

Making Sense of Social Media

Leveraging New Tools for
A New Business Landscape

© GlobalFluency, Inc. 2011





GlobalFluency™

CMO 
COUNCIL™



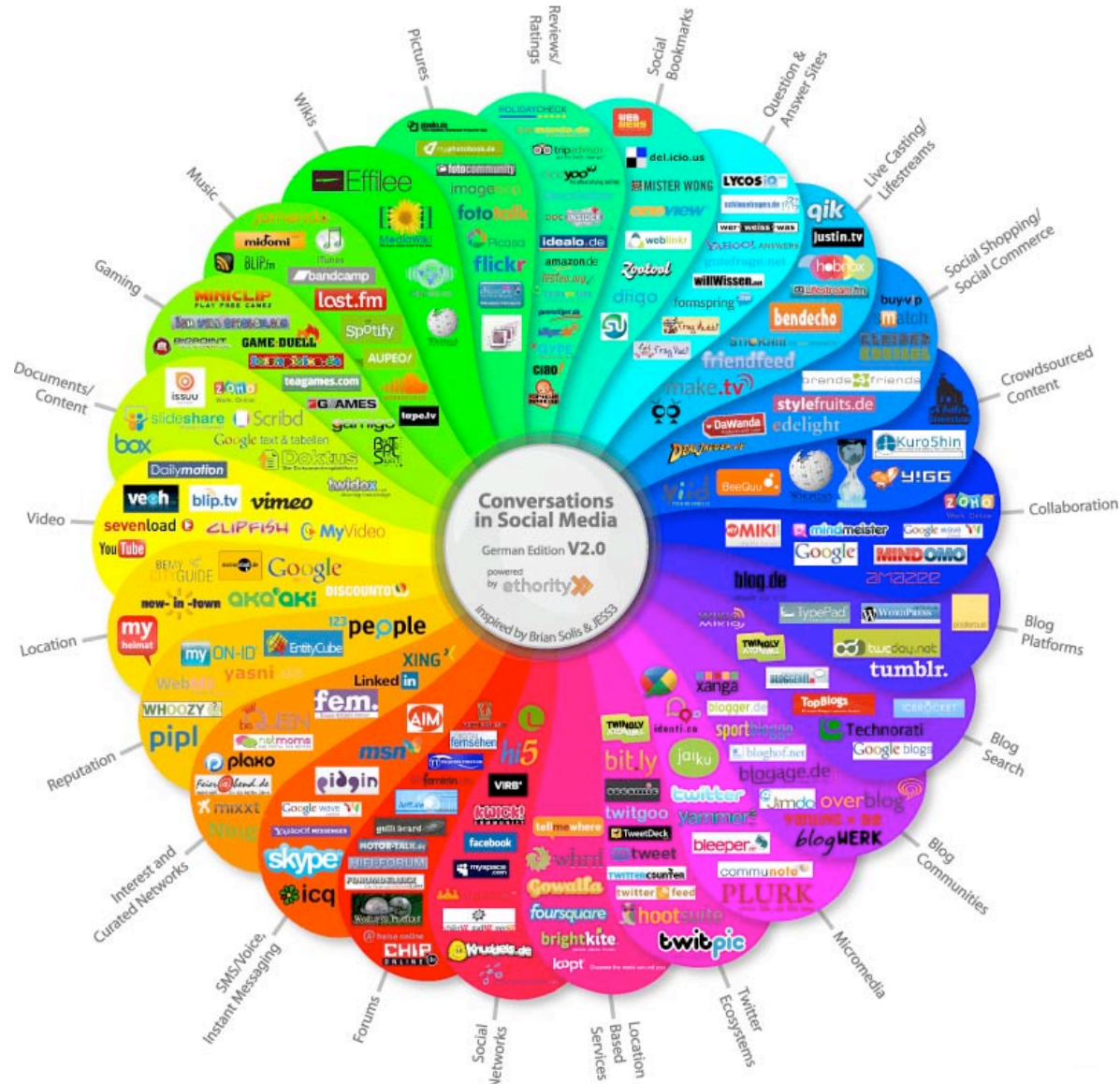


The Social Media Landscape



The Conversation Prism by Brian Solis (www.briansolis.com)

