



# Strategies for Social Media Campaigns

## Webinar



# Who Is Trinet?

- We're one of the largest web firms in the nation, with over 50 employees.
- Over 14 years of experience working with America's most successful organizations.
- WE'RE AWARD WINNING!



**Mobile Giving – Applications – Websites - Strategy**

# Today's Dilemma

**2M**  
emails sent per second  
Source: Radicacti Group, 2008

**900k**  
Blog posts in 24 hours  
Source: Technorati, 2008

**8B**  
web sites  
Source: Yahoo, 2009

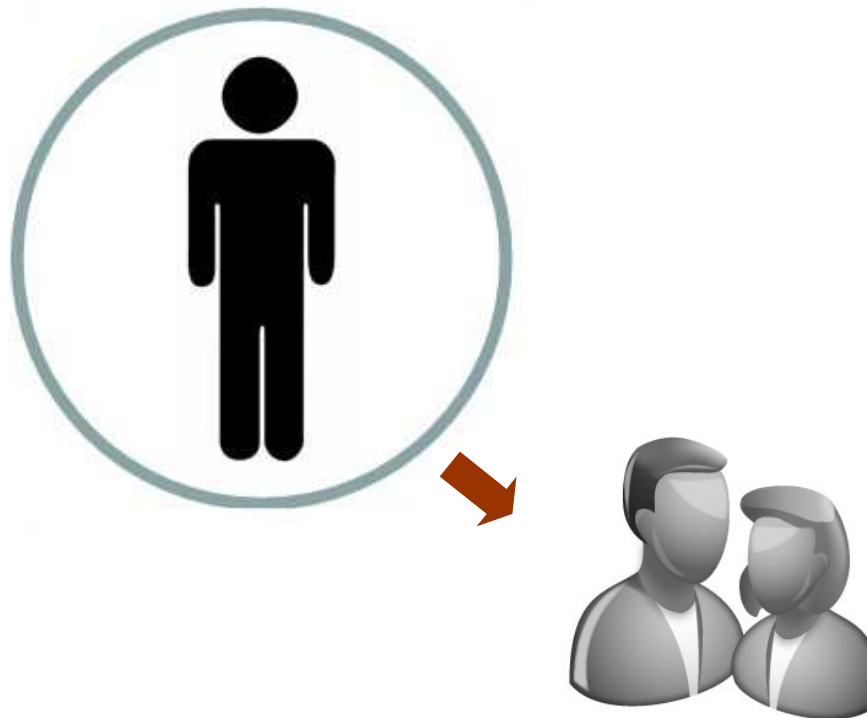


**1,724**  
daily marketing messages  
Source: Publicity.com, 2009

**357**  
avg text msgs sent per month  
Source: Nielsen Media, 2008



# ...Connect with Social Media



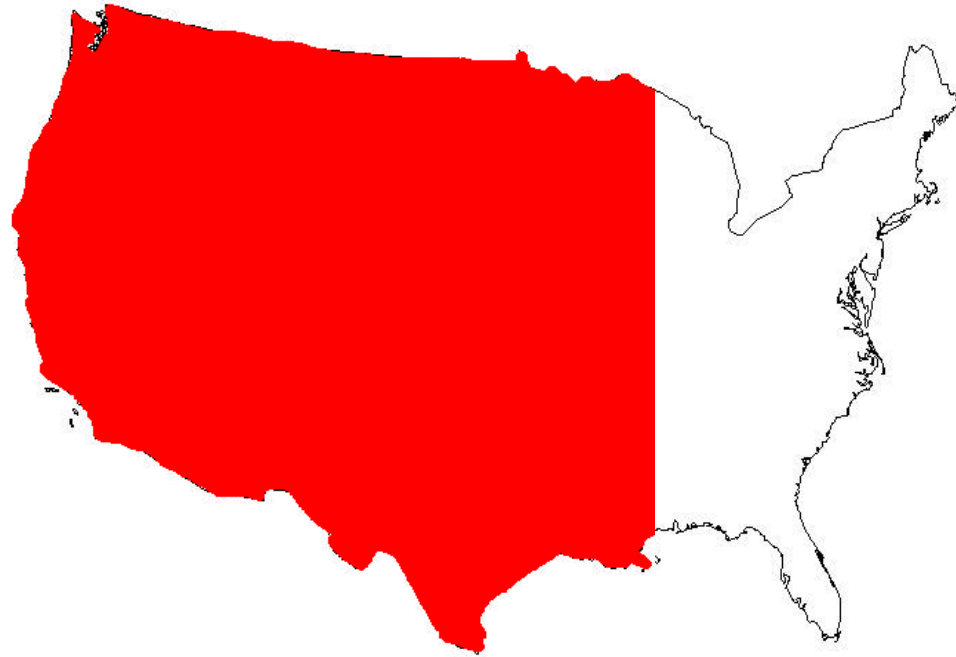
# ...Bringing Social Media into Focus



# Who Uses Social Media?

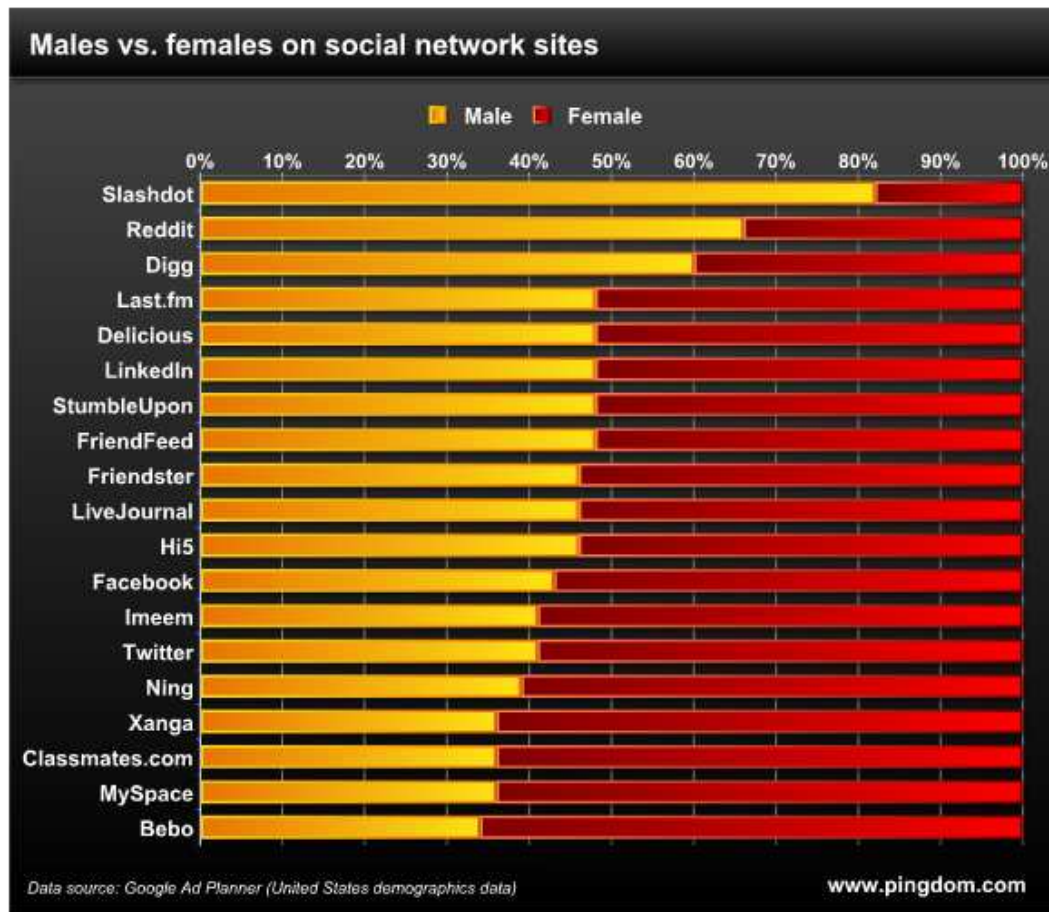


