

# 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

# what is social media?



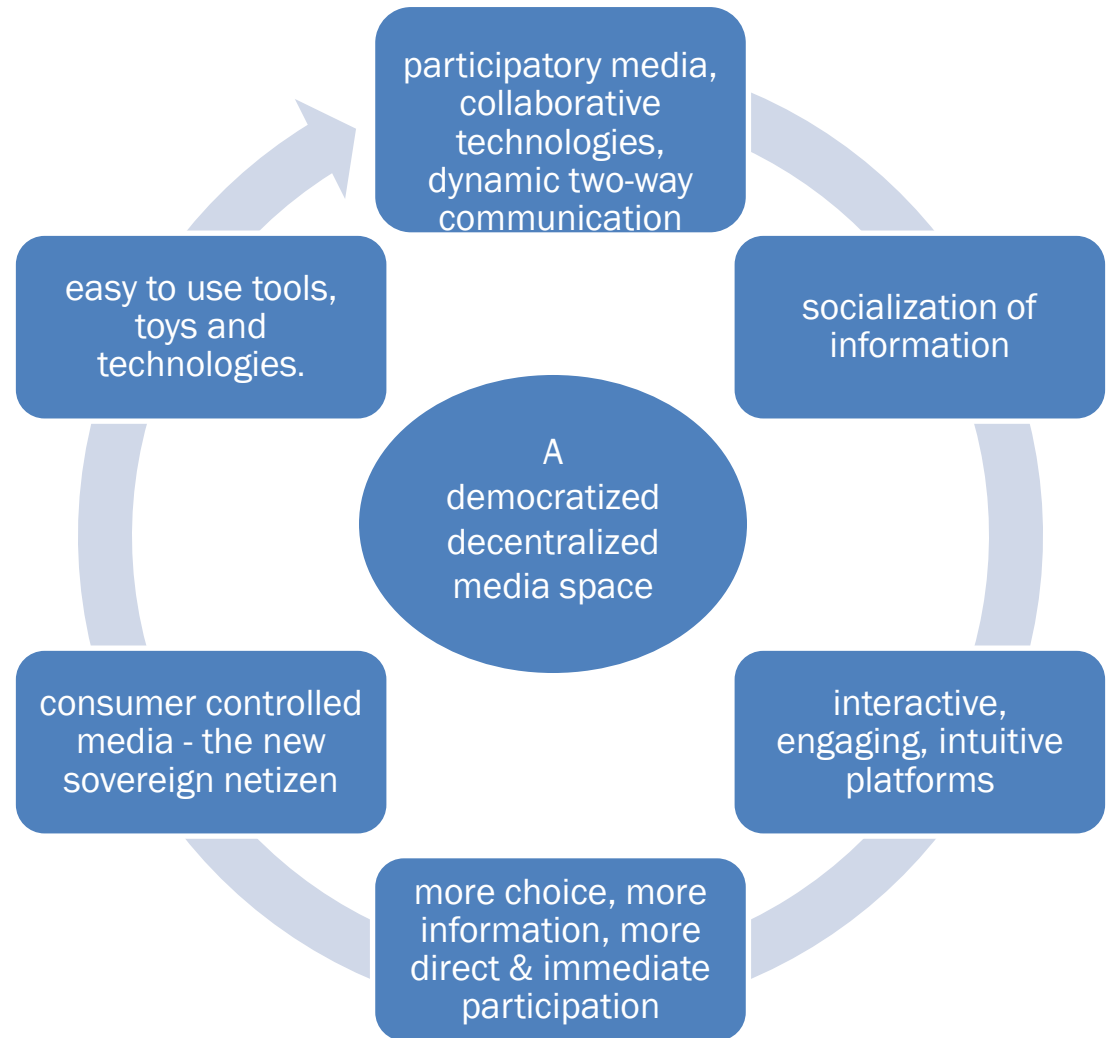
WIKIPEDIA  
*The Free Encyclopedia*

**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

# defining social media

- 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

