



IBM General Business

Social Media Marketing

What is it and What is it Good For

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Global General Business Marketing
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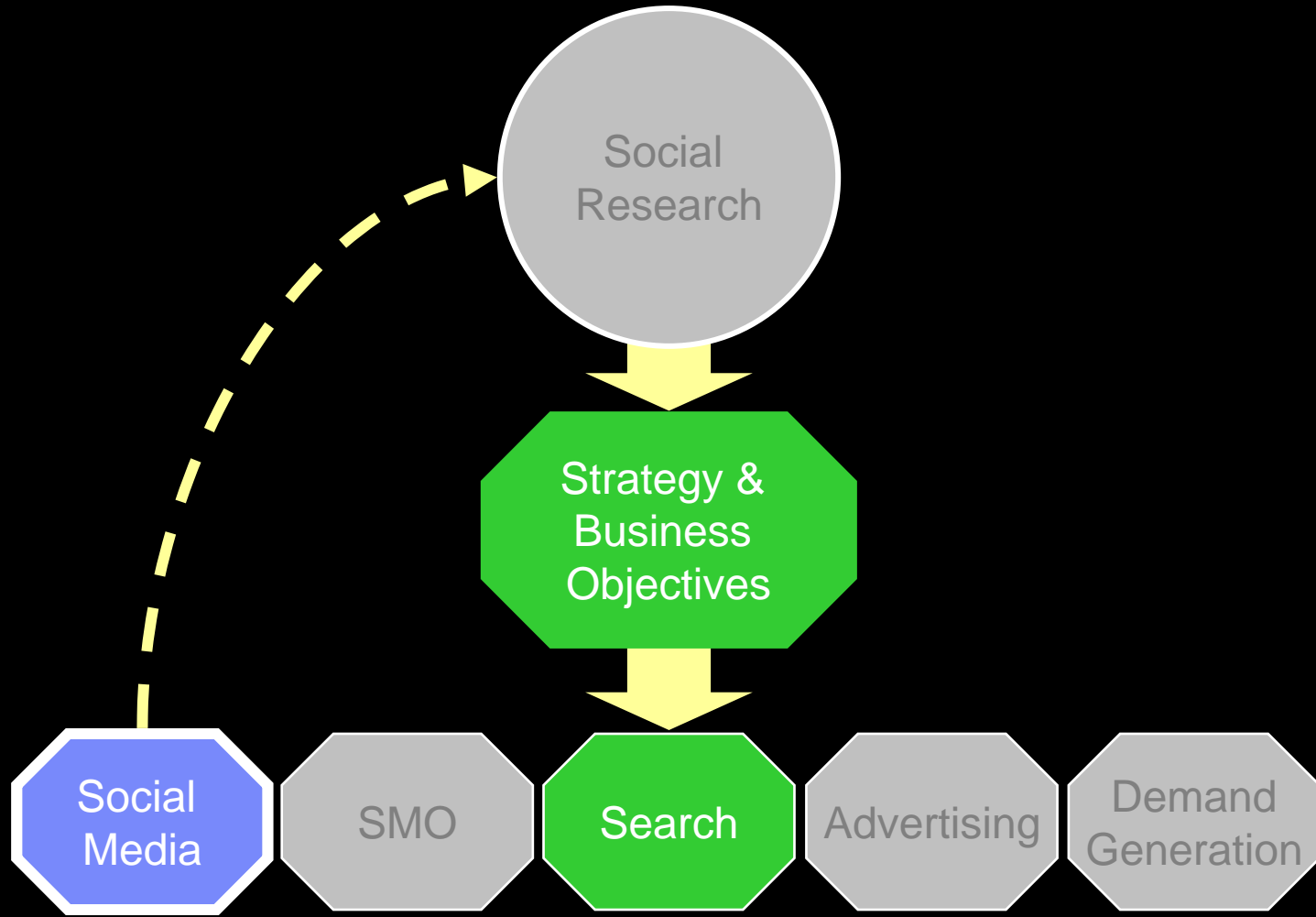
Social media marketing