**Over 70% of US online adults now participate in some form of social media activity.**



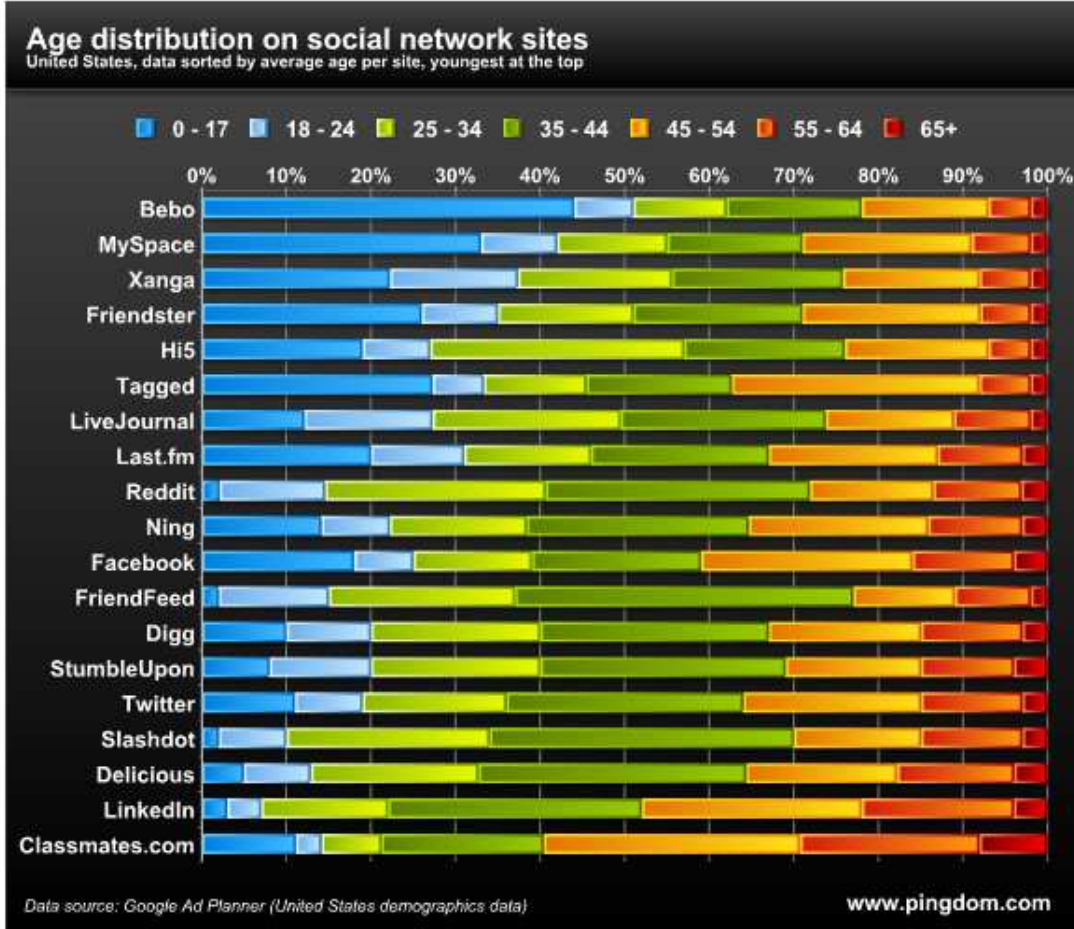
*Source: Forrester Research, 2009*





- 84% (16 out of 19) of sites have more female than male users.
- Twitter and Facebook almost have same male-female ratio.

Source: Google Ad Planner, 2010 (United States demographics data) 



- 61% of Facebook's users are 35 or older.
- 64% of Twitter's users are 35 or older.

Source: Google Ad Planner, 2010 (United States demographics data)



# Social Media



- Facebook
- Twitter
- Social Search
- Custom Social Networks



# Facebook

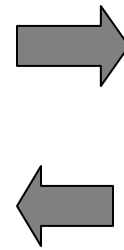


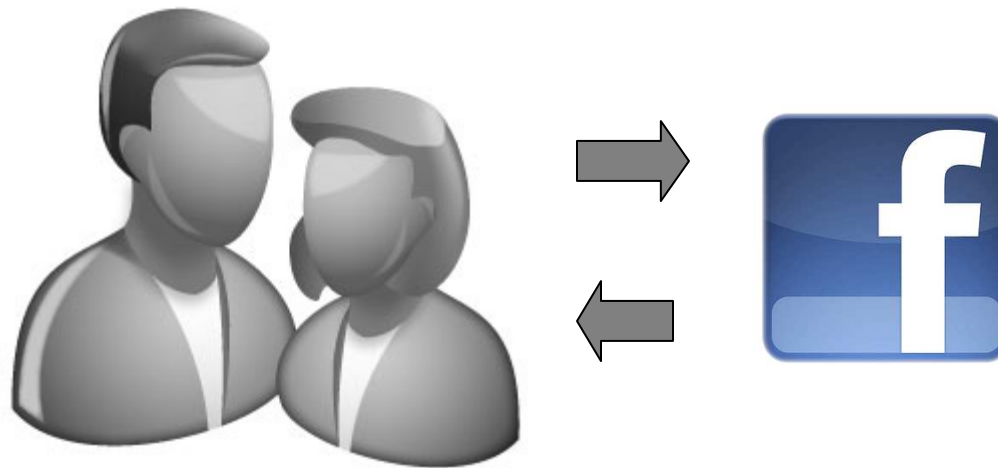
- Launched 2004
- 133 Million Monthly Unique Visitors
- **2<sup>nd</sup> Most Popular Site on Internet**
- Mobile Friendly

Sources: *Compete.com, PC World*



Start a  
Conversation!





