



THE SEVEN STRATEGIC GOALS OF SOCIAL MEDIA

Your customers are social,
so what's stopping you...


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B2B or B2C? Social media is all about P2P – people to people.

There's a digital revolution going on in marketing. The old ways of interrupting customers with sales messages are being replaced with an interactive conversational approach through social media. It's a whole new mindset for businesses and brands brought up on traditional media. To make it work, you need to know the rules of the new roads.

It's a more subtle approach but with powerful results.



Social media in 140 characters...

The growth of interactive dialogue, via web and mobile: networking, blogging, sharing pictures and videos, forums, message boards and groups.

Face to Facebook...

- / More than 800 million active Facebook users worldwide
- / More than 50% log on to Facebook every day
- / The average user has 130 friends

You are what you tweet...

- / More than 200 million registered Twitter users worldwide
- / More than 450,000 new Twitter accounts created every day
- / 40% of all tweets come from a mobile device

It's constantly evolving...

3 years ago no-one had heard of apps. Now there's over half a million for the iPhone alone.

In a year's time it's reckoned that 90% of mobile phones sold will be smart phones.

The seven strategic goals of social media:

Here's a quick summary of the top seven ways for marketers to use social media. Of course, it's always evolving so it pays to take a flexible approach. Experiment, measure and refine as you go...

Building brand loyalty

You can reward customer loyalty through special offers, competitions, exclusive products and content using the relevant social media channels. Facebook and Twitter are favourites with opportunities to interact with customers and spread the buzz about your brand.

Customer insight and support

Customers are only too willing to tell you what they think and want via review sites, forums and message boards. It might not always be positive feedback but if you can help solve problems you can create loyal customers. Twitter, LinkedIn and Survey Monkey are brilliant ways to gather specific customer insight.

Creating employee communities

Social media is a great way to share internal information. Facebook and YouTube are fine if your information is in the public domain and you can handle adverse comments. Alternatively, why not build your own internal blog or message board?

Social Media Strategy

Driving web traffic

Using social media is a proven search engine optimiser. Google loves well-connected websites with regularly updated, fresh, dynamic content. Video is a must have and good info graphics can increase hits. Offering useful tips with links to your site can also drive inbound traffic.

Networking and generating leads

LinkedIn, Twitter and Facebook are great places to meet new contacts. You can also create or join special interest groups to focus the spread of your net. They can help you stay on customers' radar and sell without selling.

Spreading your message

On its own or combined with traditional campaigns social media can help spread the message through blogs, Twitter, YouTube, social bookmarking, groups, forums, image sharing sites, webinars, pod casts...

New business models

If your content has enough demand, you may be able to monetise your expertise through social media. Look at the rise of blogs as businesses and YouTube celebrities.



Social Media Strategy

Rather than waste time and resources, you need a social media strategy that fits with your full marketing plan. What do you want to achieve? What could you achieve? What skills do you need? What have you got to lose? Select from our list of potential goals you may have...

- Creating awareness
- Generating actual sales
- Driving visits to a website
- Driving visits to a shop/location
- Capturing data
- Building customer loyalty
- Differentiation from competitors
- Sharing information internally
- Selling without selling
- Exploring new media channels
- Research and insight gathering
- Creating a dialogue with customers
- Measuring marketing effectiveness
- Employee engagement
- Being part of the community
- Launching a new product
- Generating sales leads
- Reducing costs
- Developing a new business model
- Creating positive PR
- Creating growth
- Reaching new types of customers
- Enhancing your brand experience
- Product demonstration
- Sharing expertise
- Being famous
- Amplifying an existing campaign
- Increasing ROI for marketing comms

Our social media strategy workshop can help you:

- / Plan an effective social media strategy to support your digital, marketing and business goals
- / Generate ideas for your brand
- / Develop a message strategy and tone of voice
- / Learn social media skills and etiquette
- / Find out where your customers go online
- / Protect your brand in the social environment

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