



Inventors Supercharge Marketing with Social Media

Planning and executing an effective marketing strategy including a plan of action, is a huge challenge for any business or new product innovator. In today's marketplace, Social Media is a critical component to the success of your start-up or small business and needs to be included as part of your marketing plan of action. There is no magic bullet but the following information will get you started on the right path. Some of you will need the assistance of professionals and others can get the process started on their own with some basic guidelines.

Just in case you were thinking that you can do it without social media and all you need is to get your product on the shelves of a Wal-Mart store, think again. Read the following article to get an understanding of how Wal-Mart treats its vendors and then ask yourself if you are still interested in going that direction. Maybe, like me, you will avoid ever stepping foot in the store.

<http://www.fastcompany.com/magazine/77/walmart.html?page=0%2C0>

Here is one quote from the Fast Company article, link above: "People ask, 'How can it be bad for things to come into the U.S. cheaply? How can it be bad to have a bargain at Wal-Mart?' Sure, it's held inflation down, and it's great to have bargains," says Dobbins. "But you can't buy anything if you're not employed. We are shopping ourselves out of jobs." Steve Dobbins, CEO, Carolina Mills (75 year old company in NC)

The following link will take you to a great site for information about leveraging social media for small businesses: <http://mashable.com/2009/10/28/small-business-marketing/>

Research has shown that the likelihood of purchase increases when people have a social connection with a brand or product. Social media usage to commercialize your product and bring awareness is a powerful avenue to sales. Inventors are advised to become familiar with each and understand how you can leverage these avenues for securing sales and awareness:

Facebook.com – Business and personal pages. Best to keep these separate.

Twitter.com – Use a business profile rather than a personal one for those interested in your tweets. Caution, can be overused and annoying to potential customers.

LinkedIn.com – Your professional profile and options to increase your B2B connections and become an expert.

YouTube.com – Becoming the biggest powerhouse for marketing new products. This is especially true for those products that can be demonstrated.

Blogs and Forums – research your industry and possible purchasers of your product. Participate when you are ready and it fits with your marketing plan for social media.