



Collective Wisdom: Some free-thinking about social media as we enter the first decade

Forward:

In the closing days of 2009 Pepsi decided against hiring Justin Timberlake, Cindy Crawford or even Britney Spears to speak for them during the 2010 Super Bowl. They would instead take the \$20 million budgeted and use it to talk directly -- and to listen back -- with consumers through the web. It was the final and perhaps the most significant signpost marking 2009 as a year where emerging social media technologies mandated new strategies for anyone who deals with the public. No organizations seemed unaffected. Pope Benedict XVI launched his Facebook app in May. In June the US State Department asked Twitter to delay scheduled maintenance because of the role it was playing during civil unrest in Iran.

The WBW newsletter tracked these developments and sought out voices that clearly understood the changes and could rationally describe a way forward. Increasingly, the newsletter's readers turned to the bloggers who's words make up this document. Some of their advice has been highly pragmatic, such as how to get the most out of 140 characters. Other times they'll address the emerging vagaries of customer recognition shaped by the forces of social media.











We asked the group to look at 2010 - their outlook for the year, the best ways to handle the social ROI question, the relationship with the bottom line. We even asked them for some fun with applications, telling us how their favorite historical character would have used these new technologies. You won't find any ironclad rules or spreadsheet formulas in this document but if you look through it with a critical eye you might be able to build a more effective framework through which to build your own social media strategy for the first full decade.

We're all in this together. Stay in touch and have some fun.

-Jeff Ente, Director, WBW

First contributor: Ann Handley of MarketingProfs Daily Fix →

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Kevin Gibbons



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For social media marketers, 2010 will be the year that ...

...social media is on every company's radar screen. It's no longer the new bright and shiny thing; instead, companies of all shapes and sizes begin to pay attention to it (I'm looking at you, B2B).

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The first step is figuring out your social media strategy -- in other words, what are you doing there? What do you hope to accomplish? It's a lot easier to measure your success (or lack thereof) once you figure out objectives.

How do you separate hype from reality in social media as we enter 2010?

Again, it's all about setting your strategy and identifying your objectives in the social space (or anywhere in your marketing, really). When you start there, you don't tend to get blinded by the newness or freshness or hipness of the bright and shiny tools (which goes a long way toward separating the hype from the reality).

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

The word "sell" here is bugging me. Can we connect with our customers through social media, increasingly, by this time next year? For the smart companies, the answer is yes. For the spammers and short-sighted organizations and stupid companies... God, I hope not.

How would your favorite historical character have used today's social media?

The other night my daughter and I were reading "Charlotte's Web" by EB White. I started to think that Charlotte would have penned a compelling Twitter stream: CharlotteCavatica: @FernArable come quick! @wilburpig is Some Pig! TempletonRat: RT @wilburpig is Some Pig! (Sponsored Message via "Will Tweet for Food.") WilburPig: Shout out to @CharlotteCavatica for saving me from becoming nothing more than bacon. Not sure it would have changed the outcome of the story, but it would have brought the drama playing out in that barn to a bigger stage. Don't you think? :)

Did you read?

What's a Dry Cleaner Doing on Twitter?

By Ann Handley



Kevin Gibbons



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For social media marketers, 2010 will be the year that ...

...more businesses will use social media to boost their online profile. Interesting content will always be key to a blog's popularity - but after a slow start businesses are now becoming much more savvy in applying social media promotion and SEO techniques to a corporate blog. From our own experience we know how a blog can be used as a powerful tool for business growth, helping establish a company's reputation as expert in its sector.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

There are plenty of free tools to measure social media ROI, and a growing number of new applications which are worth testing out. However, the most important step is still to set goals for a social media campaign - without goals it's impossible to measure success. Common goals for a social media campaign include brand awareness, online reputation management and customer support, online traffic/visibility, generating both online and offline attention or media coverage, attracting inbound quality/natural links for SEO purposes, increasing readership and direct sales. Once you've defined the main goals of your campaign you can then look towards measuring success around this.

How do you separate hype from reality in social media as we enter 2010?

Proven results will continue to demonstrate the true worth of social media to different types of businesses. Part of the energy and buzz surrounding the use of social media is the very fact that it's constantly changing - so keep a watch on all new trends and developments and test them out as appropriate. Only after trying them out do we recommend new tactics and tools to clients. It's about selecting the best social media 'tool' for the job that will achieve results, rather than going after everything new, however hyped.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Let's be more optimistic! Dell is a classic example of how Twitter can successfully be used to generate sales. Dell claims to have made \$6.5m in Twitter-driven sales of products since it started tweeting deals around two years ago. As well as a clear sales platform, Dell is using social media to interact with its customers and as an early warning system of any potential problems so that they can be resolved swiftly.

How would your favorite historical character have used today's social media?

What would Columbus have Tweeted to drum up support for his pioneering trips overseas? Maybe something like this: @Columbus looking for rewards for next voyage of discovery! @KingFerdinand can offer high rewards for new islands/mainland @Columbus setting sail today from Spain with 3 ships... @KingFerdinand God speed! @Columbus found new island naming it 'San Salvador' @Guanahaniislanders oh no you don't its already called 'Guanahani' @KingFerdinand lets call it 'Bahamas!' @Columbus next voyage Cuba - may bring back some locals

Any parting advice as we enter the first social decade?

If you're using social media in 2009; carry on doing more of the same in 2010! The first step is to be aware of what people are saying about your brand online, many companies miss this when you can gain so much valuable and honest information from your own customers. But definitely give social media a chance, many sites such as Twitter can take a while to get used to - but once you've got the hang of it there's tons of great information out there and it can be a very powerful tool for building a strong reputation online.

Did you read?

10 LinkedIn Tips to Optimise your Profile

By Kevin Gibbons



Ann Handley



Brian Solis



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For social media marketers, 2010 will be the year that ...

...we start to look at Social Media as a chapter in the evolving story of new media. We'll focus less on "being everywhere" and we'll concentrate our efforts on creating visibility, presence, and community where we're needed.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The term ROI is only mysterious to those who practice social media through a "create a profile and let's go go go" initiative. How do you measure Social Media ROI if you don't know why it is that you're engaging in the first place. The ability to measure ROI has never been elusive, it's only been out of reach by those who didn't think about it first. Everything starts with creating a click path to closure. Figure out where you need to be and why. What you can measure through that engagement (sales, leads, registrations, etc.) and how much manpower and resources it takes to make things happen.

How do you separate hype from reality in social media as we enter 2010?

Practice and measurement. Also, stop reading the case studies that everyone publishes in social media as none of them are measuring the ROI of their engagement using metrics that positively impact the business in the near and long term. Stop listening and start writing your own success story.

How would your favorite historical character have used today's social media?

Walt Disney. He made us believe that through imagineering, we could create new worlds that people where people can immerse and engage with others just like them. Social Media is about creating a community where people can believe in you and what you stand for...

Any parting advice as we enter the first social decade?

Become the person who can answer your own questions. The work, research, practice, and insight gleaned in the process of getting from here to there will most likely surpass the experience of those you originally sought insight and direction.

Did you read?

Make Tweet Love ? Top Tips for Building Twitter Relationships

By Brian Solis



Kevin Gibbons



Scott Fox



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For social media marketers, 2010 will be the year that ...

... mainstream corporations and media recognize the power and importance of social media marketing. This will create new business opportunities for social media marketers, help their new mainstream clients find more customers, and create exciting new dialogues as we all learn to better talk WITH customers instead of just AT them.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The acceptance of social media is allowing a shift from quantity of audience to quality. In 2010 successful marketers, (both online social media folks and traditional marketers), should measure their campaign (and career) success based on the quality of audience instead of traditional mass media metrics. Engaging with customers and potential customers through social media marketing can increase customer loyalty, lead to repeat purchases, and spread your marketing messages more cost-effectively than ever before.

