



# Jumping into Social Media: Best Practices & Lessons Learned

**Webinar: September 2012**

# HOW TO USE THE WEBINAR

- ❖ Please ensure you are logged in to LiveMeeting and the conference call line.
- ❖ We will monitor questions throughout the presentation and will have a Q&A at the end
  - ❖ You ask questions by going to the Q&A tab at the top of the screen and typing in your question
- ❖ For the comfort of all participants, **please mute your phone line by pressing \*6.**
- ❖ This webinar will be recorded and posted on our website [www.ngenperformance.com](http://www.ngenperformance.com)
- ❖ Guest presenter: Duri Alajrami, President Colour Social

# AGENDA

- ❖ About n-gen
- ❖ Building the business case
- ❖ n-gen's journey
- ❖ Best practices – case studies
- ❖ Balancing social media outreach



@duriajrami



@ngen\_training

# ABOUT n-gen

- ✔ **Worked with 175+ companies**
- ✔ **Trained 50,000+ CEOs, senior leaders, managers and individual contributors**
- ✔ **Deliver training programs across North America, India, Singapore, China, Britain, France, Holland and Amsterdam**
- ✔ **Keynote presentations in Argentina and Singapore**
- ✔ **Focus on five practice areas: Sales & Customer Service, Leadership, Gen Y, Teambuilding, HR practices**

# OUR CLIENTS



# MEDIA EXPERTS

THE GLOBE AND MAIL



The Gazette  
montrealgazette.com



Winnipeg Free Press

PROFIT

NATIONAL POST



retailer'sguide  
FOR INDEPENDENT RETAILERS AND STORE MANAGERS



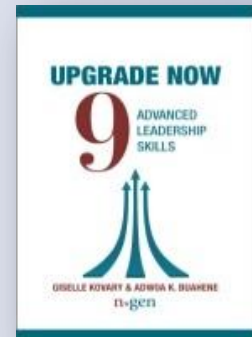
CALGARY HERALD  
PROUDLY CALGARY SINCE 1883

# UPGRADE NOW

## Why Upgrade Now?

1. Creating An Engaging Work Environment
2. Facilitating Employees' Career Development
3. Generating Results Through Performance Management
4. Engaging Employees Through Recognition
5. Empowering Employees Through Effective Delegation
6. Leading Virtual Teams
7. Managing Experienced Employees: Leadership Skills for Gen X & Gen Y
8. Leading & Managing Change
9. Leveraging Social Media

## What's Next? The Future of Leadership





# Building the Business Case



# WHY JUMP IN?

- ❖ Everyone is using social media
- ❖ It's not just for B2C organizations
- ❖ Need to cultivate a social community to expand market reach – can assist HR activities
- ❖ Desire to interact and engage with clients / customers as much as we engage with employees



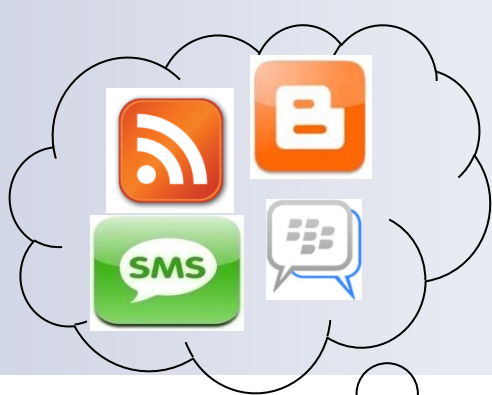
**“To become a leader,  
a **follower**, first, you must be”**

The world of  
**Pull Media** is  
taking over

Are we only  
pushing?



