

Welcome!

The Social Web

**Turning Social Marketing into Profit for Your Retail
Business**

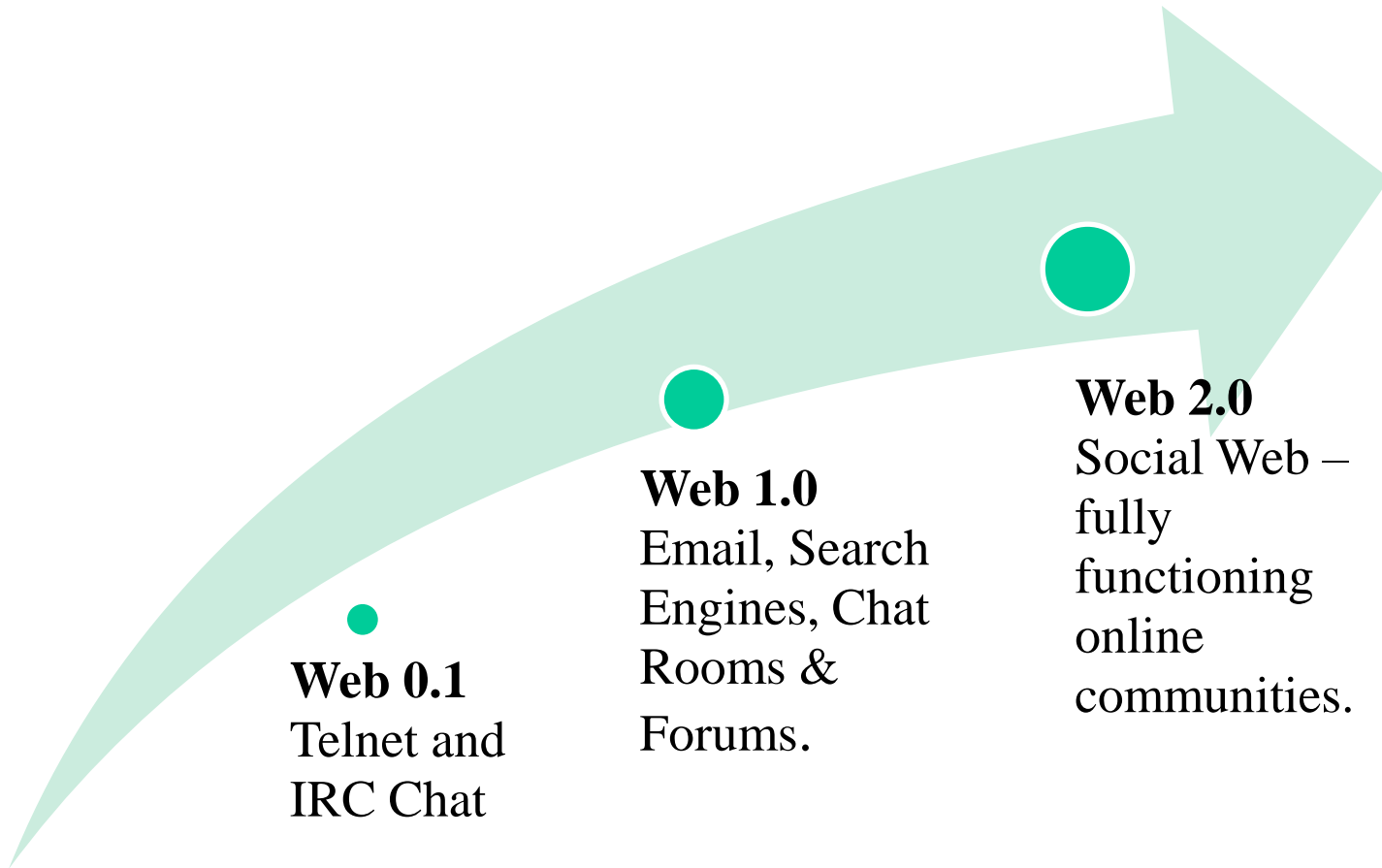
You Don't Need a Social Media Strategy

Most of us are
asking
the Wrong Questions

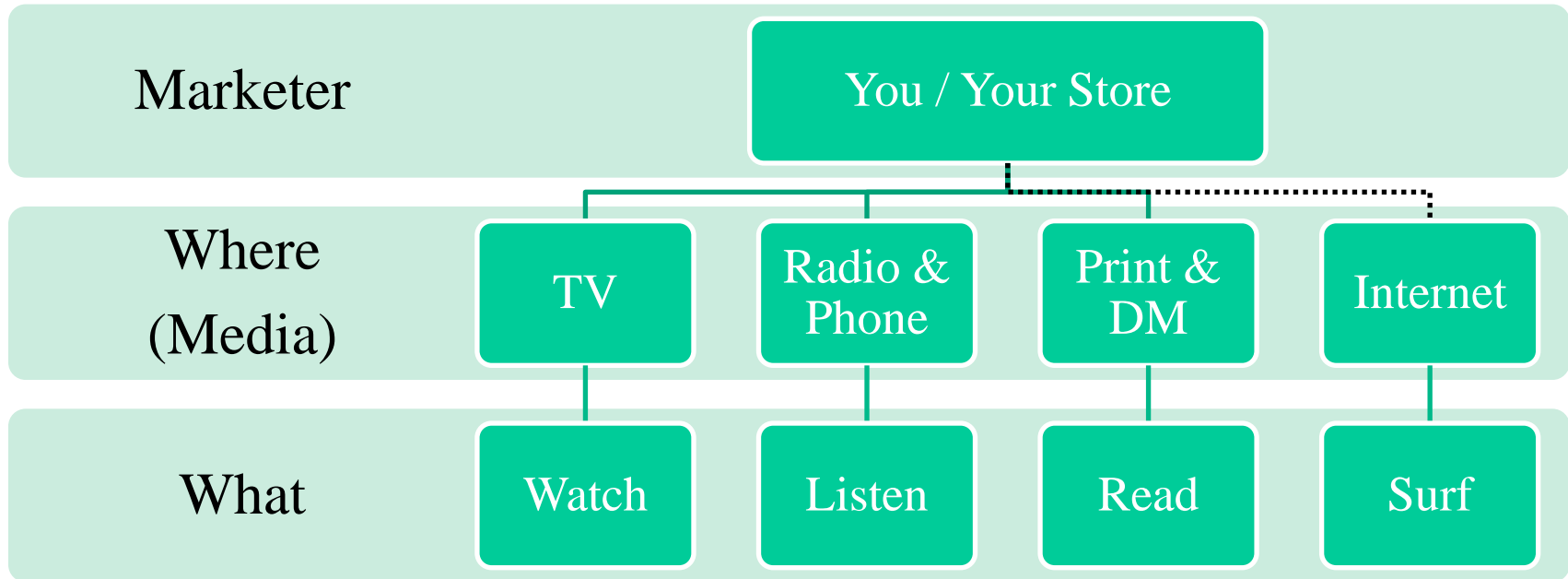
The Social Web

- How the social net is affecting the way we gather information
- Where to find your customers on the social web.
- 3 primary social media strategies
- 4 key elements to successful social network marketing
- The hidden pitfalls of social marketing

