

Integrating Digital and Social Media into your Marketing Mix

with Suse Barnes of



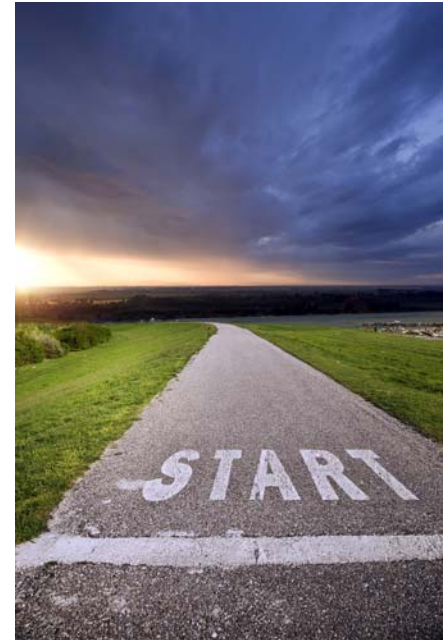
Susby Internet Solutions

April 28, 2014



Integrating Digital and Social Media into your Marketing Mix

- Introduction
- How did we get here?
- Social media is not about Me
- Not so new “new media”
- You are in the media business
- Answers
- Questions



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Introduction

Introduction

Who is Susan Barnes?



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Susan Barnes



June 2013

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Then there was another Susan, go figure – there are millions, and even more "Susan **Barnes**"es – just look at Google and you'll see. Anyway, I became **Suse B**, ...

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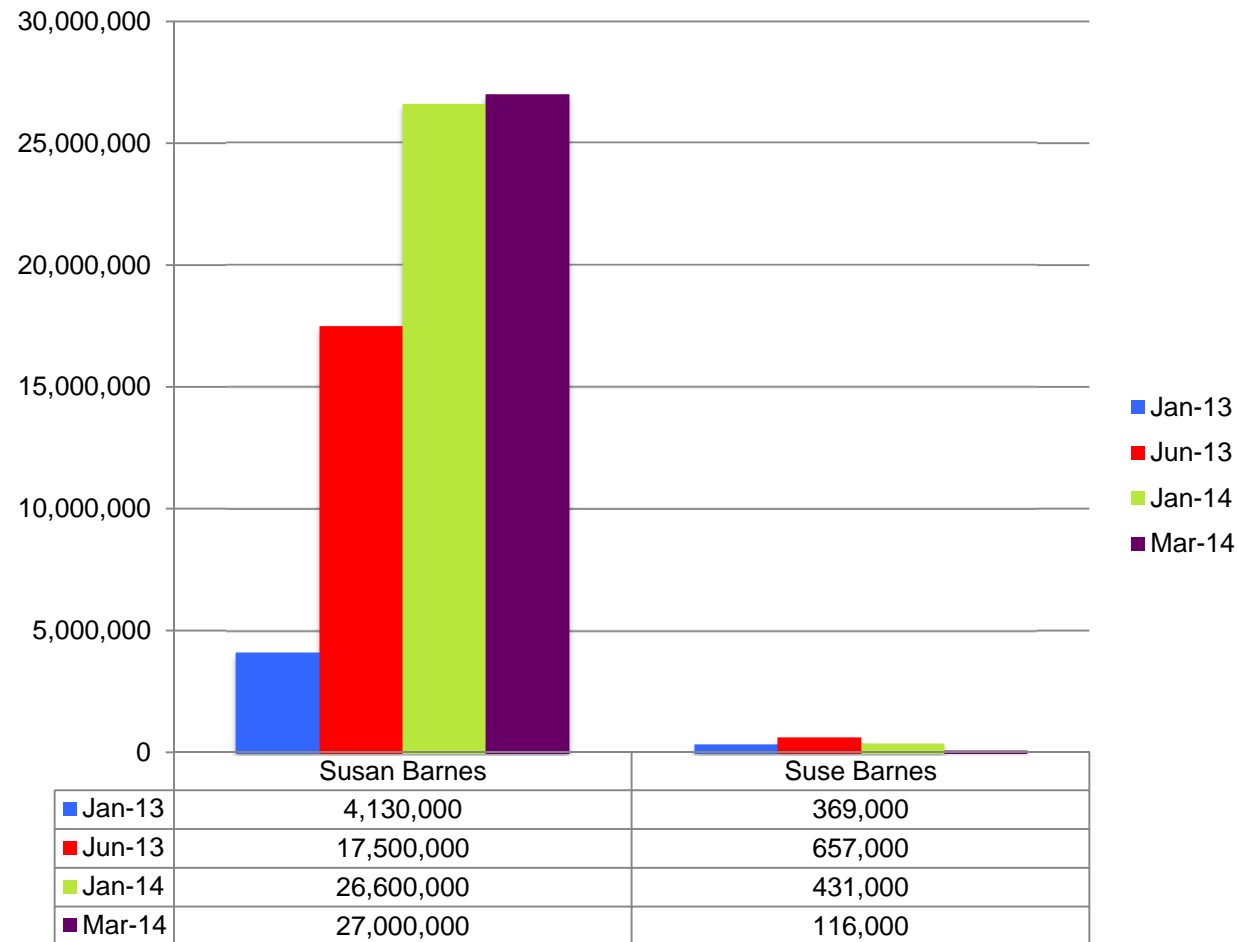
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Search Results: Who is winning?



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How did we get here?

How did we get here?



19



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Let's do some marketing

- Television
- Radio
- Print
- Billboards
- Public Relations
- Advertising
- Trade Shows



21



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Broadcast on mass



22



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Who wants control?



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What is the web today?



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10 years ago


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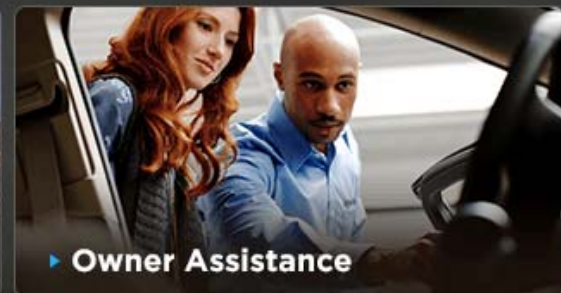
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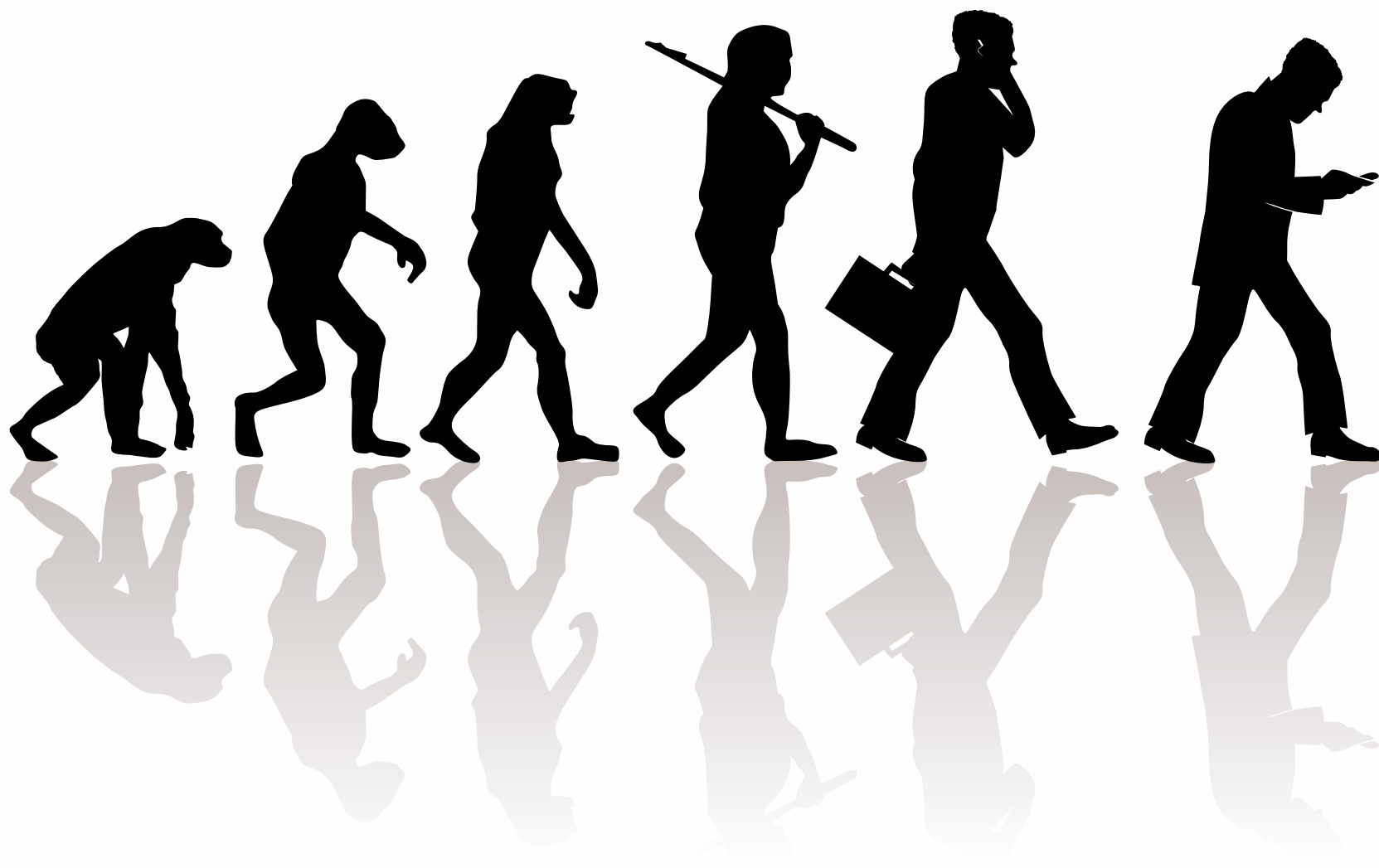
▶ Our Company



