



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Nurture

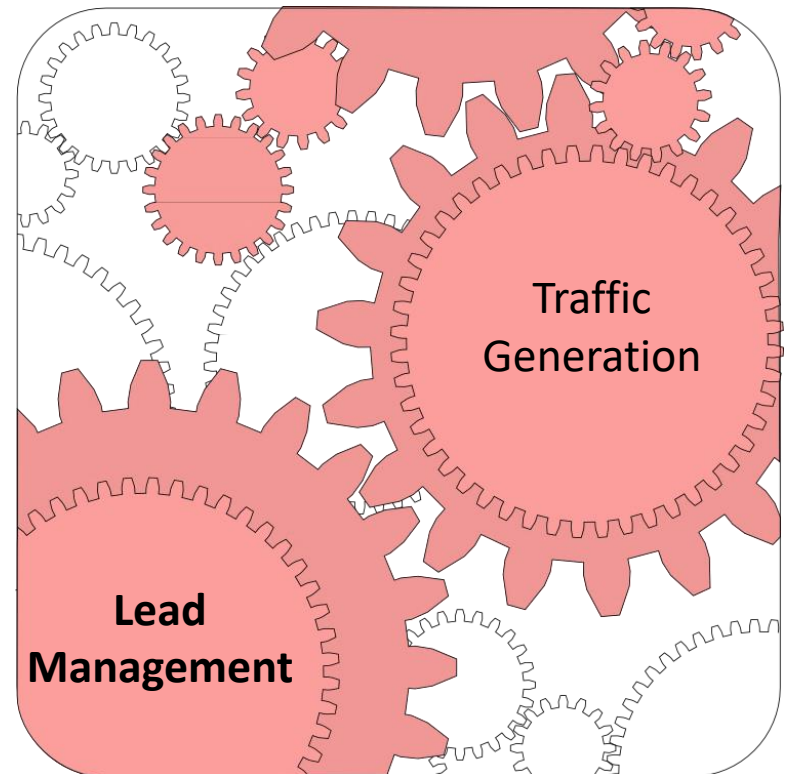
Social Media Monitoring and Publishing



Presentation Topics

Nurture Key Tasks

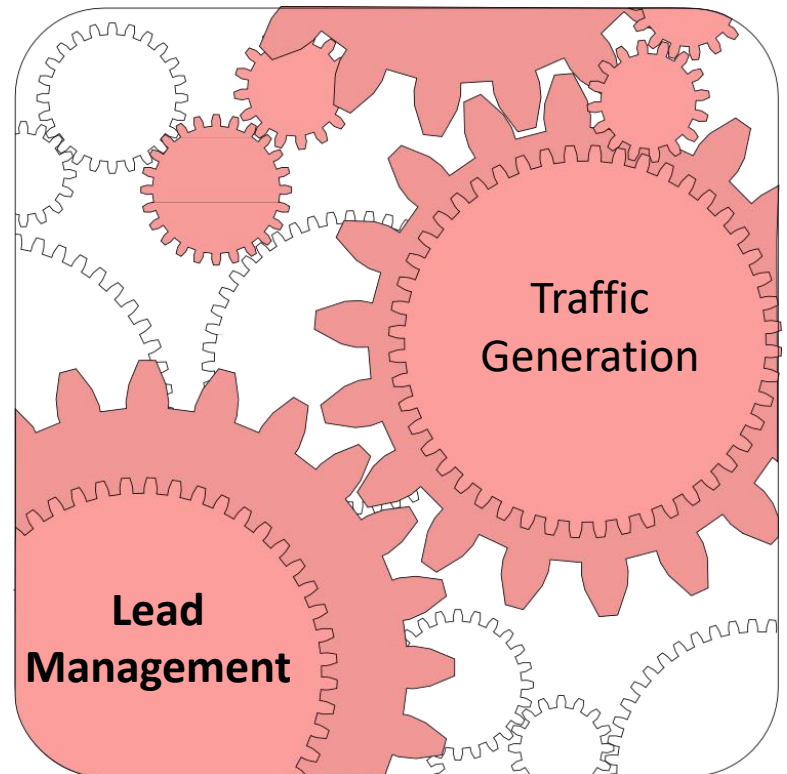
- 1** *Social Media Monitoring and Publishing*
- 2** Calls-To-Action
- 3** Landing Pages
- 4** Email Campaigns
- 5** Workflows
- 6** Forms
- 7** Information Sources



Presentation Topics

Social Media Publishing and Monitoring Tasks

- Customize Terms
- Negative Terms
- Bookmarklet
- Compose Message
- Monitor Message



Lead Management



Understand

Segment

Nurture

- ✓ *Social Media*
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ *Email Campaigns*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*

Social Monitoring:

- The practice of tracking conversations online

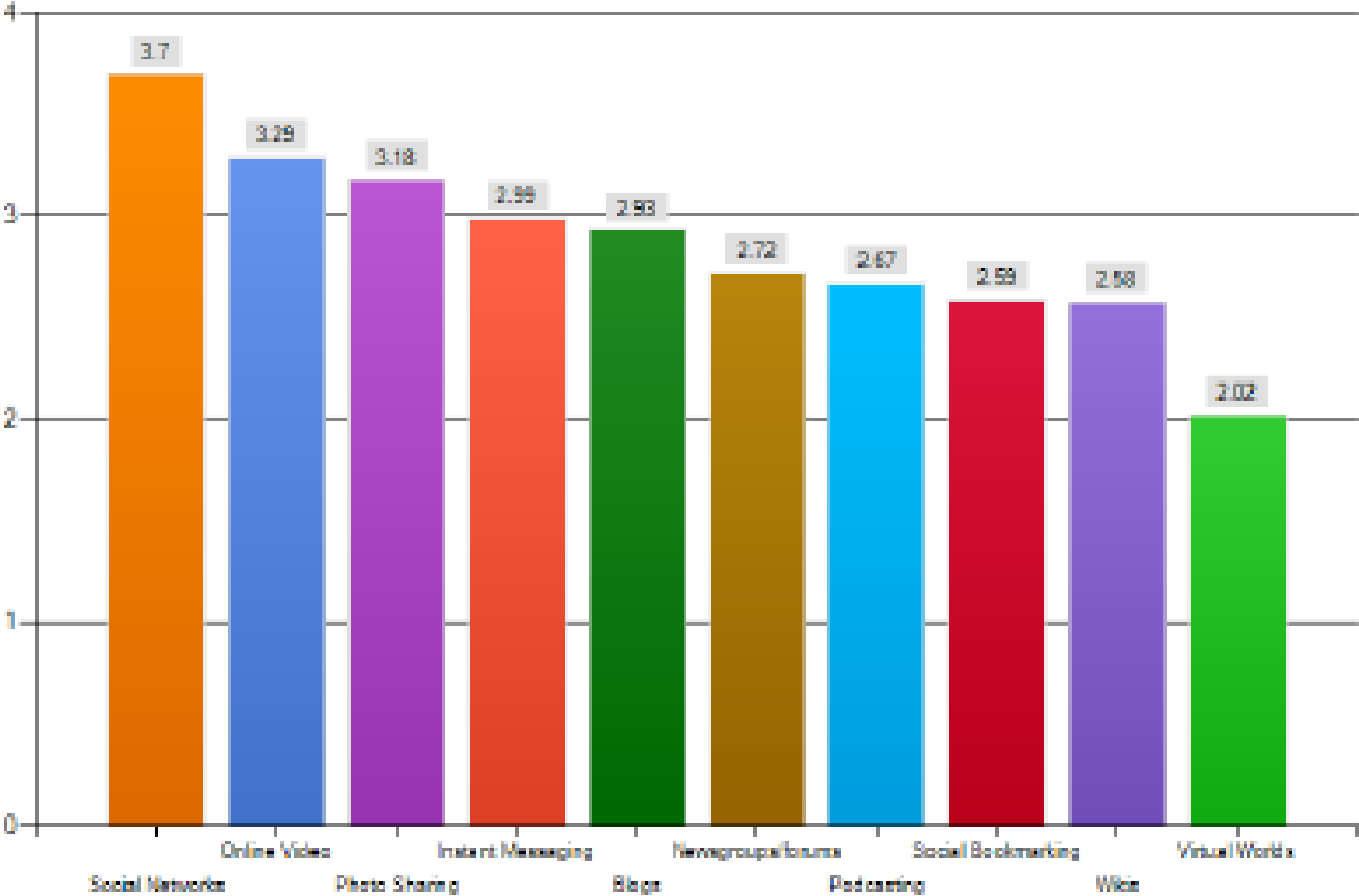


Visitors are getting their information from a diverse set of sources and we need to reach them where they are!



Information Professional

Please rate your perception of each tools' effectiveness toward achieving marketing campaign/promotion goals (1=not effective 5=very effective):



The image shows three pens and six nibs arranged on a wooden surface. The top pen is black with a simple, elegant design. The middle pen has a vibrant, multi-colored, twisted barrel in shades of blue and green, with a red and gold-colored section near the nib. The bottom pen is a simple, dark brown wooden barrel. Below the pens, six individual nibs are laid out, showing various shapes and sizes. A semi-transparent grey banner is overlaid on the lower half of the image, containing text.

Social Publishing:

- The practice of sharing relevant content



Social Proof:

- The amount of interaction content has on social media
 - The more likes, retweets, shares – the more authoritative it appears

"HK Causeway Bay Hysan Place 11th floor Kitchen Eleven food court interior visitors " by Elite S Moramels - Own work. Licensed under Creative Commons Attribution-Share Alike 3.0 via Wikimedia Commons

Green: existing customer

Orange: contact in your database

No color: brand new user

Grey: Mismatched contact info

The screenshot displays a social media inbox with four tweets. Each tweet is presented in a card format with a user profile picture, name, and handle on the left, and the tweet content on the right. The tweets are as follows:

- Tweet 1:** User: Chitu Okoli (@ChituOkoliPro). Content: "A Report from The Research Conduct Committee (RCC) - Association for Information Systems (AIS) aisnet.org/news/181826/A-". Time: Thu at 4:09 PM.
- Tweet 2:** User: Solomon Arnett (@solomonarnett). Content: "Greetings Everyone, The Association for Information Systems is seeking beta testers for the new AIS website. B... ift.tt/1nuezUk". Time: Wed at 12:22 PM.
- Tweet 3:** User: ジェームス・ライディーン... (@rrbds9ci1ibwzr). Content: "@r7L @RTFAVGOD Association for Information Systems".
- Tweet 4:** User: ゾピンソ s0Jc (@kf2ks341e54uh_). Content: "Association for Information Systems".

Social Inbox:

- The amount of interaction content has on social media
 - The more likes, retweets, shares – the more authoritative it appears



- Inbox
- Monitoring
- Published
- Scheduled None
- Reach

- Social Settings
- Connected Accounts
- Publishing Schedule
- Apps & Add-ons

Interacting as: @WSUITO Stream: AIS Student Chapter Edit Create stream Filter stream...

