PRNews' Social Media Summit WITH Taste OF TECH June 3 | NYC

#PRNews

Wake Up Call for Social Media Leaders

Tech Trends That Will Transform Your Social Media Strategies

@JoieHealy

Joie Healy
Sr. Manager Social Media Corp Comms
CISCO

@sfemerick

Susan Emerick
Manager, Influencer Engagement
IBM

Agenda

Social Media Landscape

Content Development and Delivery

Maximizing Engagement

Key Takeaways

There is no shortage of social networks.

What does this landscape look like?

400 million users with 925,000 new daily users
Brands and users can build circles
Good platform for SEO

70 million users; 68% female
Fashion, food, wedding, décor
Best for discovery and archiving

240 million users
Business-oriented social network

150 million users
Visual content
Hashtags are a popular method for engagement

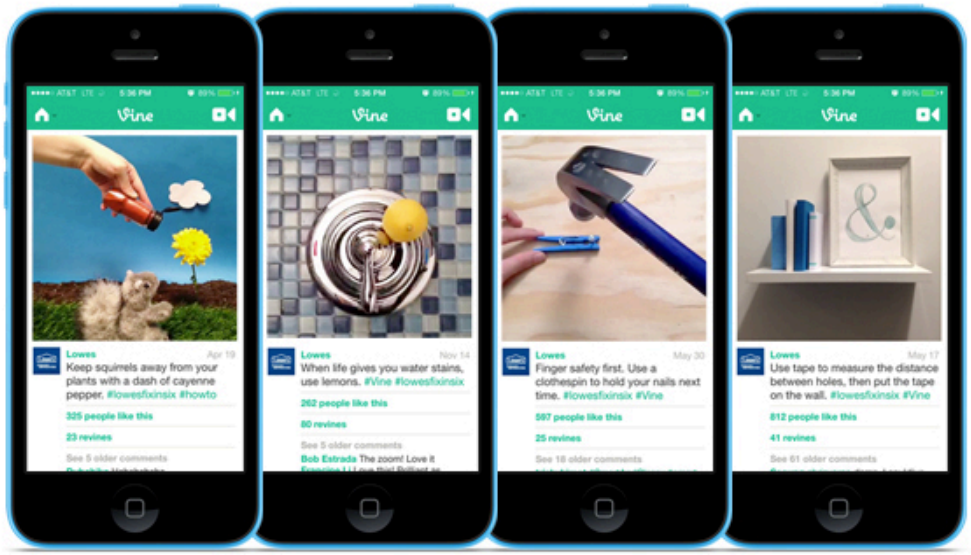
1 billion active users
2.5 billion pieces of content shared each day
Best for communicating with consumers

560 million users
Largest penetration in the US
Micro blogging site

The Next Wave

- **Direct Messaging Apps** like WhatsApp and SnapChat are changing the landscape and raising communication possibilities for digital marketers.
  - Customer service is proving to be the best use for these apps so far

- **A picture is worth 1,000 words**. Or, in this case, a video clip. Vine allows brands to create 6-second stories with its looping video offering. Brands are still trying to figure out how best to leverage the app, with Lowe's 'Fix in Six' effort proving to be one of the more buzzed-about examples.



The Wave Continues

- **Google boosts quality content.** The constant updates to Google's search algorithm keeps us on our toes when creating new campaigns and updating old content. With the introduction of Panda 4.0 in May 2014, quality content continues to gain recognition from Google as it is boosted higher in searches.

- **Wearable tech is here to stay.** According to Deloitte, the wearable tech market will reach 10 million devices and $3 billion in revenue in 2014

  - Data is power. Brands can leverage data mined from these always-on wearable devices to gain better consumer insights and deliver more targeted ads and campaigns.
  - All wearables are producing data for marketers, but the ability to act on this data is what will set brands apart in this movement.
  - Consumer adoption is full grown, while the enterprise is still finding a way to solve business problems with wearable tech

