

# SECRETS OF SOCIAL MEDIA MARKETING

This is one of the inaugural Lunch 'n Learn seminars series being sponsored by the Chamber. These seminars are focused on Small Business Best Practices in a variety of areas. We currently have scheduled series on Small Business Networking, Green Technology for Business, and ours on Social Media Marketing. We are currently discussing with the Chamber another series, co-sponsored by Microsoft, to cover Essential Small Business Solutions that could be kicked off as early as June.

We wanted to thank the Chamber for their support on this very important topic for small business; and in particular President Jill Lederer and Marketing Director JoLynn Hinger.

This seminar is to be first Wednesday of the month and goes for six months. There are a number of materials, including the slide deck with notes for each month, a links document, a bibliography and ancillary supporting materials that will be posted for download from my website.

This seminar is to be conversational rather than lecture. And questions that you have, please feel free to bring them up immediately. Let's do introductions...

## **SPEAKERS**

**Denis Wilson**

**President / Chief Consultant – DWP Information Architects**

DWP Information Architects' core belief is that small business is the bedrock of America's economic well-being. Our mission is to provide the benefits of information technology to small businesses so that they are able to take advantage of the technology while concentrating on their business. Further, to listen intently to those small businesses so that we might earn the right to being considered their trusted business advisor.

Website: [dwpia.com](http://dwpia.com)

Blog: [dwpia.wordpress.com](http://dwpia.wordpress.com)

Twitter: [twitter.com/dwpia](https://twitter.com/dwpia)

LinkedIn: [dwpia](https://www.linkedin.com/company/dwpia)

Facebook: [dwpia](https://www.facebook.com/dwpia)

Denis Wilson

President / Chief Consultant – DWP Information Architects

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Website: [dwpia.com](http://dwpia.com)

Blog: [smallbiztechguy.wordpress.com](http://smallbiztechguy.wordpress.com)

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Facebook: [dwpia](https://www.facebook.com/dwpia)

I'll have the ftp site for downloads for you sent out via e-mail.

## EAR TO THE GROUND

- Tap into Conversation
- Start with Search
  - Advanced Search
  - Creative with Terms
  - Learn Blog Search
  - Search Video and Audio Connections
  - Learn about Tags
- Mining Search Results

LUNCH AND LEARN:

**SECRETS OF SOCIAL MEDIA MARKETING**



1. Firefox – was the first Internet browser with tabbed browsing. However Microsoft IE does it too. Firefox remains fastest and easier to use.
2. Roboform - \$30 shareware that stores most of the information that you need to register for new sites, and inputs it for you.
3. Social bookmarking sites – Delicious and Diigo do a better job of organizing hundreds of links.

Fill out your seminar feedback form, and next month we get into:

How to court online influencers, use the social media for a company soapbox, and how to start customer conversations.

## COURTING ONLINE INFLUENCERS

- Understand Online Influencers
- Make Initial Contact Meaningful
- Ask for Advice
- Take Conversation Offline
- Follow Through
- Treat Them as You Would Media

LUNCH AND LEARN:

**SECRETS OF SOCIAL MEDIA MARKETING**



They're not reporters who are covering businesses. They don't cover a beat and they don't feel obligated to write about anything that does not interest them. They must be approached differently. Read their work and consult their profile. Then take a measured approach: for example Karl Palachuk...

1. Make Initial Contact Meaningful – not just “great post”. Tell them why you admired a particular piece. Show respect them by offering acknowledgement of their value.
2. Ask the person's advice – bloggers blog because they want to look smart, feel important or get respect. Asking them for advice and their opinion shows that you understand their position and its importance.
3. Take the conversation offline – if you are serious about establishing the relationship, talk the next step privately. You may want to offer a free trial or sample, or just link to their website. Keep it private, make it serious, and make sure to do your homework.
4. Follow through – don't contact them only when you have something to promote. That's not a relationship, that's a transaction.
5. Give them the same privileges as you would a member of the media - after all aren't they. They should be granted access to events and interviews, and get access to you.

## COMPANY SOAPBOXES

- Southwest Airlines
- Online Podium
- It is Right for Your Business
  - Do You Want to Commit to It?
  - Do You Have a Topic in Mind?
  - Are You Passionate about the Topic?
  - Are You Knowledgeable about the Topic?
  - Do you Communicate Well?
  - Do You Have a Tough Skin?

