



strategic marketing for small business



## Social Media: Should You or Shouldn't You?

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### Social Media sites to look at:

*Facebook*: social networking (look for your friends and for businesses you like)

*LinkedIn*: business networking

*Yelp*: service industry reviews

*ePinions*: product reviews

*Twitter*: microblogging (try searching on any topic you're interested in)

*Wikipedia*: information sharing and organization

*YouTube*: video sharing (see "Will It Blend?" for a great example of marketing by video)

*Google*: ([www.google.com/intl/en/options](http://www.google.com/intl/en/options) has lots of interesting Google products)

### Social Media books to read:

*The Anatomy of Buzz, Revisited*, by Emanuel Rosen (Doubleday 2009)

The classic on viral marketing—updated for new social media

*The New Rules of Marketing & PR*, by David Meerman Scott (Wiley, 2009)

How to use social media; well-written and readable

*Social Media Marketing: An Hour a Day*, by Dave Evans and Susan Bratton (Sybex, 2008)

Detailed information about how to implement a serious social media strategy

There are lots of books about specific social media tools, such as Facebook and Twitter. In general, books in the O'Reilly or Missing Manual series are good bets.

### Remember:

If you want people to listen, your participation in social media must be

**Relevant** and **useful** to your audience

**Interesting** and/or **entertaining** (and if possible, **unique!**)

**Authentic** and **genuine**

Follow me on Twitter—I'm 734elizabeths—and feel free to call or email me if you have questions!