

## [ Role of Micro Blogging in Search Engine Marketing ]

*What makes it a powerful tool for online marketing tactics? What magnitude has it gained in SEM's domain?*

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*It is with words as with sunbeams. The more they are condensed, the deeper they burn. : Robert Southey*

Robert Southey, the prolific letter writer, literary scholar, essay writer, historian and biographer, explains brevity with such ease.

Brevity, the concept which Micro-blogging endorses, let us understand, how it affects SMM, in detail.

## **Overview: What fuels the fire of micro-blogging?**

Micro Blogging is the altered blogging behavior, where small pieces of content are published on the web regularly from your mobile, IM, or through the micro-blogging site.

Micro blogging is present in various forms on the web, e.g.; 'del.icio.us', it posts a small note along with a bookmark; 'flickr', it posts a bit of text along with a photo; Facebook status; or 'Yelp', it adds a review on subjects; all these could be considered as ways to micro blog.

'12 seconds', 'Daily Booth', 'Tumblr', 'FriendFeed', 'Posterous' are amongst the premium service providers for micro blogging. Twitter however is the most successful Micro-Blogging provider.

The appealing factor of micro-blogging is the short content and minimal commitment.

The micro-blogger puts up a short content and the reader is not required to commit into long reading process. The precise nature of content might induce a reader to leave a comment, which might in turn assures the blogger of the aptitude of the content, making him continue with micro-blogging comments, ideas, feedbacks or some information. Thus, the micro-content fuels the micro-blogging fire with short and precise comments, whether from the blogger or the reader.

## ***The realms of Micro-blogging***

Generally, it is understood that, Micro bloggers share thoughts and emotions, discuss and debate on serious and non-serious topics making Micro-blogging a tool for entertaining and dispersing personal views, but the area of its play is much more diversified.

It provides an excellent footing to market and announce all job vacancies, parties, events and new launches.

It makes an excellent choice promotes news and thus becomes an attraction for journalism. Events and catastrophes get instantly tweeted about, and reach worldwide in a short span. Twitter was the first to publish the earliest photo of Turkish airline plane crashing on Amsterdam's Schipol airport on February 25<sup>th</sup> 2009. The Mumbai Terror attacks, the Iran Protests, all got instantly broadcasted in public through the power of micro-blogging to quite a noticeable extent.

Journalists have used micro blogging on Twitter for the following reasons:



Many organizations and activists also post about their activities on Twitter and manage to reach the public without any barriers of time and space. Through micro-blogging, they 'talk' to international media, and get the public response.

Micro-blogging has the expertise to reach the millions, but in order to use this expertise to reach the crowd and make an impact; we have to know the precise ways and manner through which the power of this wonderful product can be optimized. This amazing product can be utilized as a powerful business tool. It has reached more than 32 million registered users ranging from celebrities, government officials and major MNCs. It is a

concept holding immense possibilities which could be adopted in Online marketing business or Search Engine Marketing.

The economics of using micro-blogging in business is not only the participation of people, it's not just the technology, but it's the innovation which the end user provides.

## ***Why Micro-blogging needs to be plugged with Search Engine Marketing?***

Contradicting the prevalent paradigm, of SEM and SEO being the sole tools for enhancing a company's visibility, now all the promotional and optimization approaches are shifting their gaze to Social Media sites also, thus making SMM (Social Media Marketing) an integral part of SEM.

In order to get your site recognized, it is important that it should be elevated and cited on other sites as well. With Social Media Sites gaining so much of edge and upper hand, it now becomes the need of the hour to monitor social media and social content, and focus a part of your business toward it, to reap its interminable potential in your favor.

The 'Hub and the Spoke' strategy of SEM needs to integrate a pointer towards it Micro-blogging as well.

The phenomenal rise of Micro-blogging, especially twitter, has made it an unmatched Marketing tool. The power twitter projects, is derived from the 'everybody wins' practice it follows. Also, the fact that it provides 'real- time search results' makes it undoubtedly an influential tool for the SEM practices.

The popularity of micro-blogging makes it inescapable for a Search Engine Marketer to integrate it with the existing promotional and branding activities.

