

5 Ways to Integrate Social Media with Traditional Marketing



Q&A



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I Will Tell You The Truth. Today's Version.

Share of Search, 1999



The Social Media Shift is Fundamental





**Conversation Marketing is
Transformative, But Inefficient**



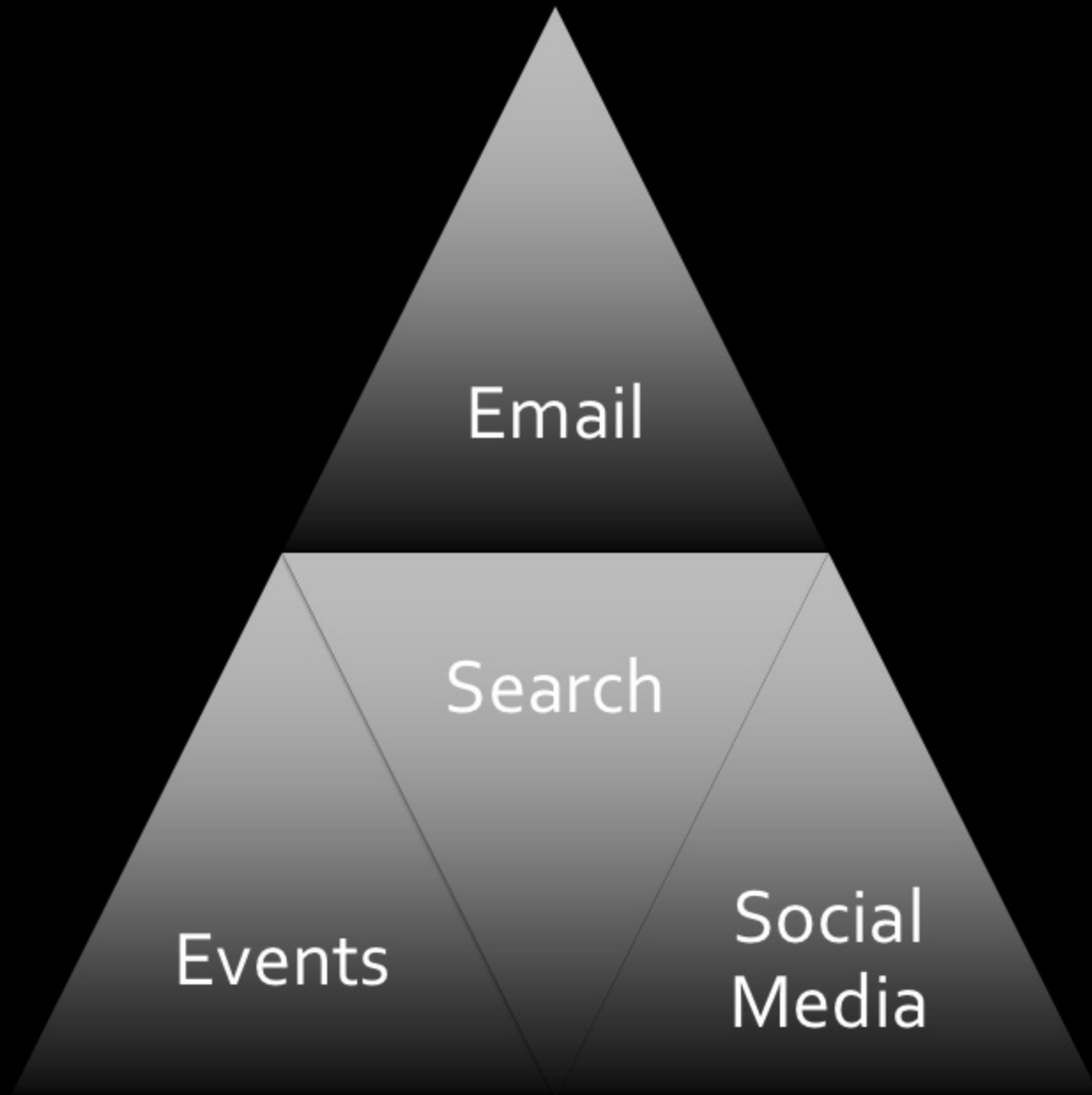
Social Media Doesn't Work Alone



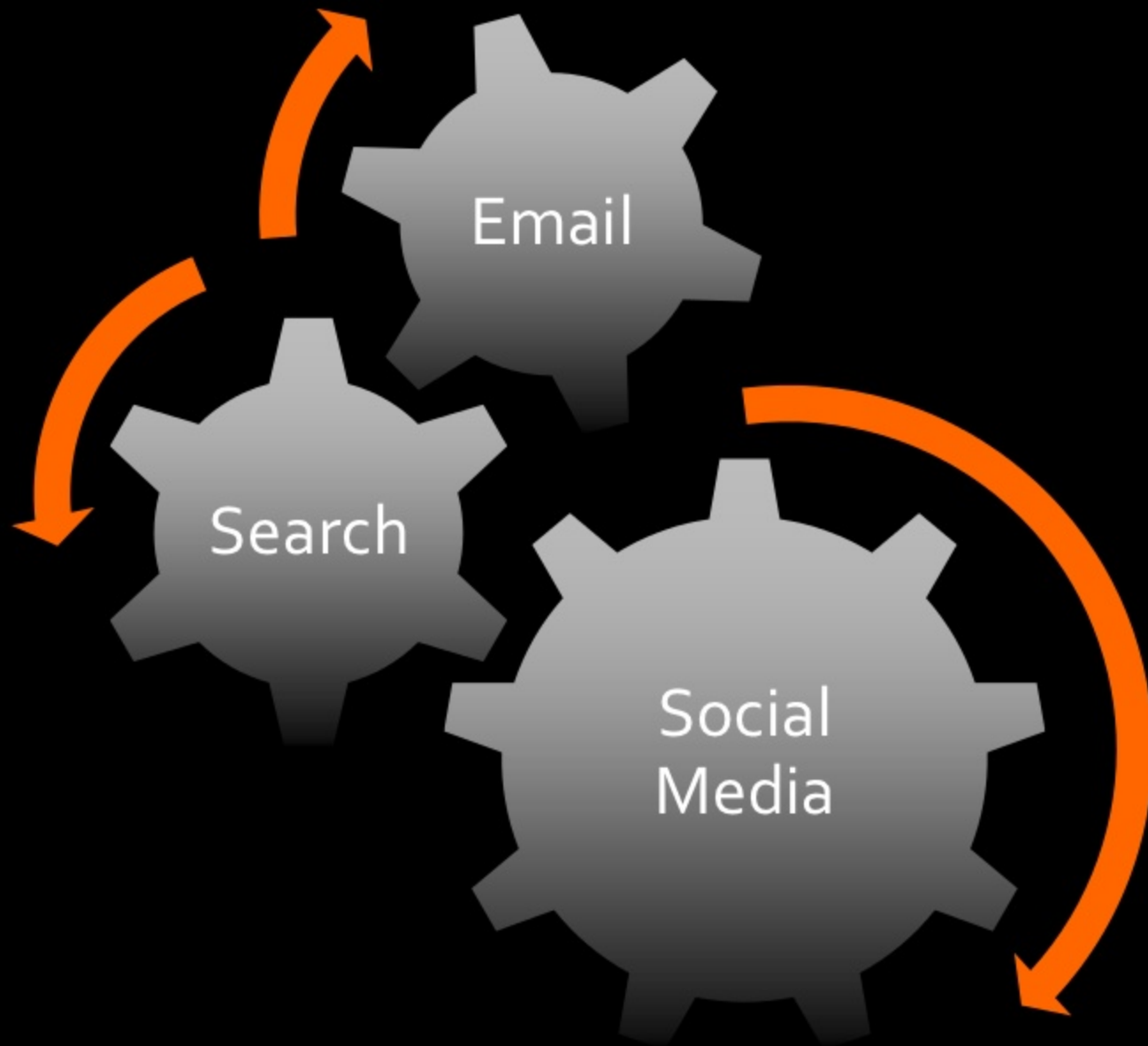
Increase Social Media Success Through Cross- Media Synergy



