



DBI's Social Media Breakfast: *What's Next in Social Media?*

Jamie Licko, Centro Inc.





The Definition

Social Media is the democratization of Information... transforming people from *content readers* and consumers into *content publishers*.



It's All About Connecting People...

“Over and over again, connecting people with one another is what lasts online. Some folks thought it was about technology, but it's not.”

Seth Godin





That conversation is powered by...

Social networks	Vlogs
Internet forums/groups	Social tagging
Blogs	Social bookmarking
Wikis	Micro-blogging
Podcasts	Virtual communities
File/data-sharing	RSS Feeds



How is social media different from traditional media?

COMMUNICATIONS MEDIA	SOCIAL MEDIA
Space defined by media owner	Space defined by consumer
Brand in control	Consumer in control
One-way/delivering a message	Two-way/Being part of a conversation
Repeating the message	Adapting the message/beta
Focused on the brand	Focused on the consumer/adding value
Entertaining	Influencing, involving
Company created content	User created content/ co-creation



The Social Media Universe...





Some Social Media Stats

- 51% of all Americans will be carrying smart phones in 2011
- In the last year...
 - Twitter users rose from 75 million to 175 million. 95 million tweets go out everyday.
 - Facebook has 640 million active users, up from 350 million – 200 million of whom access it through mobile devices. 50% of those users log in daily.
- Baby Boomers (80 million have turned 65) are among the fastest-growing demographic online
 - Social network use in this generational group has nearly doubled to 42% in last year
- Marketing budgets shifting and focusing less on mass advertising and more on measurable social media:
 - 69% of marketers in national survey cited increased spending on social media
 - 39% cited a decrease in spending for print advertising



5 Social Media Trends

- Consumer Content Curation
- Niche Location
- Gamification and Social Gaming
- QR Codes
- Social Commerce

It's all about quality content and user engagement... to get ahead you will need a holistic, integrated online presence that supports social commerce and brand loyalty...



Consumer Content Curation

- Most important question to ask: “Are we in the stream?”
- People are going to be much more diligent about curating their own content into a manageable form
 - Too much clutter following so many brands on FB and Twitter
- Example: **Cadmus** (*thecadmus.com*)
 - Changes the way you view Twitter streams by determining what content is most relevant to you based on Twitter usage patterns
- Not enough to just create content anymore – you have to create meaningful content that gets curated into people’s streams





Niche Location

- 2010 was the year of location – 2011 is the year of ***Niche Location***
- What does that mean? Not just using location-based technology to get you to a place, but using that technology to bring a place and information about to you when it's meaningful!
- Tools like FourSquare, GoWalla and Facebook places changed the way we use our smartphones in 2010



“millions of people are now walking around with a gizmo in their pocket that not only knows where they are but also plugs into the internet to share that info, merge it with online databases, and find out what – and who – is in the immediate vicinity.