How do you separate hype from reality in social media as we enter 2010?

Social media are just tools. Your audience's expectations for engagement should dictate your choice of those tools (instead of following the latest early adopter trends or "guru-recommended" hype). If you also use social media tools to listen to what your customers want, your social media efforts will naturally match the interests of your target audience and increase ROI.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More. Although early adopters have been excited about social media for years, 2010 is the year that "regular" companies are going to embrace Facebook, Twitter, Ning, and whatever comes next. They will also help drive even more consumer adoption and participation. Result? More revenues via social media marketing.

How would your favorite historical character have used today's social media?

I would love to see what Mark Twain would have done with social media. A master communicator, I'm sure his Tweets, podcasts, and Facebook comments would be both hilarious and insightful.

Any parting advice as we enter the first social decade?

2010 offers all of us great opportunity and if you are reading this, you are lucky to be part of a revolution. Let's make it happen!

Did you read?

4 Annoying Twitter Myths
about How to Use Twitter

By Scott Fox



Brian Solis



Ravi Lichtenberg



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Scott Fox



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For social media marketers, 2010 will be the year that ...

...the rubber meets the road. Whatever held marketers back (access, information, funds) will get smaller and the possibilities will grow bigger. Those marketers who will be able to stay focused on customers, understand customers' behaviors have changed in the past couple of years, and deliver value using social media channels in their marketing mix will rise to the top. We will see marketers standing out for their ability to push the next generation of personalized marketing and for demonstrating results that are not tied to a specific tool or channel but that apply to the marketing ecosystem as a whole.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

In 2010, companies who have been passive spectators will need to dive into the ROI wonderland. To start, marketers should: -Only use benchmarks that they can measure and impact -Slowly transition from hype metrics--engagement, conversation, followers--into tested and proven measurements: increased traffic to target website pages, improved conversion due to behavior-tracking fixes, brand loyalty score,etc. -Consider creative benchmarks that may not lead to immediate ROI but will signal value to client/company: product improvement feedback, R&D innovation, improved brand messaging & communication, etc. And, get ready for a ride of a year- it *will* feel as if it had been changed in a night.

How do you separate hype from reality in social media as we enter 2010?

Measurements, measurements, measurements. If it can't be measured--it's hype. If it can, it's real.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

As social media becomes highly integrated into customers' purchasing experience and into companies' selling activities, companies and marketers will be able to target customers much more accurately and, increasingly, will deliver value in ways that customers care about. Imagine booking a vacation and immediately receiving restaurant recommendations, clothing suggestions, and local event highlights--all validated through your personal networks. Or, visualize the next generation Groupon that suggests personalized "whole experience" of products and services to consumers while improving conversion likelihood for companies. I believe there's great promise ahead; optimism is in order.

How would your favorite historical character have used today's social media?

I'd love to see what Moses would do with Social Media. Imagine the power of crowd mobilization when a future of a People is concerned. Would he tweet ahead of the exodus, using the hashtags #letmypeoplego and #badpharaoh? How would he have kept the plans a secret? Would he have done a simulcast from Mount Sinai as he read the Ten Commandments? Would he de-friend Aaron once he found out on his mobile Facebook app about the golden calf? One can only imagine how things would have changed if social media existed in tribal times...or in any humanity-changing historic moment since.

Any parting advice as we enter the first social decade?

Remember what made you great before social media, focus on people--on customers, and come up with new and refreshed ways to love the customer knowing that the possibilities will become near-limitless.

Did you read?

10 Ways Social Media Will Change in 2010

By Ravit Lichtenberg



Scott Fox



Andy Beal



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For social media marketers, 2010 will be the year that ...

...they realize that you don't "use" social media, you "engage" it. I see many marketers that simply push out content on social media platforms and expect them to be successful. They'll realize it's about the dialogues, not the monologues.

How do you separate hype from reality in social media as we enter 2010?

Don't look at social media as a one-off project. This is not something you create for a product launch, then neglect once the campaign is over.

How would your favorite historical character have used today's social media?

Jesus. Forget Ashton Kutcher, Jesus would have more Twitter followers than anyone!

Have you read?

Facebook's New Vanity URLs
& Google Reputation
Management

By Andy Beal



Ravi Lichtenberg



Corvida Raven



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For social media marketers, 2010 will be the year that ...

...people become more mobile and companies become social. Personalization will continue to be an important theme to business and marketing strategies. Social engagement will become a high priority.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Marketers should be using everything they can think of that links to revenue generation. Press mentions, blog trackbacks, retweets and facebook shares, youtube video views, community sentiments, email campaign traffic and so much more. In all of this what they should be focusing on is "how can we improve these communities?"

How do you separate hype from reality in social media as we enter 2010?

Hype is that tingling feeling you get when you first start using something new. Reality is when the "newness" wears off and you find yourself not getting the results you want.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

We will be so much more optimistic through proper engagement strategies in the next year and beyond.

Have you read?

5 Effective Tips For Tweeting
As A Company - How does
your company tweet?

By Corvida Raven



Andy Beal



Ian Lurie



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For social media marketers, 2010 will be the year that ...

...web sites become hubs. Some brands have already figured this out, but most haven't. 2010 will see more and more companies using their main web site as a focal point for broad, dispersed campaigns that cater individually to their audience on Facebook, Twitter and other sites. That, of course, will make ROI tracking an even bigger nightmare.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

It's not about the traffic to your blog or web site so much as it's about the persistence of your message. Tools like Tweetmeme and Bit.ly are critical. Then you have to track results over time. Don't just stare at your traffic report and say "We're not getting conversions". That's stupid. Track improvement in overall sales; reduced support costs; improved conversion rates from other sources. Most important, marketers had damned well better learn what 'click attribution' means. Or they better hire me :)

How do you separate hype from reality in social media as we enter 2010?

Anyone who says they can now precisely track Social Media ROI is full of manure. so is anyone who says they can generate fast results. The reality is that social media rocks, not because of ROI or speed to results, but because, with persistence and intelligence, success is inevitable.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More optimistic, definitely. But also more frustrated, precisely because folks think you 'sell through social media'. You don't - you boost sales from other sources using social media.

How would your favorite historical character have used today's social media?

FDR was the first modern master of social media. In his Fireside Chats, he used this unique device called 'radio' to gather families and small groups together every week. Those chats prompted further discussion. They also let him go directly to the American people in a time when it looked like western civilization as we knew it might fail (I'm not exaggerating). FDR would have used podcasting to provide continuous access to his chats; Twitter to respond to crises and announce the week's topic; a blog for his writings and speeches; and, I'd like to think, monitoring to know that the Holocaust was a reality far sooner, and bring the USA into the war in the late 30's, instead of the early 40's.

Have you read?

3 Ways to Measure Social Media ROI

By Ian Lurie



Corvi da Raven



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Ian Lurie



Mitch Joel



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For social media marketers, 2010 will be the year that ...

...ROI is beaten into the equation. Up until this point there's been a lot of "testing" and "trying" and "feeling what works", but in 2010 it's going to be all about proving that return on investment. That means creating your social media plan from the start, investing in tools that can help quantify what you're doing, and picking and choosing where you can afford to spend your time.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

It depends on your reasons for entering social media. You have to identify what it is you're trying to grow in social media and then identify the action that achieves that. Things to look at: Engagement - comments, links, trackbacks Attention - amount of buzz, time on site, frequency of mentions Sentiment - positive, negative or neutral Sales/ Leads - Is the cost-per-customer dropping Traffic - are you grabbing more eyes over time? It's about turning the numbers, followers and comments you're receiving in a story that people can understand. Interaction is good, but what does that interaction mean?

How do you separate hype from reality in social media as we enter 2010?