## Conversation Starters

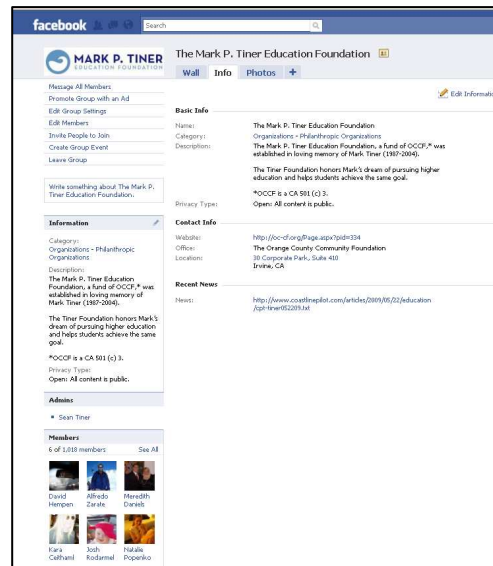
- Individual Page
- Group
- Fan Page
- Open Graph API



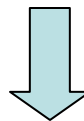
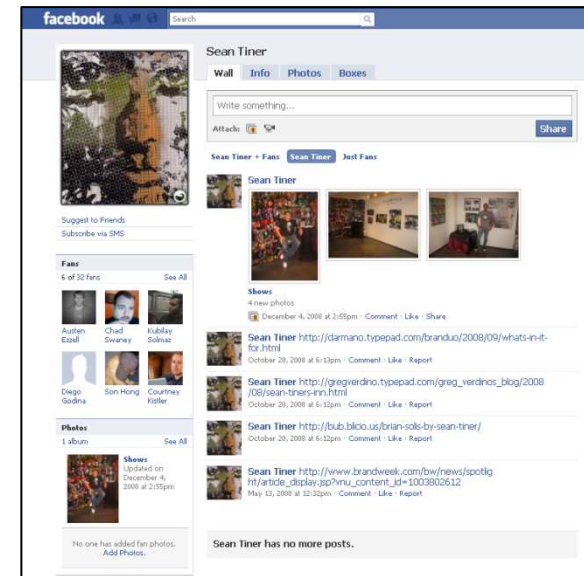
## Individual Page



## Group Page



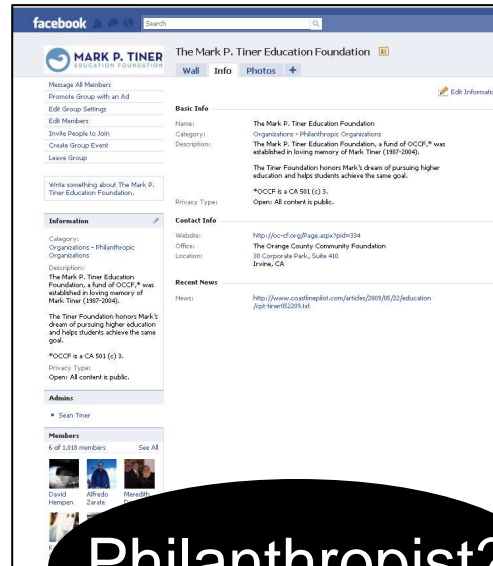
## Fan Page



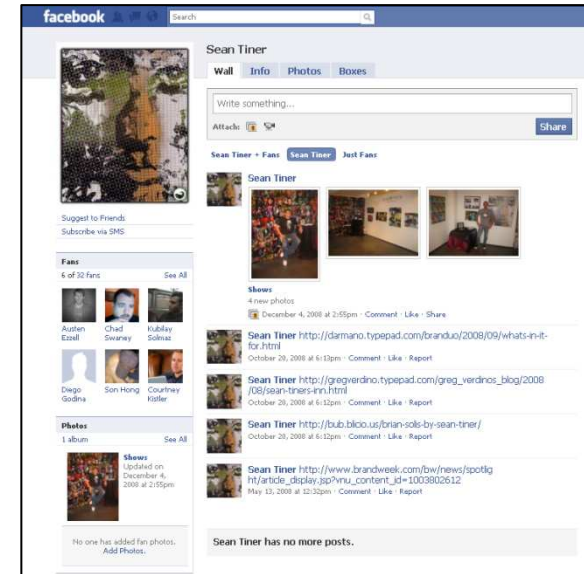
## Individual Page



## Group Page



## Like Page



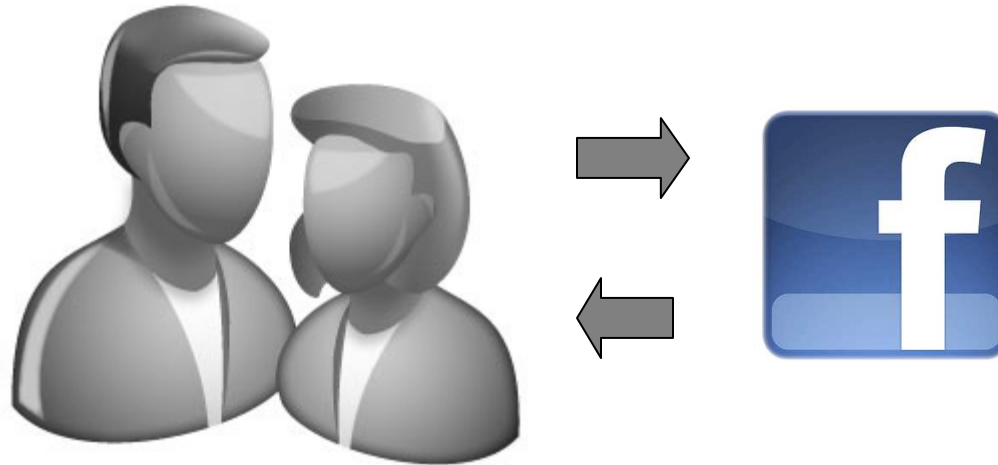
Philanthropist?

Athlete?

Artist?



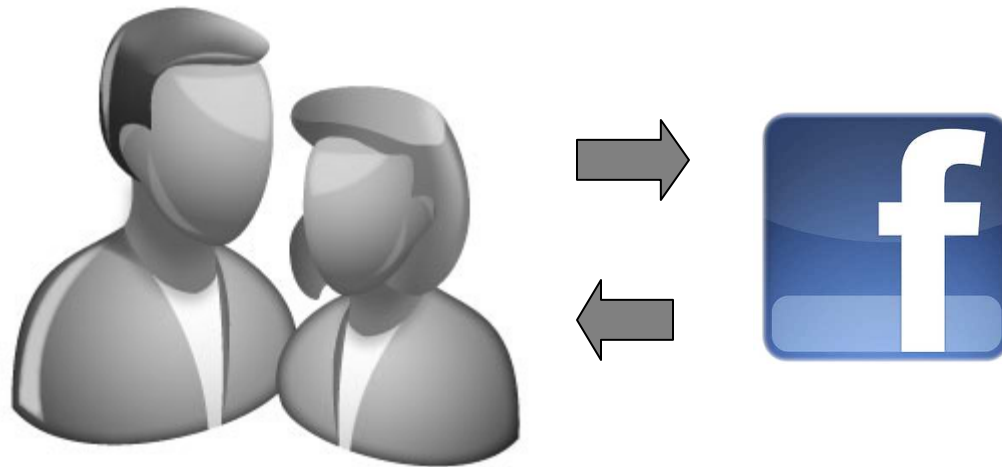
# Conversation Strategies



- Ask Questions
- Promotions
- Featured “Fan”
- Fact of the Day



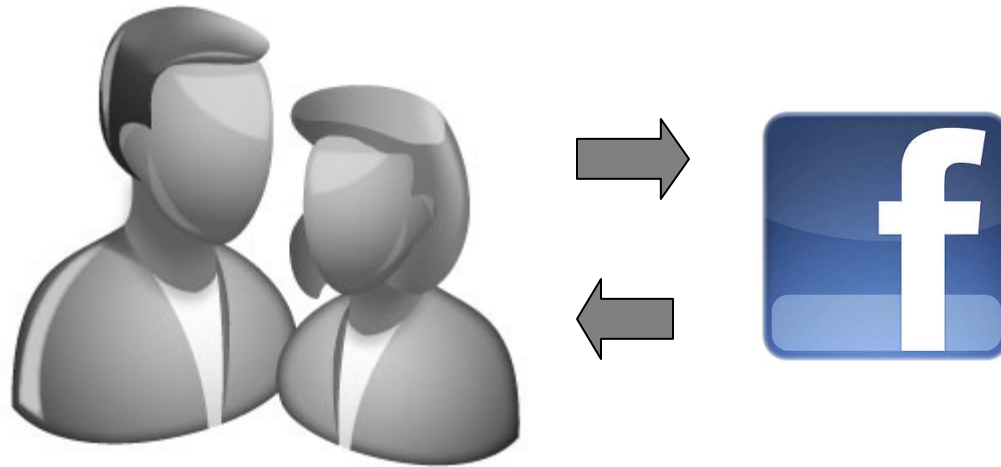
# How are you represented?