 **Chitu Okoli**
@ChituOkoliPro
+ Twitter


18 FOLLOWERS 44 FOLLOWING

Social History
1 stream match
[View All](#)

More Details

A Report from The Research Conduct Committee (RCC) - Association for Information Systems (AIS) aisnet.org/news/181826/A- Thu at 4:09 PM


Reply Retweet Favorite Share Forward Link

 **Solomon Arnett**
@solomonarnett
+ Twitter

Greetings Everyone, Wed at 12:22 PM

The Association for Information Systems is seeking beta testers for the new AIS website. B... ift.tt/1nuezUk

Reply Retweet Favorite Share Forward Link

 ジェームス・ライディーン...
@r7L @RTFAVGOD Association for Information Systems 07/11/2014

Reply Retweet Favorite Share Forward Link

Social Media Monitoring:

- Stream -

BEST PRACTICES FOR SOCIAL MONITORING

- Focus on your business goals
- Monitor the right terms.
- Segment your audience
- Personalize your responses

Social Media Monitoring:

- Stream -



By liz west from Boxborough, MA [CC-BY-2.0
(<http://creativecommons.org/licenses/by/2.0>)], kimedia Commons

Create a new stream

Select an account:

@WSUITO

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Select a List:

AIS Student Chapter Interest (12 contacts)

Including ANY of these keywords:

[suggestions](#)

inbound, marketing, #hubspot

[More options](#) ▼

Email these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately

8 am

8 am & 4 pm

Mobile Device Push Notifications

Notify me when I get stream matches

Name this stream:

My Social Inbox Stream

Social Media Segments

- All of Twitter
- Twitter List
- Contact List



Wayne State ITO @WSUITO, WayneBizCareers @WayneBizCareers, WSU Business School @waynebusiness



Edit

What do you want to say to your beloved followers?



Tomorrow at 11:03 AM EDT



Attach



140



Schedule another tweet

or



Great content deserves a couple tweets and at least one post on another network.

Social Media Publishing:

Schedule



- Inbox
- Monitoring
- Published
- Scheduled None
- Reach

- Social Settings
- Connected Accounts
- Publishing Schedule
- Apps & Add-ons

Message detail
Clone
Delete
View on Twitter



WSU Business School Published by Sari Gordon at 4:49 PM EDT, Jul 6 2014 via HubSpot Web.

Job hunting? 31 Attention-Grabbing Cover Letter Examples <http://hubs.ly/q09XZ0> via @dailymuse

<http://www.themuse.com/advice/31-attentiongrabbing-cover-letter-examples>

Campaign: [Post Bachelor Certificate in ISM](#)

3 clicks

1 favorite



Sachaita [@SachJoshi7](#)

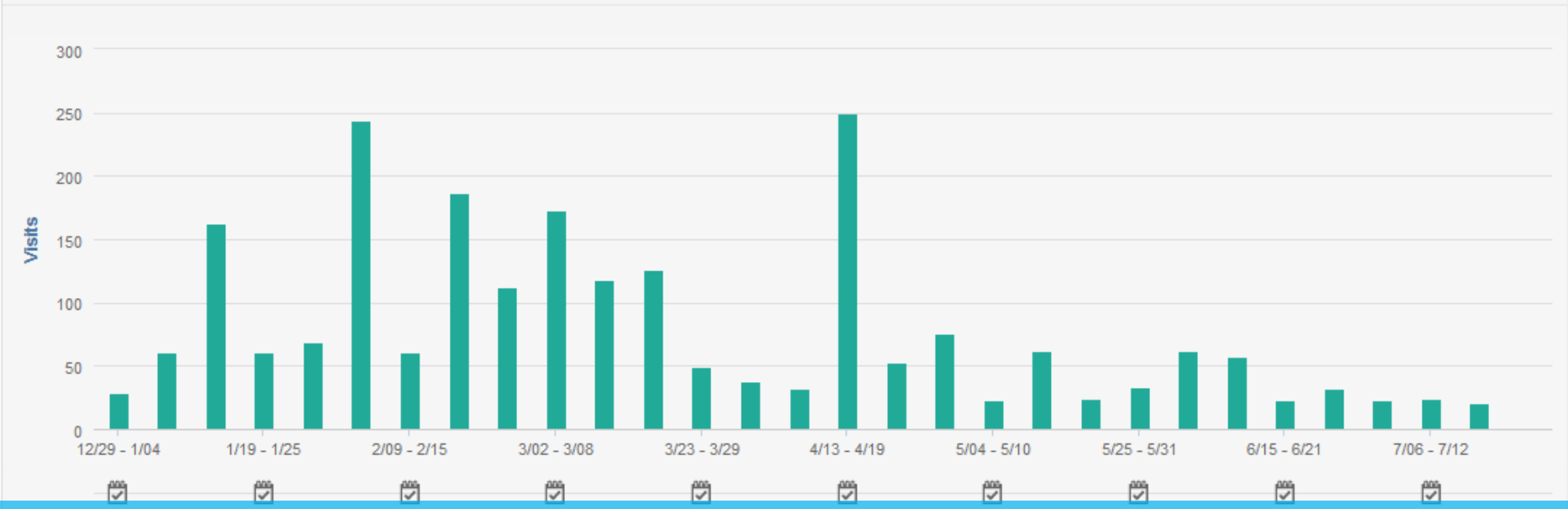
Follow as ▼

Social Media Publishing:

Sources


📊 All domains Select report...

Standard Cumulative Visits Show offline sources Show visits-to-contacts rate [+ Add marketing action](#)



Social Media Sources:

Traffic Sources ► Social Media

Site	Visits	%	Contacts	%	Customers	%	
Facebook	1,681	0.1%	1	0.0%	0	0.0%	
Twitter	377	0.0%	0	0.0%	0	0.0%	
YouTube	78	0.0%	0	0.0%	0	0.0%	
LinkedIn	61	0.0%	0	0.0%	0	0.0%	
Reddit	27	0.0%	0	0.0%	0	0.0%	
Wikipedia	16	0.0%	0	0.0%	0	0.0%	
Google+	9	0.0%	0	0.0%	0	0.0%	
Pinterest	2	0.0%	0	0.0%	0	0.0%	
Total	2,251	0.0%	1	0.0%	0	0.0%	

Social Media Sources:

- Track channels providing visitors

BEST PRACTICES FOR SOCIAL MEDIA PUBLISHING

Logo, Link to website,

Blog –
trustworthy / educational

- ✓ Optimize your company's profile
- ✓ Share relevant industry content
- ✓ Create a social media style guide
- ✓ Publish on a consistent basis
- ✓ Include links when relevant
- ✓ Review your social media ROI

