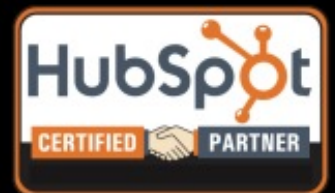





MARKETING

54 PEARLS
of
MARKETING WISDOM



54 PEARLS OF MARKETING WISDOM

BY 26 OF THE
WORLD'S BEST
MARKETING
EXPERTS



MOBILE, INBOUND,
SOCIAL MEDIA, ANALYTICS,
CONTENT, GOOGLE+, TWEET
TOOLS, SHARES, GOALS, TIME,
INTEGRATION, PINTEREST
CLOSED-LOOP

A publication of

HubSpot &

Who's Blogging What



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Not quite sure if this resource is right for you? See the below description to determine if your level matches the content you are about to read.



INTRODUCTORY *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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Maggie Georgieva is an inbound marketing manager at HubSpot responsible for creating new offers, including ebooks and webinars. Follow Maggie on Twitter: [@MGIEVA](#)



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QUESTIONS ASKED

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**WHAT SURPRISED YOU ABOUT SOCIAL MEDIA IN 2011
AND HOW DID IT AFFECT YOUR PLANNING FOR 2012?**

**HOW CAN A MARKETER BEST PLAN FOR
THE LONG TERM IN MOBILE?**

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**HAS SOCIAL MEDIA AFFECTED THE
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**HOW DO YOU BEST ALLOCATE RESOURCES
BETWEEN THE MAJOR SOCIAL MEDIA NETWORKS?**

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**IF YOU COULD GO BACK TO 2006, WHAT WOULD YOU
CHANGE ABOUT THE DEVELOPMENT OF SOCIAL MEDIA?**

**WHAT'S YOUR ADVICE TO MARKETERS
WORKING IN SOCIAL MEDIA IN 2012?**

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18 blue circular icons containing white question marks arranged in three rows of six.

What surprised you about
SOCIAL MEDIA IN 2011

and how did it affect your
PLANNING FOR 2012?

18 orange circular icons containing white question marks arranged in three rows of six.





SETH GODIN
SETH'S BLOG

EBBING OF PRIVACY

I think the relentlessly ebbing of perceived privacy is happening faster than most people thought it would.

This is leading to both small pockets of frustrated, trapped people who are afraid of what's known about them, and a larger portion of the population that's redefining what they think is normal.



WE HAVEN'T HAD PRIVACY FOR DECADES, BUT THE SOCIAL WEB IS MAKING THAT REALLY CLEAR.

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8

7 SURPRISES



JEFF BULLAS
JEFFBULLAS.COM

In July Google+ launched, a new social network that no one apparently wanted. It reached 25 million users in less than 30 days.

Facebook rolled out a stronger visual format for its user interface with its much more engaging “Timeline.”

The rise of the micro blogging platform Tumblr (10 million to 90 million users in 12 months).

The explosion of the social apps on Facebook.

Popularity of the infographic.

Revival of Stumbleupon.



THE EMERGENCE OF THE VISUAL ONLINE PINBOARD, PINTEREST.



LINDA BUSTOS
GET ELASTIC

GOOGLE+

I have to say Google Plus. I notice that retweets of my blog's articles are down since it's launch, understandably, especially since Google Reader removed other sharing options in favor of the Plus button.

This poses a couple of challenges - can I compare today's Twitter engagement scores to last year's? How do I reconcile this in my social analytics?

“ DO I NEED TO INVEST AS MUCH TIME IN THIS NEW NETWORK AS TWITTER? IS IT THE SAME AUDIENCE? IS DOUBLING UP TWEETS/SHARES GOING TO HURT MY SOCIAL NETWORKING EFFORTS?

I'm also surprised that there's room for another social network. This and new sites like Pinterest show us there's still room for new social networks, provided they offer something Twitter and Facebook don't.



VALUE OF SPLIT SECONDS

I wouldn't say I'm surprised by the advancement of tools like Tumblr, Instagram, and Facebook.



WE ARE MOVING TO A WORLD WHERE THE SPLIT SECOND CAPTURING OF A MEMORY IS MORE IMPORTANT THAN TAKING THE TIME TO WRITE A "POST."



It is up to us, as marketers, to develop systems that fully enable a consumer to speak with our brand. I'm looking for 2012 to be the year of integration and interactive marketing hubs that will fully utilize and deliver social.

