

Digital Media



MARILYN GOODMAN

The Evolution of Social Media



- The world of social media has evolved at a remarkable pace.
- Social has transformed consumer expectations and corporate structures.
- Social content has leapt into the broader digital landscape— and even out into the real world.

Companies and brands can connect with audiences
in more meaningful ways than ever.



In the Past



- Marketing and Media – monologue
 - Consumer talked at, not with
- Past – social involved exchanging a few words and then moving on
 - Awkward cocktail party
- Today – social is an ongoing conversation
 - Customers want brands to be:
 - ✦ Transparent
 - ✦ Accountable
 - ✦ Respectful of their time

Evolution of Social Media



- Social is always on and always now.
 - Social used to be about pushing out content, which your audience saw when they logged in periodically.
- Now, social interaction is minute by minute.
 - Brands have to find ways to be a part of the consumer's nonstop social life.



Chips Ahoy



Search Twitter



Chips Ahoy ✓

@ChipsAhoy

+ Follow

There's only one way to end such a close game: Sharing a cookie across teams.
[#sportsmanship](#) [#USMNT](#) [#soccer](#)
[#PassTheLove](#)

RETWEET

1

FAVORITE

1



4:58 PM - 22 Jun 2014



MarketingUnlocked @MarketingUnlock · 22 Jun 2014

[@ChipsAhoy](#) - way to [#eventjack](#) the [#WorldCup2014](#)



80/20 rule with Tweets



Heads up for the bay to basin travelers:
we've got daily flights from SFO, OAK,
and SJC to LGB for as low as \$39 ea ch
way: jetblue.com



2:11 PM Jan 14th from TweetDeck



JetBlue
JetBlue Airways

It's a Fun4All! FREE best available
stateroom upgrade through Jan. 23- <http://tinyurl.com/6v6haa>



11:35 AM Jan 12th from web

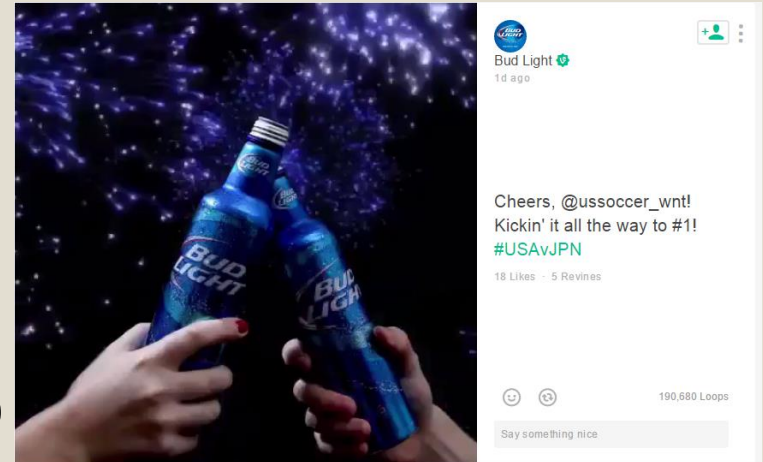


CarnivalCruise

Social Activity



- These days, many organizations think of social activity in terms of three categories:
1. **Dial tone engagement**
 2. **Planned engagement around pop culture/current events**
 3. **Opportunistic engagement**



Job of a Social Marketer

- Social teams are expected to deliver more real-life content, faster
 - Track trends to the second and then provide content that adds to the conversation
 - Content – inform and entertain
- Real time, in the moment content performs better than planned, non-real time content



Customers expect brands to be on social media



- “If you’re not on social, you could be left behind.”
 - Often customers first interaction with a brand
- Brands need a social media strategy to ensure their message reach their target audience
 - Keep their brand relevant and top of mind.
- Great content is KEY!
 - Audience must like
 - Comment on
 - Share your posts

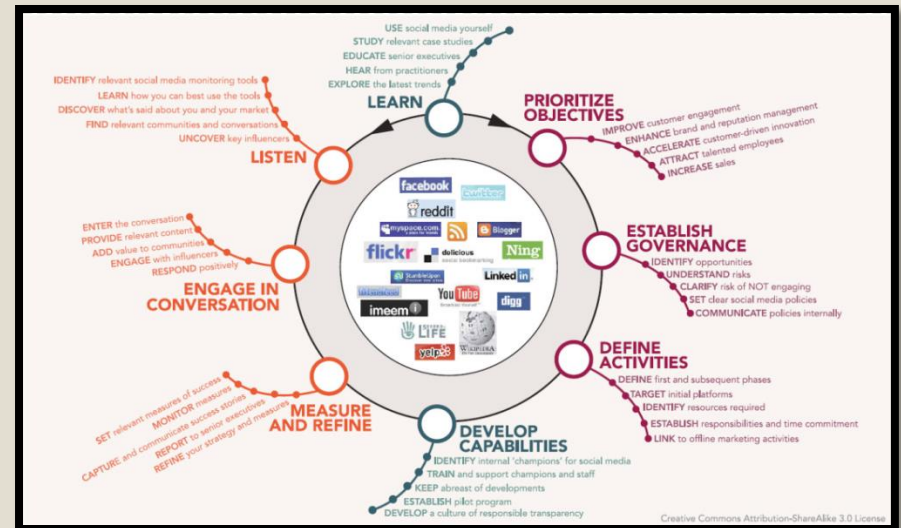
Top 6 Social Networks



Brands will find ways to capture and maximize the most valuable asset they have – the customer voice.

Social Media Objectives

1. **Building brand awareness**
2. **Driving engagement and participation**
3. **Generating social conversations and sales leads**
4. **Delivering superior customer service**



1. Building Brand Awareness



#1 goal for most social media marketers

- Keep social profiles complete and up to date
- Identify usage patterns of your target
 - Focus on those channels they use most (facebook, twitter, etc.)
- Include images and links in your posts
- Respond to anyone who takes the time to comment or engage with you
- Ask for feedback
 - Post open-ended questions on blog articles, website, posts
- Share user-generated content & third party content
 - Highlight your community and encourage them to be part of your brand story

