

21
NOV

vittrue

PETER GOLLAN
DIRECTOR OF MARKETING

WHO AM I?

PETER GOLLAN

With over 13-years experience in marketing and a background focused on customer acquisition, interactive marketing, community building, brand management, social engagement and team leadership, Peter Gollan is Director of Marketing at Vitruue.



@factory16 @vitruue

vitruue

FROM BORING MEETINGS...



...TO BEAUTIFUL ICELAND



KEY CLIENTS



VITRUE PLATFORM

Marketers log in to a Vitrue web interface, instead of facebook.com, twitter.com, plus.google.com. From there, they can create and schedule posts, moderate content, manage publishing permissions for additional users, create sCommerce experiences, & review analytics.



Facebook Pages

Open Graph Objects

Places

Twitter Handles

Facebook, Twitter and Google+ APIs allow Vitrue's products to access functionality directly, and surface that functionality in ways that is useful to marketers

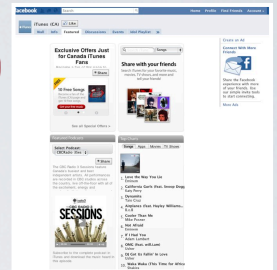
VITRUE TABS

SINGLE TAB VIEW

- ✓ Create your own landing page and other rich brand experiences within the Facebook environment
- ✓ Single tab experience can also be displayed across multiple Facebook Page

GLOBAL/LOCAL TAB MANAGEMENT

- ✓ Tabs+ gives marketers the ability to tailor your Tab content to particular countries, cities, zip codes, languages, brand and product with global navigation and locally surfaced content
- ✓ Each tab experience can contain different content, apps and promotions
- ✓ This functionality can be used by franchise activation for restaurants, real estate agents or any single brand, but multi-location business
- ✓ Share templates and apps across tabs



VITRUE PUBLISHER

PUBLISH

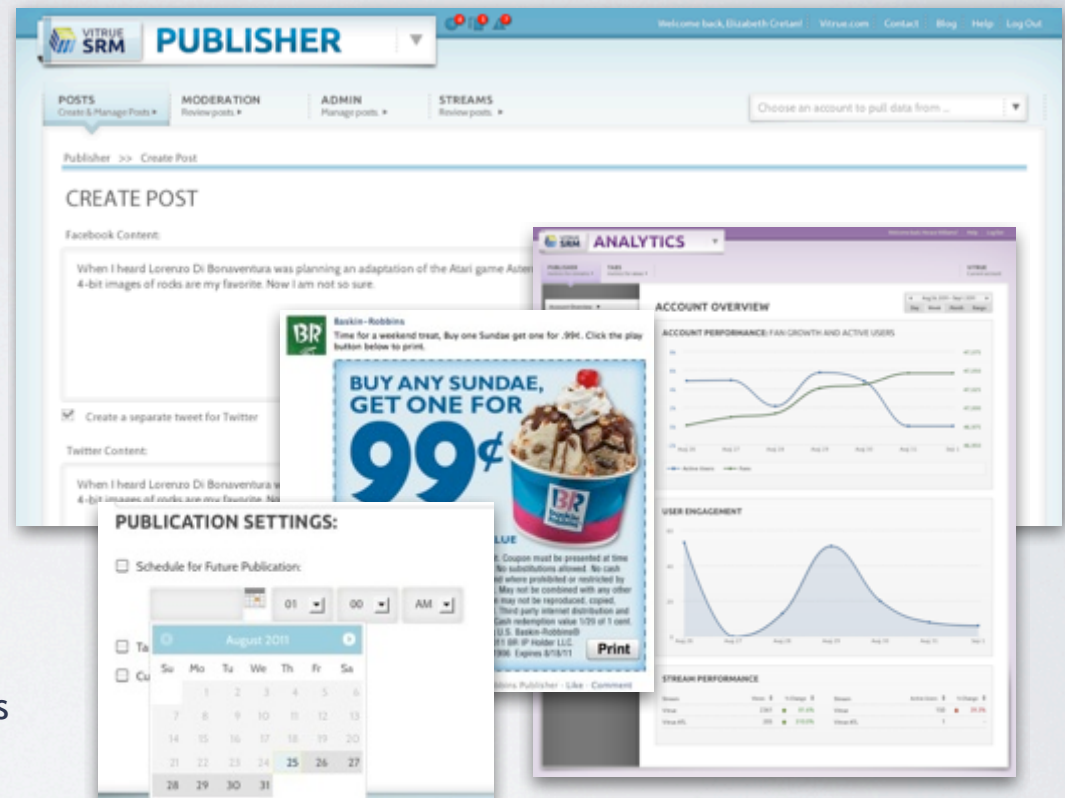
- Create more visually compelling posts on Facebook, Twitter and G+
- Include images, audio, video and Wall Apps like coupons, polls, and email capture
- Publish to multiple Open Graph objects with one click
- Geo-target posts