Take a tailored approach to content

Be strategic

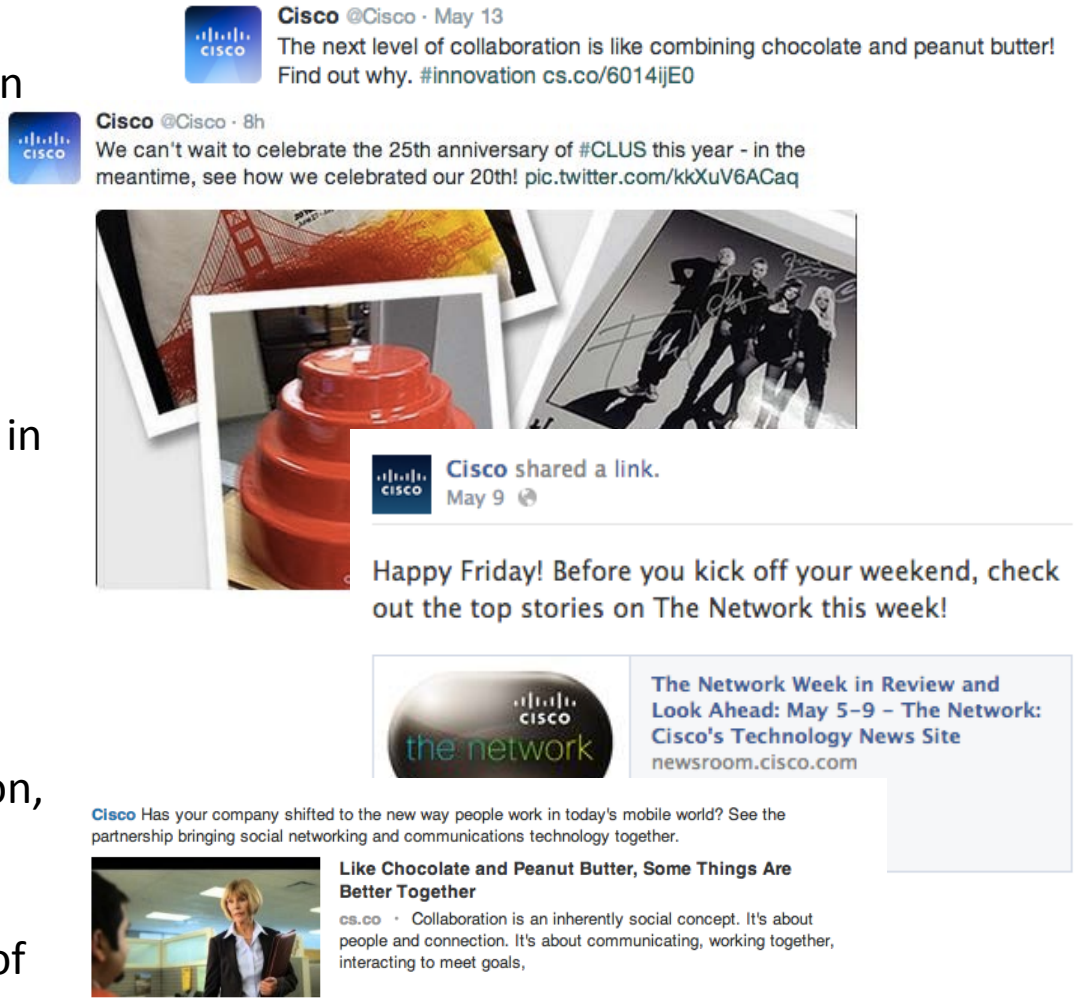
Each platform has a difference audience base. Tailor your message accordingly – on Facebook, posts can be more personal, versus LinkedIn where you should be highlighting business and industry news.

10:4:1

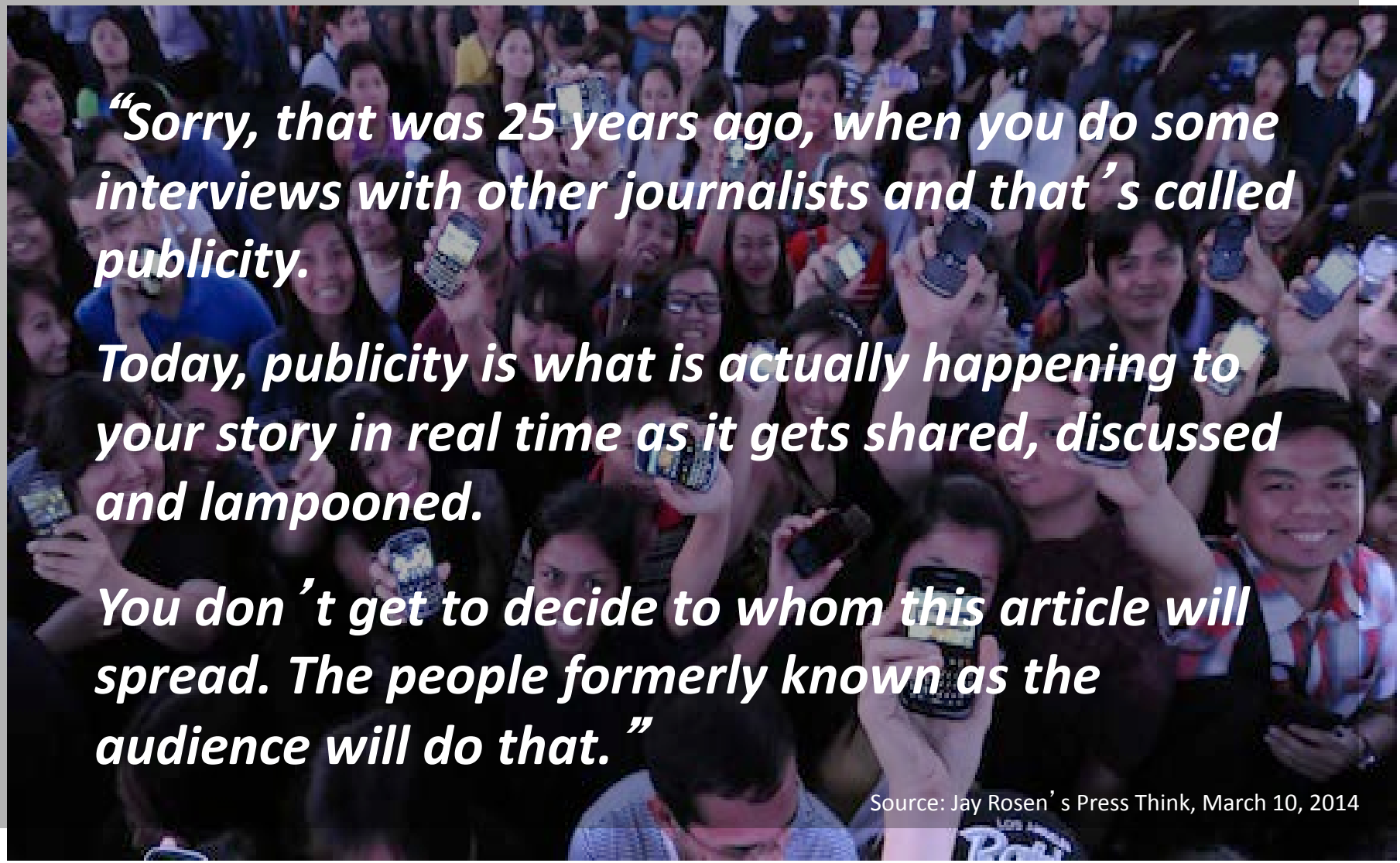
For every 10 posts about your brand, mix in four third party sources and one outside sentiment. Keeping the content mix fresh helps you to avoid sounding spammy.

