

The 7 C's of Social Media to Win Customer Hearts



@SuziMcCoyGMG

What You Will Learn

What is Social Media

New Trifecta

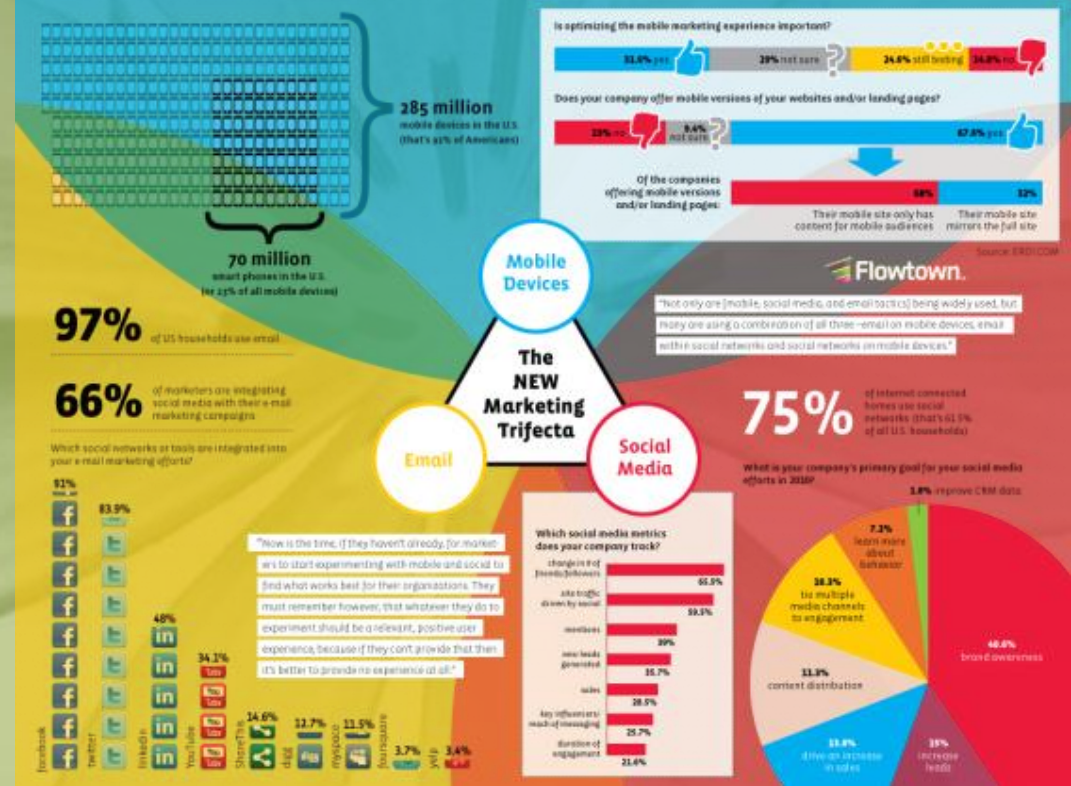
7 C's

10 Minute SM

Routine

5 Tips

Resources

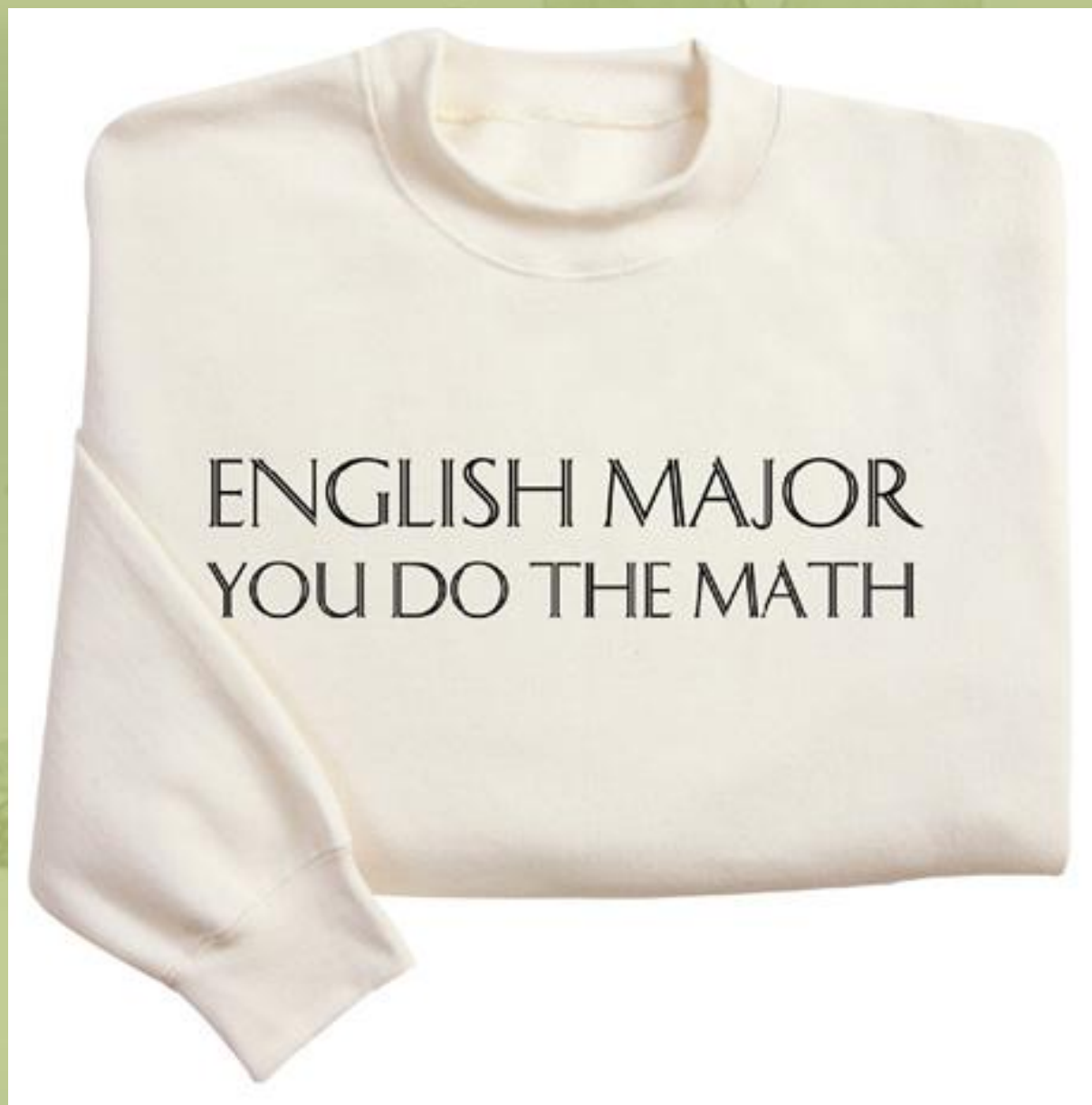


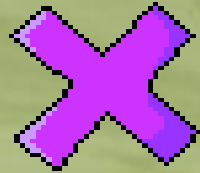
What is Social Media?

Public Relations . . . on steroids

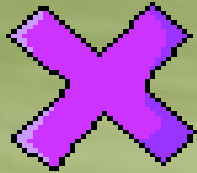
- 2-way interactive dialogue
- User-generated content
- Consumer-generated media
- Think “personally” chatting with someone
- It’s WE not ME.



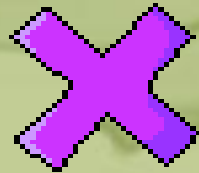














Social Media Delivers Results

50% of all U.S. adults
now use
social networks

2011 Pew Research Center

32% of baby boomers
on the internet
use a social network
EVERY DAY

Up a whopping 60% from 2010



162 million Unique Visitors a Month

Up 5 million

in 2 months

A woman with dark hair is looking at a laptop screen. The background is dark, and the laptop screen is white. The text is overlaid on the image.

22 Million

Women

40-55 years old

on Facebook

Pinterest

- 1 million in July to 12 million in Jan
- 2nd to Facebook
- Avg Pinterest-er spends 98 min/month
- Use to research client
- Use to showcase projects, new stuff, trends

The screenshot shows a Pinterest profile for Suzi McCoy. At the top, there is a search bar and the Pinterest logo. Below the search bar, it says "16 Boards · 146 Pins · 19 Likes". The profile section includes a name "Suzi McCoy", "189 followers, 104 following", a profile picture of a woman with blonde hair, and a bio: "I'm looking for great garden trends, cool ideas and new plants and garden products. Let's go hunting. And follow the entire Garden Media Group gang at Pinterest.com/gardenmedia. Thanks." Below the bio is the name "Kennett Square" and social media icons for globe, Twitter, Facebook, and RSS. To the right of the profile are several boards: "In Living Color" (a 3x3 grid of colorful flower images), "Techno-Gardenin" (partially visible), "Eco-Scaping" (a 3x3 grid of landscape images), and "Inner Gardening" (a 3x3 grid of indoor garden images). Each board has an "Edit" button below it.

