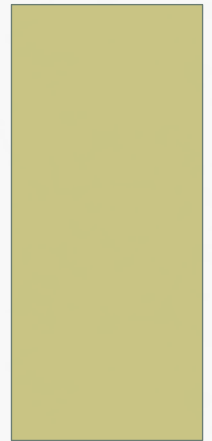




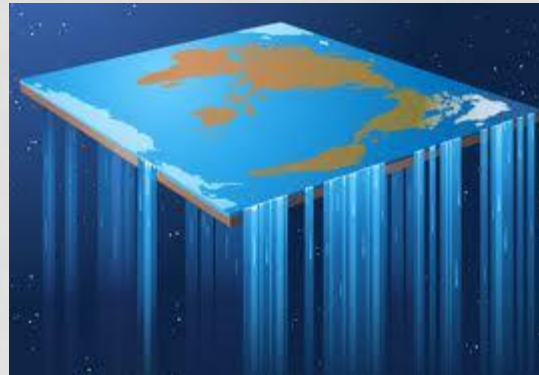
FUNDAMENTALS OF EFFECTIVE MARKETING & COMMUNICATION

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THE WORLD IS FLAT

- And we are going to make it a little flatter



THE KEY IDEA

- People want to **connect** with others with similar interests
- Companies **seeking** new ideas and technologies want to find you

GOAL

- To be found
- To be seen as an expert
- To provide information on your technology or idea



PROCTOR AND GAMBLE

- **Proctor and Gamble** has cut back on their marketing staff as they realized Facebook, Twitter, YouTube and other **opportunities were free**.

CHANGES

- Video technology is available at low cost and low entry
- Viewing of your media is based upon one time transmission but also the ongoing viewing of the media



MAKING IT EASIER

- If done properly, this process becomes easy
- Making it easy takes work
- We will show you tools to update multiple applications



NARROWCASTING

- Social media is about narrowcasting
- People get their information from different sources
- You need to **provide your information in multiple locations**
- In the past, it was all about the website. Now ...

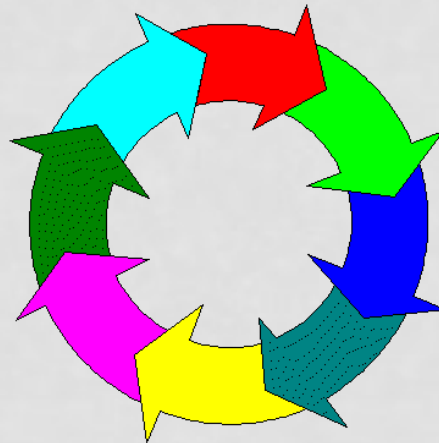
EXPERIMENTATION

- All of these options can be changed, updated, or deleted
- Experiment and find what works for you
- The second or third version of what you do may be the best choice



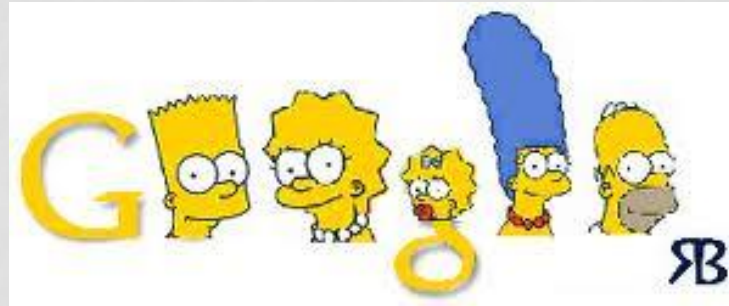
THE BASICS

- Everything is about Process



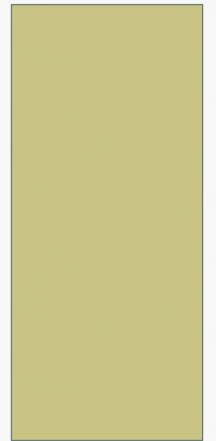
AGENDA

- Google Searches
- LinkedIn
- Facebook for Business
- Twitter
- Blogging
- YouTube
- Google +
- Websites
- Updating Once
- Conclusion



GOOGLE SEARCHES

BEING FOUND



WHY TRACK?

- **Who** is visiting your website?
- **Where** are they going?
- Are they **staying**?
- For how **long**?
- What are they **doing**?

