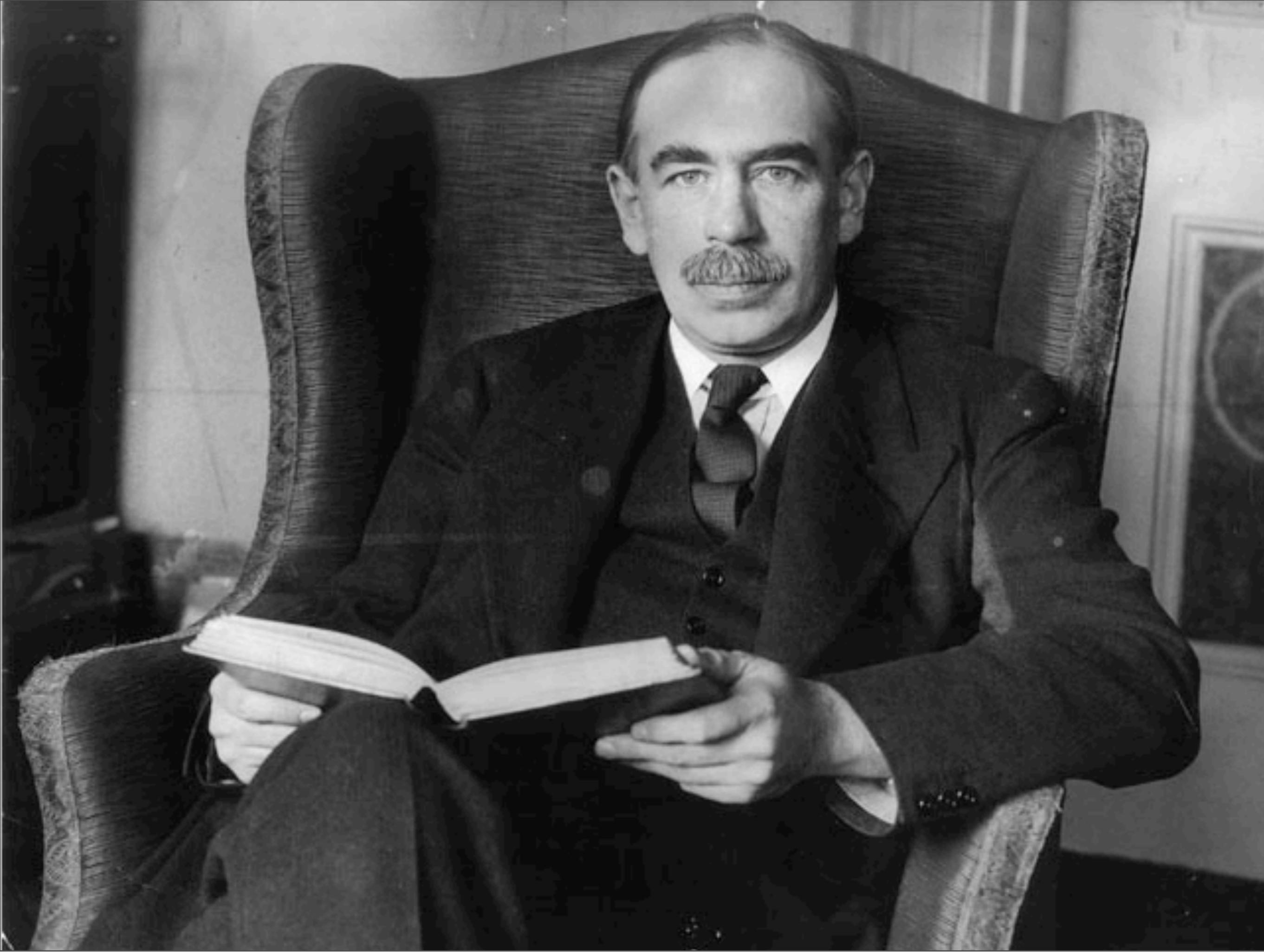


TOP GUEST



SWITCHFLY™

Social: 2012



“When the facts change,
I change my mind. What
do you do, Sir?”

- John Maynard Keynes



zynga[®]



Philanthropy?

The image shows the word "KICKSTARTER" in a bold, sans-serif font. The letters are primarily a bright lime green color, except for the first two letters "KICK" which are black. The letters are slightly overlapping each other, creating a sense of depth. The background is a plain white.

Publishing?



Flipboard

Financing?



TRAVEL?