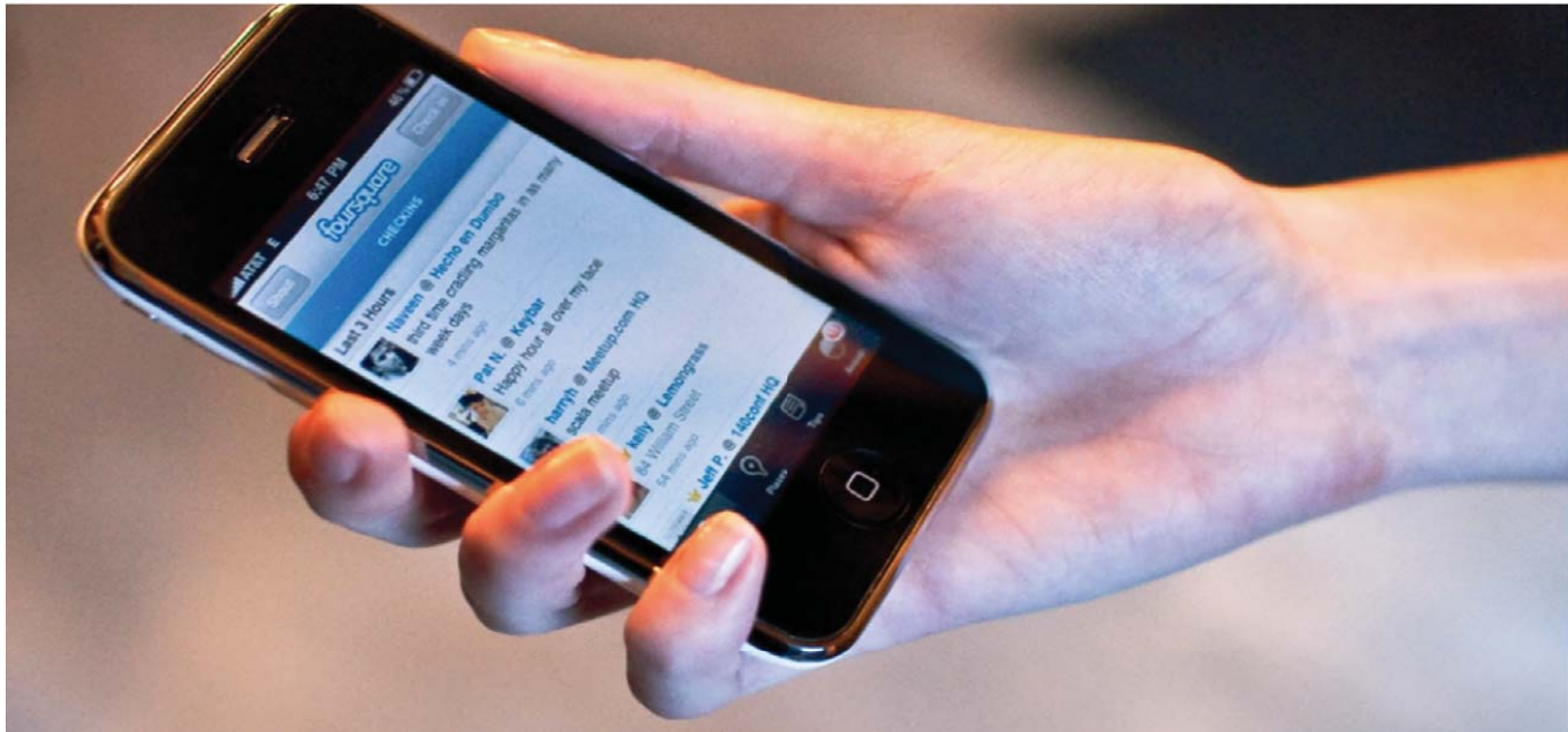
...simply put, location changes everything.”

**matthew honan
wired magazine
january 2009**



Location, location, location...

location-based services utilize location information to enhance the user experience.



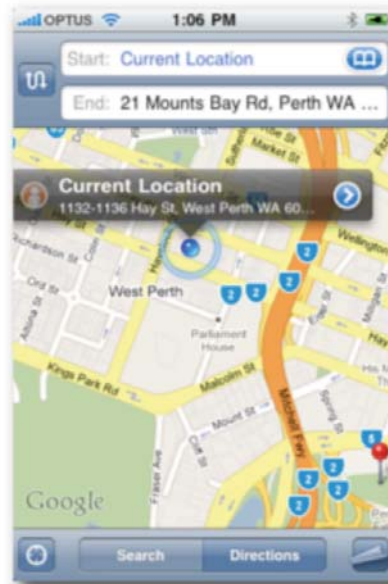


An enhanced user experience =

+ discovery



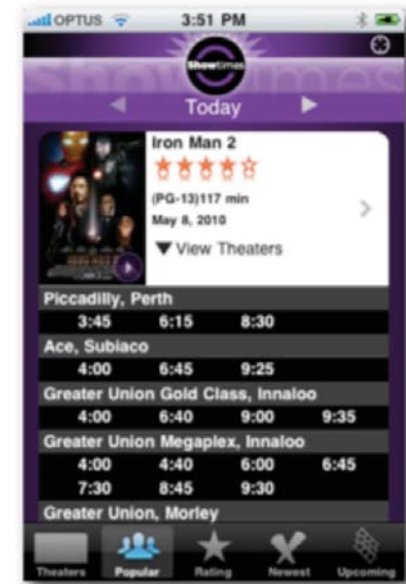
+ navigation



+ context



+ relevance





Location is a game-changer for social networks...

