

Making Sense of Social Media

Strategies and Tactics for Facebook, Twitter and More

Peter Muir
President
Bizucate Inc.

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Who am I?

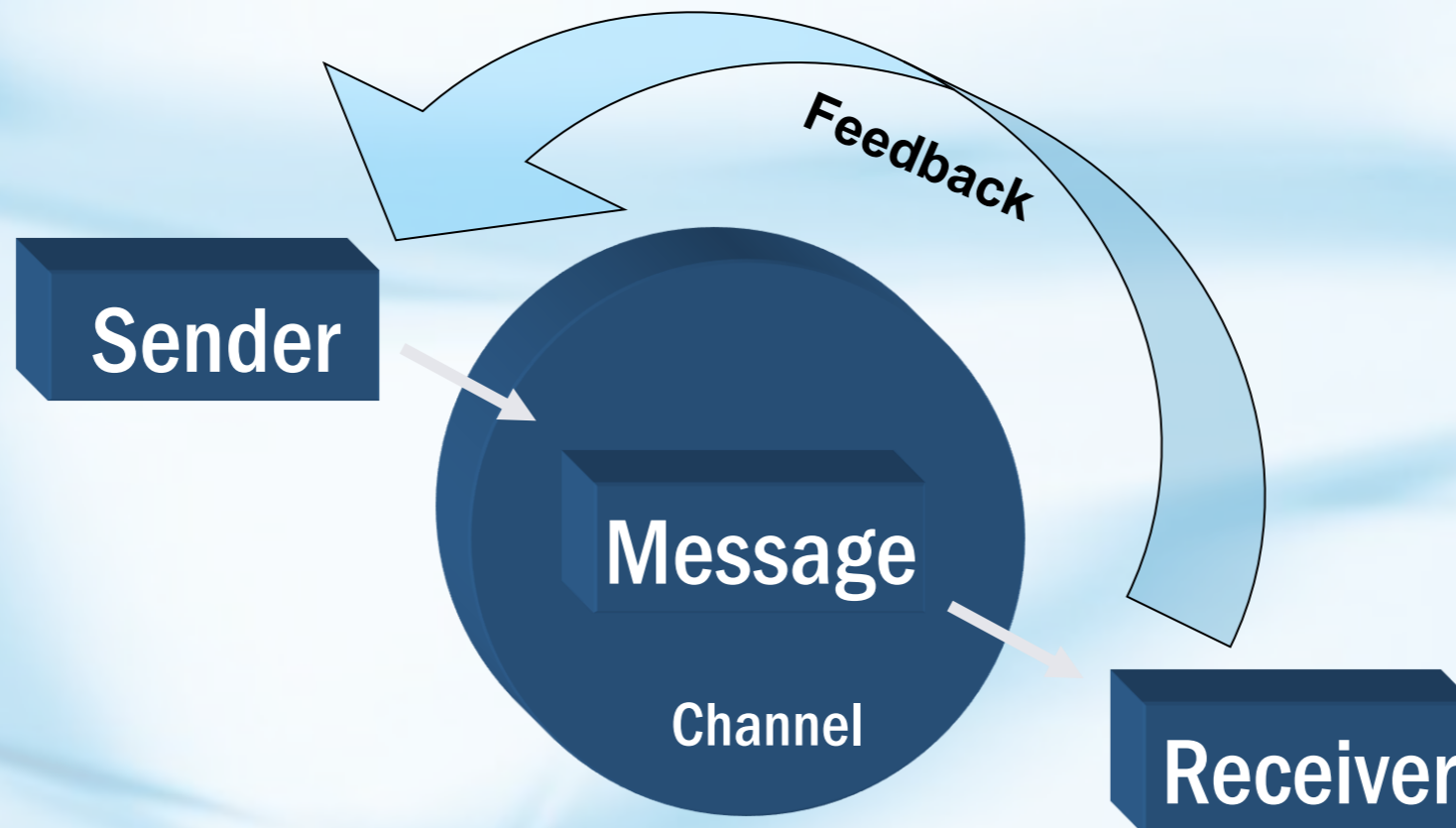
- Principal of an education, consulting and coaching company serving 4 kinds of customers
- I'm an entrepreneur of a small business similar to some of your competitors
- I'm a business owner, consumer, member and donor...just like many of you
 - B2B, B2C, A2M, NP2D

