



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)

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

**AND YOU ARE...?**

LUNCH 'N LEARN:  
**SECRETS OF SOCIAL MEDIA MARKETING**



Let's go around the room and do self-introductions. And please, tell us one question that you would like to have answered by this seminar.

## OVERVIEW

- GLOSSARY OF TERMS
- MAKING THE CASE
- SECRETS OF SOCIAL MEDIA MKTG
- EAR TO THE GROUND
- COURTING ONLINE INFLUENCERS
- COMPANY SOAPBOX
- CUSTOMER CONVERSATIONS
- THE SOCIAL NETWORK GORILLAS
- NICHE INNOVATORS
- LEARNING FROM CONVERSATIONS
- BASICS OF SOCIAL MEDIA CONTENT
- PICKING YOUR SPOTS
- TELLING STORIES IN WORDS AND IMAGES
- ENGAGEMENT THROUGH INTERACTION
- PROMOTE THYSELF
- MEASURING RESULTS
- CELEBRATING CHANGE

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### SECRETS OF SOCIAL MEDIA MARKETING



#### Week 1

##### GLOSSARY OF TERMS

MAKING THE CASE – making the argument for social media investment.

SECRETS OF SOCIAL MEDIA MKTG – the basic model for social media marketing

EAR TO THE GROUND – matching tools with objectives

#### Week 2

COURTING ONLINE INFLUENCERS – engaging online influencers

COMPANY SOAPBOX – examines business blogging and podcasting

CUSTOMER CONVERSATIONS – the social networking phenomenon

#### Week 3

THE SOCIAL NETWORK GORILLAS – the biggest brands in social networking

NICHE INNOVATORS – profiles 14 smaller social networks

LEARNING FROM CONVERSATIONS – how you can work with groups of customers

#### Week 4

BASICS OF SOCIAL MEDIA CONTENT – creating content that engage customers

PICKING YOUR SPOTS – getting tactical about where you should put your time

TELLING STORIES IN WORDS AND IMAGES – finer points of communicating with words, photos and videos

ENGAGEMENT THROUGH INTERACTION – looking at interactive marketing

#### Week 6

PROMOTE THYSELF – content promotion

MEASURING RESULTS – social media metrics

CELEBRATING CHANGE – looks ahead at the next 5 years

## GLOSSARY OF TERMS

- AdSense/AdWords
- Alexa.com
- Blog
- Classmates.com
- Click
- Comment
- Company Blog
- Connection
- Conversation
- Del.icio.us.com
- Digg.com
- Facebook.com
- Feed
- Follower
- Friend
- Hosting site
- Hyperlink or link
- MySpace.com

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**SECRETS OF SOCIAL MEDIA MARKETING**



We decided to put the glossary up front to talk about the language of social media first.

AdSense – Google online advertising system

Alexa.com – Website popularity engine

Blog – Short for Web log

Classmates.com – First successful social network

Click – The action of clicking on an ad

Comment – Feedback to bloggers

Company Blog – Published by a company

Connection – A LinkedIn relationship

Conversation – Two-way communication of a blog or marketing website

Del.iciou.us – A social bookmarking website

Digg.com – Social news site in which users and comment or vote on online content

Facebook – Social website that is more adult than MySpace.

Feed – Push technology used to send Web content

Follower – Twitter relationship

Friend – Facebook, or other, relationship

Hosting site – A website that houses other websites, i.e. WordPress or Blogger

Hyperlink or link – A clickable linkage to additional content

LinkedIn – Social website for professionals

MySpace – Social website currently suited for the music industry and pre-teens.

## GLOSSARY OF TERMS

- Page view
- Page rank
- Podcast
- RSS
- Server
- Social bookmarking
- Social network
- Tag
- Technorati.com
- Twitter.com
- Usenet
- Viral marketing
- Virtual world
- Web 2.0
- White Box social network
- Wiki
- Wordpress.com
- Yelp.com
- YouTube.com

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Page view – A request to load a single site page or when a user visits a web page

Page rank – Google’s secret ranking of pages or where a web page is listed in a search engine listing page

Podcast – Audio or video content that can be downloaded or streamed

RSS – Publish-and-subscribe mechanism that delivers content to a subscriber

Server – A program that awaits and fulfills requests from client programs

Social bookmarking – A type of social network where members store, share, and comment upon content found on the Internet

