



TECHNO

THE BIG IDEAS THAT
ARE CHANGING EVERYTHING

TRENDS

SOCIAL MEDIA MARKETING MISTAKES TO AVOID

BY DANIEL BURRUS, CEO OF BURRUS RESEARCH



As social media marketing and social media networking become more and more prevalent, the many errors people make with these new mediums

often create new and unexpected problems. Why so many mistakes? Because these are new business tools that people often confuse for other things. In fact, many people think social media marketing and social media networking are the same thing. They're not. And when you know the difference, you can use each more effectively to grow your business.

Marketing and networking are two completely different things. Marketing is about branding and positioning yourself while networking is about making connections. When you're marketing, you're putting out messages that define your company; when you're networking, you're engaging in a two-way dialogue where both parties gain benefit.

In the business world, networking takes on a different look and feel than when you're networking for personal reasons. In business networking you're not talking about your son's baseball game or your weekend getaway. You're focusing on answering client questions, passing

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SOCIAL MEDIA MARKETING MISTAKES TO AVOID *(continued from page 1)*

on information to prospects, and gaining knowledge about your pressing business questions. Before you embark upon using social media marketing and social media networking for the first time, or continue utilizing your existing accounts, be aware of the following common mistakes and how to avoid them.

SEPARATE YOUR SOCIAL MEDIA MARKETING AND SOCIAL MEDIA NETWORKING ACCOUNTS.

Most people don't see the difference between the various social marketing and networking sites, much less the need to have separate business and personal accounts. In fact, some people even think they are only allowed one account per site. In reality, you can create a personal and corporate account for each site. You would then use your personal account for updating your friends and family on how the kids are doing and what you're planning for the weekend, while you'd use your business account to connect with clients and brand yourself. The last thing you want to do is use one account for both, essentially mixing messages about the kids with your marketing efforts.

INTEGRATE ALL OF YOUR SOCIAL NETWORKING EFFORTS.

Many people view Facebook, Twitter, their blog, and all the other social media as separate entities. However, it's the integration of all the social media into your web strategy that matters. If every account is its own separate thing – if your Facebook is not connected to your web site, to your Twitter account, to your blog, etc. – then all of the traffic and everything that's happening on one site isn't counting toward your main web site's ranking. In other words, when they're all disconnected, your ranking does not reflect your total online activity. But if they're all connected and tagged together, your ranking will go up and reflect all of your activity.

HAVE A CONSISTENT IMAGE.

Just like your traditional marketing has a branded image, you want your business social media marketing efforts to have a consistent look and feel too. That means you should design your Facebook theme to match your brand, and at the same time ensure it looks like it belongs on Facebook. The same would be true for your Twitter theme and your blog theme, etc. For example, the actual look of a McDonald's restaurant can vary quite a bit, yet the brand image and theme remain the same. When all of your social media sites, as well as your primary web site, have a similar look and feel, you put out a consistent brand that prospects and clients remember.

As technology continually evolves, the world of marketing will rapidly change. In order to get the best results with the least amount of effort, you need to be aware of the various pitfalls and take proactive action to avoid them. Next month, I will share three more common mistakes to be aware of so you can take proactive action and avoid the common mistakes.

TECHNOLOGY NEWS HIGHLIGHTS

WAREHOUSE ROBOTS

A new automated fulfillment system called Kiva is revolutionizing the way distribution centers do business – using robots. Instead of relying on people to pick orders, it employs a fleet of robotic drive units that deliver product wherever it's needed, quickly and efficiently. They communicate via a WiFi network and navigate by means of barcode markers placed in a grid pattern on the floor. Each robot is capable of lifting up to half a ton and built-in batteries will power the units for up to eight hours on a single charge. Compared to other automated solutions such as conveyors, carousels and sorters, Kiva can improve productivity by a factor of three. It costs less to install because it eliminates the need for expensive infrastructure. And since it's software driven, the system can be easily reconfigured as needs change.

For information: Kiva Systems, 225 Wildwood Avenue, Woburn, MA 01801; phone: 781-221-4640; fax: 781-221-3077; Web site: www.kivasystems.com

BATTERIES FROM VIRUSE

Researchers at MIT have shown that viruses can be genetically modified to build rechargeable batteries that have

sufficient energy capacity to power laptops, cell phones and even cars.

The process, which takes place at room temperature and involves no harmful organic solvents, is both inexpensive and environmentally benign. It utilizes a harmless virus (M13) that is genetically engineered to coat itself with iron phosphate (which stores energy well) and then bind to carbon nanotubes (which are highly conductive). The result is a lightweight cathode material that transfers energy quickly and can be charged and discharged up to 100 times without losing capacity. Although the prototype is a "coin" cell type battery, the technology will allow for tremendous flexibility of shapes. The researchers will also be looking at ways to increase the voltage and capacitance by incorporating other materials.

For information: Angela Belcher, Massachusetts Institute of Technology, 77 Massachusetts Avenue, 16-144 Department of Materials Science and Engineering, Cambridge, MA 02139; phone: 617-324-2800; email: belcher@mit.edu; Web site: www.mit.edu

SUPER-SIZED PLASMA PANEL

The original inventor of the plasma display panel (PDP) recently unveiled a new prototype that takes the technology to new heights. At a whopping 145 inch diagonal, it's easily large enough to display life-sized images of people. But even more impressive is the fact that it weighs only 7.2 kg (less than 16 pounds) and consumes less than half the power of conventional plasma panels. The new display utilizes a technology known as plasma tube arrays (PTA) in which tiny glass tubes filled with RGB fluorescent materials are sandwiched between film electrodes to form a display that is only one millimeter thick. The prototype was developed by joining together six smaller panels in a 2 by 3 matrix to form one giant display that's also flexible enough to bend without losing image quality. Commercial sales of the product for use as electronic billboards and teleconferencing systems are expected to begin in 2011.

