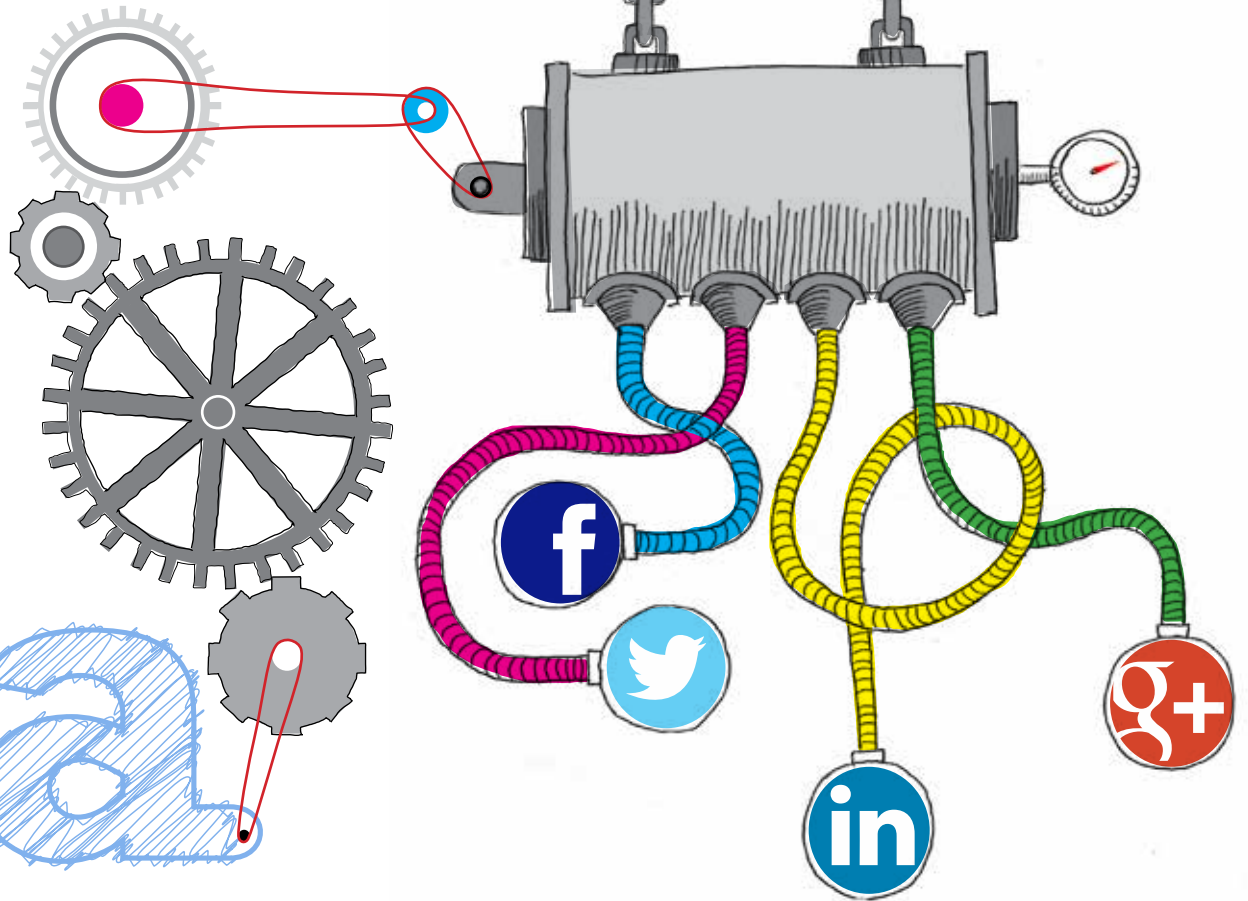


Social Media

Idea

Book

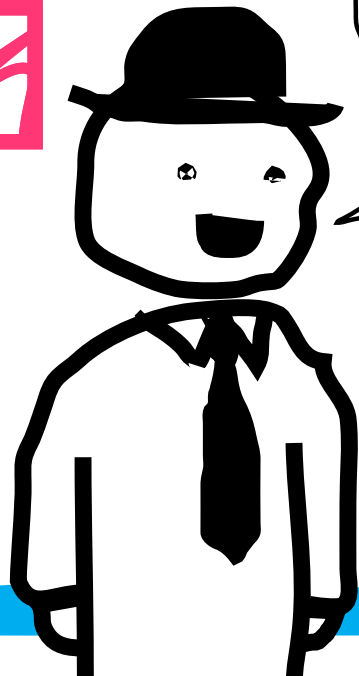


A collection of campaign ideas using social media marketing.



inspiring ideas to boost your social marketing

We've tried and tested these ideas with our clients, and now we want to share them with you. The best thing is that they're ideas anyone can use, you don't need to be an expert to put them into practice. Whether you're already using social media, or are looking for a great reason to get started - we hope you'll find it useful.

