

**SOCIAL MEDIA MARKETING:
HOW IT CAN BENEFIT YOUR PRINT BUSINESS**

Social media has not only significantly changed the way people engage in personal communication, it has also changed the way businesses large and small are marketing their goods and services. This White Paper, prepared by Komori America, offers guidance on how print providers can make effective use of social media as part of their marketing efforts.

CONTENTS

1. Overview of social media and social media marketing	2
2. Social media platforms and how to choose the right ones for your print business	5
2.1 Twitter	8
2.2 Facebook	16
2.3 Blogs	22
2.4 YouTube	25
2.5 LinkedIn	27
2.6 Google+	31
3. Practices that will help ensure a successful social media campaign	34
4. Conclusion	36

WHY READ THIS WHITE PAPER?

The Internet has had a profound influence on the print industry. While many activities made possible by the Internet, such as the electronic delivery of files and email marketing, may be viewed as eroding some traditional aspects of the industry, it is equally true that the Internet has opened up new market opportunities, such as Web-to-print and PURL direct mail marketing.

Over the past several years, social media has become another important development brought about by the Internet. More and more, print providers are finding that augmenting their traditional marketing initiatives with social media is a winning strategy. In this White Paper, we will look at the fast-changing world of social media and bring you up-to-speed on the current trends and the ways you can use social media to enhance the marketing efforts for your print business.

How is social media marketing different than traditional marketing?

Social media is about engaging in conversations and sharing information and content with an online community. Over the past several years, numerous Web-based platforms and applications, such as Facebook and Twitter, have sprung up, which allows for these online communities to form and facilitate conversations and share information.

While the primary purpose of social media is to enable people to interact and share content online, it also has implications for marketing. Social media offers a powerful set of tools for connecting with your customers and prospects. But there are some important differences between social media marketing and traditional marketing efforts that must be observed.

The main thing that needs to be remembered about social media marketing is that, unlike most traditional marketing communications, social media is intended to be a two-way conversation. Traditional marketing often involves a one-way broadcast of your company's brand story and marketing message to the customer. In contrast, social media marketing, like any good conversation, involves listening and responding to your customers.

Listening to what your customers are saying, whether it is about your products and services, or your company, the print industry, or their business activities and issues, gives you a 360 degree view of their customer experience and allows for an on-the-spot opportunity to respond to their needs. Providing valuable information and resources, even if not tied to a direct sales message, can increase customer trust and loyalty and educate them about how your printing solutions can help them achieve their goals.

1**OVERVIEW OF SOCIAL MEDIA AND
SOCIAL MEDIA MARKETING**

Social media refers to “activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media.

Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios.”¹

While the “culture” of social media is more about building relationships and visibility and less about direct selling, it is nevertheless a powerful means for increasing your potential customers’ trust and loyalty and bringing them to a point where they want to buy.

Even though social media marketing is different than traditional marketing, it is still important to integrate your social media activities into the other marketing initiatives of your print business by promoting your social media participation on your company website and in email marketing, newsletters, and other marketing collateral.

The dynamic growth of social media

Things are changing at a breakneck pace when it comes to social media. A plethora of new platforms and new ways to use existing platforms are created every day. While it is very difficult to say which platforms will be the most popular over time, one thing that has become clear is that participating in social media has widespread appeal across the globe. Facebook, which took only two years to reach an audience of 50 million, compared to 38 years for radio, now boasts over 1.317 billion monthly active users and counting. In 2012, less than a third of B2B marketers said their social media activities were either “fully integrated” or “very involved” with company-wide operations. Today that figure is close to half.²

80 percent of B2C marketers used Twitter in 2013, up from 69 percent the year before, finishing second behind Facebook (89 percent) and ahead of YouTube (72 percent), LinkedIn (71 percent), and Google+ (55 percent).³

As of January 2014, 75 percent of adults use social networking sites.⁴ 42 percent of adults online use multiple social networking platforms.⁵ So it appears that regardless of which platforms ultimately prove most popular, social media is a form of communication that has entered the mainstream.

Is social media marketing right for your print business?

One of the most important reasons why your print business should have a social media presence is that, whether you choose to participate or not, the conversation is already taking place. Consider these facts:

- **72 percent of all internet users are now active on social media**
- **70 percent of marketers have used Facebook successfully to gain new customers**
- **34 percent of marketers have used Twitter to successfully generate leads⁶**
- **Findings from social media behavioral researcher, Tom Webster⁷ and the Edison Research⁸ team revealed the percentage of people following at least one brand on social media more than doubled from 16 percent in 2010 to 33 percent in 2012**

Participating in social media gives you the opportunity to know what is being said about your products and services, your company, and the print industry. It also gives you the opportunity to share your point of view. It gives you the chance to build positive word-of-mouth and establish relationships and trust by providing interested parties with useful information, special offers, and swift responses to questions or concerns. Your participation in social media gives satisfied customers a convenient and visible opportunity to show their endorsement of your print business that can drive new business from their social network.

Participating in social media will also help you understand ways in which your clients can integrate social media tools with the print services you offer to achieve their marketing objectives.

Another reason to participate in social media is that your competitors may already be reaching prospects with a social media presence.

Finally, compared to traditional marketing, social media marketing is a very low-cost way to expand your marketing efforts. The networking sites themselves are generally free and they offer the ability to disseminate information to a wide audience, so the only cost you have to incur is the time it takes to create and maintain a social media presence.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Which social media platforms are right for your print business?

Once you've decided what your print business could stand to gain by participating in social media (or could risk losing business by not participating), the next logical step is determining which platforms to use. With a virtually endless number of platforms to choose from, this can seem like a daunting task at first. But answering two basic questions can help you focus in on the right choices for your business:

1. What category of social media platform are your customers and other stakeholders most likely using?

While there is some overlap, one way social media platforms can be categorized is according to the purposes for which they are used. Considering what your customers may be using social media to accomplish can narrow your focus on platforms to evaluate.

