

Printers AND Social Media

January 20, 2010

Pat McGrew



Kodak

The worst thing anybody can
say about your company is ...

Nothing.



Kodak

Social Media: The Kodak 4 E's

- ✓ Engage
- ✓ Educate
- ✓ Excite
- ✓ Evangelize



When Kodak talks to Printers and other Media Professionals about Social Media we focus on:

- What it is
- How you benefit
- Getting started (Crawl)
- Next steps (Walk)
- Getting closer to your customers (Run)
- Increasing revenue & higher profits (Fly!)



What is it?

It is more that a bunch of new companies with strange names....

Twitter, Facebook, YouTube, ...

We put together a booklet for you that describes...





...the landscape, Getting started, Examples, Myths, Guidelines, and more!


http://www.kodak.com/US/images/en/corp/aboutKodak/onlineToday/Social_Media_9_8.pdf

Engagement is the new ROI

-  TODAY ONLY Kodak Zi6 High Definition Pocket Video Camera (Refurb) \$107.97 w/Coupon at yugster. yugst... <http://tinyurl.com/cjbbb9>
• TECHYKIN, Tue 07 Apr 08:52 via Search
-  Kodak Gallery - Save 20% on photo books and more when you spend \$20 or more: <http://gpons.me/317375> Code: SPRING2020
• mycoupons, Tue 07 Apr 08:51 via Search
-  Struggling to choose the best pocketable HD camera. Flip HD/Kodak Z66/Vado HD are all good choices but all have shortcomings.
• igufl, Tue 07 Apr 08:51 via Search
-  About to go on WOOD Radio in Grand Rapids about Kodak printers & new ad campaign. My advice: Don't buy Kodak...based on my own experience.
• GreggStebben, Tue 07 Apr 08:44 via Search
-  Kodak MOM-A-THON, 1 million free Mother's Day cards <http://bit.ly/zW808>
• JJkobr, Tue 07 Apr 08:37 via Search
-  @YummyMummyClub Kodak MOM-A-THON, 1 million free Mother's Day cards <http://bit.ly/zW808>
• JJkobr, Tue 07 Apr 08:36 via Search
-  Kodak Zi6 720p Pocket Camcorder for \$113 - <http://dealnews.com/289520.html?ref=twitter>
• dealnews, Tue 07 Apr 08:35 via Search
-  Kodak Zi6 720p Pocket Camcorder for \$113 - <http://dealmac.com/289520.html?ref=twitter>
• dealmac, Tue 07 Apr 08:35 via Search
-  Radio interview about Kodak's new printer ads about cheaper ink...ads ignore what you'll pay in time because of shoddy products & cust svc.
• GreggStebben, Tue 07 Apr 08:34 via Search

 About to go on WOOD Radio in Grand Rapids about Kodak printers & new ad campaign. My advice: Don't buy Kodak...based on my own experience.
• GreggStebben, Tue 07 Apr 08:44 via Search

 Kodak is finally getting back its mojo <http://bit.ly/MCDcf>
• Jkamp, Wed 01 Apr 15:55 via Search

 Thinking of picking up a (<http://bit.ly/10dCBk>) Kodak Zi6.
• hallpass, Sun 03 May 02:03 via Search

So, what is your *Return on Ignoring?*



Opportunities and challenges

- Match skill sets
- Speed is your friend. Time is the enemy.
- Protect your Brand, Intellectual Property, Copyright
- The “voice” of Kodak – Got policies?
- Culture shift – Grow thick skin
- ROI Quest
- Scale “social” > 0’s
- The ugly ones



www.kodak.com/go/followus

blogs @ Kodak

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.The Flickr logo, with "flickr" in blue and "r" in pink, followed by a small "TM" trademark symbol.The Facebook logo, with the word "facebook" in white lowercase letters on a black rectangular background.

Grow Your Biz

Kodak



Last Year

Gord Weisflock = +1,200 followers

Pat McGrew = + 200 followers

Eastman Kodak Company, Business Confidential

Found this video by following [Gord Weisflock](#). Actually, I found the Kodak corporate blog from one of Gord's Twit.

So when was the last time you heard Kodak?

Here's an interesting video from Kodak to promote a career in the print communications industry online. Its an irony to put print and online in a single sentence, but it is all about getting the message out there.

← socialpr.blogspot.com

Looking for an awesome printing company in Wellington that isn't FullStop - any suggestions?



11:00 PM November 25, 2008 from TwitterFox

@bandit ...try Baseline Printing - <http://is.gd/93K0> - digital printing ask for andrea or scott Thompson (Nexpress 2500) 11:51 PM Nov 25th from TweetDeck in reply to bandit

Final Day for GraphExpo in Chicago.. come by and see us at booth 600! Special gift for twitter friends! 7:57 AM Oct 29th from web



@KodakiDigPrint = +1,800 followers
@JeffreyHayzlett = > 11,000 followers
@PatMcGrew = +1,500 followers
@GordWeisflock = +12,000 followers

@kodakIDigPrint Kodak releases PDF software as Mondi wins NexPress qualification > News > ProPrint <http://ow.ly/k4Wk> 10:52 AM Aug 14th from Hootsuite

@PatMcGrew will be tweeting and blogging from the TransPromo Summit <http://ow.ly/jNfS> 6:37 AM Aug 12th from HootSuite

@bryanyeager RT @Pat McGrew Just did the document strategy podcast from the transpromo summit! #tps099:37 AM Aug 14th from Tweetie


@GordWeisflock #Kodak at Print 09 <http://tinyurl.com/red3dt> about 6 hours ago from TweetDeck



Over 100 Kodak-centric videos have been uploaded to Kodak's YouTube Channel. YOU can do this too!

YouTube
Broadcast Yourself™ Home Videos Channels Shows Search Sign Out Subscriptions History Upload

Wilten Direct Customer Testimonial for KODAK PROSPER S10



0:02 / 1:34

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June 18, 2009
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Darrin Wilen, of the Wilen Group, describes his company's experience with the KODAK PROSPER S10 Imprinting System.

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Kodak Stream Inkjet Technology is capable of producing offset class output in terms of reliability, productivity, total cost of ownership and image quality offering enormous potential for the futur...

KodakTube
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The powerful Kodak Versamark Printing Systems help printers build a more productive and profitable business. In keeping with Kodaks commitment to be the best partner to help grow your business, the...

URL <http://www.youtube.com/watch?v=kCneM5k>

Embed `<object width="425" height="344"><param`