

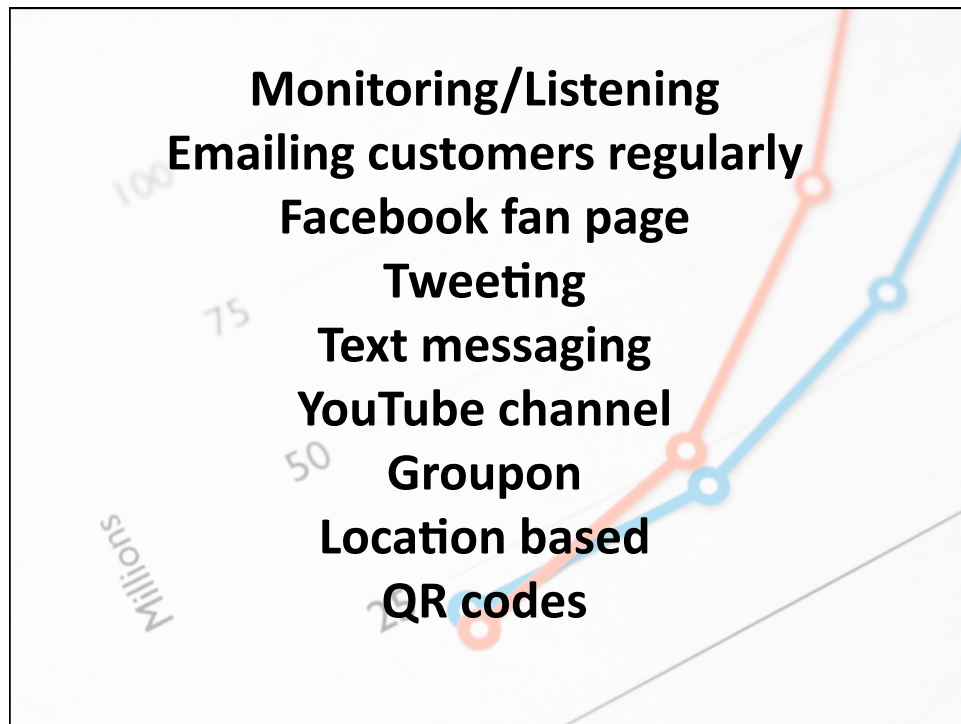
Should you get on the local social media bandwagon?



Presented by Drew McLellan

Where are we at today?

