

Social Media Strategy

Integrating Direct Marketing and Social Media

Cynthia Rubin
Marketing Manager



Social Media Strategy

Definition of Social Media



What is Social Media?

- Social Media is an internet-based technology that allows the creation *and* exchange of user-generated content.



Social Media vs. Traditional Media

- Social media is online media that isn't fed "one-way" to users, but allows the users to interact with each other online and share their own content.



Types of Social Media



- Social Networking
- Social Bookmarking
- Content Sharing
- Blogging

Social Networking

→ Social networking sites allow users to create personal profiles and interact with chosen contacts through chat, blogging and media sharing. The unique dynamic of social networking sites is that you can not only interact with the members of your own personal network, you can extend your network into secondary and tertiary contacts; friends-of-friends, your friend's friends-of-friends, etc.

- LinkedIn
- Facebook
- Twitter



Social Bookmarking

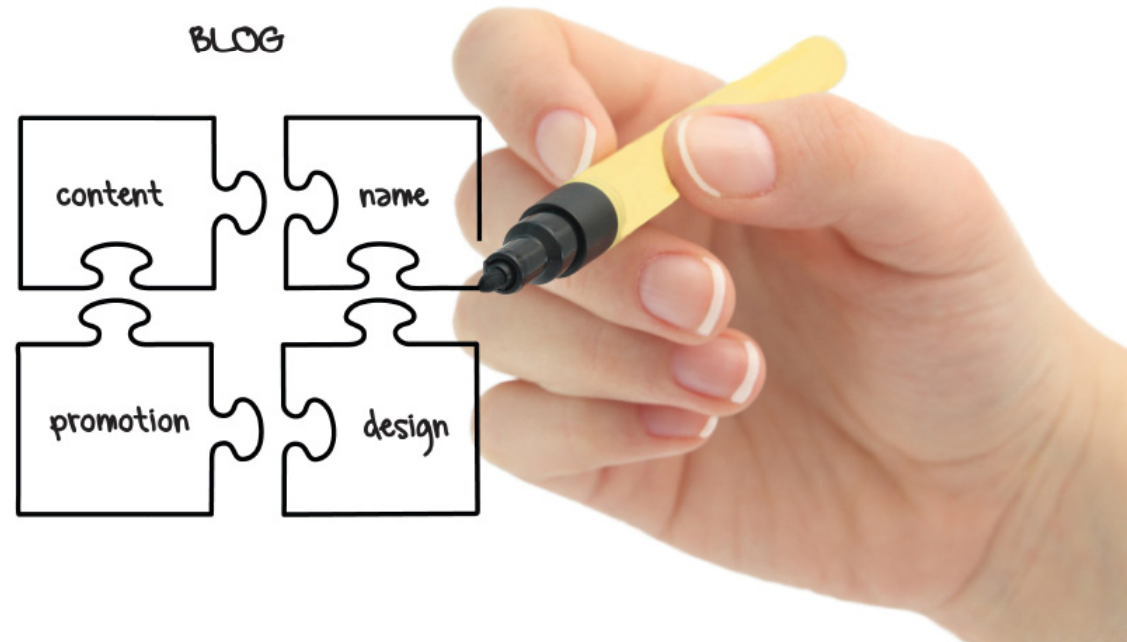
- Social Bookmarking sites are like your "favorites list" on your web browser. On these sites, users can submit links to sites or stories that they find interesting or useful. Then, other users on these sites can access the bookmarked lists and follow the links through to the original content.
- StumbleUpon
- Technorati
- Digg
- Reddit



Blogging

→ A blog is a journal-style website where entries are made typically in reverse chronological order (most recent entries appear first). Blogs are commonly a combination of text, images, and links to webpages or other blogs as it relates to a particular topic. Blogs should give readers the ability to leave comments and can be structured with entries from a single blogger or multiple contributors (common for corporate blogs).

