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HOW TO NAIL Social Media (WITHOUT FAIL)



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I sincerely hope you will enjoy the read and I look forward to your feedback – all of it! 😊

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PEOPLE I WANT TO THANK (AND THAT INSPIRED ME WHILE CREATING THIS E-BOOK)

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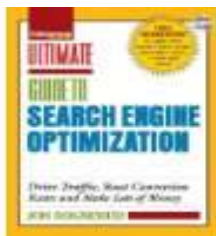
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INTRODUCTION

Why should you care about Social Media Marketing?

Did I hear an excited **“Social Media – Rocks!”** from you? Or, like so many business owners and corporate executives, maybe it’s more like **“Social Media, Huh?”**, or **“Social Media, Yeah?”** – **With a BIG question mark, and hesitation at the end?** Read this book, and this will all begin to change for you, and move into a positive change for you and your business. You need to understand how to nail social media, and you’ll learn it here.

If you listened to an introduction video at <http://www.jonrognerud.com> – you’ll know what I’m talking about. I will hopefully get you to see the light or at least things in a different way - and turn to the positive, results driven side of the spectrum.

The overwhelming response to the Internet as a commercial vehicle was unexpected by many in 2004 especially after the “dot com bubble” burst. From 2000 to 2001, there were many proponents of e-commerce who believed people would like its advantages, but even the most optimistic of the group has been overwhelmed by the impact on e-commerce profits as a result of social media marketing.

Social media marketing is the art and science of building relationships throughout every phase of the business cycle. Today’s businesses are moving in droves to learn how social media marketing works. This guide is meant for you to use to determine your company’s social media marketing dialogue. The goal is to present you with the tools, resources and information that supports your own goals and applies to your niche.



(Courtesy Gravitysummit.com)

Internet 2004 vs. Internet 2009: The Static Web Evolves into an Interactive Web

When you review the history of the Internet specifically in terms of commercial activity, the statistics are mind-boggling:

Number of Users ¹	Search Engine Marketing Revenue ²
2004: 812 Million	2004: \$4 Billion
2009: 1 Billion	2009: \$10 Billion

In the research paper, *“The State of Search Engine Marketing 2004,”* the findings regarding the growth of commercial activity on the Internet sent shock waves through the business world. Although these figures related only to advertisers in the United States and Canada, in 2004 these two countries invested \$4.087 billion dollars in search marketing programs.

The major players had yet to accept this new reality, but the e-commerce figures could not be denied. Internet e-commerce could no longer be considered a vehicle only of use to entrepreneurs and small companies. From 2005 to 2008, the landscape of Internet search engines became more populated with large, well established brands such as Tiffany & Company, Harley Davidson, General Motors, Wal-Mart and the New York Times Corporation.



¹ Statistics provided by <http://www.internetworldstats.com>

² Statistics provided by <http://www.sempo.org>

The Dynamics for Internet Usage in 2004

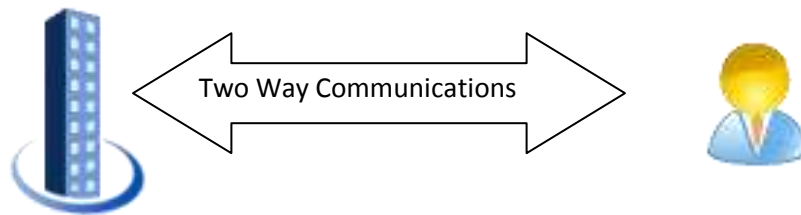


In 2004, companies launched their websites in many cases as an “online brochure” basically converting their print publications into electronic data.

Visionary companies took a different approach and sought out the answer to the question: ***“How can we make e-commerce work for us?”*** These are the companies who collectively helped e-commerce evolve to its present level of development by utilizing the following services and products:

- Companies that deliver search media products/services: \$3.1 billion
- Related in-house Search Engine Marketing expenses: \$618 million
- Outsourced Search Engine Marketing services: \$380
- Search Engine Marketing technology license fees: \$30 million

The (Social) Dynamics for Internet Usage in 2010



The Internet has evolved from a world of advertising messages to benefit conversations and “how-to” discussions. The beginning of this new mode of operation is rooted in the interactive features that were developed as a result of companies searching for ways to capture the attention of their audience, as shown by the following:

- Applications such as “Live Person” which enables a customer to send questions as text messages to a company representative and have their answer in minutes rather than hours via email is one example.

- Audio and video use increased in recorder versions and in streaming all types of media events from conferences of fashion shows direct to their Internet audience.

The sum total of the response to the evolution of the Internet was a clear stated desire of the customer for interaction with the company beyond email.

However in early 2005, the tide shifted again. YouTube swept the world off its feet and sent the interactivity meter off the scale.

The overwhelming success of YouTube led to its purchase by Google in October of 2006.

Over 4000 social networking sites followed including the popular leaders: MySpace, Facebook, and Twitter. It was at this point that the phrase “Web 2.0” began to be applied to the Internet user’s motivation behind these websites.

Just as companies began to realize profits through search engine marketing, the landscape changed and this type of marketing did not meet the changing needs of the visitors. Then number of visitors at many of these sites started to drop. What was causing this change?

Consumers now had a bevy of tools at their disposal to use to compare prices between merchants, as well as read reviews from other consumers on the products or services they were looking to buy. Some of the companies who kept their head in the sand during this critical period are no longer online. The companies who responded to the consumer’s preference proactively were able to make the transition and gain a larger share of the market.

Another factor was the increase of Internet users and domain registrations. As more companies launched websites the competition for search engine positions became ruthless. With over 812 million Internet users (13 out of 100), the success of online business attracted even more attention in 2006. At that time, there was an estimated 22,400,000 websites online. In 2008 the number of Internet users rose to 1 billion (34 out of 100) and the number of websites increase to approximately 100,000,000.

The following statistics may surprise you:

- Asia led the world in terms of Internet use in 2004 with 257,898,314 people online
- The United States with 222 million Internet users and Europe with 230,886,424 surfers.
- 55,930,974 users in Latin America
- 17,325,900 in the Middle East
- 15,787,221 in Oceania and
- 12,937,100 surfers in Africa.

The statistics on the percentage of users who also have registered domains may be obscure, but the number of international search engines makes it clear that by 2006 the Internet had become a true “global” market arena.

For **search engine marketing budgets** contributions to rise from \$4 billion dollars in revenue in 2004 to \$10 billion in 2009 is a clear indicator of growth.

Now, with the reality fully tested and found to be valid, it's projected that by the year 2011, this figure will nearly double: Revenues are expected to top \$18.6 billion.

From 2000 to 2004 the buzz word was "information"; 2004 to 2007 the buzz word was "interactive"; today, the buzz word is "open." Social media marketing has proven to be the most effective way to manage both the global market challenges and opportunities.

How Do We Define Social Media Marketing?



(Courtesy [Marta Kagan](#))

Instead of asking *what* is social media marketing, asking *why* social media marketing is important to you, would provide you with more verifiable information. In a nutshell, social media marketing represents the evolution of the Internet. In the introduction to this section, social media marketing is defined as “the art and science of building relationships throughout every phase of the business cycle.”

The e-commerce technology used on the Internet has dramatically expanded the possibilities for companies to deliver goods and services to their audience. At the same time it has also created a more sophisticated consumer who has the ability to compare your product to others based on reliability, price, features and consumer confidence.

To fully grasp the potential of social marketing, think of it as the infrastructure of Internet activity. Every user has a network of sites that they visit for news, social interaction entertainment, communication and reference.

Visit MySpace.com and you will see any and all of these features on any profile. Where search engines help people find your website, the social networking websites bring your company *directly* into the Internet user's world.

Similar to the skepticism regarding the viability of e-commerce, the **social networks in 2006 were considered to be no more than a fad.**

Then suddenly, the marketing potential of social networks was exposed when one company pushed the envelope with the launch of a “bulletin” that was a well crafted, soft-sell. The company issued invitations to all of their “friends” on MySpace and drove an avalanche of visitors to their site.

The problem with success stories such as these is the behind the scenes tasks that make it all look easy. Make no mistake social marketing requires a significant amount of time and effort and shares many of the same factors as traditional marketing.

The demographics used to create print and video campaigns are essential to social media marketing as well.

The key to successful social marketing campaigns, however, is to understand the principle differences in the way these two methods work.

There are over 4,000 social networking sites, defining a campaign that will work for you requires an understanding that the focus is on *interests* and creating dialogues related to supporting that interest. You must align your product or service to the interest of the social network otherwise it can become an expensive, time-consuming and frustrating venture.

For fun, visit <http://www.go2web20.net/> - just don't waste too much of your time, there is much to do!

Embracing this strategy is difficult for companies who use traditional marketing techniques to focus solely on the *features* of their product or service rather than the *results* desired by the consumer.

The “hard sell” rarely works in traditional marketing, and using this approach on the Internet is futile.

Using the *relationship* approach in social marketing also produces faster results than traditional marketing because of its “instant word of mouth advertising” capability.

All it takes is for one person to tell another about a product or service that saved them money, time or effort to spark a flood of visitors to your site.

Web 2.0 and Social Media Marketing: User Contributions and Control



Social media marketing is a process; it works from a personal perspective. The emphasis here is on the person first and their business interests second. This marketing approach shifts from an impersonal advertisement to a personal profile: Your commercial venture now has a human face. By becoming a member of a social network, you are identifying with the common perspective of the group.

Similar to joining any social group, there is a period of time where you interact with others, discuss issues and contribute to the network conversations. You **share information about yourself**, what you do professionally as well as your leisure time interests.

As your circle of friends grows, you begin to tailor your dialogue with each of them to address their area of interest. When coupled with efficiency and focus, social media marketing creates the best branding, link building and search engine marketing strategy.

The wave of interactive applications that has become a part of the Internet today opened the door for Internet users to contribute and control content on company websites; blog comments and customer forums are just two examples.

The advent of websites *dedicated* to user contributed content takes this desire of the Internet user to express themselves to the next level.

However social media is about generating a conversation. For example, inviting comments on a story. This act doesn't create a community. Social media is used in many cases to organize a network or community around a common interest, but community and social media are two separate entities.

The **simplest way businesses can leverage social media to discover how their customers respond to specific initiatives or content**. An enterprise can also benefit greatly by creating a community that showcase their capabilities and cater to their customer base and their employees. Using rich media applications to engage your audience can result in lower overhead, increase ROI and higher retention levels. The **five outstanding features of community** are:

- **Consistency:** There is a core membership that interacts over an extended period of time.
- **Commonality:** Members become part of a community because of their interest in a specific concept or goal.
- **Conversation:** Within a community there are a variety of ongoing activities and discussions that are initiated by different members.
- **Communication:** The members of a community interact with each other independently about issues that may not be the main topic of discussion in the community as a whole.
- **Commitment:** Over time leaders of the community come forward from their activities that support their concerns.

A **social media marketing campaign** involve all of these aspects; it is a progressive strategy that requires time to fully mature and produce results. Because this is a more personalized form of marketing, it is vital to select the networks for your campaign with an eye to genuine interest due to the time required to interact with other members.

Simply put, people are social by nature and social media marketing uses the Internet's modern communication to create a wide range of social interactions that cover every imaginable subject. No matter what category you can think of, there is a social media website dedicated to it. With approximately 4,000 social networks online, people are connecting to a greater assortment of social media options like [Twitter.com](https://twitter.com).

In addition to user contributed content as an information distribution source, we have now arrived at a unique plateau in the development of the social networks: they are beginning to transform *the way* news and events take place. In 2008 there was an earthquake in the Los Angeles area, there were hundreds of detailed reports on what, when, where and how events were taking place on Twitter.com almost 15 minutes before any official news outlet was able to report the story. This information could be given to emergency crews to provide timely assistance during a disaster.

What's really exciting is that now social media marketing is moving beyond the computer. Cell phone technology has evolved to the level where you can deliver online messages to your consumer's phones and other portable media devices at anytime. Social media is revolutionizing marketing and the impact maybe even greater than the industrial revolution. (http://en.wikipedia.org/wiki/Industrial_Revolution)

When you apply this power to the area of business, it creates multiple avenues for your company to **connect** through the medium they prefer. For business applications it's important to really understand

how the power of social media can influence the bottom line of company profitability. This marketing perspective is all about relationships, communicating and meeting the needs of your customers.

What social media marketing provides to businesses is an immediate platform for enriching every facet of a business relationship cycle; from generating leads to facilitating the sale to providing customer care after the sale.

