

Todd Van Hoosear
@vanhoosear

Social Media 2014

How has social media's role evolved in the marketing landscape and how can you use it to create inbound demand? We'll lay the foundation for social success in these six easy steps. Join us to gain clarity and focus on how to start and achieve success in your social media efforts and get a preview of some important 2014 trends.

Who am I?



Todd Van Hoosear
@vanhoosear FOLLOWS YOU

VP, PR & Stakeholder Engagement, @HB_Agency. @SNCR Fellow.
@TEDxCambridge planner. #BUNewMedia Adjunct Prof.
Somerville, MA · itsfreshground.com

PREMIUM
Made
fresh
Daily
QUALITY

What is Social Media?

- Social media is a set of channels, tools, philosophies and channels for creating content, building community, joining (and shaping) the conversation, and ultimately “converting”
- Social media is not just a new way to communicate: it’s a new way to do business
- **Ultimately, social media, and more specifically social marketing, is about turning your customers and influencers into salespeople.**



“Ultimately social media is not about the tools, technology and whiz-bang things. It’s about culture and culture change.”
- @ScottMonty

Before We Go Any Further

- I've got some things I need to go over...
- Things we all need to remind ourselves of...
- The rules of social media change regularly
- These are some of the more important ones today...*

** Subject to change at*

any moment

<http://www.flickr.com/photos/24467251@N02/6658779959/>

Rule #1

There's no such thing as a Twitter
or a Facebook strategy!



Rule #2

Just because you can measure it
doesn't mean you should!



Rule #3

Social media marketing is
content marketing!

SOCIAL MEDIA MARKETING MADNESS



Rule #4

Content marketing is inbound marketing



Rule #5

If you build it, they might come, but
there's no guarantee!



Rule #6

The two secrets to being seen are sociability and searchability!



Social Media's Impact on SEO

Before

[Search engine optimization - Wikipedia, the free encyclopedia](#)

en.wikipedia.org/wiki/Search_engine_optimization

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search ...

[SEO \(disambiguation\)](#) - [Search engine marketing](#) - [Backlink](#) - [Website promotion](#)

[Search Engine Optimization \(SEO\) - Webmaster Tools Help](#)

support.google.com/webmasters/bin/answer.py?hl=en&answer...

Mar 20, 2013 – Check out our **Search Engine Optimization** Starter Guide! If you're in a hurry, here's the one-page version. **SEO** is an acronym for "search ...

[What Is SEO / Search Engine Optimization?](#)

searchengineland.com/guide/what-is-seo

SEO stands for "**search engine optimization**." It is the process of getting traffic from the "free," "organic," "editorial" or "natural" listings on search e.

[PDF] [Search Engine Optimization Starter Guide - Google](#)

www.google.com/.../search-engine-optimization-starter-guide.pdf

File Format: PDF/Adobe Acrobat - [Quick View](#)

the topic of **search engine optimization** and wish to improve their sites' interaction with both users and search engines. Although this guide won't tell you any ...

[SEO | Search Engine Optimization | Entrepreneur.com](#)

www.entrepreneur.com/seo/index.html

The latest **SEO** news, tips, and tools for growing your business online. **Search engine optimization** strategies to get more traffic and sales from Entrepreneur.

After

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Danny Sullivan +1'd this

[SEO: The Free Beginner's Guide From SEOmoz](#)

www.seomoz.org/beginners-guide-to-seo

May 22, 2012 – New to **SEO**? The Free Beginner's Guide to **SEO** has been read over 1 million times and provides the information you need to rank better.

Todd Randolph +1'd this

The Anti-Social Organization

The old model, or one reason why marketing is flawed



Megaphone
Flickr image uploaded by [thivier](#)
Shared under Creative Commons
Attribution-Share Alike 2.0 Generic
License

The Earth
Taken 7 December, 1972
Apollo 17 mission
Courtesy: NASA

The Social Organization

The Reality

#1



Flickr photo credit: Vidiot

Everyone is a spokesperson

The Social Organization

The Reality

#2



Flickr photo credits: Felixe, bunchofpants, Ben·Millett

Everyone is the media

The Social Organization

The Reality

#3



Flickr photo credit: Ray (rayphua)

The walls are not real

The Social Organization

The Reality

#4



Flickr photo credit: petecarr

The people outside know more

The Social Organization

The Reality

#5



Flickr photo credit: Jason.Hudson

They want to help*

The Social Organization

The Reality

#6



Flickr photo credit: Mika Hironniemi

They expect you to listen

The Social Organization

The Reality

#1

Wikipedia

Linux



Second Life

YouTube

Wikinomics: How Mass Collaboration Changes Everything by Don Tapscott and Anthony D. Williams

