

Branding Your Company Through Social Media

Program 4

Boosting Your Fan Page and Real World Examples

Jenna Communications

Tweet!



- Don't forget to tweet during the program: #jennacommsocialmedia





Today's Class

- More tips on how to create an effective Fan Page
- Linking your Fan Page to your website or personal Facebook
- Uploading pictures and creating events
- Offering incentives and contests to get people to “like” your page
- Real world examples of how these practices have helped businesses

Meet Mike Diccicco



- Partner, President, and CEO of DBC Works located in Conshohocken
- Has delivered unique and effective marketing communications to many of the industry's most well-known brands for the past 40 years





Twitter for Customer Service

- Gone are the days of spending an eternity on hold trying to ask a question or complain about a product. Consumers now take to Twitter.
- It is important to monitor Twitter to see what is being said about your company and product. You can engage consumers much quicker, and put an end to communications gaps that often cause extreme frustration.
- If you manage your reputation through Twitter and engage with those who are unhappy, you can often prevent them from switching to competitors.
- Monitoring your reputation on Twitter also can help prevent negativity about your business from going viral.

Facebook How To's



- Let's make sure you are using your Facebook page to its fullest potential.
- We will take a look at how to upload photos, create events, and link your fan page to your website or personal Facebook.



Offering Incentives to Get “Likes”

- So, you created a Facebook Fan Page, but how do you begin to build up a strong following?
- Incentives are an easy way to engage and gain followers.
- It is best to keep them simple.
- Examples: the 100th person to like our Fan Page wins a restaurant gift card OR the first person to tweet a specific phrase at us wins free services from our company
- It is not necessary to go overboard spending money on the prizes. The main goal should be to make them fun and useful.

Taco Bell Uses Social Media to Ward off PR Crisis



- Taco Bell is no longer using the “no comment” strategy
- Companies are benefiting from the digital defense against plaintiffs
- These social media defense messages are competing for attention on the web
- In January 2011 the lawsuit claimed that the beef didn't meet the USDA's requirements
- Taco Bell remains proactive through its Facebook Page, Twitter, and [YouTube Channel](#)

• Kerley, Patrick. "What Brands Can Learn From Taco Bell's Social Media Lawsuit Defense." *Social Media News and Web Tips @Mashable @The Social Media Guide*. Web. 17 Jan. 2012. <http://mashable.com/2011/02/17/taco-bell-social-media-defense/>.

• Wasserman, Todd. "Taco Bell Uses Social Media To Ward Off PR Crisis." *Social Media News and Web Tips @Mashable @The Social Media Guide*. 28 Jan. 2011. Web. 17 Jan. 2012. <http://mashable.com/2011/01/28/taco-bell-social-media-crisis/>.

Social Media is becoming Social Business



- A company can change the way employees work together, control its public image, and get to know its customers
- Social technologies are changing the face of business
- Take social media one bite at a time, failing is ok
- Learn quickly, fail quickly & move on
- Fast Company: <http://www.fastcompany.com/1779375/move-over-social-media-here-comes-social-business>

A Real Life Example of Different Incentives



- Recently, Jenna Communications launched the grand opening of Frey Boutique, a high end women's fashion store. To help build their Facebook presence, a \$50 gift card was awarded to the 100th person to like their fan page.
- Oxford Valley Mall wanted 1,000 Twitter followers by Jan. 12, 2012. If they reached this milestone, they would give away a \$50 Macy's gift card to one lucky follower in appreciation.



Contests Also Boost “Likes”

- Along with offering incentives, you also can hold contests over Facebook to engage fans and raise your number of “likes”.
- Same rules apply with contests: keep them quick and simple so people will actually take the time to compete.
- With contests, make sure you take advantage of features that Facebook has to offer.
- Some ideas: best photo submissions, best video submissions, most check-ins at our store in a month



Real World Examples of Contests

- For the holidays, Oxford Valley Mall hosts the “Cutest Santa Photo Sweepstakes”, where shoppers can upload and vote on who has the cutest photo with Santa.
- Participation was wildly popular with nearly 400 pages of photo submissions.
- The winner received a special visit from Santa with a sleigh full of \$2,000 worth of presents sponsored by OshKosh.
- When your contest gets big enough like this one, it can even be picked up by local press. [Santa's Visit](#)



More Ways to Strengthen Fan Pages

- You can add a shop tab to your Facebook fan page where followers have the option to purchase branded merchandise from your business. Check out what 6abc does!

