Social Media Marketing: From Strategy to Execution

Mohanbir Sawhney
McCormick Tribune Professor of Technology
Kellogg School of Management
mohans@kellogg.northwestern.edu
May 2010
Questions I will consider

- What’s happening in the social media universe?
- How can we embed social media into B2B marketing?
- How can we use social media to
  - Improve inbound and outbound marketing
  - Launch a new product
  - Build brands and customer relationships
- How do we find the best social media tools for our needs?
- How can we measure the ROI/impact of social media?
Agenda

- Social media trends
- Three ways to think about social media in marketing
- Using social media to improve marketing processes
- Using social media to generate leads
- Using social media to launch a product
- Using social media to build brands
- Measuring the impact of social media
Defining Social Media

“Social Media is digital content created, shared and/or organized by consumers to inform, entertain and connect with the goal of enhancing their social capital”
Social Media: A Transformation

- A movement
- Driven by consumers
  - Network
  - Content
  - Knowledge
- That affects everything
  - Work
  - Friendships
  - Learning
  - Entertainment
  - Shopping
  - Politics
Social media access points

- Blogs
- Forums
- Wikis
- Podcasts
- Video
- Photo Sharing
- Micro-blogs
- Video Sharing
The landscape of social media

Type of Social Media distribution

- Blog / Blogging, 250, 27%
- Social networks, 245, 25%
- Microblogging / Microsharing, 154, 16%
- Online video, 84, 9%
- Widgets, 48, 5%
- Other categories (e.g., Content aggregation, Outreach programs, etc.)
Motivations for using social media:
Knowledge. Connection. Entertainment

- Research / find products to buy (60% very important)
- Research how to do things (40% very important)
- Stay up to date on news / events (40% very important)
- Stay in touch with friends (40% very important)
- Research for work (30% very important)
- Entertainment (30% very important)
- Education (20% very important)
- To get inspired / get ideas (20% very important)
- Keep my friends up to date with my life (20% very important)
- Fill up spare time (10% very important)

Source: Global Web Index, Pilot survey. UK data. June 2009

globalwebindex.net
Social media spending is still small

- Summary from a survey of 100 B2B marketers published by Circle Research 9/17/2009:
  - 39% of B2B budgets are now allocated to new media
    - 15% to web development
    - 12% to email
    - 10% to online ads
    - 2% to social media
  - 70% of B2B marketers plan to increase spend on social media in the next 12 months…but 57% feel they don’t know enough about this area.
Agenda

- Social media trends
- Three ways to think about social media in marketing
  - Using social media to improve marketing processes
  - Using social media to generate leads
  - Using social media to launch a product
  - Using social media to build brands
- Measuring the impact of social media
Social media in marketing: Three views

- **The marketing process view**: How social media can be used to engage customers with end-to-end marketing processes from inbound product development to outbound product marketing and customer support.

- **The marketing goals view**: How social media can be used to support different marketing goals – from short-term demand generation to longer-term perception changing, relationship building and thought leadership.

- **The customer journey view**: How social media tools can help move prospective customers along their decision journey and the tools that work best at different stages of the purchase/decision funnel.
1. Social media and Marketing Processes

- Collaborative Ideation
- Collaborative Development
- Collaborative Support
- Collaborative Advertising
- Collaborative Testing
- Collaborative Selling

Customer Communities
2. Social media and Marketing Goals

H1: Generating Demand

H2: Changing Perceptions

H3: Driving Thought Leadership
3. Social media and the Customer Journey

- Awareness
- Interest
- Consideration
- Purchase
- Advocacy
Navigating the social media maze: From channel-centric to goal-centric
Goal-centric approach

• What business goals do we want to achieve?
• What audiences do we want to reach?
• What do we want to say or do with these audiences?
• What social media tools are best to achieve these goals?
• How should we use these tools to achieve our goals?
• What metrics will we use to evaluate goal accomplishment?
Agenda

- Social media trends
- Three ways to think about social media in marketing
- Using social media to improve marketing processes
- Using social media to generate leads
- Using social media to launch a product
- Using social media to build brands
- Measuring the impact of social media
Collaborative Ideation: Dell

IdeaStorm

Community Home

IdeaStorm Categories

- All
- Product Ideas
  - Accessories (Keyboards, etc.)
  - Adamo
  - Alienware
  - Broadband and Mobility
  - Desktops
  - Desktops and Laptops
  - Dimension
  - Inspiron
  - Laptop Power
  - Laptops
  - Latitude
  - Linux
  - Monitors and Displays
  - Netbooks
  - New Product Ideas
  - Operating Systems
  - OptiPlex
  - Precision Workstations
  - Printers and Ink
  - Servers and Storage
  - Software
  - Studio

IDEASTORM
WHERE YOUR IDEAS REIGN

116310
Pre-Installed OpenOffice | alternative to MS Works & MS Office
By chart, Feb 17, 2007

Provide OpenOffice.org for free pre-installation alongside Microsoft Works and Microsoft Office. OpenOffice.org is more capable than Microsoft Works, and a serious competitor to Microsoft Office, at a fraction of the cost (it's free).

