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GENERATION

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# Building your Community's Social Media Ecosystem

Barrie Nichols, Greg McCoy, John Hinckley

Monday January 3<sup>rd</sup>, 2014

# Creating your Brand Voice and building your own Media Newsroom (The Microbes)

- What is your Brand Voice?
  - Exercise
    - Can you identify your brand in 3 words?
    - What about 1 word?
- What should your Brand Voice be?
  - You must determine two things up front.
    1. Who it is you want to connect with.
    2. How you want to connect with them.



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# Creating your Brand Voice and building your own Media Newsroom (The Microbes)

- There are 5 key things that you want your Brand to be.
  - Personal
  - Trustworthy
  - Vulnerable
  - Relevant
  - Unique



(Credit: The Daily What/Tumblr)



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# Creating your Brand Voice and building your own Media Newsroom (The Microbes)

## Owning Your Media

- Who's creating your media? Are you...
  - Buying
    - Paid Media
  - Borrowing
    - Earned Media
  - Building
    - Owned Media

## Make Media work for you

- Listen
  - to your demographic and to your data.
- Understand
  - If you don't know the WHY, the HOW doesn't matter.
- Engage
  - Take what you've learned to your public, interact with them.
- Measure
  - Always go back to your data and Listen to what it says.



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# Creating your Brand Voice and building your own Media Newsroom

(The Microbes)

- Creating your own Brand Newsroom



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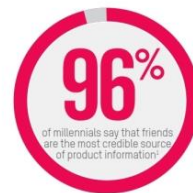
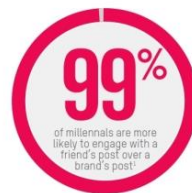
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# Building your Ecosystem through brand Advocates

Millennials are the most important consumer generation. Ever. They are the largest generation and are positioned to have more spending power than any other generation in history. But they don't trust brands or advertising, which is creating big problems for marketers.

We surveyed over 400 millennials to uncover how marketers should engage this generation. The results were staggering and verified that when it comes to discovering new products, researching product information, and considering purchase decisions, millennials go to their friends first.



This report helps marketers understand why millennials are the most important consumer generation, why their view of the world is different than any previous generation, and how to build millennials' trust, increase engagement, and win their business.

1 SocialChorus, "Millennials as Advocates Survey" Survey July 2013.

Millennials as Brand Advocates

2



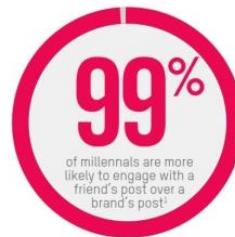
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Millennials don't trust brands. They don't trust advertising. They trust their friends and social connections. So what does this mean exactly for brands?



Marketers need to embrace new marketing methods that allow them to connect with millennials to help share the brand story with other millennials.

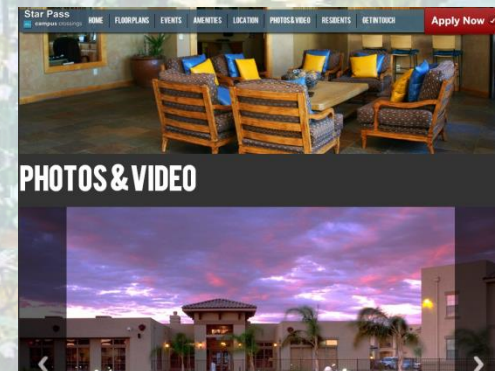
Marketers need to discover new ways to engage with millennials. The key is co-marketing with millennials and giving them good reasons to share your brand story with their peers.

<sup>1</sup> SocialChorus. "Millennials as Advocates Survey" Survey, July 2013.



# Creating your Brand Voice and building your own Media Newsroom (The Plants)

- Advertising and your Image
  - Website



- Keep them simple and easy to navigate
- Use testimonials from existing customers



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# Creating your Brand Voice and building your own Media Newsroom (The Plants)

