

New Social Media Marketing Technologies in 2011

Jeff Prystajko / Katie Bruno

wddonline
WEBSITE DESIGN & DEVELOPMENT

social media 2011 introduction

NIELSEN REPORT

- Social networks and blogs continue to dominate Americans' time online
 - now accounting for nearly a quarter of total time spent on the Internet
- Social media has grown rapidly
 - today nearly 4 in 5 active Internet users visit social networks and blogs
 - Americans spend more time on Facebook than they do on any other U.S. website

social media 2011 introduction

NIELSEN REPORT

- Age Revelations:
 - Internet users over the age of 55 are driving the growth of social networking through the Mobile Internet
- Gender Differences:
 - Although a larger number of women view online video on social networks and blogs, **men are the heaviest online video users overall streaming more videos and watching them longer**

social media 2011 introduction

NIELSEN REPORT

- Profit opportunity
 - 70% of active online adult social networkers shop online, 12% more likely than the average adult Internet user
- Building loyalty
 - 53% of active adult social networkers follow a brand

what changed in 2011?

- More location-based
 - foursquare, Facebook Places changing the landscape
 - No longer are people just sharing a status update and photos, but locations connected to brands

what changed in 2011?

- More mobile
 - Every social network discussed today has a mobile presence
 - By 2014, **mobile usage > desktop usage**
 - Today, almost **40% of social media users access via mobile**
 - Easiest way to capture/upload media
 - Social networking apps are the third most-used among U.S. smartphone owners

what changed in 2011?

- More accepted
 - Social networks are well-known, part of our everyday vernacular
 - Reaches across all demographics
 - 4 out of 5 active Internet users access social media
 - 23% of time spent online

what changed in 2011?

- More invasive
 - Sense that privacy is eroding
 - Despite more controls, **we're volunteering more data** — personal information, who our friends and family are, our location

what changed in 2011?

- More brand friendly
 - Social networks are catering to business' needs
 - Let you create business-specific pages/accounts, use tools to reach current and prospective customers
 - Getting closer to achieving one-to-one communication with users

presenting...

The 12 Months of Social Media

WHY IT'S IMPORTANT

- ☑ Join a network of owners, operators and vendors
- ☑ Catch up on recent discussions
 - What are the **best attractions for children under 10?**
 - Do you use digital signage, if so **what brands would you recommend?**

INITIAL TASKS

- ☑ Sign up for LinkedIn
- ☑ Find some contacts and connect
- ☑ Join FEC related groups
 - *IAAPA Family Entertainment Center Group*
 - *IAAPA FEC Operators Only Group*
 - *FEC- Family Entertainment Center/Location Based Entertainment*
- ☑ Read discussions, post a question

RECURRING TASKS

- Login once a month
- Read mail
- Accept/reject contact requests
- Make contact requests
- Read discussions in groups
- Post comments, ask questions in groups

WHY IT'S IMPORTANT

- ☑ Share breaking information!
 - Twitter is often the first social network to quickly disseminate news and info
- ☑ Reach a wide mass
 - Has now broken the **100M member mark**
 - About **half log in daily**

- ☑ Follow other fans and local businesses
 - Keep in mind **quality over quantity**
- ☑ Use twitter search to aid communication
 - Find others discussing your products/services
- ☑ Add “Follow Me on Twitter” badge
 - Link/logo on website, printed advertisements
- ☑ Add Tweet widget to your site

RECURRING TASKS

- ☑ Tweet at least once or twice a week
 - Average tweet lifespan is 12 min - 1 hour
- ☑ Keep messages short: < 140 characters
 - Avoid services that offer longer
- ☑ Post at optimal times: 9-11am & 1-3pm
- ☑ RETWEET!
- ☑ Host a twitter gathering – ‘tweetup’!
 - Suggest #hashtags at events

- ☑ Embrace location-based services
 - With more people using GPS-enabled smartphones, these location-based networks are getting increasingly popular
- ☑ Promote gamification
 - Checkins to foursquare earn points
 - Encourages new and repeat traffic, location sharing with friends

- ☑ Claim your venue
 - Verify through phone or mail
- ☑ Notify customers with window decals
- ☑ Determine offer strategies; can be for:
 - All guests
 - Loyal customers
 - Mayors!