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SARAH WORSHAM
SAZBEAN.COM

MOBILE

HOW FAST
SMARTPHONE
ADOPTION
HAS BEEN,



and how people are using them (e.g., for checking prices in store, connecting to their friends all the time, etc.).

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TIE TO ANALYTICS



I'm still most surprised by everyone's failure to connect social media to indirect value contributed to their company.

I just can't get my head around why folks find it so difficult to equate online customer conversations with offline customer conversations.

WE'VE INVESTED A LOT OF TIME AND EFFORT (AND MONEY!) IN BETTER SOCIAL MEDIA ANALYTICS, SO THAT WE CAN BETTER CLOSE THIS LOOP.



CLOSE THE SOCIAL LOOP



Track **LEADS** & **SALES** from social media:
www.HubSpot.com/Social



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NEW NETWORKS



SHARLYN LAUBY
HRBARTENDER

What surprised me most about social media in 2011 was the meaningful emergence of so many social networks outside of Facebook and Twitter, such as Instagram, Foursquare, Pinterest, and, most notably, Google+.

After what seems like countless failed attempts at social by Google (Buzz, Wave, Orkut, etc), Google+ is already enough of a hit to force marketers to leverage, if only for its search implications.

“OUR 2012 PLANNING THEREFORE WILL INCLUDE A PLAN FOR ALL CLIENTS ON FACEBOOK, TWITTER & GOOGLE+, AS WELL AS OTHER EMERGING SOCIAL NETWORKS AS NEEDED.

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SPECIALTY SITES & VERTICALS



Failure of Google+ launch. This has confirmed my belief that there can be only one general purpose social networking site with a little activity on specialty sites like Twitter and LinkedIn.

SO, WHEN PLANNING, CONCENTRATE ON FACEBOOK, TWITTER, LINKEDIN AND VERTICALS.



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How can a **MARKETER** best plan for the long term in **MOBILE**?



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VALERIA MALTONI
CONVERSATIONAGENT.COM

INFORMATION ACCESS

THE QUESTION TO
ME IS HOW DO WE
THINK ABOUT THE
WAY PEOPLE ACCESS
INFORMATION AND
BUY GOODS AND
WHAT ARE THE
IMPLICATIONS?



There's a collection of Zen koans called the Gateless Gate. Among other things, koans transcend dualism. The traditional sales process is fully dualistic - there's a buyer, and there's a seller. We are witnessing the dissolution of the traditional sales role, as recommendation commerce evolves and store-fronts become wherever you happen to be, doing whatever you are doing. Which brings us to the Storeless Store and Saleless Sale.

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BUILD HTML5

MY ADVICE TO
MARKETERS WOULD
BE TO START BUILDING
A COMPETENCE
WITH HTML5 BASED
EXPERIENCES
AS SOON AS POSSIBLE.



ROLAND SMART
INVOLVER.COM

This investment will offer huge returns as Facebook opens up more and more mobile opportunities for brands. In addition, there will be significant value in simply distributing existing experiences across mobile channels.

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HEIDI COHEN
HEIDICOHEN.COM

BE READ ON-THE-GO

With increasing smart-phone penetration, the following mobile marketing elements are the cost of entry:

mobile website (fast loading, streamlined to main mobile function and easy to use), mobile search, and email marketing (the top mobile device activity).



OPTIMIZE TO BE READ ON-THE-GO WITH
MOBILE CALL-TO-ACTION AND PHONE NUMBER.

Share This Ebook!





OPTIMIZE WEBSITE

I THINK IT STARTS WITH YOUR WEBSITE.



KYLE LACY
KYLELACY.COM

Marketers are scrapping to find new and exciting ways to use mobile and ignoring the website. It is crazy! We now understand that mobile will be the tool for customer communication. Use it the right way. Plan for more customers using and searching for your business using their mobile devices.

HAVE A MOBILE-FRIENDLY SITE



Optimize your **PAGES** & **EMAIL** for mobile:
www.HubSpot.com/Social



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IMPROVE USER EXPERIENCE

Mobile is extremely important to the future of social and content delivery. The specific ways in which we use it as businesses and consumers are evolving quickly.



THE KEY IS PROVIDING AN EXPERIENCE THAT EXTENDS YOUR USER'S EXPERIENCE WITH YOUR BRAND TO THE MOBILE PLATFORM,

taking advantage of what that platform has to offer: photo, video, location tracking, existing social networks. In other words, your mobile experience shouldn't be a replica of the web experience.

