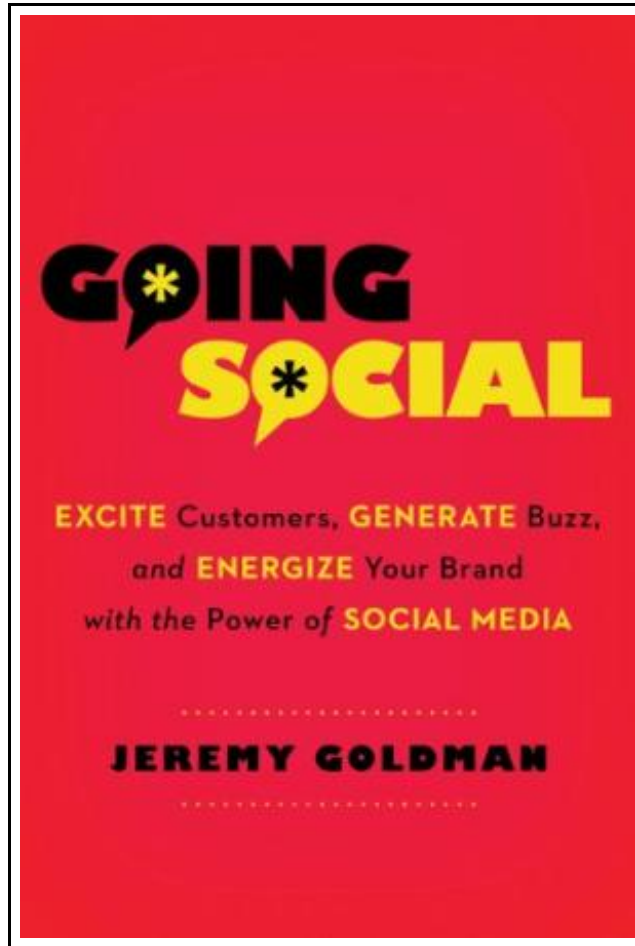


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GOING SOCIAL

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- Formulate a social strategy
- Pinpoint their audience and where they "live" online
- Give their brand a unique voice and personality
- Get good at listening
- Create relevant, engaging content
- Identify and reward influencers
- Build strong bonds with bloggers
- Become truly customer-centric
- Avoid pitfalls when possible-and respond to negative feedback when a misstep is made
- Cultivate brand spokespeople
- Use targeting to engage more effectively
- Turn employees into social marketers
- Engage with ROI in mind

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