

## **Marketing Minute ~ Digital Marketing Resolution Ideas for 2013**

I know that we have two months under our belts already in 2013, but I came across this article from Biznology and thought, great ideas to share. So, here goes...some digital marketing resolution ideas for you to help grow your business.

This particular article is written by Chris Abraham, a leading expert in digital: social media marketing, Internet privacy, online reputation management (ORM), and digital PR with a focus on blogger outreach, blogger engagement, and Internet crisis response. A pioneer in online social networks and publishing, with a natural facility for anticipating the next big thing, Chris is an Internet analyst, web strategy consultant and advisor to the industries' leading firms.

### **Listen More Online**

In our mad rush to create content every day, and with all of our impending blog post due-dates rushing in, it's hard to spend some time reading the tweets of your followers, the posts of your Facebook friends, and the blogs of people in your space, and their latest videos and YouTube, Slideshare, Pinterest and Flickr. But you need to spend some of that time. Here's an idea on how to keep from being overwhelmed, adopt Flipboard (see below). Many say it's worth it, and we will share why further down the page.

### **Become Way More Visual**

The biggest changes over the last year (2012), were in how people consume new content and new posts online. More and more platforms search for an illustrative photo or graphic. Digg, Reddit, and StumbleUpon have always done this; however, now it's even in the way we view our content on Facebook, Google+, Pinterest, and especially Flipboard (see below). So, you need to make sure every post, every article, and every column you publish always has a 'cover shot' because in the content war, the spoils too often go to the book with the prettiest cover.

### **Start a Meme**

While you cannot honestly make a viral video—we all know that—you can start thinking in memes. Not every meme will become a Meme to say anything of reaching MEME status; however, there are several things you can do to pre-package a bit of visual, informational, or video in such a way that you'll maximize its change of going viral and becoming a proper meme: 1) keep it short, 2) choose one thing, one message, 3) use both image and text, 4) make sure each meme is 100% self-referential and self-contained: to misquote Jacques Derrida, "il n'y a pas de hors-MEME" - there's nothing beyond the meme. By their very nature, memes want to mutate and as in poetry, you cannot control how your reader interprets your poem—so you had better make it as explicit and clear as possible. Make sure it includes source(s), creator(s), and its home URL. Make sure you don't put all the stuff in a description because memes always leave the original platform behind. If you don't make completely certain you have done everything you possibly can to not leave anything to chance then your meme will surely mutate most grotesquely à la The Island of Doctor Moreau. Even if your meme is completely self-referential, the more successful your meme is, the more it will want to mutate—however, if the Internet has decided your meme is popular enough to copy, corrupt, or mock, then you've batted-a-thousand.

### **Explore Flipboard**

If you think the idea of reading all the banal and self-indulgent chaff your sundry followers, friends, and fans churn into the world, day and night, then you need to try out Flipboard. Flipboard is the best-in-breed social newsreader. It allows you to plug in your credentials for all of your social platforms, including Tumblr, Twitter, Facebook, Google+, Instagram, and Google Reader, and then it allows you to browse through other content based on category and subject—and, when you're sorted out, it lets you browse, read and share all of that content seamlessly using a very beautiful, visual and easy-to-navigate interface from your iPhone, iPad, Android phone or tablet. I have basically replaced all the content sources on my phone with Flipboard as all the best of them are being fed through the News portion of Flipboard already — if they know what's good for them.

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## Engage a Blog

I was going to write Read a Blog but reading is only one part — commenting, counter-blogging, reblogging, and befriending the bloggers is maybe even more important than keeping tabs and reading. Bloggers and most journalists are no longer untouchable; rather, we're very accessible and quite amazingly stoked by any and all attention that we receive based on our writing and insights. The best way to become a colleague, acquaintance, and then friend of the people who are writing, blogging, and influencing in your space is to engage with them — with us — online in the comments, via email, or on the social networks we haunt. Internalize it — every single one of the folks listed in the [AdAge Power 150](#) are completely accessible to you right now — go git 'em!

