PROFESSIONAL DEVELOPMENT | PSYCHOLOGY

How Social Networking Changed Marketing Forever

The birth of content marketing. Thus, forever destroying corporate control.

David Feinstein

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Social media has differently changed things in the last decade. Social sites like Facebook and Twitter have moved the power of decision making from companies to the people. This “social” revolution has not been terrible for every business, it differently helped small businesses compete with larger ones. Twitter forced people and companies to come together through micro blogging. All types of information can be shared quickly and efficiently. So, companies of all industries had to refocus their marketing in a different direction, hence the birth of content marketing. Thus, forever destroying corporate control.

How can I leverage Social Media for Business?

While Facebook, Pinterest, and Instagram have left their defining marks on marketing and sales, you can still leverage these sites through proper understanding and timing. The first step to getting your business going forward with social marketing is to understand where your audience is. What does your audience want to know? How can you deliver this information? How often will you deploy such information on these sites? These questions should lay down the foundation for your marketing plan.

Content marketing relies heavily on your knowledge about your prospects.

You shouldn’t post on LinkedIn if your audience is on Facebook. Research your audience and pick one or more social sites to try before committing large resources into cultivating them into earned channels. Once you have selected the sites, you will also need to consider the

types of content that you want to share and the format the site offers as well.

Sometimes to build a functional presence on these sites, you may need to spend some live time.

Interaction is key, don't buy your followers but earn them through great content and interaction.

Content and Interaction leads to Social Media businesses

Two of the most powerful weapons in your business are *interaction* and *content*. You can curate content and create it for sales and marketing. Social sites are great for promotional efforts and to build up a community. Community building on Facebook and other sites are recent additions for companies. In this capacity, you can control the type of content that is shared and you can foster healthy relationships in a group environment. This is a "lead farming" scenario that is proving to be worth its merit, but the downside is the cost in man hours and other resources. Getting it to start is also difficult as well. This the power of social media in its basic form. Use it well.

One of network marketing's ***premier trainers and teachers***, *David Feinstein* is an accomplished ***motivational speaker and coach*** as well as the ***author*** of many highly successful books. David believes that life is meant to be lived to the fullest, and his personal life is a reflection of what you can achieve when you live fully.

David spends his time spanning the globe with extensive travel and enjoying his ***personal freedom with his lovely wife Ann***. With over ***20+ years of experience in the NWM profession***, David is 100% happy in his daily life, enjoying financial freedom, his love of coaching, animals, family and friends and personal empowerment. David is always welcome to partnerships and learning more about network marketing and personal branding.

David is a self-described ***outside the box thinker*** who has a true entrepreneurial spirit that began when he started managing paper routes with other children at the age of 12. As David entered adulthood he found himself running a highly successful accounting firm. While many people would be pleased with that success alone, David always wanted more. ***Managing fortunes*** for some of the most recognizable names in Hollywood was not enough and soon David began looking into other avenues.

His strengths lie in ***his ability to motivate and craft highly effective marketing plans***. His ability to engage, manage and work with some of the most demanding personalities on the planet has allowed David to truly become a leader in personal marketing.