

Social Media Communities



Social Media Communities for Businesses, Marketers and Organizations

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Safe for Brands.
Trusted by People.

- History and Landscape of Social Network & Social Media V 2.0
- Marketing 2.0 - Marketers at Tipping Point
 - Social Media in perspective for business, brands and organizations.
 - Why It matters to you and your business!
 - Choices in Perspective
- A Plan To Start a Social Media Project
- About Orbius

About C.H.Low, CEO Orbius Inc.



➤ Background

– Startup/Early Stage history

Founded Orbius Inc - May 1st 2007

CTO StarCite (Merged with OnVantage)

EVP Product Management, eMoneyAdvisor(Acquired by Commerce Bank),

CTO VerticalNet “B2B Marketplaces”(IPO)

VP Development, Reality Technologies (Acquired by Reuters)

– University of Pennsylvania (Management and Technology)



Full Disclosure

➤ Orbius provides social media platform for brands and users that have outgrown or are not a fit for personal social sites like Facebook, mySpace, etc...

- Designed to meet the business goals of organizations, businesses and brands to deploy social media tools to engage their customers, partners and employees.

➤ Key Value Propositions

- Social Media Community that is safe for brands and trusted by people
- Orbius enables **People to Share Knowledge**
- Fraction of the cost of a custom built community with a SaaS model

History of Digital Social Technology

And Buzzwords

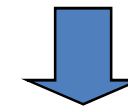
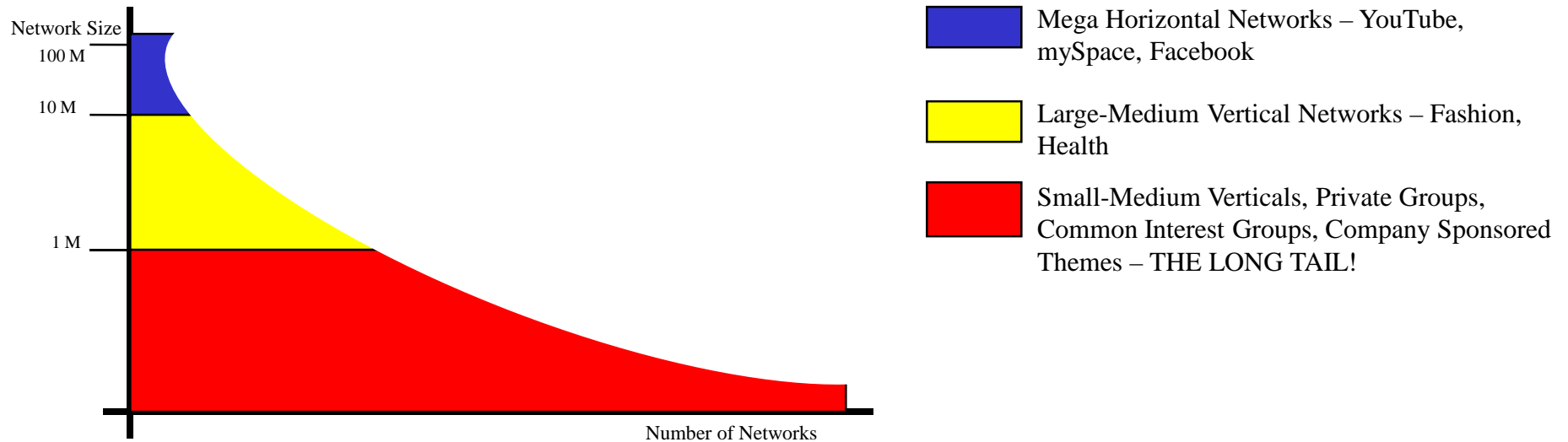


- Origin: Use Groups, Bulletin Boards, CompuServe, Prodigy, AOL
- Web 1.x & B2B (1995...)
 - Corporate Websites + Discussions/Rating added (1999...)
- Web 2.0 / Social Media (2001/2003...)
 - Web 2.0 Technology
 - Ajax, Flash, Silverlight...
 - Mashups, Interoperability of Widgets, Open Social API, Open ID
 - Blogs, Wiki, Photos, Video, Podcasts, Reviews, Comments
 - Mobile
 - Personal Social / Topical - Fun, Keep Up to Date, Share
 - LinkedIn, Facebook, mySpace, Twitter, Flickr, YouTube, Second Life
 - Dogster/Catster, Boomj ... A new one every day.
 - Wisdom of the Crowd - Wikinomics - Generate Information/Knowledge
 - Wikipedia, Wikia, Business 2.0 (Sermo (Doctors), Innocentive, IBM Smart SOA)
 - Digg, StumbleUpon, Tumblr, Del.i.cio.us
 - Marketing 2.0 - Paradigm shift from interruption to interaction.
 - Business-to-Customers, Customers-to-Customers, Brand-to-Partners, Internal Associates
- Web 3.0 (2008/9...)
 - Semantic Web...

Interactivity
Self-Expression, Share,
Democratized Participation
Citizen Publishers (Prosumers)
Collaborative
Mashups
Interoperable APIs

Social Networking and Social Media

History and Landscape



2003-4 **The Beginning**

- Its about FUN!

2005 **One Foot Crosses Chasm**

- SUCCESSFUL Adoption
- Value to advertisers undefined
- Businesses apprehensive but cannot ignore

2006-7 **The Re-Launch**

- Business-driven experiments
- Focus on Utilitarian Value
- Broader Social Media framework emerge

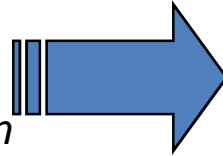
2008 **Sustainable Model**

- One shoe does *not* fit all
- **Micro-theme portals** provide targeted value to users *and* advertisers
- Business and users have symbiotic relationship!

Social Media (User Generated Content) is Permanent Phenomenon

First Generation

*Personal(P2P) Social Networking Driven
Fun, Photo Sharing, Self-Expression Driven
Severe Challenges for Marketing*



Second Generation

*Social Theme Centric
Business Participation Driven
Utility/Information (Tagged) Driven*

- Horizontals not well profiled for marketing
 - Age and gender insufficient
 - Group = Unnatural presence for Brand
 - Ads interrupts user interaction vector
- Unresolved problems:
 - Privacy
 - Minor-protection
 - Copyright
 - Vulnerabilities: vulgarity, libel

Why they work!

- Fun, Hang Out,
- Find People
- Hunting/Meeting ground
- Utility
 - Photos
 - Update about you
 - Messages

Consumer Goods

- www.Bennettontalk.com (Social Cause - Bennetton)
- www.Capessa.com (Women - P&G, Yahoo)
- mystarbucksidea.force.com (Starbucks Idea Storm)

Disease State

- www.mammosite.com (BreastCancer - Cytoc)
- www.changingDiatebetes-us.com (NovoNordisk)

Industrial

- www.ecotreadsetters.com (Green- Yokohama Tire)

Travel/Airlines

- clubchina.klm.com (Doing Business in China-KLM)
- www.yattit.com (Hyatt Hotels)
- www.flyopenskies.com (BA's new discount airline)

Technology

- www.dellideastorm.com (Dell Computers)
- www.regeneration.org (Green Innovations – Dell)
- www.ibm.com/developerworks

Rapid Growth Forecasted

Marketers should go to where people are going

Global Social Media Users, 2007-2012

	2007	2008	2009	2010	2011	2012	CAGR
Population (Mn)	6,187	6,238	6,290	6,343	6,393	6,444	0.8%
Broadband Users (Mn)	806	934	1,054	1,162	1,262	1,341	10.7%
<i>Share of Population (%)</i>	13%	15%	17%	18%	20%	21%	9.8%
Social Media Users (Mn)	373	489	628	774	907	1,005	21.9%
<i>Share of Broadband Users (%)</i>	46%	52%	60%	67%	72%	75%	10.1%

US Adult Online Social Network Users, 2006-2011 (millions and % of adult Internet users)

2006	47.5 (32.0%)
2007	56.9 (37.0%)
2008	69.0 (43.5%)
2009	76.3 (46.5%)
2010	81.3 (48.0%)
2011	85.1 (49.0%)

Why they do it...

