

NFL Playbook Workshop

Social Media 101

M. Kim Saxton, Ph.D.

December 7, 2011



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Social Media 101

- Defining Social Media & Why it's Important
- Developing a Persona
- Blogging
- Social Networks
- The Future

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What is Social Media?

- Any Web 2.0 feature that allows customers to interact with you
- The purpose of social media is to engage:
 - A 2-way conversation
 - Share not Tell marketing
 - Have to give them a way to share too

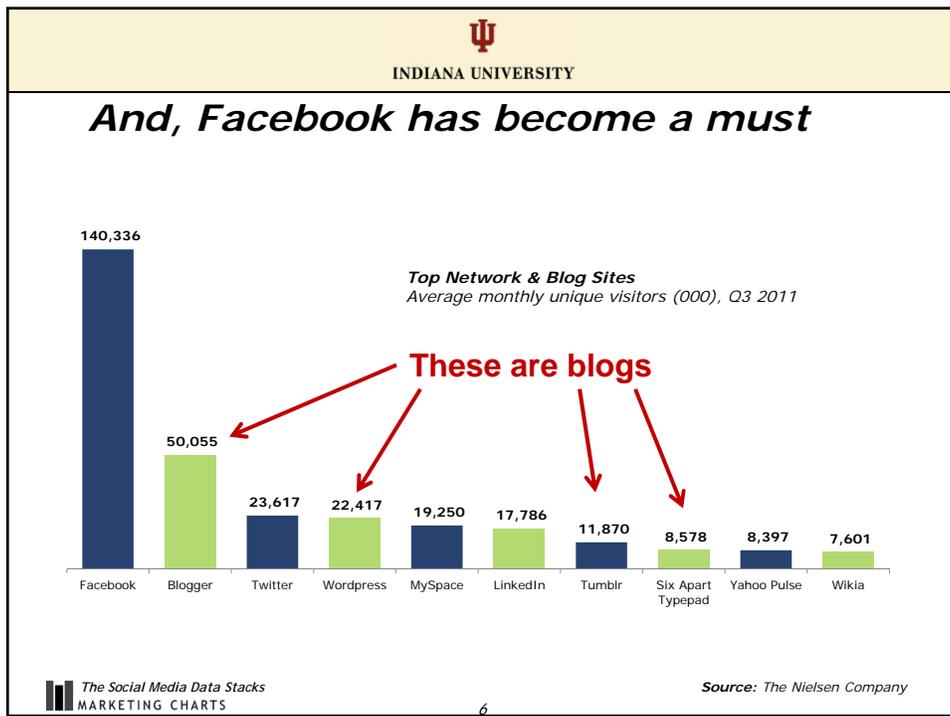
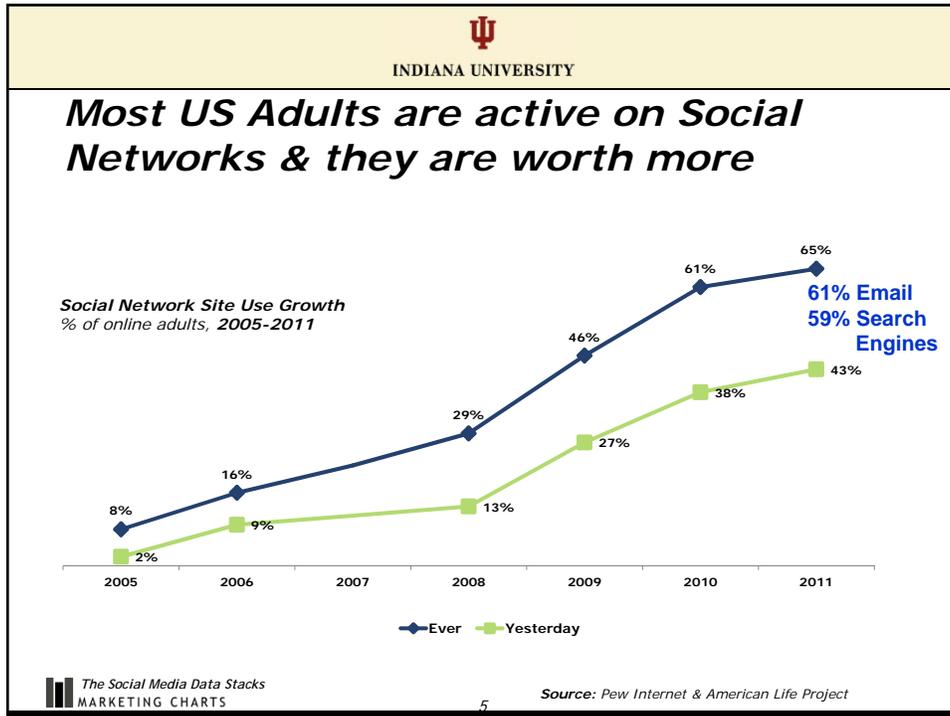