Consistency is key

No matter what channel you're posting on, they all have one thing in common – stagnant channels convey a lack of presence. Be consistent in your cadence of posts and your voice.



Individuals are in control now



"Sorry, that was 25 years ago, when you do some interviews with other journalists and that's called publicity.

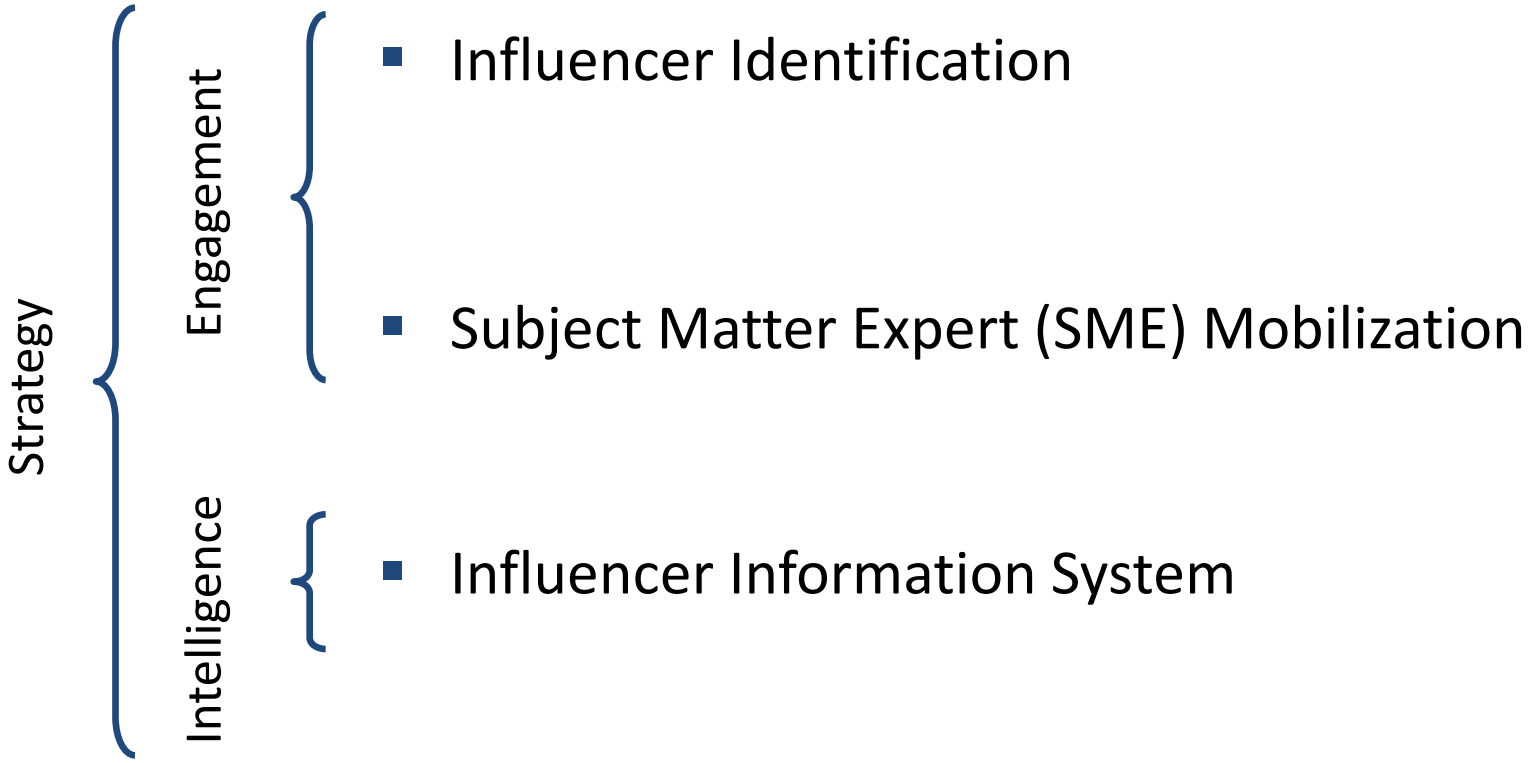
Today, publicity is what is actually happening to your story in real time as it gets shared, discussed and lampooned.