LUNCH AND LEARN:

**SECRETS OF SOCIAL MEDIA MARKETING**



Southwest Airlines President in his blog in 2006, discussed the ticketing policy of the airline. Although he admitted to being new to blogging and being in awe that there were people that were as “nuts about Southwest” as we are, he asked for feedback on the possibilities of changing the ticketing policy. Over the ext few weeks hundreds of customers weighed in on the blog with the vast majority being against changing. A total of 650 responses were logged over the next few months.

When a year later the President announced in his blog that the airline was going to keep the current policy with some modifications, over 500 comments responded. The blog became an essential part of the marketing communications infrastructure.

Although Southwest Airlines was a good candidate for blogging having most of their ticket sales over the Internet and having a maverick culture, over the last 5 years 15% of the Fortune 500 have added blogs their business communications.

The blog becomes an online podium, much like a corporate presentation. It allows for comments, allows the moderator to respond to comments, through RSS feeds the blog can be shuttled to client aggregators and spread quickly, they’re quick to update and easy to use, and can support photos, graphics and video.

The question is “Is it right for your business”. Let’s take a short quiz: 1. Do you want to commit to it – blogs must be tended constantly, 2. Do you have a topic in mind – the blog needs a tight focus, 3. Are you passionate about that topic – good blogs have personality and enthusiasm, 4. Are you knowledgeable about the subject, 5. Do you communicate well – you do need to be able to communicate coherently – blogging should be natural, and 6. Do you have a tough skin – others will differ from you and if you accept responses (and I recommend that you do) you will need to keep your cool.

## CUSTOMER CONVERSATIONS

- Social Networks Come of Age
  - Nikon on Flickr
  - 100,000 members of Starbucks groups on Facebook – not sponsored by Starbucks
  - \$1.2 Billion spent on advertising in social
  - However not as effective
  - Many Networks
  - Many New Applications Added

SECRETS OF SOCIAL MEDIA MARKETING



In 2006 Nikon decided to go for some branding on Flickr the 800-lb gorilla of photo-based social networks. Ran a campaign based on “Nikon’s Stunning Gallery” giving users a place to show off there work and there was a 3-page advertising insert into BusinessWeek showing the best work. 6 months later there were 50,000 members of various Nikon groups in Flickr.

That is as good as it gets.

\$1.2 Billion spent on advertising in social groups – expect in to grow at 75% a year for the next several years. However, it’s only 5% of online advertising spend.

Polls indicate 4/10,000 remember vs 20/10,000 across the web. Social networks are about people. Personal connection is what is appealing about these networks. For example Facebook had to withdraw a service that revealed purchasing habits when 75,000 protested.

## SOCIAL NETWORK GORILLAS

- Who won the war?
  - Facebook
  - LinkedIn
  - YouTube
  - Flickr
  - Twitter

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The war started in 2006 and was almost over by 2008. A handful of winners emerged, and a bevy of losers.

MySpace was a loser – of adults – to Facebook. Facebook was the story of 2007, quintupling in membership to 50 million. However, Facebook continues to be a closed network to search engines, and therefore the promise of your business showing up high on the search “charts”. Facebook does give you a lot of potential contacts within the walls, and Facebook has completed an agreement with Twitter to show Tweets in Facebook News. The bad news is that the business model has not supported ads well and there has been no “killer app” emerge. However, setting up a “page” for your business can allow interested folks a place to follow your business and get information from you.

LinkedIn has the business people and therefore is the best natural place for business to play. It enjoyed a rush of popularity in late 2007. It’s demographics are stellar with the mean profile being 41 yr old decision maker with \$110,000 income. LinkedIn not only allows unmatched contact managing and employment/employee shopping, but can raise your profile through participation in “Answers” and “Groups”. Answers can allow you to showcase your expertise, and Groups can conglomerate customers and potential customers for conversations. Southwest Airlines CEO posted a question and got 167 answers within a week. And your profile and Groups are indexable by search engines.

YouTube was the hottest media property of 2006. It is the right place to put retired media (commercials and training videos), but very accepting of self-filmed infomercials. These tend to be around 2-5 minutes in length. They usually focus on an aspect of your business in a feature-advantage-benefit format. Indexible!

## SOCIAL NETWORK GORILLAS

- Others who won
  - Delicious.com
  - Digg
  - Second Life
  - And Wikipedia

SECRETS OF SOCIAL MEDIA MARKETING



Delicious has overcome a number of issues to become the defining site for social bookmarking. Offers marketers a valuable insight into the mind of their constituents. Their interested can quickly be understood by viewing their “tag cloud” and labeling the influencers.