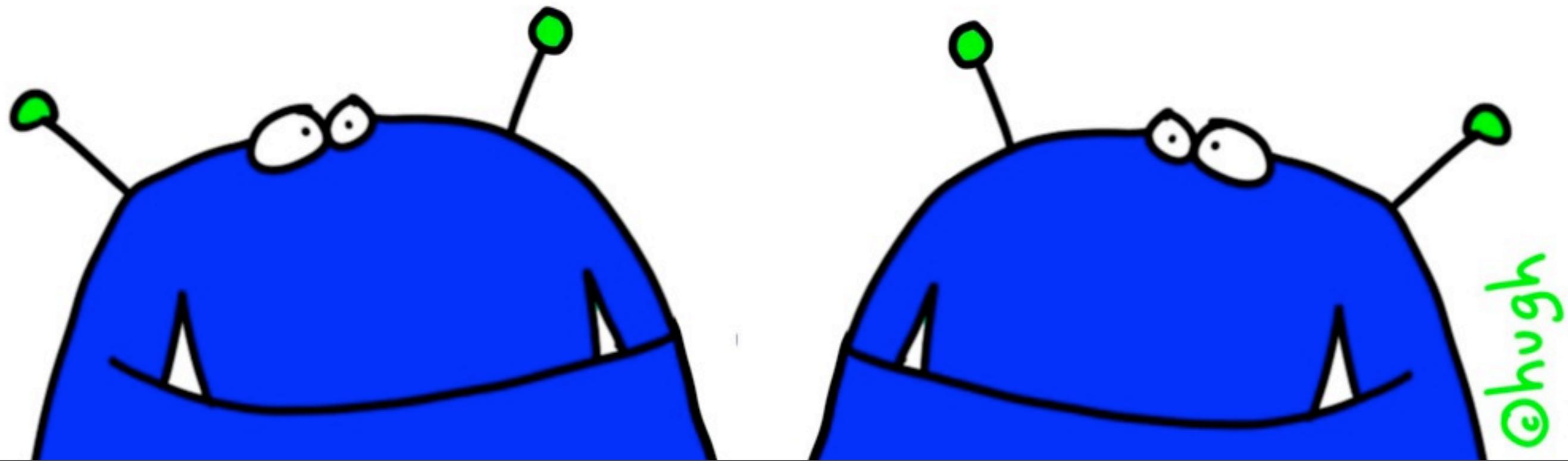
LOYALTY?

...The Multi-Billion \$ Question



When everyone
is different in
exactly the same
way... nobody is
different

You're a SOCIAL
MEDIA SPECIALIST?
WOW, I'M A SOCIAL
MEDIA SPECIALIST TOO!



So, how to be
different?



3 Looming Social Inflection Points

Inflection Point 1: From Broadcast, to Conversation



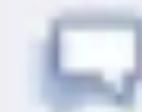
Brendan Coolidge Monaghan
my new baby, Hunter.....



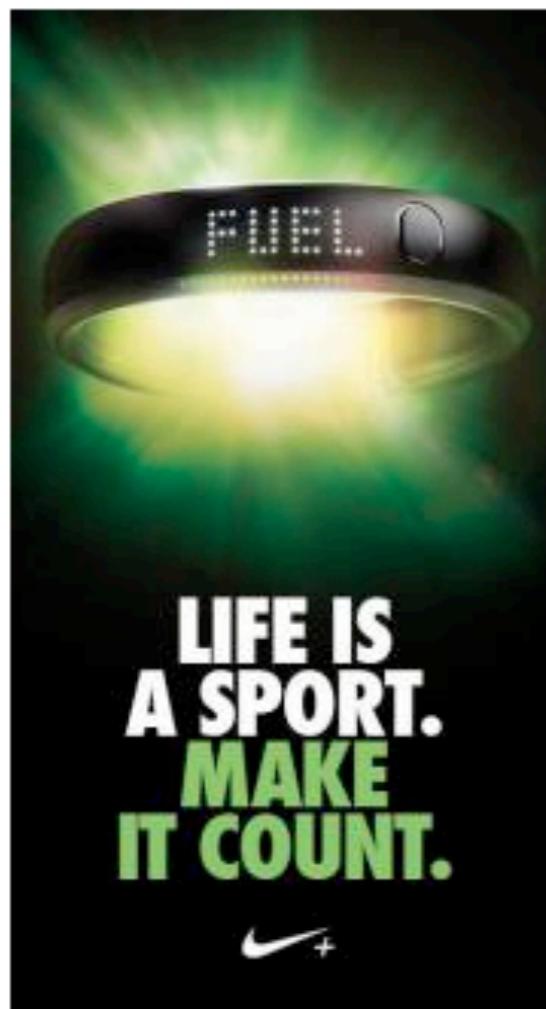
April 15 at 8:11am · Like · Comment · Share



20 people like this.



View all 36 comments



Nike

Like

Product/Service



Wall



Nike

8 million stories. 8 million athletes. #makeitcount.