Passive



Real-time



Participatory

What have you been up to?

friendster®

bebo

What are you doing right now?

twitter

facebook®

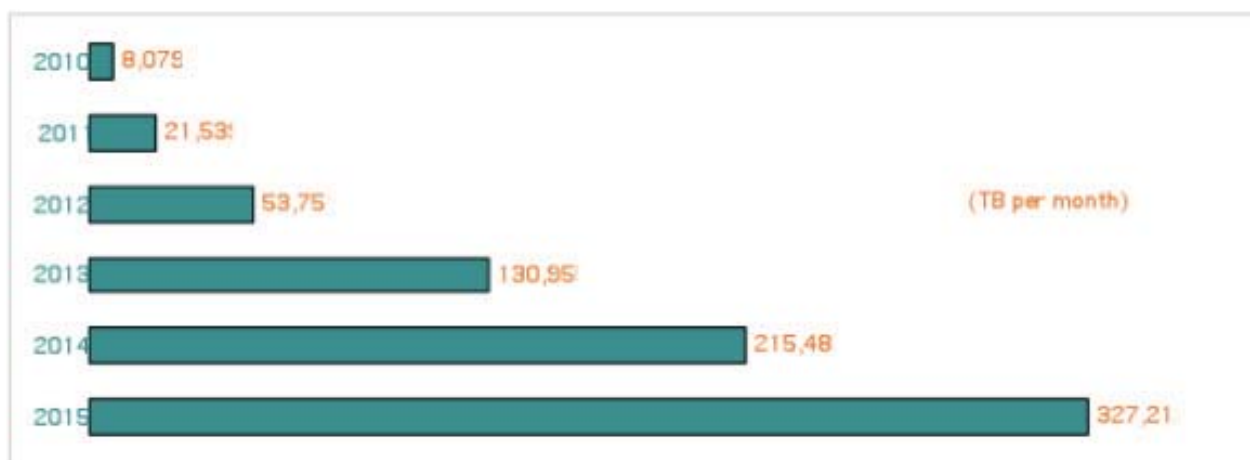
Where are you? Can I join?

foursquare

Gowalla

Mobile Data Traffic Expected To Rise 40-Fold Over Next Five Years

by [Erick Schonfeld](#) on Mar 30, 2010 6 Comments 180 [retweet](#) [Share](#) 5 [Buzz it](#)



Source: Coda Research Consultancy 2010

Handset data traffic per month, 2010-2015

As smartphones like the [iPhone](#) and [Android](#) take over the mobile Web, the amount of data traffic going over cellular networks is expected to grow 40-fold over the next five years. UK firm [Coda Research Consultancy](#) forecasts that in the U.S. alone mobile handset data



“this one input – our coordinates – has the potential to change all the outputs. Where we shop, who we talk to, what we read, what we search for, where we go – they all change once we merge location and web.”

matthew honan
wired magazine
january 2009



About Foursquare

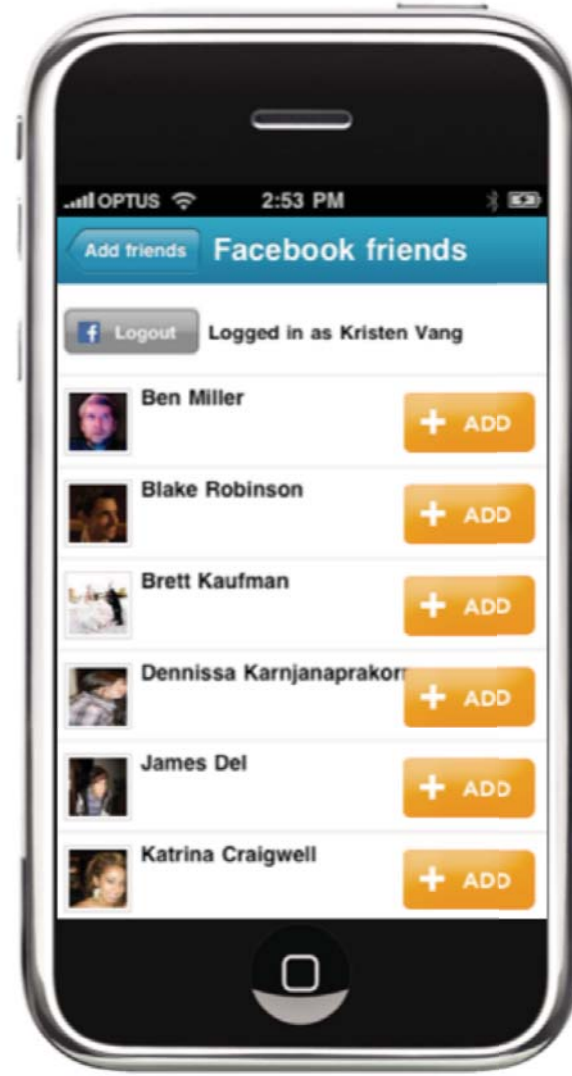
- One part social network
- One part city guide
- One part game

