

**THE BLOODY
TRUTH
ABOUT SOCIAL
MEDIA**

#YouNeedToKnowThis

877.568.7477
OneUpWeb.com



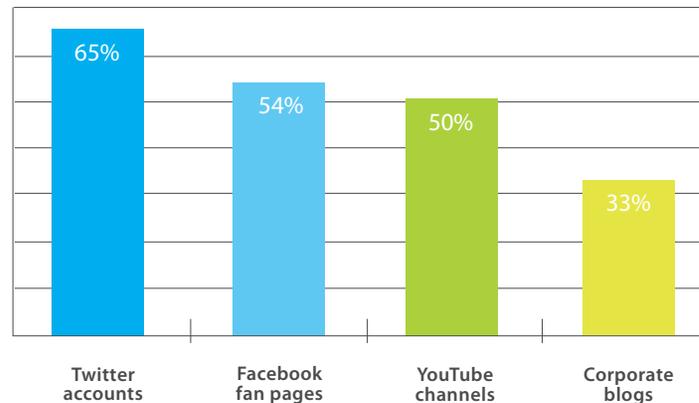
Provided by Oneupweb®

FACT OR FICTION

BY NOW YOU'VE HEARD THE BUZZ ON THE WIRE FROM MARKETING EVANGELISTS ABOUT THE UNPRECEDENTED AND VIRAL POWER OF SOCIAL MEDIA. BUT FOR THE PRAGMATIST, IT'S ALRIGHT TO BE A LITTLE SKEPTICAL OF THE "TOO GOOD TO BE TRUE" PROMISES. AS A PRACTICAL BUSINESS PROFESSIONAL, YOU KNOW THAT SUCCESS TAKES AN INVESTMENT OF TIME, MONEY AND EFFORT—YOU CAN ONLY PRODUCE QUALITY RESULTS FROM QUALITY INPUTS.

The fact is that social media is now a cornerstone for branding, sales growth and PR. But there are a lot of quick and dirty stats out there painting a picture of social media with hues of exaggeration and illusions of grandeur—and the real value of social media can get lost among all the wild digits and fantastic claims. So let's take a moment to separate fact from fiction. And along the way, maybe you'll pick up a few insights for developing and maintaining a strong social presence.

PERCENTAGE OF FORTUNE GLOBAL 100 COMPANIES WITH...



Today, most companies are using at least one social media channel. Adoption of multi-channel social media strategies is on the rise as businesses begin to realize how to leverage one social media channel, such as Twitter, to promote engagement with another channel, such as a company blog. [Source: Burson-Marsteller Fortune Global 100 Social Media Study].

FICTION:

THE TWITTER EXPLOSION ROCKED THE MARKETING WORLD

In the grand scheme of things, it was only a minor shake-up—we have yet to fully realize the full potential of this communications channel.

What is true, however, is that in 2009, three years after a slumbering introduction to the online world, Twitter's growth rates finally took off. Still, the average monthly traffic on Twitter is still only about a fifth of what Facebook commands.

But the fact is that like other social channels, Twitter will continue to strive for advancements in both reach and utility. That is, it has to if it doesn't hope to suffer the fate of MySpace.

Today, there are 75 million Twitter accounts, about a quarter of the US population. That's comparable to the number of adults who owned a cell phone in 1999. After a decade of steady growth, cell phones have become ubiquitous. And as practicality overcame the novelty of cell phones, the expediency of micro blogging as a broadcast medium will continue to drive the growth and adoption of Twitter.

