



Give Them Something to Talk About!

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“I LOVE this stuff!!”

Dan St. Louis

What Is Social Media?

- “A set of technologies and channels targeted at forming and enabling a potentially massive community of participants to productively collaborate.”



Source: Anthony Bradley, Gartner Blog Group contributor

Categories



Social Networking

- FaceBook
- LinkedIn
- DirectMatches
- Ryze
- Crowdvines
- Twitter



Social Bookmarking

- Technorati
- Propeller
- Digg
- Reddit
- StumbleUpon



Content Sharing

- Hubpages
- Squidoo
- EzineArticles
- Gather
- Flickr



Blog Platforms

- Wordpress
- MovableType
- Blogger



Media Sharing

- GoogleVideo
- YouTube
- SlideShare



RSS Feeds

- Google Reader

A Few Definitions



RSS Feed - a family of web feed formats used to automate the syndication of content such as blog entries, news headlines, audio, and video.



Blog - type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.



Social Bookmarking - method for Internet users to share, organize, search and manage bookmarks of web resources.



Content Sharing – sites that facilitate interactive information sharing.



Tribes –” a group of people connected to one another, connected to a leader, and connected to an idea”

Popularity of Social Media Today



Linked In: 100M+ members worldwide



Facebook: 800M+ users

- 50% Log in everyday
- 3.5B pieces of content
- Avg user has 130 friends



YouTube: Over 2B views a day



Twitter: 56M users

Connecting Directly with Consumers

- Pick the right channels to connect to the right types of customers.
- Use Twitter to
 - Tell followers of specials
 - Provide key information in a short and sweet format.
- Use Facebook to
 - Promote special deals for fans
 - Cross-promote via website and emails
 - Find new fans by fostering interaction within the tribe.

SM Strategy: Key Points

- Commit to a strategy and stick with it
- Must have a good experience, product or service remarkable enough that people will promote it
- Content must convey the feeling of value
- Engage your customers in conversation (whether good or bad)
- Listening to their authentic feedback is important

SM Strategy: Blogging

A corporate blog is a support tool that can “lighten the load” of several different departments within your company. 4 ways it can help:

- Reduce marketing costs and increase reach
- Serve as a newsroom
- Sell to new customers
- Provide 24/7 customer service

Social Media as a Database Tool

- SM is now becoming as important as mail and email as a means to build a database
- In conjunction with other channels SM becomes a way to leverage tribes to grow the database
- To be effective, metrics and tools must be part of the execution
- Integration of messaging is key

Major Impacts of Social Media: Consumer Level

- Provides research information and speeds access
- Provides authentic messaging
- Reinforces other marketing initiatives
- Creates positive or negative “Tipping Points”
- Enhances personal and company positioning efforts
- Generates Awareness

At the Enterprise Level

- 66% investing in Social Media Marketing
 - 40% of those shifting more than a 5th of the DM budget to social media
- 67% say SM is increasingly important or critical to their success in 2010
- 36% investing in SM monitoring and analysis tools
- 51% are moving from campaign centric direct mail models to multichannel customer engagement
 - Only 7% admit to not doing anything



Finding B to B Customers

4 Key Strategies:

- Seek to solve problems
- Seek to provide expert advice and commentary
- Develop relationships by helping, providing valuable content, and listening/responding as needed
- Lets you avoid gatekeepers and keep up with the movement and thought processes of key decision-makers and thought leaders

Key Points – Today’s Presentation

- The SM budget will come from other DM buckets
- Opportunity exists to help small and mid market organizations to:
 - Incorporate SM in their customer engagement strategies
 - Assist them in monitoring and analyzing the results
 - Provide thought leadership to constituents who are struggling to understand its value
- Including SM as a channel can improve results from other multi channel initiatives
- Becoming a great way to “test the waters” on new product ideas

Integrated Multi-Channel is the Future



- Maximizes DM response rates
- Trackable and Measurable
- ROI calculations are simpler
- Relevance counts

