

Winning in Social Media

Best Tactics to Succeed in Today's SOCIAL Internet Jungle!

Michael Michelini

Agenda



- What is Social Media now, and future?
- How To Start, Listen, Engage, Act!
- Tools for Social Media
- How to Grow Following
- Case Study
- Putting It All Together
- Q&A

Social Media Today



- Twitter
- Blog
- Linkedin
- Facebook

& MORE!

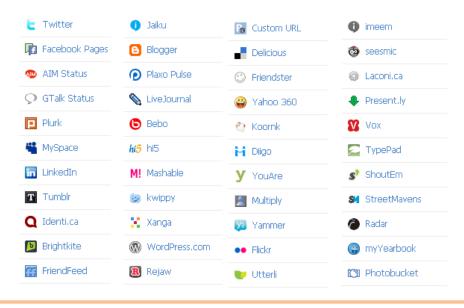










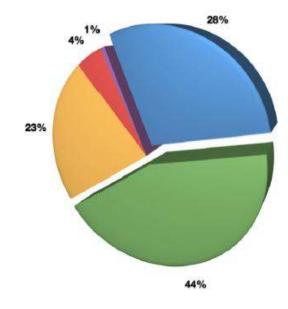


Social Media in 2009



 Over 80% of Small Businesses (USA)

- Still new!
 - 28% just started!
 - 44% only 3 months!



Just getting started

Been doing this for a few months

Been doing this for a few years

No experience, but plan to use social media

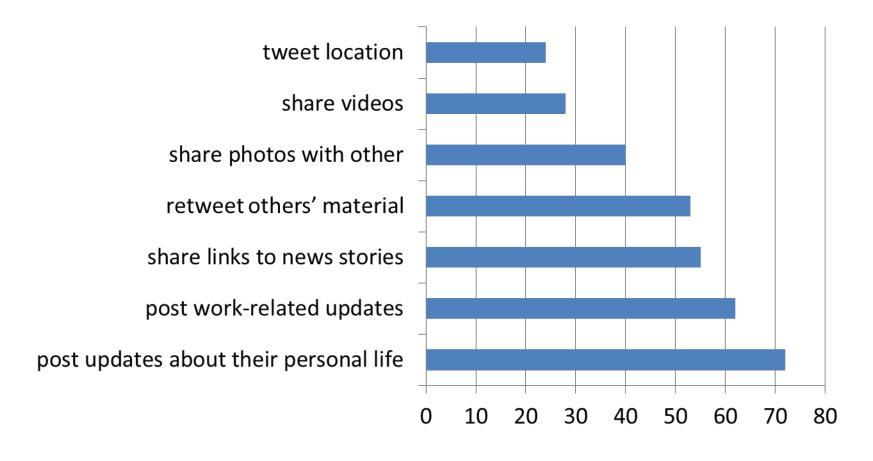
No experience and do not plan to use social media

WhitePaperSource.com
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Social Media, Dec 2010

