

# *Creating Social Capital*

*[www.creatingsocialcapital.com](http://www.creatingsocialcapital.com)*

**Michael Senger**

StoneMass LLC

CEO & Founder

O:760-476-9700 x150

C: 760-613-2228

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



Simplicity for a complex online world.



Simplicity for a complex online world.

- StoneMass is a web marketing services firm; specializing in web strategy, web design, social media marketing, search engine marketing, and web analytics.
- We help companies realize the full potential of their online presence, both from a visitor experience and a company ROI.



# Today's Objectives

- Learn to use SMM for online communities, customer loyalty, as well as boost the impact of your direct marketing.
- Steps to ensure the launch and management of your social media campaigns are successful from the start.
- How to the measure results of social media, and increase your return on investment.



Simplicity for a complex online world.

# Social Media - what is it really?

- **Wikipedia:**
  - “Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words and pictures.”
- **My definition:**
  - It is information that is published where anyone can add to that information



Simplicity for a complex online world.

# Impact of Social Media

- **Facebook**

- **200 million** active users
  - 1/2 of these users log on to Facebook at least once each day
- **It's official:** Facebook has officially passed MySpace in monthly traffic

- **Twitter**

- **1.9million** - the average *number of tweets per day*



Simplicity for a complex online world.

# Impact of Social Media

- **Who are the top 3 Search Engines?**
  - **1<sup>st</sup>**
    - Google
  - **Tied in 2<sup>nd</sup> place**
    - Yahoo
    - YouTube -
      - **5.5 billion** streamed videos/month in the U.S.
      - **492.3 years** – length in time it would take to view all content on YouTube

# How did we arrive at Social Media?

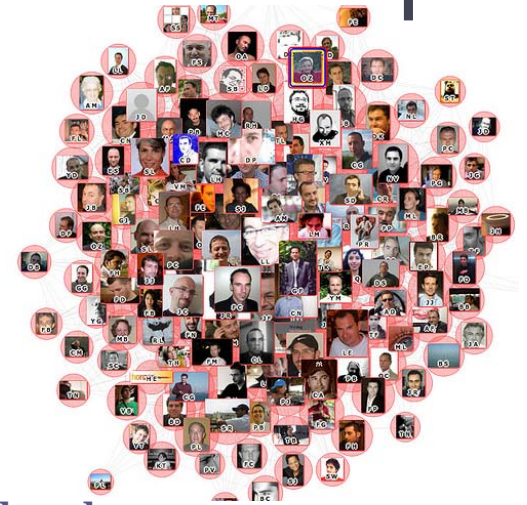
- Talking about Web 2.0 became SOOOO passé
- Game changed - the value of large online memberships with segmentation skyrocketed with MySpace
- The advent of cheaper and faster computers/broadband
  - more people online, spending more hours, doing more things



Simplicity for a complex online world.

# The Changing Marketing Landscape

- **Changing new corporate priorities:**
  - **Authentic and transparent communication**
    - the era of consumer control
  - **Two-way conversation (& participation)**
  - **A new marketing channel**
    - Impact to advertising, PR, research, product development, customer service
- ...the conversations have already started



# twitter

## *The mystique of Twitter*

- 'Blogging for dummies'
- It is the media darling

### Growth constraints:

- Not open source; closed system
- Wanted to be purchased, but bad timing – economy
- Media is your friend for only so long

### THE PC WEEENIES-



WHAT'S WORSE THAN SERVING A LIFE SENTENCE WITHOUT PAROLE? SHARING A CELL WITH A TWITTER ADDICT.

# facebook

- The fastest growing social media tool
- Why the popularity?
  - We adults wanted our own MySpace;
  - Open source; new applications built every day
- Companies have begun investing in time and marketing \$
  - Facebook fan pages (community)
  - Paid advertisement opportunities provide new insight



- Enabled networking for business people online
  - We loved it because we didn't have to do the “work” in “networking”
    - But now what?
      - FAILED: “It is information that is published where anyone can add to that information”
- Where do they go from here?
  - “We have no interest in doing it like Facebook with an open A.P.I. letting people do whatever they want,” Dan Nye CEO, LinkedIn Oct 2007



- **Hard to ignore these stats**
  - #3 search worldwide (virtual tie with Yahoo)
  - 5.5 billion videos streamed per month
- **Marketers should consider YouTube in their campaigns**
  - YouTube Channel to create a video library and build your subscriber community
  - Advertisement opportunities by video ad subject and user text searches

# Creating a social media community

- **Develop and communicate your strategy**
- **Create your editorial plan**
- **Build membership by ‘farming’:**
  - **Invite the company**
  - **Invite friends/colleagues**
  - **Invite friends of members**
  - **Join (then invite) influencers in your category**
  - **Monitor social activity and conversation**
  - **...repeat**
- **Monitor, measure, monitor, measure,.....**



# Success Stories - Twitter

- **Dell @delloutlet**
  - 600,000 followers
  - Promote clearance, refurbished, etc items
  - \$3 million from Twitter followers who clicked through its posts to its Web sites to make purchases
- **National Geographic @natgeosociety**
  - 11,000 followers
  - Information, contests and promotions



Simplicity for a complex online world.

