

# The Social Media Strategy



Blog



PressRelease



XML Newsfeed



E-Marketing



Facebook Integration & Social Plugins



Automated Twitter Integration



YouTube



Summary & Interesting Facts

# BEST PRACTICES

Best practices are programs, initiatives or activities which are considered leading edge, or exceptional models for others to follow.

## SOCIAL MEDIA PRESENCE

1  
2  
3  
4  
5  
6  
7  
8  
9  
10

## BLOG

This is a good platform for you to post & update entries regarding the project status, meetings etc. Social Marketing plugins can also be integrated within the blog.

- Provides Easy Access to Company News & Activities
- Search Engine Friendly
- Your Company Appears Accessible to Public
- Build Brand Awareness
- Reputation Management
- Easy to Maintain

E.g. [blog.go-green.ae](http://blog.go-green.ae)



A blog serves several purposes, it provides your visitors with vital information regarding your industry, it helps establish your authority in a particular industry, it brings additional visitors to your site, and it helps you develop relevant anchor text links, which are vital for SEO.



**//** *As of December 2010, blog search engine Technorati was tracking more than 224,000,000 blogs.* **//**

## PRESS RELEASES

A press release, news release, media release, or press statement is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.

Typically, they are e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks.

Commercial press release distribution services, such as Press Release Network, PR NewsChannel and Business Wire, are also used to distribute them.

Issuing press releases seems to have some added credibility among other online publicity methods. They are not merely reading some advertisement or marketing offer. A press release is something that more people may prefer reading because it contains useful information that people would want to know about an online business or a new product or service that just came around lately.

E.g. [www.pressreleasenetwork.com](http://www.pressreleasenetwork.com)

This is important since a lot of online visitors such as editors, columnists or reviewers may want to obtain further information about the subject of the press release. And if people really are starting to reach the owners or issuers of the press release, it only proves that the press release is able to reach out to the people it targets. In this case, the press release may already be starting to provide the website or online business the publicity that it is seeking out.



**// Of the many motivating factors for the use of social media press releases, there are two driving forces that stand out: The changing needs of the end consumer and increasing ease of use for the media. //**

## XML NEWSFEED

RSS streamlines communication between publishers and readers. Since RSS has had a popularity surge, webmasters have been experimenting and using RSS feeds to deliver content in new and innovative ways.

Typically, RSS feeds contain news headlines and content summaries. The content summaries contain just enough information without overwhelming the reader with superfluous details. If the reader is interested and wants additional information they can click on the item in the feed, accessing the website which contains additional details.

RSS readers aggregate multiple feeds, making it easy for individuals to quickly scan information contained within each feed. Feeds are generally themed, allowing users to opt-in to feeds that are of interest.

Publishers using RSS as a communication vehicle are able to create keyword-rich, themed content, establishing trust, reputation, and ongoing communication with current and prospective customers.

E.g. [www.pressreleasenet.com/rssfeed.xml](http://www.pressreleasenet.com/rssfeed.xml)

**//** *RSS is a defined standard based on XML with the specific purpose of delivering updates to web-based content.* **//**



What Kind of Information Can be Delivered in RSS Feeds?

### **Blogs Feed**

Many blogs are catalogued in an RSS feed, with each blog entry summarized as a feed item. This makes it easy for visitors to scan blog posts for items of interest.

### **Article Feed**

Articles are often placed into feeds to alert readers when new articles and content are available. The feed entry is typically an article summary or introduction. Readers can then ascertain if the article is of interest and read further.

### **Forum Feed**

Many forums now have add-ons that allow participants to receive forum posts via RSS. The RSS feeds often will show the latest discussion topics; if users are interested they simply click to enter the forum to participate in the discussion. As the topic is updated they will see new entries in the RSS feed.

### **Schedule Feed**

Schools, clubs and organizations will often use feeds to communicate meeting times, places and events that might be occurring. The RSS feeds are often used to publicize events, notify the community of schedule changes or meeting agendas.

## E-MARKETING

eMarketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

The range of emarketing methods at your disposal to achieve this share five critical factors. It is these factors which make emarketing particularly attractive and so successful for those companies using it. The principal ones are:

**Highly Targeted:** the digital nature of the internet allows you to offer specific and customised content to each individual. As a result, it allows you to attract highly targeted customers to your website who are most likely to be interested in your products and services.

**Easily Measurable:** knowing how many people are visiting your website, how they found you and what they looked at are invaluable elements to gaining a better understanding of your customers and being able to supply what they require. Emarketing allows you to obtain full tracking figures and will permit a detailed examination of the Return on Investment (ROI) of any campaign.

E.g. [www.middleeastpostbox.com](http://www.middleeastpostbox.com)

// **The terms eMarketing, Internet marketing and Online marketing, are frequently interchanged, and can often be considered synonymous.** //



**Immediate:** time is crucial in business and an emarketing campaign has the advantage of being much quicker to set up and put into play than other marketing methods. Just as importantly, the response mechanisms are equally quick so you can start to see the results (quite literally) immediately;

**Tested and Refined:** although the immediacy and speed of a campaign is important, the quality needs to be just as high. To ensure it remains so, you have the opportunity to test and refine any campaign as it is happening to ensure you get the best possible results. By adopting the content and format which is achieving the highest response rates, you can continually improve your results and number of visitors.