The Social Media Landscape



The Social Media Landscape



The Usual Suspects



Social Media Statistics

- If Facebook were a country it would be the world's 3rd largest and 2x the size of the U.S. population
- Social Media has overtaken porn as the #1 activity on the Web
- 1 in 5 divorces are blamed on Facebook
- After the royal wedding, over 200 fan pages emerged for Pippa Middleton
 - A page dedicated to her posterior has over 230,000 likes



Social Media Statistics

- There are over 500 million active users on Facebook
- People spend over 700 billion minutes per month on Facebook
- More than 100 million active users currently accessing Facebook through their mobile devices
- The average Facebook user has 130 friends
- Twitter gets more than 300,000 new users every day
- 83 Tweets per second reference a product or a brand



Some Facts & Stats



- Over 50% of Facebook fans and Twitter followers say they are more likely to buy or recommend than before they followed or liked
- Customers are using social media to
 - 43% problem solve (customer service, etc)
 - 41% solicit feedback (fan pages, branded sites)
 - 37% are looking for new ways to interact with brand
- Customers who engage with social media
 - 56% feel a stronger connection with the brand
 - 57% feel better served

Liz's Social Media Rules

1 Social Media is
NOT a Field of
Dreams

Nurturing Your Community

- Dedicate a minute to just send out a tweet:
 - Lunch Special today: TACOS! They sell out fast, so come early
- Fans want something in return, so give it to them:
 - OK San Jose! Get out & SHOP! 10% off at my place if you RT this message. #ShopSanJose
 - Just got the new shipment of hot hats 4 summer. Post your photos in your fav summer head gear
- Don't create a page and then just walk away.

Liz's Social Media Rules

2 Have **FUN** and
be authentic

Making Friends

- DO NOT post your own glowing reviews and think people don't know it's you
- DO NOT ask your entire family to pretend to be first time shoppers who were AMAZED at the experience
- Have fun with Social Media – it isn't a chore...it is about engaging with your customers

Liz's Social Media Rules

3

What happens on twitter **STAYS** on twitter!

Like a bad tattoo...

- Online memory is long and some things just can't be totally removed
- Don't over share – TMI is still too much, even online
- If you wouldn't stand up in front a your local TV camera and say it, you probably shouldn't say it online

Liz's Social Media Rules

4 LISTEN UP!
You'll learn a
lot...
I promise!

It's a Listening Post

- Set up searches, get a sense of what people are saying – about you, about your industry, or even about things you are passionate about
- Respond – if someone has a problem, reach out, see if you can remedy it
 - @grouchypants says: Worst service EVER at @EatatLizs
 - @EatatLizs says: Hey @grouchypants, really sorry to hear that, email me. Would love to see how I can make it right

Liz's Social Media Rules

5 It's **OK** to loose control

Know Your Limits

- People can be mean – and people can say mean things
- You can delete posts, but you can't delete opinions
- Admit that the customer has always been in control – they can just prove it now

The Freebie...

6 It's **NOT** all
about **YOU**...

Spread the love

- Brag about your friends next door...co-promote deals...don't just push your own message all the time
- Ask your fans to “Like” partners – and vice versa
- Ask your fans to spread the word about you – and then thank them for it

The Freebie...

6 ... **YOU** aren't
all **ALONE**

THANK YOU!

Liz Miller

lmiller@globalfluency.com

© GlobalFluency, Inc. 2011



SOCIAL MEDIA PANEL
ROHIT DHAWAN, FACEBOOK
ROB MISHEV, LIVINGSOCIAL
DARNELL HOLLOWAY, YELP




MODERATOR: LUCAS VANDENBERG, FIFTY&FIVE

SOCIAL MEDIA CONFERENCE

GROWING YOUR SMALL BUSINESS WITH SOCIAL MEDIA

Page without an Owner



Info
Friend Activity

1,676 check-ins
258 likes

Is this your business?
[Create a Page](#)
[Add to My Page's Favorites](#)
[Report Page](#)
[Share](#)

Falafel's Drive-In Like


Restaurant · San Jose, California

Information Edit



Address 2301 Stevens Creek Blvd, San Jose, CA 95128-1651 · [Get Directions](#)