REI



REI

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Seattle, WA · www.rei.com  

85 Boards

6,855 Pins

7,982 Likes

Follow All

45,187 Followers

327 Following

The Adventurer

REI



91 Pins



Follow

The Ringleader

REI



94 Pins



Follow

The Chef

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77 Pins



Follow

The Gearhead

REI



77 Pins



Follow

The Storyteller

REI

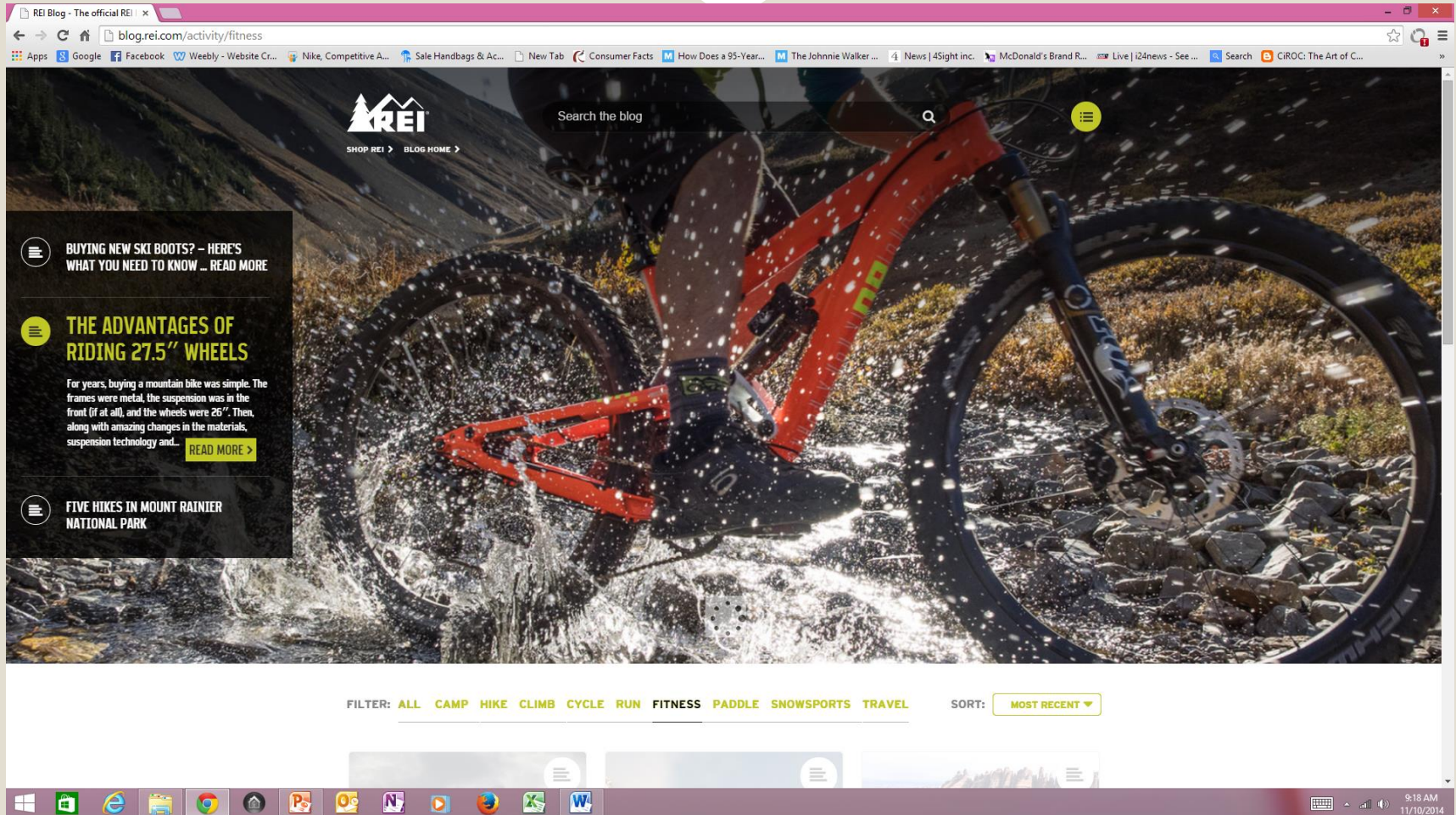


39 Pins




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REI ✓
Outdoor Gear/Sporting Goods

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2 notifications from Mairud Pean Chay and Beth Grace Silver

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fitmob.com
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174,774 visits

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13 hours ago

Mountain moments like this. Photo: Instagram's @jessehambley
#REI1440Project





REI @REI · 22h

Ski on air. @rossignol_1907 Temptation & Experience Skis feature AirTip technology: bit.ly/1uShAll

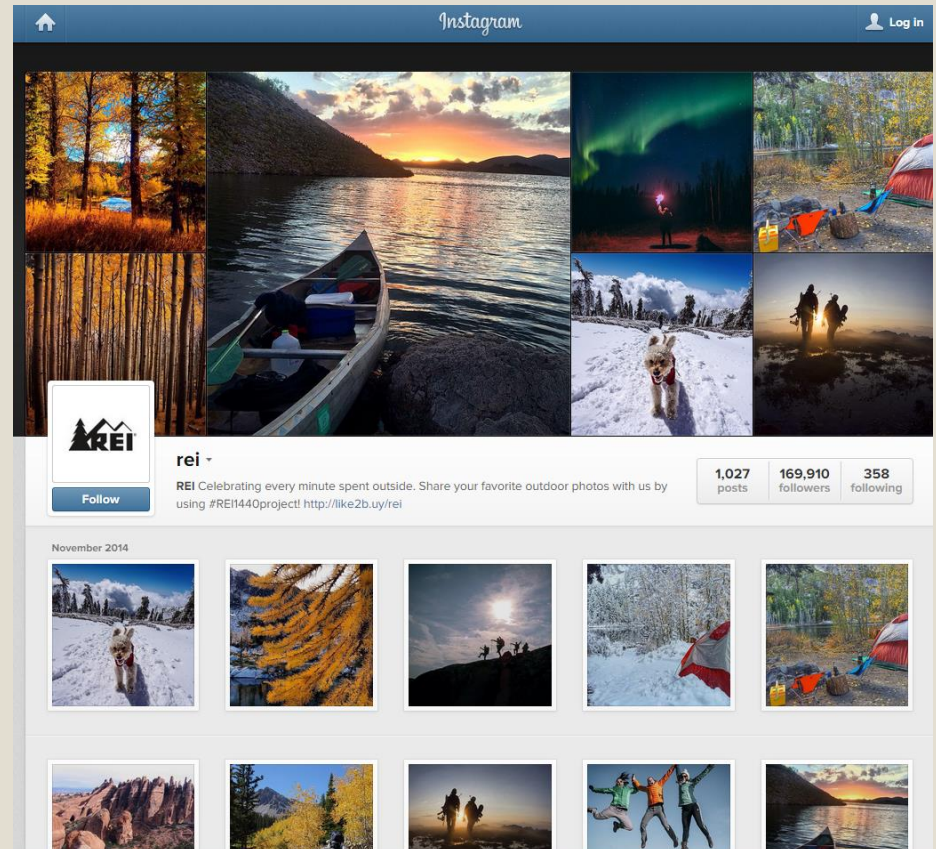


3 15

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REI @REI · Nov 8

Get stoked to give stoke with the new REI Co-Op Down Jacket for women: bit.ly/1slvw68



Good Content Ideas for Awareness



- Proprietary white papers, best practice guides, and pertinent articles
 - Third party materials you target will find valuable
- Tips or creative ideas on how to use different products
- Outside studies on industry trends and user perceptions
- Videos with key researchers, product designers, other subject matter experts
- Infographics and charts
- Consumer success stories

REI Expert Advice



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REI EXPERT ADVICE

How-to articles and videos about outdoor gear and skills.