You don't get to decide to whom this article will spread. The people formerly known as the audience will do that."

Source: Jay Rosen's Press Think, March 10, 2014

So, what are we doing about it?

Build a new system for influencer engagement



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Identify your top brand champions

- Influencer Identification
  - Knowing the right people with whom to engage
  - Understanding who to target to work smarter, not harder
  - Monitoring brand impact on SMIs in the marketplace
- SME Mobilization
  - Utilizing your brand's best "owned" assets for messaging
  - Leveraging experts to increase awareness
  - Promoting earned media to drive business success
- Influencer Information System
  - Providing reliable and valid data around who matters in the digital marketplace
  - Understanding trends in authority among market segments, client groups, employees
  - Leveraging cross-over opportunities

Enabling your internal SMEs to know the right people with whom to engage will drive efficiency and impact for your brand in its overall social strategy around owned and earned media marketing and communications.

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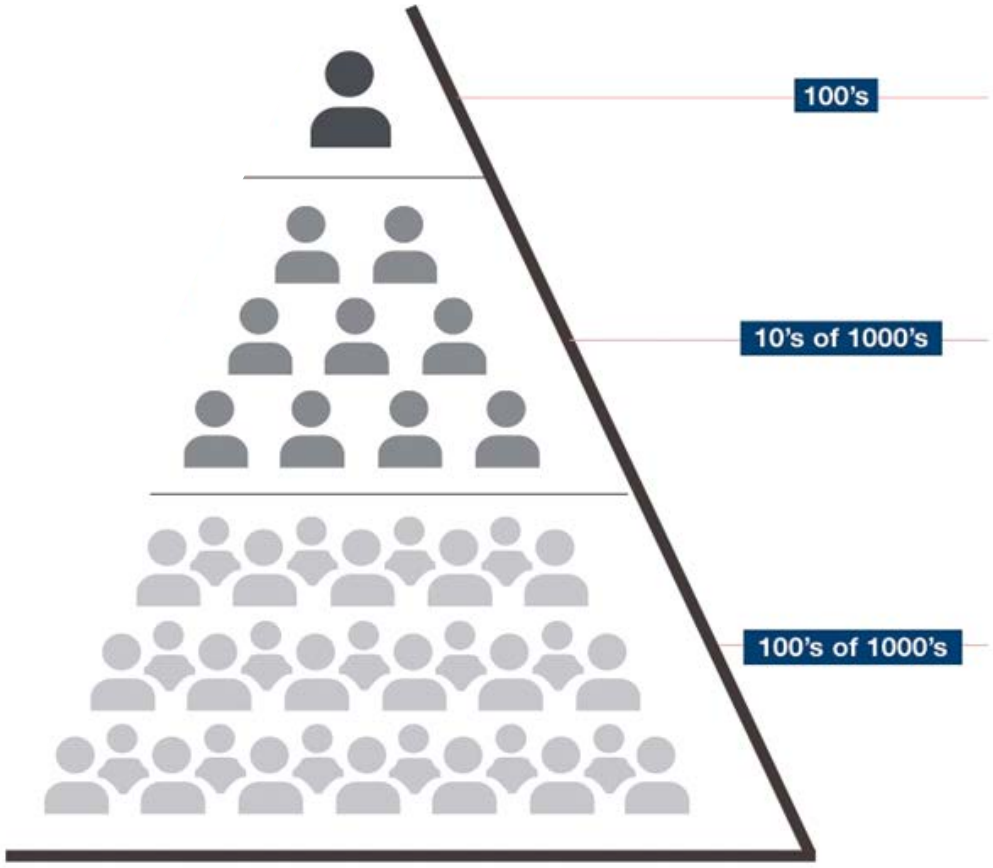
The system is built on *engaging* the right employees

IBM uses an intentional system of enablement to support its enterprise transformation through social business. There are two approaches; the first focuses on enabling experts in the context of IBM's go-to-market programs



IBM Select

- High touch, high value SMEs
- Nominated to the program
- Strategic, tactical external placement
- Provides personal coaching, mentoring, and measurements

FORWARD THINKER

- Intermediate touch, high value SMEs
- Self-select into the program
- Opt into automated web services that surface their expertise and opportunities to connect and interact externally and internally based on the needs of the business

The Digital IBMer Hub

- Self-service model
- Low touch, high volume core enablement education for all IBMers
- Offers learning and activities – helping IBMers interact safely, securely and effectively using social platforms

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Creating signature moments that engage influencers

A cadence of monthly "signature moments"

Big announcements that demonstrate progress against the strategic imperatives, amplified by high-impact marketing and communications support

