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Social Media & Conversation Marketing

- Social Media - [Video](#)
- Conversation Marketing
- Social Capital – Web Portfolio
- Social & Professional Networks



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What is Social Media?

- Definition of social media
- Trends in social media
- The impact of social media for business.



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What is social media

Social Media allows companies to engage with existing and potential customers and create awareness of their brands, products and services and more importantly the people that run the business.

Social Media can add value through increased sales.



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Definition of social media

“Getting to know people through people you know”



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Definition of social media

“Getting to know new **CUSTOMERS** through
CUSTOMERS you know”

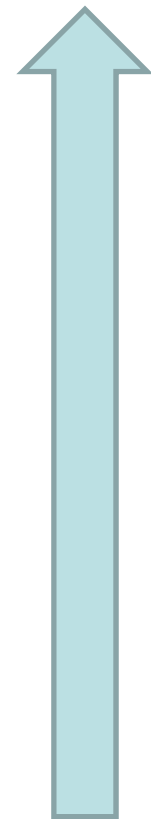
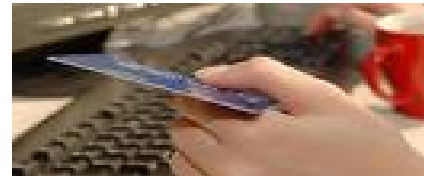


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Evolution of the customer-business relationship



