

13 SOCIAL MEDIA

INFOGRAPHICS

EVERY **marketer**

NEEDS *to* SEE

INFOGRAPHIC SOURCES

- 1 • WWW.WIKIPEDIA.COM
- 2 • BRIAN SOLIS & JESS3
- 3 • The **Steel** Method
- 4 • ELLIANCE | WWW.ELLIANCE.COM
- 5 • WWW.EROI.COM and FLOWTOWN
- 6 • SOCIALCAST WWW.SOCIALNOTICS.NET | WWW.SNCR.ORG | WWW.UBERCEO.COM
- 7 • WWW.THECONVERSATIONPRISM.COM | BRIAN SOLIS & JESS3
- 8 • WWW.GO-GLOBE.COM
- 9 • Social Reflexion | WWW.COMPLETE.COM
- 10 • NG Online | WWW.NGONLINENEWS.COM
- 11 • ELLIANCE | WWW.ELLIANCE.COM
- 12 • FLOWTOWN | Google Ad Planer (United States demographics data)
- 13 • BRIAN SOLIS & JESS3



NationalArts
MarketingProject



History of Marketing Channels

1839
posters on private property banned in London

1867
earliest recorded billboard rentals

1905
The University of Pennsylvania offers a course in "The Marketing of Products"

1922
radio advertising commences

1941
first recorded use of television advertising

1970s
e-commerce invented

1984
introduction of guerrilla marketing

1990s
CRM and IMC gain dominance in promotions and marketing planning

1995
Alta Vista search launches
Yahoo search launches

1998
Google launched
MSN Search launched

2001
social bookmarking site
stumbleupon is established

2003
MySpace founded

2005
Vimeo and YouTube launched

The Future
Marketing opportunities in new areas such as Second Life and video games

1880s
early examples of trademarks as branding

1864
earliest recorded use of the telegraph for mass unsolicited spam

1908
Harvard Business School opens

1940s
electronic computers developed

1950s
systematization of telemarketing

1980s
development of database marketing
emergence of relationship marketing
emergence of computer-oriented spam

1985
desktop publishing democratizes the production of print-advertising

1991
Integrated marketing communications gains academic status

1996
identification of viral marketing
ask.com founded

1999
opinion site epinions is established

2002
photo sharing site SmugMug sets the stage for sites like Flickr and Photobucket

