

THE GRUMPY OLD MANAGERS GUIDE TO...

SOCIAL MEDIA MARKETING

Generating Word-of-Mouth Using Technology

By Rick and Nikki Carter
e-nova communications

We don't talk about organisations.
We talk about the benefits they bring to people.

Social media is [content](#) created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a set of technologies, tools and platforms facilitating the discovery, participation and sharing of content. It is transforming monologues (one to many) into dialogues (many to many) and the democratisation of information, transforming people from content readers into publishers. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal and business. Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM).

Source: www.wikipedia.com

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About us

We decided to put this guide together to demonstrate simple and easy ways to use new technology to build business. In doing so we aim to provide hints, tips and tactics based on our experience and research over the past few years as well as the opinions of some the top experts in the use of Social Media.

Given we are over 30 years apart in age and are a father and daughter working together, we represent a diverse approach to Social Media.

However, this guide is not aimed at my boss (and father) because unlike so many older Managers, CEOs etc he understands the Internet and its evolving tools. He was even Facebooking, blogging and Twittering before me and has been emailing since 1986! [Nikki]

We both understand how important this evolving phenomenon is for businesses and wanted to share a simple how-to (and why-to) guide for those who are yet to embrace Social Media and Social Networking. If you think it's too hard, a waste of time or you just don't see the benefit to your business and are leaving it to others, then this guide is for you.

In doing our research, we quickly found that most people focus on the 'social' part of Social Media. They see it as the way their kids communicate with their friends or how to find out the latest news. Whether it's Twitter or Facebook, most see it as just a way to tell people what you are doing or what you are interested in.

However, Social Media/Networking tools enable you to connect with your customers/ consumers/ prospects/ staff, provide tips and advice and inform your target market. It can also help avert a crisis or simply rectify one. But more importantly, it enables others to talk about you instead of you talking about how good your company is.

It's about developing conversation and hence building the best form of advertising for you and your business - word-of-mouth.

Nikki and Rick Carter

ABOUT US

Rick Carter, Chief Ideas Officer



Nikki Carter, Marketing Communications Manager



BASIC RULES

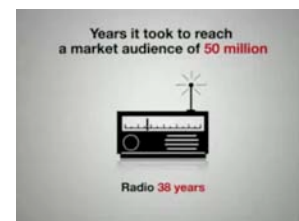
Don't ban the use of the Internet/Social Media in the office...utilise it

Use others to tell your story

Stop preaching, start actively listening, comprehending and enjoying conversations with consumers/clients

Develop a Social Media Policy for staff

DID YOU KNOW?



(Did You Know 3.0, created by Karl Fisch and modified by Scott McLeod)

Nielsen Online Research

2 in every 5 Australians on the Internet posted a comment about a brand each year

More than 6.5 million Australians now belong to at least one online social network

57% of consumers said that they watched online videos to help them make purchasing decisions

(Lara Sinclair, The Australian)

Our 10 year journey to Social Media

Tatiana Grigorieva's story

We have been an agent and friend to Olympic pole vault silver medallist Tatiana Grigorieva for over 10 years.

We realised early on that a website for Tatiana was a way for her to communicate her message directly to her fans instead of through the media. And it was a way for fans to get to know the real Tatiana. Nowadays this would be done using Twitter as Ashton Kutcher does.

Tatiana was one of the first Australian athletes to have a website and the day after her silver medal winning performance at the Sydney Olympics, the site recorded a 700% leap in traffic.

At that time, we didn't need to do much promotion of the website as there was a lot of interest in her. We did though, and were the first to promote a website address on a pole bag and on signage at events. We also had t-shirts, hats and autograph cards all promoting the website.

On her site we provided nutrition and fitness tips which lead to a column in a magazine for teenagers.

We would send out media releases and refer journalists to Tatiana's website for her quotes, providing exclusive information. We even posted an image of the man who stole Tatiana's medals. Similarly Lance Armstrong used Twitter to tell of his bike being stolen.

We also set up Tatiana's Pit Crew on her website where fans could enter their email address to receive Tatiana's E-News (a newsletter about Tatiana sent via email).

From Tatiana's website we evolved into setting up a presence on social networking sites - a Facebook Fan Page and MySpace profile. We saw this as another way for her to interact with her fans and keep them updated. When Tatiana was on *Dancing With The Stars*, Tatiana was one of the first to blog about her experiences. This led to Yahoo7 asking her to blog for their site during the Olympics.

Tatiana is not the only client that we have employed social media tactics for but our journey with her is a classic example of how communication has changed over the years and how we have been leveraging it.

THE EVOLUTION ON TATIANA.COM.AU

I have been the website designer and manager of Tatiana.com.au since the beginning. Take a look back on how the website has changed over the years,

The first layout for the site is pretty cringe worthy for me as I taught myself how to use a basic website development program FrontPage.



One of my favourite home pages I did was the magazine style (middle picture). I got to change the layout, colours and photograph regularly which was a lot of fun ... and I've always wanted to work for a magazine!



The current Tatiana site is built entirely in flash. I have kept this style for a while now but have regularly changed the imagery. When Tatiana was on *Dancing With The Stars*, for example, I changed the photograph each week to her official "Dancing" photo.



[Nikki]

The Grumpy Old Managers Guide to Social Media

Introduction



There are so many social media tools and networks out there that it can be confusing to know which to use

We have called this The Grumpy Old Managers Guide to Social Media Marketing not just to grab attention but also because we have come across so many Managers, CEOs and owners from a wide variety of businesses that are unaware of the benefits of Web 2.0 (see right) technology... and perhaps the Net in general.

However, you don't need to be grumpy or old or a manager to get some benefit from what we have learnt as we found our way around the technology, tools and tactics that make up this environment.

There is nothing new in what we have included here but we have aimed to make it as simple and easy as possible and show you how to gain some real business benefits from having a basic understanding of where the Internet is now and where is going.

We could have written pages and pages defining what all the various Web 2.0 tools are because there are millions.

However we focused on those that are (some listed below):

- A. Popular,
- B. Easy to use; and
- C. Highly effective in building business

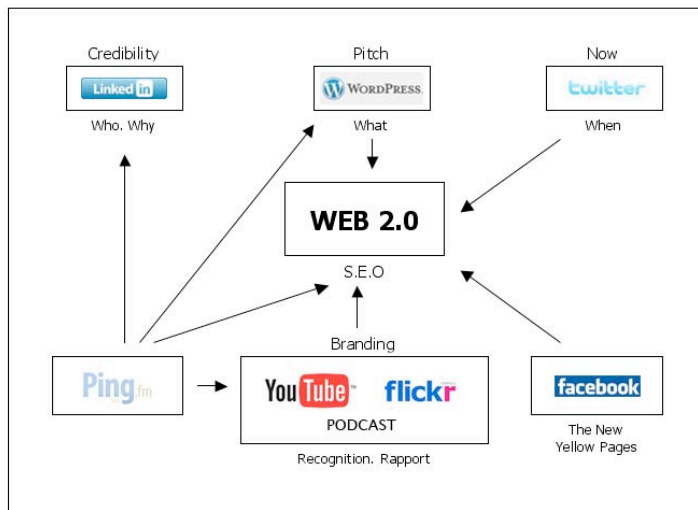
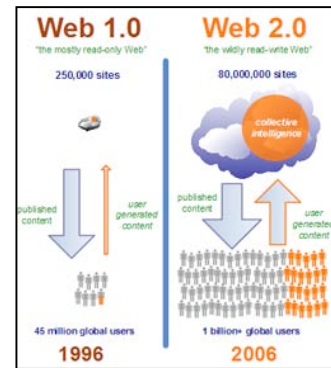


Diagram of social media

Above is our simplified version of what Social Media is and what tools and networks to use

HISTORY OF THE WEB



Web 1.0

The beginning of the web was all about links to pages. You would read a web page and it would contain a link to another web page that you would then click on and visit (Australian Anthill)

Web 2.0

The current stage, Web 2.0, is a set of tools that allow people to build social and business connections, share information and collaborate ideas online (eg blogs, social networking sites and other online communities).

