21
NOV

# vitrue

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 Vitrue.

Hallmark

Pfizer

WACHOVIA

CCP

Aol.

SHARP

iProspect

NUANCE

AMERICAN FAMILY INSURANCE

Carat

EVE ONLINE

skillsoft

EA

vitrue

@factory16 @vitrue

# FROM BORING MEETINGS...

vitrue

# ...TO BEAUTIFUL ICELAND

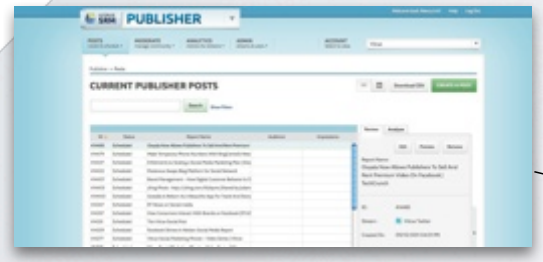
vitrue

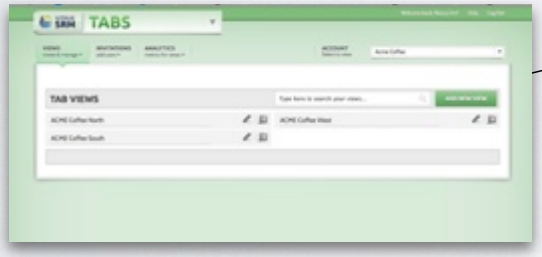
# KEY CLIENTS

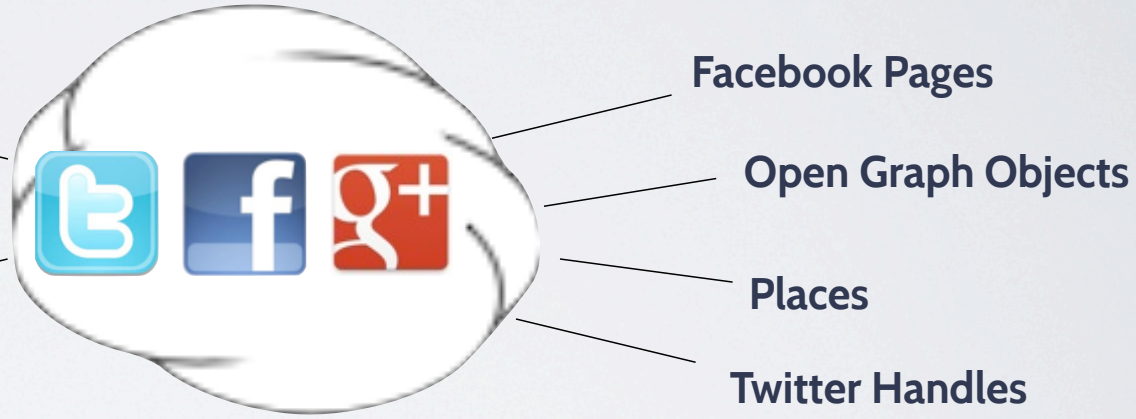
vitrue

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

