

# Marketing to Empowered Consumers: What is the New Social Media



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## Today's Conversation

- **A Couple Thought-starters**
- **New Rules of the Road: Market Landscape**
- **The Listening Opportunity**
- **So What's Next? Practical Applications**
- **Questions**

# Thought-Starters

## Super Bowl Brand Readiness Scorecard

Readiness Check-list	Coors Light	Doritos	Denny's	Dockers	Dodge
<b>Website Preparedness</b>					
Ad Mentioned on Brand Front Page	Yes	Yes	No	No	No
Ad Video on Brand Site	No	Yes	No	No	No
Separate Website for Ad	No	Yes	No	No	No
Availability to Provide Feedback for Ad	No	Yes	No	No	No
Ad-Related Mobile App	Yes	No	No	Yes	No
<b>Search</b>					
Ability to search for ad on Brand Site	No	No	No	Yes	Yes
Brand Sponsored Google Ad Links (SB)	No	Yes	No	No	No
YouTube in Ad's Google Results ('10)	No	No	No	No	No
Ad Presence on Brand's Wikipedia Page	No	Yes	No	No	No
<b>Social Networking</b>					
Official Brand Facebook Page	Yes	Yes	Yes	Yes	Yes
Official Brand Twitter Handle	No	Yes	Yes	Yes	Yes
Official Brand YouTube Channel	No	Yes	Yes	No	Yes
<b>Readiness Rating:</b>	3	9	3	4	4
<b>Average Rating: 4.5</b>					

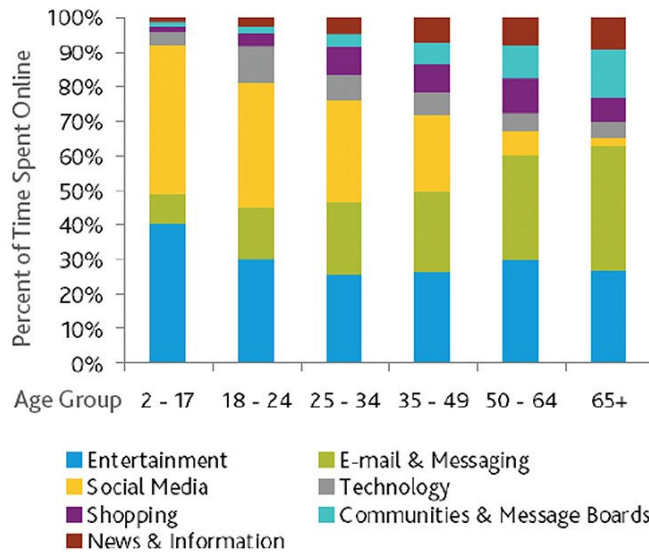


# Today's Landscape

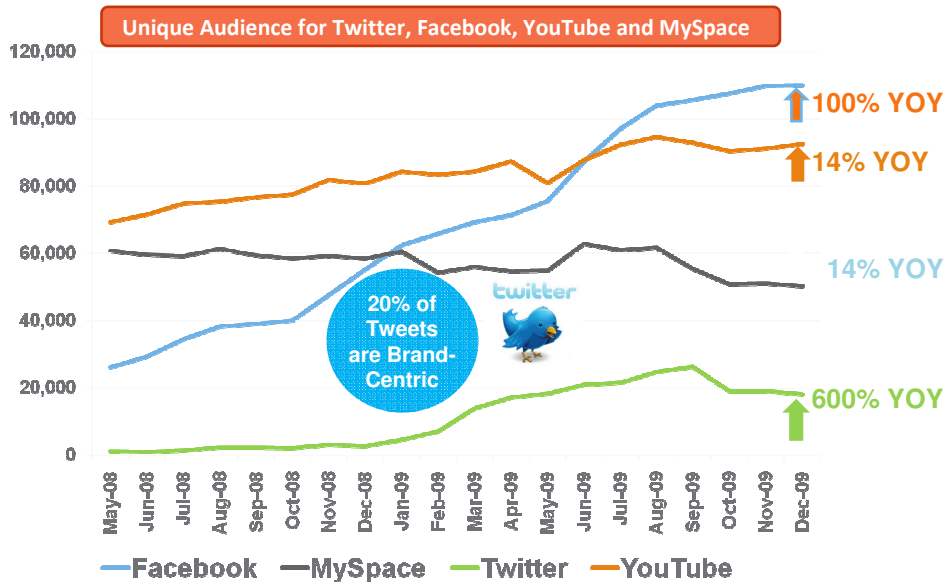
## The New Market Landscape

- Web 2.0 Publishing is Bringing New Agility
- Video & Mobile Have Arrived
- Twitter Propels New Era of "Friction Free Feedback"
- Search Redefining Brand "Equity"
- Co-Dependency of Offline and Online Content
- The Rise of "Social Commerce"
- Service Becoming the New Marketing

## Whole New Ballgame of User Activity



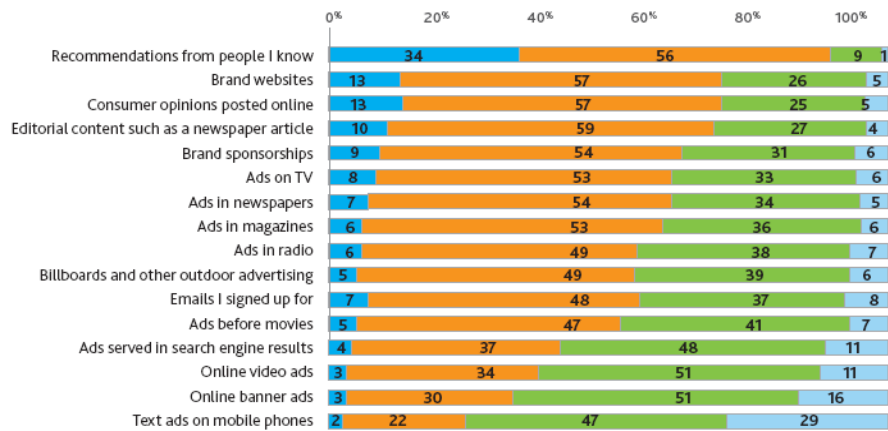
## Social Media Explodes – Twitter Visits +600%



# Why So Powerful

## Why it Matters? Higher Trust Factor

Global Consumer Trust in Advertising by Channel



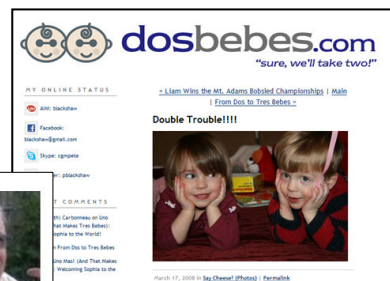
## Motivations: Lifestage Matters

Online Activity	Female 18+ Index	Experienced Mom Index	New Mom Index
Visited social networking site	119	122	286
Publish/ own a blog	109	123	270
One or more social networking profiles	101	109	184
Visited blogging sites	92	132	235
Visited both blogging site and social networking site	98	110	262



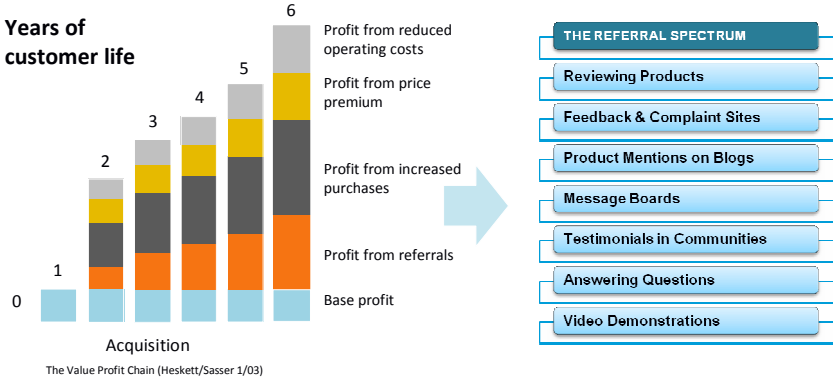
## What's Motivating or Inspiring It?

- Emotional need/desire to be heard
- Desire to connect with one another
- Need to create and make change
- Evangelize for things & people we love
- Quest for authenticity

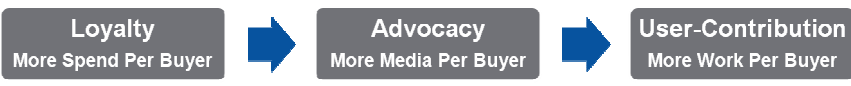


# Implications

## Loyalty is no longer enough!



- THE REFERRAL SPECTRUM**
- Reviewing Products
  - Feedback & Complaint Sites
  - Product Mentions on Blogs
  - Message Boards
  - Testimonials in Communities
  - Answering Questions
  - Video Demonstrations



## Brand Credibility More Important than Ever

Six Drivers of Brand Credibility		
Trust	Authenticity	Transparency
Confidence Consistency Integrity Authority	As Advertised Real & Sincere Real People Informal	Let the Sun Shine In Easy to Learn Easy to Discover No Secrets
Affirmation	Listening	Responsiveness
Playback Reinforcement Search Results Accountability	Empathy Welcome Mat Humility (we can learn) Absorbing Feedback	Follow-Up Invitational Marketing Solidifying the Solution Dignifying Feedback

## The Listening Opportunity



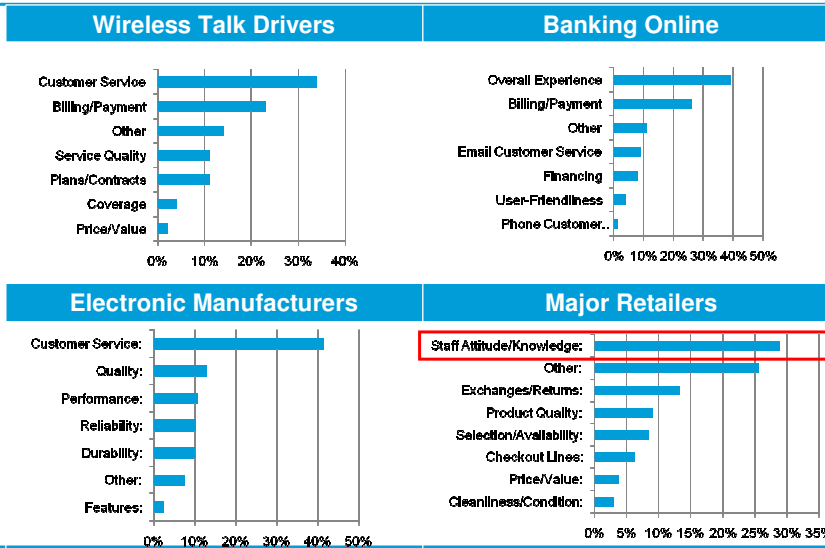
“What we didn’t get was the passion this very loyal small group of consumers have. That wasn’t something that came out in the research.” - **Tropicana Brand Executive**

# Using Listening Platforms to Drive Value

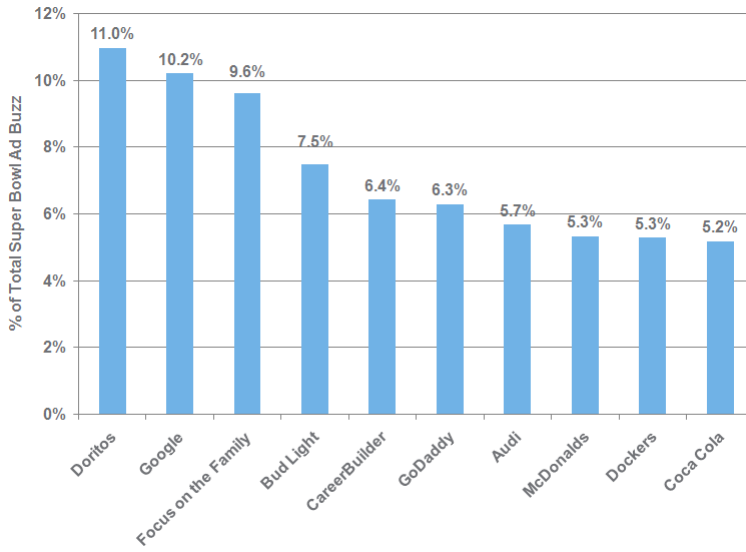
From Six Sigma to Six Signals of Listening		
Listening as Research / Market Knowledge		
Insight Driver	Efficiency Catalyst	Vitamin Boost
More penetrating and revealing deeper insights into the consumer. More honest and candid!	Listening as substitute for other activities and process Better, faster, cheaper. Is consumer affairs research?	Enhancing current research methods: "focusing the focus group" Asking the right questions?
Listening as Brand Building & Protection		
Advocacy Builder	Insurance Underwriter	Engagement Meter
Deepening loyalty and advocacy through empathetic listening, welcome mats & feedback	Preventing or reducing risk possibility of brand hitting mountain. What's viral? Forecasting outcomes.	Responding flexibly to signals to exploit timing, drive momentum, broker relationships. Optimize.

Source: Nielsen Online Digital Strategic Services (DSS)

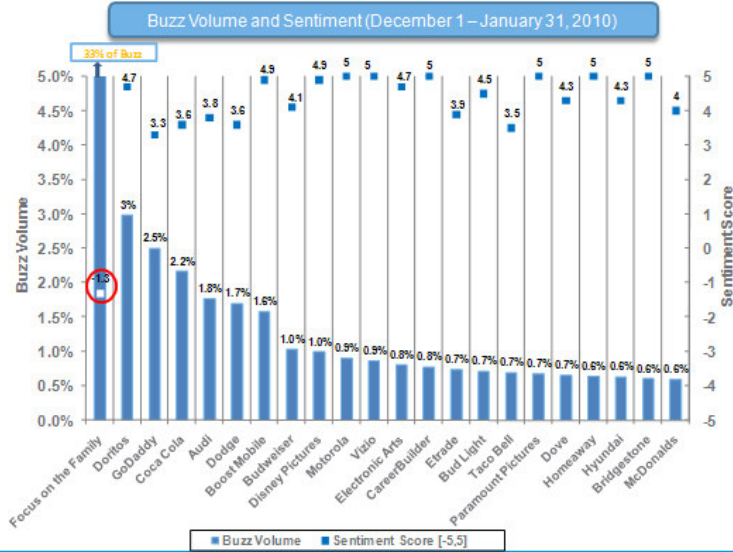
## What Can Listening Tell Us: "Talk Drivers" Predictable



## Latest Super Bowl Tally

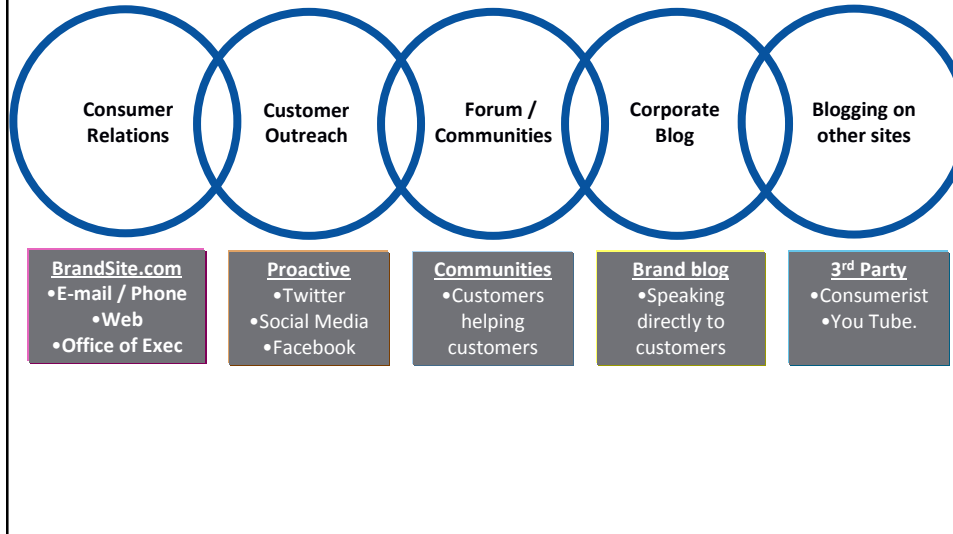


## Tebow Ad Dominates Pre-Buzz





## The New Spectrum of Engagement: CRM 2.0?



## Easy Control Win: Warm up the "Service" Interface

### Old School: Feedback Form

Personal details

Salutation \*  Mr  Ms

Title

First name \*

Surname \*

Company

Street, No. \*

Postcode, city \*

Country \*

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**ScottMonty**

### New School Conversation

Just stepped into @Ford's VIRTTEX lab - our Virtual Test Track Experiment. <http://tinyurl.com/yzheent>

35 minutes ago from TwitterBerry

Name Scott Monty  
 Location Detroit, MI  
 Web <http://scottmonty>  
 Bio Head of social media at Ford Motor Company, husband, dad, host of <http://theheartofsherlock.com>, and a generally nice guy. Formerly from Boston.  
 32,783 following 33,037 followers 588 listed  
 Tweets 16,680



## #2: Best Buy's Twelpforce



## TwelpForce: What's Going On?

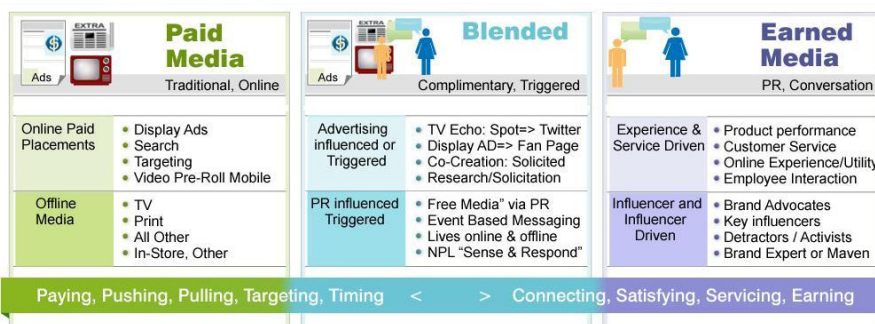
- Traditional Marketing Leveraging a "Service Narrative"
- Consumer Affairs/Customer Service Pushing External
- Dramatic Expansion of Service Channel to Employees
- Questions & Pain-Points Become the New Opportunity
- The Blending of Paid and Earned Media



# So What Next?

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## Put "Social Media" in a More Strategic Context



### Metrics & KPIs that Matter in an Paid/Earned World

Traditional	Brand Readiness	Brand Agility	Brand Advocacy	Brand Latency
Reach, frequency, opinion, GRP, clicks, visits	Is the brand primed to drive increm.value in anticipation of paid media.	Can the brand flexibly sense and respond to early signals (and drive more value)	Do customers advertise & recommend for brand. Who, how & where?	Does the media live in perpetuity, or position itself in purchase funnel.

P. Blackshaw, Nielsen Digital Strategic Services 11/09

## Final Thoughts: Got Your Pen?

- Conversation is infinitely revealing of brand value, but also puts credibility in the spotlight.
- Breakthrough listening is a critical starting point
- Core foundations (e.g. quality/service) are viral (good or bad) and amount to “**earned media**”



### Three Words to Sing in 2010

Serve



Shrink



Simplify

# Thank You