



It Pays to be Social!

*Simon Barrell
Chief Marketing Officer, NIP Group, Inc.
Presented at TMPAA Mid Year Meeting
May 6, 2013*

Agenda

- Steps in the (content and) social media cycle – start by listening!
- Balancing your marketing strategy
- Build content and social media into your daily routine, or outsource it?
- Monitoring social conversations and reputation
- Engaging your community and focus on top influencers in your space
- Measuring and reporting
- Q&A

Why bother – a numbers game?

- Facebook: 1.06 billion
- YouTube: 1 billion (72 hours every minute)
- Twitter: 500 million
- Google+: 343 million
- LinkedIn: 200 million
- Pinterest: 48 million
- Blogs: 156 million of them!

Why bother – it's not news?

online.wsj.com/article/SB10001424127887324874204578440331448641330.html

THE WALL STREET JOURNAL.

U.S. EDITION Tuesday, April 23, 2013 As of 2:01 PM EDT

Home World U.S. New York Business Tech **Markets** Market Data Opinion Life

Wall Street Heard on the Street WSJ.Money Personal Finance Investing Stocks Funds/ETFs Bonds

TOP STORIES IN MARKETS

- 1 of 12 Consumers Running on More Than Fumes
- 2 of 12 Netflix Growth Goes From Stream to Rapids
- Germany Joins Europe

TODAY'S MARKETS | Updated April 23, 2013, 2:01 p.m. ET

Fake Tweet Sends Market Veering

Article Stock Quotes Comments (24)

Email Print Save

f t g+ in

A A

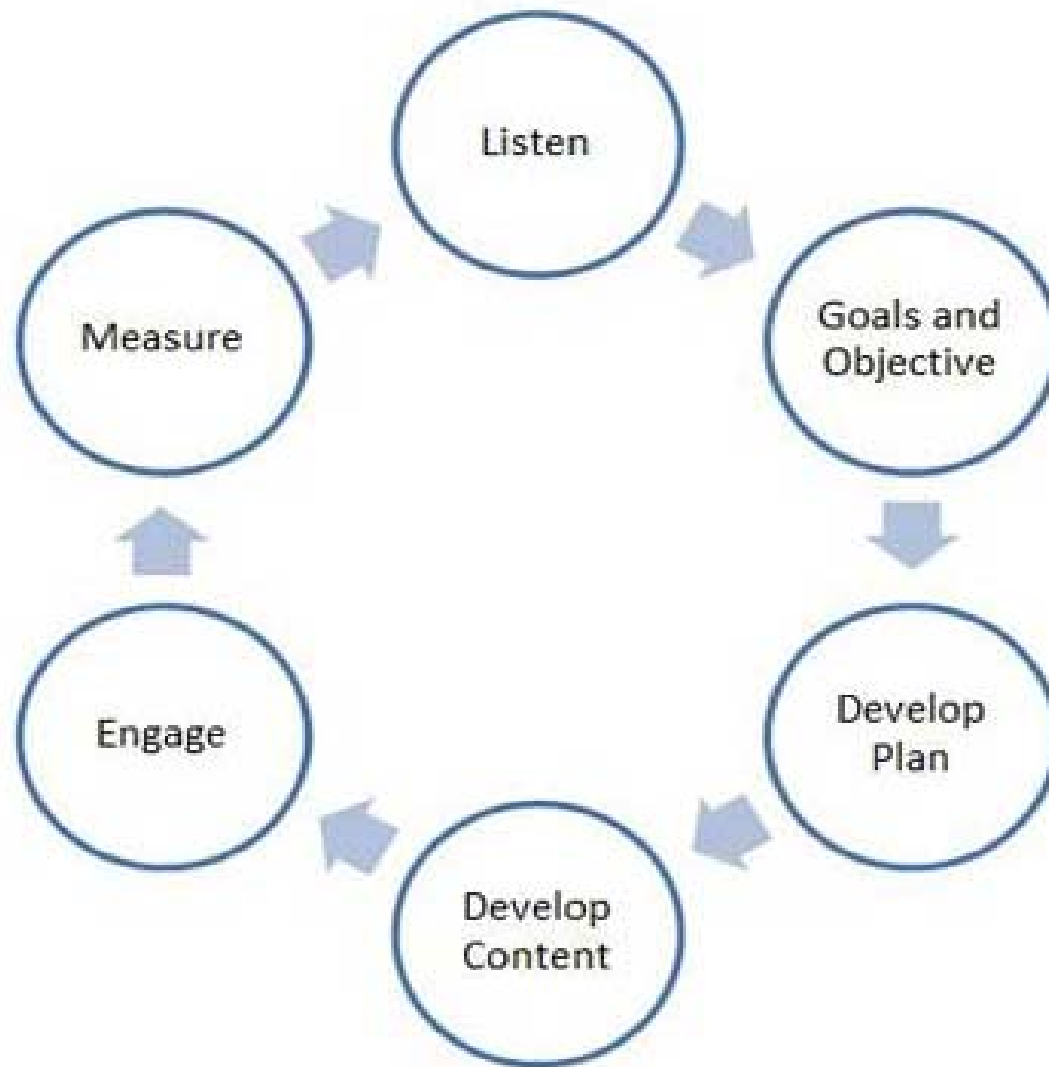
By JONATHAN CHENG, MIKE CHERNEY and JERRY DICOLO

A false tweet briefly sent financial markets veering on Tuesday, in the latest illustration of traders' sensitivity.

