

The Business of Social Media



Game On

Startups, New Businesses, Digital Natives

Pros: Agile, Lean, Disruptive

Slowly Chipping Away

Examples. Mashable vs. New York Times > YouTube Channels vs. Network Television Shows > Asos vs. Myer > Spotify vs. JBHiFi > SnapChat vs. MMS > Xero vs. MYOB
LinkedIn vs. Network Meetings > Freelancer.com vs. Website Developer > Outsourced Bookkeeping vs. Local > Social vs. Address Book > Any Young Business vs. Old

Traditional Businesses, Digital Immigrants

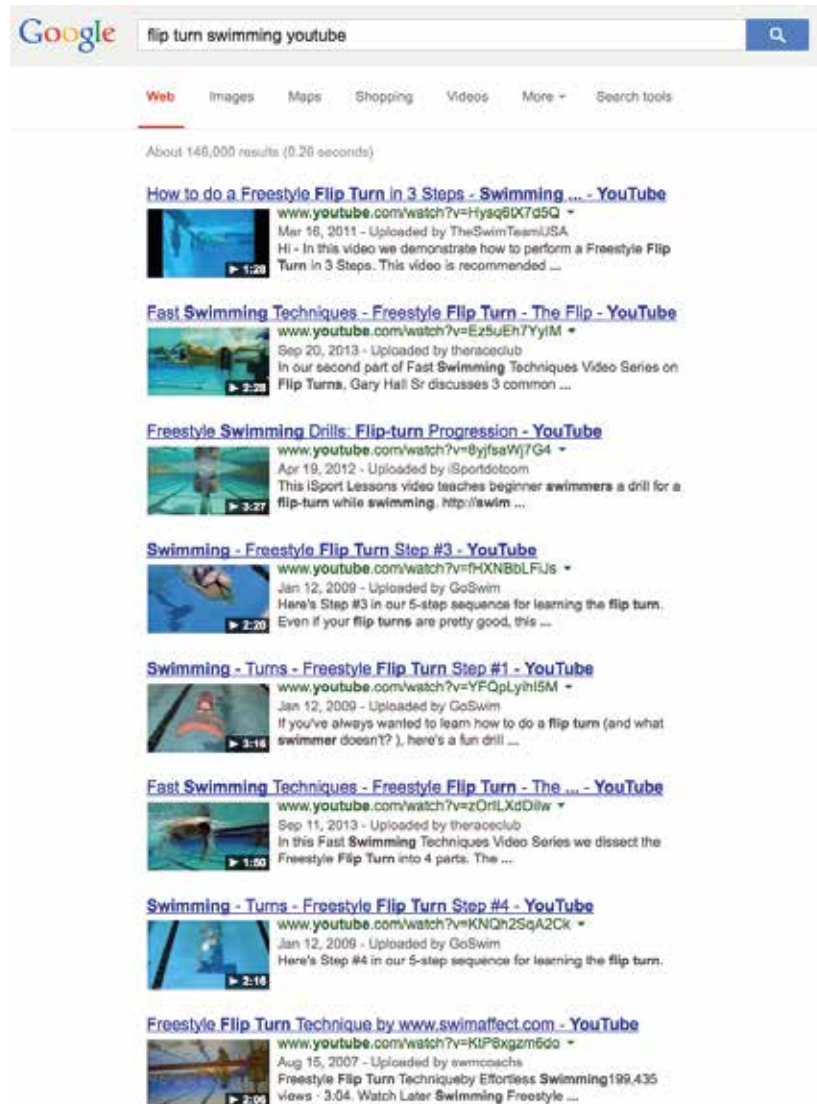
Pros: Experience, Stability, Success

Loosing Relevancy

2014

Social Media is a lot less
complicated than you think...

Flip Turns & Drill Bits

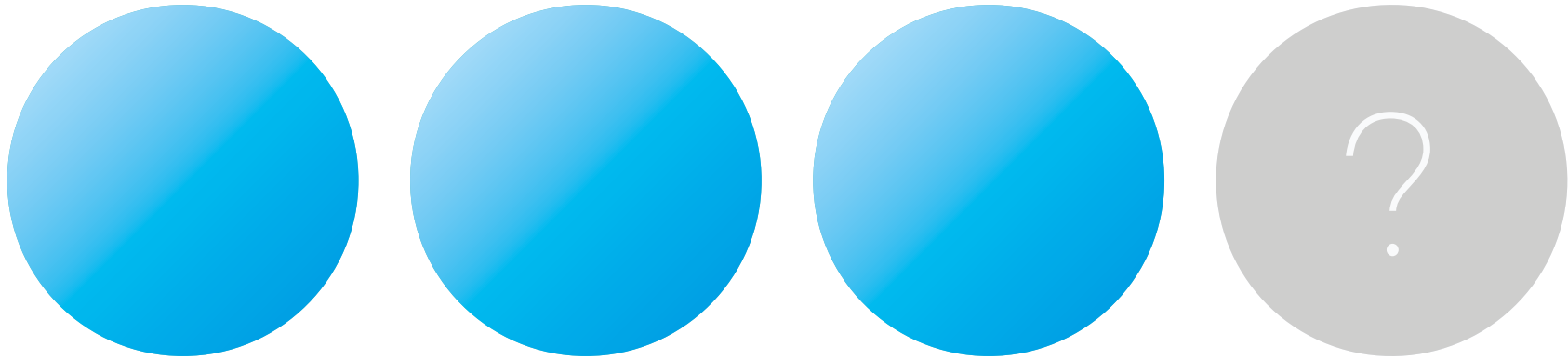


“Everything can be broken down into simple steps”

