



**Business
and the**

New Social Media

**Marketing
Paradigm**



Social Marketing Management

shputlet, SYNAPSE, vitrue, involucr, hootsuite, Spredfast, awareness, tweet, tapifi, Flowtown, Socialware, hear say, MUTUALMIND, SPROUT SOCIAL, offerpop, Seismic, Strutta, votigo, Social Amp, 3333factory, SocialAppsHQ, extole, Fanzila, NORTH SOCIAL, Zuberance, BzzAgent, loonloop, CalinSea

URL Shorteners

bityly, tiny arrows, TinyURL.com

Stream Platforms

UberMedia, TweetDeck, twirl, Aol Lifestream...

Twitter Apps

twitpic, tweetmeme, StockTwits, wefollow, Listorious, Cadmus, flixup!, twitvid

Social Advertising Platforms

TBG, Lexity, spruceMEDIA, Adaptly, Clickable, GRAPH EFFECT, BLINQ MEDIA, epic social, SOCIALTYZE, twelvefold media, SAM, nanigans, Taykey, Ybrant DIGITAL, KENSHOD, Marin, EfficientFrontier

Social Brand Engagement

socialvibe, mylikes, adly, local response, appsavvy, 140 Proof, DYNAMIC SIGNAL, sharethrough

Content Curation

hunchi, memolane, BuzzFeed, SUMMIFY, Flipboard, SkyGrid, Storify

Social Commerce Platforms

Payment, Moontoast, SHOP TAB, live gamer, dotbox, mun.com, Moluko, trialpay, Stonerivy, shop igniter, FLUID, VendorShop, ecwid, milyoni

Facebook Apps

ROOFMUSIC, LIKESTER, BranchOut, CAPEBOTS, SNAP, badoo, smule, causes, booshaka

Facebook Gaming

playfish, zynga, MetroGames, Playdom, TABAM, CrowdStar, socialpoint, ZIPZAP PLAY, EA, UBISOFT, WILDNEEDLEGAMES, PopCap

Social Ad Networks

OneRiot, rockyou across, LIFESTREET, radium one, XGRAPH, media6degrees, Gnip

Social Data

DATA SIFT, RapLeaf

Social Search & Browsing

TOPSY, Aardvark, StumbleUpon, greplin, spokeo, WHOOS TALKIN

Social Intelligence

PostRank, Trendrr, ATTENTIVY, VISIBLE, actiononly, viralheat, colligent, synthesio, sysamos, brandprotect, trackur, SCOUT LABS, M, backtype, radant, ALTERIAN, converseason, NETBASE

Social Scoring

KLOUT, empireavenue, PeerIndex

Social TV

PHILO, plus, miso, GetGlue, clipsync, SnappyTV, INTO NOW, tunerfish

Social Networks - Other

LinkedIn, plaxo, Path, TAGGED, my, frenster, goia, myYearbook, orkut, Google+, #hashable, renren, friend.ly

Social/Mobile Apps & Games

foursquare, waze, iWIX, Foodspotting, lu, loopt, pelago, PlayJams, YAK

Social Shopping

Giantnerd, Zearly, zappli, Swipely, LOCKERZ, SPLY, gifski, kaboodle!

Content Sharing (Reviews/Q&A/Docs)

topix, dingo, fotopedia, slideshare, yelp, Angie's list, Quora, Scribd, DocShare

Social Business Software

pasenger, lithium, jive, telligent, InGage, External (Customer) Facing, satisfaction, LeverageSoftware, Pluck, YikApps, mZinga, Assistly, huddle, Internal (Employee) Facing, acquia, IGLOO, TWiki, cubetree, Watchitoo, Yammer, chatr, moxie, Socialtext, nmbie, SOCIALCAST

