

2012 DMAW-EF Professors' Institute

Social Media Panel

Josh Jordan
MAKE ME SOCIAL
RELEVANT CONTENT, CONSISTENTLY UPDATED
January 5, 2012

Talk Track

LISTEN JOIN
INFLUENCE LEAD

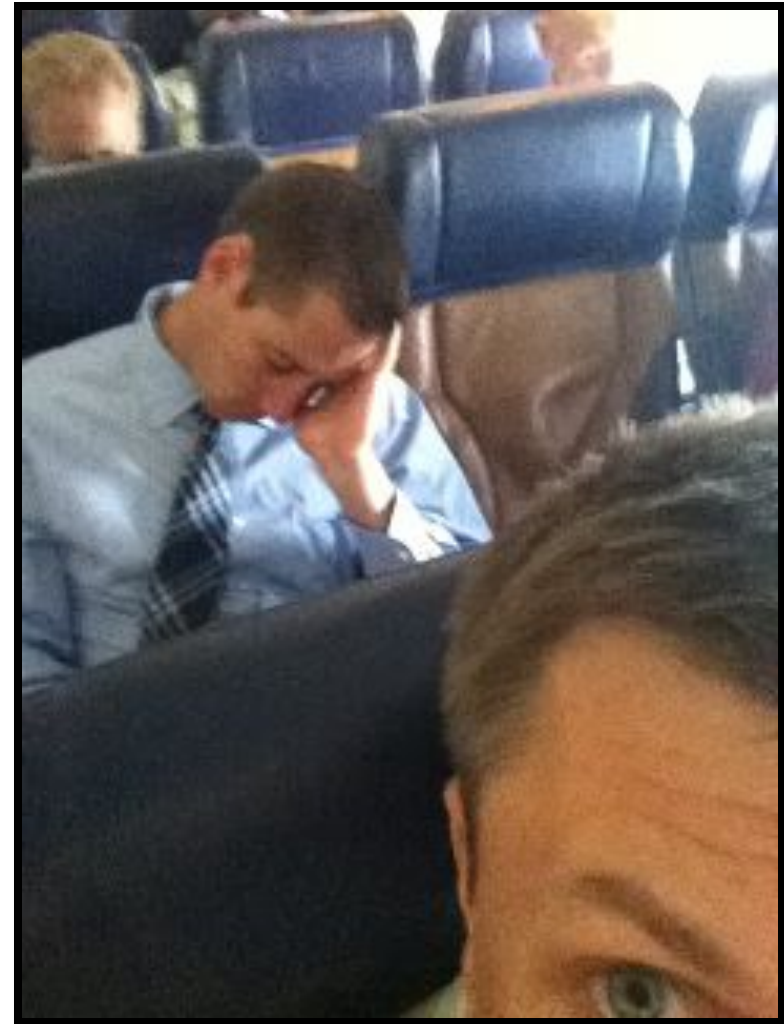
- Quick intro
- Evolving Landscape and Opportunities
- Challenges organizations face in being social and ways to overcoming them
- Case Studies

AGENCY SERVICES

Understand consumer behavior in the digital age to turn people into customers and drive customers to action.

OEM CHANNEL

Provide qualified partners and resellers with a suite of turn-key solutions to enhance their service offerings, deepen customer relationships, and create new revenue opportunities.



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Evolving Landscape

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- Impact on “real life”
- Cottage industries popping up everyday
- Niche communities continue to remind us why social became popular (and Facebook is in a sprint to keep up)
- Google is pushing hard for social context in advertising
- Facebook wants to *be* Television

Evolving Landscape

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- Regulated industries and social networking
- Influence of location and mobility on communities
- Enterprise 2.0
- Ecosystems vs. niche communities vs. apps
- “I don’t like XXX, so give me something

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Challenges

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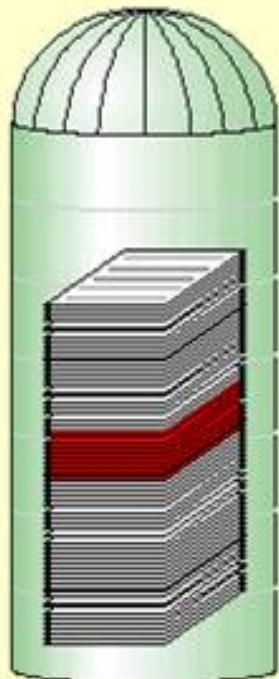


Let's table that
until next
meeting.

