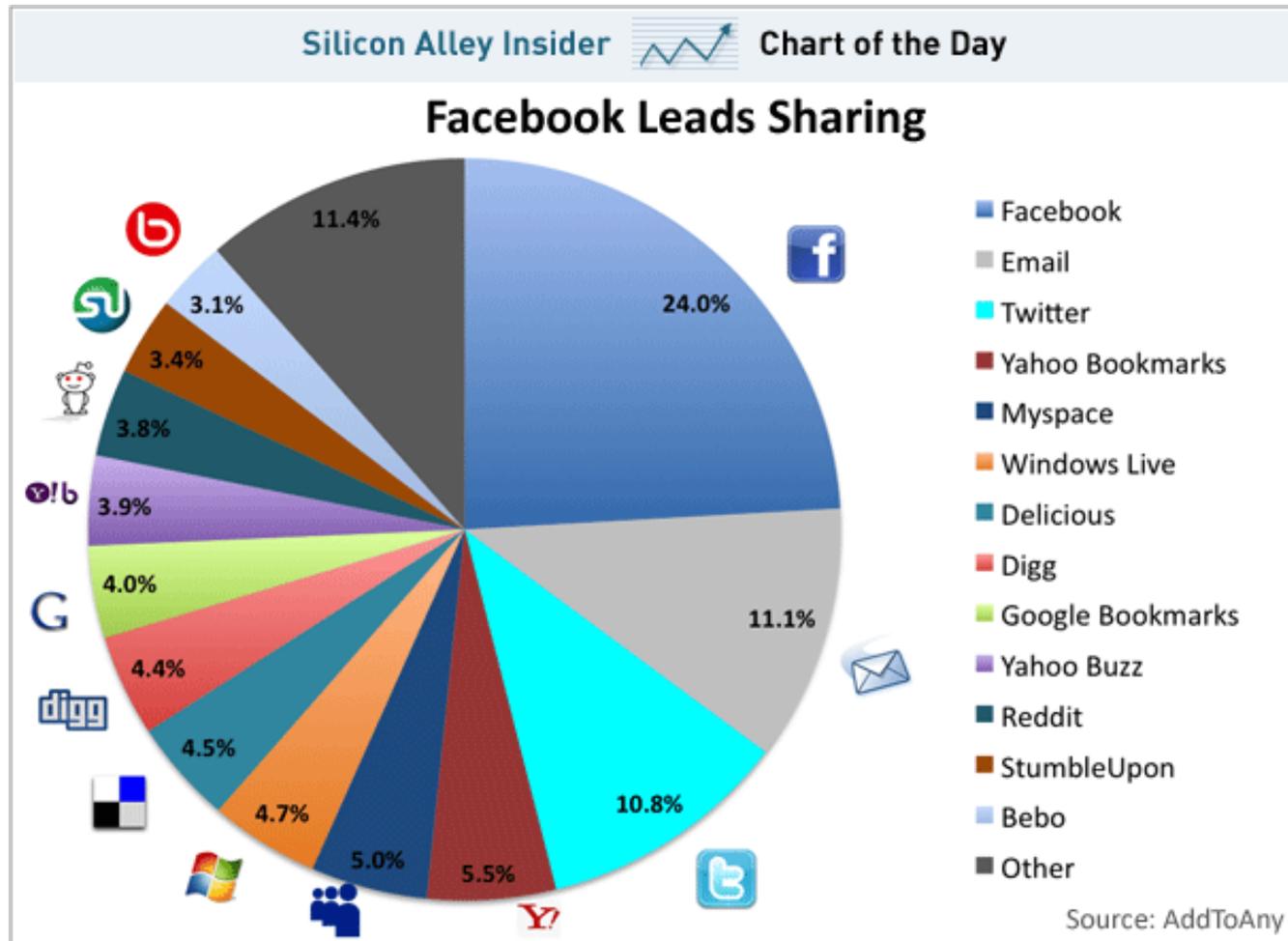


Trend 3: Social Media marketing



About this trend

- **Social media is coming of age:** Facebook's massive reach - 500m users and counting and Twitter approaching the 200m mark - make a strong case for brands to prioritise social media marketing.
- **Social media influences the whole online space:** Companies should no longer see their social strategy and their search strategy as separate - they should instead try to integrate as much as possible.
- **Social media is good for marketing:** It allows users to share experiences, and brands to benefit from making good things.
- **Social commerce will gain popularity:** While still low in comparison to website shopping, more brands will introduce an online shopping portal in Facebook.