Blogging Platforms

tumblr, posterous, Blogger, WordPress, Squarespace, Joomla!, JUX

Community Platforms

YIKU, GROU.PS, elgo, YikApps, BuddyPress, NING, mixxt, Groupsite

Social Referral

ShopSocially, socialleat, 500friends, TurnTo, curebit

Photo Sharing

SmugMug, fixable, klip, flickr, photobucket, ZangZing, Photos, Instagram

Plug-ins/Widgets

tynt, Bazaarvoice, gigya, Badgeville, ShareThis, spinback, janrain, clearspring, echo, PowerReviews, Mass Relevance, meebo, Conve n Live, widgetbox, 3333factory

Traditional Publishers

DAILY CANDY, CNN, The New York Times, Glam Media, abc, THE WALL STREET JOURNAL, HEARST corporation, AOL, CONDÉ NAST

twitter
facebook

1. What is Social Media?

- Facebook
- Google+
- Linked In
- Twitter
- Angie's List
- Pinterest
- Blogging (Tumblr, WordPress, BlogSpot)
- And many more new sites and apps are appearing

Where did it come from? (Only in the last 10 years)

- MySpace phenomenon
- then Facebook and LinkedIn and others
- Digg phenomenon (from \$200m to \$500k in value)

myspace

2. How has Social Media changed marketing?

Social Media has caused a shift in the economy of business.

Two types of anthropological economies: a **gift** economy and a **market** economy.

- In a **gift** economy, when friends help you move, you offer them pizza and beer and they're happy. No one expects to be paid.
- In a **market** economy, you engage movers and pay them money (they set the rate). They won't move you for pizza and beer.
- In a **market** economy the focus is on transactions. We use money for transactions. A **gift** economy is focused on relationships. The most famous confirmation of positive relationship is a Facebook "Like". How many people give it a "thumbs up"? That's worth something in the **gift** economy.
- All social media are fundamentally **gift** economies. People are there to cultivate relationships, not conduct transactions. A sterling reputation is earned, not bought.
- Many people struggle with social media because they don't understand this difference. If you try to make "transactions only" through social media, you will probably fail.

(2012-08 Harvard Business Review)

Two reasons for insurance and financial companies to use social media:

- Explore opportunities and generate leads (sales, books of business).
- Stay in contact with your customer base. Make sure they're happy. How else can you assist them? It's another way for customers to interact with you, rather than just phone, fax, mail, e-mail, or <gasp> in person.

Social Media is a double-edged sword: it can create sales for you, but an unhappy customer can bludgeon you with it. It can get out of control, like a wildfire. It's a continually moving target / in a constant state of flux / and it's disruptive, not necessarily transformational.

Note: Information Technology (IT) is NOT a money-maker for your business. It can save you money and allow you to do business, but it *does not* make the sale.

Return on Investment (ROI) for social media is different for every company. Is this making me money? Is it saving me customers? Is it keeping my company's reputation sterling? Or, is it a negative influence on new business?

3. How can I use Social Media to hire? Or to find a new job? Or generate new sales leads?

93% of recruiters now use Linked-In to try and place jobs. If you're going to use Linked-In (which is probably the most stable of social media for business), follow these 5 rules:

- Make it personal.
- Get recommendations from your customers.
- Learn by example. See what is working for your competitors or other companies like yours.
- Follow other companies that interest you or that you work with.
- Make sure you join the conversation. You must be up-to-date; you must engage on a regular basis. Content must be correct for today. (Like dead fish – only good when it's fresh!)
- Try to get a vanity URL on LinkedIn. With a vanity URL, you will show higher in Google search results.
- If you're a business, make sure you have a BUSINESS Linked-In account, not just a free account. Go ahead and pay the extra \$20 per month for extra capabilities.

An example of Individual "Social media branding":

You can follow John Smith on his (1) [Facebook page](#), (2) his [Google+ profile](#), or contact him by email at (3) JohnSmith@att.net. He also tweets as (4) [@TheJohnSmith](#), and maintains a blog called (5) [BeingJohnSmith.blogspot.com](#).