The screenshot shows a Windows Internet Explorer browser window displaying the Facebook fan page for 6abc Action News. The browser's address bar shows the URL: http://www.facebook.com/#!/6abc.ActionNews?sk=app_189977524185. The Facebook interface includes a search bar, navigation tabs (Home, Find Friends), and a left sidebar with options like Wall, Info, Photos, and a Shop tab. The main content area features the 6abc Action News logo and a search bar. Below the logo, there is a 'Shop' section with a filter for 'Price: \$' and a category for 'All Categories'. A featured item is an 'Action News Mug' priced at \$6.00, with a 'BUY NOW' button. The right sidebar shows a list of friends and a 'Sponsored Story' for 'Tough Mudder'.

Downloading picture http://profile.ak.fbcdn.net/hprofile-ak-snc4/369264_602611881_127432873_s.jpg...

Internet | Protected Mode: On

12:11 PM
1/13/2012



More Ways to Strengthen Fan Pages

- By adding a check-in application, you can have fans check in at your business and earn rewards.
- By adding the discussion application, fans can interact with one another and hopefully talk about your product or service.
- You can promote deals in your area as they relate to your business in order to drive more traffic to your fan page and website.



Recent Stats on FB

PEOPLE [?]

147,465,888 +2%

VISITS [?]

9,932,819,500 0%

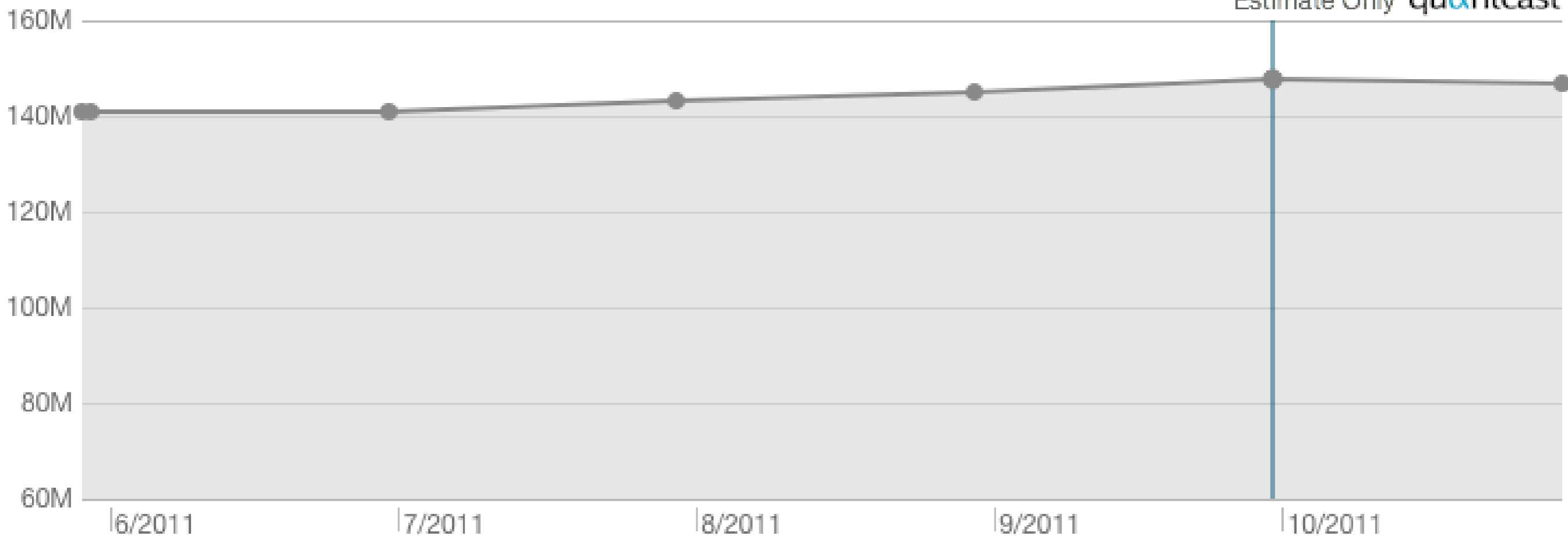
PAGE VIEWS not available [?]