MODERATE

- Powerful and comprehensive Facebook wall moderation with optional automation using word lists
- Defined permission levels: Administrator, Editor & Author

MEASURE

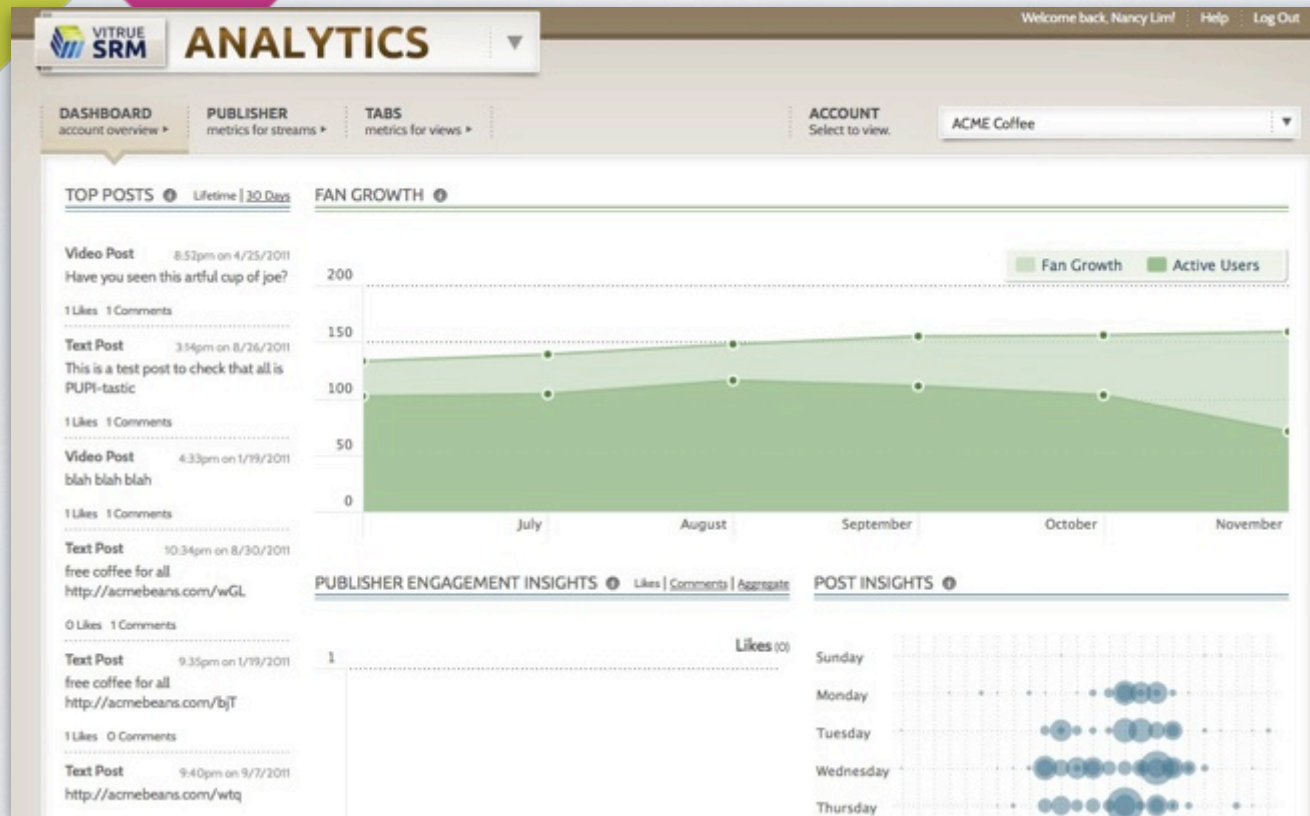
- Live metrics on a per comment basis including clicks, comments, likes, shares, plays, entries and actions
- Use Omniture, Doubleclick, WebTrends and Google Analytics.



