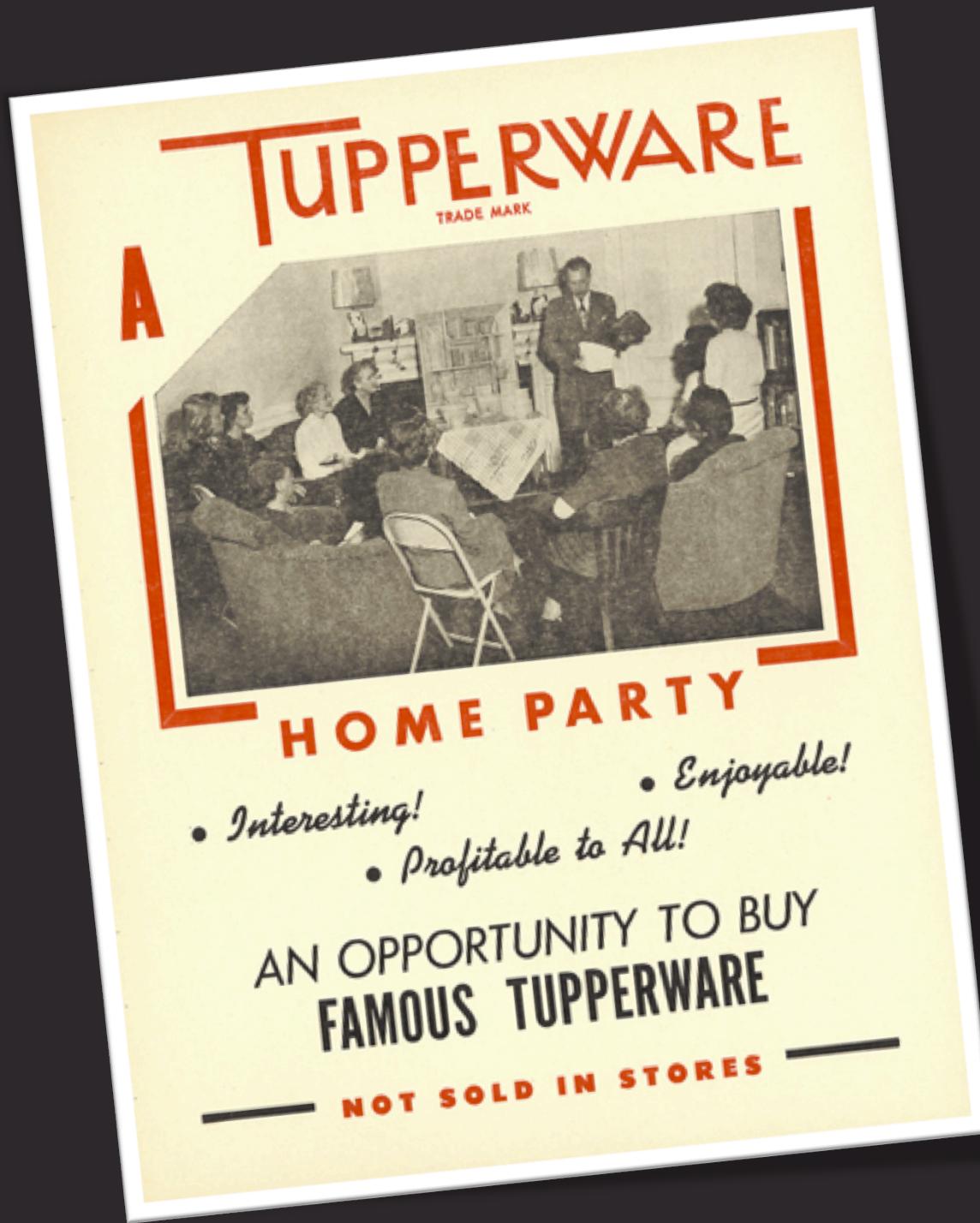


Social Media

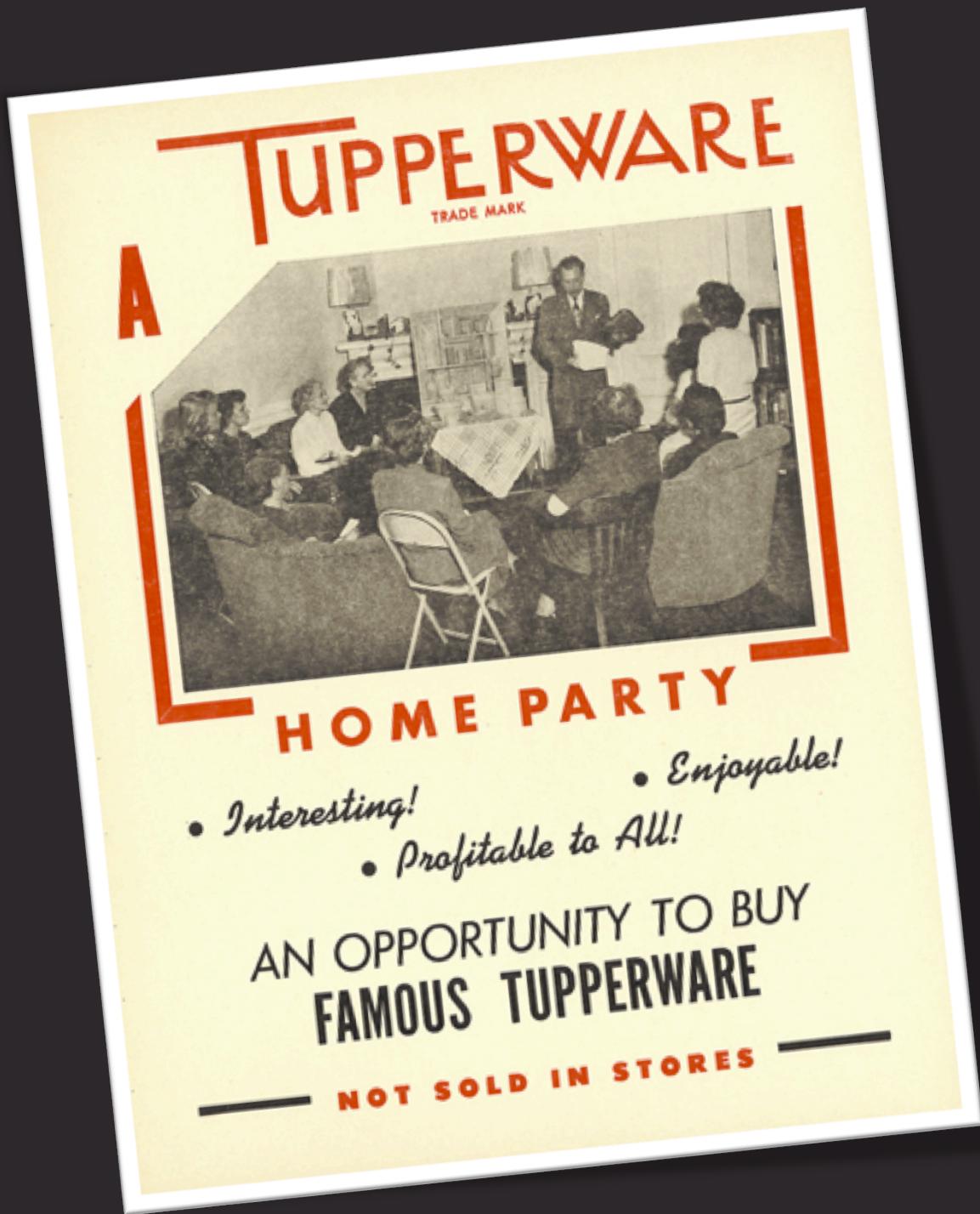


for Business



SOCIAL MEDIA HISTORY

Before the
Internet,
we used to
gather to
share our
passions



Early
internet
included
**message
boards**
and chat
rooms



Now, social media is...

