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BuzzAttack

The Ten Most Important Social Media Trends for Today's Company

October 18, 2010

A New Era Deserves a New Model

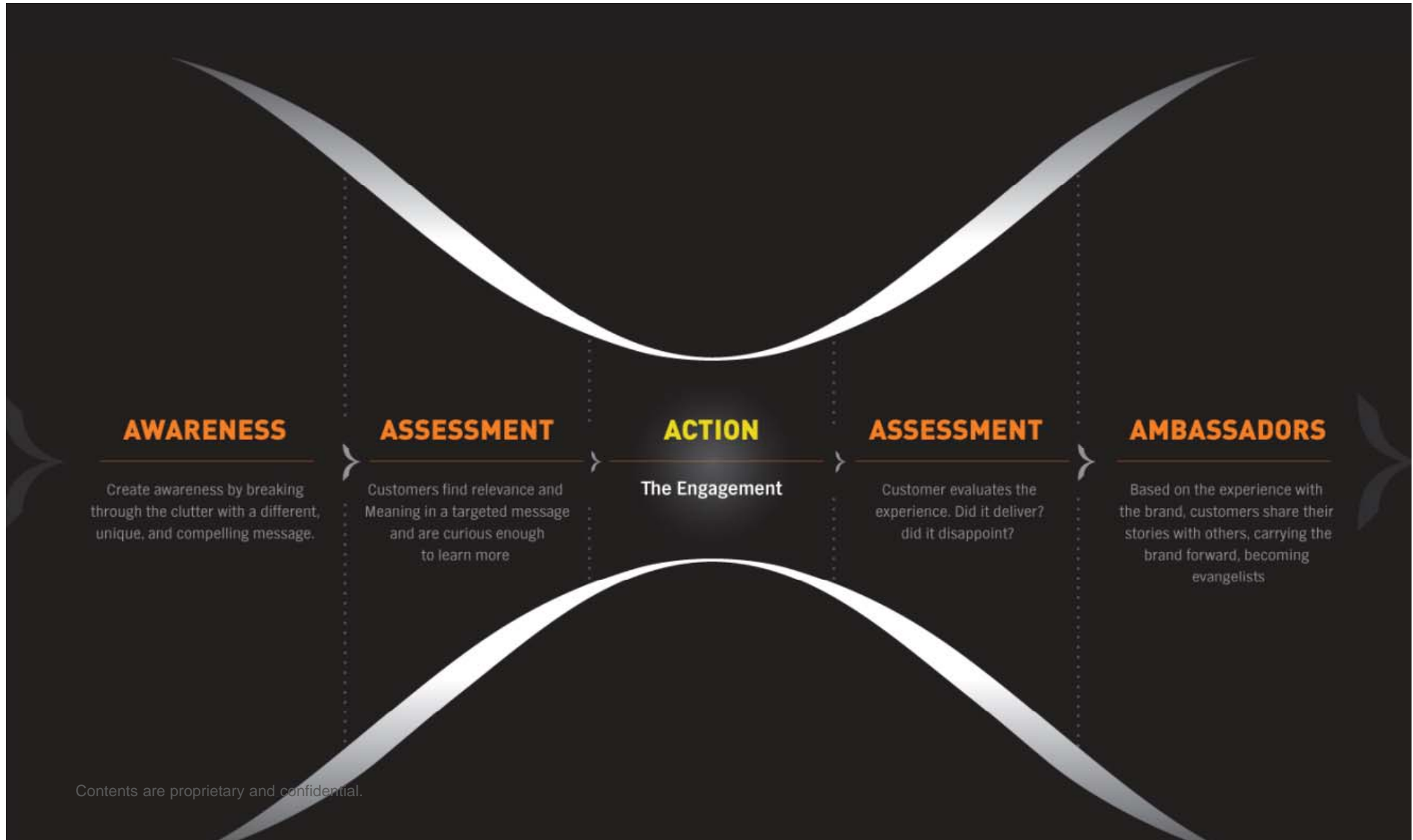
- The 4 P's were developed in 1960 by E. Jerome McCarthy
 - They are **company decided and driven**
- The new model is **customer decided and driven**
 - They are complementary actually...

We are entering the era of “Pre-Commerce”

