

Social Media, Black Holes, and the unlikely escape route

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Consultant



Trainer



Author



Social Media



Budget is NOT an Obstacle

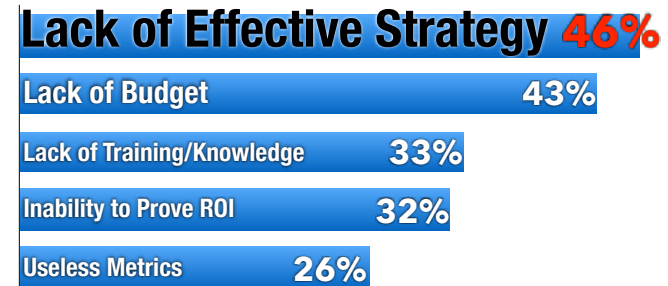


**46% of marketing
leaders cite**

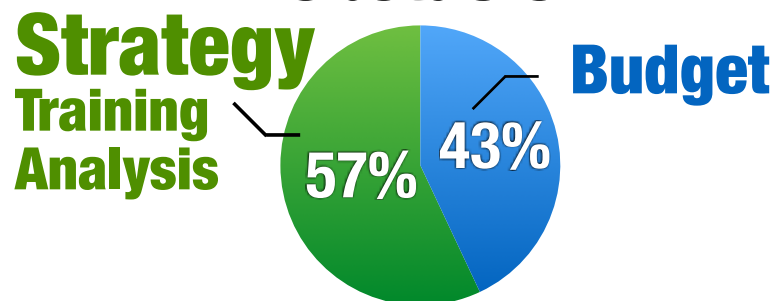
Strategy

**as the
obstacle**

Biggest Marketing Obstacle



Biggest Marketing Obstacle



Biggest Marketing Obstacle

**Why?
What?
How?**

Shiny Object Syndrome



December 2008

DigitalBeat

Twitter has made Dell \$1 million in revenue

December 11, 2008 | Web Engage | Comments: 19

June 2009

InformationWeek

Dell Makes \$3 Million From Twitter-Related Sales

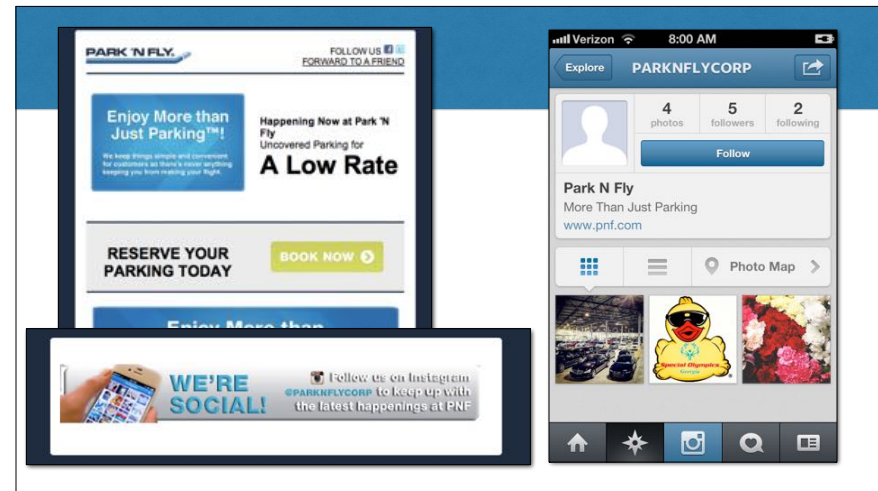
December 2009

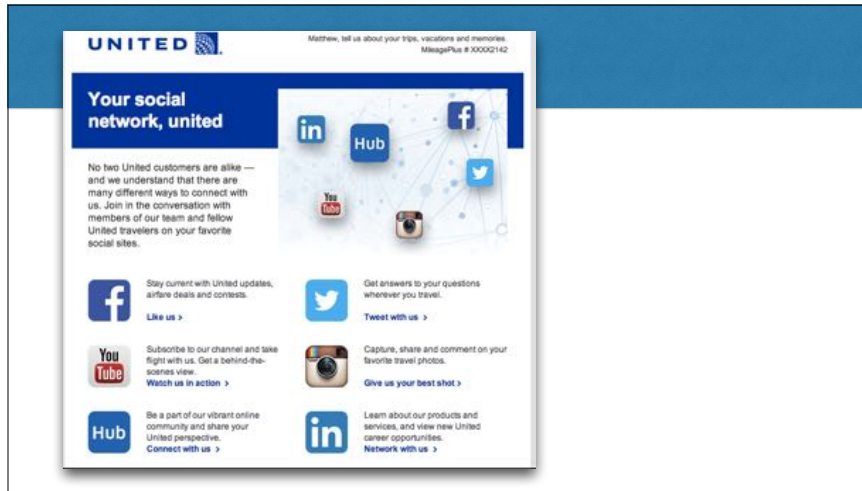
Mashable