Paid

Internet Advertising

PPC – Search
Marketing

Mobile Advertising

Sponsorships

Paid Applications

Paid

Internet Advertising

PPC – Search Marketing

Mobile Advertising

Sponsorships

Paid Applications

Earned

Social Media
(Pages and Feeds)

Word of Mouth

User Forums

News, PR,
Announcements

Blogger
Relationships

Paid

Internet Advertising

PPC – Search Marketing

Mobile Advertising

Sponsorships

Paid Applications

Earned

Social Media
(Pages and Feeds)

Word of Mouth

User Forums

News, PR,
Announcements

Blogger
Relationships

Owned

Brand and Product Websites

Mobile Brand and Product Websites

Proprietary Mobile Applications

Customer Care Services

Proprietary Digital Content

Proprietary Blogs

Who is
doing it
RIGHT?

DELL is
doing it
RIGHT

By the end of 2009, Dell had generated **\$6.5 million** in sales from Twitter alone.



Comcast is
doing it
RIGHT



On April 8th, 2008,
Frank Eliason set up
a **Twitter account** to
help Comcast users
in need.



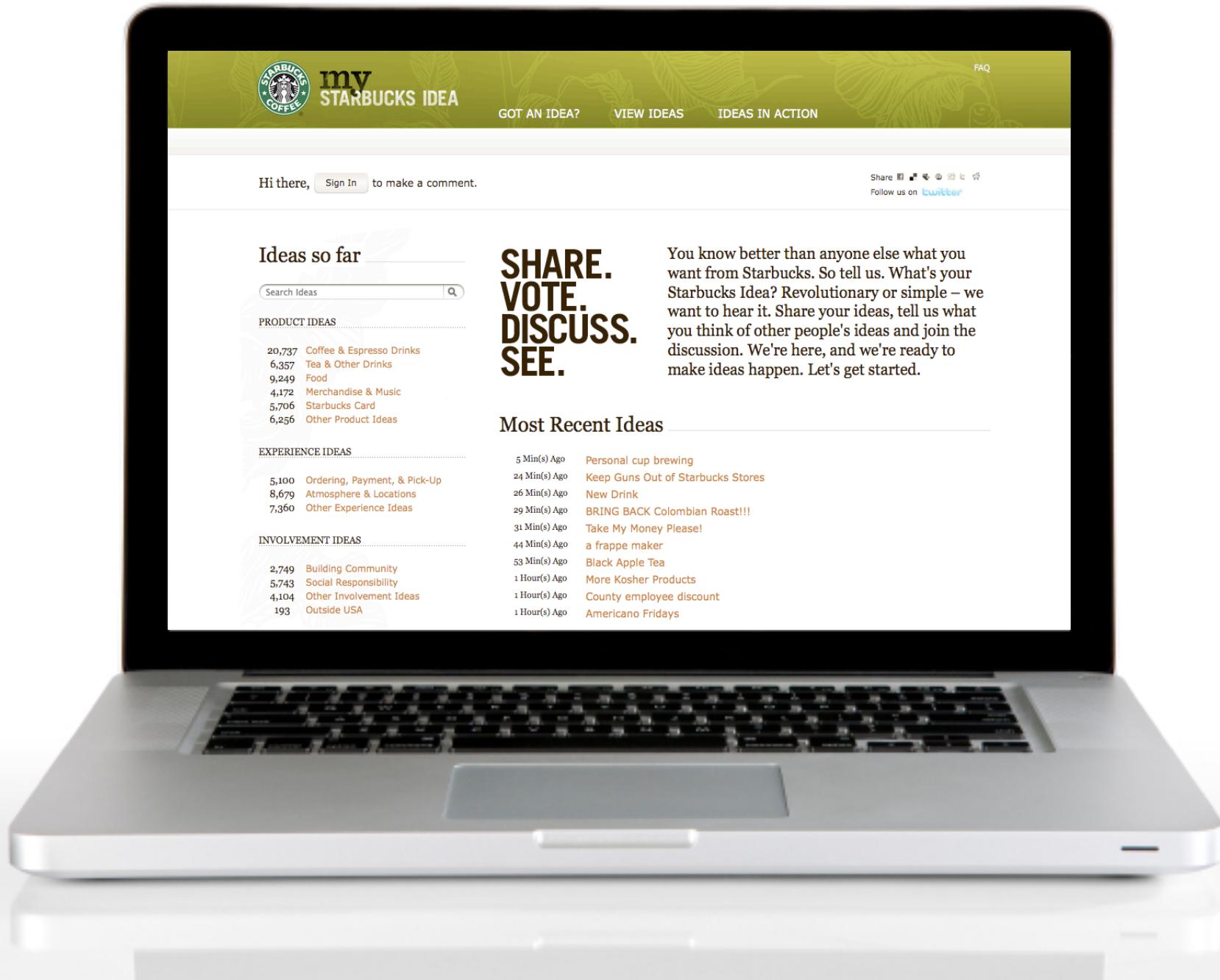
On April 8th, 2008,
Frank Eliason set up
a **Twitter account** to
help Comcast users
in need.

Since then, Comcast
has helped **over**
150,000 customers
through Social Media.

