

MARCCOM works with you to understand your objectives and maximize your marketing investment to provide you with proven and trusted creative value.

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E-NEWS@MARCCOM ISSUE 2



In This Issue:

Successful Video Techniques:

How do you get video to go viral. .

B-to-b Analytics: Time to invest in social media.

Recent Studies: Recent studies have shown that Marketers put social media into integrated campaigns.

Successful Video Techniques

MARCCOM can help you create an entertaining video with the best chance of going viral. Get your message out and boost your brand's image, while you generate leads to your **target audience**:

1. **Give Videos a Face.**
2. **Be Funny.**
3. **Use Social Media to get the Word Out.**

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Recent Studies:

Q: How to maximize the value of multiple social marketing platforms?

Know your audience . . .

Twitter has an estimated 50 to 60 million members mostly adults, it is time efficient has limited space for message of 140 characters. Twitter is popular with business professionals, average age 31. It does carry a small teen base, with an estimate of 11% of teens that tweet.

Facebook has an estimated 400 million members mostly female, less popular with b-to-b marketers however, very popular with corporate recruiters trying to reach young job-seekers.

B-to-b Analytics



According to a recent study by *Web Analytics Associations* available [here](#) social media is now ranked the 3rd highest marketing channel. The highest scores for a tracked marketing channels were Web sites (88%), followed by e-mail (76%).

The research company Hoover Inc recently polled 395 viewers of their Blog with a single question: ***“Do you use social media to generate business leads?”*** A total of 191 replied yes. 97 said it is in their plans. The remaining 27% replied that they do not use social media as a lead generating channel.



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