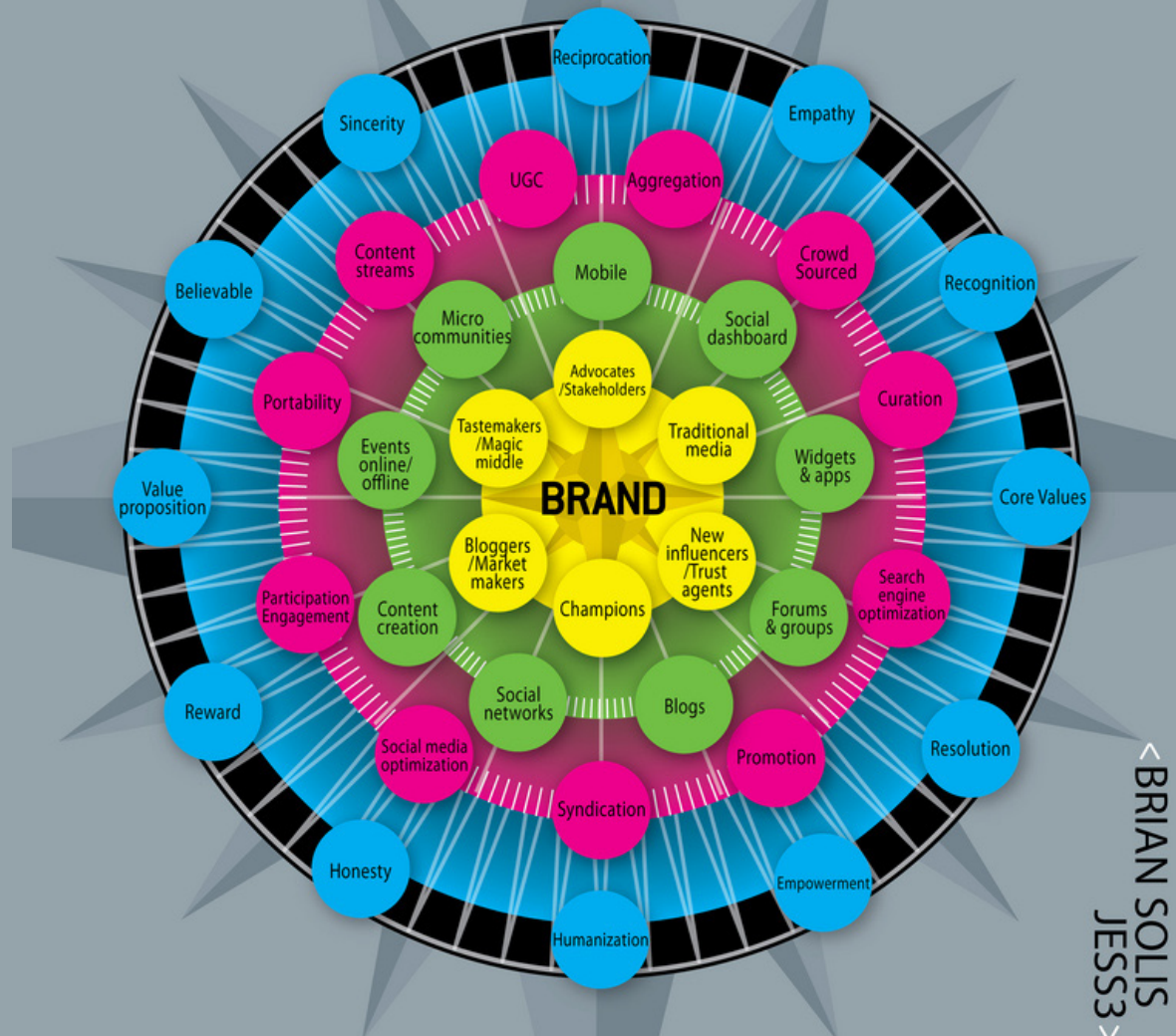
2004
Facebook launched
Digg launched

2006
Twitter Founded

SOCIAL MARKETING COMPASS

- Emotions/Sentiment
- Channels
- Platform
- Players

A COMPASS IS A DEVICE FOR DISCOVERING ORIENTATION AND SERVES AS A TRUE INDICATOR OF PHYSICAL DIRECTION. THE SOCIAL MARKETING COMPASS POINTS A BRAND IN A PHYSICAL AND EXPERIENTIAL DIRECTION TO GENUINELY AND EFFECTIVELY CONNECT WITH CUSTOMERS, PEERS, AND INFLUENCERS, WHERE THEY INTERACT AND SEEK GUIDANCE ONLINE.



< BRIAN SOLIS
JESS3 >

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS



DO'S

Have a **PLAN** before you start.

Create **Measurable GOALS**



Be **Consistent**

- Keep your message on target and stick to your brand.
- Stick with business messages only.

Be a good social citizen



Give **GREAT CONTENT** that your network will share.



Build a Strong Network



Be **Engaging**

Communicate regularly with your network.



Be **A Good Listener**

Hear what your network is telling you.



www.TheSteelMethod.com

DON'T'S

Build your network too quickly

Besides diluting your network, you could be banned from the site.



Rely on one application

Each application has its own **strengths** and **weaknesses**.



Be **PUSHY**

People will not respond well . . . remember, everyone connected to you can see what you write.



Spam social sites



Forget to thank people

When people promote you to their network be overly polite.



Try and sell people

Allow your network to discover what you do.

SALE!

Use generic marketing techniques

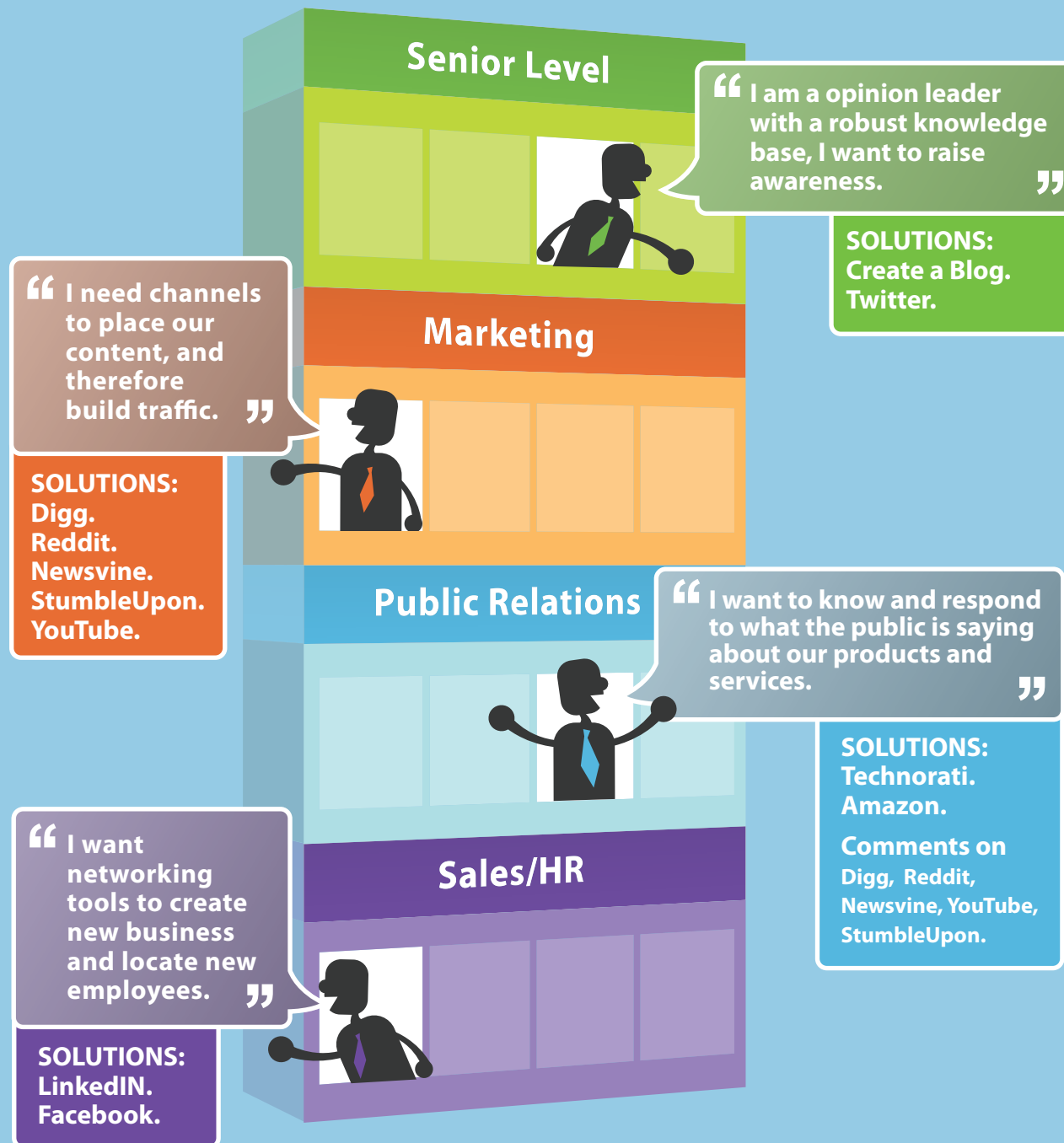
Make it personal.

