

Social Media 101
Engaging
brand
communities

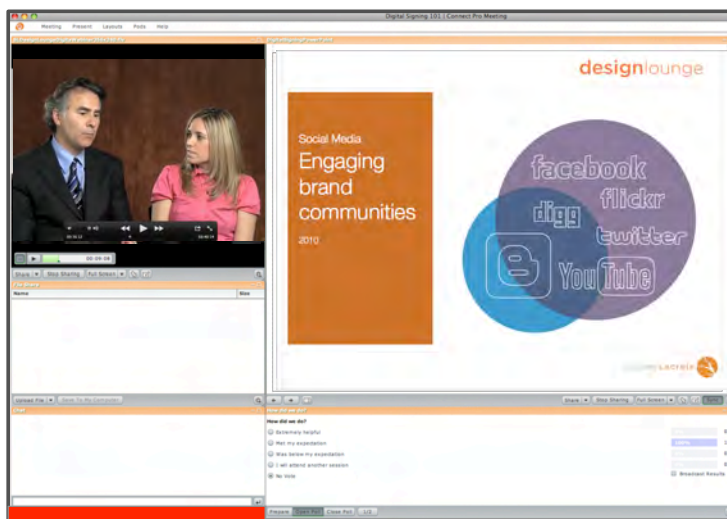
2010



Navigation



Video
Presentation



PowerPoint
Presentation
Field

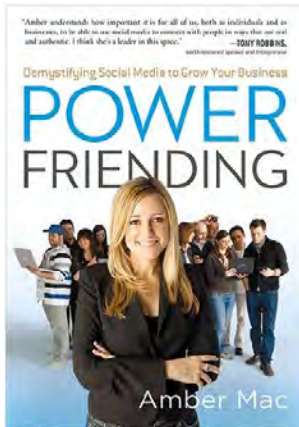
Document
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Question Chat
Field

Survey Field

Text Message us your questions in bottom left window

What is Power Friending?



- Friending people online
- Creating relationships online and change the way marketers think
- We want to think of customers as friends
- In social media space, you need to be proactive and engaged
- How to book on social media tools
- Social media allows for more intimate relationships than conventional marketing

What is the definition of Social Media?



- Internet-based tool used for sharing experiences, opinions, insights, and perspectives with other people.
- Driven by user participation and user-generated content
- Well known social media sites include LinkedIn, Facebook, YouTube and MySpace.
- Social Media is the new medium to reach audiences and extend your brand

Micro-blogs



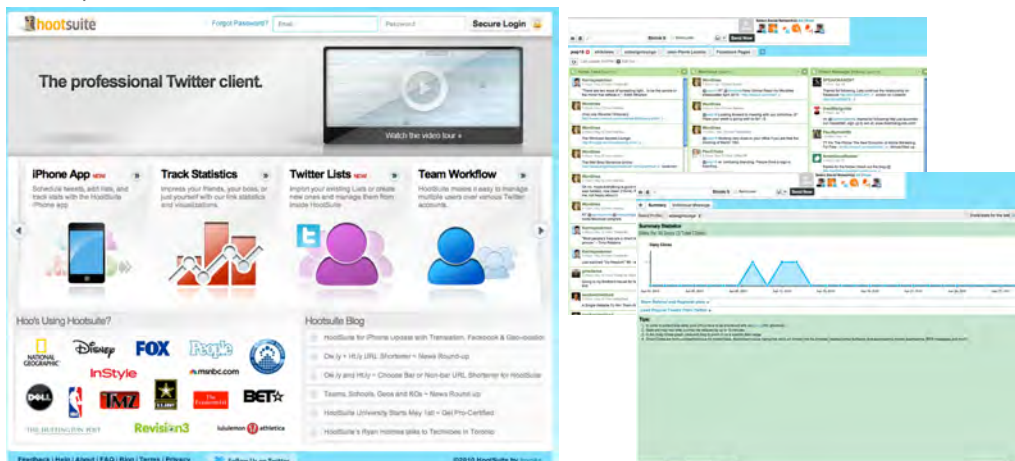
- Similar to blogging, micro-blogging focuses more on smaller entries such as a sentence (i.e. "what one is doing at a given moment), an image, or a ten second video.
- Messages can be uploaded to a site by various means including texting, emailing, and instant messaging.
- Micro-blogs can also be used to share news on a company's product and support customer service.