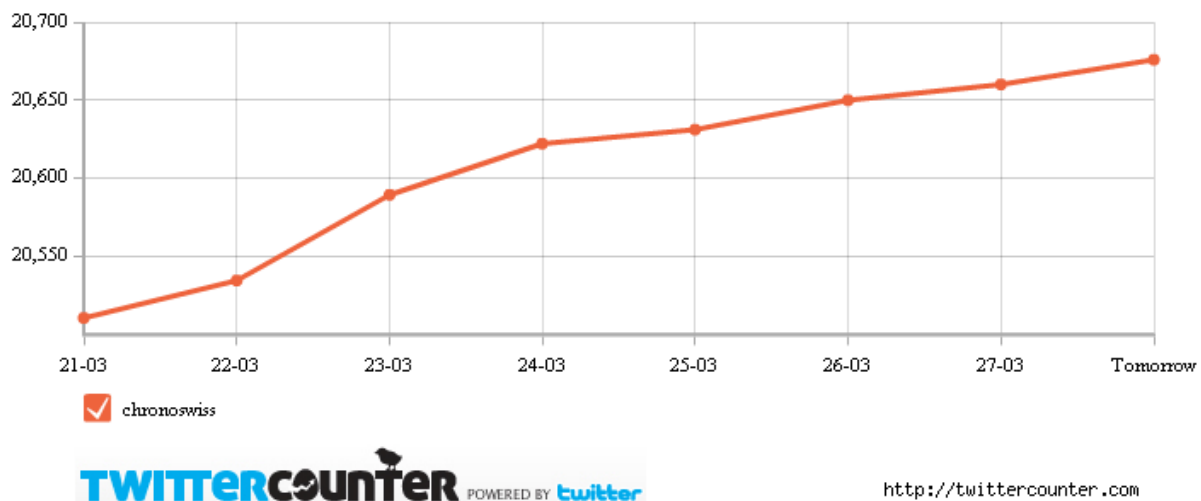
## ***Micro-blogging, The Brand's Advocate builder***

Due to its immediacy of messages, Micro-blogging has capacity to become Internet's Brand Advocate Builder.

Leveraging the social media campaigns through micro-blogging, one can create a healthy online reputation and build Brand advocates, which is a definite key to success.

The punch, the stability and the tracking efforts, coupled with the associated plethora of tools, enchants the web marketer to alloy micro-blogging in Search Engine Marketing.

### **Identifying and Influencing Brand loyalist using Twitter:**



[Image displaying 'Chronoswiss', (watch-company's) brand loyalty and following on twitter]

Follow twitter to get to know who all has an interest in your product, who can become your brand advocates. You can find such people using Twitter Packs, 'Twubble', 'Twitter Local' or 'Twits like me'.

Initiate genuine conversations and let the targeted audience know about the company's presence. For this monitor twitter search for terms related to your product. 'TweetScan' and 'Twitter Search' can be used for this.

Thus creating contacts you can invite them in a space created by you for your company or business concept, using 'FriendFeed' or the like. This enables your brand advocates to link and share messages with rest of the group.

### **What can influence a business more than finding the people who can participate in loyalty-building efforts for your products?**

Rightly worded by Rachel Hannock, Manager Loyalty Marketing and Royal Caribbean Cruises, "The key to success in connected marketing is to subtly influence the influencers without them overtly realizing they are being influenced."

Using Twitter and other micro-blogging sites, your Brand Advocates can act as catalyst in creating recognition, awareness and interests about your product amongst the masses, thus subtly influencing the growth of your product.

### ***Draw the benefits of reputational search with Micro-blogging***

The combination of SEO strategy with PR approach in the social media domain, with the intention of influencing the search results, is reputational search. It involves influencing the SERPs by advocating certain keywords and phrases related to your brand. Using the Micro-blogging communication approach in your favor can play a major role in branding your keywords.

In order to harness the power of micro-blogging, imbibe the capability of twitter and the like with your traditional PR ways for your product's promotion and branding.

Reputational Search Program, like SEO Program, is constituted of three building blocks.

#### **Research and Plan your power words.**

To build up a reputational search program for your product, find the keywords that people use while searching at social media sites.

You can realize the power of Micro-blogging by conversing on social media, micro blogs, video sharing and the like. Know what words and phrases people use while

talking about your concern. Assess the competition for those keywords in the social domain using Micro-blogging.

Generic search keywords might face a lot of competition; hence a set of much targeted keywords should be used. Try to get hold of the keywords, those are searched but are not too generic. Get a complete list of keyword phrases that, will reflect how people talk and search, will not have tremendous amount of competition and will generate enough search volumes.

