What are the benefits of social media for marketers?

Plan for success.

Make the shift from just having a "social presence" to supporting actual business objectives and engaging customers.

Companies who have profited from social media are twice as likely to have a formal strategy.

Companies who have gained real value from significant social media efforts.

Apply the 6 C's.

Collaboration
Conversion
Conversation
Community
Consistency
Content

The measurement to business goals.

Visitors, Source of traffic
Interaction
Virality
Network size
Search Engine Marketing
Brand Metrics
PR
Customer Engagement
Leads
Sales
Retention
Profits

The ROI of Social Media.

74%

96%

of CMO's believe they'll see social media efforts to hard ROI this year.