



RECON

The Future Starts Now

Social Media To Drive Revenue

#RECon15

RECON

DIGITAL GUIDE



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#RECon15

Introduction



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The Presenters



Dr. William Ward
Director, Education Strategy
Hootsuite Media Inc.
@dr4ward



Brian Lutz
Director, Mobile & Digital Strategy,
CBL Properties
@LutzTweets



Corbett Guest
CEO
Imaginity



TODAY'S AGENDA

1. Establishing the Foundation - The key pieces you need in place to be able to drive revenue through the social channel
2. Developing a Plan - Operationalizing campaigns and content that create engagement and lead to purchase
3. Measuring the Results - Setting the right KPIs and evolving your programs
4. Case Studies - Who's doing it well and how
5. Opportunities - What's on the horizon

Establishing the Foundations



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A Social Organization:

An organization that has social media weaved into its fabric through a unified strategy across all departments, allowing all employees to use social media safely and consistently, to improve customer relationships and experiences.

“Improved communication and collaboration from social media could add \$1.3 trillion annually in value to the economy and raise knowledge worker productivity 20-25%.”

McKinsey Report



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How can social media improve our jobs and organizations?

	Interaction workers tasks (%)	Increase value-added time (%)	Productivity Improvement (%)
Reading and answering e-mail	28	7-8	25-30
Searching and gathering information	19	5.5-6.5	30-35
Communicating and collaborating internally	14	3.5-5	25-30
Role-specific tasks	39	4-6	10-15
TOTAL	100%	20-25%	20-25%



Source: McKinsey Report

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Why is Digital not Social?

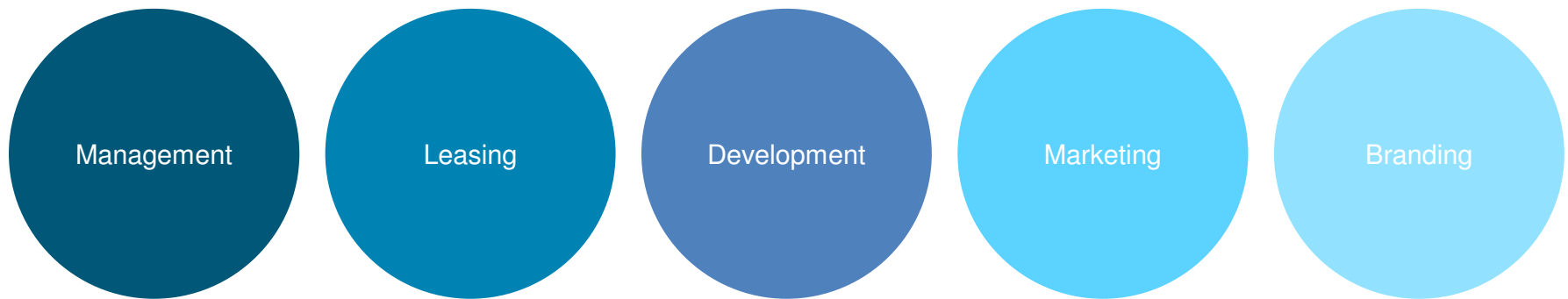
Digital – Tools & Technologies

Cloud
Mobile Devices & Apps
Big Data
Analytics
Security
Internet of Things/Sensors
User Interfaces
Software as Service
Wearables

Social – Skillsets

Culture
Collaboration
Cause
Customer
Co-creation
Communication
Conversation
Engagement
Sharing Economy

