



 marketingnutz

**Polish Insurance Association**

**Pam Moore**  
CEO / Founder Marketing Nutz  
@PamMktgNut

**Building, growing & sustaining social business**

## Marketing Nutz Founders

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CCO / Founder  
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## why Marketing Nutz?

Founders have 30+ years combined experience in digital marketing, corporate brand, startups & platforms.

“CEO, best selling author recognized by Forbes as Top 10 Social Media Power Influencer + Top 10 Social Media Women Influencers!

“Experience helping brands of all size bridge complex gap to social success.”

*“PHD in acronyms not required. We help you fit social business in a nut shell so you can focus on what you do best, your business!”*





# Social Business

*“Becoming a social business transforms the organization from inside out, connecting the internal with the external in a way that enhances relationships and creates shared value for the people, the business & ecosystem as a whole.”*



# Social Media

**“Means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.”**





**76% marketers think they  
know what customers want**  
**34% have asked them**

Source: Pivot





## Communities Create Markets



# Customer Experience

Most exciting opportunity in 2014

- 20% Customer experience
- 18% Mobile
- 15% Content marketing



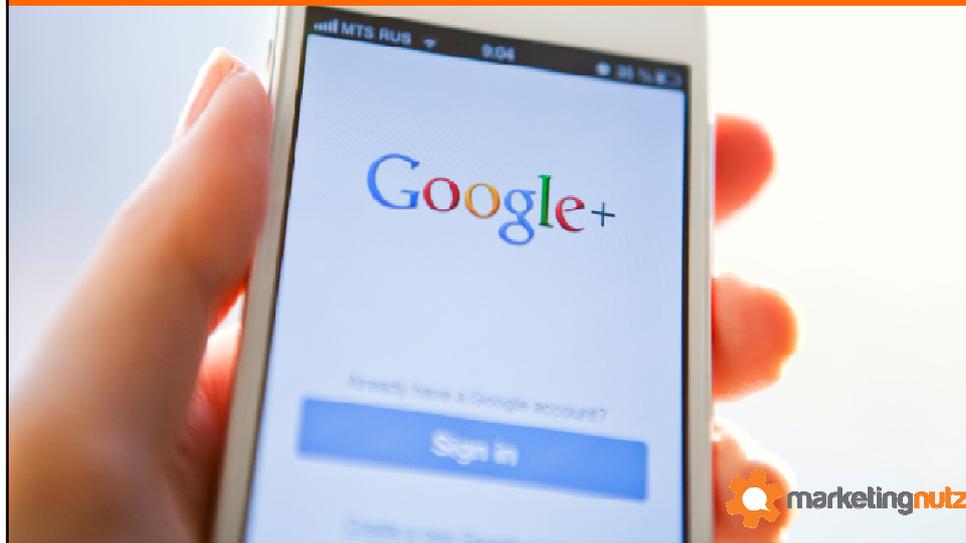
\* Digital Trends Briefing 2014, eConsultancy / Adobe



## IDC Predicts 1.3B mobile workers by 2015



**90% mobile users have device within arms reach 100% of time**



**You have 10 seconds to keep em'!**





# YOU are the media



## Visual Communication



- Communicate
- Humanize brand
- Brand storytelling
- Educate, empower & Inspire
- Emotionally connect
- Entertain

Instagram: 200 million users  
Pinterest: 70 million users  
Facebook: Images have 53% more likes  
PicMonkey: 1.6m visits/ day,  
4.3m edits/ day  
(in 8 months)



18



## Niche social networks = advocates

- 77% consumers more likely to buy new product via recommendation
- 4x-10x higher conversion rate for offers from trusted advocates



## Devitt

- RBS specialist motorcycle insurance broker
- Used social media to engage with niche customer base, motorcyclists & bikers
- Created “Keep Britain Biking” community
  - Blogs, videos, forums to discuss urban biking
  - “Biking Intel” – info for bikers, from bikers (parking spots, routes etc.)
  - All accessed via mobile app



## Results



- Increased brand awareness with motorcycle enthusiasts in a non-transactional way
- Increased CRM data for customers & prospects via subscription to “Keep Britain Biking” community
- Those aware of community are 31% more likely to take out insurance with Devitt
- Now a key part of Devitt’s engagement strategy



