The 7 C’s to Win Customer Hearts

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2011 Seeley Conference
Cornell University

Social Media Tour de Force

What is Social Media
What is Mind Share
New Marketing Trifecta
7 C’s of Social Media
10 Minute SM Routine
Secrets
What is Social Media?

Public Relations . . . on steroids
• 2-way interactive dialogue
• User-generated content
• Consumer-generated media
• Think “personally” chatting with someone
• It’s WE not ME.
1 \times 100 \, ?
Social Media Delivers Results
Social Media Delivers Results

What is Mind Share

- Consumers think of you first
- You are popular
- You get a lot of attention

??? What do they think when they think of you???
The New Marketing Trifecta

1. Create a Grand Goal
2. Create a Clear Path
3. Create a Valuable Why
4. Create an Engaging Personality
5. Create Magnetic Content
6. Create Customer Hubs
7. Create the Buzz
7 C’s of Social Media

#1 Create a Grand Goal

1. What is your big goal?
2. Who do you care about?
3. What do you want the customer to feel about your company?
4. What do you want people to say about your company?
5. Where do you see your company in 10 years?

#1 Secret: Goal

1. Write down what you want from your social media efforts.
2. Break this down into the smaller and smaller targets that you must hit to reach your goals.
3. Share that goal with your team.
4. Keep that goal as the gatekeeper of all decisions.

“Aim for the same target!”

Chris Heller
7 C’s of Social Media

#2 Create a Clear Path

1. Who do you want to reach?
2. What do you want them to do?
3. What SM vehicles do you want to use?
4. How much time will it take?
5. How long is your plan?
6. Who will work on it?
7. What are your resources?

#2 Secret: Plan a SM Calendar

- Make a quarterly calendar
- Which specific days/times are your going to
  - Blog
  - Post on Facebook
  - Tweet
  - Post on LinkedIn
- Prepare an “editorial calendar” for your posts/Tweets
- Assign a point person
7 C’s of Social Media

#3 Create the Why

Why do you use
social media in
your business?

- To market my business to customers and prospects... 88%
- To network with other green industry professionals .... 55%
- To find employees ........................................ 16%
- To create an online presence for my work ............. 56%

#3 Secret: Create the Why

1. What’s in it for your customer? Be in it for the customer, not the money.
2. What value do you add to your customer’s life?
3. How can we make plants an essential part of living?
7 C’s of Social Media

#4 Create an Engaging Personality

1. Who are you?
2. What do you stand for?
3. Why buy from you?
4. How do you want people to think of you?
5. What first impression do you make now?
6. What first impression do you want to make?

#4 Secret: Engaging Personality

1. Be a Thought Leader
2. Be the first to know news
3. Become an expert in something
4. Follow industry thought leaders
5. Get quoted in industry publications on- and offline
6. Populate Social Media formats – Twitter, LinkedIn discussion
7 C’s of Social Media

#5 Create Magnetic Content

- #2 Reason people don’t garden or garden more
- Become a curator of consumption
- Feed your customers information they want to know
- Ask your best customers to contribute
- Create how-to’s
- Use video

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7 C’s of Social Media

#5 Why Create Magnetic Content

<table>
<thead>
<tr>
<th>Objective</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish thought leadership</td>
<td>78.9%</td>
</tr>
<tr>
<td>Elevate brand visibility &amp; buzz</td>
<td>76.1%</td>
</tr>
<tr>
<td>Lead generation</td>
<td>60.6%</td>
</tr>
<tr>
<td>Boost SEO</td>
<td>47.9%</td>
</tr>
</tbody>
</table>

*Note: *researching and gathering online content for a chosen topic followed by organizing and sharing the most relevant information with their audience. Source: HiveFire, "Content Curation Adoption Survey 2011," March 30, 2011
7 C’s of Social Media

#5 Create Content Creation Not Low Touch

## Content Marketing Challenges According to US Marketers, Feb 2011 (% of respondents)

- Creating original content: 73.6%
- Having the time to do it: 73.0%
- Finding high-quality content: 42.0%
- Allocating staff to do it: 39.2%
- Difficulty measuring results: 36.5%
- Securing senior level buy-in to implement it: 18.9%
- Understanding how it fits into overall marketing strategy: 12.6%


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#5 Secrets: Create Magnetic Content

- Borrow from others
- Go outside your industry
- Elicit a response
- 5 word headlines
  - Guess what’s coming in tomorrow?
- Share & Give Credit

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7 C’s of Social Media
#6 Create Customer Hubs

1. C-Generation: Content, Creative and Co-Create
2. Offer opportunities to collaborate, build reputation and discovery.
3. Give better, kinder, more sincere customer service – really
4. Get on the radar of your current customers
5. Listen and get customer feedback
6. Draw people around a common good