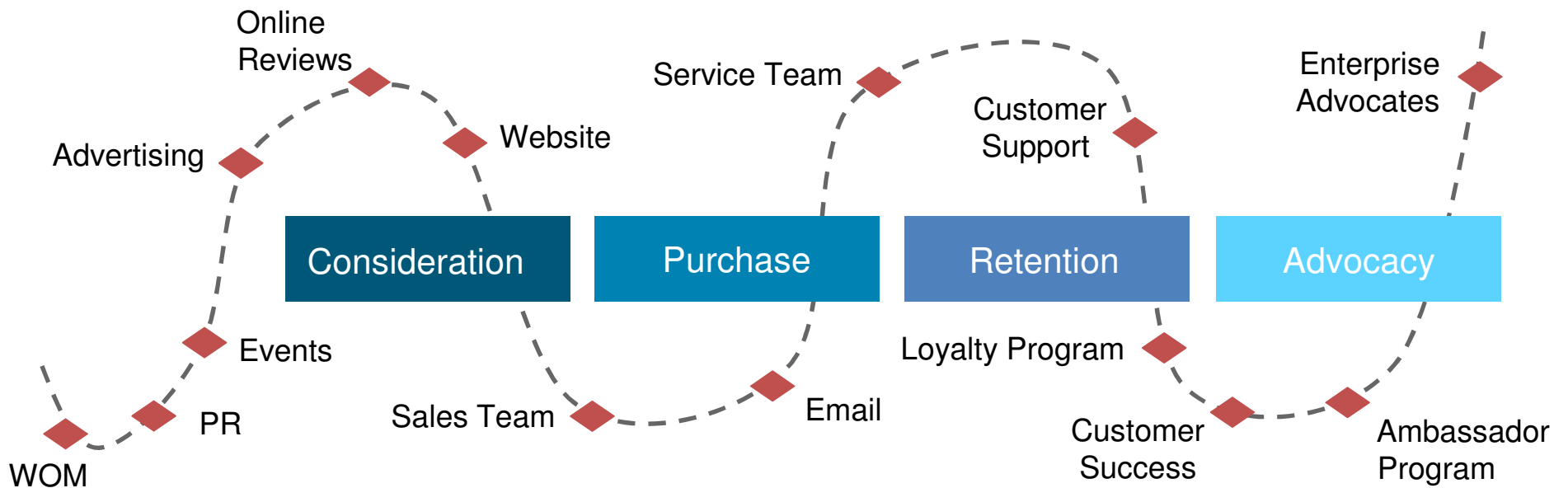
Traditional Enterprise Structure



Social Organization



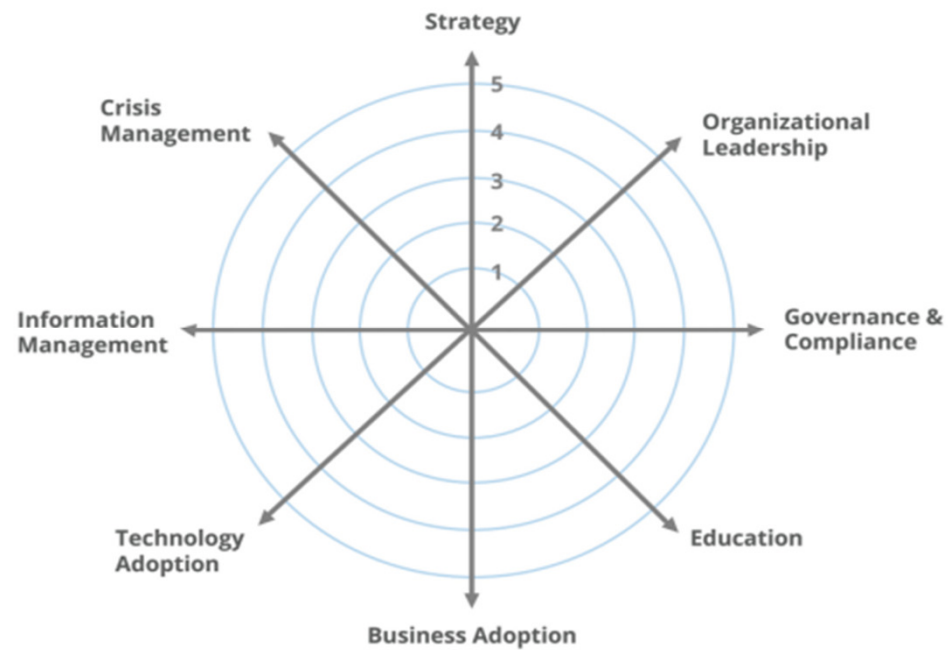
Customer Experience



Social Networks: Twitter, Facebook, Flickr, Pinterest, YouTube, LinkedIn

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Social Media Maturity Matrix



Social Media Maturity Matrix

Organization A



Organization B



Developing a Plan

Operationalizing campaigns and content that create engagement and lead to purchase



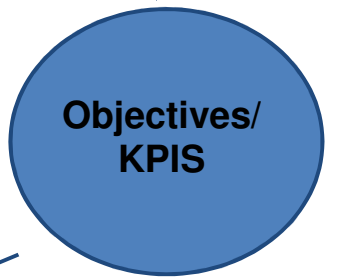
Strategic Planning Process



Where do we want to go?



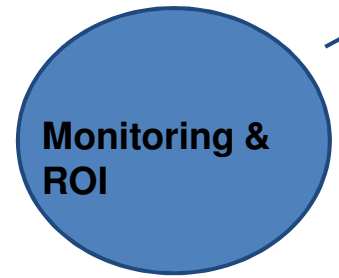
External & internal
audit
SWOT analysis



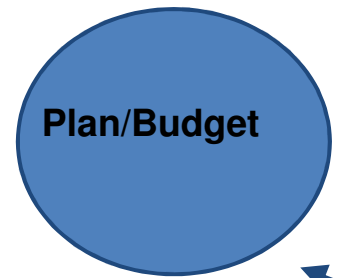
How do we get
there?



How do we measure success?



How do we improve?

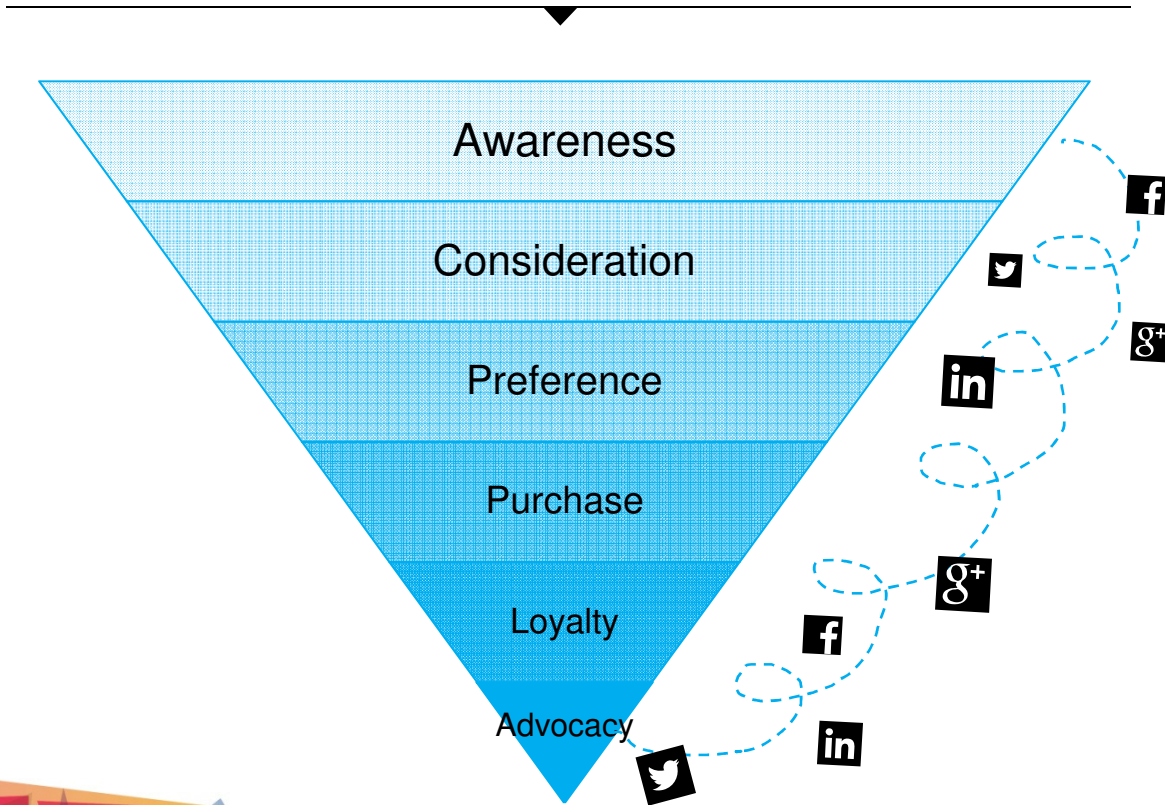


How do we
allocate resources
and implement?

How did we do?



Sales Funnel



Distilled

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our learning platform

4 Types of Content Every Site Needs

By [Hannah Smith](#), Published January 07, 2014 in the [Marketing](#) category

Content is a nebulous topic, it's hazy, vague, ill-defined.

Working as a content strategist I'm often asked similarly nebulous questions. For example - 'what sort of content should we create?'

I'm a firm believer that content should be goal-driven. By this, I mean that what you create should be driven by what you want to achieve.

What do folks ultimately want to achieve?



Dolla Dolla Bill, Yall.

They want to make money...

They'd possibly also like world peace, but they'll settle for the money.