## ING Poland



- Moved from traditional case management to full blown customer experience engagement strategy
- ING Society enables members to easily contact each other to share & receive advice
- Operational efficiency key focus; customers & employee empowerment



## LinkedIn for Financial Institutions

- 54% investors age 55-64 use LinkedIn for financial communication & research
- 62% advisors getting new clients (Source: Think Advisor)
  - 32% used LinkedIn to bring in \$1 million+ in assets under management



## Don't Start with Technology

P = People  
O = Objectives  
S = Strategy  
T = Technology

STRATEGY



## Human Content Connection

- **\$135 Billion** = how much marketing teams will spend on new digital marketing content
- **78% CMOs** think custom content is future of marketing



## human brands...

- Think like humans
- Care about humans
- Value relationships
- Listen to other humans
- Talk like humans
- Have a personality
- Show their "human"
- Make & own their mistakes
- Are available
- Know themselves
- Know their audience
- Invest in people
- Take risk



## Align Social with top Business Goals



**Pick Goals**  
where social can have an  
**impact**



## Stop the Random Acts of Marketing (RAMs)



# Social Business Strategy

1. Determine business objectives
2. Map your journey / vision
3. Establish executive support
4. Roadmap: strategy & tactics
5. Governance & guidelines
6. Secure resources, funding
7. Invest in technology to support objectives, vision & journey



STRATEGY

## 1. Determine Business Objectives

- What are your BIG goals?
- Align to business goals.
- Value to others?
- It's not just about YOU!



## common social media business goals

1. Social listening
2. Thought leadership
3. Nurture relationships
4. Build community
5. Earn loyal brand advocates
6. Maximize reach in existing & new markets
7. Support sales / marketing campaigns
8. Talent recruiting & retention



## Language matters



- **Business metrics:** revenue, CSAT, reputation.
- **Social media analytics:** Insights, share of voice, resonance, WOM.
- **Engagement metrics:** fans, followers, clicks.

Source: Altimeter Group

## 2. Map your journey

- Where are you going & why?
- What does success look like?
- Who needs to go with you?
- Why should they join you?
- Social business vision.



## 3. Establish Executive Support

- Support big goals
- Empower employees
- Scalability
- Integrate across the org.



**71% CEOs believe  
human capital is  
key source of  
sustained  
economic value**



## **4. Roadmap: Strategy & Tactics**

- Executable plan
- Aligns business goals & initiatives across organization
- Eliminate silos & random acts of marketing (RAMs)



## 5. Governance & Guidelines

- Safety
- Empowerment
- Risk mitigation
- Communication



## Who will take lead?

- Integration
- Infrastructure
- Measurement
- Content
- Technology
- Risk management



## Center of Excellence

- Prioritize initiatives
- Processes, guidelines
- Roles / responsibilities
- Employee empowerment
- Keep up w/trends
- Consistent measurement



## 6. Secure Resources / Funding

- Resources needed
- Think scale via agencies AND internal
- Employee empowerment
- Obtain buy-in across org
- Endurance, agility, efficient



