

Everything You Need to Know About Social Media Marketing You Learned in Kindergarten



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If you come from a world where Atom is something from science, Delicious is a type of apple, and a Hat Tip is for street performers, how can you be a successful marketer in the social media world? <http://www.seo.com/blog/seo-tips/everything-you-need-to-know-about-seo-you-learned-in-kindergarten/attachment/abc-2/>When I started getting involved in social media it all seemed very foreign. But soon I realized that once you track it back to what you already know you can easily be successful. So let's put all of our advanced degrees aside and look at what we learned in ... kindergarten ... to discover true social media marketing nirvana. Suddenly it won't seem so overwhelming.

Share Everything

Let your audience engage in the way that they find comfortable and useful and let them share it with their social circles. Give them a choice of platforms (Twitter, Facebook, Linked and MySpace or even regular email, for starters) and a choice of activities that they can do to engage with you in line with how they prefer to communicate. If you can reward your audience for desired behaviors, even better. However always make sure this is done transparently.

Play Fair

Don't depend on IT to deploy custom software and do constant upgrades to keep your social media campaigns up and running. They have their own things to worry about. Instead take an approach that you or your agency can do yourself: do it in a self-service manner by creating and deploying interactive online campaigns, tracking and analyzing results and dynamically updating promotions across the web in real-time from a single

location - then update with a simple click. This way you will also reduce your cost and improve your ROI.

Don't Take Things That Aren't Yours

When you take the opportunity to use social media to leverage “word of mouth” or evangelist marketing, whereby customers do the promotion instead of the company itself, you can enlist the credibility of online users to help pass on messaging, contests and discounts to their spheres of influence. Always do this in a transparent manner that lets them add their own opinions to your company messaging. After all, their opinion is their own and when maintained as such is an incredibly powerful boost for your business.

Clean Up Your Own Mess

It's a fact that businesses of all sizes want to engage deeper into the online social sphere, and many continue to dump millions of dollars into the vast “social media ocean.” Which only serves to put more messages out there and create a lot of noise. We see so many companies flailing when it comes to deploying and measuring the impact of their social media campaigns. So help clean up the social media space by putting out relevant, timely messages related to what your audience cares about, and continuously monitoring them for relevance. Throwing sheep is not a business model.

Watch Out For Traffic

Get analytics that give you a real-time understanding of how your audience is responding so you can quickly and easily make appropriate adjustments. No more lag time or months of testing. Can you identify who are the influencers that bring in this traffic? Once you do, you can then market to them in targeted ways.

Warm Cookies and Milk Are Great

This is universally true and needs no explanation. A nap afterwards helps too.

When you start to look at things one simple rule at a time, diving headfirst into social media marketing will be easy.