

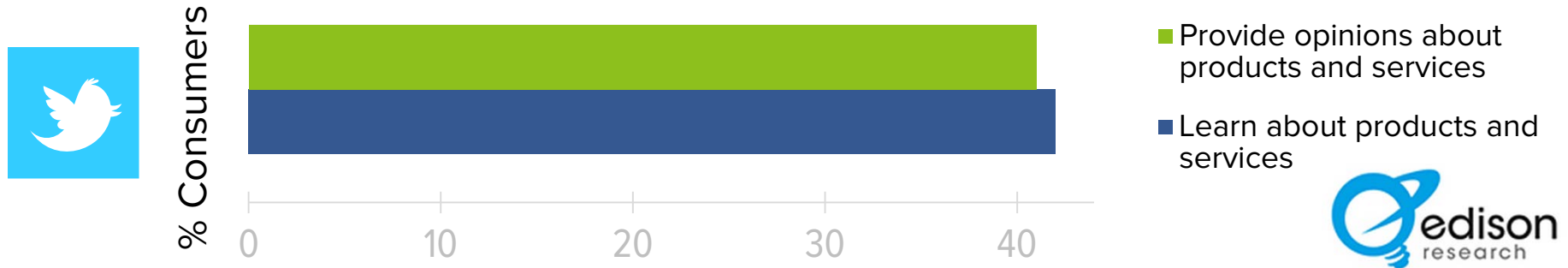
Fueling Twitter & Facebook Conversations with Custom News Content

Spring 2010



Why become part of the social chatter?

Business and shopping conversations happen online:



- ▶ 34% of adults with social media chat about companies
- ▶ 26% like to rant, 23% are likely to rave (both merit brand response)



- ▶ 31% of consumers consider Facebook posts about products when making purchases

What content for social?

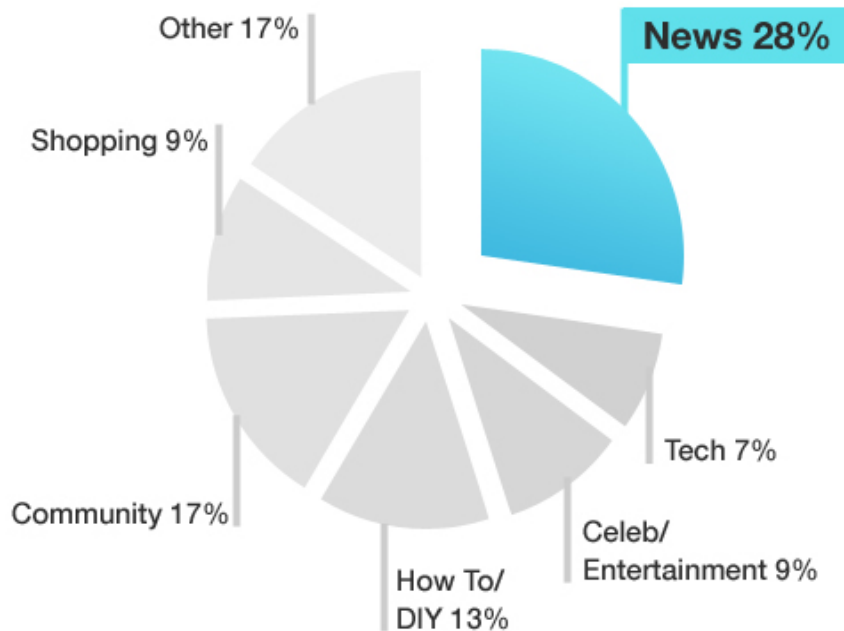
- ▶ Social content needs to establish thought leadership and brand authority
- ▶ Social content needs to be interesting to your target audiences *and* relevant to your business offerings
- ▶ Social content needs to be regularly updated in the fast-paced climate
- ▶ Social content needs to inspire clicks to your site and conversions