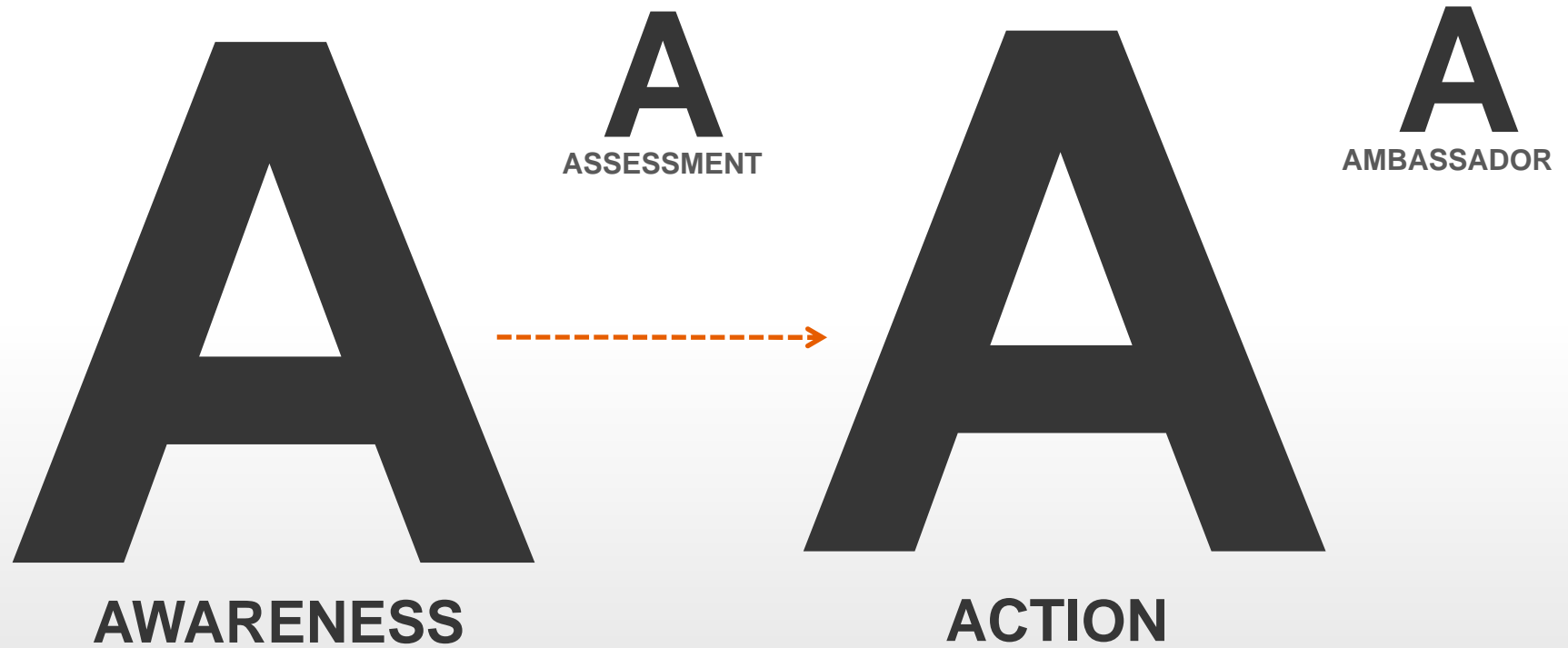
- **Phase I** – the birth of the worldwide web
 - described 1989
- **Phase II** – the focus on the “transaction”
 - E-Commerce began 1995
- **Phase III** – the need to reach companies decreases as search emerges as a force
 - Google changes search industry beginning 1998
- **Phase IV** – the focus on “us”
 - Facebook started 2004
 - Twitter started 2006
- **Phase V** – the focus on “the decision”
 - the new era of “pre-commerce”

The 4 A's: A Customer-Driven Model

The Cousin of the 4 P's



Avoid the old model...the Caveman Model



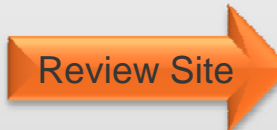
Ten Trends that Matter (1-5)

- **#1 Join Customers to Shape Your Reputation** -- customers are shaping your reputation with or without you
- **#2 Identify Issues Before Reporters Call** -- >90 of issues can be discovered days/weeks before they become public
- **#3 Become a Student of How People Learn Online** -- YouTube is now the 2nd largest search engine; SMS is a new language
- **#4 Realize Media is Fully Integrated** – there is no longer “offline” and “online”. It is now just “media”
- **#5 Focus on Share of Conversation, Not Share of Voice** -- <50 influencers drive share of conversation for major topics

Ten Trends that Matter (6-10)

- **#6 Join Customers to Become a Relevant Peer** -- Peers look to their colleagues for advice 75% of the time
- **#7 Build a New Customer Support Model** – reach 100% of your customers online, not <10% who call/visit your site
- **#8 Realize Customers are Driven by Three Online Behaviors** -- share ideas, product knowledge and solutions;
- **#9 Be Present in All Ten Channels of Online** -- Ten areas of online influence drive all content flow
- **#10 Search is Central to all Activities** – understand how it works and what it means for your brand

#1) First Impressions are Now Formed via Search



BMW Search

About 134,000,000 results (0.45 seconds) [Advanced search](#)

[BMW UK | Homepage](#)
New **BMW** cars, Approved Used **BMW**, or fleet **BMW**. Build your **BMW** with EfficientDynamics using our online car configurator. Review purchase finance and ...
[www.bmw.co.uk/](#) - [Cached](#) - [Similar](#)


[National search](#) [Current offers](#)
[Build your BMW](#) [View the range](#)
[Find a dealer](#) [Dealer search](#)
[Model range overview](#) [Genuine BMW Accessories](#)

[More results from bmw.co.uk >](#)

[Approved Used BMW](#)
This search enables you to locate a particular Approved Used **BMW** across the UK. The quickest way to search is to select your desired Series and bodystyle, ...
[www.bmw.co.uk/bmwuk/auc/advanced...0,___00.html?...1](#) - [Cached](#) - [Similar](#)

