



## Marketing in the New Millennium:

### Mistake #1: Failing to integrate social media into traditional marketing

by David Saxby

In our last newsletter I addressed some common mistakes that businesses make when they try to use social media to promote their business.

#### 5 of the most common mistakes businesses make:

- 1) Failing to integrate social media into traditional marketing
- 2) Mistaking the purpose of social media
- 3) Being overwhelmed with too many options
- 4) Not having the ability to properly support it
- 5) Thinking that social media is a new advertising media

In its "Interactive Marketing Forecast" (2009), Forrester Research estimates that social media marketing will grow at an annual rate of 34 percent over the next five years, faster than any other form of online marketing.

We are experiencing a shift in the traditional marketing model primarily because of a decrease in the return for advertisers. And the role of social media, in marketing, has yet to be clearly defined primarily because of a lack of a substantive marketing model that clearly defines the return on investment.

Combined with the proliferation of free, but often useless media content, and we have a significant challenge for marketers and businesses.

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#### My offer to you:

Looking for additional marketing ideas?

For a 30 minute complimentary phone session [click here](#).

*In the next newsletter I'll give you some tips on how you can integrate social media into your other marketing efforts.*

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### Spark Learning Resources

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#### Books by David Saxby

David Saxby is a co-author of 4 books: Sales Gurus Speak Out, Customer Service Goldmine, Quantum Success and Foundational Success and numerous ebooks.

In the book Sales Gurus Speak Out, I discuss the concept of Integrated Sales and Marketing.

Let's address the mistake #1

The problem with social media marketing is that it was developed as a communications platform, not as a marketing platform. Communication is a dialogue not a monologue.

Creators of social media were looking for ways to share ideas, opinions and values about their own worlds with friends. Also, social media takes place over a time scale that seems wildly compressed. Most importantly, communication now takes place over a network rather than a few select channels. The end result; messages can be distorted, manipulated or even used to damage a corporate brand.

*For example:* Two Domino's Pizza employees thought it was funny to film themselves abusing takeaway food in a Domino's Pizza kitchen. The video was uploaded on YouTube and received more than one million views before it was pulled down. This scandal resulted in a multi-million dollar loss and damaged Domino's brand reputation. Criminal cases were filed against the employees.

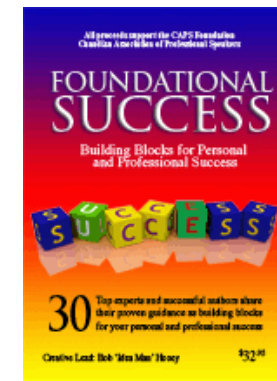
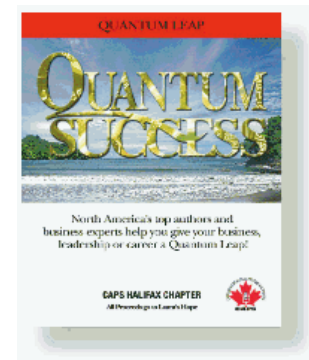
A second example of the damage that social media can do to a brand and a corporation is exemplified in Dave Carroll's YouTube Video "United Breaks Guitars."



Or, take the recent incident where Jet Blue employee Steven Slater was elevated to folk-hero status by thousands who shrugged off allegations that he endangered others and praised him for his take-this-job-and-shove-it moment.

In the past traditional marketing messages were carefully crafted by professionals who focused on communicating corporate values, creating strong brands, and driving the company's unique value proposition. These messages were then presented to the marketplace through select marketing channels - one message to one market.

Social media's fast and loose dissemination of information makes this approach impractical. Even seasoned tech experts can stumble over issues that traditional



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### About Spark Communications

We work with organizations to facilitate brainstorming sessions on innovation, sales and marketing.

marketers might have anticipated; witness the problems that Facebook has brought on itself over privacy issues.

Many marketing departments have been tempted to meet the challenge by hiring tech saavy staff that know new media technology. This "bolt-on" approach can backfire if they are not well versed in understanding marketing strategy, brand strategy and the values of the company.

Today, every individual in your company is an extension of your message. This becomes rapidly evident when communication becomes two-way and decisions must be made in hours, not weeks. When issues arise, they must be dealt with rapidly by managers who can act with authority and expertise.

After the Domino's incident, the CEO used YouTube to make a sincere apology for the two employees and their YouTube incident.

Social media is also placing new demands on marketing experts and marketing management in corporations. Marketing management is now a real-time operation. Social media provides immediate information and creates situations that need to be managed and responded to in real time.

One advantage of social media is that it can influence and/or shift your company culture. You have little control over irresponsible employees on social media. It is important to educate employees about the use of social media and its impact it can have on your organization.

Before you begin crafting your social media profile or message, ask yourself, "what am I trying to use social media for?"; spreading the word about your company, changing the current market belief about a product or service, or to drive sales of products or services? Social media is not about creating a sales pitch, but it is about communicating with, and influencing, your market-building relationships.

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## Before you engage in using social media for your business consider the following:

- What types of messages are appropriate for your followers.
- How often you will be posting your comments on the various social media channels?
- Who is the best person for answering questions about your company and your products or services?

## Three take-away points from all of this:

- Don't assume that tech-savvy new marketers will

- Keynote presentations
- Seminars and workshops
- Executive Retreats
- Brainstorming Facilitation
- Coaching and Consulting

**David Saxby**, President of Spark Communications, is an international speaker with over 30 years experience in the areas of innovation, sales and marketing. His thought-provoking and inspiring presentations provide insights into how business can achieve unparalleled success...even in today's marketplace.

### Planning a Convention, Seminar or Workshop or Executive Retreat?

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Contact us at:  
403.244.7450  
or toll free:1.877.800.3457

**Ignite Ideas** is a monthly newsletter that delivers tips, ideas, stories about creativity and innovation, sales and marketing.

put forward the marketing message that you really want to send out. You will need to clearly instill the brand, the strategy and the values for which your organization stands.

- Educate all of the people in your organization too. Today, everyone is an extension of your corporate message.
- Don't assume that your existing marketing team can cope with the demands of real-time response. Train and re-organize all of your employees to be responsive.
- Don't assume you can wing it. Do continue to study the best practices for new media; it's evolving very rapidly.
- Traditional marketing still works and so does social media. You can't ignore either one, and they can both work more effectively together.

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