



Social Media vs. Traditional Marketing

Social Media in Business Event #TLCsMevent

7th July 2011

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Agenda

- About TLC Business
- Context
- Traditional marketing
- Social Media
- Social media vs. traditional
- Conclusions
- Q&A

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TLC Business

TLC Business

- Established in June 2005.
- Part of The Lifetime Company.
- Specialise in working with ambitious SMEs.
- Your outsourced marketing department.

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Some of our Clients



kidsunlimited
Childcare Vouchers

Taylor Houghton

华欧
SinoScan®



DC EMPLOYMENT
SOLICITORS



vitalise

Nobilis
HOMECARE
Choice for independent living



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Our Approach



Preparation

+



Inspiration

+



Perspiration

+



Evaluation

=



Realisation

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Context

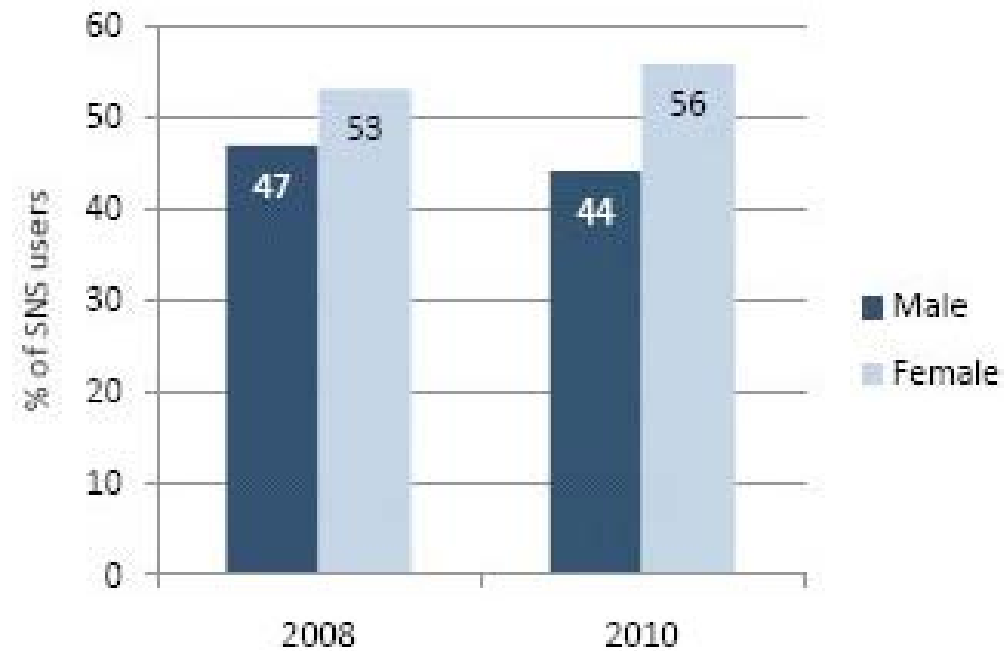
Context

- More data in 2009 than previous 5,000 years.
- Over 50% population under 30.
- 1 in 5 divorces are blamed on Facebook.
- What happens in Vegas stays on YouTube.
- 88% of Brits use social networking sites.
- 78% of internet users conduct research online.

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Women are social

% of social networking site users of each sex. For instance, in 2008, 47% of social networking sites users were men, but in 2010 men made up 44% of social networking site users.