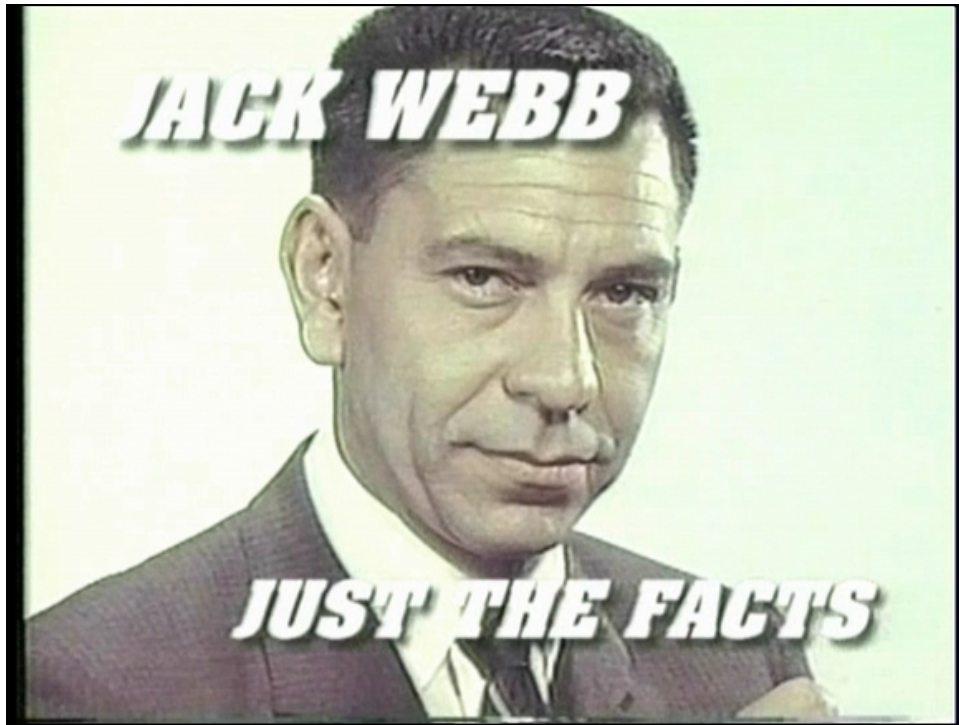




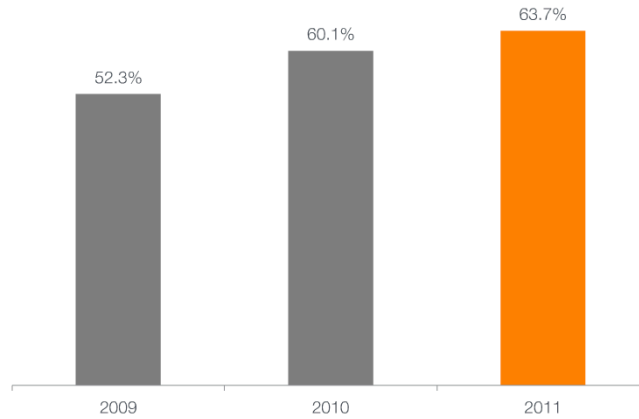
“I don’t have a lot of time or money to spend on marketing. I keep hearing about social media but does it really work? It seems shallow and well....stupid.

Who’s got time to manage all this?”

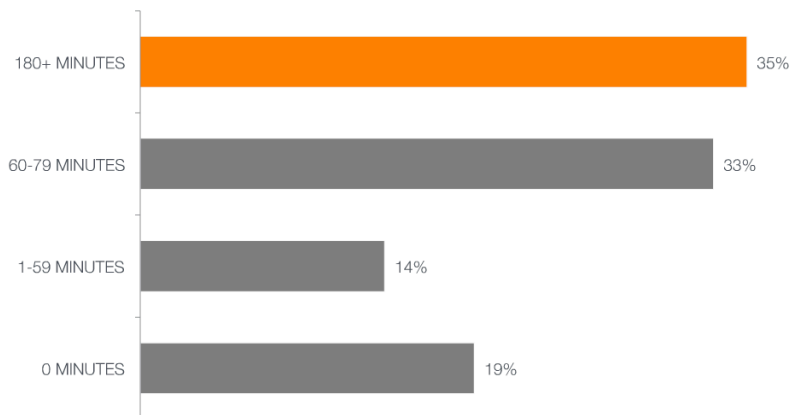
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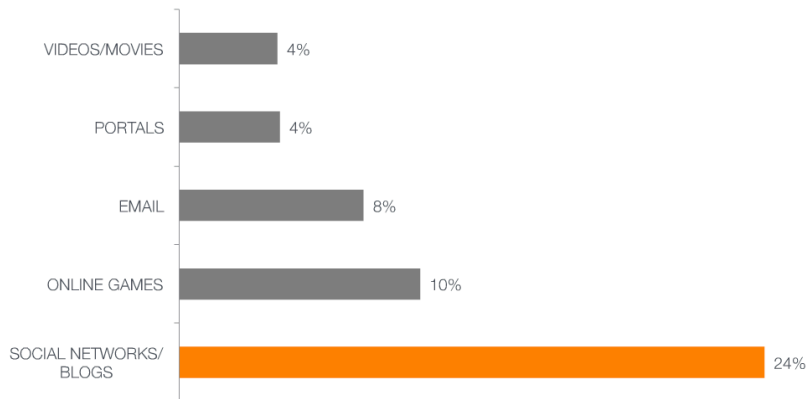
Nearly 2/3 of US Internet users regularly use a social network.



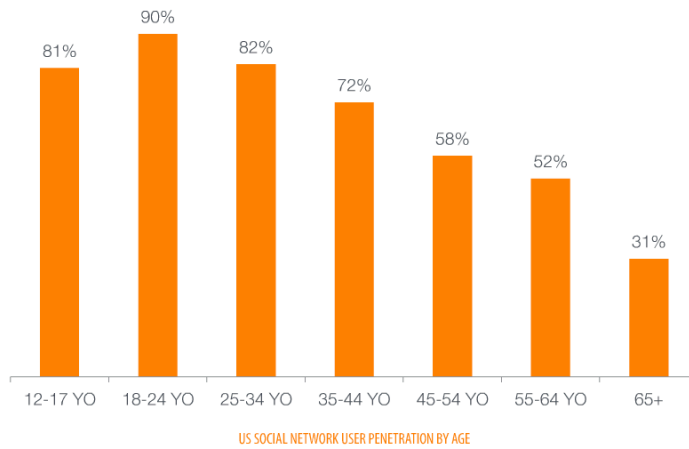
One third of US consumers spend ≥3 hours online **every day**.