Driven by powerful human emotions

Primary Reason that US Adult Internet Users Have Contributed to a Social Networking and/or User-Generated Content Web Site, April 2007 (% of respondents)

Feel part of community

31%

Recognition from peers

28%

Participate with characters or brands I like

9%

Make money

6%

Recognition from colleagues

4%

Other (share with family or for fun)

22%

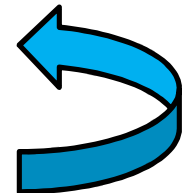
Note: ages 18+

Source: IBM Institute for Business Value, "US Consumer Research: Digital Entertainment & Media, April 2007" conducted by Zoomerang Market Research, August 2007

Marketers Need to Change Job Description

Provider of Information and Context

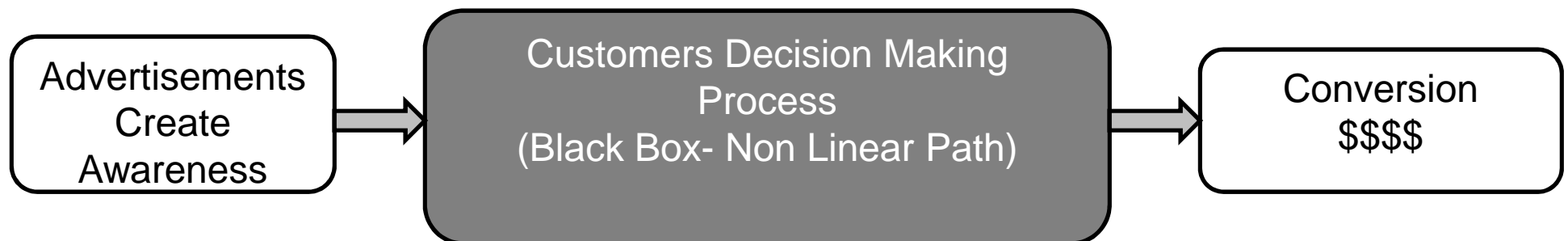
US Frequent Online Social Network Users Who Trust Their Peers' Opinions vs. Trusting Advertising When Making a Major Purchase Decision, 2007 (% of respondents)



Source: JupiterResearch, "Social Networking Sites: Defining Advertising Opportunities in a Competitive Landscape" as cited in press release, March 12, 2007

083283

www.eMarketer.com



Brand Marketers At Tipping Point

Emerging opportunity for social media for brands and businesses



Social media is becoming a core business marketing tool¹

Uses: brand-building, lead generation, research, product launch, customer retention

The traditional corporate website is irrelevant²

Credible fact and opinion will be authored by the corporation *and* the community

Customers to submit, define, and vote for next-generation products in collaboration with product teams

Brands also must learn to give up some control³

Let consumers tell each other the best stories - good and bad

Mind-set shift needed to make us (marketers) relevant to today's consumer⁴

Shift from "telling and selling" to building relationships

Stay in touch, get out there and talk to real people about real issues

Viral loops are the "most advanced direct-marketing strategy being developed in the world right now⁵

¹ Larry Weber, CEO W2 Group (2/2007)

² Jeremiah Owyang, www.web-strategist.com (5/2007)

³ Sarah Fay, President of Isobar US, onlinemedia.com (9/2007)

⁴ Jim Stengle, EVP Sales and Marketing, Proctor & Gamble (4/2008)

⁵ Unknown eMarketer (2008)

You should care !

The Cheese Has Moved...

- Your detractors more vocal and visible
 - You cannot control or avoid them - So just embrace them
 - Could be worse... They become your competitors' friends and you don't know!
 - Free focus group feedback!
- You have fans - Are you leveraging or engaging them
 - They'll come to your defense IF they feel detractors are unfair
 - Help them tell their friends about you
- You have partners and associates - Can they help you if they want to?
- Diminishing traditional advertising effectiveness
 - Reduced reach in traditional media
 - Tivo, DVRs, Reduced newspaper & magazine readership
 - Broadcast audience steady but more micro-segments via cable/satellite
 - Radio also steady - car is the main captive audience
 - Consumers moving to the Internet for content and entertainment
 - Very hard to connect the journey between ads and conversion
 - Your audience is going to the Net. Where are you?

Types of Communities

All have a “cause / reason / passion” and “value” to members

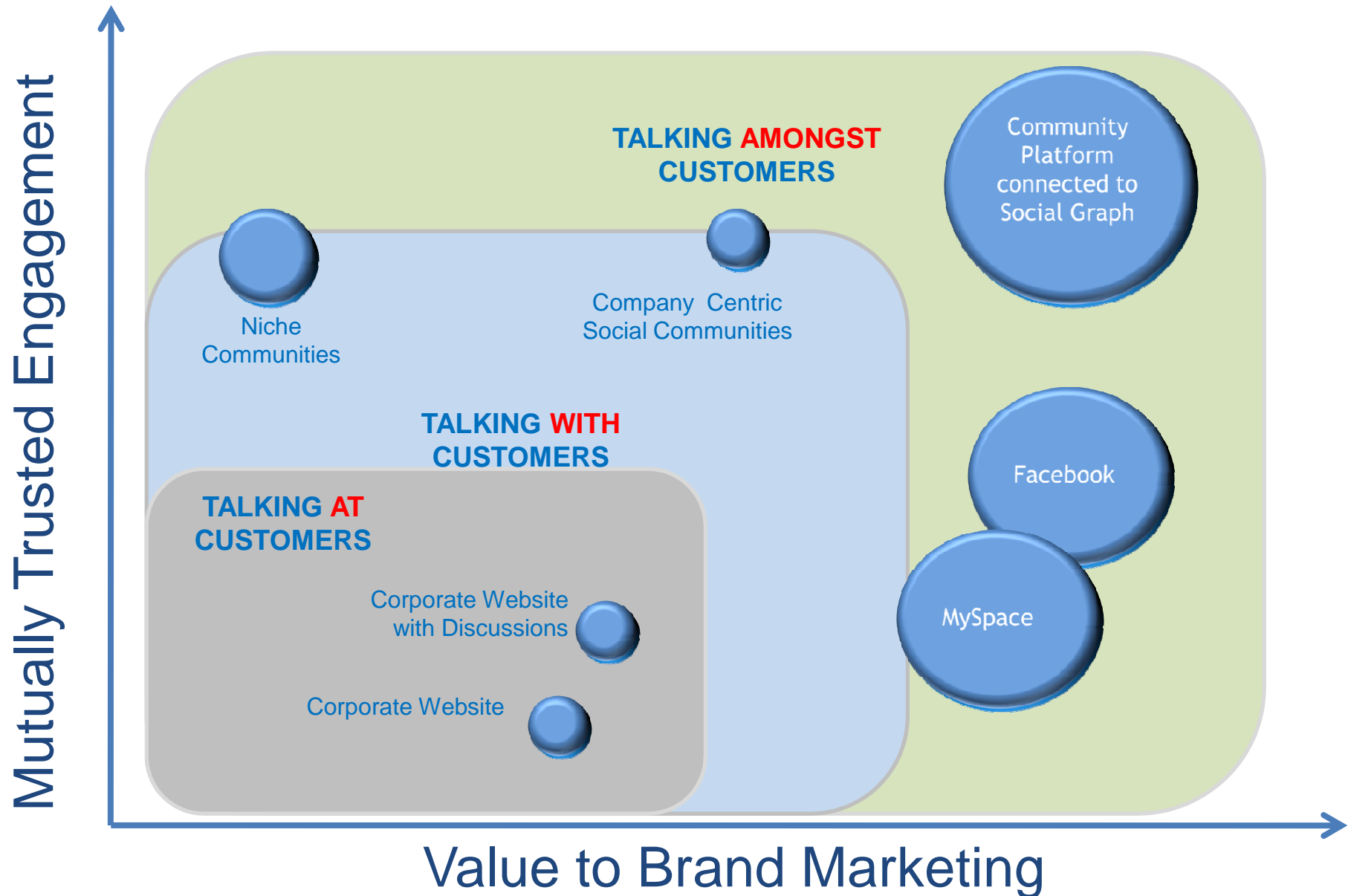
Topical or Common Demographic

- Automotive/Audience segments
- House goods/Cleaning
- Health, Wellness and Well Being
- Entertainment/Amusements/Hobbies
- Insurance and Life Oriented Products
- High Net Worth individuals - Inheritance
- Disease State
- Social Cause (Politics, Environmental, etc)
- Physicians’ and their business issues
- Sports Fans (High School, College, etc)

Organizational

- Golf Club’s
- Customer Support- crowd sourcing
- “Peer network” Groups
- PTA/School’s/Chamber of Commerce
- Software/Technology Company User Groups
- Internal Company Communications
- Business Supply and Distribution Partners
- Idea storming with Customers
- Professional Associations/Philanthropic
- Member Groups/Not-for-Profit
- Alumni groups, User/Professional Groups

Brand Engagement Paradigms



Brands Already Have Members with Common Interests

They may be customers of more than one of your brands



The screenshot shows the Betty Crocker website homepage. At the top, the Betty Crocker logo is in red script, followed by the tagline "Expertise from our kitchens and yours." Navigation links include Newsletters, Coupons, Cookbooks, and Betty Crocker STORE. A main menu bar contains HOME, RECIPES, COOKING, BAKING, INSPIRATION & CONVERSATION, PRODUCTS, and JOIN US. Below this is a secondary menu with Kitchen Journals, Conversations, How-To, and How-To Videos. The main content area features a large image of three women in a kitchen. Overlaid on this image is a text box that says "Explore. Share. Create." and describes the community's purpose. Below the text are links for Kitchen Journals, Conversations, How-To Guides, and How-To Videos. On the right side, there is a search bar, a "My Kitchen" section with a red spoon icon, and a list of user tools: Recipe Box, Grocery Lists, Recently Viewed, and Top Searches (with a list of popular searches like chicken, dessert, bisquick, main dish, and grilled chicken). At the bottom, there is a "Inspiration & Conversation" section with a post from "lindamittle" dated 3/31/2008, and a footer with buttons for Kitchen Journals, Conversations, and How-To.