Building trust and credibility

Senior leaders and SMEs who possess deep expertise on a particular subject engage with select influencers to explain and build confidence in a brand's strategic narrative and support signature moments

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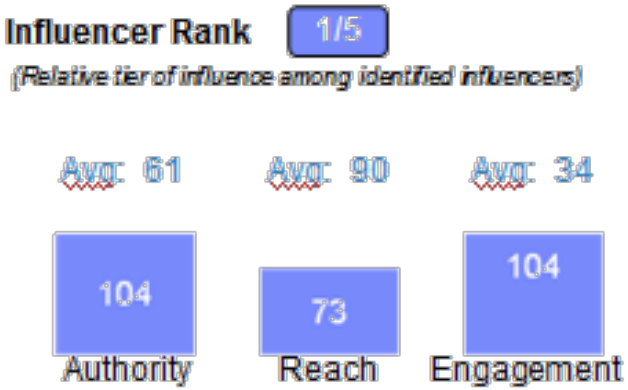
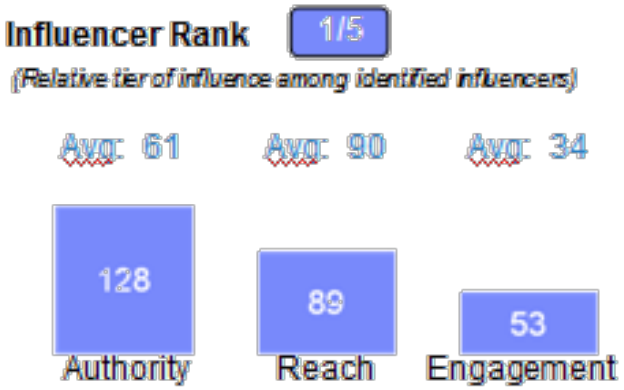
Influencers are not always in traditional media

Data Scientist, Manager, Predictive Analytics Leader



Chief Innovation Office & Founder, Big Data Scientist



Data Scientist in Residence

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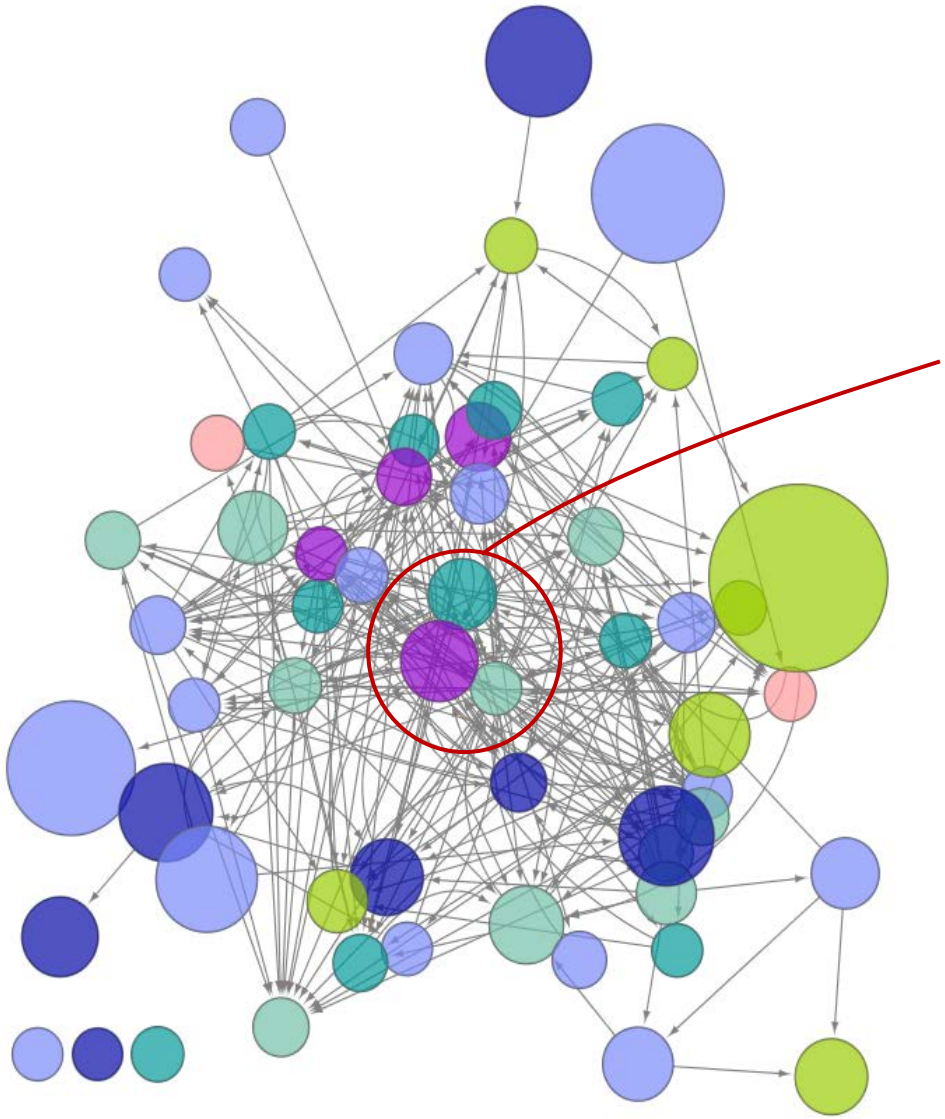
Social Media Analytics reveals the key influencers



Overall Twitter Connectivity Network, by Edge Betweenness
April 1 – June 30, 2013

Edge betweenness is a measure of an author's ability to broker communication between individuals who are not already connected. Influencers closer to the center have higher measures of edge betweenness.

