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# **Social Media News | Can Social Media introduce trust back into marketing?**

Can Social Media introduce trust back into marketing? By Cathy Mellett – Net Branding (Auckland, New Zealand)

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According to Nielsen, only 40% of consumers trust marketing content, but 90% trust content from their social networks. Yet many companies are utilising the same content when promoting their business in a social platform leaving decision makers perplexed as to why they are not seeing a return on their investment.

Consider this. Should we view social media as “just” another marketing channel or should you rather be considering social media as an influencer of all the channels. Social media provides you with a unique opportunity of capturing what is in fact of interest to your audience, through the use of blog feedback, comments and posts on social networks. You are then able to use this information to shape new content and articles of interest for your website.

Your next consideration should be socialising in social network such as Facebook. Previously, and prior to the digital era, people took pride in our one-on-one conversations. In today’s speak however, social media is literally the local cafe where you can get to know your clients and find out what really matters to them. You should therefore monitor the content that you are placing in these forums and respond to comments made or otherwise activate the conversation. Always remember this is the forum where clients or potential clients can find out more about our brand and more importantly learn to trust your business.

Mark Zuckerberg has been quoted as follows: “ Advertising works most effectively when it’s in line with what people are already trying to do. And people are trying to communicate in a certain way on Facebook – they share information with their friends, they learn about what their friends are doing – so there’s really a whole new opportunity for a new type of advertising model within that. “

These words are prophetic and illustrate the power dynamic that social media can bring to your business in a marketing and other context.

The Net Branding team have assisted local and international businesses to use these powerful new online and marketing platforms to gain visibility, internet traffic, leads, customers and engaged fans. Our social media solutions are affordable yet offer pragmatic and practical strategies allowing you to succeed in this online space. For more information contact [Cathy Mellett](#) on mobile 0211229116.