“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

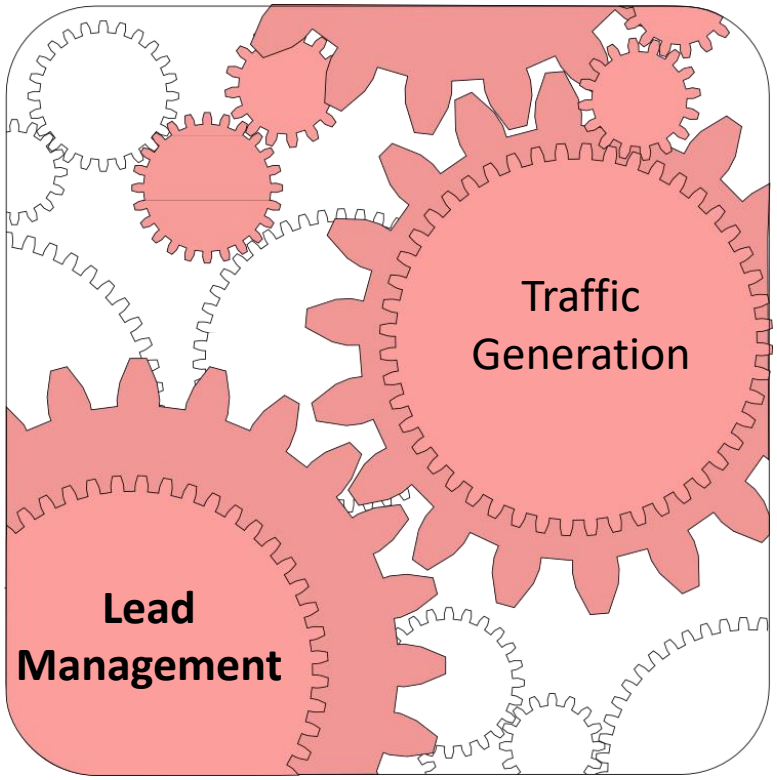
Nurture

Social Media Monitoring and Publishing

Presentation Topics

Nurture Key Tasks

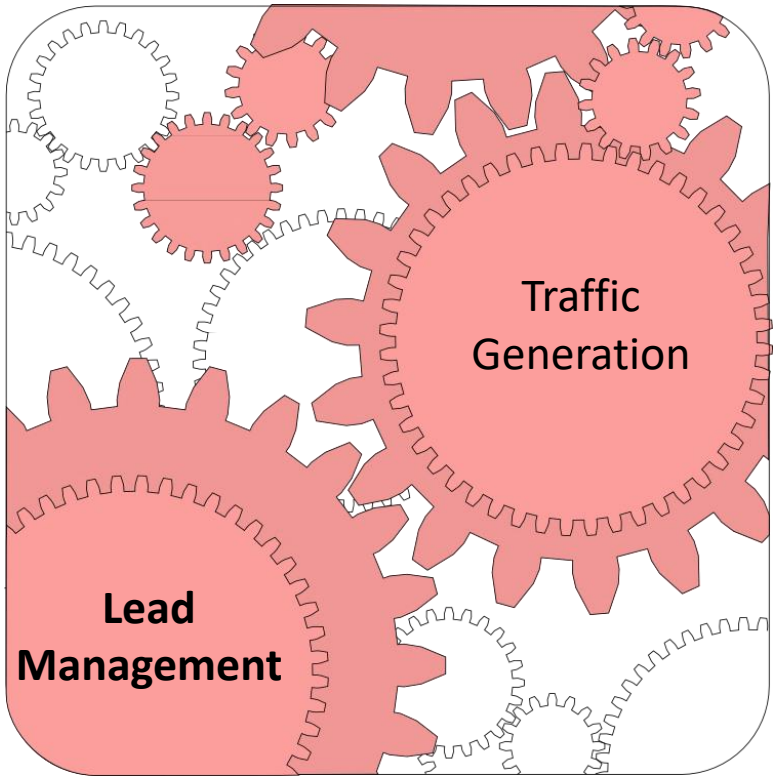
1. ***Social Media Monitoring and Publishing***
2. Calls-To-Action
3. Landing Pages
4. Email Campaigns
5. Workflows
6. Forms
7. Information Sources



Presentation Topics

Social Media Publishing and Monitoring Tasks

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



Lead Management

Understand

Segment

Nurture

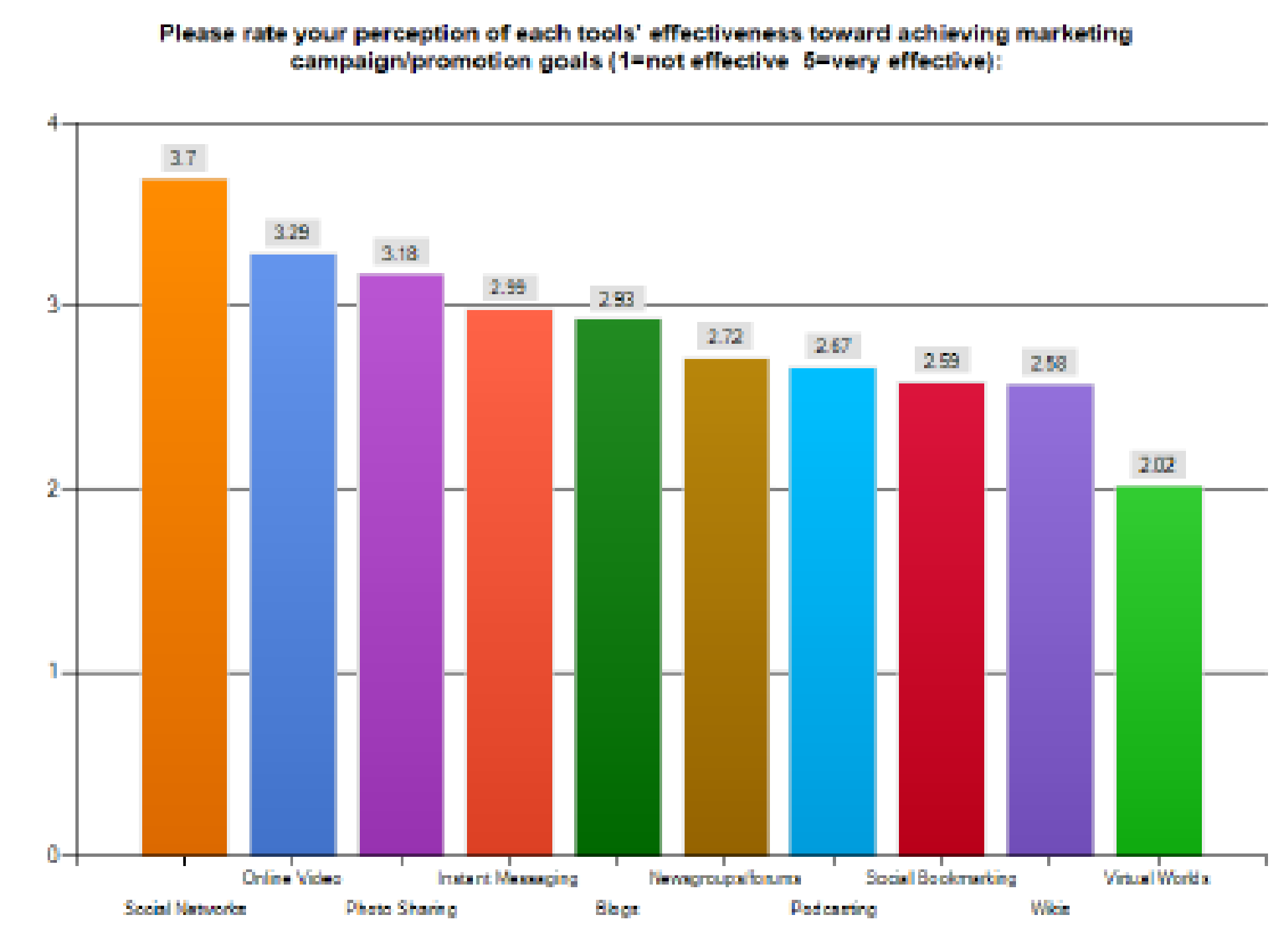
- ✓ ***Social Media***
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ *Email Campaigns*
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*