SCHEDULE

- Author and schedule posts in advance, publish 24/7
- Allow multiple team members to collaborate on posts

VITRUE ANALYTICS



Vitru Dashboard allows marketers to have an aggregate view of how their social media initiatives are resonating with their community.

Analytics for Publisher and Tabs are provided from this single dashboard view.

WHAT IS SOCIAL MEDIA?

The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.



SOCIAL MEDIA USAGE



800+ million active users
7 million apps and website integrations
50% of users log in on any given day
9 hours of activity per month/user



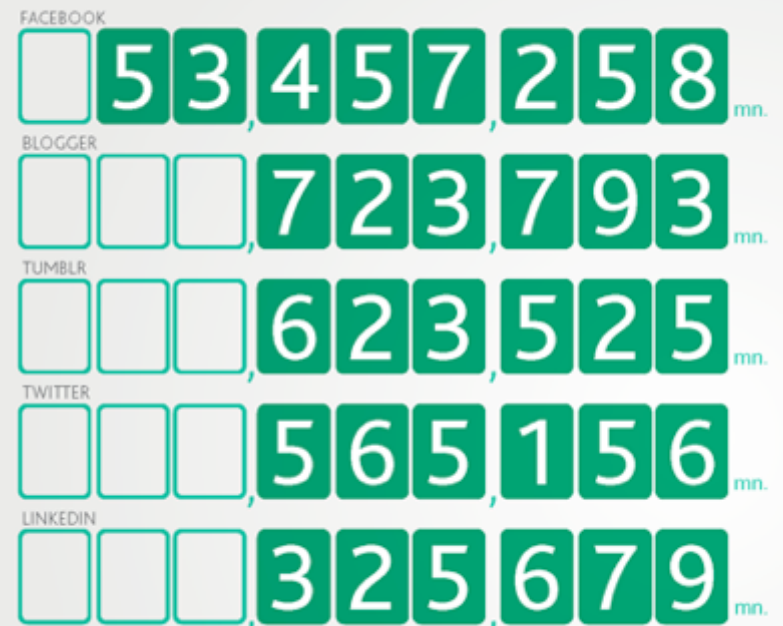
200+ million active users
230 million tweets/day
110% increase from last year



3+ billion videos viewed/day
100 million likes, comments and shares per week
700+ billion playbacks in 2010

vitruue

Top 5 U.S. Social Networks and Blogs
Total minutes (000s), Home and Work (May 2011)



Top 10 U.S. Web Brands by Total Minutes, in Billions, Home and Work (May 2011)

@factory16 @vitruue

Q & A



facebook.com/vitrue



[@vitrue](https://twitter.com/vitrue)