Integrated Cross Channel



Category	Recipients	Responses	Rate	Commissions	Rate A Leads	Market Leads
Home Mail	95,000	100	0.10%	100	10.25%	10
Online Advertising	20,000	500	2.50%	100	16.25%	10
Direct Mail Follow Up	1,700	200	11.76%	100	58.24%	22
Total	124,700	300	0.24%	300	24.74%	42

Category	Actual	Planned	Actual
Total Addressable Market	2,000	2,000	2,000
Market Size	1,700	2,000	4.0%
Number of Responses	10	100	1.0%
Conversion Rate	0.58%	5.00%	11.16%
Number of Conversions	10	10	40%
Number of Leads	10	10	100%
Number of Qualified Leads	10	10	100%
Number of Sales Opportunities	10	10	100%
Number of Sales Agreements	10	10	100%
Number of Sales Agreements	10	10	100%
Total Opportunities	10	10	100%

Social Media

- Can be a primary channel
- Must support messaging delivered in other channels.



Messaging/Channels



D.I.G./The Daniels Group: What we do . . .



- Identify key business objectives
- Create strategies to achieve those objectives
- Utilize tactics that are trackable, measurable and quantifiable
- Evaluate and analyze those initiatives to constantly develop best practices

Keys and Takeaways



Use social media yourself



Keep Learning!



Define which tactics you will use, your voice and who “owns” the voice

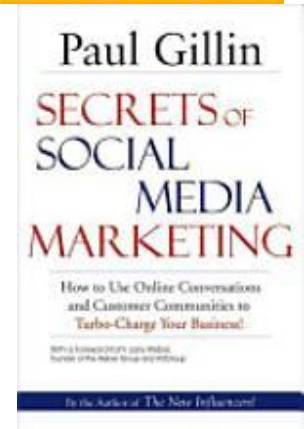
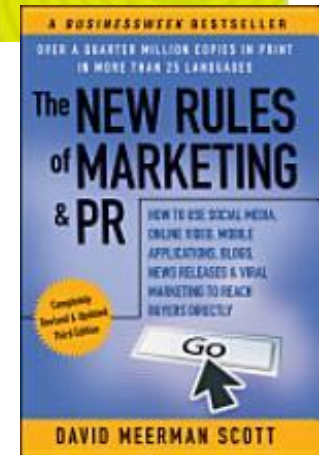
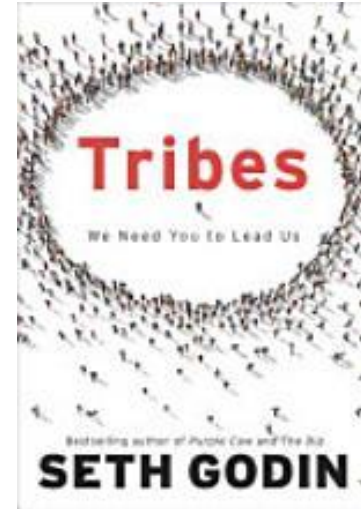
✓ Start slow and add to it



Monitor your web presence and respond thoughtfully and in a timely manner

Recommended Reading

- Tribes
- Read Groundswell
- The New Rules of Marketing and PR
- Thank You Economy
- The Secrets of Social Media Marketing



Thanks



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The Daniels Group

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SOCIAL MEDIA AND RELEVANT MARKETING

What area of your organization could use an infusion of fresh ideas?

What area of your organization could use more results (check all that apply)?

<input type="checkbox"/> Social media integration	<input type="checkbox"/> Improved sales
<input type="checkbox"/> Enhanced retailer/distributor relations	<input type="checkbox"/> New product test marketing
<input type="checkbox"/> Automated marketing processes	<input type="checkbox"/> Database mining/management

Would you like to meet with us to learn how relevant marketing can help?

*Required

[Twitter](#) [LinkedIn](#) [Facebook](#) [RSS](#)

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