Where We're Going

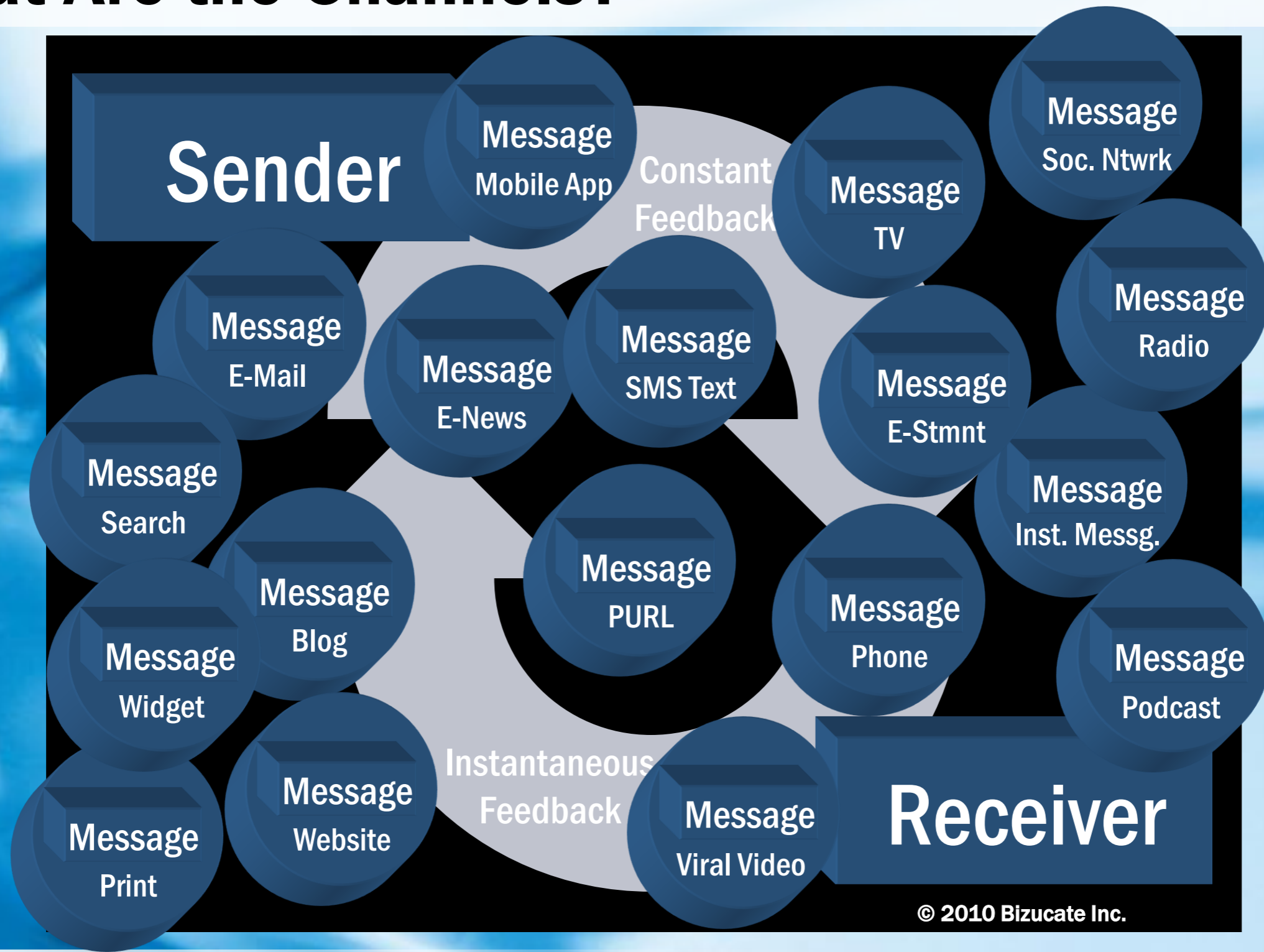
- What is “multi-channel”?
 - Examples
 - Common strategies
- What is “Social media”?
 - Examples
 - Common strategies
- How “multi-channel” & “social media” can work together

What is it?: Multi-Channel

- Refers to the numerous methods available to carry a message from a sender to receiver(s)
- Commonly used to convey marketing or brand development messages



What Are the Channels?



