



White Paper

Social Media Marketing

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Executive Summary

Social media sites have dominated the Internet landscape recently. Most business were cautious at first, however, the majority of successful business now have social media strategies and are leveraging the popularity of social media as an integral part of their marketing efforts. Social media can be used for much more than just marketing, including customer support, research and development, public relations, just to name a few.

comF5 embraces the use of social media to leverage business practices. comF5's eMarketEngine will teach you best practices on the use of the comF5 tools within social media and how to produce results. To summarize, social media has attracted such large audiences that you cannot ignore joining them and adopt social media strategies as a significant part of your overall marketing plan. The benefits are numerous:

1. Increase exposure
2. Increase operational efficiencies
3. Decrease marketing expenses
4. Communicate better – better engagement
5. Build better relationships with your prospects and customers.

“Social Media has become the biggest technological shift since the Industrial Revolution.”

Definitions

What is Social Media?

From Wikipedia.com:

Social media are media for social interaction, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. Andreas Kaplan and Michael Haenlein also define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allow the creation and exchange of user-generated content." Businesses also refer to social media as consumer-generated media (CGM). A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value.

Social media may have been integral to the Arab revolutions and revolts of 2011. As one Cairo activist succinctly put it, "We use Facebook to schedule the protests, Twitter to coordinate, and YouTube to tell the world." However, there is some debate about the extent to which social media facilitate this kind of change.

Social Media is currently growing at a rapid rate. Success on social media is a popularity contest; he/she with the most influential friends win. The idea is getting your product or service in front of as many people as possible. Being successful on social media is identical to the goals with advertising, i.e., primarily increasing exposure.

comF5's eMarketEngine has social media integration that allows you to share media via social networks, however, more strategically, teaches "best practices" on how to maximize social media to increase operational efficiencies.

Social Media Sites by Category

Communication

- **Blogs:** [Blogger](#), [ExpressionEngine](#), [LiveJournal](#), [Open Diary](#), [TypePad](#), [Vox](#), [WordPress](#), [Xanga](#)
- **Microblogging:** [FMyLife](#), [Foursquare](#), [Jaiku](#), [Plurk](#), [Posterous](#), [Tumblr](#), [Twitter](#), [Qaiku](#), [Yammer](#), [Google Buzz](#), [Identi.ca](#) [Nasza-Klasa.pl](#)
- **Location-based social networks:** [Foursquare](#), [Geoloqi](#), [Gowalla](#), [Facebook places](#), [The Hotlist](#)
- **Social Networking** [ASmallWorld](#), [Bebo](#), [Cyworld](#), [Diaspora](#), [Facebook](#), [Hi5](#), [Hyves](#), [LinkedIn](#), [MySpace](#), [Ning](#), [Orkut](#), [Plaxo](#), [Tagged](#), [XING](#) , [IRC](#)
- **Events:** [Eventful](#), [The Hotlist](#), [Meetup.com](#), [Upcoming](#)
- **Information Aggregators:** [Netvibes](#), [Twine \(website\)](#)
- **Online Advocacy and Fundraising:** [Causes](#), [Kickstarter](#)

Collaboration/authority building

- **Wikis:** [PBworks](#), [Wetpaint](#), [Wikia](#), [Wikimedia](#), [Wikispaces](#)
- **Social bookmarking** (or social tagging):^[24] [CiteULike](#), [Delicious](#), [Diigo](#), [Google Reader](#), [StumbleUpon](#), [folkd](#)
- **Social Media Gaming:** [Empire Avenue](#)^[25]
- **Social news:** [Digg](#), [Mixx](#), [NowPublic](#), [Reddit](#), [Newsvine](#)
- **Social navigation:** [Trapster](#), [Waze](#)^[26]
- **Content Management Systems:** [Wordpress](#), [Drupal](#), [Plone](#)
- **Document Managing and Editing Tools:** [Google Docs](#), [Syncplicity](#), [Docs.com](#), [Dropbox.com](#)
- **Collaboration:** [Central Desktop](#)

Multimedia

- **Photography and art**
sharing: [deviantArt](#), [Flickr](#), [Photobucket](#), [Picasa](#), [SmugMug](#), [Zoomr](#)
- **Video sharing:** [sevenload](#), [Viddler](#), [Vimeo](#), [YouTube](#), [Dailymotion](#), [Metacafe](#), [Nico NicoDouga](#), [Openfilm](#)
- **Livecasting:** [Justin.tv](#), [Livestream](#), [OpenCU](#), [Skype](#), [Stickam](#), [Ustream](#), [blip.tv](#), [oovoo](#)
- **Music and audio sharing:** [ccMixer](#), [Pandora Radio](#), [Last.fm](#), [MySpace Music](#), [ReverbNation.com](#), [ShareTheMusic](#), [The Hype Machine](#), [Groove Shark](#), [SoundCloud](#), [Bandcamp](#), [Soundclick](#), [imeem](#).
- **Presentation sharing:** [scribd](#), [SlideShare](#)

Reviews and opinions

- **Product reviews:** [epinions.com](#), [MouthShut.com](#)
- **Business reviews:** [Customer Lobby](#), [Yelp, Inc.](#)
- **Community Q&A:** [Askville](#), [EHow](#), [Stack Exchange](#), [WikiAnswers](#), [Yahoo! Answers](#), [Quora](#)

Entertainment

- **Media and entertainment platforms:** [Cisco Eos](#)
- **Virtual worlds:** [Active Worlds](#), [Forterra Systems](#), [Second Life](#), [The Sims Online](#), [World of Warcraft](#), [RuneScape](#)
- **Game sharing:** [Kongregate](#), [Miniclip](#), [Newgrounds](#), [Armor Games](#)

Brand monitoring

- **Social media measurement:** [Attensity](#), [Statsit](#), [Sysomos](#), [Vocus](#)



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Statistics



Facebook Statistics

People on Facebook

- More than 500 million active users
- 50% of our active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on Facebook

Activity on Facebook

- There are over 900 million objects that people interact with (pages, groups, events and community pages)
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.

Global Reach

- More than 70 translations available on the site
- About 70% of Facebook users are outside the United States
- Over 300,000 users helped translate the site through the translations application

Platform

- Entrepreneurs and developers from more than 190 countries build with Facebook Platform
- People on Facebook install 20 million applications every day
- Every month, more than 250 million people engage with Facebook on external websites
- Since social plugins launched in April 2010, an average of 10,000 new websites integrate with Facebook every day
- More than 2.5 million websites have integrated with Facebook, including over 80 of comScore's U.S. Top 100 websites and over half of comScore's Global Top 100 websites

Mobile

- There are more than 200 million active users currently accessing Facebook through their mobile devices
- People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users

- There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products

Further Reading:

The Social Media Stage:

<http://www.scribd.com/doc/47627598/Social-Media-Stage>