

Social Media Strategy

June 17, 2010

The Facts

In 2010, Gen Y (born 1970-1990) will surpass Baby Boomers...
96% belong to at least one social network

Facebook has 400 million + active users. Half logon on any given day spending an average of 55 minutes on the site. Average user is linked to 130 friends.

Twitter had 106 million users in March 2010. 55 million tweets are sent each day with more than 600 million queries in Twitter's search engine

You Tube exceeds 2 billion views per day. 24 hours of video is uploaded every minute. Average person spends 15 minutes a day on You Tube. (source: website-monitoring.com)

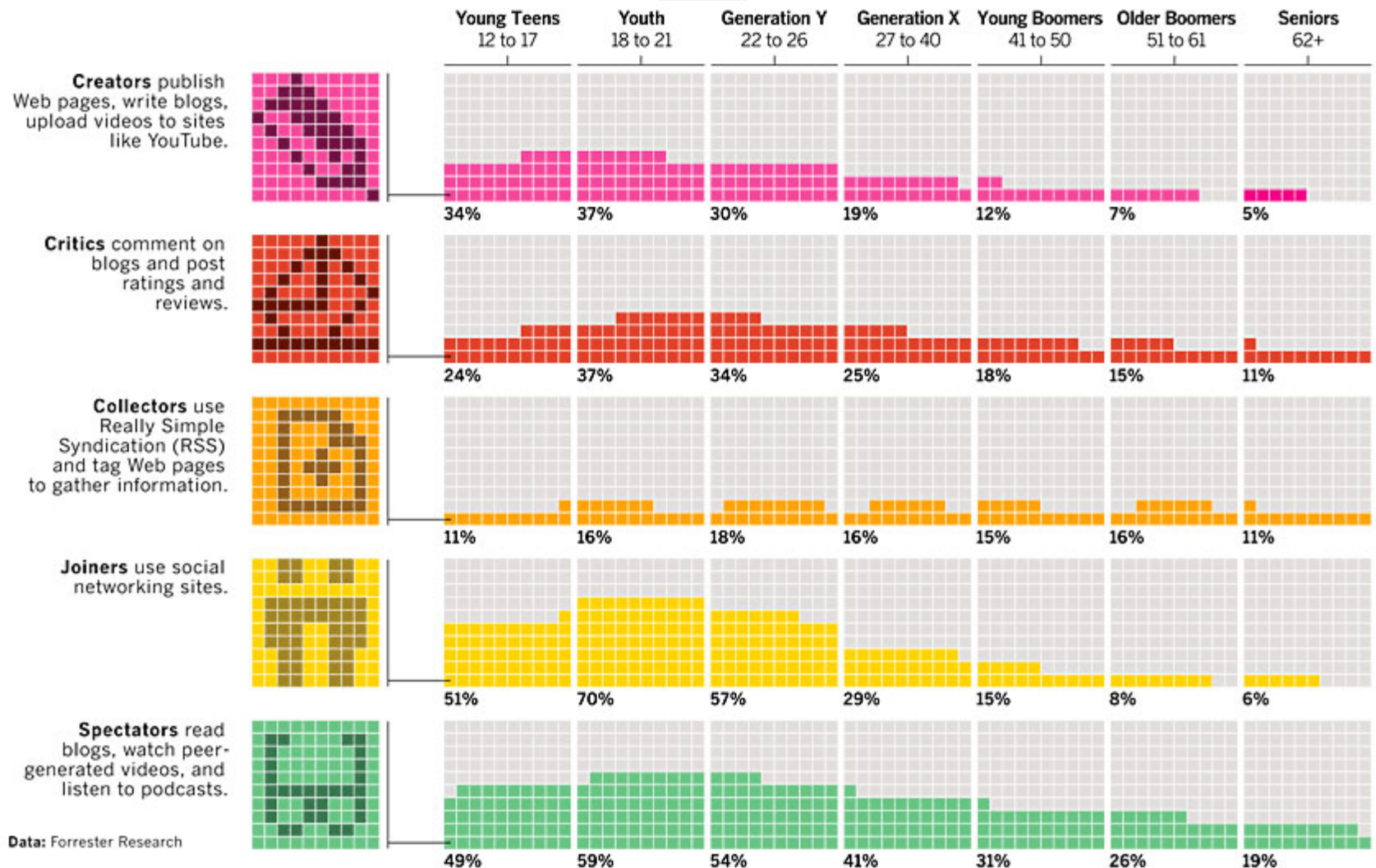
79% of the Fortune 100 are using at least one of the main social sites to communicate with customers

20% are using all four of the main social technologies (Twitter, YouTube, Facebook, and Blogs) (source: Burson-Marsteller.com)

Social networks and **blogs** are the 4th most popular online activities online, even beating personal email.



Who Participates Online?



Strategy: Reasons to Use Social Media

Internet Presence

Improve search engine visibility, organic search rankings, a website is not enough

Sales

Gain new customers, increased frequency of transactions, higher average order

Customer Support

Immediate feedback and response, positive impact in public forum, cost reduction

Human Resources

More effective recruiting, reach qualified applicants, wider pool

Customer Loyalty

Increased interactions, deeper relationship with brand, more trust

Business Intelligence

Market awareness and competitive analysis

Public Relations

Online reputation management, improve brand image, greater reach than ever before, low cost, affordable for small biz

Forming Your Strategy



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A new strategic model for 2010

Your company website serves as the central hub of your business online.

Social, marketing, and public relations platforms help create a “brand cloud” increasing your online presence for your target audience and the all-important search engines.

Getting Started

Leverage the Web to Manage Your Message

Public Relations, Social Media Strategies That Engage Your Audience and Shape Opinion



Call **Hallaron Public Relations** to discuss your company's Social Media Strategy.

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