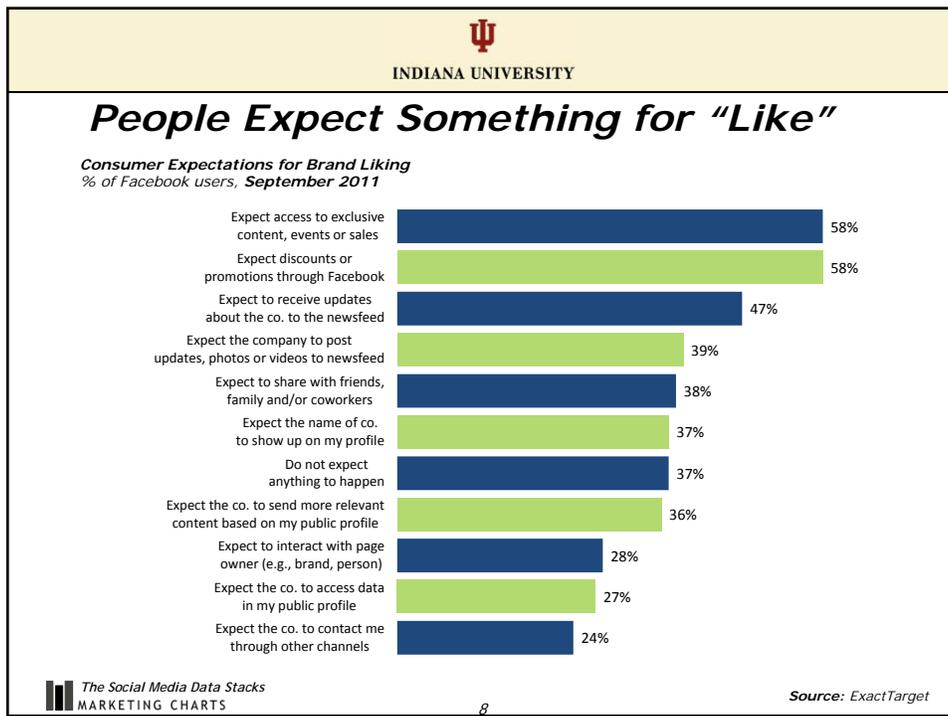
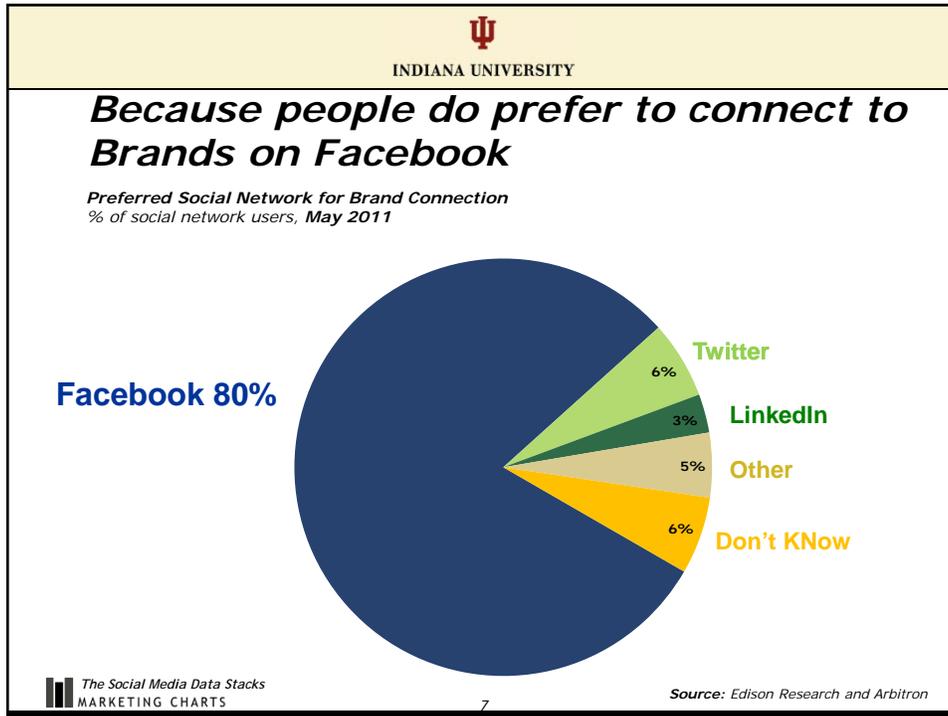
