

Strategic Search Engine & Internet Marketing Solutions

Social Media Marketing



Social Media Marketing

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Social Media Marketing



Social Media Marketing / Viral Marketing



Social Media Marketing



2009 social media study with a fact sheet:

SOCIAL MEDIA USERS BELIEVE COMPANIES SHOULD HAVE A PRESENCE IN THE SOCIAL MEDIA ENVIRONMENT:

● YES, AND INTERACT WITH CONSUMERS



● YES, BUT ONLY INTERACT WITH CONSUMERS AS NEEDED OR BY REQUEST



● YES, BUT SHOULD NOT INTERACT WITH CONSUMERS



● NO, NOT AT ALL



THE ROLE OF COMPANIES WITHIN SOCIAL NETWORKS, ACCORDING TO SOCIAL MEDIA USERS:

● PROBLEM SOLVE (VIRTUAL CUSTOMER SERVICE)



● SOLICIT FEEDBACK (FAN PAGES, BRANDED SITES)



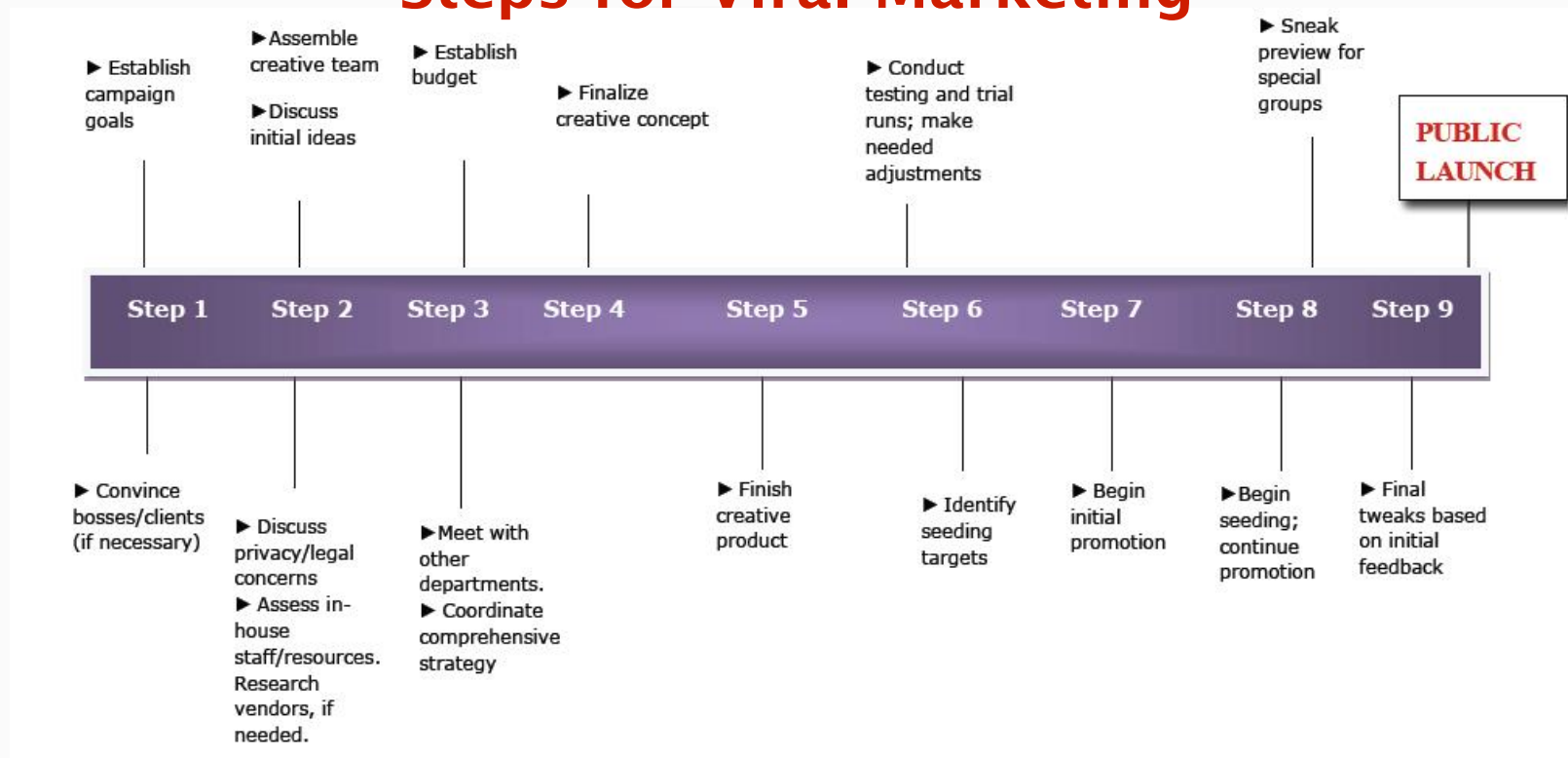
● PROVIDE NEW WAYS TO INTERACT WITH BRAND



