



Social Media

Are you in on the conversation?

Talking and Listening

Writing and Viewing

"All Back to Mine"



The diagram consists of three hand-drawn thought bubbles on a light blue background. The top-left bubble is titled 'Talking and Listening:' and contains the text 'Your users talking, and You listening to them!'. The top-right bubble is titled 'Writing and Viewing:' and contains the text 'You writing content', 'You making things for users to look at', and 'Or things that your users will USE'. The bottom-left bubble is titled 'All Back to Mine:' and contains the text 'Bringing users back to your place - (your website)'. There are small circles and lines around the bubbles, and several birds are drawn on the right side of the image.

Talking and Listening:

Your users talking,
and You listening to
them!

Writing and Viewing:

You writing content

You making things for
users to look at

Or things that your
users will USE

All Back to Mine:

Bringing users back to
your place -
(your website)

Talking and Listening =

FEEDBACK

(COMMENTS)

(FORUMS)



FEEDBACK ABOUT

- your company
- your products or services
- your support
 - e.g. time to answer the phone,
 - delivery times etc
- your website
- your information

TECHNOLOGY FOR FEEDBACK



Some Free Solutions

BLOGs and blog comments, e.g.

<https://www.blogger.com/start>

Userveice

<https://uservoice.com/>

Shoutbox chat e.g.

<http://www.shoutmix.com>

SnapABug

<http://www.snapabug.com/>

And more...

Crowdsound

<http://crowdsound.com/>

UserEcho

<http://www.userecho.com/>

Disqus commenting

<http://disqus.com/>



Paid solutions

Get Satisfaction

Crowdsound

UserEcho

Uservoice

'feedback' is often between your customers, not just between YOU and your customer

Listening to what they say, especially to each other is KEY

25% of search results for the top 20
largest brands are links to
"user generated content"

In the near future we will
no longer search for
products and services they
will find us via social media

More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook...daily

Ref: Erik Qualman "Socialnomics"

"SOCIALOMMERCE"

The story of Steve
and how he bought
a new baby car seat

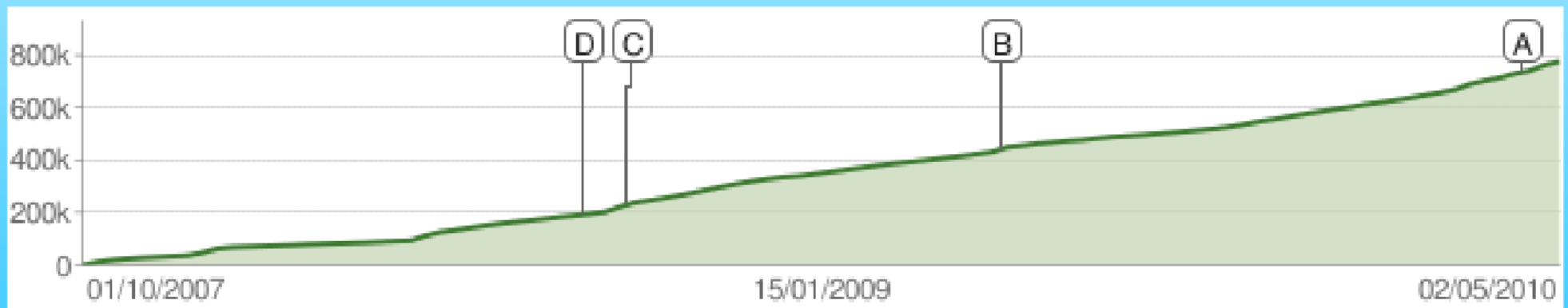
Purchasing decisions:

Speed & influence

meet Karen, and Suzy...

Engaging your customers

"But HOW do I do that??"



USER GENERATED CONTENT

"Consumer Generated Media"

"Consumer Generated Advertising"

Incentivised UGC/CGM

- Competitions
- Free tickets
- Create your own ad...

Compensated UGC/CGM

- Pay per post
- Paid reviewers
- YouTube creations, shared revenue

Consumer Fortified Media

DOVE BEAUTY PRESSURE
EVIAN BABY SKATERS



and...

THE AGE OF STUPID



Writing and Viewing



- Blogs
- Facebook Pages
- Twitter
- YouTube
- Feeds

Blogs (again)


 blogger.com

 wordpress.com

 posterous.com

 Facebook Pages (again)

 Twitter

 YouTube

 Flickr

and what about Twitter?



