

Social Media in the Enterprise: 5 Keys to Creating Successful Experiences in 2010

Ravit Lichtenberg, Ustrategy
For Online Marketing Summit 2010



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About Ustrategy: www.ustrategy.com

Ustrategy is a boutique consultancy specializing in connecting the psychology of customers with business objectives for bottom line results in the digital age.

Founder Ravit Lichtenberg brings 15 years of experience working with F500 companies as well as with startups to help them design experiences customers desire and act upon.

 **ReadWriteWeb**

Mashable
The Social Media Guide

The New York Times



The enterprise today knows consumer behavior has changed



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Monday, September 21, 2010

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Barack Obama
Organizing for America | Tell Congress to Support President Obama's Budget
Source: my.barackobama.com
Call your elected representatives and tell them to support President Obama's budget. It's a bold plan that confronts the long-term threats to our prosperity and builds a new foundation for economic growth by investing in energy, health care, and education.
March 26 at 1:25pm · Show Feedback (34,171) · Share

Barack Obama The White House is inviting you to post your questions on the economy and vote on submissions from others. The President will answer some of the most popular in an online town hall on Thursday. Submit your questions at <http://www.whitehouse.gov/OpenForQuestions/>

Open for Questions: President Obama Answers Your Questions
Length: 1:27
March 24 at 7:18pm · Show Feedback (45,540) · Share

Barack Obama
3/21/09: Your Weekly Address
Source: www.youtube.com
March 21 at 11:59am · Show Feedback (1,111,111) · Share

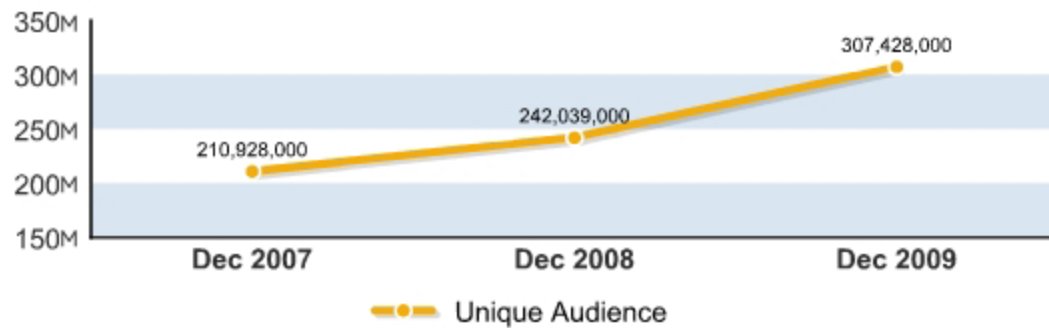
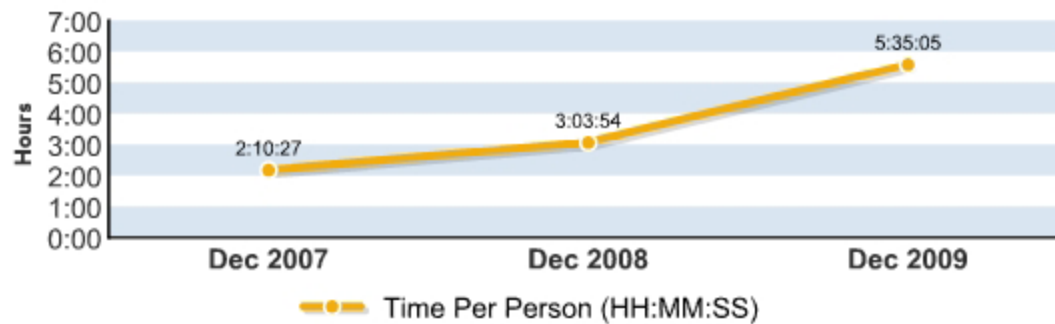
Patrick O'Neil

Charlie Robertson, of Glasgow's Red Spider brand consultancy, said that health concerns and its market dominance might explain consumers' dislike of McDonald's.

"People are worried about growing obesity and fast food, while they also dislike McDonald's for its bland Americanising of the high street," the Scotsman quoted Robertson as saying.