## 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



# exploring, sharing

- video music & photo sharing, bookmarking, reviews, opinions



reach and influence

*Blog readership dwarfs traditional media news overwhelmingly.*

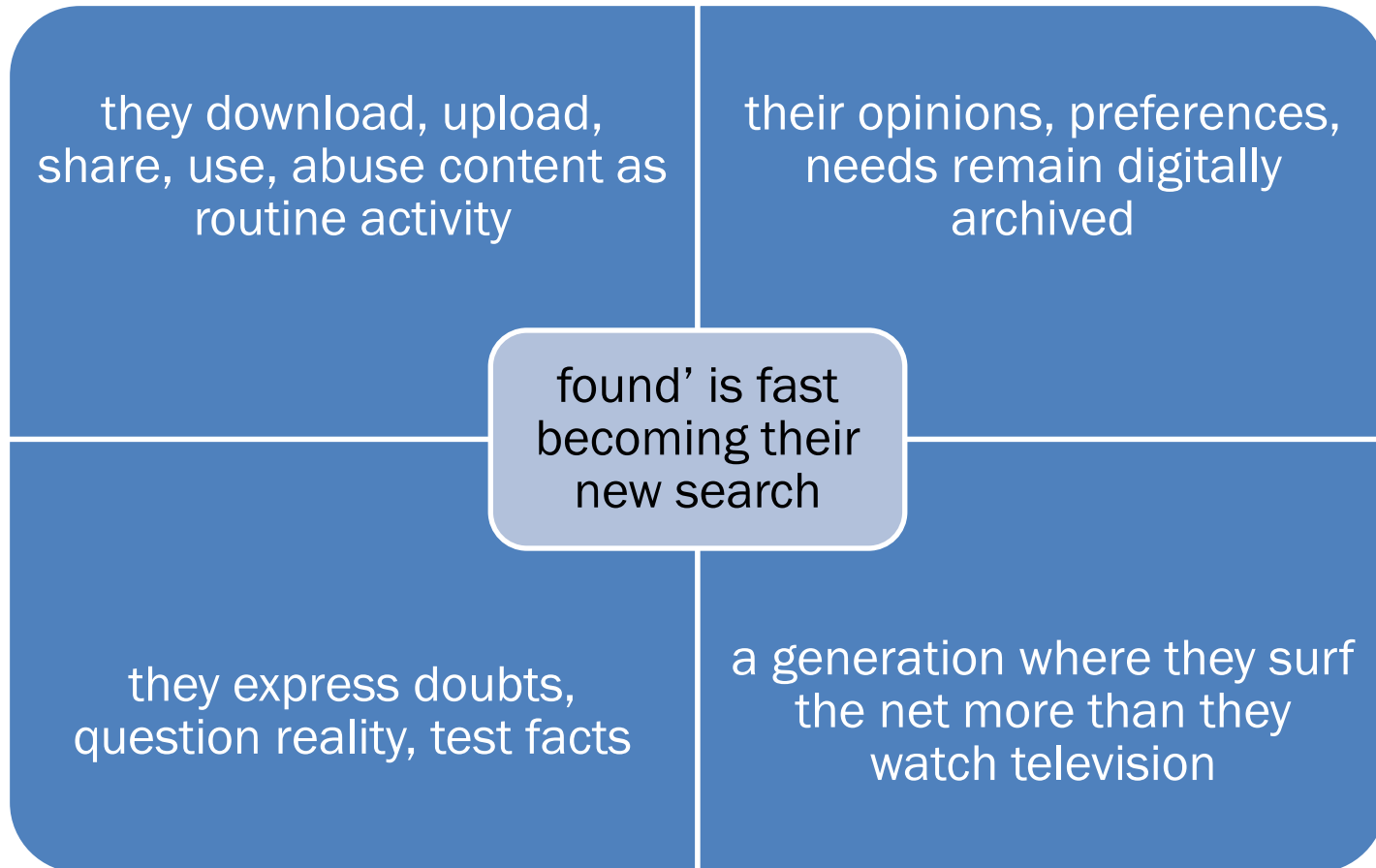
*Almost 80,000 new blogs appear every day*