DID YOU KNOW

While the increase in population in the under 50s between 2001 and 2011 will be a mere 2%. In the over 50s it will be 32%. And the 55 - 64 year olds now account for 17.6% of discretionary spending up from 13% in the 1990s. This group are also big users of the Internet.

WEB 2.0 DIAGRAM

LinkedIn is about building your business network

Wordpress is a free platform for you to set up a blog

Twitter provides an instant connection

Ping.fm is lifestreaming and lets everyone know what you are doing

YouTube, Flickr and Podcasts facilitate your company's brand and personality

Facebook is the new Yellow Pages and where most of your consumers are

For a very small investment – mainly your time and broadband internet access – it is now possible to reach those that you wish to do business with whether they are on the other side of the world or the other side of the street.

Whilst we don't set out to be experts, we do aim to change the view that the Internet is for young people, technology geeks and those with nothing better to do.

Some over 50s who have accepted and embraced this new technology include Sir Richard Branson, Stephen Fry, Rupert Murdoch, Oprah Winfrey, Al Gore and Barbara Walters...even The Pope is now on Facebook.

An ideal way to learn about what the whole of the Internet offers is to use it outside of work hours to explore something that you're interested in. Be it travel, history, cycling, footy, fishing, fashion, wine or art. We want to show you that it is not only a business tool it is something that you can use easily to enhance all aspects of life.

We are providing you with just enough information to be able to master the basics for business in Web 2.0. As well as ensuring you realise how important it can be for your business and your staff.

They say you can't teach an old dog, new tricks. In this case we really hope we can!

What is a Grumpy Old Manager?

A Grumpy Old Manager (G.O.M):

- Is capable of making a joke against himself while tackling difficult issues
- Can laugh at himself
- Plans everything
- Delegates everything to have plenty to complain about

If you would not say any of these statements below, this guide isn't for you:

- Have enough computers at work, why should I want to use them at home?
- Don't understand what it's all about and don't want to
- Don't have the time to waste and don't want my staff wasting my time on social networks
- Too old
- No benefit to me or my business so would just be a waste of time
- I'm anti-social so why would I go on a social network
- It won't do anything for my business/industry/profession
- It's for young people and techos
- I got a friend/client/expert to design, build and write my web site – I don't have time
- I have a techo maintain my site. Everyone else is too busy or doesn't understand it
- I have a website because everyone says I need one. Not sure why
- I have a mobile phone but only use it as a phone. Don't understand how to use for text/email etc

SOME OF NIKKI'S "OUT OF OFFICE" TOOLS AND WEBSITES

Tools

[Yahoo Answers](#): Search questions (or ask your own) and find answers to almost anything quickly and easily

[Technorati](#) and [Alltop](#): Search for what you are interested in and discover numerous blogs on the topic/s

[StumbleUpon](#): Enter your interests and get a list of websites to look at

Websites

[WhoWhatWear](#) is a great fashion site to find out the latest trends.



[WikiTravel](#): An up-to-date travel guide. Also love [Web Jet](#) for cheap flights.

I frequently visit [Perez Hilton](#) for all the latest celeb goss ... and it's cheaper than buying the mags.

I love to search [Ebay](#) for DVDs and handbags and [Strawberrynet](#) for great deals on perfume and makeup.

And [All Recipes](#) is the place to go to find almost any recipe you are after.

SOME OF RICK'S "OUT OF OFFICE" TOOLS AND WEBSITES

[BikeRadar](#) enables me to see what courses there are for bike rides and along with [Google Maps](#) I can plot my own courses including distance, elevation etc and also make it available to others on Bike Radar.

I frequently visit the [Bureau of Meteorology](#) website especially before planning an outdoor activity. I especially like the radar which enables you to see what the sky over Adelaide looks like and the sea at West Beach.

I use [Google Reader](#) daily to access the kind of stories that interest me from news sources from around the world like the New York Times all in one place.

WHAT OTHERS SAY

"It's more about understanding how to properly use the tools as they develop. As s 50 something year old, you should have the experience of seeing how different tools have developed and brought success over the years."
Carlos Vega

Embrace the Evolution

Social Media



Credit: eBoy

Continually we are encouraging our clients to embrace Social Media to grow their business and increase income. Generally they've ignored us or begrudgingly gone along with it (which is why we thought there was a need for this guide!!)

Generally, Social Media tools have been deemed useful in generating international contacts and gaining knowledge from all over the world. However we have discovered that it

is also useful in finding influential people in your own backyard. Discovering these local contacts can help you acquire new clients, find a new job and perhaps discover a local network of people that can all work together for the benefit of everyone involved.



Social Media Marketing tools allow you to quickly and effectively listen, share, participate and understand. This is compared to the old ways of traditional selling which emphasise talking, selling, marketing and advertising. These are all time consuming and resource hungry activities that move people towards you slowly and cautiously.

Social Media is not only popular but is trusted by consumers and for companies/brands it's a communication medium that is easy to access and cheap to leverage. So why don't they get?

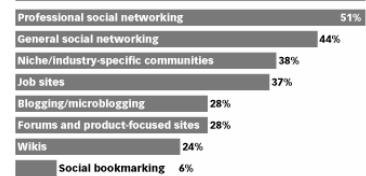
WHAT IS SOCIAL MEDIA?

At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It transforms monologue (one to many) into dialogue (many to many) and people from content readers into publishers. (Wikipedia)

SMALL BUSINESS EMBRACES SOCIAL MEDIA

A recent study showed that more small businesses in the US and Canada are embracing social media.

Types of Digital Social Media Used by Small Businesses in North America, March 2009 (% of respondents)



Note: n=151
Source: Sage Research, "North America Small Business Social Networking Study" conducted by ALM-Partners, April 6, 2009
104142 www.eMarketer.com

(eMarketer.com)

WHAT OTHERS SAY

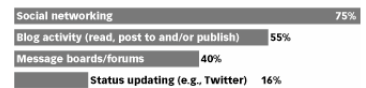
"Brands should think of themselves as guests at a party. Bring something fun, listen, have an interesting opening line and engage in a relevant conversation." Mike Hoefflinger, Facebook Brand Product Manager (Fresh Influence, Ogilvy PR)

"Social Media is, at its heart of hearts, talking to people. Social Marketing is getting people to talk to other people about <fillintheblank> It's not scary or new, just the technologies are." Erica Friedman, Yurikon LLC

WOMEN LOVE SOCIAL MEDIA

The 2009 Social Media Survey by BlogHer, iVillage and Compass Partners shows that more than one half (53%) of the US female Internet population of 79 million actively participated in some type of social media at least weekly.