Research has shown that those in business today that learn how to effectively harness the power of social media will have an advantage over their competition to such an extent that could lead to doubling or tripling of their profits in as few as 12 months.

The visitor traffic to several of **these social networks now rivals that of Google**, the major search engine. Because these networks are focused on the *person*, they have the potential to develop your business in new areas as well.

At the core of social media marketing is a high-level web-based content management system. There are some core components to creating an authority presence through social media, such as:

- blogs,
- news feeds,
- forum creation,
- article marketing,
- automated and manual bookmarking,
- online infomercials and video

Getting Started on the Social Media (Tracking) Frontier



Social media marketing is about people and communication. But, it is a lot more than just making conversation: there are some serious metrics at work behind the scenes. Market researchers analyze the entire social media marketing process to measure the return on investment (ROI).

The following columns (next page) provide examples of website activity and survey metrics that can occur through a casual conversation with friends or following a shopper through a buying experience.

The market researchers for social media have a **list of metrics** they use such as:

Social Media Metrics³

Website Activity Metrics

- Page Views
- Unique visitors
- Members
- Posts (ideas/threads)
- Number of groups (networks/forums)
- Comments & Trackbacks
- Tags/Ratings/Rankings
- Time spent on site
- Contributors
- Active contributors
- Word count
- Referrals
- Completed profiles
- Connections (between members)
- Ratios: Member to contributor; Posts to comments; Completed profiles to posts
- Periods: By day, week, month, year
- Frequency: of visits, posts, comments

Survey Metrics

- Satisfaction
- Affinity
- Quality and speed of issue resolution
- Referral likelihood
- Relevance of content, connections

ROI Measurements

- Marketing/Sales
 - Cost per number of engaged prospects (community vs. other initiatives)
 - Number of leads/period
 - Number of qualified leads/period
 - Ratio of qualified to non-qualified leads
 - Cost of lead
 - Time to qualified lead
 - Lead conversion
 - Number of pre-sales reference calls (to other customers)
 - Average new revenue per customer
 - Lifetime value of customers
- Customer Support
 - Customer satisfaction
 - Number of initiated support tickets per customer per period
 - Support cost per customer in community
- Product Development
 - Number of new product ideas
 - % of ideas from customers/prospects/community
 - Idea to development initiation cycle time
- Revenue/Adoption rate of new products from community vs. traditional sources
- Human Resources
 - Retention/Employee turn over
 - Time to hire
 - Prospect identification cost
 - Prospect to hire conversion rate
 - Hiring cost
 - Training cost
 - Time to acclimation for new employees

³ <http://www.interactiveinsightsgroup.com/>

Individual Metrics (for members) NEW!

- New 'friends' after 30/60/90 days
- Number of friends met online that users have met offline
- Number of friends met online that member has subsequently collaborated with
- Number of ideas that the user has gotten and then used in their work

General Internet Tracking (outside of enterprise-sponsored communities)

- Number of mentions (tracked via web or blog search engines)
- Positive/Negative listing ratios on major search engines

These metrics **provide your business with the facts that are essential** to launching your company's social media marketing campaign. This research documents that social networks are here to stay primarily because they cater to the psychological drivers of human behavior to communicate, connect, interact and be recognized.

It's easy to compare the dollar value social media marketing represents to its costs. Companies that shift in consumer preferences to social media will be able to best capitalize on the many opportunities that social media marketing present. The effectiveness of "word of mouth" advertising to generate sales is well documented.

Compared to the expense of traditional marketing, the required revenues for creating a social media marketing campaign are minimal. The traditional cost drivers can be significantly reduced using social media marketing.

The investment of time and effort is greater, however, than the return on investment in both time and money. For example, a company using a "Product Review and Rating" feature can lower their operational costs by reducing the number of product returns.

Social networks online extend and expand your company's existing social media and the new developing social media initiatives will also produce a higher level of value than many of the outdated marketing practices that some companies still use. For example, the direct revenues generated by the typical paid traffic drivers such as banner or display ads compared to the revenues produced by free social media marketing will be less. At the same time social media provides a cost-effective alternative that actually produces results that can become a "viral" marketing campaign, increasing the goodwill toward your company for free.

Actively participating in social media marketing is also an important part of keeping your eye on your competition and this **awareness of your competitors campaigns** can help in refining your initiatives. By reviewing the social media tools that are effective for business-to-business and business-to-consumer marketing, you can select the tools that will produce the best results in delivering what your customers want.

SUMMARY

For businesses to utilize social media marketing fully, you will need **some of the same tools used in search engine marketing**. First you will need to select a group of social networks that are related to your service/product. Research is the key: this means developing an audience profile and the keywords that relate to them and the service/product you offer. Then you have to **structure a plan** to introduce yourself and the service/product that will benefit your circle of friends and the membership as a whole. There will be videos that accompany this guide to show you the process step-by-step.

The reality is that your company may *already* be the subject of a social media network conversation. As an **exercise to prepare for the next section**, take a minute and perform an Internet search on your own company to see what is being said about your service/product and what image these comments present. This gives you an excellent starting point for developing a social interaction with these consumers. Places like <http://www.google.com>, <http://blogsearch.google.com>, <http://www.serph.com> gets you started. There are many more resources and tools for this. **(Contact me for a list of resources and tools pertaining to a particular product or offering if this search becomes overwhelming).**

In this section, the focus has been to demonstrate the power of social media as a marketing tool to use within social networks. Not only does this form of marketing have the potential to increase the profits of your company through sales, it can also help you keep your finger on the pulse of the consumer. In turn, this can lower your operational costs as well as build awareness of how your competitors are using social media to fulfill their business objectives.

In the next section, **“Creating an Authority Presence Online: What It is and How to Achieve It”** you begin the process of organizing the information that you need to establish for core success in a social media marketing campaign.

How well all of the social media tools, resources and strategies work together is heavily dependent on the level of confidence your interactions inspire on the social networks of your choice. Establishing your company as an authority and developing a successful social media campaign require you to look at your company through the eyes of your customers and adapt your operations to suit their needs.

Creating an Authority Presence Online: What it is and How to achieve it



Every Internet website for commercial purposes and otherwise is in competition for visitors.

Human beings have definite motivators that shape the behavior of an individual. These factors include; environment, education, society and the media, all play a role in driving visitors to a particular website.

While the focus for website operators has been primarily on search engine marketing, stepping into the social media marketing arena calls for a firm grip on the concept of website authority as it relates to search.

Indeed now that the research has expanded to encompass the authority factor to understand how visitors not only choose websites to visit initially, but consult on a regular basis, it's clear that this is the next frontier that needs to be addressed.

Social Media Marketing, Authority Presence and SEO



What's interesting to note is that **most Search Engine Optimization (SEO) specialists** have a completely different view on what it means to be an 'Authority' website as compared to Google.

Many **search marketing firms** (including my own: <http://www.chaosmap.com>) stress the importance of **inbound links** to build credibility. They think in terms of the 'authoritative sites.'

In most cases search engine optimization rarely addresses any other factors involved in the time-consuming process of creating an authority presence. This is partly due to the fact, that most companies are unwilling to invest the amount of effort required. On-page SEO (code, content, structure) is important, but in highly competitive markets, you will not win the #1-3 positions race in Google without authority and trust.

The search engines links don't raise your website **to** the authority level alone: inbound links are the **result** of being an authority.

Websites that have achieved authority status will attract a substantial visitorship. These visitors actively check the content on a regular basis, discuss it with friends, write about it on their blogs and link to it in the pursuit of becoming authorities themselves. You'll see references to these sites across the social media platform.

Inbound links are the major indicator that the search engines use to define authority, yet research shows that a human visitor considers a website an authority when the content is specific to the subject niche and constantly updated. Visitors also (without knowing it, perhaps) give higher ratings to an authority website that link to other authorities, to further the understanding of visitor regarding their search.

Google and the other major search engines recognize that authority websites link to other authorities.

The bottom line is that the **success of your social media marketing** campaign is connected to your efforts in creating an authority presence.

Authority building is an essential aspect of search engine marketing (the technical analysis, strategy and recommendations). Social media marketing can be leveraged from both to help you maximize the potential of your website.

What is Authority?



Now that the number of websites has passed the 100 million mark, the defining point for websites is the amount of **authority** or **expertise** they demonstrate in their particular niche. Defining authority in terms of website design and content is based on many factors, however for the sake of simplicity, website authority is:

“A PERSON WHO HAS DEVELOPED EXPERT KNOWLEDGE AND HAS SHARED THIS KNOWLEDGE, TO THE POINT WHERE THEIR OPINION(S) REGARDING CERTAIN ISSUES ARE RESPECTED AND TRUSTED BY INDUSTRY PEERS.”

This definition is both interesting and important because it is through the process of sharing your knowledge that it becomes an asset; the more freely knowledge is circulated, the more rapidly your reputation grows by attracting the audience who is searching for this information.

Web publishing is based on the model of packaging and circulating information via text and graphic images.

In terms of the dissemination of information or sharing ideas, the people behind an authority web presence, the experts in a specific niche can easily be compared to the world of academia because both of these groups are heavily invested in their field of endeavor.

They are able to provide extraordinary insight from their experience and research.

What are the Characteristics of Experts?



These two groups share similar traits that make it easy to identify them:

- **Provides public access to their knowledge:** An expert knows how to translate highly specialized information to a format that is easily understood by anyone. For instance explaining the impact of a news event and providing the information in a way the reader can utilize.
- **Up-to-date and well-versed in current industry news:** Especially in social media marketing there is a heavy emphasis on being well-informed. The information you distribute has to be factual and accurate, otherwise it can lead to serious problems. An expert is well informed in regard to all the latest developments in their niche which places them in the position of being consulted when there are questions on issues, or to make announcements that pertain to their networks.
- **Broaden the perspective:** Because they are *acknowledged* experts, this affords them the ability to change the perceptions and perspectives. Experts can bring new information to light, and test the validity of traditional concepts or practices by introducing new ideas or principles, theory or terminology from related fields of interest.
- **Accumulate and validate information:** Experts are selective in the information that they disseminate, filtering the content they provide for their audience. They distill the most vital data from the content and bring together related viewpoints or discussions to provide a comprehensive overview of the issue. This allows others to contribute ideas on how to move forward toward a solution.
- **Research, research and more research.** Experts study the phenomenon of current events more thoroughly than others and because of this they have access to knowledge that is unique. They also analyze current events or perform case studies to support their theories.

EXAMPLE OF AN AUTHORITY WEBSITE USING SOCIAL MEDIA MARKETING – **Figure 1**

The Web 2.0 layout and design; open, easy to navigate, content-rich, regularly updated, relevant to the visitor, visitor content contributions encouraged

The screenshot shows the Dosh Dosh website with a dark header and a light main content area. The main article is titled "Why Should I Subscribe to Dosh Dosh?". To the right, there are several advertisements, including one for "Monetize All Traffic" and another for "Make More Money from Your Blog". Below the ads, there is a "Recent Posts" section with a list of articles. Annotations in yellow boxes highlight specific features: "This is a good example of how to answer the visitor's question: 'What's in it for me'" points to the article title; "A short 3.5 minute video with a light approach removes the drudgery from learning how to use one of the website's promoted services, RSS Feeds. To see the video, follow this link:" points to a video player; "Display Ads kept to a minimum" points to the advertisements; and "Using graphical icon draws attention to the post more effectively than words alone" points to a post in the "Recent Posts" section.

This is a good example of how to answer the visitor's question: "What's in it for me"

A short 3.5 minute video with a light approach removes the drudgery from learning how to use one of the website's promoted services, RSS Feeds. To see the video, follow this link:
<http://blip.tv/file/205570/>

Display Ads kept to a minimum

Using graphical icon draws attention to the post more effectively than words alone

EXAMPLE OF AN AUTHORITY WEBSITE USING SOCIAL MEDIA MARKETING – **Figure 2**

Web 2.0 layouts are designed to empower the visitor, provides the tools and resources they need to obtain the information they want and take the action you desire.

Make it easy for your visitors to take the action you desire and increase your authority quotient at the same time.

The visitor discovered how easy it is to subscribe and now they can see how it works **without** leaving the site.

Definitely. It's not a problem. If you'll like articles from Dosh Dosh to be sent directly to your email inbox, just [open this link](#) in a new window. You'll see this page:

Fill in a **legitimate email address** and enter the captcha as it is displayed on the page. Don't worry if you get an error message while typing in the captcha the first time. It happens occasionally. Just type in the captcha one more time.

Once you see the screen below, visit your email inbox to **verify your email address**. Be sure to check your spam folder if you don't receive any verification emails.