About this trend (cont'd)

- **Facebook and other social media** are used during trips by 37 per cent of international travellers in order to keep friends and those at home informed, or to post photos online before their return (*ETC*).
- **52 per cent** of the 152 million adult vacationers in the USA are using social networks in order to discuss their next intended destination with friends, or to obtain direct information from travel companies (*ETC*).

5 fundamental social media trends for 2011:

- 1) Everything is shifting towards local
- 2) Mobile at the Heart of Everything
- 3) Personal Networks are crucial
- 4) Online video continues to explode
- 5) Facebook becoming ubiquitous

[Click here](#) for a more detailed breakdown of these trends

(source: Simply Zesty)

The Social Customer's Journey



THE 'DO'S of SOCIAL MEDIA...



CONNECTOR 10C's MODEL

- **1. CONTEXT**
Research your market situation including objectives, budgets, timelines and competitors.
- **2. CONSUMERS**
Learn how to connect & engage with your customers and prospects and turn them into loyal advocates.
- **3. COMMUNITY**
Create and manage your own community of consumers who you can talk to about your products or services.
- **4. CONCEPTS**
Create relevant concepts to promote your business and get your message noticed by your target audience.
- **5. COLLABORATION**
Learn how to build and create partnerships with your customer, prospects and business partners.

- **6. CONTENT**
Learn how to create and share valuable digital content with your audience such as blogs, video, apps and podcasts.
- **7. CONNECTIONS**
Increase connections online & offline with more website visits plus friends/fans/followers on sites like Facebook, LinkedIn, Twitter, YouTube & Foursquare
- **8. CONVERSATION**
Learn how to listen to the online conversation and then start engaging with your own dialogue.
- **9. CONTAGIOUS**
Encourage people to share your content with their network thus spreading the word about your business.
- **10. CONVERSION**
Measure the effectiveness of your market activities including social media to calculate the ROI on time & money.

Social Commerce



- **Buying on Facebook:** Instead of forcing customers to click through to a site to complete a purchase, more companies are now offering this in the platform in which the consumer started such as Facebook, Twitter and YouTube.

New ways to sell

- Sep 2009 French Connection launched YouTique, selling clothes through YouTube.
- Oct 2009 Procter & Gamble began to offer 29 brands via Facebook store
- Dec 2009 Dell announced \$6.5m of sales through Twitter.
- Dec 2010 Heineken becomes first alcohol brand to sell goods through Facebook.
(Marketing Magazine, 2010)



Social Commerce (cont'd)



Trends

- 64% of people agree that sharing shopping tips through social networks would make shopping more fun / interesting. (Future Foundation, 2010)
- Many brands are now experimenting with serious advertising campaigns within social games e.g. McDonalds on Farmville (Simply Zesty)
- With the [average consumer](#) spending around \$72 dollars in social games, with a 41% likelihood for a repeat purchase, this is a valuable market to get in front of.
- There's money to be made in location targeted promotions, particularly through Facebook Deals.
- Group buying is a significant trend in social commerce.
- Facebook Credits will become more mainstream in 2011.



Facebook Shops to grow in 2011...

WELCOME TO THE WORLD'S BIGGEST WARDROBE

The screenshot shows the ASOS Facebook Shop interface. At the top, there's a Facebook navigation bar with the ASOS logo and a search bar. Below that, the ASOS logo is followed by the tagline "discover fashion online". A search bar with the placeholder "Start your style search" is present. To the right, there's a "Welcome" message and a "Bag / Saved" indicator showing "(0) 0.00". Navigation links for "WOMEN" and "MEN" are visible, along with an "Invite your friends" button. The main content area is titled "Home" and features a grid of clothing items. On the left, there are filters for "65 styles", "Select size", "Select colour", and "Select brand", with a "More refine options" link. Each item in the grid includes a product image, a price, and a "Share" button. The items shown are: Equipment Two Pocket Silk Shirt (€274.21), ASOS Pleat Front Twill Trousers (€39.36), The Reformation Allen Top (€183.68), ASOS Pleat Jersey Short (€32.80), Vero Moda Pleated Chiffon (€28.86), Vero Moda Very Loose (€65.60), Boutique by Jaeger Silk (€170.56), and Vero Moda Pleat Front (€49.86).