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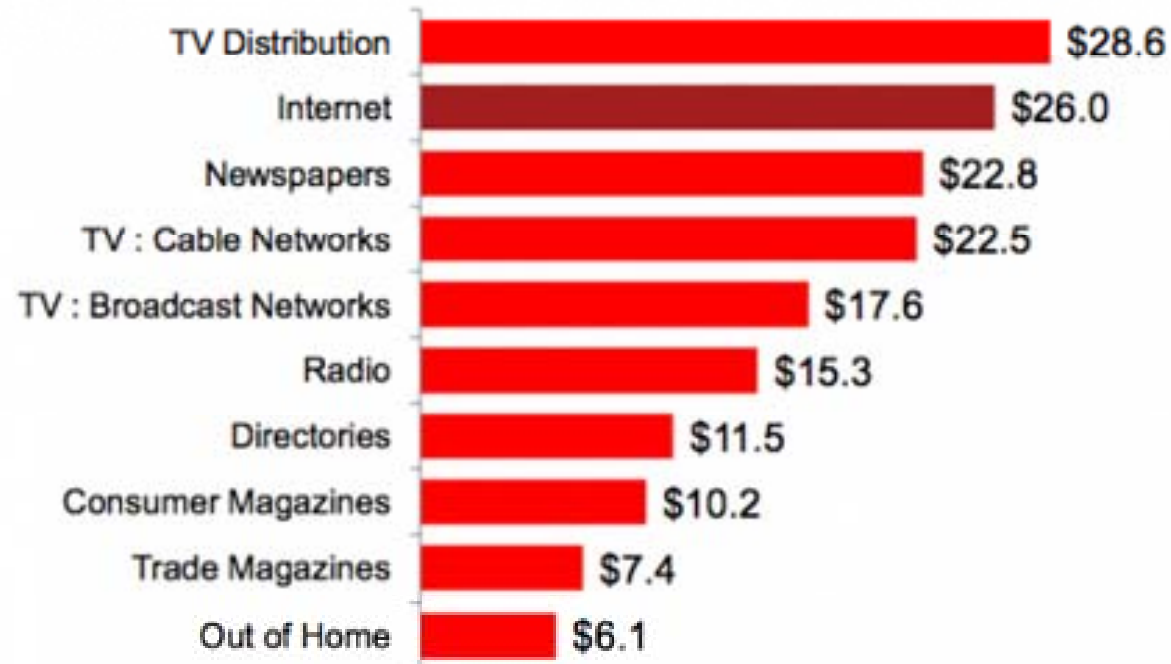
Traditional marketing

Traditional marketing

- Advertising – print, online, mobile
- Direct mail
- Telemarketing
- PPC
- SEO
- Email
- Personal selling
- Webinar
- Exhibitions
- Seminars
- PR

Traditional marketing

US Advertising Market by Media Revenue – 2010 (In billions)



Traditional marketing

- £1 spent on print advertisements yields £5 in revenue.
- £1 spent on online advertising yields £3.44.
- £1 spent on television yields £2.15.

Traditional marketing

Cost per lead statistics:

- eMail: £10 - £100.
- Paid search: £30 - £100.
- Banner ads: £80 - £100.
- Webinars: £60 - £250.
- Telemarketing: £350 - £1,250.
- Exhibitions: £350 - £1,500.

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Social media

Social media

- 60% of Fortune 500 companies now have a Twitter account (up from 35% in 2009).
- Social networking now accounts for nearly a quarter (23%) of all time spent online.
- In the past year, web-based email usage dropped 59% among 12-17 year olds.



Social media - Corporate

- Superbowl #hashtag.
- Promoted trend ad.
- Klout.
- Social media monitoring.
- Content and events for Audisphere.
- Charity.
- ROI? Facebook.



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Social media - SME

- \$3 million > \$60 million.
- \$15,000 Direct Mail = 200 new customers.
- \$7,500 Billboard = 300 new customers.
- \$0 Twitter = 1,800 new customers.
- Online video blog = 90,000 viewers a day.
- Loyal community of followers on forums.
- 16,000 followers and 38,000 likes.



