

Marketing to the Facebook Generation

Ten guiding principles

1. **Create participatory marketing**
...nurture communities and the pass-on effect
2. **Create communication people actually want**
... replace interruption with engagement
3. **Celebrate individuality**
...get the technologies working for you
4. **Champion brand truths**
...be truthful and passionate
5. **Timing: deliver on their terms**
...personal media scheduling
6. **Blending media together**
...a new era for integrated marketing communications
7. **Dialogue not monologue**
... build meaningful consumer relationships that evolve over time
8. **Develop new models**
...harnessing blended media that connect with the digitally networked consumer
9. **Build platforms**
...be truthful and passionate
10. **Harness the permanence of the web**
...replacing the transient campaign based thinking of classic channels

Now explore marketing further with Digital in 4 ways...

1. **Discussion / comment:** You can post your questions in the online classroom www.DigitalTrainingAcademy.com/web2
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