

MARKETING & SOCIAL MEDIA: BEST PRACTICES FOR BUILDING YOUR BRAND REPUTATION



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School-Based Health Care
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INTRO & BACKGROUND

Dan Herman:

- Corporate = Athletic Footwear & Apparel
- Footwear Startup
- Consulting Firm
- Nonprofits, healthcare, consumer/sporting goods
- B.S. & M.B.A.



TODAY'S DISCUSSION



- Who's implementing social media? Results?
- Landscape
- Brand Strategy
- Targeting / Best Vehicles
- Organization
 - Who “owns it”?
- ROI / KPI Measurement

SOCIAL MEDIA AS “MARKETING”

- Using social media as a form of marketing has taken on whole new challenges.
- As the 2010 Trust Study indicates, it is most effective if marketing efforts through social media revolve around the genuine building of authority. Someone performing a "marketing" role within a company must honestly convince people of their genuine intentions, knowledge, and expertise in a specific area or industry through providing valuable and accurate information on an ongoing basis without a marketing angle overtly associated. If this can be done, trust with, and of, the recipient of that information – and that message itself – begins to develop naturally.
- This person or organization becomes a thought leader and value provider - setting themselves up as a trusted "advisor" instead of marketer. "Top of mind awareness" develops and the consumer naturally begins to gravitate to the products and/or offerings of the authority/influencer.

The 4Cs of Social Media



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SOCIAL MEDIA: BUILDING A BUSINESS CASE

- 98% of online US adults aged 18-24 use social media.
- The number of social media users age 65 and older grew 100 percent throughout 2010, so that one in four people in that age group are now part of a social networking site.
- In the U.S. alone, total minutes spent on social networking sites has increased 83 percent year-over-year. In fact, total minutes spent on Facebook increased nearly 700 percent year-over-year.
- The cost-effectiveness versus traditional media.



SOCIAL MEDIA PLATFORMS

SOCIAL MEDIA



TOO MANY VARIABLES!



BEST PRACTICES SOLUTION: BRAND STRATEGY FOCUS



Value Proposition
What is it and why
is it important?



Translation: "If your brand doesn't already have a compelling value proposition, being on Facebook and/or Twitter isn't gonna help you."

Scott Davis, Prophet Consulting



BEST PRACTICES SOLUTION: BRAND STRATEGY FOCUS

- Brand Equity
 - Awareness, Loyalty, Leadership/Perceived Quality, Brand Associations
- Brand Identity
 - What you aspire to be
- Value Proposition
 - Functional Benefits, Emotional Benefits, Self-Expressive Benefits
- Positioning Statement
 - Subset of BI & VP above; at a target audience; actively communicated; provides competitive advantage



BEST PRACTICES SOLUTION: TARGET AUDIENCE DEFINITION

- Identify / Prioritize Target Audiences
 - Primary, Secondary, Tertiary
- Develop Hierarchy of Key Messages
 - Typically 3 - 5
- Examine Target's Media Habits
 - Outside the box but meaningful, “where the fish are”
 - In context of your positioning objective (thought leader, enabler, advisor, facilitator)
 - 3C's of Branding (clarity, consistency, constancy)

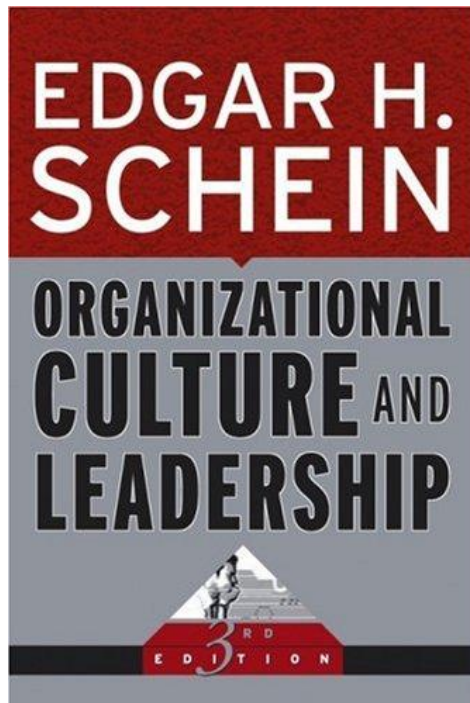


BEST PRACTICES SOLUTION: DEVELOP VALUE PROP / POSITIONING STATEMENT

(Group Ex)



ORGANIZATIONAL BUILD: CRITICAL SUCCESS FACTORS



ORGANIZATIONAL BUILD: RESOURCES / INVESTMENTS

Traditional / Old-School:

- ✓ High Production Costs
- ✓ Lower Time Burden
- ✓ Often Outsourced
- ✓ Predictable
- ✓ One-way / monologue
- ✓ Fewer alternatives
- ✓ Slower / not 24-7

E-Marketing / Social Media:

- ✓ Time intensive for staff
- ✓ Responsiveness required
- ✓ Often In-sourced
- ✓ Dynamic, multi-pronged
- ✓ Dialogue is key to community building
- ✓ Many choices; inter-related venues
- ✓ Frenetic pace

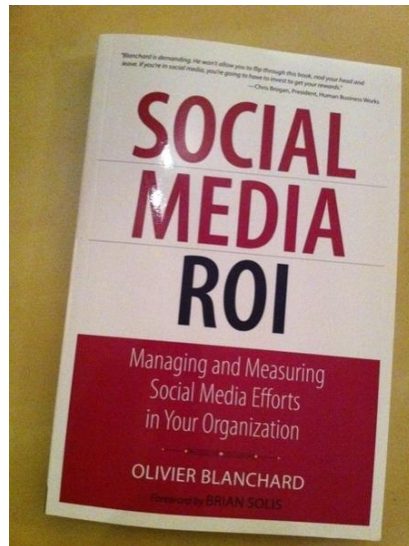


ORGANIZATION BUILD: CRITICAL SUCCESS FACTORS

- **Establishment of a Governance Policy**
 - Standards and processes. A content plan to include frequency and context of Tweets, Facebook Updates, blog posts.
 - A crisis communication plan
 - An understanding and “buy in” of the measurement philosophy (everyone in the organization SHOULD be measuring social media the same way)
 - Approval and guidelines. Who’s in the approval process while still protecting responsiveness and “sticky” content.
- **Content Library**
 - Your framework is the “Positioning Statement” – reinforce, reinforce, reinforce.
 - Leverage your existing marketing assets.
 - Internal risk: Don’t grow tired of marketing assets too quickly.
 - Content can include videos, PDFs, spec sheets, FAQ, blog posts, infographics, the list goes on.
- **Community Management**
 - Without an active community manager, a content marketing plan will fail. A community manager will not only be responsible for actively posting and aggregating content; but she/he is essentially the face of the brand and should be sanctioned to solve customer problems.
 - A proficient community manager will answer questions and provide real and “tangible” solutions to disgruntled customers. Additionally, she/he should have the authority to provide rewards to random customers simply for being customers.
 - Social media professionals (e.g. Community Managers) are far more expressive than analytical. However, their job as professionals demands that they be analytical as well.
 - Intern vs. agency vs. mid-manager/employee



BEST PRACTICES MEASUREMENT: ROI AND KPI



Free chapter @ www.smroi.net



BEST PRACTICES MEASUREMENT: ROI AND KPI

- What is the ROI of Social Media?
 - The problem is that the question can't be answered as asked: Social media in and of itself has no cookie-cutter ROI. The social space is an amalgam of channels, platforms and activities that can produce a broad range of returns (and often none at all).
- The right phrasing of Q: What was the ROI of [insert activity here] in social media for Q3 2011?
 - What was the ROI of shifting 20% of our customer service resources from a traditional call center to twitter this past year?
 - What was the ROI of shifting 40% of our digital budget from traditional web to social media in 2011?
- Don't think of ROI as being medium-specific. Think of it as activity-specific.
- ROI is media-agnostic. Once you realize that your measurement should focus on the relationship between the activity and the outcome(s), the medium becomes a detail. ROI is ROI, regardless of the channel or the technology or the platform.
- Acquiring Twitter followers and Facebook likes won't drive a whole lot of anything unless you have a plan. In other words, if your social media activity doesn't deliberately drive ROI, it probably won't accidentally result in any.
- Think more along the lines of business-relevant metrics than social media metrics like "likes" and "follows," which don't really tell you a whole lot.



BEST PRACTICES MEASUREMENT: ROI AND KPI

- Repeat after me: Not all social media activity needs to drive ROI. For example:
 - Technical support, accounts receivable, digital reputation management, digital crisis management, R&D, customer service... These types of functions are not always tied directly to financial KPIs, they're qualitative. Don't force them into that box.
- Social media's value to an organization, whether translated into financial terms (ROI) or not, is determined by its ability to influence specific outcomes. This could be anything from the acquisition of new transacting customers to an increase in positive recommendations
- For an organization, the value of social media depends on two factors:
 - 1. The manner in which social media can be used to pursue a specific business objective.
 - 2. The degree to which specific social media activity helped drive that objective.

(Measure results with www.hootsuite.com, a social media dashboard tying all your outposts together)

- Everything starts with the end in mind. Determine what (business) outcome you're trying to affect?



SOCIAL MEDIA PLATFORMS: BEST WHEN INFUSED WITH STRATEGY, FOCUS & ORGANIZATIONAL SUBSTRUCTURE

SOCIAL MEDIA



RESOURCES

- Twitter has two @socialmedia411
 - Social Media and ROI - Some Clarity: <http://t.co/hZeLTo2v>
- David Aaker, Building Strong Brands
- <http://socialmediatoday.com/>
- Dan Herman
 - (360)737-0954 or dan@directionsmktg.com
 - Twitter = @directions1001
 - LinkedIn = <http://www.linkedin.com/in/danherman1>