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):
4
3
2
1
0
3.7
3.29
3.18
2.99
2.93
2.72
2.67
2.59
2.58
2.02
Social Networks
Online Video
Photo Sharing
Instant Messaging
Blogs
Newsgroups/forums
Podcasting
Social Bookmarking
Wikis
Virtual Worlds

Social Publishing:

- The practice of sharing relevant content

"Three-pens-six-nibs". Licensed under Public domain via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:Three-pens-six-nibs.jpg#mediaviewer/File:Three-pens-six-nibs.jpg

Social Proof:

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

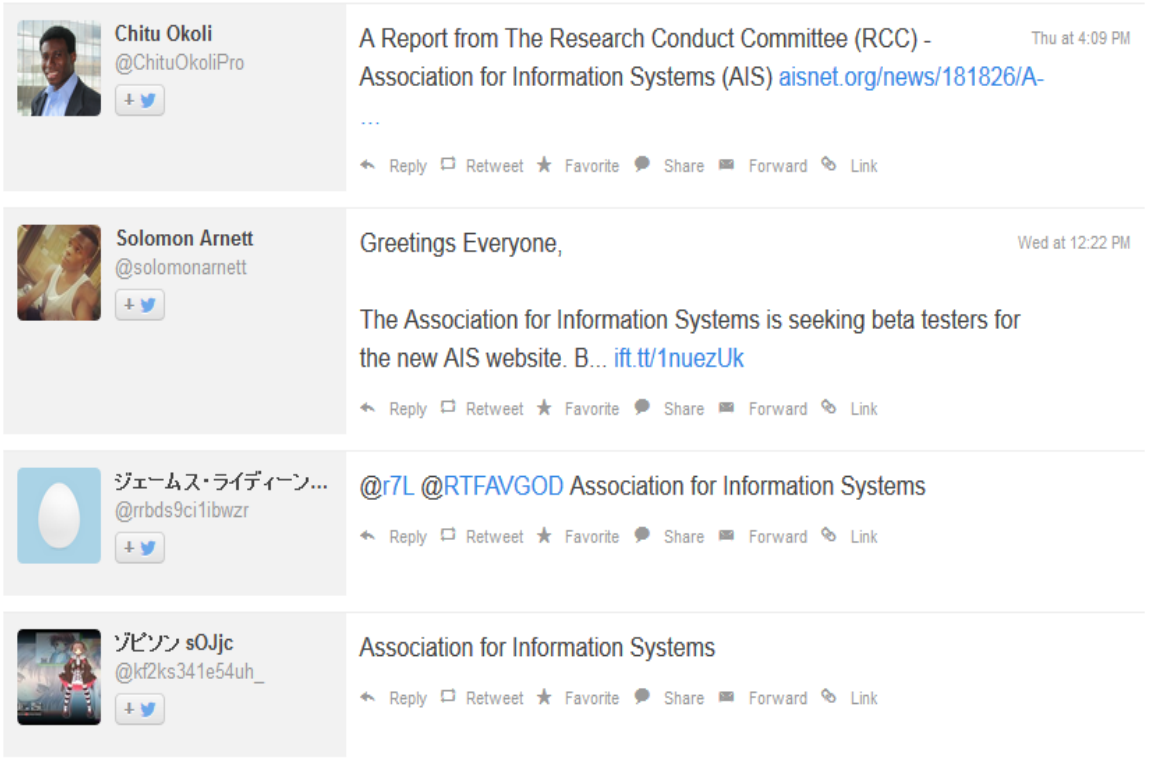
"HK Causeway Bay Hysan Place 11th floor Kitchen Eleven food court interior visitors " by Elite S Moramels - Own work. Licensed under Creative Commons Attribution-Share Alike 3.0 via Wikimedia Commons