US Female Internet Users Who Participate in Social Media Activities, March 2009 (% of respondents)



Note: n=1,505 ages 18-77; activities are not mutually exclusive; weekly participation
Source: BlogHer, iVillage and Compass Partners LLC, "2009 Social Media Study," April 2009
103490 www.eMarketer.com

Others results showed:

Nearly 23 million of the social media users read blogs

12 million posted to blogs and 8 million published them

For a while we just didn't get it either...

Social Networks



For some time we had been working on how to harness the huge potential that social networks present when we found the Gartner group confirm it had been worth the effort.

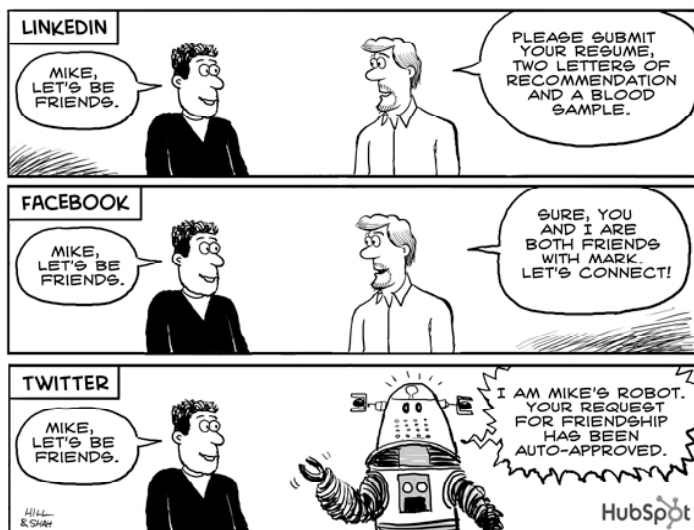
Gartner have long been the gurus of technology research and forecasting trends. Their survey proved some time ago that social networking sites, instant messaging, email, chat and file sharing were attracting significant levels of interest online.

It really does seem like there is an endless supply of social networks out there today. There is even a site where you can create your own specific network. We want to show you the ones that we have found useful, even if at first we didn't quite get it. This was particularly the case with Twitter.

We think Mark Cameron from Australian Anthill magazine says it best, "You aren't connecting with that old school friend whom you quickly realise you have little in common with and will never message again. You are connecting with people who share a common interest. You are connecting to ideas".

Here we tell you specifically about LinkedIn, Twitter and Facebook and how you can use them to quickly and effectively create business connections, customer loyalty and become a thought leader ... and have fun doing it.

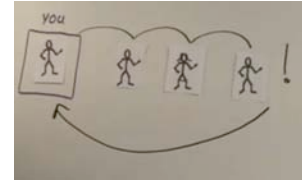
MAKING FRIENDS IN SOCIAL MEDIA



WHAT IS A SOCIAL NETWORK?

A social network service focuses on building online communities of people who share interests and/or activities. They provide a variety of ways for users to interact with each other and are encouraging new ways to communicate and share information. (Wikipedia)

SOCIAL NETWORKS VIDEO



Common Craft. You Tube

BASIC RULES

Don't have a presence on social networks if you don't plan to frequently update them

If you only use one social network for business...make it LinkedIn

WHAT OTHERS SAY

"Social networks are now used frequently by your customers, your prospects and your competitors. Connect with people, learn their business needs and respond more simply and flexibly" Chris Brogan, Social Media Veteran

POLL

Which social network provides the greatest business opportunities?

- LinkedIn - 50%
- Facebook - 26%
- Twitter - 21%
- Other - 3%
- MySpace - 0%

(SmartPulse)

MAKING FRIENDS IN SOCIAL MEDIA

The cartoon to the left is a funny way to explain the differences between making "friends" on social networking sites.

With LinkedIn, you have to have some business reason for connecting.

Generally Facebook "friends" increase because connections are made with people who are friends with your friends.

Half the time with Twitter it is an automated acceptance.

The value of being LinkedIn

LinkedIn



Early in 2007, I discovered LinkedIn and since then it has become evident to me how important an up-to-date and accurate profile on the Internet can be for your business.

Last year we won some major new business from a significant North American company and when asked why they placed so much faith in us I was told, "because we 'Googled' you and you are the man!!"

When I 'Googled' myself (something everyone should do regularly) to check what they found, it was LinkedIn that took me to the top of the rankings for my name/business. It was also LinkedIn that told them what I was capable of doing for them based on what others said about me.

I recently met with a colleague and was discussing how to utilise Social Media Marketing, in particular LinkedIn. After I explained what it was and the benefits, he asked, "But have you developed any business from it?" I was able to very quickly respond, "Yes! I have".

I recalled how I had 'linked' to a person who had asked a question about recommending a PR firm based in New Zealand or Australia in the LinkedIn Q&A section.

I responded briefly with an outline of who we were, the prospective client was then able to check us out on LinkedIn and in particular read some very relevant recommendations about our services.

Asking for recommendations from clients and colleagues to add to your profile really proves to be valuable, in the same way references are to hard copy resumes.

The prospect was based in the UK but had no hesitation in 'linking' to me and talking about the brief. This subsequently led to a meeting whilst she was in Australia and them becoming a client.

So LinkedIn allowed me to connect with a prospect halfway round the world and then get all the information they needed in one place and as a result arrange a meeting that would not have been likely otherwise.

So I can certainly say that having an up-to-date profile, some good recommendations and checking the Q&A section regularly has paid off for me. [Rick]

WHAT IS LINKEDIN?

LinkedIn is a business-orientated social networking site. (Wikipedia)

LINKEDIN VIDEO



Common Craft. YouTube

LINKEDIN BASICS

Update your profile and gather as many recommendations as you can from a diverse range of people

Put a photograph of yourself in your profile and include as much information as possible



Start finding people to connect with eg previous/current colleagues, previous/current clients, your business card contacts etc

Join groups that are relevant to your company, brand or products/services

Ask questions in the Q&A section. You will get great answers and build influential connections

Search questions in your areas of expertise. Answer any you can to build your connections and raise your profile

Include your LinkedIn profile address on business cards, email signatures and on your website

WHAT OTHERS SAY

"The biggest opportunity (with LinkedIn) ... is to provide value to an audience of influential, ambitious and affluent professionals who are focused on being successful in their careers."

Reid Hoffman, founder of LinkedIn (iMedia Connection)

Using Questions & Answers



Credit: [WonderFerret](#)

We have posted many questions on LinkedIn, including ones relating to this guide, since we first discovered it and one such example proved to us how valuable LinkedIn is.

We asked a question about a client of ours, a real estate agency and within five minutes had responses from three people in various parts of the world.

There were many more responses following in the next 24 hours.

This told us that LinkedIn could be a very valuable source for market research and instant feedback from a wide variety of people with vast amounts of expertise and experience in the relevant area. This has resulted in us encouraging all of our contacts ... and now you, to use LinkedIn and use it as a research resource not just a directory or online resume.

Why Recommendations are important

Watching the Oscars this year, made me realise how important it is to hear what your peers think of you. When the nominees for best actor and actress were announced, previous winners of the categories first spoke about each nominee with genuine admiration and appreciation of the nominees work.

Seeing this reminded me how important it is to understand what our peers think of us and how social networks like LinkedIn can facilitate this.

As such I embarked on an exercise to build my LinkedIn profile as a repository of all there is to know about me from a business perspective. In doing so I sought recommendations from a variety of people that have worked for me and with me and clients I had worked for over the years.