Newsletters | Coupons | Cookbooks | **Betty Crocker** STORE ▶

Betty Crocker®

Expertise from our kitchens and yours.

HOME RECIPES COOKING BAKING INSPIRATION & CONVERSATION PRODUCTS JOIN US

Kitchen Journals Conversations How-To How-To Videos

Search

Search Keyword

Browse Recipes

My Kitchen

Find it. File it. Save it.
An easy way to organize.

Welcome to BettyCrocker.com
[Log In](#) | [Join Us](#)

Recipe Box

Grocery Lists

Recently Viewed

Top Searches

- chicken
- dessert
- bisquick
- main dish
- grilled chicken

Explore. Share. Create.

This is where conversations happen. Where questions find answers. Where delicious dishes are tried and tasted. Now you can share, create and get inspired with other cooks in the kitchen.

- [Kitchen Journals](#)
- [Conversations](#)
- [How-To Guides](#)
- [How-To Videos](#)

Inspiration & Conversation

FROM: lindamittle 3/31/2008 7:47:22 AM | [Comments \(2\)](#)

Need recipe from 1969 betty crocker cook book (3 ring binder) lost that page form the cookbook. Angel food waldorf cake thanks...[Read More](#)

Kitchen Journals Conversations How-To

Emotional Value and Involvement

PROFILE

Karine | age 66

Retired Nurse

Sun Lakes, AZ


1 year, 9 months since her
MammoSite treatment.

If you have been diagnosed with breast cancer, and you'd like to connect with a breast cancer survivor, click on **CONTACT ME**. Talk, listen, share: the Voices of MammoSite are here for you.



MammoSite[®] 
Targeted Radiation Therapy

Get back to your normal life sooner.

MY STORY |  **CONTACT ME** <<< **BACK TO ALL STORIES**

 [Print This Page](#)  [Tell A Friend](#)

My Story

Hi, I'm Karine and this is my experience with being informed this last summer that I had breast cancer.

I had a routine mammogram and was told by my doctor's office that everything was okay. Then a couple of days later I was contacted that there was something suspicious in my films. I went back to radiology for another mammogram and an ultrasound. I was called 5 days later and told that I needed for them to do a biopsy of this lump in my breast. They did a stereotactic procedure where they numb the breast and insert a needle in it. I developed a huge blood clot in my breast. They called me and told me it was malignant and was a DCIS. I went to see a surgeon and oncologist and set everything in motion. I had a couple of surgeries to see if there was anything left and to remove the blood clot and then had a balloon put in. I had the radiation treatment through the balloon. I went in twice a day for 5 days and they hooked me up to a machine and the little coil went into the balloon and released the radiation. I had absolutely no reactions of any kind to this procedure. I even went to the ballpark and worked my baseball games as a Golden Glover – another story!!!!

I talked to quite a few women and it went as well for them as it did for me. I hope that my story will help other women make a decision to do this too.

 **CONTACT ME**

This profile is solely the words of the person who received MammoSite Targeted Radiation Therapy to treat breast cancer. Note that this profile is specific to this particular person, and experiences will vary.

Brand a Theme Important to Customers

Does not have to relate to your product - Just to your customers



BENETTONTALK



A traditional charity football match in Venice

by Giulia on March 31, 2008 at 3:52 pm



Everybody like [Venice](#): its beauty, its romantic atmosphere, its ancient buildings... but there's another lovely thing strictly related to Venice: the [spritz](#), a famous orange coloured alcoholic drink. For Venice citizens aperitif time is a way to join friends, to have a break... to get drunk (since you don't have to drive 'cause there are no cars in the fish shaped isle!). So... why not using the alcohol excuse to do something good?

The two main and popular bar in Venice, "al Mercà" e il "Muro", played a soccer match for charity last Saturday next to Rialto Bridge.

The match's become a typical event in Venice and another chance for tourists and citizens for drinking and eating Venetian specialities... but for a good reason!

The profit has been devolved to [Midget Foundation](#) of the

Search

About BenettonTalk!

This is a blog, a place to ponder global themes and stuff we think we all should care about.

[Click here to read more.](#)

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Email:

Features

Our special features in nine languages



Wisdom of the Crowd

Product development ideas from customers



SHARE. VOTE. DISCUSS. SEE.

Share Your Idea
View All Ideas
Ideas In Action
About This Site

Welcome, Guest

Sign In to share, vote & discuss

SIGN IN

Help shape the future of Starbucks—with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.

vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.

discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

see

This is the proof. See which of your ideas were the most popular and watch as we take action.

CATEGORIES

- ☑ PRODUCTS
 - Coffee & Espresso Drinks
 - Tea & Other Drinks

Home Community
Ideas IdeaStorm
Blogs Direct2Dell
Videos StudioDell
Discussions Forums
Dell.com Support

About | Terms of Use | Moderator Blog | Contact Moderator

Click to find out how Dell is joining the ReGeneration!

SUGGESTIONS:

IDEASTORM

WHERE YOUR IDEAS REIGN

The Dell Community has contributed: 8864 ideas | promoted 613936 times | 66918 comments

popular ideas
recent ideas
comments
ideas in action

How IdeaStorm Works:

POST...
your idea for a new Dell product/service.

PROMOTE...
interesting ideas you want to see.

DISCUSS...
with Dell and other users.

SEE...
what we are planning to develop.

all Ideas

18780 **Standardize Power Cables for Laptops**

PROMOTE ↑ Accessories (Keyboards, etc.), Laptops submitted by [badblood 08/27/07](#) ****UNDER REVIEW****

Nothing is more annoying than laptop power cables that are not interchangeable from one computer model to another or from one brand of computer to another. Power cables have been standardized on most electrical appliances, including desktop computers for decades.

DEMOTE ↓ Make an effort to promote and implement standard power cables for laptops.

Status: Under Review

64 Comments »

Log in | Register

User name:

Password:

Remember me

[Forgot password](#)

Top Idea Makers »

CATEGORIES

- all
- Accessories (Keyboards, etc.)
- Advertising and Marketing
- Broadband and Mobility
- Dell
- Dell Community
- Dell Web Site

Coffee

Discount
Airline by
BA

open skies

- » Home
- Behind the blog »
- Innovators wanted »
- Talk to us »
- Media »
- Terms of Use »

Hello. We're OpenSkies. And we're building an airline.

We're a new airline being born from the innovative minds of British Airways. As you may have heard, a new agreement between the European Union and the United States has quite literally opened the skies for transatlantic travellers. Soon we plan to take flight directly from the New York area to destinations throughout Continental Europe. We're excited to provide a premium flying experience as we explore bold and creative ideas in air travel. Help us forge the future of airline travel. Join the conversation.

Time flies—and soon we'll be flying!

Date: April 18th, 2008
Author: Dale Moss

Tags

/ 757 / biz / British Airways / Brussels / CDG / economy / Executive Club / flat beds / IFE / JFK / meals / New York / OpenSkies / Paris / Planes / prem+ / Project Lauren / Service /

Tech

Marketing 2.0

Engage EMOTIONALLY at Touch Points



➤ Engagement and Relationships

- Participate and Influence - Not Control

➤ Afraid of negative comments

- They are already out there. You just may not know about it.
- Their dispersed segregated locations do not let your fans come to your support
- How about your competitor mining those to understand your weaknesses!

