

Beyond Promotion - Using Social Media to Find and Grow Your Audience (Not Just Sell to Them)



Vicki
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Why??

#

Short
answer:
Why
NOT?



Panel 1: Scanning the MiniTrends World. Presentation by Vicki @Smartwoman Flaughter
MiniTrends 2012, October 17-18, 2012, Austin, Texas

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Really???

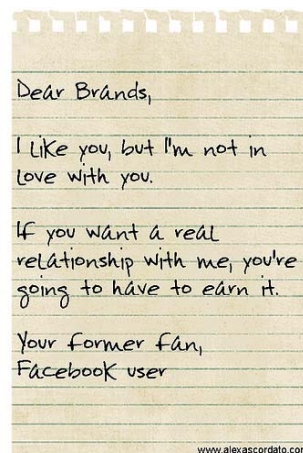


- Niches and minitrends are here to stay
- Context and quick growth comes through influence nodes
- Content creators are a small % of population
- Social is not just another broadcast channel
- Social is perfect for listening
- Traditional market research is very expensive, slow, and backward looking

What Can You Learn from Listening?



- Jargon and insider languaging
- Influencers and target strategic partners
- Preferred features and benefit sets
- New product ideas
- Product improvements
- ID Raving fans and niche advocates
- Customer service



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Tools to Use?

- Google alerts
- 3rd party vendor tools (Radian 6, Sysomos, etc)
- Social Dashboards (HootSuite, Tweetdeck)
- Physical encounters
- Polls, surveys
- PPC test campaigns



THANK YOU!

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