**Cost effective:** with budgets tight, all of the elements above mean that companies needing clear ROI figures from their marketing activity will be well served by an integrated emarketing campaign. Being able to react quickly and in a very targeted way also means that they can avoid delays and the costs associated with them.

## FACEBOOK

Facebook Pages are Facebook's solution of choice for corporations and brands looking to advertise on Facebook.

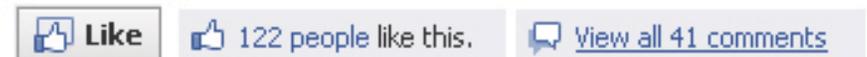
Facebook users interact with Pages in much the same way facebook users can interact with a groups. Fans on a Facebook page can post photos, videos, links, discuss topics on the discussion board and comment on the Page wall - all depending on the settings outlined by the Page administrator/owner. Pages however are more flexible in the fact that unlike Groups one can add applications to enhance their Page.

Reviews application. Pages also employ a number of methods to communicate with users. Pages can send updates to users which appear as notifications on the homepage. Pages can also send status updates that will appear in a fan's homepage. Friends can then comment or 'Like' a status update that they find entertaining - which means increased engagement for the page.

The Like Box/Button enable users to :

- 1 - See how many users already like this page, and which of their friends like it too.
- 2 - Read recent posts from the page.
- 3 - Like the page with one click, without needing to visit the page.

E.g. [www.facebook.com/ekotribe](http://www.facebook.com/ekotribe)



All the features can be integrated directly on to your website/blog. Users can utilize all these features without leaving your site. They can login to Facebook directly from your site using Open Graph API Integration technique.

There are more than 500 million active users currently accessing Facebook through their mobile devices. More than 60 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

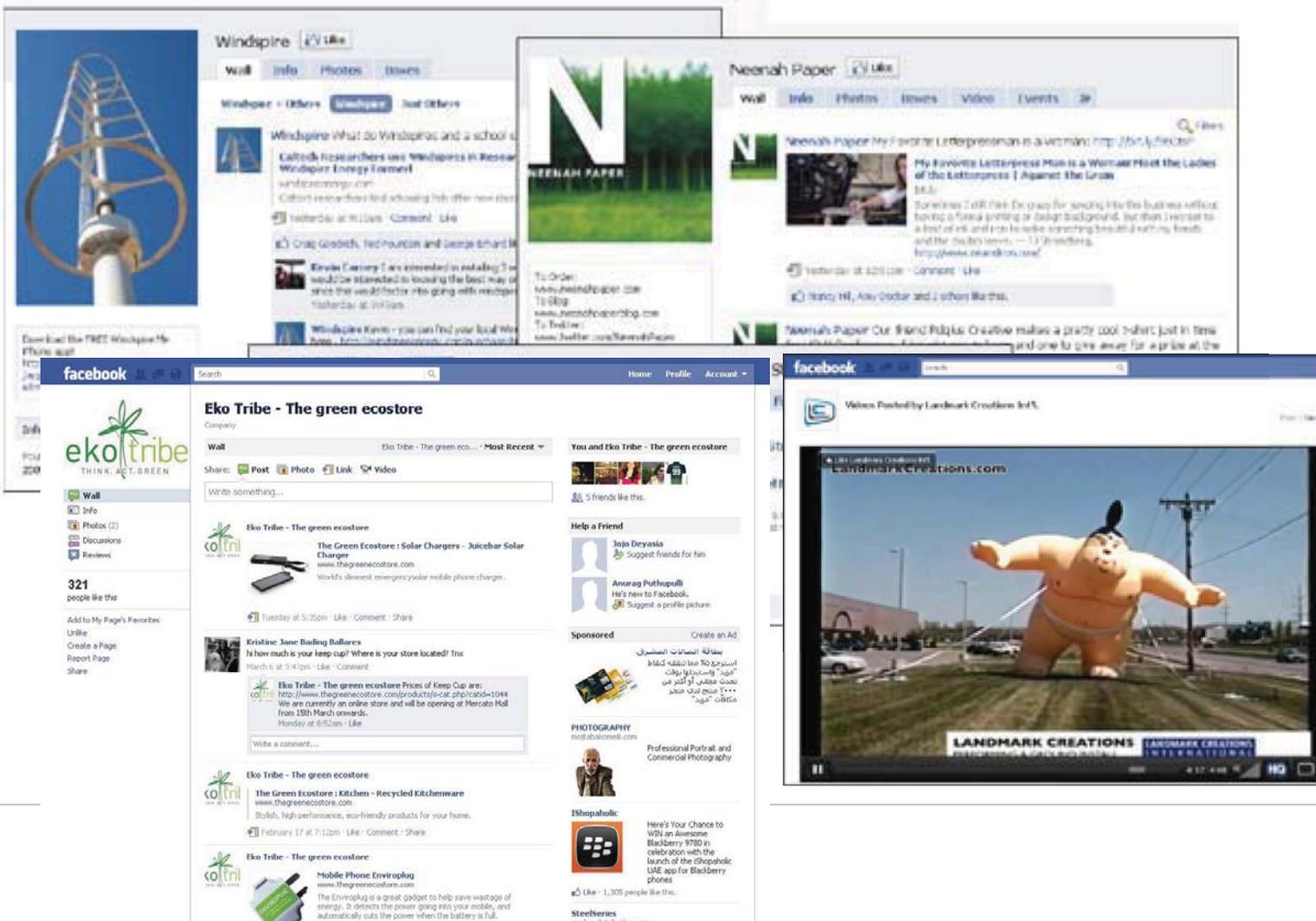
**“ More than one million websites have integrated with Facebook Platform . ”**