CREATE WORDS TO BE FOUND

- Use of **keywords**
- Use of references to other people, organizations, or events
- **References** to major events (current events)
- Effect on your technology to major events

GOOGLE AND YAHOO ANALYTICS

- Track access to websites
- Track volume, source, conduct
- Free



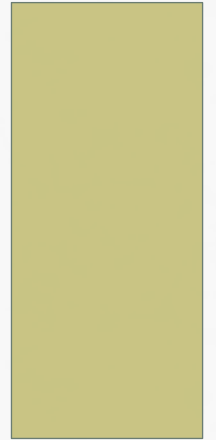
IMPLEMENTATION

- Analytics are automatically managed by Facebook, YouTube and blogging software.
- Websites are the target for this feature
- Go to Google or Yahoo Analytics, create your account, and update your website with the listed text
- Track your site by activity



LINKEDIN

PROFILING



GOAL

- Who do you know?
- Who do they know?
- Manage your network and request introductions to others



GOAL

- Develop contacts and interests
- Use network for introductions
- **Connect** with business interests

PRACTICAL APPLICATIONS

- In making connections, knowing you want to speak with GSK about your technology is not effective
- Learning the person in charge of new product development in your field at GSK is Len Denton is effective
- Have contact point and chance to review your network for who might know this person
- **Don't waste time guessing who to contact**

BUSINESS PROFILING

- Connect to three people away from you
- Develop extensive profile with detailed information
- Expand through Open Networkers and Group connections



CREATE PROFILE

- List employment, education, projects
- Be **extensive and descriptive**
- Use links to companies and universities when creating profile
- Use add-ins, such as SlideShare or Amazon Book List to enhance your profile

EARLE HAGER PROFILE

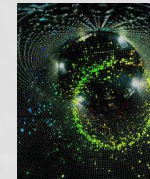
- Earle Hager
 - The Neutrino Donut, LLC
- Austin, Texas Area International Trade and Development
 - Earle Hager <http://lnkd.in/vpkskg> From Terry Cooke: Sustaining U.S.-China Cooperation in Clean Energy is my new book being published by the Kissinger Institute of the Woodrow Wilson Center. At 120 pages, it offers a clear and concise overview of the politics, technology (surveying 10...



Summary of you, your work, and active projects

EARLE HAGER PROFILE - INTRODUCTION

- Current
 - **Managing Partner** at **The Neutrino Donut, LLC**
- Past
 - Chief Operating Officer at Panidea
 - Business Development Manager at IC2 Institute, Univ of Texas
 - Project Manager at IC2 Institute of The University of Texas at Austin
- Education
 - The University of Texas at Austin - The Red McCombs School of Business
 - Baylor University - Hankamer School of Business
 - University of Pennsylvania - The Wharton School
- Recommendations
 - **17** people have recommended Earle
- Connections
 - **500+** connections
- Websites
 - Blog
- Twitter
 - NeutrinoDonut
- Public Profile
 - <http://www.linkedin.com/in/earlehager>



Summary created by LinkedIn of your work and education

EARLE HAGER PROFILE - SUMMARY

Summary

- I have over thirty years of consulting and business development experience. I have worked with the best practices in the international business development, manufacturing, high tech, and pharmaceutical industries.

Specialties

- Business Development, Contract Negotiations, Technology Evaluation, Multinational Relationships, Technology Commercialization, Technology Transfer Strategies

Extended list of expertise

Use keywords and highlight what is current and important

EARLE HAGER PROFILE - EMPLOYMENT

- **Managing Partner – The Neutrino Donut, LLC**

- November 2011 – Present (4 months) Austin, TX
- Providing business development services for organizations seeking to expand their global markets. Extensive relationships with global players and detailed understanding of development process for small and startup organizations. Providing strategic development services for NanoThermo, an US based LED thermal management technology company, BioALvo, a Portugal based natural product development firm, Beroe Inc., an India based research organization, technology commercialization projects for a Middle East university, and CRDF Global projects in Eastern Europe as well as business plan competitions with several universities. Board member on startup company.

- **Chief Operating Officer - Panidea**

- Privately Held; 1-10 employees; International Trade and Development industry
- August 2010 – November 2011 (1 year 4 months)
- We work with organizations seeking to commercialize their technologies. These organizations face the same challenges – the evaluation of technologies in the commercial space and the creation of a roadmap to proceed.

We have developed the program, 24 Hours of Technology, a global online technology commercialization seminar. More at www.24hrstechnology.com.

