




janraintm +  echo

The Next
Generation of
Social Innovation

Table of Contents

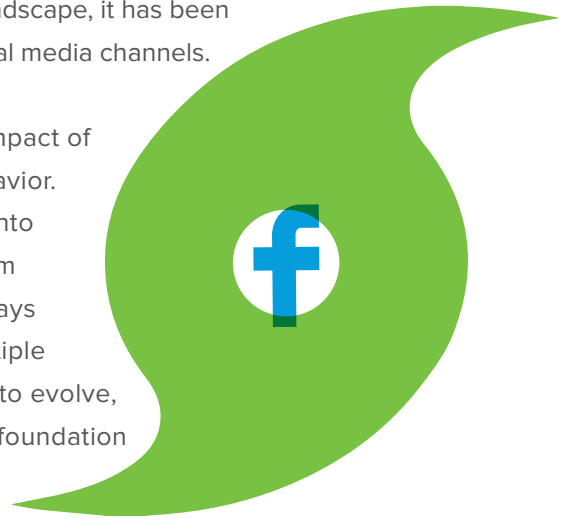
3	Introduction	
4	The History of Social Engagement	
6	How Social Innovators are Changing the Game	
	Start with a Clear, Focused Strategy	6
	Use Social Networks for New Customer Acquisition	6
	Make Your Branded Destinations Just as Social and Engaging	7
	Think Holistically About How to Engage Users	8
	Take Action on the Rich Social Data You Have Collected	8
9	Case Studies: Leveraging Social to Drive Business Results	
	Interscope Geffen A&M Reimagines What a Corporate Website Could Be	9
	Dr Pepper Snapple Group Turns Facebook Fans into Brand Advocates	11
	USA Network Engages Fans in Real-time; Generates New Social TV Revenue Streams	12
14	The Path to Success: Next Steps to Leverage Social and Transform Your Business	
	Identify Your Key Performance Indicators (KPIs).	14
	Build a Holistic Social Marketing Strategy.	14
	Upgrade your Technology: The Future is Real-time	14
	Embrace the Power of Social Data.	14
15	Conclusion	

Introduction

Over the past several years, digital marketing teams have built programs in what sometimes feels like the eye of the hurricane. With so much continuous change in the social media landscape, it has been difficult to find the “true north” of marketing in social media channels.

However, a consensus is emerging around the impact of real-time social experiences on driving user behavior. Simultaneously, marketers are beginning to tap into the immense troves of user data available to them from social profiles and activity, and apply it in ways that improve campaign effectiveness across multiple channels. While the specific tactics will continue to evolve, these two areas are emerging as the new social foundation for marketers over the long term.

This paper reviews the opportunities that social data and real-time experiences offer, and will provide you with a blueprint for how to use them—not only to drive up engagement, but to directly influence the business metrics that matter.



The History of Social Engagement

Over two-thirds of the Fortune 100 saw an average decline in web visitors of 23% from 2010 to 2011, whereas the number of visitors to Facebook grew at a rate of 69% for the same period.¹ Fast forward to today and the average Facebook user is spending 400 minutes per month on Facebook² while traffic to traditional websites continues to decline.

This disparity exists because consumers are increasingly drawn to digital experiences that provide them with real-time updates about the people, topics, and brands that they care about. Every social network is built using this model, leveraging real-time technology to drive unprecedented levels of consumer engagement online. In fact, the proliferation of these real-time, social experiences has propelled social media to quickly become the most popular form of online activity, accounting for 22.5% of all time spent online³.

In response to this shift in consumer behavior, brands have evolved their marketing strategy to be everywhere their target market is, shifting dollars into new programs, like social advertising, to drive

traffic to a myriad of experiences. In some cases the brand owns these experiences, but in others (like Facebook fan pages, Twitter or Pinterest) the brand is allocating media spend and air time to drive users to an experience that they neither control nor can monetize. This marketing behavior has eroded the organic audience that brand websites used to own and control.

Since its inception, marketing pundits have preached that social media won't be a truly valuable marketing channel until it can show positive Return on Investment (ROI). This challenge is compounded by the fact that marketers are spending media dollars to drive users to experiences on social networks, creating an expensive loop that benefits the social networks more than the brands.

