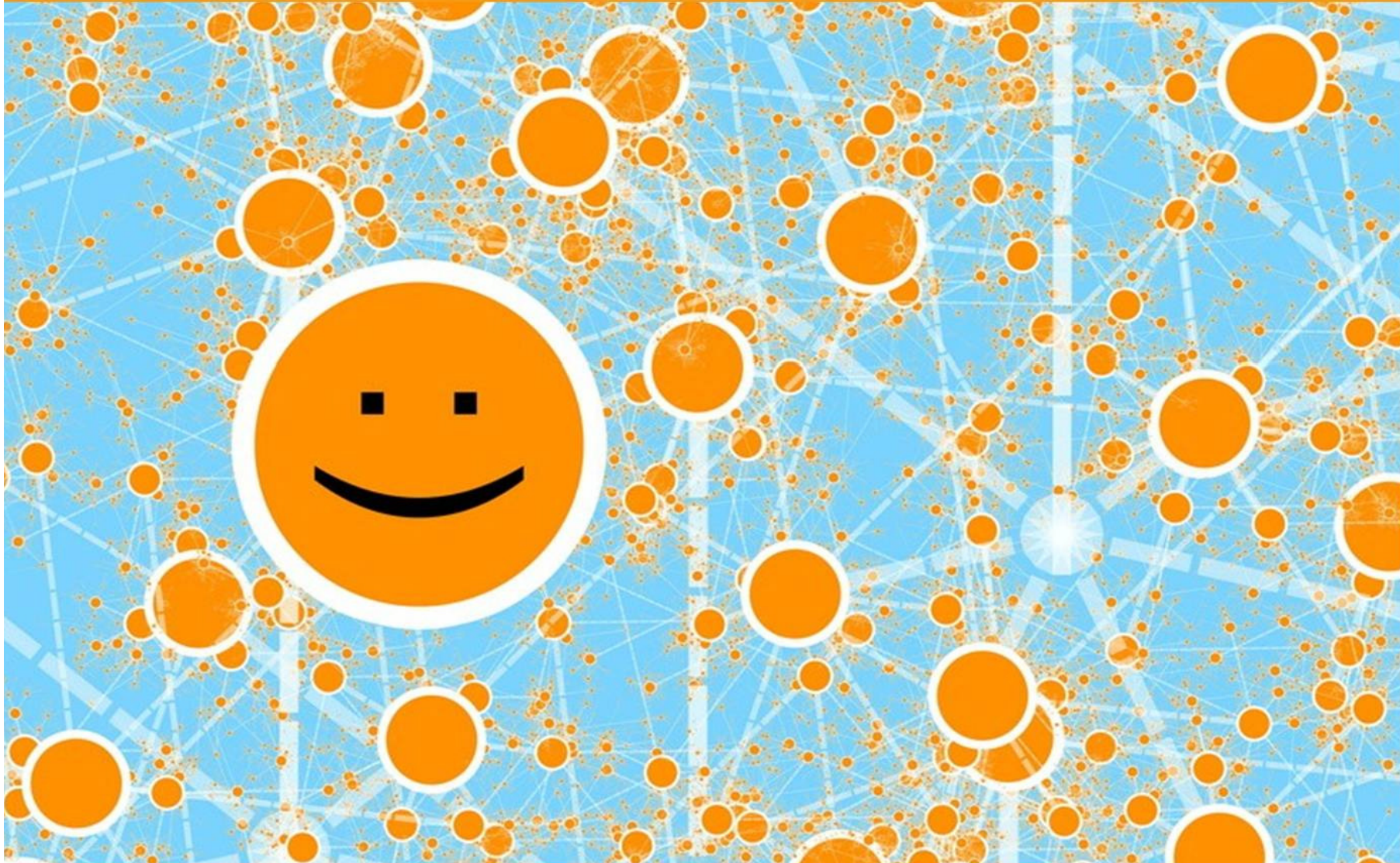


# *Social media success & brand development*





*The (modest) aim!*



*To capture 10  
simple principles to  
help brand and  
business owners keep  
pace with the  
implications of social  
media growth.*