vitrue

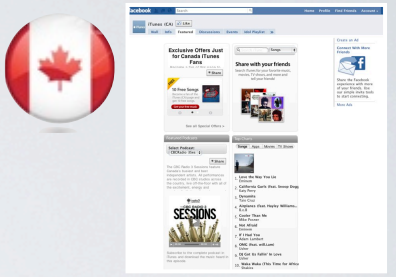
# VITRUE TABS

## 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

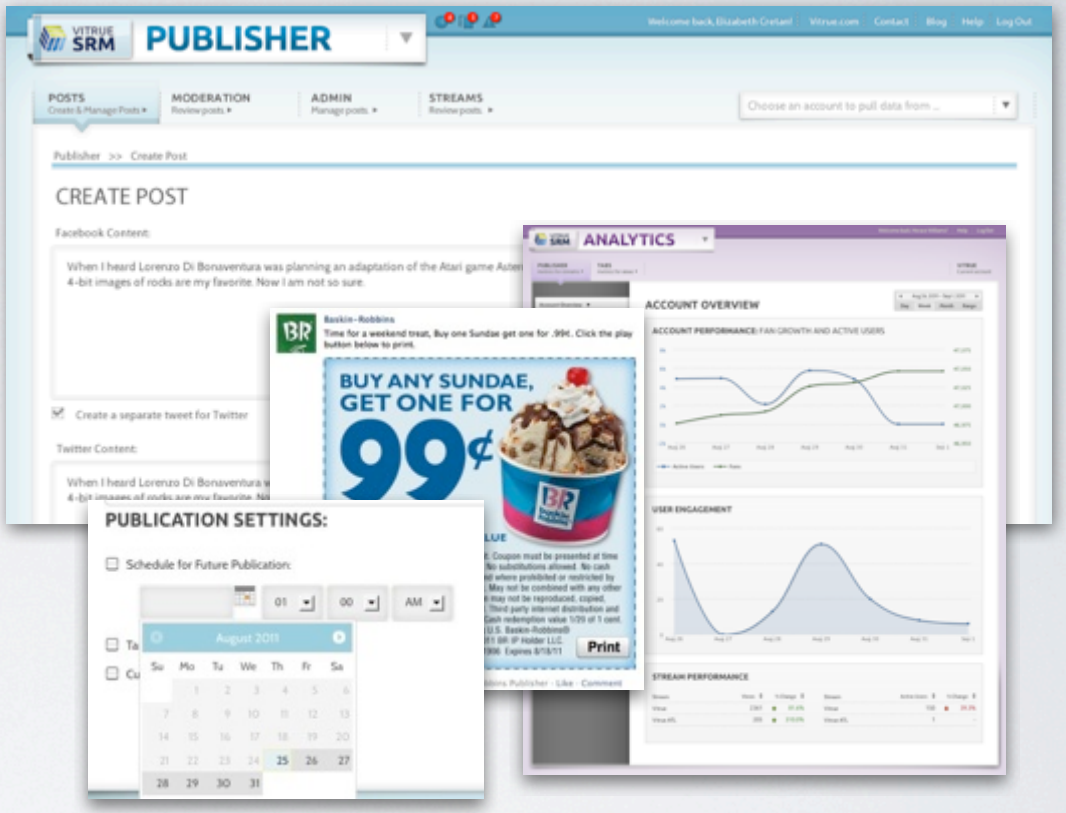
# VITRUE PUBLISHER

## 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

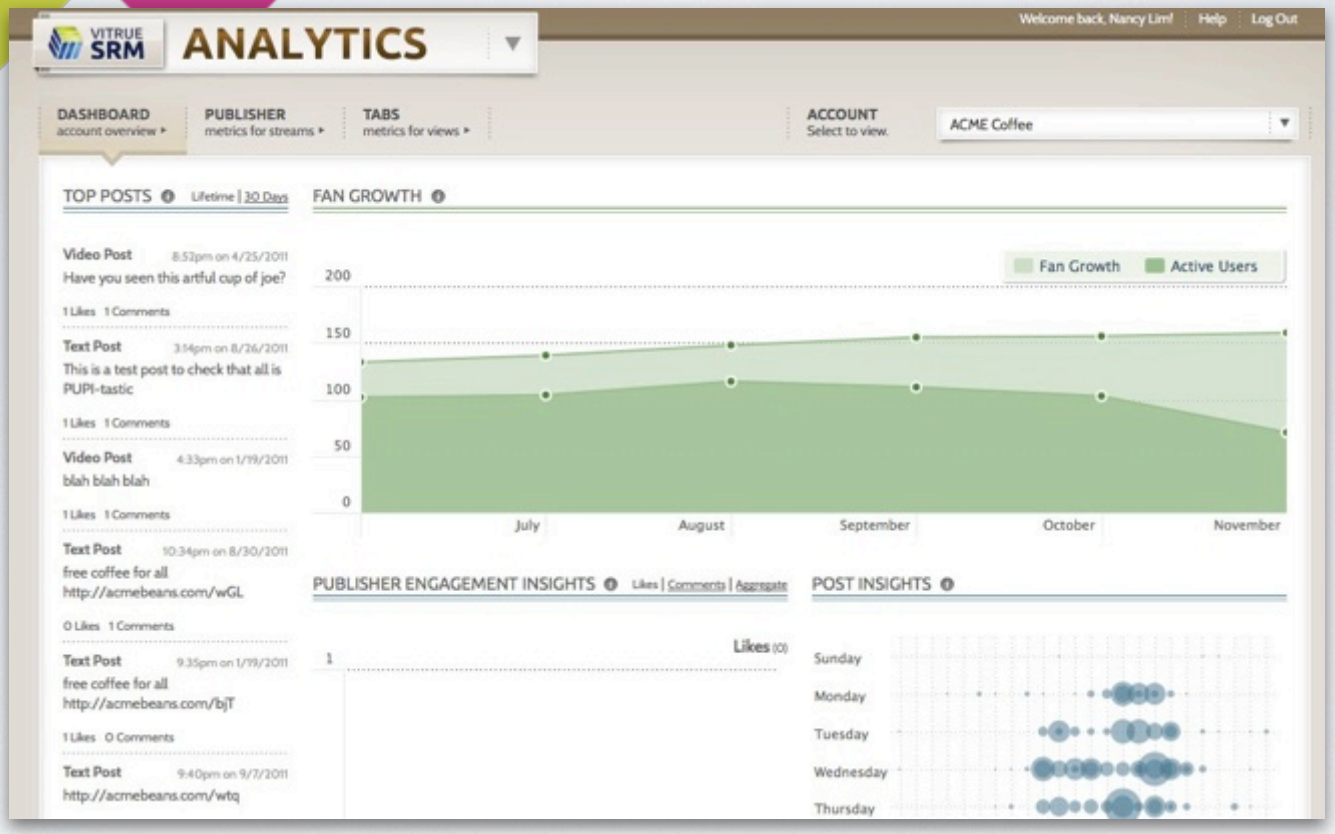
- Live metrics on a per comment basis including clicks, comments, likes, shares, plays, entries and actions
- Use Omniture, Doubleclick, WebTrends and Google Analytics.