You cannot succeed without them

The Social Organization

The Reality

#8



Flickr photo credit: féileacán

Don't lose control, delegate it

The Social Organization

The Reality

#9



Flickr photo credit: mofo

It's okay to be wrong*

The Social Organization

A New Model



Ideate
Flickr image uploaded by [Caveman \(Kickin' 66 with Pete Zarria\)](#)
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License



Share
Flickr image uploaded by [Ed Yourdon](#)
Shared under Creative Commons
Attribution-Share Alike 2.0 Generic
License



Listen
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Shared under Creative Commons
Attribution 2.0 Generic
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Change
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Six Easy* Steps for Social Success

1. Know Thyself, Thy Customer and Thy Competition
2. Define Success (and Failure)
3. Inventory Your Assets
4. Align the Channels, Tools and Techniques
5. Scope, Execute and Measure
6. Review and Adjust Regularly

** Subject to re-*

interpretation at any time

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#1

***KNOW THYSELF,
THY CUSTOMER AND
THY COMPETITION***

Todd's Building Blocks of a Content Marketing Strategy

1. News
2. Understanding of Customer
3. Understanding of Competition
4. Understanding of Industry
5. Understanding of Influencers
6. Opinions on Any and All of These
7. Lack of Fear to be Different, Better or Critical

The Eight Elements of News

1. Immediacy
2. Proximity
3. Prominence
4. Oddity
5. Conflict
6. Suspense
7. Emotion
8. Consequence

1 H																		2 He
3 Li	4 Be											5 B	6 C	7 N	8 O	9 F	10 Ne	
11 Na	12 Mg											13 Al	14 Si	15 P	16 S	17 Cl	18 Ar	
19 K	20 Ca	21 Sc	22 Ti	23 V	24 Cr	25 Mn	26 Fe	27 Co	28 Ni	29 Cu	30 Zn	31 Ga	32 Ge	33 As	34 Se	35 Br	36 Kr	
37 Rb	38 Sr	39 Y	40 Zr	41 Nb	42 Mo	43 Tc	44 Ru	45 Rh	46 Pd	47 Ag	48 Cd	49 In	50 Sn	51 Sb	52 Te	53 I	54 Xe	
55 Cs	56 Ba		72 Hf	73 Ta	74 W	75 Re	76 Os	77 Ir	78 Pt	79 Au	80 Hg	81 Tl	82 Pb	83 Bi	84 Po	85 At	86 Rn	
87 Fr	88 Ra		104 Rf	105 Db	106 Sg	107 Bh	108 Hs	109 Mt	110 Ds	111 Rg	112 Cn	113 Uut	114 Fl	115 Uup	116 Lv	117 Uus	118 Uuo	
			57 La	58 Ce	59 Pr	60 Nd	61 Pm	62 Sm	63 Eu	64 Gd	65 Tb	66 Dy	67 Ho	68 Er	69 Tm	70 Yb	71 Lu	
			89 Ac	90 Th	91 Pa	92 U	93 Np	94 Pu	95 Am	96 Cm	97 Bk	98 Cf	99 Es	100 Fm	101 Md	102 No	103 Lr	

Creating a Customer Profile

- Give them a name, e.g., “Sally Spender”
- If necessary, include
 - The User
 - The Decision Maker
 - The Influencer
 - The Buyer
- There may be more than one
- Include both
 - Demographics
 - Psychographics
 - Socialgraphics



Know Thy Competition

Your competitors include:

- Organizations offering the **same** product or service now.
- Organizations offering **similar** products or services now.
- Organizations that **could offer** the same or similar products or services in the future.
- Organizations that **could remove the need** for a product or service.