▶ Owner Assistance



FOLLOW GM     



SOCIAL MEDIA IS LIVING

NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

@equalman 



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Show of hands

Are you on:
Facebook?
Twitter?
LinkedIn?
YouTube/Vimeo?
Vine?
Google+?
Instagram?
Pinterest?
Are your kids on Snapchat?
Do you know what a hashtag is?
Other networks?





Social Media is NOT about Me

Social Media

Yes, it's **Social**, but is it Me dia
...social my day, social me day?
Me Me ME, my my my
Look at me, I'm awesome!
"Look ma, no hands!"
Me dia → My IDEA

[**Especially in Business**]
Social Media is **Not** About "Me"

33



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“Putting customers and consumers first”

“This agreement will ensure vehicle owners will have competitive and quality choices in their repairs while strengthening the auto repair industry nationwide. This agreement illustrates what can happen when organizations focus on **putting customers and consumers first...**”

- Ray Pohlman, President of CARE



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The Funnel has Reversed

We (consumers) have a voice.

I.e. **Your customers have something to say**
and people are **listening** to each other



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Not so new “New” Media

1. Is Social Media a Waste of Time?



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Do you watch TV?



Do you read magazines?



Do you attend cocktail parties or mixers?



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1. Is Social Media a Waste of Time?



@equalman “When I’m asked about the ROI of Social Media sometimes an appropriate response is... What’s the ROI of your phone?”



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Is email a waste of time?



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Is communication a waste of time?



Not so new New Media

1. Seek first to understand and then only to be understood.
2. Remember the purpose of the channel and why people are using it before attempting to use it for advertising.
3. Social networks are places for communicating, sharing, entertaining, giving and learning.
4. Social media is digital media, which means it is measurable – much more so than traditional media. Find what works and repeat it.



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2. How do I use social media channels properly?



Remember

A is for Audience



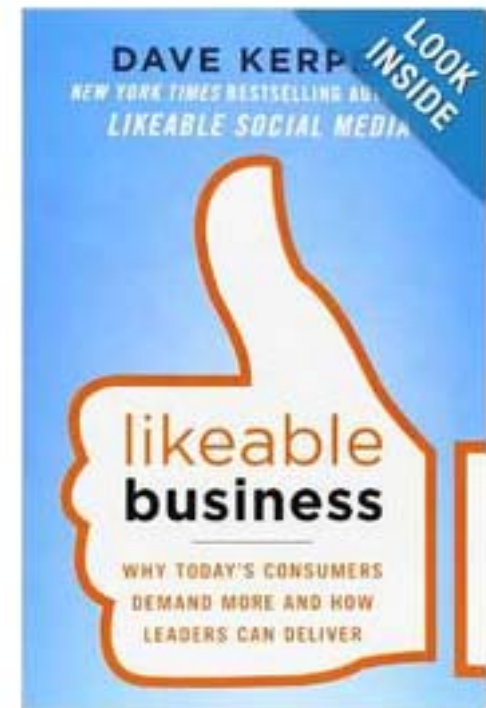
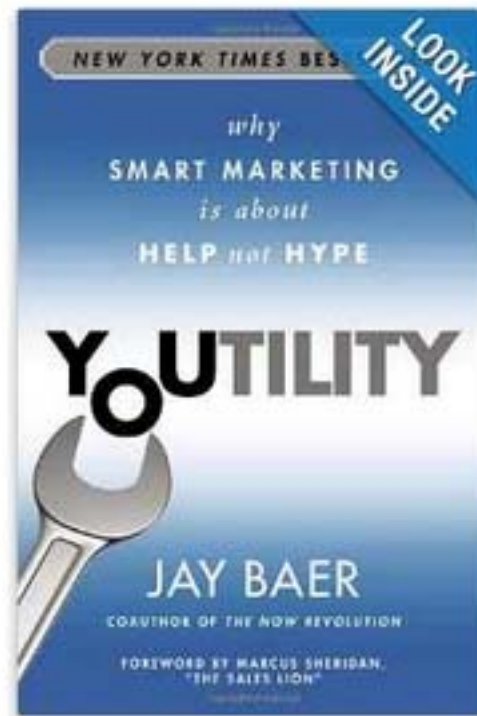
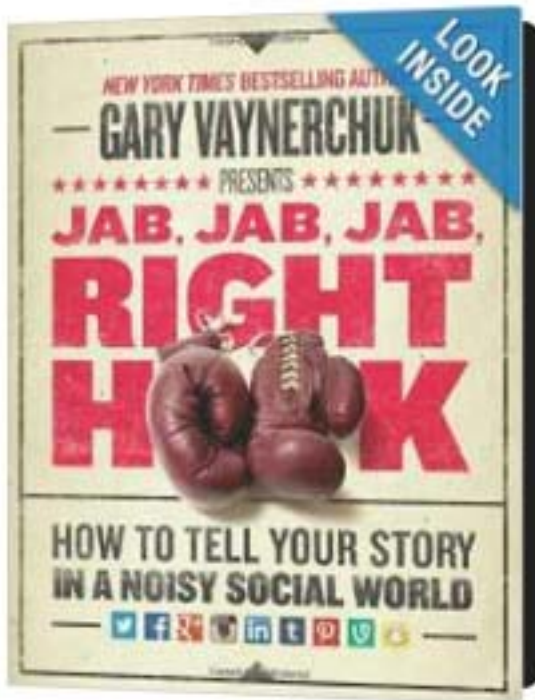


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Remember



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Remember

1. Give, Give, Give and then ask
2. Be a Youtilty: **Help** don't sell
3. Be Likeable
4. Think: **WIIFT?** (What's In It For Them?)
5. It's not about you, it's about **YOUR CUSTOMER**
6. Think relationship building



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Dorothée Lefering @DoroLef · Mar 26

I am off to [#Prague](#) for a few days. Which place shall I visit first? And what about great [#coffee](#) places and a [#foodie](#) heavens? [#ttot](#)

Exp ↩ Reply ↻ Retweet ★ Favorite ≡ Buffer ... More Assign To 📧 HootSuite



Hilton Suggests @HiltonSuggests · Mar 27

Hi @DoroLef, welcome in [#Prague](#). I could recommend some foodie heavens, if you like? Let me know if you are still interested. ^MK

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Hi @HiltonSuggests Thank you, sounds excellent. You live in Prague? Where do you get amazing coffee in [#Prague](#)?

