Quality Content for Social Media Engagement

Presented by

Sridhar Sunkara
Is Social Media an

**INFORMATION OVERLOAD**

The Internet is only 23 years old, and already every 60 seconds...

- 160 million e-mails are sent...
- 1,500 blog entries are created...
- 98,000 tweets are shared on Twitter...
- 694,445 Google searches are completed...
NO - It’s Filter failure
Technical filter can help sort through the unwanted info so you can find the valuable info.

That’s easy Part

Learning to filter your content is the most difficult part.
Think Social Media as a time saver

<table>
<thead>
<tr>
<th>Time Waster</th>
<th>Time Saver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Compiling duplicate or competing inputs from multiple teammates collaborating on a document</td>
<td>Put information on a wiki and have members make changes in one spot so the latest version is always readily available</td>
</tr>
<tr>
<td>Laying out and distributing online newsletters</td>
<td>Post newsletters as blog posts. Content is king; formatting wastes valuable time.</td>
</tr>
<tr>
<td>Checking websites each day for new content</td>
<td>Subscribe via RSS feeds so you receive automatic notifications when new content is posted</td>
</tr>
<tr>
<td>WAY too many staff meetings</td>
<td>Post daily updates to an internal team blog to minimize group emails and make in-person meetings more efficient.</td>
</tr>
<tr>
<td>Emailing a few photos or videos at a time so they don't exceed file size limits</td>
<td>Post to a photo-sharing website then email the site's URL</td>
</tr>
<tr>
<td>Emailing URLs to teammates or to yourself (to access them from different computers)</td>
<td>Save favorite websites through social bookmarking sites (e.g., Delicious) and subscribe to teammates' bookmarks</td>
</tr>
<tr>
<td>Recreating work from employees who leave the organization</td>
<td>Post work to a shared document library or wiki</td>
</tr>
<tr>
<td>Emailing teammates or stakeholders for feedback or inputs</td>
<td>Create a wiki or a blog where people can post edits, comments or questions</td>
</tr>
<tr>
<td>Collecting RSVPs through emails and pasting to a spreadsheet</td>
<td>Use an online invitation tool (e.g., Eventbrite) to collect RSVPs and automatically compile responses.</td>
</tr>
<tr>
<td>Traveling to and from disparate locations for regular meetings</td>
<td>Use a free live meeting tool like OoVoo to enable real-time conversation and collaboration without the travel</td>
</tr>
</tbody>
</table>
What is missing?
Strategy is choice

The challenge is to pick the **right game** to play and play to **win**
5 important questions to build a strategy

What is our Winning aspiration?

Where will we play?

How will we Win?

What capabilities must be in place?

What management systems are required?

The motivating factor, aspiration.

Integrated Approach

Value proposition, competitive advantage
Purpose should be at heart of strategy.
What if you don’t exist?

The resources, the activities that need to happen, etc

All 5 Questions need to be answered

Strategy is Iterative process

Organization has Multiple levels of nested cascades

No one perfect strategy; find the distinctive choices that work for you

Strategy should be dynamic
Social Media – Need to know

• Social Media Marketing
• Renting a platform
• Everything is controlled by the platform owner
• The platforms will determine what you can do
• For most part they own the data about your circles/likes, and in many ways the relationships too

• **BE SOCIAL FIRST** then **DO SOCIAL**
What is your existing Social Media Strategy?
Before you start

Listen

• About your brand
• Your customers needs
• Your competitors
• What is being said about you
• What is being said about your topics of interest or industry
• Who is saying it?
• How is your competition responding
• Where are they saying it?
Who is the owner of Social Media Strategy?

Content marketing should help achieve business objectives, not content objectives.

The end goal is ACTION and not eyeballs.

Build Cross Functional Team

Social impacts all corners of the company

Start Lean
Content Goals
Content marketing isn't just about writing blog posts and hoping that's effective for search engine optimization. Content marketing is about actively creating and distributing work that's intended to lead consumers toward some predefined goal.

Sharable (Viral):

Lead Generation

Conversion

Get B2B Leads using an eBook Campaign

PDF Guide + Planner Web App
Sharable (Viral):
Content that is designed to spread organically.

