



From Social Media Hype to Social Selling

Mitesh Narsana
IBM EMM

Business Gets Social **2012**

IBM Software Roadshow

ibm.com/socialbusiness/events





What does Heather Locklear have to do with Social Media?




Her shampoo was so good she told
two friends, and they told to
and so on, and so on



In case you didn't realize... consumer adoption of social media is pervasive



Nearly 80% of
online consumers
have at least one
account on a
social networking
site.



Almost half of
online consumers
have accounts on
media sharing
sites.

Source: IBM Institute for Business Value analysis. CRM Study 2021.

Not surprisingly, marketers are following suit...



more than **HALF**
of marketers currently
market through social media



...but beyond the hype and anticipation lies an ugly mess



- Success is hit-or-miss
- Measurement and ROI are elusive
- Campaigns are poorly integrated
- Only brand / mass marketing techniques are employed
- Opportunity to engage individuals is ignored

About half of marketers admit that their social media marketing efforts are totally siloed

Source: Q4 2010, Unica's Global Survey of Marketers

Base: Those respondents who know what each social media tactics is and what their company is doing in it (166-211 Respondents)



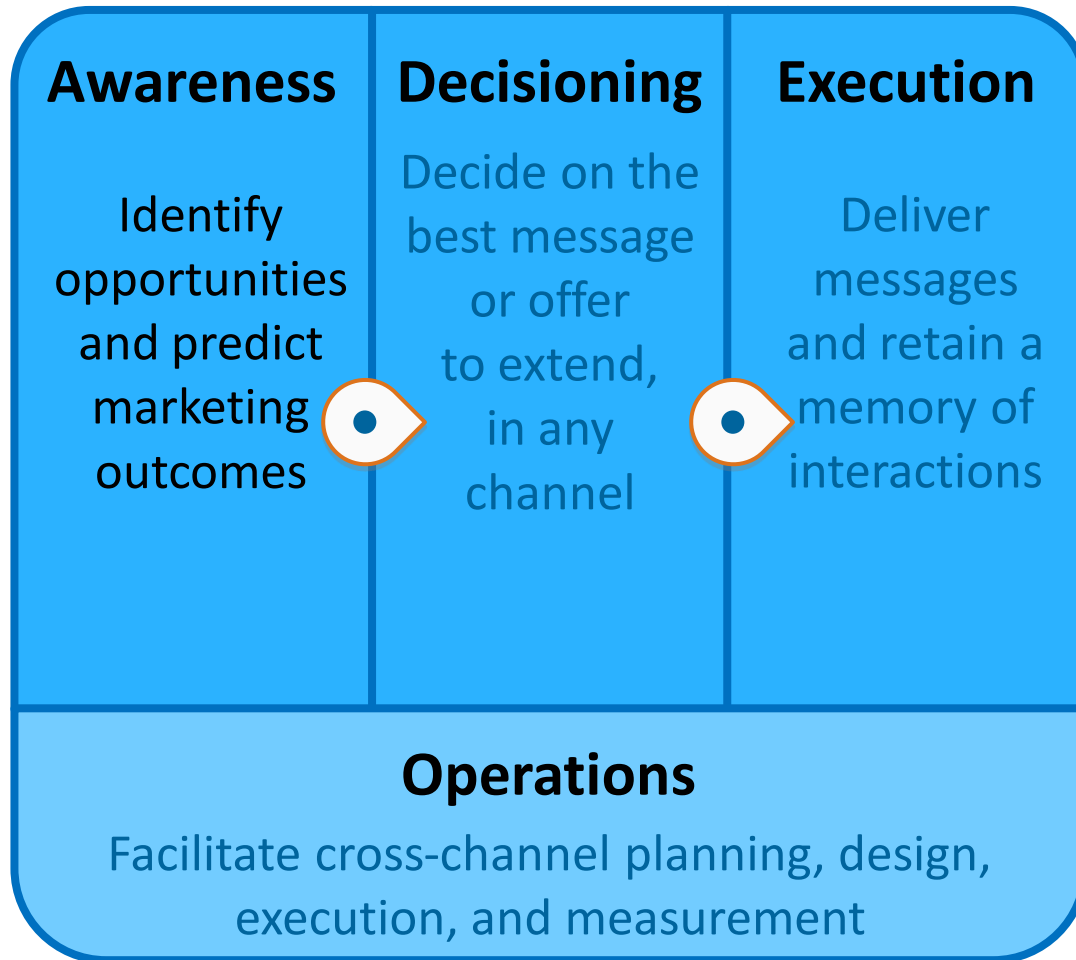


BIG stuff is the same

details **differ**



Unica's Interactive Marketing framework helps structure the conversation



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Social customer awareness



What to Capture?

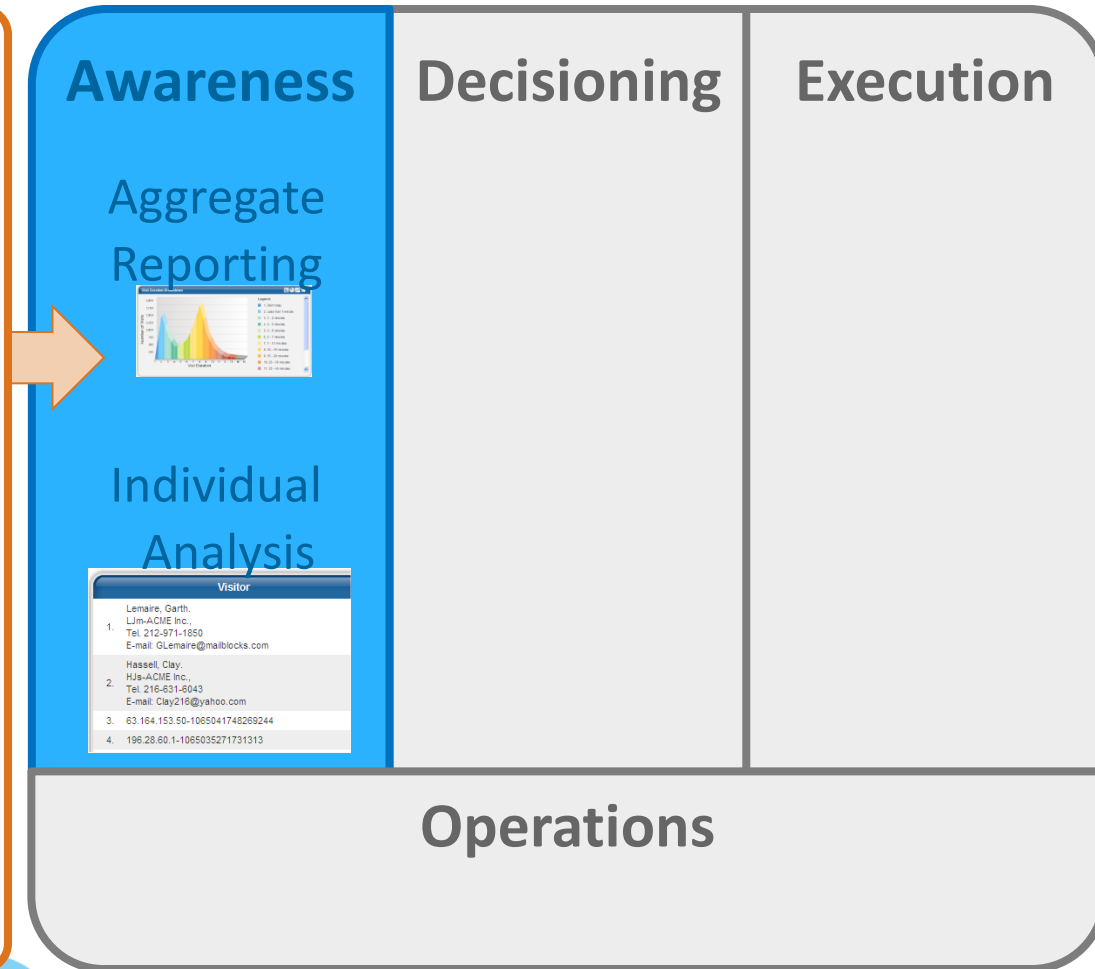
Facebook Twitter
LinkedIn Digg
MySpace Del.icio.us

