

Social Media in an Agile World

**Agile Principles
to Launch, Manage, and Measure
Your Social Media Identity**

What do I promise

3 things:

1. Where to go
2. What to do
3. How to do it

To include:

1. Action learning
2. Social media
3. Lean/Agile/Scrum

What this is not

- ☐ To convince social media merit, assume you are here to engage
- ☐ Preparation for Agile certification – more patterns, logic, and how someone with no Agile background could adopt the principles
- ☐ Not about doctrine more about options and applicable principles
- ☐ Less prescriptive and more adoptive

Agenda

- ❑ Roles – 15
 - ✓ Social Media
- ❑ Stories – 25
 - ✓ Breakout activity – 7
 - ✓ Agile – 18
- ❑ Artifacts – 20

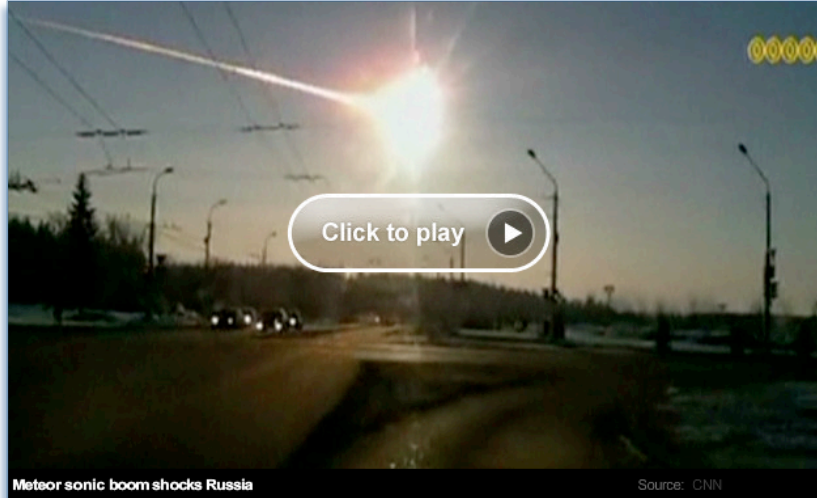


The secret of getting ahead is getting started. The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.*

Roles

Where are we?

① Roles



Bits and bytes

1. Russian meteor 138 million views in first 72 hours. This year's super bowl audience 108 million
2. 25% of the 20 million tweets during Sandy were on-the-ground photos and video.
3. Hyper local – GeoTagging
#hoboken #restaurant



Top left picture source: <http://www.cnn.com/2013/02/15/world/europe/russia-meteor-shower>

Bottom right picture source: <http://online.wsj.com/article/SB10001424052748704597704574487580041364544.html>

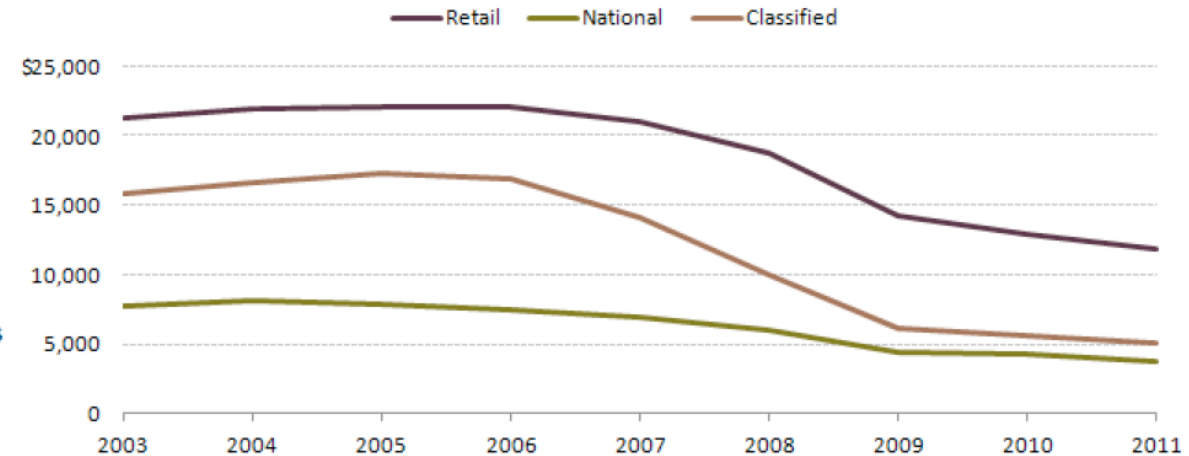
Where is here? Read all about it ...

① Roles

Since 2006 print
classified revenue
fell ~50%

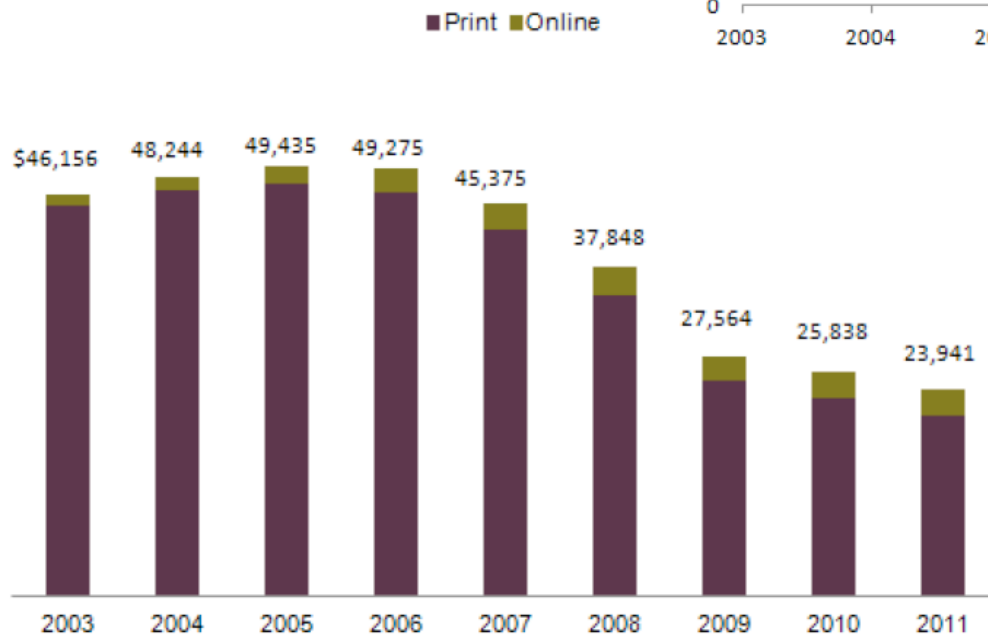
Print Ad Revenue Continues to Decline

In Millions of Dollars



Print Advertising Revenue Falls, Online Grows

In Millions of Dollars



❑ Since 2006 total print ad revenue also fell ~50%

❑ Why?

Question: Who broke marketing and sales?

① Roles

Answer: We did.