Digg is social bookmarking on steroids. Getting mentioned on Digg can be the best or the worst thing that ever happened to your business. It can drive tens or even hundreds of thousands of visits to your website. Each referred bookmark is voted on by members (diggs or buries). The higher your vote, the more prominent the site. It can build or quash “buzz” in very little time. However, it is lives for the bizarre, the political and the techie. If you don't fit into that world, probably not the place to play. However, you could go for becoming a power user and influencer.

Reviled and loved Second Life provides a virtual-reality gaming interface. Second Life has value as a medium for virtual meetings, and potential for advertising on virtual bill-boards.

Wikipedia can outperform even the first pages of Google results, but you must play by the rules. It's the 9<sup>th</sup> most visited site according to Alexa, but best for enterprise-level marketing.

## NICHE INNOVATORS

- Gather
- Jigsaw
- Meetup
- Photobucket
- Propeller
- Reddit
- Sermo
- Squidoo
- Stumbleupon
- ThisNext
- Utterz
- Visible Path
- Yelp
- Zillow

SECRETS OF SOCIAL MEDIA MARKETING



Gather – Social network for NPR types, but good demographics

Jigsaw – Where social media meets old-time baseball card collecting, it dispenses virtual business cards to members.. Other people’s business cards... based on publicly available

Meetup – Founded in 2002, it allows digital organization of personal group meetings. It also allows advertising to specific groups within Meetup.

Photobucket – Founded in 2003, it was purchased by MySpace in 2007. One of the most popular photo sites, it also includes slide shows and videos, as well as a “friend” network. It provides a wide array of marketing options to its members

Propeller – Owned by AOL is rebranded Netscape news service. It features Digg-like popularity polls, but employs “Anchors” who edit the tasteless and spam.

Reddit – Founded in 2005, also a Digg-like site. See also Yahoo! Buzz.

Sermo – Founded in 2006, connects doctors across the US in an advice network.

Squidoo – Created in 2005 that is an effort to cash in on the nomenclature karma of sites like Google and Yahoo.

StumbleUpon – Since 2002 creates lists of interesting bookmarks. Marketing savvy folks would enter their new pages etc. as they happen.

ThisNext – Started in 2006, this is a social shopping network allowing recommendations and help find items. Advertising is allowed to its members.

Utterz – Uses cellphones to generate photos, audio, video and text to be cross-posted to Twitter, Blogger, WordPress and TypePad.

Visible Path – LinkedIn with relationship ranking – the more you interact with a contact the higher the relationship.

Yelp – Yellow Pages meets social media. Search result marketing is a feature.

Zillow – Started in 2005 to become resource to real estate professionals

## LEARNING FROM CONVERSATIONS

- You will find interesting things when you listen
- WOMMA survey found top-performers 7-times as likely to use social media marketing tools
- Look up Communispace.com
- Build it into your web site

SECRETS OF SOCIAL MEDIA MARKETING



Listen and you find out interesting things. A on-line community helped The Guild in Madison WI, and mining social media found a real interest in travel-friendly pet products for Umbria.

WOMMA survey found top-performers 7-times as likely to use social media marketing tools. It's really happening.

On-Line Communities can be affordable with only a few hundred folks. They have over 300 of these on-line that they manage. You can set up a community with your web site.

- 1.Keep it small,
- 2.Reinforce the value of membership,
- 3.Membership tactics work in public communities too and
- 4.Be aware there are some trade-offs.

Listen in on on-line communities can be almost as enlightening. Having your company, your brand, take an interest in community is excellent marketing.

## LEARNING FROM CONVERSATIONS

- Creating Communities
  - Don't build barriers
  - Learn from the social network model
  - Humanize the interaction
  - This isn't easy to do
  - Remember the 99:1 Rule
  - Be inventive with questions
  - Close the feedback loop
  - And, if possible, mix it up.

SECRETS OF SOCIAL MEDIA MARKETING



Don't build barriers – Rule of Thumb: each addition click doubles attrition.

Learn from the social network model – most sites just ask for name and email address..  
Isn't that really all you need?

Humanize the interaction – people relate better to people. Expose your employees who are interacting with the community. Put a face to the company.

This isn't easy to do – it's tough. Don't discourage those who feel uneasy with the process, and reward the employee who is OK with it.

Remember the 99:1 Rule – 1% of visitor contribute 99% of the content (private communities are a different demographic). Only about 25% of adults interact on-line and 50% lurk. Those that do contribute are your MVPs... reward them.

Be inventive with questions – people like to think

Close the feedback loop – answer questions and provide quick feedback.

And, if possible, mix it up. – use photos, videos and podcasts, etc.