# 1) Appreciate the engagement potential

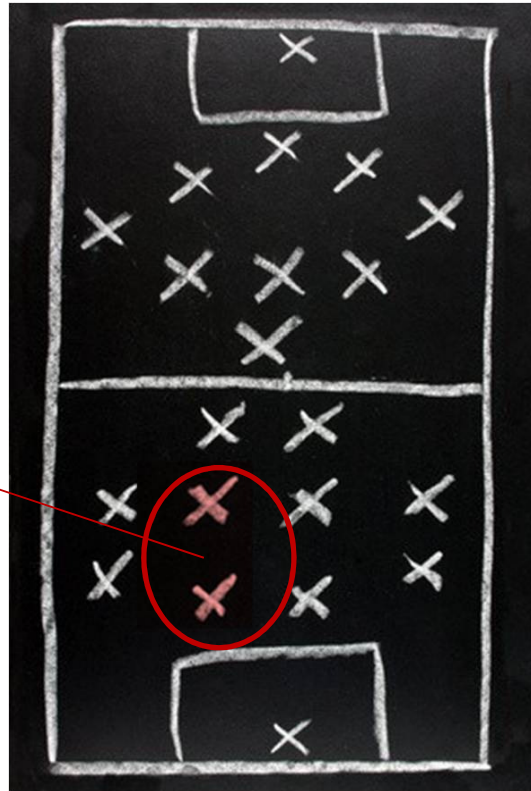


- \* Facebook has more than 350 million active users with 50% of active users logging on each day
- \* More than 65 million active users are currently accessing Facebook through their mobile devices.
- \* LinkedIn has 50 million users
- \* There were 75 million Twitter accounts at the end of 2009 with around 6.2 million new accounts per month
- \* MySpace has more than 110 million monthly active users - 1 in 4 Americans are on MySpace
- \* Google has increased its share of the UK search to 87.3%, (Hitwise)



## 2) Seek to influence/share not control

Social media interaction



You are part of the team!!

Advertising



The goal is engagement that motivates *brand advocating behaviour* by autonomous and vocal network members, employees, groups, fans, bloggers, etc



### 3) Brand planning must be more rigorous



- ✓ Objectives?
- ✓ Measures?
- ✓ Promise/values?
- ✓ *Brand stance/view?*
- ✓ *Service/experience standards?*
- ✓ Campaign objectives?
- ✓ *Roles and responsibilities?*
- ✓ *Employee engagement?*
- ✓ *Reputation risk management?*
- ✓ *Brand protocols?*