❑ 86% skip TV ads



❑ 91% unsubscribe from email



❑ 44% of direct mail is never opened



❑ 200 million on the Do Not Call list

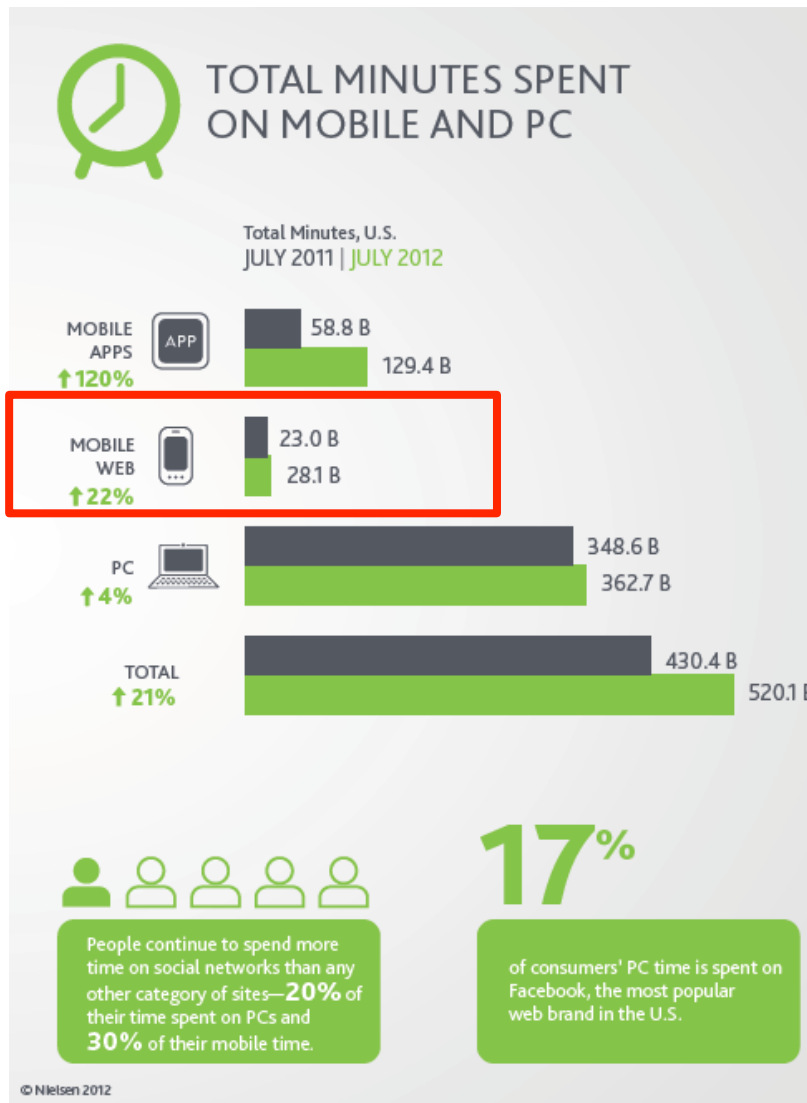


❑ SPAM is 68% of all mail



The way we look is different

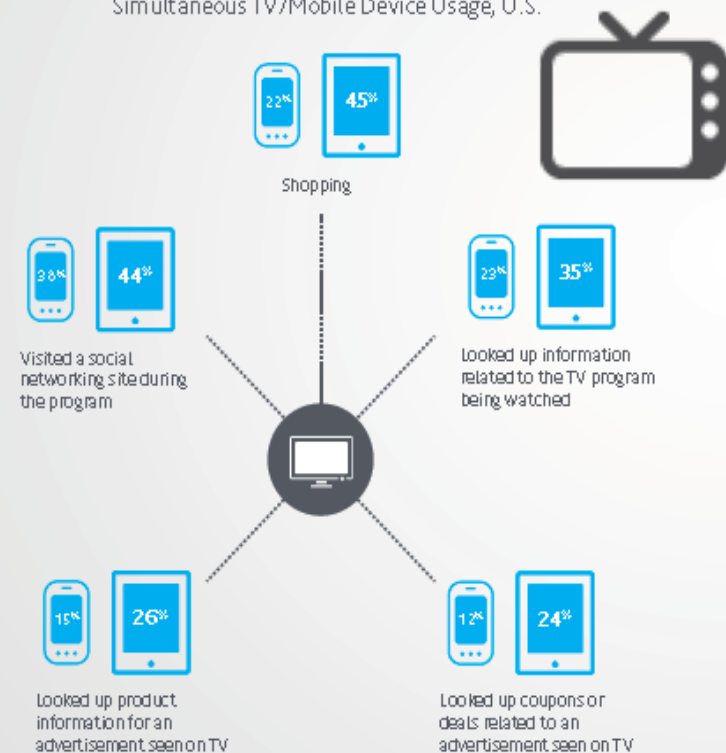
① Roles



SIMULTANEOUS SMARTPHONE AND TABLET USAGE WHILE WATCHING TV

Having a mobile device on-hand while watching TV has become an integral part of consumer routines—41 percent of tablet owners and 38 percent of smartphone owners use their device daily while in front of their TV screen. Not surprisingly, social networking is a top activity on both devices, but people aren't just chatting with their social connections, they're also shopping and looking up relevant program and product info.

Simultaneous TV/Mobile Device Usage, U.S.



13

© Nielsen 2012

The way we complain is different and now more viewable

① Roles

1/4th of respondents who complain via Facebook or Twitter expect a reply within 60 minutes

Speed kills

Rank	Company	Page Avg First Response (d.h:m)
1	KLM	0.0:26
2	Walmart	0.0:28
3	Next Online	0.0:36
4	Xbox	0.0:38
5	CNN	0.0:49
6	Ferrari	0.0:50
7	Tmobile	0.0:51
8	Kohl's	0.1:12
9	Red Box	0.1:13
10	CBS News	0.
Data Source: Expion- Oct. 2012		

Engagement/Empathy
are expected

Rank	Company	Page % Fan Post with Company Comment
1	KLM	92%
2	Next Online	87.80%
3	Tesco	79.20%
4	Air Asia	73.20%
5	Tmobile	70.40%
6	UPS	70.20%
7	Jimmy John's	66.50%
8	GE	66.20%
9	HHgregg	63.90%
10	Red Box	62.60%
Data Source: Expion- Oct. 2012		

From the ashes of what was – what is Web 2.0?

① Roles



Hyperlinking

- ☐ Personal blogs
- ☐ Peer production
- ☐ Collaborative folksonomy
- ☐ RSS feeds
- ☐ Recommendations propagate

Web 1.0 Was	Web 2.0 Is
Content is king	Community is content
Publishing	Participation
Advertisers control content	Consumers call the shots
Size of community	Quality of community
Bring people to the center	Reach along the edges
Power by size	Service by size of people
Central intelligence	Collective intelligence
Static website	Incremental or dynamic websites
RSVP	RSS
Publish	Converse

modified from: <http://oreilly.com/pub/a/web2/archive/what-is-web-20.html>



picture source: <http://www.vintag.es/2012/05/hindenburg-disaster.html> and slide 3

The power of your blog or your hyperlink is about dialogue

- ☐ Social Media is pervasive and regenerates thoughts and ideas through a cyclical process of **listening**, **discovering**, **sharing**, and **contributing** personal or professional perspective
- ☐ Not a message, but a conversation. If you do not have anything to say, then listen

The splinternet

- ☐ In the realm of Social Media, companies will earn the community of customers they deserve
- ☐ Customers have choices, and if you're not consistently vying for their attention, it's pretty easy to fall off their radar screen when they evaluate options
- ☐ Conversations are markets
- ☐ It is not about selling, it is about dialogue

It is no longer about who has the microphone

① Roles



Marketing was:

- ☐ One-way
- ☐ Outbound



Monologue has changed to dialogue

① Roles

Delete users and audience from vocabulary; you are a participant in a community of people.



Marketing is:

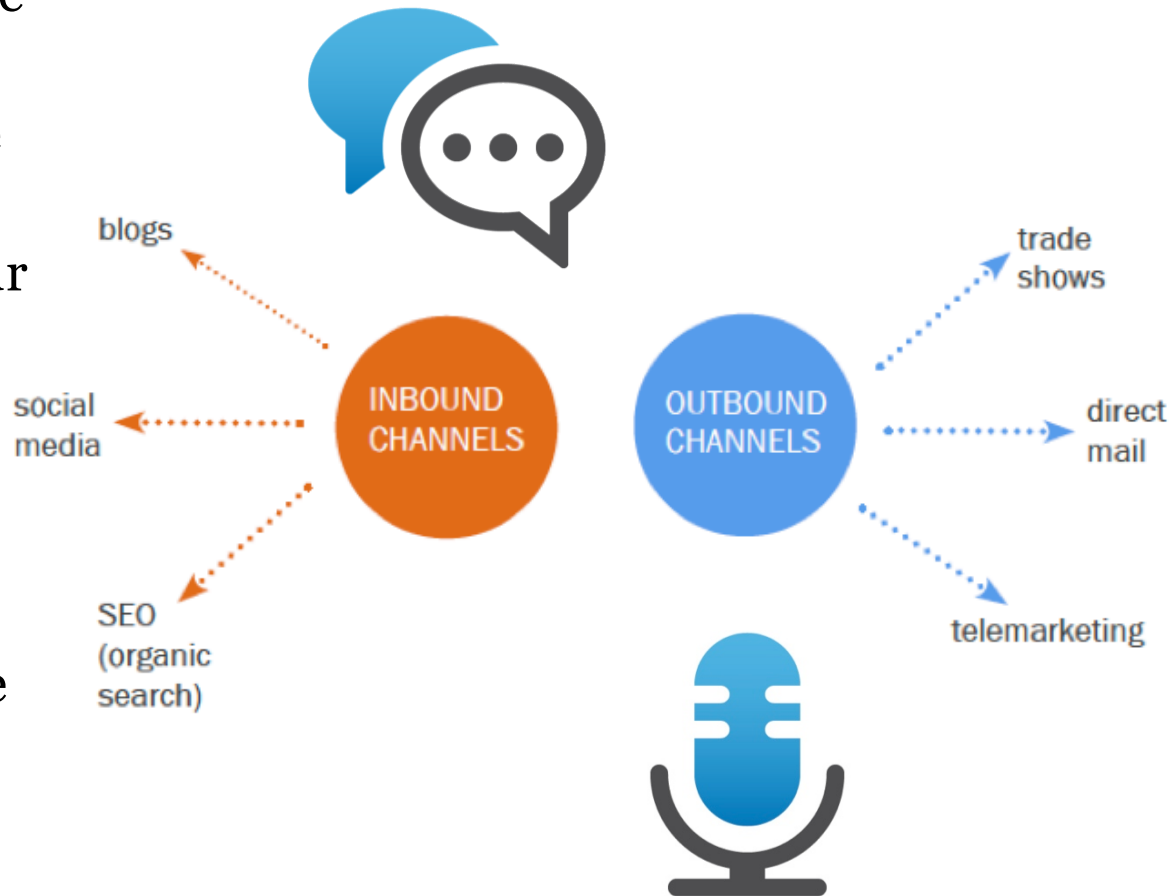
- ☐ Many to many
- ☐ Inbound



An example of what Web 2.0 feels like

① Roles

- ☐ Visitors can contribute content or comments
- ☐ Visitors can subscribe to your content
- ☐ Visitors can share your content easily with others
- ☐ Visitors can rate your content
- ☐ Visitors can get engaged in productive ways before they are ready to buy your widget



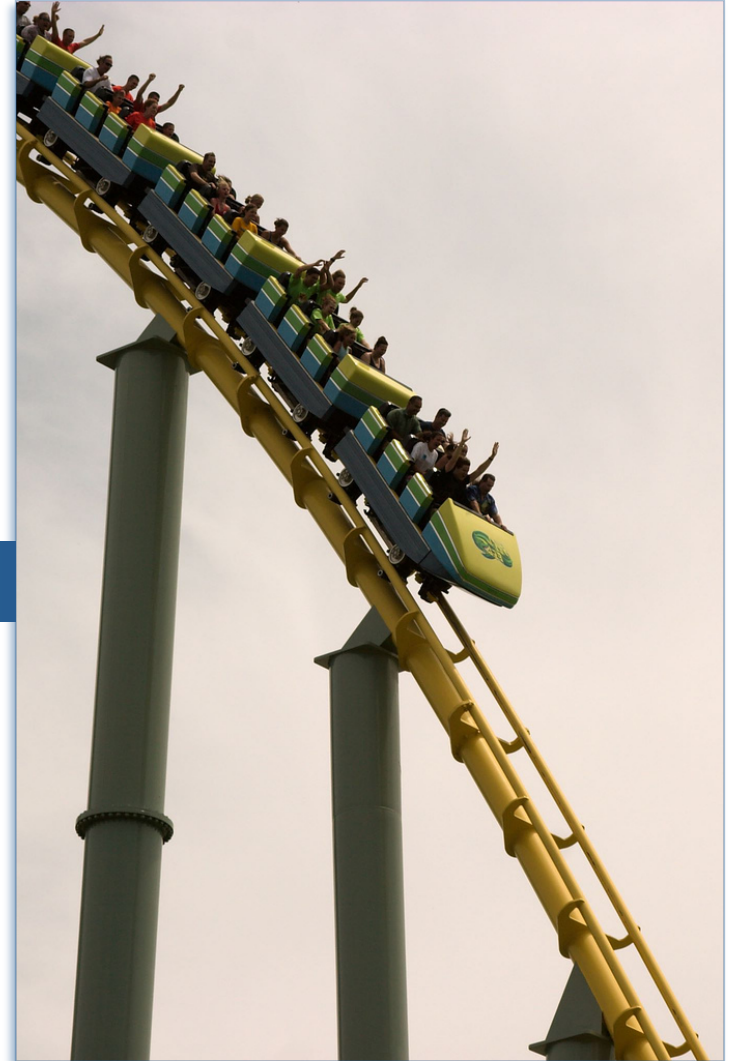
So if things changed what are the new rules?