Whether or not you can do something with the numbers. Having 5,000 Twitter followers is hype until you can successfully get them to your Web site. Having 2,000 Facebook fans is hype until they're making purchases on your Web site. Having 25,000 blog subscribers is hype until you can get them into a membership program. It's about being able to leverage the fans, followers and subscribers in a way that ultimately grows your business. Without that step, all social media is you talking to yourself.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

I think we'll be far more optimistic. If you look at it, small businesses and retailers are already way more optimistic going into 2010 than they were in 2009. Once people start attaching ROI to activities that were once just left to fate and eyeballed, businesses will feel a lot more comfortable allocating money to these newer areas.

Any parting advice as we enter the first social decade?

Stop focusing on the numbers. Social media isn't a numbers game. You don't need 10,000 followers, you just need the group you do have to be engaged and passionate about your brand. Focus on giving them something to be passionate about and rally behind. That's where the magic will happen.

Have you read?

Tips To Get People To Join
Your Facebook Fan Page

By Lisa Barone



Ian Lurie



Mitch Joel



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[Li sa Barone](#)



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[Six Pixels of Separation](#)
[@mitchjoel](#)

For social media marketers, 2010 will be the year that ...

...we really experience “the great untethering” – from USB Internet sticks and netbooks to iPhones, BlackBerry and Google’s Android... the Internet will be less about beating out TV in terms of media usage and more about being everywhere like electricity.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Engagement, time spent, type of conversation, spreading of good conversation, fixing of bad conversation, increasing bottom-line sales and customer base, and looking at how they can add value (instead of noise) to the conversation.

How do you separate hype from reality in social media as we enter 2010?

By focusing less on what the individuals are doing to promote themselves and more on how those individuals are able to help others (brands, individuals, etc...) use these channels to truly connect, share and build relationships.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

We need to get beyond the navel-gazing and trolling. We need to focus more on the real relationships and connections, and figure out a way to make that scale effectively.

How would your favorite historical character have used today's social media?

Bruce Lee is one of my favourites. Something tells me that his philosophy around Kung Fu (and life) would have thrived even more had he been around and playing with Social Media. Great ideas spread. Great stories get told. Now, these stories have no distribution fee with access to more people than any of us could have ever imagined. Just think about how these channels and platforms can help to change history... and let’s not forget that they already have ☺

Any parting advice as we enter the first social decade?

Happy Holidays and Happy New Year!

Have you read?

6 Quick Tips To Optimize
How You Monitor Your
Digital Footprint

By Mitch Joel

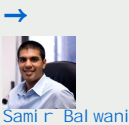
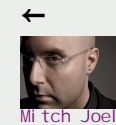


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For social media marketers, 2010 will be the year that ...

...they have to deal with the three Cs of backlash: consumer, community and client. Consumers (a.k.a. "human beings") are already expressing frustration with community members who turn out to be marketing shills. Community managers will crack down on marketers-posing-as members because of the impact on trust and participation in their sites. And clients will either pull back or redirect their social media efforts when they discover that, surprise! marketers don't have the answers on how to actually reorganize their customer relations and R&D teams to meet the demands that social media marketers have awakened.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The field of social media metrics is currently much like the proverbial drunk who is looking for his lost keys under the street lamp -- because that's where the light is. For now, we're heavily constrained by what is measurable: hits, links, mentions, follows, friends. What we need are metrics that provide insights not just into the volume of exposure and relationships, but on the quality of those mentions and relationships. Semantic analysis is useful but much harder to obtain or communicate, so we're focusing a lot of attention on numbers that may or may not correspond to the actual richness of our relationships.

How do you separate hype from reality in social media as we enter 2010?

It's useful to compare the social media boom with the first dot com boom in the late 90s. That bubble was very much driven by market valuations which (as we now know) turned out to be hyperinflated; the same will almost inevitably happen to a bunch of social media sites. But the key difference is that on many social media sites, the accumulated value lies not in the company-owned software, but in the community-owned content: if and when a bust comes (in hype and/or valuations) many of these communities will morph and endure, possibly in less glossy form, because the underlying relationships, common interests and content are driven by highly committed community members.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

I'd love to think that in a year, the conversation about social media will no longer be focused on selling (though it may in fact take a couple of years for that to shift). I already see a glimmer of recognition that social media can not be successfully tackled as a pure marketing play: some social media leaders are already talking about the importance of change management as a way of leveraging and also managing the potential impact of social media. If you're only using social media to sell stuff, you may burn your brand (by failing to deliver on expectations) and you're missing its greatest potential -- to transform your internal & external relationships and capacity for innovation.

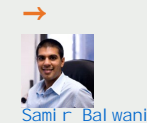
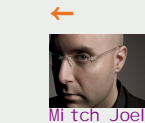
How would your favorite historical character have used today's social media?

I've always been fascinated by Karl Marx, not because I'm waiting for the revolution (had to give that one up a while ago) but because of the way his writing transformed the way we see the world: most fundamentally, making us see economic conditions as the key driver of social and political life (see <http://bit.ly/m4Rx>). And while I can't imagine reading Das Kapital in 140-character increments, Marx would have had an interesting take on the opportunities that arise from a shift away from large-scale industrial production and back towards artisanal production -- whether in the micro- startups that build social media sites, or the micro-entrepreneurs who create and sell through them.

Any parting advice as we enter the first social decade?

This is a good time to think about whether your work and passions are driven by marketing, or by social media -- because the two fields are going to diverge, especially on the leading edge. If you are first and foremost a marketing junkie, you need to think about how to integrate social media with other marketing channels, and build relationships with people who are working on other aspects of social media in the enterprise (collaboration, innovation, change management) so you can develop an integrated, durable approach. And if you've fallen in love with social media, it's time to start broadening your perspective so YOU can be that integrator who brings together the full range of expertise.

Have you read?
Three Instantly Effective
Social Media Ideas
By Alexandra Samuel





Collective Wisdom: Some free-thinking about social media as we enter the first decade



Alexandra Samuel



Joe Pulizzi



Samir Balwani
Samir Balwani
@samirbalwani

Blog

For social media marketers, 2010 will be the year that ...

...mobile becomes huge. Smartphones are becoming more powerful and so are applications. I want to know what my friends are doing, but now I want to know where they are too. I want to be able to find people and places near me that I can connect with. Mobile social media will be the bridge between online marketing and in-store marketing that we've been waiting for.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

I understand using benchmarks to track social media ROI but it always comes down to sales. Here's what I recommend, before you started trying out social media what were you sales? What does it usually increase yearly? How much did it increase since you started using social media? You can't assign exactly how much social media affected your sales, but it gives you an idea. The harder question is, "How do you forecast social media ROI?"

How do you separate hype from reality in social media as we enter 2010?

Simple, I ask - did it work? Test platforms that will work for your business. Where are your consumers? How are they interacting online? The reality of the situation is that only you know your consumers well enough to answer these questions.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Much more optimistic. Social media already has the ability to sell. The problem is that we can't directly attribute sales to social media. Since we're able to gather more data and are dedicating more resources to understanding it now, this time next year social media marketing will be in a much better position to justify itself as an efficient sales strategy.

How would your favorite historical character have used today's social media?

I'm a huge fan of Albert Einstein and his genius. Can you imagine the kind of breakthroughs he may have had if he were able to collaborate with other great minds of his time? That's where the true power of social media is, in breaking down barriers and helping people work together. A good social media marketer recognizes that it's not only about selling your product, but working with your consumer to make it better.

Any parting advice as we enter the first social decade?

Thanks for letting me a part of this newsletter! I'm excited to watch social media marketing grow as an industry in 2010. I hope I get a chance to work with all of you, and don't hesitate to reach out to me on Facebook or Twitter.

Have you read?