Social Media Marketing



Steps for Viral Marketing





SOCIAL MEDIA MARKETING OBJECTIVES

- ➔ To interact with customers in more efficient way and give them one more touch point
- ➔ To create an information ecosystem that propagates the brand presence
- ➔ To become a differentiator with competitors
- ➔ To increase traffic to the website
- ➔ To influence buying preference and thereby increasing sales



Social Media Marketing



Social Networks

Facebook



Twitter



YouTube



Metacafe



ibibo



Viral Games



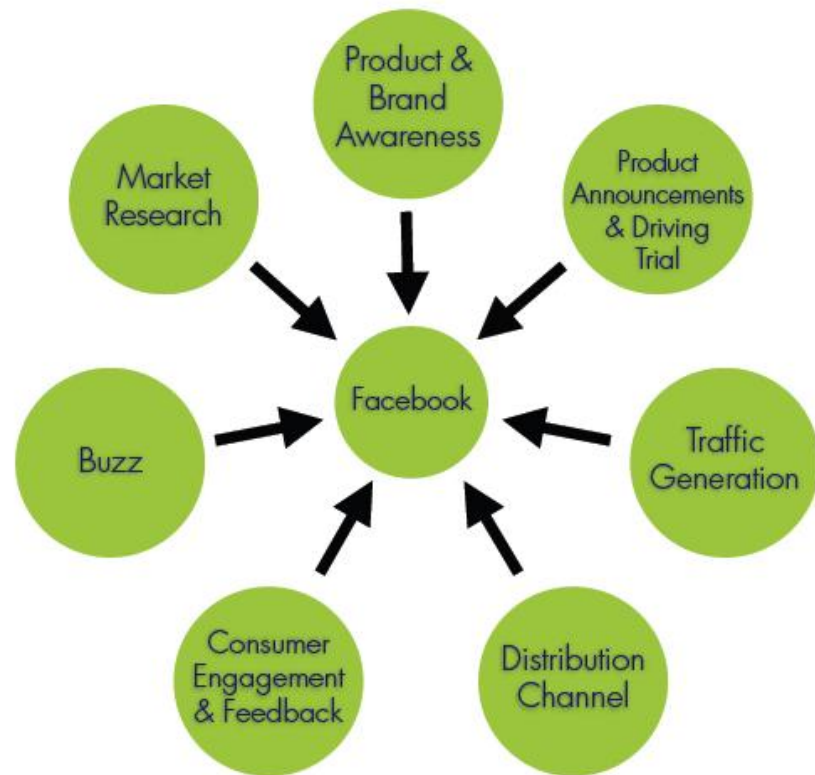
Social Media Marketing



Social Networks



**What Companies &
Brands