The Four Stages of Competitive Intelligence:

1. Collect the information
2. Convert the information into intelligence
 - a) Collate and catalog it
 - b) Integrate it with other information
 - c) Analyze and interpret it
3. Communicate the intelligence
4. Counter adverse competitor actions you identify

Know Thy Industry and Its Influencers

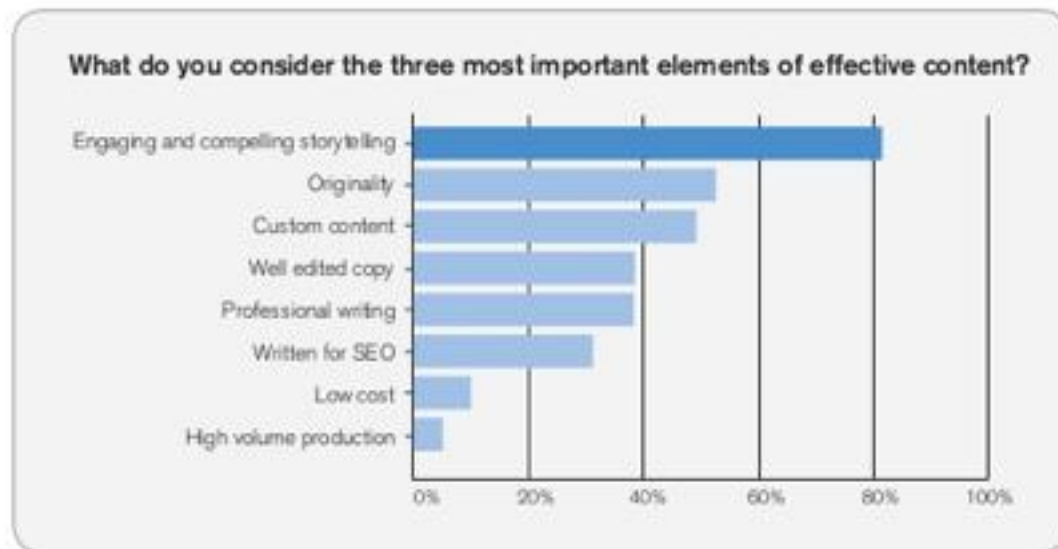
- What are the key trends and topics being written about?
- Who's writing about them?
- What are the related keywords and key phrases?
- What's *not* hot and should be avoided?

Find Your Voice

- Opinions are more interesting, and more valuable in a Twitter world, than facts
- Becoming a trusted source is a *very* valuable position
- Remember that PR is storytelling, and...
- Social media is the ultimate cocktail party, and...
- The hit of the party is often the best storyteller, and...
- Stories require characters, but...
- Characters have flaws, so...
- Don't be afraid to show your own, and others', flaws – chances are they're going to be found anyway

Before You Create or Engage

1. Have a social media policy in place
2. Have a social media response protocol
3. Build a repertoire of pre-approved messages
4. Have a monitoring tool in place



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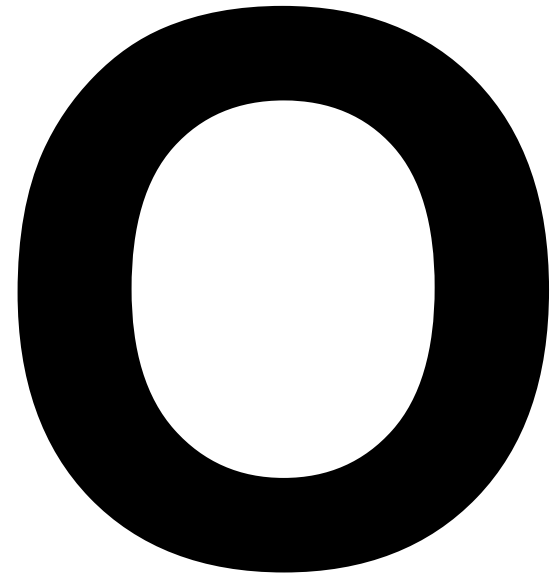
#2

DEFINE SUCCESS*

****(AND FAILURE)***

The Three Os of Measurement

1. Outputs – Results of publicity efforts
2. Outtakes – How people think as a result of these outputs
3. Outcomes – How their behavior changes as a result of these outtakes



Sample Basic Metrics

- Get on page one of SERPs for key industry term
- Grow RSS or email subscriptions by 100%
- Have an average of 3 comments per post
- Increase the number of Facebook users “talking about” our page by 75
- Grow inbound links by 50
- Have at least two blog and media mentions per week
- Grow our Alexa ranking by 500 places by *n* date
- Improve the sentiment so there are more positive mentions than negative ones
- Grow web traffic by 200%
- Grow downloads or sales by 50% over next four months

Where Measurement Starts

SMART Goals

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**esults-Oriented
- **T**ime Bound



