

SOCIAL MEDIA IN MARKETING AND CORPORATE COMMUNICATIONS

Warsaw, 24.05.2011



What is Social Media?



Be where your audience is.
Don't tell them where they should be
(they won't listen).

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

“If information is important enough, it will find me.”

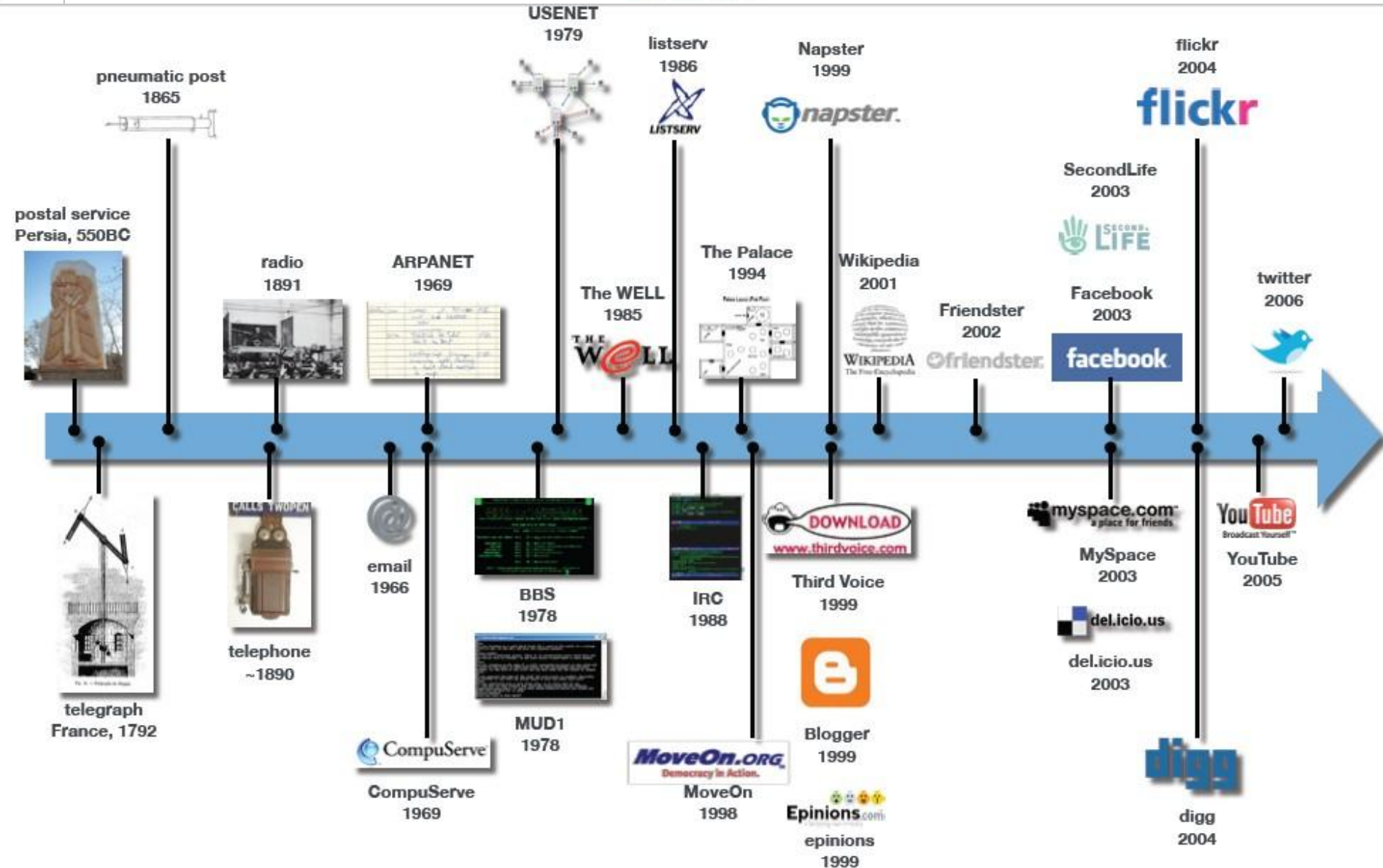


Social Media: Technologies that support conversations.



CISZEWSKI

INTERNET





The pros and cons of Social Media engagement

If your product is bad,
social media won't help.



... but if you have problems with **customer service**, social media could help.

facebook Szukaj Stron

Tanie Loty

Tablica Informacje Dyskusje Sejf Wyszukiwarka

Napisz coś...

Podziel się

Tanie Loty i inni **Tanie Loty** Tylko inni

Nasi eksperci:

Joanna Cosel

Anna Pustizzi

Dodaj do ulubionych na mojej stronie

Zaproponuj znajomym

Subskrybuj powiadomienia od: Tanie Loty

<http://www.Tanie-Loty.com.pl>

Infolinia/Rezerwacja:
801 000 687 (0,37 zł/min)
+48 61 8420 048

Tanie Loty <http://www.tanie-loty.com.pl/weekend-w-madrycie-madryt-na-weekend.html> Już 1 listopada Ryanair zainauguruje loty z Krakowa do Madrytu. Połączenie będzie odbywać się w poniedziałki, środy i piątki - idealnie by wybrać się na przedłożony weekend do stolicy Hiszpanii. Warto jeszcze przed wyjazdem zastanowić się, co chcemy...

Zobacz więcej

Weekend w Madrycie, Madryt na weekend
www.tanie-loty.com.pl
Madryt to zderzenie nowoczesności i dynamicznego rozwoju z dworską tradycją i zachwycającą architekturą sprzed wieków. Warto również zaznaczyć, że Madryt jest jednym z najważniejszych na świecie centrów kulturalnych, a liczne tutejsze muzea to prawdziwe skarbnice sztuki o zasobach tak wspaniałych, że...

7 godz. temu · Dodaj komentarz · Lubię to! · Udostępnij · Zgłoś

24 osób lubi to.

