






# Social Media

Create an interpersonal dimension to your brand.

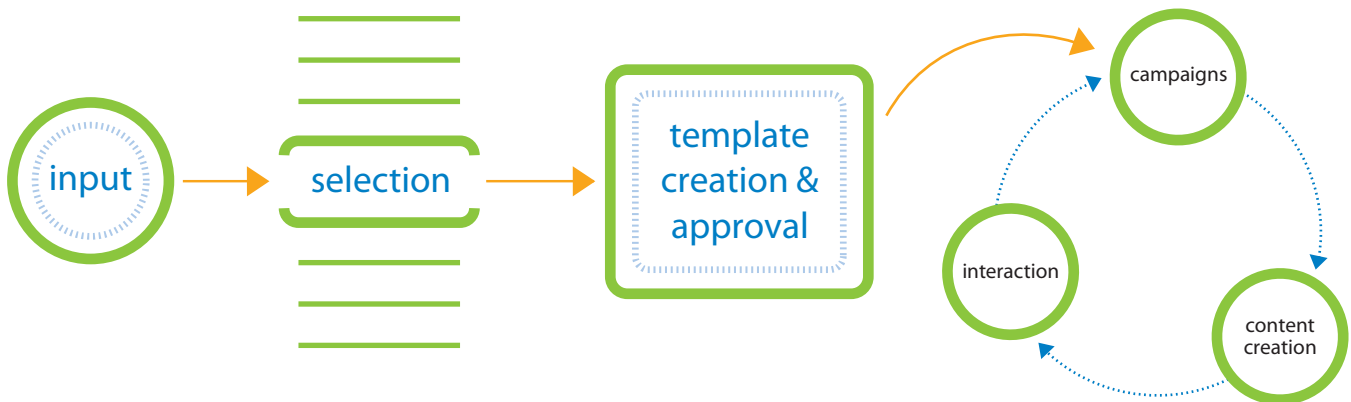


## Leading Options

-  Facebook — network and share with “friends” on this personal and brand-driven social network
-  LinkedIn — interact with connections on this business social network
-  Twitter — post brief tweets (aka microblogs) for your followers and listen to those you’re following
-  Flickr — create a shareable, image-based version of your brand
-  YouTube — create a shareable, video-based version of your brand

**380%**  
increase in b-to-b  
social media use  
since 2007\*






## Process



 **vantage point**  
insight. ideas. impact.

\*“Social media use soars among b-to-b marketers.” *BtoB* (20 July 2009) 1.

Overview

medium	features	benefits	uses
 <b>Facebook</b> — network and share with “friends” on this personal and brand-driven social network	profiles images/videos notes	awareness broad demographics customer feedback	company fan page brand fan page insider updates
 <b>LinkedIn</b> — interact with connections on this business social network	profiles employee links discussions	business prestige listening customer discovery	company page brand resume customer research
 <b>Twitter</b> — post brief tweets (aka microblogs) for your followers and listen to those you’re following	tweets (microblogs) images/links discussions	interaction customer discovery listening	company blog thought leadership customer research
 <b>Flickr</b> — create a shareable, image-based version of your brand	image sharing image tags video sharing	visual impact active community simple platform	portfolio demonstrations brand aura
 <b>YouTube</b> — create a shareable, video-based version of your brand	video sharing embedding* categories	dynamic impact simple platform customer discovery	portfolio demonstrations commercials

\*YouTube videos can also be displayed and played on other websites, such as your own.

Benefits

- Creates awareness and leads
- Drives website traffic
- Can engage prospects at moment of decision
- Can reduce prospecting time
- Shares thought leadership
- Delivers audience insight
- Positions company as an interpersonal, welcoming brand
- Can share demonstrations, comparisons or insightful images
- Offers a less-intimidating forum for customer service
- Provides a place for engagement with audiences

Related Services

Search Engine Optimization (SEO), Website development, Analytics, Blogging

