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Lauren Friedman

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Lauren Friedman
@Lauren_Hannah

Lover of language. Perpetual optimist. Always opinionated. SF via CO. Social Business Enablement in @Adobe's Center of Excellence. Sass & thoughts are all mine.

San Francisco, CA

TWEETS	PHOTOS/VIDEOS	FOLLOWING	FOLLOWERS	FAVORITES	
19.2K	724	773	2,475	283	More ∨

Tweets   Tweets and replies

PINNED TWEET

Lauren Friedman @Lauren_Hannah · May 7

I literally just sang "You, you got what I need!" to the UPS guy unloading packages across the street. He was surprisingly amused.
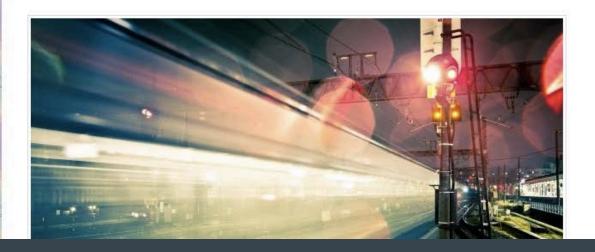
The OFFBEAT Report

Time (An Update)

April 8th in Create your happiness

LOOKING FOR SOMETHING?

To search, type and hit enter

NEW? START HERE.

It's not goodbye...it's see you around the office!

1 It puts your customers in the right frame of mind.

2 It helps create meaningful connections.

3 It sets you apart from the rest.

It's not what you say, it's how you say it.

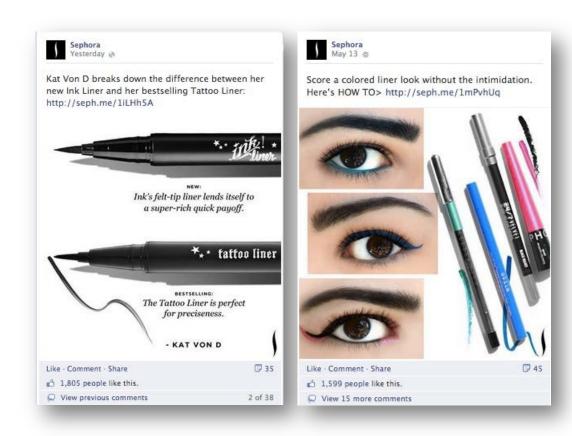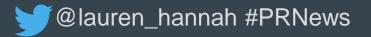| Identify your values | Identify your audience and expectations | Determine language and tone (personality!) |

What is it you want to tell the world?

❑ Why was the company set up in the first place?

❑ What value does your company have to offer?

❑ How are you different from your competitors?

Sephora knows who they are on social and what value they add:

- Expertise

- Exclusive information from the brands they carry

- Exclusive events (classes, meet & greets, etc.)

- Tips & tricks

- Customer-centric inspiration

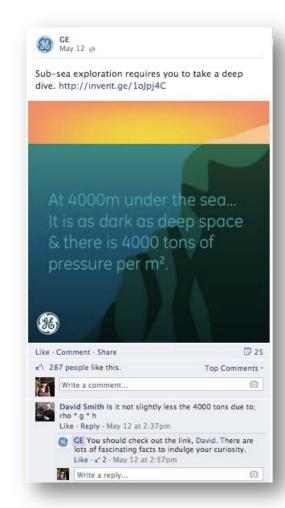# Who is your audience and what do they expect from you?

❑ Who are you talking to online?

❑ What do they want from you?

❑ How can you tailor your communications to your specific audience?

