



Social Media in 2010: 10 Minute Warning!

Sandy Carter

VP, IBM Software Business Partners and Social Media Evangelist

[Social Marketing Blog – http://socialmediasandy.wordpress.com/](http://socialmediasandy.wordpress.com/)

[Twitter – http://twitter.com/sandy_carter](http://twitter.com/sandy_carter)



Sign in to use Blogger
with your Google Account

Language: English

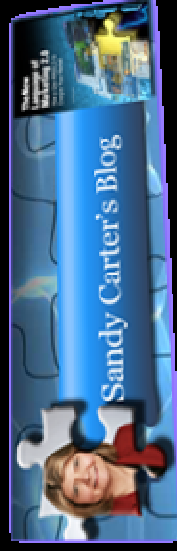


From a Whisper to a
Scream! Business 2.0

The World Changes Fast!



- Follow me @ sandy_carter
 - http://twitter.com/sandy_carter
 - Use Hashtags to search Twitter: #ibmpartner, #ibmsoftware, #lotusknows
- Subscribe to my blog
 - <http://socialmediasandy.wordpress.com/>
 - Share your posts via Twitter, Digg or LinkedIn



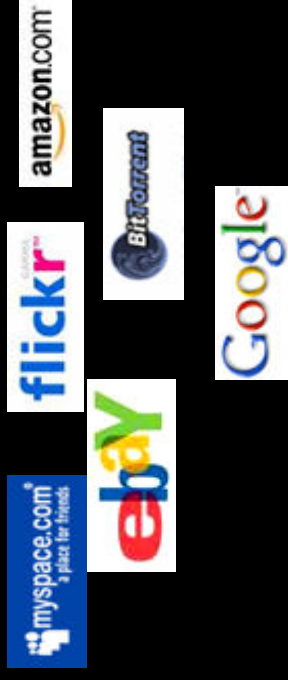
From a Whisper to a
Scream: Business 2.0

Technology has enabled a Social Media World

Web 1.0 was about connecting computers and making technology more efficient for computers.



Web 2.0 is about connecting people, and making technology efficient for people.



Web 2.0 changes the way in which businesses interact with its customers

Your 10 Minute Warning!

- A third of adults post at least once a week to social sites
- A quarter of adults publish a blog and upload video/audio they created
- ~60% maintain a profile on a social networking site
- 70% read blogs, tweets and watch UGC video

Forrester 2010 Report



From a Whisper to a
Scream! Business 2.0

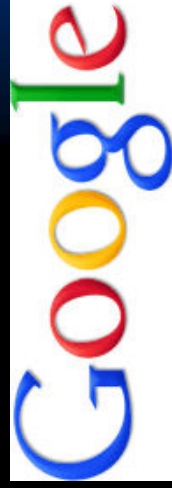
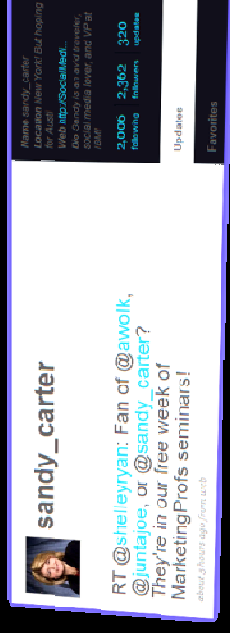
Quick view of Social Media tools