YouTube

- Social Interactions
- Network and Friends
- Channel User IDs
 - Facebook ID, Twitter Handle
- Psychographics
 - Brand Disposition
 - Interests, Likes/Dislikes, etc

What to Integrate?

- Sentiment Analysis
- Network Mining
- Social Data Appends

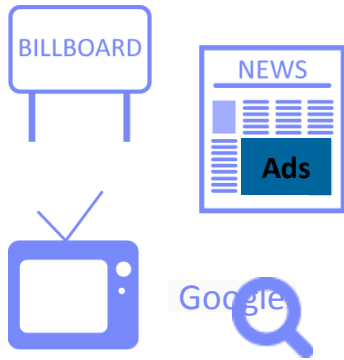


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Social spans all 3 types of content and media

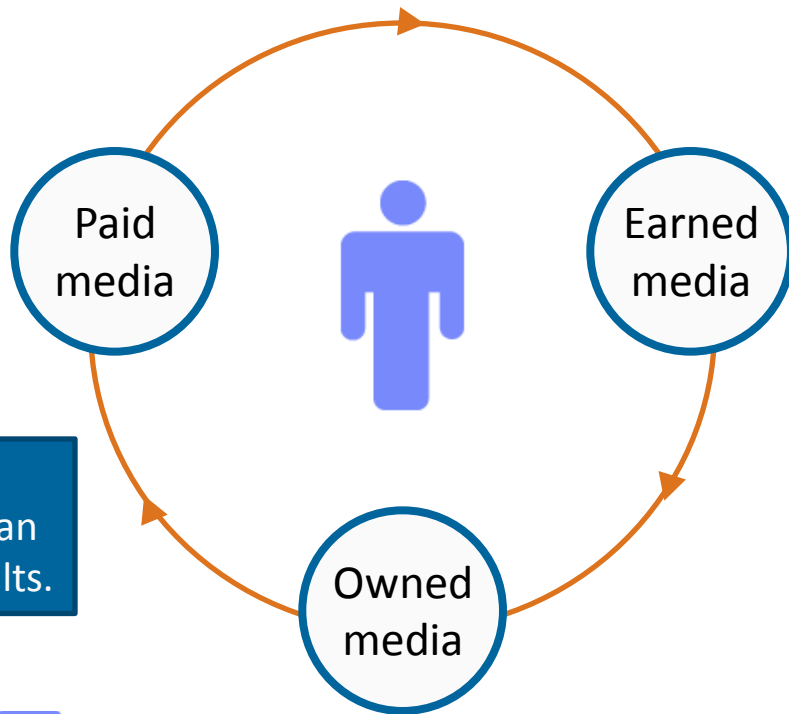
Display ads, PPC, Promoted Messages, etc.



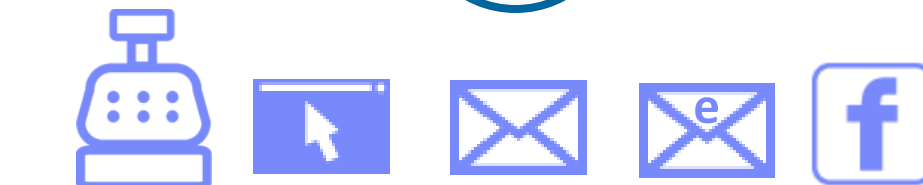
What your customers share and say about you on twitter, blogs and the Internet



Owned includes your social media "outposts" since you can still embed tags and track results.