**Characteristics of Viral content:**
hilarious, cute, heartwarming, controversial, or scary.

Has little substance beyond the initial spark that makes viral content unique.

A fairly short shelf life.

The **main goal** with viral content is to get your consumer to click the **social share** buttons

Helps with **Brand name**
Discussion:
Content that is designed to spark conversation.

Characteristics of Discussion Content:
hilarious, cute, heartwarming, controversial, or scary.

Thought provoking beyond the initial spark that makes content shelf life much longer.

The main goal with discussion content is to get consumers, community to comment, engage with each other and the brand.

Helps Brands and community to engage with each other. Help to understand the behavior.
Lead:
Content that is designed to draw people into some sort of opt-in.

Characteristics of Lead based content:
This content exposes a gap in the consumer's knowledge and hints at a promise of closing that gap if the user acts by entering their email address or fills out a lead form or Download info.

Content follows more slow thinking that fast thinking

The Goal is to make the user feel that they need help

Helps brands or companies to get data of a potential customer as they have already shown interest in your brand.
Sales:
Content that is designed to create urgency in people to buy the product or service NOW.

Characteristics of Sale based content:
Sales:
This content exposes a gap in the consumer's knowledge and convinces to buy or sign up for their service Right away.

People feel the urgency in getting this product or service

Helps the brands aligning their content goals with business goals
Creating Adaptive Content

Put more effort into creating content in such a way that it can be reused effectively.

Create Once, Publish Everywhere
How people Really Use Mobile

Mobile does not mean on the go

68% use at home

Most common use is ME TIME

sources "Seven Shades of Mobile" study, conducted by InsightsNow for AOL and BBDO, 2012. In the first phase, 24 users
Pick a Primary Goal

Awareness          Sales                Loyalty
Which part of customer journey you want to target
the customer journey

Considering Joining

Awareness (ATL, Online display, PR, Online PR)

Investigation (SEO, PPC, Websites, Retail)

Triggers (Direct Mail, Email, Call)

Acquisition (Website, 3rd Party, Retail)

Considering Leaving

Retention (DM, Email, PR, ATL)

Loyalty (DM, Email, Web Services)
Primary Goal – Awareness
Who are you trying to reach?

• With whom will you be interacting in social media?
• What are the demographic and psychographic characteristics of your current or prospective customers?
• How does that impact what you can and should attempt in social media?
What is your value proposition?

• It doesn’t matter who you are, or what you sell, your product features and benefits aren’t enough to create a passion-worthy stir.
• How will you or your organization appeal to the heart of your audience, rather than the head?

Motivation

Magic

What are you in your customers Heart?
How do you do it right
First - make the time

We did not have email 20 years – But now it is part of life and we make time for it.

Same with Social Media

Perform a **serious audit** of how you’re spending every minute of every day and use that new found time vacuum to fit in daily social media participation.
Plan for

Fear of Missing Out

- You never definitely say “no, I can’t make it” but “maybe I’ll stop by”
- You check your email EVERY time a notification pops up
- You have Tweetdeck running all day
- You regularly spend hours reading blog posts, tweets, and FB updates
- You constantly feel like you should be doing/reading something you’re not
- You can’t “unplug”

Worry about Losing Information

- You are the one to move a threaded email discussion to a blog/wiki
- You meet with everyone who wants to talk about social media
- You become THE community manager for every group you’re a part of
- You bookmark hundreds of blog posts and articles even though there’s no possible way to read them all
Pick what matter to you the most

Tools Allow you to Filter what matters to you
Team? - You?

Social media tasks are difficult to outsource – It’s your voice.

Think?
Couldn’t you have a lot more people in your company creating content?
Maybe they aren’t great writers.
But video blog posts?
Consider your fans – your advocates – your volunteer marketing army. Couldn’t you use them more effectively?

That concept of fan promotion, of “leveling up” gives you access to a tremendous amount of free labor, and simultaneously strengthens bonds between your brand and its biggest fans.

Gamify the experience – Engaging and Sustaining
Social Media as Gamification Tool

Gamification
- Loyalty Programs
- Game Design
- Behavioral Economics

Goals of Gamification
- What is the purpose?
- Make hospital staff save power, mainly by shutting off lamps and computers.

