MarketingSavant

10 Things Social Media Can't Do

Create Conversation from Nothing

- Create/re-imagine/curate great content and great conversation will start to follow
- Participate in the industry conversation and the industry will participate with you

Be a One-off Project

- Ongoing conversation is what makes social so powerful. Get out of 'campaign mode' and into 'conversation mode'
- Build a plan to support a long-term social media effort

Deliver Quick Success

- Focus on delivering genuine value to a devoted base of customers first
- Activate that base only after you've built trust and social capital

Be Your Only Go-to-Market Method

- Build an integrated approach where social media builds on your other channels
- Budget across channels, and include social in that budget

Replace Advertising/Sales Team/etc.

- You still need to meet people in their medium
- Social is just ONE of the ways to build awareness for a brand

Be Free

- Create a realistic budget for social media
- Hire the right help
- Build deep experience within your own team to reduce cost

Be Your Marketing Strategy

- Social Media needs to be *part of a marketing strategy*, not the strategy...
- Create an integrated strategy with social media at the center

Guarantee Sales

- Like all of there forms of marketing, it's up to you to convert
- Beef up all of your channels to support/deliver on social media

Succeed With a Half-assed Effort

- Consistency is the first key to social media success. Get consistent, and you'll see results
- Build a plan to publish social content in the 1-7-30-4-2-1 rhythm and you'll succeed

Change Your Company For You

- Social media requires active change management and a corporate culture to support it
- Get the right people involved to lead and support the effort - that will change your company