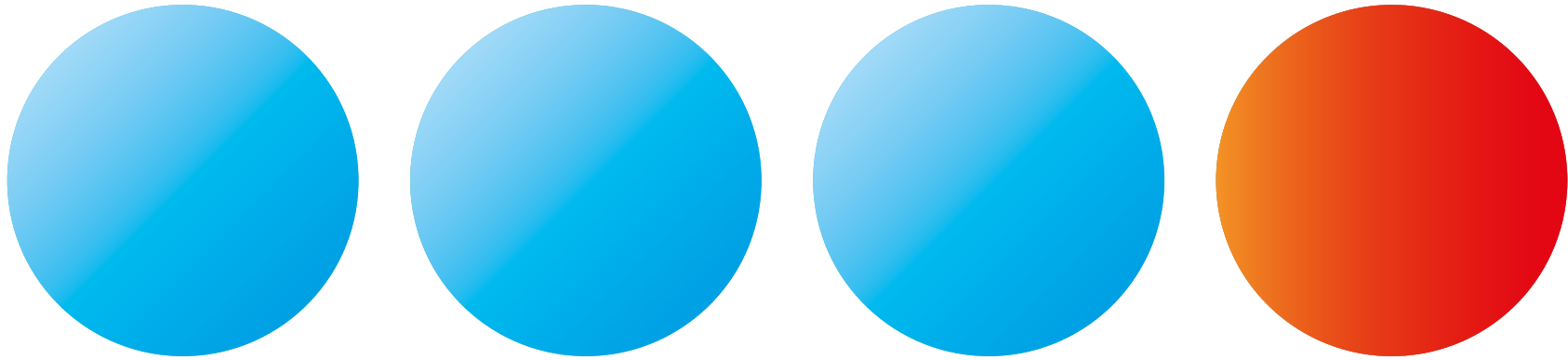


1980s

3 Client Considerations

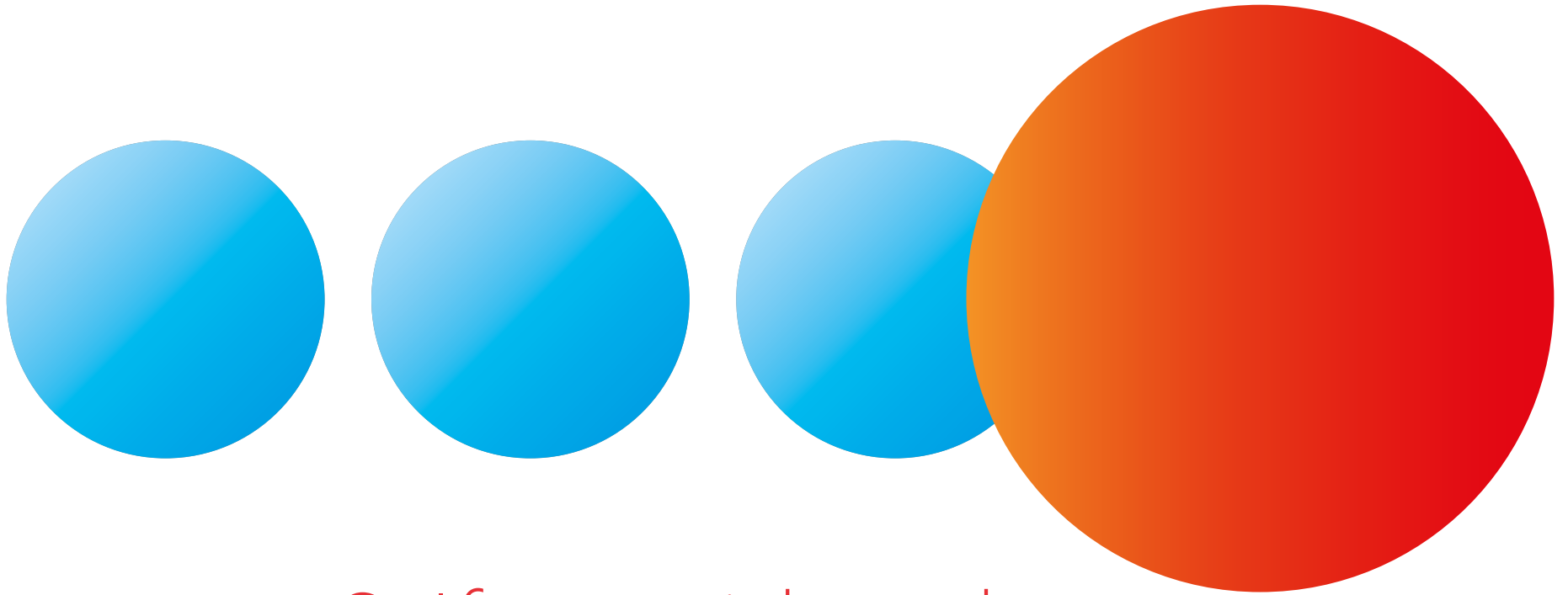


1. Your brand cannot be
chosen if it is not ***Considered***



2. How much time has a customer spent considering your brand

Frequency



3. If considered,
Why would your brand be
Preferred over others?

Consumer Research Paper

1970s

Consideration, Frequency, Preference

2014

This is Social Word of Mouth

2015

Most businesses will evolve Social Media as a key Marketing Channel if they are to survive the decade.

how?

Q. so how do I benefit from