Social media - success

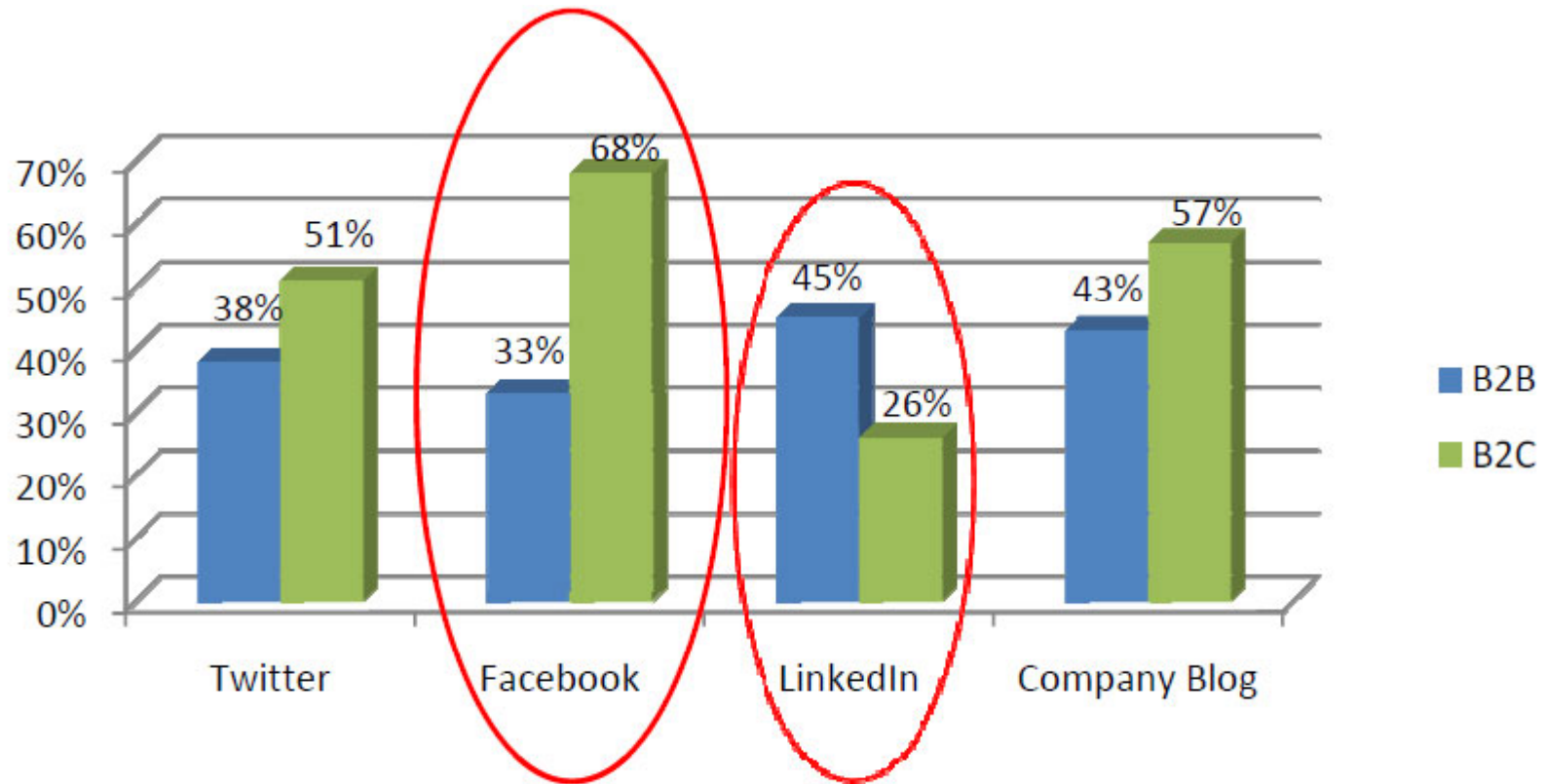
- Dell sold \$3,000,000 worth of computers on twitter last year.



- Software company Genius.com reports that 24% of its social media leads convert to sales.



