

EMAIL TEXT

From: VP Marketing

To: Sarah Hughes COO. VP Sales & Distribution

Subject: McKinty Report: Social Media Community Creation

My belief is that the latest McKinty report has hit the nail on the head. Today – and perhaps always – introducing a new offering is a social process driven by word-of-mouth and evidence of legitimacy. Social media strategy in the consumer market fits right into that reality.

D-AVR is a ‘content-creation’ opportunity. Attractive as an idea across a broad swathe of the populace the subject areas for generating highly interesting content are almost unlimited. This has huge implications in terms of go-to-market strategy

Social media strategy can continue its missionary role of engaging a community of users. And it can do it more effectively than traditional advertising. The primary source of information search today is Google search followed by other search engines. Getting on the first page of Google really is a very big deal. As you know the Google algorithm rewards ‘valuable content’ with high placement and followers are attracted to social media locations because they provide information or an experience that is intrinsically interesting. Followers are the basis for the creation of a community. Some interesting statistics:

- Content gives you three times the number of leads that more traditional forms of marketing (such as advertising) give you. (Source: Demand Metric)
- The leads you get are more valuable – they are up to nine times easier to convert. (Source: Search Engine Journal)
- It’s why 75% of all businesses are now prioritizing content marketing. It’s why more than half of all businesses have increased their content marketing budget this year.
- Content marketing costs 62% less than traditional marketing and it generates about 3 times as many leads. This higher conversion rate derives from its highly targeted nature

My group has been developing some ideas on how to drive sales through social media. However, we believe we do not have the resources or the in-house skills for a mass attack. As speed is of the essence, we recommend that we go outside rather than develop our own team. We have put together a list of possible suppliers.

Yours

Michael

Attachment: social media suppliers