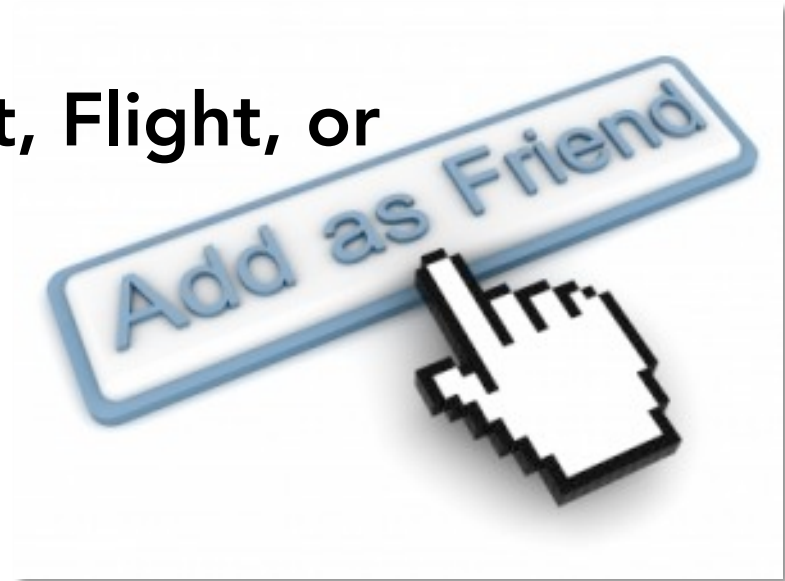


# Social Media: Fight, Flight, or



## *Social Media* The Shifting Role of ~~Organization Development~~ in Business

Presented for St. Louis Organization Development Network

- ① Me
- ② You
- ③ Community

## Why are we here and what are we going to do?

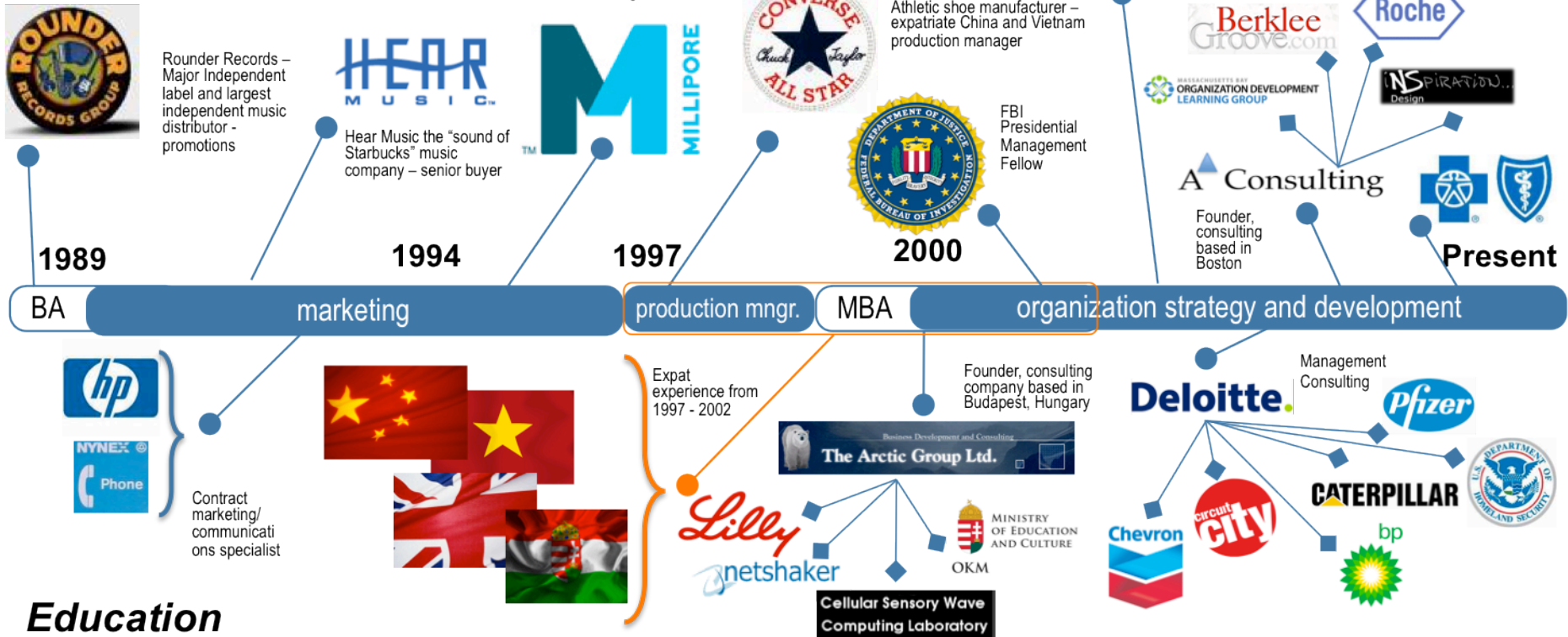
- + What is and what is not?
- + What are we doing in the name of development?
- + What can we do in the name of development?



① Me

# Why am I here and what is the context

## Experience



## Education



① Me

# My discovery of the new world of marketing and buy-in

## Education/Source Timeline

**Case Western Reserve University**  
*Marketing and International Finance*

**Emotional Intelligence**

Richard Boyatzis

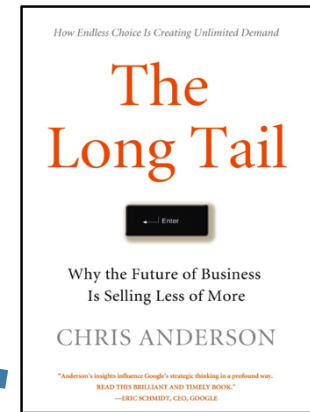
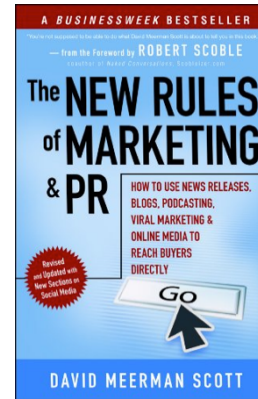
**Appreciative Inquiry**

David Cooperrider

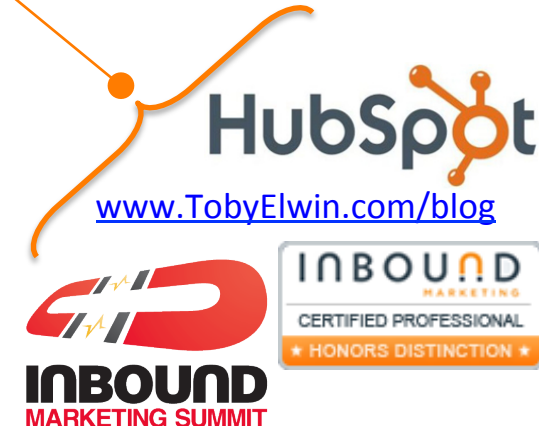
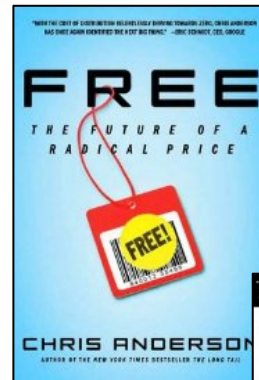
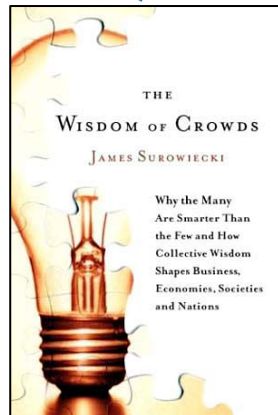
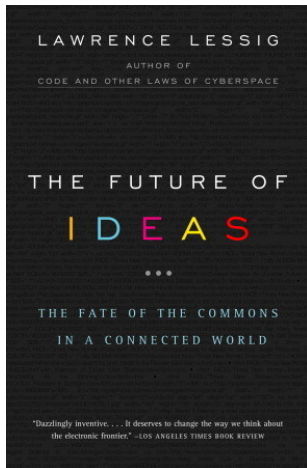
1999

2007

Present



## Learning about community





- ① Me
- ② You
- ③ Community

## **What is and what is not?**

What, exactly, do you do?

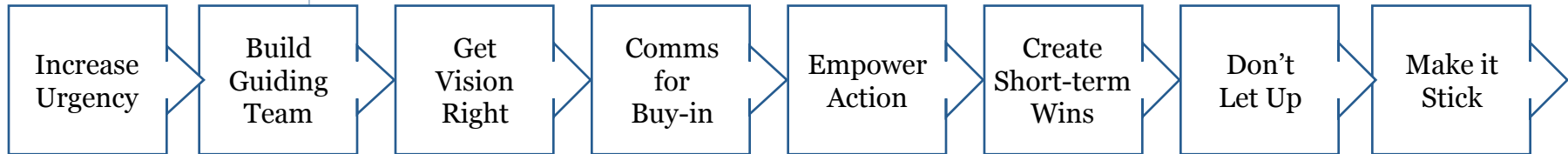
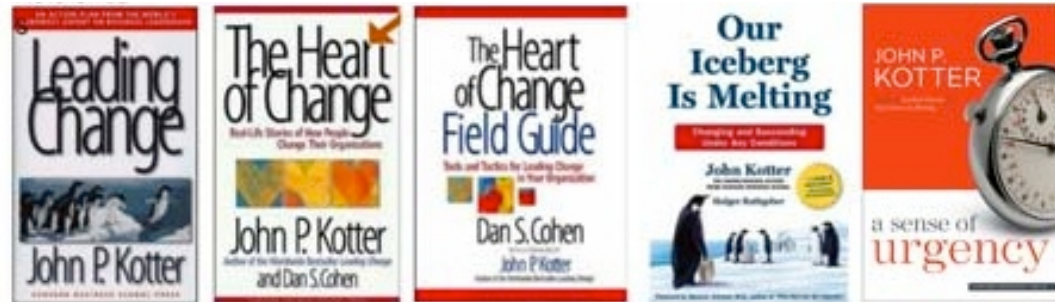
- + Defined
- + In theory
- + In practice
  - + What is an intervention?
  - + What are the qualities of a successful intervention?