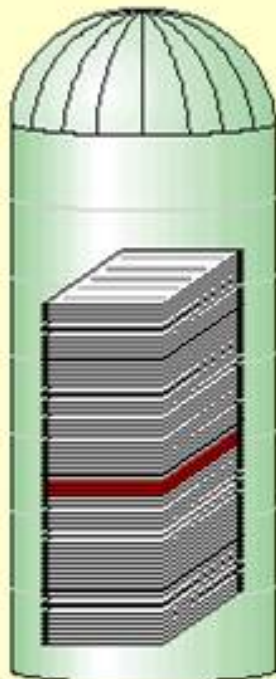


Information Silos

- ◆ Poor exchange of information
- ◆ Duplication of effort
- ◆ Factual inconsistencies
- ◆ No common standards



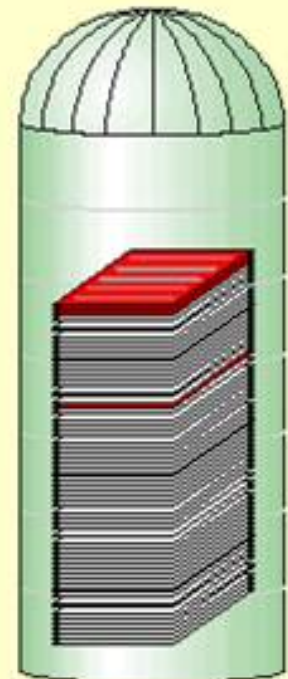
R & D



Marketing

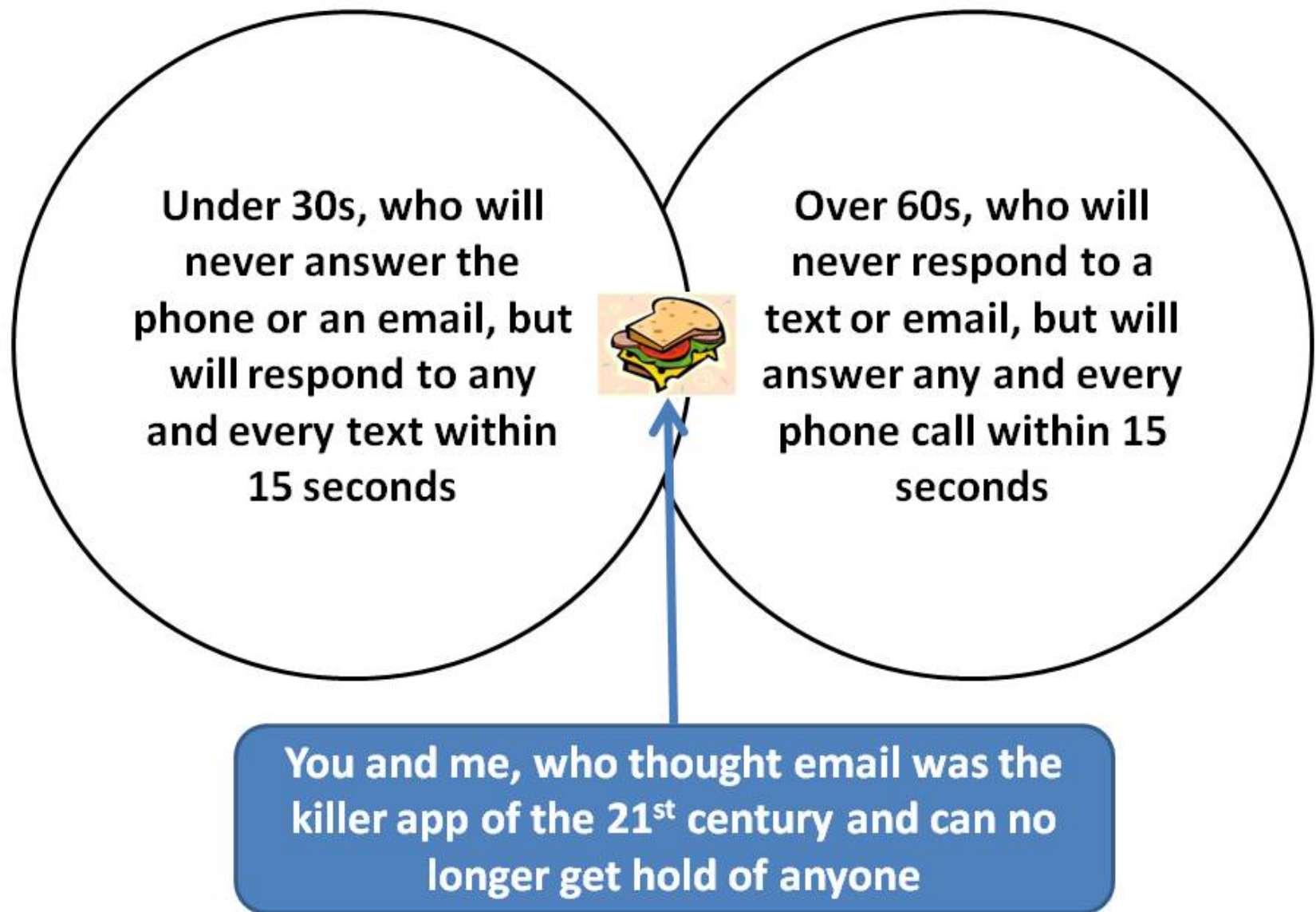


IT Services



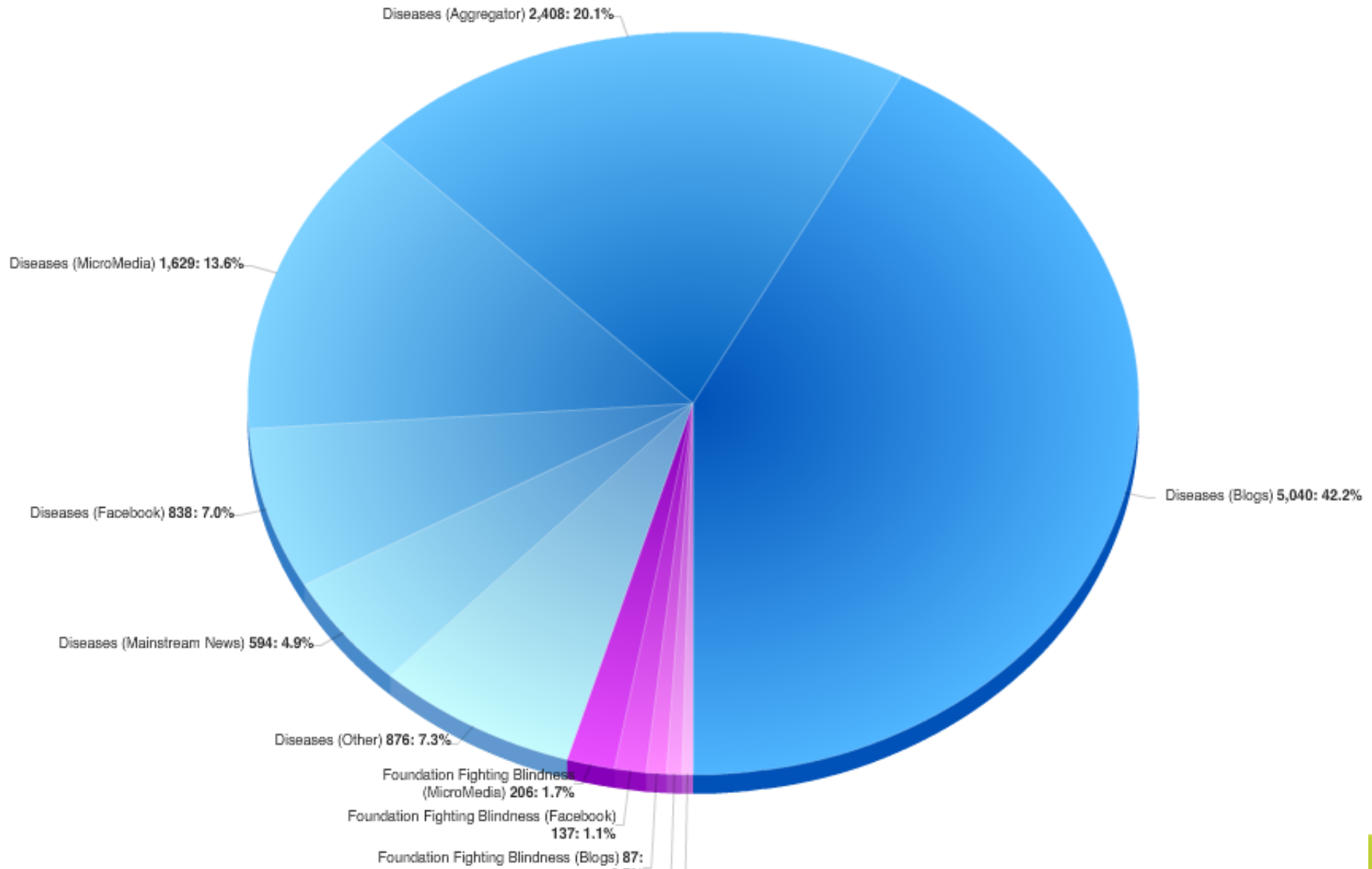
Training

Departments



Scope and Scale

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Keys to Building Success

Ops

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- Outcomes/Measures short-term and long-term
 - Real and Ideal
 - Consensus building
 - Chutzpa
- Audience
 - Identification and Segmentation
 - Who do we have? Who do we want?
- Policy & Approach
 - It's your opinion, but it's our organization
- Resources
 - Need vs. Have
 - There is a chief for everything
- Technology
 - Improve efficiency (time), reduce costs (resources), deliver measurement (results)

Marketing

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- Campaigns
- Community Management
- PPC Advertising

ROI Measurement

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Awareness

Estimated Projected Value:

Engagement

Estimated Projected Value:

Conversions

Estimated Projected Value:

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Case Study

