

The Business of Social Media.

Generate Exposure, Opportunity, and Sales for Your Business.



What is Social Media?

- Definition: An interactive, specifically online, community that builds and enhances relationships between individuals and groups based on interest, occupation, and demographic measures while delivering viable information to such individuals and groups.
- Conversations made more efficient via the web
- Focus on listening in order to facilitate conversations between companies and its constituents
- Core metrics: Influence and Engagement

Integrate With Other Strategies.



- **Web Strategy**
 - Having a solid website is the foundation, it should be the baseline where customers get their news about the company and products
- **Internet Marketing Strategies.**
 - This is how companies reach out with traditional affiliate networks, advertising on other sites, pay per click, search ad, and press and media relations online
- **Social Media Strategy**
 - Leveraging relationships and networks. The power of networks, raw and open feedback, existing social networks that people use

Social Media Quick Facts.

- Staying Current and Accessible
 - 88% surveyed marketers are using social media, BUT 72% are new users within the past few months
 - 81% report efforts generated more exposure for their business
 - 1 in 2 found social media generated qualified leads
 - 1 in 3 found social media helped close business
- The Only Cost is Your Time
 - 64% of marketers use social media for 5 hours or more each week; 39% for 10+ hours weekly
- Recession Proof
 - cost-effective and efficient marketing tool that connects directly with customers

Advantages.

- Marketing
 - Close business deals
 - Improve traffic and exposure
 - Build partnerships
 - Generate qualified leads
 - Reduce marketing expenses
 - Helped rise in the search rankings (SEO)
- Outreach
 - Identify a market, build a community
- Measurable
 - gauge effectiveness of efforts
- Interactivity

Social Media Glossary.¹

- **Comments:** Replies or opinions in reference to the topic at hand; usually left on blog posts.
- **Groundswell:** A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations.
- **Influencer:** A person specialized in a specific subject matter and highly recognized in an online community that has the ability to sway others' thoughts; **key influencers** are seen as references or for assistance on specific subject matters.
- **Message Boards/Forums:** An online discussion site; people looking to discuss particular issues or needing support post threads (a message) on the forum or message board in hopes to gain more information or start a conversation.
- **Microblogging:** A form of blogging where the entries/posts are limited to a certain amount of characters or words, i.e. Twitter.
- **Online community:** a group of people using social media tools and sites on the Internet.
- **RSS Feed:** Really Simple Syndication; a system that generates frequently updated information from a site (i.e. blog posts, articles).
- **Search Engine Marketing (SEM):** Is a form of Internet marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs). According to the Search Engine Marketing Professional Organization, SEM methods include: search engine optimization (or SEO), paid placement, contextual advertising, and paid inclusion.
- **Search Engine Optimization (SEO):** Is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results.
- **Social Bookmarking:** A method for people to search, organize, store and share items (i.e. blog posts, online articles, pictures, etc.) of interest using the item's URL.
- **Social Networking Sites:** Large sites that host multiple communities comprised of people with profiles who have with similar interests. These sites offer a place where people engage with one another online and share content.
- **Tweet:** The post/entry made on Twitter.
- **Hashtag:** Similar to regular tags, these are keywords associated and assigned to an item of content with a hash mark (#) attached to the front of the word. Hashtags make it easier to follow a topic of interest discussed on Twitter
- **Tags:** a keyword or term associated and assigned to an item of content (i.e. blog post, video, photo, etc.). Usually added to an item of content to enhance search engine optimization and make it content easier to organize and find.
- **Web 2.0:** Is the business revolution in the computer industry caused by the move to the Internet as a platform, and an attempt to understand the rules for success on that new platform.
- **Widget:** A mini application that performs a specific function and connects to the Internet.
- **Wiki:** Webpage(s) used to collect content about a topic. Anyone with access to the page(s) can edit or modify the information.

Social Media Tools.