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Read an Article

[Sleeping Pads:
How to Choose](#)[Bike Maintenance
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Choose](#)

[Browse all Expert Advice topics to the left.](#)

Take a Class with REI Outdoor School

Learn a new activity or brush up on your skills. [Find an REI Outdoor School program](#) near you.



Print a Checklist

- Adventure Travel
- Backpacking
- Bike Commuting
- Camping
- Kayak Day Touring

[Find other checklists by activity \(left\)](#)

Creative ideas for product use



FILTER: ALL

CAMP

HIKE

CLIMB

CYCLE

RUN

FITNESS


PADDLE

SNOWSPORTS

TRAVEL

SORT:


MOST RECENT ▼



11.10.2014 / Megan Michelson

**A GOURMET INTERVIEW WITH
CAMP CHEF ROBIN DONOVAN >**


Cooking around the campfire doesn't have to mean eating cans of baked beans and charbroiled hot dogs. Imagine dining on dishes like Thai...



11.08.2014 / REI Staff

**EL NINO, LA NADA AND
FORECASTING
TOOLS EXPLAINED >**


With the snow season upon us, we all like to become amateur meteorologists. Thankfully, we can also lean on the pros. Wayne Flann —...



11.07.2014 / Berne Broudy


**BUYING NEW SKI BOOTS? –
HERE'S WHAT YOU NEED
TO KNOW >**

Ski boots are the key to comfort, but there are many variables to getting the right fit. "To ski your best, what you need from your ski boots...




11.06.2014 / Brendan Leonard

**AMERICA'S BEST DESERT DAY
HIKES: DEVILS GARDEN
PRIMITIVE LOOP, ARCHES
NATIONAL PARK >**



11.06.2014 / REI Staff

**MANY AMERICANS OPT TO
CLIMB MOUNTAINS OVER
CORPORATE LADDERS IN 2015**



11.05.2014 / Casey Schreiner

**DON'T OVERLOOK THE DESERT
>**

REI Infographics



THE ART AND SCIENCE OF **S'MORES** The Perfect Group Camping Treat

S'MORE HISTORY

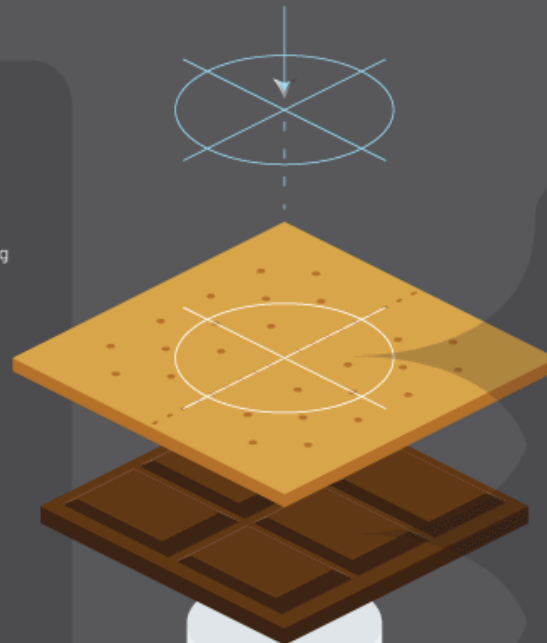
Believed to be a contraction of the phrase, "some more," s'mores are indeed an irresistible treat. Packable and perfect for large groups, this ubiquitous group camping dessert sandwich is credited to Loretta Scott Crew, in the 1927 publication of *Tramping and Trailing with the Girl Scouts*.



Graham crackers were originally developed as a health food in 1829 by Rev. Sylvester Graham.



We can thank Coenraad Johannes van Houten for his 19th century discovery of the "Dutch process," which Joseph Fry then used in 1847 to create firm sweet bars of chocolate.



S'MORE 3-STEP TECHNIQUE:

1

Thanks to their perforations, the shape of modern graham crackers make them the ideal plate on which to lay the chocolate.

2

Square or rectangular, the shape of the chocolate pieces are just the right fit atop the graham cracker.

Amplify customer feedback and success stories



MY REI ADVENTURE



WINTER SPORTS ADVENTURE

◀ B. EVERETT JORDAN LAKE ▶

B. E. Jordan Dam and Lake is located near the center of North Carolina with a large population base in a 75-mile radius of the project. It is a major attraction for recreation seekers with facilities such as campsites, picnic areas, beaches, nature trails, etc. available. The N.C. Division of Parks and Recreation operates the majority of the recreation areas. Wildlife

ADVENTURE GEAR



La Sportiva
Tarantula Rock
Shoes



Smith Pivlock V90
Interchangeable
Sunglasses



Black Diamond
Raven Pro Ice
Axe

2. Driving Engagement & Participation



Today's social users want to build meaningful relationships

- Incorporate social sharing options on all corporate webpages
- Always ask for feedback, comments and especially success stories
 - Amplify great stories across relevant media
- Include hashtags so your target can follow the conversation and participate
- Create interactive social experiences
 - Polls, votes, photo contests to encourage participation
- Offer incentives for participation (getaways, discounts)
- Give your audience a chance to give input on products, service, changes, cause related products, other company decisions



Why Steve Jobs Didn't Listen to His Customers

GREGORY CIOTTI | MARCH 6, 2013



“It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.”

— Steve Jobs



Here's an example from a local toy retailer.




This toy store needed to know which LEGO product would sell the fastest, so they set up a simple vote contest and asked their customers directly. They motivated people to vote by doing a giveaway of the winning LEGO set to a contest participant.

[Connect](#) [# Discover](#) [Me](#)

Tell Us What You Want (& Win)

We're ordering new LEGO sets! And we want to hear from you! Which set do you most want from our store next week?

One lucky entrant will WIN it!

		
City Helicopter Surveillance	DC Comics Super Heroes Batman the Riddler Chase	Ninjago Hover Hunter set
14	16	15
<input type="text" value="Enter your email address"/>	<input type="text" value="Enter your email address"/>	<input type="text" value="Enter your email address"/>
Vote	Vote	Vote

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Crocs



1,275

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398

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149

+1

66

153

Buffer

32

Pin it

Crocs New Release Shoesday

✓ Liked

new release shoesday

vote for your favorite
(and you just might win it)

Full Name

Email Address

My favorite shoe is:

☐ I agree to the Official Rules

shoesday!

Women's Cap Toe Flat

Stretch Sole Flat

Kadee Flat

Stretch Sole Loafer

Men's Drayden

Harborline Nubuck Loafer

Crocs hosts product-related Facebook vote contests where they can gain insights into consumer preferences.

Polls



Engadget @engadget Follow

Facebook just bought Oculus VR.
Thoughts?
Answer our poll right here: engt.co/1fgfXav

Engadget wants to know ...
Facebook just bought Oculus VR. Thoughts?

