What is a social media marketing strategy or campaign?

**Social media marketing is the use of social media to grow a brand, product, service or message.**

Why do you think companies should use social media?

**Social Media marketing is really the best way for companies to reach people affordably.**

What experience do you have using web 2.0 tools?

**I’ve used Twitter as a software support platform and Facebook to reach** [**fans**](http://www.facebook.com/pages/michaeljacksoniskingcom/145025402217859)**.**

There are many free social media tools available now? What ones might be appropriate for Yogasana?

**Facebook, Twitter, Twitter and Facebook connect & API integration, Trendsmap and Twoolr**

What’s the difference between social media and web 2.0?

**Web 2.0 is the term for the tools used to create Social Media. Web 2.0 is Ajax, RSS, Sharing, etc…**

What are the differences between writing for traditional web channels and writing for social media?

**Not much. Social Media writing just has to be more concise and include images and video to be viral. Writing is writing. Content is King, Queen and Jester.**

Why is RSS important? If not, why not.

**RSS is important. Many people still use RSS feeds. RSS feeds can be leveraged for twitter and in Facebook apps to push your website content to the Facebook and twitter crowd.**

What are the inherent problems that could be encountered for a brand using SM?

**See** [**Anthony Wiener**](http://en.wikipedia.org/wiki/Anthony_Weiner)**.**

How do you measure success in social media? What metrics do you use to track results, and why?

**Likes, Followers, Twoolr and Google Analytics metrics. Ultimately sales will measure the success of a Social Media campaign.**

How do you think social media might affect other digital media– eg: main website?

**Social Media will help grow website traffic and help website search rankings.**

What are the ways of monitoring ones online reputation across the social web?

[**Trackur.com**](http://www.trackur.com/) **is good. There are many tools (for a fee) for online reputation monitoring. Since I know** [**Google’s online tools**](http://www.starttest.com/8.1.0.0/transcriptview.aspx?r=1&code=I007EEE63FC6F0367017CE76AFE6801EE756556) **very well, I use Google to manage online reputations. It is free.**

How will you work within a limited budget to maximize exposure for the brand?

**I will create good content. Pit that content on Facebook and tweet it. I will post four times a day.I will later create a fun Facebook app to capture email addresses’. Rinse and repeat. ☺**

Do you have a personal blog account?

**I have a** [**product and brand**](http://www.budgetler.com/)**.**

How Does SMM impact SEO?

**Social Media has just been added to the big search engine algorithms (Google, Bing, yahoo, Baidu, etc...) Social Media integration is not a key component of effective SEO. Your SEO guy better know Social Media. ☺**