## 4) Success requires a relevant 'win win'

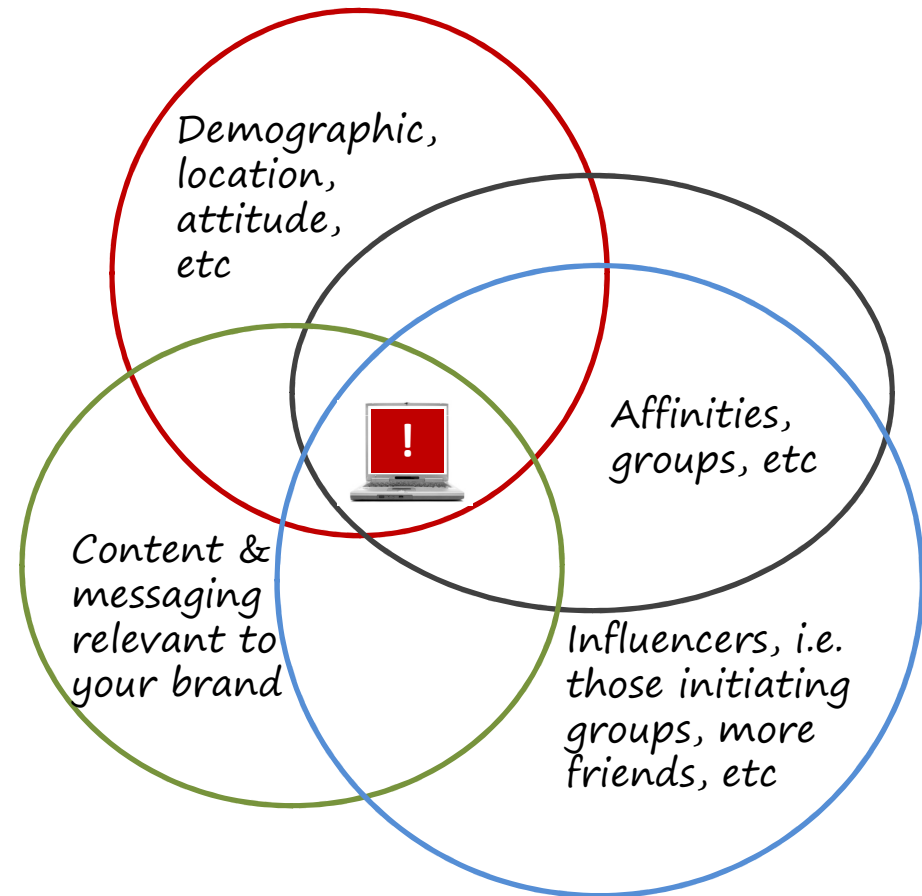
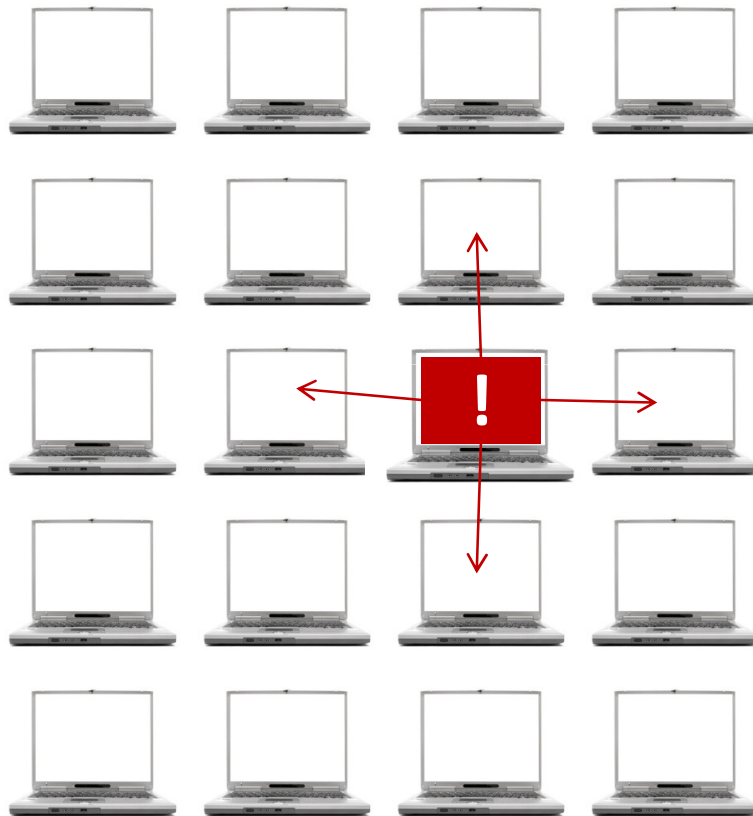
Dunkin' Run created a new social media ordering proposition. "Runners" can start a group order through their computer or mobile phone. Alerts are then sent to the Runner's list of friends telling them when a trip to Dunkin' Donuts is scheduled along with a message inviting them to place an order too.



My Starbucks Idea.  
Customers share ideas,  
review other people's ideas  
and join the discussion.  
Starbucks has almost 6  
million fans on Facebook!



## 5) Understand and engage 'influentials'





## 6) Keep it honest, authentic, responsive



*Greater transparency and freedom to express a view means that product and experience failings will be difficult to gloss over – corporate messaging or advertising will appear at odds with sentiment.*

*First Direct's approach embraces this principle. A headline reference to "77% of customer happy to recommend First Direct" sits alongside customer postings just like the one opposite.*

*Even if their numbers dip a bit, the act of transparent public presentation suggests they are pretty good. In fact, if they aren't, First Direct will know very quickly!*



## 7) Innovate in content and conversation



Barclaycard's "waterslide" iPhone game achieved 3 million downloads in just 13 days.