 [View Results](#)

- [Awesome!](#)
- [This worries me.](#)
- [How will it handle pokes?](#)
- [Will Charmin ads pop up?](#)
- [Is Facebook login a must?](#)
- [How doomed is Carmack?](#)

Retweets: 88 Favorites: 32

4:25 PM - 25 Mar 2014

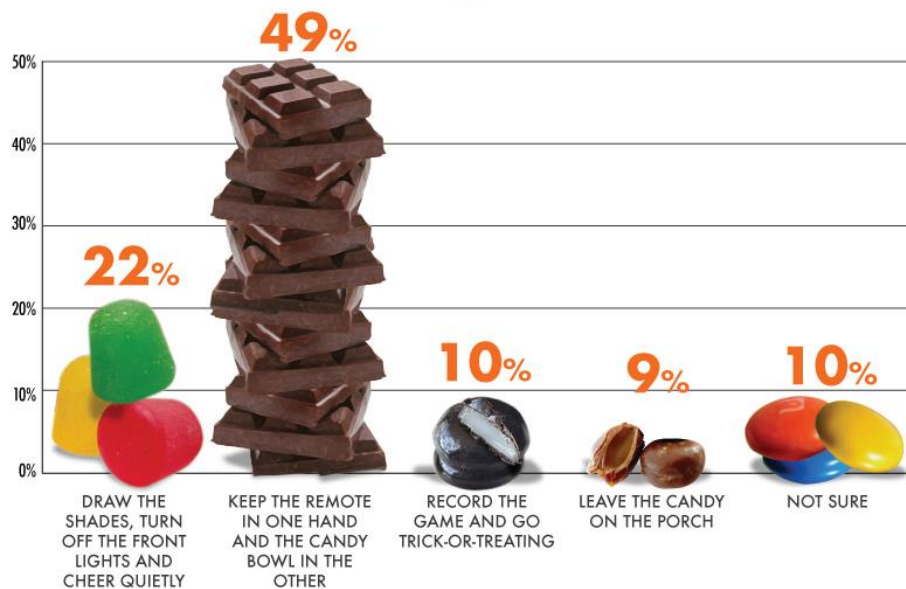
Jeffery Hammer @jokerscool · Mar 25
[@engadget](#) the AOL end





WHAT WOULD YOU DO IF YOUR FAVORITE COLLEGE FOOTBALL TEAM WAS PLAYING DURING TRICK-OR-TREATING IN YOUR NEIGHBORHOOD?

DISCOVER FAN LOYALTY POLL



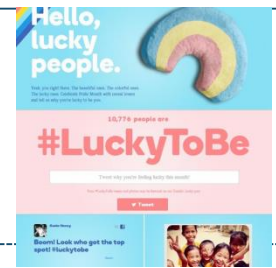
Source: Rasmussen Reports
and Discover Financial Services

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www.Twitter.com/Discover

#luckytobe – LUCKY CHARMS



- Lucky Charms is celebrating Gay Pride Month for the second straight year, and indeed, a celebration it is.
- They've dubbed it the #LuckyToBe campaign, the same as in 2014 —
 - Lucky Charms is owned by General Mills, the same company that produces Cocoa Puffs, Cheerios, and Wheaties, among many others.
 - When companies start embracing a civil rights campaign as a means to try to sell cereal, you know that campaign has gone mainstream, and it's winning.

Lucky Charms, General Mills Cereal, Celebrates LGBT Pride With #LuckyToBe Campaign



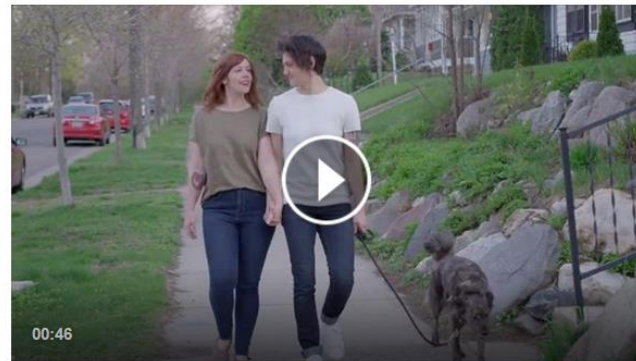
Like · Comment · Share



Vivoom shared Lucky Charms's video.

June 11 · 🌐

#LuckyToBe in love! What are you #LuckyToBe? Create and share your own video for Pride Month by clicking vivoom.co/luckytobe from your phone!



670 Views

Lucky Charms

Nic and Kelly are #LuckyToBe married!

Watch their story and then tap vivoom.co/luckytobe from your phone to create your own video about what makes you one of a kind!

#luckytobe



Escriitora encubierta @OneMoreHippie · Jun 20
#LuckyToBe lesbian.



4 30



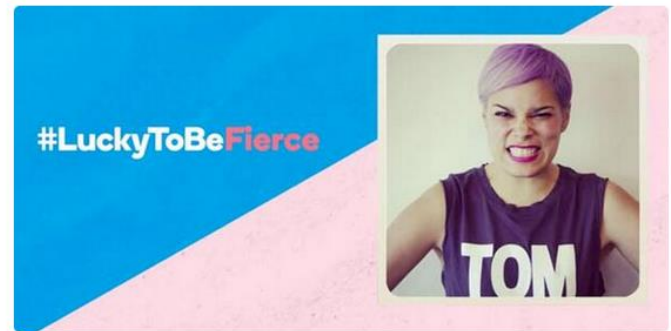
Jeremy Hooper @goodasyou · Jun 6
#LuckyToBe daddy to this precious little marshmallow