This is just the beginning. Keep watching @NikeNYC:
<http://twitter.com/nikenyc>



Wall

Locations

Info

Friend Activity (1+)

Nike+ Support

Photos

About

[Nike | Facebook](#)**6,384,227**

like this

286,657

Like · Comment · Share · 13 minutes ago · *

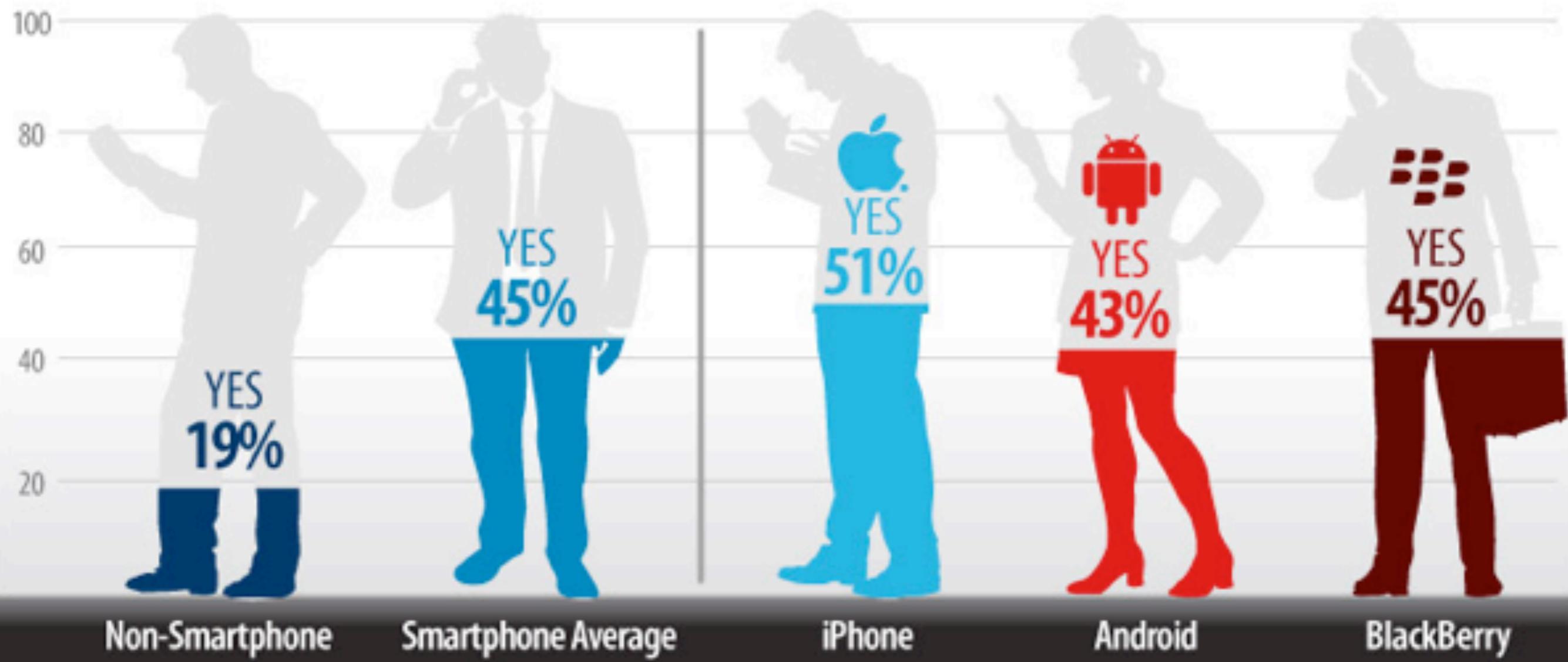
21 people like this.

1 share

 Steve Zorzi New York sucks
7 minutes ago · Like

Have you ever posted anything online about yourself that you regretted?

retrevo



Sounds like oversharing Tweets and status updates are the new drunk dials.

Create Group



Create a shared group for you and some of your friends.
Example groups: Family, classmates, coworkers, or close frie

Group Name:



Pork Hookers

Members:

Clint James Ecker ✗

Cesar Torres Carmona ✗

Jacob Basham ✗

Privacy:



Members are public, content is private

Open

✓ Closed

Secret

Create



Path

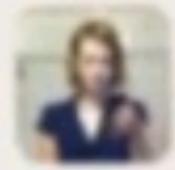


7:06 PM



At Haus Coffee with Dave and Leigh

San Francisco Coffee Shop

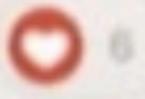


● In South Beach, San Francisco

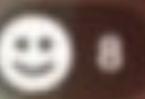


With Taylor and Amy

In San Francisco. Partly cloudy
and 53°F.