COMMUNICATION

- Blogs:**
Wordpress, TypePad, Blogger
- Microblogs:**
Twitter, Tumblr
- Social Networks:**
Facebook, LinkedIn, Google+
- Events:**
Eventbrite, Eventful, Meetup

MULTIMEDIA

- Photo Sharing:**
Flickr, Instagram, Pinterest
- Video Sharing:**
YouTube, Vimeo
- Livecasting:**
Ustream, Livestream, Google Hangouts On Air
- Audio & Music Sharing:**
Pandora, Spotify

Types of Social Media

COLLABORATION

- LinkedIn:**
LinkedIn Groups
- Wikis:**
Wikipedia, AboutUs.org
- Social Bookmarking:**
Del.icio.us, Digg, Add This
- Opinion Sites:**
Epinions, Amazon reviews, Yelp
- Aggregators:**
Feedly, Flipboard

ENTERTAINMENT

- Virtual Worlds:**
Second Life
- Online gaming:**
World of Warcraft, Halo
- Game sharing:**
Miniclip.com

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS**

Overall, your goal is to identify where your customers and others you want to connect with are already interacting.

If, for example, your print business primarily serves consumers and small businesses, it would be reasonable to assume that your customers, like the customers of major consumer products companies, are active using social media for social networking. In that case, your initial search might focus on platforms like Facebook and Twitter. You may reach prospects by posting pictures of your work on a photo sharing site such as Flickr, Pinterest or Instagram.

If your company is a large commercial printer serving print buyers well-versed and involved in the print industry, you might also consider whether collaborative industry groups on LinkedIn and blogging are likely platforms where your audience can be reached. LinkedIn has a higher percentage of decision-makers and individuals in the C-suite than any other social media platform. It should probably get more treatment than a casual mention of the groups.

If your competition has already established a social media presence, reviewing their activities may provide valuable information about the effectiveness of various platforms as well. You can also gather insights by researching the social media activities of other companies connected to your industry.

2. Where are your customers actually interacting?

Once you decide which social media platforms are most likely being used by your customers and other stakeholders, you can drill down and research whether they are actually using those platforms. An initial step might include performing a topic search on a social media search engine, such as Social Mention. Searching a topic word, such as the name of your business or a relevant industry term, such as "offset," will identify social media posts containing that word. Executing a topic search can help you identify who is talking about your products, company, the print industry, or other matters relevant to your business, and on which platforms.

Another way to identify where relevant conversations are taking place is to join the social media platform you think your customers may be participating in and use the search features of the site to look for relevant conversations. This can be done before taking the time and effort to build a full-scale company presence on the site.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

SOCIAL MEDIA EXAMINER'S 2014 SOCIAL MEDIA MARKETING INDUSTRY REPORT FOUND THE FOLLOWING TO BE THE TOP BENEFITS OF SOCIAL MEDIA MARKETING:

92%

said their social media efforts have generated **more exposure** for their businesses

80%

reported an **increase** in Web traffic

72%

developed **loyal fans** through social media

71%

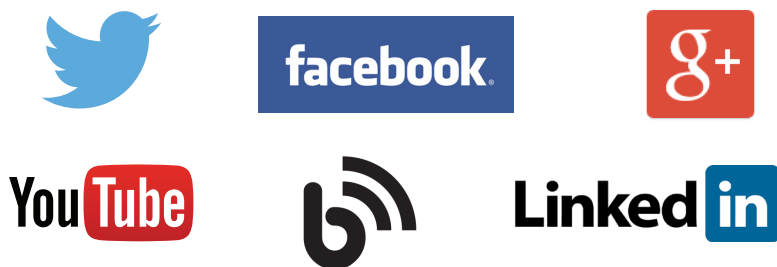
gained **marketplace intelligence**⁹

Twitter and Facebook, in particular, have useful topic search features that will be discussed later in this White Paper. They offer the potential to identify conversations about topics taking place on Twitter and Facebook, and on other social media platforms referenced in those conversations. If your market is geographically based, another way to see where people are interacting is to search using the geographic location identifiers that some platforms, like Twitter, use.

Overall, your goal is to identify where your customers and others you want to connect with are already interacting. Whether that turns out to be Twitter, Facebook, or somewhere else, that's where you can effectively enter the conversation and reach them.

What social media platforms do most businesses use?

While your choices should be driven by what makes sense for your print business, most businesses today are finding value in one or more of the **six social media platforms** below.



A recent study by the Center for Marketing Research found that 77 percent of 2013 Fortune 500 companies were active on at least one of these popular platforms.¹⁰

Companies large and small are getting more comfortable using social media—they are interacting and engaging with their customers more and not just broadcasting one-way corporate messages with their marketing efforts.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Twitter

How can these social media platforms be an effective tool for your print business?

Let's take a look at each of these popular platforms and see how your print business might find them to be a valuable addition to your marketing efforts. We'll start with Twitter.

2.1 Twitter



Twitter is what is known as a "microblogging" platform, which means it is the social media equivalent of a Post-it Note. The site allows you to send and receive very short messages, no more than 140 characters in length, called "tweets." With Twitter, you can quickly communicate with a wide audience of people who choose to receive your posts (called your "followers") and you can receive the tweets of as many people as you would like (by "following" them). In this way, Twitter enables a multi-party interaction that can involve relating daily experiences, sharing Web resources, discussions around particular topics, and reporting and sharing information in real-time about live events, such as a trade show or conference.

Companies are finding real value in Twitter. In fact, Twitter is currently the most popular social media site for Fortune 500 and U.S. companies, with 77 percent of Global¹¹ and 88 percent of U.S. companies having a presence on the platform.¹²

Your print business can use Twitter to inform print buyers, prospects, and others interested in your products, company, or industry about such things as company and print industry news, product information, product promotions, relevant research, customer service advice, and human resources postings. Twitter also offers a great way to monitor the conversations taking place about your products and company, the industry, and the competition.

2 SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Twitter

For example, Twitter can be used to offer discount coupons for new business or referrals, provide information on specialty applications or capabilities your print business offers, highlight seasonal products such as annual reports, and provide links to design sample pictures, educational videos on print processes, or industry news.



