



Miracles in Social Media do not happen. Individual people make it all happen in social media, and not outsourcing Social Media affairs to some external company that does that for you. Because they are foreign, they are foreign to your intrinsic day to day transactions that take place at your online shop, company, online retail outlet, social media network, or even a TV station.

For example, did you ever know that in Canada, TV advertisement ROI precise and exact measurement of who and how many people watched a particular advertisement on TV was invented by a single lady who used to work at CBC (Canadian Broadcasting Corporation)? She even published here invention in a local newspaper. She also invented newspaper special kind of advertisement that was not applicable at that time in local newspapers.

Social media and social media management, is like a DJ at a discotheque. Consider this, a DJ has tons of music from which he can make his choice to entertain first himself, and then all people at discotheque. He cannot play top ten radio list all the time. It will be boring, and soon everyone will leave the dancing floor. At the same time, playing always old songs, not in sync with one another, breaks the rhythm of a dance, and also, people will start to leave. In social media, it is exactly the same. Social media manager makes the choices, puts short and long term strategies, engages his audience with interesting content, builds valuable relationships with online and possibly potential customers, and at the same time, chooses wisely, the timing, and the social media outlets, like Twitter, Facebook, LinkedIn, Yahoo, Pinterest (in other words channels) and others to provide best ROI experience for the place where he is working.

Building a web or mobile solution, should include considering Social Media from the beginning. Decisions like hosting a video on your local site or simply putting a referral could be a big difference between clients staying or leaving your site. Simplicity of navigation on your site is also a major factor. Because if all of your advertising for several years now is on Facebook alone, you might want to build an interface a little bit similar to Facebook. And so on and so forth. Questions like: "Does or did your customer service department engage clients on a daily basis, or rarely" might help one to make a decision for buying a chat solution from an outside vendor – e outsourcing, or building simple chat application within the site itself and host it locally, with local support.

Decisions like building a dynamic or static site for your client, could mean a lot to Social Media Marketing. Google changed its algorithms a while ago, to include most recent and dynamic content for the search term that you are Googling. So if you decide to build a static site, and update it manually, the updates will show later that dynamic sites, with same updated content.

This has huge impact on Social Media world, especially if your sites content is shared across the web.

Does your site continually run queries with AJAX (Asynchronous Javascript and XML) and JSON ? If so, you also might want to consider indexing all your AJAX content with Google , a feature that only recently became available from Google. Because before, AJAX content was not indexed and visible to search engines.

The solution or site that you are building, is it mobile equipped ? It should be ! Big time ! Because a lot of customers come from mobile referrals from social media.

Twitter. Do you have many people in your organization that work in the same departments? You can make private twitter groups, for each department, let everyone in the same department follow each other, and explain to them that this encourages sharing, a sense of community at work, and a better understanding of what Social Media is about. You can encourage them to tweet things like: "Good morning to all – smiley face".

As time goes by, organizations one by one are making their way to Social Media world.

Apart from Social Media as a channel, there are also another channels, as seen below, to market your products in Montreal, here are some:

Billboards

The Outdoor Advertising Experts | Billboard Connection

<http://www.billboardconnection-quebec.ca/new/index.htm>

-The best is to advertise with billboards in Summer time in Montreal

Medicina tradizionale cinese

<http://www.qiutian.eu/>

Keywords: aghi per agopuntura, auricoloterapia, erbe cinesi e tonici, estratto di astragalo, fitoterapia cinese, moxibustione, prodotti agopuntura, prodotti moxa

LaPresse.ca | Actualités, Arts, International, Débats, Sports, Vivre, Voyage

Le site d'information francophone le plus complet en Amérique: Actualités régionales, provinciales, nationales et internationales

<http://www.lapresse.ca/>

Keywords: Actualités, Arts, International, Débats, Sports, Vivre, Voyage

JDM Montreal

JDM Montreal, Voitures JDM, Voitures importées

<http://www.jdmmontreal.ca/>

Keywords : Voitures Toyota Voitures Honda Voitures Subaru Voitures Nissan Voitures Mazda Voitures Mitsubishi Voitures Vendues Spéciaux Voitures d'Hiver Liquidation voitures japonaises, voiture importees, japon, montreal, jdm auto, autos, jdm cars, japanese cars, imported cars

The Suburban

Suburban Newspaper

<http://www.thesuburban.com/>

To place an ad: http://www.thesuburban.com/place_an_add.php

Montreal Gazette

Read and watch breaking Montreal and Quebec news. Get in-depth analysis on Montreal news, opinion, sports, business, arts and lifestyle. Subscribe to the Montreal Gazette.