Challenges
- What is the main challenge players are facing?
- Save the environment by saving power!
- At work, through a calendar and computer, a couple of minutes a day

Borders & Playfield

Gamification Implementation Chart
- Project: RE:THINK
- Are their needs satisfied?

Roles
- Wards, teams, Team leaders
- Every action counts. Compete in teams. The activity affects a fictive world

Economy
- Invest points in desired paths for the future

Rewards
- Points, Cake, Prizes

Actions
- Shut off, solve problems, creative tasks, reflection

CREATIVE ASPECTS
- Creative tasks: writing, taking pictures, "Diary that will change your life"

Socialize
- Battle, play, competitive trade, race, create, explore, bet, contribute, collect, negotiate, build, tell stories, match

Player
- Competitors, Achievers, Socializers, Explorers

Acting
- Leader boards, Discussion board

+ Social Aspects

+ Creative Aspects
Building the Right Tools
Subscribe to RSS Feeds

CNN.com - Top Stories
syndicated content powered by FeedBurner

Learn more about syndication and FeedBurner...

Current Feed Content

**Throw the book at baseball cheaters**
Posted: Wed, 05 Jun 2013 21:47:34 EDT
Mike Downey says ESPN reports as many as 20 baseball players could get suspended for PED use. If they're guilty, no slaps on wrist--this time they gotta go

**LZ: Michelle paying for Barack's sins**
Posted: Wed, 05 Jun 2013 17:29:23 EDT
LZ Granderson says maybe it was unfair to heckle the first lady, but gays are tired of Democrats throwing them under the bus for political expediency.
Set up Google Alerts

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Search query: 
Result type: Everything
How often: Once a day
How many: Only the best results
Deliver to: sssunkara@gmail.com

CREATE ALERT  Manage your alerts
Create an Bookmarking account
Setup a Social Media Management Tool

A Smarter Way to Share.

Buffer - A Smarter Way to Share.

SocialOmph - Join hundreds of thousands of satisfied users today!
Clean up of your network: Annoying Friends, Farmville, MafiaWars, candy crush
Create a Social Media Calendar

<table>
<thead>
<tr>
<th>MONTH:</th>
<th>TARGET CLIENTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTHLY FOCUS:</td>
<td></td>
</tr>
<tr>
<td>GOALS:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day #</td>
<td>Day #</td>
<td>Day #</td>
<td>Day #</td>
<td>Day #</td>
<td>Day #</td>
<td>Day #</td>
</tr>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
</tr>
<tr>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
</tr>
<tr>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
<th>Day #</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
<td><img src="https://via.placeholder.com/15" alt="Social Media Icons" /></td>
</tr>
<tr>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
<td>NOTES:</td>
</tr>
</tbody>
</table>
Measure

It is not just what you do to attract traffic, but also what types of experiences you create (something people rarely think is marketing) and how good you are at delivering (only the rarest of marketers think with this lens on).

Sharing Metrics
Social Metrics
Likes, shares, tweets, +1s, pins, etc
Forwards, Inbound Links, Embeds, RSS feeds,
Video Views, Document Views, Downloads
Social mentions

Business Metrics
Increased Sales, New Ideas,
New Behavior, reduced costs, etc.

Important: Are these people engaging in other areas on the site. Are their behavior different from direct site visitors.
Lean Startup Model

Each component contains a series of hypotheses that you need to test.
Experiment – The Lean Way

To Win – Set Metrics >> Build Hypothesis >> Experiment >> Action

Step 1 – Pick what key metrics you want to improve

Step 2 – Form assumptions by
   1. With existing data
   2. Without Data

Step 3 – Create an experiment
   Who is your audience?
   What do you want them to do?
   Why should they do it?

Step 4 – Measure
Results

If

1. **Success** >> Next Metric to improve

2. **Failed spectacularly** - revisit hypothesis. It’s time to identify a new who, what, and why, based on what we’ve learned.

3. **Marginal success** - but not close enough, try another experiment. The hypothesis might still be valid, and we can try again, adjusting based on what we’ve learned.
Final Thoughts

Create a strategy
• What is your goal
• What audience you want to reach
• What do you want to tell them
• Build the Social Media Toolbox
• Measure & Management

The Team

Run an Experiment

It’s Not about technology – It’s about you – THE HUMAN