Their words were to say the least humbling especially coming from people who have known me well in one phase or another of my life. It was a great experience for me to understand how others saw me and then to do the same for them. [Rick]

As we say to our clients, use others to tell your story. Now we recommend, in terms of your own personal image and credibility, you seek others to tell your story.

DID YOU KNOW..?

Executives from all Fortune 500 companies are LinkedIn members

GOOGLE YOURSELF

In the age where it is not what we say we are it is what Google says we are, it is vitally important to know how we are seen by our peers. So Google yourself and see what they are finding out about you and your company.

We "Googled" Grumpy Old Managers Guide To Social Media and out of the top 10 results, we posted place #1, 2, 3, 4, 5, #8 and #10.



ONLINE IDENTITY CALCULATOR

Whether it be by a potential client/customer or a potential new employee, at some point you will be "Googled". See what your online identity is like with this free online [identity calculator](#).

WHAT OTHERS SAY ABOUT YOU

"Rick is always trying to find new ways to improve a business with creative and positive actions and with his feet on the ground." Leo Violini

"I am always trying to find new ways to improve a business with creative and positive actions and with my feet on the ground" Rick Carter

Which sounds more genuine?

So, now we should be Tweeting?

Twitter



Credit: PC Weenies

media exposure it has recently received and the uptake of celebrities joining in.

It seems to us that there are two key factors in this rate of growth:

1. The adoption of Twitter as a medium for celebrities to communicate directly with fans. The list of celebrities using Twitter to stay in touch is growing rapidly across a diverse range of ages (see right for a list of some over 50s on Twitter)
2. The use of Twitter by companies large, medium and small to connect and rapidly respond to consumer needs/issues/recommendations and to promote special offers etc.

Twitter enables you to monitor conversations about your brand and products/services as well as what is being said about your industry.

It is also the perfect medium to show you are a thought leader in your industry by sharing news and trends, information, resources, advice and tips to your customers/clients and potential customers/clients.

Think about some keywords and phrases that people may search about to find you and use those in your Tweet to build followers. We have found that, for us, Adelaide, Social Media, Social Networks, Blogs have meant more useful followers for our business.

The easiest way to get started is to search your industry and competitors and find out what they are Tweeting about for some useful ideas. Also search specific people that you know to follow.

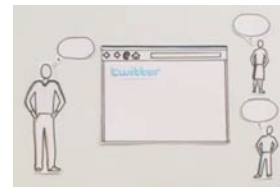
I first heard about Twitter in early 2008 when a LinkedIn contact told me that I should be Twittering (or is it Tweeting??) too. So I checked it out, joined up and had my first brief tweet or two but I really couldn't see any value other than letting people know what I was doing [Rick].

Now in 2009, Twitter has become a phenomenon in part due to the massive

WHAT IS TWITTER?

A microblogging site that prompts you to answer, "What are you doing?" in 140 characters or less. This can result in answers like: "Eating a cookie" to as useful as a link to a story about the "10 Must-Haves For Your Social Media Policy".

TWITTER VIDEO



Common Craft

THE BASICS

Answer "What Has Your Attention?"

When mentioning your blog post, ask a question

When you're promoting your own things, make it useful, give advice, share blog posts and pics etc (Chris Brogan)

Have a customised branded page. Use [Twitbacks](#) or do something in Photoshop

Tweet from an exhibition, event or trade show

Drive people to your website or blog from your Tweet

OVER 50s ON TWITTER

- [Stephen Fry](#), 51
- [John Cleese](#), 69
- [Barbara Walters](#), 79
- [Al Gore](#), 61
- [Yoko Ono](#), 76
- [Oprah Winfrey](#), 55

BIG BRANDS ON TWITTER

- [Whole Foods Market](#)
- [Starbucks](#)
- [Dell](#)
- [Apple](#)
- [Amazon](#)
- [Ford](#)
- [M&Ms](#)
- [H&R Block](#)

CEOs ON TWITTER

- [Richard Branson](#), Virgin Group Chairman: "It enables communication no matter where I am" (Business Week)
- [George Colony](#), CEO, Forrester Research: "It lets me know what our clients are thinking about Forrester and the world. It enables me to broadcast my ideas" (Business Week)
- [Pierre Omidyar](#), Founder EBAY
- [Tony Hsieh](#), CEO, Zappos
- [Jeffrey Hayzlett](#), CMO, Kodak



Whole Foods Market (@wholefoods) is one company that I think is using Twitter really well to increase brand awareness and generate new business. Instead of promoting their stores, they give tips and advice to their followers via links to their blog eg. Summer Guide to Grilling. Although, a lot of their Tweets are replies to their followers who have asked questions or commented. Once you get past that, the information they provide is useful and interesting ... if you like food and cooking that is! We don't even have a Whole Foods Market in Australia, but now I know who they are and what they do and can guarantee that if ever one opens in Adelaide, I will be at the front of the line. [Nikki]

Lance Armstrong (@lancearmstrong) was an early adopter of Twitter and as such thousands of cycling aficionados have followed his return to cycling via his regular Twitter updates. When he came to Adelaide earlier this year for the Tour Down Under he added thousands to his Twitter fan base including South Australian Premier Mike Rann [Rick].

[Singing superstar Pink, who is performing in Australia, was recently Twittering about what she has been doing when she was performing in Adelaide and has become a great "unofficial" ambassador for our city - Nikki].

When Lance's bike was stolen recently his first action was putting out an APB on Twitter. [Similarly, the first photo of the Hudson River plane crash was posted on Twitter - Nikki]

Twitter has been embraced by numerous celebrities to get their message out directly to their fans. While websites have been a vehicle for this, Twitter is also more instant and up-to-date. Even sporting stars in the US now tweet about the game at half time.

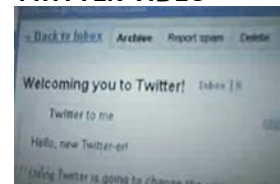
It has taken us a while to get our heads around Twitter and work out how it can be useful in the business sense ... but we now finally get it!

WHAT OTHERS SAY

The Supporter: "With Social Media one person's voice can be as powerful as an entire news and media network. That's the power of the social web. You can create your content, you can broadcast your content and you can consume your content all in one place" Ashton Kutcher, actor and #1 Most Number of Followers

The Critic: "The result, almost universally, is banal communication, almost beneath description. 'Sitting at my desk typing thinking whether to wear black jeans or blue out tonight,' tends to sum up most traffic" Tony Wright, The Age writer

TWITTER VIDEO



From the Oprah show. YouTube

RESOURCES

Use WeFollow.com to find the top twitterers overall and twitterers in your field.

If you want to find useful people locally that are using Twitter use TwitDir (can search by location) or Nearby Tweets (learn all about users in a specific area)

DID YOU KNOW?

ComScore estimates that Twitter's global unique visitors in April 2009 were 32 million up from 19 million in March (TechCrunch)

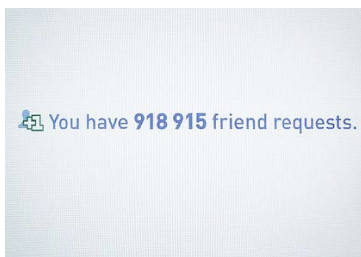
WHAT OTHERS SAY

"All my work now comes from people I know through Twitter. Not only do all my clients come from Twitter, by the time someone contacts me, they thoroughly understand how my mind works and have already decided I am the one for the project."