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Hilton Suggests @HiltonSuggests · Mar 27

Hi @DoroLef, Yes, I live in [#Prague](#) and I would recon to try [#coffee](#) at Café Louvre(since 1902). Coffee and cakes are simply delicious. ^MK

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@HiltonSuggests Thank you so much, sounds like my place to have coffee in [#Prague](#)

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Hilton Suggests @HiltonSuggests · Mar 28

Hi @DoroLef, glad to hear..Thank you.. Enjoy sunny [#Prague](#). Let me know if I can help with more suggestions, what to do in Prague. ^MK

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6:32 AM - 28 Mar 2014 · Details



It's not a sprint...



It's a marathon

“Failing to plan is planning to fail.”
- Winston Churchill



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1. Define the goal (and make it SMART)

- What is the goal? Be Specific.
- Is it measurable?
- Is it attainable?
- Is it relevant?
- When will you achieve it? Make it timebound.
- How long will it take to accomplish?
- What will success look like?
- How will you measure that success?



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2. SWOT

- What are your Strengths, Weaknesses, Opportunities and Threats?
- Who is your competition?
- What is the competition doing to accomplish their goals?
- What can you learn from competitors?
- Hint: Are you doing lots of LISTENING?



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Remember
what
relationships
are
made
of?

Your Social Media Plan

LOVE

Listen

Offer

Visit

Engage



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3. Create a plan

1. Think **LOVE**
2. Ask yourself the **ABCD** questions:
 - A. Who is your **A**udience?
 - B. What is the **B**usiness **B**enefit of the relationship?
 - C. What is your **C**ontent plan?
 - D. What **D**istribution channels will you use?



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Next Steps

- Figure out who you are
- Create who you want your brand to be
- Start sharing and posting on related topics
- Be a kid, have fun and make friends
- Participate in the conversation
- Think cocktail party!
- Be real, be human, be YOU!



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How Do You Spell LOVE?



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How Do You Spell LOVE?



63



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6. Why does a low cost channel,
cost us a lot of money?



6. Why does a low cost channel, cost us a lot of money?

1. You have no strategy
2. You're reacting instead of responding
3. Social media takes time
4. You hired an intern
5. You don't understand the medium
6. You're trying to use social media as a broadcast medium
7. You're thinking you'll see the ROI instantly



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Your Social Media Plan

LISTEN (You'll need some listening tools: SocialMention.com, Google Alerts, Radian6 (SalesForceMarketingCloud?)

to everything that is being said about your product/service and industry -> **RESEARCH** (who is your friend?)

Your market, Your Competition, Potential Partners, Current Trends, Customers (Existing and Potential)

Participate in conversation with questions, comments, likes, follows etc. (Participation is marketing)

OFFER

Share what interests your community (Content, Content, Content)

Create good content, content worth sharing (Content, Content, Content)

Value and **ENTERTAINMENT** (Content, Content, Content)

VISIT

Build your network so you have people to talk **with** and connect with

Grow through learning about others and understanding what they like

ENGAGE

Nurture your community members, show that you care, because you do

You want the answer to be "YES!" What would that take? (Content and Frequency)

66



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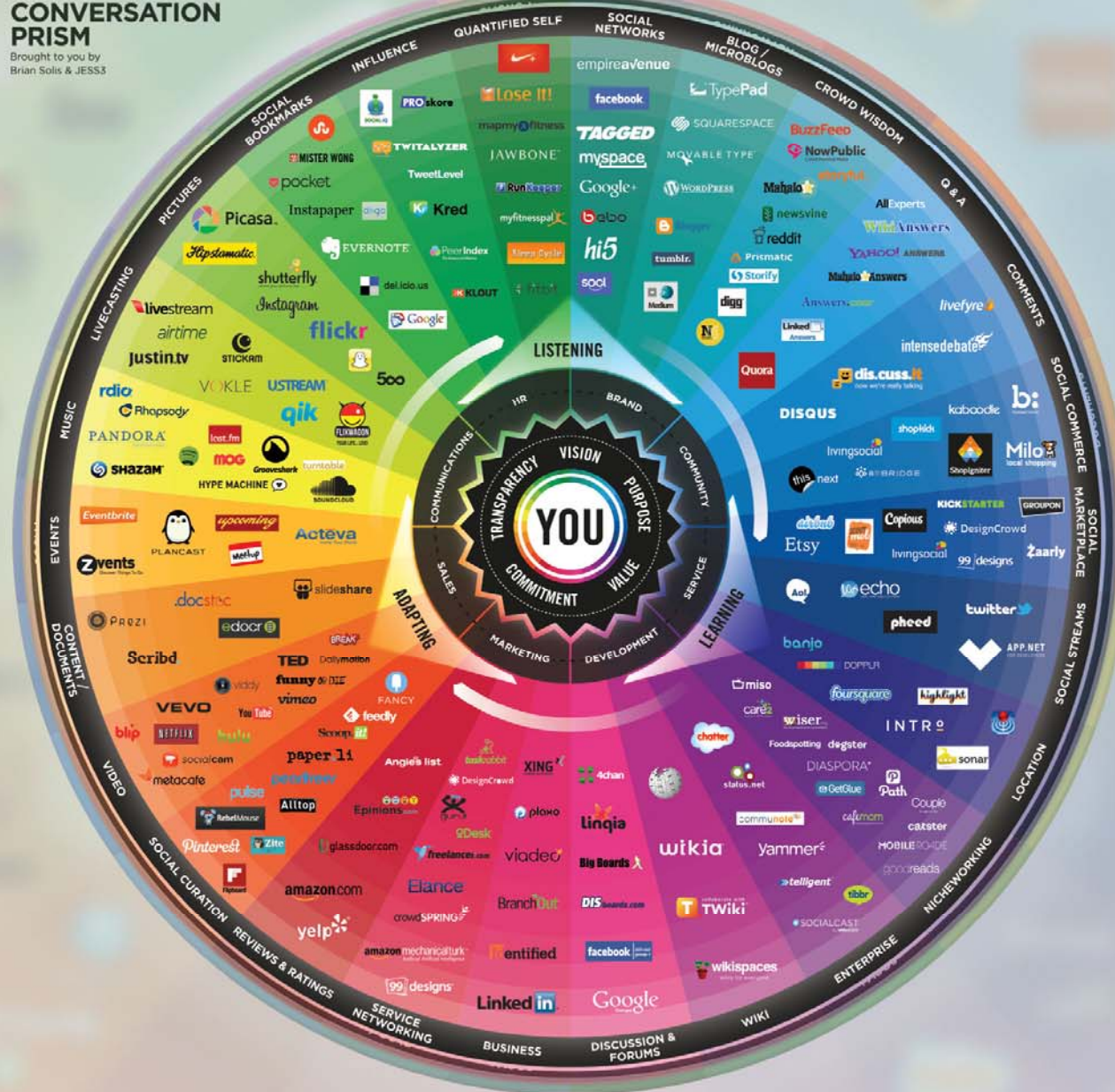
Source: <http://www.hrmarketer.com/web/infographic-content-marketing-game/>



What do you post?



