

how to engage
an audience
in social media



Introduction / agenda

- **A bit about me, us, them**
- **What is social media?**
- **What does this mean for marketers?**
- **The latest buzz word?**
- **Decisions, decisions**
- **Who's doing it?**
- **Where do I sign?**





Howard Scott

Digital Marketing Director

Sequence

howard.scott@sequence.co.uk

http://www.twitter.com/howard_scott

[Contracts Finder > Welcome](#)

GET EMAIL ALERTS



SEARCH FOR CONTRACTS

Enter keywords here



Search

WELCOME TO CONTRACTS FINDER

SUPPLIERS & BUYERS

FIND LIVE OPPORTUNITIES

PLACES TO FIND OPEN
OPPORTUNITIES WITH GOVERNMENT

SUPPLIERS



BUYERS



PUBLIC



FIND LIVE OPPORTUNITIES
TO TENDER FOR

PUBLISH LIVE OPPORTUNITIES, TENDER
AND CONTRACT DOCUMENTS

FIND OUT WHAT GOVERNMENT
HAS BOUGHT AND IS BUYING

- 15 years experience (*established 1995*)
- Full service digital agency with strategic, creative and technical skills in-house
- ISO 9001:2008 accredited & 14001
- 55 staff, Cardiff based

Sequence / portfolio



What is
social
media?





Social media uses Internet and web-based technologies to transform broadcast media monologues (one-to-many) into social media dialogues (many-to-many).

It supports the democratisation of knowledge and information, transforming people from content consumers into content producers. [wikipedia.com](https://en.wikipedia.org/wiki/Social_media)



**GOLF
SALE**

Social media marketing is about building ways that fans of a brand or company can promote themselves in multiple online social media venues. Wikipedia



Often when we speak of social media we refer to it as a whole, as if the phrase itself sums up one single channel



Of course that's far from the truth...

- Blogs & microblogs
- Social bookmarking
- Wikis
- Widgets & apps
- Forums & message boards
- Podcasts & vlogs
- Media sharing
- Virtual worlds & augmented reality

facebook

You Tube™

bebo

flickr

twitter

myspace®
a place for friends

LinkedIn



Most of the time we think of people using social media in this environment



Increasingly we also mean this



And this

What does
this mean
for
marketers?





Howard Scott

- Wall
- Info
- Photos
- Boxes
- +

What's on your mind?

Attach:

[Share](#)

[View Photos of Me \(15\)](#)

[Edit My Profile](#)

Write something about yourself.

Information

Relationship Status:
Married to
Linda Scott

Children:
George Scott, 1 year

Birthday:
07 April 1973

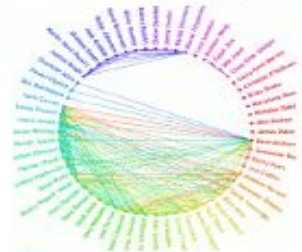
Current location:
London, United Kingdom

RECENT ACTIVITY

- Howard and Sean Brightman are now friends. · [Comment](#) · [Like](#)
- Howard commented on Robert Beattie's status
- Howard commented on Holly Davies's status



Howard Scott I generated my Friend Wheel.



Friend Wheel Generated
Howard used Friend Wheel to visualize their Social Network. Pretty, huh?
You can use Friend Wheel to see who knows who in your friends.

Yesterday at 09:27 via Friend Wheel · [Comment](#) · [Like](#)

• 50% of all UK Internet users have a Facebook account

• Average time spent online per month is 7 hours

• 60%+ access the site daily

Create an Advert

Advertise on Facebook



Reach over 250 million active users on Facebook. Learn how to connect your business to real customers through Facebook Ads.

Like

T-Mobile Mega Deal



What would you do with 1000 minutes and unlimited texts for £25 a month? £10 a month off line rental with the Nokia 5800 on T-Mobile.

Like

Free Palm Pre on O2

IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



Social media is about people

As marketers we need to stop viewing people as “consumers” or “users”



A revolution doesn't happen when a society adopts new tools.

