

Get Social.

Create deeper, authentic connections with your customer.

What is Social Media?

We, by nature, are social beings. The Internet is providing us with new ways to connect with one another. We are creating global communities around shared interests and experiences. Our online tribes and conversations is the heart and soul of what Social Media delivers.

Why does it matter to me?

The marketing potential of Social Media is enormous. Companies that are able to actively participate in social networks and engage with their customers are seeing tangible, profitable results. How do you leverage this opportunity for your product/service? Every brand is unique and requires it's own Social Media Marketing strategy. Here are 4 steps to get you started:

Facebook has over 300 million users.



Fastest growing demographic: people 35 years and older.

1. Get to Know Yourself (again).

Start with the basics. Who are you as a business? What is your brand? What do you sell? How would you describe your business to someone in a few words? Not only the tangible features of your product or service (bigger, better, stronger), but also the benefits and how they affect your customer emotionally (happier, smarter, 'feel good').

Who is your customer? What do you mean to them? What are their unmet needs and how can you fulfill those needs.

The end goal is to marry your business objectives and the customers' goals. One vision that satisfies both.

Direct Mail has a



2%
open rate

2. Go Where Your Customers Are.

The Internet can connect you with your customer in new, exciting ways, but the number of choices available can overwhelm even the most seasoned marketer. The best place to start is to go where your customers likely congregate. For some businesses, Facebook can be a boon while others find the immediacy and connectivity of Twitter to be appealing. And that's not counting the hundreds of other choices. Pick one or two that will work best for your customer and you, and as you become comfortable add more. Better to be focussed than to be spread too thin.

1 in 4

search results for the
Top Brands is User
Generated content.



3. Participate.

Once you've discovered where your customers are, join them. Become part of that online community. But don't join just to broadcast your marketing messages, participation means listening and adding real value to the conversation. It's only through genuine participation will you gain the trust of the community.

Social Media is the



#1

activity
on the Web.
(Overtaken Porn!)

4. Commit.

How much time have you got? What resources are you going to need to allocate to achieve the success metrics you have defined? It is important that Social Media Marketing not be seen as a me-too, flash-in-the-pan effort on your part, but sustained activity that really becomes part of how you engage with your customer. Before you begin, it is important to understand, and fully commit, the resources for the short and long term to create a lasting, thriving community.

About DesignStamp

DesignStamp was formed in 2001 as a collective of passionate designers and marketers who believe that better user experiences are critical in building strong brand relationships. Our extensive experience in the world of everything interactive, and the desire to help brands connect with their audience helps us build authentic, meaningful, successful products for our clients.

We would love to hear about you and your project needs. Have a chat with us:
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Our services include:

- » Database/Application Development
- » Content Management
- » E-Commerce
- » Accessibility Audit
- » Usability Analysis
- » Search Engine Optimization and Marketing
- » **Social Media Marketing**
- » Email Marketing/Analytics
- » Branding & Corporate Identity
- » Print Collateral
- » Print Advertising
- » Interactive Presentations
- » Multimedia Production

Few of our clients:



designstamp.com/getsocial

Vancouver BC, Canada.