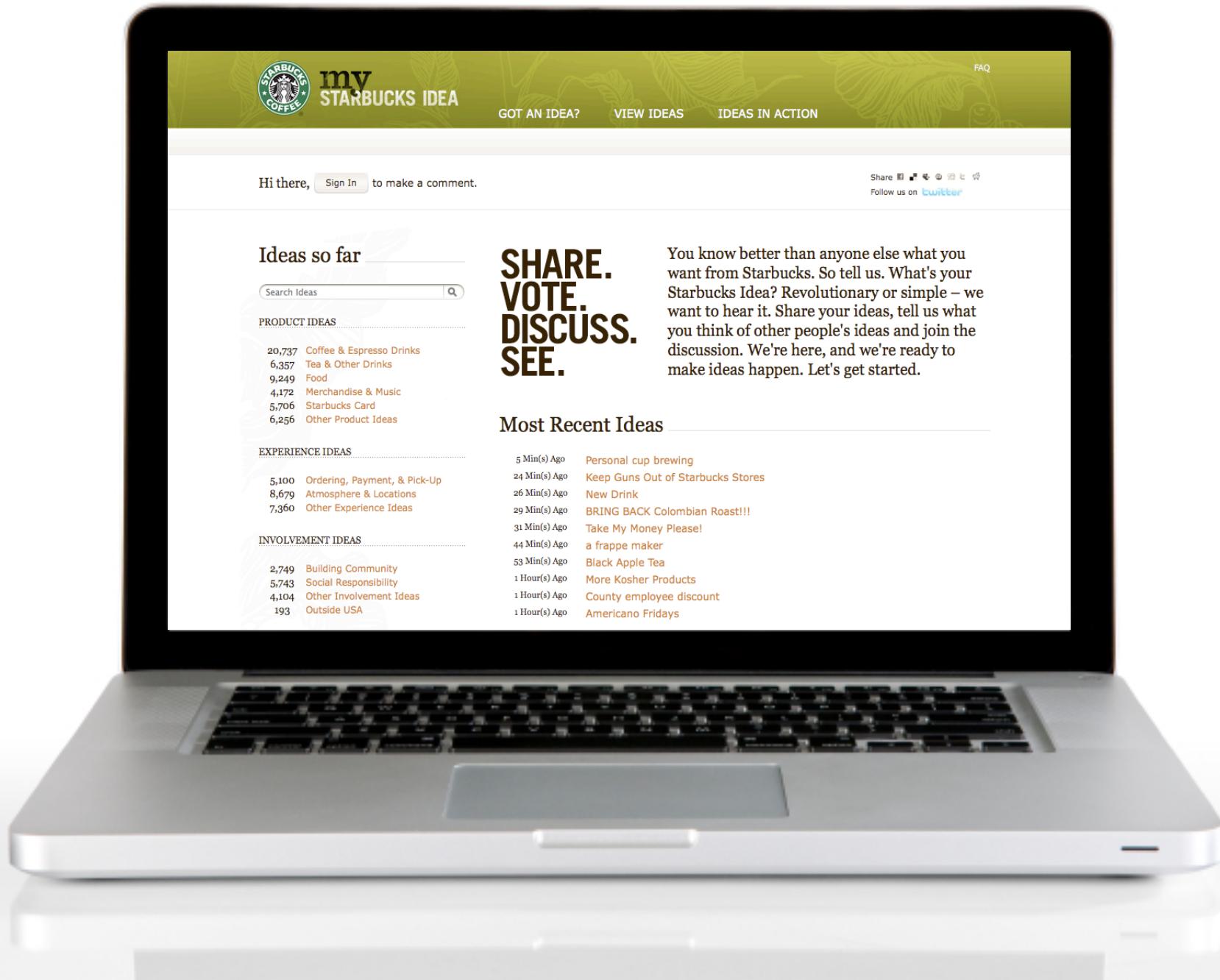


is
doing it
RIGHT

Starbucks gave their consumers a **voice**



Resulting in **over 50,000** product ideas



Hi there, [Sign In](#) to make a comment.

Share Follow us on [twitter](#)

Ideas so far

PRODUCT IDEAS

- 20,737 Coffee & Espresso Drinks
- 6,357 Tea & Other Drinks
- 9,249 Food
- 4,172 Merchandise & Music
- 5,706 Starbucks Card
- 6,256 Other Product Ideas

EXPERIENCE IDEAS

- 5,100 Ordering, Payment, & Pick-Up
- 8,679 Atmosphere & Locations
- 7,360 Other Experience Ideas

INVOLVEMENT IDEAS

- 2,749 Building Community
- 5,743 Social Responsibility
- 4,104 Other Involvement Ideas
- 193 Outside USA

**SHARE.
VOTE.
DISCUSS.
SEE.**

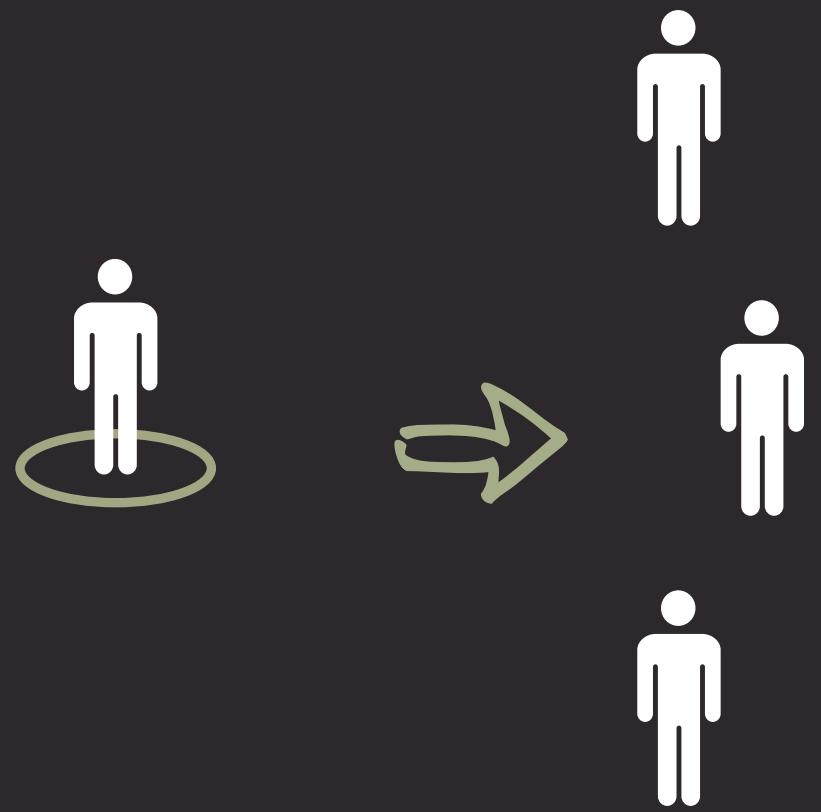
You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

