Social Media Marketing: Building Relationships with Customers

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EMPOWERMENT THROUGH EDUCATION
How To…
Crawl, Walk, Run…

• Establish online presence
  – Website .. listening
• Enrich Content
  – Podcasts, Videos, …
• Engage online influencers
  – Blog outreach
• Embrace community
  – Social network, Contests, … Mobile
Understanding Social Media

What?

- **Social Media**
  - Technology-based forms of communication that enable individuals to comment on or contribute content which is distributed among a broad network (AMA)

- **Online Social Networking Sites**
  - Online community where people share information and explore interests and activities

- **Different than traditional media (Web 2.0)**
  - Transforming people from content readers into content publishers… participation
    - ‘Public’ Conversations
    - ‘Social’ Connections
    - Viral Marketing
Think Like Customers

- All Your Customers - Influencers
- Listen
- Watch
- Read What They Read
- How do They use Social Media?
Understanding Social Media Trends

• Most trusted source of information
  – #1 A person like yourself

• Who’s doing what online?
  – Watch video form other users
  – Read online forums
  – Visit social networking sites
  – Read customer ratings & reviews
  – Read blogs
  – Contribute…
  (Groundswell)
Approach

• Based on ‘things’ you already know (marketing, experience economy, relationships)

• Goal in mind/then the tools/then goals (use same content in many ‘places’)

• Fits with your existing communication activities – traditional & social media

• Yours, Mine & Ours
Understanding Social Media

What?

- Social Media
  - Transforming people from content readers into co-creators
  - ‘Public’ Conversations
  - ‘Social’ Connections
  - Viral Marketing
  - Beyond visibility -- conversations and relationship building
  - Emerging … stay close with customers
Understanding Social Media

Why?

- **Brand Awareness** *(Know You)*
- **Website… Traffic** *(Visit You)*
- **Customer Communication & Loyalty** *(Connect With You)*
- ‘**Trial’** *(Experience You)*
- **Follower – Customer – Friend – Fan** *(Share – connect with one another)*

Most trusted source of information

#1 A person like yourself  (Edelman Trust Barometer)
Social Media Trends for 2012

- Location-based marketing (Four Square) [http://places.google.com/business](http://places.google.com/business)
- Video goes “live”
- Game on
- Deals (Groupon, Living Social)
- Social Commerce (Facebook)
- Mobile, [http://blog.nielsen.com](http://blog.nielsen.com)
- Co-Creation … Control
Establish online presence
Become familiar with Social media sites

• Blogs and micro blogs (wordpress)
  – Twitter, http://twitter.com

• Photo and Video sharing sites
  – YouTube, http://www.youtube.com

• Social Networking Sites
  – Facebook, http://www.facebook.com

• Mobile Apps

• Other – Where are reviews posted?
  – TripAdvisor
Establish online presence
Become familiar with Social media sites

- http://ofbf.org/get-involved/resources/107/
Establish online presence
Know what is being said about you online

- Your customers are online participating in social media and taking you with them
  - Blogs
  - Videos
  - Flickr
  - Others

- Google Alerts, [http://www.google.com/alerts](http://www.google.com/alerts)
- Social Mention, [http://www.socialmention.com](http://www.socialmention.com)
Social Media

- QR codes
Generating a QR code

• Search “generating QR codes” QR-Code Generator
  – QR-Code Generator.
  – Free QR code generator
Things to Remember with Video

• Your not in Hollywood
• Grab Their Attention
• Keep Brief
• Talk to The Camera
• Learn to Edit
Example:
*YouTube Video Post by Guest*

*Created with a non-activated version*

www.avs4you.com
Example Video
Remarkable Content: Videos
NAFDMA 2010: Class Project

Nafdma video

http://www.youtube.com/user/nafdma
youtube help upload video
Search Engine Optimization

- Know Keywords
- Include Links in Profile Pages
- Write a Unique, Keyword-Rich Description
- Select a Suitable Thumbnail
- Take advantage of YouTube Insights
Facebook, Cherry Crest

Cherry Crest - Still more incriminating photos of "Pedro Pig and the Gang" in Bahamas. Cherry Crest owners, Jack and Donna Coleman, would like your input on how you think they should handle this situation. Responses will be shared at their press conference early next week - aired here on Facebook.

Cherry Crest - While Pedro Pig and his friends continue their luxurious vacation in the Bahamas, pigs remaining at Cherry Crest Farm feel a deep sense of rejection. "You bet I feel rejected," says Louie Pig. "We were always a tight bunch. And so while we spend weeks in snow up to our snouts they swim in tropical waters. TI poin o..."

Missy Speicher - Missy just compared Cherry to another friend. Missy is comparing their friends on Compare Friends.

Cherry Crest - NEWS FLASH! The Pig Paparazzi is hot on the trail of Pedro Pig a his friends from Citrus County. It was originally thought the pigs were vacationing in Florida with friends, HOWEVER, aerial photographs report their location on the Bahama Islands! Cherry Crest's owner, Jack Coleman, is reported be outraged...
Carnival
Facebook Fan Page

- Fan pages are indexed by the search engines
- A minimum of 25 fans, you can create a custom URL
- Fan pages are available to the general public,
- You can update all of your fans regardless how many
Responding to Customers

• Don’t Take it Personally
• Respond quickly
• Be Honest
• Provide Information
• Let Fans Speak For You
• Know When to “Drop it”
Bremec Greenhouses & Nursery – Multiple Locations
$10 for $20 Worth of Plants and Garden Supplies

SOLD OUT
Over 950 bought
The deal is on!

Value: $20
Discount: 50%
You Save: $10

Buy it for a friend!
This deal sold out at: 11:39PM EDT 05/05/2011

Highlights
- Good at two locations
- Potted annuals & hanging flower baskets
- Garden statuary & pottery

The Fine Print
Expires Sep 1, 2011
Limit 1 per person. Limit 1 per visit. In-store only. Not valid toward gift card purchases. Must use in 1 visit. Not valid with other offers. See the rules that apply to all deals.

http://www.groupon.com
Bloggers
BMPs for Blogs

• Be Friendly, Inviting
• Make Your Post Relevant
• Stay on Point
• Look Outside Your World
• Encourage Comments
Enrich Content

• Draft your plan
  – Develop the message
    • relationship you want to develop
  – Set a calendar.
    • Consider the timing
Engage online influencers

• More than telling your story
• Customers communicate with one another
  – Conversation starter
  – feedback on products
  – the opportunity to tell their experience with your business

• Find ways for your customers to get to know your business

• When customers connect with a business they become friends of the business. Friends want to see you succeed.
Example: Telling your story and keeping customers engaged

- Customers can see, hear and experience without leaving the home…
Example

Remarkable Content

• Create remarkable online content
  – Now that you know what types of:
    • Messages to convey
    • Start conversations
Enrich Content

• Titles & Tags
  – get your customers’ attention
    • http://www.flickr.com/explore/interesting/7 days/
  – improve search engine optimization
Enrich Content

• Developing Photos
  – capture people’s attention
  – evaluate the total photo
Enrich Content

• Videos
  – Proficient, will takes some time
  – Avoid zooming in and out too much
  – Keep it steady
  – Beware of background noise
  – Remember your scenery
  – Keep it short
  – Keep it legal
Integrated Approach