US Internet users spend **3x more** minutes on blogs & social networks than on email.

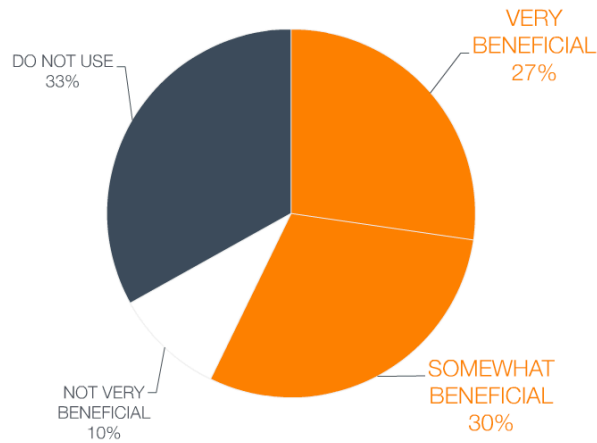


Regardless of age, we're social networking.

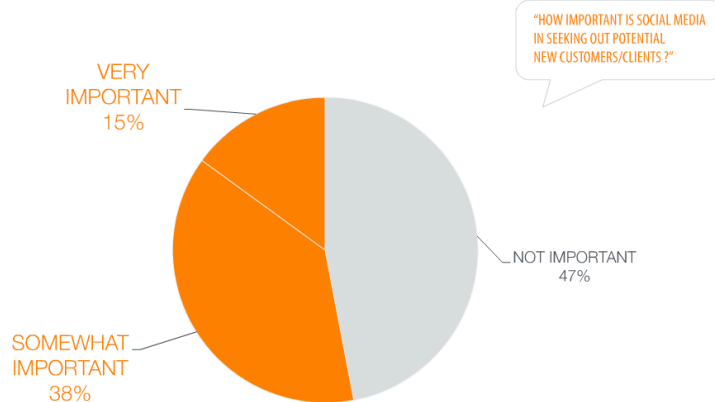




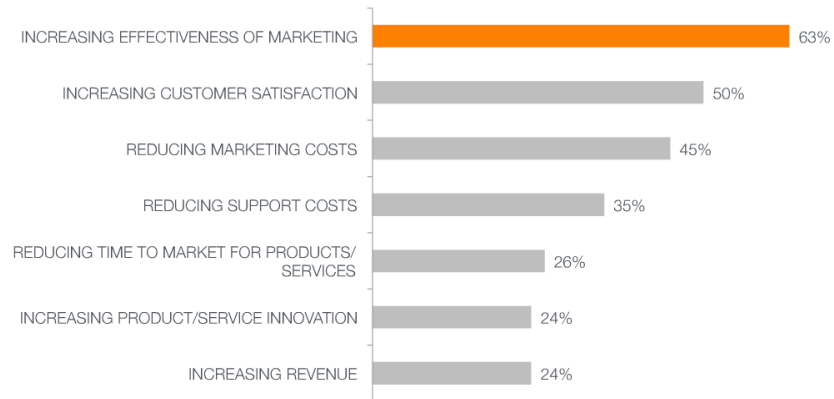
57% of SMBs say social media is beneficial to their business.



More than 1/2 of US SMBs say social media sites play an **important role in active sales.**