You'll only receive **one email every day** regardless of the number of articles published. For example, if I publish 5 articles, you'll get them all in one email newsletter. This will be the same even if I publish only one article in a day.

-
1. 18 AdSense Optimized Wordpress Themes to Maximize your Contextual Ad Earnings (459 views)
 2. A Comprehensive Guide to StumbleUpon: How to Build Massive Traffic to Your Website (400 views)
 3. How to Get More Twitter Followers: Some Methods That Work (373 views)
 4. 48 Social News Websites: A List of General and Niche Social Media Communities (278 views)
 5. 17 Ways You Can Use Twitter: A Guide for Beginners, Marketers and Business Owners (277 views)
 6. Ways to Make Money Online: A Guide (248 views)
 7. How to Make Money Blogging: 7 Strategies to Help you Get Started Immediately (243 views)
 8. How 'Surprise' Helps Word-of-Mouth and Viral Marketing (231 views)
 9. Everyone Uses the Internet for a Reason (175 views)
 10. Introducing ProSense: An AdSense Ready SEO Wordpress Theme (167 views)

Google Custom Search

Search

Email Newsletter Sign Up

Design, send & track e-newsletters Free and Easy-to-Use!

[www.VerbaResponse.com](#)

Email Mailing Lists

Looking for Email Mailing Lists? See our Mailing Lists guide.

[jacobpen4business.state.pa.us](#)

Email Security by Google

Block spam & viruses for your business. Sign up now.

[www.google.com/gmail](#)

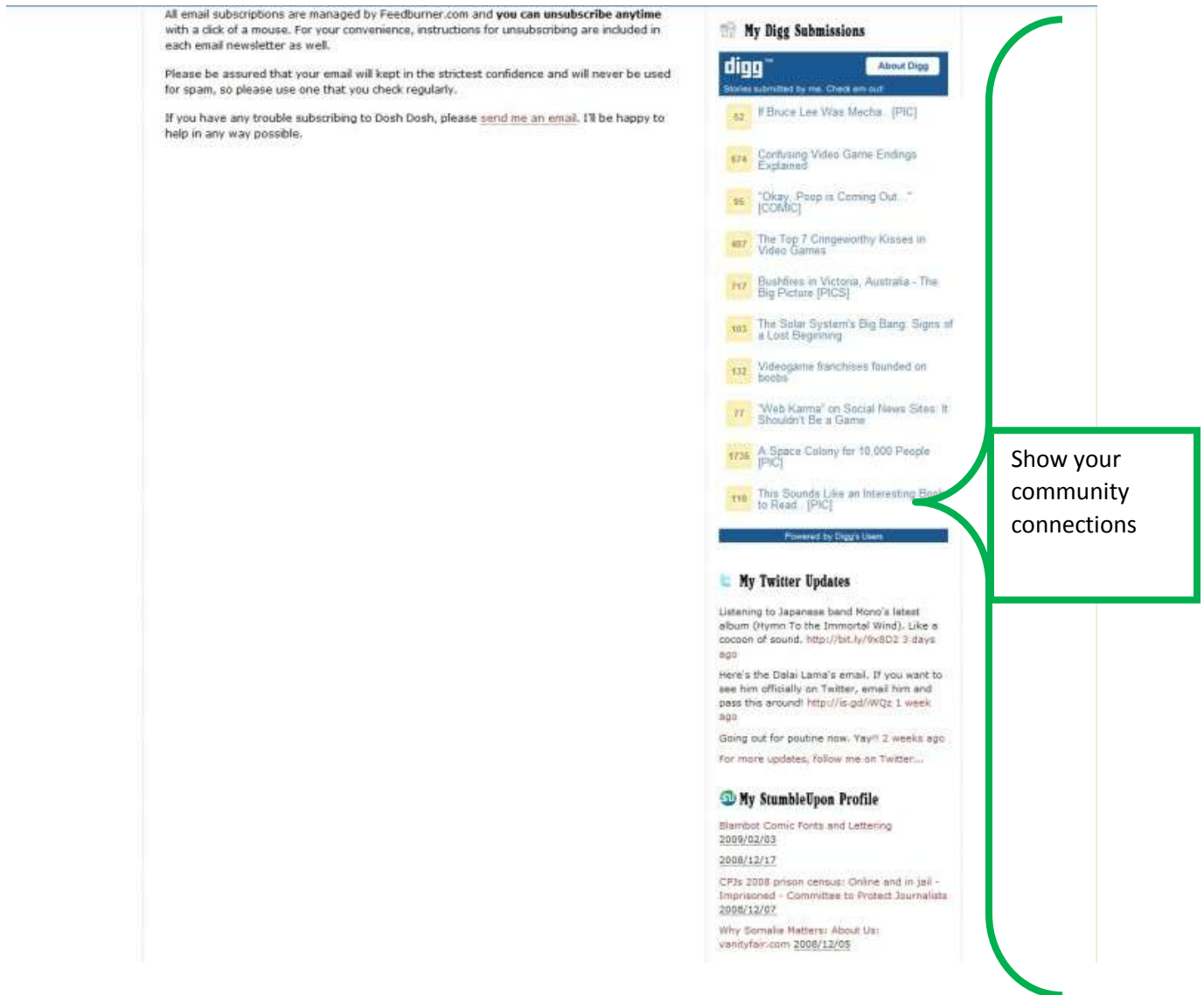
AV

Ads by Google

Far more effective in conveying site activity for the visitor than a "stats counter"

Contextual ads kept to a minimum placed toward the bottom of the page

EXAMPLE OF AN AUTHORITY WEBSITE USING SOCIAL MEDIA MARKETING – **Figure 3**
Web 2.0 layouts are designed to make it easy for you to become part of the visitors world, provides them with alternate ways of accessing your information.



What's the Big Deal about Authority – Who Cares Anyway?

The Internet users you want to reach care along with Google and the other search engines. Here's why you should care as well: the true goal of creating an authority website is to achieve **sustainable** high rankings in the search engines. At best, high rankings without authority can only be sustained for a short period of time.

Many website operators may have a fair amount of skepticism, perhaps thinking about the amount of time, effort and money required to achieve the rank of an authority. However while time and effort is par for the course in authority development, a huge budget is not. Consider these two successful examples of using social media marketing and who truly understand this concept; **Dosh Dosh** (the website illustrated in Figures 1, 2, and 3) and **ProBlogger.com**. These have become two of the best known and most valued website authorities with small staffs and budgets. Other examples are websites that function as an information hub, for example some of the largest websites on the Internet are directories which utilize social media marketing.

The implications of this strategy are far-reaching; it changes the scope of search engine marketing as well as the content that you produce and the networks you join.

Now the main question to ask before you act is: **How does this help to establish me as an authority in my field?**

How Can You Become an Authority?

The **power of social media marketing** is unlimited when you consider the impact of all of the components combined. Now that you recognize how important it is to become an authority, the challenge is how to accomplish this goal. To begin, you have a choice of 3 strategies, each with its own benefits and shortcomings, the tools that you use are dependent on the strategy you select and defining your goal.

Strategy Number One:

Choose a particular niche and become the best source of information about it. This requires you topic to be broad enough to prevent type casting without overextending your reach which would make it impossible to establish yourself as an expert.

Strategy Number Two:

Select complicated industry issues, simplify and explain them.

Strategy Number Three:

Bring a fresh perspective to a subject or break new ground with new concept.

For each one of these strategies, the key word here is **communication**: your audience must be able to relate to your contributions and be able to understand your knowledge for your reputation as an expert to benefit.

It's important to be honest with yourself in choosing a strategy. Are you especially knowledgeable about a particular niche? Have you discovered something revolutionary about a specific industry concept? Do you have an exceptional ability to simplify complex issues and communicate in a way anyone can understand?

In addition to your strategy, there are two other major tasks that create an authority presence in social media marketing: networking and association.

Become a “Super-Friend”: Be genuine and share your knowledge freely and openly without any expectations. Creating an authority presence by becoming a super friend require extraordinary interpersonal skills. When a person is a great friend with a large circle of industry peers, it helps to create an affinity between the individual and members of the group. This opens the door to showcase your knowledge and earn their respect.

Choose your company wisely: The saying goes: “Imitation is the sincerest form of flattery.” Emulate the authority you most admire and associate with other authorities. In social media marketing, your associations form part of the public perception of your website. Everything associated with your Internet presence is important to consider in terms of the value they relay to your website authority quotient. Choose inappropriately and it can impact the perception in a negative manner.

Be alert to opportunities: In many cases, timing really *is* everything; many fortunes have been made by individuals who were at the right place at the right time. Although you cannot predict with certainty when a turning point event will occur, many individuals have successfully “struck gold” by pursuing their instinct about a theory or developing their concept into a material reality at the opportune moment. Choosing a specific niche and using a combination of these methods is the surest way to become an authority.

Authority Development Strategies: Tools of the Trade



The process of achieving expert status in your niche requires a solid plan of action where you consistently publish content that explore the same topic in ever increasing depth.

Public authority evidence within your website content: Revamp your “About Us” page to underscore your expertise in the specific field. Include your professional certifications and recommendations from other experts. For your sales pages be sure to include testimonials from satisfied clients. [These website elements are termed “social proof”⁴ defined in Wikipedia as:](#)

“...A PSYCHOLOGICAL PHENOMENON THAT OCCURS IN AMBIGUOUS SOCIAL SITUATIONS WHEN PEOPLE ARE UNABLE TO DETERMINE THE APPROPRIATE MODE OF BEHAVIOR. MAKING THE ASSUMPTION THAT SURROUNDING PEOPLE POSSESS MORE KNOWLEDGE ABOUT THE SITUATION, THEY WILL DEEM THE BEHAVIOR OF OTHERS AS APPROPRIATE OR BETTER INFORMED.”

Establish an open dialogue. Remember, communication is the key: create channels of communication and encourage people to email or contact you with questions using a comments/suggestion/feedback page. When you help people solve their problems it increases their confidence in you as an expert.

Become a Contributor to other blogs: Select authority blogs within you field of expertise and offer to become a contributor. Publishing articles on related websites reinforces your visibility in your niche. This is very useful in terms of branding yourself which is much more important than the amount of website traffic you’ll receive. Remember to mention your “guest” blogging on your website and include your keywords in your by-line.

⁴ http://en.wikipedia.org/wiki/Social_proof

Author a book: Today with “on-demand” publishing services and e-book software, the high-cost barrier to being published in paper or electronic format has been removed. When you write a book on a specific topic, it immediately establishes you as someone who is knowledgeable in the field. An electronic book or “e-book” can be used to enhance your personal brand. These can be easily shared and are concentrated illustrations of your expertise.

Participate in discussions: Select the conversations that are focused on your topic and contribute your knowledge. You can choose to be active by offer answers or advice to queries in communities within your niche or publish an article in response and invite traffic from the forums to your website. Commenting on blogs is an easy and effective way to add more credibility to your reputation.

Spotlight your accomplishments: Utilize the input from others to help shape the perception of your website. Create a standalone page to draw attention to your achievements. Create a section of content items such as; industry publication articles, media interviews, news articles and website ranking lists.

Expand the scope of your knowledge: Information is dynamic, develop the habit of researching new developments and using new techniques such as “mind mapping” to build more value into your own content. Create articles which explain the methodology or expand on certain principles or step outside of your main audience focus. Use your audience demographics and create articles related to your niche based on location, gender, age or occupation. This strategy increases the potential for growth in your audience as well as increases the depth of your perspective.

SUMMARY

The previously outlined content issues are some of the basic elements you need to create authority. By carefully choosing a strategy and the right tools, you can craft perceptions in your favor for your unique brand. In the next section, “**Web 2.0 Components and Tools**” will reveal the nuts and bolts to building your social media marketing campaign on this foundation.

In closing it is important to emphasize the **personal** component that is invaluable in creating an authority presence and utilizing social media marketing to its fullest potential. The information provided in this section should make the time and effort investment clear. Without a doubt, you must be truly passionate about your niche to be convincing as an expert. You may try to fake it, but don’t – it will come back to bite you.

Web 2.0 Components and Tools



In the previous section(s), the importance of developing an authority was discussed.

In this section, I will examine the multiple facets involved to establish your foundation to leverage your Internet presence into powerful authority, and in turn, marketing success.

Web 2.0 and Social Media Marketing

The relationship between Web 2.0 and social media marketing is simple: from a website owner's perspective, Web 2.0 is important because of its focus on *user submitted* and *user controlled content* that many Web 2.0 services and sites allow.

In general terms, when people can make comments, submit content or links to content, and rate or vote on content, it affects the amount of traffic that content can generate.

