

Marketing

through

Social Media

1. channels

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1. The channels of social media?
2. The Social Feedback Cycle
3. Building our Social Media Campaign

Social Media Channels

The term 'channels' refers to the methods or media forms through which Social Media is made available to participants.



Picking the channels

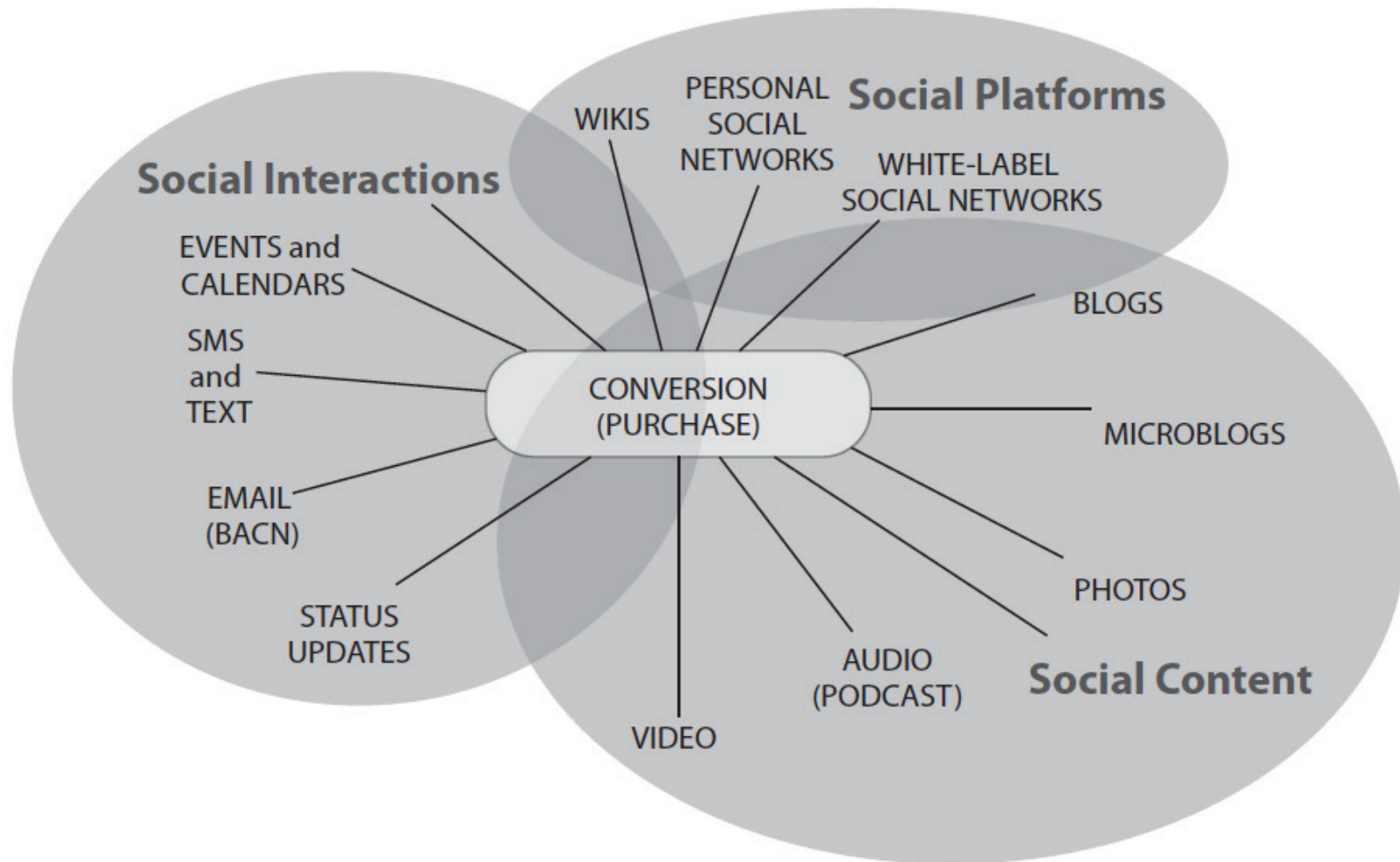
Although many of your messages may be properly tuned to a specific channel: You may well be emphasizing different aspects of your value proposition across multiple channels.

The question to ask is:

“Do the messages add up to and support your underlying core value or operational principles?”

Another way to look at it:

Robert Scoble's Social Media Starfish



Social Platforms

Social platforms, the first of the big groupings within social media, include social networks — MySpace, Facebook, LinkedIn, Plaxo, and more — as well as white-label platforms that can be used to provide community and support services.

Also included in this group are wikis (collaborative platforms that drive consensus around ideas, externally with customers or internally with employees and partners). Wikipedia is the prime example, although there are lots of others.

Social Content

The next big group is social content, the things that people make and share — photos, videos, comments, blog posts — that then circulate on the Social Web.

