

Social Media

COMMUNITY ENGAGEMENT
RESEARCH



A COMMUNITY ENGAGEMENT
RESEARCH



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Servco Management Conference



Social Media

with Roxanne Darling
@roxannedarling
flavors.me/rox



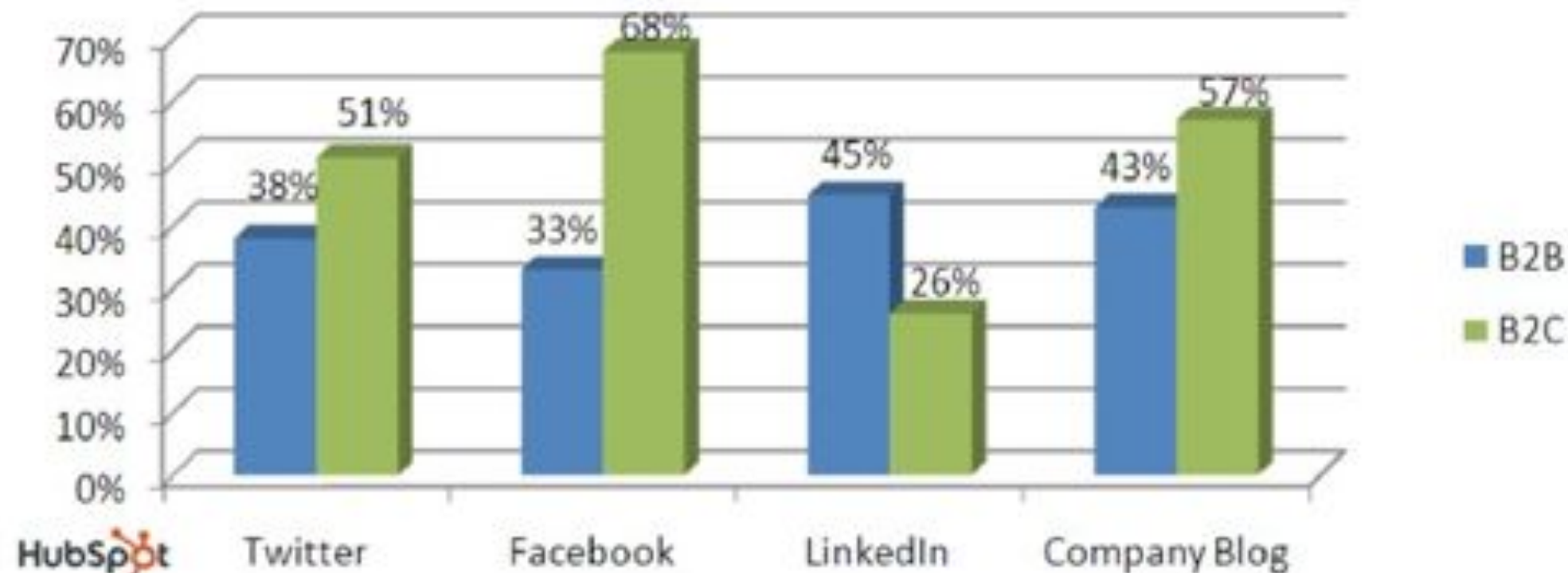
BARE FEET STUDIOS

www.barefeetstudios.com

Social Media is for B2B and B2C



Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

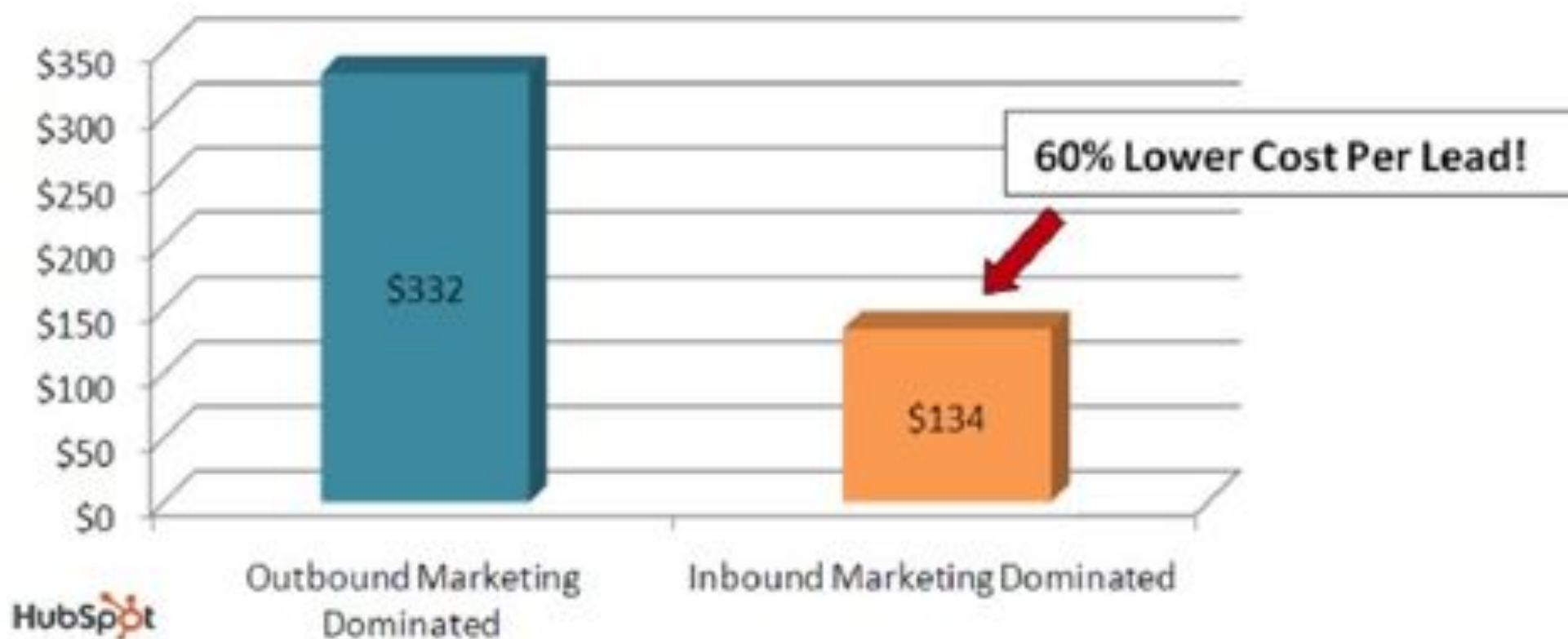


HubSpot

Inbound Marketing is More Effective



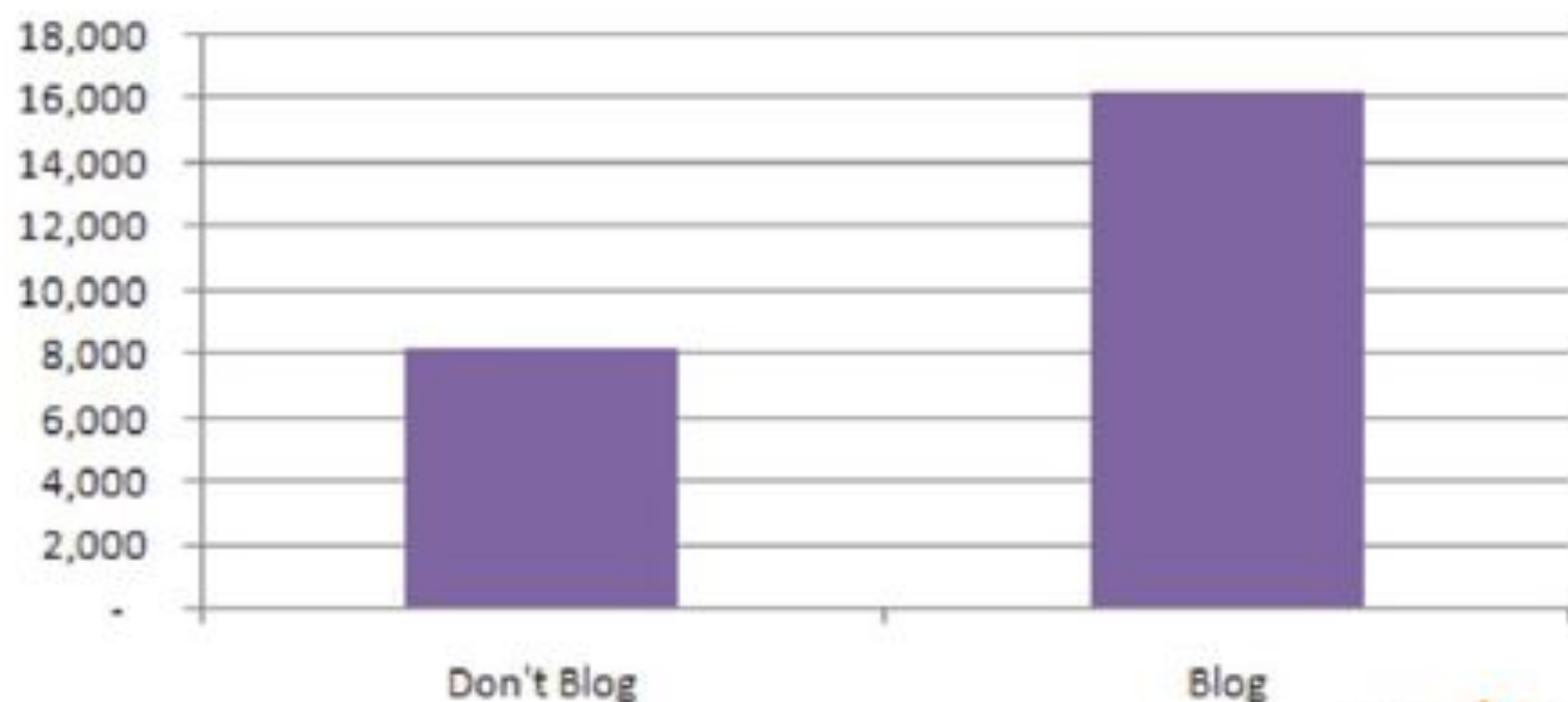
Average Cost Per Lead