foursquare



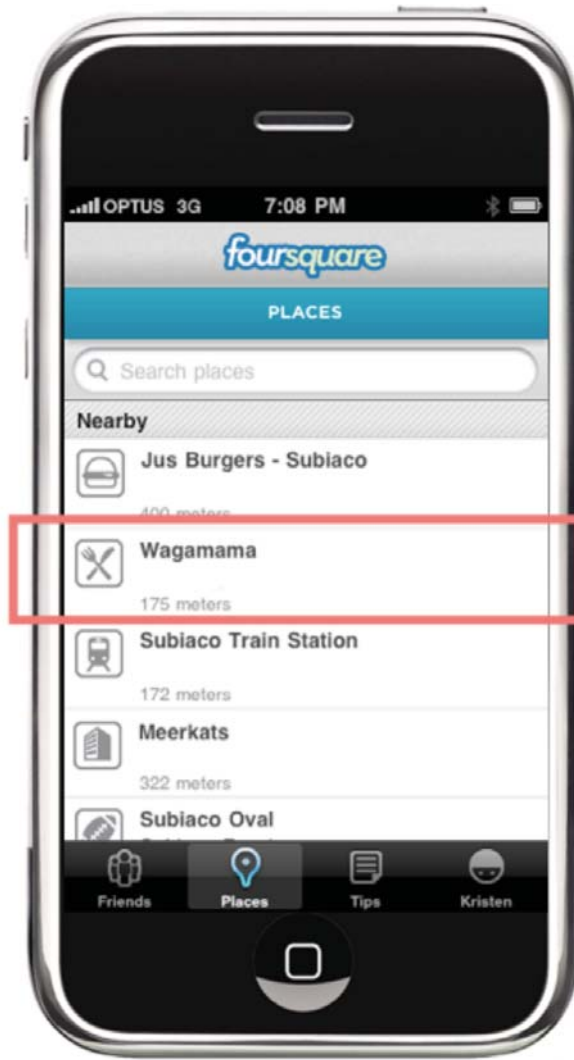


How does it work? Build Your Network.

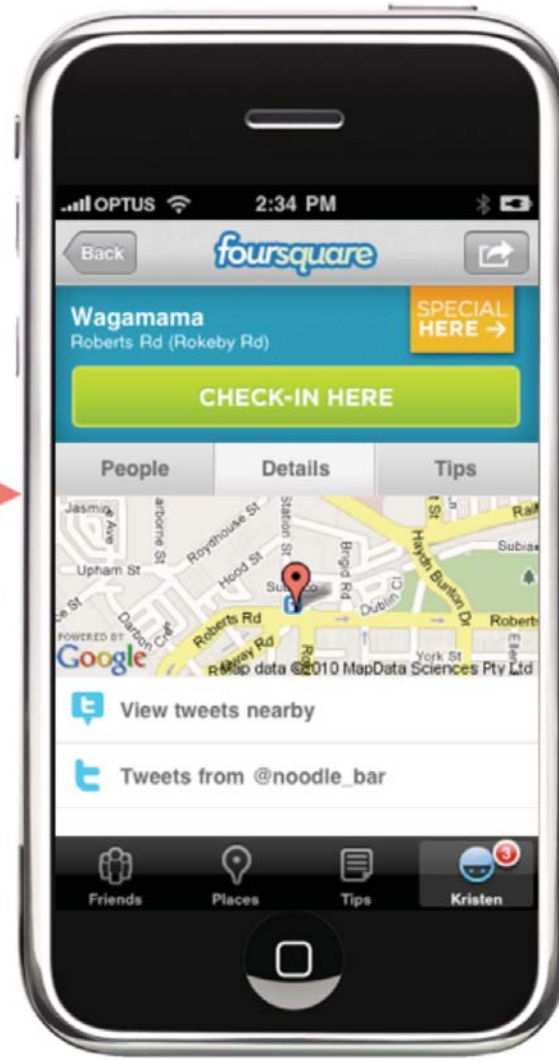




How does it work? Check In.

