the social media ecosystem
the social media ecosystem
  - the fundamentals
  - the social media inferno
  - reach and influence
  - the new breed of e-consumers
  - rules of engagement
  - levels of engagement

our approach to social media
  - online reputation management
  - social media marketing
the fundamentals
Social media is information content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many) and is the democratization of information, transforming people from content readers into publishers.
definitions are constricting and go against the social media ethos and it will certainly take volumes of pages to comprehend such a fluid phenomenon

the fundamentals though are constant and inviolable
the social media inferno
utility & usage

social networking

online gaming  citizen journalism  photo sharing
podcasting  user-generated content

professional networking  instant messaging

social bookmarking  blogging  social search

video sharing  virtual worlds
reviews, ratings, recommendations
- platforms, services, search, communities
- social & professional networks, niche networks, virtual worlds
- video music & photo sharing, bookmarking, reviews, opinions
reach and influence
Blog readership dwarfs traditional media news overwhelmingly. Almost 80,000 new blogs appear every day.

Consumer engagement with content & communication activities constitutes 79% of time spent online - Online Publisher’s Association.

30 percent of frequent social networkers trust their peers’ opinions when making a major purchase decision, but only 10 percent trust an advertisement.

24% of online car shoppers have changed their mind about a vehicle purchase based on social media - Compete.
they download, upload, share, use, abuse content as routine activity

their opinions, preferences, needs remain digitally archived

they express doubts, question reality, test facts

a generation where they surf the net more than they watch television

found’ is fast becoming their new search
impact

acknowledge and appreciate the growth, reach and influence of consumer generated media
meet the new breed of e-consumers
out of hundred wired people...

...one will create content
...10 will interact online
...89 will view the content and interactions

Source: Business Week in data
behavior

individualism

self-expression

recognition
behavior

informed

opinionated

empowered
behavior

collaborator

critic

creator
rules of engagement
Dos

- balance the equation
- corporate objectives
- consumer needs
Dos

- invite
- inform
- interact

- converse & contribute
- become thought leaders
- nurture social relations
It's not about blasting messages relentlessly through a series of channels. It's about listening to the conversation taking place in your market community and responding.
Dos

1. Sponsor conversations
2. Feed their desire and drive to create buzzworthy content – think witty, weird, gross, outrageous, and original
3. Create engaging brand-user experience
4. Enable engaging brand-user experience
5. Be your true self
6. Create interest communities
Don'ts

never fake it

no poser tactics

no dishonest information...

Don’t just push - PARTICIPATE
the old pick up lines won’t work. 

virtual recognition doesn’t come so easy
levels of engagement
reach: stimulate interest

- purpose and intent
  - get introduced
  - create buzzworthy content
  - invite interaction
  - create awareness

- tools and toys
  - product/brand pages
  - blogs, podcasts
  - applications, widgets
  - social media advertising
  - viral video marketing
respond: start a dialogue

- purpose and intent
  - converse with the consumer
  - collaborate
  - reach and inspire consumers to interact
  - visibility

- tools and toys
  - interest communities
  - polls, contests, events
  - discussion boards/forums
  - interactive applications
respond: build relationships

- purpose and intent
  - credibility
  - commitment
  - consumer as creator
  - recruit evangelists, supporters, collaborators

- tools and toys
  - relinquish control
  - participation
  - collaboration, co-creation
  - avenues of consumer generated content
points of reference

design your sneakers
create brand communications
shape products and services
shape brand experience
our approach to social media
online reputation management
In the virtual ecosystem, what matters is your

- credibility
- transparency
- efficiency
- reputation
Vincent Ferrari decided to cancel his rarely used AOL account, but he heard rumors about poor AOL customer service so he decided to record his phone call to AOL. After 15 minutes on hold, he reached a customer service rep who refused to cancel Vincent’s account, even after he repeated “cancel the account” over and over again. Vincent then posted the recording on YouTube where it became an instant hit and a magnet for others sharing the same frustration with AOL.

This caught the attention of the Today Show which broadcast an interview with Vincent. AOL apologized, fired the rep and promised to make changes.
Law student Brian Finkelstein’s Comcast internet service kept going down. A Comcast technician arrived to repair the modem but was placed on hold so long he fell asleep on Brian’s couch. Brian grabbed his video camera and filmed him. He added the text “thanks for two broken routers, four hour appointment blocks, weeklong internet outages, long hold times, high prices, three missed appointments, and thanks for everything” and put it all to music. Like Vincent Ferrari, he posted the video to YouTube and it took off. Millions of views, mainstream media coverage, a rep firing, and a company apology followed
Instead of calling a number and waiting forever, the consumers just post their problem on a blog, forum, community, or network.

You track the comment and post your comment/fix right there. If what you posted worked, and it was quick, the consumer is likely to post his/her satisfaction right there. The interaction is performed in public, the satisfaction is evident. This conversation is now digitally archived for posterity – the surest way to customer acquisition.

By using easy and cheap technology, you can track each and every conversation that has something to say about you. You can reach out to the unhappy and mollify/fix/reward them, while reaching out to the happy and amplifying them.
our approach to ORM

**who: identify audience**
- users
- consumers
- influencers
- peers
- prospects
- partners

**where: communication & collaboration channels**
- websites
- blogs
- forums
- groups
- communities
- social networks
- podcasts
- video sharing

**what: analyze & alert**
- user generated content
- social search
- social intelligence
- consumer motivations
- word of mouth behaviour
- brand proposition vs consumer perceptions
- information, intervention, solutions

**how: listen & learn**
- who is talking?
- what are they saying?
- likes, dislikes, needs, desires?
- trends & sentiments?

**discover, dissect, document**
measuring influence

- improve consumer satisfaction, retention, response, and performance
- identify emerging market opportunities for new products and services
- gather feedback, business and competitive intelligence
- identify potential crises that could damage brand reputation as early as possible
- test effectiveness of marketing campaigns and brand promotions
- screen ideas, messages and test concepts
- engage consumers in direct product development
- gather information intelligence
social media marketing: approach

target audience
- definition
- identification of consumers & influencers

discover needs

locate presence

prepare brand messaging strategy

participatory marketing
- engagement & interaction activities

measure influence

stimulate

loyalty

dialogue

relationship

stimulate

dialogue

relation

Stimulate

Loyalty

Stimulate

Loyalty

Stimulate

Loyalty

Stimulate

Loyalty
measuring influence

engage, collaborate, and influence targeted Internet audiences

- positive buzz
- social intelligence
- increased visibility
- participatory marketing
- know your virtual audience
- network endorsed credibility
- dialogues, perspectives, opinions
the reach and influence of social media is only going to grow...
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