

Always begin with a strategy.

## **What did Schaeffer do?**

- Monthly contest
  - Drive one for the weekend
- Micro-site
  - [mybmwexperience.com](http://mybmwexperience.com)
    - rent a free bmw for the weekend for customers to drive
- Custom Facebook page tab
  - Like the page for details.
  - Step two: enter to win by posting something on your wall
  - You want their email address.
  - The less friction the better
  - shortstack
  - pagemodo
  - north social
  - webtrends
  - aviary
- Location based services
  - Facebook
  - Yelp
  - Foursquare
- Trained and educated staff (very important)
  - EDUCATE THEM!
  - used flip video
    - Amazon
    - Target
    - Walmart
- QR Code
  - stuck on a car with a magnet
- Ideas
  - Pick people who have klout online and in your physical community.
- **What were the results?**
  - Tools
    - Twitter:
      - Potential reach: 40,000
      - Don't forget to share with your clients the potential reach. It's a real number!
        - Use the followers of your posters to come up with this #
    - Facebook
      - Stats measuring Male vs. Female match purchasing power
      - 119 likes

- FourSquare
  - Don't forget to track your Stats
  - Five checkins
- Bit.ly
  - Let's you track how many people click the link
  - 29 clicks on the QR Code
- Youtube
  - Video is so powerful for the campaign
- On Site
  - MAKE SURE YOU HAVE YOUR CLIENTS **ASK** THEIR CUSTOMERS IF THEY FOUND THEM THROUGH SOCIAL MEDIA.
- Takeaways
  - Strategy
    - What are your goals?
  - Training
    - What are you teaching your staff
  - Tools
    - What tools are you using?
  - Go Gorilla
    - What's effective for you?
- 

## **Albemarle Plantation - Stop my Facebook Ads - We're sold out. | Presentation by Tim Moore**

- Objective: increase Property Tours through Facebook Event promotion
- Tactics: Create Appeal and Urgency
  - Interest Targeted Facebook Ads
  - Romance Landing Pages
    - What are Romance Landing Pages?
      - Create a very simple page where people will click and convert
  - Conversion Page on Website
- Campaign Strategy
  - Pre-event teasers on facebook and twitter
  - Facebook contest with like-gating
  - Facebook Ads
    - Budget \$1,000
    - Geo and Demo targeted: 40 yrs and Top 10 states
    - A/B Testing
- Results: 85 tours booked in April, 2011

- 6 homes \$23 million
- Like gate
  - should be a shadow of the content, you've got to like us to get the content.
  - Make it real easy to get in
- Like gate > A/B testing>Romance landing page>Specific conversion pages>Brandsite
- When they stopped the ads, things bottomed out.

#### Compass Pointe

- Added
  - video invite added to the romance page campaign
  - Specific city and interest targeted ads
  - Followed up with direct invites, personal phone calls.
- 
- Key Takeaways:
  - Offer real value
  - **Strong** call to action
  - keep Scratch and sniff simple
  - listen, monitor and correct quickly
  - Don't stop the flow!

## PR-Newswire | Victoria Harres

#### What we'll cover

- Publicity
  - There are more PR people than journalists now, they're quite busy, it's your job to get your message to their office
- Web 2.0
  - It's an opportunity
  - They're tools of communication
    - Facebook
    - Twitter
    - Email
    - Foursquare
    - Google! (most think it's not a tool, but it totally is)
- Audience relations
  - Find journalists and bloggers on social networks that matter to your goals
  - listen and learn.
  - Connect and pay attention
  - Be useful in an unselfish manner
- Engage influencers
  - Probably not lady Gaga.

- Press Releases | @PRNewswire
  - Online
  - Email
  - Great points for writing Press releases:
    - Write tweetable headlines
    - Use anchor text with links that lead back to your site
      - It's a free link back to your site
      - the bloggers will love you for it, less work for them
      -
    - Keywords, keywords and more keywords
      - make sure you know your keywords and that they are in your first sentence
    - Optimize for Search
      - Know your SEO
      - It internet is a maze, help people find your content
    - include shareable multimedia
      - 77% more views for multimedia
      - 14% more views if you include a photo
        - put it at the top
        - people are visual
        - multimedia releases have double the shelf life of text releases
    - Make it sharable
      - Make it easy, they don't want to copy and paste
      - It's content for them
    - Break it down for sharing
      - Quotes
      - Stats
      - Photos
      - Video
      - Slides
      - Audio
    - Put your content where it belongs
      - it goes back to listening.
      - Know your audience and give them what they want and need
    - Humanize the brand
      - social media gives us the opportunity to give life to a brand.
        - Example: @axa\_gorilla
    - Crisis!
      - Communications must happen in real-time
      - Communicate soon and often
        - We will share what are findings are on facebook and twitter
        - that's what people want, that your brand acknowledges

- that there is a problem and that you're working on it.
  - It's not always appropriate to handle a twitter problem on twitter. Pick up the phone and call them.
- Tools for real-time notes
  - Hootsuite
  - Live google docs: [bit.ly/??](http://bit.ly/??)
- Inspect your audience frequently
  - Inspect what you're doing frequently
- Takeaways:
  - Research and listen
  - engage your true influencers
  - Be a good social citizen
  - Humanize the brand!
  - make your content super sharable
  - Communicate and act in real-time

Mobile Marketing: Move with your customers or loose them! | Skeeter Harris | Mac Village Productions

- We are in a post-pc era
- How you market to your customers become fun!
  - You can bring your message to a location instead of sending it out to everyone
- Facebook deals
  - Exclusive to mobile
  - Controls and Restrictions
  - 4 types of deals
    - individual
    - friend
    - loyalty
    - Charity
- Foursquare
  - Combination of
    - Gaming and Social network
  - Players can
    - leave tips
    - Connect and compete
    - Share expereinces
    - Explore specials
  - Businesses can
    - Create specials
    - Create brand pages
    - Custom Badges \$\$\$

- QR Codes
  - QR codes can
    - Open a web page
    - display text
    - add a vcard
    - launch a facebook like
    - exist on most objects
  - tools for QR does
    - delvir
      - best option, provides analytics
    - paperlinks
    - microsoft tags
    - likify
- Groupon
  - Business can
    - Daily Deals - New Customers
    - Groupon Now!
      - Tool to manage deals
      - Schedule daily and now!
      - Integration with foursquare
    - Consumers can
      - Share deals
      - Share experiences
      - Buy deals with mobile app
- Examples:
  - Using mobile marketing for Crab Shack (not Joe's)
    - increased check-ins by 300%
    - 97 foursquare unlocks
    - 13 facebook deals
    - 2,928 Groupon deals
    - Increased facebook fans by 90
- Watch out for QR code pitfalls
  - QR codes that are too big
  -