social media?

Traditional MarComms



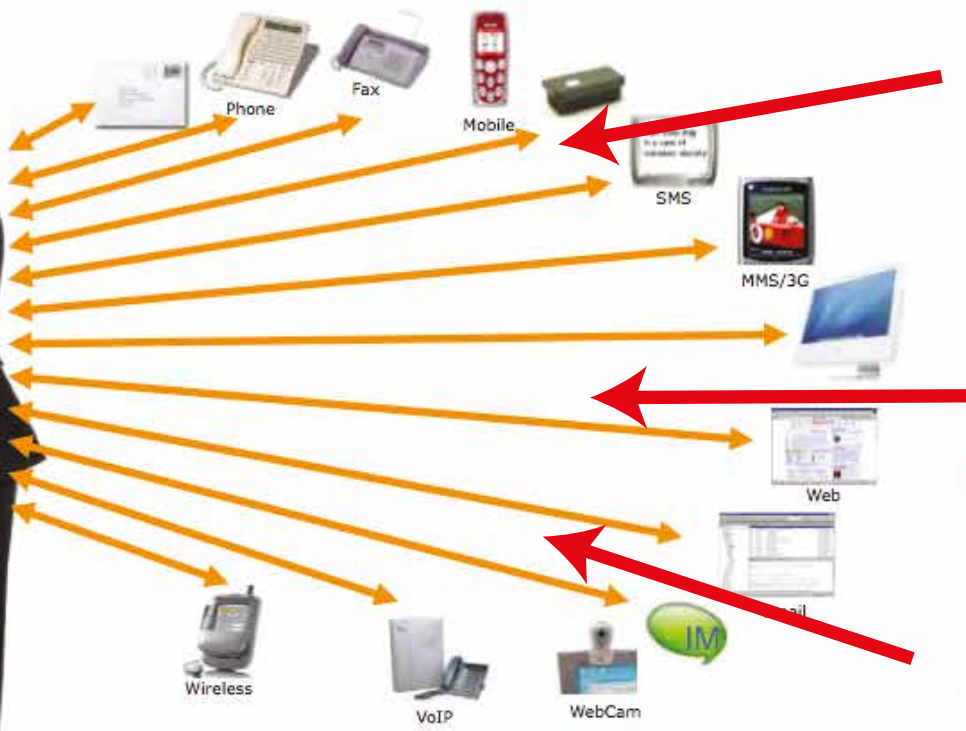
Response



Response



Opportunities Today



- facebook
- twitter
- Pinterest
- Google
- YAHOO!
- ebay
- You Tube™ Broadcast Yourself
- lastminute.com
- Blogger
- NetBank
- skype
- carsales.com.au
Australia's Leading Automotive Website
- amazon.com



eg. PewDiePie vs. CNN vs Nine News

260 Million

60 Million

30 Million

Get Involved

You don't need to know
how to build your car
but you do have to know
how to drive it*



4 Pillars of Business Success

“How To Play And Win Online”



