

Beeline Labs

PRSA Southeastern New England: Social Media Panel; 6.18.08

1. Context: What is Marketing 2.0 really? Biggest opportunities, biggest obstacles, most common misperceptions

Opportunities

- Connecting WITH customers and employees vs. promoting/marketing AT: co-innovation, co-marketing, word of mouth marketing, talent development, leadership communications
- Providing value vs. providing promotion and publicity: builds trust, relationship equity
- Listening, bringing voice of customer into business: opens innovation; develops advocacy and loyalty; enhances value of PR function
- Creating emotional bonds through social communications: the deeper the bond, the greater the advocacy and loyalty
- Making it easy for others to tell your story. People trust other people like them vs. company marketing and PR info

Obstacles

- Command and control mind set
- Just another channel
- Frayid cats
- Don't know how to listen, glean business implications
- Unsocial organizations
- Measuring "hits," visits, and awareness
- Traditional PR communications skills, training, "best practices"
- Belief that the Web site is the center of a company's communications

Realities

- Social networking: One out of 8 30-year-old or older uses social networking to conduct business
- Blogs effect on journalists: a new Arketi survey commissioned by Brodeur found that:
 - 84% of journalists say they would or already have used blogs as primary or secondary sources.
 - 54% of journalists report to get their story ideas from blogs, 51% from RSS feeds
 - 60% of journalists say they spend more than 20 hours on the Internet
- Why is social networking a really big deal? It fulfills six fundamental human social needs, says a [Communispace](#) study, "Meeting Business Needs by Meeting Social Needs."

1. Expressing personal identity
2. Status and self-esteem
3. Giving and getting help
4. Affiliation and belonging
5. Sense of community
6. Reassurance of value and worth (*When companies listen to what people tell them in social networks and act on those ideas, companies validate people's sense of value and self-worth. The result? "A deeper emotional bond than usually exists between companies and customers, which in turn results in greater advocacy and customer loyalty," say the authors.*)

2. What's the goal? Using different 2.0 approaches for different business goals.

Then	Now	Approach
Employee communications	Leadership, innovation strategy	Executive blogs, employee blogs; internal online communities
Media relations	Direct	Blogs, commenting on blogs, digital storytelling, video
Thought leadership platforms	Idea and POV forums, communities, raves	Editorially independent thought leadership blogs; podcasts;
Press releases	Single page source for relevant information relating to news	Releases imbued with meaning, links, photos, videos, podcasts, related research. No empty quotes
Messaging	Points of view; enabling people-to-people "messaging" vs. company to people	Beliefs, ideas worth talking about. Hosting online communities for customers, fans, prospects
Word business	Communications	Video, digital story telling, interviewing, photos + images

3. Best and worst practices (and real world company stories)

Worst practices

- No way to talk back, add comments on Web sites (Interactive a misnomer)
- Traditional pr pitches to bloggers: who cares, so what, not what I write about
- Wrong measures reinforce wrong behavior to maximize measures
- Ghost writers

- Traditional PR releases posing as blog posts (Yahoo CEO's response to Microsoft)
- Blogs that don't accept comments; comments that are never recognized
- Communities built around topics no one cares about
- Believing PR can start trends by influencing the "influentials" (research proves otherwise)

Best practices

- Posting thoughtful comments to others' blogs can be as effective as having a blog
- Content matters MUCH MORE than technology
- Not about blogging, it's about what you say: "If you say undifferentiated things that are expected, then you shouldn't expect anyone to care." Sun CEO Jonathan Schwartz
- Communications is providing advice, insights, valuable help: you have to give to get
- To get more interest, be more interesting
- Build relationships vs. build buzz
- Make it easy for people to tell your story to other people

Smart company stories

- [The AppGap](#) thought leadership blog on future of work: sponsored by Intuit
- [Fast Forward](#): thought leadership blog on enterprise 2.0 trends: Fast/Microsoft
- [Running a Hospital blog](#) by Paul Levy, CEO Beth Israel Deaconess. More a leadership tool than a communications tool
- [Ryan Montbleau Band](#): quirky profiles, blogs, all social networks, wom fan team. See 10 [Marketing 2.0 Lessons blog about Montbleau](#)
- [Dell's use of Twitter](#)Dupont: word of mouth is an objective not a strategy or tactic
- Bill Marriott's blog
- Eli Lilly: [Oncology on Canvas](#) program:: cause marketing and insights/research for Lilly scientists