Check please!

- ☐ Speed
- ☐ Collaboration
- ☐ Flexibility
- ☐ Gravity

New game, new rules

- ☐ Who's in charge
- ☐ Community controls content



Stories

What's In It For Me? (WIIFM?) the #1 communication filter

- ☐ Search engines answer questions
 - ✓ 3 and 7
- ☐ Identify the persona(s) in need of your solution
 - ✓ What are their problems?
 - ✓ What keeps them awake at night?
 - ✓ What do they want to know?



What's in it for Me? What's In It For Them? (WIIFT?)

- ☐ Write their story
 - ✓ Valued content describes issues and problems they have face and provides detail on how to solve these problems
- ☐ A source for their solution
 - ✓ Hang out where they hang out
 - ✓ Investigate words and phrases they use to describe problems?
 - ✓ Measure ROI (Return on Involvement)

Your strategy relies on enabling others:

- ❑ 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.



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

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

- ❑ You really have no control over your product's value, however, you do have control about hosting and socializing with people who may advocate, refer, and recommend your service or product



To get found, find out about persona

② Stories

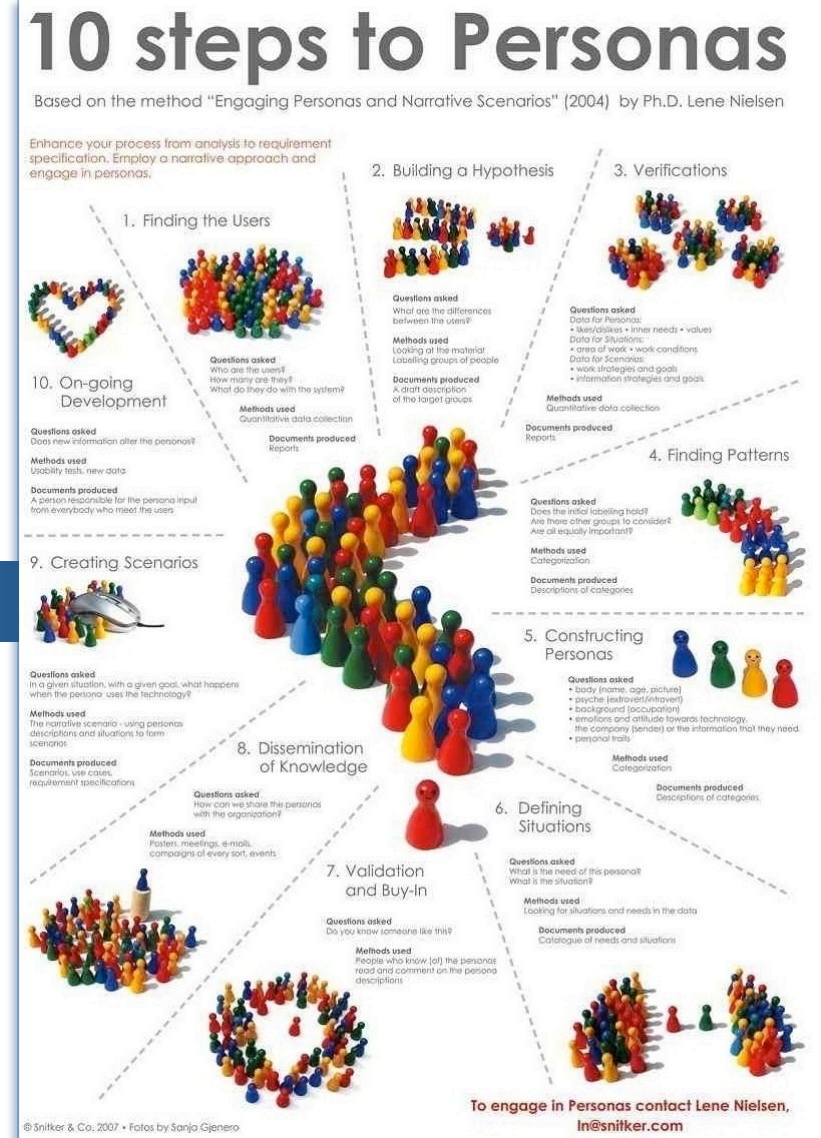
❑ Create an archetype of your buyer persona with all the details you can provide:

- ✓ What the user does
- ✓ Is motivated professionally by
- ✓ Reads, works, is interested in

WIIFM? leads to WIIFT?

❑ The objective is to understand the persona's motivation and need.

- ✓ What's in it for them now provides answers to **What's In It For Me? (WIIFM?)**



Persona matrix		
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

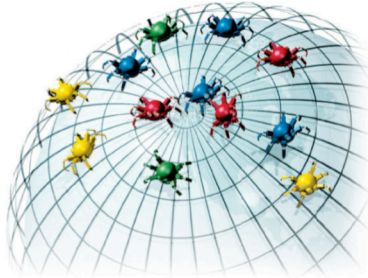
“*Turn strangers into friends,
turn friends into customers,
turn customers into salespeople.* Seth Godin



So you've got something to say

Is there a prescription?

- ☐ Where to say it
- ☐ Who do you say it to
- ☐ What you have to say
- ☐ How can people find what you say
- ☐ Why should they care about what you say



Agile persona template

② Stories

Person	Name and Role	
	Characteristics/Use	
Goals		
Pains		

Desires	
Scenario	

Insert keywords

Insert keyphrases

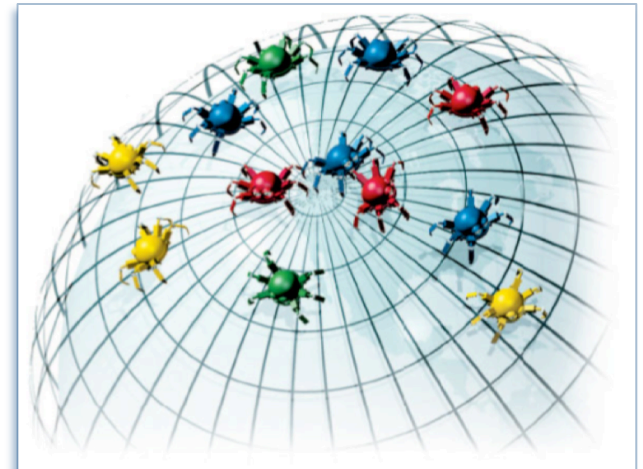
Persona design

- ☐ What answers can you provide for what they search for
 - ✓ Keywords
 - ✓ Key phrases
- ☐ Think like a publisher – compelling content: **unique to them**
- ☐ Think like a publisher – compelling content: **unique to their community**

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

Focus on 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?
- ☐ This is more than segmentation
 - ✓ What value can you offer?
 - ✓ What are your goals?



Where can you say it? Key places and communities

② Stories

❑ Search

- ✓ Technorati.com
- ✓ BlogSearch.Google.com
- ✓ # on Twitter.com

❑ Subscribe

- ✓ email newsletter
- ✓ Choose and commit, build a top 10 list
- ✓ RSS feed

❑ Read

- ✓ Learn the language,
- ✓ Read daily (aggregators)
- ✓ Blogrolls

The collage illustrates digital media and search tools. The top section shows the Technorati website interface, including its navigation bar with categories like Women, Technology, Business, and a search bar. Below the navigation bar is the 'Today on Technorati' section featuring a video of Travis Wright and a link to 'The Future's not Bright, it's Stepford'. The middle section displays a Twitter search results page for the hashtag #project, showing tweets from users like IIL, PDU Of The Day, and Deanne Earle. To the right of the Twitter page is a large orange RSS feed icon. At the bottom left of the collage is a Creative Commons BY-NC-SA license logo.

Use keywords to find out about your persona

② Stories

☐ Comment

- ✓ Add useful/informative comments,
- ✓ Link backs
- ✓ Identity

☐ Write

- ✓ Microblog
- ✓ Guest Blog
- ✓ Start your own blog



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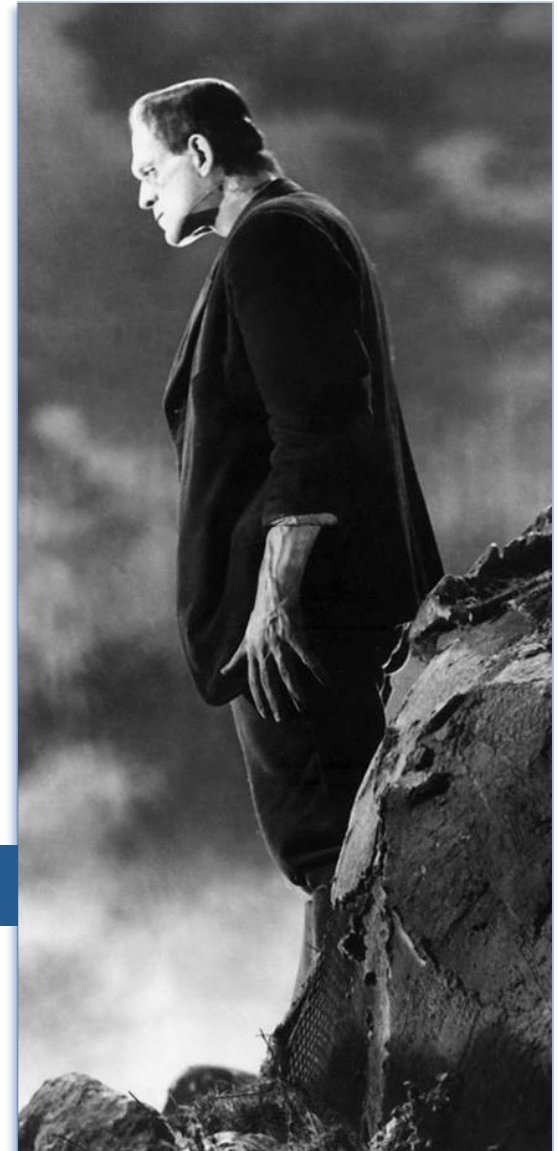
Artifacts

In waterfall projects

- ❑ A key driver is to lock design variables before going into the build phase
- ❑ A change control process design is to manage or prevent change – unless critical
- ❑ Design specification changes are more costly the further out the timeline
- ❑ A contractual agreement is made at the beginning of the process that expects two things
 1. The customer knows exactly what they need and want before work starts
 2. Requirements will not change