# CONSUMERS ARE LISTENING LESS



Brands





# n-gen's Journey

# WHERE WE ARE

- ❖ Strong branding, built over 9 years
- ❖ Understand share of conversation relevant to our business in the social space
- ❖ Identified most relevant content on Twitter
- ❖ SWOT analysis
- ❖ Recognize the opportunity to lead in the space
- ❖ Building our social network on Twitter
- ❖ Evaluating how to engage clients / new contacts through LinkedIn

# WHAT WE HAVE LEARNED...so far

- ❖ Need to replicate what we did in building the n-gen brand
- ❖ New audience on SM – end users, not just clients
- ❖ Don't want to alienate existing network
- ❖ Blended approach to market and engage all clients / new contacts

# WHERE WE ARE GOING

- More active on Twitter
- Interactive blog
- Frequent posting of new n-gen content and relevant research
- LinkedIn group
- Connect all of our activities together – Twitter, LinkedIn, Constant Contact, Facebook etc.



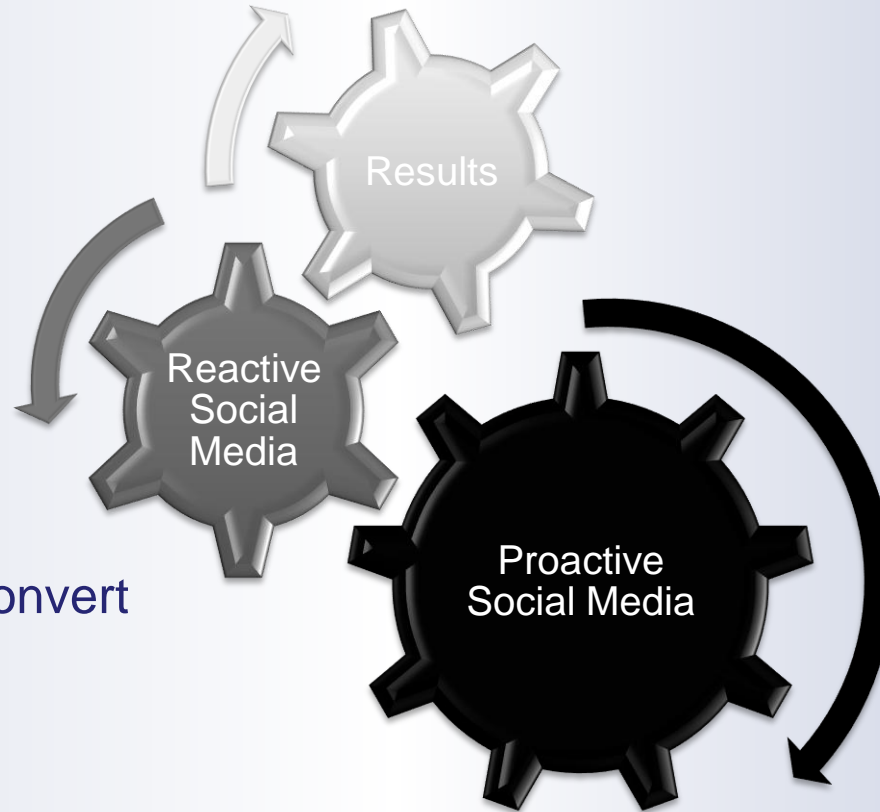


# Best Practices

## Building a SM Community

# THREE TIER STRATEGY

Measure, measure, measure



Listen, filter, respond, convert

Listen, identify, engage, impress

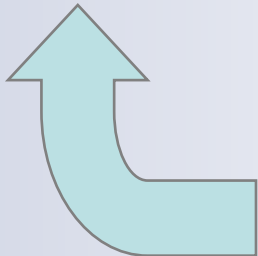
# SOCIAL STRATEGY BUILDING CYCLE

Listen

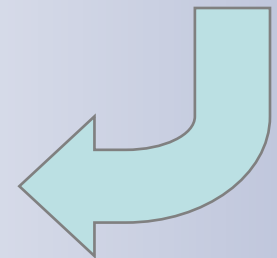
Build

Engage

Measure



Analyze & Amend



# WHEN DO YOU KNOW YOU'VE WON?

- ❖ When you build a human shield around your brand
- ❖ When your campaigns create value to three stakeholders:
  - ❖ The influencer
  - ❖ Their followers
  - ❖ The community
- ❖ When your campaigns achieve the 3 PR objectives:
  - ❖ Amplify the positive
  - ❖ Neutralize the negative
  - ❖ Activate the neutral

# THE MAGNUM STORY



# THE BIG IDEA



So we built an aspirational story about  
Chocolate, Pleasure & living like royalty ...