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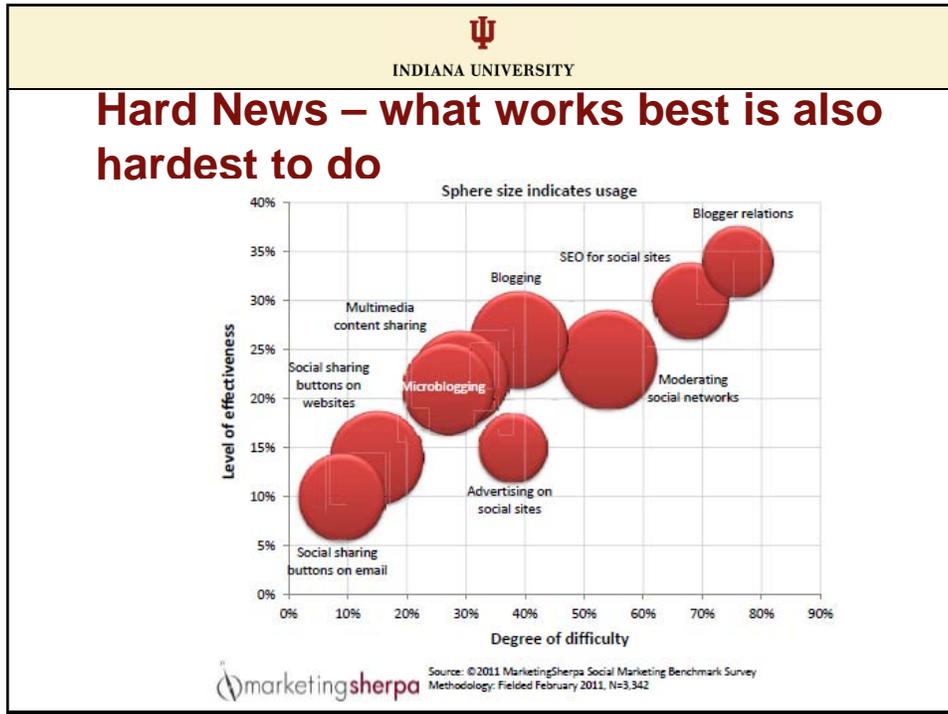
Social Media Marketing Landscape



