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**sbc**

**ADVERTISING**

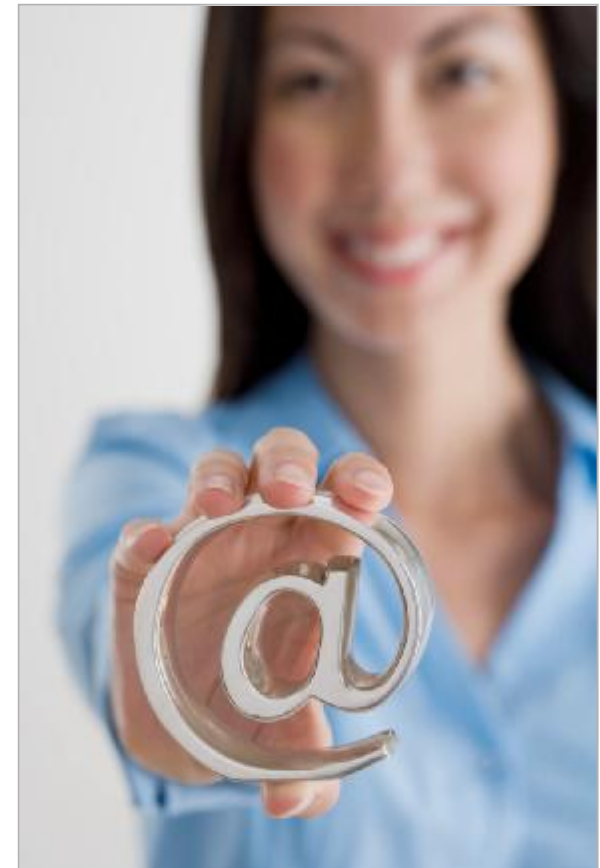
# SBC Advertising

- Founded 1969 / \$100 million / 100+ associates/ Privately Held
- Full-Service: advertising, B2B, PR, interactive, media, creative, production
- Affiliations: AAAA, PRSA
- Gold EFFIE, Gold RAC, Clios, New York Art Directors Club, New York Festivals, Creativity, PRINT, Addys, Adweek Top 4 Print Ads



# Introduction to Social Media

- What is Social Media?
- Tactical Overview
- Resources



## What's really going on? A “groundswell” trend.

“*...a social trend in which people use technologies to get the things they need from each other instead of from companies...the phenomenon itself is based on **people acting on their eternal desire to connect.** It has created a **permanent, long-lasting shift** in the way the world works.*”

From the book *Groundswell* by  
Charlene Li and Josh Bernoff



# Social Media: Evolution

<b>YESTERDAY</b>	<b>TODAY</b>	<b>FUTURE/EMERGING</b>
Letter from CEO/Pres	Blogs/Microblogging	Lifestreaming
Hanging out at mall	Social networking	Niche networks
Pay Phones	Mobile	mCommerce
Off the shelf software	Widgets	User customized apps
Search	Social bookmarking	Social navigation
eCommerce	Multi-channel commerce	Social commerce



