Should you do all your marketing on social media?

Social media has lots of pluses when it comes to marketing. Among them are:

- Low cost (especially compared to the cost of advertising on television)
- Word-of-mouth value for trust and amplification
- Speed and ease in execution

Social media is a VALUABLE part of a marketing communications plan, but, it should not be the only part. If you put ALL your effort/dollars into social media, there is little doubt that you will be failing to reach all of your target audience.

Let me tell you about two companies that make their business solely on online traffic, but are advertising in other media: Constant Contact and Reputation.com

In case you have never received an enewsletter, you should know that Constant Contact is an established email marketing business. Many organizations and businesses use Constant Contact to send out email campaigns. Constant Contact advertises its services on the radio. Yes. On the radio.

Reputation.com works on making sure that you preserve a good reputation online. It is useful for people/organizations that have received negative reviews or are associated with with negative news/information. Reputation.com advertises in print (I saw a print ad this morning in the Washington Post). It also advertises on television.

If these two companies—which do business online—have to take their advertising off line, that should tell you that you cannot rely on social media (or online media) alone. You have to mix it up. You have to reach potential customers where they

are, and they may not be on social or online.

Do you do all your marketing on social media? If so, tell me why. If not, also tell me why.