6



8

airtime

**Sorry, you're not invited
yet. We'll email you when
Airtme is ready!**



Google+



Geoff

Stream

- Friends
 - Family
 - Acquaintances
 - Following
- Notifications

11:30 AM

11:30 AM

Groups

Brunch Club



Groups

Brunch Club



Chat

Map

Members

Call

Chat

Map

Members

Call

Mar 1, 2011 11:20 AM

Leah

Let's get brunch this Saturday!

Jared

Sounds great, but where?

John

How about Veselka?

Mar 1, 2011 11:30 AM

Jared

Sweet, works for me!

Send



Social technologies enable
you to have an ongoing
conversation with individual
customers

Beyond A Basic Facebook Page

facebook  Search 



DOUBLETREE
BY HILTON™



-  Wall
-  Info
-  Friend Activity (1+)
-  Exclusive Facebook Deals
-  Find a Hotel
-  Topquest Rewards

DoubleTree by Hilton

Travel/Leisure



Wall

DoubleTree by Hilton - Everyone (Top Posts)

Share:  Post  Photo  Video

Write something...



DoubleTree by Hilton

Did you know some of our hotels have exclusive offers for our Facebook fans? Head over to the "Exclusive Facebook Deals" tab on the left or the link below and maybe your next travel destination is on the list! Or if you can't find it, let us know here and we'll work to add more cities.



 DoubleTree by Hilton | Exclusive Facebook Deals

With a growing collection of contemporary, upscale accommodations in more than 250+ gateway cities, metropolitan areas and vacation destinations worldwide. DoubleTree by Hilton is part of Hilton Worldwide, the leading global hospitality company, with more than 3,600 hotels and 600,000 rooms in 81 countries. The compa...

[See More](#)

Page: 106,964 like this

 Like · Comment · Share · 4 hours ago · 

 35 people like this.

 View all 5 comments

 Godiva Versace special deals for nyc?
2 hours ago · Like

 Susan Stowe Is Luxembourg on the list?
about an hour ago · Like

Write a comment...

To 1-on-1 Engagement



DOUBLETREE
BY HILTON™



Wall

DoubleTree by Hilton ▶ Topguest Rewards

Travel/Leisure

TOPGUEST

Get 50 Hilton HHonors™ Bonus Points for each check-in at Doubletree.



Direct social communication at individuals



JetBlue Airways 

@JetBlue 11375

@JetBlue doesn't respond to formal complaints on Twitter. For official customer concerns go to jetblue.com/speakup or call 1-800-jetblue. On duty:

[@JetBlue/team](#)
<http://www.jetblue.com>

[Follow](#) (Text follow JetBlue to 40404 in the United States)

Tweets Favorites Following Followers Lists ▾

 **JetBlue** JetBlue Airways
@cwandell Our TrueBlue members are notified of schedule extensions first. Have you signed up for TrueBlue? It's free!
21 minutes ago 

 **JetBlue** JetBlue Airways
@LukeWessman All of our reservations agents live and work in the Salt Lake City area. Some are talented enough to speak two languages.
22 minutes ago 

 **JetBlue** JetBlue Airways
@lalabelinda We already have some great deals going on. Check out cot.ag/x01rN0 The sooner you book the sooner you can use 

Inflection Point 2:

From Fameball to Me, Inc.



Get Internet Famous! (Even If You're Nobody)