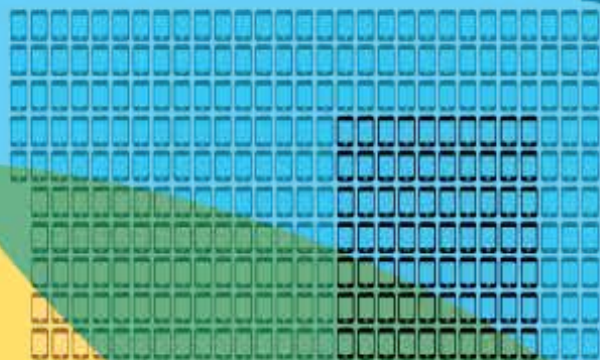


One size does not fit all.

The **Steel Method**

Building a Company with Social Media





285 million
mobile devices in the U.S.
(that's 91% of Americans)

70 million
smart phones in the U.S.
(or 23% of all mobile devices)

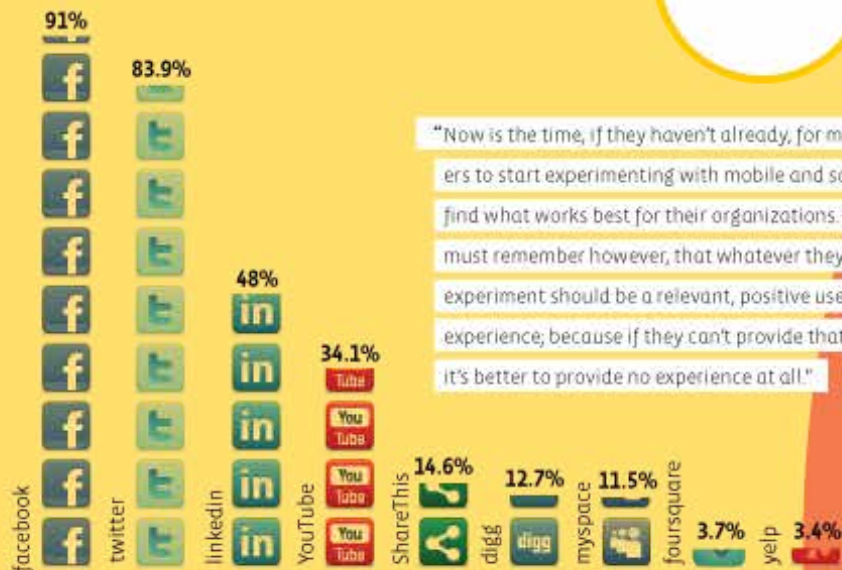
97%

of US households use email

66%

of marketers are integrating
social media with their e-mail
marketing campaigns

Which social networks or tools are integrated into
your e-mail marketing efforts?



"Now is the time, if they haven't already, for marketers to start experimenting with mobile and social to find what works best for their organizations. They must remember however, that whatever they do to experiment should be a relevant, positive user experience; because if they can't provide that then it's better to provide no experience at all."

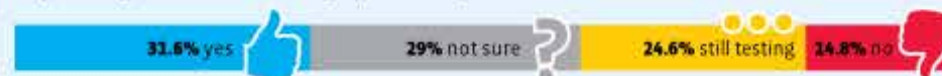
**Mobile
Devices**

**The
NEW
Marketing
Trifecta**

Email

**Social
Media**

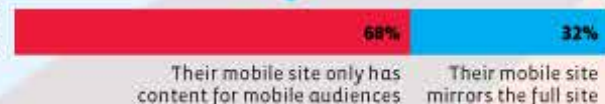
Is optimizing the mobile marketing experience important?



Does your company offer mobile versions of your websites and/or landing pages?



Of the companies
offering mobile versions
and/or landing pages:



Source: EROI.COM

Flowtown.

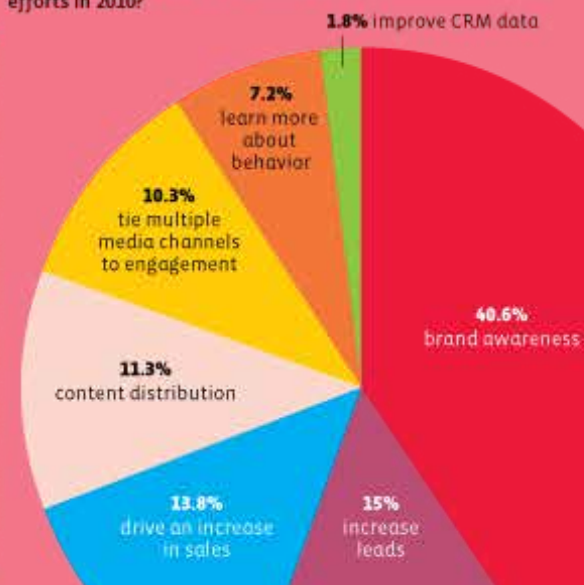
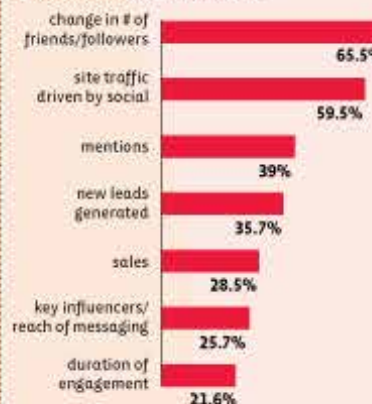
"Not only are [mobile, social media, and email tactics] being widely used, but many are using a combination of all three -email on mobile devices, email within social networks and social networks on mobile devices."

