

"Dave's book is a practical, step-by-step guide for marketers looking to expand their skills and tap the Social Web the right way." —Pete Blackshaw, CMO, Nielsen|BuzzMetrics

Dave Evans

Foreword by Susan Bratton, Chair Emeritus, ad:tech Expositions

# Social Media Marketing

AN HOUR A DAY

 SYBEX

SERIOUS SKILLS

- From the Wikipedia entry come these fundamental elements that merit notice.
1. Social media involves a number of different *social* channels and especially online social channels, just as traditional media utilizes a number of different channels.
  2. Social media changes over time. The Wikipedia entry will continue to evolve as our collective understanding and acceptance of just what constitutes “social media” evolves.
  3. Social media is participative: the “audience” is assumed to be part of the creative force that generates content.

Hey look! It's  
Brains on Fire!!

around the most important aspects of social media from a marketer's perspective. Social media isn't a “thing” in the sense that direct mail or TV advertising is. It's a *collaborative process* through which information is created, shared, and consumed.

### Featured Case: Fiskars

Fiskars Brands needed to build an emotional connection with their customers. They engaged Brains on Fire for the development of an online and offline brand ambassador movement. They were able to not only increase emotional connections, but increase online chatter about their brand 600 percent, bring new voices into the blogosphere, and grow sales rates in key regions by 300 percent.

### Is Social Media Accurate?

This may seem the question of the day but it's really a red herring. Consider that the same line of thinking that results in the dismissal — rather than attempted understanding — of Wikipedia because “anyone can contribute” can do the same for the collective message in a social conversation. After all, all of this is really nothing more than “a few comments from the people on the Internet” right? Don't make that mistake. This is not to say “believe everything you read...” but rather that if you build a solid process around *listening* via the Social Web — in good part what this book is about — then you can learn a lot about your products and services *directly from your customers*. This is knowledge that you can put to good use as a marketer, in applications ranging from product development and evolution to practical applications like increasing average sales in your online checkout process or reducing expenses by lowering return rates.



**Tip:** When your customer base rejects your product or service, you really do have to fix it if you want to succeed as a marketer on the Social Web.