Damn the waterfall, we need to redefine done

- ❑ Inspect and adapt
- ❑ React and respond
- ❑ Constant prototype, nothing is finished



- ❑ We know project landscape changes, in Agile avoid “waste” or stockpiling anything that could become obsolete with change
- ❑ Wherever your starting point is **A** and your end point is **B** you need some semblance of a plan, with these points:
 - ✓ Recognize and acknowledge that your plan is based on what you know at the time
 - ✓ Don’t expect to execute your plan 100 percent; as you journey toward point B, things will crop up that change how you need to reach your destination
 - ✓ If you’re not set up to accommodate change, you will find the journey hard going and even impossible at times
 - ✓ If you build change into the process and are adaptable and flexible, both the journey, and the end product, better for the flexibility to incorporate relevant change

*Agile Experience Design: A Digital Designer's Guide to Agile, Lean, and Continuous (Voices That Matter)
by Lindsay Ratcliffe Marc McNeill*



Perfection is the enemy of good. Voltaire or Pareto

☐ Lean

- ✓ Just enough
- ✓ **Iterative**
- ✓ Constant prototyping
- ✓ There is no done

☐ Stories

- ✓ Customers
- ✓ **Product backlog**
- ✓ Sprint backlog
- ✓ Sprint burndown

☐ Success criteria

- ✓ What is “working software”?
- ✓ **Working increments**
- ✓ **Product owner**
- ✓ Feedback
- ✓ User story - detail
- ✓ Story points – level of effort
- ✓ **Sprint review**

A user story is the fuel of an Agile project

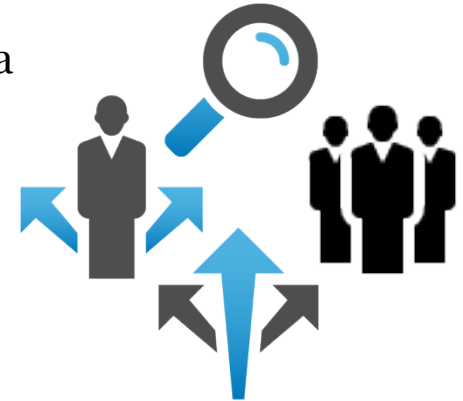
- ☐ It is the requirement against which code is written and the project planned. Unlike the requirements documentation you may have seen in the past, a user story is very simple: a title and a sentence or two of plain English to describe it.

Who they are – where is they story

③ Artifacts



- ☐ Personas
 - ✓ Buyer Persona
 - ✓ Community Persona
- ☐ Stories



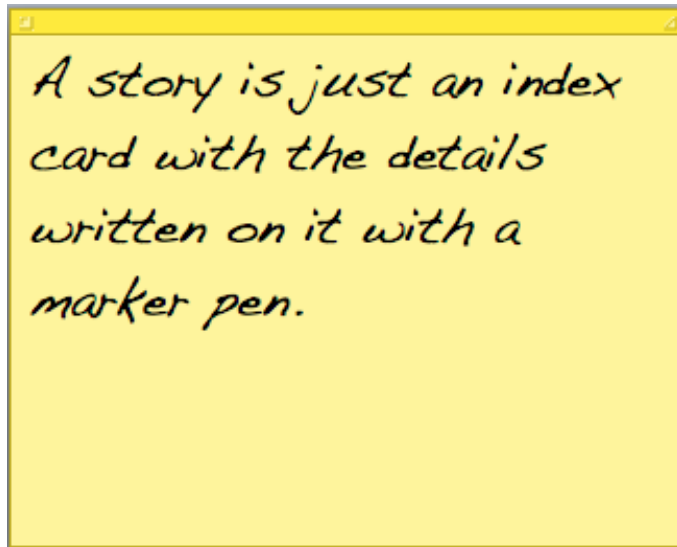
Where are they – follow the story

- ☐ Technorati
- ☐ BlogSearch.Google.com
- ☐ Twitter

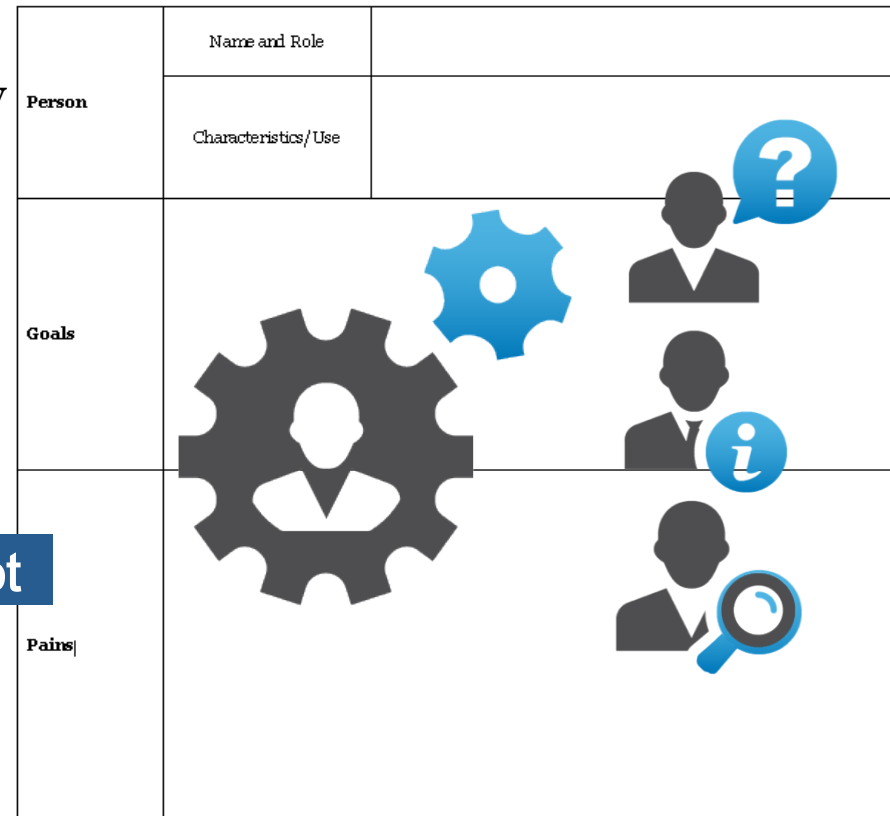


Agile user story is the fuel of an agile project

③ Artifacts



Follow the story



Defined and predictable these are not

- ☐ Businesses and customers have something in common:
 - ✓ Goals they wish to attain
 - ✓ Keys: adapt, flexible, environmental exposure, responsiveness, adaptive, “at the edge of chaos”
- ☐ Methods help determine success probability – key is support of flexibility and tolerance for change - at the outset

Artifacts

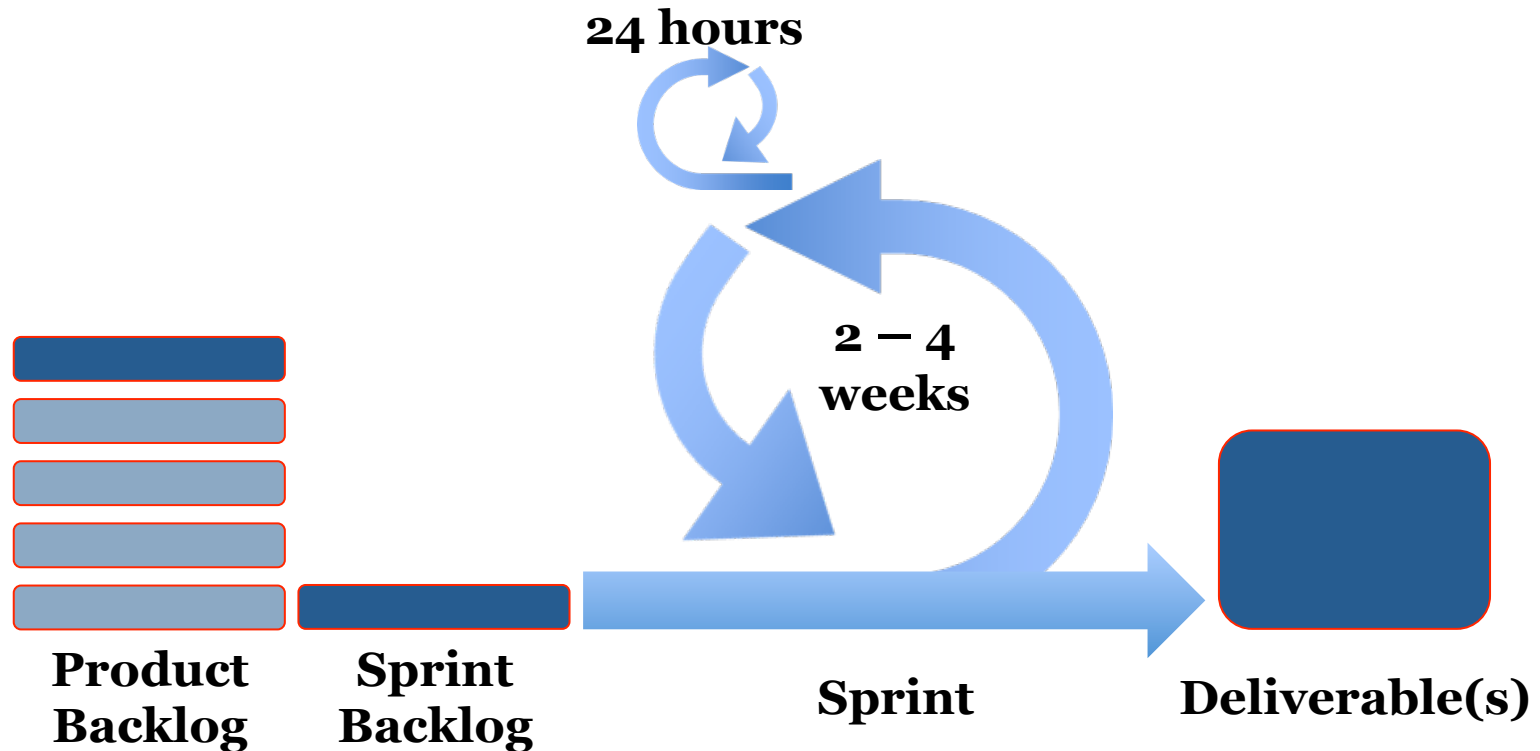
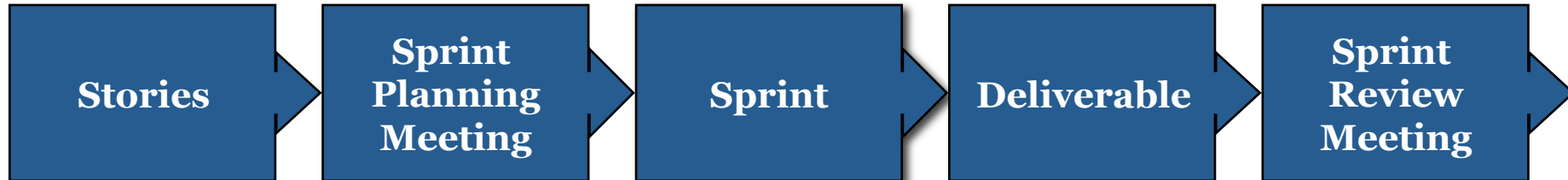
Agile in Practice