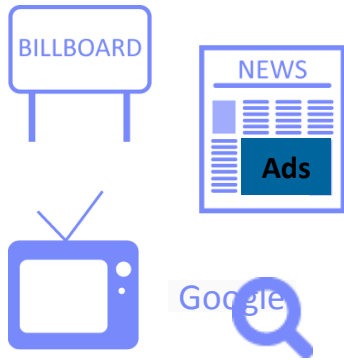


Web Sites, Microsites, Blogs, Facebook, etc

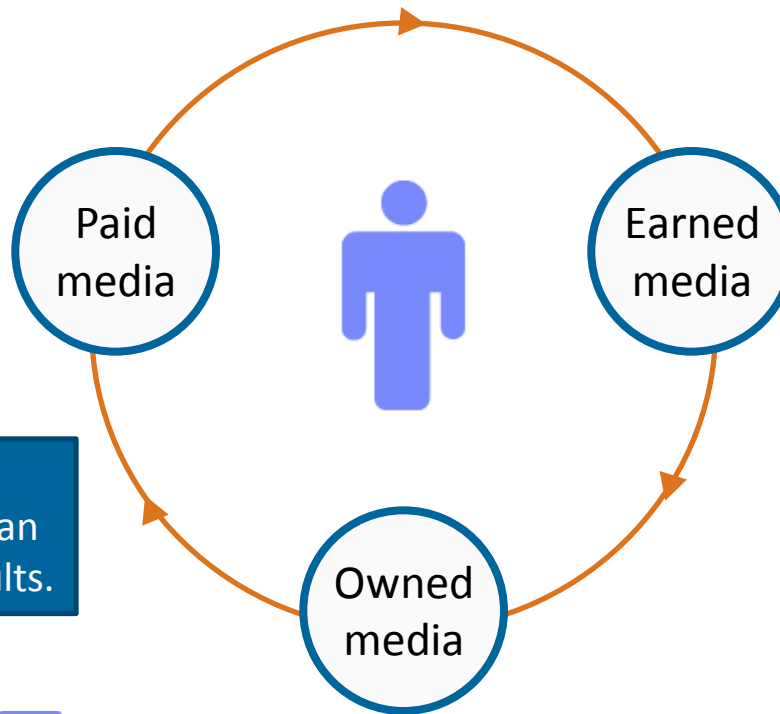


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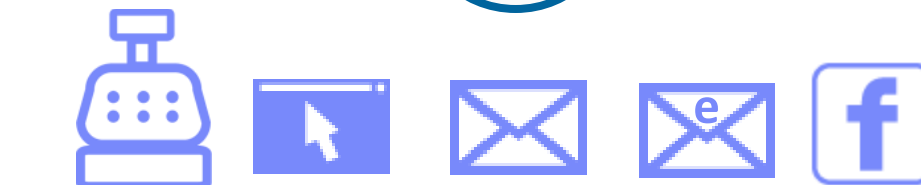


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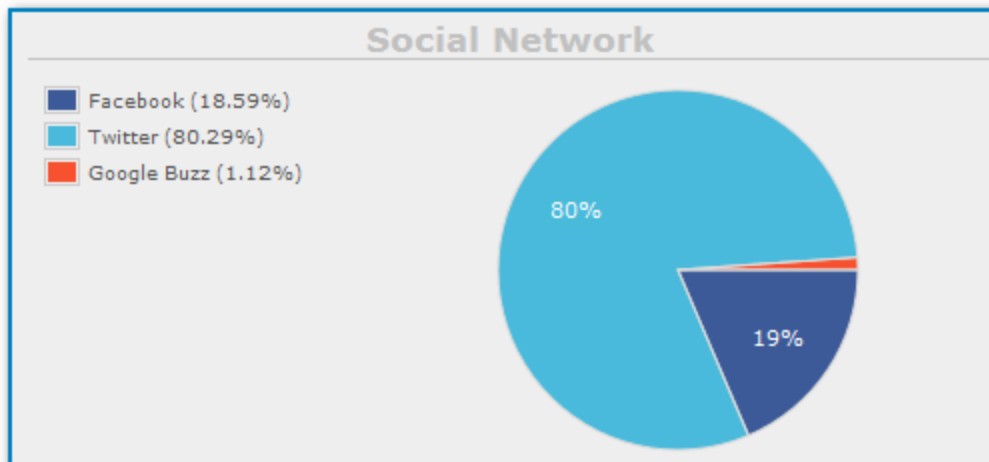
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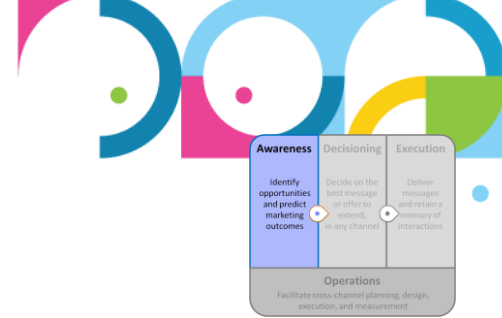
Social email analytics



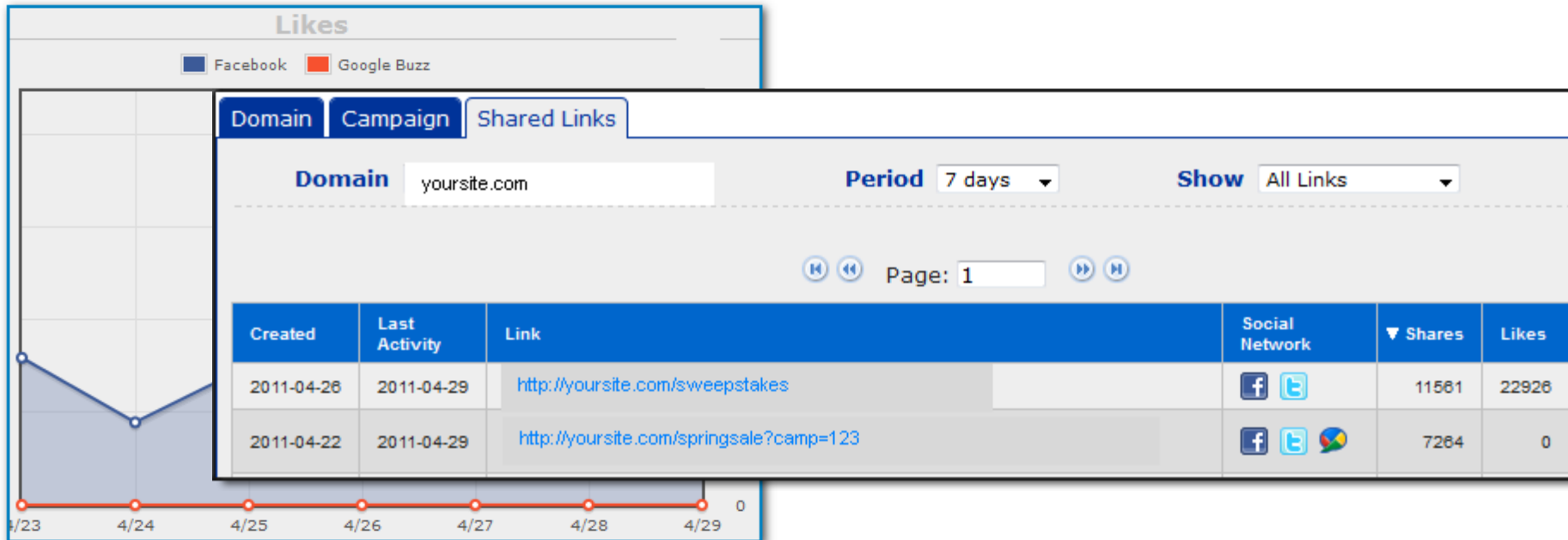
- Social Email Analytics is a solution within the IBM Unica Email Optimization product
- By tracking the penetration across social networks of every link in your email you can finally get the “viral value” of email messages



