



Inside the Social Marketing Playbook

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“A brand is what people
say about you when
you're not in the room”

Jeff Bezos - Chairman, Amazon



People talk about you when you're not in the room

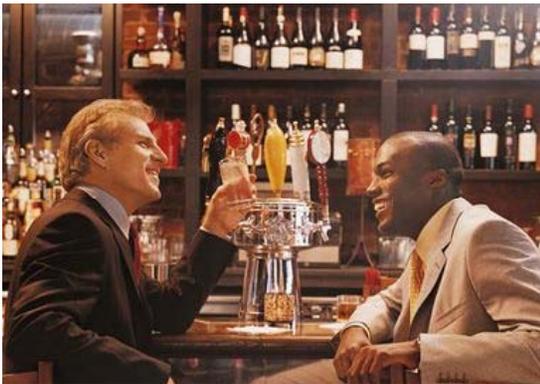


Playground



Water Cooler

Bar



Starbucks

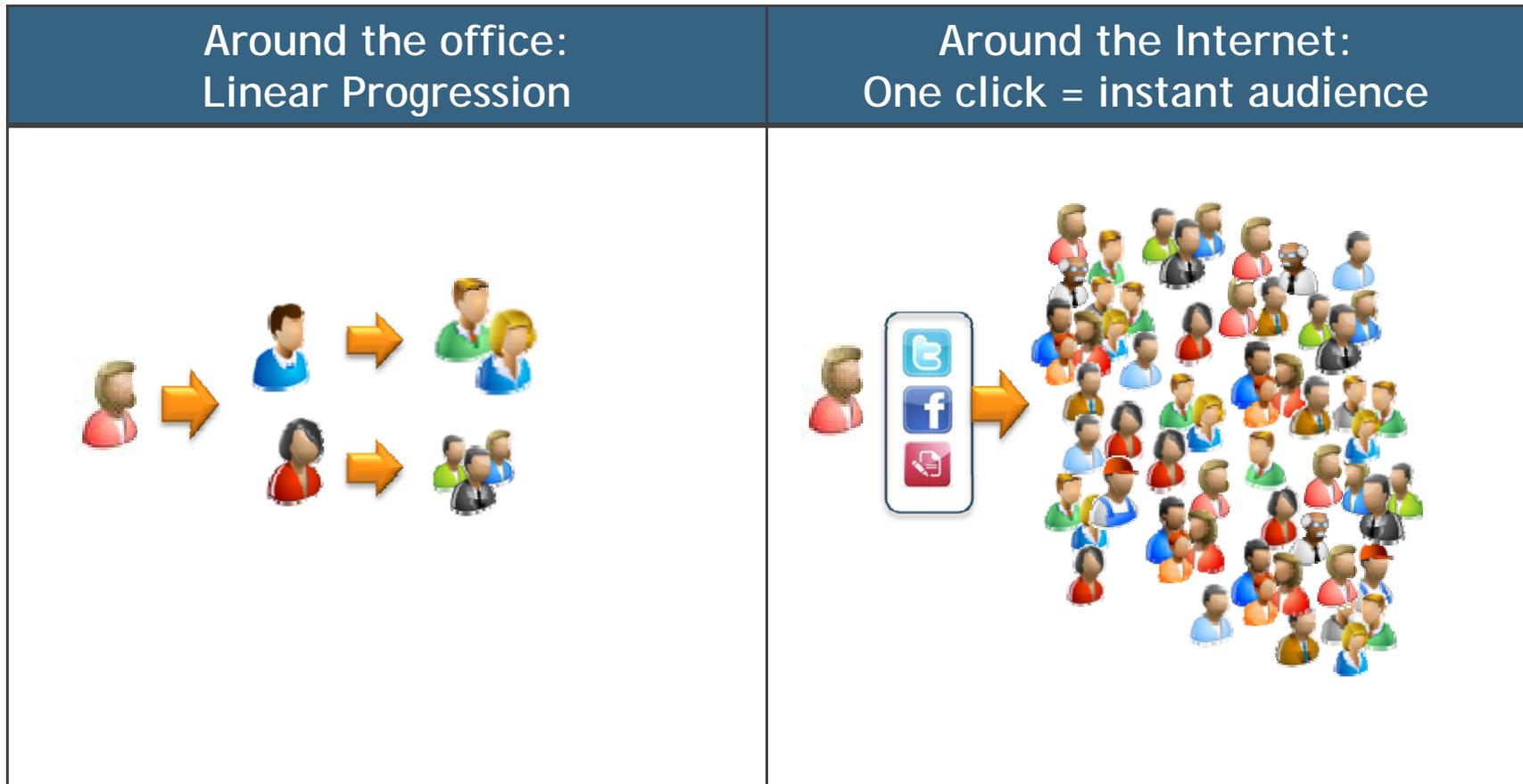


What's different now?

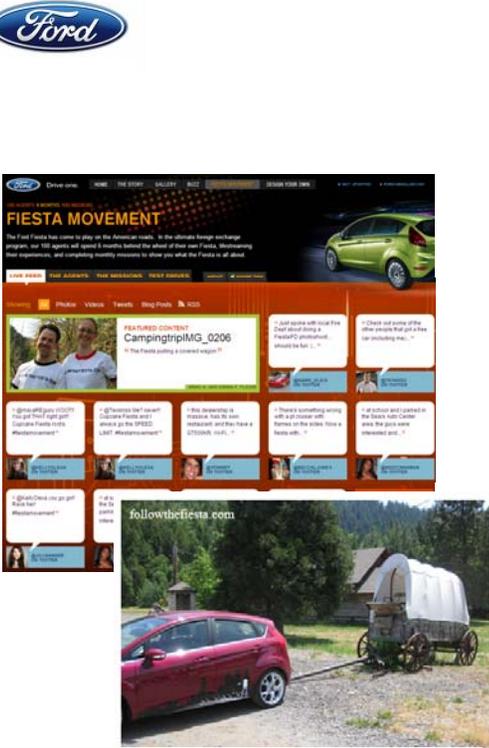
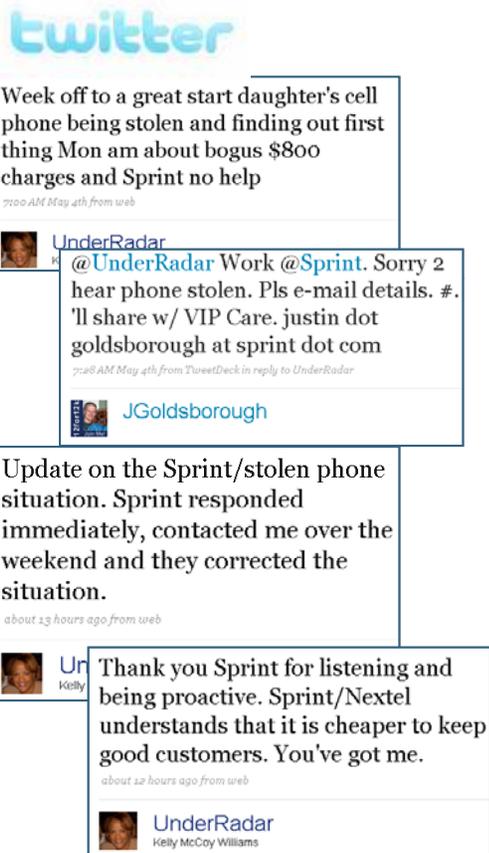
There's a newer bigger room



