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New age marketing

**Creating Buzz with Social
Media**



It's all about customers

**Customer Loyalty is the foundation
of Social Media**



Why should you care?

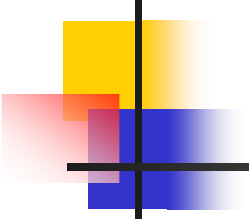
The quality of your customer relationships will drive the value of your business



Customer Duration

The average store loses 30% of their customers every year

So what's the payoff of customer loyalty

- 
- **A customer value increases over time**
 - **Cheaper to keep a customer than acquire a new one**
 - **Spending accelerates over time**
 - **Give you product certainty**
 - **They refer people like themselves**
 - **Are less price sensitive**



What is Social Media

Wikipedia

“ Social media is the umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.

Why is Social Media important



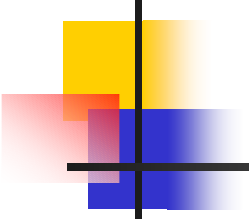
- It helps with SEO
- Promotes your blog
- Is permission centric
- The conversation has already started

Think of it as a business cocktail party



- Expand your ability to meet people and start conversations
- “How to” advice
- Expert tips
- Opinion and commentary
- Answers questions
- Ask questions
- No constraints of time or space

Examples

- 
-
- A nursery can offer spring planting tips
 - A health food store can offer alternative cold remedies
 - A golf retailer can send out a pre season exercise program
 - Top ten lists get great responses



Marketing tips

- Monitor what is being said about you
- Find out where your customers hang out
- Promote your content and other content you like
- Listen and learn



Social Media strategy

- **Setup a Facebook page for your business**
- **Don't try to sell products a first**
- **Build your brand**
- **Allow free expression of views**
- **Respond to anything negative**



Social Media and the real World

**21 million dollars was raised for
Haiti by donations made through
social media.**



Facebook for business

Facebook

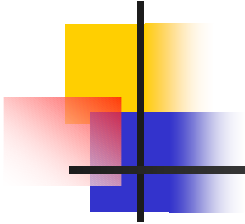
Is a tool for connecting people. As a social media tool it can be used to expand your online foot print with customers and perspective customers.



Business goals

- **Become more accessible to people looking for your goods or services**
- **Stay connected to existing customers**
- **Create a community around your business**
- **Promote your website, blog etc.**

How About Twitter



Twitter was originally intended for people to post real time update in a 140 characters or less. Because you are communicating one to many it has become a powerful marketing tool.



Facebook Fans

Males -63% Female 37%

Age breakdown

13-17 - 1%

18-24 - 16%

25-34 - 41%

35-44 - 27%

45+ - 15%



So What does it all mean

- Inbound marketing costs 60% less
 - Marketing today is about proving relevant, timely content
- Toot your own horn in context of a bigger message
 - Write press releases
 - Listen and react



“Good to Great”

**Technology is only a tool.
What propels business to
greatness is the discipline of
continuing to do the right
things right.**



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