twitter

 blogs

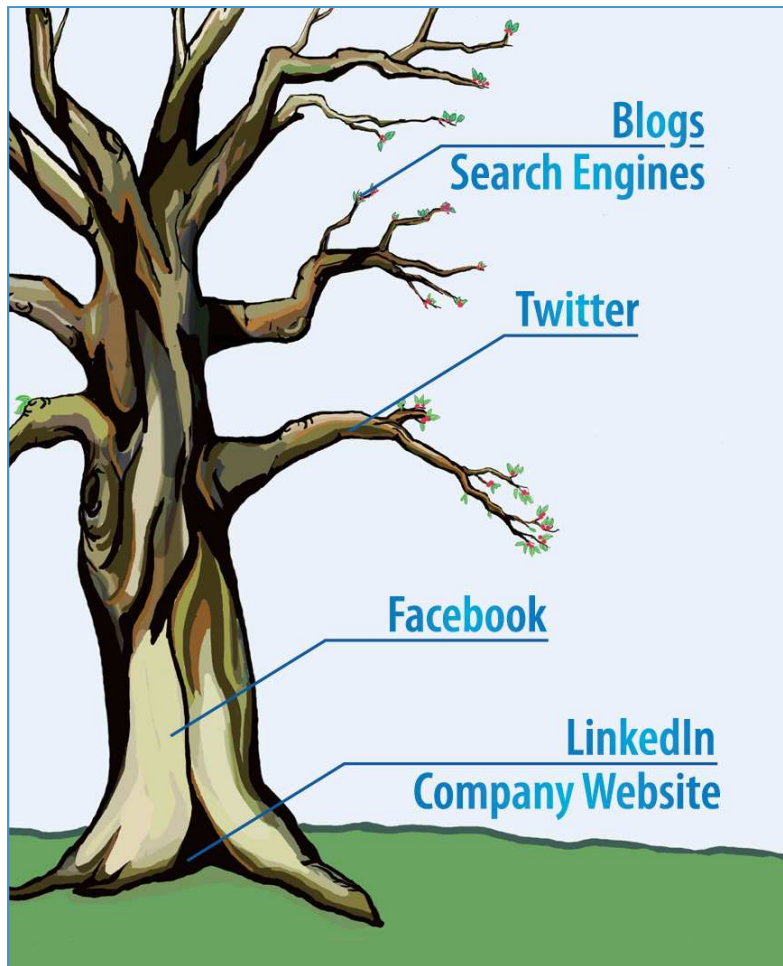
Linked  [®]



(in order of highest use by marketers)

- Twitter
- Blogs (Wordpress, Typepad, Blogsmith, MoveableType, Blogger)
- LinkedIn
- Facebook

Social Media: A Growing Tree.



- Roots—LinkedIn and Company Website
 - Informative, online sales, business, employment opportunities
- Trunk—Facebook
 - Robust functionality, flexibility, greatest user population
- Branches—Twitter
 - Time sensitive messages, offers, promotions
- Leaves—Blogs and Search Engines
 - Adds personality, feedback, discussion

LinkedIn.



Julie Miller (2+)
Director, Business Enterprise Ctr at Wright State University
Lima, Ohio Area | Higher Education

Current

- Director, Business Enterprise Ctr at Wright State University

Past

- marketing at Midmark Corporation

Education

- Wright State University

Connections 24 connections

Public Profile <http://www.linkedin.com/pub/julie-miller/12/864/614>

Experience

Director, Business Enterprise Ctr
Wright State University
Higher Education Industry
November 1997 – Present (12 years 1 month)

marketing
Midmark Corporation
Privately Held, Medical Devices Industry
March 1990 – April 1996 (6 years 2 months)

Education

Wright State University
MBA Management, Innovation and Change
2004 – 2006

Contact Settings

Interested In

- expertise requests
- reference requests
- business deals
- getting back in touch

[Send a message to Julie Miller](#)

The Ladders Find \$100K+ jobs in your area

How you're connected to Julie

```
graph TD
    You --> Stephanie[Stephanie Forsthoefel]
    Stephanie --> Julie[Julie Miller]
```

Viewers of this profile also viewed...

- Nancy Henson
Employee Development Specialist
- Christy Shell
Owner, Team Asset Consulting and...