It happens when a society adopts new behaviours. Clay Shirky



We have all adopted this new behaviour

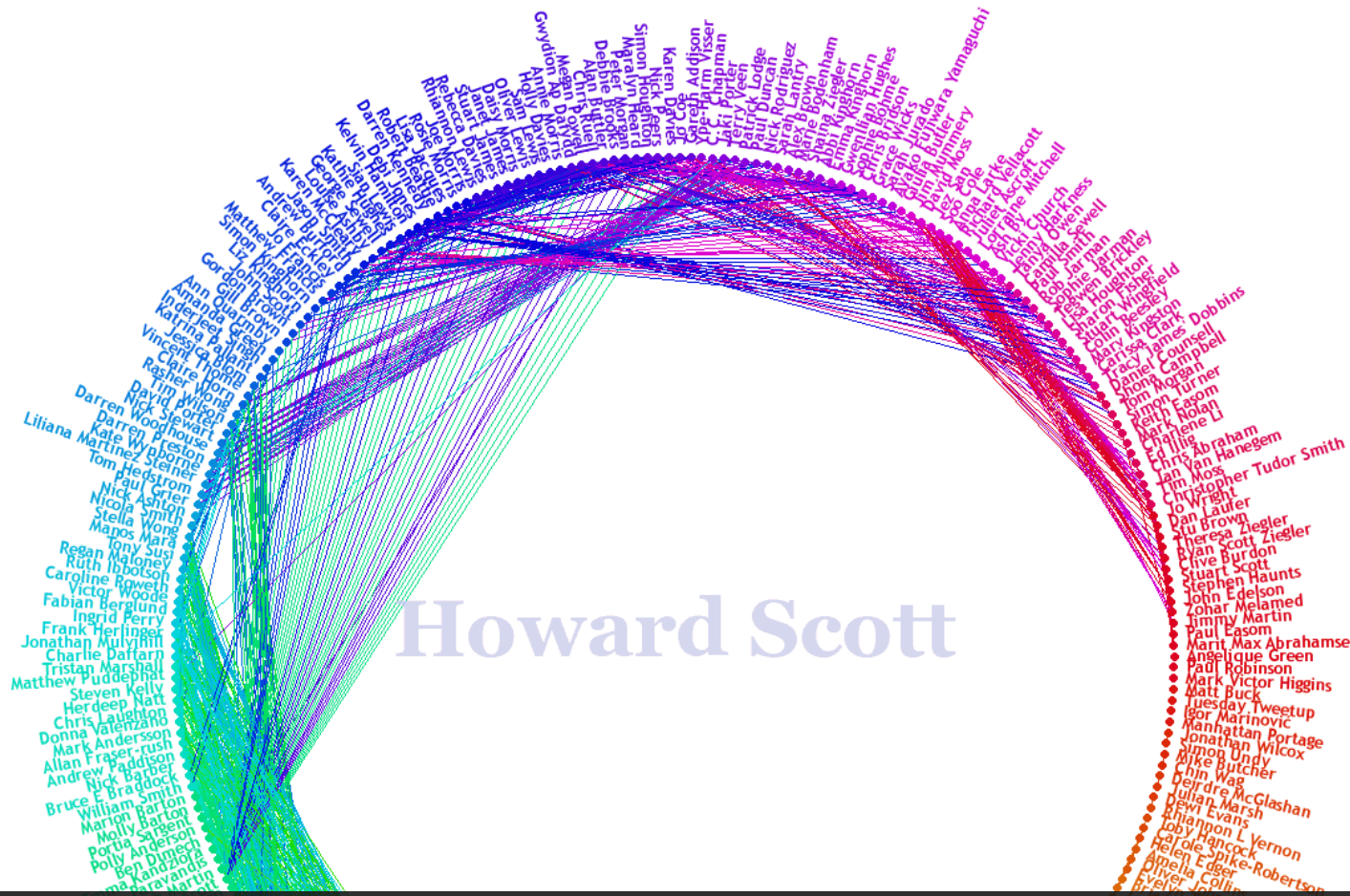


A huge shift has occurred in how you can engage with your audience...

