

When working with a client, I like to direct our use of social media through various channels that link together.

Mobilize - Using social media to mobilize the clients consumer, fan, follower base. Often times, we will start with an SMS campaign using cell phones.

Educate - Using social media to then educate the base on who you are. Generally, I like the approach here to be the 80/20 rule, which is relational versus informational in regards to the content you sent out. At this point, we seek to have migrated the base from the SMS campaign to a Twitter feed or Facebook.

Connect - Using social media in a 2-way conversation with the base. In this, we like to use such platforms as Facebook to both connect with the base, but also to connect the base with each other.

Inspire - Using social media to inspire the base through developing a 2-way relationship with them to action. This action can be seen several ways based on the overall objectives that are set. For sure, we like to see the base inspired to help mobilize and educate their base as to the clients product, cause, or event. Therefore, essentially helping grow the base... with their base. More simply put... connecting them. Some of the base may also be inspired to launch their own event, cause, or movement as a part of this.

A fifth word can and should also be inserted here. It is "FUND" and this is the million dollar question when it comes to using social media. Of course, when I use the word fund, I mean this in many ways. It all depends on the client and their expectations. Are they selling a product? Are they promoting a cause? Are they on tour? Whichever the case, social media is an extremely effective tool to drive awareness and traffic to that which needs funded. Whether it is brick & mortar or click & mortar, we can get them there, but... what happens when they get there?

Does everything we previously discussed sync up with the experience the base gets when they "enter" into your space?

That's where social media stops and where you begin.

Just because we are using it, or just because we have a website... doesn't mean conversion rate is 100%.

Social media can bring the impressions to you that you never thought possible. But, impressions don't pay the rent. Action does.

Conversion... does your message reflect reality? I will try to discuss this next.