The visitors take that control of what shows up in the most prominent places by voting, commenting and other actions can literally make or break a marketing campaign.

As a marketer, being aware of the best places to show up and how they work will bring you traffic. More traffic than you ever got *without* social marketing in many cases.

Brand Awareness and Social Media Marketing

BUILDING YOUR WEBSITE AUTHORITY FOR YOUR SOCIAL MEDIA MARKETING CAMPAIGN HAS SEVERAL CORRELATIONS TO TRADITIONAL MARKETING SUCH AS “BRANDING.”

Repeated exposure to a branding message induces involuntary associations in the mind.

These *instinctive brand associations* are built through your participation and representation in social media, making them easy ways to make your brand persistent. The collective result of your social media marketing activities is that your branding message seeps into your audience unconscious.

AN EXAMPLE OF THE POWER OF BRANDING VIA THE MEDIA IS SEEN IN THE GENERAL PUBLIC IMPRESSION OF MIAMI. WHILE THE FLORIDA TOURIST BOARD PROMOTES MIAMI’S ATTRACTIVE FEATURES OF GOOD WEATHER, BEAUTIFUL PEOPLE AND BEACHES, AN OPINION POLL REPORTS THAT THE POPULAR 1980’S TELEVISION SHOW “MIAMI VICE” IS USED AS THE REFERENCE POINT FOR THE IMAGE OF THE CITY⁵.

What are branding associations?

They are the images, keywords, phrases and ideas that you use to identify your business and website. These associations are important because they not only define your site but act as “triggers” for creating marketplace “buzz” and “word-of-mouth” advertising. These yardsticks measure authority by encouraging your audience to connect the dots between their interests and your website.

Generally speaking word-of-mouth advertising is called a **RECOMMENDATION OR REFERRAL**. These are result of keyword association to the topic and excellent content. If your domain name is directly linked to the most common keywords for your product or service, such as www.incominglinks.com, it creates a stronger word of mouth association than one that is generalized such as www.tips.com. Whatever the focus of your website, whenever this topic is discussed, you want your website mentioned in the conversation. Keyword strong and exact matching domains will typically yield faster, better results for search engines. I created www.socialmediasoftware.net – and showed up first page in Google in 48 hours for that term (“social media software”). I gained from the key phrase and the branding/association very quickly. (Note: there is not a lot of searches for the term – yet).

This strategy reaches **beyond the obvious SEO benefit** of utilizing keywords to get targeted search traffic. Effectively using methods to increase your branding associations increase the instances that trigger word of mouth. Sometimes, visual devices can be used to draw up unconventional and unrelated mental associations. Icons and images used to identify your site can assist the “instant recall” of your site when similar images are seen elsewhere.

⁵ <http://www.tampabays10.com/news/local/story.aspx?storyid=72969>

In addition to tracking a site's growth according to its traffic, subscriber figures or revenue, your focus is on the level of concepts/keywords associations. The value of this form of branding rests in its use as a **qualitative measure** of your site's position in its niche. The closer that your branding image is associated with the niche as an authority the more successful your social media marketing campaigns will be. Pay attention to the feedback about your website by tracking your brand using [Google Alerts](https://www.google.com/alerts) (<http://www.google.com/alerts>) and record the number of mentions per month.

If you want sophistication and need more features - try [Radian6](#). (paid)

Credibility and Trust: The Big Picture of Authority

The buzzwords of today's Internet are "open" "transparent" and "credibility or trust." Your trust value is determined on the fly by people looking at your profile on any social site and seeing how active you are and how highly others rate your interaction, whether it is how popular the stories you submit have been or how many friends recommend you.

Developing trust is no small feat and it's one of the biggest factors in becoming an authority, here are a few tips to show visitors your site is the real deal.

Use an aged domain name⁶. Steer clear of ambiguity using a domain name that's been around for a while, has been indexed without any spamming issues, collected some inbound links and Page Rank.

Register your domain name for 10 years. Show that your site is not a fly-by-night operation by registering the domain name for several years in advance, a point that Google may very well look into.

Make sure your WHOIS data matches⁷. Check to see if your WHOIS data matches the contact information on your site and privacy policy.

Avoid private WHOIS data⁸. Let search engines and users alike know that you're not afraid to hide behind a curtain of privacy, and you'll enjoy more authority.

Set up an online press room⁹. Make it easy for journalists to learn more about your site and what you do by providing them with the information they seek. This is also a great way to get more mileage out of your press releases.

Get a SSL certificate¹⁰: Deter the Internet gremlins by using a SSL certificate to keep your visitors safe from prying eyes.

Use a SSL certificate on your web forms¹¹. Even if a security certificate isn't completely necessary for your site, using one for all of your forms shows that you're paying attention to security and privacy.

⁶ <http://www.earningsblog.com/aged-domains/>

⁷ <http://www.redflymarketing.com/blog/the-5-easiest-ways-to-get-search-engines-to-trust-you/>

⁸ <http://www.sharpsseo.com/blog/index.php/archives/48>

⁹ <http://www.press-release-writing.com/newsletters/t77-online-press-room.htm>

¹⁰ <http://www.verisign.com/ssl/>

¹¹ <http://www.redflymarketing.com/blog/the-5-easiest-ways-to-get-search-engines-to-trust-you/>

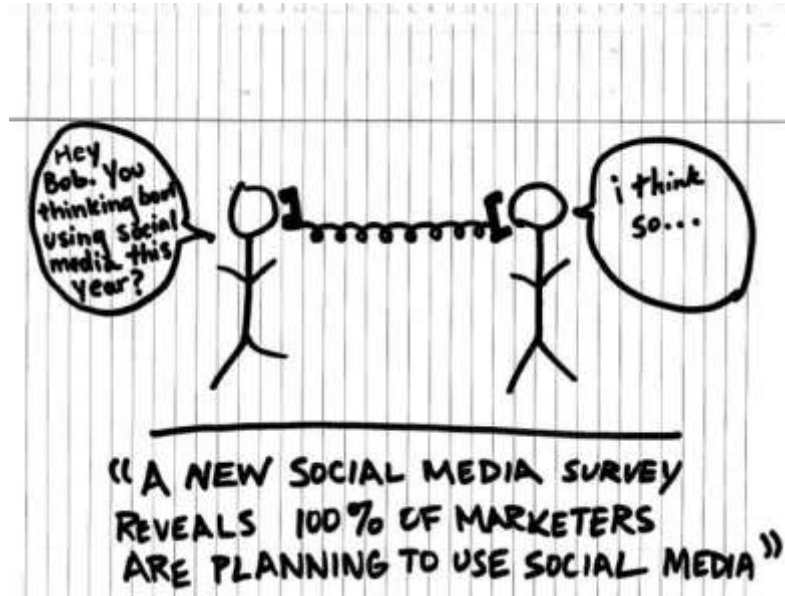
Get a dedicated IP address¹². Avoid ending up in a bad neighborhood or accidentally linking between the same C-Class by just getting your own IP address.

Prove that your business is real¹³. List a physical address, show photos and disclose business associations to prove that your organization is real.

¹² http://www.bruceclay.com/blog/archives/2007/03/which_is_better.html

¹³ <http://credibility.stanford.edu/>

The Making of a Social Media Marketing Campaign



(Courtesy Ignite Social Media)

REVISITING THE DEFINITION OF WEB 2.0

Rather than a defined technology, Web 2.0 is an "attitude" or perspective. The outstanding characteristic of this perspective is to enable and encourage participation in an "open" environment. This openness refers to the behind-the-scenes technology AND the socially open policy, granting rights to the audience to contribute and use the content in a variety of contexts.

WHAT MAKES WEB 2.0 WORK?

Simply defined web 2.0 is **"a combination of online platforms, applications, and media created with the aim of facilitating interaction, collaboration and sharing of diverse range of content types."**¹⁴

¹⁴ http://www.universalmccann.com/Assets/wave_3_20080403093750.pdf

What Makes a Viable Social Network?

THE BASICS

Common Purpose: Participants need to network and collaborate with others in their field

Make It Scalable: 12,000 architectural ornament designers and 2 million real estate professionals in the US don't scale

Critical Mass of Users: Networks are more viable when there are a high number of participants

Make it Attractive: An easy to navigate design and content are top priority

Networks Need Leaders: A high profile works to attract followers: Marc Andreessen, founder of NING has created a leading DIY social network platform. Where DIY Networks started by unknowns rarely gain the popularity required to make them viable.

Make it Indispensable: The content and conversations should provide motivation and support to the audience to the point they rely on the website.

Networks Need Data: Networks must leverage user-generated data to fuel the context of the conversation.

It Must Have Integrity: Viable networks prohibit participant spamming. Networks don't work if participants use it as an advertising platform.

Make it Easy To Use: Networks need simplicity, for example Twitter simplifies broadcasts to the participant's network

CERTAIN VERTICALS SCALE WELL

YouTube: A self expressive vertical

Facebook: A general social network

Trip Advisor: Consumer advocacy and options

Wamba: A cultural vertical

Cultural Verticals such as RedBlue America evolved early, while others like Facebook matured over time.

Self Expression Verticals include Flickr, FanNation, YouTube and Last.fm. Video, music, sports and travel topics are highly personalized and emotionally connected

Online shopping sites have well developed consumer communities: Amazon.com, Epinions, eBay and Beatthat! are good examples. Yelp, Trip Advisor and Angie's List are examples of local review sites have become big brand names.

WHAT INTERESTS DO NOT SCALE?

- Hobbies
- Small industries
- Specialist Occupations

Litigious industries cannot use social media marketing effectively: Health Care professionals cannot contribute advice online without liability issues. These industries are forming their own closed networks.

How Industries can use Social Media Marketing



Few industries have social networks: real estate is a unique industry vertical that uses social media for lead generation.

On the other hand the pharmaceutical industry is too arcane for a network. **What would** the workers in this industry discuss?

Industry Social Network Examples

- **Restaurants and Food:** FohBoh.com is a good example - recipes have been exchanged for centuries
- **Travel:** TripAdvisor.com discusses travel from an industry perspective and consumers can peruse for deals.
- **Academia:** Currently academic research is retained behind university walls; a collaborative network could open the gates.
- **Retail:** Retailing is a vendor intensive industry that will support diverse Business-to-Business conversations.
- **Global Trade:** Potentially multi-lingual, participants discuss import/export and market opportunities by contributing substance and not spam.
- **Fashion:** Designers and publications have brought the consumers into the rating process.
- **Green/Ecology:** Green/Holistic/Natural living social networks for the betterment of humanity and the earth: "green" is the buzzword of today.
- **Entertainment:** IceWhole is the first social network for the film industry.
- **Self-Help/New Age:** Highly personalized and Inspires Loyal Participation

Occupational Social Network Examples

- **Car mechanics:** Leverage the popularity of National Public Radio's car talk to a community of mechanics describing "how-to's".
- **Law Enforcement:** The popularity of reality police shows translates into a reality community where they discuss their life work.
- **Truck drivers:** CB radio fueled the first occupational network in the 70s. Mobile devices and WiFi trucks stops should fuel this community.
- **Performing artists:** Bring performers, pro and amateur into conversations and videos about the arts and productions-schools especially need resources for amateur productions.
- **Insurance:** Insurance of all kinds confuses most consumers, instead of boring insurance issues they can make them relevant to their neighborhood.
- **Lawyers:** The diversity of the law promotes knowledge sharing and networking for resources. Legal on Ramp is a closed invitation social network. Using a blanket disclaimer an open network benefits the masses with general advice.
- **Teachers:** Networking for jobs, curriculum ideas and self-marketing. Teachers.net is good, but its forum based and doesn't profile participants.
- **Consumers-reviews:** These are currently incorporated in shopping sites. Develop a massive product database and let users rate and review them. Consumer Reports Online doesn't have a community because they still charge a fee for content.
- **Management Case Study:** For managers everywhere, create and upload case studies for distribution and feedback. Case studies are effective resume supplements.

Appreciating the Power of Social Media in Other Industries



(Courtesy distilled.co.uk)

Recently, in addition to the industries and occupations listed above, there has been a movement to social media marketing **within the banking sector**.

Money management through financial services and banks is a top concern for everyone making it ripe for social networking applications.

Why should the Finance Industry Care About Social Media?

1. Consumers influence the image of your company



2. People's expectations of financial services have changed



Why should the finance industry embrace social media?