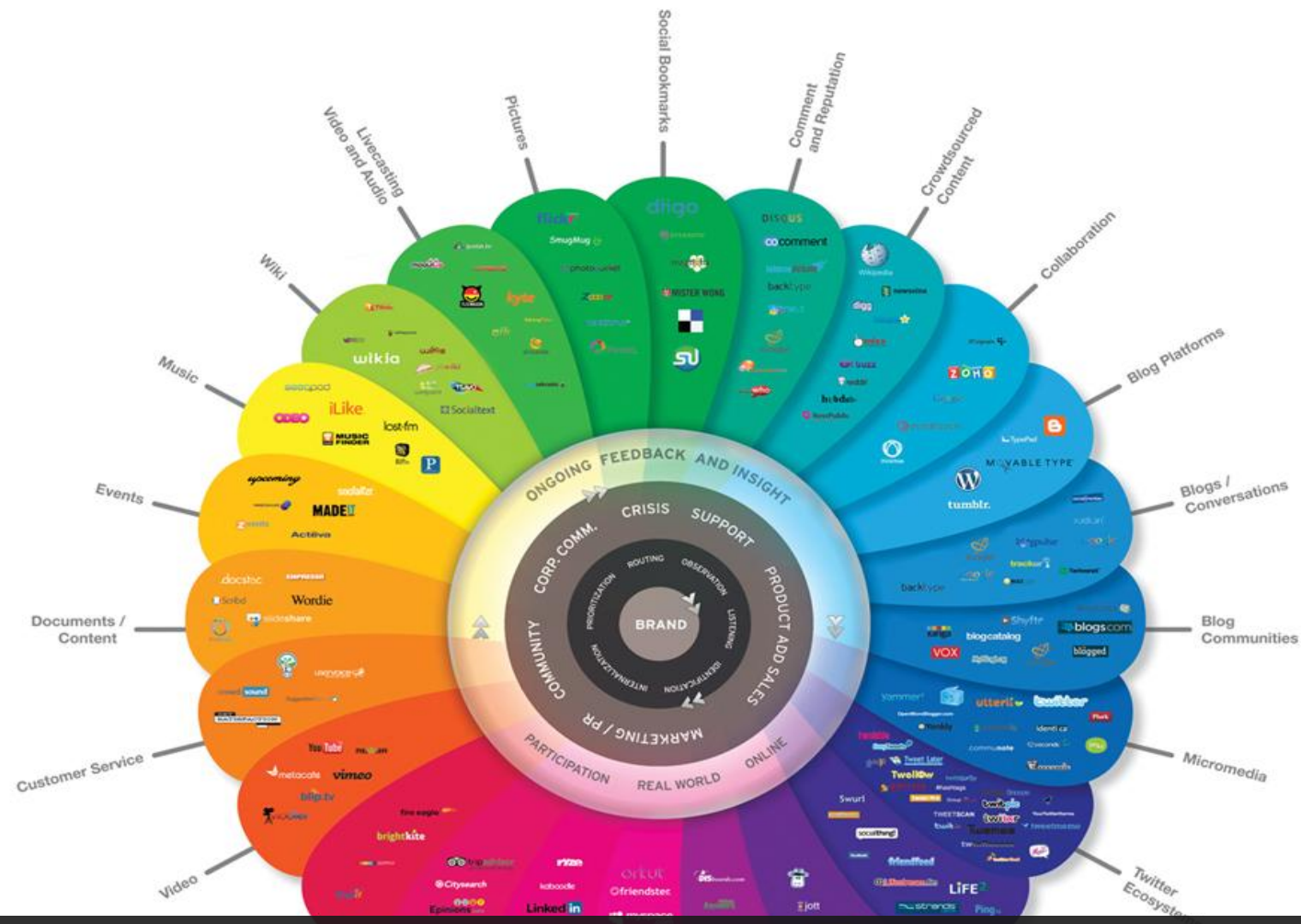
- Old marketing: Fire & forget, assume it's working, move on to the next thing
- New marketing: participate, discuss, stay involved, enjoy the dialogue with customers



Enable your customers to engage with your brand, services and products anywhere and anyway the want to



You cannot afford to be everywhere at once



But the sheer scale of the social web means that your customers, be they B2C or B2B, will be actively engaged somewhere within the space in close proximity to your competitors and other customers talking about your brand directly, or indirectly through general conversation about a sector or service



Go where your audience is already, don't try and get them to go to somewhere new that your brand just happens to own and thinks is a good idea



This doesn't mean you will lose control of your brand or activities.

It's not about control at all.

It's about taking part in what is already going on



The future of marketing is not about saying things to people

It's about doing things with and for people

The latest
buzz
word?





Society of Information Technology Management states, in call to public sector...

“...ignoring the use of sites like Facebook and Twitter is akin to ignoring the advent of the telephone at the start of the 19th century.”