How to measure Social Media?



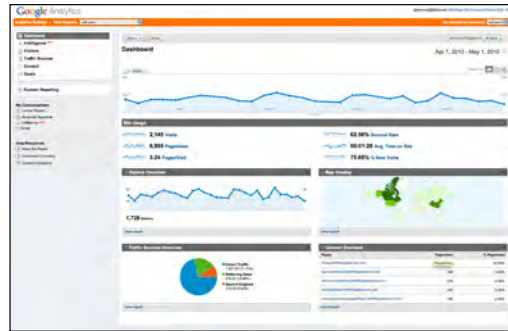
- Hootsuite.com allows to track links as part of a dash board and send multiple tweets



How to measure Social Media?



- Other metric tools:
 - Google Analytics
 - Bitly which is similar as Hootsuite but simpler



9

What are potential benchmarks?



- It depends on the size of the company
- Change based on goals and type of company
- Need to establish your own goals such as the number of friends on Facebook

10

Zappos



- Zappos has successfully managed several blogging accounts and Twitter accounts, leading the way on how companies should be using Twitter.
- Most Zappos employees have an active account that allow them to instantly respond to customer comments, concerns, and questions.
- The reason why Zappos stands out on Twitter is because of their ability to bring the company to life. The Zappos CEO has lent his personality to the company brand, a personality that is friendly, helpful, funny, and trustworthy.
- They use Twitter to highlight interesting facts, and to talk to their consumers.



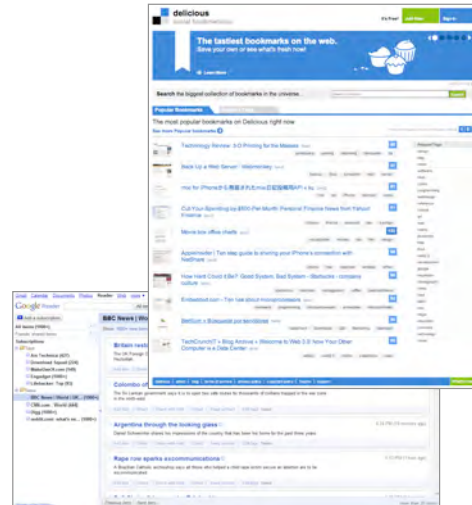
Marketing Profs



Social Bookmarking Sites



- A social bookmarking system website allows users to save, organize, search, and manage links of web pages found on the internet.
- These sites allow people to access various information in organized and efficient manner.
- Delicious, Google Reader, and StumbleUpon are among the most well known sites.



Why is Social Media so important?



- Customers that marketers are trying to reach are already online
- It's just a matter of time you will be forced to participate
- Need to invest and have a commitment
- Creating meaningful relationships

Social Media shift?



Change driven by the consumers

Conventional media, one direction:

- Controlled distribution
- Lower level of interest
- Lack of customer involvement
- Not immediate



Social media, shift of power to customers:

- Create awareness for your brand.
- Use for recruiting new talent.
- Better understand your consumers .
- Allows customers to make buying decisions.
- Build stronger relationships.
- Encourage consumers and clients to have discussions on how to improve or change products or services.

What is the future of Social Media?



Mobile World:

- Location based services to allow marketers to provide recognitions
- Apps and customized applications
- Reflects the on-the-go needs of customers
- Increase ways to connect with their communities and meet new people

What are key tips?



Tip #1: Register your blog at Namechk.com

Tip #2: Identify your customers social media communities

Tip #3: Have a plan, timeline, goals and metrics

Tip #4: Educate yourself on Social Media Mashable.com

Tip #5: Sign-up for Google Alerts to identify missed opportunities

Tip #6: Be genuine and authentic



Question Period

Telephone number:
1-800-747-5150

Access: 3671999

Thank you!



