



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.”





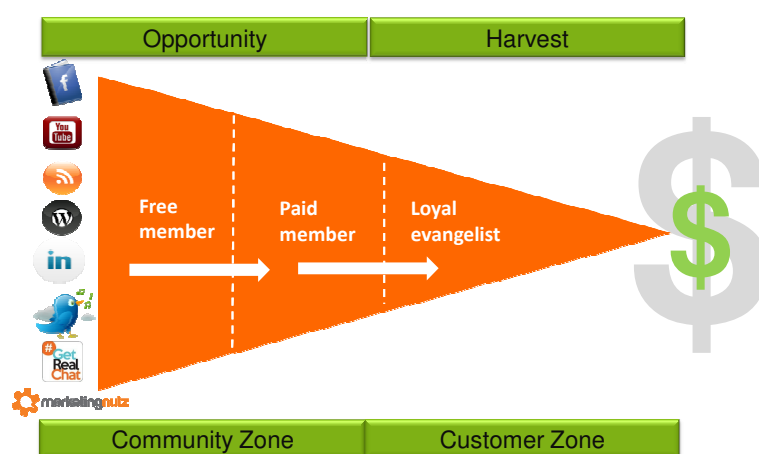
**76% marketers think they
know what customers want**
34% have asked them

Source: Pivot





Communities Create Markets



Customer Experience

Most exciting opportunity in 2014

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



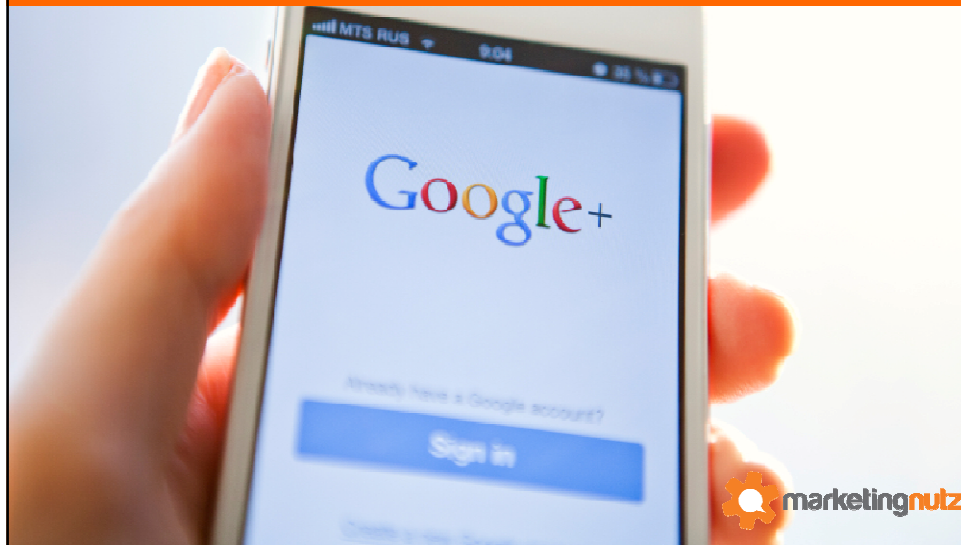
* Digital Trends Briefing 2014, eConsultancy / Adobe



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

T

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



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

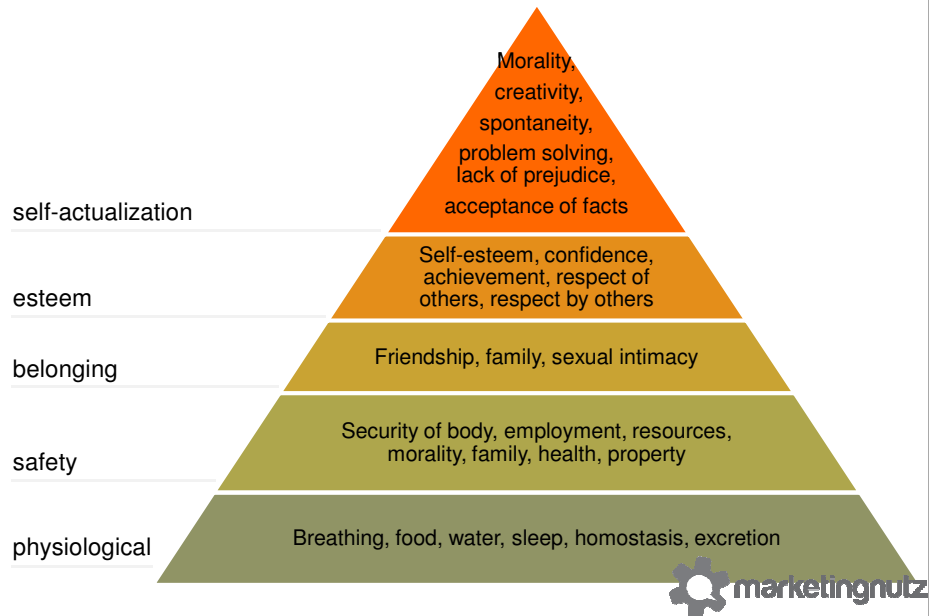
- Avoid shiny objects
- Human nurturing
- Business results



