

**THE GRUMPY OLD MANAGERS GUIDE TO...**

# **SOCIAL MEDIA MARKETING**

Generating Word-of-Mouth Using Technology

**By Rick and Nikki Carter**  
e-nova communications

We don't talk about organisations.  
We talk about the benefits they bring to people.

**Social media** is [content](#) created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a set of technologies, tools and platforms facilitating the discovery, participation and sharing of content. It is transforming monologues (one to many) into dialogues (many to many) and the democratisation of information, transforming people from content readers into publishers. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal and business. Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM).

Source: [www.wikipedia.com](http://www.wikipedia.com)

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# The Grumpy Old Manager/Father and his Colleague/Daughter

About us

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We decided to put this guide together to demonstrate simple and easy ways to use new technology to build business. In doing so we aim to provide hints, tips and tactics based on our experience and research over the past few years as well as the opinions of some the top experts in the use of Social Media.

Given we are over 30 years apart in age and are a father and daughter working together, we represent a diverse approach to Social Media.

However, this guide is not aimed at my boss (and father) because unlike so many older Managers, CEOs etc he understands the Internet and its evolving tools. He was even Facebooking, blogging and Twittering before me and has been emailing since 1986! [Nikki]

We both understand how important this evolving phenomenon is for businesses and wanted to share a simple how-to (and why-to) guide for those who are yet to embrace Social Media and Social Networking. If you think it's too hard, a waste of time or you just don't see the benefit to your business and are leaving it to others, then this guide is for you.

In doing our research, we quickly found that most people focus on the 'social' part of Social Media. They see it as the way their kids communicate with their friends or how to find out the latest news. Whether it's Twitter or Facebook, most see it as just a way to tell people what you are doing or what you are interested in.

However, Social Media/Networking tools enable you to connect with your customers/ consumers/ prospects/ staff, provide tips and advice and inform your target market. It can also help avert a crisis or simply rectify one. But more importantly, it enables others to talk about you instead of you talking about how good your company is.

It's about developing conversation and hence building the best form of advertising for you and your business - word-of-mouth.

Nikki and Rick Carter

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## ABOUT US

Rick Carter, Chief Ideas Officer



Nikki Carter, Marketing Communications Manager



## BASIC RULES

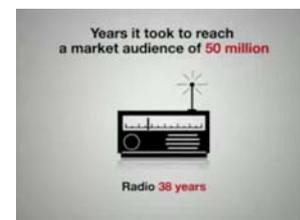
Don't ban the use of the Internet/Social Media in the office...utilise it

Use others to tell your story

Stop preaching, start actively listening, comprehending and enjoying conversations with consumers/clients

Develop a Social Media Policy for staff

## DID YOU KNOW?



(Did You Know 3.0, created by Karl Fisch and modified by Scott McLeod)

## Nielsen Online Research

2 in every 5 Australians on the Internet posted a comment about a brand each year

More than 6.5 million Australians now belong to at least one online social network

57% of consumers said that they watched online videos to help them make purchasing decisions

(Lara Sinclair, The Australian)

## Our 10 year journey to Social Media

Tatiana Grigorieva's story

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We have been an agent and friend to Olympic pole vault silver medallist Tatiana Grigorieva for over 10 years.

We realised early on that a website for Tatiana was a way for her to communicate her message directly to her fans instead of through the media. And it was a way for fans to get to know the real Tatiana. Nowadays this would be done using Twitter as Ashton Kutcher does.

Tatiana was one of the first Australian athletes to have a website and the day after her silver medal winning performance at the Sydney Olympics, the site recorded a 700% leap in traffic.

At that time, we didn't need to do much promotion of the website as there was a lot of interest in her. We did though, and were the first to promote a website address on a pole bag and on signage at events. We also had t-shirts, hats and autograph cards all promoting the website.

On her site we provided nutrition and fitness tips which lead to a column in a magazine for teenagers.

We would send out media releases and refer journalists to Tatiana's website for her quotes, providing exclusive information. We even posted an image of the man who stole Tatiana's medals. Similarly Lance Armstrong used Twitter to tell of his bike being stolen.

We also set up Tatiana's Pit Crew on her website where fans could enter their email address to receive Tatiana's E-News (a newsletter about Tatiana sent via email).

From Tatiana's website we evolved into setting up a presence on social networking sites - a Facebook Fan Page and MySpace profile. We saw this as another way for her to interact with her fans and keep them updated. When Tatiana was on *Dancing With The Stars*, Tatiana was one of the first to blog about her experiences. This led to Yahoo7 asking her to blog for their site during the Olympics.

Tatiana is not the only client that we have employed social media tactics for but our journey with her is a classic example of how communication has changed over the years and how we have been leveraging it.

