

# Sample One

## **Use Social Media with Care**

Social Media can be a very effective marketing tool. They can help a company interact with customers and build a strong online presence. So why should they be used very carefully?

Marketing experts are very well acquainted with the benefits and dangers of social media. Here are a few reasons businesses often rely on a marketing expert to handle their company's online interactions.

## **Don't Become the Company Everyone Hates**

No one likes being spammed. Unfortunately, a company's enthusiasm for social media can quickly turn them into the type of business everyone hates. Fight the urge to spam your followers or fans with an endless stream of sales pitches. Nothing will make a user unsubscribe, unlike, or unfollow your account faster than spamming them with continuous solicitations. If subtlety is not a regular part of your vocabulary, then rely on a marketing expert to regulate online interaction in a way that does not repel customers. It's crucial to update followers on promos, but the updates should be posted tastefully.

## **Attract Targeted Traffic**

If your account doesn't look anything like your website, you'll have a hard time gaining web traffic that you can convert into sales. Branding is important because your outgoing links can significantly alter your search engine results page (SERP) rankings. Professional marketing experts inspect the company brand to make sure it is completely unified.

## **Don't Ruin Your Reputation**

A surprising number of companies forget to 'think before they tweet.' Marketing experts are keen to use social media responsibly. Businesses who have had a good reputation for decades can destroy their online presence by posting information and details that aren't factual, verified, or that reflect the opinion of a single user and not the values of the entire company. The web is full of business owner stories who issue public apologies that express regret over tweets and posts that never should have been published.

## **Avoid the Improper Use of Description and Bio Pages**

Your account bio and/or page description of your fan page needs to be SEO-enhanced. This means that it should contain keywords and phrases that are relevant to your site, your industry, and your products. Since these pages are frequented by serious visitors, it's important that the writer for your social media pages stays on target so that your company description is a good representation of your business.

Social media has increased the efficiency of online marketing for businesses everywhere. Such a powerful tool should be used with care so that companies will reap the full benefits of online marketing.

## Sample Two

### **Does Your Company Need a YouTube Channel?**

Twitter and Facebook are two of the most popular media sites on the web. But one of the most popular social media sites for marketers is YouTube. YouTube has 800++ million unique users every month. 70 percent of the audience comes from outside of the United States. With a presence in 43 countries in 60 languages, this is a site that should not escape your marketing plan. Beyond the convincing statistics here are more reasons it pays to sponsor unique video content for your company's very own YouTube Channel.

### **Original Video Content Is More Attractive**

Oftentimes individuals feel that search engine optimization is reserved for textual content. However, videos also work to build an audience and grab the attention of search engines. The main marketing strategy for video SEO is to come up with regular, scheduled video content. When your business releases videos on a schedule, you build a program on which your targeted market can rely, and you adding to your company's online reputation.

### **Inexpensive to Produce, Easy to Maintain**

High school kids come up with channels and even younger children can broadcast original thoughts on YouTube. While you would want your channel to look professional and well-designed, it's good to keep in mind that it is not expensive to hire a professional video-designer, and it is even less expensive to maintain a company YouTube channel.

### **YouTube Gives You Insight**

One of the best features on YouTube is Insights. This tool lets you analyze the nature of the traffic your channel is getting. Information like demographics, view counts, and popularity will help your marketing specialist adapt future videos to meet your needs.

### **Reach a Wider Audience with Ease**

Textual descriptions of what the products and services can do are sometimes may lose a customer's attention. When give a choice, consumers will usually pay more attention to a professionally designed 4-minute video than 3000-word product description. With more than 800 million unique users daily coming from 60 countries, your video marketing techniques will not be ignored. If your videos are inviting, viewers may feel incline to share your videos or subscribe to your channel. Since channels are accessible and easy to view on mobile devices, popular YouTube features can help businesses reach a wider audience.

### **YouTube Encourages Interaction**

A YouTube Channel is an excellent way to engage customers. Customer comments and feedback can posted on the channel. Negative feedback should be welcome, as these add up to the credibility that your business welcomes all types of consumer viewpoints.

### **YouTube Lets You Stay in Control**

YouTube channel puts you on the driver seat when it comes to handling videos. You can post on schedule, moderate comments, and even filter nasty feedback. It offers you a platform that will allow you to market your business.

Twitter and Facebook are only two of the leading players in the social media scene. There is no denying the marketing value of videos when it comes to YouTube. Does your business have a YouTube channel?

## Sample Three

### **New Mobile Research Gives Marketers a Helping Hand**

New research has revealed the effectiveness of optimized ads that are sent to a person's mobile device. The results are certain to have marketing directors and representatives moving forward with plans to expand their mobile marketing campaigns. According to the latest Intel Mobile Consumer Report, people are becoming more comfortable with buying products on their smart phone. Consumers will even make mobile purchases that can be bought elsewhere at a slightly lower cost.