Time on social networks is up 82%

Global Web Traffic to Social Networking Sites



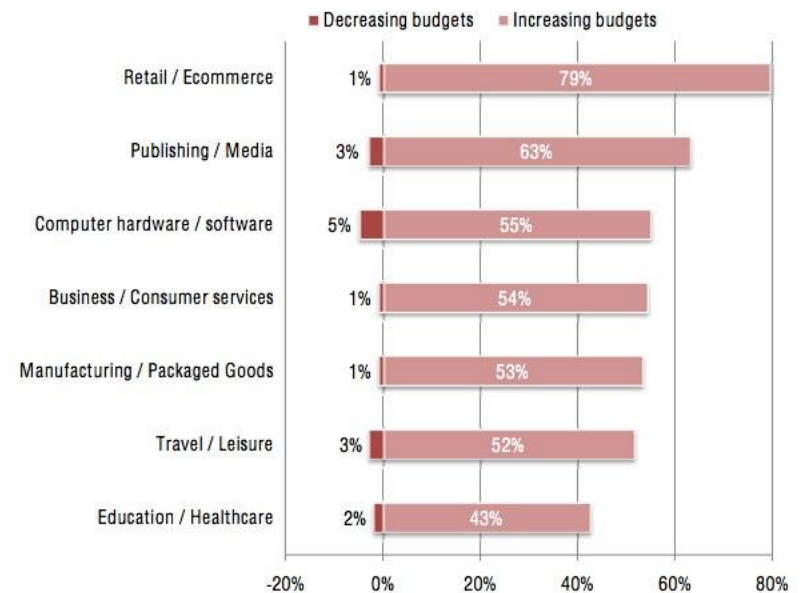
Source: The Nielsen Company

Enterprises are taking action

- Making investments
- Assigning resources
 - Internal allocation
 - Hiring
 - External
- Focusing on ROI
 - Measurement
- Education

2010 Social Marketing Budgets Defy Economic Concerns

Change in Social Marketing Budget from 2009 to 2010, by Industry Sector



MarketingSherpa ©2010

Source / Methodology: MarketingSherpa Social Media Marketing Benchmark Survey / Fielded Nov 2009, N=2,317

Some brands are getting it right...



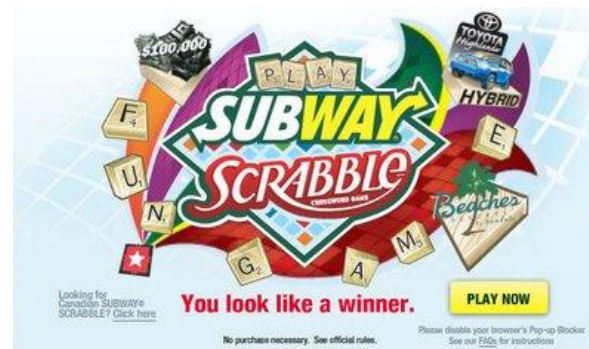
comcastcares



DellOutlet



open happiness™



But most do not...



Enterprises are reactive—trying to catch up on the social media buss without a clear vision of their identity or goals in the digital era.



...They are late to the game

- 90% of consumers are already on
- B2B users are also fast to adopt
- Enterprises are stretching too thin to meet everyone's needs



...They rely on the wrong resources



January 25, 2010

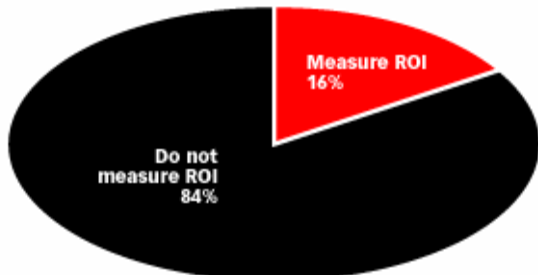
Clorox looks for attorney to oversee social media

By Rich Cherecwich



...They measure the wrong things

Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)



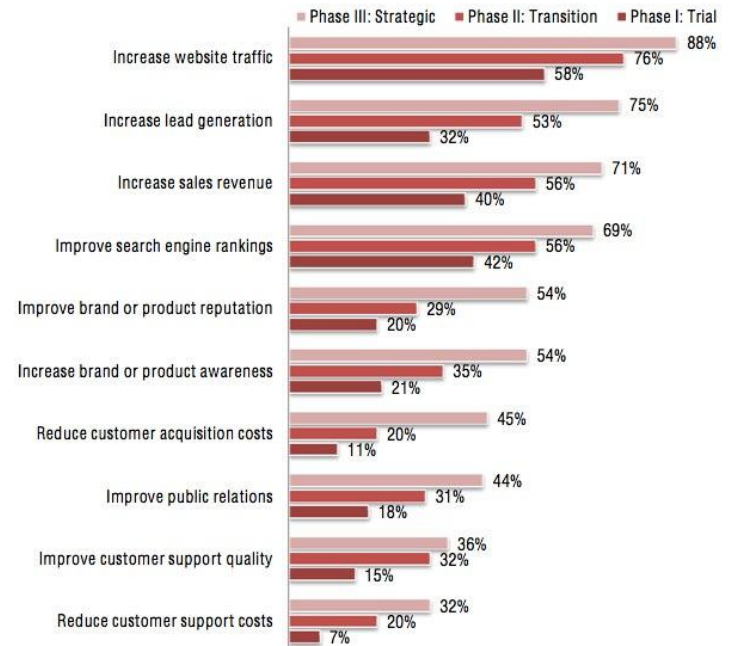
Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.
 Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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www.eMarketer.com