12

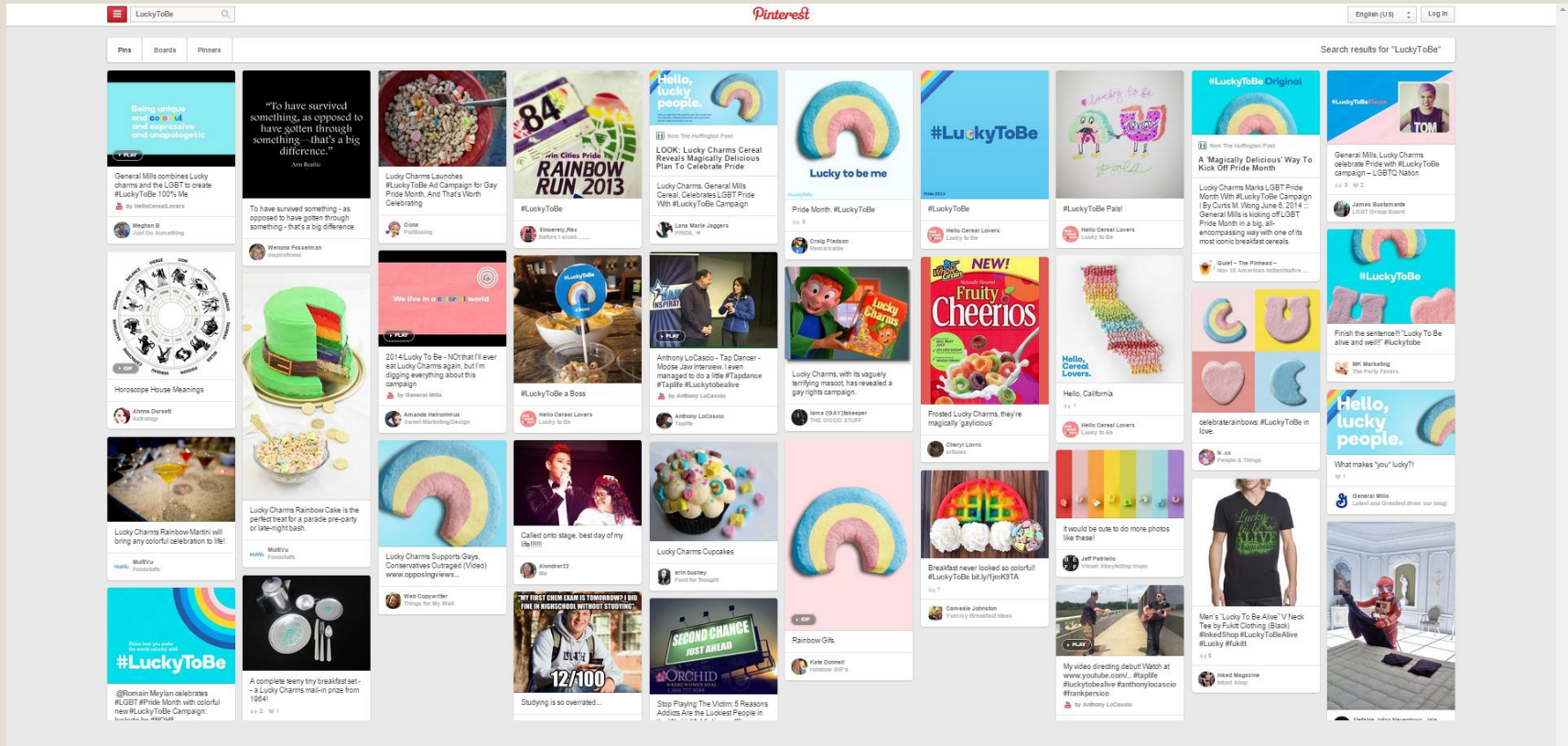


LGBTQ Nation @lgbtqnation · Jun 6
General Mills, @LuckyCharms celebrate #LGBT Pride Month with #LuckyToBe campaign - lgbtq.me/UhPxle



10 13

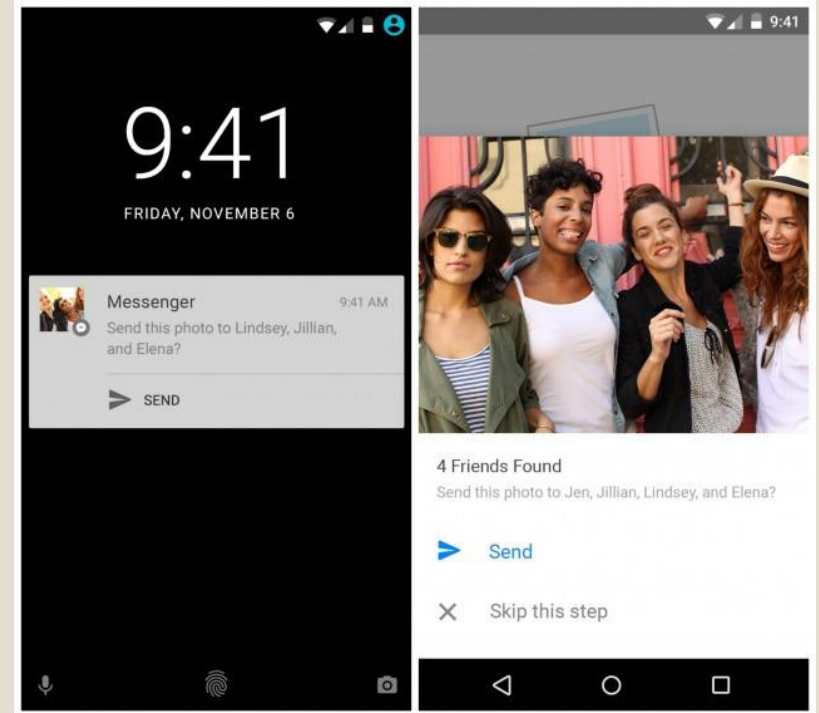
Pinterest



Last word: driving engagement



- Integrate timely social content into media and marketing campaigns
 - Pull positive social mentions of your brand and weave them into your website or other digital touch-points.
 - Look for creative ways to collect and visualize content



Facebook is testing a way to search your camera roll to find photos of your friends

3. Generating Social Conversions & Sales Leads



Fish where the fish are...

- Drive your audience to your conversion points in multiple places across your social channels.
 - Always capture additional information about people
- Include calls to action on all shared content
 - Links to more content, request share content socially, etc.
- Don't forget LinkedIn
 - Less clutter
- Incorporate social sharing functionality on all landing pages
- Include an email subscription form on your blog
- Offer incentives (discounts, unique content, etc.) for providing contact information or sharing your brand

Burberry



- Burberry wanted to immerse millennials in the rich heritage of their 157-year-old brand by using technology to reach them on an emotional level.
- Challenge was to bring the romance of Burberry into the digital space in order to spark a connection with a new generation.
- The idea is really simple: You send one of your personal kisses to anyone, anywhere in the world, and you follow the journey of your kiss.
- By knowing the user's location, we could utilize Street View and Google Places to illustrate each letter's unique journey. Google Earth and Sketchup allowed us to stylize and stitch together beautiful imagery from the sender's and recipient's respective cities.