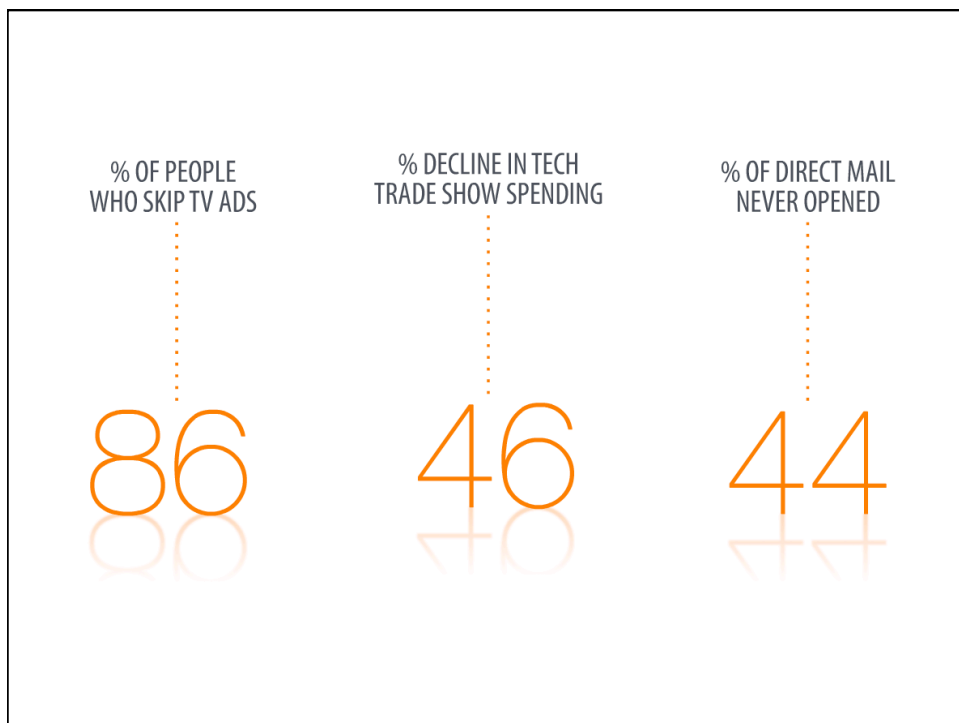
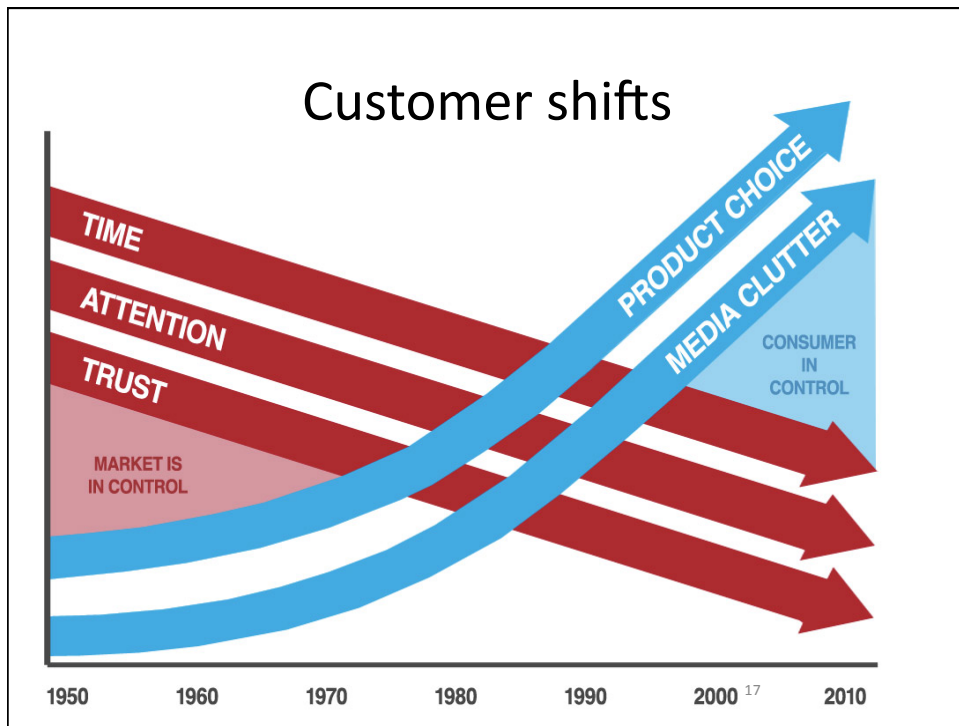
63% of companies using social media say it has **increased marketing effectiveness** — among other benefits.



Times have changed...



...but has your marketing?