- Advertising and your Image
  - Print Advertising



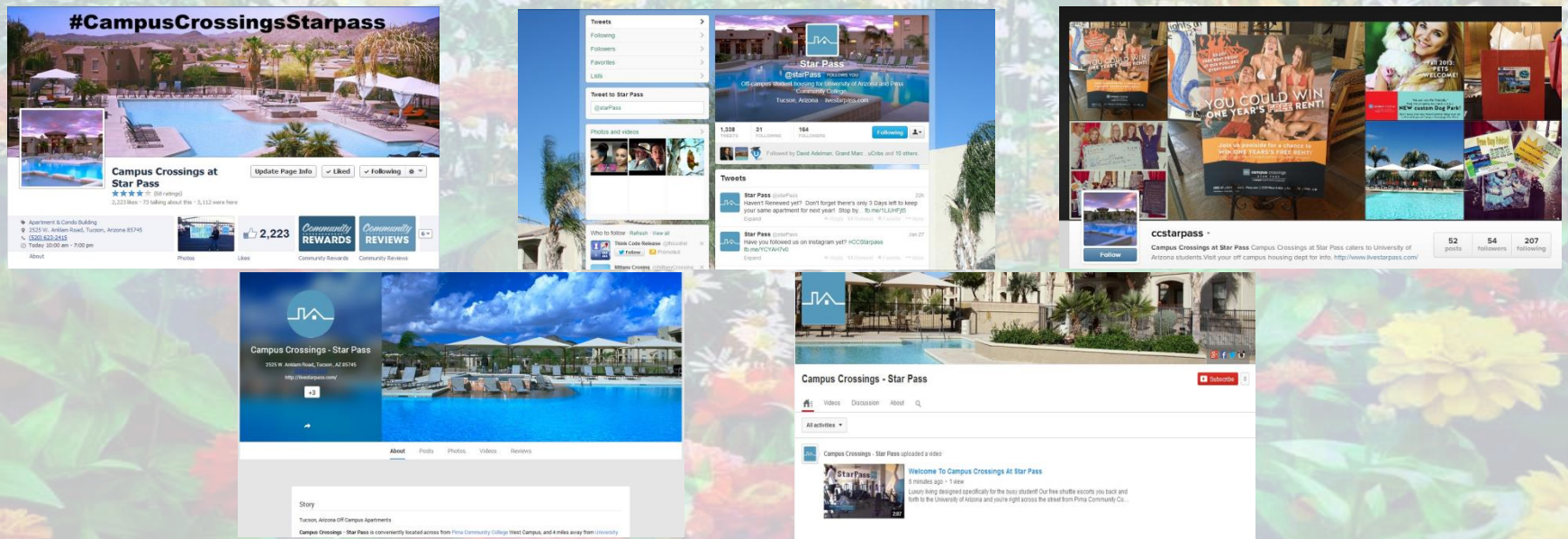
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# Creating your Brand Voice and building your own Media Newsroom (The Plants)

- Advertising and your Image  
– Social Media



*Use Appropriate web content and format your existing web and social sites.*



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# Creating your Brand Voice and building your own Media Newsroom (The Plants)

- Reputation Management
  - What are people hearing about your brand?
- Why it's important...
  - 96% of millenials say their friends are the most credible source of info.



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# Creating your Brand Voice and building your own Media Newsroom (The Plants)

## Social Graph

- Consume
  - Depends on how well you know the content creator.
- Discover
  - Friends and content they care about.
- Engage
  - Content your friends are talking about.

## Interest Graph

- Consume
  - Depends on the topic and credibility of the creator.
- Discover
  - Like minded people and content you like.
- Engage
  - Topical content that like minded people talk about.



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# “The Animals”



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# What if Your Residents were Your Best Marketers?



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# Brand Ad-vo-cate *(Noun)*

a brand advocate is a person, or customer who talks favorably about a brand or product, and then passes on positive word-of-mouth (WOM) messages about the brand to other people.



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# 5 Tips about Resident Advocates

# #1

## Know your advocates



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**KNOWING**    
**IS HALF THE BATTLE**

**G.I. JOE**   
**THE REAL AMERICAN HERO!**



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# 5 Tips about Resident Advocates

## #2

You have not  
because you ask not



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**25% of residents will  
invite you into their online  
world in a positive way**



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# 5 Tips about Resident Advocates

## #3

**Advocates can change your online ratings and reviews overnight**

Get directions

My places

**B The Club**  
 425 Riverbend Pkwy, Athens, GA  
 (706) 354-4273 · theclubathens.com  
 3 reviews · american campus communities · roommates · individual leases



**C River Mill**  
 199 Stone Mill Run, Athens, GA  
 (706) 548-1188 · rivermillathens.com  
 2.8 ★★★★★ 8 reviews · assigned parking · hardwood floors · front office · worse places · 2 bedroom



**D The Lodge of Athens**  
 211 North Ave, Athens, GA  
 (888) 389-4480 · thelodgeofathens.com  
 2.9 ★★★★★ 9 reviews · computer lab · gift card · washer and dryer · sand volleyball court · fully furnished



**E River Club**  
 1005 Macon Hwy, Athens, GA  
 (706) 543-4400 · riverclubathens.com  
 3.2 ★★★★★ 41 reviews · new management · gated community · volleyball · 4 bedroom · roommates