Well dear reader, in order to make money, the vast majority* of sites need four key types of content:



Get blog posts via email

Email address

First name

[Subscribe](#)

Blog categories

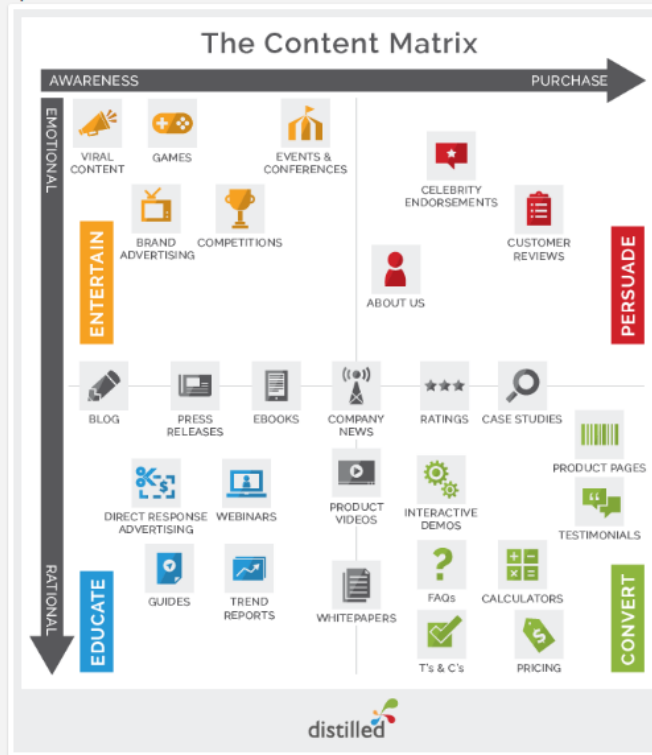
- > [CRO](#) (21)
- > [Distilled](#) (234)
- > [Events](#) (102)
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- > [Reputation](#) (113)
- > [SEO](#) (349)
- > [Social Media](#) (62)
- > [Video](#) (39)
- > [Web Analytics](#) (41)
- > [Web Design](#) (35)

Featured posts

- > [Learn SEO](#)
- > [Technical SEO wins for web developers](#)
- > [The time for content marketing is now](#)
- > [Keyword analysis in a world of not](#)

- > content to entertain
- > content to educate
- > content to persuade
- > content to convert

To help bring this to life, and so you can see how your site measures up, we've created this visual:



provided

- > [Creating an editorial calendar](#)
- > [Penguin strategies](#)
- > [HTML5 SEO](#)
- > [Getting video results in Google](#)
- > [YouTube SEO](#)
- > [ImportXML guide to Google Docs](#)
- > [SEO for Tumblr blogs](#)
- > [7 types of content to get traffic and links](#)

This visual was inspired by [this matrix by First.I0 and Smart Insights](#).

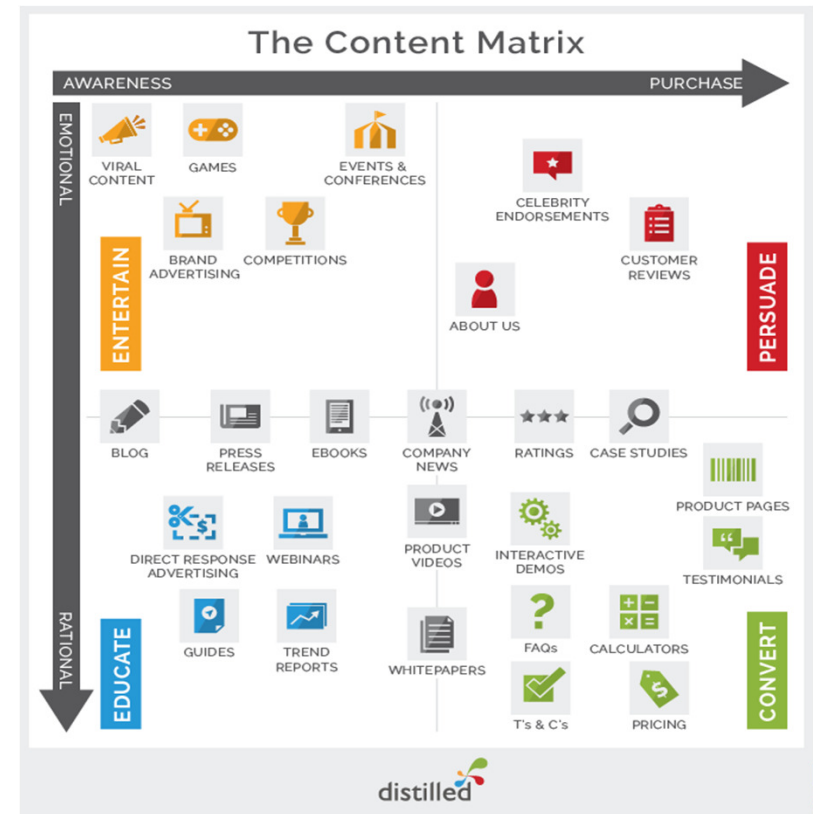
Content Matrix & Types

Content Types:

- Text
- Video
- Images
- Infographic / Visuals
- Links
- Whitepapers

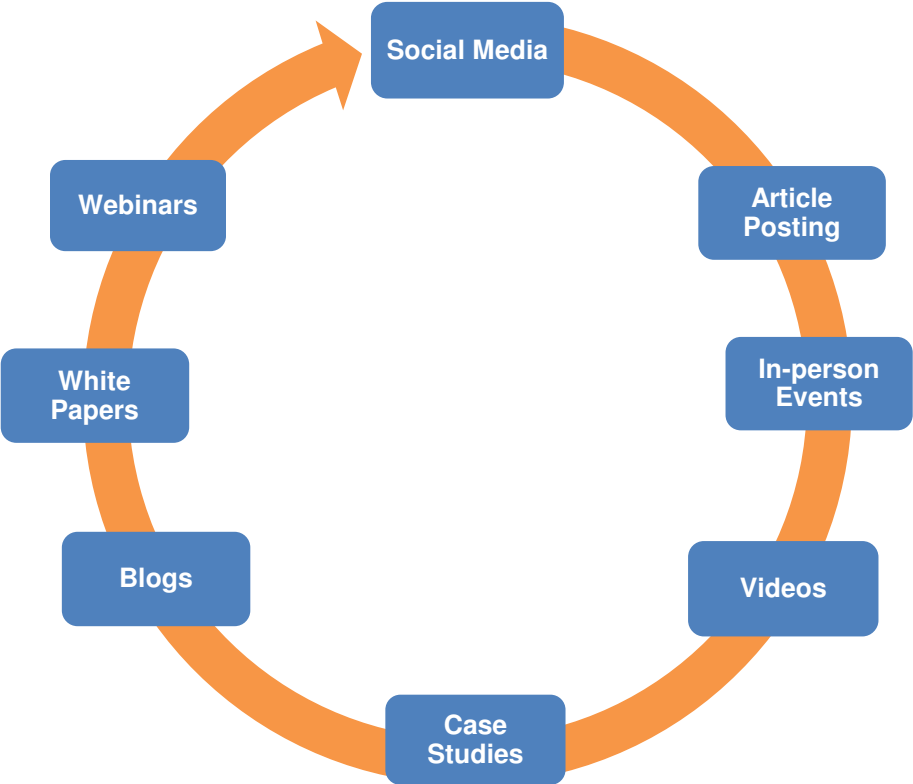
Content Categories:

- Campaigns/Contests/Promos
- Customer stories
- **Retailer Content**
- **Advertisers**
- Support
- 3rd Party
- Real-time



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Common Content / Tactics



Planning Content



Scoop Sheets

Posted on
Facebook

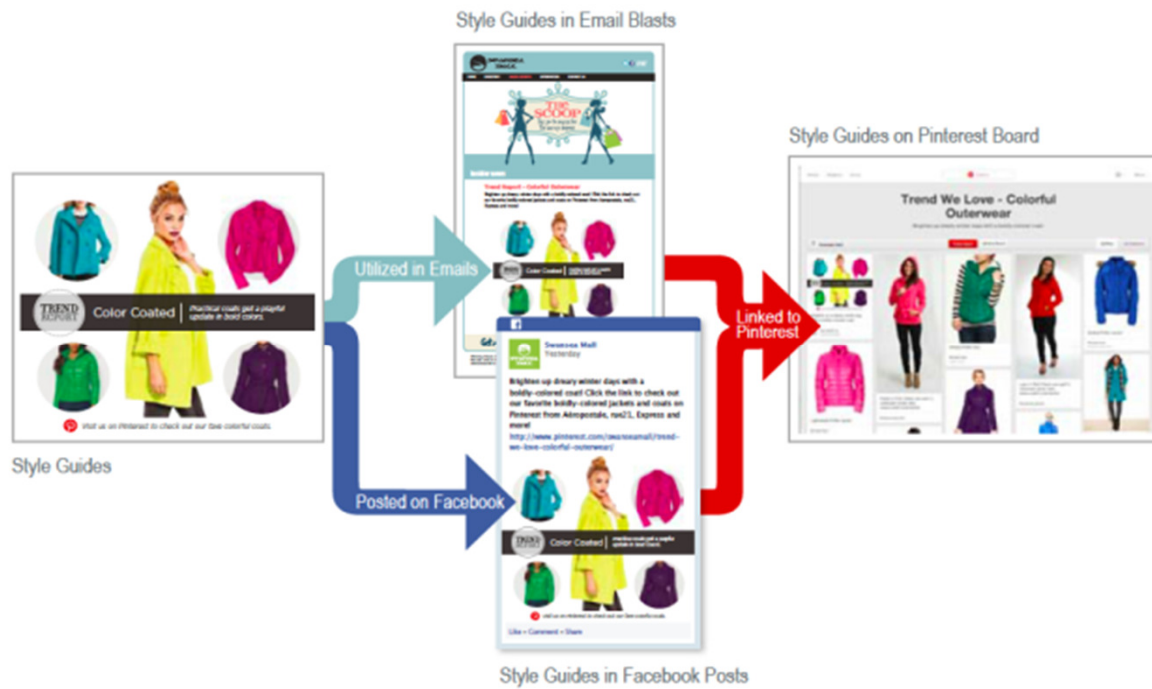


Scoop Sheets in Facebook Posts

The pre-written posts provided in **Scoop Sheets** save the center teams time and **ensure their posts are on trend and cleverly written**. The new image-based **Style Guides** are utilized in email blasts and Facebook posts and **direct subscribers to centers' Pinterest boards**. On Pinterest, the shopper can see where to **buy the featured trend at their local Scoop center**.



Executing Content



1. **Your customer is very diverse:** the platforms they use may be equally as diverse (ex: specific discussion forums, blogs, may be outside traditional social)
1. **Understand the conversations your audience is having and where they are having them:** it's all about them
1. **Identify who your influencers are:** listen and monitor keywords to identify people that influence your customer's purchase decision
1. **Use geo-targeting to uncover nuances** within new markets and interact with people within specific locations
1. **Measure your results:** what content is resonating with your audience?

Measuring Results - Setting the right KPIs and evolving your programs



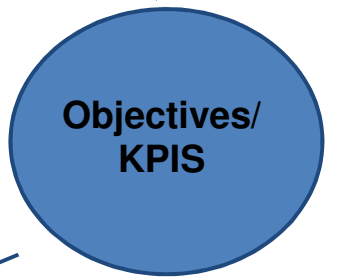
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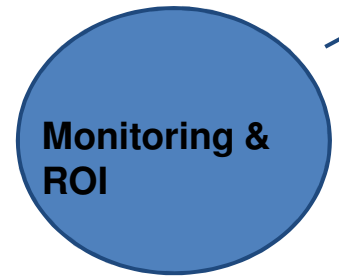
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SWOT analysis



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there?



How do we measure success?



How do we improve?



How do we
allocate resources
and implement?

How did we do?



Connecting the Process

- Connect Objectives, Strategies, Tactics, Budget and Monitoring
- Example:
 - Goal: Increase revenue.
 - Objective: Increase sales by X %
 - Strategy: Promotion
 - Tactic: Specific action
 - Budget/Resources:
 - Monitor and Measure Results: Change as necessary

Key Performance Indicators KPIs

Content Consumption Metrics	Social Sharing Metrics	Conversion Metrics
Unique Page Visits & Pageviews	Social Share & Reach	Download
New Visits	Comments	Email Newsletters/ Blog Subscribers
Time On Page & Bounce Rate	Mentions	Sales/Marketing Qualified Leads
Visitor Flow	Engagement	Sales Cycle & Retention Rate
	Inbound Links	

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Digital Marketing, Advertising, Public Relations, Social Media, Journalism, Higher Ed, Innovation, Creativity, Design, Graphic Design, Branding, Marketing, Advertising, Public Relations, Media, Journalism, Higher Ed, Innovation, Creativity, Design, Emerging Technologies, Digital Marketing, Advertising, Public Relations, Social Media, Journalism

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RT @hootsuite: 5 tips on providing stellar customer service on social media.