Social media

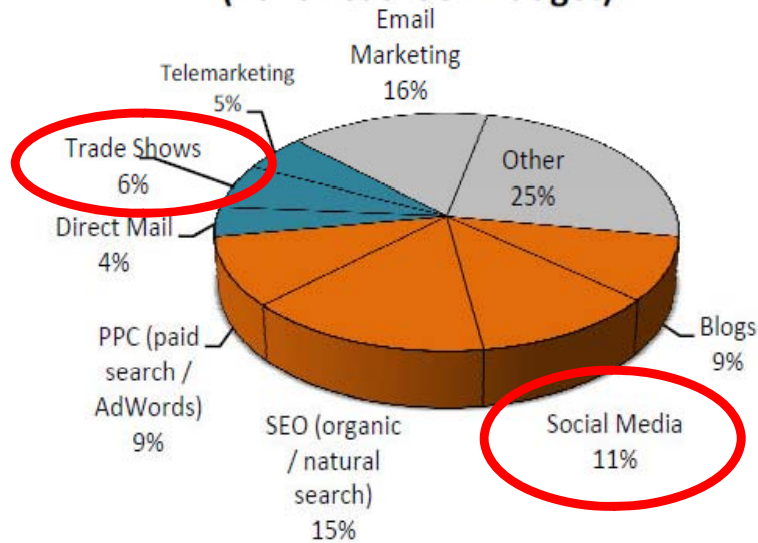


% of B2B vs. B2C companies using social media / blog that have acquired a customer through that channel

