



DMA^D
Direct Marketing Association



SOCIAL MEDIA SPOTLIGHT

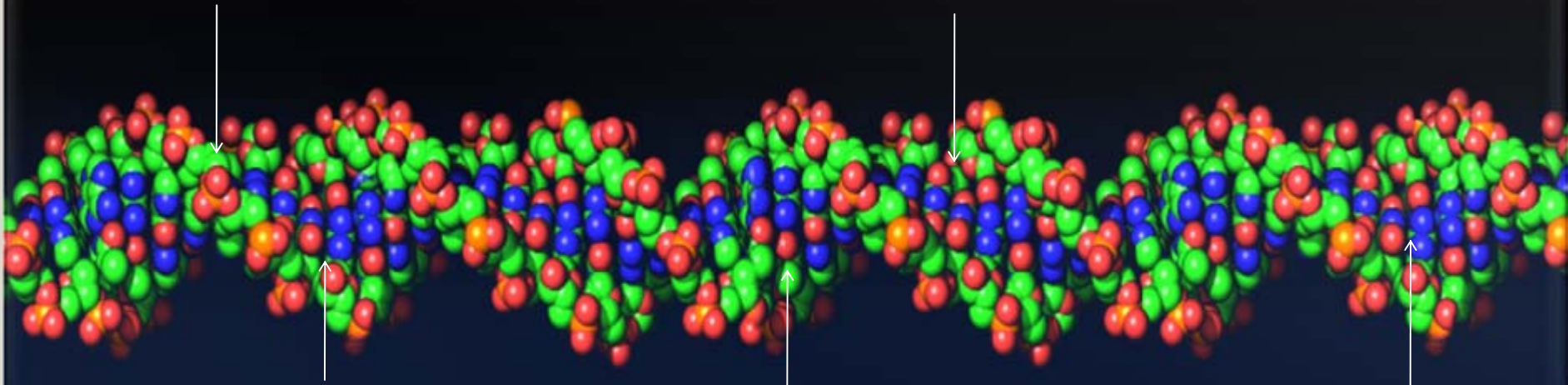
One Size (Does) Fit All

Oct 27, 2010

“Your Ideal Customer”

F/A25-54

Small Business Owner



Business Traveler

Healthy Lifestyle

Household with Children

Meet YOUR Customer.

Your customer DNA can be built from what you know, what you want to know and what you don't know using a variety of digital targeting and media distribution techniques.





Every morning in Africa, a gazelle wakes up.
It knows it must run faster than the fastest lion or it will be killed.

Every morning a lion wakes up.
It knows it must outrun the slowest gazelle or it will starve to death.

It doesn't matter whether you are a lion or a gazelle.

When the sun comes up, you better start running.

- African Proverb from "World is Flat" by Thomas Friedman

How Will You Start Running?



Enable Full Funnel Attribution

Engage with online users via social channels



Drive More Qualified Customers.

