



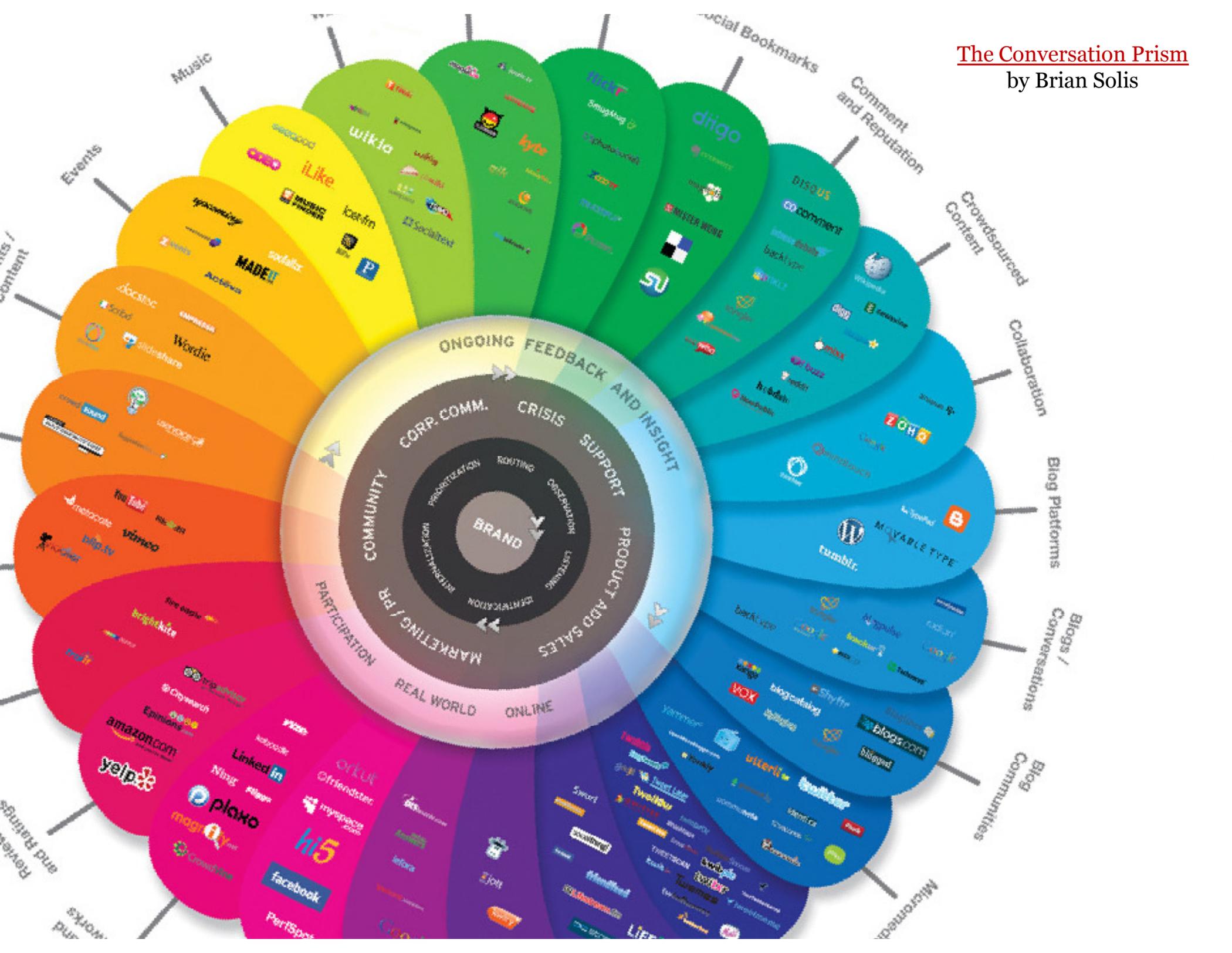
# WE ARE NOT SOCIAL MEDIA GURUS

We are specialists in communications & strategy for the social web.

We take your organisation painlessly from business 1.0 to 2.0.

***we do communications***

The Conversation Prism  
by Brian Solis



That's a lot of channels.

Can you make it a bit easier to grasp?

# social

## *networks*

The places people connect in around common interests

Hyves

LinkedIn

Facebook

## *media*

People creating, sharing & talking about content: pix, videos, services, products, news

Scribd

YouTube

Slideshare

Blogs

Twitter

## *web*

The whole interconnected web thing! Some call it web 2.0. It's everything from Google & search engines to SEO, applications & devices

Delicious

Skype

iPhone

Technorati

RSS

Digg

Google docs

ShareThis

'interactive' websites

So, what is involved?