U.S. stocks and the dollar briefly plunged Tuesday afternoon and U.S. Treasury bonds and gold prices soared, after a tweet from the Associated Press's Twitter account claimed that there were two explosions in the White House and that President Barack Obama had been injured.

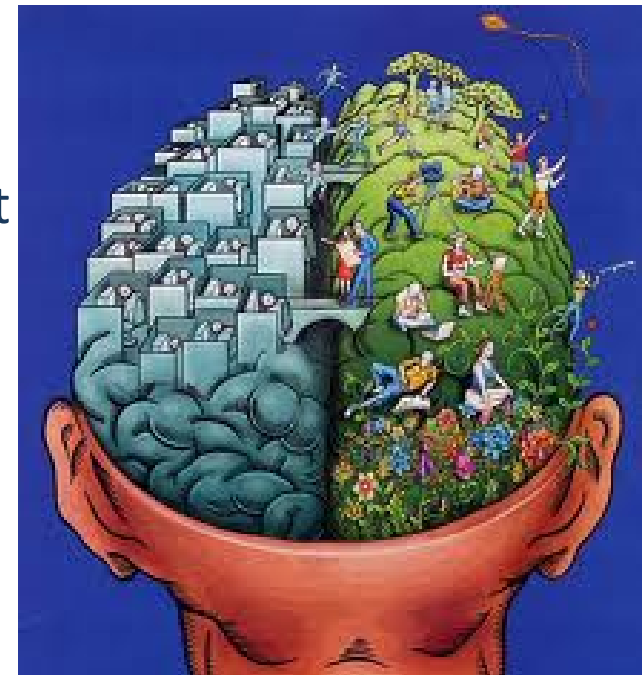


Start by Listening!



Content & Social Media Strategy

- Finite marketing dollars: you can spend them on the “left side” of the "Grand Digital Canyon" (i.e., traditional, “push” channels which only tell you estimates of audience size that may have been exposed to your ad), or on the “right side” (i.e., digital, “pull” tactics that provide metrics that relate to actual actions taken by customers).
- Digital should no longer be just a small channel or a series of tactics. Digital makes *all* advertising better. Digital is the string that runs through it. Digital enables optimization of marketing mix and spend allocation; it is rooted in modern user actions, habits, & expectations.



Align Efforts with Key Biz Objectives

- Customer Acquisition
- Community Engagement
- Customer Service
- Support the Brand
- Track Competitor Activity

If nothing else – be Alert



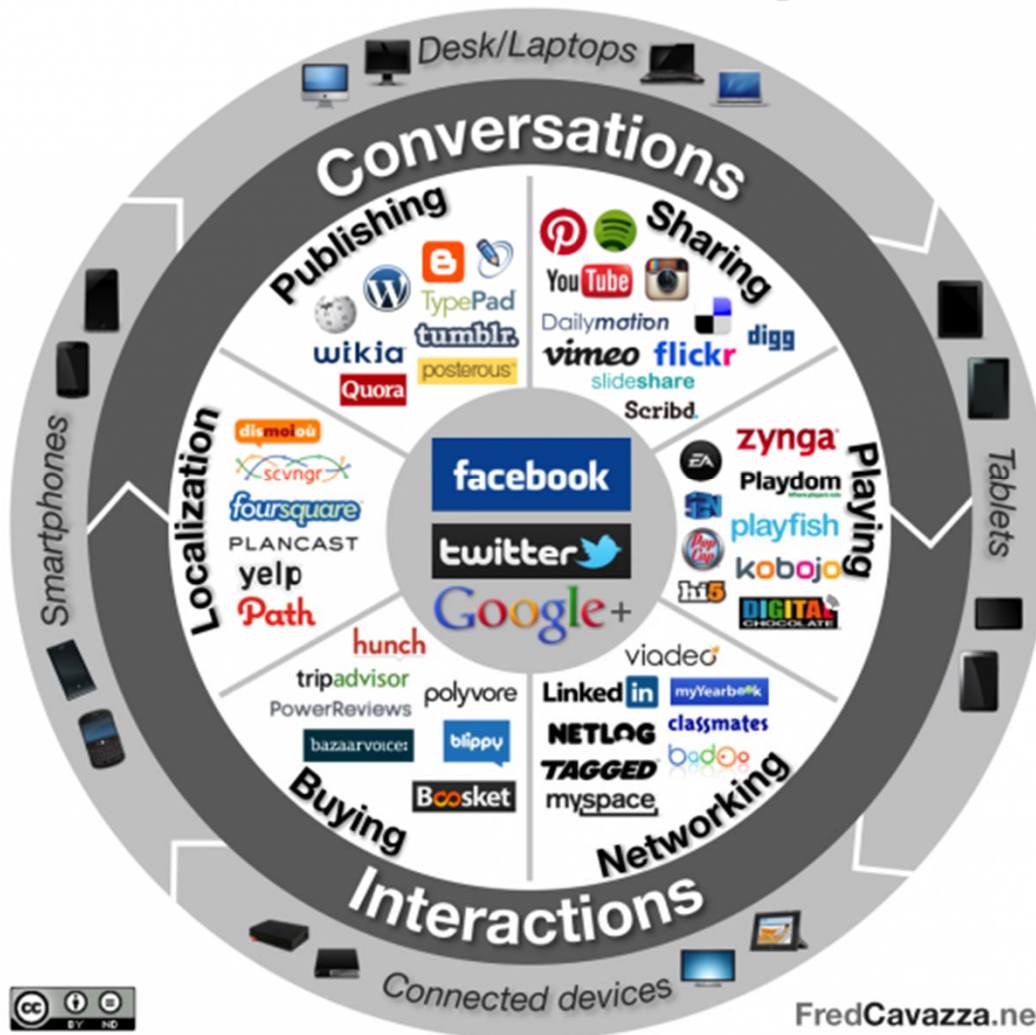
Content & Social Media Strategy

(continued)