AGILE LEARNING AND ITERATION OF 1,2,3 & 4

1. ATTRACT



REACH > USERS > PRODUCTS > SERVICES > BRAND > AWARENESS



2. ENGAGE



DIGITAL ECOSYSTEM > PLATFORMS > OWNED CHANNELS > CONSIDERATIONS

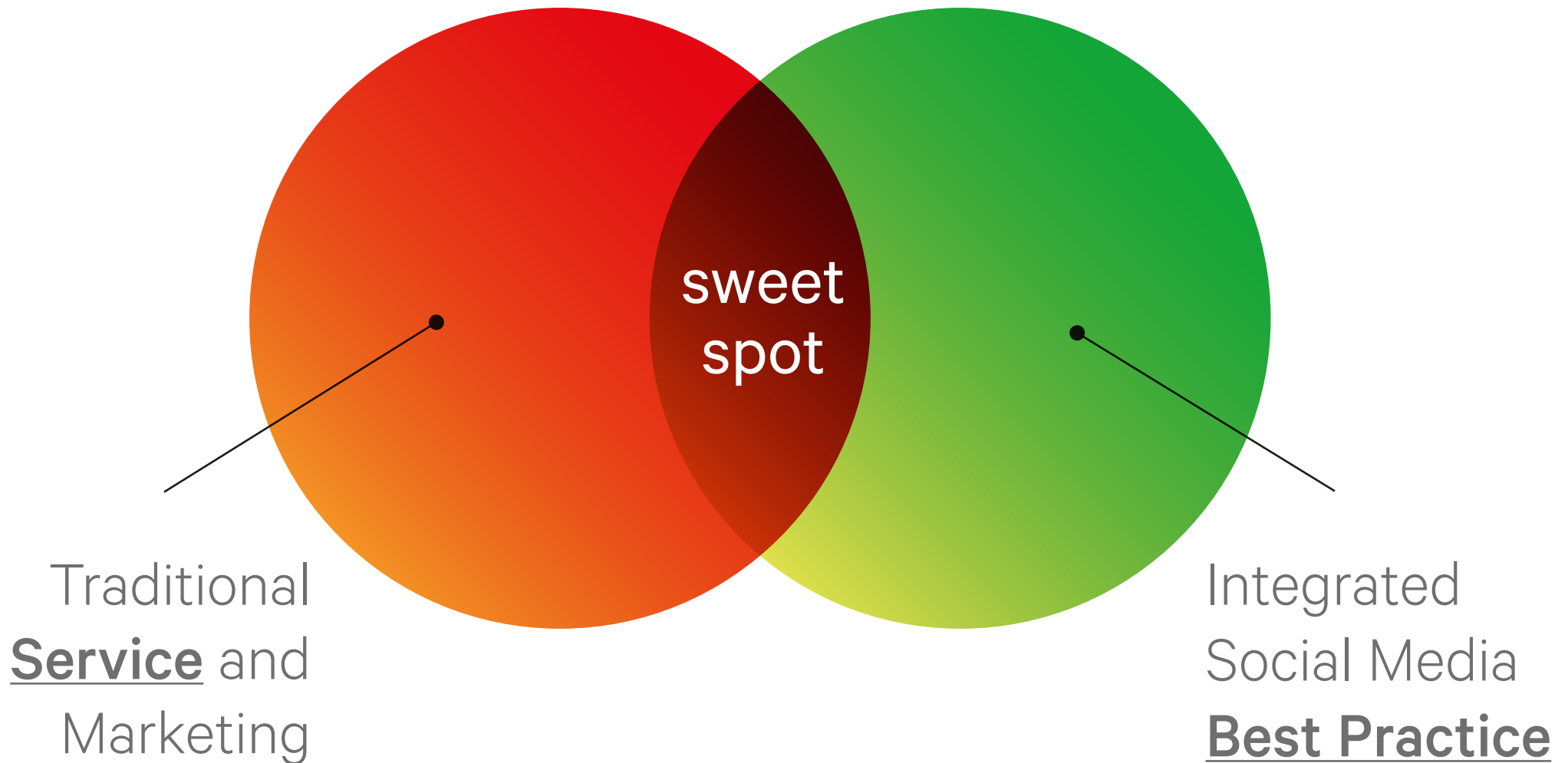
4. AMPLIFY

3. CONVERT

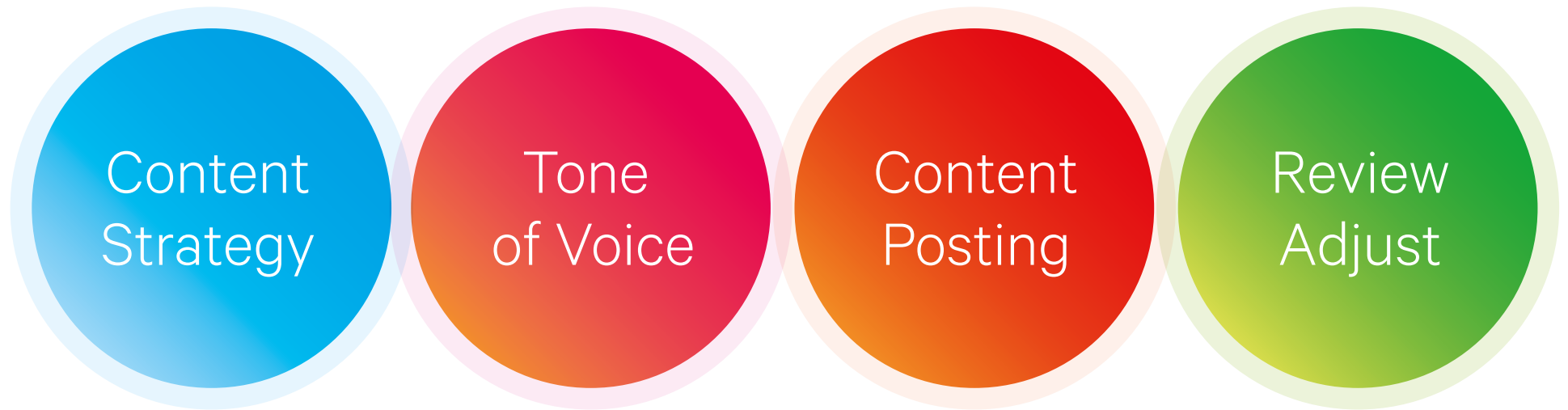


GOALS > FUNNELS > MV TESTING > PROFILING > CONVERSIONS > SALES

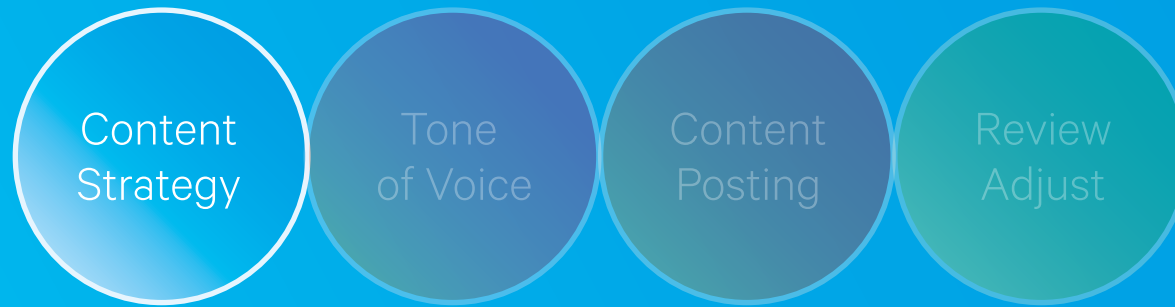
The Good News



Best Practice



Best Process



1. Business Strategy

“Quality over Quantity”

Create Advocates not Followers

Don't target the entire WWW

Top 5 Platforms



Communities of Billions
