

Putting It All Together

Executing A Strategy That Successfully Connects You And Your Audience

Todd Wilms, Digital Marketing Leader, SAP



#prnews

@toddmwilms

A dirt path winds through a forest with tall, thin trees. Sunlight filters through the canopy, creating a soft, hazy atmosphere. The ground is covered with green grass and some yellow wildflowers.

Strategy
Spring

A dirt path leads through a lush green forest. The trees are full of vibrant green leaves, and the path is flanked by yellow wildflowers. The scene is bright and clear.

Let Go
Summer

A large, solid yellow circle is centered in the image, overlapping the four seasonal panels. It contains the number '4' and the text 'Simple Steps' in white.

4

Simple Steps

A dirt path is covered in a thick layer of fallen orange and red leaves. The trees in the background have some autumn-colored foliage. The scene is warm and colorful.

Converse
Fall

A dirt path is completely covered in snow. The trees are bare and dark against a light, overcast sky. The scene is quiet and cold.

ROI
Winter

Strategy

Step 1: Spring

1

A photograph of three purple crocus flowers in a field of grass. The flowers are in various stages of bloom, with some showing yellow and white variegation. The background is a soft-focus field of green and brown grass. The text is overlaid on the image in white.

Not A Strategy:

"Facebook"

"Leads"

"Quickly To Market" *

* Ready, Fire, Aim



Strategy Is Empathy

What Does Your Audience Want?

Where Are They?

If You Were Them . . . ?

#prnews

@toddmwilms

Strategy: Executed

Be Philanthropic

Content Aligns To Audience Needs

Blend Rule of 3rds:

Thought Leadership - no brand mentions

Value Leadership - soft-sell branding

Product Leadership - branded product mrktg.



Delight and Let Go

Step 2: Summer

2

Not Delightful:

Talking AT You
Overly Orchestrated
MY Story

#prnews

@toddmwilms

Delight And Let Go

Solve Their Story

Looking for LTR

Use Wit and Whimsy

"Until Robots Or Apes take over the world, everyone is human"

#prnews

Read: *There is no
B2B or B2C: It's Human
to Human #H2H*

@toddmwilms

Step 3: Fall

Real Time Conversations

3



Real Time Conversations

Insert Yourself In Activities
In Real Time

NYC Blackout Example



Real Time Planning

Create content against
real time moments

Requires:

Planning - scenarios

Nimbleness

Authenticity

Step 4: Winter

Risk, Not ROI

4

Risk, Not ROI

ROI is code for "I Don't
Understand, Reassure Me"

*"Not everything that counts can be counted, and not
everything that can be counted counts" -
Socialologist William Bruce Cameron*

Moving To Risk

Put In Terms Of Risk For Doing/Not
Doing Behavior

Paint Your Future State:

Competitors - seen / unseen

Audience Expectations

Addressable Market - today / future

Lastly

What Is Your Book Title ?

thank you

Todd Wilms
SAP

neustar

#prnews

@toddmwilms

Bonus: Measurements

What Matters Most
Prioritize Based On
Your Strategy

Bonus: Measurements

What is better: 1,000 views, 100 likes, 10 comments, or 1 lead?

Answer: It all depends on your strategy.

There is NO universal best measurement, it is all based on your goals.

Bonus: Resources

ALTIMETER GROUP: CHARLENE LI, JEREMIAH OWYANG, SUSAN ETLINGER,
BRIAN SOLIS

ADHOCNIUM: CHRIS HEUER

PUREMATTER: BRYAN KRAMER

BRAND INNOVATORS: TED RUBIN

ADAM HELWEH, STEVE FARNSWORTH, JANET FOUTS, DAVE COX, OR JOEL COMM
DELOITTE, MCKINSEY, MIT SLOAN, HBR, IDC, ETC.

SEARCH FOR: SOCIAL BUSINESS, BUSINESS TRANSFORMATION, SOCIAL SELLING,
COLLABORATIVE NETWORKS, SOCIAL RECRUITING, SOCIAL SUPPLY CHAIN, ETC.

OR JUST FOLLOW @TODDMWILMS