Source: BtoB Business Intelligence Center, "Emerging Trends in Social Media Marketing"







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STEP 1: DEVELOP A PERSONA


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Who is your target audience?

What is their demographic makeup?



What questions do they have?

What do they need?


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High School Juniors/Seniors

Concerns:

- What is life like on campus?
- What do I want to study?
- Will I fit in on campus?

Forums:

- Social Networks
- Search

Demographic:

- Upper/Middle class
- Located in Midwest



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B2B Audience Template

PERSONA NAME: Leftbrain DGA
A DEMAND GENERATION AGENCY



Quote from Persona:

Title:

Time in Job:

Works Directly With:

Daily Tasks:

Responsibilities:

Likes / Dislikes about Job:

Frustrations:

Pressures:

Concerns:

Needs:

Role in Buying Process: (i.e. decider, user, gate keeper)

Buying Stage: (i.e. mid-late)

Drivers: (i.e. cost, benefits)

Source: <http://www.contentmarketinginstitute.com/2011/04/4-questions-answered-about-buyer-personas/>

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Hospital Operation/Practice Manager



ANDREW JACOBS, 45
Director of Operations, St. Mary's Hospital

- \$150k salary level
- 15 years in the field

CURRENTLY IN THEIR WORK

Both Andrew and Marianne are focused on balancing the internal and external operations of their practices. They are very meticulous and continually question current operations in order to see where innovation can be integrated to increase efficiencies. Both come from a medical background; however, Andrew also holds a degree in business as well. It's because of this shared background that they understand the need to maintain balance between the needs of the physicians and those of their patients without sacrificing the quality of care.



MARIANNE PETERS, 42
Practice Manager, Riverview Medical Group

- \$70k salary level
- 12 years in the field

While he views himself as open-minded and proactive, she sees herself as detail-oriented and a bit introverted. It's the ability to be both introspected and outward focused that help them see possibilities before potential problems arise. Although their jobs are stressful, they know how to unwind, often spending time outside of work with family or exercising to stay healthy.

RESPONSIBILITIES INCLUDE

They put out fires every day. He's constantly keeping up to speed on regulatory, budgetary, and operational changes in the industry while also keeping abreast of physician relations and new innovations in healthcare. She's busy processing and responding to patient complaints while also supporting the needs of the staff. To describe their work environment as fast-paced and hectic is par for the course. It's what keeps them going. They know their decisions are making a direct impact on those around them so that their focus can be where it needs to be — providing the best quality of care for their patients.

INSIDE THEIR MIND

They're both focused on balance. He considers how new changes in the industry coupled with new innovations can help better support the physicians and patients. She thinks about how those changes are going to directly impact patients and workflow. Ongoing planning and strategy are top of mind.

- Open-minded and inquisitive
- Optimistic
- Detail-oriented
- Responsive


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Do Research on your Audience

- Monittor
- SocialMention
- Google Alerts
- Alltops

Welcome to monitter.

Monitter is a real time twitter search tool that enables you to monitor a set of keywords on twitter. It also allows you to narrow the search to a particular geographic location, allowing you to find out what's going on in a particular part of the world.


Real-time social media search and analysis:

in All Search
or select social media sources

Trends: [Airline Baby Dan](#), [barney frank](#), [Vitamin D Study](#), [drew breez](#), [Blood Sugar](#), [adam shulman](#), [JFK](#), [Turtles](#)

Social Media Alerts
Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

Realtime Buzz Widget



Display realtime buzz on your site or blog.

[Get the widget](#)


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Now, plan your Strategy

1. **What's Your Pitch?** Shoot for 120 characters
2. **What's the Point?** What type of program is this? Awareness, Sales, or Loyalty?
3. **What's Your Relationship with Your Audience?** Nothing to Your Advocate
4. **What's Your One Thing?** You = X
5. **How Will You Be Human?**
6. **How Will You Measure Success?** First-time visitors, Repeat Visitors, Comments, Shares

December 8, 2011



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STEP 2: START YOUR COMPANY BLOG



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Why Blog?

- It's a permanent repository for your social network content
- You can have a wide variety of content
- Your customers want to see what you think
- It's one of the most effective ways to engage
- It helps in organic search
- And, it helps in organic search



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How to Start a Blog

- Set up a network to redirect to your domain
- Freeware:
 - Wordpress.com
 - Blogger.com
- Paid, hosted networks:
 - Compendium
 - Hubspot
 - SquareSpace
 - Typepad



"I am here"

Showing up matters more than ever, particularly if you promised you would. Not just showing up in person, but showing up emotionally, or with support, or with a resource that was inconvenient for you to produce. We're no longer judging you by what sort of widgets your factory makes. We're judging you by what we can expect from you in the future.