Community



Microblog



Search/Videos

#1 ROI

From a Whisper to a Scream: Business 2.0

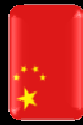
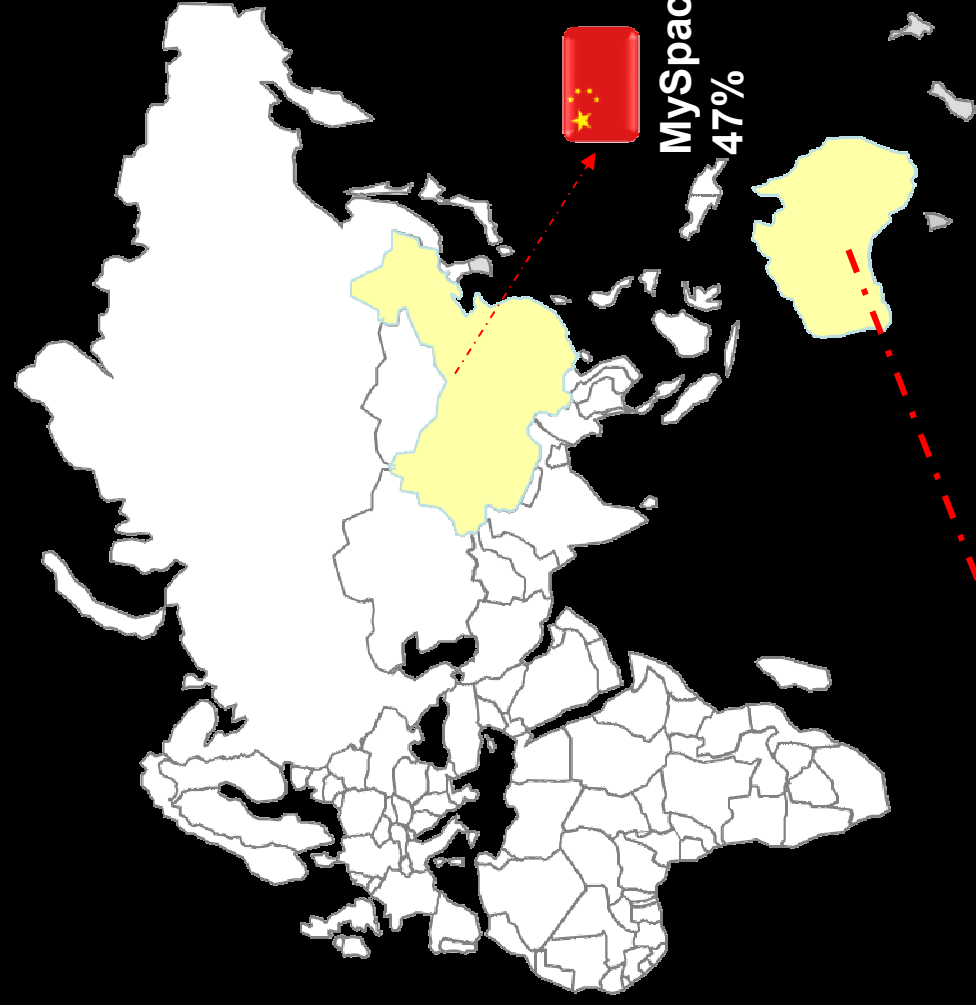
Best known social network in each country...



Facebook 93%



Orkut 98%



MySpace 47%



Facebook 96%

73%

Facebook

Source: The New Language of Marketing 2.0

72%

of the internet population
are **active**
on at least 1 social network ...



Brazil 95%

USA 84%

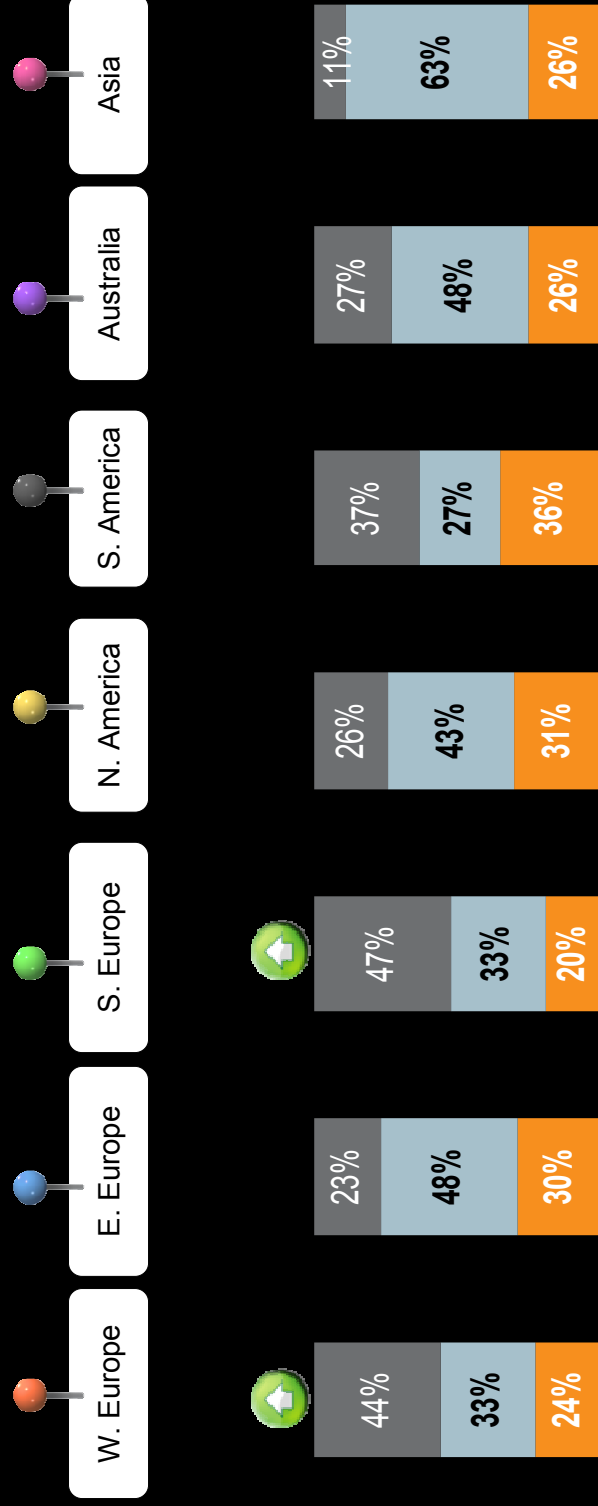
Portugal 82%

**TOP 3
COUNTRIES**

Trends in trust across the world



OVERVIEW OF TRUST IN FACEBOOK



↑ 10% > Total

↓ 10% < Total

From a Whisper to a
Scream! Business 2.0

Social networking affects your bottom line

The Bottom Line will help it Grow Even Further

Each person in your “social connect list” at work is associated with **\$948** in annual revenue