The Internet delivers tremendous scale to WOM



Brands are online - with or without you

Awareness	Advocacy	Loyalty
 <p>facebook</p> <p>Coca-Cola</p> <p>Coca-Cola Consumer Product 3,450,757 fans</p>	 <p>Ford</p> <p>FIESTA MOVEMENT</p> <p>The Fiesta Fiesta has come to play on the Fiesta road. In the ultimate energy exchange program, our 100 agents will spend 6 months behind the wheel of their own Fiesta, demonstrating fuel efficiency and competing monthly winners to show you what the Fiesta is all about.</p> <p>FEATURED CONTENT CampingtripIMG_0206 "The Fiesta pulling a covered wagon!"</p> <p>followthefiesta.com</p> <p>The Fiesta pulling a covered wagon</p>	 <p>twitter</p> <p>Week off to a great start daughter's cell phone being stolen and finding out first thing Mon am about bogus \$800 charges and Sprint no help <i>7:00 AM May 4th from web</i></p> <p>UnderRadar @UnderRadar Work @Sprint. Sorry 2 hear phone stolen. Pls e-mail details. #. 'll share w/ VIP Care. justin dot goldsbrough at sprint dot com <i>7:08 AM May 4th from TweetDeck in reply to UnderRadar</i></p> <p>JGoldsborough</p> <p>Update on the Sprint/stolen phone situation. Sprint responded immediately, contacted me over the weekend and they corrected the situation. <i>about 13 hours ago from web</i></p> <p>Ur Kelly Thank you Sprint for listening and being proactive. Sprint/Nextel understands that it is cheaper to keep good customers. You've got me. <i>about 12 hours ago from web</i></p> <p>UnderRadar Kelly McCoy Williams</p>



Brands have an unprecedented opportunity to converse with their customers and drive deeper connections

So what are you going to do about it?

Cover Your Ears and Pretend
It's Not Happening

OR

Listen & Participate



Get yer free Playbook right here



Download at www.360i.com/playbook



Game plan for success in social marketing



Training to Win



Audit: What's the competition doing?

Social media investments by competitive brands...



Pros:

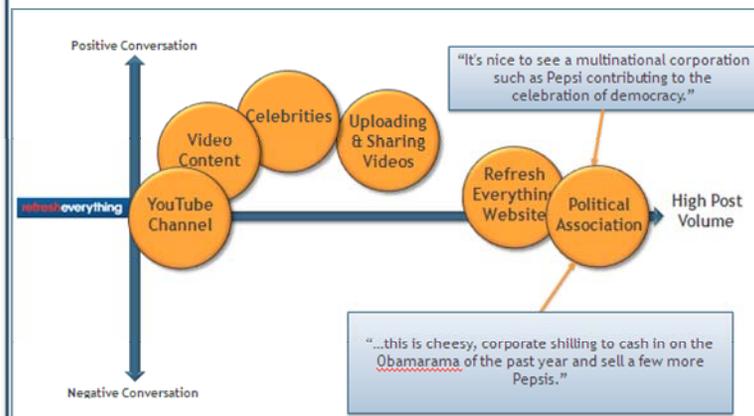
- Successfully drives conversations on multiple social networking environments
- Timely concept, tying to current events
- Leverages celebrity endorsers as motivators for audience participation
- Makes assets portable and shareable
- Environment allows for participation regardless of social strata

Cons:

- Efforts follow best practices, but they have a "corporate" appearance, not an organic, grassroots feel
- Risk of being too reliant on political climate



...and what people thought of it

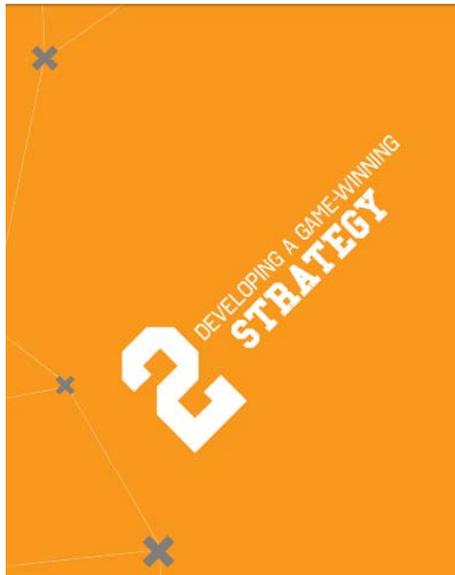


- What is your current social footprint?
- How are your competitors and industry approaching social media?
- Glean actionable consumer insights that can inform future social marketing endeavors