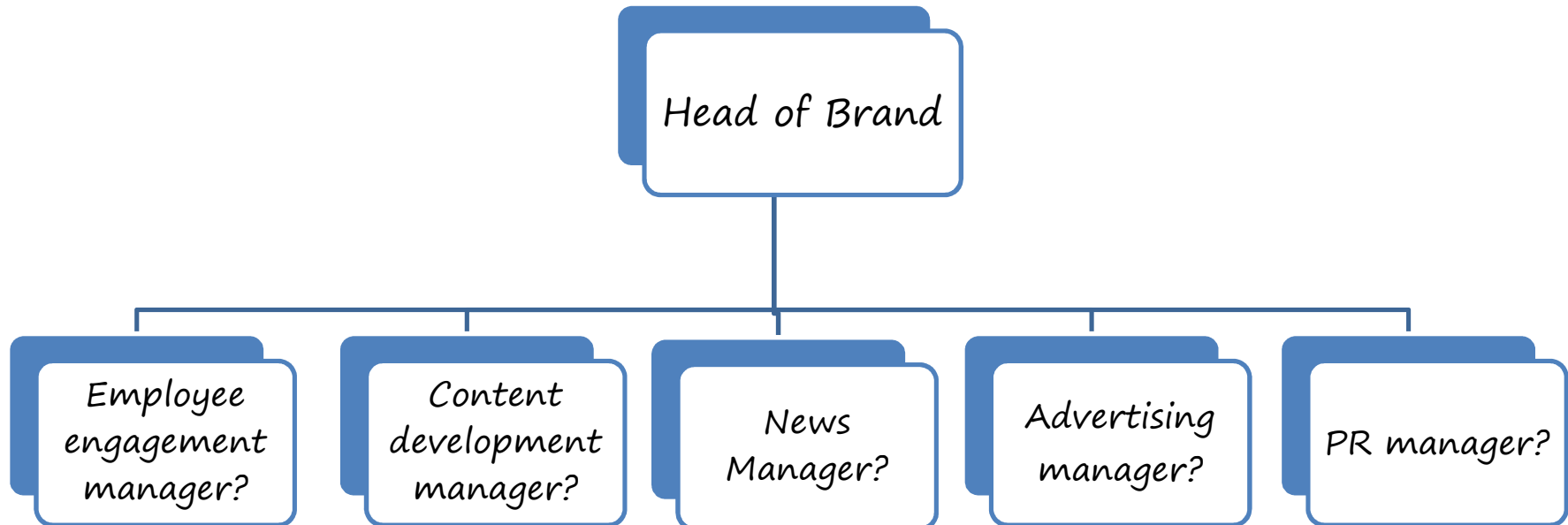
Barclaycard claimed this to be the most popular free branded advertising game in the history of the iTunes App Store.

It became the number one free iPhone application in 57 countries.



## 8) Think through accountability & resources

*There isn't one right answer, but the way you organise your brand management needs to enable a better connection to service/experience delivery, promote internal advocacy, manage ongoing dialogue and be responsive to issues raised*





## 9) Keep reputation risk on the agenda



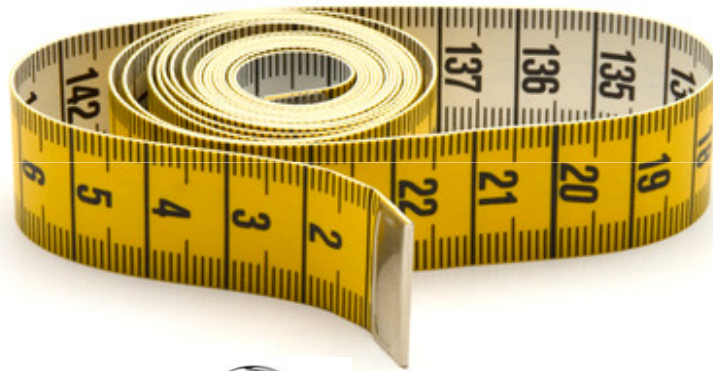
First and foremost organisational resource/ focus needs to go on ensuring a consistent delivery of your brand's promises. (Plus, over claiming is to be avoided!)

Will your measures highlight issues?

Who and how will you respond to maximise reach and establish a dialogue?



## 10) Invest in continued measurement



Agencies can help you aggregate comments, actions, blogs, fans, group formations, etc.

In simple terms you need understand:

- \* the share of consumer conversations your brand has online
- \* the consumer sentiment, i.e. the extent to which people like or dislike your brand when they talk online

Plus, you also need to see/ review those new complaints!

# *A final thought?*

*Take your time, stay in the  
conversation, listen and learn...*





## **BRAND UNIVERSE CONSULTING**

This paper was written by **Colin Woodcock** who provides marketing and consultancy in the area of product proposition and brand development. The author has more than 20 years practical proposition development experience gained across a diversity of B2C and B2B markets. More information is available at [www.branduniverse.co.uk](http://www.branduniverse.co.uk)