

Harnessing Social Media to Generate Buzz

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Buzz, the old fashioned way

- Buy ad space
- Broadcast info in one direction

What's all the fuss with Social Media Optimization (SMO)?

- Wisdom of the crowds
- Voting system
- Forming valuable connections
- Generating peer-to-peer interest
- Unlimited reach
- Embedded spokespeople
- Persons of great influence

Is it for real?

- Examples of Social Media Marketing
 - Procter & Gamble's Capessa
 - Phillips-Van Heusen's Arrow
 - BMW
 - Aqua Dulce

SMO advertising exploding

- \$300 million in 2006
- \$900 million in 2007
- \$2.5 billion by 2011

» Source: eMarketer

Goals of Social Media

- Connecting & Bonding
- Sharing content
- Gathering content
- Voting on content

Connecting & Bonding

- MySpace
- Facebook
- Friendster
- Blogs

Creating content

- Blogs
- Wikis
- YouTube
- Twitter
- Mashups

Gathering content

- Blogs
- Wikis
- Podcasts
- Flickr.com
- iTunes
- RSS

Sharing Content

- Blogs
- Del.icio.us
- Digg
- Email this
- Tagging
- Reddit
- StumbleUpon
- RSS

Flocking for real?

- 60 million active users on Facebook
- 300 millions MySpace accounts
- 112 million blogs, according to blog tracker Technorati

What's the gain?

- Digital word-of-mouth advertising
- Long-term conversation with customer
- In-depth feedback from smaller, but dedicated group
- New product or service ideas

Any pain?

- Overwhelming for some customers
- Social networking fatigue
- Powerful big mouths
- Loss of control of message

Understanding Online culture

- Yes, you could lose control
- Conversation will occur without you
- Join in
- People will form their own opinion

Setting up shop

- Multi-prong approach
- Easy: Use on page tools like Digg, Email This, Redditt, StumbleUpon
- Harder: Create great content

What is "great content?"

- Keep the "sell" out of it
- Observe Web etiquette
- Localize
- Target a niche

Five rules of SMO

1. Increase your linkability
2. Make tagging and bookmarking easy
3. Reward inbound links
4. Help your content travel
5. Encourage the mashup

Source: Rohit Bhargava's Influential Marketing Blog

Benefits for travel industry

- Tourists share their favorite experiences, restaurants, hotels, hikes
- Entries about Cape Cod are linked to national travel sites and forums
- Feedback helps you improve your services

Summary and Conclusion

- Conversation is occurring
- Join in
- Offline ads to push people online
- Have to live up to the buzz

Questions?

From free to ouch!

- Tools are available for free
- Consultants charge \$3,000 to \$15,000 a month for smaller companies
- Fortune 500 SMO campaigns reach into the millions.