

Social Media 101



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A powerful global conversation has begun. Through the Internet, people are discovering and inventing new ways to share relevant knowledge with blinding speed. As a direct result, markets are getting smarter—and getting smarter faster than most companies.

Source: Cluetrain Manifesto <http://www.cluetrain.com/apocalypso.html>



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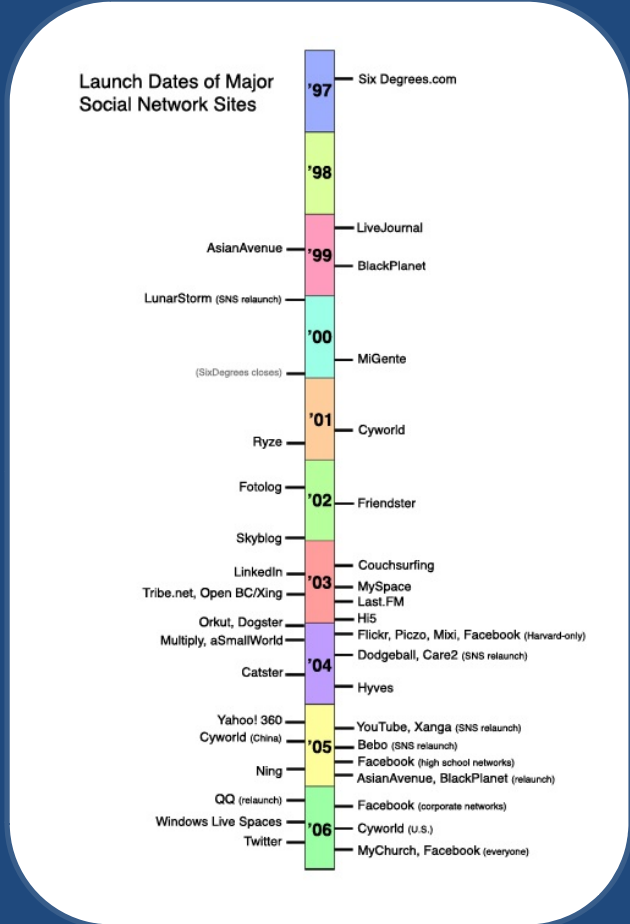


Social Media

Any online technology or practice that people use to share content, news, insights, experiences, perspectives and media.



Evolution of Social Media



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Why Should I Care About Social Media??

- **Youtube = 10% of all internet traffic**

(source:ellacoyanetworks)

- **Youtube and Wikipedia are among the top Global Brands**

(source:brandchannel)

- **5 of the top 10 websites are social media sites**

(source:alexa)

- **Over 100 million blogs exist**

(source:technorati)

- **120000 new blogs launched everyday**

(source:technorati)

- **1.5 million posts per day (17/second)**

(source:technorati)



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Searches Per Day

2007 (source:websearchguide)

	Per Day Searches (Million s)	Per Month (Million s)
Google	91	2,733
Yahoo	60	1,792
MSN	28	845
AOL	16	486
Ask	13	378
Others	6	166
Total	213	6,400

2465 SPS



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People are Using ALL types of social networks to discuss everything from the soap they just bought, to arguments about the best way to sight in a rifle. Have you heard about the DOMINOS incident???



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Social media can have a huge impact on how people perceive a product, but how do you capitalize on this phenomenon and put it to work for you???



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The most common form of social media is a Blog, weather it be as basic as Twitters 100 character blurbs, or as in depth as Facebook with walls, groups, and file sharing companies who utilize this tool can achieve results.



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What Do You Need???

1. You need **TIME**
2. You need information
3. You need an outlet
4. You need a plan



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Step 1: Strategize.

Before going ahead with your social media campaign, create a strategy specific to your niche. List down the advantages you have with your competitor and capitalize on it.



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Step 2: Analysis

You need to analyze the market you are targeting. Gather as much information as you can about the demands and the relevance of your product to your customers. This will lead you to the direction that your blog should follow.



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Step 3: Know Your Customers

You need to gain understanding of your customers. Know how they search for information, their habits, what they like and their lifestyle. This will help you in determining what advertising technique is effective to your niche.



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Step 4: Position Your Product

Think of what you want your visitors to think after checking out your blog.



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Step 5: Choose Your Media Outlet

There are several blogging boards to post to. Determine what will work for you and when you should start Blogging.



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Step 6: Reaction

Think of what you want your visitors to think after checking out your blog.



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Tracking Effectiveness

- Number of Followers
- Amount of interaction
- Of course landed business



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Thank you for your time!

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