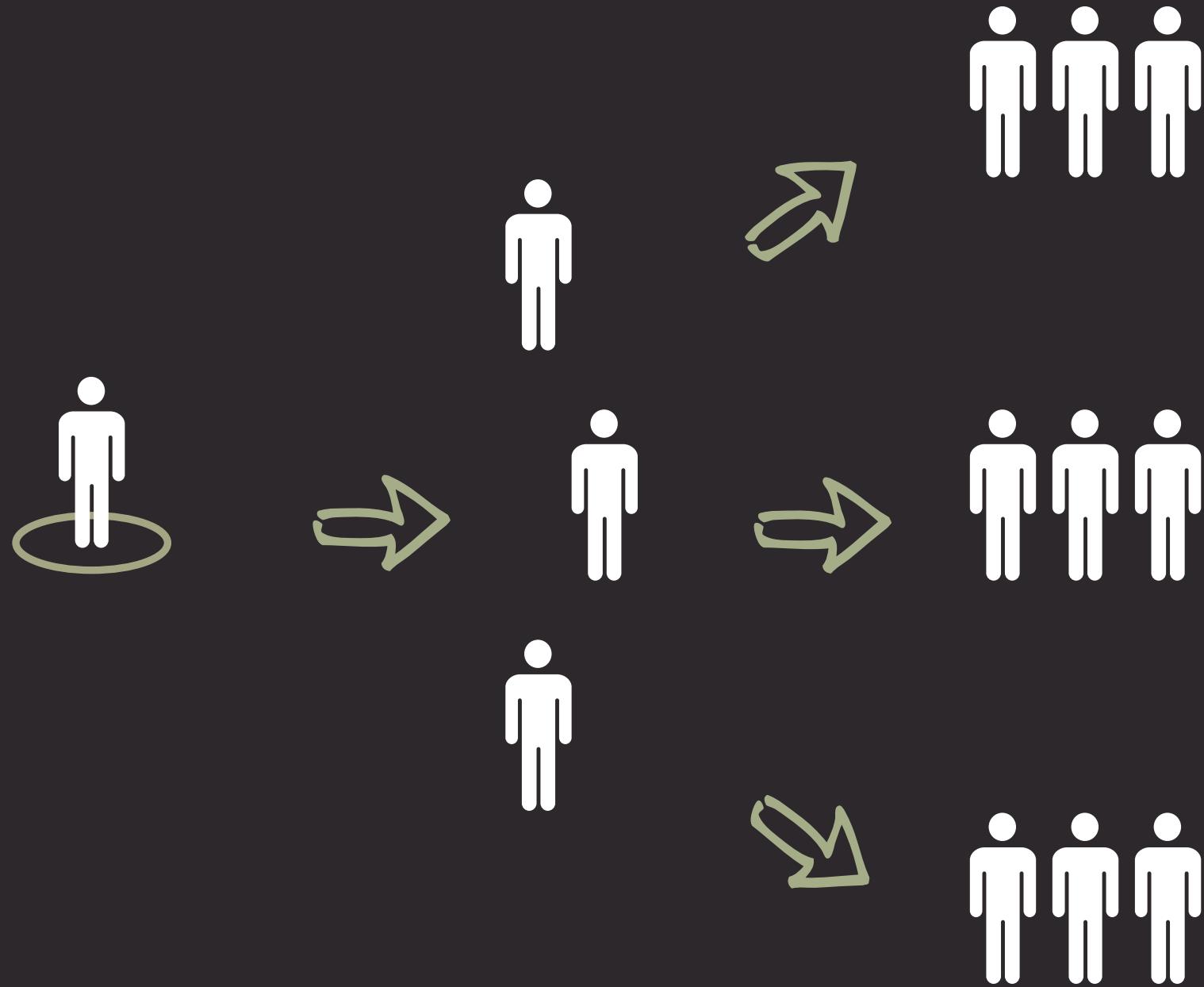
Most Recent Ideas

5 Min(s) Ago	Personal cup brewing
24 Min(s) Ago	Keep Guns Out of Starbucks Stores
26 Min(s) Ago	New Drink
29 Min(s) Ago	BRING BACK Colombian Roast!!!
31 Min(s) Ago	Take My Money Please!
44 Min(s) Ago	a frappe maker
53 Min(s) Ago	Black Apple Tea
1 Hour(s) Ago	More Kosher Products
1 Hour(s) Ago	County employee discount
1 Hour(s) Ago	Americano Fridays



One message before Social Media...



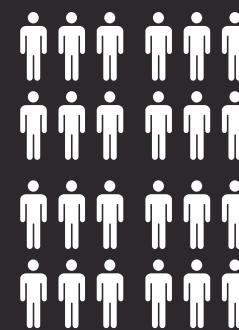
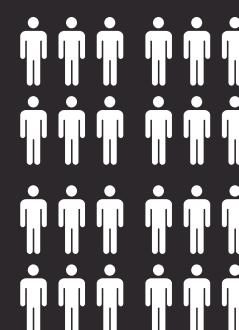
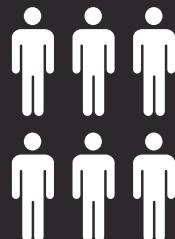
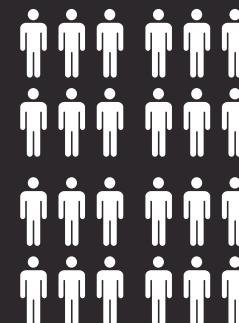
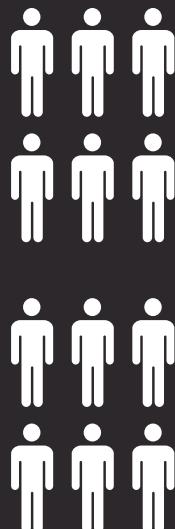
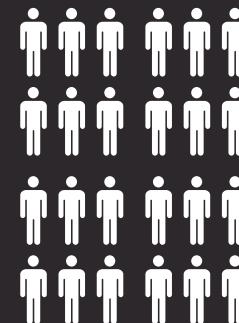
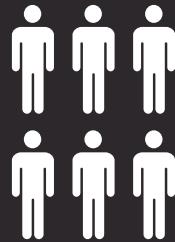


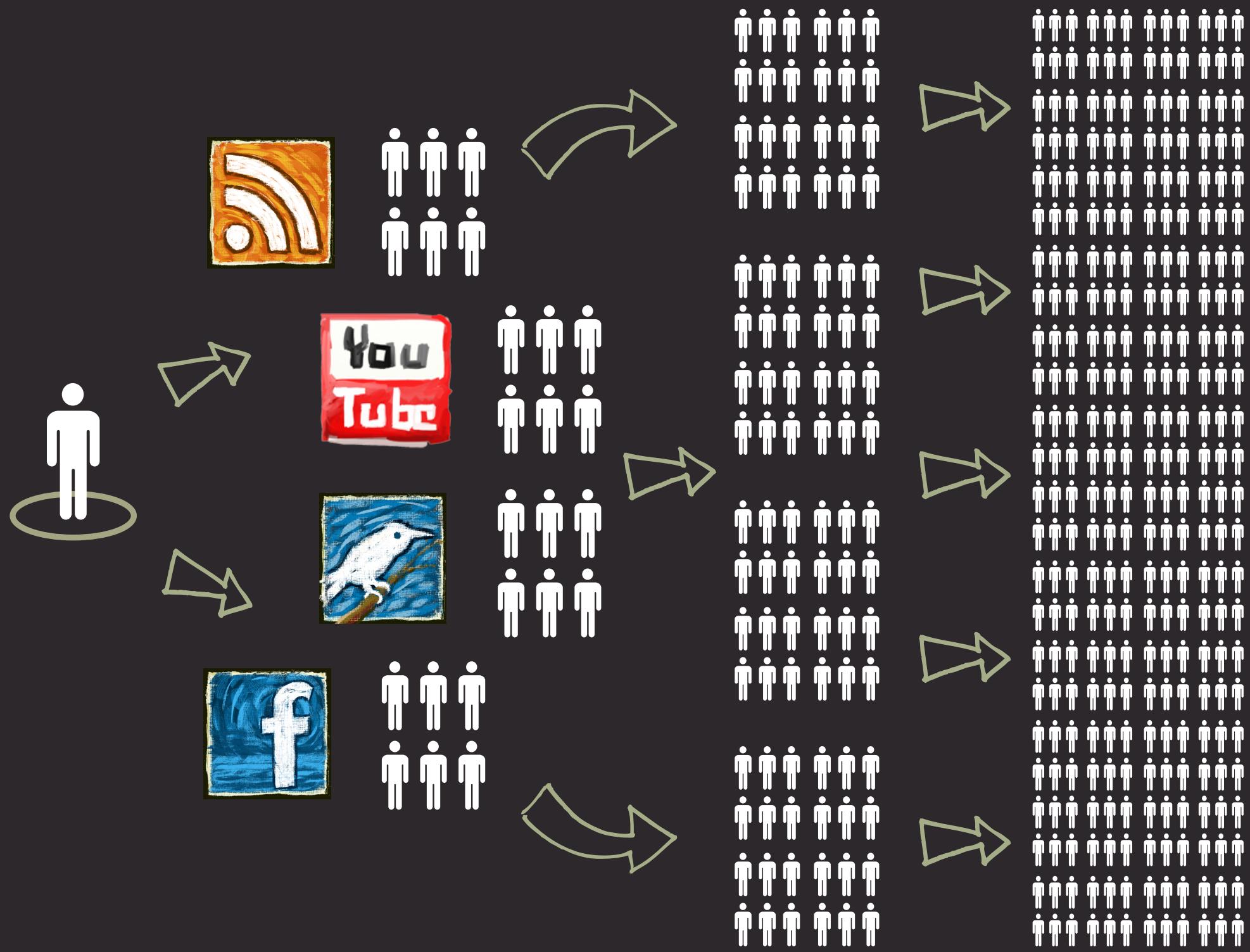


One message after Social Media...



The message is
distributed
across
Social Media
channels...

