

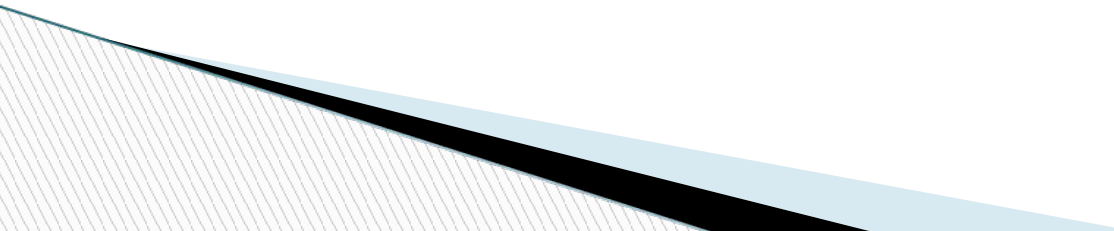


Social Media training

**"Creating a Customized Strategic Marketing
Plan For Your Program
Using the Internet and Social Media"**

**Rabbi Dave Felsenthal, Director OU
Alumni , OU Birthright & Founder TLS
david@trieditall.net 973-818-2484**

Social Media Training

- * How to move your site onto the first page of google for free
 - * How to use Facebook, linked in and other social networking tools to get your message to go viral
 - * How to build your dream opt-in list
 - * How to get your emails out of the spam filters and into the inbox
- 

How to move your site onto the first page of google for free


The screenshot shows a Google search for "birthright" in an Internet Explorer browser. The search results page displays several entries related to Taglit-Birthright Israel, including trip organizers, registration information, and a Wikipedia entry. The browser's address bar shows the search URL, and the search bar contains the term "birthright".

Search Results:

- Taglit-Birthright Israel** (Ad)
Free 10 Day Trip To Israel! Preferred Provider Mayanot Israel
MayanotIsrael.com/Sign-Up
- Taglit-Birthright Israel: Homepage**
Taglit-Birthright Israel provides the gift of educational, first-time trips to Israel for Jewish young adults ages 18 to 26. Join us for the experience of a ...
www.birthrightisrael.com/ - Cached - Similar
- Trip Organizers** | **Sign In**
FAQs | **Birthright Israel NEXT**
Registration | **Learn More**
Contact Us | **About Us**
- More results from birthrightisrael.com >**
- Taglit-Birthright Israel: North American Trip Organizers**
Nearly two dozen 'Trip Organizers' offer a wide variety of Taglit-Birthright ...
www.birthrightisrael.com > Home > The Trip - Cached - Similar
- Birthright Israel Free Spirit** - 80 visits - Jan 11
... the most up-to-date pre-registration instructions for Summer 2011 and Winter/Spring 2011-12
Taglit-Birthright Israel trips with Israel Free Spirit. ...
www.israelfreespirit.com/ - Cached - Similar
- Your Free Trip To Israel with Taglit-Birthright Israel Mayanot**
Free Ten Day Trips To Israel! Thousands of people choose MAYANOT for their Taglit-Birthright Israel trip each year for good reason. We spare no expense to ...
www.mayanotisrael.com/ - Cached - Similar
- Birthright Israel - Wikipedia, the free encyclopedia**
Taglit-Birthright Israel (also **Birthright** Israel or **Birthright**) is a Jewish Israeli registered charity that sponsors free 10-day heritage trips to Israel. ...
en.wikipedia.org/wiki/Birthright_Israel - Cached - Similar
- Birthright International: 800-550-4000**

Tried It All, LLC

Tried It All, LLC Home



Have you tried everything to get your messages in front of the "right" people for your business?

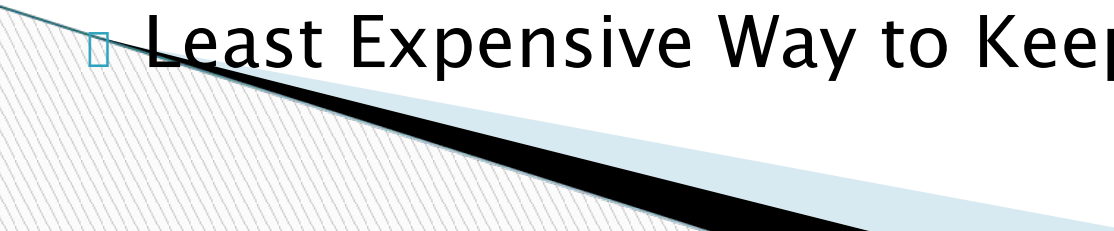
Then you are ready for the tools at Tried It All, LLC!!

Check Out the [Floating Capture Page Video](#) That Took 15 Minutes & Generated 7 Signups for my Newsletter Within 1 Hour At 1AM!!!
<http://trieditalfb1.tds1.info/>

The InBoxing Mailer (\$74.99 registration fee and \$15 per month):
A Simple Solution to getting your message into the email inbox of your prospect. This program uses a server not hosted on your computer to slowly send emails spaced in 20 second intervals to avoid the spam filters. The mailer supports merging of fields so you can personalize each email you send.