How Foursquare is Changing Social Media Marketing

By Samir Balwani



Alexandra Samuel



Joe Pulizzi



Collective Wisdom: Some free-thinking about social media as we enter the first decade



Samir Balwani



Mike Volpe



Joe Pulizzi
Junta42
The Content
Marketing
Revolution
@juntajoe

For social media marketers, 2010 will be the year that ...

...valuable, relevant and compelling content becomes the center of their social media strategy.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The most important thing is asking "Why?" What do you want to get out of social media for your company? That is what you need to measure. Is it for customer service, for acquisition, for retention? Figure that out first, then measure that.

How do you separate hype from reality in social media as we enter 2010?

It's reality for companies if social media helps to accomplish their marketing goals. When a company can't figure out why they are doing what they are doing with social media, then it just stays hype to those brands.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Again, it depends on purpose. Those who have a clear goal and follow through on that goal, social media will rise to the top.

How would your favorite historical character have used today's social media?

Jesus...just think of how fast his stories would spread through Twitter. For those who give their expertise unselfishly through social media, great things happen.

Have you read?

10 Social Media Tools - Best Kept Secrets

By Joe Pulizzi



Samir Balwani



Mike Volpe



Collective Wisdom: Some free-thinking about social media as we enter the first decade



Joe Pulizzi



Jay Baer



Mike Volpe
HubSpot
Inbound Marketing
Blog
@mvolpe

For social media marketers, 2010 will be the year that ...

...we all realize that social media marketing is only one tool, and it should be used with other marketing tools, not instead of them.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Business benchmarks never change. It is always about sales, and things that lead to sales, like leads. If a marketing activity does not drive sales in some way, it is not a useful activity. I think in 2010 more companies will start to realize the importance of closed loop marketing and will be able to implement marketing software that measures the number of new customers coming from each marketing channel.

How do you separate hype from reality in social media as we enter 2010?

I measure sales and things that lead to sales. If you are measuring real metrics that impact your business, you'll never get lost in the hype.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Less optimistic, but more realistic. People will realize social media marketing is not magic, it is just another tool, like email, blogging, search engine optimization - and it deserves a place in use alongside all those other tools.

How would your favorite historical character have used today's social media?

Adam Smith, the economist who wrote the wealth of nations. He would have loved social media because it breaks down barriers and provides for more free flow of information, making markets more efficient. I think he could have used social media to spread his ideas more quickly and effectively, which might have lead to free trade and specialization of production becoming more prevalent more quickly, perhaps shaping the global economy in new and different ways.

Any parting advice as we enter the first social decade?

You don't go to the gym and only do curls with your right arm, you workout your whole body. Social media is only effective when combined with other marketing tools as part of an overall and comprehensive inbound marketing strategy.

Have you read?

4 Minutes to Optimize a
LinkedIn Profile for SEO

By Mike Volpe



Joe Pulizzi



Jay Baer



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Mike Volpe



Bernie Borges



Jay Baer
Convince & Convert
@jaybaer

For social media marketers, 2010 will be the year that ...

...we figure out how to intelligently use all these tools we're so gaga over.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

True "ROI" requires revenue calculation and attribution. That's complex, and it takes time. Most marketers are still tracking non-financial, trending benchmarks like Web traffic and numbers of fans and friends. You should be tracking these metrics, but don't confuse them with ROI.

How do you separate hype from reality in social media as we enter 2010?

Consumers will do that separation for us. If it feels like you're forcing the issue with your social media marketing, you are.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

We'll be more optimistic about customer service and social CRM, and less optimistic about customer acquisition via social media.

How would your favorite historical character have used today's social media?

Robin Hood. He easily could have raised money with tweets and PayPal. Much easier. No arrows. No fights. No living in a forest (unless there was Wi-Fi).

Have you read?

Should Facebook Dominate
Your Social Media Strategy?

By Jay Baer



Mike Volpe



Bernie Borges



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Jay Baer



Jacob Morgan



Bernie Borges
Find and Convert
Find and Convert
Blog
@berniebay

For social media marketers, 2010 will be the year that ...

...marketers must learn to create experiences to fully engage their buyers. Buyers have too many choices. They want to be educated, enlightened and entertained. Marketers who do not create "experiences" where buyers can engage with them in fun or interesting ways will differentiate the best. These marketers will build trust and win customer mindshare.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Buyers want to buy from brands they like and trust. Brands who build trust win. Ways to measure ROI include the increase in the number of subscribers to their content profiles on the web, re-tweets, downloads, blog comments and brand mentions. Brands should measure mentions diligently. Measure company name, product name, category, people and industry mentions. Also, measure sources of website/blog traffic and keywords. Track the trend among all of these elements. Also, measure which content topics are the most popular and produce more of popular topics. These measurement strategies are cogs in the wheel. Measure the trend in sales activity and correlate it to the progress in all of above.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

I'm concerned we may be less optimistic about the ability to sell through social media in 2010. The reason is a lot of people are starting to use social media with a "bull in a china shop" attitude. These idiots are creating negative results and giving social media a bad rap. Only the marketers who create great content and engage buyers in interesting and compelling ways can effectively sell in social media.

How would your favorite historical character have used today's social media?

My favorite historical character is Thomas Jefferson and the founding fathers of the U.S Constitution. If these men had access to the web during the time of drafting the constitution they would've blogged, tweeted and shared their thoughts so profusely. The word would have spread so much faster on the web. The user generated content from the citizens would have been so remarkable that the constitution would've been completed faster and with much more community building. Mother England would've realized their losing battle much sooner. Perhaps the Revolutionary War could have been avoided altogether. Instead, perhaps the Revolutionary War could have been fought and won through content on the web!

Any parting advice as we enter the first social decade?

Marketers need to understand that we are in a period in history that is still in transition. The sooner marketers understand that their buyers want to engage with them the same way these marketers want to engage. No one wants to be insulted by advertisers anymore. Buyers want to talk each other and consume content. Marketers who don't get that are at risk of losing market share at best and going out of business at worst.

Have you read?

Measuring Results in Social
Media Marketing

By Bernie Borges



Jay Baer



Jacob Morgan



Collective Wisdom: Some free-thinking about social media as we enter the first decade



Bernie Borges



Jake Hird



Jacob Morgan
Chess Media Group
Social Media
Globetrotter
@JacobM

For social media marketers, 2010 will be the year that ...

...we really start to look at the evolution of social media and how it can be fully integrated into an organization. We will see budgets shift towards social media and taken away from some traditional media outlets. Mobile is going to become even more prevalent as a crucial strategic piece to the social media puzzle. Marketers will also have a much more solid understanding of what ROI is and will be utilizing many of the new tools and platforms on the horizon that will help get at the data. Marketers are going to have to really focus on the relationships that they can build with consumers.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

There should be no mystery behind ROI. ROI is: (gain from investment - cost of investment) / (cost of investment) and is a financial metric, meaning it deals with dollars and cents. If you are looking at metrics that do not involve \$ then you are no longer looking at ROI you are looking at Impact, and we need to distinguish between the two. You can't put dollars in on one side and get eyeballs out on the other, the currency is not variable. What goes in must come out. The "mystery" comes into play when we start confusing ROI and Impact and start interchanging variable's that don't go together.

How do you separate hype from reality in social media as we enter 2010?

Look at results and the things that have been done. I don't think there is that much hype around social media, I just think that there are too many people that are claiming to be "consultants" or "experts" that have no business being in the space. It's one thing to educate people on how to use a tool or a platform, it's quite another to be able to develop a strategy behind it. One of these people is a trainer, the other is a consultant. Let's not mix up the two. The people that know what they are doing already exist, they are out there doing this. Instead of trying to create more consultants we need to worry about finding the one's that already exist.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

That's the wrong question to be asking and not something that consumers are going to be looking for. We shouldn't be selling anything directly; that reminds me of spam. What we should be doing is giving consumers the things they want how they want it. This means you start off by understanding who your consumers are i.e. building relationships with them. Oftentimes consumers will opt in to receive things that are relevant to them. This isn't about companies trying to sell to consumers, this is about consumers telling companies that they are interested in what they have to offer. I'm much more optimistic about companies seeing results in social media; if they work with the right people.

