



# **SOCIAL MEDIA MARKETING: AN OVERVIEW**

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# TYPES OF MARKETING

- Traditional Marketing
  - In-your-face approach like print and TV ads
- Permission Marketing
  - Authorized promotion like newsletter subscriptions
- Inbound Marketing
  - Let your customers find you like via web searches
- Social Media Marketing
  - Subset of Inbound Marketing
  - Uses networking sites to promote content



# TOOLS IN SOCIAL MEDIA MARKETING

- Broad sites
  - Facebook, Twitter, FourSquare
- Niche sites
  - Yelp, Kaboodle, Twitter, LinkedIn, Yahoo! Answers



# CASE STUDY: HOW TO SELL OUT A CONFERENCE IN 5.5 DAYS

- Expand the network of an existing product
- Utilize the network of existing product to introduce new product
- Expand reach using secondary tools
- Establish regular, meaningful communication
- Success



# LEVELING THE PLAYING FIELD

- All companies, big and small, have access to the same tools and the same conversations online.
- Getting involved takes time, but any organization can create a presence and allow the networks to grow organically.



# CONCLUSION

- Social Media Marketing is a paradigm shift that companies need to adapt in order to stay competitive.

