Driving Measurable Influence on Emerging Social Platforms

@TechnologyBOOM
Session Outline:

Today we will be discussing the following:

1. The Social Economy
2. Reasons to make friends with Millennials
3. Understanding Data
4. Why Mobile
5. The Experiences
6. Strategies for Player Engagement
This is a Social Economy and we are its exchange, our actions or inactions are our currency.

NO ONE LIKED MY FACEBOOK POST

ITS SUCH A CRUEL WORLD...
The Social Economy

Social capital

Goodwill

Congratulations Mommy_Points, your Klout score is 58

You’ve scored a One-Day Pass to the Admirals Club® lounge.
Influence is Big

620M+  Scored users  1M+  Klout Perks delivered
200TB  Data ingested  12B  Daily social signals
200K+  Businesses using Klout  48B  API calls monthly
The Social Economy
Right now, there are more People on Facebook than were On the planet two hundred years ago.

By the end of 2015, there will be more mobile devices on Earth than people.
Reasons to Make Friends with Millennials
Why to make friends with Millennials:

- Millennials and young GenX’rs broke tradition and voted in 2008 – mobilized and galvanized by social media.

- By 2018 – it will be 43% - The largest work segment.

- By 2018 Millennials will be the largest voting block. They won’t stay home. They know they can effect the outcome through social media and networks.

If you haven’t already begun to introduce these group into our industry - you may be too late to get their attention.
THE ME ME ME ME ME ME GENERATION

Millennials are lazy, entitled narcissists who still live with their parents

Why they'll save us all

BY JOEL STEIN
UNDERSTANDING DATA
Influencers Vs. Advocates
Understanding Data
INFLUENCERS

Engagement & Reach of Influencers (Klout > 50)

Engagement Totals

Potential Impressions

Influencer Retweets

Influencer Mentions

Potential Impressions

146.1K
Results are in. @KDTrey5 picked this lucky kid to win #NBA2K15! Next challenge announced spoon. #KDPicMe
Best Ways to Collect Data
It’s not ALL About your Brand Page, it’s About your Brand Message

Organic Reach For Brand Pages

- 2012: 16%
- 2014: 6%
- >500k Likes: 2%

% of fans that actually engage with the brands they follow.

% of Facebook users that don’t return to a fan page once they click Like.

If your corporate page has 80,000 likes, you reach about 4,000 people who ALREADY like you.
Ticket Giveaways to events

Methodology:
3rd party app
Facebook, Twitter
And Google+

Promotional Period:
2 weeks
5 winners total

Results:
3,980,900 organic impressions
989 Unique emails

Demographics:
18-35 - 51%
35-45 - 39%
45 and plus – 10%

EVENT SOLD OUT!
Win a Getaway to Lone Star Park For Closing Day - Saturday, November 15th, 2014

You could win 1 day at the races at Lone Star Park, including: general admission for two, valet parking, one night stay at a hotel, up to $100 to spend at Silks fine dining, $50 in free bets, valet parking, and $100 in gas cards to get you there and back! Drawing is Tuesday, November 11th, 2014! Must be 18 or older to participate - No cash option -

Cross Promotions

Methodology:
3rd party app
Facebook, Twitter
And Google+

Promotional Period:
3 weeks
1 winner

Results:
3,350 Unique emails

Demographics:
18-35 – 40%
35-45 – 39%
45 and plus – 21%

YTD we're up 7% in all sources handle.
What's next?
EMAIL

GAMIFICATION

Methodology:
Email
Target offer for new members

Time:
1 time per promotional Period.
September 2014

Results:
-320 emails to new Members
-245 Opened the email
201 members redeemed the offer.
$39,723.60 coin in
KEY FOR A SUCCESSFUL EMAIL CAMPAIGN

1- TARGET OFFERS

2- PERSONALIZATION

3- ANALYZE DATA BETWEEN AND AFTER EVERY E-BLAST

NO SPAM
We Don't Like it!
Push Notification Strengths

- Relevance and Timeliness
- Engagement and Impact
- Conversion Pathway

Unlike email, push notifications can't be ignored. Users must act on them one way or another.
KEY FOR A SUCCESSFUL PUSH NOTIFICATION CAMPAIGN

1- Communicate the value of push notifications before asking your users for permission to send them.

2- Give users some control.

3- Mine your analytics to segment your audience and tailor your messages as much as you can.

4- Be considerate in terms of timing.

5- Deploy urgency carefully.
WHY MOBILE?
Mobile Marketing Stats 2014

- 25% of online searches are done on a mobile device.
- 70% of mobile searches lead to action on websites within 1 hour.
- Americans spend on average, 2 Hours a day on a mobile device.
- 1 in 7 people worldwide use smartphones.
- 60% of social media time is spent on a smartphone or tablet.

Learn more on how to take advantage of mobile trends: [http://bootcampaedigital.com/mobile101/](http://bootcampaedigital.com/mobile101/)
Are You Collecting “Friends” OR “Customers”?
THE EXPERIENCES.....
Thank YOU @AmericanAir ❤️ I think I love YOU 🛬

@technologyboom Wow, that's great! We love you too, Yenni. Enjoy your flight.

10/30/14, 9:01 AM

1 RETWEET 1 FAVORITE
Our job is to create WINNING EXPERIENCES

We need to seek new ways to enhance the fan experience and reward fan loyalty

As a result, relationship economics can yield real-world business results:
“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou
Strategies for Player Engagement
SOCIAL REWARDS
SOCIAL REWARD PROGRAMS

My Remington APP

POINTBURST™
Make it EASY for Your Influencers and advocates to Spread the Good Word about your brand.

Easily create and instantly notify to our influencers and advocates of fresh content to share. They can review, edit and approve/deny each suggested post.

KEY FOR SUCCESS:
Use links to blogs, interesting articles, videos, photos, etc. to keep great content flowing.

CONTENT IS KING!
Keep influencers and Advocates up to date with your social media activity in one place

A hub of your social media feeds all centralized into one location for our influencers and advocates to interact.

- Facebook
- Twitter
- YouTube
- Instagram
KEY FOR A SUCCESSFUL MOBILE LOYALTY REWARD PROGRAM

TARGETED OFFERS
Proactively identify at-risk accounts and offer targeted incentives

UPSELL
Enable customers to share experiences with social connections.

OFFERS
Personalized deals based on transactions, fans profiles, and interaction flow.

Acquisition > Engagement > Retention
DATA = Measure and Identify

Monitor and Improve our Social Performance through Influencers/Advocates with Powerful Analytics

For each post through, we track:
- reach
- clicks
- social stats
- top influencers and advocates
- detailed influencers and advocates profile information
KPI’s to Measure the Success of Social Reward Programs

✓ Influencer / Advocate Sharing Behavior
✓ Positive Sentiment
✓ Social Referrals
✓ Conversion and Monetization
“If you want something new, you have to stop doing something old”

Peter Drucker