- Wordpress
- MovableType
- Blogger



Content Sharing

- Content sharing sites facilitate the sharing of photo, video, audio and written content. Users can upload videos or photo slide shows of personal events, or businesses can upload product demonstration videos and presentations.
- YouTube
- SlideShare
- Flickr
- Squidoo
- EzineArticles



Social Media Strategy

Aligning Direct Marketing and Social Media



Business Benefits of Social Media

- Build relationships
- Add a human element to business/services
- Deepen customer engagement and support
- Build brand awareness and credibility
- Increase website traffic
- Share content
- Find new customers



Tie Social Media with Direct Marketing



- Website
- Public Relations
- Email
- Collateral
- Trade Shows

Integrate Marketing Efforts

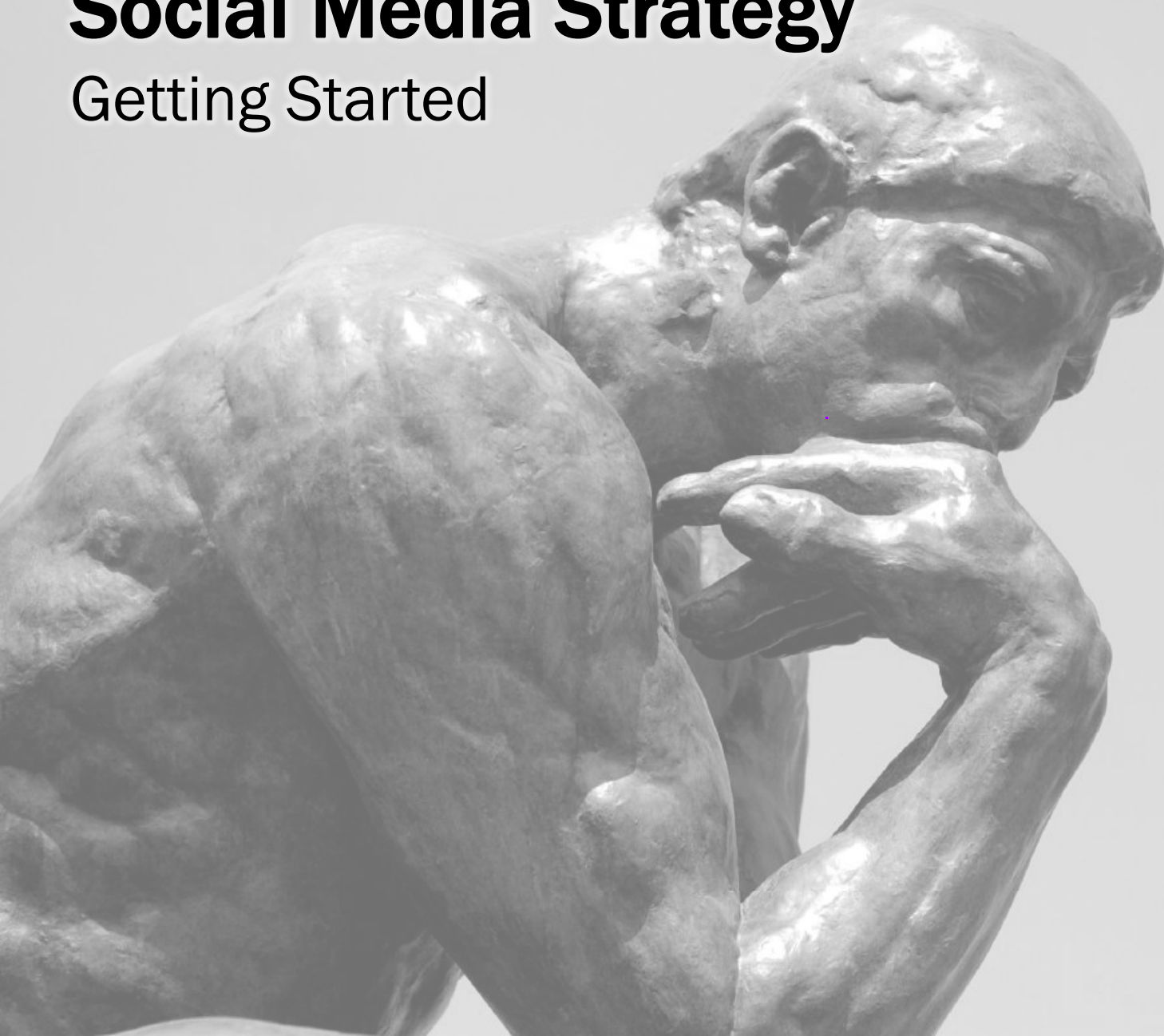


Result: Increase in Traffic

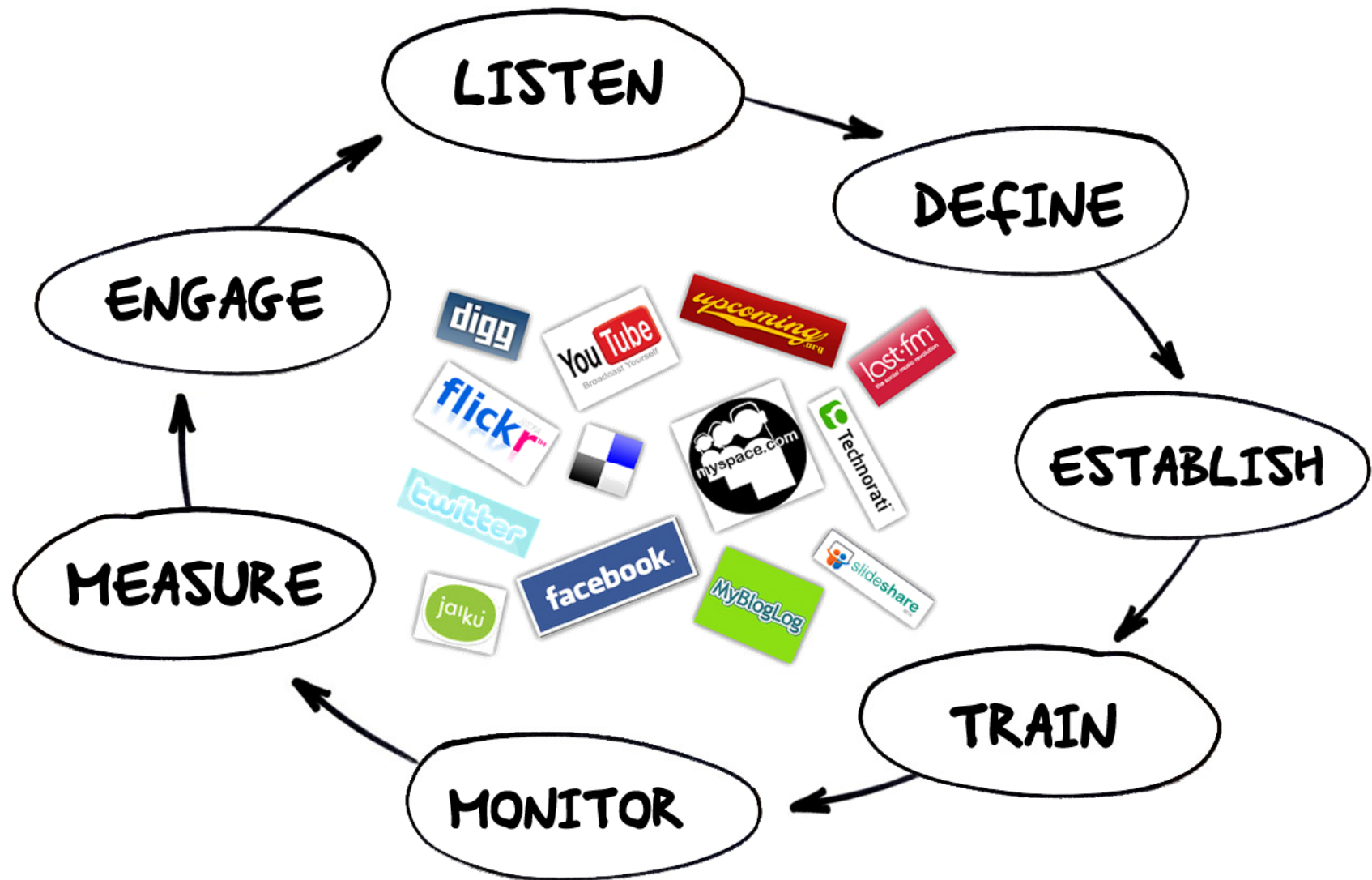


Social Media Strategy

Getting Started