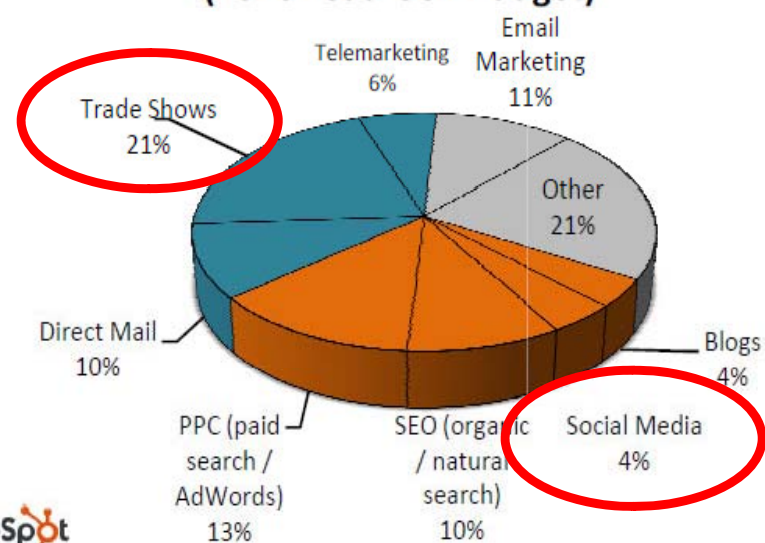
Social media vs.
traditional marketing

SM vs. TM

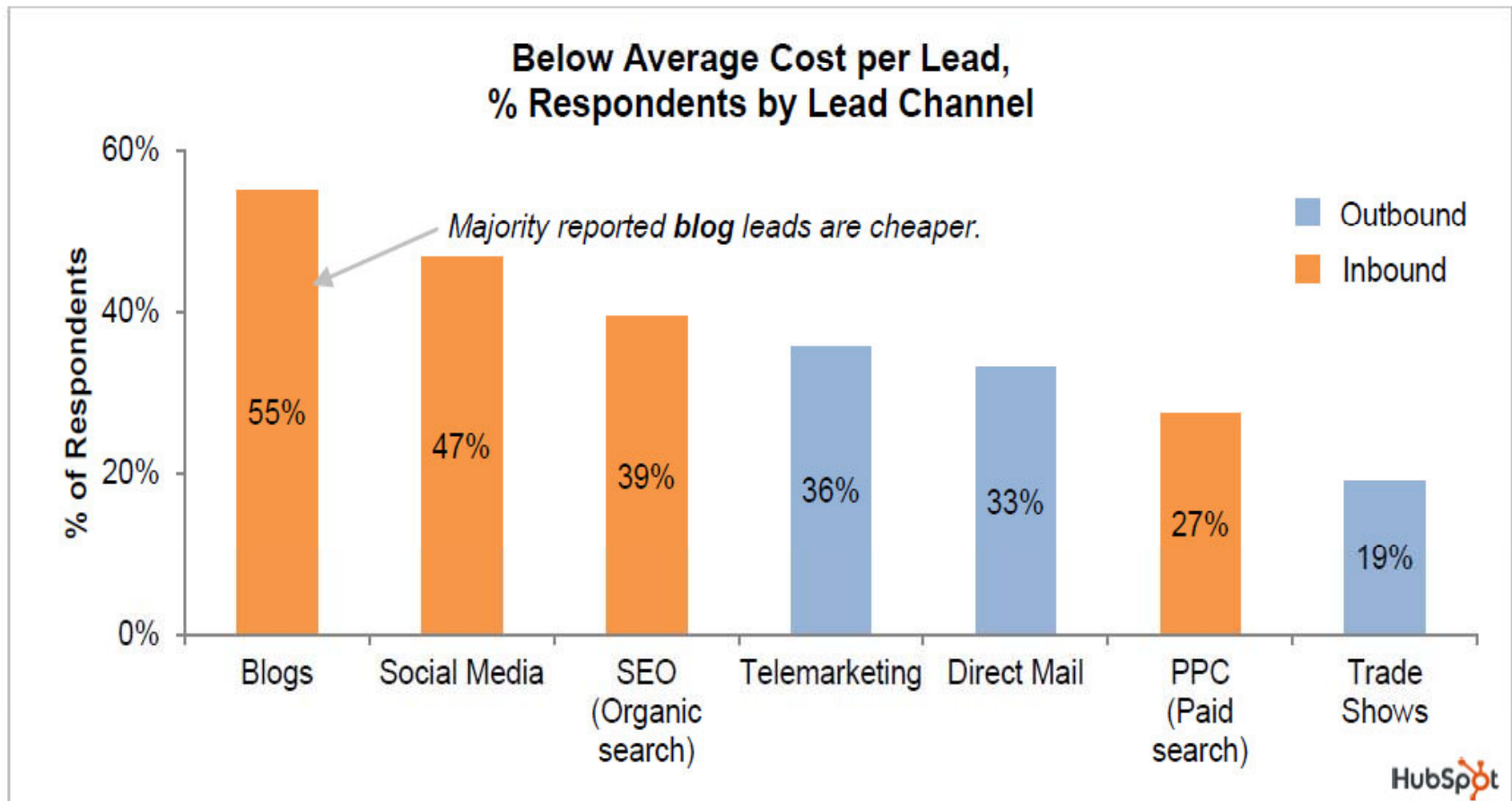
**1-10 Employees
(2010 Lead Gen Budget)**



