

To be in Social Media or not? That is not really the question – the real question is **how** to integrate Social Media as part of your Marketing Strategy?

We all know of social media and you may already be an active user.

Even if you are not your target audience will probably use it daily and your message has a great opportunity to impact their decision making – directly or indirectly.

Consider Social Media as a vital piece of your communication strategy – to your team, clients, prospects, strategic alliance partners and your wider community

If you are not communicating your value proposition and marketing this in the social media you are missing a huge slice of the market. Be warned - Your competitors will be using social media.

Revisit your vision, brand message and strategy, your current marketing plan and assign a person to integrate this with your social media plan of action.

You need to understand your key objectives in using social media and be clear about your expectations and timing. As a standalone strategy it is unlikely to deliver on your objectives, but when combined with your other marketing activities it will be very powerful.

Top 5 tips

1. Understand that social media is a **strategic part** of your overall marketing strategy.
2. Communicate your brand core values consistently in your Social Media.
3. Align your communication style with your culture.
4. Be candid and open.
5. Build and connect with your community.

The key is to develop a plan and take action – and stick with it.

Many organisations have used social media to differentiate themselves or a product or a marketing strategy quite cleverly. They have been bold and innovative to capture the hearts and minds of their target audience.

In the war for talent – younger people will be more attracted to you if you are actively and strategically using social media.

Social media messages including video have huge capacity to go viral and hit a wider audience than you expected.

Properly done it will build your profile and brand awareness.

Oh and did I mention you are highly likely to increase sales?

For more information call Alec Blacklaw or Lisa Hannigan at Marsdens to explore how to implement strategies that will work.

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