**F Whistle Bury Condominiums**  
 86 North Ave, Athens, GA  
 (706) 543-0320 · whistleburyproperties.com  
 2.7 ★★★★★ 5 reviews

**G Towne Club Condominiums**  
 260 Springdale St, Athens, GA  
 (706) 546-5610 · clubproperties.com  
 1 review

**H Campus Crossings - Abbey West**  
 250 Epps Bridge Pkwy, Athens, GA  
 (706) 549-0098 · campusapts.com  
 2.3 ★★★★★ 8 reviews · volleyball courts · computer lab · roommate matching · washer and dryer · shuttle bus



**I The Reserve at Athens**  
 175 International Dr, Athens, GA  
 (706) 548-4400 · reserveatathens.com  
 2.3 ★★★★★ 6 reviews · students to live · social activities · fully furnished · computer lab · management and

November 1, 2013

### Campus Crossings - Abbey West more info

250 Epps Bridge Parkway  
 Athens, GA 30606  
 (706) 549-0098  
[campusapts.com](http://campusapts.com)

2.3 ★★★★★ 8 reviews



Street view

Directions Search nearby Save to map more



Get directions

My places

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 3 reviews · american campus communities · roommates · individual leases



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 2.8 ★★★★★ 8 reviews · assigned parking · hardwood floors · front office · worse places · 2 bedroom



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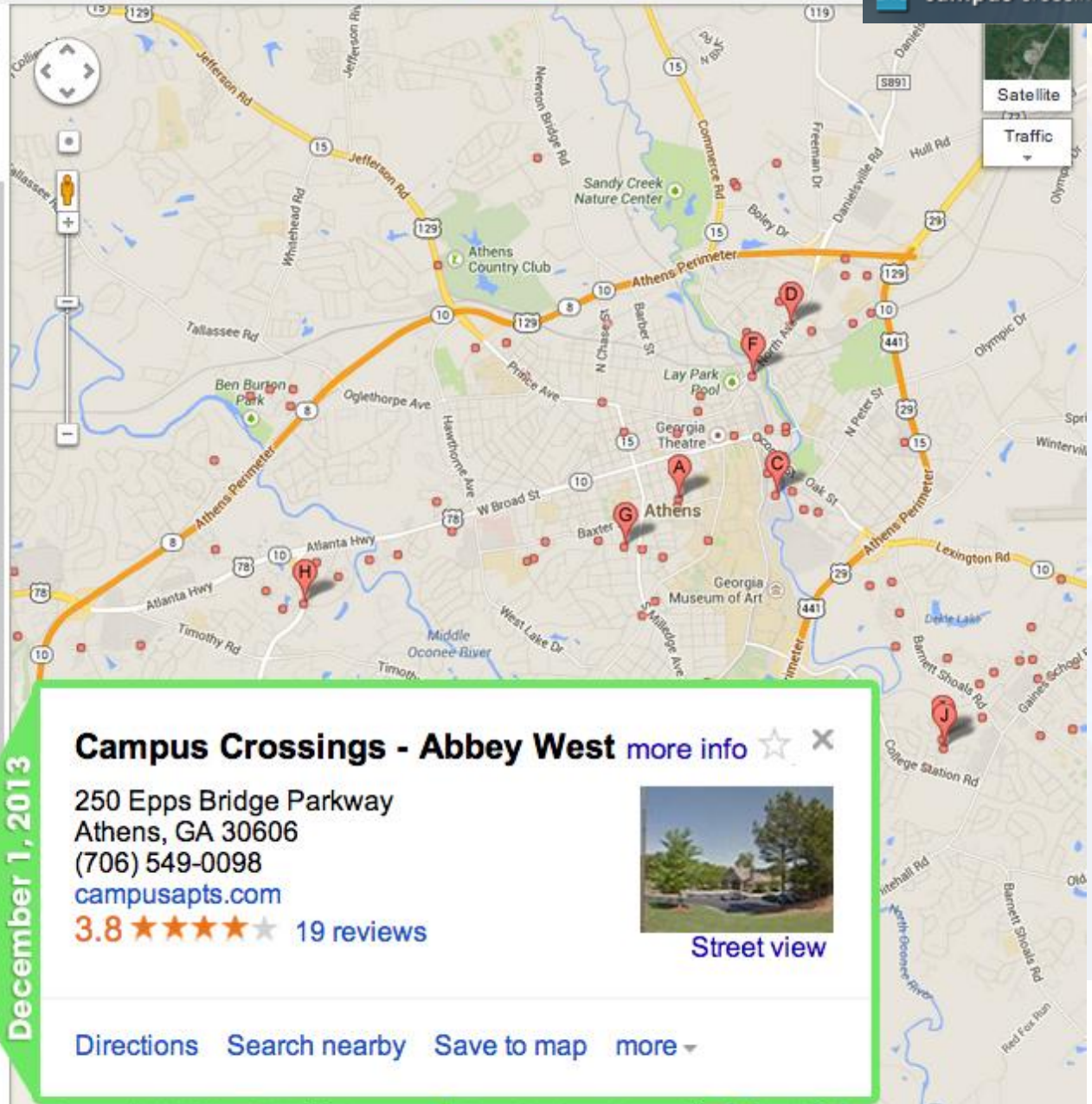
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 2.3 ★★★★★ 6 reviews · students to live · social activities · fully furnished · computer lab · management and