## **Organization Development**

- + Principles
- + Law
- + Reality

- ① Me
- ② You
- ③ Community

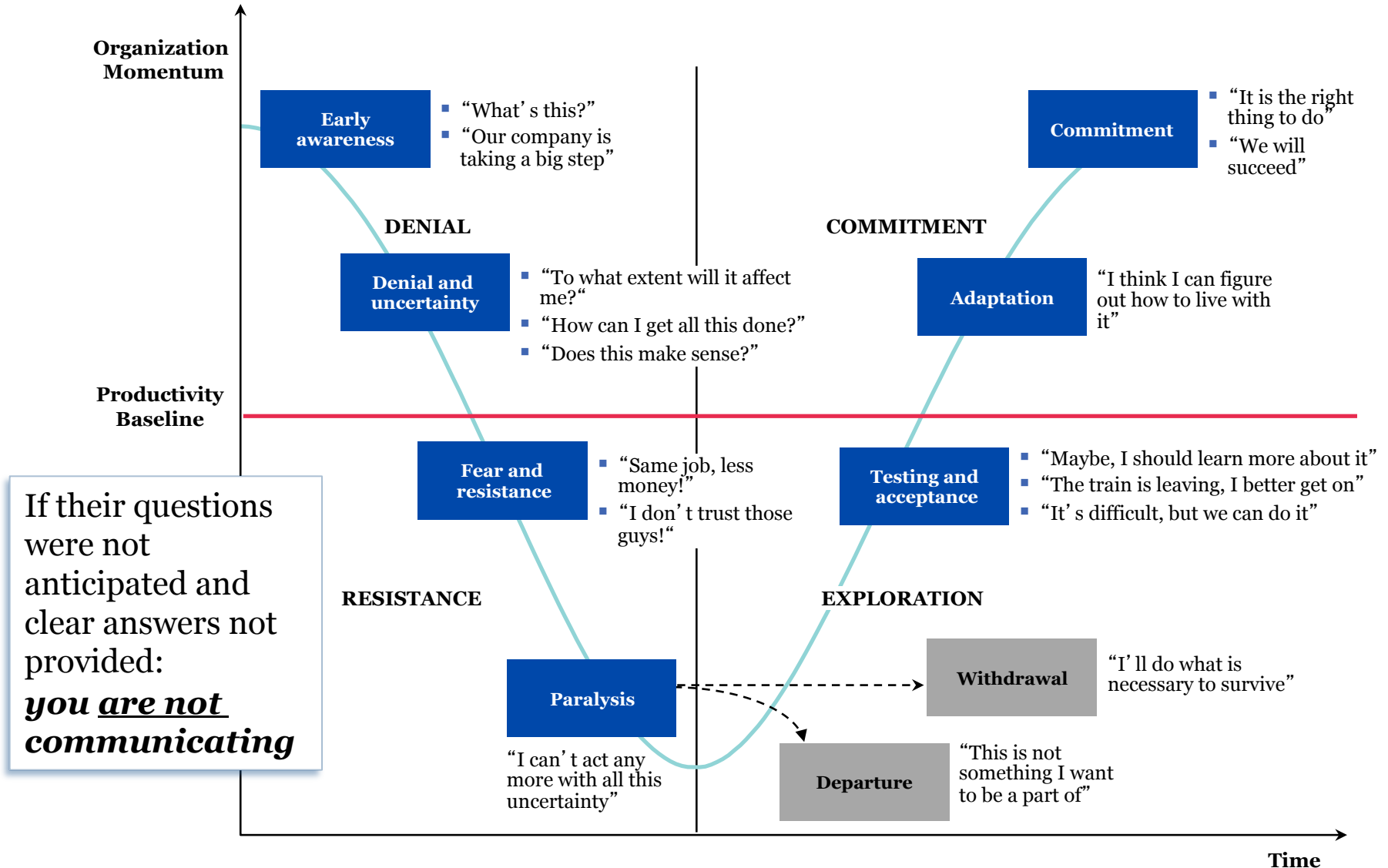
## Leading change



## Change as a journey of fellowship

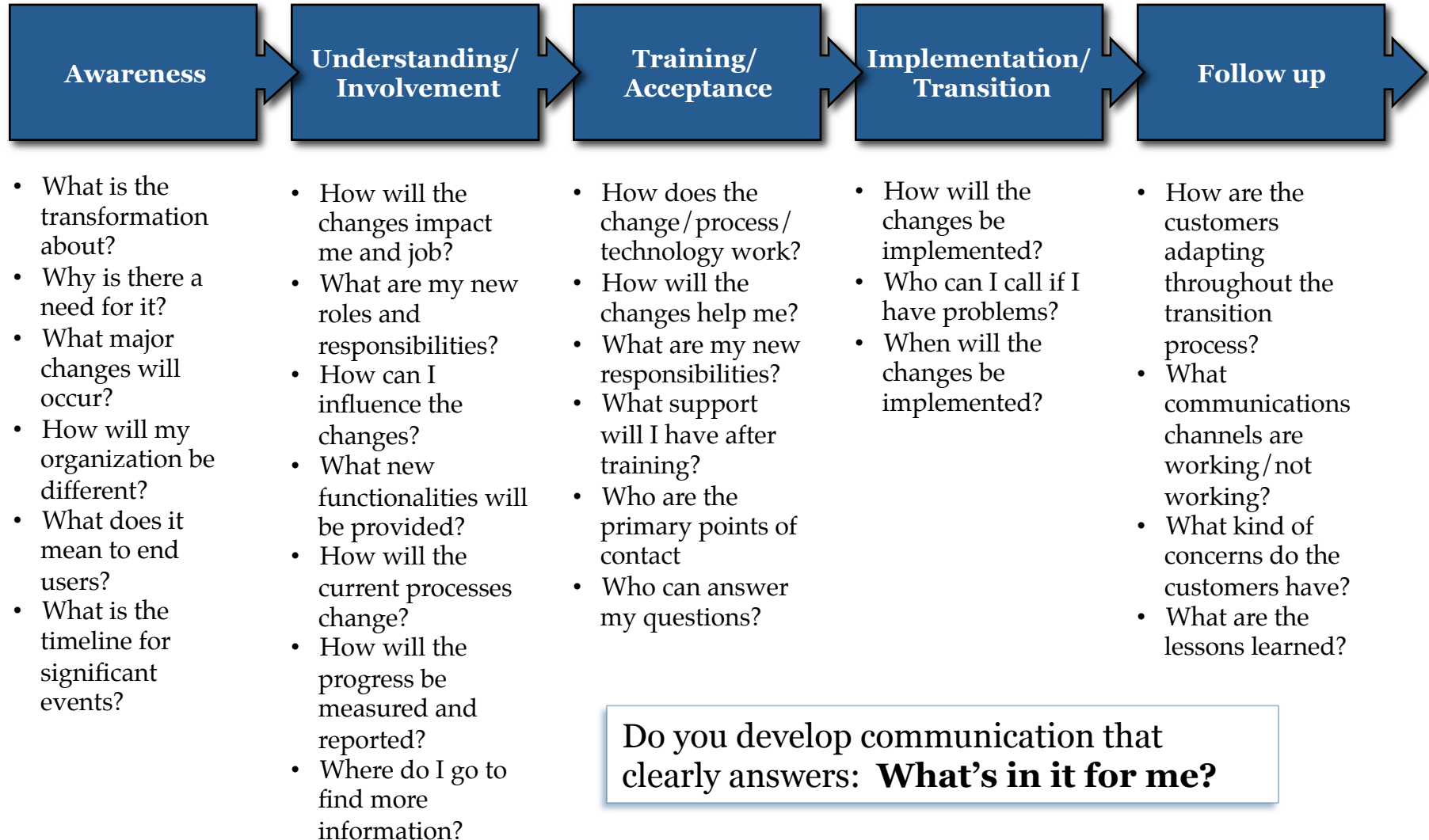


# Questions along the valley of despair [change curve]



## OD, manage a process or enable a promise

Information, communication, or community – the return on involvement





- ① Me
- ② You
- ③ **Community**

## **Social media leading change**

Social media principles ... or organization development principles

- + Discern
- + Diagnose
- + Design
- + Deliver
  - + Monitor/Measure
  - + Modify
  - + Magnify

## **Information versus Communication**

The grand rule of communication: know your audience.

- + Information is one-way (display)
- + Communication is two-way (feedback, adjust)

Always filtered through WIIFM (**What's in it for me!**)

## Marketing 1.0 – one-way, outbound

The brilliance of my product is the synergies I've created in a game-changing platform that will revolutionize and vertically synergize your world like you've never thought about before – me, me, my, my, I, I, blah, blah



### ③ Community

## Communication saturation filters

Marketing 1.0 – one-way, outbound

### Advertising



Filter



### Direct Marketing



Filter



source: [hubspot.com](http://hubspot.com)





Blog

TechCrunch



YouTube

Technorati™

Search Engine  
Optimization

Google™



YAHOO!

Ask.com

Social Media

facebook

twitter

LinkedIn

delicious  
social bookmarking

digg

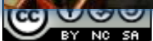
source: *hubspot.com*

### ③ Community

## Where's the party?



pic source: [http://buprssa.files.wordpress.com/2010/04/4511173458\\_98b3a86c24-1.jpg](http://buprssa.files.wordpress.com/2010/04/4511173458_98b3a86c24-1.jpg)



pic source: <http://ilays.com/online/wp-content/uploads/2011/09/un-MEETING.jpg>

- ① Me
- ② You
- ③ **Community**

## **From: command/control, To: contribute/collaborate**

Marketing 1.0 the distribution is the value; command and control

- + Community
- + Transparency
  - + only 14% of people trust advertisements
  - + 78% trust the recommendations of other customers

Marketing 2.0 the content is the value; contribute and collaborate

- + Get found
- + Be sticky
- + Call to action

### **1 - Get found**



### **2 – Be sticky**



### **3 – Call to action**





- ① Me
- ② You
- ③ **Community**



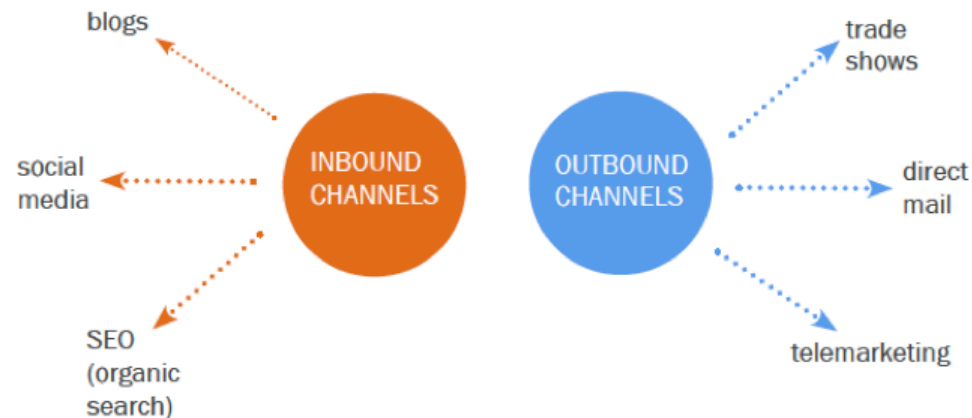
## The engagement strategy

1. Persona design
2. What answers can you provide for what they search for
3. Keywords
4. Key phrases
5. Think like a publisher – compelling content, unique to them
6. Think like a publisher – compelling content, unique to their community

## People search for answers to their questions, not your content

Focus on the keywords and phrases that buyers use

- + Who are your clients? Prospects?
- + What are they interested in?
- + What do you want to hear from them?
- + What do you want to talk to them about?
- + Segmentation
- + What value can you offer?
- + What are your goals?





- ① Me
- ② You
- ③ **Community**



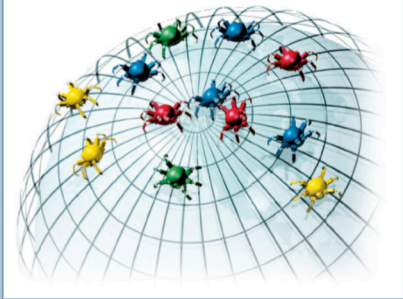
## Persona - the best of community

1. Identify the persona(s) of who needs your solution?
2. Investigate words and phrases they use to describe problems?
  - + Search engines answer questions
  - + 3 and 7
3. Develop content that describes issues and problems they have faced and then provides details on how to solve these problems
  - + What are their problems?
  - + What keeps them awake at night?
  - + What do they want to know?

## From leading to contributing



- ① Me
- ② You
- ③ **Community**



## To get found, find out about persona

Your buyer is faced with problems, develop topics that appeal to them

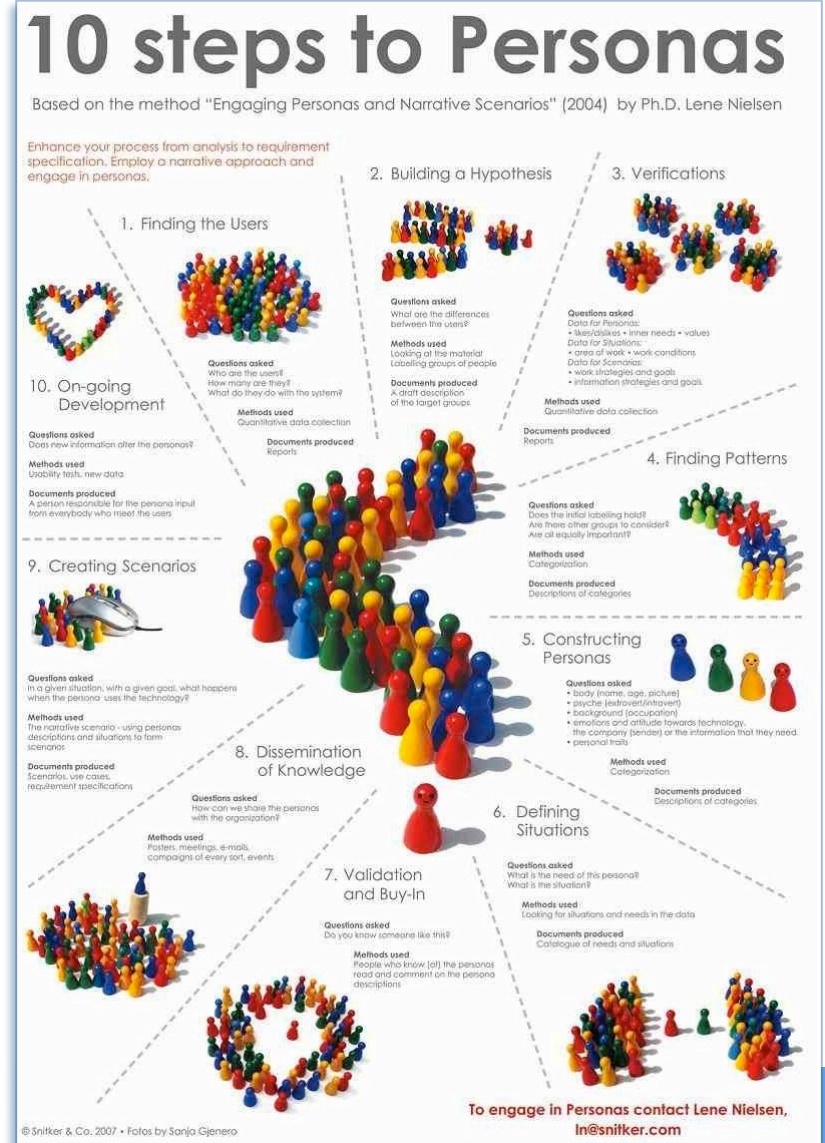
+ Measurable ROI (Return on Involvement)

+ ~~What's in it for Me?~~  
What's in it for Them?

*WIIFT?*

## Answer WIIFM? with WIIFT?

- + Create an archetype of your buyer persona with all the details you can provide:
  - + what the user does,
  - + is motivated professionally by,
  - + reads, works, is interested in
- + The goal is to understand this person's motivation and need.
  - + What's in it for them now provides answers to What's in it for me



- ① Me
- ② You
- ③ **Community**



## Keyword meritocracy and persona identification

### Persona matrix worksheet

The Person	Who are they?	Why are they interested?
The Hypothesis	+ Work conditions + Work strategies and goals?	Information strategies and needs
Verification	+ Likes/Dislikes + Inner Needs + Values	+ Area of Work + Work Conditions
Defining	What is the need of this person	
Validation	+ Goals + What engages this persona + Feeling about industry	+ Feeling about networking + Feeling about learning + What are the differences between personas

### Where is this coming from?

- + Technology - design user interface
- + Technology - user experience engineering
- + Marketing – David Meerman Scott
- + Marketing – Seth Godin
- + Marketing – Chris Brogan

“Turn strangers into friends,  
turn friends into customers,  
turn customers into salespeople...”

***Seth Godin***

- ① Me
- ② You
- ③ **Community**



# Let's talk about what you want and what is searched

- + Example
- + Case break out

*[see template pages 39-41]*



pic source: <http://ephemeralnewyork.files.wordpress.com/2010/04/cornercoffeeshop.jpg>

Google AdWords

English (United States)

US Dollar (USD \$)

Home

Tools ▾

## Tools

Keyword Tool

Traffic Estimator

▼ Include terms (0) ?

+

▼ Exclude terms (0) ?

+

▼ Match Types ?

- ☒ Broad
- ☐ [Exact]
- ☐ "Phrase"

## Find keywords

Based on one or more of the following:

Word or phrase	One per line
Website	www.google.com/page.html
Category	Apparel ▾

☐ Only show ideas closely related to my search terms ?

+ Advanced Options and Filters

Locations: United States ✕

Languages: English ✕

Devices: Desktops and laptops

Type the characters that appear in the picture below. Or [sign in](#) to get more keyword ideas tailored to your account. ?