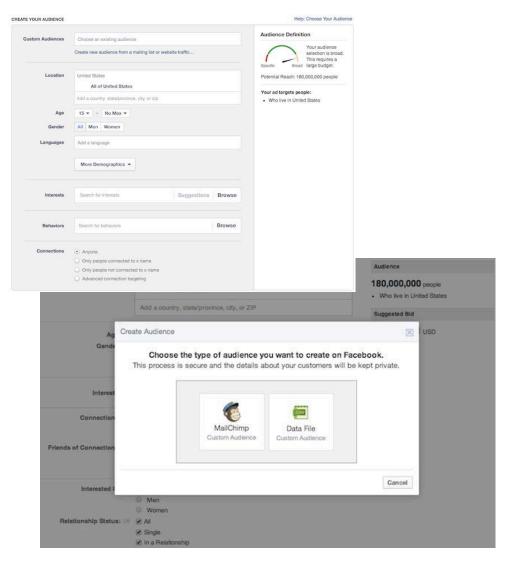**GE's Audience:** technical, educated, curious

Content themes:

• Informational

• Educational

• Innovative

• Entrepreneurial

Facebook Targeting and Custom Audiences

- Use your own contact list to reach customers with targeted ads on Facebook.

- Retarget website visitors

- Reach mobile app users on desktop (and vice versa)

- Retarget Facebook users based on search history

Create a Facebook-exclusive experience.

- "Join our Facebook page for exclusive sales and deals!"

- "Join our community to get the latest news before anyone else!"

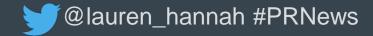- "Like us on Facebook for inside, never-seen-before information!"

How do you to talk to your customers?

❑ How formal do you want to be?

❑ Do you want to be technical?

❑ Will you use colloquialisms and slang?

❑ How do your customers already talk to you?

Taco Bell
May 6

Chalupas. Gorditas. Gimme.

Like · Comment · Share   301
Traci Roe and 11,157 others like this.   Top Comments

Intel
May 6

Powerful apps are turning tablets into trusted travel companions. What are your favorite apps to use when you travel? http://intel.ly/1fJldZX

Like · Comment · Share   3,002
247,771 people like this.   Top Comments

Tiffany & Co.
May 9

Enchant her this May 11.

Shop #Tiffany Mother's Day gifts:
http://bit.ly/1irz9XF

Like · Comment · Share   419
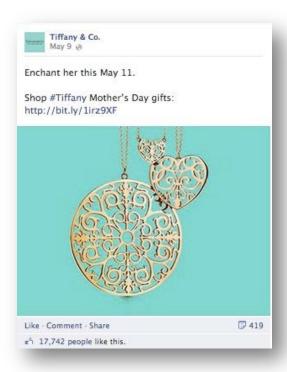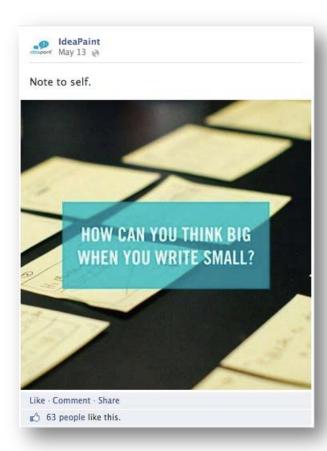17,742 people like this.

Weird. Witty.
Irreverent

Smart.
Educational.
Inspirational.
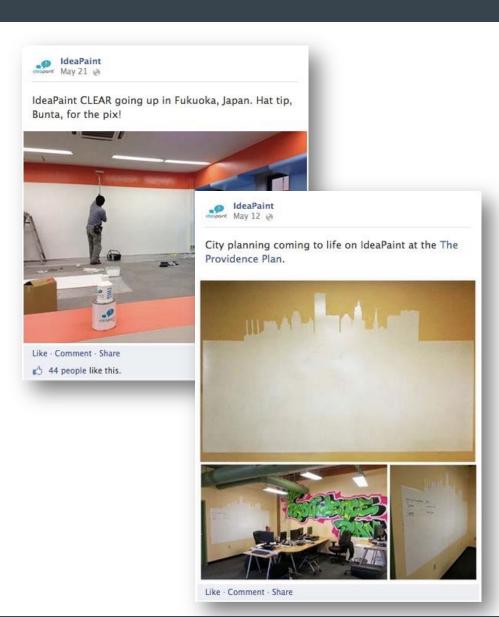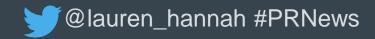
Classic. Elegant.
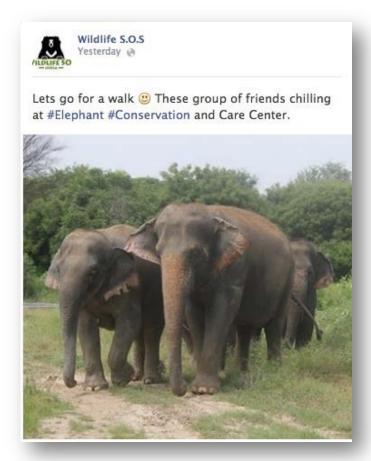Refined.