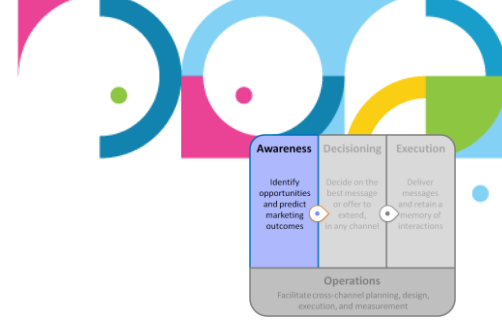
Social email analytics



- Social Email Analytics provides total shares by social network as well as unique links (which were shared repeatedly)
- “Likes” and “Comments” originating from an email link for Facebook and Google Buzz are provided in aggregate and on an individual link basis



Social email analytics



- Social ID's for “sharers” can be exported and leveraged
 - Identify influencers/ambassadors of your brand
 - Ability to tie Facebook/Twitter names with email addresses
- Social Diagnostic Reporting
 - Checks for subject line compatibility with Twitter
 - Checks for subject line compatibility for Bit.ly
 - Checks to make sure the correct meta tags exist for social sites (title, image, description)
- Social rendering screen shots

Title & URL	Facebook				Google Buzz			LinkedIn		
	Title	Description	Thumbnail	Preview	Title	Description	Thumbnail	Title	Description	Thumbnail
http://mysite.com/sweepstakes	✗	✗	✗	🔗	✗	✗	🔗	✗	✗	✗
http://mysite.com/springsale?carrpid=123	✓	✗	✗	🔗	✓	✗	🔗	✓	✗	✗
http://mysite.com/sweepstakes?promo=makeover	✓	✓	✗	🔗	⚠	✓	🔗	⚠	✓	✗

Cross-channel decisioning: social media



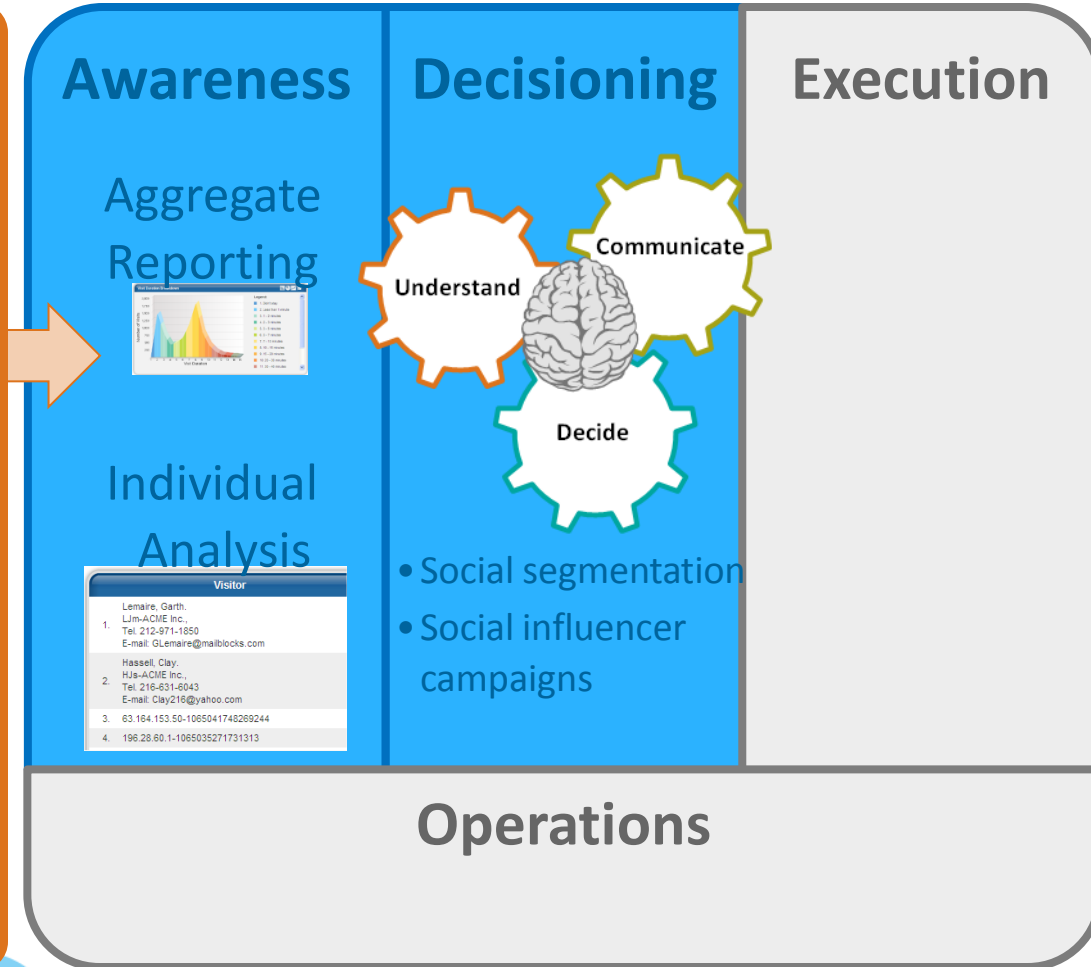
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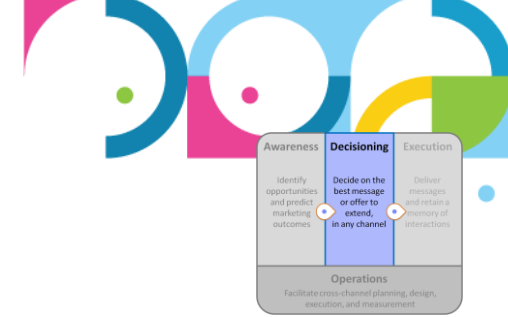
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Begin with segmentation in phases



PHASE 1

- Beginner
 - Customer active in channel

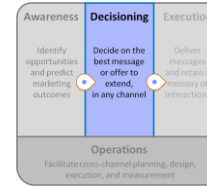
PHASE 2

- Intermediate
 - RFR: Recency, Frequency, Reach by social channel
 - Recency – Last time posted, tweeted, updated
 - Frequency – Total Number of posts
 - Reach – Network, connections, friends

PHASE 3

- Advanced
 - Social Segmentation (Silent Observer or Engaged Author?)
 - Blend social and tradition
 - e.g. Gold segment...interact on FB and 18-25 Male