Facebook Fan Pages

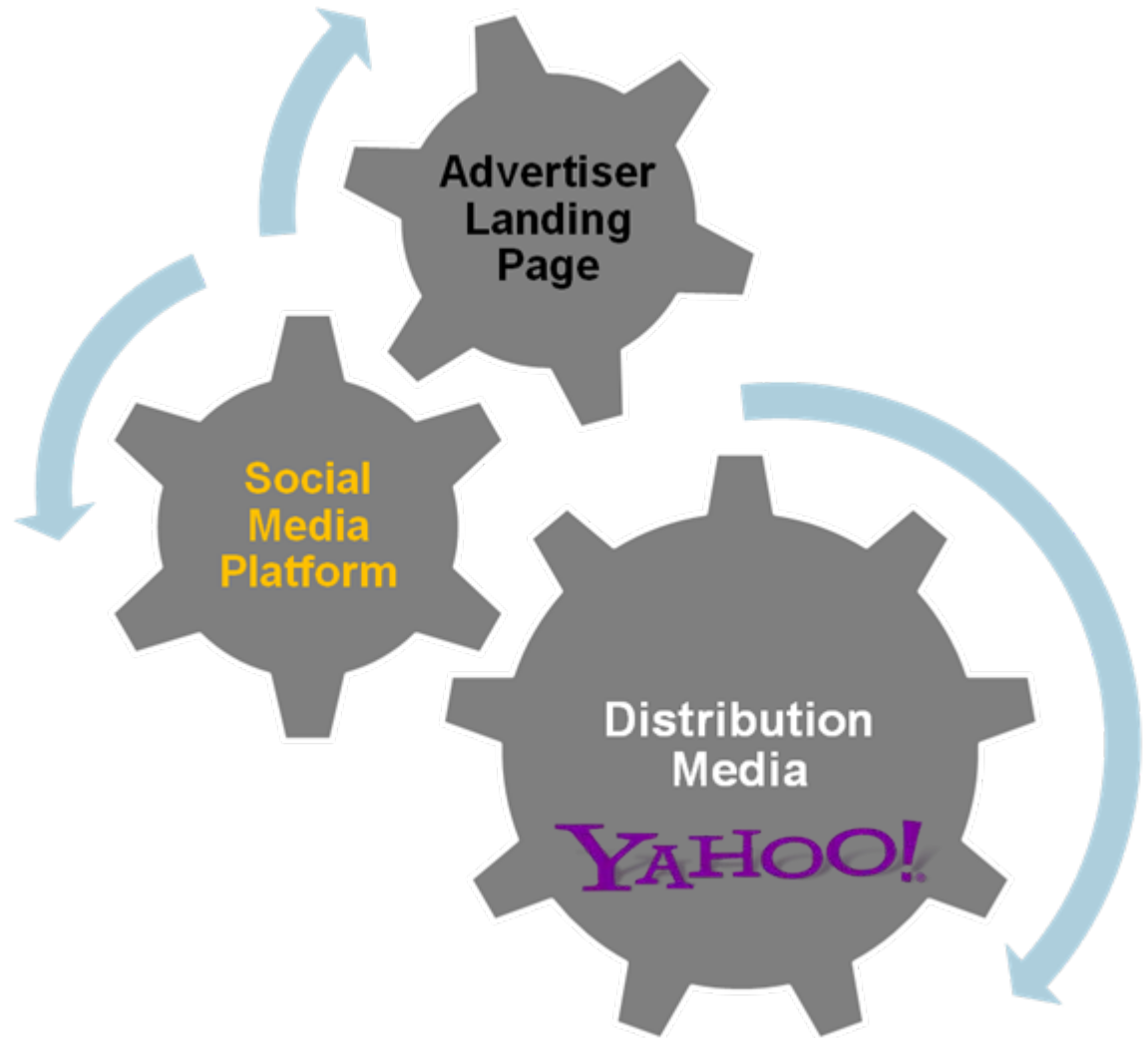
Industry F&Bs

Mass Reach @ Scale

Upper Funnel Backfill

**Active Link Between
Media Buys & Landing
Page Experiences**

Static Voice of the Brand



The (Big) Example

Facebook Fan Pages

The Challenge:

- Awareness issues
- Not the core card issuer
- Reliant on distributors to carry out the message to the SMB community

The Solution:

Create an online destination, i.e. Facebook, to distribute best practices and SMB resources

The Results:

- Year 1 – 12,000+ members
- Year 3 - 100,000+ members



A screenshot of the Visa Business Network website. The header includes the Visa Business logo and navigation links for Home, Goals, Network, Library, and Visa Resources. The main content area features a woman in a white chef's uniform holding a tray of pastries, with the heading 'What Is the Visa Business Network?' and a 'Get Started' link. Below this is a registration form with fields for Company Name, Company Type, and Email, and a 'Join Now' button. The page also displays several featured goals, such as 'Get Paid With Credit Cards', 'Promote My Business on Facebook', and 'Use Twitter to Connect with Your Customers', each with a 'Preview Goal' button and statistics on business participation. On the right side, there are sections for 'Get Exclusive Deals' and 'Savings Edge'.

