



Nine Tips on How to **Run** (and **Not Run**) Social Media Campaigns

Auren Hoffman
Rapleaf CEO

Quick Rapleaf Background

- Social data provider that helps companies better understand their customers
- Works with leading retailers, ad agencies, automakers, hotels, banks, airlines and more
- Fresh data on over 350 million consumers – biggest social database in the world



Rapleaf's data: the four Ws



- **Who:** demographics (age, gender, income, location, etc)
- **Where:** web sites they are involved in
- **What:** interests, sports, movies, music, products, brands
- **With Whom:** friends and associates

#1: **DO** engage on existing social networks

- Don't wait for customers to talk/share feedback
- Pay attention to your customers' wants
- What matters most to your audience?



#2: **DON'T** reinvent the wheel



- Don't create your own social network
- Build and establish online presence at where your customers are online

#3: **DO** tie in email marketing

- Efficient, effective, and repetitive
- Easy to drive current customers (your biggest advocate) to action
- Great way to measure activity and interest of audience on social media



#4: **DON'T** send everyone the same email

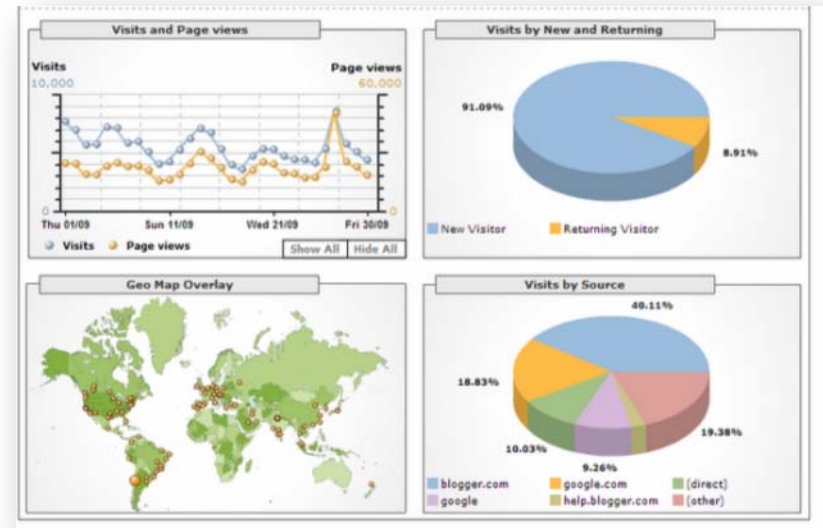


- Personalized emails can provide immediate lift
- To avoid reader fatigue, segment emails by interests, demographics, and more



#5: **DO** track and measure responses

- Make sure you build in data collection and measurement
- Includes: clicks, opens, re-tweets, growth of fans, coupon codes redeemed, number of mentions



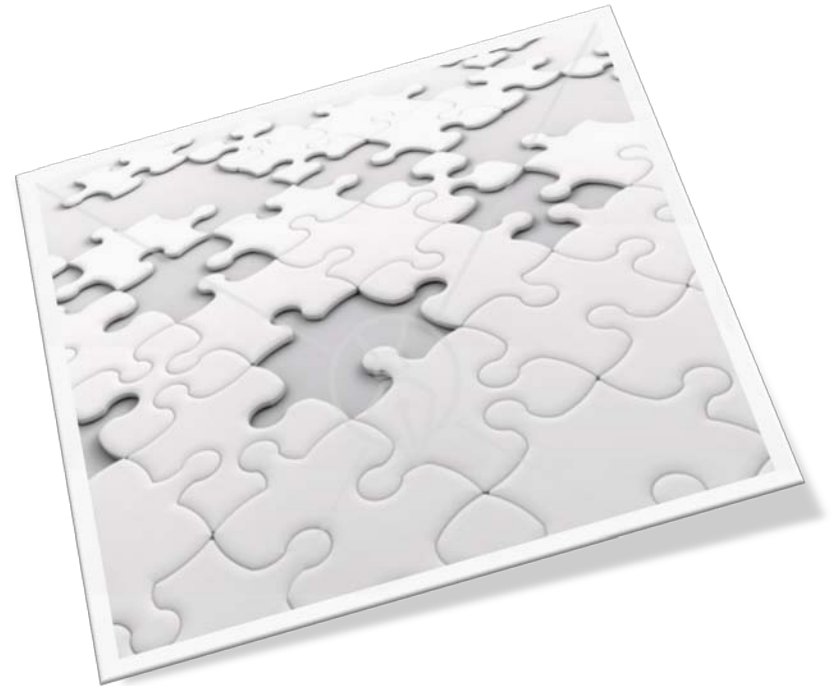
#6: **DON'T** treat everyone the same



- Determine who your influencers are
- Reward loyal, high-spending, customers with VIP customer service, promotions
- Setup CRM flags for influencers
- “Total Referral Value”