Blogging Attracts More Links



97% More Inbound Links for Companies That Blog



HubSpot

Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>

Blogging More Often Drives Results



Blog Post Frequency vs. Customer Acquisition

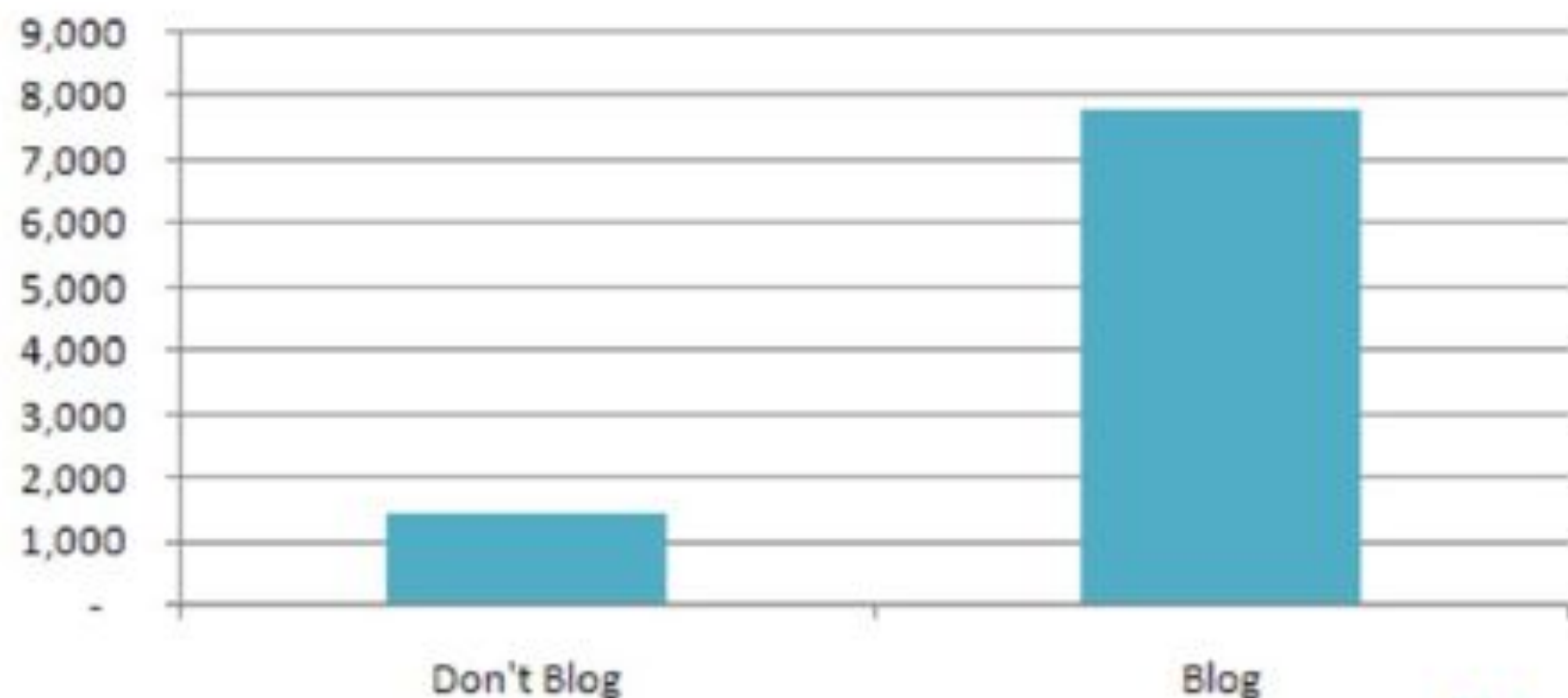


Source: State of Inbound Marketing Report - <http://bit.ly/aewfHr>

Create Great Content by Blogging



434% More Indexed Pages for Companies That Blog




HubSpot


Source: Data from over 1,500 small businesses - <http://bit.ly/XDkQV>



**Are you saying you want
to shake it up a bit?**



What are you willing to do?



re you w

@garyvee




**Social Media is disruptive, it's opinionated,
it loves rich media, and it's fun.**

**It's so much more than having a Twitter
and a Facebook account!**

loves rich media, a

's so much more th

nd a Facebook acco

- 
- 1. Engage and Participate.**
 - 2. Do it for fun. Do it for profit.**
 - 3. It thrives on transparency.**
 - 4. It centers around communities.**
 - 5. Limits of multi-tasking and always on.**
 - 6. The opportunity for you.**

1. ENGAGE:

Talk builds trust.

@chrisbrogan



Wal-Mart: Blazing the Trail to Distrust



By Tom Hespos
October 19, 2006

0

tweets

Like

tweet

PRINT < SHARE COMMENT

The retail giant has received several black eyes for how it has disingenuously engaged with social media. So what SHOULD Wal-Mart do? Underscore Marketing's president has sound advice.

Wal-Mart's social media initiatives have been the talk of the blogosphere for months, and not in a good way. For those of you planning social media strategies for your companies and clients, you might look to Wal-Mart for a number of clear examples of what *not* to do.