Laurie Fitton, Pistachio Communications (Ragan.com)

Facing up to Facebook

Facebook



While I got into Facebook years ago, it took me a long time to find the real business benefits of a presence there. Initially I joined a few interest groups, located some friends and explored a little and then got bored.

Gradually I had increasing numbers of people wanting to be my “friend”, inviting me to join groups or sending me electronic gifts like flowers, irrelevant quizzes to complete or other strange offerings. Soon it overtook me and I just accepted every invite to see where it all took me...that was, predictably, nowhere.

I soon had heaps of unopened emails, was a member of all manner of potentially useless groups and linked to endless possible prospects/friends/colleagues even strangerse

So now it was time to look a little deeper and work out what all the fuss was about. Firstly I rationalised it was a bit like the Yellow Pages and the White Pages combined. Everyone you need to know is most likely there but they are hard to find and impossible to keep up-to-date with unless you know what you are looking for. [Rick]

While many people think it is for kids, the demographics for Facebook tell a very different story (see right).

So it gives you a great chance to reach over 200 million people worldwide but also to slice and dice them by the demographics that you want to target as well, using its powerful demographic tools.

Generally its use has been on a personal level but ongoing changes in the past year or so have opened up opportunities for businesses to set up their listings within Facebook. It is no longer all about communicating with friends and family.

Companies large and small are using it in a variety of creative ways to build their brand image, direct traffic to their website and/or blog, attract staff, announce new offerings and events and generally make available key information about their business to their market.

Put simply it's where the people you want to talk with are and they are all willing to converse with you if you are of interest to them.

WHAT IS FACEBOOK?

Facebook is a free-access social networking website. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

The website's name refers to the paper facebook depicting members of a campus community that some US colleges and preparatory schools give to incoming students, faculty, and staff as a way to get to know other people on campus.

THE BASICS

Create your personal profile

Build your contact list

Post a message on your wall

Keep your status up to date

Join some relevant groups and participate in conversations

Create your Business Page

Checkout the Marketplace and list your products/services/features for free

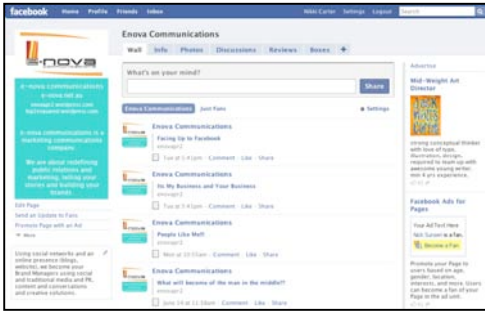
WHAT YOU CAN DO WITH FACEBOOK

- Build brand awareness
- Develop online reputations
- Recruit staff
- Conduct research on competitors
- Develop leads for new business

35+ LEADING THE WAY

There are in excess of 200 million active Facebook users globally. 3.2 million users are in the 24-54 demographic and the fastest growing demographic is 35 plus.

(Julian Lee, Sydney Morning Herald)



No wonder traditional advertising revenue models are being threatened with many free options that are more effective.

Generally I am a non believer in using advertising to build a

brand – it can be about just wasting money on reaching out to lots of people who are probably not interested in how creative the ad agency can be or how annoying the cheap do it yourself ad can be, and hence your product.

However given the ability to target very well and get the right information to the right people at the right time, I would encourage some use of Facebook, and other such Social Networks as an advertising medium. Interestingly in addition to Google Adwords advertising there are a number of new products, especially for Social Networks, coming into the market (eg LocalAdLink) that we will also recommend in future.

One of the most common perceptions we face is that people in business are too busy and it's not worth their time to find out what Facebook etc can do. Perhaps they should be looking at it as an opportunity to improve some efficiencies in the way they communicate with people they currently do business with or want to do business with.

So check out Facebook as an adjunct to or in fact possibly a replacement for newsletters, direct mail and the other more traditional forms of communicating in future. This seems particularly pertinent at the moment with Nielsen reporting in March 2009 that 40% of companies are cutting direct mail budgets, 35% cutting newspaper ad spending and 28% cutting out magazine spending to focus on more interactive forms of media.

Companies that have embraced Facebook and the like find they are communicating more often with vendors, clients, prospects, colleagues and people in general. This is helping them understand market needs, build trust and develop stronger business links.

Why not get started – join up its free.

Give it a go it may well be worth the effort.

MORE BASICS

Connect and converse with existing and potential clients/customers

Find any existing fans, groups and events that are relevant to your business/product/service

Search existing relevant groups for mentions of your business or industry and join in the conversation

Provide useful and valuable resources such as videos, ebooks etc

Use an Application to link to your blog posts

Offer coupons or discounts to your fans and track the purchases

Add a poll to get instant feedback about you, your company, your product/service and your industry

WHY HAVE A BUSINESS PAGE

Grow a community of advocates who can become evangelists for your business

Build an online reputation

Learn about your clients/customers

VICTORIA'S SECRET PINK



This is a great example of how a Business Page can look. It includes video, photos and poll as well as using HTML to include lots of graphics.

FORD MODELS



This is a great example of how you can generate Facebook fans via your existing database. Send an email to all your clients and ask them to be a fan.

It's about the discussion not the monologue

Blogging



Flickr: Cambodia4KidsOrg

For a long time now, we have been trying to convince a number of our clients to not only set up their own blog but to participate in relevant industry blogs. However, they had concerns about being open and allowing competition to know too much ... and also give

credence to any debate about their products/services and those of the competition.

A column by Jeremy Wolf, VP Text 100 Asia-Pacific in B&T magazine did provide us with some good ammo to continue to nudge our clients. Social Media interactions, including blogging, are similar to those that occur at a trade show:

"While you can't control everything that is said on behalf of your company, most of the time employees manage to give effective product demos to groups of customers and prospects, interact with snooping competitors and chat with passing journalists. At times it may be chaotic but its organic and it works."

But what doesn't work when it comes to blogging is a half-hearted approach. Without open two-way conversations, it is not possible to influence discussions while building credibility.

No matter what others may say, it is important to acknowledge what they say and give them the opportunity to consider your point of view.

When we suggested to the CEO of a prospective client he should be blogging he told us, "I only have time for insights and not communicating with people".

Our answer to him was, "Then you are a perfect blogger. Write your insights in blogs and let the world do the communicating for you".

Blogs give everyone the opportunity to add their voice to any relevant discussion and in doing so become an influencer, a thought leader, by adding real value.

These discussions can now often inspire news stories in the traditional media and as such further develop an accurate picture of the company, products, people and directions.

It is an opportunity too good to miss out on.

WHAT IS BLOGGING?

Blogging is a communication tool, a marketing technique, a listening device and a way to interact directly with customers

It is about three things:

- Information: telling your customers/clients what you are doing and finding out what they are thinking
- Relationships: building a solid base of positive experiences with your customers/clients that turn them from consumers into evangelists
- Knowledge Management

(Blog Marketing)

BLOGGING VIDEO



Common Craft. YouTube

WHY YOU SHOULD BLOG

Share and gain knowledge

Provides product/service feedback

Uncovers new opportunities and new markets and trends
(Blog Marketing)

Increase search finds on Google, Yahoo etc

Speak direct to consumers/clients

Develop and manage your brands reputation

Handle a crisis immediately and update consumers quickly

Be a thought leader by sharing viewpoints, knowledge and expertise

HOW TO START

Research blogs in your industry and read them to find out what they are writing about. Use [Alltop](#) or [Technorati](#) to find the blogs. Then go to a free blog site, we suggest [WordPress](#), sign up and off you go.

