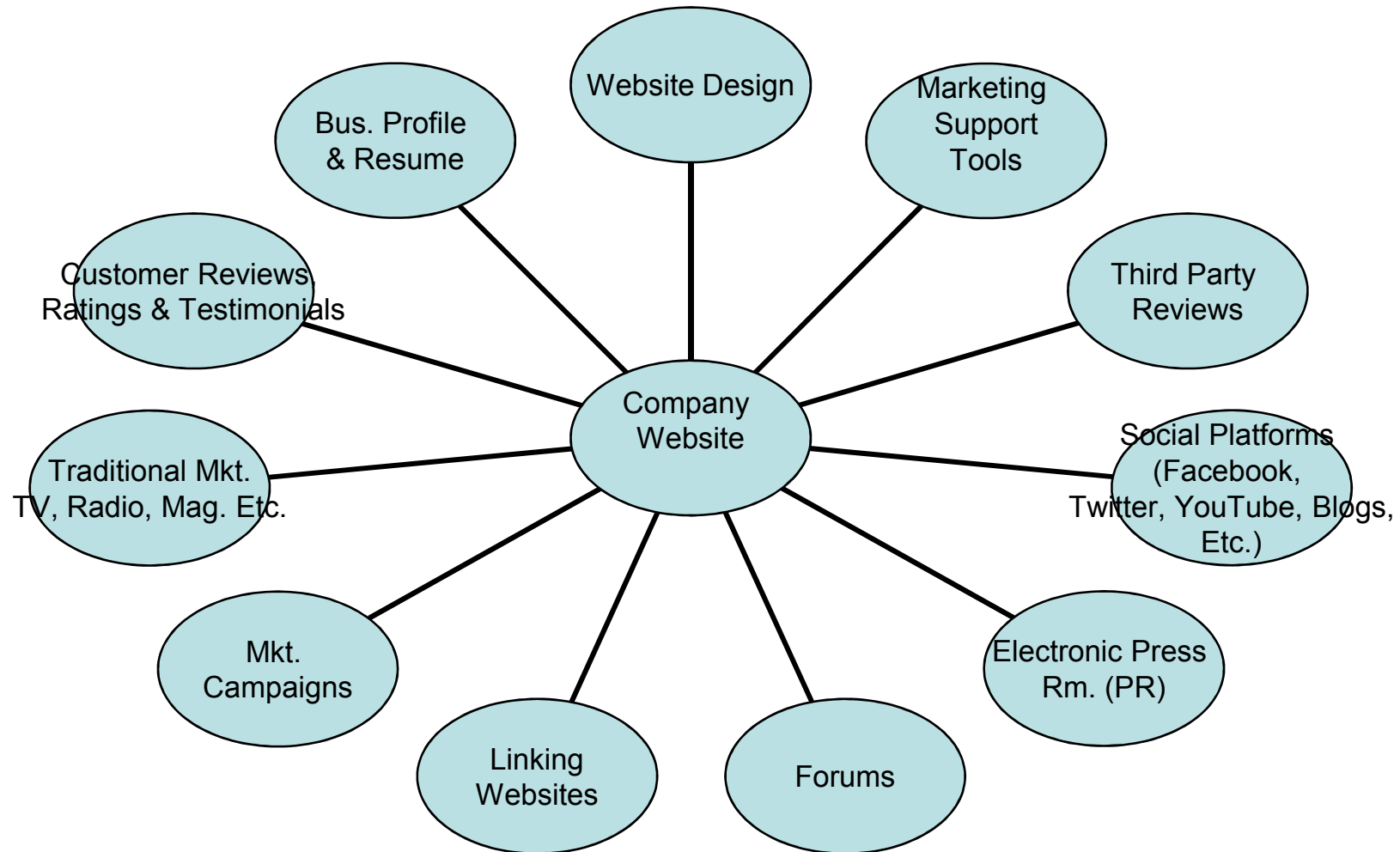http://www.7boats.com

B2C Website Plan

Design the website as a hub vs. a destination and it will be more valuable to customers.
People don't want to talk about products; they want to talk about their passions or their problems and solutions.

Website Design

- Design so that consumers bring social influencers into decision making process.

- Promotions: coupons, sweepstakes, contests, product samples, rebates and tie-ins.

- Promote "causes" that resonate with customer base

- Website supports mobile device access. Social platforms are particularly targeted. Text alert service – create a form on your web sites, where followers enter their mobile phone numbers and opt in to receive text messages. Encourage users to share rewards from a program, such as a coupon offers with their friends. Make sure your mobile site has good tested code see http://ready.mobi and http://mtd.mobi/emulator.php

- Shopping cart – consumers expect online convenience with shopping experience and company communication. Offer money back guarantee.