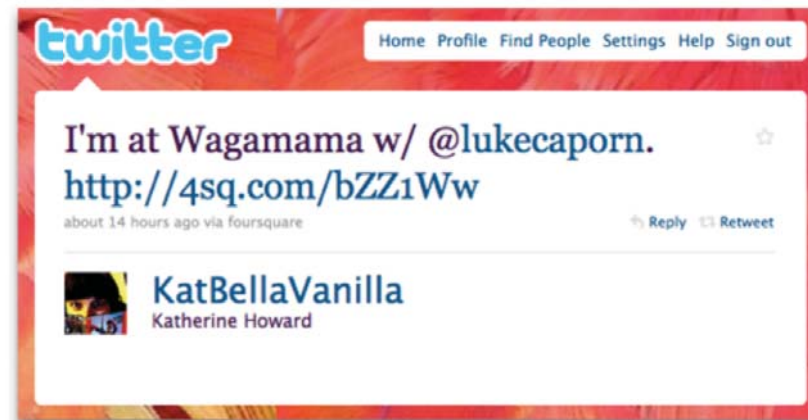
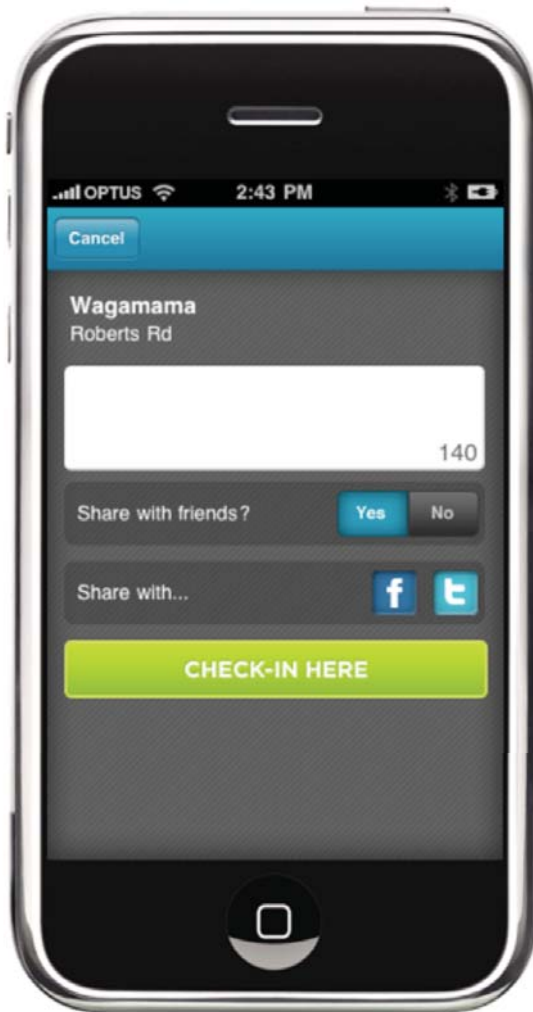


select your
location from
the list





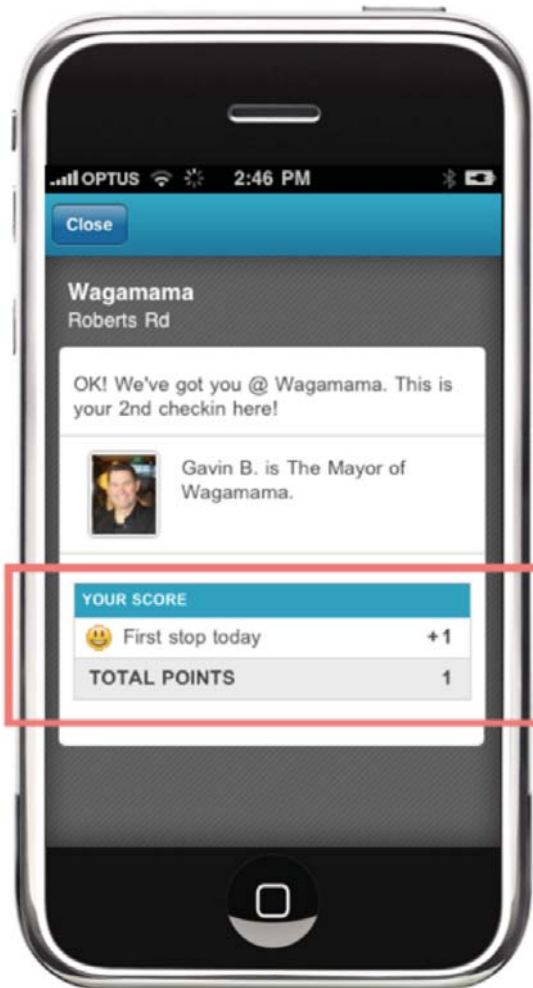
How does it work? Tell Your Friends.