[View a similar Quantified site.](#)

People (United States) per Month

Apr 30, 2011 — Oct 30, 2011 ▼

Estimate Only [quontcast](#)

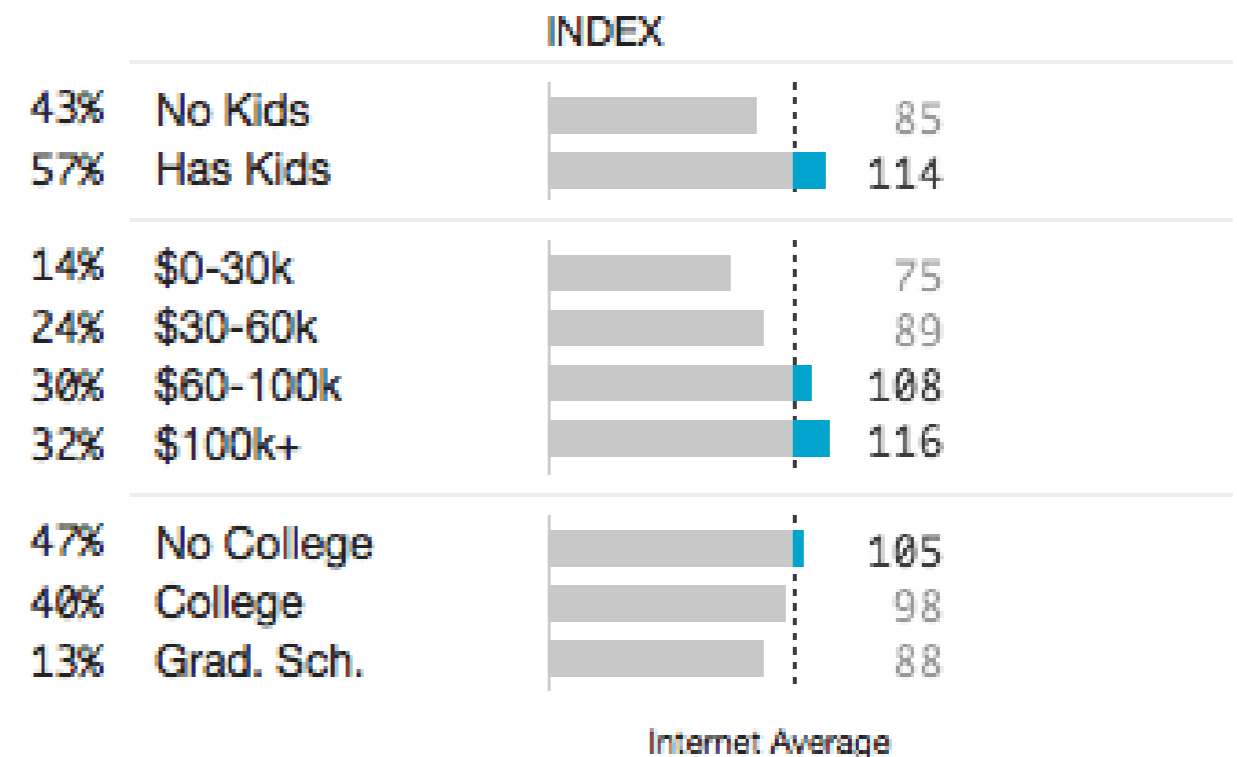
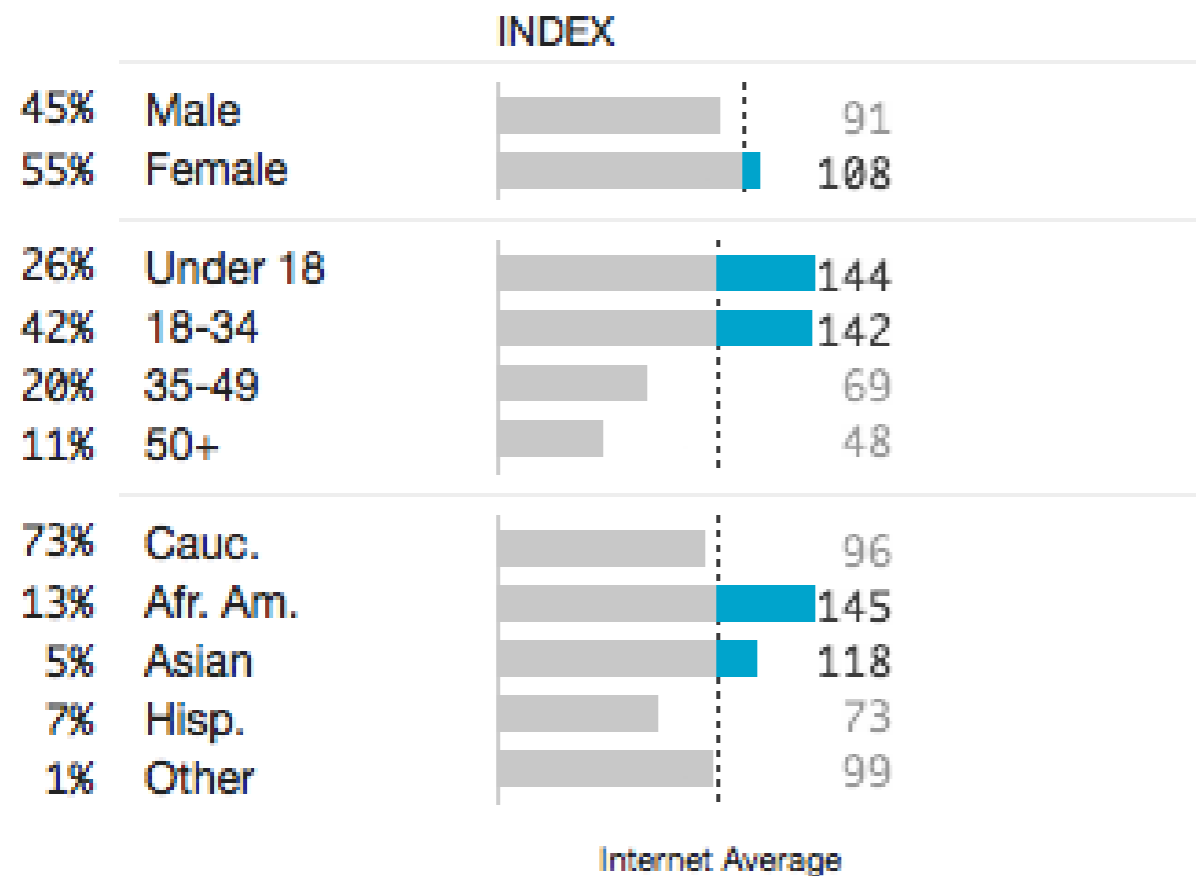