<http://montrealgazette.com/>

Keywords: Montrealgazette.com, Montreal news, Quebec news, Montreal sports, Montreal Canadiens, Aislin cartoons, Off-Island Gazette, West Island Gazette, Quebec politics, Quebec business, Montreal entertainment, jobs, weather, real estate, breaking news, Quebec economy, Alouettes football, Impact soccer, Montreal tv listings, Aerospace

Cogeco Métromédia

<http://www.cogecometromedia.com/en/accueil.php>

<http://www.cogecometromedia.com/fr/accueil.php>

Address: 1253, avenue McGill College, Bureau 450, Montréal (QC) H3B 2Y5

Tel: 514 874-1515

Fax: 514 874-0154

info@cogecometromedia.com

Nitram

Editions Nitram Inc - Montréal, QC - 1276, rue Amherst | Canpages

<http://www.canpages.ca/page/QC/montreal/editions-nitram-inc/7152298>

The Canadian Jewish News

<http://www.cjnews.com/>

Classifieds: <http://www.cjnews.com/CJNMEDIAKIT/classified.html>

Trans-Continental Hebdos

TC Transcontinental creates marketing products and services that allow businesses to attract, reach and retain their target customers. The Corporation is the largest printer in Canada and the fourth-largest in North America. It is also one of Canada's top media groups.

Keywords: Transcontinental, TC Transcontinental, TC Media, TC Transcontinental Printing, TC Imprimeries Transcontinental, printing, impression, publishing, distribution, direct marketing, marketing direct, marketing communications, communications marketing

<http://tctranscontinental.com/>

<http://tctranscontinental.com/services>

Hudson St-Lazare Gazette | Gazette Vaudreuil-Soulanges

<http://www.gazettevaudreuiloulanges.com/>

Luby Chinese Weekly Newspaper

<http://www.lubynews.com/>

Keywords: chinese news paper, Montreal, Quebec, Canada

VIVA média | Étoile - Première Édition | Vaudreuil-Soulanges

VIVA est une entreprise de presse et de communications. VIVA c'est également deux publications hebdomadaires, L'Étoile et Première Édition.

<http://www.viva-media.ca/>

Panoram Italia - Living Italian Style

<http://www.panoramitalia.com/en/>

Keywords: Italy, Italian Magazine, Subscribe Panoram Italia, Culture, Music, Events, Montreal Italian, Toronto Italian, Italie, Italia

Auto Trader

New & Used Cars for Sale – Auto Classifieds – autoTRADER.ca

<http://wwwb.autotrader.ca/>

Kijiji

Kijiji Grand Montréal : annonces gratuites dans les catégories emplois, CV, automobiles, appartements, mobilier, rencontres, services, événements, électroménager et plus.

<http://www.kijiji.ca/>

<http://www.kijiji.ca/h-grand-montreal/80002>

Google Adwords

Google AdWords | Google (PPC) Pay-Per-Click Online Advertising

<http://www.google.ca/adwords/>

Facebook Advertising

A powerful tool for managing your Facebook adverts and sponsored stories. Monitor likes, click-through rates, impressions, reach and more.

<https://www.facebook.com/advertising>

Publisac

Publisac.ca Montréal : Circulaires, Coupons et Rabais

Voyez les circulaires, coupons-rabais et aubaines disponibles pour Montréal sur

Publisac.ca

<http://www.publisac.ca/montreal>

The Beat FM 92.5

The Beat 92.5 – Montreal's Perfect Mix

The Beat 92.5 – Montreal's Perfect Mix Means More Variety. Listen online, on your smartphone & on your radio at 92.5 FM

<http://www.thebeat925.ca/>

CHOM FM 97.7 - The Spirit of Rock

Keywords: rock, chom, mainstream rock, classic rock, bilal, pete marier, too tall, black cat alley

<http://www.chom.com/>

Virgin Radio 96

Montreal's #1 Hit Music Station

Keywords: Hit Music, Montreal, Radio, CHR, Virgin Radio, #1 station, Adult Pop, Gossip, Local radio, Quebec, Virgin, Virgin Montreal, Virgin Radio 96, VR96, Montreal Radio Station, Montreal Hit Music, CJFM, MIX 96. mix 96, Montreal Concerts, The Beat of Montreal, The Beat 92.5, 925fm, montreal, quebec, radio, music, contest, Montreal Contests

<http://montreal.virginradio.ca/>

NRJ FM 94.3 Montréal

Keywords: Radio, Hits, Montréal, Montreal, 94.3, 94,3, Musique, Claudine, Prévost, Grandes, Gueules, C't'encore drôle, Phil, Philippe, Bond, Branch, Tobie, Martin, Lemay, Mika, Lady Gaga, Simple Plan, P!nk, Coldplay, Madonna, showbiz, Humour, François, Francois, Pérusse, drôle, Mumford, Sons, Lumineers, Monsters, Men

<http://montreal.radionrj.ca/>

FM 107.3 Rouge fm Montréal

Toute la musique, une couleur. Rouge fm.