1 Billion Tweets

Sent a Week

182%
Increase
in Twitter
Mobile
Users





65 Trillion

IMS Sent In 2010





3 billion views

a day

25 times the
Super Bowl
audience

O₂ for you.

plants

GARDEN MEDIA GROUP



48 hours of new
video uploaded
every minute

**More than all the
networks create
in a year**

GARDEN MEDIA

Over 10 Million
Users
1 Billion Items
Being Shared
Per Day





1200%

**Increase QR Scanning
May-Dec 2010**

*If you remember
only one thing . . .*

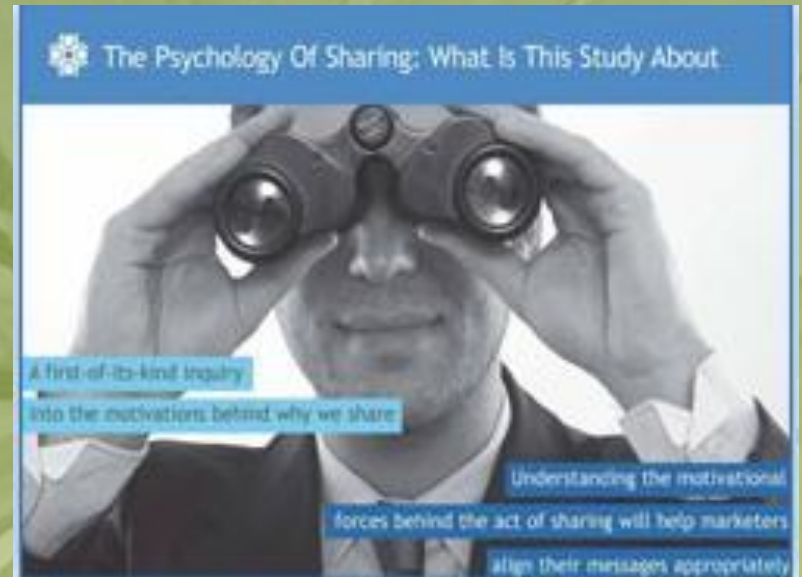


**Social media
is 90%
narcissism**

Kyle P. Lacy

Nothing's Changed Since Junior High

68% share content to make themselves look better.



The New York Times Insights

**How has this changed
the way
we reach people?**

The Old Marketing Trifecta

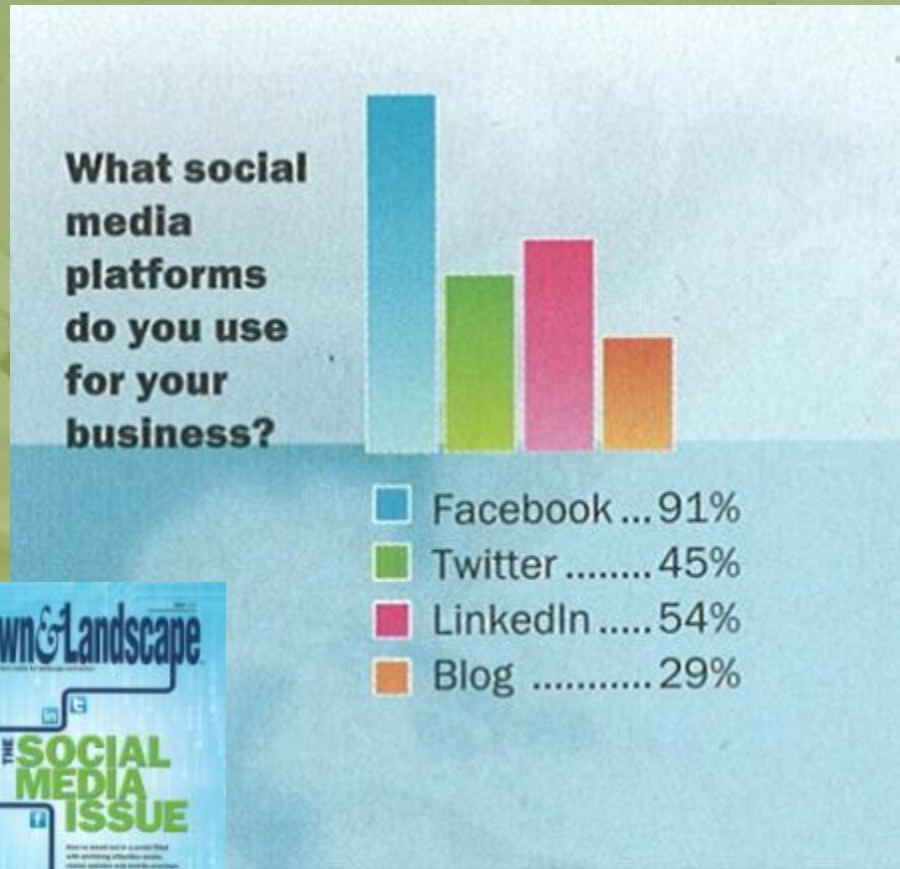
- ❖ Print
- ❖ Broadcast
- ❖ Direct Mail

The New Marketing Trifecta



7 C's of Social Media

1. Create a Grand Goal
2. Create a Clear Path
3. Create a Valuable Why
4. Create an Engaging Personality
5. Create Magnetic Content
6. Create Customer Hubs
7. Create the Buzz



