

reqSmart



SOCIAL MEDIA FOR BUSINESS

Some Facts about Social Media - I



- Years to reach 50 million users.

Radio – 38 years

Television – 13 years

Internet – 4 Years

Ipod – 3 years

- If Facebook was a country, it would be the fourth largest in the world.

Some Facts About Social Media



- A 2000 US Survey revealed that students getting online tutoring outperformed those getting face to face instruction.
- More than 80% of companies use Social Media as their primary tool for recruitment.
- 80% of Twitter usage is on Mobile Devices.
- YouTube is the second largest Search Engine in the World.
- Wikipedia has over 13 million articles.
- If you were paid \$ 1 for each article posted on Wikipedia, you would make \$156 per hour.
- 78% of articles on Wikipedia are non-English.

Some Facts about Social Media - II



- There are over 200,000,000 blogs (Over 200 million)
- More than 50% of the bloggers blog daily.
- 25% search results related to world's 20 largest brands are linked to user-generated content.
- 34% of bloggers blog about products and services.
- 78% of consumers trust peer recommendations before buying products and services. Only 14% trust advertisements.

Some Facts about Social Media - III



- 24 of the top 25 newspapers are seeing a record decline in circulation.
- We no longer search for news, news finds us. Tomorrow, we will not search for products and services, products and services will find us via social media.
- More than 1.5 million pieces of content are shared on Facebook, Daily!

What you can do as a Business - Facebook



- **Facebook.**
 - Fan pages.
 - Share content and articles.
 - Develop an online brand.
 - Hire and Earn Brand Ambassadors.
 - Share content on your Products and Services.
 - Win Customers.
 - Be able to make strategic alliances.
 - Hire People.
 - Build Loyalty Programs.

What can you do on LinkedIn



- **LinkedIn**

- Create a Profile if you don't already have one. Your profile can be viewed by people globally – on an unbiased channel.
- Participate in relevant groups and discussions. Be known as an expert by answering questions on your domain.
- Create connections.
- Be able to send messages to members you don't know yet, and generate leads and prospects.
- Combination of online (LinkedIn) and offline communication, to win Business.
- Build business partners, and Hire Employees.
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Social Media on Twitter



- **Twitter**
 - Post messages on a particular domain.
 - Get Followers.
 - Send messages about your products and services – for example discount deals.
 - Send Messages about events, campaigns, etc/
 - Post informatory and expert opinion.
 - Schedule your messages.
 - ReTweet stuff that gets a good response.

Social Media



- Social Media is the most inexpensive and yet the most effective way to market your business.
- Its two-way engagement, different from most traditional media, which offer one way communication.
- You can measure results for each campaign and each set of activities, in numbers, an edge on traditional media.
- Your messages reach a global audience immediately as opposed to a billboard or a TV ad say – where it's a particular geography only.
- You can define and market to a particular segment only – say for exporters, traders, specialized professionals.
- It brings SMEs at a level-playing field with large organizations, in terms of marketing, brand promotions and even recruiting.
- You will still see ROI for your SMM campaign, 5 years after launch.

Social Media



- **What We Believe.**

- Today, Social Media is a must adopt for large corporations and SMEs both.
- If you don't do it now, you will be left behind.
- Its not just one way adverts, its engaging your prospect over text, chat, video etc, via your marketing message.
- With Social Media, your consumer is more informed and equipped, so you need to be too, to sell to her/him.
- You can start Social Media Engagement yourself, by spending a few hours a week, and then get in experts when you want to use it more professionally, or manage a higher volume, for multiple products and services say, or run seasonal campaigns etc.

Social Media



- **You may not know that:**
 - There are software products available out there, that can make your SMM easier, manageable, results-oriented.
 - There are companies in the US that leverage Social Media as the only channel for marketing.
 - Its very inexpensive, if you want to start using it today (for SME), you have access to people's profiles, companies, prospects, lead lists, marketing channels – a lot of which are free, via the web.
 - You can tweak your Social Media activity just like the volume of your audio player, based on needs – for example seasonal, campaign based, or output based.

Social Media



- **Social Media**
 - On the Internet.
 - On your SmartPhone.
- **For a Consumer,**
 - SM on Internet and Mobile is a mall of vendors, shops, products and service providers, always available – where she can make informed decisions about what to buy, when to buy, how to buy.
 - A positive or negative review about a vendor's products or services can do a mean a lot for their sales.

The Plan Ahead – Social Media Conferences



- **Year 2011**
 - **3-5 conferences on Social Media and its application and value generation for Businesses.**
 - A lot of focus on SME-engagement of Social Media.
 - More facts and figures about Social Media Results in the Indian context.
 - Going Global via Internet and Social Media.
 - Case Studies on companies who have measured value from social media – a look at their ROIs.
 - Social Media for Professionals – How an Architect, Doctor, Fashion Designer, Consultant can get value out of Social Media.

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