There is no perfect time to jump in, but you can Lean in

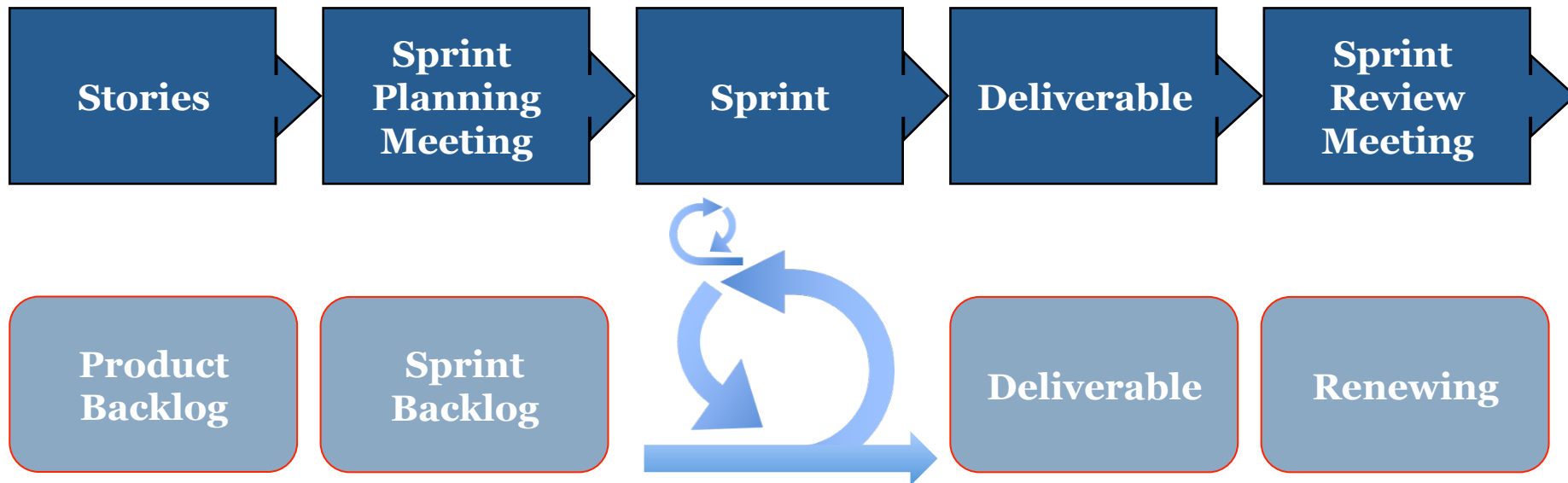
- ❑ Stock is a resource invested, time is a finite resource, on the Internet there is no such thing as a deadline, just a “use by” date
- ❑ The project, and ultimately the design, is directed by both business and customer goals, to ensure focus on delivering value

Roles	Product Owner	ScrumMaster	Team
Ceremonies	Sprint Planning	Sprint Review	Daily Scrum Meeting
Artifacts	Product Backlog	Sprint Backlog	Burndown Chart

- ❑ Their story, in their words



- ☐ Begin with a clear engagement vision
- ☐ What is your time:
 - ✓ Sprint
 - ✓ Iteration
- ☐ Select items from product backlog
- ☐ Commit to a sprint backlog

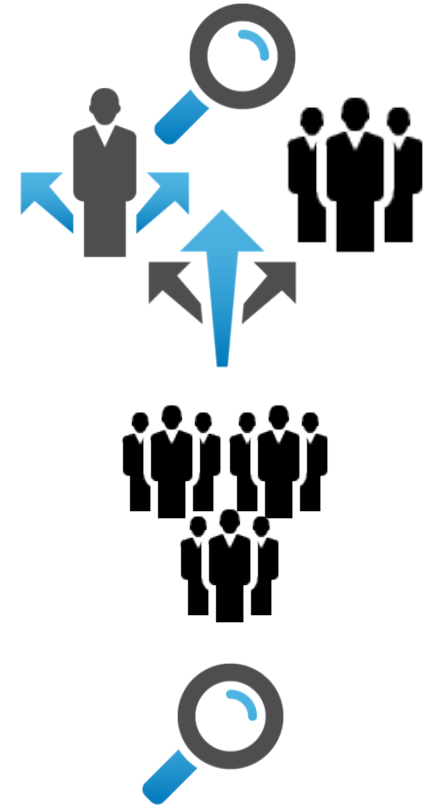
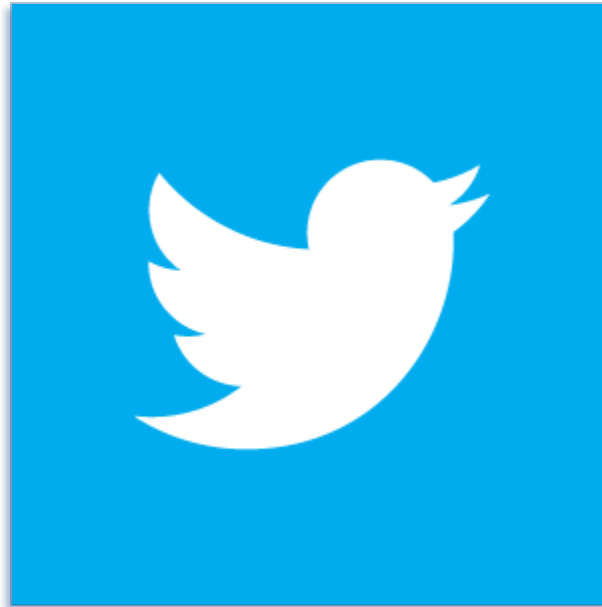


Artifacts

Agile Social Media

A relationship building forum

- ❑ A way to increase your brand awareness
- ❑ To create a lead funnel of prospects to your business
- ❑ An un-ending resource for you and your company
- ❑ A way to meet others across the world in similar industries, likes and interests



Twitter – Manage the 140, manage thousands

③ Artifacts


**Toby Elwin**
View my profile page


10,129
TWEETS


1,161
FOLLOWING


1,186
FOLLOWERS


Compose new Tweet...


**PMI's blog team** @PMvoices 14 Mar
Share your thoughts on transforming lessons learned into change for a chance to be published on @PMvoices blog: ow.ly/ii572 #pmot
Expand


**Shim Marom** @shim_marom 14 Mar
Thanks @AnyaWorkSmart I have time for one tweet today let it be this one. #pmot #ftpm quantmleap.com/blog/2013/03/s... your comments are appreciated
Expand

**PMI** @PMInstitute 13 Mar
RT @pmief: 2013 PMIEF Kerzner Award nominations due 1 May. Both big and small projects are eligible. bit.ly/krznr #PMOT
Expand

**Grandmaster PM** @GrandmasterPM 14 Mar
Project Management Excellence through Information & Communication ... bit.ly/ZNo6OJ #pmot #highendpm
Expand

**PMI's blog team** @PMvoices 11 Mar
New post! The Customer Mindset Is Always Right, by new @PMvoices blogger @PeterTarhanidis: ow.ly/iLRY0 #pmot
Expand

**Grandmaster PM** @GrandmasterPM 11 Mar
The Dirty Little Secret of Project Management bit.ly/ZBMkeN #pmot #highendpm
Expand

**The Practicing IT PM** @PracticingITPM 11 Mar
New PM articles published on the web during the past week@The Practicing IT Project Manager #pmot blog.practicingitpm.com via @PracticingITPM
Expand

- ☐ @
- ☐ RT
- ☐ link shortening services
- ☐ #
- ☐ FF



- Subscribe
- Recommendation
- Friends
- Discover

ProjectMngt

A public list by Toby Elwin

44 MEMBERS
8 SUBSCRIBERS

Edit
Delete

Tweets
List members
List subscribers

Recently added members · View all

HarePoint @HarePoint
Following

Project Management @ProMana...
Following

Jeff Furman @PMAnswerBook
Follow

Preben Ormen @prebenormen
Follow

More lists by @TobyElwin · View all

hoboken
ProjectMngt
PE
OD
gadget

Tweets

- PMI** @PMInstitute 6m
Squash negativity! Learn how to stop stakeholders from behaving badly in the September #PMNetwork ow.ly/dDo46 #pmot
Expand
- Project Management** @ProManagement24 14m
Antonoil and Schlumberger Sign Joint Venture Contract to Offer Integrated ... - Sacramento Bee bit.ly/QoNhRd
Expand
- Ankit** @AnkitTheLeanWay 14m
Ty @flinchbaugh @lansf80789 for the RT: Climbing the Mountain of Change ht.ly/dGRqF
Expand
- Velopi** @velopi 14m
Velopi - a PMI REP - will hold it's last PMP exam preparation course for 2012 in Dublin in November. Dates 7/8/21/22nd of November Venue: ...
Expand
- Bill Mabry** @BillMabry 19m
Facebook rolls out social business initiative for local firms – including €100 ... dlvr.it/28mMgp
Expand
- PM Hut** @pmhut 23m
Requirements Gathering in Project Management: Not Enough If Not Prioritized and Ranked pmhut.com/requirements-g...
Expand
- Project Smart News** @ProjectSmart 1h
PRINCE2 and PMP • Re: Responsibilities - Clarification bit.ly/OnRWRq #pm #pmot
Expand