Knowing executives external to
project: **\$6,395** in revenue per
executive/project

Full text: <http://smallblue.research.ibm.com/publications/Utah-ValueOfSocialNetworks.pdf>

Source: Value of Social Network -- A Large-Scale Analysis on Network Structure In *Social Enterprise: The New Language of Marketing*, 2009

From a Whisper to a
Scream! Business 2.0

Business 2.0 – Cookbook Framework for Implementing Traditional and Marketing



Analyze the Market



Nail the Relevant Strategy & Story



Go to Market...Socially



Energize the Channel & Community



Leads and Revenue



Scream!



From a Whisper to a
Scream: Business 2.0



Analyze & Listen: Tweetdeck

The screenshot displays the TweetDeck application interface. At the top, the status bar shows 'Remaining API: 86/100 Resets: 17:07'. The main interface is divided into several sections:

- Search: SOA:** This section is circled in red. It shows a search result for 'SOA' by user 'BlackBerries' with a profile picture of a woman. The tweet text reads: 'Currently I'm re-reading: BPM AND SOA and on BlackBerries'. Below the tweet is a green circular icon with a white 'G' and the text 'Open Source #opensource: Tracking SOA, AJAX and Open Source...: June 14 Open Source News... <http://bit.ly/Tw0BW>'. The user 'JohnPolgreen' is mentioned at the bottom of the tweet.
- Search: Marketing 2.0:** This section shows search results for 'Marketing 2.0'. It includes a tweet from 'LaurenBlanton' with a profile picture of a woman, mentioning 'Travel 2.0' and 'strategic social marketing guide'. Another tweet from 'djeeente' mentions 'petitefontaine' and 'marketing of your place'. A third tweet from 'jims2cents' mentions 'Web Marketing Therapy' and 'Blog Archive'. A fourth tweet from 'raywilkins3' mentions '1 Day Only Reopen Wednesday at Special Discount Price on Traffic Formula 2.0, Get Serious About Network Marketing Now, <http://short.to/eh0o>'.
- Twitscoop: Buzzing Right Now:** This section displays trending topics and keywords such as 'aladdin', 'dhoni', 'fatemi', 't20 tanks', and 'writachat'. It also includes a 'Trending Topics' section with terms like 'tanks / carlisle / beckett / torres / bibispeech / netanyahu / murray wimbledon / rossi / isabel lucas / rove'.

Analyzing and Listening make Co-creation the Wave of the future

Welcome to Project Zero

We're building an agile development environment leveraging scripting runtimes such as Groovy and PHP, and optimized for producing REST-style services, integration, mash-ups, and rich Web interfaces. This is the community development site for **IBM WebSphere sMash**, offering users a chance to interact with the development team as we build this new product. Here you can get **WebSphere sMash DE** (Developer Edition), our free download providing the tooling support and a stable runtime for testing and running applications, as well as check out our latest release under development (**codename: Silverstone**). See the [About page](#) or the [Frequently Asked Questions](#) for more details, or start exploring with the links below.



Download.

- [Get WebSphere sMash DE Now!](#)
- [Get the latest Silverstone driver Now!](#)
- [Visit IBM.com for WebSphere sMash](#)



Learn.

- [WebSphere sMash Overview](#)
- [Getting Started](#)
- [Developer's Guide](#)



Share.

- [Check out the Forums](#)
- [Join the Community](#)
- [Rate Project Zero](#)

Google Custom Search Search

WebSphere sMash

Community-Driven
Commercial Development

Spotlight: Latest News

- [New Forum Launched - WebSphere sMash JP ヘルプフォーラム](#)
- [New Debugger in App Builder](#)
- [Briefing: Ride in Nizam's Sweet Mashup Conville](#)
- [Webinar: Extending Enterprise Value with Web 2.0](#)
- [Updated Article: Build RESTful services for your Web application](#)
- [MORE NEWS...](#)