Start with a Framework



Listen

- Setup Social Media monitoring stations
 - Hootsuite
 - Social Mention
- Read what is being said about the company and industry-related information
- Investigate competitors
 - Social Media tools they are using
 - What they are saying



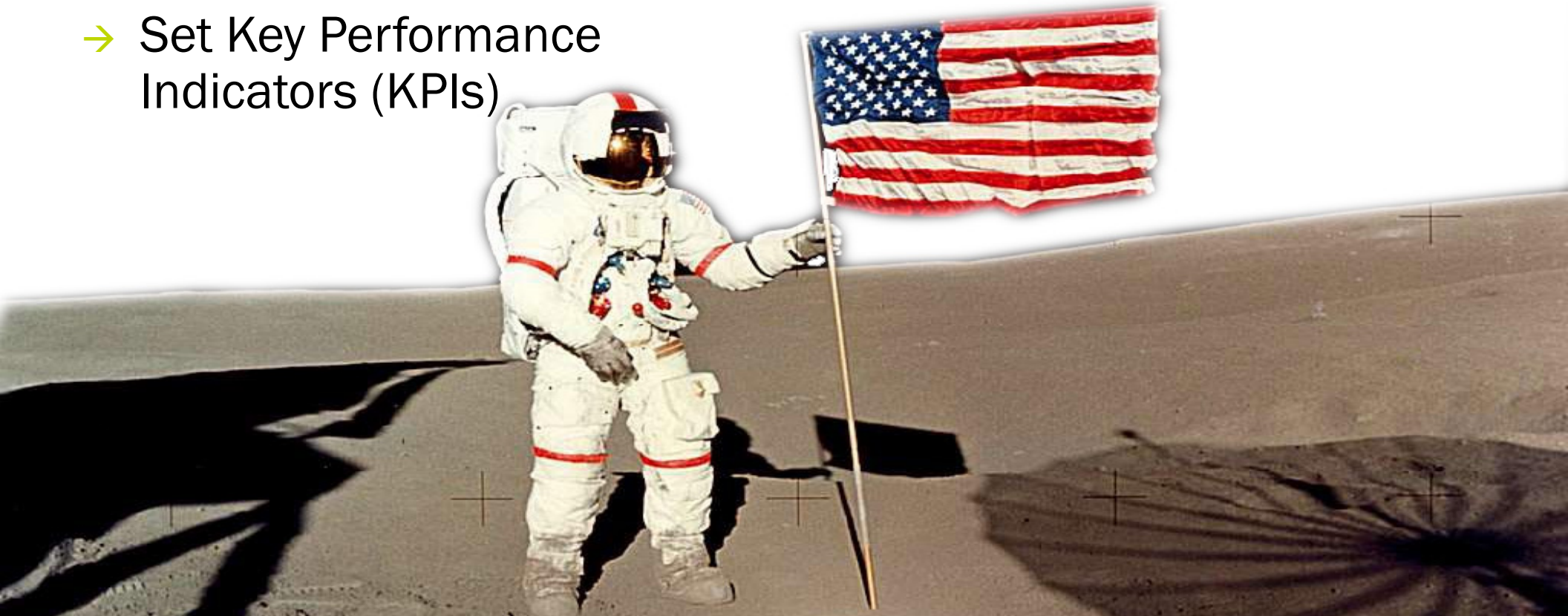
Define

- Select initial platforms to focus on
- Identify opportunities and risks
- Set company-wide policies
- Define the direct marketing programs to be integrated