Brought to you by
Brian Solis & JESS3



**“You can’t buy attention anymore.
Having a huge budget doesn’t mean anything in
social media...**

The old media paradigm was **PAY to **PLAY**.
Now you get back what you authentically put in.
You’ve got to be willing to **PLAY** to **PLAY**.”**

- Alex Bogusky, Co-Chairman, CP&B 🍌

Being social means conversation

- Ask and answer questions
- Share anecdotes
- Be responsive
- Provide useful information
- Share Humor
- Photos
- Video



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HunterEngCo

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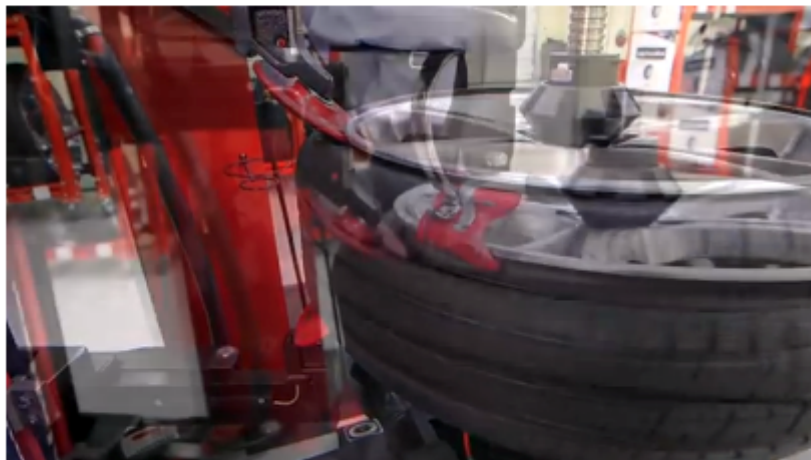
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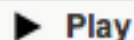
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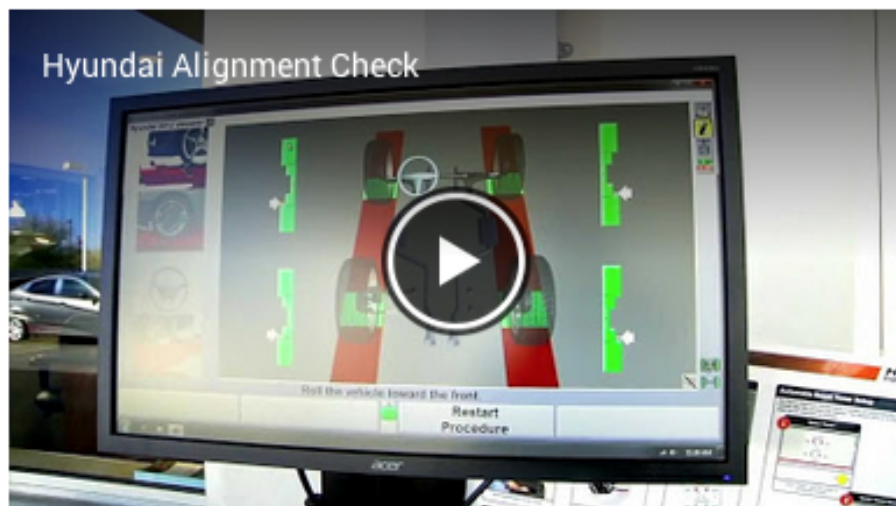
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#Hyundai

Great video from Hyundai of Tempe!

Hyundai Alignment Check



+1



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Great article involving our friends over at Cromwell Automotive!

http://articles.courant.com/2014-01-24/community/hcrs-84430-cromwell-20140116_1_local-business-owners-popper-consignment

Build your following on Google+

Create new page



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#Carlsbad

In the Carlsbad, California area? Toyota Carlsbad offers complimentary Hunter Alignment Checks!

<http://www.toyotacarlsbadnews.com/Articles/complimentary-hunter-wheel-alignment1>



Complimentary Hunter Wheel Alignment

toyotacarlsbadnews.com

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Add a comment...



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Nice video from our friends over at Import Auto Inc!
Keep up the GREAT work!

Social + Media = We are the media

- Listening
- Sharing
- Participating
- Voting
- Communicating
- Connecting
- Collaborating
- PINNING!!!!
- Posting



What is “talking about this”?

People Talking About This is the number of unique users who have created a “story” about a page in a seven-day period. On Facebook, stories are items that display in News Feed. Users create stories when they:

- like a page
- post on the page wall
- like a post
- comment on a post
- share a post
- answer a question
- RSVP to a page’s event
- mention the page in a post
- tag the page in a photo
- check in at a place
- share a check-in deal
- like a check-in deal
- write a recommendation

For AJ Bombers, of 11, 550 likes, 1,164 (or about 10%) were talking about the brand/page or a post on the page on Facebook within the last 7 days.

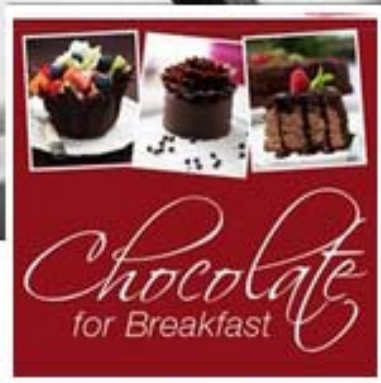
Source: <http://www.insidefacebook.com/2012/01/10/people-talking-about-this-defined/>

77



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Chocolate for Breakfast

11,036 likes · 7,278 talking about this

✓ Liked

Message



Food/Beverages

CHOCOLATE for BREAKFAST ... where
pleasure meets permission
www.chocolateforbreakfast.com

About



Photos



Chocolate Lover's ...



Join My Inner Circle



Shop

2

78



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What is “talking about this”?



7,278 were talking about this out of 11,036 likes.
= 66% → Very High Engagement

79

How to reach engagement success

- ✓ Social media marketing is like DATING.
- ✓ Learn everything you can about your your crush.
- ✓ Preparedness and deep understanding gets the "Yes."
- ✓ Be highly responsive, compassionate and polite.
- ✓ Listen attentively. Let the other person speak. Listen more. Learn what works and practice it.
- ✓ Offer value. Entertain, impress, inspire.

80



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10 Instant Turn-Ons (That Work for Both Sexes)

by Chiara Atik on May 07, 2012



#instantturnons was trending on Twitter over the weekend, which gave us the idea to compile a list of 10 instant turn-ons. (Brainstorming turnons? Highly recommended Monday morning activity, by the way.)

1. Foreign Accent
2. Confidence
3. Talent (of ANY kind)
4. Food – be a good cook
5. Intelligence
- ...
10. Smiling

Source: <http://www.howaboutwe.com/date-report/10-instant-turn-ons-that-work-for-both-sexes/>

Get to Know Your Audience

Do you want a relationship...
or a one-night stand?



3. What are the biggest mistakes being made?

1. Zero strategy
2. Talking about yourself
3. Thinking of social media like a website
4. Letting an intern do all your communications
5. Not monitoring for opportunities
6. Expecting instant return
7. Not having a crisis plan in place



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"Facebook is not for B2B"

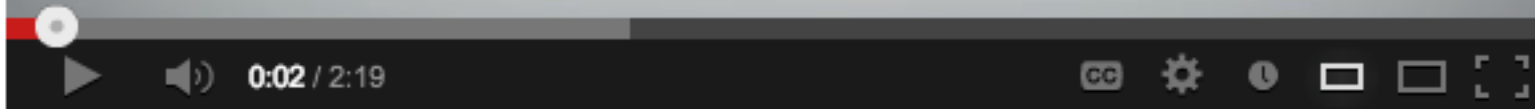


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Maersk Group Social Media Case

2011-2012



http://www.youtube.com/watch?v=_kY1T2rTCzg

OUR
ARTICLES

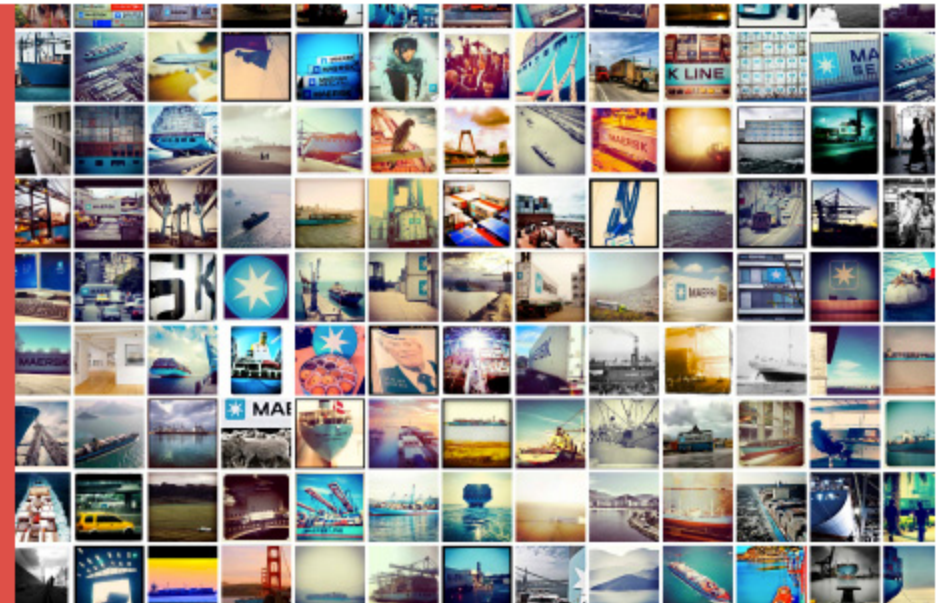
YOUR
IDEAS

WHY SOCIAL
MEDIA?