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RELEVANT CONTENT, CONSISTENTLY UPDATED



Northern Trust Open

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- Goal: Grow awareness for tournament and charity tie-in, plus raise gate attendance & receipts
- Idea: Expand PLAY for LA (charity promotion) & integrate real time on-site social engagement.
- This promotion was built to leverage LA landmarks, charity & celebrity tie-ins to increase awareness for NTO.
- Primary social engagement channels:
Facebook, Twitter and YouTube
Integration of real time onsite community management for fans and partners.
- Results:
- 102% increase of social fans YoY
- 1MM Organic Impressions served in NTO's social channels
- Tripled social engagement rate YoY
- 40M Page Views, 11% Increase YoY
- Attendance was 5x greater than any other year Northern Trust has been title sponsor

NTO Detail

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- Facebook Ads increased page growth
 - Cumulative CTR: .029% (engagement + social context ads)
 - Engagement Ads CTR: .05%
 - Social Context: .024%
 - Cumulative UNIQUE CTR: .09%
 - Engagement Ads: UNIQUE CTR: .09%
 - Social Context Ads: UNIQUE CTR: .15%
- Increased awareness through other media and elevated
 - Community Management has increased conversations, specifically the northerntrustopen.com newsletter and site
- Extending Sweepstakes and giveaways to the Facebook page increased sharing activities

NTO Detail

- Facebook Tournament Event Page performed well
 - 969 total responses
 - 126 RSVPs (13% - above industry standard)
 - 85 Maybes
 - 758 No's
- Largest New Fan spike (208) occurred December 8, triggered by Twitter sweepstakes launch.
- Primary internal referrers to NTO page were Facebook Search (3,568) and Stream Impressions (133).
- Primary external referrers to NTO page were NorthernTrustOpen.com (1,722), Google (555) and Twitter (93).
- Most Viewed Tabs
 - Northern Trust Open (custom tab): 33,386 views
 - Photos: 1,539
 - Information: 1,258
 - Video: 887

NTO Detail

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- Twitter Sweepstakes:
 - 2,250 Mentions in Facebook and Twitter
 - 781 additional posts throughout other social channels (video, mainstream news, blogs, etc.)
 - Tracked #NTO, NTOOPEN, “Northern Trust Open”, NTOVIP and all sweeps keywords
 - Average response rate of 50 posts per sweepstakes

NTO Detail

- Share of Voice Metrics
 - Over a 90 day period, “Northern Trust Open” was mentioned:
 - Blogs: 8,372 mentions
 - Micromedia: 7,158 mentions
 - Mainstream news: 1,513 mentions
 - Others (review sites, forums, etc.): 920