vitrue.com/blog/feed



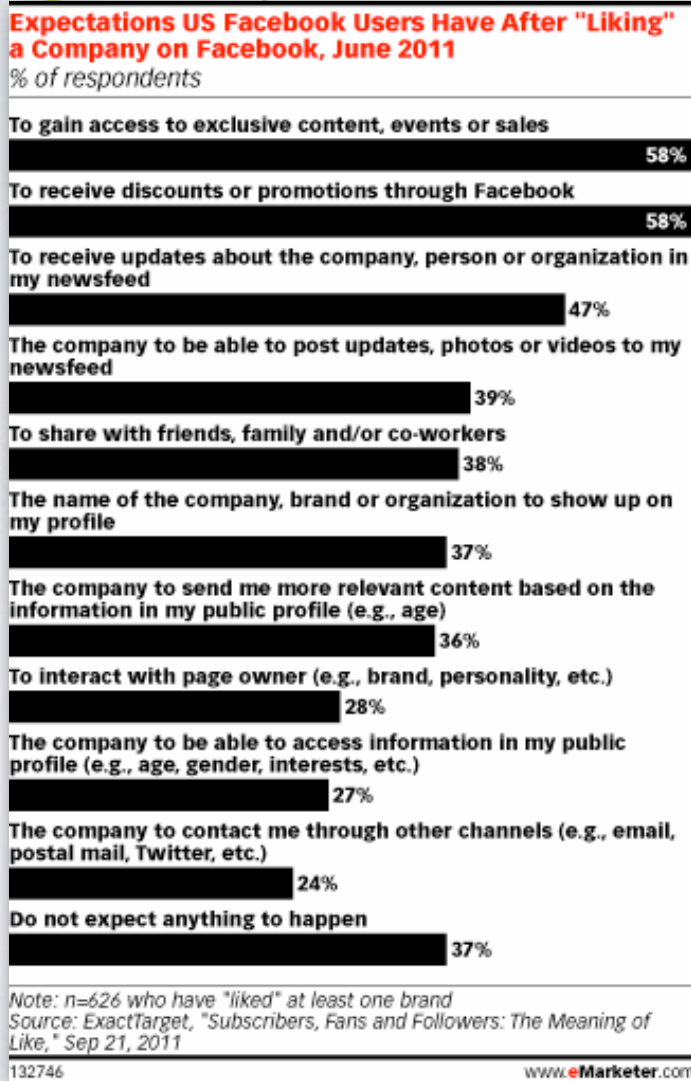
youtube.com/vitrue

vitrue



BEST PRACTICES FOR BRANDS

GIVE YOUR FANS WHAT THEY WANT



Over 58% of Facebook users cite exclusive content, events and promotions as an incentive to “like” a brand’s Page. Engaging content is key to unlocking your social communities.

LOCALIZED CONTENT IN YOUR LOCAL MARKETS

Whether you are a global, national, or regional brand- having an overarching brand strategy and segmenting your messaging at a local level are key to a successful social media initiative.

Your fans, or brand advocates, will be able to relate and engage more with content that is targeted around where they live and their interests.

New York

Atlanta

Los Angeles

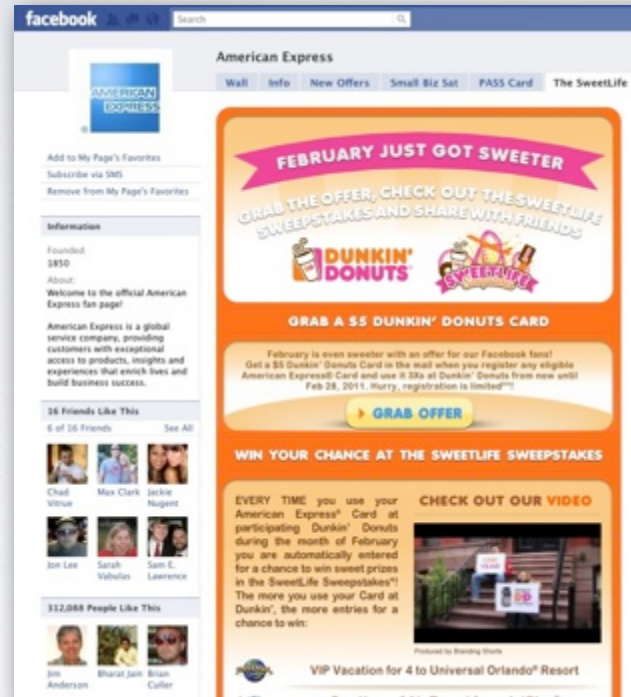
Clear Channel

LOCALIZED CONTENT IN YOUR LOCAL MARKETS



- ✓ 10,000 Sites add the “Like” Button functionality daily*
- ✓ Mirror Segmentation Strategy into Social Tactics
- ✓ Not All of McDonald’s 7.6MM Fans Like the Same Thing, Right?
- ✓ Reward Local Engagement

LOCALIZED CONTENT IN YOUR LOCAL MARKETS



- ✓ Dynamic Vertical Collaboration
- ✓ Target Messaging to "Hot" Markets
- ✓ Drive Store Traffic and Revenue

