

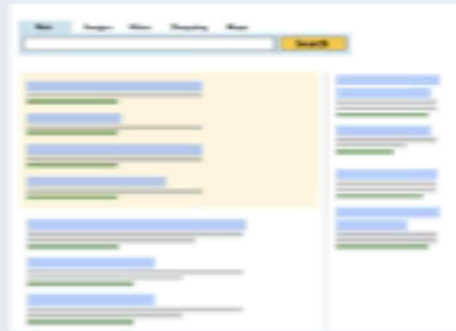
Social Media Strategies for Startups

Kristen Sosulski

@sosulski



Browse



Search



Discover

90's

00's

10's

Introduction to online communities

The sharing of information, experiences, and perspectives throughout community oriented websites (Weinberg, 2009, p. 1).



Brand: Starbucks

Facebook interface for Starbucks. The header shows the Starbucks name, a search icon, and user information for Kristen. The main content area features a collage of coffee-related images: a hand pouring coffee, a coffee machine, coffee beans, a latte with a Starbucks logo, and a coffee filter. A large Starbucks logo is overlaid on the left. Below the collage, the name 'Starbucks' is displayed with a verified badge and the category 'Food/Beverages'. Interaction buttons for 'Liked', 'Following', and 'Message' are visible. At the bottom, navigation tabs for 'Timeline', 'About', 'Photos', 'International', and 'More' are shown.

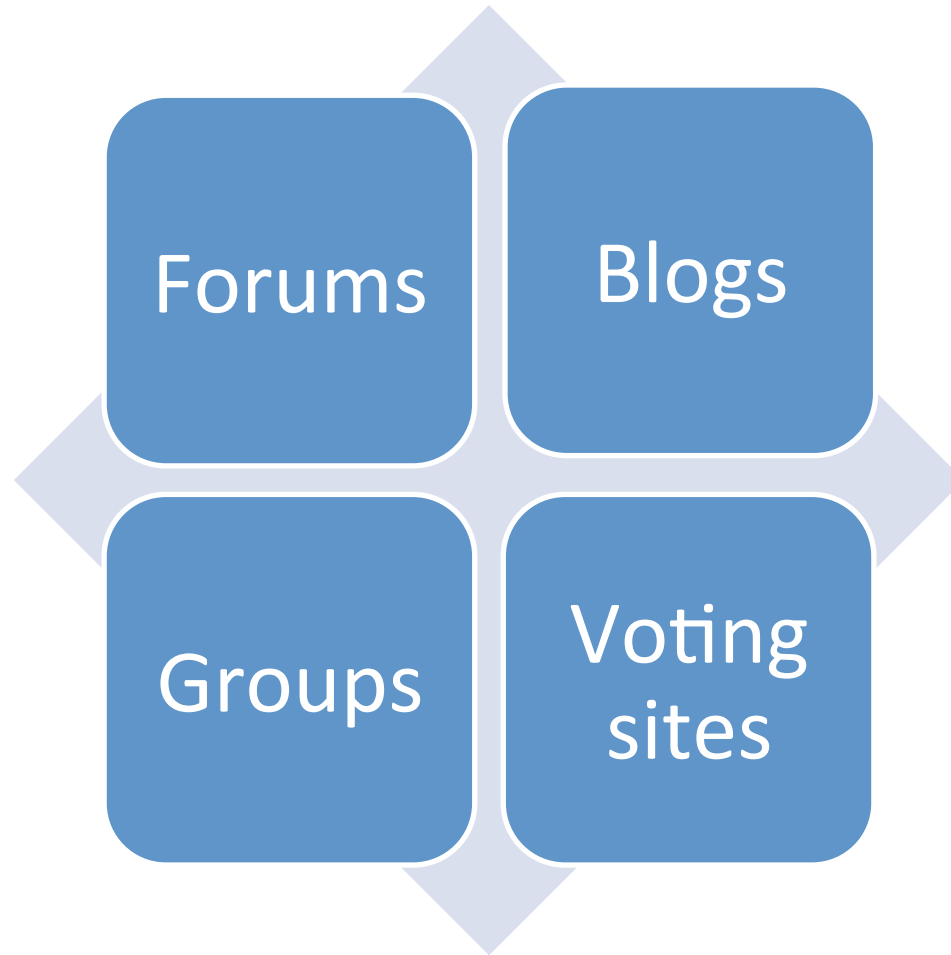


Starbucks ✓
Food/Beverages

Liked ▾ Following ✓ Message ⋮

[Timeline](#) [About](#) [Photos](#) [International](#) [More ▾](#)

Direct Communities



Direct Communities

This can be your organization's website

starbucks.com

<http://mystarbucksidea.force.com>

<http://en.community.dell.com>

with option for users to create profiles and participate. Organization directly benefits from the user data



COFFEE MENU COFFEEHOUSE RESPONSIBILITY CARD SHOP

My Bag

Find a Store

Sign In

Search this site

WORLD'S LARGEST #STARBUCKSDATE

Fun surprises.
Special pairings menu.
Sparks of love.

February 13th | 2pm - close

Invite someone



*At participating stores

Starbucks Listens to Customer Request for More Sizes

Apr 01, 2010

Customers to order the Plenta™ and Micra™ in stores in the U.S. and Canada this Fall



SEATTLE, April 1, 2010 –Starbucks announced today the introduction of two new beverage sizes in stores in the U. S. and Canada this Fall. The announcement follows a year of research and direct customer feedback through MyStarbucksIdea.com requesting even more choice in beverage size.

"Whether customers are looking for a large or small size, the Plenta and the Micra satisfy all U.S. and Canada customers' needs for more and less coffee," said Hugh Mungis, Starbucks VP of Volume. "Our size selection is now plentiful."

<http://www.starbucks.com/blog/10113/starbucks-listens-to-customer-request-for-more-sizes.aspx>



My Starbucks Idea

FAQ

GOT AN IDEA?

VIEW IDEAS

IDEAS IN ACTION

Hi there, [Sign In](#) to make a comment.

Share   
Follow us on [twitter](#)

Ideas so far _____

Search Ideas



PRODUCT IDEAS

- 44,296 [Coffee & Espresso Drinks](#)
- 5,874 [Frappuccino® Beverages](#)
- 12,677 [Tea & Other Drinks](#)
- 21,664 [Food](#)
- 10,812 [Merchandise & Music](#)
- 22,652 [Starbucks Card](#)



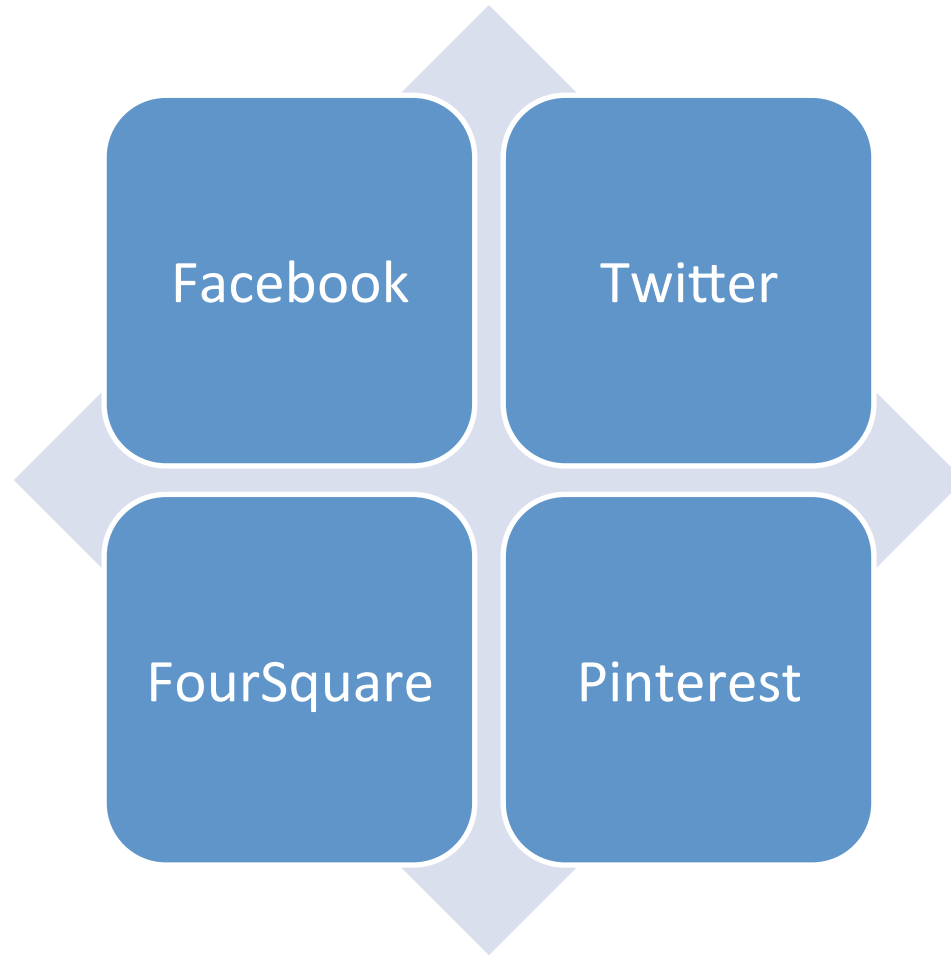
<http://mystarbucksidea.force.com/>

Overview: Direct communities

- These are communities owned and managed by a company typically running proprietary community and enterprise collaboration software solutions.
- Examples include the National Breast Cancer Foundation's community website, Starbucks' blog, or Dell's support community.
- The organization is responsible for running and managing the community and benefits from rich data and user profiles created within that community. These also would include private B2B and internal employee-targeted communities.

<http://mashable.com/2010/04/09/online-communities-business>

Managed Communities



Going to your audience



VS.



Your Website



Tweets

Tweets & replies

Photos & videos

Pinned Tweet



Starbucks Coffee @Starbucks · Feb 6

Enjoy special pairings at the World's Largest #StarbucksDate. February 13th from 2 P.M. to close.



World's Largest #Starbucksdate!

[bit.ly](#)

[Learn more](#)

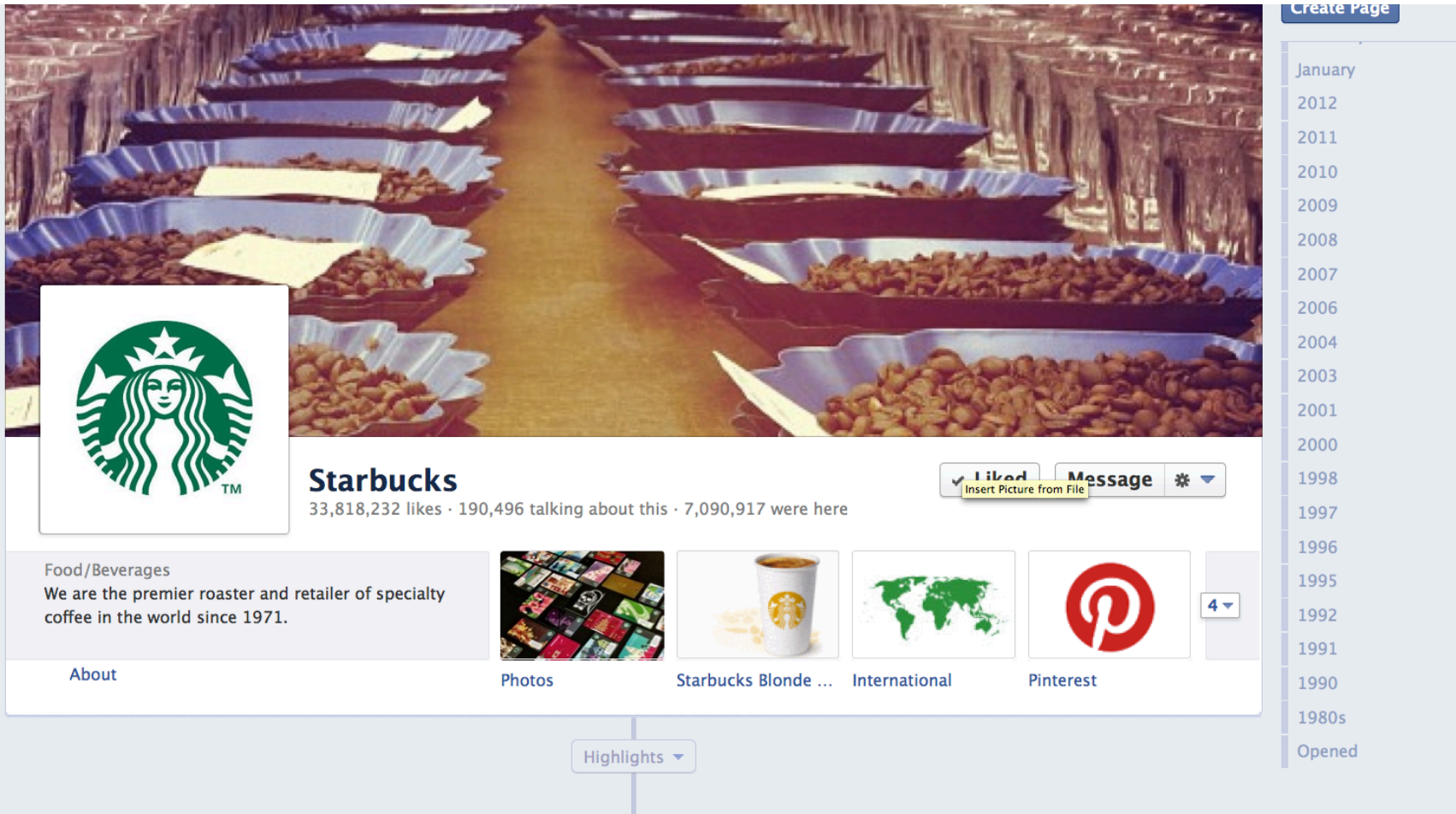


822

1.9K



2014 33 - million fans. 190k talking



The image shows a screenshot of the Starbucks Facebook page as of 2014. The background features a photograph of coffee beans in blue trays. The Starbucks logo is prominently displayed on the left. The page header includes the name 'Starbucks', the number of likes (33,818,232), and the number of people talking about the page (190,496). Navigation options like 'Photos', 'Starbucks Blonde ...', 'International', and 'Pinterest' are visible. A 'Highlights' dropdown menu is at the bottom center. On the right side, there is a 'Create Page' button and a year selection menu ranging from 2012 to 1980s.

Starbucks
33,818,232 likes · 190,496 talking about this · 7,090,917 were here

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

Photos Starbucks Blonde ... International Pinterest

Highlights ▾

Create Page

January
2012
2011
2010
2009
2008
2007
2006
2004
2003
2001
2000
1998
1997
1996
1995
1992
1991
1990
1980s
Opened

2015 - 38 million fans 21 million visits

Starbucks

Kristen Home

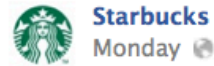


 Starbucks 
Food/Beverages

Liked Following Message

[Timeline](#) [About](#) [Photos](#) [International](#) [More](#)

Likes 23k
Shares 695
Comments 303



coffee creativity: <http://sbux.co/XxnewL>



Like · Comment · Share

695

23,367 people like this.