Downloads

610,215

Latest Blog Posts

New apps built using WebSphere sMash by marag

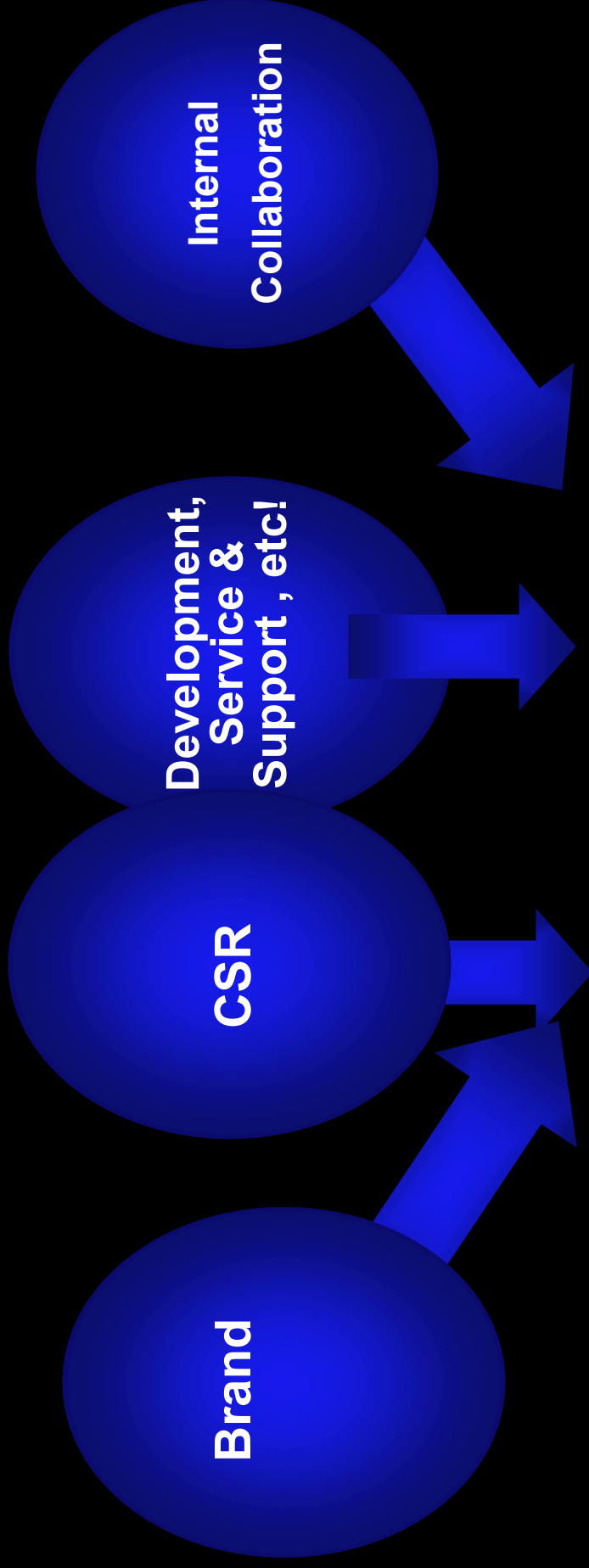
There has been some new activity with partners developing apps with WebSphere sMash. Many developers are using WebSphere sMash/Project Zero to build or enhance social networking solutions. Below are a few examples where development teams used sMash to quickly create innovative web apps. ZSL, is a solution provider that is developing a framework called Enterprise 2.0. [\[Continue Reading\]](#)

Project Zero: Over 625,000 downloads!

From a Whisper to a
Scream! Business 2.0



Nail the Strategy



Agility & Real Business Results

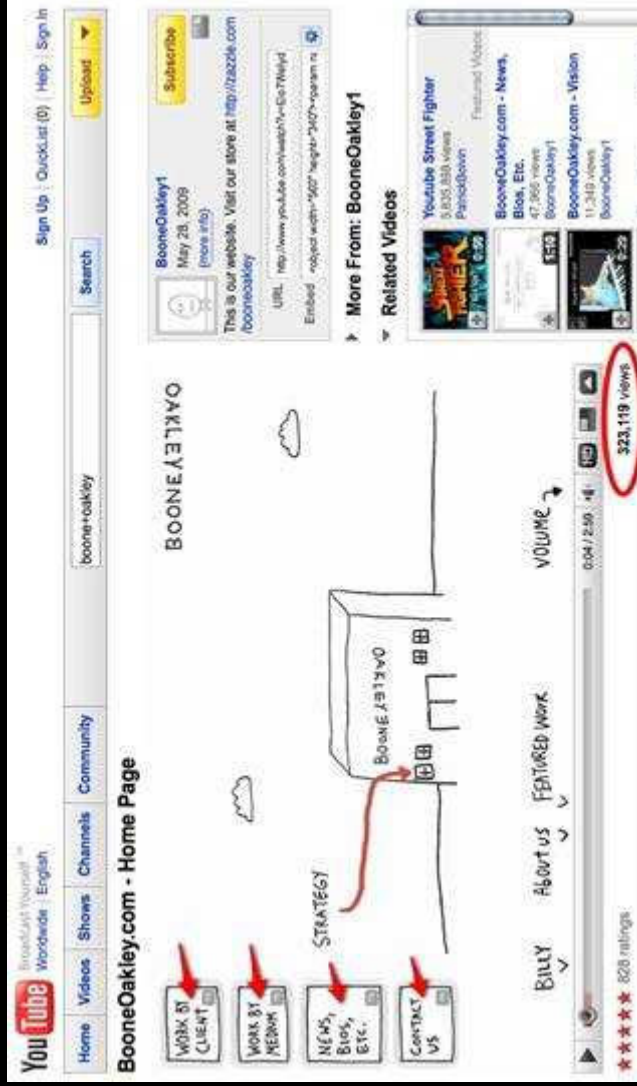
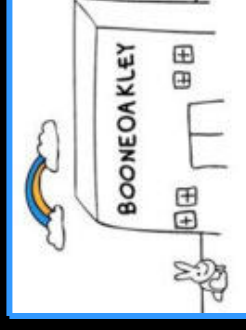