The Rise and rise of the Web 2.0 websites

Websites



We recently realised that now all the reasons why your company should have a website can be addressed by Social Networking and Social Media tools.

For quite some time we have told our clients they need to have a Facebook, LinkedIn and now Twitter presence as they can attract interest from people outside their sphere of influence.

Early this year, US giant candy company [Skittles](#) created quite a stir when they took a new approach to their corporate site, changing it dramatically. As Michelle Wohl, VP Marketing at Sprout said, "By removing all the junk we think a website needs and simply linking to the brands Social Media pages, Skittles is sending a powerful message: customers thoughts and opinions shape the brand".

In line with our company mantra "We don't talk about organisations, we talk about the benefits we bring to people" (preferably told by those people), we are constantly trying to make websites conversational. A great way to do this is to include testimonials from your customers/clients and even video so people can get a feel for you and your brands personality.

We now see websites and other Social Media tools as a great way to get your brand out there and start a dialogue with relevant target markets.

Instead of blatantly promoting their product or service and providing marketing babble as content, Web2.0 sites provide useful information and articles to their target market. They should include content that involves people and shows your brands personality. Our example sites (on the right) include polls, videos, competitions/free stuff, clubs, forums and useful information for their target market.

It is vital that you firstly identify the right content for the market you are targeting before you conquer the look and feel.

Company/brand websites now should be about creating conversations and interactions with consumers ... and developing content and designing layout that keeps people wanting to come back for more.

WHAT ARE WEB 2.0 SITES?

Web 2.0 websites use the tools and tactics that drive the web to be more interactive and conversational

They promote two way communication and give anyone the ability to be publish (through forums, comments etc)

THE BASICS

Don't leave your website to the techos. Own it internally and use it as a marketing tool

Use genuine and authentic words to describe who you are and what you can do

Don't use marketing babble

ONE OF THE BEST



Huggies.com

For more Web 2.0 sites, [click here](#)

CUSTOMER-CENTRIC WEBSITES

If you answer yes to one or more of these questions, your website needs help:

- Do you have pictures of very important people within your organisation on your web pages?
- Is your culture one that believes that the primary purpose of the site is to get customers to do what you want them to do rather than help them quickly and easily do what they came to do?
- Does your organisation embrace verbosity atrocities? Headings such as "Start your way to a clear new world"

(Gerry McGovern, New Thinking)

WHAT OTHERS SAY

"To me the Internet is like a library. Websites are the books in that library. It used to be that you either knew which book you wanted and where it was on the shelf (the url) or you used a card file to search for it (search engines).

Now there are a whole crowd of people in the foyer of the library yelling at you, thrusting flyers in your face or even throwing books straight at you. All very well but I still like the peace and quiet of the library where I can go to the book I need and get the information I am looking for without someone yelling at me to look at something else" Jaroslav Boublik, Genesis Worldwide

I'm here...now please find me

Searching and Search Engine Optimisation



Credit: Flickr

Search Engine Optimisation (SEO) is important if you want people to find your online presences especially your website. If you want people to find you on the Internet think from the point of view of the customer/client. What will they search for? Particularly if they don't know the exact name of your company.

This is the best explanation we have come across for what SEO is and how to do it from Duct Tape Marketing:

Content + Competition + Customer = Conversion

Content - Make sure your content is updated frequently and that you address the issues and problems of your target market. Include keywords and phrases your customers would search for in the content.

Competition - You can learn a lot from your competition. See who ranks the highest in searches for your keywords and see what they are doing differently

Customer - Make sure your pages have the right customer focus

A client of ours, recently held concerns that when they searched their full company name on Google, the website didn't appear in the search results. The main reason is that we made no reference to that name in the content of the website or in the keywords. [We use a content management tool that creates websites. They have an area built in to make SEO easier including keywords.]

Speaking of keywords, optimising your website primarily involves editing its content and HTML coding to increase its relevance to specific keywords. This client is a recruitment company and so keywords that we used were:

Staffing, recruiting, looking for work, looking for job, looking for staff, employment, recruitment company

We believe that these are some terms that people would search when trying to find a recruitment company. We of course included the company name, location etc.

If you want to be found you need to use the principles of SEP. Think about who you are trying to attract with your content, where they will go looking and what they will search for.

It's all well and good to have online presences but what's the point if you are never found.

WHAT IS S.E.O?

Search Engine Optimisation is the process of improving the volume or quality of traffic to your site from search engines via search results.

THE BASICS

Create a list of keywords and phrases you know your market will search for. Add them to your content

Research your direct competition to find out why they rank high for your phrases

Make sure that your content is aimed at your target market. [WeWe Monitor](#) is a great tool that tells you what the viewpoint of your content is. It gives you a customer focus rating and a self focus rating.

(Duct Tape Marketing)

GOOGLE ANALYTICS

[Google Analytics](#) generates detailed statistics about visitors to a website. (Wikipedia)

Amongst other stats, you can find out what people are searching to get to your website. This is important when thinking about keywords and phrases to include within your website.

SITE VOLUME

[Site Volume](#) allows you to enter words or phrases in to see how many times they are mentioned on Social Media sites Digg, MySpace, YouTube, Flickr and Twitter. This is valuable if you want to see how popular keywords and phrases you are using are.

THE NEW INFO SHOPPER

David A Youvanno recently wrote an article for iMedia connection about the New Info Shopper - NIS. Here are some of his main points:

Search is the starting point of informed purchase decisions

NIS want to be in control of decision making information and don't want to be sold to

They ignore paid search terms and look at more than standard organic search results

They don't just use Google, they use Google Blog Search, wikis, YouTube, Flickr, online forums etc to find the information they want

Your two minutes of fame

Video and YouTube



Photo: AP

We all know that YouTube is a great tool for watching a TV clip, music video or a funny video, [The Ellen Show even has a regular segment for Web Videos people send her – Nikki] but how can it be used to build your brand?

Increasingly in our business we are seeing the need to use video to tell our clients' stories effectively. The Internet now affords us a cost effective delivery mechanism and the proliferation of simple but effective videos on the net (e.g. YouTube) allows us to produce it cost effectively by keeping the production simple.

Imagine a customer buys your product and instead of having to read a manual they can watch a video online. Or they can watch helpful advice and tips about your latest service.

You can also produce video that shows the real people behind your business and create testimonials from real customers to again have others talk about your company.

This can all be done with YouTube.

YouTube enables you to convey your message visually which is important because people understand and take in messages differently. Where one might like to go to your website and read the content, another might just want to click on a video to find about you.

The great thing about YouTube is you can set up your own channel and add videos to it.

YouTube also comes up high in search engine results so people searching for certain terms may find you on YouTube first and then your website.

The power of YouTube is the immediacy of it and the ease of it has meant anyone can become a broadcaster and share their stories.

WHAT IS YOUTUBE?