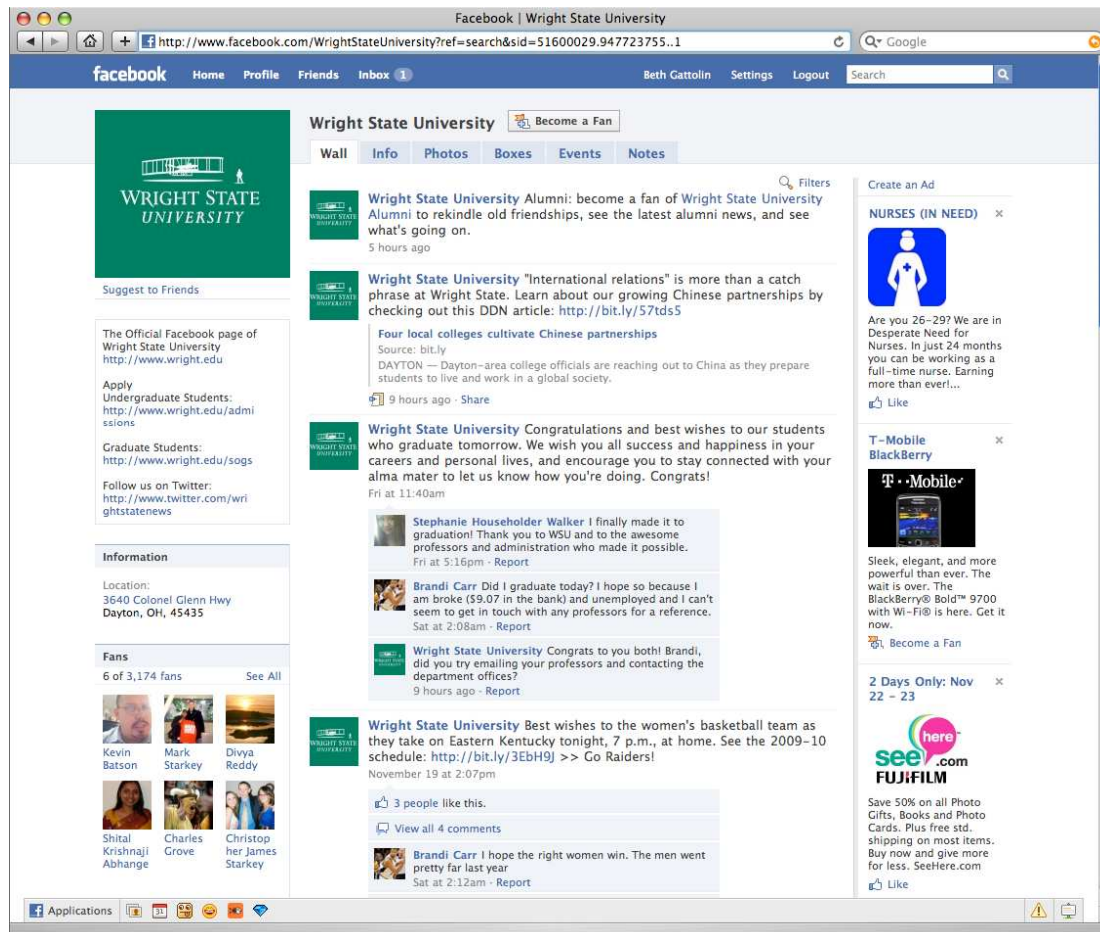
- Business-Oriented Social Networking
- Primarily used for: connecting
- 50M Users in 170 industries in 200 countries
- Primary demographic: 35 to 55
- Ideal fit for: service providers, industry associations
- Biggest opportunity: creating thought leadership via Q&A and Groups
- Biggest challenge: time commitment
- Metrics: profile connections, best answers, group members, discussions
- Helpful tools: Applications, Salesforce plug-in

The Business of Social Media.

Case Study: The Weather Channel on LinkedIn.

- The Weather Channel closed a deal using LinkedIn to acquire sites Lakerentals.com and Coastrentals.com²
 - *Steve Hassett*, VP of New Ventures at TWC, was contacted by the entrepreneur and owner of Lake Rentals and Coast Rentals via an InMail (messaging through LinkedIn)
 - Hassett commented, “I don’t know if we would have been aware of the opportunity if I didn’t have a profile on LinkedIn.”
- LinkedIn for B2B Marketing
 - Hassett adds “As a result of that success, I rewrote my profile to make it more of a billboard for what we are trying to do”

Facebook.