➤ Don't be afraid of losing control

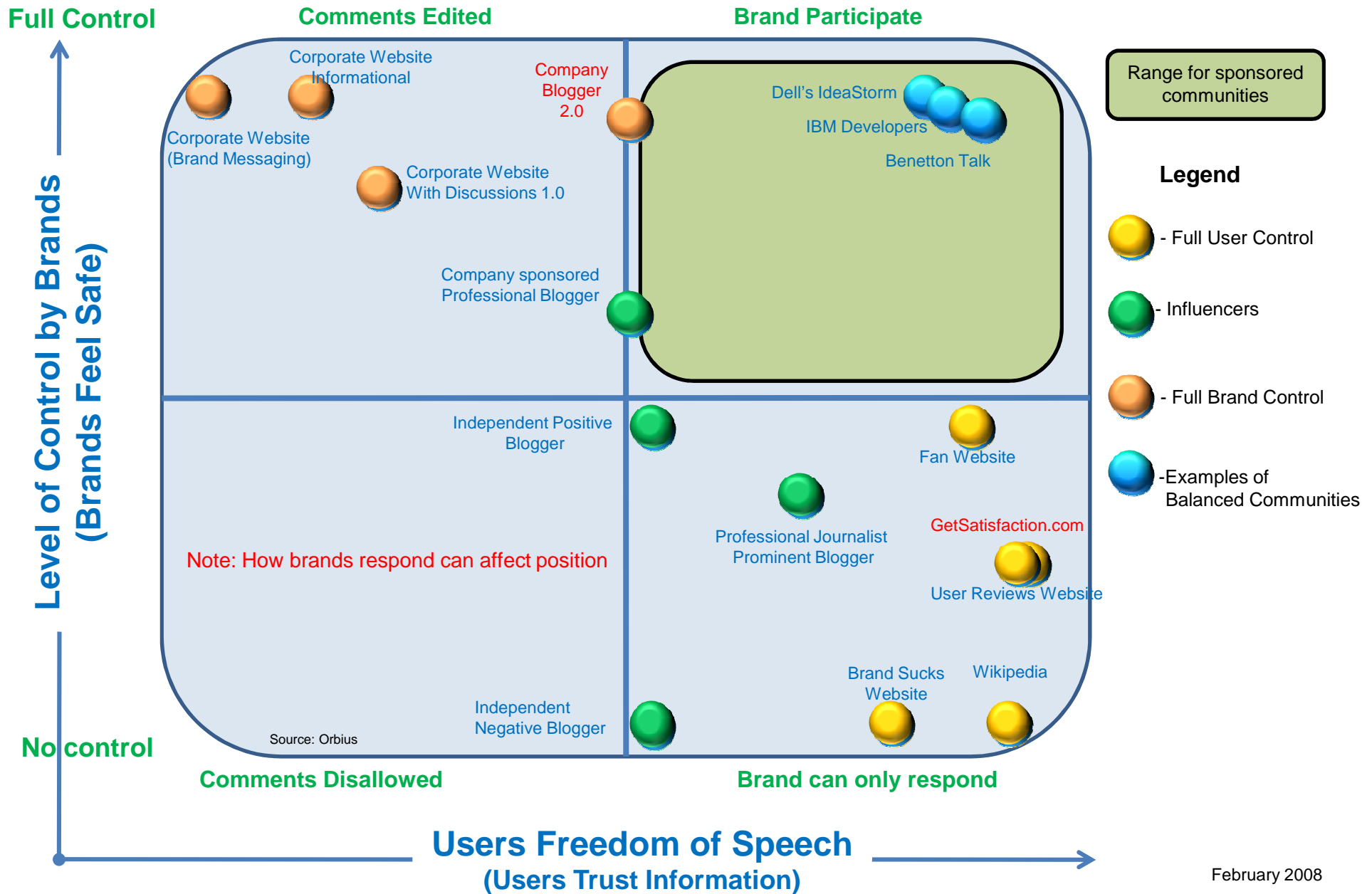
- You don't really have it anyway! The sooner you realize the better of you'll be.
- But you can influence the context by your participation

➤ Join their “party”, follow the rules and make it a good “party” with them

- “Cause, Reason or Passion”
- Provide value (Information, beneficial interaction, etc)
- Use the new tools to be more effective or FUN!
- And they will make you successful

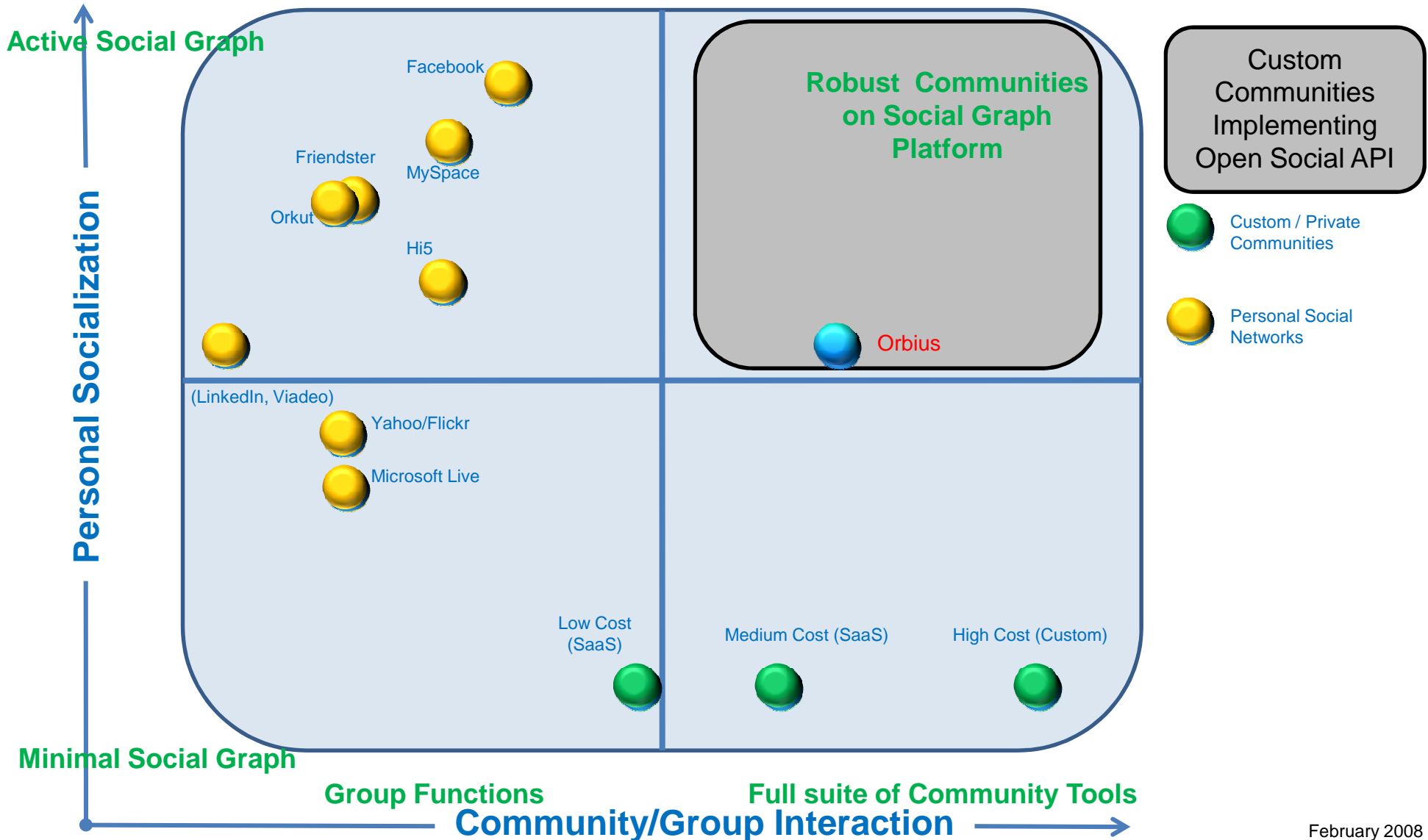
It is about what they want or feel

Balanced Influence/Control Creates Mutual Trust



Level of Social Interaction Enablement

Balanced Intersection of Community and Personal Social Interaction



Join an Existing Network

- Access a large new audience
 - View existing social networks as a reach mechanism
- Short Life-cycle campaign
- Thematic oriented engagement
 - Broad, horizontal and shallow
- No/Limited plans to reuse audience
 - Themes may not transfer well
 - Legally, you don't own the members
- No concern for privacy of business information
- All participants are equal
- More peer sharing oriented

