

DO I REALLY NEED SOCIAL MEDIA MARKETING?

With search engines like Google, Yahoo, and Bing looking for social signals when determine search rankings, social media marketing has become a necessary part of any online marketing plan.

WHAT YOU KNOW ABOUT

SEO

SEO is a relevancy contest.

Search engines want to give relevant results, and SEO is a way of telling search engines what a site is relevant for.

1 A website sends out specific signals saying "I'm relevant for this search!"



JOESCHMO.COM

2 Other websites can strengthen the signals by linking to the site.

TONYBOLOGNA.COM

3 All links are not equal.

CNN.COM

4 Search engines read these signals and determine rankings based on the strength of the signals for each search.



WHAT YOU KNOW ABOUT

SOCIAL

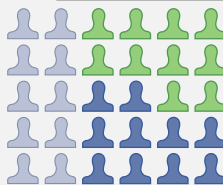
Social is like word-of-mouth marketing.

Users introduce their friends to their favorite things by sharing related content on social media sites.

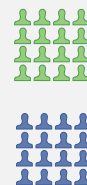
1 Businesses create social media accounts and accumulate fans.



2 They use these accounts to share content with their fans.



3 Fans who like the content share it with their followers, leading to:



SEOCIAL

Search engines have realized

that social shares indicate relevant content. Now, social signals have a significant impact on rankings. SEO needs a strong social presence.

WHAT YOU NEED TO KNOW ABOUT

1 When people like content, they share it on social sites.



2 The more influential the sharer, the greater the number of people who will see it.



INFLUENCE



3 If they also like the content, they will share it with their friends, and the cycle continues.

REACH



4 Search engines read these signals and traditional SEO signals and determine rankings based on the strength of the signals for each search.

