

THE 10 COMMANDMENTS OF SOCIAL MEDIA FOR BUSINESSES



Ethinos Digital Marketing is a boutique firm with unique hands on approach to helping clients with all aspects of Digital Marketing Strategy, Social Media Marketing, Search Engine Marketing (SEO & PPC), Branding & Design, Mobile Marketing and Email Marketing.



About the author:

Siddharth Hegde has 14 years of experience in sales and marketing and has worked for a diverse group of companies' right from Fortune 500 companies to early growth stage companies. He started his career pounding the pavements of South Mumbai by selling photocopiers for Xerox. One of India's most aggressive sales companies. Like many other people in the those days he too got bitten by the start up bug and joint a small start up heading up their office for the Western region, and helped them break into some of India's largest and most prestigious companies. He moved on to join Gartner when they first entered India directly. Much of his time there was spent growing Gartner's business, being an advisor & guide to the marketing departments of many of India's largest IT & technology companies.

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Company's today need all the breaks that they can get and Social Media is God's gift to the business with a great product and a relatively limited reach. India has seen an explosion in the growth of telephony, mobility, & internet connectivity. This makes it imperative for businesses that want to succeed in a connected India have a strong online presence. Given below are the 10 Commandments of Social Media that companies will need to adopt to succeed.

1 THOU SHALT HAVE A PRESENCE

Create and develop a presence on the media, tools and forums that your potential clients use extensively.

2 COMMIT TO IT FOR THE LONG HAUL

Set up clear performance metrics and then measure performance ruthlessly. See which media suit you and go out & use it to establish a credible presence.

3 BE A PART OF A COMMUNITY

Talk to the people involved using the tools available rather than 'at' them. Conversations are not meant to be a one way street. Interactivity rather than a traditional broadcast mentality is the objective.

4 INFLUENCE NOT CONTROL OVER COMMUNITIES

Be clear about what you are looking at getting out of your participation. You can influence people by sharing your reasons & logic rather than browbeating them into agreeing.

5 THOU SHAL NOT COVET

It is not possible for a business to be on every new social media tool that comes up – it is foolish to even try. Be judicious in your choice – it should suit you, the message you are trying to get out, and the audience you are looking to connect with.

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6 FORGIVE MISTAKES

When getting involved with social media your interaction will be real time –mistakes will sometimes get made. Expect them, plan for them. The aim is to get a fruitful dialogue going – you can't get it right all the time.
– It's just another part of the marketing mix.

7 SOCIAL MEDIA IS NOT A SUBSTITUTE FOR GETTING FACE-TO-FACE WITH CUSTOMERS

Social media will not replace on the ground face time with clients. Nor will it totally replace other traditional media. It just give you more options and flexibility in the mix you want to use to reach your audience.

8 EXPERIMENT

As new platforms & additional featured in existing platforms proliferate, there is no substitute for actually getting your feet wet. The only caveat before jumping onto every new innovation that comes your way is to figure out 'what's in it for your company'.

9 DON'T RUN AWAY FROM CRISIS

they have a habit of blowing up into something even worse. Face them head on, be accessible and transparent - explain your side of the story, & tackle the issue rather than going with smoke and mirrors approach. Problems are opportunities and need to be exploited.

10 FOCUS ON THE AUDIENCE

The content has to focus on the needs of people you are trying to connect with – share your expertise & genuinely make time to help people who reach out. You will end up with the mantel of being a subject matter expert.