- Earle has 4 recommendations (1 manager, 1 client, 2 partners) including:
- 1st Len Denton, *Technology Commercialization Strategist | Program Manager, IC2 Institute - University of Texas at Austin (Innovation, Creativity, Capital)*
- 1st Tom Algeo, *Director and CEO, Value Oriented People*

List all employers and education

Opportunity to network with former coworkers or people who shared organizations

EARLE HAGER PROFILE - SKILLS

- Technology Transfer
- Economic Development
- Business Analysis
- Sales Management
- Global Business Development
- Market Analysis
- Technology Commercialization
- View All (25) Skills



Keywords
Used for searching

EARLE HAGER PROFILE - GROUPS

- Advanced Scientific Communities (TM)
- Africa Knowledge Transfer Partnerships (AKTP)
- Alliance Management and Business Development Network
- Automotive Industry Professionals Worldwide
- BIO Ventures for Global Health
- Back End of Innovation

Join up to 50 Groups

EARLE HAGER PROFILE - GROUPS

- Front End of Innovation
 - Members (16,511)

Email and connect with other group members
Join and delete as needed



CONNECTIONS AND RECOMMENDATIONS

- **Earle's Connections (500+)**

- **Cassandra Teas**
Gallery Manager at Teas Art Gallery
- **Berislav Čižmek**
Dealmaker and Networker, CEO/Owner at CBBS Ltd
- **Lorne McLachlan**
Information Technology and Services Consultant and Professional
- See all **Connections** »

- **Earle Recommends (48)**

- **Len Denton**, *Technology Commercialization Strategist | Program Manager, IC2 Institute - University of Texas at Austin (Innovation, Creativity, Capital)*

Many Connections and Recommendations

MAKING CONNECTIONS

- Use LinkedIn Toolbar to review your contact list and emails and make connections
- After emailing someone, **send them a connection invitation**
- The more people you connect with, the easier it will be to find Len Denton at GSK



I DON'T WANT TO DO THIS

- For some, this is a very difficult process
- Have someone in your group aggressively connect
- Connect with them



IMPLEMENTATION

- **Create LinkedIn Profile**
- Update full history
- Use LinkedIn Toolbar to identify your contacts on LinkedIn
- Select Groups to Join
- Connect with me – Earle Hager / ehager@austin.rr.com

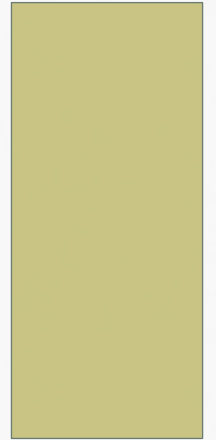
CONNECTORS

- **Connectors** are famous people or heavy LinkedIn users who will help you expand your network
- Barack Obama, Boone Pickens, Michael Dell and others accept notices and being in their network will help you expand your contacts
- **Open Networks** are people who have thousands of connections and will help you expand your network



FACEBOOK FOR BUSINESS

SOCIAL MEDIA AND BEYOND



FACEBOOK FOR BUSINESS

- **Facebook** is becoming a **business** as well as personal resource
- Use Facebook pages to publish your work and update the world

BUSINESS PAGE

- Update frequently
- Invite connections
- Link to Twitter
- Provide pictures, descriptions, and links



PERSONAL PROFILE

- Clean up your personal profiles

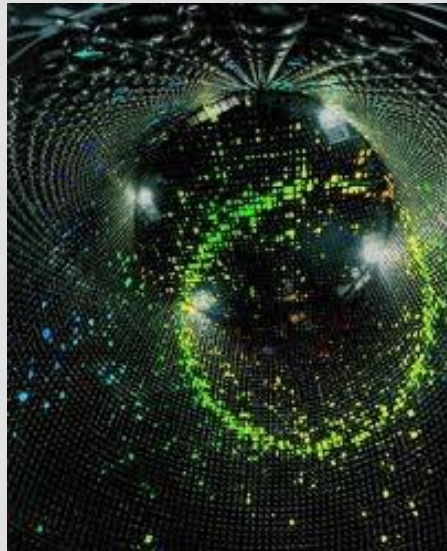


IMPLEMENTATION

- Create Facebook page (option at the bottom of the screen)
- Update with information on your projects
- Note **option to update** as The Page or your individual Facebook account
- Invite friends and colleagues to follow you on Facebook

FACEBOOK PAGE

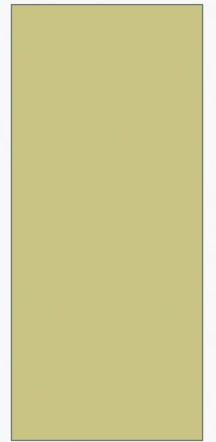
- The Neutrino Donut, LLC
- Consulting/Business Services · Austin, Texas
- 27 friends like this.





