



Social Media Tips & Tricks: How to Build Fans & Followers

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Rapleaf | About

Rapleaf provides social media data and consumer insight to drive acquisition, retention and data intelligence activities. With the largest and most comprehensive social media database, Rapleaf helps clients exceed marketing objectives.

Headquarters: San Francisco, CA
Satellite Offices: Chicago, IL
New York, NY



Quick Facts

- Data on **900+ million** records
- **400+ million** consumers
- **60+ billion** friend connections

Rapleaf | About

Rapleaf Universe



- (1) **Who** – demographics
- (2) **Where** – footprint online
- (3) **What** – affinities, interests
- (4) **With Whom** – friend connections

Rapleaf Process



Email Address	Twitter Profile	Name	Age	Gender	# Followers	# Following	# Contacts	Followers/Marketing Ratio
...	...	John Doe	28	M	127	1421
...	...	Melissa Arls	28	F	83	181
...	...	Jake Ramirez	37	M	303	299
...	...	Alexa Collins	25	F	261	74
...	...	Patrick Sales	43	F	37	5
...	...	Steven Leo	32	M	187	198
...	...	Mary Smith	46	F	54	15
...	...	Danielle Gray	32	F	91	1



Inputs:

- Emails
- Name and Address
- Facebook Fan page
- Twitter followers

Social Searches:

- facebook
- twitter
- myspace
- LinkedIn
- And 35+ more sites

Returns:

- Social network memberships
- Demographics
- Occupation
- Social graph
- Influence
- And more

In the form:

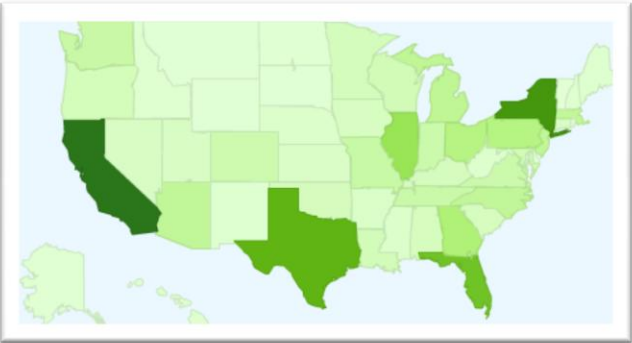
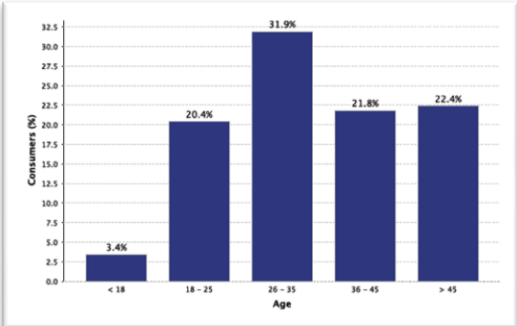
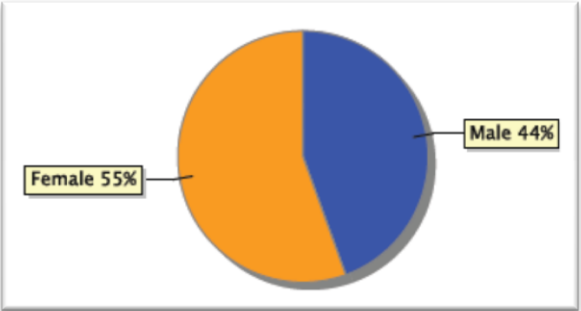
- Aggregate report
- Individual data appends
- Instant API

Used for:

- Targeting, segmentation
- Identifying influencers
- Optimizing resources
- Social CRM

Social Media Landscape

Demographics



Usage – 80/20 Rule

	Women	Women Average Friends	Men	Men Average Friends
1-100 friends (Social Networkers)	79.07%	62	80.72%	57
101-1,000 friends (Connectors)	20.26%	185	18.60%	172
1,001-10,000 friends (Super Connectors)	0.65%	1,837	0.66%	1,944
10,000+ friends (Uber Connectors)	0.01%	24,077	0.02%	24,584

