

## Matrix: Evolution of Social Media Integration and Corporate Websites

Sophistication	Example	Benefit	Challenge
1) Do nothing, no social integration	Corporate websites that have no integration with social tools at all.	Cheap. Ignorance is bliss, at least in the short term	Your <a href="#">corporate website is irrelevant</a> .
2) Link directly away without a strategy	Corporate homepages that have chicklets that say "Follow us on Twitter/Facebook/YouTube" sending traffic away, see <a href="#">sharethis</a> , <a href="#">add this</a> and <a href="#">tweetmeme</a>	Encourages growth of social channels	Sending traffic away, without having a strategy
3) Link away, but encourage them to share with a pre-populated message	A chicklet that encourages new Twitter followers to Tweet at their friends "I'm now following X brand"	Triggers a social alert as a form of endorsement	Better than the above, it may not have a followup or call to action
4) Brand experience is integrated in social channels	Extending the brand to social channels, so the corporate experience is somewhat mirrored on social channels	Regardless of wherever users go, they are still experiencing the brand	Social channels sometimes serve better as a conversational area – not for traditional branding campaigns
5) Aggregating the discussion on your site	Aggregating select conversations from Tweets like the skittles homepage did, top discussions in communities or blogs, see <a href="#">Disqus</a> and <a href="#">Echo</a> .	Centralizes the discussion on your site, making it a resource to first look at. Low cost content	Lack of control over which content can be created, still links off site
6) Social login systems that allow users to stay on site	Using FB connect, or Twitter connect allow users to use their existing logins to access site, see how <a href="#">JanRain</a> and <a href="#">Gigya (client)</a> helps	May increase sign ups, widening marketing funnel, chances are content is more accurate than a sign up form	May not have access to email addresses, as users passthrough using social logins.
7) Social login systems that allow users to stay on site, but triggers viral loop	In addition to the above, there's an actual social or interactive experience on the corporate site that triggers them to share with their friends	Users stay on site, interact with brand or peers, yet recruit other members in social networks	Requires planning, a campaign, and extensive resources.
8. Complete integration between corporate site and social sites	Other than URLs there's no difference between a corporate site and a social site, the experiences are seamless	Customers, prospects, and employees mix together, churning on new members and viral activity	It doesn't exist, yet.

by [Jeremiah Owyang](#)