Nail the Strategy: Boone Oakley

Who: Boone Oakley

Project: A Social WebSite that reflects Boone Oakley's image

Goal: Increased sales, Leadership on the POV of creativity



Results:

- Expense: Unknown
- Positive Impact - 4K reviews-> 500K reviews

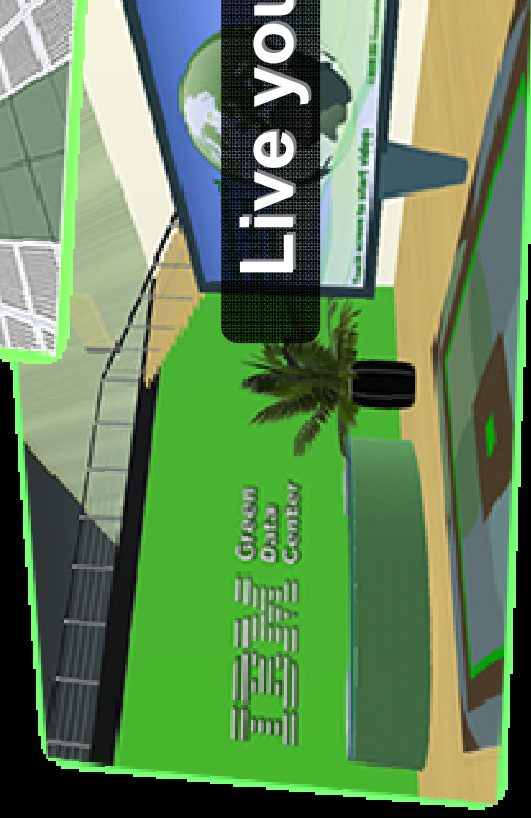
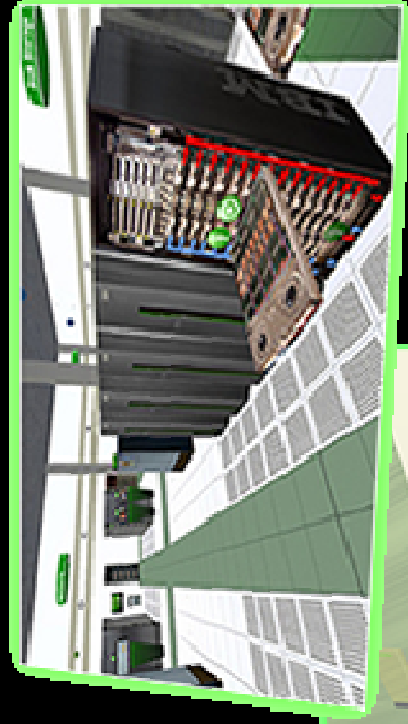
From a Whisper to a
Scream: Business 2.0



Nail the Strategy and Tell the Story: CSR

Corporate Social Responsibility

IBM Virtual *green* Data Center
Data Center in SecondLife



Source: The New Language of Marketing 2.0, 2009

Nail your Requirements Strategy: Coach

Who:

Coach Creative Development Team

Project:

Crowdsourcing New "bag"

Goal:

Drive demand and personalize brand



Results:

- Over 6 million engagements (reviews, views, votes, creations)
- 8.5 mins. with the brand vs average 1.2 mins.!
- Sold out of crowdsourced bags in all cities
- Increased awareness of Coach in ages 12-24





Nail the Strategy: Internal Collaboration



IBM Social Media Usage

	80+ accounts using "IBM" in the name (25% from outside the US) -- over 3,000 IBMers on Twitter
	200+ IBM channels
	39,000+ users, 500+ IBM groups (65% outside the US)
	378,000+ (*including Alumni)
	166 communities, 200+ blogs, 5000+ profiles
	75,000+
	100,000 IBMers collaborating with 200,000 non-IBMers

Return on Investment

- Search satisfaction has increased by 50% with a productivity driven savings of \$4.5M per year
- \$700K savings *per month* in reduced travel
- Significant reduction in phone mail, email server costs

From a Whisper to a
Scream: Business 2.0



Go To Market ... Socially The Wheel of Influencers Has Broadened



Source: *The New Language of Marketing 2.0*, 2009

From a Whisper to a Scream! Business 2.0



IBM Case Study: Go-to-Market & Drive Demand

1. Increase Event Registrations

2. Build Community

3. Improve conversions

LinkedIn, Facebook & Twitter



Sign-up for the Virtual Event: Chat 1 on 1 with IBM executives

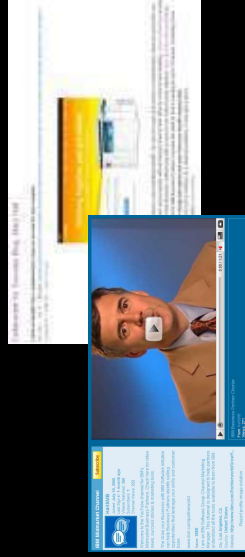
Results: 7,000+ partners participated

Build the Community: IBM Software Partners



Contribute
Connect
Co-Create

Build Community: Energize through Flickr, Blogs & YouTube



Improve Conversion

Widget: Syndicate IBM Partner assets & sales info



1,000 + downloads!

