



Social Media Masterclass

Moscow 2014

Trainer: Nick Baggott FCIM FIDM

Twitter (njbaggott)
Google + (nick baggott)

Nick Baggott



- MD of Navigate Consulting Ltd.
- Formerly Head of Consulting and Group Client.
Service Director – Chemistry Communications Group PLC.
- CIM Faculty Member, Fellow of IDM and CIM, DMA Council.
- Google Global Faculty, 2010 to date.
- Microsoft EMEA and LatAm Region – CRM and Digital Marketing.
- Clients from B2C, B2B and Public Sector.
 - Including CA, Yell, Diageo, Allied Irish Bank, Vertu, O2, Lloyds TSB Insurance, Reuters, William Grant, Unilever, American Idol, Mitsubishi UFJ, Dyson, Manchester United, Google, HSBC, Royal Bank of Scotland and Kodak.
 - Learning and Skills Council, Meningitis Research Foundation, BMA, Transport for London, Cabinet Office, Surrey Police.

About today

- Please ask questions (especially jargon).
 - No question too simple!
- Do share examples of best practice.
- Programme.

Agenda Social Media

- Introduction.
 - Social CRM.
 - Social media trends.
- Planning model.
 - Baggott, Hansell, Lumley Planning Model.
- Case study set up.
- Customer engagement model.
- Integration.
 - Idea driven campaigns.
 - Sources of information.
 - Importance of insight.
- Media selection.
 - Owned, earned, paid.
- Social media channels.
 - Reputation management.
- Measurement.
 - Sentiment tracking.
- Resources required for social media implementation.

Agenda Day 2

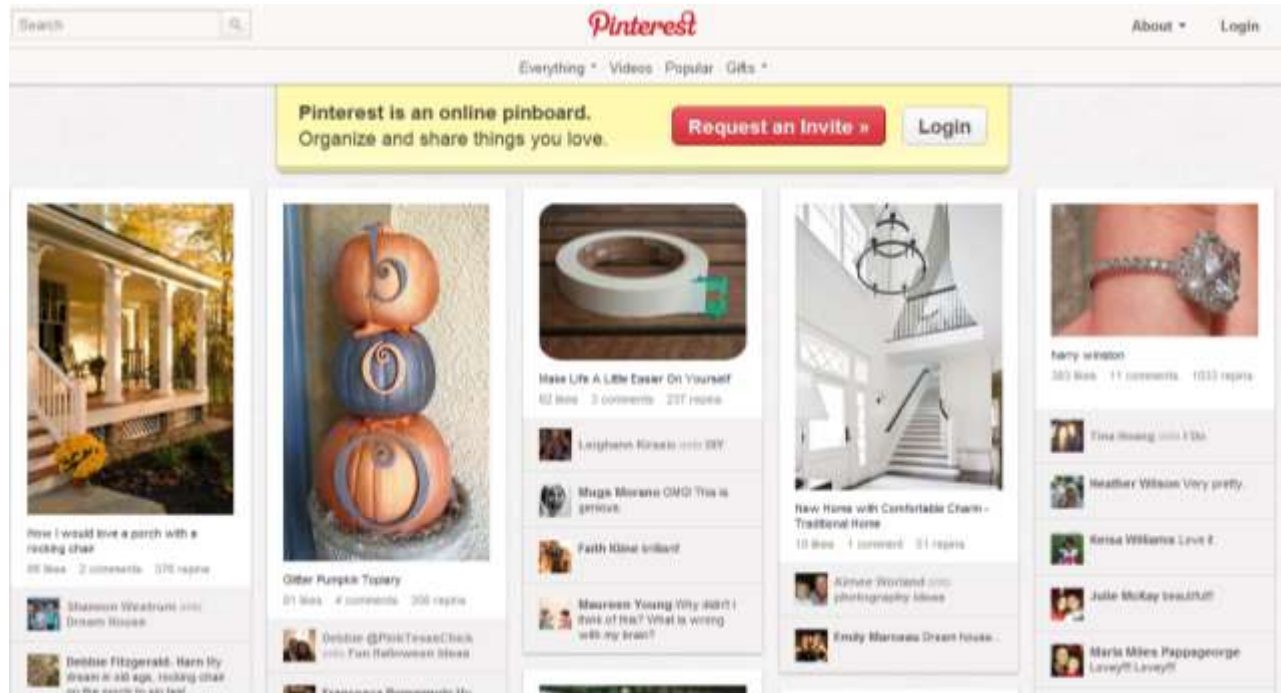
- Introduction.
- Digital Trends and Implications for you.
- SEO and SEM.
- Display Advertising.
- Acquisition Exercise.
- eCRM and Email Marketing.
- Social Media Management and Content Marketing.
- Digital Marketing Strategy Planning.
- Measurement and Analytics.
- Strategy Exercise.
- Wrap Up and Summary.

How much do you use social media?

- Novice
- Use at home but not work
- Use at work but not home
- Use both
- Expert

Which sites are you on?

- Facebook.
- Twitter.
- Linked In.
- YouTube.
- Google +.
- Pinterest.
- Vine.
- Instagram.
- Vk / Vkontakte.
- Odnoklassniki.



How the world is changing



*“The same rules still apply:
We are just working on a broader
canvas with a richer set of
colours”*

Mohan Sawhney
Kellogg School of Management

OLD RULES – NEW TOOLS

So, what is web 3.0 then?



Social media trends



Integrating on and off line....

Using digital media to amplify the message:

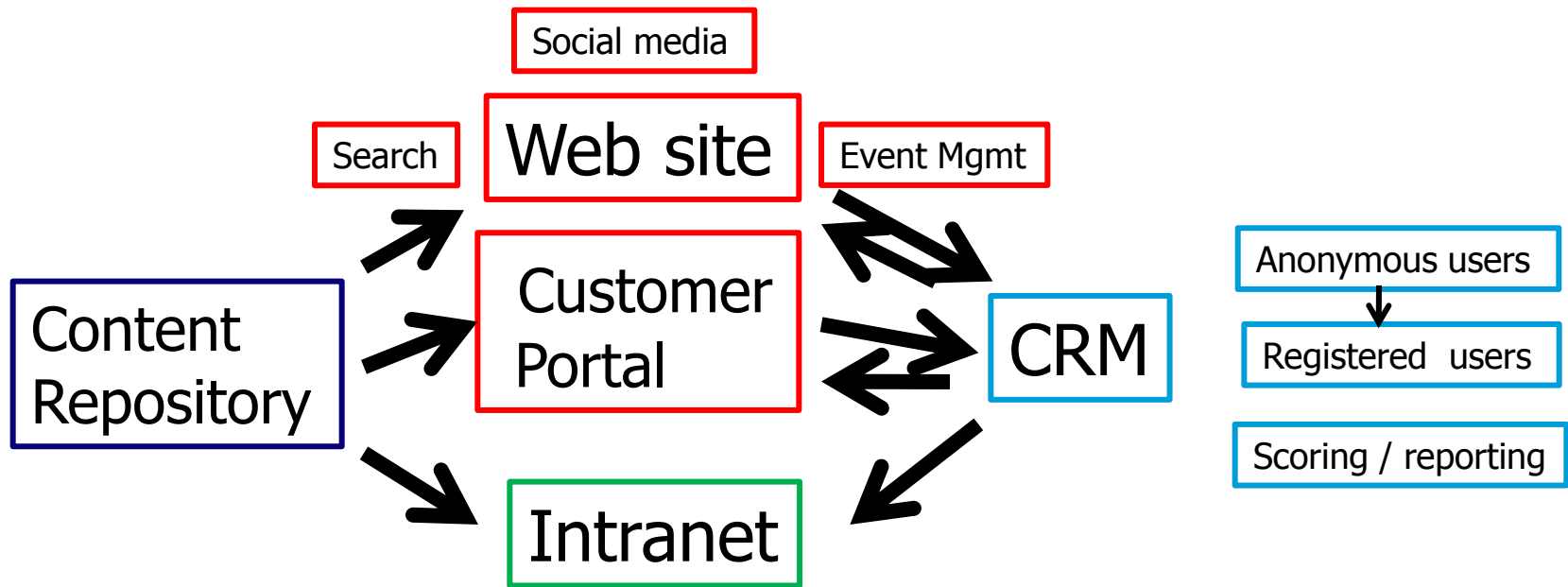


The image shows a screenshot of a YouTube video player. The search bar at the top contains the text "dumb ways to die". The video player itself shows a scene with four colorful, cartoonish characters: a blue one with a flame on its head, a yellow one with a drink, a green one with a bushy body, and a pink one with a long neck. Below the video player, the title "Dumb Ways to Die" is visible. Underneath the title, there is a channel name "DumbWays2Die" with a "Subscribe" button and a subscriber count of "137,883". A red box highlights the view count, which is "53,620,560". Below the view count, there are icons for likes and dislikes, with "545,802" likes and "13,904" dislikes.