[BMW - Wikipedia, the free encyclopedia](#)
Bayerische Motoren Werke AG (info) (**BMW**), (literally English: **Bavarian Motor Works**) is a German automobile, motorcycle and engine manufacturing company ...
[en.wikipedia.org/wiki/BMW](#) - [Cached](#) - [Similar](#)

[News for BMW](#)

 [Ryder Cup wild card Tiger Woods struggles in BMW Championship](#) - 10 hours ago
Tiger Woods, who was named as a wild-card pick for the American Ryder Cup team this week, struggled as the **BMW** Championship began near Chicago yesterday. ...
[The Guardian](#) - [1414 related articles >](#)
[Casey co-leading the BMW with pair of 69s](#) - [msnbc.com](#) - [92 related articles >](#)

[BMW Motorrad UK. New and Approved Used BMW, servicing, finance ...](#)
BMW Motorrad has launched a special clothing collection. ... Putting you on the open road with your chosen **BMW** motorcycle as quickly and easily as possible. ...
[www.bmw-motorrad.co.uk/](#) - [Cached](#) - [Similar](#)

[New and used BMW cars from Cooper BMW, the UK's leading dealerships](#)
Welcome to Cooper **BMW**, the UK's premier **BMW** dealerships, offering an exceptional range of new and used **BMW** vehicles with unbeatable service.
[www.cooperbmw.co.uk/](#) - [Cached](#) - [Similar](#)

[BMW automobiles - website of the BMW AG](#)
The official **BMW** AG website: **BMW** automobiles, services, technologies and all about **BMW's** sheer driving pleasure.
[www.bmw.com/](#) - [Cached](#) - [Similar](#)

[Used BMW - Find and Buy Used BMW Cars for Sale @ BuyYourCar.co.uk](#)
Used **BMW** car sales in the UK. Find the most competitive prices for used **BMW** cars at BuyYourCar.co.uk.
[www.buyyourcar.co.uk > Used Cars](#) - [Cached](#) - [Similar](#)

[BMW Cars | News & Reviews | New & Used BMW Cars for Sale](#)
World of **BMW** cars. Read the latest **BMW** car news and reviews also search through 1000s of new and used **BMW** cars for sale locally from private sellers and ...
[www.autotrader.co.uk/carmakes/bmw](#) - [Cached](#)

Searches related to **BMW**

used bmw	bmw mini
bmw parts	mercedes
bmw motorcycles	bmw motorbikes
audi	bmw bikes

Keys to Managing Brand Reputation

- Recognize that “old school” tactics means you are “outsourcing” who builds your reputation
- Know the “search journey” for customers who want to learn about your brand
- Spend equal time on negative share of conversation, as you do on positive
 - Go way beyond “sentiment analysis”, which tells you nothing.....

#2) 5 Steps for Online Issues Management

How to be ready before the issue is mainstream

1. Build an issues management radar
 - >90% of issues are known and chronic
2. Track all known issues via your monitoring system
 - See trends emerge before it is public
 - Know when an issue is “real” vs. just a short term news cycle
3. Build a hot issues list
 - Multi-function group reviews
4. Know the skeptics and the influencers
 - Brief the influencers, neutralize the skeptics early
5. Have your public plan ready to go
 - Dark site with key info to targeted outreach to SEO optimization longer term

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#3) Become a Student of How People Learn Online & How the Market is Changing

Examples....

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How our World is Changing....

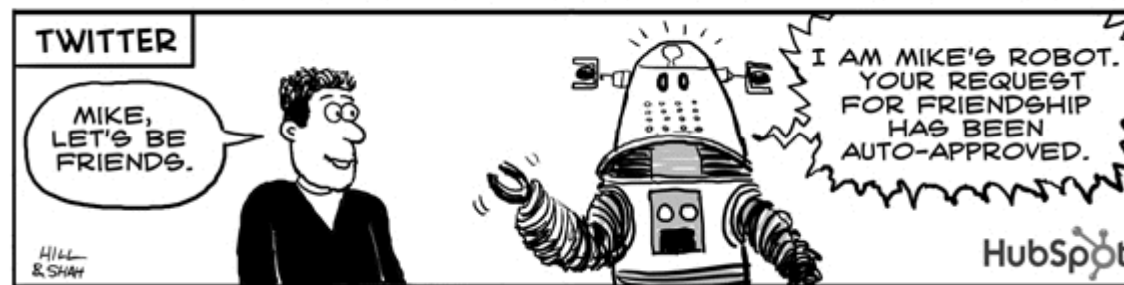
.....as 500,000 people go online every day for the first time in their lives....

The Top Countries Online Worldwide (Sept, 2010)

- China – 420MM
- U.S. – 239MM
- Japan – 99MM
- India – 81MM
- Brazil – 75MM
- Germany – 65MM
- Russia – 59MM
- UK – 51MM
- France – 44MM
- Korea – 39MM
- Turkey – 35MM
- Italy – 30 MM
- Indonesia – 30MM
- Mexico – 30MM
- Philippines – 29MM
- Spain – 29MM
- Canada – 26MM
- Argentina – 26MM
- Vietnam – 24MM
- Poland – 22MM
- Colombia – 21MM
- Pakistan – 18MM
- Australia – 17MM

Each Community Has Different Standards for What a “Friend” Is.....