# Success Stories - Facebook

- **VW – Meet the Volkswagens**
  - Nation-wide campaign utilizing television, radio and newspaper; call to action
    - [www.facebook.com/vw](http://www.facebook.com/vw)
  - Promote fan unity and community via facebook
    - Fan book page with 112,000 members
      - Videos, facts, events information
      - Posts are 100% fan members

# VW Fan Page - 112,000 fans



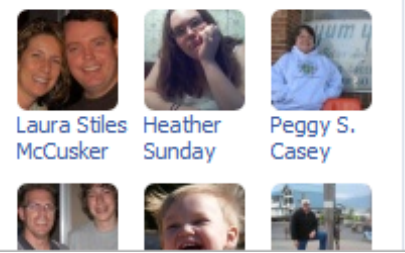
Write something...  Share

Advertise  
Connect With More Friends

- Suggest to Friends
- Add to my Page's Favorites
- Subscribe via SMS

Volkswagen isn't new, but a lot of our cars are, so you may not be familiar with them. Meet the Volkswagens here. Don't worry, they don't bite.

Fans  
6 of 112,768 fans See All



**Angie Halcomb-Sprenger Domzalski** and an 06 Beetle...we love them...Our ne That car rides like a satin dream!! It's am



2 minutes ago · Report

**Nigel Cotterill** please...



**Find Daisy**  
Daisy is a 1972 VW camper ram-raided at the weekend dreams. Not just one, but

9 minutes ago · Comment · Like · Share · Rep

**Kathy Williams Curtis** Love my Passat! Can't wait to buy another!!!!  
21 minutes ago · Comment · Like · Report

**Ryan Van Klaveren** Check out these great VW ads from South Africa:  
<http://www.youtube.com/watch?v=mQQDwxmnnvA>  
<http://www.youtube.com/watch?v=qu8naJSoQts>  
<http://www.youtube.com/watch?v=DS8qYop46Bo>  
<http://www.youtube.com/watch?v=aDeTa3EIJ4>  
<http://www.youtube.com/watch?v=7UVumfru3Mw>  
[http://www.youtube.com/watch?v=y\\_ANpajbyvk](http://www.youtube.com/watch?v=y_ANpajbyvk)  
<http://www.youtube.com/watch?v=BtUSr7m8iis>  
<http://www.youtube.com/watch?v=B-6IWHCIR8>  
<http://www.youtube.com/watch?v=tPeiGQdYoes>

There's loads more on YouTube - Enjoy ;)

**Volkswagen South Africa "Memories" commercial.**  
Source: www.youtube.com  
Brilliant television commercial from VW SA. Music by Andre de Villiers.



VW

Wall

Info

Meet The VWs

Photos

Video

Events



MEET THE VOLKSWAGENS

Das Auto.

Using the power of your profile, Max and Bus can find the perfect VW for you.

**ANALYZE ME**

Or learn about any model from those that fans.



New Beetle Convertible



Jetta



CC



Eos



GLI



GTI



Jetta SportWagen



New Beetle



Rabbit



Routan



Tiguan



To

MEET THE VOLKSWAGENS

Das Auto.

**Hello Michael,**

You're **Sporty** just like these top Volkswagens:



Touareg 2

"This is one of the best SUV's ever created by man."

See what other fans say >



Tiguan

"We just bought our Tiguan tonight! It is a SE...black. We are sooooo excited!"

See what other fans say >

Advertise

Connect With More Friends



Share the Facebook experience with more of your friends. Use our simple invite tools to start connecting.

More Ads

Applications



# Paid Advertising Opportunities

*~ think beyond Google paid ads*

- **Facebook** – serve ads by
  - Location – by state, city
  - Age range
  - Gender
  - Education
  - Company
  - Relationship status – single, in a relationship, married
- **LinkedIn Direct Ads** – serve ads by
  - Company size
  - Job function
  - Industry
  - Age
  - Gender
  - Location
- **YouTube Self Service Ads** – serve ads by
  - Keyword search
  - Demographics
  - Buzz Targeting
- **Twitter**
  - no advertising (yet)



Simplicity for a complex online world.

# Facebook Ads Interface

## 2. Targeting

**Location:**  ▼

Everywhere  
 By State/Province  
 By City

Include cities within  ▼ miles.