Social network – Online community where members share a common interest

Tag – Keyword label that can be assigned to content

Technorati – A search engine for blogs

Twitter – A prominent form of microblog

Usenet – Abbreviation for user network, or a collection of bulletin boards

Viral marketing – A marketing technique that encourage word-of-mouth spread

Virtual world – A type of social network in which the member experiences it three-dimensionally

Vlog – Video log; a blog that is both video and text

Web 2.0 - Originally defined as “the web as the platform”; now encompasses collaboration, personal publishing and software-as-a-service

White Box social network – service that provides the basic infrastructure for social networks

Wiki – A program that allows users to collaborate on creating content for a website

Wordpress – An open source blog publishing and hosting site

Yelp – A popular location-based social network focused comments on businesses and services

YouTube – Video sharing site

## MAKING THE CASE

- Fiskars – A success story
- Embrace change
  - Internet moves to market dominance in advertising medium in 17 years - It took television 40 years
  - “Social media uses the wisdom of crowds to connect information in a collaborative manner...” - Wikipedia
  - Social media is the “Writable Web” – Dr. Lessing, Stanford
- Act quickly to answer negatives
- It’s not a fad

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Fiskars makes high-quality scissors and crafting tools. No passion from consumers were attached to their product.

The company understood the adage “people don’t buy drills, the buy holes”, so they deciding to market their products based on scrapbooking. They hired marketing firms to test the idea. They started monitoring conversations and found a surprising result, Gen-Y woman were more into scrapbooking then were their mothers. The marketing firms founded an exclusive Internet community for scrapbookers that had four part-time “expert” scrapbookers.

They thought that they would have 400 or so apply for membership. They were overwhelmed by 4,200 prospective members. The buzz was on. Within a year Fiskars sales tripled. It transformed the craft and the company. It turned a part-time team of enthusiasts, into a national marketing force. If a company founded in 1649 can do this, so can you.

Embrace change. It’s going to happen, so you can get on the train or get run over by the train. For example, it took 40 yrs for television to become the dominant advertising media (over radio, newspapers and magazines). It took the Internet 17 yrs to do the same thing. And it succeeded in almost killing newspapers, television, and many magazines. They got run over, except for those who transitioned to the new media.

Don’t fear negativity. Most folks worry about control and dealing with the whining that can sometimes go on. But it will exist, so meet it head on and potentially create positive reactions. When life gives you lemons, make lemonade.

The Dell story...

Most companies won’t have any negatives. If there are some, it is better to know about it and deal with it, then to let it fester and lose you customers. The flip-side of that coin is that most of the feed back is positive. Six times more likely.

Social media campaigns are cheap. You can certainly build a case for a good ROI with knowledge and practice.

Social Media is not going away. All the trend lines and metrics are showing that this is only the tip of the iceberg.

## MAKING CHOICES

- Social media tools are not right for every job
  - Branding
  - Channel Relations
  - Direct Marketing
  - Business-to-Business
  - Demographic Marketing
  - High-Ticket Items

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COMPANIES NEED TO PUT AS MUCH EFFORT INTO THEIR ONLINE BRAND AS THEIR OFF-LINE BRAND. Branding usually works best in traditional media – but can use social media as targeted add-on that engages customer and provides feed-back

I BELIEVE CUSTOMER SERVICE ESPECIALLY WORKS BETTER WITH WEB 2.0 THAN FACE-TO-FACE OR ON THE PHONE. AND THAT MARKETING AND PRODUCT DATA IS MUCH EASIER TO USE ONLINE. Channel relations work best when face-to-face or a phone call – however, private blogs and gated communities can provide significant benefit in communication and training

CUSTOMERS DON'T WANT TO BE ADVERTISED TO (PUSH MARKETING) THEY WANT TO FIND THE COMPANY/PRODUCT ON THEIR OWN, AND SOCIAL MEDIA IS THE BEST WAY TO DO PULL MARKETING. Direct marketing usually wants a rapid customer response to an offer – however, driving customer to an interactive website

SOCIAL MEDIA IS A GREAT WAY TO CONNECT WITH CUSTOMERS WHETHER YOU'RE A B2B OR B2C COMPANY. Business-to-business sales are usually direct – but, backing it up with downloadable brochures and videos works very well

Demographic marketing finds that social media works better with 20-somethings than with 50-somethings

ALTHOUGH HIGH-TICKET ITEMS DON'T SELL WELL OVER THE INTERNET, THEY STILL MUST BE ADVERTISED/MARKETED ON THE INTERNET BECAUSE IT IS SO EFFICIENT. High-Ticket items have not sold well over the Internet – however, luxury goods have been a favorite topic of bloggers and social network groups.