How Is Writing A Great Post Like Baking A Cake? #infographic

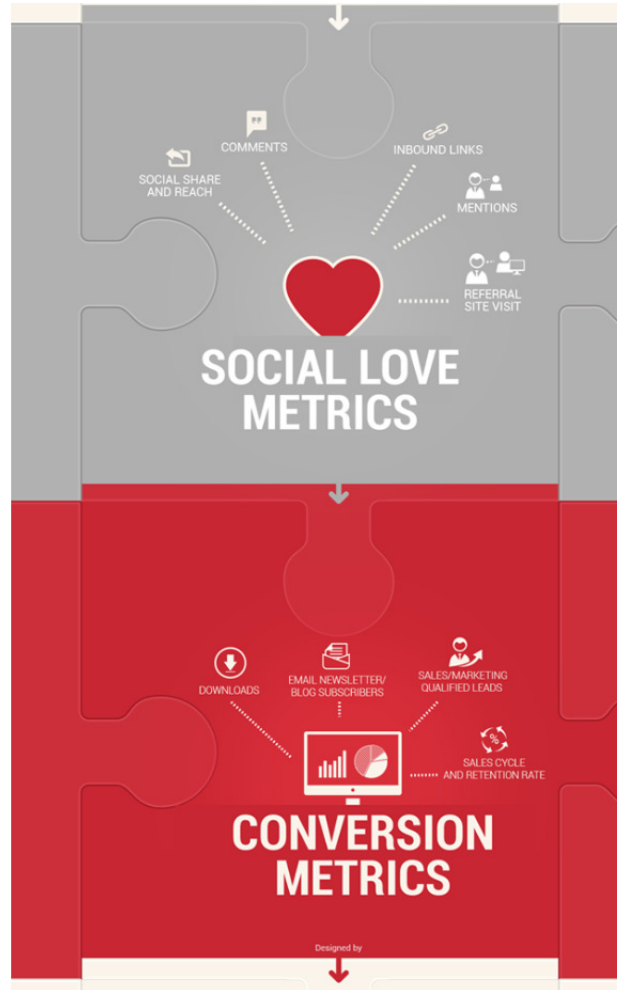
How Does Programmatic Direct Automate Direct Ad Buys For Set Campaigns? #infographic

KPIs FOR MEASURING CONTENT MARKETING ROI

- NEW VISITS
- TIME ON PAGE AND BOUNCE RATE
- UNIQUE PAGE VISITS & PAGEVIEWS
- VISITOR FLOW

CONTENT CONSUMPTION METRICS

PROGRAMMATIC DIRECT



TechWyse

Guest post by Xiaoye Zhou

I look 4Ward to your feedback.

Keep Digging for Worms!

Author: Bill - Dr. William J. Ward, a.k.a DR4WARD is the Professor of Social Media at the S.I. Newhouse School of Public Communications at Syracuse University. He is ranked one of the "Top Marketing Professors on Twitter" in the world by Social Media Marketing Magazine for providing useful content and consistently engaging with followers and "truly 'getting it'" when it comes to the best ways to use Twitter and other forms of Social Media. He earned his Ph.D. in Media and Information Studies at Michigan State University and teaches internationally. He also participates with the Cannes Lions International Festival of Creativity.

DR4WARD enjoys helping connect students and pros to learn about all forms of communication and creativity. He talks about, creates, and curates content on: Digital, Marketing, Advertising, Public Relations, Social Media, Journalism, Higher Ed, Innovation, Creativity, and Design. Curated global resources can be found here: DR4WARD Curated Social Media, Marketing & Digital Resources - Infographics, Slideshows, Videos, Etc.

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Posted on May 23, 2014 at 09:55 AM | Permalink

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Social ROI

Brand Awareness

Cost Per Impression	Cost Per Click
Cost Per Engagement	Cost Per Site Visit

Shopper Visits

Cost Per Lead	Cost Per Subscriber
Cost Per Sale	Avg. Revenue Per Sale
Avg. Units Per Sale	Conversion Rate Of Leads

Customer Retention

Customer Retention Rates	Avg. Revenue Per Purchase
Avg. Units Per Purchase	Avg. Transactions Per Customer
Lifetime Value of a Customer	



[Full Frontal ROI & Hootsuite](#)

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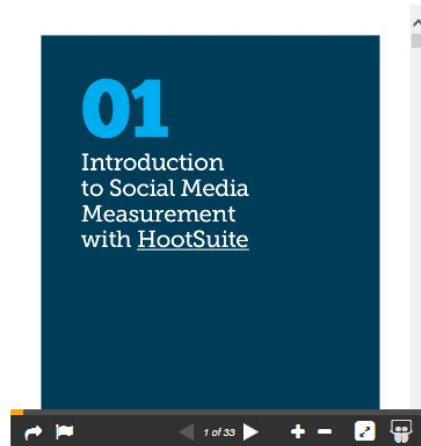




« Five Guiding Principles: Best Practice Guide to Marketing on Facebook #slideshow | Main | 9 Best Practices for How to Write Ad Copy for PPC & Keep Your Campaign Refreshed & SEO Optimized #video »

Introduction to Social Media Measurement White Paper #slideshow

Introduction to Social Media Measurement White Paper #slideshow



View more documents from HootSuite Thanks @Nichole_Kelly & @Hootsuite

I look 4Ward to your feedback.

Keep Digging for Worms!



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
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RT @hootsuite: 5 tips on providing stellar customer service on social media:
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How Is Writing A Great Blog Post Like Baking A Cake?
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How Does Programmatic Direct Automate Direct Ad Buys For Set Campaigns? ow.ly/MWq1H #infographic
53 minutes ago   



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Dr. William J. Ward @DR4WARD
3 reasons why you should be on #Snapchat (It's not the sexting)
ow.ly/MUynny @Hootsuite CEO @invoker
18 hours ago   



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Case Studies - Who's doing it well and how



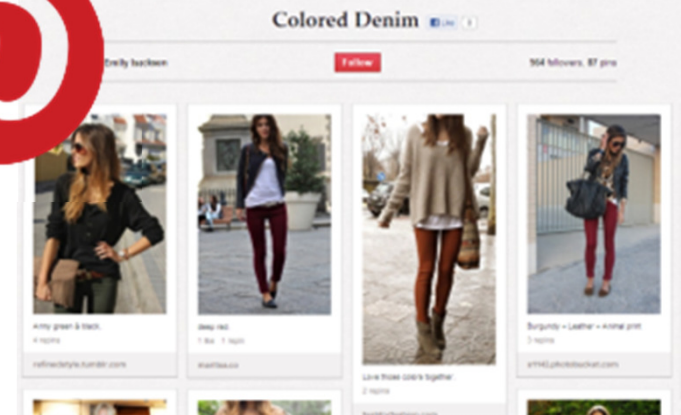
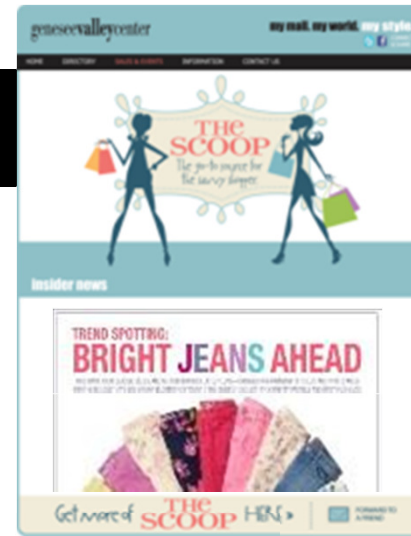
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Using Style Guides JLL

Valuable and engaging, image-based content utilized in email blasts and social media posts

- Images link to the center's appropriate Pinterest board to generate awareness of the center's presence on Pinterest, increase followers, and ultimately, drive retail sales
- Four different types of content/images will be provided each month:

1. Editor's Picks
2. Trend Report
3. How To
4. Gift Guide/Holiday Guide



1. Editors Picks

- Showcases variety of merchandise relating to a specific theme or mood determined by the “editor”
- Examples of content:
 - Black & White
 - Sorbet Pastels
 - Ruffles