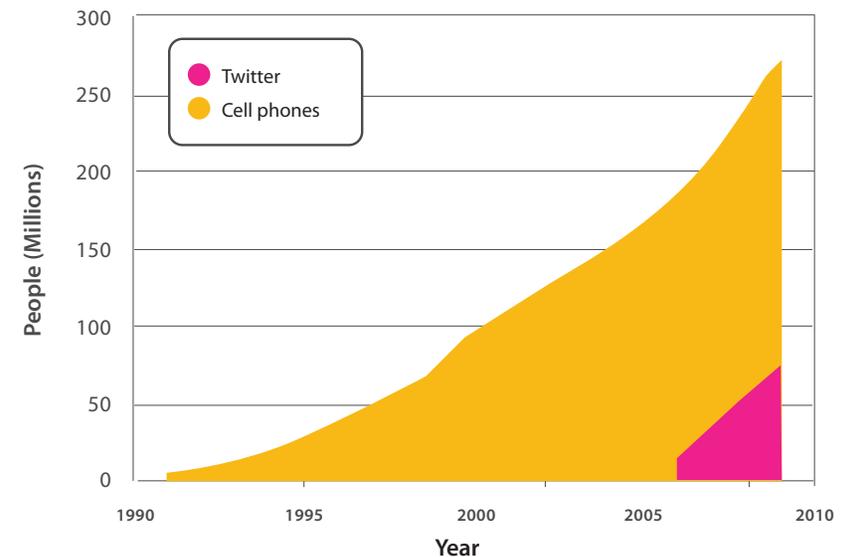
Twitter Insights

Local communities and interest groups are forming on Twitter. A recent study by Sysomos found that nearly half of the Twitter population is within four steps of one another—you may be closer to your consumers and clientele than you think. And if you're just getting started, consider the sage wisdom of Lao Tzu: "if you want to lead the people, you must learn how to follow them."

Learning to tweet effectively takes some getting used to. The 140 character limit and making sense of the ebbs and flows of the Twitter stream seem a bit foreign at first. Use hashtags (#) so others can follow your discussions and topics. Also, be mindful of Twitter etiquette:

- Respond when you are tweeted @. It's also a good way to get noticed.
- Be thankful for retweets (RT) and respond in kind.
- If someone (a real person and not a bot) follows you, follow them back. (This is especially helpful when just getting started).
- Design tweets that, when retweeted, your message or link doesn't get cut off. This usually requires an allowance of 10 characters or so, allowing, in reality, 120-130 characters for your message.

THE GROWTH OF TWITTER



The adoption of Twitter, much like cell phones and broadband, will likely increase at an exponential rate in the next decade.

FICTION:

THERE'S A SECRET FORMULA FOR GOING VIRAL ON YOU TUBE.

Unless you regard the home videos of cats doing silly tricks as examples of viral success, then no, you can't guarantee a video will go viral by doing x, y, and z.

What is true, however, is that the value of rich content, like videos, actually mature over time. Businesses can set-up YouTube channels to collect and archive all their video assets in one location. It makes it simple for viewers to search your video collection, and allows you to collect valuable data and insights.

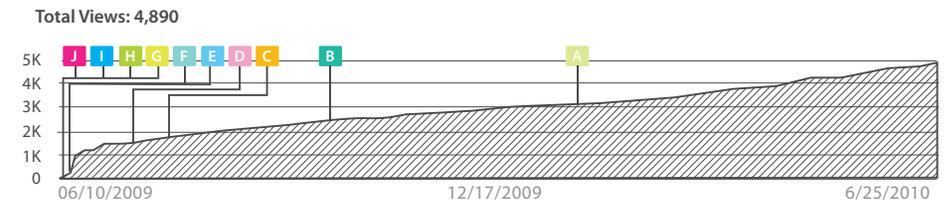
The fact is that YouTube is one of the web's most trafficked sites, and receives a higher percentage of searches than both Yahoo and Bing. What's more is that people are spending more time engaging with video content than any other type of content online. The average person spends 15 minutes a day on YouTube—that's five to ten times as long as most people spend on your website.

YouTube Insights

There are many ways to use videos to engage consumers and clients—both on and off YouTube, such as embedding video on your website and Facebook page. Consider the social side of YouTube:

- People can easily share videos by connecting with their social networks, like Facebook and Twitter.
- Ramp up engagement with your channel with user-generated content. Lonely Planet's *My Journey* video contest resulted in the addition of hundreds of user videos to the brand's channel and drove up the number of subscribers and channel views.
- Keep it short. People are more likely to watch a video that is only a couple of minutes long—and if you've piqued their interest, they will likely stick around to watch more.
- Think like your customer, and remember the "billboard law": no one will pay attention to your videos, nor will they invite them into their lives and share them with their network, unless the videos entertain, offer utility and/or are relevant to their experience and needs.