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SEARCH & SOCIAL

With mobile I always start with the current level of mobile usage for a company through analytics - to make sure decisions aren't swept away by the "mobile web access to replace desktop access by 2014" hype.

Sure, for some brands in fashion and publishing mobile access is more than 20% in 2011. But for many others it's in the single digits.

MOST MOBILE USAGE WILL BE AROUND SEARCH AND THE SOCIAL NETWORKS, SO MAKE SURE THESE WORK LOCALLY.



Use Google Keyword Tool's mobile searches option to see which content and experiences users are wanting to find by mobile devices. Don't forget mobile email which is growing in importance - think how you can link through to social campaigns delivered locally.



MOBILE AFFECTS OUR HABITS

Desk bound professionals, especially senior executives, need to get out into the real world to see how rapidly interaction and content consumption is changing because of mobile.



AS BIG AS THE AUDIENCE HAS BEEN FOR DESKTOP AND LAPTOP-BASED INTERNET EXPERIENCES FOR THE PAST 15 YEARS, THE MARKET FOR MOBILE- BASED ONES IS MUCH LARGER.

Mobile is finally going to let all the people who don't work in offices or have \$1000+ computers participate online. Look out!

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MORE THAN CHECK-INS & DEALS



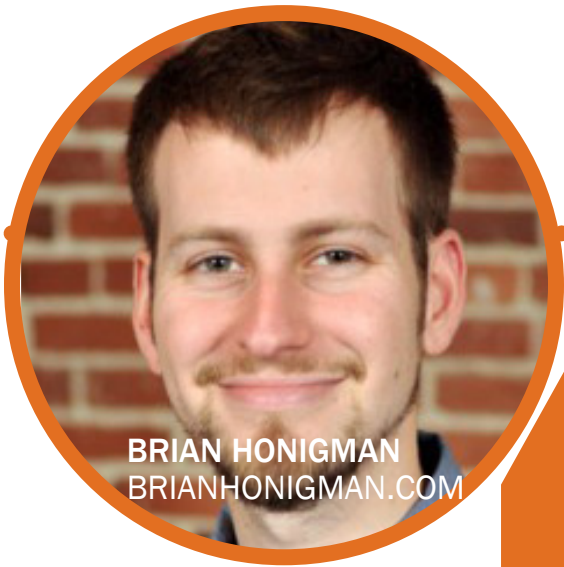
MOBILE IS SO MUCH MORE THAN CHECKINS AND DEALS.



More and more people are doing business from their mobile device. Marketers had best be ready for that challenge. Think quality content in small bites.

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FOCUS ON USABILITY



STAY FOCUSED ON USABILITY WHEN IT COMES TO THE MOBILE WEB.

Tablets, smart phones and other mobile devices have much smaller screens than a monitor, therefore any social platform or website needs to adapt to this change in interface. With that in mind, marketers need to utilize the social aspects of the mobile web that are easy for people to use and have the ability to share on a far reaching scale.

For instance, Instagr.am is an example of the type of social innovation on the mobile web that's both user friendly and a scaleable ecosystem of sharing. Many new services in the mobile space will continue to pop up, stick with the ones that have the user in mind.

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 Has **SOCIAL MEDIA** affected the nature of online **CONTENT**?  



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MADDIE GRANT
SOCIALFISH.ORG

SOLUTION-BASED CONTENT

Marketers should stop marketing and start connecting.

START SOLVING PROBLEMS.
START BUILDING RELATIONSHIPS.



The social web enables that very, very easily. I also think companies have more and more of a social responsibility. If they can help improve the communities (online and offline) around them, the money will follow...

Share This Ebook!





STRIVE FOR EXCELLENCE

Yes...the content you create,

EVERY PIECE OF YOUR CONTENT, SHOULD BE EXCELLENT ENOUGH THAT CUSTOMERS ARE COMPELLED TO SHARE IT.



JOE PULIZZI
JUNTA42.COM

With Panda and four (maybe five) major social networks, the best content will rise to the top. That means, velocity will not be as important as truly impactful content. So what should you do? Start hiring journalists.

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FOCUS ON VALUE



SUSAN PAYTON
WWW.MARKET-
INGEGGSPERT.COM

Social media - along with Google Panda - have made content better this year.