Web 2.0 version: browser-based widget Customizable & embeddable into any SOA blog or website via javascript or Flash object code

Live Person

- Drives leads by more effective listening & responding



From a Whisper to a
Scream! Business 2.0



Go To Market: IBM Virtual Event

- 7,000+ Business Partners participated from around the world!
- 10,000+ assets downloaded
- Visits 2X longer than average
- Promoted live and replay via social tactics



Source: The New Language of Marketing 2.0

From a Whisper to a
Scream! Business 2.0



Go To Market: Providing Virtual Event Platform to Business Partners

- 50+ Business Partners holding client events
- Custom virtual briefing centers with IBM assets included
- Live sessions, chat, and on demand access to assets



Source: The New Language of Marketing 2.0

From a Whisper to a
Scream! Business 2.0



Energize the Channels and the Community



Spring 2005

IBM Blogging Policy and Guidelines



[[Easy Access: Travel and transportation](#)]

[Country/region](#) | [select](#)]

[Home](#) [Solutions](#) [Services](#) [Products](#) [Support & downloads](#) [My IBM](#)

IBMers' blogs

Blogging guidelines

Related links

- [Syndication](#)
- [developerWorks community](#)

IBM Social Computing Guidelines

Blogs, wikis, social networks, virtual worlds and social media

May 2008

In the spring of 2005, IBMers used a wiki to create a set of guidelines for all IBMers who wanted to blog. These guidelines aimed to provide helpful, practical advice—and also to protect both IBM bloggers and IBM itself, as the company sought to embrace the blogosphere. Since then, many new forms of social media have emerged. So we turned to IBMers again to re-examine our guidelines and determine what needed to be modified. The effort has broadened the scope of the existing guidelines to include all forms of social computing.

Below are the current and official "IBM Social Computing Guidelines," which continue to evolve as new technologies and social networking tools become available.

From a Whisper to a
Scream! Business 2.0



Energize through Education

Serious Gaming



Vital Stats

Average age: 33
47% in 18-49 bracket
24% over 50

C O D E : A B P M S I M U L A T O R
CODEX

Source: The New Language of Marketing 2.0, 2009

Energize the customer engagement: Kraft Foods

Who: Kraft Foods

Project: iFood Assistant mobile app

Goal: Use of mobility as strategic marketing channel



Results:

- 6 months after download, 60% of users return to the app vs. industry avg of 1%
- Continuous feedback through mobile app, app-dedicated website, and iFood community forum

Energize new approaches: Religious Pilgrimage Goes Viral

Who:

Radio Fides, official radio station of Catholic Church in Costa Rica

Project:

Take 228 year old pilgrimage to Basilica Virgen de Los Angeles and make it viral

Goal:

Contain the possibility of an H1N1 flu virus outbreak



www.romeriavirtual.com

Results:

- 15,000 pilgrims take the virtual journey
- 296,000 visits to site – avg 7 mins per visit (considered high for Costa Rica)
- Catholic blogs favorable
- Massive goodwill



Energize the community: Colombian Politics

Who:

Colombia Green Party (Partido Verde)

Project:

People Powered Politics using Facebook, YouTube, Twitter, Flickr

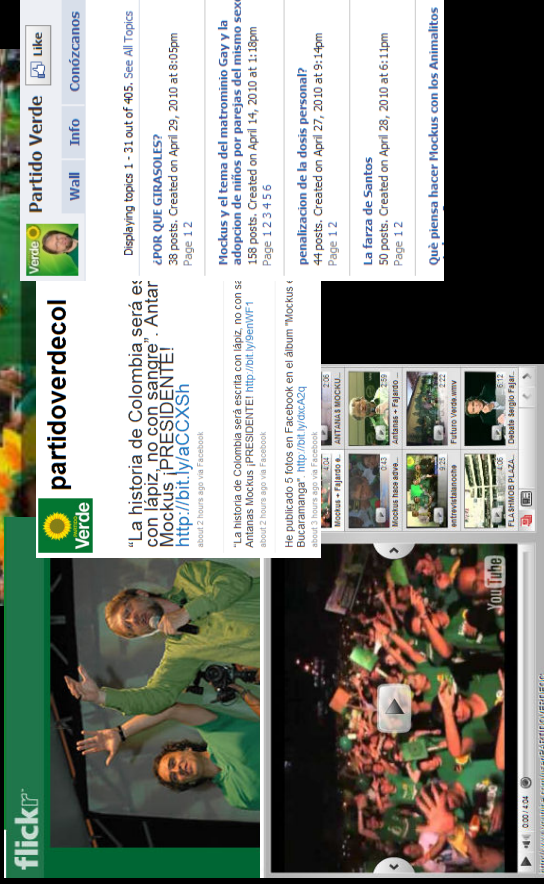
Goal:

Win Presidential Campaign in Colombia



Partido Verde (Antanas Mockus):

- Mockus on Facebook: 10th most followed politician in the world (surpassing Nelson Mandela)
 - 425,000 followers
 - 4,000 new followers/day
- Partido Verde Facebook
 - 336,000 followers
 - 10,000 new fans/day
- Dominates on YouTube



From a Whisper to a
Scream! Business 2.0



Leads and Revenue: Bottom Line Results

Visibility



Dashboard

Planned ahead



Based on
Goals

Tactical based



X people
from Twitter
tactic



Leads and Revenue: IBM SOA World Tour

Who:

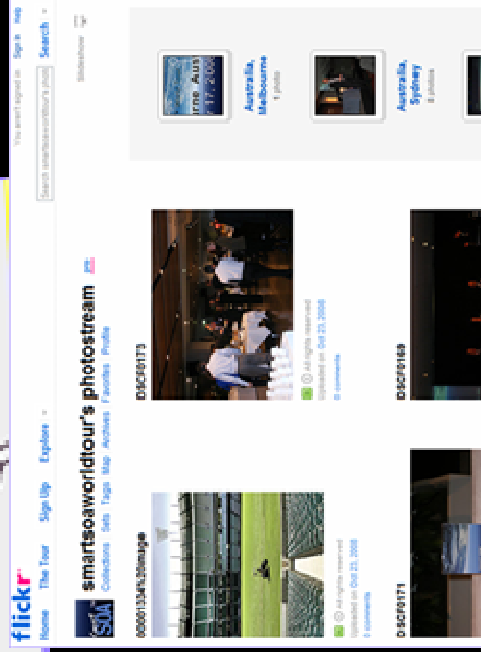
IBM SOA Team

Project:

Leverage LinkedIn, Twitter, Flickr

Goal:

Increase registrations while holding costs flat



Results:

- 10% registration increase at nearly zero incremental cost
- Achieved **15% YTY** in new customers
- Reduced cost by \$100K



Leads and Revenue: Godiva

Who:

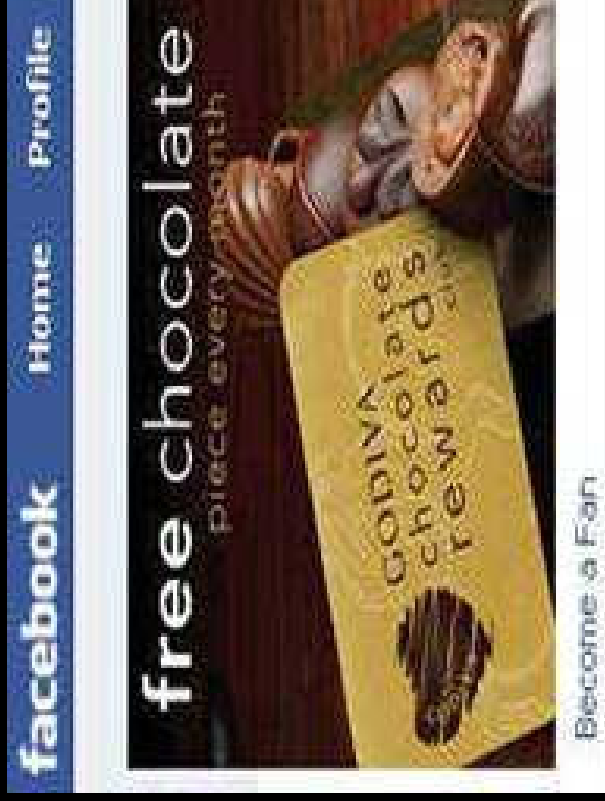
Godiva teams with AdNectar

Project:

Branded virtual gift for Facebook & MySpace members

Goal:

Drive engagement and purchase intent (it worked)



Results:

- Positive Impact—
20% more purchase of
real Godiva from those exposed to
Virtual Gift over 6 month
period than those not exposed

