

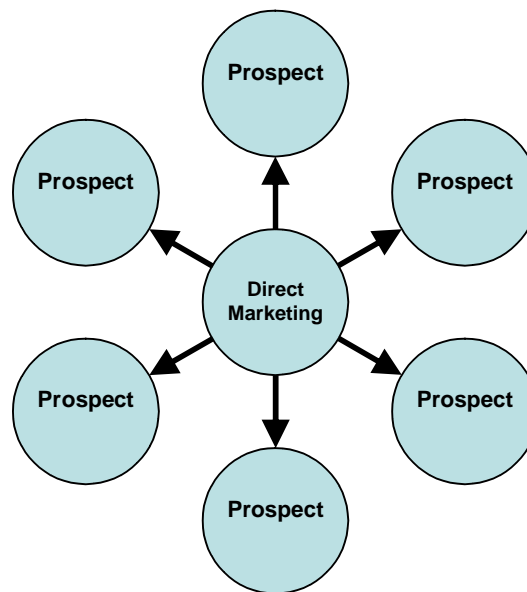
Social Media for Business Marketing

(without mentioning Facebook, Twitter, Linked In etc)

Important changes in Business Decision making

Business decisions, whether they are concerning what to buy, what to read, or who to appoint, have changed dynamics in the past few years and in particularly the last 12 months.

Historically those decisions have been made as a result of advertising and Direct Marketing working very hard to get attention.





Furthermore marketing efforts generally need to concentrate on being in the right place at the right time. When the business decision is made, your name or brand needs to be in the frame.

Now business decisions are made while communicating to peers - through blogs or social/business media sites. Therefore it is essential that companies are engaging with their potential clients in the same way to make sure that your company or brand creates awareness within the same media.

So, what are the benefits of social media engagement...?

- New marketing channel
- Increase visits to you web site through SEO
- Credibility
- Database building
- Customer Care
- Position your company as the expert
- Relationship building
- Marketing Research

No company can afford to miss these opportunities.

Cost

There is none. Well this is not strictly true. It is vital that someone within your company set-up has the time and ability to engage with your audience on these sites properly. They really have to understand the concept of Social Media for Marketing. If no-one fulfils these criteria then find a company that does.

So even though there is no entry fee there is the cost involved of dedicating the time to do this right.



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Stages in Engagement

Don't engage – just listen.

Find out what is being said about your company and brands and where it is being said. Find out what is being said about your industry and where and finally find out what is being said about your competitors and where.

Understand who is using what social media sites and why

If your audience is not using social media for anything but networking with friends and organising their social life then that site is not for you.

Engage and target audience with tailored communication

When you fully understand who is using social media and why then you have compelling reasons to communicate with them on the same level.

Monitor and measure

Learn how to measure social media ROI and hone in on the tactics that work for your target audience and goals.

How do you engage?

Social Media sites are not the forum for the hard sell. . It is vital that the human side of your company is presented – the old adage that “people buy from people” applies now as much as ever. The opportunities allow you to build real relationships with your audience, inform them instantly of new developments in your industry, company, and life.

[Time to find out more...?](#)

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