*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*

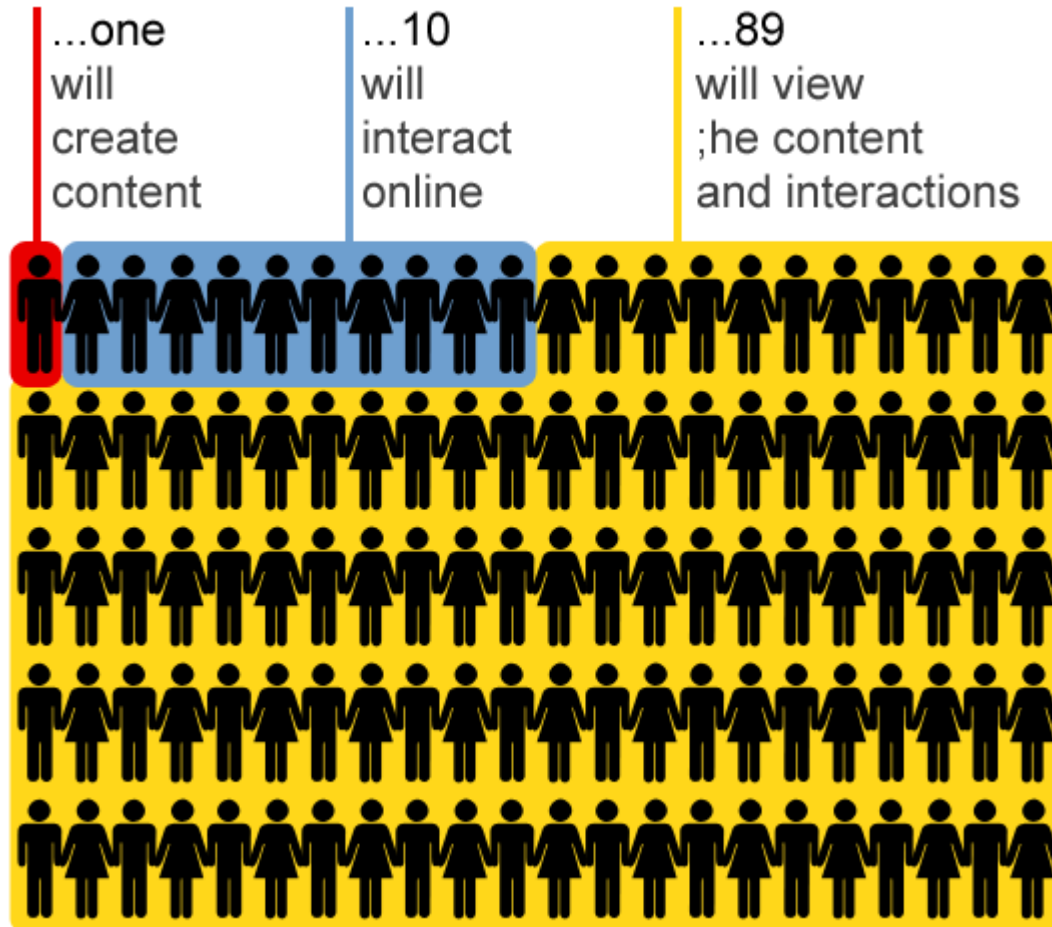
*24% of online car shoppers have changed their mind about a vehicle purchase based on social media - Compete*



acknowledge and appreciate the growth,  
reach and influence of  
**consumer generated media**

meet the new breed of e-consumers

out of hundred wired people...