Support Information



Social Networking Sites



- These websites focus on creating online communities where people can share interests and activities together, as well as develop new friendships and maintain older ones.
- Millions of people around the world use social networking websites.
- Corporations and activist groups can create accounts to better connect with their consumers and the general public.



Wikis



- A wiki is a website that works with wiki software that allows the creation and editing or any number of linked websites.
- Wikipedia is one of the most well known and used wikis on the internet.
- A Wiki seeks to involve the visitor in an ongoing process of creation and collaboration that constantly changes the Web site landscape.



Photo & Video Sharing Sites



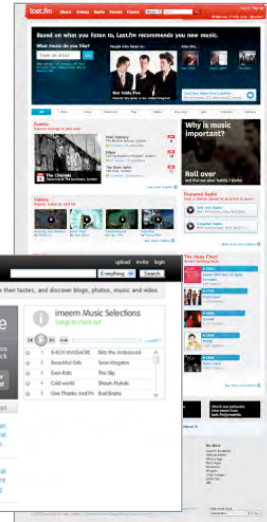
- These websites are online communities that allow for users to upload and share photographs and videos on an array of topics and themes.
- Most well known websites include Flickr, Youtube, Veoh, Vimeo, and Photobucket.



Audio & Music Sharing Sites



- Similar to Youtube and Flickr, these websites are based on creating online communities that focus on sharing, listening, and downloading music and audio files.
- Sites offer numerous social networking features and let users create custom radio stations and playlists.

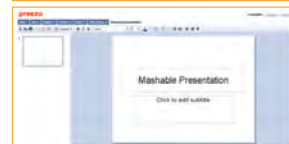


Presentation Sharing



30 other presentation networks:

- Ajax13.com
- authorSTREAM.com
- BrinkPad.com
- Demofuse.com
- Dimdim
- Formatpixel.com
- FlyInside.com
- Empressr.com
- Honeypitch.com
- mPOWER
- Preezo.com
- PreZentit.com
- ProfCast.com
- PPTExchange.com
- Scribd.com
- Scooch
- SlideAware.com
- SlideBurner.com
- Slidelive.com
- SlideShare
- SlideRocket.com
- Spresent.com
- Teamslide
- ThinkFree
- Thumbstacks.com
- TonicPoint Builder
- Viewbook.com
- Toufee
- Zentation.com



Research and Statistics

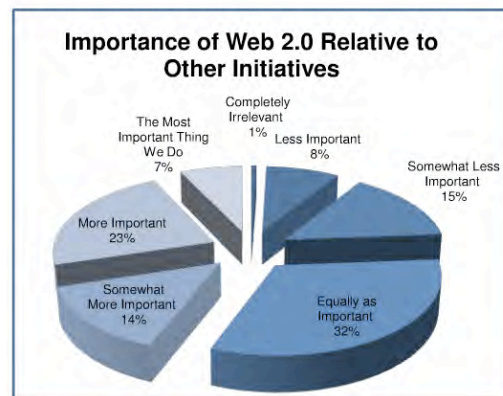


- Vignette Marketing conducted a survey on Social Media and collected almost 200 responses from various companies with a median revenue of 333 million. 50% Enterprise (over 1,000 employees).
- The results of the study reflects how companies view Social Media and how they plan to work with it.

