

kinship

N E T W O R K I N G

Social media...Don't panic

Charles.Wells@kinshipnetworking.com

24.04.09

Top 10 social media questions

1. What are the best tactics to use?
2. How do I measure the effectiveness of social media?
3. Where do I start?
4. How do I manage the social balance?
5. What are the best sites and tools out there?
6. How do I make the most of my available time?
7. How do I find and focus my efforts on my target audience?
8. How do I convert my social media efforts into tangible results?
9. How do I cohesively tie all my efforts together?
10. Does it work and if so how effective is it?

*Source: Social Media Marketing
Industry Report © 2009 Michael A. Stelzner*

Social media is a waste of time

- There are so many tools available
- The tools are so viral that they demand time investment
- There is always a “new big thing”...
- If you start just playing with social media you can become overwhelmed and waste hours of your valuable time
- Use what you know as marketers and apply that framework to the social environment

Contents

- Objectives
- Who to focus your attentions on
- Social journeys
- Examples
 - Branding/Customers
 - Innovation/Employees
 - Retention/Customer
 - Drive to site/New Business
- Keeping it going
- Summary

Objectives

Start with a problem. What is the single measurable thing you want to achieve to solve that problem? You would not expect the other media you look after to do everything... so treat this like any other channel. Have one clear, measurable objective.

engagement innovate to differentiate.

CRM new revenue stream

empower consumers **customer retention**

Increased loyalty **SEO**

Because everyone is talking about it

wider audience

word of mouth **customer acquisition**

Branding

create brand advocates

ownership of customer base

free advertising

Cost saving

Who to focus your attentions on?

Don't automatically think that 'new business' or your present customers are the best place to start. Social media is about seeding a message. You could use your employees to do this. Perhaps your problem can be solved by mobilising your workforce. Internal business networks can turbo-charge your business by connecting the right people.

New
Business

Shareholders

Alumni

Customers

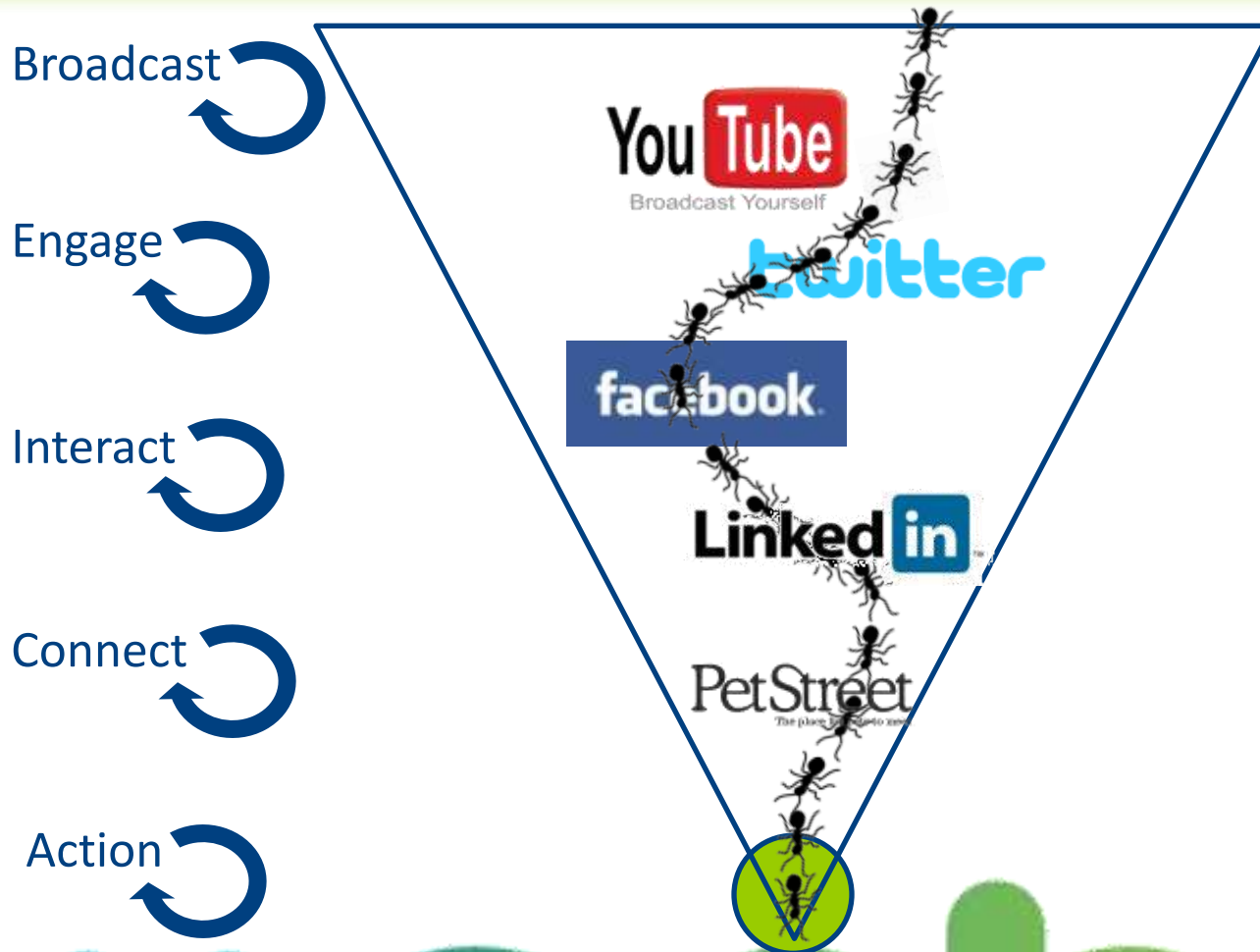
Employees

Suppliers

Social journeys

Work out what you want your target to do. Then make sure there is a clear and obvious action. Don't fall into the trap of just chatting... Drive people to DO SOMETHING.