- share with friends (or don't)
- simultaneously publish to facebook and twitter



How does it work? Earn Points.

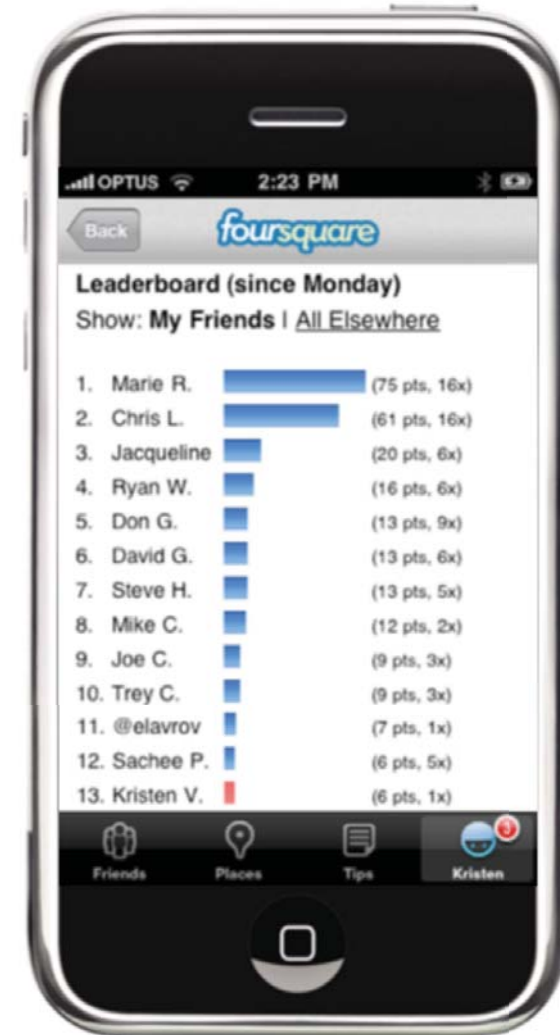


- +1 for each place you check in during the day
- +5 for checking in at someplace new
- +5 for adding a new venue to the directory



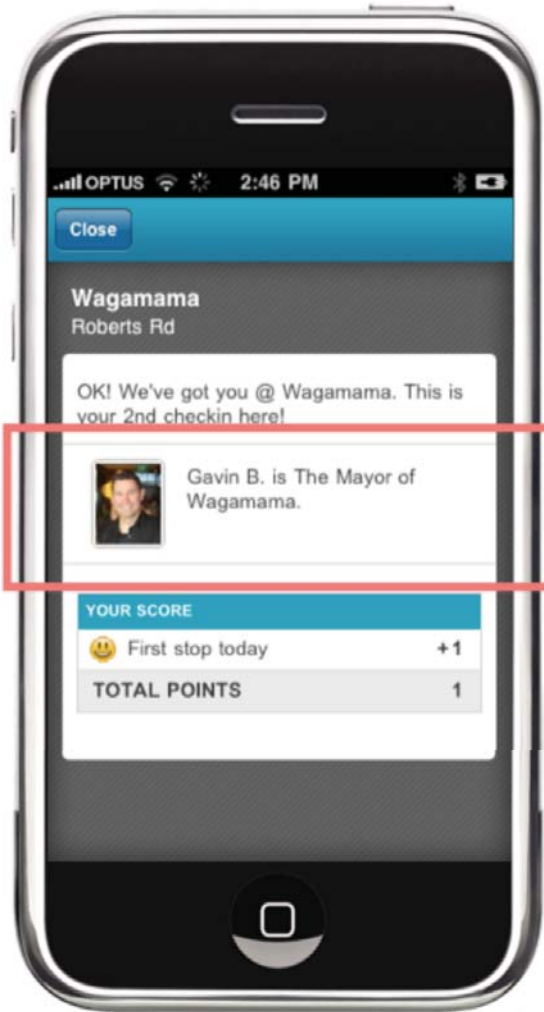
Game: Let the competition begin!

