

More Than “Adding Friends”

Sales Through Social Networking

Jack Hadley

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**SOCIAL MEDIA IS REDEFINING
MARKETING—**

WHAT IS SOCIAL MEDIA MARKETING?



The use of internet technology,
combined with social interaction.

- to create value
- to enlarge your audience
- to tell your story
- to help generate business

Social Media Marketing:

- > Reaches into Buying Cycles & Generates Sales**
- > Establishes & Builds Thought Leadership**
- > Elevates & Personalizes Your Brand**
- > Allows Your Business to Listen**
- > Builds Trust & Engagement with Your Customers**
- > Solves Customer Service Challenges**
- > Improves Search Engine Rankings**
- > Increases Media Coverage**
- > Jump Starts Your Word-of-Mouth Advertising**
- > Builds A Community Around Your Brand**
- > Attracts Better Stakeholders & Employees**
- > Is FUN to Implement!**

Marketing has changed.

“Today, marketing is about engaging with communities and delivering products and services with stories that spread.”

— *Chris Brogan*

WHAT IS SOCIAL MEDIA MARKETING?

So, what's the fundamental difference between **social media** marketing and **traditional** marketing?





Push vs Pull

Traditional marketing uses push tactics, such as cold calls and TV commercials to interrupt customer's attention.

Social media marketing uses pull tactics based on behavior to engage when and how consumers want.

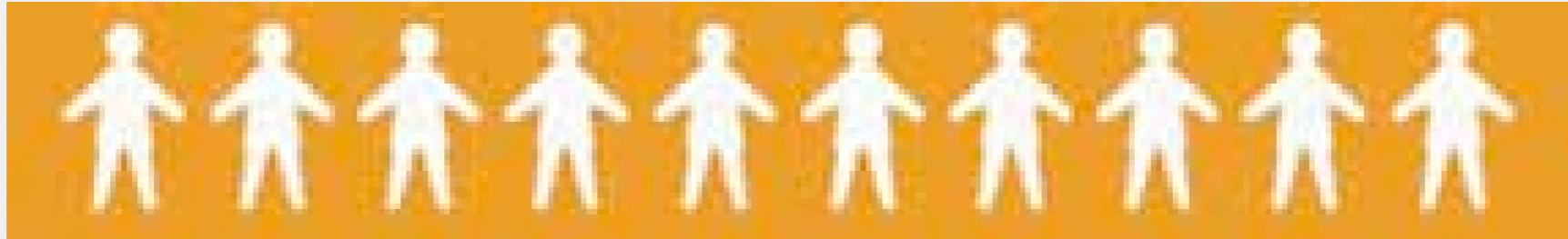
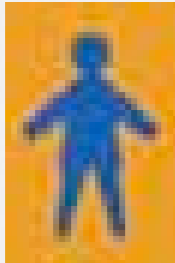
“First, ten.”

“This in two words, is the secret
of new marketing.”

— *Seth Godin*

You!

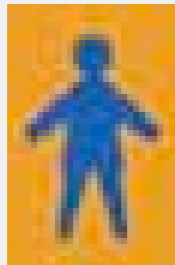
“Find 10 people”



“10 people who trust you/respect you/
need you/will listen to you...”

“Those 10 people need what you have
to sell, or want it. **And if they love it,
you win.**”

You!



**“If they love it, they will each find you
10 people.** (or a hundred, or a thousand, or perhaps just 3)

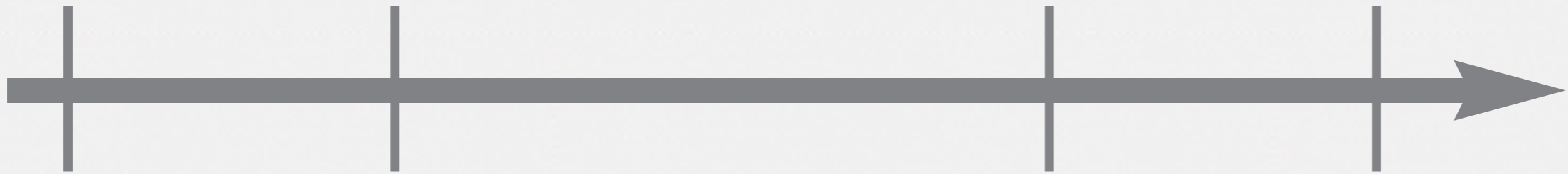
Repeat. This approach changes the
posture and timing of everything you do.”