AS LONG AS YOU FOCUS ON CREATING CONTENT THAT IS VALUABLE TO READERS, IT'S EASY TO GET BUY-IN.



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CONTENT SHOULD BE SHAREABLE



MICHAEL LAZEROW
BUDDYMEDIA.COM

It absolutely has affected the nature of online content.

CONTENT NEEDS TO BE NOT ONLY INTERESTING, BUT ALSO ENGAGING AND SHAREABLE.



Content is constantly evolving, so brands need to stay ahead of the curve as best they can. Before you publish anything, think to yourself: is this something I would share with my social network? Is this something that my audience would identify with? Social media is about identity, as opposed to search, which is a utility.

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CROSS-CHANNEL



In the last five years, social media marketing has, for many organizations, been shot down because it was new, or because it was difficult to measure its effectiveness. It was seen as “branding,” with returns coming sometime yonder. There was little accountability.

Today, social media accounts are good for more than just branding and reputation management, they are real marketing channels, and should be invested in just as much as paid search, email, display or affiliate campaigns.



SOCIAL MEDIA IS NOW A MAJOR PART OF A LINK BUILDING AND PR STRATEGY, AND IN SOME CASES, WORKS IN TANDEM OR REPLACES EMAIL.

And, there’s no excuse not to measure the impact now that we have multi-touch attribution capabilities in Google Analytics and other tools.

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FACT CHECK YOUR CONTENT

The way that content is distributed now is both fantastic for those who are publishing content, and disastrous for the general public.

On a daily basis I come across content littered with errors, either intentionally or accidentally, that is being passed around as gospel.



CONTENT CREATORS NEED TO TAKE IT UPON THEMSELVES TO VERIFY EVERYTHING THEY'RE PUTTING OUT THERE.

In many cases, it goes unnoticed, but when it is noticed, it destroys your credibility. I hate to see an infographic or any content that obviously involved a lot of time made useless because someone didn't fact check.

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EMBRACE VISUAL CONTENT

Social media has absolutely affected the nature of online content!

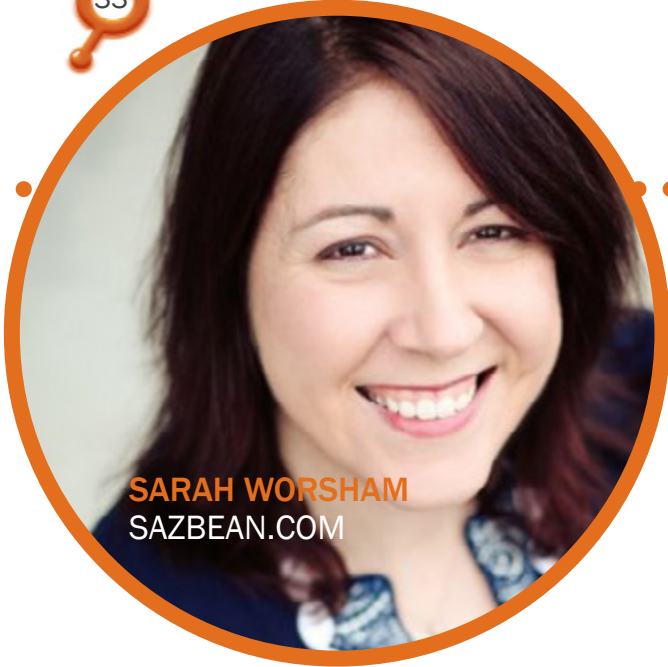
Brands and marketers should create all of their web content in easily digestible, shareable formats, leveraging the distributory power of tools such as Facebook, Twitter, and StumbleUpon.

IT IS CLEAR THAT PHOTOS AND INFOGRAPHICS ARE MUCH MORE POPULAR THAN STRAIGHT TEXT ACROSS SOCIAL NETWORKS, AND THEREFORE MARKETERS SHOULD CREATE AND SHARE SUCH CONTENT.



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SARAH WORSHAM
SAZBEAN.COM

REPACKAGE CONTENT

The attention span online has decreased. People are consuming content on their phones with small screens and limited bandwidth which means they want content in smaller bites.

However, how people consume content varies quite a bit during the course of the day, depending on what they're trying to do and what devices they're using.



