

A Social Media World – The New Business Reality



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Is Social Media a Fad?
Or the biggest shift since the Industrial Revolution?

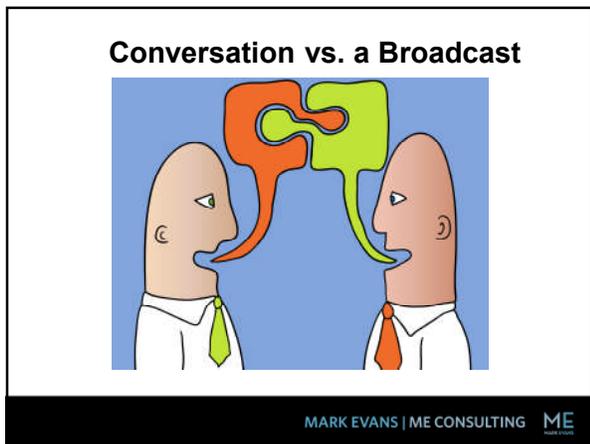
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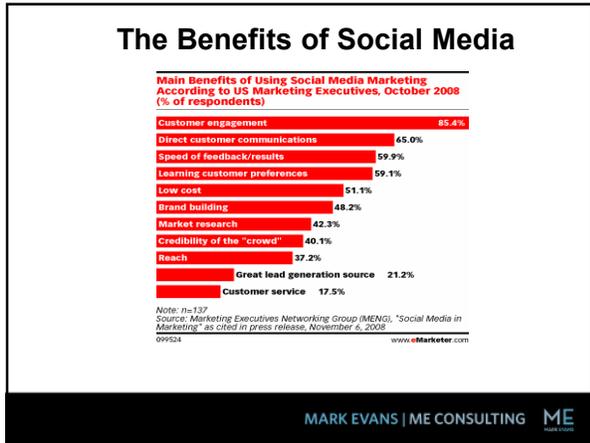
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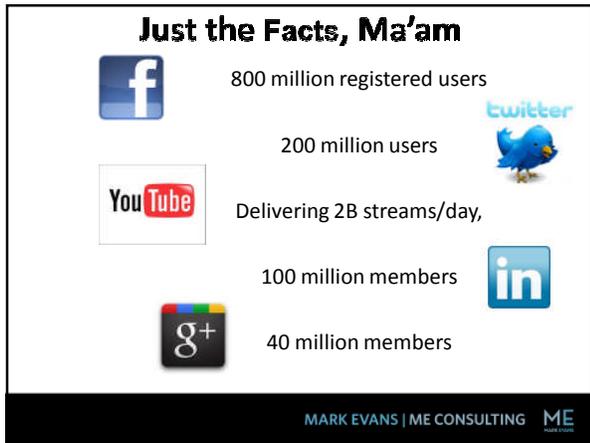


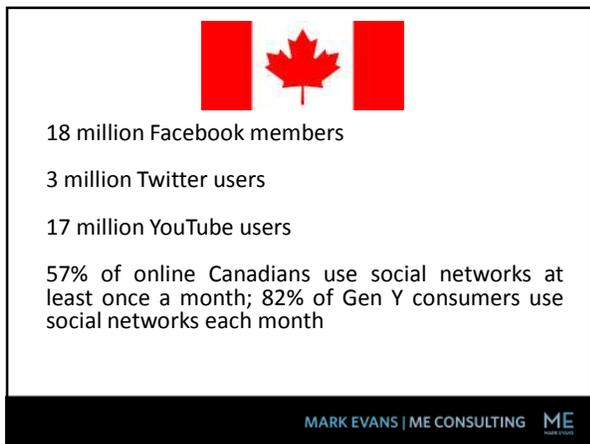
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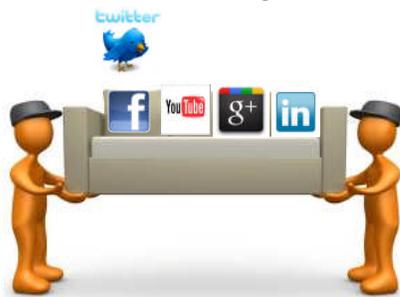
17 Million Canadians.....