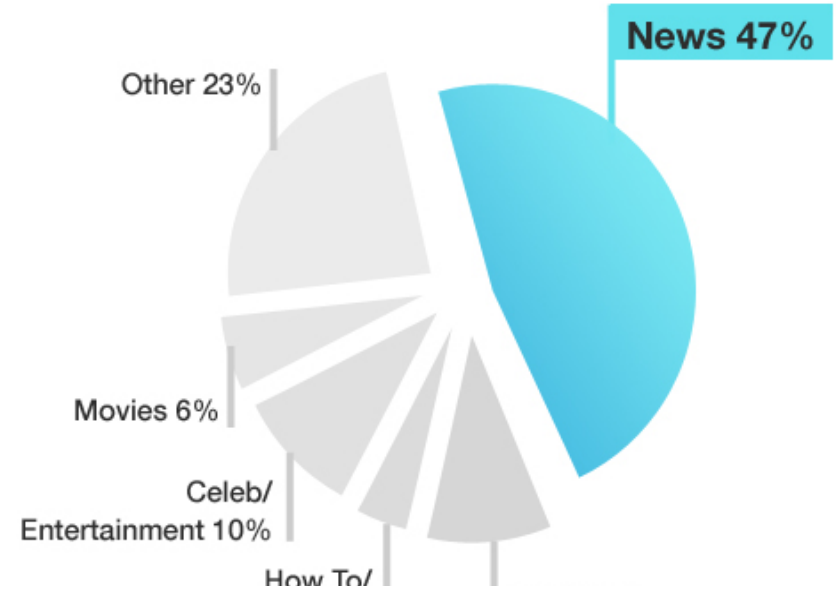
What content is in demand?

Cater to News Demand:
Attract target audiences, establish thought leadership,
benefit from frequent updates

FACEBOOK TRAFFIC BY GENRE



TWITTER TRAFFIC BY GENRE



Based on a sample of 287,090 impressions across the Chitika advertising network



Why news content for social?

- ▶ One-third of consumers are InfoSeekers who look for fresh & breaking information on social media
- ▶ 21% of consumers are News Junkies
- ▶ Researched content is proven to **triple** inbound leads
- ▶ 78% of online consumers want news, but they don't necessarily look to newspapers
- ▶ Nearly one in 10 online consumers are “Megaphones” who like to share news (meaning potential brand advocates)
- ▶ 65 percent of consumers who identify as social Megaphones blog and link to sources of insight (more inbound links for those who provide new information)

Quality social content amplifies your brand

Social links keep giving

Megaphones: “brand influencers” or active social users seeking to educate other consumers about online findings

- ▶ Nearly one in ten online consumers are “Megaphones”
- ▶ 65% blog themselves and link to sources of insight

MEGAPHONE DEMOGRAPHICS

	MEGAPHONES
AGE	
Teens (15-17)	10%
18-24	21%
25-34	31%
35-44	10%
45-54	19%
55-64	6%
65 +	4%
GENDER	
Female	45%
Male	55%

BRAND INTERACTION:

EMAIL



FACEBOOK



TWITTER



65% of journalists use social networking sites to find story leads, 52% use microblogging sites

Reach YOUR social audience with news content

Young female demographic “Likes” it

This beauty industry business's Facebook marketing is fueled by fresh industry news headlines published on its website

The screenshot shows a Facebook post from the page 'Blinc'. The post text reads: 'Blinc Natural-looking makeup is a hit on Thakoon runway http://ow.ly/2HAKhttp://hootsuite.com/dashboard#o'. Below the text, it says 'Yesterday at 12:32pm via HootSuite · Comment · Like · Promote'. There are two likes and a comment box. A second post is partially visible below, starting with 'Blinc See how blinc brightened up this blogger's day!'. The left sidebar shows page information: 'where innovation meets beauty...', website 'www.blincinc.com', blog 'www.blincblog.com', and Twitter '@blinc'. The 'Insights' section shows '178 Monthly Active Users', '6 Daily New Likes', '0 Daily Post Views', and '7 Daily Post Feedback'. A dark grey text box is overlaid on the top left of the screenshot.