Social Media Landscape

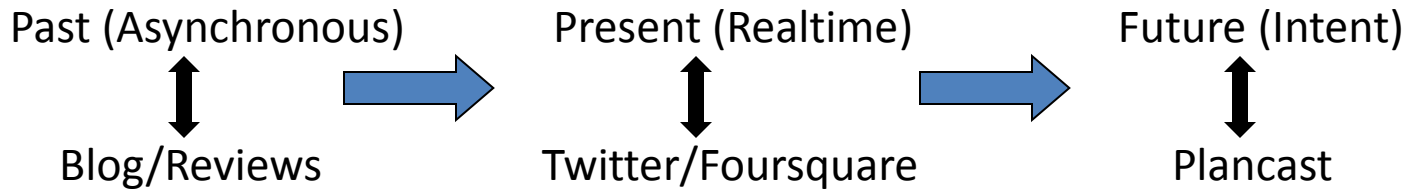
Early vs. Recent Adopters

Social Network	Early Adopters	Early Adoption Motivation	Recent Adopters	Recent Adoption Motivation
Facebook	College students	To get laid	Soccer moms; Parents	To connect with their kids; Oprah
Twitter	SXSW attendees; business folks; celebrities	To stay connected to thought leaders; vanity	Soccer moms	Oprah
Myspace	Groupies/Music fans	Access to musicians; to get laid	Middle America	To get laid
LinkedIn	Business folks	Sales tool	College students	To get a job
Foursquare	SXSW attendees; tech/media folks (SF/NY)	Gaming component; To socially connect in physical environment	N/A	N/A

Social Media Trends

Trends

- Facebook is new webpage
 - Socialized commerce
 - FB Connect → massive ad network
- Content distribution timescale:

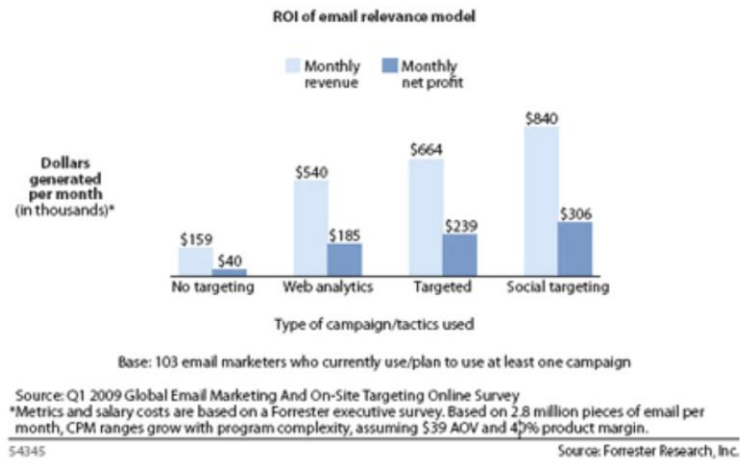


- Social broadcasting is on the rise

Social Tool	Description
Twitter	What's on your mind/going on
Foursquare/Gowalla	Where are you at
Blippy	What are you buying
Plancast	Where you're going to be
Quora	What do you want to discuss
Dailybooth	Twitter for pictures

Email-to-Social: Unanonymize

Figure 3 Relevance-Empowered Email Drives Higher Top- And Bottom-Line Improvement



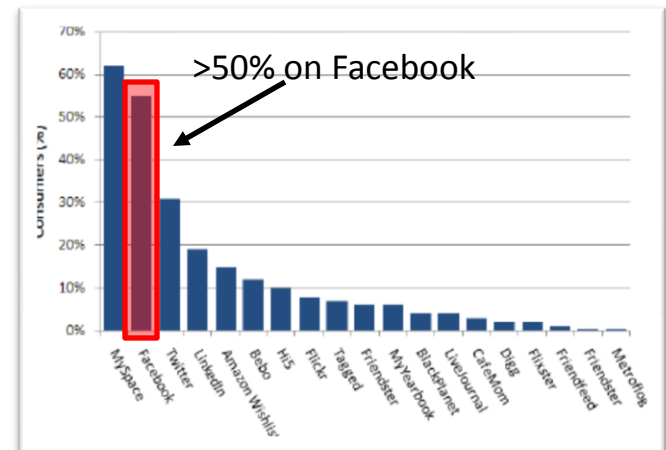
Strategy:

- Identify existing customers & leads
- Target email marketing to those on FB & Twitter
 - Ask to fan/follow your page(s)
 - Ping potential ambassadors or influencers with special offers & incentives
 - Ping groups of friends

Case Study: Cosmetics Company

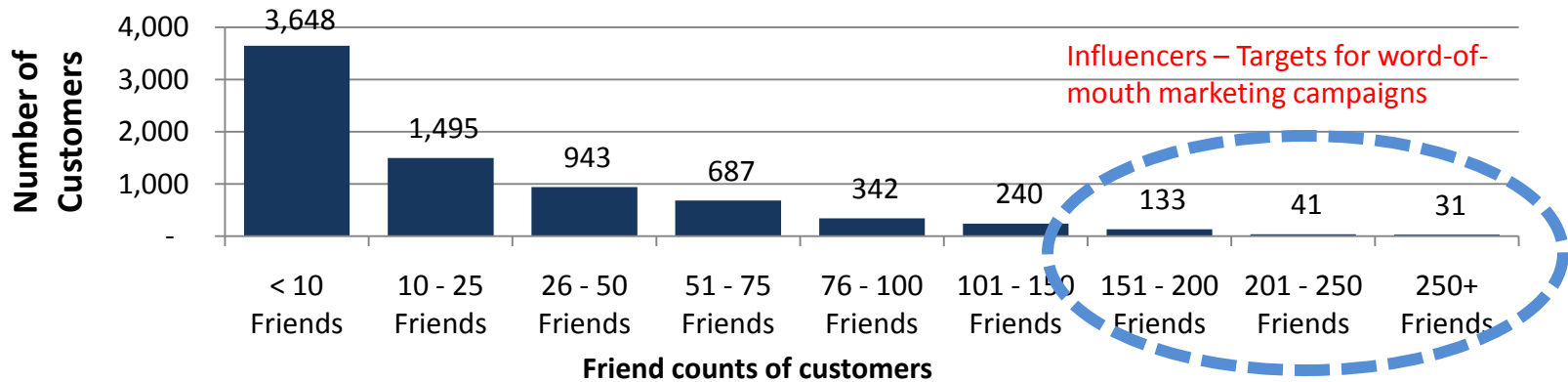
- Company wanted to expand FB fan base
- We identified which customers were on FB
- Company sent targeted email to FB customer base to fan on FB fan page
- Company fanbase grew 10,000% in weeks

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Email-to-Social: Identify Influencers

Social Influencers Can Broadcast Your Message



Case Study: CPG

- CPG interested in leveraging 'mommy bloggers' for brand equity purposes
- Un-anonymized customer set (4M)
- Identified socially influential 'soccer moms'
- CPG reached out to influencers & had them participate in blog/Twitter campaign