Build Your Own

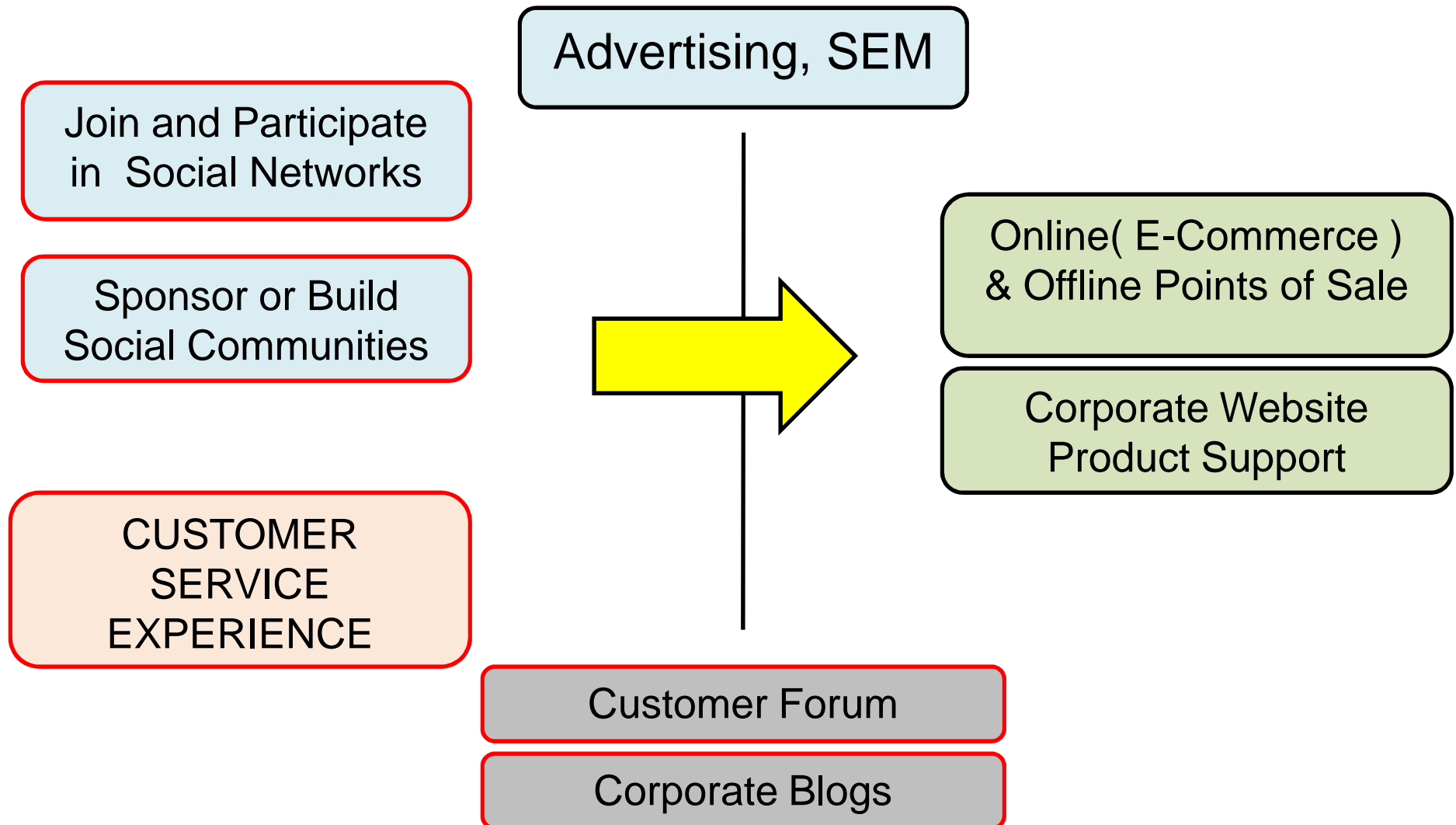
- Access your own existing customer list, partners, associates
- Longer term or permanent relationship based engagement
 - Customers are NOT friends of the brand
- Brand / Company Engagement
 - Narrow, vertical, deep
- Members recycled to future campaigns/engagement
- Need privacy of business information
- Not all participants are equal
- More collaborative oriented

Engagement Influences Decision Process

Leading to Conversation / Transaction

Branding, Influencing, Relationships, Context

Information, Conversion, Transaction



Case Study: Dell

Transformation from Dell "Customer Service" Hell Days



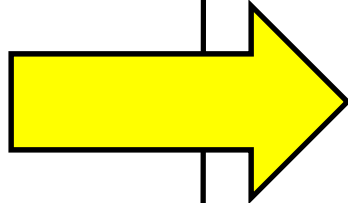
Safe for Brands. Trusted by People



Regeneration Poster Contest on Facebook

Associative Effect of Micro Theme Communities to the brand

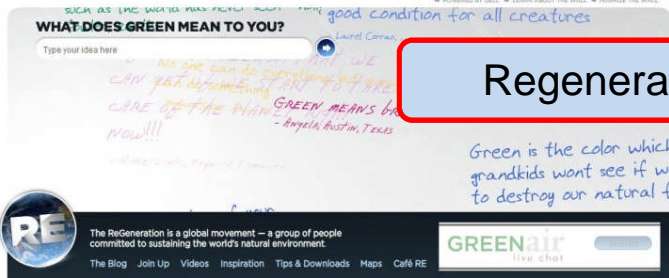
Google AdWords



Dell.com

Support

CUSTOMER SERVICE EXPERIENCE



Regeneration.org

Dell Community Affinity by Product Categories

Dellideastorm.com

Handling Negative Comments

Be happy you are getting them. Don't fear them.

- Don't censor unless it is abusive.
- Designate a Responder (Usually Communications or PR)
 - Non-combative or defensive but empathetic
 - Agreeable and sociable personality
 - Not easily offended by criticism (emotionally intelligent)
- Understand the Issue in its ENTIRETY before responding
 - **Acknowledge their feelings** (as human beings)
 - You may NOT have to respond if the conversation amongst customers is satisfactory
- Responses must be conversational and human, not feel like an unemotional corporate statement
- Monitor reaction, acknowledge or re-engage until RESOLVED!
 - **The interaction defines YOUR BRAND!**
- Appreciate these as “FREE” valuable & unvarnished feedback from marketplace.
 - Socialize the INTELLIGENCE with your organization and improve your product/services.

The ROI ?

Traditional Analytics Insufficient

➤ Don't over thinking the ROI for now

- Hard to be Christopher Columbus but this time there are many ships sailing that way...
- What's the ROI for Billboards, coupons, TV Ads?
- So choose an experimental project with small "I"

➤ 4 "I"s of User Engagement Model (*)

- Involvement (Presence), Interaction (Action), Intimacy (Sentiment and Affinity)
- Influence (Tell a Friend)

➤ Qualitative Vs Quantitative Measures

- How to measure a RELATIONSHIP, trust, fondness, their happiness when they use your product?
- Buzz Monitoring (e.g Google Alerts, Andiamo, BuzzMetrics, Twitter)
- New Engagement Measurements Tools- Microsoft Engagement Mapping , Nielson, Doubleclick

➤ NEW intelligence about your customers, products, competitors

- What do they like / hate about your competitors? Why do they buy?
- New product innovation ideas

➤ Net Promoter Score

- Would they recommend your product/services to their friends?

(*) Forrester Research

What still has room for improvement..

According to a few experts



- **Tim O'Reilly's wish list** (See <http://gsp2007.com/slides/>)(Q4-2007)
 - Reflects my real social relationships - phone or mail
 - Help me manage those contacts(How to reach them and updates status)
 - Manage Groups of People
 - Recognize Asymmetry of Relationships
 - Fine Grained Control of what I see or Ignore
 - Discover Interesting People

- **Advertising on Social Networks so far are largely ineffective**
 - Message at the point of interaction is orthogonal with user's mindset.
 - Generally interrupts the user's interaction vector
 - Join with an engaging application to draw users to your final location
 - Effective for short thematic campaigns

- **Open Social API - Allows mini apps to be plugged into existing audience**
 - Promising but many bugs and standards improvement to be worked out

To Get Started...

