



Social media marketing is a term that describes the act of using social networks, online communities, blogs, forums and any other collaborative Internet form of media for marketing, sales, public relations and customer service. Common social media marketing tools include Twitter, blogs, LinkedIn, Facebook, YouTube and social media Bookmarking sites such as Delicious, Digg and StumbleUpon and can be incorporated into your marketing activity to increase your visibility and further engage with your customers.



Social media marketing has several benefits for small business:

- (1) You can create buzz or news worthy events, videos, tweets, or even blog entries that attract attention, and become viral in nature. Buzz is the piece that makes social media marketing work, it replicates a message not through purchase of an ad, but through user to user contact.
- (2) Customers and fans of a brand or company can promote it themselves in multiple online social media venues. Fan pages in Twitter, MySpace or Facebook are exactly this. Thus it can help to forge relationships - not necessarily relationships with potential clients, but with those who help to influence potential client decisions and introduce your brand to a broader market
- (3) It is inexpensive – the majority of tools are freely available on the internet and simply require an investment of time to harness their potential for your business
- (4) Search Engine Optimisation – Search engines love websites that are regularly updated (as in the case of blog posts) and that have incoming links (as with Facebook and You Tube). Carefully developed, a social media marketing campaign can positively boost your site ranking
- (5) It can position you as an expert in your field as you share information, opinions and resources with your audience.



A unit of knowledge.



Social media isn't for everyone

As great as social media is, it is not necessarily right for your business if you have a target market that simply isn't online at all. But for most small businesses, there is a way to use social media. How do you get started? That depends on your objectives and the time you have available.



Talk to us about your business and we can help you to identify the best social media marketing options for your particular scenario.