A CASE IN POINT—PROVIDING VALUABLE INFORMATION AND SHOWCASING COMPANY CULTURE

Located in Bloomington, Indiana, [Metropolitan Printing](#) is harnessing the power of Twitter to be a constant resource for its customers on all things print and marketing communications. From sharing articles featuring creative print applications to addressing common print questions, Metropolitan Printing is using Twitter to serve its customers on a daily basis and establish its company as one customers can rely on. In addition to demonstrating expertise as a print provider and sharing interesting information, Metropolitan also uses Twitter to give its followers a look “behind the curtain” at the people who make Metropolitan possible. Letting followers in on the day-to-day operations with a look at the latest print piece to come off the press and sharing employee milestones are just two ways that Metropolitan gives a personal touch to its business.

Research by online marketing firm Hubspot found that companies with 51-100 Twitter followers generate 106 percent more Web traffic than those with 25 or fewer followers.¹³

Getting started with Twitter

If your print business might benefit from Twitter, the first thing to do is sign up for a Twitter account at Twitter’s website. As part of the sign-up, you will need to choose a name or “Twitter handle,” similar to choosing a **.com** domain name. Twitter allows you the option to add descriptive information about your print business, provide a link to your website, and customize your Page background to follow your company’s branding. Of course, these options can be completed later if you are not sure Twitter is the right platform and just want to research whether your customers are using it first.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Twitter****Making use of Twitter symbols**

Once you have established your account, you can use Twitter's search feature to find out who is tweeting about topics relevant to your print business. Twitter users have adopted the convention of placing the hashtag symbol (#) in front of certain words that identify the topic of their tweet. This allows other users to search for the hashtag and word combination to find out who is discussing that topic.

For example, a search for #printing will likely identify some posts involving the print industry and # *plus your company name* (for example: #xyzprinting) will identify if there are posts about your company. If your print business has a specific geographic market focus, you may want to search who is discussing that location by searching with the hashtag and location. In addition, if you want to connect with someone in particular, you can search for them on Twitter or check their website to see if they have included a link to their Twitter account.

Once you begin to identify the users you want to interact with on Twitter, you can follow them and engage them in conversation. You can use the @ symbol in front of their username to send a tweet to them or reference them in a tweet so that they know you are tweeting about them.

You can also pass on the interesting posts of those you are following to your followers by copying and pasting their post to send it out as your tweet using the "retweet" (RT) symbol in front of the post. This can be done manually and would look like "RT @username: [original text of their post]" or you can simply click the Retweet button that appears under the original tweet. Following others on Twitter will often result in them following you back, which will help to build your audience.

Twitter provides an opportunity to communicate and engage in another marketing channel.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Twitter****Social Media Marketing with Twitter**

Twitter offers a great way to build visibility for your print business. In essence, it provides an opportunity to communicate and engage in another marketing channel. The key is to provide the kind of information and content through Twitter that your customers and prospects will find valuable and want to use and share with others. Here are just a few possibilities:

- ◆ Identify helpful third-party resources on the Web that explain ways print buyers can get the most out of the products and services you offer
 - **Example:** You find an article on the Web about getting creative using hybrid printing techniques for marketing materials. Tweet about it with a link to the article.

Want to print better marketing materials? Check out these tips on using hybrid printing techniques: [\(include the link here\)](#)

- ◆ Point to thought leadership from your company
 - **Example:** A company executive has a byline in an industry magazine. Tweet about it.

@PrintMag posted this article from our operations director on print technology to look out for in 2015 [\(include the link here\)](#)

- ◆ Highlight important industry issues and your company's involvement
 - **Example:** Tweet and retweet about sustainability and recognition your company has received for its green efforts.

Thanks to the @FSC_IC for recognizing our efforts to make print sustainable [\(include the link here\)](#)

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Twitter

- ◆ Acknowledge third-party mentions of your company or products
 - **Example:** A customer tweets about the great service they received from your company. Tweet a “thank you” about their post.

Thanks @OkAdAgency for your comment! We appreciate your business and all of our loyal customers

- ◆ Drive traffic to your website or blog
 - **Example:** Whenever you add new content to your website or blog, use a tweet to draw attention to it. Be sure to include a link to take the reader straight to it.

New post: How to make your direct mail pieces stand out from the crowd: [\(include the link here\)](#)

Becoming a trusted resource and positioning your company as a customer-first organization is the key to social media marketing. Twitter is a powerful tool for staying top-of-mind with your customers and prospects and creating positive “buzz”—getting others saying good things about you. As with all of social media, a commitment to consistent participation is necessary to achieve success.

Advertising on Twitter

There are two different ways to advertise on Twitter—Promoted Tweets and Promoted Accounts. Promoted tweets will allow your tweets to appear in users’ Twitter streams or in Twitter search results. Promoting your Twitter account will display your Twitter handle under the “Who to Follow” section on users’ homepages.

Which should you choose? If your goal is lead generation, a Promoted Tweet campaign could be a better fit as this would allow you to create targeted tweets to promote your business and links to your website, where Twitter users can then convert to become leads. If your primary goal is to grow your follower base and build your audience, a Promoted Account campaign will help you achieve that objective.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Twitter****◆ Defining Your Target Audience:**

After you have selected the type of Twitter ad you would like to run, the next step is to define your target audience. You can target your campaigns by keywords, interests or followers. Targeting by keywords allows you to reach users that are searching for, tweeting about or engaging with specific words or phrases. You have the option for the tweet you are promoting to appear either within search results or within a user's timeline. If you target users by interests (such as design or marketing) or followers you can create a list of influential Twitter users, and then target other users who have similar interests to your target audience of influencers. Twitter recommends targeting a maximum of 40 influencers. In addition to targeting specific interests and keywords, you can further refine your audience by location, device and gender. As you select your targeting options, Twitter will estimate the size of the audience you'll be able to reach with your campaign.