Dumb company stories

- [Verizon's Twittering teddy bear](#) "spokesperson"
- [Have a Happy Period](#) : and some [commentary](#) on the campaign
- Hillary Clinton "[Let's Have a Conversation](#)" YouTube video
- "Communities" built on advertising campaigns that provide no value to people. Same old hokey ads but guised as communities

4. Cool Tools

[Press Release Grader](#)

[Ning](#) (create your own social network)

[VideoThang](#) (free, easy to use video editing)

[Word Press](#) (blogging software)

[LIWC](#) (linguistic text analysis software)

[Silobreaker](#) (contextual and graphical search results)
[Touchgraph](#) (visualization tool)

10 Marketing 2.0 Lessons from the Ryan Montbleau Band

The Ryan Montbleau Band is an amazing up-and-coming group that knows how to use Marketing 2.0 to build a fan base and sell tickets and music, with almost no money for marketing. Here are 10 Marketing 2.0 lessons from the band for all marketers:

1. **Love what you do:** passion is the center of marketing and propels all tactical components. The greater the passion, the more powerful the marketing.
2. **Listen to your customers** (fans): Ryan Montbleau hung out after a recent performance, talking, signing t-shirts, and genuinely connecting with fans in the lobby. I had a great conversation with him about some of his lyrics and how he's so come to be so wise at such a young age. (Which goes back to listening and passion again; he's in the world.)
3. **Make it easy for people to help you:** The band makes it easy for people to act as word of mouth advocates, inviting anyone interested to join the Bleau Crew, their street team community.

“What is the Bleau Crew, you ask? We're a community of fans that do our best to help the band on the road, giving them time to do what they do best: make music! Projects include poster for local shows, handing out handbills, posting banners on our Myspace pages, adding new songs to our profiles, and more! Benefits include free tickets, music, and being part of something truly special. We also get personal teleporters. Awesome, I know.”

4. **Go where your fans are online:** (Which also makes it easy to help you again.) The band doesn't just rely on its site or a social network. They're all the places their fans — and potential fans are — MySpace, FaceBook, Flickr, even a simple message board community aptly named Bleaboards that is thriving.

5. **Reveal your points of view and personal stories** so people can connect with people in band, not just band. You get a sense of the artist and person Ryan is through his blog, and you get to know all the band members through their quirky profiles. (I especially love band member Ted Wilson's profile — and that the other members welcomed someone like him.)

6. **Keep “old” marketing tactics that work:** Want to stay in touch through email? Montbleau also offers a newsletter.

7. **Say thank you:** When a recent tee-shirt order arrived there was a handwritten note on the order form, thanking me for supporting the band. Small touches grow fans.

8. **Be distinctive, even if people can't categorize you.** Old marketing was that you had to fit into an established category or create a new category. Yet too often trying to fit

in to a category blands down the product or service. In today's super-competitive world, distinctiveness can be a powerful differentiator. So what kind of music is Montbleau? He describes himself as "something of a Martin Sexton by way of Van Morrision and Stevie Wonder."

9. Give away free "products": Giving away free stuff helps people experience the "product," have something to share as they pass along word of mouth, and builds fandom. You can download for free one of the band's most popular songs, "How Many Times," as well as tour posters and handbills. The band is also contributing 50 cents from each ticket to Rock The Earth, and contributing 50 cents from each ticket to HeadCount's "Cents for Sense" campaign until the 2008 presidential election.

10. Make it easy to buy: The band makes it easy to buy music whether it's on their site or on MySpace, and you can buy concert tickets right on their site.

One of my favorite lyrics from Ryan's music is:

"It's time to ease from concentration to focus."

This is true for so many things in life, and relevant to marketing. **It's time we stop concentrating on the tactics and tools, and flip our focus on earning customers with all the new 2.0 tools.**

PS – Montbleau won second prize in the 2007 International Songwriter's Competition, competing with 15,000 songs written by amateur and professional songwriters from over 100 countries.