## SCHEDULE

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

vitrue

# VITRUE ANALYTICS




Vitrue 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.

vitrue

# 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

vitrue

@factory16 @vitrue

# Q & A

facebook.com/vitrue

@vitrue

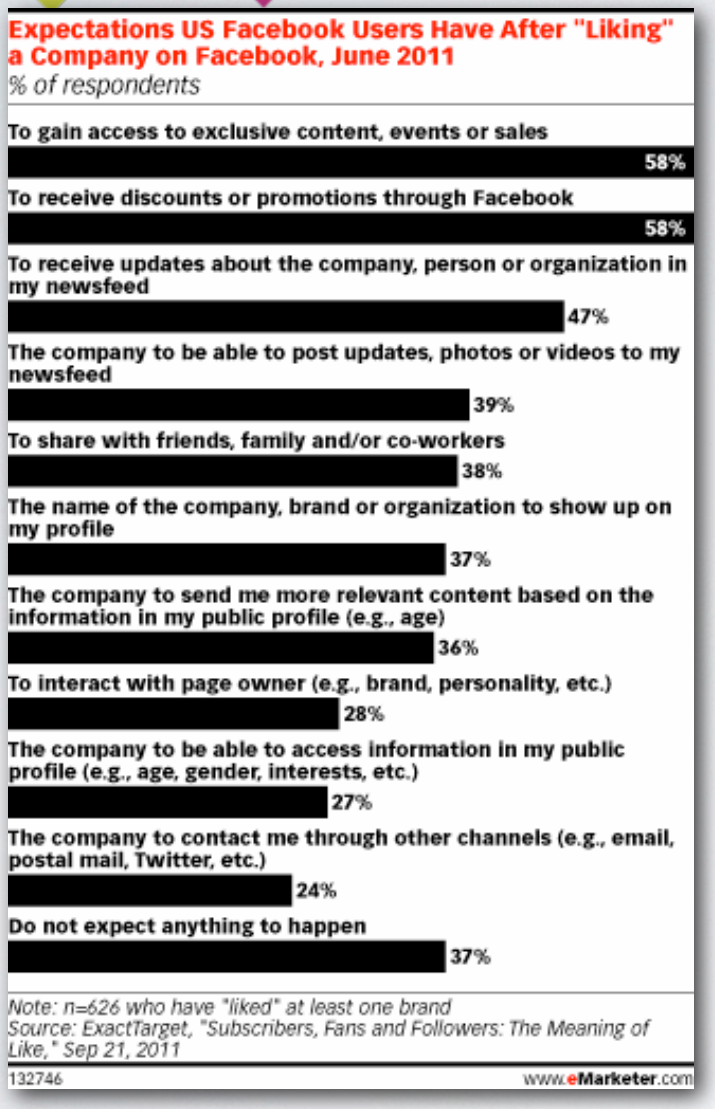