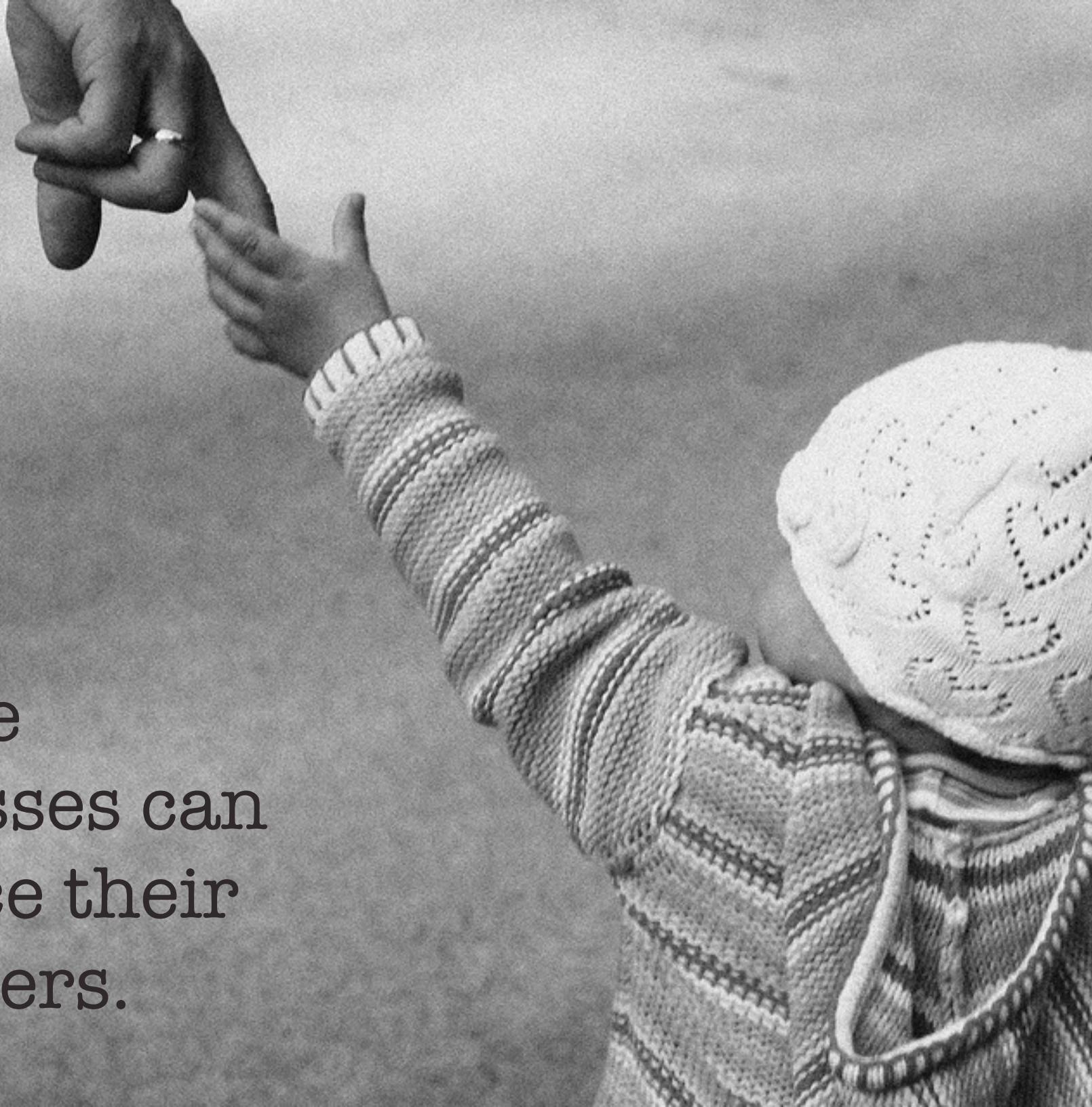




We have reach like
never before...



...where
businesses can
embrace their
customers.



How can a
business
implement a
Social Media
Strategy?

1. Establish Goals



1. WRITE DOWN
2. Specific business
3. Goals and
4. Objectives



2. Listen

Neilson BuzzMetrics
Visible Technologies
Meteor Solutions
Alterian SM2
BrandWatch
Radian6

Learn about your audience:

Who/Where are they?

What is their personality like?

How/Where do they consume?

How/Where do they engage?

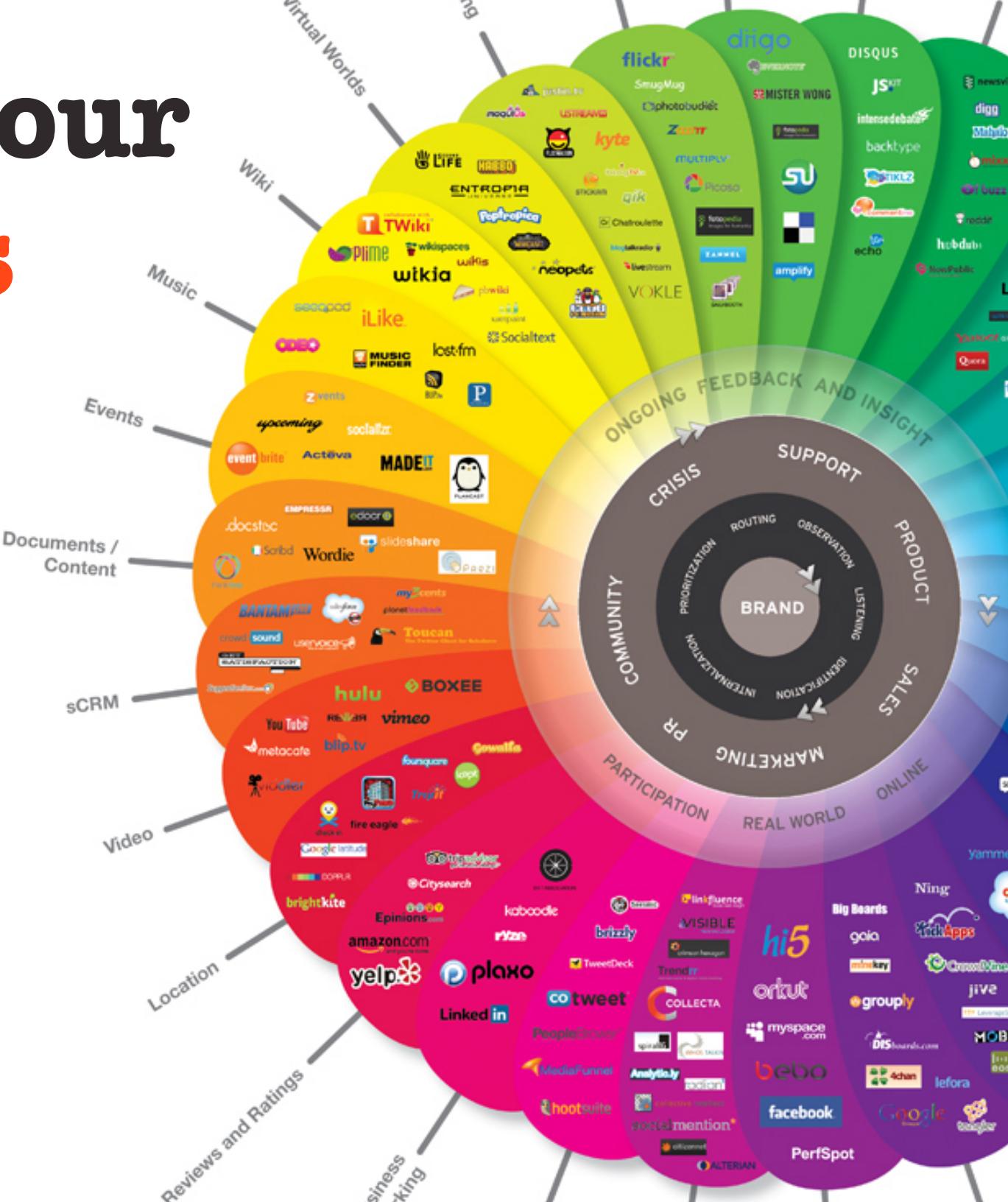


3. Build



Choose your channels wisely

(there are many!)