7 C's of Social Media

#1 What Are Your Objectives

1. What do you want to accomplish?
2. What do you want your customer to say/feel about your company?
3. How does social media marketing integrate with your long term company goals?



7 C's of Social Media

#1 What Are Your Objectives

DEFINE KEY OBJECTIVES

Because every business has different objectives, ROI will be different for everyone. Before adding social media to any marketing campaign companies should clearly define their objectives.

What Are Your Objectives?



Short-term sales



Engage existing customers



Brand awareness



Increase your searchability



Complement promotional campaign



Encourage word of mouth

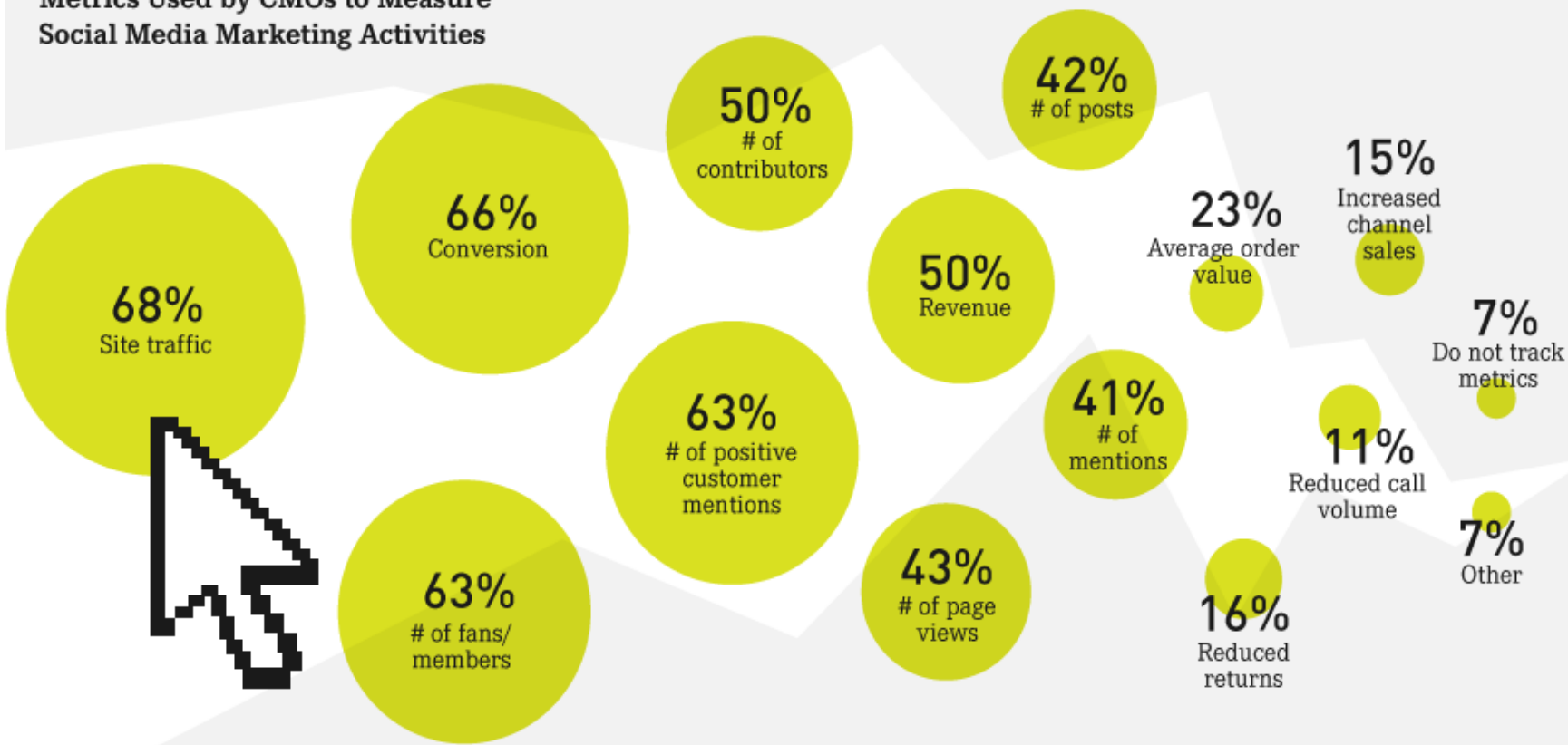


Spread news and important information about your business

MORE THAN JUST CLICKS

Marketers can put a price on increased sales or decreased costs, but far trickier is identifying the value of social media beyond dollars and cents.