**WHEN DOES
“ONLINE MARKETING”
BECOME
“SOCIAL MEDIA” MARKETING?**

**EACH MOMENT
SOMEONE “PULLS”.**

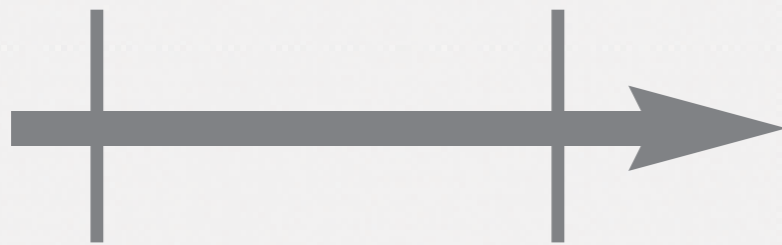
Social Media Marketing Strategy

Online Engagement Continuum



Social Media Marketing Strategy

Online Engagement Continuum

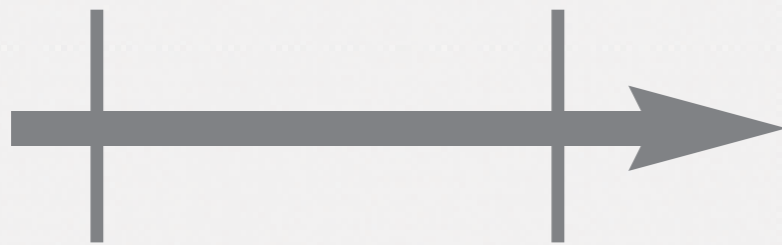


website
(static content)

**TRADITIONAL WEBSITES
ARE IMPORTANT, BUT NO LONGER
THE COMPLETE ANSWER.**

Social Media Marketing Strategy

Online Engagement Continuum



website

(static content)

blogsite

(dynamic content)

A **blogsite** can build trust.



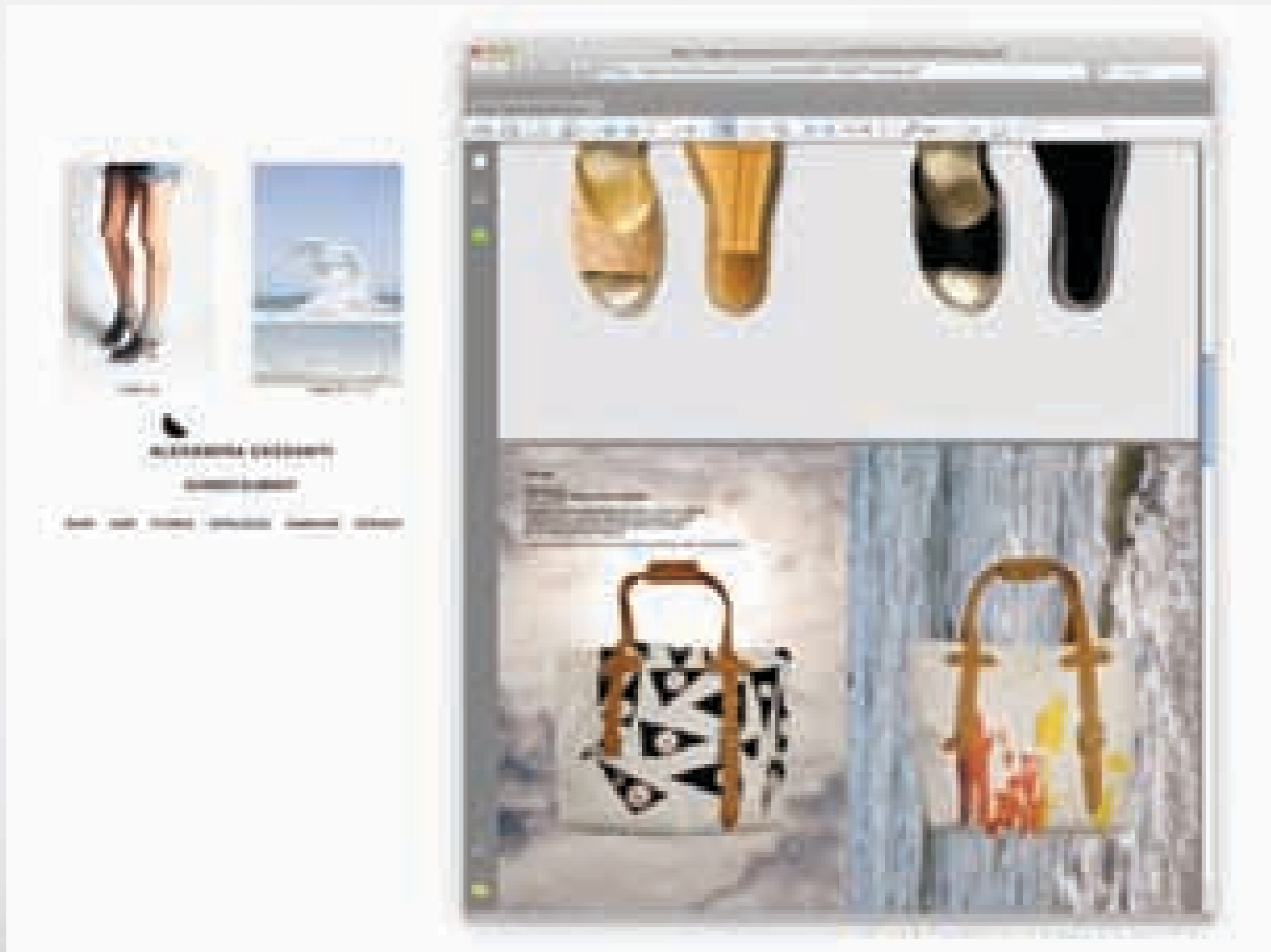
A **blogsite** can engage your audience.