Phone +1 (408) 294-7886


Website <http://www.falafelsdrivein.com>





Friend Activity See All

 **Ash Kalra**
If you haven't been here before, you need to make the trip.
 May 18 at 4:36pm via iPhone · Like · Comment

 25 people like this.
[View all 18 comments](#)


 **Vivian Aguilar** Banana shake fofoooooeevvveeeerrrrrr!!!!
May 18 at 10:57pm · Like

 **Nisreen Baroudi** Pd ♥ it
May 18 at 11:57pm · Like

 **Brian Piepgrass** was tagged in a post.
April 30 at 1:36pm


Page with Owner (and a Voice!)

facebook




Ballet San Jose Like

Non-Profit Organization · San Jose, California



Wall Ballet San Jose · Top Posts ▾





Ballet San Jose


Outside Sales for Ballet San Jose - Exciting New Opportunity!
Ballet San Jose is launching a brand new subscription campaign for the upcoming 2011-2012 season, and is looking for local art enthusiasts who would like to join us as we begin this fresh and unique initiative to help sustain our 25 year-old institution...


23 hours ago · Reshare

4 people like this.

 **Melody Walsh** What is the season?
21 hours ago

 **Ballet San Jose** We hope to know by the end of the month
18 hours ago · 1 person

 **Caryn Brooks Coleman** We are looking forward to re-subscribing! I keep checking my mail ...
17 hours ago · 1 person



Ballet San Jose






Exciting Job Opportunity Available -- Ballet San Jose is looking for an enthusiastic individual who enjoys The Arts in Silicon Valley. Make your own hours, work from home, and engage your network to reach out to new subscribers!
Please email kbertrand@balletsj.org with your resume.

23 hours ago

3 people like this.

67 check-ins
315 likes

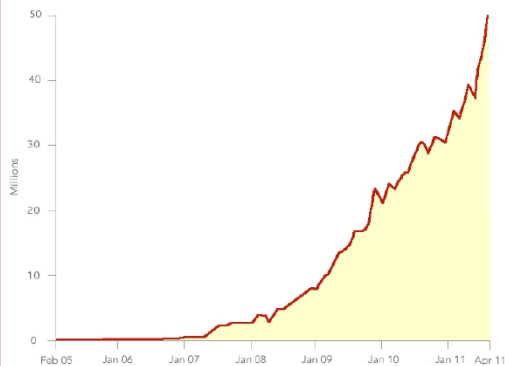
Likes See All

-  **Dance**
-  **ballerina project**
-  **San Jose Mercury News**
-  **San Jose Athletic Club**
-  **The Rawson Project**

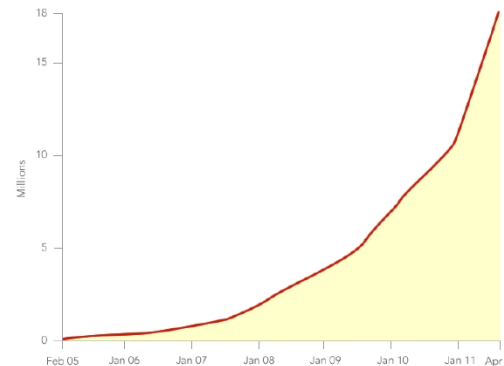
★ ★ ★ ★ AN INTRODUCTION TO yelp

Metrics as of April 2011

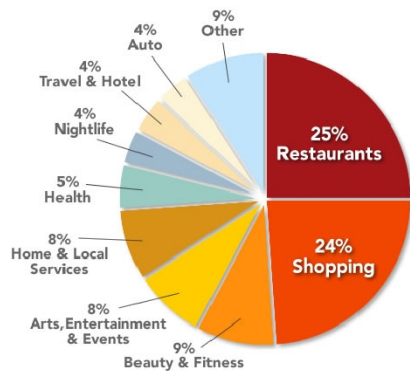
More Than 50 Million Monthly Visitors



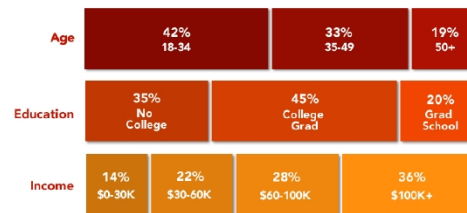
More Than 18 Million Reviews



Reviewed Businesses in Every Category



Demographics



Source: Quantcast, January 2011

Yelp Mobile Stats

3.7 million unique visitors.

