

**SOCIAL BUSINESS INTELLIGENCE:
OR
HOW TO “DO SOCIAL” SMART**

SOCIAL BUSINESS INTELLIGENCE: THE PATH TO NOW

1950-2006

2007

2007: EVENT ONE

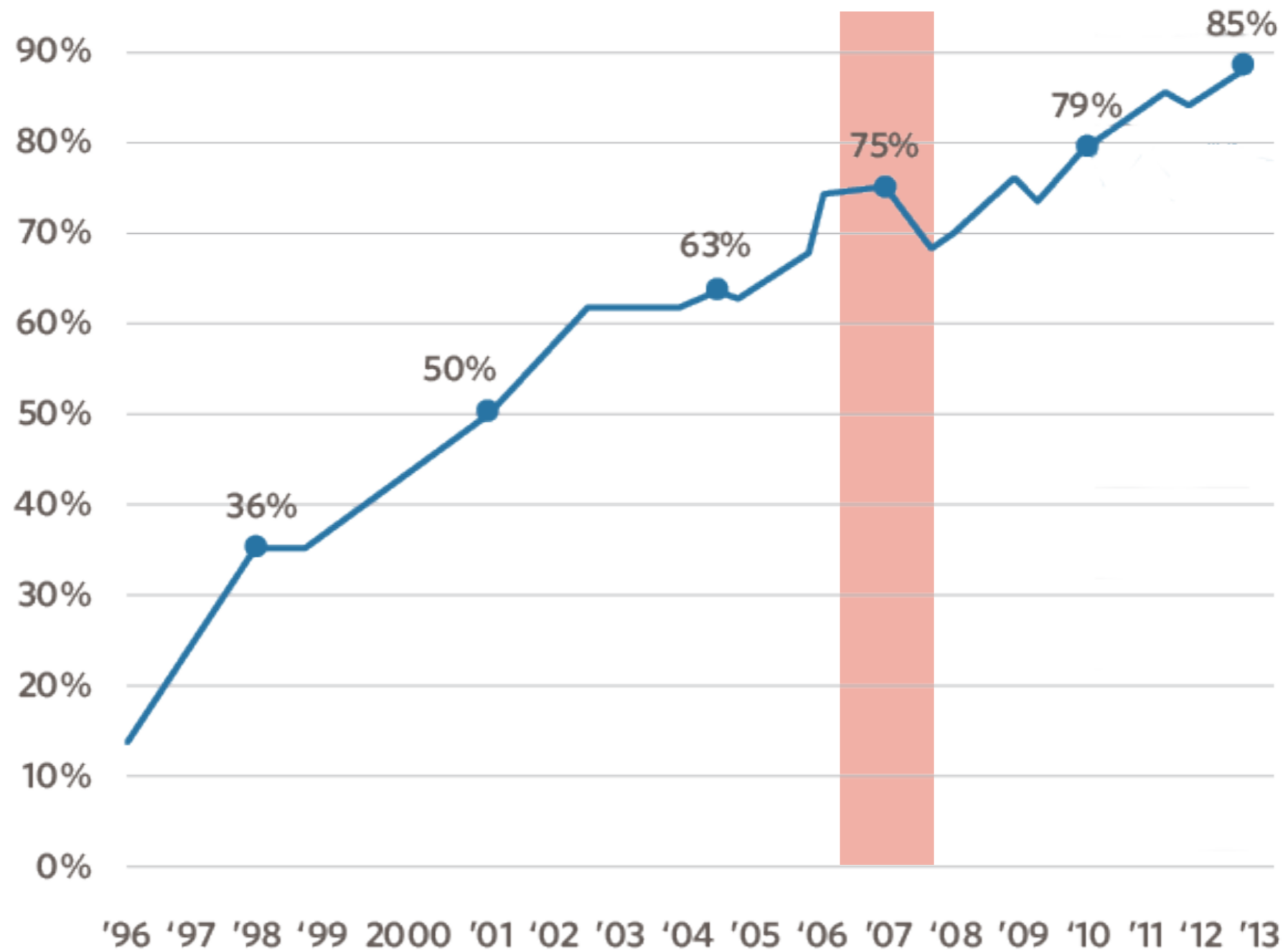
**INTERNET ADOPTION RATES
FOR AMERICANS AGED 18+
CROSSES THE
75% THRESHOLD**

Joanna Brenner, Pew Internet Project, Pew Research Center, August 5, 2013

2007: EVENT ONE

INTERNET ADOPTION, 1995-2013

% of American adults who use internet, over time



2007: EVENT TWO

LAUNCH OF THE

iPhone



2007: EVENT THREE

FINANCIAL

CRISIS

BEGINS

“Seventy-seven percent surveyed said the actions of our nation’s most important companies **affect the trust they have in businesses they deal with every day.**”

*BBB/Gallup Trust in Business Index survey, 2007.