MAKING FRIENDS IN SOCIAL MEDIA



A Simple Technology, SMS, is Changing How We Communicate

- Industry creates SMS in the 90's
 - Nokia starts SMS for information services & over the air service profiling
 - Nobody Cares
- Year 2000 – Consumers Take Over
 - Europe leads as ringtones drive interest
 - \$1bn market created
 - New user language
- Year 2007 – Twitter is formed
 - SMS online
 - E-Commerce begins via Twitter

Life of a 15-29 year old

- Email is for parents
- SMS is the way to chat
- Content is on-demand
- Don't read newspapers
- Phone is the central device
- Trust peers more than experts



In 2009, University of Manchester (UK) instituted an SMS text service that allows students to communicate with each other and professors

Why video is becoming the favorite place to learn

- 2005 – YouTube created by three former PayPal employees
 - High growth of broadband and fiber access
 - Bigger pipes, easier to view video
- Why video learning is so important
 - Visual info can improve understanding of spoken words as much as sixfold (Baylor)
 - The brain uses images to clarify ideas; interact with images to create engagement; and augment memory with persistent and evolving views (Ted, 09)
- A new prime time now exists – 9pm to 1am (local)
 - Highest rate of video viewing around world

A Tectonic Shift is Occurring

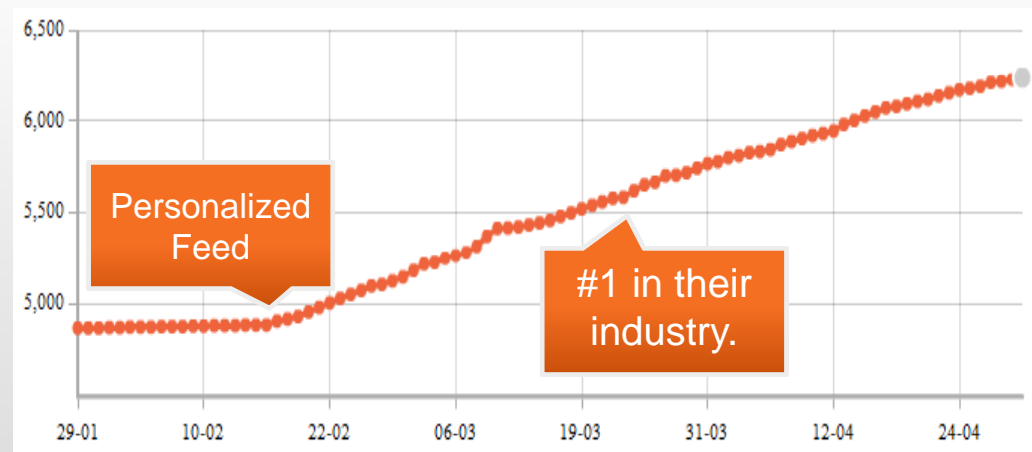
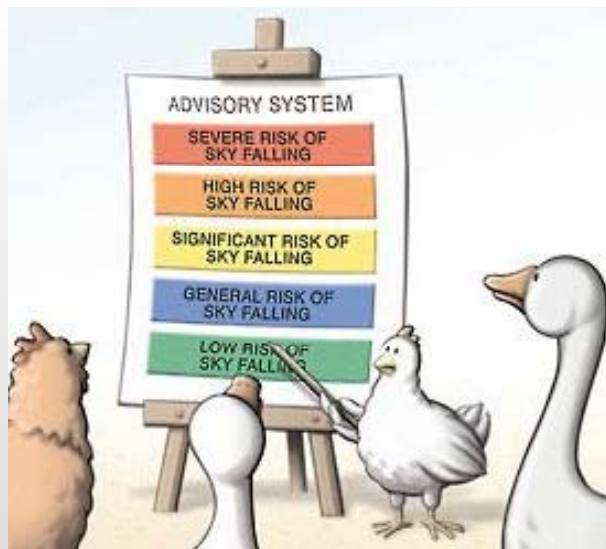
Where and When Conversations Occur

The new prime time is 9pm to 1am around the world

- Language – customers speak online in their first language (10 reach 90%)
- Location – Facebook, Twitter, Forums
- Time of Day – Ex/low volume during day, high volume in evenings

Brand + Personality is a Winning Combination

Pathway to Success for a Fortune 100 Company in Twitter:



Observations on the Old School – the “antibodies”

- They are old school, but don't realize it
- They think tweaking the media mix will work
- They wear ties, sound smart, have an answer for everything and often represent yesterday's thinking
- They are planning to succeed in a world that won't exist in a few years
- They like to “content dump” to get rid of their messages in hopes someone will find it
- They love your idea, but will do it next year or when there is more budget

#4) Integration is Becoming Real.....Really.....

- **Online Campaigns Are Driving Offline Sales**
 - Consumers exposed to display advertising spent 55% more time than avg visitors to sites the next month.
- **The New Influencers – Twitter & Social Media Sites**
 - 48% of Twitter users introduced to a brand on Twitter were compelled to search for additional information.
 - 30% said their inspiration was to learn more.
- **The New Sales Force – Peers**
 - 44% recommend products in social media and 39% discussed a product specifically on Twitter.
- **The Combination of Paid & Natural Search**
 - Consumers exposed to a brand's social media and paid search programs are 2.8x more likely to search for that brand's products compared to users who only saw paid search.