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## THE EVOLUTION ON TATIANA.COM.AU

I have been the website designer and manager of [Tatiana.com.au](http://Tatiana.com.au) since the beginning. Take a look back on how the website has changed over the years,

The first layout for the site is pretty cringe worthy for me as I taught myself how to use a basic website development program FrontPage.



One of my favourite home pages I did was the magazine style (middle picture). I got to change the layout, colours and photograph regularly which was a lot of fun ... and I've always wanted to work for a magazine!



The current Tatiana site is built entirely in flash. I have kept this style for a while now but have regularly changed the imagery. When Tatiana was on *Dancing With The Stars*, for example, I changed the photograph each week to her official "Dancing" photo.



[Nikki]

# The Grumpy Old Managers Guide to Social Media

## Introduction



There are so many social media tools and networks out there that it can be confusing to know which to use

We have called this The Grumpy Old Managers Guide to Social Media Marketing not just to grab attention but also because we have come across so many Managers, CEOs and owners from a wide variety of businesses that are unaware of the benefits of Web 2.0 (see right) technology... and perhaps the Net in general.

However, you don't need to be grumpy or old or a manager to get some benefit from what we have learnt as we found our way around the technology, tools and tactics that make up this environment.

There is nothing new in what we have included here but we have aimed to make it as simple and easy as possible and show you how to gain some real business benefits from having a basic understanding of where the Internet is now and where is going.

We could have written pages and pages defining what all the various Web 2.0 tools are because there are millions.

However we focused on those that are (some listed below):

- A. Popular,
- B. Easy to use; and
- C. Highly effective in building business

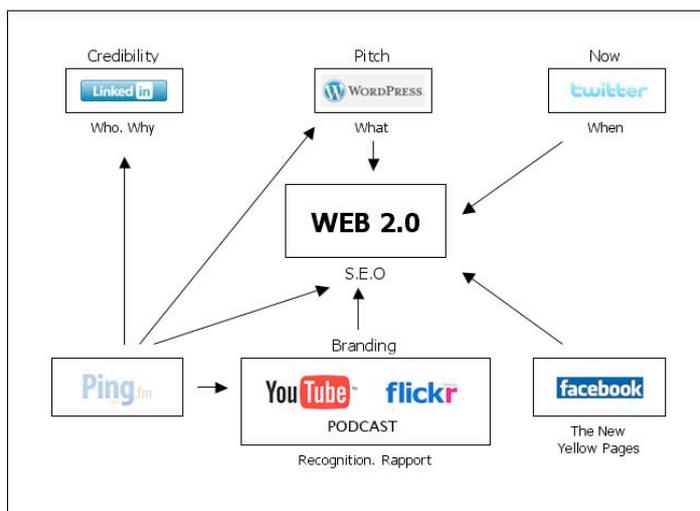
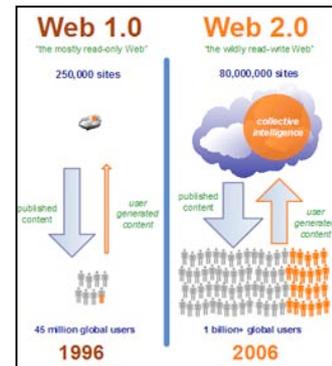


Diagram of social media

Above is our simplified version of what Social Media is and what tools and networks to use

## HISTORY OF THE WEB



### Web 1.0

The beginning of the web was all about links to pages. You would read a web page and it would contain a link to another web page that you would then click on and visit (Australian Anthill)

### Web 2.0

The current stage, Web 2.0, is a set of tools that allow people to build social and business connections, share information and collaborate ideas online (eg blogs, social networking sites and other online communities).

### DID YOU KNOW

While the increase in population in the under 50s between 2001 and 2011 will be a mere 2%. In the over 50s it will be 32%. And the 55 - 64 year olds now account for 17.6% of discretionary spending up from 13% in the 1990s. This group are also big users of the Internet.

### WEB 2.0 DIAGRAM

LinkedIn is about building your business network

Wordpress is a free platform for you to set up a blog

Twitter provides an instant connection

Ping.fm is lifestreaming and lets everyone know what you are doing

YouTube, Flickr and Podcasts facilitate your company's brand and personality

Facebook is the new Yellow Pages and where most of your consumers are





# For a while we just didn't get it either...

Social Networks



For some time we had been working on how to harness the huge potential that social networks present when we found the Gartner group confirm it had been worth the effort.