Any parting advice as we enter the first social decade?

Stop looking at social media as a series of tools and instead focus on the underlying strategies that are needed to make everything possible. Remember that social media can be used to collaborate externally; meaning brand to consumer, or internally; meaning within the company or what is commonly referred to as Enterprise 2.0. Successful practitioners are going to have to have a solid business background and a scalable team to make this happen. This is business.

Have you read?

Two Examples of Companies
Measuring Social Media ROI

By Jacob Morgan



Bernie Borges



Jake Hird



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Jacob Morgan



Maddie Grant



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For social media marketers, 2010 will be the year that ...

...there may well be a "hype-cycle" curve as some organisations suddenly start to question the merits of using social media within their marketing strategies. This is partly due to a combination of current poor-planning, not realising objectives from the outset, not putting realistic KPIs/measurements in place and a general lack of understanding as to how the social sphere works. Despite this negativity that may occur, 2010 is likely to bring huge developments in social-search, where semantic and real-time search will blur even more into social media, possibly providing cross opportunities in PPC, customer engagement/service and similar disciplines.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

This totally depends on the objectives of the organisation using social media. Do they want soft-engagement? Do they just want to participate in reputation monitoring? Are they using social media as a customer service tool? Are they wanting to drive a branding campaign or just deliver a monetary ROI? I would suggest that in order to understand the return social media can give, marketers need to understand what goals they are investing into.

How do you separate hype from reality in social media as we enter 2010?

I think social media will continue to mature and develop through 2010 and in doing so, we'll see the hype begin to separate itself from reality - especially on a practitioner level - as we've previously seen in other areas of the digital marketing industry such as SEO or PPC. Those who genuinely understand, engage and deliver within social media will shine, whereas the "snake-oil salesmen" will increasingly be exposed.

How would your favorite historical character have used today's social media?

Tough call. If the levels/types of social media that currently exist were around even 15-20 years ago, imagine how different the entirety of history would be...

Any parting advice as we enter the first social decade?

We've only just seen the tip of the iceberg... exciting times lie ahead and 2010 will be no exception!

Have you read?

20+ more mind-blowing
social media statistics

By Jake Hird



Jacob Morgan



Maddie Grant



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Jake Hird



Janet Fouts



Maddie Grant
Social Fish
Social Fishing
@maddiegrant

For social media marketers, 2010 will be the year that ...

...companies realize they can't create word of mouth without the relationships and the community behind it.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

You can't benchmark without specific objectives. Based on those objectives, companies and organizations can measure engagement, brand mentions, sales, conversations, and whatever else creates business intelligence for them. Getting the data is not the hard part - making sense of the massive amounts of data out there is.

How do you separate hype from reality in social media as we enter 2010?

There will always be hype about the latest shiny tools. If we always bear in mind that social media is not about the tools, but about relationships and sharing the love (word of mouth), then we'll stay grounded and be able to provide business value using any tool.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More optimistic. Building community through social media takes time - by this time next year, more organizations will have matured in this space.

How would your favorite historical character have used today's social media?

Andy Warhol would have peed his pants over the democratization of value. He would have been today's Hugh MacLeod :)

Any parting advice as we enter the first social decade?

Just that I look forward to learning even more from each other as we help organizations figure this stuff out. It's all still really exciting and I believe true evangelists for the huge potential of communication via social media will continue to rise above those who are just in it for a quick buck. It's all a continuously evolving ecosystem and I can't wait to see where we'll take it next.

Have you read?

10 Organizational Uses for
Twitter Lists

By Maddie Grant



Jake Hird



Janet Fouts



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Maddie Grant



Jim Granoglio



Janet Fouts
Tatu Digital Media

Tatu Digital Media
Blog
[@jfouts](#)

For social media marketers, 2010 will be the year that ...

...social media is an accepted part of small business marketing plans from the get-go.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

They need to set benchmarks based on the goals -not the tools.

How do you separate hype from reality in social media as we enter 2010?

By showing how it works in real world situations with case studies and live demos.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

We will be more realistic about the value of social media and that makes it easier to be optimistic-with a really grounded base.

How would your favorite historical character have used today's social media?

Anais Nin would have loved this. Who knows how her world would have expanded?

Any parting advice as we enter the first social decade?

Stop hyping and get to work with some real outcomes to share with your clients. It's not about numbers- the value is in connections that get results.

Have you read?

Twitter manners- how to write good tweets and be a good twittizen

By Janet Fouts



Maddie Grant



Jim Granoglio



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Janet Fouts



Sharlyn Lauby



Jim Gianoglio
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For social media marketers, 2010 will be the year that ...

...they get taken a bit more seriously and play a more integrated role within the marketing department.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

There are a lot of ways to measure social media, but I have 3 favorites: 1. Brand mentions (and the surrounding sentiment) 2. Engagement (how many people are commenting on your blog, Facebook fan page, etc.) 3. Site traffic from social media initiatives

How do you separate hype from reality in social media as we enter 2010?

If something new comes along, figure out if/how it can help you achieve your goals. Does Twitter help you achieve your goal? It doesn't for everyone, and for them, it's just hype. For others, it's a very integral part of their strategies and does help them achieve their goals, hence, it's a reality for them. I guess it just depends on what your goals are.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Less optimistic. In my mind, social media is absolutely not about selling. If the reason I'm using social media is to sell something, then I'm doing it wrong. Sure, selling stuff (products, services, etc.) can often be an indirect result, but I view that as icing on the cake.

How would your favorite historical character have used today's social media?

What if the founding fathers of America had used Twitter? I can imagine their tweets back and forth: @tjefferson - let's ad something about men being created equally RT @GeorgeW - @tjefferson - let's ad something about men being created equally RT @johnadmas RT @GeorgeW - @tjefferson - let's ad something about men being created equally @poorRichard gonna hit the pub for a pint afterwards - join us?

Have you read?

Tracking Your TCT (Twitter Click Through)

By Jim Gianoglio



Janet Fouts



Sharlyn Lauby



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Ari Herzog



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For social media marketers, 2010 will be the year that ...

...we stop talking about adopting social media and start talking about implementation.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

I believe that social media ROI is no different than any other kind of ROI. Any time you create a strategy, you plan the action steps, you set goals and you measure outcomes. It is possible to measure outcomes with social media.

How do you separate hype from reality in social media as we enter 2010?

Hype will always exist in some form or fashion. People need to take time to build relationships, even online ones. Being able to connect in person with people you've met online (via conferences and meetups) will also enhance the value of relationships.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Right now, I believe people are very optimistic about using social media for sales. As a result, many organizations will put their toe in the social media waters. In a year, their attitude will be driven by how much planning and thought were put into their decision. Organizations that put thought into things like social media strategies, goals, training, etc. will have a different outlook than those who just open a Twitter account and don't think the process through.

How would your favorite historical character have used today's social media?

My HR Bartender blog, combines my passion as a foodie with my career in human resources, so I can't resist the opportunity to talk about a food personality. It's interesting that the recent movie, Julie and Julia, started from a blogging project. Julia Child was a pioneer in television cooking...I wonder if she would have adopted social media and how she could have used tools like YouTube and Facebook to educate people about cooking.

Any parting advice as we enter the first social decade?

Cheers!

Have you read?

10 Must-Haves for Your
Social Media Policy

By Sharlyn Lauby



Jim Granogli o



Ari Herzog



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Shari Lyn Lauby



Cameron Chapman



Ari Herzog
Ari Herzog &
Associates
Ari Writer
@ariherzog

For social media marketers, 2010 will be the year that ...