Becoming Tighter Networks...

Graph is big and changing

 **1 billion** people

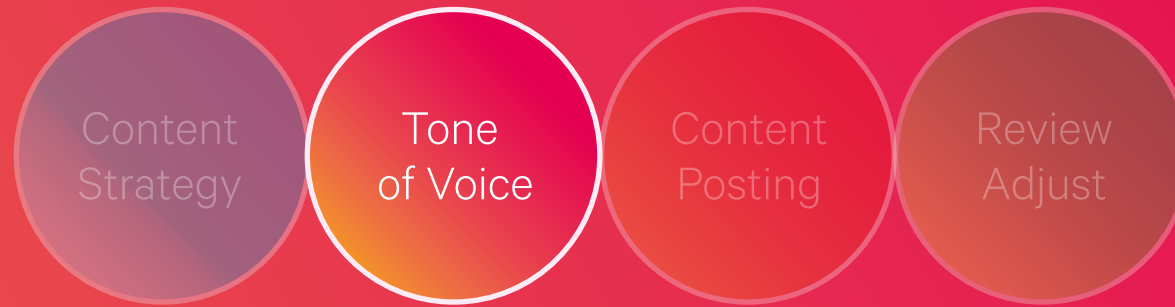
 **240 billion** photos

 **1 trillion** connections

Contextual Search vs. Google : 'Pizza in Sydney'
Know & Trust vs. You Do The Work

Insights & Ideas

- You Get Word of Mouth & Direct Connections
 - Focus - On Topic Thought Leadership
 - Mix in Campaigns, Advertising, Offers
- Video - Yes - 80%+ online is spent streaming video
- Macro Approach; Go Viral (easier said than done)
 - Micro Approach, Many Small, Smart Posts
(getting tone of voice correct, constant wins)