Zobacz wszystkie komentarze: 11

Sylvia Pietnik por fin! :)
około godziny temu · Lubię to! · Oflaguj

Karol Choliński w Madrycie polecam mało znane, a warte odwiedzenia Museo Naval. prezentowane są w nim modele okrętów od XIV w., elementy wyposażenia, mundury, broń, obrazy o tematyce marinistycznej i wiele innych atrakcji. więcej informacji tutaj:
<http://www.armada.mde.es/ArmadaPortal/ShowPropertyServlet?>

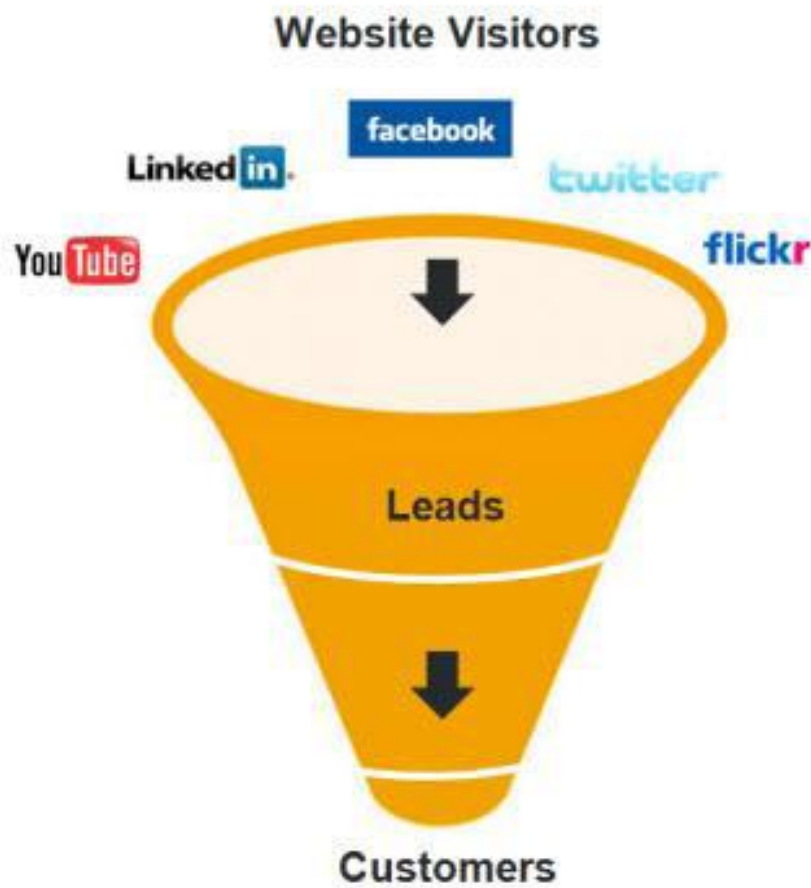
... if you have problems with **customer loyalty**,



... if you need **„word of mouth“**, social media could help.



...if you have problems with **reaching the audience**, social media could help.



...if your company tries to hide something, social media can definitely harm!



What does it mean?

Advantages of social media

- Direct communication (almost)
- Easy reach to narrow, specific target groups
- Instant feedback → dialogue
- Observation of spontaneous customer feedback

What does it mean?

Challenges of Social Media

- Increased transparency
- End of one-way communication
- Lack of „control”
- Direct communication with people with high communication skills
- Communication in environments with different rules and different dynamics

The most important Social Media in Poland



Inside social networks (Poland) - today – May 2011


LinkedIn


Users: approx. 500 000


facebook


 Users: 6,1 mln
 40+ population:
 1,0 mln
 

nasza-klasa.pl
 PORTAL DLA LUDZI Z KLASĄ


 Users: 15 mln
 Real Users: 11 mln
 

GoldenLine
Users: 910.000
 


blip

 Users: 90 000
 RU: 335.000/mc
 (megapanel)
 

twitter

 Users: ok. 150.000
 RU: 295.000/mc
 (megapanel)
 