The screenshot shows the Elverys Sports Facebook Shop interface. At the top, there's a Facebook navigation bar with the Elverys Sports logo and a search bar. Below that, the Elverys Sports logo is followed by a "Like" button. Navigation links for "Wall", "Info", "Shop Now", "Welcome", "Video", and "Photos" are visible. A "Checkout" button with a shopping cart icon and "€49.00" is in the top right. The main content area features a large image of a soccer player in a green jersey. Below the image, there's a "PASSION FOR SPORT. SPORT FOR LIFE" slogan and an "Add to my page's favourites" button. The product being featured is the "Adidas Daily Vulc Men's Shoe White/Green/Navy", priced at "€50.00" with a "buy now" button. The product description includes: "Look good, without trying too hard with these Adidas Daily Vulc Men's Runners", "Product Information", "Clean and simple vulcanized shoe", "Bold 3-Stripes branding accents the classic design", and "Delivery: 3-7 working days". A row of smaller product images is shown below the main product. At the bottom, there's a "Checkout" button with a shopping cart icon and "€49.00".

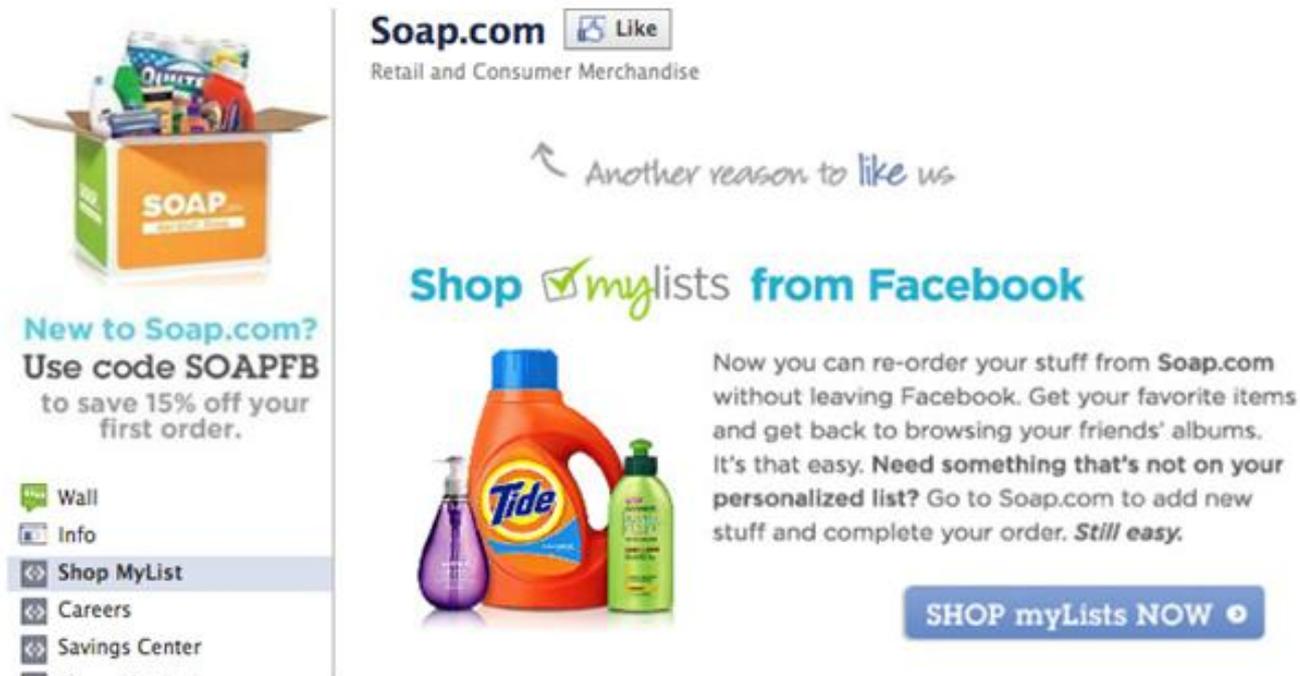
Facebook Shops

- **Delta** customers can use the airline's Facebook shop to book a trip, access their boarding pass, check their flight status and view trip details. They can see new in-flight amenities, like Wi-Fi, or entertainment, offered on the specific flights they're looking to book.
- To keep in touch with friends and family, users can also 'share' their travel information.