The Social Media Guide

Dell Rides Twitter to \$6.5 Million in Sales

**Dell makes
\$3 million
with Twitter**
\$61 billion
0.01% of revenue





Internal Narrative

PROGRESSIVE[®] ***State Farm***[®]
GEICO **Allstate**

“The Voice of Reason”

Internal Narrative

PROGRESSIVE[®] ***State Farm***[®]
GEICO **Allstate**

“Your Friend, Your Guide”

Internal Narrative

PROGRESSIVE[®] ***State Farm***[®]
GEICO **Allstate**

“The Entertainer”

Internal Narrative

PROGRESSIVE[®] ***State Farm***[®]
GEICO **Allstate**

“Fear: What if?”

Internal Narrative

PROGRESSIVE “The Voice of Reason”

State Farm “Your Friend, Your Guide”

GEICO “The Entertainer”

Allstate “Fear: What if?”

Narrative



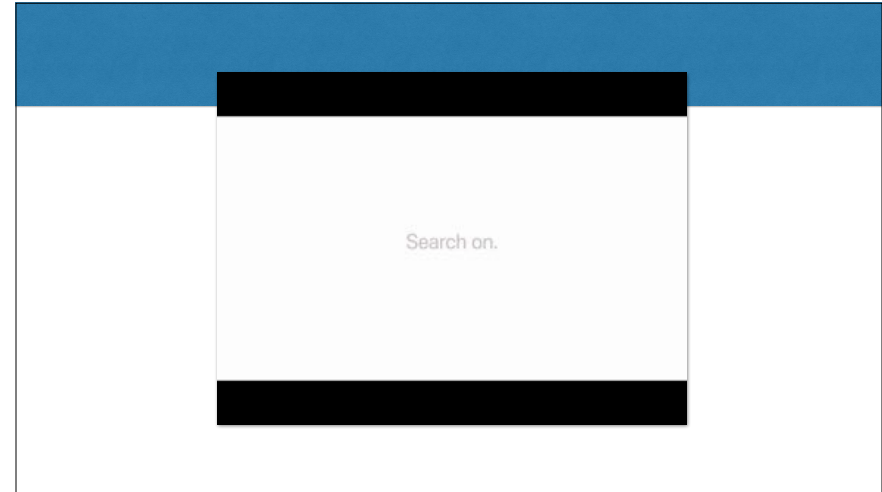
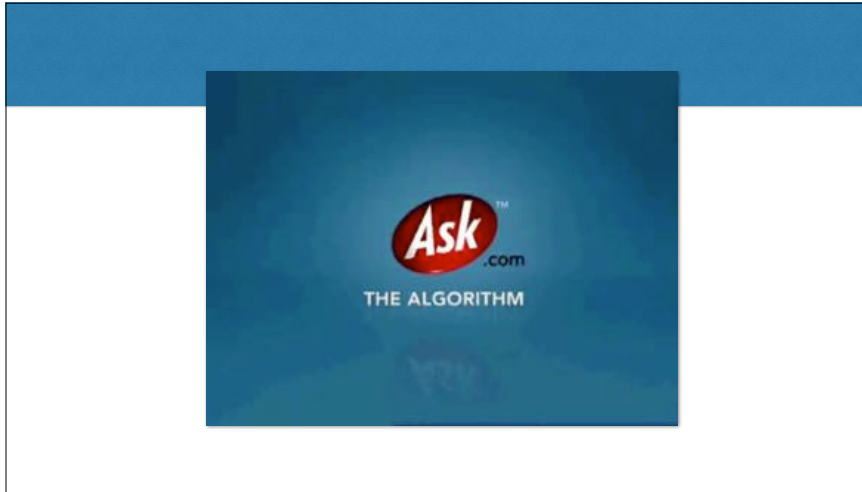
Narrative

