

# Social Media Marketing

Changing the future of  
Public Relations



# Welcome to the World of Socialnomics



# New way of thinking

- Not standard communications campaign
- Completely interactive
- Two-way communication channel
- Supposed to be two-way – now it is
- No longer enough to just have a website

# What is Social Media?

People having a conversation online



# Social Media

- All about conversations
- The best communicators start as the best listeners



# The old P's



- No longer about the four P's
  - Product
  - Promotion
  - Place
  - Price

# All about the 5 C's

- Content
- Community
- Conversation
- Collaboration
- Connections



# Who is using social media?

Real people





It's a major shift in the way  
we communicate....

It's not a fad



# Old communication model was one way



# Now a dialogue

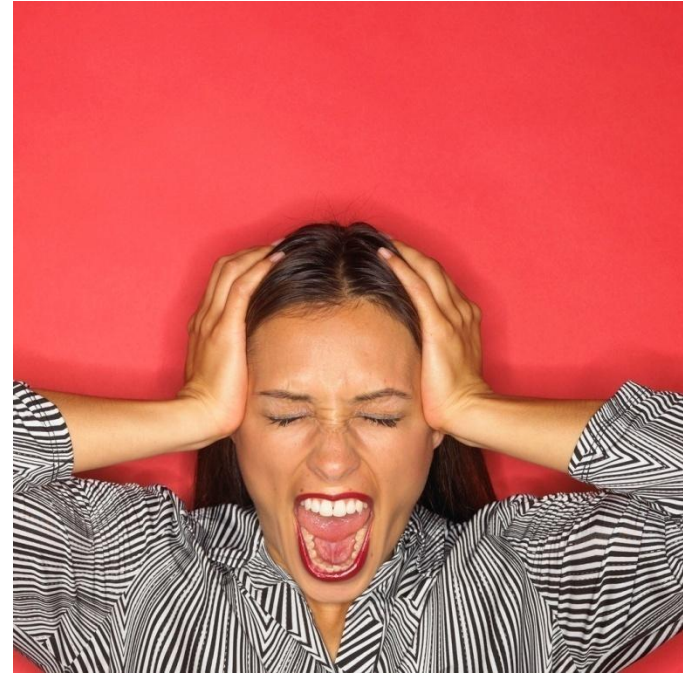
Which means it's:

- Transparent
- Inclusive
- Authentic
- Vibrant
- Consumer-driven



It's not:

- Controlled
- Organized
- Product-driven
- 'On message'



90% of people who  
can skip TV ads,  
DO!



The average person is exposed to 3,000 advertising messages per day

Only 14% of people trust these ads.



Looking for advice on your savings!



78% of people trust  
the recommendations  
of other consumers



To reach 50 million users....

- Radio takes **38** years
- TV takes **13** years
- Internet takes **4** years
- Social media takes **hours/days....**





# A brief look into the future

- Millennials/Gen-yers outnumber baby boomers
- They yield \$350 billion/year in direct spending power
- Millennials spend close to 16 hours/week online
- Overtaken porn as the number 1 activity
- 1 out of 8 couples married in the US last year met via social media
- 96% have joined a social network
- They care what their friends think



# Friends vs. marketing

- Relationships are more powerful than marketing
- Everyone has their own circle of trust
- People whose opinion they listen to and respect

# Some interesting facts

- 70% of 18 to 34 year olds have watched TV on the web
- 25% of Americans in the last month said they watched a short video...on their phone
- 35% of book sales on Amazon are for the Kindle
- 24 of 25 of the largest newspapers are experiencing record declines in circulation



# Social media messaging

- About building relationships
- Ensure information is accurate and 'on brand'
- Clear, concise and conversational
- Reread everything
- Share some personal details
- Be regular

# Cost

- Mediums are free
- Time is not
- Someone assigned responsibility

# Wikipedia



Almost 4,000,000 articles

# YouTube

Almost 100,000,000  
videos

65,000 new videos per day



Broadcast Yourself™



# Slideshare

- Upload and share your presentations, Word & PDF documents and professional videos
- Add audio to make a webinar
- 25Mn unique visitors and 70Mn page views/month
- Millions of business and technology influencers and decision-makers use SlideShare to exchange ideas every day

# Some of the things you can do on SlideShare

- Embed slideshows into blog or website
- Share slideshows publicly or privately
- Synch audio to your slides
- Market event
- Join groups to share your interests
- Download the original file

twitter



- 'Followers'
- Concise – only 140 characters
- Ashton Kutcher and Ellen DeGeneres have more Twitter followers than the entire population of Ireland, Norway and Panama
- 80% of Twitter usages are on mobile devices

# How to use Twitter properly

- Virtual water cooler
- Don't sell – converse
- Listen more than you tweet
- Be helpful – tweets can't be perceived as ads
- Short messages
- More conversational than blogs / discussion forums
- Build brand
- Great way to build and sustain relationships

# What to Tweet about

- Status updates
- Share links
- Ask and answer questions
- Retweet
- Business announcements
- Events
- Photos
- Registration forms
- Product announcements/sales

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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- “Friends”, family, and acquaintances
- Status updates – no limit
- Share photos, videos, links, etc.
- Issue invitations and event alerts too

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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- Facebook now has over 500 million users
- Facebook added 100 million users in less than 9 months
- Fastest growing website in December 2009
- Surpassed Google's growth rate
- If Facebook were a country it would be the world's 3<sup>rd</sup> largest

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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- The fastest growing segment on Facebook is 55-65 year old females
- Average user is a member of 12 groups



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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- Event registration/promotion
- Videos
- Photos
- Comments
- Must be discussion – reply
- Can monitor comments
- Link to website

# People talk and talk...

Conversations will happen



# What do you need to do?

- Listen
- Participate
- Relinquish control
- Engage
- Start using social media in a smart way



# Common social media mistakes

- Completely ignoring social media
- Incomplete profiles
- Faking it
- Trying to sell users instead of listening
- Launching then ignoring

# Measurements

- Google insights  
<http://www.google.com/insights/search/>
- Twitter <http://search.twitter.com>
- Trendsmap <http://www.trendsmap.com>
- Facebook Fan Page valuator  
<http://evaluator.vitrue.com>



- Mentions and RTs
- Leads
- Customer service conversations
- Connections made
- Conversations that convert