

Dave Evans

Foreword by Susan Bratton, CEO of Personal Life Media

Social Media Marketing

AN HOUR A DAY

SECOND
EDITION



Advance Praise for *Social Media Marketing: An Hour a Day, Second Edition*

“If you’re looking for the definitive guide on social media, look no more. You are holding it in your hands. Whether you’re a social media novice or veteran, this book will be an invaluable resource in your journey to social media enlightenment and success.”

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“Social Media Marketing: An Hour a Day, Second Edition is an important book not just for marketers but for all business leaders. It focuses on how social technologies are changing the very nature of the ecosystem that businesses operate in—from customers to partners to employees to other stakeholders. Dave covers this wonderfully and focuses on how a company has to change its systems and processes internally to adapt to this ever changing reality. It’s a must read for current and future business leaders of all types!”

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India Marketing Head, BraveNewTalent

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—IRA KAUFMAN, PhD; Assistant Professor,
Lynchburg College; President, Entwine Digital

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Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, flowing script.

NEIL EDDE
Vice President and Publisher
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To my friends Jack and Dewey for showing me how to see what's out there, and to my family for the drive to chase after it.



Acknowledgments

Social media and the rise of the social web are by definition a collaborative effort, and so the ideas in this book have come from everywhere. Dr. Richard Mancuso (physics) and Dr. Kazumi Nakano (mathematics) put me on a path seeking a quantitative understanding of the world around me. You'll see the connection in Chapter 13, "Week 1: Objectives, Metrics, and ROI." Dr. Anthony Piccione (poetry) gave me an appreciation for the written word. Steve Tufts pulled me from R&D into marketing and product management, and then Phil Ashworth pulled me into the space program. Xray introduced me to the "Why?" committee, and Roy Fredericks provided a social context for understanding business as it applies to earning loyalty in the Millennial generation. You'll see these connections too.

Susan Bratton and everyone at ad:tech, Pete Blackshaw, and Jim Nail provided the mentoring and thought leadership that led me into noninterruptive, trust-based marketing. My experience with the Word of Mouth Marketing Association formed the underpinning of my interest in and exploration of social media as a formal marketing discipline. Special notes to Robert Scoble for his commitment to business blogging and his conceptualization of the social media starfish; to Christopher Locke, aka Rage Boy, and his Entropy Gradient Reversal (he's never heard of me, but I've been reading his stuff for years); and to Dave Ellett for his connection of the purchase funnel and social web through the social feedback cycle. My thanks to Alexa Murphy and everyone at Wiley/Sybex, in particular Dassi Zeidel and Willem Knibbe. I appreciate their continued support.

I am indebted to Jake McKee, the technical editor for this book. Jake is an evangelist for customer collaboration, online communities, and fan groups. Jake was the global community relations specialist for the LEGO Company, where he spent

five years on the front lines of customer-company interaction, building social projects and programs. Jake has a rich background in web development, community management, business strategy, and product development that gives his community work and insights into the subject matter of this book a unique spin. Jake is currently the principal and chief ant wrangler at Ant's Eye View, a Dallas-based customer-collaboration strategy practice. I highly recommend talking with him.

Where would I be if not for Austin, Texas, declared by city charter to be a multimedia industry-supportive city in 1994. My colleagues in Austin's city government, especially Jim Butler, and the professionals and partners I worked with at GSD&M and FG SQUARED all contributed to this book. My sincere appreciation to each of the businesses and organizations that contributed case studies: Without you and the work that you've shared, this book would be significantly less valuable. In the same way, to Warren Sukernek and the rest of my community on Twitter and Amazon whose comments and reviews helped to improve this book, thank you all.

Finally, to my wife, Jennifer, and son, Broch. Writing a book while launching a start-up and running a business in a discipline that has been exploding since mid-2006 is often toughest on those who are closest. For them, my love always.

About the Author



“If I couldn’t interrupt you, how would I reach you?”

That’s the question that Dave starts with as a communications expert focused on social media and its application in business. Dave has worked with global brands in the United States, Europe, and Asia, including Philips, Dell, Meredith Publishing, PepsiCo, United Brands, and the Dallas/Fort Worth and Bangalore International Airports across a wide range of social technology applications.

Dave is the cofounder of Social Dynamx. Based in Austin, Texas, the firm offers a truly enterprise-scale, social, customer-care solution, designed to handle the tens of thousands of social interactions that major brands are presented with each day.

Dave is also a ClickZ columnist and frequent conference speaker. He has served on the advisory board for ad:tech and the measurement and metrics council for the Word of Mouth Marketing Association.