**Quality ➡ Consistency ➡ Integration**



# Turn Fans into **Enthusiasts.**



- **Discover 1%**
  - Research Performance
- **Motivate 1%**
  - Provide Incentives
- **Analyze Results**



# Case Study: *Trader Joes Fan*

## Trader Joes **Enthusiasm**

- Fan Page and blog created by a Joanna Brooks
- 175,000+ Fans, Featured in several newspapers

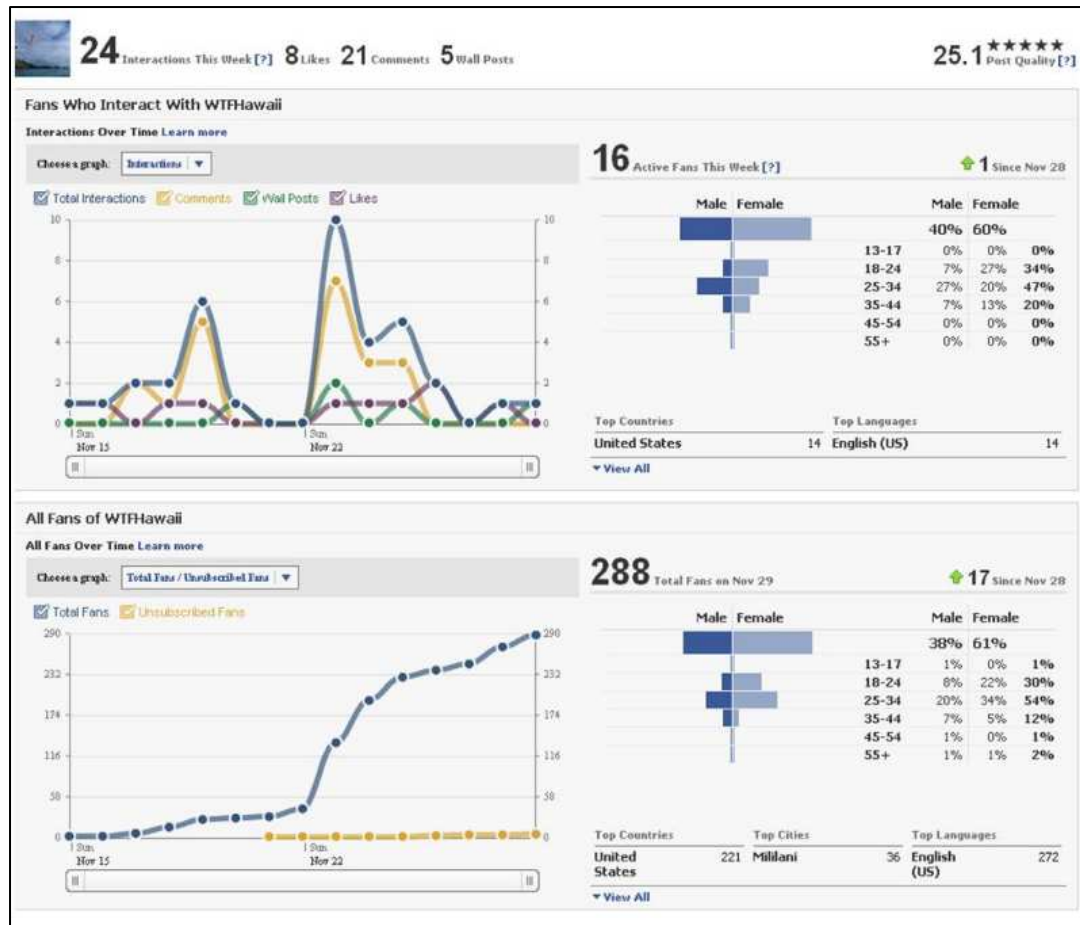


# **\$3.60** Value of A “Fan.”

- Valuation based on impressions generated in Facebook News feed and stream of recent updates from users’ network.



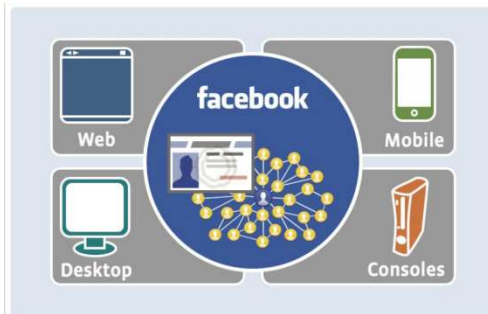
# Facebook Insights



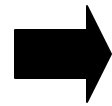
Sources: Facebook.com Insights Example



# Facebook Connect



2009



## Open Graph API Interaction

April 21, 2010

- Allow any page on web to have features of a Facebook Fan Page.
- Leverage Facebook Widgets, like Fan Box, and any API.

*Image Source: Facebook*



# Case Study: *Docs.com*

**Docs** BETA | Microsoft FUSE Labs | Home | My Docs | Friends' Docs | Add a Doc | Office | Sign In

## Docs can be friendly too.

Now you can discover, create, and share Microsoft Office documents with your Facebook friends. Built using Microsoft Office 2010 – Docs for Facebook lets you work from just about anywhere with the familiar Office experience.

[All about Docs](#) | [More about Office](#)

Some docs you might find interesting:

- Getting Started with Docs**  
by Pat Kinsel
- Introducing Docs for Facebook**  
by Lili Cheng
- Docs Overview**  
by Pat Kinsel
- About FUSE Labs**  
by Lili Cheng
- In Pursuit of Social Productivity**  
by Ray Ozzie
- Docs Team**  
by Matt Augustine