◆ Creating Your Promoted Tweet:

Once you've determined your target audience you can select from existing tweets in your account or create a new one to promote. You can have multiple tweets promoted within a single campaign and Twitter will optimize your campaign to deliver the tweets that are receiving the most engagement.

◆ Determining Your Budget:

For every ad campaign you run on Twitter you will set a daily budget. Once the budget has been met, your ads (promoted tweet or promoted account) will stop running.

The next step is to place a bid. You will set the maximum amount you are willing to spend per engagement or interaction with your campaign. Engagement on a promoted tweet is considered any retweet, reply, favorite or click from someone that is not currently following your Twitter account. Engagement on a promoted tweet from users who are already following your account does not count toward your campaign or the cost per engagement.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Twitter

You may pay up to maximum bid you select, however Twitter advises that you are likely to spend less than this, as you won't pay more than one cent above a competitive bid. Twitter will also provide suggested bids to optimize your campaign

Budget

- **Set a daily maximum (required).**
 Cap the amount you will spend each day. The maximum resets daily at midnight, America/Chicago time. [Learn more](#)
 per day
- **Set maximum bid per engagement.**
 Enter a bid that reflects how much a Tweet engagement (e.g. Retweet, reply, favorite, or other click) is worth to your business. Bidding higher helps your ad display more often. You'll never pay more than what you've bid, and you'll usually pay less. [Learn more](#)
 Other advertisers are bidding: \$1.50 – \$2.50
 per Tweet engagement Great bid! This makes your ad competitive.
- **Set a total budget (optional).**
 If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

CAMPAIGN WILL

- Start on Jan 1, 2015
- AND Stop after \$200.00 total spent

BUDGETING

- Pay at most \$16.00 per day
- AND Pay \$0.01—\$2.00 per engagement

◆ Managing Your Campaign:

Upon launching your Twitter ad campaign, you can monitor it on the ad platform and adjust your bid at any time based on the ad's performance, what other advertisers are doing and the current allocation of your budget.

Let's look at an example budget for an interest-based campaign with a total campaign budget of \$500 and a daily budget set at \$25. If your maximum bid is 1.50 per engagement (a retweet, reply, favorite or follow), then your campaign could receive 16 or more engagements per day over the duration of the campaign, depending on the average real-time price of each bid.

For more information on Twitter ad campaigns, visit <https://business.twitter.com/ad-products>.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Twitter



Informative Print Industry Twitter Pages

- [@PrintInTheMix](#)
- [@WhatTheyThink](#)
- [@PIConnects](#)
- [@PrintInd](#)

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Facebook****2.2 Facebook**

Facebook is by far the largest social media platform, with over 1.317 billion monthly active users currently. With such a large subscriber base, Facebook offers another important way to connect with your stakeholders. According to one recent survey, 70 percent of Fortune 500 companies have a Facebook Page.¹⁴

Establishing a Facebook Page can serve as an extension of your company website. While it gives you another way to provide basic information about your print business, it also gives customers and others a way to endorse your products and services, discuss them, ask questions, and express concerns. Equally important, it provides you with a real-time opportunity to listen to your customers and address their needs.

As with Twitter, you can post on your Facebook Page about company and product news and promotions that target your customers. In addition, your company Facebook Page can feature video content, such as product demonstrations, commercials, or webinars. Facebook is also a great place to share pictures and highlight company events and social responsibility activities.

**A CASE IN POINT—MAKING AN IMPACT WITH VISUAL CONTENT**

Print is a visual medium and PrintPlace has taken to Facebook—where visual content reigns—to demonstrate its passion for print and exhibit its capabilities to potential customers. Posting on a regular basis helps to not only keep PrintPlace's Facebook Page updated with fresh content, but also ensures the company stays top of mind with its fans. The print company posts a wide variety of content, most often accompanied by a large photo or graphic to catch the reader's attention. From direct mail tips and design tutorials for their customers to photos from tradeshow or images of their pressroom, PrintPlace is harnessing Facebook to draw in current and potential customers with visually appealing content.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

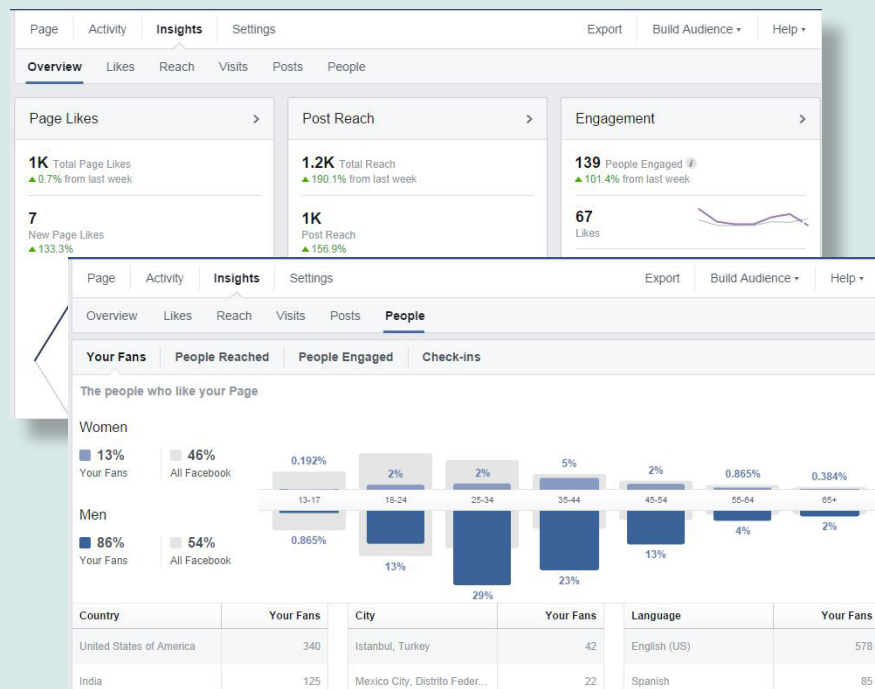
Facebook

There have been a number of cases covered by the media about an employee or job candidate who was dismissed for things posted on their Facebook Page.