<http://www.youtube.com/watch?v=IJNR2EpS0jw>

Social CRM - integrating website and CRM (B2B client)



Social media global growth stats

Statistic	Mar 2013	Mar 2012	Mar 2011	Mar 2010	Sept 2009
Facebook active users	1.1 bn*	901m	640m	350m	250m
Twitter registered users	500m	465m	175m	75m	10m
LinkedIn	200m	150m	100m	50m	49m
Google+	359m	90m	10m		
Pinterest	48m	12m			
Instagram	150m*				

***1 in 8 people in the world!**

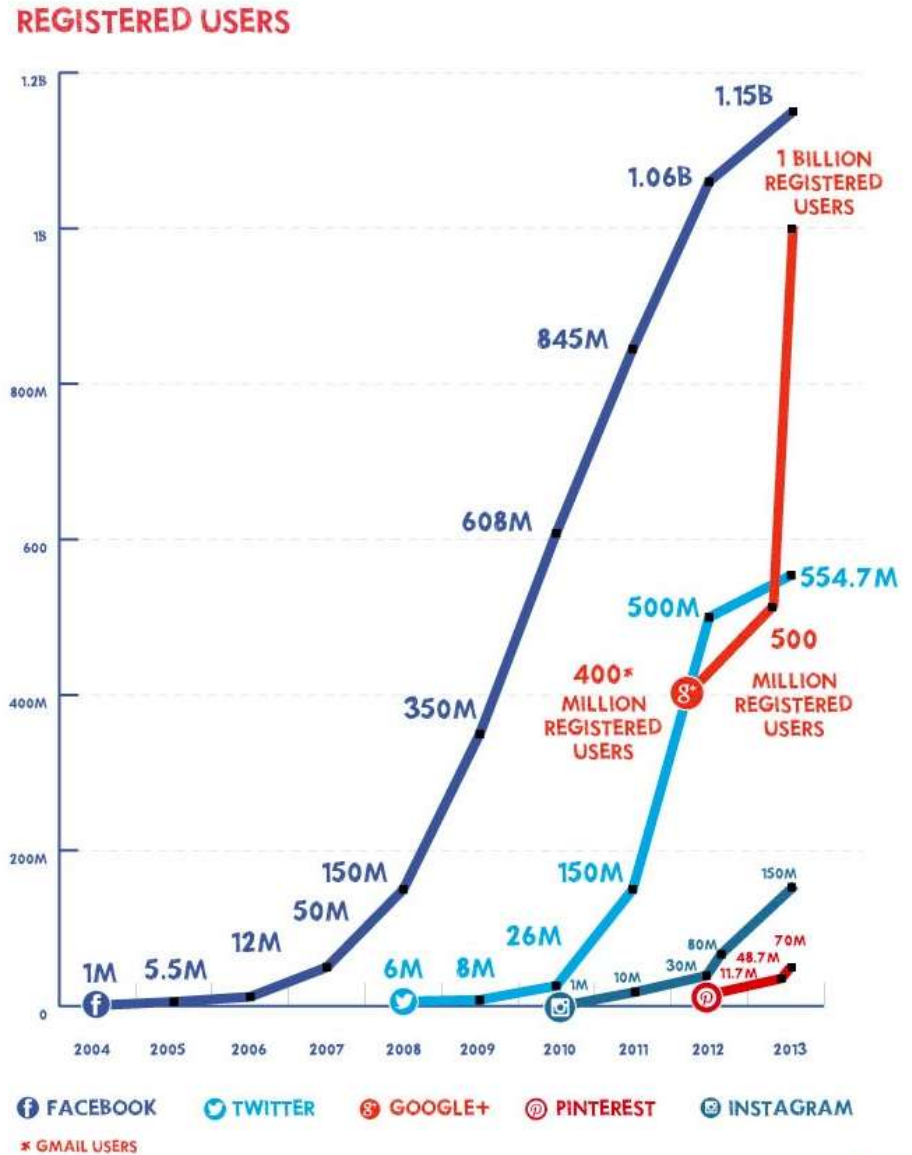
SOURCE: 2009 to 2011 stats - <http://econsultancy.com/uk/blog/7334-social-media-statistics-one-year-later>
 Mar 2012 and Mar 2013 stats - <http://www.jeffbulas.com> and Global Web Index Data

* Instagram data from their press office Oct 2013

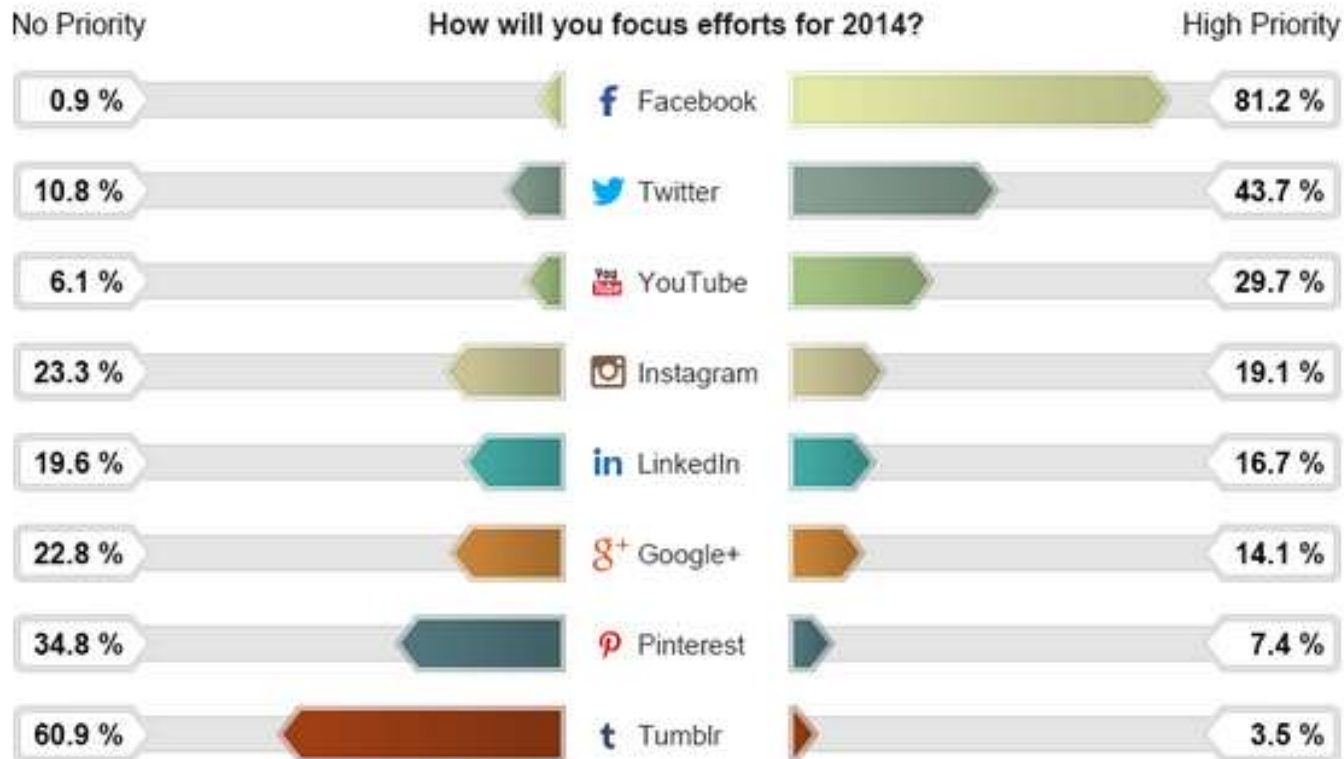
Latest stats

<http://www.searchenginejournal.com/growth-social-media-2-0-infographic/77055/>

Search Engine Journal



Nobody Cares About Google+



Who Did We Ask?

When we say global, we mean global. 82 countries are represented in this survey reflecting a variety of industries including Education (13%), E-commerce (9%), Software (9%), Travel (9%), Nonprofit (9%), and Retail (7%). Company size doesn't matter when it comes to social media presence so we asked the Davids (less than 50 employees) and the Goliaths (over 5,000 employees). We owe a great debt to the 500+ marketing professionals who contributed to this report. As a thank you, they received the complete survey results in advance of this release. So, don't miss out next time and take part in our upcoming surveys.

<http://www.socialbakers.com/blog/2110-the-state-of-social-marketing-2014>

TWITTER IS THE FASTEST GROWING SOCIAL PLATFORM OVER THE PAST YEAR

% change in millions of Active Users between Q2 2012 and Q1 2013 > Global



LOCAL PLATFORMS CONTINUE DECLINE

With the exception of Chinese and Russian social platforms, local social platforms are falling in terms of active users as the big global platforms build their user base globally.

Twitter is the fastest growing social platform of the past nine months with the number of active users growing by 40% globally. Facebook is not far behind and is seeing significant growth in active users thanks to the growing penetration of smartphones that leads to higher engagement through real-time social.

Source: GlobalWebIndex; Question: Which of the following social platforms have you used or contributed to in the past month?; Base: % change in millions of active users globally



<http://www.globalwebindex.net/Stream-Social>

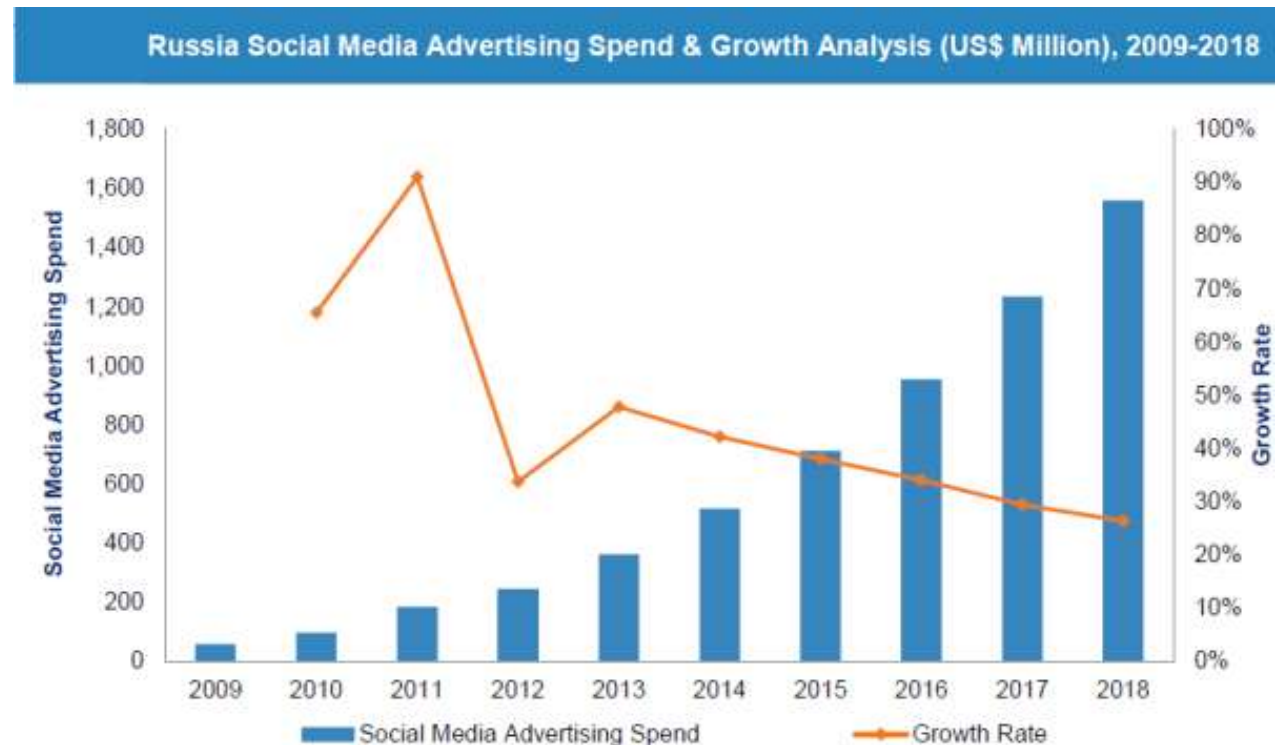
Russian social media stats (June 2013)