NTO Details

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- GROUPON
 - Offer: 2 Weekender tickets for \$45 (half price)
 - 250 pairs of tickets sold – February 7-8
- YOUTUBE
 - 2011 video views: 961
 - Channel Views: 2,545
 - Total Upload Views: 4,881

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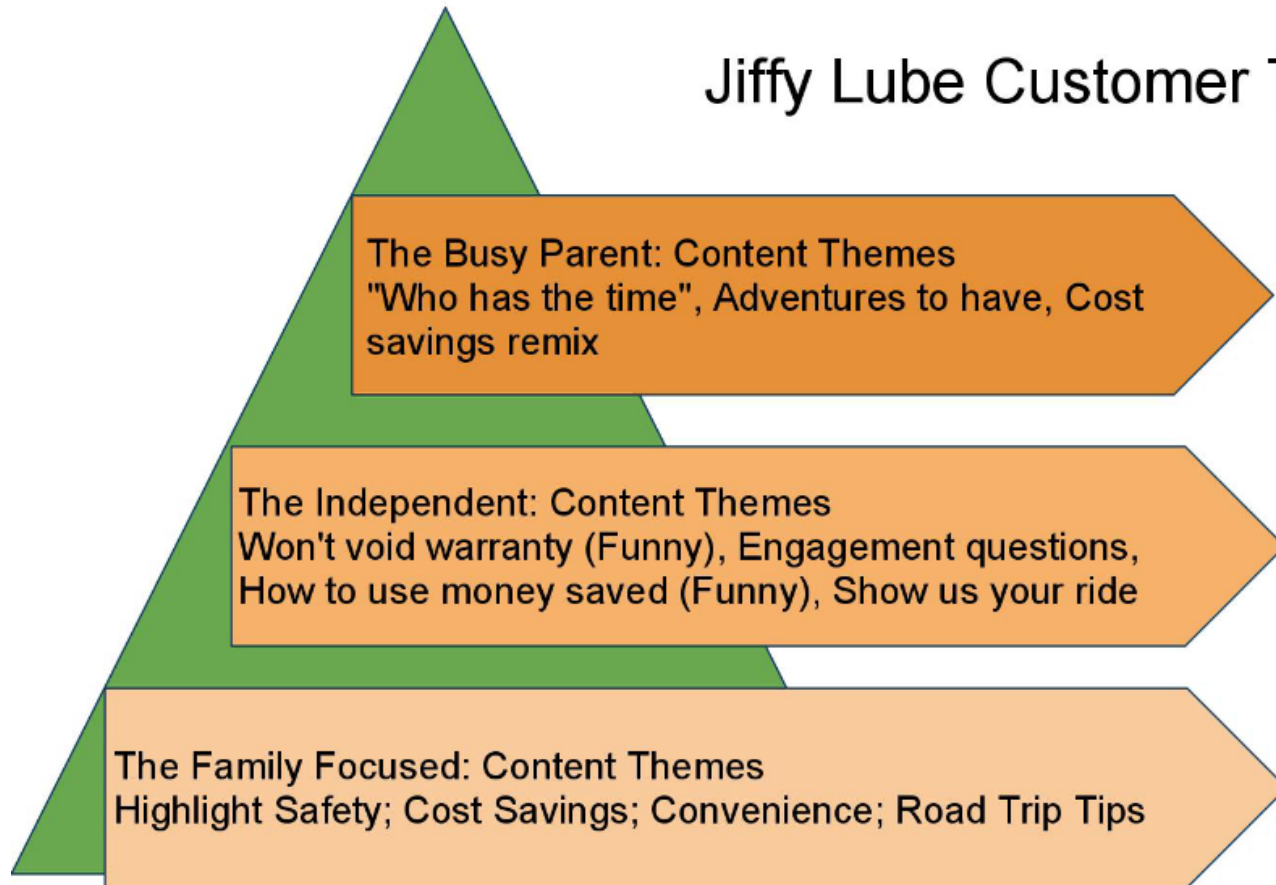
Case Study

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Audience Identification

Jiffy Lube Customer Targets



Audience Groups Defined

The Family Focused:

This group generally consists of women aged 25 to 40. They are not just 'moms', however they may have families. Generally, this group is married and may have kids (the stay at home parent).