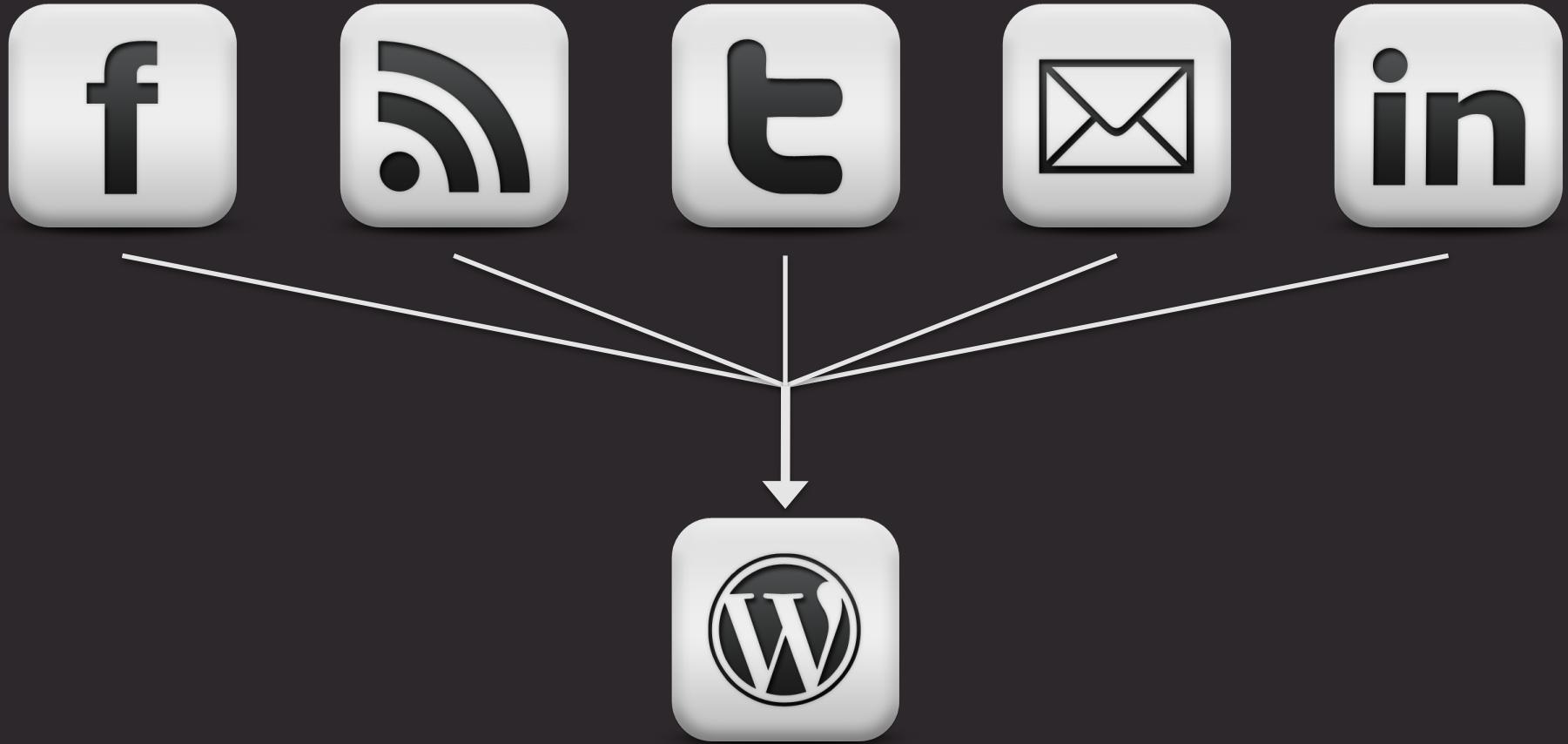


Set Your Home Base

*Corporate site, blog,
Facebook Page, etc.*



Use Your Channels



Use Your Channels
to Engage and
Drive Traffic

4. Engage



4. Engage

BUT HOW?



Ask Questions

Make sure you
comment on
today's blog post to
win two free
tickets!

Ask Questions

Make sure you comment on today's blog post to win two free tickets!

Check out our latest installment in our educational video series and give us your thoughts! Bit.ly/xIf0

Ask Questions

What are your thoughts on our newest product?
Likes/Dislikes?

Make sure you comment on today's blog post to win two free tickets!

Check out our latest installment in our educational video series and give us your thoughts! Bit.ly/xIf0

@Amanda_W –
Thanks for reaching
out! How can we
help you today?

What are your
thoughts on our
newest product?
Likes/Dislikes?

Make sure you
comment on
today's blog post to
win two free
tickets!

Ask Questions

Check out our latest
installment in our educational
video series and give us your
thoughts! Bit.ly/xIf0

Choose the right team
to engage



Choose the right team
to engage

Passion is a must!



Participate



Participate



(Get your hands dirty)

Timeliness and Frequency



Timeliness and Frequency



Create a solid
content plan and
stick with it

Transparency



Transparency

Let your customers
in to show your
humanity



Connect



Connect



*Be the conduit between
your audience and
valuable content
and resources*

Relevance



Relevance

Before you link to content, make sure it is relevant and adds value to your audience



...and NEVER SPAM!



5. Analyze & Optimize



COURTESY OF SWIXHQ.COM

Social Media Channels



Blogging



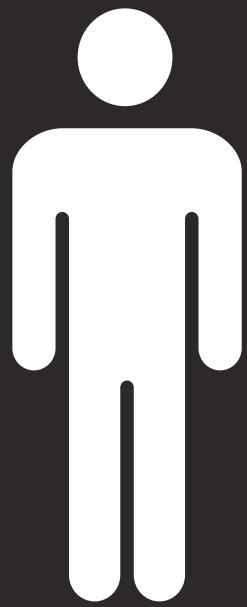
Facebook



Twitter

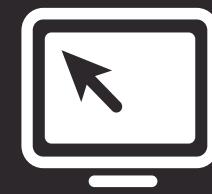
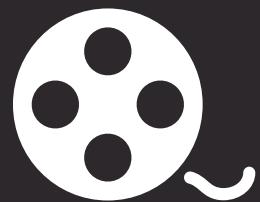
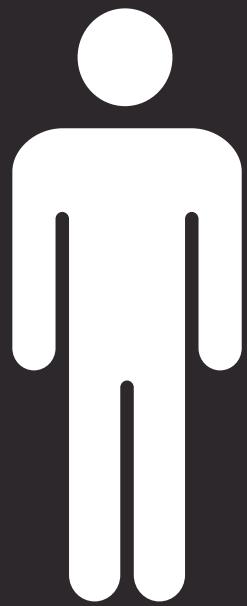


(... just a few)



