

Taking Social Media to the Next Level - It's all about relationships – Part Two

3. Listening and finding your customers online – Knowing and understanding who your customers are and finding out where and what they are doing online.

Understand the different social types/different customers

- Watching – visit, read, watch, listen – use information to be entertained, learn or make decisions
- Sharing – update status, forward interesting links, support others, show off knowledge
- Commenting – responds to others comments, blogs, rate products – quick short opinions
- Producing – Blogs – podcasts, websites – actively creating content and sharing thoughts, ideas and opinions
- Advocate / Brand Ambassadors – They love your product as much as you do. Will defend; answer other customer questions, concerns. Want to give back and be recognized for their efforts.

% of customers

- 90% are Watching, Sharing or Commenting
- 9% are producing
- 1% are Advocate / Brand Ambassadors

Understanding the goals these social users have will help you to ensure that your strategy meets their needs and goals.

1. Learn – All
2. Dialogue – Watching & Sharing
3. Support – Commenting & Producing
4. Innovate – Producing & Advocate / Brand Ambassadors

How do I find out where my customers are?

- Searches – Twellow Pages, Twitter Advanced Searches, Bing Twitter Maps, Facebook Find your Friends / Invite your Friends / WeFollow
- Customer surveys – online and on paper - how do people use your product, would like to connect with you, you to share your information
- Signup include option of Facebook, Twitter, LinkedIn accounts, Flickr
- Social Media reports – Nielsen, Edleman and Mashable

If you've been collecting emails from customers, find out about their social media habits. Knowing where the majority of your customers are will help you determine where you decide to focus your

attention. If all your customers are on Facebook and no one is using Twitter, then maybe Twitter is not somewhere you need to be right away.

What are people saying about / viewing you?

- Google Alerts & Search - <http://google.ca/>
- Bing - <http://www.bing.com/>
- Trendrr- <http://www.trendrr.com/>
- How Sociable - <http://www.howsociable.com>
- #hashtags
- Twitter Search
- Technorati - <http://technorati.com/>
- Delicious – how are people thinking about your products/services – tags tell you

CEO of Best Buy has a live Twitter ticker – allows him to react in real time to good and bad

The tools that you use to find out what people are saying about you or viewing you will also be those that you use to measure your level of engagement and success of your plan.

Connecting and engaging with your customers

Understand that you need to connect with your customers where and when they want to. You may have a favourite – You Tube, Facebook, Twitter – but where ever your customers are is where you need to be. Allowing them to interact and connect with you where they are comfortable can provide customers with a sense that you care about them and are interesting in them.

You need to be willing to accept and understand that you do not and cannot control what people are saying, thinking or reacting. YOU NEVER HAVE. All you can do is try to influence.

You do control: Your actions, reactions and communications.

We all want to feel that the businesses we patronize or the organizations we support and belong to, appreciate us. We want to feel that they care.

No one wants to be THAT person, the one you meet at a party or function and all they talk about is themselves – “But enough about me, let's talk about you,.....what do You think about me?” ~ Bette Midler as CC Bloom in Beaches

4. Choosing the tools for your toolbox - Social Networking, Blogging, Micro-blogging, Video and Photo Sharing – What works for you and for your customers.

When you finally reach this point, you have a lot of information, have a good understanding of what you want to achieve, how much time you have, where your customers are, what they are doing online and are ready to decide what tools are going to work best for you.

The tools can be divided into two groups.

The first are the tools that you will use to connect and engage with your customers.

Like Facebook, Twitter, Blogs or Flickr.

The second are the tools that you will use to listen and manage your social media presence.

The listening, managing and analysing tools will differ for everyone. In some cases it's personal preference. It may have a financial aspect to it. Or it can be a time factor.

Managing: Seesmic, TweetDeck, HootSuite, Tweetmeme, Klout, Trendr, Bit.ly

One thing we talked about last time is that there are people out there who will tell you that you NEED to have a Facebook Fan page, need to be on Twitter or have to have a blog. That is just not the case. The tools you choose really depend on a variety of factors.

Engagement – show conversation prism and then the donut marketing graphic.

The Tools

Facebook

- What is it? - <http://www.facebook.com/advertising/?pages>
- Create - <http://www.facebook.com/pages/create.php> - New feature are the Community Pages. It is create and managed by the community.
- St.Catharines and Thorold Chamber of Commerce has a really great how to manual that you can purchase.

YouTube

- Signing Up - <http://www.google.com/support/youtube/bin/topic.py?hl=en&topic=16555>
- Setting up a Channel - <http://www.google.com/support/youtube/bin/topic.py?hl=en&topic=16571>
- Uploading Videos - <http://www.google.com/support/youtube/bin/topic.py?topic=16547>
- Creating videos – Flip camera – direct upload to You Tube

Agreggofsociety - <http://www.youtube.com/user/agreggofsociety> - The PS22 Chorus was formed in the year 2000. We are an ever-changing group of 5th graders from a public elementary school in Staten Island, New York. We are NOT a school for the arts or a magnet program.

Twitter

- Support & Getting Started - <http://twitter.com/help/start>
- For Business – excellent resource for both business and personal - <http://business.twitter.com/twitter101>

Blogs

These 3 blog tools all allow for easy integration of Facebook, Twitter and You Tube

- Wordpress - <http://en.wordpress.com/signup/> - Wordpress is probably the most popular blogging tool and is available as part of most hosting packages. You can choose between Free and Paid for options. It is very customizable and there are over 1 million plugins that can be added to your site. There are also over 1 million Free and Paid for themes/designs that you can install. There are also apps available for the iPhone, Blackberry and Android that will enable you to update you site anywhere anytime.