(source: v3.co.uk 18th January, 2010)



You cannot ignore what is happening

Whilst your brand may not be involved directly yet, your customers are

And they're probably talking about you



STOP LOOK LISTEN

Social media requires good listening skills



73% of special media users think brands should base its customer service with the experience shared online
73% of UK shoppers consult online communities before buying a product or service

Buchanan, Social media study, opinion research corporation, September 2008
Quideo/YouGov, July 2008

Exploring the link between customer care and brand reputation, SNCR, April 2008

Decisions,
decisions

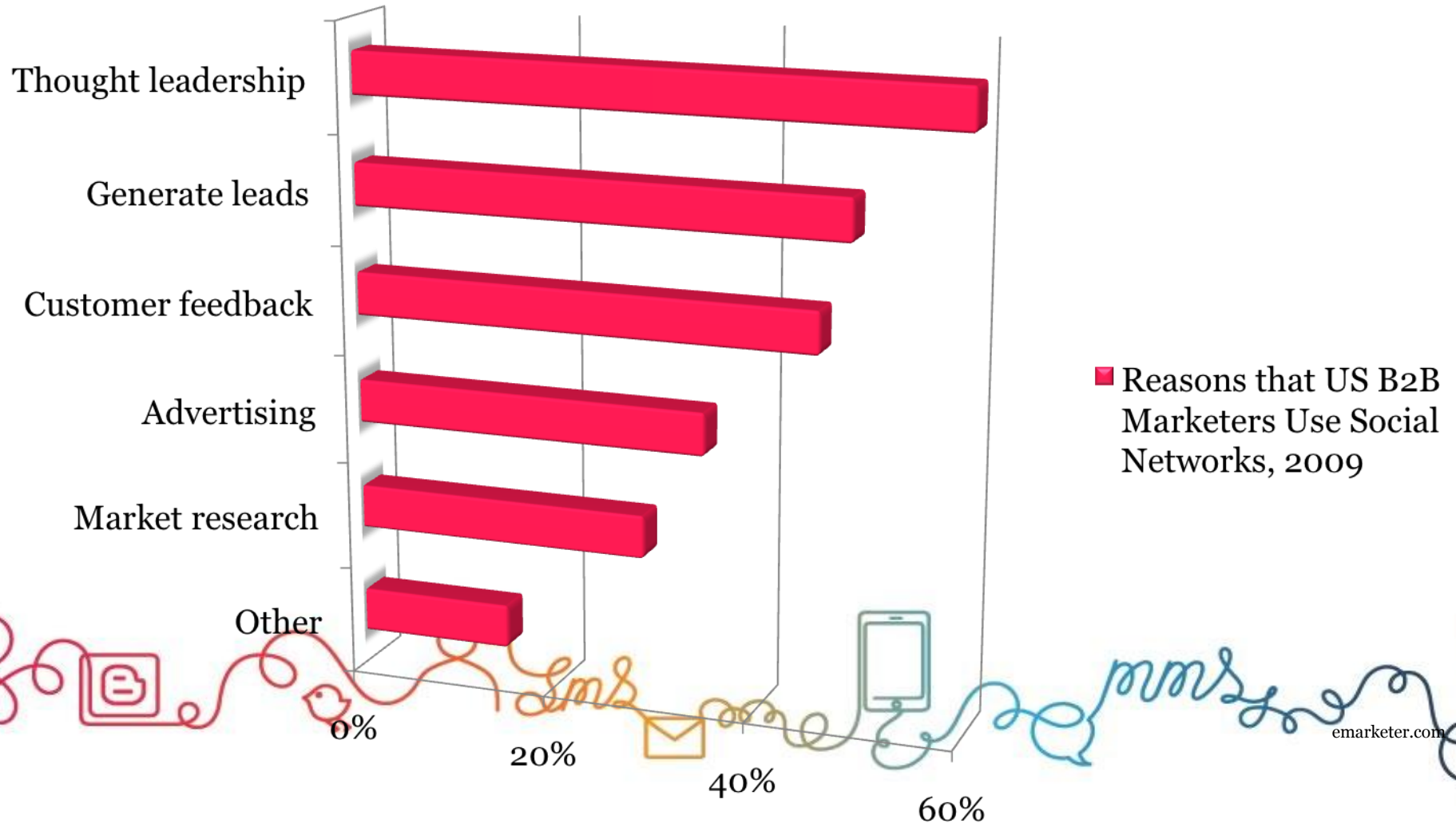


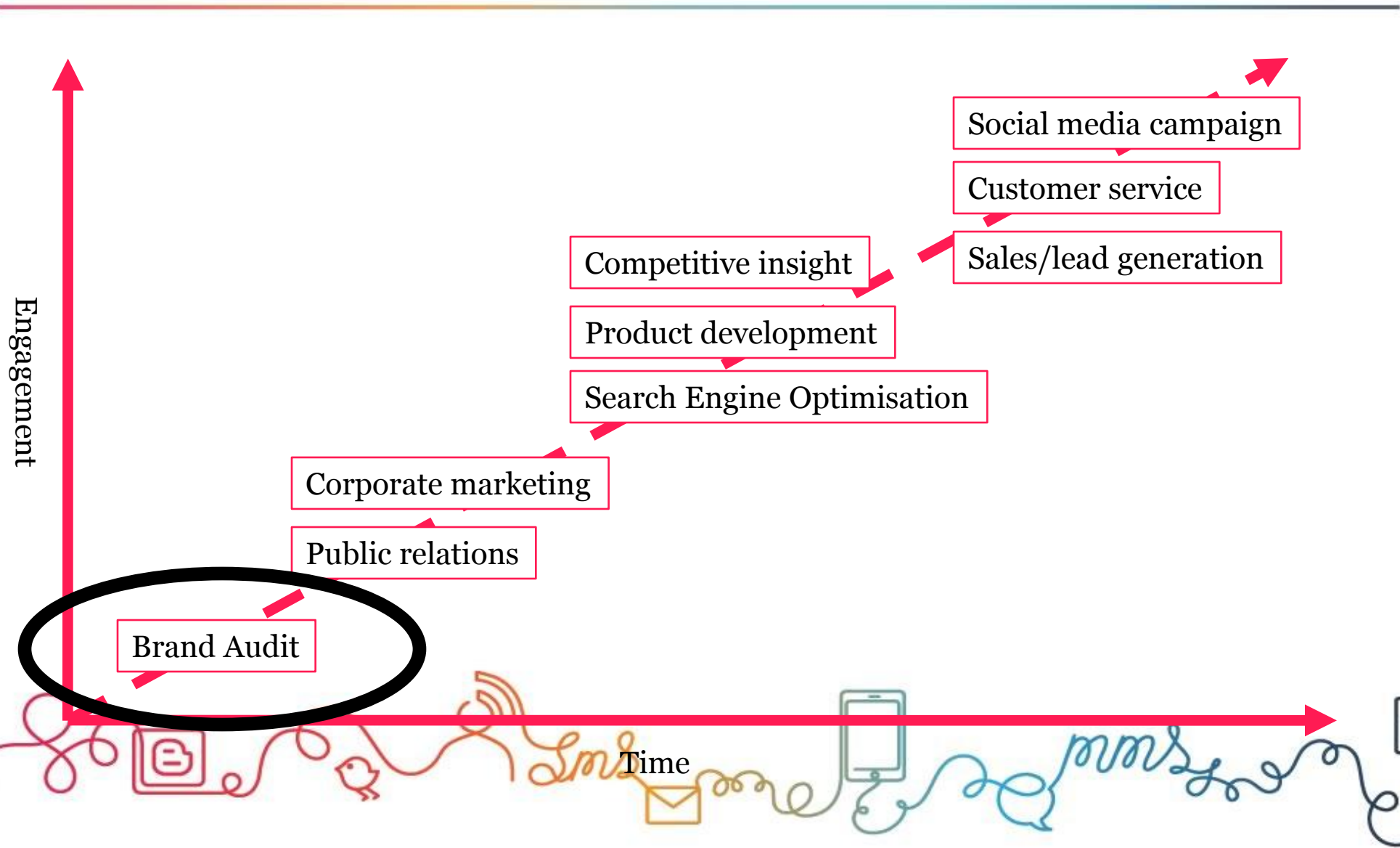


So what is it good for and what choices do you have?

- Brand Audits & General Listening
- Corporate Marketing & Brand Building
- Social Media Campaigns
- Customer Service & Support
- Lead Generation
- New Markets and Product Development
- Public Relations & Crisis Management
- Search Engine Optimization
- Industry / Competitive Insight
- Human Resources

