

The electronic bulletin of the Cebu Furniture Industries Foundation, Inc. (CFIF)

Social Media: Online Marketing

The first Pulong-pulong sa Miyembro on social media was a success!

Eighteen (18) companies with 24 participants attended the Pulong-pulong on social media conducted by Ms. Rosemel Calderon, an online marketing expert, last February 10, 2012 at the CFIF Training Room.



The activity aims to promote a better understanding of the importance and relevance of Social Media in marketing. Develop concepts on how to effectively use Social Media in communications campaigns. And lastly, member companies will have a better concept on how to incorporate Social Media in their Marketing Mix.

Most companies now include social media marketing in their integrated marketing communications plans to connect with their target markets. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it is coming from a trusted, third-party source, as opposed to the brand or company itself.

To optimize the company's presence in the top three social media, namely Facebook, Twitter and LinkedIn, the companies must:

- Review FACEBOOK Essentials and Win with FACEBOOK
- Build TWITTER tribe and Maximize TWITTER marketing
- Improve LINKEDIN visibility and Build a thriving LINKEDIN group

Social media serves as a relative inexpensive platform for organizations to implement marketing campaigns. At the end of the seminar/workshop, the participants were able to create Facebook fan page, LinkedIn and Twitter profiles.



The energetic participants of Social Media + Marketing = Sales!

How Marketers Are Using Social Media to Grow Their Businesses by Michael Stelzner, Founder, SocialMediaExaminer.com



1. Marketers place high value on social media: A significant 90% of marketers indicate that social media is important for their business.
2. Measurement and integration are top areas marketers want to master: One-third of all social media marketers want to know how to monitor and measure the return on investment (ROI) of social media and integrate their social media activities.
3. Social media marketing takes a lot of time: The majority of marketers (58%) are using social media for 6 hours or more each week, and more than a third (34%) invest 11 or more hours weekly.
4. Video marketing on the rise: A significant 77% of marketers plan on increasing their use of YouTube and video marketing, making it the top area marketers will invest in for 2011.
5. Marketers seek to learn more about Facebook and blogging: 70% of marketers want to learn more about Facebook and 69% want to learn more about blogging.
6. The top benefits of social media marketing: The number-one advantage of social media marketing (by a long shot) is generating more business exposure, as indicated by 88% of marketers. Increased traffic (72%) and improved search rankings (62%) were also major advantages.
7. The top social media tools: Facebook, Twitter, LinkedIn and blogs were the top four social media tools used by marketers, in that order. Facebook has eclipsed Twitter to take the top spot since our 2010 study.
8. Social media outsourcing underutilized: Only 28% of businesses are outsourcing some portion of their social media marketing.