Every **30 seconds**, a photo is uploaded from a Yelp app.

Every **other second**, a consumer generated directions or called a local business from a Yelp app.

Over 1/3 of all searches on Yelp.com come from mobile.

what LivingSocial does



Offers the most efficient and cost-effective way to bring you the one thing you've always wanted from advertising – customers!



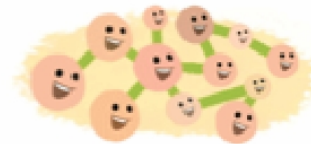
Enjoy Risk-Free Advertising

There are no up-front costs to running a deal. Plus, we send you a check for your pre-paid customers within 15 days of your promotion, which means you'll have money in your pocket before customers even enter your doors.



Reach An Eager Audience

On the day of your promotion, thousands of excited readers will open their email to read about your offering—many of them buying on the spot.



Get Word-Of-Mouth Buzz

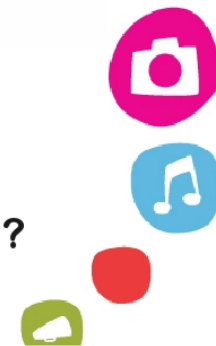
Our audience is big and extremely social online. And, as the developers of Facebook's most successful apps, we're experts in social networking. What this means to you? Thousands of readers sharing your promotion with thousands of friends.



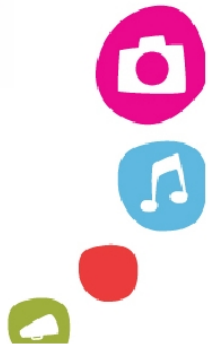
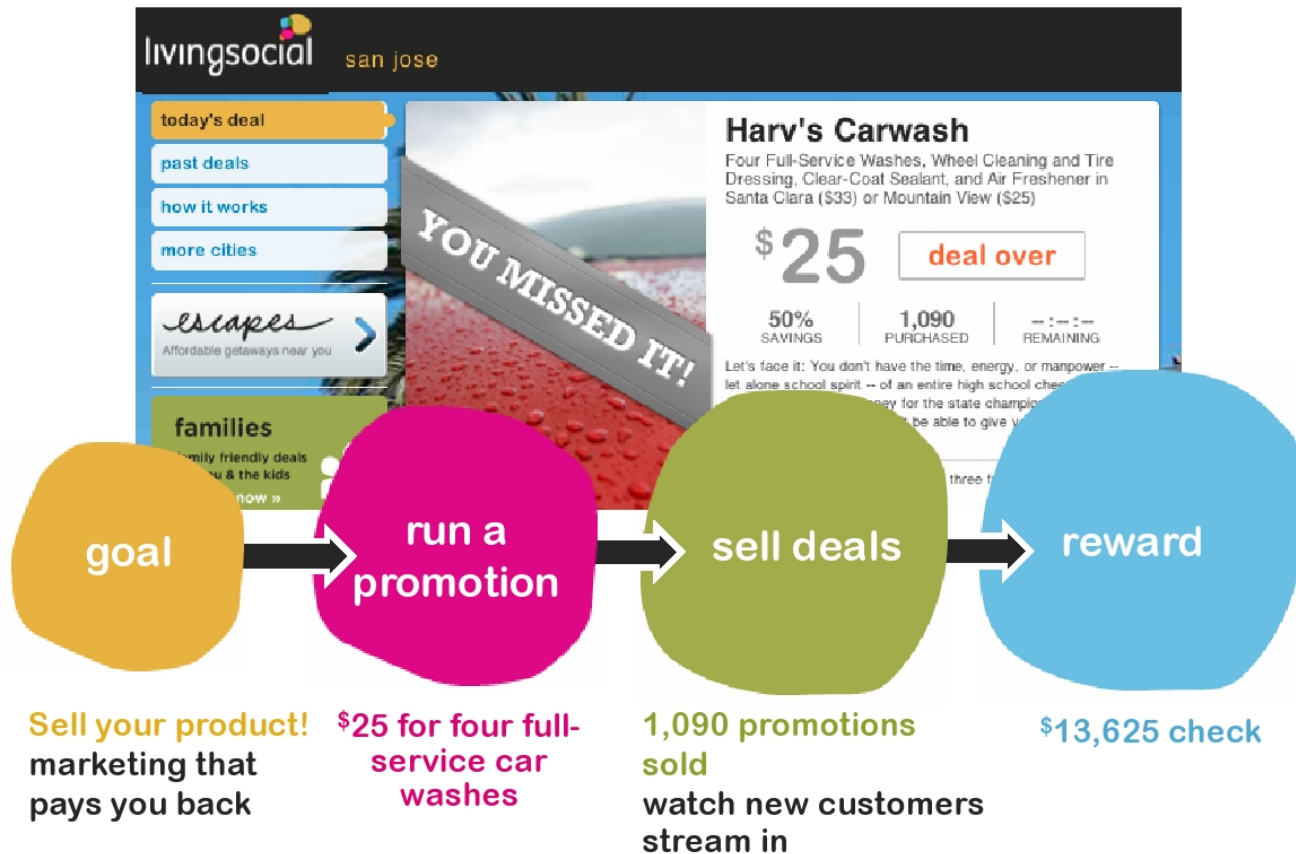
Build A Loyal Clientele