Keywords: Radio, francophone, montreal, musique, concours, showbiz, horoscope, radio au travail, écoute en ligne, Marina, Orsini, Joel, Legendre, demandes spéciales, Mix 80, Rouge café, Plaisirs coupables, Ricky Dee, Rouge, fm, rougefm, RockDetente, rock, detente, CITE, 107,3, Radio au boulot, ma musique au travail, toute la musique, une couleur, RockDétente, rock, détente, concours, showbiz, horoscope, radio au travail, écoute en ligne, Marina Orsini, Joël

Legendre, demandes spéciales, Mix 80, Rouge café, Plaisirs coupables, Céline Dion, Adèle, Roch Voisine, Bruno Mars, trouver une chanson, horoscope, nouvelles, météo

<http://montreal.rougefm.ca/>

CJAD AM 800 - News. Talk. Radio.

Montreal's #1 News Talk Radio station. Local, national, international news and opinion. Traffic reports every 15 minutes.

Keywords: Montreal, Quebec, news, breaking news, local news, News Talk Radio, Stormwatch, weather, traffic, language, politics, Montreal Canadiens, Montreal Impact, Montreal Alouettes, Charbonneau Commission, anglophone, Bill 14, protest, Andrew Carter, Aaron Rand, Dave Fisher, Suzanne Desautels, Ric Peterson, Barry Morgan, Ric Moffat, The Car Show, Home Improvement

<http://www.cjad.com/>

Les Productions sur mesure inc.

Keywords: Florent Sylvain, les productions sur mesure, productions, publicite

acute, ritournelles, sur mesure, trame sonore

<http://www.lesproductionsurmesure.com/>

Radio-Classique Montréal 99,5 CJPX-FM

Radio-Classique Montreal 99,5 cjpx-fm - Radio-Classique Quebec 92,7 cjsq-fm

<http://www.cjpx.ca/>

94.7 Hits FM

94.7 Hits FM is Montreal's Hit Music Channel

94.7 Hits FM is Montreal's Hottest Music, with Kat and JJ's Playhouse in the Morning, Billy Teed, Scott Reiniche, Java Joel and Brad Johns playing

Keywords: 94.7,94.7 hits fm,94.7 fm,hits fm,947 hits fm,hits fm 94.7,94.7 hits fm online 947,94.7 montreal,JJ and Kat,The Playhouse,Marty Lamarre,Billy Teed, Scott Reiniche,Java Joel,Brad Johns,The Baka Boys,AT40 with Ryan Seacrest,

<http://947hits.com/>

AM 730 CKAC

Radio Circulation 730AM - La circulation, en tout temps.

Keywords: 730am, montreal, québec, francophone, radio, direct, circulation,travaux, routiers

<http://www.radiocirculation.net/>

CKOI 96.9 - La puissance des hits

Keywords: CKOI, webradio, concours, événements, musique, hits, fun

<http://www.ckoi.com/>

98,5 fm Montreal

98,5 fm - Vous le savez maintenant ! nouvelles, actualité, analyses, météo, finance, monde, circulation, radio en direct...

Keywords: 985fm, montreal, québec, francophone, analyse, nouvelles, actualité, interviews, chroniques, parlé, radio, direct, arcand, dutrizac, maréchal, houde

<http://www.985fm.ca/>

Rythme FM 105.7

Rythme FM : vous divertir avec la meilleure musique

Keywords: Rythme FM, Rythme, radio, 105.7 FM, montreal, francophone, musique, meilleure, chronique, jouer, jeux, concours, showbiz, écoute en ligne, émissions, écoute en direct

<http://www.rythmefm.com/montreal/>

Montreal 690 - TSN

<http://www.tsn.ca/radio/montreal-690>

Radio9 | 91,9

Radio9 | 91,9 Montreal - Parce que vous avez votre mot à dire

Keywords: Radio, FM, 91,9, Montréal, Québec, All talk, Sports,

Actualités, Discussions, lignes ouvertes

<http://www.radio9.ca/>

Thank you,

Jinan Kordab

<http://appearoo.com/jinankordab>