# AND SO IT STARTED....



## Magnum Heir

BREAKING: Baron Von Magnum, the creator of our world-famous Magnum Ice Cream bar, has died. Who will inherit his fortune? #MagnumHeir

4,908 Impressions · 0.45% Feedback  
Monday at 9:09am · Unlike · Comment

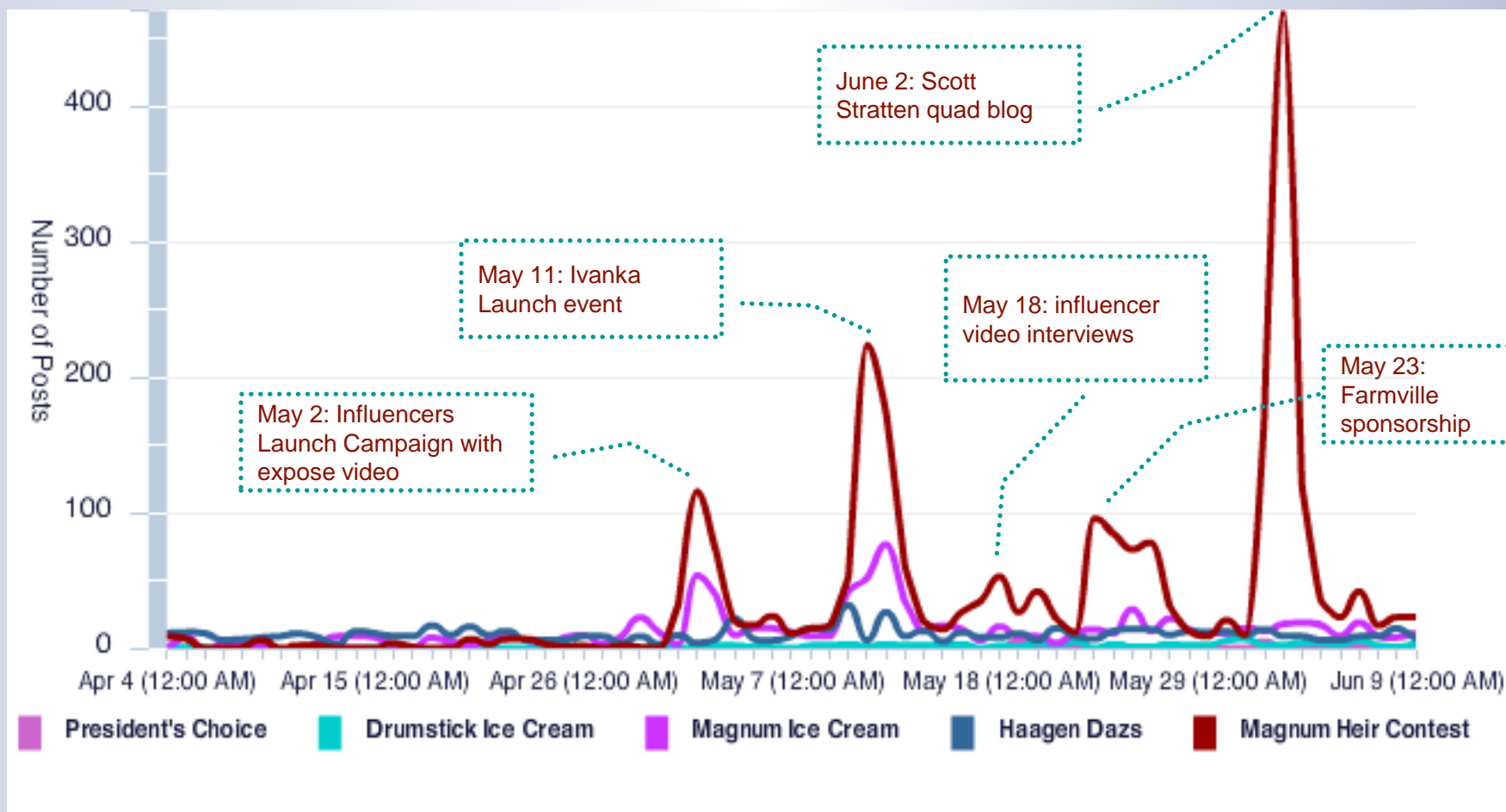
# SEARCHING FOR THE MAGNUM HEIR





# MAGNUM Vs. COMPETITION

- In 6 weeks, Magnum jumped from 0 to 84% share of conversation (3,000 + positive mentions).



# HAVING FUN WITH YOUR BRAND



# SECOND PLACE ON MASHABLE.COM

## Top 10 contests of 2011

Mashable Business

Social Media ▾ Tech ▾ Business ▾ Entertainment ▾ US & World ▾ Videos
Featured: [Apple](#) [YouTube](#) [Google+](#)

Ads by Google
Contests
Prize Contests
Contests for Cash
Sweepstakes Contest

.CA is Canada Online. Get your .CA!  
WATCH THE VIDEO »

Subscribe to Mashable on Your Kindle

**TRENDING STORIES**

**Apple's iPad 3 Event Invitation: 7 Clues You Might Have Missed**  
16

**13 Lytro Photos That Will Make You Look Twice**  
25

**Netflix Loses Toy Story 3, Tron and 1,000 More Movies**  
18

### 10 Companies That Hit the Bullseye With Online Contests

2,682

Tweet

45

+1

1,503

7

Pin it

370

Share

tumblr

email

share

**1. Citizen Eco-Drive**

Citizen Eco-Drive were sponsors for the 2011 U.S. Open, and during the competition they ran contests on both [Facebook](#) and [Twitter](#) offering one lucky person each day a free watch. To win, people had to simply follow, retweet or answer trivia questions. This campaign proved to be successful due to the ease of entering, a great prize, and the brand benefited from all the increased fan engagement.