Social Media Reach

Reach

1,588

reach as of Jul 19

35 2.3%

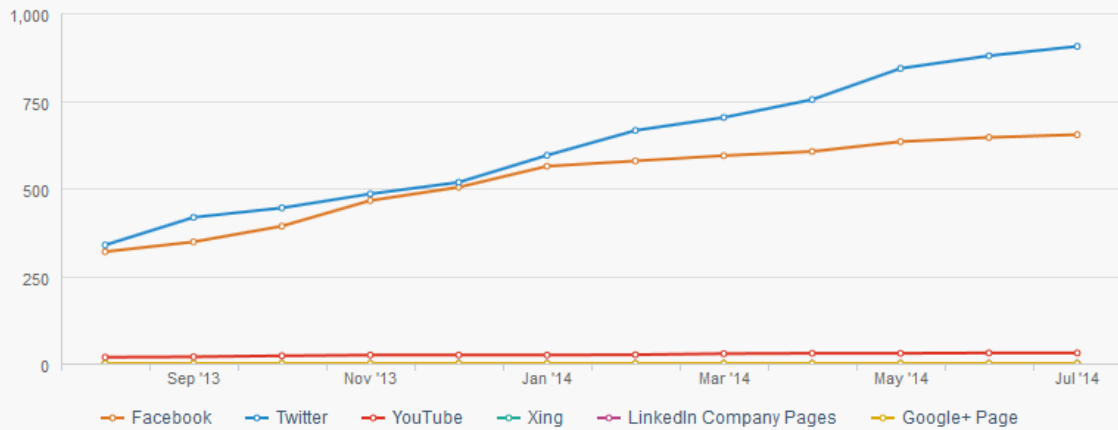
growth this month

76.7 4.9%

average monthly growth

Export Reach Data

Last 12 Months



Graph	Name	Reach	Growth This Month	%	Avg. Monthly Growth	%
	YouTube	30	0	0.00%	1	6.73%
	Xing	0	0	0.00%	0	0.00%
	Twitter	905	27	3.08%	46	17.23%
	LinkedIn Company Pages	0	0	0.00%	0	0.00%
	Google+ Page	0	0	0.00%	0	0.00%
	Facebook	653	8	1.24%	34	18.15%

FACT

**Social media has
real business value.**

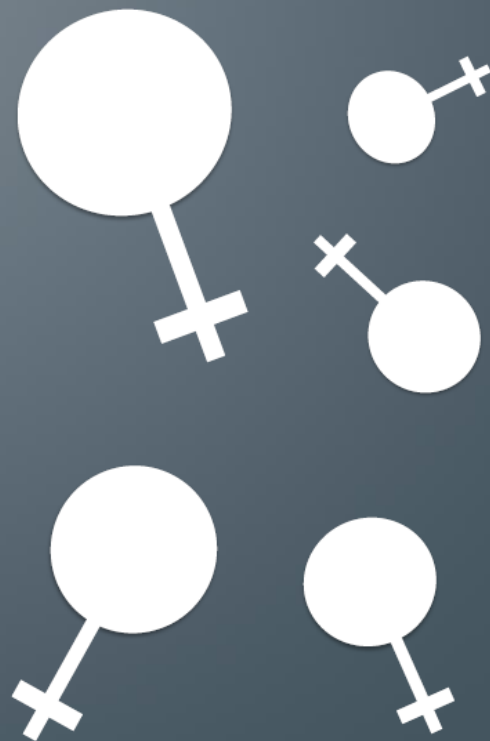
“

People share, read and generally engage more with any type of content when it's surfaced through friends and people they know and trust.”

MALORIE LUCICH, FACEBOOK SPOKESPERSON

Females
are greatly
overrepresented
on **PINTEREST.**

SOURCES: ALEXA



'Gangnam Style' becomes most-watched YouTube video of all time

The music video has earned about 803,761,000 views since it was first posted to the site in July.

"#GangnamStyle just became the most watched video @YouTube!! #History," [Psy](#) [tweeted](#) Saturday.

Vlogging + Shopping

60% of social media users create product and service reviews

78% of consumers trust peer recommendations, only 14% trust advertisements



Blogging

about **126 million** blogs globally, and of all posts **34%** are opinions about **products & brands**

Searching

25% of search results for the World's **Top 20 largest brands** are links to **user-generated content**

FACT

**Social media isn't a fad.
It's a revolution.**

70%



of Facebook news consumers follow links posted by **FRIENDS** or **FAMILY**.

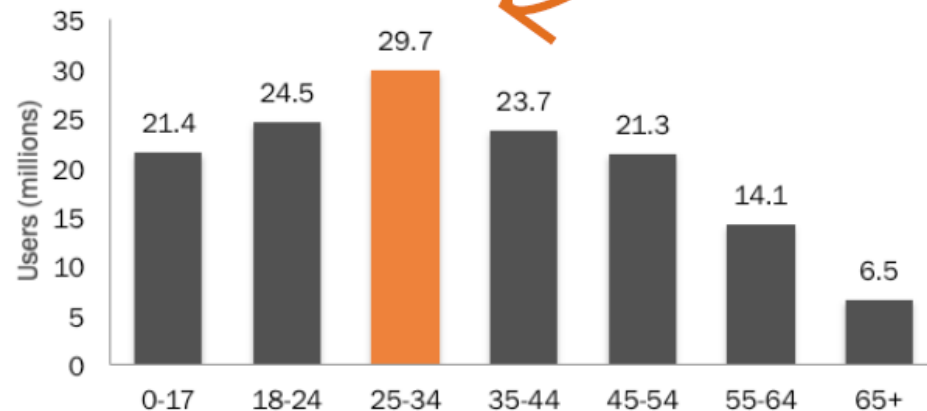
Facebook users are...