Don't Think of Social Media as a Tactic



Think of Social Media as an Ingredient



A large outdoor chess set is arranged on a checkered board made of light and dark grey tiles. The pieces are white and dark grey. In the foreground, a large white knight piece is prominent on the right, and a dark grey king piece is on the left. Other pieces like pawns and a queen are visible in the background. The board is set in a park-like area with green trees and a red metal fence in the background under a clear blue sky.

**Strategy First. Social Ingredients Next.
Then New Social Programs.**



5 Ways to Achieve Cross-Media Synergy with Social Media



1. Social Media + Search



The Influenced:

Social Media, Search and the Interplay of Consideration and Consumption

October, 2009

An exploration of a custom research study from comScore, GroupM Search & MBO: The Influenced; Social Media, Search and the Interplay of Consideration and Consumption, October 2009.

Authored by Chris Copeland, CEO, GroupM Search - The Americas
Published by GroupM Search

**Consumers
exposed to a brand
in social media are
2.8x more likely to
search for that
brand's products**



Integrate Social and Search

Components of Inbound Marketing



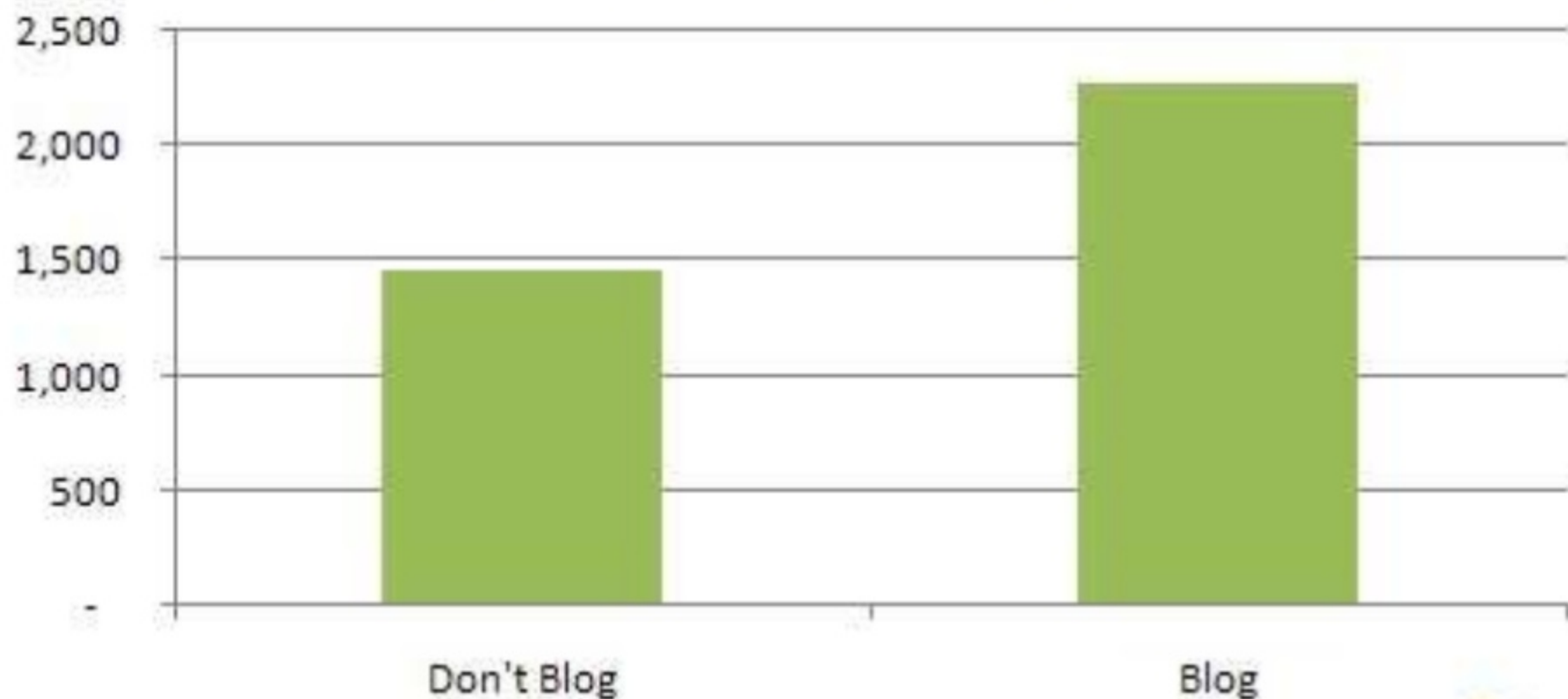
A clay figurine of a child with curly hair, wearing a long-sleeved shirt and pants, is sitting on a wooden pier made of logs. The child is holding a long fishing rod that extends upwards. The background is a blurred, warm-toned scene of a body of water and a thatched-roof building. The overall mood is peaceful and nostalgic.