The (Small) Example

Facebook Fan Pages

The Challenge:

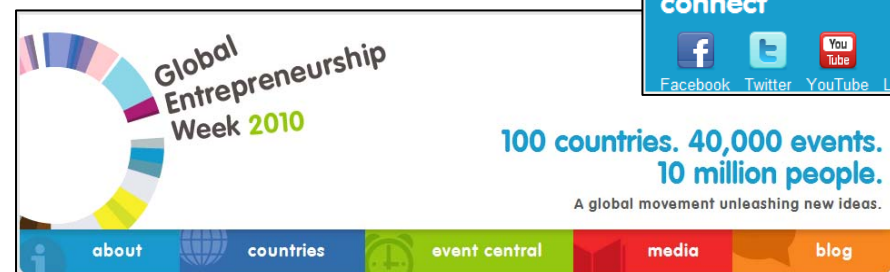
- Global awareness issues due to infancy stage
- No major coop or corporate sponsors
- Reliance on local partners to promote program(s)

The Solution:

Build a website for partner interaction – news, resources – with strong social media channels for additive promotion of the event

The Results:

- 6,000+ FB followers
- 2,000+ Twitter Followers
- 1,700 LinkedIn Members
- Added multiple sponsorships/partners



Create Deeper Customer Engagement.

Content Destinations

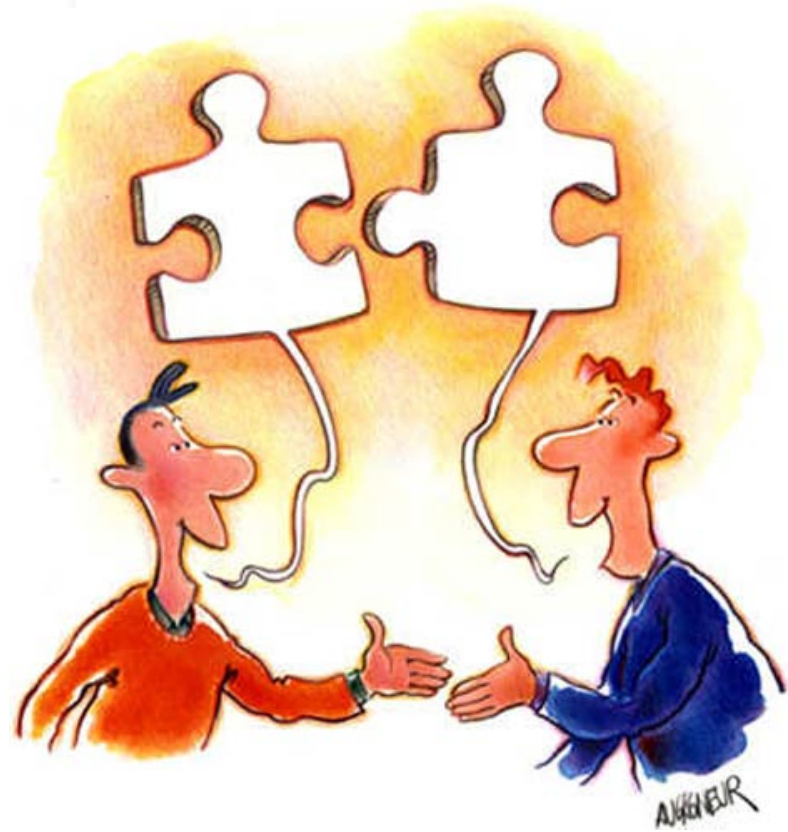
Industry F&Bs

Content *is* King

**Craft a Venue for
Persuasion**

**Enable Connections, Real
or Virtual**

Activate a Tribe



The (Big) Example

Content Destinations

The Challenge:

- Re-launch a small business line of AMEX cards
- High market share, but ineffective use of creating “virtual champions” for the card(s) amongst other small business owners
- Empower the SMB community to leverage marketing to grow their business

The Solution:

Craft a destination armed with industry-recognized resources for the small business owner. Inspire a virtual club.

The Results:

- 1M Unique Visitors/Month
- 11,000 Connectodex Participants
- 10,000 Twitter Followers
- Celebrity-worth appeal

The screenshot shows a Yahoo! Small Business webpage. At the top, there's a header with the text 'LATEST INSIGHT TO GROW YOUR BUSINESS' and a 'Share' button. Below this is a featured article titled 'New Tax Breaks for the Swift' with a sub-headline 'October 21, 2010 - The Small Business Jobs Act of 2010, which was signed into law on September 27.' The article is accompanied by a photo of a man in a suit running. Below the article is a video player showing two men in suits sitting at a table, with the video title 'Golden Age of Small Business'. To the right of the video player is a sidebar with the heading 'FIND SOLUTIONS TO HELP MANAGE YOUR BUSINESS' and several bullet points: 'Get exclusive access to top-tier rewards', 'Receive automatic trade terms on your business purchases', 'Help customers find you easier online', 'Find out about business insurance', and 'Give customers a reliable way to pay you faster, online'. The page also features a navigation menu with options like 'WEB HOSTING', 'ECOMMERCE', 'BUSINESS MAIL', 'DOMAINS', 'ONLINE MARKETING', and 'RESOURCES'. There are also social media icons for Facebook, Twitter, and YouTube, and a search bar.

