

January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Building Sales With Social Media

Elise Anderson

Journalbooks/Timeplanner Calendars

CAS - 1 pt

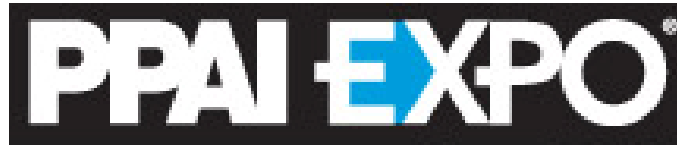
Monday, January 02, 2012

3:45 pm - 4:45 pm

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Professional Development January 2-3
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Discover The Enhanced Value Of PPAI Certification Programs

John Campbell

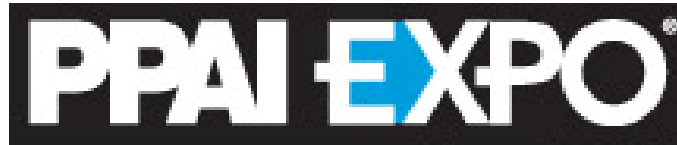
Promotional Products Association International

CAS - 1 pt
Tuesday, January 03, 2012
2:00 pm - 3:00 pm

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January 2-6, 2012

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John Campbell

Promotional Products Association International

CAS - 1 pt.
Wednesday, January 04, 2012
2:00 pm - 3:00 pm

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January 2-6, 2012

Professional Development January 2-3
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John Campbell

Promotional Products Association International

CAS - 1 pt.
Thursday, January 05, 2012
12:30 pm - 1:30 pm

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PPAI PROFESSIONAL DEVELOPMENT *The Difference* PPAI mascos 50

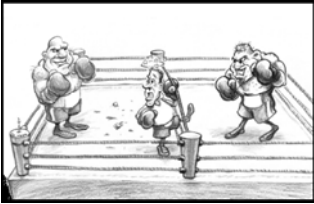
BUILDING SALES WITH SOCIAL MEDIA



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SOCIAL MEDIA vs. STANDARD MARKETING




Out with the old way of thinking.
Change your thought process before you enter the ring.

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So what has changed?

No more broadcasting into the abyss. The new goal is interaction.



AUTHORITY
Shift from corporate to individual customer

TRUST
Peer Recommendations > Corporate Guarantees

People listen to people they know- even online.

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Transparency vs. Polished Façade
 You don't need to present a pristine company image if you have a real relationship with your customers.



Professional doesn't have to mean impersonal.
 Find a balance between the professional and the human side of your brand.




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PULL MEDIUM

Users CHOOSE to interact with your brand by liking or following your updates. You aren't going out to them; they are voluntarily coming to you.



Plan content by considering what would not only draw users once but also keep them coming back. Why would you choose to 'like' a company on Facebook?

- Product info
- Background
- Insider access
- Relevant Tips
- Discounts/incentives
- Brand loyalty
- Company/industry news
- Discussion forums

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RECONSIDER WAYS TO MEASURE ROI

Slower Timeline: The numbers grow slowly, but each individual return means more because of the depth of connection to your brand.

Investment: The more you put into interacting with your customers through social media, the more return you'll see.

Your initial mindset should be:
It's about love, not money.



Each new fan/follower implies active, voluntary engagement with your brand in a public arena.

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Don't fight the changes. JOIN THE CONVERSATION.



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Where to Begin: FINDING THE RIGHT FORUM FOR YOUR BUSINESS GOALS.



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f Facebook: The Neighborhood
Your Personal Page should be a vehicle for driving others to your business page. Your Business/Fan Page is the public, social front door of your company.

t Twitter: The Water Cooler
Search for tweets about your company here, and keep up with news from customers and competition.

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YouTube: The Showcase
 Use this video site to attract fans and customers by creating short, sweet 2-3 minute videos about your product, company, staff, etc.

LinkedIn: The Rolodex
 This professional social service allows you to post your resume and request recommendations from colleagues. Create a company and personal bio and keep up with other industry professionals.

Blog: The Home Base / Storage Unit
 Your company blog can house content from all other social sites. Consider it the home base that compiles content from all other social realms in a longer format.

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VOCAB REVIEW

The Conversation:
 Public dialogue about brands that occurs in social media forums

"You Gotta See This!" Factor:
 Content that makes users want to pass along to friends and colleagues

Follow Friday #FF:
 Businesses promote each other on Twitter every Friday. It's about social ties and creating an atmosphere of friendly support.

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The Conversation:

Your company may not have total control anymore over brand discourse, but you can listen and have a voice in the candid conversation about your brand.

The goal is the same as traditional marketing, but the rules are different. You're no longer broadcasting to the abyss; you're joining a conversation.