Treat influencers differently



Strategies

-  Leverage social segmentation to target influencers
-  Motivate influencers to promote brand
-  Spend more marketing resources on influencers
-  Monitor network to counter balance negative influencer behavior
-  Profile positive influencers to identify/convert more look alike

Tactics

-  **Recognize influencer status**
 - Price breaks or free products don't necessarily work
 - Plus followers will expect similar incentives
- Create emotional connections**
 - Insider information
 - High touch personal contact
 - Early access to new products and services

Execute across channels



Closed-loop campaigns that ask interests, likes/dislikes, etc



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Awareness

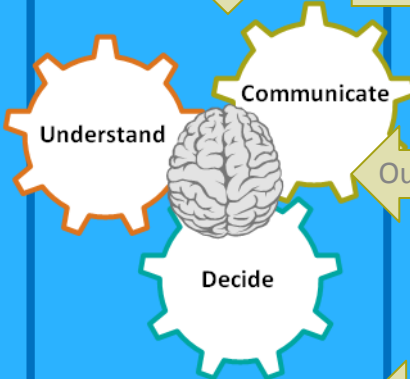
Aggregate Reporting



Individual Analysis

Lemaire, Garth.	
1.	Ljm-ACME Inc. Tel: 212-971-1050 E-mail: GLemaire@mailblocks.com
Hassell, Clay.	
2.	Hjs-ACME Inc., Tel: 216-631-6043 E-mail: Clay218@yahoo.com
3.	63.164.153.50-1065041748269244
4.	196.28.60.1-1065035271731313

Deciding



- Social segmentation
- Social informed campaigns

Operations

Interaction History

Outbound

Outbound/Inbound

Inbound

Interaction History

Social Inbox and Social Sharing



Socially Informed Traditional Channels



Offers in Social Widgets



Social PPC and Display Ads

Sponsored Create an Ad

Try Facebook Ads ×

Create an Ad

Reach the exact audience you want with Facebook's customizable targeting. Click here to learn more about advertising on Facebook.

Like



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Knowing the customer... involves creating a complete picture



Jay Gillan

- Male
- Financial Planner
- Married
- 32 years old
- Located in Andover, MA
- Like tennis



Jane Cogswell

- Female
- Internal Auditor
- Single
- 28 years old
- Located in Boston, MA
- Likes golf



Facebook - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://www.facebook.com/

Facebook

facebook Search Jay Gillan Find

Jay Gillan

Update Status Add Photo / Video Ask Question

What's on your mind?

Generic wall post

FAVORITES

- Welcome
- News Feed
- Messages
- Events
- Find Friends

RECENT STORIES

YourCreditCard

Like Us & YourCreditCard members Can Get Access To Hard To Find Tickets

Like · Comment · Share · 2 minutes ago

Personalized wall post based on expressed interest in tennis

YourCredit Card ▶ Jay Gillan

Hi Jay, US Open action is heating up! If you're headed to the tennis championships, we have a special Link, Like, Love deal just for you. <http://aexp.co/tCq>

Spend \$20, Get \$10 Back – US Open Tennis Championships

aexp.co

US OPEN

Receive a \$10 statement credit when you spend \$20 or more anywhere on-site at the US Open through 9/12. American Express takes what you 'Like' and gives you savings you Love. Get special deals from Amex now.

Like · Comment · Share · See Friendship · 3 minutes ago

Chat (0)



Facebook - Mozilla Firefox: IBM Edition

File Edit View History Bookmarks Tools Help

http://www.facebook.com/#!/

Facebook

facebook Search Jane Cogswell Find

Jane Cogswell

Update Status Add Photo / Video Ask Question

What's on your mind?

RECENT STORIES

YourCreditCard
Like Us & YourCreditCard members Can Get Access To Hard To Find Tickets
Like · Comment · Share · 10 seconds ago

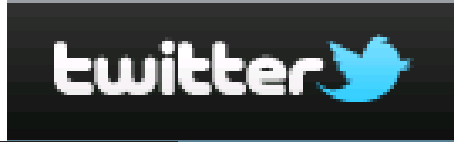
YourCredit Card
Hi Jane, we've got special offers for Cardmembers in honor of Fashion Week -- DVF, Tory Burch, Net-a-Porter & more. "Link, Like, Love" now to get started! <http://bit.ly/vnB22M>
Like · Comment · about a minute ago

There are no more posts to show right now. Edit Options


Chat (1)

Same generic wall post


Personalized wall post based on gender





Broadcast Messages

 **YourCreditCard1** YourCreditCard
Retweet this and YourCreditCard members Can Get Access To Hard To Find Tickets...
9 minutes ago

Personalized Direct Messages

 **JayGillan** ▾

 **JaneCogswell** ▾

 **YourCreditCard1**
Hi Jay, US Open action is heating up! If you are headed to the tennis championships, we have a deal for you aexp.co/tCq
2 minutes ago

 **YourCreditCard1**
Hi Jane, we've got special offers 4 you in honor of Fashion Week-DVF, Tory Burch, Net-a-Porter & more. bit.ly/vnB22M
1 minute ago



Encourage your influencers to share your message



Social Sharing

A marketing tactic that enables customers to share your content on popular social network sites and via email



Social sharing example: webs

Real-time decision based on product interest and social segmentation "high reach and high lifetime value"

Home Log Off

Search: Keywords MP3 Players Go Advanced Search

Home > MP3 Players > iPod Touch

CATEGORIES

- Desktops
- Laptops & Notebooks
- Components
- Software
- Phones & PDAs
- Cameras
- MP3 Players

BRANDS

--- Please Select ---

INFORMATION

- About Us
- Privacy Policy
- Terms & Conditions
- Contact Us
- Site Map

IPOD TOUCH

Price:
Availability:
Model:
Manufacturer:
Average Rating:

Qty: 1 Add to Cart

Click to enlarge

Description Additional Images Reviews (0) Related Products

Revolutionary multi-touch interface.
iPod touch features the same multi-touch screen technology as the iPhone. Scroll through your songs and videos with a flick. Flip through your photos with Cover Flow.

Gorgeous 3.5-inch widescreen display.
Watch your movies, TV shows, and photos come alive with the same pixel-perfect display.

Music downloads straight from iTunes.