Artifacts

The Scrum-my Project

Product Owner	ScrumMaster	Team
Define features of the product	Ensures team is fully functional and productive	7 plus or minus 2
Decide on release date and content	Enable close cooperation across all functions	Selects the Sprint goal and specifies work results
Prioritize according to market value	Remove barriers	Has the right to do everything within the boundaries of the project guidelines to reach the Sprint goal
Be responsible for the profitability of the product (ROI)	Shield team from external interferences; and	Organizes itself and its work
Adjust features and priority every 30 days (sooner?), as needed	Ensure process is followed (Daily Scrum, Sprint Review, and Sprint Planning)	<u>Demos work results to the Product Owner</u>
Accept or reject work results		

A Brief Introduction to Scrum by Jeff Sutherland, Ph. D.; Scrum Alliance

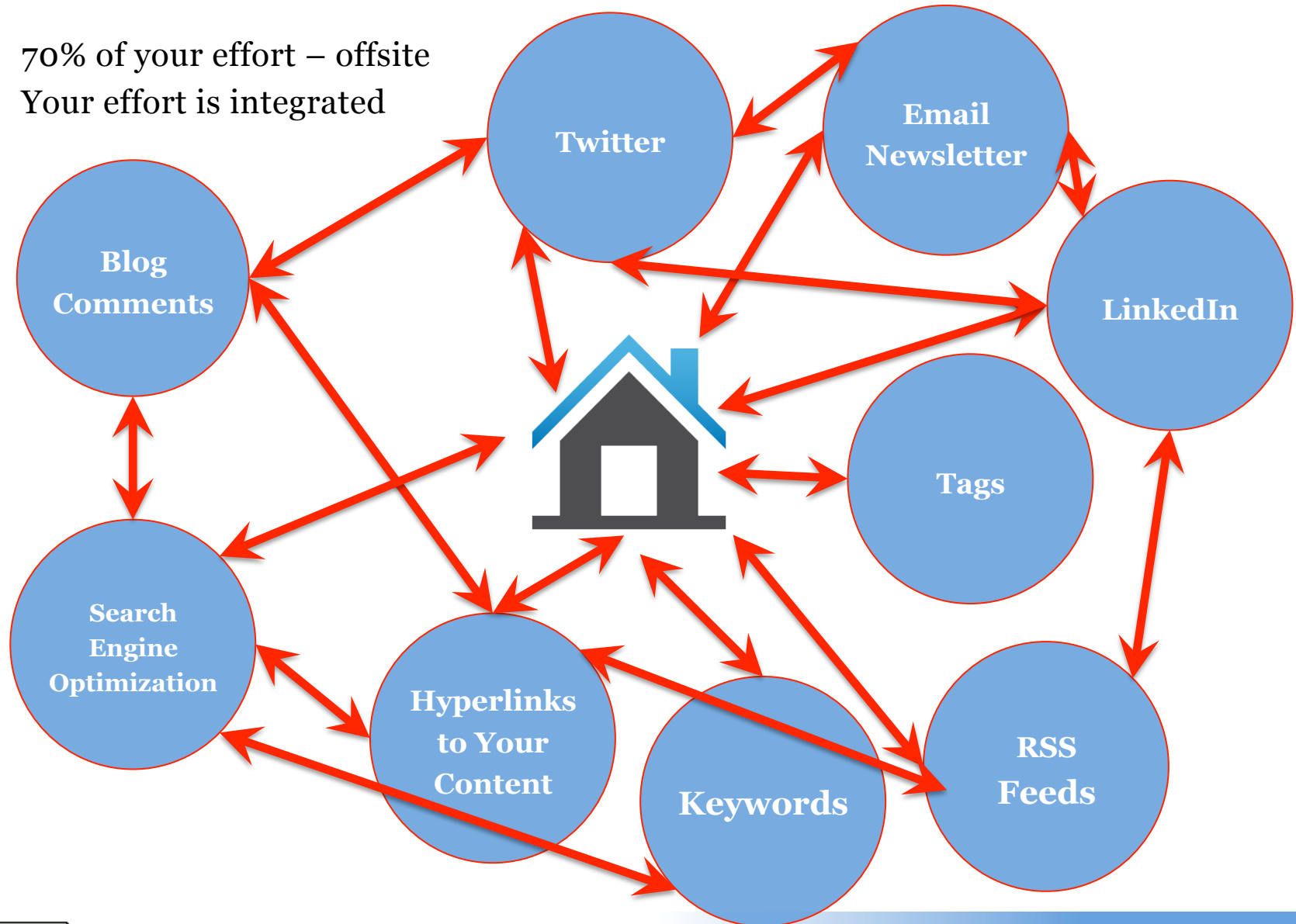
Sprint Planning	Daily Scrum Meeting	Sprint Review
Product Owner presents features they like to see completed in Sprint	Task board tracks progress of tasks for each feature	Product Owner keeps track of feedback to incorporate, as needed, into backlog
Lower-priority features go back into product backlog	Minimum review: 1) To Do 2) Doing 3) Done	Review: 1) What was done well 2) What to continue 3) What to change for next Sprint
Get workload for Sprint small enough to commit to	Items move across board from: 1) What they did yesterday 2) What they plan to do today 3) What obstacles	

A Brief Introduction to Scrum by Jeff Sutherland, Ph. D.; Scrum Alliance

Artifacts

Lean Into the Noise

- ❑ 70% of your effort – offsite
- ❑ Your effort is integrated



- ❑ 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
- ❑ Link content to the place where action occurs
- ❑ Think like a publisher
- ❑ Go to **GoogleKeywordTool.com**:
 - ✓ Enter a keyword you want to be ranking for.
 - ✓ Find out synonymous keyword combinations.
 - ✓ Choose one low on competition & with decent monthly traffic.
 - ✓ Write a blog post around it.



