



The Content Man

The information you need to optimize your web content.

Putting social media in perspective

By Carroll Ray, [TR Design](#)

Social media is the latest subject to dominate marketing discussions. It's new. It's free. And for the moment, it's the focus of many organizations. For those of us who have been in this business for a while, it's a familiar song.

Banner advertising was going to replace all other forms of advertising. Video conferencing would make face to face meetings obsolete. Email marketing would replace all other forms of push marketing. Then blogging, SEO, and now Twitter and Facebook are the be-all and end-all of marketing.

The truth is that every technology has its advantages and disadvantages, and each has a place in an integrated marketing program. No matter what new, exciting technology is next, the process of marketing and branding remains the same:

1. Understand your audience
2. Develop your value proposition
3. Stake out your position relative to the competition
4. Identify the objectives
5. Select the marketing vehicles that will accomplish those objectives
6. Develop messaging & designs that target your customers and support your brand

Those principles work perfectly in social media--and in every other marketing vehicle you use.