Metrics Used by CMOs to Measure Social Media Marketing Activities



ROI INTANGIBLES IN SOCIAL MEDIA MARKETING

Beyond traditional success metrics, social media is yielding a host of intangible benefits to companies that employ social marketing strategies.

#1 Secret: Goal

1. Write down what you want from your social media efforts.
2. Break this down into smaller and smaller targets
3. Share that goal with your team.
4. Keep that goal as the gate keeper of all decisions.



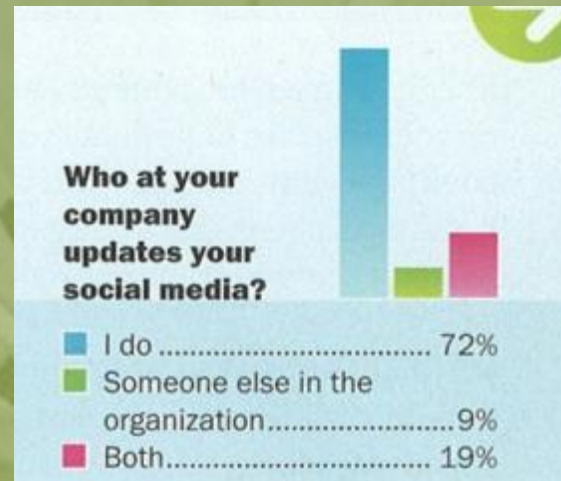
“Aim for the same target!”

Chris Heiler

7 C's of Social Media

#2 Create a Clear Path

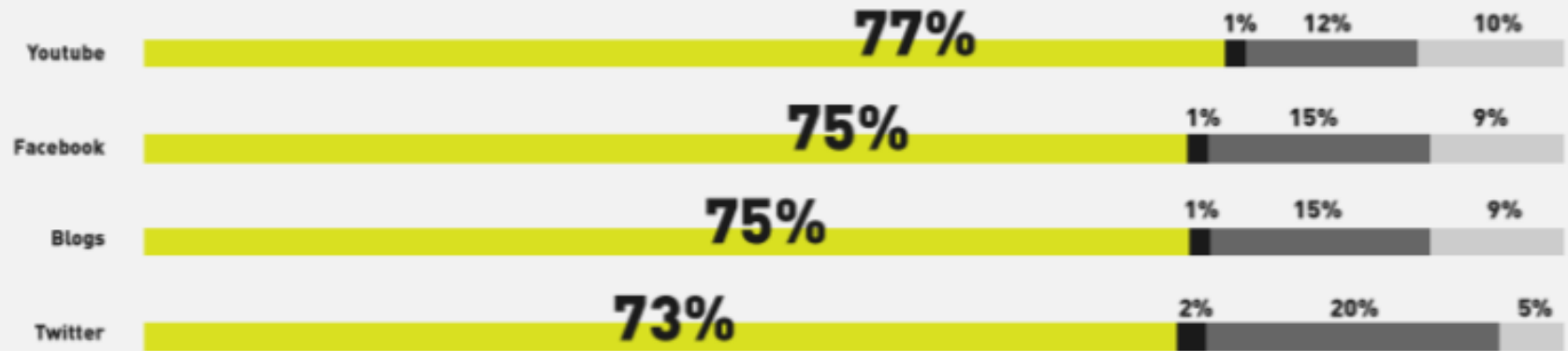
1. Who do you want to reach?
2. What do you want them to do?
3. What SM vehicles do you want to use?
4. How much time will it take?
5. How long is your plan?
6. Who will work on it?
7. What are your resources?



EMERGING PLATFORMS

Although the data above suggests that Facebook is the most valuable social marketing platform by ROI, marketers chose YouTube as the medium they plan to increase marketing most.