- credit crunch
- limited trust
- new customer expectations
- the shift in power
- limited IT/marketing budget
- transformation programs
- develop customer advocacy, be transparent, show the human side of finance

The Many Faces of Social Media in Finance

TECHNOLOGIES AND TRENDS

- blogging
- virtual worlds
- micro blogging
- widgets
- photo / video
- podcasts
- RSS
- ideas and innovation labs
- peer-to-peer lending
- customer reviews
- social networking

TYPES OF SOCIAL MEDIA PROJECTS

- high risk, complex and restricted
- intranets
- online services
- low risk, easy to implement, open
- business-to-business projects
- business-to-consumer projects

"...more Americans will turn to online p2p (peer-to-peer) social lending networks to pay off credit card debt; this amount borrowed for this purpose is expected to grow from \$38 billion in 2007 to \$159 billion by 2012."

- Javelin Research and Strategy, 12/07¹⁵

"Financial business must adopt social media campaigns to interact and communicate with customers 60% of the Fortune 1000 companies will have connected with or developed an online community by 2010. 50% of companies will develop a social media campaign will fail risking damage to their brand." - Gartner Research, 10/08¹⁶

¹⁵ <http://www.javelinstrategy.com/>

¹⁶ <http://www.gartner.com/>

Social Media is All About People

People make the world go round and we are all consumers. The shift to placing the emphasis on the human factor is shaking up the traditional business model as well as the way information is presented on the Internet.



(Courtesy masternewmedia.org)

How Companies Can Utilize the People Power of Social Media

Internally: subject matter experts, social media champions, community mgrs., editors

Externally: contributors, detractors, advocates, clients, prospects, prominent bloggers

KEY TO SUCCESS OF AN ACTIVE COMMUNITY

Reward your internal and external audience by providing:

Exclusive content: For example, expert video interviews

Contests/prizes: For example, submit ideas, get votes and win a cash prize

Fun/experience: For example, send an audio greeting

Visibility: For example, advertise top community contributors

Make the employees the stars of the show: for example, identify their passions/expertise and customers will relate to them

Other benefits:

- visibility/recognition motivates productivity
- increase employee advocacy and retention
- attract top new talent to the workforce

Important Focal Points in Social Media Marketing

- **Learn:** work with a subject matter expert, watch trends, see what the world is searching for, identify the best practices in finance industry and then organize internal workshops
- **Listen:** monitor online reputation, keep your finger on the pulse of blogosphere; Google Blog Search, Technorati, Facebook and Wikipedia
- **Participate:** create company pages on major social media sites, avoid brand jacking, go local, utilize employee/champions
- **Engage:** start where it makes sense, blog, social networks, customer reviews, virtual island, be honest and transparent, drive recruitment, engage and reward
- **Measure:** develop realistic targets, traffic, member base, activity, RSS subscribers

How can the Finance Industry Realize ROI (Return on Investment)?

SOLUTIONS

- blogging
- drive customer / employee advocacy
- drive natural search, reduce pay-per-click advertising
- increase share of voice, improve good vs. bad ratio
- social networking /customer reviews
- increase propensity to buy, shorten product purchase cycle
- create p2p networks, excellent for profiling
- increase adoption of online svc use
- increase traffic and time on site
- target duo purpose customers
- idea generation / innovation labs
- research and development: capture feedback - involve the market
- prioritize product launches, increase success rate

BENEFITS

- online sales
- online marketing
- branding
- customer advocacy
- employee advocacy

What Does It Take To Create A Successful Social Network Blog?



- A human friendly interface
- Make it easy to subscribe - spread the word
- Make it easy to leave a comment - capture email address
- Build it so it's search engine friendly
- Be creative with your content - topic of interest
- Focus on emotions - not products
- Post regularly and respond to comments promptly
- Involve employees
- Be transparent/honest
- Do not sell on your blog
- Encourage word of mouth advertising
- Leverage multimedia sources such as YouTube and Flickr
- Launch competitions
- Engage with prominent bloggers
- Reduce risk by publishing clear guidelines and developing moderation process
- Enhance credibility by involving senior executives and inviting famous guest bloggers

Focus On the Subject Matter Expert Market

*“Our goal is to partner with small business owners across the country to help them achieve their dreams of owning and operating a successful business.” - **Bank of America, United States-Small Business Network***

*“The site provides a platform where entrepreneurs can interact and exchange ideas with other who share similar life goals, ambitions and dreams. It's also a place of opportunity where entrepreneurs can discover and make contact with potential partners and collaborators throughout Europe. - **Fortis Bank Belgium - Join 2 Grow***

Social Media Marketing Best Practices

DIFFERENTIATORS

- Be original
- Involve your fans
- Urge your members to promote the community
- Make it easy to contribute
- Be seen as an innovator

EXPECTATIONS AND MEASUREMENTS

- Number of visits-traffic
- Number of members-subscribers
- Number of upgrades/changers
- Number of posts
- Number of comments

Without a doubt, social media is converging into mainstream media and the axiom to keep in the front of your mind is: **People First**. Still not convinced? That's great!

Now you will have a chance to prove it to yourself in the **following web quest section**.

A Digital Money Web Quest



INTRODUCTION: Small Town Bank

<http://www.smalltownbank.com/>

Owned and operated by local people from Randolph and Cleburne Counties, Alabama Small Town Bank opened in 1999. The home office is located in Wedowee with branch offices in Ranburne, Roanoke and Heflin. All four offices are full service banks and are open six days a week.

Small Town Bank uses the marketing strategy of being "real community bank." Our goal is to meet the needs of all customers, ranging from small loans to Internet banking, 24-hours a day, 7 days a week.

The company is concerned about the impact of recent publicity of banks and other financial institutions in the current economic state of affairs. The question is: Should they increase their online presence and if so, how should it be structured?

REFERENCE CASE STUDIES

Bank of America (<http://smallbusinessonlinecommunity.bankofamerica.com/index.jspa>) and BNP Paribas (<http://www.bnpparibas.com/en/sustainable-development/>) both of these banks have established social media marketing programs.

The Quest

In this web quest you have a chance to apply some of the information from the first three sections to see how social media works, and how you can apply it to your own industry, company or occupation.

Your mission, (should you choose to accept it) is to use the reference case studies to discover, analyze and evaluate in a brief essay following:

How can Small Town Bank best utilize social media?

Starting point: <http://finance.yahoo.com/tech-ticker/article/8122/The-Real-Way-to-Profit-from-Social-Networking?tickers=>

What is the status of the finance industry?

Starting point: <http://www.congoo.com/Finance>

Which social network is best suited to their brand?

Starting point:

PR9 facebook.com <http://www.facebook.com/>

PR9 twitter.com <http://www.twitter.com/>

PR8 blinklist.com <http://www.blinklist.com/>

PR8 del.icio.us <http://del.icio.us/>

PR8 digg.com <http://www.digg.com/>

PR8 reddit.com <http://www.reddit.com/>

PR8 propeller.com <http://www.propeller.com/>

PR8 stumbleupon.com <http://www.stumbleupon.com/>

PR8 mixx.com <http://www.mixx.com/>

Identify how Small Town Bank can use the following in their social marketing strategy:

Customer advocacy

Starting point: <http://www.cimco.net/CorporateInfo/CustomerAdvocacy.aspx>

Employee advocacy

Starting point: <http://finance.yahoo.com/news/Effective-Communication-bw-14579281.html>

Which would be the easiest starting point for Small Town Bank and why?

- Blogging
- Social Network creation
- Online service provision
- Intranet

What are the risk/security factors to the image of the Brand?

Where will they experience the greatest Return on Investment (ROI)?

Your essay should be approximately 1,500 words and should include citations for your reference sources.

Comments and questions are welcome in the blog (final page).

SUMMARY

There are thousands of tools and resources available to be employed in social media marketing all focused on the axiom of “People First.”

In the next section ***“STIMULATING “VERY SERIOUS” VISITOR TRAFFIC AND SEARCH ENGINES RANKINGS”*** I will focus on the personal experience of your audience on your website – and how it impacts your search engine rankings.

Stimulating “Very Serious” Visitor Traffic and Search Engines Rankings

WHAT IS “VERY SERIOUS” TRAFFIC?

Simply put, “very serious” visitor traffic at the bare minimum is the amount of daily targeted traffic you need to meet the financial goals set in your business marketing plan.

The key to understanding visitor traffic is to first discover who is leading in the search engine rankings for your niche. The figure to top is dictated by your niche, what you sell, and how much traffic you need to reach your financial goal.

In some niches it is 4500 unique and highly targeted visitors a day, for others it is 500, while for others it's 100,000+.

Very serious visitor traffic is linked to those all important search engine rankings. To attain **very serious rankings your website has to be found via hundreds of longer, more unique keyword phrases searches (“longtail” keywords)** in addition to generic keyword for your niche. (“head” phrases/terms).

For instance, a website that currently gets an average of 6000 unique visitors a day doesn't rely solely on the search engines: the visitors reach the website from hundreds of different referring pages daily. In addition the keyword searches span 1500+ unique and different keyword phrases. These websites seriously have their social media marketing juju working at full tilt. That's the kind of action you want.

Note: When you are first starting out, you could begin with a goal of a 100 visitors per day, for example. If you convert on your specific page at 1%-3% (could be considered average or normal for your business), you'll see 1-3 leads per day.

The Bottom Line Value of Using Web 2.0 And Social Media

By this point as you make your way through the Web Quest, the reality of the awesome potential for visibility, recognition, goodwill and profits should be in clearer focus. Since we are all consumers with a lot of companies vying for our attention, understanding the reasoning for investing in social media marketing is obvious:

Authority = Attention...

...Attention = Money



(Courtesy pension risk matters)

The high level of competition in every market niche represented on the Internet has been the underlying motivation for Search Engine Optimization. Here the focus was on fine-tuning the technical aspects of your website; the design, the textual and image content, the navigation and links.

Social Media Marketing takes the same analytical approach to the human side of the equation; it qualifies the impact of human behavior and its role in website popularity.

Let's look at one of the easiest ways to launch a social media marketing campaign by creating a Wordpress blog.

The Making of a Web 2.0 Blog Post

In case you didn't get the memo - Blogging is not a gimmick or just a journal; it's the fast track to delivering your message on a different platform. And if you are serious about attracting visitors, creating and maintain a blog is **critical** to successfully employing Web 2.0 tools. Without a blog, your competition has the upper hand. The search engine spiders simple adore Wordpress and other content management systems because their structure was designed for syndication.

In addition, this structure allows you greater freedom than a static website. Using a blogging platform provides you with one of the most powerful search engine tools as well as an interactive community builder to attract willing-to-buy visitors to your site.

There are a variety of blogging platforms that you can choose from, in this example we are using Wordpress. Why? Because it supports all of the Web 2.0 marketing strategies discussed in this guide.

Creating your blog is simple, but with thousands of blogs online, getting the attention you want requires organization, consistency and effort. Here are the most critical points you need to address to market your blog successfully:

The Ping List. The first thing you need to do after your blog has been created is to check the "ping" list. Each time you create a post on your blog you can immediately let the world know about it through your ping list. Login to your Dashboard, then go to Settings/Writing and paste [this list](http://forums.seochat.com/blogs-tagging-rss-feeds-74/rss-is-important-lets-spread-the-word-58077.html) (<http://forums.seochat.com/blogs-tagging-rss-feeds-74/rss-is-important-lets-spread-the-word-58077.html>) into the "Update Services" box.

TAG your post. One of the most powerful Wordpress plug-ins that can make your blogging easier is [Simple Tags](http://wordpress.org/extend/plugins/simple-tags/) (<http://wordpress.org/extend/plugins/simple-tags/>) which allows you to categorize content based on a tagging engine. Each time you make a post it adds your keywords as tags at the bottom of your post as well as to your Wordpress pages.

Use TAGs throughout your post. Add more power to your posts by using the <http://www.tagalizeit.com> plug-in, you can include tags in your post which can keep you at the top of relevant lists for your topic.

Syndicate your post. This is the fastest way to generate immediate traffic. There are two types of syndication websites that function differently. There are bookmarking websites like Del.icio.us and article submission sites like Digg.com where users vote on the quality of the content.

Pump Up the Magnet Power Of Your Blog With Plugins

“What would Seth Godin Do?”¹⁷ This plug-in which encourages people to subscribe to your RSS feed.

Wordpress Sitemap¹⁸–Search engines like sitemaps because with all of your links in one place it makes their indexing tasks fast and easy.

All-in-One SEO Pack¹⁹– For putting the proper METAtags in your Wordpress blog.

Subscribe to Comments²⁰– This plug-in is extremely popular because your blog visitors can post their comment and receive notification when someone replies to their comment.

