Title Slide

Narrator: In this presentation, we'll touch on the ever-evolving social media.

Slide 2

Title: Five Ideas About Social Media

Slide content:
Image of a TV on the left side, a greater than symbol in the middle, and a collage of social media entities (YouTube, Pinterest, flickr, MeetUp, facebook, twitter, google plus, Linkedin, ebo, and others) next to a smart phone and tablet.

Narrator: In what is probably the greatest revolution in marketing and advertising since TV, social media has radically changed how we promote products, engage with our audiences, and capture consumer data. Unfortunately, we don't have the time to explore all the nuances of this new medium (although for those interested, we do offer a full course on social media). Today, we're going to take a peek at this revolution by asking five important questions.

Slide 3

Title: If I Build It, Will They Come?

Slide content:
• Do consumers know (or care) about your website?
• Go Daddy does not care if anyone visits your site
• 240 million registered domains
• Your job as a marketer is to FIND consumers
  – Drive traffic to your site
  – Invest in advertising to raise awareness of your product using:
    • Traditional media
    • Social media
    • Website

Narrator: If you have seen the Kevin Costner movie, Field of Dreams, you'll remember that he built a baseball park in his cornfield, believing that if he built it, they (meaning the players and fans) would come. This helps us look at an important question in e-marketing and social media. If we build a website or social media app, does that mean that anyone knows, or cares, about it? The answer may very well be no. There are more than 240 million registered domains, and more are being added daily. GoDaddy and other Net service providers may do little to drive traffic to your site. No traffic – no commerce. Your job as a marketer is to promote your site using traditional media and advertising.

Slide 4

Title: Facebook Is Not In Social Media Biz
Slide content:
- Do consumers know (or care) about your website?
- Go Daddy does not care if anyone visits your site
- 240 million registered domains
- Your job as a marketer is to FIND consumers
  - Drive traffic to your site
  - Invest in advertising to raise awareness of your product using:
    - Traditional media
    - Social media
    - Website

Image of the text “Facebook” (white lettering over blue screen) on a smart phone.

Narrator: Facebook and other social media sites are not really in the social media business — that is what they do, but it is not their core business. These firms are actually in the advertising and data gathering business. Despite virtually every firm of any consequence having a presence on Facebook and other sites, and competing to be “liked,” the evidence that they actually drive significant revenues is inconclusive. Many users of social media report issues of trust, and question how much information the sites share. This may ultimately impact how the sites are viewed by advertisers.

Slide 5
Title: All About Engagement

Slide content:
What does it take to get the consumer’s attention? And keep it?
- Types of Media
  - Paid: Advertising the firm pays for
  - Owned: Media the firm owns
  - Earned: User generated or produced by others
    - Social media is entertainment (even when the consumer thinks otherwise), and advertisers need to entertain users
- If it is not interesting (engaging), the audience will go elsewhere

Narrator: Have you ever visited a site for the first time and instantly got drawn in? That’s engagement; the content makes us want to know more and revisit the site. As with any other form of advertising, we have to capture the consumer’s attention and then keep it. Otherwise, the consumer moves on to the next site and the impact of our ads are lost. There are three types of common content on most sites: paid, owned, and earned. The last of these includes user-generated content such as blogs and personal posts. Many marketers believe that the last of these is the most powerful advertising, which helps explain the power of social media.

Slide 6
Title: Earning the Consumer’s Trust
Slide content:
1. Earned = highest credibility
   - News coverage
   - Buzz
   - Blogs
   - User content
   - Paid = least credible
   - Ads
2. Owned = in the middle and varies greatly
   - Firm’s website

Photo of a man working on a laptop computer.

**Narrator:** One of the reasons that earned content is so powerful is that it carries the highest credibility. Think about it. Who are you more apt to believe, the firm promoting its own products or dozens, if not hundreds, of bloggers posting their positive experiences with the product? Paid content, the most common type, which includes the firm’s own site, is generally considered to be the least credible. To earn the consumer’s trust, we need a balance of content types, and to convince them their contributions to the site, such as their blog posts, are used fairly and honestly.

Slide 7

**Title:** OK, They’re Here… Are They Buying?

**Slide content:**
- Social media has little to prove that window shopping equals buying.
- A click through does not mean the consumer is buying.
  - There are almost certainly benefits.
  - If they are not buying product, what function does SM serve?

**Narrator:** We all know several e-commerce sites that do fabulously well such as Amazon, that ships millions of packages a day, and Facebook, which receives millions of interactions. However, we have to ask ourselves, as marketers, how much of this is window shopping and how much is buying. In turn, we have to ask: If they aren’t buying, what value does social media have to business? Millions of advertising dollars are shifting from traditional advertising media, such as TV and magazines, to the Internet, including social media. The question is if that shift will continue to grow, and what is the payoff for advertisers. As you develop your marketing plan consider how, and if, you’ll use social media.

Slide 8

End of presentation.