Active Worldwide
Users

X 500,000,000+



45,000,000,000
Pieces of content
shared per month

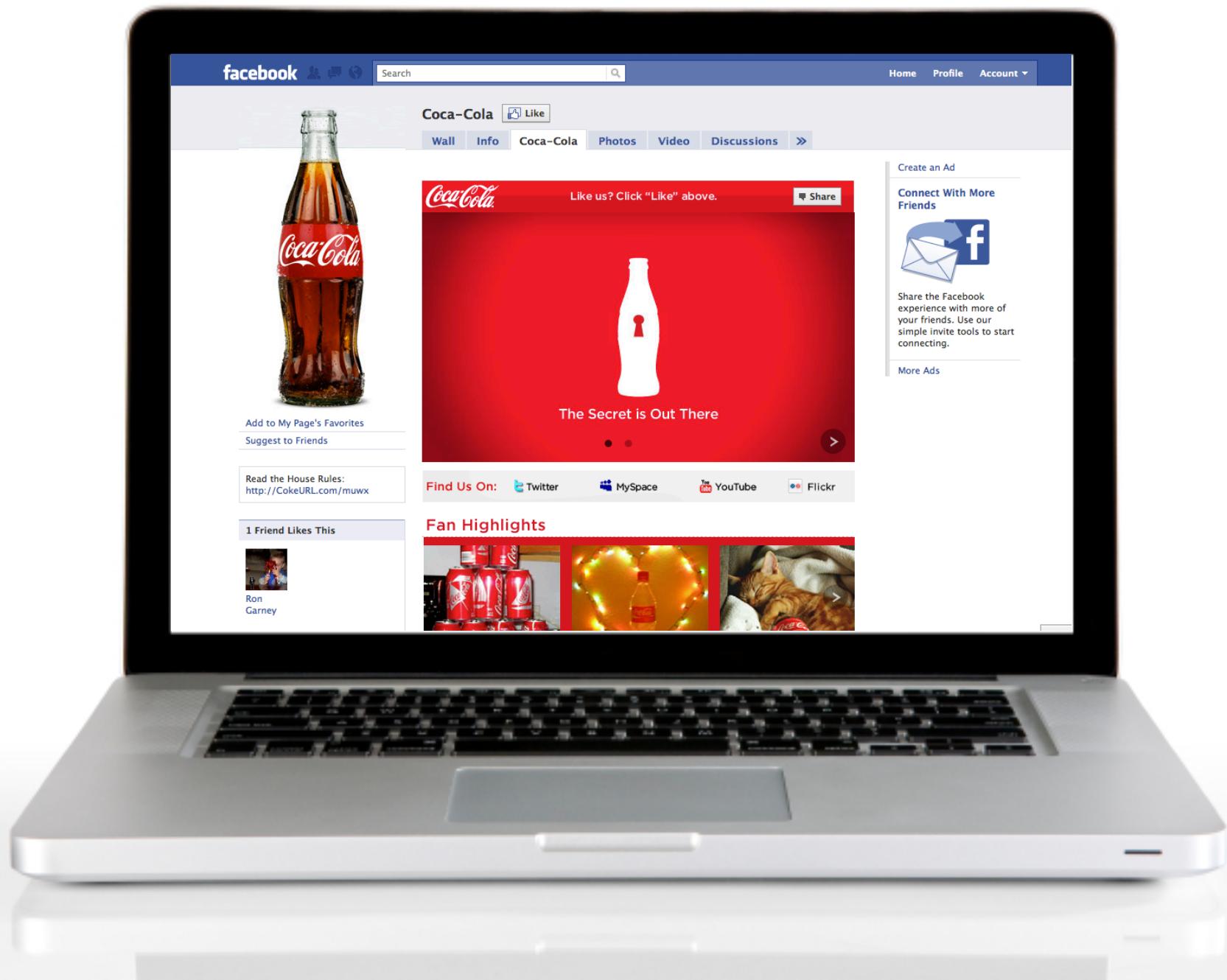


1,500,000
Local businesses with
active Facebook pages



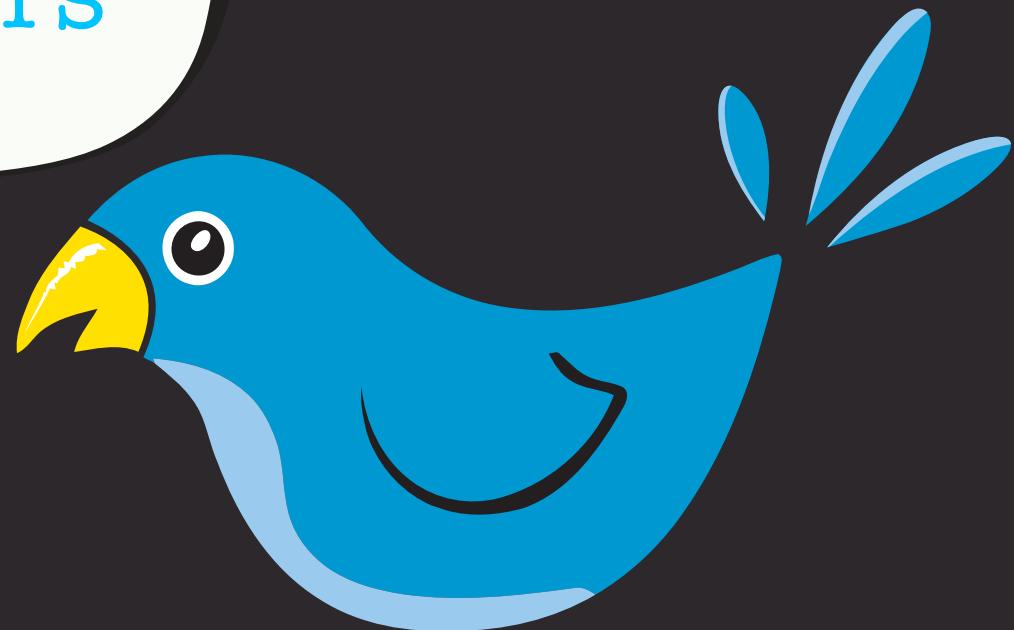
Creating more than
5,300,000,000
fans

Coca-Cola Fan Page – 14,000,000+ fans



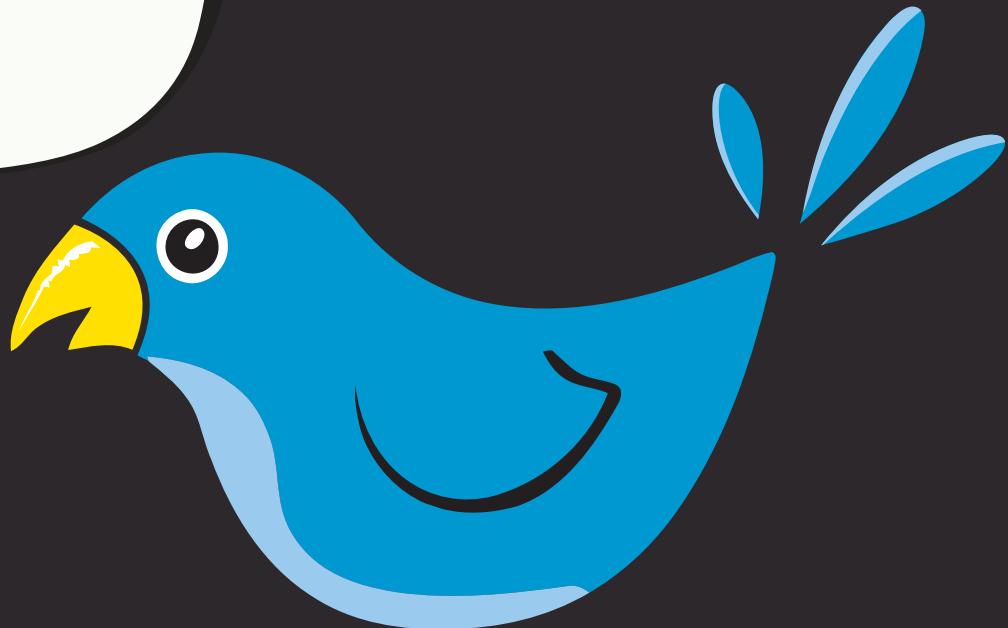
twitter

156,000,000+
registered users



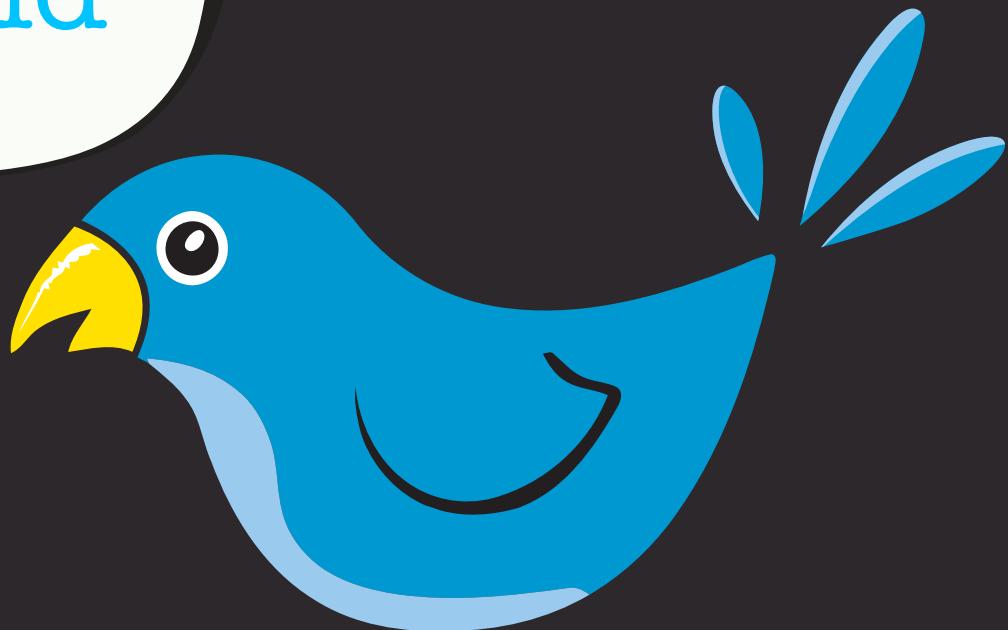
twitter

5.4 Billion+
updates
per month



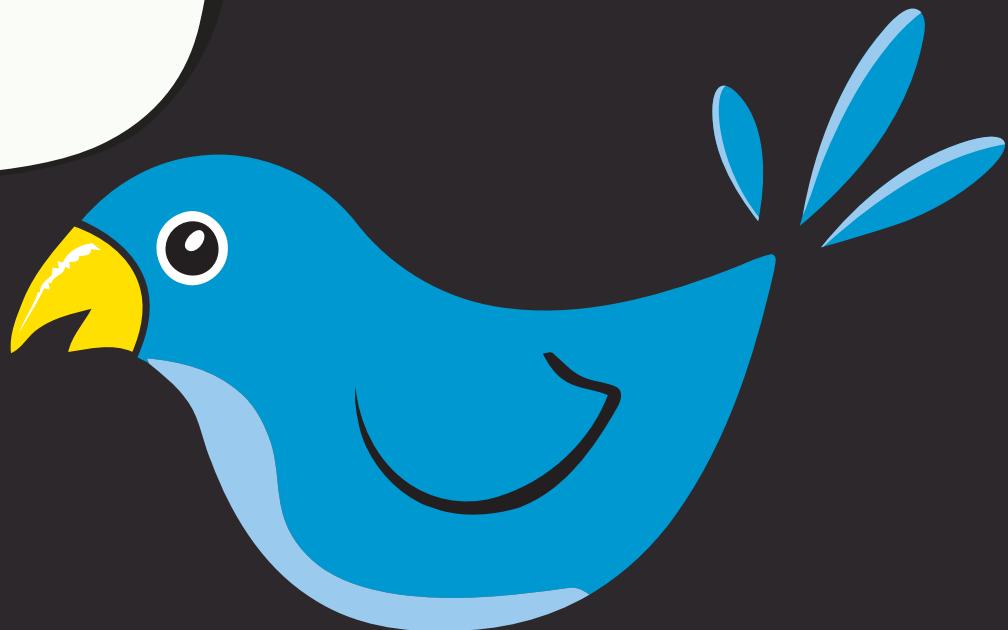
twitter

31% of users
follow a brand



twitter

7,800,000+ brand
recommendations
per month



September 2010: **144,200,000 viewers**



Users: **100+ videos per viewer**



Most Searched: **Google #1, YouTube #2**



Social Media Tools and Applications





Update

TweetDeck

Co-Tweet

Seesmic

Hootsuite

TwitterFeed

Disqus

IntenseDebate

FriendFeed

Ping.FM



Update

TweetDeck

Co-Tweet

Seesmic

Hootsuite

TwitterFeed

Disqus

IntenseDebate

FriendFeed

Ping.FM

RSS

Alltop

AddThis

MuckRack

Tweettake



Update

TweetDeck

Co-Tweet

Seesmic

Hootsuite

TwitterFeed

Disqus

IntenseDebate

FriendFeed

Ping.FM

RSS

Alltop

AddThis

MuckRack

Tweettake

Listen & Connect

Monittor

TweetGrid

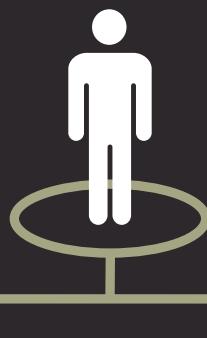