Company Plans to Increase Social Media Marketing



#2 Secret: Plan a SM Calendar

Biltmore Social Media Calendar								
MARCH	Editorial Focus							
Week Days	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	
Week of: 3/21	21-Mar	22-Mar	23-Mar	24-Mar	25-Mar	26-Mar	27-Mar	
Timely / Suggested ideas:	Twitter	3X		3X	3X			Focus: Promoting Biltmore
50% off tickets ends Friday 3/25	Facebook	X		X	X			Theme: Promote Upcoming Festival of Flowers, Ticket Discounts,
Pre-Promotion Festival of Flowers	Blog		X					Keywords: Biltmore, Biltmore Estate, gardens, festival, flowers, Noth Carolina
Biltmore Facts This week: Mulching in the gardens, uncovering tulips, weeding								Events:
Week Days	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	
Week of: 3/28	28-Mar	29-Mar	30-Mar	31-Mar	1-Apr	2-Apr	3-Apr	
Timely / Suggested ideas:	Twitter	3X		3X	3X			Focus: Promoting Biltmore
March Madness	Facebook	X		X	X			Theme: Promote/ Introduce Festival of Flowers
Pre-Promotion Festival of Flowers	Blog		X					Keywords: Biltmore, Biltmore Estate, gardens, festival, flowers, Noth Carolina, Music, Advice, Conservatory,
Sneak Peek: Installation of travel theme displays in Conservatory								Events: Festival of Flowers activities
LAUNCH of Festival of Flowers (April 2)								
STARTS SAT: Live Music daily Conservatory								

- Make a quarterly “editorial calendar”
- Mark specific days/times to post
- Determine/Evaluate key words
- Assign a point person

#2 Secret: Plan a SM Calendar

Biltmore Social Media Calendar									
MARCH									
Week of: 3/21	Week Days	Mon	Tues	Wed	Thurs	Fri	Sat	Sun	Editorial Focus
		21-Mar	22-Mar	23-Mar	24-Mar	25-Mar	26-Mar	27-Mar	
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Sneak Peek: Installation of travel theme displays in Conservatory									Events: Festival of Flowers activities
LAUNCH of Festival of Flowers (April 2)									
STARTS SAT: Live Music daily Conservatory 11:30am, 12:30pm, 1:30pm & 3:30pm - Schedule is next tab)									

7 C's of Social Media

#3 Create the Why



Why do you use social media in your business?



- To market my business to customers and prospects... 88%
- To network with other green industry professionals 55%
- To find employees 16%
- To create an online presence for my work 56%

#3 Secret: Create the Why

Be in it for the customer, not the money.

1. What's in it for your customer?
2. What value do you add to your customer's life?
3. How can we make gardening an essential part of living?