Social content strategy driven by news drove some follower growth, and built valuable engagement with existing fans

Frequent updates drive daily Likes , comments and CLICKS

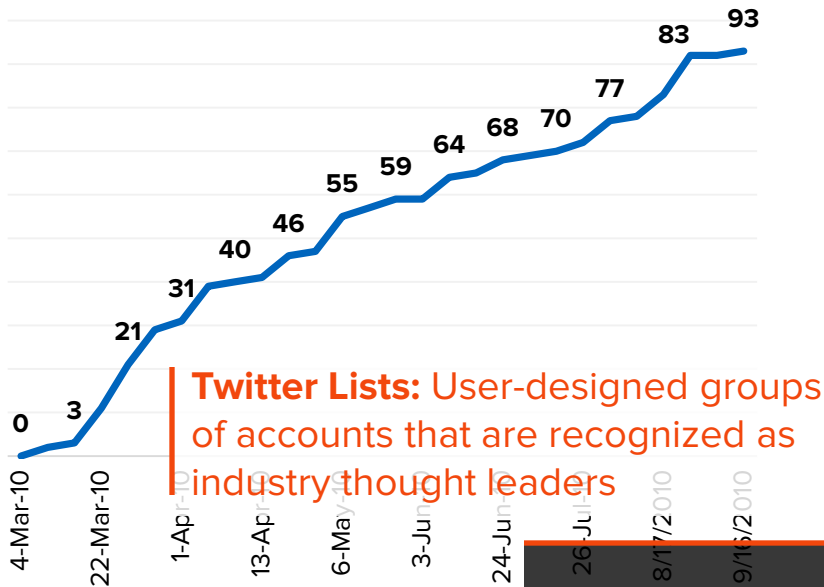
39% of women 18 - 34 are self-described "Facebook addicts"

Reach YOUR social audience with news content

Baby Boomers flock to news content on Twitter

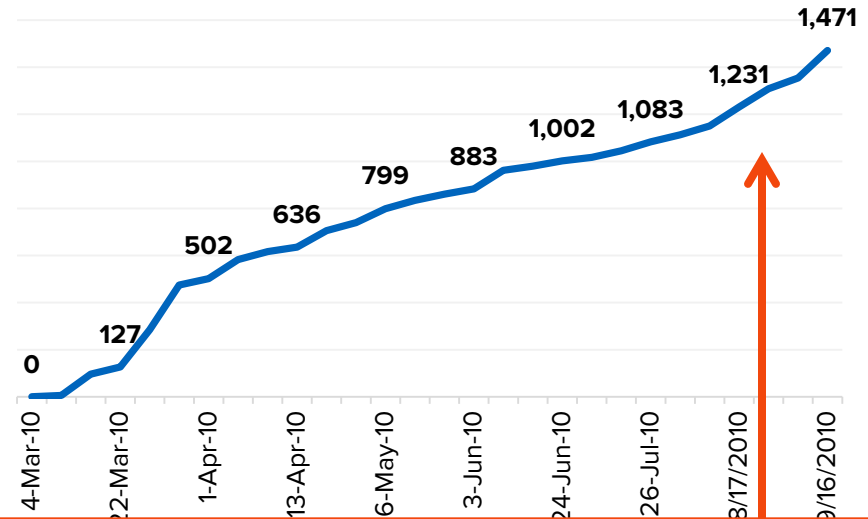
This insurance agency targeting Americans over the age of 60 used headlines from news content published on its site to drive growth in Twitter leads

Listed on Twitter



Twitter Lists: User-designed groups of accounts that are recognized as industry thought leaders

Twitter Followers



News ignited the launch of its social campaign, and Twitter followers grew by more than 1,000% in less than 6 months

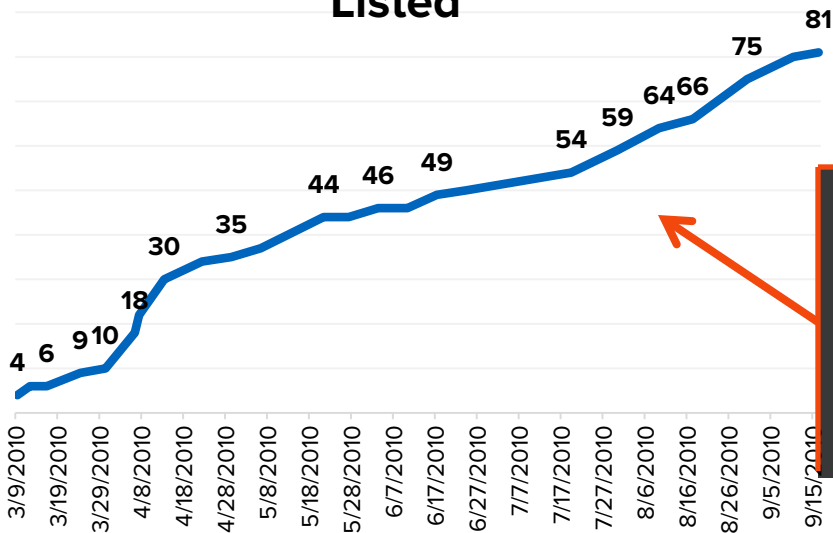
One-third of consumers are more likely to recommend a brand after following it on Twitter