A blogsite can reach into the buying cycle.



A blogsite can reach into the buying cycle.



A blogsite can establish you as a thought leader.



A blogsite can establish you as a thought leader.



A blogsite can establish you as a thought leader.

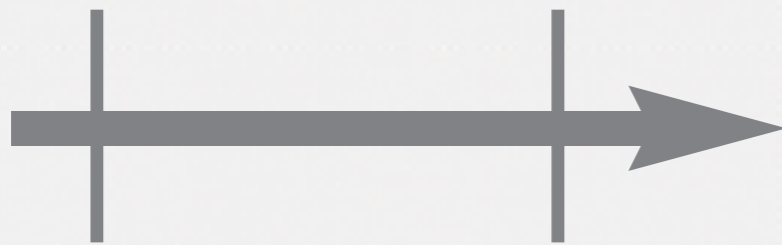


A blogsite can establish you as a thought leader.



Social Media Marketing Strategy

Online Engagement Continuum



website

(static content)

blogsite

(dynamic content)

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**At last count, there were over 100
microblog-related tools.**

The image shows the Twitter logo, which is the word "twitter" in a blue, lowercase, rounded font with a white outline. The logo is centered within a light blue rectangular box that has a subtle gradient and a slight drop shadow.

The image shows a screenshot of a BusinessWeek article. At the top left is the BusinessWeek logo. Below it is a navigation bar with categories like HOME, INVESTING, COMPANIES, TECHNOLOGY, INNOVATION, MARKETING, CHALLENGE, BUSINESS, ASIA, EUROPE, and LIFESTYLE. The article title is "How Companies Use Twitter to Bolster Their Brands" with a sub-headline "Microblogging lets an airline, for instance, monitor customers' gripes—and tweet back. Is this a creepy trend?". The author is identified as "By Christopher". There is a Twitter logo icon. The main text discusses how companies use Twitter for customer service and brand building. A sidebar on the right contains a "Special Report" section with a "Language" dropdown and a list of related articles.

BusinessWeek

HOME INVESTING COMPANIES **TECHNOLOGY** INNOVATION MARKETING CHALLENGE BUSINESS ASIA EUROPE LIFESTYLE

Special Report: **Twitter** (2009-10-26) | [View Article](#) | [Print Article](#) | [Share Article](#)

How Companies Use Twitter to Bolster Their Brands

Microblogging lets an airline, for instance, monitor customers' gripes—and tweet back. Is this a creepy trend?

By Christopher

 When Jonathan Fields spotted William Shuman waiting to board a JetBlue flight at New York's JFK in May, he did what any other self-respecting blogger would do: He snapped from his iPhone (and Mac, connected to the Web using the free Wi-Fi provided by JetBlue) and used [Twitter](#) to share the sighting with pals. "JetBlue terminal," Fields wrote on the blog service that lets users send short messages of 140 characters with status updates to groups or friends. "William Shuman waiting in jetbridge and shades to board flight to Burbank. Why's he flying JetBlue? Free, maybe?"

But he was caught off guard by what happened next. Within 10 seconds he got an e-mail informing him that JetBlue [@jetblue](#) was following him on Twitter.

"I totally checked this," says the 32-year-old author, who already worried that JetBlue might be monitoring his use of the Web's common, JetBlue employee Morgan Johnson quickly dispensed that worry: The user, JetBlue keeps tabs on what Twitter users say about it, using a scanning tool to find customers who might need attention, say, on flight delays or cancellations, Johnson said.

Special Report [Language](#)

Featured [Article](#)

[System](#) | [News](#) | [Market](#) | [Tech](#) | [Finance](#) | [Energy](#) | [Health](#) | [Media](#) | [Law](#) | [Real Estate](#) | [Travel](#) | [Sports](#) | [Lifestyle](#)

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The screenshot shows a Twitter profile page for 'TheHomeDepot'. The profile picture is a square with a grid of small images. The name 'TheHomeDepot' is displayed in a large, bold font. Below the name is a bio: 'Name: Sarah, CEO Location: Atlanta, GA Web: [http://www.homedepot.com](#) We're a company joined Twitter in 9 other ways: offer another way customers to ask projects and see a comprehensive...

The main content area shows a list of tweets. The top tweet is from '@therealterry' and says: '@therealterry I'm sorry to hear about your project - mind DMing your phone number so I can have the right person contact you?'. Below it is a reply from '@ChristySeason' saying: '@ChristySeason That's fantastic - thanks for sharing your experience. Was it the store on Fernandina or Two Notch Rd?'. Another tweet from TheHomeDepot says: 'Getting ready to open our newest store in Auburn CA, creating more than 100 new jobs. Read about it in Sac Bee: [http://lincoln.com/cba/1aw](#)'. A tweet from '@ruschok' says: '@ruschok Sorry we let you down - did you ever find what you needed?'. The bottom tweet from '@mash072' says: '@mash072 thanks - I'll pass along the kudos to those stores. Congrats on finishing your painting project!'. On the right side of the profile, there are statistics: '3,218 Followers' and '3,898 Following'. Below these are sections for 'Updates', 'Favorites', 'Actions', and 'Following', each with a grid of small profile pictures.

