

Small text inside the letter Q: Small text inside the letter Q
The word "Questions?" is written in a large, blue, sans-serif font.

Social Spending: Managing The Social Media Mix



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Difference between social media and web 2.0

Social Media MIX

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Emerging: testing and learning through social media to achieve social ROI

Difference between traditional and emerging use of social media

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Traditional: Using already known forms of social media where outcome is predictable

Traditional and emerging

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Traditional: Using already known forms of social media where outcome is predictable

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Emerging: testing and learning through social media to achieve social ROI

Emerging use of soci

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ly known forms of social



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Comparison of Traditional and Social Media Marketing

| Traditional Marketing | Social Media Marketing |
|-----------------------|------------------------|
| Highly targeted | Highly targeted |
| Highly measurable | Highly measurable |
| Highly trackable | Highly trackable |
| Highly interactive | Highly interactive |
| Highly engaging | Highly engaging |
| Highly effective | Highly effective |

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Social Media Mix

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Social process for media spending

