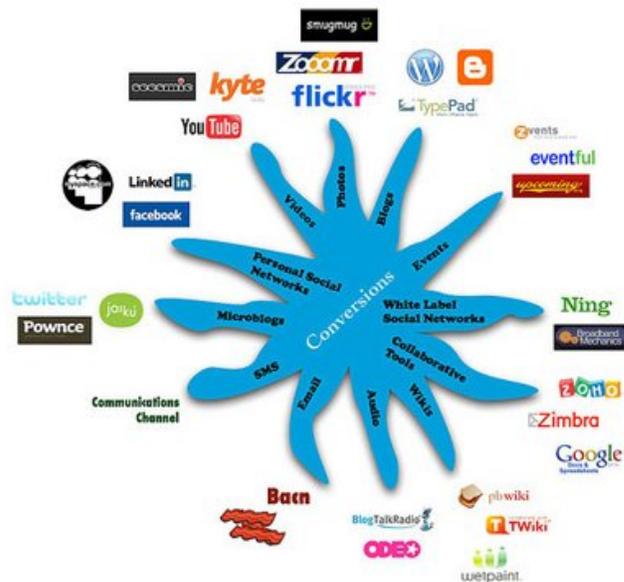


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REALLY SERIOUS SYNDICATION



What is this? This is the mesh you're about to step into and if you don't **know** how to navigate through all the "social media options" you may just get lost.

Unless you have some knowledge and experience you'll quickly get lost and your time will be sucked up into an endless spiral of learning about all the "social media options".

Yet it seems that everyone everywhere is using social media for personal and professional reasons. While many are rushing into the space few have the knowledge to comprehend "what to do" and "How to do it right" the first time.

The majority of business participants make all the classical errors including:

- Not using the right blogging platform
- Not having their blog configured correctly
- Not integrating their blog to communities which would have an affinity to their business
- Not designing their blog correctly
- Not having the knowledge about all the different convergent social technologies that put a blog on steroids
- Not making the blog conversational
- Not building a community of relations

And this is just the beginning....the list is long

The business landscape is littered with businesses trying to use social media and doing so the wrong way. There are more "social wrecks" than there are "social media successes" to point to as benchmarks to follow.

RSS Applied has built the **system and expert resources** with the required knowledge to help businesses learn to apply social media the right way. The right way produces long term sustainable market relations that appreciate the exchange of value social media offers.

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The system of social media starts with **knowledge followed by strategies and ends with self sustaining execution** that creates the relationships your business desires.

Defining a Social Media Strategy



Strategies are roadmaps to the future. Unless you have the right map you may not get to where you need to go and you may get left behind.

RSS Applied provides members with some of the top strategist in the social media space today. Our resources will guide you to developing a clear roadmap which spells out how, what, when, where and with the right directions to map out your road to the future.

- Learn where you need to go and how to get there
- Create an organizational

- roadmap that involves everyone
- Gain the resource support required to help you and your people “follow the road”
- Define milestones, measures and critical factors required to be successful
- Execute your strategies by leveraging the knowledge, training and resources all aimed at accomplishing stated business objectives.

When traditional mindsets buy or use new technology they often try and make the dynamics of the technology fit with the objectives represented by the urgency of the moment.

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The difference in applying social media technologies to existing business operations is not necessarily changing what you do, i.e. communicate with stakeholders, create new value propositions etc., **rather it is more about changing how you do things and aligning the things you do with *strategic intent for optimal relations*.**

[Chris Bailey writes](#): “Most organizations will simply try to lay the latest business fad on top of their current operations and culture. Regardless of whether they implement this innovation with the best of intentions or not, they’ll soon discover that this course of action will lead to failure with a high probability rate.”

“Let’s take social media as a fresh example. Loads of businesses and non-profits are adding social media tools to their everyday work as a way to keep up with progress (or worse, to demonstrate they’re “hip” and “edgy”). They’re creating corporate blogs, podcasts, and vblogs; engaging in communication channels like Twitter; building collaborative pages via wikis and Facebook. I’m not suggesting that there’s anything inherently wrong with any of these activities, but I do argue that simply adding them to your business operations without understanding will expose your organization as a hipster wannabe and leave you thinking that this social media stuff doesn’t work after all.”

What Is The Cost of Failure?

The irony of the social media space is that doing the wrong things and doing things wrong is immediately transparent to the world, **your customers, your employees and your entire market**. Launching any number of social initiatives can be a risky proposition if the intent isn’t well defined and integrated into the organizations overall strategy, both for the short and long term.



In fact launching a social media initiative can make a bad situation worse or take a good situation and turn it bad very quickly. Any social media initiative ultimately touches all elements of a business in which people interact, in other words everything.

While technology plays a role within any social media strategy it is the least important role. The most important **role is**

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“**how**” any initiative will be perceived as either taking away or adding value to people. For instance:

1. Does the initiative help people resolve problems or does it just mask problems?
2. Is the initiative tied directly to improving peoples experience with your business operations?
3. Have all the stakeholders (employees, customers, markets etc.) been made aware of and understand the purpose a social media initiative?
4. What are the key metrics of measurement for measuring the impact of any initiative?
5. Are social media initiatives aligned with other initiatives and tactics that aim at a common strategic purpose?

The list could go on but by now we hope we made our point.

While tactically speaking much of any social initiative requires a ready, fire, aim approach the overriding objectives need to be anchored in a more logical ready, aim, fire approach that is systemically tied to the overall objectives of the organization. Otherwise failure can cost a lot more than the cost of any social media initiative. **Word of mouth spreads fast throughout the social web so do stories about businesses taking the wrong approach with social media..**

Without Execution Your Destination Doesn't Matter



mindset.

Applying the use of social media and related technologies to the achievement of business results presents a new management paradigm that requires a new

Execution is about never ending application of knowledge, learning and strategies aimed at engaging people in your brand, your proposition and building lasting relations.

- Learn how to increase speed to market
- How to manage time, talent, tools and activities
- Apply right things to do and do them right
- Mesh traditional media with new media
- Build internal and external momentum



Executing “social media marketing” right is about doing the right things, over and over. The business landscape and the consumers have changed, but known and comfortable ways of doing advertising have not (yet). Advertisers are coming from a world of meticulously crafted brand messages being blasted out at people through one-way media like TV, print, or radio — to a world where consumers can tune it all out at the press of a button.”

“But "scale" is not necessarily as important as it once was. Advertisers coming from a world where "reach and frequency" was a success metric need to realize that in this new world "scale is out and impact is in.”

Execution of “social media initiatives” is fundamental to doing things rights and doing the right things. There are many things to do and knowing how to do them right means the difference between engaging your market vs. alienating your market. Knowledge is required to understand how to:

- 1. Build Real Relations.**
- 2. Maximize social media for business purposes.**
- 3. Grow existing or create new markets**

Is It More Than Marketing?

Successful execution requires "transformation", both internally and externally, to achieve what you need to do to get what you want

Social Media Applies to Results

The result of **applying** the three critical components is quantitative, measurable success that drives your business forward in the Era of Social Computing. You will be surprised at what kind of results you can produce. Pleasantly surprised if you successfully apply the previous components. **Surprised by negative results if you don't.**

For more information on doing the right things and doing them right go to www.rssapplied.com