The image shows a screenshot of the Delta Facebook page. At the top, there is a grey banner with a green 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' Below this is the Delta profile picture, a red and white geometric shape. To the right of the profile picture is the text 'Delta Book a Trip' with a 'Like' button and 'Travel/Leisure' category. The main content area features a large image of a Delta airplane in flight. Below the image is a navigation bar with links for 'SkyMiles Login', 'Book A Trip', 'My Trips', 'Check In', and 'Flight Status'. The main heading is 'DELTA TICKET COUNTER™'. Below this is a 'Welcome to the Ticket Counter™' message with a 'GET STARTED >' button. There are two promotional cards: one for 'IN-FLIGHT WI-FI ACCESS' and another for 'LOYALTY HAS NO EXPIRATION >'. At the bottom, there is a footer with links for 'About Delta', 'Blog', 'Privacy & Security', 'Legal', 'FAQ', and 'Need Help?'.

Facebook Shops (cont'd)

- Consumers visiting **Soap.com**'s Facebook store can use their 'Shop my List' option to access and re-order favourite items.
- Users can also view friends' lists to discover new products.



Soap.com  Like
Retail and Consumer Merchandise

Another reason to like us

Shop  mylists from Facebook

Now you can re-order your stuff from Soap.com without leaving Facebook. Get your favorite items and get back to browsing your friends' albums. It's that easy. **Need something that's not on your personalized list?** Go to Soap.com to add new stuff and complete your order. *Still easy.*

SHOP myLists NOW 

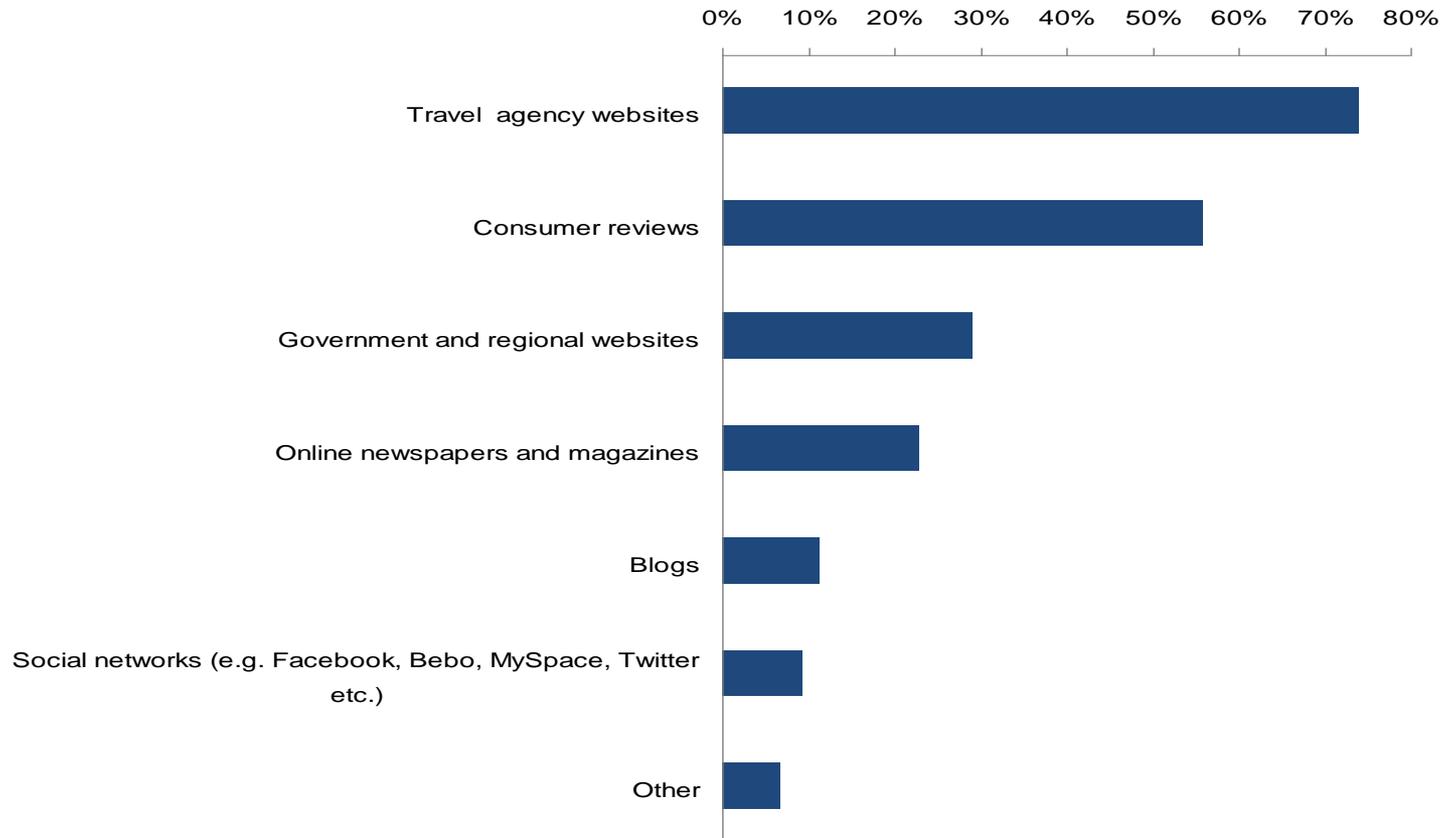
New to Soap.com?
Use code **SOAPFB**
to save 15% off your first order.



