

Subject: Marketing In The New Millenium
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From: David Saxby <dsaxby@sparkcommunications.com>
To: dsaxby@sparkcommunications.com
Conversation: Marketing In The New Millenium
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Marketing in the New Millennium:

Mistake #1: Failing to integrate social media into traditional marketing - how you can integrate social media and traditional marketing more effectively!

by David Saxby

There's a lot of untapped opportunity for integrating social media marketing into the more "traditional" marketing communications than most companies recognize or even utilize.

Taking an integrated marketing approach (or a holistic approach) will usually achieve more than multiple disjointed and disconnected marketing initiatives. Here are some ideas on how to integrate social media into the traditional side of your marketing communications.

Public Relations

Integrating social media into PR is one of the easiest to implement. Social Media News Releases are a "socialized" extension of traditional news (press) releases. Social News Releases are designed for both traditional media and new media, such as bloggers or Tweeters with large (relevant) followings.

Social News Releases can also include multimedia, such as photos, podcasts and video. It is a great tactic for building search engine ranking as well as building your relevant inbound or reciprocal links.

In the past traditional media (print, radio and TV) was the third party opinion creator. Today bloggers are the third party opinion leaders.

Engaging key opinion leaders like your customers, suppliers, and highly visible bloggers will increase your following, create conversation and build relationships. If you or your customers participate in live events such as trade shows or educational events you can use social media to create a "buzz". At conferences participants will

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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.

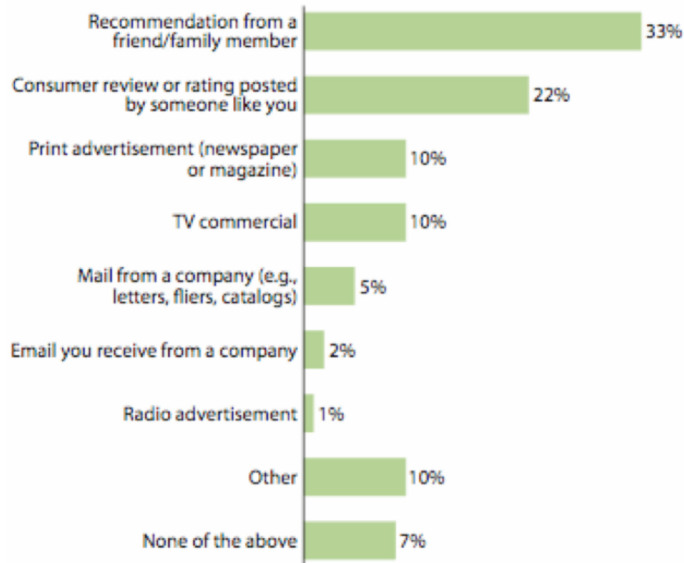
In the book Sales Gurus Speak Out, I discuss the concept of Integrated Sales and Marketing.



couldn't attend to let them know the highlights of what they learned or saw.

Offline or Traditional Market

If you had to choose only one source of information to find out about a product what would it be?



Very few companies put their social media profile URL (or web address) on any of their traditional marketing - ad campaigns, press releases, or marketing materials, your business cards, brochures, sales promotion, etc. This is one of the most significant aspects of integrated marketing: building offline communications help to drive online conversations.

Measuring the results of social media can be achieved by using social media monitoring tools (listening) to the conversations and keeping track of who follows you.

Use social media as a way to create third party endorsements for your products and services. Customers will often share their opinions with others in their social media circle.