Julia Allison and the Secrets of Self-Promotion

By Jason Tenz



1. internet famous

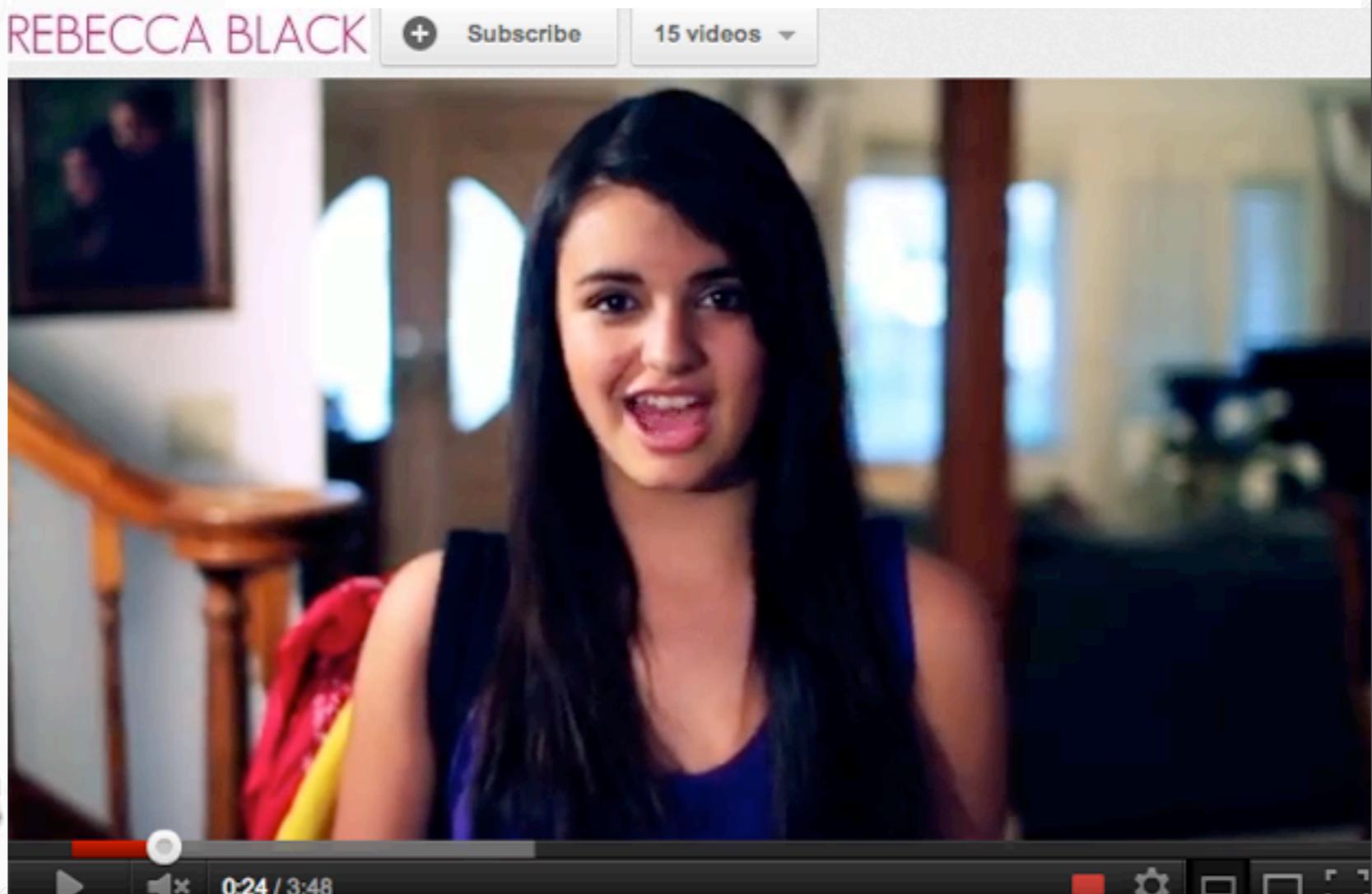
14 up, 2 down

A limited and perhaps temporary state of notoriety enjoyed by people, groups, works or feats that are made public exclusively (or nearly so) via the internet. The audience is of limited size, though their devotion may be intense. The "internet" qualifier emphasizes the limited breadth of notoriety in this medium, and its easy-come, easy-go nature. Internet fame may be contrasted with fame conferred by traditional media, which have relatively much greater access barriers and which react to change much more slowly.

REBECCA BLACK

Subscribe

15 videos





New

Ending Soon

Upcoming

Decode
Delightful Light

Sale Ends in 2 days and 15 hours



Plumen
The Designer Energy Saving Bulb

Fab.

Home



Cart



Invite



More

Furniture

125 Sort ▾



Etched Bathroom Mirror
by Fleabags

\$76 fab

\$107 retail price



Industrial Card Cata
by Fleabags

\$149 fab

\$210 retail price



Friends and **Earn Cash!**



Prime Time Player

edit. 50 friends have joined. Free standard shipping for 2 months.

Bonus

ore \$25 credit when friend makes first \$25 purchase within 30 days of joining.

Your Special **Invite Link**

Copy paste the URL below into Twitter, Facebook or in an Email

<http://fab.com/de2mt7>

Share



ople

facebook

[Post to Your Wall](#) [Set as FB Status](#)

Where is the Fab.com of travel?

... It's only a matter of time

Personal Travel Planning

Talk to Experts to research and book your trip



Consult with an Expert

We'll match you with an authority on your destination from our team of widely published writers who travel the globe.

Get a Customized Plan

Our expert will map out your entire trip, with insider recommendations about where to go, what to do, how to get around and where to stay.

Book Your Trip

Finally, our in-house specialists will seamlessly help you book the hotels or excursions on your itinerary at the best available rates.