### **Develop effective campaign around those power words. Measure the force of the campaign**

- Once you get the keywords, disperse them into press releases, articles, blogs and other SEM relevant stuff. Try to bring them up in the 'title tags' or headlines.
- Try to get all these PRs, blog's etc socially recognized by positioning your keywords well in the micro-blogging, video sharing and other social media sites.
- Prioritize them by building a complete advertisement campaign around them so that they get the maximum coverage. Get them centered subtly towards your concern.
- Measure its impact. Micro-blogging is not just about creating brands, it can be used to salvage the brands too, so measure continually the force generated by your campaign and the direction where it is moving. Take corrective content development steps to make it move in your favor to build your brand's reputation.
- The PR's traditional ways of building Reputational searches, like, press releases, corporate newsroom, media relations and blogger engagement still remains the same. The only difference is in the messaging. The messages are now infused into social media sites to command enhanced digital identity of your business.
- Make the best out of the existing PR campaign by adding the Micro-blogging to overall marketing strategy and branding campaigns.

## ***Establish a customer base using Micro-blogging.***

Micro-blogging can become an excellent means and a first-rate tool to erect a customer base.

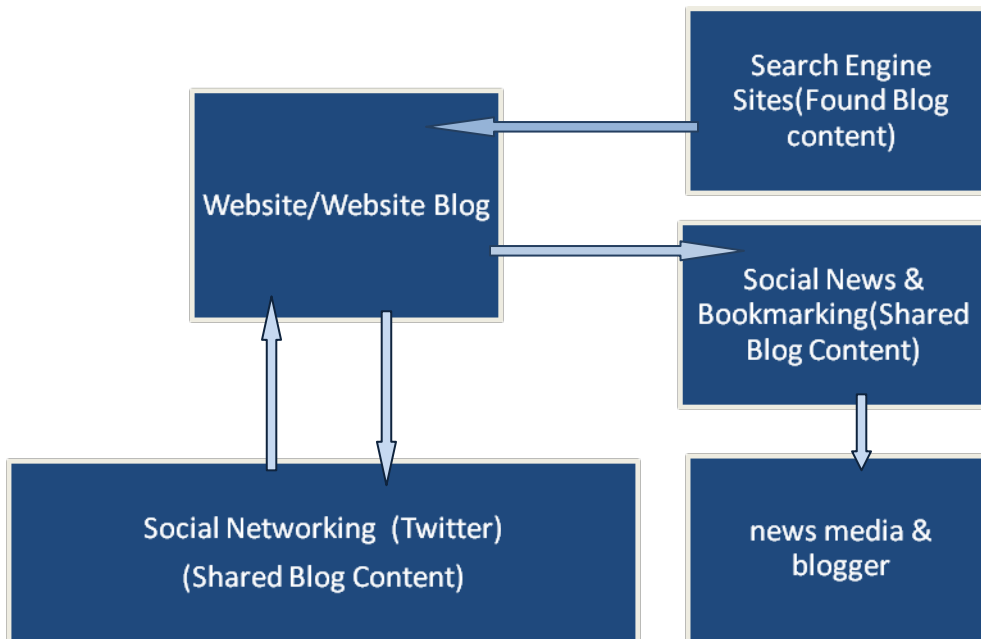
- Connect to the bi-directional communication capabilities the platform provides to engineer large-scale, word-of-mouth networks. The concept has immense potential to build brands, acquire and retain customers, develop a product and generate assurance towards quality.
- Taking a plunge into micro-blogs will convey the sentiments of the crowd about your brand to you. It is an imperative online form of mouth branding. You can manage and raise your online reputation by advancing your twitter reputation. Use the technology effectively to construct trust and cultivate cooperation in online market areas.
- Measure the persuasive and concurrent reviews. This will help you analyze the awareness and the effect that your brand's reputation is creating in the targeted market.
- Monitor the volume of online postings. Monitor your reputation by monitoring micro-blogging conversations. Conversations about your brand might happen on Twitter some hours before conversion to competitors.
- To create long-term relationships with customers and prospects, businesses need to develop a new mindset. Monitor user sentiments and mediate at proper time.
- Listen to the conversation and broadcast your own thoughts actions, blog posts, achievements and questions to the broad audience. Build your reputation by what you say, do and share in 140 words or less



## ***Link-building through Micro-blogging and Social Networking***

Earning links through social relationships can move search results drastically in your favor. Links drive the search Engine visibility. These days, the search engine are de-emphasizing static-links and looking for links based on relationships and socially connected content.