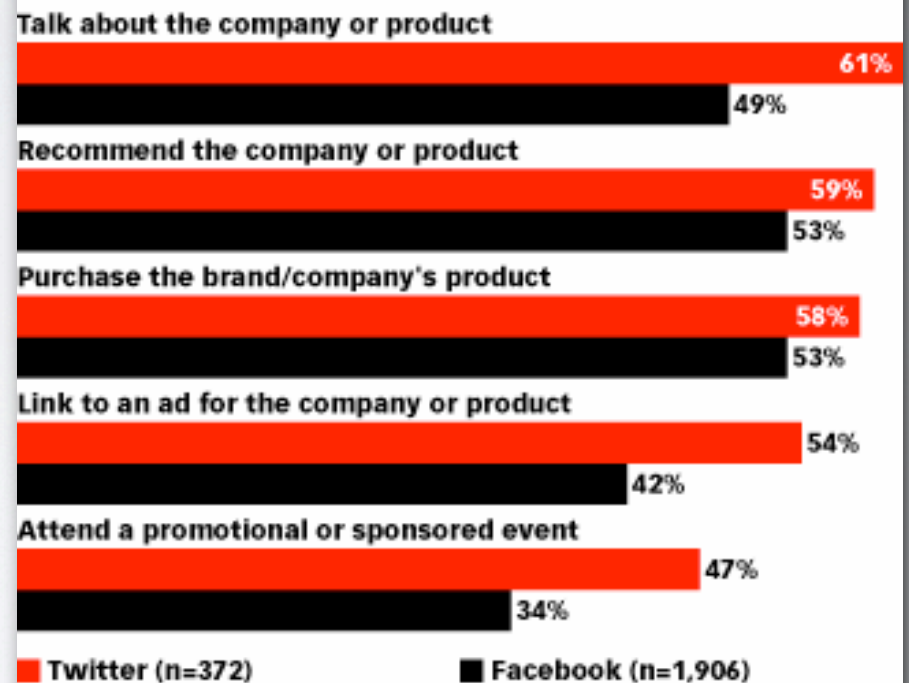


ENGAGED FANS = BRAND ADVOCATES

Engaged fans become your brand advocates by sharing their experiences with your brand with their friends.

More than half of social media users surveyed said they would likely talk about a company/product and recommend a company/product after following them on Facebook or Twitter.

Activities that US Social Network Users Are More Likely to Do After They Follow a Company/Product on Facebook or Twitter, April 2011
% of respondents



Note: ages 13+; among respondents who follow at least one company
Source: ROI Research Inc., "S-Net: The Impact of Social Media" sponsored by Performics, June 7, 2011

128657

www.eMarketer.com

PRESENCE \neq ENGAGEMENT



Having a Facebook Page, Twitter account or Google + page are not enough

Example: All of your friends are going to a show, you get a ticket because everyone else is- but you don't go to the show

< AMC Theatres engages their fans by asking questions, posting relevant content and sharing user generated content (fan pictures)

INTEGRATED AD CAMPAIGNS

Fully integrated advertising campaigns that bring the most out of your social media marketing campaigns.

The screenshot shows the Vitruue Facebook page. The header includes the Facebook logo and a search bar. The page title is "Vitruue > Welcome" with a link to "Edit Info". The Vitruue logo is prominently displayed. The main text reads: "Hello, and welcome to Vitruue's Facebook Page! If you're a marketer who wants to maximize the power of 2-way conversations with your brand's fans and followers, Vitruue has the comprehensive social relationship marketing (SRM) platform that can have you customizing, publishing, moderating, and measuring your social strategy with ease and effectiveness, whether you're a small business just getting started or a global brand ready to innovate." Below this is an image of the Vitruue SRM platform interface. At the bottom, there is a calendar for September and a "VITRUE SURVEY" section with a "SUBMIT" button.

WHAT'S VITRUE UP TO?
Check out Vitruue's Calendar

SU	MO	TU	WE	TH	FR	SA
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

VITRUE SURVEY
Let us know your thoughts

Which emerging social network are you most excited about?

- ☐ Google+ (social email)
- ☐ GetGlue (check-ins)
- ☐ Groupon/Living Social (deals)
- ☐ Yelp (social reviews)

SUBMIT

Vitruue



Want to make your brand more social? Click 'Like' and learn how we can help.

Like · 26 friends like this.

Vitruue



We make brands social. 'Like' us and learn how we can help your brand.

Like · 26 friends like this.

Vitruue



Want to make your brand more social? Click 'Like' and learn how we can help.

Like · 26 friends like this.

vitruue



EXAMPLES

AT&T

CUSTOMER SERVICE

AT&T wanted to use Facebook to build one-to-one relationships with their customers.

They created a digital council that consisted of marketing, e-commerce, corporate communications and customer service dedicated to engaging with their Facebook community.

Based on consumer surveys, brand perception was much stronger among the Facebook community compared to the general population after launching this customer focused initiative. Growing their fanbase to 1.7+ million fans, they are able to reach over 150 million friends of fans through Friend of Connections targeting.



FRITO LAY

Frito-Lay partnered with Zynga's Farmville to deliver two exclusive sponsored-in game crops for the chance to earn exclusive virtual goods around a PR promotion with Padma Lakshmi of Top Chef.

The Vitruvian-powered Tab also offered a live-stream of Time Square during a cooking demonstration with Padma.