Establish

- Create pilot program
- Establish dedicated resources with allotted time commitment
- Set Key Performance Indicators (KPIs)



Train

- Set training plans for identified resources
- Create internal communications and training for employees and executives
- Research recent trends
- Read relevant case studies



Monitor

- Observe pilot program
- Track performance
- Stay on top of new developments
- Read feedback from employees, customers and executives



Measure

- Look for success stories
- Measure progress
- Report on status to date
- Identify problem areas for improvement and refinement

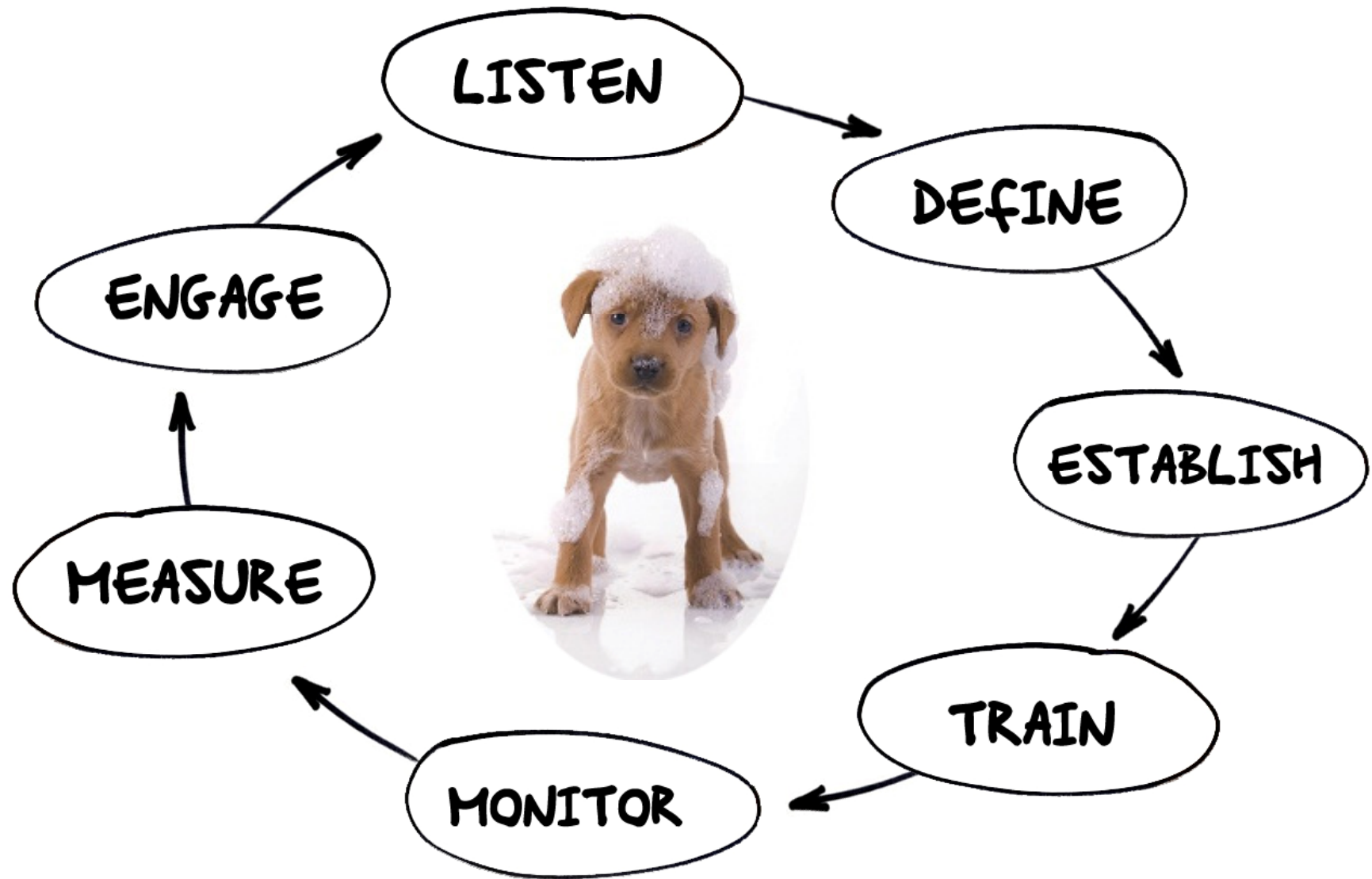


Engage

- Provide valuable and relevant content