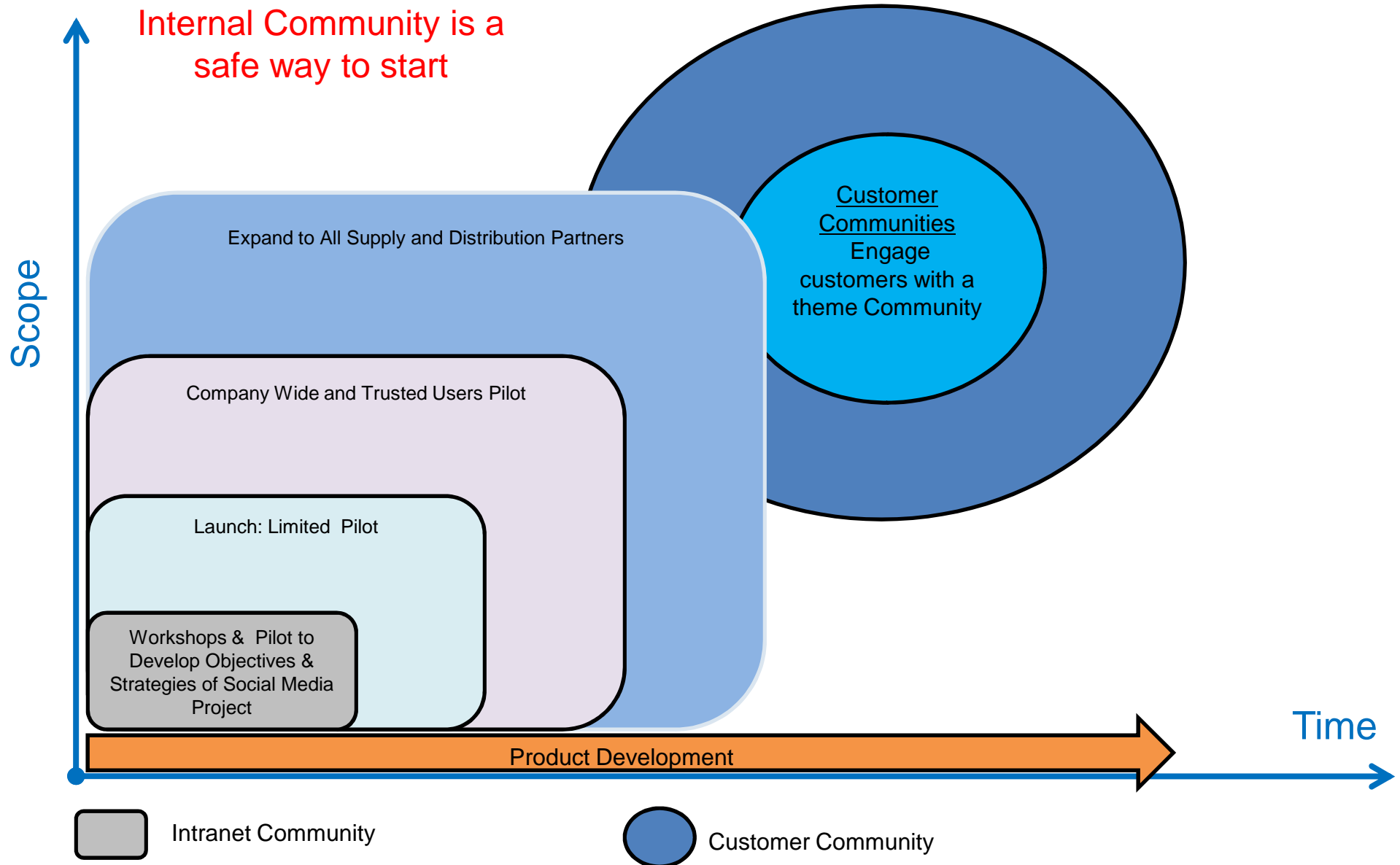
- Have an **HONEST, AUTHENTIC, TRANSPARENT** mentality interacting with customers.
 - Don't fear negative comments
 - Must be the corporate DNA for successful implementation
- Start small - Minimal disruption and impact on existing stakeholders
 - This is still unfamiliar to most people!
 - New paradigm, disruptive technology. Traditional paradigm being assaulted.
 - Defensive/Self Preservation tendencies to overcome
 - Overcome fear of unknown by SHOWING them
 - Avoid the Big Bang! - Feels too scary and risky
 - You may also be learning yourself...
- Enlist experts in external communications as comrade in arms.
 - They know more of what is going on outside the company (E.g. PR Dept, Customer Service)
- Have a defined business objective
 - If it works, it means...
- Get support from a Senior Business Sponsor
 - Lowest risk of time and cost to experiment with a hope for innovation
- Have a plan for larger scope when it shows success
 - Intermediate milestones and measurements/evaluations

Structure a Solution Around YOUR Community

- What is the “cause or reason” for the community?
- What is the emotional attachment to your product?
- What type of relationship are you looking to create?
 - Direct to members or member to member
- What value will members obtain from participation?
 - What’s in it for them?
 - What is your “stickiness factor”?
- What is the psychographic of the targeted members?
 - Fun, unconventional, independent thinker, tree hugger, etc.
- What are the demographics of the targeted members?
 - Age group, educational level, etc.

A Sample Path for Social Media Champion

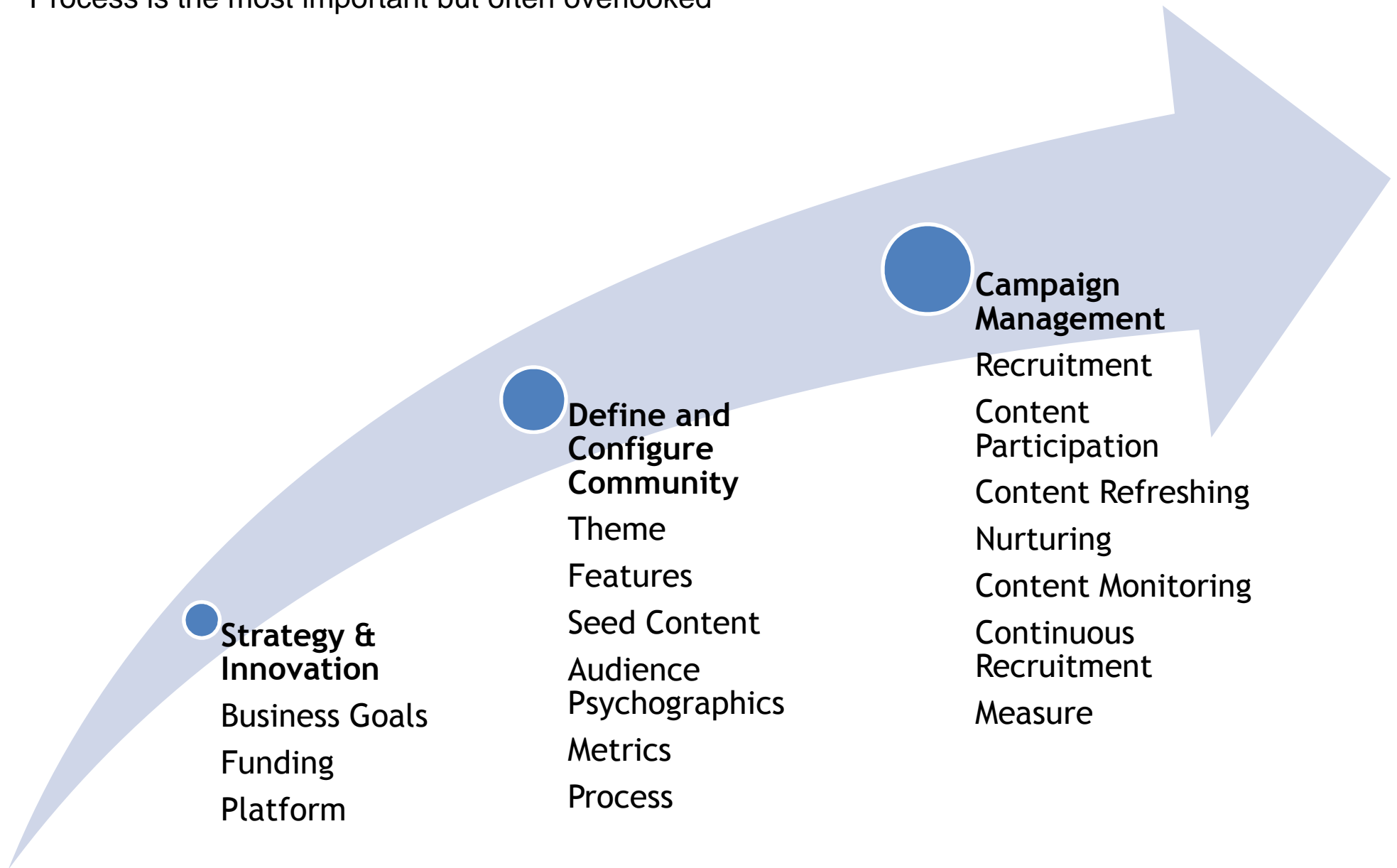
Start small, safely and show value along the way



Scope: Audience Size/Segment, Content, Features/Engagement Widgets

Community Building Plan

Process is the most important but often overlooked



Strategy for Success

Understand the Cause or Need

- Definable COMMON cause or need makes successful Communities.