Posted by Seth Godin on December 07, 2011 | [Facebook](#) | [TrackBack](#) (0)

155 people like this.

8 people +1'd this.

Getting serious about the attention economy

First, to restate the obvious: Attention from those interested and able to buy is worth more now than ever before. Companies like Google, Amazon, Dailly Candy, Netflix, Target, and on

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dear patient & loyal customers,

You spoke and we listened!
Look for NEW products in 2011.
Same great feeders, Brand new look!

Blog

18 September 2011

Fall Makeover, Goldfinch Style
A couple of weeks ago anywhere you looked on TV, the Internet, Twitter -- you could find something about Fall Fashion Week. ...[Read More](#)

15 July 2011

More than Bird Feeders
Then there is James, our Business Analyst. James is our first and only employee. We have come to believe that he is our reward ...[Read More](#)

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MR. CANARY BIRD FEEDERS

Throw out the 'little old lady' stereotype.

Bird lovers come in all shapes, sizes and ages. You don't have to be little, old or a lady to appreciate the spectacle of flight, the majesty of nature...you just have to look. So if you thought you'd have to be a Bird Nerd to enjoy feeding and watching

VIDEO

Inspirational video - Turning



0:00 / 5:15

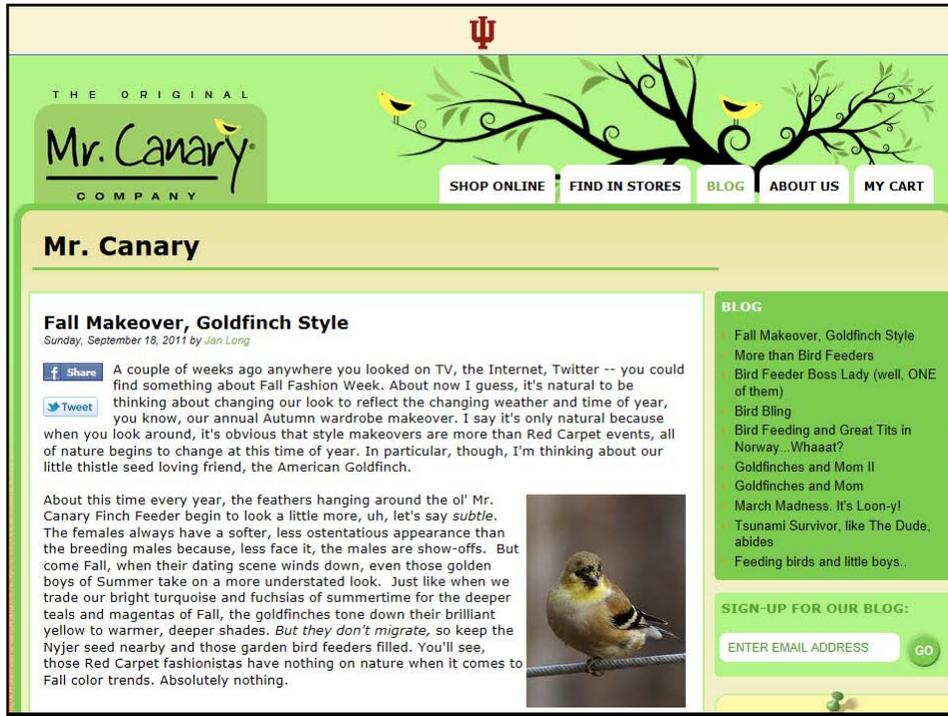
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Fall Makeover, Goldfinch Style

Sunday, September 18, 2011 by Jan Long

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A couple of weeks ago anywhere you looked on TV, the Internet, Twitter -- you could find something about Fall Fashion Week. About now I guess, it's natural to be thinking about changing our look to reflect the changing weather and time of year, you know, our annual Autumn wardrobe makeover. I say it's only natural because when you look around, it's obvious that style makeovers are more than Red Carpet events, all of nature begins to change at this time of year. In particular, though, I'm thinking about our little thistle seed loving friend, the American Goldfinch.