THESE CHANGES REALLY REQUIRE BRANDS AND MARKETERS TO PREPARE THE SAME CONTENT IN SEVERAL DIFFERENT FORMS AND CHANNELS --

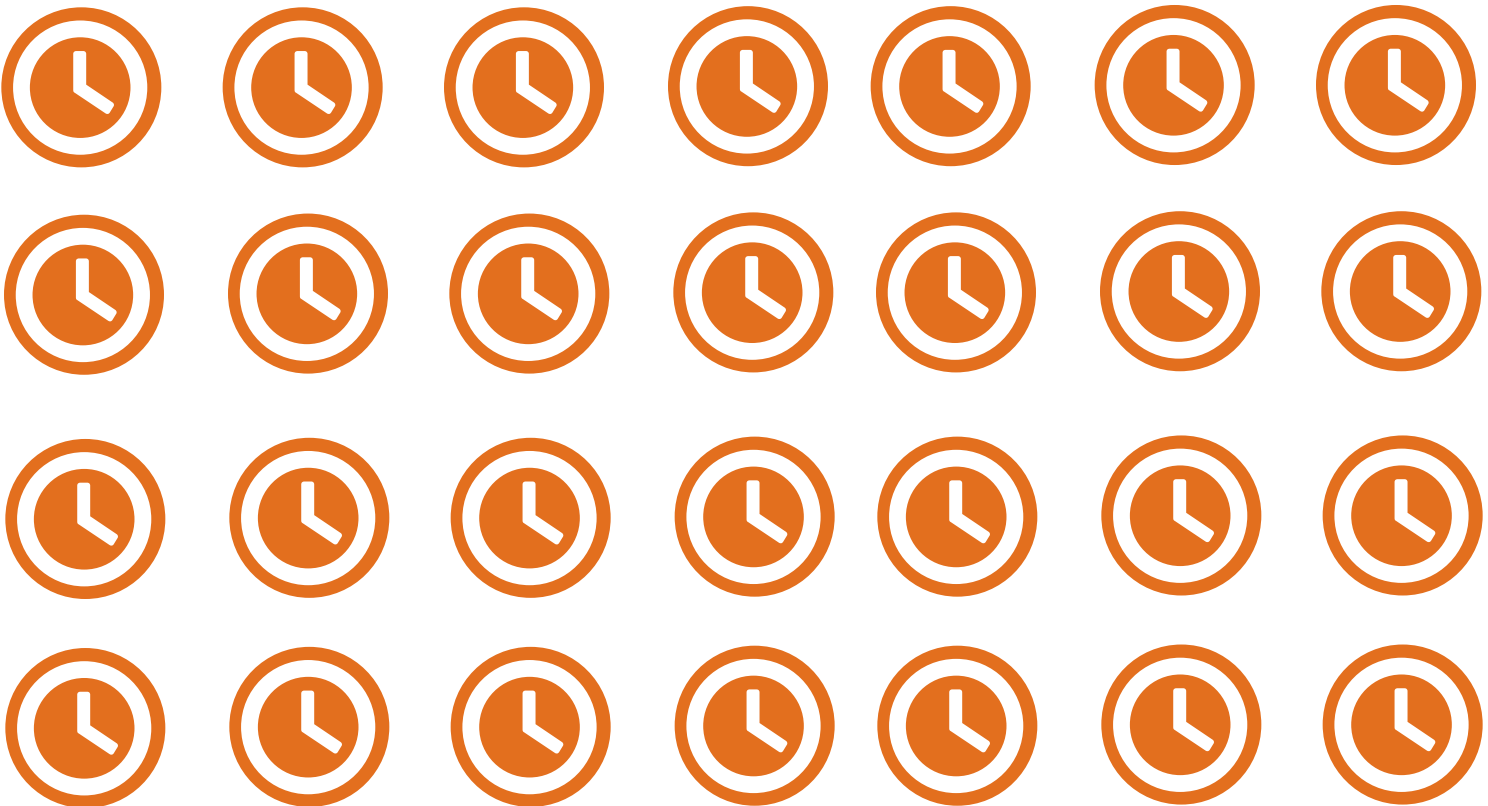
one for mobile, one for social media, one for a website, maybe even a video, etc. Instead of just producing one piece of content, we now have to look at how to reuse and repackage the content to make it valuable.

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How do you best allocate **RESOURCES** between the major social media **NETWORKS**?



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ASK THE 'WHY,' NOT THE 'WHAT'

IT'S LESS ABOUT THE CHANNELS AND PLATFORMS AND MUCH MORE ABOUT THE CORPORATE VALUES AND THE BUSINESS STRATEGY.