individualism

self-expression

recognition



**informed**

**opinionated**

**empowered**

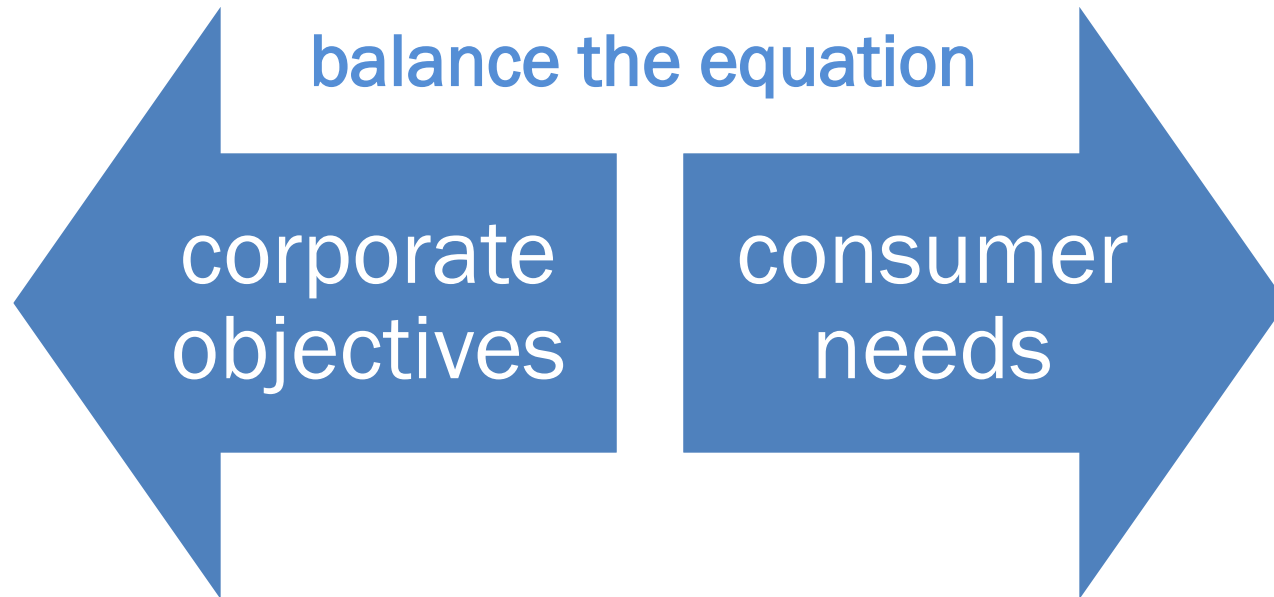


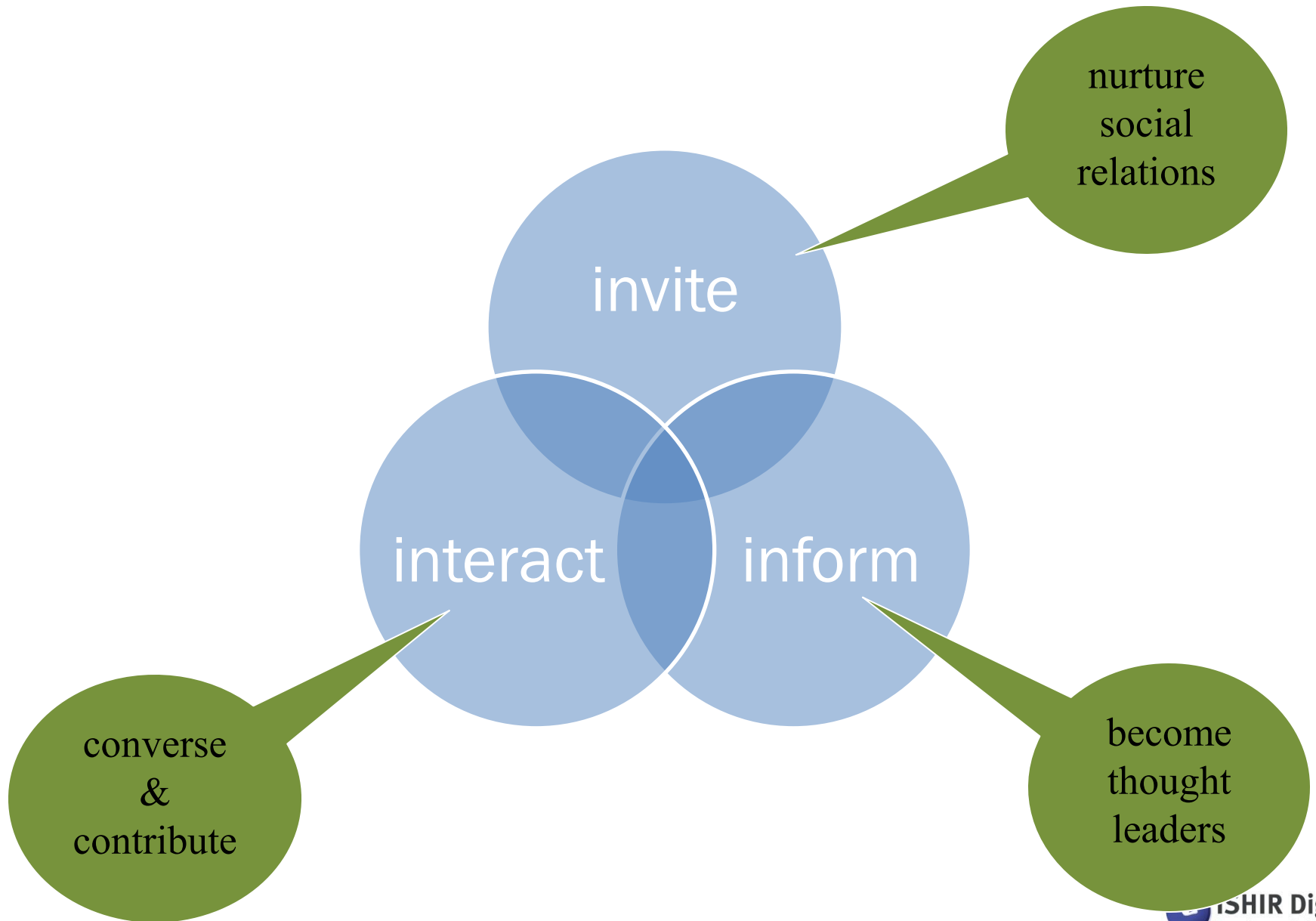
collaborator

critic

creator

# rules of engagement





listen