Reasons that US B2B Marketers Use Social Networks, 2009





Engagement

Time

Brand Audit

Corporate marketing

Public relations

Competitive insight

Product development

Search Engine Optimisation

Social media campaign

Customer service

Sales/lead generation



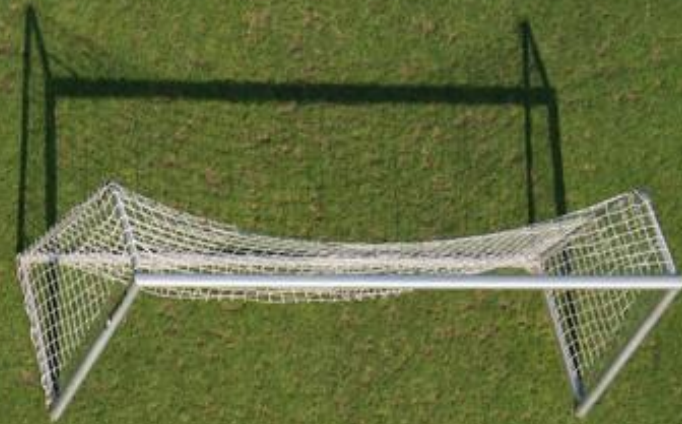
Brand audit – Measure your Brand

- Volume of conversations
- Sentiment & tone
- Influencers
- Sources by
- Online physical location
- Benchmark
- Identify New Opportunities



Listen to your customers and the market in general

- Who – customer segments?
- What – are they saying?
- Where – are they saying it?
- When – are they expressing a need?
- Why – are they saying it and how can you create value?



Set goals to measure you activity by...

- Bring outside ideas into your organisation
- Generate more word of mouth
- Increase customer loyalty
- Increase product / brand awareness
- Improve new product success ratios
- Improve public relations effectiveness
- Reduce customer acquisition costs
- Reduce customer support costs
- Reduce market research costs
- Reduce product development costs

Who's
doing
it?





Dell created the *Dell Outlet* twitter account and in 2009, through ongoing customer engagement and interaction with value-focused consumers to create a new, real-time, sales channel

The results: \$1,000,000 of re-furbished hardware sold in 2009



BT created the BT Care twitter account, focusing on shifting some of their customer service overheads to a different channel. They service 100,000,000 calls, 20,000,000 emails and 750,000 letters a year.

The results: 20% cost saving via twitter channel and 20% increase in customer satisfaction!

PROTECT THE HUMAN

BETA



TAKING
ACTION
TOGETHER FOR
HUMAN RIGHTS

Search

Go

61746 actions taken so far • 107549 members signed up • 92 actions taken in the last 7 days

1 **SIGN UP**

Help us use the Web as one great, big campaigning tool for improving human rights

2 **TAKE ACTION**

Add videos, photos and links from around the Web and use our online campaign toolbox

3 **MAKE A DIFFERENCE**

Your online actions really do save lives and protect human rights round the world

Amnesty UK launched “Protect The Human” site in 2008 to act as platform for digital activism. For their 1:10 campaign to highlight violence against woman they used a variety of soc-med channels to communicate the message

On International Womans Day they achieved 3,000 mentions, 3rd most retweeted, 600 new followers, a position in the Top 10 trending topics and the No. 1 most tweeted link



VodafoneUK is fed up of dirty
3 minutes ago from web

and is going after

1 disgruntled employee

9,000+ offended customers

9,000+ individual apologies

Where do
I sign?





Social media looks good right now. It's free right?

That must mean it's good value for money. So why shouldn't you give it a try?



It's important to remember these are just new tools in your marketing tool kit

Business and marketing requirements must come first for a well planned and executed social media strategy



90% of Public Sector IT managers restrict access to social media in the office.

67% restrict access **TOTALLY!**

Biggest reasons? Fear of attacks by hackers, system or data compromise and network bandwidth

(Source: V3.co.uk, 18th January, 2010)



When coming up with a strategy...

- Why do you want to use social media?
- How does it fit in with everything else you're doing?
- Would something else be better?
- How will you know when you have succeeded?
- What will your ROI be?
- Will your ROI have a financial figure attached to it?
- How will I reward people who engage with my brand?



No one exists on a single media island.

This is as true for your online activity as it is for your offline.



Don't restrict your social media activity to social media channels only. Reuse as much as you can in other online spaces and take it all offline when you can.

It's valuable



Do iT RIGHT
THE 1ST TIME

Be honest about who you are and add real value to the people you engage with and the spaces that you choose to frequent as a brand



Don't go for the hard sell and try to pull the wool over anyone's eyes.

You WILL get caught



Have a purpose to everything you do and facilitate the conversation rather than try to control it



Remember that whilst the game may well have changed there is huge potential and if taken in the right way can lead to huge rewards for your brand and customers

Thank you
(Any Questions?)