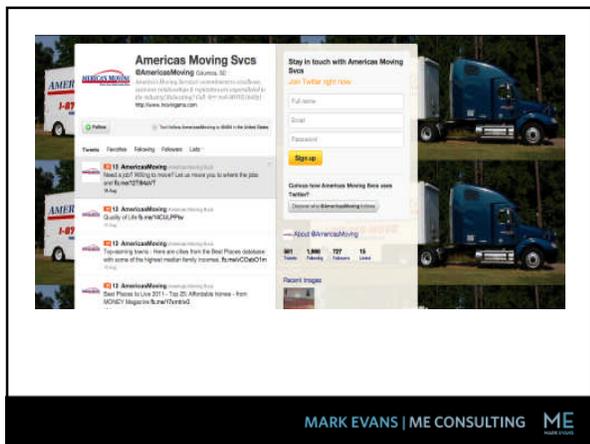
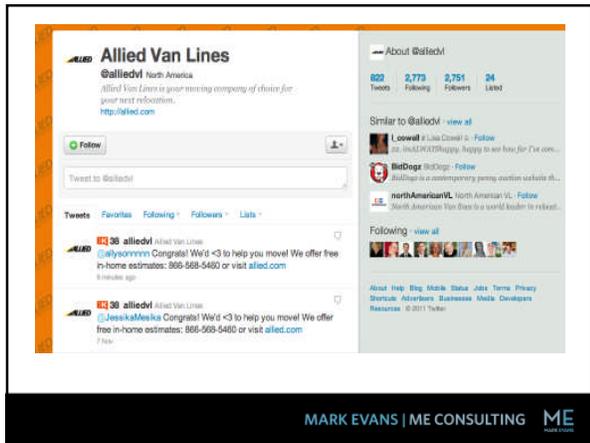
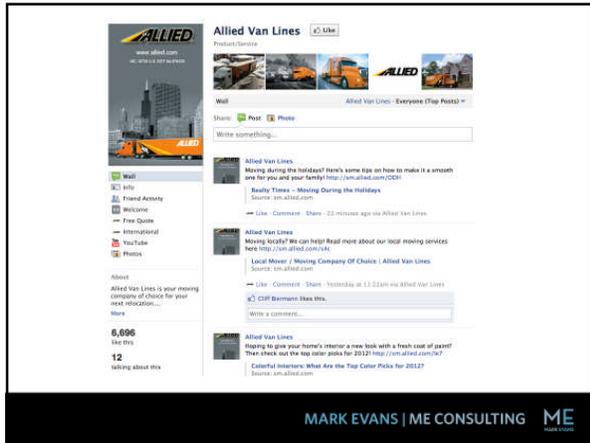
-are in the workforce
-have a pension plan
-own life insurance
-have access to recycling
-use wireless services
-have a passport
-filed their taxes online in 2008

What Does Social Media Deliver?

- Customer Service
- Brand Awareness
- Communications
- Leads
- Sales

Movers Are Embracing Social Media





The image shows a screenshot of a YouTube video player. The video title is "Why Get an In-House Estimate? A Moving How-To Video about Selecting the Right Type". The video is from the channel "northAmerican MOVING SERVICES". The video player shows a woman and a man looking at documents on a table. Below the video player, there is a description: "From northAmerican®, Jan 26, 2011 | 189 views. In your relocation, there are many approaches moving companies will offer you services and estimates on the cost of your move. It is vital to avoid paying your hard earned money. It is vital that you understand why movers use these in-house estimates and which type is the right one for you and your home. <http://www.northamerican.com>".

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The image is a cartoon illustration. A sign at the top says "Now What?!". Below the sign is a simple drawing of a bird-like creature with its arms raised in a questioning gesture.

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The image is a cartoon illustration. At the top, the word "Listen" is written. Below it is a simple drawing of a man's face in profile, with his hand cupped behind his ear as if listening intently.

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What's being said about our company and its products/services?



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What's being said about our company and its products/services?

What's being said about the competition?

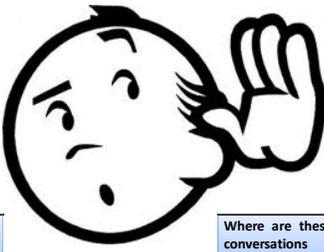


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What's being said about our company and its products/services?

What's being said about the competition & the industry?

Where are these conversations happening?



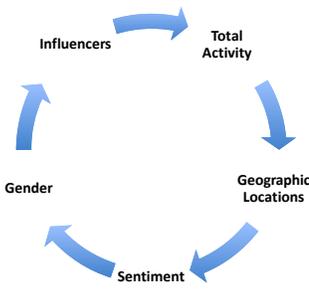
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Monitoring



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Social Media Monitoring



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Free Tools <ul style="list-style-type: none">- No Cost- Readily Available- Good Way to Get Started	Premium Tools <ul style="list-style-type: none">- Breath of coverage- Comprehensive databases- Accurate analysis- Customization- Support- Integration with CRM systems and dashboards- Real-time engagement
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socialmention*

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The Growing Role of Influence and Influencers



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What is Influence?



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How is Influence Defined?