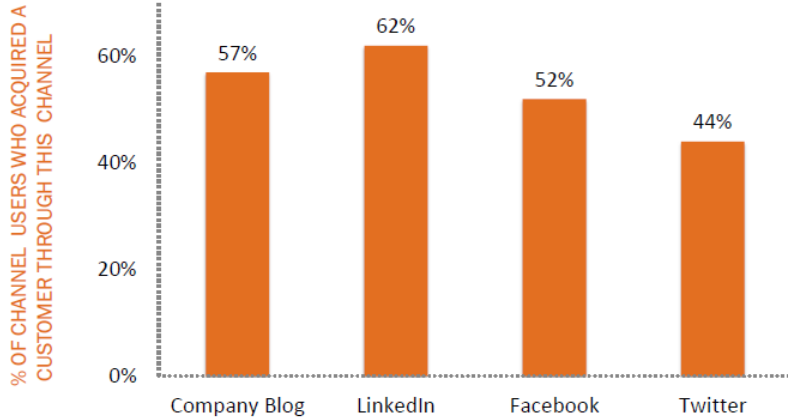
53% female

47% male

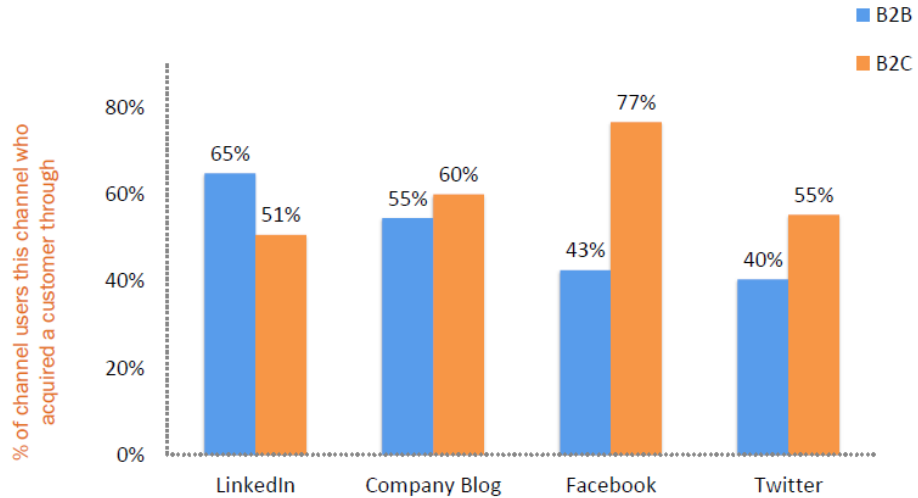
People **ages 25-34** use Facebook the most.



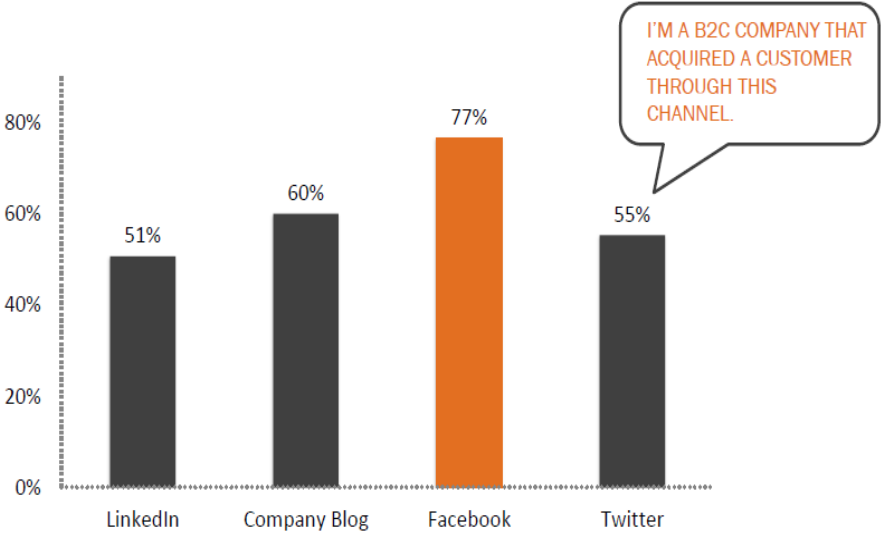
Social media & blogs generate real customers.



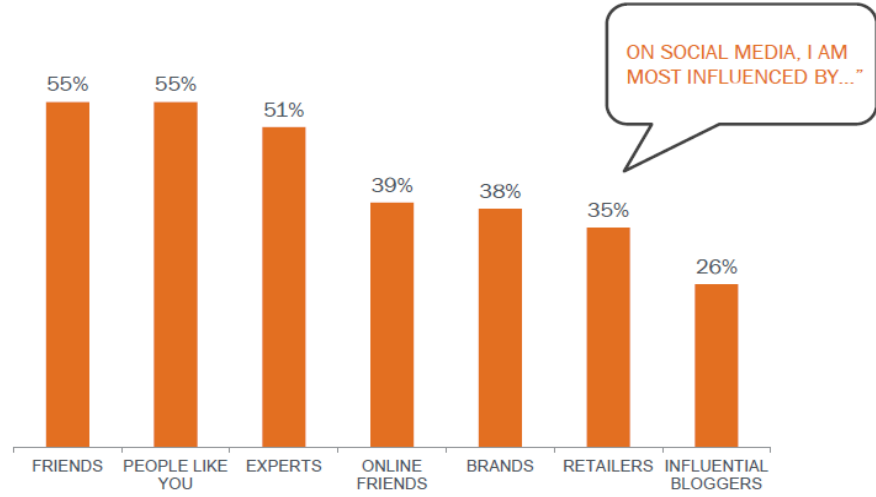
Facebook is effective for B2C customer acquisition.



