Incorporating Digital Into Your Marketing Mix

Social Media Conference – February 2014
Digital Marketing

IS INTEGRATED MARKETING.
A goal without a plan is just a wish.

- Unknown
You need a strategy.
Social media is NOT a strategy.
It’s a channel.
Only a part of your marketing mix.
Your Marketing Plan & Strategy

- Where is it?
- What are you doing with it?
- Who is actually using it?
- Does it tie back into your goals?
“Digital tools have become virtual water coolers.”

- ALAN ADAMSON, AUTHOR OF BRAND DIGITAL
Do An Inventory

- **Collateral**
  - Brochures
  - Business cards
  - Flyers
  - Letterhead
  - Posters
  - Promotional items

- **Digital, Social & Web**
  - Email newsletters
  - Email signatures
  - Social media platforms
  - House and/or paid ads
    - Facebook
    - Twitter
    - LinkedIn
    - Pinterest
    - Blog
    - Etc.

- **Mobile**

- **Outreach**
  - Events
  - Exhibits
  - Sponsorships

- **Print and Direct Mail**
  - Magazine
  - Newspaper
  - On-site programs and directories
  - Yellow Pages

- **Transit**

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What Is Your Competition Doing?

- Do an inventory
- Gather ideas
- Benchmark
- Continue monitoring
Which Platforms Are You Using?

- Facebook
- Twitter
- LinkedIn
- Pinterest
- YouTube
- Yelp
- Instagram
- Blog
- Website

Cross promote EVERYWHERE!

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Transferring offline data to online data

- Manuals
- Customer service questions
- Brochures into blog posts
- Testimonials into videos or sound bites
- Warranties
- Additional products and services
- Specials and promotions
- Facebook only specials
- Twitter Tuesdays
Types of Content – Curated or Created

- Articles
- Case studies
- Testimonials
- Reports
- Surveys
- Pictures
- Music
- Quotations
- Expert tips
- Presentations or webinars
- Interviews
- Infographics
- Charts and graphs
- Books and eBooks
- Conferences
- Top 10
Where Are You Talking to Them?

- **Blog or website**
  - Actionable information in a blog post
    - Answers to questions, guidance for decision making, or a time-saving process to follow
  - Images or videos

- **Facebook**
  - Engaging status updates – no more than 80 characters if possible
    - Conversation starters, information sharing (with links to articles), promotional info, or self-disclosure
  - Images or videos

- **LinkedIn**
  - Professional, yet engaging.

- **Twitter**
  - Short, concise and energetic with links. (Serious when you need to be such as crisis management.)
SoLoMo

- Social – 2 to 3 platforms perhaps
- Local – Yelp
- Mobile – online, all the time

Where are your buyers when they reach out to you, and how they’re doing it?
- Cell phone or a computer?
- Stationary or mobile?
- When are they most likely to need your brand’s service or product?
Be where your customers are.
Think Outside Your Neighborhood

http://www.youtube.com/watch?v=nJVoYsBym88
Support

- Conference speakers
- Facebook and LinkedIn Groups
- Local FB and LI Groups
- Marketing for Business Meetup
Questions?