This cannot be faked

Wal-Mart's latest PR fiasco involves a blog called "[Wal-Marting Across America](#)," which was served up to the public as a sort of chronicle of the adventures of two people who were traveling the country in an RV, spending each night parked in a different Wal-Mart parking lot. The two, billing themselves as "Jim" and "Laura," blogged about their experience, interviewing Wal-Mart customers and employees along the way. The trip was underwritten by a group called "[Working Families for Wal-Mart](#)."

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2. FOR FUN. FOR PROFIT.

It's all good.

It's all connected.

And it's OK to suck.



Home > Branding, HowTo, Social Media, Strategy > Social Media: Making Business Fun Again

Social Media: Making Business Fun Again

By Roxanne Darling On September 8, 2010

When speaking to newbies about the what, where, why, and how of social media, I often remark how social media seems to help business people actually have fun again with their business! We all go into business because we like doing something - be it fixing cars, flying planes, making muffins, or creating ad campaigns.

But then we get bogged down with hiring and firing, taxes, government regulations, market share, and all matter of other requirements that for many of us are no fun at all.

Along comes social media which is so conversational, creative, interactive, mostly free and bam! **Business is fun again.** Here are a few examples inspiring me today:



Join our **KnowHow Café** list & get a **FREE eBook** on how to manage your social media profile!



Blanche - my mom!