"Influence is the ability to cause desirable and measurable actions and outcomes"

- Brian Solis

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Influence Tools

influencer exchange 



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98

Justin Bieber

Invite to Klout, and increase your verified connections!

new single MISTLETOE hits iTunes OCT 17th!! I GOT SO MUCH LOVE FOR THE FANS...you are always there for me and I will always be there for you. MUCH LOVE. thanks

The World

Influencer of (5M)

Influential about

-  Religion & Spirituality
-  Family
-  South America

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Not All Influencers Are the Same



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What About Social ROI?



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Look at
Other
Marketing
Activities

What are
the
Metrics?

- Leads
- Sales
- Brand Activity
- Customer Service
- SEO

How Do
You
Measure?

What's
Measured?

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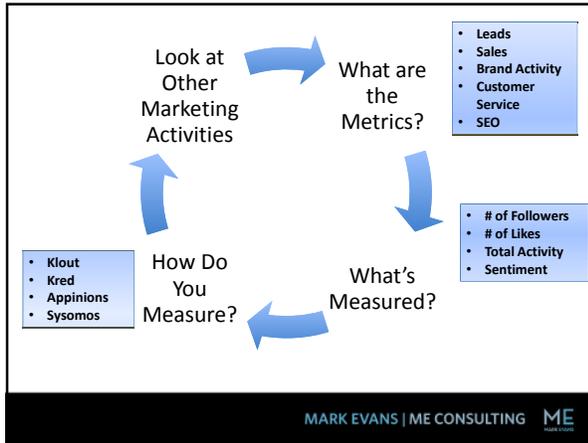
- Leads
- Sales
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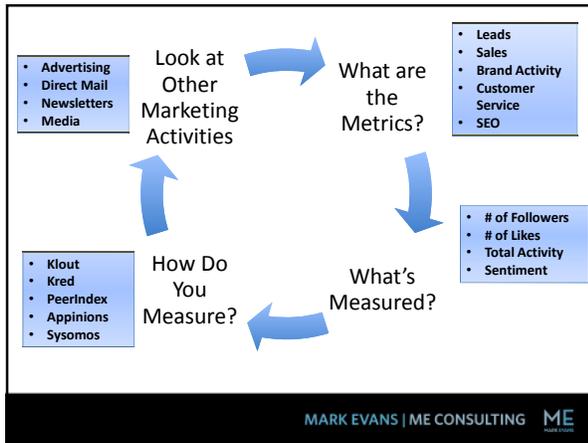
How Do
You
Measure?

What's
Measured?

- # of Followers
- # of Likes
- Total Activity
- Sentiment

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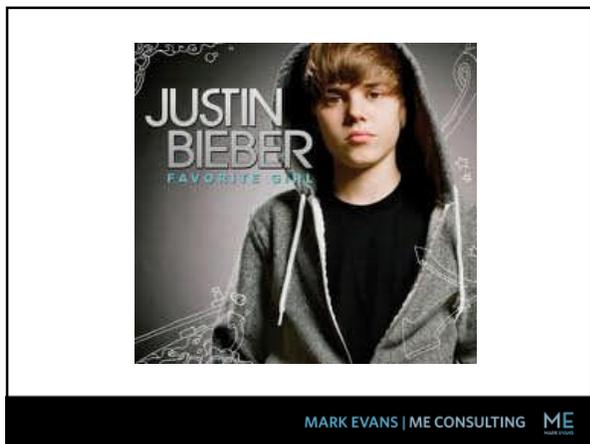
"This is a restaurant built by social media. This is the only way we know it. We can't say what it would be like without it."
 - **Joe Sorge**, owner, A.J. Bombers Bar & Restaurant

"We don't get a lot of pressure to justify [the return on investment]. [Social media] is a very important customer-service element, and that's enough for us."
 - **Rick Maynard**, manager of public affairs, KFC

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Bottom Line: Bieber Rules Social Media

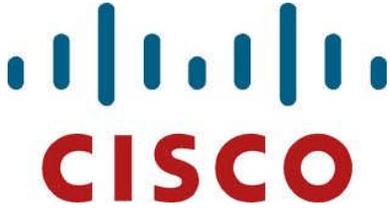
 **@justinbieber**
13.2M followers, featured on 525K lists

 **facebook.com/justinbieber**
35.5M "Likes"

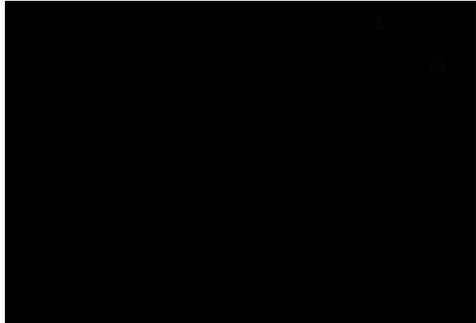
 **youtube.com/justinbieber**
1.3M subscribers
77M channel views
357M videos watched