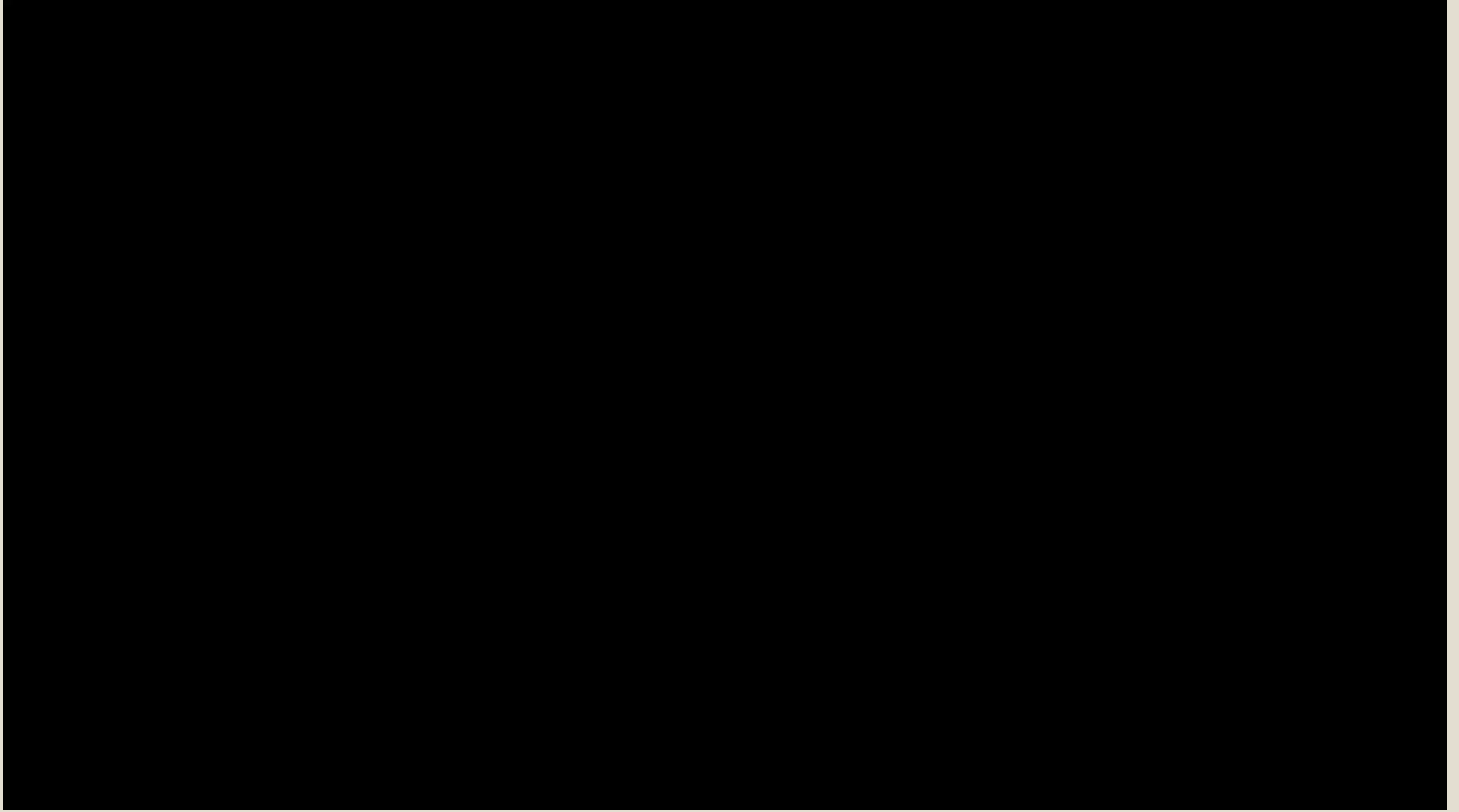
Burberry Kisses



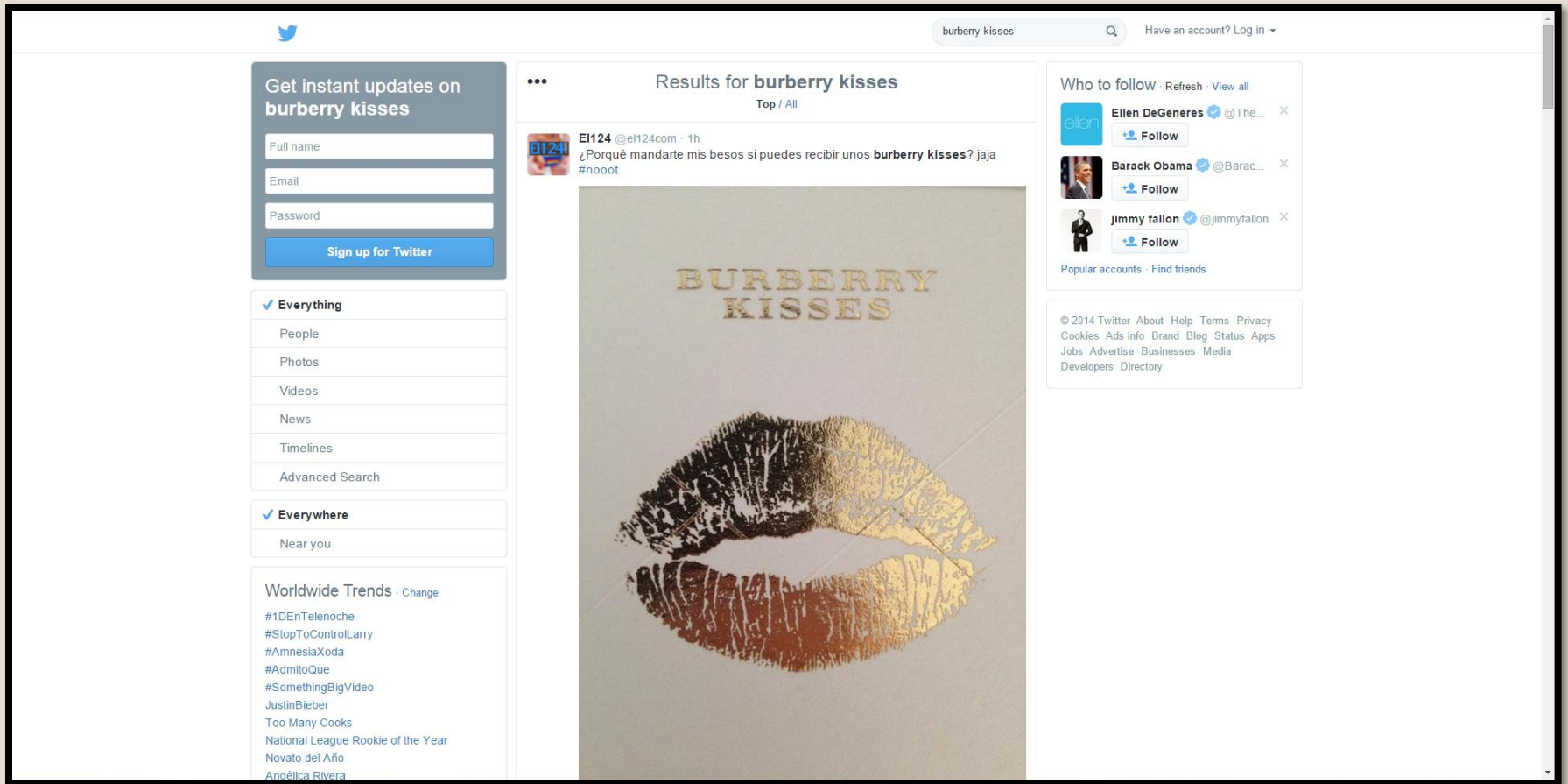
About the campaign



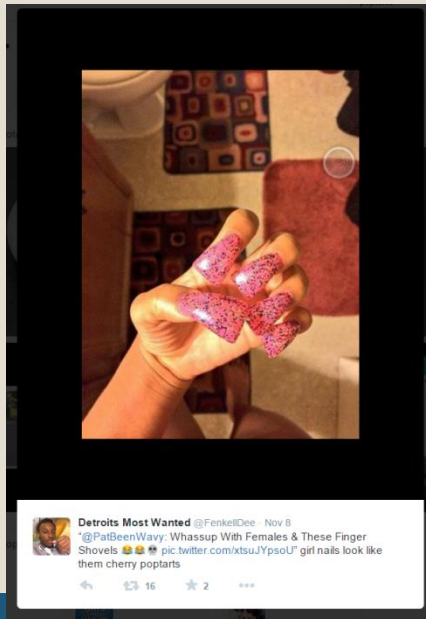
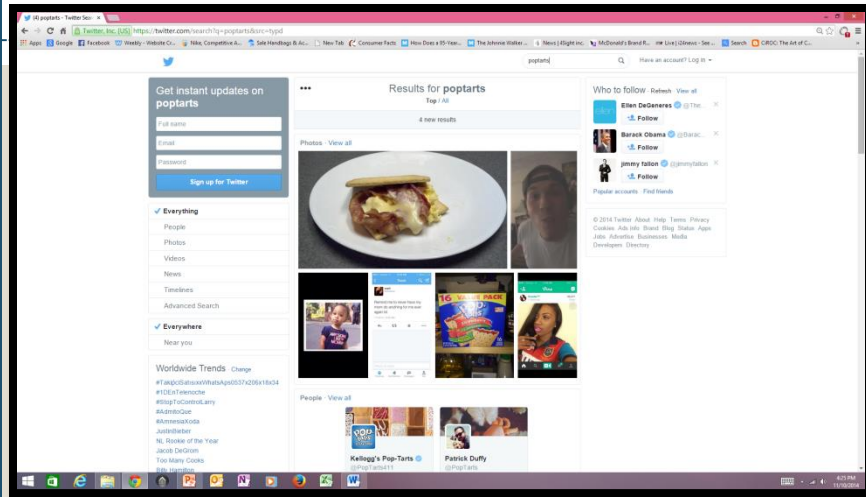
Burberry online Video



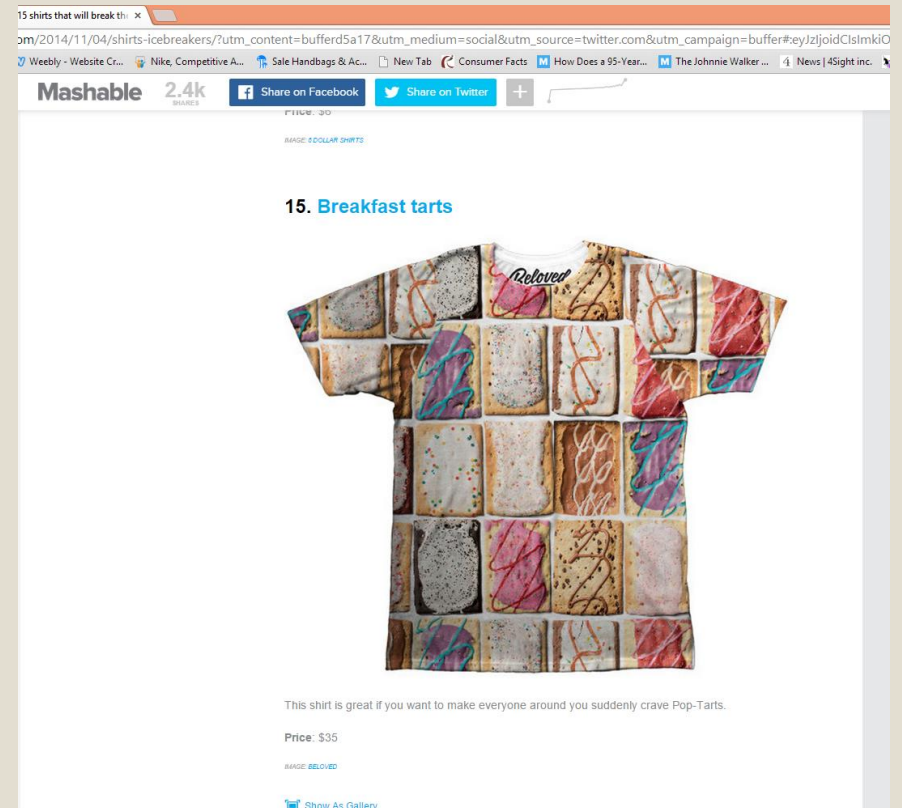
Pinterest



Poptarts



- Scan FB, LinkedIn, and Twitter for mentions of your brand
- Share information when appropriate
- Monitor instagram, Pinterest, Vine, and YouTube for media tagged with your products or service.
- Respond with an offer



4. Delivering superior customer service



- Establish Service Level Agreements (SLAs) for response times, total number of customer service
 - Number of customer service items your brand will respond to
- Decide whether to create separate customer care profiles on certain social channels or deliver care from one primary brand account
- Introduce your team and their areas of expertise
 - Customers can see and know how you're available to address questions, comments, concerns
- Preempt any questions or concerns by sharing public announcements about known problems, service interruptions, or upcoming enhancements



We're very sorry about our CS team's answer, it's unfortunate and we apologize for it. We're in direct contact with Tori LaConsay.

2 hours ago via web

H&M/Twitter

1-800-FLOWERS.COM @1800flowers