Are Trying To Achieve
On
Facebook**



Social Media Marketing



Social Networks



**How Companies & Brands
Are
Creating Facebook
Marketing
Campaigns**

Applications

Pages

Sponsored
Newsfeeds

E-Mails

Viral Videos

Friend
Recommend-
ations

Banner Ads

Widgets

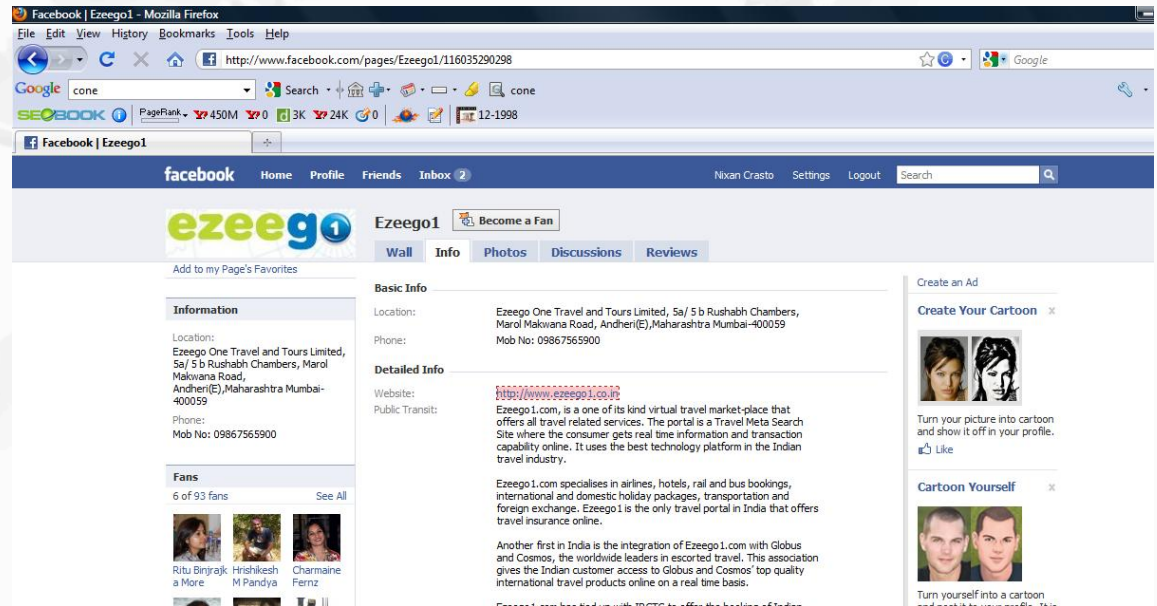
Social Media Marketing



Creating a Business Page –

Pages are visible to unregistered people and are indexed by search engines. This can increase your search engine ranking and bring more travelers to your website.

➔ Pages can have links to applications, widgets, events, discussion boards and invitations.