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

learn



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

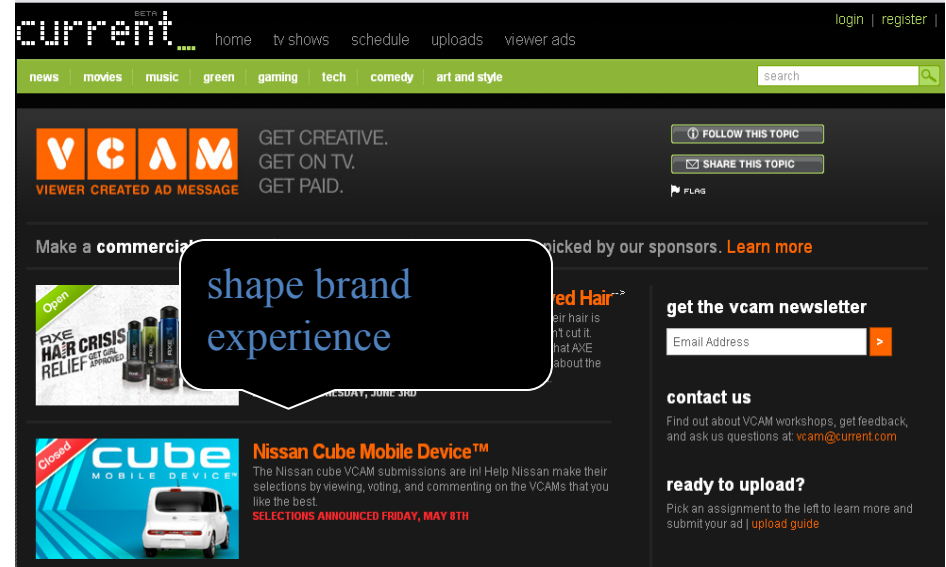
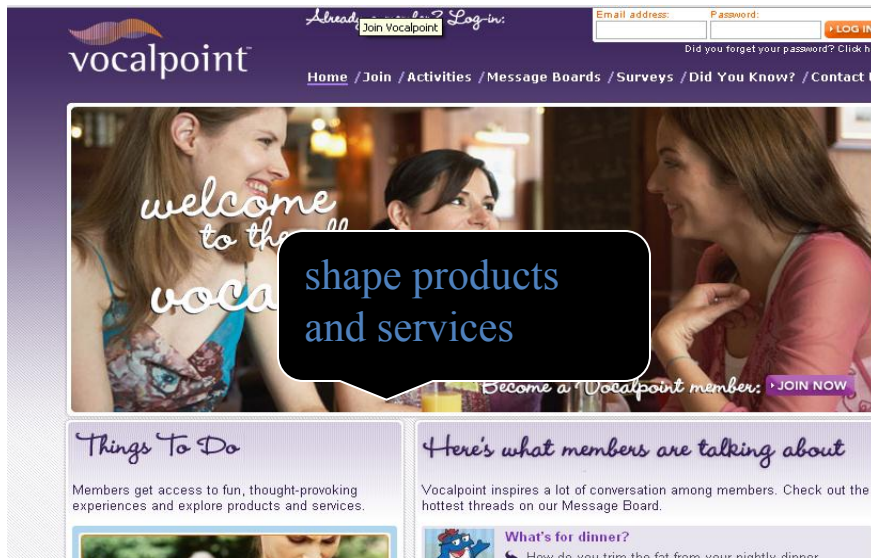
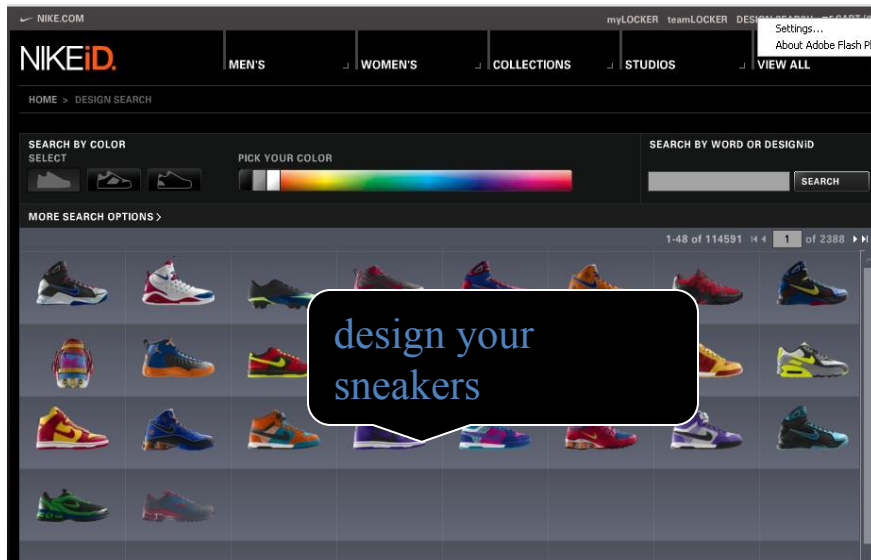
- purpose and intent
  - get introduced
  - create buzzworthy content
  - invite interaction
  - create awareness
  
- tools and toys
  - product/brand pages
  - blogs, podcasts
  - applications , widgets
  - social media advertising
  - viral video marketing