1. *In the near future, experts predict that content on the web will **double every 72 hours**. The detached analysis of an algorithm (e.g., **Google search**) will no longer be enough to find what we are looking for.*
2. *To satisfy the people's hunger for great content on any topic imaginable, rather than simply create more content, someone needs to make sense of all the content that others are creating – to find the best and most relevant content and bring it forward: **Content Curators**.*
3. *They collect and share the best content online for others to consume and take on the role of citizen editors, publishing highly valuable compilations of content created **by others**.*
4. *In time, these curators will bring more utility and order to the social web. In doing so, they will help to add a voice and point of view to organizations and companies that can connect them with customers - creating **an entirely new dialogue based on valued content** rather than just brand-created marketing messages.*

Social Media – Take your pick

Social Media Landscape 2012



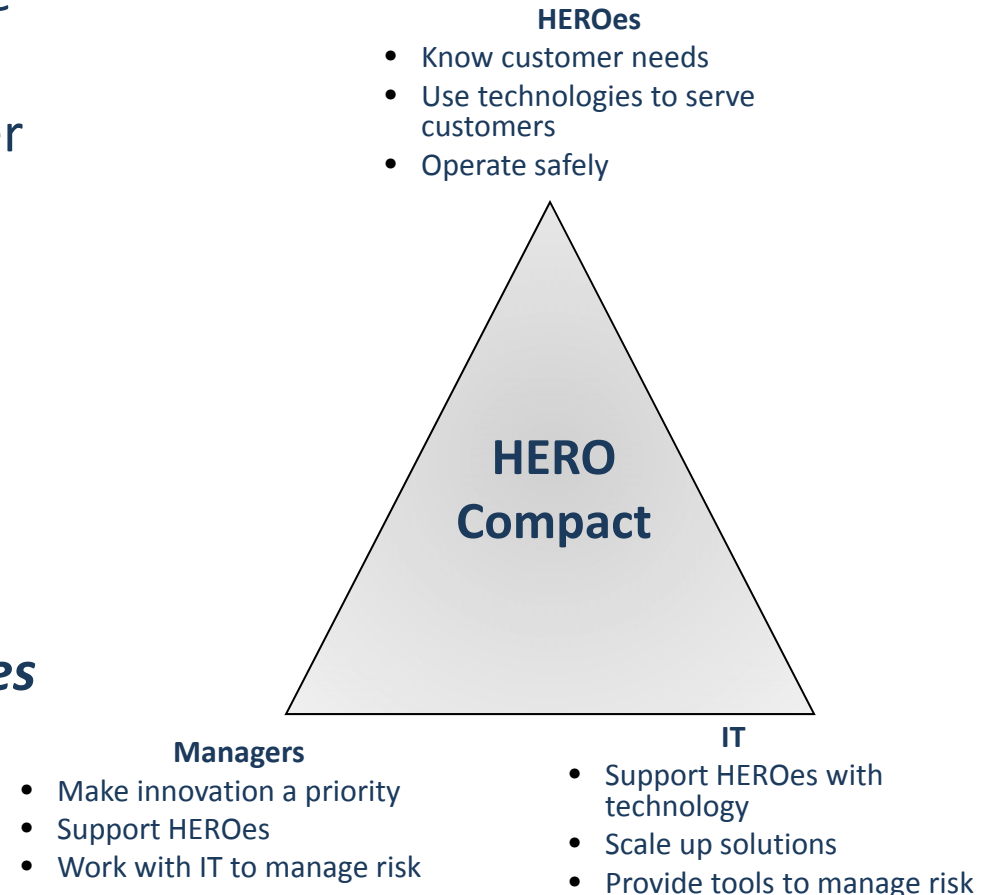
Make Content and SM Daily Routine

- Set up and customize channels for each dept or market
 - ◆ LinkedIn, amplified by blog posts and Twitter feeds
 - ◆ Facebook, YouTube, etc., if applicable
 - ◆ Integrate with website landing pages, Marketing Automation tools, SM dashboards, monitoring tools, directory listings, community forums, webinars, agency marketing communications engines (e.g., Zywave), etc.
- Move from managing campaigns to creating capabilities
- Move from brand management to brand curation, through cycles of content creation (high-value, aligned)








Content & Social Media Strategy

(continued)

- **Social Media Policy:** Corporate Rules and Guidelines, Personal Rules and Guidelines, Employer Monitoring, Reporting Violations, Discipline for Violations, and Signed Employee Acknowledgment
- *If you want to succeed with empowered customers, you must empower your employees to solve their problems.*
- HEROes = highly empowered and resourceful operatives



Giving your Social Media an Identity

<i>Business units determine priorities/ROI</i>	<i>Publishing</i>	<i>Sharing</i>	<i>Networking</i>
NIP Group Inc.	@DavidWSpringer 		LinkedIn 
NIP Programs	@NIPprograms 	NIPprograms 	LinkedIn 
NIP Programs - PetPro	@PetProNip 	Petprogivesback 	PetPro  <u>LinkedIn Group</u>
Nip Programs - MedEdge	@MedEdgeForPAs 	MedEdgeForPAs 	LinkedIn 
Marquis	@MarquisBenefits 		LinkedIn 
Conventus	@conventusNJ  ConventusConnection 	Conventus Inter-Insurance Exchange 	LinkedIn 
NIP Specialty Brokerage	@NIPSpecialty 		LinkedIn 