Green: existing customer

Orange: contact in your database

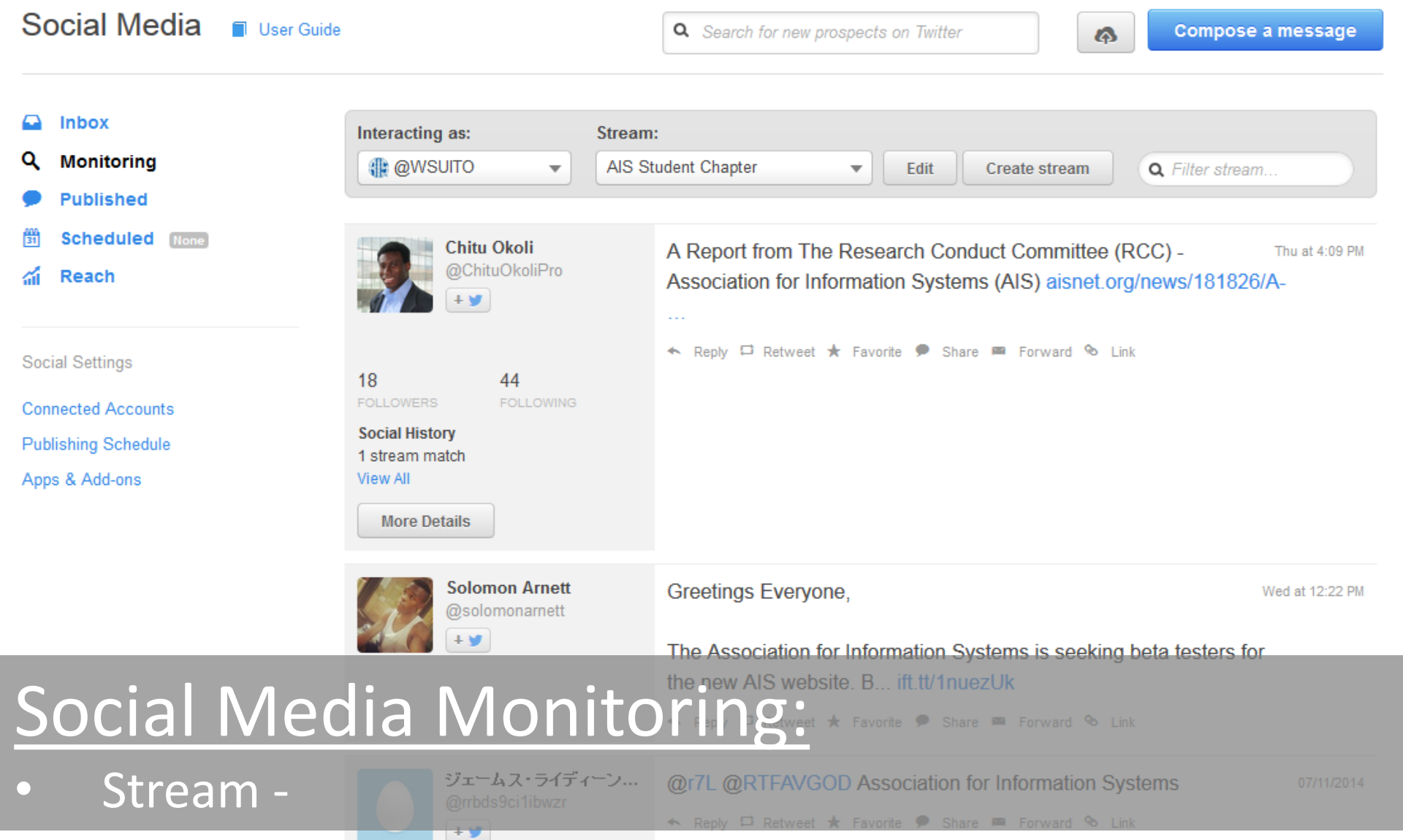
No color: brand new user

Grey: Mismatched contact info



Social Inbox:

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



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)], via Wikimedia Commons

Social Media Segmenta

- All of Twitter
- Twitter List
- Contact List

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.