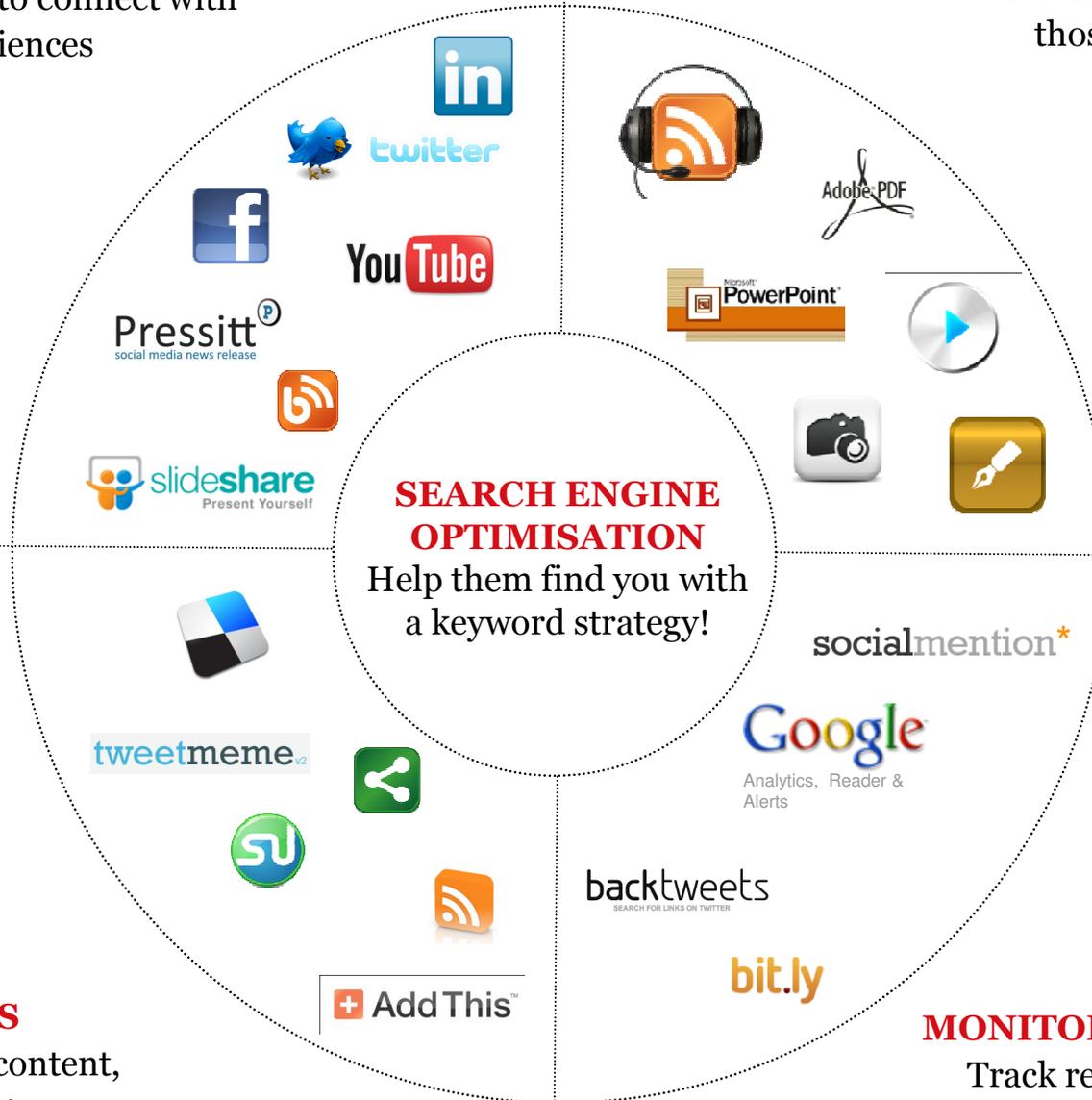
What are the building blocks of doing business on the social web?

## INFRASTRUCTURE

Build the right channels to connect with your target audiences

## CONTENT

Publish valuable content for those who are searching



**SEARCH ENGINE OPTIMISATION**  
Help them find you with a keyword strategy!

## WEB 2.0 TOOLS

Help people share your content, follow you & talk about you

## MONITORING & MEASURING

Track results, map progress & adjust

What are the rules?

