



Social Media Strategy **The Whitepaper of New Media**

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This white paper discusses how to leverage Social Media in a way that best fits your needs and promotes your product or service.

Ok, so let's assume that you run a company, or you have a product or service, or perhaps you are considered an expert in your chosen field.

You've heard people talking about this thing called New Media, or Social Networking – you are now reading this to find out how you can leverage it to your advantage.

First, be passionate.
Be yourself.

If you are shy, you'll need to put yourself "out there" – forget about your business, or your product/service and just be human. Businesses are faceless entities, a dime a dozen, and people don't generally have any connection, no matter what.

If you are outgoing to the point of always trying to close a deal, tame it down a bit – contrary to what you might believe, most people don't feel comfortable being pressured.

Make it easy for others to get attached.

If you are a large corporation, this may surprise you but most people could care less about doing business with you, they're just looking for a solution to any number of situations.

Nobody feels connected with Nike, or Coca-Cola as a corporation, but they do prefer to do business with Mike from Nike, or Sarah from Coca-Cola. It's all about the people.

Make it easy for them to connect.

Human beings cannot connect with businesses – I am human – I connect with people.

What makes up a company anyhow?

People.

Create your own ecosystem.

If your lucky enough that your name hasn't already been registered as a domain, register it now. GoDaddy is one such service, but there are hundreds of domain registrars to choose from. While you are at it, you might as well register it for at least 10 years, or the maximum time allowed by the registration service of your choice. You can use your new domain name for a blog, or to redirect traffic to another site of your choice (perhaps a hosted site from [Wordpress](#) or [Blogger](#))

You'll probably change jobs, most people do. It is doubtful that that you'll be changing your name anytime soon.

Let's say that people have worked with Mike from Nike, and now Mike works for Adidas, they'll still want to do business with Mike, because they know that he will give them a fair deal and they've already established a relationship with him – it's really about the person, and not the product.

Yeah right, how about some real life examples?

[Robert Scoble](#) is considered to be an A-List blogger – it doesn't matter who he works for, people follow the person. Robert used to work for Microsoft – he's been credited for giving Microsoft a human presence. Robert was reachable and he gave people an inside look into the world which was previously known only as a faceless corporation.

[Chris Brogan](#) is another example. Chris is a passionate new media evangelist who recently switched jobs, people are still following Chris. They don't follow whoever his employer happens to be.

Okay, I get it – be human, but then what?

Go online – join as many social networking sites as you can find (new ones are starting up each month).

As of this writing, Google displays 6.57 million results for the term [Social Networking Sites](#), and Wikipedia.com has [a lengthy list](#) of sites making it a good place for you to start

Which sites that you chose to join first doesn't really matter – you can begin to ask the members of the sites you'll join what other services they belong to. Join them all as soon as you find out about them.

Marketing and Sales

Don't join a social networking site and immediately start posting messages about your company, your products, or your services. The existing members don't care, and you'll quickly be ignored as someone who is spamming the communication channels.

Watch some of the conversations taking place there, for a week or two – get a feel for the site and how the members interact with each other. Begin to offer to help whenever you can, for free, and without any expectation of compensation. Build relationships with the individuals, make friendships, be nice and be courteous. You are new to their world and you'll need to establish yourself as someone worth having a conversation with.

Don't try to game the system.

Since you are reading this, I'll assume that you are fairly new to these types of online communities – so remember this, most people take a very active part, and it's a major portion of their daily lifestyle – so don't just barge in thinking that you can control or manipulate the situation – remember what was said above about high pressure situations – people tune them out of their minds quickly, and you'll be ignored.

Summary

It's dawned on me as I've finished writing this white paper that what I have actually done is asked you to be nice and get to know other people. That may seem strange to some, but how many of us really know our own neighbors these days? What you do in real life can easily be carried into the online world, and vice-versa.

Social Networking as a whole, is nothing more than a modern day equivalent of extended family gatherings or fireside chats. These are the days where everyone on this entire planet are simply a few mouse clicks away.



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