- Wall
- Info
- Shop MyList**
- Careers
- Savings Center

There will be a move towards social media as the gateway to the internet (UK)

“You said that you consult the internet to arrange your holidays. Please indicate which sources you use:”



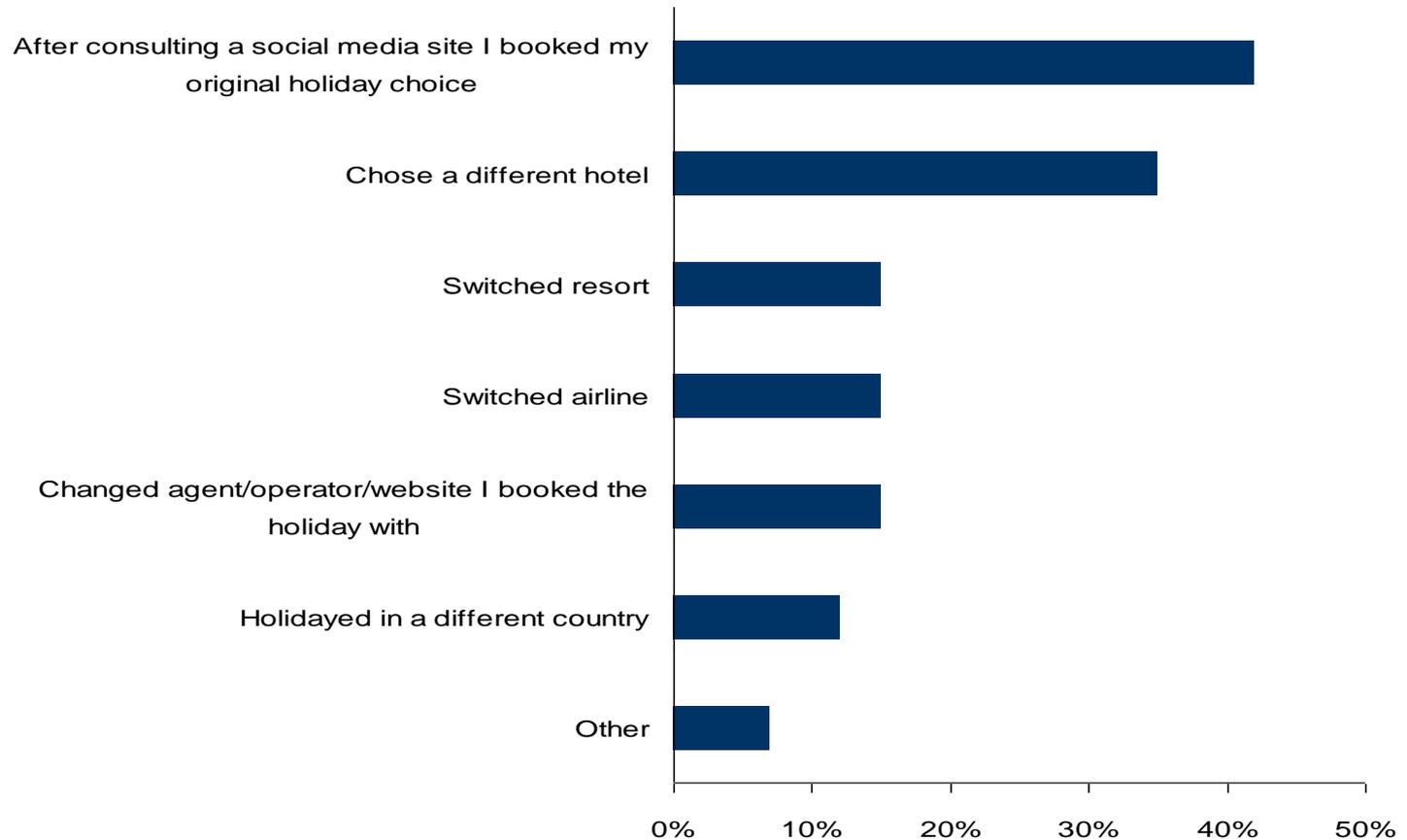
Source: lastminute.com/The Future Foundation/nVision

Base: 796 aged 16-65 who arrange their holidays via the internet, GB, 2010

Source: Future Foundation 2011

Social media and holiday planning

“How did social media have an impact on your holiday choice?”