# Three simple rules

Publish optimised **Content**

**Connect** with your target audiences

Engage in a **Conversation** with them about your content

# **Rule #1 Content**

Yesterday's content



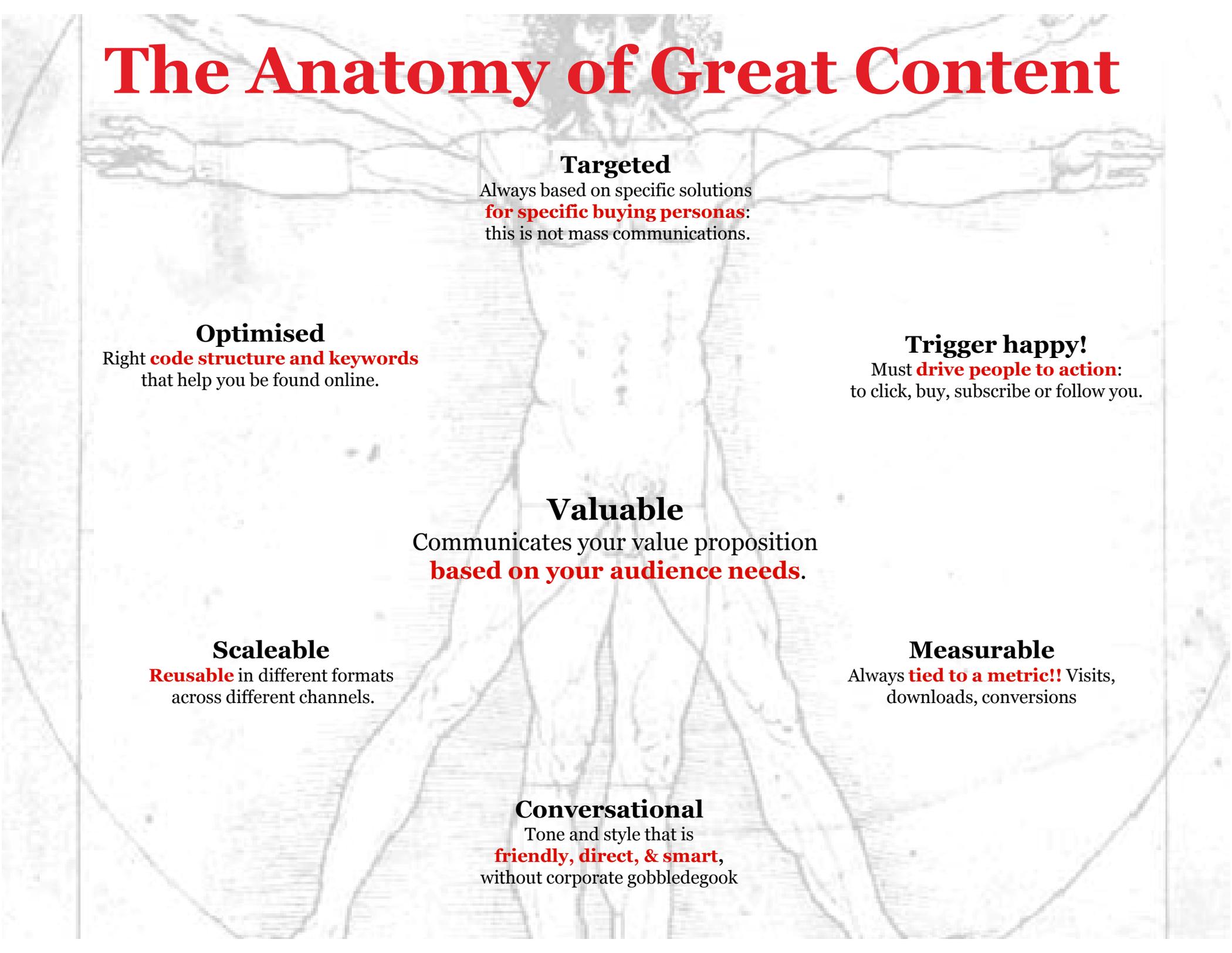


**Today's content is targeted!!!**



OK, so content needs to be targeted.  
But there is more...

# The Anatomy of Great Content



## Targeted

Always based on specific solutions  
**for specific buying personas:**  
this is not mass communications.

## Optimised

Right **code structure and keywords**  
that help you be found online.

## Trigger happy!

Must **drive people to action:**  
to click, buy, subscribe or follow you.