JUST FOR YOU

iP ad sneak peak. In-store event and you and your friends are invited. April 1 @ our Buringling store

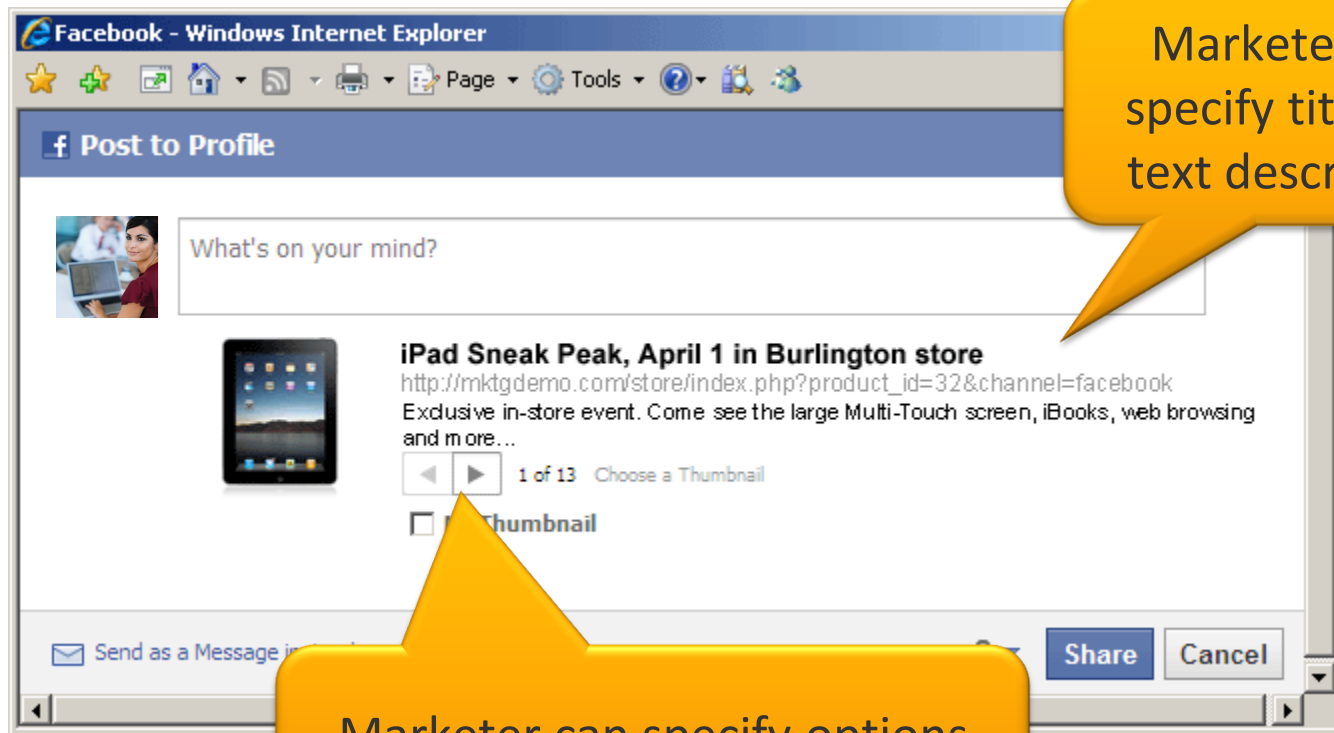
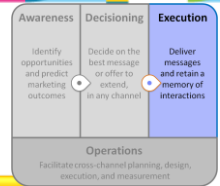
Share with Friends:

Facebook Twitter LinkedIn Email

Overall Rating 3.9 (7 reviews)

Easily embed sharing links, to extend message reach to network

Social sharing example: Facebook

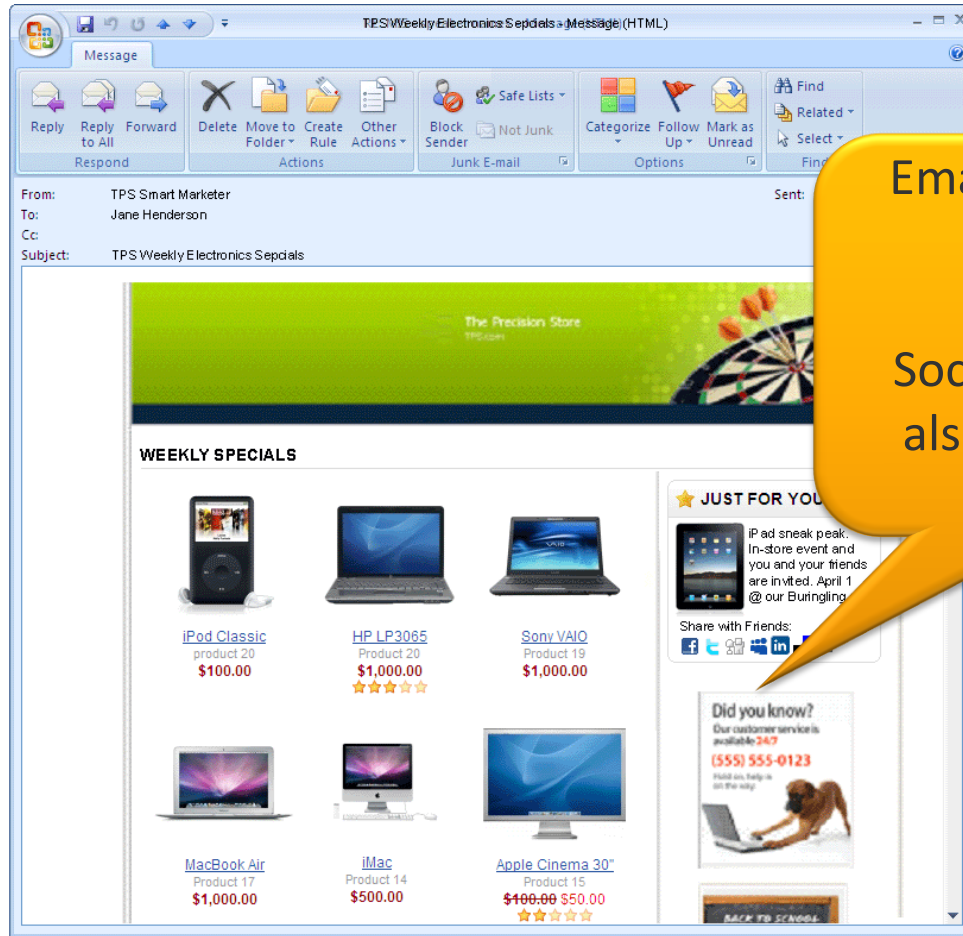
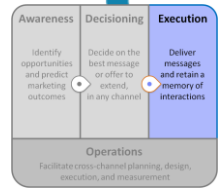