75%

of internet connected
homes use social
networks (that's 61.5%
of all U.S. households)

What is your company's primary goal for your social media efforts in 2010?

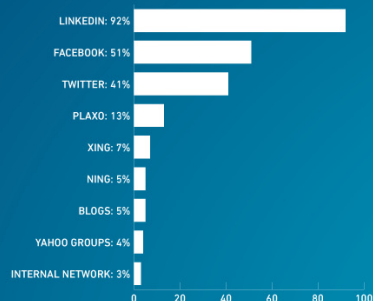
Which social media metrics
does your company track?



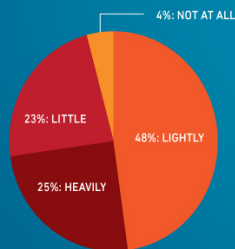
HOW EXECUTIVES ARE USING SOCIAL MEDIA



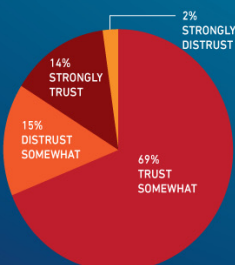
THE MOST POPULAR SOCIAL MEDIA SITES AMONG EXECUTIVES:



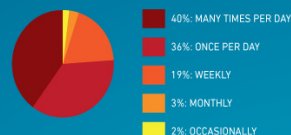
INFLUENCE SOCIAL NETWORKS HAVE ON EXECUTIVES WHEN MAKING IMPORTANT BUSINESS DECISIONS::



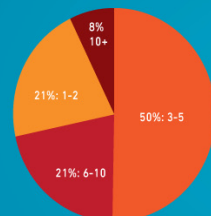
HOW EXECUTIVES' TRUST HAS CHANGED IN THE LAST 3 YEARS TOWARDS SOCIAL MEDIA SITES:



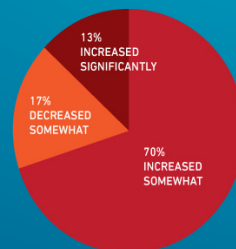
EXECUTIVES AND SOCIAL MEDIA SITE USE FREQUENCY:



EXECUTIVES AND THE NUMBER OF SOCIAL MEDIA SITES THEY REGULARLY USE:



HOW EXECUTIVES TRUST THE INFORMATION THEY RECEIVE FROM SOCIAL MEDIA SITES:



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SOURCES: SOCIALNOMICS.NET | SNCR.ORG | UBERCEO.COM

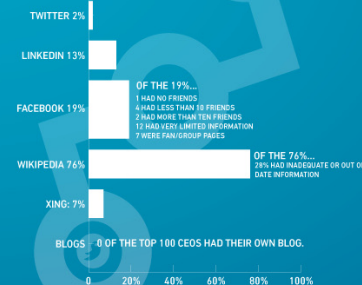
HOW EXECUTIVES SEE THEIR COMPANY'S USE OF INTERNAL SOCIAL MEDIA TOOLS INCREASING OVER THE NEXT 1-2 YEARS:



HOW EXECUTIVES SEE THEIR COMPANY'S USE OF EXTERNAL SOCIAL MEDIA TOOLS INCREASING OVER THE NEXT 1-2 YEARS:



PERCENTAGE OF FORTUNE'S 2009 TOP 100 COMPANIES THAT HAVE THE FOLLOWING SOCIAL NETWORK ACCOUNTS:



TOP 5 REASONS WHY EXECUTIVES VISIT ONLINE NETWORKS

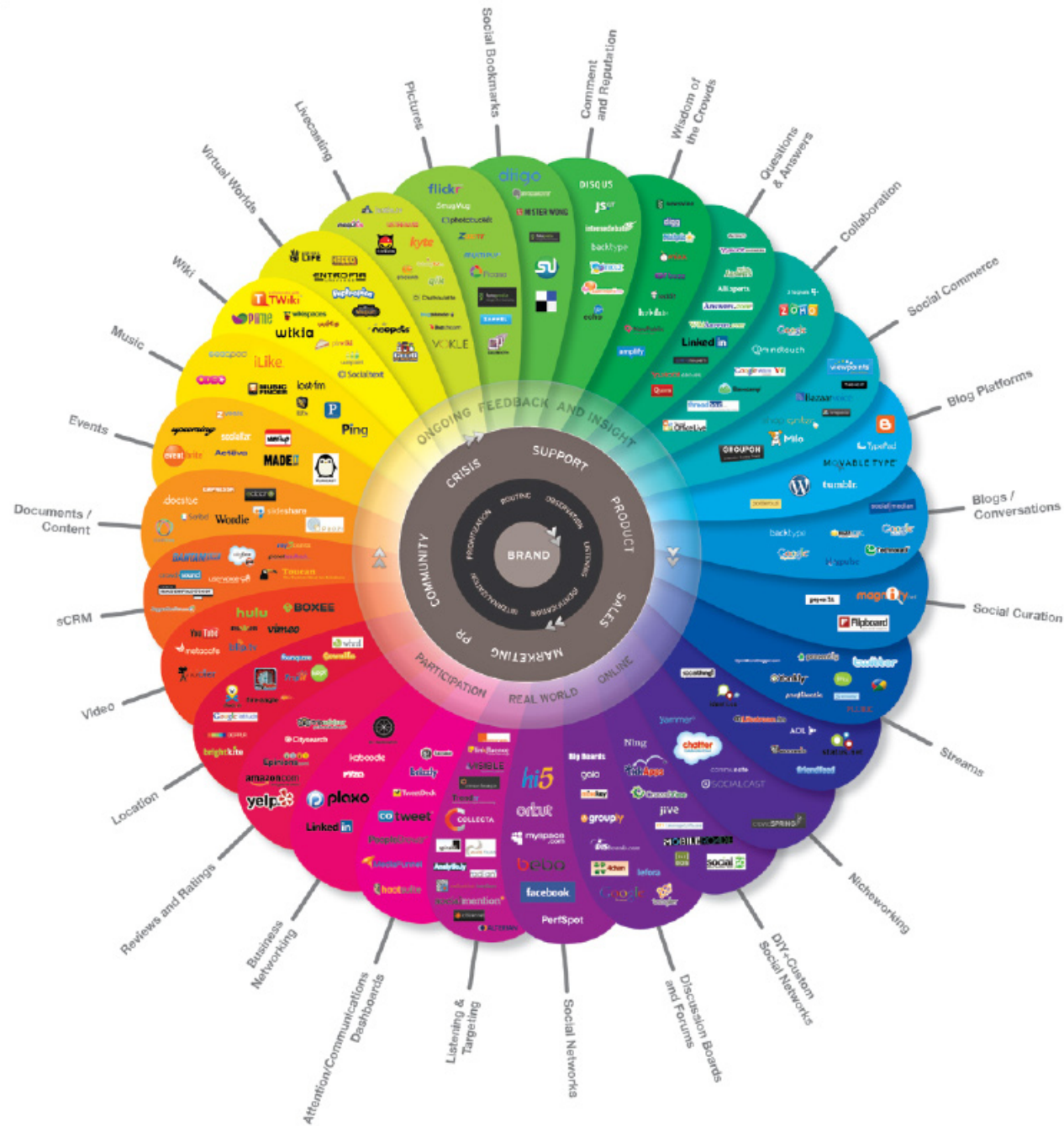
- ✓ GREAT WAY TO KEEP TRACK OF PEERS AND COLLEAGUES
- ✓ EASY ACCESS TO THOUGHT LEADERSHIP OR INFORMATION THAT CAN'T BE FOUND ELSEWHERE
- ✓ GOOD WAY TO SHOWCASE THEMSELVES OR THEIR COMPANIES
- ✓ EASY ACCESS TO LEARNING AND PROFESSIONAL DEVELOPMENT
- ✓ THEY WISH TO FIND OUT WHAT OTHERS THINK OF PRODUCTS, VENDORS OR APPROACHES

EXECUTIVES MAY BE HESITANT TOWARDS SOCIAL MEDIA BECAUSE:

- 1. THEY WANT CONTROL**
THE BEAUTY OF SOCIAL MEDIA LIES IN THE FACT THAT IT'S AN INHERENTLY OPEN AND TRANSPARENT MEDIUM OF COMMUNICATION. YOU NEVER KNOW WHO WILL BE REACHED AND HOW PEOPLE WILL RESPOND.
- 2. LACK OF UNDERSTANDING**
TECHNOLOGY AND DIGITAL INNOVATION IS RAPIDLY CHANGING AND CEOs FEEL VULNERABLE WHEN THEY DON'T KNOW EXACTLY HOW SOMETHING WORKS - SO MANY OF THEM THEY STAY AWAY ALTOGETHER.
- 3. THEY FEAR IT WILL BE JUST A FAD**
WITHOUT A CLEAR VISION OF THE FUTURE DIRECTION OF SOCIAL MEDIA AND HOW IT CAN BE STRATEGICALLY AND SUSTAINABLY UTILIZED TO BENEFIT THE COMPANY, CEOs OPT NOT TO PUT ENERGY INTO SUCH UNCHARTED WATERS.