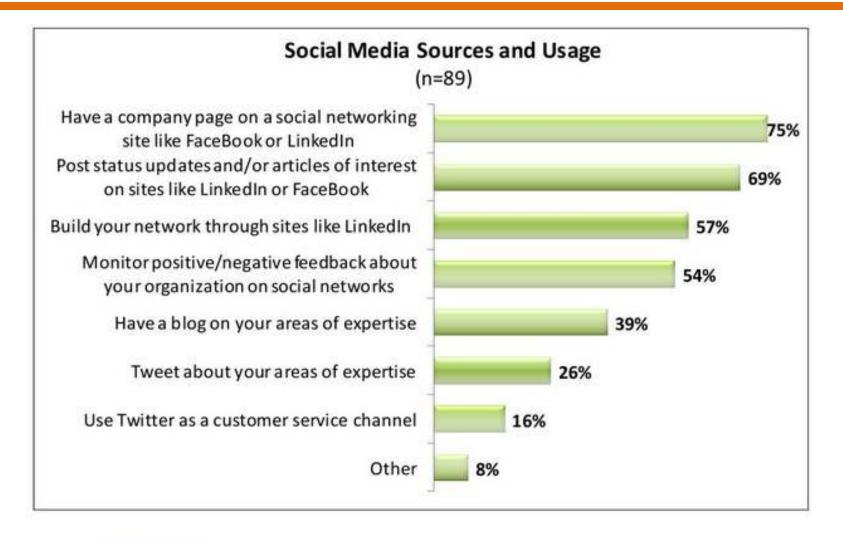


6% of US Population uses twitter, 8% of online pop!



Social Media Usage, 2010





[img credit: mfinelydesigns]

Combine -Social, Mobile, Search

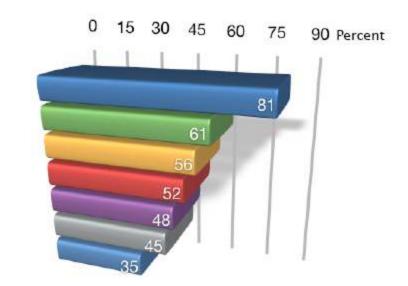


- Mobile internet is enabling REAL TIME spreading of ideas, news, information
- People can immediately tell people where they are, what they're doing, who they're with
- Others answer, REAL TIME.
 - Ask your friends instead of "googling" it. You trust your friends more.

Benefits of Social Media



- Business Exposure
- Increase Traffic
- Business Partnerships
- SEO rankings
- Qualified Inquiries
- Cheaper Marketing
- Close Deals



- Connect with an audience DIRECT PERSONAL INTERACTION.
- Get great insight when you ask questions
- Face it, get you site traffic
- People on Twitter spread thoughts to new places.
- See what others are saying about your brand.

Social Media is the new customer service

Twitter – Who uses it?



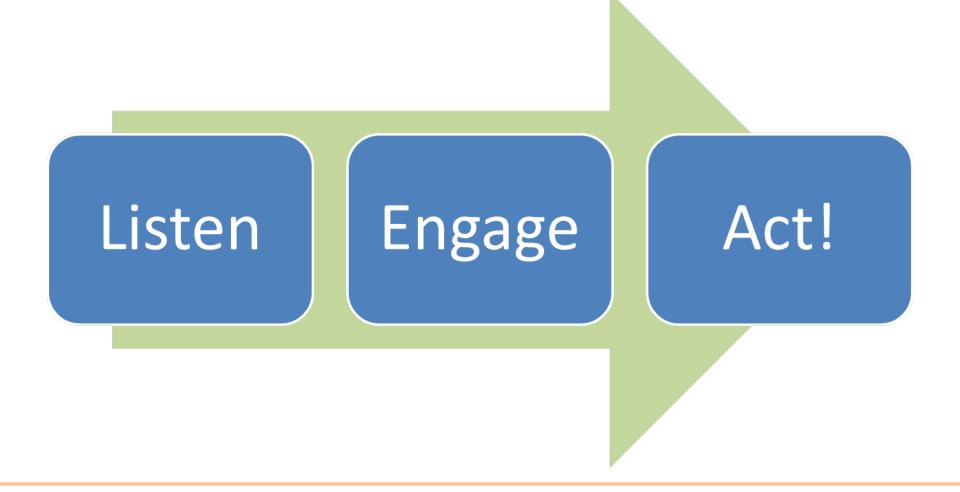


- Young adults Internet users ages 18-29 are significantly more likely to use Twitter than older adults.
- African-Americans and Latinos Minority internet users are more than twice as likely to use Twitter as are white internet users.
- Urbanites Urban residents are roughly twice as likely to use Twitter as rural dwellers.

Source: pewinternet.org survey

How To Get Started





Listen



- Monitor keywords
 - See what people are talking about
 - Your brand
 - Your products
 - Your industry
 - First you'll listen to everything
 - Probably not possible
 - Tweak, refine, focus.