You can also build an entire site using WordPress – www.wartimehouses.com or www.arnoldimcperson.com

- Blogger - <https://www.blogger.com/start> - Part of Google services – For many this is a better option if it is a personal journal – Some customizing is possible when it comes to layout and design.
- Tumblr - <http://www.tumblr.com/> - iPhone and Blackberry app – Does allow for customized designs with both free and paid for templates. For many new users they find the Tumblr backend easier to use.

In the end it comes down to personal preference and what you are trying to achieve with your blog. We are fans of WordPress because of the flexibility and the functionality that it provides.

Foursquare

- Sign Up - <http://foursquare.com/login>
- Help - <http://foursquare.com/help/>
- For Businesses - <http://foursquare.com/businesses/>
- Websites, Mobile Apps and Plugins - <http://foursquare.com/apps/> -

There are developers out there who are building on Foursquare to create apps that allow you to upload photos on check in, introduce you to people close by who share interests and enable live streaming from your location.

Other developers are taking the data that Foursquare provides and building on it to send out

invites to lunch, tell you what's hot and not near you or a site that integrates all your badges and pins.

There is also a recently launched site called Snacksquare is a paid for site that allows businesses to promote themselves with coupons. Users just need to sign up to the service and when they check in the coupon comes up. It includes detailed statistics.

Gowalla

- Sign Up - <http://gowalla.com/>
- Help - <http://feedback.gowalla.com/gowalla>
- Trips - <http://gowalla.com/trips> - There are featured trips, but also you will see the trips your friends create

Businesses cannot claim their locations like with Foursquare. Also at this point businesses cannot add their own pins/badges or attach incentives to check ins.

Also at this point it only has apps for iPhone and Android.

We also would like to briefly talk about three tools that we have use and use, but that you may not have heard of or have tried.

Posterous –

<http://posterous.com/> - What is it? It's part blogging, photo sharing, document sharing, video sharing, audio sharing and community builder.

What makes it different than the other sharing/bloggging tools. You don't need fill out a sign up form to create an account. To set up and create your account, you simply emailing to post@posterous.com and whala your account is set up.

Posterous accounts can be private, groups or can be public allowing anyone to add content. Last summer it was one of the hottest summers on record in Austin, Texas and the Statesman – newspaper – created an account call Austinheat - <http://austinheat.posterous.com/> and asked readers to upload photos and stories about how they were handling the heat.

Instead of having readers create accounts, passwords and sign up for yet one more thing, all Statesmen readers had to do was email post@austinheat.posterous.com attach their photo and comment and in an instant the content was added.

This may not be something you use everyday, but if you have an event, it's a great way (and very cost effective) to get your visitors involved.

You can visit our posterous account at: <http://arnoldi:mcpherson.posterous.com>

Delicious –

Social Bookmarking Tool – Have you ever read something online and thought that your customers or clients would find this helpful? Social bookmarking allows you to do just that. You also can create your own tags or key words that you can customize for your business or customers.

We have a client who is a Massage Therapist and she is always reading about wellness, nutrition and all sorts of health issues and she wanted to share them with her clients. She wasn't ready or really interested in Facebook or Twitter, but sharing this information was what she wanted to do.

She signed up for a Delicious account - <http://delicious.com/> and then added the Add On to her browser. We added the Delicious bookmarks to her website – very easy to copy and paste code – and right away she was providing all her clients with some interesting reading and great tips.

This is a simple but effective way to share and provide value added information. And because it can be built into your browser, it is a simple click to add it. Your account can also be integrated with Twitter, so a tweet will go out every time you bookmark something.

You can visit our account at: <http://delicious.com/arnoldimcperson>

Delicious Tools - <http://delicious.com/help/tools> - Here you will find the browser buttons, how to add your bookmarks to your site and more.

This Moment –

thisMoment allows people to save and share their life's moments. By incorporating everything people already do on the Web and on mobile devices - photo- and video-sharing, blogging and social networking - thisMoment allows people to easily and spontaneously capture meaningful Moments in a rich, visual presentation, as well as share and collaborate on those Moments with their family and friends.

This Moment is probably not a tool you will use every day, but it is a tool that not only can you have a lot of fun with, but it allows you to tell a whole story by including text, photos, audio and video.

I have to admit up front that I am a HUGE fan of This Moment. I won their “Best Overall Summer Moment” contest last year. That's how I got my Flip Camera!

Businesses or Charitable organizations are using This Moment: NY Time Travel uses it to feature their “36 Hours” travel series, The Elizabeth Glaser Pediatric AIDS Foundation used it to highlight and feature various moments in their 26 year history and This Moment partnered with dogtime.com to help raise money for homeless pets, by getting people to share photos and stories of their pets.

What is This Moment? - <http://www.thismoment.com/home>

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your conversation starts here

Sign Up - <http://www.thismoment.com/register>

Facebook App - <http://www.thismoment.com/moment/view/43631/thismoments-new-facebook-app> - allows you to create Moments within Facebook

You can see my account at: <http://uglyshirt.thismoment.com/>

www.smcniagara.com

Social Media Club Niagara brings people together from the community in a fun and casual way to share and learn about social media.

The SMC motto says it all '**If you get it, share it.**'

First meeting 5pm, Thursday, May 27th, 2010 at Dom's in St. Catharines.

30 min Q & A