

# GLOBAL FLASH



## FISHING WHERE THE FISH ARE REACHING CUSTOMERS THROUGH SOCIAL NETWORKS

**T**he latest buzz is about Social Networking and Social Media Marketing. But, dealing with any social network, let alone wine networks, seems daunting. As with anything we recommend that you have your house in order before venturing into these deep waters. Make sure you have processes, strategies, and staff for your current e-business before starting the journey into this area of the Internet. It's best to assign staff resources in anticipation of your e-business needs in order to achieve key preparatory goals in the weeks or months prior to and after launching an active social media campaign. For those forward thinking brands, e-business will become a more prevalent portion of your business and should yield the highest return on investment (ROI) in sales, customer acquisition and retention.

So while you build your team and set expectations, here are five reasons why digital social networks are the definitely ponds you should be fishing in:

1. People create profiles that others see and enable them to connect to like-minded people. This adds relevance and value to the statements you make about products, services, people, places, etc.

2. The functionality of these platforms for updating statuses, using widgets, and simply browsing, causes these platforms to have some of the highest levels of stickiness of any website. (Stickiness is the tendency of a visitor to stay on, [engage with] a website).

3. The streams of real-time conversations make immediate connections with current and potential customers and boost the value and meaning of the social interaction.

4. These platforms have open application programming interfaces (API's, tools and services, which encourage second party technological extensions of the service far beyond the walls of the URL), creating even deeper market penetration.

5. Most of the networks have alert tools to let you know when there has been activity associated with your account and bring you back to interact with the conversations and events that have happened in your absence.

We advise that you choose a maximum of three platforms on which to focus your initial efforts due to demographics, total users, and the time commitment required (Twitter, Facebook, and LinkedIn). We also recommend that the effort you invest beyond that of the "big three" be focused on industry related social networks because this is where your highest concentration of customers will be.

Last but not least, Social Networks are NOT a panacea for sales. Social Networks are a powerful communication tool and customer service channel that can help catalyze sales by advancing consumers through your brand acceptance funnel. Running a social media marketing program without the integration of other communication and sales channels will mostly likely lead to disappointing results.

vintank

We are here.  
We are HERE.  
WE ARE HERE!

### GWCGN's social marketing update:

GWCGN is on Facebook, Twitter and LinkedIn. These three networks provide a good variety of connections to people and companies that share our interests and help promote both our brand as a Global Network and our individual wine Capitals.

It also gives us an opportunity to build relationships that develop our international wine tourism community. Connect with us at:

facebook.com/GreatWineCapitals  
twitter.com/GWCGN