[Talk to a Travel Expert →](#)

or [Read the FAQ](#)



Jetset Farryn

Like

Local/Travel

Like Me, So I Can Like You!



Talk, Tips and Tidbits of a Traveler

Adventure Capitalist. Photographer. Writer. Director of Social Media. On-Air Host. Monkey Connoisseur. Adrenaline Junkie. Asian Food Expert. Lover of 14-hour plane rides. Dance Fiend. [@Jetsetfarryn](#).



Wall

Info

Friend Activity (1+)

JETSETFARRYN

JetsetFarryn

Photos

YouTube

Videos

Questions

MORE ▾

Inflection Point 3:

From Fear & Privacy to Value
& Relevancy

2007: RIP Facebook Beacon

The screenshot shows a Facebook profile page for a user named Thi. The top navigation bar includes links for Profile, Edit, Friends, Networks, Inbox (1), Home, Account, Privacy, and Logout.

The main content area displays the user's activity feed:

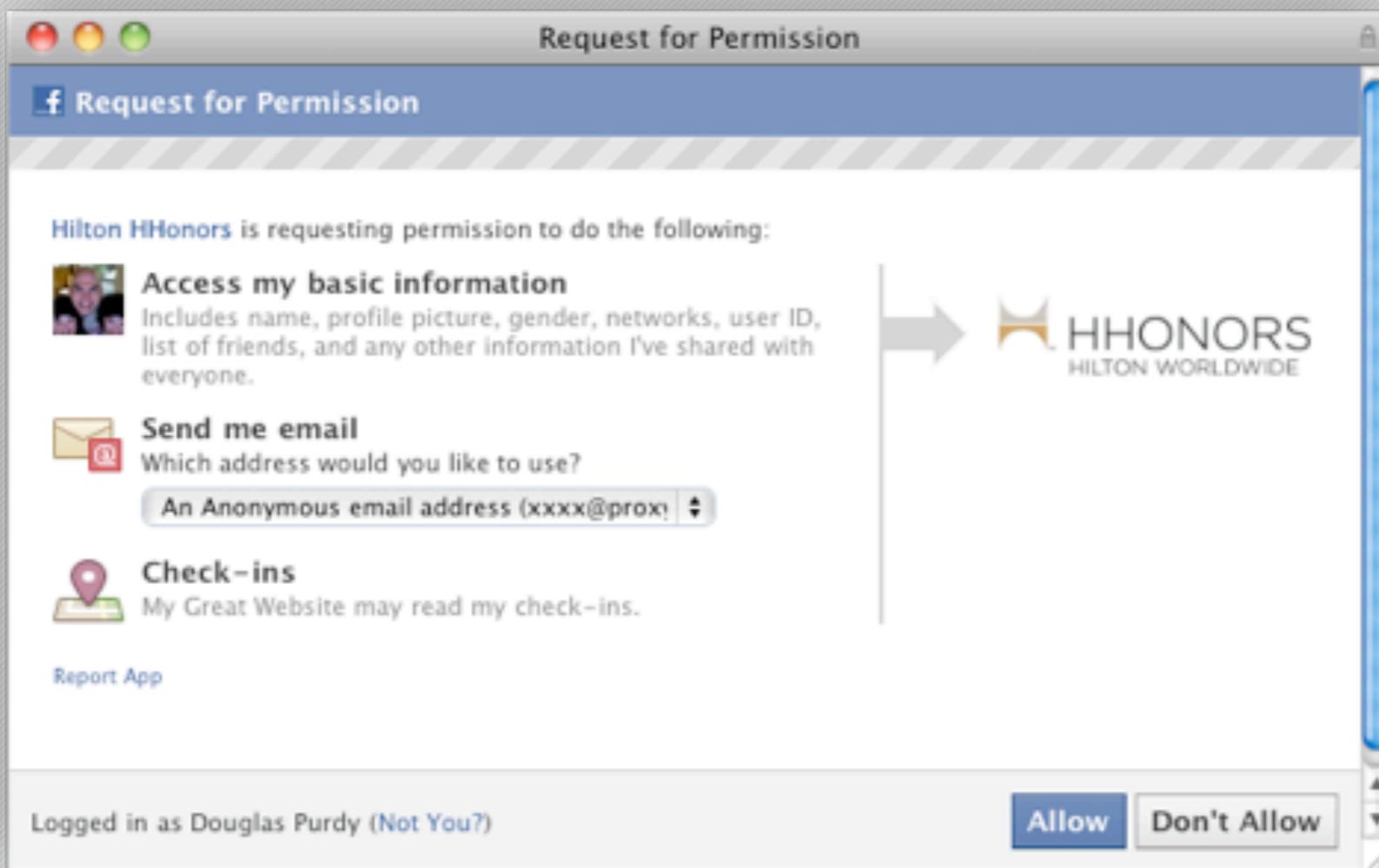
- Today**
 - Thi added Sony Professional HiR-Z1U 3CCD High Definition to her wishlist on Expo TV, 10:52am
 - Thi added Sony Professional HiR-Z1U 3CCD High Definition to her wishlist on Expo TV, 10:52am
 - Thi signed up for a member profile on Expo TV, 11:45pm
 - Thi added Logitech QuickCam Communicate 570 to her wishlist on Expo TV, 11:45pm
 - Thi added Logitech QuickCam Communicate 570 to her wishlist on Expo TV, 11:45pm
 - Thi signed up for a member profile on Expo TV, 11:45pm
 - Thi reviewed KitchenAid KSM150PSER Artisan Series 5-Quart Mixer, on Expo TV, 11:05pm
 - Thi added Sony MDR-EX750BT headphones (5746) to her wishlist on Expo TV, 11:05pm
 - Thi joined the group
- Thi reviewed KitchenAid KSM150PSER Artisan Series 5-Quart Mixer, on Expo TV, 11:05pm**

