

ROUND TABLE



Alan Brooks
Hyde Marketing

Social Media Marketing – The new networking

The headline may mean nothing to you. It may conjure up images of staff spending hours on Facebook in worktime. But it's not just big consumer brands that stand to gain from the explosive growth in online activity. Blogs and social networking are already generating work for firms of all sizes.

Fundamentally, all successful service businesses have four factors in common: A good strategy; good people delivering good work; a reputation which brings work to them; and a network of contacts to spread that reputation. Stripped of the hype, social networking tools such as blogs, LinkedIn or Twitter are excellent ways of putting your expertise in front of a wide audience without needing to translate it for copywriters. They can provide market feedback at a speed no research agency can. Get it right and they enable you to interact with interested parties in a way no advert does, and spread word of mouth referrals faster and further than any traditional approach.

If you sell expertise, through services or products, using social media tools as part of your marketing programme needs serious consideration. Many contacts will be using this "networking" opportunity already. Will you be at the virtual pre-dinner drinks, or parked on the latecomers table at the back?

T: 020 7022 0054

E: acb@hydemarketing.com

www.hydemarketing.com