- Set up tools to run short surveys (quantitative research) at regular frequencies. Look at www.surveymonkey.com and www.zoomerang.com

- Provide RSS feeds. Allow easy sharing of information via www.popularmedia.com and www.sharethis.com

- Use tactics like product comparisons, special promotions, sales discounts, decisions tools and calculators to convince prospects.

- Include all reviews, good and bad, adds credibility. Point to Third party reviews

- User Generated Content contests – reward participation for testimonial or video.

- Wikipedia placement www.wikipedia.com don't pepper with marketing instead point to complimentary articles.

- Flickr – publish product imagery. Encourage others to publish photographs using products

- Delicious – www.delicious.com consumers use it to store bookmarks. Tag company sites

- Identify expert influencers via survey questions. Ask customers whom they seek for advice. Pay attention to the media, look at the competition, seek out industry analyst and evaluate online foot print.

- Create Social Graph with Google's Social graph API http://code.google.com/apis/socialgraph. Allows website social functionality including mini-social network.

- Implement customer reviews and forums leveraging website as a conversation portal. Use Facebook Connect.

- Apply Metrics to the SIM Realm – "one can only manage what is measured" The data used to compute the SIM score comes from the conversational monitoring firms including Visible Technologies (www.visibletechnologies.com), Nielsen BuzzMetrics (www.nielsen-online.com), etc.

Marketing Support Tools

- Causes: www.causes.com and www.oxfamunwrapped.com
- Technorati www.technorati.com get data on blogs. Search Key words and ranking
- Quantcast www.quantcast.com analyze website statistics. Finds traffic patterns for mainstream and niche networks. Most features are free.
- Nielsen BuzzMetrics www.neilsen-online.com monitoring service for social web
- Lexicon www.facebook.com/lexicon understand buzz within Facebook
- BoardReader www.boardreader.com view and analyze activity on multiple message boards and forums simultaneously. Research peoples opinions of brands and products.
- Metacafe www.metacafe.com & Viral Video Chart www.viralvideochart.com tells video clip traffic.
- Google alerts – monitor keywords used by competitors. Twitter alerts does the same thing.
- Radian6 or ScoutLab tools that analyze what target audience is doing across the social web.
- Get top 20 social networking platforms at www.comScore.com.
- Free www.forrester.com/Groundswell/profile_tools.html allows profiling of customers dividing them into creators, critics, collectors, joiners, spectators, and in active.
- Bit.ly.com – great tool for shortening URLs. A must for Twitter communications.

Standard SIM Practices

- Traditional display advertising – banner ads that generally have cookie based behavioral and other forms of targeting overlaid on top of them.

- Social advertisements – include a person's social graph into the ad unit, encouraging engagement. Sometimes the social advertisements include user generated content and are targeted based on browsing patterns of friends in a network.

- Sponsorships – these formats encourage bloggers specifically to discuss certain topics. Sponsors are becoming more popular on Twitter also. Keep in mind that some bloggers find pay per post formats and incentives distasteful.

- Influencer marketing – social platforms that give you access to influencers who are given assignments to perform and then discuss the results on their blogs or their social platforms.

- Widgets and applications – several social platforms allow the creation, launch and seeding of widgets and applications on their platforms. You can either sponsor popular widgets or create new utilitarian or entertainment ones that fill in a specific purpose for the users and have a tie in with a brand.

- Brand pages – pages may differ in functionality in purpose based on the platform but they are all virtual home pages where you can promote your products, showcase your latest advertising and launch promotions and contest.

Third Party Reviews

- Expert influencers – product authority
- Discover influential consumers, activate influential consumers to market on your behalf, turn customers into brand advocates. Ask them to take actions with their social network and if appropriate reward them.
- Publish customer ratings and reviews on Corporate website
- Loyalty stage is where most remarketing is done.

Social Platforms

- Facebook, Twitter, YouTube, Blogs, etc.

- Referent and Positional Influencers

- Promote "causes" that resonate with customer base

- Website supports mobile device access. Social platforms are particularly targeted.

- Loyalty programs

- Allow customers to broadcast purchases to social network via Popular Media, ShareThis and Facebook Connect.

- Good SIM campaign are implemented on platforms where potential customers are in conversation.

- **Define** objectives: use SMART strategy. Identify campaign location, targets (customer or influencers), duration, and synchronized with traditional marketing media.

- **Goals**: engage individuals and target audiences shares with their social network

- Remember SIM voice is conversational whereas Branding is promotional and on message about quality, performance, value add, etc.

- SIM voice can build awareness about products with accurate information. Forge deeper customer relationships. Provide customer service and communicate discounts and promotional information.