2007: EVENT FOUR

FACEBOOK



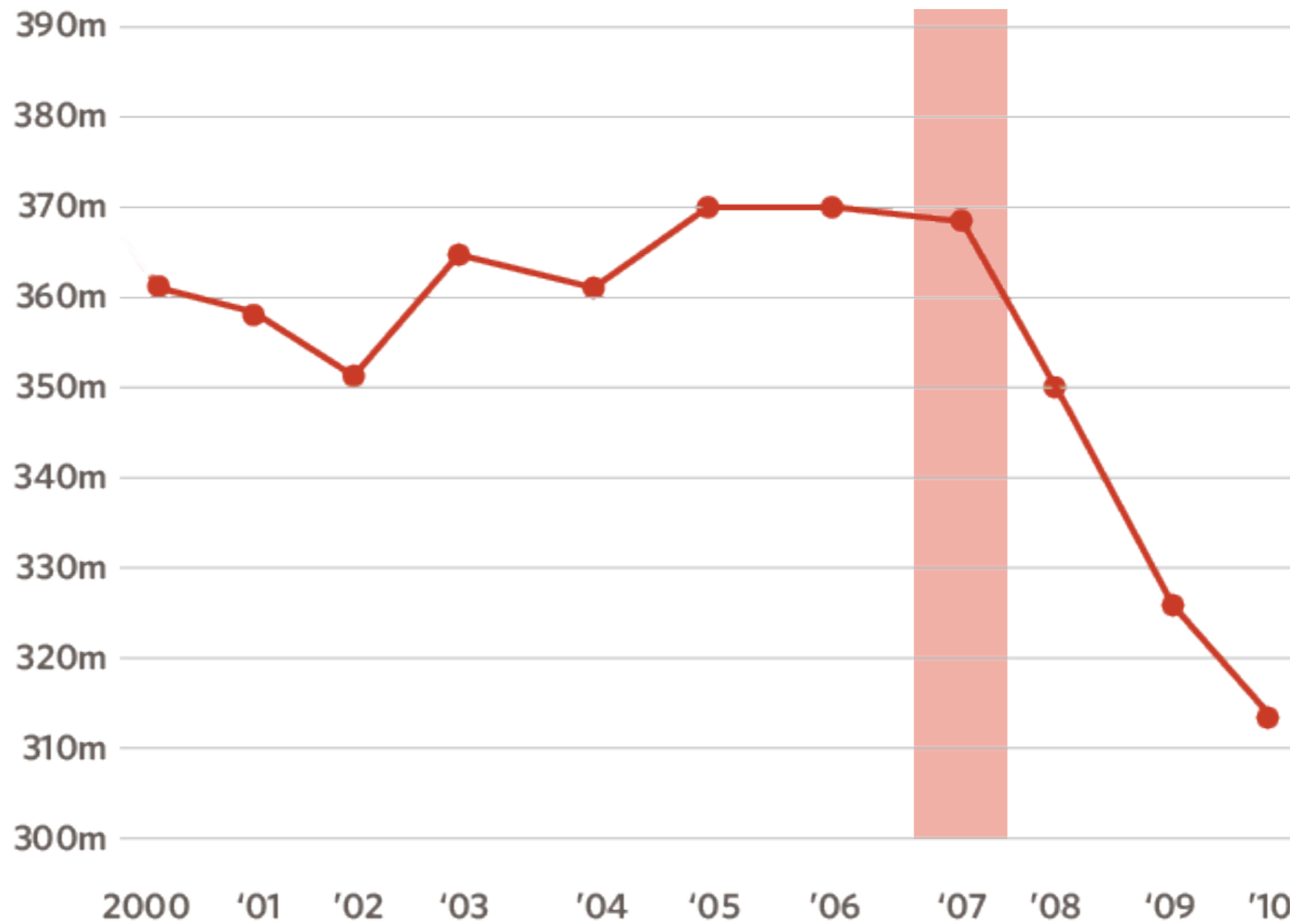
2007: EVENT FIVE

Google
BUYS

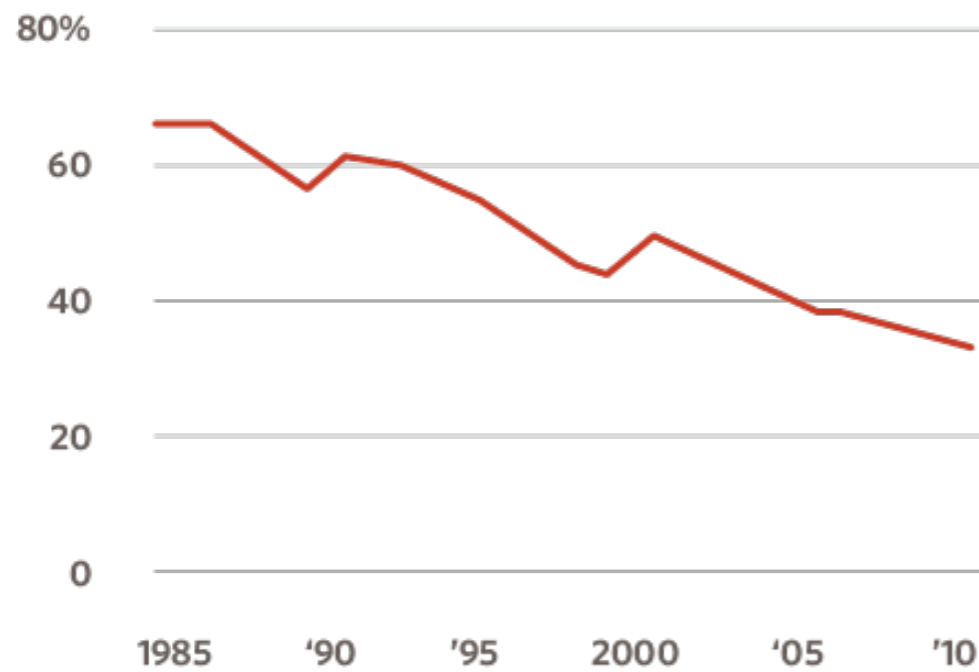
YOUTUBE 