- 100m V Kontakte users.
- 46m users / day.
- 65m Odnoklassniki users.
- 13m Facebook users.
- 4m Twitter users.
- 25m YouTube users.

<http://expandedramblings.com/index.php/russian-social-media-stats-yandex-vkontakte/>

Social Media Ads in Russia (2013 data)

2013 marketing spend in Odnoklassniki \$132.4 million
vKontakte spend on ads \$83.7 million



<http://www.russiansearchtips.com/2014/11/advertising-russian-social-media-rise/#more-2853>

Implications for you

- Changing the way we do marketing.
 - Push to pull.
 - Authority to recommendation.
 - More open and honest.
 - Engage in the conversation / Sharing.
 - Accessibility of information / when I want it.
- New communication channels.
 - Blogs, bloggers, communities, search, social networks.
- A more personal view of the organisation.
 - Not marketing / corporate speak.

Discussion

- Where are you?
 - Web 1.0, 2.0 or 3.0?
- What do you need to do?
- What are the barriers to change?



Social Media Planning Model

Developed by Baggott, Hansell
and Lumley 2012

OBJECTIVES

What does success look like?

Organisation

Market

Brand

Consumer

RESEARCH

Where are we now?

INSIGHT

What are the implications?

MEASURE

Did it work?

PROGRAMS

How will we do it?

STRATEGY

What do we need to do?

Developed by Baggott, Hansell and Lumley 2012.



Case study for today

Case study for today

- Think about your own situation and a real challenge.
- Where are you now?
- Objectives?
- Challenges?
- Share it with group....



The Importance of Engagement

The importance of engagement

Most Important Objectives of Social Media Marketing Strategy According to B2B and B2C Marketing Professionals Worldwide, Feb 2013

% of respondents

	B2B	B2C
Improve customer engagement	43%	55%
Increase website traffic	37%	47%
Increase content reach	34%	27%
Increase sales revenue	33%	39%
Increase lead quality	29%	18%
Increase lead quantity	27%	18%
Improve search engine rankings	25%	26%
Reduce marketing costs	7%	8%
Reduce customer support costs	3%	3%

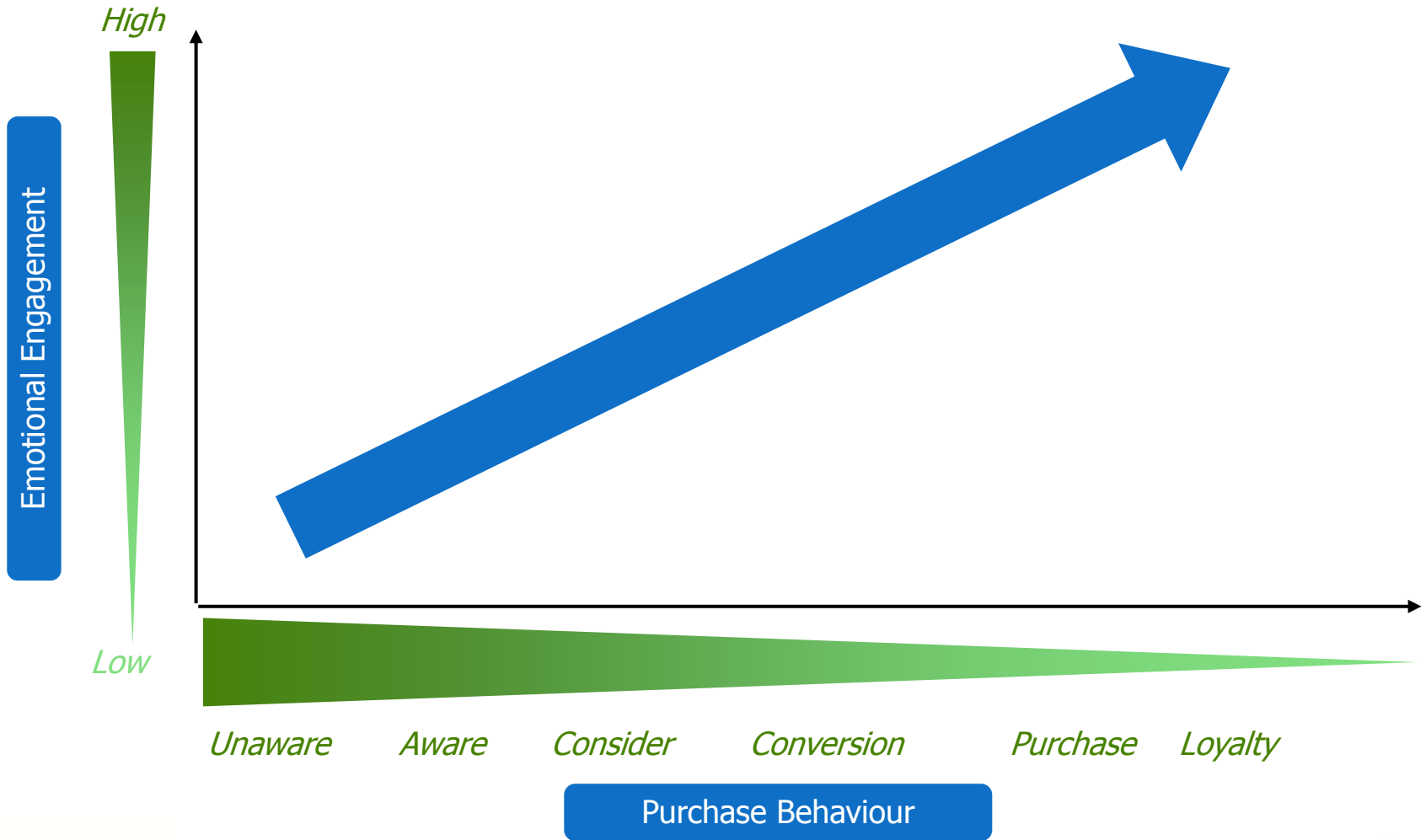
Source: Ascend2, "Marketing Strategy Report: Social Media" in partnership with Research Underwriters, March 18, 2013

153906

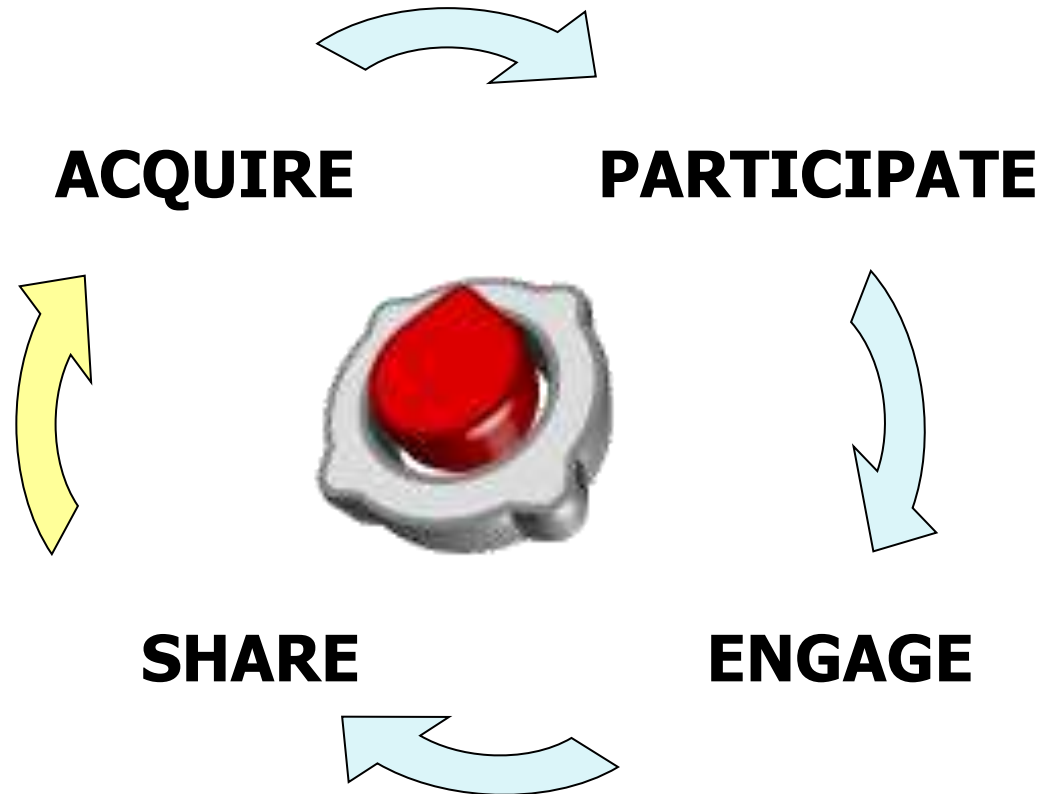
www.eMarketer.com

<http://www.forbes.com/sites/marketshare/2013/04/01/b2b-and-b2c-marketers-agree-relationship-marketing-is-where-its-at/>