The Strategies Of Multi-Channel

- Giving your audience/customer the information they are looking for the way they want to receive it.
- To gather better response & analytics by providing more options to engage.
- Reach a wider audience while maintaining brand control on a number of fronts.

What Is It?: Social Networking

- A social structure made up of “nodes” of people/organizations connected by a shared interest, motive, belief, exchange, experience etc.
- Generally node’s are connected using a Social Networking service designed to streamline and aid the process of building relationships w/ existing connections and creating new connections with

What are some Social Networking Services?

- Blog
- Facebook
- LinkedIn
- Twitter

What are some Social Networking Services?

- Blog
- MySpace
- Facebook
- LinkedIn
- Twitter

- **Blog (Blogger, Typepad, Wordpress or private)**
 - Type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.
- **LinkedIn.com, Plaxo.com, Spoke.com, Orkut.com**
 - Business-oriented social networks allowing professionals to build a list of contacts and leverage the power of the network to meet new people
- **Facebook.com**
 - Social networking website where users can add friends and send them messages, and update their personal profiles to notify friends about themselves. Additionally, users can join networks organized by city, workplace, school, and region.
- **Twitter.com**
 - Micro blogging site, you “tweet” a message of 140 characters or less to followers
- **YouTube.com**
 - Video sharing website on which users can upload and share videos
- **MySpace.com**
 - Social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music and more
- **Shutterfly, Flickr, Snapfish**
 - Digital photo printing, free online photo albums and digital photo sharing
- **SlideShare.net**
 - Presentation sharing website users can upload, view and share presentation files
- **Box.net, Onehub, Basecamp**
 - Online collaboration: Online file storage, FTP replacement, team workspaces
- **Digg.com**
 - Social news website made for people to discover and share content from anywhere on the Internet, by submitting links and stories, and voting and commenting on submitted links and stories
- **Ning.com**
 - Platform for creating your own social network. Our passion is putting new social networks in the hands of anyone with a good idea.

Social Networking Strategies

- Build buzz
- Product/market research
- Diversify a more exact brand representation
- Create opportunities
- Engage with the clients in a less formal yet more targeted arena

Multi-Channel Communications & Social Networking

2 Chapters in the Same Playbook

- Social networking represents a major (and growing) channel within multi-channel communications.
- The two can be pursued independently
 - A multi-channel campaign using direct mail, PURL and follow up phone call
 - Or a social networking strategy employing Twitter to drive people to a Facebook page tied to a site to buy tickets for an event
- Many opportunities for social networks to work within a larger multi-channel campaign.

Multi-Channel Communications & Social Networking

2 Chapters in the Same Playbook

- Each social networking node represents a highly filtered group dictated by key market identifiers - beliefs, location, age, hobbies, job- paired with the refined informational databases driving more traditional marketing campaigns
- A multi-channel campaign that includes social network channels could produce finely tuned customer touches and/or provide acutely collected market behavior research.