■ Wallflowers ■ Selectives ■ Butterflies ■ Mavens

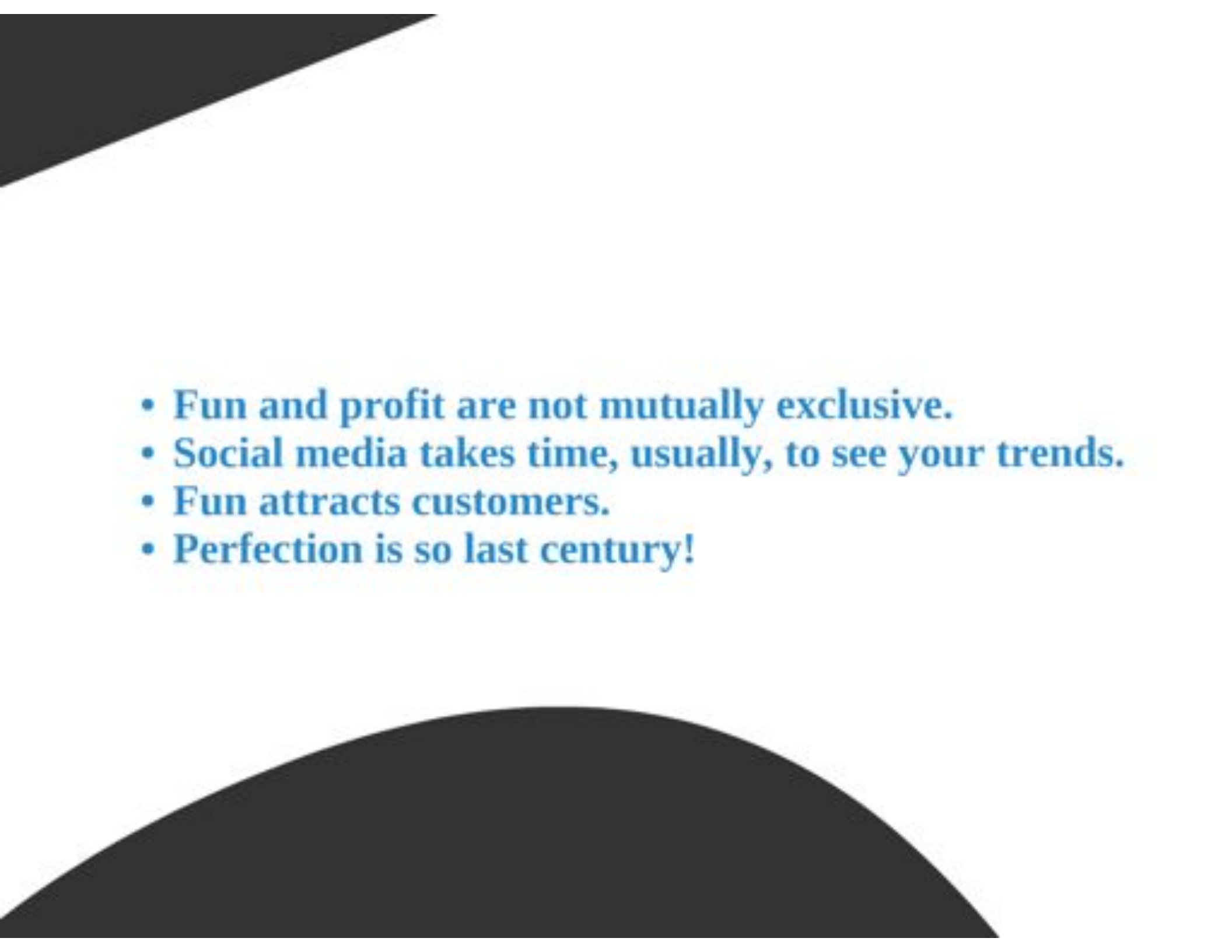
Top 100 Brands Engagement Study

Revenue Growth (%)

Net Margin Growth (%)



Source: Altimeter, July 2009

- 
- **Fun and profit are not mutually exclusive.**
 - **Social media takes time, usually, to see your trends.**
 - **Fun attracts customers.**
 - **Perfection is so last century!**

@pistachio



3. TRANSPARENCY IS YOUR FRIEND.


See and be seen.

Use your real name.

Distinguish between you and your clients.

OK to share your opinions.

Do it now!



beachwalks.tv

Share something now!

An object, an idea... A H

... **A hug, a handshake...**

A tweet, a photo of your dog...

of your dog...

A smile is good. :-)

4. COMMUNITY. CONNECTIONS.

We are curious people.

IRL and Virtual.

Experts among us.

The power of weak ties.



@BeeboHenein

Nevine Henein

Today is the 92nd anniversary of the 1919 revolution. Let's fight to keep its spirit of national unity. **#Egypt**

5 minutes ago via [TweetDeck](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

Retweeted by [Kikiesque](#) and 3 others





@100yearrevival

hopeful muslim

RT @Ghonim Can a north African unity happen? #Egypt #Libya #Tunisia. Huge opportunities and potential. Let's dream!

7 minutes ago via [Twitterrific](#) ☆ [Favorite](#) ↻ [Retweet](#) ↩ [Reply](#)

Mentioned in this Tweet



Ghonim Wael Ghonim  · [Follow](#)


Constantly Changing, Serious Joker, Internet Addict, Love challenging status quo!



PANICS

  Like 33

It Turns Out Toyotas Aren't Auto-Accelerating Death Machines, After All

 **John Cook** — Remember last spring, when the nation was seized by the fear that every late-model Toyota was on the verge of surging forward on an uncontrollable terror-drive? Well, NASA and the [National Highway Traffic Safety Administration](#) looked into it, and it turns out [people were probably just accidentally pressing the gas instead of the brake](#). Sorry!

Sorry!

5. MULTI-TASKING.
FEELING UNSOCIABLE.
There are a lot of incomings.
It can be stressful being always on.

6. OPPORTUNITY.

There's more than meets the eye.

Technology enables...but what
and how?

Reality is what we make it.

