

**COLLOQUY**

MARKETING

# **Integrating Social Media Into the Marketing Mix**

UWEBC Presentation

Monday, October 05, 2009

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# What We'll Review Today

- 🗨 Introduction
- 🗨 It's not 1996 anymore. Or is it?
- 🗨 Do you own the conversation, or the customer?
- 🗨 Where does Social Media fit into the mix?
- 🗨 It's the message, *then* the medium
- 🗨 How to manage Social Media and still take lunch
- 🗨 The holy grail (again)
- 🗨 It's kind of like Lay's potato chips
- 🗨 Close and Q and A

# Introduction

About me...briefly

Why you're here

Surprising facts



# It's Not 1996 Anymore... Or, is it?

It's like the wild web of the 90's

What have we learned?

- Strategy
- Messaging
- Staffing
- Measuring
- Innovating



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## Who Owns the Conversation?

It's not the 90's but  
still the wild west

This time it's  
on their terms,  
not yours



It can't be controlled,  
but it *can* be directed

## Where Social Media Fits

Not unlike other mediums

Needs its own  
objectives  
and strategies



Strategy How Tos

# It's the Message, Then the Medium

More important than ever

Cross-channel  
strategy

Messaging How Tos



# How to Manage Social and Still Take Lunch...

Staffing IS like the 90's

Staffing Tips



## The Holy Grail (again...)

Remember “Nobody has figured out how to make revenue via the web?”

Measurement Tips



**It's Kind of like Lay's Potato Chips**

**Or, like the web. Once you start you can't stop**

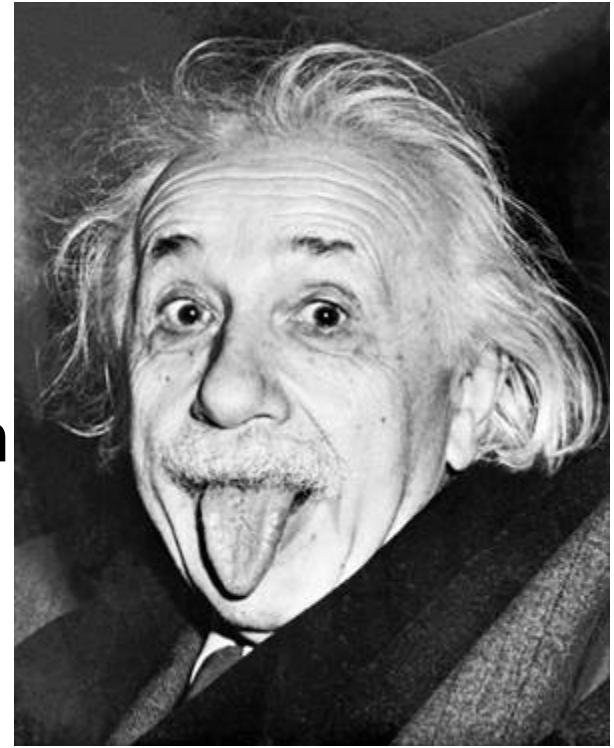
**Plan, implement, measure, and innovate**



**Innovation Tips**

## Final “Words of Wisdom”

- It’s not 1996 anymore
- Who owns the conversation?
- How and where does it fit?
- The message, then the medium
- How to manage & still take lunch
- The holy grail
- Lay’s potato chips



**Thank You!**

Thanks so much for attending this session of the UWEBC *Business Best Practices and Emerging Technologies Conference*.

Feel free to contact me for any reason [mark@colloquy.biz](mailto:mark@colloquy.biz) – especially if you want copies of studies, whitepapers, etc...



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