2. Your Style

Your Brand Character Will
Suit Specific Platforms

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3











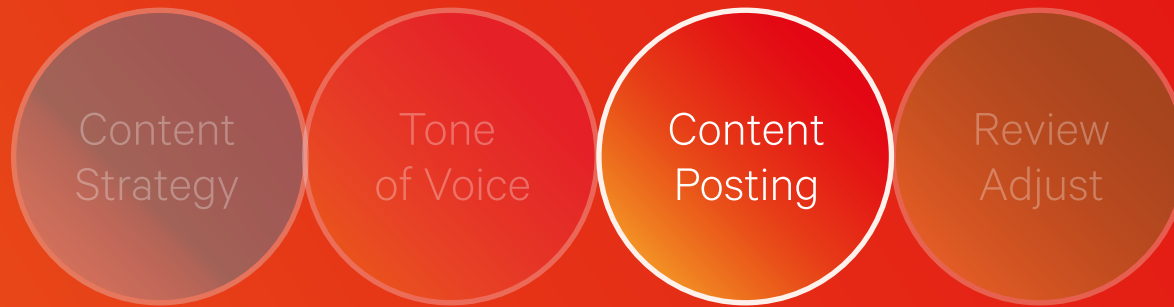
Clients;
Active
Highly
Active



Social Media Cheat Sheet

For Businesses

Users	Pros	Cons
 <p>Facebook has over 1 Billion Active Monthly Users. Growing older age groups Declining youngest demographics - esp. under 18s</p>	<p>Very easy mutual messaging once you've grown your network. Transparency of networks updates therefore great reach Great for ramping up small business with world-class analytics & ads</p>	<p>Difficult to keep the personal and business content separate Tons of platform updates and rules which constrain marketing Increase in suggested marketing and paid posts</p>
 <p>Google+ has 540 Million users Note: Nearly 1 Million searches per minute on Google. (not G+... yet) Around 70% Male, 30 Female, 37% above 35 years old</p>	<p>Integrating with Google's other services eg. Google Search, YouTube. Easy connectivity with large arrange of Google Bloggers & Groups Free and good opportunists now while the platform is growing</p>	<p>Complexity of how G+ does and will mix with other Google Tools Major functional changes expected as the platform develops Low audience compared with Facebook.</p>
 <p>500 Million, 320 New accounts per Minute 340 Million tweets per day. Twitter users - 38% above 35 years old</p>	<p>Being able to talk to anyone Easy to have or follow discussions on any topic Breaks the news, and you can be ahead of any topic</p>	<p>They may not talk back! Fast moving and difficult to connect with relevant people / content Lots of unique content required for great wins</p>
 <p>500 Million Registrations* (5 Million AU) - 100 New accounts per minute Note: 175 Million Active per month LinkedIn Users - 50% above 35 years old.</p>	<p>Biggest business networking in the world, tight networking rules Great for personal branding and social proof (online resume) Easy networking and connecting with relevant people, groups, industries.</p>	<p>Premium accounts needed for better access Lots of spam content and non-relevant lead generation by 3rd parties Lots of hurdles to connect with people unlike other platforms.</p>
 <p>More than 1 billion unique users visit YouTube each month Over 6 billion hours of video are watched each month on YouTube YouTube users 35% above 35 years old</p>	<p>Video is highly engaging if done right One of the most shared content platforms (with images) VideoSEO huge opportunities; inc. Page 1 results on Google</p>	<p>Lots of junk - 30% of videos account for 99% of views on the site Cost Barriers - price, time, resources to produce relevant content Concept Barriers - unique and engaging concepts are hard to create</p>
 <p>48.7 Million users (Lots of Housewives with High Annual Income) 83% of the global users were women (2012) Pinterest has 2.5 Billion Page Views Monthly</p>	<p>Pinterest buyers spend more money, more often, on more items than any of the other top 5 social media sites. Highly Visual and simple platform to browse, 80% repins (sharing)</p>	<p>Need highly visual and unique content to make an impact Not applicable to many businesses Narrow demographics must be aligned to your business goals</p>
 <p>100 Million Active Users (monthly) upload 40 Million photos per day Only 41% of users above 30 years old, 8% above 50 years old Instagramers predominately use broken or poor language</p>	<p>Allows personal insight to people and brands Clear and transparent contact, easy to grow and connect your network Great for visual consumer brands</p>	<p>Need highly visual and unique content to make an impact Not applicable to many businesses Very poor censorship</p>
 <p>SnapChat - 26 Million Monthly Active Users 26% of 18-29 year olds use the service, 9% of all smart-phones have SnapChat Upload 150 Million Photos per day (More than Facebook)</p>	<p>Exclusivity of sent messages with growing feature set. Unexpectedness and surprise, like MMS but free to message network Direct Marketing Tool with analytics</p>	<p>Need highly visual and unique content to make an impact No censorship (but less people using it to be naughty!) Need great offers and content to maintain membership</p>



3. Publishing

The Hurdle; Engaging Content
Style, Frequency & Resourcing

5 Pro Tips

(i) Use Attention Grabbing, Contrasting Images and Video in Posts for eg. Black Backgrounds and Infographics

(ii) Using a . at the start of an @tweet to send to all your followers.

(iii) Use VideoSEO, eg. &Mine's VideoSEO strategy using 100 Micro clips (30 secs) received 437,000 Views in 4 months.

(iv) \$5 Advertising Tickers (Free Offers)

(v) Influencers - Start a business network or question forum on LinkedIn (and/or) connect digital advocates (freebies or shared articles)

“

I want to Direct
Not Drive

”