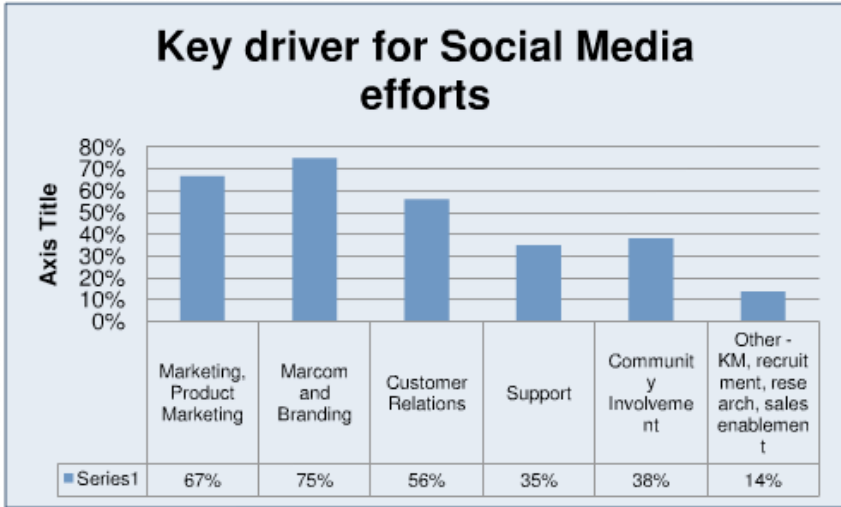
Importance of Web 2.0



- Only 14% of organizations have 2 years of experience with Social Media.
- 50% of organizations have started their initiatives with Social Media in the last two years.
- 23% have plans of using Social Media in the future but have not yet started.
- Only 13% have no plans for using Social Media soon.



Key Driver for Social Media Efforts

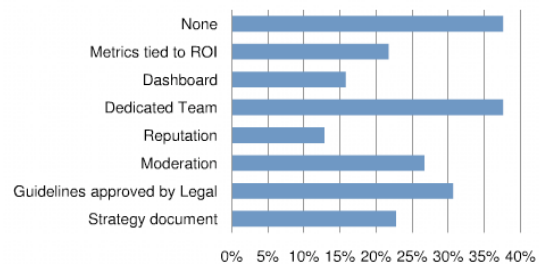


Social Media Elements in Place



- Almost 40% of companies surveyed have no Social Media process or strategy in place.
- Only 23% have a strategy document.
- The data suggests that most companies are using Social Media tactically.
- Very few have a strategy in place, the guidelines, processes, focus and metrics to succeed long term.

Social Media Elements in Place

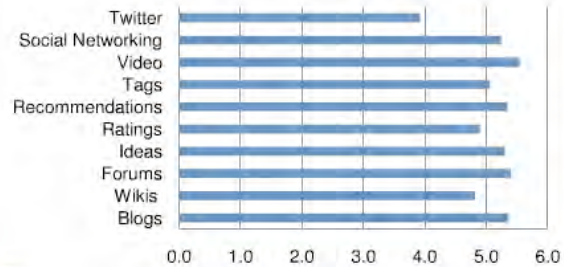


Importance Web 2.0 Tools



- It is important to remember that these Social Media channels are only tools, and should not be relied upon alone for positive results.
- Although Twitter is a popular Social Media, it lags behind the other tools due to its limits in sharing and developing content (no fan pages, or large video posts).

Importance of Web 2.0 tools

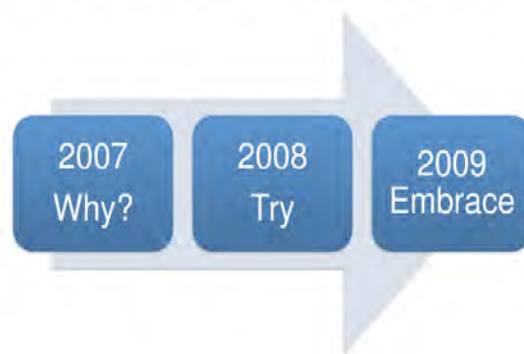


Evolution of Social Media



- 71% of organizations plan to increase investments in Social Media in 2009.
- The average increase in investment will be 40%.

Evolution of Social Media



Blogging Down



- **Blogging has declined in popularity among both teens and young adults since 2006. Blog commenting has also dropped among teens.**
 - 14% of online teens now say they blog, down from 28% of teen internet users in 2006.
 - Lower incidence of teen commenting on blogs within social networking websites; 52% of teen social network users report commenting on friends' blogs, down from the 76% who did so in 2006.
 - By comparison, the prevalence of blogging within the overall adult internet population has remained steady in recent years.