TWEETS 38K

FOLLOWING 11.8K

FOLLOWERS 40.6K


LIKES 2,494

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[instagram.com/p/9tbFxmZHF/](#)

1-800-FLOWERS.COM @1800flowers · Nov 5

Today is #NationalMenMakeDinnerDay! For those of you that can't cook, there's always flowers!



1-800-FLOWERS.COM @1800flowers · Nov 4

@alyssaangelo Aww, that's no good! Send us a DM and we'll send you something special. #wecare

[View conversation](#)



Justyn Howard @Justyn · 14 Feb 2014

@1800flowers refunding me the extra \$8.00 I paid for guaranteed delivery doesn't fix my wife not getting her gift!



1-800-FLOWERS.COM @1800flowers

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@Justyn I truly apologize for any disappointment. If I can help in any way Plz follow and DM me your order number. - Janet

6:16 PM - 14 Feb 2014



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FOLLOWING
974

FOLLOWERS
72.8K

FAVORITES
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Feast your eyes on Thanksgiving Day essentials and Pay with #CashbackBonus at @Overstock: discvr.co/1xCMUb9



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#AdmitoQue
#1Denteleneche



TWEETS
30.6K

FOLLOWING
974

FOLLOWERS
72.8K

FAVORITES
61

Think back: What's your favorite thing you've bought with your **#CashbackBonus**? **#TBT**



← ↻ 4 ★ 2 ...