Prior to his work in advertising and digital media, Dave was a product manager with Progressive Insurance Company and a systems analyst for the Voyager deep-space-exploration program with Jet Propulsion Laboratory/NASA. Dave holds a BS in physics and mathematics from the State University of New York/College at Brockport.

In the event that you’d like to interrupt Dave, the easiest way to do it is via Twitter (evansdave) or email (dave.evans@socialdynamx.com). For more information on the book, or to download the worksheets that go along with it, please visit <http://www.ReadThis.com> or <http://www.Facebook.com/SocialMediaSkills>.

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Foreword

Ten years ago Dave Evans became one of my go-to guys for delivering a fresh stream of case studies from his work for famous brand clients. You see, I was responsible for the competitive job of programming ad:tech, the leading digital marketing conference. I *had* to snap up the best speakers, like Dave, before my competition could.

Dave had serious marketing chops. His combined experience with rocket science (true!) and consumer marketing gave him insights that wouldn't even dawn on his peers.

He's a secret weapon for *you* now that you've smartly chosen this updated version of his solid classic on social marketing.

Dave's teaching style is reassuringly methodical and inspires you to throw yourself into trying new strategies that frankly can't be ignored in a world where your grandma is now your friend on Facebook.

Social conversation is the most powerful form of communication. It's a marketer's duty to be part of that conversation now. Yet it's imperative to choose the "right" social channels to leverage, based on your brand's needs, your collective corporate assets and talents, and knowing where your customers and prospects expect you to be.

This book is a touchstone you'll use to confidently decide where you'll be present in the social sphere and what you can selectively ignore without a "gotcha."

Further, you'll discover the principles of social marketing in a simple, experiential process. Loaded with examples, the "hour a day" structure gives you the confidence that you've surveyed an exhaustive list of options. It's a practical book that allows the uninitiated as well as the experienced business pro to convert more prospects to customers faster and to delight and grow your existing customer base more quickly.

The sweetest is last....

Do not miss the worksheets in the back of this book. Hah! These are cheat sheets! You are going to look like such a pro in front of your boss and your peers. Your ultimate social media plan is going to be unassailable, bulletproof, and impressive.

Enjoy the process. There's nothing more fascinating than social media in the world of marketing today.

—SUSAN BRATTON

Chair Emeritus, ad:tech Conferences and CEO, Personal Life Media, Inc.

Introduction

I had (and still have) a dream that the Web could be less of a television channel and more of an interactive sea of shared knowledge. I imagine it immersing us as a warm, friendly environment made of the things we and our friends have seen, heard, believe, or have figured out. I would like it to bring our friends and colleagues closer, in that by working on this knowledge together we can come to better understandings.

—TIM BERNERS LEE, 1995

When I wrote the first edition of this book in 2007, social media was a fast-growing marketing phenomenon. The crush of the feedback cycle—driven by digital word of mouth in the form of blog posts, pictures, video, ratings and reviews, and more—was having a pronounced impact on marketing. As if a one-two punch, at the same time all of this new consumer-generated digital media was reducing the hours that sections of the mainstream audience were spending with traditional media. The marketing landscape was shifting, permanently.

Five years on, and the vast majority of the hyped-up evangelists have been proven correct. If anything, they *understated* the impact that global connectivity and ever-present smartphones would have. So now here we are in 2012: Social media marketing, and a common-sense “Hour a Day” approach to getting comfortable with it, is exactly what the doctor ordered.

Like the first edition, this new edition is for marketers wanting to combine social media skills and expertise with their existing, established capabilities. Much of the book is based on my experience as a marketer and product manager, positions where success is largely dictated by what others, *outside your direct span of control*, think of you. That is, more or less, how the social web works.

Building on the first book, cases have been updated and technologies that were only emerging in 2007 are covered in detail. Like in all of my books, there are numerous references to true experts for those wishing to dive more deeply into the specific tools and techniques that are now part of the very complex social landscape.

My motivation for exploring social media and its use *in business* arrived one day as I was feeling particularly overwhelmed by the rate of change in advertising and marketing and simultaneously exhilarated by the pure rush of consumer-generated information flowing to me off the Internet. I decided that day that I wanted to see the next generation—my son was about two years old at the time and beginning to make real use of his first iMac—grow up in a world without interruption, where the information needed to make an informed choice was readily available.

Building on the personal empowerment and liberation that the Internet offers, consumers are actively connecting with each other and sharing information about everything from cars and health to scrapbooking techniques and pool chemicals. In the process, they are either reinforcing marketing efforts or beating marketers at their own game by directly sharing their own experiences and thoughts with each other. Because consumers tend to trust conversations among themselves more than they do advertising, marketers are now finding their messages routinely held up for verification in forums over which they and their ad agencies and PR firms have little, if any, control. For these industries—very much used to control—this is the game-changer.