~~Elevator Pitch:~~
Twitter Pitch:

Can you explain your business
and customer value benefit ...
in 140 Characters?



Search on.



STEP 2: **Who**
are you
talking to?



Who is Your Best Customer?



Persona Worksheet

Person Type

Name

Age

Location

Job Title

Background
Who is this person?

Demographics
Age, income, education, tendencies

Motivation
Why would they come to your website? List 5 reasons
What problems do they need to solve?

Uniques
What unique to this person, position, responsibility?

Goals
What are your project needs to accomplish? What is your customer's goal?

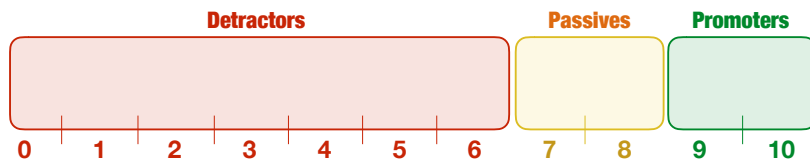
Conversations
What are the most common "hot" customer questions, comments, needs, goals?

Message
What are the most important points that need to be a simple, memorable and easy to share?

Persona Worksheet
SiteLogic

Net Promoter Score

How likely are you to recommend...?



% Promoters

-

% Detractors

=

Net Promoter Score

Promoters Passives Detractors

use very different language to describe their experience

Promoters:

"Worth it!"

"Great!"

Passives:

"Too Expensive"

"Good, but expensive."

Detractors:

"Price-Feature Gap"

"Not worth it!"



Promoters create more Promoters

Promoters are Loyalists



STEP 3: What do they Want?

Keyword	Aug	Traffic	QDR	KIC	SEO	Domains	Related
east coast tours	636	109	170	82	Search		best east coast tours
east coast tours boston	64	11	18	89	Search		us east coast tour packages
east coast tours new york	136	24	29	86	Search		east coast travel tours
usa east coast tours	389	67	Get QR	Search			east coast uk tours
new york east coast tours	32	6	Get QR	Search			usa east coast tours packages
east coast usa coach tours	88	15	7	97	Search		australia's east coast dubai pre tour 10 days
east coast tours australia	32	6	Get QR	Search			australia's east coast dubai pre tour 10 days
canada east coast tours	48	9	22	100	Search		east coast college tours 2013
east coast vacation tours	48	9	Get QR	Search			gloucester east coast fall tours
east coast tours travel	48	9	16	100	Search		country east coast golf world tour
east coast tour packages	112	20	62	97	Search		australia's east coast dubai pre tour
east coast usa tours	768	131	44	95	Search		help planning a east coast college tour
east coast guided tours	64	11	26	99	Search		east coast uk tour
east coast bus tours	93	16	106	97	Search		east coast bus tour
us east coast tours	88	15	76	96	Search		us east coast tour
east coast australia tours	56	10	Get QR	Search			oregon coast tours
east coast tours usa	96	17	Get QR	Search			america east coast tour
east coast college tours	72	13	Get QR	Search			east coast hockey league
usa east coast tour package	104	18	33	96	Search		us east coast travel
east coast college tour	104	18	234	83	Search		travel east coast usa
east coast america tour	64	11	41	99	Search		east coast florida
east coast golf tour	72	13	12	99	Search		east coast trip
east coast junior golf tour	48	7	Get QR	Search			east coast travel
water recreation east coast tour	24	5	Get QR	Search			east coast road trip itinerary
east coast usa four package	8	2	Get QR	Search			east coast swing dance shops
east coast touring	104	18	Get QR	Search			tours east coast usa
east coast usa tour	24	5	Get QR	Search			coast east tour
usa east coast tour	64	11	Get QR	Search			east coast kayak fishing
east coast tour	157	27	Get QR	Search			
east coast tour package	82	14	Get QR	Search			