Aligning Social Marketing Objectives with Corresponding Metrics

Objectives that are Targeted *and* Measured, by Social Marketing Maturity



MarketingSherpa ©2010

Source / Methodology: Marketingsherpa Social Media Marketing Benchmark Survey / Fielded Nov 2009, N=2,317

...They do not understand the digital era's customer experience and instead, try to bend customers to old ways, or bend old ways to fit the new customer



...And they lack structure and process

- No workflow
- Poor definition of roles
- No accountability
- Little to no tracking
- No internal structure foundation



The Solution: A vision-driven strategy followed by structured implementation

5 Keys to success in 2010:

1. Create vision-driven strategy
2. Own your content
3. Leverage the right resources
4. Build alignment across the organization
5. Adapt and evolve...fast!

And....

1. Create vision-driven strategy and a campaign-driven implementation plan

1. Vision- Relationship

- Identity
- Reputation
- Value

2. Implementation- campaigns

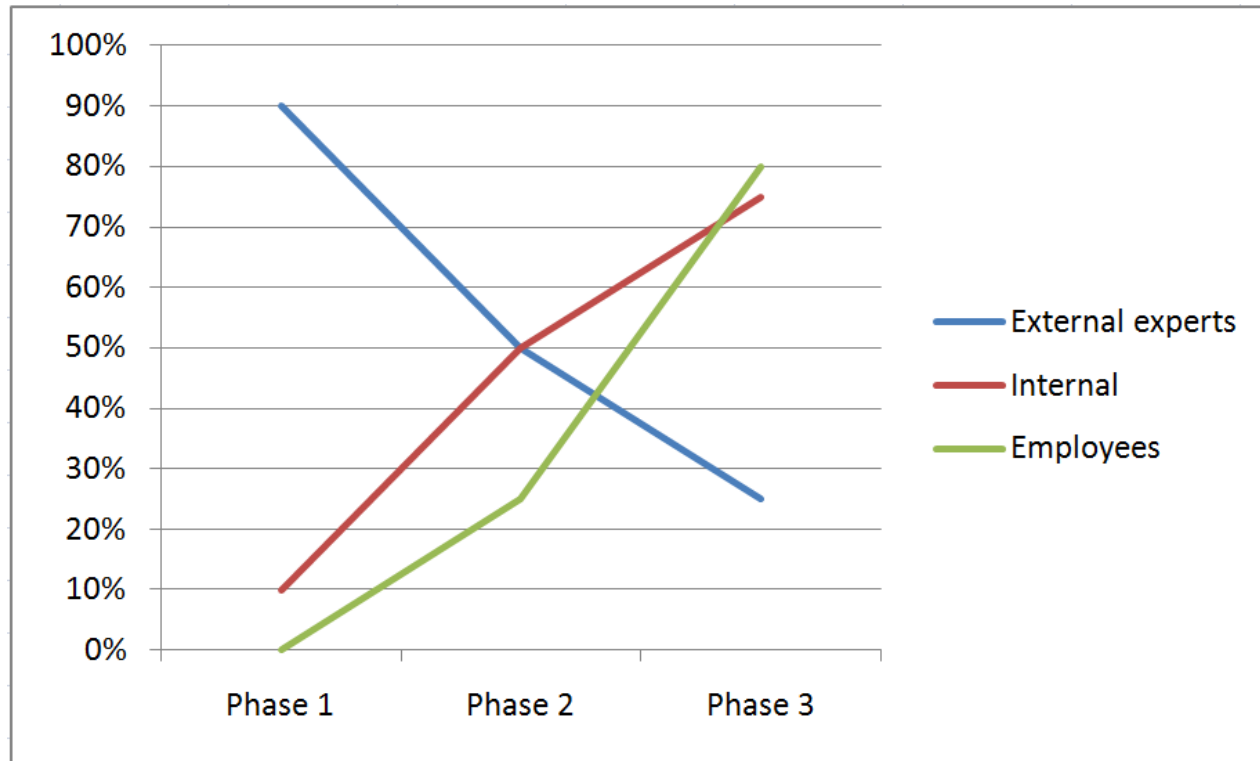
- Awareness and Thought Leadership
- Market Share
- Support
- Lead Generation
- Product Insights

2. Own your content

- Plan to own your content in the long run by both aggregating information across the web AND providing meaningful reasons for your customers to stay on your property.
- Consider utilizing open source solutions (e.g., Drupal, Kaltura video).