Web Usage



- **Young adults use the web far more than older adults.**
 - 93% of teens and young adults go online, compared to only 38% of adults over 65 years of age.
 - 7% of 12-29 year olds still don't browse the web.
- **73% of wired American teens now use social networking websites, a significant increase from previous surveys.**
 - 55% used social networking sites in November 2006 and 65% did so in February 2008.
 - Popularity of some sites' features has shifted.

Web Usage



- **Adults are increasingly fragmenting their social networking experience as a majority of those who use social networking sites**
 - 52% – say they have two or more different profiles, up from 42% who had multiple profiles in May 2008.
 - Facebook is currently the most commonly-used online social network among adults. Among adult profile owners 73% have a profile on Facebook, 48% have a profile on MySpace and 14% have a LinkedIn profile.¹

Not One Market



- **The specific sites on which young adults maintain their profiles are different from those used by older adults:**
 - Young profile owners are much more likely to maintain a profile on MySpace (66% of young profile owners do so, compared with just 36% of those thirty and older)
 - Less likely to have a profile on the professionally-oriented LinkedIn (7% vs. 19%).
 - Adult profile owners under thirty and those thirty and older are equally likely to maintain a profile on Facebook (71% of young profile owners do so, compared with 75% of older profile owners).



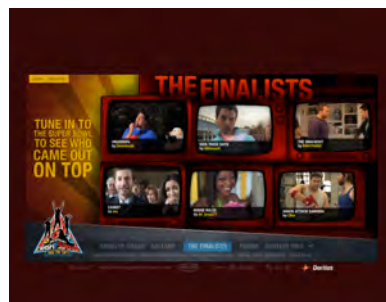
How Companies have Leveraged this Tool:

The Good

Doritos



- Create an event that invites people to submit their own Super Bowl commercial
- Viewers were invited to select their favorite commercial based on a final list of selected spots
- The winning commercial is featured in one of the Super Bowl spots



Blendtec



- Blendtec (a manufacturer of blenders), developed their own web series on YouTube called “Will it Blend”
- The campaign was low cost and instantly became a hit. In the video, Tom Dickson the CEO of Blendtec, attempts to blend objects in their blender (including an iPhone).
- Blendtec leveraged YouTube’s subscriber base and has almost 100,000 subscribers and over 2.2 million views.
- This simple idea led to a “five-fold increase in sales”, and allowed viewers to participate by voting on certain objects to get blended.



Dell



- They’ve created multiple Twitter handles, a network of blogs, and are very active on Facebook.
- Dell is also one of the few companies to publicly state that they created a return on investment on using Twitter.
- Apparently, Dell’s Social Media efforts help create “\$1 million in revenue”

Community Tools

- Forums: Dell Forum**
Interact, ask questions, give suggestions about all levels of computer and electronics technology.
[More Details](#)
- Ideas: ideastorm**
Your suggestion box for Dell. Read and vote on what you and others have in mind.
[More Details](#)
- Blogs: Direct2Dell**
Read what's driving the industry around technology and Dell.
[More Details](#)
- Videos: Studio Dell**
Videos, podcasts from Dell and members of the community about technology.
[More Details](#)
- RSS**
RSS feeds from Dell.
[More Details](#)
- Dell on Twitter**
Dell Offers, News, Blogs, & Community Sites on Twitter.
[More Details](#)
- Dell on Facebook**
Check out Dell's Facebook groups.
[More Details](#)
- Dell on Flickr**
See for yourself what's up with Dell.
[More Details](#)

Facebook Post: Please make Dell's precision a power!!!
Julian Cummings: I like it! I'll be looking for it in the next few weeks.
Mika Luthalla: I want to buy a new Dell laptop.
Michael McCreary: I got my new computer early yesterday and am happy to say it's been a great experience. Please let me know how you feel about your Dell.
The Dell Tech Wiki: Welcome to our community and helping to help us work together to solve your problems and making things better!
DellYourBlog Cyber Sisterhood Reads from 'Round the Web
<http://tinyurl.com/8d9p4> 7:52 AM May 10, 2008
Previous Updates
Brass knuckles? Genius! <http://tinyurl.com/5zV1ya> 2:42 PM Apr 28, 2008
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When Your Photo Filing System Falls You <http://tinyurl.com/g6gk4h> 10:43 AM Apr 15, 2008

Starbucks



- Companies can also create their on Social Media channels, instead of using existing websites.
- Starbucks site allows users to submit suggestions to be voted on by Starbucks consumers, and the most popular suggestions are highlighted and reviewed.
- By empowering their exceptionally web savvy consumer, Starbucks strengthens their customer service and providing the consumer with a voice.



Big Rock Brewery



- Located in Calgary, Alberta, this producer of unpasteurized ales and lagers has leveraged every type of Social Media ranging from blogs, social networks, photo sharing, online videos, and voting pages.
- Each channel has allowed Big Rock Brewery to create communities for their consumers and engage them with video contests, special events, and share their photos and stories.





How Companies have Leveraged this Tool:

The Bad

Skittles



- Skittles transformed its home page into an online portal featuring a live Twitter feed alongside Facebook, Flickr, and YouTube content.
- However, Skittles led with a tool and failed to reach out into its Twitter community. Without a real purpose to any of their Social Media pages, Skittles was forced to rethink their approach.



Pizza Hut



- In early 2009 Pizza Hut announced that it wanted to hire a summer intern to manage their Twitter account.
- This approach to Social Media was unsuccessful due to the fact that hiring an intern who was unaware of the inner workings to their global brand and strategies did not demonstrate the company was taking social media seriously.
- The messages on Pizza Huts Twitter account are focused on the promotions that Pizza Hut is involved with, not on creating real dialogue with their consumers.
- Pizza Hut also leveraged the wrong type of Social Media. Twitter lacks the visual aspect, and food is a very visual experience.



Burger King



- Burger King launched a campaign called "The Whopper Sacrifice." The concept of the application was to have individuals delete ten of their friends from a Facebook and they would receive a coupon for a Free Whopper. Their friends would also be notified that they were deleted for a Whopper.
- More than 230,000 friends were un-friended during this Whopper promotion — which means only 23,000 people participated.
- The campaign was able to generate a great deal of attention, however it did very little for the brand and since Whoppers were given for free, the campaign did little for sales.



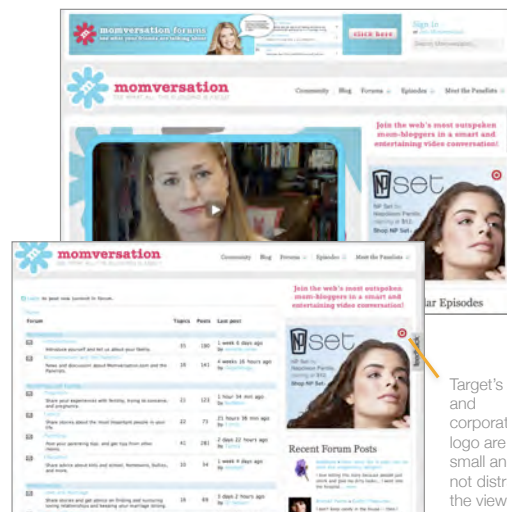


Trends Driving Social Media

Smaller is Better



- More niche social networks.
- Target's sponsored momversation.com, a website dedicated to driving conversation and community around the issues of moms.
- Target promotes their products while offering their consumers an online space to interact and engage in dialogue.
- Target has successfully integrated their ads into the space oppose to interrupting it.



Target's Ad and corporate logo are small and do not distract the viewers.

Quality over Quantity



- Instead of focusing on obtaining 10 million views, the new aim for marketers will be to attract 100,000 relevant viewers to their sites and make relevant connections.
- The quality of the return will take precedence over the quantity.



Better Consumer Insights



- With access to Social Media, companies will be able to utilize the conversations happening within SM channels to better understand the who, what, where and why behind their target audiences.
- Crowdsourcing will also be a large Social Media trend in 2009.