Setting objectives



Navigate's engagement framework



Behavioural engagement modelling

ACQUIRE		PARTICIPATE		ENGAGE				SHARE	
Visited web site	Register	Sign up for email newsletter	Read email newsletter	Download white paper	Completed online test	Comment on web content	Accept privileged membership	Recommend a friend	Host event
Called contact centre	Opted In	One question survey	Clicked on a link	View video	Take part in survey	Upload a video		Send on viral promotion	Joint PR activity
	Preference data		Visited more pages on web site	Join Facebook or LI group	Attend an event	Take part in research panel		Retweet	
1	2	3	4	5	6	7	8	9	10
Customer Commitment Scale / Customer Engagement Index									

Event Driven "Programmed" RM Comms 

EY case study

	Acquire	Participate	Engage	Share
Entrants	Thought Leadership Customer emails SEO	Entry Process (local, regional and global)	Mentoring Program Alumni Program	Winners share via Twitter and PR
Followers	Thought Leadership Customer emails SEO	Sign up for more information via email or social media	Twitter Blogs Email	White Papers Secrets of Success Top Tips YouTube videos



Media selection for your case study

- Which stage of the engagement model is your key focus?
 - Acquire.
 - Participate.
 - Engage.
 - Share.

- What channels will you use?

OBJECTIVES

What does success look like?

Organisation

Market

Brand

Consumer

RESEARCH

Where are we now?

INSIGHT

What are the implications?

MEASURE

Did it work?

PROGRAMS

How will we do it?

STRATEGY

What do we need to do?

Developed by Baggott, Hansell and Lumley 2012.



Research

Information and Insight
Ideas based campaigns

Sources of consumer information

- Old world.
 - Focus groups.
 - Surveys.
 - Brand studies.
 - Omnibus surveys.
 - Experiential research...
- Can be slow, expensive and small sample sizes.....



- New world.
 - Google tools.
 - Twitter.
 - Survey Monkey.
- Cheaper, faster and can be huge sample sizes....

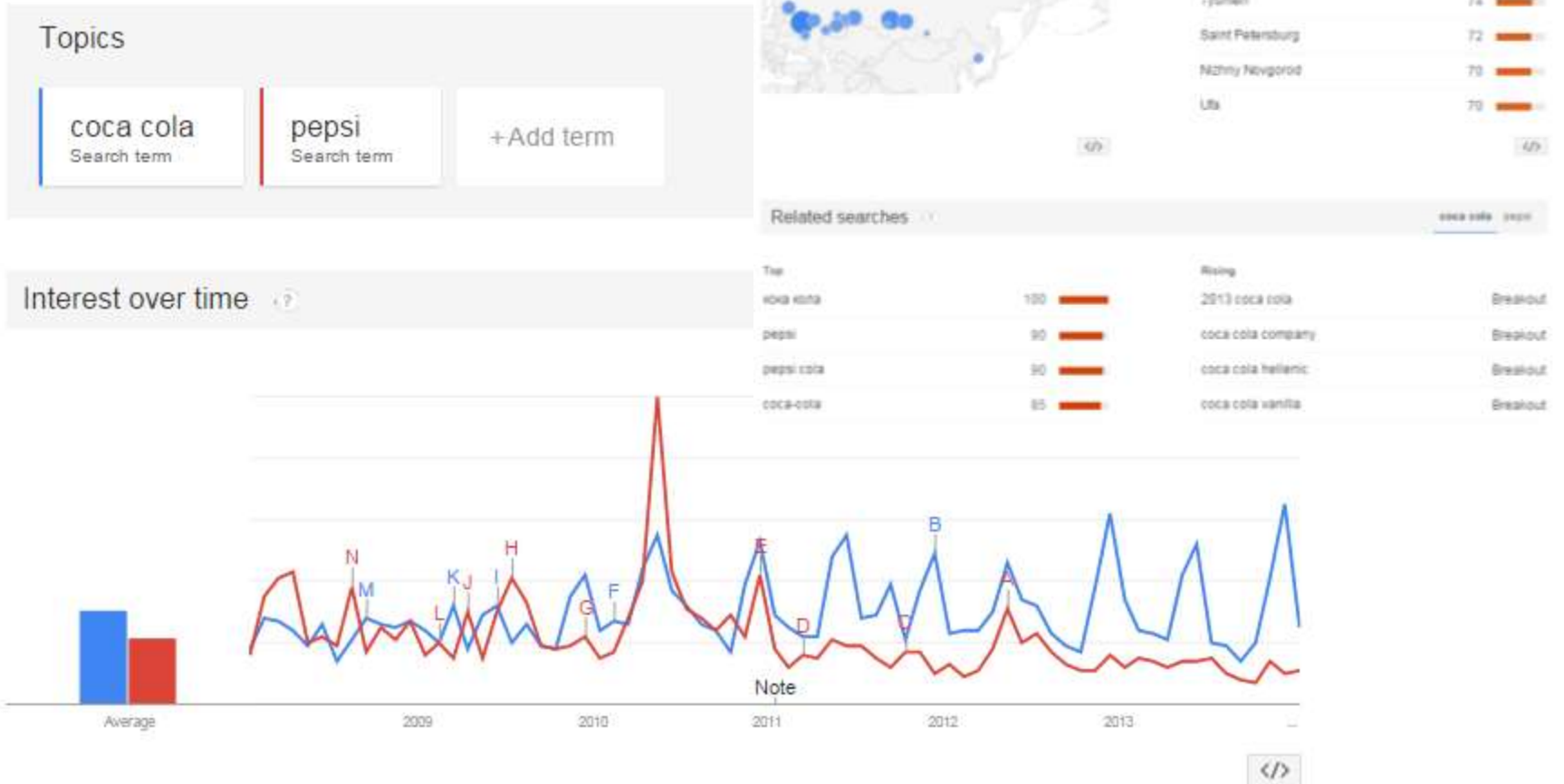
Research sources: Google tools

The screenshot shows the 'think with Google' website interface. The top navigation bar includes 'FEATURED INSIGHTS', 'RESEARCH LIBRARY', 'PLANNING TOOLS', 'FACTS & STATS', 'FORUM', 'THINK QUARTERLY', and 'CREATE!'. The main content area is titled 'Real-Time Insights Finder' and includes a sub-header 'INSIGHT FINDER REAL-TIME INSIGHT TOOLS'. Below this is a circular diagram with a large question mark in the center, surrounded by six colored segments with arrows pointing outwards, each containing a question: 'WHAT ARE PEOPLE WATCHING?' (blue), 'WHAT ARE PEOPLE SAYING?' (orange), 'WHERE ARE PEOPLE CLICKING?' (green), 'HOW ARE PEOPLE SEARCHING?' (red), 'WHAT ARE PEOPLE LOOKING FOR?' (light blue), and 'WHY ARE PEOPLE WAITING?' (dark blue). To the left of the main content is a sidebar with several tool categories: 'GOOGLE CONSUMER SURVEYS', 'OUR MOBILE PLANET', 'REAL-TIME INSIGHTS FINDER' (highlighted in blue), 'BRAND IMPRESSIONS', 'GOMOMETER', and 'DISPLAY BENCHMARK TOOLS'.



<http://www.thinkwithgoogle.com/insights/tools/real-time-insights>

Google Trends



<http://www.google.com/trends/>

The difference between information and insight

Information:

- Demographics.
- Life stage.
- Attitudes.
- Behaviours.
- Value.
- Media habits.
- Trends.
- TGI Data.



Insight:

A penetrating discovery that gets to the heart of customers' and consumers' motivations and behaviours and/or market trends and dynamics that translates into business opportunities


Interpretation:

- What does this tell us?
- How does it relate to the category?
- How does it relate to our brand equity?
- How does it help us communicate?
- How does it help us achieve objectives?

Insights



Rolls-Royce

- Customer Segment Profile – small, developing, ambitious, service focused (they need to differentiate to compete with established competitors).
 - Barrier – cannot see value in premium priced engines (*"how does it add value?"*)
 - *Insight – "I need to compete with established competitors without their budgets and reputation, so I must innovate".*
- 
- Value Proposition - Rolls Royce is a globally leading innovative brand, we can teach you how to compete more effectively, buy our engines and you can learn from the experts...

Example campaign ideas



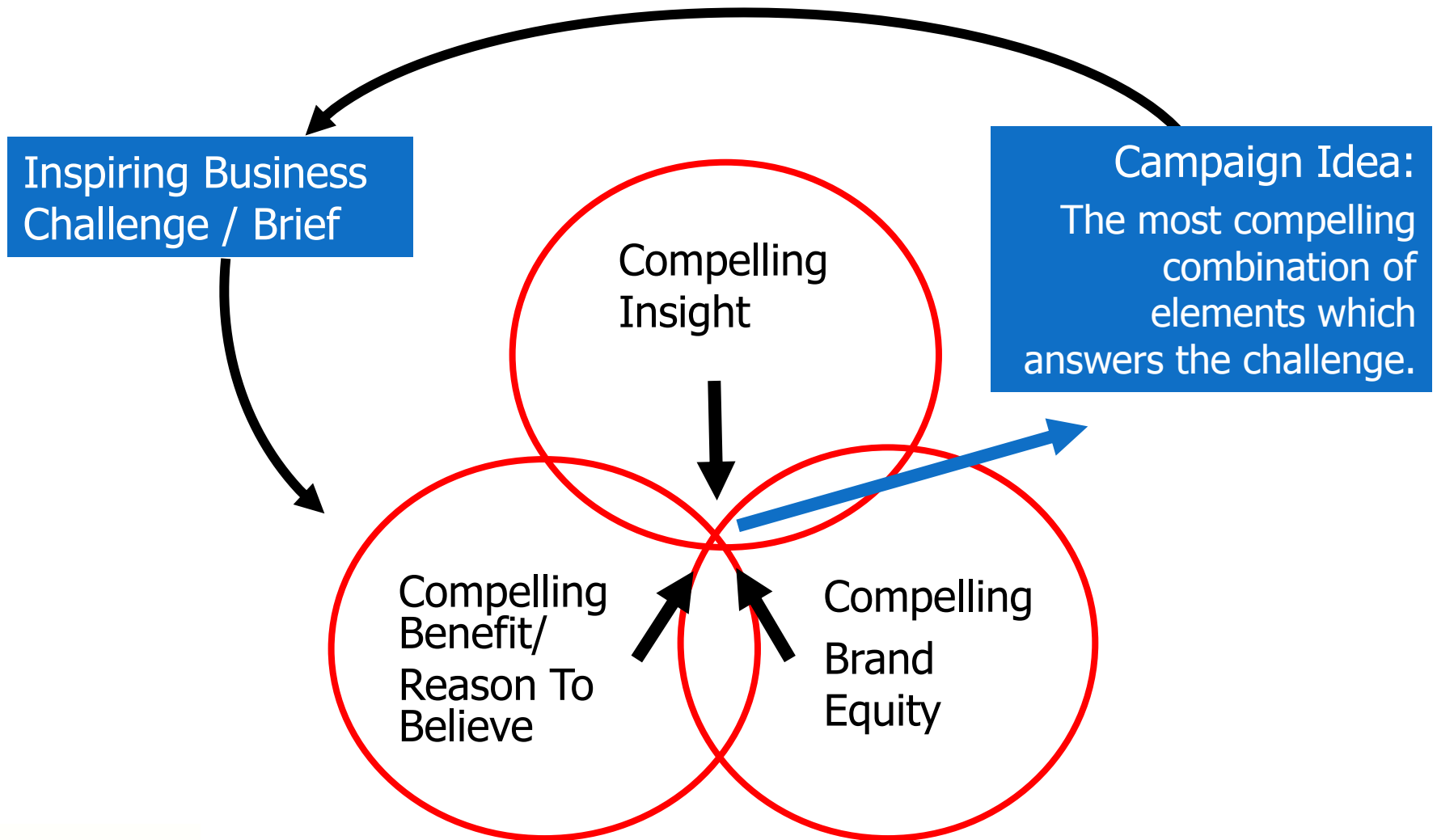
"The beauty of Red Bull is that it's the antibrand brand. It's underground, even when it's above ground, and that appeals to the young people who drink it".



Gobé, *Emotional Branding: The New Paradigm for Connecting Brands to People.*



Generating campaign ideas



Insight exercise

- For your case study:
- Who are your target audience?
- What behaviour change are you looking for?
- What are the barriers that will stop them behaving as you wish them to?
 - *Rational and Emotional*

Idea driven media neutral – Greenpeace Beijing

- *57 billion per year in China.*
- *84,000 donated.*
- *Made 16 chopstick trees.*
- *100,000 consumers pledged.*
- *Share in social media...*
- *2,000 restaurants.*
- *In 1 week...*



Disposable Forest - Greenpeace

<http://www.wpp.com/wppedcream/2011/#campaign-360>



B2B idea based integration





Media Selection

Advertising in Russia moves significantly digital

Online advertising spend in Russia up by 20% in H1 2014

08.06.14 Posted by Anna Oshkalo in Russian PPC 0 Comments

Online advertising expenditures in Russia keep growing at high year over year. The Association of Communication Agencies in Russia (ACAR) reported [in Russian] that companies spent 20% more on online advertising comparing to the first half of 2013. Contextual advertising (SEM) traditionally showed the highest growth – 28% comparing to the same period of 2013.

The total value of online advertising market in the first 6 months of 2014 reached 38 billion Russian rubles (approx. 1.06 billion US dollars).

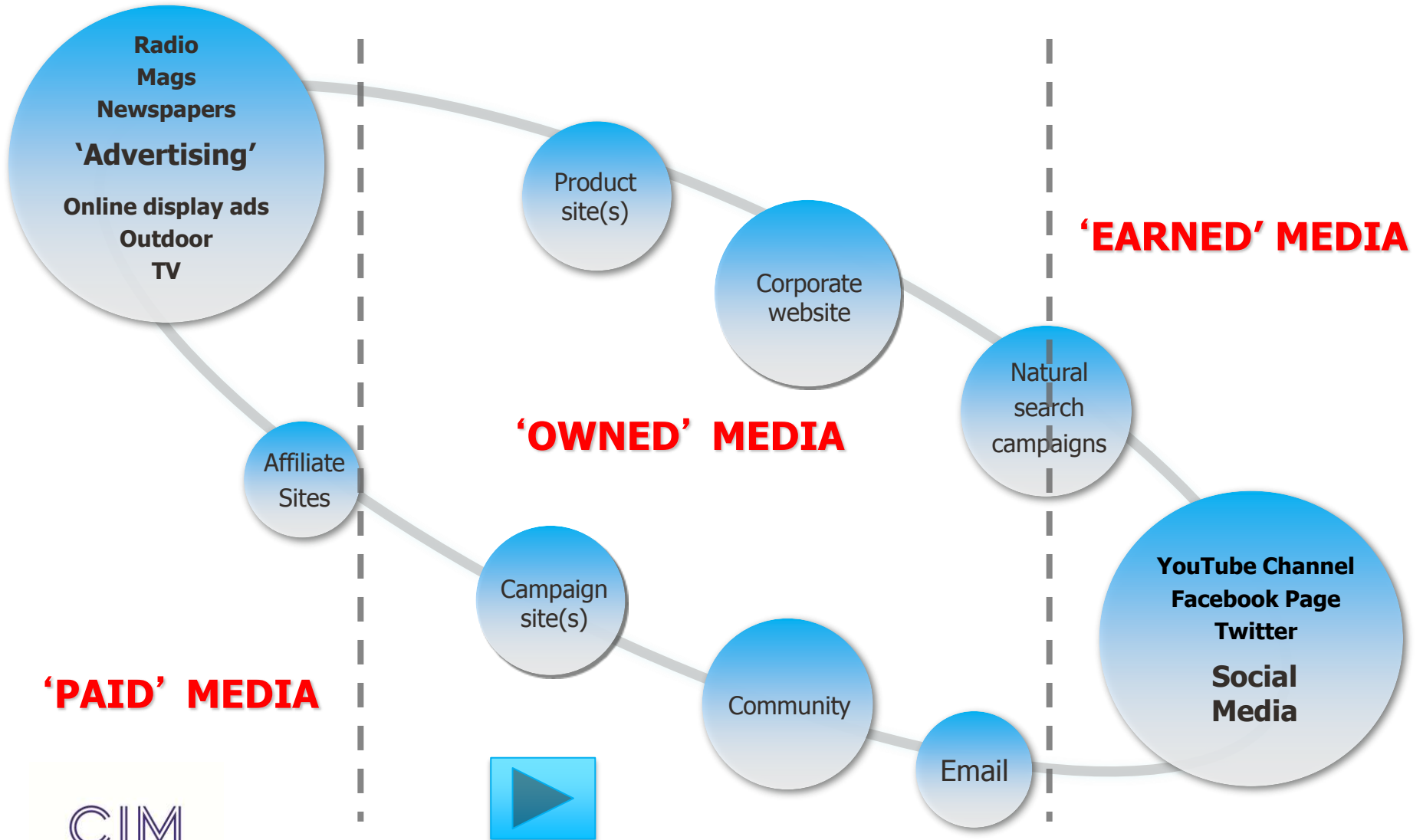
Segment	Expenditures in Jan - Jun	
	2014, BN RUB	Growth, %
TV	78.4-78.9	4
Radio	7.7-7.9	6
Traditional press	16.8-17.0	-10
<i>incl. Newspapers</i>	4.2-4.4	-6
<i>magazines</i>	8.2-8.4	-11
<i>advertising publications</i>	4.2-4.4	-13
Outdoor advertising	20.9-21.1	0
Internet	38.0	20
<i>incl. Display advertising</i>	8.0	3
<i>contextual advertising</i>	30.8	28
Other	2.1	-4
TOTAL	164.0-165.0	6

<http://www.russiansearchtips.com/page/3/>

Digital media choices...

STAGE	CHANNELS
Share	Viral, Retweets, Facebook groups
Engage	Webinars, events, crowd sourcing, podcasts, Twitter, YouTube channel, wikis, forums
Participate	Blog, web site design, web surveys, quick video testimonials, landing pages
Acquire	Search, promotions, thought leadership, digital PR, online advertising

Digital media landscape



Channel selection suggested answer

Digital Media Selection Guidelines	Write your own blog	Influence bloggers	Community/forum/wiki	Social network group (LI or FB)	Search engine optimisation	Search engine ads	Email	Mobile	Podcast	Webcast/webinar	Display ads/banners	Twitter	Viral
High Reach					Red	Red	Light Blue	Light Blue	Light Blue	Light Blue	Red	Light Blue	Red
Frequency of Contact		Light Blue	Light Blue	Red	Light Blue	Light Blue	Red	Light Blue	Red	Light Blue	Light Blue	Red	Light Blue
Deep Touch	Light Green	Red	Red	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Red	Light Green	Light Green	Light Green
High Collaboration	Red	Light Green	Red	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Red	Light Green	Red	Light Green
Personalisation	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Red	Red	Light Green	Light Green	Light Green	Light Green	Light Green
User Simplicity	Red	Red	Light Green	Light Green	Red	Red	Red	Red	Light Green	Light Green	Red	Light Green	Light Green
Low Budget	Red	Red	Red	Red	Grey	Grey	Grey	Grey	Grey	Grey	Grey	Red	Grey
Not too time consuming	Grey	Grey	Grey	Grey	Grey	Grey	Red	Grey	Grey	Grey	Red	Grey	Red



Social Channels

Vkontakte stats



<http://www.slideshare.net/andrewik1/v-kontakte-demographics>

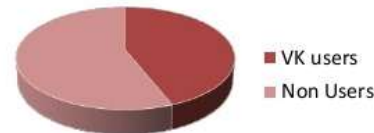
Russia



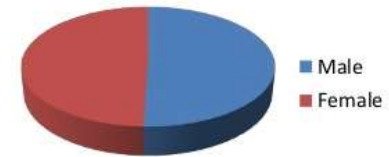
 users: 63 000 000

Internet users penetration* (92,6%)

Population penetration (44%)



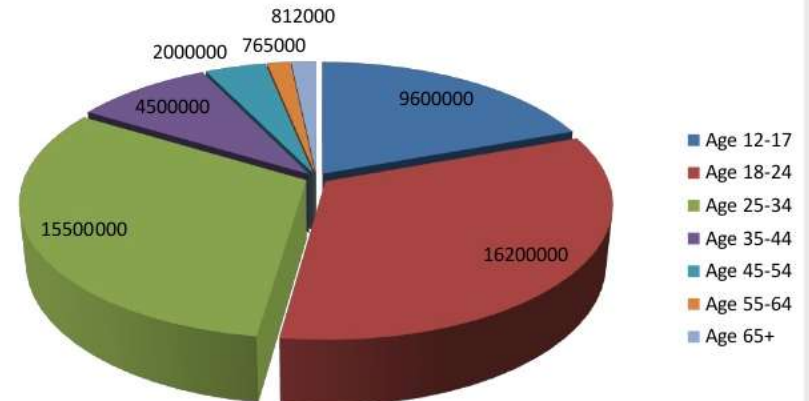
Gender ratio



Russia



Age distribution*



<http://techcrunch.com/2014/04/03/the-filtered-feed-problem/>

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = * \text{I} \times \text{P} \times \text{C} \times \text{T} \times \text{R}$$

Interest Post Creator Type Recency

Interest

Interest of the user in the creator

Post

This post's performance amongst other users

Creator

Performance of past posts by the content creator amongst other users

Type

Type of post (status, photo, link) user prefers

Recency

How new is the post

Top Tips for Twitter...

- **Content:**

- *4-1-1 rule (1 self serve, 1 RT and 4 useful shares from other people).*
- *URL shortener (e.g. bit.ly).*
- *< 100 characters.*
- *Use #.*
- *Avoid auto tweet tools.*
- *Use @mentions to get noticed.*
- *Contests (RT and win).*
- *Events.*
- *Live tweet chat.*

<http://uk.marketo.com/cheat-sheets/twitter-tips-for-the-social-marketer/>

- **Who to follow:**

- *Twitter tool for outlook contacts.*
- *Experts (wefollow.com or twibes.com).*
- *People that follow you.*
- *People who tweet about your brand / industry.*
- *People followed by your network.*

- **Why follow others:**

- *Get information.*
- *They may follow you back.*
- *Associate yourself with them and their followers.*
- *Start a conversation.*

Social media optimisation

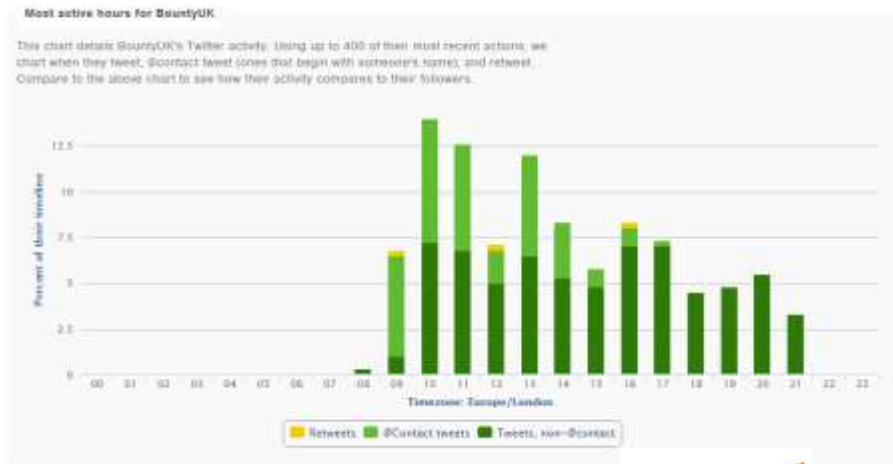
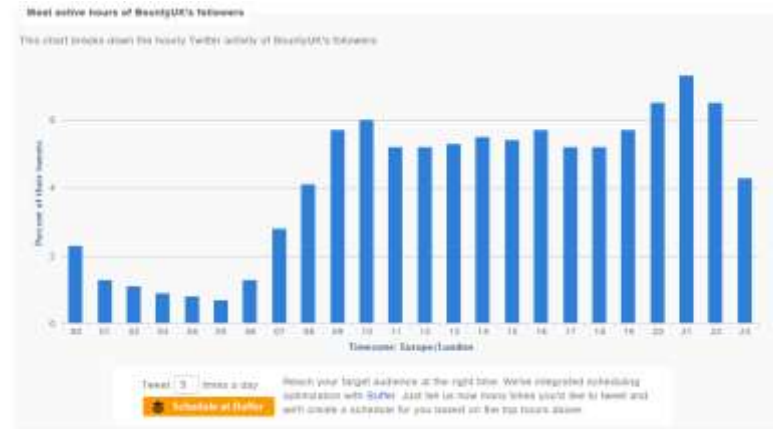


Twitter Analytics:
Find, Analyze, and Optimize for Social Growth

Followerswonk helps you explore and grow your social graph.

- Do I have the Twitter website? Who are my closest? Who are the closest? Who are the best?
- How are I connected with the @friends in our lists?
- The user interface - how do I connect other social media to others?
- Make share our reports with the web!

SIGN UP WITH TWITTER



<http://followerwonk.com/>



Tony Hawk Scavenger Hunt #THTH14

- April 19 2014.
- 80 boxes hidden around globe.
- Find prize – has unique #.
- Post photo with #.
- 3,700 RT's.
- 8,600 favourites.
- # used 4,400 times.
- 2,000 new followers.
- "Twitter: It's fast, effective and prolific. Hashtags and replies are easy to follow, so we can easily tell people as soon as items have been found." (TH).





Marvel Twitter case study

Challenge

Build awareness for the 'Iron Man 3' release to drive box office sales in the UK.

Solution

Shared exclusive images and trailers through Promoted Tweets with interest and keyword targeting to build excitement, generate conversations and engage the right film fans.

Results

- 6.6% average engagement rate on Promoted Tweets
- 19% increase in followers
- #IronMan3 trended organically three times



@MarvelUK also used keyword targeting to connect with fans most likely to be interested in 'Iron Man 3'. Promoted Tweets were targeted to keywords in timeline and in search related to cast members (Robert Downey Jr., Gwyneth Paltrow), comic book characters ('Spider-man', 'Superman', 'Tony Stark') and other Marvel films ('Avengers Assemble' and 'Thor').

- Targeted promoted tweets to generate buzz.
- Targeting people using keywords like *Iron Man, Thor, Robert Downey Jr*, etc.
- 19% increase in followers.
- Trended three times.

<https://business.twitter.com/success-stories/fujitsu>

Twitter Vine Six seconds (iPhone)

Vine: A new way to share video

Thursday, January 24, 2013

Today, we're introducing Vine: a mobile service that lets you capture and share short looping videos. Like Tweets, the brevity of videos on Vine (6 seconds or less) inspires creativity. Now that you can easily capture motion and sound, we look forward to seeing what you create.

You can read more about the app on the [Vine blog](#). Vine is currently available on the iPhone and iPod touch. You can [download it](#) for free from the App Store. We're working now to bring it to other platforms, so stay tuned for that.

Rather than tell you more about the app, we thought we'd just show you some of our favorite videos:

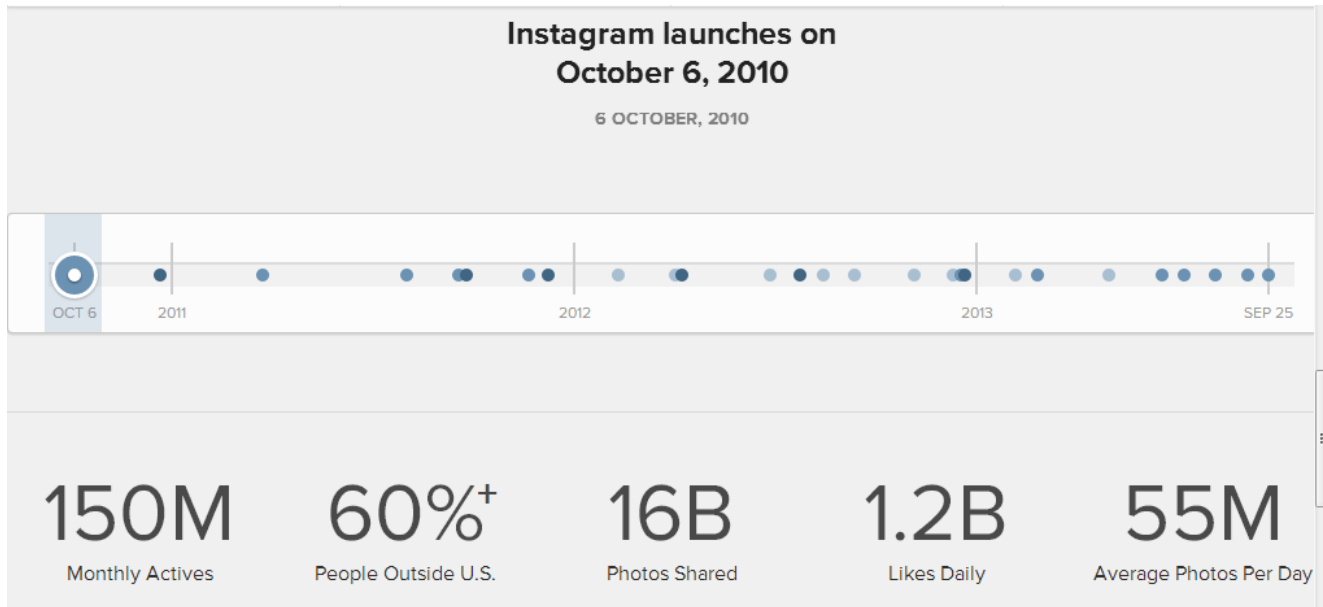


The screenshot shows a Twitter post from James Buckhouse (@buckhouse) dated 3:53 PM on January 24, 2013. The tweet text is "Holding hands at Tilden park" followed by a Vine link: vine.co/v/biTaEEwdq2n?1. The video thumbnail shows a young child in a blue hat and coat. A "Follow" button is visible in the top right corner of the tweet. At the bottom of the video frame, there is a Vine logo and the text "Vine @vineapp".

Instagram

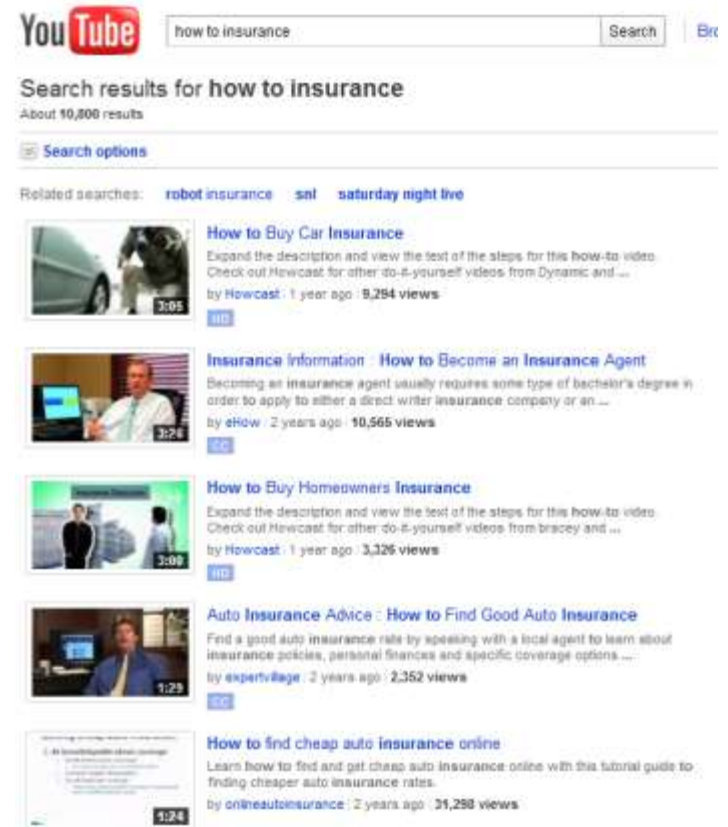


Instagram



YouTube options

- Upload a video – how to's...
 - Free, lose control.
- Personal channel.
 - Free, collate content, unbranded.
- Branded channel.
 - £25k, total control, collate content, competitions, branded.



The screenshot shows the YouTube search interface. At the top, the YouTube logo is on the left, followed by a search bar containing the text 'how to insurance' and a 'Search' button. Below the search bar, it says 'Search results for how to insurance' and 'About 10,800 results'. There is a 'Search options' link. Underneath, 'Related searches' are listed: 'robot insurance', 'snl', and 'saturday night live'. The main content area displays five video results, each with a thumbnail, title, description, and view count:

- How to Buy Car Insurance**: Expand the description and view the text of the steps for this how-to video. Check out Nowcast for other do-it-yourself videos from Dynamic and ... by Nowcast · 1 year ago · 9,294 views
- Insurance Information : How to Become an Insurance Agent**: Becoming an insurance agent usually requires some type of bachelor's degree in order to apply to either a direct writer insurance company or an ... by eHow · 2 years ago · 10,565 views
- How to Buy Homeowners Insurance**: Expand the description and view the text of the steps for this how-to video. Check out Nowcast for other do-it-yourself videos from bracej and ... by Nowcast · 1 year ago · 3,326 views
- Auto Insurance Advice : How to Find Good Auto Insurance**: Find a good auto insurance rate by speaking with a local agent to learn about insurance policies, personal finances and specific coverage options ... by expertvillage · 2 years ago · 2,352 views
- How to find cheap auto insurance online**: Learn how to find and get cheap auto insurance online with this tutorial guide to finding cheaper auto insurance rates. by onlineautoinsurance · 2 years ago · 31,298 views

Google+

- *"Not a social media channel – an enhancement to search".*
 - *+1 button served 5 bn x per day.*
 - *+1 clicks enhance search rankings for your friends.*
- Open a gmail account, get G+.
- More members in USA than rest of top 10 countries combined.
- 67% are male.



<http://www.jeffbullas.com/2012/04/23/48-significant-social-media-facts-figures-and-statistics-plus-7-infographi>

Google+ Hangouts

- *Use Google+ and YouTube to create live video conferences.*
 - *Product launches, live Q&A, tech seminars.*
 - *Up to ten people can broadcast.*
 - *Unlimited viewing live and recorded.*



http://www.smartinsights.com/digital-marketing-platforms/video-marketing/google-hangouts-video-marketing/?utm_source=twitterfeed&utm_medium=social-media&utm_campaign=SmartInsights

10 things you can do on Linked IN



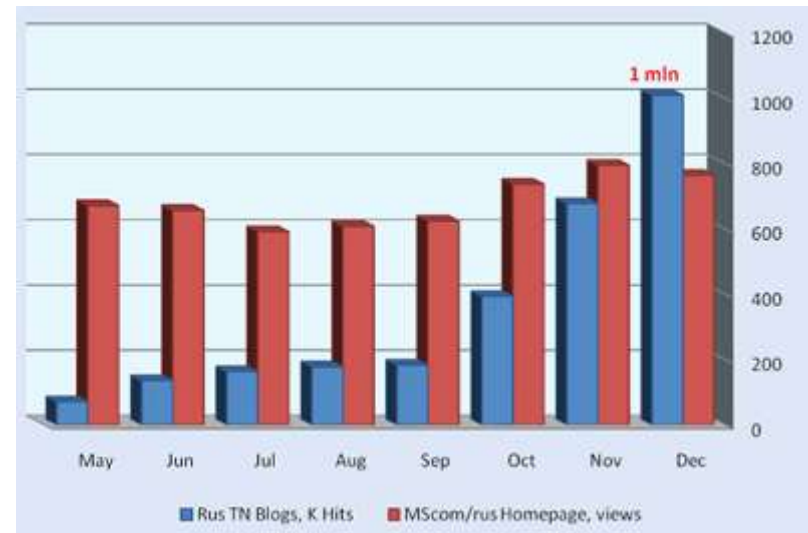
1. Create a profile.
2. Update your profile.
3. See who is looking at you.
4. Respond to people who look at you.
5. Research clients and prospects.
6. Add contacts.
7. Join a group and respond to questions.
8. Linked In answers.
9. Link blog to LI.
10. Post jobs....

Case study exercise

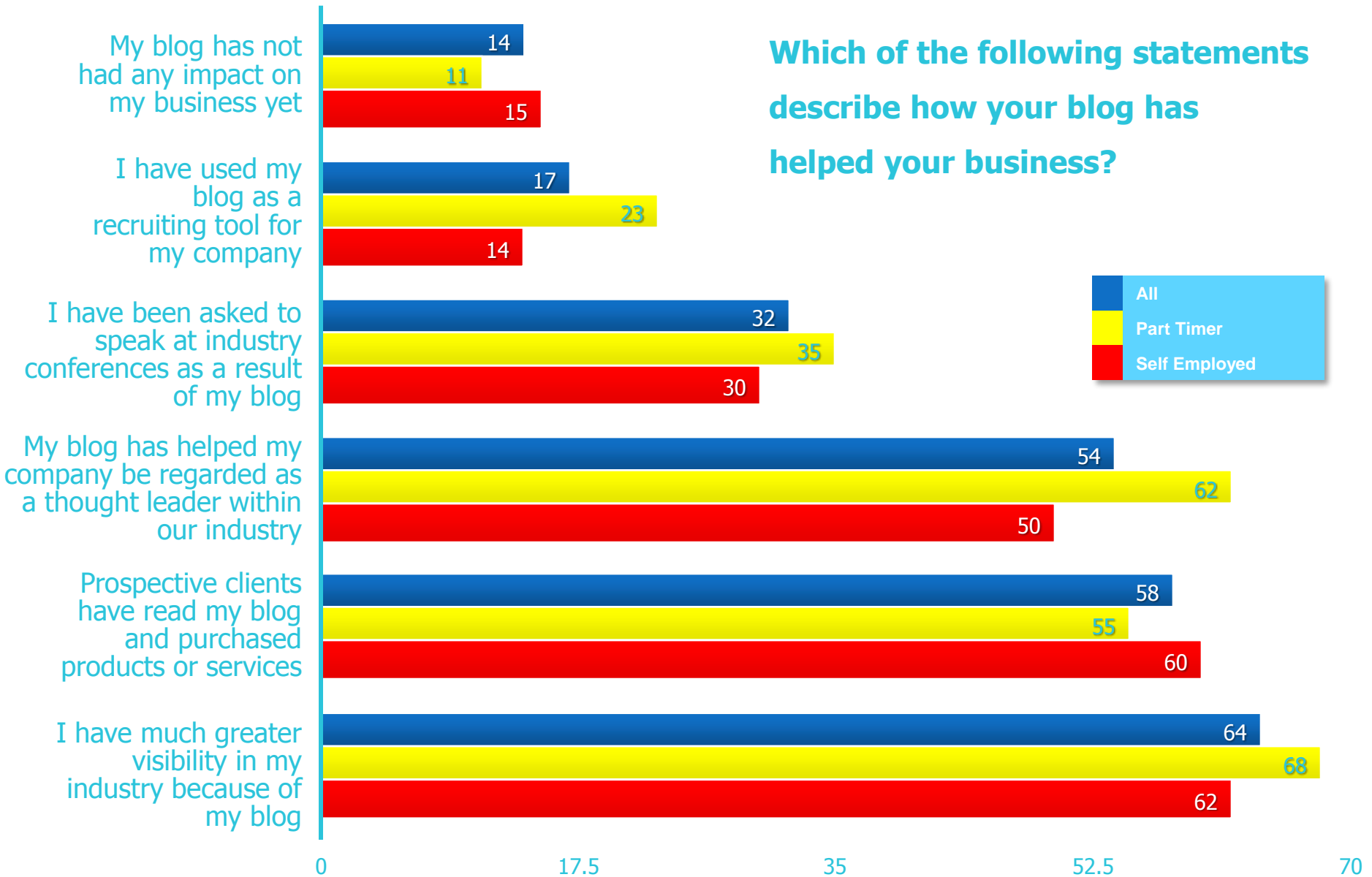
- Which social media channels do you think best suit your case study?
- How will you use them?

RESULTS OF RUSSIAN MICROSOFT BLOGS

- Passed **1 million views** barrier
 - 1.01 million views in December (+50% vs. November, **+742% vs. previous year**) on Russian pages of blogs.technet.com
- Russian blogs surpassed MS.com/rus homepage within 7 months
- We have **39 blogs**
- Publish league table
 - Leader has 193k views in H1



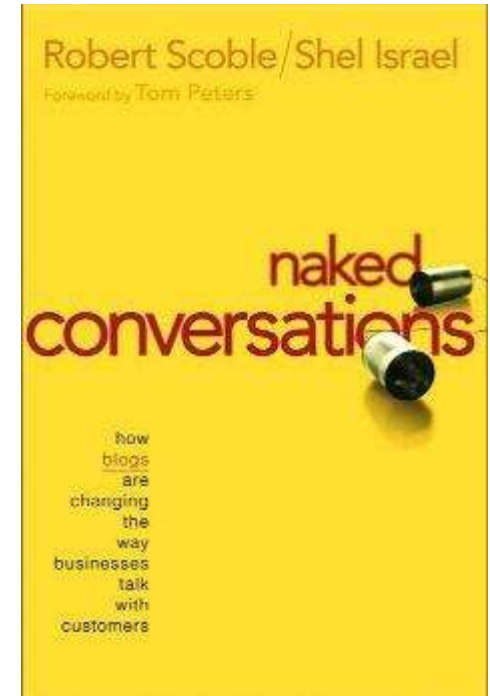
Which of the following statements describe how your blog has helped your business?



<http://www.briansolis.com/2010/12/the-state-of-the-blogsphere-2010/>

Five blogging success tips

1. Talk, don't sell.
2. Post often and be interesting.
 - ***Linkers and Thinkers.***
 - ***Delicious tool.***
3. Write on issues you know and care about.
4. Blogging saves money but costs time.
5. You get smarter by listening to what people tell you.



Source: Scoble, R. and Israel, S. (2006). *Naked conversations: how blogs are changing the way businesses talk with customers*. Chichester. John Wiley & Sons.

Trelleborg Marine systems survey and blog

MarineInsights

The marine engineering blog for port owners, contractors and consultants



HOME ABOUT MARINE INSIGHTS

Subscribe to RSS



SEARCH

PORTS STRUGGLING TO TACKLE UNSCHEDULED DOWNTIME – AND AT WHAT COST?

Posted on June 17, 2013 | [Leave a comment](#)

The results of our latest Barometer Report show that unscheduled downtime is on the rise. In comparison to last year's report, which revealed that just under 80% of respondents were struggling to get to grips with the issue, this year's Barometer reveals that, alarmingly, over 90% are now suffering.

The majority of respondents in this year's report estimated that



Marine
Insights

Marine Insights
@MarineInsights

Welcome to our marine engineering Twitter feed for port operators, contractors and consultants (proudly powered by Trelleborg).

marineinsightsblog.trelleborg.com

<http://marineinsightsblog.trelleborg.com/index.php/tag/trelleborg-marine-systems/>

CIM

Marketing One
BEST MARKETING EVENTS



Reputation Management

Nestle and Greenpeace and palm oil



- <http://www.youtube.com/watch?v=QV1t-MvnCrA>.
- What do you do?
- What do you not do?



Incidents vs. a crisis

- An ***incident*** is – any interaction with an external party via social media.
 - Can be good or bad.
 - Can be with customers, journalists or influencers.
- A ***crisis*** is - a severe incident, where you have lost control.
 - Typically bad news.
 - Media and Social media are spreading the story and you cannot stop or influence it at this time.

How to handle each incident level

Level	Who	What
1	Social Media team responds.	Acknowledge, or thank, or answer query.
2	Social Media team respond, but inform higher management that they have done so.	Try to take situation out of the public domain. Suggest they contact customer services (provide number).
3	Social Media team does not respond, apart from acknowledging the issue. They escalate to senior management to respond.	Acknowledge only. Do not apologise yet. Tell them what you are doing. Allow time to think it through. Use the media they used to respond. Once situation resolved, consider sharing response publicly.
Crisis	Social Media team alert senior management who form a crisis management team.	Refer straight to Senior Crisis Response Team. Let them respond.

Measurement

Social Listening
Reputation Management

Measuring engagement



ACQUIRE		PARTICIPATE		ENGAGE				SHARE	
View content on web site	Put through to air	Sign up for email newsletter	Read email newsletter	Download horoscope	Vote on web survey	Comment on web content	Offered privileged membership	Viral sharing	Link on own blog
Enter to play on TV	Register	Sign up for text alerts	Read text alerts	Click on link on email newsletter	Respond to offer and make a purchase from text or email	Take part in viewer survey		Gifting	Host event
Vote on TV	Opt in Enter sweep	2 nd entry for TV vote or play TV		Provides additional data e.g. birth date or kids details				Sign up for privileged membership	Re-use Lifetime web content
1	2	3	4	5	6	7	8	9	10
Customer Commitment Scale / Customer Engagement Index									

Social aggregators – social mention (free)

socialmention*

unit trusts

Search

Adva
Prefe

11% strength 7:1 sentiment

35% passion 35% reach

1 minutes avg. per mention

last mention just now

155 unique authors

32 retweets

Sentiment



Top Keywords



Mentions about unit trusts

Sort By: Results: Results 1 - 15 of 299 mentions.

- ask** [First Trust Energy Infrastructure Fund Declares a Long-Term Capital ...](#)

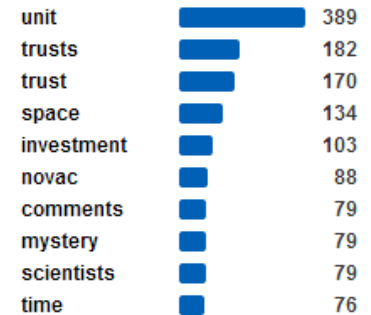
Morningstar.com - Found 7 hours ago... management or supervision of approximately \$76 billion as of September 30, 2013, through unit investment trusts, exchan...
[c.moreover.com/click/here.pl?z10127540152&z=1600249751](#)
 just now - on [ask](#)
- fb** [When I first met my favorite celebrity he spoke words that I always remembered and those words was "I'm a regular person just like you" thos...](#)

[www.facebook.com/permalink.php?id=100006816486068&v=wall&story_fbid=1396417800595423](#)
 4 minutes ago - by [Shivone Henriques](#) on [facebook](#)
- fb** [Untitled Document](#)

Summary5+ years of experience in software development, including system analysis, designing and development. Complete understanding of SDLC.5+ years of experien...
[www.facebook.com/permalink.php?id=220027164832771&v=wall&story_fbid=226614220840732](#)
 5 minutes ago - by [It Staffing Services, It Staffing Agency, It Recruiter, It Resumes](#) on [facebook](#)
- fb** [Forensic auditor Lawrence Moepi was finalising an investigation for the public protector when he was killed last week. Thuli Madonsela revea...](#)



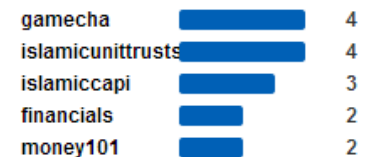
Top Keywords



Top Users



Top Hashtags



<http://socialmention.com/>



Resources Required

Resources required discussion

- In order to deliver the plan that you have outlined for your case study:
- What are the internal challenges that your team will face?
 - *Budgets.*
 - *Headcount.*
 - *Job roles and responsibilities.*
 - *Content creation and approvals.*
 - *Social media tracking and reputation management.*
 - *Reaction speeds...*
- What are the implications of switching from push to pull?



If you have any questions arising from this course, please email me at this address:

askthecoursedirector@cim.co.uk