- ① Me
- ② You
- ③ **Community**



## **Q: Where to start? A: By listening**

- + The best social media strategy starts with ~3 to 6 months of listening:
- + Start on other sites and seeing what they are talking about – then comment
- + COMMENT on influential blogs in your community, industry, complementary industries, and prospective client's markets
- + When you COMMENT, post informative, quality info to position yourself as an expert – this is not a sales pitch
- + Develop a community – allow COMMENT and respond to them
- + Incorporate subscription and user tracking tools

## **People don't care what you say until you care about what they say**

- + Create content worth linking to
- + Content is remarkable when someone defines it as remarkable, not when your marketing or product manager define it as remarkable. This is the greatest challenge in today's world of marketing.
- + You really have no control over your product's value, however, you do have control about hosting and socializing with people who will advocate, refer, and recommend your service or product.
- + Your strategy relies on enabling others.

- ① Me
- ② You
- ③ **Community**



## The Google meritocracy

- + Focus on the keywords and phrases that your buyers use
- + Google, and all search engines, provide answers to questions
- + Don't like the answers you get, tweak the question and try again
- + Answers come back based on meritocracy
  - + Authority
  - + Relevance



## Think like a publisher

- + Offer solutions for each buying persona
- + Show off your expertise
- + Link content to the place where action occurs
- + Think like a publisher
- + Go to **GoogleKeywordTool.com\***:
  1. Enter a keyword you want to be ranking for.
  2. Find out synonymous keyword combinations.
  3. Choose one low on competition & with decent monthly traffic.
  4. Write a blog post around it.

### ③ Community

## Meritocracy AND user experience matter to Google

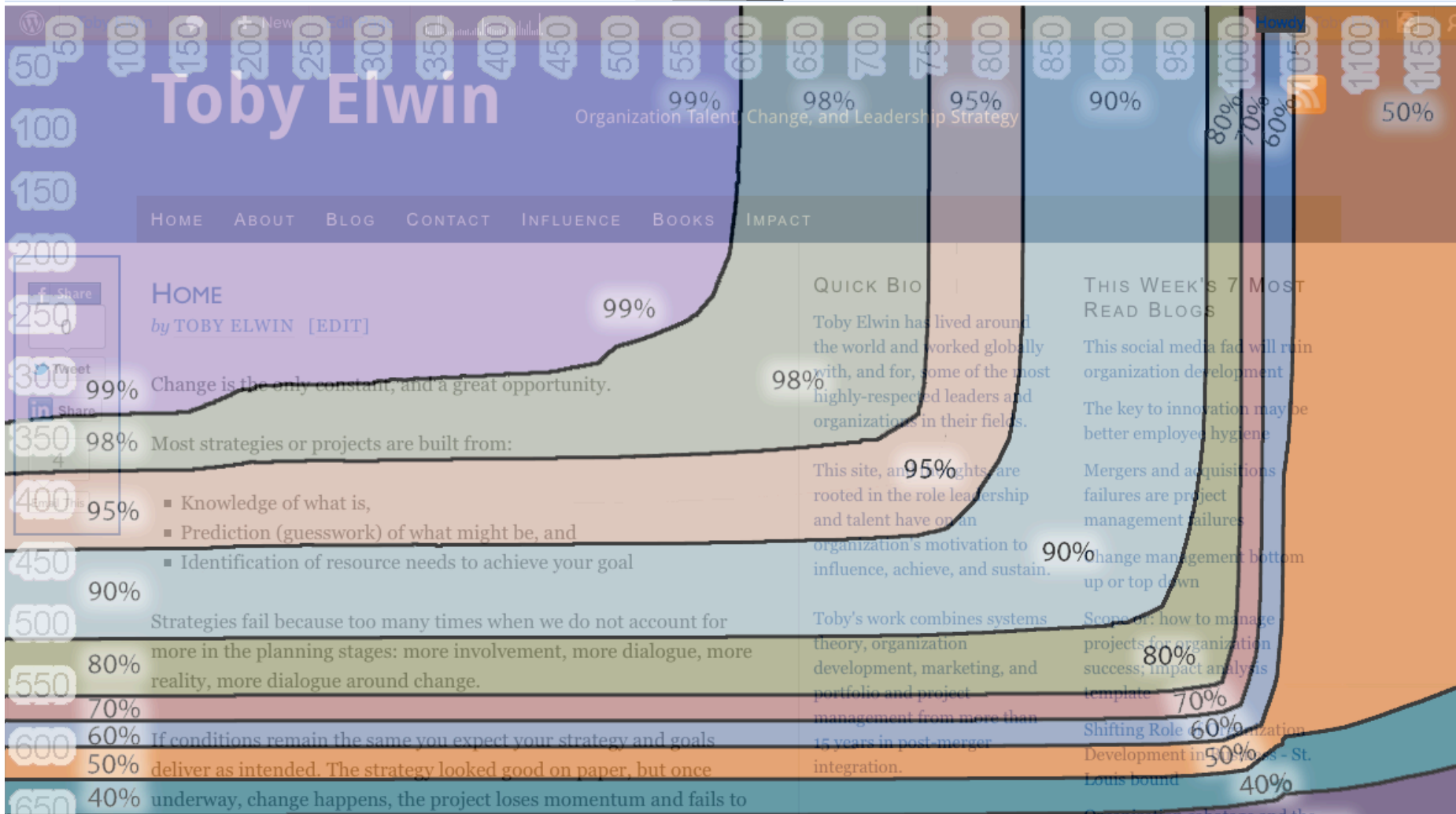


www.tobyelwin.com

Go

Opacity:

[About Browser Size](#) - [Privacy Policy](#)  
[Terms of Use](#) - [Feedback](#)



### ③ Community

## Pardon the interruption from MIT

- + Understand your audience has the same distribution as you do, they can blog and [Tweet](#) faster than you or your hierarchy can edit and control spin;
- + Understand who your audience is, don't try to own your audience, provide value to your audience; understand what your audience values, not the features or benefits you want to sell;
  - + Lose control; if you want us to sign up, we move on;
  - + Lose control, stop asking for a wall of information that you want to build your leads database;
- + If you provide valued content and there is a link, people will find and recommend you



The screenshot shows the MIT OpenCourseWare website. The header includes the MIT OpenCourseWare logo and navigation links: Home, Courses, Donate, About OCV, Help, and Contact Us. A search bar is also present. The main content area features a large image of three smiling students with the text "Unlocking Knowledge, Empowering Minds." Below this, there's a quote from Amy Santee, an Educator at MIT, stating "I strive to make as much as possible enjoyable and educational at the same time." The website also promotes a "NEWS FEATURE" about the OCV Scholar course, "Principles of Microeconomics," and a "MITx ENROLLMENT BEGINS" section. A "DONATE NOW" button is visible at the bottom.



The screenshot shows a news article from The Boston Globe titled "MIT to offer free Web courses" with the subtitle "Certificates to be available for fee." The article is by Mary Carmichael and dated December 19, 2011. It includes social media sharing options for Facebook, Twitter, LinkedIn, and Google+. The article text discusses MIT's plan to launch "MITx," a set of specially designed Web-only classes that anyone can take for free. Those who earn passing marks may pay the school a small fee for an MITx certificate. Though it will not be an MIT diploma, it could help on a résumé, allowing students to prove mastery of individual subjects without earning full degrees.

- ① Me
- ② You
- ③ Community

# ROI Return on Investment or Return on Involvement

## Toby Elwin blog

Google feedburner

  [Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

Analyze

Optimize

Publicize

Monetize

Troubleshootize

 My Feeds

↓ VIEW

### Feed Stats

[Subscribers](#)

[Item Use](#)

[Map Overlay](#)

[Uncommon Uses](#)

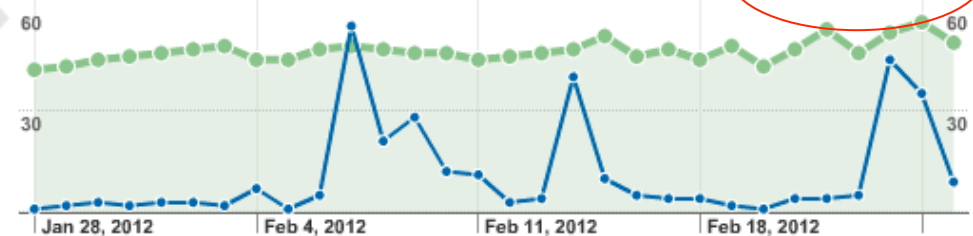
Export: [Excel](#) • [CSV](#)

↓ SERVICES

[Configure Stats](#)

### Feed Stats Dashboard


Show stats for **last 30 days**



Earn money from all that traffic up there! Your posts pay off with relevant ads from AdSense.

Saturday, January 28 – Sunday, February 26

♦ **47** subscribers (on average) 

♦ **11** reach (on average) 

[See more about your subscribers »](#)

### Popular Feed Items

NAME	VIEWS	CLICKS
Total	384	504
Change agents are your organization's real leaders	18	197
Shifting Role of Organization Development in Busi...	7	125
What's wrong with employee engagement? Ask Facebo...	14	77



### ③ Community

## Analyzing return on involvement



telwin@berklee.net | [Settings](#) | [My Account](#) | [Help](#) | [Sign Out](#)

[Analytics Settings](#) | [View Reports:](#) **AMajorC**

[My Analytics Accounts:](#) **www.amajorc.com**

#### Dashboard

- Intelligence** Beta
- Visitors**
- Traffic Sources**
- Content**
- Goals**

#### Custom Reporting

#### My Customizations

- Custom Reports
- Advanced Segments
- Intelligence** Beta
- Email

#### Help Resources

- About this Report
- Conversion University
- Common Questions

[Export](#) [Email](#)

Advanced Segments: **All Visits**

### Dashboard

Dec 17, 2010 - Feb 16, 2011



### Site Usage

**3,045 Visits**

**10,666 Pageviews**

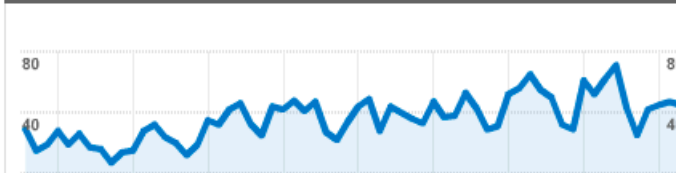
**3.50 Pages/Visit**

**8.80% Bounce Rate**

**00:02:25 Avg. Time on Site**

**62.27% % New Visits**

### Visitors Overview



**1,939 Visitors**

[view report](#)

### Content by Title

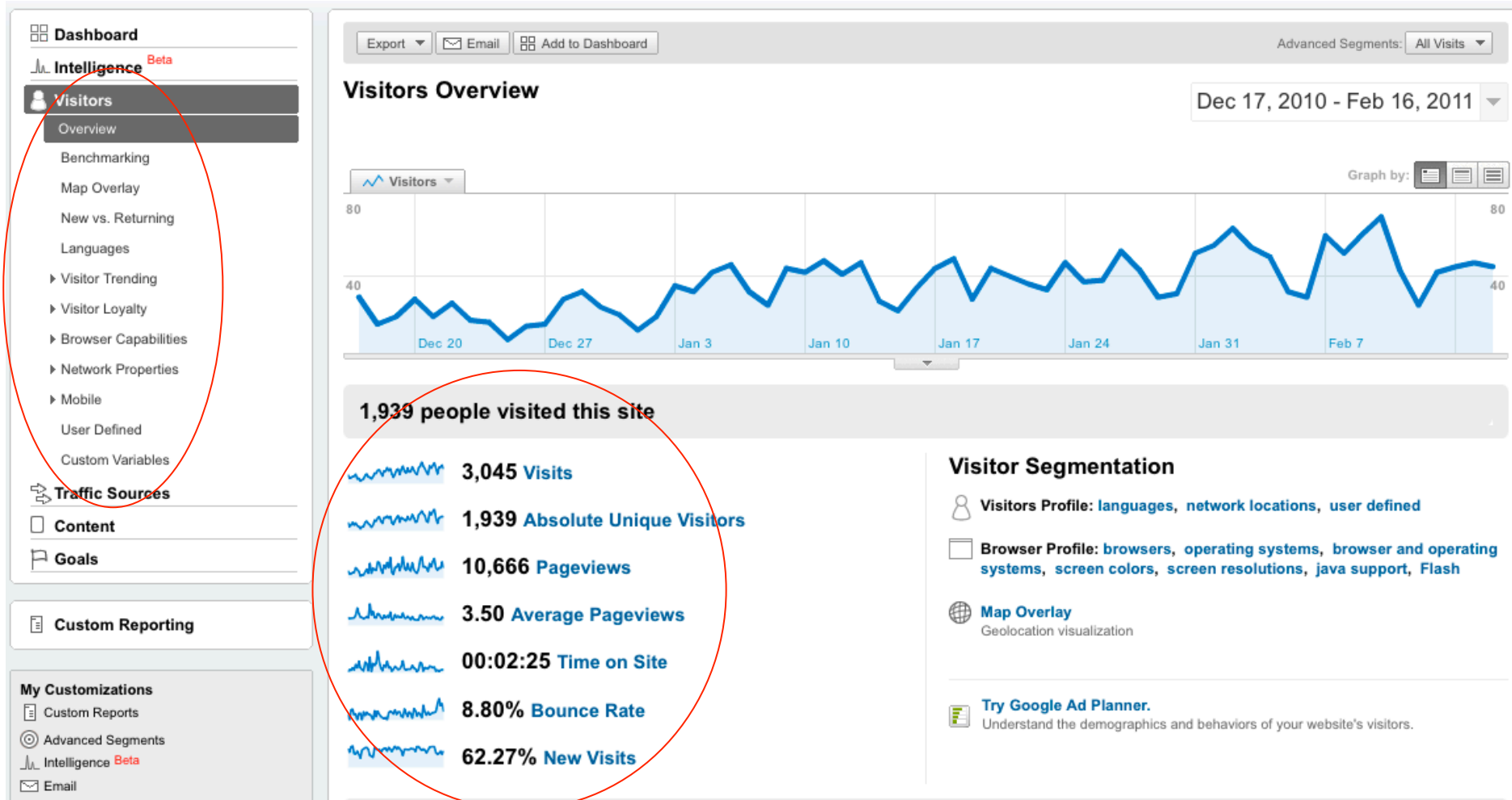
Page Title	Pageviews	% visits
Home   Toby Elwin   Organization Talent, C	1,649	15.46%
Mergers and acquisitions failures are proje	824	7.73%
This social media fad will ruin organization	406	3.81%
Crowdsourcing your organization strategy,	318	2.98%
Change management bottom up or top dov	314	2.94%