- Engage with established programs and communities
- Respond respectfully and promptly



Lather. Rinse. Repeat



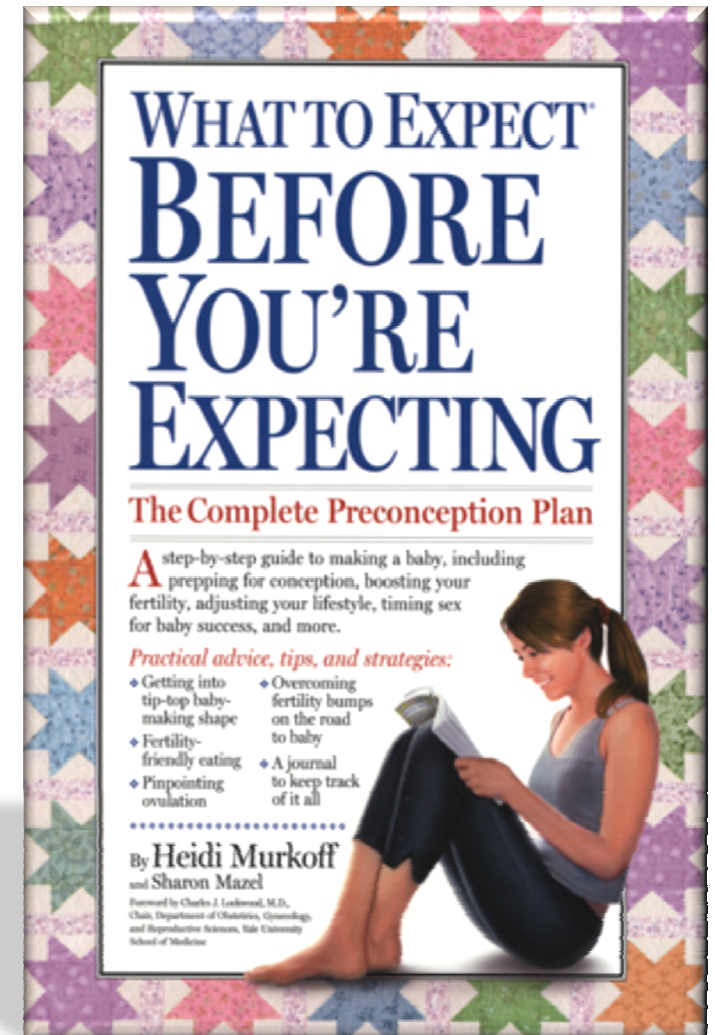
Social Media Strategy

The Next Steps



What to Expect

- Know the limitations
 - Knowledge
 - Resources
 - Legal roadblocks
- Be ready for negative comments
- Stay committed and keep the momentum going
- Be patient!



Social Media Strategy Building Blocks

- Use Social Media as an extension of existing direct marketing
- Set attainable goals
- Build and share relevant and useful content
- Keep an eye on competitors
- Listen and learn, learn and listen and repeat!





Cynthia Rubin
Marketing Manager