- +1 for each place you check in during the day
- +5 for checking in at someplace new
- +5 for adding a new venue to the directory





Game: Become a Mayor



ZAGATBUZZ NEW YORK CITY EDITION

Apr
19
2010

Meet the Mayor of Momofuku Milk Bar

[Foursquare](#), the mobile social networking game that lets users “check into” restaurants, bars, gyms and more, has become a bit of a media darling in the past year, and we at Zagat aren’t immune to its charms – you can find [our tips](#) on many Foursquare listings, after all. But who are the folks doing all that checking in? We thought we’d find out. Meet Nathan Archambault, a 30-year-old copywriter living in the East Village, who’s the Mayor of [David Chang’s Momofuku Bakery & Milk Bar](#).



Nathan Archambault, Foursquare’s Mayor of Momofuku Bakery & Milk Bar.

Zagat Buzz: *When did you first visit the Milk Bar?*

NA: The day it opened. They took over my old laundromat, so I’d been keeping an eye on it since construction started. I would have been bitter if it had been anything less useful than a laundromat.

ZB: *What’s your favorite dish or dishes there?*



Game: Unlock Specials

MUMU Grill

70-76 Alexander St Crows Nest
Sydney, Australia

 Like

Are you the manager of this business?

SPECIAL HERE →

[Add a promo to your venue](#)

@ MUMU Grill: Mayor gets Glass of Veuve. After all the the Mayor deserves the best

Mercat Cross Hotel

456 Queen Street
Melbourne, Australia 3000

 Like

Are you the manager of this business?

SPECIAL HERE →

[Add a promo to your venue](#)

@ Mercat Cross Hotel: Free entry to all shows for the Mayor!

The Coffee Supplier

Shop 9, 77 Elizabeth Street
Brisbane, QLD 4000

 Like

SPECIAL HERE →

[Add a promo to your venue](#)

@ The Coffee Supplier: \$1 cup of coffee if it's your first check-in ever. Introduce a friend for their first check-in and get a double click on your loyalty card!

Spank Records Australia

395 Bourke Street
Campbell Street
Darlinghurst, NSW, Australia 2010
61293600548
On Twitter: @spankrecords

 Like

Are you the manager of this business?

SPECIAL HERE →

[Add a promo to your venue](#)

@ Spank Records Australia: Extra 5% off your vinyl purchase for every 5th checkin! (Not valid for sale records)



Niche Location

- New technologies getting people away from the 'big brother is watching' fears
- Now, companies are using geo-location technology to direct ads to target consumers





Niche Location

- Examples:
 - **shopkick** (www.shopkick.com)
Appeals to in-store shoppers who love bargains, and who only want their location to be known to the store they want to shop at
 - **Thinknear** (thinknear.com)
Automatically adjusts and distributes deals for local businesses depending on how busy the locations are





Gamification and Social Gaming

- Remember buying the large McDonald's Coke for decades just to get the Monopoly piece? Social media is doing the same thing.
- Look for more, and deeper brand integrations with existing gaming platforms as well as more brands creating their own gaming structures for consumer advancement into preferred status, coupons and freebies
- Many older people gaming on their phones – around 13% of 55-64 year olds and 5% of 65+ play games on their smartphones or cellphones





Gamification and Social Gaming

- Example:
Farmville on Facebook

This is the newest testing ground for brand integration – look for promotions for Farmer's Insurance (of course!), McDonalds, 7-Eleven, etc.