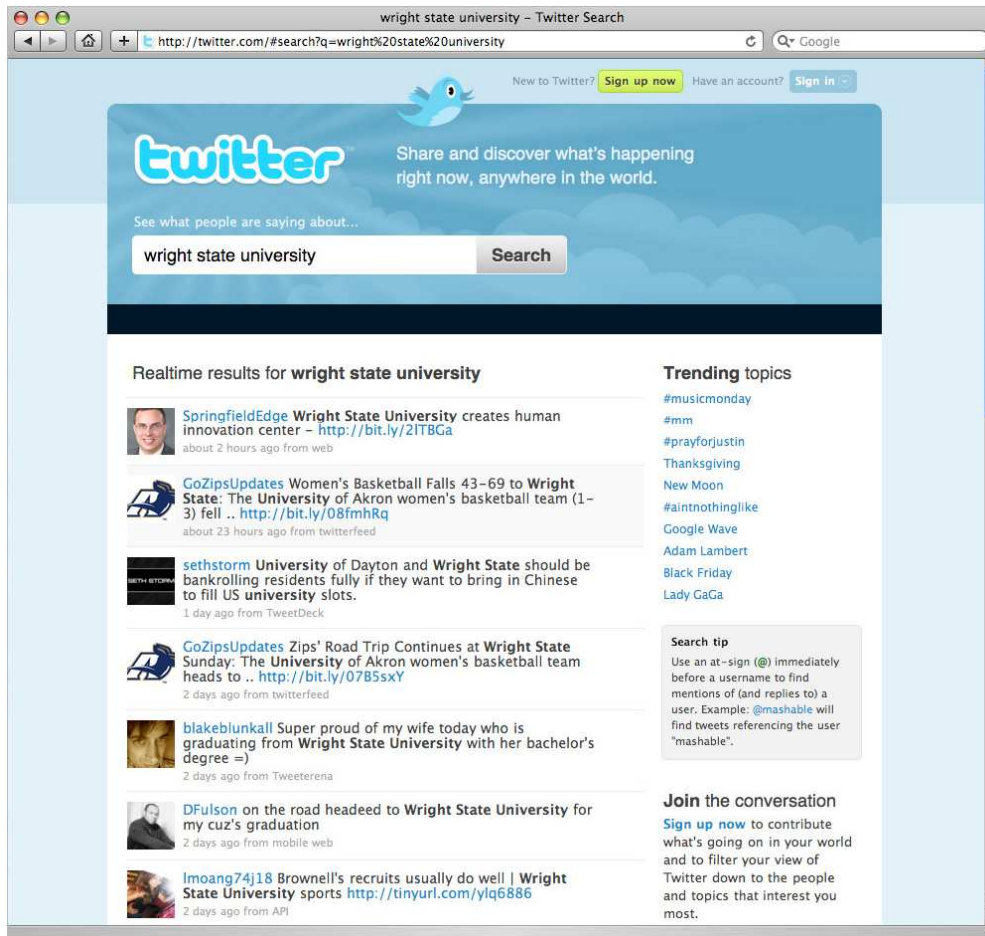
- Social utility used to efficiently communicate with individuals and businesses.
- 300M Active Users
- Primarily used for: connecting
- Primary demographic: 25 to 45
- Ideal fit for: entertainment, lifestyle brands, and non-profits
- Biggest opportunity: building fans
- Biggest challenge: few appreciate Facebook advertising
- Metrics: fans, comments, likes, wall posts
- Helpful tools: Lexicon, ad interface, applications, analytics, connect, etc.

The Business of Social Media.

Case Study: 1-800-Flowers on Facebook.

- 1-800-Flowers first retail transaction within Facebook³
 - Shopping widgets embedded into fan page
 - configured to deliver a return on advertising spend equivalent to, or better than, search advertising
 - “Slide of Life” Mother’s Day Gift—\$34.99
- Mother’s Day campaign pre-Facebook vs. Facebook shoplet
 - 41% higher sales per impression
 - 10.5x lift in interaction rates compared to standard banner advertising with A/B split testing⁴

Twitter.



- Social Networking and Microblogging
- 18M Active Users⁵
- Primarily used for: creating (microblogging)
- Primary demographic: 35 to 45
- Ideal fit for: service industry, sharing ideas
- Biggest opportunity: customer service, consumer insight, sales and marketing
- Biggest challenges: noisy; reliability issues; platform limitations
- Metrics: followers, @ replies, retweets, direct messages, custom hashtags
- Helpful tools: BingTweets, TweetBeep, TweetDeck, HootSuite, CoTweet, Mr. Tweet, Twitalyzer, blog plug-ins

The Business of Social Media.

Case Study: Dell on Twitter.

- Dell reports it has profited over \$3M since 2007 from its 600,000 Twitter followers who clicked through and purchased products⁶
 - \$1M selling refurbished products
 - How?—Customers sign up, become a fan and say, “here’s what I want,” and Dell delivers
 - 6-10 entries per week, 1/2 of which exclusive to Twitter

Blogs.



MIT Admissions | Blog: Celena '12

massachusetts institute of technology | freshmen admissions portal/community v. 2.0

1 LIFE + community at MIT | 2 LEARNING research & academics | 3 PULSE our mission & people | 4 BLOGS our daily adventures | 5 BEFORE stuff you can do now | 6 APPLY how, when, where... | 7 MIT + YOU mit in your area | 8 YOU + MIT visiting us, tours, etc. | 9 FINAID how to pay for MIT | 10 Info for PARENTS | 11 Info for SCHOOLS | 12 mit admissions

explore & discover mit

blog/
celena '12
san francisco, ca
course 15
celena@mit.edu

Sup, I'm Celena '12. I'm from the San Francisco Bay Area, where there are no seasons. I live in my flip flops (yes, even in the snow) and am super laid back (maybe even to a fault?). I live for good Asian food, exploring new cities, shopping, bubble tea, gorgeous sunsets, and great friends. I have declared Course 15 (Management Science) and am thinking of either adding or minoring in 14 (Economics) or doing Prelav.

I'm doing things a little bit differently than the other bloggers. I will be the first one to admit that I am not too skilled with the written word, so this will be a video blog. It's a not so big secret that a part of me wants to be some sort of television woman, so you could say that through this blog I'm pursuing a little dream of mine.

