



Copywriter

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To Tweet or not to Tweet?

New ideas are powerful medicine. There aren't many things more likely to get marketers' knickers in a twist than an exciting new medium.

Back in the day when the internet was in its infancy, many marketers were convinced that the net was going to bring about the end of the high street as we know it... fast! Shops would close down, offline retail would fold and entire town centres would die a painful but mercifully rapid death.

Go back a bit further and the invention of TV was heralded by advertisers and marketers as the end of radio. TV would take over completely, leaving poor old radio deserted and bleeding by the side of the media road.

Take yet another step back in time and radio was trumpeted from the rooftops as a deadly threat to the newspaper industry.

None of these marketing-generated mega dramas ever came to pass. The moral of the tale? Take new media with a healthy pinch of salt.

By all means hurl yourself enthusiastically into social media marketing. But bear in mind that - no matter what the marketers say - your business won't fall apart and disappear if you decide that marketing via Twitter and co isn't for you.

There's no great merit in being first. In fact there's a lot to be said for waiting in the wings while the early adopters do all the hard work for you.

When - and if - social media network marketing is proved to go hand in hand with a consistent and healthy return on investment, you can join the bandwagon.

Until then, why not exercise common sense and hang fire until the marketers have un-twisted their knickers?

Kate

Last Month

During August '09 I helped businesses with:

- blog posts - various industries
- keyword rich website pages - holidays
- newsletter: heavy engineering
- press releases - HR, financial services
- rewriting a 330 page holiday site to include key words and phrases
- web pages - art therapy
- articles - various industries

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