About this time every year, the feathers hanging around the ol' Mr. Canary Finch Feeder begin to look a little more, uh, let's say *subtle*. The females always have a softer, less ostentatious appearance than the breeding males because, less face it, the males are show-offs. But come Fall, when their dating scene winds down, even those golden boys of Summer take on a more understated look. Just like when we trade our bright turquoise and fuchsias of summertime for the deeper teals and magentas of Fall, the goldfinches tone down their brilliant yellow to warmer, deeper shades. *But they don't migrate*, so keep the Nyjer seed nearby and those garden bird feeders filled. You'll see, those Red Carpet fashionistas have nothing on nature when it comes to Fall color trends. Absolutely nothing.



BLOG

- Fall Makeover, Goldfinch Style
- More than Bird Feeders
- Bird Feeder Boss Lady (well, ONE of them)
- Bird Bling
- Bird Feeding and Great Tits in Norway...Whaaat?
- Goldfinches and Mom II
- Goldfinches and Mom
- March Madness. It's Loon-y!
- Tsunami Survivor, like The Dude, abides
- Feeding birds and little boys..

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What We Do!

Autonics CT Series Counter/Timer Upgraded!

Tuesday, November 29, 2011 by Beckie Bordenaro

Autonics has recently upgraded their popular CT series of multifunction timer/counters.

What's new? Here is a list of the Autonics CT series upgrades:

- Common (for both Counter and Timer):
 - Built-in Modbus communication function (communication model)
 - Increase contact capacity to 5A (CTS and CTM series)
 - Available to set the One-Shot output time (0.01 sec to 99.99 sec)
- Counter Upgrades:
 - 0.00001 to 999999 (4 digit 0.001 to 9999)
 - Added BATCH counter function (CTM series)
 - Available to set count start point (initial value)
 - Added Up-1/ Up-2/ Down-1/ Down-2 input modes
 - Added TOTAL/HOLD operation modes in the indicator
- Timer Upgrades:
 - Ability to select memory protection function in the indicator
 - Added range; 6 digit 999.999s/9999m59/99999.9h, 4 digit: 9.999s
 - Added TOTAL/HOLD/On Time display operation modes in the indicator
 - Added INT2/NFD/NFD.1/INTG output modes

Marshall Wolf Automation is your authorized industrial automation distributor for the complete line of Autonics temperature controllers and temperature control products, emergency e-stops and pushbuttons, inductive and capacitive proximity sensors and miniature photoelectric sensors.



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The Purposes for your Blog

- **Create Awareness for your brand**

- **Help Visitors see your brand as human and establish your Thought Leadership**

- **Purchase Behavior**

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Here's the Key to Success:

Set a Schedule & Stick to it

Thank you for creating with WordPress. | Documentation | Feedback Version 3.0.1

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STEP 3: ADD SOCIAL NETWORKS



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Set up Your Profile

- Start with the basics on the main four:
 - Facebook.com
 - Twitter.com
 - LinkedIn.com (esp. important for B2B)
 - Google+
- Set up a Social Network Management account:
 - HootSuite.com
 - Buffer. Com
 - MarketMeSuite.com



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Start Promoting your Blog Posts & then think about Optimizing

- You've already written the blog posts. Write enticing lead-ins to them
- Find Influencers in your market
 - Follow them
 - Then, engage them
- Optimize Facebook First
- Then, optimize LinkedIn



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Similar Facebook Pages

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17,230 like this

More ▾

48,990 like this

210 talking about this

Set up a One-Stop-Shop Information Site

facebook

Email: mksaxton@upul.edu Password: Log In

Keep me logged in Forgot your password?

Sign Up Facebook helps you connect and share with the people in your life.

Meritage Homes Bad Bill Face Like

Product/Service

Meritage Homes

JOIN THE RESIDENTIAL REVOLUTION!

Wall Info Bad Bill Face Events

THANKS FOR SHOWING US YOUR BAD BILL FACES

Thank you to everyone who participated and to all of our fans who voted. A big congratulations goes to Theresa for winning the Meritage Homes Bad Bill Face Contest! We hope your summer just got a lot cooler.