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The Conversation Age



People
talking to
people who
talk to
people

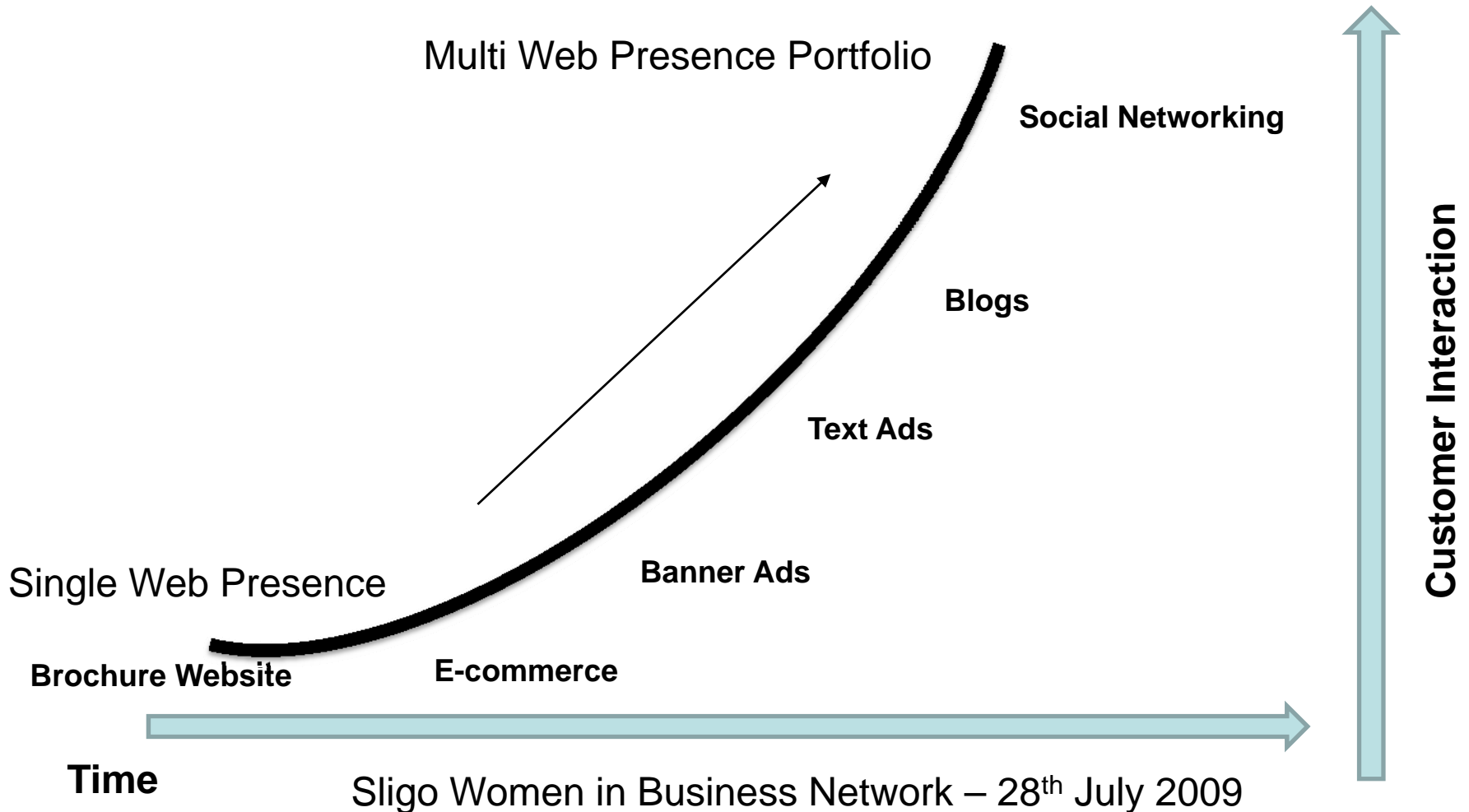


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Evolution of the Web into Social Media





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Conversation Marketing

- What is Conversation Marketing?
- Why get involved?
- Why is conversation marketing different?
- How do I get involved?
- Characteristics of good conversation marketing
- The implications of conversation marketing for business.



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Why get involved?

Building customer relationships and loyalty

- Connect / re-connect with your customers in an easier way
- Increase customer retention
- Create a more open and personable customer service channel



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Sales & Marketing

- Shorter sales cycle (advertise, find, call, convince, sell)
- More direct sales
- Increase number of referrals via viral marketing
- Obtain more qualified leads
- Create mavens to recommend and endorse your product/service
- More effective way to reach people (mass marketing is over)



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Research & analysis

- Customer feedback from conversation
- Build intimate knowledge of customer requirements and needs
- To improve business offering from the feedback obtained
- Collect and analyse information to manage brand reputation
- Decrease market research costs
- Monitor competitor and sector related conversations



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Why is conversation marketing different?

- Mass marketing is over

The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.

- Markets are conversations
- Brand reputation plays a more critical role
- Markets consist of human beings not demographic sectors



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How do I get involved?

- Develop a conversation marketing strategy

- Research & analysis

- Observe & learn
- Influencers, taste-makers
- Competitors
- Sector leaders in conversation marketing
- Monitor brand conversation
- Conversation locations
- Market requirements
- Location based search

- Planning

- Define the market conversation ecosystem

Customers, suppliers, competitors, employees, influencers



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Guidelines in conversation marketing

- Be yourself
- Be human
- Be honest (accurate and relevant information)
- Be a participant (get to know who you are talking to)
- Be active (in the community)
- Be aware (of observers)
- Be careful
- Be fair
- Be prepared to listen
- Be resourceful
- Be patient (takes time to build community)
- Be fun
- Be helpful and supportive
- Be a person/business that others will want to talk about
- Be authentic



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Network Similarities

1. Set up a profile
2. Connect with others
3. Join/Create Groups
4. Maintain/Develop/Grow/Promote



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LinkedIn has over 40 million members in over 200 countries and territories around the world. A new member joins LinkedIn approximately every second, and about half of our members are outside the U.S.

LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

[LinkedIn in plain English](#)



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- Profile
- Connections
- Groups
- Importing blog



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facebook®

Facebook's mission is to give people the power to share and make the world more open and connected.

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

[Social Networking in Plain English - Video](#)

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facebook®

- Profile
- Groups
- Advertising

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Twitter is a free social networking and micro-blogging service that enables its users to send and read other users' updates known as *tweets*. Tweets are text-based posts of up to 140 characters in length which are displayed on the user's profile page and delivered to other users who have subscribed to them (known as *followers*). Senders can restrict delivery to those in their circle of friends or, by default, allow anybody to access them. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications. The service is free to use over the Internet, but using SMS may incur phone service provider fees.

[Twitter in Plain English](#)



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- Getting Started
- Followers
- Search
- Short URL's
- Applications – Twitpic, TwitterFox, Twitdeck

[Twitter in Plain English](#)



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IGOpeople is a network for the real world, one place online where you can stay connected with the people, groups and organisations who matter to you.

Once you're connected, you can use the network to start and join in conversations. You can have conversations with friends, groups, organisations you deal with or the wider IGOpeople network.

It's social media for real life.

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- Getting Started
- Setting up an organisation profile
- Followers
- Search



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Q & A

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