QR Codes

- What is it? QR stands for 'Quick Response'. The code contains a link to information, stored on the web, which can be accessed by a QR scanning device
- Designed to connect the visual world to the digital world
- Adds interactivity and trackability to traditionally untrackable print and outdoor media
- Fast way to get people to visit links, images and text as opposed to typing in URLs





QR Codes

- Are completely mainstream in Japan and poised to grow exponentially here in the US, given that 51% of all Americans will be carrying smartphones in 2011
- Anyone can make a QR code online for free, and download a free QR reader to their phone
- Today, you need an app, but next-generation smartphones likely to come equipped with readers





QR Codes

- Some uses:
 - Put it on swag to link to your fave sites, images (hats, bags, etc.)
 - Geo-based reviews and tours – use codes as sites and businesses to find out a little history and user reviews
 - A winery could put codes on their wine bottles to provide tasting tips and winemaker's notes about the vintage
 - Realtors/landlords can put a code on the window or signage for available properties to provide all the
 - Storefront windows for a downtown business could showcase QR codes for every item in the window, taking you to an online store to purchase anytime





Social Commerce

- New ways to leverage your social circle to help you shop or share your haul
- People more willing to share their individual purchases (or purchase intent) through their existing social platforms
- Example: **Groupon** (www.groupon.com)
 - Get 50 – 90% off deals at locations in your city by participating in a group purchase of a deal
 - Across all deals and location, the average Groupon drove 350 sales and \$8,750 in revenue
 - The average Groupon is a 56% discount
- In 2010, savvy brands saw a solid rise in revenue from mobile commerce applications



How can social media help you?

- Expand and extend marketing campaigns
- Improve customer service
- Help your community's businesses grow
- Online reputation management
- Solicit feedback from the public
- Build relationships with influencers, customers, lawmakers and citizens
- Create buzz



Leverage Your Consumer Insight

- Listen to your community...
- Use the feedback and insight to shape what you do
- Reframe problems, identify 'swells' in your market

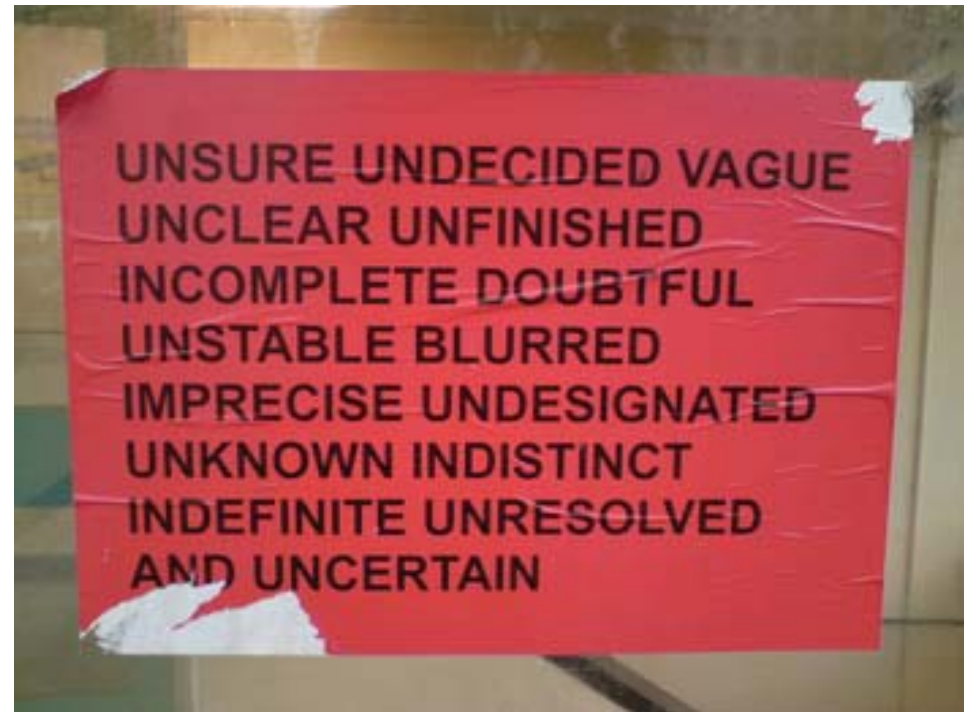
“Good insight helps you know what your customers need before they know themselves.”

Matthew Milan, Critical Mass



Accept Uncertainty

- Be flexible
- Experiment more
- Embrace failure





THANK YOU!

Jamie Licko, Centro Inc.

