



Spread The Word

With Pinterest, Yelp, Angie's List
and more...

Why Spread the Word?

- We only have so many friends
- Power of a Social Network
- All of our sites are social networks
- With more participants comes a greater chance of finding the best for you!

Yelp



- Free
- Location based
- Information on eating, shopping, drinking, relaxing
- Must join
- Public reviews

Let's take a look at Yelp>>>

A closer look at YELP



Yelp as a social network



- Can correspond with other members through Yelp
- Can invite friends to join Yelp
- Can follow other reviewers or be followed
- Businesses may offer discount to Yelp followers
- As always, caution on the privacy issue

Angie's List

- Not free! Cost depends on where you live
- Supported by consumers
- Does offer businesses a chance to provide discounts, requires monthly fee for this
- No anonymous reviews

A closer look at Angie's List

Angie's list®

The background of the slide features a network of colorful human figures (in shades of red, orange, yellow, green, blue, and purple) connected by thin, light blue lines, suggesting a social or professional network. The figures are stylized and appear to be standing on a light-colored surface.

Angie's List as a Social Network

- Must join to belong
- Invite a friend (you will be sent M&Ms)
- Unlike some social networks, though:
 - Can't see who the member is
 - Can see a synopsis of their reviews to include number of reviews and ratings

Pinterest



- Community bulletin board
- Used to talk about things we want, identify with or recommend
- Create boards with themes (styles, recipes, places to see, photos)
- Pin things from the Internet onto the board
- NOTE: Currently, 90% users women!

A closer look at Pinterest

Pinterest

Pinterest as a social network

- Must be member to create boards & pins
- Do not need to belong to just look
- All boards open & visible to everyone
- Can repin, comment, follow or be followed (no permissions required)
- When you do something, activity sent to all followers
- Easy relationship to Facebook & Twitter

Other social networks to share reviews:

- [Epinion](#): Used to review a variety of things including books, cars, movies, toys, more
- [Consumer Product Safety Commission](#): Helps decrease public risk of injury & death from consumer products
- [Consumer Search](#): Tagline: “Love what you buy”. Gets reviews, analyzes them, and recommends what to buy.
- [P@\(*# \\$ Consumer](#): No surprise here. Focuses on what people have hated.

Summary

Don't be uninformed! Use the power of the social network to be educated and empowered on the best that is out there!

This presentation was created with the Ambassador Club. For more information, contact: mbprine@gmail.com