Social networks like Facebook and Twitter are important tools for new customer acquisition, but shouldn't be confused with a destination for maintaining an ongoing relationship with your loyal customer base. The next wave of innovation is focused on ways to drive significantly more value

¹ WebTrends, 3/2011: The Effect of Social Networks and the Mobile Web on Website Traffic and the Inevitable Rise of Facebook Commerce

² Marketing Land, 6/2012: <http://marketingland.com/facebooks-time-on-site-back-above-400-minutes-per-user-16305>

³ Nielsen, 9/2011: <http://mediadecoder.blogs.nytimes.com/2011/09/11/report-details-rise-of-social-media/>

The History of Social Engagement

for the marketer once the customer has been introduced to your brand. Technology now exists that enables marketers to weave real-time, social functionality throughout your branded websites and mobile apps, transforming them into vibrant, social experiences that influence user behavior in ways that benefit the business. As websites incorporate more social functionality into their native experiences, the ability to collect, analyze and apply data about their users becomes equally as essential.

To support this shift, marketers are starting to

integrate real-time and social data technologies into the digital properties that they control, driving user behavior through their websites, mobile applications, mobile web and television experiences. In the following sections, we will review the technology, strategy and processes required to do this successfully.

How Social Innovators are Changing the Game

Start with a Clear, Focused Strategy

At the core of every successful social marketing initiative is a clear, focused strategy. What are you trying to achieve that will drive the most impact for your brand? Is engaging with consumers on social networks driving more revenue for your business? If you're not sure, then perhaps it's time to re-evaluate your plan. Start by examining the top growth initiatives for your company and ask yourself how new technologies might help you achieve those results in a way that drives more value for your company over the long term.

Use Social Networks for New Customer Acquisition

Marketers often brag about the number of fans and followers that they have on social networks, but what does having 40 million fans on Facebook do for your bottom line? If you position these 40 million fans at the top of your marketing funnel and use this engaged audience to drive traffic to your owned properties, then you begin to see the appropriate value. By thinking of social networks as vehicles for new customer acquisition, you can design your programs to drive traffic to something a lot more valuable: a destination that you own, control, and can monetize.



Changing the Game

Make Your Branded Destinations Just as Social and Engaging

One of the primary reasons that marketers make the mistake of driving their audience directly to social networks is that their own sites lack the real-time, engaging functionality that makes social networks so addicting. This no longer needs to be the case. New social technologies exist that can make your websites and mobile apps just as engaging, which include

Social Login – The first step in modernizing your user experience is graduating from the use of lengthy forms to social data capture. By allowing users to quickly log in to a site with their existing social identity, the data payload from the social network can populate your user's profile and be utilized to engage in personalized ways.

Real-time Conversation – This class of applications is the most mature of all the real-time technologies, including popular tools such as real-time comments and forums. When a user leaves a comment, it flows immediately into the page without having to wait for moderator approval. Content is automatically filtered using spam and dirty word filters, and can be flagged for human review using advanced moderation tools.

Refer-a-Friend – If you're providing content and an experience that site visitors enjoy, chances

are that they'll want to share that experience with friends. This technology not only allows them to send a virtual invitation to join them, but allows you to acknowledge and reward those that do.

Social Aggregation and Curation –

Marketers can aggregate real-time social content about any topic, product, person, or brand from popular social networks and integrate it into their own experiences. This category of experience is growing quickly, as marketers seek ways to integrate social content about their brand into their digital ads, web, mobile, and television experiences.

Social Fabric – Why not apply the same

metaphors that have made social networks so popular to your own content? This category of applications lets consumers follow products, artists, sales, stocks, or tv shows in the same way that they would follow a friend or a brand on social networks. Users are notified when the things they follow post updates, creating a sticky engagement loop that drives repeat web visits and traffic.

Data Visualization – Once your community is engaged, surface your most popular social content to drive discovery across your owned properties. Which author, character, or athlete

Changing the Game

is the most talked about? Which products are the most popular? What content is the most engaging? Use real-time visualizations of this data to drive traffic to the hottest areas of your site.

Real-time Web Platform – The underlying infrastructure layer should consist of a real-time database, capable of capturing, permanently storing, and serving up real-time social activity data at web scale, as well as a data bridging service to aggregate social content about your brand from popular social networks, making it available in your branded experiences. Developers can easily build new, custom apps on top of this platform that integrate with other social apps via Backplane Protocol, a proposed open standard that enables social apps from different providers to work seamlessly with each other, presenting a unified user experience. This essentially “future-proofs” the platform, by enabling companies to swap out social technologies as needs change, without breaking the user experience.