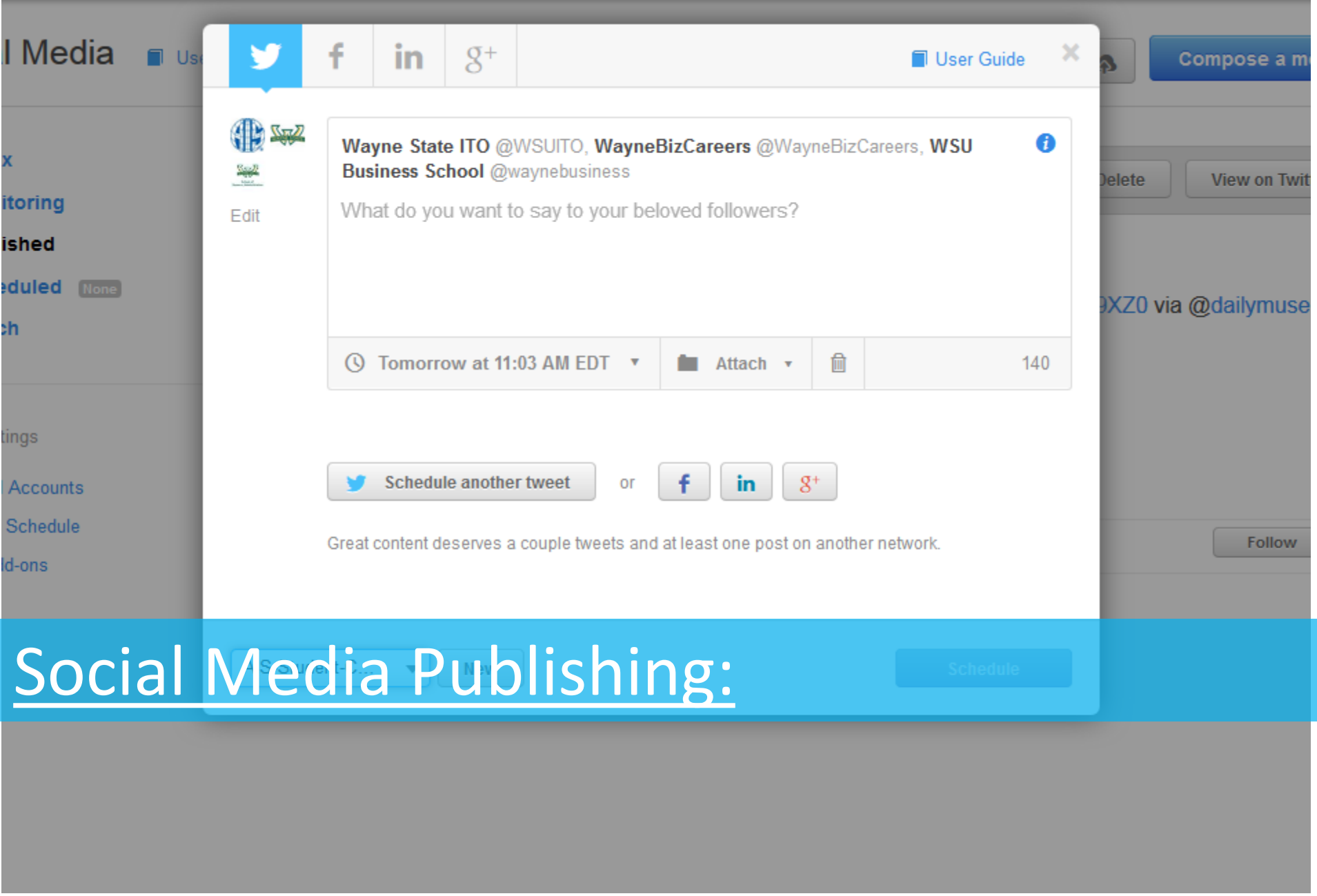
Immediately | 8 am | 8 am & 4 pm

Mobile Device Push Notifications

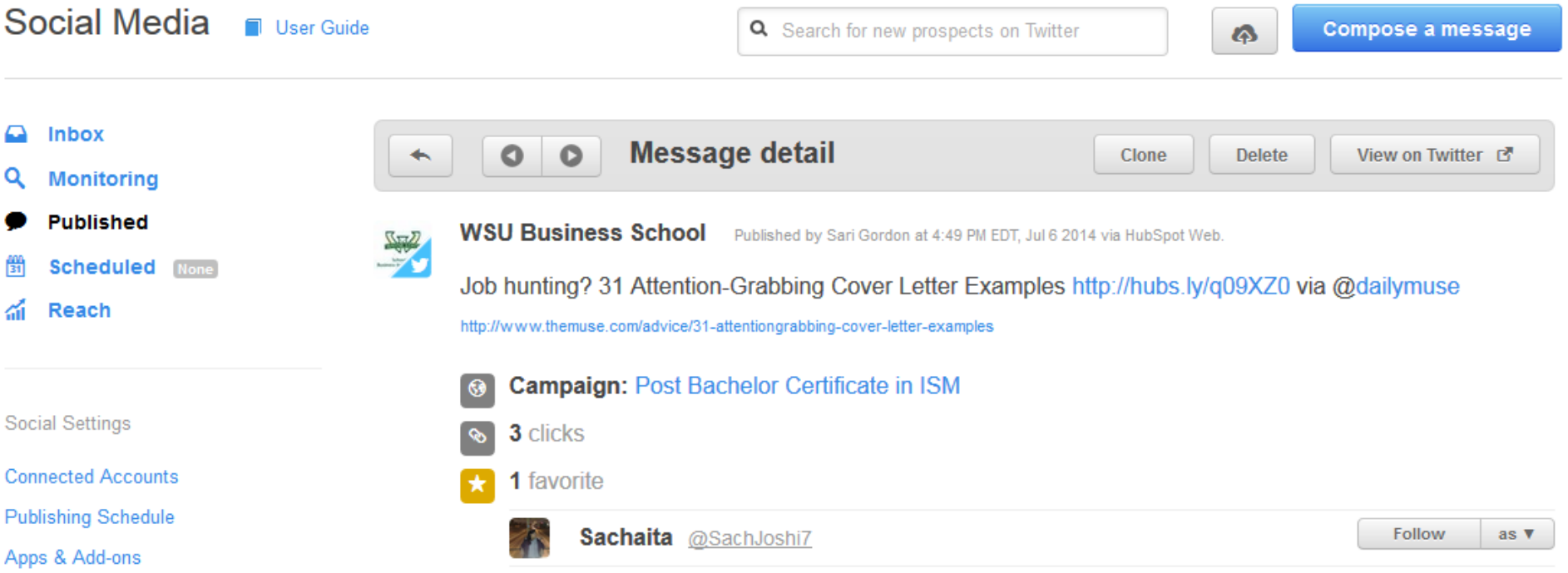
Notify me when I get stream matches

Name this stream:

My Social Inbox Stream



Social Media Publishing:



Social Media Publishing:

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

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

Logo, Link to website,

Blog –
trustworthy / educational

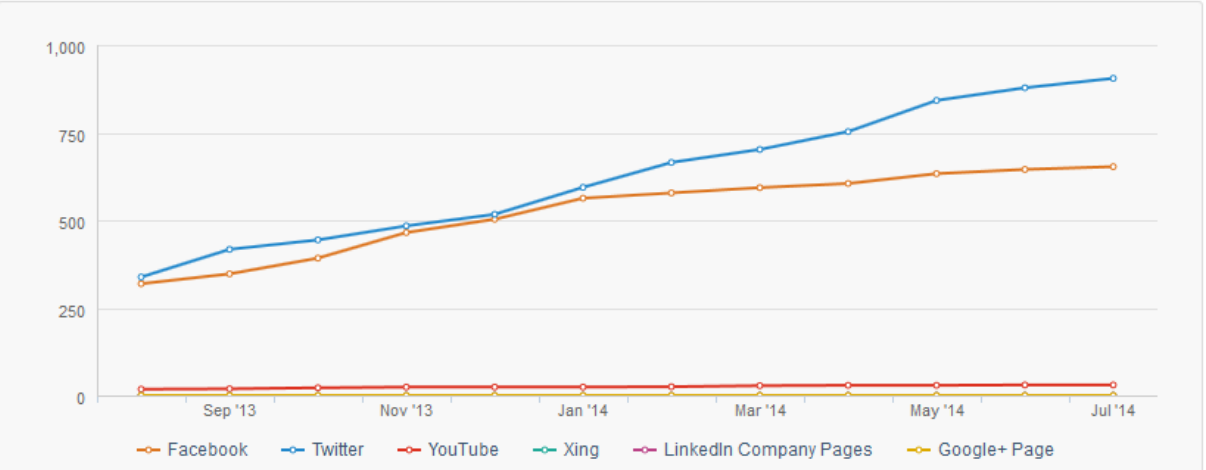
Social Media Reach

Reach

1,588	35 2.3%	76.7 4.9%
reach as of Jul 19	growth this month	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

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.

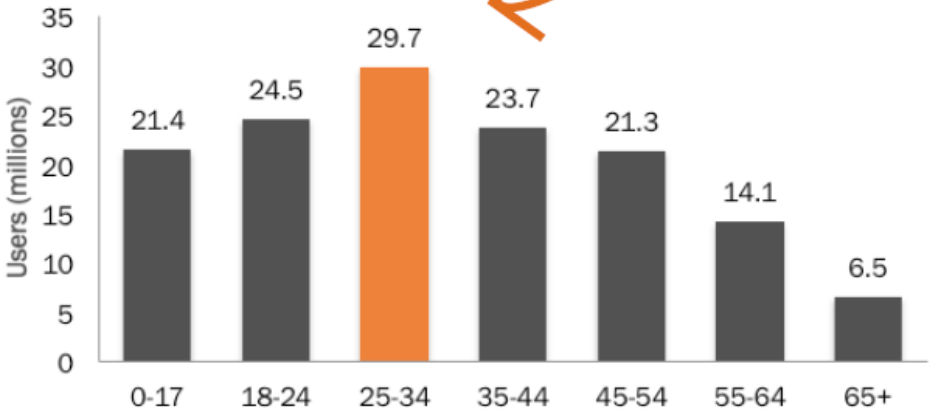
Facebook users are...