### Sign up

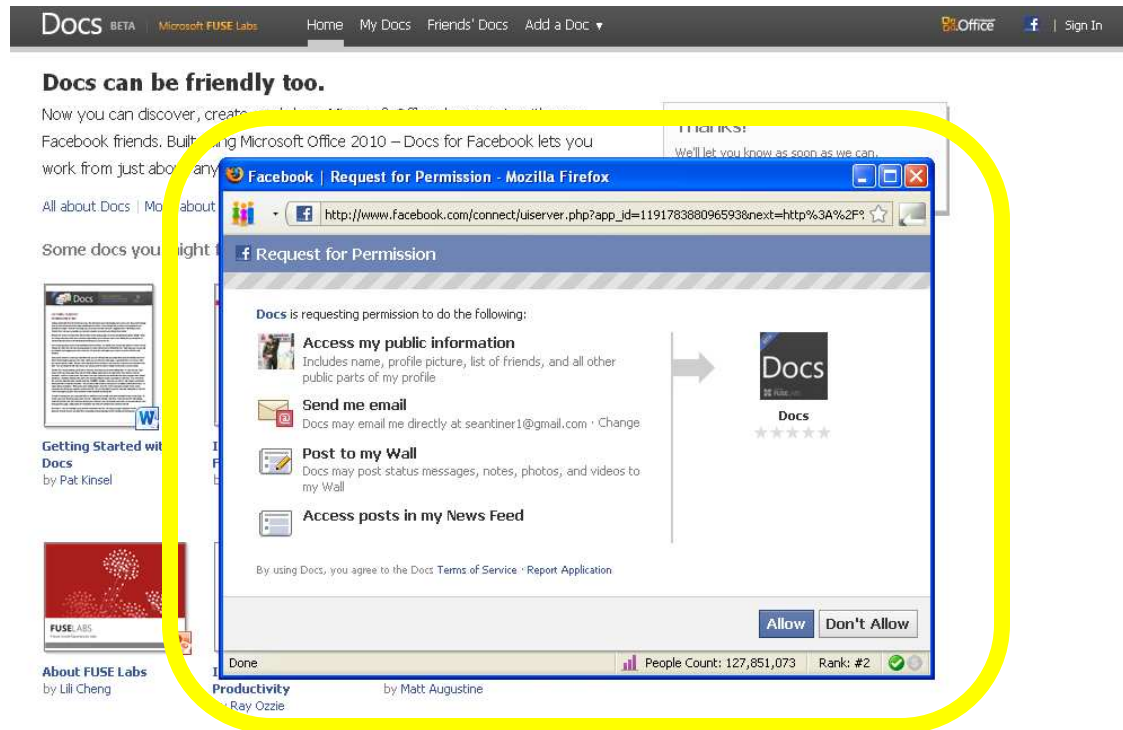
While Docs is in Beta, we're gradually allowing people to create and upload their own documents. Join our wait list and we'll notify you when these features become available to you.

[Sign me up!](#)

Source: *Docs.com*



# Case Study: *Docs.com*



Source: *Docs.com*



# Case Study: *Docs.com*

The screenshot displays a web browser window showing a Microsoft Word Web App. The browser's address bar shows 'Microsoft Word Web App' and the page number 'Page 1 of 1'. The document content includes the FUSE LABS logo, a red horizontal bar, and the title 'INTRODUCING DOCS... for FACEBOOK' by Lili Cheng, dated April 21, 2010. The text describes the launch of a new beta Facebook app called 'Docs' from FUSE Labs, built on Microsoft Office 2010, which allows users to create and share Microsoft Office documents directly with their Facebook friends. The text also mentions the FUSE team's mission to explore 'Future Social Experiences' and the fact that they've adapted Office 2010 'Web Apps' technology to work within the Facebook app. The document concludes with a statement about the exploration exposing another facet of Ray Ozzie's vision of social productivity.

Docs BETA | Microsoft FUSE Labs | Home | My Docs | Friends' Docs | Add a Doc

Office | Sean Tiner | Sign Out

Download | Microsoft Word Web App | Page 1 of 1

File | Open in Word | Find | 100%

Improve Your Experience | Documents load faster and text looks clearer when Silverlight is installed. [Install Microsoft Silverlight](#)

Microsoft FUSE LABS

## INTRODUCING DOCS... for FACEBOOK

LILI CHENG | APRIL 21, 2010

I'm so excited to announce today the launch of a new beta Facebook app from [FUSE Labs](#) called "Docs", also available at our [docs.com](#) website. Built on Microsoft Office 2010, the Docs app enables Facebook users for the first time to create and share Microsoft Office documents directly with their Facebook friends, using the Office tools they already know.

It's been quite a sprint for the FUSE team to deliver this beta - from concept to its initial implementation in less than four months. The FUSE Labs mission is to explore a range of "Future Social Experiences". In this exploration it's our belief that we may increase the value of Office 'docs' by giving everyone the ability to seamlessly take their friends and connections with them from Facebook to docs.com.

The fact that we've been able to adapt the Office 2010 "Web Apps" technology to work directly within our Facebook app truly speaks to the flexibility and power not just of the Facebook platform, but also of the Office system's rich "contextual collaboration" capabilities. And we'd never have been able to achieve our critical 'simplicity' goals had it not been for our ability to use a new test feature from Facebook that allows us to build an instantly personalized and seamless document authorization & sharing experience directly from our site.

This exploration exposes yet another facet of Ray Ozzie's broad and long-held vision of social productivity.

Introducing Docs. for Facebook  
by Lili Cheng

WALL

Post

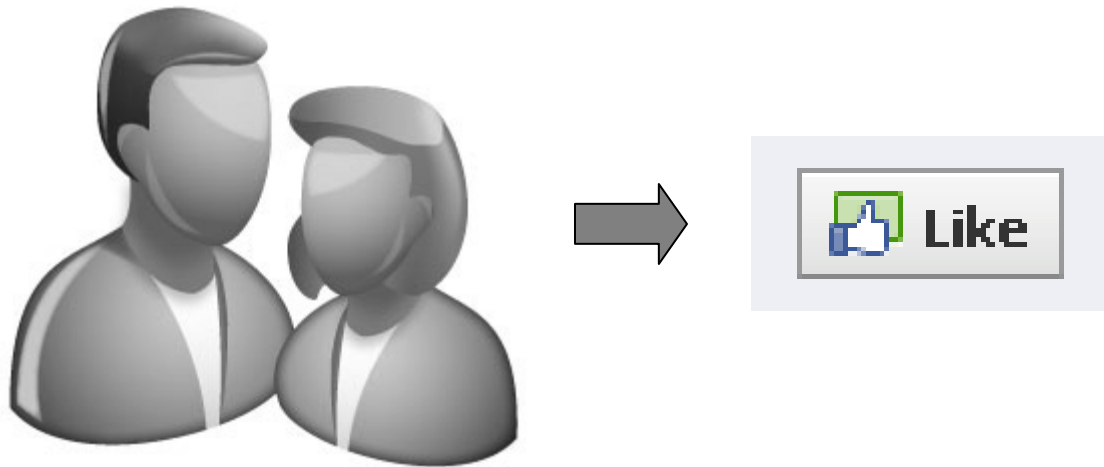
Lili Cheng has shared a document.  
1 hour ago

Lili Cheng added the doc.  
21 hours ago

Source: *Docs.com*



# From “Fan” to “Like”



# Case Study: *IMDb.com*

The screenshot displays the IMDb.com interface for the movie "It's a Wonderful Life" (1946). The page is structured as follows:

- Header:** IMDb logo, search bar (All), and navigation links (Register | Login | Help).
- Navigation:** Movies, TV, News, Videos, Community, IMDbPro.
- Movie Title:** "It's a Wonderful Life (1946) More at IMDbPro »"
- Photos:** A gallery of stills from the movie.
- Videos:** A gallery of trailers and clips.
- Overview:** A central section containing:
  - User Rating:** 8.7/10 (97,510 votes), Top 250: #29.
  - MOVIEmeter:** No change in popularity this week.
  - Director:** Frank Capra.
  - Writers:** Frances Goodrich (screenplay) and Albert Hackett (screenplay).
  - Contact:** View company contact information.
  - Release Date:** 7 January 1947 (USA).
  - Genre:** Drama | Fantasy | Romance.
  - Tagline:** They're making memories tonight!
  - Plot:** An angel helps a compassionate but despairingly frustrated businessman by showing what life would have been like if he never existed.
  - Plot Keywords:** Spoiler alert! Rollover or vote to view plot keyword.
  - Awards:** Nominated for 5 Oscars. Another 4 wins.
  - NewsDesk:** Gurinder Chadha working on historical epic; 10 movie politicians who would be even worse than the real-life candidates.
- Left Sidebar:** "Watch It" section with links to Amazon, Blockbuster, and other services; "Quicklinks" and "Top Links" sections.
- Right Sidebar:** "Share this page" section (highlighted in yellow) with social media icons and a "Like" button; an advertisement for "YOU DON'T KNOW JACK" featuring Al Pacino; and a "CLASSIC FILM FESTIVAL" banner.

