

NEW TO SOCIAL MEDIA? YOU'RE NOT ALONE.

In a recent survey, a significant 88% of marketers said they are using social media to promote their businesses, BUT 72% have only been doing so for a few months or less.

Top Social Media Tools Used by Marketers:

#1—Twitter

#2—Blogs

#3—LinkedIn

#4—Facebook

Source: *Social Media Marketing Industry Report—How Marketers Are Using Social Media to Grow Their Businesses* by Michael A. Stelzner (2009)

SOCIAL MEDIA MARKETING:

An effective way to engage consumers and generate exposure, opportunity and sales!

Facebook...Twitter...LinkedIn...blog sites...these and other popular social media tools are opening up exciting new avenues for savvy marketers to inexpensively find leads, increase sales and generate more brand awareness.

What are the benefits of integrating social media into your marketing mix? Here's what marketers had to say in a recent study*:

- #1 Benefit: Generates exposure and all-important mindshare.
- #2 Benefit: Increases website traffic and builds new business partnerships.
- Unexpected Benefit: Rise in search engine rankings (reported by more than half of survey participants).
- Sales Benefit: Generates qualified leads (reported by about one in two marketers surveyed).

The Benefits of Social Media Marketing



*Survey of 900 marketers who are currently using social media to grow and promote their businesses. Research sponsored by *Social Media Examiner* (Michael A. Stelzner).

WHAT ARE SOME OF THE PROMOTIONAL TACTICS BEING USED? SEE BACK SIDE.

WHAT PROMOTING THROUGH SOCIAL MEDIA NETWORKS CAN DO FOR YOU

It's an opportunity to...

- Get potential customers discussing your products, posting comments and reviews, and thereby continually promoting your brand.
- Take advantage of backlinks that drive more traffic to your website.
- Move beyond outdated SEO techniques that generate traffic for a few days and then disappear—to an approach that offers never-ending results.

SOCIAL MEDIA PROMOTIONS: Tactics That Work

Social media provide great opportunities for interactive promotions that engage consumers in new and compelling ways. Traditional tactics are being reinvented for the virtual world—with exciting impact and results. Unique interactive online games, MobiDecoder™ text-and-win promotions, VirtualDecoder™ web promotions, digital premiums and more are changing the way marketers reach and motivate potential customers.

Case Study: Act II Popcorn

Objective: Increase sales in commercial vending channel.

Solution: Fun, interactive online eScratchers™ game with a chance to win \$1 million and other prizes. To play, consumers went to a promotional website and entered the freshness code from specially marked packages.

WE'VE GOT A MILLION MORE REASONS FOR YOU TO STOCK ACT II.

Don't want to be a millionaire? Don't want to win a game that is so fun and easy to play, you'll want to play it every week and why you should look up on ACT II

- Millions of specially marked packages of our most popular varieties of ACT II Microwave Popcorn feature a 10-digit code which consumers use to access the ACT II Web site and promotions.
- Consumers enter their package code and have a 10 day scratch-off to play.
- 100,000 package codes will be randomly selected to participate in play.
- Multiple packages will also winning interactive scratch-off codes given to their owners.
- Prizes include:
 - 100,000 codes will win \$1,000,000 Grand Prize plus 100,000 codes will win \$10,000 each.
 - 100,000 codes will win \$1,000 each.
 - 100,000 codes will win \$100 each.
 - 100,000 codes will win \$10 each.
 - 100,000 codes will win \$1 each.
 - 100,000 codes will win \$0.50 each.
 - 100,000 codes will win \$0.25 each.
 - 100,000 codes will win \$0.10 each.
 - 100,000 codes will win \$0.05 each.
 - 100,000 codes will win \$0.01 each.

Consumers receive their code of winning and enjoy scratch-off. Don't miss out! Check these special ACT II Microwave Popcorn marked in your vending machine. One per 1 per in the case. One package a winner with the "10" (Ten a Million!)™ vending promotion!

©2008 ACT II MICROWAVE POPCORN. 100,000,000 Codes. One per 1 per in the case. One package a winner with the "10" (Ten a Million!)™ vending promotion.

Results: Unit sales increased more than 33% during the nine-month promotion period.

BLOGS: A Good Place To Start

Gain presence within popular online communities such as squidoo, blogger, hubpages, and others by setting up relevant, customized "micro sites" to deliver content of interest—building exposure for your business and providing links to your main website. We can show you how!

Contact us for more ideas that tap into the vast marketing potential of social media!