- 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



# 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

## imagine customer support that works like this...

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

discover, dissect, document

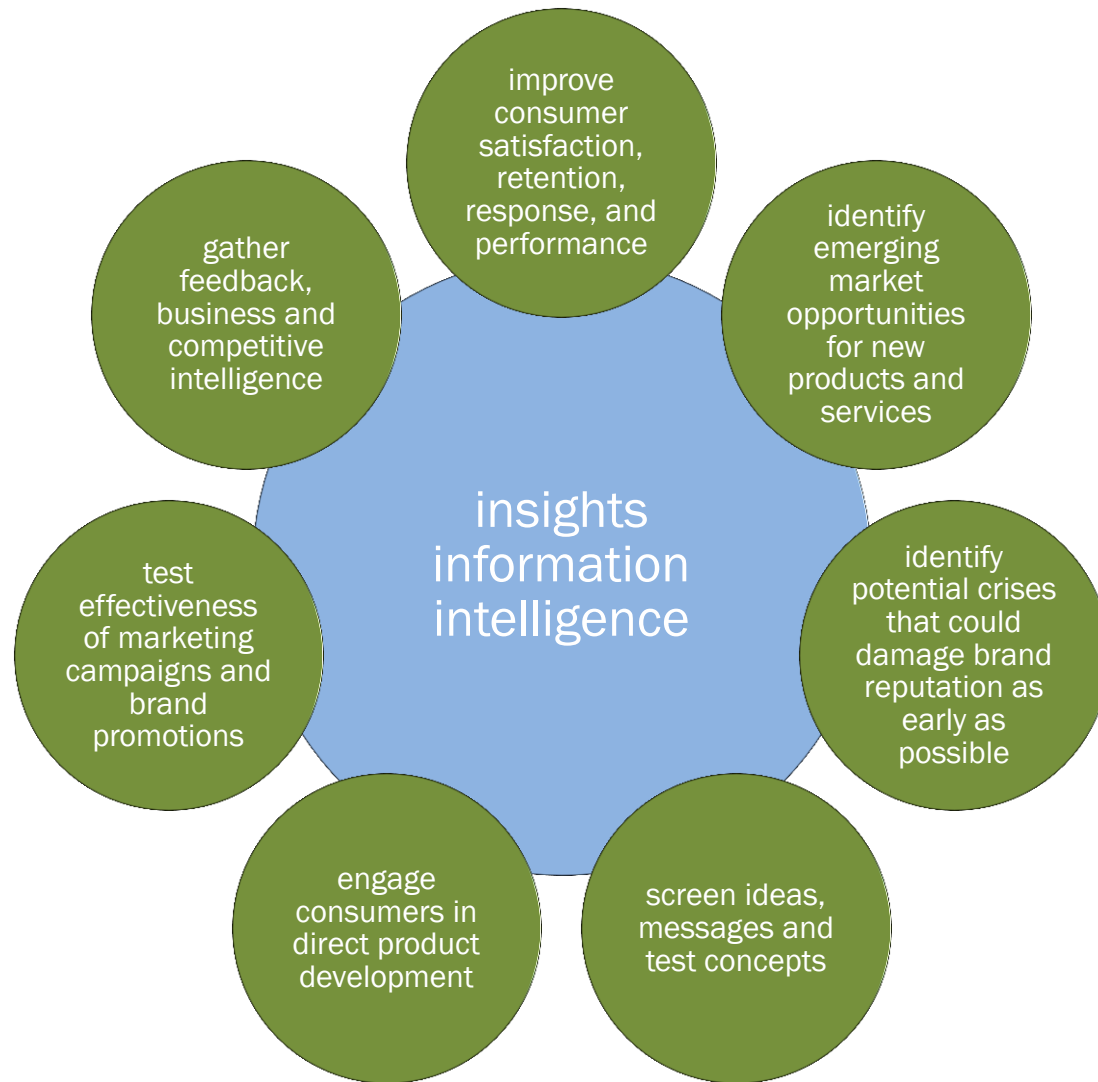
## how: listen & learn

- who is talking?
- what are they saying?
- likes, dislikes, needs, desires?
- trends & sentiments?

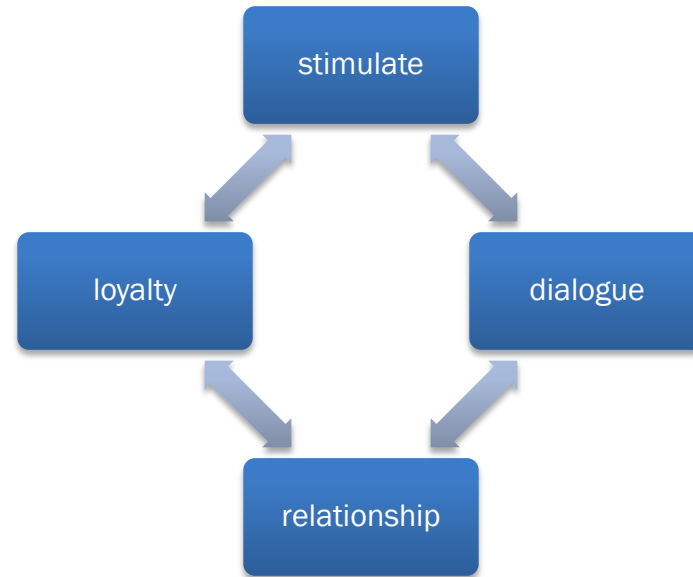
## what: analyze & alert

- user generated content
  - social search
  - social intelligence
- consumer motivations
- word of mouth behaviour
- brand proposition vs consumer perceptions
  - information, intervention, solutions

