

# NEW MEXICO BROADBAND PROGRAM

## INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 9 HANDOUT

### Terminology and activities

**Social media** is a suite of online services that facilitates two-way communication and sharing of content.

**Marketing** is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.

**Relationship marketing** refers to a form of marketing which emphasizes customer retention and satisfaction, rather than having a dominant focus on sales transactions.

**Social Media Marketing** refers to the process of gaining website traffic or attention for your business, product, or event through the use of social media sites. It leverages relationship marketing.

There are **six different kinds of social media**:

- Blogs
- Microblogging (Twitter)
- Social Networks (Facebook, Myspace)
- Social Media Sharing: video (YouTube); photo (Flickr, Picasa); audio (podcast alley)
- Social Bookmarking (Digg.com, StumbleUpon.com)
- Professional Networking (LinkedIn)

There are **three steps to any social media marketing strategy**.

1. The first step is to create a website or blog. All future social media marketing platforms that you incorporate such as a Facebook page or Twitter should always communicate and point people to your website for more information or to purchase something. The goal in any social media marketing campaign is to get people to visit “your place of business.”
2. Next, you should implement a good search engine optimization strategy.
3. After the first two steps are in place, you are ready to begin working with social media marketing.

**Rules of social media marketing:**

- Be subtle, not self-promotional
- Avoid blatant advertising
- Freely contribute real information
- Avoid using ALL CAPITAL letters in a post
- Avoid emailing individuals directly
- Respect your audience (no negative comments)

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**Activity**

Describe your target audience. Who will be buying your products?  
 Who are you trying to reach in your social media marketing campaigns?  
 Once you have filled in the information about the target markets, list the types of social media you should use to reach that target group.

	Age	Income	Education Level	Residence location	Habits and Interests	Social Media type
Target Market 1						
Target Market 2						
Target Market 3						
Target Market 4						
Target Market 5						
Target Market 6						