66%

PERCENTAGE OF
BRAND TOUCHPOINTS
NOW GENERATED BY
CUSTOMERS



Inbound marketing costs **62% less**
per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: \$373

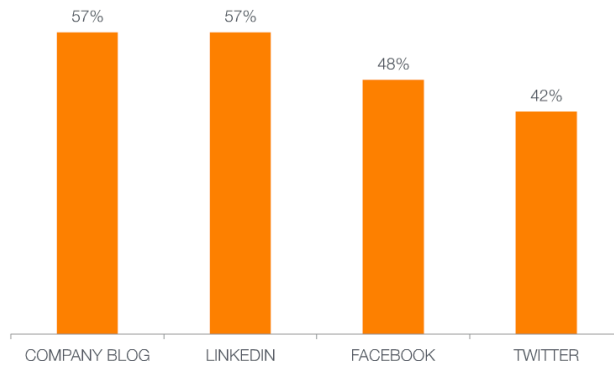


INBOUND:
AVG COST/LEAD: \$143



Inbound marketing tactics don't just generate leads. They generate **revenue**.

"OUR COMPANY HAS ACQUIRED A CUSTOMER THROUGH THIS CHANNEL"

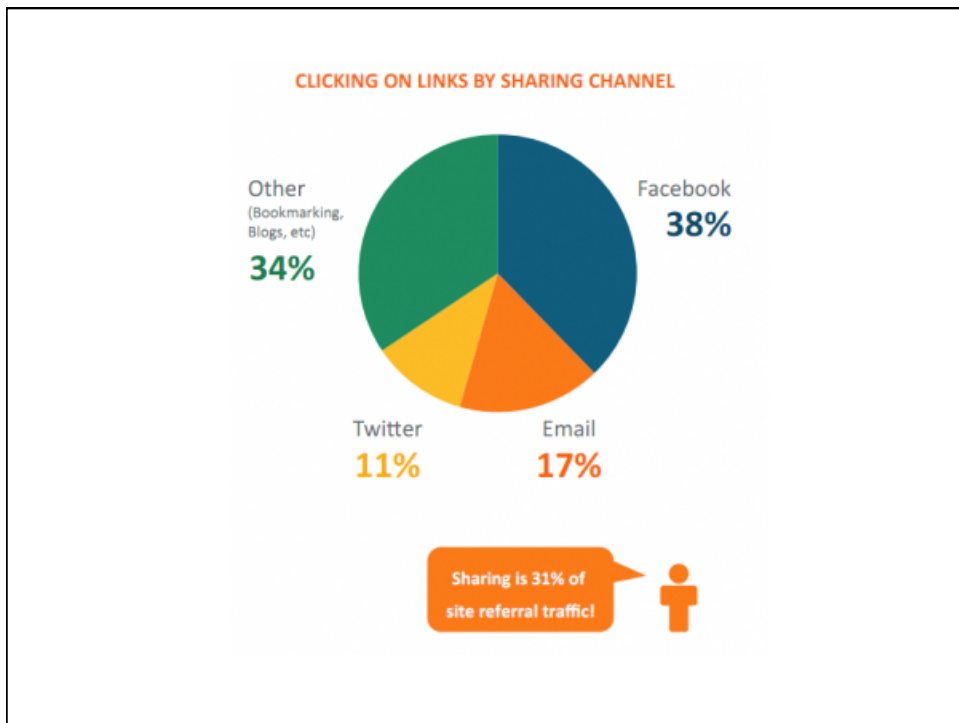




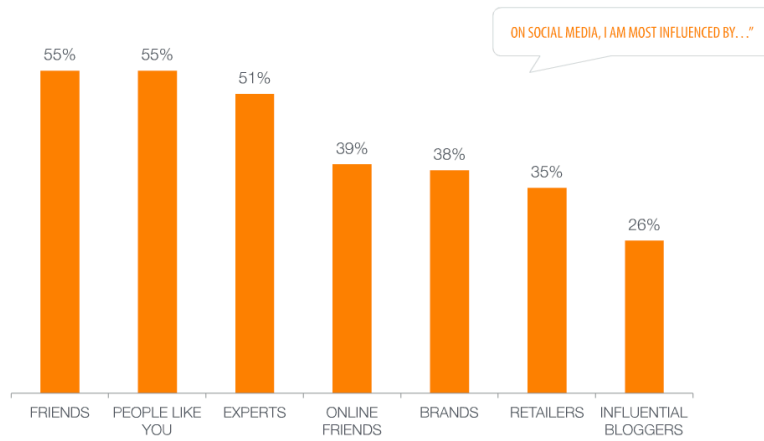
The good old days on steroids!