[view report](#)



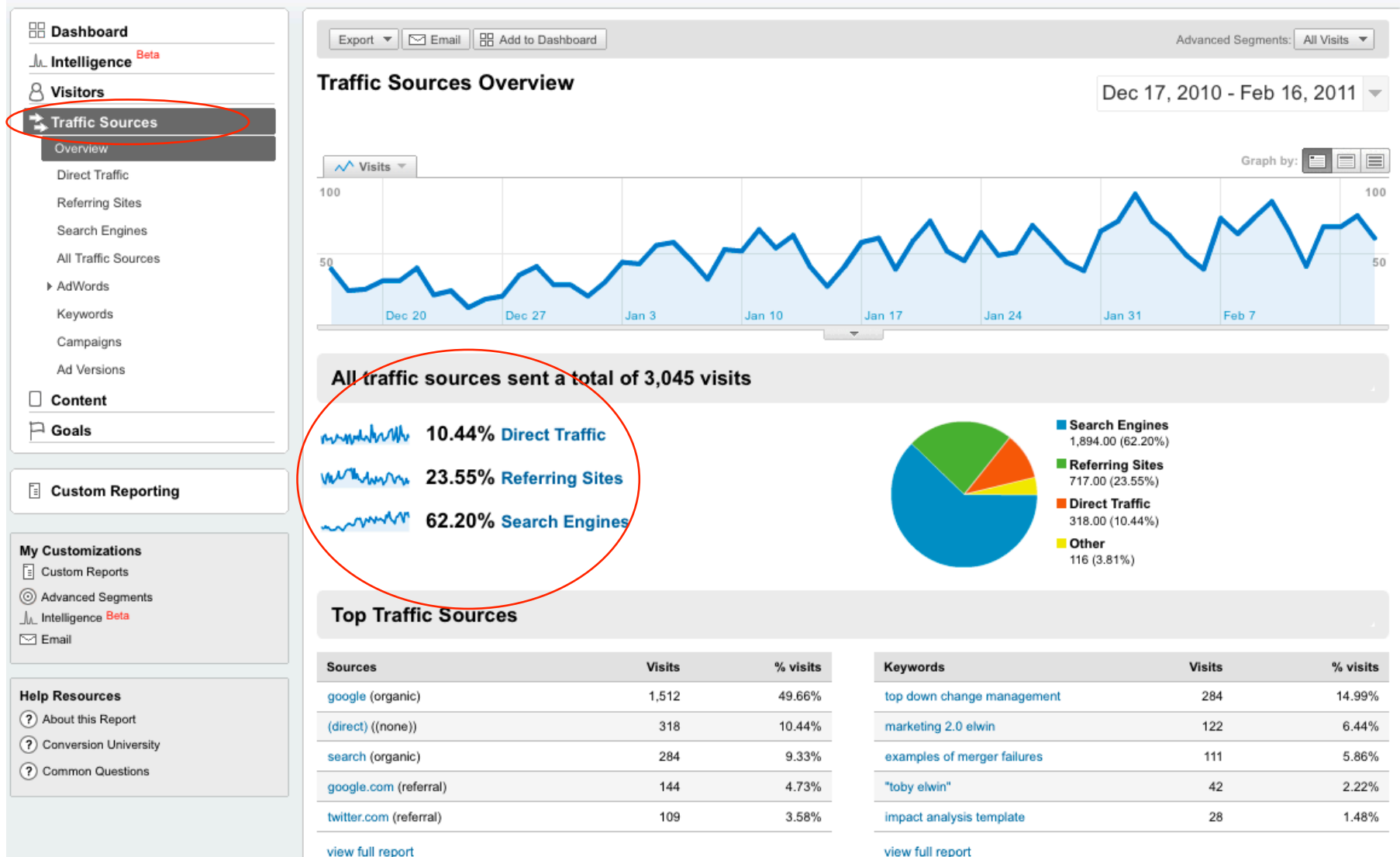
### ③ Community

## Benefit cost analysis



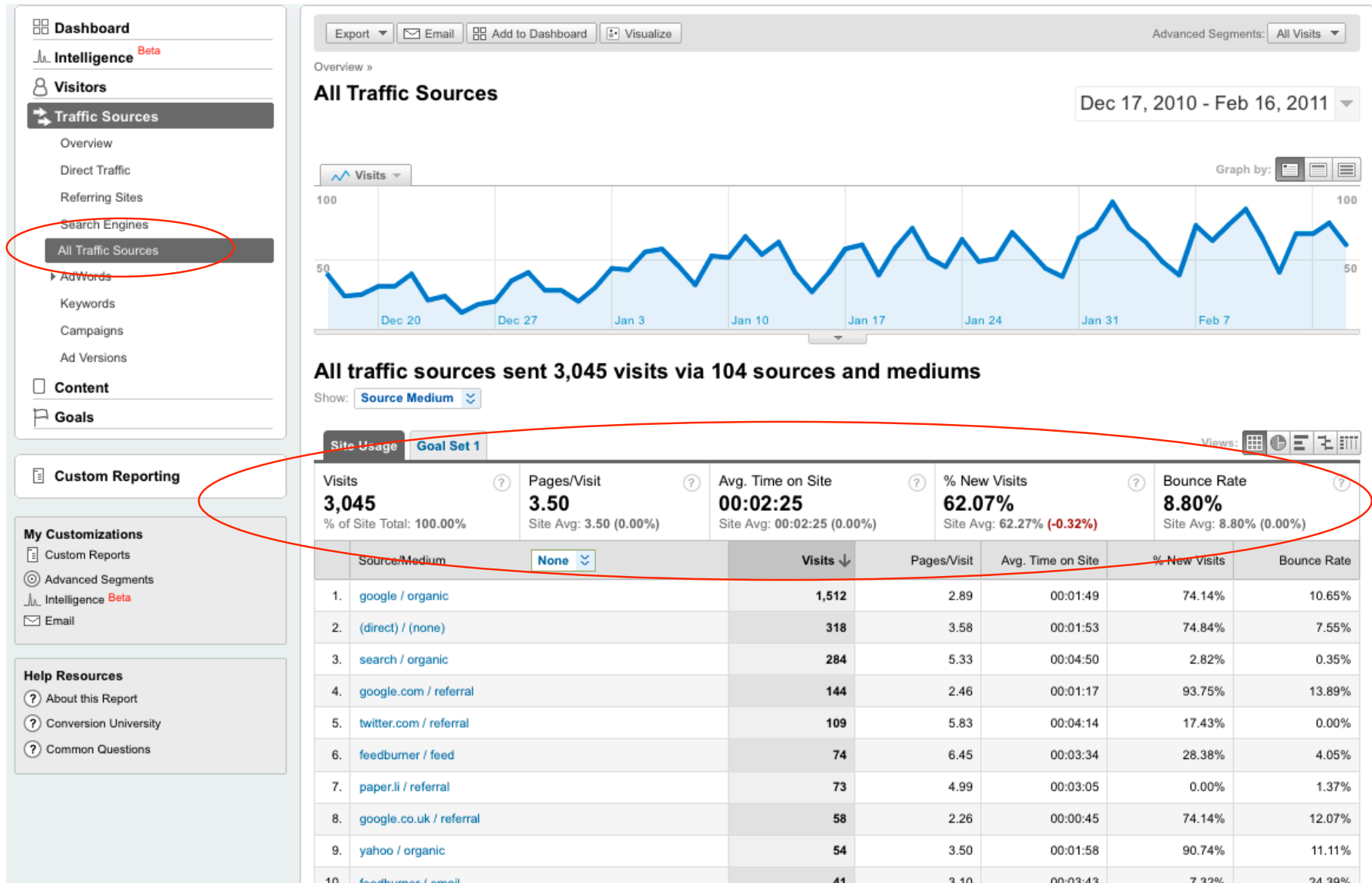
### ③ Community

## What did they look at?



### ③ Community

## Where are they coming from?



### ③ Community

## What did they view?

Dashboard

Intelligence Beta

Visitors

Traffic Source

Content

Overview

Top Content

Content by Title

Content Drilldown

Top Landing Pages

Top Exit Pages

Site Overlay

Site Search

Event Tracking

Goals

293 pages were viewed a total of 10,666 times

Content Performance

Views:

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
10,666	4,578	00:00:58	8.81%	28.53%	\$0.00
% of Site Total: 100.00%	% of Site Total: 100.00%	Site Avg: 00:00:58 (0.00%)	Site Avg: 8.81% (0.00%)	Site Avg: 28.53% (0.00%)	Site Avg:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. <a href="#">/</a>	1,872	766	00:00:49	9.39%	20.83%
2. <a href="#">/blog/mergers-and-acquisitions-failures-are-project-m</a>	813	390	00:01:02	4.26%	42.19%
3. <a href="#">/blog/this-social-media-fad-will-ruin-organization-devel</a>	407	178	00:00:44	10.56%	40.29%
4. <a href="#">/blog/crowdsourcing-your-organization-strategy-whats</a>	331	159	00:00:52	2.97%	28.10%
5. <a href="#">/blog/change-management-bottom-up-or-top-down</a>	317	132	00:01:09	5.08%	35.02%
6. <a href="#">/blog/category/blog</a>	287	125	00:00:41	7.94%	14.29%
7. <a href="#">/blog/impact-analysis-template</a>	278	139	00:02:23	12.50%	43.17%
8. <a href="#">/blog/fistful-of-beans-12292010</a>	268	128	00:01:36	0.00%	23.13%
9. <a href="#">/about-us</a>	241	97	00:01:14	5.88%	26.56%
10. <a href="#">/blog/organization-development-party-like-it-s-1969</a>	223	26	00:00:18	18.75%	8.52%



- ① Me
- ② You
- ③ **Community**



## What did they click on?



Shorten, share, and track your links

[Home](#) | [Tools](#) | [Pro](#) | [Blog](#)

History



265 Clicks This Week. See [Your Bit.ly Click Summary](#)

936-950 [Prev](#) | [Next](#)

ADDED

CLICKS

INFO

Feb 19

4

Out of  
4

[Think Your Start-up Is Venture Worthy? Thin...](#) [Edit](#)

Share

Copy

Info



[bit.ly/cHuPml](#)

Feb 19

5

Out of  
5

[http://eu.techcrunch.com/2010/02/19/one-of-th...](#) [Edit](#)

Share

Copy

Info



[bit.ly/aSNMXq](#)

Feb 19

16

Out of  
26

[http://www.xconomy.com/seattle/2010/02/19/nan...](#) [Edit](#)

Share

Copy

Info



[bit.ly/aOGFmm](#)

Feb 19

9

Out of  
50

[Fistful of Talent: It's Recognition Not Rocke...](#) [Edit](#)

Share

Copy

Info



[bit.ly/cwl02A](#)

Feb 19

5

Out of  
5

[BiddingForGood Aims to Streamline Donation Re...](#) [Edit](#)

Share

Copy

Info



[bit.ly/9du8wd](#)

Feb 19

17

Out of  
17

[Uncut.co.uk | Wild Mercury Sound](#) [Edit](#)

Share

Copy

Info



[bit.ly/dcLVgC](#)

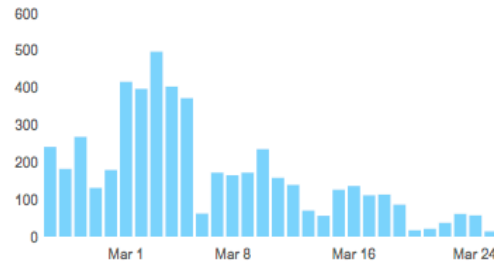
- ① Me
- ② You
- ③ **Community**



## Your Bit.ly Click Summary

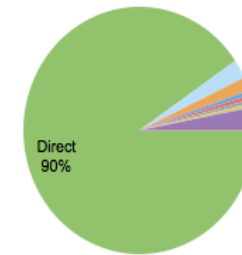
### Clicks

[Past Hour](#) [7 Days](#) [30 Days](#)



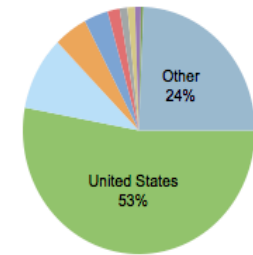
**4,974 Clicks on Your Bit.ly Links**

### Top Referrers



**44 Referring Domains**  
From 92 Total Pages

### Locations



**40 Countries**

## Referrers Detail

Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	4,500
twitter.com +	124
99designs.com +	87
real-url.org +	33
Registered Applications +	27
bit.ly +	26
untiny.me +	26
www.amajorc.com +	18
www.facebook.com +	15
search.twitter.com +	15
www.linkedin.com +	13
TrendAl.com +	13
www.google.com +	11
www.blogcatalog.com +	7
realurl.org +	6
hootsuite.com +	6
www.eventbrite.com +	6