This content is often consumer generated but just as easily can be marketer generated. Instructional content, contests, and responses to customer issues are all ripe for your contribution of social content.

The big caveat is, of course, **disclosure**. By making it clear that you are the Product Manager for the product being shown, for example, and that you'd like people to know about this specific safety aspect of your product or service, you not only build credibility for the social content you've created but you establish yourself as an expert.

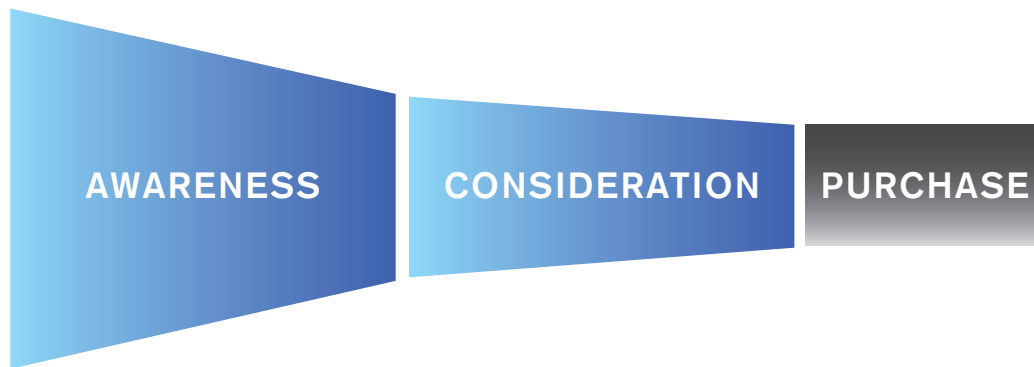
Social Interactions

Think of these as the little pieces of content that fly around based on something that you or someone else just did, messages that notify you of what just happened or what is just now available to you. “Follow” notices on Twitter, status updates on MySpace, and Google alerts are all examples of these links.

One of the most valuable aspects of social media from a marketer's perspective is in building and maintaining a social feedback cycle.