Top B2B Social Marketing

#1 Lead Generation

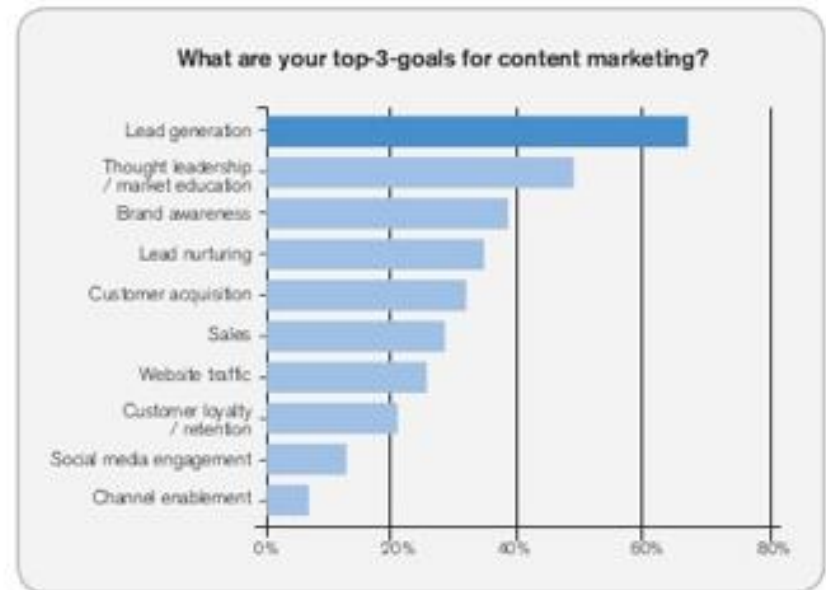
For 68 percent of respondents, the top goal for content marketing is lead generation. This is up from 62 percent in last year's survey. No major surprises here considering that content marketing has emerged as a critical B2B strategy to drive inbound lead generation (in response to outbound B2B tactics becoming increasingly ineffective). In other words, lead generation is the ultimate promise of content marketing.

#2 Thought Leadership & Market Education

The next highest content marketing goal is thought leadership and market education with 50 percent of responses (up from 37 percent in last year's survey). This pattern is also consistent with the promise of content marketing as a strategy to educate and influence buyer behavior in the vendor's favor.

#3 Brand Awareness

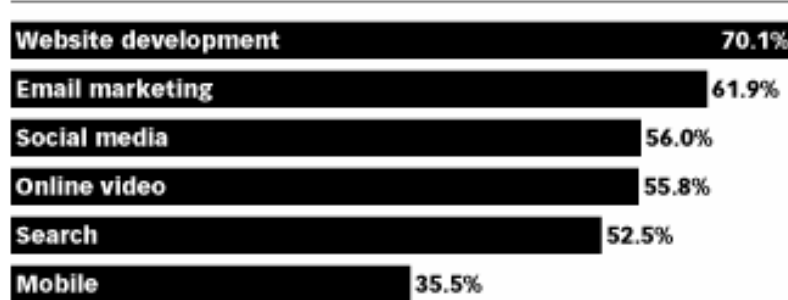
Brand awareness, for 39 percent of respondents (up from 34 percent last year), has replaced last year's number three content marketing goal, lead nurturing.



Top B2B Social Marketing Goals

Digital Marketing Tactics on Which US B2B Marketers Plan to Increase Spending in 2013

% of respondents



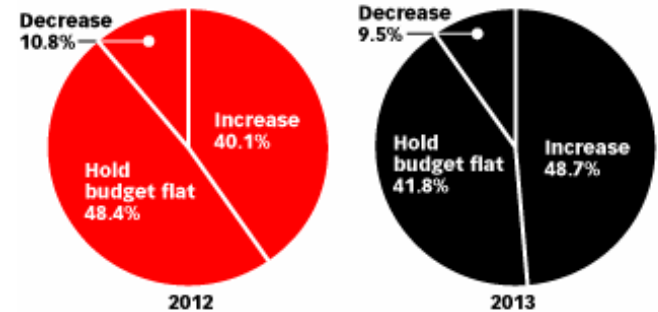
Source: BtoB Magazine, "2013 Outlook: Marketing Priorities and Plans," Jan 11, 2013

150198

www.eMarketer.com

Change in Marketing Budget According to US B2B Marketers, 2012 & 2013

% of respondents



Note: numbers may not add up to 100% due to rounding.