## BASICS OF SOCIAL MEDIA CONTENT

- [ClutterControlFreak.com](http://ClutterControlFreak.com)
- [EthicsCrisis.com](http://EthicsCrisis.com)
- [WifeInTheFastLane.com](http://WifeInTheFastLane.com)

SECRETS OF SOCIAL MEDIA MARKETING



Clutter Control Freak – a site by a Martha Stewart wannabe or a fastidious homemaker. Neither, it is operated by Stacks & Stacks a distributor of organization products. Launched in August 2007, it went to 1,500 visitors daily in just 4 months. And it is staffed by volunteers who work for recognition and an occasional gift certificate. Visitors are encouraged to leave their own ideas and to vote of each others, with the winners picking up gift certificates. The entire site cost \$5,000.

Or how about EthicsCrisis.com that was sponsored by SRF Global Translations that encouraged visitors to share anonymously, their ethical transgressions for evaluation by visitors.

Or a site developed for a book called “Wife in the Fast Lane” where they asked people to complete the sentence “I knew that I was living in the fast lane when...” They had 750 submissions within 60 days.

These were all runaway successes that promoted marketing campaigns for next to nothing using daring, creativity and expertise.

## BASICS OF SOCIAL MEDIA CONTENT

- Content is King...
- Understand your audience and object
- What's your objective?
- Then decide what method would be most appropriate and efficacious

SECRETS OF SOCIAL MEDIA MARKETING



Content is King... but it is one of the most difficult and least understood elements of a campaign. Content is increasingly mundane. Put thought into it and have fun.

Understand your audience and object. In personal finance, technology, automotive, entertainment and consumer packaged goods there is already a steady stream of communities and information you can take advantage of. Heavy industry, agriculture, manufacturing, and some business-to-business markets are lagging. Check it out.

What's your objective? – Your choices now range from influencing bloggers to starting your own community. Most people don't buy expensive items (cars, houses or college educations) on line. So the objectives for those markets are not closing the deals. Let's look at some things that might be objectives:

- Make a sales
- Request a sales contact
- Request more information
- Download a white paper
- Download product specs
- Create awareness of a new product
- Renew awareness of an existing product
- Identify new prospects
- Inform existing customers of an upgrade
- etc. etc. etc.

Then decide what method would be most appropriate and efficacious

## BASICS OF SOCIAL MEDIA CONTENT



## Going Viral

SECRETS OF SOCIAL MEDIA MARKETING



What is going viral. It is the pinnacle of social media marketing success. It means when a promotion or campaign takes on a life of its own... spread by blog forwards, email, links and shared bookmarks.

For example the Diet Coke / Mentos experiment that was so hugely viewed when it appeared in YouTube. And many others.

There is probably to way to design a campaign that goes viral, but what you can do is make yourself well known among those potential customer with a little money, and a lot of creativity and sweat.

## BASICS OF SOCIAL MEDIA CONTENT

- Old habits die hard... but die they must
- *In order to succeed in social network marketing, you must think of yourself as a publisher*
- The secret secret: ENGAGE DON'T SELL

## SECRETS OF SOCIAL MEDIA MARKETING



Old habits have no effect on social media marketing. Traditional marketing tried to intercept the customer and attempt to deliver a catchy message tied to an attractive offer. This hit-or-miss approach emphasizes brevity and catchiness. Prospect engagement is the catch-word today. Create a reason for dialog and then have it. Follow-up and establish a relationship.

*In order to succeed in social network marketing, you must think of yourself as a publisher.*

1. Identify an audience that has a compelling and ongoing need for information and money to spend.
2. Develop a distinctive voice and authority about one or more topics that are of compelling interest to that group.
3. Stay relentlessly focused on the needs of the audience and advocate for the interests of that audience. Keep marketing messages separate and distinct.
4. Seek continuous feedback on how you're doing at meeting the audience's needs.
5. Continually adjust content to meet changing needs.
6. Be consistent and persistent. Authority takes time to develop.

The secret secret: ENGAGE DON'T SELL

## BASICS OF SOCIAL MEDIA CONTENT

- Ditch the pitch
  - Joseph Jaffe, Author of “Life After the 30-Second Spot”
  - Umair Haque, founder of Bubblegeneration.com and Director of Havas Media Lab
- In other words...
- Think of it as a cocktail party

## SECRETS OF SOCIAL MEDIA MARKETING



Ditch the pitch. Not only are customers no longer listening, they're sneering. The “new marketing” is about engagement and that means no more elevator pitch. It means forming a relationship with the prospect through the exchange of the useful and meaningful information. It's means forming a relationships that lead to long term repeat business as opposed to making a sale.