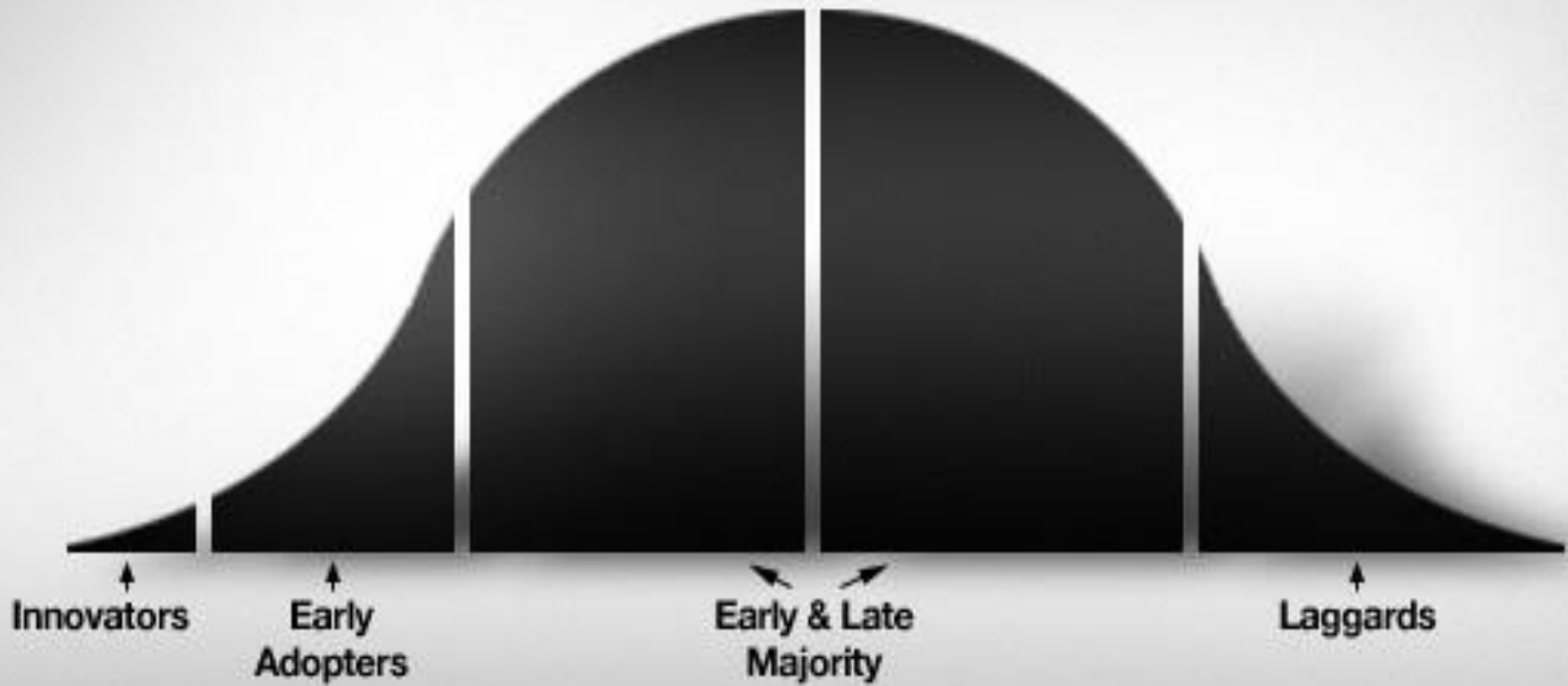
wykop

 Users: 125.000
 UU: 2.500.000/mc
 

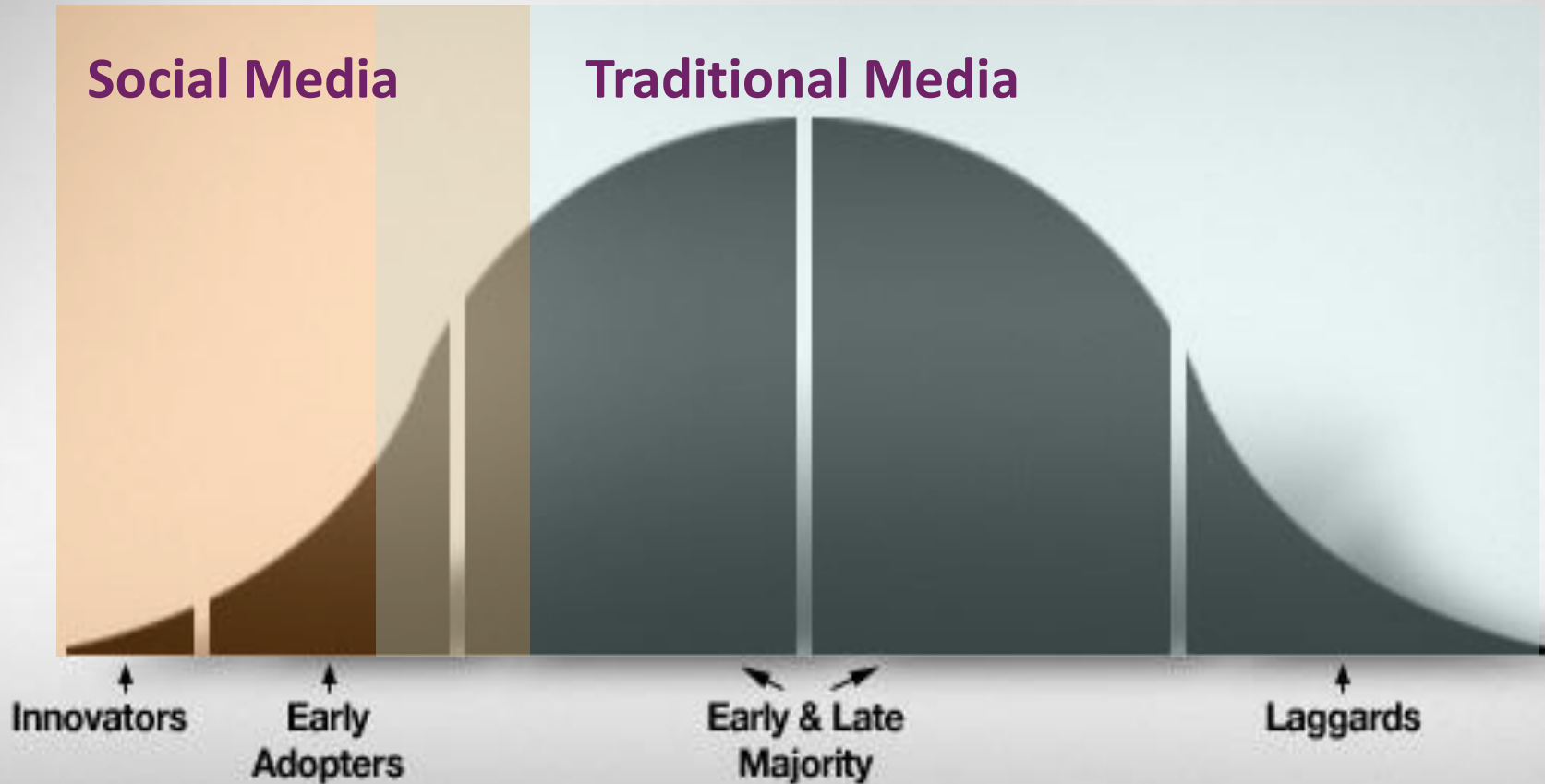
The consumer in Social Media



Moore's curve: diffusion of innovation



Moore's curve: diffusion of innovation



Prosumer



Who is the prosumer?

Professional consumer?

Knows everything about your product/service

Influences his or her peers.

Wants to improve your product.

Shares opinions widely on the Web.