Welcome to Maersk Line Social

Why should a container shipping
company be on social media?

READ MORE



> Latest Article

<http://maersklinesocial.com>

Captains of the #TripleE: Blogging from the challenge of a lifetime

Nina Marie Skyum-Nielsen Global Community Manager | 10/07/2013 | 0 Comments

 42  21  50  14  4 

Tweets





Adrian

10h

@Ade_scfc_t

Happy 100th birthday to Mr Maersk
Mc- Kinney Møller. RIP.

↻ Retweeted by Maersk Line



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From

<http://maersklinesocial.com/why-social-media>

What's more important, social or media?

One thing we've been very conscious about right from the beginning is the widespread tendency to think of social media as the sum of a number of digital platforms. And for companies to consider these platforms as ways to push their products and news to the consumers.

Social media is about communication, not marketing. It's about engaging, not pushing. And social media is definitely not just about the media side.

For a company like ours social media creates most value when it challenges the way we think and interact. In fact, social media is a mindset, a way of thinking and working together. It's based on the fact that we are social animals, and that means we can only benefit from sharing our thoughts and ideas with each other.

This leads us to the most brilliant part of social media: it doesn't discriminate. The housebound and the shy are as visible as the active and the outspoken. Even those who are not very social in real life can share their thoughts too.

Maersk Line can definitely benefit from this. Time will tell when, where and how.



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Tweets >

Following >

Followers >

Favorites >

Lists >

Tweet to Maersk Line

@MaerskLine

Photos and videos >

Who to follow · Refresh · View all

Eric Enge @stonetemple x

Kevin Hurley @iamkevinhurley x

Maersk Line @MaerskLine 25 Jun

Photo of the day: The bridge of Emma Maersk. By Jakob Wagner. pic.twitter.com/diZErHs9aJ

Promoted by Maersk Line


Hide photo Reply Retweet Favorite More Assign To




MAERSK LINE




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Advanced
71








Maersk Line
40,853 followers
Follow

Home
Products & Services
Insights



Recent Updates







Captains of the #TripleE: Blogging from the challenge of a lifetime


maersklinesocial.com • When Maersk Line's first Triple-E vessel, the Mærsk Mc-Kinney Møller, embarks on her very first journey from Asia to Europe and back again, Danish captains Niels Vestergaard Pedersen (far right) and Jes Meinertz (next to Niels) will take the helm...


Like (34) • Comment (4) • Share • 1 day ago



Tomasz Ogrodzki, Geir Eidsmo and 32 others like this

How You're Connected


2nd


2nd



2nd


2nd

5 second-degree connections
8,691 Employees on LinkedIn

[See all](#)


Careers



Interested in Maersk Line?
1 job posted

[See job](#)

Products And Services



Refrigerated transport – unrivaled expertise in reefer shipping
Maersk Line began transporting



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Maersk Line Case Study

Challenge: Understand social media marketing

Strategy: “get closer to customers”

Tactics: Leverage organic community on various platforms emphasizing 4 areas of focus: communications, customer service, sales, internal usage

Results: ROI = 1500%



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join us!

American Red Cross
@RedCross



Ryan found two more 4 bottle
packs of Dogfish Head's Midas
Touch beer.... when we drink we
do it right [#gettngslizzerd](#)

HootSuite • 2/15/11 11:24 PM



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91



@riaglo

Gloria Huang

Rogue tweet frm @RedCross due to my inability to use hootsuite... I wasn't actually #gettingslizzard but just excited! #nowembarassing

2 hours ago via HootSuite ☆ Favorite ↗ Retweet ↩ Reply



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We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

57 minutes ago via [ÜberTwitter](#) ☆ [Favorite](#) □ [Retweet](#) ↻ [Reply](#)

Retweeted by [stefsealy](#) and 51 others



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4. How do you build a brand using social media?

1. Know your audience
2. Have a plan
3. Be consistent
4. Respond in real time
5. Be relevant
6. Reflect and refine
7. Remember that social media is about relationship building



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5. How do create effective messages?

1. Do your research
2. Test different marketing creative
(it's easier than ever with digital media)
3. Know your audience
4. Have a plan
5. Measure what works and do more of it



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7. Can we turn low cost inquiries into high value sales leads?



[Home](#) | [Pool 101](#) | [Why River?](#) | [Pool Shapes](#) | [Gallery](#) | [Testimonials](#) | [Blog!](#) | [Contact](#)

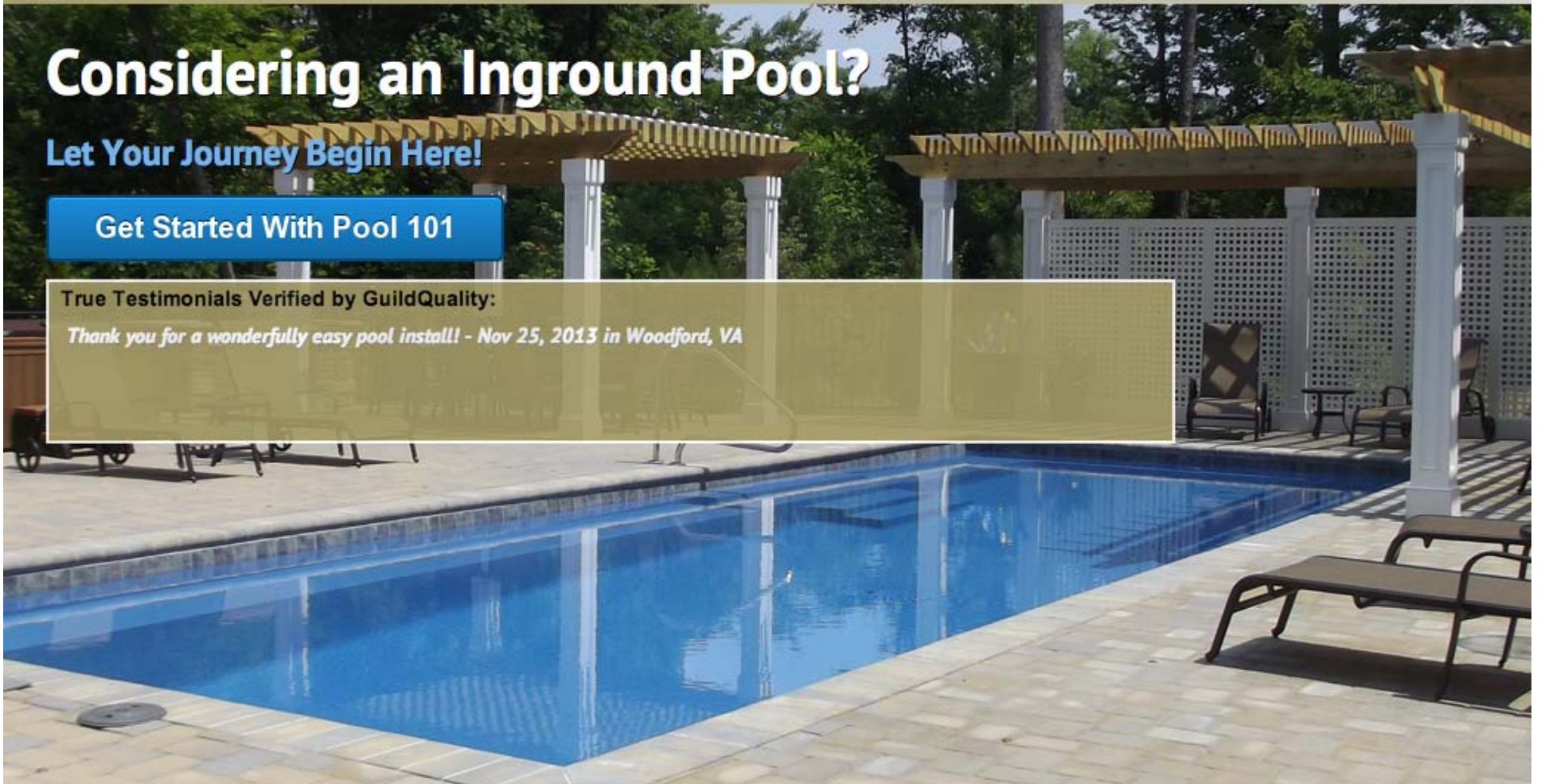
Considering an Inground Pool?