Source: *IMDb.com*



# Social Media



- Facebook
- **Twitter**
- Social Search
- Custom Social Networks



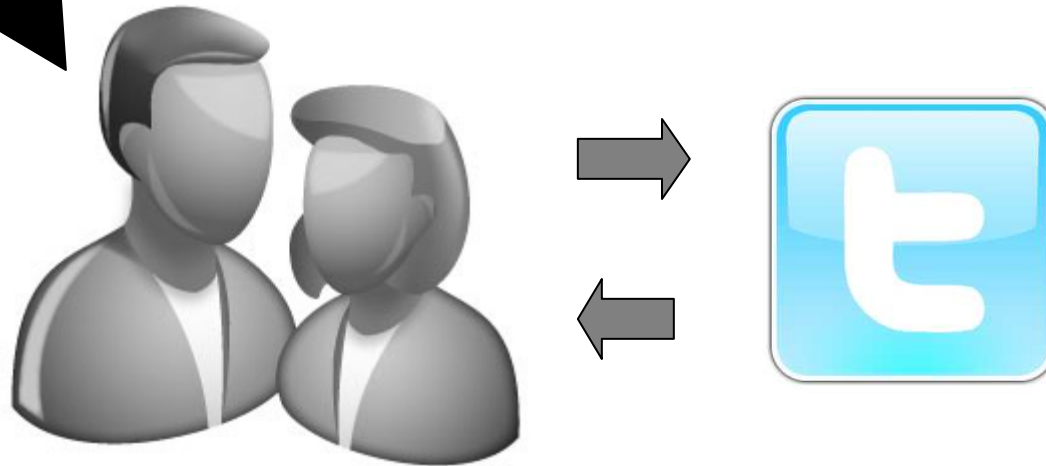
# Twitter



- Launched 2006
- Micro Blogging Site
- **Over 23 Million Monthly Unique Visitors**
- Sustainable Traffic from 2009 to 2010



Start a  
Conversation!

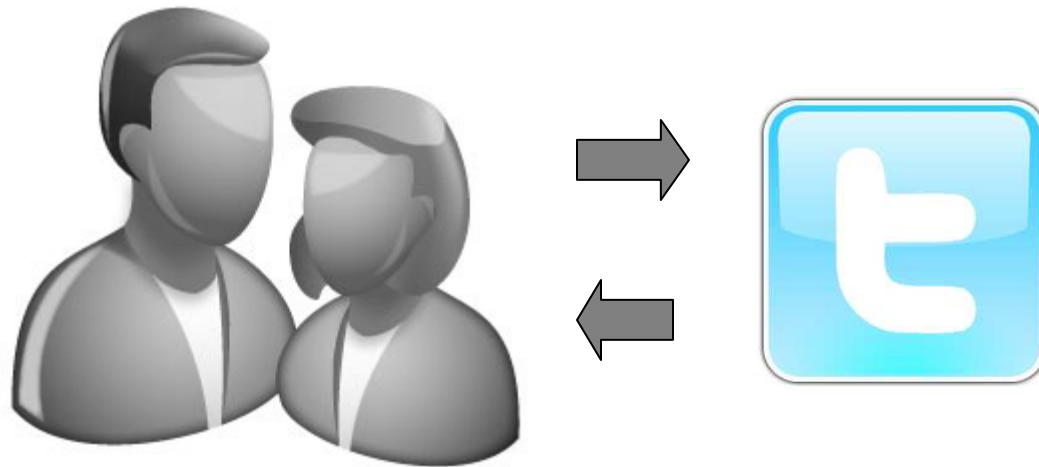


## Conversation Starters

- Fact of the Day
- Ask a question
- Randomly Reward a Follower
- One Day Promotion



# How are you represented?



**Quality → Consistency → Integration**



#AmericaWants Susan G. Komen for the Cure to get a full-page ad in USA TODAY. RT to support @komenfortheCure  
12:49 PM Apr 13th via web

Twitter.com/komenfortheCure



Mystery Box Friday. You want it? Tweet us a photo of you in some Hurley gear. Best photo by 5pm pst wins!  
3:16 PM Apr 16th via Twitterrific

Twitter.com/HurleyClothing



Leverage, my beloved, Motion Charts in Google Analytics 2 increase sales & revenue: <http://zqi.me/aUtj2y> Includes video!  
11:13 AM Apr 9th via LaterBro.com

Twitter.com/avinashkaushik



# Create a Hashtag (#)



+ # (hashtag)

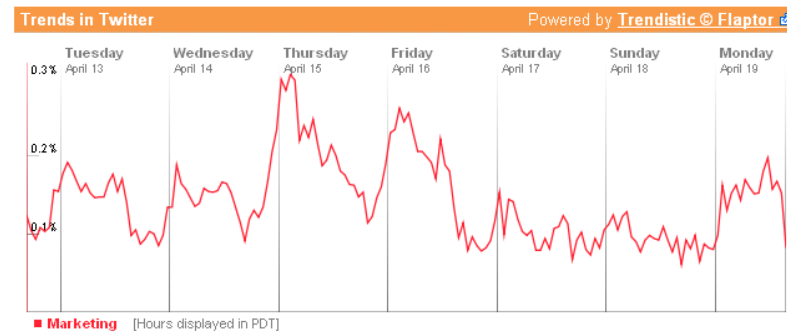


## Benefits

- Easily Identify Content
- Analyze Trends
- Identify New Followers

## #hashtags

Tweets matching the term: #marketing



Are you in tune with the new changes that #Facebook will be rolling out soon & how it will affect your #marketing #campaigns? #socialmedia  
@SYNERGYENT Mon, 19 Apr 2010 22:16:57 +0000 [Permalink](#)

<http://5ver.net/7bes> Copywriting Project - Copywriting Video Course, Earn \$70/sale, Marketing & Ads #Marketing #Ads <http://bit.ly/A6cCl>  
@BestOnYourWeb2 Mon, 19 Apr 2010 22:16:29 +0000 [Permalink](#)

HOW TO Reignite Your #Business Network Online <http://bit.ly/aUoDem> #wc #veg #marketing #video #calgary #entrepreneur RT @mashable  
@LisaOstrikoff Mon, 19 Apr 2010 22:15:23 +0000 [Permalink](#)

HOW TO Reignite Your #Business Network Online <http://bit.ly/aUoDem> #wc #veg #marketing #video #calgary #entrepreneur RT @mashable  
@BizBOXTV Mon, 19 Apr 2010 22:15:23 +0000 [Permalink](#)

What To Blog About? #SEO #seo #marketing #blogging <http://bit.ly/ccj7Gk>  
@bvsmarcodeo Mon, 19 Apr 2010 22:15:17 +0000 [Permalink](#)

What To Blog About? #SEO #seo #marketing #blogging <http://bit.ly/ccj7Gk>  
@dvegoramos Mon, 19 Apr 2010 22:15:16 +0000 [Permalink](#)

Hashtags.org Sample Search "Marketing"



# Analyze Sentiment



Twitrratr.com Sample Search "Servant Leadership"

- Twitrratr.com allows users to search public sentiment on Twitter.