**50 or More Employees
(2010 Lead Gen Budget)**



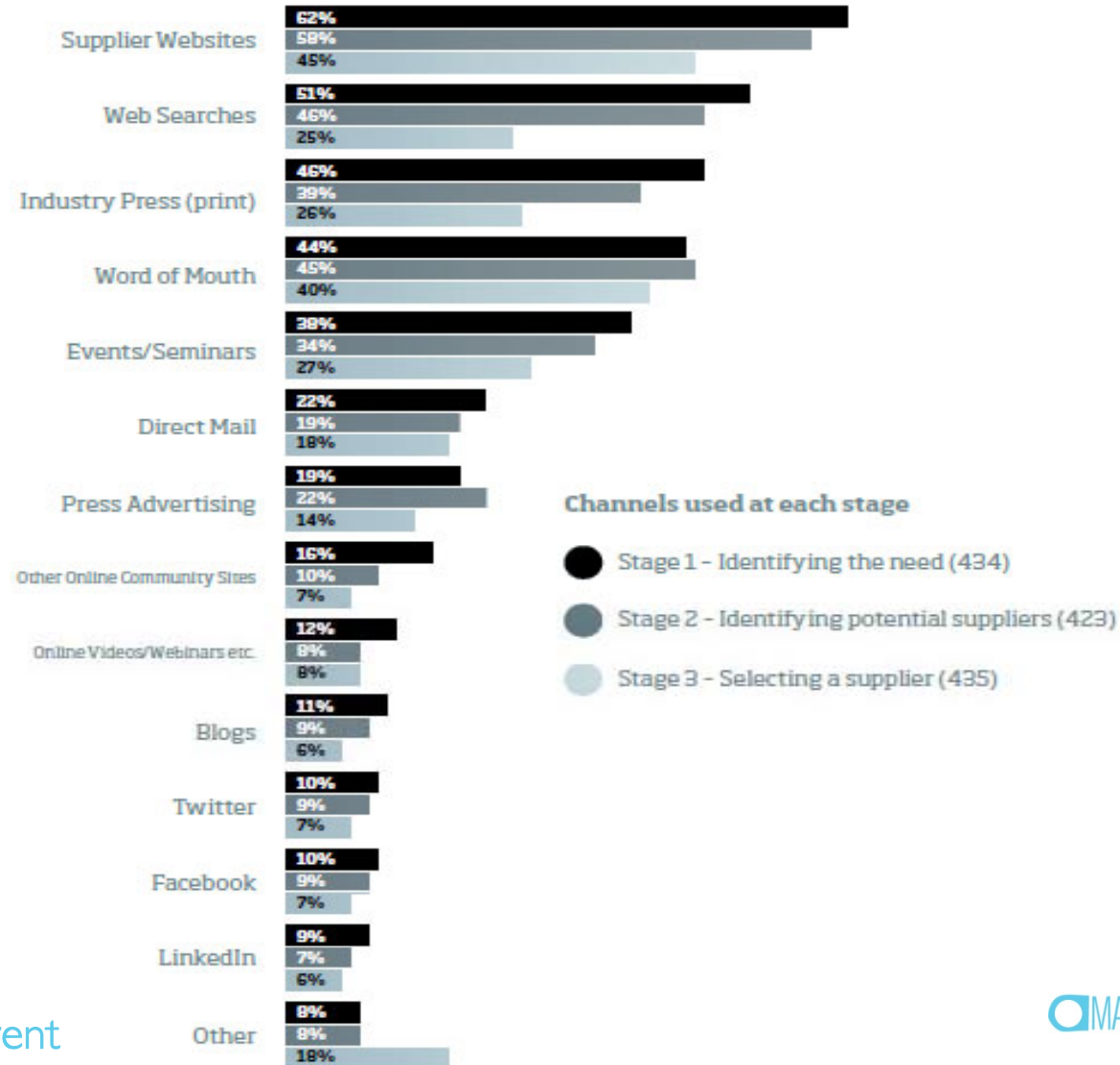
SM vs. TM



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SM vs. TM



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SM vs. TM

Channels usage by age at Stage 3

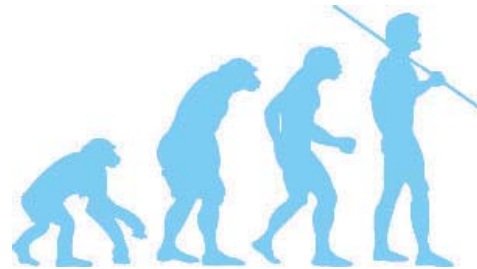


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Conclusions

Evolution vs. Revolution

- Print > Radio > TV > Online > Social Media?
- Traditional about maximising impressions – still relevant.
- Social media about ongoing relationship and engagement.



VS.



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Inbound vs. outbound

- Inbound – PPC, Social media, SEO, blogs.
- Outbound – Direct mail, telemarketing, trade shows, print, TV & radio advertising.



You need to prepare & measure

- Know your market.
- USP.
- Strategy & plan.
- Content is king.
- Measure & evaluate (Google alerts, co.mments & social mention).
- ROI.



Survival of the fittest

- Keep changing – MySpace was the dominant SM site 3 years ago.



Q&A

Free Marketing MOT

All attendees are eligible for a free review of your marketing and a comprehensive report containing guidance and tips on how to make it more effective.



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