

David Kellis
 Director, PR & Social Media
 @flacks76

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BIG 4 THINGS TODAY

- Organic Social Media (for B2C Brands) is Dead
- Now What?
- The Influencer Opportunity/Dilemma
- Listening

It's Over...

Organic Social Media

#RIP

Exceptions



Twitter...

- If you have influencers, stakeholders, customers following you – especially B2B brands or companies, B2C corporate
- If you are an influencer or publisher

Now What?



or



We're Happy!



Earn It!

Option 1

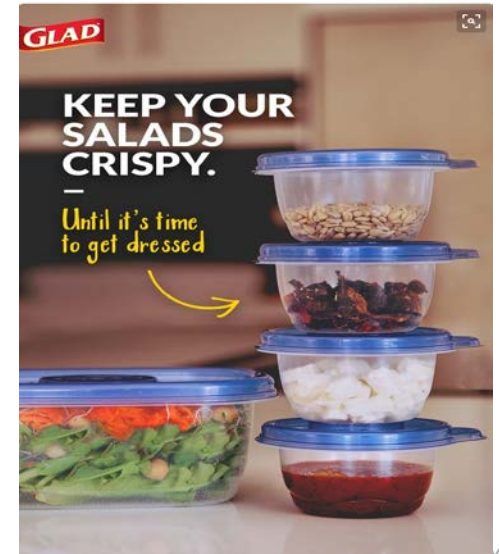
- A return to ugh... focusing on media relations and blogger outreach



Earn It!

Option 2

- Create the content used in Paid Social
 - Get earned media via people sharing your content



Earn It!

Pinterest or Twitter

- The only places where promoted posts get shared at scale
 - The opportunities can be huge
 - We still have a unique skill to create stories/angles that will earn coverage



Influencers



How do we do this right?????

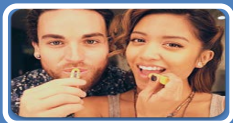
Influencer/WOM



Celebrity



Subject Matter Expert



Social Media Influencer



Consumers/WOM



Media!!!!

Lean in to Listening



- Mine this rich data for insights and ideas
- Hypotheses help you sort through data
- Customer service function of Social is **CRITICAL**

BIG 4 TAKEAWAYS

1. WAKE UP - ORGANIC SOCIAL MEDIA #RIP
2. EARN YOUR WAY BACK
3. CUSTOMIZE YOUR INFLUENCERS
4. LEAN IN TO LISTENING



QUESTIONS?