Think Holistically About How to Engage Users

To build an experience on par with leading social networks, real-time components need to be

woven together in an integrated, immersive brand experience that leverages social data. This is more than just adding a single application or a widget to a page. This is a complete reimagining of your user experience across multiple platforms — web, mobile, connected TVs, digital out of home, connected appliances, and more. The best solutions will enable you to create a seamless experience that follows the consumer wherever they go.

Take Action on the Rich Social Data You Have Collected

Data collected through user social profiles and through real-time experiences is the way to grow personalization efforts of your own. Much like social networks integrate messages specific to individuals into their feeds, brands are now driving targeted messaging, offers, and content to users based on their profile data. These can be used to customize email messages, driving traffic back to your website; to personalize content, based on explicit interest data; and to connect users with other like-minded users. Incorporating social profile data into all your marketing technologies drives even more value out of every communication.

Case Studies: Leveraging Social to Drive Business Results

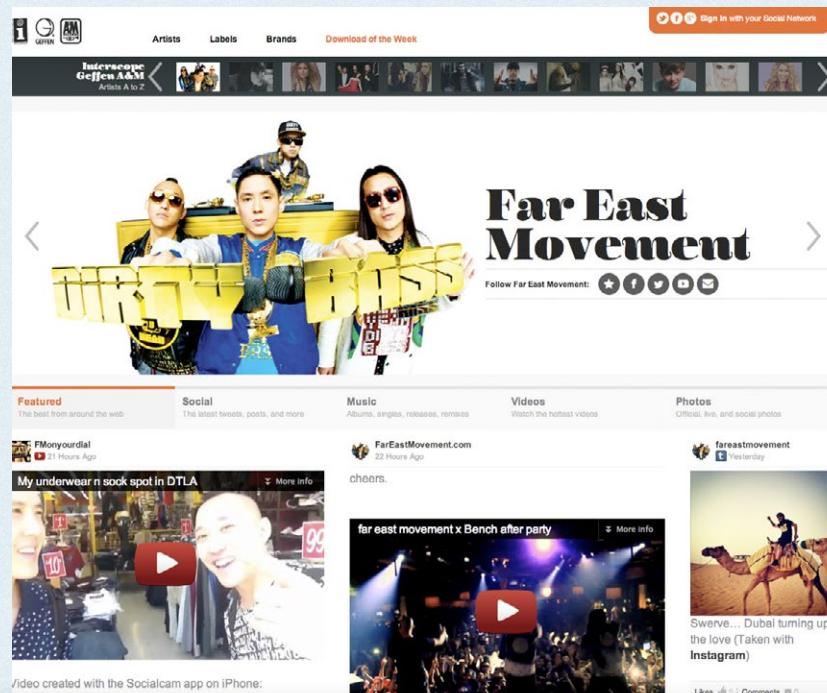
To illustrate how this new approach can be applied, here are some examples of companies who are successfully leveraging real-time engagement and social data to drive user behavior and impact business results.

Interscope Geffen A&M Reimagines What a Corporate Website Could Be

Social media has become central to every music label's engagement strategy for their artists. Music labels are engaging directly with fans on Twitter, Facebook, YouTube, and countless other social networks, providing instant access to exclusive content, behind-the-scenes photos, and personal insights from the artists themselves, as they happen.

Interscope Geffen A&M set out to harness this activity and make it a central part of the content strategy for their new corporate website. Using real-time social and data capture technologies, Interscope has created an immersive experience that is woven from the social activities of its artists. Each artist page on the site features a real-time stream of the latest tweets, Facebook posts, YouTube videos, and other social content, folding into the page as it happens. By weaving all of this content together into a seamless, social experience, Interscope is flipping the content production funnel on its head and is bringing what fans care about most to the forefront.

Visitors can discover new and popular artists by swiping from side to side in an experience that's formatted to work on a desktop or an iPad. Each category features a consistent set of experiences, curated using a mix of traditional and real-time social content from across the web.