BusinessWeek

HOME INVESTING COMPANIES TECHNOLOGY INNOVATION MANAGING SMALL BIZ B-SCHOOLS ASIA EUROPE

CEOs' Take on Twitter

1 of 20



By Douglas MacMillan

Tweets From the Chiefs

The best chief executives are nothing if not efficient, and what's more efficient than 140-

BusinessWeek
Subscribe
this issue

What's
sustain
that are
or regit

More th
225 exe
offer ing

Down



ADS BY

Village C
Meet-up w
Today!
Village C
Biotech E

CEOs' Take on Twitter



Christine Perlett
Chief Executive, PerrettPR

Following: 1,342
Followers: 1,477
Favorites: 70
Updates: 3,752

Favorite Twitter user to follow: Ann Handley, chief content officer of MarketingProfs

How Twitter helps her run PerrettPR: "We tweet about our own industry insights, technology, PR, and more—and people have been receptive and responsive. We feel we've earned a new respect as communications professionals in this way. We've had the advantage of receiving 'first mover information'—benefiting both our agency and our clients—by connecting with reporters who often tweet about what their stories are going to be before anyone else knows about them (like the one!) and analysts/influencers—some of whom have shared early insights into reports or other important information that they only offered to their Twitter followers."

“I tweet about industry insights that others are receptive to.”

CEOs' Take on Twitter



Tony Hsieh
Chief Executive, Zappos.com

Following: 12,762
Followers: 11,818
Favorites: 1
Updates: 958

Favorite Twitter user to follow: Tara Hunt, founder of Citizen Agency

How Twitter helps him run Zappos: "I [suggested] it to the rest of the company. Initially just to help build our company culture—employees are more likely to meet up outside the office and get a perspective on each other outside the office. Now a lot of customers know [we] are on it as well, and it's a good way for them to get insight into our personality and culture."

Recent tweet: "This is the 'Tallest People' banner on our home page at <http://www.zappos.com> offensive? (A customer complained)"

“Twitter builds company culture, and gives our customers insights into it.”

CEOs' Take on Twitter



Jason Calacanis
Chief Executive, Mahalo.com

Following: 38,367
Followers: 33,744
Favorites: 2
Updates: 5,007

Favorite Twitter user to follow: Michael Arrington, founder of TechCrunch

How Twitter helps him run Mahalo.com: "With Twitter, I can [release] new features and ideas to Mahalo's 'superfans' ahead of time and get their input. Many of the bloggers and press watch my twitter stream as well, so if I want to test something to the press, I can do it by just saying 'what do you think about this...?' and if it's notable, it will be on 10 blogs in a day. So, for me it's part focus group, part press release system, and a lot of fun to interact with users and fans."

“I can release new ideas and features and get immediate feedback.”

CEOs' Take on Twitter



Barry Libert
Chairman, Mings

Following: 76
Followers: 164
Favorites: 1
Updates: 60

Favorite Twitter user to follow: Jeremiah Owyang (<http://twitter.com/jowyang>), senior analyst at Forrester Research (FORR)

How Twitter helps him run Mings: "I believe in the idea of community, and I think Twitter embodies the type of conversation and transparency that the industry is all about. By using Twitter, I can keep up with the fast-paced nature of the social media space, connect with employees and clients, and hopefully demonstrate successfully that there's a human side to leadership."

Recent tweet: "Munger & Co. says 10% of what their business is coming from Q1 2009"

more slides shown...

BusinessWeek Magazine
Subscribe now and get 4
free issues

“I tweet to demonstrate the human side of leadership.”

CEOs' Take on Twitter

16 MINS

more slides shown...



Jonathan Schwartz
Chief Executive, Sun Microsystems (JAVA)

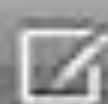
Following: 4
Followers: 212
Favorites: 0
Updates: 11

How Twitter helps him run Sun: "Communication is a key part of leadership--as CEO, I need to engage the market, inside and outside Sun, with whatever technology affords me the greatest possible reach. Through blogs, online news, social networking sites, or Twitter, the internet has fundamentally changed how we communicate with one another. Today, we have thousands of employees participating, engaging customers and developers across the world, 24 hours a day. And whether it's via a half-hour streaming video or a 140-character Tweet, we need to reach everyone in the forum and format they choose--not what we choose."

Recent tweets: "Our Q3: We announced the results of our third fiscal quarter (Q3) on Thursday

“I engage the industry using any technology that gives the greatest reach.”





kogibbq

65 secs

ROJA: 12-3PM@Media Park-12312 W
Olympic Blvd 6:30-8:30PM@Eagle Rock-
4372 Eagle Rock Blvd;10PM-2AM@The Brig-
Abbot Kinney and Palm in Venice



Doug Hasl...[Dough]

2 mins

@tdefren's back in the SHIFT office, &
working some voodoo on my sciatica to
remind me I'm older than he is. No fair.