## 7. Invest in Technology

- Avoid shiny objects
- Human nurturing
- Business results

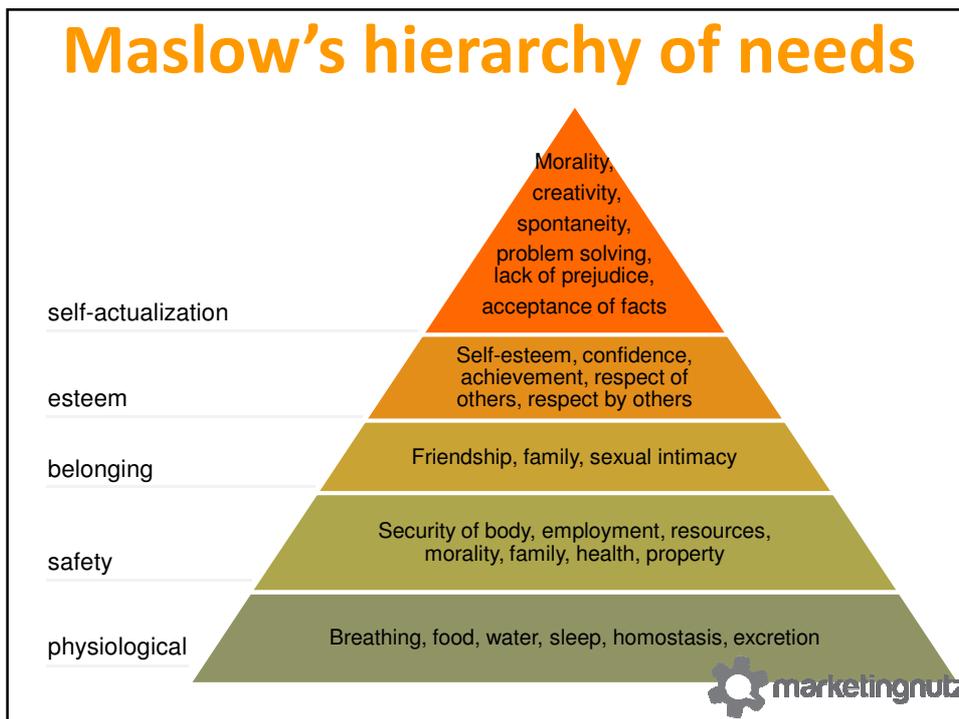


The image shows a hand in a black glove holding a glass test tube. Inside the test tube, there is a small green seedling with two leaves growing out of a layer of dark brown soil. The background is a light blue gradient. In the bottom right corner, there is a logo consisting of an orange gear icon followed by the text 'marketingnutz'.

## think DNA, not tools



The image features four stylized human heads in profile, facing left, arranged in a row. Each head is a different color: green, yellow, pink, and blue. Inside each head, there are several gears of varying sizes, representing thought, innovation, and human intelligence. The background is a light gray gradient. In the bottom right corner, there is a logo consisting of a gray gear icon followed by the text 'marketingnutz'.



# Questions?



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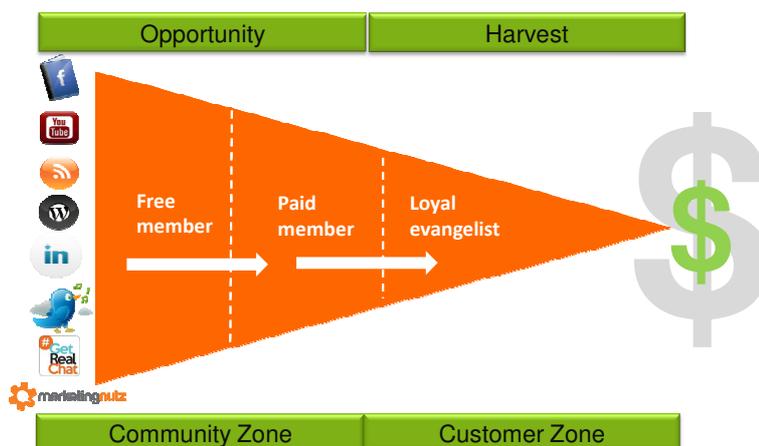
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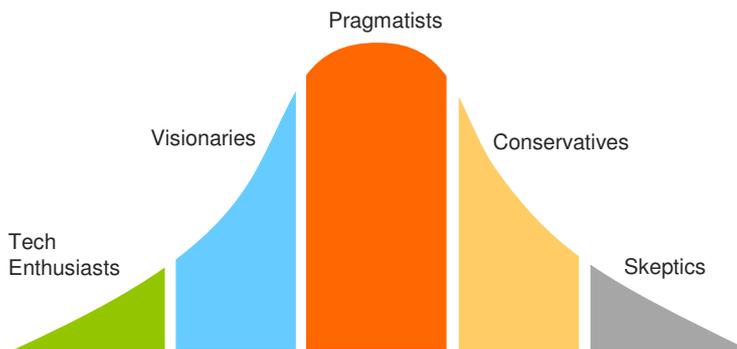
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## communities create markets



# Technology Adoption



Geoffrey Moore Technology Adoption Lifecycle



Social media  
**plugs**  
into your  
**Business**



Select tools **AFTER** you know **WHAT** you want to measure and **WHY!**



## Brand

*“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another. If the consumer (whether it’s a business, a buyer, a voter or a donor) doesn’t pay a premium, make a selection or spread the word, then no brand value exists for that consumer.”*

**~Seth Godin**