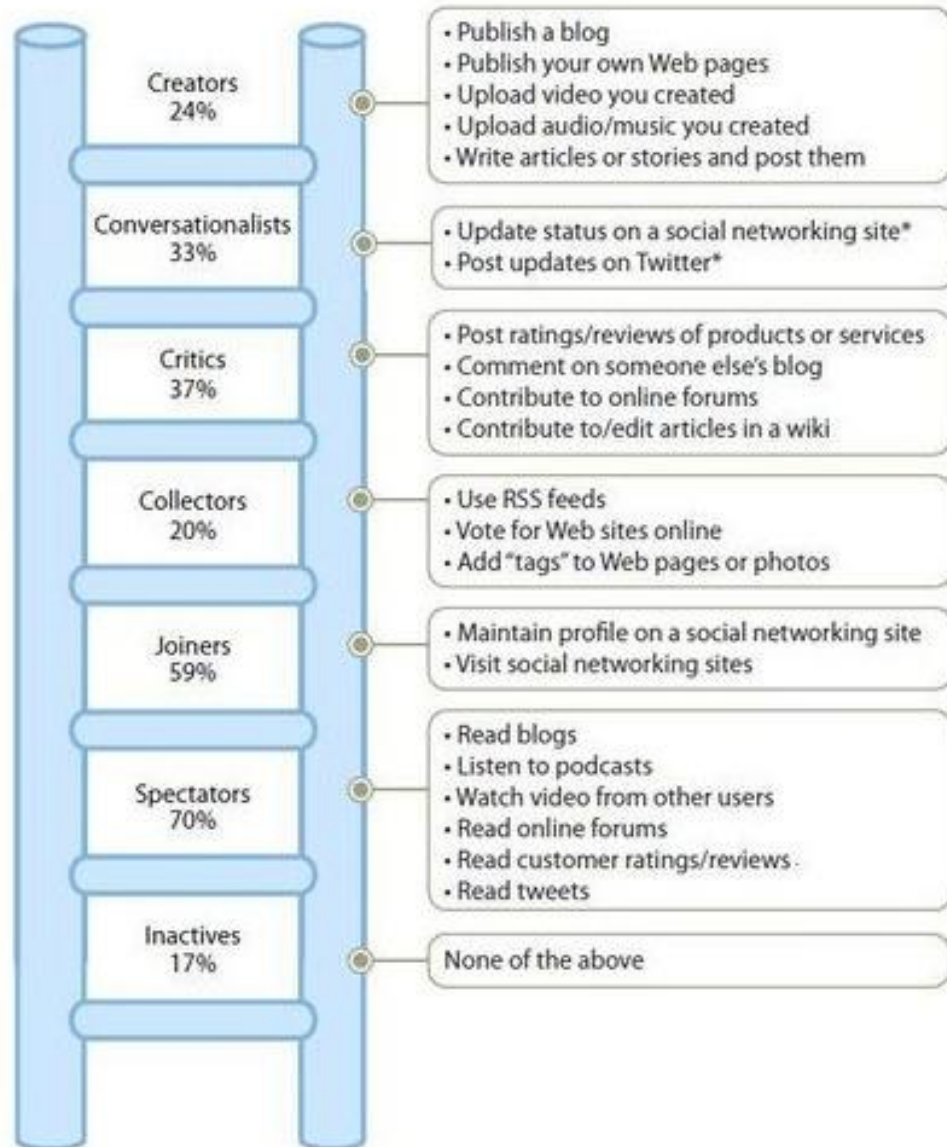
<http://pl.wikipedia.org/wiki/Prosument>

P: People

Forrester Research

What your customers are ready for?

What is their profile?



Base: US online adults

an Technographics* Empowerment Online Survey, Q4 2009 (US)
 rticipate in at least one of the indicated activities at least weekly.

Source: Forrester Research, Inc.

P: People

Forrester Research

What are their preferences and behaviours?

What they are looking for? What excites them?



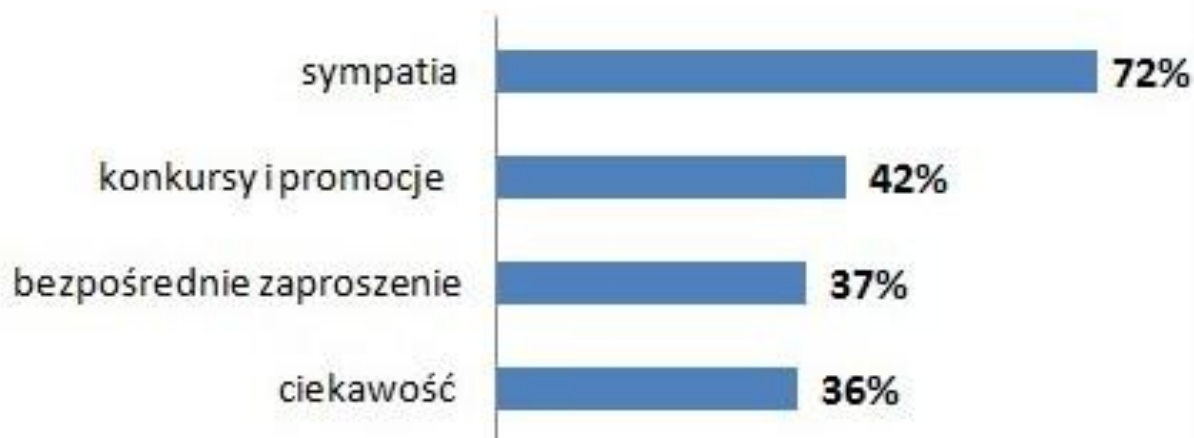
Why consumers become fans (Facebook)?*

Exclusive offers and benefits	36,9%
I am already a client of the company	32,9%
Interesting or funny content	18,2%
Other people who I know are fans	6,2%
Support, customer service or product information	5%
Other	0,7%

* *Consumer behaviour on the internet, Razorfish Nov 2009*

KNOW: Consumer in Social Media (Poland)

Przyczyny interakcji z markami w serwisach społecznościowych



Źródło: "KNOW: Konsument w mediach społecznościowych", Euro RSCG Sensor, marzec 2010

