



With over a hundred songs under his belt, there's no bigger icon in American music than Dylan. His immense popularity and influence in the 60's up until today has been consistently cited by countless musicians as the benchmark for folk, rock and contemporary music. Yes, more than Elvis.

Besides, if The Beatles considered Dylan as a major inspiration, then he must have done in quite well.

But behind the glitz and glamour, Dylan was considered a philosopher, a poet, a painter, and an activist against social and political unrest. His songs, his poems and his drawings are testaments to his cultural impact.

With a similar impact in today's world, social media has widely become an avenue for outspoken artists like Dylan to express sentiments and opinions, and as well as for the purpose of marketing and business relations. Here is an attempt to reflect social media marketing with some of Dylan's most beloved songs:

Watching the River Flow (1971). With the sudden bang of social media, every thriving company is faced with one major question: *is it beneficial for me to join this social media circus?* What they have to understand, though, is that even though it's popular doesn't mean they have the obligation to fit in.

Like a Rolling Stone (1965). **The point of social media marketing** is to stir up the online community. One's marketing efforts become futile when the idea posted online doesn't have enough fumes to spark someone's interest or open a conversation. The idea has to keep moving, it has to be passed on indefinitely; its success depends on how

extensive it was accepted and shared by those who stumbled upon it.

Too Much of Nothing (1967). Of course, *shareability* is not the only principle that guides social media marketing. People only pass on things that they themselves have enjoyed, so in order for one's company to sell like hotcakes, it has to offer something valuable and not an overload of stuff people don't like putting up with.

Knockin' on heaven's door (1973). Joining the online social biosphere entails a great deal of risk. Companies would have to make sure that they would project themselves accordingly to the public, and they have to be accountable of everything they post. *Being social means putting their company's reputation susceptible to criticism and scrutiny.*

Blowin' in the Wind (1963). The goal will always be to understand and cater to the needs of the online supporters so they can assist in increasing a company's popularity. But it's not always easy to please people, that's why [online marketers](#) must carefully examine social behavior and zero-in on what makes them happy. The answers are everywhere, they just need to find them.