

## 23 Ways to Integrate Social Media and Traditional Marketing



*Integrated Media Marketing* is when you effectively integrate social media with traditional marketing. Here are 23 ideas for integrating Facebook and Twitter in PR, direct selling, customer services, advertising and sales promotions.

1. Add Facebook Widget /plugins to website or blog
2. Show Twitter stream on website
3. Use buttons in footer, contact page and sidebar of website
4. Add Share/Like/Tweet/+1 buttons on products and content on website
5. Include links on your business cards
6. Include info in email signature file
7. Add Facebook /Twitter to voice mail messages (office and cellphone)
8. Include Facebook/Twitter info on invoices and receipts
9. Incorporate Facebook/Twitter in radio and television commercials
10. Add Facebook/Twitter to all printed brochures and catalogs
11. Include info in newsletters
12. Incorporate Facebook/Twitter logos in silk screen designs for t- shirts, canvas bags, umbrellas, hats
13. Include Facebook/Twitter info on menus and place mats
14. Include in proposals and RFP's
15. Add info to billboards
16. Include Facebook/Twitter info with hours on storefront doors
17. Add Facebook/Twitter everywhere you include a phone number
18. Include on tradeshow displays
19. Add to tradeshow giveaways (pens, notepads, rulers, etc)
20. Add links to other social networking profiles (Facebook, Google +, Twitter, LinkedIn, Foursquare, Yelp, Google, Bing, Yahoo)
21. Include links on Power Points and other presentations
22. Include links on YouTube uploads using annotations
23. Remind customers to follow you when they call customer service lines