After the deal has run, dazzle your new customers with your top-notch products and services, and voila: You'll have happy, repeat customers—who may never have found your business otherwise.

Interested in learning more about a partnership with LivingSocial?
Visit livingsocial.com/getfeatured.



an example of the results we can drive

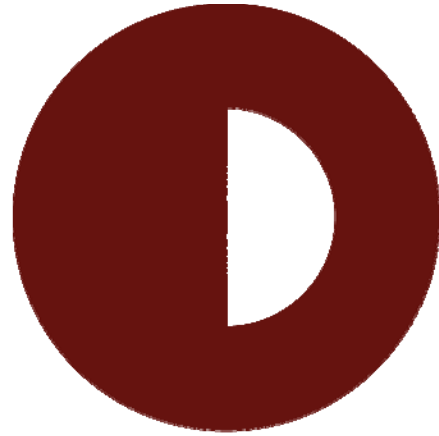


**SOCIAL MEDIA
ENTREPRENEURISM**
TRACY LEE, DISHCRAWL
LUKE HOHMANN, KNOWSY
JILL FINLAYSON, LIKELIST

**MODERATOR: LUCAS VANDENBERG,
FIFTY&FIVE**

SOCIAL MEDIA CONFERENCE
GROWING YOUR SMALL BUSINESS WITH SOCIAL MEDIA





DISHCRAWL

Tracy Lee

tracy@dishcrawl.com

ladyleet.com (blog)

@ladyleet, @dishcrawl

KNOWSY

**We Drive In-Store Sales and
Engagement Programs For
Celebrity Powered Brands
Through Social Games**

Luke Hohmann

The Innovation Games® Company

(408) 529-0319

lhohmann@innovationgames.com

KNOWSY KNOWS

A customized mobile contest engine that drives in-store sales and loyalty programs.



Available
NOW!

Did I
mention it is
available
NOW?

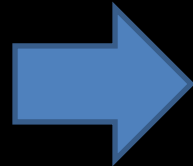
Patent Pending

Our Roadmap Drives Merchant Success

Merchant Goal

Supported By

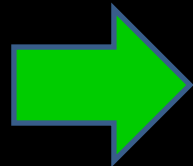
Drive Repeat
Business



Multi-Platform support
iPad NOW, iPhone (Q32011), Android

Increase gamification (player
leaderboards, etc.) drives more business

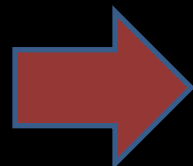
Create NEW
Customers



Knowsy contest prizes can be offered from
any Knowsy Knows merchant

Recommendation engine will enhance
suggested prizes and contests

Tame Social
Media Beast



Knowsy contests are a simple and natural
motivation for blogging, tweeting, etc.
Providing contest clues in different media
outlets drives consumption and “fun
factor”

Connect to Local Wisdom,
Wherever **You** Are.

What to do and where to go from friends and locals



Like.