Legend

- **Arrow:** Indicates that one influencer mentions another on Twitter.
- **Node Size:** Nodes increase in size with higher numbers of overall Twitter followers.
- **Node Color:** Indicates influencer's profession.

Business Professional
LoB Professional
Journalist/Media
C-Suite
Consultant
Analyst
Academic

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An IBM example of Influencer Engagement

What we were announcing

- IBM Watson Group
- 2000 professionals
- $1B+ in funding committed
- $100M direct investment fund
- New Watson HQ – NY (Silicon Alley)
  - Incubator
  - Design Center
  - Solution Center
- New Watson Offerings
  - Watson Discovery Advisor
  - Watson Analytics
- Ecosystem Update
  - New partners
  - 750+ applications

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A signature moment that nearly wasn't

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IBM Struggles to Turn Watson Computer Into Big Business

Revenue Is Far From Company's Ambitious Targets

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By SPENCER E. ANTE | CONNECT

Updated Jan. 7, 2014 9:16 p.m. ET

Three years after International Business Machines Corp. (IBM -1.25%) began trying to turn its "Jeopardy"-winning computer into a big business, revenue from Watson is far from the company's ambitious targets.

Enlarge Image

Since IBM Chief Executive Virginia Rometty took over in early 2012, IBM has stumbled more often as new technologies threaten some of its lucrative franchises. Bloomberg News

IBM Chief Executive Virginia "Ginni" Rometty has told executives she hopes Watson will generate $10 billion in annual revenue within 10 years, according to an October 2013 conference-call transcript reviewed by The Wall Street Journal. She set that target after the executive in charge of Watson said its business plan would bring in $1 billion of revenue a year by 2018. That would make Watson the fastest IBM business unit to reach the $1 billion milestone.

Three years after IBM began trying to turn its "Jeopardy"-winning computer into a big business, revenue from Watson is far from the company's ambitious targets. Spencer Ante reports. Photo: Getty.

But Watson had total revenue of less than $100 million as of late October, according to the transcript. One of its first big projects, with the University of Texas M.D. Anderson Cancer Center, was "in a ditch" in early 2013, said Manoj Saxena, the executive overseeing Watson.

IBM executives still believe Watson could become one of the biggest innovations in the company's 103-year history, alongside the mainframe and personal computer. In a sign of Watson's potential, IBM plans a major announcement about the business Thursday, said a person familiar with the matter.

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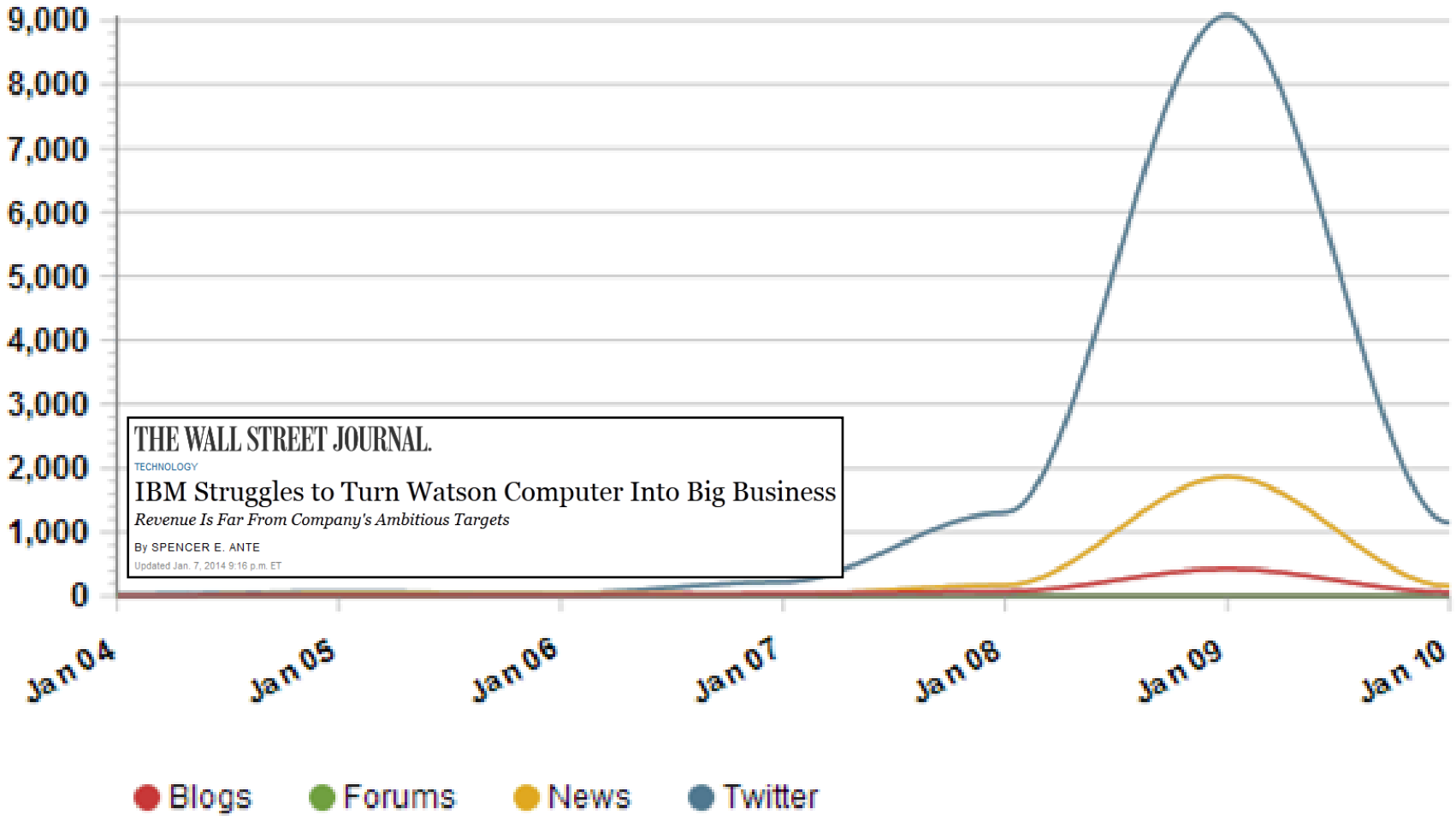
The power of Influencer Engagement