From a Whisper to a
Scream! Business 2.0

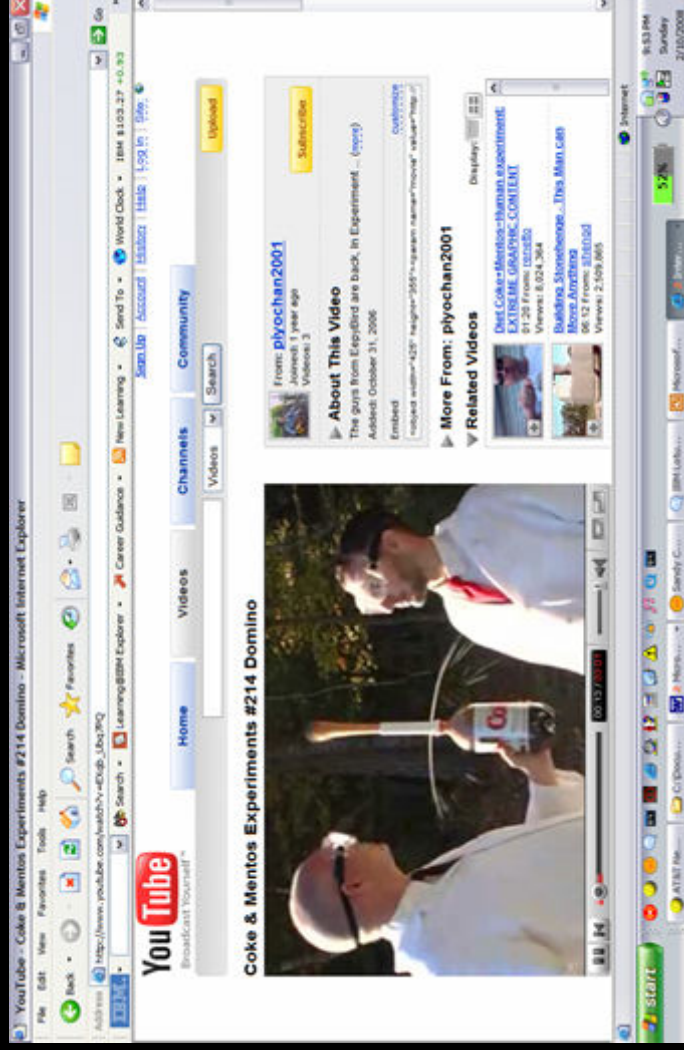


Scream: The Coca-Cola Company

Who: Diet Coke team

Project: Leverage YouTube Viral video

Goal: Drive demand and personalize brand

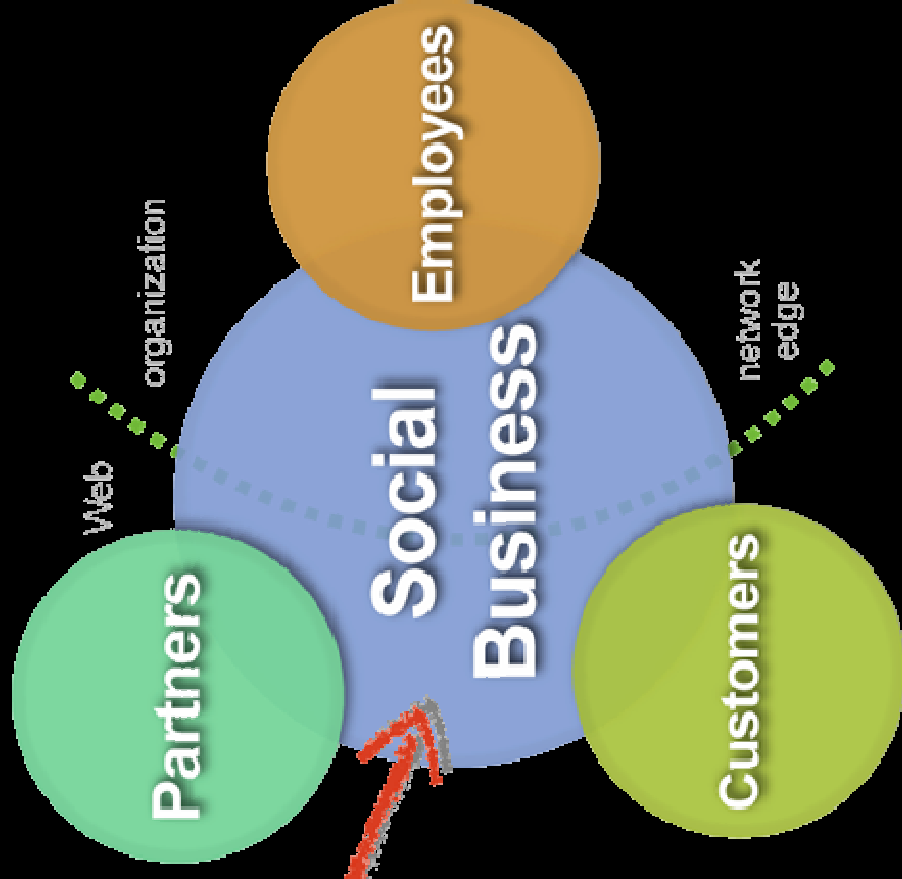


Results:

- 15% increase in Diet Coke sales per “experiment” viral video run

From a Whisper to a
Scream! Business 2.0

The Modern Network Economy: Social Businesses



“magic”
(innovation)
happens
here

Dion Hinchcliffe. <http://socialcomputingjournal.com>

Source: The New Language of Marketing 2.0

From a Whisper to a
Scream! Business 2.0

Success depends on

80%

The Planning, Strategy, Objectives Set

20%

Technology and Tools

10 Minute Warning!

- Social media presence needed everywhere
- Engage with global opinion forming audiences
- The future is global

