

Bridgeway to Success™

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**INTEGRATION IS
EMERGING AS A
CRITICAL
STRATEGY.**

Going Gaga for Integration

It might be easy to think of Lady Gaga, what with flames shooting out of her metal bustier, as simply another out-there pop star. But that would be a mistake. Because this super-savvy businessperson has achieved what many would kill for: an integrated enterprise of product, alliances, media and social outreach.

It starts with her popular and provocative product – music, videos and live performances. Then there are her alliances with companies like Virgin Mobile, HP and Monster Headphones. She visibly promotes their products but also requires them to link to her fans and social causes. Such as when Virgin created a website dedicated to her fans (ladyvirgin.com) and gave away show tickets to those who did community service ... which led to 30,000 hours of community work.

How do her efforts to promote, connect and do good translate to social media? She has 4 million followers on Twitter, almost 7 million fans on Facebook, was the most Googled image of 2009 and has the most viewed YouTube clip of all time, “Bad Romance.” She was chosen number one on a list of the 100 most creative people in business by Fast Company magazine.

The lesson? Integration can be a critical strategy. Integration of your products, partners, media and social outreach. The possibilities are endless. The opportunities are there. We’re at the front edge of the wave.

So the next time you don your metal bustier think of more than just shooting flames. Think of every facet of your business. And think of integration.

Michael Canic