RECURRING TASKS

- ☑ Take advantage of holidays and events
- ☑ Befriend your visitors, check-in yourself
 - Free advertising when users get notifications
- ☑ Encourage guests to post tips
- ☑ Monitor said tips
 - Value in both positive and negative feedback
- ☑ Review usage stats
 - Explore demographics, see who's new/repeat

- ☑ Promote customer feedback
 - Where people are leaving the most comments and reviews about businesses
 - People check in at your location *and leave reviews for their friends*
- ☑ Get higher-ranked search results
 - Potential guests are likely to read those comments and reviews

- ☑ Add Your Yelp Business Listing
 - Can only respond to posts if you claim your location
- ☑ Update business information
 - Include a link to your website
- ☑ List all your attractions
- ☑ Upload a logo or image

yelp

RECURRING TASKS



- Message people posting new reviews
 - Check monthly
 - Can post privately or publicly
- Add a new **deal** every month

google places

WHY IT'S IMPORTANT



- ☑ Get top-rated search results
- ☑ Help potential guests using Google Maps
 - Those on their desktop or phone are likely to read your Google Places reviews & comments
- ☑ Manage reviews and comments
 - **You can only respond** to comments if you claim your location

google places

INITIAL TASKS



- ☑ Find and claim Google Place
- ☑ Update business information
 - Include a link to your website and hours
- ☑ List all of your attractions
- ☑ Upload 2-3 high quality images

google places

RECURRING TASKS



- Read and respond to reviews
- Add images
- Add offers or announcements

- ☑ Not blogging? Try '**microblogging**'
 - Blogs like Wordpress, Blogger are focused on sharing lengthy content
 - Microblogs like Tumblr are great for **quick snippets, updates, photos**
- ☑ Targets a younger audience
 - 56% is under 34 years old
 - **Very passionate & connected** with followers

blogging / tumblr



INITIAL TASKS

- ☑ Evaluate whether to blog
 - Have captivating, in-depth stories to share?
 - Employ an outstanding writer on staff?
- ☑ Set up a tumblr account

RECURRING TASKS

- ☑ Microblog about what's happening now
 - Staff can post real-time updates
 - **Perfect for events**: after-proms, grad parties
- ☑ Announce what's coming up
 - Upload flyers discussing events & promotions
- ☑ Be creative, fun, inspiring!
 - Popular posts are '**reblogged**', become viral and are attributed to you

WHY IT'S IMPORTANT

- ☑ Create fun challenges!
 - Mobile platform for experiences you design for your facility
- ☑ Boost your attraction lineup
 - You already have arcades and other games, **add an interactive challenge** to the mix
 - Guests return with rewards or new games
- ☑ Target summer vacation younger crowd



- ☑ Claim your business to get started
- ☑ Create sample tasks:
 - *Upload a photo of your skeeball score*
 - *Enter the par of hole 15 on the red course*
 - *How many tickets to get the teddy bear at the redemption counter?*
- ☑ Practice all tasks
 - Unfamiliar staff members can give feedback

- ☑ Refresh challenges
 - Revise or replace existing ones
 - Add a new challenge every month, practice
- ☑ Be on the lookout for 'LevelUp'
 - Micropayment service using mobile wallets
 - Similar to Starbucks app, purchase goods after tying account to payment method
 - Connected to the gamification? Possibly!

- ☑ Get noticed
 - Second largest search engine
- ☑ Promote your product with multimedia
 - Super easy way to embed video into your site
- ☑ Target your demographics
 - Remember those male visitors?