Developing a Game Winning Strategy



Let's evaluate opportunities by asking 4 questions

SOCIAL MARKETING STRATEGIC LENS



Establishing an architecture to tie communities together will maximize online conversations

HUB & SPOKE APPROACH
With new hub



HUB & SPOKE APPROACH
With your brand as hub



MATRIX / INTERCONNECTED
Without central destination



Note: Example architectures for discussion purposes only



Finding your voice in social spaces

- No one voice will do
- For each environment, we measure against the arsenal and the goals
- Options could include:
 - Voices throughout the food chain
 - Voices for each brand/product
 - Voices from your citizens - part of the brand ambassador program



Develop your game-winning strategy



- Apply listen + audit to create a plan that will engage the target audience with the right messaging at the most relevant moment
- Build a unifying theme that will create deep engagement with consumers to reach objectives
- Build communications & promotions plan





The Arenas



Don't fall into this trap!



Social platforms command growing audiences

Viewers



Users



Readers



Facts & Figures

Facebook	YouTube	Twitter
85 million Uniques	89.7 million uniques	17 million uniques
4 million become fans of Pages daily	16 million daily visitors	62% are 25-54
1 billion forms of content shared per week	6 billion videos viewed monthly	90% of users are moderate or heavy Internet users



CPG brands have harnessed the arenas



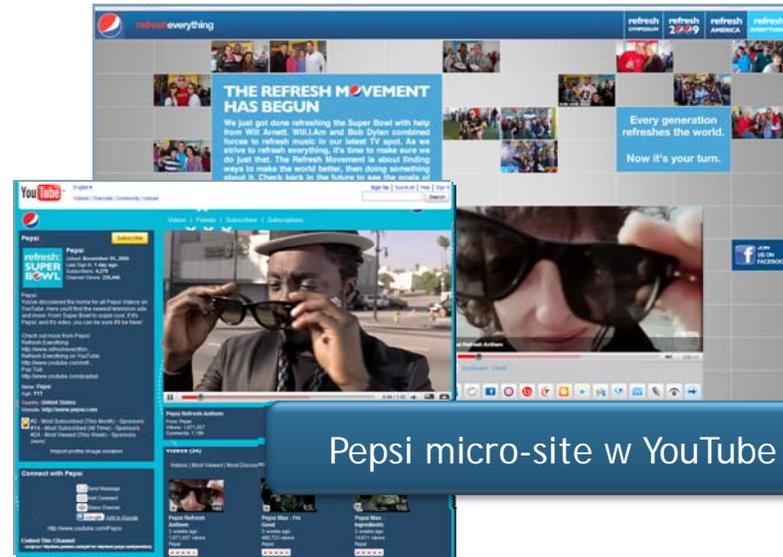
Starbucks User-Generated Ideas



Juicy Juice Twitter Ads



Softsoap on Twitter



Pepsi micro-site w YouTube



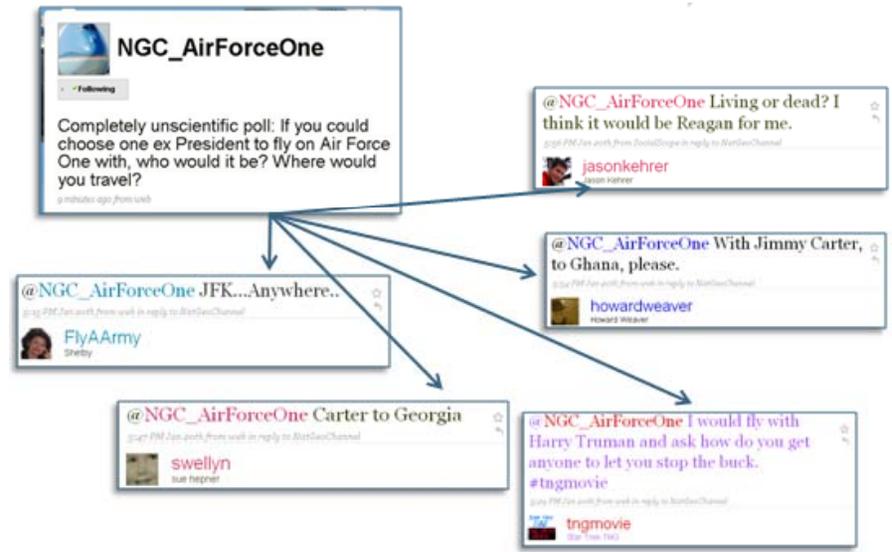
Adapting the execution to the objective



Client: H&R Block
Objective: CRM

Client: National Geographic
Objective: Tune-In

- wintersweet:** How can **hrblock.com** keep users if there's no advantage such as importing last year's info? Or is that only for paid users? Come on...
11 days ago · Reply · See on Twitter
- HRBlock:** @wintersweet Yeah, importing last year's data happens w/ TaxCut Basic (\$14.95). DM us to ask any questions about our tax prep solutions (2008-04-04 18:05:34) Reply
- wintersweet:** @hrblock Ha, you guys surprised me. :) Maybe add a big notice to the free page about that! It's confusing to see 2006 info but not use it (2008-04-04 18:07:21) Reply





Building your fan base



Integrating with traditional marketing



Integrate with Offline



Digital Word of Mouth

Igniting Distribution

Branded Integration

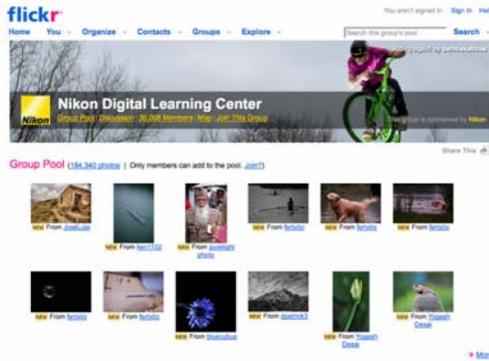




Firing up the Fans



Build deeper relationships



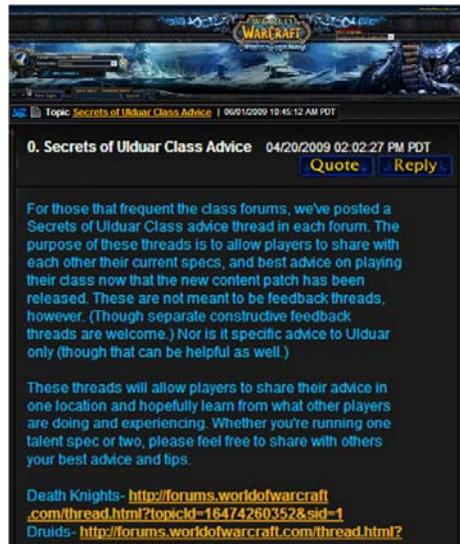
Nurture Communities



Co-Created Environments

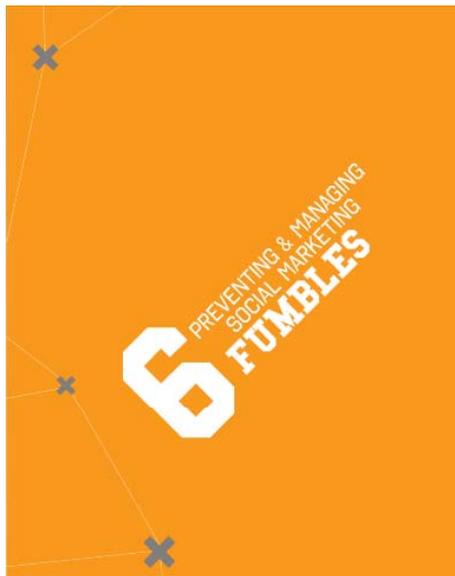
Branded Communities

By the fans, for the fans





Preventing & Managing Social Marketing Fumbles



Motrin had quite the headache....