Source: BtoB Magazine, "2013 Outlook: Marketing Priorities and Plans," Jan 11, 2013

150196

www.eMarketer.com

Leading Digital Marketing Priorities in 2013 vs. 2012 According to Companies Worldwide

% of respondents

	2012	2013
Content marketing	29%	39%
Conversion rate optimization	34%	39%
Social media engagement	39%	38%
Targeting and personalization	-	37%
Content optimization	39%	31%
Mobile optimization	29%	30%
Brand building/viral marketing	32%	26%
Joining up online and offline data	24%	24%
Marketing automation	15%	11%
Video marketing	21%	9%
Social media analytics	19%	9%

Note: respondents were client-side marketers; could choose up to three responses

Source: Econsultancy and Adobe, "Quarterly Digital Intelligence Briefing: Digital Trends for 2013," Jan 10, 2013

150817

www.eMarketer.com

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#3

***INVENTORY YOUR
ASSETS***

Calculate Your Risk Tolerance

I've seen some *great* social and content campaigns scuttled before they've even launched because of insufficient risk tolerance...

1. To succeed, you need to delegate...
2. To delegate, you need to give up control...
3. To give up control, you need to trust!

Inventory Your Assets

- Who and what do you have at your disposal currently to help
 - Champion the program?
 - Create content?
 - Engage with your community?
 - Measure the effectiveness of your program?
 - Escalate and respond to issues and feedback?
- What's more effective, 10% of 10 people's time, or 100% of 1 person's time?

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#4

***ALIGN THE CHANNELS,
TOOLS & TECHNIQUES***

Did you

?