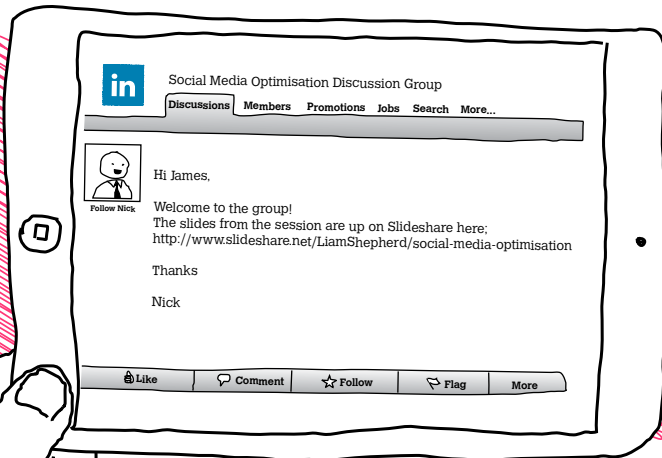


1 Ideas for events & conference organisers

Squeeze more value from your events

Private LinkedIn Groups around a conference, speaking event or exhibition are perfect for taking offline events, online.

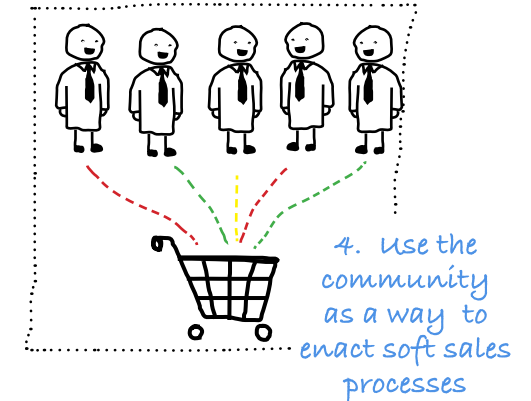
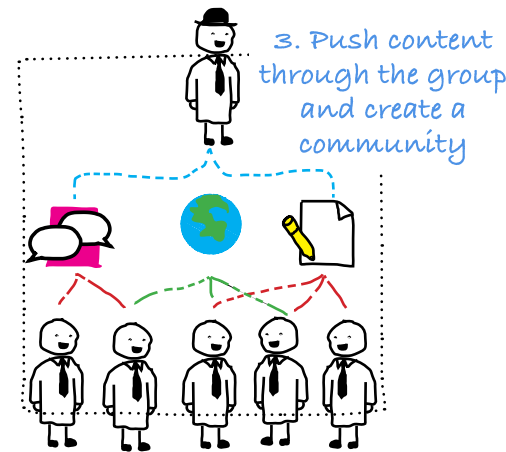
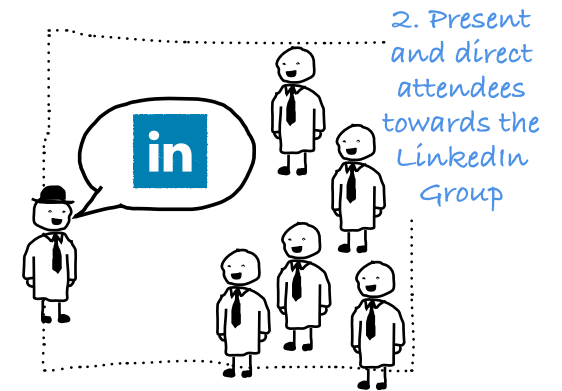
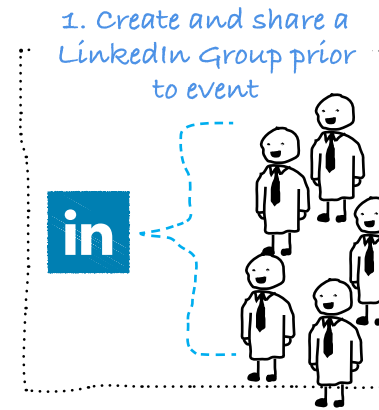
You can then use this to push slide decks, hold a follow up Q&A session and to encourage conversation and debate. With their data in the pot, you can then subtly market to them.