Social Media Club



2 mins

SMC events happening TONIGHT: Boston,
Denver, Portland, Seattle & San Francisco

<http://bit.ly/145bu4f>





kogibbq

Following

Name kogibbq
Location Los Angeles, CA
Web http://www.kogibbq.com
Bio @KogiBBQ

300 Following 4,377 Followers 693 Updates

@theanamcara we only have 1 twitter feed as far as I know.

about 2 hours ago from web

being attacked by jazz in a willy's burg cafe. DAMN YOU INTERNET FOR FORCING ME TO COME HERE!!!

about 2 hours ago from web

@maskalifornia http://twitpic.com/1j5jy - I have NO idea what that's supposed to be. bahaha.

about 2 hours ago from Twitter

CAHHH! NEW DOHENY EVENT TOMORROW NIGHT. Guest list closes after 1st 25. RSVP at: koginight@thedoheny.com. Someone GOLDen will be there.

about 2 hours ago from web

Hey Kogi-lovers, our friends at @ChiCamer are up for an award! Show'em some love by voting once a day!
http://www.SXSW.com/peoples...

about 2 hours ago from Twitter to reply to @ChiCamer

SLOW... INTERNET... KILLING... PATIENCE

from all pending from web

KoG's back in business on TUESDAY. Yaaaaaaaaaaaar!!!

1:22 PM Feb 19th from web

Updates

Favorites

Actions

Join's kogibbq

Following



View all...

RT @head_of_koginog's updates





Orem Tweetup



Whether you're new to Twitter or a seasoned pro, come meet some of the tweeps you follow—and, make some new twitter friends!



WHEN: Thursday, December 11th

TIME: 6:00pm - 9:00pm (come & go)

WHERE: Cowork Utah in Orem

WHAT: Stimulating Conversation, Brick Oven Pizza & Drinks,
Twitter Expert User Panel Discussion and Q&A

COST: FREE

SCHEDULE: 6:00pm - 7:00pm, Food & Mingle
7:00pm - 7:45pm, Expert User Panel Discussion



NewspaperGrl



JesseStay



mickhagen



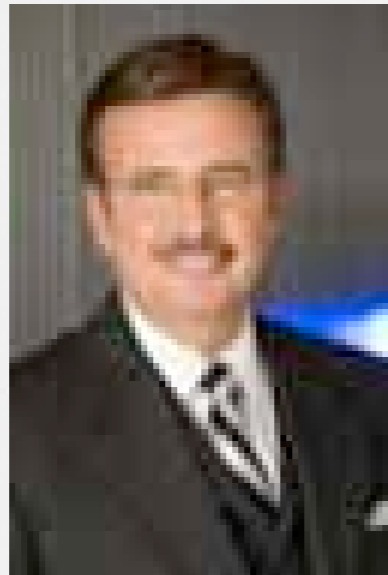
mollermarketing



ashbuckles



600 unique hits to the site in the week following the video postings.



“Hi. Is this Jack?”
“Keith McCord here from KSL Channel 5.”