- Success is based on having a presence on multiple platforms based on target audience behavior and platform matching brand objectives.

Facebook

- Building a Facebook presentation is like building a web site. Strategically develop before submission.
- Establish Facebook fan page that is relevant.
- Sponsored virtual gifts – couponing an online gift that one user and provide to another. Increase page views and product attention.
- Facebook advertising tools. Tap into social graph based on profile keywords.
- Ask viewers to rate advertisement and become fan of brand
- Sponsored stories appear with title, body copy and images. Appears in users newsfeed and may link to Facebook or external site.
- Gift Sponsorship, lets users buy gifts and give them to friends and family. Good way to get brand exposure. Popular because giver, receiver and people visiting receiver profile all see the branded gift.
- On Facebook it's possible to publish blog posts via RSS, host conversions, published photos, Twitter feeds, event information, coupons, and other promotional items. In addition Flash widgets can be added.
- Facebook events including conferences, product reviews, and special promotions. Post event photos and write up can also be posted on Event page.
- Groups discuss topics of interests and express point of view. Cannot market to directly but tracking those discussing brand is possible. As a brand it is better to have a page than manage a group.
- Facebook Connect allows users to bring their social graph to a third party website. Social graph is global mapping of people and how they relate to each other.
- RockYou (www.rockyou.com), SocialMedia.com (www.socialmedia.com) and Slide (www.slide.com) are the leading advertising networks that reside within Facebook
- Fan page metrics to measure: Number of Fans, Page Interactions, Total interactions, Interactions per post, Post quality, Stream CTR, Discussion posts and Reviews

Twitter (microblogging)

- Establish Twitter account. Sign up for Twitter with brand or company name as Twitter handle.
- Identify influential tweeters. Offer interviews, blog comments, press releases.
- Track tweet comments and follow people who follow you.
- Offer Virtual gifts
- Only tweeter followers actually see the tweets. Focus on building the relationship. Take ownership of brand.
- Communicate company or brand news, special promotions, product offers, respond to questions and provide customer service. Take ownership of brand.
- Use http://search.twitter.com to perform marketing searches.
- Look at www.twinfluence.com and www.wefollow.com to find interesting people and brands to follow.
- Some influencers accept sponsored tweets. Check out www.sparq.socialmedia.com
- Twitter is an open API application which allows significant data measurements. Specific data includes: brand mentions, influence, pass alongs and click throughs.
- Dashboards like TweetDeck (www.tweetdeck.com) make tracking much easier because it allows listing of multiple search terms and displays all replies in one place.
- To see the most popular conversation topics that are being tweeted and retweeted use Tweetlists (www.tweetlists.com).
- Track tweets that have been passed along. Understand how many tweets resulted in clicks to your website. Services like bit.ly (bit.ly.com) and Tweetburner (www.tweetburner.com) provide useful tracking details.

YouTube

- Dominant online video program. Also check out Hulu and Joost
- Publish advertisements and tag them with category terms
- When thinking viral marketing, think YouTube.
- Establish company YouTube channel. Allows showcase of all related video clips in one place. YouTube channel is your brand account home. Easy to set up.
- Customize channel to match company brand visual identity.
- Keep video less than 100 MB and five minutes.
- Choose video category carefully. Use tags so that content is searchable. YouTube supports promotion through email and bulletin updates.
- Build goodwill with other users by leaving video responses to their clips.
- Join YouTube groups that match category of interest. Find groups at www.youtube.com/groups_main.
- Have fun with the clips.
- If advertising dollars are available YouTube offers two services: Self service that function like Google AdWords and Strategic campaigned based advertising including campaign metrics.
- Publish quality video clips, encourage clip commenting and subscribe to others as well.
- YouTube Insight (www.youtube.com/my-videos-insight) provides data access to more data on the clips you publish and who views them.