[lil_gruntlings](#): [@motrinmoms](#) Actually, most babywearing moms are breastfeeding as well and don't want to pass **motrin** on to their babies. [#motrinmoms](#)

Nov 16, 2008 11:11 PM GMT · [Reply](#) · [View Tweet](#)



[5minutesformom](#): [#MotrinMoms](#) Wow! **Motrin** really needs to hire some real moms and figure out what "our pain" actually is... cause it sure isn't babywearing.

Nov 16, 2008 11:09 PM GMT · [Reply](#) · [View Tweet](#)



[onemomsworld](#): There is not one time baby wearing my girls did it hurt my back. It helped me so much to baby wear both of my girls. GRRR on **Motrin** :(

Nov 16, 2008 11:07 PM GMT · [Reply](#) · [View Tweet](#)



What could Motrin have done?



Online buzz monitoring is different than focus groups

Keep an ear close to the ground to understand brand perception, competitive landscape...



Not all voices are created equal



Tropicana Line's Sales Plunge 20% Post-Rebranding

NEW YORK (AdAge.com) — Tropicana's rebranding debacle did more than create a customer-relations fiasco. It hit the brand in the wallet.

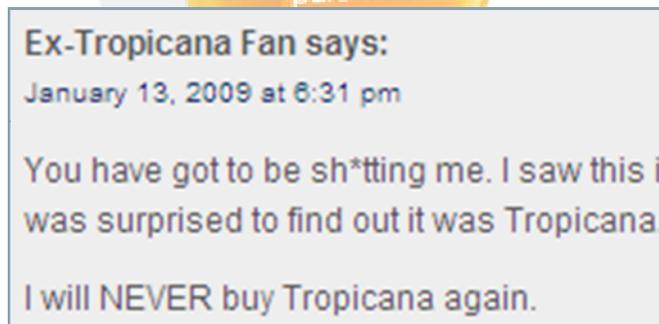
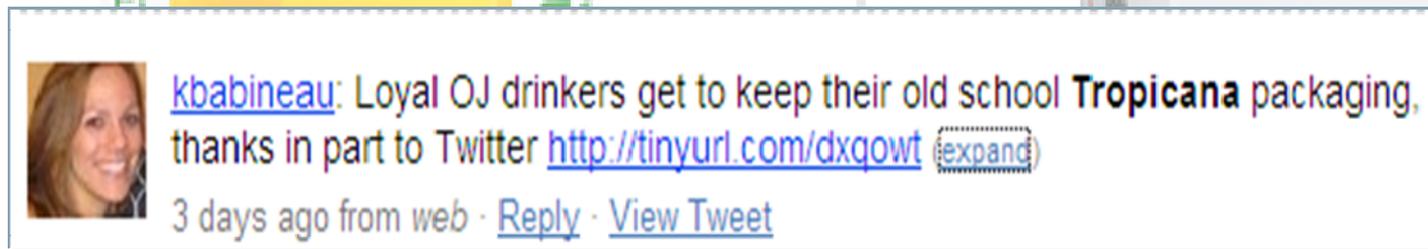
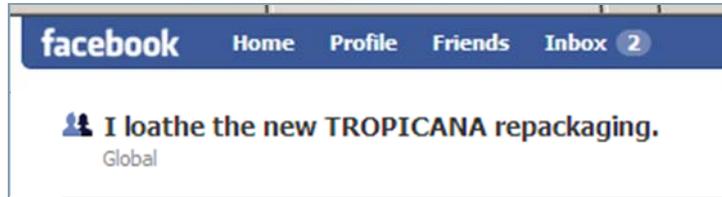