# measuring influence



# social media marketing: approach



target audience

- definition
- identification of consumers & influencers



discover needs



locate presence



prepare brand messaging strategy



participatory marketing

- engagement & interaction activities

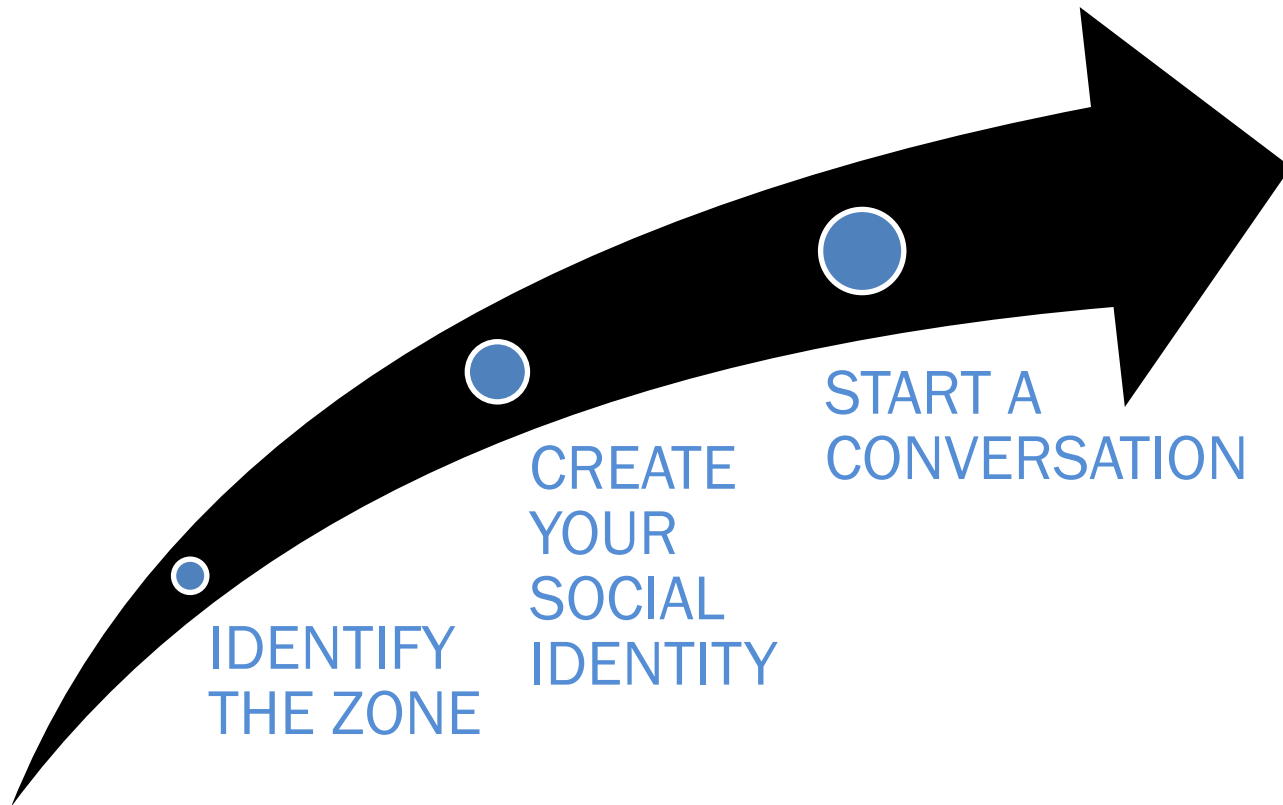


measure influence

# measuring influence



the reach and influence of social media is only going to grow...





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