OpenOffice.org can open, create, edit and save Microsoft Word, Excel and PowerPoint files.

Provide as OPTIONS for pre-installation many other high-quality free software programs such as:

- Firefox: web browser with pop-up and privacy controls; say goodbye to Internet Explorer infections!
- Thunderbird: email program with free anti-spam and privacy controls
- Pidgin: instant messaging all-in-one program for pop-up-free MSN, Yahoo, AOL and others
  (GAIM was renamed Pidgin in April 2007 to settle the issue with AOL's trademark on AIM)
- PDFCreator: creates Adobe PDF files from any program

General Stats

The Dell Community has:
- Contributed 12,920 ideas
- Promoted 597,923 times
- Posted 87,706 comments

Dell has:
- Implemented 388 ideas
Collaborative design: Swarovski

- Swarovski called on designers to submit their designs for a new watch collection called Elements.
- The contest attracted 1,650 participants from 48 different countries. A total of 2,043 designs, including 747 freely created designs and 1,296 configured designs were submitted.
- 18% of the participants were professional designers, 21% design students and 25% hobby designers.
- An expert jury evaluated the designs and selected the final winners from a shortlist of 30 entries. The evaluations were based on:
  - Creativity in design and source of inspiration
  - Uniqueness of the idea and technical innovation
  - Feasibility of producing a prototype and/or a commercially viable model
  - Use of gemstones and created stones
Winning designs in Swarovski Elements watch design contest
Swarovski Jewelry design contest
Collaborative Design: USG

Logix Basic:

Select a channel panel and suspension system from the options below:

- Halcyon ClimaPlus
- Panz

Panz Perforation options:
- No Perforation
- C116
- C116D

Module:
- Size: 4’-8” x 4’-0”

Field Panel:
- Size: 24” x 48” x 1”
- Product: Halcyon ClimaPlus

Channel Panel:
- Panz
- Perforation: None

Suspension System:
- Donn DX/DXL Intermediate
- Square (SQ) Edge
- Standard Wall Molding

Select a grid profile:
- Donn DX/DXL Square (SQ) Edge
- Donn DX/DXL Ravel (SL) Edge
- Donn DXT Fineline (FL) Edge
- Donn DXF Fineline (FL) Edge

Select a structural classification:
- Intermediate
- Heavy

Select a wall molding type:
- Standard Wall Molding
- Shadow Wall Molding
On the Show Floor

With a footprint of over 37,000 square feet, this year’s GE Healthcare RSNA exhibit is our biggest and best ever. Roll over an orange "+" to identify individual areas.

Blog From the Show Floor 11/27/07

It’s always a great mix of people here at RSNA - young and old, med students and multi-year veterans of the show. A 25-year member of RSNA spoke about the changes in Radiology he’s seen. In the Technology Pavilion, a group of high school students had the pleasure of getting a taste of the inside scoop on our Global...
Collaborative support: Cisco

Cisco creates a “currency” for expertise by rating experts and creating a leaderboard that shows which experts have been the most helpful and the most active.
Agenda

• Social media trends
• Three ways to think about social media in marketing
• Using social media to improve marketing processes
  • Using social media to generate leads
• Using social media to launch a product
• Using social media to build brands
• Measuring the impact of social media
### Mapping Media to the Customer Journey

#### Best Traditional MarComm Channels
- TV, Radio, OOH, Print, Sponsorship, Cinema
- Print, Campaign sites, DM, Retail support, Events, Demos, Newsletters, Sampling
- 3rd party advocacy, RM, Conventions, Partner/customer briefings, Retail support
- Retail support, Partner referral, Pre-installed OEM, Time-bombed upgrades
- Books, Retail support, Product support, training centers, demos, communities/newsgroups
- Newsletters, Software Assurance, Product registrations, Loyalty/Reward Programs