Key points of developing and implementing a Social Media Strategy



There is no separate, independent Social Media Strategy



Try to see the big picture

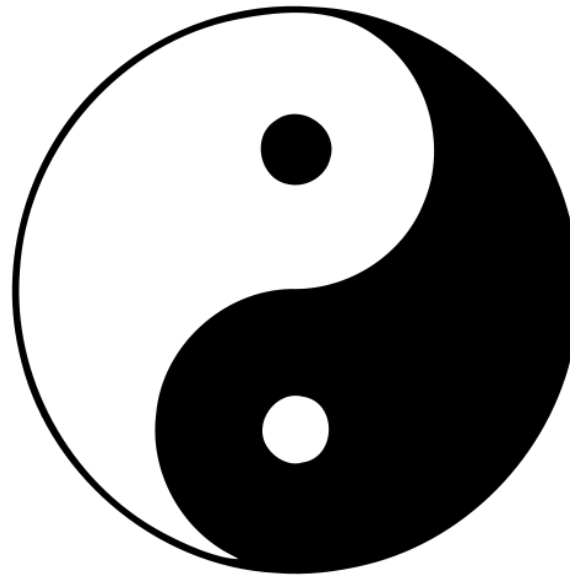
Social Media touch all of these areas:



Try to see the big picture

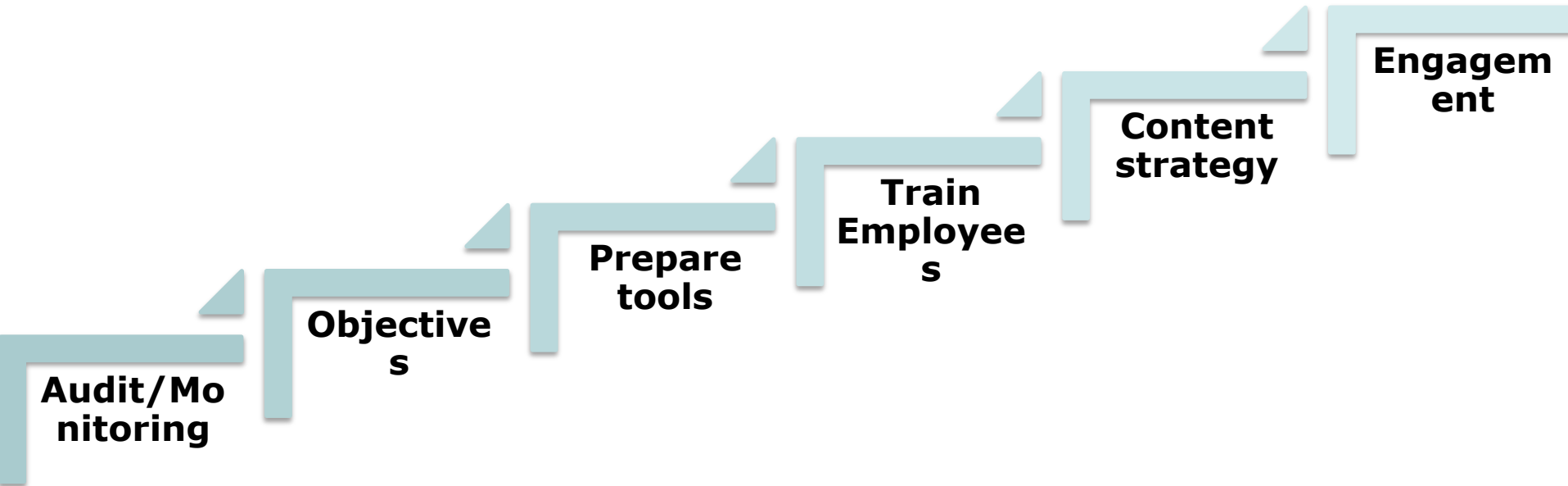
What it takes to embrace Social Media:

**Internally:
Know your
company strategy**



**Externally:
Know the
environment you
are approaching**

6 steps for developing Social Media Strategy



This is NOT strategy

Should I be using

Youtube

Twitter or

Facebook...



Don't think: „I already use youtube”
Think: „Am I using it right?”

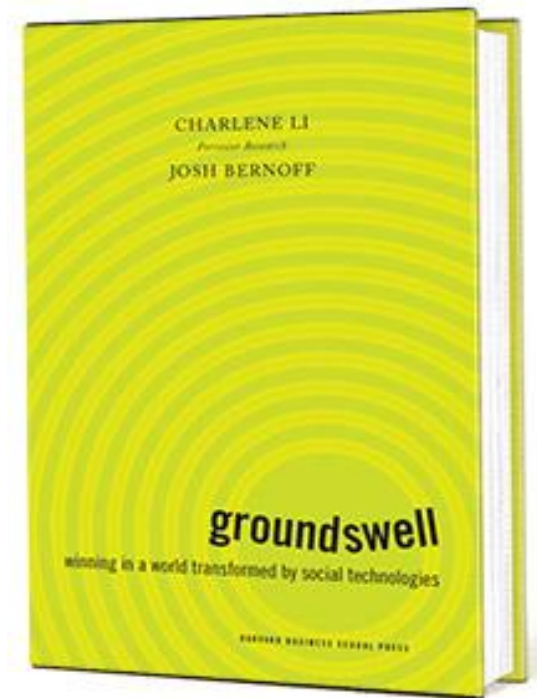
- Social Media strategy is not about „which social network should we use to promote the content we have”
- Social Media strategy is about tailoring the right **CONTENT**, to the right type of **PEOPLE**, and **NARROWCASTING** it through channels they use.

leap of
faith

How we built our Social Media Strategy?

P.O.S.T.

- **People** – we tried to assess your stakeholders' social activities
- **Objectives** – we decided what we want to accomplish
- **Strategy** – we planned for how relationships with stakeholders would change thanks to social media activities
- **Technology** – we decided which technology suits our needs best.



People

- According to Eurostat's research (October 2010), polish internet users are the most active social media users in the EU!!!
- Poland is also one of 3 nations driving Social Media usage worldwide. USA leads the way ahead of Poland and the UK. 43% of the society is Social Media active.