Change How You Create Promotional Copy

Old School

- agency develops brilliant copy
- focus group verifies brilliance with tweaks
- company adds more brilliance with additional tweaks
- customers receive content and then decide if they care

New School

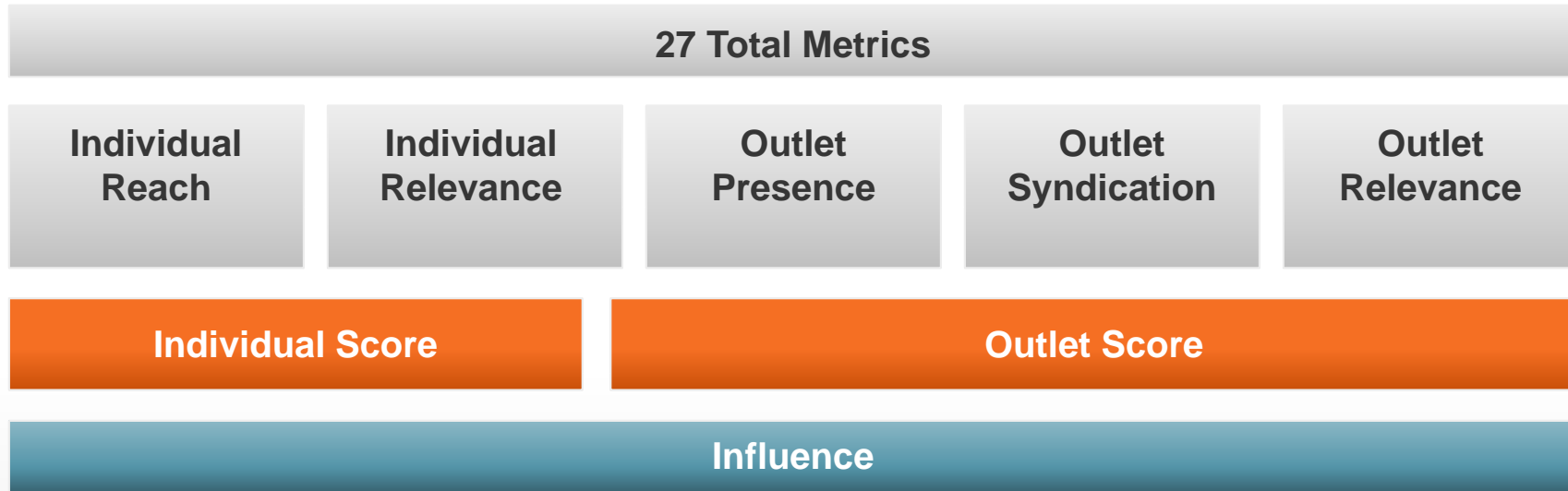
- company receives ideas, insights from customers daily
- customers vote and prioritize on what they care about online
- analytics/search determines exactly what customers want and identify exact language they prefer
- agency develops copy based on customer priorities
- beta group of customers asked to vet further
- customers receive content that feels like it was created just for them... because it was.

#5 -- How to Build Ideal “Share of Conversation”

- **Understand the difference between SOV and SOC**
 - The E4300 Latitude vs. laptop computers
- **Define the Ideal SOC**
 - What is the optimal online position for your brand?
- **Quantitatively map how you go from X to Y**
 - Every action should be fact-based and easy to measure

<50 people drive share of conversation for the largest brands in the world

Who are they and do you know them personally?

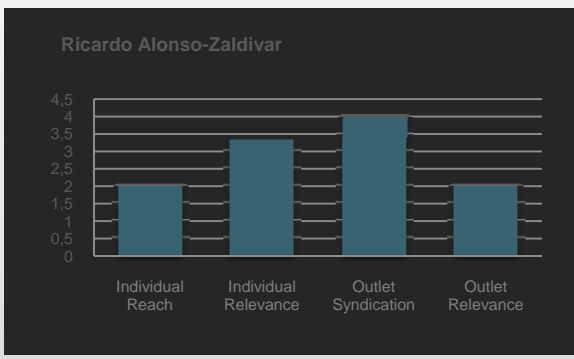


LinkedIn	Additional Presence	Additional Presence
Yes	Not Applicable	Not Applicable

Connections: 4

Health policy beat in DC. Former LATimes reporter and had a short stint as the FDA beat reporter during their transition a couple of years ago.

The FDA warning came just hours after Celebrex manufacturer Pflizer Inc. issued a statement saying that a study of the drug's efficacy as a cancer treatment found evidence of increased cardiovascular risk. - December 2004