FeedBurner²¹– Now owned by Google this is one of the most popular news feeds on the Internet.

Smart Update Pinger²²– Avoids the problem of over-pinging by only sending the posts that have not been published.

Note: Send an email to contact@jonrognrud.com – and I’ll send you the latest optimum plugin list!

¹⁷ <http://richardkmiller.com/wordpress-plugin-what-would-seth-godin-do>

¹⁸ <http://www.jackhumphrey.com/fridaytrafficreport/wordpress-sitemap-plugin/>

¹⁹ <http://wp.uberdose.com/2007/03/24/all-in-one-seo-pack/>

²⁰ <http://txfx.net/code/wordpress/subscribe-to-comments/>

²¹ <http://www.feedburner.com/fb/a/home>

²² <http://daven.se/usefulstuff/wordpress-plugins.html>

Know Your Website Visitors

It's important that you know your audience and what they need to find your website and return regularly. You have to consider both of these audiences to succeed in becoming an authority on the Internet in your niche:

1. Your human target market, and,

2. The search engines, including Technorati

Tweaking your blog can make a significant difference in the amount of exposure you receive here are a few tips:

Pay Attention to Your Post Titles

Use your main keyword as the first word in your post title is best but anywhere in your title will make it score higher in the engines.

Technorati Tagging

Technorati is an authority website and you need to tag at least one thing in your post itself for Technorati using Technorati plug-in.

Fine Tune Your Content Type

Authority blogs focus on a specific subject or topic and then fine-tune it to the nth degree, exposing layer after layer of information. Your content type can be; insightful, entertaining, inspiring, thought-provoking or controversial... the list is endless and they all describe content that is most linked to and appreciated by Internet users who frequent ANY niche. For more insight on content types, check out this great article on content writing "[Who Do You Think You're Talking To?](http://www.copyblogger.com/who-do-you-think-you%E2%80%99re-talking-to)" (from Copyblogger: <http://www.copyblogger.com/who-do-you-think-you%E2%80%99re-talking-to>).

Powerful Web 2.0 Content Research Steps

To develop this type of content you need to research which content types are currently working in your niche. Perform a Google search on your top keyword and investigate what the top 10 sites have to say about it. Use <http://blogsearch.google.com> as well, and do the same.

With this information in hand, create a better resource as a “riff post” (where you cite and link the source of inspiration for your post). This is a great way to provide readers with a cool resource. Then talk about it in your own words and tag it with the best, more relevant keywords for that content. You can also use the information that you find to create something entirely new, especially if none of the top 10 sites are covering something important to the niche.



(Courtesy abcnews)

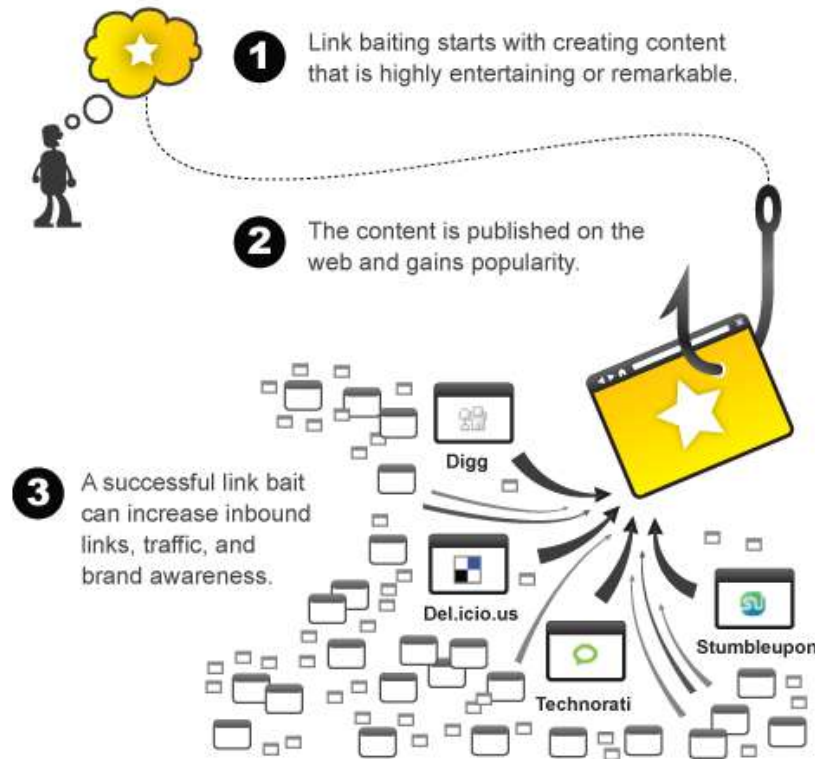
Content Partnerships

Updating your content regularly is very important, but that doesn't mean you have to be handcuffed to your computer. Using Wordpress you can authorize a host of "authors" to contribute content to your site.

Create a partnership with another blogger in your niche and agree to write original content (this could be commentary, articles or short snippets, etc.) for each other on a regular basis. This is the new way to exchange links that is much more substantial than the posting of a URL. There are thousands of people using this technique to boost the amount of fresh new content on their site and increase the number of back links as well. The more posts you have, the more relevant keywords in the search engines.

Capitalize On the Power Of The Link

The Power of Link Baiting



© 2007 Elliance, Inc. | www.elliance.com

(courtesy [Elliance.com](http://www.elliance.com))

Linkbaiting²³ has been called “The Ultimate Link Generator” but what the heck is it?

“Linkbait” is content that is over the top; it’s so important, useful, controversial or entertaining that it immediately generates the word-of-mouth advertising or buzz every webmaster craves. This type of content motivates other sites to link to it and talk about it which boosts the PageRank, visitor traffic and elevates its search engine position.

You can launch a site into a dominant position in any niche using a well-thought out linkbait piece. Start by reading the article that started it all [The Art of Linkbaiting](http://performancing.com/promotion/links/the-art-of-linkbaiting) by Nick Wilson. (<http://performancing.com/promotion/links/the-art-of-linkbaiting>)

²³ <http://www.morevisibility.com/seoblog/what-is-linkbaiting.html>

69 | <http://www.ionrognerud.com> (c) 2010. Personal Copy. No Distribute.

Here are a few other resources to get you started:

Brandon Hopkins: [How to Linkbait Your Blog](http://www.brandon-hopkins.com/how-to-linkbait-your-blog) (<http://www.brandon-hopkins.com/how-to-linkbait-your-blog>)

Stunt Duble: [The Linkbaiting Playbook: Hooks Revisited](http://www.stuntdubl.com/2007/01/12/linkbaiting-hooks/) (<http://www.stuntdubl.com/2007/01/12/linkbaiting-hooks/>)

Rand Fishkin: [Leveraging Linkbait](http://ypnblog.com/blog/2007/01/18/leveraging-linkbait/) (<http://ypnblog.com/blog/2007/01/18/leveraging-linkbait/>)

A huge part of a successful social media marketing campaign is dependent on the networks you choose. It's not feasible to utilize every social media website for several reasons; the most important is that they must be appropriate for your audience. Select a handful of social media websites to monitor on a regular basis.

The criteria for the primary websites you use in your strategy should have the highest traffic and most relevant activities for your niche. To reinforce your social media marketing campaign, select a secondary set of websites to visit periodically and interact to keep your "trust" value alive and kicking.

Gaining recognition by increasing your visibility on social networking sites works hand-in-hand with linking your website from all of the right places.

Get listed in directories. Google reigns supreme in the world of search engines, however remember to add your site as a listing in directories like [DMOZ](#) and [Yahoo!](#) to build authority.

Spread outbound links²⁴. Linking to other authority sites in your niche is an important service that you can offer to your visitors that not only boosts your website ranking in the search engines, but supports your credibility as well.

Become an external link in Wikipedia. In addition to developing your own page on this authority site, [Wikipedia's](#) external links generally point to authorities on their specific topic, adding your site as a link in areas that it offers extensive information on topics related to your niche can be valuable to increase the authority power of your own website.

Make internal links absolute²⁵. Instead of using "pagename.html," point directly to "http://www.yoursite.com/pagename.html," so that if your content gets scraped, you'll at least be able to enjoy a link as a content creator.

Use contextual internal links²⁶. Create links to other areas of your site whenever it's relevant to let your visitors know that your website has more information related to their search.

Build incoming links²⁷. Social media marketing is all about people and creating partnerships, as well as providing quality content that others will want to link to, especially links that end in ".edu." By providing

²⁴ <http://googlewebmastercentral.blogspot.com/2008/10/linking-out-often-its-just-applying.html>

²⁵ <http://www.seodesignsolutions.com/blog/seo-web-design/internal-links-are-you-making-the-most-of-yours/>

²⁶ <http://www.seodesignsolutions.com/blog/seo-web-design/internal-links-are-you-making-the-most-of-yours/>

excellent link collections for your visitors, they'll begin to reference your website as an information “hub” which will boost your incoming links, because other site website owners will want to reciprocate.

Avoid linking to pages with less authority²⁸. Authority building means linking only to websites that have more authority than your own website.

SUMMARY

Remember that the essence of content and the main reason people use the Internet is **INFORMATION**. Crafting your social media marketing campaign based on real, factual, usable and easy to understand information will generate the attention and authority that is essential to success in the active Internet world of today.

“Link Building to Authority Sites – Leveraging Social Media” will give you insight for putting all of the pieces of your social media marketing campaign together; to generate the visitor/search engine traffic and industry recognition you want using Web 2.0 tools.

²⁷ <http://www.incominglinks.com/>

²⁸ <http://www.seobook.com/archives/000661.shtml>

Link Building to Authority Sites – Leveraging Social Media



The step-by-step strategy for creating one component of your social media marketing strategy in the previous section focused on a Wordpress blog.

For your website that is the home of your shopping cart and other types of content - begin with the design of the site and follow the guidelines that support your goal of becoming an authority. Follow these design tips to create a site that has the look and feel of an authority. Remember this as you start adding pages to remain credible.

Pay attention to usability guidelines. A well-designed website is more than aesthetic beauty; there is real science at work behind the scenes of the websites with the highest visitor ratings. Review the guidelines and take the usability test²⁹ at any point in the development process for best results or you run the risk of detracting from your image as an authority.

Create an authoritative design³⁰. Be sure that your visual design represents your brand image and includes all of the features mentioned in the previous sections that support credibility.

Focus on quality³¹. Offer exclusive, powerful content that is in demand by others.

Add volume to your website³². Authority websites can contain hundreds of different pages covering their subject matter in ever-greater detail. Remember as you start adding pages to remain credible.

Offer RSS feeds³³. As an authority website with valuable content, it's also vital to make it easy for your audience to find and distribute it by using RSS.

²⁹ <http://www.usabilitysciences.com/services/lab-based-usability-testing/>

³⁰ <http://www.consumerwebwatch.org/web-credibility.cfm>

³¹ <http://www.highertrustmarketing.com/blog/?p=435>

³² <http://www.seo-news.com/archives/2006/sep/14prt.html>

³³ <http://www.seo-news.com/archives/2006/sep/14prt.html>

Content Is Still King



By placing the focus on people in using social media marketing the value of strong content cannot be over-emphasized: dynamic content proves that your site is the authority in your chosen niche. Dynamic content is content that is updated on a regular basis which prompts the search engines to return to your website and index the new information. Here are few ways you can accomplish this goal:

Text content. Utilize a Content Management System to offer in depth articles about your subject using time stamps or dates. This format is also useful in building your authority: individuals who are thinking of creating a site in your niche can read the latest news first. The more credible your website appears the easier it is to be listed in [Google News](#), which will really establish you as a market leader.

Provide answers. Include a Frequently Asked Questions (FAQ) or Glossary of Terms³⁴. You can enhance this feature by visiting question-and-answer sites like [Yahoo! Answers](#) to share your knowledge.

Image content. Keep in mind that Google, MSN and Yahoo allow Internet users to search images. Using relevant keyword “alt” tags on your images add more “oomph” to your website content. Allowing your visitors to use your high quality images in return for a link back is a good way to increase your website visibility and generate goodwill. If your niche becomes popular and new sites start to spring up with your images and a link to your site your rankings will increase.

Offer a diverse array of content types³⁵. Provide a balanced mix of static, dynamic and multimedia content to cater to different preferences of your visitors.

Create good content³⁶. Offer exclusive content that other website in your niche doesn’t provide, and your website gains the authoritative edge.