Reach YOUR social audience with news content

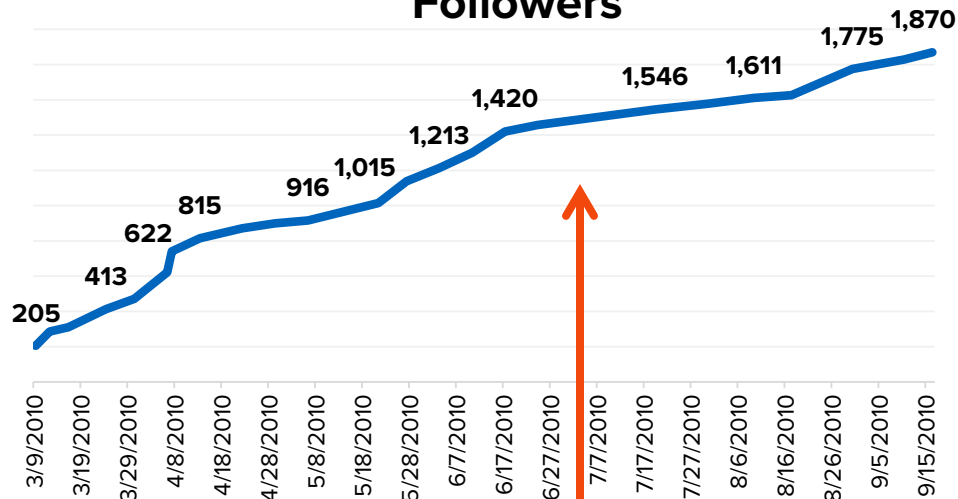
Millennials follow brands who offer industry news insights

Relocation company targeting upwardly mobile millennials added original news headlines to their social content campaigns

Listed



Followers



This client gained double the followers and was listed triple the number of times of its leading competitor in 6 months following launch news content marketing for social

14 percent targeted 18+ audience use Twitter to get price quotes or find business deals

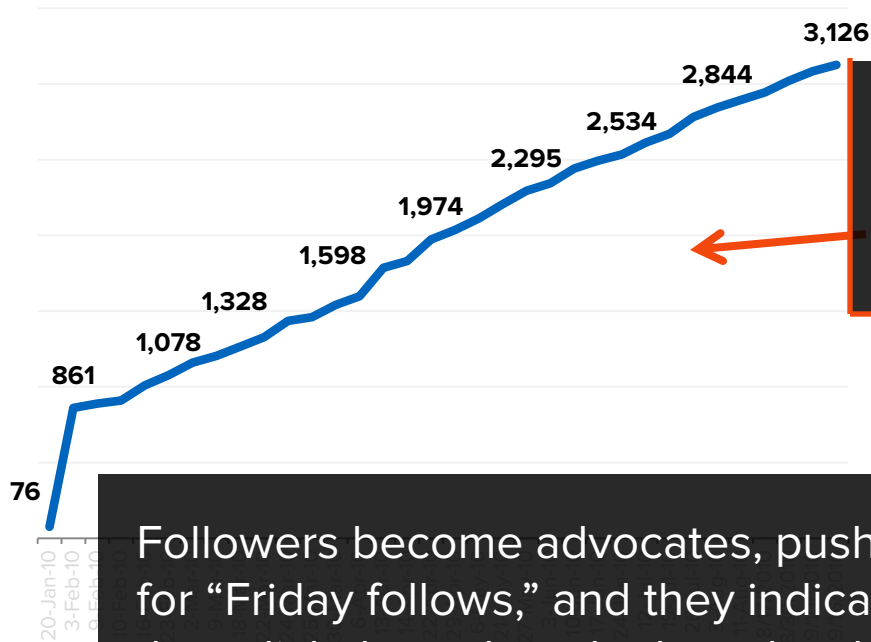
Nearly one-fifth of 18+ social users turn to Twitter to find breaking news

Where does engagement happen?

