

## Social Media Marketing

**Social media websites are one-to-many communication platforms, great for distributing content virally. BNM uses best practices for content sharing and have developed techniques that encourage users to share content through their social media networks, products such as Twoodlebug our incentive propelled marketing solution for Twitter...**

### Twoodlebug

A Twoodlebug is an incentive propelled mass marketing solution for Twitter that can be integrated with many online marketing activities to create a self-perpetuating promotional platform.

### Incentive Propelled

In return for a reward or some end a Twoodlebug broadcasts a pre-scripted message or 'tweet' to a user's followers inviting them to do the same and so on and so on capitalizing on the one-to-many 'viral' potential of Twitter as a marketing tool.

### Go Viral

Virtually any promotion offering something of value can make use of a Twoodlebug; artists and bands providing free mp3 downloads, retailer discounts, competitions and downloadable resources.

### Find Out More

By adding a Twoodlebug to your website you can turn your website visitors into your social media marketers. Twoodlebug is available exclusively through Bright New Media, to find out more contact us today or visit [www.twoodlebug.com](http://www.twoodlebug.com)

### Facebook

You can apply the principle to Facebook by utilising a Facebook app that allows access to fans only and a call to action, to 'Like' your page. This similarly compels users to promote your Facebook page to their friends in exchange for something that's accessible only via your 'Fans' tab. Check it out in action on our Facebook page [www.facebook.com/brightnewmedia](http://www.facebook.com/brightnewmedia) it's another example of how you can harness the viral potential of social media websites to maximise reach through incentive propelled social media marketing.

Contact us for more details or visit our website at [www.brightnewmedia.co.uk](http://www.brightnewmedia.co.uk)

## Case Study

Everybody loves an iPod. In just over a month we grew our mailing list by more than 2000 subscribers with our Twoodlebug prize draw.

Website visitors were asked to tweet our preset message with the click of a button after which the prize draw entry form was revealed.

An invitation to the prize draw was sent out to the visitors followers, generating more visitors; more social media marketers.

Contact us today or visit our website to find out more about techniques that maximise reach through social media marketing.