## Valuable

Communicates your value proposition  
**based on your audience needs.**

## Scaleable

**Reusable** in different formats  
across different channels.

## Measurable

Always **tied to a metric!!** Visits,  
downloads, conversions

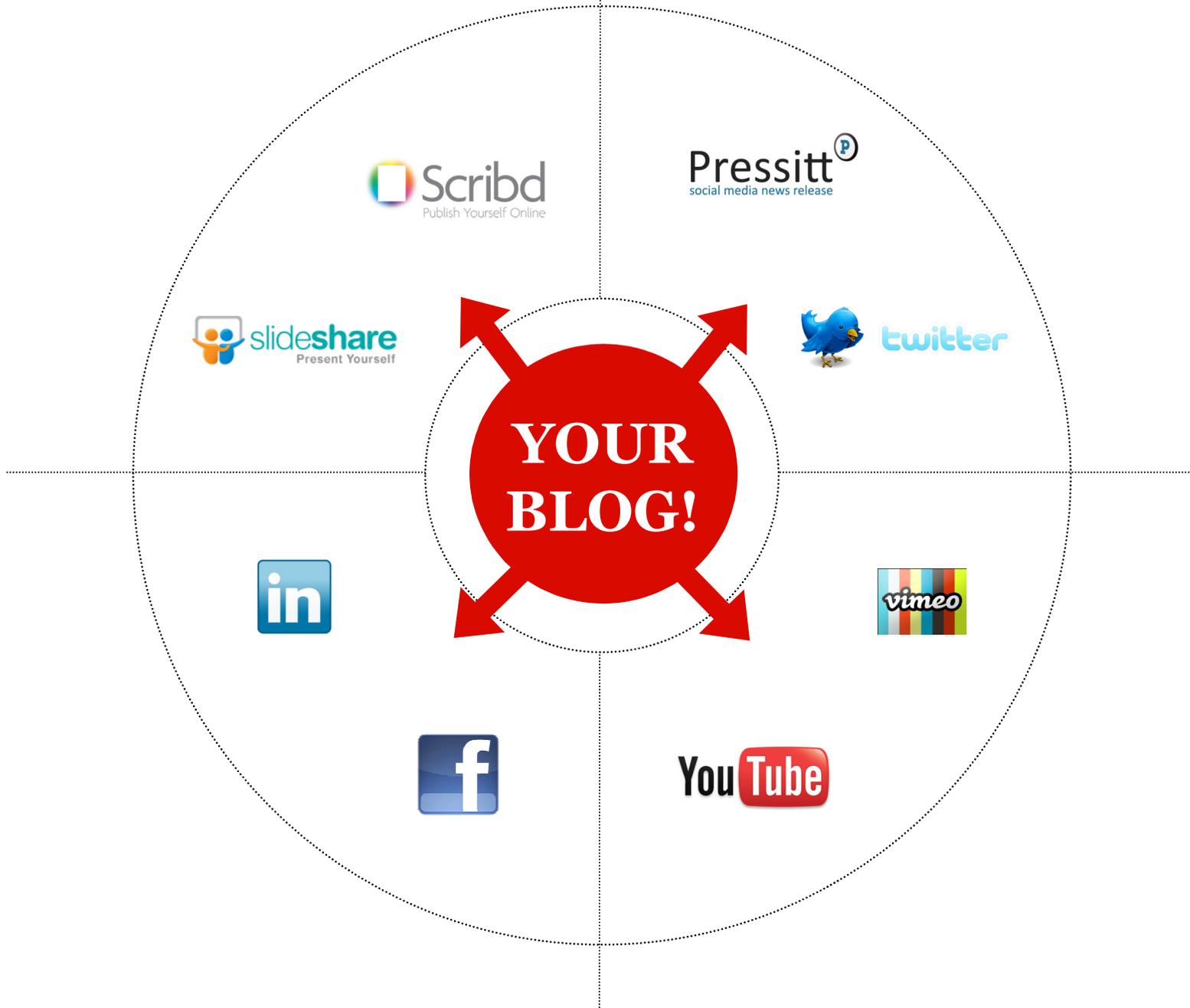
## Conversational

Tone and style that is  
**friendly, direct, & smart,**  
without corporate gobbledegook

# **Rule #2 Connect**

Connect with your target audiences,  
by publishing content from your blog  
& in social media channels.

# Connect



**Scribd**  
Publish Yourself Online

**Pressitt**<sup>®</sup>  
social media news release

**slideshare**  
Present Yourself

**twitter**

**YOUR  
BLOG!**

**in**

**vimeo**

**f**

**You Tube**

# **Rule #3 Conversation**

Engage in conversation about your content.

But remember, this is not mass communications.  
On the social web...

They talk back!