Source: Emarketer

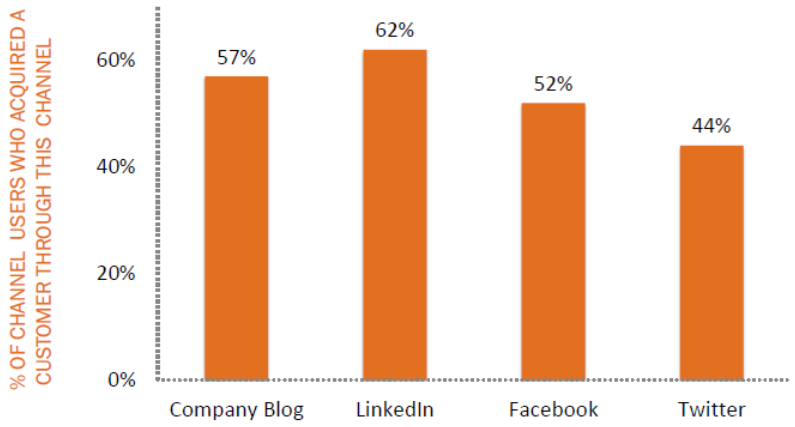
47% male

53% female

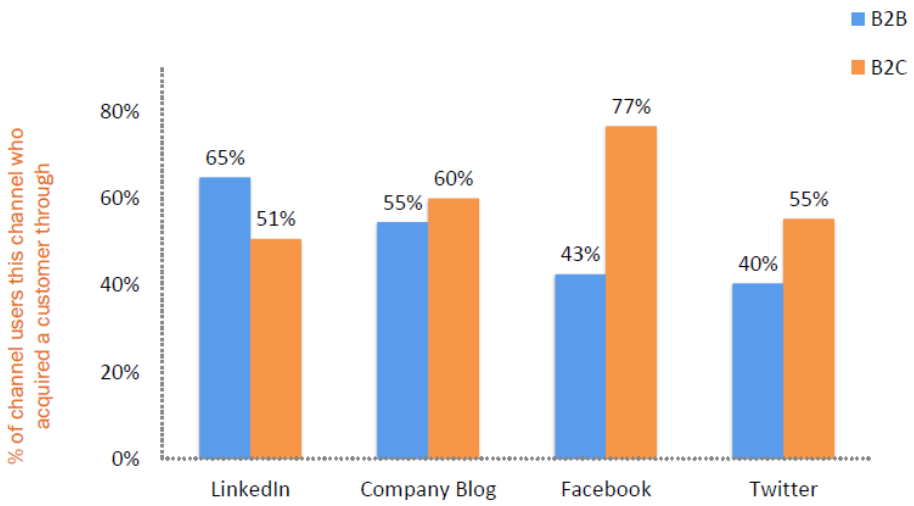
People ages 25-34 use Facebook the most.



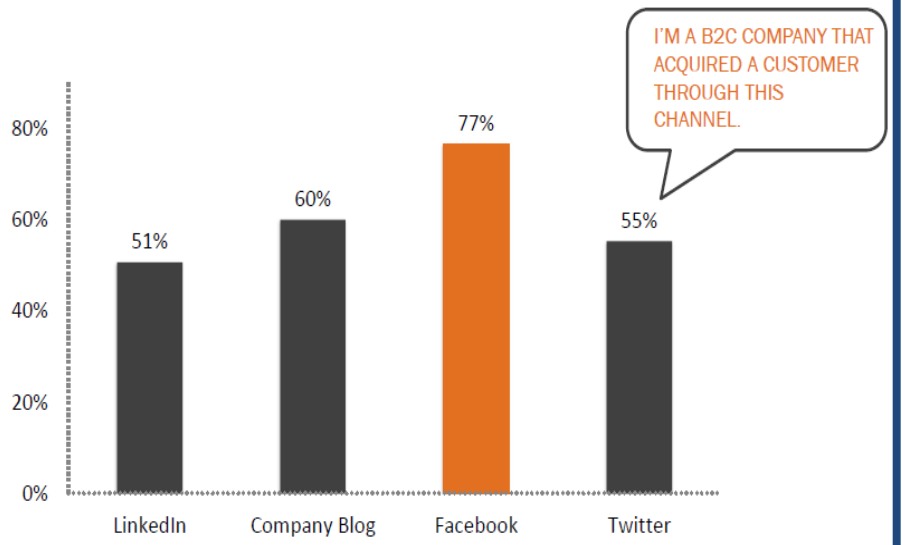
Social media & blogs generate real customers.



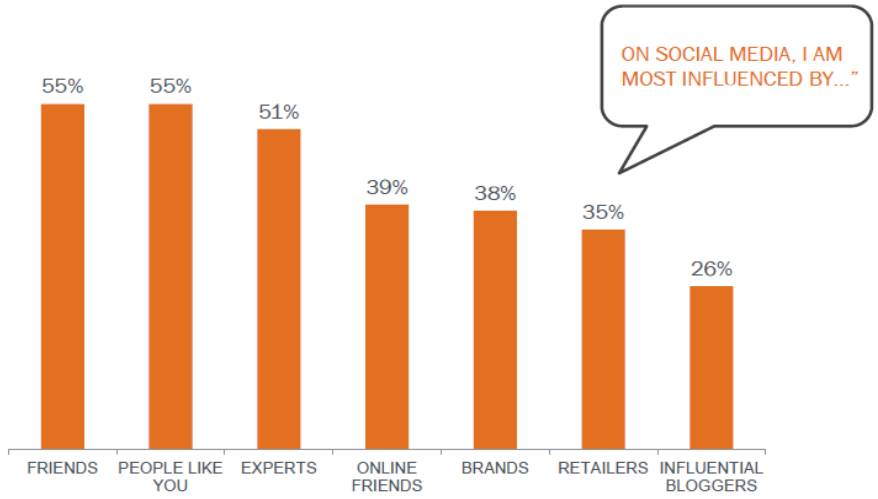
Facebook is effective for B2C customer acquisition.



Facebook drives the most conversions for B2C



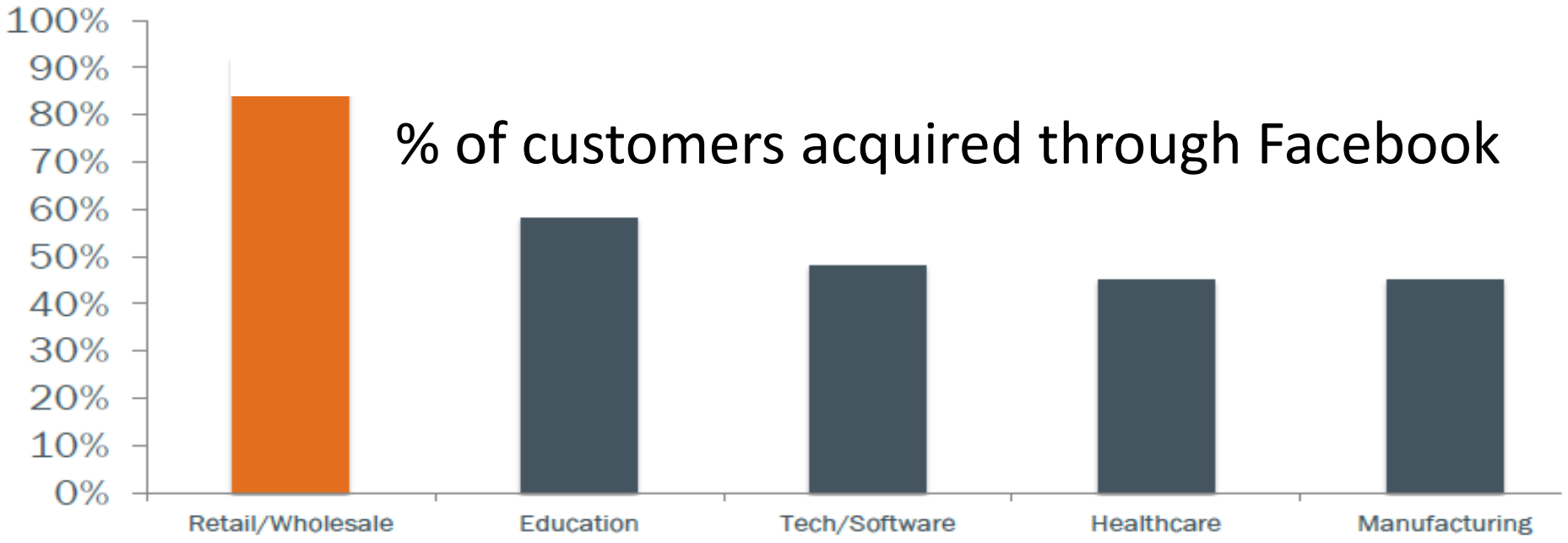
Social media conversations actively influence purchases.



