

Website Know How, Inc.

Internet Marketing Tips for the 21st Century

For websites and Social Media

Hector Cisneros



2012

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Written By Hector Cisneros

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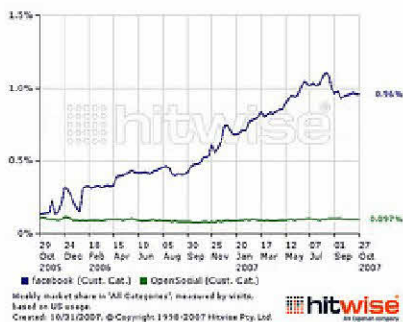
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Chapter 1:

Social Media Marketing Predictions for 2012

2011 is gone, and 2012 has rolled in without missing a beat. The social media industry is growing in leaps and bounds. I often hear business people say social networking is like the Wild Wild West! So answer this question for me. Would it be valuable if you knew the future social media trends for 2012? How wonderful would it be to know what trends are in store for the coming year? Could you adequately prepare for this rapidly changing industry? In this article, I provide my 2012 predictions for the evolving trends in the social-networking industry. It's always gratifying when my predictions come true. My predictions are not based on any kind of special powers. They are based on my industry research, what I read and what I see happening every day in my work. My accuracy rate in the social media industry has been about 97 percent. However, even when I'm wrong it's only because my timeline ended up being longer than I thought it was going to be. I have a knack for spotting social media trends. And this article lists four powerful trends unfolding right now. You can profit from what I say or ignore me, the choice is yours. Either way these trends will unfold as the year progresses. So read on and heed my advice. Prepare your social media marketing campaigns to take advantage these trends for 2012 and beyond.

Prediction #1) Social Media Networks and Marketing will continue to grow at an alarming rate.



Last year Facebook grew from around 600 million to 800 million users depending on whose numbers you believe. Twitter and LinkedIn also both showed growth and added many new features, (not to mention that they both acquired several new partners

Figure 1 Image by davemc500hats via Flickr

and internet assets). Add to this, Google started Google+, and Microsoft is said to be in the works of building their own social network. The adoption rate of small business will lead the way, but expenditures by large corporations will exceed that of both small and medium-size businesses. My first advice to you is; create and implement “an employee social media use policy” to control business hour usage. Second, create a social media marketing plan to reach and engage this enormous market. Combining both engagement and pay per click campaigns work best.

Prediction #2) One of the largest players in the social media arena will make a “miss step” in 2012.



Figure 2 Image by williamhartz via Flickr

I believe that one of the top four Social Media Network companies will make a costly mistake causing them to lose significant market share. Right now several of the larger social media giants like Facebook, Twitter, and

LinkedIn all share one crucial flaw.

They try to make it almost impossible to communicate with them. Take Facebook, for instance. They do not list any contact information other than a Facebook page. Sure they have lots of help pages. Yes, Facebook has a blog, lots of YouTube videos, but provides no phone number where you can call and talk to a human being? They do have a Facebook page you can enter suggestions on, but that’s it. What happens when you get a strange message from Facebook, or you’re having trouble with your account? You post a message and never get a reply! Twitter and LinkedIn are not much better. They don’t list a contact phone number or address either. However, I have found that they do reply to your email and posted messages, although it sometimes takes as long as seven days to get a reply.

In my opinion, of the top three social media companies, LinkedIn provides the best service. Google is new in this game. It’s not as easy