"East Coast"

Destinations:

Boston
New York
Canada
Florida
Oregon

Types:

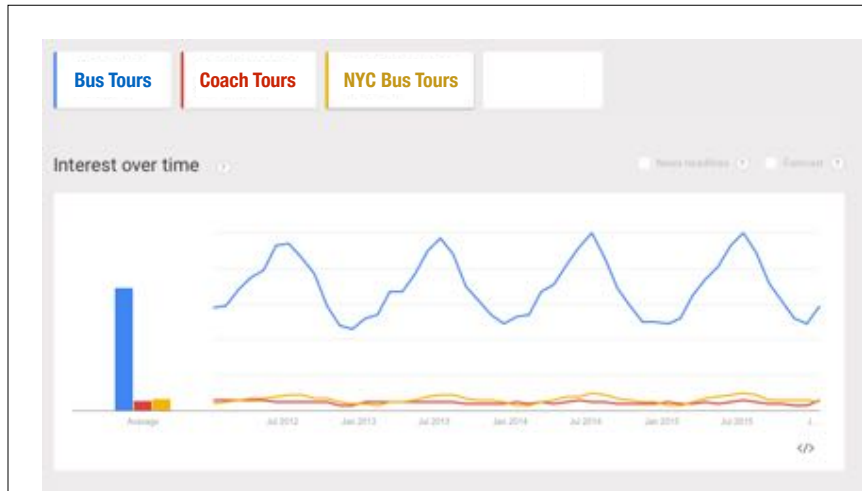
coach
bus
guided
tour packages
package
travel
tours

Themes:

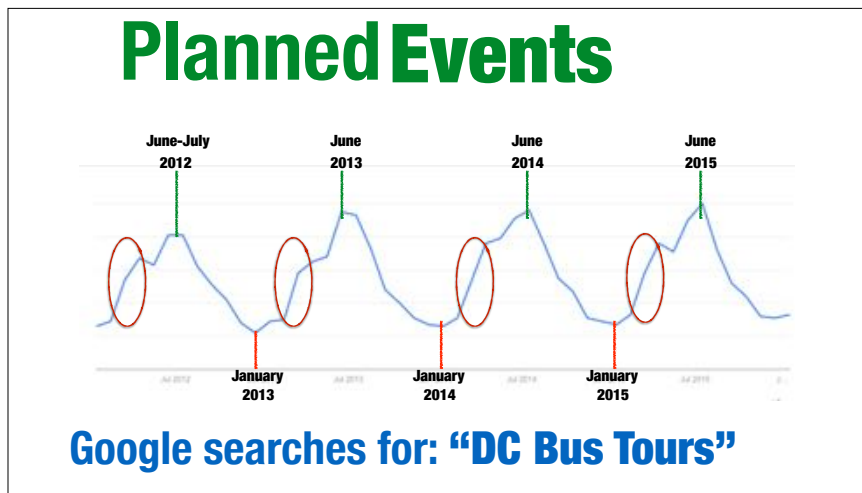
college
golf

Season:

fall



STEP 4: When
do they
Want it ?



STEP 5: Where
do they
want it ?

