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Is social media on the way out?



SEO

Written by Jessi Johnson

Tuesday, 23 November 2010 00:00

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Social media has indeed lost some of its lustre. A year or two ago many companies recognized social media as the hottest new way to keep in touch with their customers and cultivate new ones. And if they didn't, we certainly brought social media to our clients' attention. As SEOs ([search engine optimizers](#)) and SMOs ([social media optimization](#) professionals) we are always looking for something that provides impressive measurable results within a short time frame, and social media got the job done.

But just like its highly successful predecessor, email marketing, shameless sales predators, hucksters and high volume spammers saw it as the new tool for mercilessly assaulting you with the latest gawd-awful business opportunity, a way to trick you into signing up for a newsletter that turned out to me no more than one affiliate offer after another, rubbish secrets to quick fortunes, and so much more.



Do I believe that social media has had its day? Not at all, and I believe there is a risk of tossing out the baby with the bath water. In a sea of insincere and downright whorish marketing efforts, social media still provides a wonderful opportunity for entrepreneurs with legitimate products and services that will improve the lives of their customers.

I feel that business owners have lost site of the fact that they are on the other side of the table when it comes to social media. This isn't 'interruption' marketing. It isn't a TV commercial, a magazine ad, mail piece, a billboard or an unsolicited email. You need to be 'attractive'. You have the opportunity to build real connections with real people who are interested in your products or services and who want answers to their questions.

Nobody is going to care about you until you show them you care about them. With social media you have the opportunity to provide genuine value, helpful information, empathy for customer frustrations and a real person they can connect with. When you view your Facebook, Twitter and LinkedIn 'connections' in that way, you stand head and shoulders above all the so-called clueless 'gurus' that are poisoning the well with their spam offers.

Email marketing has evolved. Permission email marketing is alive and well. There are many vendors that send me email regularly and I welcome the information. I believe that social media will also evolve to become everything it can be.

Own Your Life,

Cole Wiebe

Cole Wiebe Internet Marketing

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JESSI JOHNSON -



Mortgage broker Jessi Johnson specializes in educating his clients in phases; starting with buying your first home, debt consolidation & refinancing, how to pay the mortgage down faster, then applying various investment strategies to grow wealth from real estate. After beginning his entrepreneurial career at the age of six...

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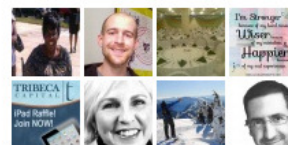
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