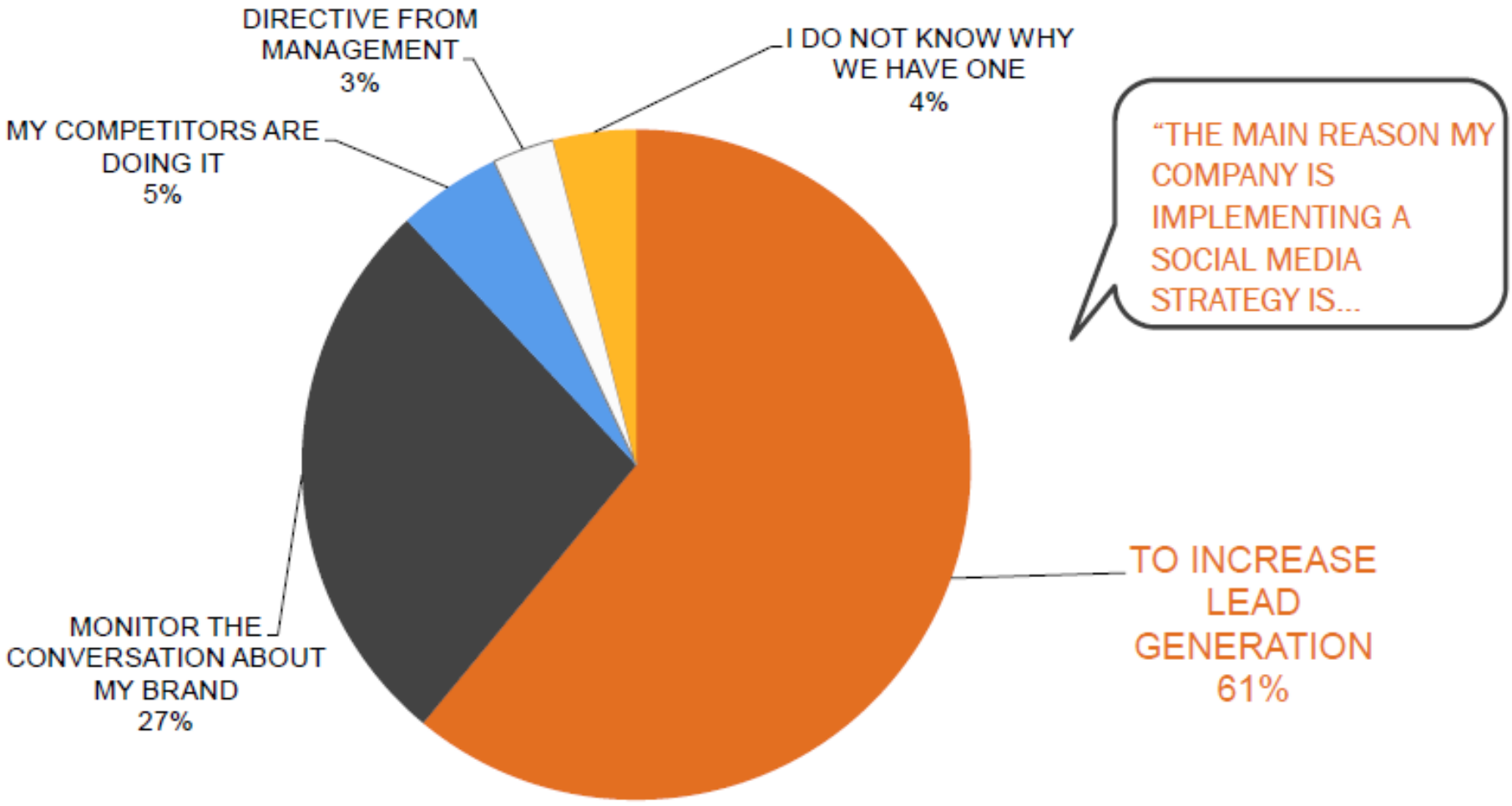
80% of US social network users prefer to **connect** to brands through Facebook.

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

Source: Social Skinny



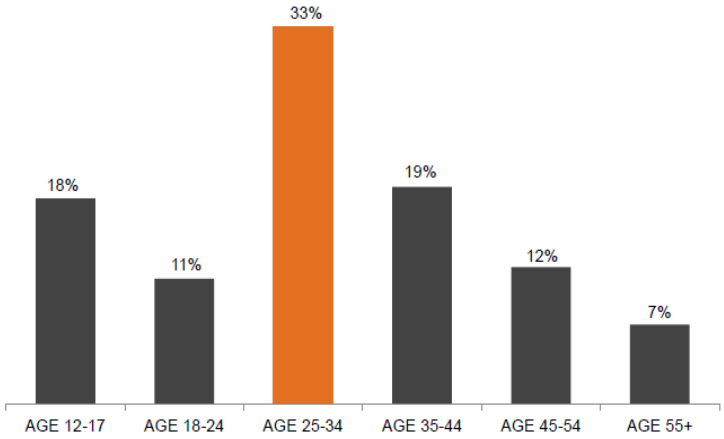
61% of US marketers use social media to **increase lead generation**



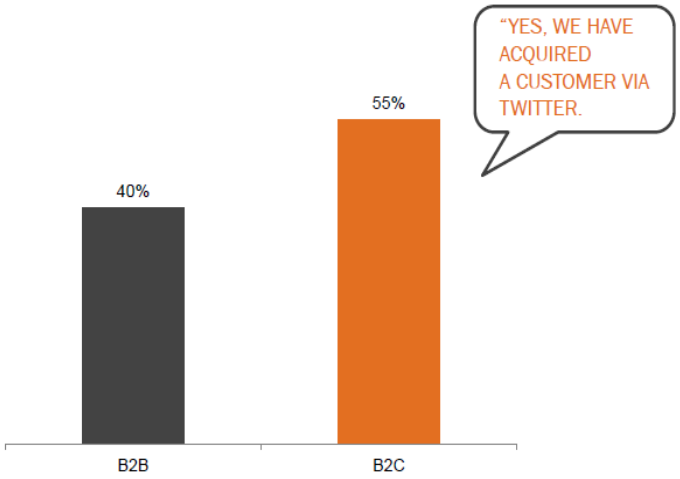
FACT

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

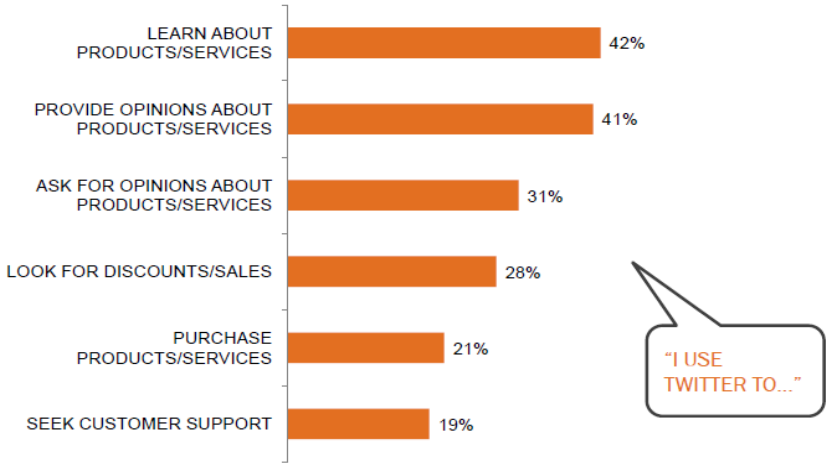
1/3 of monthly Twitter users are 25-34 years old.