Socializing Online Is NOT New



The Traditional Media Model



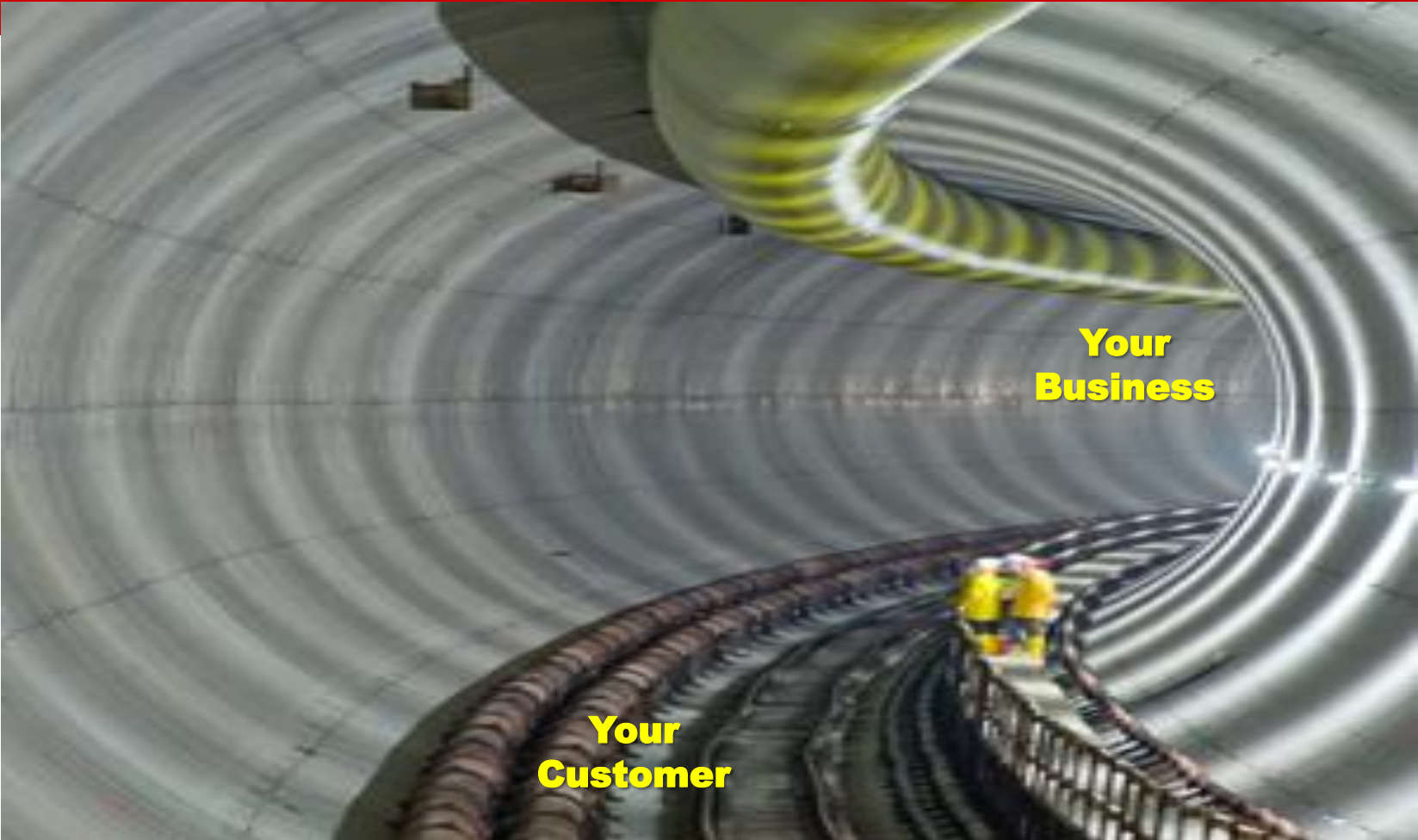
HELPING BUSINESS GROW



The Modern Media Model



A Slightly Less Chaotic View



2 Fundamental Social Changes

EVERYONE is a journalist.

The Web has become the ubiquitous source of *all information about everything.*

2 Fundamental Social Changes

You might lose a customer without even getting the chance to say hello.

BEFORE ever visiting your store:

- ◆ Search for information (Google, BING)
- ◆ Ask for opinions from online “friends” (Facebook)
- ◆ Compare prices (Shopbot)
- ◆ Check out reviews & ratings (Yelp)
- ◆ See what the market has to say (Youtube, Facebook, LinkedIn)
- ◆ Check out your website.

2 Fundamental Social Changes

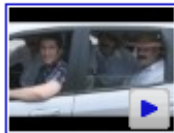
Every customer has the potential to influence your revenues for a long time to come.

AFTER ever visiting your store:

- ◆ Share the experience – especially if it's poor (Facebook, Twitter, Review Sites, personal blogs, youtube videos).
- ◆ Post to YOUR Facebook page, YOUR blog, and direct message to YOUR Twitter.