December 1, 2013

Campus Crossings - Abbey West more info

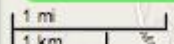
250 Epps Bridge Parkway  
 Athens, GA 30606  
 (706) 549-0098  
 campusapts.com

3.8 ★★★★★ 19 reviews



Street view


Directions Search nearby Save to map more



# Average Breakdown in 20 Markets

3 Years of Reviews

90 days

GOOGLE REVIEWS	APARTMENT RATINGS	YELP	RESIDENT ADVOCATES
			
2.28 stars	2.29 stars	1.15 stars	3.98 stars
6.9 Avg. reviews	37.2 Avg. reviews	1.2 Avg. reviews	36.6 Avg. reviews



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# 5 Tips about Resident Advocates

## #4

**Advocates can maximize  
your marketing strategy**



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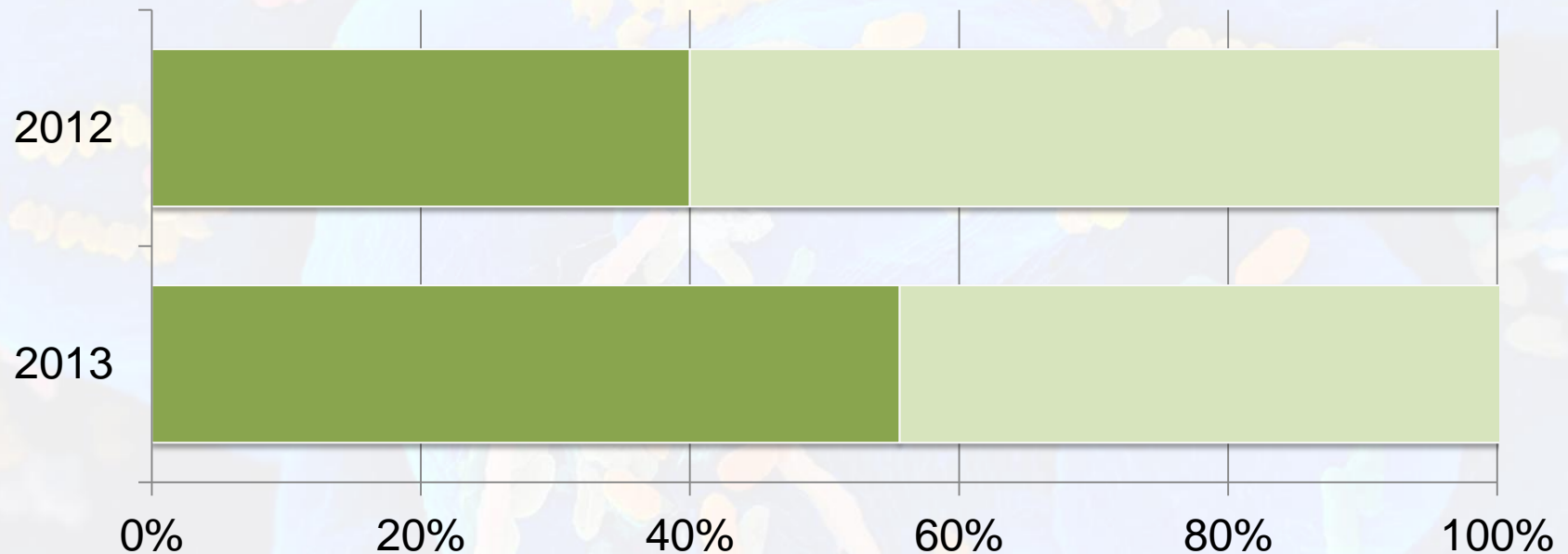
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# Referrals and Renewals

**2013 Renewals 29% ahead of 2012**



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# 5 Tips about Resident Advocates

# #5

**Advocates are your  
content creation strategy**



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Thank you!