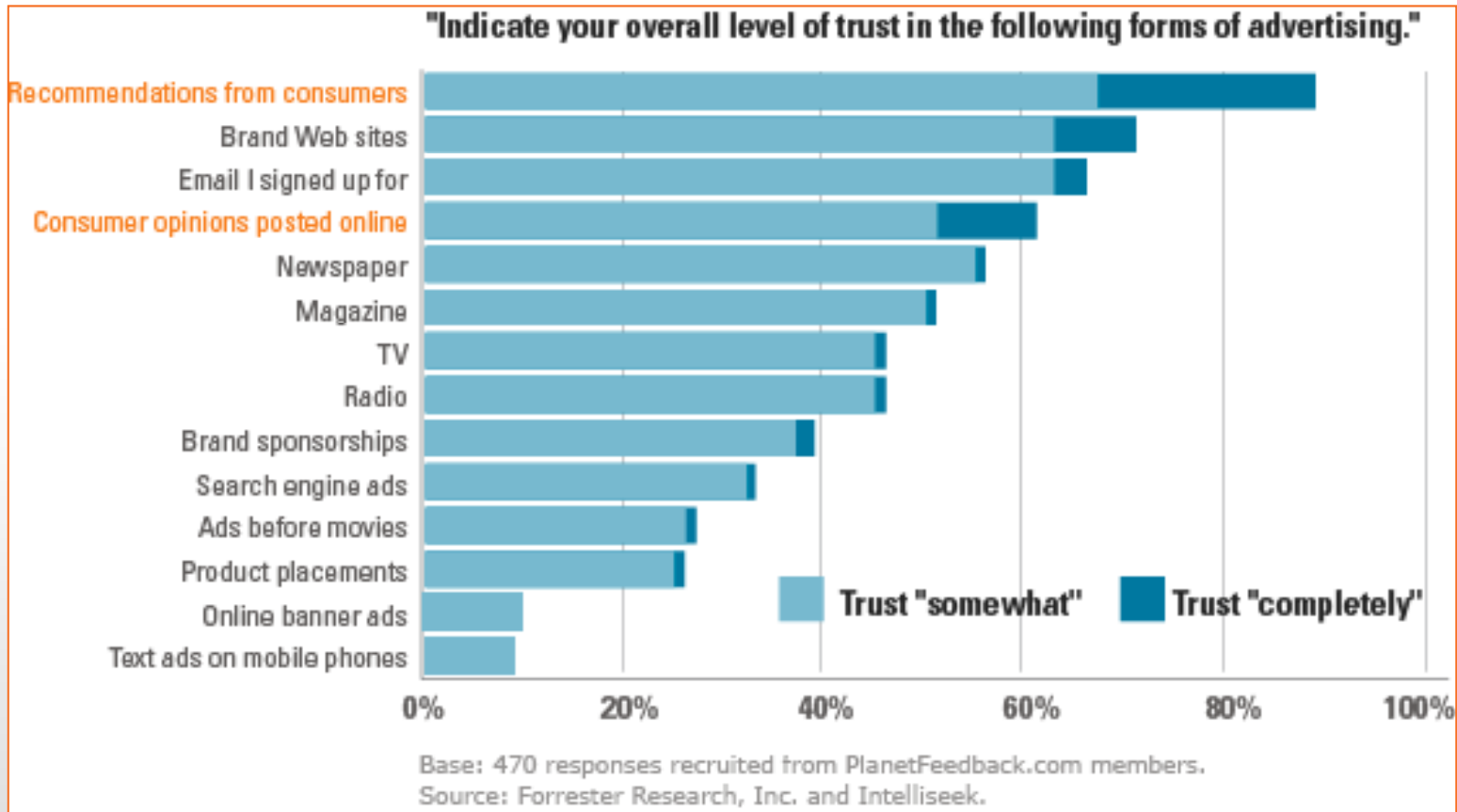
RELEVANCE	PRESENCE	SYNDICATION
RELEVANCE OUTLET 100 Reuters 47.60446872 Dow Jones 42.36783715 WSJ Health Blog 34.9924029 Wall Street Journal 24.10586488 Bnet Pharma 33.91198957 KevinMD 33.65078505 Pharma Marketing Blog	PRESENCE OUTLET 100 Chicago Tribune 82.29368584 NY Times 67.26244629 USA Today 50.43915547 Reuters 49.17653358 Wall Street Journal 36.8026856 The Street 34.2555285 NPR	SYNDICATION OUTLET 100 Reuters 52.01878898 Associated Press 51.20968114 The Street 37.89980064 NPR 33.10187321 Bloomberg 33.08241145 Forbes 26.2421862 Fox News

Most Comments on Post	Influencer	Outlet	Number
Most comments on post	Liz Szabo	USA Today	1,362
Most Twitter Followers	Dr. Kevin Pho	KevinMD	16,313
Most brand mentions	Liz Szabo	USA Today	987
Highest percentage of conversations with brand mentions	Jim Edwards	Bnet	9.06%
Most individual references in blogs	Jacob Goldstein	NY Times Well Blog	5,939

Recent Observations for Key Brands

- 1) **Major technology player** – >65% of tweets and blogs for a new launch were driven by four people (*4 people to know*)
- 2) **Cancer diagnostic** – located the exact conversations people have when making an important decision (*potential outreach with key decision-making information*)
- 3) **The Voice of Quality** – the top forums in one market segment always link to the views of a small forum (*laser focus on subtopic leads to thought leadership*)
- 4) **How to Extend News** – passionate consumers don't want to stop talking about you. Add new content to the right people at the right time to extend the reach of a new product announcement (*news release to blogs to vlogs/podcasts to additional ideas*)

