



Social Media Marketing Madison Avenue Results For Free

Available in One Or Two Day Training Session

Marketing is now a one-way conversation. Consumers are talking back in record numbers and giving their opinions on everything and you need to be part of that conversation. From politics, to music, to what they buy, and who they buy it from. Anyone can now produce and professional looking articles, photographs and video and syndicate it to a global audience within a matter of seconds with the simple push of a button...and for free!

Social media marketing is about using all of the latest digital tools available on the Internet today to promote your brand, product, service, and company. Social Media Marketing makes your presence known through social networks, content, and building community. Social media marketing is much more viral than traditional forms of marketing because users now become content producers by posting blogs, writing articles, leaving comments and messages about you. These new marketing tools allow you to enter the minds of your customers & prospects, have a real conversation, and build trust before you tell them your story about your company, products, and services.

Consumers trust referrals from friends more than they trust advertising. Friends are those they've met and built a relationship with within their specific community or network. Building that bond and level of trust needs to be built up over time and through multiple interactions and conversations.

Social media web sites are changing where consumers are getting their information before, during and after they buy products and services. According to a 2008 Harris Interactive Poll, 54% of Americans do not trust the media. Nielson reported that 78% of survey respondents said they trusted, either completely or somewhat, the recommendations of other consumers.

***Be sure to watch for Lon's new book, "The Social Media Bible" published with John Wiley & Sons
In Bookstores April 20, 2009!***

Are There Different Types of Social Media?

Yes! And although the technology is still evolving, most experts agree that social media can be viewed in just a few categories and I'll be discussing them all.

- Social Networking & Being Social, MySpace,
- Business Networks, Get Down To Business LinkedIn
- Photo Sharing, A Picture Is Worth A Thousand Words, Flickr
- Podcasting, Can Your Prospects Hear You, iTunes
- Look Who's Video Sharing, YouTube
- Social Media Tools That Will Save You Money, AOL IM
- Aggregation, Everything In One Place, Google Reader
- Wikis, The Wisdom Of The Crowds, Wikipeda
- The New Email, What Your Parent Don't Know
- The Power Of The Blog, Blogger
- Web Pages Of The Future, WordPress

Who is using Social Media? You and so are your employees. Are you worried about who in your organization is already participating in social media? Are they on message? Will they create liability? How do you stop it? Don't!

Social Media is going to happen with or without you. You need to understand how it works and control the chaos. Put the power of your employees, customers, and prospects to work for you spreading the right content and message.

My recent survey showed that 66.4% of everyone surveyed couldn't define what Social Media was, while 99.1% Said they knew Social Media would have a significant affect on them and their businesses. You need to know what's coming and harness its power. Your competition will...

Visit: www.TheSocialMediaBible.com