...the world gets a little smaller. With the increasing global adoption of broadband connectivity and the deployment of web applications to mobile devices, the tenth year of the 21st century will focus on bridging the digital gap. For a marketer, this will mean looking beyond the target audience and into friends of friends, wherever in the world they may be and whatever technology they use to connect.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The better question is what benchmarks should not be used, and I can't think of any.

How do you separate hype from reality in social media as we enter 2010?

I recall June 2009 when the U.S. State Department asked Twitter management to delay rebooting its server because the government was monitoring tweets in Tehran. Twitter agreed to delay its server maintenance by a day. When Twitter is used as a conduit to affect societal change, it's not hype. Yet, the typical company wants to create a Twitter account because the media and other firms hype its importance. I recently wrote at <http://ariwriter.com/why-social-media-is-a-fad/> about the importance to not confuse the tool with the hype about the tool. Let's keep the Tehran on Twitter case study in mind as we enter 2010.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

When newspaper obituary sections remain both profitable and among the most eyeballed, how many social media marketing firms advise their clients to place ads in newspapers? I think we will be more optimistic about selling through all forms of media, with SM a piece of the pie.

How would your favorite historical character have used today's social media?

Jim Henson was responsible for much of my youth development through creating the Muppets, inspiring "Sesame Street," and promoting diversity. While Sesame Workshop is active in social media today (I just followed @SesameStreet moments ago), I wonder how Henson would have availed himself of this new media. I envision him designing Muppets on Second Life, sharing designs and thoughts on Flickr and YouTube, and maybe hosting a weekly show on BlogTalkRadio. Henson would be an evangelist of improving educational curricula, by bringing kids out of their chairs and enabling a greater hands-on teaching approach. He'd bring the Muppets alive in a new and social way -- a way we can only dream!

Any parting advice as we enter the first social decade?

Marketing and monitoring are more synonymous than different. Yet, many social media marketing firms view themselves as different than social media monitoring firms. Something to think about.

Have you read?

6 Twitter Search Services
Compared

By Ari Herzog



Shari Lyn Lauby



Cameron Chapman



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Ari Herzog



Danny Flamberg



Cameron Chapman
Cameron Chapman on
Writing
[@cameron_chapman](#)

For social media marketers, 2010 will be the year that ...

...interaction will become more important than ever. Social media users don't want to be marketed to. They want to feel like the companies they do business with are really listening to them and are willing to do what it takes to make them happy. Having a conversation with your followers is more effective than pitching a product to them.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Do your followers respond when you ask a question? Do they share or retweet the things you post? Do they comment on your updates or blog posts? If not, you're probably not doing it right.

How do you separate hype from reality in social media as we enter 2010?

It's all hype. The way people respond to the hype is what makes some of it reality and some of it wither away.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

I think if all we're trying to do is sell through social media, we're not going to get very far. Form relationships and make your customers happy. Social media marketing is no different than word of mouth marketing, just easier for your customers.

How would your favorite historical character have used today's social media?

John Galt (Atlas Shrugged) would have used social media to reach more potential followers and to get the word out about what he was doing. Gulches would have sprouted up all over the world, connected via private networks and ecommerce would have made it possible for them to do business once they'd reached each other through social media. "Who is John Galt?" probably would have been one of the most popular memes in Internet history (complete with T-shirts).

Any parting advice as we enter the first social decade?

Social media is a conversation. Be responsive to your customers whether they're saying something positive or negative. Offering to help if a customer has a negative experience can go a very long way to making things better. And make sure you have a presence on sites like Twitter or Facebook, where people may be talking about your company. Respond on the channels your customers frequent to improve your company's overall image.

Have you read?

85+ of the Best Twitterers
Designers Should Follow

By Cameron Chapman



Ari Herzog



Danny Flamberg



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For social media marketers, 2010 will be the year that ...

...B2B marketers will heartily embrace social media and create robust vertical gated communities where real ideas and opinions get discussed by people who really know what they're talking about. Early examples like Sermo, for doctors who have to input their DEA numbers to join, will blossom in many industries. Social media platforms and marketers will finesse legal and regulatory concerns that have held them back so far. And these closed online clubs will generate significant traffic and user loyalty.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

It depends on how social media is deployed. If its as a branding tool, then the measure is awareness, brand preference and intent to buy. If its used as a lead gen instrument, then qualified leads and cost per lead and cost per sale are the operative metrics. If its an eCommerce play number of units sold and profit per customer become the scoring memes.

How do you separate hype from reality in social media as we enter 2010?

Experimentation, skepticism and common sense. Evangelists and advocates outnumber real operational marketers by 20:1. Real case studies and hard data are not readily available, even in trade circles. Lots of those promoting social media do NOT have P/L responsibility for brands or sales and are not directly engaged with online clients day-to-day, so lots of logical, but not practical ideas, are bandied about. There is also a lot of trivia and insignificant content in social that few want to discuss. Watch the credible early adapters. That's what the big brands and the big media spenders are doing. Ignore the scores of self-proclaimed social media gurus, yours truly included.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

It depends on two gating variables ... 1. Will the social platforms figure out how to sell and how to engage marketers and agencies with programs and deals that align with brand objectives and deliver business results in ways that are re-sell-able up the client food chain and are generally comparable to the other online media already in the budget mix? 2. Will bell weather brands and social media pioneers divulge hard facts and figures, tactics and real business results that document and promote their use of the social media in ways that rank-and-file marketers can understand, recommend and replicate?

How would your favorite historical character have used today's social media?

Timothy Leary would have used social media and viral video to turn on a much broader and more diverse global generation.

Any parting advice as we enter the first social decade?

Monitoring the buzz will become the rage. Agencies will scramble to license Radian6, the defacto standard content mining tool, and then display, dissect and interpret what's being said and by whom for their clients. This will yield very eager early interest, but damn few actionable or directional insights. Sentiment analysis and social media Sherpas will be the "must have" addition to the 2010 marketing arsenal.

Have you read?

5 Facebook Brand Success Factors

By Danny Flambert



Cameron Chapman



Joel Postman



Collective Wisdom: Some free-thinking about social media as we enter the first decade



Danny Flamberg



Kelsey Chidress



Joel Postman
Socialized
@jpostman

For social media marketers, 2010 will be the year that ...

...they will find themselves working with people inside large corporations who are as social media literate – or more so – than they are. Companies have been hiring for the social media skill set, and new grads are coming out of schools that have social media programs. This means social media marketers need to be prepared to respond to some serious, enterprise grade questions and concerns, in areas like measurement, security, and integration with existing systems and programs. No longer will a big smile, a thumbs-up, and an admonition to “get into the conversation” open any doors.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

The benchmarks will have to match those metrics already applied to marketing programs, things like revenue, lead generation, customer acquisition, and awareness.

How do you separate hype from reality in social media as we enter 2010?

There has been too much social media stunt marketing. Quick, flashy campaigns attract attention and make a name for both the company and its agency, but these don't drive much real business value.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

To answer this question, one has to define “the ability to sell through social media.” Is a tweet with a link to a web site selling, or is it marketing? It's really akin to the role of a banner ad. And how do you convert customers, who have simply clicked “become a fan” of a company's Facebook page, or are these people not really qualified leads at all? And if you figure all of that out, how do you sell without being perceived as a spammer? There are so many unresolved issues. I am pessimistic about actual selling through social media.

How would your favorite historical character have used today's social media?

Alexis de Tocqueville, sometimes called a social scientist, would most certainly have been a blogger. de Tocqueville wrote, “In the United States, the majority undertakes to supply a multitude of ready-made opinions for the use of individuals, who are thus relieved from the necessity of forming opinions of their own.” While not exactly an idealized view of the democratizing effect of social media, I can certainly think of social media situations to which this statement applies.

