





Years to reach 50MM users:
radio: 38
tv: 13
internet: 4



Source: First State: [United Nations Cyberschoolbus Document](#)

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facebook added 225 million users in only 1 year

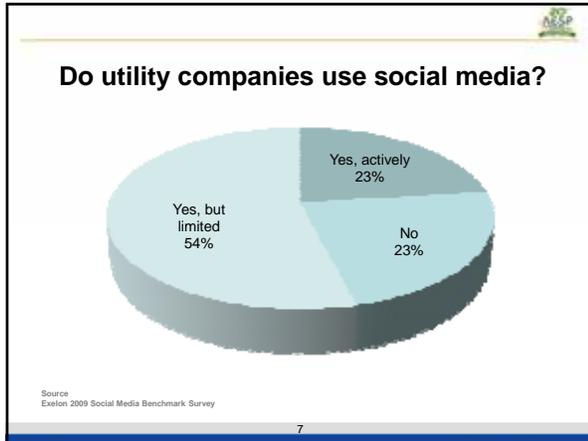


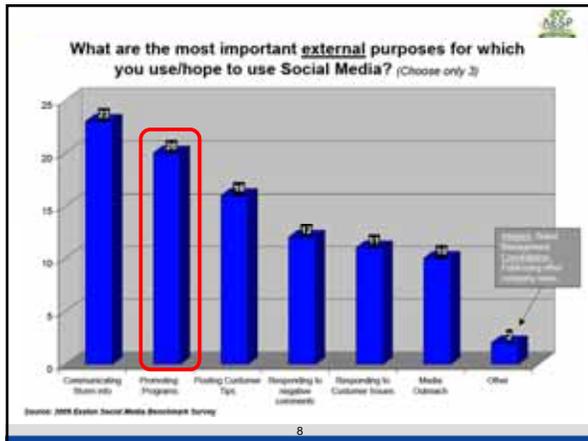
Source: Facebook Statistics April 2010

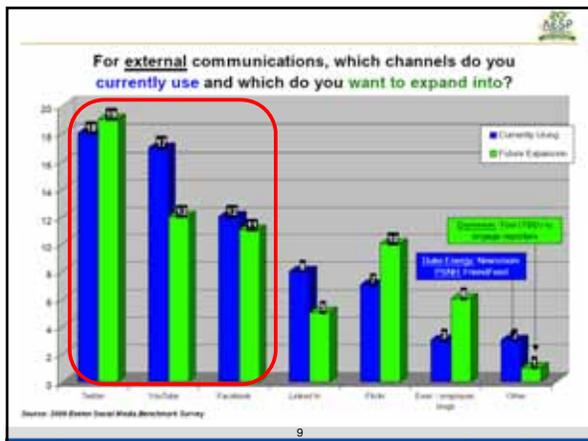
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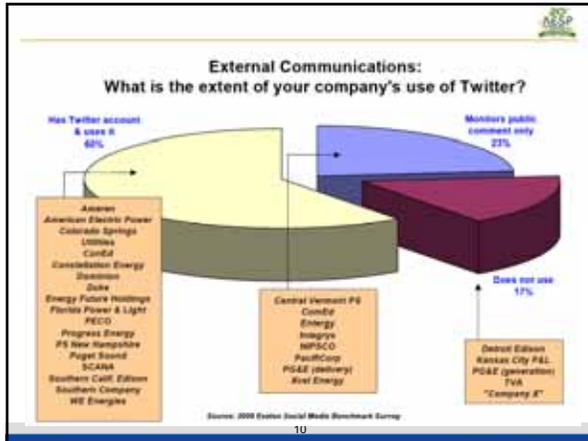
There's no such thing as a social media expert

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What we've done so far

- We've encountered significant obstacles**
- Coordinating IT, HR and Legal
 - Dealing with a regulatory system
 - Conservative corporate cultures
 - Tactics without an integrated strategy
 - Negative or fearful internal perceptions
 - Metrics & Measurement
 - Under allocated budgets and staffing
 - Executive-level buy-in
- Source: Inspired by Priority Integrated Marketing: Considering Social Media in 2010?



We've experimented

- Outage communication
- Key platforms: Youtube, Twitter & facebook
- Monitoring negative conversation
- Broadcasting news and PR
- For some: real conversations with fans and detractors

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2010: era of social context

- Navigating the Internet based on friends' recommendations or friends' activities is the new normal
- Integrating into the social web must become core to marketing

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From broadcast to dialogue

The lift from dialogue-driven activations in social media can create community, develop enthusiasts and awareness much faster and more organic than traditional media

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Toward 'social lift'

Facebook Ad Effect on Brand Metrics in the US, by Ad Exposure Type, 2009-2010 (average dollar above control)

Metric	Homepage ad exposure	Homepage ad + social advocacy
Ad recall	10%	16%
Awareness	4%	13%
Purchase Intent	2%	8%

Facebook ads that included mentions of friends saw an increase in recall of 16%, and 30% when the ads coincided with a similar mention in news feeds

Homepage ad + organic exposure
Note: "Social" defined as general reference to exposure to content.
Source: The Nielsen Company and Facebook, "Advertising Effectiveness: Understanding the Value of a Social Media Exposure," April 20, 2010, nielsen.com

Source: Nielsen Co. and Facebook

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"Organic interest based advocacy"

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Utilities companies are...