### **Learn From iTunes**

Research for the Intel Report was based in the United States and the United Kingdom. It refers to the "iTunes Effect." According to the report, iTunes proves that consumers in the United States and the United Kingdom are becoming more comfortable using their cellular devices for multiple reasons. With this new consumer confidence, more marketing companies are looking at new opportunities in smart phone marketing. These new marketing opportunities will help usher in a new era of consumer confidence, as these customers have become more likely to act upon the advertisements and messages they receive on their mobile phones.

### **Mobile Owners are More Confident**

Nearly 1,000 American mobile owners and 1,000 British mobile owners were polled in this Intel Mobile Consumer Report. In this survey, it showed that about half of the American consumers polled and half of the British consumers polled are even more confident about making mobile purchases in 2013, than they were this time last year.

### **Increase the Effectiveness of Your Mobile Marketing**

This Intel report can help marketing companies understand what may trigger a purchase on a mobile device. Marketers can now begin to understand what will influence a purchase. Thus far, an optimized mobile e-mail is one of the most effective purchase triggers.

## Sample Four

### **Mobile Apps vs. Mobile Web - Which Do Consumers Prefer?**

Both mobile apps and mobile websites are commonly accessed via smartphones or mobile devices. So why are more and more consumers beginning to prefer mobile apps over mobile web?

#### **Offline Access**

Unlike the mobile web, an increasing number of apps do not require an internet connection. Since not all mobile device users have an internet plan or consistent wifi access, apps that don't require internet access are becoming increasingly popular. If your company has a plan for an app design in the near future, keep in mind whether or not consumers will be able to utilize your app features in offline mode.

#### **An Excellent Tool for Learning**

It's not hard to see why students and parents have a preference for mobile apps. Educational apps make learning fun while kids are outside of the classroom environment and without internet access. While there are a plethora of online learning tools available, a consistent or high speed internet connection is often required. Since educational apps that don't require internet are already downloaded on a mobile device, parents do not have to be as concerned about content.

#### **Apps are Time Savers**

In a world where everyone is busy, specialized mobile apps often help consumers save time. Apps have been developed for shopping, financial planning, and skilled professionals. It's no wonder then that more and more mobile device users find it easier to refer to a specialized app than to access stored information.

Most mobile apps are easy to use and do not require any extensive technical knowledge. App layouts are usually quite logical, and many applications give users plenty of options so that they can tailor the app to their needs. While both mobile apps and mobile web are popular device features, specialized apps are becoming more preferred and increasingly popular. Business owners do well to incorporate this preference into their marketing plan.

## Sample Five

### **Tips for Successful Mobile Marketing**

There's no need to run from it, mobile technology is here to stay for a long while. Fortunately, popular devices present marketing experts with a unique platform for promotions. Mobile Marketing is a very effective tool used by many businesses to promote their brand or service. Here are a few tips that can help you be successful in a fast-paced marketing environment.

#### **Be Flexible**

Since customer preferences can change overnight, it's essential to be flexible with your mobile marketing methods. Text messaging quickly became the primary source of mobile marketing when cellular phones were first introduced. However, with the growing popularity of mobile devices, there are more numerous ways to promote a product or brand. Be willing update your methods to incorporate colorful ads and pro bono apps and games. Anticipate the ever changing trends in marketing, and be willing to adapt to include what customers want.

#### **Make your Website Mobile-friendly**

Is your website design mobile-friendly? The average website can be difficult to view on the limited dimensions of a mobile screen device. Check with you website designer to see if they can adapt your website to mobile devices. If you want to keep your corporate identity professional and recognizable across all platforms, you could also hire a designer to create a website/mobile site as a package.

#### **Monitor your Progress**

Just like any marketing campaign, consistently monitor your progress to assess whether or not your approach is effective. Have your sales improved? Have you received more customer comments? Does your marketing help customers socialize or get involved in your business? If your objective is not being met, then fine-tune your strategy in order to make progress.

#### **Do Not Neglect Other Forms Marketing**

Keep in mind that mobile marketing is still just a part of your entire campaign. It works well with other forms of advertisements, and should complement the promotions you've sponsored for different platforms.

Mobile marketing creates an excellent opportunity for business owners to promote their brand. It is rapidly becoming the choice of many entrepreneurs. If you feel unqualified to launch your own mobile marketing campaign, there are plenty of Blur design and marketing experts that can help you harness the full potential of this effective marketing tool.

*Thank you for your time. I look forward to working with you soon.*

Kathleen Delaney  
kathleen@mimosacreations.com  
www.mimosacreations.com