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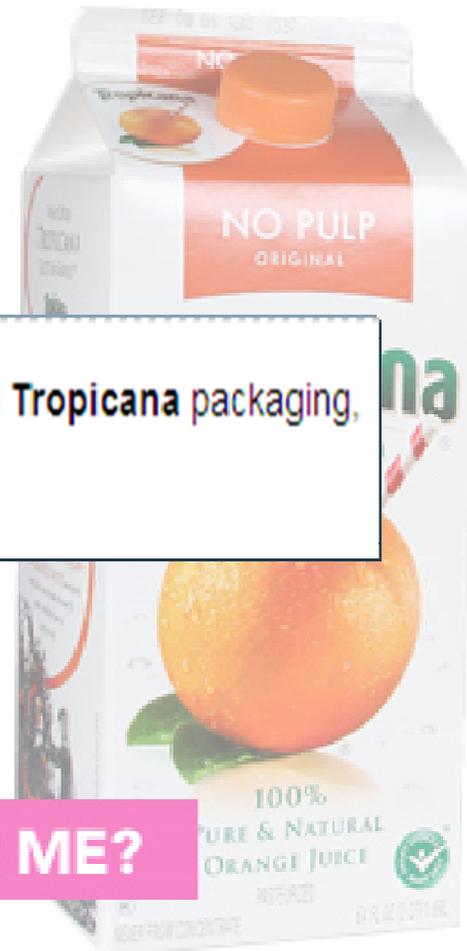
REMEMBER ME?



Not all voices are created equal



PS. REMEMBER ME?



Not all voices are created equal



Outcries from a fraction of a percent...some of our most loyal consumers. What we didn't get was the passion this very loyal small group of consumers have. That wasn't something that came out in the research."

Neil Campbell, president at Tropicana North America

The New York Times



...OOPS.

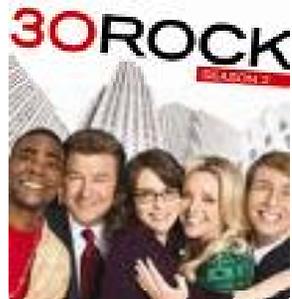
REMEMBER ME?



Listening helps inform and make quick decisions during crises



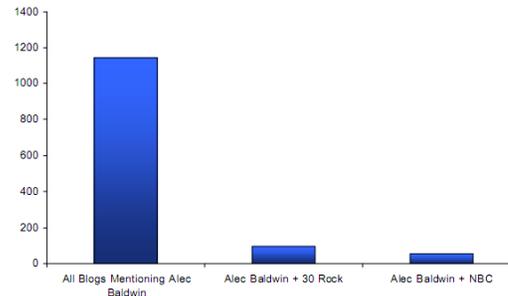
April 19, 2007



Season Finale

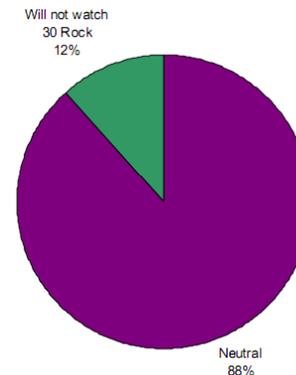
April 26, 2007

Only 9% of Alec Baldwin blog posts mention "30 Rock"



Source: 360i analysis of the blogosphere; April 20th, 2007

...of that, only 12% said they'd never watch 30 Rock again



Source: 360i analysis of the blogosphere, Sample Size = 100 Blogs; April 20th, 2007

How bad is the damage to 30 Rock?