THE CONVERSATION PRISM

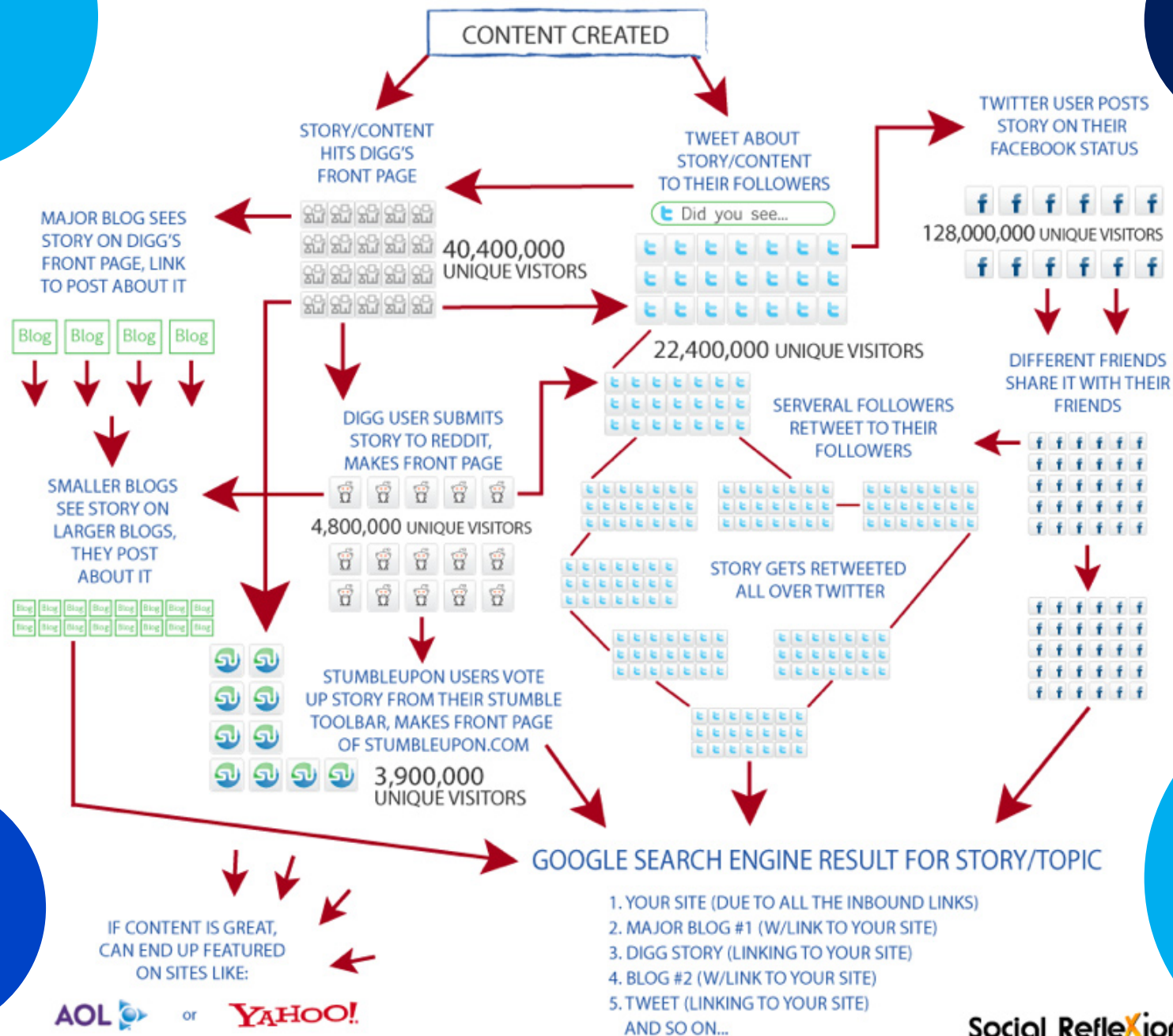
Brought to you by Brian Seils & JESS3



For more information
check out theconversationprism.com



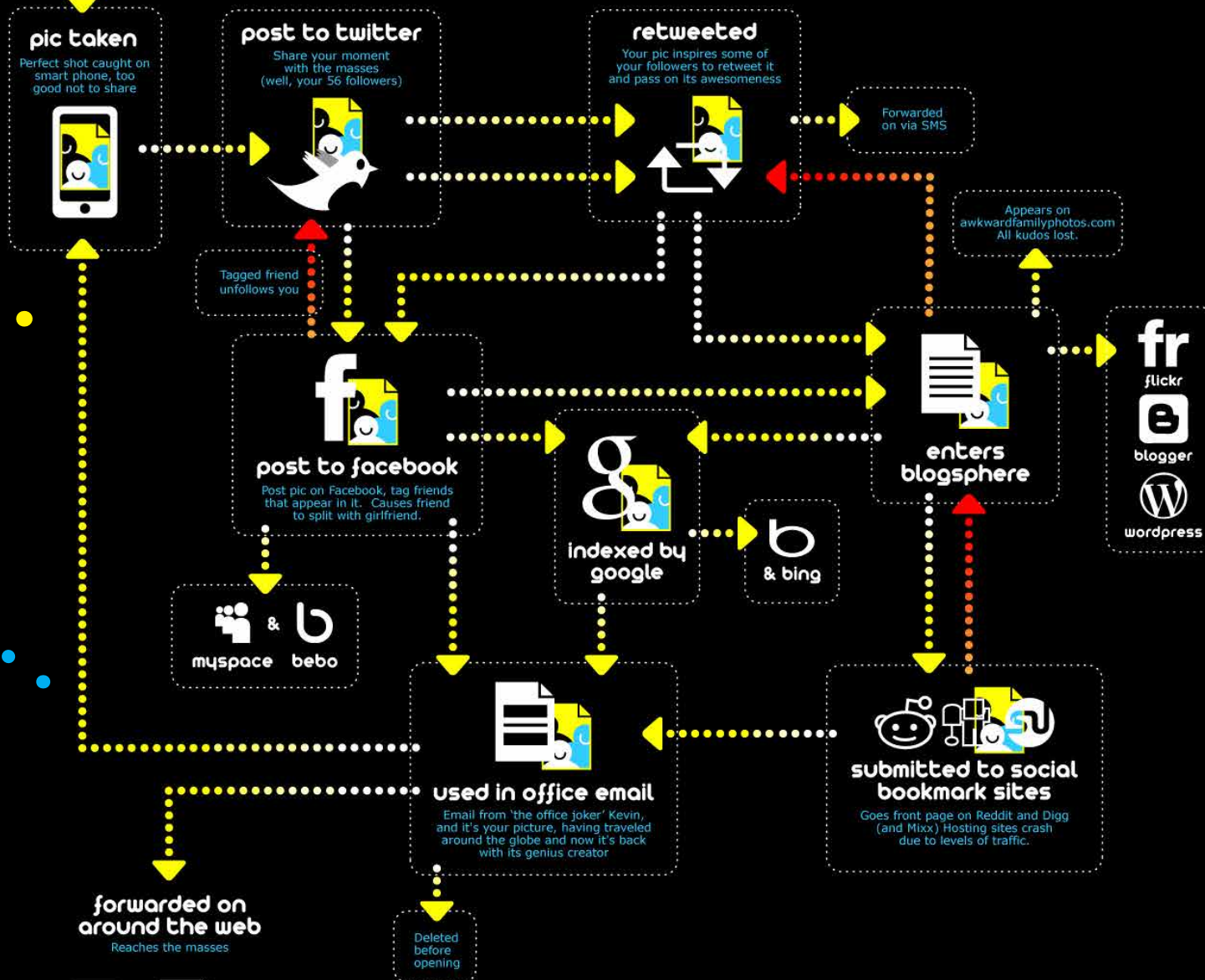
THE SOCIAL MEDIA EFFECT



Social Reflexion

Source: www.complete.com

the journey of a tweet



Donut Marketing™

Contemporary websites pull content from social media portals using their APIs.