vitrue.com/blog/feed

youtube.com/vitrue

vitrue

# BEST PRACTICES FOR BRANDS

# GIVE YOUR FANS WHAT THEY WANT

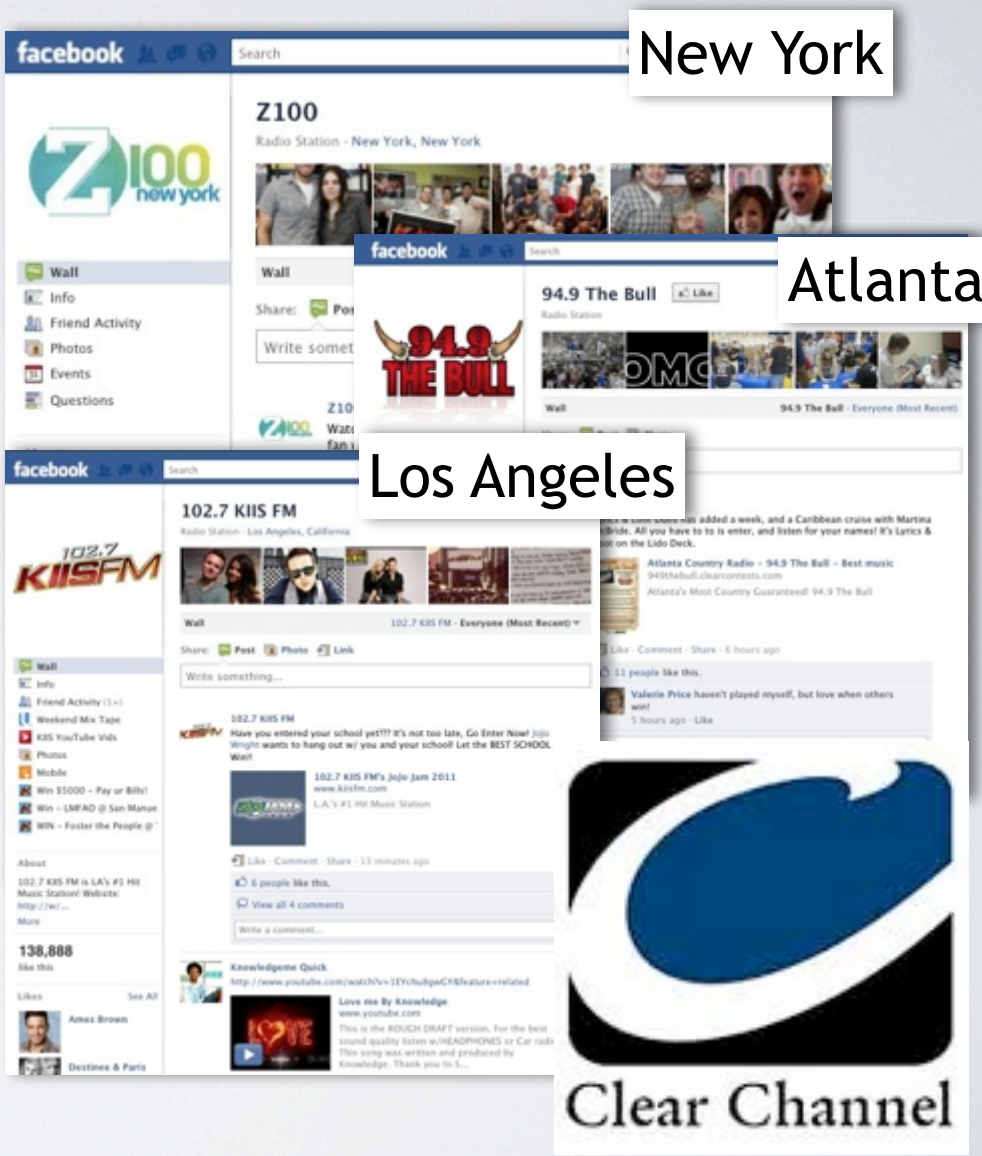



Over 58% of Facebook users cite exclusive content, events and promotions as an incentive to “like” a brand’s Page. Engaging content is key to unlocking your social communities.