Facebook, Twitter, Google+, etc... are the “what” (“what are we doing on Facebook?”). Bad questions. I prefer the “why,” e.g. “Why should we be on Facebook?” “Why” forces a brand to look at the business strategy and define the ROI and then decide which channels and platforms can help them best deliver on this. It’s not an easy thing to do. Too many brands see Twitter in the same way they see TV ads. That’s not functional and it won’t lead to an optimal brand narrative.

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DON'T TRY TO DO IT ALL



Don't try to be everywhere at once. Decide where you're going to have the most impact.

For most, that means Facebook and Twitter. LinkedIn, if you're targeting businesses. Foursquare and other location-based services if you're local or have physical locations. Google+ is still kind of up in the air as far as marketing efficacy, but having a personal account there is great for networking.

“

BUT DON'T TRY TO DO IT ALL. IT'S BETTER TO BE AWESOME ON ONE OR TWO CHANNELS THAN OVEREXTENDED ON SIX.

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THE 70-20-10 RULE

DAVID BERKOWITZ
MARKETERS
STUDIO.COM



WE OFTEN LOOK AT THE 70-20-10 RULE, ONE I HEARD MOST ELOQUENTLY EXPRESSED BY COCA-COLA'S SVP OF MARKETING WENDY CLARK.

You want to spend 70% of your time on what's here **Now**; today that's Facebook and Twitter and the like, but it can vary depending on the audience. You want to spend 20% of your time on what's **New**, which may be Google+ or Foursquare or Tumblr. Then there's the 10% on what's **Next**, and that's where you make a lot of small bets however you can in ways that make sense for your brand.

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GO WHERE YOUR AUDIENCE IS

THERE'S NOT A ONE-SIZE-FITS-ALL SOLUTION; YOU NEED TO PARTICIPATE WHERE YOUR CUSTOMERS, PROSPECTS AND PARTNERS ARE.



The type of product or service you have, your target audience, and the type of conversation you want to have are all going to contribute to where you spend your time online. Also, figure out what objectives you are trying to meet, and what you need to focus on: listening, engaging, publishing original content, starting conversations, reacting to others' content – ideally, you'd be using a bit of both.

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TEST & OBSERVE

It comes down to knowing your target customers; where are they congregating? Asking the question is important, but observation is even more valuable.



DON'T MAKE ASSUMPTIONS: TEST AND OBSERVE. WHICH NETWORKS ARE DRIVING THE MOST WEB TRAFFIC? WHICH ARE DRIVING THE HIGHEST-QUALITY TRAFFIC?



Marketers need to optimize efforts on each platform, then watch the results. It takes some trial and error to get it right, but, eventually, a marketer or team can reach the point where the level of effort expended on each network is allocated based on the expected return. Of course, things change quickly in this realm, so it's also imperative to constantly experiment.

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MARK SPANGLER
MARKSPANGLER.NET

START WITH AN AUDIT

It certainly depends on the vertical and target customer -



HOWEVER, I ADVISE BEGINNING WITH A SOCIAL PRESENCE AUDIT AND ASSESSMENT.

Understand where your customer or prospective customers are and how they engage in these networks. They may be asking questions on LinkedIn Answers, generating rich content on Facebook, or tweeting about your latest product launch among other things. An audit will help you understand the market and your available networks to begin making resource allocation decisions.

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FOLLOW YOUR STAKEHOLDERS

SIMPLE.
GO WHERE YOUR
STAKEHOLDERS ARE.



MADDIE GRANT
SOCIALFISH.ORG



Plant your flag, stake your claim to brand pages where necessary, but point people over to your more active spaces.

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BE REMARKABLE

I'm not sure those platforms were built so marketers could treat them like free TV channels. They're best used by consumers who want to talk.

“

YOUR JOB IS TO GET THEM TO TALK ABOUT YOU, AND TO DO THAT BY BEING REMARKABLE IN THE FIRST PLACE.



CLOSE THE GAP

Bet on your customers. The best money spent with social is in transforming buyers (one transaction) into customers (they come back, enroll into updates, newsletters, communities, etc.)