³⁴ <http://www.seobook.com/glossary/>

³⁵ <http://www.highertrustmarketing.com/blog/?p=435>

³⁶ <http://www.probloggger.net/archives/2006/02/18/writing-good-content/>

Offer "expert pages"³⁷ Work from a narrow focus and create pages with content dedicated to a specific topic with links to hub reference pages.

Provide a benefit³⁸. Provide your audience with information that they can use; how-to tips, news items or advice.

Avoid blatant advertising³⁹. Keep your focus on creating and developing relationships with your audience. Speak to their interest and keep your perspective on developing rapport and providing useful information.

Develop a unique "voice"⁴⁰. Build you brand and attract a loyal audience by creating a recognizable writing style.

Think interactive. Provide your audience with activities; surveys, ratings, suggestion boxes, comment fields and feedback forms all demonstrate your interest in them and help to build community.

Speak on your readers' level. Make it easy for your audience to be engaged by writing in terms that everyone understands instead of using industry jargon that is only understood by a few.

³⁷ <http://www.seo-theory.com/2007/07/24/trusted-site-seo-build-trust-authority-seo/>

³⁸ <http://www.contentblog.net/how-to-become-an-authority-blogger/>

³⁹ <http://www.affiliatewebsitedesign.com/forum/viewtopic.php?t=1317>

⁴⁰

COMMUNITY

The cornerstone of social media marketing is community involvement. You can boost your networking and community efforts with these tips.

Leave comments. Find the websites that are related to your niche and leave insightful comments that will have readers looking to your site for more.

Participate in other forms of social media. You may have a page on Facebook, but don't overlook the fact that your audience may also use LinkedIn. Regardless to the network you choose, it's important to participate in the discussion instead of submitting you links

Network. Sound familiar? The name of the game in 2009 is to *connect and listen* instead of introduce and sell. Spend 90% of your time focusing on value-add, not sales. Build those relationships first!

Discover the connections of others in your industry and find ways to complement it, and this acts as a springboard toward industry recognition as an authority. Don't be a slimy sales-jock at the social media party!

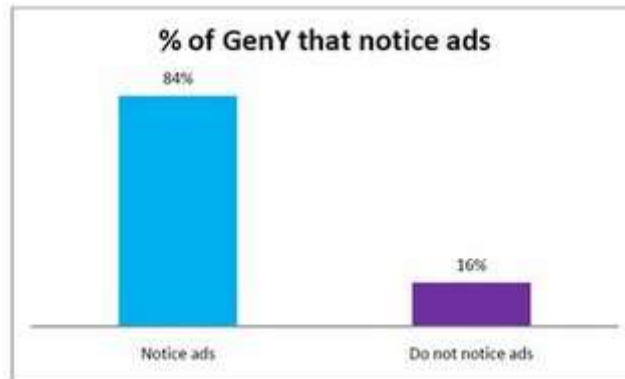
Write guest posts. Broaden your reach as an authority by using guest posts to introduce yourself and your expertise.

Social Media Marketing Versus Advertising

In the article “Advertising to Gen Y” Scott Monty, head of social media for Ford Motors sums up the perspective of the Social Media Marketing Guide nicely:

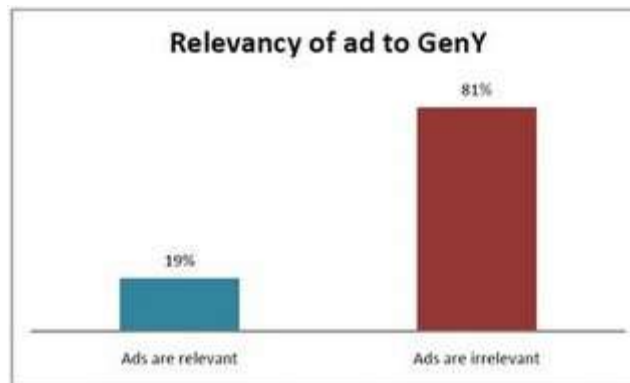
“The other day, I remarked that Ford is "not interested in advertising on social networks. [We're interested in getting in there and interacting with people.](http://www.scottmonty.com/2009/02/business-of-social-media.html)"
(<http://www.scottmonty.com/2009/02/business-of-social-media.html>)

The Good News



Source: The Participatory Marketing Network (PMN) and Pace University Lubin School of Business' Interactive and Direct Marketing (IDM) Lab, February 2009

The Bad News



Source: The Participatory Marketing Network (PMN) and Pace University Lubin School of Business' Interactive and Direct Marketing (IDM) Lab, February 2009

If you are interested in reaching the Gen Y market, here is what they want from you in order of importance:

- News or updates on products
- Access to promotions
- Access to view or download music or videos
- Voicing the opinion
- Connecting with others

The bottom line with these consumers is that your message must provide value and be relevant within the context of the social network if you want to see results.

Reference Sites



(Courtesy ashford.edu)

35 Top-Ranked Social Media Sites

See the [definition of Pagerank](#) (Wikipedia) first.

1. PR9 facebook.com <http://www.facebook.com/>
2. PR9 twitter.com <http://www.twitter.com/>
3. PR8 blinklist.com <http://www.blinklist.com/>
4. PR8 myspace.com <http://www.myspace.com/>
5. PR8 del.icio.us <http://del.icio.us/>
6. PR8 digg.com <http://www.digg.com/>
7. PR8 reddit.com <http://www.reddit.com/>
8. PR8 propeller.com <http://www.propeller.com/>
9. PR8 stumbleupon.com <http://www.stumbleupon.com/>
10. PR8 mixx.com <http://www.mixx.com/>
11. PR8 thoof.com <http://www.thoof.com/>
12. PR8 ning.com <http://www.ning.com/>
13. PR8 linkedin.com <http://www.linkedin.com/>
14. PR7 mister-wong.com <http://www.mister-wong.com/>

15. PR7 furl.net <http://www.furl.net/>
16. PR7 blogsme.com <http://www.blogsme.com/>
17. PR7 tumblr.com <http://www.tumblr.com/>
18. PR7 newsvine.com <http://newsvine.com/>
19. PR7 folkd.com <http://www.folkd.com/>
20. PR7 claimid.com <http://www.claimid.com/>
21. PR7 nowpublic.com <http://www.nowpublic.com/>
22. PR7 rojo.com <http://www.rojo.com/>
23. PR7 43things.com <http://www.43things.com/>
24. PR7 mystuff.ask.com <http://mystuff.ask.com/>
25. PR7 meetup.com <http://www.meetup.com/>
26. PR7 helium.com <http://www.helium.com/>
27. PR6 ma.gnolia.com <http://ma.gnolia.com/>
28. PR6 simpy.com <http://www.simpy.com/>
29. PR6 clipmarks.com <http://www.clipmarks.com/>
30. PR6 Yahoo myweb2 <http://myweb2.search.yahoo.com/>
31. PR6 hubpages.com <http://www.hubpages.com/>
32. PR6 feedmelinks.com <http://www.feedmelinks.com/>
33. PR6 diigo.com <http://www.diigo.com/>
34. PR6 netvouz.com <http://www.netvouz.com/>
35. PR6 backflip.com <http://www.backflip.com/>

Authority Site Finder Tool: (<http://www.seotoolsite.com/seo-tools/authority-site-finder.php>) This tool will identify your competition as well as authorities in other niches.

Digital Point Forums: Here you can purchase previously owned domain names that offer an “age advantage” along with traffic. Check also <http://www.buydomains.com>

Google Reader: This easy-to-use feed is ideal for tracking your brand in the media, along with upcoming industry stories that affect your niche.

[SitePoint domain marketplace](#): A trusted source of aged domain names where the sellers have the facts to support their asking price.

[NewsGator](#): This feed reader integrates with Microsoft Outlook to deliver news conveniently to you inbox.

[Link Authority Tool](#): Find out “who’s who” using this Link Authority Tool. (<http://www.suma-tools.de/link-authority/hubfinder.php>)

[HaloScan](#): A full-featured commenting system that makes it easy to manage your social network.

Almost Done – Just Consider These Statistical Facts

The leaders of the most popular (search) websites are **Google and Yahoo**, respectively, which demonstrates how important your search engine ranking is to reach the largest market share⁴¹.

YouTube ranked as third most popular site has over 100,000,000 videos⁴² and 65,000 new videos appear each day.⁴³

In the fifth position is Facebook, which currently has over 250 million users and 70% of those users are International. Worldwide, over five billion minutes are spent on a daily basis on Facebook.⁴⁴ As a social utility, Facebook connects you with the people that are in your life. For your business or non-profit cause to gain free visibility, create a fan page or an event.

In June 2008, Twitter's worldwide audience was 2.9 million. Twitter is now reaching 44.5 million unique visitors as of June 2009. This is a phenomenal growth pattern with seven million new users in June alone.⁴⁵ During this time, the Iran Election was covered on Twitter in real time.⁴⁶ Iranians using Twitter amplified the controversy over the election results, which led to civil unrest.

Green, the color of the opposition movement, became a popular color for Twitter avatars as the social media community protested along with the Iranians.⁴⁷ Other social media resources included Facebook, which had Farsi translation for the Iranians, YouTube and Wikipedia.

In the Top 10 List of most visited sites, the staff at Love To Know⁴⁸ uses an interesting research-based, somewhat subjective pattern to deciding on the list. Facebook is their number one, then Google and the portal Hi5, which helps you find and locate friends locally and around the world. MySpace continues to be in the top ten on many social media lists and is an excellent place for forums, blogs and a place for bands to showcase new music.

⁴¹ <http://mostpopularwebsites.net/> August 7, 2009

⁴² <http://youtubereport2009.com/category/youtube-statistics/>

⁴³ <http://www.slideshare.net/mzkagan/what-the-fk-social-media>

⁴⁴ <http://www.briansolis.com/2009/08/everything-you-never-knew-about-facebook/>

⁴⁵ http://www.techcrunch.com/2009/08/03/twitter-reaches-445-million-people-worldwide-in-june-comscore/?awesm=tcn.ch_2l4P&utm_campaign=techcrunch&utm_medium=tcn.ch-twitter&utm_source=facebook.com&utm_content=twitter-publisher-main, Eric Schonfeld, August 3, 2009

⁴⁶ <http://mashable.com/2009/08/05/why-teens-dont-tweet/>

⁴⁷ <http://mashable.com/2009/06/21/iran-election-timeline/>

⁴⁸ <http://www.lovetoknow.com/top10/most-visited-websites.html> August, 2009

Since 1990, the network of websites has grown into the millions allowing us to conduct business online, work from home, access news, run a successful presidential campaign, read and blog about anything, meet our soul mate, and interact with friends. Social media is pervasive in our daily lives, in society and will be how businesses⁴⁹ stage and launch campaigns from new products to new technologies.

⁴⁹ <http://royal.pingdom.com/2008/04/04/how-we-got-from-1-to-162-million-websites-on-the-internet/>

Final Thoughts – Conclusion and the Future



Is social media marketing a fad?

From everything we have reviewed here social media marks an evolution point in the way people use and relate to the Internet.

An active Internet user today (2009) is one who uses the Internet everyday or more than 3 times per week for shopping, communication and entertainment. Compare this to Internet usage of 1999 when the Internet was considered little more than an electronic encyclopedia and it is easy to see the impact of social media.

Is social media marketing viable for every business?

With the wide range of Web 2.0 components available it's very feasible that businesses from every industry can benefit from selecting the ones that are most appropriate for their use with the proper research beforehand.

Is social media marketing profitable?

All the statistics reveal that the profitability of social media rivals traditional media in terms of ROI. At the same time, just as with Pay-Per-Click advertising, many companies have attempted to use social media and failed miserably.

Is there a magic formula for ensuring social media marketing success?

Yes, give your audience what they want: the tough part is discovering the right amount of all the ingredients we have reviewed here. One way to begin is simply to ask your audience what features they would like to see on your website or what topics are high on their list. This is a realm that is dictated by human behavior and the principles that motivate it. Understanding how this impacts Internet usage is definitely the best place to begin.

Is a social media marketing campaign worth the effort?

For companies and individuals who want to remain competitive in the online marketplace, definitely. All of the projections indicate that social media is not only a viable industry in its own right, but one with tremendous growth potential and constantly developing avenues of expression, for example .MOBI websites and PDA applications are already an integral part of the Web 2.0/social media landscape. If you take into account the inevitable fallout where social networks fold, there is still no turning back the hands of time: social media as a marketing venue is **here to stay**.

Thanks for Reading: Next Steps & Feedback

Thank you for your time and attention to the “Secrets of Social Media Marketing” B2B Guide.

I trust that you found the information contained in this guide and the accompanying presentations helpful.