# 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.




vitrue

# 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

vitrue

# LOCALIZED CONTENT
## IN YOUR LOCAL MARKETS

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

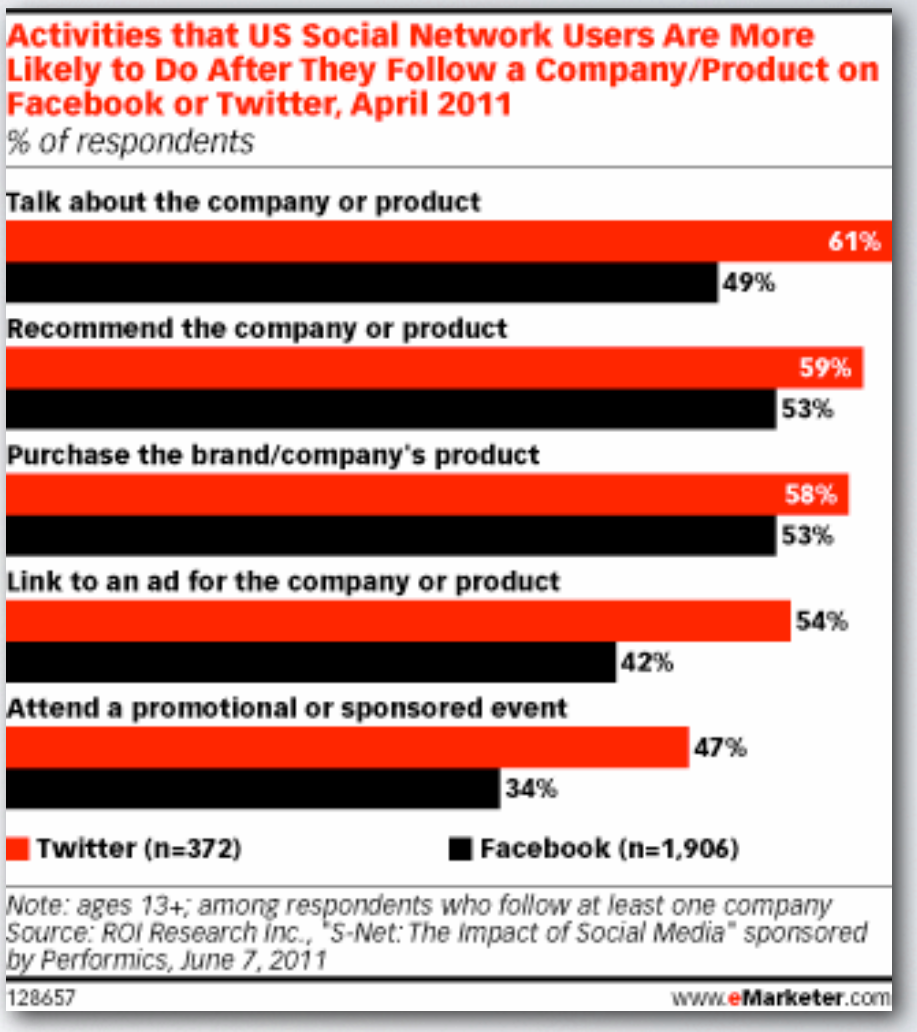
AMERICAN EXPRESS + DUNKIN' DONUTS

vitrue

# 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.




vitrue

# PRESENCE ≠ ENGAGEMENT

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

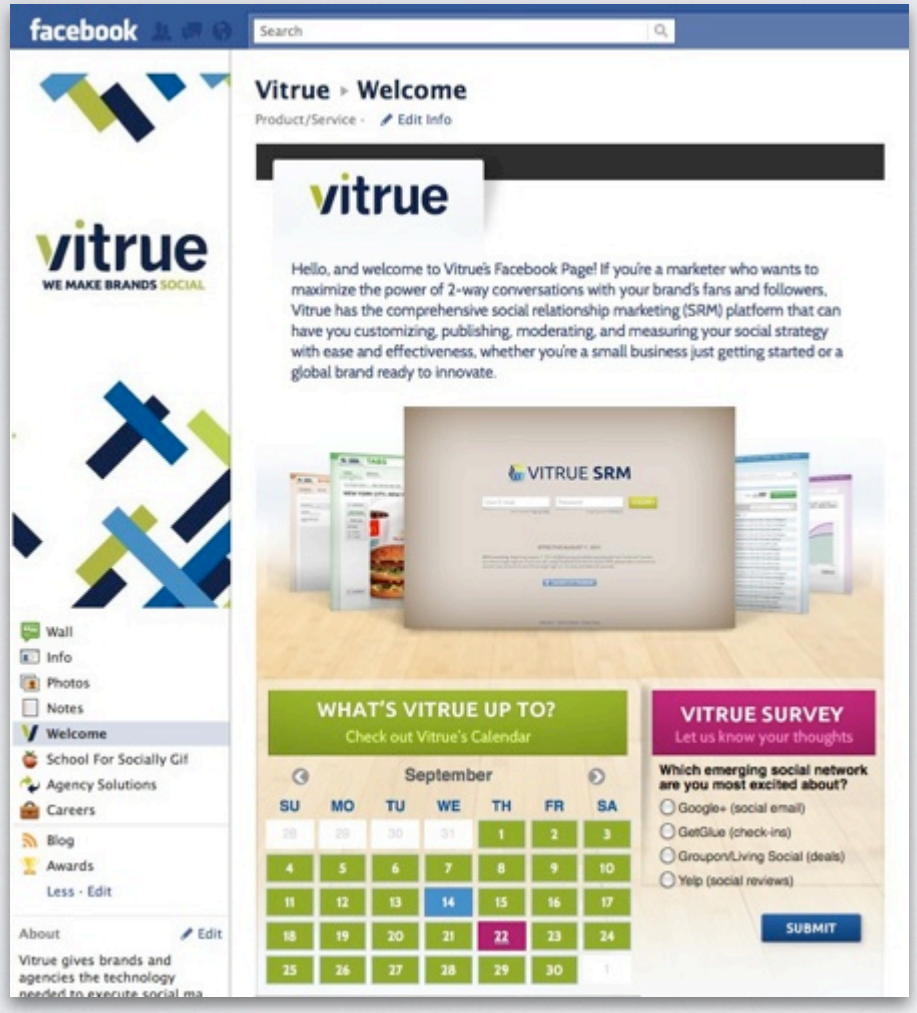
Example: All of your friends are going to a show, you get a ticket because everyone else is- but you don't go to the show

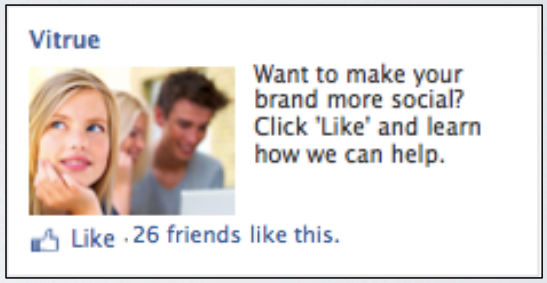
*< AMC Theatres engages their fans by asking questions, posting relevant content and sharing user generated content (fan pictures)*

vitrue

# INTEGRATED AD CAMPAIGNS

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



vitrue

# 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.

vitrue

# 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 Vitrue-powered Tab also offered a live-stream of Time Square during a cooking demostration 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.