73% of consumer decisions are primarily influenced by word of mouth.
McKinsey 2009



Social media conversations actively influence purchases.



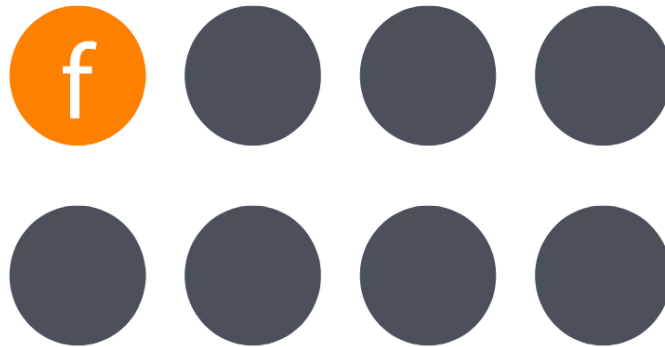


You simply cannot ignore the giant in the room

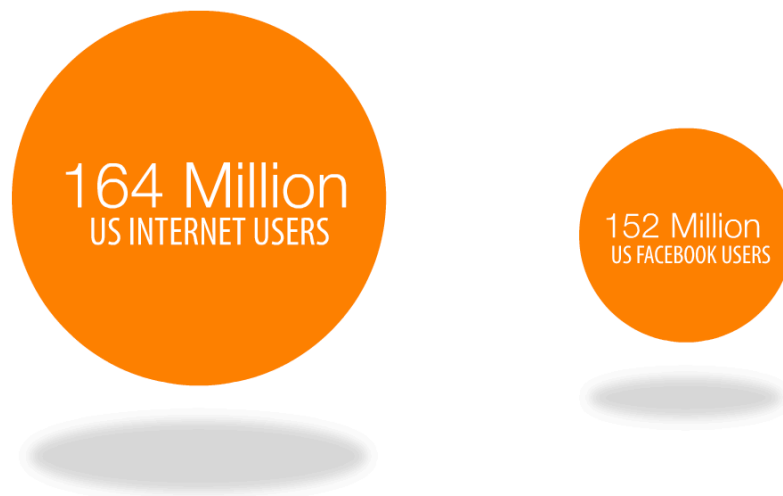


**1 out of every
8 minutes**

online is spent on Facebook.




93% of US adult Internet users are on Facebook.





Facebook...

- More than 600 million users**
- 50% of users log on every day**
- Fastest growing demographic is 55+**
- Biggest demographic is 35-44**



She is your customer



Your customers are on Facebook every day

1. Why wouldn't I want to be where my customer is?
2. What do they need/want to know on a regular basis?
3. What could I do/ask to get them talking?
4. How could I involve partners/vendors?
5. What could I get them to share with their friends?

facebook Search Home Export friends! Profile Account

Greenlife Grocery Like
Food/Grocery · Asheville, North Carolina

70 Merrimon Avenue Asheville, NC

Wall Greenlife Grocery · Everyone (Top Posts)

Greenlife Grocery
Broo will be having a party in the store! Come by for samples and swag 3-7 today!
17 hours ago
2 people like this.

Greenlife Grocery They are also bringing live jazz music around 5pm, come check it out!
17 hours ago

Greenlife Grocery added a new photo.
Wall Photos

17 hours ago · Share
Valli Smith likes this.

Greenlife Grocery Broo will be having a party in the store! Come by for samples and swag 3-7 today!
16 hours ago

Greenlife Grocery
Interested in a local tour of greenlife? free samples, goodie bags and coupons? laura.vincent@wholefoods.com to sign up for Tues Aug 30 2pm
August 23 at 6:30am via Twitter · @GreenlifeAVL on Twitter

Recommend This Place
Help your friends discover great places to visit by recommending Greenlife Grocery.
Write a recommendation...

Duplicate Places
Help improve Facebook Places. Which of the following are the same place as Greenlife Grocery?
bing
Whole Foods Market - Greenlife Grocery Asheville via SCVNGR
1 was here · 0 likes

Friends' Events See All
Social Health Summit (SXSH)
Monday, September 19, 8:30am-5:30pm
RSVP: Yes - No - Maybe

Event Invitations See All
LIGHT THE NIGHT WALK ~ Taking step...
Saturday, October 8, 5:30am-8:30pm

3,097 like this
122 were here
Likes See All
Whole Foods Market Durham
Homeward Bound of Asheville
Brasstown Beef

By 2013 — 50% of web traffic will come from mobile devices.