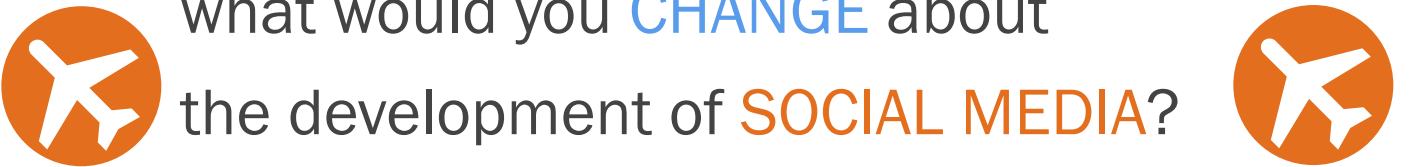
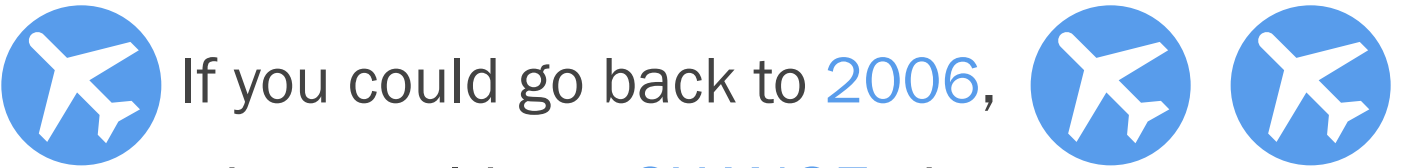


START WITH WHERE YOU CAN CLOSE THE GAP BETWEEN PROMISES MADE AND PROMISES DELIVERED. THEN TAKE IT FROM THERE.



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If you could go back to 2006,
what would you CHANGE about
the development of SOCIAL MEDIA?



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RELATIONSHIP SEGMENTATION

I would have worked with Facebook to help recognize the value of privacy sooner.



THE SEGMENTATION OF RELATIONSHIPS INTO “CIRCLES” PIONEERED BY GOOGLE+ SHOULD NOT HAVE TAKEN UNTIL 2011.

Oh, and I would have bought Twitter.com first.

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FOCUS ON ANALYTICS



ROLAND SMART
INVOLVER.COM

I would have encouraged the social networks to be more transparent with third party developers and

I WOULD HAVE HAD A MUCH GREATER FOCUS ON ACTIONABLE ANALYTICS UP FRONT.



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PEOPLE'S MINDS

PEOPLE'S MINDS!



I think companies are looking around now wishing they'd paid more attention to social media earlier on.

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GREAT PACE

Not much. Social media is a publishing platform. Anyone can publish anything in text, audio, images and video instantly and for free for the world to see.



The quality (or cream) rises to the top and I don't think it's any one thing that anyone can do to make it as interesting as it is. In one day, you can watch a movement like the Arab Spring happen while someone else gets better customer service and while someone else publishes a blog post that changes your entire perception of reality. I wouldn't change anything...

I LIKE THE PACE AND MATURITY OF HOW SOCIAL MEDIA IS ADVANCING JUST FINE.



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FASTER RELEASE OF GOOGLE+

I'd get Google to do Google+ five years earlier. I like the distributed nature of their network versus the 'walled in' feel of Facebook. I think that, with a decent API, it'd have a lot of promise.

AS IT IS, I THINK GOOGLE+ IS PROBABLY
TOO LITTLE, TOO LATE.



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ALIGNMENT TO REAL-LIFE EXPERIENCES

ORGANIZATIONS NEED TO ALIGN THEIR “REAL LIFE CUSTOMER EXPERIENCES” WITH “ONLINE CUSTOMER INTERACTIONS.”



SHARLYN LAUBY
HRBARTENDER.COM

I’ve seen plenty of Facebook and Twitter accounts that have become nothing more than a band-aid for responding to customer complaints and issuing apologies. Social media is so much more than that and until organizations invest in the face-to-face experience, they will miss out on what social media can really do for them.

TIE SOCIAL MEDIA TO SALES



Use all-in-one marketing software to see how **SOCIAL** brings in new **CUSTOMERS**:
www.HubSpot.com/Social



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NOT A THING

The answer to what would I want to change is that I would not want to change anything!

The social media journey is exciting and the technology mind warping, and I am continually amazed and awed by the creativity emerging from the social media primordial soup from entrepreneurs and engineers alike.



I WANT TO CONTINUE TO MEET AND MAKE NEW CONNECTIONS WITH PEOPLE FROM ALL AROUND THE WORLD ENABLED BY THE POWER AND MAGIC OF SOCIAL MEDIA.

I am reminded of a quote by the science fiction author Arthur C. Clarke “Any mature technology is indistinguishable from magic.”

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ADDRESS TRANSPARENCY

I THINK THE NUMBER ONE
THING FOR ME WOULD
BE TRANSPARENCY,
ESPECIALLY WHEN
IT COMES TO HOW
INFORMATION IS BEING USED.



I know from a marketing standpoint, there's this feeling that the more information we can collect the better. But from an actual customer relationship standpoint, that information is so much more valuable if people are opting to share it with you. And that's something that social networks are just starting to understand and address. But if it had been addressed from the beginning, I think there would be a lot more trust in the social media sphere.

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**PERSONAL
PRIVACY**

HOW WE HANDLE
PERSONAL PRIVACY.



I don't think most people understand how companies and social networks are using the information that's collected about them. Some level of information sharing is vital to the success of many current business models, but it would have been nice to develop those models in a way that makes it more transparent how information is being used.

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CONTENT IS LARGER THAN THE TOOLS

Educate more people that the tools have almost nothing to do with the true power of social media...

IT'S WHAT'S INSIDE THOSE TOOLS THAT MATTER (UH, THE CONTENT).



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What's your advice to **MARKETERS** working in **SOCIAL MEDIA** in **2012**?



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LINDA BUSTOS
GETELASTIC.COM

BE READY FOR A MARATHON

SOCIAL MEDIA
MARKETING
IS A MARATHON,
NOT A SPRINT,



so don't give up if it's a tough road building community or results don't come in right away. And always have fun with it! Passion shows through.

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BUILD LONG-TERM RELATIONSHIPS

Focus on creating value to customers and building a long-term relationship.

LONG-TERM EFFORT AND CUSTOMER RELATIONS ARE THE HARDEST THING FOR COMPETITION TO COPY.



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VALERIA MALTONI
CONVERSATIONAGENT.COM

BUILD STRONG BUSINESS



LET'S GET BACK TO THE BASICS OF BUSINESS AND MARKETING

and to building businesses that are strong, resilient, and enduring.

Share This Ebook!





THINK LIKE A PUBLISHER

THINK OF IT MORE AS PUBLISHING INSTEAD OF MARKETING.



Be authentic as a publisher and create content that helps you connect to everyone else... because they're already connected.

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HEIDI COHEN
HEIDICOHEN.COM

RESPOND TO CHANGE QUICKLY

EVERY BUSINESS, REGARDLESS OF SIZE OR SPECIALTY, MUST BE PREPARED FOR THE UNEXPECTED, WHETHER IT'S A PR WILDFIRE OR A NEW TECHNOLOGY.



You need the information and resources to respond to opportunities and issues without time consuming management approval. This translates to brand monitoring, having an established blog, a social media community on one or more social media platforms.

DO ALL MARKETING IN ONE PLACE



SAVE TIME by doing all of your **MARKETING** using one software:
www.HubSpot.com/Social



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IT'S NOT NEW

IT'S NOT NEW,
IT'S JUST A
DIFFERENT FLAVOR.



SETH GODIN
SETH'S BLOG

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8 TOP TRENDS

Social media will continue to disrupt business models globally. The top trends to monitor and watch to build into your marketing plans for 2012 are:

●..... The synergy and growth of the socially connected mobile

●..... The socialization of search

●..... The maturing of geo-targeted marketing

●..... Social Facebook commerce - taking the shop to the network

●..... Adapt to a more visual social web and use more engaging video, infographics and photos in your content

●..... Employ the power and leverage of social media to take your business global

●..... Social gaming and its implications for marketers



INTEGRATE, ADAPT AND LEVERAGE YOUR TRADITIONAL MARKETING WITH SOCIAL MEDIA MARKETING



LOVE DATA & GOOD WRITING

LEARN TO LOVE THE DATA AND, FOR HEAVEN'S SAKE, WRITE WELL.



IAN LURIE
CONVERSATION-MARKETING.COM

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GET READY
FOR CHANGE



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HOLD ON TIGHT,

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LISTEN,
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LISTEN.



Find out what your market wants and give it to them. How do you do that? Listen to what they're talking about. We have a huge opportunity to have our market actually design the product before our eyes. They'll tell us how big, how fast, what tools they want and how they want it delivered. All we need to do is pay attention and deliver.

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