Facebook drives the most conversions for B2C



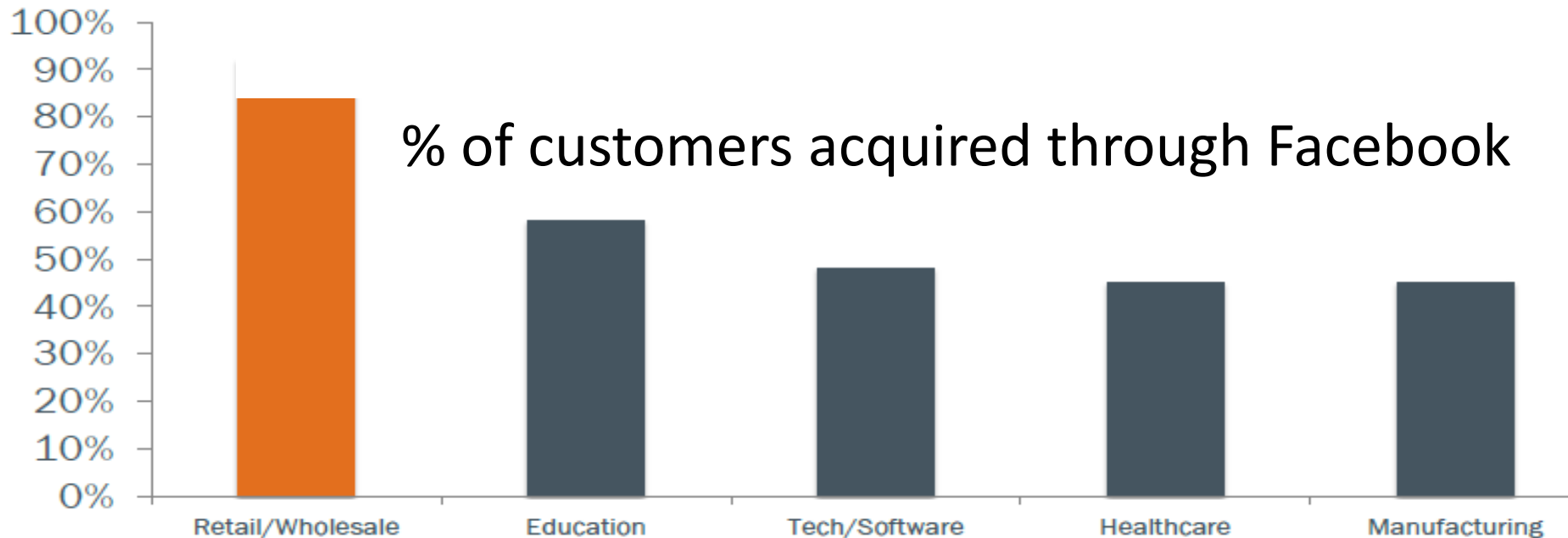
Social media conversations actively influence purchases.



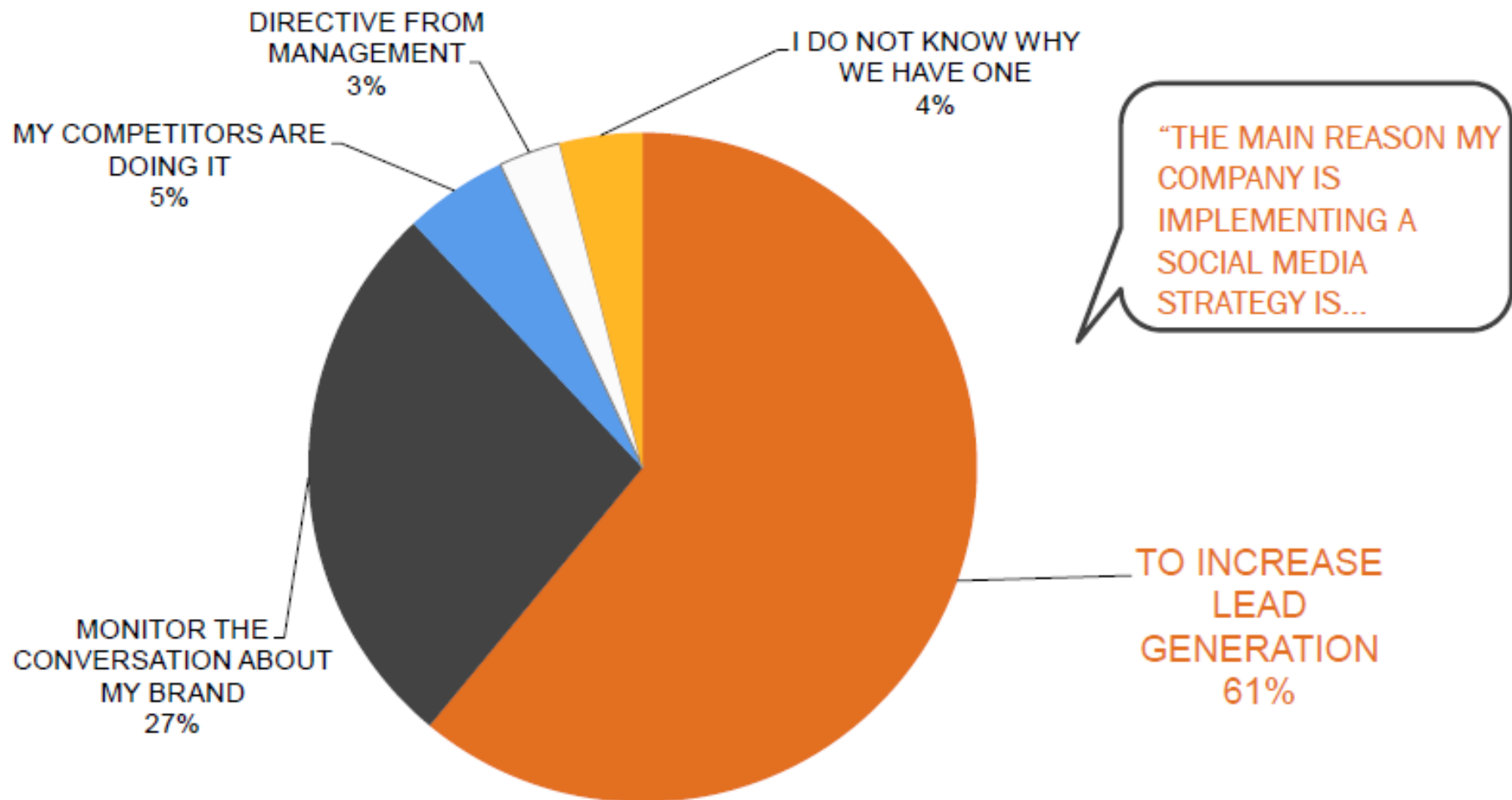
80% of US social network users prefer to **connect** to brands through Facebook.