# Return on Listening.

@SamTelfer Possibly, please email me the details, model/serial #s & Ur contact info. help@hp.com. I'll take a look at the file.

9:26 AM Apr 20th via TweetDeck in reply to SamTelfer



HPSupport

Hewlett-Packard Infused Social Listening in Customer Service

- Saved \$10 million in call center costs\*

OPEN CHALLENGES		
Show Newest Challenges		View all Challenges >>
 Mechanisms of Action of Preservative Boosters in Bacteria	\$20,000 USD	84 active solvers
 Image-File Manipulation & Reformatting Software	\$50,000 USD	545 active solvers
 On line Inspection Method for Pouch Sealing Integrity	\$15,000 USD	239 active solvers



P&G

Procter and Gamble reports that nearly 1/2 of its innovation comes from outside the company through social engagement.

Source: *Imediaconnection.com, 2010*



# Helpful Twitter Tools

- FutureTweets.com
  - Schedule Upcoming Tweets
- Bit.ly
  - Track URL Clickthroughs
- TwtPoll.com
  - Create Polls & Learn Needs



# Social Media



- Facebook
- Twitter
- **Social Search**
- Custom Social Networks



# Is it a search engine?

Google™

[Advanced Search](#)  
[Language Tools](#)

Google Search I'm Feeling Lucky

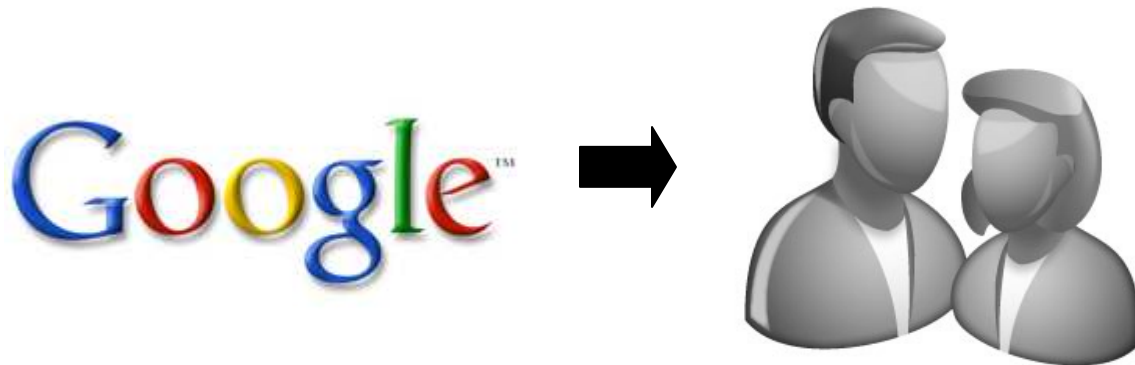
[Advertising Programs](#) - [Business Solutions](#) - [About Google](#)

©2010 - [Privacy](#)



# Google's Social Search

Google's New Experiment Search Feature That Displays Real-time Social Media Updates From A Search Query.



# Google Buzz

Launched 2010



## Share publicly or privately

Publish your ideas to the world or just to your closest friends.



## Inbox integration

Comments get sent right to your inbox so it's easy to keep the conversation going.



## Photo friendly

See thumbnails with each post, and browse full-screen photos from popular sites.



## Connect sites you already use

Import your stuff from Twitter, Picasa, Flickr, and Google Reader.



## See updates in real time

New posts and comments pop in as they happen. No refresh required.



## Just the good stuff

Google Buzz recommends interesting posts and weeds out ones you're likely to skip.



Image Sources: Google.com



# Case Study: Mashable.com

The screenshot displays the Mashable.com website interface. At the top, there is a navigation bar with links for 'Top Topics', 'Advertise', 'Network', 'Partners', 'About Us', 'Submit a Tip', and 'Contact Us'. A prominent red banner advertises 'THIS IS IT! OUR BEST DEAL ONLINE ONLY' with the Verizon logo and a 'Get FiOS' button. Below the banner is a secondary navigation bar with categories like 'Home', 'Social Media', 'Tech', 'Mobile', 'Web Video', 'Entertainment', 'Business', 'Apple', 'Buzz', 'iPad', and 'Jobs'. A search bar for 'Google Custom Search' is also present. A third navigation bar lists 'Social Media News', 'Twitter', 'Facebook', 'Foursquare', 'YouTube', 'MySpace', 'Google', 'Microsoft', and 'Humor & Culture'. A 'socialtalk.com' banner promotes social media management services. The main content area features a tweet from Scott Belsky, dated 'About 5 hours ago', with 23 replies. The tweet text reads: 'Scott Belsky studies exceptionally productive people and teams in the creative world. He is the Founder and CEO of Behance, oversees The 99% think tank, and is the author of Making Ideas Happen: Overcoming The Obstacles Between Vision & Reality (Portfolio, April 2010). Those of us who are social media-savvy suffer from a burgeoning problem that comes from not acknowledging and never... Every single minute... messages, Twitter messages, Facebook posts... and the list goes on. The proliferation of mobile devices only increases the flow. What do you do with this deluge? You simply try to stay afloat. You peck away at the latest communications at the top of your many inboxes. And since the flow of information never ends, you risk slipping into a life of...'. To the left of the tweet, there are statistics: '1284 tweets', 'retweet', and '549'. Below these are social sharing buttons for 'Share', 'Buzz', 'email', and 'share'. A yellow box highlights the 'Share' button, which shows a '32' in a red circle. To the right of the tweet, there is a 'Mashable is an online guide to social media.' section with a '+1' button and a 'Join the 2.4 Million people following Mashable' section. Below this are icons for 'Buzz', 'Twitter', 'Facebook', 'RSS', and 'Email'. A yellow box highlights the 'Buzz' icon. A black arrow points from the 'Share' button to the 'Buzz' icon. A black box with white text 'Visit Mashable's Google Buzz Profile' is positioned above the arrow. Another black box with white text 'Share Article with Friends' is positioned below the arrow. In the bottom right corner, there is a green box with white text: 'SEO Online Branding Media Planner SEM Social Media Web Analytics'. A red circular logo with a white 't' is in the bottom right corner.

# Mashable's Google Buzz Profile



## Mashable -

Pete Cashmore and the Mashable Team

[About me](#)

**Buzz**



**Mashable** -- Buzz - Public

Some interesting stats here. Do the numbers surprise you?

3:24 pm ▼

### Social Media Use on the Rise in TV Newsrooms [STATS]

A new study of television, radio and online media by RTDNA and Hofstra University shows that use of social media in TV newsrooms is on the rise.



2 people liked this - [Show](#)

[Comment](#)

[Like](#)



**Mashable** -- Buzz - Public

Well done, Google:

3:20 pm ▼

### Google's \$26.5 Billion Treasure Chest

Google had good news to report to shareholders during today's Q1 earnings announcement.



