



## **S**OCIAL MEDIA, It's Impact On You And Your Business

Whether You Call It Social Media, Web 2.0, Building Community, User Generated Content, The Intelligence Of The Masses, It's All About The Same Thing, Combining And Utilizing Old And New Internet Technologies To Communicate Better. This Is A Gross Oversimplification Of The Immense Power Of Social Media. Its Affect Is Already Being Felt By Individuals And How They Communicate With Each Other, Corporations And How They Communicate With Their Employees And Customers, And How Groups Or Communities Are Being Built Around Communication With Others With Similar Interests.

This Is Only Part Of The Importance Of Social Media. The Real Importance Is That Social Media Is Going To Change The Way We Do Business In Our Neighborhood, Our Communalities, Nationally, And Internationally. Social Media Has Already Affected Businesses Around The Globe, And With Most New Technologies, The Affect Can Be Beneficial And It Can Be Disastrous To You And Your Business.

What Is Being Written About You, Your Product, And Your Company As You Are Reading This? How Would You Respond To Misnomers And Misunderstandings To These Masses? What Affect Would Not Responding Have On Your Bottom Line? Would You Like That Opportunity To Respond And Open A Dialog Between You And Your Customers?

Make No Mistake About Social Media, It's Coming Whether You Resist It Or Not And Those Who Embrace This Brave New World The Fastest Will Benefit The Most. Those Who Choose To Ignore This Phenomenon Will Be Left In Its Wake. Social Media Has Already Begun To Affect Us In Ways We Could Never Imagine. It Will Have As Much Impact On Our Personal And Professional Lives As The Internet Itself. Social Media Is About Two-way Communication Between Your Friends, You Colleagues, Your Customers, And Often Your Enemies!

### **What is Social Media?**

Social media is the combination of user-generated content with "new media" distribution technologies. It can range from information about your products and services to

opinions about your political views. Social Media takes many forms including text, images, video and audio. Popular Social Media mediums include message boards, blogs, vlogs, podcast, and wikis. Social Media is about how all of these existing free technologies link and work together to create one worldwide communication system for your company!

### **Why Social Media Marketing?**

Social Media Marketing works! It's changing traditional public relations, sales, and marketing strategies. Implementing a social media marketing strategy campaign will increase your audience reach and significantly reduce your marketing and public relations campaign expenses. Companies are starting to set aside portions if not all their marketing dollars to invest in this type of non-traditional marketing tactic due to the overwhelming success of this strategy. Some of the benefits of Social Media marketing include:

- Viral marketing - Viral P.R.,
- Free marketing and publicity,
- Linkability (Reputable External Links),
- Search engine optimization and marketing,
- Rapid community building,
- Really Simple Syndication (RSS) of information,
- Instantaneous results,
- Influence media before their stories break,
- Significantly reduce public relations and marketing cost,
- Rapid response and communication with your customers,
- Interact with customers and respond to issues and concerns quickly on your own and other network communities.

***STOP COMMUNICATING TO YOUR CUSTOMERS AND...  
START COMMUNICATING WITH YOUR CUSTOMERS!***

***Be sure to watch for Lon's new book, "The Social Media Bible" published with John Wiley & Sons!***