#### Customer Journey
- **Incubation**
  - Awareness
- **Active Shopping**
  - Consideration
- **Design/Develop**
  - Preference
- **Purchase**
  - Purchase/Fulfillment
- **Install**
  - Use
- **Post-Completion**
  - Advocacy

#### Best Digital MarComm Channels
- Static and Rich Media display, In-stream video and audio, evergreen sites, mobile video
- Search engine advertising, search engine optimization, blogs, social networks, review sites, mobile
- Customer toolkits, Demos, videos, landing sites, promotional emails, live events, podcasts
- Affiliate and partner sites, commerce site, location-based services
- Newsletters, how-to sites, communities, help sites
- Newsletters, reminder emails, communities
Using social media for lead generation: Telling for Selling

- Social media is about “telling” but lead generation is about “selling”. These seem to be in conflict.
- The way to use social media for selling is to think about “telling for selling”.
- The key insight – 95% of B2B customers you contact to sell are not yet ready to buy.
- So social media can be used to provide content to nurture leads and to help move customers along in their decision process.
Generating Leads through Social Media: Content is king!

- **Join the Community:** Become a valued member of your customer community and present some new insights.

- **Create Relevant Content:** Find out what’s interesting to your target audience by listening, asking questions and then creating relevant and valued content that provides information, solves a problem, offers advice, or helps people in some other way.

- **Promote your Content:** Blog regularly about topics that interest your audience with a clear call to action. Participate in communities – your own as well as third-party communities.
Using social media to generate leads: MetricStream’s ComplianceOnline.com

- MetricStream is a venture-funded regulatory compliance solutions provider operating in a highly competitive and fragmented marketplace with sales cycles of more than six months.
- The company created ComplianceOnline.com - an online portal built with the goal of creating and nurturing long-term leads in a non-invasive environment.
- ComplianceOnline.com was built to serve as a destination for content, training, and advisory services dedicated to regulatory compliance, IT governance, and corporate risk management.
- Some of the capabilities of this portal include:
  - Education and training for the compliance professionals
  - Forum for compliance experts to sell their services and products
  - Largest compliance-focused search engine on the Internet
  - Help community members educate each other
- **ComplianceOnline attracts more than 2 million visitors annually, has 500,000 registered members and generates about 30% of total sales leads.**
ComplianceOnline by MetricStream
Agenda

• Social media trends

• Three ways to think about social media in marketing

• Using social media to improve marketing processes

• Using social media to generate leads

• Using social media to launch a product

• Using social media to build brands

• Measuring the impact of social media
Launching versus Conversing: Towards “Always-On” Marketing
How Cisco Uses Social Media for Product Marketing

- VIRAL
- VIRTUAL
- VISUAL

- Pre-launch buzz videos
- Blogs
- www.cisco.com/go/edgeques

Source: Cisco Social Media Team
Launching the ASR 9000 Router using social media

- **Objective:**
  - Build pre-launch buzz; reactivate communities from ASR 1000

- **Tactics:**
  - Integrated social media plan featuring new Tech Edge Weekly mock blog

- **Best Practices**
  - Social Media Plan
  - Integrated Communication Plan for Twitter, Blogs, Facebook etc.
  - Monitoring and response process
Social media tactics for ASR 9000 launch

- 2 weeks pre-launch buzz building that included a teaser registration site as well as a video series that incorporated 8 top executives "assisting" a reporter attempting to "scoop" details of the launch (www.techedgeweekly.com).
- Full-scale launch/reveal on a highly stylized website (www.cisco.com/go/asr9000) - over 9,000 registrants from 130 countries
- Edge Quest II game designed to intrigue technical target (www.cisco.com/go/edgequest)
- Continued social outreach and engagement with various communities
- Valentine's Day viral video (www.techedgeweekly.com)
- Edge Quest II game tournament
Reinventing the press release: ASR 9000 Social Media Release

Social Media Release: Cisco ASR 9000 Series Router Launch

Headline: Cisco Delivers the Carrier Ethernet Foundation for the "Zettabyte Era" to Service Providers

Market Trends
- The "Cisco Visual Networking Index (VNI) Forecast and Methodology, 2007-2012" projects that Internet Protocol (IP) traffic will increase at a combined annual growth rate of 45 percent from 2007 to 2012, nearly doubling every two years. This will result in an annual bandwidth demand on the world's IP networks of approximately 522 exabytes, or more than half a zettabyte — equivalent to downloading 125 billion DVD movies per month.
- The Cisco Visual Networking Index report provides key findings on a variety of consumer and business Internet Protocol (IP) networking trends, driven largely by the increasing use of video and Web 2.0 social networking and business collaboration applications.