**Put Content Bait
in the Water.
Get Found.**



Content = Traffic

**55% More Website Visitors for
Companies That Blog**



HubSpot



Content Isn't King. Optimized Content is King

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HubSpot TV Show Notes

Episode 46 - June 26th, 2009

Intro

- How to interact on Twitter - [@mvolpe](#), [@karenrubin](#), [@bzzagent100](#)
- Remember to subscribe in iTunes - <http://itunes.hubspot.tv>
- [Inboundmarketing.com](#) - new site where you can post questions, learn about inbound marketing, meet others, find and post jobs or sign up inbound

Interview with Dave Balter, [BzzAgent](#)

[Word-of-mouth marketing](#)

[The Word of Mouth Manual: Volume II](#)

- To launch the book Dave supplied 20 influential bloggers (Seth Godin, Tom Peters, Guy Kawasaki, Chris Brogan) with a free, advance digital copy that they then got to distribute to their readers. Only a few thousand hard copies of the book were printed and priced at \$45 on Amazon. (Each premium priced book on Amazon was autographed and came with an original piece of artwork from BzzAgent's artist-in-residence, Seth B. Minkin.
- Give away 10 copies using hashtag #monkey.
- Launched a little over a month ago, [BzzScopes](#) is a free-

HubSpot TV Marketing Video Podcast

HubSpot TV is a weekly video podcast covering all the inbound marketing news of the week with Karen Rubin and Mike Volpe. We broadcast live (right here on this page) every Friday at 4pm EST, and if you are in the Cambridge area, you are welcome to join our live studio audience (just contact Mike and Karen to RSVP - we're at One Broadway, Cambridge, MA 02142). Missed the live broadcast? No problem, [subscribe to HubSpot TV in iTunes](#) or subscribe to the HubSpot Blog by [email](#) or [RSS](#) (we publish the re-run of HubSpot TV on the blog over the weekend).

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Jay Baer's

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About

Should Facebook Dominate Your Social Media Strategy?

April 7th, 2009 | Written By: Jay Baer | 56 Comments | [Edit](#)49
tweets

Chris Brogan, Darren Rowse, and Kyle Lacy

popularized the idea that companies in social media need a home base (Web site or blog), outposts (major customer engagement platforms like LinkedIn, Twitter, YouTube) and frontiers (lesser, experimental options like UStream, 12 Seconds).



But now, companies are starting to experiment with using Facebook as their social media home base, instead of as an outpost.

And why not? It doesn't matter what business you're in, your customers are on Facebook. Now rocketing past 200 million members (making it the 6th largest country in the world if it were a nation), Facebook offers online reach previously available only in Google and Yahoo flavors.

