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WorldClassTV Launch: Using Skype Social Media Marketing to Supercharge Audience Connection! Part 1 by [Noel Linda](#)

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Social media has become an integral component of the modern marketing and advertising campaign. And what makes sites such as Facebook, Twitter, MySpace and LinkedIn so incredibly unique as a platform for audience connection and communication is that businesses of all sizes can capitalize upon their incredible benefits. No longer do you need to drop a few hundred thousand dollars on your marketing budget in order to have a profound and widespread impact upon your audience. Social media marketing is accessible to all and, because the vast array of social media and networking sites are free, it's incredibly cost effective too!

Social Media Marketing: Skype and WorldClassTV

Now, when it comes to social media marketing, the focus lies quite heavily on sites such as those mentioned above – Facebook, Twitter, etc. But what about Skype? Skype is a software application that enables users to communicate with each other using audio (voice), video and instant messaging via the Internet. It also facilitates contact between Internet users and those on traditional telephone and cell phone networks, but these are charged at a fee. So, how does Skype offer businesses a valuable social media marketing platform?

We here at WorldClass have recently launched an innovative endeavor called WorldClassTV, which we are providing to all our clients along with a variety of new video production related services. One of these services is titled the Skype Video Interview, which is an excellent social media marketing platform for all businesses, regardless of size or industry niche. The benefits of producing video messages and then loading them onto your business website for all web users to see are:

- Video is far more engaging and stimulating than reading reams of black-and-white text. You are far more likely to catch a prospective clients' attention and hold it for longer too - with a video on your website than any other social media marketing medium.

- A social media marketing video message is much more appreciated by prospective new clients because it feels more personal to them.

- Instead of reading words, your web viewers can see your facial expressions, smiles and other emotions you wish to convey. This transforms your business from a nameless entity into something that potential clients feel they can respect and trust.

- A social media marketing video could make your web viewers and potential clients feel as if they're talking to you, thus establishing a personal rapport.

- You can engage your prospective patients by requesting them to send in their videos, such as a video of themselves talking about your service and the great experience they've had with you.

- And lastly, there is a great new way for you to be presented in a "real" format by being interviewed through the WorldClassTV Social Media Internet Show.

Social Media Marketing: Be a Guest Expert on WorldClassTV

If you have been watching the news recently you've likely seen the increased use of Skype to remotely interview Guest Experts. If you have a laptop computer with a video camera, we can

provide you with a great new Guest Expert Video personalized for your business. This social media marketing video is produced at your convenience, no travel involved and done at a time convenient for your schedule.

A 30 minute to 50 minute "Infomercial" TV Interviewers are charging \$12,000 to \$15,000 to produce this type of Guest Expert Interview and are then charging you thousands of dollars per month for local cable distribution. Our social media marketing production costs are a fraction of this, and we will give you the source video for you to freely distribute through your social network. We will also host your social media marketing video on our Internet Channel at no additional cost! Link to WorldClassTV Show Opener

Social Media Marketing with WorldClass: Stay Tuned

In our next article post, the second installment of a four-part series, we shall be discussing some very convenient and cost-effective ways you can be interactively interviewed from the convenience of your home or office.

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Lena Evans who is a renowned blogger giving some tips about a [social media marketing](#) which is a form of online marketing. a [Social media](#) facts and strategies are also discussed here which is a popular term in modern virtual world.

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