

## Social Media Integration and Websites: A Symbiotic Relationship

### LINKEDIN FACTS

67,000+ people join LinkedIn every day.  
44.7 million active users in the United States.  
95% of users are college educated.

### FACEBOOK FACTS

830,000+ people join Facebook every day.  
146 million active users in the United States.  
35+ demographic represents 30%+ of user base

### TWITTER FACTS

2<sup>nd</sup> largest social site in the US after Facebook  
Over 40 million visits per month



- 88% of marketers indicated that their social media efforts have generated more exposure for their businesses (Stelzner 16)
- Two thirds of marketers indicated a rise in search engine ranking was a benefit of social media marketing (Stelzner 16)
- Slightly more than half of marketers found social media generated qualified leads (Stelzner 16)
- Improved sales: it helped 72% of marketers close business (Stelzner 17)

Since the advent of Facebook, Twitter, and LinkedIn, social media has become a ubiquitous tool within the marketer's arsenal of strategies to connect with potential clients. Providing an informal yet informative avenue to share knowledge, generate leads, and to connect with clients, social media integration, however, continues to remain low relative to other industries within the financial services sector. This provides current financial advisors with websites an excellent opportunity to take advantage of the power of social media's reach.

### Why is Social Media Such a Big Deal?

During May 2011, Americans spent over 53 billion minutes on Facebook – more than any other website. In fact, social media networks and blogs account for nearly a quarter of the total time spent by Americans on the internet. 70% of active adult social networkers shop online, 12% more likely than the average adult internet

User, and social networks and blogs reach at least 60% of active internet users across the globe (Nielsen 1-14). Clearly, social media's reach is expansive.

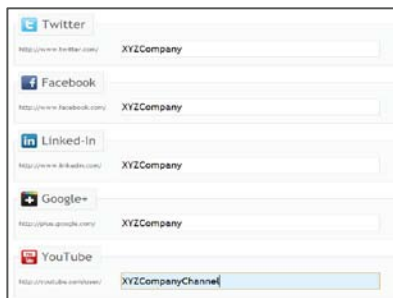
### A Symbiotic Relationship with Your Website

Social media provides an excellent jumping point into an organization's website. Conversely, it also provides visitors a personal view into your organization. For example, relevant content, promotions or blog posts can build rapport and establish your organization as a thought leader. Existing clients who are happy with your services will also share or like your organization, providing a valuable feedback mechanism that signals to others that they should check your organization out.

As your organization posts more content or is talked about more frequently on social media sites, its search engine ranking increases as more traffic is linked to your site, increasing the visibility of your firm's website.

# White Paper by

## Integration: A Simple Process



The image shows a form for social media integration. It has five rows, each with a social media icon and a text input field. The fields are: Twitter (http://www.twitter.com/XYZCompany), Facebook (http://www.facebook.com/XYZCompany), LinkedIn (http://www.linkedin.com/XYZCompany), Google+ (http://www.google.com/XYZCompany), and YouTube (http://www.youtube.com/XYZCompanyChannel).

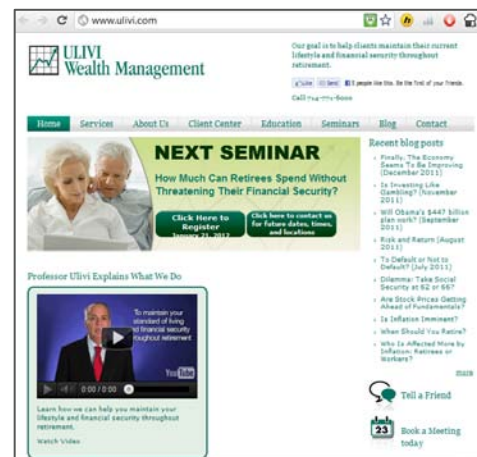
Understanding this symbiotic relationship, website developer Advisor Websites has made integration easy. All it takes is a simple copy and paste of the social media site's URL into the input fields located in the Marketing dashboard and your website will be linked, increasing its search engine ranking and exposure of your organization's website and business.

## What Does Social Media Integration Look Like?

Social media integration is seamlessly incorporated as a result of simple icons, like/retweet buttons, or by embedded media. Social media integration may invite viewers to follow your organization, join a discussion, share content or provide feedback. Additionally, number of likes and retweets can be displayed, providing your organization feedback on the social success of your posts or your organization's reach.

## Video Social Media Integration: Another Simplified Process

YouTube videos are an excellent way to share content, market your organization, or to provide how-to or instructional advice. In fact, 77% of marketers plan on increasing their use of video marketing, making it a top area marketers will invest in for 2011 (Stelzner 24). In the past, embedding was often problematic due to coding issues or incompatibilities. Understanding the value of video strategies means that Advisor Websites designed video compatibility into the advisor websites platform. Simply copy and paste the embed code given by YouTube, Vimeo, or Viddler (all of these sites are supported) to embed your video and add an interactive touch to your website.



## Social Media Integration: Part of the Big Picture

The benefits website owners stand to gain by integrating popular social media tools with their marketing attack plan are tangible. With a little time investment, and some copying and pasting, today's modern websites provide a plug and play environment that harmonize different web platforms into one cohesive marketing unit, allowing each unit to add value, and ultimately helping your organization achieve its bottom line objectives.

## References:

- Nielson, NM Incite, State of the Social Media: The Social Media Report (Q3 2011) | <http://blog.nielson.com/nielsenwire/social/>
- Stelzner, Michael A, 2011 Social Media Marketing Industry Report. <http://www.socialmediaexaminer.com/social-media-marketing-industry-report-2011/>