By 2020 – the #1 way to access the web will be a mobile device.

91% of mobile users consume social media on their mobile device.

The US population is approx. 311+ million. 1 in 2 Americans will have a smart phone by end of 2011.




Mobile as the EVERYTHING

Mobile devices have replaced cameras for 44% of consumers (CAMERAS)

Mobile money payments will generate \$86.1 billion in revenue in 2011 and will reach \$1 trillion by 2015. (MONEY)

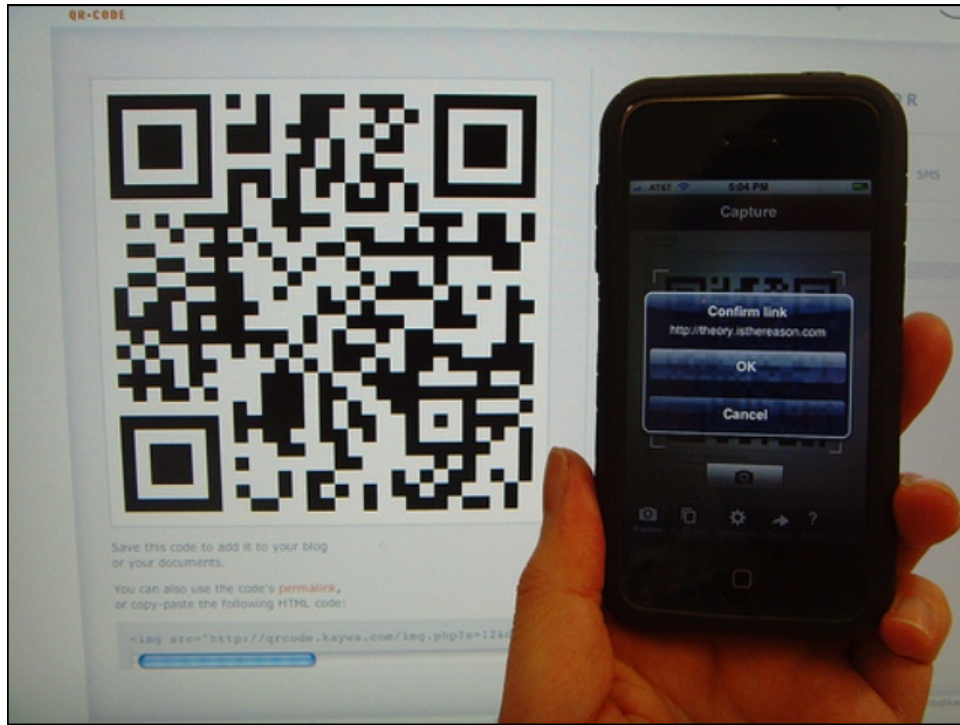
QR code usage in 2010 grew 1200% (INTERACTIVE)

The # of mobile web searches has quadrupled in the past 12 months (COMPUTERS)

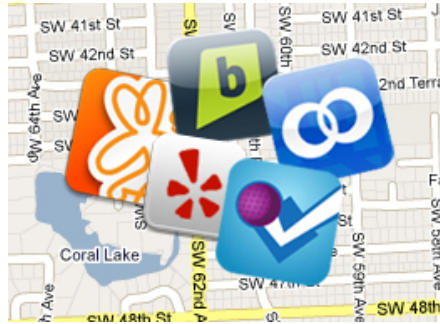


Mobile as the everything

1. How could I utilize text messaging? What would be valuable enough to get customers to share their cell numbers?
2. My customers carry their “camera” with them 24/7. How could I use that in my marketing?
3. Where/how would QR codes make my customers’ day easier/better?



**Location
Location
Location**



**Sharing
Reviewing
Rewards**





How can we be an “in” location?

1. How could we reward people for checking into Foursquare, Gowalla and/or Facebook?
2. Can I encourage good tips/reviews?
3. Can I tie location marketing to some of my other efforts (special sales etc)



Register your foursquare account with your

to unlock coupon* savings on some of your favorite PepsiCo products!