YOUTUBE AND GOING VIRAL



Ratings: 25

LIKES: 22
DISLIKES: 3

Comments: 17

Favorites: 27

Links

Date	Link	Views
A	JAN 21, 2010 FIRST REFERRAL FROM RELATED VIDEO - PACKING LIGHT FOR WORLD TRAVEL	126
B	OCT 03, 2009 FIRST EMBEDDED ON - WWW.TRAVELGEARREVIEW.COM	89
C	JULY 29, 2009 FIRST REFERRAL FROM RELATED VIDEO - TRAVEL SKILLS: PACKING LIGHT	180
D	JULY 15, 2009 FIRST EMBEDDED ON - WWW.TOPSHOP.SI	92
E	JULY 17, 2009 FIRST FEATURED VIDEO VIEW	86
F	JUN 15, 2009 FIRST REFERRAL FROM YOUTUBE - /VIEW_PLAY_LIST	147
G	JUN 13, 2009 FIRST REFERRAL FROM YOUTUBE SEARCH - LONELY PLANET	83
H	JUN 12, 2009 FIRST REFERRAL FROM GOOGLE SEARCH - LONELY PLANET	174
I	JUN 12, 2009 FIRST REFERRAL FROM YOUTUBE SEARCH - TRAVEL TIPS	110
J	JUN 11, 2009 FIRST REFERRAL FROM YOUTUBE - HOMEPAGE	176

Lonely Planet's YouTube channel has nearly 200 uploaded videos. A handful of videos have reached viral status, some with as many as 400,000 views in a few months time. But many of the videos, like "Pack It In—Lonely Planet Travel Tips" continue to draw views.

FICTION:

PEOPLE ON FACEBOOK DON'T WANT TO MINGLE WITH BRANDS.

The reason why people want to engage with a brand online is because it has relevance or meaning in their life, and adds value to their social network. And businesses can grow their social capital by simply being real and contributing value to the online communities that they are part of.

It is true that Facebook users like to “like” brands on Facebook. In addition to letting their friends know what brands they like, Facebook users also “like” the special access to exclusive Facebook deals and promotions.

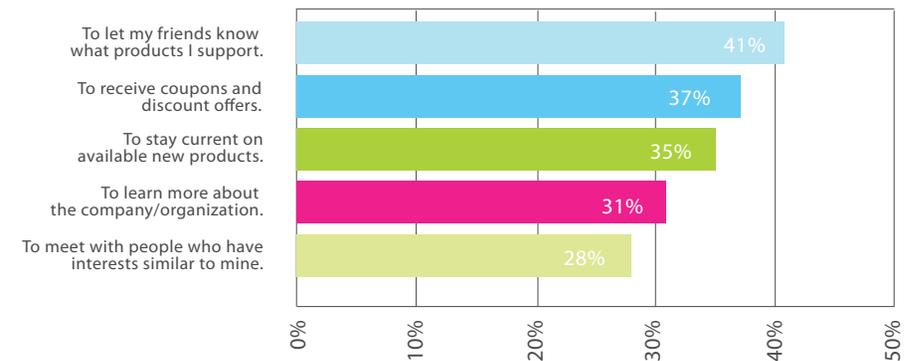
And the fact is that fans add value to your brand. In addition to the (digital) word-of-mouth marketing, studies have shown that Facebook fans are more likely to buy a brand's products than non-fans.

Facebook insights

By now, the probability that you, or someone close to you, is not on Facebook is slim to none. And college students no longer dominate—today, over 45 percent of Facebook's audience is over the age of 26. It's also an affluent crowd, according to Quantcast's analytics, 30 percent of the Facebook audience makes between \$60-100k and nearly a third of the Facebook population rake in over \$100. This is how Facebook fits within today's marketing world:

- Paid advertisements on Facebook can help increase the reach and impact of exclusive offers and campaigns.
- See past the number of fans you have and look at your brand's level of engagement. A fan's activity on your page will spread throughout their personal network and news feed.
- Facebook users like short polls and surveys. These are excellent tools that both B2B and B2C companies can use to encourage participation on the company's fan page—and you may actually learn something about your fans, too.

WHAT IS YOUR PRIMARY REASON FOR BECOMING A FAN?



A 2010 survey by Morpace found that 41% of Facebook users polled join fan pages to let their network know what products they support. It's digital w.o.m.

FICTION:

PEOPLE DON'T READ BLOGS.

The Pew Internet & American Life Project reports that, since 2006, blogging has been on the rise among older adults. According to eMarketer, 94.1 million adults were reading blogs in 2008—and the topics being written about in the blogosphere are as diverse as those that read and write them. Adults like to read blogs because they are personal, sincere, and relate to some aspect of their lives or career. And blog readers are loyal—often returning regularly to review new content. A quick look at Oneupweb's StraightUpSearch blog shows stats as high as 10 visits/visitor every month. Visitors also average seven minutes per visit—astonishingly higher than the average time they might spend on your website.

It's true; not only do people read blogs, but blogs are also receiving the highest percentage of visits from Facebook and Twitter—compared to other pages of interest. A company blog is an excellent channel for updating clients and consumers on relevant industry news, upcoming events and promotions.

The fact leads to maximizing the ROI of your complete online presence. And it comes down to numbers—the number of unique visitors and time spent on site. To generate traffic, you have to generate content. People are searching for the latest news and trending topics; and it's just not practical to update your website content daily. Blogs are timely and current—and maintaining a company blog will drive timely and current leads to your website.

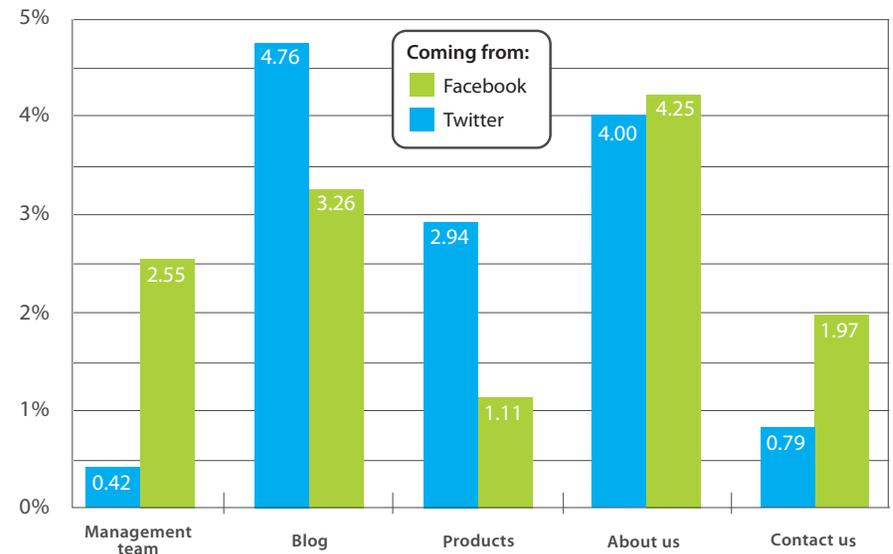
Blog insights

Personality goes a long way when doing business. A blog can be a window into your office culture, a glimpse of your sales team, a peek at your originality, a reflection of your company's genuineness—it shows clients and consumers the human side of your business. Think of it as an engagement period—let them get to know you and your company before they commit. And, keep your clients and consumers engaged with your brand by sharing interesting anecdotes and office adventures. Create an office blog schedule and encourage staff to share their point of view and industry insights. There are simple ways to build a community around your company's blog:

- Keep posts short and focused on a few points. People are more likely to read a blog when they know it will only take a few minutes of their time.

- Optimize blog content and titles so that it is more likely to show up in search engine results for specific topics.
- Share blog posts through RSS feeds and social bookmarking. Make sure that readers have the option to share your blog content on their social networks as well.
- Enable commenting so that readers can join in and be part of the conversation.

% OF VISITORS AND THEIR PAGES OF INTEREST



Blogs command the interest of audiences on Facebook and Twitter. [Source: Leadforce1, "How Effective is Social Media for B2B?" 2010].

FICTION:

SOCIAL MEDIA ISN'T FOR B2B.

Big consumer brands, like Best Buy and Taco Bell, get a lot of attention for their forays into the social media world. But B2B brands are also connecting online.

It's always been true that doing business is all about nurturing productive working relationships. And it's not just consumers that are using social channels to make connections online. It's fast becoming the standard for doing business—from mobile devices to cloud computing, it's easier than ever to get in touch with prospective clients.

The fact is that B2B companies have a place in the online social sphere. A well designed, managed and properly optimized social media presence will engage prospects and grow your business. And more than other types of communication, online social media is trackable—you can easily measure the level of engagement and how this translates into increased revenue.