- Anthony Saladino, Kitchen Cabinet Kings.

**2. Magnum Heir Contest**

Recently I was involved in a social media activation project with Magnum and Ogilvy. During this contest, they put out a call for the next Magnum Heir and encouraged people to first submit a video and then forego a voting period. The prize package alone was to die for and following the new 'heir' for the next year, via social media, will keep the brand recognition alive and well. Loved it!

- Erin Blaskie, BSETC .

SUBSCRIBE TO MASHABLE

Mashable on Follow

TOP FROM OUR PARTNERS

**6 Branded Mobile Apps on the Cutting Edge of Innovation** 0

**Mercedes-Benz Brings Siri to Its Cars**  
4

**Turn Your Mac Into a Motion Sensor Home Security System**  
1

# THE TASSIMO TWITTER STORM

## Your Product is your best Ad!





# Questions?

Please contact us with any inquiries you may have!

**Giselle Kovary**

gkovary@ngenperformance.com

**Adwoa K. Buahene**

abuahene@ngenperformance.com

**1.877.362.7564 • 416.362.7564**

**www.ngenperformance.com**



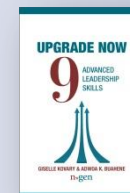
Take our e-learning course online



Sign up for our newsletters & webinars



Join our GAC for a chance to win a \$50 gift card



Purchase our books



Follow us  
@ngen\_training

Become a fan on

**facebook.**