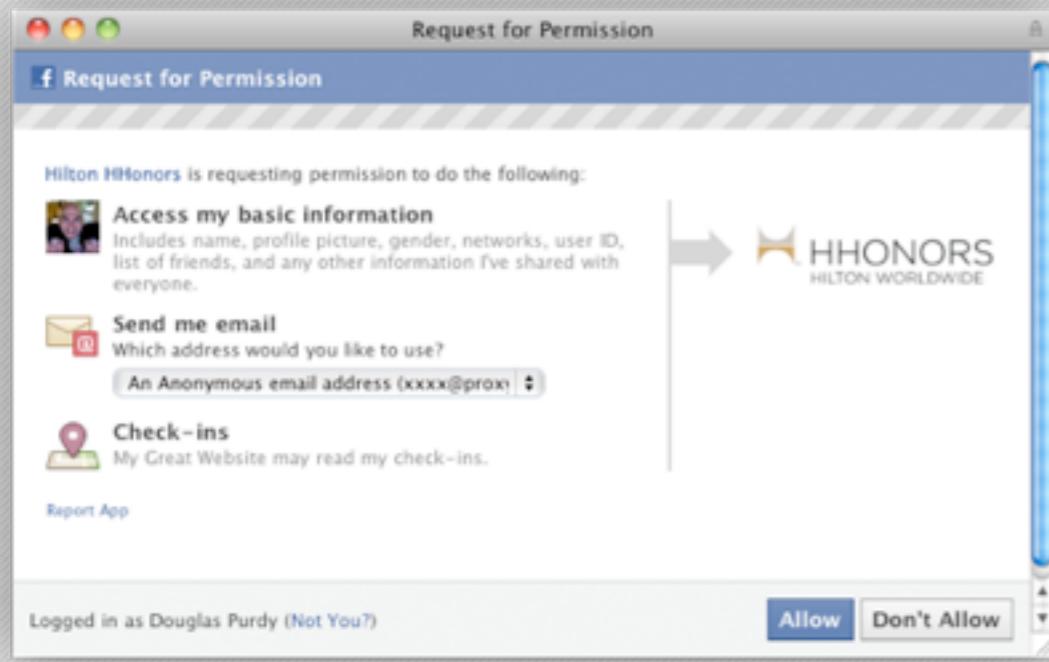
On the left side of the page, there are several sidebar elements:

- Applications**: Photo, Groups, Events, Marketplace, My Aquarium, SuperPolar, etc.
- FREE COACH PURSE!**: An advertisement for Coach purses.
- Friends**: Shows 301 friends.
- Friends in**: Networks with the most friends: Harvard (46), New York, NY (35), San Francisco, CA (32), ExpoTV (30), StarCard (3).
- Contact Info**: Links for Edit and Email.

2012: +11 Million sites utilize Facebook Connect

...up from 2 Million in 2010





80%

Conversion!