Email Address	Twitter Profile	Name	Age	Gender	# Followers	# Following	# Updates	Follower/Following Ratio
alex@rapleaf.com	@alexrapleaf	Alexandra	18	F	429547	46	291	9338.0
alex@rapleaf.com	@alexrapleaf	Alexandra		F	35459	35997	26673	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra		M	17203	16937	478	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	33	M	16639	16942	1392	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	25	F	16418	1221	303	13.4
alex@rapleaf.com	@alexrapleaf	Alexandra	39	F	14897	9883	7013	1.5
alex@rapleaf.com	@alexrapleaf	Alexandra	38	F	14576	14364	18049	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	31	F	13935	14331	9201	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	36	F	12487	12400	3595	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	42	M	12402	273	2891	45.4
alex@rapleaf.com	@alexrapleaf	Alexandra	42	M	10596	10975	87	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	29	M	8552	9263	146	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	33	F	7801	7880	4735	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	25	F	7102	7756	7989	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	36	F	6907	6750	11240	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra		M	6340	6274	6178	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	46	F	6226	6589	449	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	31	F	5898	6135	6721	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	43	F	5826	6410	17138	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra		F	5738	4788	4940	1.2
alex@rapleaf.com	@alexrapleaf	Alexandra	51	F	5608	5972	2808	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra		M	5597	3672	2333	1.5
alex@rapleaf.com	@alexrapleaf	Alexandra	40	F	5564	6113	367	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	33	F	5552	5370	17214	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra		M	5336	5423	12025	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	44	F	5200	5013	619	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	42	F	5160	5230	316	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	38	F	5093	5450	19487	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra		F	5016	5315	0	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	45	F	4902	5162	898	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	33	F	4871	5334	1007	0.9
alex@rapleaf.com	@alexrapleaf	Alexandra	21	F	4618	4494	614	1.0
alex@rapleaf.com	@alexrapleaf	Alexandra	35	F	4411	99	700	44.6
alex@rapleaf.com	@alexrapleaf	Alexandra	35	F	4292	4043	6211	1.1
alex@rapleaf.com	@alexrapleaf	Alexandra	24	F	4196	3535	2464	1.2

Facebook – What ~~Will Be~~ Covered

- ~~Facebook Connect~~
- ~~Engagement Ads~~
- ~~Facebook Ads~~
- ~~Recent Facebook Changes~~

Facebook – Measure*

Social Media Sabermetrics

- Identify your business goals
- Set your Key Social Performance Indicators (KSPIs)
- Develop low-investment programs that should drive KSPIs
- Optimize tactics based on performance of KSPIs

Standard KSPIs

- Subscribers (email, RSS, or notifications)
- Content consumption
- Socially-indexed conversations
- UGC (photos/videos/wall posts added by fans)
- Pageviews
- Number of fans
- Number of comments/likes
- Time engaged with the site
- Total unique visitors

Facebook – The New Webpage

Great Example: Victoria's Secret Pink

Victoria's Secret PINK

Wall Info The Scoop PINK v NYC Events Photos

Darling DEI http://www.facebook.com/home.php?#!/page/s/Honey_Addicts/107144289322299
24 minutes ago · Comment · Like · Report

Chantelle Lockley **ALL ABOUT THE PINK**
<http://www.facebook.com/pages/-all-about-the-pink-/120678174613489?ref=sgm>
39 minutes ago · Comment · Like · Report

Brook Walwyn <http://www.youtube.com/user/BetseyBaby96>
Check out my makeup beauty channel on youtube!
about an hour ago · Comment · Like · Report

Marisol Villarreal

3 hours ago · Comment · Like · Report

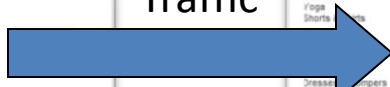
Madha and Marisol like this.

Marisol Villarreal strawberries
3 hours ago

Paloma Reiter Hey everyone! My sister Coralie is auditioning for Glee and she needs your help! Her passions are singing and acting and she could really use your help! Go to <http://www.myspace.com/gleeauditions?link=532352783> and give her gold stars! (If you don't have a myspace account, it's

Get freebies, exclusive offers & more! Join PINK NATION now!

Traffic



VICTORIA'S SECRET

bras panties sleep + lounge clothing shoes swim beauty sale + specials PINK shopping bag sign in account get email

VICTORIA'S SECRET PINK

Features
What's New
Rear Everywhere 2/532 Bras
Life is Pink™ Fragrance
Pink Loves Animal
Cool Prices & Hot Deals

Bottoms
All Bottoms
Sweats
Yoga
Shorts

3 hours ago · Comment · Like · Report

Madha and Marisol like this.

Marisol Villarreal strawberries
3 hours ago

Paloma Reiter Hey everyone! My sister Coralie is auditioning for Glee and she needs your help! Her passions are singing and acting and she could really use your help! Go to <http://www.myspace.com/gleeauditions?link=532352783> and give her gold stars! (If you don't have a myspace account, it's

Get freebies, exclusive offers & more! Join PINK NATION now!

bras panties sleep + lounge clothing shoes swim beauty sale + specials PINK shopping bag sign in account get email

sweats

Get into the comfort zone. Pick your fave fits of lounge.

View All | 12

Vintage slim pant
More Colors
\$38.50

Boyfriend pant
More Colors
\$34.50

MVP yoga pant
More Colors
\$32.50-\$36.50

Boyfriend pant
More Colors
\$34.50

Facebook – The New Webpage

Great Example: Alicia Keys

Sponsorship opportunities (\$\$\$)

The screenshot shows the top banner for Alicia Keys' album premiere, sponsored by American Express. Below the banner is a playlist titled "Doesn't Mean Anything" with a "Click to play" button. A table lists the playlist tracks and their play counts:

Playlist	Play Count
Doesn't Mean Anything	146,434
Try Sleeping With A Broken Heart	146,888
Put It In A Love Song - Feat. Beyonce	112,248
Empire State Of Mind (Part II) Broken Down	119,778

Below the playlist is a promotional message: "Thanks for your interest in the Alicia Keys 'The Element of Freedom' album premiere. The premiere has ended, but you can still listen to a few tracks above. Want to hear the full album? 'The Element of Freedom' is now available in stores! Click Here to download now." At the bottom, there are comments from Jenny Cassim and Barbara Campbell.

Email address capture form (leads)

Join the Official Alicia Keys Fan Community

Full Name

Email Address

Zip

Gender

Birth Date (MM/DD/YYYY)

Send Alicia a Personal Message (Optional)

Submit

Facebook – Make Your Fanpage Sexy

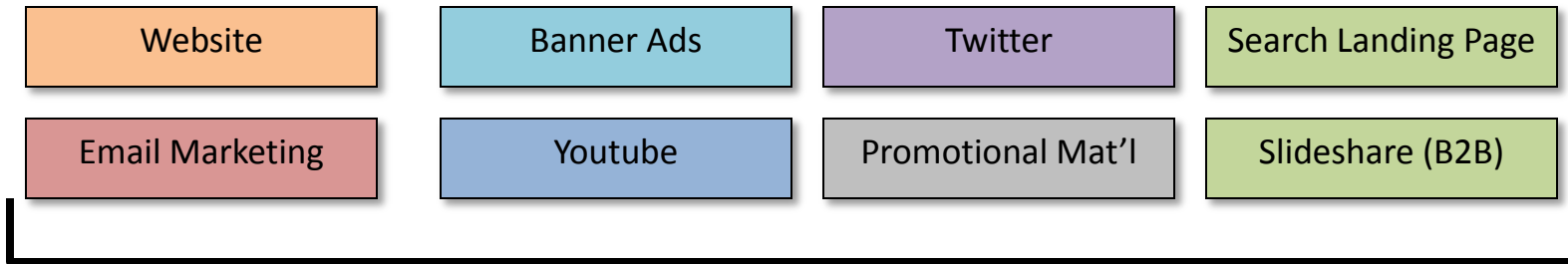
Involver:

The image shows a Facebook fanpage for 'Us Weekly' with a sidebar of social media integration options. The options are:

- YouTube Channel**: Watch & share videos.
- PDFs**: Share documents.
- RSS Feeds**: Automatic updates via feeds.
- Coupons**: Build loyalty with digital rebates.
- Polls**: Custom, realtime polls.
- Gallery**: Instant photo browsing.
- File Sharing**: Promote exclusive media.
- Slides**: PowerPoint presentations.
- Twitter**: Tweet to your fan page.

The fanpage content includes a post by 'April Walkwright' with the text: "Another week of...? Are you freaking KIDDING me? Come on guys...let's get some new faces on here...please, and leave this family alone!" and a post by 'Us Weekly' about David Beckham's underwear ad. Green arrows point from the sidebar options to the fanpage content: from 'YouTube Channel' to a video player, from 'PDFs' to a document icon, from 'RSS Feeds' to a post, from 'Coupons' to a post, from 'Polls' to a poll, from 'Gallery' to a photo gallery, from 'File Sharing' to a post, from 'Slides' to a post, and from 'Twitter' to a tweet.

Facebook – Drive Traffic to Fanpages



Facebook – Be Social Yet Professional

Social Media is One Big Cocktail Party



Facebook – News Feed Optimization

No One Visits Your Fanpage (True Story)

- Focus on converting visitors --> fan (interact through the newsfeed, NOT the page).

- Newsfeed algorithm – **EdgeRank**

(1) Affinity score between the viewing user and the item's creator; higher affinity score if you send your friend FB messages and look at their profile
(2) Weight for edge type (create, comment, like, tag, etc.); comment has more importance than a like
(3) Time decay factor based on how long ago the edge was created

- **BrandGlue:** Make clients' status updates appear in their fans' newsfeed more often

- Call your fans to action (ask for comments) –

Not Great:

"Cheap tickets to Tahiti: [link]"

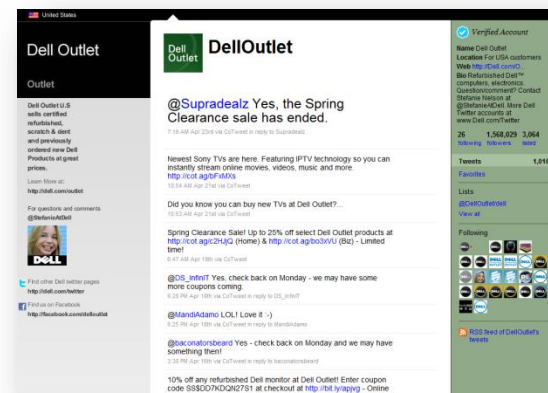
Better:

"In one word, what is your favorite vacation spot? (BTW, we've got cheap tix to Tahiti [link])"

Twitter – Acquire Followers

Your Company's RSS Feed to the World

- Do not tweet crap...learn from Shaq
- Intermittently tweet about products, service discounts (see Dell, airlines)
- Pimp out your Twitter (beautify it)
- Promote FB Fan Page on Twitter (and vice versa)
- Convert influencers into brand ambassadors/advocates



Monitoring

- Basic: search.twitter.com, TweetDeck, Hootsuite
- Advanced: Radian6, Visible Technologies
- Track & monitor non-follower mentions then follow / @ mention
- Monitor your competitors for negative sentiment & reach out to those Twitterers

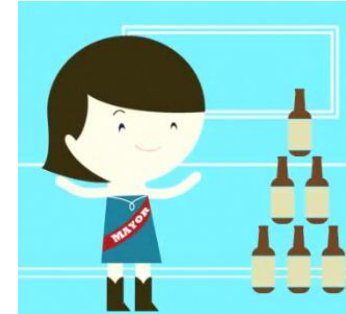
Twitter – Keep Followers

- **Engage, Engage, Engage:** Engage with existing Twitter followers & known FB fans
- **Learn from U-Haul:** Monitor your company for negative sentiment and reach out to Twitterers ASAP
- **Track:** Periodically measure aggregate sentiment and aim to continually increase in positivity

Additional Platforms

Foursquare

- encourage 'check-ins'
- provide 'mayorship' incentives
- add to-dos/tips for your business



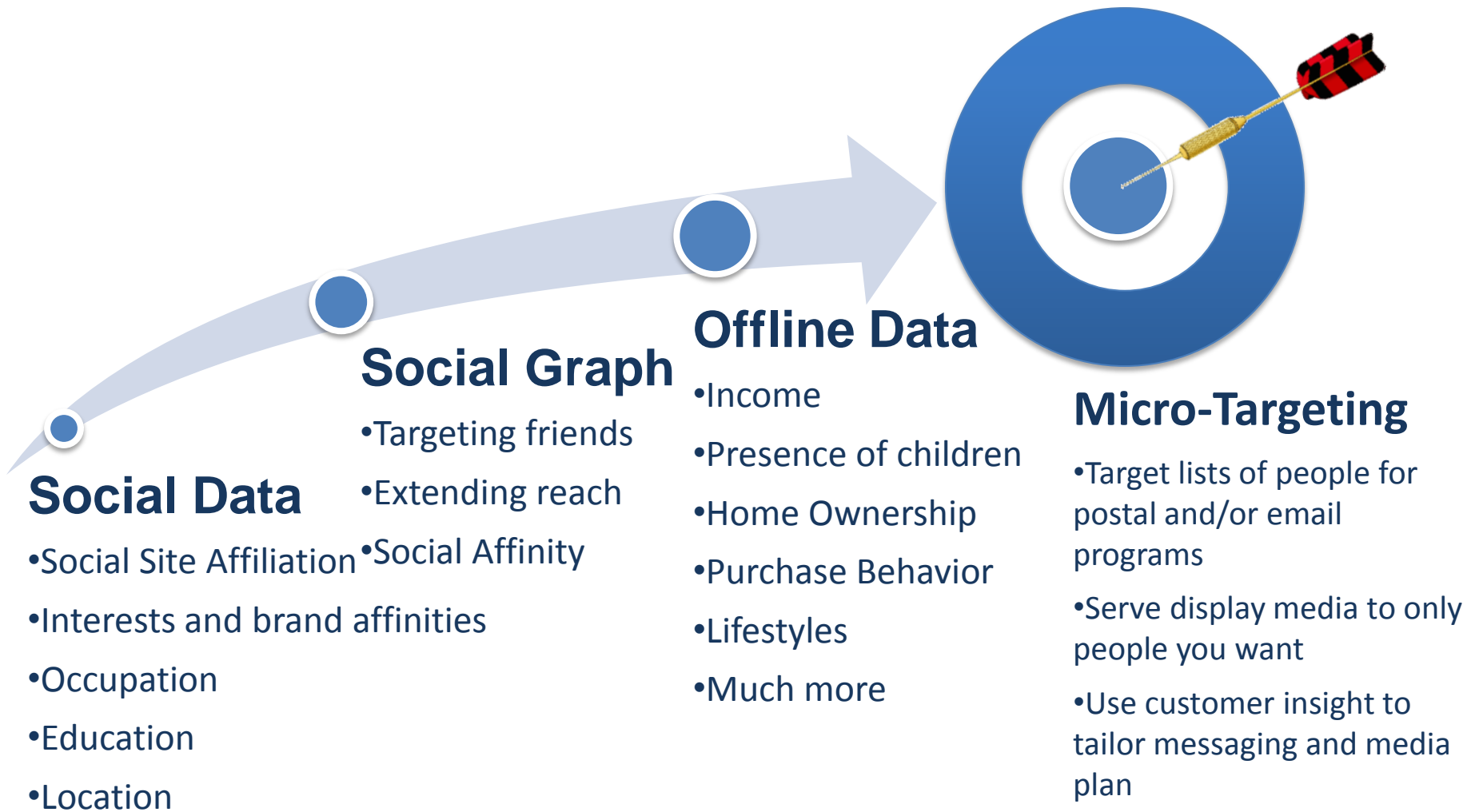
Slideshare

- can upload 1-2 page sales material on products, services, whitepapers, etc.
- can capture leads thru embedded lead collection form:
<http://www.slideshare.net/business>

Myspace/Hi5/Bebo/Friendster/Yelp/etc.

- niche targeting: Middle America, Latinos, African Americans, etc.

Want More?



Target Ads Based on Social Data

Target:

- existing fans/followers
- friends of current fans/followers
- existing customers
- friends of customers
- fans/followers of competitors
- custom & built out segments



The top screenshot shows the CNN website with a yellow box containing the text "YOUR AD HERE". The bottom screenshot shows the ESPN website with a yellow box containing the text "YOUR AD HERE".

Questions?

Please contact:

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