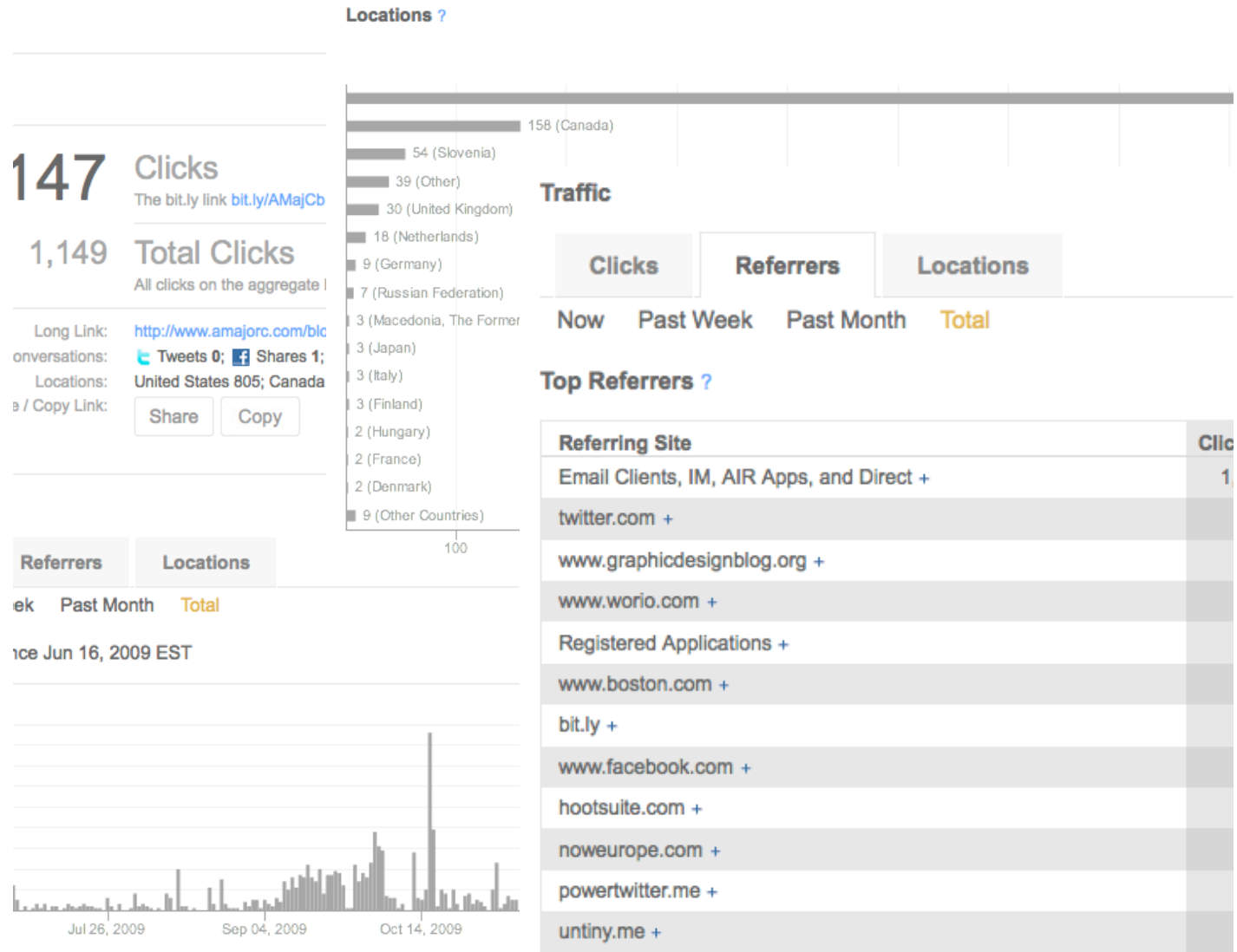
## Locations Detail

Country	Click(s)
United States	2,634
Other	1,088
Russian Federation	481
France	231
Korea, Republic of	167
Switzerland	84
Germany	54
United Kingdom	52
Japan	41
India	18
Canada	15
Portugal	13
Poland	11
Ireland	9
Netherlands	8
Indonesia	8
Turkey	6

- ① Me
- ② You
- ③ **Community**



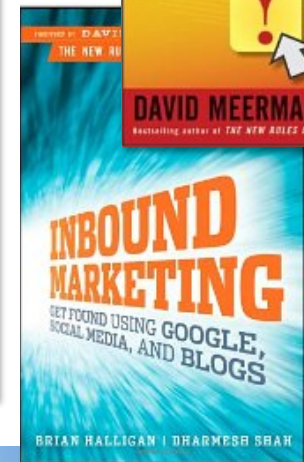
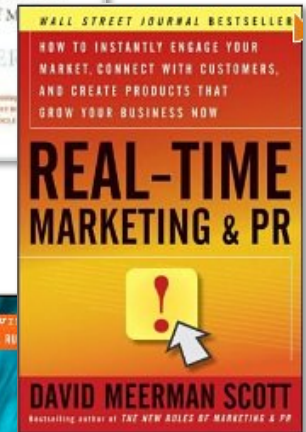
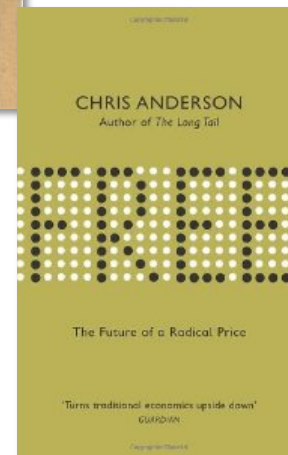
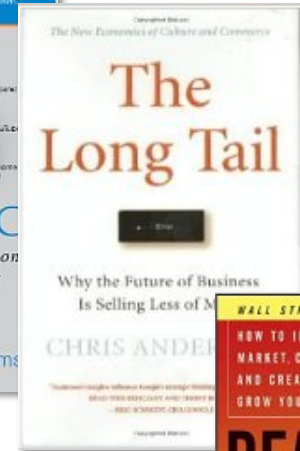
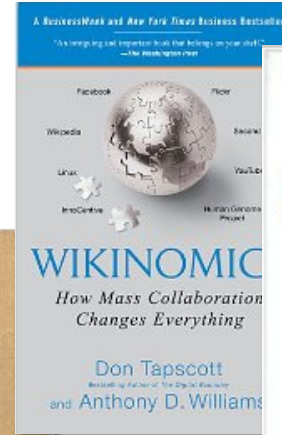
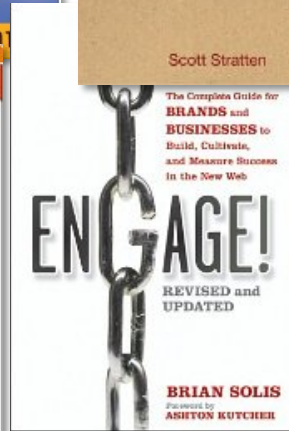
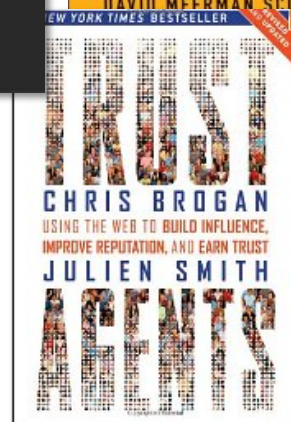
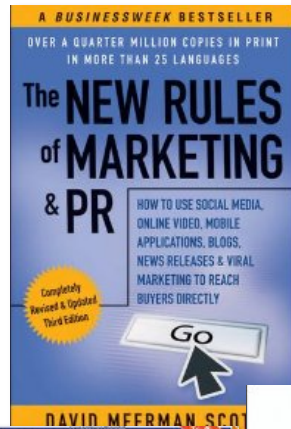
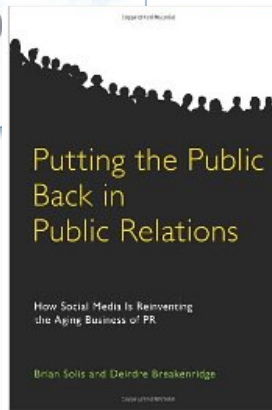
## Who did they share with?



Aggregate [bit.ly](http://bit.ly) traffic for this long link.

- ① Me
- ② You
- ③ Community

## The new breed



- ① Me
- ② You
- ③ **Community**



## Communities to seek out

### Blogs

- + Seth Godin - [sethgodin.typepad.com](http://sethgodin.typepad.com)
- + Mike Volpe - [mikevolpe.com](http://mikevolpe.com)
- + Corvida Raven - [shegeeks.net](http://shegeeks.net)
- + Chris Brogan - [chrisbrogan.com](http://chrisbrogan.com)

### Introduction: Search Engine, Web Strategy, and Technology

- + [HubSpot.com](http://HubSpot.com)
- + [InboundMarketing.com](http://InboundMarketing.com)
- + [NewSiteMediaGroup.com](http://NewSiteMediaGroup.com)
- + [HubSpot.tv](http://HubSpot.tv)
- + [SEOMoz.org](http://SEOMoz.org)
- + [SearchEngineWatch.com](http://SearchEngineWatch.com)
- + [TopRankMarketing.com](http://TopRankMarketing.com)

### User Interface

- + User Interface Engineering - [uie.com/brainsparks](http://uie.com/brainsparks) (*brilliant OD angle*)

### Marketing

- + [DavidMeermanScott.com](http://DavidMeermanScott.com)
- + [BrianSolis.com](http://BrianSolis.com)
- + Adelle Revella - [buyerpersona.com](http://buyerpersona.com)

### Human Resources

- + [FistfulofTalent.com](http://FistfulofTalent.com)
- + [HRCapitalist.com](http://HRCapitalist.com)

### Twitter:

- @[HubSpot](http://HubSpot)
- @[incentintel](http://incentintel)
- @[socialmedia247](http://socialmedia247)
- @[socialmedia630](http://socialmedia630)
- @[BrianSolis](http://BrianSolis)
- @[cydtetro](http://cydtetro)
- @[SocialMediaClub](http://SocialMediaClub)
- @[KarenRubin](http://KarenRubin)
- @[SteinarKnutsen](http://SteinarKnutsen)
- @[mvolpe](http://mvolpe)



- ① Me
- ② You
- ③ **Community**

## Get found, be sticky, calls to community action



- ① Me
- ② You
- ③ **Community**

# The principles of the best organization development



[www.TobyElwin.com](http://www.TobyElwin.com)

## Appendix 1

## Persona and keyword breakout 1 of 3

Modified from Dr. Lene Nielsen's work on usability and buy-in. Suggested for social media by author David Meerman Scott

**Instructions:** The idea is to create an archetype of your buyer persona with all the details you can provide: what the user does, is motivated professionally by, reads, works, is interested in, etc. Try to understand this person's motivation and need.

<b>The Person</b>	Who are they?
	Why are they interested?
<b>The Hypothesis</b>	Work conditions
	Work strategies and goals?
	Information strategies and needs
<b>Verification</b>	Likes/Dislikes
	Inner Needs
	Values
	Area of Work
	Work Conditions

...continued on next page



## Persona and keyword breakout 2 of 3

Modified from Dr. Lene Nielsen's work on usability and buy-in. Suggested for social media by author David Meerman Scott


<b>Defining</b>	What is the need of this person
<b>Validation</b>	Goals
	What engages this persona
	Feeling about the industry
	Feeling about technology
	Feeling about networking
	Feeling about learning
	What are the differences between them

Source: Modified this effort from the following source: *Ten Steps to User Persona* By Dr. Lene Nielsen

## ② You

# Persona and keyword breakout 3 of 3

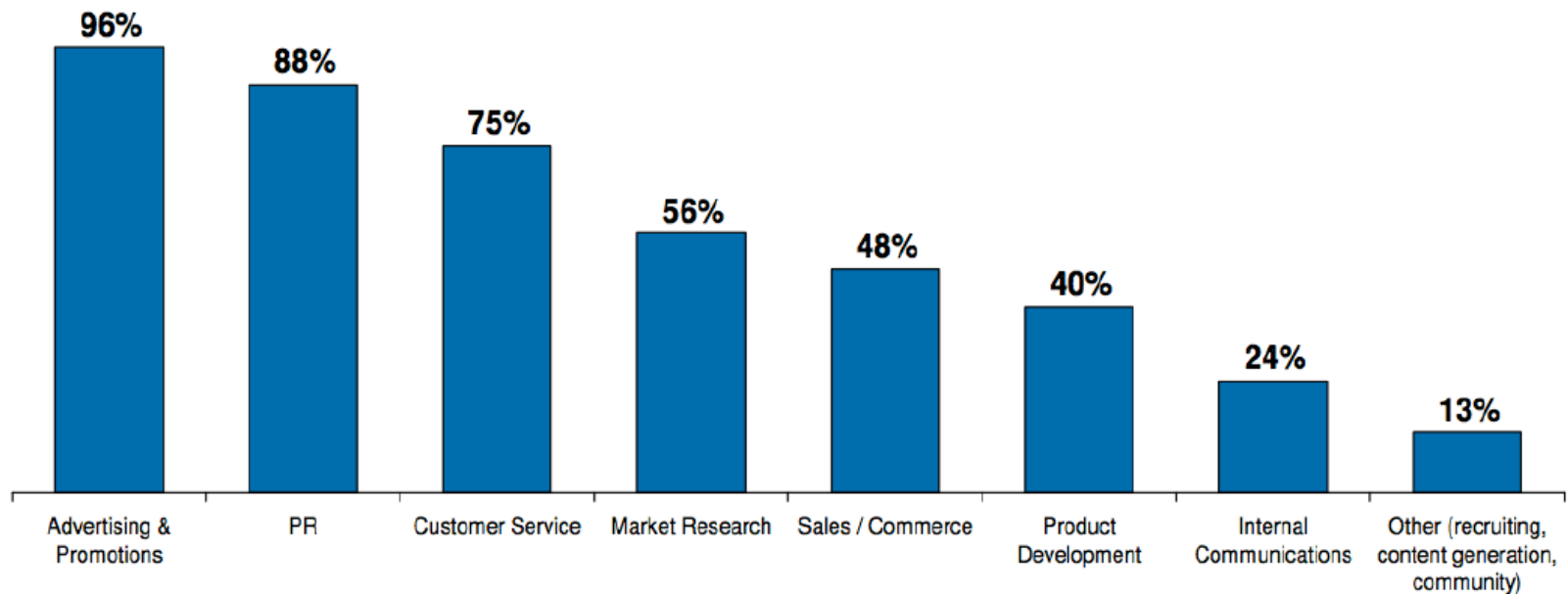
Modified from Dr. Lene Nielsen's work on usability and buy-in. Suggested for social media by author David Meerman Scott