Use of internet for communication, 2010 (% of internet users)

	E-mail			Posting messages to chat sites, blogs, social networking			Internet phone/video calls		
	Aged 16-24	Aged 25-54	Aged 55-74	Aged 16-24	Aged 25-54	Aged 55-74	Aged 16-24	Aged 25-54	Aged 55-74
EU27	91	89	86	80	42	18	35	26	20
Poland	89	80	70	94	67	45	36	33	35
United Kingdom	88	90	90	75	43	11	30	24	11
Czech Rep.	94	90	83	76	33	13	58	38	29
Germany	95	91	86	88	38	13	31	21	15

6 rules of engagement



#1

Don't try to use methods from traditional media.

IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.

chugh



#2
Listen.
This is the skill of
the best
conversationalists.



#3 Engage.

#4 Be authentic

#5 Respect the others.

#6 Be cool. And stay cool.



Resources. Who should do this??



Źródło: <http://www.flickr.com/photos/hartanto/1415394952/>

Community Manager

CM is the key person/-s in managing brand's presence in Social Media.

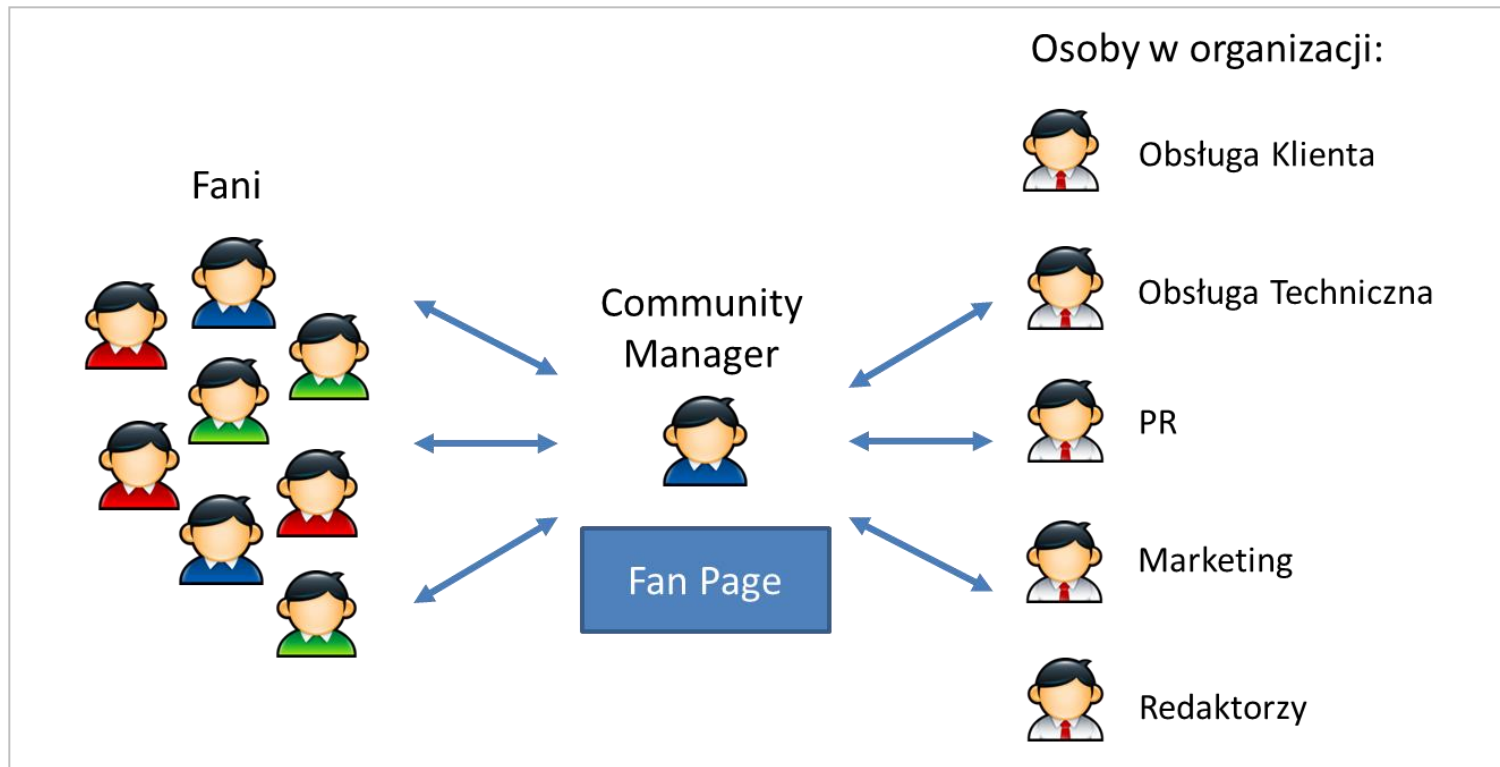
CM is the „spokesperson” of the brand in the new media.

Responsibilities:

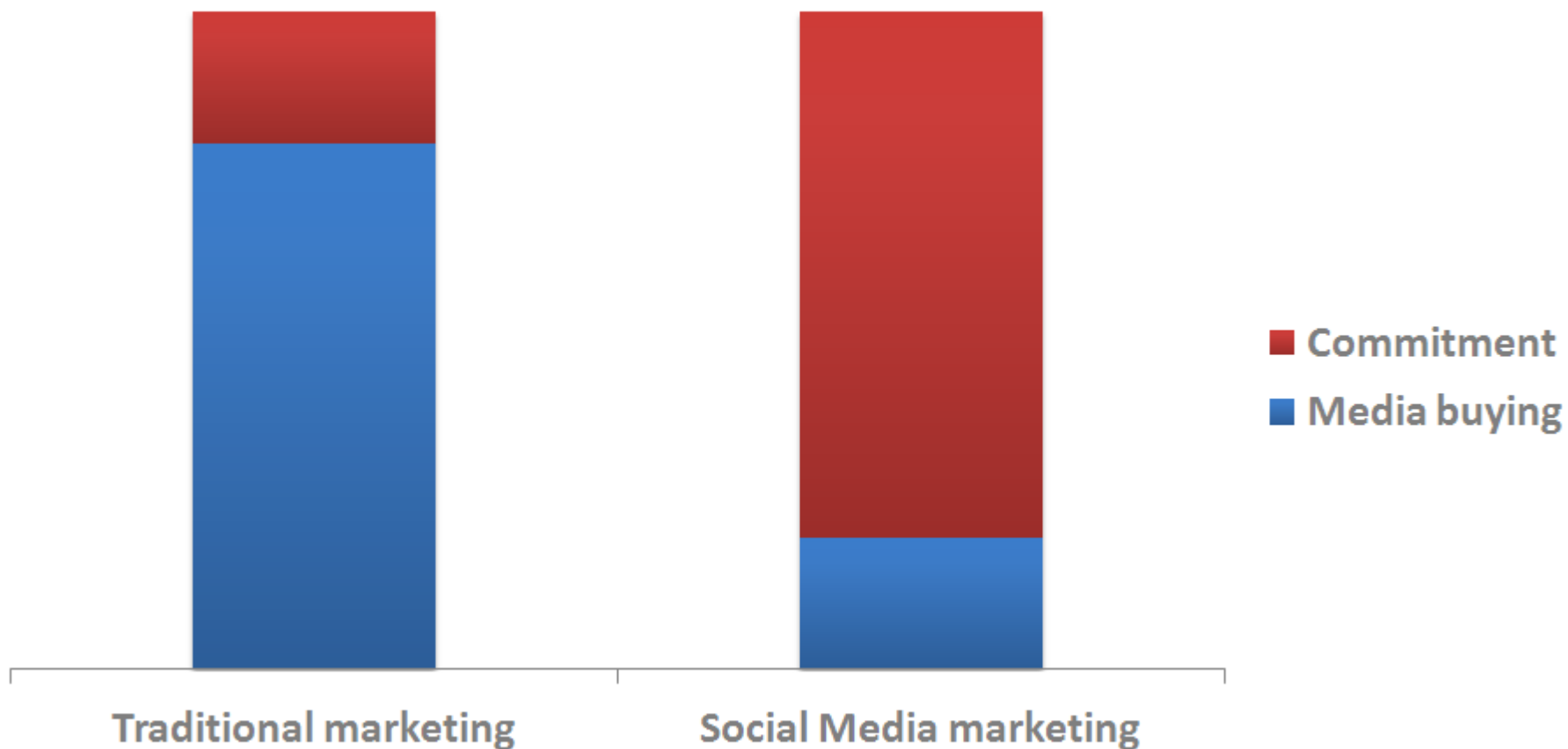
- Social Media monitoring,
- Stimulating discussions in defined topics,
- Building the atmosphere of trust and friendliness,
- Bulding „humanized” brand communication,
- Problem solving and answering questions from community,
- Managing work- and information flow.
- Reacting to crisis situations.

Community Manager

Building relationships internally and externally.



Social media marketing equation



Measuring effectiveness



Non-financial impact



Visits on our website (e-shop)

Positive Word of Mouth

Fans and Followers

Leads generated

Job applications

Comments

Consumer generated ideas

Fan Page [Organic]

Metrics

Direct

Fans
Likes
Demographics
Interactions
Ads

Indirect

Influence
Website Traffic
Subscriptions

Offline

Phone Calls
Coupons

Lead generation

- Financial industry, B2B
- Contact to people that are really interested in your product

facebook

Search

blue sky factory

Blue Sky Factory, Inc ▶ Email Tips Like

Company

Get email marketing tips!

Sign up for our **free email newsletters** and learn how to become a **better email marketer!**

Subscribe using Facebook Connect:

Connect with Facebook

Subscribe using a regular form:

First Name

Last Name

Email Address

Company

Job Title

Factory Direct: Monthly newsletter with email marketing tips and trends Subscribe to Factory Direct

Blue Sky Factory Webinars: Bi-monthly Announcements Subscribe to Webinar announcements

Email Marketing Tips: The Next Generation: Weekly email marketing advice Subscribe to 52 Tips

News & Press Releases: Periodic company news Subscribe to company news

Submit

Email Marketing By Blue Sky Factory

976 people like this

Likes See all

Social Media for Small Business --

Lifehacker

Gary Vaynerchuk

Social Media Club

Brand awareness

- Word of mouth and viral mechanisms have strong influence on brand awareness.



Public Relations

- Stories that rise in Social Media and are taken by traditional media

facebook Search

Cały Facebook czyta!
You are Attending · Share · Public event

Time 18 February at 23:30 - 18 June at 02:30

Location Cała Polska

Created by: Wydawnictwo MG

More info Niedawny raport Biblioteki Narodowej wykazał, że Polacy nie czytają książek. Nie czytają ich nawet najlepiej wykształceni.

<http://www.bn.org.pl/download/document/1297852787.pdf>

Jakikolwiek kontakt z książką w ciągu minionego roku deklaruje niewiele ponad 40% procent badanych. Polacy nie czytają nawet książek kucharskich, poradników, słowników czy ebooków.

Zawstydzieli nas Czesi (83% czytających) i Francuzi (69%),

Aż 46% badanych Polaków w ciągu ostatniego miesiąca nie przeczytało nie tylko książki, ale nawet dłuższego niż 3 strony artykułu czy opowiadania, choćby w Internecie.

Dane te są zatrważające..

Facebook: "Dzień bez Smoleńska" zniknie z sieci

dżek 2011-01-25, ostatnia aktualizacja 2011-01-25 18:29

Artykuł powstał dzięki informacji nadesłanej na Alert24.pl, tel. 605 24 24 24



O północy "Dzień bez Smoleńska" ZNIKNIE z Facebook

Udostępnij · Wydarzenie publiczne

Termin 3 lutego · 00:00 - 23:30

Social Media strategy: sum up

Social Media Strategy components:

1. Audience (incl. key influencers)
2. Goals and measurments
3. Resources and teams
4. Social Networking Sites, networks, groups
5. Content strategy and tactics
6. Promotion plan
7. Monitoring (where, whom, tools, etc)



Takeaway?

Social media is just a plate, not a meal...



Case Study



Case: LOT

Astroturfing is a form of advocacy often in support of a political or corporate agenda designed to give the appearance of a "grassroots" movement.



Case: LOT

Tomek's note on LOT's fanpage:

„Hi! My name is Tomek. I travelled by plane a lot in my life and I can call myself an experienced traveller.