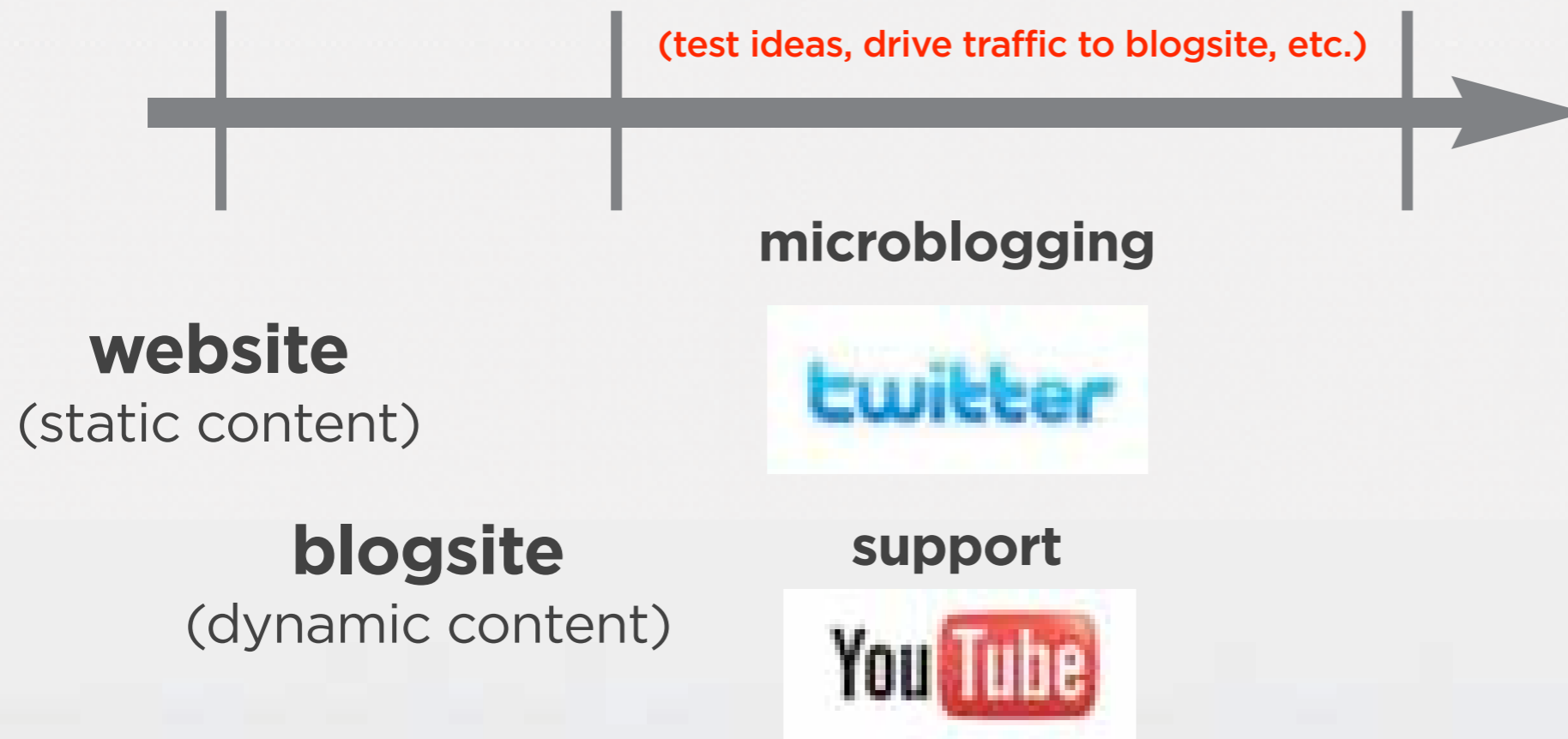
Social Media Marketing Strategy

Online Engagement Continuum



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Online Engagement Continuum



Will it blend?