Lists.



Discover.



view local likelists within Palo Alto, CA

local

within city limits

everyone

Newest LikeLists 

more »



Guide to Summer Festivals
by Paige B



Frozen Yogurt
by bongga m



Best Bay Area Grocery Stores
by Leah W



Favorite Boutique Hotels
by Stan S



Organic Dining-SF Peninsula
by Lauren B



Favorite Foundations
by Joichi I

Most Active LikeLists 

more »



Frozen Yogurt
by bongga m



Guide to Summer Festivals
by Paige B



Restaurants I enjoy
by Joichi I



Local Dining for Us
by Jim D



Dishcrawling on San Jose's ...
by Team D



Cup 'o Joe?
by Geoff M

Share a great discovery
or local experience.



Create your
own LikeList.

Join today!

Join LikeList

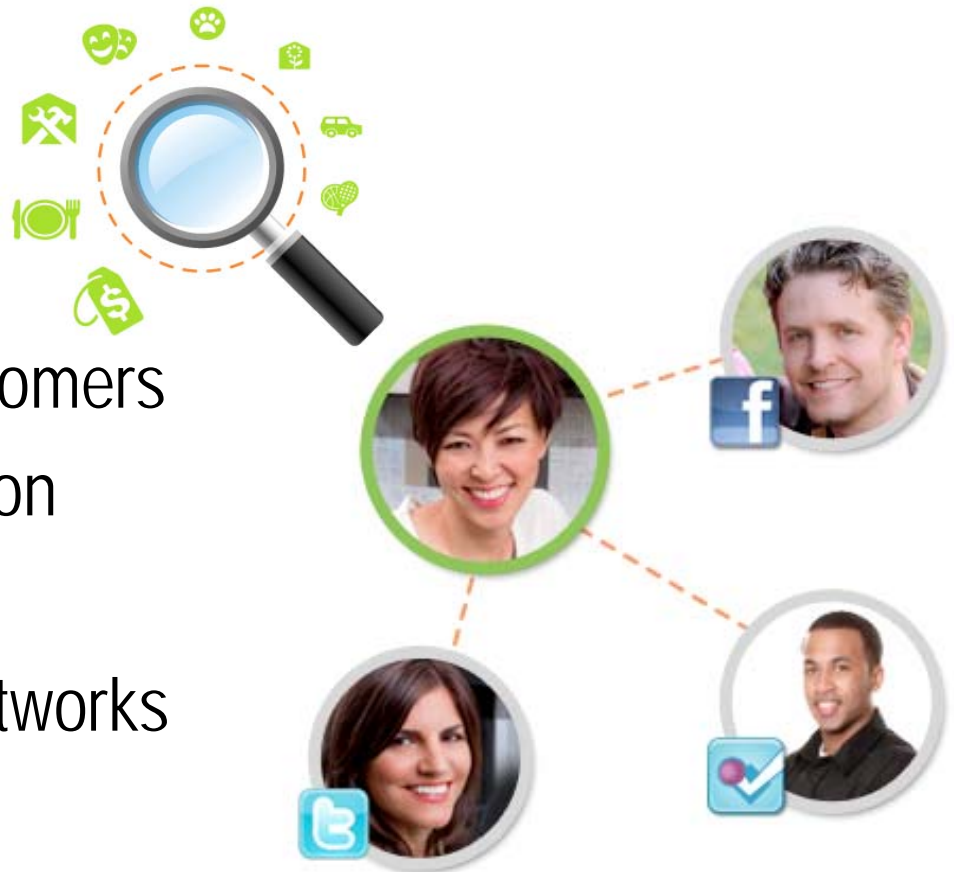
for a chance
to win an
iPad 2.



enter now >>

LikeList for Business

- Share what you know, Discover what you like
- Decisions are social
- Make “likes” work for you
- See who likes you
- Be discovered by right customers
- Grow your positive reputation
- Free, targeted advertising
- Get in the game - social networks



likelistTM

SJ EATS
RYAN SEBASTIAN



SOCIAL MEDIA CONFERENCE
GROWING YOUR SMALL BUSINESS WITH SOCIAL MEDIA



8V21954

TREATBOT
RYAN SEBASTIAN

MOVEABLE FEAST RYAN SEBASTIAN



Planning for Social Marketing

For a Comprehensive Handout with Live Links Go To, <http://www.stevenctoy.com/sjsmc.html>

