



Social Media Best Practices

Creating a Dialogue With Your Market

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Social Media is really a conversation that is enabled by social tools



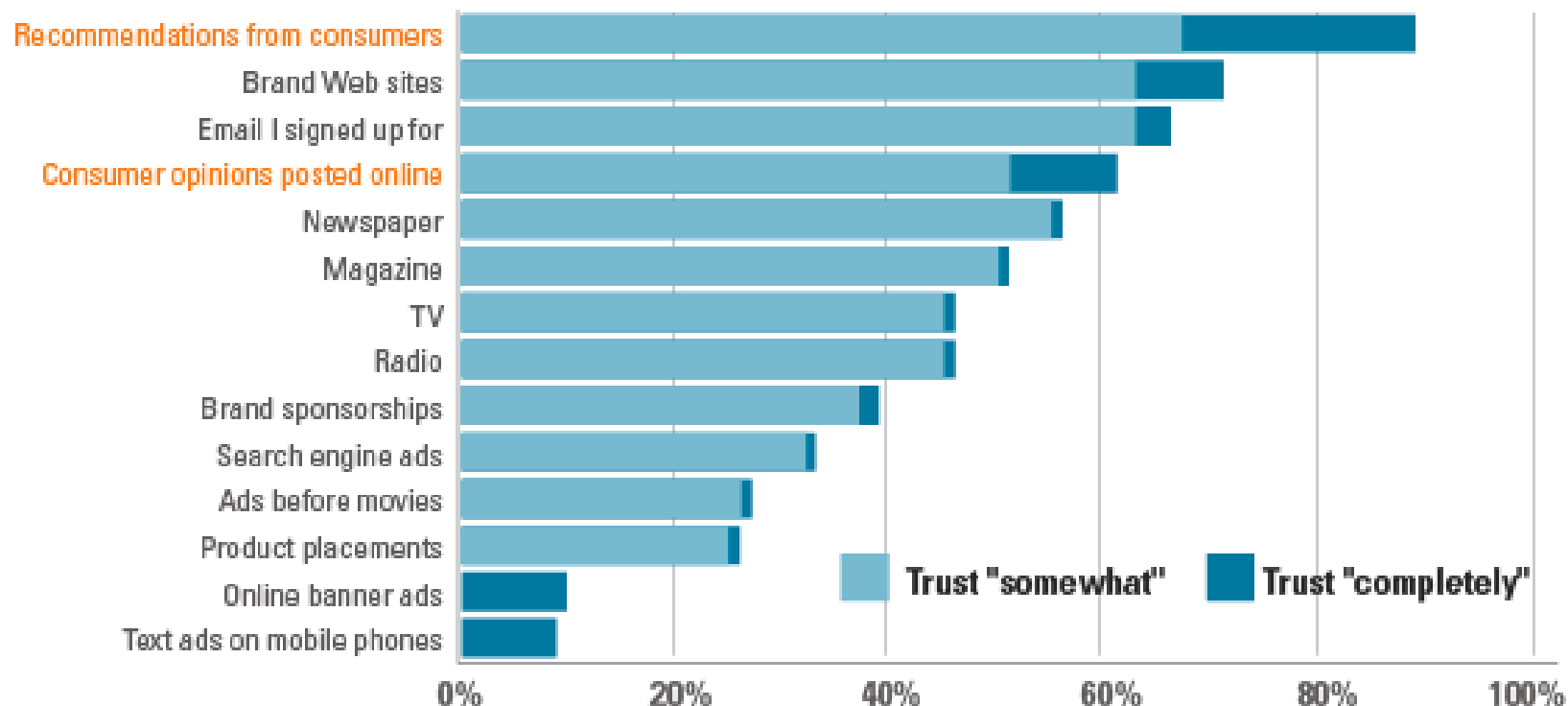
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A conversation with your customers, employees, partners → people



Why social media matters

"Indicate your overall level of trust in the following forms of advertising."



Base: 470 responses recruited from PlanetFeedback.com members.
 Source: Forrester Research, Inc. and Intelliseek.

Source: <http://www.nielsenbuzzmetrics.com/cgm.asp>

Social media trends driving massive change in e-commerce

- Transparency
- End of Command/ Control
- The Customer is the expert
- Participation – not publishing
- Enabling the long tail

What does social media mean to marketers?

We have to re-think the basics...

<u>Web 1.0</u>		<u>Web 2.0</u>
Acquisition	→	Attract
Retention	→	Engage
Growth	→	Extend

Attract customers with compelling content

Engage customers in an ongoing dialog

Extend content beyond the site

Source: Crimson Consulting, 2007



Contact Us

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