



# Social Media Marketing

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### Social Media

Our social media team will create buzz for your brand and products with a powerful social media marketing plan.

You can get the most success with social media marketing by using these four techniques. That means using blogs, Facebook, Twitter and LinkedIn for a complete marketing campaign.

**Blog Marketing:** Blogs are naturally search engine friendly and work for both consumer and business marketing.

**Facebook Marketing:** Facebook has over 400 million subscribers and many applications for linking and targeting. Businesses that use this tool can see surprising results.

**Twitter Channel Marketing:** Twitter is growing fast, now with over 20 million users, and millions of “Tweets” every single day.

**LinkedIn Networking:** THE place for business social networking where companies and talent join together to earn recommendations from other business associates. B2C businesses also rely on it for important customer feedback.

The secret to success is to use a combination of internet marketing tools, traditional marketing and social media marketing.

DMN3 offers social media marketing plans with proven results. We'll drive customers to your sites.

### Blog Marketing

Blog marketing is a crucial part of social media marketing. As a marketer you can post informative blog posts, with unique calls to action, to your site. Then post the blog post links on Twitter and Facebook and post new Facebook and Twitter calls to action on your blog. You can also connect with LinkedIn by sharing new messages and asking for recommendations on these exact products or services, and repeat the cycle. It creates a wealth of new leads for you by connecting three powerful social media technologies.

Blog marketing, Facebook marketing, Twitter marketing and LinkedIn networking together guarantee you more hits for your main site, more buyers, more buyer loyalty, and more brand identification.

After all, words are what most sales efforts are all about. DMN3 will help your blog stand out, using every social media technology and application to do so. This includes not only advertising across blog networks like Twitter and Facebook, but also Digg and Stumble Upon, to create more clicks and higher search engine visibility.

### Advantages of Blog Marketing with DMN3

- Draw customers
- Develop a rapport with new customers, receive feedback, build trust
- Get credibility
- Enhance your corporate image
- Best of all, earn search engine visibility

## Twitter Channels

No matter how many “tweets” you think you need, companies with unique brands can stand out by using Twitter Channels. One tweet a day keeps them interested, but 5• 10 can jump start your marketing efforts in a matter of days.

## Key Twitter Marketing Services

- Professional designs for Twitter channel backgrounds
- Twitter post management
- Live updates of new products
- Gather followers

Just what is Twitter? Twitter is the social network getting the most buzz on the web. You can only post a sentence or two per tweet (technically 140 characters per post), but with that you can get immediate buzz on a network for a new product on your site, a new positive review of your company and also gather new clients on a daily basis.

DMN3 can set you up with one tweet a day, or 20 tweets 5 days a week and drive customers through your marketing cycle. We can also build you a network of leads to keep new business coming in. With thousands of Twitter followers, you can get immediate buzz for new products and services you have and continuously find new buyers.

## Twitter Marketing Advantages

- Gather new potential customers
- Inform consumers about new products and services
- Link directly to blog and main site
- Seamless customer service
- Run and promote business events

## Facebook Marketing

Facebook goes hand in hand with blog marketing and Twitter channels networking. Facebook has many applications which allow you to humanize your brand, get buzz on special events at your web site or store and feature new products instantly. With Facebook posting, you can keep buyers interested. With sharing, you can show them “cool” stuff going on.

Facebook is kind of the social network king. With a growing number of applications and users, marketers can take advantage of the ability to post longer content than Twitter.

You can expect regular customers to be followers, prospects to find your business and your Facebook followers to spend more.

## Advantages of Facebook Marketing

- Facebook marketing is cost effective
- More exposure on the biggest social network to new buyers
- More communication with existing customers
- Linking to main site and blog is effective in driving traffic and getting higher search engine rankings

DMN3 can get your company in the door of prospects worldwide. There are hundreds of different applications you can use, including linking to blog posts, Twitter channels and LinkedIn profiles.

Facebook marketing can get you more buzz than traditional marketing campaigns. With such an open platform of technologies, you can post calls to action and sell to new customers on a daily basis.

## **LinkedIn Networking**

Millions of businesses and talented professionals use LinkedIn to share and network daily.

### **LinkedIn Advantages**

- Access to millions of professionals in over 100 industries
- Access to every Fortune 500 Company
- Tens of thousands of talented individuals in your industry
- A global advantage: over 100 countries use LinkedIn
- Your LinkedIn profile will show up at the top in web searches

LinkedIn networking makes it easier for businesses to connect, find talent and stand apart from competitors. For B2C companies, LinkedIn can give crucial feedback on services from customers.

### **What makes LinkedIn different?**

It's designed solely for businesses and professionals. This isn't sharing funny pictures or saying hi to mom. There is a focus on company products and services. That means, even if LinkedIn is much smaller than Facebook, it can be as effective and sometimes even more effective.

DMN3 offers a proven team of social media marketers to work behind the scenes for your company.

### **But how much does it cost?**

DMN3 can run your blog, Twitter channel, Facebook page and LinkedIn profile for less than what you'll spend on most other advertising. You should also use traditional web marketing campaigns such as article marketing, SEM, and PPC advertising in conjunction with social media marketing.

Give DMN3 a call today for a social media marketing plan to drive new traffic to your site, increase conversions, and improve loyalty and brand recognition.