

SOCIAL MEDIA SUCCESS KIT



INTRODUCTION



Social Marketing has become an indispensable part of our lives.

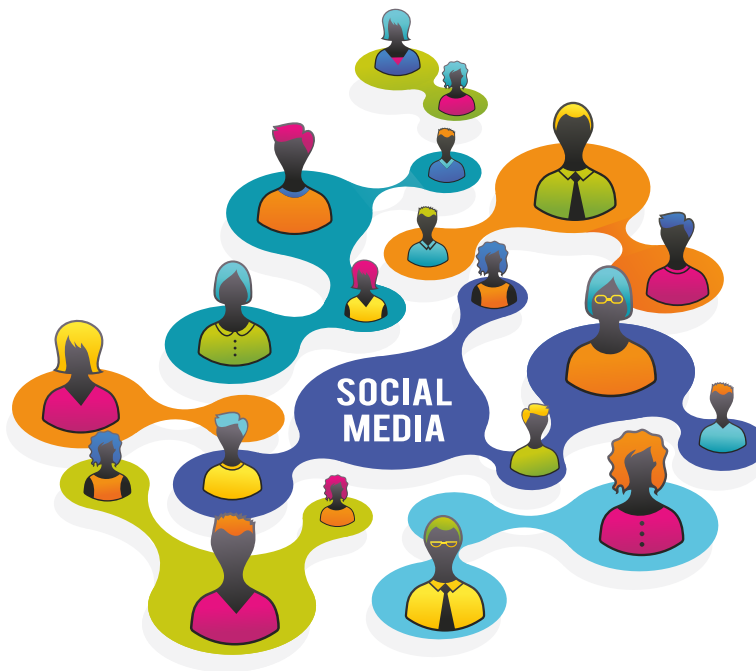
They have become the hot hunting ground for marketers in search of prospects. Since the focus of online browsers has shifted towards social media sites, marketers are learning how to leverage social media – for nurturing relationship, understanding the market, promoting the brand and impelling the prospects even before they have become qualified leads.

Buyers wait until they have completed 60-80% of their research before reaching out to the vendors.

Michael Brenner

(Senior Director of Global Marketing, SAP)

FOOD FOR THOUGHT



While there is no denying the fact that SEO, PPC and email still are an integral part of marketing campaigns, however social media sites also contribute a healthy chunk of B2B interactions on the web.

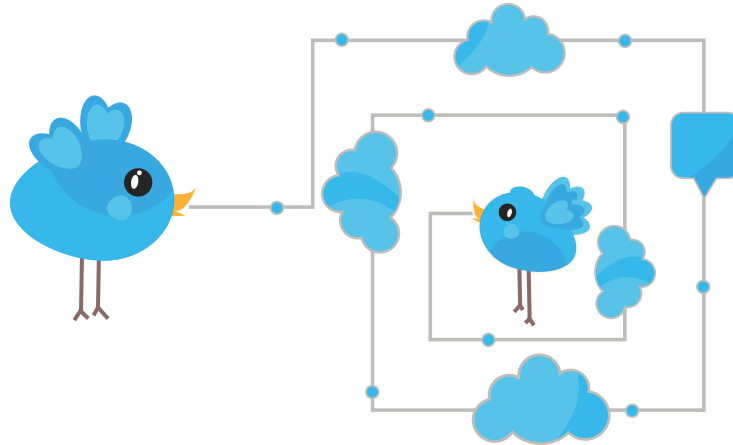
Social media sites bring followers, increases brand visibility and spread message and awareness through peer to peer sharing model. It renders a platform for creating a meaningful business relationship that encourages sharing and engagement. And thus, credibility is built.

The thing that we are trying to do at Facebook is just help people connect and communicate more efficiently.

Mark Zuckerberg

(CEO & Founder of Facebook)

LEVERAGE, LEVERAGE & LEVERAGE



The beauty of social media is that it is an extremely democratic platform. And in democracy, real empowerment comes from the fact that anybody can aspire to reach the top. But one has to garner votes for that.

Social Media dynamics are also no different. It runs on the currency of information sharing – something that people find interesting and meaningful. Marketers can't afford to become complacent just by integrating social media websites with their campaign.

Important thing is that they must leverage well on all counts – not only reinforcing their social presence through various channels but connecting meaningfully with relevant and valuable content.

And for that marketers need to leverage, leverage and leverage.

Everything we do is about getting people to be more open, more creative, and more courageous.