[Buy Now](#) Alternative option: PayPal

Why Bother?

- Expand your list beyond your family & friends
 - Which List Has The People You Want To Talk To?
 - The People You Already Know
 - The People You Don't Know Yet
 - Someone you know knows the person you want to meet
 - Levels The Marketing Playing Field
 - Social Media Friends Stay In Contact (well sorta)
 - Least Expensive Way to Build Your Client Base
 - Least Expensive Way to Keep Your Client Base
- 

How to use Facebook, linked in and other social networking tools to get your message to go viral



OU IFS Birthright Fan Page

The screenshot shows the Facebook page for 'Israel Free Spirit' (ID: 115937441792101) viewed in Internet Explorer. The browser's address bar shows the URL: <http://www.facebook.com/home.php#!/pages/Israel-Free-Spirit/115937441792101>. The page features the 'Israel Free Spirit' logo, which includes a stylized eye and the text 'TAGLIT - תגלית BIRTHRIGHT ISRAEL www.birthrightisrael.com'. The page header includes navigation tabs for Wall, Info, Join IFS!, Video Contest, Photos, and Discussions. A main post from 'Israel Free Spirit' is visible, dated 22 hours ago, with the text: 'Israel Free Spirit CHECK OUT THE NEW SUMMER 2011 FLIER!!! Who's excited?????????'. The post includes a thumbnail image of a 'Free Israel Trip!' flyer and shows 1,932 impressions and a 0.98% feedback rate. Below the post, several user comments are visible, including one from Benjamin Gelbart expressing appreciation for the organization. The left sidebar contains page management options like 'Edit Page', 'Promote with an Ad', and 'Add to My Page's Favorites', along with an 'Information' section stating the page was founded in 1999. The 'Insights' section shows 773 monthly active users, 7 daily new likes, 1,845 daily post views, and 6 daily post feedbacks. At the bottom, a list of 46 friends who like the page is partially visible, including Shalom Isaacson, Alan N. Sussman, Eric Adelman, Elliot Poland, Adam Mallerman, Chaim Goldsmith, and Jordan Neil Dragatsky. The browser's status bar at the bottom shows the page title 'Israel Free Spirit (110)' and a chat notification for 107 active users.

Going Viral on Facebook

Facebook Fan Page Steps:

- ▣ **Getting Started:** Create Page, Fill out “info” tab, web link, quick description, page name, icon pic.
- ▣ **Adding Extra Features:** “Welcome” tab, “Twitter” tab, “YouTube” tab (Involver), Static FBML (Web Monkey Cheat Sheet).
- ▣ **Start Getting Fans:** Suggest to others, put “like” boxes on web pages, mass e-mail blasts, linking page on all e-mails.
- ▣ **Posting Content:** Content should be frequent, relevant, and mixed around, but not too much and never in a spamming fashion. The key is to try to get people to “like” the post or make comments of their own. Ping.fm, floating capture pages
- ▣ **Creating Ads on Facebook:** Create ads to redirect to the fan page or web page. Important to be specific in laying out your target audience. Then get everyone to “Like” Beg if you need to!!
- ▣ **Always check back in “insights” section on fan page:** It will allow you to track activity and scale it. It will help you get a sense for what people like and what they don’t.

OU IFS WEB SITE

The screenshot shows the website for Israel Free Spirit, viewed in Internet Explorer. The browser's address bar displays the URL <http://www.israelreespirit.com/>. The search bar contains the text "birthright israel". The website's navigation menu includes links for "About Taglit-Birthright Israel", "About Us", "Contact Us", "Email a Friend", and "Ambassador Form".

The main banner features the text "Live your dream adventure. For Free." above a photograph of a person standing on a cliff overlooking a vast landscape. Below the banner is a navigation bar with links: "About the Trip", "Register Now!", "Sample Itinerary", "Questions & Answers", "Alumni Pix & Quotes", "Pre-Trip Prep", and "Safety & Security".

A central promotional section includes social media icons for Facebook, Twitter, and YouTube, followed by the text "Maximum Experience. Less Fluff." and "Sign-Up for Summer 2011 Trip Updates!". Below this, a paragraph reads: "Sign-Up for the [Early Update List](#) NOW. Be the first to learn about May, June, July, and August 2011 trips. Actual registration will open this coming February...But take the first step today! Sign-up for the [Early Update List](#) to receive helpful pre-registration tips and be the first to learn about upcoming trip dates."

At the bottom of the page, there are two images: on the left, a lens cap with a colorful rainbow pattern and the text "ISRAEL FREE SPIRIT 2011"; on the right, a group of people and a landscape with the text "Get all the facts TRIP REGISTRATION CENTER".

P > Your Dashboard

[Edit Profile](#) | [Settings](#) | [Recent Posts](#) | [My Media](#) | [Help](#)

- Social Networks**
- Twitter Posting
 - Facebook Posting
 - Facebook Pages Posting
 - MySpace Posting
 - Ning Posting
 - AIM Status Posting
 - LinkedIn Posting
 - Plaxo Pulse Posting
 - Custom URL Posting
- [Add More Networks](#)
- [Help / Feedback / Info](#)

Ping My: [Create Group](#)

Type Your Message Below: 34 characters

Welcome To The AJOP Convention!!!!

Go ahead, post a link. We'll convert it to a short link before posting to your services. (posting tips)

[Ping it!](#)

- Services / Tools**
- E-mail
 - SMS / Text Messaging
 - RSS Feeds
 - Google Reader
 - AOL Instant Messenger
 - GTalk / Jabber
 - Application Gallery
 - Posting Tips
 - Posting Groups
 - Application Keys
 - Integration
- Featured Apps** [More](#)

feedback



Arie Reiter is now a connection

57 seconds ago



chris senat is now a connection

1 minute ago



David Lamm is now a connection

1 minute ago



Ben 'Ami' Garber is now a connection

1 minute ago



Yishai Breslauer is now a connection

1 minute ago



Eli Casper is now a connection

1 minute ago

Hide



Mark Frankel is now a connection

1 minute ago



Debra Gutzmann is now a connection

1 minute ago



Nissim Levin is now a connection

1 minute ago

Sponsored Content



Free IESE Whitepaper

Keep leading, keep learning We can fit your schedule.

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From: [IESE Business School](#)



Invitation from LinkedIn

Place ads on LinkedIn. Acquire new customers for your business. Try it now.

[LinkedIn.com/DirectAds](#)

From: [LinkedIn](#)

[What's this?](#)

Who's Viewed Your Profile?

6 Your profile has been viewed by 6 people in the past 7 days.

20 You have shown up in search results 20 times in the past 3 days.

Your LinkedIn Network

794 [Connections](#) link you to 5,738,510+ professionals

176,067 [New people](#) in your Network since December 22

How to build your dream opt-in list



Tried It All, LLC - Home - Internet Explorer provided by Dell

http://triedital3.hs1.info/

Google Search

Secure Search

McAfee

Tried It All, LLC - Home


How I generated 5 new leads & 2 phone calls within 15 minutes while preparing for A1OP at 1 am

SHARE

Imagine This On Your Website

With Your Text and Video

How I generated 5 new leads & 2 pho..




Do you REALLY want to grow your business? Enter your contact information to get my free newsletter. You'll make more sales...Guaranteed!

Name:

Email Address:

BBBM




You'll receive email newsletters sent to you by David Felsenthal. [Privacy Policy](#)

 [Click Here for Instant Access](#)

P.S. Here's What We Can Do for You, Capture Email Addresses & Automate Sending Marketing Messages which Increases Your Sales! We can also teach you simple ways to...

Want this on your site? [Buy Now](#) Alternative option: PayPal

Israel Free Spirit | A Gift from Taglit-Birthright Israel

So much more...
than just a tour!

True Friendships
that Last a Lifetime!

israel free spirit

FREE TRIP TO ISRAEL!

So Much More Than Just A Tour

Register
for our Update List
and Receive your
FREE
Israel Travel Guide

Top Ten Spots To Visit Included!

Name: _____

Israel Free Spirit | A Gift from Taglit-Birthright Israel

So much more than just a tour

Personal Touch From Start To Finish

Israel As Your Homeland

Real Jewish Pride

Israel - Off The Beaten Path

True Friendships To Last A Lifetime

For eligibility and more information, visit IsraelFreeSpirit.com!


Name:

Email:

Phone:

Register Now! ▶

This is a gift
from Taglit-Birthright Israel.



תגלית - בירטראיט
BIRTHRIGHT ISRAEL
www.birthrightisrael.com

Copyright 2010 Israel Free Spirit

Please be aware that Nicole is merely a dramatization.

How to get your emails out of the spam filters and into the inbox





Inboxing Mailer Program v3.0

Step 1: Load Your Mailing List

Fields terminated by:

- Enclosed Fields
- With Titles
- Without Titles

Titles:

Total Emails:

Step 2: Deliver Your Emails

Your Name:

Your Email:

Reply-To:

Subject:

Delay: Put zero '0' for no delay

Max Emails: Leave blank to send to all emails

Titles:

- Plain
- HTML

Sending Jobs



Job (1/1): Sending message 85845 of 243387.
Failed emails to sent counter: 0.

Server "israelfreespirit.net ipage" 495 failed of 4877 emails sent.
Server "elmsshes.com ipower" 601 failed of 6139 emails sent.
Server "elmslight.com hostgator" 16 failed of 5938 emails sent.
Server "elmspreg.com ipower" 555 failed of 6067 emails sent.
Server "ugalilee.com hostgator" 14 failed of 3984 emails sent.
Server "ugalilee.net ipage" 498 failed of 4885 emails sent.
Server "dontwasteyourtime.net hostgator" 23 failed of 5920 emails

Elapsed time : 54:54:32

Remaining time : 100:46:26

Auto Pause/Resume

Auto Pause/Resume

Sending Times

Constant: 00:06:00

Random: 00:02:00

Pause Times

Constant: 00:02:00

Random: 00:01:00


Pause

Minimize

Cancel

Tried It All, LLC

Tried It All, LLC | [Home](#)



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THE LAST SYSTEM
recruiting experienced networkers everyday

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