Utah Valley Women's Expo



Utah Valley Women's Expo



Utah Valley Women's Expo



Utah Valley Women's Expo

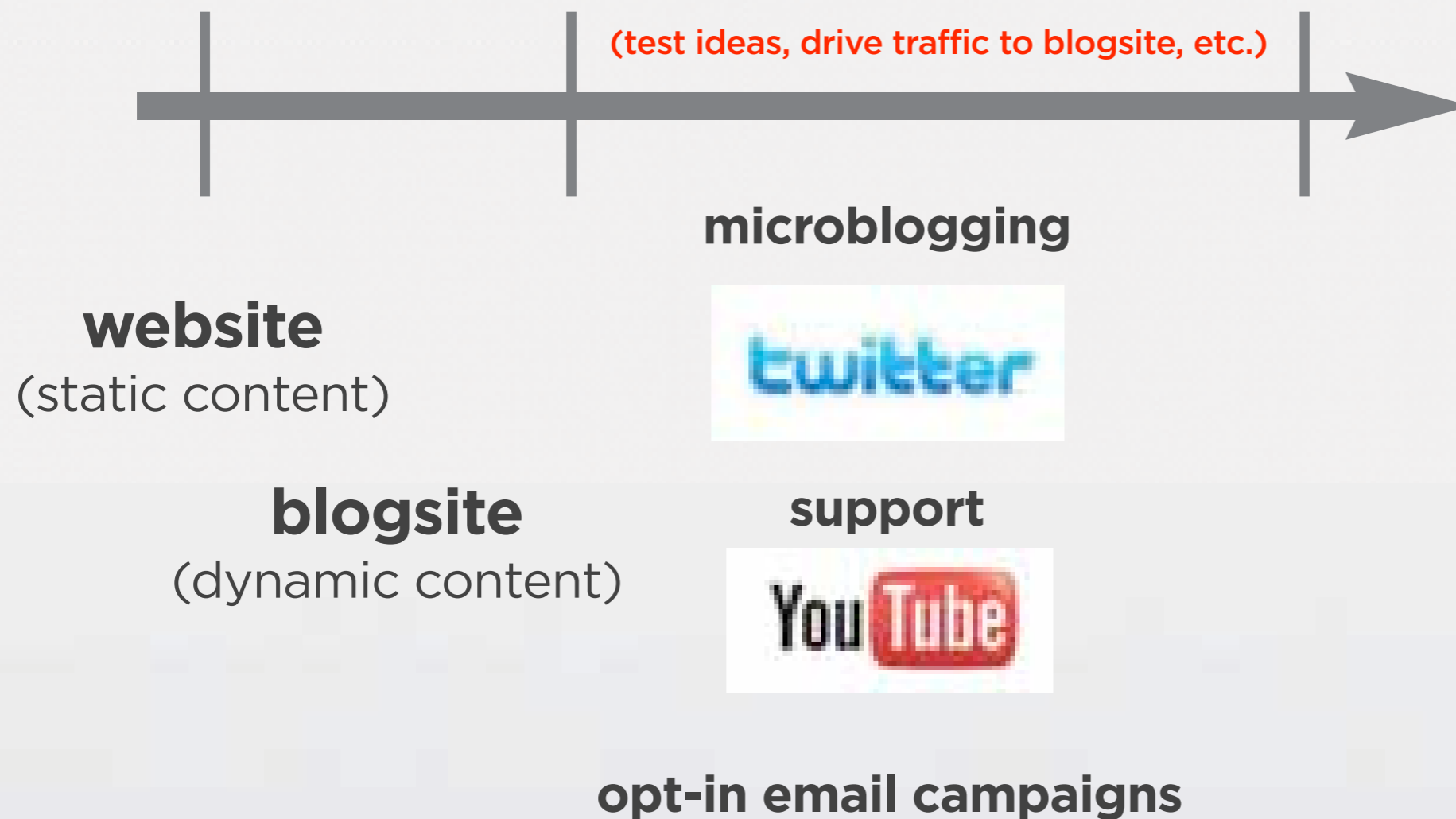


Utah Valley Women's Expo



Social Media Marketing Strategy

Online Engagement Continuum



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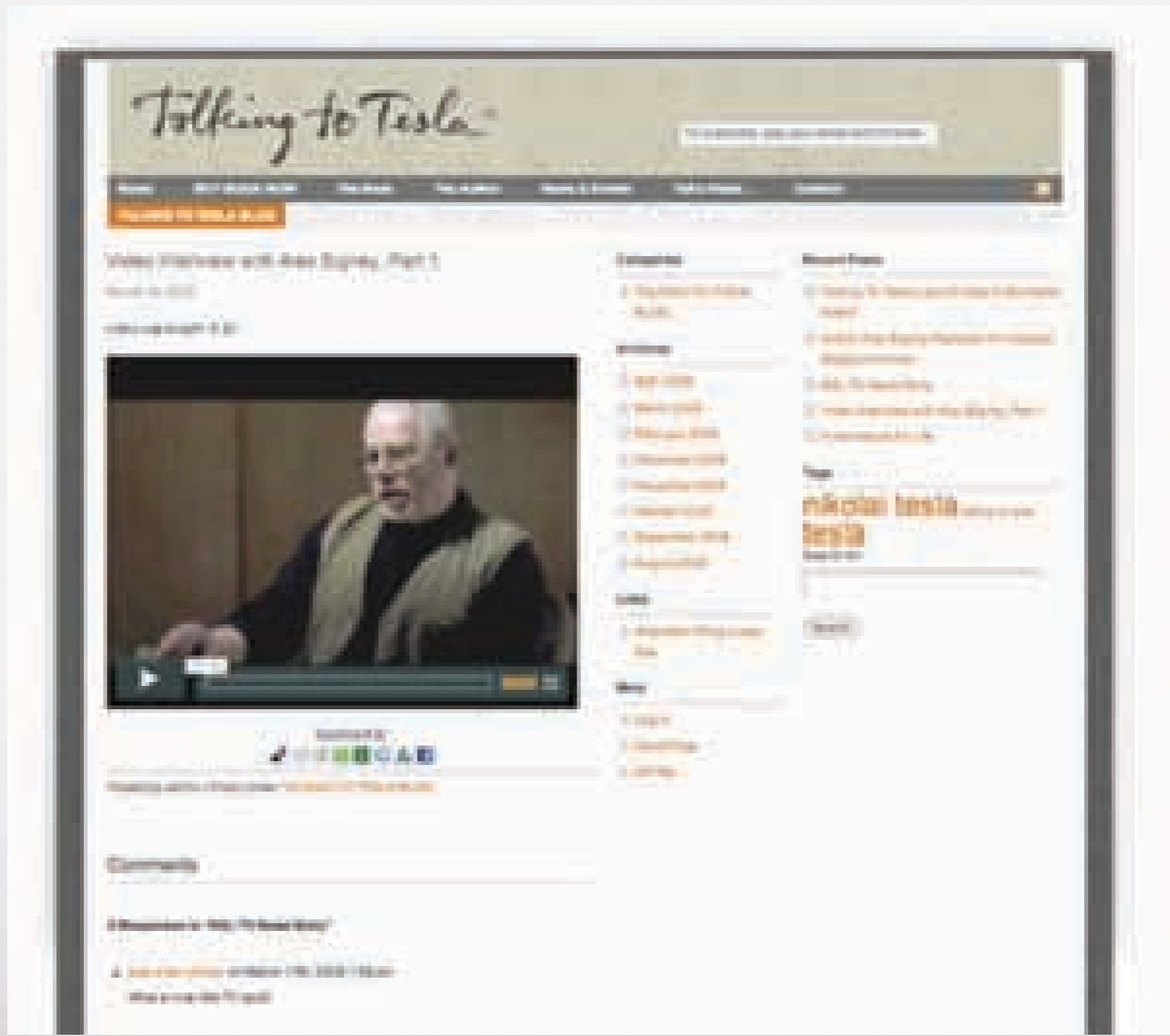


Social networks are not a place to simply broadcast your message...

But they're a great place to tell a story.









Facebook “applications” can reach into buying cycles.