vitrue

# 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.

vitrue

# Q & A

facebook.com/vitrue

@vitrue

vitrue.com/blog/feed

youtube.com/vitrue

vitrue

# Things to Think About

facebook.com/vitrue

@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

vitrue

# 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 Vitrue 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.

vitrue

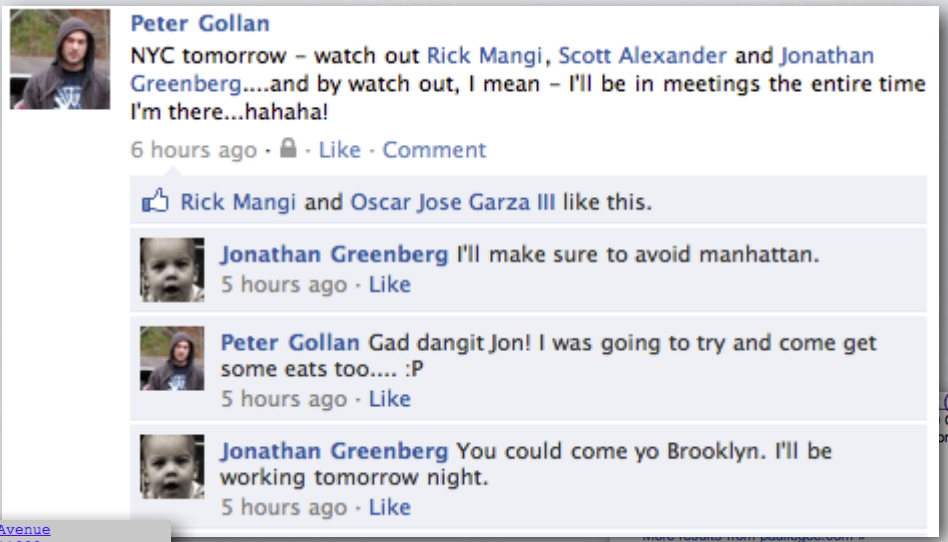
# SOCIAL KPIs

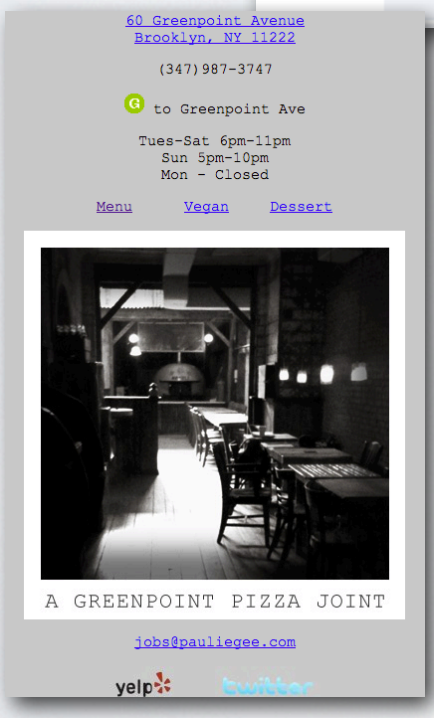
In search marketing, or any form of traditional marketing, the main KPI (key performance indicator) typically comes from revenue numbers.

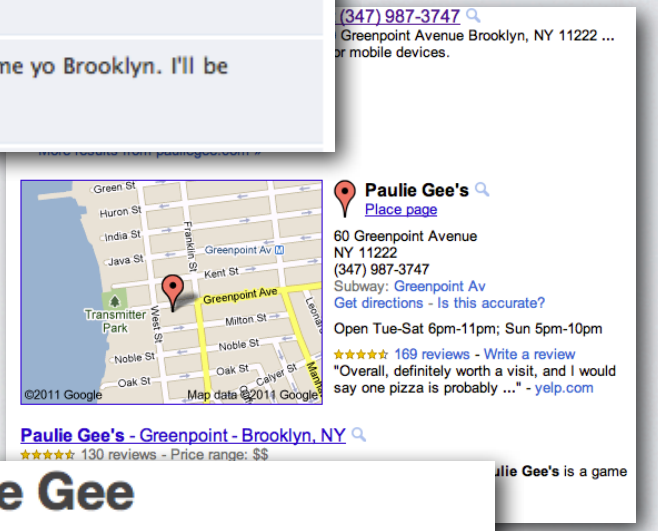
While this is still used with social, the newest KPI is engagement. Likes and comments are now used to gauge marketing efforts along with impressions and how they translate to revenue.