Today's News: Cisco ASR 9000 Series Routers
- The Cisco ASR 9000 Series Aggregation Services Router follows the introduction eight months ago of the Cisco ASR 1000 Series, the first Cisco aggregation services router.
- With the 8242-based Cisco CRS-1 Carrier Routing System (CRS) in the core and the Cisco ASR 9000 at the edge, Cisco offers the most comprehensive core and edge solution needed to meet customer speed and scaling needs in the "cellular era."
- Up to six times the scale of competitors, the Cisco ASR 9000 offers more capacity for the edge of the networks than competitors do for the core.
- Capacity to spare
  - Ability to deliver high definition streams to every household in Los Angeles (1.2 million homes) — simultaneously.
  - 400 gigabits capability that is able to sustain a flow of 20 Niagara Falls; passing through it every second or downloading a digital library of every book ever written in any language in a single hour.
- Power
  - Using only 40 percent the power that competing multi-platform solutions would need to deliver same capacity.
  - Delivering an estimated annual power savings of a single Cisco ASR 9000 compared to a competing product, could watch more than 32,000 hours of television.

Quotes
- "Earlier generations of edge routers were not designed to address the massive growth in IP video driving across mobile and wireless networks. Softbank Corporation is looking for innovative solutions that enable us to reduce costs, keep pace and converge our broadband, mobile and business networks onto common infrastructure," said Jun'ichiro Nakaiwa, executive vice president, director and CTO of SOFTBANK MOBILE, SOFTBANK BB, SOFTBANK TELECOM. "The Cisco ASR 9000 offers investment protection, massive bandwidth capacity and excellent sandstone capability in a highly reliable and efficient design that gives us the flexibility to build a truly leading IPv6 NGN network for our 4G mobile and video services."
Cisco Pitches $250,000 Router as Valentine’s Gift

By ASHLEE VANCE

In my experience, a discussion about large back-haul capacity stands as a surefire way to kill a romantic mood. And yet here’s Cisco Systems arguing that such talk will win over your loved one on Valentine’s Day.

The networking company has put up a comic Internet ad, championing the ASR 9000 router that it started selling last November. This is some serious metal with an average price around $250,000 and meant for large service providers sending out vast streams of data.
Campaign results

- Overall budget of campaign was 1/5 of comparable traditional launch campaign for CRS-1 router
- Virtual launch event for ASR 9000 attracted 7,000 people, as opposed to 200 people for CRS-1.
- ASR 9000 launch campaign has become the benchmark for all future launch campaigns for Cisco
Agenda

- Social media trends
- Three ways to think about social media in marketing
- Using social media to improve marketing processes
- Using social media to generate leads
- Using social media to launch a product
- Using social media to build brands
- Measuring the impact of social media
Engagement Marketing seeks to deepen the emotional connection between customers and brands by creating branded digital experiences and by relating the brand value proposition to their lives and their goals.

Key Ideas

- Changing behavior through active customer involvement
- Branding as storytelling
- Weaving brands into the “fabric of customers’ lives”
- Connecting with customer goals and activities
How brands can connect with the lives and goals of customers

- **Brands as Service Providers**
  - Nike Plus, Crest Dentalcare.com

- **Brands as Problem Solvers**
  - BeingGirl.com, Crayola Stain Removal Tips

- **Brands as Community Sponsors**
  - J&J BabyCenter, GSK Weight Loss Community for Alli

- **Brands as Connection Makers**
  - Red Bull, BK Subservient Chicken

- **Brands as Cause Supporters**
  - Dove, Patagonia

- **Brands as Creativity Curators**
  - MyStarbucksIdea. LEVI's 501 design contest
Dove creates a rich brand story: The “Campaign for Real Beauty”

Dove's global Campaign for Real Beauty aims to change the status quo and offer in its place a broader, healthier, more democratic view of beauty.

