

Social Media Marketing

CHALLENGE	SOLUTION
-----------	----------

I want to extend my company’s online marketing efforts into social sharing channels.

Install familiar social tagging tools and optimize site content for popular social networks including Facebook, Twitter, and Google.

BACKGROUND

A great advertising campaign will ring true with the target audience and motivate them to action. However, by choosing a print, Web, television, or radio medium, retailers immediately limit the scope of their promotional impact, as it only reaches the audience segment tuned into that medium.

With the explosive growth of the social Web, marketing efforts across the globe are being retooled to consider how customers will hear and share information about a brand. A [2008 study by the Pew Internet and American Life Project](#) found that 31% of Facebook users log in daily, and 22% comment on posts or status updates from contacts in their social circle.



Facebook “shares” and Twitter “tweets” are viewed by countless numbers of Internet users in real time. From consumer reactions about policy changes to outbreaks of food poisonings, social media is the most relevant tool being used to convey vital information across the globe.

Successful social media marketing programs focus on creating a story enticing enough to be shared. Interesting messages resonate with online viewers and gain credibility as they spread from user—anybody with Internet access is a potential target. And the low expense and potentially extensive reach make this form of marketing an attractive option for many retailers.

HOW IT WORKS

Social Tags



Make strengthening your online relationships a business priority. Enable shoppers to share your content across the Web by adding social tags to your pages. Engage customers in your social network and drive traffic back to the site to help grow your brand’s social graph.

Optimize Your Content

Fine tune your site’s content to make sure it is “share-ready.” Web pages aren’t created equal, and dynamically generated content, like Aisle7 articles or product display pages, may not share well. Follow industry standards, such as the [Open Graph](#) tag protocol, to be sure that your content will transfer well into social sharing sites.

SOCIAL TAGS

Popular Toolbars



The easiest way to add social sharing buttons to your website is to install a sharing toolbar. The two most widely recognized social sharing services are [AddThis](#) and [ShareThis](#). Both provide customizable bars, which can be adjusted for size and style, as well as to include the desired sharing channels. Additional features include in-depth analytics reporting of user activity, and extensible APIs to allow further in-house development.

Installation is a snap, and is often as simple as grabbing a short snippet of code for your website. Both sharing services provide options for proprietary websites and those built with popular content management systems.

Facebook



The mostly widely used social network includes extensive [guidance for Web developers](#). This includes a catalog of all available [social plugins](#), and information about integration with [Open Graph](#).

Twitter



This exciting public medium for real-time interaction offers businesses a new way to interact live. To learn more about integrating with Twitter, visit their [developers page](#).

Google



A newcomer on the social sharing scene, [Google's +1 button and social network](#) is already gaining traction. Content shared on their platform will directly affect search rankings.

OPTIMIZE YOUR CONTENT

Aisle7 metadata includes article-specific elements designed for sharing on Facebook and other social platforms where rich sharing is allowed. Facebook, the most widely used social network, adopted the [Open Graph](#) schema to ensure that “liked” and “shared” content would display cleanly on user’s profile pages and walls, as seen below. Well formed tags will also benefit in search engine optimization.



To optimize Aisle7 content for social sharing, your Web developer will follow these three basic steps:

1. Make a request from the Aisle7 servers for an article’s metadata in XML format
2. Parse the XML metadata and assign it to Open Graph tags in your page header
3. Make a second request for the article to display on your Web page

For a guide covering the full requirements, steps, and metadata to integrate, just click [here!](#)

SUPPORT

Contact

Can we help? Please contact Aisle7 Tech Support at 877-659-7630 or support@aisle7.net

Resources

- [Aisle7 Social Sharing Integration Guide](#)
- [Open Graph Tag Protocol](#)