2007

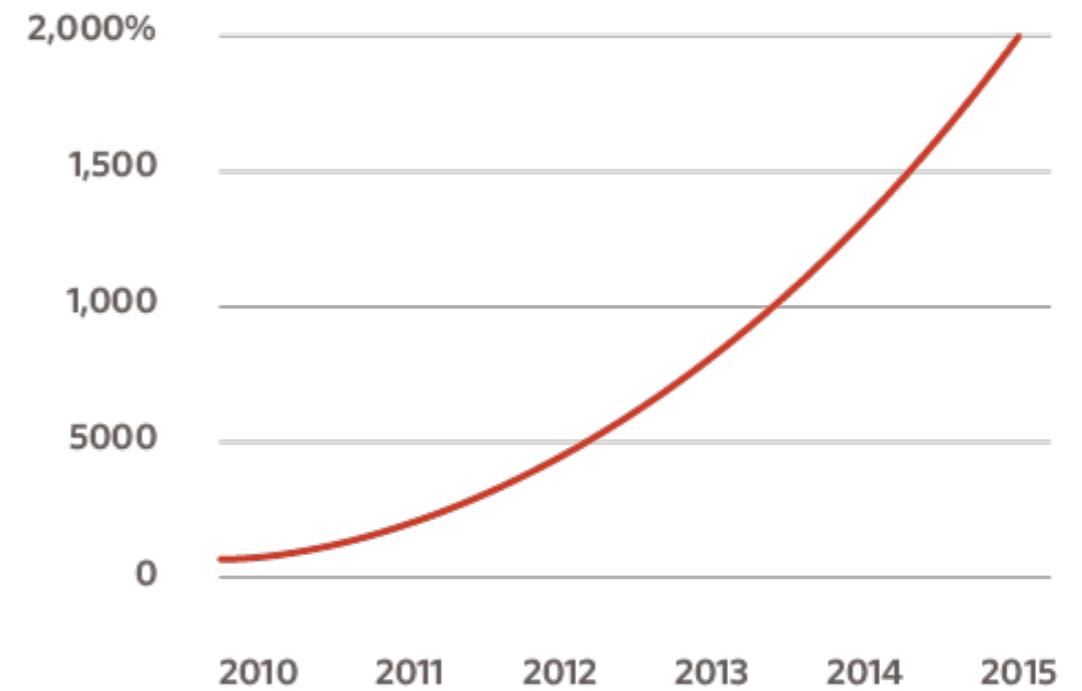
ANNUAL COMBINED PAID & VERIFIED AVERAGE CIRCULATION PER ISSUE OF ALL U.S. MAGAZINES FROM 2000 TO 2010