[Song over **guitar** broken by **airline** a **YouTube** hit - Globe-trotting ...](#)  

9 Jul 2009 ... Song over **guitar** broken by **airline** a **YouTube** hit. E-mail|Link|Comments (98)
Posted by Paul Makishima, Globe Assistant Sunday Editor July 9, ...
www.boston.com/travel/blog/2009/07/song_over_guita.html - [Cached](#) - [Similar](#)

[Videos for **youtube** **airline** **guitar**](#)[United Breaks Guitars](#) 



5 min - 6 Jul 2009

Uploaded by [sonsofmaxwell](#)
[youtube.com](#)

[Eastwood AIRLINE Guitar -](#)[Town and Country Review](#) 

4 min - 9 Dec 2006

Uploaded by [myrareguitars](#)
[youtube.com](#)

[Smashed **guitar**, **YouTube** song — United is listening now - Travel ...](#)  

7 Jul 2009 ... He just put the **guitar** unprotected into the hands of the **airline**? ... It just goes to show that, **YouTube** can be a powerful tool in solving ...
travel.latimes.com/daily-deal.../smashed-guitar-youtu-4850/ - [Cached](#) - [Similar](#)

[CBC News - Music - Broken **guitar** song gets **airline's** attention](#) 

8 Jul 2009 ... Halifax band Sons of Maxwell have taken their battle with United Airlines over a broken **guitar** to **YouTube**. And it seems the U.S. **airline** is ...
www.cbc.ca/arts/music/story/2009/07.../united-breaks-guitars.html - [Similar](#)

[Dave Carroll's **YouTube** song about United damaging his **guitar** gets ...](#) 

23 Jul 2009 ... Dave Carroll's **YouTube** song about United damaging his **guitar** gets **airline** to pay up. This article was published on guardian.co.uk at 16.45 ...
www.guardian.co.uk/.../united-airlines-guitar-dave-carroll - [Cached](#) - [Similar](#)

[BBC NEWS | Americas | Singer's **airline** tune **YouTube** hit](#) 

10 Jul 2009... prize **guitar** has taken revenge in a song that is a **YouTube** hit. ... When the **airline** apparently struck a bum public relations note by ...

United Breaks Guitars

Cost to replace Dave Carroll's Taylor Guitar -
\$3500 US

Cost to NOT replace it:

\$180,000,000 USD as of AUGUST 2009

10% Drop in Share Price, International Media
Attention, & a total of around 30,000,000 Youtube
Video Views

Canada is Connected!

Internet Users and Broadband Households in Canada, 2007-2012 (millions and penetration)

	2007	2008	2009	2010	2011	2012
Internet users	21.8	22.6	23.3	24.0	24.7	25.3
% of population	65.3%	67.1%	68.5%	70.0%	71.6%	72.7%
Broadband* households	8.2	8.8	9.2	9.6	9.9	10.1
% of total households	63.7%	67.3%	69.6%	72.3%	74.1%	75.0%

Note: *includes cable, ADSL, satellite, fixed wireless, fiber, powerline, WiMAX and emerging broadband technologies accessed at home

