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FRACTAL MARKETING: Social Marketing for Conscious Evolution

What is Social Marketing?

Traditionally, "social marketing" is the systematic application of marketing along with other sociological and psychological concepts and techniques to achieve specific behavioral goals for a social good. The primary aim of "social marketing" is social good, while in "commercial marketing" the primary aim is financial. This does not mean that commercial marketers cannot contribute to achievement of social good, nor that social marketers cannot turn more financial profit. In actuality, as trends of social good are gaining more mainstream attention, well implemented social marketing will very often equate to financial gains.

In recent years, the term "social marketing" has taken on new definition within context to it's application on the internet. Here, Social Marketing is a very powerful, and rapidly expanding arena of internet marketing that is based on the advents of Web 2.0 that include:

- 1) **Social Networking**
- 2) **Social Bookmarking**
- 3) **Content Sharing**
- 4) **Media Sharing** (or "Social Media")
- 5) **Blogging**

Social Marketing does not supersede the commonly recognized methods of internet marketing (such as SEO: Search Engine Optimization), rather Social Marketing adds significantly to traditional internet marketing.



Benefits of Social Marketing:

- 1) **Generating Traffic and Leads:** Both MySpace and FaceBook are ranked among the top five websites, each getting more page views than Google itself! Because Social Media sites (and the content on these sites) get such an incredible amount of traffic and very high search engine placement, your content contributions to these sites are excellent ways to get more leads. Also, your participation with these sites will usually allow for quality link backs to your website or blog, increasing direct traffic and improve search engine placement by being associated to these massive sites. Finally, using this methods are relatively easy and affordable (especially when compared to more traditional internet marketing strategies).
- 2) **Immediate Consumer Feedback:** Social marketing allows you to interact with your market place in a way that was never before possible. You get constant and immediate feedback from people who are looking at your information, using your products and services, and reading your marketing messages. This is an invaluable tool. ...
- 3) **Helps Develop Relationships with Customers:** Ten years ago, to establish relationships of trust, we would be required to show up in person at conferences, at trade shows, and interact with people directly, ultimately taking years to develop a loyal network or community. With social marketing, we can establish relationships of trust without needing to ever meet these people locally, in a very short amount of time.
- 4) **Quality of Traffic:** Social marketing is ultimately more about increasing quality of traffic over quantity of traffic. It is preferable to have a few dozen people who visit your website for half-an-hour, than a thousand people who spent 1 minute. The people who spend more time on the website are more valuable than the people who just glossed over the site and may or may not ever come back. The quality visitors are interested in knowing more about your business, your information, and your products and services with the intention of building a relationship. Social marketing strategies naturally tend to bring specific information to the people who want it most, and lead the people most interested in your products to your website--benefiting both the consumer and the business.
- 5) **Search Engines Love Social Marketing:** Generally, search engines are machines that are engineered to rank web pages by associated links and keyword matches. Search engines cannot directly understand what the marketplace sees as valuable, and cannot rank web pages based on the quality of page content, because machines cannot determine what quality content is. Social Bookmarking sites, driven by the social sphere, provide the additional information for search engines to elevate quality content in search results.



Social Marketing is a Conversation:

Social Marketing has tremendous potential to either soar or sink a business, depending on how the social marketing strategy (or lack of strategy) is performed. The social web will inevitably generate on-line dialogue about nearly any business or product. Businesses need to be responsible for the dialogue being generated, take initiative, and engage with the conversation in order to "own the conversation" (or else the conversation can "own" the business).

Social Marketing Rewards Innovation:

Social Marketing naturally reverse-engineers standard Search Engine Optimization (SEO) techniques. Instead of trying so hard to hack the Google mystery algorithm (which changes at least once a day), or buying your way up the search results list with "key word search terms", how about just making a very clear and truly beneficial offering to society--and then let the social web do the rest? If you or your business are doing something very cool, truly unique, or really benefits most people in a very significant way, it will be discovered by the social web, be rapidly distributed across the most influential social networks like wild fire, and then naturally elevate your website like a helium balloon into the stratosphere. It can literally happen in days or even hours (although maintaining such a high status requires other strategies).

Social Network Marketing Rules:

When a business engages with the social web (which is primarily on social networks), it is very important to adhere to these rules (otherwise, businesses can become flagged or banned from these social networks):

- 1) **Community:** remember that these are "community" sites, and think of them as community--places where friends connect, and people get to know each other better.
- 2) **Participate:** it is important to become involved as an authentic and active community member.
- 3) **No Pitching:** blatant pitches and sales techniques pushing products or business opportunities will be noticed, will be shunned, and lose respect within the network.
- 4) **Add Value:** the focus should be to share content, tips, strategies, links, articles, and other things that will provide value to the community and help people.
- 5) **Honesty & Transparency:** be clear about intentions, do not lie, or you will be removed from the social networks, and can permanently harm reputation.