Joseph Jaffe, Author of “Life After the 30-Second Spot”, says “today you aren't guaranteed of getting 30 seconds with the customer, but you have a chance to get hours.”

Umair Haque, founder of Bubblegeneration.com and Director of Havas Media Lab wrote “For the economics of an industrial era, branding made sense. Interaction was expensive – so information about the expected benefits of consumption had to be squeezed into slogans, characters and logos, which were compressed into thirty-second TV ads and radio spots. The complex promise of a Corvette, for example, was compressed into shots of cute girls, open roads, and lots of sunshine.

But cheap interaction turns the tables. The cheaper interaction gets, the more connected consumers can talk to each other – and the less time they have to spend listening to the often empty promises of firms.

In fact, when interaction is cheap, the very economic rationale for orthodox brands actually begins to implode. Information about expected costs, and benefits doesn't have to be compressed into logos, slogans, ad-spots or column inches – instead, consumers can debate and discuss expected costs and benefits in incredibly rich detail.”

In other words... many of our assumptions about marketing and advertising are based on

## BASICS OF SOCIAL MEDIA CONTENT

- Campaign basics

**Think long-term**



SECRETS OF SOCIAL MEDIA MARKETING



So let's start looking at campaign basics:

Think long-term – engagement takes time. Online, you have to build audiences by word-of-mouth, search-engine performance, e-mail promotion, and what bloggers call “link love”. Plan for a one-year horizon.

Successful campaigns require care and feeding. Fresh content is a constant. A community site, if you can build some popularity up front, can build much of its own content. ElfYourself.com where you got to invent yourself as an elf for Christmas And look for volunteers, you provide the window... Photo galleries can be almost self-supporting too. Converse asked for pictures of Chucks sneakers, and activity was brisk a year later.

## BASICS OF SOCIAL MEDIA CONTENT

- Campaign basics

Search engine  
performance is  
central



SECRETS OF SOCIAL MEDIA MARKETING



Search engine performance is central – if you are older than 25 you probably completed high school without using a search engine. Not today... You were taught the tricks of effective writing: Use catchy phrases, start with an anecdote, incorporate a surprise, and learn to “turn a phrase”. All good advice... and completely useless in a search driven world.

Search engines compare queries with information they collect from crawling the Web, and then deliver the results that match most closely. Incredibly boring... incredibly effective.

Online marketing won't work if your prospects can't find you. Period.

Ubi Manber, Google VP of Search, said “I wish people would put more effort into thinking about how other people will find them and putting the right words onto their pages. The content provider should think about how users will look for their content... Very often, people make the mistake of using a search engine as if they are talking to another person, They use all sorts of words that a person would understand, but are not going to be in the content they are searching for. You should think about what you would expect to see in the actual page and search for that.”

This means writing in simple declarative language with lots of facts and few meaningless modifiers.

## BASICS OF SOCIAL MEDIA CONTENT

- Campaign basics

Make it  
human



SECRETS OF SOCIAL MEDIA MARKETING



Make it human – Good writing is conversational. Many folks aren't trained to write as they would speak. Social media is social. People don't talk in passive words or third person.

John Carrabis of NextStage Revolution wrote give up some control.. Don't do all the talking

- Give credit where it's due
- Admit mistakes
- Be honest
- Lead the discussion'
- Explain everything
- Recognize authority in others
- Access chastisement gracefully
- Never argue
- Be willing to learn
- Encourage discussion
- and never give up

## BASICS OF SOCIAL MEDIA CONTENT

- Campaign basics

Be passionate,  
or at least  
committed



SECRETS OF SOCIAL MEDIA MARKETING



Be passionate, or at least committed – you need to be passionate because otherwise you will run out of things to talk about.

Keep the topic broad so that it doesn't run out of steam, but it should spark a passion in other. Wells Fargo chose San Francisco history as the theme for its blog. Dell chose green computing for its blog, Coca-Cola wrote about it's history.

Annansi makes clothes that showcase an African heritage. The owner chose to blog about the clothing as social conscience. Bling is Dead asked people to give up diamonds because it exploits mineworkers in Africa. He created clothing pitching the idea and his blog got a lot of attention. Annansi grosses \$300,000.

## WHAT NEXT

- Picking your spots
- Telling your story with words and images
- Engagement through interaction
- Promote Thyself
  
- Your web presence starts with your web site...

SECRETS OF SOCIAL MEDIA MARKETING