Content Strategy

Tone of Voice

Content Posting

Review Adjust

Resourcing

Your Agency

Your Team

Contract Role

CEO / CMO

Software Shortcuts

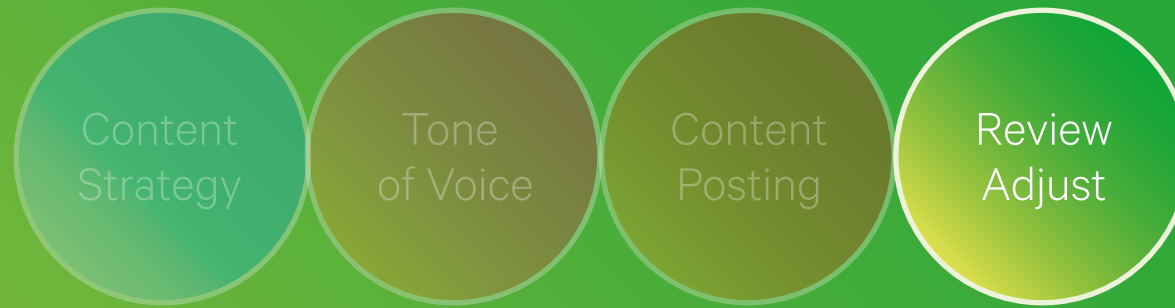


www.and.to - Free

HootSuite - \$

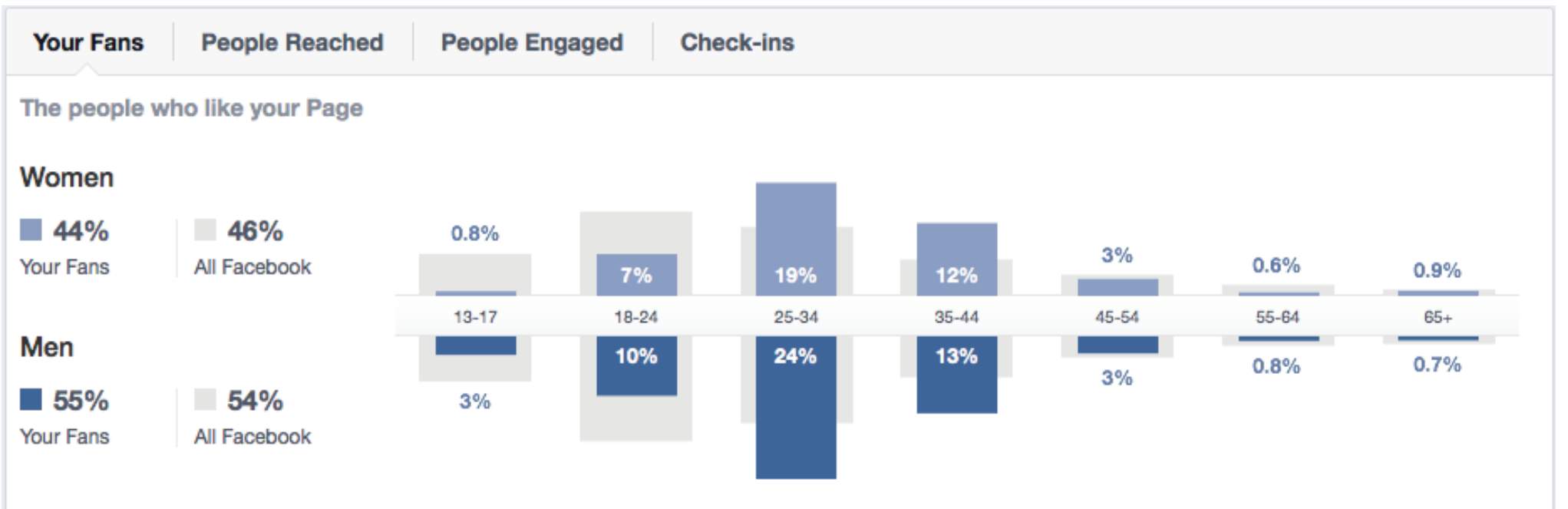
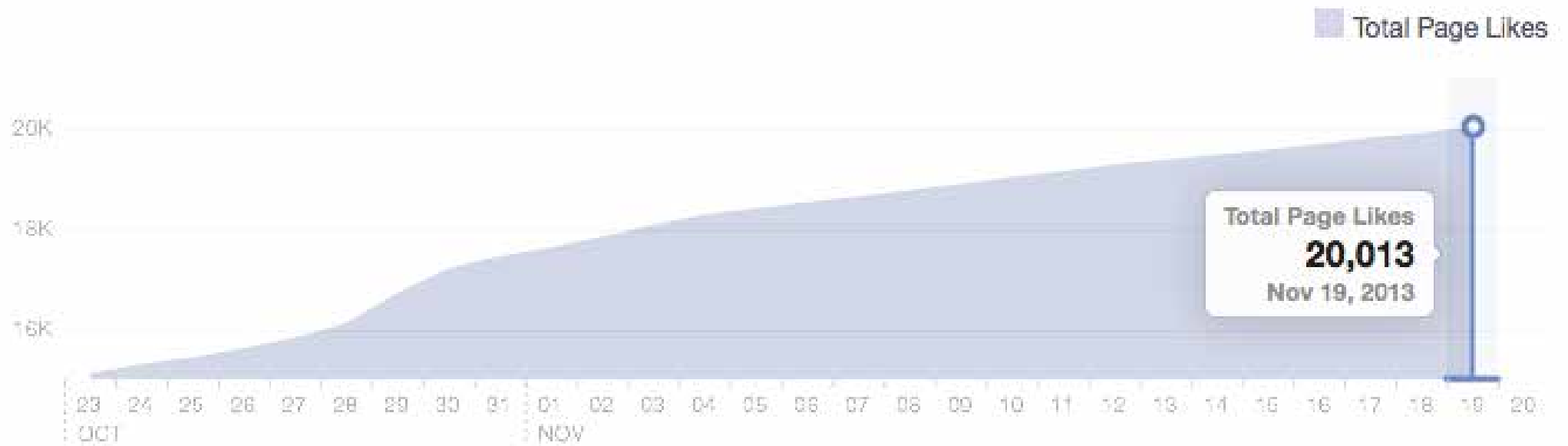
Radian6 - \$\$\$