2. Trend Report

- Highlights examples of one specific trend or item
- Examples of content:
 - Oxfords
 - Mod Shift Dress
 - Chunky Heels



3. How To Wear

- Gives fans hints on how to wear certain trends/merchandise by highlighting one item and showing complementary merchandise for how to wear the trend multiple ways
- Examples of content:
 - Denim shirt
 - Printed pants
 - White jeans



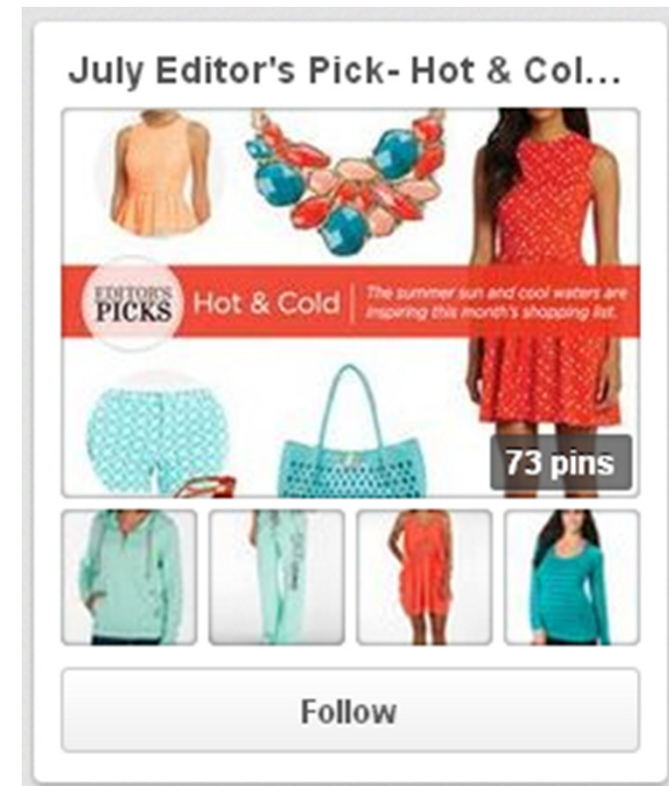
4. Gift Guides/Holiday Guides

- Mini gift guides developed to promote smaller holidays and/or popular gift giving time periods
- Examples of content:
 - Easter
 - Graduation
 - Mother's Day



Promotion Best Practices

- **On Pinterest**
- Pinterest boards (a.k.a. “the guides”) are fill with at least 10 pins prior to using the corresponding Style Guide images on Facebook or eblast
- The Scoop Pinterest page to pin from the boards and to serve ideas on what to pin
- Each Style Guide image used as the Cover Pin on that guide’s Pinterest board



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Promotion Best Practices

- **On Facebook**
- Pinterest board (a.k.a. “the guide”) filled with at least 10 pins prior to posting the corresponding Style Guide image
- Posts include:
 - Style Guide image
 - Trend copy
 - Tagged retailers
 - URL linked to the corresponding Pinterest board

 Central Mall
7 hours ago

Shorts are a must when the mercury starts to rise. Click the link to see our favorite shorts styles from American Eagle Outfitters, Francesca's, maurices and more! <http://ow.ly/mQskg>



HOWto wear Short Shorts | 1 PIECE, 3 WAYS

1 meet the parents

2 sunday brunch

3 girls' night out

 Visit us on Pinterest to see our favorite styles for summer.

Like · Comment · Share

Example Eblasts



Example Facebook Posts

TheDealeyO
2 seconds ago

Make your favorite denim shirt work overtime! We're showing you ways to wear it, plus where to get the looks—hint: American Eagle, Gap, Hollister and more! Click here: <http://pinterest.com/findthescoop/how-to-wear-denim-shirt/>

HOW to WEAR DENIM SHIRTS
1 PIECE, 3 WAYS



1 office **2 picnic** **3 movie night**



Visit us on Pinterest to shop these looks and more.

Like · Comment · Share



EDITOR'S PICKS **Opposites Attract** | Go for high contrast this season in bold black and white.

Visit us on Pinterest to shop more black & white looks.

TheDealeyO
Liked · 6 seconds ago

A classic combo is fresh again! Get inspired by our Editor's Picks, and shop the black and white trend at Macy's, Express, and more! Click here: <http://pinterest.com/findthescoop/trend-we-love-black-white/>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Write a comment...
Press Enter to post.



Comprehensive Loyalty Program

1. Registration: Website



2. Exclusive Benefit: Online Shopping Guide (desktop & mobile sites)

4. Communication:

- Monthly E-blast
- Monthly Text



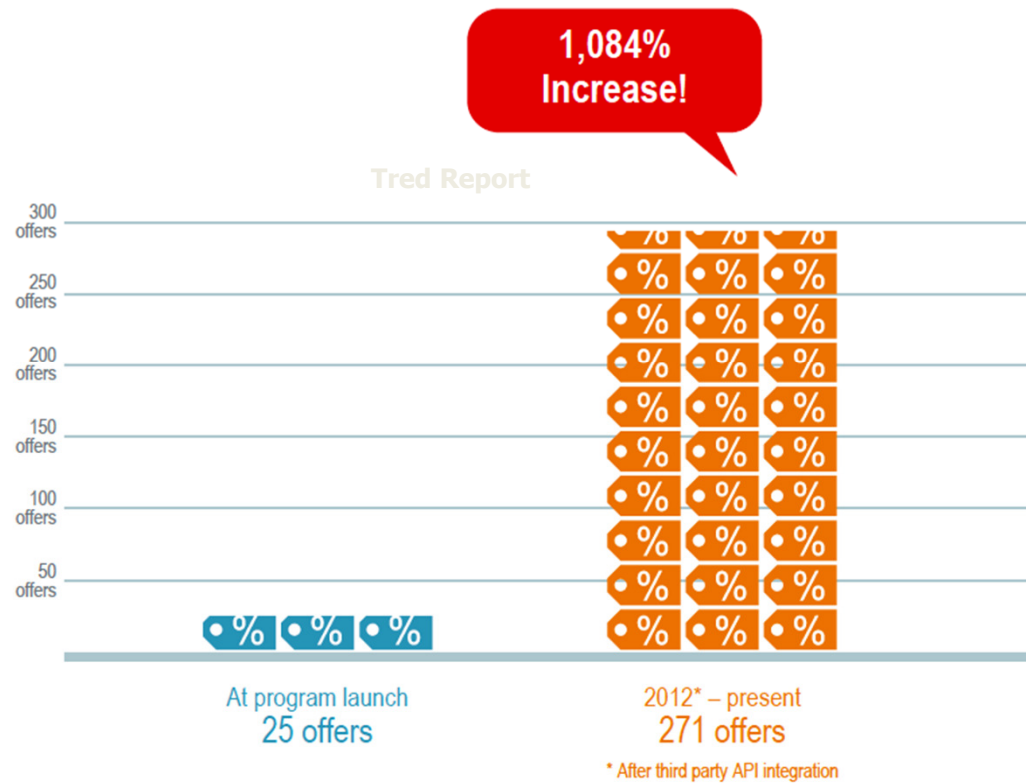
3. Promotion:

- Full Social Integration
- Onsite Collateral
- Website/Text
- Wi-Fi Integration



FindTheScoop.com Average Daily Offers

After integrating with the number one source for in-store offers, FindTheScoop.com saw an **average increase** of **1,084%** in offers aggregated by center.