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BUILDING AN ONLINE IDENTITY:



- Listen.**
Use public discussion to gain knowledge about your company's reputation, your competition, and your customers.
- Chime in.**
Find people talking about the industry or something related to your product and offer input.
- Be candid.**
Respond to both positive and negative commentary. People appreciate acknowledgement and sincerity.
- Engage your fans.**
Ask questions, draw users to your page by giving them a reason to check in daily (e.g. trivia, daily messages, discounts, industry news...)

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VARIED POST CONTENT:

- Fan-Building Incentives
- PDF Ads
- Wall Posts
- Quotations
- Industry Tips
- Project Ideas
- Text Comments
- Pictures
- Videos
- Product Info
- Discount Specials



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PLANNING STRATEGY: CONTENT MATRIX

1	2	3	4	5	6	7	8	9
DATE	TIME	NETWORK	CONTENT FORMAT	CONTENT TYPE	LINKED	MTF FREQUENCY	UPDATE	
18-Aug	2:00 PM	FB	COPI + LINK	Quote, 18.xd + link	INTERNAL LINK	8PT MON/TH/PT	Everything you can imagine is no longer understood Made for Chris Magis and Cherie for creating and report http://ow.ly/2j6k85	
18-Aug	2:20 PM	TWITR	COPI	Quote, personal			Here's a good thought for a MCOO: Instead, we think through what we do, then, followed, what's the next, it's not a good idea.	
18-Aug	2:37pm	FB	COPI + COVID	Content, internal Lead 11 Content (KAP-Organization) + internal link #romagmagis	INTERNAL LINK	when applicable	It's hard to keep track when you're many parts. Use it the effective journal that there's no more to...	
18-Aug	2:38pm	FB	COPI + LINK	Content, personal	INTERNAL LINK		Content, personal, link to Tompkins updates	
18-Aug	3:00pm	TWITR	Link	Link, External News	EXTERNAL LINK		News article of heat accident	

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Monitoring Comments:

How do I handle negative feedback?

- Be sincere!
- Pay Attention!

Fixing a problem publicly is a great way to show attentive customer service. Everyone knows mistakes happen, but how you deal with them reveals company culture. The benefits of real-time damage control are outstanding, but you have to be paying attention to catch negative comments and address them before they spread virally.


DO NOT IGNORE NEGATIVE COMMENTS.



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CASE STUDIES: WHO'S DOING IT RIGHT?




#WINNING

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BURGER KING SACRIFICE APPLICATION

FRIENDSHIP IS STRONG, BUT THE WHOPPER® IS STRONGER.




The Deal: Delete 10 friends on FB to receive a voucher for a free whopper. The 10 deleted friends are notified that they were sacrificed for a hamburger, then offered the same deal.

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WHY IT WORKS:


- Presents user with a choice (engages them to interact with the brand)
- User interaction becomes advertisement (the campaign spread virally through each user's decision to participate)
- "You gotta see this" factor leads users to share with friends and colleagues (user-generated publicity)



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The Difference

BLENDECH: WILL IT BLEND?




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The Difference

WHY IT WORKS

- Video Series: most conducive format for viral distribution
- Expectancy: series format creates following for future short videos
- User engagement: users can submit ideas for items to blend in future videos.
- Original: type of content that people want to share w/friends/colleagues: "You gotta see this!"
- Culture: casual confidence in the videos displays company culture: playful, original, and high-quality. Blending items like iphones proves the brand is "cutting-edge."
- Relevant: while entertaining, the videos remained relevant to BlendTec's product and demonstrated its quality in a unique way
- Inexpensive: man + blender
- Led to 5-fold increase in sales



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COCA-COLA:

TRANSPARENCY
AND
CONFIDENCE

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- User participation: user-generated content populates the wall (default settings not common in business FB pages). Open book policy encourages users to openly interact with the brand voluntarily.
- Risk: users are interested in companies that are (or seem) transparent. The risk that proves that you believe in your brand and you trust customers/fans to provide positive reviews.
- The customer is always right. Allowing customers to post on the wall of one of the most famous brands in the world gives their voice weight and publicly demonstrates the golden rule of sales.
- Warning! Though effective, be aware of public perception of your brand before jumping in. As one of the most beloved brands in the world, Coca Cola's marketing team was aware of public opinion and used FB to take advantage of their passionate following by providing fans an outlet to praise the company.



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OK... Where do I start?

- Better to use one social media outlet well than to attempt ten sites halfheartedly. It reflects poorly on your company.
- Choose a forum that's right for your content and focus on building up your online presence in one arena before tackling others.
- Joining Facebook or Twitter and observing clients and other similar companies is a great way to get in the game.

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Elise Anderson / JournalBooks
Email: EliseA@JournalBooks.com
FaceBook: www.facebook.com/journalbooks
Fan Page:
www.facebook.com/journalbooksfans
Website: www.journalbooks.com