#6) Peer influence is the most important driver of trust



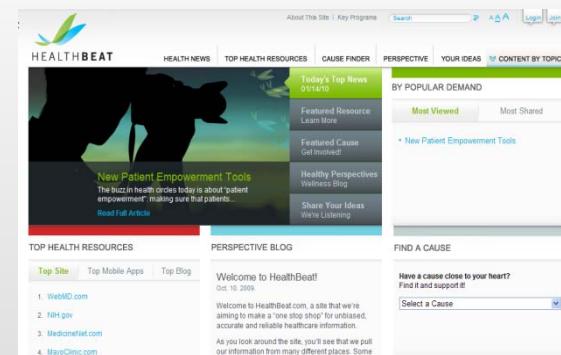
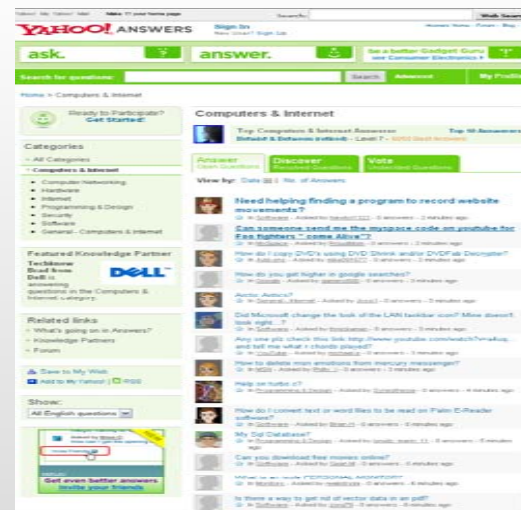
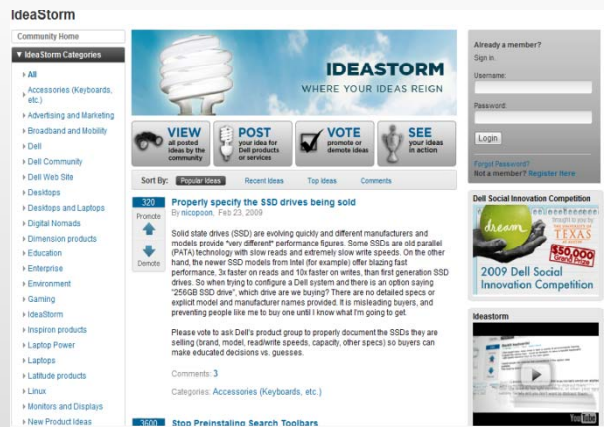
#7) Build a New Customer Support Model

- Current model is a “dinosaur model”
- <10% of your customers visit your website or call each year
- Major opportunity missed to combine support and e-commerce
 - As you help, why not provide more information?
- Customers are already part of your new customer support team
 - From Yahoo! Answers to forums

#8 -- Customers like to do three things online more than any other action

Ideas—Knowledge—Solutions

- **Share Ideas** – Let’s improve the next product or service together
- **Share Product Knowledge** – Here is what I know...hope it helps you
- **Help Peers With Problems** – I had the same problem, here is what I did




Best Practice: Dell's Account Storm – private version of public IdeaStorm

IdeaStorm

Community Home

IdeaStorm Categories

- All
- Accessories (Keyboards, etc.)
- Advertising and Marketing
- Broadband and Mobility
- Dell
- Dell Community
- Dell Web Site
- Desktops
- Desktops and Laptops
- Digital Nomads
- Dimension products
- Education
- Enterprise
- Environment
- Gaming
- IdeaStorm
- Inspiron products
- Laptop Power
- Laptops
- Latitude products
- Linux
- Monitors and Displays
- New Product Ideas



VIEW all posted ideas by the community

POST your idea for Dell products or services

VOTE promote or demote ideas

SEE your ideas in action

Sort By: **Popular Ideas** Recent Ideas Top Ideas Comments

320 **Properly specify the SSD drives being sold**
By nicopoon, Feb 23, 2009

Promote ↑
Demote ↓

Solid state drives (SSD) are evolving quickly and different manufacturers and models provide *very different* performance figures. Some SSDs are old parallel (PATA) technology with slow reads and extremely slow write speeds. On the other hand, the newer SSD models from Intel (for example) offer blazing fast performance, 3x faster on reads and 10x faster on writes, than first generation SSD drives. So when trying to configure a Dell system and there is an option saying "256GB SSD drive", which drive are we buying? There are no detailed specs or explicit model and manufacturer names provided. It is misleading buyers, and preventing people like me to buy one until I know what I'm going to get.

Please vote to ask Dell's product group to properly document the SSDs they are selling (brand, model, read/write speeds, capacity, other specs) so buyers can make educated decisions vs. guesses.

Comments: **3**

Categories: [Accessories \(Keyboards, etc.\)](#)

3600 **Stop Preinstalling Search Toolbars**

Already a member?
Sign in.