NOTICE

**THANK YOU
FOR NOTICING THIS
NEW NOTICE**

**YOUR NOTICING IT
HAS BEEN NOTED**

AND WILL BE REPORTED TO THE AUTHORITIES

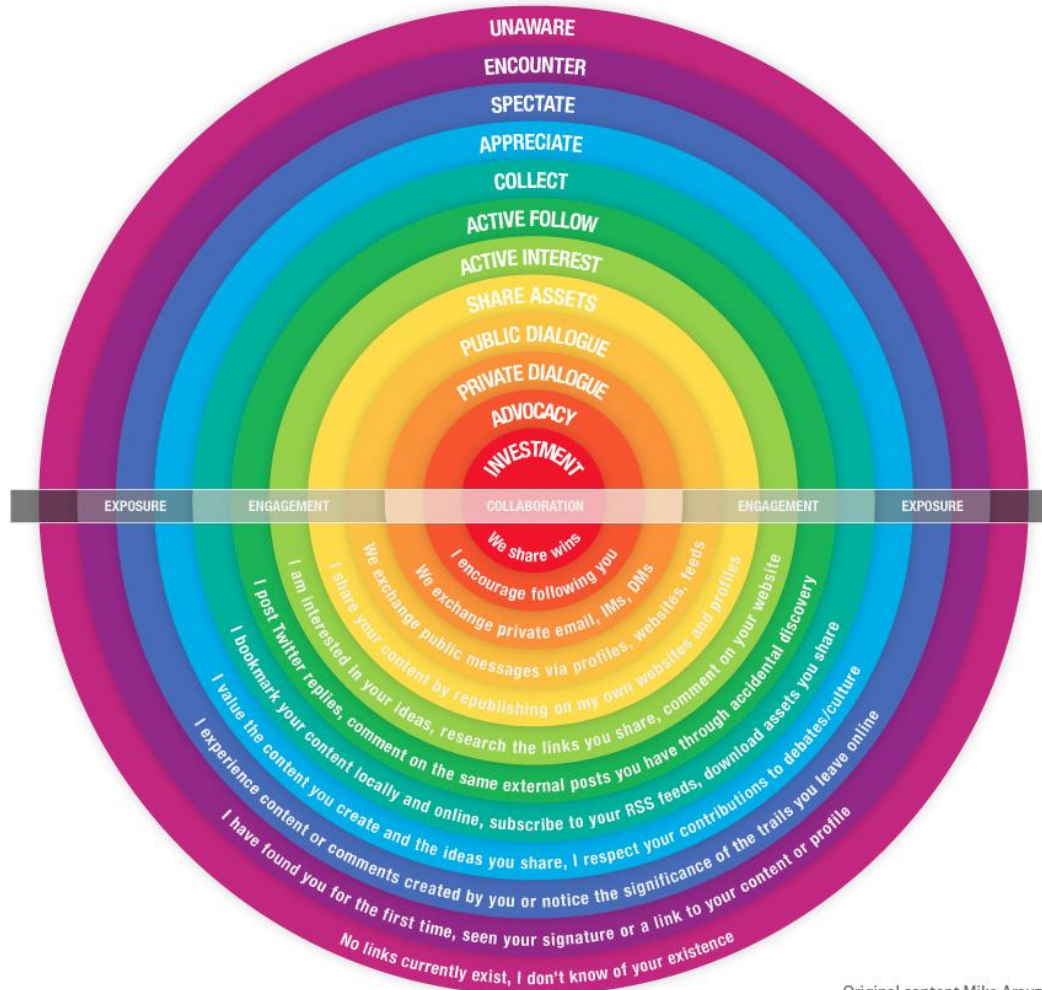
richard tipping

<http://www.flickr.com/photos/squirmelia/5968201800/>

Tools Didn't Come First...



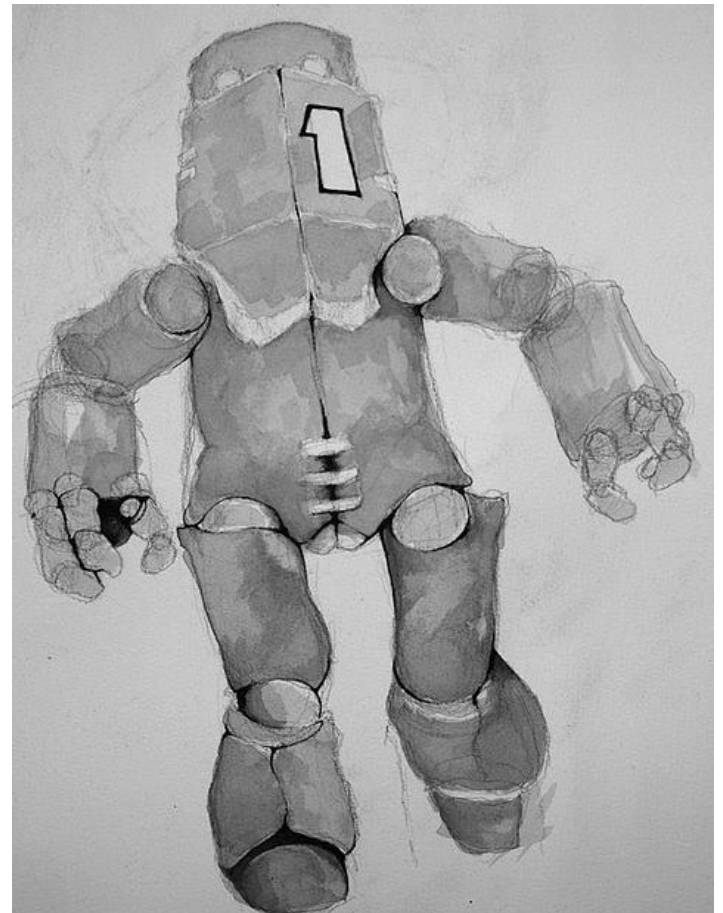
Needs Come First



Original content Mike Arauz
Additions by Simone Lovati
Revised and designed by David J Carr
<http://davidjcarr.wordpress.com>

Find Tools & Techniques

- Discovery
- Listening
- Creating, Sharing & Amplifying
- Engagement & Workflow
- Automation*
- Collaborating
- Measuring & Reporting
- Outsourcing*



The Risk of Embracing Tech

***Social media practitioners fall victim to three key ailments
This is the second of them...***

- If you are quick to adopt and embrace new tools, technologies and networks, you're being smart, *but*, make sure you can explain *why*, or you might suffer from...



SHINY OBJECT
SYNDROME

(Some) Content Rules

- Start with the why
- Reuse
- Define success
- Speak human (but read tech)
- Reimagine (but don't recycle)
- Share, solve, but don't shill
- Listen and learn

**I do some pretty
egregious
paraphrasing here
– the book is better**

What Are Your Customers Using?

- You can do your own research,
OR
- You can just ask!