Google



facebook

You Tube

twitter

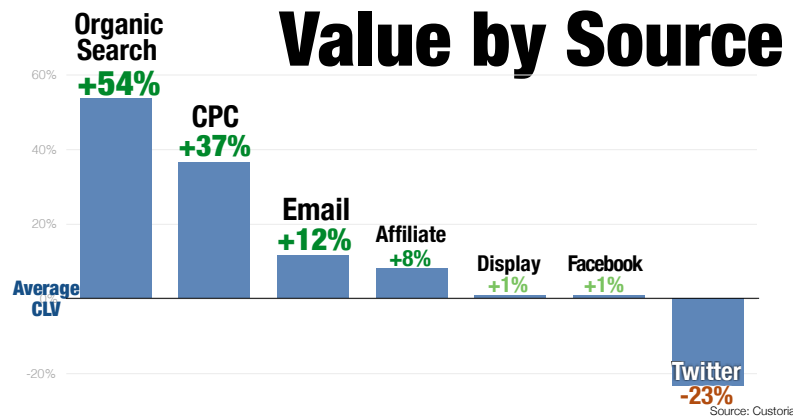


LinkedIn

All Channels are **NOT** Equal



Value by Source



What kind of Conversation

Acquisition

Search Marketing

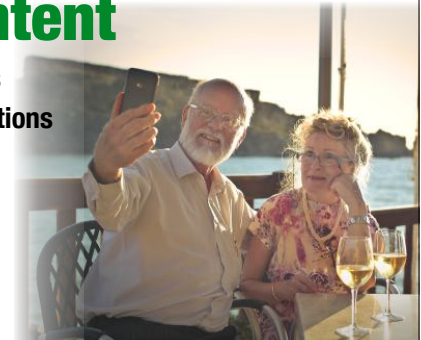
- SEO: search phrases & content
- Pay-per-Click
- Blogging/Articles
- Destination Information
- Content Marketing
- Buying Cycle



Develop Audience

“Shareable” Content

- Lists: tips, packing list, Must-have's
- Article Series: history, recommendations
- Reader feedback
- Best of...
- Updates
- Interviews



Build Loyalty

Email Rewards

- “Best” Customers
- Identify & Feed Loyalists
- Insider deals
- Announcements
- Personal, Relevant, Timely
- Match the message to the customer



Conversations

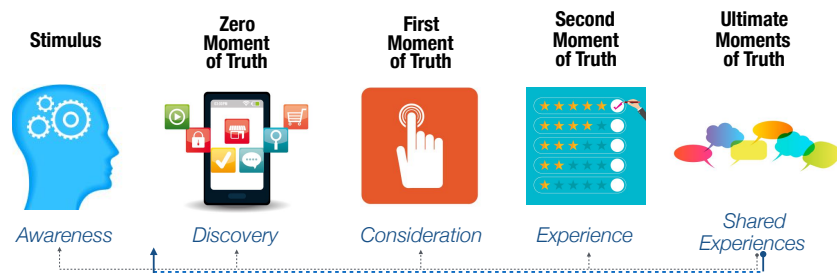
Fan Feedback

- Fan's favorite tour
- Best travel experience
- Best sunset
- Best meal
- Submit pictures - stories - contests



The Customer Journey

Moments of Truth



STEP 6: How
will you
Engage
them

Develop a Marketing Schedule

Schedule Content & Channel

- “DC Bus Tours”
 - Peaks every June
 - Publish by late December (Search)
 - Develop through Spring (Facebook/Twitter/Blog)
 - Change conversations based on season (Facebook)
- Google searches for: “DC Bus Tours”

1 How can this article be supported?
 2 What is the primary medium?
 3 What are secondary?
 3 ways to engage - primary
 2 ways to engage - secondary
 4 Schedule your "drip"
 Get early, talk thru the trend, close

(Keywords + Trends) + Strategy

Search peaks
 Demand curves
 Search lows
 Known events
 Annual events
 Industry events