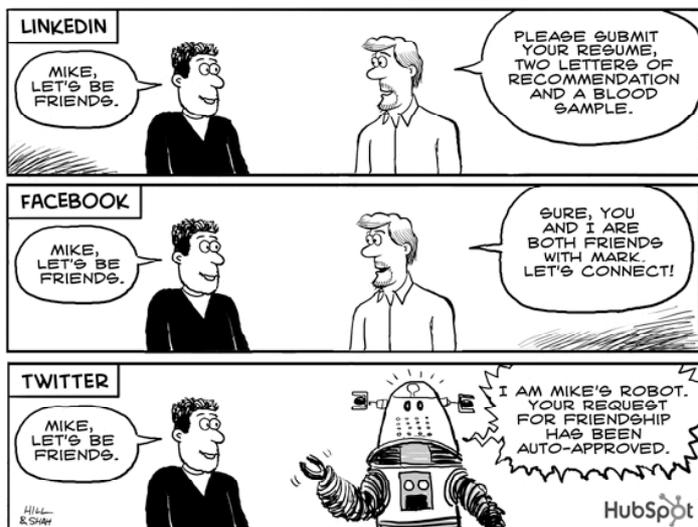
Gartner have long been the gurus of technology research and forecasting trends. Their survey proved some time ago that social networking sites, instant messaging, email, chat and file sharing were attracting significant levels of interest online.

It really does seem like there is an endless supply of social networks out there today. There is even a site where you can create your own specific network. We want to show you the ones that we have found useful, even if at first we didn't quite get it. This was particularly the case with Twitter.

We think Mark Cameron from Australian Anthill magazine says it best, "You aren't connecting with that old school friend whom you quickly realise you have little in common with and will never message again. You are connecting with people who share a common interest. You are connecting to ideas".

Here we tell you specifically about LinkedIn, Twitter and Facebook and how you can use them to quickly and effectively create business connections, customer loyalty and become a thought leader ... and have fun doing it.

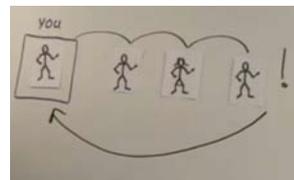
## MAKING FRIENDS IN SOCIAL MEDIA



## WHAT IS A SOCIAL NETWORK?

A social network service focuses on building online communities of people who share interests and/or activities. They provide a variety of ways for users to interact with each other and are encouraging new ways to communicate and share information. (Wikipedia)

## SOCIAL NETWORKS VIDEO



Common Craft. You Tube

## BASIC RULES

Don't have a presence on social networks if you don't plan to frequently update them

If you only use one social network for business...make it LinkedIn

## WHAT OTHERS SAY

"Social networks are now used frequently by your customers, your prospects and your competitors. Connect with people, learn their business needs and respond more simply and flexibly" Chris Brogan, Social Media Veteran

## POLL

Which social network provides the greatest business opportunities?

- LinkedIn - 50%
- Facebook - 26%
- Twitter - 21%
- Other - 3%
- MySpace - 0%

(SmartPulse)

## MAKING FRIENDS IN SOCIAL MEDIA

The cartoon to the left is a funny way to explain the differences between making "friends" on social networking sites.

With LinkedIn, you have to have some business reason for connecting.

Generally Facebook "friends" increase because connections are made with people who are friends with your friends.

Half the time with Twitter it is an automated acceptance.

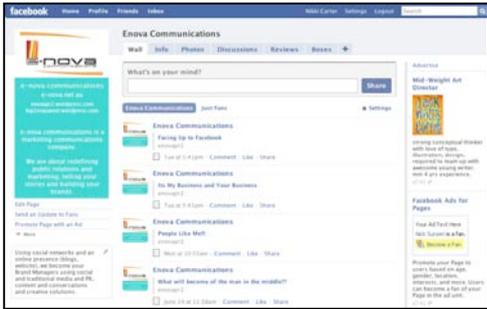












No wonder traditional advertising revenue models are being threatened with many free options that are more effective.

Generally I am a non believer in using advertising to build a

brand – it can be about just wasting money on reaching out to lots of people who are probably not interested in how creative the ad agency can be or how annoying the cheap do it yourself ad can be, and hence your product.

However given the ability to target very well and get the right information to the right people at the right time, I would encourage some use of Facebook, and other such Social Networks as an advertising medium. Interestingly in addition to Google Adwords advertising there are a number of new products, especially for Social Networks, coming into the market (eg LocalAdLink) that we will also recommend in future.

One of the most common perceptions we face is that people in business are too busy and it's not worth their time to find out what Facebook etc can do. Perhaps they should be looking at it as an opportunity to improve some efficiencies in the way they communicate with people they currently do business with or want to do business with.

So check out Facebook as an adjunct to or in fact possibly a replacement for newsletters, direct mail and the other more traditional forms of communicating in future. This seems particularly pertinent at the moment with Nielsen reporting in March 2009 that 40% of companies are cutting direct mail budgets, 35% cutting newspaper ad spending and 28% cutting out magazine spending to focus on more interactive forms of media.

