Article Side
Marketing strategy beyond Social Media by Valuebound

Article published on August 9th 2012 | Computer

The concept of social media

Social media is a rage now, and more so a necessity that is felt by both individuals and business organizations of any sort. The need to connect, communicate and to share in this busy high-tech world is made possible by the smooth operation of the great social media tools.

However, what comes to your mind first when you think of social media? Facebook or Twitter? Well we have moved quite ahead of that. When is pretty common to think about these Social Media giants as the literal meaning of the term, it isnâ€™t quite so. Here in this post we look into this exact topic.

Social Media as taken by its definition is about the Medium. The medium is really only the vehicle that allows a social behavior. Social interaction can occur without Media still in the form of face to face exchange of words between people. On the other hand Media without Social interaction is simply broadcasting. That is the one-way communication from a brand to its customer; it could be a form of advertisement or some other form of information about the brand.

If you are limiting the discussion of social media only to Facebook and Twitter, then you are missing out on every other social-sharing tool out there, including the other two big names - YouTube and LinkedIn. You'll also miss out on a lot of other important ones, such as Google+, Flickr, FourSquare, Digg, StumbleUpon, Tumblr, Evite, Pandora, Spotify, Ask, and all kinds of blogs, forums, community sites, and even email and IM.

Then again even it maybe outside of the scope of media, but it's good to keep in mind that social sharing is still done the old fashioned way: word of mouth. Entrepreneur Magazine recently reported on a study done by Keller-Fay that found that more than 91 percent of respondents' information about brands came in as a result of face-to-face conversations or over the phone. Just around seven percent of word-of-mouth conversations about brands takes place online.

Word of Mouth Marketing

Thus when marketing is the prime concern of an organization, the marketers who are focusing only on Facebook and Twitter should, or rather only on online marketing should really think about their definition of word of mouth marketing. I like the definition that is provided by the Word of Mouth Marketing Association:

"WOMM - Any business action that earns a customer recommendation."

So, how to carry out this word of mouth marketing? Well, you would be doing word of mouth marketing whenever you are doing the following:

Provide better products and services

Deliver a great customer experience

Diligently following an excellent customer service

Use advertising to create awareness and appreciation

Mobilize brand advocates

Engage actively with customers through social media

So, are you still stuck with just one or two social media tools or using a more engaging sort of marketing strategy? Share with us your marketing strategy and how you are earning a customer recommendation.

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Article Keywords:
Drupal,Valuebound,webdesigning & solutions

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