

# LETTERS

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## **Using social media takes more than cash**



*From Jimmy Maymann,  
CEO, GoViral*

The fact that ad spend on UK social networks is continuing to increase at a fast rate is welcome news (NMA 14.08.08). But it's not just about spend. There's still some way to go for many marketers to fully get to grips with the potential of social media. When navigating the new social metropolis, the relevance of social media to the user, the importance of content, the use of formats, a proper activation plan and the use of the right channels all need to be considered.

All good communication needs to be relevant. If we find the right people and give them something they appreciate, then they'll invite us into their world. This is a complex process, not just throwing together a funny widget on Facebook. Content and channels are crucial and decisions should be based on research, not hype.

The truth is very few campaigns have been able to gather momentum in the social network space. There have been some notable exceptions, such as the Victoria's Secret launch of Pink across properties like Facebook. But spending without understanding will only deliver limited results.