Add social content, then recognize conversations around your brand



Followers



Followers become advocates, pushing for “Friday follows,” and they indicate they click through to the brand website to read more and share

Businesses gain fans or followers through industry news, and their social sites become the forums for industry-related discussions.

Tweets mentioning @GreatDadNews

4:10 PM Sep 25th via web in reply to GreatDadNews
@GreatDadNews I'm converting it out of Final Cut right now after ripping it from a DVD recording. Happy to ship a copy Mon. What format?
@KeyBoomersRC @GreatDadNews if you are single, this is a great subscription. I'll pass on info to you.

6:25 PM Sep 24th via TweetDeck
@CrazedMind @parentsask @momversation @Jennifer_Brandt @aeparker @5minutesformom
I heart @Holly_Perkins @wealicious @blogoutloud @Charles_Hudson @TheTwinCoach @bethesmartwife @Its_Jyl @Greatdadnews @aeparker @BettyBuzz

1:47 PM Sep 24th via web
Sending #FF love to @GreatDadNews @lilsugar @BettyBuzz @blogoutloud @5minutesformom @Its_Jyl @BabbleEditors @TheGoToMom @JessicaGottlieb

12:47 PM Sep 24th via HootSuite
@GreatDadNews Awesome site! I'll pass on info to baby dad! ;)

43% of Tweets are conversational, 12% mention brands by name

Where does engagement happen?

Conversations about content span Facebook AND Twitter, directing people back to your website wherever they engage online

Tweets mentioning

SageJeremy Just registered for #SageDots our virtual conference for Sage ERP Accpac and Sage ERP MAS customers @SageERP about 6 hours ago via web

NetatWork_NC RT @SageERP: ERP software will save money and increase profits per recent Aberdeen report <http://ow.ly/2Djap> #sageerp #erp 10:42 AM Sep 13th via TweetDeck

AndrewYellis I like to think I contributed to this in a v small way. RT @SageERP Sage ranked a "early mover and maven" in social media <http://ow.ly/2EBxi> 6:56 PM Sep 14th via Echofon

smmguide RT @SageERP: Sage ranked a "early mover and maven" in social media ...check it out <http://ow.ly/2EBxi> #sageerp 3:39 PM Sep 14th via twitterfeed

glenmund RT @SageERP: Check this video out == Sage ERP Accpac Intelligence overview youtube.com/watch?v=4BV6FN... via @youtube 7:36 PM Sep 13th via HubSpot

PlusComputer RT @SageERP: Check this video out == Sage ERP Accpac Intelligence overview youtube.com/watch?v=4BV6FN... via @youtube 7:36 PM Sep 13th via HubSpot

CRMGuides Four Steps to Successful Customer Relationship Management <http://ow.ly/18V2cU> RT @SageERP 1:53 AM Sep 12th via TweetDeck

ERPGuides Four Steps to Successful Customer Relationship Management <http://ow.ly/18V2cU> RT @SageERP 1:53 AM Sep 12th via TweetDeck

TCGuides Four Steps to Successful Customer Relationship Management <http://ow.ly/18V2cU> RT @SageERP

Facebook Likes happen around shared headlines, linking to your site where users can read more

What's on your mind?

Attach: Share Options

A Guide to Using Social Media as a Marketing Tool | The Business Management Blog

One of the most challenging things about managing a business, be it a major multinational corporation or small local operation, is enticing customers to

12 hours ago · Comment · Like · Share · Promote · Flag

3 people like this.

Write a comment...

How ERP and BI Can Work Together | The Business Management Blog

A problem that many businesses face these days is an overabundance of data. Some corporations can find themselves drowning in an ocean of numbers and

September 15 at 2:09pm · Comment · Like · Share · Promote · Flag

14 people like this.

Write a comment...