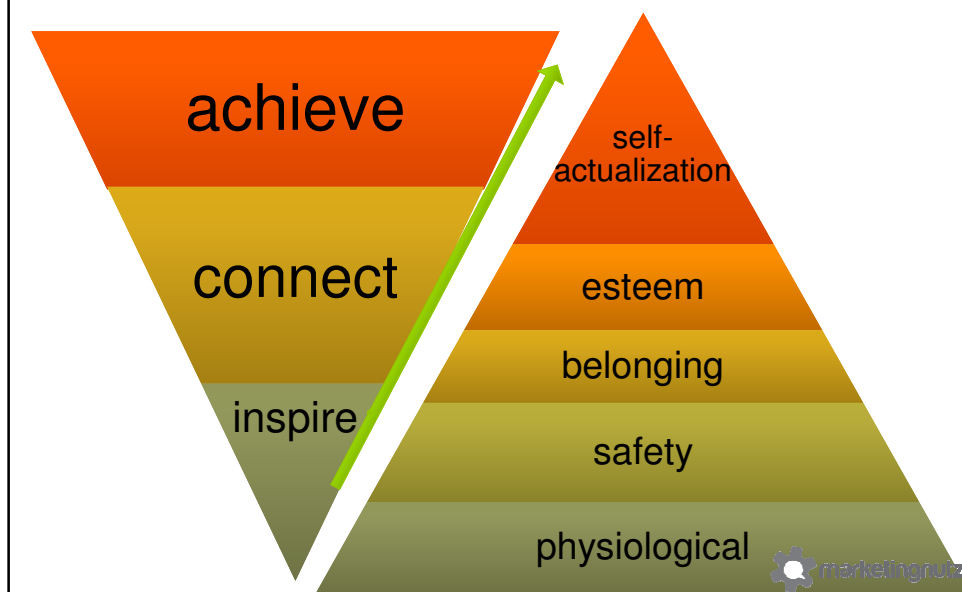
think DNA, not tools



Maslow's hierarchy of needs



hierarchy of social community inspiration



Questions?



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CEO / Founder
Marketing Nutz

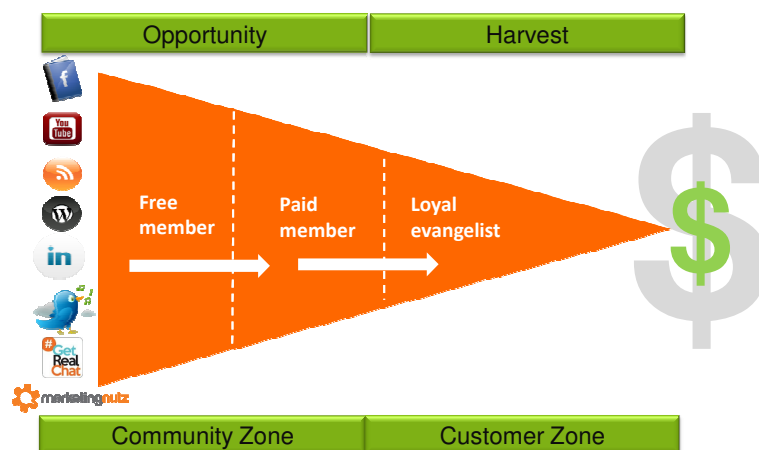
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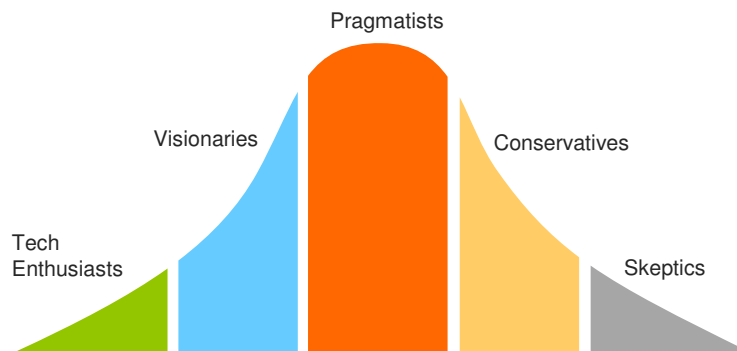
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communities create markets



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

