



## **What is Social Media?**

In order to properly leverage social media, you must first understand what it is and how social media marketing differs from traditional advertising. Social media is about building relationships. The differences between the two is better understood when contrasting the differences.

### *Traditional Media:*

- Traditional Media Marketing is a One-Way Street (Your Not Listening, Engaging)
- Users Are Not Allowed To Evaluate and Offer Feedback, Reviews, Opinions
- Traditional Media Offers Only 'Push' Marketing or 'Noise'

### *Limitations of Traditional media:*

Your Customers Cannot Communicate With You. They Have Valuable Information!

### *Customers Offer:*

- Opinions (product, service reviews)
- Referrals to Friends and Family
- Ways To Improve
- Testimonials
- Identify Mistakes
- A Want For Your Response/Information

## **Social Media Is A Two-Way Street**

### *Businesses Can Now:*

- Quickly Respond To Customer Feedback
- Answer Questions
- Give Customers What They Ask For

## How do I identify social media websites?

*Social Media Sites Allow You To:*

- Interact With the Website
- Interact With Others
- Share Thoughts
- Submit content (comments, video, pics, etc.)
- Vote, Survey, 'Like,' Etc.

## Social Media Is A Game Changer

*Social Media Has Shifted the Marketing Landscape. Today's Customers:*

- Are Empowered To Offer Feedback
- Expect To Be Able To Offer Opinions
- Expect Open Lines Of Communication
- Want To Be Part Of The Story
- Want To Communicate With Others Who Care
- Want To Promote You

## Examples Of Social Media Websites

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

[www.youtube.com](http://www.youtube.com)

[www.linkedin.com](http://www.linkedin.com)

[www.yelp.com](http://www.yelp.com)

[www.flixster.com](http://www.flixster.com)

[www.digg.com](http://www.digg.com)

[www.wikipedia.com](http://www.wikipedia.com)