Blogs

- Identify influential bloggers and offer interviews, blog comments, press releases.
- Track Blog comments
- Use Technorati Authority ranking to assess number of blogs linked to a specific blog over 6 months.
- Most common form of SIM campaign – blogger outreach. Provide samples and prizes for their website. Understand compensation plan of blogger.
- Research blog extensively prior to approaching. Engage blogger by commenting on postings.
- Establish your own voice. Do not publish anonymously. Beware of pitfalls of outsourcing. Be transparent.
- Participate in Quid Pro Quo fashion
- Blogs rarely have formal relationship but behave cohesively on occasion using trackbacks, commenting and reciprocal linking.
- For guidance on blogger outreach read The Ogilvy Blogger Outreach Code of Ethics at http://rehitbhargave.typepad.com/weblog/2007/09/the-ogilvy-blog.html.
- Blogger networks - representative's align marketers with the appropriate blogs, promote the bloggers network, manage their relationships with the bloggers, and handle all advertiser relations. FederatedMedia (www.federatedmedia.net) which represents 200-300 of the most influential blogs covers most optics. Options include: PayingPost (www.payingpost.com), Buzzlogic (www.buzzlogic.com) and Adphillia (www.adphilia.com).
- Utilize Google PageRank to assess rankings.
- Metrics that can and should be captured from the blogosphere that build on core metrics of unique visitors, page use, and return rates include: 1) Number of brand mentions versus your competitors, 2) Ratio of comments and trackbacks to post on your own blogs, 3) Frequency of post and comments on your blog in your competitor's blogs, 4) Technorati ranking of blogs that mention your brand, 5) Technorati ranking of your blog and your competitors, 6) Total number of conversations, and 7) Total number of times that the post has been tweeted or retweeted, saved to Digg, tagged in Delicious, and discussed on FriendFeed area.

Electronic Press Room

- Digg -fundamentally a user powered news aggregator. Each time there is an interesting piece of news to share about your company or product published it to Digg. Depending upon its newsworthiness, it may get voted to the top of a category, giving you an immense amount of free publicity.
- Make all content in the press room portable so that journalist and others who use the page can easily pluck the content and publish it elsewhere on the web. Craft press releases for the blogosphere. Making content blogger friendly means publishing as a social media press release, optimized for bloggers, with excerpts and quotes at the top of the release. Shift Communications publishes a template for social media press releases (www.shiftcomm.com/downloads/smprtemplate.pdf)

Forums

- Know what conversations are happening on the message boards about your company and brand.
- Use BoardReader (www.boardreader.com) to scan the message boards.

Linking Websites

- Inbound links are an essential component of SEO.
- Create a broad network of website linking through SIM and keep adding links at strategic intervals
- Develop plan for adding websites including website owner contact strategy

Marketing Campaigns

- Display Banner – buy ad space and measure results
- Advertise on websites where customers visit. Ask the customer a question (interactive) to get a response.
- Paid searches for category related keywords and web sponsorships
- Prior to launching SIM campaign perform inventory of competitor campaigns running at the same time. Most common type of campaign is blogger out reach.
- SIM campaigns are unsuccessful in isolation. Understand terms of service of campaign participants.
- Track the results. Establish objective i.e. sales, exposure, coupon registration, emails sent, unique visitors, etc. Establish baseline.
- Migrate the community to a broader goal in order to keep relationship alive. Plan ahead for next campaign.
- Community is special. Ask them to participate in focus groups or test new products.
- Consumers who respond to your campaign want to learn more about the products you're selling them. Connect them with other prospective or current customers by pointing them to a discussion area on your web site or third party review site. Allow viewers to provide feedback.

Traditional Marketing

- Direct mail – use online database, use coupons to reward customers
- Integrate with social marketing to collect contacts
- Typical tools: television, radio, print, and direct mail.
- Sponsor events, conduct promotions, and invest in product placement.
- Influence editorial content in magazines and newspapers.
- It's important to leverage SIM with offline marketing efforts including: television, print, or other forms of media. Infusing social content with a users social graph directly into the ad unit, promises to make display advertisements far more interactive, engaging and better performing than other forms of display advertisements that have come before.
- Online display advertising has been in a steady decline recently, with fewer people clicking and interacting with those advertisements everywhere. Social advertisements, which use social content directly into the ad unit promises to make display advertisements far more interactive. A social ad is defined as an online ad that incorporates user interactions that the consumer has agreed to display and be shared.
- More than 75 percent of reporters see blogs as helpful in giving them story ideas with 70 percent checking a blog list on a regular basis.
- Paid media is most valuable for building awareness among consumers about a product, service, or promotion.
- If you want to engage your customers in a more meaningful way, but don't have the resources, skills, or permission to do so, use paid strategies.
- Television is fundamentally going digital. The lines between television and the Internet are blurring. Online television sites in the form of web sites like YouTube, Hulu, and Joost have built-in chat and discussion forum functionality.

Customer Reviews, Ratings & Testimonials

- Incentivize existing customers with coupon, early product introductions, contests, etc.

- Nothing sells a product better than actual customer reviews and ratings. Include customer ratings in search engine advertisements.

- Include customer testimonials on product pages

Business Profile and Resumes

- Team profiles, company history, contact and address info add social media including Twitter profiles of the management team.
- The company history page can link to external web sites that explain more about the company.
- Include live chat tools on the Contact Us page and link to the Twitter feed. Check out http://www.ehx.com/about/contact
- Create LinkedIn Profile