The Independent Set:

This group consists of college aged individuals and older singles. This content should still work with the family focused set, however kids will not be mentioned.

The Busy Parent:

This group will include dual income households, as well as "bread winners". All content will be targeted specifically to the busy working parent mindset with some reference to office/job.

Audience Groups: Post Guidelines and Timing

The Family Focused:

- Daytime posts are ideal for this group
- 80% of content should be targeted on weekdays during Work Hours
- 20% should be included "other times" (Evenings & Weekends)
- All Content should contain imagery (Family Focus)

The Independent Set:

- 70% of Content should be at night and weekends (after 8 p.m.)
- 15% during Daytime Work Hours (8-5 p.m.)
- 15% during Evening "Wind Down" Hours (7-10 p.m.)
- All Content should be optimized for mobile – small images and short text.

The Busy Parent:

- 80% of Content should hit during Evening "Wind Down" Hours (7-10 p.m.)
- 20% should be included "other times"
- 60% of content should be optimized for mobile – small images and short text

The Family Focused

Safety: Use imagery to brand posts.

1. Keeping your brakes serviced can keep your family safe. When was the last time you had them checked?
2. Struts help your car turn and we can fix them. When was the last time you had to make a sudden swerve?
3. Baby Seat checks event.

Cost Savings: Use imagery to brand posts.

1. Coupon offers.
2. A well maintained car can improve fuel mileage by up to "X". What could you do with an extra \$25 in gas savings?
3. Jiffy Lube averages "X%" less than a dealership for repairs. What will you do with the cost savings?

Convenience: Use imagery to brand posts.

1. You could drive your car with your check engine light on, or you could have Jiffy Lube turn it off and change your oil in one stop.
2. How many miles do you drive in a week?

Road Trip: Use imagery to brand posts.

1. Favorite family road trip games. Compile responses into physical or downloadable premium or App.
2. What are the must have essentials for a road trip with kids? Road trip safety checklist.
3. Fun local driving "day trip" adventures.

Independent Set

Won't Void Warranty

1. Video or Photo(s) Series: This voids your warranty ... Jiffy Lube won't.
 - Man with a sledge hammer to the motor.
 - Car stuck on cliff.
 - Car underwater.

What's Your Take? Goal: Jiffy Lube can help prevent this.

1. When is the worst time to break down?
2. What is the most embarrassing car problem you or a friend have ever had?

[Active community management to offer 1 to 1 solutions.]

How to use the Money Saved?

1. Coupon offers.
2. Not going to Jiffy Lube to save on your service is like burning money that could be used to purchase an iPad. What would you choose?
3. Do you burn money? If your car isn't maintained you might be.
4. What do you do with the money saved?

Show Us Your Ride:

1. Have users show Jiffy Lube their ride.
2. Coolest car of the week. Possible vote to win free oil change.
3. Person who most needs a new car this week. Possible vote to win free oil change.

The Busy Parent

Who has the time?

1. What is on your agenda today? Do you really have time to breakdown?
2. Spend time with family/friends or fix your own car? What is your choice?
3. Here's how you can maintain your car in a Jiffy.
4. Lunchtime oil change.

Adventures: Local Event suggestions.

1. Adventures: Are you heading out to D.C. this weekend for the Cherry Blossom Festival?
2. Adventures: What new exhibition are you looking forward to at the Smithsonian?
3. Send us your holiday light driving guide/best holiday lights around town.
4. Your favorite local driving day trips – possibly compile into premium.
5. Check in at designated locations along a Jiffy-published route for discounts.

Cost Savings Remix: Use imagery to brand posts.

