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Social Media Marketing: Networking the World

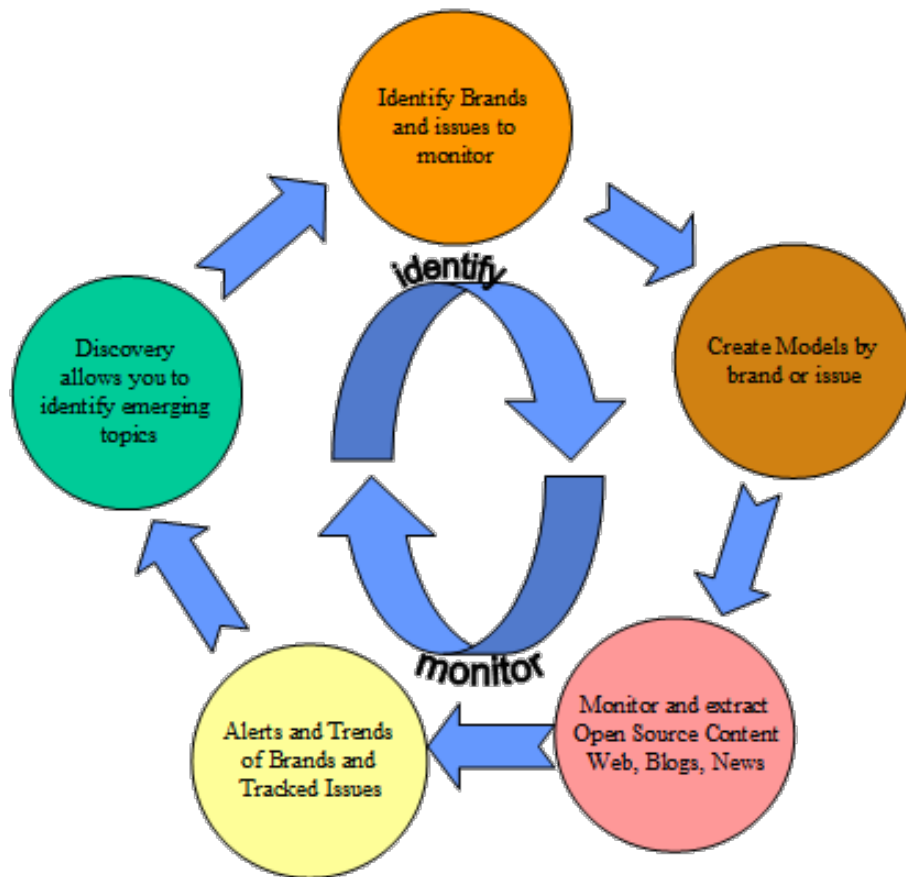
The ability to attract an audience and retain the attention of that audience in a sufficient period of time is critical to the success of a salesperson. In fact, without the marketing component, it is likely a message may be lost in communication. Social Media Marketing simply supplements the promotion process, referring to the ability to utilize website traffic in a manner that resembles the traditional framework of customary media.¹ Correct utilization of Social Media Marketing implies that a brand or idea will gain attention and grow the efficiency of said product. Engaging users and starting communication in a complimentary process, between the client, customer, and producer effectively produces a network of conversation. In essence, everyone involved in the marketing process becomes a stakeholder²; opinions and the sharing process of open thought is decentralized in the phenomenon of Social Media Marketing. This paper will analyze the surface level of Social Media as a new discipline, and will scratch the most epidermal and outermost layer of marketing in this new arena by critiquing a variety of sources that the aspiring marketer ought to investigate.

As one understands the process of open source and collaborative messaging, it is essential to recognize developments in new communication technologies and processes. IBM synthesized

¹ Evans, Dave. Social Media Marketing: The Next Generation of Business Engagement. Hoboken, New Jersey: John Wiley & Sons, 2010. Print.

² Evans, Dave. Social Media Marketing: The Next Generation of Business Engagement. Hoboken, New Jersey: John Wiley & Sons, 2010. Print.

a type of COBRA, in other words a Corporate Brand and Reputation Analysis, which simplifies the marketing methodology for the business, producer, or even for customers and consumers.³



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IBM is acting in a support role; it is one of many that encourage the integration of a more networked world. Politically and economically, the world hangs together in a changing style that is relatively as revolutionary as other major communication developments.

The Chief Marketing Officer (CMO) rapidly must learn new methods of coordinating entire media production and promotional aspects of major corporations. Social Media Marketing

³ "COBRA." IBM Research - Almaden|COBRA. IBM, n.d. Web. 6 Dec 2012.
<<http://www.almaden.ibm.com/asr/projects/cobra/>>.

⁴ "COBRA." IBM Research - Almaden|COBRA. IBM, n.d. Web. 6 Dec 2012.
<<http://www.almaden.ibm.com/asr/projects/cobra/>>.

has only increased the rapid pace of the promoter's job. The Internet is a useful tool which metaphysically allows for social media to assist in the self-replication of a greater volume and improved social media. A variety of insightful blogs and articles allow virtually anyone with the means of connecting to the Internet to take full advantage of seemingly unlimited amounts of potential. Adobe maintains a blog for CMOs encouraging them to collaborate and network with the marketing community and with their local regional environment.⁵

Karl Ribas approaches the skillset of a Social Media Producer from his own personal perspective in his blog. Describing four basic categories of skills, one should be able to organize and plan, network, and apply creative, technical and resourcefulness; and each category is labeled as clever iconic brands such as 'King of Content.'⁶ In the sense of the skills needed, a marketer continues to focus on people. While analytical data can assist in understanding the wants, but more importantly the needs of society, a marketer continues to use the same strategies that accompany any person attempting to communicate.

Social Media Marketing as a field and an emerging discipline primarily takes root in the traditional practices of communication. Symbols, forms, ideas, memes, and notions of communication accompany all of the technologies that advanced our collective consciousness as species – perhaps we will become more empathetic as we become more networked with one another.

⁵ "CMO.com: Digital Marketing Insight for CMOs." Social Media Marketing Blogs & Strategy|CMO.com. Adobe Systems Incorporated, n.d. Web. 6 Dec 2012. <<http://www.cmo.com/social-media>>.

⁶ Ribas, Karl. "4 Unique Skills of a Social Media Marketer." Premium Solutions for Small Businesses. N.p., 30 2011. Web. Web. 6 Dec. 2012. <<http://blog.karlribas.com/2011/08/skill-set-of-social-marketer.html>>.