#6 Secrets: Create Customer Hubs

1. “Co-create” with customers
2. Listen and feedback
3. The Customer Rules
4. Be nice and help others
5. Create a great reputation for listening, helping and sharing
#6 Secrets: Create Customer Hubs

1. Great research tool
2. Query followers to ask their opinion
3. Solicit their help to co-create something
4. Think customer service on line
5. Use social fans for feedback, sounding boards and information boxes

#7 C’s of Social Media

#7 Create the Buzz

- Get your news up front
- Positive information boosts your business to the top of search results
- Make your company website the hub for blog, Twitter, LinkedIn, and other social profiles
#7 Secrets: Create the Buzz

1. Actively talk up something
2. Seek online ops
3. Be a reliable source
4. Make connections

Your New 10 Minute Daily Diet

**3 minutes**
Check for Twitter chatter about your company and its competitors.

**2 minutes**
Scan Google News, Blogs Alerts or important news.

**3 minutes**
Filter and flag relevant industry-related LinkedIn and Quora questions.

**2 minutes**
Log in to Facebook to scan your wall and comments.
All about Being Popular

• The goal of all things social is to get people to like and want to spend money on your brand.
• Tell people why your brand is the best
• Build brand equity
• Get your brand into people’s heads
  ... and hearts!

Please visit our website to download the presentation.

If you use any information, please give GMG a little credit. Thank you.

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Secret: Resource

http://www.flowtown.com/blog/top-25-social-media-blogs-for-businesses

Secret: Facebook Engagement

In the survey, AT&T found that 41% of small businesses surveyed have a Facebook page for their business. Last year, only 27% said they were using the social networks, which is a 52% jump in usage.

Keep Posts Short
- There was a 27.0% increase in engagement for posts 80 characters long or shorter. Time is a person’s most precious resource. Respect that and you will be rewarded with a higher potential of having fans read and possibly even respond to your posts.

Ask Questions
- It might seem obvious, but people are more likely to engage if you ask them something. It has long been discussed that people don’t want to hear about you. They want to hear about what problem you solve or what solution you offer. Asking questions not only increases engagement, but it allows you to see into the mind of your fans and understand what really matters to them.

Post Towards the End of the Week
- When everyone else’s business is winding down for the weekend you should be ramping up your efforts. With less noise to compete with and your fans possibly winding down as well, this is the perfect time to try to break through the clutter and engage with them.
- One statistic that I found interesting was that there was an 18.0% decrease in engagement for posts on Saturday. My thoughts are that a lot of people take Saturday as their day off from technology, and this results in the lack of engagement.

Read more:
http://blog.hubspot.com/blog/tabid/6307/bid/11953/How-to-Encourage-Engagement-on-Facebook.aspx#ixzz1JuCp0UPs
Secret: What to Post on Facebook

• Do not shorten links with URL shorteners. Engagement rates are three times higher when posts contain the long URL than when they contain a shortened link. Perhaps, speculates the authors, fans are wary about what they are clicking on when the URL is shortened.
• Different industries have higher engagement on different days of the week. For example, the entertainment industry sees the highest engagement Friday through Sunday, when most brands do not post.
• To drive comments, ask a direct question and then ask for a response. Fans seem to like direction.
• If you want fans to like a post, ask them to do so in a forthright manner.
• When running a contest or other promotional offer, “softer sell” keywords resonate best. Fans are happier engaging in contests with the words “winning” and “events” than the words “contest” or “promotion.
• As noted above, asking a question at the end of a post drives engagement. In particular, the words “what,” “where,” “when,” “would,” and “should” drive the highest engagement rates. Avoid asking “why” questions – this word has the lowest like rate.
• You can download the entire report here.
• WHAT to post to encourage comments
• My colleague John Haydon just published a wonderful blog post entitled “16 Ways to Get More Comments on Your Facebook Page.” (Notably, it has been retweeted 312 times and recommended on Facebook 249 times.) Each of the sixteen ways cited in the blog post includes a link illustrating the example on Facebook. I’ve tried many of these methods, and I can attest that they drive engagement. Additionally, as I wrote previously, asking questions is also a great way to know more about who is engaging with your page.

Secret: 16 ?s to encourage comments

1. Ask specific questions – The last thing your fans want to do is homework. Asking your fans what we can do to cut down carbon emissions might get comments from your biggest fans, but most of them would just skip to the next item in their news feed. **Specificity will get more comments.**
2. Ask yes or no questions – Yes or no. Are you more likely to answer “yes” or “no” questions, or open-ended ones that require time and attention? Point given.
3. Ask timely questions - Are you staying home or traveling this holiday?
4. Ask edgy questions – Green Peace does a great job with this by asking questions like “Do you live near a nuclear power plant?”
5. Ask true or false questions – This type of question works really well for historical societies. Always begin these questions with “True or False?” Fans will be more likely to answer if they know that a simple answer is all that’s required.
6. Ask questions about a photo – Share a photo an ask your fans to comment. For example, an animal rights org could post a photo and ask “What’s wrong with this picture?”
7. Ask poll questions – Facebook’s new “Questions” feature makes it easy to create polls on your Page. Plus, there’s a good chance they’ll create more awareness about your page then a simple wall post.
8. Ask fun questions – Don’t be afraid to go off topic with your fans. It will remind them that you’re just like them, and will help establish a more human connection with them. For example, “What’s your families favorite vacation spot?”
Secret: 16 ?s to encourage comments