Come Home to Facebook

Vitamin Water tagged its NCAA basketball television spots with www.facebook.com/vitaminwater producing significant Twitter chatter in the moments following the commercial's first airing.

Before the commercials, Vitamin Water has approximately 40,000 fans on Facebook, and now has 259,663. Not bad, but the real ROI will come from Vitamin Water activating their fans, not just collecting them.

Retail clothing darling H&M is doing just that with a spiffy new Web site to Facebook integration that displays their Spring collection with engaging Flash animations on the corporate site, but asks visitors to click through to Facebook to comment on each item. Terrific synergy, and solid participation, with more than 100 votes and comments on each garment.

7 Reasons Facebook Could Dominate Your Social Media Strategy

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Jay Baer

Greetings. I'm **Jay Baer**. I'm a social media strategy consultant and coach for corporations & public relations firms. I've worked with more than 700 companies (and 25 of the Fortune 1000) since starting in digital marketing in 1994. I speak frequently about social media at conference and interview social media luminaries for my **Twitter 20 series**. I live in the forest in Flagstaff AZ where I review restaurants.



Consulting Speaking About

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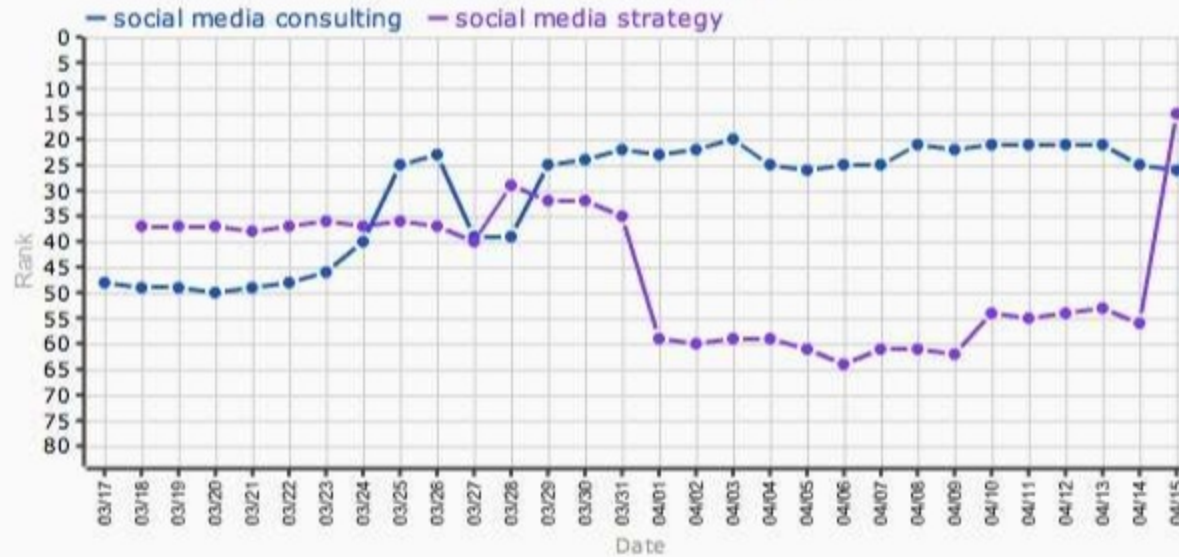
Twitter

LinkedIn

Facebook



Google Keyword Ranking (Last 30 Days)



1.	convince and convert	679
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3.	email statistics	504
4.	social media quotes	370
5.	social media strategy	303

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email marketing consultant	20	0	65	0	-	-	✖
email strategy	-	-	-	-	-	-	✖
social media consultant	35	4	-	-	-	-	✖
social media consulting	26	-1	-	-	93	1	✖
social media marketing	-	-	-	-	-	-	✖
social media strategy	15	41	-	-	-	-	✖
social media training	72	0	-	-	-	-	✖



2. Social Media + Email