Have you read?

Using Facebook Fan Pages Effectively

By Joel Postman



Danny Flamberg



Kelsey Chidress



Collective Wisdom: Some free-thinking about social media as we enter the first decade



Joel Postman



Ryan Peal



Kelsey Childress
Awen Creative
The Social Robot
@wonderwal17

For social media marketers, 2010 will be the year that ...

...social media marketing finally starts getting the respect that it deserves. Many people believe that social media strategy is easy and anyone can do it. However, they fail to realize that having an effective social media presence takes work and planning. I also hope that 2010 will be the year that businesses begin to understand that not everyone needs a Facebook or Twitter account just because everyone else has one.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Definitely website statistic tracking like Google Analytics. Setting up filters and goals around social media markers can be a great way to determine whether or not your social media marketing strategy is working. Other benchmarks may include the number of Fans/Followers on Facebook and Twitter, Facebook page insights and interaction, and Facebook advertising metrics.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Definitely more optimistic. However, I believe that it is a fine line between an effective social media selling method and over-saturating the market.

Any parting advice as we enter the first social decade?

Stay educated-- ours is an ever-changing market and learning for other experts in the field (through webinars, articles, blogs, and books) is the best way to gain expertise. Being the best social media marketer you can be will guarantee happy clients and effective social media campaigns!

Have you read?

How To Measure The Value
Of A Fan Or Follower In
Social Media

By Kelsey Childress



Joel Postman



Ryan Peal



Collective Wisdom: Some free-thinking about social media as we enter the first decade



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For social media marketers, 2010 will be the year that ...

...marketing directors all over the planet will start truly directing some real budgets to the world of social networking, and simultaneously, receive huge pats-on-the-back and bonus money in their bank accounts from CEOs who almost in unison will say "ah, social media, engagement with consumers, real conversations, helping brands deliver some fun and entertainment . . . now i get it! Why didn't anyone tell me about this before?"

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

For me social media ROI is all about time people not only spend with a brand, but time they spend sharing the fun they are having with brands to friends and family. So measuring not just people becoming fans or clicking on websites, but rates of pass-alongs, second-degree reach, likes/favorites, comments, etc.

How do you separate hype from reality in social media as we enter 2010?

Really through the discussion above - the more that can be done to measure impact and engagement the more the reality of social media will be better understood and become less hype and more reality. CEOs (and CFOs for that matter) can't argue with real stats, real numbers, real needle moving that is possible with social media included in the overall marketing mix.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Oh sweet Jesus in heaven above, lets hope we will be more optimistic. How many more years can it be the "year of social media" or the "year of social mobile media" or the year of "digital." With more funds being directed to social media campaigns brands can actually create movements grounded in social media, and not just as an add-on or something clever to extend an above-the-line advertising spend (yawn - so 3 years ago).

How would your favorite historical character have used today's social media?

Oh No - I first thought of Molly Ringwald as I didn't want to jump on the Jesus, Hitler, Joan of Arc bandwagon. Growing up in the 80's I joined millions watching her in 16 Candles, Pretty in Pink, The Breakfast Club. She was everywhere in traditional media. Imagine Molly and the Ringlets (her fans) connected via social media, Molly first on Twitter with 1M followers, creating webisodes to connect her movie characters. . . the content on YouTube and a Facebook fan page and reaction after each movie. Her cultural impact would have been supercharged to the max. And then I thought of Romeo & Juliet - imagine what one tweet in time could have done to create a different happy ending.

Any parting advice as we enter the first social decade?

To all the marketers, thanks for making 2009 the year of "maybe" the year of "still not quite sure" and the year of "here's what's leftover, now use this budget to show me social media works." Here's to the start of a new decade of new opportunities.

Have you read?

Comedian Visits 100 Mayors
In 30 Days, Working For
Magic Keys

By Ryan Peal



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Ryan Peal



David Berkowitz



Mirna Bard
MirnaBard.com
Mirna Bard Blog
@MirnaBard

For social media marketers, 2010 will be the year that ...

...we will probably start seeing many social network sites starting to charge for memberships for more quality control due to the amount of spam we saw in 2009.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

How do you put a value on relationships; the value of the long-term relationships online and having brand evangelists spread the word about your products and services for your through social media is far greater than and more POWERFUL than ROI...we need to measure engagement. Are influencers sharing/commenting on our content? Is engagement increasing? Are we going from negative comments to positive or vice versa?

How do you separate hype from reality in social media as we enter 2010?

FTC released regulations in 2009 and I see much more of that in 2010. The release of the new rules on disclosure from the FTC. This will help trustworthy and ethical social-marketers and will help to eliminate the unethical marketers who are out to trick and scam people. This is definitely something to look forward to in order to separate the all the hype from reality.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Always relationships first, sales second...I don't really see this changing with social media anytime soon or ever

How would your favorite historical character have used today's social media?

I have many favorites, but I can just imagine how much more powerful their message would have been and what bigger impact they would have made if they had social media..Einstein, Gandhi, Mother Teresa, Martin Luther King, and the list goes on...

Any parting advice as we enter the first social decade?

Have a plan! I cannot emphasize this enough. A strategy will have more sustainable than just jumping onto social media with no direction.

Have you read?

10 Expert Relationship Marketing Tips

By Mirna Bard



Ryan Peal



David Berkowitz



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David Berkowitz
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For social media marketers, 2010 will be the year that ...

...including mobile social media in the mix becomes standard practice.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Marketers should be using any benchmarks that tie into their overall objectives. They can use social media to understand who their customers are, what they're doing, and where, when, why, and how they're doing it. All of these can be traced back to metrics marketers can measure and understand. Additionally, brand marketers can tie social media results to brand metrics. There are dozens of benchmarks to consider (I write a list of 100 of them), and the only ones that matter for a given marketer are those that tie back to their objectives.

How do you separate hype from reality in social media as we enter 2010?

I wish there was some magic answer for it. At my agency, we always ask four questions about any new strategy or vendor which can separate a lot of the hype: Does it meet the marketer's objectives, does it leverage their arsenal (all of the assets digital, physical, and brand-oriented that resonate with consumers), does it follow the rules of the road for any platform where it would run, and what's the value for consumer or end user? If you have answers to these questions, you're off to a good start.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

This time this year compared to last year has been a vastly different landscape for selling through social media. Marketers have become much more strategic, and much more demanding - in a good way. It's also gaining visibility at the most senior levels of marketers' organizations. I'm incredibly optimistic about how it's going to pan out next year.

How would your favorite historical character have used today's social media?

The first fictional character that comes to mind is Alexander Portnoy of Philip Roth's novel "Portnoy's Complaint." You can be sure he'd find some creative uses for social media, with many of his expressions obscene, and he'd undoubtedly have a large following extending his presence to YouTube.

Any parting advice as we enter the first social decade?

Good luck. :)

Have you read?

Facebook's Big Changes:
Action Items for Marketers

By David Berkowitz



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David Berkowitz



Paul Dunay



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For social media marketers, 2010 will be the year that ...

...campaigns get really interesting.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Before establishing benchmarks to measure ROI, you should decide what constitutes "success" for a particular social media campaign. For example, if your primary goal in using Twitter is to increase sales on your company's website, you should monitor how much new traffic is pushed to your website through Twitter and measure how much of that traffic converts to new sales. Dell did this and attributed ~\$3M in new sales to Twitter. In contrast, if increased brand awareness and improved sentiment is your goal, use a social media monitoring tool to measure the change in the number of mentions your brand gets online & whether those mentions are increasingly positive or negative.

How do you separate hype from reality in social media as we enter 2010?