From a potential derailment to a blip on the radar



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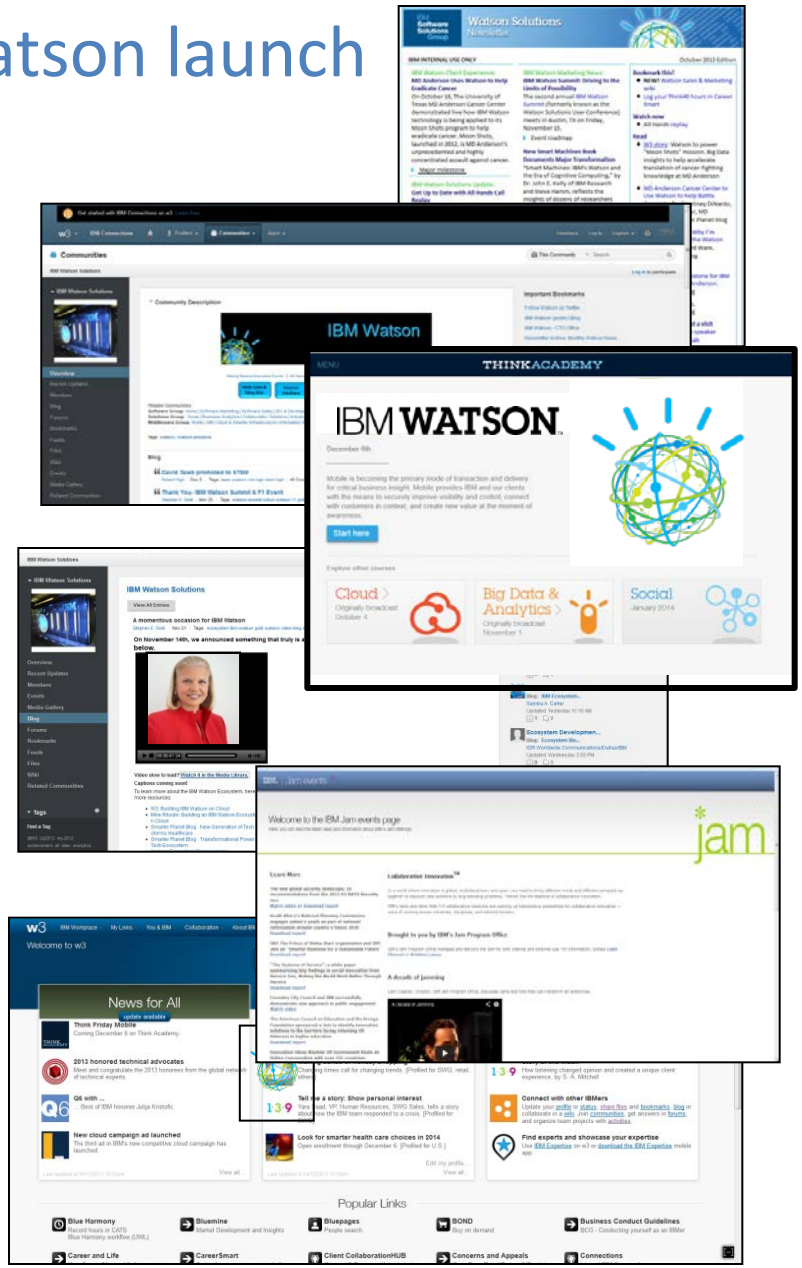
Signature moment: Watson launch