## FACEBOOK



**Some Tips on using Facebook to market your business and drive more inbound traffic and leads.**

- B2B Companies use Facebook successfully
- An active wall creates social proof - its hard to fake, so its a sign of a successful Facebook page and a successful business. Post useful, interesting content from various sources, regularly.
- If you have a physical product, use pictures to show how customers use it.
- Post recordings of top-notch talks given by your team members. Post videos that show your product in action.



## TWITTER INTEGRATION

Twitter is a social networking and microblogging service, owned and operated by Twitter Inc., that enables its users to send and read other user's messages called tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page.

Tweets are publicly visible by default, however senders can restrict message delivery to their friends list. Users may subscribe to other author tweets—this is known as following and subscribers are known as followers.

### Advantages of Twitter :

- Know the Breaking news first through twitter. News breaks in twitter only.
- Promote Your Blog through twitter by posting updates .
- Get lot of followers for being active in twitter and drive huge traffic to your blog.
- Create an online identity for your brand through twitter.
- Earn money using sponsored tweets in Twitter.
- Know the personal life of famous bloggers by following them.

E.g. [www.twitter.com/gogreenae](http://www.twitter.com/gogreenae)



### Automated Twitter Engine

Cyber Gear has developed a proprietary 'Tweets Scheduler' Software to help organisations build Online Community of Brand Followers on Twitter.



Twitter Scheduler Interface

### Some of the highlights of the Tweets Scheduler are:

- Ability to schedule tweets at pre-defined intervals
- Technical tools – PHP/MYSQL/Twitter API
- Deploys Bit.ly URL automatic shortening to increase the number of characters for the message
- Helps synchronise publishing of tweets with live traffic analysers
- Easy to use interface with online help facility
- Jumpstarts fan following

// *The Daily Telegraph reported in February 2010 that Twitter users were sending 50 million tweets per day.* //

## YOU TUBE

YouTube is a video-sharing website on which users can upload, share, and view videos. Three former PayPal employees created YouTube in February 2005.

The name and logo of the company allude to a cathode ray tube, which was used as the screen of a television in the days before flat panel displays.

Before the launch of YouTube in 2005, there were few easy methods available for ordinary computer users who wanted to post videos online. With its simple interface, YouTube made it possible for anyone with an Internet connection to post a video that a worldwide audience could watch within a few minutes.

The wide range of topics covered by YouTube has turned video sharing into one of the most important parts of Internet culture.

YouTube was awarded a 2008 George Foster Peabody Award and cited for being "a 'Speakers' Corner' that both embodies and promotes democracy." [36][37] Entertainment Weekly put it on its end-of-the-decade, "best-of" list, saying, "Providing a safe home for piano-playing cats, celeb goof-ups, and overzealous lip-synchers since 2005."

E.g. <http://youtu.be/NZoLH1rdN6Q>



### YouTube Advantages

- Tons of users - tons of content meaning that there is a lot more content there than on any other website.
- Tons of users - tons of views. If you make your videos so unique or interesting they will put your video at the top.
- Easy to use interface.
- Embed player that allows you to put it almost anywhere.
- It's a great place to get noticed

**“ In May 2010, it was reported that YouTube was serving more than two billion videos a day, which it described as “nearly double the prime-time audience of all three major US television networks combined. ”**

## SUMMARY & INTERESTING FACTS

- Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years)...Facebook added 100 million users in less than 9 months...iPhone applications hit 1 billion in 9 months.
- 80% of Twitter usage is outside of Twitter...people update anywhere, anytime...imagine what that means for bad customer experiences?
- If Facebook were a country it would be the world's 4th largest between the United States and Indonesia (note that Facebook is now creeping up - recently announced 500 million users)
- There are over 200,000,000 Blogs
- Because of the speed in which social media enables communication, word of mouth now becomes 'world of mouth'.
- People care more about how their social graph ranks products and services than how Google ranks them
- 25% of search results for the World's Top 20 largest brands are links to user-generated content
- In the near future we will no longer search for products and services they will find us via social media

Contact [www.cyber-gear.com](http://www.cyber-gear.com)



We define social network sites as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system.

The nature and nomenclature of these connections may vary from site to site.

End