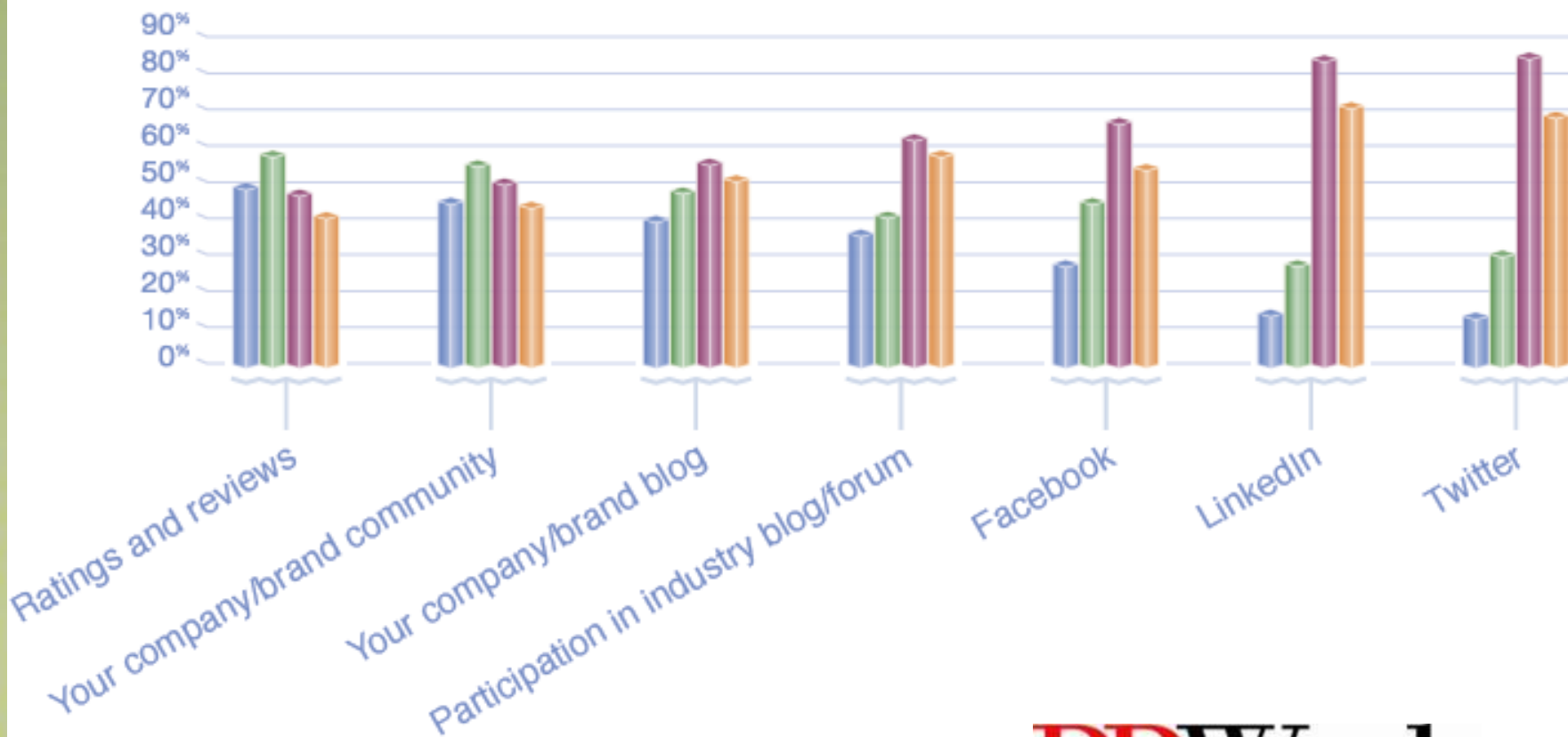


#3 Secret: Create the Why Giveaways & Reviews

Most Commented-On Words



CMOs that use customer reviews and ratings find they create the highest return on investment.



PRWeek

Detroit ▾

English Gardens – Multiple Locations

\$10 for \$20 Worth of Plants and Gardening Gear

\$10

Buy!

Value	Discount	You Save
\$20	50%	\$10



Buy it for a friend!



This deal sold out at:
11:06AM
04/12/2011



SOLD OUT

7 C's of Social Media

#4 Create an Engaging Personality

1. What's your voice?
2. What do you stand for?
3. Why buy from you?
4. What first impression do you want to make?



#4 Secret: Engaging Personality

1. Be a Thought Leader
2. Be the first to know news
3. Become an expert in something
4. Follow industry thought leaders
5. Get quoted in industry publications on- and off-line
6. Populate Social Media formats – Twitter, LinkedIn discussions



7 C's of Social Media

#5 Create Magnetic Content

- Become a curator of information
- Feed your customers what they want to know
- Ask your best customers to contribute
- Create how-to's
- Use video



7 C's of Social Media

#5 Why Create Magnetic Engagement

Objectives of Content Curation* According to US Marketers, Feb 2011

% of respondents

Establish thought leadership	78.9%
Elevate brand visibility & buzz	76.1%
Lead generation	60.6%
Boost SEO	47.9%

*Note: *researching and gathering online content for a chosen topic followed by organizing and sharing the most relevant information with their audience*

Source: HiveFire, "Content Curation Adoption Survey 2011," March 30, 2011

7 C's of Social Media

#5 Magnetic Engagement High Touch

Content Marketing Challenges According to US Marketers, Feb 2011

% of respondents

Creating original content

73.6%

Having the time to do it

73.0%

Finding high-quality content

43.0%

Allocating staff to do it

39.2%

Difficulty measuring results

36.5%

Securing senior-level buy-in to implement it

18.9%

Understanding how it fits into overall marketing strategy

12.8%

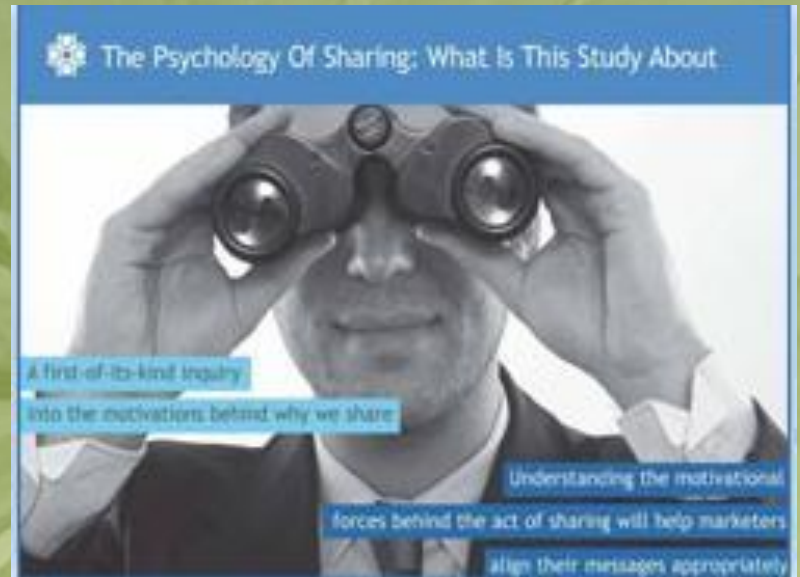
Source: HiveFire, "Content Curation Adoption Survey 2011," March 30, 2011

126437

www.eMarketer.com

#5 Secrets: Create Magnetic Content

- Halo Share content and links
- Give access to “I look good” info
- Help them be seen as experts.
- Ask your fans what they want to know.