You're going to see MIT the way I see it. You'll meet my friends, my professors, and any other strangers I may encounter along the way. So hang on tight, make sure you're sitting in a comfy seat, and press play.

RSS feed for my blog

Recent Entries

TGIF!
November 15, 2009 | After a long week comes...a FEAST!
Posted in [Work/Play Balance At MIT](#) | 10 Responses

MIT is Utopia
October 15, 2009 | Because the nice guys were here.
Posted in [Miscellaneous](#) | 14 Responses

Welcome to my home
October 04, 2009 | Feel free to chill in here
Posted in [Residential Life / Housing Options](#) | 37 Responses

Complete Archives

11.15.09	TGIF!	posted in Work/Play Balance At MIT
10.15.09	MIT is Utopia	posted in Miscellaneous
10.04.09	Welcome to my home	posted in Residential Life / Housing Options

life • learning • pulse • blogs • before • apply • mit + you • you + mit • financial aid • for parents • for schools • home

MIT admissions office • 77 mass ave, 3-108 • cambridge, ma 02139 • tel 617.253.3400 • email us • privacy & nondiscrimination policies

- Website containing entries made by an individual or group on a personal or professional basis
- Internally—enhance the communication and culture
- Externally—enhance marketing, branding, public relations
- Primarily used for: creating
- Primary demographic: 35 to 55
- Ideal fit for: about anything
- Biggest opportunity: develop thought-leadership
- Biggest challenge: requires significant resources over time
- Metrics: feed subscribers, comments, visits, unique visitors, page views, Technorati rank, pingbacks, inbound links, visibility in search engines
- Helpful tools: WordPress plug-ins

The Business of Social Media.

Case Study: Lion Brand Yarn Blog.

- Bi-Weekly podcast with 15,000 – 20,000 downloads with downloads and “knit-along” blog⁷
 - Drove impressive ecommerce at the brand site
 - Those who visited the company’s social media were 41% more likely to buy at the website
- 2009 Forrester Groundswell B2C Talking Award⁸

Social Media Cheat Sheet.⁹

LinkedIn

- Primarily used for: connecting
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Facebook

- Primarily used for: connecting
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Twitter

- Primarily used for: creating (microblogging)
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- Biggest opportunity: customer service, consumer insight, sales and marketing
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Blogs

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Top 3 Questions Answered.

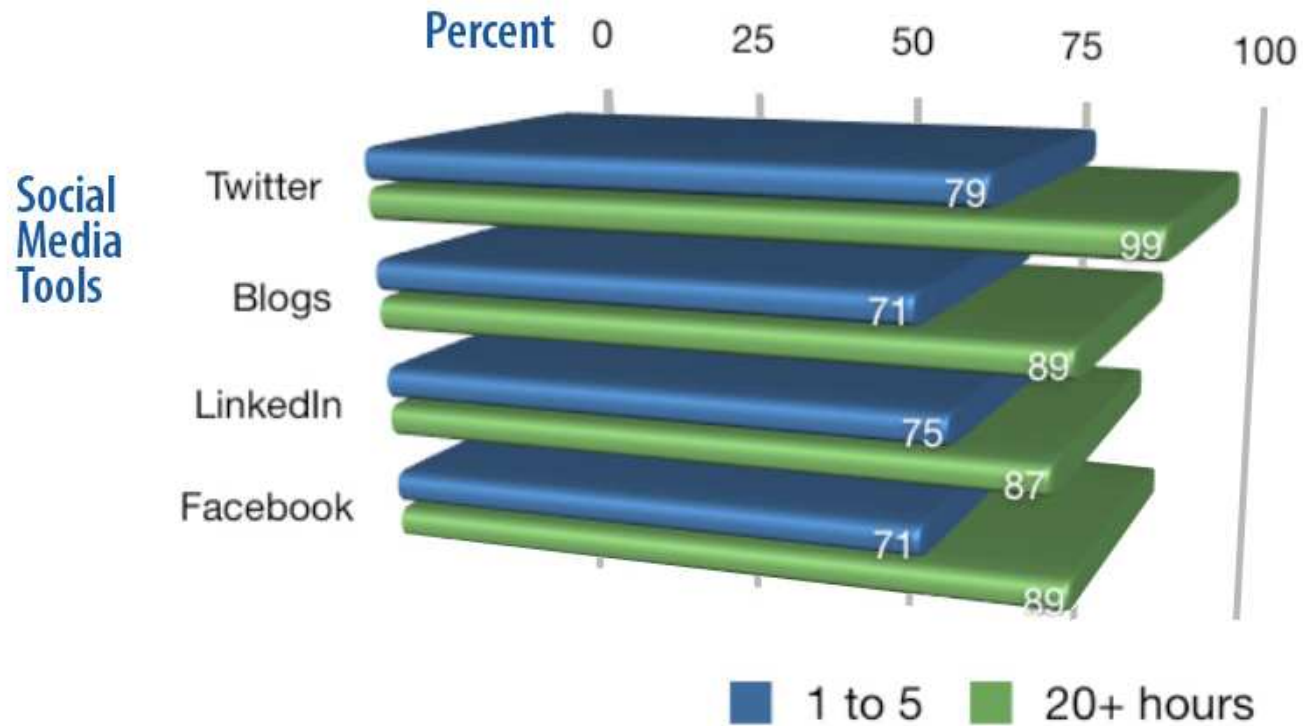
- What are the best tactics to use?
- How do I measure the effectiveness of social media?
- Where do I start?