The most effective way of separating hype from reality is to test and measure the effectiveness of social media marketing channels and campaigns over time. Set a "base goal" and a "stretch goal" for your social media marketing efforts in the short term (weekly/ monthly), medium term (every 6 months), *and* long term (1 year and beyond). Make sure your social media goals are aligned with your overall marketing goals as well as the performance & bonus plans of every employee involved in social media marketing. Fine tune your strategy to meet your goals. Experiment with social media campaigns, trying new things, especially if you're not seeing the positive results you were expecting.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Only time will tell. Sales through social media marketing are on the rise and don't show signs of slowing in 2010.

How would your favorite historical character have used today's social media?

Batman wouldn't need to use the Bat-Signal to light up the night sky in Gotham if he had Twitter, Facebook, YouTube, and LinkedIn.

Have you read?

Avoid selective hearing with
20 top social media
monitoring tools

By Lisa Whelan



David Berkowitz



Paul Dunay



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Lisa Whelan



Kirsti Scott



Paul Dunay
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Technology
@paul_dunay

For social media marketers, 2010 will be the year that ...

...social leaves marketing and starts to transform other areas of the company. Companies will work with virtual teams to source and deliver work from far flung parts of the world. Finance teams will be getting tweets on billing and finance issues directly from the socialsphere rather than from the traditional channels. Recruiters are clearly already using Social Networks like LinkedIn as their first source of candidates. HR is checking the background of those new hires on Social Networks looking to see what this new hire is all about. Product development and R&D will start to develop products using social media.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

I still feel there is only one metric that counts – SALES. Ringing the cash register is the best if not the only way to prove marketing value. And our lead nurturing platform has been immensely helpful in giving transparency into that process and showing that value. I think you need to revisit your metrics and think of them in 3 tiers: 1) Reach metrics – Web site impressions, page views, radio impressions etc... 2) Efficiency metrics – Cost per click, time spent on the website, downloads of a paper or podcast etc. 3) Value – Contribution to Pipeline, contribution to Bookings, ROI on overall bookings.

How do you separate hype from reality in social media as we enter 2010?

To a certain extent - social media has been over hyped in 2009 - I think that will cool down a bit next year as marketers and companies begin to realize the benefits of social media.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

Much more optimistic - because of things like storefronts in Facebook, Facebook ads should start to be discovered by marketers and they should have rich media like video and audio embedded in them soon. Facebook ads should become like Google AdWords next year and help marketers sell more in the same way that keywords on search work. We are still in the early stages of social media which I think sets the stage for mobile marketing!

How would your favorite historical character have used today's social media?

My favorite historical character is Harry Houdini and he would have been very popular with social media. I would imagine he would have a very popular Facebook page with perhaps millions of fans. Most likely he would have tons of cool videos on YouTube that have gone very viral. And his Twitter feed would also be very popular. Houdini in my mind was not a magician he was a marketer extraordinaire who came up with terrific ways to promote his act in the early years of his fascinating career.

Have you read?

5 Tips for Optimizing your Facebook Marketing

By Paul Dunay



Lisa Whelan



Kirsti Scott



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For social media marketers, 2010 will be the year that ...

...traditional marketing and social media marketing are combined in integrated campaigns.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Follower/Fan counts, number of interactions, subscribers.

How do you separate hype from reality in social media as we enter 2010?

The most important thing to remember is not the tool you use to spread your message, but that your message is consistent across all media. Not exactly identical, as each medium has a slightly different audience, but well-crafted and targeted.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More

Have you read?

Connecting with customers through Facebook

By Kirsti Scott



Paul Dunay



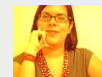
Donna Maria



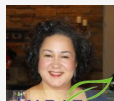
Collective Wisdom: Some free-thinking about social media as we enter the first decade



Kirsti Scott



Susan Payton



INDIE
Donna Maria
Indie Business
Media
The Media Is You
@indiebusiness

For social media marketers, 2010 will be the year that ...

... we begin viewing Social Media as one of the many forms of "media," social and otherwise, that allow us to spread our ideas. The emphasis will shift from "macro" to "micro" as we focus on cultivating and serving very specific communities of people.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Social Media ROI is mysterious because everyone is looking for a "one-size-fits-all" definition for it, and there is no such thing. While there's no room here for detail, the bottom line is that, once you know what you personally are trying to accomplish, through persistent and focused use of social media tools, you will know what works and what does not work to achieve your goals. Repeat what works and ditch the rest.

How do you separate hype from reality in social media as we enter 2010?

Hype and reality vary from situation to situation. That's why you have to know who you are and what you are trying to accomplish. Here's a 6-step process for doing this. First, know what type of persons you are trying to reach and exactly what you want to share with them. Second, find out where those people are. Third, join them where they are comfortable. Fourth, listen to them. Fifth, interact with them. Sixth, make yourself available to serve them. This 6-step process of focusing your efforts will help you stay on track and concentrate on what works for you, and not all of the hype people throw at you all the time.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More optimistic.

How would your favorite historical character have used today's social media?

I don't have a "favorite," but I'm sure Martin Luther King would have made incredible use of social media. I'm not sure whether things would have worked out differently, but I'm sure new technologies would have served him well, and helped him serve others.

Any parting advice as we enter the first social decade?

2010 is the year of the small and independent business owner! Now is the time to use new technologies to share what you have to offer the world! I look forward to all of the amazing people I will meet and things I will learn this year!

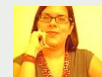
Have you read?

7 Characteristics of Highly Effective Twitter Pages

By Donna Maria



Kirsti Scott



Susan Payton



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Donna Maria



Larry Brauner



Susan Payton
Egg Marketing &
Public Relations
The Marketing
Eggspert Blog
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For social media marketers, 2010 will be the year that ...

...more companies "get" it.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

Web traffic, conversion, new followers on Twitter and Facebook. It's about brand recognition more often than actual sales.

How do you separate hype from reality in social media as we enter 2010?

A million Twitter followers does not equal a million sales. Understand that conversion will come from a very small percentage of your social media contacts.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

More optimistic, but more cautious.

How would your favorite historical character have used today's social media?

Buddha. He would have been able to reach the masses through Twitter and Facebook.

Have you read?

HOW TO: Use Social Media
in Your PR Pitch Plan

By Susan Payton



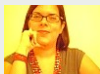
Donna Maria



Larry Brauner



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Susan Payton



Larry Brauner
Larry Brauner
Online Social
Networking
@larrybrauner

For social media marketers, 2010 will be the year that ...

...late adopters, concerned about falling behind, will rush to establish their social media presences with blogs, Facebook pages, LinkedIn profiles and Twitter accounts. Expect a lot of false starts and misguided attempts, such as companies trying to push their messages to consumers.

The term 'Social Media ROI' is still full of mystery as we enter 2010. What type of benchmarks should marketers be using right now?

As I discuss in "The Social Media ROI Obsession," most so-called social media marketing is really PR, not marketing, and trending soft metrics of engagement and reputation may be more promising than studying acquisition costs and computing net present values.

How do you separate hype from reality in social media as we enter 2010?

An emphasis on targeting, reaching and engaging your audience is probably more real than emphasizing the use of trendy tools, projected website visits or expected return on investment.

Will we be more, or less optimistic about the ability to sell through social media by this time next year?

There will be some amazing success stories in 2010, but for many marketers, failure to fully grasp social media concepts and to adjust to social media's long tail of ROI will lead to disappointment. This, in turn, may prematurely dissuade marketers from further investment in social media, which would be a strategic error.

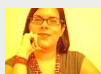
Any parting advice as we enter the first social decade?

While certain social media, such as blogs and Facebook pages, will have broad application this year, focus on objectives and paradigms before selecting the sites and techniques you will use.

Have you read?

The Social Media ROI
Obsession

By Larry Brauner



Susan Payton