From Wikipedia, the free encyclopedia

- **Social Media Marketing (SMM) is a form of internet marketing which seeks to achieve branding and marketing communication goals through the participation in various social media networks such as**
 - MySpace, Facebook, Bebo, YouTube, Dailymotion, Hi5, Gather.com, social web applications (webapps) such as reddit, Digg, Stumbleupon, Flickr, iLike, Wikipedia, Squidoo, Last.fm, Twitter, Eventful, ePinions and others as well as within 3D virtual worlds such as Second Life, ActiveWorlds, Moove and There.com.
- **The goals of each SMM program or campaign will differ for every business or organization, however most will involve some form of building an idea or brand awareness, increasing visibility, encouraging brand feedback and dialogue as well as to possibly sell a product or service. SMM may also include online reputation management.**

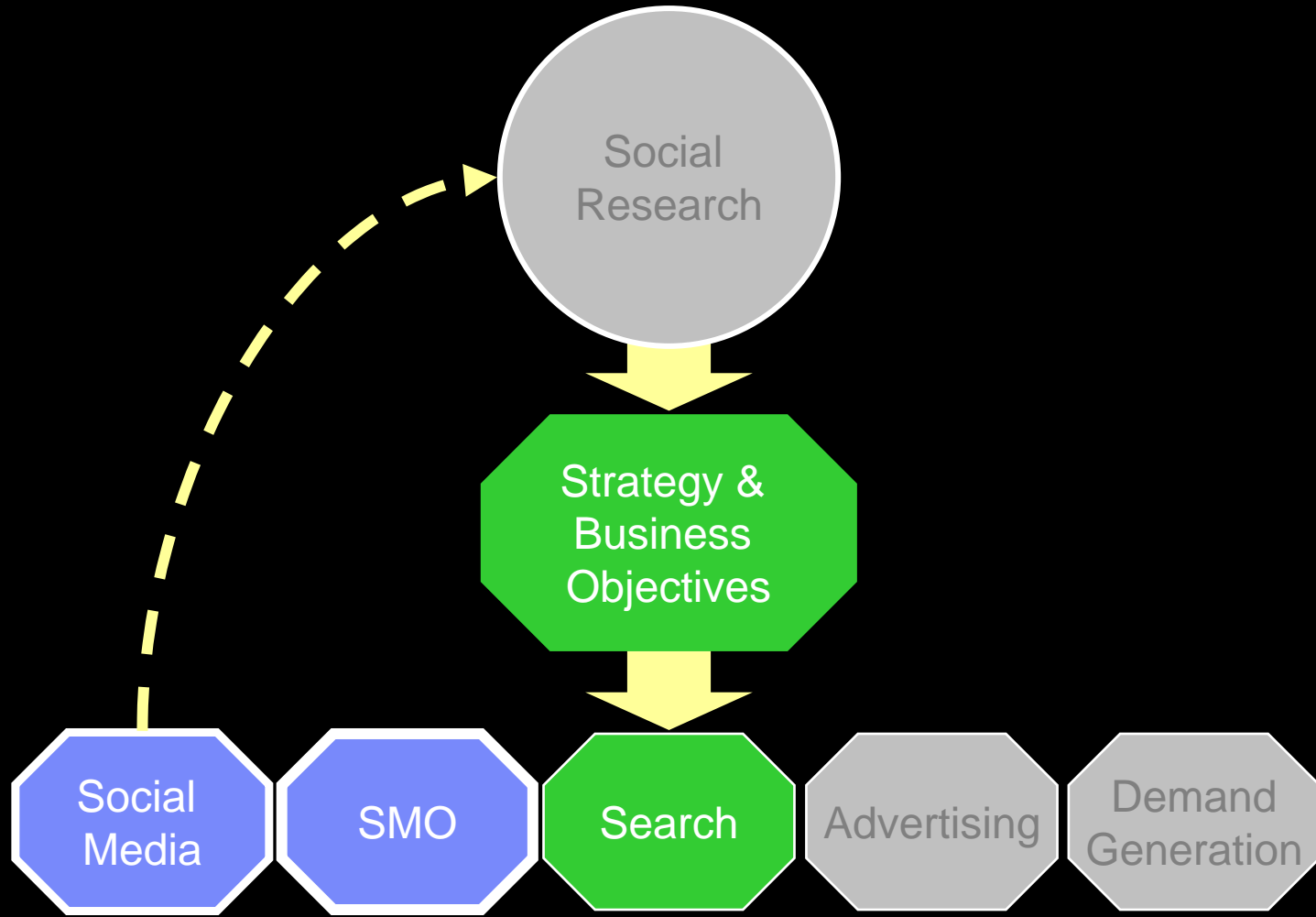
Social Media Marketing

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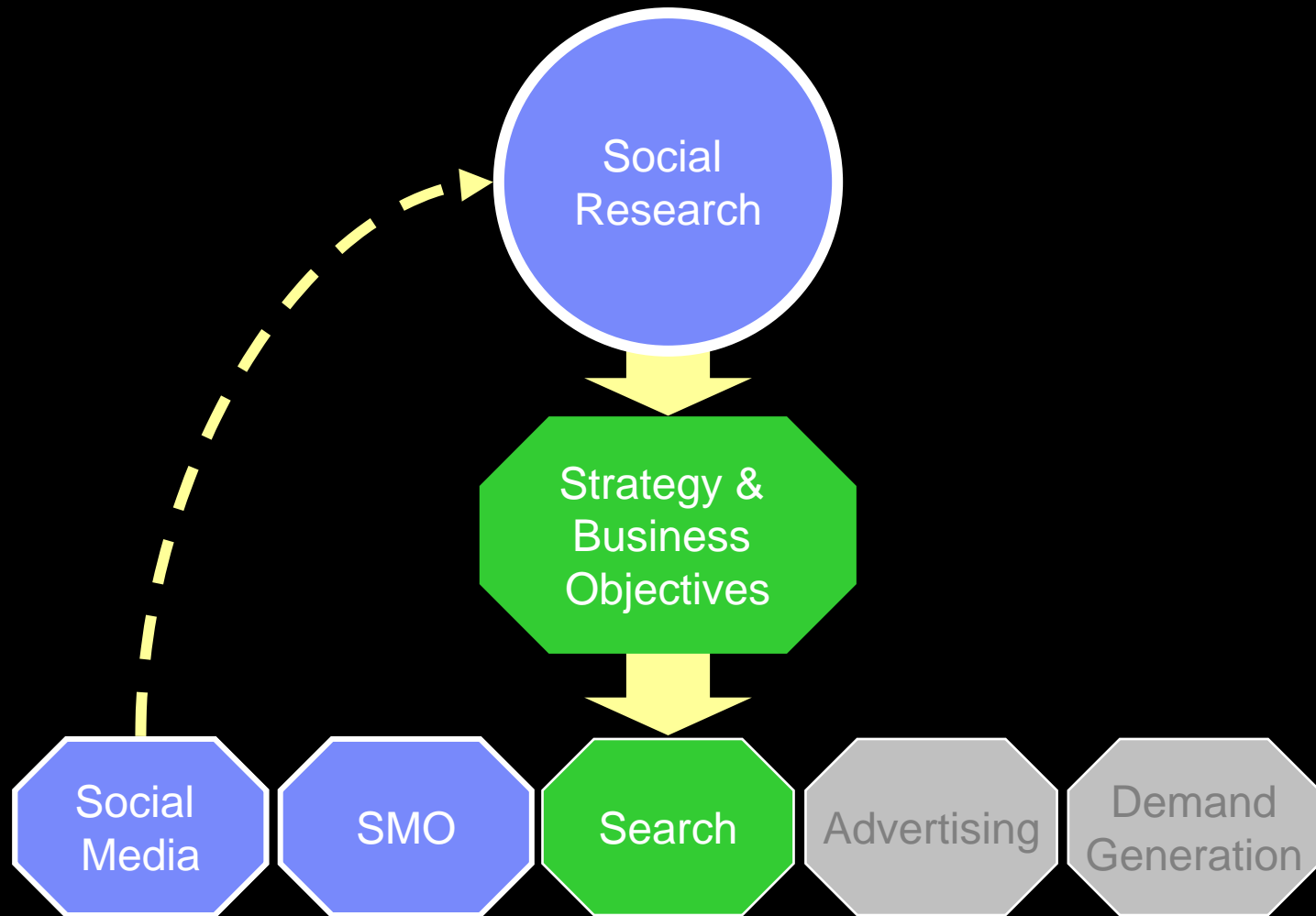
Social Media Optimization

[1:00- 2:15]



Social Research

[4:00- 5:15]



Social Search: Next Step

[5:30-6:45]