 Insert keywords


Insert key phrases

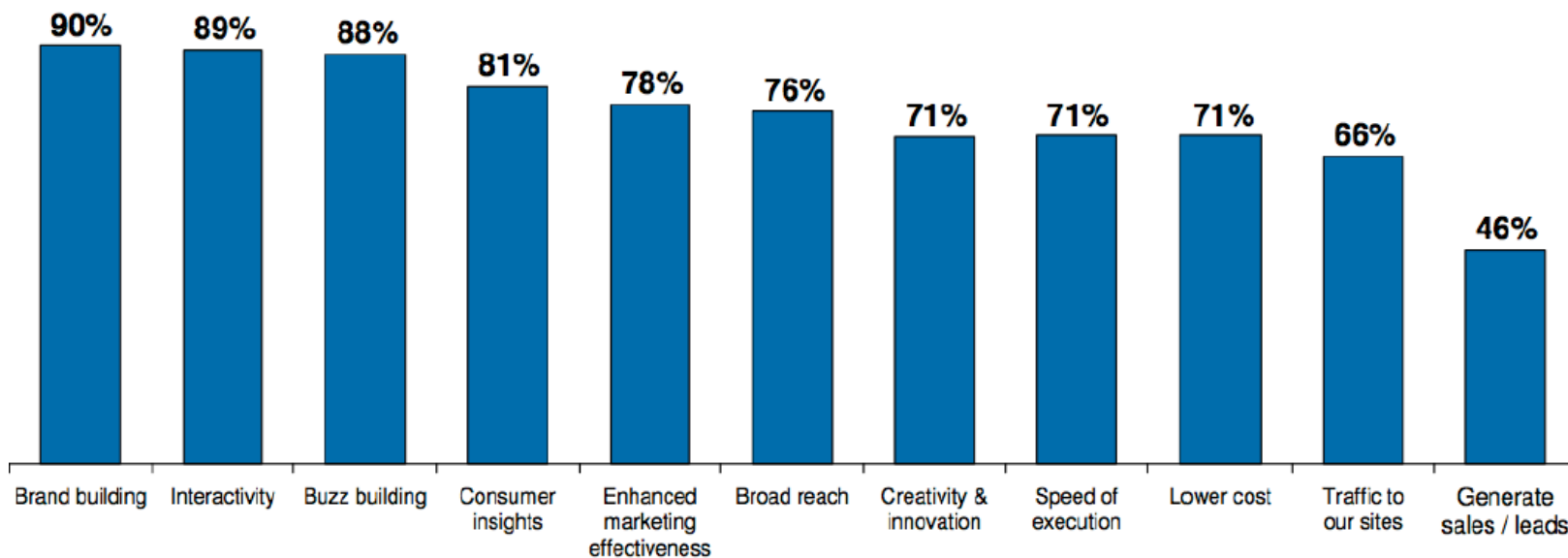

## Appendix 2

## Social Media Platform Usage



Source: Booz & Company / Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

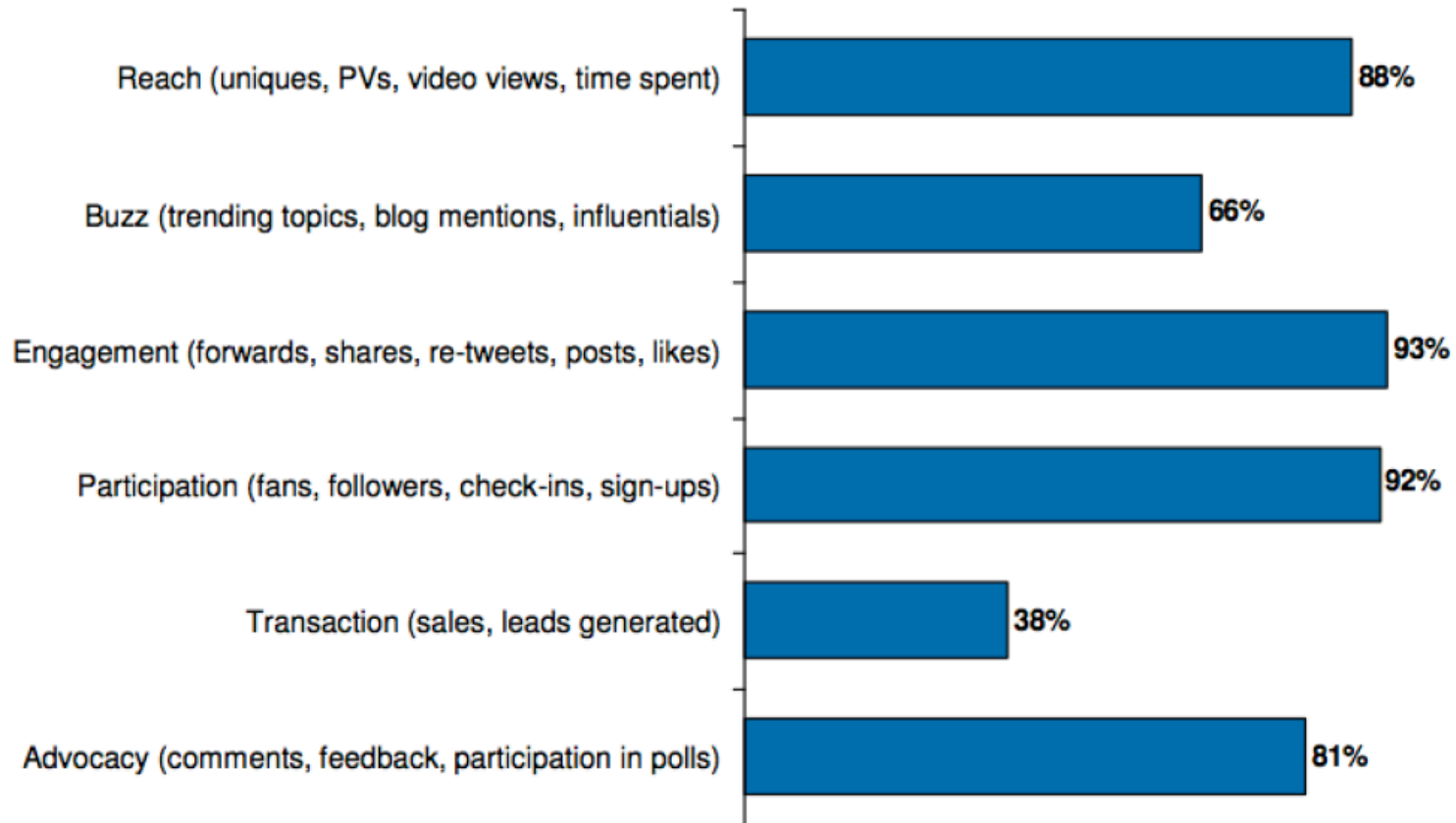
## Benefits Derived From Social Media



Source: Booz & Company / Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

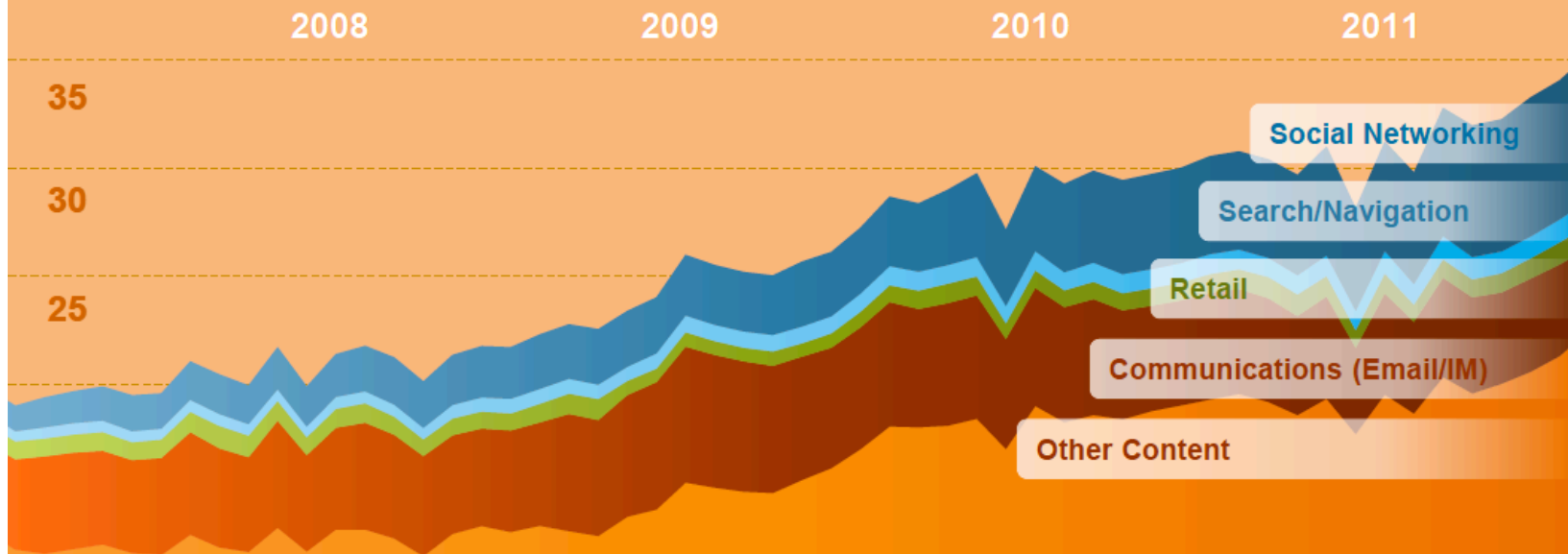


## Metrics Used For Social Media



Source: Booz & Company / Buddy Media Campaigns to Capabilities Social Media & Marketing 2011 Survey results

Nearly **1** in **5** minutes online  
is spent on social networks.



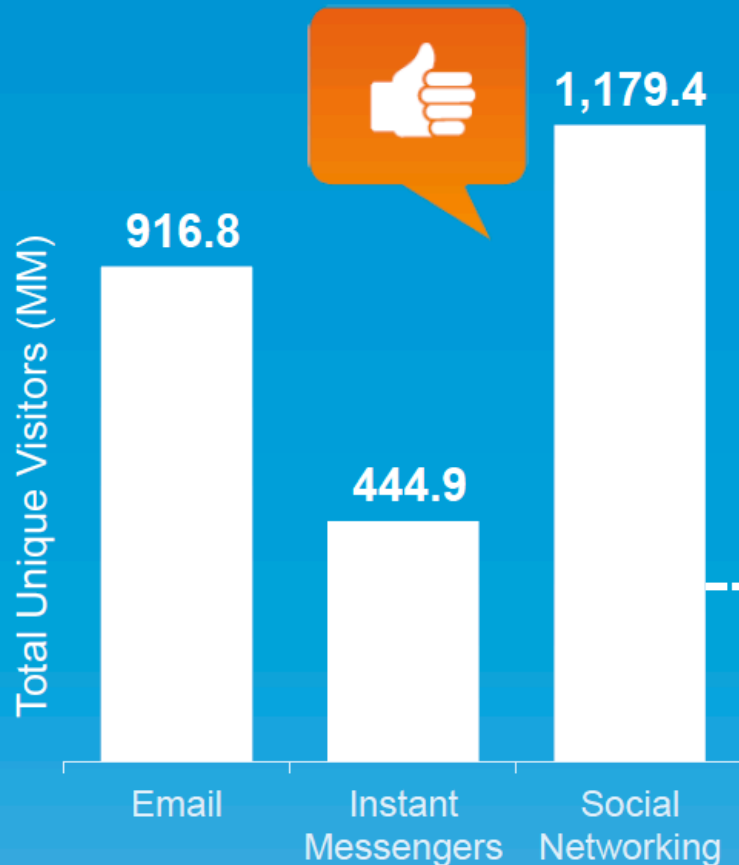
**Time Spent on Key Categories Online**  
Worldwide Hours per Month (Billions)



Source: comScore Media Metrix, March 2007 - October 2011



## World Wide Unique Visitors



Around the world,  
Social Networking  
now reaches

**1.2** billion  
users.

**82.4%**  
of the world's  
online population



# The Social Media Data Stacks

“**The Social Media Data Stacks**” is part of Watershed Publishing’s Data Insights series featuring trends, data and research. This collection brings together months of surveys, reports and insights released by nationally recognized research and marketing organizations focused on keeping pace with the latest data about social media – its growth and use.

The charts in this collection are **ready to use, download, format**, and otherwise support your marketing goals. **Feel free to share** the whole presentation or any slide, with your colleagues and business partners, but **please preserve credits** to our sponsor, **HubSpot**, our research partners who provide the source data, and our links to [MarketingCharts.com](http://MarketingCharts.com).



MARKETING CHARTS



DATA INSIGHTS

# The Social Media Data Stacks

Social media is a powerful force. Consider these facts.

- Social media site users spend **an average of 5.4 hours a month engaged in networking sites.**
- Facebook attracts **734.2 million unique visitors a month.**
- **Half of TV viewers tweet** about TV shows.

It is little wonder that marketers work so hard to keep pace of the social media momentum.

In MarketingCharts' ***"The Social Media Data Stacks"*** you will get the latest data on the incredible reach and influence of Facebook and other social media sites, as well as critical information on how marketers are reacting to and budgeting for social media.

One of the most surprising statistics is that **68% of CMOs report that they feel "unprepared"** for the challenges of social media marketing. Many of the **45 charts and accompanying analysis** will help provide you with key data that can explain why social media marketing is so challenging, and when done well, so rewarding.

We hope you'll find the information in this data stack helpful to your social media marketing efforts.

Enjoy!