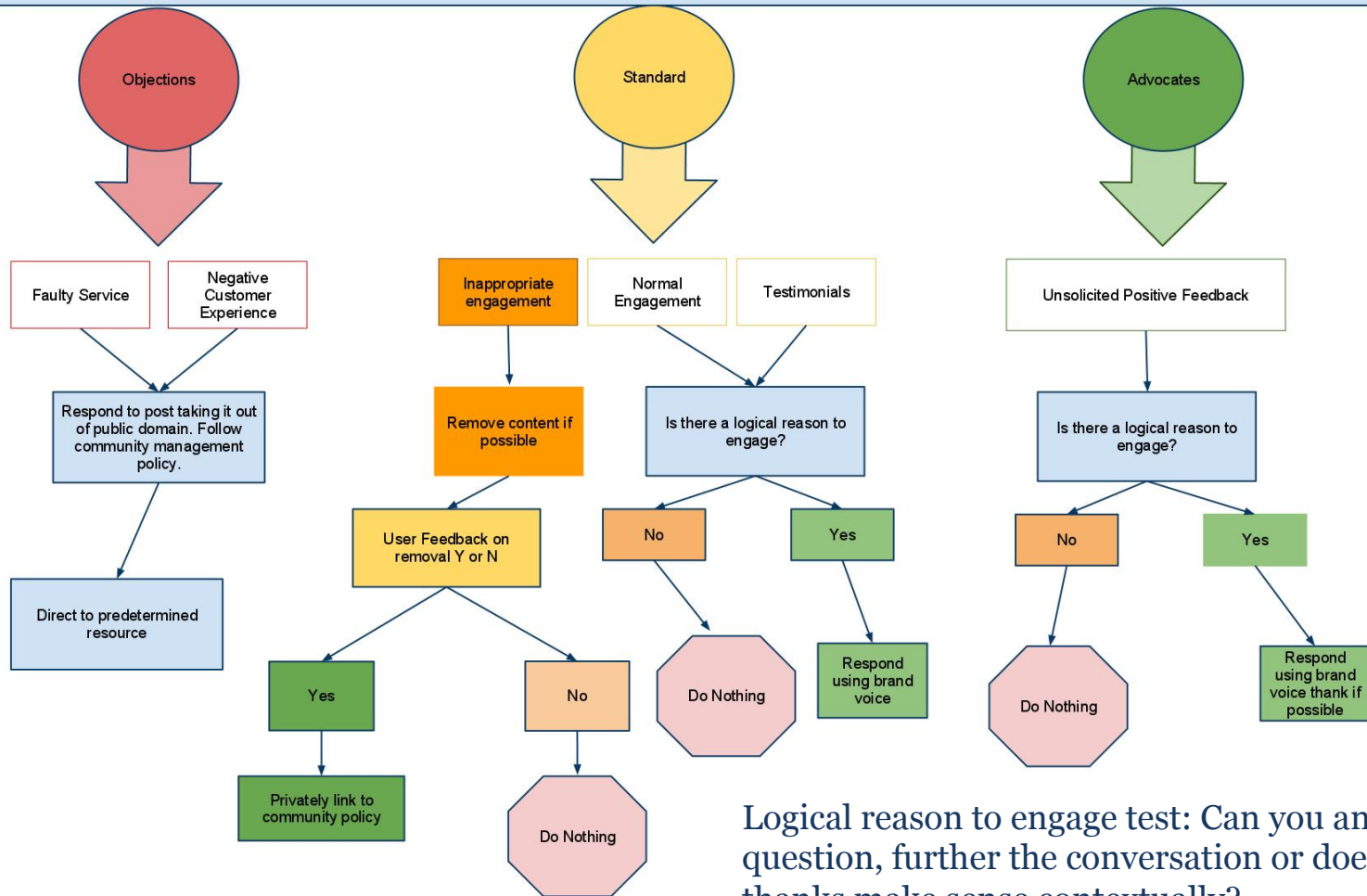
1. Going to Jiffy Lube for regular service is like putting money in your pocket. Do you have household projects in need of that cash?
2. Jiffy Lube special this weekend \$10 oil changes (coupon offers). Are we going to see you there?
3. Carpool buddy discount (check in with people to claim discount).

Weekly Agenda

Today	<	>	Jul 31 – Aug 6, 2011	Day	Week	Month	4 Days	Agenda	Print	Refresh
GMT-08	Sun 7/31	Mon 8/1	Tue 8/2	Wed 8/3	Thu 8/4	Fri 8/5	Sat 8/6			
6am										
7am										
8am										
9am		8:30 – 9:30 Family Focused: Safety: Post Copy: Keeping your breaks serviced at Jiffy								
10am				10 – 11 Family Focus :Convenience: You could drive your car with your check engine		9:30 – 10:30 Family Focused: Convenience: You could drive your car with your check				
11am										
12pm										
1pm										
2pm			2p – 3p Family Focused: Cost Savings		1:30p – 2:30p Family Focused: Convenience: How many miles do you drive in a week?		1:30p – 2:30p Busy Parent: Adventures: Adventures: What new exhibition are you looking			
3pm										
4pm										
5pm										
6pm										
7pm			6:30p – 7:30p Busy Parent: Cost Savings Remix							
8pm				7:30p – 8:30p Busy Parent						
9pm						8:30p – 9:30p Busy Parent: Adventures: Adventures: Are you heading out to DC this weekend				
10pm		9:30p – 10:30p Independent: Wont Void Warranty : Video: Man with a sledge hammer to the			10p – 11p Independent: What's Your Take?: What's your Take? When is the worst time to					
11pm										

