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.
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
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
• ‘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
• “Friends”, family, and acquaintances
• Status updates – no limit
• Share photos, videos, links, etc.
• Issue invitations and event alerts too
• 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 3rd largest
• The fastest growing segment on Facebook is 55-65 year old females
• Average user is a member of 12 groups
• 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