Event
- 280+ attendees / 3,000+ global live stream viewers
- “C” Level client-led content
- 12 Watson demos

Coverage
- 540M+ media impressions (87.2M on Twitter)
- 36,500+ new LinkedIn Members
- 600+ earned media placements

Digital Activation
- New Watson Microsite
- YouTube, Tumblr takeovers (60K+)
- Instagram, Reddit, LinkedIn, FB leverage
- Image gallery (120K+ views)

Outreach and Advertising
- Digital billboard at Grand Central Station
- NPR digital and radio spots
- Sponsored tweets



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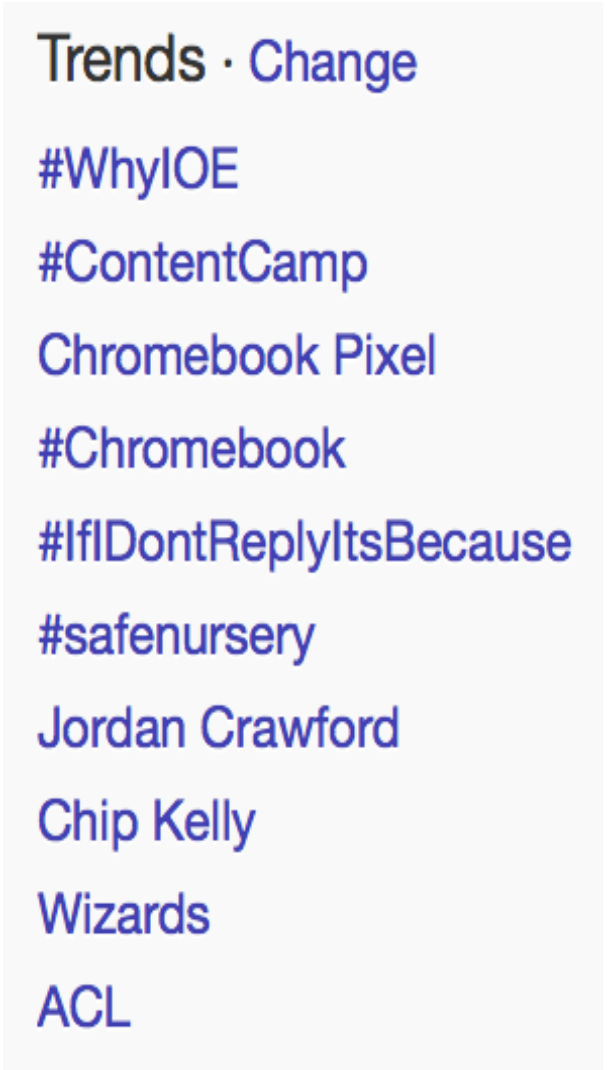
Cisco asks: #WhyIOE

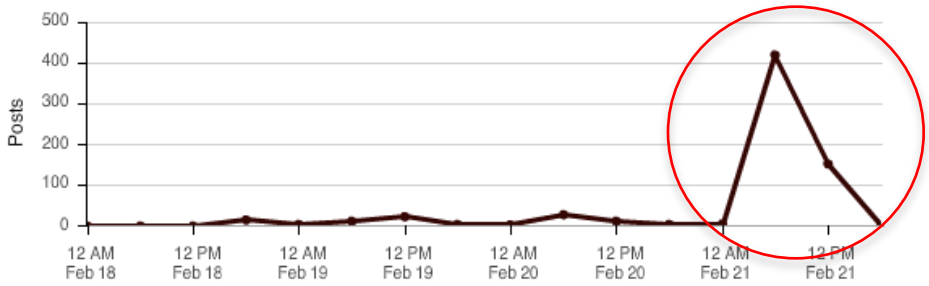
Leveraging Twitter Chats to drive IoE conversation

- The Internet of Everything is one of Cisco's key initiatives
- Cisco identified Twitter as the best medium to educate about the difference between IoT and IoE
- The company successfully planned, managed and executed a Twitter Chat dubbed '#WhyIoE' that resulted in a trending topic, making it the most successful chat in Cisco history



Why was this successful?

- Hashtag was relevant and unoccupied
- Twtvite leveraged as a public RSVP invite
- Relevant moderator and credible third party host
  - Dave Evans (Cisco) and Brian Solis (third party)
- Posted on Cisco channels leading up to the Twitter Chat
- Encouraged employee champions to engage with the chat



Conversations on Twitter spiked during the chat - #WhyIoE was fueled by **150 unique participants** and generated more than **700 tweets in 30 minutes**

Key Takeaways

- Influencers are not necessarily traditional media
- Content consumption preferences have evolved
- Harnessing insights from social media analytics is a must
- Keeping pace with emerging tech is critical, but don't try to be on all platforms, you'll never keep pace. Prioritize engagement on platforms your customers and key decision makers frequent

Any questions?

@JoieHealy

Joie Healy
Sr. Manager Social Media Corp Comms

CISCO

@sfemerick

Susan Emerick
Manager, Influencer Engagement

IBM