Mo.	Content	Intro	Introduction date/distribution	Develop	Development date/distribution	Close date/medium
Jan	Article 1 Article 2 Article 3	Nov 1 Nov 10 Nov 20	article 1: Twitter article 2: Facebook article 3: article distribution	Dec 1 Dec 10 Dec 15	article 1: Blog article 2: Blog article 3: Article	Jan 3: return to school: Twitter Jan 10: T / FB article 3: T
Feb	Article 1 Article 2 Article 3	Dec 1 Dec 5 Dec 15	article 1: Local Newspapers article 2: Facebook article 3: Magazine, Contest	Jan 3 Jan 10 Jan 24	article 1: Blog article 2: Blog article 3: Article	Feb 3: content: T/B Feb 14: Valentines - T / FB Feb 23: FB
Mar	Article 1 Article 2 Article 3	Jan 10 Jan 15 Jan 20	article 1: YouTube article 2: Facebook article 3: Facebook - Twitter	Feb 10 Feb 20 Feb 25	article 1: Blog article 2: Blog article 3: Article	Mar 3: FB Mar 10: T / FB Mar 24: T / FB
Apr	Article 1 Article 2 Article 3	Feb 30 Mar 10 Mar 20	article 1: Facebook article 2: article distribution article 3: Facebook	Mar 5 Mar 10 Mar 20	article 1: Blog article 2: YouTube article 3: Article	Apr 3: Spring - T Apr 10: T / FB Apr 3: FB
May	Article 1 Article 2 Article 3	Mar 1 Mar 10 Mar 20	article 1: Twitter article 2: Twitter/Facebook article 3: article distribution	Apr 10 Apr 15 Apr 20	article 1: Blog article 2: Blog article 3: Article	May 3: School pics- FB / B May 10: T / FB May 13: T / FB
Jun	Article 1 Article 2 Article 3	Apr 10 Apr 15 Apr 25	article 1: Facebook article 2: Twitter article 3: Facebook/Blog	May 5 May 15 May 24	article 1: Blog article 2: Blog article 3: Article	Jun 3: Schools Out: T / FB Jun 10: T / FB Jun 30: T / FB
Jul	Article 1 Article 2 Article 3	May 10 May 15 May 23	article 1: Twitter article 2: Facebook article 3: article distribution	Jun 1 Jun 14 Jun 20	article 1: Blog article 2: Blog article 3: Article	Jul 4: Independence Day: T / FB Jul 10: T / FB Jul 31: FB
Aug	Article 1 Article 2 Article 3	Jun 10 Jun 15 Jun 20	article 1: YouTube article 2: article distribution article 3: Article	Jul 1 Jul 15 Jul 25	article 1: Blog article 2: Blog article 3: Article	Aug 3: T Aug 10: T / FB Aug 3: School - T / FB
Sep	Article 1 Article 2 Article 3	Jul 8 Jul 15 Jul 24	article 1: Facebook article 2: article distribution article 3: Article	Aug 1 Aug 11 Aug 24	article 1: Blog article 2: Blog article 3: Article	Sep 3: Labor Day: T/B Sep 10: T / FB Sep 10: T / FB
Oct	Article 1 Article 2 Article 3	Aug 10 Aug 14 Aug 21	article 1: YouTube article 2: article distribution article 3: Facebook	Sep 1 Sep 12 Sep 15	article 1: Blog article 2: Blog article 3: Article	Oct 3: T Oct 10: T / FB Sep 10: T / FB
Nov	Article 1 Article 2 Article 3	Sep 6 Sep 15 Sep 22	article 1: Facebook article 2: article distribution article 3: Facebook	Oct 1 Oct 10 Oct 22	article 1: Blog article 2: Blog article 3: Article	Nov 3: holidays - T/B Nov 20: Today - T / FB Nov 26: Black Friday - T / FB
Dec	Article 1 Article 2 Article 3	Oct 20 Oct 28 Nov 4	article 1: Facebook article 2: Twitter article 3: Article	Nov 15 Nov 20 Dec 3	article 1: Blog article 2: YouTube article 3: Article	Dec 3: holidays- FB Dec 20: shopping - T / FB Dec 26: Christmas - T / FB

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
8:00 AM	TWITTER			
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming - share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips	Dinner time! Harvest Salad with Chicken:		PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
14:00	Community	Member of the Month	[Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!]	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu:	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the aqua rock lately? + Picture	PHOTO
16:15	Community	#TransformationTuesday	"Half the battle is just showing up when you said you will." Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

The Unlikely Escape Route....

Planning:

WHEN and WHERE you will work on your goals...

71% Success Rate

46% of marketing leaders cite

Strategy

as their main obstacle

Why are you talking?
Who are you talking to?
What do they want?
When do they want it?
Where is the conversation?
HOW do I know if it's working?



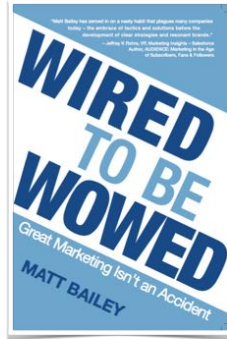
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