Partnering with the powerhouse social game helped Frito-Lay break the Guinness World Record for most Page "likes" in 24 hours, gaining 1.5 million fans on April 11, 2011.



JCPENNEY

UGC SWEEPSTAKES

JCPenney and Modern Bride ran a contest on the JCPenney Facebook Page to give away one of three diamond rings valued at several thousand of dollars.

Users uploaded a photo of their wedding day, their significant others, or even themselves and write a story explaining why they should win the diamonds. Users then vote on the stories, once per day, and whoever had the most votes at the end won.

During the month-long campaign, JCP's fanbase grew by more than 131,000 fans, 10% of which occurred at launch.



Q & A



facebook.com/vitruue



[@vitruue](https://twitter.com/vitruue)



vitruue.com/blog/feed



youtube.com/vitruue

vitruue



Things to Think About



facebook.com/vitrue



[@vitrue](https://twitter.com/vitrue)



vitrue.com/blog/feed



youtube.com/vitrue

vitrue

SOCIAL SEARCH

EDGERANK

Algorithm used by Facebook to decide what stories/posts appear in any users newsfeed

Based on:

- Pages you interact with the most
- Friends you engage with more frequently and will be more interested in
- Stories your friends are sharing and engaging with
- Posts that align with the interests Facebook has learned you have



CASE MATE

USER GENERATED CONTENT CONTEST

Case-Mate wanted to ask their fans for help designing a new cell phone case based on the *Clerks* characters, Jay and Silent Bob.

Using the User Generated Content module within Vitruue Tabs, Case-Mate was able to collect over 200 submissions and display submissions in a gallery for viewing and voting.

During this campaign, they grew their fanbase by over 56,000 new fans.



SOCIAL KPIs


In search marketing, or any form of traditional marketing, the main KPI (key performance indicator) typically comes from revenue numbers.


While this is still used with social, the newest KPI is engagement. **Likes and comments** are now used to gauge marketing efforts along with impressions and how they translate to revenue.


The image displays three overlapping Facebook posts from fast-food restaurants, illustrating social engagement metrics. Each post has a red box highlighting the 'likes' and 'comments' section.


- McDonald's**: The post features the McDonald's logo and the text "Make the world a whole lot sweeter!". It includes a photo of a McCafé Caramel Hot Chocolate and the text "McCafé Caramel Hot Chocolate" and "Source: community.mcdonalds.com". The post is dated "Wednesday at 3:57pm via McDonald's". The red box highlights "1,274 people like this." and "View all 229 comments".
- Burger King**: The post features the Burger King logo and the text "Call us crazy but we love adding cheese to the Original Chicken Sandwich. What is your favorite BK® food confession?". It includes a photo of a burger and the text "BURGER KING®" and "Original Chicken Sandwich". The post is dated "Yesterday at 11:00am via Burger King". The red box highlights "425 people like this." and "View all 140 comments".
- Wendy's**: The post features the Wendy's logo and the text "Wendy's HOT 'N JUICY Tour of America - Columbus — at Riverwatch Towers.". It is dated "6 hours ago". The red box highlights "21 people like this." and "View all 3 comments". Below the red box, there is a photo of a hamburger and the text "Hamburger Can I come along? I can 'spice' things up!!!" and "Yesterday at 3:54pm · Like".


Paulie Gee

 **Peter Gollan**
 NYC tomorrow – watch out Rick Mangi, Scott Alexander and Jonathan Greenberg....and by watch out, I mean – I'll be in meetings the entire time I'm there...hahaha!
 6 hours ago ·  · Like · Comment

 Rick Mangi and Oscar Jose Garza III like this.


 **Jonathan Greenberg** I'll make sure to avoid manhattan.
 5 hours ago · Like

 **Peter Gollan** Gad dangit Jon! I was going to try and come get some eats too.... :P
 5 hours ago · Like

 **Jonathan Greenberg** You could come yo Brooklyn. I'll be working tomorrow night.
 5 hours ago · Like

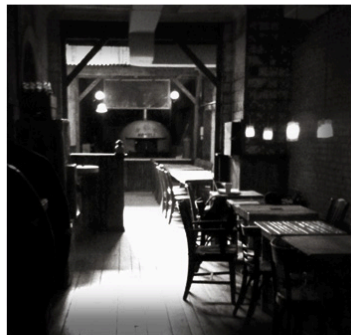
60 Greenpoint Avenue
 Brooklyn, NY 11222

