

# The **DOVEN**

Heat Up Your Marketing

## The **Do's & Don'ts** of Social Media Campaigns

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**M**arketing is a fad-driven business function and today's buzz term is social media. What is social media? Web Pro News defines social media as "the online tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, thus facilitating conversations and interaction online between groups of people. These tools include blogs, message boards, podcasts, micro blogs, bookmarks, networks, communities, wikis and vlogs."

Social media is important because it provides an opportunity for your business to leverage cost-effective (free in most cases) mediums with built-in audiences to increase distribution of all marketing communications and better connect with influencers, stakeholders and consumers with greater speed and frequency.

Social media is all the rage in marketing today and it's not going away any time soon. Sensing this, marketers have rushed to sign-up for Facebook, Twitter and YouTube accounts to keep up with current trends, but without a clear game plan for success resulting in wasted time and resources. "Heat up" your social media efforts by following these simple guidelines.

**Do** outline your social media strategy, tactical measures, goals and resources needed. Define update frequency, measurement controls, clicks, impressions, revenue, etc.

**Do** dedicate time, energy and resources to your social media efforts every day. When it comes to social media you'll get out what you put in.

**Do** start with popular social media tools/services with strong user audiences: Twitter, YouTube, Facebook, Blogs, LinkedIn, Flickr, etc.

**Do** embrace third-party tools and applications to improve performance and measure results. Tools like Shoutlet, Tweet Deck, Tweetburner and others can make your life easier.

**Do** adopt social bookmarks and RSS feeds. Implement a tool like "Add Me" or "Share This" on your website and take your newsletters online with a service like iContact.



**Don't** equate quality with quantity. Just because you have 1000 friends on Twitter doesn't mean you're a huge success. What are you or your customers getting out of this tool?

**Don't** create a bunch of accounts and fail to update them frequently. Blogs and other social media tools that haven't been updated in months lose credibility and relevancy.

**Don't** share information on social media sites that isn't useful, relevant or thought provoking to your partners and target audience. No one cares that you went to Starbucks.

**Don't** adopt social media tools that don't make sense. If you've tried Facebook or other tools and they haven't worked, don't force it. Spend your time on mediums and tools that produce results.

**Don't** post blatant self promoting material or information. The point of social media is thought leadership and relationship building. Let your marketing materials do the hard selling. ■