Let Your Journey Begin Here!

Get Started With Pool 101

True Testimonials Verified by GuildQuality:

Thank you for a wonderfully easy pool install! - Nov 25, 2013 in Woodford, VA



8. How do you monitor and measure the effectiveness of social media?

1. (Just like in your industry,) there are many tools
2. Free and paid tools
3. Tools for monitoring
4. Tools for measuring
5. Tools for maximizing efficiency
6. Tools for self-improvement



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Monitoring Tools

1. Mention.net
2. Socialmention.com
3. Google Alerts
4. SalesforceMarketingCloud.com
5. Sprinkler
6. Hootsuite
7. Meltwater
8. Sysomos
9. Cision



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Measuring Tools

1. Google Analytics
2. Facebook Insights
3. Twitter Analytics (if you advertise)
4. SimplyMeasured.com



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Efficiency Tools

1. Automation
2. Scheduling
3. Inspiration



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Self-Improvement Tools



EXPLORE OUR SOLUTIONS

Recommendations:

- Respond to your fans questions and comments more quickly.
- Create more engaging posts.
- Review the length of your posts.
- Use more Call to Actions (e.g., like and share) in your posts.
- Publish posts more often.



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Auto Alliance shared Consumer Guide Automotive's photo.
March 24

We have no idea. Anybody have a clue what this is?

Identify this vehicle:



Like · Comment · Share · Assign To

606 people like this.

Top Comments ▾



Write a comment...



Michael R. Frauendorf looks like early 70's dodge van

Like · Reply · 113 · March 24 at 2:03pm

3 Replies



David Andrew Petty 1970-1979 dodge van or rv

Like · Reply · 68 · March 24 at 2:08pm

View more comments

2 of 1,880

606 people like this.
1,880 comments



Auto Alliance

Retweet rank: 256,015 - approx 95.76 percentile



[What's this?](#)

FOLLOWERS:

6,213

FOLLOWING:

699

LISTED:

131

LOCATION: Washington, DC

WEB: <http://t.co/kQ9yWDhIBI>

BIO: The voice for a united auto industry.

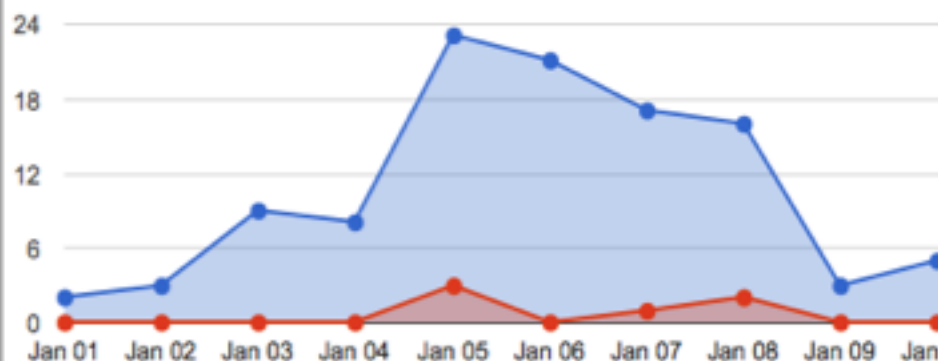
Get Your Dashboard

Sign in to track number of retweets, tweets and see more stats ...

 Sign in with **twitter**

We will not tweet on your behalf.

[Last 24 hours](#) | [Daily Retweets](#) | [Tweets](#) | [Retweets vs Tweets](#) | [Rank History](#)





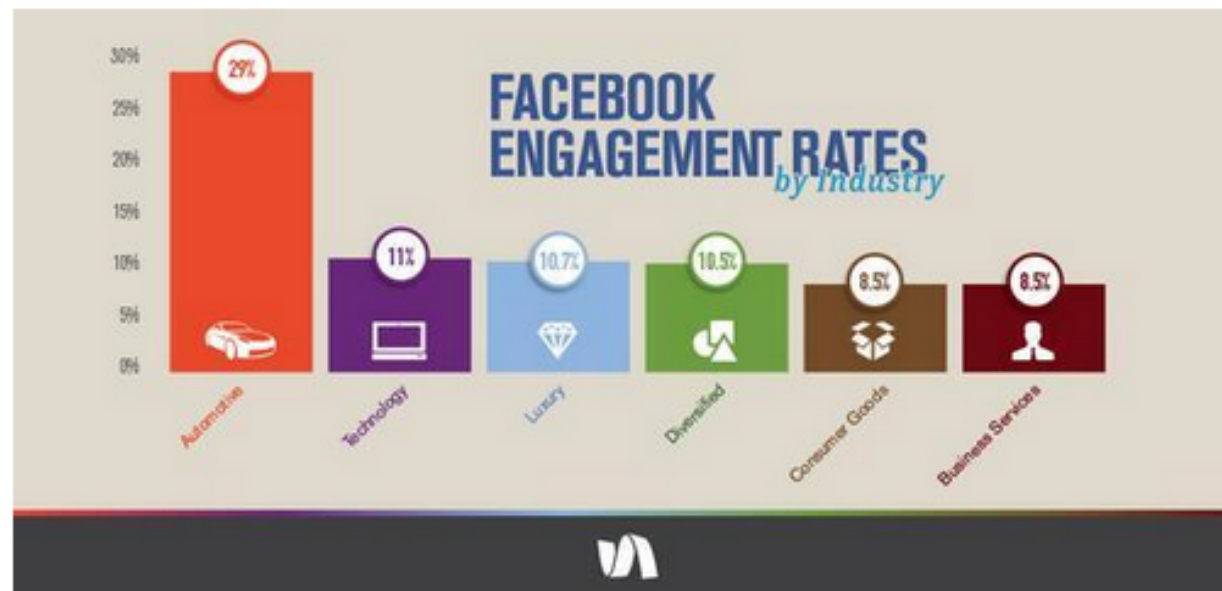
Simply Measured ✓
@simplymeasured



Following

On Facebook, no one's more engaged than the automotive industry. Check out how their engagement rate compares:
pic.twitter.com/ULPINmsXtu