95% of all wall posts are **not answered** by brands.

Source: Social Skinny



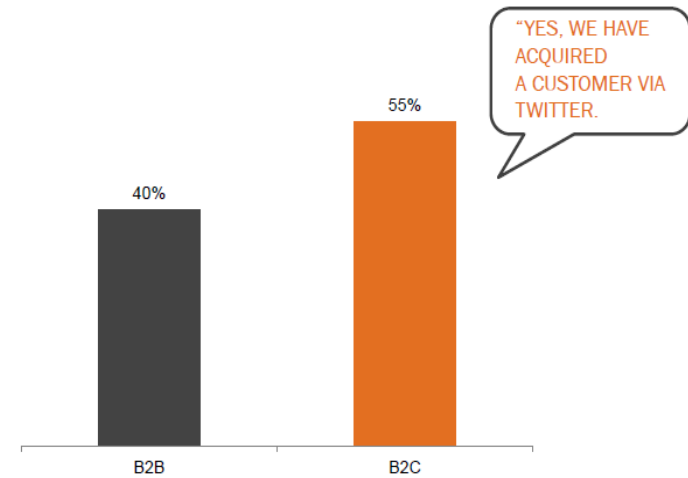
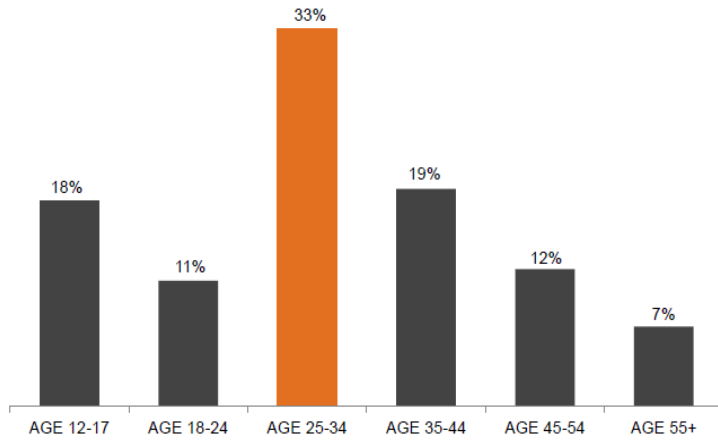
61% of US marketers use social media to increase lead generation



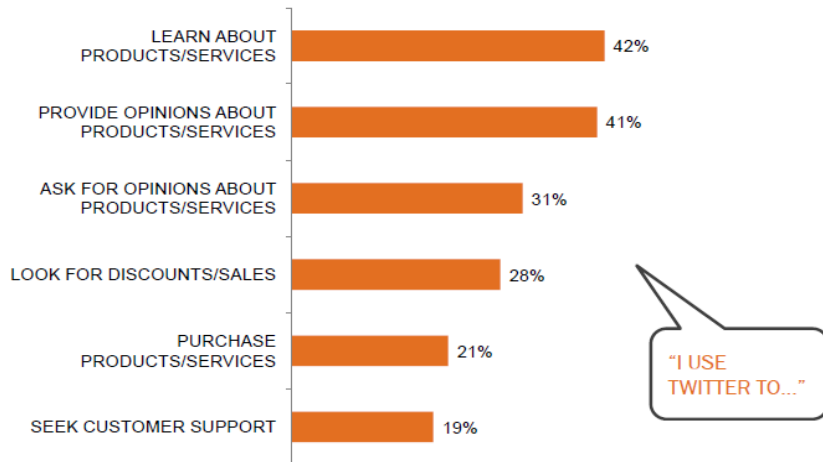
FACT

**Twitter users are
young, smart, affluent, &
tech-savvy.**

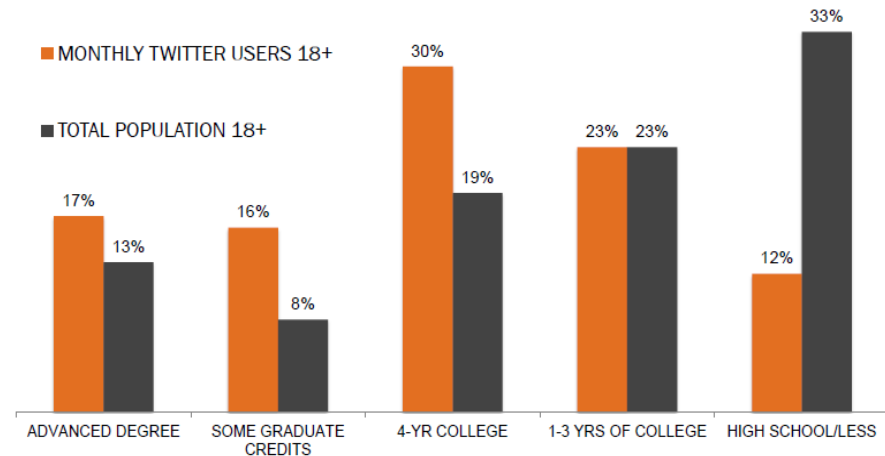
1/3 of monthly Twitter users are 25-34 years old. Twitter drives more customers for B2C.



Twitter plays an active role in purchasing decisions.



US Twitter users are more educated than the general population.



Twitter is not a technology.
It's a conversation.
And it's happening
with or without you.