- Wonderful
- Useful
- Essential

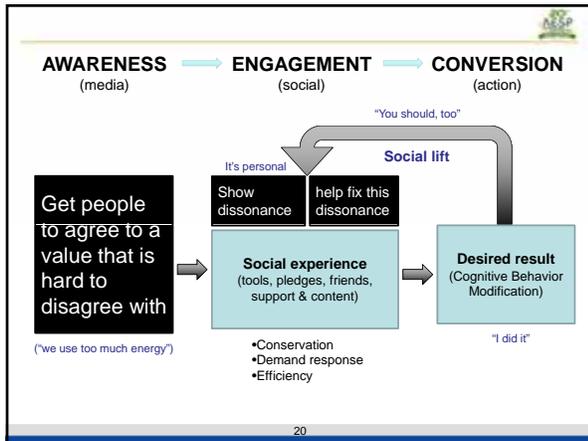
But are we interesting?

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With some creativity (and behavioral economics): yes

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Ongoing exposure: Social + eCRM

- Social media makes e-mail marketing more powerful
- Provides new avenues for sharing and engaging

Extends the reach of e-mail content to new markets	71%	23%	14%
Increases brand reputation and awareness	55%	17%	17%
Increases the ROI of e-mail programs	53%	7%	40%
Accelerates the growth of e-mail lists	47%	14%	43%
Generates more qualified leads	33%	13%	53%

I agree
 I disagree
 I'm not sure

Note: n=1,295; numbers may not add up to 100% due to rounding
Source: MarketingSherpa, "Social Marketing Benchmark Survey," October 27, 2009
www.marketingSherpa.com

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Where to start?

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Top 10 Social-Networking Websites & Forums
by US Market Share of Visits (%)
March 2010

Website	Market Share (%)
Facebook	11.61
YouTube	15.35
MySpace	14.34
Tagged	1.14
Twitter	1.13
Yahoo! Answers	0.94
Yahoo! Profiles	0.77
myYearbook	0.61
Windows Live Home	0.53
MocoSpace	0.32

- Over 400 million active users
- 50% of active users log on daily
- Average user has 130 friends

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"We're building towards a web where the default is social."
– Facebook founder Mark Zuckerberg

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Who “owns” social

- It requires a new approach to infrastructure
 - People, time, technology, processes, budgets

For current Social Media activities, does any department other than Communications have a primary role / responsibility?

Response	Percentage
Yes	~2%
No	~25%

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Let's start holistically

Paid display
Paid social
Sponsorships
Partnerships
Search

Awareness

Press / PR
Social conversations
(consumer-to-consumer)

Lift

Engage

.com
eMail database
Social platforms
(brand-to-consumer)
utility

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Still about the fundamentals

1. People

Make a commitment to listen. Find out what your customers are saying about your company and programs

2. Objective

Clearly identify the customer and program intersection. What are you trying to accomplish? Just listening? Reputation management? How will we measure it?

3. Strategy

Strategy here means figuring out what will be different after you're done. Imagine the endpoint

4. Tactics

Once you know the people, objective and strategy, build on the right platforms to articulate and share the right message. Develop new and engaging content. Measure and adjust

Source: Adapted from Forrester Research: Groundswell

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Evolution of engagement

From "Noisy Hermit"
↓
To "Community Organizer"

"the news breaker"
uses social marketing to drop press release type statements

↓

"the insider"
Gives fans (and detractors) an inside, transparent look at what the company is doing, with unique content

"the campaigner"
Supports campaigns with a burst of activity and then goes "hermit"

↓

"the listener"
Social is a place to speak to a real person and get real answers and utility (not PR speak or ad copy)

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Measuring what matters

What are the metrics that matter? → Analysis

What return are we getting, and where? → Measurement & modeling

What is the consumer decision path online? → Research & measurement

How to optimize toward results? → Testing, measurement & reporting

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What we've heard/observed from customers

They...

- Expect more transparency from us
- Often question our motives
- Will let us know when they are unhappy
- "Like" us when we do it right

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Social means “living beta”

- It’s a new way of working
- Social media is always on
- A constant application of what we learn
- Iteration: launch, refine, repeat
- Adaptability is the new normal

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