Determine Language & Tone

Entertaining.
Creative. Casual.

Cute. Informative.
Shareable.

Every good conversation starts with good listening.
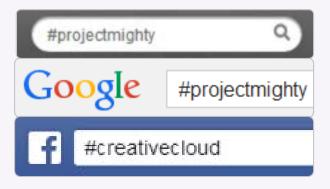
7 possible listening objectives	
Objective	**Definition**
Radar	Early warning system on product quality or service issues
Learn	Learn keywords customers use to fine-tune search engine optimization (SEO) and search engine marketing (SEM)
Track	Track conversations through the lifecycle of a campaign
Identify	Identify sites, key opinion formers, and peer influencers for engagement
Support	Provide information or answer questions where consumers are online, such as forums
Ideation	Attain ideas to innovate products, services and marketing
Connect	Connect with industry influencers and build relationships

Search for specific trends or topics.

Paid tools like Adobe Social offer more robust features and workflows.

Use Facebook, Google, etc. search bars for basic searches (try hashtags too!)

Moderation and escalation workflows for customer support and engagement management
All interactions tracked in one place
Metrics and analytics
Publishing and campaign management
Governance

Awareness

Preference (Reputation)

Product Innovation

Business Objectives

Lead generation

Customer Satisfaction

Conversion

Revisit your objectives to ensure that your KPIs allow you to measure success.

- Counting metrics (Likes, Retweets, Views, etc.) show program performance, not business performance.

- Outcome metrics quantify the impact of social media programs (reach, conversion rate).

Adobe

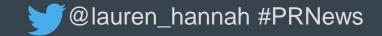How can we drive Marketing Cloud awareness and thought leadership?

Awareness

Acquisition:
- Gain exposure
- Generate interactions

Facebook

Reach
Conversion rate
Engagement

Twitter

Conversion rate
Share of voice
Interaction rate

Loyalty:
- Foster dialogue
- Promote advocacy

Facebook

Unique Contributors
Conversion
Engagement

Twitter

Active advocates
Advocate influence
Advocate impact

Use data to drive **actionable insight**.

Data	Insight	Action
WHAT	WHY	HOW

Tactic: Create Regular Reports

Social Marketable Universe — Marketing Cloud / North America

Total SMU: 205,518 +5%
Pacing to Goal: +1%

Community Size by Platform

	Followers	% Change
Facebook	59,263	+15%
Twitter	141,760	+2%
YouTube	1,855	+18%
LinkedIn	2,834	+2%

Share of Voice — Adobe Digital Marketing SOV: 7%

Leads

Leads by Social Visitors: 24.0% of Total
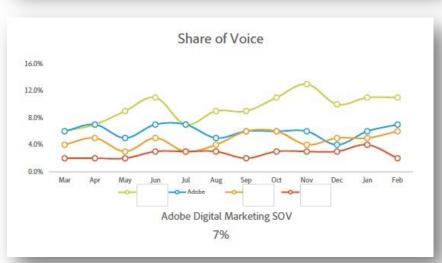Leads with Social as Last Touch: 7.6% of Total

Tip: Decide which metrics matter; don't get distracted by interesting, but non-actionable numbers.

Don't start from scratch. Identify your core values, your current audience and their expectations.

Write like you talk. Ask questions, tell stories, listen and relate to people.

Be rich & smart (and amusing). Not quick and easy.

Remember the content cycle: write & publish, listen & engage, measure & optimize.