- ❑ Google account – analytics, education, reader



- ❑ j.mp



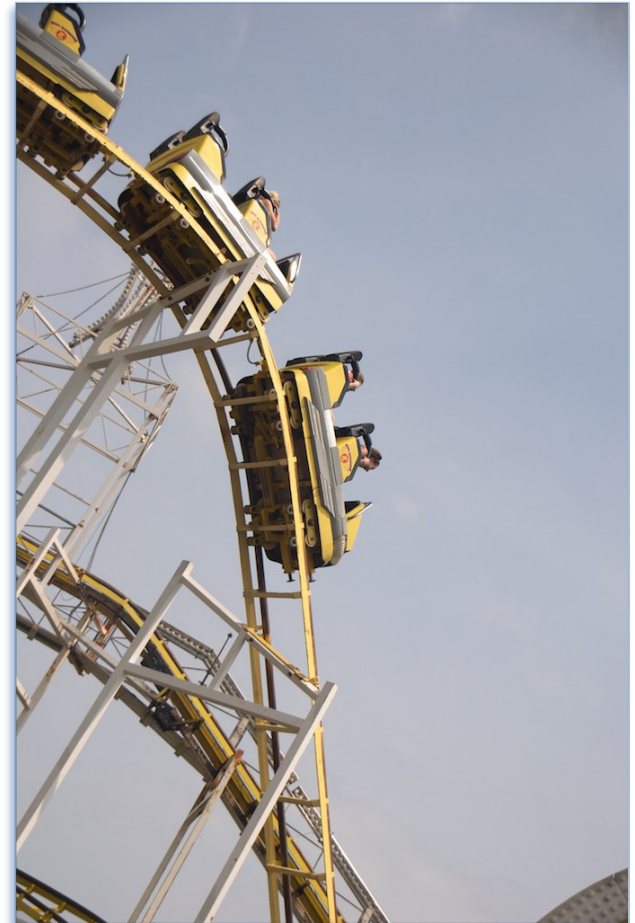
- ❑ Bufferapp.com



- ❑ TweetDeck or hootsuite

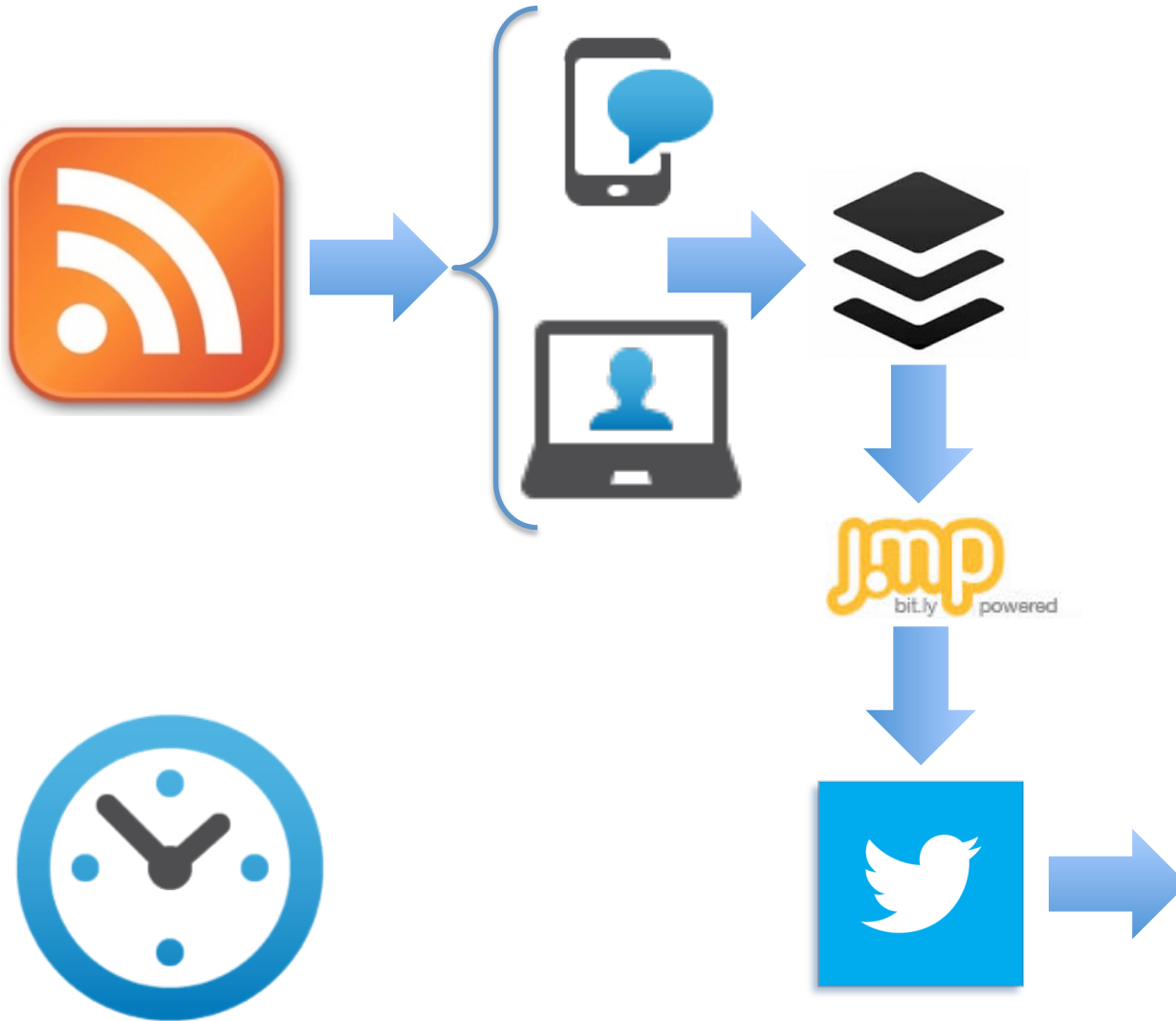


- ❑ Blogging platform – WordPress



Story (persona)	To Do	In Process	To Verify (measure)	Done (measure)
1. As a line manager I have 15 direct reports and want to find a better way to ...	<input type="checkbox"/> Comment 3 times a week <input type="checkbox"/> Tweet 1 time a day <input type="checkbox"/> Read following blogs, posts <input type="checkbox"/> Add 3 RSS feeds <input type="checkbox"/> Create Twitter list <input type="checkbox"/> Write 1 guest blog on ...	<input type="checkbox"/> 1 more comment <input type="checkbox"/> Next 2 day's Tweets	<input checked="" type="checkbox"/> Clicks <input checked="" type="checkbox"/> Retweets <input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Mentions <input checked="" type="checkbox"/> Bounce rate <input checked="" type="checkbox"/> Favorites/Likes/Shares 24 – 48 hours	<input checked="" type="checkbox"/> Clicks <input checked="" type="checkbox"/> Keywords <input checked="" type="checkbox"/> Key phrases <input checked="" type="checkbox"/> Comments <input checked="" type="checkbox"/> Bounce rate <input checked="" type="checkbox"/> Average time on site 15 – 30 days
2. ...				





Artifacts

Monitor, Measure, Iterate

How they got here – (ROI) Return on Involvement

③ Artifacts

Visits 6,665 % of Total: 64.72% (10,299)	Pages / Visit 1.67 Site Avg: 1.66 (0.13%)	Avg. Visit Duration 00:01:37 Site Avg: 00:01:33 (5.01%)	% New Visits 84.56% Site Avg: 83.37% (1.43%)	Bounce Rate 77.94% Site Avg: 76.82% (1.43%)
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<input type="checkbox"/> Keyword	Visits	↓	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<input type="checkbox"/> 1. (not provided)	2,096		2.18	00:03:00	77.96%	75.48%
<input type="checkbox"/> 2. organization	189		1.19	00:00:21	100.00%	82.54%
<input type="checkbox"/> 3. social media	85		1.22	00:00:32	98.82%	77.65%
<input type="checkbox"/> 4. toby elwin scope communication	74		2.46	00:02:15	0.00%	36.49%
<input type="checkbox"/> 5. impact analysis template	71		1.28	00:00:57	97.18%	78.87%
<input type="checkbox"/> 6. stakeholder analysis template	56		1.30	00:01:13	92.86%	76.79%
<input type="checkbox"/> 7. "toby elwin"	41		3.20	00:02:32	0.00%	31.71%
<input type="checkbox"/> 8. organization development	41		1.51	00:01:32	92.68%	63.41%
<input type="checkbox"/> 9. learning metrics	40		1.40	00:02:34	92.50%	75.00%
<input type="checkbox"/> 10. organizational development	36		1.11	00:00:08	100.00%	88.89%

Analyze Return on Involvement with Google

③ Artifacts

Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate
17,140 % of Total: 100.00% (17,140)	13,206 % of Total: 100.00% (13,206)	00:02:19 Site Avg: 00:02:19 (0.00%)	10,295 % of Total: 100.00% (10,295)	76.85% Site Avg: 76.85% (0.00%)

Page path level 1	Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1. /tobyelwin.com	1,539	00:01:29	38.67%	23.98%
2. /this-social-media-fad-will-ruin-organization-development/	1,494	00:02:55	83.46%	82.40%
3. /impact-analysis-template/	1,048	00:02:54	81.15%	76.81%
4. /stakeholder-analysis-template/	784	00:02:50	81.99%	75.89%
5. /highlight-change-management-an-introduction-to-appreciative-inquiry/	514	00:03:00	75.49%	65.37%
6. /blog/				
7. /change-management				
8. /mergers-and-acquisit failures/				
9. /the-2-most-important				
10. /the-cost-of-culture-a-				

Toby Elwin

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Change is the only constant

If change was linear we might have more success. Since change involves people expecting linear progress presents the challenge: **70% – 90% of projects fail.**

A move from chaotic change towards intentional change requires decision-making strategies that include:

- Knowledge of what is,
- Goal-oriented design,
- Prediction (guesswork) of what might be, and
- Resource risk

~6% Clicks below ↓

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Link shorteners: easy on the eyes AND to measure

③ Artifacts

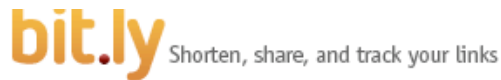
bit.ly Shorten, share, and track your links

[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	

Link shorteners provide detail on traffic and time

③ Artifacts



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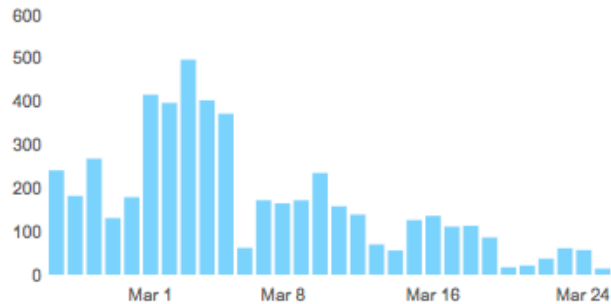
Your Bit.ly Click Summary

Clicks

Past Hour

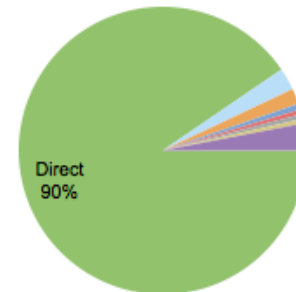
7 Days

30 Days



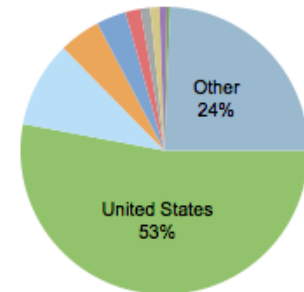
4,974 Clicks on Your Bit.ly Links

Top Referrers



44 Referring Domains
From 92 Total Pages

Locations



40 Countries

Referrers Detail

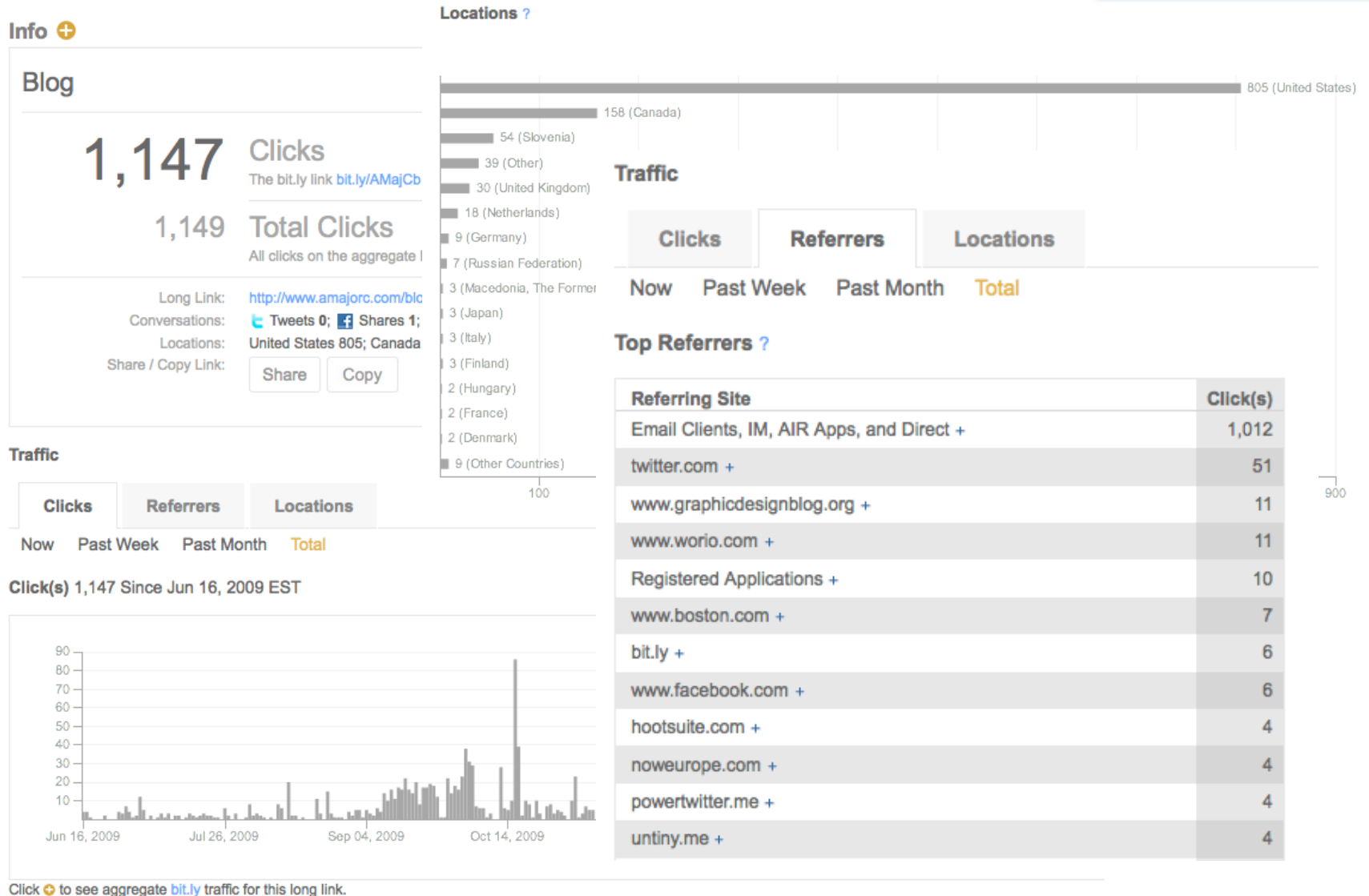
Referring Site	Click(s)
Email Clients, IM, AIR Apps, and Direct +	4,500
twitter.com +	124
99designs.com +	87
real-url.org +	33
Registered Applications +	27
bit.ly +	26
untiny.me +	26

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

Who did they share with?