#hashtags
relevant keywords
post OFTEN
be interesting!

remember:

Blogs have feeds

Facebook pages can have subscribers

Twitter has a feed

YouTube has a feed

YouTube can embed content

Flickr can embed content

Flickr has a feed

Feed journeys



RSS feed of penworks's tweets

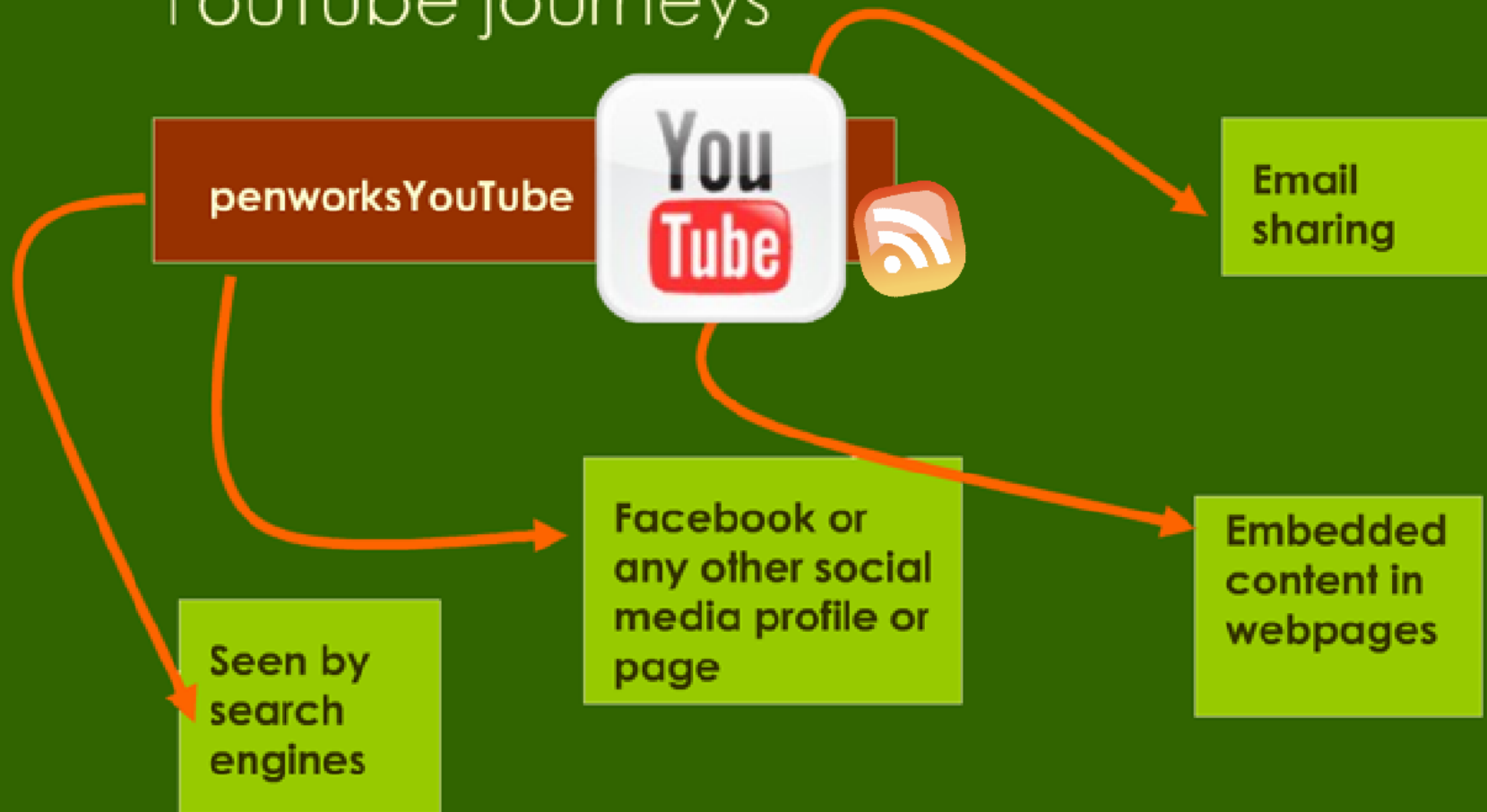
**Via Email
Subscribers**

**Submit to
search
engines**

**Facebook or
any other social
media profile or
page**

**Subscribers:
iTunes or
Google
Reader**

YouTube journeys



All Back to Mine



Bringing users back
to your website

How?

- Email/RSS subscriptions
- Facebook page links
- YouTube content

Why?

- to subscribe to your newsletter
- to browse offers
- to register on the site
- to interact/review
- to purchase

to subscribe to your newsletter
to browse offers
to register on the site
to interact/review
to purchase

GOAL CONVERSION

One Publisher to rule them all

or

I just don't have time to use all these different thingys



We suggest trying out the following helpful things



TWEETDECK desktop and iPhone/iPad, for all your social networks
<http://www.tweetdeck.com/>



HOOTSUITE browser, desktop and SmartPhone, as above...
<http://hootsuite.com/>



YOONO browser or desktop, Win only, also a Firefox plugin
<http://www.yoono.com/>



POSTEROUS a blog to post to all your other blogs and social networks too, and you can post from your email, to all your accounts at once
<http://posterous.com/>

DECIDE WHAT YOU WANT TO ACHIEVE

DECIDE WHAT RESOURCES
YOU MIGHT REQUIRE

START SMALL, TRY THINGS OUT

AND

KNOW WHO YOU ARE AIMING AT