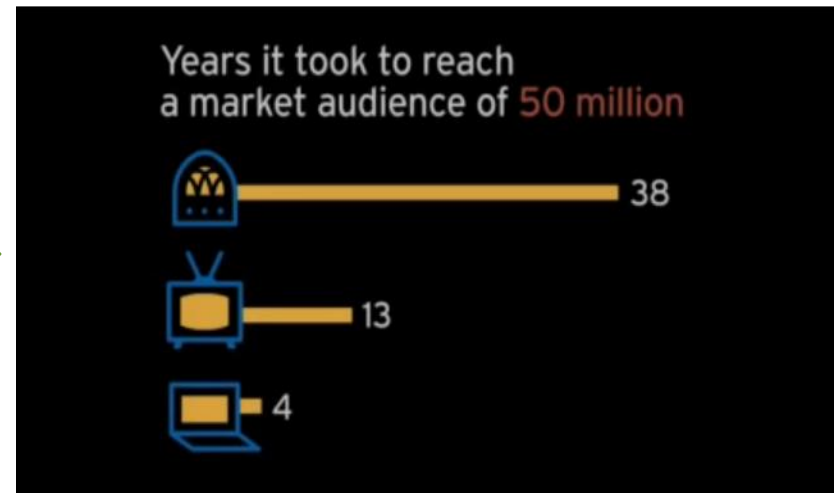
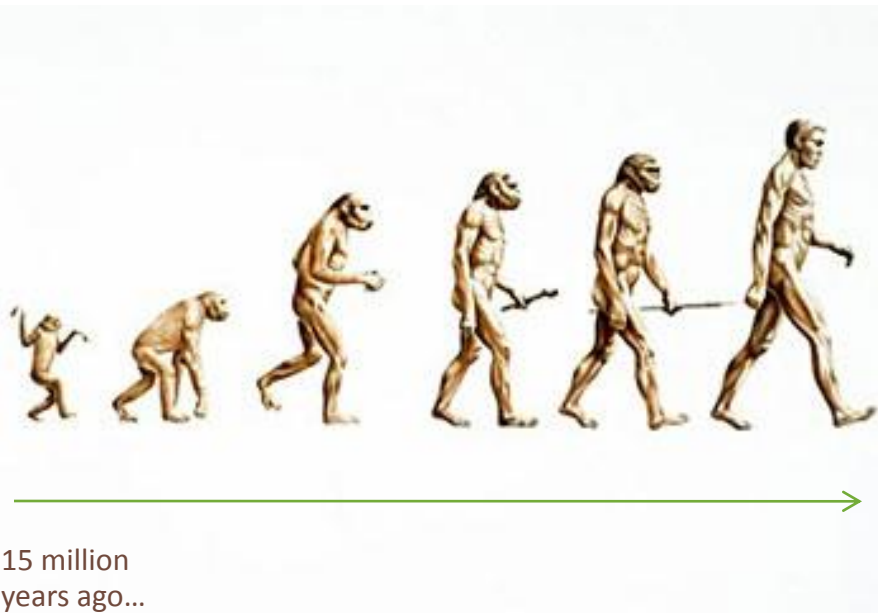
3. Leverage the right resources...the right way



4. Build alignment process across the organization



5. Evolve and adapt



www.Socialnomics.com

And...6. Pay Attention to Women!

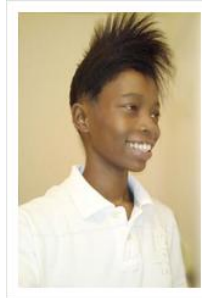
- Women make 70% of household purchasing decisions
- Traditionally in relationship roles
- Are not only buyers but will increasingly be in power positions in customer-facing companies



THE HUFFINGTON POST
THE INTERNET NEWSPAPER, NEWS BLOGS VIDEO COMMUNITY



goingboing



What You Can Do Next

- New to social media?
 - Do a full assessment and see what your customers are already saying/using
 - Start with strategy and process—then move to implementation
 - Think of resources, frameworks, and the right tools for you
- Using social media reactively?
 - Define a strategy
 - Realign/revise
- Think you're on the right course?
 - Increase employee engagement (coca-cola, SUN)
 - Increase operational efficiency (Dell)
 - Invest in innovation (starbucks, IDEO)
 - Reduce costs

Want more information? Here's how you can get a hold of us!

- Website: www.ustrategy.com
- Blog: www.ravitlichtenberg.com
- Twitter: @ravit_ustrategy
- Email: info@ustrategy.com

Articles you might like:

- [10 ways social media will change in 2010](#)
- [Women and social media- 5 factors in the adoption of social media by women](#)
- Trendspotting: [Social Media Influencers on Social Media in 2010](#) (mention)

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Thank you!

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