Types of Relationship

- Define Rules of Engagement that is mutually beneficial and balanced

Establish Value to Members

- Provide value for their time/effort, they come back

Understand Psychographic

- Offer content that engages and emotionally connects
- Demographic is secondary

Define Business Objectives Appropriately

- Quantitative – Number, Reach, Frequency
- **Qualitative – Information, Sentiment, Intelligence**
- **ROI Definition remains very nascent**

Configure Community

Review Strategy
and Rational

- Define Success Strategy Elements

Define Content
Theme

- Define Content that will serve your community
(What they want, not what the Brand want)

Design and Organize
Community

- Creative and Interactivity design

Define and Establish
Governance Model

- Establish level of control for Brand to Feel safe
and Customers to feel free

Train Your
Community Manager

- Your team or Agency should be self-sufficient
- **Preferably no IT needed – SaaS is best**

Initial Recruitment

- Start with your customer list
- Traditional Marketing and SEM
- Access existing Social Networks if appropriate

Content Creation

- Seed Initial Content (Your team or Agency)
- New or reuse existing (including external) content

Nurture & Participate

- Contribute, Respond, Guide
- Process and tone to participate and respond
- **REMEMBER: IT'S FOR THEM!**

Content Monitoring

- **Monitor for Abuse without Censorship**
- Respond UNEMOTIONALLY but HUMANLY
- Trust your fans to come to support you

Continuous Recruitment

- Keep Marketing
- Enable Members to leverage their social graph and multiply your investment when they share

Staffing Roles and Responsibilities

For a Typical Social Media project



Internal Team	Marketing / PR Agency	Technology Provider
Business Sponsor(\$\$\$) Project Lead (Strategic Vision)	Social Media Best Practices and Strategy Services	
Community Manager(Recruiting, Monitoring , Participating) PR, Marketing, Customer Service, Product Development, Management, Brand Managers Content- Initial and Refresh (Internally generated or via partnerships) Measure, Collect Intelligence, Refine Strategy (Marketing, Product Development)		Some offer monitoring services
Community theme and functional design and setup		
		Technology Customization Hosting

Other Obstacles to Overcome

➤ Cultural barriers to authenticity¹

- Inability to ask for “negative” feedback, and respond and acknowledge appropriately
- Inability to say positive things about competitors
- Inability to admit when you were wrong to your customers

➤ Change is hard!

- Fear of unknown and mistakes - Minimize COST of failure. Show them
- Personal fear- Career threat or otherwise - Include them

➤ Complacency

- Discuss penalty for failing to innovate
- Implications that competitors know more of your weaknesses than you do

➤ Project Unbudgeted

- All “C” levels have \$ to experiment- Don’t forget other soft(people) costs.

¹ Jeremiah Owyang, Forrester Research



A Full-Featured, Low-Cost, Community Building Platform
that is Trusted by Members and Safe for Brands...
and Operational in about Two Weeks

Our Points of Difference

- All the **capabilities of a custom-built online community**
 - Available today **at a fraction of the cost**
- Enterprise level governance to protect members and brands
- Targeting post Facebook/MySpace Generation
 - Social interaction for more than just fun
 - Personal concern for their individual privacy
 - Share in multiple asymmetrical relationships
- **Operational within two weeks**
 - No development or IT resources required
 - Quality testing team
- Brand Safe. People Trusted.



Our Technology

- Built day one as a full-featured community building solution
- Seamless functionality integration
- Software as a Service (SaaS) platform
- No hardware, No Development and No IT resources required
- Scalable platform to meet growth needs and peak demands
 - Scale to 20 million members...
- Provides all critical community tools for knowledge collaboration, information exchange and nurturing relationships - **Change anytime with a click!**
 - Blogs, Fan Clubs, Discussion Boards, Ask the Expert, Calendars, Videos, Pictures and Comparison Voting, etc.
- Enterprise-level governance access controls for safer brands
- Information can be kept private from Search Engines(*)

(*) Requires Private Label License with Orbius

Play “Nice” with Existing Website



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SOJAX PRE OWNED SUPER CENTER

CERTIFIED PRE-OWNED

STELLAR PERFORMERS




SUBARU

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Jacksonville, FL 32225

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Sample Orbius Community

Out of the box









Connected.

Making a Difference


[Home](#) | [Discussions](#) | [Events](#) | [Ask Bob](#) | [Blogs with Us](#) | [Newsletter](#) | [SmartWay](#) | [Groups](#) | [Members](#)

Newest Members

 Yee-Ling Tan	 Jill Walker	 Times Square
 Kit Kittredge	 Joseph Silva	 Jill Dickinson

Sponsored by

Last updated last week



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Jacksonville, FL 32225
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If you would like to come in and visit our vehicle showroom, or take a Subaru for a test drive, click [here](#) for our [hours and directions](#).

Poll


Current Poll Results

How many compact fluorescent light bulbs do you have in your home?

None	(0)
1 - 3	(1)
3 - 7	(2)
every room	(0)


Charity Program

Last updated last week



Subaru and the Envirment

Last updated last week



Ready to safeguard our natural environment
At Subaru, protecting the environment is just as important as protecting our passengers. That's why we build fuel-efficient vehicles in ecologically-minded plants. Together, with our earth-friendly partners, we are dedicated to preserving our planet. It's an integral part of our philosophy. It's what makes a Subaru, a Subaru.

Leave No Trace


Last updated last week

One of our long-standing environmental efforts is the [Leave No Trace Center for Outdoor Ethics](#). For the last 10 years, the company has sponsored the Subaru - Leave No Trace Traveling Trainers. Traveling Trainer teams, in their Subaru Outback vehicles, travel from state to state teaching thousands of outdoor enthusiasts how to minimize their impact in natural areas. The "Education in Motion" program has reached over 8 million individuals, in 48 states, with the Leave No Trace message.

Last updated just now

Welcome!

Welcome **Guest**, you are not logged in.



What can I do?

- Already a member? [Log in](#)
- [Join this orb](#)
- [Request membership](#)
- [Share with friends](#)
- [RSS Feed](#)

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Private Discussion Groups

Leverage Community for Product Development / Innovation **CONFIDENTIALLY**



Life With Hemophilia

Helping people work through complex emotions invoked by their illness situations.

[Home](#) | [Discuss](#) | [Calendar](#) | [Blog](#) | [Resources](#) | [Ask an Expert](#) | [Groups](#) | [Members](#)

Orb Groups

all (newest first) | all (A-Z)

[+ Create a new Group](#)



Homeschooling

Dealing with school age kids that have hemophilia.

1 Members. Created 4 hours ago

This is a private group. (Request Membership)



Georgetown University Hospital

Our teams work closely with local health-care providers and patients.

1 Members. Created 2 hours ago

You are a member of this group.



Biking for Bleeders

Bike riding to spread awareness of hemophilia and to solicit donations.

1 Members. Created 2 hours ago

[Join Group](#)



Physical Therapist

For Physical Therapists who treat individuals with bleeding disorders.

1 Members. Created 3 hours ago

This is a private group. (Request Membership)

[+ Add New Item](#)

Craig Kessler, M.D.

You are a member (and administrator) of this Orb



What can I do?

- [Invite friends](#)
- [Share with friends](#)
- [View my persona](#)
- [Orb administration](#)
- [Add site feature](#)

My Orb groups

[Georgetown University...](#)

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Safer for Brands in Three Ways

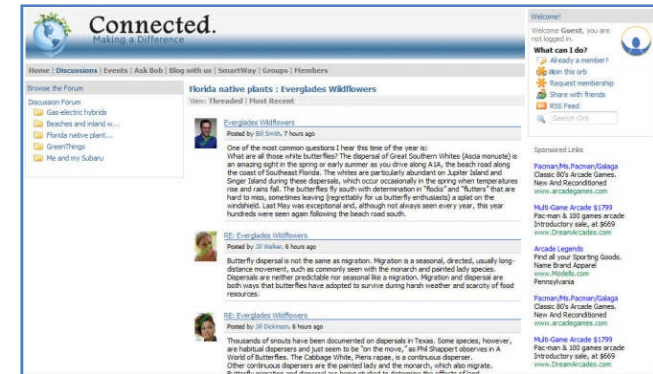
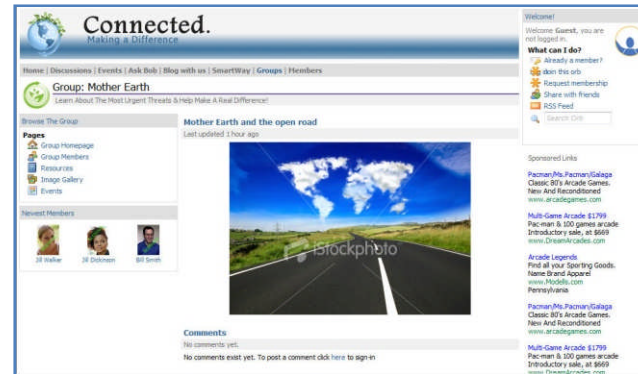


Safe for Brands. Trusted by People

You set the tone and the context

You determine content prominence

You can minimize “impact” of negative UGC



Drive the conversation and provide context

Enable passionate members to voice their thoughts

Leverage passionate customers in private focus groups

Control the “most viewed” topical content

Respond with transparency and drive direction more positively.