I would like to share with you my advice. Everything you wanted to know but were afraid to ask.”


*„Let's start from the beginning. Decision about travelling by plane. **Of course, it's best to fly with LOT.**”*

Case: LOT


Reaction of REAL people:

 [redacted] zapytuje Tomka, dlaczego "najlepiej latać LOTem"?
3 godz. temu · Zgłoś

 "Pierwsza podróż dla początkujących i doświadczonych globtrotterów".
Doświadczony globetrotter raczej nie skorzysta z tego tekstu bo sam już doświadczył miliony razy wszelkich niuansów dotyczących latania :) Niemniej jednak jestem ciekawy, co dla tych doświadczonych się znajdzie :)
2 godz. temu · Zgłoś

 reklama, reklama

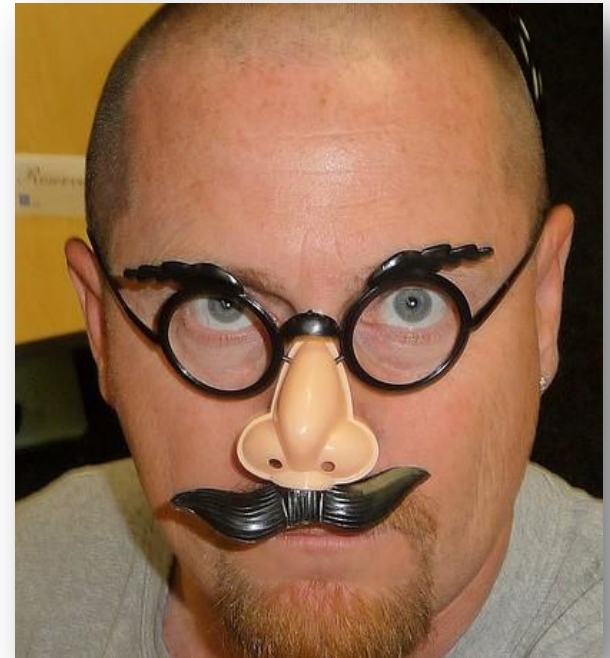
około godziny temu · Zgłoś

 Daj spokoj Tomek...

około godziny temu · Zgłoś

 ...i teraz zespół z agencji razem z marketingiem LOTu ma dylemat "kontynuować Tomka czy nie?"
:)
około godziny temu · Zgłoś

 eeee..to nie Tomek...to ten trener co do szafy śpiewa...łubu dubu, łubu dubu ...:o)
około godziny temu · Zgłoś



Case: Nestle Killer

Starting point: Greenpeace puts fire in Social Media forest



<http://vimeo.com/10236827>

Video + website with „new logo” spreads on YouTube and Facebook

Case: Nestle Killer

Crash: Direct contact with angry fans on Nestle fanpage.



Nestle [Become a Fan](#)

Wall Info Photos Boxes Notes Events

Kerri Clark I think they have jumped ship and no longer will return to this page.
11 seconds ago · Report

Daniel Barrett now blocked from postin links on this page because the world is run by facists
2 minutes ago · Report

[Danielle 'Dani' Boobyer](#) likes this.

Sergio Tallon Congrats Nestle, highest level of awareness ever. Well done.
3 minutes ago · Report

Jaime Leggett Larter SHAME ON YOU NESTLE!!
4 minutes ago · Report

[Danielle 'Dani' Boobyer](#) <http://www.facebook.com/#!/group.php?gid=105561609471810&ref=search&sid=762198151.3222985431..1>
4 minutes ago · Report

Information

Founded:
Vevey, Switzerland (1866)

Fans

6 of 92,589 fans [See All](#)

Case: Nestle Killer

Mistake: Pouring oil on the flames.



The screenshot shows the Nestle Facebook page. The profile picture is the Nestle logo, which has been altered to show a bird pouring oil on a nest. The page has a 'Become a fan' button and navigation tabs for Wall, Info, Photos, Boxes, Notes, and Events. A post from Nestle states: 'To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.' Below this, several users have commented, including Paul Griffin, Sara Bu, and Joko Susanto, who are expressing dissatisfaction with the company's policies and actions. A warning box on the left side of the page states: 'This page is for fans of Nestlé. Linkspamming, abuse etc will be removed, and repeat offenders will be excluded. Posts that have been recently removed have either been abusive or been linkspamming (or both).' The 'Information' section lists the company as founded in Vevey, Switzerland (1866). The 'Fans' section shows 6 of 90,547 fans.



Nestlé

Suggest to friends

This page is for fans of Nestlé. Linkspamming, abuse etc will be removed, and repeat offenders will be excluded. Posts that have been recently removed have either been abusive or been linkspamming (or both).

Information

Founded:
Vevey, Switzerland (1866)

Fans

6 of 90,547 fans [See All](#)

Nestle [Become a fan](#)

Wall **Info** Photos Boxes Notes Events

 **Nestle** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted. 6 hours ago [Filters](#)

 12 people like this.

 [View previous comments](#) 50 of 57

 **Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear. 5 hours ago · [Report](#)

 **Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy? 5 hours ago · [Report](#)

 **Nestle** Oh please .. it's like we're censoring everything to allow only positive comments. 5 hours ago · [Report](#)

 **Sara Bu** Perche' cancellare i commenti ? 5 hours ago · [Report](#)

 **Joko Susanto** hi.. kejayan factory is the best lho 5 hours ago · [Report](#)

 **Paul Griffin** Don't beg, this debate for me is over, only boycotting your products will make you feel any pain I think, although your arrogance is quite extraordinary, it wasn't me that bought that palm oil! 5 hours ago · [Report](#)

Ciszewski Internet S

HOW | INTERNET

What would you do?

1. Stop provoking.
2. Don't wait until it's quiet. Act fast, smart, unconventional.
3. Show you understand them. Speak their language.
4. Show that you changed (info on website, video with CMO)
5. Apologize.

Thank you!

Paweł Stempniak

Strategy Director

pstempniak@ciszewskiinternet.pl

662 11 08 24

