



# Social Media for Business

Chesapeake Professional Women's Network  
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# Topics for Discussion



- Background on Social Networks
- Details on Key Social Networks
- Social Media Tools
- Strategies and Tactics for Marketing using Social Networks
- Techniques for Data Mining and Research



# What Defines a Social Network?



- “...social structure made of...individuals or organizations...tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, sexual relationships, kinship, dislike, conflict or trade”
- **Social Network Service** – “...online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.”

*(source: Wikipedia)*



# Why the Hype?



- Traffic
  - Visited by 67% of global online population
- “Stickiness”
  - 10% of all Internet time is spent on member communities
  - 4<sup>th</sup> most popular online activity ahead of personal email
- Real-Time Updates
  - 11% of online adults use Twitter or update their status online
- Registered Users
  - Access to demographic information
  - Access to users’ peers

*(Source: <http://www.web-strategist.com/blog/2009/01/11/a-collection-of-social-network-stats-for-2009/>)*



# Example Sites



- **Community Sites**

- Facebook
- LinkedIn
- MySpace
- Bebo (Europe)
- Orkut (S. America/Asia)
- Friendster (Asia)

- **Social Video/Images**

- YouTube
- Flickr

- **Social**

- Bookmarking/News**

- Delicious
- StumbleUpon
- Digg
- Reddit

- **Microblogging**

- Twitter
- Jaiku
- Tumblr



# Facebook



- 350 million active users
- 50% login every day
- 35 million update status daily / 55 million status updates a day
- Average user has 130 friends
- 65 million active mobile users
- 45% are 26 years old or older as of March 2009
- Fastest growing demographic is 35 years and older
- More members between 45-65 than 13-17

*(Sources: <http://www.web-strategist.com/blog/2009/01/11/a-collection-of-social-network-stats-for-2009/> and <http://www.facebook.com/press/info.php?statistics>)*

# LinkedIn



- Targets business and professional users
- 36 million members as of March 2009
- 7.7 million visitors per month
- “Saavy Networkers”: ~9M, 61 connections, \$93,500/yr income, titles like “Consultant”
- “Senior Executives”: ~8.4M, 32 connections, \$104,000/yr income, titles like “Owner”, “Partner”, “Executive”
- “Late Adopters”: ~6.6M, 23 connections, \$88,000/yr income, titles like “Teacher”, “Lawyer”, or have “Assistant” in them
- “Exploring Options”: ~6.1M, \$87,500, Job Seekers

*(Source: <http://socialmediastatistics.wikidot.com/linkedin>)*



# Twitter



- More than 45.5 million users as of July 2009
- 4.1 million users per month on average
- Average user has 70 followers

twitter



# Facebook



- News feed
  - Status Updates
- Groups
- Pages
- Networks
- Apps
- Events
- Share Links/Photos



facebook®



# Twitter



- Why Twitter?

- Real-time Search
- Mobile Updates
- SEO Powerhouse

- Tips for Twitter

- Can simultaneously update Facebook/LinkedIn
- URL Shortener – 140 char limit, so use service like <http://bit.ly>

- Using Twitter

- “Tweet” = post to Twitter
- “Re-Tweet” = pass on someone’s Tweet
- @username = public posting directed to a particular user
- DM username = direct message to a user
- #keyword = tag a post for a keyword



# LinkedIn



- Groups
  - Discussions
  - Share News
- Status Updates
- Introductions
- Jobs



# YouTube



- Branded channels
- 2<sup>nd</sup> most used search engine
- Content can be displayed on your website
- 10-minute limit



Broadcast Yourself



# Social Networking Tools



- Firefox
  - Yoono: centralizes social networks
  - LinkedIn Companion
  - ScribeFire: blogging editor
- TwitterFeed.com – posts blog to Twitter
- TweetDeck – centralizes social networks
- Twhirl – desktop client for Twitter
- Twellow.com – Twitter Yellow Pages
- GovTwit.com – Government Agencies on Twitter
- HootSuite – Monitor multiple real-time Twitter posts



# Social Marketing Goals



- Improve Brand Awareness
- Increase Website Traffic
- Increase Sales
- Develop Online Community
- Customer Service
- Reach New Customers “Virally”



# B2B Social Media Myths



- *My* customers aren't on Facebook / Twitter.
- LinkedIn is only useful for recruiting.
- My contacts aren't connected to the right people.



# B2B Buying Habits



- Trusted Referral – #1 Source of New Business
- Informed Purchasers – research everything on Internet
- 90% are using social media tools, often to research and execute purchases
- Cost of purchase generally NOT the primary motivating factor



# Basic Concept



# Preparation



- Website
  - Facilitate lead capture
  - Blog capabilities
  - Share This...
  - Analytics
- Contact Database(s)
- Corporate Messaging



# Initial Setup



- Facebook

- Create Personal Facebook Account
- Upload/Invite Contacts
- Create Facebook Page
- Invite Fans

- LinkedIn

- Create LinkedIn Group
- Invite Contacts
  - Pre-Approve Upload

- Twitter

- Create Corporate Twitter Account
- Follow People
  - Find On Other Networks

- Create Corporate YouTube Account

- Create Branded Channel

- Website

- Follow on Your Networks



# Engage Your Employees



- Train on how to share links and promote content
- Ask to invite networks to become fans, join groups
- Train on how to Re-Tweet
- Create “Acceptable Use” policy

Number of Employees	300
Average # Friends Per Site	100
Number of Sites	2
Potential "Touches" Per Update	60,000
Targeted Updates / Week	2
Weeks in Pilot	12
<b>Potential "Touches" for Pilot</b>	<b>1,440,000</b>



# Monthly Content Generation



- Website

- Frequent blog postings
  - Useful information
- Regular case studies
- Monthly newsletter
  - Emailed via 3<sup>rd</sup> party
  - Archived on site

- Facebook

- Share links on corporate Page
- Update status (Page/User)
- Participate in discussions
- Send updates to Fans

- YouTube

- Monthly video blog



# Monthly Content Generation



- **Twitter**
  - Tweet regularly (daily)
    - Balance brand w/relevance
  - Link to website content updates
    - [Twitterfeed.com](http://Twitterfeed.com) auto updates Twitter w/blog
- **LinkedIn**
  - Status updates
  - Promote content updates to Group via News
- **Employees**
  - Ask to promote site content to their networks
  - Help to Digg useful links from the website



# Benefits



- SEO – significantly higher organic search engine rankings
- Referral-based Networking
  - Higher click-thru conversion rates
  - Higher lead conversion rates
- Increased Brand Awareness



# Social Media for Research



- Real-Time Search
- Brand Monitoring
  - HootSuite
- Survey Capabilities
  - Facebook Poll Apps
    - Zoomerang
  - LinkedIn Polls
    - Free for Network
    - Pay-per-response to targeted group



# Real-Time Search



- Resources

- <http://search.twitter.com>
- <http://www.facebook.com>
- <http://www2.sandbox.google.com> (Google Caffeine Beta)

- Applications

- Prospecting
- Competitive Analysis
- Brand Monitoring



# Gaining Consumer Insights Via Social Media



## Real-World Examples

- **IBM:**
  - Create awareness for new mainframe value proposition
  - Increase mainframe awareness with college students
- **Salesforce.com:**
  - Added a new application to its platform that enables companies to query the tweets that relate to their brand, products or competitors and monitor what is being said in real time
- **Dell:**
  - Private B2B Communities
  - Idea Communities
  - Prediction Markets
  - Ratings and Reviews





# Questions / Discussion

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