Getting started with Facebook

To create a Facebook Page for your print business, you must first create a personal Page with Facebook by visiting their website and signing up. After that, you can navigate to the Page section of Facebook and create a company Page. In addition to including basic information about your print business on your Page, there are applications on Facebook that make it possible to incorporate feeds from your company blog or other social media accounts you have established. Of course, if you just want to see if your customers are using Facebook, you can perform searches on the platform before completely building a company Page.

Facebook provides a number of analytics that can help you monitor activity on your account. You can track demographics on your company's fans (including age, gender, and location), Page views, and information about interactions involving your Page, such as the number of comments, Wall posts, and "likes" generated by each piece of content you post.



2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Facebook**

Once your company Page is published, invite your employees and business associates to become fans of your Page. You can get a “vanity” URL for your Page that uses your company name, making it easier for people to find your company’s Page on Facebook. To promote your Page further, add a link to it from your company website and blog and include the Facebook URL in your marketing collateral.

Social Media Marketing with Facebook

Facebook is another platform that offers a great vehicle to connect with your customers in a personable way. It can also act as a forum for customer relations and convey the “human” side of your company, ultimately building a community around your business. Asking questions, sharing images and posting positive and useful content that is easy for your audience to comment on will help generate engagement on Facebook. Here are a few examples of the kinds of content you can share:

- ◆ Showcase company-wide activities, such as nonprofit work your company sponsors or social responsibility initiatives, to “humanize” your business
 - **Example:** Your company just participated in a 5k fundraiser in your community. Post a photo of your employees at the event and give a shout out to the nonprofit/community organization.

Team ABC Graphics is proud to support the Habitat for Humanity summer 5k fundraiser!

- ◆ Share how-to articles or video tutorials related to your products and services that showcase your capabilities
 - **Example:** You find an article about five things to keep in mind when creating a brochure. Share it with your customers as a resource.

Brochures are just one of many marketing pieces that ABC Graphics can help you create. Here are five helpful things to keep in mind when designing your next brochure. ([include the link here](#))

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Facebook

- ◆ Announce exclusive deals and promotions you're offering online as well as customer appreciation or education events

–**Example:** Post a printable coupon or online code that can be redeemed only by customers that are a fan of your company on Facebook.

*As a token of our appreciation for our Facebook Fans, we are offering 10 percent off of your next print order! Print this coupon or use the code **FACEBOOK10** online.*

- ◆ Post company news releases or media coverage obtained from your PR efforts

–**Example:** Your company just won an award in a print competition. Post the media coverage and an image of your winning piece.

We are very excited to announce that ABC Graphics has won Gold in the Northwest Printing Competition for our annual report! ([include the link here](#))

- ◆ Promote links to your other social media channels, such as Twitter, YouTube or your blog

–**Example:** If you just posted a new blog post or video to your YouTube channel, post a link to it.

Did you know that ABC Graphics is on YouTube? Check out our latest video that tours our production floor and print equipment! ([include the link here](#))

Facebook Ads

Like Twitter, Facebook has advertising options with a similar methodology. Not only can they include messages from your business but also social information about friends. When available, people will see if their friends have engaged with your business. Facebook offers a wide variety of targeting options to help you reach your desired target audience and a bidding system to help you maximize your budget. Here's how your business can get started.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****Facebook**◆ **Creating Your Facebook Ad:**

Go to the Facebook ads create tool at <https://www.facebook.com/ads/create> and the first thing you will be asked to do is choose your advertising objective. The options range from increasing the number of “likes” your company page has to driving visitors to a specific website or securing video views. The results you are looking for from your Facebook advertising campaign will help determine the best type of ad to run.

Once you choose what you want to advertise, you’ll have the opportunity to select up to six images, either existing images on your Facebook Page or new images you choose to upload, and write up to 90 characters of text to create your ad. Each image you add will create a different ad in your campaign. After your campaign starts, you can monitor how your target audience responds to the different images and allocate your budget toward the ad that performs best. For all ads, the recommended image size is 1200x627 pixels, however Facebook recommends a minimum width of 600 pixels for images appearing in the News Feed.

◆ **Defining Your Target Audience:**

After you have created and previewed your ad, it is time to select and define your target audience. Who do you want to see and interact with your ad? Facebook offers a wide variety of categories that can be customized to identify your ideal audience, including location, interests, age, gender, language and other demographic information. As you build your definition, Facebook will outline your audience details and estimate the potential reach of your ad.

◆ **Determining Your Budget:**

Your campaign budget is the total amount that you would like to spend on a specific campaign. If you choose a daily budget, the amount you enter is the maximum you’ll spend each day. If you choose a lifetime budget, the amount you enter is the maximum you’ll spend during the lifetime of your ad campaign. The distribution of your ads on Facebook is determined by several factors including your bid, marketplace competition, target audience and ad performance history.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Facebook

Facebook will automatically optimize your ads to reach the target audience defined for your campaign. As a default, Facebook ads are set up to pay per 1,000 impressions (CPM). This means you'll pay every time your ad is served to someone, instead of paying per click.

When you pay for impressions, your ad will be optimized to serve to the people within your target audience who are most likely to take the action that will help you meet your advertising objective.

Alternatively, Facebook offers the option to pay per click (CPC) under "Advanced Payment Options" if you are advertising a Facebook Page, app, event or external website. This setting allows you to set a maximum bid per click.

Facebook will calculate a suggested bid range to help you pick a maximum bid based on how many other advertisers are competing to show their ad to the same audience as you are. You don't have to choose a bid in this range, but it can be a helpful guide for identifying a bid that will result in a good amount of impressions and clicks.

◆ Managing Your Campaign:

To manage your ad, visit the Facebook Ads Manager at <https://www.facebook.com/ads/manage> and there you will see a list of all your campaigns. Within the Ad Manager you can check on your ad's performance in the "Reports" section and you can also adjust the timing or duration of the campaign, how much you want to spend and what the ad looks like.