For information: Shinoda Plasma Company, Ltd., 4-6-7, Minatojima Nakamachi, Chuo-ku, Kobe 650-00467, Japan; phone: +81-78-302-1728; fax: +81-78-302-1768; Web site: www.shi-pla.com/ (Japanese only)

ADAPTIVE EYEGLASSES

A new advancement in ophthalmic technology will soon be changing the way many people look at the world. Known as dynamic lenses, they will eliminate the need for bifocals, trifocals or a second set of glasses by adjusting for different focal lengths automatically and electronically. The lenses consist of liquid crystal molecules layered between two lenses. A battery built into the frames delivers an electrical charge that causes the molecules to rotate, altering the way they refract light. In about 50 milliseconds (faster than the blink of an eye) a wearer can change focus from distance to close up and anywhere in between. Trials are scheduled to continue through 2009 with an anticipated product launch next year.

For information: Clay Musslewhite, Marketing Director, PixelOptics, 5241 Valley Park Drive, Roanoke, VA 24019; phone: 540-777-6550; fax: 540-777-6555; Web site: www.pixeloptics.com

NO GOGGLES REQUIRED

A 3-D display will soon be available that can be viewed without special glasses. The key component is a proprietary material placed on top of each LCD picture element that alters the direction of the reflected light. The result is that a viewer sees slightly different images with their right and left eyes, making the picture appear three-dimensional. The 12.1 inch SVGA (800x600 resolution) panel is only three inches thick and may be available as early as next year. In addition to gaming and entertainment, the screens will be marketed for medical and industrial applications.

For information: NEC Corporation, 7-1, Shiba 5-chome, Minato-ku, Tokyo 108-8001, Japan; Web site: www.nec.com

ARTIFICIAL KIDNEY

For millions of people suffering from diseases of the kidney, treatment consists of long sessions of hemodialysis three times per week at a hospital or clinic. But a new device known as the wearable artificial kidney (WAK) could revolutionize delivery of care for many of these patients by providing continuous cleansing of toxins from the blood. The device (currently under development) is portable, lightweight, battery-operated and waterproof to provide all of the health benefits of traditional dialysis without impinging on a patient's lifestyle. And because it works around the clock, it places less strain on the cardiovascular system.

For information: Xcorporeal, Inc., 12121 Wilshire Blvd., Suite 350, Los Angeles, CA 90025; phone: 310-923-9990; fax: 310-923-9973; Web site: www.xcorporeal.com

INTELLIGENT WI-FI

A new chipset available later this year will deliver reliable “triple play” services – fast Internet access, high quality voice (VoIP) and high definition (HD) streaming video – over your home WiFi network. In addition to a 4x4 radio transceiver/ antenna and dual band mode mesh networking, the QHS (Quantum High Speed) 1000 employs a signal processing technique called beamforming, which allows the data stream to be directed at a specific device rather than broadcasting in all directions at once. The result is double the range, double the data rate (up to 1Gbps) and four times the coverage of standard WiFi systems.

For information: Quantenna Communications, 3450 Warren Avenue, Fremont, CA 94538; phone: 510-743-2260; fax: 510-743-2261; Web site: www.quantenna.com

ALCOHOL-FREE WHISKEY

A long-time international whiskey exporter recently introduced the world's first alcohol-free version. Called ArKay, it was developed specifically for markets in the Middle East, Pakistan and Indonesia where a large percentage of the population is Muslim. Unlike its traditional counterparts, ArKay is Halal certified, meaning that it is permissible for consumption under Islamic standards. Made from natural ingredients and artificial flavors, the non-alcoholic beverage also meets both European Economic Community (EEC) and U.S. Food and Drug Administration (FDA) regulations. The suggested retail price is \$12.00 for a 700 milliliter (about 24 ounce) bottle.

For information: Scottish Spirits Ltd., Panama; phone: (011) 507-430-2915; email: keving@scottishspirits.com; Web site: www.scottishspirits.com

A NEW VIEW FOR SOLAR

In order to maximize their efficiency, today's solar panels employ complex tracking mechanisms to ensure that the concentrator is continually oriented toward the sun. Although this is effective at increasing power output, it also significantly increases cost. But researchers at MIT have developed a solar collector that eliminates the need for costly tracking equipment, and at the same time increases efficiency by up to 50 percent. The Organic Solar Concentrator (OSC) combines simple glass or plastic panels with common dyes. The plates are arranged in layers, which absorb progressively longer wavelengths of light, and the dyes direct the light to the edges of the panel where it is absorbed by solar cells to generate power. Because they can operate under diffuse light conditions, the panels can be incorporated directly into windows or skylights, dramatically reducing the cost of installation. The company plans to begin marketing the technology within three years.

For information: Covalent Solar, Mountain View, CA; Web site: www.covalentsolar.com

ECO-FRIENDLY SHIP

An exploratory design for the “container ship of the future” was recently presented in Japan. Dubbed the NYK Super Eco Ship 2030, it incorporates a variety of propulsion technologies that will decrease carbon dioxide emissions by up to 69 percent as compared to conventional vessels. The main source of power will come from fuel cells that use liquid natural gas (LNG) as a source of hydrogen. Auxiliary power will be supplied by solar cells and wind when needed. In addition, the 353 meter by 54 meter (1158 foot by 177 foot) hull will be constructed from a new friction-resistant material to reduce weight and drag. The new vessel is scheduled to launch in 2030.

For information: Nippon Yusen Kabushiki Kaisha, 3-2, Marunouchi 2-chome, Chiyoda-ku, Tokyo 100-0005, Japan; phone: +81-3-3284-5151; Web site: www.nyk.com/english/index.htm

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