"YouTube is a video sharing website where users upload and share videos (videos can also be set to private)" (Wikipedia)

PURCHASING DECISIONS

57% of consumers said they watched online videos to help them make purchasing decisions (Nielsen Online research)

VIDEO FOOTAGE

Every single minute over 20 hours of video footage is uploaded to YouTube. In mid 2007, it was six hours of video footage (YouTube Australia's Official Blog)

THE FLIP VIDEO

A great tool for shooting and editing simple video on the run, specifically for Internet use, is the Flip Video camera.

At less then \$200 it is an amazing tool that all communicators should carry with them these days.



Check out our [website](#) for a video filmed with the Flip Video camera.

[They even use the Flip Video camera on the TV show The View to film Behind The Scenes segments – Nikki]

Add more tools to the Social Media tool box

Others tools worth knowing about



[Wikipedia](#)

This tool has quickly replaced hard copy encyclopedias and makes finding out any kind of information easy and quick. Whilst it is a consumer generated website – anyone can publish content – it is

fairly accurate and is monitored.

As you can see, most of our definitions we have used in this guide come from Wikipedia.

[Ebay](#)

Most of you would have heard of Ebay and presume it is the place to go to buy and sell anything from clothes to furniture to cars and memorabilia. However, you can also set up your own online store using Ebay to sell your products. This is especially useful if your website does not have “shopping” facilities and is a quick and easy way to sell your stock.

[Flickr](#)

This is a relatively new tool that enables you to upload images to a ‘photostream’ to share with the world. It is the still image version of YouTube. The great thing about Flickr is that you can also search other people’s images and use them for yourself – as long as you abide by the rules of the Creative Commons.

RSS

RSS stands for Really Simple Syndication and is used to publish frequently updated works such as blog entries, news headlines, video etc. (Wikipedia)

Podcasts

A combination of “iPod” and “broadcast”, a podcast allows you turn your music, interviews or other audio clips into files that can be distributed over the web (via syndicated feeds).

“It basically offers your customers direct access to your message and makes them feel empowered as they can control how, where and when they listen to it. (New York Buzz)

[Google Alerts](#)

This tool allows you to enter keywords such as organic juice, social media, recruitment etc, and will search blog posts and the news for you and sends the results to your email. It enables you to monitor conversations about you, your company, your products/services and your industry.

SOCIAL BOOKMARKING

Digg & Delicious

Social Bookmarking sites such as [Digg](#) and [Delicious](#) enable you to submit and share favourite/ useful/interesting links, such as media releases, information and your media room and others will vote on the content. The more votes you get the higher it will appear on the list on the website.

Of Digg, actor and Social Media fan Ashton Kutcher says:

“The people decide what’s going to be the top headline story of the day by digging up stories that are out there throughout the Internet based on what they want to see”

PING.FM

To speed up the process and cross boundaries when sharing information there are many tools.

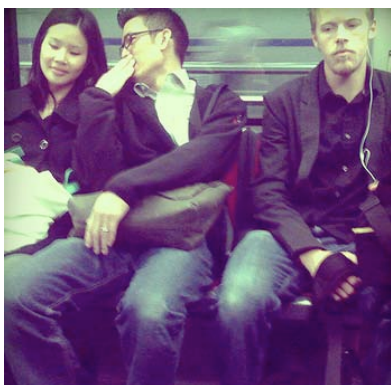
I use Ping.fm to instantly update my “what am I doing/interested in/got to say/want to know about in Twitter, Facebook, LinkedIn etc. I do so instantly with one message using Ping.fm.

And I can add a link in a Twitter style message by shortening the link using [TinyUrl](#) or other similar tools.

[Rick]

Psst...pass it on

Word-of-Mouth Marketing



[Credit: SFLoveStory](#)

We recently came across an article by Joe Madese on MediaPost about a report on Social Media. It said Social Media fails as a marketing medium and "among other things, the study finds that less than 5% of Social Media users regularly turn to these Social Networks for guidance on purchase decisions in any of nine product and/or service

categories. And that only 16% of Social Media users say they are more likely to buy from companies that advertise on social sites."

Of course people don't turn to it for that specific purpose. However like TV, radio and newspapers they are indirectly influenced by opinion, editorial and of course to some extent advertising. So while people use Social Media for a variety of reasons, as they do traditional media, it does result in the development of word-of-mouth from the opinions they read from real people.

A newspaper reporting a movie or restaurant review, a story about a holiday destination or the latest food/diet craze etc will cause some word-of-mouth and hence marketing for the business/brand/product concerned.

What Social Media delivers is a diversity of views/opinions/recommendations well beyond those provided by paid advertising or advertorial.

The article goes on to say, "Obviously, a lot of people are using Social Media but they are not explicitly turning to it for marketing purposes or for finding out what products to buy. It's really about connecting with friends or connecting with other people," says Dave Tice, VP and group account director at Knowledge Networks and the top analyst behind the report. "What we're seeing is that word-of-mouth is still the No. 1 most influential source, followed by TV etc."

So word-of-mouth is No. 1 but Social Media, which, as Dave says, is about "connecting with friends or connecting with other people" doesn't rate.

We don't get it...Social Media clearly creates word-of-mouth which is the No 1. marketing tool but Social Media fails.

WHAT IS WORD-OF-MOUTH MARKETING

Word-of-mouth marketing (WOMM), encompasses a variety of subcategories, including buzz, blog, viral, grassroots, cause influencers and Social Media Marketing work with consumer-generated media.

Because of the personal nature of the communications between individuals, it is believed that product information communicated in this way has an added layer of credibility.

Research points to individuals being more inclined to believe WOMM than more formal forms of promotion methods; the receiver of word-of-mouth referrals tends to believe that the communicator is speaking honestly and is unlikely to have an ulterior motive.

TRUST ME!

According to Jupiter Research, online Social Media users were three times more likely to trust their peers' opinions over advertising when making purchase decisions (Social Network sites: Defining advertising opportunities in a competitive landscape, March 2007)

Reviews generated by fellow consumers have a greater influence than those generated by professionals. (comScore/The Kelsey Group, October 2007)

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You're hearing me but are you listening?

Keys to Social Media Marketing



[Credit: TomBream07](#)

When I was managing sales teams and being subjected to receiving much sales training, I was very aware that a good sales person has to be a very good active listener and less concerned with the sound of their own voice.

One of the trainers always said God gave you two ears and one mouth. He must have been telling you something.

So whilst most people think a good seller has the gift of the gab that is definitely not the case. They must be listening for problems to which they have a solution and then be able to position that solution in the context of solving the problem/s and nothing more.

Most inexperienced / unsuccessful sellers tend to over sell by focusing on features they want talked about rather than the required benefits they bring to solve problems.

So when I am asked what are the tangible benefits that I see from Social Media I refer back to this basic principle and say that Social Media has the power to do what a good seller does by nature but to a much larger market. Rather than develop word-of-mouth one person at a time, if used properly it can do this en masse. [Rick]

Social Media can develop all the right attention quickly if used properly while the traditional approaches to advertising, marketing and selling are much slower and much less convincing.

It's all about storytelling and explaining to engage, converse and ultimately convert. The art of the explainer, teacher, storyteller is a real key. The ability to explain complex topics simply and quickly in a world where we are drowning in irrelevant information is a real art. Common Craft and their simple videos are but one great example of this simplistic approach that is needed these days.

So we can practice professional salespersonship these days in bulk by smart use of Social Media and get fast results.

WHAT OTHERS SAY

[Marketing Magazine's](#) recently published an issue aimed at helping marketers navigate the rapidly changing digital landscape. They asked some of the greatest marketing minds what they thought. Here are some of their responses:

"Networked markets are more trustworthy sources of information about companies than the companies themselves is a transformative idea that we now take for granted."