For example: If your corporate blog post happens to get a lot of genuine discussion on a micro-blog and thus later gets a link on some high ranked site, the post would definitely get a better rank amongst related searches.



So build 'digital Embassies', having links flowing in and out of social networks hubs and connect them to your websites. Build your digital identity and leave your digital footprints on social networking and micro-blogging sites, thus enhancing creditability and brand image.

Moreover, with millions now turning to <http://search.twitter.com> rather than to Google news, search and social networking are converging, and more queries are now coming from inside communities.

So set up credible social embassies inside social networks, participate actively and earn links. Changing your focus from Website to Micro-blogging gives one more visibility.

Moreover, with micro-bloggers comments appearing in with hypersonic speeds keep you self in the run. With the 'short bursts of activities', keep your twitter content fresh.

### ***Micro-blogging, the real, real time search provider***

Real time search means, serving or bringing out the information published in real time, i.e.; where there's no delay between composing a material and publishing the same. It actually involves no delay between the happening of an event and publishing it.

Micro-blogging promotes real time information. You think of something or witness an event and immediately spell it out on twitter, and in an instance your tweet is shared with the millions.

Micro-blogging is the leader in real time publishing. So many people publish so much material so quickly, making real time search possible in actuality.

### ***Micro-blogging - what about the ROI?***

*Well, how do we measure the price of conversation in real life, especially, if we are dealing with an entity that gives us conversions through communication? Micro-blogging is a marketing area focusing on business communications. It makes your organic search results grow without making it mandatory for you to confirm to certain topics or SEO processes. So, rather than worrying about implementation costs, let's look at the positives of it.*

## ***Concluding with the benefits:***

With the major search engines including social media content in their result pages, the caliber of micro-blogging gains impetus and needs little to be told. Still, let us sum up, how micro-blogging has influenced the Social media marketing domain. What benefits does it provide?

1. Interaction with customers and building fruitful relationships. Say the most important thing in the fewest words possible. Alert people to new blog posts, or interesting articles in your field.
2. Building up your business prospects with strong feedbacks and response. Be a part of conversations on your product attracting customers, potential customers and others in the industry.
3. Gaining the insight in market by monitoring topics discussed about your domain. Know the competition and remold market intelligence in your favor.
4. Creating an information rich resource for your area of business, by sharing thoughts, insights and leadership of your product.
5. Giving your business a personality, a digital identity. Use the micro-blogging tool for immediate and informal conversations across the globe. Reach the core of the market with Micro Persuasion

*What Dennis Roth, the anthropologist and nature historian, conveys,*

***“If it takes a lot of words to say what you have in mind, give it more thought”,***

*Micro-blogging certainly assays.*

## About the Authors:

### Anita Agrawal

Anita is an experienced internet marketing expert who has helped many Fortune500 companies to devise result oriented marketing strategies. She has also been a marketing advisor to many startups that benefited from her insight into resource optimization for online marketing success.

### Siddharth S

Siddharth is one of the leading figures in the marketing arena. He uses his marketing strategies to execute efficient processes by understanding the core strength of organizations. The corporate world utilizes his skills to devise bespoke strategies for creating the required edge in the market.

#### About Copper Bridge Media

**CopperBridge Media** connects the dots of conversation so that it can be tapped for business growth as well as corporate creativity. Business intelligence embedded in social interactions over the web is utilized in all of its customer-centric solutions - ranging from Corporate Branding, Multi-Channel Marketing, Research and Analysis and pervasive Search marketing solutions. The 'voice of customer' is embedded in every CopperBridge strategy and solution.

While conversion ratio and ROI remain at the epicenter of Search marketing dynamics, brand reputation and channel visibility continue to be the focus of most of the major corporate entities. With this in mind, CopperBridge Media has been persistently offering a hybrid marketing model to its client base - a market savvy mix of corporate branding, Multi-Channel marketing and targeted Search marketing. 'Result based' and 'Behavioral-data enabled' marketing strategy is the hallmark of CopperBridge business solution mix - which has helped its partners and clients scale up their operations and diversify their business portfolios.

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