(347) 987-3747

 to Greenpoint Ave

Tues-Sat 6pm-11pm
 Sun 5pm-10pm
 Mon - Closed

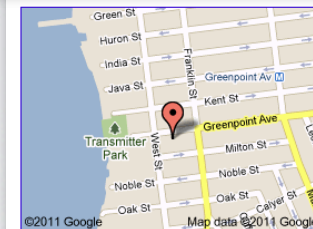
[Menu](#) [Vegan](#) [Dessert](#)



A GREENPOINT PIZZA JOINT

jobs@pauliegee.com



 **Paulie Gee's**
[Place page](#)

60 Greenpoint Avenue
 NY 11222
 (347) 987-3747

Subway: Greenpoint Av
[Get directions](#) - Is this accurate?

Open Tue-Sat 6pm-11pm; Sun 5pm-10pm

★★★★★ 169 reviews - [Write a review](#)

"Overall, definitely worth a visit, and I would say one pizza is probably ..." - [yelp.com](#)

[Paulie Gee's - Greenpoint - Brooklyn, NY](#)

★★★★★ 130 reviews - Price range: \$\$



Paulie Gee

@pauliegee Brooklyn

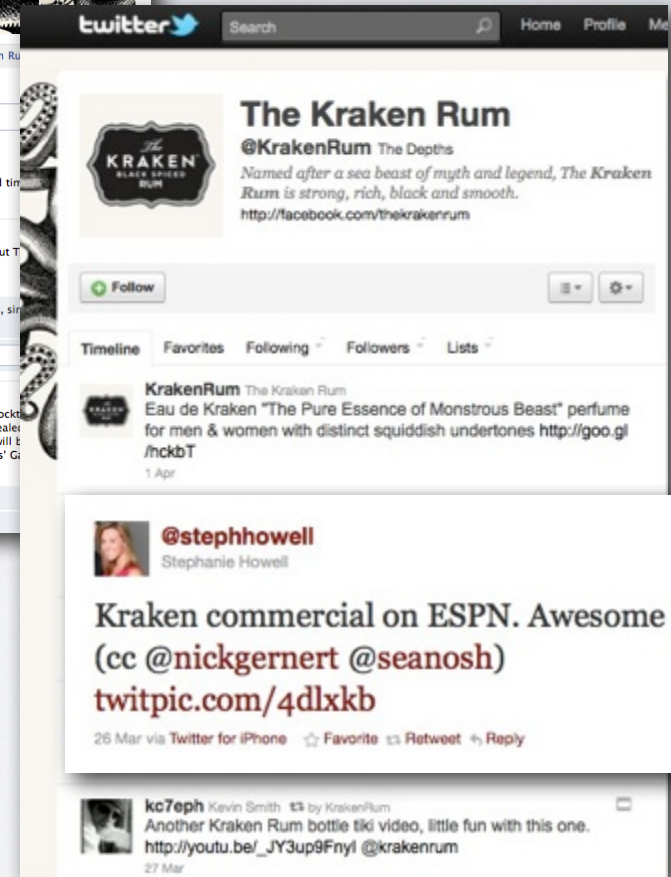
Some people live to eat, I live to eat pizza. And now serve it in Greenpoint too.

<http://www.pauliegee.com>

 Following



The Kraken



Johnny Cupcakes



Johnny Cupcakes

We teamed up with Four Year Strong to create a special limited edition t-shirt design in honor of the band's November 8th album release, "In Some Way, Shape, or Form." Beginning on Thursday, December 8th, just 400 of these special shirts will be available exclusively in our online store!



Wall Photos

Like · Comment · Share · 2 hours ago ·

209 people like this.

View all 46 comments

20 shares





KEY INSIGHT

- 
- ✓ Social Engages - Give Your Fans What They Want
 - ✓ Nurture Your Fans
 - ✓ Social Commerce and Mobile Engagement
 - ✓ A Page is NOT Enough
 - ✓ Fanbase Segmentation - Local vs. Global
 - ✓ Content is STILL King
 - ✓ Integrated Campaigns



THE FUTURE IS **YOURS**



THANK YOU

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- ✓ Email: peter.gollan@gmail.com



facebook.com/vitruue



[@vitruue](https://twitter.com/vitruue)



vitruue.com/blog/feed



youtube.com/vitruue

The logo for vitruue, featuring the word "vitruue" in a dark blue, lowercase, sans-serif font. The letter "v" is stylized with a yellow dot above it.