



Smarter Marketing

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5th insight™

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.



Social Media 101 Open up new possibilities for your business

Building relationships with customers online is getting easier. By tapping into social media networks, your business can gain visibility and get closer to potential customers. That's why social media marketing is becoming an important part of an integrated marketing strategy.

If you're starting to think about incorporating social media into your marketing program, here are four business-savvy social media options worth considering:

1. Twitter - Approximately 12 million users (up from 6 million in 2008) have latched on to the biggest web fad of the year, with 45-54 year olds as the fastest growing user group. Both businesses and personal subscribers can connect with large masses of subscribers with short posted comments delivered directly, in real time. Twitter's functionality supports two way communication, and offers businesses the opportunity to monitor the postings of competitors, relevant industry contacts, and past customers for use in strategy development.



Get customers with business-savvy social media options

2. RSS - Rich Site Summary (or RSS) delivers updated web content directly to subscribers. RSS takes the onus off customers who previously would have had to visit your website to stay informed, allowing them to stay on top of the latest news and value-added content available from your website. Acting as your

business' unofficial newsletter program, RSS helps you stay top of mind with customers and makes it easy for them to get the information they need.

3. Facebook - With more than 250 million active worldwide users, and 276% growth in the 35 to 54 year-old age group, Facebook is a goldmine of potential advocates and customers. In its infancy, Facebook was a simple social networking website. Now it's emerged as a popular avenue for businesses to reach potential customers on their own time. User fan groups, interest groups, polls and comments offer distinct advantages for companies seeking to monitor public opinion, gather market data and communicate with self-identified customers and prospects.

4. LinkedIn - LinkedIn is a strictly business oriented Facebook alternative that focuses more on a user's professional contacts, experience and qualifications. User profiles read like resumes and the site facilitates connections between colleagues, customers and prospects. Users are encouraged to recommend and review the work of their contacts for the purposes of personal endorsement of companies and professionals. Sites of this nature are invaluable for increasing brand reach and soliciting recommendations viewable by your entire network.

Social media marketing opens up new possibilities for businesses to connect with customers - but each option requires a plan. Before setting up a social media



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presence, investigate the options, review best practices and choose the most appropriate, and sustainable, option for your business.

Contact 5th business to learn more about social media marketing strategies and the opportunities for your business to get online attention!

Perspective 5 Goes Green



When 5th business released the premiere issue of Perspective 5, *Recessionary Marketing: A Historically Positive Pursuit*, the response was overwhelming. The need for practical and insightful marketing guidance is acute given the challenging economic environment, and 5th business is committed to ensuring that our clients get the information they need to make smarter marketing decisions.

We're pleased to announce the next issue of Perspective 5, to be released in November. The second edition will illustrate the new 'green' marketing environment and how every business can benefit from incorporating sustainability messages and practices into their marketing strategies.

Research indicates that the integration of sustainability strategies can result in profit increases of up to 38% for large companies and 66% for small companies. It's clear that 'green' marketing is a key way companies can outsmart the competition and emerge into the marketplace stronger than ever before.

Perspective 5 focuses on how businesses can work green, foster a sustainable corporate image and ensure that marketing activities themselves are sustainable. It's a vital resource for those businesses looking to revitalize their marketing plans to capture the environmentally and socially aware buyer.

To reserve your copy of Perspective 5, or join our mailing list about upcoming Sustainable Marketing seminar events, contact 5th business today!

Social Media Marketing: How to Build B2B Buzz



By now most of us know that creating buzz through online social media like YouTube, FaceBook and MySpace have been known to make everything from new consumer products to 2009 U.S. presidential candidates cool. A clear opportunity for Business-to-Consumer marketing, but what about B2B? Does it have a place on online marketing's new frontier? Absolutely.

Through any media, people make decisions to buy based on what they like, need, want, see and hear. Business buyers are no different: they look for information, groups, experts and peers that can help make their jobs easier, make their companies grow, help their careers advance, etc. In short, they look for things that can help them get or achieve the things they want. And social media marketing is one way you can show them what your business has to offer.

Where to start? Social Media Marketing 101: understanding major types of social media and the differences between them:

1. Online Communities

These are made up of people who share common interests - essentially Internet-based social networks. Members share their knowledge and experience for the interest and entertainment of the community. Online Communities such as MySpace and Facebook provide two key components: the audience as well as the process through which users can create content and share it.

2. Communities of Purpose

These are communities of people involved in a common process or who share a common objective...

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