Mr. Tweet

Twitter Karma

Refollow

Twellow

Wefollow



Update

TweetDeck

Co-Tweet

Seesmic

Hootsuite

TwitterFeed

Disqus

IntenseDebate

FriendFeed

Ping.FM

RSS

Alltop

AddThis

MuckRack

Tweettake

Listen & Connect

Monittor

TweetGrid

Mr. Tweet

Twitter Karma

Refollow

Twellow

Wefollow

Image

Tube Mogul

Ustream

JustinTV

Twitcam

Blip.TV

Twitpic



Social Media **Measurement**



You can measure:

Reach

Frequency
and Traffic

Influence

Conversations
and Transactions
Sustainability
Sentiment



With tools like:

Alexa

Blogpulse

Compete

InsideFacebook

Quantcast

Social Mention

Technorati

Twittermeter

YouTube

Insight

“Realize that the social media success equation isn’t big moves on the chess board, it’s **little moves** made **every day** that eventually add up to a **major shift.**”

- Jay Baer



Thank You!

Make sure we connect:



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[Linkedin.com/in/JonMThomas](https://www.linkedin.com/in/JonMThomas)



[Facebook.com/PresentationAdvisors](https://www.facebook.com/PresentationAdvisors)



www.presentationadvisors.com

Designed by



PRESENTATIONTM
A D V I S O R S

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Social Media



for Business