Jack Dorsey
(Twitter)

THE WORLD AT YOUR FINGERTIPS

Facebook

If Facebook were a country, it would have been the sixth most populous country of the world.

- Mark Zuckerberg

Twitter

Since its launch, Twitter has become one of the ten top most visited websites on internet and has been described as "the SMS of the Internet"

- Wikipedia

Linkedin

As of January 2013, LinkedIn reports more than 200 million acquired users in more than 200 countries and territories.

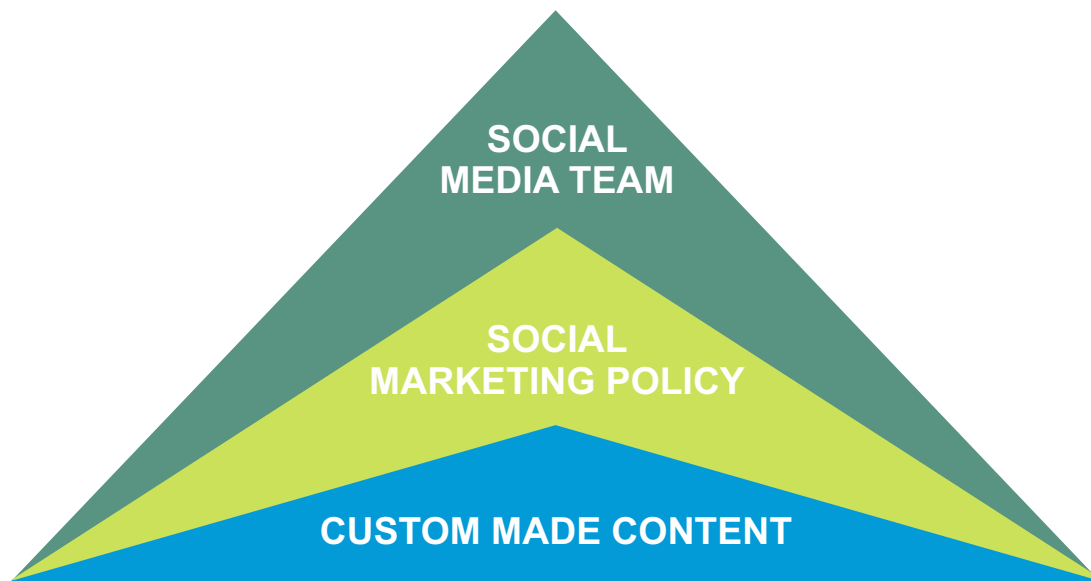
- Wikipedia

And yet this is just the tip of the iceberg. Consider the following facts:

- For every seven minutes online, one minute is spent on Facebook
- Everyday 340 million tweets are posted
- Everyday more than 300 million pictures are uploaded on Facebook via Instagram
- Approx. 65% of LinkedIn members use it as their primary networking site
- Pinterest is fast emerging as the most popular social media site just behind Facebook & Twitter in US

Clearly, there is a big universe for marketers to be tapped.

THE PYRAMID OF SOCIAL MEDIA MARKETING



Let's get this fact right. Social media sites thrive not on academic or heavy content but rather on matter which is interesting, engaging, and relevant. Problem is - it should not be longer than a teaser. So this aspect has to be kept in mind while setting up the Social Media Team. It requires people who can deliver strictly on prescribed parameters.

Once the team is ready, marketing policy needs to be defined in a clear –cut way. The guidelines to how social media should be engaged to promote brand and connect with the audiences has to be formulated.

But ultimately it boils down to one thing- content. They are the bread and butter of marketing activities. One needs to come up with text, videos, infographics and host of other shareable content - to keep the audiences engaged and entertained. And in social media sites, visual content like pictures and videos attract more traffic.

On an average, B2B marketers employ eight different content marketing tactics to achieve their goals.

B2B Content Marketing

CHALLENGES AHEAD

Social Media sites present a goldmine of opportunities for marketers. But it is much easier said than done. It is a very unorganized and unstructured channel, so tracking and measurement is a recurring problem. There are obvious social validations like when the content is being shared. But metrics will not be measurable as in the case of email marketing.

While more number of likes, comments, followers might be indicative of brand promotion, it is difficult to say how much traffic or ROI on marketing spend was generated.

Best a marketer can do is to create more peer-to-peer sharing through superior content and keep the audience engaged. And eventually, it will flood the sales pipeline with qualified leads.



Customer Acquisition. Customer Retention. Customer Loyalty

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