Reply Retweet Favorite Buffer More Assign To HootSuite



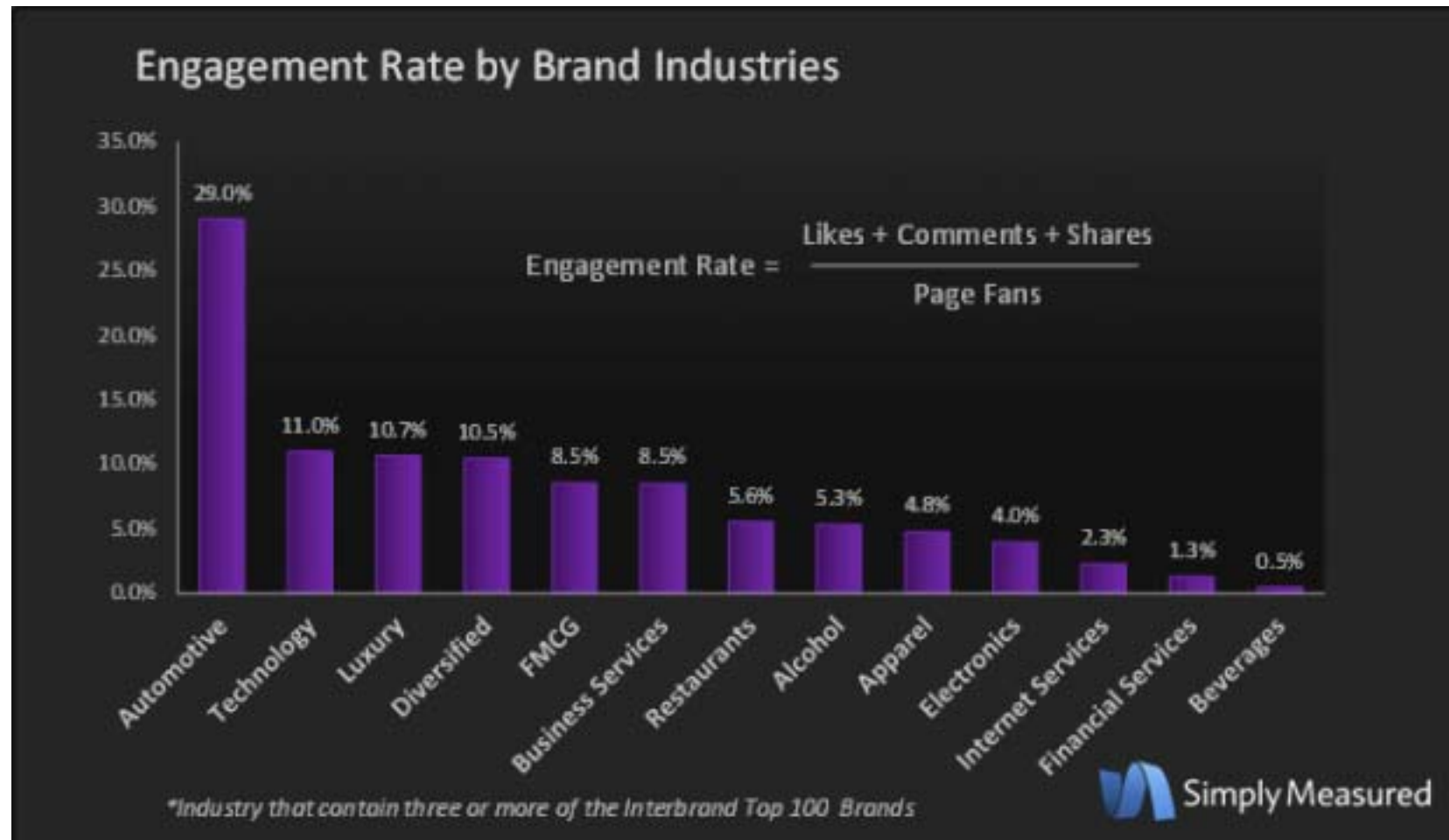
RETWEETS
34

FAVORITES
18



12:11 PM - 28 Mar 2014

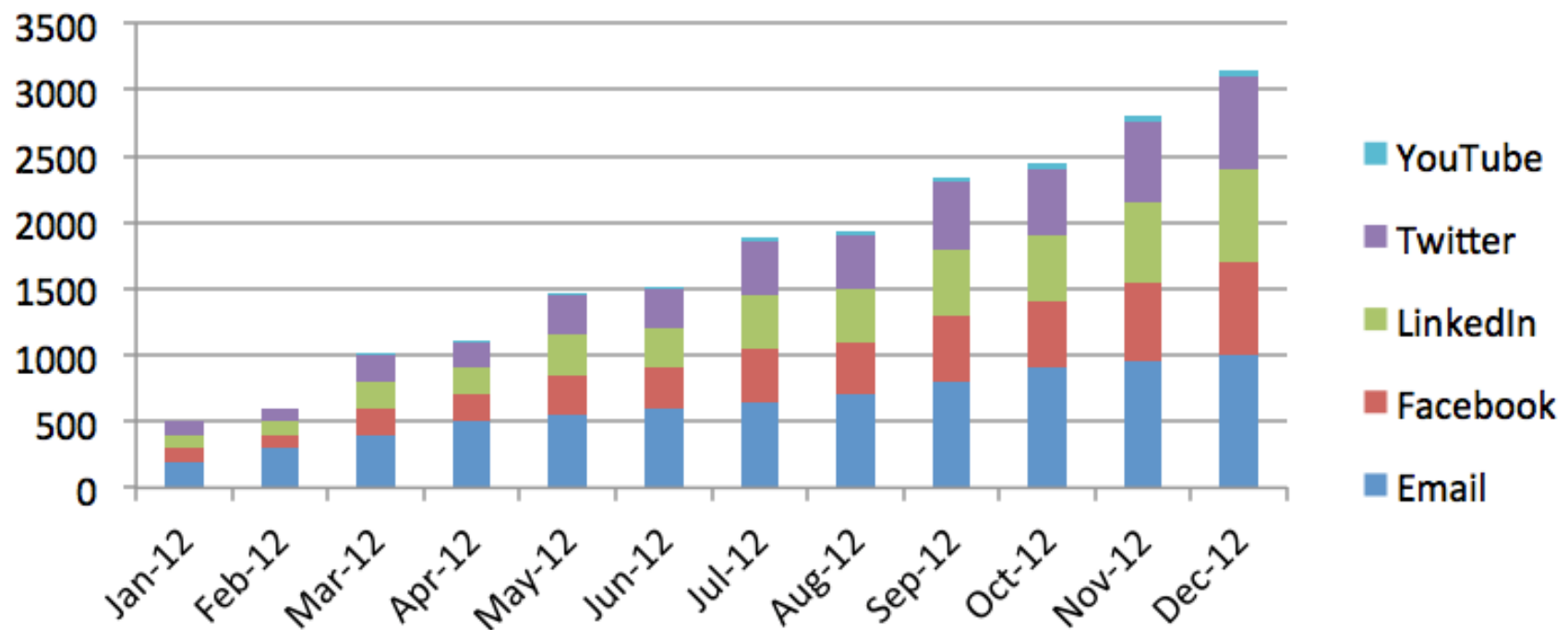
Flag media



Source: <http://cdn.simplymeasured.com/wp-content/uploads/2013/08/SimplyMeasured-Facebook-Study-July-2013.pdf>

Chart Area

Marketing Reach by Channel



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Think first, then plan

- What are you marketing?
- Which social networks will be on and why?

Remember your audience.
Fish where the fish are.

- How will you engage with your community?
- What is your strategy including
 - Frequency
 - Voice
 - Measurement



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107

You are in the media business

What is RedBull?

REDBULL.US

RED BULL TV

ATHLETES

EVENTS

PRODUCTS & COMPANY

SHOP



Adventure

Bike

eSports

Motorsports

Music

More ▾



A - Z

HOT TOPICS

3 Days of Bikinis, Boats and Bass

Watch the Fastest Sport on Ice

Shredding Ski Slopes in a Truck

Watch Red Bull Crashed Ice Quebec Tonight!

Tune into FOX Sports 1 tonight at 6:30pm ET/3:30pm PT to see who is crowned the 2014 champ. By Carter Jung on 31 March 2014

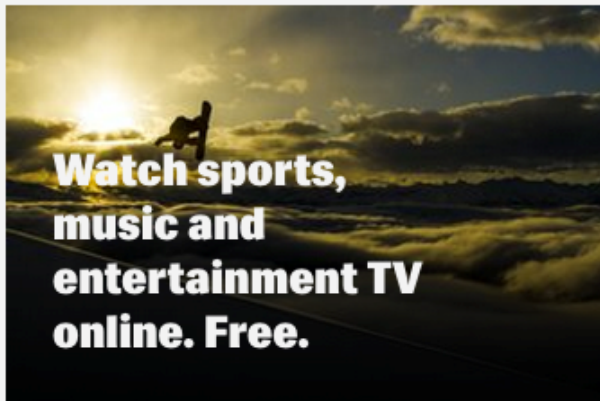
© Predrag Vuckovic/Red Bull Content Pool



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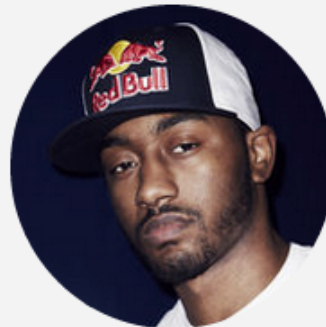


What is RedBull?



Shows and Live Events

Take the best seats at spectacular sporting and culture experiences worldwide all without having to leave your location or put down your mobile phone.