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#5

***SCOPE, EXECUTE AND
MEASURE***

McKinsey and the Funnel

- Monitor social channels for trends, insights
 - Brand monitoring
 - Competitive intelligence
- Respond to developments online
 - Crisis management
 - Customer service
- Amplify current positive activity/tone
 - Referrals and recommendations
 - Fostering communities
 - Brand advocacy
- Lead changes in sentiment or behavior
 - Brand content awareness
 - Product launches
 - Targeted deals, offers
 - Customer input



How Social/Digital Can Help (In Order of Difficulty)

1. Find & build community
2. Keep up with the industry
3. Engage and influence community
4. Build a reputation
5. Create evangelists
6. Collaborate
7. Drive traffic
8. Collect customer/prospect information
9. Close deals
10. Change how you do business

5 Deadly Sins of Social Media

1. Unreported endorsements
2. Improper anonymity
3. Compromising consumer privacy
4. Overly enthusiastic employees
5. Using online community to get free work

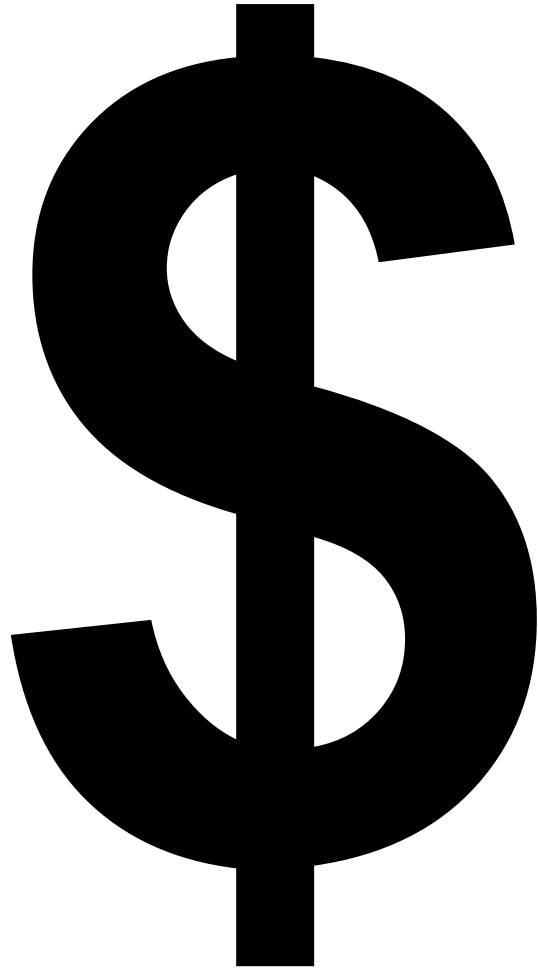
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#6

***REVIEW AND ADJUST
REGULARLY***

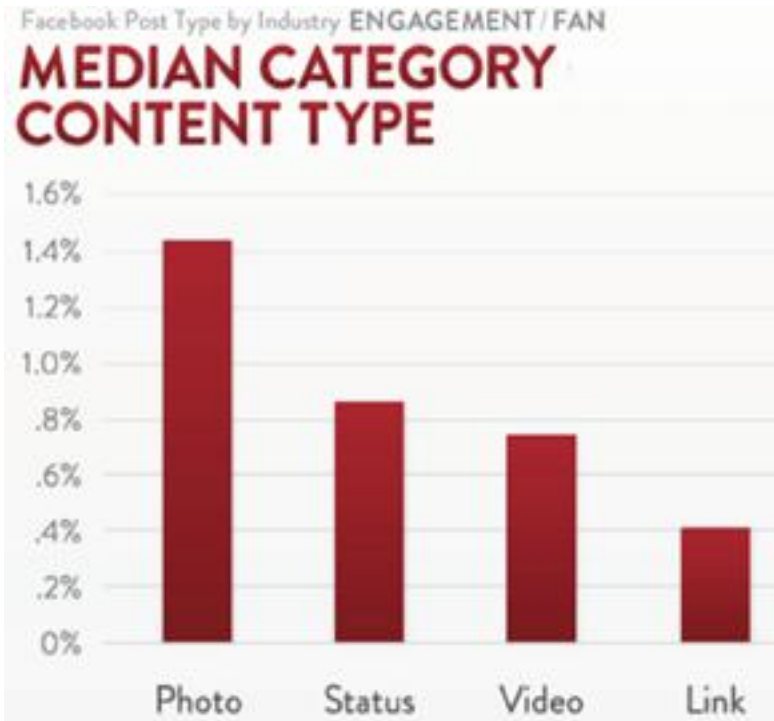
What Does the Future Hold?



PESO Walls Are Falling

- PAID = Money exchanged for space in magazine, newspaper or online site; for time on radio, TV and sometimes online channels
- EARNED = Coined by public relations professionals to differentiate from paid media
- SHARED = Content shared on, and communities built on, third-party social networks (e.g., Facebook, Twitter, LinkedIn, Pinterest, etc.)
- OWNED = Print collateral, websites, blogs, video, podcasts, ebooks, etc.