Monitoring Social Conversations

- Marketing Automation Tools – weave a communication web
- PR Monitoring Tools - Vocus
- Sentiment analysis – Social Mention
- Social Media monitoring









Engaging your Community

- Start with an internal survey and leverage current SM users networks
- Don't wait to define a perfect strategy, start producing content
- Keep listening and sharing
- Work your way through a checklist of tips for your preferred SM
- Remember to connect the dots – cross pollinate channels (selectively and with a human touch)

Initial Survey Results

1. Which social media channels are you currently using (i.e., have a profile on)?

 [Create Chart](#)  [Download](#)

		Response Percent	Response Count
Facebook		50.0%	6
LinkedIn		100.0%	12
Twitter		16.7%	2
YouTube		33.3%	4
Google Plus (+)		8.3%	1
MySpace		16.7%	2

Comments:

- I don't really use Myspace, but I still have an active account
- Although I would like access to others as an investigative tool
- None for work

Initial Survey Results *(continued)*

2. Which social media channels do you believe that your end customers are currently using (i.e., have a profile on)?



Create Chart



Download

		Response Percent	Response Count
Facebook		91.7%	11
LinkedIn		100.0%	12
Twitter		50.0%	6
YouTube		16.7%	2
Google Plus (+)		25.0%	3
MySpace		8.3%	1

Comments:

- None

Initial Survey Results *(continued)*

3. How would you rate your relative proficiency in the area of social media?



Create Chart



Download

		Response Percent	Response Count
Extremely proficient (expert)		0.0%	0
Very proficient (skilled/respected/experienced)		7.1%	1
Moderately proficient (get by; seek help from others for finer points)		57.1%	8
Slightly proficient (maintain a mostly static presence, but can respond to simple requests)		14.3%	2
Not at all proficient (novice; little to no actual social media experience)		21.4%	3




Comments:

- None

Initial Survey Results *(continued)*

4. How important do you think it is to listen, engage, share, and build community in the social media world today?

 Create Chart  Download

		Response Percent	Response Count
Extremely important		46.2%	6
Very important		38.5%	5
Moderately important		15.4%	2
Slightly important		0.0%	0
Not at all important		0.0%	0



Comments:

- I think it depends on the type of business you are running. Some businesses can lose a sense of perceived professionalism by using social media to prospect, etc.

Initial Survey Results *(continued)*

5. What are your feelings about the effectiveness of inbound/digital marketing (i.e., the practice of drawing potential customers to you, through valuable, relevant, searchable content) vs. outbound/traditional marketing (i.e., reaching out to grab the attention of those potential customers; typically through a mass or less personalized approach)?

[Create Chart](#) [Download](#)

		Response Percent	Response Count
Inbound marketing is here to stay; outbound marketing is on the way out		25.0%	3
Inbound marketing is a promising trend, but 'must' be integrated with current outbound marketing		75.0%	9
Inbound marketing is more of a gimmick; outbound marketing is what our customers and prospects rely on		0.0%	0






Comments:

- This is my perception - I really don't know what is next except that outbound email marketing is going to go the way of outbound fax marketing from 10 years ago
- Both marketing tactics have their uses

Initial Survey Results *(continued)*

6. How much time overall do you devote, on average, each day to engaging in social media?

 [Create Chart](#)  [Download](#)

		Response Percent	Response Count
More than an hour per day		7.1%	1
Between 30 minutes and one hour		7.1%	1
Between 15 minutes and 30 minutes		14.3%	2
Between 1 and 15 minutes		57.1%	8
I do not engage in social media at all on the average day		14.3%	2

LinkedIn: Googled Yourself Lately?

[Simon Barrell - Quora](#)

www.quora.com/Simon-Barrell

Simon Barrell, Chief Marketing Officer at NIP Group. Integrated marketer - Insurance, Media, Biz Info, Financial Tech career - views my own (Weekends: ski dad ...

[Simon Barrell - Google+](#)



<https://plus.google.com/100801961182623445058>

by Simon Barrell - in 58 Google+ circles

Simon Barrell - Integrated Global Marketing - Integrated Marketing in Financial services, Media, Insurance and Engineering - NIP Group Inc. - New York ...

[Simon Barrell - About - Google+](#)

<https://plus.google.com/100801961182623445058/about>

by Simon Barrell - in 58 Google+ circles

Simon Barrell - Integrated Global Marketing - Integrated Marketing in Financial services, Media, Insurance and Engineering - NIP Group Inc. - New York ...

[Simon Barrell's Dropbox on SoundCloud - Hear the world's sounds](#)

soundcloud.com/simon-barrell

Share your sounds with Simon Barrell by dropping them in the DropBox | Explore the largest community of artists, bands, podcasters and creators of music ...

[Simon Barrell | LinkedIn](#)

www.linkedin.com/in/simonbarrell

View Simon Barrell's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Simon Barrell discover inside ...

[1 person named Simon Barrell in New Jersey | WhitePages](#)

names.whitepages.com > Name Popularity > Simon Barrell

Find simon barrell on WhitePages. There is 1 person named simon barrell in South Orange, NJ.

[Simon Barrell, Marketing and Advertising](#)

simonbarrell.brandyourself.com/

Simon Barrell, Marketing and Advertising: The authoritative source of Simon Barrell's personal information, links, and social activity.

LinkedIn

Follow us on

LinkedIn

LinkedIn Account Type: Basic

Andy O'Hearn Add Connections

Home Profile Contacts Groups Jobs Inbox 308 Companies News More

People Search... Advanced



HELLO TO THE SOCIAL MEDIA OVERVIEW CREW AT NIP GROUP!

Attach a link

visible to: anyone

Share

LinkedIn Today: See all Top Headlines for You

35 New Digital Media Resources You May Have



What's An Average Day on Facebook? (Infographic)



South on amber alert for snowfall



All Updates - NIP Group... Coworkers - Shares - More

Recent - Top

Show 7 more recent updates...



T Son Ng (LION) via Twitter

luckyvnz Naturally Fluent English Language Program: Learn English Naturally Without Learning Grammar. Learn English Just ... <http://t.co/QNtC4TT>

Favorite Retweet Reply • 1 minute ago



T Son Ng (LION) via Twitter

luckyvnz Social Anxiety Survivor: You Can Overcome Your Social Anxiety And Shyness And Start Enjoying Your Life. The Soci... <http://t.co/51hiYcxX>

Favorite Retweet Reply • 2 minutes ago

People You May Know



Brian Pennington, Helping businesses achieve compliance, e.g.

Connect



Mohammad Ali, Marketing Manager at Aquasafe Water Treatment

Connect



Bruce DelGrasso, Accomplished Project Manager | Business Analyst |

Connect

See more >

Who's Viewed Your Profile?

7 Your profile has been viewed by 7 people in the past 3 days.

12 You have shown up in search results 12 times in the past day.

Your LinkedIn Network

4,467 Connections link you to 17,390,385+ professionals

45,570 New people in your Network since February 3

LinkedIn: “Web-ify” Your Pro Presence

- In a global connected economy, your success as a *professional* and your competitiveness as a *company* depends upon *faster* access to insight and resources you can **trust** (i.e., to find and share opportunities).
- **Embeddedness:** all economic action, including that by organizations, is enabled and constrained and shaped by *social ties among individuals* (work for boss, not company)
- **Principle of Critical Mass:** <100 = no reason to be on LI (actually hurts reputations); 100-250 = respectable; 250-500 = connectable; 500+ = “super-connectors”
- Mark Granovetter, 1973 paper: “The Strength of Weak Ties”:
 - ♦ More novel information flows to individuals through weak rather than strong ties.
 - ♦ Because our close friends tend to move in the same circles that we do, the information they receive overlaps considerably with what we already know (ever get the same FB joke twice?)
 - ♦ Acquaintances, by contrast, know people that we do not, and thus receive more novel information (in other words, you are more likely to get opportunities thru 2nd/3rd-level links)
- LinkedIn allows us to maximize connections through existing sources and explore those connections to create new ones. It’s not just *what* you know, it’s *who* you know – and who knows *you*.

LinkedIn: Tips & Tricks (“Cheat Sheet”)

- **The basics** – purpose/plan, signup, personal branding, keywords, connections, recommendations, LinkedIn Groups, LinkedIn Answers, and more.
- **Super-connectors** (500+) – connect to them; use their profiles to help shape your own; recruiters tend to have the best/most open networks (find through Advanced Search)
- **Branding** – add differentiators, affinity groups; not limited by length/titles; avoid cliches; change your URL to memorable one; add to email signatures, pro photos
- **Keywords** – use **Advanced Search** to test; complete LinkedIn **“Skills”** section (up to 50)
- **100% complete profile** – need 3 recommendations; 40X more likely to be found;
- **LinkedIn Groups** – Join same ones as your targets – or create your own niche group; adjust group email settings ASAP (else, over-run); use “Search Groups” feature
- **Recommendations / Endorsements** – “memory joggers” for contacts; reciprocate
- **Connections** – use customized, yet templated invites; remind how/where/why met
- **“More”** (tab #9) – Answers, Learning Center (<http://learn.linkedin.com/today/>), Skills, Apps, Reading List, Events, Polls, SlideShare, Company Buzz, Box.net, etc.
- **Inbox , Status Updates, Help** – check/update; Help Center; YouTube

Twitter: Tips & Tricks (“Cheat Sheet”)

- **The Basics:** signup, profile, add tweets, try searches, find/add followers, add consistent/compelling content, be responsive, build/use lists, use hashtags (#), mentions (@), retweets (RT), direct messages (DM), URL shorteners
- **Authentic helpfulness**, not sales
- **60% quit after week 1** – need for “critical mass” (~200; winnow)
- **Interlink** with blogs, web, email
- **Explore** Tw-based tools/widgets
- **Ask/answer Q’s**; give credit
- Post /create events (e.g., Tweetups)
- **Enhanced profile** (visual branding)
- **Best practices:** Share. Listen. Ask. Respond. Reward (offers, discounts, deals). Demo L’ship/ know-how. Champion your stakeholders. Establish right voice.



The image shows a screenshot of a Twitter profile for PetPro (@PetProNIP). The profile page includes the following information:

- Profile:** PetPro (@PetProNIP), Pet care insurance experts passionate about animals, pet rescue operations and the pet care industry. Woodbridge, NJ · <http://www.petproinsure.com>
- Stats:** 1,622 TWEETS, 696 FOLLOWING, 505 FOLLOWERS
- Following:** A blue button indicating the user is following the account.
- Tweets:**
 - Tweet 1:** PetPro @PetProNIP, 5h. Join us for a free webinar: Opportunities #Insuring #Veterinary Hospitals & SPCAs: bit.ly/PQRtXn Today @ 2pm EDT. Expand
 - Tweet 2:** PetPro @PetProNIP, 1 May. First 'Bionic' #Dog To Receive Four Prosthetics After Losing Paws To Frostbite bit.ly/Zk2xCE #pets. Expand

On the left side of the screenshot, there is a navigation menu with the following options:

- Tweets
- Following
- Followers
- Favorites
- Lists
- Tweet to PetPro (with a search bar containing @PetProNIP)
- View all photos and videos
- Who to follow · Refresh · View all

Twitter Quick start – Who to follow?

- @TMPAA
- @DavidWSpringer
- @InsureLearn
- @KimballPR
- @RodHughes
- @vertibrands
- @WorkCompEdge
- @Zywave

Facebook: Tips/Tricks (“Cheat Sheet”)

- **The Basics:** sign up, complete, profile, try searches, find/add friends, “likes”; tell fans, post status updates, news, links; promote page (“likes”), build/use lists, create deals
- **Develop your page:** tell your story, share rich content, create a dialogue, expand your fan base, amplify your impact, measure and optimize
- **Interlink w/ social, traditional media**
- **Explore FB-based tools/widgets/apps**
- **Ask/answer Q’s; give credit**
- **Post /create events**
- **Enhanced profile (visual branding)**
- **Marketing best practices:**
 - ◆ Build “social by design” strategy
 - ◆ Create an authentic brand voice
 - ◆ Make it interactive
 - ◆ Nurture your relationships
 - ◆ Keep learning

The screenshot displays the Facebook profile for 'MedEdgeForPAs'. The page header includes the Facebook logo, a search bar, and the user's name 'Simon Ba'. The profile picture is the MedEdge logo. The page name is 'MedEdgeForPAs' with 32 likes and 3 people talking about it. The cover photo features the MedEdge logo and the text 'We Go Beyond Insurance. We Protect. We Defend. We Reward. http://www.MedEdge.com/'. The page has tabs for About, Photos, Likes, Events, and Notes. The main content area shows a post from MedEdgeForPAs sharing a link to a Washington Governor's bill. The right sidebar shows a list of liked pages including The Clinical Advisor, The Wall Street Journal, Insurance Journal, Student Members of AAPA, and JAMA.

Facebook: Tips/Tricks (“Cheat Sheet”)

(continued)

- **Watch and learn:** Go to www.Facebook.com/search; select Pages option; enter competitors/keywords to find pages in your niche – note posts that get most interaction
- **Understand FB best practices:** focus on engagement with fan base without preaching or overselling/underselling; post every day; have a call to action; make it fun
- **Learn the lingo:** apps, fan, friend list, group, “like”, network, news feed, open graph, page, social plugins, tag, ticker, timeline, wall
- **Add to your page:** welcome tab, reveal tab, custom tabs, profile picture, apps, etc.
- **Create a content calendar:** road map and/or weekly
- **Understand EdgeRank and the art of engagement:** popular, relevant, timely; affinity, content weight, time decay
- **Put on a show and/or run a contest** (to promote engagement)
- **Run a targeted ad campaign:** FB Ads for Pages, Sponsored Stories
- **Gain Insights** (FB’s analytic package)
- **Face forward:** invest time in learning more about FB marketing

Measurement Framework Related to your Business Goals

- # comments on different posts – sentiment levels
- Comments and links from influential people
- Increase in web site traffic – Google Analytics
- Specific landing pages for each vehicle / campaign
- # New records added to your customer database
- Growth of community on each platform
- Any rise in KPIs that you can attribute to social media?

Measurement – Content Calendar

NIP Programs	2013			
April	4/1 - 4/5	4/8 - 4/12	4/15 - 4/19	4/22 - 4/26
General		April 11, 2013		
MedEdge	April 2, 2013		April 16, 2013	
PetPro		April 8, 2013		April 22, 2013
GrowPro	April 4, 2013			
InteriorScapePro	April 1, 2013			
IrrigationPro				
CStorePro				
MenuPro				
LawnCarePro				
LandPro/TreePro				
SitePro				April 23, 2013
PlumbingPro				
HVACPro				
PowerPro				
LightScapePro		April 9, 2013		
GlassPro				
Workers Comp			April 17, 2013	
SignagePro				
MaintenancePro				

Measurement – What works for you

NIP Programs	2013																			
	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
General	3	5	4	4	4	20		3	3	3	3	2	14		2	3	4	4	2	15
MedEdge	5	5	4	5	4	23		4	4	4	5	2	19		4	4	5	5	2	20
PetPro	5	5	4	5	4	23		4	4	4	4	2	18		4	4	5	5	2	20
GrowPro						0							0							0
IrrigationPro						0							0							0
InteriorScapePro	1					1							0							0
MenuPro						0							0							0
CStorePro	1					1		1	1	1	1		4							0
LandPro/TreePro						0							0							0
LightScapePro						0							0							0
SitePro						0						1	1		1	1	1			3
PlumbingPro						0							0							0
HVACPro						0							0							0
PowerPro						0							0							0
GlassPro						0							0							0
SignagePro						0							0							0
MaintenancePro						0							0							0
Total						68							56							58