Engage



- Businesses seem to be scared of this
- Sharing valuable information relevant to your type of followers
 - News in the industry
 - Fun facts
 - Interactions in the office
- Beta Test
 - Survey
 - ASK WHAT YOUR TARGET MARKET WANTS!



ACT



- Whole company has to be "on board"
 - Plan on how to react to certain situations.
 - Which departments are responsible for which situations.

Tools for Social Media



















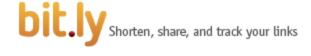










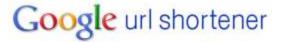














... feed your blog to twitter,

Social Media Monitoring



Social Media Platforms & Social Media Monitoring

<u>Alterian (Techrigy)</u> (Social Monitoring)

Collective Intellect (Social Monitoring)

BlueKiwi (Social Platform + Monitoring)

Elgg (Social Platform, Open Source)

KickApps (SaaS Social Platform)

Microsoft Looking Glass (Social

Monitoring)

Networked Insights (Social Monitoring)

Ning (Social Platform)

Radian6 (Social Monitoring)

SAS Social Media Analytics (Social

Monitoring)

Scout Labs (Social Monitoring)

Social Engine (Social Platform)

Spiral16 (Social Monitoring)

Sysomos (Social Monitoring)

<u>Visible Technologies</u> (Social Monitoring)

Wool Labs - WebDig (Social Monitoring)

MONITORING = LISTENING to what people are saying about

YOU

YOUR BRAND

YOUR ALLIANCES

YOUR COMPETITORS

YOUR INDUSTRY



TweetDeck





HootSuite





How to Grow Following



 Obviously "be a leader" in the industry or group you are involved with / targeting

More Technically.....

- Search (search.twitter.com) for keywords you are interested in.
- Listen, Engage in those conversations, follow
- Blog about a specific topic

Followback?



- How many people FOLLOWBACK
 - TEAM FOLLOWBACK

- There are different "twitter personalities"
 - Snob don't followback
 - Media outlets
 - Famous People
 - Experts
 - Social

SocialOomph / FollowerHub



- Followback who follows you
- Find new people to follow (search keywords)
- Unfollow those who don't follow you



