



SOCIAL MEDIA &
INTERNET MARKETING
SMPS NEO | FEBRUARY 18, 2010

It's Like Deciphering the Da Vinci Code



Start Small



- Determine which networking sites offer the best opportunity to interact with your target audience
 - LinkedIn
 - Twitter
 - Facebook
 - Blogs – ask yourself; can you feed the beast?

- Create consistent company profile for each and add your logo!

- Add “Follow Us ” links to email signatures, your website and other collateral

Brand Integrity

Basic Account: Upgrade Welcome, Lori Alba [Add Connections](#) [Settings](#) [Help](#) [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox (1) More...

BrandMuscle Last edited by Manager, Marketing & Sales Support | [Edit profile](#) [Companies Home](#) [Add Company](#) [FAQ](#)

BrandMuscle provides end-to-end technology-based marketing solutions, expert client services and ongoing support to enable corporate clients with distributed advertising needs the ability to customize and distribute brand and legal compliant advertising for virtually every media type at the local level.

Specialties
Marketing Services Technology, Brand Management, Digital Asset Management, Local Customization, Local Media

Current Employees (86 total, 57 in your network)

- [Adrienne DeVille](#), Graphic Production Artist
- [Frank Knapp](#), Vice President, Strategy and Partnerships
- [Kasey Stever](#), Graphic Designer
- [Bernadette Gibson](#), Local Marketing Manager
- [Bonnie Robosky](#), HR Manager

[See more »](#)

Former Employees

- [Jennifer Brown](#), Advertising and Marketing Account Executive (to 2009) through [Melanie Wolkoff](#)
- [Azizun Nahar](#), Technical Test Analyst at Federal Reserve Bank Of Cleveland Software Engineer (to September 2006) through [Bonnie Robosky](#)
- [Tami Jirousek](#), IAR at Internal Revenue Service

Key Statistics

Top Locations
• [Cleveland/Akron, Ohio Area](#) (82)

Headquarters Address

HQ Region	Cleveland/Akron, Ohio Area
Industry	Marketing and Advertising
Type	Privately Held
Status	Operating
Company Size	125 employees
Founded	2000
Website	http://www.brandmuscle.co...

[More info »](#)

Common Job Titles

Software Engineer	12%
Account Executive	9%
Service Account Executive	9%
Client Service Manager	6%

Top Schools

Kent St. Univ.	11%
Cleveland St. Univ.	10%
The Univ. of Akron	8%
Ohio Univ.	5%
Bowling Green St. Univ.	4%

Median Age
28 years

Gender

Male	42%
Female	58%

Estimated based on LinkedIn Data

□ LinkedIn company description & logo – very basic

Brand Integrity

The image shows a screenshot of the Twitter website interface for the user 'BrandMuscle'. The profile header includes the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and the user's name 'BrandMuscle' with a bio: 'Web-based multimedia marketing solutions. The most cost-effective way to create corporate-approved local ads, plan and purchase media and increase ROI - all through one centralized source.' The profile statistics show 404 following, 343 followers, and 6 listed. The main content area displays a tweet from NASA with a retweet icon and a 'Retweeted by PersonYouFollow and 2 others' notice. Red arrows point to the retweet icon with the text 'Handy icon for spotting a retweet' and to the retweet notice with the text 'You'll only see retweets from users you follow'. The left sidebar contains contact information for BrandMuscle, including website, location, email, phone, and fax. The right sidebar shows navigation options like Home, Direct Messages, Favorites, Retweets, and Lists.

- ❑ Twitter company description, logo
- ❑ Can get a little more creative

Brand Integrity



- Marketing develops the message
- Sales develops the relationship
 - ▣ Content should complement your positioning and overall marketing strategy

- Repurpose content
 - ▣ Press releases
 - ▣ Project wins and completions
 - ▣ Educational opportunities
 - ▣ Milestones and achievements
 - ▣ Client and partner wins and achievements

Have you Heard?



- ❑ Marketing doesn't send me enough leads
- ❑ The leads marketing sends aren't qualified

Social Media as a Sales Tool



- 1. Social Media Monitoring – Killer Competitive Tool**
 - ▣ Use Social Mention, Google Alerts or Enterprise Twitter client settings with hashtags to bookmark and filter relevant industry content – send via email or RSS alert
- 2. Build Social CRM – Educate Yourself, Nurture Leads**
 - ▣ Use RSS or social media modules available with most CRM software to easily access information
- 3. Mine for Leads**
 - ▣ Twitter Advanced Search combined with TweetDeck or RSS - listen in when prospects are expressing, in real-time, a buying signal for their specific products and services

Social Media as a Sales Tool



4. Create Community

- ▣ Bring customers together to discuss challenges and opportunities with their peers and build deeper relationships

5. Teach and Amplify

- ▣ Use social media to educate clients and prospects
- ▣ Bring in strategic partners or experts; host webinars
- ▣ ReTweet your customers content, comment on their blog posts, Digg their content and find other ways to amplify what your customers are up to!

Free Social Media Resources



□ **Mashable**

- Educational resource for marketers; updates on social media tools, technology and effective uses.
- www.mashable.com

□ **Social Mention**

- Free daily email alerts based on your choice of query or topic.
- www.socialmention.com

□ **Google Alerts**

- Free email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
- www.google.com/alerts

SEO and SEM



- **PPC Advertising (Google Ad Words / LinkedIn Ads)**
 - ▣ Establish a budget
 - ▣ Define key search terms or competitor names
 - ▣ Define your target audience
 - ▣ Test, track (forms), measure and repeat
- **SEO**
 - ▣ Does your website have proper page titles and keywords in the source code?

Latest Trends in B-B Marketing

Marketing Automation

- ▣ Lead nurturing
- ▣ Lead scoring – sophisticated tracking tools
- ▣ Drip campaigns
- ▣ Integrated with most CRM solutions
 - **Marketo**
 - www.marketo.com
 - **Silverpop**
 - www.silverpop.com
 - **Eloqua**
 - www.eloqua.com
 - **Lead Lander (FREE TRIAL)**
 - www.leadlander.com