Measurement – tracking detail

NIP Programs					MedEdge				
Date	Tweet	Retweets	Mentions	Clicks	Date	Tweet	Retwee	Mentions	Clicks
					Week of April 22 - 26, 2013				
4/22	Join us for a free webcast: Opportunities #Insuring #Landscapers and #Arborists bit.ly/QIuvZy Apr 25 @ 2pm EDT #insurance	0	0	1	4/22	#PhysicianAssistant vs MDs, #MedicalMalpractice Comparison bit.ly/ZDNXZE #aapa #insurance	0	0	0
4/22	The Sentimental Value of #Pets and how it will begin to affect lawsuits involving #petcare professionals: bit.ly/17SsWOv	0	0	0	4/23	#Cancer center goes public with assisted-suicide protocol goo.gl/8BW1d via @amednews #physicianassistant	0	0	1
4/23	Join us for a free webcast: Opportunities #Insuring #Landscapers and #Arborists bit.ly/QIuvZy Apr 25 @ 2pm EDT #insurance	0	0	1	4/23	Survey: #Nurses, #physicianassistants see challenges ahead: bit.ly/ZKBErX #aapa #insurance	0	1	0
4/23	What #InsuranceAgents Say About Their Career Choice bit.ly/ZMVL7m #insurance @ijournal	1	1	2	4/24	New York increases #physician to #physicianassistant ratios: bit.ly/XWJVLo @PAProNOW #aapa	0	0	0

Measurement – LinkedIn Insights

LinkedIn Account Type: Basic | Upgrade 87 Simon Barrell Add C

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...



NIP Group, Inc.

220 followers

Following

Tools

Home Products & Services Insights

PAGE VIEWS LAST 7 DAYS ?

38 (-22.4%)

UNIQUE VISITORS LAST 7 DAYS ?

23 (-23.3%)

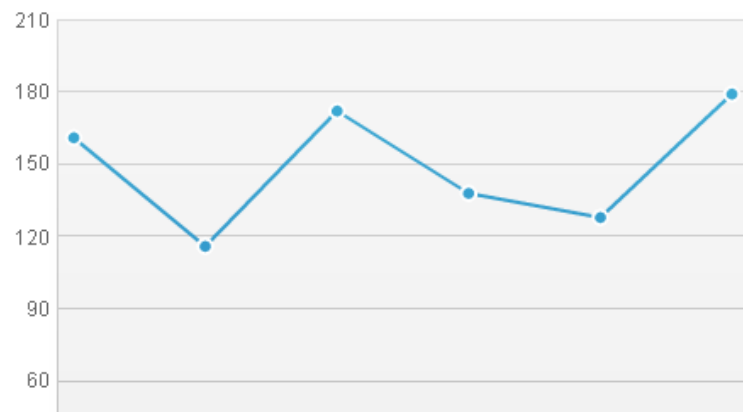
PAGE CLICKS LAST 7 DAYS ?

5 (+66.7%)

Last updated Apr

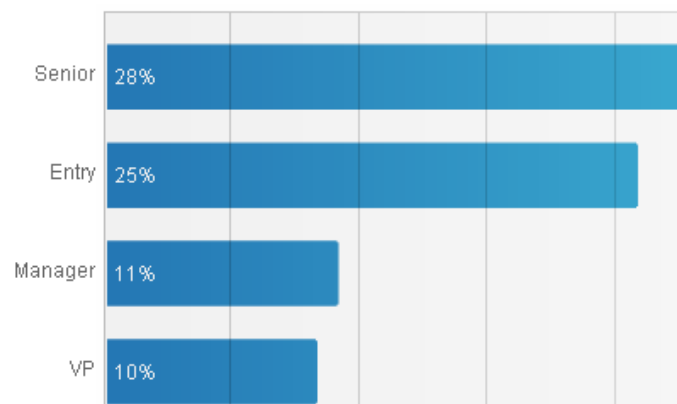
PAGE VIEWS

All Overview Careers Products & Services



PAGE VISITOR DEMOGRAPHICS

Seniority Industry Function Region Company Size Employee



Measurement – Google Analytics

The Social Relationship

The social web connects people where they share, critique and interact with content and each other. Social analytics provides you with the tools to measure the impact of social. You can identify high value networks and content, track on-site and off-site user interaction with your content, and tie it all back to your bottom line revenue through goals and conversions.

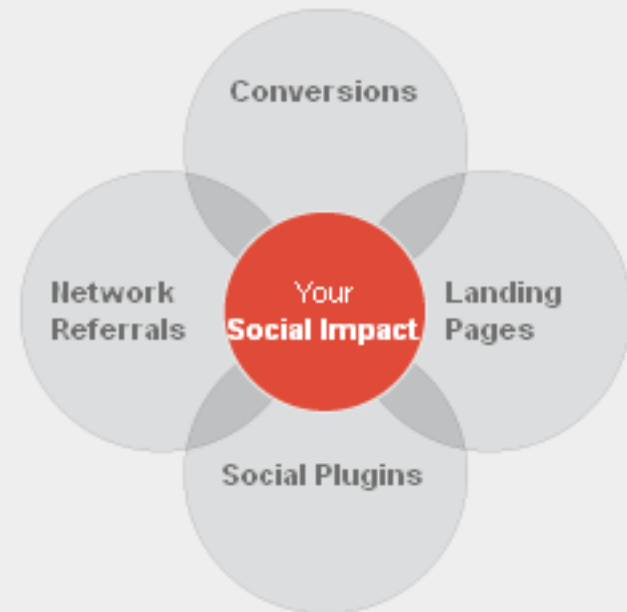
Here's how we see this story:

Sources & Pages: Identify networks & communities where people engage with your content.