View previous comments

2 of 303



Hipsters me likie
about an hour ago · Like



Farah Barcelonita Yummmmmmyyyyyyyyyy
about an hour ago · Like

LinkedIn – 164k followers (2014)

The screenshot shows the Starbucks LinkedIn company page. At the top, the user is logged in as Kristen Sosulski. The page features the Starbucks logo and a banner with the text "Opportunity to be more than an employee. to be a partner." The page is divided into several sections: "RECENT UPDATES" with a post about Starbucks Digital Network and NYTimes.com access; "HOW YOU'RE CONNECTED" showing 27 second-degree connections and 33,688 employees; "CAREERS" with a link to learn more about Starbucks; "PRODUCTS" with a link to send a message; and "Ads by LinkedIn Members" featuring an advertisement for the National Association of Professional Women. The page also includes a search bar, navigation tabs (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More), and a "Follow" button for the Starbucks page.

LinkedIn Account Type: Basic | Upgrade 44 1 Kristen Sosulski Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

Psych Doctors Needed - Recruiting for Adult Mental Health consultants & Middle Grade doctors in UK

Starbucks 164,257 followers Follow

Home Careers Products Insights

Opportunity
to be more than an employee.
to be a partner.

RECENT UPDATES

Starbucks Another great reason to stop into a Starbucks, enjoy the free Wi-Fi and log into the Starbucks Digital Network.

Enhanced NYTimes.com Access for SDN Users
webpronews.com · The New York Times has announced that readers will have free access to content that's normally behind the paywall, as long as they're reading it at Starbucks.

Like (51) · Comment (6) · Share · 1 day ago

Hollie McCullough, Tamara Lynn Schaps, MA, and 49 others like this

Show 4 more comments

Phil Hendrickson Sharyn - What store do you go to? We would love a shout-out here. :) Michael - let me check on the SDN in the UK.
9 hours ago

Jennifer Ryan Lois, my guess is people read for free at SB, and then want to read more at home, so they'll subscribe??
6 hours ago

Add a comment...

HOW YOU'RE CONNECTED

27 second-degree connections
33,688 Employees on LinkedIn
See all ▶

CAREERS

Interested in Starbucks?
Learn about our company and culture.
65 jobs posted
Learn more ▶

PRODUCTS


Let Starbucks know you'd like to see their products and services here.
Send message ▶


Ads by LinkedIn Members

Are You a Female Director
Apply Now to the National Association of Professional Women. Register Free.
Learn More ▶

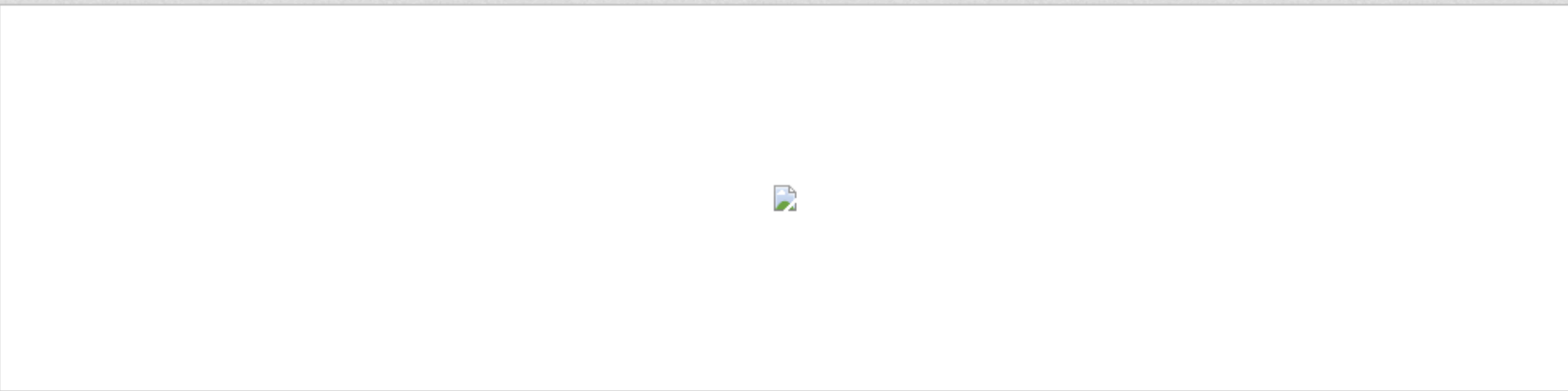
Marketing Dashboard

LinkedIn – 496k followers (today)



 **Starbucks Careers** 496,526 followers [Follow](#)

[Home](#) [Careers](#)




"Technology will pave the way for innovative change at Starbucks."
- Howard Schultz, Chairman, President and CEO

Technology Careers at Starbucks

Everyone knows Starbucks is a leader in coffee, but did you know we're also an industry leader in embracing innovative technology? We're in the process of building a world-class Web and API Engineering team focused on building elegant and scalable applications that are used by millions across

People at Starbucks



Pinterest – 75k Followers (2014)



Starbucks Loves

These are some of the things we love: coffee, food, music, inspiration. But most of all, we love sharing these things with you.

www.starbucks.com Seattle, WA

Repins from



Chelsea Koudelka



Emily Yu



Roberta ♥

7 Boards

904 Pins

150 Likes

Activity

75,818 Followers

951 Following

Coffee Moments

108 pins



Real Food

351 pins



Coffee DIY

55 pins



TWISI

98 pins



Inspiring Spaces

99 pins



Pinterest – 175k Followers (2015)



Follow

Starbucks Loves

Seattle, WA · www.starbucks.com ·

Inspiring and nurturing the human spirit -- one person, one cup, and one neighborhood at a time.

20
Boards

2,717
Pins

348
Likes

175,236
Followers

1,454
Following



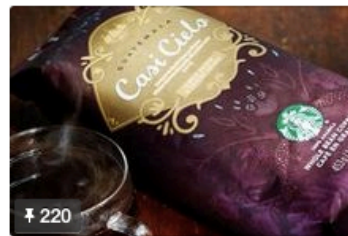
Follow

The Dot Collection



Follow

The Perfect Gift



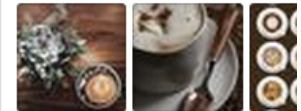
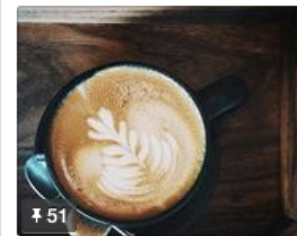
Follow

Hosting the Holidays



Follow

The Perfect Latte




Follow

Tumblr

atstarbucks

Unfollow



World's Largest #StarbucksDate

February 13th — 2 P.M. to close
at participating stores.
Create and share an invite.
atstarbucks.tumblr.com/love

Participating Communities



Starbucks

72 Spring St, New York, NY

 Write a review

4.0  29 reviews

Sort by: Most helpful ▾




Patrice Williams

 4 months ago

omg. dat pumpkin spice doeee. yes, just, yes. also this starbucks had great service and the bathroom was pretty decent. just saying. and they have a new flavor for coffee like jamaican mountain or something— whatever it is is was delicious as well



Tyler Lund

 6 months ago

Service is not very friendly and pretty slow here. Sure they are always packed but it still takes what seemed like a very long time to get a simple drink made. They yelled at customers to line up in another area for drinks which could have been ... [More](#)

Liam Galiczynski

 11 months ago

star bucks is a great place to eat and drink. i love their frapa-moca-chinos. even if you dont get to this one, there is basically one at every corner so your fine. they have amazing pastrys as well and a nice vibe. AMAZING bathrooms too, clean ... [More](#)



Yudy perez

 11 months ago

best coffee in the world! i love Starbucks everything in Starbucks is good. the best thing to get are the frappes ! people are nice and friendly. and you could also buy unmade coffe and cups and cookies and healthy lunch food. i would recommend ... [More](#)



Emily Chen

 11 months ago

great service and lines are not long. This place is good for hangout. Good customer service, a good day to start getting a well done coffee for the day. Get this on the go or to stay and either or you will be happy.



Felix Kam

 11 months ago

Got the get me a cup of starbucks anywhere i am in the morning. wakes me up and its flavor is a wonderful way to start the day



Monitoring America's Favorite Drug Dealer

January 25, 2012

Americans divided over whether Starbucks should serve beer and wine



In a scientific national telephone poll, Americans were asked:

Do you think that it is appropriate for Starbucks to serve beer and wine? Overall, 39% said yes, 39% said no, and 22% said they were undecided.

MORE SURVEY RESULTS:

Men and women disagreed in their responses, with men favoring Starbucks selling beer and wine 49%-34%, while women oppose it 45%-30%.

Among age groups: 18-29 year olds 44% yes, 32% no; 30-44 year olds 44% yes, 36% no; 45-64 year olds 39% yes, 39% no; 65+ year olds 26% no, 55% no.

Whites favor it 44%-38%, and blacks oppose it 58%-25%.

* [Men, women at odds over Starbucks beer and wine](#)

Posted at 02:57 PM | [Permalink](#) | [Comments \(7\)](#) [ShareThis](#)

January 21, 2012

OPEN THREAD conversation-starter: What's the point of ordering a Starbucks drink 'extra hot'?



This question was asked on the Q-and-A site, Quora.com and got this response from a former Starbucks partner. I thought customers would be interested in it, and baristas might have some observations too.

Overall, in the five years I worked at Starbucks, I had many customers who ordered their drinks "extra hot." Their main reasons were:

* Preference for beverages that are HOT not "very warm"

* Taking the beverage elsewhere to drink and wanting it to still be warm upon arrival.

JANUARY 2012						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

ABOUT

About Starbucks Gossip

E-mail the webmaster

twitter.com/sbuxgossip

RECENT COMMENTS

Waltie on From the mailbag: What is Starbucks' fraternization policy?

Geroge Butterworth on From the mailbag: What is Starbucks' fraternization policy?

b on Americans divided over whether Starbucks should serve beer and wine

Jeff Tom on Americans divided over whether Starbucks should serve beer and wine

PixelFreak on OPEN THREAD conversation-starter: "What is the recipe for the new skinny peppermint mocha?"

informyourself on Americans divided over whether Starbucks should serve beer and wine

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Google™ Custom Search

Subscribe to this blog's feed

ADS (2)

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AdChoices

Major Appliances on Sale

Great Deals, Big Savings on Our Household Appliances. Save Now!

[www.DFDInland.com](#)

Star-bucks Jobs (Hiring)

Star-bucks Positions Open. Hiring Now - Apply Today!

[Starbucks.Jobs-to-Career...](#)

K Cups - 50% OFF

Huge Selection of ® K Cups. Special Pricing When Added to Cart!

[www.k-cups.shonlet.com](#)

Local Starbuck's Coffee

Find Starbucks' Coffee Shops. Search Local Listings at Local.com.

[Coffee.Local.com](#)

Ihatestarbucks.com

IHateStarbucks.com Home Page

Register or log in - lost password?

Username Password

Remember me

I Hate Starbucks 

Hot Tags

- annoying
- bad managers
- BARISTA benefits
- coffee customer
- customers
- Customer Service drama
- drinks Drive-thru
- Employment **Fired** free
- hate Help hours
- human rights humor
- I hate starbucks job
- manager managers new
- partners pay policy quit
- quitting Revenge rude
- Starbucks stupid
- sucks tips training transfer
- unfair Via
- Working at starbucks

Latest Discussions

Topic — Add New »	Posts	Last Poster	Freshness
[sticky] Who did you decaf today? - 2 3 ... 13 14 15	438	nofoamcapp	45 minutes
[sticky] Join us on IRC! - 2	60	Barista_named_Tex	18 hours
[sticky] What you're listening to right meow! - 2 3 ... 6 7 8	218	StraightRazor	1 week
[sticky] New Partner Halp Thread	27	whatshisface	2 months
Tips on Sliding/Cadence	3	OrangeBlossom	50 minutes
Transferring... aka... THE MOST OVERPLAYED THREAD EVER (please help me)	9	OrangeBlossom	52 minutes
Beer and Wine anyone?	23	WhoodaThunkit	57 minutes
Worst work day OF MY LIFE	11	OrangeBlossom	1 hour
Double cup = PET PEEVE	6	KDH	1 hour
Another STUPIDDD question I hear too much from these idiots.	26	Kev87	5 hours
creepy things customers have said to you - 2	42	Kev87	6 hours
DSharpz	1	Buxmeister	7 hours
Ice Ice Baby	13	Baron Von Tentacleese	10 hours
Kumbaya, kids!	1	Baron Von Tentacleese	10 hours
I don't know how much is on here...	19	OrangeBlossom	11 hours
work soul mate	10	SCSHC	11 hours
Setting up to be fired?	2	Buxmeister	12 hours
Starbikes	6	coffeefairy	12 hours

Participating Communities

- Those communities where the business doesn't have any control over the content or users.
- Examples
 - Get Satisfaction
 - The Better Business Bureau Complaints Portal
 - Ripoff Report
 - Yelp
 - Consumerist
 - TripAdvisor
 - Fan created Facebook pages (such as Coca-Cola) and other DIY blogs, websites, etc.

I. People

More specifically, their behaviors on social platforms.

Celebrating



Rose Seip

The best way to forget your troubles is to drink a cup of your Delicious Starbucks...

about an hour ago · Like · Comment

 4 people like this.

Write a comment...

Seeking Help



Seaira Goettler

Can someone help me? I just tried to reload 25 dollars onto my starbucks card, i put in all the information said and yes and it said it didn't work and then i did it again and again it said it didn't work then i went to check the balance of my bank account and it had subtracted 50 dollars from it but there is not more money on my card what is going on

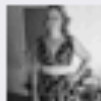
Like · Comment · 23 minutes ago ·

View all 5 comments



Justin Stafinski There's a phone at campus center desk that you could use, I'm sure Starbucks has an 800 #, maybe your bank too. Otherwise I'm sure one of your lovely friends & fellow theater-ees would be happy to loan you one for a few. => Have a great day, Seaira. Hope it gets worked out!

10 minutes ago · Like



Kara Nicole Swan There should be plenty of 800 numbers to call, or even a website you can access to get help (since you are on facebook I'm assuming that should not be an issue). My question is why you are on Facebook instead of talking to your bank and/or Starbucks?

7 minutes ago · Like · 1

Write a comment...

Complaining



Chase Tyler Band

What do you MEAN no orange cranberry scones today!?!?!

about an hour ago · Like · Comment

 Siege Ind. likes this.

Write a comment...

