



IOWA ASSOCIATION
OF BUSINESS & INDUSTRY

Solutions Tour: New and Social Media

Presented by





Overview

- What are New and Social Media?
- How Do They Apply To Business?
- Online Brand Presence
- Social Media Planning, Networking, Marketing
- Measurement and Evaluation



What is New Media?



What is Social Media?





What is Social Media?

- **Communication and Collaboration**
 - Networking, Relationship-Building
- **Multimedia**
 - Most common form
- **Reviews, Opinions, Entertainment**



Applicable to Business?

- **Business Goals/Audience Reach**
 - Importance of Online Presence
- **Brand Identity and Reputation**
 - Social Networking Sites
 - LinkedIn, Facebook, MySpace
- **Customization/Personalization**
 - Macro- to Micro-Relationships



Applicable to Business?

Social and Traditional Media Comparison

Characteristics	New and Social Media	Traditional Media
Reach	Global and/or Niche Audiences	Global Audience
Access	Available to Anyone Often Inexpensive	Owned Privately/ Government Can Be Expensive
Usage	Majority Easy to Operate Becoming First Choice	Specialized Skills/Training
Currency	Instant Responses	Lag Time (Typical)
Permanence	Instant Edits	Cannot Immediately Alter
Tracking	Easily Measurable at Various Points	Impressions/Frequency



Marketing/Advertising Planning

Successful Planning Includes Both:

- Traditional Marketing
- Social Media Strategies





Case Study: Obama Campaign





Case Study: Obama Campaign

OBAMA '08

CHANGE
WE CAN BELIEVE IN

JOIN THE MOVEMENT

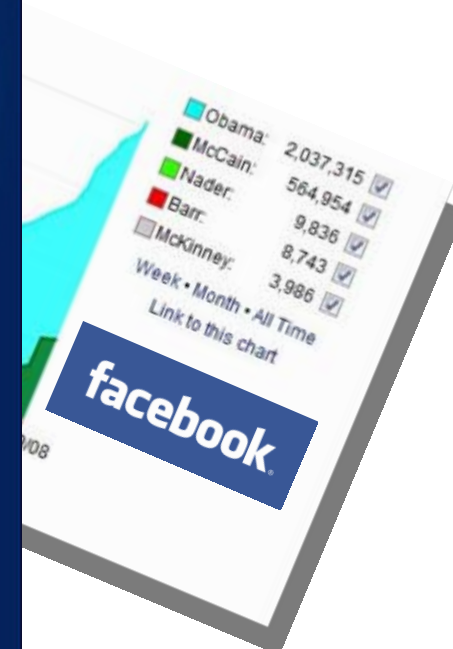
Email Address

Zip Code

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PAID FOR BY OBAMA FOR AMERICA

CONTINUE ↔ WEBSITE



Case Study: Obama Campaign





Social Media Planning

Successful Social Media Planning Strategies Include:

- **Securing Your Brand**
 - High rankings, tags, placement
 - Continuous pages/various sources
 - Same Username Everywhere
 - Knowem.com?



Social Media Planning

Successful Social Media Planning Strategies Include:

- **Tracking Your Brand**

- Google Alerts

- Email updates of relevant Google results (web, news, etc.) based on topic choice

- Radian 6

- Monitors, analyzes, measures



Social Media Planning

Successful Social Media Planning Strategies Include:

- **Setting Your Metrics**
 - What is Success?
 - Qualitative vs. Quantitative



Social Media Planning

Successful Social Media Planning Strategies Include:

- **Knowing Your Identity**
 - Company Story
 - Stick With Your Identity/Consistency
 - Transparency
 - Employee Guidelines



Social Media Planning

Successful Social Media Planning Strategies Include:

- **Knowing Your Customer**
 - Research Online Preferences
 - Secondary Audience Possibilities



Social Media Tools



WIKIPEDIA



What is It?

Professional Social Networking Site

- Currently 43 million members
- Members in 200+ Countries/Territories

Getting Started

- Create and Manage a Profile
- Create and Manage a Network



Features and Benefits

- Gain Introductions
- Request Endorsements
- Search For Business Opportunities
- Post Jobs
- Search for Potential Job Candidates
- Applications



Unique Characteristics

- New Member Numbers
- Member Locations
- Fortune 500 Companies
- Gated-access Approach
- Mobile Application
- Learning Center



Audience

Group 1: 30% Networkers

Group 2: 28% Senior Executives

Group 3: 22% Hesitant Members

Group 4: 21% Job Searchers

Source: Advertising Age



Impact

- Changing Employee/Employer Searches
- Offering Better Client Background Research
- Connecting Former Colleagues
- Making Unexpected Introductions



Value/Results

Many Success Stories:

CEO Uses LinkedIn Jobs to Recruit Talent, Saves Tens of Thousands in Recruiter Fees

CEO Lands Million Dollar Client Via LinkedIn

VP of Sales and Business Development Makes Millions Using LinkedIn

Member Goes From Being Laid Off to Becoming an Entrepreneur with his LinkedIn Network

Entrepreneur Creates New Company Because of Advice and Connections He Found on LinkedIn

SMB Goes from Startup to Being Acquired by Yahoo! via LinkedIn



What is It?