The HubSpot Team



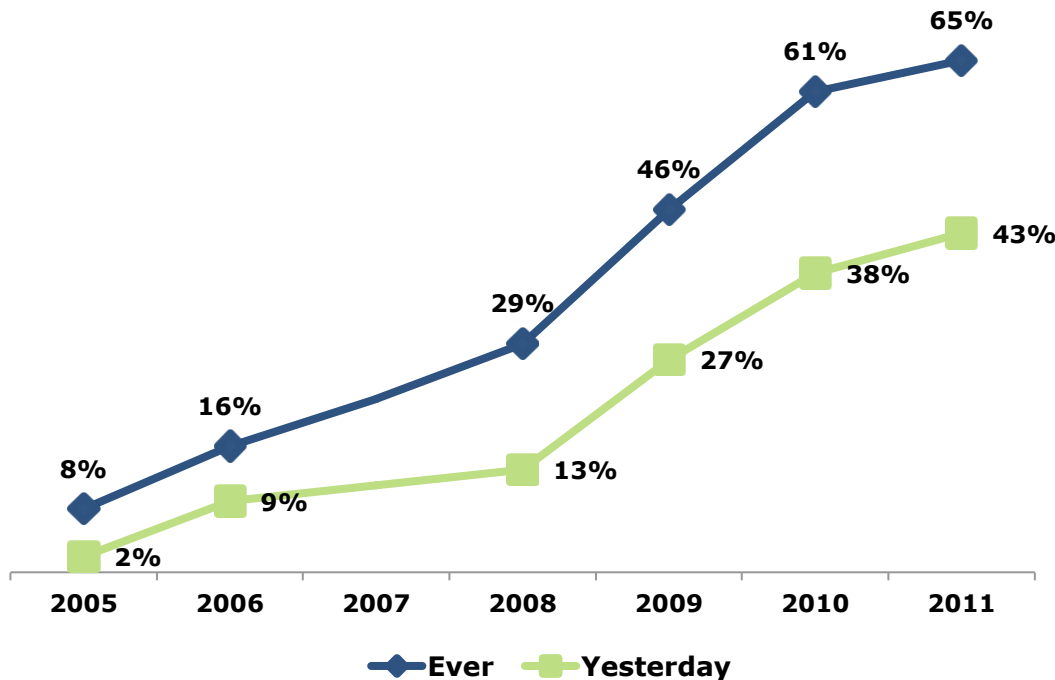


# Site Usage Grows from 8% to 65%

## Social Network Site Use Growth

% of online adults, 2005-2011

Source: Pew Internet & American Life Project



[Pew Research](#) found that two-thirds of adult internet users (65%) now use a social networking site like MySpace, Facebook or LinkedIn, up almost 7% from one year ago (61%), and this is about eight times the 8% who said they used social networking sites in 2005.

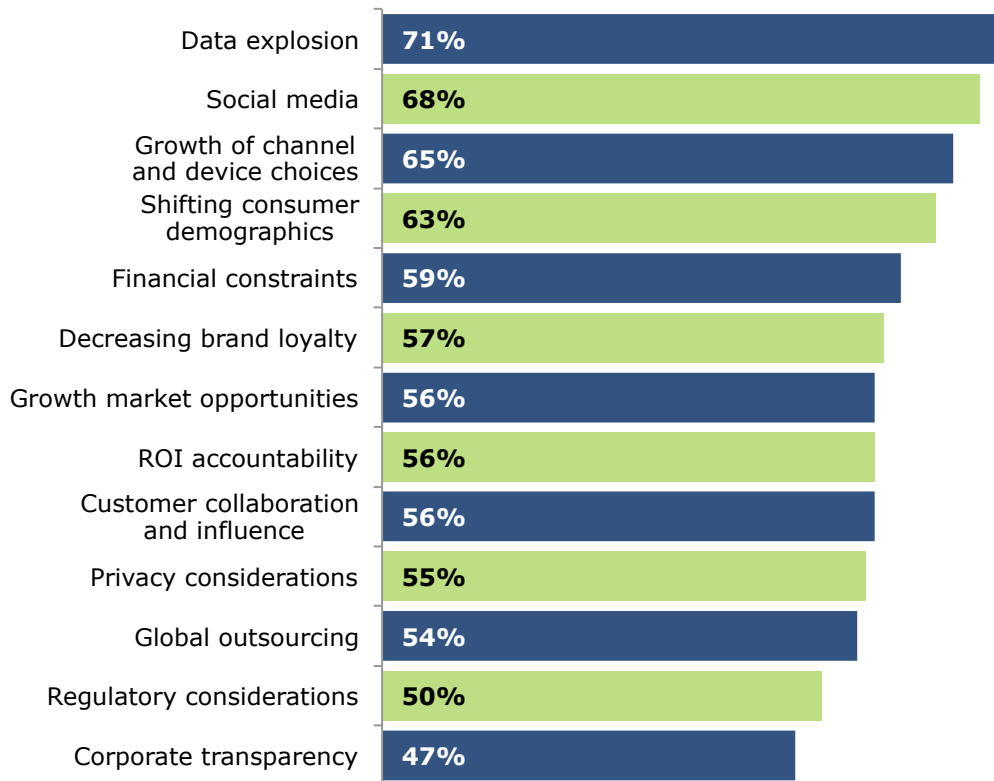
Looking at usage on a typical day, 43% of online adults use social networking. Out of all the [“daily” online activities](#) that Pew polls about, only email (which 61% of internet users access on a typical day) and search engines (which 59% use on a typical day) are used more frequently than social networking tools.

# 68% of CMOs Challenged by Social Media

## Marketing Challenges Reported by CMOs

% of respondents, **October 2011**

**Source:** IBM



Nearly seven in 10 (68%) global chief marketing officers (CMOs) [feel unprepared for the demands](#) of social media marketing, [according to](#) a study released by IBM. This is second only to the 71% who are challenged by the so-called marketing “data explosion.”

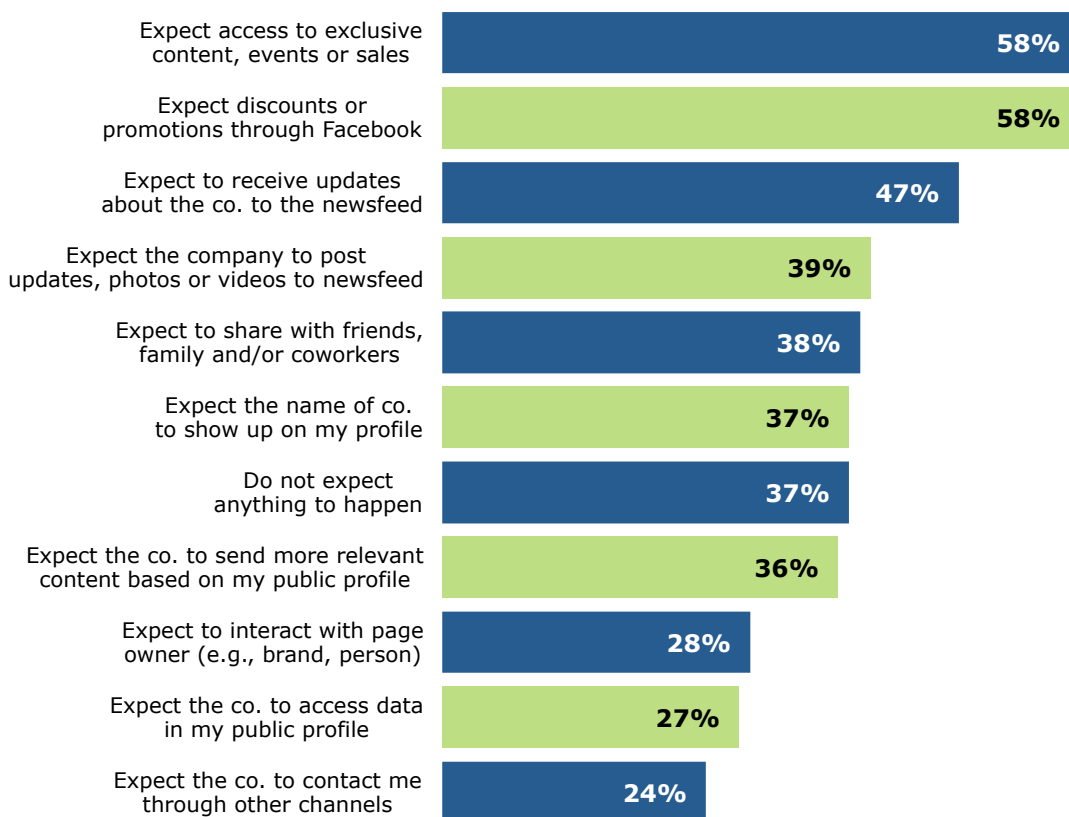
A large portion of CMOs also feel unprepared for growth of channel and device choices (65%), shifting consumer demographics (63%) and financial constraints (59%).

# Consumers Expect Something for “Like”

## Consumer Expectations for Brand Liking

% of Facebook users, **September 2011**

**Source:** ExactTarget



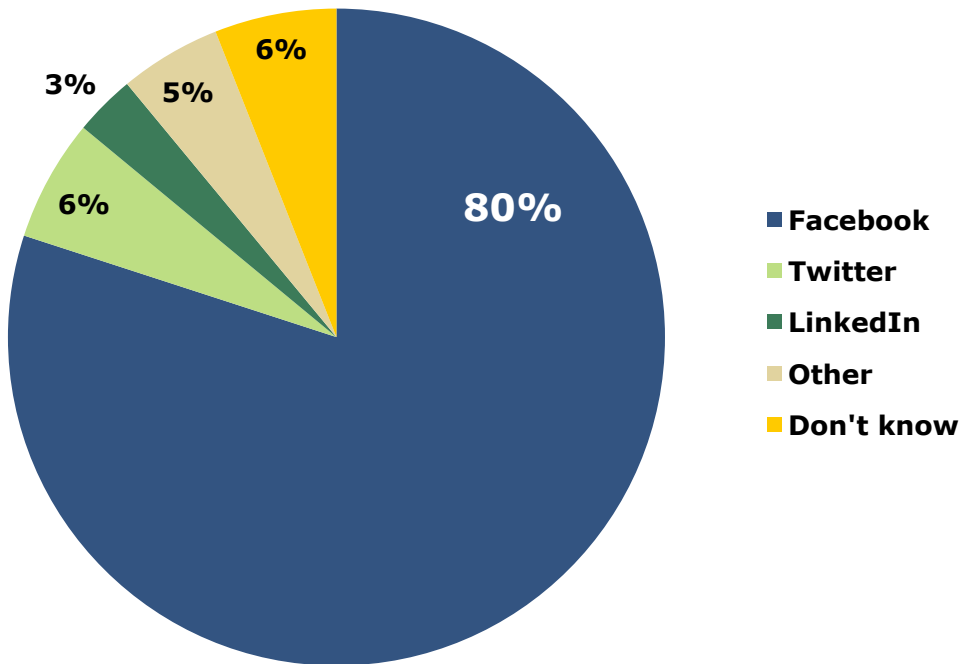
ExactTarget [reports](#) that more than six in 10 (63%) Facebook users who “like” a brand or product on Facebook expect something in return. Results from “The Meaning of Like” indicate that a leading 58% of Facebook likers expect both access to exclusive content, events or sales, and discounts or promotions through Facebook. Only 37% do not expect anything to happen.

# 8 in 10 Connect to Brands on Facebook

## Preferred Social Network for Brand Connection

% of social network users, **May 2011**

**Source:** Edison Research and Arbitron



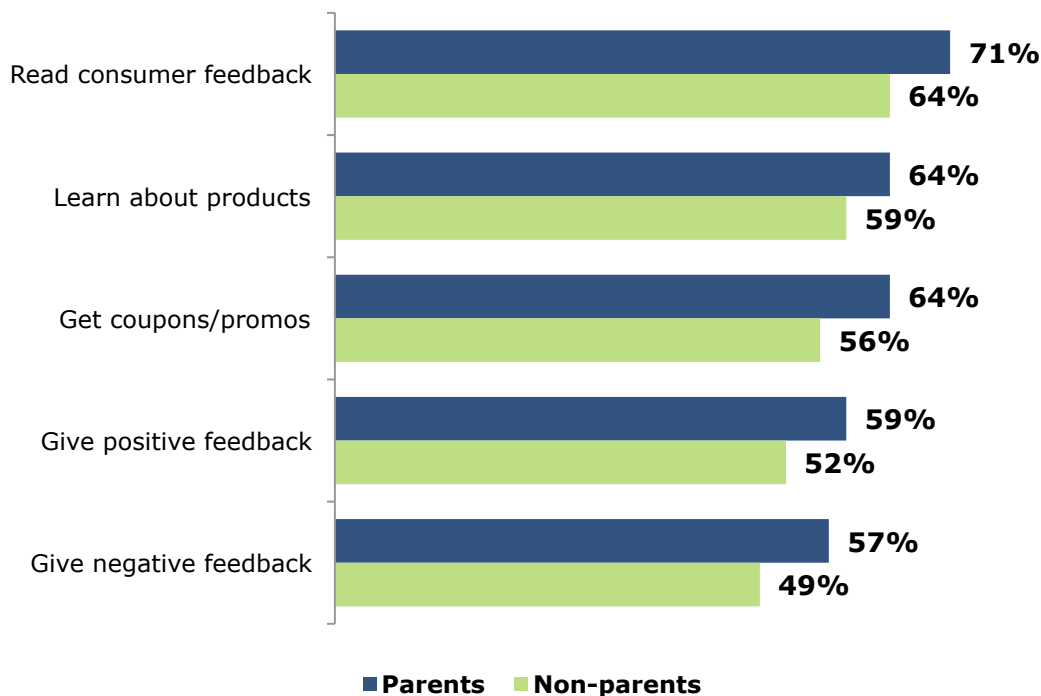
Edison Research and Arbitron [found that](#) 80% of US social network users preferred to connect with brands through Facebook. This dwarfs all other social media networks, with Twitter in a tie with “Don’t Know” for a very distant second place, at 6% of users.

# SocNet Users Want Deals, Discussion

## Social Media Use for Products/Services Information

% of respondents, **October 2011**

**Source:** NM Incite



NM Incite found that social network users see the platforms as a useful shopping and research tool, and participate with the [desire to view and contribute to reviews of products and services](#). 68% of social media users (71% of parents and 64% of non-parents) go to social networking sites to read product reviews and more than half use these sites to provide product feedback, both positive and negative.

Getting coupons is also popular, with 58% overall usage (64% of parents and 56% of non-parents).