③ Artifacts



Artifacts
Check Please!

The best social media strategy starts with ~3 to 6 months of listening:

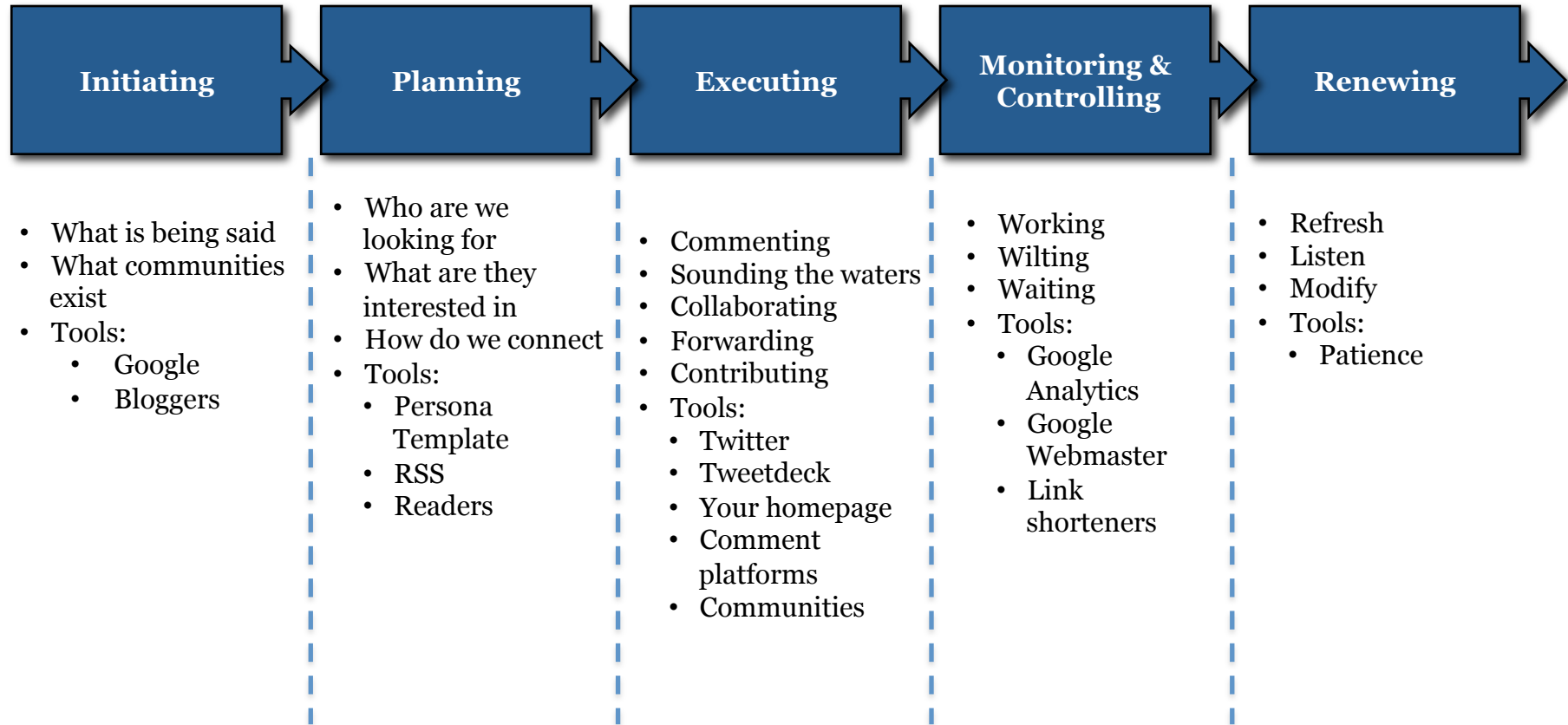
- ☐ Start on other sites and seeing what they are talking about – then comment
- ☐ COMMENT on influential blogs in your community, industry, complementary industries, and prospective client's markets
- ☐ When you COMMENT, post informative, quality info to position yourself as an expert – this is not a sales pitch
- ☐ Develop a community – allow COMMENT and respond to them
- ☐ Incorporate subscription and user tracking tools

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

- ☐ Identify where
- ☐ Listen in
- ☐ Plan
 - ✓ Identify who and why
 - ✓ Design the plan
 - ✓ Get Found, Be Sticky, Call to Action
- ☐ Contribute
 - ✓ Hearing
 - ✓ Adding
 - ✓ Collaborating
- ☐ Monitor and measure
 - ✓ Tools – j.mp, TweetDeck, Technorati, keyword search
 - ✓ What to measure, what to tweak
 - ✓ Resources to manage your identity

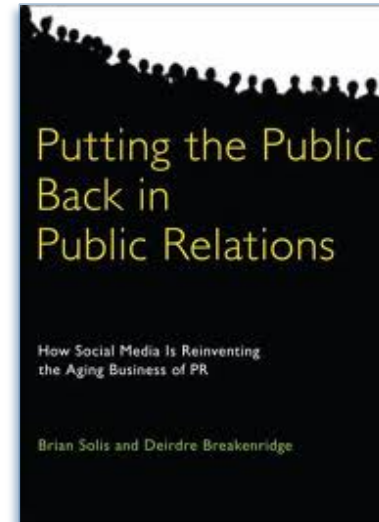
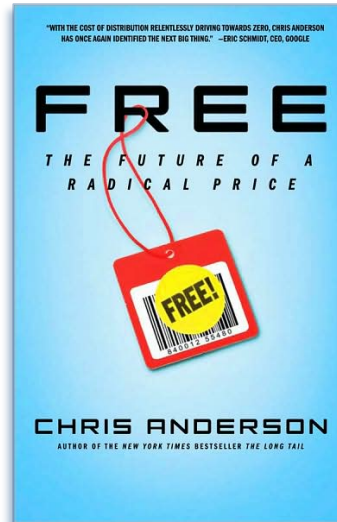
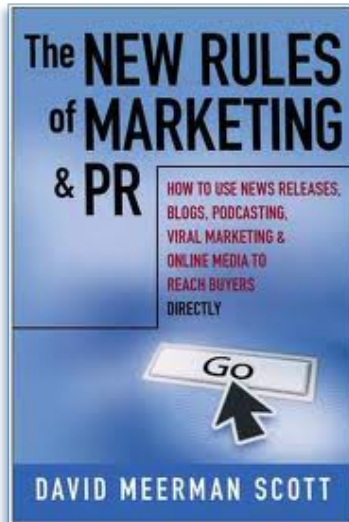
Appendix



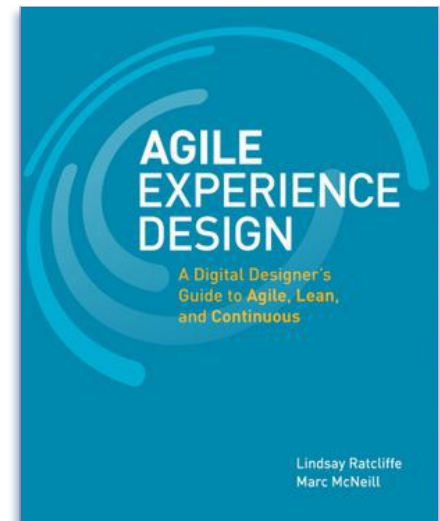
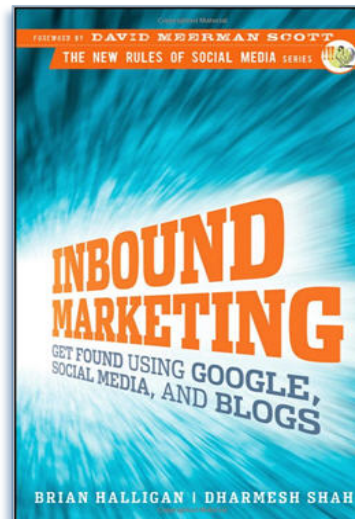
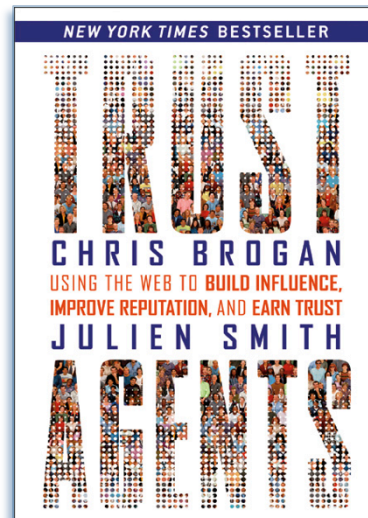
Do you develop communication that clearly answers: **What's In It For Me? (WIFFM?)**

Need more?

Select each book for more
information from
Amazon



Ready to go?



Blogs

- ❑ Seth Godin - sethgodin.typepad.com
- ❑ Mike Volpe - mikevolpe.com
- ❑ Corvida Raven - shegeeks.net
- ❑ Chris Brogan - chrisbrogan.com

Web Strategy and Search Engine Optimization

- ❑ HubSpot.com
- ❑ InboundMarketing.com
- ❑ NewSiteMediaGroup.com
- ❑ HubSpot.tv
- ❑ SEOmoz.org
- ❑ SearchEngineWatch.com
- ❑ TopRankMarketing.com

User Interface

- ❑ User Interface Engineering - uie.com/brainsparks (*brilliant user experience in design perspective*)

Marketing

- ❑ DavidMeermanScott.com
- ❑ BrianSolis.com
- ❑ HRCapitalist.com

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***The secret of getting ahead is getting started.
The secret of getting started is breaking your
complex overwhelming tasks into small
manageable tasks, and then starting on the
first one. Mark Twain***

Blog Resources @TobyElwin.com

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- ☐ [Scope: or how to manage projects for organization success](#)
- ☐ [How to launch and manage your social media identity](#)