Marketer can specify title and text description

Marketer can specify options for multiple images



Social sharing example: email



Email follow-up for non sharers

Social sharing links also embedded in email



Social sharing preview rendering



PIVOTAL VERACITY support | logout

Home MailboxQ Social **Design** Score Delivery Engagement Reputation GRN Account IDEA EDT Exports Sys

Design Dashboard Advanced Rpts/Tools Creative Submit Submit Adv Submit Help/FAQ Design Guide Setup

Back to Campaign Selection Design Guide

Date CST	PV ID	Creative / Group (ID)	From Domain	Size (kb)	Type	My QA Status
9/13/10 10:05 AM	264482	International Subject Removed For Processing Benchmark / Testing (1)	noa.pivotaliq.com	48 KB	text/html	● ● ●

View Link & Image Validator Spellchecker (x)HTML Validator Diagnostics Interactive Emulator Screenshots Social **Resend**

Subject line Twitter Compatibility: Evaluates if your subject line is less than or equal to 140 characters

Bit.ly URL Compatibility: Evaluates if your subject line is less than or equal to 119 characters

Social Network Sharing: Evaluates if your email includes your chosen social network URLs

Title & URL	Facebook				Google Buzz				LinkedIn			Myspace			
	Title	Description	Thumbnail	Preview	Title	Description	Thumbnail	Preview	Title	Description	Thumbnail	Title	Description	Thumbnail	Preview
iPad 2 Sneak Peak In-store Event http://mktgdemo.com/sneak_peak_promo/	✓	✗	✗	✂	✓	✗	○	✂	✓	✗	✗	✓	✗	✗	✂
iPad 2 Student Discount http://mktgdemo.com/small_discount/	✓	✓	✗	✂	✓	⚠	○	✂	✓	⚠	✗	✓	⚠	✗	✂



iPad Sneak Peak, April 1 in Burlington store
http://mktgdemo.com/store/index.php?product_id=32&channel=facebook

Your invited! April 1 @ our Boston store.
 Come see the large Multi-Touch screen, iBooks, web browsing and more.....

1 of 8 Choose a Thumbnail

No Thumbnail



Unica Interact: real-time decisioning in social applications



Facebook | MagnetStreet Weddings Poll - Windows Internet Explorer

http://www.Facebook.com/Electronics

Facebook | MagnetStreet Weddings Poll

facebook

My Electronics Store

Check out our new phones and special offers just for you:

BlackBerry® Curve™ 8520

Key Features

- Long-lasting battery
- Hot swappable microSD™ card

WHERE TO BUY

Some Goodfellas

Mafia Wars

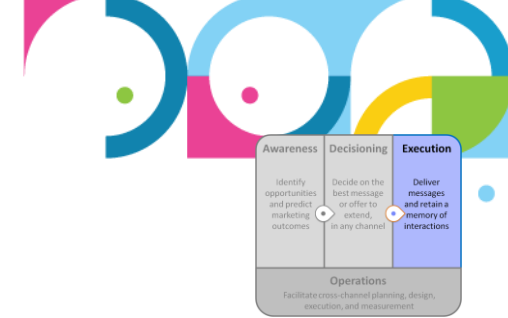
Join more than 25 million players in Mafia Wars, the award winning game featured on CNN and in the New York Times. Click to play now!

Discover Your Foodfile!

We're giving away a FREE sample of Chex Mix® when you take our food personality



Unica Interact: real-time decisioning in social applications



Facebook | MagnetStreet Weddings Poll - Windows Internet Explorer

http://www.facebook.com/Electronics

facebook | MagnetStreet Weddings Poll

My Electronics Store

Wall Info Design Contest Poll Photos Boxes

VS

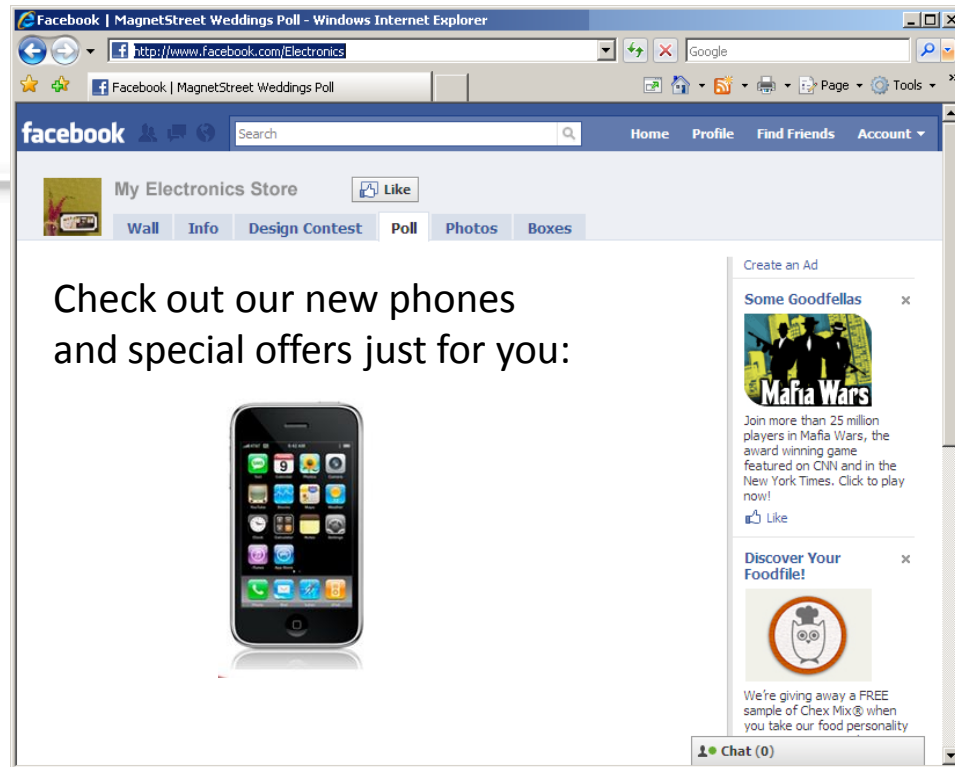
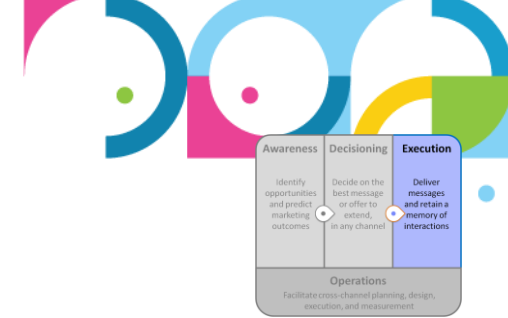
Vote Results

