$79 a Mo

Branded Twitter/Custom Facebook/ Branded YouTube

The collage displays four examples of social media branding for FunCitySocialMedia:

- Twitter:** A profile page for @FunCityChief featuring a custom header with the company logo, a bio, and a list of services including Twitter, Virtual Billboards, iPhone Apps, Facebook, Foursquare, Gowalla, and YouTube.
- Facebook:** A page titled "FunCitySocialMedia - Bronze Me! (Start Here)" with a custom cover photo and a navigation menu listing services like Wall, Info, Mini FB Website, and a "Bronze Me! (Start Here)" button.
- YouTube:** A channel page for FunCitySocialMedia with a custom banner and a video player showing a man in a hat. The channel name is "FunCitySocialMedia" and the location is "Local Business - Hurst, Texas".
- YouTube (List):** A list of videos from the FunCitySocialMedia channel, including "FunCity SocialMedia #17 Chief Talks Cleaners" and "FunCity SocialMedia #12 Professional or Skating".

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## Social Media Bronze

**Ship Price \$895/~~\$445~~ Down/\$79 Month**

- The Creation of an Appropriate Twitter Name,
- Jazz up your Twitter Bio,
- Find Twitter Followers that Need Your Service,
- Custom Brand Your Twitter Background,
- Auto Message New Followers,
- Creation of a Business Fan Page with a Clickable Custom Welcome Tab,
- Custom Sidebar with your Logo and Info,
- Find Facebook Fans that Need Your Service,
- Creation of Your Facebook Vanity URL,
- Automation of Twitter Tweets and Facebook Wall, and
- The Previous Mentioned DVD set.

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## Social Media Silver

Regularly \$1520/Ship \$1320/\$660 Down

### Branded Twitter/Custom Mini Facebook/Branded YouTube

The image displays three examples of social media branding services:

- Twitter Profile:** A branded Twitter profile for FunCityChief, featuring a custom header, bio, and a list of services including virtual billboards, social media management, and various social media platforms.
- Mini Facebook Website:** A custom Mini Facebook website for FunCitySocialMedia, featuring a navigation menu, a list of services like WordPress blogs, iPhone apps, and social media management, and a main menu.
- YouTube Channel:** A branded YouTube channel for FunCitySocialMedia, including a video player, a search bar, and a list of uploaded videos.

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## **Social Media Silver**

**Regularly \$1520/Ship \$1320/\$660 Down**

- The Creation of a 3 page Mini Website within Facebook;
- the Mini Website can include a rotator of images and custom changeable content,
- Content will be taken from your existing website but can be client modified in the future;
- Content can include, pictures, images, video and links;
- The Previous mentioned DVD set, and All the Features of Bronze.



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**You Focus on Running Your Business,  
We Focus on Bringing You Customers!**

**FunCity Social Media**

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Hurst, TX 76053

[fcampos@FunCitySocialMedia.com](mailto:fcampos@FunCitySocialMedia.com)

[www.FunCitySocialMedia.com](http://www.FunCitySocialMedia.com)

[www.facebook.com/FunCitySocialMedia](http://www.facebook.com/FunCitySocialMedia)

@FunCityChief

817-247-6003