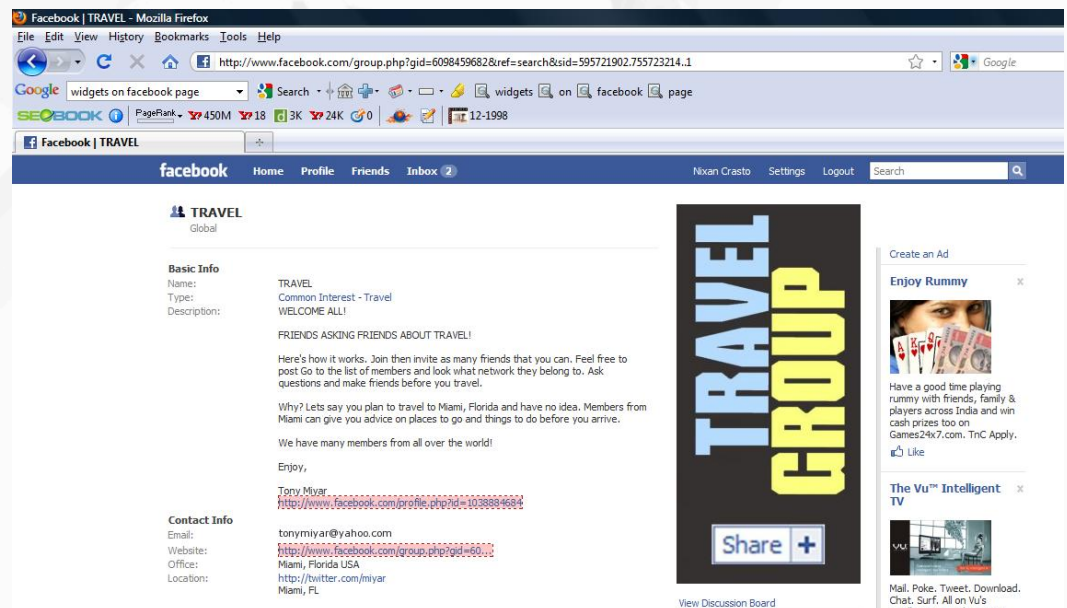


Strategy

Joining & Creating Groups or communities

With Groups you can send out “bulk invite” which is good for viral marketing where any group member can also send bulk invites to the friends.

- ➔ You can launch special offers for Community members that would attract more people to join your group.





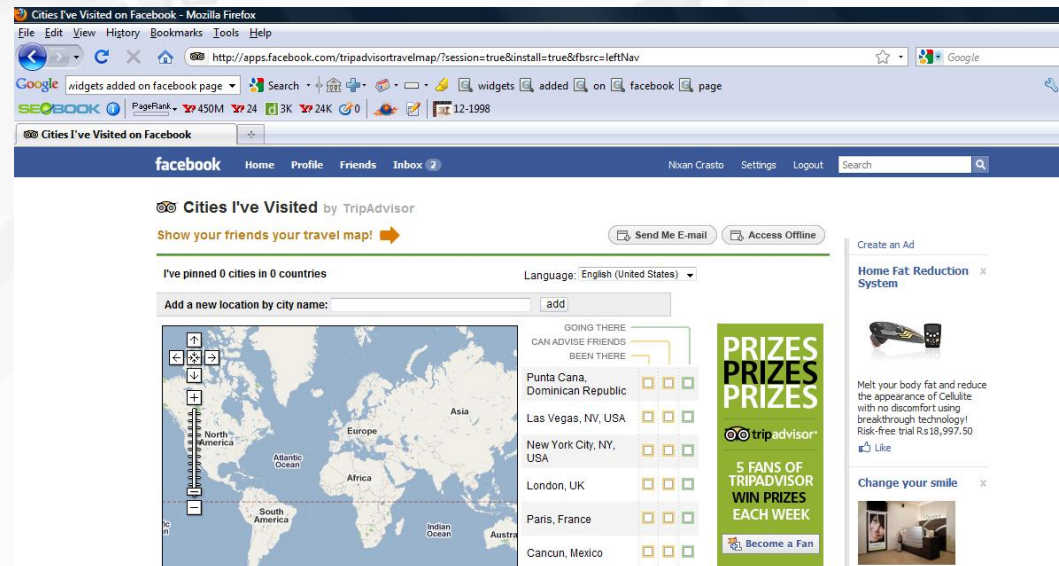
Strategy

Creating Widgets / Applications –

Typical Goals of a branded Facebook application are:

- ➔ Building Brand Awareness
- ➔ Driving Traffic to a Destination Site
- ➔ Creating a New Distribution Channel