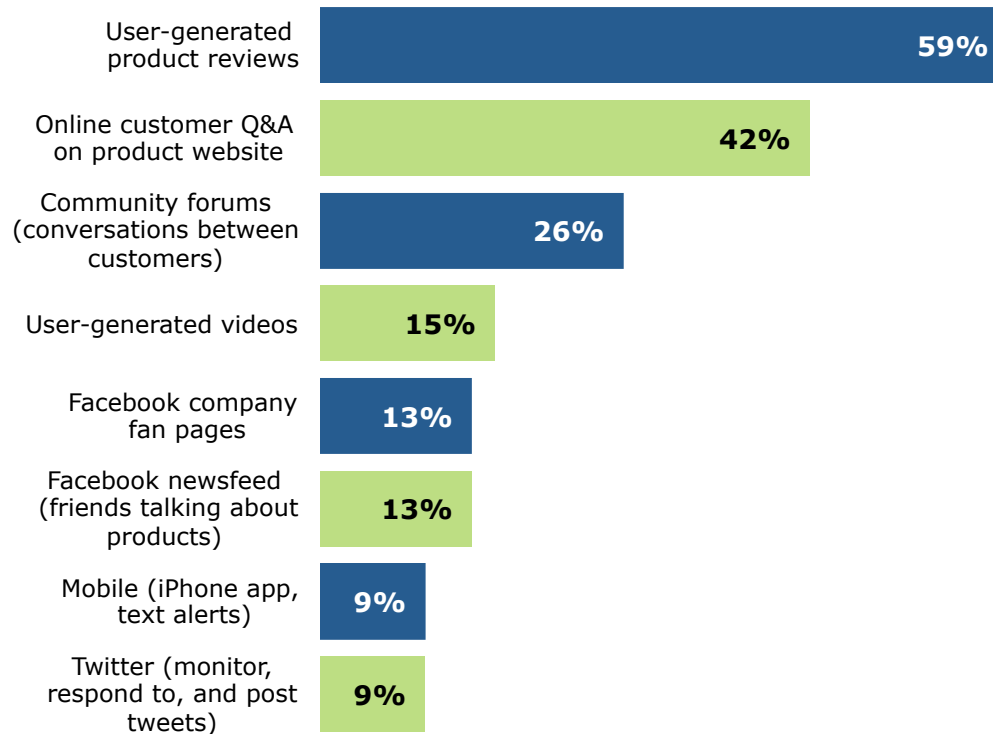


# Social Sites Impact 35% of Shoppers

## Community, Social Tools that Impact Buying

% of respondents, June 2011

Source: e-tailing group, PowerReviews



About six in 10 (59%) online shoppers say user-generated customer product reviews have a significant or good impact on their buying behavior, [according to](#) the e-tailing group and PowerReviews.

Community forums influence 26% of shoppers. The social media sites, altogether, influence the buying behavior of 35% of online shoppers: Facebook fan pages affect 13% of online shoppers; the Facebook newsfeed influences another 13% and Twitter, another 9%.

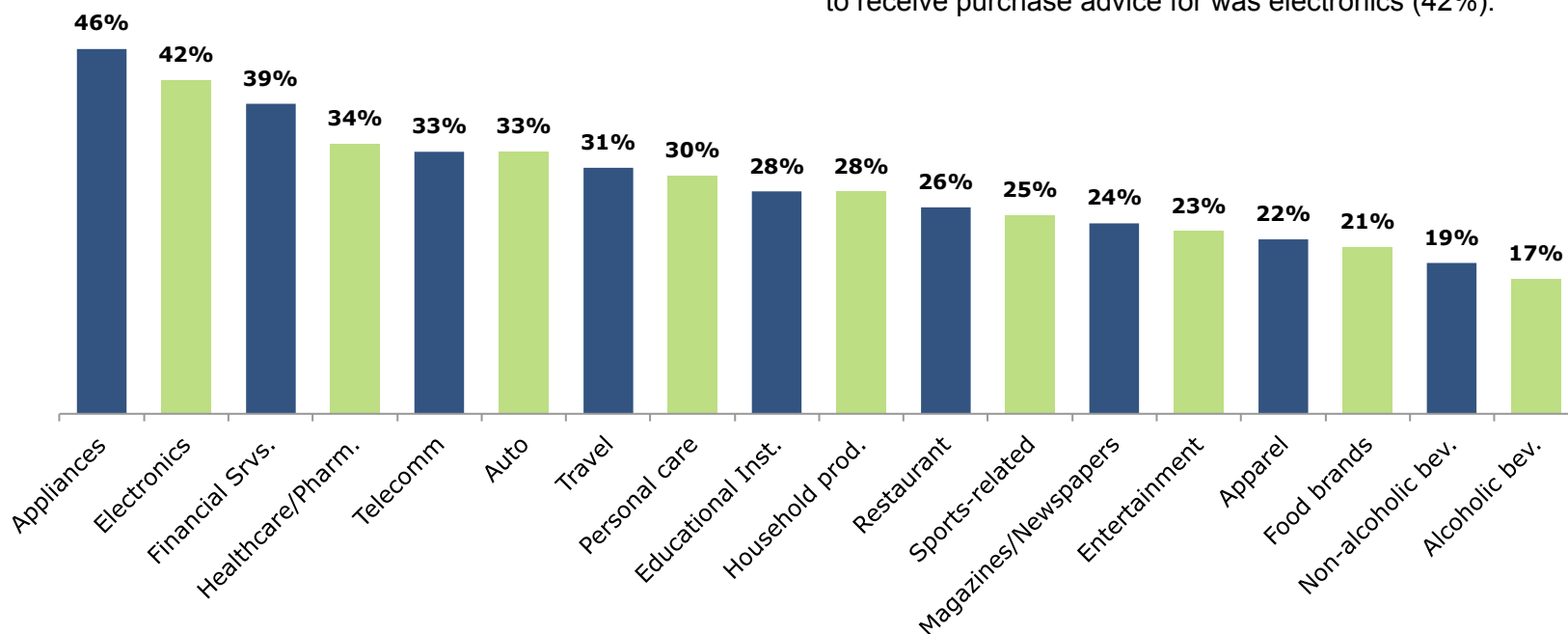
# On Average, 29% Seek Purchase Advice

## Social Networks as a Source of Purchasing Advice

% of respondents who sought advice, **June 2011**

**Source:** ROI Research and Performics

Social networks are a resource, with an average of 29% of consumers seeking buying advice. Less than half of online consumers obtain purchase advice on products in any vertical covered by the survey, with [appliances the most popular at 46%](#). The only other vertical which more than four in 10 online consumers said they go to social networks to receive purchase advice for was electronics (42%).

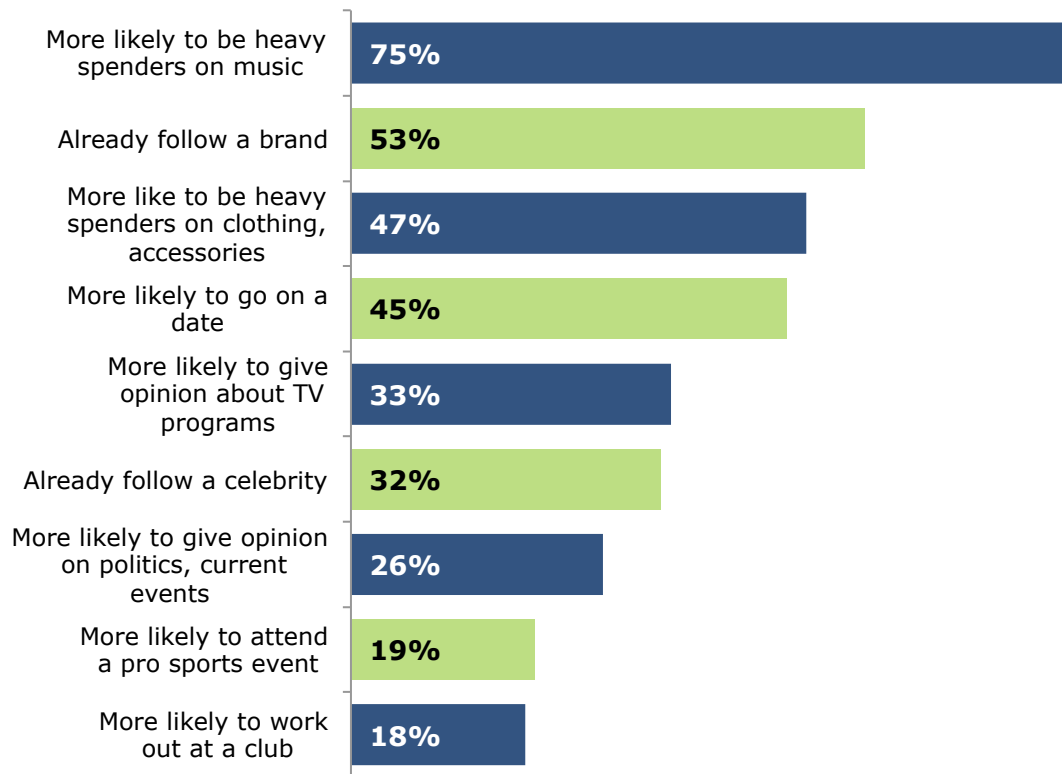


# Active SocNet Users Take It Offline

## Lifestyle Habits of Active Social Network Users

% of total, compared to average internet users, Q3 2011

Source: The Nielsen Company



[Active social network users](#), according to Nielsen, are 75% more likely to spend heavily on music and 47% more likely to heavily spend on clothing, shoes and accessories. They are 45% more likely to go on a date. Other areas where heavy social network users show more likelihood of participating include giving opinions on TV programs (33%), giving opinions on politics and current events (26%), attending professional sporting events (19%) and working out at a gym or health club (18%).

# Sports, Education Lead Discussions

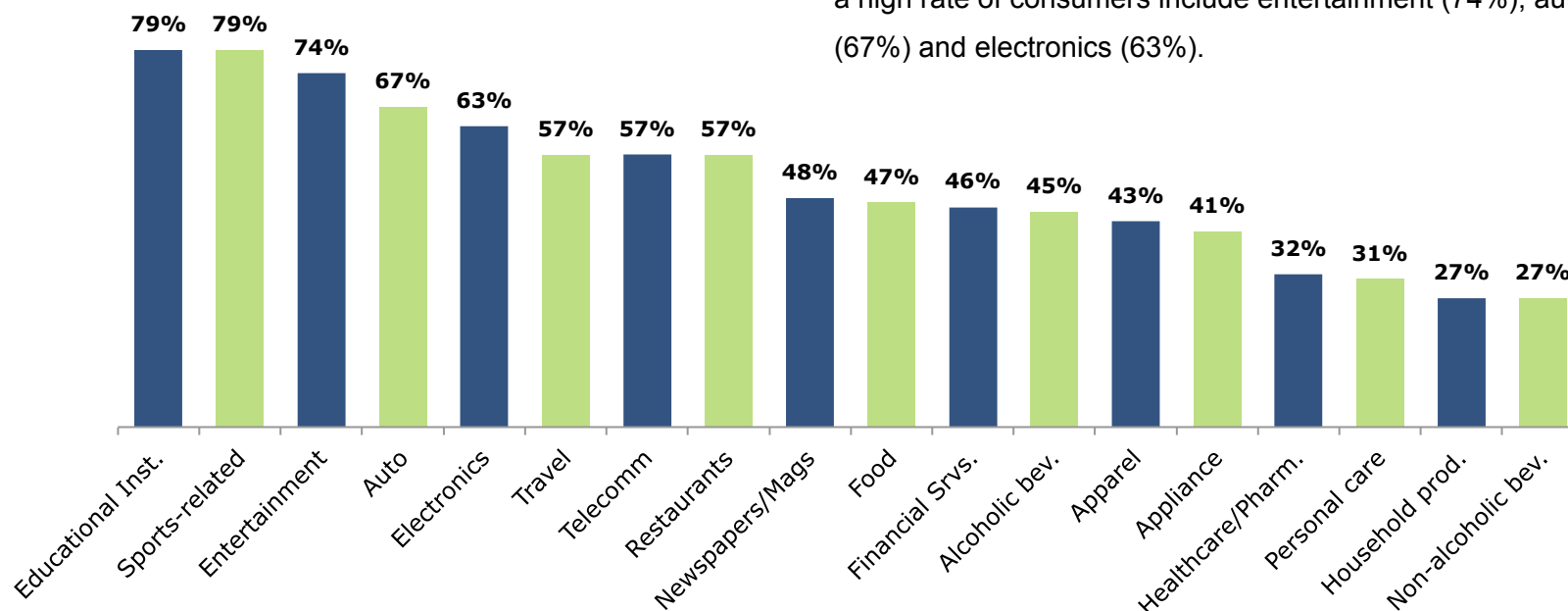
## Product Discussion via Social Networks

% of respondents who had discussion in vertical **June 2011**

**Source:** ROI Research and Performics

The ROI research survey asked

[consumers about their discussions](#) on a variety of vertical products on social networks. About eight in 10 (79%) online consumers indicated they discuss educational institutions and sports-related products. Other verticals generating social network discussions with a high rate of consumers include entertainment (74%), automotive (67%) and electronics (63%).





## The all-in-one marketing software platform for businesses

Simple and integrated to help your company:

- ▶ Connect with social media networks
- ▶ Get found online and on smartphones by more qualified visitors
- ▶ Convert more visitors into leads and customers
- ▶ Nurture and close those leads efficiently
- ▶ Make smart marketing investments

Find out how 5,000 + companies use HubSpot to generate over 500,000 leads per month.

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<http://www.hubspot.com/free-trial>







# Data Partners

Our data sources for “**The Social Media Data Stacks**” are:

ACSI / Foresee Results ✦ Adobe and Econsultancy ✦ Altimeter Group ✦ Arketi Web Watch ✦  
e-tailing group and PowerReviews ✦ ExactTarget ✦ IBM ✦ IgnitionOne ✦ Internet Advertising  
Bureau ✦ Janrain ✦ The Nielsen Company ✦ NM Incite ✦ Pew Internet & American Life Project ✦  
ROI Research and Performics ✦ SocialMedia Examiner ✦ TVGuide.com ✦ WebLiquid and RSW/US

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