## MAKING CHOICES

- Embrace Niche Markets
  - The future of marketing
  - The “Early Influencers” model
- Embrace Customer Feedback
  - Customer service is your weakest link
  - No one calls any more
- Empower Your People
  - They speak for your company
  - Use them to blog for the company
- Relax

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Embrace niche markets – small is still beautiful. In the past marketing had dealt with the masses. Everything was about mass merchandising. The future is niche marketing. The niche might be geographic, prospects interests, etc. Obama broke from the pack by narrowcasting his message to every conceivable media every hour of the day. One of the reasons that his message resonated with the youth.

Embrace customer feedback – customer service is your weakest link, and yet polls show that it is the single largest reason that folks will buy from you. Have conversations with your customers. They have the means now to respond to messages from companies as well as discuss opinions with their groups. Consumerist.com is now more popular than Consumer Reports. You need to communicate your positioning and customer-service policies at the very least. You need to acknowledge mistakes and turn the result around.

Empower your people – get potential bloggers from your current employees. It gives them new outlet and potential for advancement.

... and relax. Be a mensch and listen!



B.L. Ochman summarizes the case into nine points

**1. The purpose of social media marketing** is to engage with enthusiasts and existing customers in interactive communities.

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2. Incorporating social media into your marketing isn't a quick fix, magic elixir, or a sure thing. You need to be in it for the long haul.

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### 3. **Establish credibility.**

Social media levels the playing field. Participants in social media have ZERO CRAP QUOTIENT. Be ready to be credibly involved or don't get in.

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4. **Embrace *all* feedback.** If there is anything that's bad that can be said, it will be said. Get used to it. Pay attention to conversations and respond immediately. It will usually lead to favorable comments.

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**5. The value is the network.**

By the way, if you do lose your job or your business, the best way to get or stay connected are the social networks. McLuhan – “The media is the message”.

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**6. Social media can change the world.** A message that resonates can make an enormous difference. The Frozen Pea Fund , Al Gore's global warming initiatives, and Obama's campaign are all examples of that.

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**7. Build genuine connection with your audience.** People love to be heard, ideas and concepts can be tested and provide feedback.

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8. **Resisting the voice of the customer is futile.** Your customers are already talking about you. If you respond you have the opportunity to surprise and delight.

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9. **Think globally and speak in tongues.** Global marketing is not only for the giant corporations anymore. Speak in simple phrases and have them professionally translated.

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## EAR TO THE GROUND

- Tap into conversations
  - Find out what is being said about you, your competitors, your vendors and your customers
- Google indexes 20% of the web
  - How do you get to the rest
  - Need to dig into members-only communities
  - No way to measure influence that individual members have in their community
  - Also social bookmarking sites

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### HOW TO TAP INTO CONVERSATIONS:

- <http://search.twitter.com/>
- <http://www.google.com/alerts>

### Social bookmarking sites:

- Digg
- Sphinn – BUT IT'S ONLY TARGETED FOR SEARCH AND INTERACTIVE MARKETERS
- Shoutwire
- DELICIOUS – THIS IS THE PIONEER.

### OTHER TOOLS THAT ARE SIMILAR TO SOCIAL BOOKMARKING SITES:

- STUMBLEUPON

## EAR TO THE GROUND

- Start with Search
  - Web-based RSS Aggregators
  - RSS Tools
  - Social News Sites
  - Social Bookmarking Sites
  - Blog Search Engine
  - Check with Pundits
  - Learn to Use Advanced Search

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How to deal with the overload?

Web-based aggregators allow you to collect RSS feeds that you need: Google.com and Bloglines.com

Also aggregators: Blogger, Outlook and other free services.

Social News Services: Digg.com and Mixx.com

Social Bookmarking Sites: del.icio.us and StumbleUpon.com

Blog Search Engine: Technorati.com, Google Blog Search, IceRocket, Blogdigger, Blogpulse, and Bloglines

Pundits: alltop.com (Guy Kawasaki), etc. Check your field for suggestions.