Application Examples





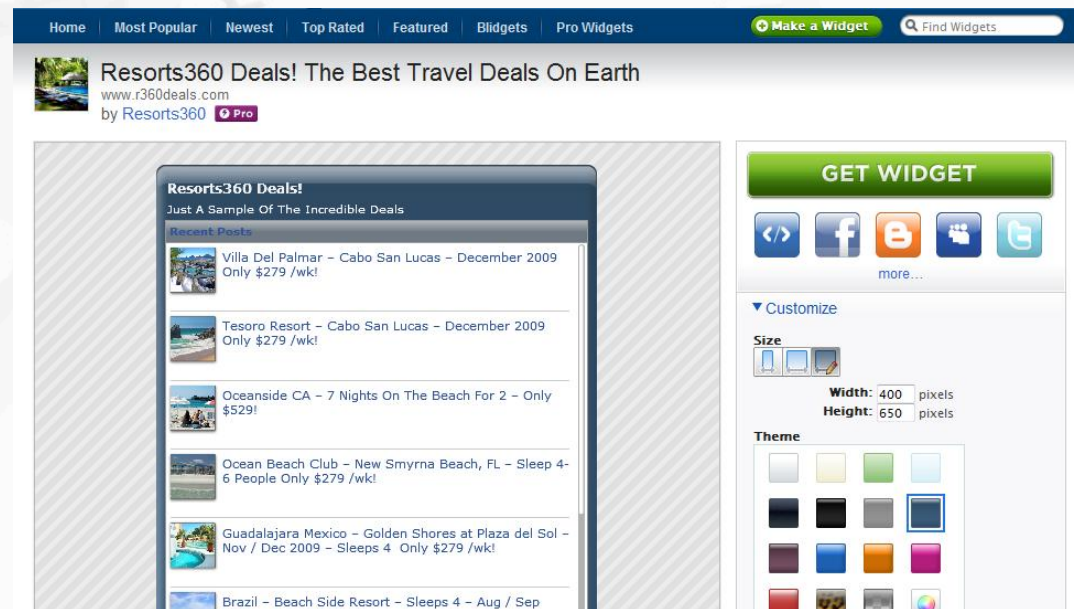
Strategy

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Application Examples





Pricing

Our Pricing – From \$500 Per Month

- Creating a business page
- Sending 100 friends requests per week
- Cleaning account of friends requests
- Coordinating with client team to answer questions asked in the group communication
- Posting updates (provided by client)
- Sending messages to group members





Social Networks

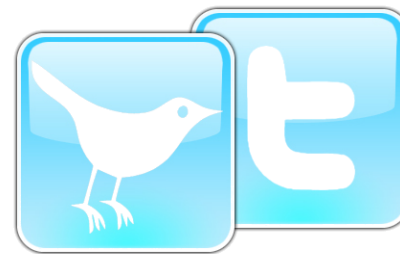
Twitter

Twitter is a free social networking site and micro-blogger service where users can send and read other users' updates.



Why should companies use it?

- ➔ Get feedback about your business – track what people are saying and address problems quickly.
- ➔ Sales & Promotion
- ➔ Direct visits to your website.

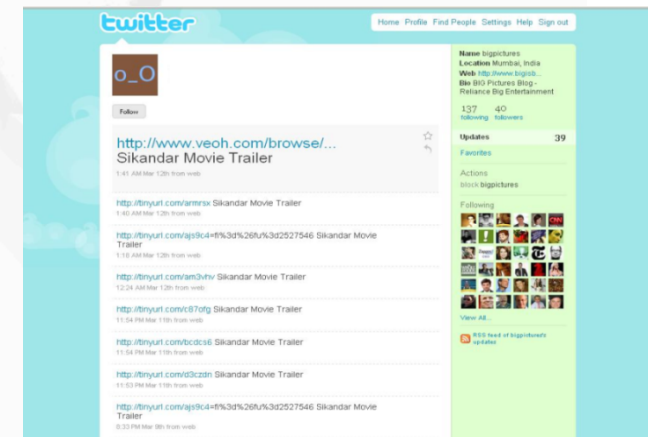


Social Media Marketing



Strategy

- Developing a twitter profile
- Building followers
- Posting updates about services and products
- Starting a contest or customer rewards program over twitter to encourage more people to follow you.
- Offering a limited number of freebies or discounts exclusive to Twitter users
- Actively reaching out to users who tweet about their Brand experience and also to users who indicate any plans to buy a product or service from the brand.





Pricing

Our Pricing – From \$500 Per Month

- ➔ Following 200 people a week
- ➔ Cleaning account of followers
- ➔ Coordinating with client team to answer questions
- ➔ Post updates of offers or launches regularly (provided by client)
- ➔ Sending messages to members

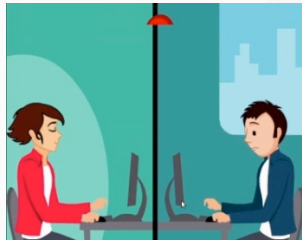


Social Media Marketing



Viral Videos

In today's modern world people are busy and have short attention spans. Video marketing is one of the most effective internet marketing strategies to apply in such scenario.