vitrue

# Paulie Gee

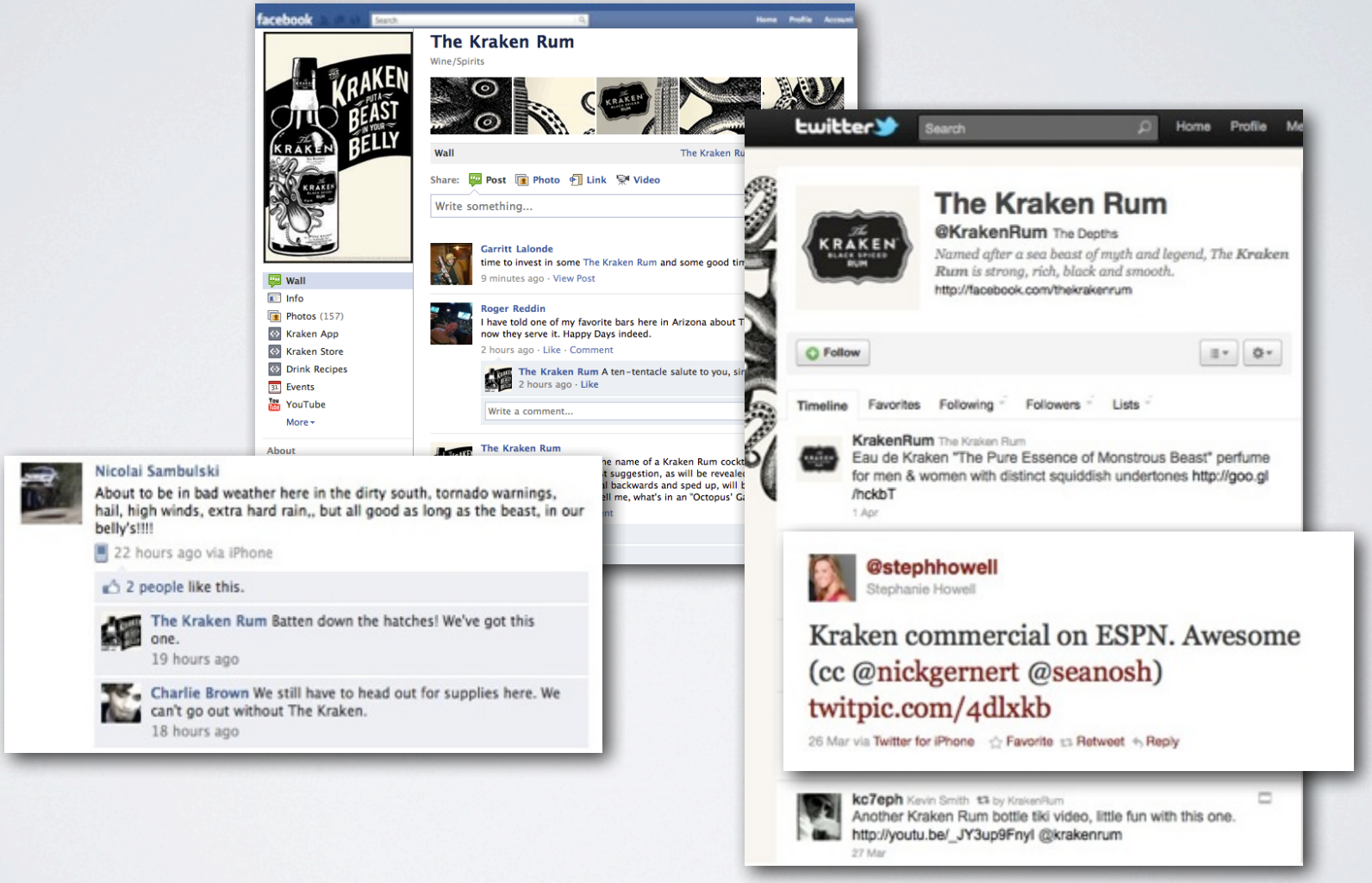


vitrue

# The Kraken




vitrue

# 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

vitrue

# 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

vitrue

# THE FUTURE IS YOURS

vitrue

# THANK YOU

- **Peter Gollan Contacts**
- Twitter: @factory16
- Email: peter@vitrue.com
- Email: peter.gollan@gmail.com

facebook.com/vitrue

@vitrue

vitrue.com/blog/feed

youtube.com/vitrue

vitrue