Recent Stats on FB



US Demographics ?

Updated Nov 2011 • Delayed - Next: Jan 2012



[See More](#)



MD Favs: The “Whopper Sacrifice”

- Tongue-in-cheek promotion from the earlier days of social media
- BK created an application site that offered you a free Whopper if you “sacrificed” (unfriended) 10 people on Facebook. Coupon limit: First 25,000 people.
- Buzz started to spread -- media caught on -- news “went viral” -- Facebook shut down the site --

**QUESTION FOR THE GROUP:
SUCCESS OR DISASTER?**

WHOPPER® SACRIFICE HAS BEEN SACRIFICED.



FACEBOOK® HAS DISABLED **WHOPPER® SACRIFICE** AFTER YOUR LOVE FOR THE **WHOPPER® SANDWICH** PROVED TO BE STRONGER THAN **233,906** FRIENDSHIPS.

Were you sacrificed by somebody? [Send them an Angry-Gram ▶](#)

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FACEBOOK® IS A REGISTERED TRADEMARK OF FACEBOOK INC.





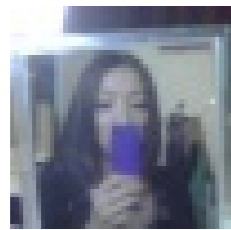
MD Favs: Black Friday Goes “Social”

- **Foursquare** partners with **JC Penney, Sports Authority, Toys R Us**, et al -- “Access app on arrival for special discounts”
- Special BF deals “leaked” to **Facebook** fans by **Target, Macy’s**, others
- Specials announced via **Twitter** by **Best Buy, Target, Walmart**, etc.
- **Groupon** holidays deals under the sub-brand **Grouponicus** — focused on experiences
- **Smart Aisles** mobile phone app (Android and iOS devices)



MD Favs: 30 Rock “Insiders”

- FB Pages for TV Shows = great role models
- 30 Rock has more than 65,000 who “liked” their page
- Posts from the show provide little comic “treats” to audiences — no overhype, no big sell, no merchandising . . .
- The goal is **CONNECTING**