Companies that have embraced Facebook and the like find they are communicating more often with vendors, clients, prospects, colleagues and people in general. This is helping them understand market needs, build trust and develop stronger business links.

Why not get started – join up its free.

Give it a go it may well be worth the effort.

## MORE BASICS

Connect and converse with existing and potential clients/customers

Find any existing fans, groups and events that are relevant to your business/product/service

Search existing relevant groups for mentions of your business or industry and join in the conversation

Provide useful and valuable resources such as videos, ebooks etc

Use an Application to link to your blog posts

Offer coupons or discounts to your fans and track the purchases

Add a poll to get instant feedback about you, your company, your product/service and your industry

## WHY HAVE A BUSINESS PAGE

Grow a community of advocates who can become evangelists for your business

Build an online reputation

Learn about your clients/customers

## VICTORIA'S SECRET PINK



This is a great example of how a Business Page can look. It includes video, photos and poll as well as using HTML to include lots of graphics.

## FORD MODELS



This is a great example of how you can generate Facebook fans via your existing database. Send an email to all your clients and ask them to be a fan.















## That's what I'm talking about!

*Follow Kodak and others lead*



After reading about Kodak's recent decision to drop its iconic Kodachrome range I decided to see what else they were doing.

Of interest to me was what they were doing to reinvent themselves and how, if at all, were they utilising Social Media Marketing.

And what I found was a story that summed up, in a practical manner, the message of the Grumpy Old Managers Guide.

Surely with the uptake of digital photography a company that was a world leader in providing film products to consumers was headed for the scrapheap. But in five years it has gone from being a consumer business to a B2B business. About 70% of their business is now direct to business not consumers. So maybe they don't need Social Media.

The most amazing statistic I found was that 60% of their currently most successful product lines did not exist two years ago. This is a company that is seriously re-inventing and rejuvenating itself.

So when I saw the headline "Micro-blog big for Kodak" in The Media section of The Australian above a story by Simon Canning I was eager to read all about it.

It seems Kodak's Global Chief of Marketing, Jeffrey Hayzlett, is a classic example of what we are talking about ... He started using Twitter to stay in touch with his kids and now has become one of the most followed business execs in the world on Twitter.

He has over 6,000 followers around the world, many of them are Kodak employees.

Hayzlett says he started using Twitter and Facebook as a way to link to his family, "Then I had this other family of Kodak customers and employees, then I started getting media and pundits, then everyone else started following after that."

He says Twitter fits Kodak's Social Media Policy which he describes as the "Four Es".

"We want to engage first of all, we we want to educate, then we want to excite and then we want to evangelise," he says.

## LEARN FROM OTHERS

### Coffee Shop

Local Houston coffee shop Coffee Groundz used Twitter to almost double their clientele. They:

- o Followed local 'Twitterati' to build their network
- o Allowed customers to 'tweet' their To-Go orders via direct message

### Law Firm

Howard Rice, a boutique law firm in San Francisco, uses social media tools to recruit law students. Creative Director, Nicolas Gagliano says, "They want to know who you are and why you're good for them". Howard Rice uses online videos to show students and clients what cases they deal with, who they would be working with and more.

### Financial Planners

The Financial Planners Association has employed Social Media techniques to a specific website BlogStar to help recruit young people into the industry.

The FPA last year ran a competition to win a job running the website.

### Tax Accountants

H&R Block used social media marketing to raise their profile and build brand awareness. They have active presences on YouTube, Twitter, Facebook and MySpace.

They boosted their overall brand awareness by 52% and spend 0.5% of their ad budget doing so. (Marketing Sentinel)

Social networks have now become so important to Kodak that they now have a full time "listener".

So Social Media is playing a vital role for Kodak in listening and learning as they rebuild and refocus around market needs, demands and expectations.

Hayzlett goes on to say Twitter is just another form of communication that is very relevant right now ... as was the fax once upon a time. "Maybe it will stand the test of time, but no one has stopped the most effective tool and that's a sit down one-on-one," he says.

So all in all Jeffrey Hayzlett sums up what we are talking about to anyone who will listen – start using the tools in a non-business sense to work out how they work and then look at how they might apply. But at the end of the day they are just an addition to the tools that are already in use to communicate ... and right now they are very effective at that, as Kodak proves.

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## **SOCIAL MEDIA POLICY**

A recent survey by Deloitte shows that more than half of companies have no Social Media Policy.

And almost three quarters of those surveyed agreed that "It's easy to damage a company's reputation on social media".

(Deloitte, 2009 Ethics & Workplace Survey, Opinion Research Corporation, May 2009)

That's why it is so important to set some boundaries for your staff. Instead of banning the use of social media, use the tools to your advantage.