Social Media Marketing Strategy

Online Engagement Continuum



A **custom-branded social network** allows members of the community YOU'VE built to better engage with each other.









The Karate CyberDojo
Practitioners of Traditional Japanese and Okinawan Karate Do

Home | My Page | News | Training | Events | Links | About | Contact

Welcome to the Karate CyberDojo network!

This network is for karateka who regard their art as one of the traditional Japanese and Okinawan martial arts. This network is also used to connect and help students in traditional Japanese and Okinawan karate, but also extend to other arts.

members

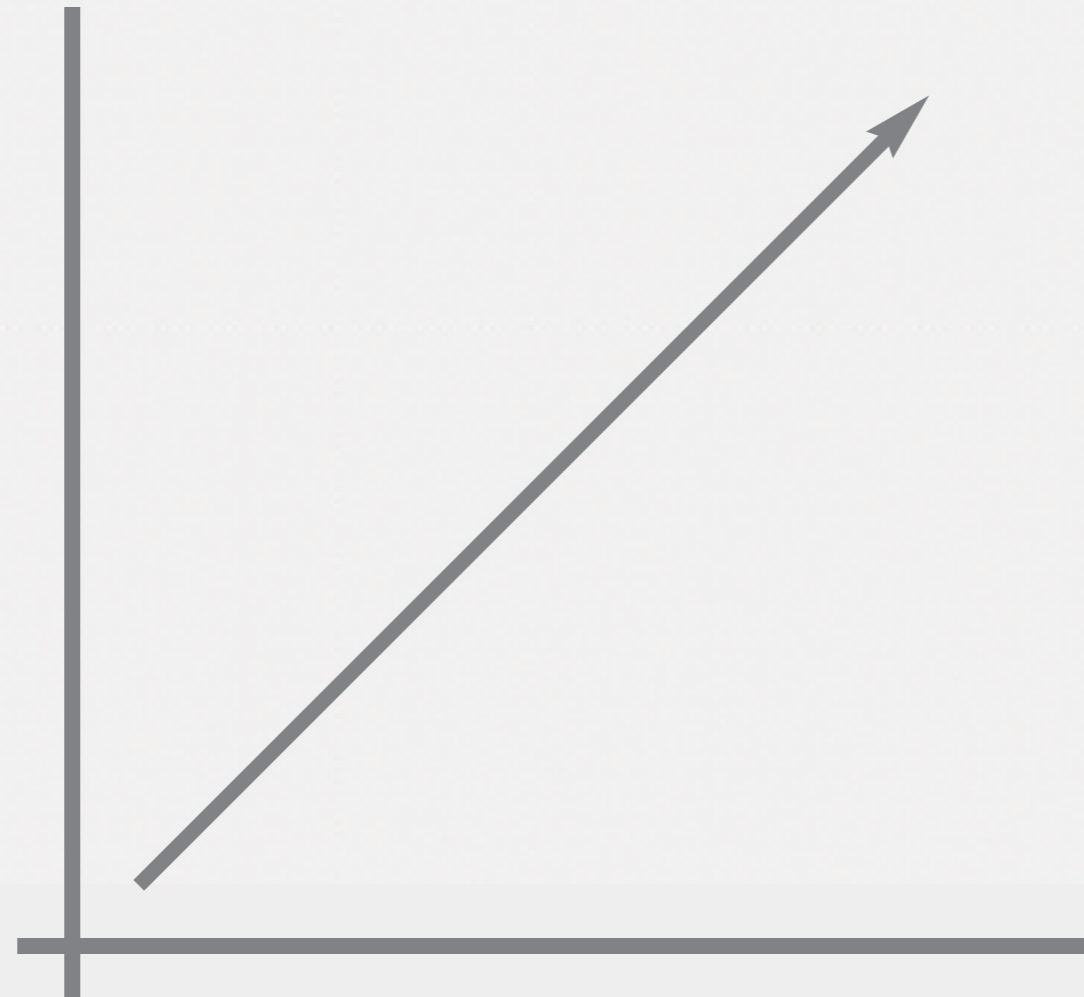
photos

Links

- Welcome to The Karate CyberDojo**
Start Me at 10:22
- new Google** 10:22
- Empty/Empty/Empty**
Your martial arts website, family and work training and equipment
- Martial Arts Insurance**
Your martial arts insurance source for schools and instructors
- Real Ho Karate Man**
Ready to fight? Any Black Belt secrets they don't want you to know

Value

**Value
of Each
Customer**



Value:

- > inceased trust
- > more awareness
- > more referrals
- > business growth

**Level of Engagement
Number of Places Touched Along Continuum**

Mindset:

Listen & Learn

- > Subscribe to: chrisbrogan.com
sethgodin.typepad.com
- > Start (thoughtfully) using Twitter

Ideas:

Clarify Your Message & Your Story

Gather & Develop Content with Value

Tools:

Begin a “Dialog” Through Blogging & Facebook

Use Twitter (thoughtfully) as a Conduit

www.coworkutah.com
jack@coworkutah.com

> **coworkutah**TM

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