"One of the big principles that has changed is the one to one; it's actually many to many."
David Weinberger, co-author of The Cluetrain Manifesto and other definitive books on New Marketing

"The most important thing is to get your hands dirty and actually experience it. It's not enough to look over your teenagers shoulder to experience the new digital experience that's out there. You have to live it, you have to make it personal so you can actually sit in the shoes of your customers because they're the ones engaging in this new medium."

Charlene Li, co-author of Groundswell and is a former VP of Forrester Research

"Most organisations insist the Internet must bend to their will instead of the other way round."
Seth Godin, author of 10 best selling marketing books

"We're leaving the industrial age and we're fully racing into the information age."

Shelly Palmer, host of Media Bytes, a daily news show about technology, media and entertainment

That's what I'm talking about!

Follow Kodak and others lead



After reading about Kodak's recent decision to drop its iconic Kodachrome range I decided to see what else they were doing.

Of interest to me was what they were doing to reinvent themselves and how, if at all, were they utilising Social Media Marketing.

And what I found was a story that summed up, in a practical manner, the message of the Grumpy Old Managers Guide.

Surely with the uptake of digital photography a company that was a world leader in providing film products to consumers was headed for the scrapheap. But in five years it has gone from being a consumer business to a B2B business. About 70% of their business is now direct to business not consumers. So maybe they don't need Social Media.

The most amazing statistic I found was that 60% of their currently most successful product lines did not exist two years ago. This is a company that is seriously re-inventing and rejuvenating itself.

So when I saw the headline "Micro-blog big for Kodak" in The Media section of The Australian above a story by Simon Canning I was eager to read all about it.

It seems Kodak's Global Chief of Marketing, Jeffrey Hayzlett, is a classic example of what we are talking about ... He started using Twitter to stay in touch with his kids and now has become one of the most followed business execs in the world on Twitter.

He has over 6,000 followers around the world, many of them are Kodak employees.

Hayzlett says he started using Twitter and Facebook as a way to link to his family, "Then I had this other family of Kodak customers and employees, then I started getting media and pundits, then everyone else started following after that."

He says Twitter fits Kodak's Social Media Policy which he describes as the "Four Es".

"We want to engage first of all, we we want to educate, then we want to excite and then we want to evangelise," he says.

LEARN FROM OTHERS

Coffee Shop

Local Houston coffee shop Coffee Groundz used Twitter to almost double their clientele. They:

- o Followed local 'Twitterati' to build their network
- o Allowed customers to 'tweet' their To-Go orders via direct message

Law Firm

Howard Rice, a boutique law firm in San Francisco, uses social media tools to recruit law students. Creative Director, Nicolas Gagliano says, "They want to know who you are and why you're good for them". Howard Rice uses online videos to show students and clients what cases they deal with, who they would be working with and more.

Financial Planners

The Financial Planners Association has employed Social Media techniques to a specific website BlogStar to help recruit young people into the industry.

The FPA last year ran a competition to win a job running the website.

Tax Accountants

H&R Block used social media marketing to raise their profile and build brand awareness. They have active presences on YouTube, Twitter, Facebook and MySpace.

They boosted their overall brand awareness by 52% and spend 0.5% of their ad budget doing so. (Marketing Sentinel)

Social networks have now become so important to Kodak that they now have a full time "listener".

So Social Media is playing a vital role for Kodak in listening and learning as they rebuild and refocus around market needs, demands and expectations.

Hayzlett goes on to say Twitter is just another form of communication that is very relevant right now ... as was the fax once upon a time. "Maybe it will stand the test of time, but no one has stopped the most effective tool and that's a sit down one-on-one," he says.

So all in all Jeffrey Hayzlett sums up what we are talking about to anyone who will listen – start using the tools in a non-business sense to work out how they work and then look at how they might apply. But at the end of the day they are just an addition to the tools that are already in use to communicate ... and right now they are very effective at that, as Kodak proves.

SOCIAL MEDIA POLICY

A recent survey by Deloitte shows that more than half of companies have no Social Media Policy.

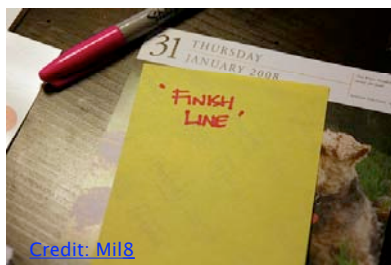
And almost three quarters of those surveyed agreed that "It's easy to damage a company's reputation on social media".

(Deloitte, 2009 Ethics & Workplace Survey, Opinion Research Corporation, May 2009)

That's why it is so important to set some boundaries for your staff. Instead of banning the use of social media, use the tools to your advantage.

Where does this all lead

Conclusions



Credit: MIIS

It isn't easy to write about yourself but people want to know that you are genuine.

So how do you overcome this? Employ a professional to give some advice, talk about the benefits you offer

to others and have others talk about how good you are via the use of Social Media in particular. Social Media makes it easier for you to get across your brand's personality to the relevant markets. That's the best way to be authentic and genuine.

Even if you still don't want to convert to using social media for business, at the very least you need to use it to listen to what others are saying about you, your company, your products/services and your industry.

While it's easy to get started with Social Media and easy to make some progress and build business, it's important you start with a plan. That plan should identify not only what you are going to do but how you're going to measure your success and a set of rules (policy) that governs how you and others will represent who you are and what you do.

We have experience working with Social Media and have a number of clients in different industries and different countries. As such we are very well placed to assist anyone to develop their plans and policies and implement some best practices in Social Media Marketing to build their business in a cost effect manner.

We have three key rules that we hammer clients with so I will leave them with you:

Be what you say ... and say what you be

Don't talk about the organisation ... talk about the benefits you bring to others

If you want to be seen as authentic and genuine get others (clients, staff, consumers etc.) to say who you are and what you do

Hopefully this e-book will enthuse you enough to get started. For more information including access to all the links from this e-book visit our [website](#).

WHAT'S NEXT

Web 3.0

Of Web 3.0, Mark Cameron from Australian Anthill magazine says, "The next big evolution will be connecting data to like data or ideas to ideas. This is the basic premise of the semantic web".

WHAT OTHERS SAY

"So how to begin your brand's move into Social Media? By reaching out to people who are most interested in your products and services. Discover who your brand advocates are...or who they should be. Figure out what they like about you and what they're interested in". (Doug Schumacher, iMedia)

"People don't want to be talked at, they want to be talked to"
(Blog Marketing)

"People communicate. And they use whatever tools are available. I don't know what tools they'll be using tomorrow because they'll probably be different. But here's what they're using today."
Chuck Bogardus, Communications Geek

"To have meaningful Social Media impact, you must provide a critical mass of content that will position you and your organisation as thought leaders within your market niche." Newt Barrett, Web 2.0 Journal

IF IT'S GOOD ENOUGH FOR THEM...

Such is the popularity and significance of Social Media, many major business are not only employing these practices but actually employing Social Media consultants to help them.

Pizza Hut recently employed a Twintern who was responsible for getting the word out on Twitter, Facebook and other social networking sites.

Other major companies such as Starbucks, Dunkin Donuts, Victoria's Secret, Apple and Amazon have all embraced the Social Media evolution.