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Marketing Today: Incorporating Social Media into Your Marketing Plan

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Market Successfully In Today's Interactive Environment

- Traditional Media vs. Interactive Media
 - Traditional Media: One-Way, Static
 - Social Media: Two-Way, Dynamic



Market Successfully In Today's Interactive Environment

- Social Media Stats
 - 75% Are Increasing Social Media Use
 - 63% Say It Increased Sales/Revenue
 - Twitter, Facebook, LinkedIn Top Networks



Market Successfully In Today's Interactive Environment

- Social Media Aids In:
 - Online Search
 - Reputation Management
 - Audience Engagement



Market Successfully In Today's Interactive Environment

- Social Media Requires Strategic Approach
 - What Are Your Objectives?
 - Brand Building
 - Community Building
 - Reputation Management
 - Relationship Management
 - Customer Service



Market Successfully In Today's Interactive Environment

- Social Media Requires Strategic Approach
 - Who Is Your Audience?
 - What Are Their Demographics?
 - Where Are They Online?



Market Successfully In Today's Interactive Environment

- Social Media Requires Strategic Approach
 - Where Should You Communicate?
 - Wikis
 - Blogs
 - Social Networks



Market Successfully In Today's Interactive Environment

- Social Media Requires Strategic Approach
 - What Does Success Look Like?
 - Are Goals Aligned With Business Objectives?
 - Are They Achievable?
 - Do They Matter?



Market Successfully In Today's Interactive Environment

- LinkedIn – The Forgotten Social Network
 - Facebook, Twitter Get All The Love
 - 78% SMBs Use Twitter, 75% Use Facebook
 - 30% Use LinkedIn



Market Successfully In Today's Interactive Environment

- LinkedIn – The Forgotten Social Network
 - Reasons To Consider:
 - 80 Million Professional Users
 - Increased Business Visibility
 - Opportunities To Brand, Advertise & Recruit
 - Business Development Platform



Keep Your Short-Cut from Becoming a Short-Circuit

Make sure to include traditional media in your advertising mix



Include Traditional Media in Your Advertising Mix

- Why Advertise at All?
 - To inform
 - To motivate
 - To remind



Include Traditional Media in Your Advertising Mix

Eliminating advertising to save money is like stopping a clock to save time



**Include Traditional Media in
Your Advertising Mix**

Traditional Media vs. New Media – What's the Difference?

(If you're feeling confused, you're
in the vast majority)



Include Traditional Media in Your Advertising Mix

- What Are “New Media”?
 - eMail messages
 - Internet ads and search engines
 - Social networking websites like Facebook
 - Video-sharing websites like YouTube
 - Video games



Include Traditional Media in Your Advertising Mix

- **Characteristics of New Media**
 - Appealing to younger demographic targets
 - Portable, at beck and call of the consumer
 - Can lead to information and social networking overload
 - Allows for multi-tasking, which reduces overall attention levels



Include Traditional Media in Your Advertising Mix

■ Why/How to Use New Media

- Internet ads and search terms can inform and remind, but seldom motivate
- Social media and email allow direct contact with current customers to keep them engaged, but content must be informative, relevant, interesting, entertaining and – most important – current
- Shouldn't stand alone as a comprehensive ad plan



Include Traditional Media in Your Advertising Mix

- What Are Traditional Media?
 - Billboards
 - Broadcast TV
 - Cable TV
 - Direct Mail
 - Print
 - Radio



Include Traditional Media in Your Advertising Mix

- Differences Among Traditional Media
 - Billboards inform and remind
 - TV informs, motivates and reminds
 - Direct mail informs and reminds
 - Print informs and reminds
 - Radio informs, motivates and reminds



Include Traditional Media in Your Advertising Mix

- Billboards
 - Use for directional info – *This Exit, Turn Right*
 - Use for short-term promotions – *2-liter Coke \$1.49 at Circle K, April Only*
 - Use for awareness – *Got Milk?*
 - Never use more than 7 - 10 words on a billboard
 - Always look at billboard locations in person, not just on a map or in photographs