Measuring

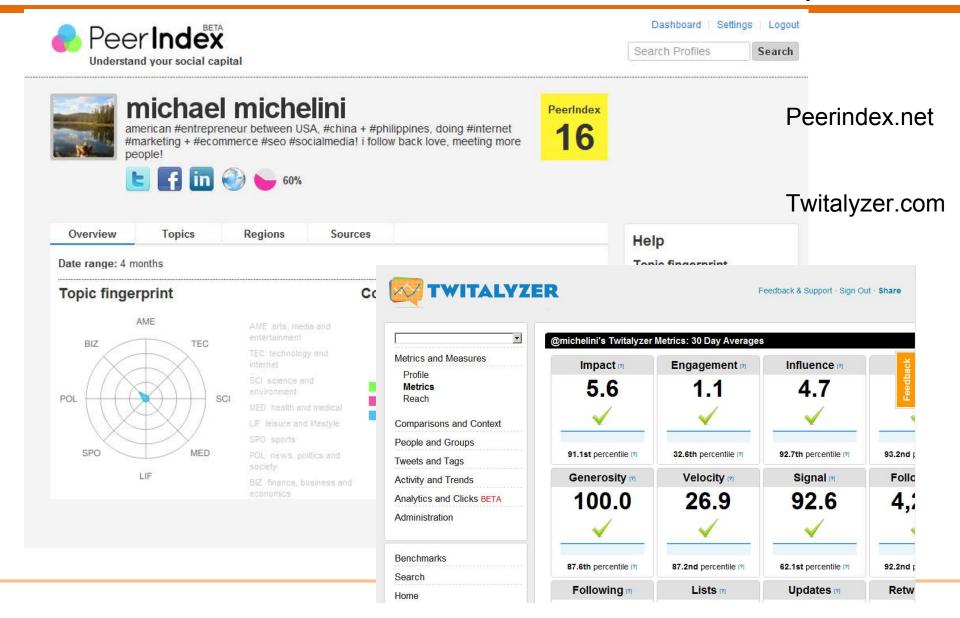


The Klout Score is the measurement of your overall online influence. The scores range from 1 to 100 with higher scores representing a wider and stronger sphere of influence. Klout uses over 35 variables on Facebook and Twitter to measure True Reach, Amplification Probability, and Network Score.



Peer Index, Twitalyzer





Case Study: Dell



- In Texas, USA Headquarters
- Using social media monitoring tool Radian6 to power its data collection.
- Track on average more than 22,000 daily topic posts related to Dell
- Information can be sliced and diced based on topics and subjects:
 - Conversation
 - Sentiment
 - Share of voice
 - Geography
 - Trends



http://www.youtube.com/watch?v=w4ooKojHMkA&feature=player_embedded

So Many Twitter Accounts!















Dell on Twitter



View by Type



OFFERS AND SALES

Get exclusive discounts and deal alerts based on your location and interests

- · US Outlet
- · US Home
- . US Small Business
- · Australia Small Business
- · Brazil Home
- · Canada Home
- · India Home
- · Ireland Outlet
- · Japan Home
- · UK Home
- UK Outlet



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COMMUNITIES

over topics that matter to you.

Digital Nomads

Dell Lounge

Digital Life

Edu4U

Inside IT

Studio Dell

TechCenter

Dell Health

 Power Solutions · Dell Insights



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- Dell Home Offers

- Community Home
- Facebook
- IdeaStorm
- · Tech Center
- Digital Nomads



Lionel M. Chief Blogger for Deli More Details



Richard B. Dell's PR Team More Details



Read and respond to the latest posts from our global blog network.

- · Direct2Dell (English)
- Direct2Dell (Norwegian)
- · Direct2Dell (Chinese)
- Direct2Dell (Japanese)
- Direct2Dell (Spanish)
- · Channel Blog
- Education Blog
- · Small Business Blog
- · Dell Tech Center

Staff Have Own Worker Account





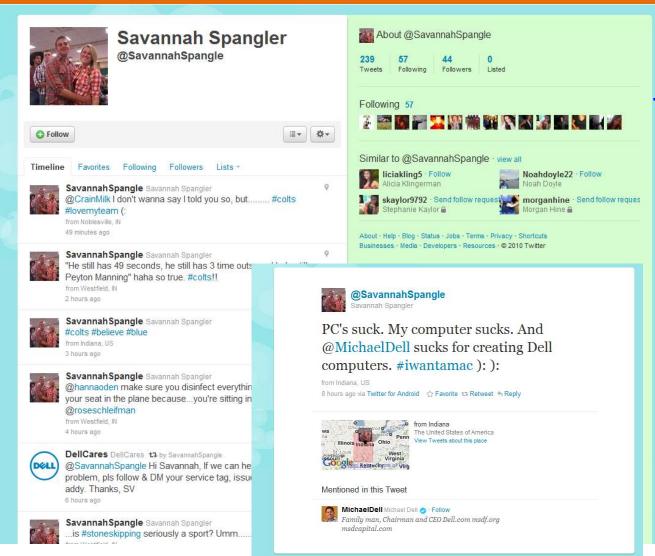
@DellCares





Upset customer 1





Savannah:

SavannahSpangle Sava nnah Spangler PC's suck. My computer sucks. And @MichaelDell sucks for creating Dell computers. #iwantamac):):

@SavannahSpangle Hi Savannah, If we can help you solve a problem, pls follow & DM your service tag, issue details, & email addy. Thanks, SV

Upset customer 2





Putting It All Together





Question & Answer



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