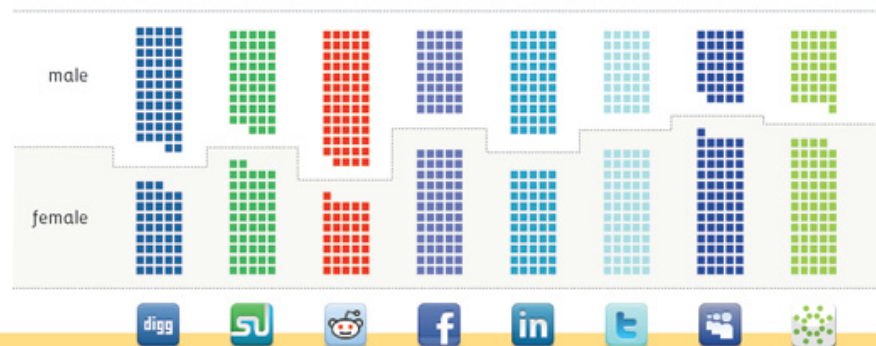
KEY

■ = 1%

"Be civil to all;
sociable to many;
familiar with few;
friend to one;
enemy to none."

Benjamin Franklin

By Gender

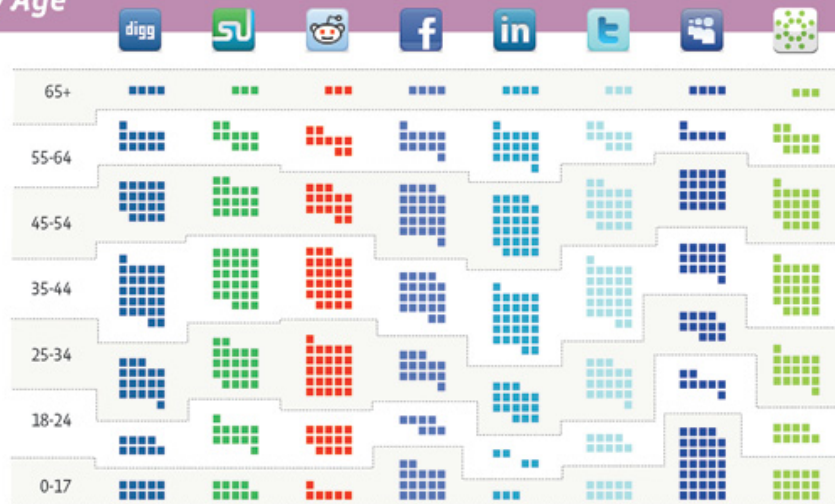


Social Media Demographics: Who's Using Which Sites?

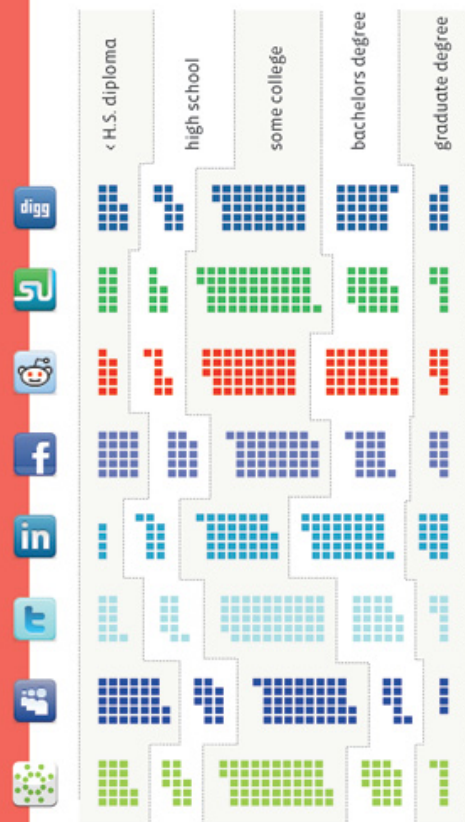
Who's Using Which Sites?

Flowtown.