Isolate controversial discussions to “private” groups

Negative user comments does not become dominant theme for conversations

Provide an outlet to let customers vent

“Keep your teen and their friends in your basement” – So that you know what is going on.

Better to know about the opinions

Influence the Conversation. Assert that members are in control.

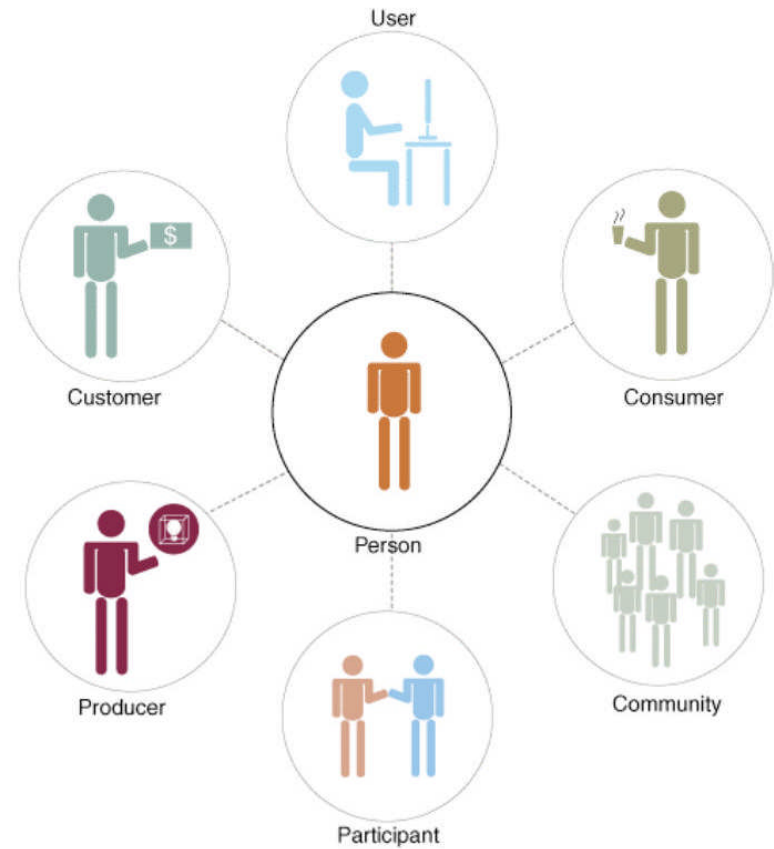
Which is the real you?

Is your Life “Flat”?



A single profile describes you to this community

For Your Life’s Many Sides [™]




For Life’s Many Sides

Multiple Person’s with “context” on Orbius

- ✓ Professional
- ✓ Personal
- ✓ Friends
- ✓ Family
- ✓ Work
- ✓ Men’s Golf League
- ✓ Etc.

Multi-Persona User Social Graph

Public Persona



Welcome to **Demetra Markopoulos's** profile
say something!
Change my image

Public Friends Family My Professional Pages add... Admin

Home | Connections | Fans | Pictures | Blog add...

My Personal Information

Gender: Female
Birth Date: 30's
Country: United States

My Thought of the day...

Last updated 5 days ago
DMarkopoulos@orbius.com
Edit your thought...

My Interests

Click here to setup your interests...


Comments

No comments yet.

Leave Message

Drive it a way

Last updated 5 days ago




Edit

Add New Item

About Me

Last updated 5 days ago



Founder,
CarsDiva.com
C.A.R.S. Pty Ltd
Headquarters Address:
1015 Fairfield Road
Rocklea, QLD 4106
Australia


Fully equipped mechanical workshop and service centre based at Rocklea, Brisbane. CARS is a recommended installer for Personalised Plates Queensland (PPQ) and carries a large range of protective plates and manufactures dust protective and water tight mounting brackets to suit most number. [More](#)

Drive it a way
Demetra L. Markopoulos, is Vice President, Marketing & Business Development of the Corporation of Automotive Remarketing, Inc. (CAR), the creator of Driveitaway.com. In early 2007, Markopoulos pioneered the first female "Virtual Intelligent Auction Facility" avatar, patterned after an actual person, to facilitate the sale of off-fleet vehicles to car dealers and to retail consumers. In conjunction with this, and to answer general used car consumer questions, she is spearheading the launch of the "CarsDiva.com" Web site, the first "Dear Abby" for Web focused used car shoppers, specifically catering to women buyers.

Prior to her work with CAR and Driveitaway, Markopoulos was a Production Supervisor for Univision Communications, responsible for management of local news production. She also worked for Harken International, a leading international manufacturer and marketer of yacht and sailboat hardware and accessories, handling large scale accounts in Italy, Spain, Greece, and various Latin American countries. Markopoulos also has been the General Manager and Event Planner of the Butler Inn, a fine dining restaurant, which, under her direction, had an annual sales increase of over 50%, which ultimately led to opening up a second location.

Demetra Markopoulos

You are viewing your profile. You may make changes.



What can I do?
Go to Admin site
Add a new profile
Change my theme

Manage this Profile
Add new page

Manage this Page
Edit this page

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Multi-Persona User Social Graph

Professional Persona





Welcome to **Demetra Markopoulou's** profile
say something!
Change my image


[Public](#) [Friends](#) [Family](#) [My Professional Pages](#) [add...](#) [Admin](#)

[Home](#) | [Linked in](#) | [CARS, Inc](#) [add...](#)

My Linked in profile

Demetra Markopoulou


Founder, CarsDiva.com
Greater Chicago Area



[Contact Directly](#)
[Get introduced through a connection](#)

Current Education


- Founder, CarsDiva.com at CARS, Inc.
- Northwestern University

Connections  55 connections

Industry Automotive

Websites

- [My Website](#)
- [My Company](#)
- [My Blog](#)

 **Demetra Markopoulou's Experience**

Founder, CarsDiva.com
CARS, Inc.
(Automotive industry)
October 2007 — Present (7 months)

VP- Marketing & Business Development
Corporation of Automotive Remarketing, Inc.

Public profile shared by Linked In

- Get introduced to Demetra Markopoulou
- Contact Demetra Markopoulou directly

[View Full Profile](#)

Name Search

Search for people you know from over 20 million professionals already on LinkedIn.


Last Name

(example: [Dan Nye](#))

Get your LinkedIn profile into Google & Yahoo! searches

Demetra Markopoulou

You are viewing **your profile**. You may make changes..



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Manage this Profile

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- [Who can see this Profile](#)
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Control Your Privacy

Share only what you want with whom you want...



Connect with your boss on Orbius
without fear!

Summary

- Social Media is not a fad...
 - It is a very efficient business collaboration tool
 - Lower product innovation cost, Builds relationships internally and externally.
 - Just needs some adaptation and refinement to reach its full potential.

- Customers are in control, not you!
 - People trusts other people - more from people they know
 - But brands can influence by its participation. Make them your “partner”.
 - Shift focus from content that you publish to context of what you say or do.

- Accept it, learn it and champion it
 - **Start Small** - but just get started even if experimental
 - Start with an internal social project for lower risk to “teach/show” others
 - Use Free tools if necessary - Ask for forgiveness later

- Risk of doing nothing can be very high
 - Your customers will easily find each other and talk WITHOUT you.
 - Risk complete loss of influence over your brand. Really expensive to get back or in.
 - YOUR BRAND IS HIJACKED BY YOUR CUSTOMERS!
 - COMPETITORS KNOW MORE ABOUT YOU THAN YOU DO!

Suggested Readings

- **Groundswell (*)**- Josh Bernoff, Charlene Li
 - Groundswell is a social trend in which people use technology to get the things they need from each other instead of from the companies." Companies can try to get in the mix and influence their prospects and customers to either buy or continue to buy their products and/or services.
- **The New Influencers** - Paul Gillin
 - Marketing 2.0 - Rules, Tone, Process (Blogs)
- **The Age of Engage(*)** - Denise Schiffman
 - The savvy marketer no longer just listens to the consumer but engages her in new ways to gain attention, preference, and action
- **Creating Customer Evangelists** - Ben McConnell & Paul Hubba
 - Emotional themes and value delivered to customers for them to be your evangelists
- **Wikinomics** - Don Tapscott
 - Wisdom of the Crowd for knowledge development or collection
- **Waiting for the Cat to Bark** - Barry and Jerry Eisenberg
 - Psychographic Analysis, Persuasion Architecture for website design
- **Satisfied Customers Tell Three Friends; Angry Customers Tell Three Thousand(*)** - Pete Blackshaw (July 2008)

Questions?