

Social Media for Business

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What is it?

Social media marketing also known as social influence marketing is the act of using social influencers, social media platforms, online communities for marketing, publication relations and customer service.

Source: Wikipedia-http://en.wikipedia.org/wiki/Social_media_marketing#cite_note-o



Common Social Media Platforms

- Microblogging: **Twitter**
- Social Networking: **Facebook**
- Professional Networking: **LinkedIn**
- Social Bookmarking: **Delicious, Reddit, Digg**
- Social Reviews: **Yelp!**

Twitter

What is it?

- Micro-blogging (140 characters or less)

Business Benefits:

- Branding
- Recruiting/Post jobs
- Customer Service
- Promote events, sales, etc. (Dell example)
- Engage customers
- Provide valuable information
- Business development/prospecting

Facebook

What is it?

- Social Networking

Business Benefits:

- Branding
- Recruiting/Post jobs
- Engage customers
- Provide valuable information about your products/service
- Promote events, sales, etc.



LinkedIn

What is it?

- Professional networking

Business Benefits:

- Business development/prospecting
- Networking
- Recruiting/Post jobs

- Tip for finding emails:
Google search using “email***domain.com”



Delicious, Reddit, Digg

What is it?

- Social bookmarking

Business Benefits:

- Customer insight
- Share blogs, interesting articles
- Provide valuable information

Yelp!

What is it?

- Social reviews

Business Benefits:

- Branding
- Engage customers
- Use other customers reviews to help sell your product/service
- Improve local SEO



Resources

- **SEO = Search Engine Optimization**
- **Twitter 101 for Businesses:** <http://business.twitter.com/twitter101/>
- **Mashable.com's "How-To" lists:** <http://mashable.com/category/how-to-web/>
- ***Twitter Power*** by Joel Comm
- **Copies of today's slides:**
<http://www.RainierDigital.com/webinars-multi-media/recorded-webinars>
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http://www.facebook.com/pages/Denver-CO/RainierDigital-LLC/93296523073?ref=ts&_a=1
 - **LinkedIn:** <http://linkedin.com/in/travisscott24>
 - **Delicious:** search for rainierdigital



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