For more information on Facebook ads, visit <https://www.facebook.com/business/products/ads>.

 facebook

Print Industry Pages on Facebook

- [Printing Industries of America](#)
- [PrintMediaCentr](#)
- [WhatTheyThink](#)
- [Choose Print](#)

2 SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Blogs

2.3 Blogs



The pervasiveness of the Internet in our daily lives has transformed the way we receive and share information. The popularity of blog-based websites such as the The Huffington Post attest to the fact that blogs have become a mainstream source of news, opinion, and information.

Blogs are essentially online journals. What separates a blog from an online newsletter or byline is the readers' ability to interact with the author through comments. Sometimes with blogs, the conversation that follows a post is much more interesting than the post itself, as readers engage with the author and each other on the blog post topic.

Bloggging can give your print business its own online publication, where you can offer posts about anything you believe will be of interest to your blog readers or help them with their business. You can use your blog to convey thought leadership about the print industry; highlight company initiatives; discuss technical aspects of your products, services, and print applications; provide tips for print buyers; comment on articles in the trade press; provide information on print industry trade events, and more. Some companies have multiple blogs, allowing a voice for different employees or for covering differing products or markets.

While there are millions of active blogs on the Internet, only one-third of Fortune 500 companies are engaged in blogging.¹⁵ Although less widely-used than Twitter and Facebook among these companies, there are still a number of good reasons why you might choose to include blogging as part of your social media strategy. Blogging offers a number of benefits, including:

- **Supporting your other social media activities by posting fresh blog content to share**
- **Providing an easy means to share up-to-date company information with your subscribers**
- **Offering a way to humanize the company through conversational posts**
- **Supporting your brand messaging through blog posts that touch on your key marketing themes**

When you blog, you can also tweet about the blog, which serves the dual purpose of driving traffic to your blog while, at the same time, spreading a message through your Twitter network that is much longer than you could share using Twitter alone.

2 SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Blogs



A CASE IN POINT—GOING A STEP BEYOND THE TRADITIONAL WEBSITE

Publishing a blog provides the opportunity to share helpful content and resources that extends beyond the traditional website. [Margie Dana](#), a prominent writer and speaker in the print industry, has built an online community where she does just that. Writing on a wide variety of topics, from print buying to direct mail and much more, Dana has established herself as a trusted resource to print and marketing service providers. Posting content regularly on her blog not only keeps her readers coming back but also extends an invitation for them to share comments and join in the conversation with Dana.

SEVERAL THINGS CAN HELP YOU BUILD A LOYAL BLOG FOLLOWING, INCLUDING:

- Posting interesting new content on a regular basis
- Using other social media tools to drive traffic to your blog posts
- Commenting favorably on the blog posts of others who are blogging on similar topics—on their site and in your posts
- Answering everyone who comments on your posts to encourage the conversation
- Keeping it interesting by incorporating more than your words—including video content, links, and guest posts

There is another important potential benefit of blogging. One online marketing firm found that their clients who blogged had 55 percent more visitors to their website than those who didn't.¹⁶ Moreover, those companies enjoyed 97 percent more inbound links to their website. Inbound links are links that others place on their sites and posts to direct someone back to your site. They are important because they signal to search engines that your site is one that should be indexed so others can find it—ultimately boosting your website's search engine optimization or SEO. The study found that companies that blogged had more than 400 percent more indexed website pages than companies that didn't, dramatically increasing their search engine ranking.¹⁷ Another study found that companies that blog generated 67 percent more monthly leads than companies that did not blog.¹⁸

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Blogs

Getting started with a blog

There are a number of free and subscription options for blogging software on the Internet, including Wordpress, Blogger, and Typepad. Once you choose and download the blogging software, you can customize the look of your blog and choose a blog name.

Before you begin posting, it is a good idea to read a number of blog posts by others within the print industry or in related industries. Get a feel for how they approach their posts and respond to comments. It is considered a good practice to link to the third-party content you reference in your posts and to always invite discussion with open-ended questions.



Informative Print Industry Blogs

- [What They Think? Blogs](#)
 - [PrintCEO](#)
 - [Voice of the Industry](#)
 - [Economics and Research](#)
- [David's Spiel](#)
- [Bindery Success](#)
- [MyPrintResource Blog](#)
- [Print Finish Blog](#)
- [UPrinting.com Blog](#)
- [Printing Impressions Blogroll](#)
 - [Margie's Buyer Insights](#)
 - [Systemic Success](#)
 - [Building Brands](#)
 - [Profitable Printing Relationships and more](#)

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

YouTube



2.4 YouTube

YouTube is a very popular video website for entertainment, but it is also used for business. 69 percent of Fortune 500 companies have a YouTube Channel.¹⁹ Cisco predicts that online video traffic will account for 55 percent of all consumer Internet traffic globally in 2016.²⁰ This activity indicates the popularity and effectiveness of video content in the business setting.

Video clips have the potential to add highly engaging content for your social media strategy. Using video, your company can provide your customers with:

- **A more humanized, personal impression of your business**
- **An inside look at your company and its print operations**
- **Demonstrations of print techniques and applications**
- **Educational how-to's**
- **Commercials**
- **Interviews with employees, customers, and others**
- **Trade show and event coverage**

YOUTUBE BY THE NUMBERS

- More than 1 billion unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth
- 100 hours of video are uploaded to YouTube every minute
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network²¹

Progressive Printing, for example, posted a six minute video on YouTube entitled "How Does Commercial Printing Work" that has received 207,800 views to date.

All of the video content listed above can be integrated with your other social media properties and traditional marketing materials. New videos can be highlighted in a blog post, for example, and on your website, Facebook, Twitter, and your company newsletter.