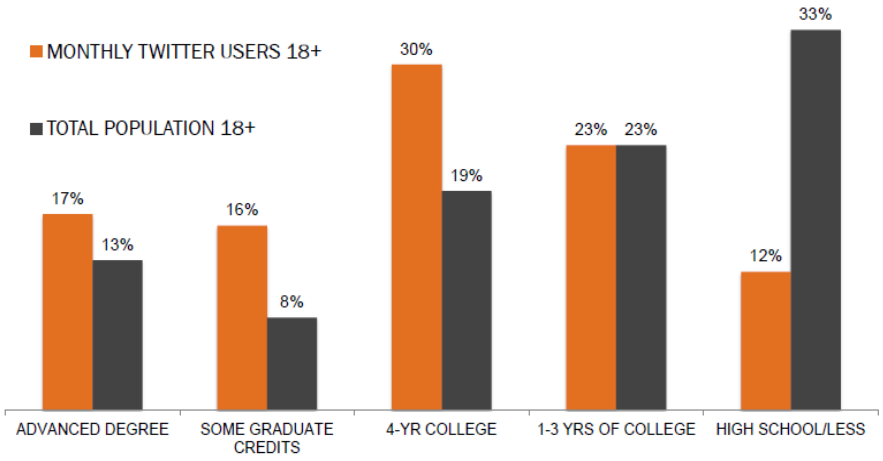
Twitter drives more customers for B2C.

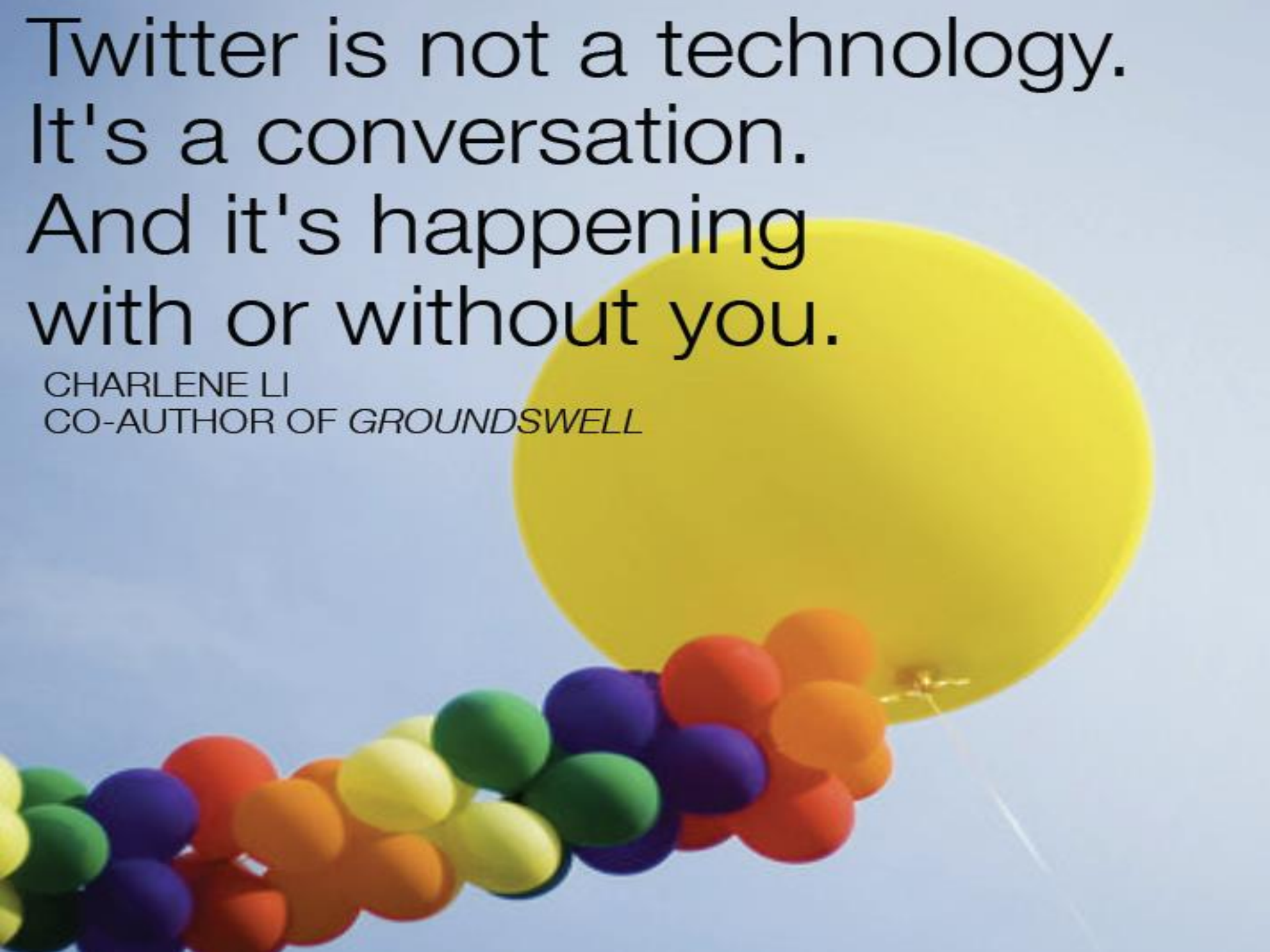


Twitter plays an active role in purchasing decisions.



US Twitter users are **more educated** than the general population.