Source: World Travel Market/nVision

Base: 360 respondents who used social media to plan their last holiday aged 18+, 2010

Source: Future Foundation 2011

The impact of social media in the UK

“Do you plan to use social media to help research next year’s holiday?”



Source: World Travel Market/nVision
Base: 1,000 holidaymakers aged 18+, UK, 2010

Facebook – who is doing well?

Top 5 Brands on Facebook:

1) Ebay 2) Apple 3) Google 4) Blackberry 5) Amazon

On Brand: www.facebook.com/cocacola

Good Landing Page: www.facebook.com/redbull

Good Content: www.facebook.com/skittles.uk

Interesting Competition: www.facebook.com/IKEAUSA

For Ikea's genius tagging campaign click here

Great Report: [Top 50 Brands on social media](#)

Good Linked in Groups on social media: [Social Media Today](#), [Social Media Ireland](#), [Social Media Marketing Mavens](#).



Millions of fans strong. The interwebs is our playground. Let's cause some

MOB THE RAINBOW

GAME PLAN COUNT ME IN PROGRESS DONE & DONE

CRASH THE RAINBOW

CLICK AN ICON TO HELP CRASH AN 85 YEAR-OLD GRANDMOTHER'S BIRTHDAY PARTY!

SEPT 10 CRASH THE RAINBOW MOB #004

MOB BOSS September 10, 2010
The Rainbow is going to help make a Grandmother's birthday unforgettable by crashing her party with 9 million Skittles fans. Be a part of the fun. Attend the event by clicking the icon above and help make this the party of a lifetime (all 85 Skittlicious years of it).



22,709,340
people like this



Facebook's Sponsored Stories



- Facebook is breaking new ground in the sophistication of the marketing opportunities it offers brands.
- Facebook's '**Sponsored Stories**' initiative allows brand-related news feed updates to be highlighted to the user's friends in the form of messages appearing on the right-hand side of the screen - alongside banner ads.
- Facebook's own research shows that "social context" increases ad recall by 68% and makes people four times more likely to buy the product.

Innovative Facebook campaigns

- The campaign:** **Burger King** created a Facebook application that rewarded people for deleting friends on Facebook. All you had to do was delete 10 friends to receive a free coupon for a Whopper Burger. Every time you deleted a friend it also sent a notification to their wall, informing they'd been sacrificed for a free Whopper.

- The numbers:** A total of **233,906** Facebook friends were deleted, resulting in more than **23,000** Whopper coupons issued .



FRIENDSHIP IS STRONG, BUT THE WHOPPER® IS STRONGER.

- The campaign:** **Orange** in the UK uploaded a photo from Glastonbury onto Facebook, which featured over 70,000 people. The task was simple but impressive – tag yourself or anyone you know who is in the picture. The aim is set the world record for the most people tagged in a photo.

The numbers: **5,200** Likes in the first week of the campaign, over **8,300** people tagged at time of writing.

- Delta** was the first airline to allow users to book flights directly within a Facebook Page. The company is also developing their iPhone application.

The numbers: Over **2,700** monthly users of the application

Social Case Study: Radisson Hotel

The Insight: Radisson were surprised by the number of people coming to their hotels who had been recommended to visit by a friend.

The Strategy: With this insight in mind, Radisson began to use Facebook and Twitter to drive positive word of mouth. It also created blogs, mainly for SEO purposes. Radisson put QR codes next to dishes on hotel menus, which when scanned by a guest's smart-phone linked to YouTube clip of chefs talking about or preparing the dish in question. Radisson's Facebook ad strategy was based around a competition with a VIP trip to London as its prize.

The results: The company has generated 10,000 "likes" - with even simple Facebook status updates getting 30 comments or so - over 5,000 Twitter followers, 200,000 YouTube views and 12,000 blog page views.

For top fans pages associated with Ireland brands [click here](#)

facebook fan pages monitored	total fans
 U2	7,464,457