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS**YouTube** fold
factory
.com**A CASE IN POINT—IF A PHOTO IS WORTH 1,000 WORDS, VIDEO IS PRICELESS**

Trish Witkowski, founder of FoldFactory.com, takes to YouTube each week in her popular video series, “60-Second Super-Cool Fold of the Week” to show off a new print piece the features a unique fold. By posting short video clips, Witkowski “let’s the folds do the talking” as she analyzes each piece and often breaks them down to share how it was produced. Video, as opposed to static images or descriptive text, helps to give the viewer a complete visual of the piece and see how the folded elements work.

How to get started with YouTube

With today’s readily available and cost-effective video and video editing technology, it is not necessary to hire a professional videographer to produce suitable YouTube videos. YouTube offers an online handbook containing the technical instruction needed to produce and upload your company videos. As with Facebook, YouTube also has a detailed set of analytics to help track user interactions with your company’s YouTube channel.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****LinkedIn****2.5 LinkedIn**

LinkedIn is a professional contact database with over 313 million members in over 200 countries. Executives from all Fortune 500 companies have LinkedIn accounts.²²

In one sense, LinkedIn can be thought of as an extremely large virtual Rolodex. It is an effective tool for keeping track of people, finding people that you are looking for, and for being found by them. LinkedIn provides a way to create an online network of people that you know, giving you constant access to their up-to-date contact information. But LinkedIn has added functionality that makes it more than an online Rolodex.

In addition to being able to see information about the people in your network of contacts, LinkedIn gives you visibility into the contacts your contacts have and so on. Using the search features of LinkedIn allows you to find someone who you would like to make a business connection with, and then see if you know someone in common who could provide an introduction. LinkedIn is also a useful tool for finding, or learning about, potential job candidates.

LinkedIn provides other ways to network with colleagues as well. Users can join a LinkedIn Group, where professionals in a field discuss issues and resolve problems related to their industry. LinkedIn Groups also allow people in need of a solution to post business-related questions to the members of their network. Participation in the industry collaborations facilitated by LinkedIn can increase the reputation you and your print business have in your field.

Getting started with LinkedIn

A basic LinkedIn account is free and can be set up by visiting the LinkedIn website. Once you sign up, you will be prompted to create a LinkedIn Profile, which includes information about your current and past employment positions and relevant contact information. LinkedIn can upload your address book to begin creating your network. LinkedIn also has a feature that allows users to link their Twitter and LinkedIn accounts, so that their LinkedIn network will receive their tweets.

LinkedIn provides a way to create an online network of people that you know, giving you constant access to their up-to-date contact information.

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SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

LinkedIn

LinkedIn Company Pages

Company Pages act as a branded profile for a company on LinkedIn. With customizable Page components available, LinkedIn offers a variety of ways for you to showcase your business to members of LinkedIn.

Key features include:

- **A high-level overview of the business, including a brief company description, industry and specialties, website, location and company size**
- **Custom cover image graphic in addition to your company logo**
- **Company posts on topics ranging from company announcements and blog posts to press releases and industry news**
- **A listing of friends and colleagues who are connected to the business**

To start a Company Page for your business on LinkedIn, visit the Company section and select Add a Company. You can then enter your company name and your company email address, which LinkedIn will verify by sending you a confirmation email with a link to begin building your Company Page. From there you can add other employees as admins and fill out basic profile information that includes your location and a brief description of what makes your business unique. You'll also want to upload your company logo and a header image, as these are the first things other LinkedIn members will see.

LinkedIn Ads

Similar to Twitter and Facebook, LinkedIn also offers an advertising platform within its larger social media platform. By targeting other businesses, having an advertising presence on LinkedIn can help you generate leads and customers.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****LinkedIn**◆ **Creating Your LinkedIn Ad:**

LinkedIn offers three different ad formats: text and photo, video and text only. Each ad consists of a 25 character headline, 75 character text description, a 50x50 pixel image (unless it is text only) and the destination URL.

Your ads can appear on a variety of pages on the LinkedIn.com website including your home page when you log in, a user's profile page, within LinkedIn groups, on a user's message inbox page or on a page displaying LinkedIn search results. Text-only ads are only shown at the top of the LinkedIn.com home page when you are logged into your account.

◆ **Defining Your Target Audience:**

You can specify which LinkedIn members view your ads by selecting a target audience using the following criteria: job title, job function, industry, geography, age, gender, company name, company size and LinkedIn Group. As you select your targeting options, LinkedIn will estimate the size of the audience you'll be able to reach with your campaign.

◆ **Determining Your Budget:**

You can control your advertising costs by setting a daily maximum and total budget. Additionally, you only pay for the performance of your ad, which means you only pay when you receive clicks or impressions. To make any adjustments to your campaign you can log into the LinkedIn Ads Dashboard at any time and switch your campaigns on or off.

LinkedIn offers two ad pricing options: Pay per Click (CPC) and Pay per 1,000 Impressions (CPM). Each option has a minimum cost per bid of \$2.00 USD. As you are creating your ad, LinkedIn will provide a suggested bid range that represents an estimate of the current competing bids by other advertisers targeting the same audience.

For additional information on LinkedIn ads, visit <https://www.linkedin.com/ads/>.

2**SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS****LinkedIn****Print Industry LinkedIn Groups**

- [Print Production Professionals](#)
- [Print Industry Networking Group](#)
- [Digital Printing](#)
- [Digital Printing Network](#)
- [NAPL Printing Business Executives](#)
- [Printing Industries of America Networking Group](#)
- [Digital Printing Council](#)
- [Printing Industries Press](#)

2

SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

Google+



2.6 Google+

Google+ is the social network powered by Google—the most influential search engine on the internet. While Google+ has only been on the social media scene for three years, it now has over 1 billion enabled accounts and 359 million active monthly users.²³

When you publish a post on Google+, it is indexed by Google’s search algorithm. This means that your posts are searchable and can appear in search results related to that content, which can ultimately help your SEO efforts.

When other Google+ users interact with your content, they can “+1” your post which is similar to the Facebook “like”. This indicates to Google you have credible content and can impact your business’ search rankings with the social signals of +1s.