We will create viral videos and upload them on popular video sites like You Tube.

Pricing :- Price quoted per each individual video.

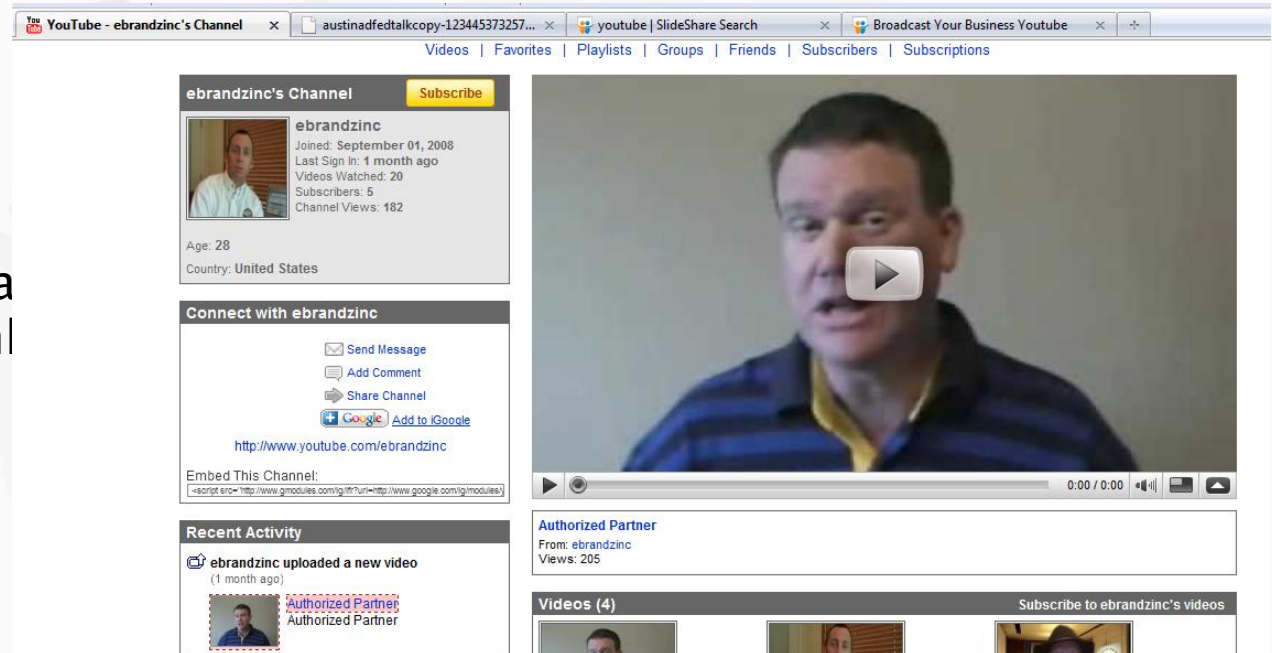
(Includes script, storyboard, background Music and uploading the video to client channel on You Tube).

If you want special mimicry of popular film stars or personalities in the video.. it will cost extra as per requirements.



Strategy

- Create a Channel
- Post your Videos
- Add search engine friendly titles and meta tags. This will help rank in search engines.



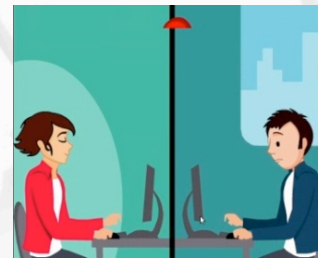


Video Contest

Let your customers create the best video of their trip to a destination for you and win a prize. This spares your time and expenses of creating videos. To non-winners, you can offer some discounts or send some gifts related to your brand.

How should your video be?

- ➔ Entertaining
- ➔ Reveals helpful information
- ➔ Funny
- ➔ Contains famous people like celebrities, sports stars and etc.
- ➔ Cute (have babies and animals)





Video Contest

How you can
promote the video?