Mashable has 25769 followers

Mashable is following 8

[Follow Mashable](#)

or [Block Mashable](#)?

[Google Buzz Makes Gmail Social](#)

[HOW TO: Share Mashable Stories on Google Buzz](#)

[What Google Buzz Means for Mobile](#)

[Google Buzz: What It Means for Twitter and Facebook](#)

[The Location Implications of Google Buzz](#)

[Google Buzz: Will You Use It? \[POLL\]](#)

[Google Maps for Android Get Google Buzz](#)

[Google Buzz: Competitors and Experts React](#)

[Google Buzz: The Official Demo \[VIDEO\]](#)

[Mashable](#)

[Follow Me on Twitter](#)

[Follow Me on Facebook](#)

[Get the Mashable Daily Newsletter](#)

[Follow Mashable via RSS](#)

[Mashable YouTube Channel](#)

[Google Reader](#)

**My places**



Google.com/profiles/mashable



# Social Media



- Facebook
- Twitter
- Social Search
- Custom Social Networks



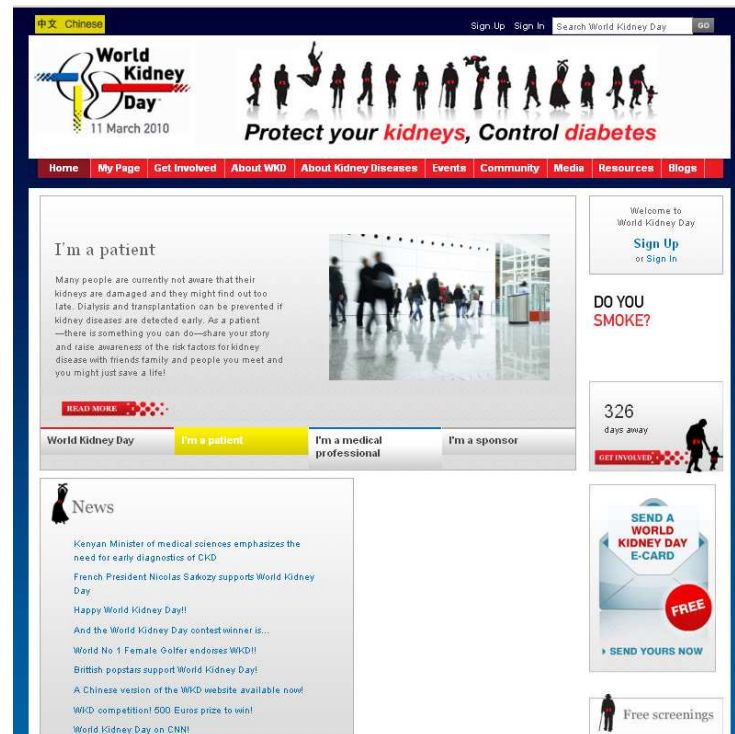
# Custom Social Networks

Ning<sup>TM</sup>

- Launched 2005
- Free & Paid Versions
- 5.7 Million Unique Visitors per Month\*

Source: Compete.com, 2010 

# Case Study: *World Kidney Day*



Worldkidneyday.org

- **Increased Awareness**
  - Shared Event Locations on Google Map
  - Included 12-Question Quiz

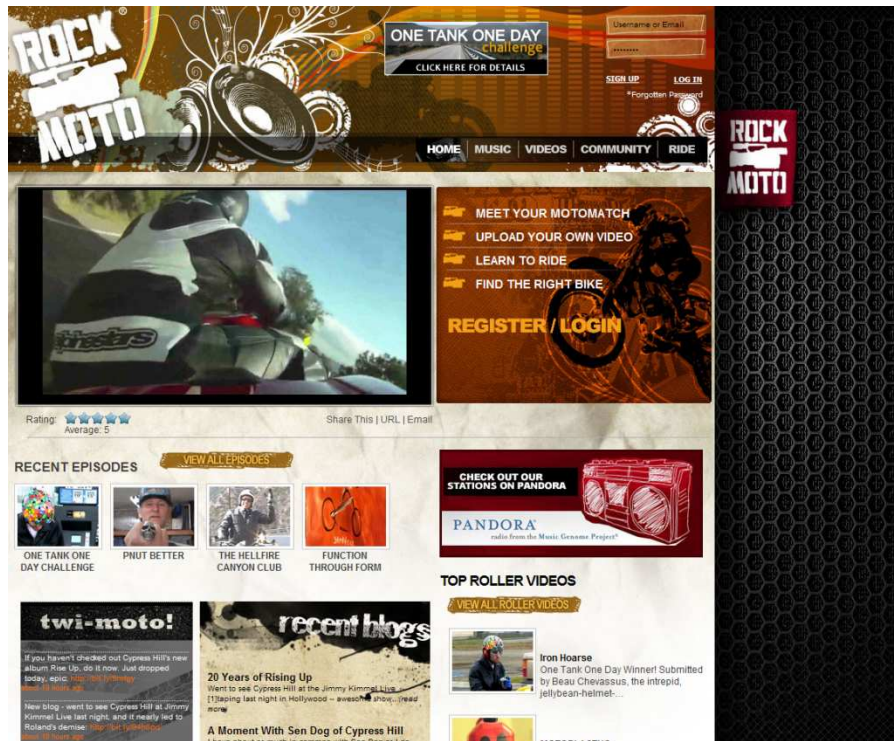


# Why Create a Private Network?

- Manage Content
- Share Videos and Pictures From Events
- Control Privacy Settings
- Moderate Discussions
- Connect Small Groups



# Case Study: *RockMoto*



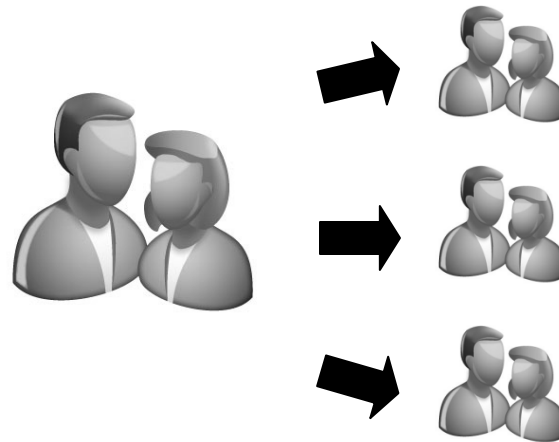
Rockmoto.com

- **Music. Videos. Cool.**

- Celebrity Riders, Pandora Music Integration
- Upload Your Own “Roller” Video
- Cool Community of Rider Connections



# How to **Grow** Your Private Network?



- Encourage Member Promotion
- Share Content on RSS Feeds
- Connect With Bloggers
- Maximize Offline Efforts



# Integrate!



# Be Remarkable!



Create a **Noteworthy** Presence!

# Takeaways

- Focus on **Quality, Consistency & Integration**
- Motivate and Inspire Enthusiasts
- Niche Works!
- Get Help With Strategy and Implementation





LA Office: 949-442-8900

DC Office: 703-548-8900

[www.trinetsolutions.com](http://www.trinetsolutions.com)

## Who Is Trinet?

- We're one of the largest web firms in the nation, with over 50 employees.

Over 14 years of experience working with America's most successful organizations.

- WE'RE AWARD WINNING!



**Inc.**  
**5000**



**Mobile – Applications – Websites - Strategy**