Expressing Opinion

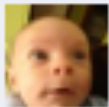


Becca L Hall

I'll be honest I don't really like Starbucks cause I don't like coffee (or any such of products) I don't go to Starbucks and don't plan on it but I support Starbucks for supporting equal human rights along with many other beliefs and organizations like all of our troops whether on homelands or overseas! [Corissa Marie Ertel](#) showed me that Starbucks does and so I support Starbucks for those things!

Like · Comment · 16 minutes ago · 🌐

👍 2 people like this.

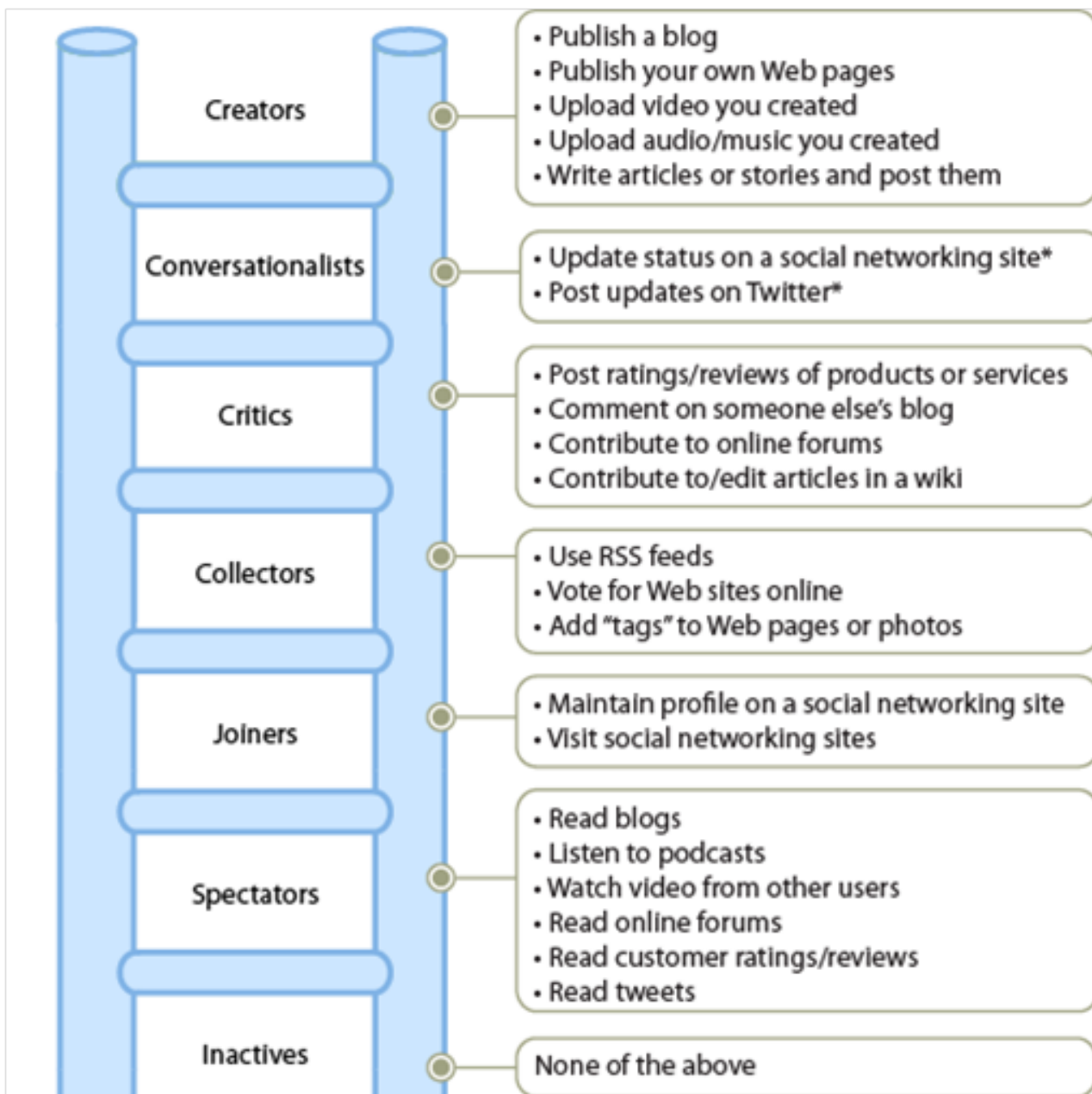


Corissa Marie Ertel ♥

12 minutes ago · Like

Write a comment...

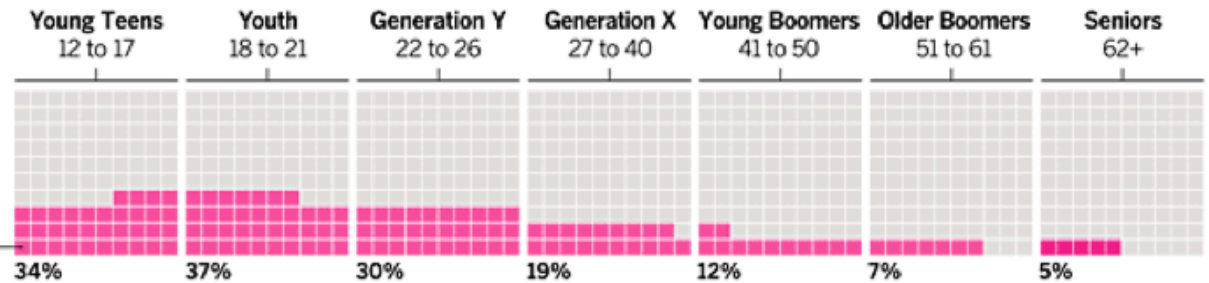
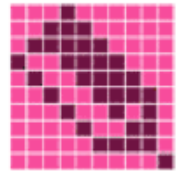
**Can we classify people into categories
based on their behavior?**



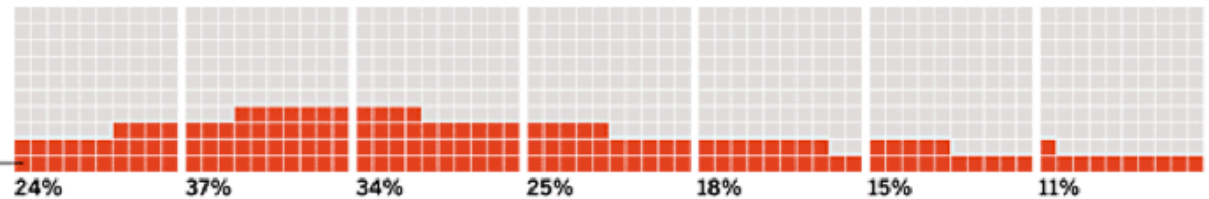
What people are doing

Who participates (U.S. online users)

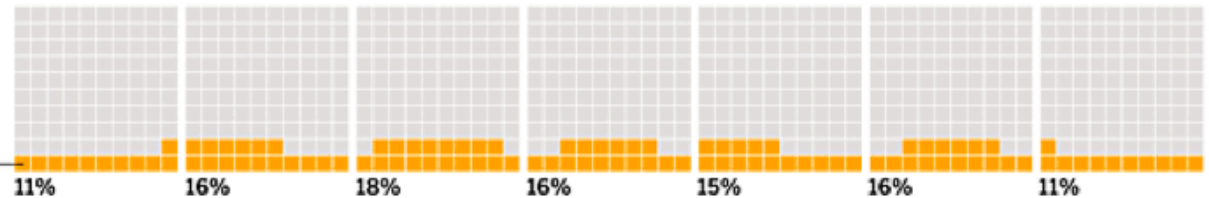
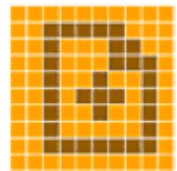
Creators publish Web pages, write blogs, upload videos to sites like YouTube.



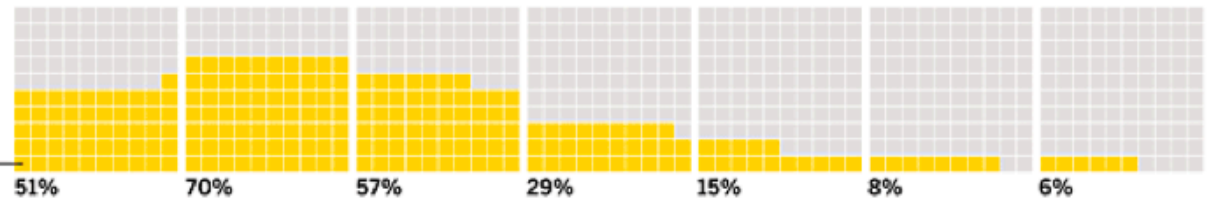
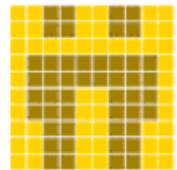
Critics comment on blogs and post ratings and reviews.



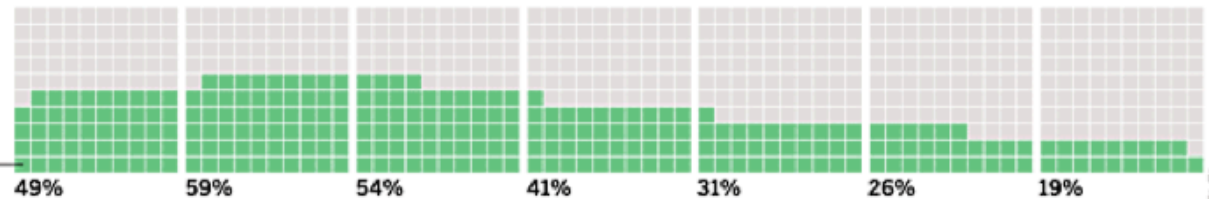
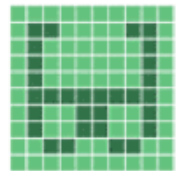
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



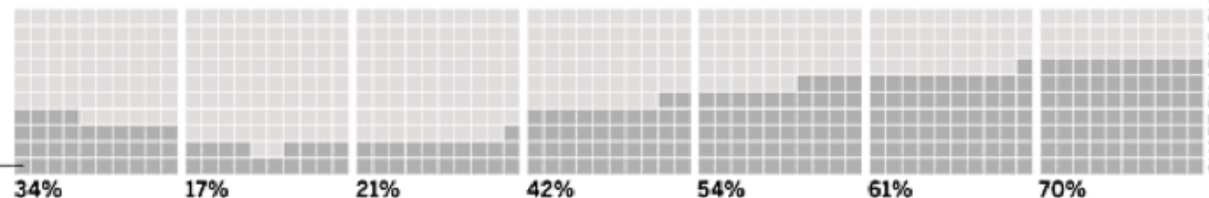
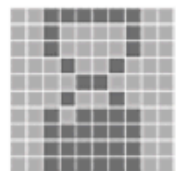
Joiners use social networking sites.



Spectators read blogs, watch peer-generated videos, and listen to podcasts.



Inactives are online but don't yet participate in any form of social media.



Data: Forrester Research

CHART BY ARNO GHELT

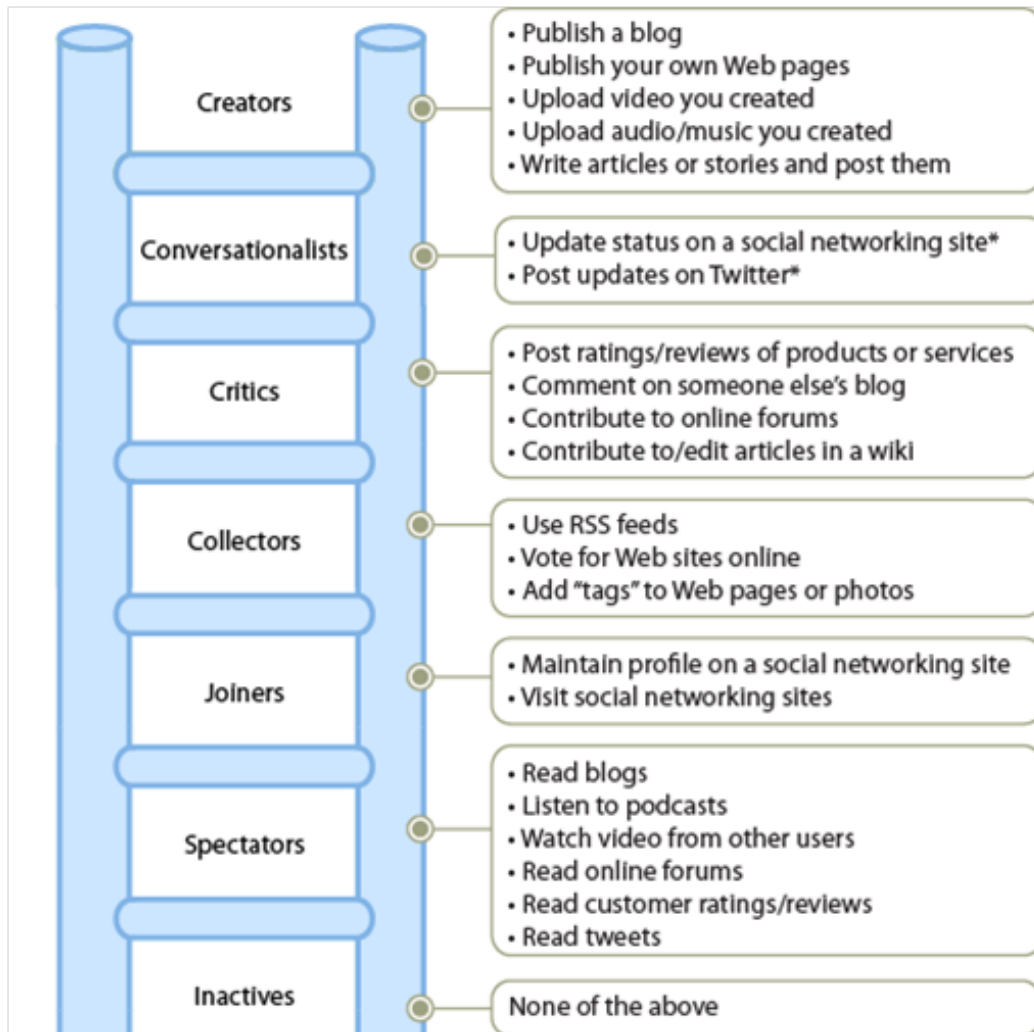
Exercise

- Identify the most important audience types for your startup. Review your customer segments.
- Select 1 to focus on (for today, focus on all of them later). Disregards inactives.
- Discuss and list ways you could engage with this audience type on social media.

Social Media Strategies for Startups: Exercise #1

Prof. Kristen Sosulski

- Identify the most important audience types for your startup. Review your customer segments.
- Select one audience type to focus on (for today, focus on all of them later). Disregard inactives.
- Discuss and list strategies to engage with this audience type on social media.