#7: **DO** get as much customer data as possible

- Fill in voids in CRM by asking customers or using 3rd party services
- Increase effectiveness by learning about customers:
 - Demographics
 - Interests
 - Social network behavior
 - And more..



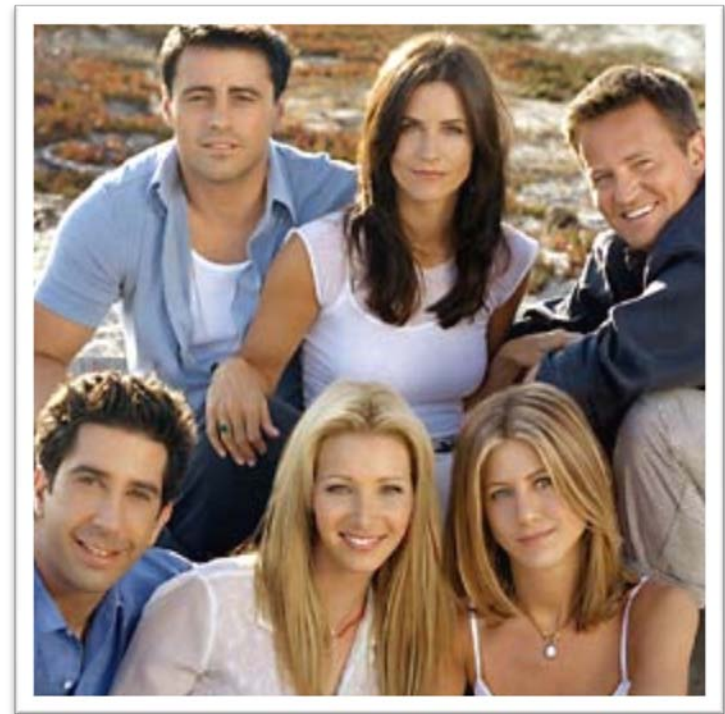
#8: **DON'T** expect immediate results



- Campaigns take time
- Company-wide effort
- Don't be afraid to make mistakes

#9: **DO** socialize the entire experience

- Including:
 - Emails
 - Twitter updates
 - Facebook Connect
 - Facebook Ads
 - Blogs and videos
 - Status updates, favorites items, etc
- Measure and make sure efforts improve customer experience and engagement



#10: **DON'T:** Hesitate to ask questions



#10: **DON'T:** Hesitate to ask questions

- Wouldn't a private social network be better for marketing communication when all the members are not on Facebook?



#10: **DON'T:** Hesitate to ask questions

- We have 30,000 fans on MySpace but we want to take down our MySpace presence. What do you suggest?



#10: **DON'T:** Hesitate to ask questions

- Can you provide an example of a company that implemented an influencer program? What were some of their initiatives?



#10: **DON'T:** Hesitate to ask questions

- What would you say to companies wanting to bring customers to their own online properties rather than starting at Facebook or MySpace?



#10: **DON'T:** Hesitate to ask questions

- Can you provide a specific example of a brand that is using Twitter really well?



#10: **DON'T:** Hesitate to ask questions

- What are some “must have” rules and policies for the new social media team?



#10: **DON'T:** Hesitate to ask questions

- In the market research industry, the trend is building communities to engage for more open responses. Do you believe insight can be gained by using already-existing platforms like Facebook and Twitter?



#10: **DON'T:** Hesitate to ask questions

- What are your thoughts on using social media to shift brand perceptions? Is it the right medium?



#10: **DON'T:** Hesitate to ask questions

- Do you have any tips on running a super-localized social media campaign?



#10: **DON'T:** Hesitate to ask questions

Thank you.

Auren Hoffman

Twitter: <http://twitter.com/auren>

Rapleaf

667 Mission St, FL 4

San Francisco, CA 94105

www.rapleaf.com

info@rapleaf.com

415-886-7270

Twitter: <http://twitter.com/rapleaf>

