Facebook and Twitter—best practices, ROI, and case studies

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Facebook and Twitter are dominating the social-media scene. Facebook is the most popular social site and, with a worldwide membership of close to 600 million, has changed the way we use the Web. Twitter has done the same for how we communicate in the marketing world. But what do these tools mean when it comes to integrating with an overall marketing plan and generating business value?

The following key takeaways were culled from attendees’ tweets during the meeting.

Attendees’ Key Takeaways

✓ "Key trend for 2011: social media moves from novelty to priority for retailers."
✓ "The word of the day: ‘Amplify!’"
✓ "Personalize your company’s Facebook page to recruit prospective employees."
✓ "All feedback is a gift!"
✓ "Interesting how organizations are using social strategies to engage their own employees!"
✓ "HTML 5 will have an impact on social media because of Apple’s shunning of Flash."
✓ "Google voice and videos are starting to percolate."
✓ "Social CRM tools help manage fan relationships and meaningful engagement."
✓ "Brands have the opportunity to become custom media publishers."
✓ "Coming this year: web clinics—more interactive than just a webinar."
✓ "What’s the incentive for me to tell you anything? You must give me a dialogue."