**Age:**  ▼ -  ▼

**Sex:**  Male  Female

**Keywords:**

**Education:**  All  
 College Grad  
 In College  
 In High School

**Workplaces:**

**Relationship:**  Single  In a Relationship  Engaged  Married

**Interested In:**  Men  Women

**Languages:**

### Targeting

By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

### Location

Facebook Ads uses IP address and a user's profile information to determine a user's location.

### Keywords

Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

### More Help

[Ad Targeting FAQ](#)

**Estimate:** **173,040** people

- who live in the **United States**
- who live within 25 miles of **Los Angeles, CA** or **San Diego, CA**
- between the ages of **26** and **40**
- who are **female**
- who are **engaged** or **married**

# Remember!

- **For your communities, Do**
  - **Make an investment - social media takes time**
  - **Let your community post**
  - **Define Key Performance Indicators (KPIs) to show measurable results**
    - **beyond # of followers, tweets, posts**
      - **E.g. 1 of 14 members visited the corporate site**



Simplicity for a complex online world.

# Advanced Social Media resources

- ping.fm – update status all at once
  - Facebook, linkedin, twitter
- Blog writers – automatic postings to social sites
  - <http://twitterfeed.com/>
- Bit.ly
  - Shortens urls, add comment, post to twitter
- Monitor all networks posts for your social sites
  - <http://tweetdeck.com>
- ...there are many more

# So what is next?

- **Historical reminder**
  - **1899 message to President, William McKinley**
    - "Everything that can be invented has been invented."  
-- Charles Duell, Commissioner of US Patent Office.
- **One final note.....(funny, but innovative)**



Simplicity for a complex online world.

What did I Miss?

helping your bladder enjoy going to the movies as much as you do

[comments/suggestions/contact](#)

[login](#)  
[register](#)

[suggestions](#)  
[FAQ?](#)

view movies by...

- release date
- alphabetical
- running time
- classic movies
- include archived movies

Next Day Air

Star Trek

Ghosts of Girlfriends Past

Terra

X-Men Origins: Wolverine

Fighting

Mutant Chronicles

Obsessed

The Soloist

17 Again

[newer](#) page 2 of 3 [older](#)

follow RunPee on Twitter and get updates when new PeeTimes are added

visit the RunPeeBlog

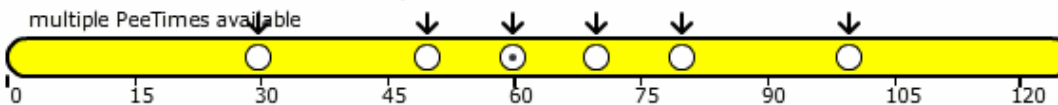
## Star Trek

running time: 2 hours and 6 minutes.  
can you hold it that long?

[read a review of Star Trek at Urban Cinefile.com.au](#)

[discuss this movie on the RunPee blog](#)

multiple PeeTimes available



RunPee approximately 1 hour into the movie when . . . Spock says, "I'm now a member of a endangered species"

[click to unscramble](#) you will have approximately **3 minutes** to RunPee while...

Hooge qngz lpfv jbv ylnhkhjy wfn Uvysq bpp jyev qeoa a fnaeuo mhmkgf.

Pkvx wx cub Ugvx lyfhgquodflng Wobj. Tldp. Rq fhiiz him fvfb go wyxjc jav Hfvq Fipqj zdsvdife seohc zn jquf oe sdy eicevln juu zusxdfu bgpegy Yxkjq. Wj sqpgcb Elkh kdkcq'j zveaahejv. Vd Xvug oxjz b seqdjevo iu ylc muvjg fxaj wiil ujfezn fd jvu gphle cjem, cdzqnnf n jehix, gigd, ulqy, eldq, fdyj wiii mkug dlm fgib. Wx uv jlox pqj wed Uvyd lz ojjdsoikx jvv Lvduupjiuh uhk wyd dq lz gjjou Rugsn. Xqf wd tiqn uqj jbp cpma pgfuiiz ie h zsvyn zoaujijh ytjnp fhic uxp. Wxu fvlyn wo py tiqn dpf ic

PeeTime created by: [polyGeek](#)

[create a link to this PeeTime](#)

[print RunPeeTimes](#)

[create new PeeTime](#)  
do you have an idea for when a good time would be to pop off and RunPee?

[clone this PeeTime](#)  
make a clone of the PeeTime you see now and add more accurate data

[email a friend](#)  
send this current PeeTime to a friend, or even yourself as a reminder

[get updates](#)  
would you like to be notified when PeeTimes are added for this movie?

[get a reminder](#)  
get an email sent to yourself as a reminder to return and

*Thank you*

**Michael Senger**

StoneMass LLC

CEO & Founder

O:760-476-9700 x150

C: 760-613-2228

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



Simplicity for a complex online world.