Strategies for engagement

Spectators

Joiners

Collectors

Critics

Conversationalists

Creators

**Identify the people, objectives
and technologies to implement
and support your strategy.**

P.O.S.T Framework

II. Objectives

Traditional Business Objectives

Research

Marketing

Sales

Support

Development

Groundswell Objectives

Listening

Talking

Energizing

Supporting

Embracing

TABLE 4-1**Existing business functions and their groundswell alternatives**

You already have this business function	Now you can pursue this groundswell objective	How things are different in the groundswell
Research	Listening	Ongoing monitoring of your customers' conversations with <i>each other</i> , instead of occasional surveys and focus groups
Marketing	Talking	Participating in and stimulating two-way conversations your customers have with <i>each other</i> , not just outbound communications to your customers
Sales	Energizing	Making it possible for your enthusiastic customers to help sell <i>each other</i>
Support	Supporting	Enabling your customers to support <i>each other</i>
Development	Embracing	Helping your customers work with <i>each other</i> to come up with ideas to improve your products and services

From *Groundswell: Winning in a World Transformed by Social Technologies*

by Charlene Li and Josh Bernoff

Copyright 2008 Forrester Research, Inc.


Pursuing a listening objective?



Reasons to Listen: Reputation management


facebook 4 Search

Welcome to the Official Kozy Shack® Facebook Page!



Kozy Shack® Like

Food/Beverages



Wall Kozy Shack® · Top Po

Kozy Shack®
Happy summer from Kozy Shack! It's the perfect time to celebrate with a tasty pudding treat. Relax and enjoy!
Yesterday at 9:34am

22 people like this.
View all 8 comments

Katherine Kolodzyk Malczewski It must have been an oversight of some sort. I recently wrote to them and got free coupons.
23 hours ago

Kelly Rossi YOU, Katherine are apparently only one of a lucky few because KOZY SHACK DOESN'T RESPECT THEIR CUSTOMERS & DOESN'T respond to complaints, etc.. :(
21 hours ago

Kozy Shack®
Looking for a fun and tasty treat to make for Dad on Father's Day? Try Kozy Shack Worms & Dirt Pudding. This recipe can be found using the link below. Wishing all of the Fathers a wonderful weekend!

Kozy Shack | Recipes – Worms & Dirt Pudding
www.kozyshack.com
1/2 cup (4 oz.) Kozy Shack Chocolate Pudding
1/4 cup chocolate cookie crumbs
6 gummy worms

June 17 at 9:42am · Share
5 people like this.

Wall

- Info
- Links
- About Us
- Flippin' Over Kozy Shack
- Questions

About

Is there anything better than pudding? Seriously. Welcome to the official...
[More](#)

8,942
people like this

Likes [See All](#)

- Appetite for Health**
- Dream Foundation**
- Hungry Girl**

Reasons to Listen: Know what your competition is doing



Domino's Pizza

@dominos Ann Arbor, MI

The home of Domino's Pizza on Twitter. Hosted by Phil from Domino's HQ.

<http://www.dominos.com>



Pizza Hut

@pizzahut ÜT: 34.013526,-118.490203

Tweets from Pizza Hut, America's Favorite for pizza, pasta and wings, plus great deals. The Tweetologist & the Twitter Team are on it.

<http://pizzahut.com>

Research



Walmart

October 15, 2011

America's favorite cookies are ready for Halloween. Which cookie do you Like best?



Listening Strategies

- Google your product / blog for the words *sucks* or *awesome*
- Use tools to help automate the listening process
- Important that you need to determine how you will use the data.
- Determine what it is that you want to know and how you will interpret the data you collect
- Check the social technographics profile of your readers / customers
- Start small, think big. Start with one or two keywords.

Listening to the Trending Topics

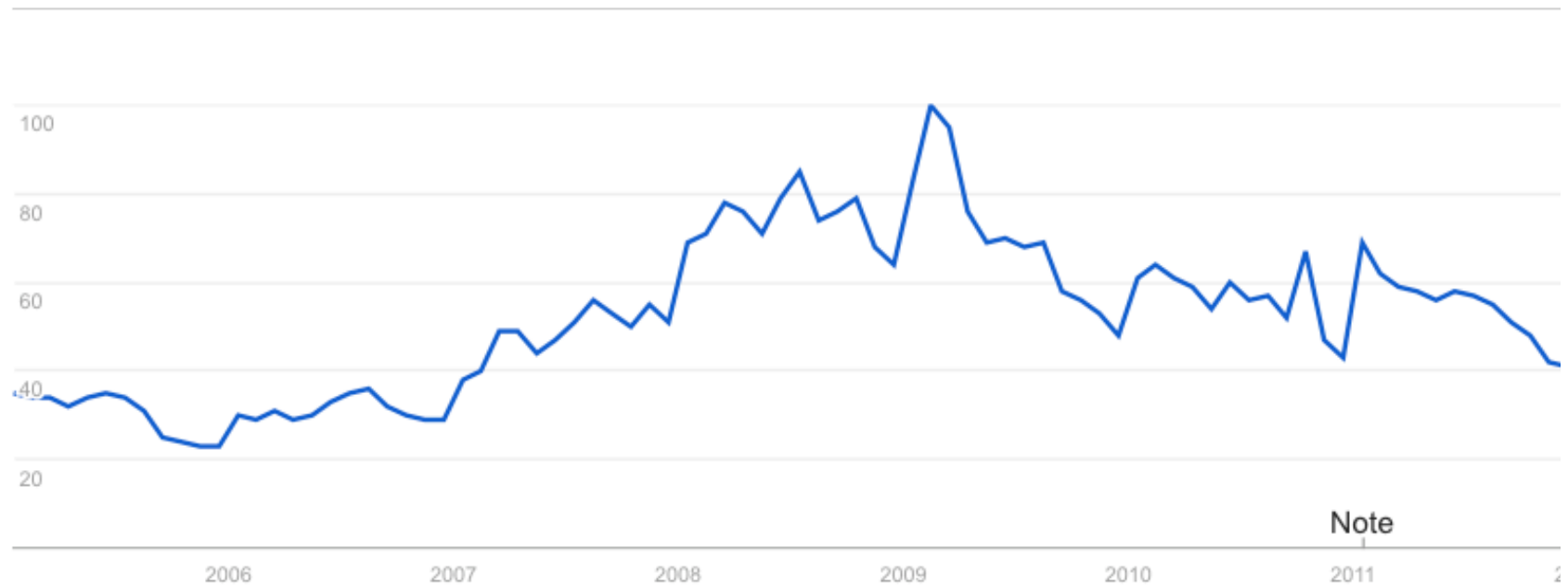
- Google trends
- Twitter Search
- Twitter stream graphs

Google Trends: Foreclosures

Interest over time ?

The number 100 represents the peak search volume

News headline



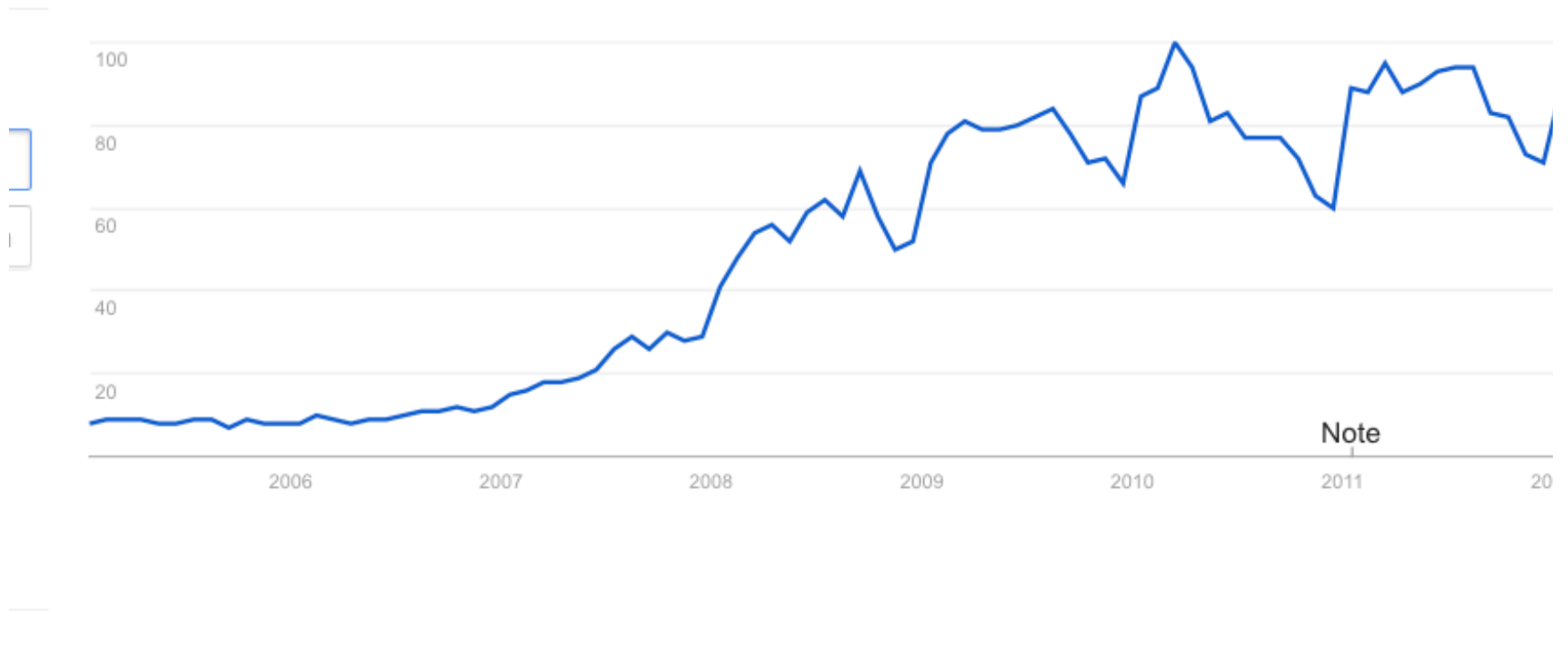
<http://www.google.com/trends/explore#q=foreclosure%2C%20&geo=US&date=1%2F2005%2097m&cmpt=q>

Google Trends: Short Sales

Interest over time ?

The number 100 represents the peak search volume

News headlines

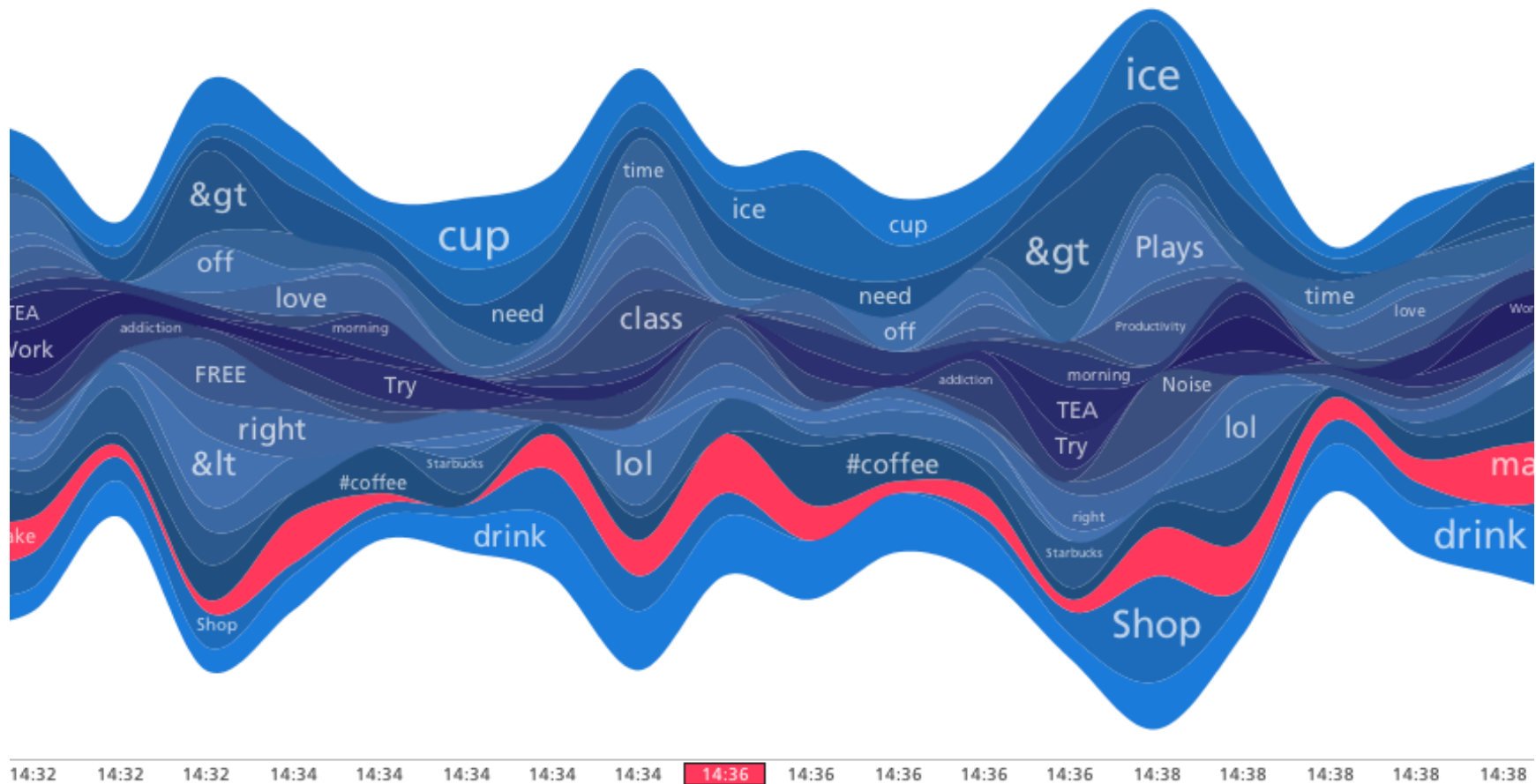


Twitter Search



<https://www.youtube.com/watch?v=jGbLWQYJ6iM>

Twitter feeds on the latest 1000 tweets related to a search term.



Try it at: <http://www.neoformix.com/Projects/TwitterStreamGraphs/view.php>

Reactive Listening: Alerts



Search terms: [Preview results](#)

Type:

How often:

Volume:

Deliver to:

Reactive Listening: Sentiment Analysis

socialmention*

Social Mention Alerts

Social Mention Alerts are email updates of the latest relevant social media results (blog, microblog, etc.) based on your choice of search phrase.

Create an alert with the form on the right.