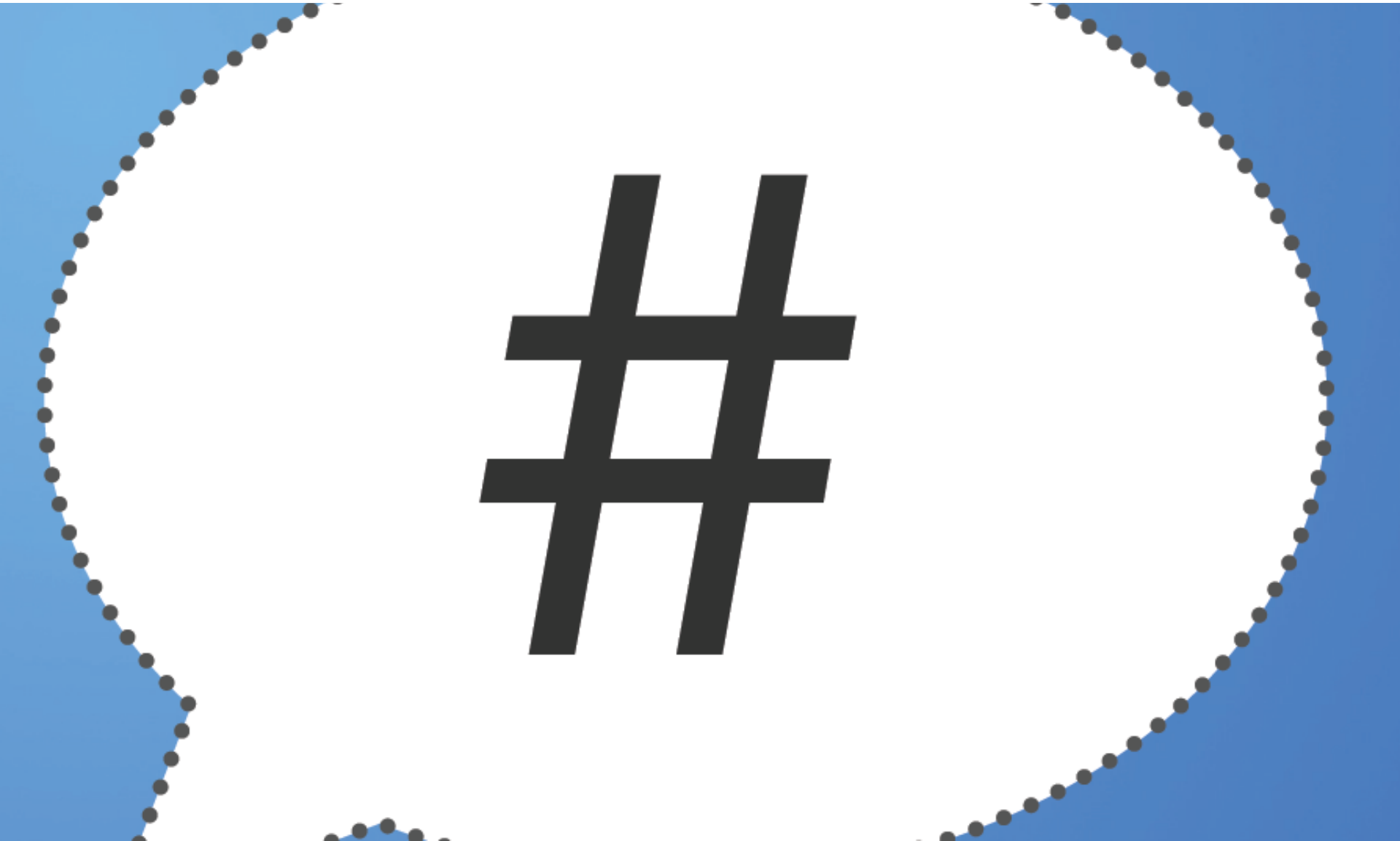

Twitter is not a technology.
It's a conversation.
And it's happening
with or without you.
CHARLENE LI
CO-AUTHOR OF *GROUNDSWELL*

The Message is the Influencer.

It's not about you.

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

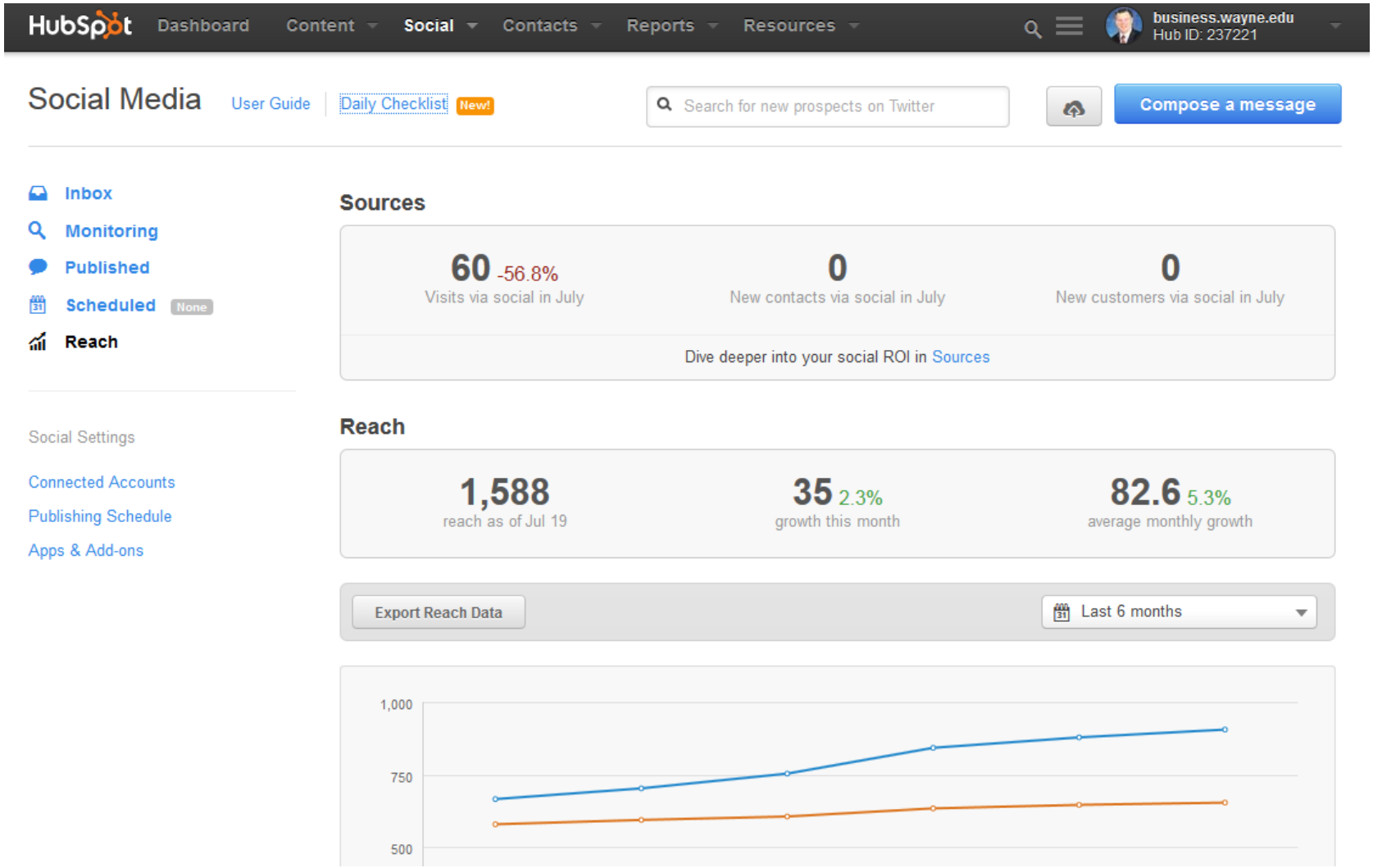
BENJAMIN FRANKLIN



Ready?

Demonstration

Social Media Demonstration



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!