Shiho Oura

眠い～
眠すぎる～
みんな毎日どんくらい寝てるのかしら？

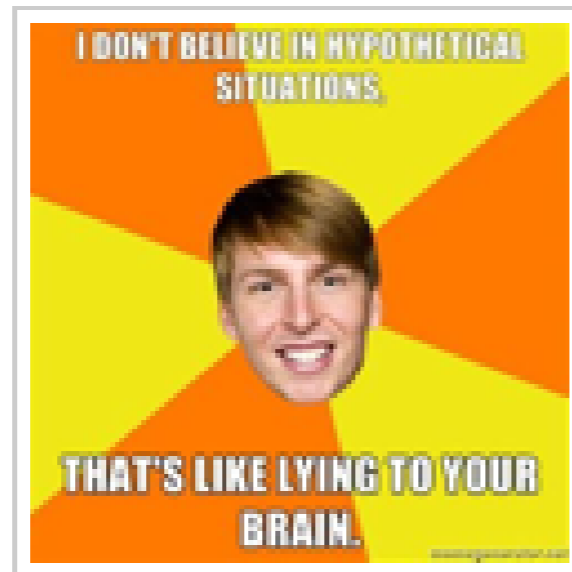
[See Translation](#)

Like · [Comment](#) · about an hour ago via mobile ·

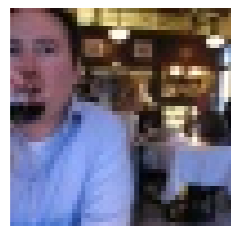


30Rock

Seems pretty logical...



Like · [Comment](#) · [Share](#) · 577 23 127 · 3 hours ago ·



Matt Jacob-Mitos listened to [Linkin Park](#) on Spotify.

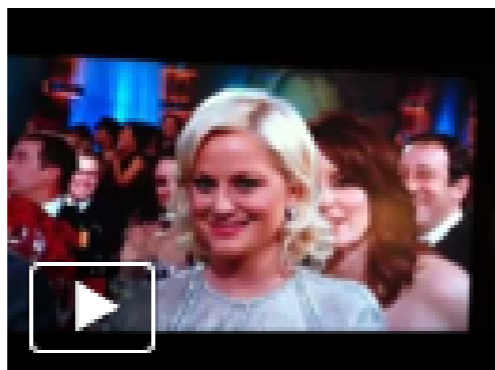


- [My December](#) – Live Project Rev. 2002 [Linkin Park](#)
- [Buy Myself](#) – Manson Remix Non-Album Track [Linkin Park](#)
- [One Step Closer](#) – Live LP Underground Tour



30Rock

Did you see Tina Fey photobomb Amy Poehler at the Golden Globes last night? They were definitely at the fun table!



Tina Fey & Amy Poehler Golden Globes 2012
www.youtube.com

Tina Fey photo bombs Amy Poehler during Golden Globes 2012 NBC

Like · Comment · Share · 22 hours ago ·

632 people like this.

View all 53 comments

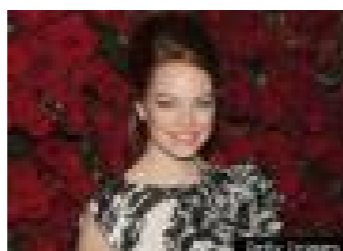
100 shares

Write a comment...



30Rock

Happy MLK Day, nerds! We can't wait to see Emma Stone, Nick Cannon and Andy Samberg in 30 Rock's "New Year's Eve" parody: "Martin Luther King Day."



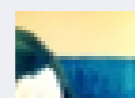
'30 Rock': Emma Stone, Andy Samberg, Nick Cannon To Guest Star
www.huffingtonpost.com

Like · Comment · Share · Yesterday at 11:10am ·

130 people like this.

View all 7 comments

1 share



Dearna May Doglione God, I'm so pumped for this season. It feels like it's gonna be the best

MD Favs: TrattoriaTotaro Conshy



facebook Mike Diccico Home

TrattoriaTotaro Conshy

Studied at Villanova University Lives in Conshohocken, Pennsylvania

+1 Friend Request Sent Message

You and TrattoriaTotaro
27 Mutual Friends


TrattoriaTotaro's Friends See All


- Jeff Skversky 180 mutual friends Add Friend
- Rob Templeton 153 mutual friends Add Friend
- Roger Figueira 220 mutual friends Add Friend
- Dom Giordano 159 mutual friends Add Friend
- Phil Adelphia 118 mutual friends Add Friend

Sponsored Story See All

Jami Lyn Slotnick and Diane Symons like Kveller.com.