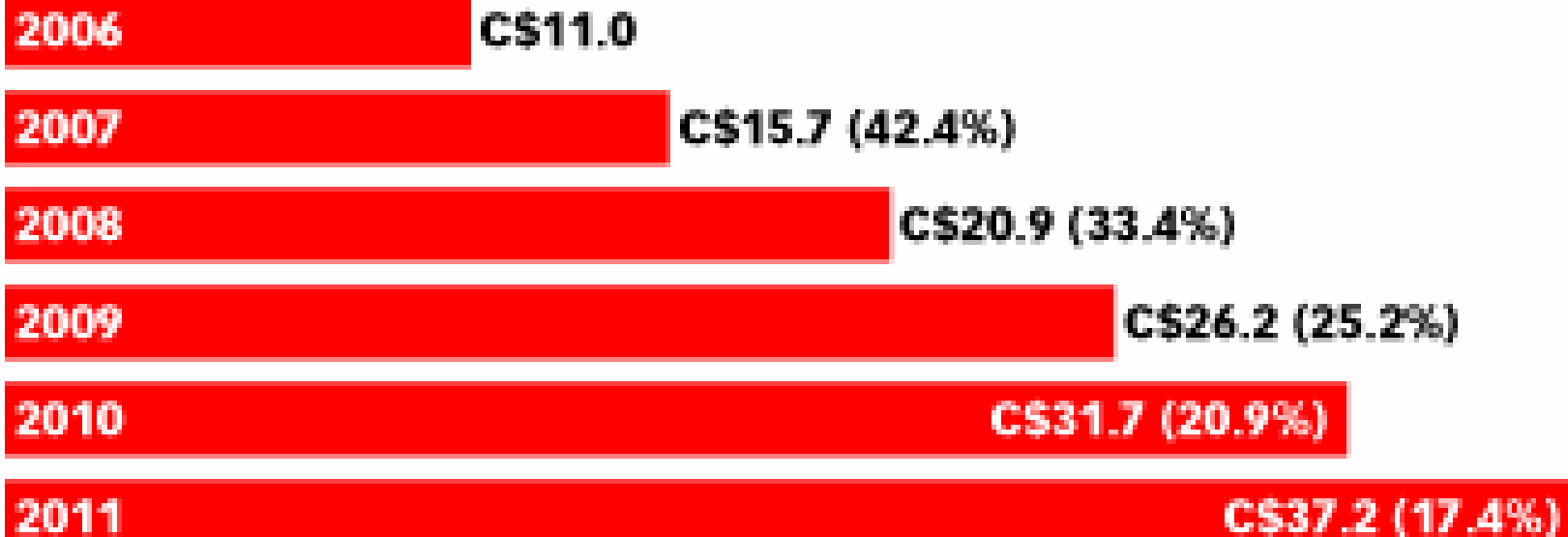
Source: eMarketer, June 2008

096104

www.eMarketer.com

eCommerce Spending is Growing

B2C E-Commerce Sales* in Canada, 2006-2011 (billions of C\$ and % change)



Note: *includes online travel, event tickets and digital download spending
Source: eMarketer, November 2007

089746

www.eMarketer.com

Where Are They Lurking



3 Primary Strategies

1. Listen to the conversations.
2. Participate in existing communities.
3. Start an online community.



HELPING BUSINESS GROW



3 Primary Strategies

Listen

1. Marketing or owner.
2. One person, part time.
3. Respond if appropriate.
4. MUST have a level of personal maturity.

Participate

1. Assigned resource.
2. Allocate time daily.
3. Subject matter expert.
4. Level of autonomy to act quickly.

Own

1. Team of individuals.
2. In-house & outside support.
3. Long term commitment.
4. High level of skill.

5 Critical Questions

1. How do we engage **Interaction**?
2. Can we **Integrate** our online community into the fabric of our culture?
3. Where is the **Finish Line**?
4. Who's on **First**?
5. What is our **Exit Strategy**?



4 Key Elements to Success

1. Be Human.
2. Be Consistent.
3. Contribute before taking.
4. Take Responsibility.

Be Human

- Authentic
- Real
- Believable
- True to your personality.
- Don't sound like a corporate schill.

Be Consistent

Find a frequency of participation that you can maintain.

Then maintain it.

Contribute Before Taking

“Buy this. You’ll love that.”

Pure sales messages are nothing more than a cheap flyer – they undermine your brand and don’t work over the long term.

Focus on building goodwill not direct sales and the selling opportunities will present themselves.

Take Responsibility

When you screw up (you will)

- ◆ Admit it. Without making excuses.
- ◆ Apologize for the impact of your mistake on the offended party.
- ◆ Offer to make it right. Then do so.
- ◆ Move on.

And do as much of that as possible in the same manner as the problem was first mentioned.

Facts to Live With

- You no longer control the conversation.
- High School wasn't so different from real life after all.
- The world is watching.

Thank You!

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Questions?