When it Comes to ERP, it's All in the Preparation | The Business Management Blog

blog.sageerpsolutions.com

Because the benefits of ERP implementation can be so enormous, many businesses are itching to get started installing their

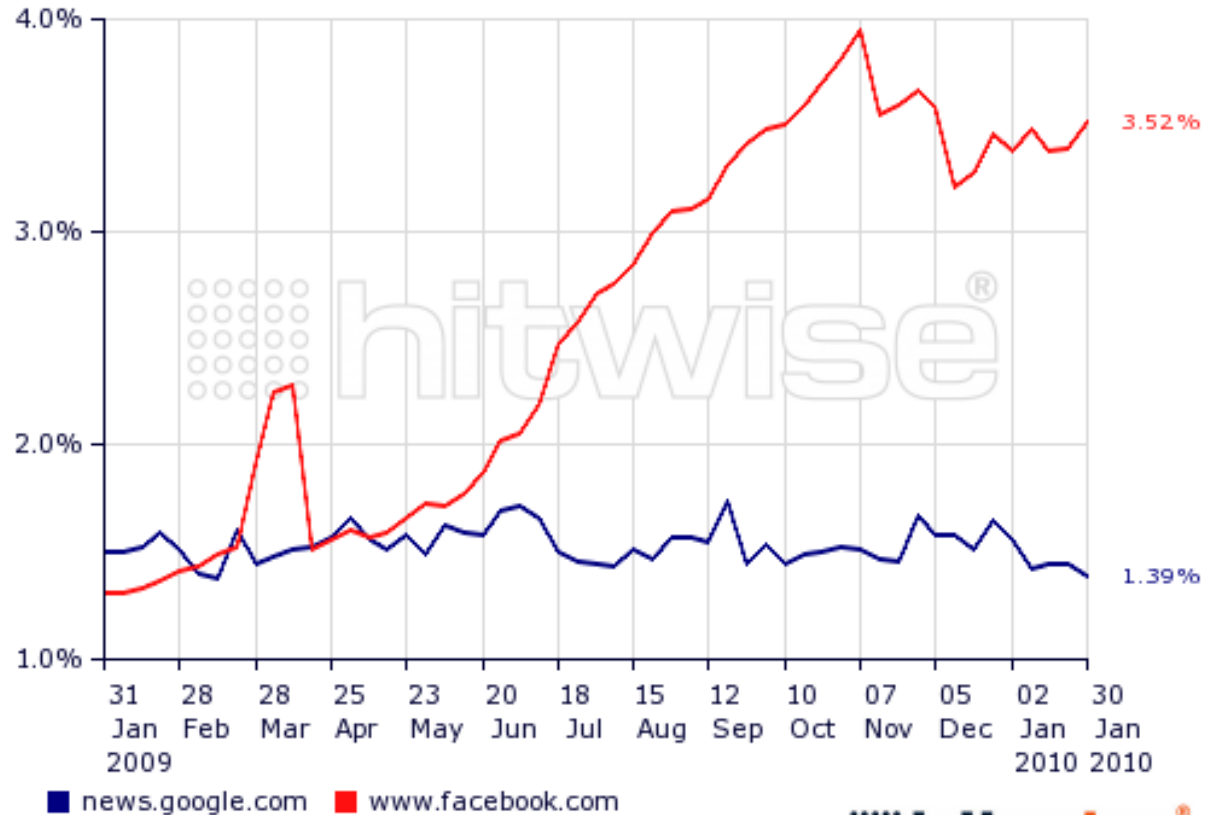
Users share links to site content or Retweet shared content and links, driving people to your website

Social content drives website traffic

Industry news headlines on social sites catch clicks:

Facebook drives more visits to news providers than Google news, Jan '10

Upstream Visits to News and Media from Google News and Facebook



Weekly upstream % of 'News and Media', based on US usage.
Created: 02/02/2010. © Copyright 1998-2010 Hitwise Pty. Ltd.



Maximize social inbound links for more traffic

Gain website traffic directly from Facebook and Twitter, but also look for traffic from forums where fans and followers share your content

The screenshot shows a Facebook page with a post titled "A Guide to Using Social Media as a Marketing Tool | The Business Management Blog". The post has 3 likes and a comment section. Below it, another post titled "How ERP and BI Can Work Together | The Business Management Blog" has 14 likes and a comment section. The page layout includes a navigation bar with "Wall", "Info", "Products", "Video", "Discussions", and "Twitter". A search bar at the top asks "What's on your mind?". On the left sidebar, there are options like "Edit Page", "Promote with an Ad", and "Add to My Page's Favorites". At the bottom, it says "260 People Like This".