Featured — Real time social aggregator



Case Studies

These include

Featured – A mix of real-time Facebook posts, YouTube videos, blog posts, store merchandise, and exclusive content generated by Interscope

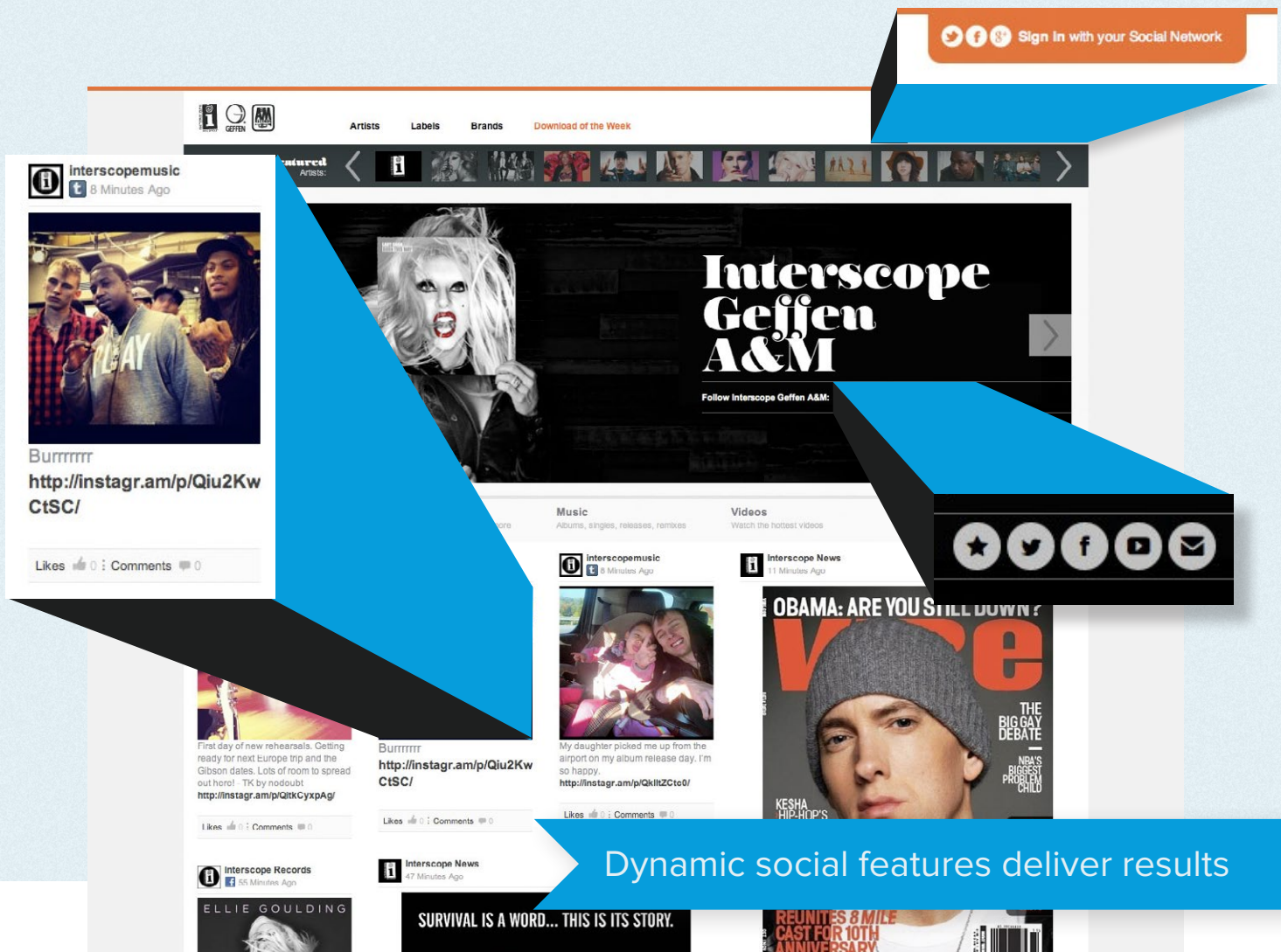
Tweets – The latest tweets by or about the artist, curated to filter out spam and obscenities

Music – The latest music from a particular artist or label on Spotify

Videos – A media wall featuring the artist's most recent videos from YouTube

Photos – A mix of artist photos from social networks and Interscope's exclusive image library

Every piece of content is fully interactive once the user logs in using one of their social profiles. If a visitor stops on a specific category, it persists as they browse through each artist and engage as they choose.