Private Moment Made Public, Then a Fatal Jump



Center and right, The Star-Ledger

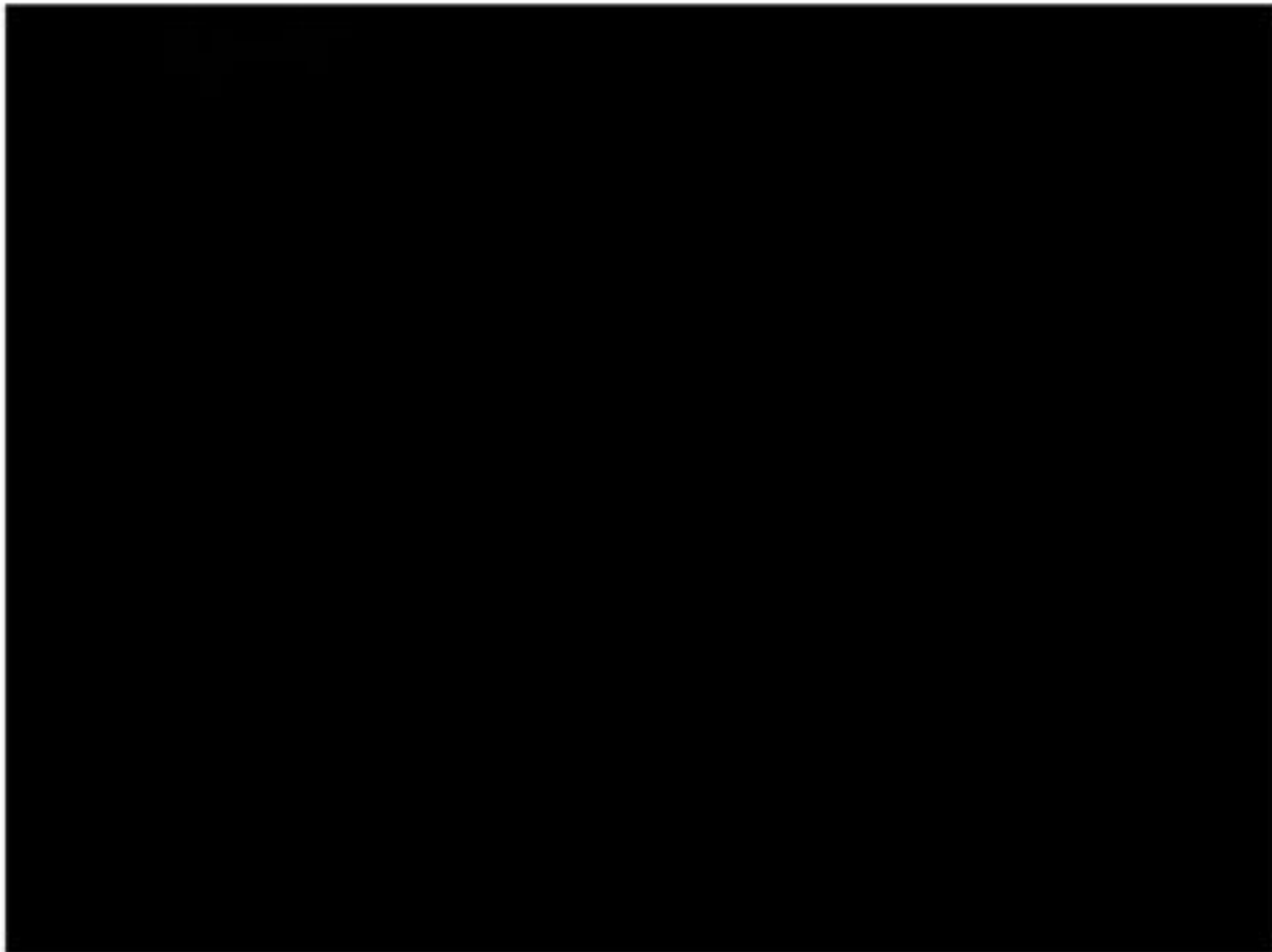
from the NYTimes.com

**Technology is just humanity
on steroids.**

**The internet has liberated us from our
familial and geographic tribes.**

**How will you balance freedom and
autonomy with collaboration and
respect for others?**

**It's a choice to be made every day,
every tweet.**



"Lost Generation" on YouTube

Social Media

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Social Media is turning
our world upside down.
It's OK! You can play this
game. And win.



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