

SOCIAL MEDIA MARKETING

WEB INTEGRATION STRATEGIES

Peer
Marketing
Group

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Social Media Marketing Web Integration Strategies

A New Rome

Social Media is an overwhelmingly popular new communication platform that has become the #1 activity online. These virtual communities have become integrated into our day to day lives through mobile technology as well as many other personal communications devices that had to adopt the networks or lose their base market.

Similar to other large social changes in North America, this was spearheaded by the younger generation who currently have more expendable capital than their parents. This active young group is now more appealing as a marketing professional because of the one connection between them, Social Media.

The unprecedented convergence of an entire generation on one platform offers an opportunity that has never been available before. The future of every consumer good whether it be an energy drink or video game has to subscribe to a new philosophy. The old view of marketing was an omniscient dictatorship where the gods on high knew what the people wanted and told them where and when they could have it. The internet gave the power to the people and changed this entire structure into an ochlocracy where the people tell the companies what they want made and whichever company makes it first wins their money.

The online marketplace can be best compared to the age when Rome was the center of the world and the emperor was overthrown. The *mobile vulgus* (Fickle Mob) does not have a collective mouth, however there are ways to hark their desires. An adoption of new concepts as well as a strategic planning are essential for success in the new colosseum. As the luminaries of Rome knew, the ways to appease the mob was to quench their thirst for entertainment and controversy. This concept is elevated to our modern arena of business by slashing prices and slanderous advertising.

To grasp and dominate the new Rome, a company must align themselves with the right generals and prepare a strategy that is both aggressive and agile. The groupthink of a clique can be controlled by digital influencers or the leaders of individual niche groups. Their preferred method of mass communication is Social Media, where we have the advantage to track and analyze their every move.

Spartan War Strategy

The tools of war that we Internet marketing professionals bear include those of automated emails, backlink marketing strategies and social bookmarking. Marketing and advertising strategies of an organization should have a fully integrated strategy that involves the end user's participation and feedback. Active communication between the customer and the company is called "crowd-sourcing". Social Media and Social Bookmarking allow a company to distribute information, offer specials, and collect feedback to a mass audience of interested participants.

Offline advertising and marketing social media integration are easy ways to drive participation and awareness of your products and services. By integrating your offline advertising to encourage online participation an organization is engaging their audience and not only presenting. To announce a call of action using offline advertising to bring the audience online has been actively researched from the onset of online marketing. The most known example of which is the Coca-Cola bottle cap codes, where you have to sign up online to find out if you won.

The act of **crowd-sourcing** enables an enterprise to become an active listener and participant in a conversation that is already taking place. Ways to begin an active crowd-sourcing campaign include writing a blog about upcoming product launches or changes, developing an online forum community, or providing a comment box below press release communications on Social Media outlets. The power of the group is harnessed by the way the feedback is filtered and used. Not all feedback will be helpful, however there should be no discouragement on the organizations part to stifle the conversation.

Benefits to crowd-sourcing are the ability to tap into the collective intelligence of your customer base, and virtually eliminate product testing by developing the products to fit their suggestions. Companies that adopt this open communication system to develop products and compile feedback have noticed a lower negative feedback response, and more significantly faster market adoption rate.



Boston College no longer emails
They use Facebook



25% of mobile phones use
twitter regularly



China's Qzone has over
200 Million active users

Social Media is the buzzword of the new generation. There are no doubts about its matriculation into our society, and its ever increasing popularity with members of 35 years and older. The question that has plagued both the social network and advertising professionals is “How can we use this to make money?” There have been few viable solutions that were derived from this problem including that first “pay-per-click” platform on a social networking site, business “Fan” pages, and polling programs that are incredibly demographically targeted.

Pay-Per-Click advertising was made popular by Google Adwords in the 90’s as an easy way to spread your message across a large population of people by only paying for your results. This was quickly integrated into complicated algorithms that calculate thousands of factors to decide whether to show one advertisement over another. This almost immediately can put small firms without Pay-Per-Click experts out of the running. Facebook has developed a system that will show how many times your advertisement was viewed, clicked on, or deleted and tell you feedback on why.

This **revolutionary change** in this form of advertising has spawned a exodus of dollars away from Google’s Pay-Per-Click system into Facebook. The social network is able to take its audience of millions of members and narrow a single advertisement’s exposure to a key target demographic. With demographic restricting categories such as “company” and “age” the advertising professional can create targeted ads with hundreds of variations to fit each demographic perfectly.

Facebook has developed its popularity by not following the same business model as Myspace and bombarding its users with advertisements and flashy graphics. **The genius of Facebook** is its simplistic white design with easy to read boxes and self explanatory tools. With the evolution of its unique user interface design, the company began offering advertising to any user with an incredibly targeted Pay-Per-Click system.

Fan pages are the newest addition to the business arsenal on Facebook to reach out to the mass audience. A Facebook fan page allows a business to assemble a profile like page that users can become “Fans” of and receive updates on the company’s information. This platform is ideal for drip marketing and crowd-sourcing. Studies on social media and client retention rates show favorable results to companies that adopt a non-aggressive drip marketing campaign using social media as a delivery tool. This combined with the pay-per-click campaign spread over time creates an uncommonly low cost per impression on the audience making Social Media the most cost effective advertising tool available.

The **mass demographically targeted polling tool** called “Polls” is essentially turning a company’s blind testing practices and focus groups on its head. The key component of product testing and market research has always been anonymity. What can be more anonymous than the internet? Today’s practices of bringing a member of a target demographic into a room to test a product will be obsolete in 5 years. The power of an online mass demographically targeted poll is a larger focus group and smaller cost to solution.

Your KEY To The Kingdom

The future of marketing is available to those who choose to be early adopters of technology. The lessons learned from the past are more than applicable to new practices. Those of direct marketing are being applied to every facet of online email marketing and other online advertising solutions. The Internet offers a plethora of new tools to advertising and marketing companies. However, Social Media is a new form of communication platform and new methods and best practices are being developed everyday.

The company that succeeds online in this new arena will be the group led by a knowledgeable expert in the industry. Though practices are adopted from traditional media they are being used in ways that a traditional advertising operation does not have the experience to grasp. Deciding on a leader to develop an online strategy that includes online Social Media and Search Engine Optimization strategies is essential. The principal of Peer Marketing Group has been involved in online commerce since the mid 90's and has developed online marketing best practices used by Fortune 500 companies to this day. Social Media has the power to change the course of governments, expose fraud among multi-national organizations, elect a president of the United States of America, and tell the creators of Furby what color will sell the most. What can it do for you?

Position yourself accordingly,

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