Share This Poll! Report this poll

Chat (0)



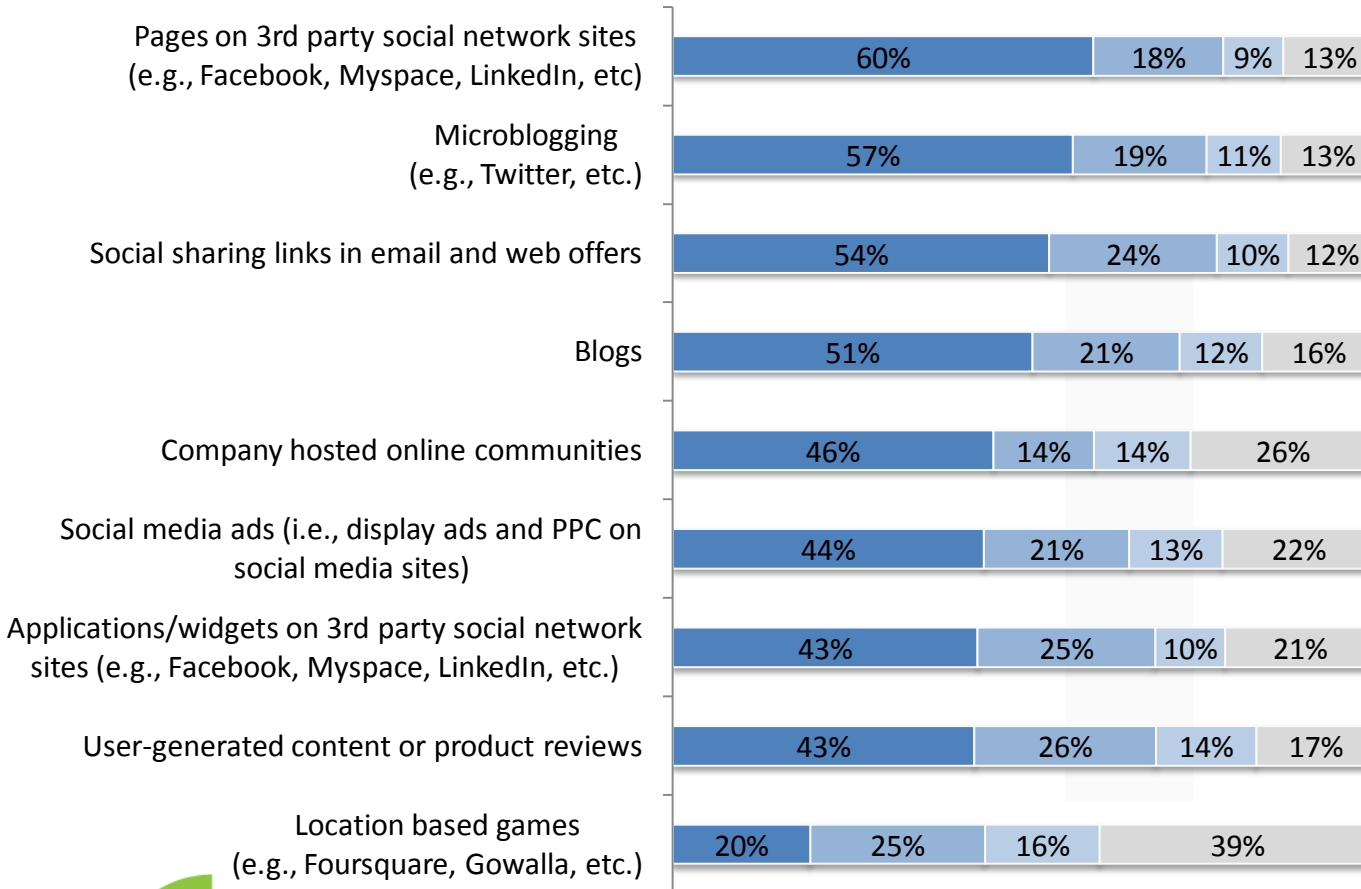
Unica Interact: real-time decisioning in social applications



It's still the wild west out there

Use of Social Media Marketing Tactics

Q. Which of the following social media marketing tactics is your company using or planning to use?



- Currently do this
- Plan to do this (next 12 months)
- Plan to do this (>12 months)
- No plans to do this

Source: Q4 2010, Unica's Global Survey of Marketers

Base: Those respondents who know what each social media tactics is and what their company is doing in it (166-211 Responses)

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...but IBM is betting big on social, and has a broader portfolio of capabilities



Social Media Analytics



Social

Analysis of "owned" media outposts
ROI of social clickthroughs from
Paid, Earned, and Owned



Consumer Insight

Social Sentiment
Social Topic Discovery
Social Affinity Analytics



Social Email Analytics

Analytics for email and web links
that are shared, liked, and
commented on

Social Media Marketing Execution



Social segmentation,
social sharing, and
real-time offers inside of
social media widgets /
applications.

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Social Media Business Execution



Social commerce,
branded communities,
social widgets,
product ratings, and
more...



*...thinking about this problem
more broadly....*



Warning! things change...
especially emerging marketing channels



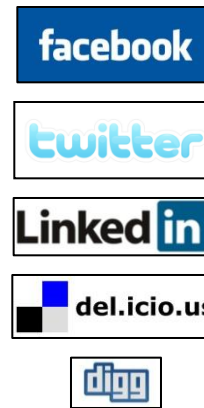
New Media

Social Media

Social + Mobile



Website
Email
PPC



...and more

Location Based Services



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Today's situation

marketing is great
about reserving
discretionary
budget to try new
things



Today's problem



**disconnect between
funding with discretionary
spend strategically
nurturing
new channels**



Tomorrow's solution



**shift efforts in
emerging channels from
ad-hoc and one-off
to a strategic and
structured process**



Quiz Questions



What percentage of online users have at least 1 account on a social networking website?

- a.0
- b.25
- c.35
- d.80



Quiz Questions – Answer!



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Quiz Questions



What is the key to a successful social media marketing strategy

- a. Integrated with an offline cross channel marketing solution
- b. Looking at marketing to Individuals instead of mass marketing
- c. Measuring the success of online campaigns
- d. All of the above



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