Web Series



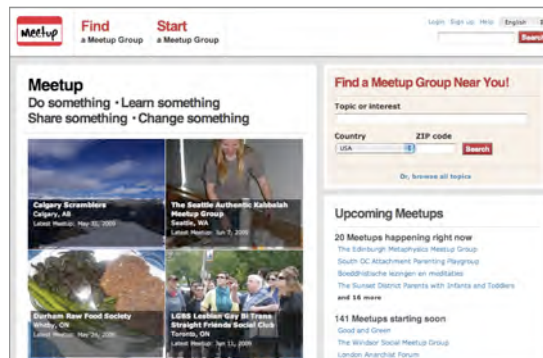
- A web series (also known as a video blog) is a series of episodes released on the internet by an individual or a group on any given topic, and distributed directly from the producer's websites or online video sites such as YouTube.
- Video driven communities that drive conversation will take off in Social Media.
- Brands will need to put more money and creativity into sponsored web series where their brand can be integrated into the plot.



Leveraging Offline Connection with Online Connection



- People still want face to face connection, so brands that are able to leverage offline connection with online connection will create a unique market space for themselves and create stronger user loyalty.
- Meetup.com has successfully leveraged the two by creating an online space for people to blog, share photos, and message each other, as well as find groups to interact with in person.





Steps to Take to Leverage this New Tool



Plan Your Metrics

- Before utilizing social media it is important to understand what you want to accomplish.
- Before you jump in, define success. Is it:
 - Building buzz and conversation around a particular product?
 - Better overall brand awareness?
 - New knowledge about your customers and how they view your brand?
- Once you decide on what what you wan to do, define how you are going to measure success - will it be blog comments, conversions, links, Twitter talk, better brand recognition?

Share Your Story



- Social Media is a culture of transparency and honesty.
- Show the human side of your brand and be direct with what your intentions are.
- Take the time to understand your company's identity and what you want people to see –this will help in determining what tone you will use and what you will share.
- Consistency is key. Be sure not to create various accounts on different social networking site communicating different messages.
- Remember to integrate into an online community, not interrupt it.

Determine Your Online Communities



- Focus on leveraging social media groups that are in use and generate conversations and would be able to support your company or brand.
- Understand your consumers. Find out who they are, what they like, and whether they enjoy interacting with online communities.
- Head to various social media channels and search for your brand name, your competitors' names, your keywords, industry, etc. Decide if there's enough conversation to warrant engagement.
- Once you find the online communities your target audience is using, study them. It is vital that you understand the nature of your online community so you know how to interact.

Create Rules for Engagement



- Some things you'll want to address are:
 - How will social media be integrated into the company's core strategy?
 - Who from the company will engage?
 - Will there be one voice? A team using one branded account? Personal accounts?
 - How much time will be spent on social media?
 - How long will the company "test" the different sites before evaluating their success?

Listen



- When you finally enter the social space, your job is to listen and begin forming a platform for people to openly talk and engage with you.
 - Listen to what they're saying.
 - Listen to what they mean.
 - Listen to what's bothering them.
 - Listen to what makes them happy.
- Be helpful and respond with links to your resources, to other people's resources, to your competitors' resources.
- Also respond to negative comments.

Set Goals that Work



- It is fine if a company's goal is to increase sales, but participation should be focused on providing the kind of value that facilitates sales.
 - For example, Brand X asks its audience what their favourite flavour is. Their audience then goes out and buys the brand, discovers what their favourite flavour is, and comes back to Brand X's social media website and write what they enjoyed most about the brand.
- By using the approach above, not only does a company understand their consumers better, but they also provide them with a place to connect with other individuals who enjoy their brand.

Commit Resources & Time



- To succeed it is important to plan for labour hours, who, what, when, how and where with the intention of succeeding and not just experimenting.
- If possible hire an individual who understands social media marketing and provides strategic online recommendations based on the client's business goals and intensive research.

Review Your Success



- After your social media channel has stabilized (anywhere from 3-5 months), review your success and see if you are accomplishing the initial goals set out.
- Look to see if:
 - Social media users are actually engaging with your content
 - There is an increase in awareness about your brand
 - An increase in traffic to your site or sites



Sources and Links



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Thank You