Case Studies

The site also features traditional content like store merchandise, advertisements, and other promotions that drive fans into revenue-generating channels for both the label and the artist.

All of the site's content is generated through cloud service APIs and is displayed in the same interactive, pinboard-style view. This revolutionary approach reimagines how corporate website content should be generated, presented, and displayed, creating a fusion between social and traditional content that makes it hard to tell where one stops and the other begins.

The new site provides fans with a music resource that fosters deeper engagement with their favorite artists while inspiring them to discover new ones. Since launching the new website, Interscope has seen the following results:

- Total Page Views increased by 23.73%.
- Pages/Visit increased by 127.2%.
- Average Visit Duration is up 87.48%.
- Bounce rate has dropped 83.72% to an astonishing 9.75%.

Dr Pepper Snapple Group Turns Facebook Fans into Brand Advocates

Through extensive social media campaigns, the Dr Pepper Snapple Group (DPSG) has cultivated a highly-active online community, and attained more

The screenshot displays the 7UP Facebook page interface. At the top, the Facebook header is visible with the search bar and navigation links. The 7UP page header includes the brand name and a 'Like' button. A prominent banner reads 'EVERY BOTTLE WINS! WIN BETWEEN 1-5,000 FACEBOOK CREDITS'. Below this, a three-step process is outlined: 1. LOGIN OR REGISTER, 2. ENTER CODE, 3. CONFIRMATION. The first step, 'Step 1 - Login or Register', is expanded, showing options to sign in with existing accounts from Facebook, Google, Twitter, Yahoo!, AOL, or OpenID, or to create a new account with a username and password. A sidebar on the left features a large image of a 7UP bottle and text encouraging users to use codes found on bottles to win. It also lists navigation links like Wall, Info, Friend Activity, and a dedicated 'Every Bottle Wins' section. At the bottom of the sidebar, it shows 592,932 likes and 5,580 people who like this page. The bottom of the page features a row of various soda bottles including 7UP, Sun Drop, Sunkist, Canada Dry, and A&W.

Case Studies

than 20 million fans across their product Facebook pages for Dr Pepper, Snapple, 7UP, Sunkist Soda, and Sun Drop. While a large audience doesn't always lead to an engaged audience, Dr Pepper has proven themselves successful in doing many things right and has earned the recognition of having the highest active fan count.

DPSG recognized the opportunity to interact with their consumers, on their own terms, by streamlining the very process that initiates that engagement with DPSG brands: registration.

By removing any friction associated with traditional registration, they have helped fans engage with their favorite brands more easily, whether on their websites or within marketing campaign microsites and Facebook. The first deployment of social login was on a popular, ongoing engagement campaign right within the Facebook platform: the Every Bottle Wins! campaign.

This campaign runs within the 7UP and Sunkist Soda Facebook pages, and allows participants to redeem codes and deposit credits for these brands—as well as for Sun Drop, A&W Root Beer, and Canada Dry—without leaving the Facebook interface. Upon arrival at the Facebook app page, fans choose an existing identity from Facebook, Google, or Yahoo! to create an account or log in to begin the redemption process. DPSG is successfully turning brand fans from Facebook into new customers by leveraging social login in this way.

By making it easy for fans to engage with the brand, Dr Pepper Snapple Group has enjoyed the following results:

- 93% of new fans register at the Every Bottle Wins! page in order to redeem credits.
- With social login, DPSG earns permission to access social profile data like interests, demographics, and location, to better understand their fans and improve their future marketing engagement.
- When fans create an account with social login, a verified email address from the identity provider is used to create the fan's profile in DPSG's database, to improve marketability and messaging to that fan.

USA Network Engages Fans in Real-time; Generates New Social TV Revenue Streams

As one of the leading Social TV brands today, USA Network is committed to using innovative technologies to engage its viewers in real time, two-way dialogues. At the center of this strategy, it created the USA Character Chatter, a branded experience that drives traffic to www.usanetwork.com, effectively owning the conversations, fan relationships, and monetization of that audience.