It is important to remember that in social media people can invite their friends to the journey so at each stage build in member-get-member dynamics. The person who you start speaking to might not finish the journey... But their friends' friends might.



A few examples



Example 1

Objective: Branding / Audience: Customers



- Skittles website takes feeds from different social media channels including Twitter, Facebook (890,000 fans), Youtube (45,000 views), Wikipedia, Flickr and Twitter
- Campaign got great PR
- Clever use of social media – didn't create a voice for the brand (very few people want to talk directly to the Skittles brand), but they used the tools to allow people to talk about Skittles, showing their popularity

Example 2

Objective: Innovation/ Audience: Employees

The screenshot shows the Ogilvy BrainZ website. At the top, there are navigation links: "alcohol in the Ogilvy Bar", "fuel", "Fundraising competition", "Getting Amex on Facebook", and "How can we get people t...". Below these are links for "Name/Log", "Membership", and "Vote". The main header features the "BrainZ" logo and navigation links: "Home", "My Profile", "Problems", "Groups", "Members", and "Log out". A central banner reads: "Ogilvy BrainZ is an environment for people to post their problems & share solutions". Below this, a paragraph states: "We all encounter challenges in our daily working lives. Ogilvy BrainZ is here to help with them. Need inspiration working out how to sell British Gas boilers in the summer? Want more people to update their profile on Truffles? The problems you post are completely down to you. Two things are for certain though. One, if you don't share the problem it'll be much harder to solve. And, two, if you don't share your solution, it will not make a difference."

The interface is divided into three main sections:

- Problem Solvers:** A sidebar on the left showing profiles of "Charles Wallis" (10 solutions) and "Flo Norman" (8 solutions).
- Latest Problems:** A central section with three problem listings, each with a question mark icon:
 - Title:** 27 Jun 2008 16:54. Description...
 - SEO:** 19 Jun 2008 16:26. have a look at incubeta...
 - How do we empower home workers:** 19 Jun 2008 15:47. How can we connect people in a way that they can work effectively whi...
- Latest Groups:** A sidebar on the right listing groups:
 - Adobe Connect:** 04 Jul 2008 10:09. A Group about Adobe Connect Web Conferencing Software...
 - Ogilvy Chicks:** 23 Jun 2008 15:42. Looking for all talented chicksters in Ogilvy to take on Martin Samel...
 - Gravy Squad:** 19 Jun 2008 15:44. A private group that posts issues and problems relating to the Ogilvy ...

- Ogilvy BrainZ - 360 degree problem solving network
- Used internally by employees to help solve client briefs
- Produces multi-specialism answers to questions, and importantly FAST interrogation of a brief

Example 3

Objective: Retention/ Audience: Customer

The screenshot shows the homepage of 'all our best work'. The header includes the logo 'all our best work' and navigation links for Home, Work, Agencies, People, My Profile, and About. A search bar is prominently displayed. The main content area is divided into sections: 'About AOBW', 'All about dabbing', and 'Work'. The 'Work' section features a grid of four featured items, each with a thumbnail image and a title. Below this is an 'Agency' section with another grid of four featured agencies. The footer contains links for Site Setup, Membership, Visits, Agencies, and Newsletter, along with the IBA logo and copyright information.

- www.allourbestwork.com - creative work-sharing network for IPA members
- Showcasing work and the community that created the work
- Generates discussion about great creative work
- In 4 months we have achieved over 700 members from seed of 40
- 40 agencies
- Over 500 pieces of work.

Example 4

Objective: Drive to site / Audience: New customers



- Facebook application for the RAF
- Users invited to select their best RAF crew
- Application got 19,000 users in just 4 weeks
- Each user engaged with the brand for over 4 minutes
- Each RAF role was linked through to more information page on RAF site
- Exceeded click through targets in first 3 weeks

Keep it going

- If you start a conversation with people you have to keep going. If you were talking to someone at a party and half way through a conversation they walked away you would think them rude. The same is true of the Internet.
- If you build you own network, make sure it evolves. Networks are not static sites. They are environments that people inhabit, therefore they need to flex and grow to the users' needs.
- Social media is a constant investment. If you want to use social media in a set period of time to fit into a wider media plan, think about advertising in networks (using targeted social ads) or creating applications on the larger consumer networks.



Summary

- Set a clear measurable objective
- Really look at the problem and decide who to focus on to make the biggest impact
- Plot out a journey of how you want your target to behave
- At every stage think...“what do I want people to talk about?” and “what do I want them to DO?”
- Keep it going. You need to invest in social media and keep investing. You will not see results on day one
- If you are building a network.... Keep it evolving