

## MARKETING TIPS

- Clearly define your goals and objectives before launching social media tactics.
- Assign a unique URL to links to measure traffic created by your blog.
- For the hottest topics in social media visit [www.neilsonbuzzmetrics.com](http://www.neilsonbuzzmetrics.com)

## HELP US SUPPORT SOMEONE WE LOVE.



Marion Stella, North Star's Director of the Bottom Line, was just recently diagnosed with Non-Hodgkins Lymphoma.

To support Marion visit [forthe loveofmarketing.com/marion](http://forthe loveofmarketing.com/marion)

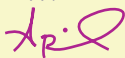
## What do Blogs, Wikis and MySpace Have in Common?

Stumped? They are all social media tactics. This new marketing phenomenon can be described as a participatory online media outlet where news, photos, videos, and podcasts are made public. The most important aspect is that it's consumer driven using the wisdom of many to connect information in a collaborative way. You can think of it as word-of-mouth on caffeine.

**Social media** is changing the field of marketing and North Star believes it's here to stay. Companies need to understand how to use social media effectively to stay competitive. Its power comes from the fact that consumers are sharing information about products and services which is a huge departure from the company sponsored message days of old. Also, the sheer explosion in the use of social media makes it hard to ignore.

Listen to the North Star team discuss social media in our latest podcast at [www.forthe loveofmarketing.com](http://www.forthe loveofmarketing.com)

Happy Marketing,



April Williams McCrory  
President & Visionary

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Review these popular social media terms to make sure you're in the know:

- **Blogs:** Online journals that are updated on a regular basis. Allows readers to engage in an online discussion with the author.
- **Podcasts:** Media files, usually audio but sometimes video, that can be downloaded to a portable device or computer. RSS feeds allow you to subscribe so that you keep abreast of the latest material.
- **Social Networks:** Virtual communities, like MySpace, Facebook and LinkedIn, created around common interests that allow users to interact online.
- **Social Bookmarking:** Allows users to store, organize, search and manage bookmarks of webpages. People with similar interests can access each other's bookmarks.
- **Really Simple Syndication (RSS):** An easy and convenient way to automatically have the newest entries from favorite news sites or podcasts delivered directly to your email box.

We've been writing about social media for months in our weekly email newsletter, The Compass. To sign up, visit [fortheloveofmarketing.com](http://fortheloveofmarketing.com) and click Free Marketing Tips.

Until next time,  
The North Star Team