Let me know what you think, I enjoy comments, good, bad or indifferent.

And by now – you are on Twitter, Facebook and LinkedIn. Send me your information!

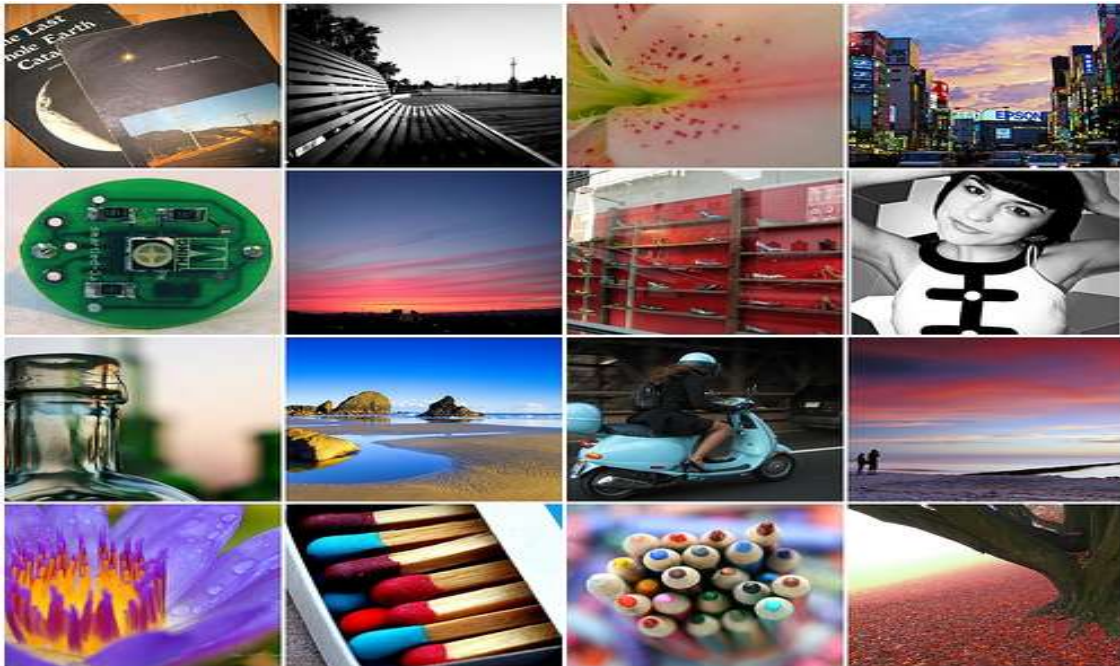
NEXT STEPS:

1. Send comments via e-mail at: contact@ionrognerud.com or
2. Go to the website at <http://www.ionrognerud.com>. Ask & comment in my blog! ☺
3. Answer the questions below and let's engage!

A. “How do you use social media for your business”?

B. “What is your biggest challenge with social media right now”? The conversation continues...

...and as Steve Jobs said: Stay Hungry, Stay Foolish!



GLOSSARY OF SOCIAL MEDIA MARKETING TERMS⁵⁰

This glossary is expanded upon. Please see the website for more information, and ask for the most updated version, since these change.

AUTHORITY WEBSITE/WEBSITE AUTHORITY

A term use to denote the by-product of multiple factors (trust rank, relevance and endorsement from websites who have earned a position of authority from search engines). In layman's terms, it is a popular site that people frequent, gets linked to on the basis of its merit, or that others willingly refer to when the topic of that site comes into play.

BLOGOSPHERE

A collective term that encompasses all [blogs](#) and their interconnections. It is the perception that blogs exist together as a connected [community](#) (or as a collection of connected communities) or as a [social network](#).

VERTICAL MARKET/CULTURAL/SELF-EXPRESSION

A **vertical market** is a group of similar [businesses](#) and [customers](#) which engage in trade based on specific and specialized needs. Often, participants in a vertical market are very limited to a subset of a larger industry (a [niche market](#)).

DYNAMIC WEB PAGE

Classical [hypertext](#) navigation occurs among "static" documents, and, for "web users," this experience is reproduced using [static web pages](#). However, [web navigation](#) can also provide an "interactive experience" that is termed "**dynamic**." Content (text, images, form fields, etc.) on a [web page](#) can change, in response to different contexts or conditions. There are two ways to create this kind of [interactivity](#):

Using [client-side scripting](#) to change interface behaviors *within* a specific [web page](#), in response to mouse or keyboard actions or at specified timing events. In this case the dynamic behavior occurs within the [presentation](#).

⁵⁰ ALL DEFINITIONS SUPPLIED BY WIKIPEDIA: [HTTP://WIKIPEDIA.ORG](http://WIKIPEDIA.ORG)

Using [server-side scripting](#) to change the supplied page source *between* pages, adjusting the sequence or reload of the [web pages](#) or [web content](#) supplied to the browser. Server responses may be determined by such conditions as data in a posted [HTML form](#), parameters in the [URL](#), the type of browser being used, the passage of time, or a database or server [state](#).

The result of either technique is described as a **dynamic web page**, and both may be used simultaneously.

INTERACTIVE MEDIA

Interactive media, a type of Collaborative media, refers to [media](#) that allows for active participation by the recipient, hence [interactivity](#). Traditional [information theory](#) would describe interactive media as those media that establish two-way communication. In [media theory](#), interactive media are discussed along their cultural implications. The field of [Human Computer Interaction](#) deals with aspects of interactivity and design in [digital media](#). Other areas that deal with interactive media are [new media art](#), [interactive advertising](#) and [video game](#) production.

“LIVE PERSON” APPLICATION

One of many Customer Relations Management software programs using Internet Relay Chat (IRC) technology which enables a customer to send questions as text messages to a company representative in real time. There are also Video Chat applications available.

SOCIAL BOOKMARKING

Social bookmarking is a method for [Internet](#) users to store, organize, search, and manage [bookmarks](#) of web pages on the [Internet](#) with the help of [metadata](#), typically in the form of [tags](#) that collectively and/or collaboratively become a [folksonomy](#). Folksonomy is also called *social tagging*, "the process by which many users add metadata in the form of keywords to shared content".^[1]

In a social bookmarking system, users save links to [web pages](#) that they want to remember and/or share. These bookmarks are usually public, and can be saved privately, shared only with specified people or groups, shared only inside certain [networks](#), or another combination of public and private domains. The allowed people can usually view these bookmarks chronologically, by category or tags, or via a search engine.

SOCIAL MEDIA

Social media is [information content](#) created by people using highly accessible and scalable publishing technologies that is intended to facilitate communications, influence and interaction with peers and with public audiences, typically via the [Internet](#) and mobile communications networks. The term most often refers to activities that integrate technology, telecommunications and social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories and experiences. Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM).

SOCIAL MEDIA MARKETING

Social media marketing is a set of online marketing techniques that leverage social media. In the context of Internet marketing, Social Media refers to a collective group of web properties whose content is primarily published by users, not direct employees of the property (e.g. the vast majority of video on YouTube is published by non-YouTube employees). Social media optimization (SMO) is a set of methods for generating publicity through social media, online communities and community websites.

Social media marketing has two important aspects. The first, SMO, refers to on-page tactics through which a webmaster can improve a website for the age of social media. Such optimization includes adding links to services such as Digg, Reddit and Del.icio.us so that their pages can be easily 'saved and submitted' to and for these services.

Social media marketing, on the other hand, is about building ways that fans of a brand or company can promote it themselves in multiple online social media venues.

Some social media marketers offer to write content that is remarkable, unique, and newsworthy. This content can then be marketed by popularizing it or even by creating a #viral# video on YouTube and other video sites, including getting involved in blogs, forums, and niche communities. Others in the social media world consider this form of social media marketing Astroturfing or "fake grass roots".

According to Lloyd Salmons, first chairman of the Internet Advertising Bureau social media council "Social media isn't just about big networks like Facebook and MySpace, it's about brands having conversations." [1].

SOCIAL MEDIA METRICS

Measurement and metrics enable marketing professionals to justify budgets based on returns and to drive organizational growth and innovation. As a result, marketers use these metrics and performance measurement as way to prove value and demonstrate the contribution of marketing to the organization.

Popular metrics used in analysis include activity-based metrics that involves numerical counting and reporting. For example, tracking downloads, Web site visitors, attendees at various events are types of activity-based metrics. However, they seldom link marketing to business outcomes. Instead, business

outcomes such as market share, customer value, and new product adoption offer a better correlation. MPM focuses on measuring the aggregated effectiveness and efficiency of the marketing organization. Some common categories of these specific metrics include marketing's impact on share of preference, rate of customer acquisition, average order value, rate of new product and service adoptions, growth in customer buying frequency, volume and share of business, net advocacy and loyalty, rate of growth compared to competition and the market, margin, and customer engagement. In addition, MPM is used to measure the monitoring of operational efficiency and external performance.

SOCIAL NETWORK/NETWORKING

A **social network** is a [social structure](#) made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, [sexual relationships](#), [kinship](#), dislike, [conflict](#) or [trade](#).

Social network analysis views [social relationships](#) in terms of *nodes* and *ties*. [Nodes](#) are the individual actors within the networks, and ties are the relationships between the actors. The resulting [graph](#)-based structures are often very [complex](#). There can be many kinds of ties between the nodes. Research in a number of academic fields has shown that social networks operate on many levels, from families up to the level of nations, and play a critical role in determining the way problems are solved, organizations are run, and the degree to which individuals succeed in achieving their goals.

STATIC WEB PAGE

A static web page is a web page that always comprises the same information in response to all download requests from all users. Contrast with Dynamic web page.

It displays the same information for all users, from all contexts, providing the classical hypertext, where navigation is performed through "static" documents.

SUBJECT MATTER EXPERT (SME)

The term "SME" also has a broader definition in engineering and [high tech](#) as one who has the greatest expertise in a technical topic. SMEs are often asked to review, improve and approve technical work, to guide others, and to teach. According to [Six Sigma](#), a Subject Matter Expert "exhibits the highest level of expertise in performing a specialized job, task, or skill."

Sometimes the acronym "SME" is voiced as a word ("smee") and other times spelled out ("S-M-E").

In software development, as in the development of "complex computer systems" (e.g., [artificial intelligence](#), [expert systems](#), control, simulation, or business software) a SME is a person who is knowledgeable about the domain being represented (but often not knowledgeable about the programming technology used to represent it in the system). The SME tells the software developers

what needs to be done by the computer system, and how the SME intends to use it. The SME may interact directly with the system, possibly through a simplified interface, or may codify domain knowledge for use by [knowledge engineers](#) or [ontologists](#). A SME is also involved in validating the resulting system. SME has formal meaning in certain contexts such as [CMMs](#).

USER GENERATED/CONTRIBUTED CONTENT

User-generated content (UGC), also known as [consumer-generated media](#) (CGM)^[1] or user-created content (UCC),^[2] refers to various kinds of media content, publicly available, that are produced by [end-users](#).^[3]

The term entered mainstream usage during 2005 having arisen in web publishing and [new media](#) content production circles. Its use for a wide range of applications including problem processing, [news](#), [gossip](#) and [research](#) reflects the expansion of media production through new technologies that are accessible and affordable to the general public. All digital media technologies are included, such as question-answer databases, [digital video](#), [blogging](#), [podcasting](#), [mobile phone photography](#) and [wikis](#). In addition to these technologies, user generated content may also employ a combination of [open source](#), [free software](#), and flexible [licensing](#) or related agreements to further reduce the barriers to [collaboration](#), [skill-building](#) and [discovery](#).

WEB 2.0

The term "**Web 2.0**" refers to a perceived second [generation](#) of [web development](#) and [design](#), that aims to facilitate [communication](#), secure [information sharing](#), [interoperability](#), and [collaboration](#) on the [World Wide Web](#). Web 2.0 concepts have led to the development and evolution of web-based communities, [hosted services](#), and [applications](#); such as [social-networking sites](#), [video-sharing sites](#), [wikis](#), [blogs](#), and [folksonomies](#).

The term was first used by [Dale Dougherty](#) and [Craig Cline](#) and shortly after became notable after the [O'Reilly Media](#) Web 2.0 conference in 2004. Although the term suggests a new version of the [World Wide Web](#), it does not refer to an update to any technical specifications, but rather to changes in the ways [software developers](#) and [end-users](#) utilize the Web. According to [Tim O'Reilly](#) ... (click)

WORDPRESS

WordPress is an [open source blog publishing application](#). WordPress is the official successor of **b2\cafelog** which was developed by Michel Valdrighi. WordPress is now in the 2.8.x series.