“ A community designed to help you grow your business.”



The (Small) Example: *Content Destinations*

The Challenge:

Fragmented distribution of valuable marketing and related tech information.

The Solution:

An internet news blog covering innovation in social media and related digital platforms.

The Results:

- 30M Unique Visitors/Month
- 2M Twitter Followers
- 300,000 Facebook Fans
- Recognized award program – Open
- Multi-million dollar ad revenue platform

Mashable



Incent Brand Champions.

Virtual Loyalty Programs

Industry F&Bs

2 of 3 Consumers Look Online for Coupons

Over 50% of the Internet Population are Women

Geo-Targeting Has Improved Digital Messaging Relevancy

Mobile/PC Distribution Allows Greater Ease of Personalization & Scale



Source: Y! Consumer Pulse | Q: How interested are you in knowing when products at your local retailer (such as Target, Best Buy, JC Penney's, etc.) are on sale or include offers and promotions?

The (Big) Example.

Virtual Loyalty Programs

The Challenge:

- Mass distribution of promotional events
- Real-time info sharing of consumer reviews
- Additive consumer visibility – big brand, lagging sales

The Solution:

Groupon + Facebook to drive national awareness of discounted \$50 in-store purchase vouchers

The Results:

- 400,000 sold Groupons
- Average 10 Groupons sold/second
- Total \$11M+ revenues in a single day event



A special deal from **GAP** + **GROUPON**

Today only, exclusively in stores. Get your Groupon now and go shopping!

FOR **\$25** YOU GET **\$50**

worth of apparel and accessories, including sale items, purchased in-store at Gap.*

GET YOUR GROUPON

Today's Groupon is not valid for online or previous purchases, or at Gap Outlet, Gap Factory, or Gap Generation stores. Limit: one Groupon per person.

The (Small) Example.

Virtual Loyalty Programs

The Challenge:

- Growing local awareness of available store fronts/coffee shops
- Real-time sharing of location info

The Solution:

Short-term: Enable Foursquare to allow BBCo. fanatics to share their location via phone, PC and to distribute on Facebook and Twitter

Long-term: Insight/advantage to offer discounts to avid coffee goers

The Results:

- 6,000+ Facebook Fans
- 6 Store Fronts – new Brooklyn location in 2010



The screenshot shows the Foursquare website interface for Blue Bottle Coffee. On the left is a blue silhouette of a coffee bottle. The main content area includes the Foursquare logo, a search bar, and navigation tabs for 'ME', 'HISTORY', 'STATS', and 'FRIENDS'. The current location is identified as 'San Francisco, California'. The specific venue page for 'Blue Bottle Coffee' is displayed, showing its address: '1 Ferry Building, San Francisco, CA 94111' and phone number '(415) 956-3331'. A map shows the location on the San Francisco waterfront. A statistics table is visible:

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	2091	4819

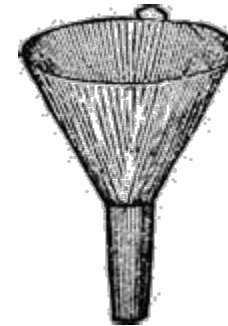
Below the table, it identifies the 'MAYOR' as 'Bingying L.' with '36 check-ins' and a crown icon. At the bottom, there are category and tag lists: 'Categories: Calif. Coffee Shop.' and 'Tags: espresso, food, coffee, ferrybuilding, cafe, breakfast.'

The Net Learnings.

Avoid Silos.



Respect the Funnel.



Differentiate Yourself.