A Lot of Static, New Filters



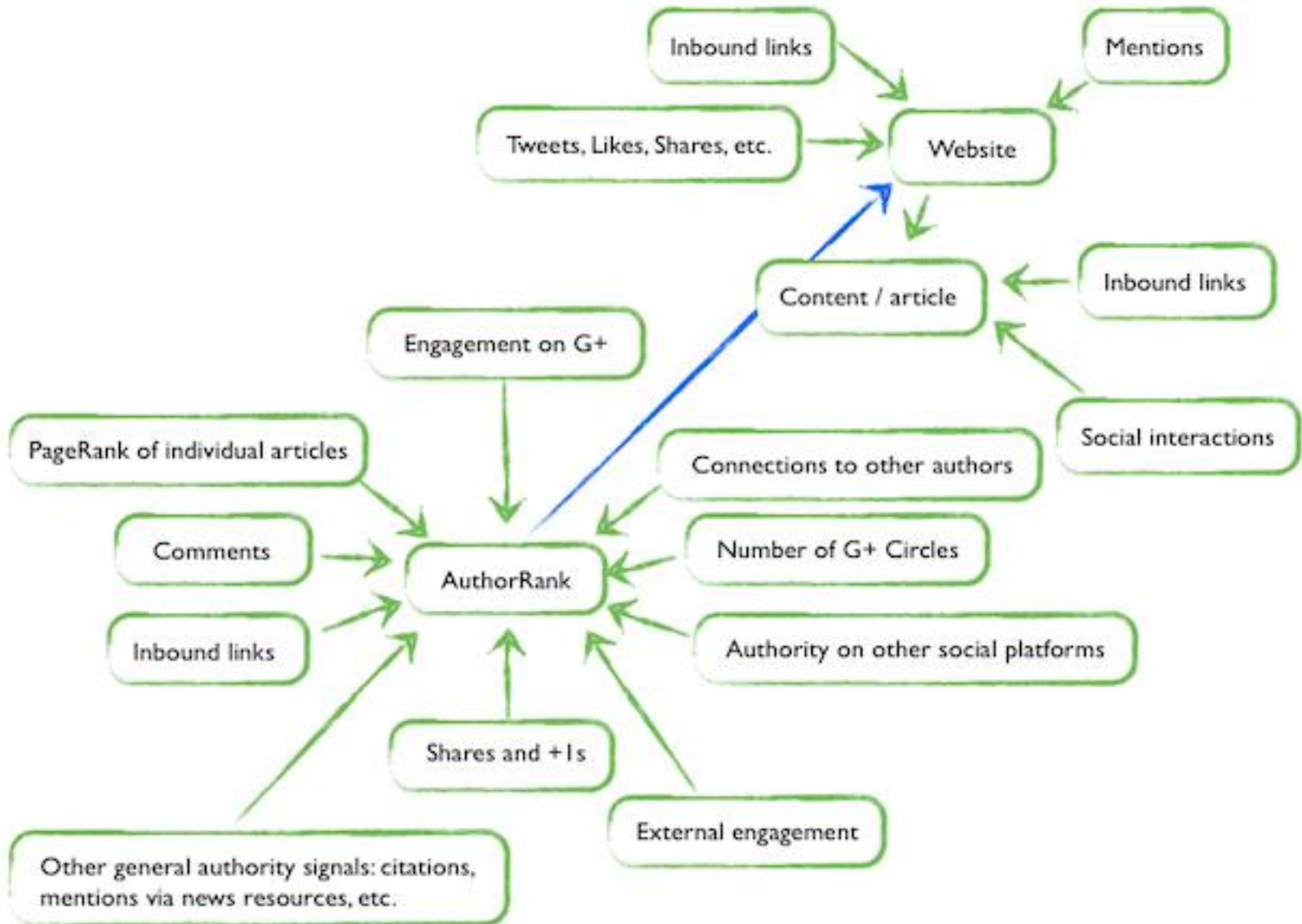
5 Things You Didn't Know About EdgeRank

1. Typical post reaches only 17% of your fans
2. Average post lifespan is 3 hours
3. Comments are 4x valuable than likes
4. Affinity = everything
5. GraphRank is subset of EdgeRank

Facebook Edgerank =
Affinity score * Weight * Time Decay

<http://socialfresh.com/facebook-edgerank-facts/>

Marketer Promote Thyself!



Thank You

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