

HOW TO USE SOCIAL MEDIA



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LET US FIRST, DEFINE SOCIAL MEDIA:

Social media includes web-based and mobile technologies used to turn communication into interactive dialogue between organizations, communities, and individuals.

**ANDREAS KAPLAN AND
MICHAEL HAENLEIN
DEFINE SOCIAL MEDIA AS,**

“

a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content.”

Social media is
ubiquitously accessible,
and enabled by scalable communication techniques.



**IN A NUTSHELL,
SOCIAL MEDIA IS
PEOPLE HAVING
CONVERSATIONS
ONLINE.**

SOCIAL MEDIA IS THE NEW PROMOTION

LATEST STATS FROM FORTUNE 500 COMPANIES

23% already have corporate blogs.

58% have active corporate Facebook accounts.

62% have active corporate Twitter accounts and have tweeted from it in the past 30 days.

The biggest number of blogs is in the speciality retail industry.

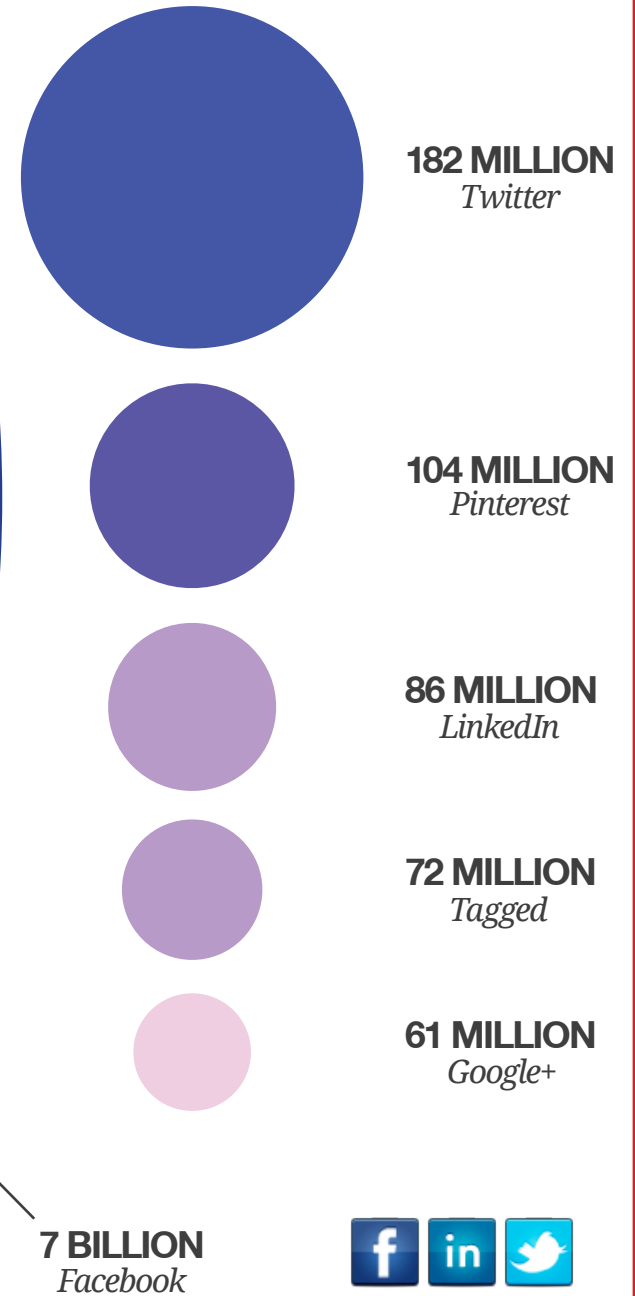
The insurance industry gets the highest number of Facebook pages.

Google & Whole Foods Market lead with the highest twitter followers.

Coca Cola has the highest number of Facebook fans with 40,094,541. (As of Feb 2012)

TOP SOCIAL MEDIA SITES OF 2012

(Total Visits as of February 2012)



91% OF TODAY'S
ONLINE ADULTS
USE SOCIAL MEDIA
REGULARLY!

**AND THE
MOST IMPORTANT
FINDING OF ALL...**

HOW CAN BRANDS USE SOCIAL MEDIA

OPTIMIZE
SHARE
ADD
EMAIL
INTERACT
INTEGRATE

Optimize each page to speak their company's target audience.

Share valuable content that target audience finds beneficial.

Add social share buttons on their website, blog and all off marketing items.

Email customers to encourage them to interact with their social media outfits.

Interact with fans and followers.

Integrate it with their existing SEO campaign by offering web content on social media and optimizing it using the existing SEO keyword list so all marketing efforts are in unison.



BENEFITS OF SOCIAL MEDIA FOR A BUSINESS

GENERATE
PROMOTE
DRIVE
LEAD
BUILD
PERSONALIZE

Generate exposure for your business, there is a big difference in terms of credibility when a customer searches for your brand and sees no facebook, or no twitter to check out.

Self promotion. Quickly getting news out.

Drive traffic to the website.

Lead generation (as long as call to actions and landing pages are set so as not to waste the traffic generated from social media).

Build communities, develop loyalty and trust between brand and customer. anticipate the needs of your customers. Address customer concerns, respond to feedback, promote new marketing campaigns, define and redefine your messaging based on user feedback. Personalize your brand – show human side.

**DOES YOUR BUSINESS
ENGAGE IN SOCIAL MEDIA?**

**DON'T LOSE OUT TO
THE COMPETITION
BY BEING THE LAST
TO JUMP IN!**

SOURCES The 2012 Digital Marketer
Mashable.com
Socialmediatoday.com
Wikipedia.org
About.com
TheSocialMediaGuide.com



WHAT'S EVERYBODY BUZZING ABOUT IN SOCIAL MEDIA?

PrimeView will help you understand how to use social media to grow your business, including generating leads, and measuring the success of your campaign.

SOCIAL MEDIA SUCCESS

It's not just about joining the social media bandwagon. PrimeView will make sure your campaign is relevant to your business.

**REQUEST A FREE
SOCIAL MEDIA QUOTE.**

**To learn more about
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