Appendix

About Your Presenter

Michelle Fitzgerald

- Digital ad product strategist at Yahoo!
- 10+ years of B2B/B2C marketing @ Yahoo!, CareerBuilder.com and the LA Times
- Author/chief editor of:
[Get Scrappy: A \(Small\) Business Owner's Guide to Marketing on Less](#)



[Facebook](#) – [Twitter](#) - [LinkedIn](#)

About *Get Scrappy*

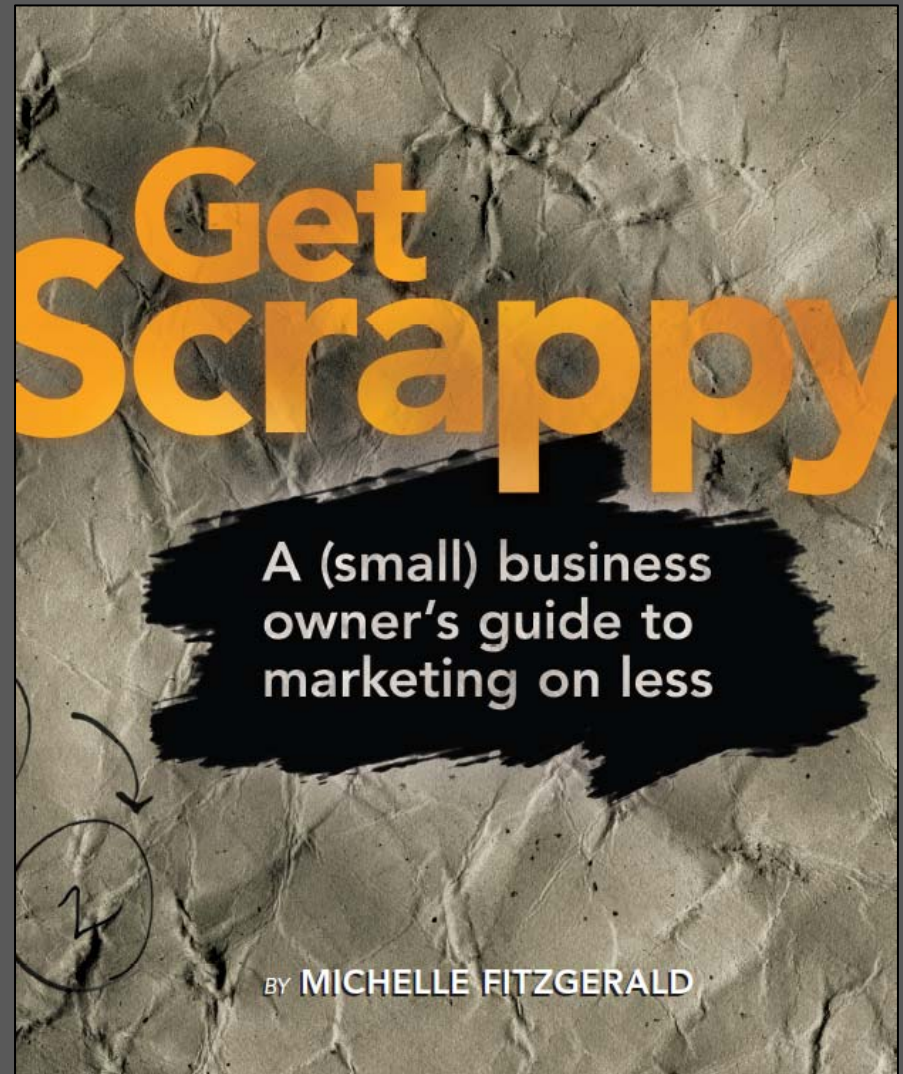
Get Scrappy is a pared down, practical guide about how to incorporate marketing into the heart of any business plan.

Broken down in a 3-step process, readers learn how to:

- Create meaningful, brief marketing plans
- Gain access to industry-respected insights

Packed with expertise from Fortune 500 marketers and SMB consultants, Get Scrappy provides real-life examples on how organizations, even those on less time and money, can make seemingly tactical objectives become strategic initiatives that generate results.

Do more on less. GET SCRAPPY.



**Contributing Authors Include:*

ExactTarget

HubSpot

CommunicateValue
Build Relationships. Leverage Technology. Attract More Business.

iLoop mobile

SWANBERG
ASSOCIATES
STRATEGIC MARKETING

Related Resources:

