

Innovation in Marketing: Exploring Social and Online Media

October 21, 2010

Julie Lenzer Kirk, CEO and chief muse of Path Forward International, which works with businesses and entrepreneurs to help them improve, grow and succeed.

Lenzer Kirk is an award-winning serial entrepreneur, author, blogger, and sought-after international speaker. She has educated and empowered audiences on four continents around topics of entrepreneurship, business management and leadership, and balancing work and family.



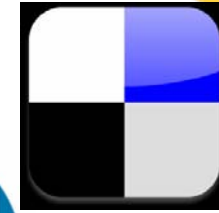
Innovations in Marketing

Exploring Social and Online Media

Agenda

- ⚡ What is Online vs. Social Media?
- ⚡ Myth vs. Fact
- ⚡ What do you do with it?
 - Uses
 - Benefits
- ⚡ How do you do it?
- ⚡ Keys to success

facebook®



What is Online vs. Social Media?

Linked in



twitter

What is online media?

⚡ Using the internet to communicate

- Websites
- E-mail blasts
- E-Newsletters
- Advertising (banner ads, Google Ad-words)

⚡ E-commerce

⚡ Search Engine Optimization (SEO)

⚡ *Generally* one way → PUSH



What is social media?

- ≡ Communications medium that provides interaction → DIALOG
 - **Social Bookmarking.** Tag websites and share
 - **Social News.** Vote for and commenting on articles.
 - **Social Networking.** Add friends, comment on profiles, join groups and have discussions.
 - **Social Photo and Video Sharing.** Share and comment on photos or videos
 - **Wikis.** Add and edit articles
- ≡ Often includes user-generated content





Myth vs. Fact



Myth: Social Media is for kids

⚡ Facts:

- Average social network user: 37 years old
- LinkedIn average age: 44
- Twitter average age: 39
- 2/3 of American Facebook users are > 26 years old

88 Million People

Myth: Ignorance is bliss

**75% of people make
purchase decisions
based on customer
comments they find
ONLINE**

*Exploring the Link Between Customer Care and Brand Reputation in the Age of Social
Media, Society for New Communications Research, 2008*

Myth: Ignorance is bliss

“Companies that Suck”
> 9M results on Google

Myth: Social Media is “free”

- ⌞ Requires a strategy
- ⌞ Many tools are free
- ⌞ Cost to plan and implement
- ⌞ Requires skill to integrate



What do you do with it?



Corporate uses of social media

1. Build your brand
2. Keep in touch with current customers
3. Monitor what people are saying about your company and products

Build your brand

- ≡ Share industry information
- ≡ Share customer testimonials
- ≡ Highlight community events
- ≡ Personalize your company

Check out the networking site for the global petfood industry.


Latest Activity

 Melody McKinnon replied to Christopher Ticknor's discussion 'Helpful, Yes or No? A webinar on safe and effective ways to distribute pet food products.'
6 hours ago

 Jose Garzon is now a member of Petfood-Connection
Welcome Them!
10 hours ago

 Kathleen McLaughlin commented on caren gittleman's photo 'dakota carpet'

on Friday

 Debbie Phillips-Donaldson replied to Christopher Ticknor's discussion 'Helpful, Yes or No? A webinar on safe and effective ways to distribute pet food products.'
on Friday

Join the Petfood-Connection community

To join groups and participate in the discussion, register today. All that's required is a name and e-mail. Members are approved within 24 hours of registering.

Not a joiner?

Don't see a group that fits your needs? [START](#) one today!

Groups



[Virtual Petfood Forum](#)

30 members



[Nutrition and Ingredients](#)

121 members



[Processing-extrusion](#)

44 members



[Marketing](#)

30 members



[European Petfood Manufac...](#)

15 members



[Product development](#)

62 members



[Regulatory](#)

27 members



[Petfood Investment](#)

7 members



[Consumer Education](#)

10 members



[Sustainability](#)

25 members

[View All](#)

Blog Posts

Welcome to Petfood-Connection

[Sign Up](#)
or [Sign In](#)

Help us grow!

[INVITE](#) your co-workers and other petfood industry professionals to join your network.

Connect with us!

Get the latest news on [Twitter](#). Never miss an update, become a fan on [Facebook](#). Check out Petfood Industry's latest videos on [YouTube](#). Stay connected, download our [Smart Phone App](#).

Petfood Industry News

[Brandenburch offers innovation to producers of small mammal petfood](#)

[Bozita petfood of Sweden draws crowd at Interzoo with live music](#)

Keep in touch

- ≡ Communicate news (blogs)
- ≡ Promote specials
- ≡ Solicit feedback
- ≡ Market research (new opportunities!)



HALO.

PURELY FOR PETS

twitter

Home Profile Find People Settings Help Sign out

Receive a gift from Halo when you subscribe to our free newsletter



halopets

+ Follow

Lists

Settings

Followed by @4giv, @UrFamilyLivin, @solardude1, and 5 others

Did you miss @TheEllenShow & @Halopets when they were on @QVC? If so, check out some videos from the show! <http://bit.ly/crISSY>

6:45 PM Sep 24th via TweetDeck

Reply Retweet

DID YOU KNOW? @Halopets donates meals to shelter pet for every new "Like" they get on #Facebook! www.facebook.com/halopets

5:00 PM Sep 24th via TweetDeck

We are donating 1,000,000 meals to shelter pets. Do you know the 6 ways to help @Halopets accomplish this? www.halopets.com/help

3:15 PM Sep 24th via TweetDeck

Does your #cat or #dog love Liv-a-Littles treats? If so, stock up now because we are selling them for 50% off today! <http://bit.ly/9FnxaW>

1:45 PM Sep 24th via TweetDeck

Spread the word: Spot's Chew™ #Natural Edible Dental Treat for #Dogs are finally here! <http://bit.ly/9W9eaa>

12:00 PM Sep 24th via TweetDeck

Here are some great pet lovers for #FF: @ASPCA @TheEllenShow @HumaneSociety @Freekibble @DrDonnaSpector @Petco @Wholefoods @BFAS

Name Halo Purely for Pets

Location United States

Web <http://www.halope...>

Bio Halo co-owner Ellen DeGeneres says "treat them as you would treat yourself." The place for holistic pet care advice, recipes, inspirational stories and news.

11,311 **18,889** **673**

following followers listed

Tweets 3,013

Favorites

Actions

block halopets
report for spam

You both follow



View all...

Following



View all...

RSS feed of halopets's tweets

www.halopets.com





NaturesVariety

+ Follow

Lists

Settings

Followed by @AutismNow, @StephanieFrank, @nutzareus, and 4 others

Name Nature's Variety
Location Lincoln, Nebraska
Web <http://www.nature...>
Bio A company of pet lovers - passionate about providing proper, holistic nutrition for your special dog and cat.

709 following **1,060** followers **46** listed

Tweets 171

Favorites

Actions

block NaturesVariety
report for spam

You both follow



View all...

Following



View all...

RSS feed of NaturesVariety's tweets

Happy National Ice Cream Day! Enjoy some free SweetSpots from NV at the WORLD'S LARGEST Doggie Ice Cream Social today! <http://bit.ly/bsOPFI>

12:28 PM Jul 17th via web

July is National Ice Cream Month! Visit www.thebark.com for your chance to win a year's supply of our frozen treats for dogs, SweetSpots!

10:21 AM Jul 1st via web

LAST DAY! Enter your best dog/cat pic & tell your friends to vote! Every entry receives coupons from Only Natural & NV! <http://bit.ly/9sELgo>

9:27 AM Jun 28th via web

Check out the Only Natural Pet Store / Nature's Variety SUMMER PHOTO CONTEST! Enter today!!! <http://bit.ly/bG4cYT>

10:55 AM Jun 14th via web

NV is excited to announce a new line of Instinct Grain-Free Biscuits, available in chicken, lamb, duck, and rabbit! <http://bit.ly/HbCzj>

4:03 PM Jun 9th via web

Monitor what's being said

- ⚡ Questions on products or company
- ⚡ Complaints – better to know!
- ⚡ Provides ability to respond





Nature's Variety [Like](#)

[Wall](#) [Info](#) [Discussions](#) [Poll](#)

[Filters](#)

[Add to My Page's Favorites](#)

[Suggest to Friends](#)

New NV packaging - coming soon to a store near you!!