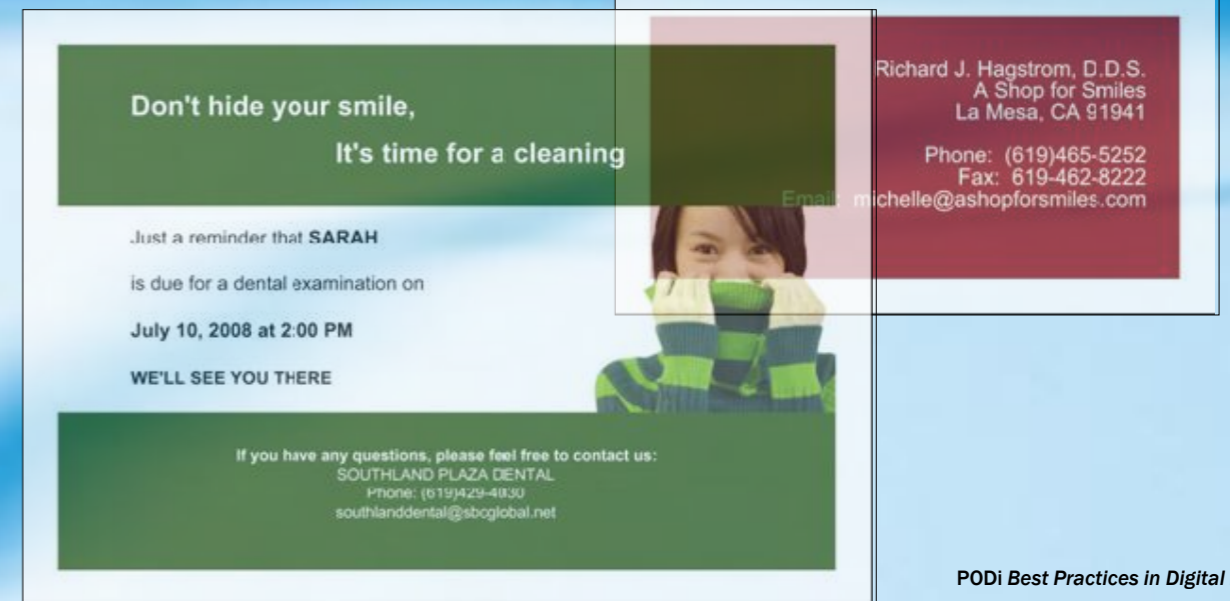
MultiChannel: Dentrix Helps Docs

- Goals

- Provide an automated alternative to customers that send appointment reminder in preferred communication method
- Reduce or eliminate the staff time needed to remind patients of their appointments

- Results

- Dental practices save time and money due to reduced labor for office staff
- An average of 15 hours of labor saved at each participating practice
- Reminders sent in requested channel: e-mail, SMS or printed post cards



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How Could Social Media Influence?

- Given the last vertical and service mentioned, how could social media have an effect on Dentrrix, the dentists and the patients?

Some Examples of Multi-Channel and Social Networking

- Twitter feed pointing to a PURL whose click through triggers a direct mail package
- A Facebook page used to gather customer feedback which is used to determine the details of a customer appreciation event
- A sponsored webinar offered to a LinkedIn professional interest group with an e-newsletter follow up

Where to Begin

- Determine you're internal needs & existing skill set
- Investigate the channels available that are conducive to your needs
- Explore how social networking services may contribute to a larger campaign
 - Be open to the idea that a social networking campaign may be enough
- Once you've identified a general idea of what channels and services may suit your needs *then* begin to research the nuances and strengths of each.
- The chain of use or combination of channels will result after the proper amount of research and adaptation are tested

Workshop Interjection

- **Workshop Interjection #1** Identify social networking or multi channel attempts your company has tried already, that they've read about other companies doing or even ones that they've experienced themselves.
 - What exists
 - What hasn't been thought of yet
- **Workshop interjection #2:** How do you currently use social networking?
 - Work, play, purchase (you're a "receiver" too!)
- **Workshop interjection #3:** What could be achieved by a multi-channel campaign or social network strategy?
 - Has it been done? Why/Why not?

Where We Went and Where to Go Next?

- What 3 things can you investigate and try as a result of this session?
- What 2 things will you stop doing as a result of this session?
- What 1 thing do you feel better about doing?

Thank You!

+1 585 230 7383 :Phone
pmuir@bizucate.com :E-Mail
bizucate.com :Website
bizucate.typepad.com :Blog
petermuir :Twitter
peter muir :Facebook
box.net/getbizucated :Box.net
LinkedIn: peter muir
Plaxo: peter muir
Slideshare: pimuir
Skype: pimuir
AIM: pimuir
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Geocache: pmuir

Post: 157 Hausman RD, Green Lane, PA USA
GPS: N40 20.281 W75 28.122



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