



## Marketing in the New Millennium: Mistake #1: failing to integrate social media into traditional marketing

Last month's newsletter addressed marketing in the new millennium and some common mistakes that businesses make when they try to use social media for traditional marketing.

5 of the most common mistakes:

- 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.

Let's address the mistake #1

The problem with social marketing is that it was

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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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developed as a communications platform, not as a marketing platform. Communication is a dialog not a monolog. 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 had been 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."

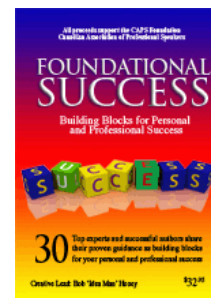
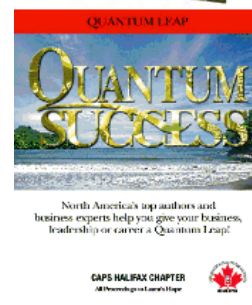
In the past traditional marketing messages were carefully crafted by professionals who focused on communicating corporate values, creating strong brands, and driving the company's unique value proposition. These messages were then presented to the marketplace through purposely selected marketing channels - 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 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 savvy staff that know new media technology. This "bolt-on" approach can backfire if they are not well versed in the marketing strategy, the brand 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 decision 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.

### Books by David Saxby

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



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About  
Spark Communications

Social media is also placing new demands on marketing experts and marketing management in corporations. Marketing management is now a real-time operation.

Other aspects of the business world have been affected by technology, for example; accounting and financial management used to take place 30 to 60 days after a month end when reports were received. Now, financial data all occurs in real time. This evolution is now occurring in Marketing. The internet and 24/7 communication channels, such as social media, provide immediate information and creates situations that need to be managed in real time. Marketing management must reorganize to be able to adapt to rapidly changing conditions and be able to respond 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.

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 a new or existing product or service? Social media is not about creating a sales pitch but it is about communicating with, and influencing, your market - building relationships.

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:

- \* Don't assume that tech-savvy new marketers will 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 stand. 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 organization can cope with the demands of real-time response. Train and re-organize to be responsive.
- \* Don't assume you can wing it. Do continue to

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**David Saxby** 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.

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study the best practices for new media; it's evolving very rapidly.

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



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