Text





The Holy Grail:

Harness social data to
exponentially
improve relevancy

THE ENABLING TECHNOLOGY



APIS DELIVER DYNAMIC DATA



Loyalty
Database /
CRM System

..... And there's a lot of valuable data

E.g. Most influential customers

	Member no	Name	Friends
1	222203857	Chris Doe	2,121
2	911402055	Larry Doe	2,012
3	205073382	Robert Doe	2,004
4	943142996	Kelvin N Doe	1,979
5	444175807	John H. Doe	1,960
6	707853239	Brian Doe	1,947
7	871657493	Jon Doe	1,934
8	913876908	Sandra Doe	1,916
9	864851412	Brandon Doe	1,907
10	236406296	Mark Doe	1,882

.... And there's a lot of valuable data



E.g. Most influential customers

	Member no	Name	Friends
1	222203857	Chris Doe	2,121
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8	913876908	Sandra Doe	1,916
9	864851412	Brandon Doe	1,907
10	236406296	Mark Doe	1,882

ENGAGEMENT PROGRAMS

1. SOCIAL ACTIONS

2. SOCIAL DATA

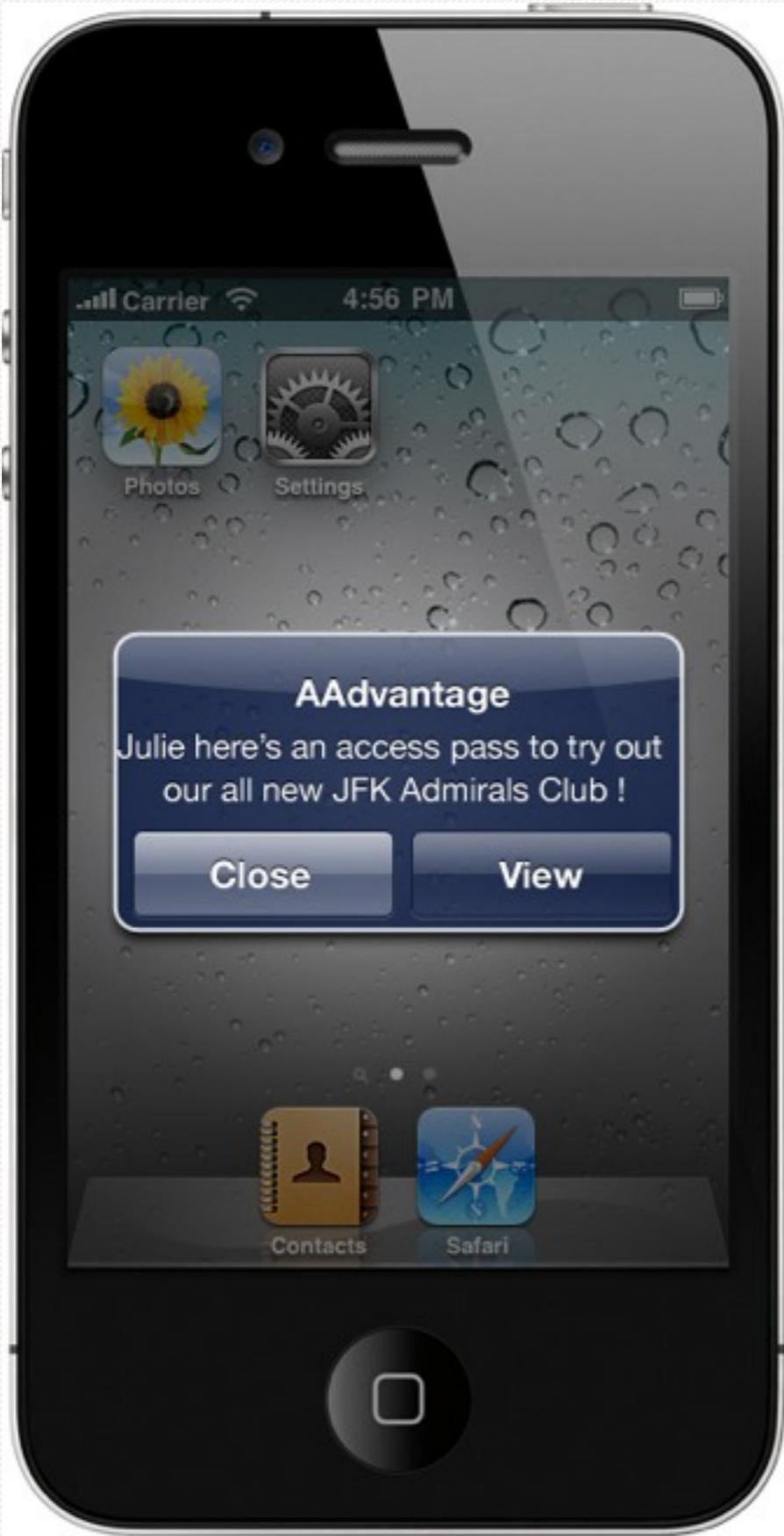
3. TRANSACTIONS



MONITOR SOCIAL ACTIONS



RESPOND (RELEVANCE)



Mechanics:

STATUS

ACCESS

POWER

STUFF

Closing Thought: Different Is Good



QUESTIONS



**Geoff Lewis
Switchfly**

Sr. Director, Social Loyalty
Co-Founder, Topguest
geoff@switchfly.com