This is the kind of "ease of access" that people are beginning to expect. All of your contact information should be added to your Electronic Signature (e-mail), Business Cards, Business Letterhead, and your Business (and Personal) Website.

Content marketing (sales) and the social process:



1. **Analyze and observe.** What is the current technology? What are others doing? Size up your competition. What's working? What's not? What is needed that is not currently being provided? Is there a gap you can fill?



2. **Build your on-line community.** What is your target audience? What are the leaders/thinkers in this industry doing? Watch social spaces for activity. Follow, read, and engage with similar thinkers/providers.



3. **Develop a strategy and a calendar.** Define goals and action items. Create a calendar for your efforts, and determine how to measure results. "We'll try this thing for 6 months and see if we get any new sales from it."
 - *For example: a large church in our area used to have yearly community gatherings, and they got names and addresses of visitors to send follow-up mailings and contacts. After 10 years, no one knew if this was effective. So they tracked it for 1 year. After that year, they could find **no record of new visitors in the church that attended the event.** So, one of the goals of this event was not being met.*
 - If no one is engaging in your social media, and you have no new sales or contacts after a certain amount of time, stop and do something else!



4. **Create the value.** Current information; always updated; blogs, videos, photos, infographics. People should gain value from having engaged in your social media.
 - Provide something of value; information not readily available elsewhere.
 - Be authentic.
 - Make sure you're consistent with "voice." Use "I" or "the company" as your standard.



5. **Get the word out.** *This is the step that most people want to start with.* Wait until you've analyzed and developed your ideas BEFORE you tell your clients. That way, from the beginning, they will be engaged with current and important information. Use the same social media to advertise your sites: website, blogging, Facebook, Twitter, LinkedIn, YouTube, Google+, Direct E-mail, etc.



6. **Monitor and engage.** If you don't monitor your sites, people may be leaving negative comments or asking questions that are not answered. Join the discussions happening on your site. Respond and engage. Let them know that you are a "live" person and want to work with them.



7. **Analyze.** Use your goals to determine if you're meeting them. Make improvements to your social media, and monitor those.
 - Is it working? Rinse and Repeat!
 - Is it NOT working? Stop and do something else. Try a new strategy.

The more you engage, the more interest you'll generate.

4. Final Notes

- Social media is in a constant state of change.
- **Always be professional.** “Cutesy” can harm your professional image, even though it may get you noticed.
- Software and internet usage (as in Social Media, for example) is disrupting all industries, forms of marketing, and forms of employment.
- Resumes and reference checks are being displaced by Linked-In.
- **Be careful what you share online.** Search engines are digging deeper into Facebook, Twitter and other electronic information, which is becoming readily searchable.
- In addition to your social media accounts, create a comprehensive web page that’s all about you, with your accomplishments, personal interests, and professional background. Search engines will see this site as relevant to you, and thus rank it highly. Optimize your images. Put your name in the image caption, the <ALT TXT> html tag, and even in the image file name.
- **Content must be useful, relevant, and current**, and it must be placed in a location that’s easy for people to find. Social media presence can provide a useful trail of breadcrumbs to you.
- A web marketing effort / social media effort includes blog posts, info graphics, videos ... whatever content type aligns with your clients’ goals.
- Engage on Linked-In, Twitter, on your personal website, on your blog. This must be done on a regular basis; time and effort will be different for each person.
- On all your sites, fully complete your profiles with *key-word rich* content.
- When people leave comments for you, *be sure to respond* within 24 hours.

A Social Media Success Story:

Kraft Foods has done an excellent job of engaging in social media. Website, Facebook, Pinterest, Twitter. They began by offering their recipes to their communities online. Then, they had an “aha” moment (the social insight to build their community). Their focus became to help people exchange recipes. Now, people within the Kraft on-line community exchange recipes with each other and everyone gets a positive experience using Kraft, both online and in product purchase.