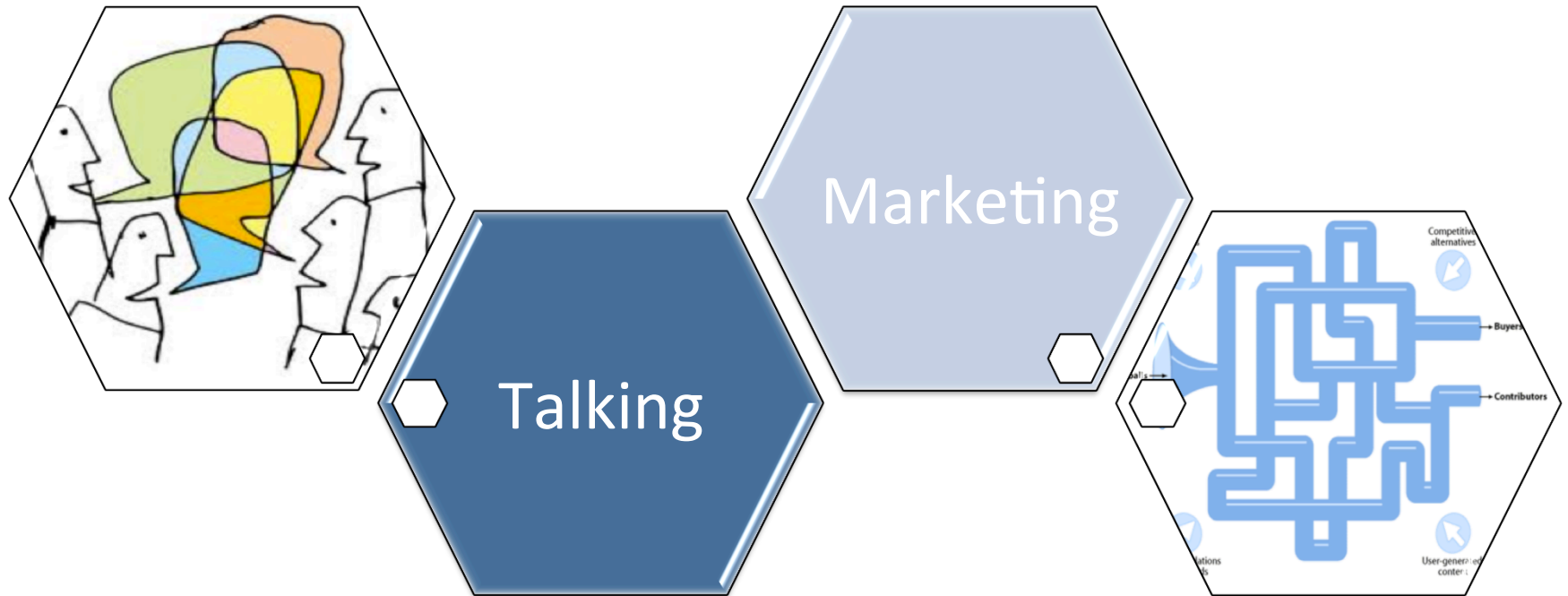
Search phrase:	<input type="text"/>
Type:	<input type="text" value="Blogs"/>
Language:	<input type="text" value="Any language"/>
Email Type:	<input type="text" value="html"/>
Email Address:	<input type="text"/>
Delivery:	<input type="text" value="daily"/>
<input type="button" value="Create Alert"/>	

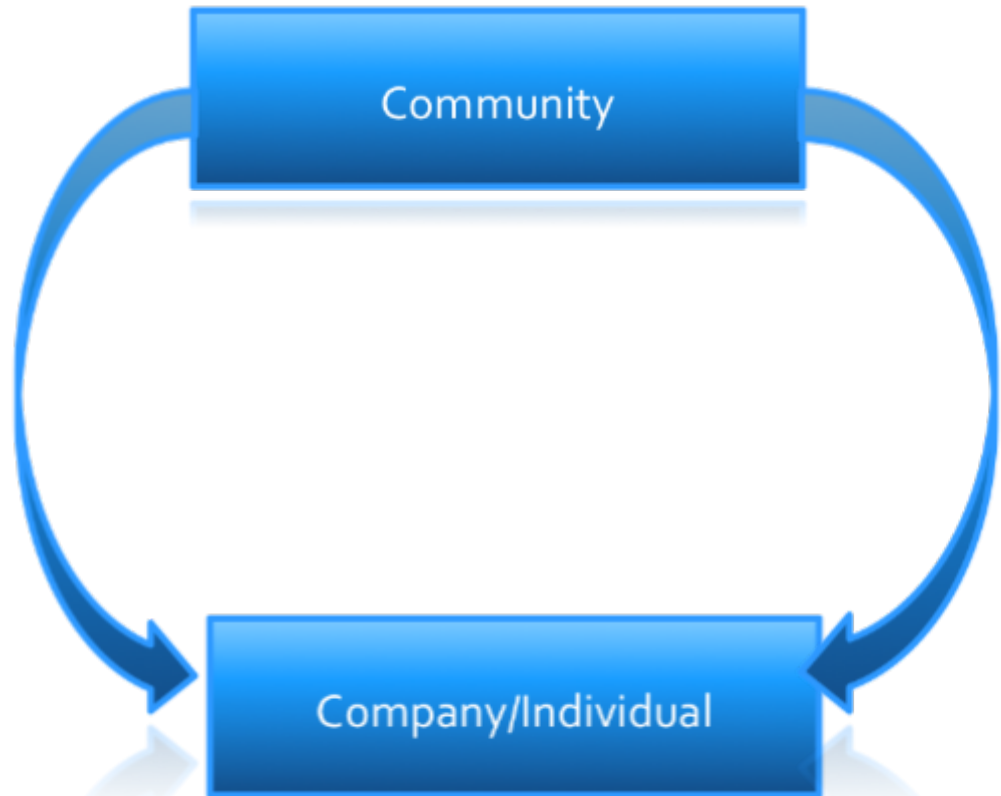
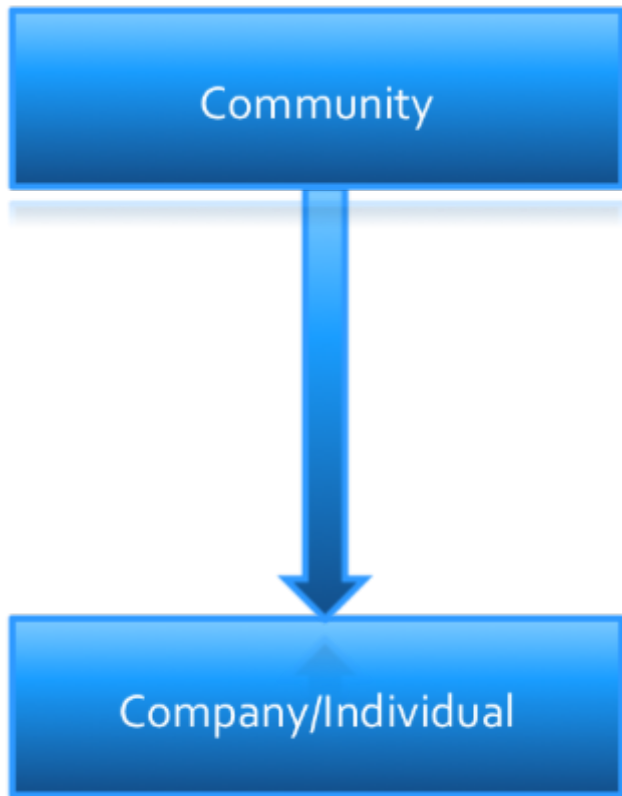
Some Hearing Aids

- Google Trends
- Twitter Search
- Twitter streams
- Social mention
- Wildfire
- Sprout social
- Hootsuite
- Google alerts
- Google analytics
- Facebook - Questions
- * Swix
- * Social Radar
- * Trackur
- * Radian6

<http://www.socialbrite.org/2011/01/11/guide-to-free-social-media-monitoring-tools/>

Pursuing a Talking Objective





Talking...

TABLE 4-1

Existing business functions and their groundswell alternatives

You already have this business function	Now you can pursue this groundswell objective	How things are different in the groundswell
Research	Listening	Ongoing monitoring of your customers' conversations with <i>each other</i> , instead of occasional surveys and focus groups
Marketing	Talking	Participating in and stimulating two-way conversations your customers have with <i>each other</i> , not just outbound communications to your customers
Sales	Energizing	Making it possible for your enthusiastic customers to help sell <i>each other</i>
Support	Supporting	Enabling your customers to support <i>each other</i>
Development	Embracing	Helping your customers work with <i>each other</i> to come up with ideas to improve your products and services

From *Groundswell: Winning in a World Transformed by Social Technologies*

by Charlene Li and Josh Bernoff

Copyright 2008 Forrester Research, Inc.

http://www.forrester.com/groundswell/images/groundswell_figure_4-1.jpg

Where can we talk on the social web?

Four Ways to Talk with the Groundswell

- Social Networks (interesting content)
- Videos
- Blogs
- Direct Communities

Social Networks



Starbucks Coffee 
@Starbucks

Freshly brewed tweets from Palge, Archana and Madeline at Starbucks.
Seattle, WA · starbucks.com

TWEETS 17.9K FOLLOWING 86K FOLLOWERS 5.77M [Following](#)

Followed by   Angie Gentile, The Food Section, nydailydeals and 24 others.


Tweets All / No replies

 **Starbucks Coffee** @Starbucks · 9h
Big. Bold. Born blue.
Sumatra Blue Batak—
pairs well with a view.
#StarbucksReserve pic.twitter.com/kXLG2XBKd6






★ 1.9K ↻ 569



Just had the best day ever skiing in Italy... stoked to record it all on the GoPro Hero3 Black! — at Cortina d' Ampezzo.




Like · Comment · Share

 2,197 people like this. [Top Comments](#)

 Write a comment... 

 **Craig Ogre Kodiak Reseland** Nice shot!
Like · Reply ·  2 · Yesterday at 4:53pm

 **Mary Guinipero** Cortina d'Ampezzo is the way to go.

Old Spice | The Man Your Man Could Smell Like



+ Subscribe

399 videos ▾



0:13 / 0:32 Normal CC Settings Full Screen

Like Dislike + Add to ▾ Share Flag Print

39,990,009

Uploaded by [OldSpice](#) on Feb 4, 2010

We're not saying this body wash will make your man smell into a romantic millionaire jet fighter pilot, but we are insinuating it.

143,369 likes, 2,709 dislikes

As Seen On:
[Mashable](#)

Show more

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

From 4 million to 45 million in annual revenue



<http://tv.winelibrary.com/2006/02/>

BlendTec

- Sales up 700% since the Will It Blend campaign
- First 5 videos cost \$50
- 6 million views in the first week

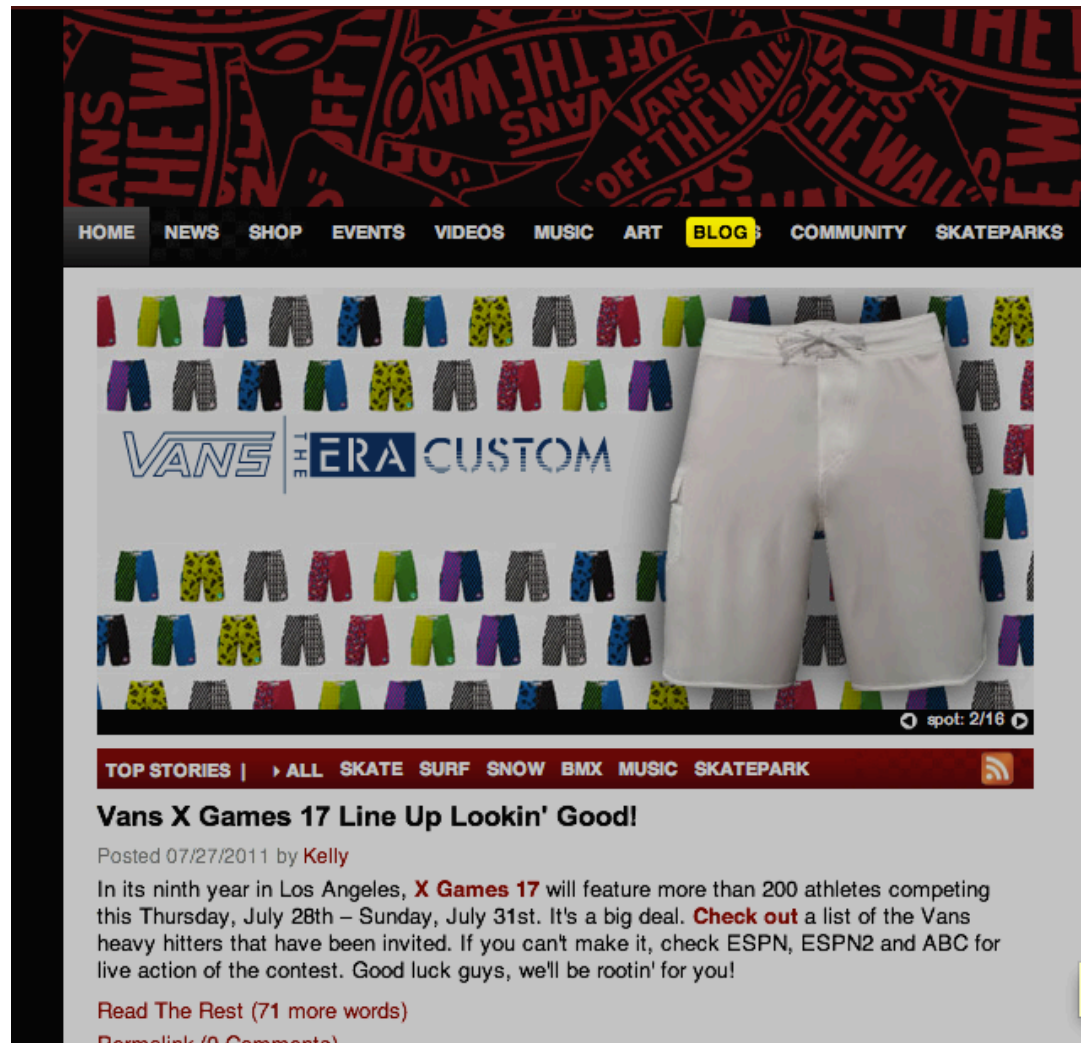


The image shows a screenshot of a YouTube video player. The video title is "Will It Blend? - iPhone". The channel name is "Blendtec", and there is a "Subscribe" button and a "118 videos" dropdown menu. The video player shows a close-up of an iPhone being held by a hand. The screen of the iPhone displays the text "WILL IT BLEND?". Below the video player, there are buttons for "Like", "Add to", and "Share". The video has 10,502,802 views. The description says: "Uploaded by Blendtec on Jul 10, 2007. Everybody knows that the iPhone can make phone calls, play movies & music, surf the web, and a lot more. But, Will It Blend? That is the question. Tell us what to blend next here <http://on.fb.me/blendstuff>." There is also a "Comments for Rock, Pa..." link.

<http://www.youtube.com/watch?v=qg1ckCkm8YI>

Why Blog?

