

Social Media Marketing: How Pepsi Got It Right With Facebook And Twitter

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Jan. 31, 2010 - [PRLog](#) -- Social media marketing campaigns are proving to be goldmines rich with customer engagement and insight that companies wouldn't likely have otherwise. Companies like PepsiCo are going to extensive lengths to foster this type of collaboration with fans, and the payoff has been big.

Using social networking on Facebook and Twitter as well as other social network sties, Pepsi's Mountain Dew division is several stages into its campaign to launch a new Mountain Dew flavor with the public's involvement at all levels of the process. PepsiCo also just launched the Pepsi Refresh Project on January 13th. Rather than spending money on Super Bowl television ads this year, the company is spending \$20 million dollars on a social media campaign.

The Pepsi Refresh Project and the Mountain Dew campaigns are part of a crowd sourcing effort that's part of the larger PepsiCo plan to more closely integrate consumers with the brand. Driving consumer interest and engagement takes imagination and often a certain amount of reinvention, so it's fair to say we're rethinking everything we do from product development to marketing campaigns across our entire portfolio," said Bart Casabona, a Mountain Dew spokesman. "Every part of the campaign involves our Facebook fans and Twitter followers. Consumers have participated in everything from picking flavor names, to voting on the best user-submitted ad campaign" said Casabona.

PepsiCo looks at DEWmocracy, which has literally been driven by word of mouth, as a way of doing business rather than an ad campaign and the most important thing to recognize is the passion consumers feel for Mountain Dew, is like nothing that's out there.

PepsiCo looks at social media as the best way to get direct dialog with their fans and for the company to hear from those fans without filters. It's been great for us to have this really unique dialogue that we normally wouldn't have. Business decisions are now based solely on customer feedback.

If your company is thinking about Social Media Marketing which includes:

1. Social Network Marketing Twitter and Facebook posts increase your rank on Google and, if used correctly, create a stream of referral leads
2. Search Engine Optimization (SEO) Increased keyword tags and content influences rankings on Google
3. Pay Per Click Advertising (PPC) Google Ad words programs help your Google rankings and increase qualified sales traffic
4. Business Influence Marketing LinkedIn group's postings are seen on Google and refer business customers to your site
5. Blog Sharing Prolog, Digg, Delicious, Stumbleupon, Technorati, Reddit, Twitter, Facebook, YouTube are all effective referral sites and help rankings on Google as well as refer traffic to your site.

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| Country | United States |
| Industry | Sos emarketing |
| Tags | Social Media Marketing , Social Network Marketing , Emarketing , E-marketing , Internet Marketing |
| Link | https://prlog.org/10512753 |



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