Work and Education

College  Villanova University Class of 1987

High School  Plymouth-Whitemarsh High School Class of 1983


Sports

Favorite Teams

- Philadelphia 76ers
- Philadelphia Union
- Philadelphia Flyers
- Philadelphia Phillies
- Philadelphia Eagles

More

Activities and Interests

Activities  Phillies

Wall

Info

Photos (9)

Friends

Subscriptions (6)

Friends (1188)

- Donna Campbell Totaro
- John Woods
- Terry Gehringer Ferris
- BarrenHill FireCompany
- Sally Ann Slawek Nikolaou
- Jakki Dougherty
- Bill Shaw

kveller Kveller.com Like



MD Favs: DBC Holiday Card

- Brand-building, awareness-building, goodwill creating — all based on the tradition of greeting cards for the holidays
- Our idea: 20 separate messages — one from each member of the staff
- Concept combined email marketing that drove people to our website, encouraged repeat visits, and later looped them back to our FB page

⚡ DBC's ADvent Event ⚡

Each year, we try to come up with one "holiday card" that best represents everyone at DBC. But if you've ever been to one of our parties, you know that we're a pretty diverse – and slightly crazy – group of people.

So this year, instead of one card that encapsulates everyone, we're letting each person say happy holidays in his or her own way. Each day, you'll find a fresh, festive greeting from a different DBCer on dbcworks.com/holiday. And on the Friday of each week, we'll send out an email with all of that week's posts. If you'd like to get in on the list, you can [email us](#).

So check back often and we hope you have a wonderful holiday!





DBC's ADvent Event

The 12 Tasks Of An Intern

by DBC Interns



✓ Like 2

🐦 Tweet 3



- Wall
- Hidden Posts
- Info
- Friend Activity (1+)
- Insights
- RSS/Blog
- Photos
- Extended Info
- Notes
- Questions
- EDIT

About ✎ Edit

Where Brands Go To Work

375
like this

2
talking about this


2
were here

- Likes See All
-  **Corner Bakery Philly**
 -  **Philly Ad Club**


Wall Diccico Battista Communi... · Everyone (Most Recent) ▾


Share: ✉ Status 📷 Photo 🔗 Link 📺 Video 📄 Question


Write something...

 **Mission Kids**
We have a new logo! Hope you like it. Our thanks to Diccico Battista Communications for helping create it.
[View Post](#) · January 9 at 5:26pm

 **Joan Leventhal Zaremba**
Hands down my vote goes to Michelle Gold!
[Like](#) · [Comment](#) · December 30, 2011 at 1:01pm


 **Diccico Battista Communications**
We hope that you enjoyed viewing our cards as much as we enjoyed making/eating/drinking/filming/writing/baking them. There are so many good ones to choose from, but which card was your favorite? Vote in our poll. One lucky voter will win a prize!
74 People Reached · 2 People Talking About This
[Like](#) · [Comment](#) · [Share](#) · December 30, 2011 at 9:17am






 **Diccico Battista Communications** asked: Which one of the 20 DBC holiday Card was your favorite?

- The 12 Tasks Of An Intern** 
- Happy Prehistoric Holiday** ...
- The Perfect Christmas Cocktail** ...

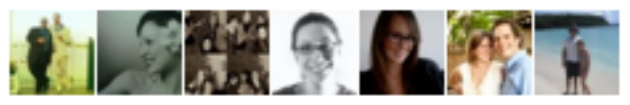



7 More...

69 People Reached · 8 People Talking About This
[Ask Friends](#) · [✔ 3](#) · December 30, 2011 at 8:57am


 **Diccico Battista Communications** asked: Which one of the 20 DBC holiday Card was your favorite?

-  Use Facebook as Diccico Battista Communications
-  Notifications **1** ▾
-  Promote with an Ad
-  View old Insights
-  Invite Friends

You and Diccico Battista Communications

- 
-  108 friends like this.
-  15 friends have worked here.
-  ICOM, Risa Vetri Ferman, Hyland's Muscle Therapy with Arnica

Recommend This Place

 Help your friends discover great places to visit by recommending this.

diccico battista

Write a recommendation...

Sponsored Story See All

 **Randal Ray Robertson**
 I endorse Ron Paul for President. Watch this whole video to see why.
[👍 1](#) [💬 1](#)

Sponsored Create an Ad

Social Media Summit

Some Closing Thoughts on Social Media



- Social media will be dwarfed by social business—social media is more than a marketing tool, it is a way to run your business.
- Your company should start small when it comes to social technologies.
- Your employees need to become digital citizens, too—you'll need to train your employees in these new processes.
- It is okay to fail as long as you do it quickly—that way you won't be too invested in a failed venture.
- Source: The CEO's Guide to Social Media from ChiefExecutive.net

Any Questions?



THANK YOU!



- We appreciate your participation in this series. We are more than welcome to answer any further questions you may have!

- Contact information:
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 - jennacommunications.com