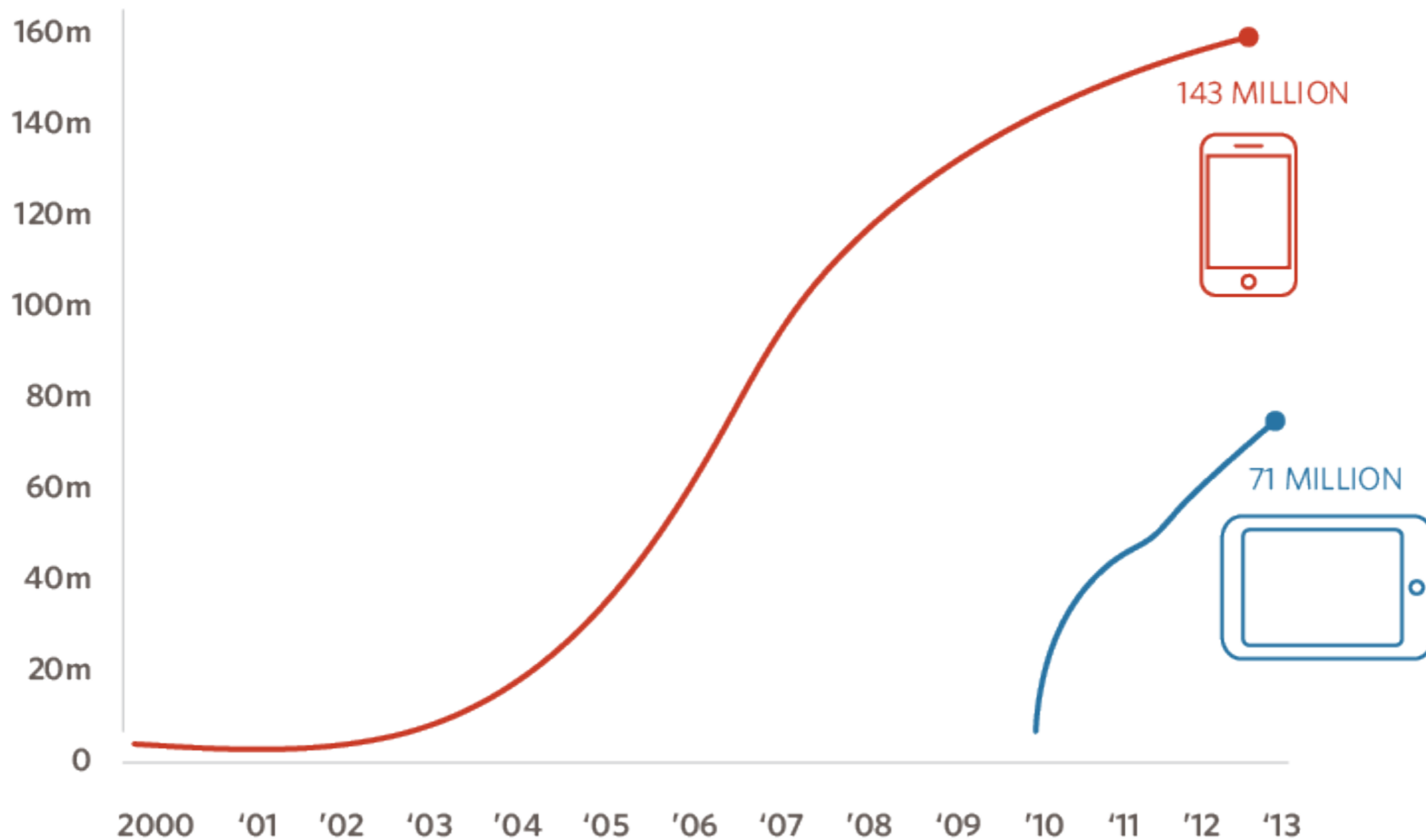
U.S. BROADCAST TV VIEWERSHIP

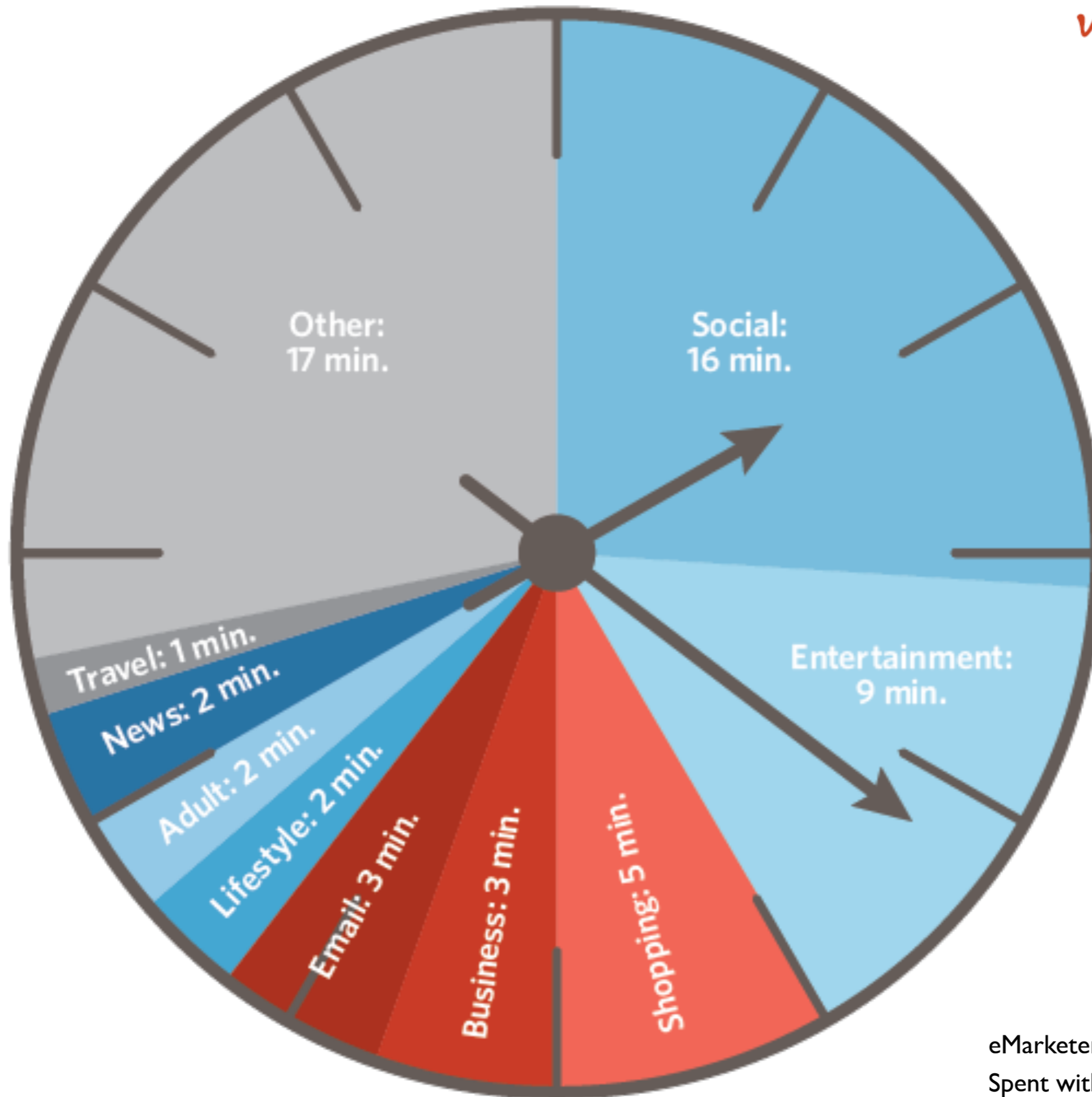


PROJECTED U.S. GROWTH IN MOBILE DATA TRAFFIC



NUMBER OF DEVICE OWNERS (SMARTPHONE & TABLET)





eMarketer, Digital Surpasses TV Time Spent with US Media, Dec 2013.

Small can be
BIG.

AND
BIG
can be small

NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

SOCIAL MEDIA IS LIVING

“The decline in consumer trust can have really negative consequences for businesses, but