
Social Media Primer For Business

December 1, 2009



Marketing Vision, Delivered.

The Social Media Revolution

Video by Erik Qualman:

<http://www.youtube.com/watch?v=D08URtovG5s>

Know your audience by listening

Your business: b2b or b2c?

Your tools are determined by

- where your audience already is
- what they need
- what you can offer them

Social Media is a conversation

Engage your audience through blogs, vlogs, microblogs and online social communities to

- monitor customer sentiment
- build a following
- extending existing relationships
- establish expertise
- build the company brand

Social Media Tools

Blogs, microblogs and vlogs: Wordpress, Twitter, YouTube

Online communities: Facebook, LinkedIn

Social bookmarking: Delicious, Digg, Reddit

Is social media just marketing?

It's HR, legal, customer service,
customer retention, help desk, R & D,
partner and channel relations,
oh, and marketing

Businesses participate in social media marketing to:

- Listen and learn from customers
- Connect and interact with customers
- Promote expertise
- Build a following
- Distinguish their offerings and value

The Golden Rules (of Social Media)

- **Community is a privilege, not property** – you cannot control the community or stop the conversation. But you can learn from it.
- **Be helpful** – social media is not a place for direct selling, it is a place to offer value
- **Be human** – communicate like one
- **Be passionate** – write content that matters to you, make it interesting, and you will gain a following

Social Media Strategy

- Monitoring - Listen and learn
- Gap analysis / market need- Identify opportunities to use social media marketing
- Content strategy – Develop a social media strategy to take advantage of these opportunities
- Monitor and refine -- what's working?

Social Media Tactics

Organizational social media strategy may include

- employee policy, education and training
- brand positioning and awareness
- customer monitoring and customer service
- product development

Using corporate and industry blogs, forums and communities, online news sources, and Facebook, Twitter, LinkedIn, YouTube (among others)

Efficient Content Distribution

Substantive Content

Expert opinions & advice Audio & video interviews
Announcements & case studies FAQs and Answers



Channels

Industry blogs Online versions of print pubs Industry community sites
Corporate Blog



Employees and Stakeholders
Facebook & LinkedIn profiles

Company Twitter, Facebook &
LinkedIn pages

ROI of Social Media

ROI depends on what you are trying to do. Is it visitor traffic? clicks? comments?

- Build-in measurable triggers
- Accept that some things, like brand awareness, are not measurable

Our Approach

- Education and benchmarking
- Understand the organizational goals and objectives
- Conduct competitive research
- Monitor online activity
- Gain validation for findings from client
- Develop programs to meet organizational goals
- Measure, monitor and refine programs

Weber Media Partners Case

- **Commenting** on Wall Street Journal articles drives traffic to blog
- **Blogging about industry books** draws comments from authors, other experts in the industry
- **Status posts on LinkedIn** draw interest from prospects and competitors
- **Tweets on media trends** build thought leadership and create brand awareness

Summary

Implementation of social media programs can:

- Open communication and engage your customers
- Broaden the reach of the corporate brand
- Build thought leadership beyond the white paper