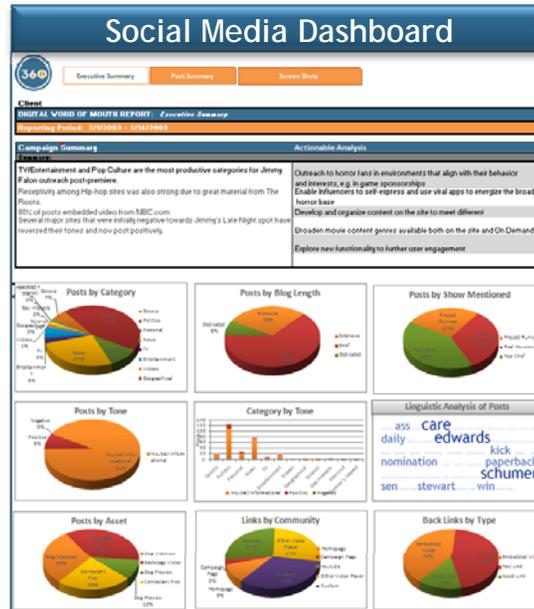


Keeping Score

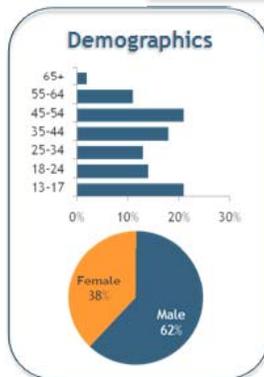


Measure: ROI in social media

Custom Social Media Scorecard	
Action	Weighting*
Impression	1x
View video	3x
Click through	4x
Rate video	4x
Share video	10x
Embed video	20x
Create video	100x

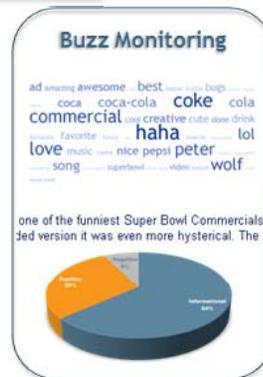


Community Monitoring



Viral Sourcing

SOURCE OF VIEWS	% OF TOTAL
Embedded Player	77.0
Related Videos	6.1
YouTube Other	5.6
Viral/Other	3.6
Advertising	2.1
Promoted Video	1.8
External Links	1.6
YouTube Search	0.87
Google Search	0.13



- Sample KCIsSM:
- Volume of interactions with content
 - Volume of user generated content
 - Brand sentiment
- Other:
- Benchmarking
 - Ties to brand health metrics
 - Traffic & links
 - Branding metrics
 - Custom scorecard
 - Branding studies
 - eCPM



Measure the right things

Questions to Answer	Metrics to evaluate
Who	<ul style="list-style-type: none">• Audience demographics and psychographics• How many people interacted
What	<ul style="list-style-type: none">• Engagement• Weighted scorecard based on objectives
Where	<ul style="list-style-type: none">• Audience aggregation• Brand-influenced chatter vs. organic chatter
When	<ul style="list-style-type: none">• Timing in conjunction with other campaign promotions
Why	<ul style="list-style-type: none">• Understanding what motivated the conversation or engagement, including volume, sentiment, and sphere of influence
How	<ul style="list-style-type: none">• Benchmarking• Setting baselines then measuring during and after campaign• Online surveys• Adapt traditional metrics



Social marketing can have branding equivalents

Brand Metric	Social Equivalent
Reach/Awareness	Impressions Video Views
Consideration	Engagement Installations Polls Community members Contest entries Time Spent
Favorability	Pass-along/ Share/ Forward "like" / "favorite" Positive blog coverage, comments Content creators
Purchase	Sales
Loyalty	Referral



Summary

- Social media commands a growing and influential audience who engage in conversations about your programming every day.
- You can benefit from these conversations by facilitating them, listening, and getting involved where appropriate.
- The first step is reviewing where target customers are and how they're using these new sites and platforms.



Thank you!

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