## Listen to a Podcast

The best thing about Flipboard is that you can listen to podcasts and watch videos through it too, though I don't. I am not that good at listening to "real" podcasts but I surely do get all my content from the CBC and NPR via podcast. However, though I am being quite a hypocrite here, but I do know that there are loads of podcasters out there who act as industry aggregators, reporters, and curators. The best example is For Immediate Release: The Hobson and Holtz Report. Listening to relevant podcasts is a good way of passively keeping in-the-loop, especially if you're not ravenously curious as to what's going on every day online in your space. Listening to podcasts is similar to reading blogs: consider them your very own industry journals. The most modern of interpretations of the professional journal.

## Finally Figure out Pinterest

it's not rocket science and I am certain that I don't use it well enough. I often forget even to share stuff to Pinterest. All I know is that whenever I share something from any one of my blogs via a nice image to my Pinterest, along with a cross-post to Twitter, a compelling image, and a link back to the blogs (happens by default) I get the most traffic back to my post out of any of my platforms. I don't know why that is but there's something amazing going on there. Again, I am a hypocrite here as well. I don't spend much time at all on there except to always share everything I can there. Please make sure that your sites and blogs always include a Pinterest share button in addition to your typical +1s, Like, and Retweets. And I think I will take my own advice and spend more time both listening to industry-focused podcasts, blogs, and surely get to know Pinterest a lot better.

## Give FourSquare Another Try

It seems like folks are trying to call time of death on FourSquare but I believe they're premature. Unlike Blackberry's [RIM](#), the reports of FourSquare's death is greatly exaggerated. Although it has taken a while, I am seeing more incentives for checking in to FourSquare outside of just bragvertising your amazing life. My local Mexican restaurant offers 50% off my food bill every time I check in — every time (excepting happy hour and adult beverages). Over the last three years, since its inception, restaurants and stores have not rewarded everyone who checks in well enough to be enough of an incentive to encourage doing it every time; and, the badges have gotten stale and are harder to get. Restaurants and stores haven't really even offered their Mayors very nice rewards — it was pretty pathetic. The only reason I still check in to FourSquare is because FS does a darn good job of linking up with other applications such as GetGlue and Instagram — so I tend to only use FourSquare via GetGlue and Instagram these days — until I realized that I am missing out, especially when it comes to checking in to restaurants and other venues where there may very well be worthwhile perks — such as the 50% discount I get at Taqueria el Poblano on Columbia Pike.

## Check-in to Movies and TV

I must admit that I watch too much TV and love movies. And I must further admit that there's a lot going on in the world of the second screen where the first screen is the TV and the second screen is the PC, tablet, or smart phone. I have been using GetGlue for movies and Yahoo's IntoNow for TV whenever I am watching. IntoNow's pretty interesting because it allows you to do two interesting things: 1) it allows you to let your device to listen to and identify a show and the episode — sort of like Shazam does with music and 2) it allows you to create visual memes through application-aided and time-stamped screen captures directly from television that you're encouraged to share on your social media stream. It's all very interesting and very compelling and also a very good way to create content to your social media stream even when you're kicking back and relaxing. Give it a whirl, it's surely worth a couple evenings of prime time.

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## Figure Out Why Instagram is So Hot

There are three reasons I use Instagram, in order of importance: 1) Instagram is a gorgeous photographic community all on its own, even better than Flickr ever was 2) Instagram shares directly and seamlessly with other platforms such as Facebook, Twitter, and Tumblr and 3) Instagram has the second best filters beneath Hipstamatic's — and while Hipstamatic may well have better filters, the resulting images are small and it doesn't have Instagram's gorgeous community — and there's the rub: technology is one thing but community is another and in 2013, technology is not nearly enough.

I surely hope that's a good list for you to start with — like I said, take what you like and leave the rest. This is all just off the top of my head. Please let me know what you think and what I missed. And, please do engage me as I am very keen to help you in any way I can to embrace social media in 2013! Good luck and Godspeed!

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You can read more business and marketing information <http://www.biznology.com>

Many of their contributors are extremely experienced. Not everyone has Chris' sense of humor, but there is a lot of good information on their website.

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