



Date: Saturday, 01-24-2009

Session Title: Using Social Networking Tools to Connect with your Market

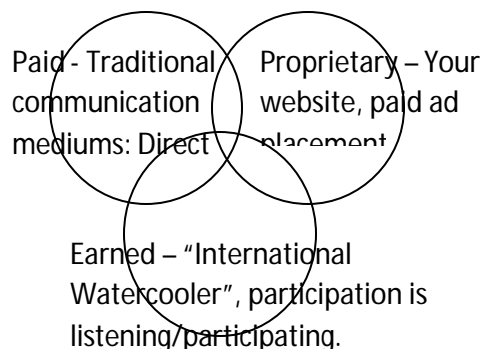
Presenter: Paul Young/Melissa Mines

What should I take away from the session? (Summary):

- Social Networking is the new paradigm for contributing to growth of your products and services.
 - It's less expensive than traditional advertising mediums, but it is also less controllable from a messaging perspective (could lead to conflict with "brand owners" in corporate environments).
 - If you do plan to utilize social networking, plan to use it as a dialogue and an ongoing relationship versus a one-time media communication.

Notes (key points, book suggestions, website suggestions, etc)

- Social Networking Sites Referenced: Plaxo, highfive, ustream, linux, skype, yelp
- How we Communicate with our Market



Social Media is Earned and Fundamental: Humans Talk

New Model is Word of Mouth – Video on Youtube, Read a Blog, Discuss in a Forum

Consumers are more skeptical about analyst info/viewed as another form of advertising. Consumers are more likely to rely upon friends, colleagues.

Measure ROI – Too early to cost optimize, but it is easier to measure impact versus traditional mediums measure only eyeballs.

Case Studies:

- Dell has 8,000 followers on 27 Twitter accounts... which has generated \$1 million in revenue in 18 months.
- Dell's Idea Storm: Dell's forum with voting capabilities for new product ideas

Drawback: Customers don't always know features they want, may favor the vocal minority

Dell is a good example of online engagement with customers

Netstream case: Vocal minority was influencing and spreading negative info. Solution: Involve them in the trade off features. Will 1) feel ownership 2) Direct comments to you versus posting online

Stat: 85% polled felt that companies should communicate with them via social networks

Social Listening also key: Way to get in touch and hear perspectives (harder to reach) and evaluators (customers)

- Can reach with social media – put your face with your company (versus just company) and when there is a trigger event, reach out directly
- Leverage 2nd connections to help manage negativity
- Main use: Raw Data – Competitors that can transition to actionable conversation

M80 is a monitoring agency that offering tools to monitor social feedback. Can also use google alerts, tweek deck, technorati, filterbox, friendfeedroom@twitter, twitter are all aggregates to monitor feedback on products.

Facebook groups – Business groups with posts that are targeted. Can also monitor behavior

LinkedIn ads: Can sub segment user groups to target. Demographic more likely to be white, male, college educated, higher socioeconomic status

Case Study: Cisco Outbound Social marketing – Targeted Service Providers

- Already know that conversations about your company are happening. Will you participate via social networking?
Mantra: Virtual, Visual, Viral
 - o Virtual – reveal on a website - targeted media and bloggers
 - o Visual – Drive interest -Five videos as a tease. Door Openers to get attendees for launch day
 - o Viral – Awareness to gather them, good content to back up the gathering

What Next: Interrupt driven communication not idea. Drive toward conversation and maintain steady stream of dialogue. More apt to listen versus Hot or cold communication

Last Thought – “Don't take advantage of participation so people remain open to the conversation”