Lithium - \$\$\$



4. Results

Monthly Statistical Monitoring,
Insights and Conversion Goals



Cost vs. Reward

Entry Level is Time or
Thousands \$ per Month

Social Action



Conversion Goals



Sale

Conversion Goals.

Adapt and change quickly to
meet real-world conversions
(not likes)

Examples

Selling to Consumers eg. QV, OneShift

Brands
vs.
Businesses

Selling to Clients eg. Vendor Advocacy, &Mine

Brand Loyalty



30k Loyal Following 'Found'

New Needs



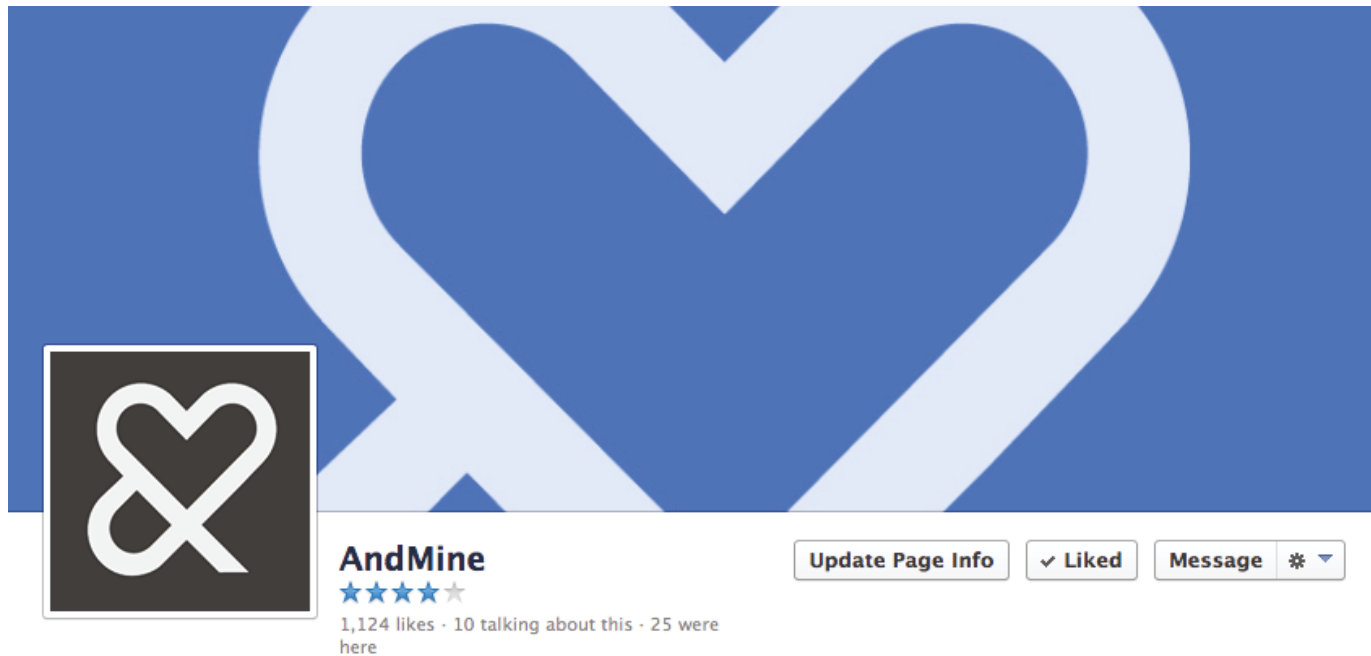
200k Loyal Following 'Created'

Simple Referrals



Simple Social Proof Converts Into > Leads

Build Trust



Playing the Long Game - Lead Source

Top 3 Tips

 Mine



1. Get Involved

Don't let digital natives chip away at your business, staff and media.



2. Grow Conversions

Connect with Real People
using Real Content.
(Likes ≠ Customers)



3. Be Agile

Adapt your strategy to
unlock your new owned
marketing channel.

Questions?



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 **Mine**

The logo for AndMine, featuring a red heart symbol with a white ampersand inside, followed by the word "Mine" in a bold, black, sans-serif font.