Strategy: Tactics.¹⁰

- Identify business type and demographic—Match to appropriate social media platform
 - e.g. Owners of small businesses (2-100) were more likely than others to use social media—84.2% reporting benefits
 - Sole proprietors more likely than others to see benefits, including greater reduction in marketing costs
- Integrated approach
- Time/experiences and effectiveness
 - 61.62% of marketers who have been social media for years report it has helped close business
 - More than 1/2 spending more than 16 hours/week close business
 - 6+ hours/week on social media marketing have exceptionally positive results
- Improve Search Rankings
 - 80% marketers report rise in search rankings, most report strong improvement
- Improve Traffic
 - 2 of 3 saw traffic increase with as little as 6+ hours/week on social media

Strategy: Time.

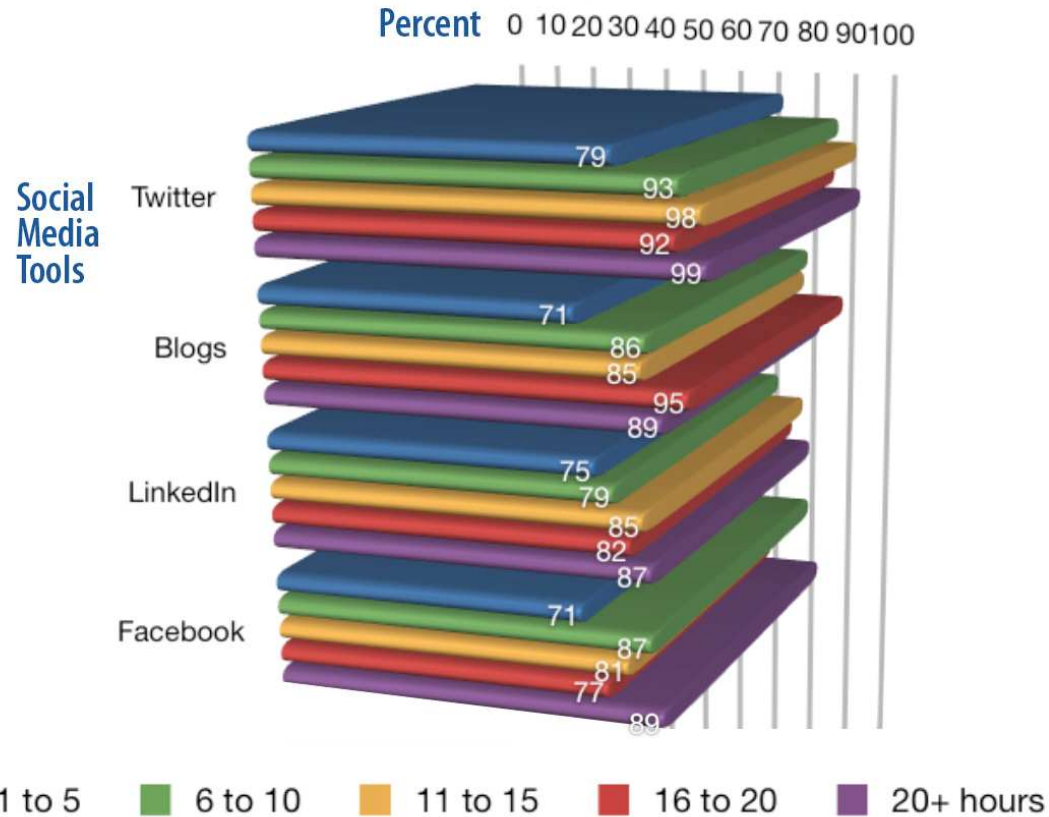
Small vs. Great Time Commitment



The Business of Social Media.

Strategy: Time Breakdown.

