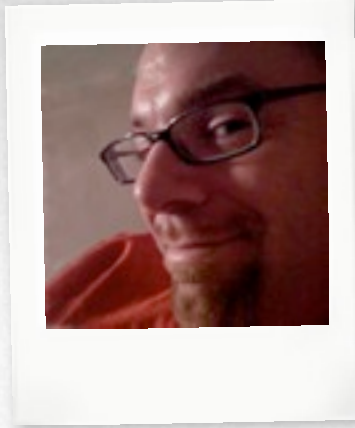


# SoMo Marketing

your brand is what they tweet

*Providence College (#SoMoMarketing)  
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# About Me

- ✿ Jason Pamental  
Web Strategist, Designer, Technologist
- ✿ Have been a strategist, designer, developer & cat-pixel-wrangler since roughly the launch of Netscape 1
- ✿ Can be found @jpamental in most places
- ✿ Post thoughts, work & pics from Instagram @ thinkinginpencil.com





# How'd We Get Here

- ✦ Spoke here a couple years ago about 'Marketing in the age of 2.0'
- ✦ Time moved on
- ✦ Moore's law applies even faster to Social Media than semiconductors
- ✦ After 18 years working on the web, it's still new every day

# We're All Magpies

- ❖ We're distracted by shiny metal, pretty things and angry tweets
- ❖ I'm going to be sidetracked, redirected and meandering -
- ❖ Led by you: ask questions, comment on Twitter w/ #SoMoMarketing



# Have a Look at Your Neighbor

- ✦ Do they have a laptop out?
- ✦ Or a tablet?
- ✦ Or a smartphone?
- ✦ (or even more common, 2 out of 3)
- ✦ Wonder how this relates to you?

# The Tables Have Turned

- ✿ Marketing used to be 'push' with minimal feedback from consumers
- ✿ VERY different now
- ✿ Was 'broadcast' -> now 'conversation'
  - ✦ We communicate differently
  - ✦ We learn about/research companies that market to us new ways



# The Lunatics Run The Asylum

- ✿ Your brand was shaped by your message
- ✿ Now it's shaped by tweets, wall posts and review sites
- ✿ The more personal the better - we buy/believe based on trusted sources not company bullhorns

# Marketing Was

- ❖ Publish a press release
- ❖ Plan/launch ad campaign in print, radio and/or TV
- ❖ Even media buying was narrower
  - ◆ Few major networks
  - ◆ Fairly fuzzy metrics available - lots of guesswork



# Marketing Is

- ✿ MANY more channels –
  - ◆ publish a press release
  - ◆ post it to newswire services
  - ◆ Publish on your site RSS feed
  - ◆ Post to company twitter account
  - ◆ Reach out to core influencers to solicit feedback via blogs (more link traffic)
  - ◆ Promote on Facebook
  - ◆ Send out email newsletter

# ...and More

- ✿ Online advertising
  - ✦ many networks, Google AdWords
- ✿ Huge proliferation of cable networks
- ✿ All major print publications have online versions with ad opportunities
- ✿ Web technology has matured: custom landing pages for every campaign, ad & email so interactions online are trackable.



**Marketing is about  
brand reputation &  
relationship building  
and management**

# And It's HyperLocal

- ❖ 25% of US Internet users are on Mobile devices ONLY
- ❖ Devices increasingly location-aware - even when they're not in motion
- ❖ Foursquare, Facebook, Yelp and the ubiquitous 'checkin'
- ❖ Offers & demographics are more targeted than ever



# But Heard 'Round the World

- ✦ Ask President Mubarek if Facebook and Twitter matter
- ✦ or the sponsors of the SOPA bill
- ✦ or the Susan B. Komen foundation
- ✦ If Social Media can topple a government, just think what it can do to your smoothie shop

# Using the Force Wisely

- ✿ Answer a question on the phone and that customer is happy
- ✿ Answer a question on Twitter and the whole world can hear
- ✿ There are tools to help monitor & react. Smart companies use them



# At Least It's a Two-Way Street

- ✿ When Justin Bieber tweets, 17 million people listen
- ✿ Smart Co's monitor their brand & react - in public
  - ✦ Keen saw my tweet, offered free replacement right away
  - ✦ Tori Burch is lauded for their social media use but didn't respond when their customer service failed

# Who's Got Klout?

- ✿ Not just the score but the noun
- ✿ We live in a culture of influencers:
  - ✦ Perez Hilton
  - ✦ Daily Grace
  - ✦ Jeffrey Zeldman
- ✿ Smart marketers use them
- ✿ Not-so-smart ones get sunk by them



# Know Thyself

- ✿ Think about how you learn
- ✿ Think about how you buy - and why
- ✿ Think about how you share

# The Web is Your Extra Credit

- ✦ Employers look at social media
- ✦ So can you
- ✦ Study how companies use social media and mobile
- ✦ The conversation is happening regardless; you may as well be there to participate



# Thank You!

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