

Book VII - Social Media Marketing

Chapter 1 - Understanding Social Media B7C1-1

637

Social media traces its roots to 1st bulletin board systems, discussion forums, IRC (Internet Relay Chat) + news groups

Today = complex web of sites + software that allows you to bookmark, discuss, vent, + share with others

SM represents an immense market

Facebook has over 80m. active users

Your customers = those talking about you.

Know where they talk } = critical
+ how to answer them }

This chapter - introduces popular SM sites + terminology, + how you can use it to grow your business

build an interested audience
+ keep in touch with your customers in a way that everyone appreciates

I. Marketing Social Media Style

SM sites + tools allow you to build your reputation + audience over time

Every friend you add on Facebook
Every bookmark you add to StumbleUpon,
Every post you make on a microblog } increase your profile

638

If you spend this capital wisely, you can
Announce a new product

Ask everyone for feedback about a new idea dog post
Build some buzz + get others talking about you
+ your online presence

The catch? If networks or members think you're
abusing them to promote yourself → penalized or banned

(638) Aside - Why social media = so important - the ^{sneeze} Principle
 SM allows visitor to watch video, read article, see content.
 Then it lets visitor sneeze - indicate if agrees or not
 leaving a comment
 posting a bookmark
 checking an "I'm a Fan"
 Others go to see same content - they might sneeze -
 their circle of friends see the same things, + have
 the option of transmitting it further

II. Exploring Social Media

SM includes any Web site or Web application that
 allows your audience to interact with your site + each other

639 Seven basic categories exist

- Blogger, WordPress 1. Blogs - allow you to write journal style, + invite comments
 Facebook, MySpace 2. Social networks - where people interact + connect online
 Delicious, Stumble 3. Bookmarking sites - allows you to save sites' bookmarks online
 Twitter, Plurk 4. Microblogging sites - allow you to blog 1-2 sentences at a time
 YouTube, Flickr 5. Media sharing sites - where you upload + share ^{video, audio} + photographs
 Digg, Reddit 6. Popularity sites - where you collect bookmarks + others vote
 FriendFeed 7. Aggregators - help the truly connected keep up!

All are important to explore - all interconnected!

Has potential to spread message fast + fast

You need to know - what sites = social media hot spots
 what each site's specialty is - so you can use SM
 to spread the word about your p/s online

Following sections - explain each category + explore benefit
 so you can begin to formulate your SM strategy

640 Aside - Beware of social network spam
social networks & like spammers!

Make a sales pitch only if someone says they're looking for p/p you provide

A. Posting and commenting on blogs

Blog (Weblog) = set of regularly published entries by 1 or more authors that allows visitors to post their comments on each entry.

Term can refer to

1) the software that's used: WordPress

2) a writing & publishing style -

blog posts typically appear chronologically
tone is usually very casual

3) something as simple as a set of journal entries on Web
ex. someone's daily memoir

Most blogs = social media sites

if & allow comments, + 5M

For these discussions, blog includes

1. regularly published articles by 1 or more authors
2. allows visitors to post their comments to each entry

Frequency = daily, monthly, yearly - but weekly, to be viable

Purpose - promote a business

talk about a hobby

keep friends up to date on world travels

espouse a pol. viewpoint

Some blog = major businesses!

Engageit (www.engageit.com) + Gizmodo (<http://gizmodo.com>)

Big or small, all blogs have 2 standard hallmarks

- 1) comments
- 2) serial publishing style, i.e. posts shown sequentially

To see examples, visit <http://technorati.com>

Blogs = terrific way to begin social marketing. offer opp. to

- 1) Talk directly to your customers by posting + commenting on your blog
- 2) Explain your bus. philosophy by writing in your own style + exposing your ideas to the public at large
- 3) Demonstrate your expertise by commenting on other blogs or creating your own expert blog
- 4) Win over potential customers by driving the people who read your blog to your business

642

Blogs = the most powerful social marketing tool.

Rest of SM world grew up around bloggers to get the word out.