By Age



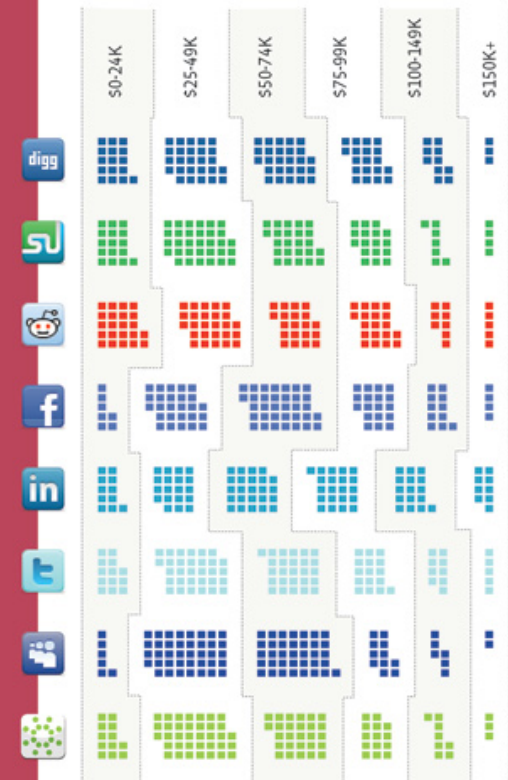
By Education Level

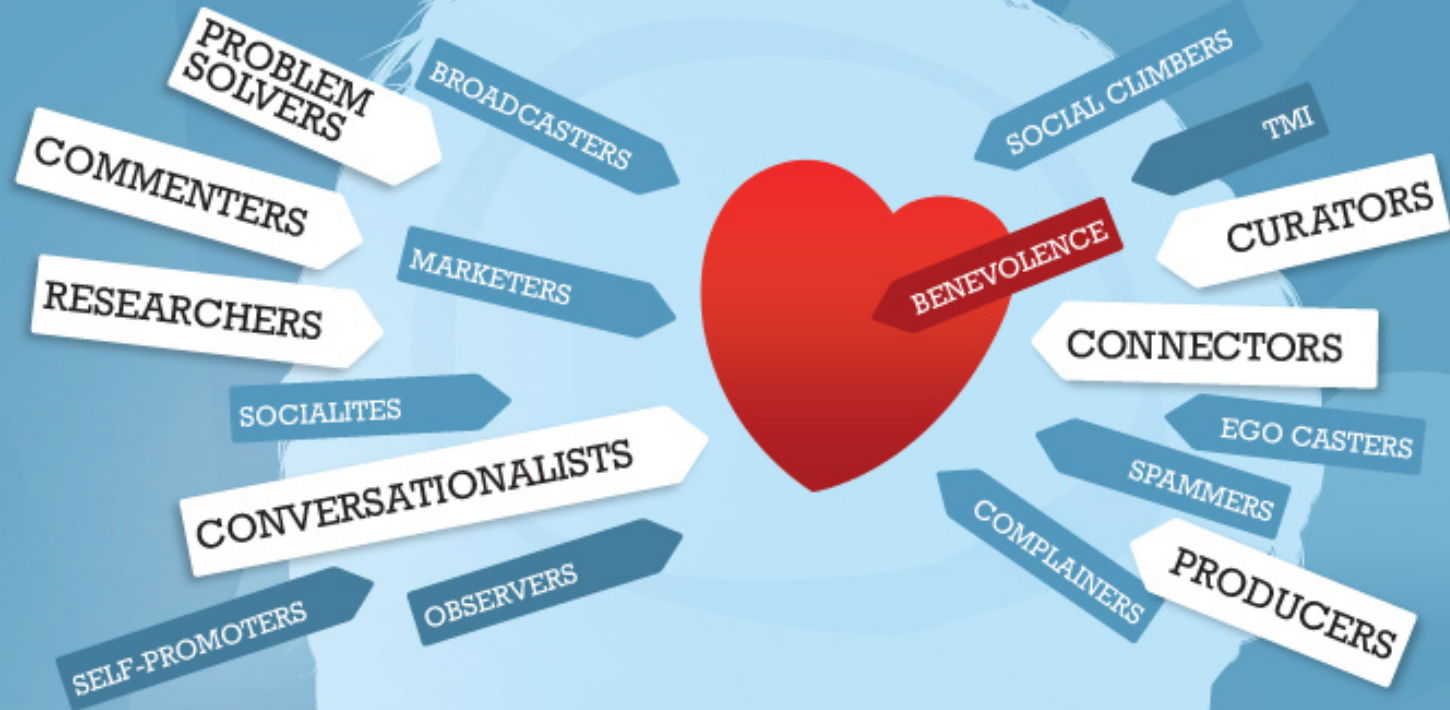


Source: Google Ad Planner Data

- DIGG** the latest news headlines, videos and images
- STUMBLEUPON** personalized recommendations to help you discover the best of the web
- REDDIT** what's new online!
- FACEBOOK** connect and share with the people in your life
- LINKEDIN** relationships matter
- TWITTER** share and discover what's happening right now, anywhere in the world
- MYSAPCE** a place for friends
- NING** create and discover Ning social networks for your interests and passions

By Income Level





Behaviorgraphics: Who is the “Me” in Social Media?

It's avatars that capture your attention, but personality which captures your heart and mind.

Social media tests the filter that divides inner monologue from disclosure. As our thoughts become words online, they color our avatars and profiles with a glimpse of our personality – who we are online and in the real world. Over time, it is how we put our words into action that establishes our character. And, it is our character, through the marriage of our words and actions, that paves the way for relationships and opportunities.

Brought to you by
Brian Solis

AND JESS3

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WEBSITE | WWW.ARTSMARKETING.ORG

EMAIL | INFO@ARTSMARKETING.ORG

FACEBOOK | National Arts Marketing Project

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