



THE CMO'S GUIDE TO: THE SOCIAL LANDSCAPE

GOOD OK BAD

CUSTOMER COMMUNICATION

BRAND EXPOSURE

TRAFFIC TO YOUR SITE

SEO



TWITTER

Using tools like SocialMention and Hootsuite will help track mentions and sentiment about your brand.

Allows unique opportunities to engage and spread news in a viral way. Excellent for branding and PR management.

The potential is large, but overpromotion can turn off followers. Find a solid balance to increase traffic.

Although tweets are good for breaking news, links provide little to no value and do not show up in Google search results.



FACEBOOK

Stellar for engaging people, sharing opinions, and participating in contests.

You can either use Facebook's ad platform for quick results or hire a consultant to organically build your followers.

Excellent way to share content from your site. Traffic is on the rise thanks to share buttons.

Liking or sharing has yet to show a long-term effect on search results. Can help to gain insight on user intent, which can benefit SEO efforts.



FLICKR

Properly tagged photosets of the company or events can put a face to your brand.

Participation in industry-related events might get your photos viewed by people with similar interests.

Even with tens of thousands of views, click-through rates to the URL are among the lowest around.

Flickr is heavily indexed by search engines. Proper optimization can rank well in Google Images.



LINKEDIN

Customer-engagement opportunities are possible by answering related questions in LinkedIn's groups.

Effective for personal branding as well as for a company with brand pages.

Unlikely to drive any significant traffic to your site. However, traffic is generally from relevant readers.

Most LinkedIn pages will rank in search engines' top 10 results.



YOUTUBE

A powerful channel for quickly engaging your customers and managing PR.

An excellent branding tool when you build your channel with quality videos.

Traffic primarily goes to the videos. You can add an external link in the description to drive traffic to your site.

Great for building links back to your site due to popular videos ranking so well.



DIGG

Recent addition of Newswire allows users to follow brands/stories, but there is no form of communication on Digg's site.

Opportunities exist, especially for promoting articles. Shows users you are active in the social space.

Traffic to Digg continues to decline, though an article reaching the front page will still garner significant traffic.

Due to decreased activity on Digg, referral traffic is down. Account pages can still show up in the SERPs.



STUMBLEUPON

Paid StumbleUpon traffic is a targeted method of communication, but reaching existing customers can be random and costly.

Paid campaigns help brand awareness. Targeting is very accurate, but you're paying 5 cents per visit (\$50 CPM).

Wide range of people can find you and share links via the su.pr link shortener. Tagging helps, but repeated thumbs-up from the same people will dilute traffic.

When your story makes it to the top page of its tag, there's reason to celebrate. Vanity name searches, profile pages rank well, too.

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REDDIT

When you look at the site's categorized "subreddits," you get surprisingly valuable feedback.

Little branding opportunity here. Most stories are from major news sites. Remaining images are uploaded to Imgur, where they don't receive attribution.

If Reddit loves you, traffic is superb. Try too hard and get banned. Don't try enough and get nothing.

Make the front page and many reputable sites will pick up your story, creating links. Downside is users are notorious for loading your images to Imgur with no attribution.



DELICIOUS

Recent addition of stacks allows users to follow brands or subjects they like and interact with each other.

Not enough brand recognition to make Delicious worth your time.

It's not as big as it used to be, but informative reference pieces can net you a few thousand recurring monthly visitors.

Your bookmarked page is a direct link to your site. However, bookmarking has stagnated with the browser buttons going on ice and submissions working only through bookmarklets. Stacks increase links and social activity minimally.



PINTEREST

Not a platform used for engaging in conversation with customers.

Users follow you and share your pins with their followers. Contests have started catching on, encouraging visitors to pin their favorite things.

With proper technique, Pinterest traffic can generate immense amounts of traffic to your site. Adding "Pin It" buttons to your pages is key in getting people to share it with their friends and followers.

Pinterest recently nofollowed its links, so any link value has significantly decreased.



INSTAGRAM

No communication exists within the site itself.

An excellent way to show images of product and services, and it's great for promotional campaigns. The API allows images to be displayed on Web sites.

Nonexistent.

None. Most sharing of images will be to the Instagram site rather than your own.



QUORA

Excellent for communication with high-level customers. Those who want to share their expertise will be found here.

Great for individual branding, but not as good as a corporate tool.

Most traffic will remain on Quora. Links usually are prevalent in the answers and can lead to potential traffic.

Links are nofollow, providing little SEO benefit. But questions and answers can provide useful insight on new content ideas, which can be used for promotion via other social networks.



SLIDESHARE

An awesome communication method for companies, slide decks are uploaded and shared with users. You can embed a deck on your site and promote it.

A great place to promote your brand. Tip: Upload a deck before you present it, then put the SlideShare URL in your deck, encouraging your followers to share it. This can help you gain more exposure.

Similar to YouTube in how it drives traffic to your site. Traffic typically stays on SlideShare, though slides are embeddable and can increase views and shares.

Links are nofollow, providing little SEO benefit. SlideShare accounts rank well for individual and brand names.



GOOGLE+

Great for communication, Google+ features Hangouts, enabling face-to-face chats, and circles provide a way to place people in groups.

The majority of brand searches are showing Google+ pages near the top. Same for all content that has received +1s. Google+ estimates it has 90 million users.

Content is heavily shared. The more +1s to your content, the more likely you will reach the top of the SERPs due to Google's favoring pages and sharing.

Receiving +1s on pages has shown significant SERP increase. An excellent tool for brand management and content promotion for SEO purposes.