Want to like or comment on this page?

To interact with Meritage Homes you need to sign up for Facebook first.

Sign Up

It's free and anyone can join. Already a member? [Log in.](#)

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Likes
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Static FBML

Create a Great Contest

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Facebook helps you connect and share with the people in your life.

Safer® Brand - Organic Gardening & Pest Control Products

Product/Service

Safer® supports Katie's Krops

LIKE US, WATCH US GROW, AND HELP KATIE'S KROPS, ALL IN ONE CLICK!

FOR EVERY NEW FAN WE WILL DONATE \$0.10 TO KATIE'S KROPS, AND HELP FEED THOSE IN NEED!

OUR GOAL **10,000 FANS**

FANS SO FAR! **6000**

DONATIONS SO FAR! **\$600.00**

Katie's Krops grew from the dream of a 12 year old and now consists of 17 gardens throughout the U.S. Katie and her team of peer volunteers create and manage organic gardens and provide the harvests to local homeless shelters. Katie's Krops would like to support gardens in every state in the U.S., and help fellow children's organizations that look to feed the hungry.

Want to like or comment on this page?
To interact with Safer® Brand - Organic Gardening & Pest Control Products you need to sign up for Facebook first.

It's free and anyone can join. Already a member? .

Similar Facebook Pages

- Dole Salad Guide**
246,951 like this
- Members Project from American Express**
751,307 like this
- Playtex**
253,869 like this

More +

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Info
Like Us, Watch Us Grow...
Welcome
Photos
Notes
YouTube Box
Questions

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Safer® brand proudly offers the broadest and most effective line of organics...
More

14,312
like this

374
talking about this

Likes
HGTV

Tie in to a Great Cause



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And, optimize LinkedIn

- Company Page
- Executive Profile Pages
- Join or Create a Group
- Leverage Group Discussions in other places like newsletters and blog posts
- Add Polls
- Add Presentations



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LinkedIn  Account Type: Basic Kim Saxton Add Connections

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Companies > Compendium

COMPENDIUM

Compendium is a business blogging platform with the software, tools, and services that empowers companies to create, capture, moderate, and broadcast their message online. Compendium's technology controls the blogging process so companies can focus on controlling their message.

Noteworthy Accomplishments: Businessweek dubbed Compendium one of "America's Most Promising Startups." Compendium has also been featured in the Wall Street Journal, BtoB Magazine and DM News. Compendium received the "Indiana Company to Watch" award from the Indiana Economic Development Corporation.

Specialties
Business Blogging, Content Marketing

[less](#)

Compendium has 178 followers

[Follow Company](#) [Share](#)

How you're connected to Compendium

- 10 First degree connections
- 17 Second degree connections
- 30 Employees on LinkedIn

 Check out insightful statistics about Compendium employees »

Your Network (27) Your College Alumni (4)



President
Frank Dale, Indianapolis, Indiana Area

HOW TO SAY SUCCESS AdChoices





Frank Dale 1st

President at Compendium

Indianapolis, Indiana Area

Current President at **Compendium**

Past Vice President Operations at
Vice President Operations at
Consultant at Indiana 21st C

[see all](#)

Education Indiana University - Kelley S
Valparaiso University
Valparaiso University

Recommendations 5 people have recommende

Connections 500+ connections

Websites Twitter
My Corporate Blog
Company Website

Twitter [Follow](#) @frankdale

Public Profile <http://www.linkedin.com/in/fr>

[Share](#) [PDF](#) [Print](#)

Additional Information

Websites:

- Twitter
- My Corporate Blog
- Company Website

Twitter: [Follow](#) @frankdale

Interests: Business Strategy, Marketing, Online Marketing, Corporate Finance, Leadership Training/Development, Soccer, Travel

Groups and Associations:

Valparaiso University Alumni Admissions Network, Indianapolis Sigma Chi Alumni Chapter

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OMS [Join](#)

OpenView Venture Partners [Join](#)

Sigma Chi Fraternity [Join](#)

Software as a Service (SaaS) Group [Join](#)

The Economist Newspaper readers [Join](#)

Summary

Frank Dale is currently President at Compendium, a problem solver and a leader – consistently advoc success. With a passion for startup companies and serves as a panelist at the Kelley School of Busine

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Patrick Cava
Marketing Manager at Certain
[see all my questions](#)

Corporate Blogging: Hubspot vs. Compendium?