This book is about learning how to *properly* use the social web to your *business advantage* and about how to *effectively participate as a marketer* by adopting the underlying behaviors that power the social web and making them the basis for your business and marketing plans. It's about the fundamental paradox between *giving up control*—you can't control conversations that aren't yours—and simultaneously *gaining influence* by becoming a respected member in the communities that matter to you. This book is about realizing and putting to business use the powerful connection between participation and influence, and ultimately preparing for and embracing what's next.

How to Use This Book

I designed this book to be used in a variety of ways and by a variety of people. Some readers will have prior experience with social media, and some will not. Some will want to jump right in, and some will want to understand what social media is all about before putting their name on a plan that integrates social media into their currently working marketing program. There is something here for everyone.

You can begin reading this book at any point you'd like. Here are some suggested starting points and tips:

- Are you already comfortable with social media and looking to jump right in? If you have a good handle on your social reputation, start with Part III, "Month 2: Social Media Channels." You'll quickly cover your primary social media options and then get right into metrics and the creation of your plan. Do come back and read

Parts I and II at some point, because they contain useful insights and best practices supporting what you already know.

- If you're ready to get started but want to first understand how the things you are doing now are driving the conversations you'll discover on the social web, start with Part II, "Month 1: Prepare for Social Marketing." If you find you have questions about why social media is emerging, take a quick look at Part I as well.
- If you are a seasoned marketer, I'd suggest starting with Part I, "The Foundation of Social Media." The first three chapters are short, about half the length of those that follow. However, they also set the ground rules for the *business use* of social media and provide a solid transition for experts of traditional marketing looking to build new skills in social media. Read these on the train, on the plane, but please not while driving your car.
- What if you're really new to marketing? What if you're a sole practitioner looking to understand social media and develop a practice of your own? This book is certainly for you. My only assumption is that you have a basic marketing plan now. If not, then you may want to create that first, using the online planning guide written by marketing expert Shama Kabani. It is specifically for independent professionals and service firms. You'll find the guide at <http://www.marketingzen.com/>.

Regardless of where you start, beginning with Part II, each chapter includes a week's worth of exercises and is designed to be completed in sequence in about an hour each day. The result, depending on how you approach the exercises, is either your actual social media plan or a framework for a plan or RFP. If you'd like to skip the exercises—perhaps you are reading the book for theory and understanding, or maybe you simply want an overview of social media and its application in marketing—you can do that. The issues, concepts, and techniques presented will still flow logically. Make no mistake, though; if you don't do the exercises, you will not come out with a plan. Nonetheless, you will come away with a solid understanding of social media and why it's an important part of contemporary marketing.

Finally, a note to established social media practitioners: You'll recognize the risk in writing about a subject as dynamic and broad as social media. There are as many ways to approach our emerging discipline as there are early pioneers helping to define it. My hope is that you will find this book useful, if only as a guide to help your clients understand the importance of your counsel on the critical issues of participation, transparency, and quantitative measurement. With those three right, the rest of the pieces tend to fall into place. To download additional resources for this book, go to www.sybex.com/go/socialmediahour.

Mostly, enjoy this book. This is an exciting time, and opportunity is everywhere. Be a part of it.

Disclosure

Within this book, I have included references to over 100 companies and practitioners, a handful of which I am formally associated with—for example, I might be a cofounder, part owner, engaged within a client relationship, or have a similar interest that deserves disclosure. If there is a number-one best practice on the social web, it is being transparent. Let transparency start with me. As referenced in the book, these companies are

Alterian
Bazaarvoice
Dell
FG SQUARED
Friend2Friend
Jive Software
Lithium
Mikons
NetBase
Philips
Radian6
Social Dynamx
Wakesites

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Building on the personal empowerment and liberation that the Internet offers, consumers are actively connecting with each other and talking about everything from cars and health to scrapbooking techniques and pool chemicals. In the process, they are either reinforcing marketing efforts or beating marketers at their own game by directly sharing their own experiences and thoughts on the social web. Welcome to social media marketing.

In Part I, you'll gain an understanding of not only the substantial consumer attraction to social media but also the causes of consumer frustration with traditional media. These trends—each significant in its own right—amplify each other when combined. I'll end with a working definition of social media and a framework to help you understand how to apply social media to your business or organization.



- Chapter 1 **Backlash**
- Chapter 2 **The Marketer's Dilemma**
- Chapter 3 **So What /s Social Media?**