Learn to use advanced search

Use Tag Searching on the Sites

## EAR TO THE GROUND

- Start with Search
  - Learn Advanced Search
  - Web Search vs. Blog Search
  - Vertical Market Search
  - Think Like a Customer
  - Get Creative
  - Use 'Site' and 'Link'
  - SPAM

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Start with search: Wikipedia has a good list. Mahalo.com is a good meta-search engine. Most search uses Google, Ask, MSN or Yahoo. They then add value-add features to give them some specific advantages. SCOUR.COM

Advanced search features allow you to specify things like date, location, or thumbnails of the responses. Check Google's Advanced Search Page, Excite Advanced Search, Yahoo! Search Assistant, etc

Difference Between Web Search and Blog Search. Web search uses "spiders" to crawl a published page and is slow. Blog search uses RSS "pings", is very fast and does not return a Blog site that has no RSS feed. Blog search is a different animal; use Technorati or Blogpulse. Blog search refers to a ranking based on "authority", which is based on number of blogs linking to a website in the last six months. However, they also track tags, and photo and video results, and mentions over time.

Vertical Market Search: ChemIndustry.com, or Ebuild (construction) or GlobalSpec (engineering) or SearchMedica (medial journals) or ThomasNet (suppliers) or Lawyers.com and Findlaw.com. There are many more.

How would your customers search for you, for your vendors, etc.

Get creative with terms in searching. Experiment with search terms, like *Quebec resorts fishing, Quebec resorts skiing, Quebec lodging winter, Quebec luxury hotel, Quebec resorts recommended, Quebec hotels best...* Use quotes to tie the terms together. 7 results from "Quebec hotels best", 2.5 million from *Quebec hotels best*.

Using "site" in Google allows to search specific domains, and "link" shows you all of the links to a site or page that you specify.

Spam blogs and spam comments are a growing problem. Although providers are fighting it, there is no good solution. BUT YOU CAN SCREEN COMMENTS BEFORE YOU POST THEM TO YOUR PAGE.

## EAR TO THE GROUND

- Start with Search
  - Mining Results
  - Blogs Aren't the Only Source
    - Photos
    - Videos
    - Podcasts
    - Tags
    - And Facebook

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There is nothing fast or easy about finding influencers. But each influencer bookmarked can lead to more data and more influencers. If it were easy, everyone could do it.

And blogs aren't the only source of data. There are a ton of folks who use media rather than text. Check Flickr photo sharing and try their search capabilities. Also Snapfish, Shutterfly, Photobucket, and Kodak Gallery. They each are slightly different in how they categorize and share photos. "Quebec resort" and choosing "Tags Only" replies with 272 results. Scrolling through these led to one photographer who listed over 1,000 photos tagged "Quebec". That photographer was in 100 groups and had a large group of comments and followers. If you owned that resort, it might be worthwhile to invite this photographer up for a photo week-end.

YouTube has made itself an industry. Try the same search of "Quebec resort" and you will get 29 results with one guy who travels all over Quebec shooting film clips.

Podcasts are audio and video programs that play on computers. The big fish here is iTunes. Searching for "Canada travel podcasts" gives you 150 results in iTunes and 200 results in Podcast Alley. Beware that most are created by industry and aren't good indicators of influencers.

Del.icio.us is the most popular social bookmarking site. These sites can give you a glimpse into crowd psychology and no other online service can. These sites are where people share opinions and vote on the best Web content. Tags are little-understood but a powerful method of describing information. They are used in all sorts of sites for providing more details about the photo, video or bookmark. They can quickly give a site or some content a high ranking, as such can prove to be more relevant to your search than just about any other method. Check out Ma.gnolia, StumbleUpon, Backflip, Chipmark, and Linkroll.

Facebook's membership is adult and professional (vs. MySpace). It is smaller, but the demographic is powerful. Find out what they are talking about. Join groups that you are interested in. Lurk for a while.

## EAR TO THE GROUND

- Start with Search
  - And...
    - Travel Search Sites
    - People Search Sites
    - Professional Search Sites

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There are a variety of sources outside of the “normal” search that you may find data and influencers.

- Travel Search: BootsAll, Gusto, RealTraveler, TripAdvisor, VirtualTourist, Where Are You Now?, and LonelyPlanet
- People Search: Zoominfo and Spock
- Professional Search: LinkedIn, VisiblePath, and Plaxo

## EAR TO THE GROUND

- Start with Search
  - Tools
    - Firefox
    - Roboform
    - Social Bookmark Sites

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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.