A Social Media Planning Template Can Be Downloaded From This Page

1 – Why Are You Considering Social Marketing? What Are Your Goals: *Must Be Singular*

Typical areas that are ripe for Goals include:

Financial: Revenue, Donations, Expenses, Leads

Customer-centric: Improve Satisfaction, Improve Customer Support, Build a Community

Brand-related: Awareness, Thought Leadership, Innovation

2 – What Are The Specific Outcome Objectives You Are Seeking? *Specific, measurable objectives directly related to Goals with a time frame. For example:*

Increase sales of X product by 10% to go from 100 units to 110 units by December 31.

Increase web traffic from 100 users per day to 120 users per day by June 30.

Increase leads from the web site by 50% to go from 25 queries to 50 queries per month by July 1.

Decrease support calls by 75% to go from 100 calls to 25 calls per month by December 31.

3 – Who Is Your Target Audience?

Gender, Age, Marital Status, Income, Ethnic Background, Geographic Location, etc. (*More Criteria Online*)

4 – Start Listening

Web – Google Alerts: <http://www.google.com/alerts>

Twitter – <http://search.twitter.com> [keyword ? –http]

Blogs – Technorati: <http://technorati.com/>

Keywords – Google: <https://adwords.google.com/select/KeywordToolExternal>

Many More Tools in Online Version

5 – What Is Your Messaging?

What do you want people to know about you or your company?

What are your top selling propositions?

Describe your desired ‘tone of discussion’ {friendly, helpful, elite, intelligent, etc.}

6 – Strategies: This is the creative, less scientific part.

At the risk of oversimplifying a complex topic there are two major things to consider with your strategy.

Channels

Content

7 – Channels

The Big Ones: Facebook, Twitter, LinkedIn, YouTube

The Rest Categorized: <http://bit.ly/hNmc7D>

The Geographic and Coupon Ones: Google Maps, Facebook Places, Yelp, Groupon, Foursquare

Other Location Based Sites: <http://bit.ly/gi2qds>

Other Groupon Like Sites: <http://bit.ly/fRCyle>

8 – Content Objectives: Specific, tangible things that will be produced. For example:

Create a blog with a minimum of 25 posts on X topic by August 15.

Create three videos about Y topic.

Create 5 Case Studies about Z topic.

9 – Content Creation: Specific, tangible things that will be produced. For example:

- Steve’s Creation Law 1 – Once Begun, Half Done
- Steve’s Creation Law 2 – Script Always Comes First
- Steve’s Creation Law 3 – Set a Schedule

10 – Measure Everything

Things to Measure

- Web Site: Time on Site, Bounce Rate, Returning Users, Email capture, phone calls, referring sites, etc.
- Article Writing: Inbound Links, PageRank, Site Referrals
- Blogging: Blog Comments, Links to Blog, Technorati Authority, Subscribers
- Facebook: Likes, Wall Posts, Post Interaction
- Twitter: Followers, Re-Tweets, Mentions, Direct Responses, Site Referrals, Influence of Followers
- SEO: PageRank, WooRank
- Bookmarking: Referrals from Bookmarking sites, number of bookmarks (Diggs)
- Google AdWords: Impressions, Click-Thru-Rate, Conversions

Tools to Measure

- Bit.ly: <http://bit.ly>
- Google Analytics: <http://www.google.com/analytics/>
- GetClicky: <http://getclicky.com>
- Other Monitoring Tools: <http://bit.ly/fJL4E2>

Boomity Offer: Boomity provides a complete suite of web marketing tools wrapped into one package and are offered the participants of the San Jose Social Media Conference a free trial of their software and a 10% discount on any of their plans. Use the Promotion Code SJSJC at <http://bit.ly/boomity>.

Steven C. Toy
toy@beema.com
918.486.9269
<http://www.beema.com>
<http://twitter.com/sctoy>
<http://www.linkedin.com/in/stevenctoy>

Anyone that enjoyed this presentation and provides a recommendation at, <http://linkd.in/m38pyv> will receive a free half hour of phone consulting on the topic of your choice.