Tools Based On Weekly Time Investment



Strategy: Etiquette.¹¹

- Personal Self vs. Professional Self
 - Rule of Thumb: LinkedIn = Business, Facebook = Personal
 - Remain cautious overall with information shared if “friends” and “connections” are a mix of personal and professional online
- Generational importance and tension
 - Younger demographics—fully integrated into daily communication
 - Older demographic—may have presence but not essential to daily life
- Regional Customs
 - E.g. answering Blackberrys during meeting OK on East Coast, but considered rude in Midwestern regions
- Pecking Order—when to respond
 - Phone call—sooner than 24 hours
 - email—within 24 hours
 - Social Media—much more flexible time-frame
- Evolves with trends

Measuring Effectiveness.

- Mining Conversational Data
- “The direct unfiltered brutally honest nature of much online discussion is black gold... Texas Tea to companies that want to spot trends or find out what customers really think.”

—*The Economist*, 3/11/06

Measuring Effectiveness.

- What do you want to measure?¹²
 - Qualitative: corporate reputation, conversations or customer relationship
 - Quantitative: traffic, sales or SEO ranking, we can take a more quantitative approach.
- Measure Metrics¹³
 - Assign monetary value to metrics
 - What is the desired ROI (Return On Investment)?
 - Google Analytics, Omniture, Feedburner, etc.
 - Standard “Engagement” metrics: Unique visitors, Page views per visitor, Time spent on site, Total time spent per user, Frequency of visits, Depth of visit, Conversion
 - Social Media metrics: Content Consumption, Content Contribution, Social Bookmarking, Subscribing to RSS Feed, Emailing Posts, Who is talking about you (search engines), Profile Engagement

Monitoring and Tracking: How?

- Key Employees and Public Facing Figures
- Company Name
- Hot Industry Sites
- Company URL(s)
- Product/Service Names
- Product/Service URL(s)
- Track your competitors
- Employee Activity
- Newsgroups
- SERPs (Search Engine Results Page)
- Blog Comments

Monitoring and Tracking: Where?

- Google Analytics
- Feedburner
- Hit Tail
- Measure Map
- Industry Hang Outs
- Authority Sites (Technorati, Google)
- Microblogging (Twitter)
- Social Bookmarking
- Networks (Facebook, LinkedIn)
- Content Communities (Flickr, YouTube, Google Video)

Building Social Media Presence.

- Mock Company “Delish’Us Sweets and Treats”
- Create Facebook Profile AND Fan Page
- Create Twitter Account
- Create Basic Blog on WordPress (will need to find hosting site and pay for URL first)
- Create LinkedIn Profile
- ((add “live” demonstration in web browser))
- ((will provide logo, basic blog entry verbiage, and content for FB/LinkedIn profile and FB fan page))
- ((do you need step-by-step instructions for handouts after live presentation?))

Example: Cisco Website.

The screenshot shows the Cisco website homepage. At the top left is the Cisco logo. To the right, there are links for "Worldwide [change]", "Log In", "Account", "Register", and "About Cisco". Below these is a search bar with a "Go" button. A navigation menu contains "Solutions", "Products & Services", "Ordering", "Support", "Training & Events", and "Partner Central". The main banner features the text "do you flip?" in large blue letters, followed by "Purchase a Flip Video camcorder and get a free accessory." Below this is the "ultraHD" logo and the text "Simple, colorful, and amazingly affordable." A "Buy Now" button is present. To the right of the text are five Flip camcorders in various colors (purple, yellow, black, silver, and white). Below the camcorders are four small thumbnail images. Below the banner is a "LATEST NEWS" section with a link to "The Journey to Greater Organizational Collaboration - 30 Nov 2009" and a "View All News" link with a RSS icon. To the right is a "QUICK LINKS" section with a dropdown arrow. Below the news section are three promotional boxes: "Information for:" with links for Small Business, Enterprise, Service Provider, Consumer, and Government and Education; "Bring CyberSecurity Awareness to Students" with a sub-headline "Give kids the skills to navigate the online universe safely." and a "Learn More" link; and "Data Center Virtual Tradeshow" with a sub-headline "Live Event Dec. 15 - 16" and a "Register Now" link. At the bottom, there are links for "Contacts", "Feedback", "Help", and "Site Map", followed by a copyright notice: "© 1992-2009 Cisco Systems, Inc. All rights reserved. Terms & Conditions | Privacy Statement | Cookie Policy | Trademarks of Cisco Systems, Inc."

Example: Cisco on Twitter.

The screenshot shows the Twitter profile for Cisco Systems. The header includes the Twitter logo and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile name is Cisco Systems, with a location in Silicon Valley and a website link to http://blogs.cisc... The bio states: "News and info about Cisco, our CEO and execs. I am @John_Earnhardt and am your tourguide on our official Twitter feed. Cisco Support @ http://www.cisco.com/tac". Statistics show 2,524 following, 19,339 followers, and 578 listed. The tweet count is 1,680. The main content area features several tweets: a pre-registration announcement for the Cisco Financial Analyst Conference webcast (#CSCOFAC), a reminder for the Cisco 2009 Webcast TOMORROW, a CSR report link, a congratulatory tweet for Stanford's Toby Gerhart, and a link to the Cisco 2009 Corporate Social Responsibility (CSR) Report. The right sidebar includes sections for Favorites, Lists (@CiscoSystems/cisco-tweeters), Actions (block CiscoSystems, report for spam), and a grid of accounts being followed, including various Cisco employees and partners like Intel and WSJ.