You want to engage in a dialogue with your customers



The image is a screenshot of the Vans website. At the top, there is a navigation menu with links for HOME, NEWS, SHOP, EVENTS, VIDEOS, MUSIC, ART, BLOG (highlighted in yellow), COMMUNITY, and SKATEPARKS. Below the navigation is a large banner featuring a grid of colorful shorts and a pair of white shorts on the right. The text "VANS THE ERA CUSTOM" is overlaid on the banner. Below the banner is a red bar with the text "TOP STORIES | ALL SKATE SURF SNOW BMX MUSIC SKATEPARK" and a RSS icon. The main content area features a blog post titled "Vans X Games 17 Line Up Lookin' Good!" posted on 07/27/2011 by Kelly. The post text reads: "In its ninth year in Los Angeles, X Games 17 will feature more than 200 athletes competing this Thursday, July 28th – Sunday, July 31st. It's a big deal. Check out a list of the Vans heavy hitters that have been invited. If you can't make it, check ESPN, ESPN2 and ABC for live action of the contest. Good luck guys, we'll be rootin' for you!" Below the text are links for "Read The Rest (71 more words)" and "Permalink (0 Comments)".

What are some common blogging mistakes

- Using it as a press center
- Infrequent postings
- Disabling conversation
- Not telling anyone that you're blogging and what's new
- Expecting instant success

Only blog if you can do commit to the following:

- ✓ **focus** on fresh, interesting content
- ✓ **avoid** all direct marketing ploys
- ✓ **get** creative and moving beyond boring company info
- ✓ **post** frequently and regularly
- ✓ **respond** to comments; and
- ✓ What else????

Blogging Tips

- Start by listening
- Identify your goals
 - Announcing new products
 - Supporting existing customers
- Develop a plan
- Rehearse
- Develop an editorial process
- Connect your blog to your site
- Develop a marketing plan so people can find your blog
- It's not just writing
- Be honest

Who should write for the blog?

If you want to encourage customer interaction.

- Write in a way that encourages interaction -- ask lots of questions
- Engage in dialogue -- respond quickly to comments (waiting 3 days and responding in bulk isn't going to stimulate a conversation)"

Energizing

Energizing relates to the “sales” function of the company. This where customers selling to one another

12 minutes ago · Like · Comment



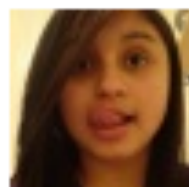
Marte Maløya Gakkestad

I'm sitting here and drink Starbucks Coffee, I L<3ve It!

20 minutes ago · Like · Comment

 Siege Ind. likes this.

Write a comment...



Yamilet Lino

Just went to STARBUCKS YUMMMMM

2 hours ago · Like · Comment

 2 people like this.

Write a comment...

Trip Advisor



Marc Raymond is friends with a reviewer of Hotel Quadrifolio

[Hotel Quadrifolio](#) ★★★★★

\$346 and up *

🏆 Travelers' Choice® 2013 Winner Small Hotels | Best Service



Ranked #8 of 94 hotels in Cartagena

●●●●● 58 reviews



Hi, Kristen | [Learn more](#) | [Already a TripAdvisor member?](#)

TripAdvisor is using Facebook to personalize your experience.



bskluger is friends with a reviewer of Casa La Fe

[Casa La Fe](#) ★★★★★

\$154 and up *

🏆 Travelers' Choice® 2013 Winner Best Service

🏷️ Special Rate [Click for Hot Deals](#)



Ranked #9 of 94 hotels in Cartagena

●●●●● 290 reviews

"Charming hotel" 02/28/2013

"A TERRIFIC PLACE TO ENJOY CARTAGENA AT..."

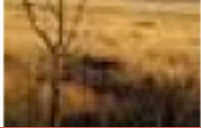
02/28/2013

📷 Slideshow

Price Your Stay

[Professional photos](#) | [Traveler photos \(150\)](#) | [Map](#)

Trip Advisor Reviews and Votes



WillMac81
London, United Kingdom
1 review
 1 helpful vote

Reviewed February 25, 2013

1 person found this review helpful

This hotel is a perfectly realized sanctuary in the center of Cartagena and all its bustle, sweat, color and charm. We spent most of our mornings and afternoons in the hotel -- in part because of the heat but also because it is such a relaxing, even entrancing, place to be. For such a small hotel (only 30 rooms) there

Reviews

[Continue browsing »](#)

Recent Reviews [FAQ](#)

Date Posted	Title	Rating	Review Helpful?
Feb 25, 2013	Cartagena: Hotel Casa San Agustin: outstanding hotel		1

read about your great experience in our hotel. it's very important for us to offer the best stay ever to our guests and know that we are doing well it's so motivating. We hope to welcome you soon. Best regards, Gustavo Santoscoy General Manager Hotel... [More](#)



Paid Search with Reviews

Ads related to **Charleston Santa Teresa** ⓘ

[Charleston Santa Teresa - booking.com](https://www.booking.com/Charleston-Santa-Teresa)

[booking.com/Charleston-Santa-Teresa](https://www.booking.com/Charleston-Santa-Teresa)

Book at **Charleston Santa Teresa**. No reservation costs. Great rates!

1,049,644 people +1'd or follow Booking.com

[Hotel Reviews](#) - [Hotel Pictures](#) - [Check Availability](#) - [Best Price Guarantee](#)

[Charleston Santa Teresa - TripAdvisor.com](https://www.tripadvisor.com/)

www.tripadvisor.com/

★★★★★ 93 reviews for tripadvisor.com

Find Deals, Read Reviews from Real People. Get the Truth. Then Go.

1,347,295 people +1'd or follow TripAdvisor

[TripAdvisor Homepage](#) - [Be Inspired](#) - [Hotels](#) - [Restaurants](#)

Organic Search with reviews



Sofitel Santa Clara

Write a review

Prices: **\$289** ▼ per night

Address: Carrera 8, Cartagena, Bolivar, Colombia

Phone: +57 5756504700

Reviews

SCORE

OVERALL

25

Join Google+ for full scores and summary

19 Google reviews

The Sofitel Santa Clara is widely considered the top lodging option in Cartagena's historic ...

More reviews: accorhotels.com, sofitel.com, booking.com, hotels.com

Yelp



[Welcome](#) | [About Me](#) | [Write a Review](#) | [Find Friends](#) | [Messaging](#) | [Talk](#) | [Events](#)

Daisy Cakes

★★★★☆ 4 reviews

Categories: [\[Add\]](#)

308 Blackstock Rd
Pauline, SC 29374

(864) 595-7440

[Add Photos](#)

[Edit Business Info](#) | [Work Here? Unlock This Business Page](#) | [First to Review](#)  Andrew K.

[Send to Friend](#) | [Bookmark](#) | [Send to Phone](#) | [Write a Review](#)

MIT Executive Courses
90+ Sessions to Choose From. Convenient for all Schedules!
executive.mit.edu

Wolf Appliances
Definitive Leader of Ovens, Ranges, Cooktops & Grills--Get a Brochure!
www.subzero-wolf.com

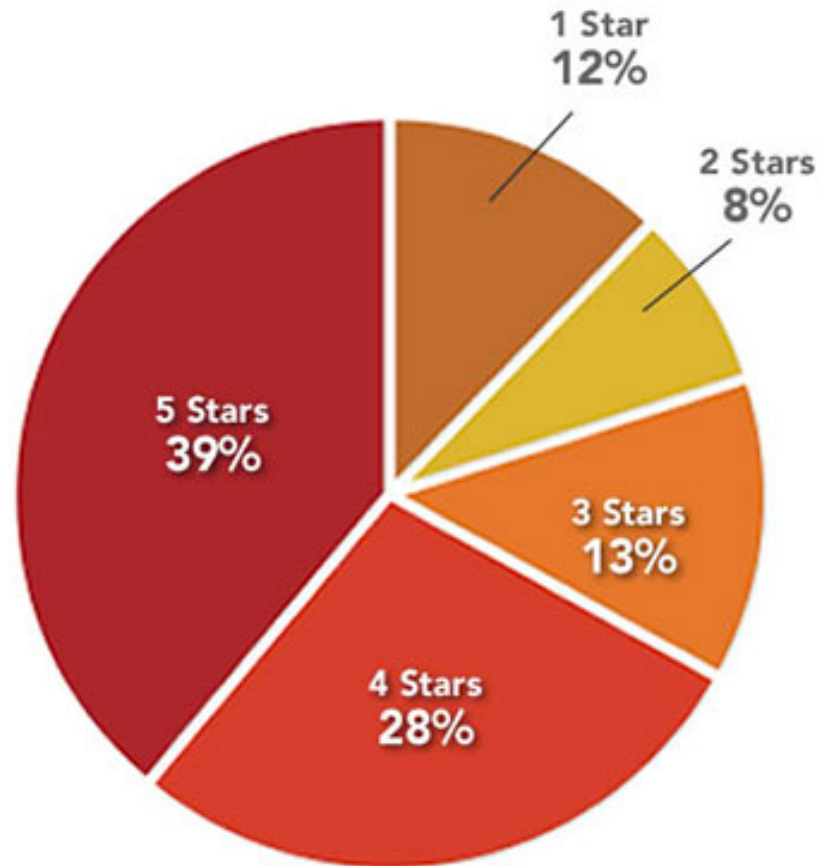
Ads by Google

4 reviews for Daisy Cakes

Sort by: **Yelp Sort** ▾ | [Date](#) | [Rating](#) | [Elites'](#) | [Facebook Friends'](#)

Yelp seems like a place for consumers to vent about bad experiences.

Aren't most reviews negative?



Supporting

Related to the support function of the business. Enable customers to support one another.

Dell



Shop

Support

Community

Community De

Support Forums ▾

Blogs ▾

Groups ▾

What Do I Buy

Owners Club ▾

IdeaStorm



Join

SI

Dell.com » Community



Welcome to the Community!

Join the conversation, collaborate with others, and get valuable information you won't find anywhere else.

We're glad you're here!



Support Forums

Laptops, Desktops, Disk Drives, more



Blogs

Direct2Dell, Inside Enterprise IT, more



IdeaStorm

Where your ideas reign

[Dell.com](#) » [Community](#) » [Support Forums](#)



Support Forums

Ask Questions - Get Answers

Forum == Supporting

Dual Dell U2412 monitors w/ MacBook Air and Matrox dualhead2go dp

PREVIOUS REAL



This question is not answered

Posted by [pmphehan](#) on 14 Feb 2012 10:30 AM

Hi,

According to Matrox, a new MacBook Air with a DualHead2Go (Display port edition) will only push the native resolution to these monitors at 50Hz.

The optimal resolution is 1920x1200 @ 60Hz. Does this mean that if they receive 1920x1200 @ 50Hz, nothing will display? Or will it just be "slow." I'm not using this for videos/gaming/etc.; strictly productivity apps, so any kind of motion artifacts are not a big deal.

I did search the forum, but wasn't sure any previous posts applied to me.

dualhead2go: <http://www.matrox.com/graphics/en/products/gxm/dh2go/>

dualhead2go MacBook Air specific info (hit Macbook Air, then "Mid 2011," then "2 displays": <http://www.matrox.com/graphics/en/products/gxm/mac/choice/>

Dell Monitor specs: http://accessories.us.dell.com/sna/productdetail.aspx?c=us&l=en&cs=19&sku=320-2676&baynote_bnrnk=1&baynote_irrk=0&~ck=baynoteSearch

Thank you!

Reply

Posted by [DELL-Chris M](#) replied on 16 Feb 2012 9:09 AM

According to the the manufacturer and our engineering team, 50Hz is not supported.

Please reply if my response addressed your issue OR if you have further questions.

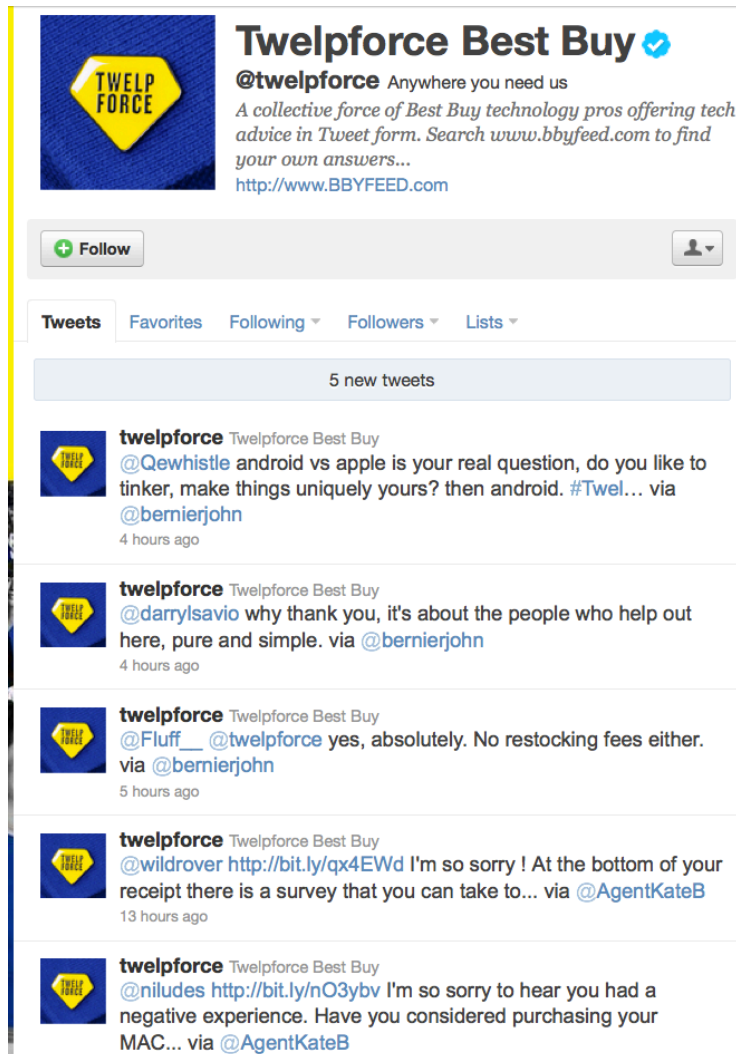
Chris M
Liaison




Reply


Clear "branded" identification of who's responding to your posts.