Conversions: Measure the value of social by tracking your goals, conversions and ecommerce transactions.

Social Plugins: Measure your on-site user engagement.

Social Visitors Flow: Compare traffic volumes and visitor traffic patterns through your site.



General Suggestions / Guidelines

How to listen, engage, share, build community in the SM world?

- Tap into **Groundswell**: Listening, Talking, Energizing, Supporting, Embracing
- **Speak humbly**, as a person (conversation/story), not as a “company” (**P2P**)
- **Start small**, with passionate, collaborative advocates/ambassadors/evangelists
- **Constantly be testing, experimenting, iterating, learning** – “fail forward” – criticism is not your enemy; apathy and indifference are
- Recognize that social media is **NOT a solution to every problem**
- Determine, ahead of time, the **ultimate aim** of your social media campaign: what counts as a **success/win** (define), and how will you **share/scale** opportunities?
- Results are better when all activities are **aligned** and all potentially affected people know what you are working to accomplish (“**socialization**” of concepts)
- The **core strategy/value that an organization has to offer** is the heart of where social media strategy begins (not just a fad)

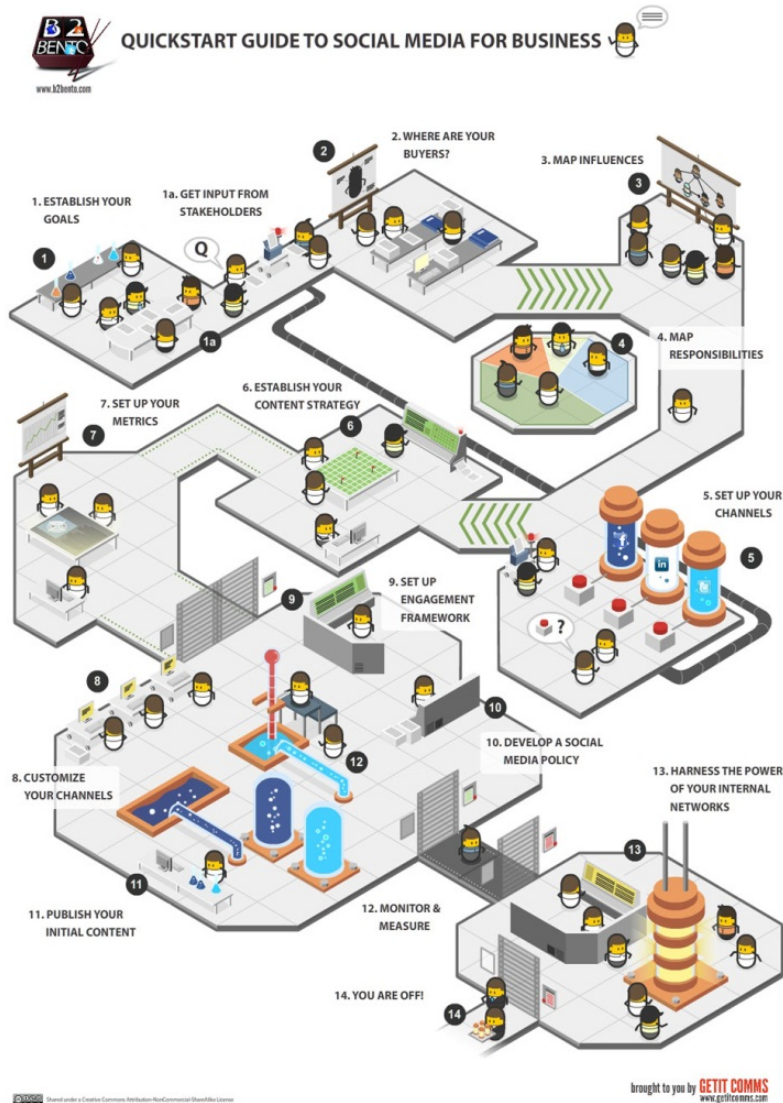
General Suggestions / Guidelines

(continued)

“Empowered” -- Four-Step Approach to the Social Strategy (POST):

- **People.** Assess your customers’ **social** activities – and don't start a social strategy until you know the capabilities of your audience.
- **Objectives.** **Decide** what you want to accomplish **before** you decide on a technology. **Then** figure out how you will measure it. Listen? Talk to? Support? Energize your best customers to evangelize others? Collaborate with them?
- **Strategy.** Plan for how relationships with customers will change. Strategy here means figuring out what will be different after you're done. Imagine the endpoint and you'll know where to begin. Think your strategy through **before** “going public” with it.
- **Technology.** Decide which social technologies to use. A community. A wiki. A blog or a hundred blogs. Once you **know your people, objectives, and strategy**, then you can decide with confidence.

Content & Social Media Strategy



1. Establish your goals
Get input from stakeholders
2. Where are your buyers?
3. Map influences
4. Map responsibilities
5. *Set up your channels*
6. Establish your *content strategy*
7. Set up your metrics
8. Customize your channels
9. Set up engagement framework
10. Develop a *social media policy*
11. Publish your initial content
12. Monitor and measure
13. Harness the power of your internal networks
14. You are off!

That sounds like a lot of work?



Questions?



 @simonbarrell



<http://www.linkedin.com/in/simonbarrell>