Include Traditional Media in Your Advertising Mix

- Broadcast TV
 - TV has the ability to capture attention through sight, sound and motion
 - The most cost-productive placement is often within local newscasts, if you don't mind being surrounded by car dealers and negative political ads
 - Threats to TV effectiveness – Zip, Zap and VOD



Include Traditional Media in Your Advertising Mix

- Cable TV
 - More cost-productive than broadcast TV
 - Cable networks are targeted to specific demographics and clusters of people
 - Many local cable spots are poorly produced, creating a poor image for cable TV advertising
 - Threats to cable penetration – satellite and other non-cable competitors such as the new U-verse



Include Traditional Media in Your Advertising Mix

- Direct Mail
 - Targetability/reach by geographical area, product affinity, previous purchases, etc.
 - Response can be tracked through coupon redemption and return-card/call-back options
 - Increased postal rates, paper/production costs and database fees make direct mail one of the least cost-productive media



Include Traditional Media in Your Advertising Mix

■ Print

- Print ads can communicate lengthy, complex or detailed information and descriptions
- Publications can be carried by consumers and read almost anywhere
- Magazines contain so much advertising that ad readership and recall is minimal
- Newspaper readership has reached all time low

Include Traditional Media in Your Advertising Mix

■ Radio

- Radio is reducing clutter at a time when the Internet is becoming more cluttered
- Radio offers the option to produce ads and make copy changes easily and inexpensively
- It can be difficult to reach some audiences who do not listen to much radio – e.g. the very young and the very old
- Threats to radio – satellite and Internet



Include Traditional Media in Your Advertising Mix

- Use Qualitative Factors to Choose Appropriate Traditional Media
 - Don't just count the people you reach. Reach the people who count – for *your* business.
 - Reach them consistently with the right message using the right advertising medium



Include Traditional Media in Your Advertising Mix

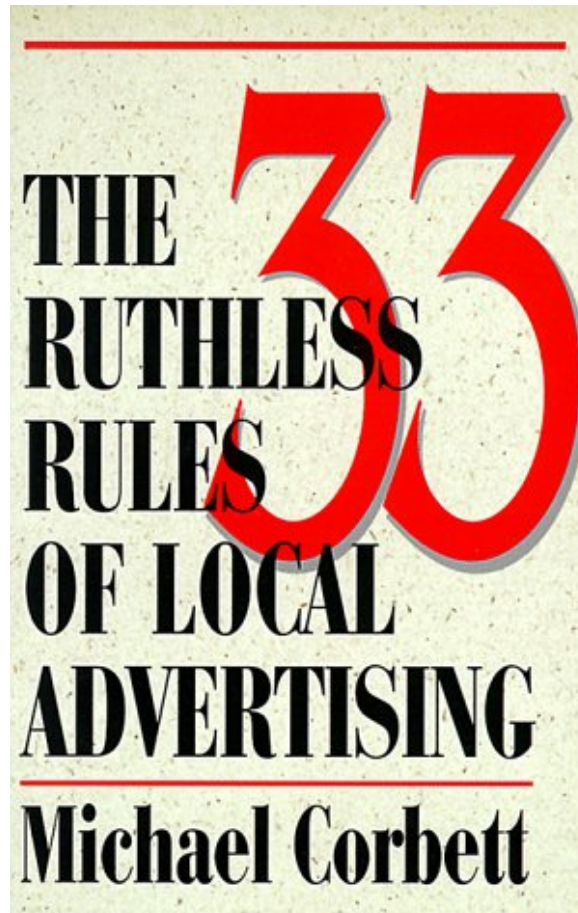
- Establish the Right Qualitative Target (Who Are Your Customers?)
 - Gender
 - Age
 - Geography
 - Income
 - Other characteristics, specific to your product



Putting It All Together: A Book Recommendation

This book might provide the only lesson you'll ever need for using traditional media

Book Recommendation





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- Questions

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