- Advertising
- Films
- Articles
- Discussion Forums
- Self-Esteem Fund
- Global academic research study
- Program for Aesthetics and Well-Being
- Self-esteem workshops
- Workshops and Guides
- Online Tools
TIBCO tells its SOA story to IT Pros and BDMs with “Greg the Architect” site

- TIBCO created several video episodes including "SOA This. SOA That."; "ROI of the Beholder"; "Focus Pocus"; and "Off the Grid".
- More than 95,000 views on YouTube.
- “Greg the Architect” is the first YouTube search result for "SOA"
- Increased subscription to SOANOW web site by 50%.
Using social media to build a brand:
DuPont Science Stories

- Tell compelling stories about DuPont science with video
- Pilot as proof-of-concept
- Run on eight blogs as ad unit so company voice is transparent
- Place videos on video distribution networks (YouTube, Google Video, Blip.tv)
- Collaborate with bloggers before release
- Unleash viral: Embedding code and send-to-friend on stories.dupont.com
- Adhere to Word of Mouth Marketing Association (WOMMA) Code of Ethics, womma.org/ethics
- Measure sentiment
The Stories

- Protecting the Protectors: Firefighters (Nomex®)
  - Mario Andretti and Indy 500
- Protecting the Protectors: Police Officers (Kevlar®)
  - Bullet test
- Shelter From the Storm (SentryGlas®)
  - Canon and 2X4
- Glass Houses (SentryGlas®)
- Car Artists (Hot Hues®)
Distribution

- General Interest Blogs
  - Boing Boing, Digg
- Science-centric Blogs
  - SEED Science Blogs, Science Blog and Kircher Society
- Targeted Content Blogs
  - Boompa, LeftLaneNews and Building Blog
- Video Distribution Networks
  - YouTube, Google Video, Blip.tv
Results - Web Stats

- Video consumption
  - 6,000 visits to stories.dupont.com
  - 8 minute average duration
  - 50,000 video streams
  - 6,000 views on YouTube, Google Video, Blip.tv

- Recognition
  - Best Science Video Recognition
  - Best Design Video Recognition
  - OMMA Finalist Best Campaign in Social Media
    - Vs Adidas and Frito Lay (Doritos)
Lots of free PR is a bonus

IBM, DuPont aim for cool crowd with video ads

By Elmar Milla
Staff Writer, CNET News.com
Published: May 15, 2007, 7:04 PM PDT

How Blog Advertising Helped Video Series Go Viral

How DuPont Bought Ad Space on Blogs to Help Make Video Series Go Viral

DuPont’s internet-video ads on blogs

Marketers turn to MySpace, YouTube and other social sites to build word-of-mouth.
Agenda

- Social media trends
- Three ways to think about social media in marketing
- Using social media to improve marketing processes
- Using social media to generate leads
- Using social media to launch a product
- Using social media to build brands
- Measuring the impact of social media
### Social media measurement: Deriving metrics from goals

<table>
<thead>
<tr>
<th>Business Goals</th>
<th>Marketing Objectives</th>
<th>Sample metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Deepen customer relationships</strong></td>
<td>Achieve critical mass of audience in social media</td>
<td># of advocated (Fans, followers, authors)</td>
</tr>
<tr>
<td></td>
<td></td>
<td># of comments posted</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Encourage ongoing interaction with the brand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comments/advocate advocate influence profile</td>
</tr>
<tr>
<td><strong>Learn from customers</strong></td>
<td>Uncover common themes in customer community interactions</td>
<td>Rank of topics discussed</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Positive versus negative sentiment</td>
</tr>
<tr>
<td><strong>Drive purchase intent</strong></td>
<td>Increase engagement with web site content</td>
<td>Leads to partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Retail locater results activity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Downloads – brochures, white papers</td>
</tr>
</tbody>
</table>
Pillars of social media measurement

- **Reach.** What is the volume of brand/product mentions across the social Web? How many authors are generating these mentions? Where are these mentions occurring (e.g., Twitter, social networks, blogs, discussion forums)? What's the social influence profile of the authors talking about the brand (high, medium, or low), and how does this author composition change over time as the brand discovers and cultivates social relationships with influencers?

- **Discussions.** Which topics or themes do discussions focus on? How does this focus compare with what the brand wants consumers to talk about? What's the composition of mentions: positive or negative? Are there differential words of prominence used in positive mentions versus negative mentions? How does net sentiment change over time as a gauge of brand health?

- **Outcomes.** What is the level of site engagement resulting from social Web efforts? Which referral sources drive purchase intent: blogs, Facebook, Twitter, direct, SEO, e-mail, OLA, or SEM?
Taxonomy of measurement tools
Putting it together: Towards a Social Media Monitoring Dashboard
People
Assess your customers’ social activities

Objectives
Decide what business goals you want to accomplish

Strategy
Plan for how you will connect and what you will say

Tools
Decide which social tools and tactics to use and how to measure their impact

Summary of social media strategy