Twelforce Best Buy 


@twelforce Anywhere you need us
A collective force of Best Buy technology pros offering tech advice in Tweet form. Search www.bbyfeed.com to find your own answers...
<http://www.BBYFEED.com>


[+ Follow](#) 


Tweets Favorites Following Followers Lists


5 new tweets

twelforce Twelforce Best Buy
 **@Qewhistle** android vs apple is your real question, do you like to tinker, make things uniquely yours? then android. #Twel... via **@bernierjohn**
4 hours ago

twelforce Twelforce Best Buy
 **@darrylsavio** why thank you, it's about the people who help out here, pure and simple. via **@bernierjohn**
4 hours ago

twelforce Twelforce Best Buy
 **@Fluff_** **@twelforce** yes, absolutely. No restocking fees either. via **@bernierjohn**
5 hours ago

twelforce Twelforce Best Buy
 **@wildrover** <http://bit.ly/qx4EWD> I'm so sorry ! At the bottom of your receipt there is a survey that you can take to... via **@AgentKateB**
13 hours ago

twelforce Twelforce Best Buy
 **@niludes** <http://bit.ly/nO3ybv> I'm so sorry to hear you had a negative experience. Have you considered purchasing your MAC... via **@AgentKateB**

Best Buy – Help Force on Twitter (@twelforce)

If you include #twelforce in your tweets, any one of 2500 Best Buy employees could respond. <http://twitter.com/twelforce>

Einstein™ Parents Panel

Einstein Parents Panel! Our members are excited about Einstein because that is why you are exclusively invited to:

- Share your ideas!
- Test and review new products!
- Special Insider offers!
- Meet and chat with other parents!

JOIN FREE

Embracing

**Why bother getting customers
involved in product development or
business process improvement?**

Embracing Examples

- Embracing is related to the development aspect of your organization
- This is where organizations help their customers work with each other to come up with ideas to improve your products or services
 - Modcloth.com
 - Baby Einstein
 - Dell
 - Salesforce



Lay's

Timeline ▾

Now ▾

Highlights ▾

👍 Like

Create your own Lay's flavor—you could win \$1 MILLION or more. Each day you submit a flavor could make you a daily winner! So keep your submissions coming. See rules for details: <http://bit.ly/Moz0Vp>



COME UP WITH THE NEXT GREAT LAY'S FLAVOR AND YOU COULD WIN \$1 MILLION!



Recent Posts by Others on Lay's

[See All](#)



Harold Wilson

Southern fried chicken

a few seconds ago



Trish Moses

7 LAYERED DIP CHIP

a few seconds ago



Qiana Suchahugeego Konate

jerk chicken

a few seconds ago



Sherri Young

sweet potato and cinnamon and brown sugar

a few seconds ago



Trish Moses

TABASCO FLAVORED!!!

about a minute ago

[More Posts ▾](#)



Mmm pickle

Pickle? You got it. This flavor's off to a tasty start! Feel free to submit it now, or add another awesome ingredient or two.

① ?

② ?

③ 

Pickle

dill



Vinegar





**Kristen, thanks for submitting
pickle**

You're one step closer to a chance at
a million bucks and chip-aisle fame!

Also, each day (like today) you submit a flavor
online, you're entered to win one of 20 daily
\$50 prizes and some LAY's potato chips!

[Rules](#)

[View your flavor](#)

[Create Another Flavor >](#)

The more people you get to say I'd Eat That!,
the more your flavor will stand out.* So share away!



**Kristen, thanks for submitting
Blue Cheese Bacon**

You're one step closer to a chance at
a million bucks and chip-aisle fame!

Also, each day (like today) you submit a flavor
online, you're entered to win one of 20 daily
\$50 prizes and some LAY's potato chips!

[Rules](#)

[View your flavor](#)

[Create Another Flavor >](#)

The more people you get to say 'I'd Eat That!'

Baby Einstein

Baby Einstein™ Parents Panel

Come to the Baby Einstein Parents Panel! Our members are special to us, and that is why you are exclusively invited to:

- Share your ideas!
- Test and review new products!
- Special Insider offers!
- Meet and chat with other parents!

JOIN FREE



ModCloth: Be the Buyer


The screenshot shows the ModCloth website's 'Be the Buyer' page. At the top, the ModCloth logo is on the left, and navigation links for 'Sign In', 'Loved Items', 'Wishlists', 'Call Us at 1-888-495-9699', and 'Shopping Bag (0)' are on the right. A navigation bar below the logo contains links for 'SHOP', 'BLOG', 'BE THE BUYER', 'MY ACCOUNT', 'ABOUT US', and 'HELP', along with a search bar and a 'GO' button. A promotional banner for '\$7 Flat Rate Ground Shipping!' is also visible. On the left side, there is a vertical menu with categories like 'New Arrivals', 'Back in Stock', 'All Apparel' (with sub-links for Dresses, Tops, Bottoms, Swimwear, Outerwear, Intimates), 'Accessories', 'Shoes', 'Apartment', 'Sale', 'Vintage', 'Gifts', 'Gift Certificates', 'Shop Latest Looks', and 'Shop By Brand'. A 'Live Support' button is at the bottom of this menu. The main content area features the 'be the Buyer' logo, a 'Meet Be the Buyer' button, and tabs for 'Quick Vote', 'Available Now!', and 'Coming Soon'. Below this is a large graphic with the 'be the Buyer' logo and five dress silhouettes (four grey, one pink). To the right of the graphic, text reads: 'Now's your chance to be a Virtual Fashion Buyer and help ModCloth choose which designs get created! It's the biggest trade show of the year, and you're at the booth of your favorite designer, looking at this sample. You examine it and muse, "Is this something others would like?" Your opinion decides whether or not this item is put into production - what will you tell your fellow buyers?'. A large pink 'Start Now!' button is centered at the bottom of the main content area.


http://www.modcloth.com/storefront/products/be_the_buyer

ModCloth: Be the buyer


Be the Buyer

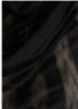
Meet Be the Buyer **Quick Vote** Available Now! Coming Soon




 **Sample 1026** Price: **\$15.99**

111 Comments [see all](#)

 **Eliana**
Love it! Agreed - very versatile.

 **ModLover**
Yes. I've seen several dresses as well as blouses that would compliment each other by wearing this

 **ModLover** *Skipped It*
Its okay

[View all Comments](#)

*Share your professional feedback!
Not sure what to write? See an example below.*

[see example](#) **Submit**

Pick It! **Skip It!**

My Starbucks Idea



SHARE.
VOTE.
DISCUSS.
SEE.

Share your ideas, tell us what you think of other people's ideas and join the discussion.

my
STARBUCKS IDEA

Dell's Idea Storm

OVER 16,851 IDEAS SUBMITTED. 736,234+ VOTES. 94,976+ COMMENTS. 491+ IDEAS IMPLEMENTED.



IDEAS



STORM SESSIONS

in progress...



SUBMIT YOUR IDEA

[Member Login](#)

[Join IdeasStorm](#)

Featured

1 | 2 | 3 | 4 | 5

Enhance Download & Drivers page



Posted by: SallyC54

Having muddled around with the Downloads & Drivers page, trying to add updates only to find I di ...

[Learn More](#)

49 Votes | 9 Comments



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Trending Ideas

[Explore More](#)



Vostro 3550 rubber pads need to be increased slightly

Posted by: Aron

Status: Acknowledged



USB just got Easy

Posted by: HappyGillmore

Status: Acknowledged

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jervis961

35864 Points

180 Ideas

12211 Votes

Last Activity : Mar 22, 2012



dhart

22884 Points

7 Ideas

109 Votes

Last Activity : Mar 22, 2012



badblood

19731 Points

221 Ideas

3044 Votes

Last Activity : Mar 22, 2012



phubert

15418 Points

Salesforce

IdeaExchange

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View by Status
All

View By Category

- All Ideas
- Applications
- Force.com Platform
- AppExchange
- Non-Product Ideas

Welcome to the IdeaExchange

The IdeaExchange lets salesforce.com customers get involved. You can suggest new products, promote favorite enhancements, interact with product managers and customers, and preview upcoming releases.

Recent Ideas

[Field Filter on Visualforce Pages](#) - 1 hour ago

[support call option](#) - 1 hour ago


[New Case button on the Closed Case Screen](#) - 1 hour ago


[Add users to permission sets](#) - 2 hours ago

[Mobile Javascript Libraris available for Android Users](#) - 2 hours ago


Featured Categories & Links

Filter based upon category or status to find ideas that interest you. Here are some suggestions to help you get started.


 **Delivered in Spring '12** - Ideas submitted by customers which were delivered in the Spring '12 release.

 **Delivered in Winter '12** - Ideas submitted by customers which were delivered in the Winter '12 release.

How it Works



Featured Users

 Platform Product Manager
[Adam Torman](#)

Source: <http://success.salesforce.com/>

Product Development

- Product development is hard. Why not let your customers help you with it?
- Customers are part of the process
- Making customers an integral part of the way you innovate with both products and business improvements
- It's about innovating faster
- Lead to more accountability to the customer

Risks and Considerations

- Keep the discussion where you can see it
- Idea forums probably do not represent 100% of your customer base
- It's not enough to listen your customers' ideas. Show them that you're listening.
- Not every idea is a good idea
 - Rank ideas
 - Allow for voting

III & IV. Strategies & Technologies

Content (and context) are king

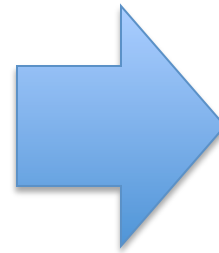
- Brands are media companies
- Interesting, quality content that offers a value proposition is highly shared and builds audience
- Show consumers who you are and what you believe in
- Social media amplifies message, facilitates connection

Tips for building a community















- Develop a brand voice, but be human and authentic
- Prioritize engagement over size of community
- Focus on creating AWESOME content
- Diversify content, then cross-pollinate
- Treat your fans as you would your friends
- Get to know your fans
- Build an army of advocates
- Track everything
- Don't be salesy!

Best Practices

- Communicate the purpose and use of your direct communities (and managed)
- Brand your direct communities
- Use conventional social media icons for managed communities and popular participating communities on your direct communities pages. Integrate them appropriately



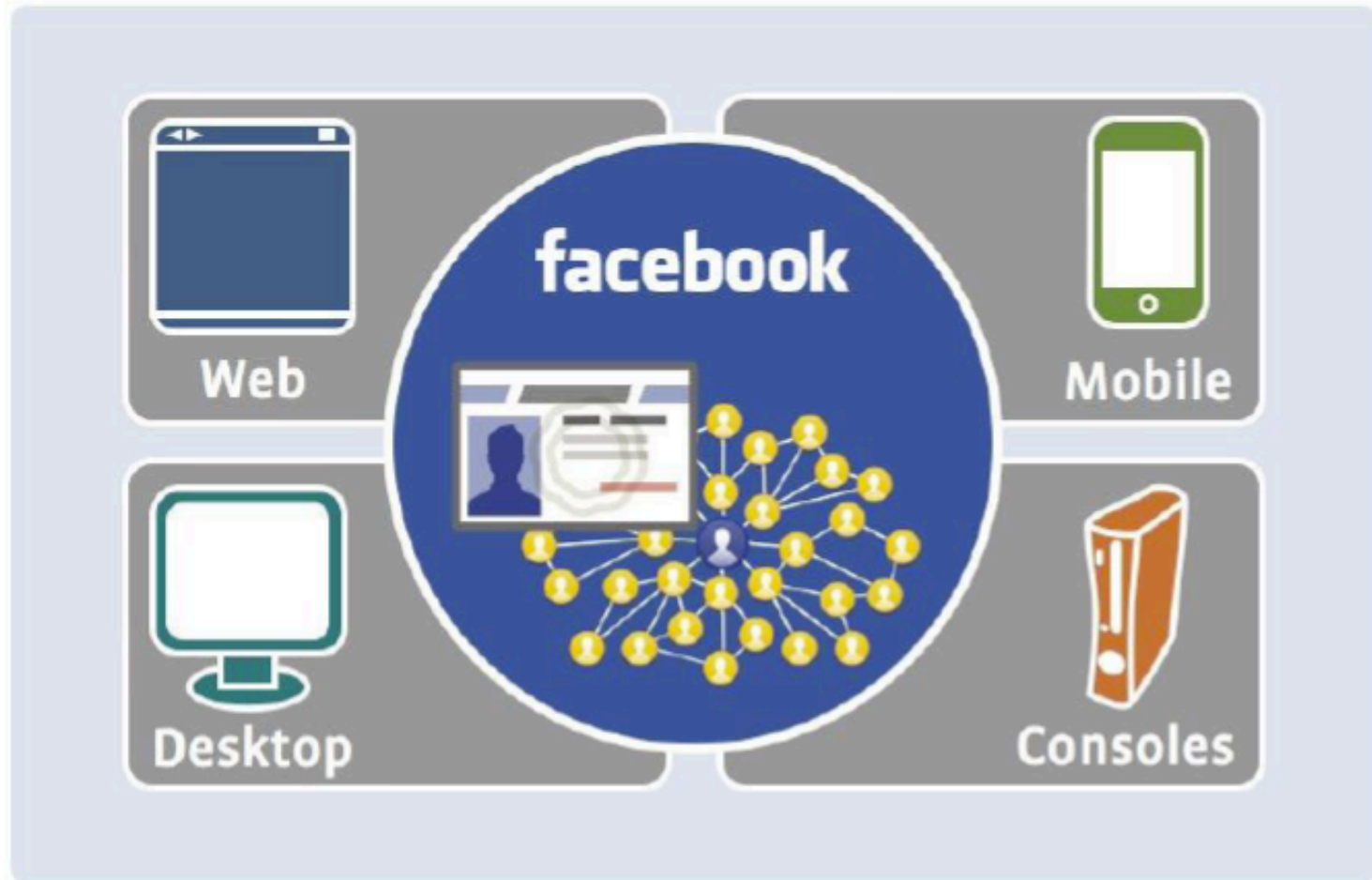
Recommended links

-  [@Dell on twitter](#)
-  [@DellCares](#)
-  [@DellEnterprise](#)
-  [Dell on Facebook](#)
-  [Dell Enterprise](#)
-  [Dell for Business](#)
-  [Dell on Flickr \(ph...](#)
-  [Dell on Picasa \(p...](#)
-  [Dell on Slideshare](#)
-  [Dell on YouTube](#)
-  [Dell on LinkedIn](#)
-  [Dell's Blog](#)
-  [Dell Website](#)
-  [Dell UK](#)

Techniques for growing and maintaining your audience

- Direct message followers
- Posting on your wall (if you have your privacy settings set to public)
- Cross promoting
- Follow brands and their followers
- See if you can submit an article to a blog
- Ask for guest bloggers who will share with their network
- Become a critic!
- Use google alerts to become aware of trending topics or topics discussed to become more relevant.