- ➔ Advertise on your own website
- ➔ Send emails to your subscribers.
- ➔ Announce it to your fans list on facebook and to followers on twitter.
- ➔ Advertise your bloggers that write about travel.





Video Contest

How you can get more people to view your videos

- ➔ Embed youtube videos on your website for your visitors to view them.
- ➔ Share videos or video urls on social networking sites like twitter, facebook, digg.com, stumbleupon.com.
- ➔ Ask your employees to create their profiles on youtube, digg, twitter, facebook and stumbleupon to view it and share it with their friends. Huge number of views and diggs for your views might push them on to the front page of youtube and dig.com which would ultimately increase visits.

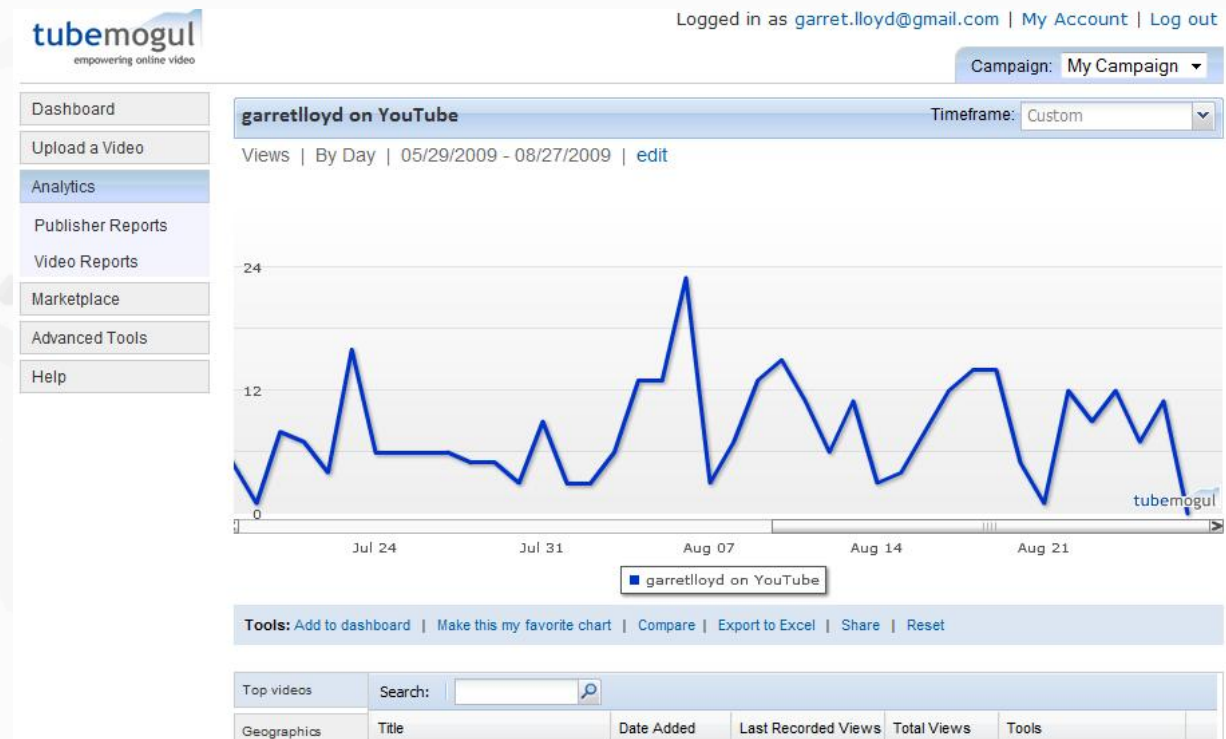


Social Media Marketing



Tracking

Track the video progress through a tool





Viral Games

The game can either be a standalone application (which can help you boost your brand logo among avid gamers) or alternately this can be a facebook application.

Four Steps to Viral Game Success

- Uniqueness
- Entertainment Value
- Addictiveness
- Easy Viral Pass-Along



Hard Rock Hotel Vegas Used Web Cams & Viral Games to Increase Bookings

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Thank You



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