Username:

Password:

Login

[Forgot Password?](#)
Not a member? [Register Here](#)


Dell Social Innovation Competition



brought to you by:
THE UNIVERSITY OF TEXAS AT AUSTIN

2009 Dell Social Innovation Competition

Ideastorm



YouTube

#9) Be Present in the Top Ten Online Influence Areas

Influence Areas	Trend	Relevance
Audio	Favorite of sales force, customers on the go	Podcasts of all types, plus audio tracks of video segments are an undefined area of online, yet have growing utility
Blogs	>200MM; trend is to have multiple blogs, multiple languages	We should know the top influencers by topic who drive relevant share of voice. The numbers of influencers are small, precision is key.
Data / Slides	30MM uniques at SlideShare	A great location to share all public presentations.
Forums	The engine of conversations online; often patient driven	Knowing who is driving conversation in forums is key. We should treat high volume moderators with the same respect as we do with journalists.
Images	Is all content tagged to impact natural search?	Companies often forget to tag all content in the 10 languages that reach 90% of the online population.
Micro Blogging	An effective way to alert influencers, help propel news cycles	A great opportunity to build a network of influencers who want to share your news in real time. Twitter is a prime example.
Search	Yes, Google is #1, but YouTube is #2	We need to know the influencers on the first screen for our brand and key topics. We also need to understand where people are taken when they search.
Social Networks	The communities that are often our "first place" to go online	Our day often starts and ends with Facebook or MySpace or Orkut or other depending where we live.
Video	Consumption habits are starting to favor video vs. copy	There are over 50 video sites to analyze, which sometimes house ratings and reviews of our products.
Wikis	Free online peer edited online encyclopedia	Nearly every topic has a Wikipedia entry, which means it could be the first information a consumer finds about any topic they are seeking information about.

Build the best content syndication network for your brand

- Customers learn over a period of weeks, months, years about a topic of interest
- Search is impacted by content and conversations – maximize the number of ways you share or stimulate both
- Realize that 500,000 new people go online every day and may “find” your brands for the first time
- Remember the 1-9-90 Rule. 1% create content, 9% share, 90% lurk & learn. Empower the “sharers” with content that is not overly commercial
- Take control of the story you tell online
- *Remember that customers live in “liquid networks”*

#10 -- Search is the most strategic and underleveraged tool in your arsenal today

- what are the top 5 questions being asked today by your customers?
- what is the language of your customer?
- which topics have the highest volume/rank combination?
- how do you stack up vs. your competitors exactly?



We just assume Google has the right answers...

“Socialize” your website

Top missed opportunities for web sites

- Lack of “share this” capability
- Lack of linking to external brand sites, e.g. YouTube, Flickr
- Overuse of flash
- Content not tagged with top 20 keywords
- Lack of desire to model after best blog sites, rather than “brochure-oriented” traditional sites
- Limited embeddable video (multiple tiles)
- Low transference to a strong mobile experience
- Lack of ability to sign up for new content/alerts (email, not RSS)
-and so on.....

Delivering Content That Matters

Approach is Easy – Five Steps to Make it Happen

- **Know what your customer is interested in**
 - Leverage search analytics to understand exactly what content people care about regarding Brand and your competitive set
- **Use the language of your customer**
 - Utilize analytics & Insights (listening) to know the exact words & avoid corporate-speak
- **Measure behavior, not traffic alone via the 4 As: A Customer Driven Model**
 - Track awareness, assessment, action and ambassadors
- **Get your news flow right to match online needs**
 - Define the content cadence you need to make visits worth repeating for customers
- **Introduce your website content to 20-30x more people via creation and use of the Brand Content Syndication Network**
 - Repurpose all relevant existing content and share it one piece at a time via your content syndication network
 - Introduce Brand.com to a broader audience via this outreach
 - Identify new content via content gap analysis so it is customer-driven

Map Metrics to Objectives



	1A	2A	3A	4A
Digital Performance Metrics	Awareness	Assessment	Action	Ambassador
Display Media Impressions	1,795,308			
Sponsored Email Impressions	961,223			
Sponsored Search Ads	380,952			
Page Views		599,177		
Total Site Visits		221,918		
Image Views		2,500		
Video Views		50,000		
Email Reads		52,867		
Website Bounce Rate		15%		
Time Spent on Site		2.5		
Database Registrations			3,329	
Email Database Click Throughs			?	
Site Printouts			300	
SEM Click Throughs			9,524	
Sponsored Email Click Throughs			7,930	
Display Media Click Throughs			26,930	
Viral Emails Sent from Site				279,616
Content "Shares"				2,219
Facebook Likers				6,000
Twitter Followers				2,000
Total Community Tweets				500
Inbound Links (all sites)				200
UGC Share of Voice				(+) 5%
UGC Share of Conversation				(+) 0.5%
Connectedness to Awareness Market (out of 100)				x
Connectedness to Assessment Market (out of 100)				x
Connectedness to Action Market (out of 100)				x
Connectedness to Ambassador Market (out of 100)				x

..... Contents are proprietary and confidential.



Example/AWARENESS DRIVERS

- **Search** -- Increase opportunities to be found via search
 - Top 3 positions for first 4 searches (% of 12 favorable)
 - Same for mobile
 - Top 5 search terms related to brand xyz (volume of results increasing or decreasing)
- **Peers** -- Increase # of peer conversations
 - # of conversations about brand xyz (total conversations and % occurring in highest influence communities)
 - # of active peers/# positive towards brand xyz

Leaders will enter and become **relevant** in conversations that occur every day in every language all around the world about their company or product.

Companies that cling to the past may not realize it, but they will **lose** relevance.

MESSAGE

EXPERIENCE

CONVERSATION

RELATIONSHIPS

**AFFINITY
&
TRUST**

We Become Conversation Architects