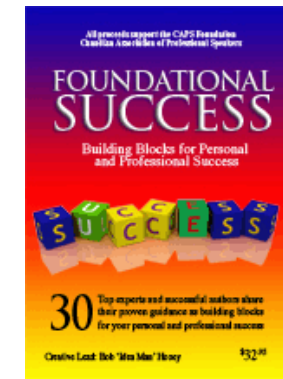
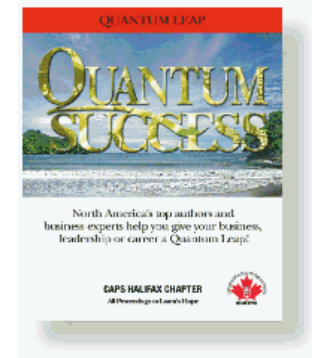
You can also use downloadable coupons, contests/sweepstakes or cause marketing (supporting a charity or social cause) to reward your visitors.

Sales and Sales Promotion

In sales there's generally three ways we can grow our business:

- 1) getting existing customers to buy more volume,
- 2) attract more customers by building new relationships,
- 3) have your existing online community to refer you to others.

Social media can play a significant role in #2 and #3. In business, social media shouldn't play the role of direct selling it should instead influence viral conversations, build brand awareness, improve customer service and engage with your target market as a friend. Here is the simple reason: When making a purchase decision, would you trust a friend or an advertisement?



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About Spark Communications

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

- 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.

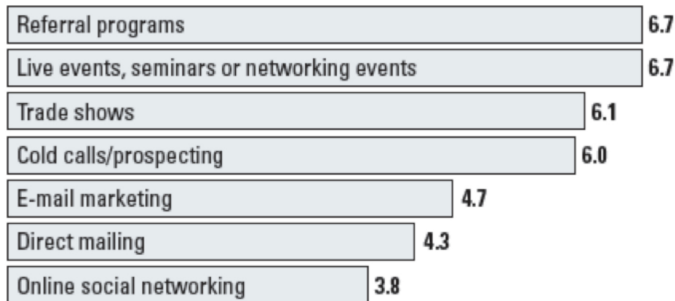
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with the World Water Ski championships held in Calgary. To promote the event promoters handed out water pistols (sales promotion) at other festival events in the city. The water pistols had the interactive website URL www.drenchedfest.com attached to them. The promotion also included social media presence on Facebook, MySpace and Twitter.

When it comes to sales interaction and demand based lead generation here's a chart that shows the effectiveness of various sales promotion methods. As you can see social networking is not ranked the highest but it is a part of the mix that can help attract customers.

Effectiveness of Demand-Generation Methods
(average score out of 10. 10 being not effective)



As you can see in this chart traditional demand-generation tactics can still be very effective. Social networking will simply help to enhance your end results.

Traditional marketing can drive traffic to your social media and visa versa. As an example of effective use of combining traditional and social media look at the huge success that the Old Spice Bodywash campaign had. The TV commercials were originally launched during the Super Bowl in February.






Old Spice, unleashed a social media blitz that may have changed the rules of social network marketing. the campaign embraced social networking to engage customers, rather than simply using social networks as another platform for the same, tired marketing customers are already exposed to everywhere else.

There is tremendous value in engaging customers and building an interactive community. It may be difficult to quantify, but the companies that are successful with social networking are the companies that have created a an online forum to involve customers and foster brand loyalty through the relationship that is created.

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The primary marketing lesson is this: be creative. Don't try to take traditional print and broadcast ads and simply regurgitate them on the Web. Instead capitalize on the unique benefits that social networking provides, engaging customers and fostering brand loyalty in a new way.

Promote it with tie-ins offline. Put up signage in your store promoting what you're doing online. If you advertise, make sure to promote your online contests.

Engage people of influence, especially those who are either well-known or thoroughly engaged in social media like Facebook and Twitter, to play along with you.

Taking an integrated marketing approach (or a holistic approach to marketing) will usually achieve more than multiple disjointed and disconnected marketing initiatives. Social media is not "the answer" to today's marketing challenges but it is another tool in the marketing toolbox.

In the next newsletter I'll discuss mistake #2) Mistaking the purpose of social media and how you can avoid this mistake.

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Spark Communications Inc.
128 Sandringham Road NW
Calgary, AB T3K 3Y5
Canada
(403) 244-7450

