

Social Media – Look who's talking

SmartBrief

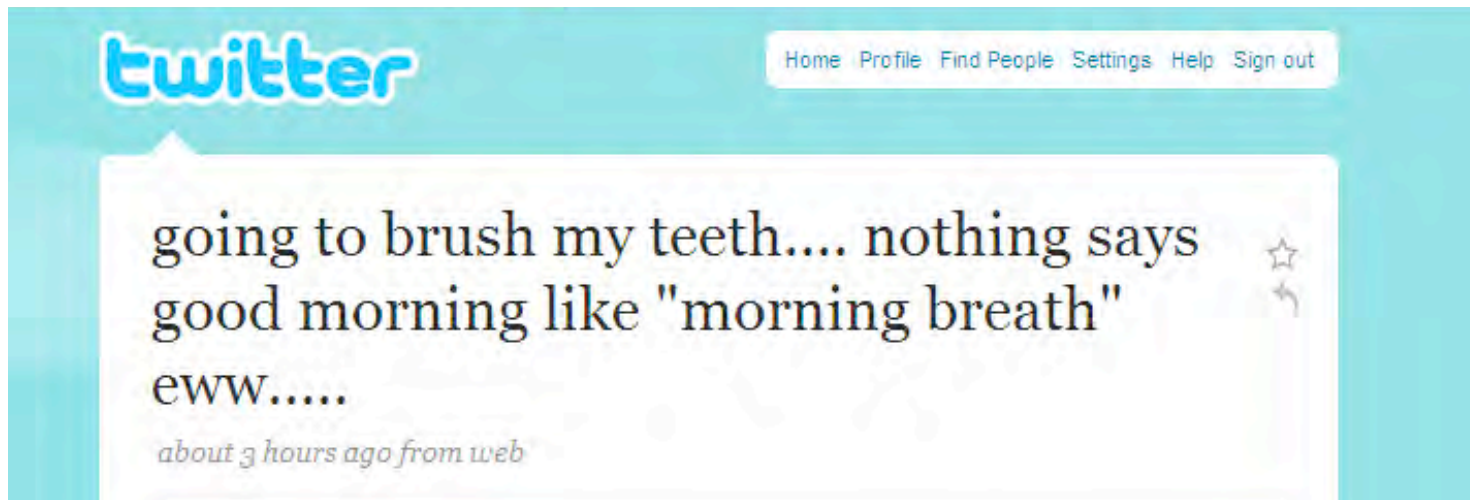
Whole Grains Conference
April 21, 2009

SmartBrief

SmartBrief at a Glance

- Founded in 1999
- Free (mostly daily)
- More than 2 million subscribers in about 25 industries
- 120+ custom e-mail newsletters
- Typically created in partnership with trade associations professional societies and corporations
- Newest SmartBrief-branded products: SmartBrief on Leadership, SmartBrief on Workforce, SmartBrief on Entrepreneurs
- And my personal favorite: SmartBrief on Social Media

Social Media: What is it?



Social Media: What is it?

Definitions of **social media** on the Web:

- A category of sites that is based on user participation and user-generated content. They include social networking sites like LinkedIn or Facebook ...
searchenginewatch.com/showPage.html
- The term social media describes media that is posed by the user and can take many different forms. Some types of social media are forums, message ...
www.batchblue.com/glossary.html
- Software tools that allow groups to generate content and engage in peer-to-peer conversations and exchange of content (examples are YouTube ...
www.bottlepr.co.uk/glossary.html
- Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words ...
en.wikipedia.org/wiki/Social_media
- Online technologies and practices that people use to share opinions, insights, experiences, and perspectives with each other.
www.tvb.org/multiplatform/Multiplatform_Glossary.asp

Social Media: What is it?

Word of mouth marketing...



...with a little *extra* help.

Social Media: What is it?

- Blogs
- Podcasts
- Message boards and forums
- Social Networks (Facebook, LinkedIn, branded-community)
- Microblogging (Twitter, Yammer, etc.)
- Online review/ratings sites (Yelp, TripAdvisor)
- Video/Photo sharing (Youtube/Flickr/etc.),
- Widgets
- Wikis
- Social Bookmarking
- Virtual Worlds (Second Life, etc.)

The numbers don't lie

Social network and blogging sites are now the 4th most popular activity on the Internet.

With 67% global reach as to December 2008, Social Media passed email.

Primary Online Activities		Global' Active Reach Dec 08	Global' Active Reach Dec 07	% Point Increase in Active Reach
Rank	Sector			
1	Search	85.9%	84.0%	1.9%
2	General Interest Portals & Communities	85.2%	83.4%	1.9%
3	Software Manufacturers	73.4%	72.0%	1.4%
4	Member Communities	66.8%	61.4%	5.4%
5	E-mail	65.1%	62.5%	2.7%

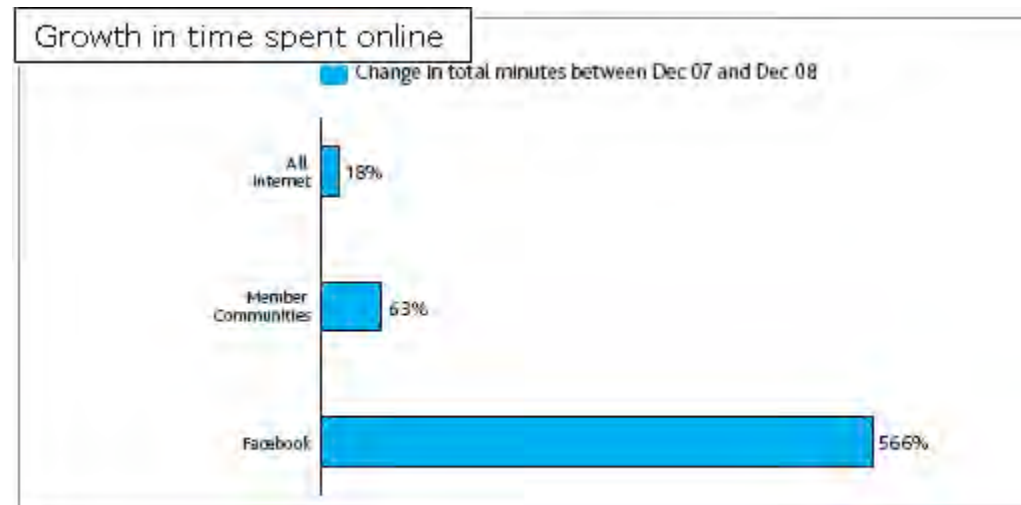
Source: Nielsen Online, Global Index, December 2007 - December 2008. E.g. In Dec 08 the Search sector reached 1.9% (points) more of the world's online population than it did in Dec 07

'Global' refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only

The numbers don't lie

The overall time spent online globally increased by 18% between December 2007 and December 2008.

In the same period, the amount of time spent on 'Member Community' sites rose by 63%; and on Facebook by 566%

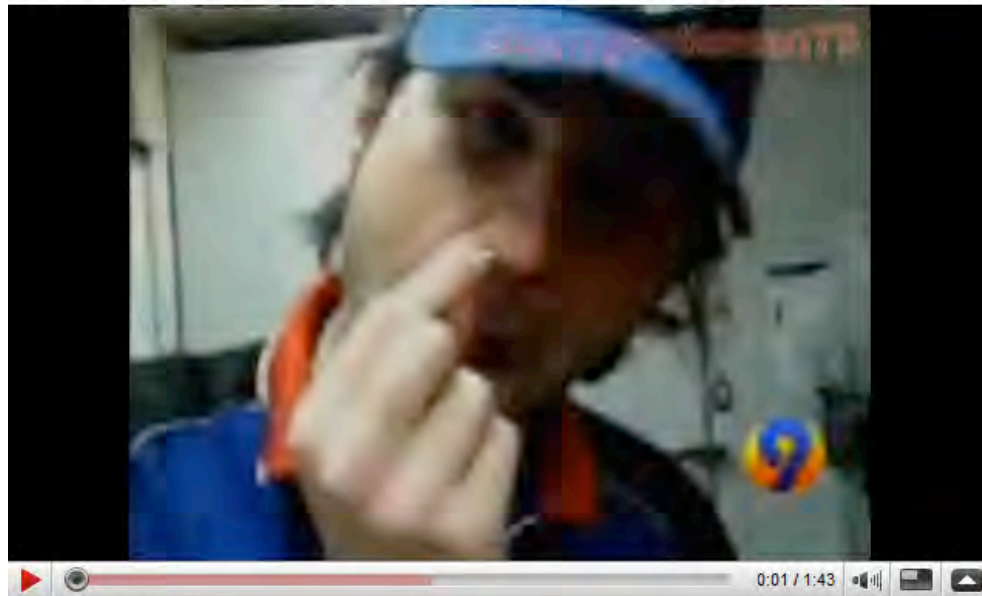


Source: Nielsen Online, Global Index, December 2007 - December 2008
*Global refers to AU, BR, CH, DE, ES, FR, IT, UK & USA only

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What's so scary about social media?

We've all heard the stories...



Finally, the good stuff

Creating your own network/channel:

- Carnival Cruise Lines
- PETCO
- Intuit
- Procter & Gamble
- [Salesforce.com](https://www.salesforce.com)

The good stuff (cont'd)

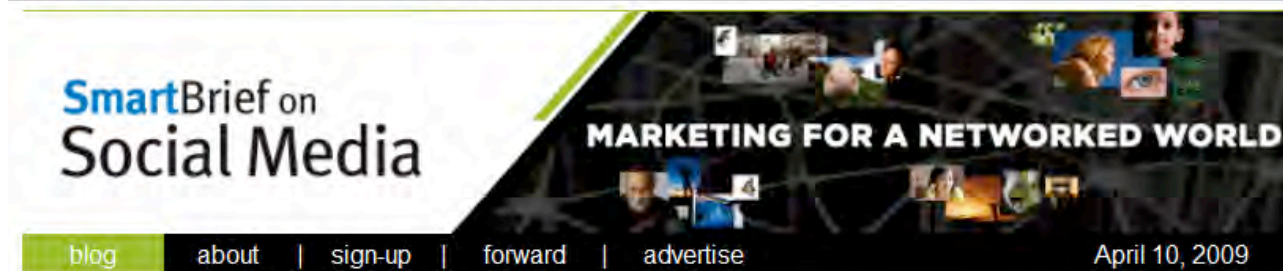
Working within existing networks:

- BlendTec
- Dell
- Burger King
- Bacon Salt
- HHS
- [Ben & Jerry's](#)
- SmartBrief

SmartBrief on Social Media

And of course...SmartBrief

- Share to Social
- SmartBlogs
- Twitter



Today's Buzz



■ **Twitter spying: Proceed with care**

The public banter on Twitter is a customer data goldmine, but are companies wise to eavesdrop? Critics are already crying "big brother" about Salesforce.com's upcoming release of a customer-relationship management tool. "With opportunity comes responsibility," Rob Birgfeld writes on our [SmartBlog on Social Media](#). "Respect your audience -- and the social spaces they've chosen."

Share:     E-MAIL

Social media vs. traditional marketing

“Advertising is the price of being boring”

-- WOM Expert Andy Sernovitz

Not so fast...Integration can do wonders:

See Loblaw's Supermarket's [President's Choice](#)

Whole Grains

Are you ready to act?

Action: The final piece of social media success

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Thank you!

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