Anyone have experience with Hubspot and/or Compendium for managing their corporate blog? If so, which do you prefer? If you moved to/from wordpress to one of these platforms, what was your experience?

posted 1 month ago in Internet Marketing | Closed | [Report question as...](#)

[Share This](#)

Answers (9)

Bruce Cadkin, MBA
Founder & President of BAC Medical Marketing
[see all my answers](#)

Best Answers in: Business Development (2)... [see more](#)

I don't use either, so my answer is totally unbiased. That being said, I've heard that HubSpot offers a single blog strategy, while Compendium offers a multi-blog strategy.

posted 1 month ago | [Report answer as...](#)

Kimson Ng
Internet Marketing Specialist
[see all my answers](#)

Neither.

I highly recommend hosting your own blog rather than using third-party platform. You want 110% control of your blog and contents. Nothing is safe when its on someone's server, especially when we are talking about a corporate blog here.

posted 1 month ago | [Report answer as...](#)

Bradley Smith
Internet Marketing Consultant &

The best part thing HubSpot is that all of your services are integrated. That makes it a lot easier to execute and manage if you don't have the team or expertise to help. So in



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Some Great Resources:

- Kissmetrics.com
- ConvinceandConvert.com
- JeffBullas.com
- MarketingTechBlog.com
- AppSumo.com
- SlingshotSEO.com
- ExactTarget.com
- Hubspot.com
- Compendium.com



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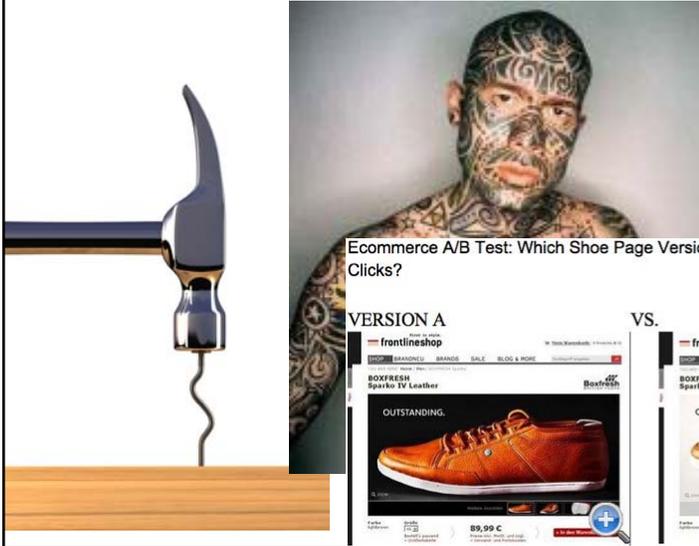
Future Trends in Social Media

- Mobile
- Search includes social indicators
- Location-based
- Social Commerce
- Gaming
- Global Magazine Super Blogs
- Global Micro Niche Businesses

Source: <http://www.jeffbullas.com/2011/11/22/7-top-trends-in-social-media/>

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A couple of parting words:



Ecommerce A/B Test: Which Shoe Page Version Got 39.3% More Add-to-Cart Clicks?

VERSION A **VS.** **VERSION B**



The image displays an A/B test for a shoe product on the 'frontlineshop' website. On the left, a hammer is shown striking a nail into a wooden surface, symbolizing a 'parting word' or a decisive action. On the right, a man with extensive tattoos is shown, representing the target audience. The A/B test compares two versions of the shoe page for 'Boxfresh Sparko IV Leather' shoes. Version A features the headline 'OUTSTANDING.' and Version B features 'OUT OF THE BOX.' Both versions show the shoe, its price (\$9,99 C), and a 'Buy Now' button. The test results indicate that Version B achieved 39.3% more add-to-cart clicks.