Purpose



Unique Characteristics



Audience



Impact



Value/Results



facebook

What is It?



facebook

Purpose



facebook

Unique Characteristics



facebook

Audience

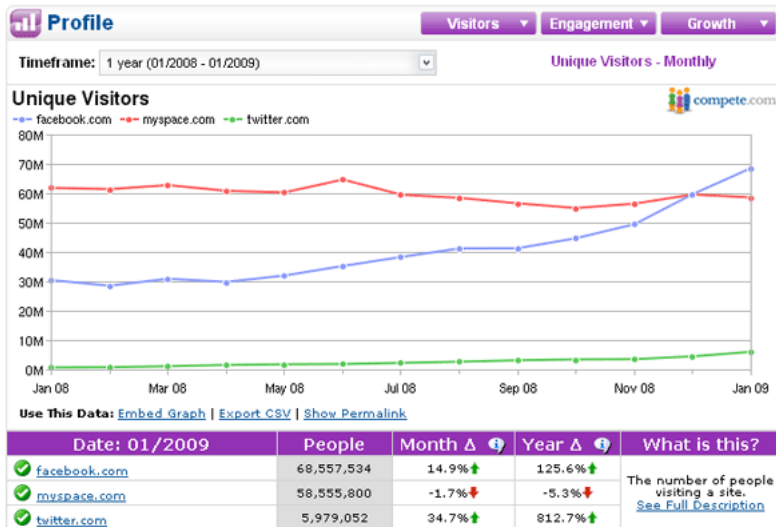


facebook

Impact



Value/Results



Saddle Up Facebook Page

Facebook | Saddle Up with Dennis Brouse - Windows Internet Explorer

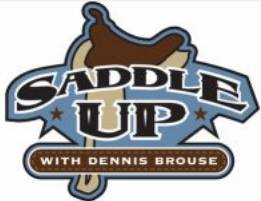
http://www.facebook.com/home.php?#/pages/Saddle-Up-with-Dennis-Brouse/63304089590?ref=s

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Saddle Up with Dennis Brouse

[Become a Fan](#)

Wall Info Photos Boxes Video Notes

Basic Info

Network: Public Television
Season: One

Detailed Info

Website: <http://www.SaddleUpWithDennisBrouse.com>
Starring: Dennis Brouse
Plot Outline: Saddle Up with Dennis Brouse is a fascinating and educational 13-episode series that captures all the incredible ways we interact with these magnificent creatures - everything from therapeutic riding for the handicapped to recreational trail riding and camping.

The show is hosted by Dennis Brouse, a highly-respected and experienced horse trainer.


Each episode showcases a specific training question or situation addressed by Brouse with the horse's owner. The show also features vignettes... [\(read more\)](#)

Sign up for our monthly newsletter full of training tips and articles at the Saddle Up Web site
<http://www.saddleupwithdennisbrouse.com>


Information

Network: Public Television
Season: One


Fans
6 of 86 fans [See All](#)




Victor Merjani




Robin Whittemore




Brad Friesen



Ariel Hallgren




Wedu Pbs



Tracy Harrill Emerson

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Send your friend a coupon for a complimentary pint of Starbucks® Ice Cream. Share now!

Like Comment Share

ARCadian Jewels




Unique jewelry handmade by three young artists. Come look! Custom designs available upon request.

[Become a Fan](#)

Like Comment Share

The Ridgemont



Applications

Chat (Offline)

66



Case Study – Changing Horses

Purpose

- Build an online community of people with similar interests where they can communicate with each other, look for updates to www.saddleupwithdennisbrouse.com and get more information regarding Dennis Brouse.
- Spread awareness: While a website has been developed, a presence within Social Networks will only help to increase brand awareness online. Properly targeting Social Networks, will reach target audiences based on interest. So, even if someone doesn't know who Dennis is, they can come to his page and learn about him.
- Increase web traffic: Pages are informative to generate interest, but don't give more information than necessary, ultimately driving the user has to the website. Goal is to funnel traffic towards the website by using Social Networks. Advantage is that we can segregate web traffic by identifying our target audience based on interest and age.
- Establishment of a strong relationship management platform: With engaging conversations that are well monitored, value is added when contacting and interacting with social media.



Case Study – Changing Horses

Audience

- Equine industry groups
- Recreational horse lovers
- Animal enthusiasts
- Female teens 13-17 years old
- Females 50+

- <INSERT SCREEN GRAB OF FACEBOOK PAGE>



Case Study – Changing Horses

Value/Results

- Increased traffic to the Saddle Up website.
- Increased awareness regarding the Saddle Up brand and air dates of the TV show in various communities across the nation.
- Dennis currently enjoys over 300 friends belonging to his targeted demographic audience within the social media networks with whom he regularly communicates keeping them engaged in his brand and ultimately driving DVD sales. Drove Equestrian related groups to the Saddle Up Forum and Chat Room.
- Post updates to new products and offer discount to social media “friends.”



Case Studies – Businesses

- Blue Bunny (slide w coupon visuals)
- PF Changs
- Dos Rios (updates on daily specials)
- Kum & Go (sweepstakes/drawings)
- Kreg Tool (Ames) FB, Twitter



What Is It?



IMPACT



UNIQUE CHARACTERISTICS



PURPOSE



AUDIENCE



VALUE/RESULTS



WHAT IS IT?



WIKIPEDIA



IMPACT



WIKIPEDIA



UNIQUE CHARACTERS

WIKIPEDIA



PURPOSE



WIKIPEDIA



AUDIENCE



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VALUE/RESULT

WIKIPEDIA



Summary



Thank You!