3,832 People Like This



Angela Ward



Brenda Mueller



Andrea Rubin Alhadeff



Elizabeth Lawson



Mary Sears Finucane



Christine Kelly Gietzen

Favorite Pages

4 Pages

[See All](#)



Integrative Health Pet Expo



INSTINCT



SweetSpots



Prairie

Events



Jennifer Willhite Brelet I have a ? on the NV instinct kibble dog food i didn't see how to portion the food for a 100 pd German Shepard. i was looking for the info on the site. im feeding the raw now but am looking to do both or maybe just the kibble.

19 hours ago · [Flag](#)



Jennifer Willhite Brelet LOVE the raw dog food! Our dog Skip had such baaaaaaad dry skin. We were giving him fish oil in his food and benadryl to try and stop the itching . On the 3rd day of raw food his coat started looking shinier and feeling softer. He has now been on it like 3 weeks and is not driving us crazy itching all the time. So we have been able to take him off the other stuff.

20 hours ago · [Flag](#)



Donna Nusspickel Lovely Lily has been a Nature's Variety girl since wee puppy-hood. Mealttime is Lily's and her kitty brothers favorite time of the day. HEALTHY & HAPPY!



[Yesterday at 9:16am](#) · [Flag](#)



Hitomi Rennie My dog had a major stomach problem after eating the sweet spot... it was sweet potato one. Wonder what could be the problem.

Thursday at 2:18am · [Flag](#)



Nature's Variety Hard to say... SweetSpots contain live active yogurt cultures which are known for helping digestion.

Friday at 4:45pm · [Flag](#)



Hitomi Rennie Thank you. Maybe I'll let her try less amount one more time. I do love giving her INSTINCT though. She is doing so well after I changed from the other brand.

Friday at 7:48pm · [Flag](#)



Linda Dedrick Skylar

Benefits of Social Media

- ⚡ Engages stakeholders in a dialog
- ⚡ Inexpensive but not *free*
- ⚡ Investments are multi-platform
- ⚡ Drive traffic to your website
- ⚡ Potential to influence purchasing decisions



How do you do it?



Make a plan

- ⚡ Know your objectives
- ⚡ Tie strategy to company goals
- ⚡ Research alternatives – where are your customers?
- ⚡ Start small

Be realistic

- ⚡ Marketing, not *necessarily* sales
 - Dell: \$6.5M on Twitter
- ⚡ It takes time to build
- ⚡ Assign it – content AND execution

Execute

- ⚡ Engage your customers
- ⚡ Bring out the personality of your company
- ⚡ Utilize multi-media
- ⚡ Provide content worthy of sharing
- ⚡ Spread across multiple platforms
- ⚡ Solicit users for content

Keys to Success

- ⚡ Know your objectives
- ⚡ Engage in dialog
- ⚡ Be persistent and consistent
- ⚡ Measure the outcomes
- ⚡ Keep an open mind



Thank you!

Julie Lenzer Kirk

CEO and Chief Muse

JLKirk@PathForwardIntl.com

*Twitter: <http://www.twitter.com/Chief Muse>
On LinkedIn*

THANK YOU FOR ATTENDING!

.....

For more information on how to view the archive of this presentation, please visit www.wattevents.com. The archive will be available to view for a limited time.

.....



Powered by: **WATT INTEGRATED MARKETING SOLUTIONS: IN PRINT • ONLINE • EVENTS**

PetfoodIndustry • PetfoodIndustry.com • [PetfoodIndustry eNews](#) • [Petfood Nutrition eNews](#)
e-Marketing • [Petfood Industry TV](#) • [Podcasts](#) • [Webinars](#) • [Research](#) • [Database Management](#)



303 N. Main St. | Rockford, IL 61101 USA
Tel: +1.815.966.5400 | www.WATTevents.com