#5 Secrets: Create Magnetic Content

- Borrow from others
- Go outside your industry
- Ask questions
- 5 word headlines
 - Guess what's coming in tomorrow?
- Share & Give Credit
- Create chatter



7 C's of Social Media

#6 Create Customer Hubs

1. C-Generation: Content, Creative and Co-Create
2. Get on the radar of your current customers
3. Listen and get customer feedback
4. Collaborate to build reputation as a place for discovery.
5. Draw people around a common good



7 C's of Social Media

#6 Create Customer Hubs

- Offer opportunities for product reviews
- Offer exclusive "fans-only" sweepstakes, events, workshops and other promotions.
- Use ads to micro-target customers



#6 Secrets: Create Customer Hubs

1. “Co-create” with customers
2. Listen and feedback
3. The Customer Rules
4. Be nice and help others
5. Create a great reputation for listening, helping and sharing



#6 Secrets: Create Customer Hubs

1. Great research tool
2. Query followers to ask their opinion
3. Solicit their help to co-create something
4. Think customer service on line
5. Sounding boards
6. Information boxes



#6 Secrets: Create Customer Hubs

- Host "tweet ups"
- Tweet Timely Offers, promotions and just in time promotions
- Host "tweet ups" for garden writers in your area



7 C's of Social Media

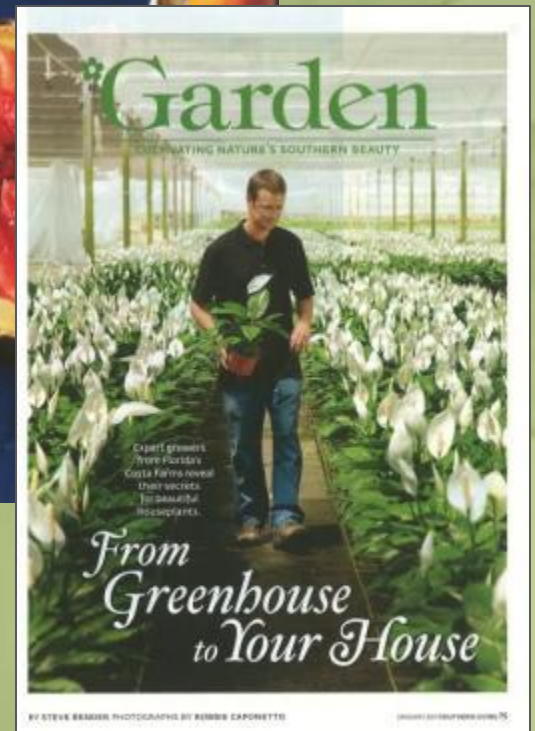
#7 Create the Buzz

- Get your news up front
- Boosts business to the top of search results
- Make your company website the hub for blog, Twitter, LinkedIn, and other social profiles



#7 Secrets: Create the Buzz

1. Actively talk up something
2. Seek online ops
3. Be a reliable source
4. Make connections



Your New 10 Minute Daily Diet

HubSpot Blog

3 minutes

Check for Twitter chatter about your company and its competitors.

2 minutes

Scan Google News, Blogs Alerts or important news.

3 minutes

Filter and flag relevant industry-related LinkedIn and Quora questions.

2 minutes

Log in to Facebook to scan your wall and comments.



All about Being Popular

The goal is to get people to like you and want to spend money on your brand.

- Tell people why your brand is the best
- Build brand equity
- Get your brand into heads . . . and hearts!



Favorite Resources



socialmediatoday

The screenshot shows the Flowtown website interface. At the top, there's a navigation bar with categories like 'Twitter', 'Branding/Marketing', 'Facebook', 'Analytics', and 'How To'. Below this, a featured article is displayed with the title 'Top 25 Social Media Blogs For Businesses' by Kristi Hines on May 30, 2011. The article content is a grid of 25 small thumbnail images representing various social media blogs.



<http://www.flowtown.com/blog/top-25-social-media-blogs-for-businesses>

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