- ☑ Set up your YouTube Channel
 - Include your website, address, phone and hours in description of your channel
- ☑ Upload 1-2 videos
 - Quality not particularly important

youtube



RECURRING TASKS

- Upload **1 video a month**
- Read and respond to comments

WHY IT'S IMPORTANT

- ✓ **Make sharing fun**
 - Has the most photos from the most people & places
 - Users can “tag” location in their Flickr photos
 - Anyone can view photos, don't have to be a “fan”
- ✓ **Add content to your website**
 - Flickr feed via Keyword can be added to your site showing guests their photos at your location
- ✓ **Assist Media**
 - Creates a free online database of high-res photos

INITIAL TASKS

- ☑ Create a Flickr account
 - Use your web address as your screen name
 - Edit the Profile to describe your business, use your logo as the icon
- ☑ Upload 5 QUALITY photos
 - Write text to describe photos (use light tone)
- ☑ Find and join one group and share your photos
- ☑ Link from your site to your Flickr photostream
- ☑ Encourage website visitors to upload
 - “Tag” their photos with the name of your location

RECURRING TASKS

- Upload at least one new photo a month
- Comment on other photos you like

WHY IT'S IMPORTANT

- ☑ Engage your largest audience
 - Get feedback, call to action (vote in polls)
 - 800M *active users!* (11.4% of *world population*) – *half log in daily*
- ☑ Calculate customer value:
 - A 'like' is supposedly worth *avg. of \$136.38!*
 - Consider spending, long-term loyalty, value of recommending your product to others
 - (your mileage may vary)

INITIAL TASKS

- ☑ Incorporate Social Plugins
 - Like Button, Like Box, Comments
- ☑ Set up simple Page Tabs
 - Third-party solutions can make this easy
- ☑ Create Interactive Facebook Apps
 - Request reliable personal info (email, gender, birthday) to assist with marketing
 - Powerful — yet complex, privacy/legal issues

- ☑ Post updates often
 - Lifetime of a post is about a day
 - Don't go overboard, once a day max (usually)
- ☑ Promote Facebook Places
 - Follow foursquare strategy
- ☑ Review page insights regularly
 - Track success of Facebook promotions
- ☑ Customize Timeline (when available)

- ☑ Determine whether/when to participate
 - 43M *total* users, about 17M are active (.23% of world population)
 - Muppets: ~30K on Google+, ~1M on Facebook
 - In Google's best interests (TONS of potential ad revenue), but *what's the killer feature?*
 - Mixed signals from Google — they're betting the farm, but *even senior execs aren't using*

- ☑ Set up a Business Page
 - (New Feature!)
 - Could be beneficial for businesses, given integration into search
- ☑ Build your 'Circles'
 - As users add you to their Circles (NOT equal to a +1), you can add them to your own

- ☑ Publish updates and media!
 - Similar to twitter but **no space limitations**
 - Easily post and tag photos, videos
 - Very clean interface (for now... Facebook was also clean relative to MySpace once)
- ☑ Keep abreast of changes
 - Network is still young, changing rapidly

?

What's next?

final thoughts

HOW TO APPROACH ANY SOCIAL NETWORK

- ☑ Completely fill out your profiles
 - Makes everything more “official”
 - Gives users information they need without having to dig or visit other sites
- ☑ Educate your employees
 - **Make sure they're familiar** with your efforts
- ☑ Monitor the competition

final thoughts

TIPS FOR SUCCESS

- ☑ Be unique!
 - Creativity will set you apart and leave a lasting impression
- ☑ Encourage user participation
 - **Phrase posts as questions** to gather opinions
 - Solicit content submissions
- ☑ Be cautious with moderation
 - **Allow negative feedback**, can turn to positive

final thoughts

WHY THIS ALL MATTERS

- ☑ Social networks are living things.
 - They need food, so feed them. If you don't, they die.
 - They need attention, so monitor them. If you ignore them, they'll become unruly and you may lose control.
 - They need love, so find people who are passionate. If you don't care, your customers won't either.

Thank you!

Questions & Answers

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WEBSITE DESIGN & DEVELOPMENT

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