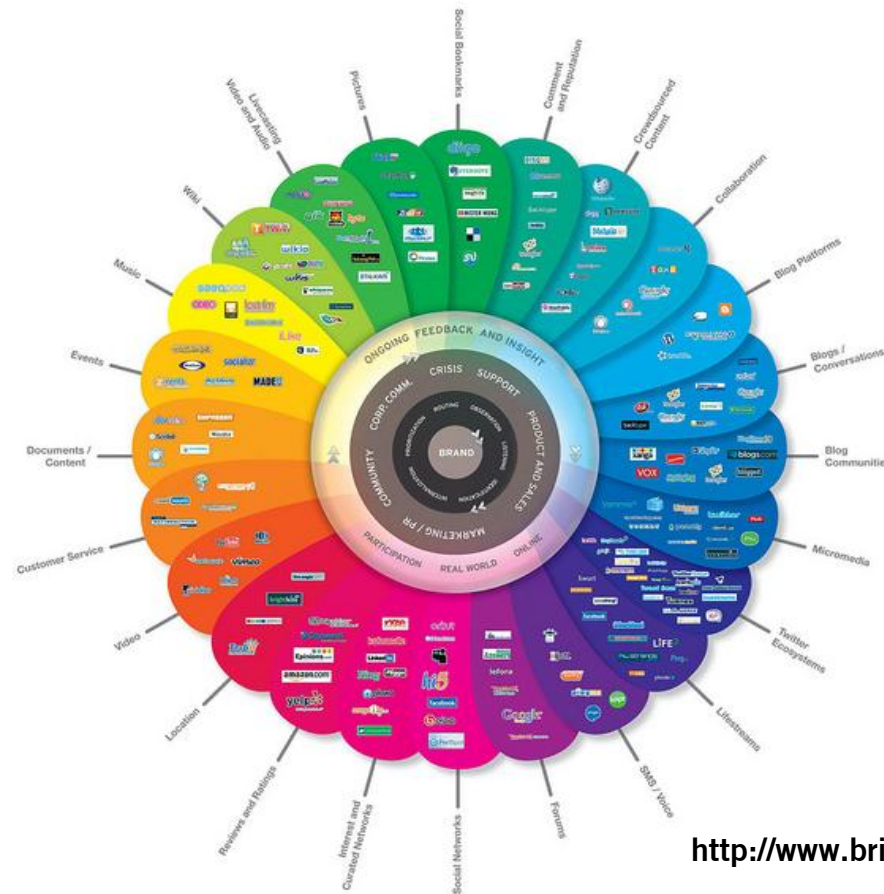
## Social Media: The Participants

- **Creators** make social content go
  - May publish a web page or blog; upload videos to sites like YouTube
- **Critics** respond to content from others
  - Comment on blogs; post ratings and reviews
- **Collectors** organize content for themselves or others
  - Use RSS; tag or bookmark web pages
- **Joiners** connect in social networks
  - Maintain a profile on a social networking site
- **Spectators** consume social media
  - Read blogs, watch videos, listen to podcasts
- **Inactives** are non-participants
  - Neither create or consume

[http://www.forrester.com/groundswell/profile\\_tool.html](http://www.forrester.com/groundswell/profile_tool.html)



# Social Media: The Conversation



<http://www.briansolis.com/2008>



# Blogs

<b>WHAT</b>	A frequently updated, self-publishing platform that promotes conversations with consumers
<b>HOW</b>	Information can be published easily and spread rapidly through RSS
<b>TYPES</b>	Corporate, Corporate Evangelist, Personal, News, Aggregated
<b>GOALS</b>	Brand engagement Loyalty Community building WOM/Influence



## Corporate Blogs

- Well-written corporate blog gives the company a face of authenticity and forward-thinking; increases positive company reputation
- Product information and intellectual capital establish the company as a go-to resource for ideas, shopping and deals (drives e-commerce and in-store business)
- Frequent and consistent updates boost the brand and company Web site in organic search

**Legal Implications:** While it's not illegal, it's considered highly unethical for a blogger to mislead readers about their identity. Clients are also cautioned against taking down negative comments. However, a comment policy on the company blog is encouraged to avoid such situations.



# Blogger Outreach

- Reach out to audience-specific bloggers to talk about the brand, building meaningful relationships to sustain editorial coverage
- Influence a captive, niche group and build further encouragement for users to reference a credible, third-party endorsement

**Legal relevance:** In addition to the Word of Mouth Marketing Association and the Blog Council, the FTC has attempted to establish guidelines around paid blogging. While there is no current policy in place, most bloggers have their own published policy. Additionally, clients have set parameters around what bloggers to work with.



# Microblogging

- Twitter, a free microblogging service allows users to post updates, known as “tweets”
- Users can receive updates via the Twitter Web site, instant message, text message, RSS, email or through an application such as Facebook
- Microblogging creates real-time conversation around the brand, leading to customer service and satisfaction implications

**Legal relevance:** Twitter is currently a free service and does not allow for the reservation of handles (in the fashion that Web site URLs are purchased).



# Social Networks

<b>WHAT</b>	Community-based service where users can connect with other like-minded users and/or groups (e.g. Facebook, MySpace, LinkedIn)
<b>HOW</b>	Consumers network with each other through comments and images
<b>TYPES</b>	Brand sponsored, user-generated fan/group pages, consumer generated
<b>GOALS</b>	Brand engagement Community building WOM/Influence Recruiting



# Facebook Fan Page

- Simply put, it's a profile for your brand
- Segmented by category, including Products, Services, Stores, Organizations, Non-Profits Web sites, etc.
- Allows you to post video, photos, links, widgets, applications
- Promote sales initiatives in an interactive forum

**Legal Implications:** To obtain a custom URL for your company, you must have a Trademark if it has already been taken. Furthermore, information posted on a Fan Page can be used for future marketing purposes in a research capacity– not commercial.



