



IGNITE IDEAS

Innovative Strategies and Ideas to Help Maximize Your Personal and Business Results!

Marketing in the New Millennium: Integrating Social Media Into Your Marketing Plan

by David Saxby

One of the most common questions I get from business owners, marketing managers and professionals is "should I invest in online social media?" That is usually followed by "everyone else is doing it."

The internet has changed how we communicate with our prospects and clients. Originally, the internet was a place to put an electronic brochure to where users create the content and messages can be customized and personalized on the fly. Social media is at the heart of this new evolution; Facebook, Youtube, Twitter, Plaxo and hundreds of other social networks have grown exponentially.

Many organizations have jumped on board and many are now realizing that there are perils as well as pluses in joining the world wide social media networks some organisations have achieved stellar results while others have met with limited results or even had their efforts backfire. It is useful to understand what makes the difference before you invest significant resources.

The fundamental problem most companies have discovered is that being involved with the technology is not the same as using the technology for effective marketing.

Marketing has not changed in some key aspects. Whatever form of marketing you choose; whether it is in the traditional forms: advertising, direct marketing, public relations, sales, sales promotion or on line: websites, social media, email, enewsletters and blogs the fundamentals are the same. You must have a unique brand, an innovative strategy, and a crystal clear message with a benefit for the recipient of the message - your prospect.

Some of the mistakes that entrepreneurs, CEOs and marketing managers make when it comes to choosing between traditional or online media are:

- 1) They fail to understand how to integrate social media into traditional marketing. The belief is that if you put your message on the internet it will save costs related to traditional media so they dump traditional marketing approaches that worked in the past. In the book [Sales Gurus Speak Out](#) I discuss in more depth about Integrated Sales and Marketing,
- 2) They mistake the purpose of social media. Social media is not about pushing products or services out to the market - It is about having a conversation with people that share common values. It aims to build relationships that are mutually beneficial,
- 3) They are overwhelmed with too many options; with thousands of social media channels they realize they can't do it all so they don't do anything or worse they do the wrong thing,
- 4) They don't have the ability to properly support it - the resources (time is the big one) to follow up and respond. Social media is a live media, the more you can add current content the more you will attract viewers and the higher your search engine rankings,
- 5) Some think it's a new advertising media so they proudly put their best advertising message on the social media sites, or they sign up friends to their network and then start sending them commercials and advertisements to buy, buy, buy!

In the upcoming Ignite Ideas eNewsletter I will give you some practical tips, ideas and strategies that you can apply to develop a more innovative and integrated approach to your current and future marketing challenges.

Traditional marketing approaches work. Social media also works. Both can work better together with the right approach. One is not a substitute for the other. The key is having an innovative idea and delivering it in a unique way to the right target market.

Where most business people get stuck today is on trying to come up with an innovative approach for their marketing.

In our next Newsletter we will go into greater detail about how to develop some innovative ideas for marketing your business.

[Click here to learn more about Social Media.](#)

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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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