The Social Media Paradox

The challenge of integrating social media into our future!
Social Media is BIG…

Oops! That’s Old News!
Social Media is another communication tool.

BUT

...with a difference!
Why don’t we create a Facebook Page for our brand?

How about we setup a corporate Twitter account?

Pinterest is the hot new thing! Let’s get on it!
Wrong Questions!

It’s like saying…
Let’s chop all the trees in the garden since we have this new chainsaw!

Let’s do ALL our cooking in a microwave now that we have one!
They are simply tools!
We are not going to just start using all of these tools just because they are there!
The Right Questions!

• How do these tools work?

• Why should we use a specific tool?
So what is the Social Media Paradox?

Social Media is perceived to be an end but in reality it’s a means to an end!
Many ends!
Many ways!
Keyword is...

Amplify!
Social Media can amplify anything an organization does by leveraging the power of it’s people!
Some business areas that social media can amplify!

- Growth
- Customer Service
- Product Launch
- Product Development

...and more!
Grow the Business

- Blendtec “Will it Blend” Viral Video Effort
  - Campaign running since 2005, with over 100 million views
  - 700% increase in sales in 4 years
  - Simply by doing this...
Enhance Customer Service

- ‘Twelpforce’ is a Twitter based customer service platform

- Using Best Buy’s 2,000 strong retail team.

- Twelpforce receives hundreds of Tweets every day

- Best Buy claim to have reduced complaints by over 20%
New Product Launch

Re-launch of a Classic
New Product Development

My Starbucks Idea

In it’s fourth year!

Over 100,000 ideas by fans

130 ideas launched by 2011

“We used to launch a new product and it cost millions of dollars. Now, when we launch a new product, we already have millions of fans,”

Chris Bruzzo, Vice President Brand, Content and Online at Starbucks
All of the above are important business goals and social media plays a vital role in achieving them!
What drives Social Media?
Keyword is...

Dialogue!
The Break-up
Web 2.0 tools are empowering individuals to an unprecedented scale
People Power

Social media is amplifying the impact and giving power to individuals to be part of one global dialogue!

• Rebecca Black – a 14 year old has over 160 million views worldwide for her video Friday!

• KONY 2012 movement just broke the record of being the fastest to reach 100 million views
Salesman vs. Lover

It’s one thing to peddle an item in your face!
It’s another to woo someone and get into an enduring relationship!
How to integrate Social Media into your business?

It is a new way of doing things!

Requires more time, investment and a different set of skills
How to integrate social media into business?

Objectives
  ↓
KPI
  ↓
Tactics
  ↓
Implementation
Objectives and KPI’s

Most detailed measurement metrics of all media

Just because you can measure it does not mean it is important!

Shifting 10% from a Call Center to a Social Media channel for Customer Service is driven by a different objective than a KPI increasing overall positive mentions by 30% across all digital assets in Q1
Objectives & KPI’s

• Acquire New Customers
  • Increase Reach
    • KPI = more fans means more customers
    • Regardless of ratio of social media fans to paying customers
    • Increasing fans from 10,000 to 100,000 would increase sales
Objectives & KPI’s

• Get Current Customers to Buy More Frequently
  • + frequency of purchase = + usage of Clorox
  • Content strategy - focus on new reasons to use Clorox
  • KPI would track how many see and share the content and trade data would indicate changes
Objectives & KPI’s

• Get Current Customers to Buy More per transaction

  • Use the power of lateral engagement.

  • Target influencers i.e. blogger outreach to experience an upgrade.

  • Use them to talk about the experience and encourage others

  • Track the difference in spends through a CRM system

  • For others track the difference over the months of the campaign in size of transaction.
Tactics

- Tactics are a function of three areas of strategic thinking

  - Content Creation Strategy
    - Who is the content going to be for?
    - What is the content platform?
    - How does it link to the brand strategy?
    - What type of content are we going to create?
    - How frequently are we going to create content?
Tactics

- Tactics are a function of three areas of strategic thinking

  - Content Marketing Strategy
    - Which owned channels/media do we use to push our content?
    - What paid media do we use to drive traffic to our content?

  - Engagement Strategy
    - How do we respond to audience interactions?
    - What areas do we focus on to initiate a dialogue with our audience?
    - What channels do we use to allow our audience to respond to us and where do we engage them?
Implementation

- Making it happen within an organization and getting a buy-in at the senior most levels requires a clear understanding of how it adds value.

- Key challenge: To go beyond the process and focus on objectives, targets and results.

- However there is much preparation needed before the program can take off!
Implementation

• Key Steps:
  • Creating Structure
  • List Business Functions which would be served by the social media program
  • List Business Processes that social media will support
  • Define policies and guidelines
  • Train employees
  • Select the best employees to ensure professionals are at the front end managing the program
  • Regular tracking, performance review and re-alignment
In sum, the goal of all social media is to get people talking positively about you and soon enough they will be your customers, employees, partners or whoever you want them to be!