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Discover @Discover · Nov 6

How is everyone doing this morning? Well, we hope. Tweet us with your account questions and we'll do our best to get you an answer.

← ↻ 1 ★ 1 ...



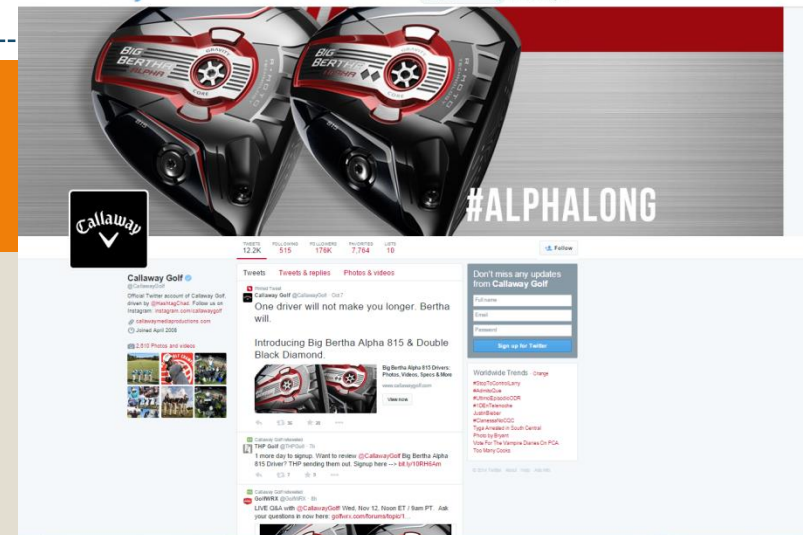
Discover @Discover · Nov 5

Signing off, folks. Have a great rest of your night and if you need anything before 9am EST tomorrow, give us a call at 1-800-DISCOVER.

← ↻ 1 ★ 4 ...

Specific Opportunities to Engage

- Launching a new product of service
- Promoting events and sponsorships
- Capitalizing on real-time trends and topics



Ben and Jerry's Annual Event



- Share what makes your event special and valuable for your attendees
- Issue reminders and updates
- Share content from the event with non-attendees
- Offer incentives for registration or exclusive benefits for fans/friends/followers

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Register today to manage your own **Portfolios** and **Savings Challenge**.

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Categories



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Ben and Jerry's 'Free Cone Day' Crashes Website



Matt Brownell



Apr 9th 2013 4:18PM

Updated Apr 10th 2013 7:41AM



Ben & Jerry's Facebook

Today Ben and Jerry's held "Free Cone Day," its annual promotion when it gives out free ice cream cones at its stores. Apparently it underestimated just how excited people would be about the giveaway, because the ice cream hysteria managed to crash its website.

As of this writing [BenJerry.com](#) is down. The company didn't explicitly acknowledge that high traffic was responsible for the website outage, but it did [post a picture on its Facebook page](#) bemoaning "that awkward moment when your site crashes on #freeconeday." Given that it's the first truly warm day of the year in the Northeast, it's safe to say that the site experienced a crush of people screaming for ice cream.

While the outage means that you can't access the website's shop locator, the

UP TO 36 MPG HWY*
Better than Camry or Fusion



CHRYSLER 200 S

CHRYSLER

Most Popular



Which Day Really Offers the Best Deals for Holiday Shopping?



Cheap Car Fixes That Will Easily Pay For Themselves



Veterans Day 2014 Freebies



Target to Close 11 Underperforming Stores



Some Americans Would Rather Die Than Be Poor in Retirement

Search DailyFinance



Spotlight



Consumer Ally
Keurig 2.0 Leaves Bitter Taste in Many Mouths

[Read Story »](#)

Interactive map



● Free Cone Day 2014: Where To Get Free Ben & Jerry's Ice Cream On April 8 (INTERACTIVE MAP)

21k

Like

4956

Share

206

Tweet

3

Pin It

250

Email

35

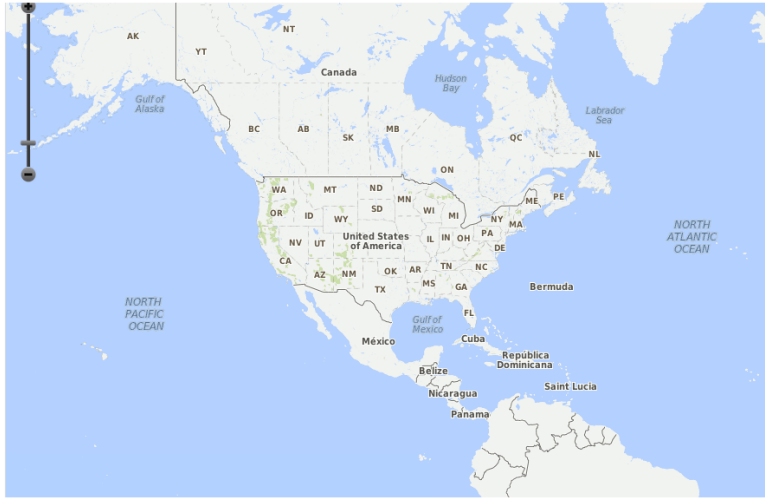
Comment

Thirty-five years ago Ben & Jerry's founders Ben Cohen and Jerry Greenfield had just survived their first year of running a business. Surprised and grateful for their accomplishment, they wanted to thank the community that had supported them. The obvious choice? Giving everyone free ice cream cones to express their gratitude. Thirty-five years later they are still thanking their fans with this special day.

This year Ben & Jerry's hopes to hand out one million cones in the U.S. alone. Fans can choose any flavor they'd like, but they'll also be able to try Ben & Jerry's newest flavors, which include:

- **Salted Caramel Blondie:** Sweet cream ice cream with blonde brownies and a salted caramel swirl
- **Hazed and Confused:** Hazelnut and chocolate ice creams with fudge chips and a hazelnut fudge swirl
- **Cotton Candy:** Cotton candy ice cream loaded with cotton candy pieces.

Enter your location details in the **interactive map** below to find the nearest participating Ben & Jerry's.



Ben & Jerry's may be showing us their gratitude with Free Cone Day, but we'll definitely be showing them our gratitude as well. We're envisioning tomorrow to go something like this:

Real-Time Engagement



AT&T 9:17 PM 48%

#FIFAWWCFinal

Top Tweets All Tweets

Bud Light @budlight 27m
Cheers, @ussoccer_wnt! Kickin' it all the way to #1! #USAvJPN



118 145

Promoted

ABC7 News @abc7newsBay... 1m
Fans gathered at SF's Civic Center

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Ben & Jerry's
February 14

Two dates are better than one! Happy Valentine's Day! Love, Ben & Jerry's



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Prepare the royal bottle service!
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2:42 PM - 22 Jul 13

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