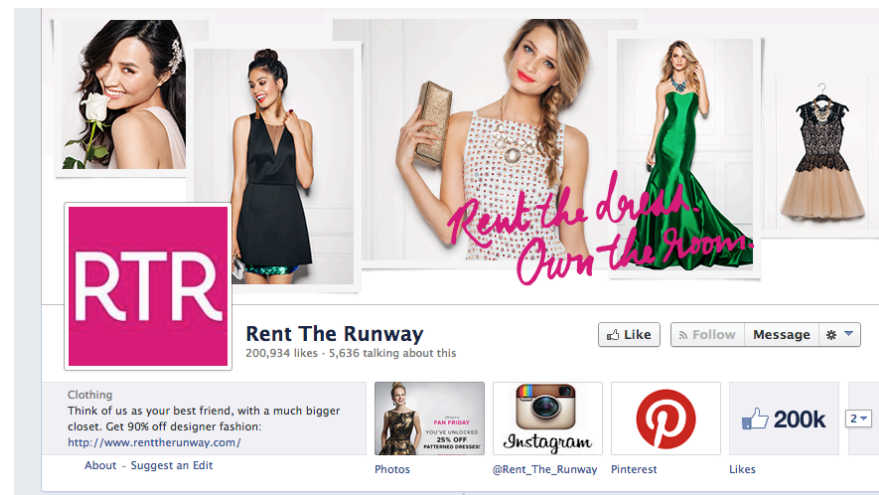
Facebook: It's across devices



Facebook

- Blasts of text, photos, videos -- image-heavy!
- EdgeRank algorithm
- Mix of shares, likes, comments
- Insights page allows for “real-time marketing”

GoPro
Rent the Runway
Jeep



RTR

Rent The Runway
200,934 likes · 5,636 talking about this

Like Follow Message

Clothing
Think of us as your best friend, with a much bigger closet. Get 90% off designer fashion:
<http://www.renttherunway.com/>

Photos @Rent_The_Runway Pinterest Likes

200k

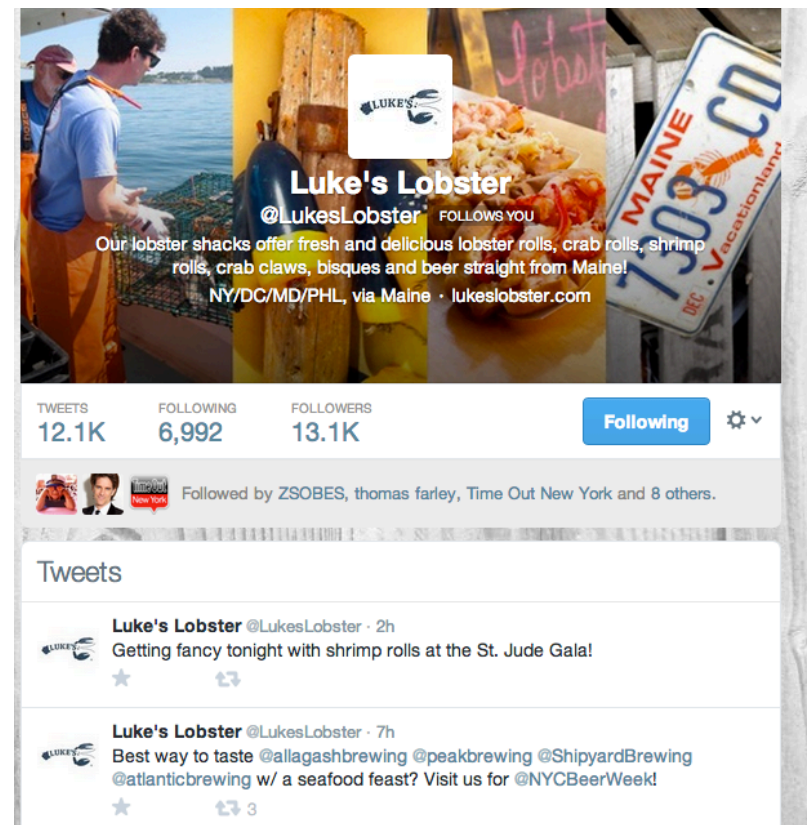
Twitter

- 140-character messages to promote products, events and engage with fans
- Social listening
- One-on-one conversation
- hashtags (#freedressfriday)
- URL shorteners

@LukesLobster

@dkny

@waffletruck



Instagram

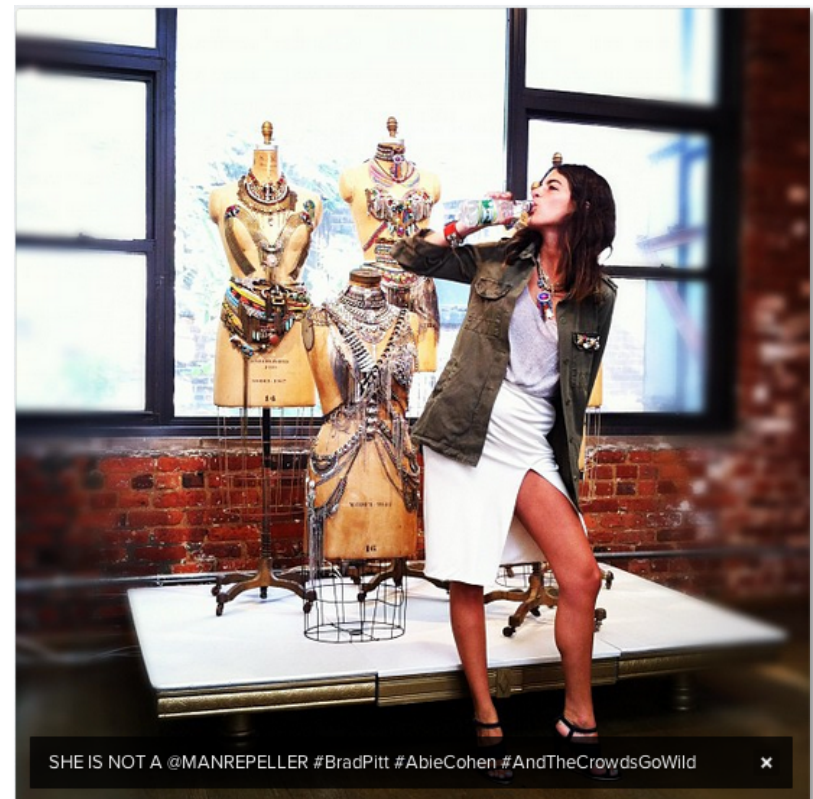
- Spontaneous image-sharing with filters
- Twitter, FB, Foursquare, Tumblr integration
- Shareable, palatable

@Girlshbo

@Dannijo

@HelloGiggles

@Threadless



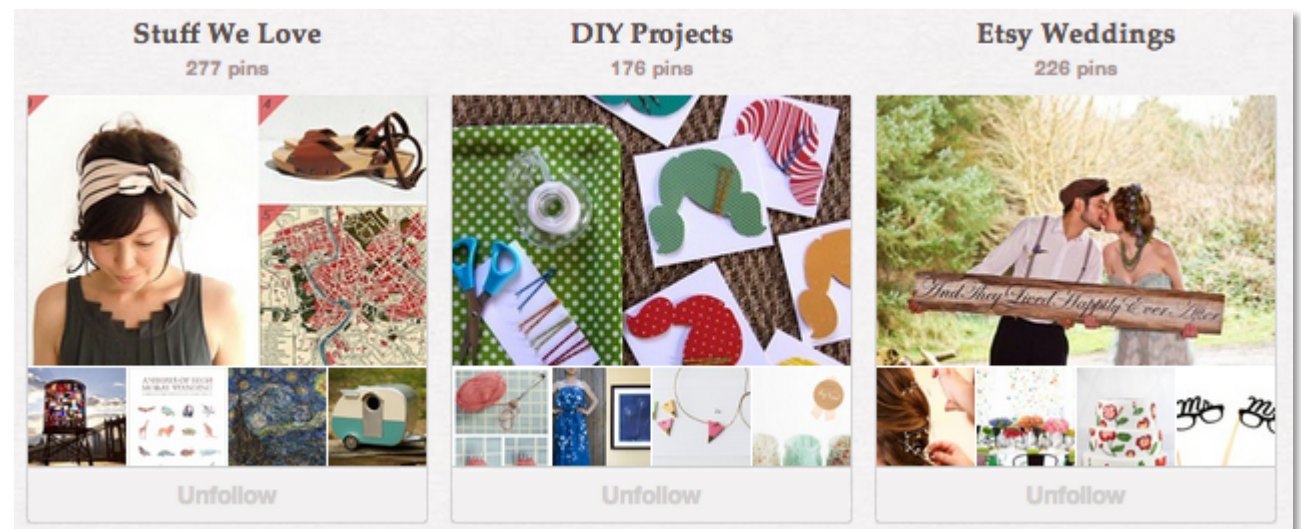
Pinterest

- Virtual pinboard of web content, uploads
- "The idea *behind* your brand makes sense on Pinterest" - Evan Sharp, Pinterest co-founder
- Female-heavy audience
- Huge traffic-driver for brands

Etsy

West Elm

Whole Foods



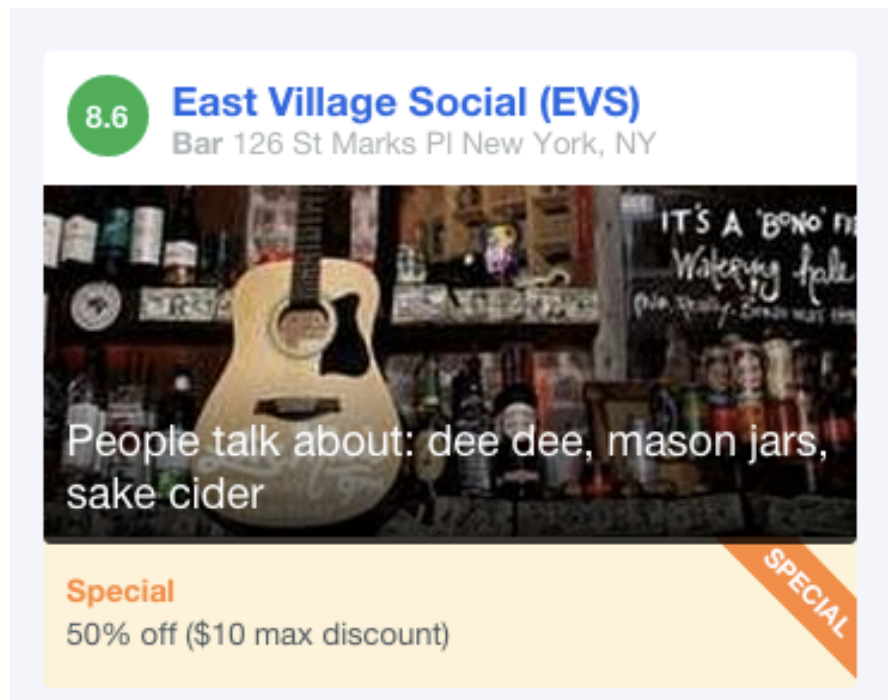
Foursquare

- For brick-and-mortar locations
- Can create a special to lure people to business
- Low-maintenance
- 6 types of specials

Eataly

Bravo

BabyCakes NYC



8.6 **East Village Social (EVS)**
Bar 126 St Marks Pl New York, NY

People talk about: dee dee, mason jars, sake cider

Special
50% off (\$10 max discount)

SPECIAL

IT'S A 'BONO' m
Watering hole
Pie, really. Some wat...

Tumblr and other blogging sites

- 100 million blogs, 85 million posts per day
- Voracious, engaged community
- Tell your brand's story, offer more insight
- WordPress, Blogger

Ace Hotel

Warby Parker

Alternative Apparel

Etsy

ACE HOTEL



FOLLOW US



JULY 10TH, 2012



Father John Misty waled the champagne bottle of his inimitable magic o'er the bow of our new 5 At 5 series, joined by our friend and Ace artist Jenny O. Bowery Presents and Martin Guitar co-hosted in the lobby at Ace Hotel New York on May 18, and Show Cobra caught it on tape. The series hosts five songs at 5pm by artists we admire – the shows are kept secret until a few hours before they begin, and each event is announced on our [Twitter](#) page, as well as at [@bowerypresents](#) and [@martinguitar](#).

We're also excited to announce our new [Vimeo](#) channel, where, in addition to Father John, we'll be hosting talkies from all of our live music events, artists making stuff in our guest rooms, and stories about our product collaborations and other projects. Stay tuned.

YouTube, Vine, Vimeo

- Video-sharing networks
- YouTube = mainstream
- Vine, Viddy, SocialCam = Instagram for video (filters, etc); niche
- Can go viral (Pepsi Max's "Uncle Drew")

Southwest Airlines

GE

Under Armour



LinkedIn

- Business content thrives here
- More buttoned-up, professional community
- Great resource for hiring
- Top SM platform for B2B

Mashable

Google

Spotify

Mashable Are you tapping into social search for your job hunt?



[How Gen Y Scores Jobs With Social Search](#)

mashable.com

Michele Cuthbert is the Principal of Baker Creative, a brand architectural firm that practices a holistic branding approach which encompasses marketing, business, public relations, social media and new media. Follow her on...

Like (4) · Comment · Share · 16 days ago

 Lenny Manor, MOHNISH AHLUWALIA, and 2 others like this

Add a comment...

Website reviews

- Respond to reviews, both positive and negative
- View business trends and gauge effectiveness of WOM
- Special offers to motivated users to lower barrier to conversion - 97% of consumer search for local businesses online
- Mobile opportunities

Yelp

Google Places

Your Company's website

Microsites – For Embracing

- Can potentially allow for more customized and immersive brand experience
- Opportunity for controlled crowdsourcing and co-creation
- Exclusive VIP community

My Starbucks Idea

Dew Labs

ModCloth's "Be The Buyer"

Social Advertising

- Don't pay immediately – pay attention to initial organic sharing patterns
- Pour fuel on high-performing content that resonates
- Target ads to use money efficiently
- Don't try to force success
- Track everything – traffic, engagement, leads, conversion

Exercise #2: Group Breakout

- Come up with an experiment that you could begin tomorrow.
 - Start date
 - End Date
- People
- Objectives
- Strategy
- Technology
- Baseline
- Success criteria

Some examples of experiments

- Grow audience
 - Ad campaign.
 - Reach customers in specific locations
 - Trending topics
- Engage audience
 - Messaging (images vs. text)
- Engage segments of your audience
 - Messaging (topic, time of day)
- Change habits
 - Mobile applications
- Sales
 - Increase conversion rate by x %
- Customer service
 - Re-direct requests
- Sales
 - Increase ratings and reviews
 - Social commerce
- Support
 - Messaging and response rate
- R &D: Generate new product ideas from your audience
 - Run a contest.

Social Media Strategies for Startups: Exercise #2

Prof. Kristen Sosulski

- Come up with an experiment that you can begin tomorrow.
- Define the people, objectives, strategy (your experiment), and technologies.
- Note your starting point (baseline) and how you will measure success.

Experiment Overview:	
People:	
Objectives:	
Strategy:	
Technology:	
Start Date:	
End Date:	
Baseline:	
Success Criteria:	

Next steps....

- **Study** your online presence on social platforms.
- **Establish** a baseline.
- **Learn** about your competitors.
- **Set up** monitoring tools
- **Propose** 5 experiments to enhance, improve, transform, your social media strategy.
- **Set up** criteria to judge the success or failure for each experiment.
- **Review and revise your proposed experiments** based on your analysis of the results.

