

## 好的行銷技巧要搭配好工具！妙用社群媒體，營銷策略事半功倍 (Why Social Media Should Be Part of Your Marketing Strategy)

1. Today, social media is becoming a must-have element in the overall marketing strategy of many companies.  
如今，社群媒體逐漸成為許多企業在規劃與執行通盤行銷策略時的必備元素。
2. More than 90% of marketers use social media in their campaigns.  
超過 90% 的行銷人使用社群媒體來進行廣告宣傳。
3. 77% of fortune 500 companies have active Twitter accounts  
77% 的財富世界 500 大企業活躍於經營推特帳號，
4. and 70% of them have active Facebook pages.  
而它們當中，有 70% 企業活躍於經營 Facebook 粉絲團。
5. Regardless of their size, businesses can utilize social media to communicate with customers about new products or the launch of a promotion.  
無論企業的規模大或小，皆可利用社群媒體來與客戶溝通新產品發布或新促銷活動的訊息。
6. Unlike traditional marketing methods, social media allows marketing departments to engage in two-way dialogue with their customers.  
與傳統的行銷方式不同，經營社群媒體讓行銷部門有機會與客戶進行雙向對話。
7. Instead of pushing out one-way broadcasts, organisations are turning to social media to learn about their customers through meaningful interactions.  
企業不再推送單向廣播，而是轉向經營社群媒體，通過有意義的互動來摸索認識客戶。
8. Moreover, marketing departments are using social media to build online communities  
此外，行銷部門正利用社群媒體建立線上社群
9. and turn customers into brand ambassadors.  
並將客戶變成品牌大使。
10. This is particularly important for small businesses,  
這對於小企業來說尤為重要，
11. as they often grow their business from small circles of loyal customers.

因為他們的業務成長往往是靠小圈子裡的忠實客戶支持而來。

12. Using multiple platforms like Facebook, YouTube, Google+ and Twitter, 通過使用 Facebook、YouTube、Google+ 和 Twitter 等多個平臺，
13. businesses can target niche markets and reach specific demographics. 企業可以找到利基市場，接觸到特定的人群。
14. Social media also increases the visibility of brands, 經營好社群媒體也有助於提高品牌的能見度，
15. allowing them to reach untapped markets through the exposure or virality of their content. 特別是當你的內容被曝光或爆紅，在網路上像病毒式傳播時，你就有機會接觸未開發的市場。
16. When businesses share entertaining lifestyle content or educational material that resonates with customers, 當企業分享能引起客戶共鳴的娛樂性生活內容或教育素材時，
17. their customers will share that content with their social networks, increasing brand awareness. 他們的客戶就會把這些內容分享到個人的網路社交圈，進而幫助提高品牌知名度。
18. An organization's own employees are some of the best people to amplify content and support marketing initiatives. 企業自家員工是宣傳行銷內容和支持行銷活動的最佳人選之一。
19. Organizations can encourage and empower employees to amplify key marketing content with their networks 企業可以鼓勵並授權員工與自己的網路社交圈分享重要的行銷內容，
20. allowing them to showcase their expertise by resharing new whitepapers or digital campaigns to their personal social networks, 比方說，以轉發分享新的白皮書或數位行銷資訊的方式對外展現員工的專業知識，
21. employees can help increase the exposure of key company content and support marketing initiatives. 這樣一來既可以幫助員工建立專業形象，也可以透過員工的轉發分享幫助增加曝光企業的重要內容，讓員工成為企業的有效行銷管道之一。
22. Social media can be an extremely effective tool for brands in managing a PR crisis. 同時，社群媒體也可以成為品牌管理公關危機的一個極為有效的工具。

23. It allows them to quickly perform damage control and provides them with the opportunity to take control of the story early on.  
社群媒體使企業能夠快速進行損害控制，並為企業提供及早控制住輿論風向的機會。
24. Companies can also proactively track brand sentiment, allowing them to keep up with what's being said about them from around the world.  
企業還可以主動跟蹤品牌情緒，以掌握世界各地對企業的評價。
25. Whether it's through blog posts, tweets, or videos,  
無論是通過部落格文章、推文還是影片，
26. social media enables marketing departments to increase brand exposure,  
社群媒體都能讓行銷部門更好地提高品牌曝光率，
27. gain a better understanding of customers and support their broader marketing campaigns more effectively.  
更好地瞭解客戶，並更有效地支持企業更廣泛的行銷活動。