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“Tweet Me, Friend Me, Make Me Buy”

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Social Networks and Public Marketability

The importance of social media has already shown itself to every company out there in the world. The last thing that remains is for current day companies to leverage this huge tool known as social media in a way that is unobtrusive to the other users of the social networks, and a way so that it increases their sales. The importance of social media however is not only in sales but the key factor is making your company marketable, meaning that you no longer need to sell products individually one now needs to focus on the brand as a whole on social networks. The idea of selling a brand is not one that is new, many companies have been for years selling the brand instead of focusing on the product. There are three important techniques that companies need to employ in this day and age in order to properly sell their brand to the consumer. The first technique is developing an open environment on social networks for the employees of the company to provide a better connection to the consumers. The second technique is personalizing the experience every consumer experiences from a company online. The third innovative idea is leverage great web sites and applications for better sales online. This short article will go into depth about this three tiered plan to proper online marketing.

The first step to proper brand marketing online, is setting the foundation within the company, in previous years many companies have developed dedicated teams for social networking analysis and usage for the company, this is wrong for several reasons. The first of which is that consumers all think differently and have different needs from companies, and so having the same person using all of the social media outlets for the company can cause frustrations for the customers as they begin to use social networking as a tool to communicate between the company about their needs. The only proper solution to this is distributing the load of work to everyone at the company. The key is when you distribute the load you offer the multiple consumers of a product many options in how they provide feedback to the company. The reason for the distributed social use of the company is for the company to realize that everyone who works for the company and those who use the product become the only true sales team a company will ever need. An excellent example of this from the real world is Apple as a brand. Apple doesn’t really need to put out advertisements for their new devices they sell, all they have to do is sell their product to a few select people and these people become the speaker behind the megaphone telling the world about how much they enjoy their experience on an Apple device. An example from the article provided was when Mark Schaefer displayed the social network uses of people working for a company and the executives hardly know any of the people who have the highest outreach for the company. It is key for the company to realize that the sales team has now become the social network team for the company. This switch can yield incredible differences in how consumers see a brand as a whole. This then personalizes the experience for the users.

The second innovative technique that needs to be applied by all companies who sell products or services is providing a personalized experience for their consumers. If the consumer knows that every other consumer looks at some sort of web presence of the company, what is the incentive for the consumer to think that they are special in the eyes of the company? The first thing the company does is personalize the entire web experience for the consumer. If the consumer signs up for email updates about the product, personalize the emails by using the consumer’s name, or provide helpful information about how the brand relates to the consumer. This is really important to apply to social networking because the use of these techniques in previous sales techniques was really important. An easy example to see how this works is looking at how traditional sales work, they tend to happen between two people, and they typically happen when there is a connection deeper than a product or a brand between the two people. A great example from the article is the short story told by the author about how important the connections are between people and how to leverage them, the story is about a new CIO taking office at a company that the current company wishes to do business with. The first step that the company took was to find interests of this new CIO through their social networks and then from that they were able to create a connection that wasn’t directly connected to the brand or the product. These kinds of relationships offer a proper way for the company to personalize the experience their customers receive whenever they communicate, whether it be about the brand or anything else.

The third and final innovative technique for companies to adopt is the use of 3rd party services that act as the go between for a company’s sales. Services like Amazon.com and EBay provide secondary points of sales to more consumers than any company can ever hope for. The reason for this is because many times the consumer is frustrated about either the way the product is sold to them from the company’s online presence or they are simply looking for better deals. The technique is to leverage this secondary sale a s a positive for the company, that doesn’t mean that the company will receive the profit from it yet the company can make this an opportunity to provide secondary options and products for the consumers who do buy these products through other services. The greatest example of this is to provide a services to better help the user use the product in the most efficient way. Sometimes this is offers for warranties on physical products, other times it could be accessories to the products. A great example of why this is useful is through the ide presented in the article that by retweeting user experiences the company can gain followers, simply because most people use social networks to connect to people they don’t know than they do with people they do know. The key here is to understand that for almost every product there is going to be a secondary market for it, and by using these new web technologies such as web sites that offer online retail and social media a company can ultimately provide a better experience so these consumers will want to come back for more from the brand.

The idea of these three tiers of innovative techniques using social media is so that the companies as a whole can make the brand or the idea of why it is a company sell to consumers using the same social networks. The key is to let go of the classical idea of how sales happen in the world and realize that social networking will dramatically change how the world sees brands and products. It is highly important that companies begin to utilize techniques similar to these so that they can adapt to rapidly changing markets and social ideas. Companies must adapt easily to trends on social networks because these trends change minute by minute and if a company can properly use these trends then there is no limit as to how they can provide consumers with the products they want, and ultimate change the way that sales happen, with techniques like these the world will see that online sales will soon tower over real world retail sales, in far less time than 10 years.

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