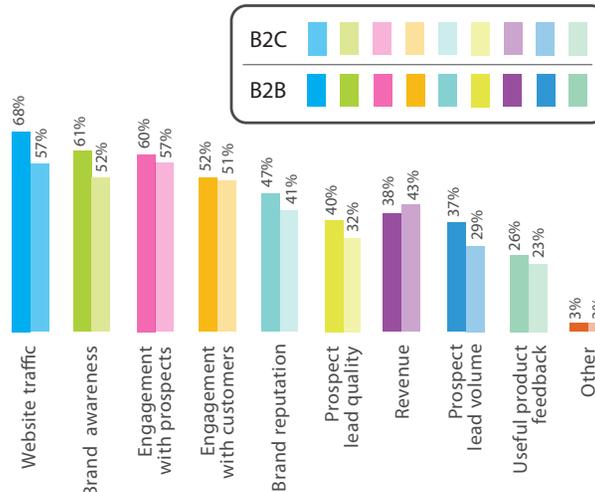
Social Media Insights

There's no way around it—social media has changed the way we live, work and play. Just look at the numbers. And it's not surprising why people have so quickly populated online communities—it's fun. That's the bloody truth about social media: people go online to connect and share because they want to, they enjoy the interaction. And if your company isn't there, you're missing out on a captive and engaged audience. Here's a few more points to consider:

- Learn the lingo and etiquette of the social communities. You will be more likely accepted into the community if you play by the rules, because when in Rome...

- Find your niche and invite participation with your social profiles. Take a moment to explore other social profiles, too.
- Be Relentless™. Don't give up. The firehose of social feeds may feel overwhelming at first, but with the right tools and strategy, you can manage a productive social presence that will yield real results.

METRICS USED TO MEASURE SOCIAL MEDIA SUCCESS (% OF RESPONDENTS)



Metrics used to measure the success of social media initiatives according to B2B and B2C companies in North America [Source: Business.com, 2009 B2B social Media Benchmarking Study].

ALL THINGS SOCIAL		
SHARING	SHARE PHOTOS	» Flickr » TwitPic
	POST VIDEOS OF EVENTS OR SHARE COMMERCIALS	» MetaCafe » TruVeo » Vimeo » YouTube
	SOCIAL UPDATES & BROADCAST MESSAGE	» Friendfeed » Twitter
NETWORKING	CONNECT WITH CUSTOMERS	» Facebook » Squidoo
	NETWORK WITH PROFESSIONALS	» LinkedIn
	BLOG ABOUT IT	» Tumblr » Blogger
NEWS	READER PICKS	» Reddit » SlashDot
	POPULAR STORIES	» Newsvine » Yahoo! Buzz » Technorati
	CONVERSATIONAL NEWS	» Propeller
BOOKMARKING	SHARE LINKS	» Delicious » BlinkList » Simpy
	RATE LINKS, DISCOVER NEW SITES	» StumbleUpon
	ANNOTATE, HIGHLIGHT, AND STICKY NOTES	» Diigo
REVIEW	SHARE REVIEWS AND RECOMMENDATIONS	» ePinions » Buzzillions » Omgili » Viewpoints » Yelp

There are a variety of options when it comes to integrating social media. Pick and choose based on your needs:

CONTACT US

ABOUT ONEUPWEB | Oneupweb has been an innovator in digital marketing for more than a decade, creating integrated online marketing plans that incorporate natural search engine optimization (SEO), paid search marketing (PPC), social media marketing, digital pr, display advertising, analytics, creative services, mobile marketing, website design, web 2.0 technology, audio/video/podcasting, and research, training and consultation. An award-winning company, Oneupweb is privately held and located in Traverse City, Michigan. For more information on Oneupweb, please call 231.922.9977, visit OneUpWeb.com or follow them on [Twitter@Oneupweb](https://twitter.com/Oneupweb) and [@LisaWehr](https://twitter.com/LisaWehr).

OUR SOCIAL SITES

-  twitter.com/Oneupweb
-  facebook.com/Oneupweb
-  youtube.com/Oneupweb
-  flickr.com/Oneupweb
-  myspace.com/Oneupweb
-  delicious.com/Oneupweb
-  linkedin.com/Oneupweb
-  vimeo.com/Oneupweb
-  friendfeed.com/Oneupweb

877.568.7477
ONEUPWEB.COM

13561 S. West Bayshore Drive
Suite 3000 Traverse City, MI 49684