# **Recap:** Three simple rules

Publish optimised **Content**

**Connect** with your target audiences

Engage in a **Conversation** with them about your content

How does it all fit together?

2. Share in social networks & media



3. Publicise & promote



**RESULTS**

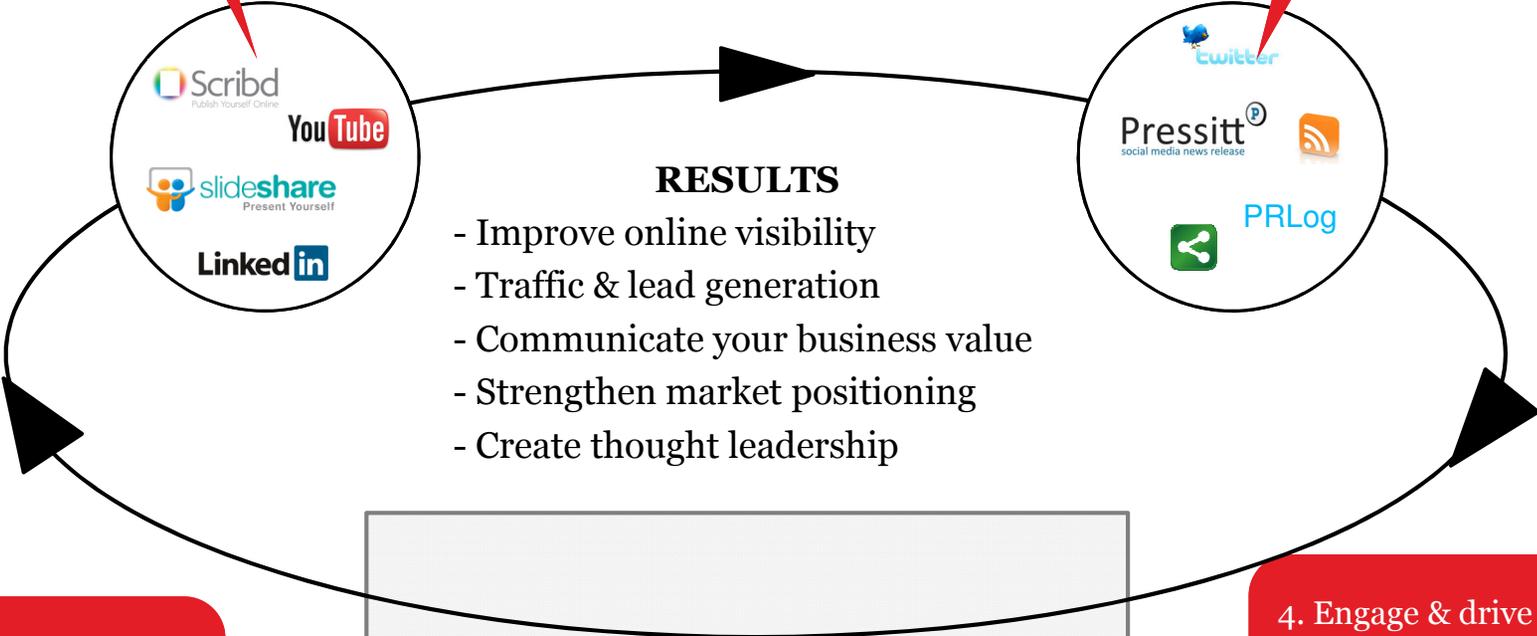
- Improve online visibility
- Traffic & lead generation
- Communicate your business value
- Strengthen market positioning
- Create thought leadership

1. Publish targeted, optimised content

**BLOG**  
*'Informing'*

4. Engage & drive through decision making cycle

**WEBSITE**  
*'Selling'*



To finish off...

The social web offers great opportunities for business.

But before you start, you need to set clear goals, for instance:

**THOUGHT LEADERSHIP** | Clearly position yourself in your industry. Showcase your expertise. Build industry visibility, followers & influence. Contribute to brand objectives.

**CONVERSIONS** | Reach more prospects, increase conversion rates, number of downloads, quality of traffic to your website. Contribute to marketing & sales objectives.

**CUSTOMER SATISFACTION** | Better serve your customers. Improve retention. Customer loyalty. Contribute to customer support objectives.

**REPUTATION** | Actively manage your reputation, create advocates, build communities, foster word-of-mouth. Contribute to pr & brand objectives.

Now you have clear goals,  
start thinking about what great content you can publish  
that will get you there.

***You are  
what you?  
publish.***

A final note: social media is not something you just tap into...  
On the social web...

**You gotta give to get!**





# Thank you

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