



SURFING THE WEB 2.0

Marketing and Social Media

By Kenya McCullum

Though social media is still in its infancy, it has quickly become an influential part of how we communicate with others – whether that communication is for business or for pleasure. Social media in its many incarnations – social networking Web sites, blogs, podcasts and YouTube, just to name a few – has in a short time revolutionized how business is conducted, and its influence will only continue to grow as the technology progresses.

As a result, trade show managers can surf social media – which is commonly referred to as Web 2.0 – to stay connected with an event's audience, and market to them in the places where they congregate on the Internet.

"You have to find ways to get in front of people no matter where they are. People have MySpace, Facebook, and LinkedIn pages and Twitter accounts," said Scott Balthazor, senior vice president for Customer Operations at Socius – a company that offers a suite of social networking and event management software to professional associations. "They may not be on all four of them, but if you really want to make a strong effort on social media, you really have to make sure that you are in each space."

If you think that maintaining a presence on numerous social media outlets sounds like a lot of work, you are right. In response to the growing popularity of this type of communication, many companies have