The Business of Social Media.

Example: Cisco on LinkedIn.

The screenshot shows the LinkedIn interface for the Cisco Systems company page. At the top, the LinkedIn logo is followed by navigation tabs for People, Jobs, Answers, and Companies. On the right, there are links for Account & Settings, Help, Sign Out, and Language. Below the navigation, the account type is set to Basic, and a search bar for companies is visible. The main content area is titled 'Cisco Systems' and includes a description of Cisco Consumer Products, a list of specialties, current employees, and related companies.

Linked in People Jobs Answers Companies Account & Settings | Help | Sign Out | Language

Account Type: Basic | Upgrade Search Companies Search

Companies Companies Home | Add Company | FAQ

Cisco Systems

Last edited by Vice President of US & Canada Retail Sales, Cisco Consumer Products

Cisco Consumer Products Including Linksys wireless Routers and Flip shoot and share cameras.

Cisco (NASDAQ: CSCO) enables people to make powerful connections-whether in business, education, philanthropy, or creativity. Cisco hardware, software, and service offerings are used to create the Internet solutions that make networks possible-providing easy access to information... [see more](#)

Specialties

Consumer Networking, Flip Video Cameras, Networking, Security, Unified Communication, Telepresence, Collaboration, Data Center, Virtualization, Unified Computing Systems

Current Employees (500+ total, 2 in your network)

- Maura Yoslov**, Executive Admin through Amy Yoslov-Llaneta
- Frank Grant**, Sr. Director of North American Healthcare through Byron Norfleet
- Diogo Vasconcelos**, Distinguished Fellow , Internet Business Solutions Group IBSG
- Sinead McDonnell Borgersen**, Sales Manager
- Riaz Syed**, HR Specialist

[See more »](#)

Related Companies

Divisions

- Linksys
- Scientific Atlanta

Subsidiaries

- Orly Serviços de Inteligência
- OPENLINK Sistemas de Redes de Datos, C.A.
- Plexus-Technologies

Acquisitions

- Nuova Systems
- Pure Networks
- Pure Digital Technologies
- IronPort Systems
- WebEx

Career path for Cisco Systems employees

before: after:

- Nortel Networks • Microsoft
- Hewlett-Packard

Cisco Systems employees are most connected to:

- Avaya
- Yahoo!
- Symantec

[See more »](#)

The Business of Social Media.

Example: Cisco on Facebook.

The screenshot shows the Cisco Facebook page layout. At the top, the Facebook navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and a search bar. The Cisco profile header features the Cisco logo, a 'Welcome to the human network.' message, and a 'Suggest to Friends' button. Below this is a 'Cisco' profile card with a 'Become a Fan' button and navigation tabs for 'Wall', 'Info', 'News', 'Twitter', 'YouTube', and 'RSS/Blog'. The main content area displays three posts: 1) 'Cisco Financial Analyst Conference 2009 Tomorrow...' with 11 likes; 2) 'Cisco Happy hour for fish?...' with 19 likes; and 3) 'Cisco Cisco to host its annual Financial Analyst Conference webcast...'. A 'Fans' section on the left shows 6 of 24,953 fans. On the right, there are two advertisements: 'You Can Change his Spots' for PetVile and 'Blue Nile' for engagement rings.

Sources

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³<http://www.getelastic.com/first-facebook-sale/>

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⁵<http://mashable.com/2009/09/14/twitter-2009-stats/>

⁶<http://www.fastcompany.com/blog/clay-dillow/culture-buffet/dell-tweets-3-million-revenue-while-twitter-still-searches-profit>

⁷<http://www.groundswelldiscussion.com/groundswell/awards2009/detail.php?id=149>

⁸<http://blogs.forrester.com/groundswell/2009/10/winners-of-the-2009-forrester-groundswell-awards.html>

⁹<http://ldsmediatalk.com/2009/09/02/comparison-of-social-media-sites/>

¹⁰<http://mashable.com/2008/07/23/corporate-social-media/>

¹¹<http://www.forbes.com/2009/10/09/social-networking-etiquette-entrepreneurs-management-wharton.html>

¹²<http://mashable.com/2008/07/31/measuring-social-media-roi-for-business/>

¹³<http://www.searchenginejournal.com/measuring-social-media-marketing-its-easier-than-you-think/5397/>