

From

Corporate logic

to

Co-operate logic

A presentation by

Sushant Kumar

➤ email: web.sushant@gmail.com

➤ blog: www.domainofhope.com

Social Media for your Business

This presentation will cover...

- The conventional marketing model
- Limitations of conventional marketing
- What is Social Media
- How does it challenge conventions
- Benefits of marketing through Social Media

The usual business



The corporate guy

- Business through networks
- On phone
- On portal
- Through Advertisements

This is Conventional Marketing

The usual business goes well...

- *Networking* is good
- *Phone* makes it personal
- *Portal* makes it online
- *Advertisements* spread awareness

Our Ambitions are high

And for business to be good...

- Volumes should be high
- Deadlines have to be met
- Costs Should be low



But the cost is also too high



- Networking takes **time**
- Phone is good, when **picked up**
- Portal needs to be **advertised**
- Advertisements are **costly**

*But is it cost effective ?
And is it profitable ?*

Social Media

comes to the rescue

- ✓ Volumes Guaranteed
- ✓ Costs Zero

But the deadlines still depend on you...

Social Media tells the world...



- Who you are
- What you do
- How you do it
- Your strengths
- And maybe, your weaknesses too...

It does it through...



- Blogs
- Forums
- Social networking websites
 - Facebook.com
 - Myspace.com
- Micro-blogs
 - Twitter.com

And all this is practically **FREE!!!**

This creates a...



about your business

It helps in



- Reaching target audience
- Getting high volumes
- Reducing costs
- Spreading awareness
- Getting effective feedback
- Better Brand value
- And lots more...

Resulting in *Exponential Growth*

And finally your clients come to you through...

Google™



So don't be late

And sow the seed of *Social Media*



Join the Band Wagon, go social

A presentation by Sushant Kumar

The author is currently doing his research in the area of marketing from IIM Lucknow.

- Blog : www.domainofhope.com
- Email : web.sushant@gmail.com

Domain of Hope