# Message Boards

<b>WHAT</b>	A vehicle for threaded dialogue between users
<b>HOW</b>	Deepen a consumer's trust and confidence through the following types of interactions : Consumer to consumer : Consumer to brand : Brand to consumer
<b>TYPES</b>	Topic specific
<b>GOALS</b>	Identify customer experts Boost consumer confidence Improve search-ability Aid customer service



# Video/Photo Sharing

<b>WHAT</b>	Resource for shared multimedia files (e.g. YouTube, Flickr, Photobucket)
<b>HOW</b>	Consumers view the files through open, public links
<b>TYPES</b>	Video, photo, music
<b>GOALS</b>	Brand engagement Boost third-party credibility Community Building

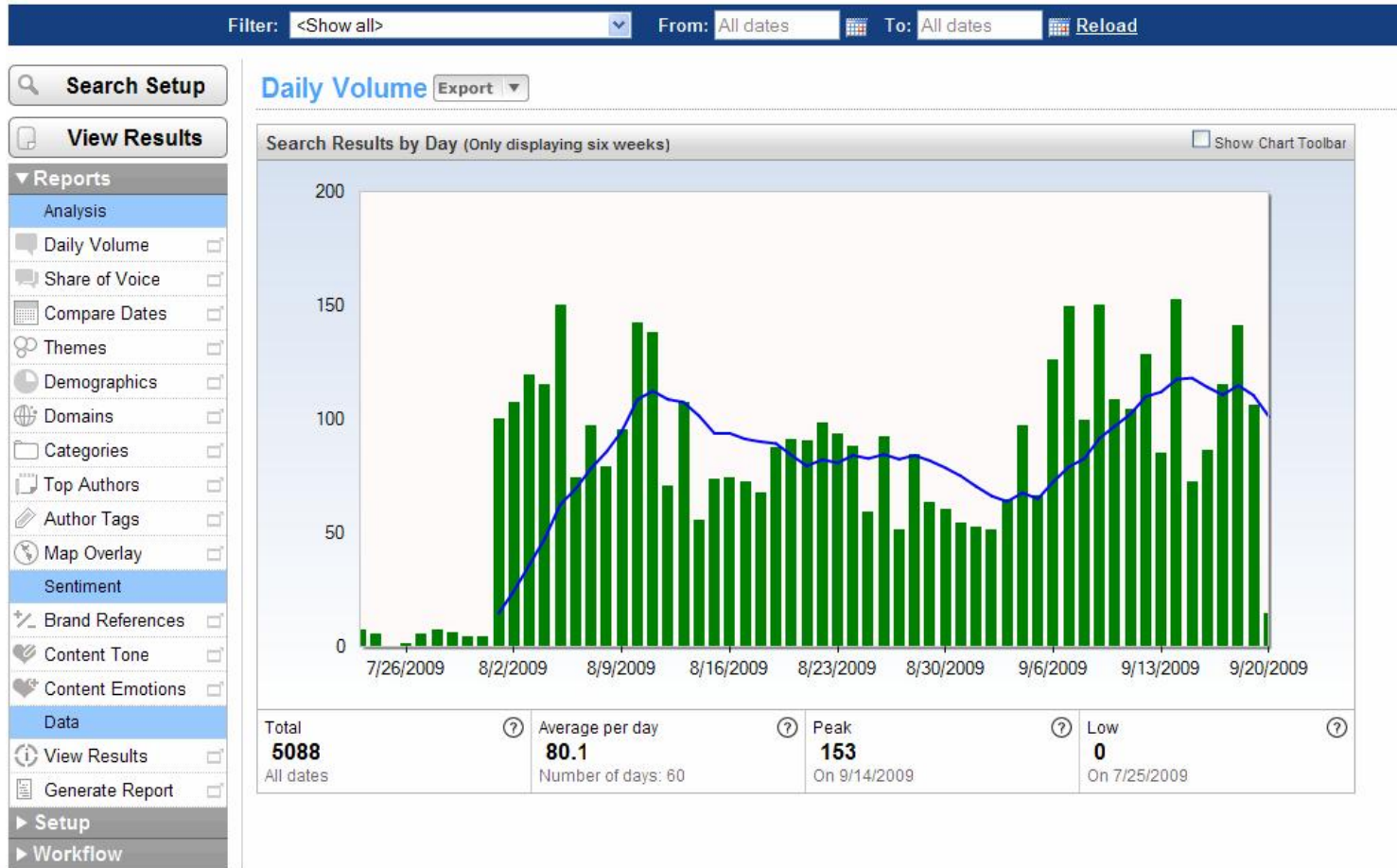


# Social Media Monitoring

- Through proprietary service, **SpiderFly**, SEO technology facilitates real-time and comprehensive monitoring across all social media platforms (e.g. Twitter, MySpace, Flickr, YouTube, blogs)
- Ability to specify, graph and track the origin and geography of a comment
- Identify demographics on social media participants
- Describe and engage the relative importance of a commenter; pre-determined weight determines level of influence within the conversation
- Manage competitive intelligence and industry trends; track share of voice



# Social Media Monitoring



## Resources

- Google blog search
- Twitscoop
- IceRocket



## Contact Us

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