Custom Offers

Centers have the opportunity to upload unique perks and promotions available at their center to help **support key retailers** and **increase their traffic and sales**.

The image displays two screenshots from a Content Management System. The left screenshot shows the 'Add New Offer' form. The title is '25% off!'. The merchant is 'The Children's Place'. The description is '25% off any one item when you use promo code: SCOOP EXCLUSIVE'. The right screenshot shows a list of published offers. The selected offer is for 'The Children's Place' with a '25% off!' promotion. Other offers include 'LensCrafters Buy 2, Get 1 Free Accessories', 'Macys Women's Sweaters under \$50', 'PacSun 30% or More Off Men's Shoes', and 'Payless ShoeSource'.



Content Management System
to upload custom offers

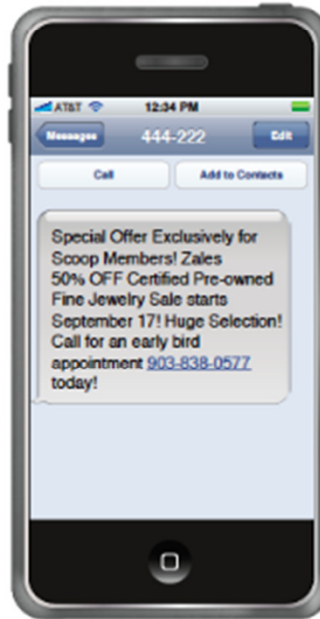


Zales Preview Sale Exclusively for Central Mall Scoop Members

Central Mall helped support Zales (one of their key retailers) and exclusively invited their Scoop members to schedule early bird appointments to preview the Certified Pre-owned Jewelry collection. Zales' sales exceeded \$30,000 for the six-day promotion and were up 60.24% from LY.

"You know you are doing something right when store managers and district managers are tracking you down to thank you. Our digital marketing strategy had their phones ringing off the hook!"

Josh Harris, Marketing Manager
Central Mall, Texarkana

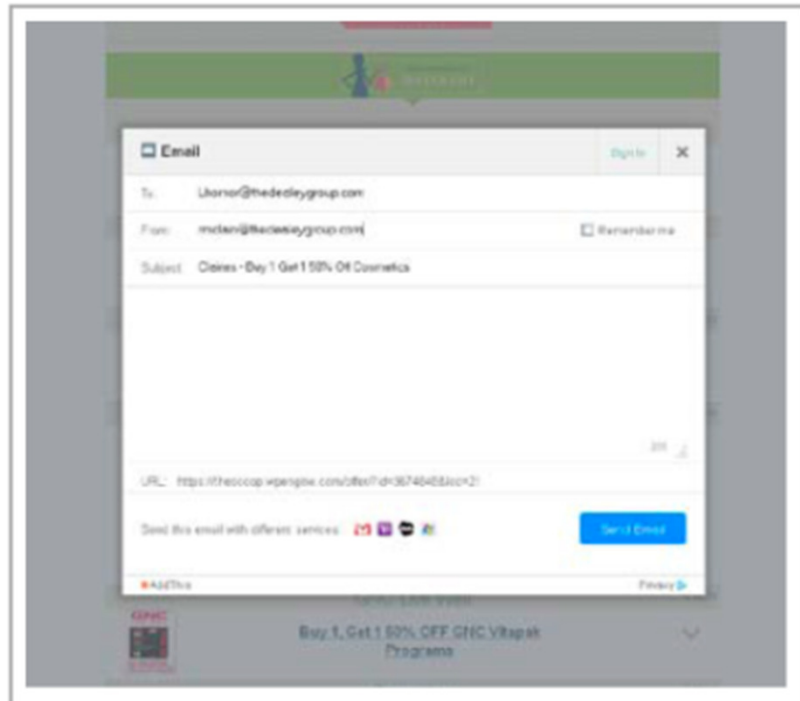


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Save and Share Offers

Scoop members can **save** or **share any offer** with a **single click** without leaving FindTheScoop.com.



Refer-a-Friend Promotion

This two-week promotion was advertised in-center and online. It accounted for over 6% of the total 2013 Scoop program growth, which was 149% more the typical organic growth rate of the program.

shop savvy with The Scoop and WIN

Sign up for The Scoop or refer a friend by March 11 for a chance to WIN Prize Name.

TO JOIN & ENTER TO WIN
Visit FindTheScoop.com
or text SCOOP to 644222

Use The Scoop on your phone to save while you shop!

shop savvy with The Scoop and WIN

BEL AIR MALL

Bel Air Mall

Calling all parents of creative kids! Enter them into our contest for the chance to open their very own business at [CENTRE] on July 5 and keep all the money they earn! All kids 12 or under need a parent or guardian to submit their entry. Enter his or her business idea now by clicking here: www.belairmall.com/contest

Killeen Mall
February 24

Are you a savvy shopper? If you've recently signed up for The Scoop or referred a friend to win, stop by the Mall Management Office to pick up your FREE savvy shopping tote, while supplies last!

I'm a SAVVY SHOPPER

Like • Comment • Share

4 people like this.