interestingly, it presents a clear opportunity for competitive advantage for businesses that embrace **consumer demand for trust in the marketplace.**”

*BBB/Gallup Trust in Business Index survey, 2007.

“More than 90% of consumers report that a word-of-mouth recommendation is the top reason they buy a product or service.”

*Nielsen, Trust in Advertising and Brand Messages, 2013

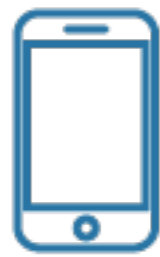
54% of consumers use social media to discover new foods: the same number uses social media to share food experiences.

49% of consumers learn about food via social networking, and 40% say they learn about food via websites, blogs or apps.



A NATION OF RESEARCHERS

MAJORITY OF OUR DAILY INTERACTIONS ARE SCREEN BASED



SMARTPHONE



TABLET



COMPUTER



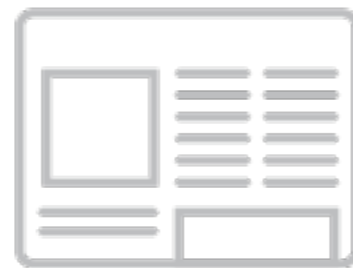
TELEVISION

90% of all media interactions are screen based

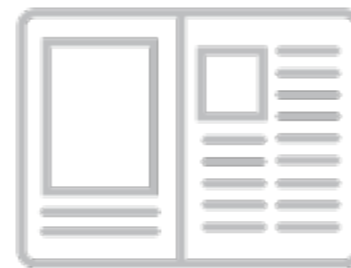
4.4 HOURS of leisure time spent in front of screens each day



