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HOW TO NAIL Social Media (WITHOUT FAIL)



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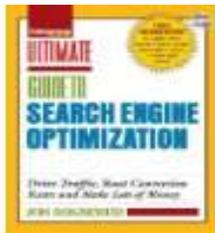
About Jon Rognerud



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My Popular Search Engine Optimization (SEO) Book:

<http://www.amazon.com/Ultimate-Guide-Search-Engine-Optimization/dp/159918169X>

In bookstores now! (NOTE: New book coming in January)

About Nanc T. Smith



Nanc is passionate about social media, conservation of marine ecosystem, animal advocacy, and sunshine. As a new-age social media consultant, Nanc is a good observationist, whether it is a corporate group, an individual or an event and makes observations based on integrity, respect, and humor.

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INTRODUCTION

PLEASE NOTE: You'll find more information at the end of this document.

Why should you care about Social Media Marketing?

Did I hear an excited **“Social Media – Yeah!”** from you? Or, like so many business owners and corporate executives, maybe it's more like **“Social Media, Huh?”**, or **“Social Media, Yeah?”** – **With a BIG question mark, and hesitation at the end?** Read this book, and this will all begin to change for you, and move into a positive change for you and your business.

I will hopefully get you to see the light or at least things in a different way - and turn to the positive, results driven side of the spectrum. The market is changing fast. Where should you start?

The overwhelming response to the Internet as a commercial vehicle was unexpected by many in 2004 especially after the “dot com bubble” burst. From 2000 to 2001, there were many proponents of e-commerce who believed people would like its advantages, but even the most optimistic of the group has been overwhelmed by the impact on e-commerce profits as a result of social media marketing.

Social media marketing is the art and science of building relationships throughout every phase of the business cycle. Today's businesses are moving in droves to learn how social media marketing works. This guide is meant for you to use to determine your company's social media marketing dialogue. The goal is to present you with the tools, resources and information that supports your own goals and applies to your niche.



(Courtesy Gravitysummit.com)

Internet 2004 vs. Internet 2009: The Static Web Evolves into an Interactive Web

When you review the history of the Internet specifically in terms of commercial activity, the statistics are mind-boggling:

Number of Users ¹	Search Engine Marketing Revenue ²
2004: 812 Million	2004: \$4 Billion
2009: 1 Billion	2009: \$10 Billion

In the research paper, *“The State of Search Engine Marketing 2004,”* the findings regarding the growth of commercial activity on the Internet sent shock waves through the business world. Although these figures related only to advertisers in the United States and Canada, in 2004 these two countries invested \$4.087 billion dollars in search marketing programs.

The major players had yet to accept this new reality, but the e-commerce figures could not be denied. Internet e-commerce could no longer be considered a vehicle only of use to entrepreneurs and small companies. From 2005 to 2008, the landscape of Internet search engines became more populated with large, well established brands such as Tiffany & Company, Harley Davidson, General Motors, Wal-Mart and the New York Times Corporation.



¹ Statistics provided by <http://www.internetworldstats.com>

² Statistics provided by <http://www.sempo.org>

The Dynamics for Internet Usage in 2004



In 2004, companies launched their websites in many cases as an “online brochure” basically converting their print publications into electronic data.

Visionary companies took a different approach and sought out the answer to the question: **“How can we make e-commerce work for us?”** These are the companies who collectively helped e-commerce evolve to its present level of development by utilizing the following services and products:

- Companies that deliver search media products/services: \$3.1 billion
- Related in-house Search Engine Marketing expenses: \$618 million
- Outsourced Search Engine Marketing services: \$380
- Search Engine Marketing technology license fees: \$30 million

The (Social) Dynamics for Internet Usage in 2009



The Internet has evolved from a world of advertising messages to benefit conversations and “how-to” discussions. The beginning of this new mode of operation is rooted in the interactive features that were developed as a result of companies searching for ways to capture the attention of their audience, as shown by the following:

- Applications such as “Live Person” which enables a customer to send questions as text messages to a company representative and have their answer in minutes rather than hours via email is one example.
- Audio and video use increased in recorder versions and in streaming all types of media events from conferences of fashion shows direct to their Internet audience.

The sum total of the response to the evolution of the Internet was a clear stated desire of the customer for interaction with the company beyond email.

However in early 2005, the tide shifted again. YouTube swept the world off its feet and sent the interactivity meter off the scale.

The overwhelming success of YouTube led to its purchase by Google in October of 2006.

Over 4000 social networking sites followed including the popular leaders: MySpace, Facebook, and Twitter. It was at this point that the phrase “Web 2.0” began to be applied to the Internet user’s motivation behind these websites.

Just as companies began to realize profits through search engine marketing, the landscape changed and this type of marketing did not meet the changing needs of the visitors. Then number of visitors at many of these sites started to drop. What was causing this change?

Consumers now had a bevy of tools at their disposal to use to compare prices between merchants, as well as read reviews from other consumers on the products or services they were looking to buy. Some of the companies who kept their head in the sand during this critical period are no longer online. The companies who responded to the consumer’s preference proactively were able to make the transition and gain a larger share of the market.

Another factor was the increase of Internet users and domain registrations. As more companies launched websites the competition for search engine positions became ruthless. With over 812 million Internet users (13 out of 100), the success of online business attracted even more attention in 2006. At that time, there was an estimated 22,400,000 websites online. In 2008 the number of Internet users rose to 1 billion (34 out of 100) and the number of websites increase to approximately 100,000,000.

The following statistics may surprise you:

- Asia led the world in terms of Internet use in 2004 with 257,898,314 people online
- The United States with 222 million Internet users and Europe with 230,886,424 surfers.
- 55,930,974 users in Latin America
- 17,325,900 in the Middle East
- 15,787,221 in Oceania and
- 12,937,100 surfers in Africa.

The statistics on the percentage of users who also have registered domains may be obscure, but the number of international search engines makes it clear that by 2006 the Internet had become a true “global” market arena.

For **search engine marketing budgets** contributions to rise from \$4 billion dollars in revenue in 2004 to \$10 billion in 2009 is a clear indicator of growth.

Now, with the reality fully tested and found to be valid, it’s projected that by the year 2011, this figure will nearly double: Revenues are expected to top \$18.6 billion.

From 2000 to 2004 the buzz word was “information”; 2004 to 2007 the buzz word was “interactive”; today, the buzz word is “open.” Social media marketing has proven to be the most effective way to manage both the global market challenges and opportunities.

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