The screenshot shows the Technorati website interface. The header includes the Technorati logo, a search bar, and navigation links for "Technology", "Business", "Entertainment", "Lifestyle", "Sports", "Politics", "Videos", "Blogging", and "Twitter". Below the header, there are sections for "Ads by Google", "Business (20238)", and "Business blogs". A list of business blogs is displayed, including "2283. Software Development Services", "2283. TradePlacer.com Blog", "2283. EdWire News", "2283. Cococello", "2283. wipus", "2283. Financial Services Review", "2283. Earn Free", "2283. The Business Management Blog", "2283. Marketing Times - Hotel Marketing ...", and "2370. The Security Catalyst". Each entry includes a title, URL, and a "Recent" snippet. On the right side, there is a "What is authority?" section and a "Top 10 movers" list.

Facebook engagement around an industry article led to a link in a related Technorati forum: More visibility, more referral traffic.

What happens next?

The Business Management Blog

providing advice and insights for mid-market businesses

Blog

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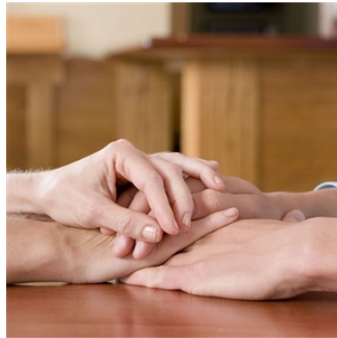
Social followers and forum readers click links to read more news where they are brought to the full article (optimized for conversions!)

TAGS

business, Business Intelligence, Data Warehousing, Enterprise resource planning, ERP

How ERP and BI Can Work Together

by The Sage ERP Team on September 15th, 2010



A problem that many businesses face these days is an overabundance of data. Some corporations can find themselves drowning in an ocean of numbers and statistics that they simply don't know how to use. What's more, the economic crisis has forced many of these companies to abandon any attempts to organize and analyze their data in order to cut costs. Unfortunately,

10 tweets
retweet

companies may actually be costing themselves money by abandoning the treasure trove of information this data can provide.

So how can businesses harness this information? The answer is that **business intelligence** – especially coupled with an **ERP system** – can make this data accessible and useful.

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Sage ERP solutions provide one cost-effective unified management system to build your business —enabling more efficient processing, more productive people, and the ability to gain real insight into your business. Built on a solid foundation that you can be assured will meet your needs for years to come—our choice of solutions provides the breadth of functionality and scalability to support businesses as small as a few employees to large enterprises, locally or internationally.

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Industry info generates demand, and relevant calls to action bring social audiences to your product pages

37% of consumers are more likely to make a purchase after following a brand on Twitter
Nearly one in five are more likely to buy from brands they are fans of on Facebook

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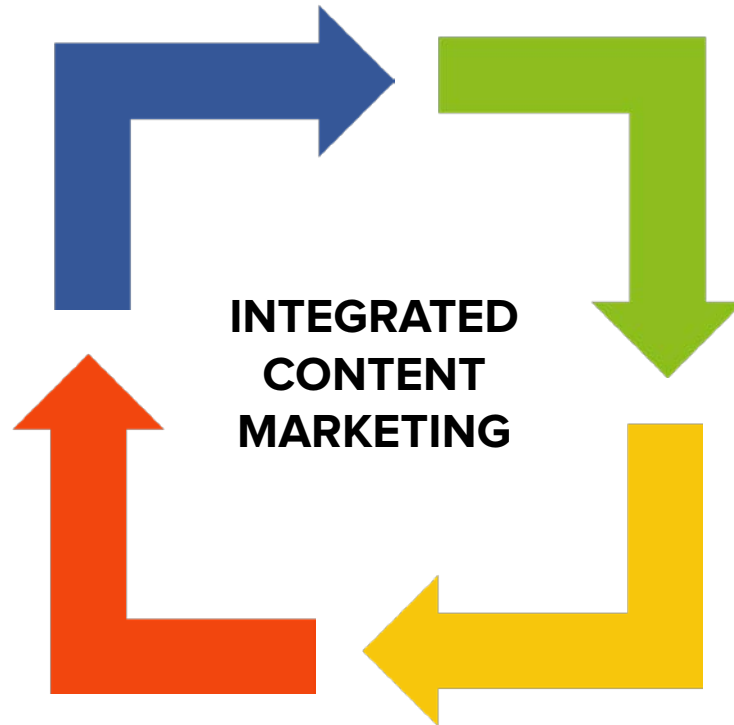
Brafton's Service

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