Use this infrastructure to find the right readers + grow your presence online

Finally - blogs can help you move up in search rankings

text-focused style	} give you a much-needed boost by building your authority in search engines
regular publishing	
capability to attract links	

B. Connecting via social networks

social networks = sites that let you create your profile, check out + connect to other members + talk to your friends from a single profile page

also - allow you to share photos, images, links
+ other tidbits of info within your circle of friends

5N offer opportunity to

1. Get a feel of your potential customers - help you find friends + users by interests, geography, hobbies
2. Get advice from colleagues - LinkedIn + Answers network allow you to ask + answer questions
3. Demonstrate your expertise - tell friend about social recent accomplishments, answer questions, + provide occasional tips

after you start using advanced tools, you can

4. Distribute custom tools by using these networks special development kits
5. Create targeted discussion groups, such as Facebook groups

Here's a list of social networks we should be familiar with

643

1. Facebook - one of dominant sites. allows you to
 - create a profile page
 - send messages to other friends
 - create/use custom applications
2. Myspace - predates Facebook with same toolset + features
 - allows custom skins (designs)
 - serves as launchpad for up-and-coming performers
3. LinkedIn - members only, pay to register for business people - allows others to connect to you based on common interests, previous work together, or networking groups. Members can create networks of 100's

4. Yahoo! Answers - <http://answers.yahoo.com> - helpful members answer questions on wide range of topics. Free to join, easy to answer questions nice ego boost when someone picks up answers. - best

644

5. Discussion Forums - most are free to join
www.webmasterworld.com

<http://groups.google.com>

All 3N sites offer you a rare opportunity to spread the word about you or your ~~self~~ company
 The trick is to do it politely

C. Bookmarking sites

= applications that let you move your bookmarks from your computer to a single, central account that you can access from anywhere

= convenient: instantly accessible

= safe: won't lose in a computer crash

Bookmarking sites = handy utility and a community

Members can connect with other members with similar interests + share recommendations

Use bookmarking sites to

Share bookmarks with others

Review each other's choices

Gossip about your most recent finds

Examples of bookmarking sites worth exploring

1. StumbleUpon - installs a toolbar, then click button
 Takes you to sites members mark with thumb-up

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Can submit sites, additional pages, + review them
Follow other members as they bookmark sites

2. Delicious - save bookmarks on its server

Add notes

Automatically publish bookmarks to your blog

Subscribe to other members bookmarks lists

Some sites recommend bookmarks based on popularity

You can use these sites, as an Internet marketer,
to drive traffic toward your business

Plus, search engines crawl (read thru content) them
so = great benefit for SEO efforts (Book II)

D. Microblogging

646

= allow members to make short blog posts

Less than 140 characters

Fast, easy, can be updated quickly

cellphone
computer
voice mail

Microblogs look + feel like old-fashioned chat rooms

Participants post statements for all to see + read

= visible in a common public timeline

Allows for on-going conversation

Participants can follow fellow microbloggers

Mark people as Friend or Follow

Great way to build a focused audience to which you can
pose questions

make suggestions

announce new blog post

1. Twitter - half addiction, half publicity platform

Create a simple identity + start posting

Can see most recent posts on network and statistics on who's following you

2. Plurk - same toolset, with funky, fun interface

648

Real power of microblogging lies in your ability to get many followers + then announce things to them
"Just finished writing my new book"

E. Media sharing sites

M55 - allow you to upload video, audio, photos to a single directory which visitors can browse.

1. YouTube - upload videos of 10 min. or less and visitors can view + comment on

Getting more reviews + favorites ratings → moves you up in the directory

2. Flickr - upload + manage photos

Divide photos into groups, organize by tags
restrict access as desired

Publish photos individually or stream to other sites

The right content at the right time can get you
hundreds, thousands of new visitors

F. Popularity sites

Popularity sites let members submit new content + then vote on submissions

Items with enough votes move up in listings and attract more traffic

649

1. Digg - focus on technology and the funny, odd, bizarre
badges show the # of votes of each article
Left side shows most recent items to get signif. votes

2. Riddit - more focused on news

Posting on these sites - a gamble

Big burst of new customers/visitors = possible,
But - it's very difficult to achieve

G. Aggregators

" allow you to publish a stream of info
from all these sites in a single location

1. Friend Feed.com

2. Secondbrain.com

650 Most = free, but require some work to set up
Need to set them up to work with your current
social media profiles

Once set up, can post & review content from
all your social networks in 1 place

Integration matters -

offers links that SEs can crawl

serves as another place you can build an audience