Social Feedback Cycle

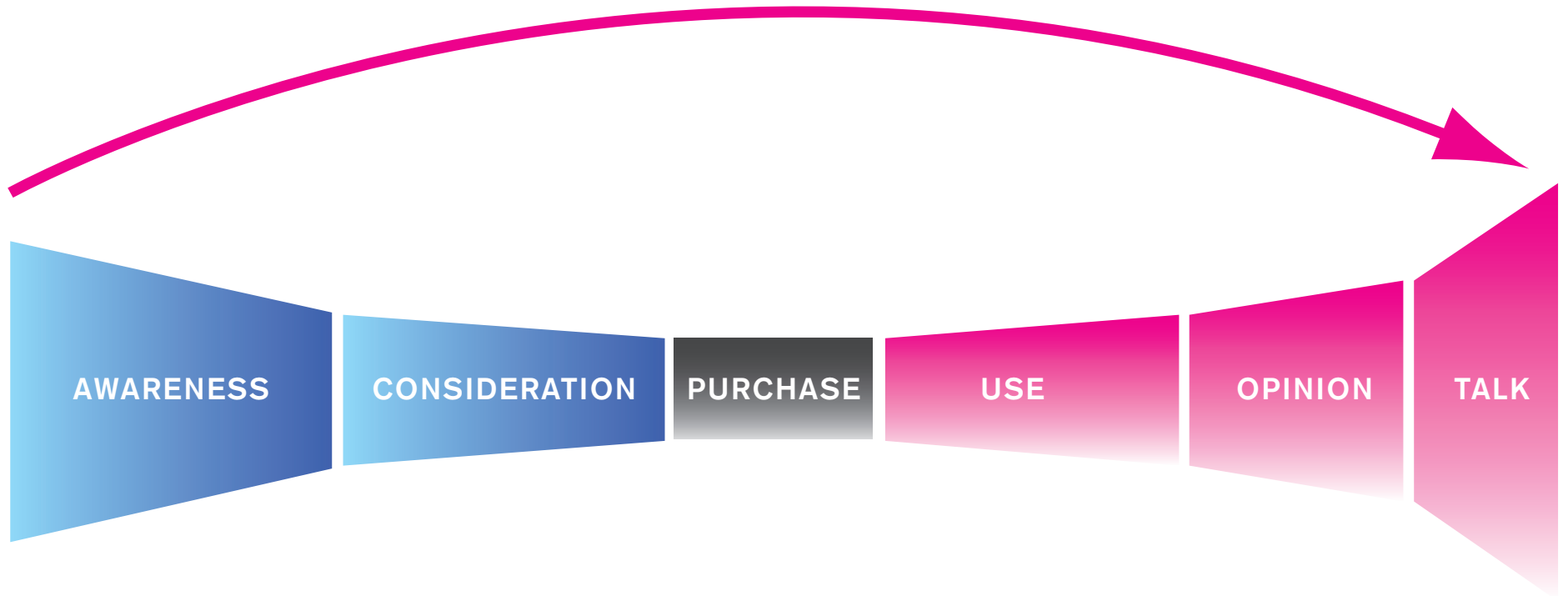
MARKETER-GENERATED



Social Feedback Cycle

MARKETER-GENERATED

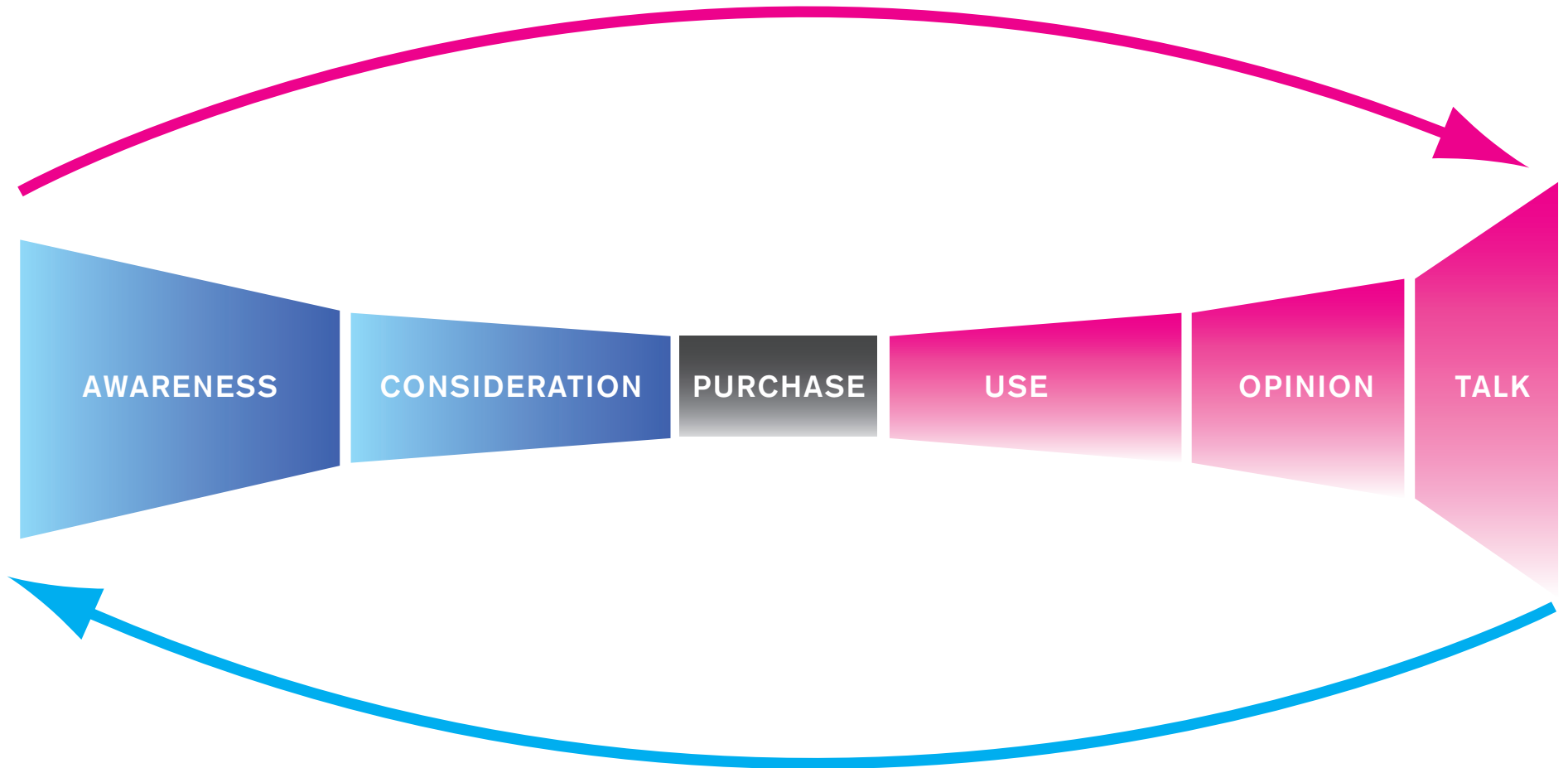
USER-GENERATED



Social Feedback Cycle

MARKETER-GENERATED

USER-GENERATED



The consideration phase of the purchase funnel is the focal point of your social media program. The consideration phase is the point in the purchase funnel where potential buyers make the most intensive use of social media in the context of a transaction.

Word-of-mouth is the currency of the consideration phase

Social Feedback Cycle Exercise:

What are you doing to generate awareness?

Which specific awareness channels or media are you using?

What channel is your top performer in terms of ROI ?

How did you measure this?

Which touchpoints represent your “top three” (or two or even one), the ones you absolutely count on to generate a talk-worthy experience?