

Blogsphere

LISTEN	SHARE	CONNECT
<ul style="list-style-type: none"> View comments on related blogs and customer interest blogs to get a pulse for what is important to customers 	<ul style="list-style-type: none"> Expertise 	<ul style="list-style-type: none"> Link to relevant blogs in InterMed blog entries
	<ul style="list-style-type: none"> Relevant information to the customer and prospect (share useful content generously) 	<ul style="list-style-type: none"> Always respond to comments
	<ul style="list-style-type: none"> Comment on entries of interest on other industry blogs or customer interest blogs 	<ul style="list-style-type: none"> Participate in other blogs by leaving comments, linking back to our blog, and referencing other blogs, thereby enhancing the community and giving depth

TechNation

LISTEN	SHARE	CONNECT
<ul style="list-style-type: none"> See what other industry experts have to say, and pay attention to what they are talking about 	<ul style="list-style-type: none"> Provide regular updates 	<ul style="list-style-type: none"> Link up with peers
<ul style="list-style-type: none"> Watch “webinars” and other informational content 	<ul style="list-style-type: none"> Answer questions frequently, quickly and thoroughly 	

Integration

An important part of social media marketing is cross-platform promotion. InterMed’s website will be the hub of the social media wheel with access to all four social media accounts. The different platforms should also promote each other, such as setting your Twitter and Blogger updates to show up on the Facebook page. This will guarantee that consumers have easy access to all available information about InterMed.

Content across the four platforms should be consistent and cohesive and should consider the message and tone of the campaign strategy as well as design and appearance of marketing materials. Phrasing, messages, logos, slogans, colors, and fonts should remain constant across all channels of communication.

Monitoring, Measuring and Evaluation of Social Media

When evaluating the effectiveness of a social media marketing plan, the key word is interaction. It’s not just enough to know how many fans you have on Facebook or who is following you on Twitter. You need to know that your fans and