TWITTER

SOCIAL MEDIA AND BEYOND



CONCEPTS

- 140 words
- Use links to your blogs or Facebook pages
- Use **TinyURL** software or allow Twitter to compress the link
- Use **hashtags** to link to an idea or event

EXECUTION

- Use hash tags to link to companies, events, or others
- **#SOTU – Obama's State of the Union**
- Search Twitter for more examples
- Use your account in the hash tag as well



IMPLEMENTATION

- Create Twitter account
- Enter comments on your work
- Enter comments with links to your blog or Facebook page

IMPLEMENTATION

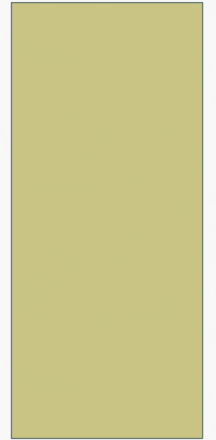
- Seek out followers and people for you to follow – search on your subject matter to find experts
- Seek out hash tags to follow and reference
- This is about **volume, not analysis**





BLOGGING

SOCIAL MEDIA AND BEYOND



BLOGGING YOUR WORK

- Use blog to update on **complex subjects**
- Present subject matter as one page of text
- Update with comments on your work

BLOGGING OTHER PEOPLE'S WORK

- Update blog with comments and updates from other people
- Become information source on the subject matter



BLOGGING OTHER ANNOUNCEMENTS

- Important events in your field can be blogged by you
- **Searches** will find your comments on the event as well as the publicity for the event

IMPLEMENTATION

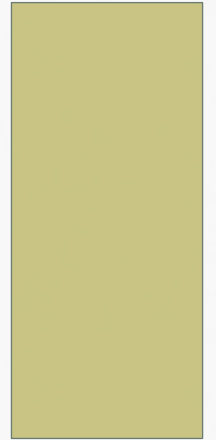
- Google Blog and other services have free blogging options
- Create blog
- **Experiment** with format and updates
- Go live





YOUTUBE

SOCIAL MEDIA AND BEYOND



VIDEOS WITH KEYWORDS

- Free video and search facility
- Create channel to group your videos
- HD cameras and recording easily available
- **Break complex topics into short presentations**

CREATING A VIDEO

- Videos should be more than two minutes but less than five minutes
- Break up the interview format with slides
- **Be informational**



VIDEO TOOLS

- Many Intel and Mac based packages to edit the movie
- Audacity is a free recording and editing tool for vocals
- PowerPoint slides can be added over voice over
- Interns and students are eager to volunteer for project work

IMPLEMENTATION

- The key to recording videos is to understand the power of editing
- While recording, keep talking and restart for errors
- Become comfortable with your voice and image



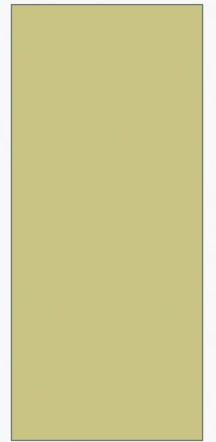
IMPLEMENTATION

- Have goal with each video and focus presentation
- Use **keywords** in listing to make project available for searching
- Include contact information in the video listing



GOOGLE PLUS

SOCIAL MEDIA AND BEYOND



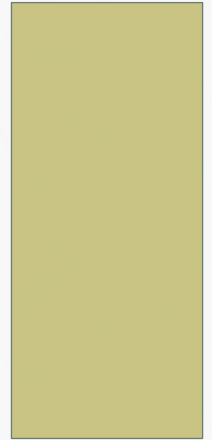
JUST LIKE FACEBOOK

- It's true - there are advantages to using Google +
- We will find them out in the next year



WEBSITES

SOCIAL MEDIA AND BEYOND



BASICS

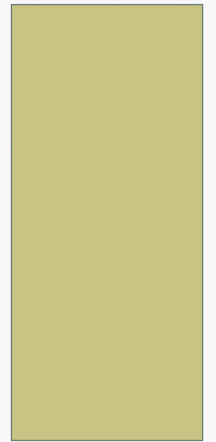
- Use websites to consolidate your information
- Reserve names locally and in the US
- Many local developers of websites

DID YOU KNOW?

- You can get away with not having one.



UPDATING ONCE



POSTEROUS

- <https://posterous.com/>
- Update all of them at once
- Just one entry, and be done with it all
- Much better than writing all that stuff four or five times
- Much, much better



IN CONCLUSION ...

IN CONCLUSION

- Be Seen
- Be Heard



THANK YOU

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Commercialization of Science and Technology

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<http://tinyurl.com/6vy4uum>



QUESTIONS?