Engagement Guidelines

JIFFY Lube Universal Engagement Guide



Logical reason to engage test: Can you answer a question, further the conversation or does saying thanks make sense contextually?



**SAVINGS
TIPS & TALK
FOR DC AREA FANS**

Wall

Info

Friend Activity (1+)

Photos

New Fan Offer

Oil Changes

Preventive Maintenance

Stores Near You

Jiffy Lube Difference

[MORE](#)

About

www.JiffyLubeDC.com

Jiffy Lube DC ▶ New Fan Offer

Automobiles and Parts

CONGRATS!

You are one of our first 500 fans!

\$12 OFF

Jiffy Lube Signature Service®
Oil Change and
Tire Rotation

\$7 OFF

Jiffy Lube Signature Service®
Oil Change



Print A Coupon



Create a Page

You and Jiffy Lube DC



9 friends like this.

People To Subscribe To

See /



Liz Collin

Anchor/Reporter at WCCO-TV | CB
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6,393 subscribers

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Fans.



Get 10,000 Fans

[Like](#)



Phil Grech Tomorrow after 12pm,
this is my game plan.

<http://www.amazon.com/Practical-Ethics-Peter-S...>



Practical Ethics

www.amazon.com

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jiffylube®
Washington DC Area



**SAVINGS
TIPS & TALK
FOR DC AREA FANS**

- Wall
- Info
- Friend Activity (1+)
- Photos
- New Fan Offer
- Oil Changes
- Preventive Maintenance
- Stores Near You
- Jiffy Lube Difference
- iPhone App
- DC Community**
- Twitter
- Questions
- LESS

Jiffy Lube DC > DC Community

Automobiles and Parts



Jiffy Lube service centers are 100% franchise owned.

The 56 locations that comprise the Washington DC market are locally owned and operated by members of your community! A number of locations now have third generation of owners actively involved in the operation of the business.

Local owners are active members in their communities.

The group of owners for the Washington DC area are involved with a variety of market-wide initiatives including:

Sponsorship of I Drive Smart—supporting the education and training of new drivers

Name-in-title sponsor of Jiffy Lube Live™—supporting the availability of live music in our community

I DRIVE SMART

**jiffylube
live**
A Jiffy Lube International Inc. brand

LEAD

jiffylube®
Washington DC Area



“SAVINGS
TIPS & TALK
FOR DC AREA FANS”

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- Questions

LESS

About
www.JiffyLubeDC.com

129

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5

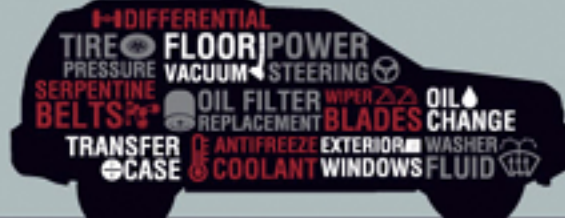
talking about this

Likes

See All

Cancer Support

Don't settle for less.



With every Jiffy Lube Signature Service® Oil Change, we:



CHANGE

- Oil (up to five quarts)
- Oil filter



INSPECT

- Brake fluid level (in transparent reservoirs)
- Serpentine belts
- Wiper blades
- Antifreeze/coolant levels
- Engine air filtration system
- Exterior lights
- Chassis (lubricate when applicable)



CHECK/FILL

- Tire pressure
- Transmission/transaxle fluid
- Differential fluid
- Transfer case fluid
- Power steering fluid
- Windshield washer fluid
- Battery water (excluding sealed batteries)



CLEAN

- Exterior windows
- Vacuum interior floors

jiffylube®

JOIN
ENCE **LEAD**



Thank you!

Contact:

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