

## **Interview of Dr Alex Davidovic**

### **17<sup>th</sup> February**

Alex is a Chess master and played in two Olympic Games. He only lost one match out of the 20 he played; chess is the second largest sport after soccer. Alex uses these skills with his social media.

Social media is relatively new but is good for small businesses as it is less expensive than traditional media and it provides a level playing field for them.

If you 'play your moves right' thousands of people can follow you and it provides powerful leverage for your business.

### **Automate**

It is essential to use tools to automate every possible thing. Don't start 'one on one' conversations – keep them to a minimum. Rather direct your followers to more information on your website (or others) – don't just ignore them.

### **Videos**

Alex doesn't do his videos in Australia because of the technical problems we have here with the slowness of downloading and uploading. He travels overseas extensively and produces his videos there.

### **Process That Works**

The best approach to social media is a combination of:-

1. Writing articles
2. Producing videos
3. Using Twitter

### **Purpose**

1. Keep costs of marketing low
2. You can communicate with a lot of people at the same time

### **Minimise Your Workload**

Re-use your work as much as possible e.g.

1. Write an article
2. Submit it to directories
3. Turn it into an audio
4. Put it on a blog
5. Use parts of it in emails
6. Convert into a video (it can also go on your blog)
7. Put snippets into Twitter (direct readers to blog)

Do this and your search engine ranking increases.

### **Twitter**

1. Have different twitter accounts for different aspects of your business
2. Stay on topic for each account
3. Use your keyword in your Twitter account name

4. Use the free Microsoft Commercial Intention tool to check out if people are using your keyword to make purchases
5. Use Twitter to brand your name and/or your businesses name
6. Don't just go for the numbers of followers, look for quality
7. Make good offers and generate long term traffic.

**More Information**

You can also read a discussion which contains great links and describes how to put some of the processes into play by visiting [www.businessforumofexperts.biz](http://www.businessforumofexperts.biz)