



THE CMO'S 2013 GUIDE TO THE SOCIAL MEDIA LANDSCAPE

GOOD OK BAD



CUSTOMER COMMUNICATION

Facebook is an easy and efficient way to reach your entire demographic, but if you want to reach non-fans, you have to pay for sponsored posts. Facebook can be used to create and push content, or to help manage reputation.

Google+ still lacks the reach of Facebook and Twitter, but it does facilitate communication with customers--even if they are not in your circles.

Twitter is the best channel for direct communication with customers. Most under-24s prefer it as a forum for customer service.

Although businesses now have a presence on Pinterest, little opportunity exists for direct communication with customers.

LinkedIn provides the opportunity to connect with customers through groups with specific interests connected to your brand.

Video enables customer involvement in the most unique way possible. Customers can be entertained, informed, and engaged--all at the same time. They also can respond directly through comments.

BRAND EXPOSURE

Facebook is one of the easiest, quickest, and cost-effective ways to gain brand exposure.

Because you can reach people who are outside of your circles, Google+ offers excellent brand exposure. Google+ accounts also appear in branded search results, which adds credibility and increased exposure.

Twitter is an easy and cost-effective way to gain exposure for your brand.

Visual content is viewed 70% more than written content. This makes Pinterest a powerful tool for brand exposure. What's more, about 25% of users have purchased a product/service they discovered on Pinterest.

LinkedIn provides impressive exposure to the business world, allowing you to promote personal and business brands to professional contacts and communities.

YouTube is a community. As such, it allows sharing, channel creation, and advertising, which is becoming more accepted by users--provided the video is worth watching.

TRAFFIC TO YOUR SITE

It's as simple as this: Fan page + 1 like = 20 new site visitors.

Google+ provides more worthwhile traffic. Users tend to stay on the sites whose links they follow.

Twitter has an unmatched ability to drive traffic directly to a site.

Pinned images contain links back to a site, which is why Pinterest tends to be one of the top three traffic referral sites.

LinkedIn is not a huge referral source for sites yet, but numbers are climbing. Connections and search engines can generate traffic.

YouTube can drive traffic to a site through links in a video and ads before a video begins. Popular channels and videos are highly effective in driving traffic.

SEO

Although social sharing might hold more weight in the future, right now only shared links from fan pages matter, not personal links.

The Google +1 button allows users to search both public and privately shared information. This has a knock-on effect for SEO and search engine ranking.

Google gives authority ranks for Twitter profiles, so link juice is limited.

Pinterest does not pass much link juice, and pinning does not allow follow links.

LinkedIn doesn't have a huge effect on individual content yet, but its profiles remain some of the easiest and most frequently SEO-ranked social profiles on the Web.

Active YouTube channels bump up SEO rankings. Integrating keywords, site maps, titles, and robot text files help to judge relevance.