“

**The point guard at the
pinnacle of his game**

[Get to know John Wall >](#)



Connect with Red Bull



f Like 43m



t Follow 1.39M



g+ 3.5M



p Pinterest

Red Bull.COM

Follow Red Bull



i.e.

You are in the media business.



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But isn't it going to take up all of my
precious time?

9. How do I use LinkedIn effectively?



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9. How do I use LinkedIn effectively?



Connie Howard commented on:



Fraser Thomson What is the first word you see?

Eye test

Q	D	E	G	H	M	H	Z	P	C
V	L	T	E	A	M	D	Y	X	O
S	P	B	V	N	O	I	T	C	A
V	Y	W	F	U	N	S	P	D	C
T	H	S	H	W	E	A	L	T	H
I	B	L	T	J	Y	O	U	G	F
M	J	O	Y	E	H	S	C	N	G

Comment the first word you see.

Like (2,619) · Comment (37,345) · Share · 13d ago

👍 Mohamed Nour Ben, Elzbieta Skorupka-Grzebisz and 2,617 others

💬 Show previous comments



Amitabh Kumar Srivastava To be very honest WEALTH

16m ago



Paul Einarsson Coach

13m ago



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PREMIUM



Search for people, jobs, companies, and more...



Suse Barnes



Digital Marketing Consultant | Social Media Marketing
Professor | Instructor | Speaker | SEO | SEM | Web
Marketing

San Francisco Bay Area | Marketing and Advertising

Current	University of San Francisco, SF State University Social Media Marketing Program, Susby Internet Strategy
Previous	iArchitects, Communications West
Education	Climate Reality Leadership Corps

Edit Profile



500+
connections



www.linkedin.com/in/susanbarnes/



Contact Info



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Suse, take control of how you appear in public search results.



Suse Barnes



Digital Marketing Consultant | Social Media Marketing
Professor | Instructor | Speaker | SEO | SEM | Web
Marketing

San Francisco Bay Area | Marketing and Advertising

Current **Adjunct Professor at University of San Francisco**
**Instructor and Program Advisor at SF State University Social
Media Marketing Program**
President at Susby Internet Strategy
[see all](#)

Recommendations **22** people have recommended Suse

Connections **500+** connections

Suse Barnes' Summary

Susby Internet Solutions is a consulting firm specializing in search, social media and web marketing. Susan Barnes is a hands-on strategist and practitioner bringing her passion for teaching into consulting to inspire clients to implement tactics.

At iArchitects as Vice President, Susan's roles included Project Manager, Designer, Front-end Developer (in HTML, Flash, ColdFusion and PHP), Strategist, SEO, SEM, Consultant, Support Specialist and Account Executive.

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- ☐ Make my public profile visible to **no one**
☒ Make my public profile visible to **everyone**

- ☒ Basics
Name, industry, location, number of recommendations
- ☒ Picture
- ☒ Headline
- ☒ Summary
 - ☒ Specialties
- ☒ Current Positions
 - ☐ Show details
- ☐ Past Positions
- ☒ Projects
- ☐ Languages
- ☒ Skills
- ☐ Education
- ☒ Additional Information
 - ☐ Websites
 - ☒ Interests
 - ☐ Groups
 - ☒ Honors and Awards
- ☐ Interested In...



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9. How do I use LinkedIn effectively?

Your public profile URL

Your current URL
www.linkedin.com/in/susanbarnes
[Customize your public profile URL](#) • [View your public profile](#)

Profile Badges
Create a [profile badge](#) to promote your profile like this:

[View my profile on **LinkedIn**](#)



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Who's Viewed Your Profile

9 Your profile has been viewed by 9 people in the past 7 days.

14 You have shown up in search results 14 times in the past 7 days.

Who's Viewed Your Updates

“ Momtrepreneur
who understands
her... 4d ago



47
Views

[Share something new](#) ▶

Your LinkedIn Network

721 **Connections** link you to 12,697,362+ professionals

37,012 **New people** in your Network since March 30

9. How do I use LinkedIn effectively?

Personal:

1. Optimize Your profile – include keywords
2. Edit your LinkedIn URL
3. Add all work experience
4. Give endorsements
5. Recommend others
6. Join relevant groups and participate when appropriate
7. Start a group and moderate it
8. Connect only with people you know or see potential value in connecting with



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9. How do I use LinkedIn effectively?

Business:

1. Optimize Your Business Page – include keywords
2. Update status - news
3. Be useful
4. Start a group and moderate/manage it



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[Are You SF State Alumni? - See If You're Eligible For Inclusion In Bristol Who's Who. Apply Now!](#)

CAR-O-LINER™

Car-O-Liner AB

119 followers

Follow

Home

Products & Services



Car-O-Liner™ is a global provider of high-quality, technologically-advanced collision repair equipment to the automotive aftermarket. For more than thirty five years, we have supplied the industry... [see more](#)

Recent Updates

Car-O-Liner AB Car-O-Liner Expands Equipment Offering Included in Ford Motor Company's 2015 F-150 Collision Repair Program. To complement the already-approved production-grade CMI3000II MIG/MAG Pulse Welder, two additional welders have been added to the collision... [more](#)

PointX - Fast and Accurate Diagnostic Measuring



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How You're Connected



22 Employees on LinkedIn

[See all](#)

Car-O-Liner AB Showcase Page

Car-O-Liner AB
 Automotive
 1001-5000 employees

Technically advanced...
 1 follower
[+ Follow](#)




Be Different, Be Remarkable

People

Peter Kuperman ^{3rd}

Managing Member at QED Benchmark
San Francisco Bay Area | Investment Management



Current	<ul style="list-style-type: none">• Owner at QED Benchmark Mgmt• Managing Member at QED Benchmark
Past	<ul style="list-style-type: none">• Database Analyst, Center for Energy & Environmental Policy Research at MIT
Education	<ul style="list-style-type: none">• University of Pennsylvania
Connections	232 connections
Websites	<ul style="list-style-type: none">• My Portfolio• My Company
Public Profile	http://www.linkedin.com/in/peterkuperman


Experience

Owner
QED Benchmark Mgmt


Peter Kuperman's Gallery Home - Mozilla Firefox

Peter Kuperman's Chef by Night Dinner Parties

Gallery Home



« prev 1 2 3 next »



Kevin Surace, President & CEO, Serious Materials



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Peter Kuperman's *Chef by Night Dinner Parties*

ALBUM NAVIGATION

« prev next »

[Gallery Home](#) | Kevin Surace, President & CEO, Serious Materials






















Group shot



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10. What is the future of social media and social engagement?

RANK	SITE	MONTHLY PEOPLE	DIRECTLY MEASURED
1	 google.com	204,965,536	
2	 youtube.com	196,866,416	
3	 facebook.com	144,807,824	
4	 msn.com	117,895,040	
5	 yahoo.com	102,984,304	
6	 twitter.com	95,173,360	
7	 amazon.com	82,861,584	
8	 answers.com	81,722,640	
9	 microsoft.com	80,086,568	
10	 yelp.com	73,422,664	
11	 Hidden profile	—	
12	 buzzfeed.com	67,070,512	
13	 pinterest.com	60,982,972	
14	 wordpress.com	59,404,312	
15	 wikipedia.org	55,892,176	



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Answers

Answers in Summary

1. Is social media a waste of time? No. How you use it may be.
2. How do I use social media channels properly? Understand, plan and use the right resources
3. What are the biggest social media mistakes being made right now? Talking about yourself, not valuing relationships, not understanding communication and customer service
4. How do you build your brand using social media? Think about what matters to your customers and provide information and entertainment that is of value to them
5. How do you create effective messages? Understand your audience and reach them on an emotional level
6. Why does such a low cost channel cost us a lot of money? It takes time and planning. Caring requires time. Time is money.
7. Can we turn low cost enquiries into high value sales leads? Yes, if you pay attention to what those leads want and learn what makes them convert.
8. How do you monitor and measure the effectiveness of social media? There are many tools. Start with a SMART goal and measure against it frequently.
9. How do I use LinkedIn correctly? Make sure you're using keywords, post consistently and always offer value. Help, don't sell.
10. What is the Future of social media and social engagement?
It's here to stay. It may evolve and become much more mobile, but we are witnessing the evolution of communication and big data will be much more prominent.



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Questions

Q & A