Refer-a-Friend Promotion *continued*

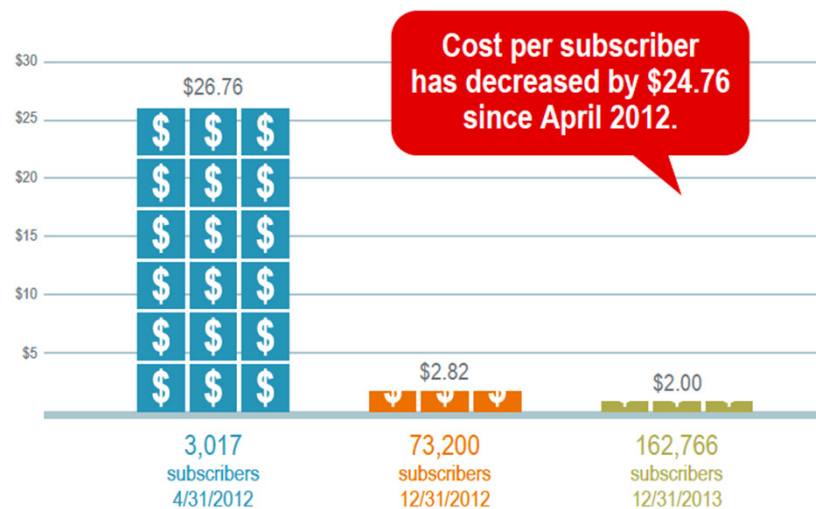
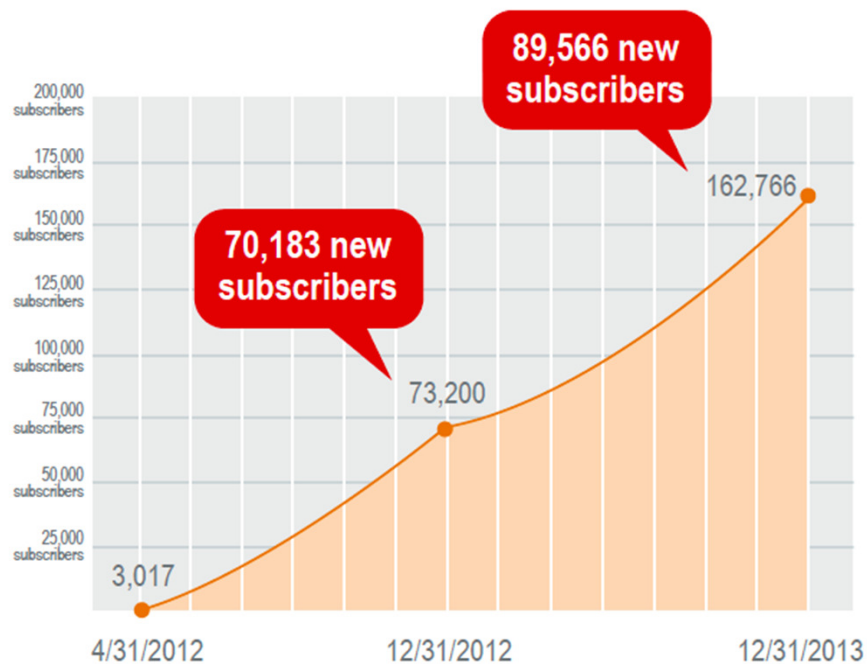
On average, **subscribers referred 2.5 friends** which generated 253 new members per center and **5,561 new subscribers** across the 22 participating centers.



FindTheScoop.com



Membership Growth and Cost Per Subscriber



Centers have experienced **substantial membership growth**. In a little over 18 months, the portfolio of centers **expanded its audience by 159,749 loyal shoppers** and JLL successfully **achieved the goal of reducing the cost per subscriber by more than \$20!**



Plaza Las Americas Social Customer Service



Plaza Las Americas
@elcentrodetodo

iDisfrútalolo! RT @lenamounier: Shoopig en @elcentrodetodo con la bestie



Ms. Lena Lavezzi
@lenamounier

“@elcentrodetodo: iDisfrútalolo! RT @lenamounier: Shoopig en @elcentrodetodo con la bestie” gracias la pasamos súper 😊

Plaza las Americas is the center of everythin

The thing I enjoy most is that I always find

Enjoy! RT @lenamounier: Shoopig at @elcentrodetodo with my bestie!

Thanks it was great!



elcentrodetodo: Plaza Las Americas es el centro de todo! Que es lo que mas disfrutas de PLAZA?

9:23am, Jun 03 from TweetAdder v4



ide1890: @elcentrodetodo Lo más que disfruto es que siempre encuentro algo, siempre encuentro todo! :)

10:24am, Jun 03 from Twitter Web Client

Plaza Las Americas Social Customer Service

Good Afternoon, what kinds of Vans shoes do you have?
 Hi Romano,
 We have multiple stores that sell Vans. Some of the
 Please call each store for more information.
 Journeys Phone Number: 787-777-0371
 Foot Locker Phone Number: 787-777-0371



Romario Ronzon

Jul 7th, 1:29pm

buenos tardes queria preguntar ¿que tipo de calzado tiene de vans?



Plaza Las Americas

Jul 7th, 2:19pm

Sent by Christina Estelle Garcia (?)

Hola Romario,

Hay algunas tiendas que venden Vans. Algunas de las tiendas que llevan Vans son: Journeys y Foot Locker.

Favor llamar a la tienda para más información.

Journeys Teléfono: 787-758-0170



Papaya Blonde @AnonimaPapaya · Jul 14

Hola @elcentrodetodo . Ninguna de sus tiendas tiene mi perfume de Salvatore Ferragamo @Ferragamo. Espero q cuando abra Mall of San Juan, sí.

Details

Reply Retweet Favorite More HootSuite



Plaza Las Americas @elcentrodetodo · 4h

@AnonimaPapaya En @Macys pueden ordenar la fragancia para ti. Perfumania también lleva a algunos de los perfumes Salvatore Ferragamo.

Details

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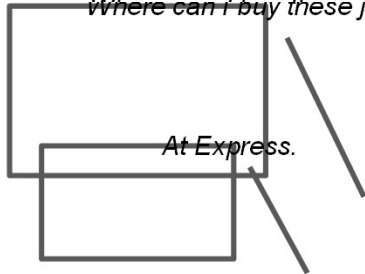
the stores in PLAZA sell my Salvatore Ferragamo perfume. I

's will order the fragrance for you. Also, Perfumania carries a

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Plaza Las Americas Social Customer Service

Where can I buy these jeans?



Plaza Las Americas
Posted by Christina Estelle Garcia (?)
March 7 · 16

Esta primavera, los estampados clásicos como rayas y polka dots están mostrándose en formas inesperadas. ¡como estos jeans de polka dots de Express, vistos en la revista Lucky!

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Anna Soto, Dayl Perdomo, Daly Luz Vazquez and 26 others like this.

Plaza Las Americas: Classic prints like stripes and polka dots are showing up in unexpected ways this spring, like these polka-dotted jeans from Express that were spotted in Lucky magazine!
Like Reply March 3 at 2:11pm

Náilo Ayala en qué Tienda
Like Reply March 7 at 5:36pm

Plaza Las Americas: Náilo en Express.
Like March 10 at 12:36pm

Write a reply... Write a comment...



María Laura

Mar 16th, 6:59pm

Hola! Please, estuve viendo la page, y aunque vi de todo, no encuentre nada relacionado al booth the Esencias (perfumes en aceites)...sera que tienen algun tipo de informacion sobre ellos?? Les agradecere...



Plaza Las Americas

Mar 19th, 9:27am

Tenemos una carreta llamada Extractos, la cual puedes contactar al 787-356-0476.



María Laura

Mar 19th, 9:27am

Graciass miiiii...lindo dia

I looked at everything, I couldn't find anything about the booth, Esencias (perfumes an



We have a cart called Extractos, you can contact them at 787-356-0476

Thanks a million! Have

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Opportunities - What's on the horizon



Strategy Planning & Content Planning



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