How To Create a Google+ Business Page

- **Go to the Create a Google+ Page link to get started at <https://plus.google.com/pages/create>.**
- **Select the category that best matches your business—Storefront, Service Area or Brand.**
- **Customize your business page by including your business name and tagline, a link to your website, address and contact information as well as uploading a small logo and header image**
- **You can also secure a custom URL for your Google+ Page by logging in to “Google My Business” at <https://business.google.com/> and selecting “Get your custom URL” under the About tab.**

Once you have established your business’ Google+ Page, you can start posting and sharing links, photos and videos just like you do on Facebook. Make your posts interactive and engaging by adding photos, videos or links. You can also share your posts with people in different circles.

One reason to take note of Google+ is that it is integrated with Google Search, which can ultimately help SEO efforts. When you publish a post on Google+ it is indexed by Google’s search algorithm. This means that your posts are searchable and can appear in Google search results related to that content.

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SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS**Google+**

Under People, you will be able to determine how Google+ users see your business page and the content you post. For example, you can group the users in your circles into customizable categories such as customers, team members, VIPs or other categories you create. You can also see who has added your new Google+ page to their circles and then follow them in return.

Additionally, you can also promote your Google+ Page by including the Google+ badge on your website to allow people to +1 and add your business to their circles directly from your website.

**Print Industry Pages on Google+**

- [Print Media Centr](#)
- [WhatTheyThink](#)

2
SOCIAL MEDIA PLATFORMS AND HOW TO CHOOSE THE RIGHT ONES FOR YOUR PRINT BUSINESS

SOCIAL MEDIA SCORECARD

Platform	Increase Brand Awareness	Monitor Conversations	Improve Communications with Customers	Drive Website Traffic	Improve Search Engine Ranking	Advance Industry Thought Leadership
Twitter	★★★★	★★★★	★★★★	★★★	★★	★★★
Facebook	★★★★	★★★★	★★★★	★★	★	★★
Blog	★★	★	★★★★	★★★	★★★★	★★★★
YouTube	★★★★	★★	★★★★	★★★	★★★★	★★★
LinkedIn	★★	★★★	★★★★	★	★	★★★★
Google+	★★★	★★	★★	★★★	★★★★	★★

★★★★ = the Best

3**PRACTICES THAT WILL HELP ENSURE A
SUCCESSFUL SOCIAL MEDIA CAMPAIGN**

Engaging in the following practices will help ensure that your social media campaign is a success.

Start by looking around—and listening. Get on the various social media platforms and look at what your customers are doing, what your competitors are doing, what your business partners are doing, and what others in the print industry are doing. Listening first will help you get a feel for where and how to get involved.

Make sure your strategy is aligned with your overall business objectives. Like any business investment, participation in social media will only create the desired return on investment if it furthers your larger business objectives. For example, maybe you will want a presence on YouTube because it will allow you to demonstrate a capability, such as Web-to-print, better than a sales brochure, or because it lets you show prospects your pressroom instead of just providing a list of equipment on your website.

Maybe your goal is to establish yourself as a thought leader in the print industry and you see blogging or participation in LinkedIn Groups as a way to accomplish that goal. Maybe your customers are already using Twitter and it offers a new way to connect with them and distribute inexpensive promotions. Make sure whatever you do makes sense in terms of your overall business objectives.

Plan to invest in your social media presence. While most social media platforms are free, it is critical for success to take into account the time commitment needed to have an ongoing presence and plan for it. You can't generate interest in your blog unless you regularly write interesting posts, respond to comments, and comment on other people's blogs. With all of social media, being an active part of the community is the key to success—and that takes time.

If you want to be involved but don't think anyone in your company can devote the time to it, it is possible to outsource the set-up and maintenance of a social media presence. In addition, applications such as Tweetdeck make it possible to send updates to Twitter, Facebook, LinkedIn and other platforms with a single post.

Like any business investment, participation in social media will only create the desired return on investment if it furthers your larger business objectives.

3 PRACTICES THAT WILL HELP ENSURE A SUCCESSFUL SOCIAL MEDIA CAMPAIGN

Remember that providing valuable content is king. Original, engaging content is key to a successful social media strategy. As we have discussed, social media is not the place to provide only content that is marketing or promotional in nature. Instead, give your stakeholders content that meets their needs and they will begin to turn to you as a trusted resource. For content ideas, listen to what your stakeholders are asking for and provide what you can even if it doesn't directly relate to your product and service offerings.

For example, maybe your customers are interested in sustainable practices—provide a White Paper. Maybe they are looking for ideas on how to get the most out of their marketing spend—blog or tweet about it. Maybe you want potential customers to understand the advantages of using the printing processes you offer for a particular job, provide a link to an article or video explaining them. There are lots of possibilities.

Don't be afraid of a few negative comments. Instead of seeing negative feedback as a problem with social media, view it as a real-time opportunity to learn from interested customers what they really think and as an opportunity to offer your company's take on the matter. Many companies have found that quick and responsive replies to complaints posted on social media platforms often turn unhappy customers into company evangelists.

Adopt a social media use policy. It's a good idea to be clear about who from your print business is permitted to post content on behalf of the company and what things your company is or is not comfortable having designated employees post. Similar to an employee manual, developing a social media use policy is a valuable way to set and communicate the company's expectations regarding online involvement. The social media use policies of several large organizations, such as Intel and IBM, can be found on the Web.

Evaluate. Once you have had your social media presence in place for a while, evaluate it. Is your Facebook Page grabbing your customers' interest? If not, maybe you need to try some different content. Is Twitter helping to drive people to your webpage? Are people commenting on your blog posts? The great thing about social media is your community tells you if what you are doing is effective by their interaction with you or lack of interaction. You don't have to guess. So evaluate your results and adjust your tactics if you need to in order to get the results you are looking for.

4 CONCLUSION

There's no question that social media has revolutionized the way we communicate and has made the world a lot smaller—and more connected—place. Getting a social media presence started for your print business will get you into the conversation and provide a whole new set of tools for raising awareness of your business and getting the word out about your valuable services.

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