CHARLENE LI
CO-AUTHOR OF *GROUNDSWELL*



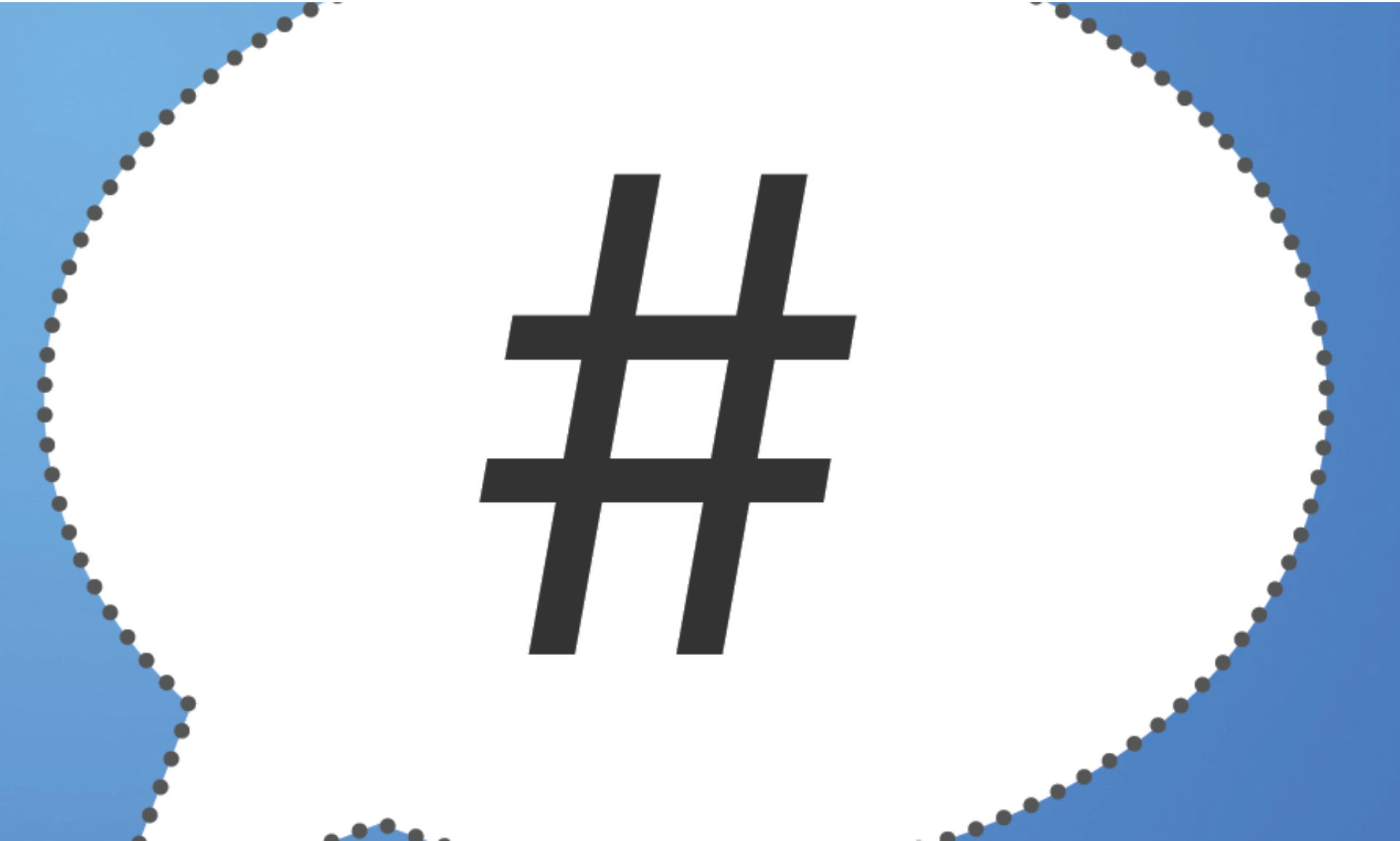


**The Message is the
Influencer.**

1st
MONT
WYOMONT
WYO.

Either write something worth reading or
do something worth writing about.

BENJAMIN FRANKLIN



#



By Caleb George Morris

Ready?

Demonstration

Social Media Demonstration

Social Media

[User Guide](#)

[Daily Checklist](#) New!



[Compose a message](#)

[Inbox](#)

[Monitoring](#)

[Published](#)

[Scheduled](#) None

[Reach](#)

[Social Settings](#)

[Connected Accounts](#)

[Publishing Schedule](#)

[Apps & Add-ons](#)

Sources

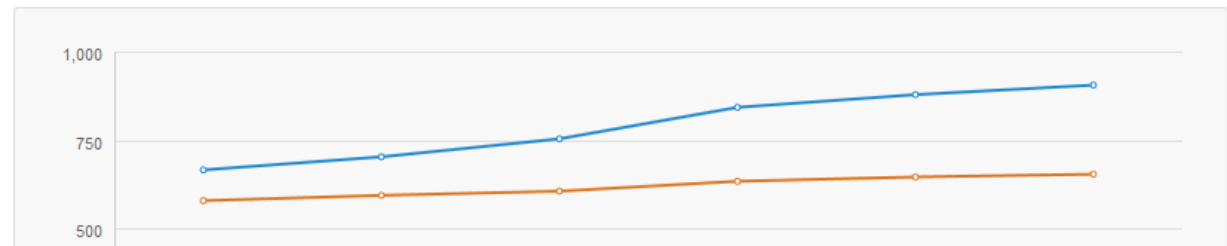
60 -56.8% Visits via social in July	0 New contacts via social in July	0 New customers via social in July
Dive deeper into your social ROI in Sources		

Reach

1,588 reach as of Jul 19	35 2.3% growth this month	82.6 5.3% average monthly growth
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[Export Reach Data](#)

Last 6 months





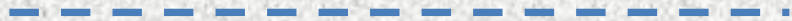
By Caleb George Morris

Ready?

Exercises

Page 18-19 of the workbook

- Customize Terms
- Compose Message
- Monitor Message



Monitor social media conversations about your idea.

workbook exercise #3

?? minutes

Develop various social media messages and monitor various keywords



Thank You!

innovation