As the network's real-time Social TV fan participation platform, Character Chatter enables users to engage with fellow fans and talent as they watch the cable

Case Studies

network's shows or talk about digital activities. It harnesses and amplifies the social buzz around each hit series by funneling real-time feeds of text, images, and videos from all major social sites, including Twitter, Facebook, and native conversation, right on the website. This experience was built using a real-time web platform that enabled USA to take Character Chatter from concept to production in four days.

Constantly looking to engage fans, USA hosts numerous live "Chatters," using the platform as a tool to allow fans to interact directly with their favorite stars and writers in real-time during live episodes. They also integrate live polling, data trending, tag clouds, and character buzz meters into the application to drive a richer social experience. Consumers can also impact creative decisions on Character Chatter. For example, USA gave fans the opportunity to vote via Chatter on which opening credit sequence they wanted to see on *White Collar*.

Because USA Network uses HTML5, the application is platform-agnostic, and the same great content experience is available on desktop/laptop, mobile, and tablet devices. The real-time platform's tools plug directly into USA's development matrix and work seamlessly across those offerings.

USA uses Character Chatter to drive engagement with both original programming and acquired series to crowd-source information for their creative, marketing, and development teams. The result is a compelling destination that keeps audiences coming back for more. In its first full year, the site earned over 700,000 unique visitors.

The Path to Success: Next Steps to Leverage Social and Transform Your Business

So how can you put the power of social media to work for your business? The following recommendations can be used as a guide to walk you through the next steps on your path to success.

Identify Your Key Performance Indicators (KPIs)

The most successful social marketing initiatives are those with a purpose and defined metrics for success. Engagement for the sake of engagement will eventually result in what happens to every marketing program that doesn't support business growth: cut budgets and staff. Example KPIs include increased ad revenue as a result of added pageviews, or richer targeting capabilities as a result of social login. Identify what you need to achieve to support your business and use that as a true north when evaluating program concepts and ideas.

Build a Holistic Social Marketing Strategy

Social touches everything. It is critical to start viewing it as an integral part of every marketing initiative, and weave it into the fabric of your web, mobile, and media experiences. The sooner

you start to view social as an infrastructure layer, as opposed to a marketing channel, the more successful you will be.

Upgrade your Technology: The Future is Real-time

The state of the art has been defined by social networks. People expect content, news, data trending, updates, and conversation to take place in real time. Adopt a real-time web platform that enables you to leverage this technology in every customer experience and watch your engagement levels soar.

Embrace the Power of Social Data

Underneath it all lies a treasure trove of data for the savvy marketer. Start by implementing a user management platform that lays the foundation for social acquisition, engagement, and enhanced customer intelligence. Invest in growing this data set and use it to improve the experience people have with your brand and on your website properties.

Conclusion

Futurist Jim Carroll has stated that there will be more innovation in the next twelve years than there was in the last hundred. The sheer amount of data that has resulted from shifting consumer behavior over the past five years is mind boggling, and many enterprises are struggling to keep up with the rapid pace of innovation. To be successful, marketers, product leaders, and technology teams must evolve to embrace social at the core of their user experiences. Those that do will lead their companies through an incredible transformation, resulting in a new breed of business. One that is agile, social, and profitable. One that is built to thrive in the social economy.

About Janrain

The Janrain User Management Platform (JUMP) helps organizations succeed on the social web by providing leading technology to leverage the popularity of social networks and identities for user acquisition, engagement, and enhanced customer intelligence. Our solutions, including social login, social sharing, social profile data collection and storage, access to the social graph, and digital strategy services, improve the effectiveness of online marketing initiatives for leading brands like Fox, Universal Music Group, Whole Foods, Mattel, Purina, Samsung, Macy's, and Dr Pepper. Founded in 2005, Janrain is based in Portland, Oregon. For more information, please call 1-888-563-3082 or visit www.janrain.com and follow [@janrain](https://twitter.com/janrain).

About Echo

Echo makes social matter for businesses looking to strengthen relationships with their customers by connecting online social and real-life experiences. Through a scalable, responsive platform, a broad application ecosystem, and strategic guidance, Echo enables companies to build holistic social strategies that directly impact their business. With Echo, companies can transform their websites and mobile apps into real-time social experiences that influence customer behavior and drive revenue. Echo serves over 1 billion streams per month for customers including ABC, AMC Networks, ESPN, NASDAQ, NBC News, The Washington Post, Universal Music Group, USA Networks, and WWE. To learn more, visit aboutecho.com.