RADIO



NEWSPAPER



MAGAZINE

10% of all media interactions are non-screen based

SOCIAL BUSINESS INTELLIGENCE: BENCHMARKING

**Ninety-
seven
percent
of marketers
are now using
social media
for business.**

86% reported
that social media is
**important to
their business.**

BENCHMARKING

STAGE ZERO

EXPLORING

BENCHMARKING

STAGE ONE

PLANNING

BENCHMARKING

STAGE TWO

PRESENCE

BENCHMARKING

STAGE THREE

ENGAGEMENT

BENCHMARKING

STAGE FOUR

FORMALIZED

BENCHMARKING

STAGE FIVE

STRATEGIC

BENCHMARKING

STAGE SIX

CONVERGED

BENCHMARKING

STAGE ZERO: **EXPLORING**

STAGE ONE: **PLANNING**

STAGE TWO: **PRESENCE**

STAGE THREE: **ENGAGEMENT**

STAGE FOUR: **FORMALIZED**

STAGE FIVE: **STRATEGIC**

STAGE SIX: **CONVERGED**

BENCHMARKING

STAGE ZERO: **EXPLORING**

STAGE ONE: **PLANNING**

STAGE TWO: **PRESENCE**

STAGE THREE: **ENGAGEMENT**

**SOCIAL BUSINESS INTELLIGENCE:
STAGE ZERO: EXPLORING**

SOCIAL BUSINESS INTELLIGENCE: STAGE ZERO: **EXPLORING**

- ✓ Attend the COOC Marketing Symposium
Share this presentation

SOCIAL BUSINESS INTELLIGENCE: STAGE ONE: **PLANNING**

STAGE I: PLANNING

1. Learning & listening to ensure a strong foundation
2. Strategy & resource development
3. Organizational alignment
4. Execution
5. No significant presence in social media channels

STAGE I: PLANNING

Learning & Listening

STAGE I: PLANNING

Learning & Listening

Search on social platforms for your category, your brand, your competition

STAGE I: PLANNING

Learning & Listening

Social Listening Platforms,
Consumer Research

STAGE I: PLANNING

Strategy

Top Social Media Marketing Benefits:

- Generating brand exposure/preference
- Increased website traffic/visitors
- Improved Google search rankings
- New business partnership opportunities
- Generating qualified leads / e-commerce sales
- Reduced marketing expenses
- Improved sales

STAGE I: PLANNING

Resource Development

Create a position within your company,
or outsource.

STAGE I: PLANNING

Organizational Alignment

STAGE I: PLANNING

Organizational Alignment

Identify your Social Media Champion.

STAGE I: PLANNING

Execution

Just Do It.

SOCIAL BUSINESS INTELLIGENCE: STAGE TWO: PRESENCE

STAGE 2: PRESENCE

Staking a Claim; Establishing a Presence

Pick a Top Performing social platform:

Facebook (95%)

Twitter (87%)

LinkedIn (68%)

YouTube (65%)

... and consider Pinterest

**SOCIAL BUSINESS INTELLIGENCE:
STAGE THREE:
ENGAGEMENT**

STAGE 3: ENGAGEMENT

Principles

Ensure your marketing energy and focus supports the aspects of your business that you want to be known and recommended for.

STAGE 3: ENGAGEMENT

Principles

Your customers are now your reviewers —
treat them accordingly.

STAGE 3: ENGAGEMENT

Principles

Your customers will be the source of some of
your best product innovations

STAGE 3: ENGAGEMENT

Principles

Be human, transparent,
and live up to mistakes quickly

STAGE 3: ENGAGEMENT

Principles

Be human, transparent,
and live up to mistakes quickly

STAGE 3: ENGAGEMENT

Principles

Structure and manage your organization to be
recommmendable from the ground up.





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Thank you!