9. Ask directly – If your Facebook Page is new, or if it’s been in a coma for months, getting any kind of response from fans can be difficult. If that’s the case with your Page, try asking specific fans that you know personally to comment on a post. You’ll get a good response if you tell them that you think they’d offer value and insight around a particular conversation.

10. Ask preference questions – When you were in college, did you prefer essay questions or multiple choice questions? Exactly.

11. Ask who’s attending an event – You can pose this question to fans located near an upcoming event. Bonus points if you share a link to your Facebook event.

12. Ask those who attended the event to share a favorite moment – If you’re a national organization that help an event in Chicago, you can forget an update to those attendees asking to share their impressions. This will mildly get responses from your core fans, but will give less active fans a deeper look at your organization’s culture.

13. Ask for tips – This one works well if your organization works with families. Asking for tips on how to get kids out of bed earlier would leverage shared experiences among your Facebook fans.

14. Ask humanistic questions – This works especially well if your organization deals with a disease or syndrome. For example, The Brain Aneurysm Foundation launched their Page simply by asking: “When you were just recovering from a brain aneurysm, what gave you the most hope?”

15. Ask fill in the blank questions – Another way to make less work for your Facebook fans is to use “Fill in the blank” questions. When you ask these, always begin with, “7/10 in the blank...” Your fans will be more likely to answer a question if they know what’s expected. And everybody knows how “Fill in the blank questions” work.

16. Reply and pay attention – People skills 101 talks about acknowledging when someone answers a question. When your fans answer questions, comment back and deepen the conversation.

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14 Social Media Stats

1. 33 percent of all Facebook users update on the platform using a mobile device, but just 4 percent of those use an iPhone and 5 percent use an Android phone. [Source: Dan Zarrella, HubSpot]

2. Among consumers, 55 percent said they would consider using Facebook Places; only 6 percent said they would consider using Foursquare. [Source: David Griner, Luckie & Co.]

3. Among early adopters, 90 percent said they would consider using Facebook Places; only 22 percent said they would consider using Foursquare. [Source: David Griner, Luckie & Co.]

4. Location-based sites and services (such as Foursquare and Facebook Places) are familiar to 30 percent of Americans age 12 and older and used by 4 percent of Americans age 12 and older. [Source: Tom Webster, The Social Habit]

5. Nearly a quarter of social network users indicated that Facebook is the social site or service that most influences their buying decisions. No other site or service was named by more than 1 percent of the sample, and 92 percent indicated that no one social site or service influenced their buying decisions the most. [Source: Tom Webster, The Social Habit]

6. Twitter is as familiar to Americans as Facebook (with 92 percent and 93 percent familiarity, respectively); however, Twitter use stands at 8 percent of Americans age 12 and older. [Source: Tom Webster, The Social Habit]


9. Approximately 20,000 users contribute more than half of all Twitter content, which is .01 percent of total users. [Source: Blogging, April 2011, B2B Social Media Guide]

10. How social networking site use breaks down: 92 percent use Facebook, 29 percent use MySpace, 18 percent LinkedIn, 13 percent Twitter. [Source: Pew Internet and American Life Project, Social networking sites and our lives, June 16, 2011]

11. On Facebook on an average day, 22 percent of users comment on another’s post or status, 20 percent on photos, 26 percent like another’s content. [Source: Pew Internet and American Life Project, Social networking sites and our lives, June 16, 2011]

12. Nearly twice as many men use LinkedIn (63 percent compared with 37 percent of women). All other social networking sites have significantly more female users than male users. [Source: Pew Internet and American Life Project, Social networking sites and our lives, June 16, 2011]

13. From 2008 to 2010 the percentage of people using social networking sites fell among 18- to 22-year-olds by 12 percent (from 28 percent in 2008 to 16 percent in 2010) and among 23- to 35-year-olds by 8 percent (from 40 percent in 2008 to 32 percent in 2010). [Source: Pew Internet and American Life Project, Social networking sites and our lives, June 16, 2011]

14. Meanwhile, social networking use increased among 36- to 49-year-olds by 4 percent (from 22 percent in 2008 to 26 percent in 2010) and among 50- to 65-year-olds by 11 percent (from 9 percent in 2008 to 20 percent in 2010). [Source: Pew Internet and American Life Project, Social networking sites and our lives, June 16, 2011]
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Gardening for Life

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