Offer valid 11/17/10-2/8/11 *Coupon provided at checkout. Limit one (1) coupon per registration. Coupon valid on your next shopping trip.

VONS Foursquare Rewards

Your grocery shopping at Vons just got more social! Sign up now and you will automatically earn special rewards based on your Foursquare badges and ways you explore your city on Foursquare.

Sign up in 2 easy steps:

1. Enter your VonsClub Card number:
Don't have a VonsClub Card?
2. Connect to your Foursquare account:

Don't have a Foursquare account?

Yes, automatically check me in to Vons on Foursquare when I make a purchase and swipe my VonsClub Card.

Yes, automatically send a "shout" to my Foursquare friends when I unlock a reward.

CONTINUE

Please note: After clicking Continue button, you will be asked to connect to your Foursquare account.



GET A FREE**

4-pack of IZZE 8.4oz cans or 12oz bottles after your first purchase when you sign-up!




connect

with your VONS CLUB card on Foursquare



check in

VONS



save big!

23

The screenshot shows the Foursquare interface for a venue named "Fry's Food Stores". At the top, the Foursquare logo is on the left, and the user's name "Drew in Willard, Mo" is on the right, along with navigation links for Notifications, Apps, Help, Settings, and Log Out. Below this is a blue navigation bar with links for Me, History, Badges, Stats, Friends, and Manager Tools, and a search bar. The main content area is divided into several sections: 1. Venue Information: A shopping cart icon, the name "Fry's Food Stores", and address "7770 E McDowell Rd, Scottsdale, AZ 85257 (480) 941-4088". A map shows the location with a red circle around the venue. 2. Statistics: A table with three columns: "YOUR CHECK-INS" (0), "TOTAL PEOPLE" (317), and "TOTAL CHECK-INS" (1,028). 3. Mayor: A section titled "Mayor" with a "Last 60 Days" filter. It shows a profile for "Chris B." with "16 checkins" and a crown icon. 4. Lists: A section titled "Appears on 1 List" showing a list item "stuff done" created by "Cassandra K.". 5. Venue Tools: A bar with "Venue Tools" and "Edit Venue" links, and a note to read "Superuser Guidelines". 6. Tips: A section titled "Tips" with "POPULAR" and "RECENT" filters. It contains a text input field and a "SHARE" button. An example tip reads "Example: Order the burger and ask for the secret sauce!".

You oughta
be in pictures





#2 search engine behind Google
Multimedia strong – SEO
Very sharable
Easy, cheap to do



Video is not to be forgotten

1. What could we show better than tell?
2. How could we put the spotlight on our employees or customers?
3. What would be worthy of sharing?

The screenshot shows the YouTube interface for the channel 'Lunds and Byerly's'. The main video is 'Mealtime Hero' Byerly's Grocery Store Musical, which has 12,642 views and was uploaded 1 year ago. Below the video is a description: 'From: LundsandByerlys | Apr 2, 2010 | 12,642 views. Unsuspecting shoppers at the Byerly's in Golden Valley, Minnesota were treated to a surprise on April 1, 2010, when performers from the University of Minnesota University Opera Theatre broke out in song. The surprise began when the soundtrack to Fredrick Weatherly's "Danny Boy" began playing and embedded "... (more info) View comments, related videos, and more'.

Related videos listed on the right include:

- Brining A Turkey (6,740 views - 2 years ago)
- Roasting A Turkey (4,130 views - 2 years ago)
- Lunds and Byerly's Seared Tuna with (3,417 views - 2 years ago)
- Lunds and Byerly's Strip Steaks with (2,429 views - 2 years ago)
- Lunds and Byerly's Cornmeal Crusted (2,277 views - 2 years ago)
- Lunds and Byerly's Pan Seared Mahi Mahi

DANGER

- Go slowly.... you don't have to tackle it all at once
- Don't fall for the "custom" social networks
- Do not start, stop and start
- Get some help on the front end with the strategy
- Experiment





Drew's *marketing* minute

Create a love affair with your customer. ♥

HOME ABOUT DREW SPEAKING WORK WITH US NEWSLETTER BLOGROLL CONTACT

MOGrocer

Saturday's presentation on social media:
[Download presentation here](#)

Link to Social Media Video:
[Click to view here](#)

Link to Social Media/Grocery chart:
[Click to view here](#)

Link to Social Media Policy Examples:

www.drewsmarketingminute.com/MOGrocer

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