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Using Creativity and Humor to Sell Technology



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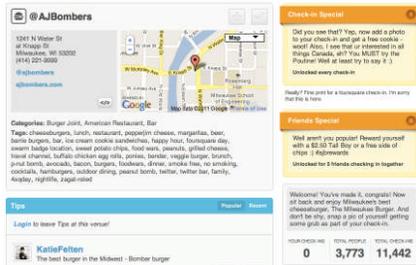
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A.J. Bombers: Home of Wisconsin's Best Burgers



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Using Foursquare to Drive Check-ins... And Free Cookies



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The Key Marketing Tool is Twitter



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A tweet posted by Kenneth Cole during the political uprising in Egypt.

KC @KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

4 hours ago via Twitter for BlackBerry® 13 Favorite 13 Retweet 4 Reply

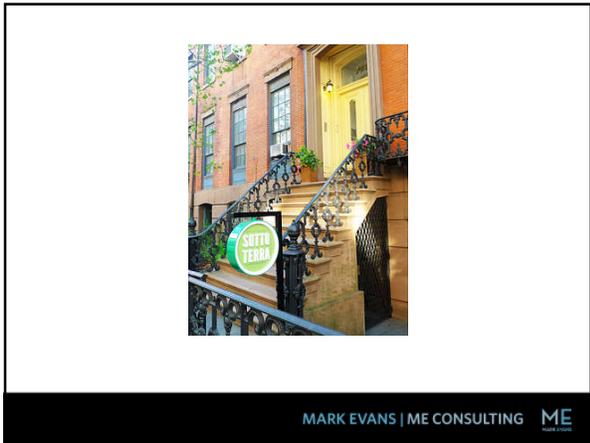
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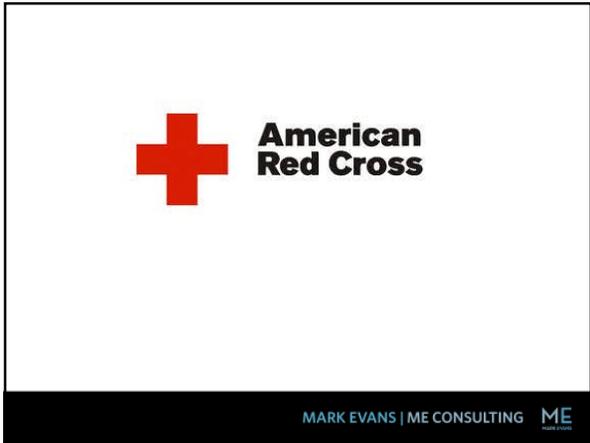
ConAgra
Foods[®]
Food you love

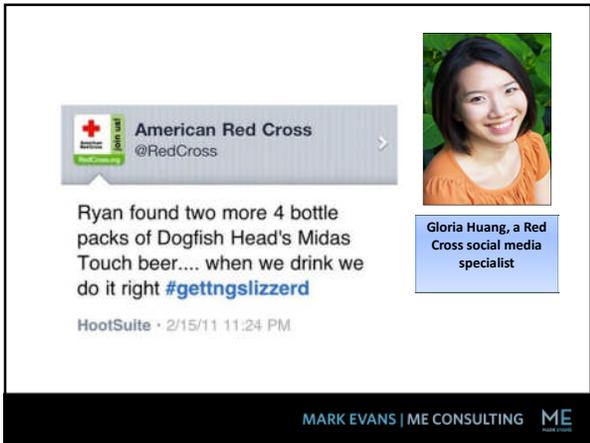
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Rogue tweet frm @RedCross due to my inability to use hootsuite... I wasn't actually #gettingslizzard but just excited! #nowembarassing

4 hours ago via HootSuite ☆ Favorite 13 Retweet ↻ Reply

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RedCross American Red Cross
We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

12 hours ago

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 **dogfishbeer** Dogfish Head Brewery
 Good plan! RT @ereed812: After I drop off a pint of blood to the @RedCross, I'm replacing it with a pint of @dogfishbeer #getngslizzerd
 16 Feb

 **dogfishbeer** Dogfish Head Brewery
 Or make a donation! RT @Michael_Hayek: In honor of all the great work the @redcross does I'm tagging any beer tweet 2day w #getngslizzerd
 16 Feb

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Takeaways

1. Listen

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1. Listen
 2. Pick Your Spots

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3. Be consistent and committed

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1. Listen
2. Pick Your Spots
3. Be consistent and committed
4. Deliver value

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Takeaways

1. Listen
2. Pick Your Spots
3. Be consistent and committed
4. Deliver value
5. Engage, entertain, educate

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