A user's LinkedIn profile contains...

- Contact info
- Company & position
- Market/Sector
- Mutual contacts

This makes it a valuable data capture opportunity.



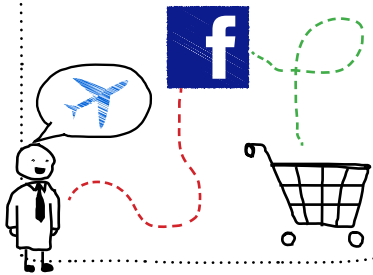
Why it works...

- LinkedIn Groups are an effective and trusted way to gain genuine contact info
- Maximises data capture after an event with minimal effort for the end user
- Makes it easier to move people along the sales pipeline
- Adds value to conference appearances
- Sets you up as an authoritative source of valuable information

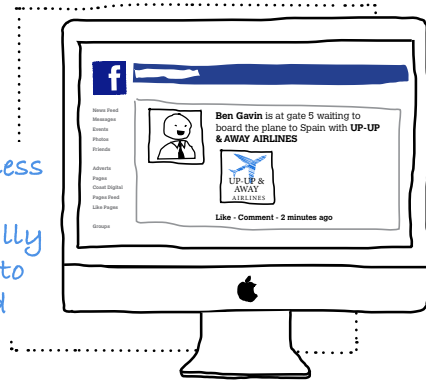
2

Ideas to explode the visibility of your offering

1. Your user completes an action via a logged in state



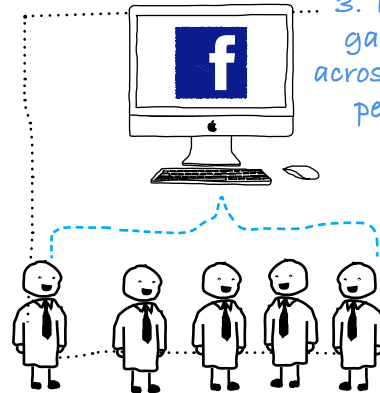
2. Frictionless sharing automatically adds this to their feed



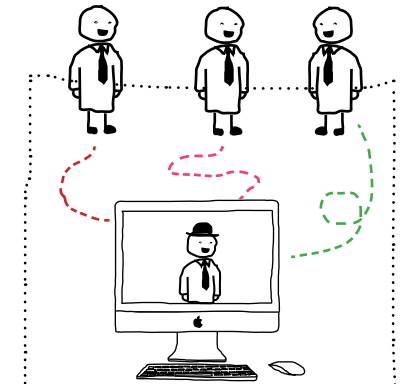
Working with a client that conducts mock driving theory tests for customers, we had the idea of using Facebook frictionless sharing to automatically share a user's score if they passed. This would put the offering right in the eye-line of a well defined peer group (17-19 year old learner drivers) greatly enhancing its reach.

There are other ways to use frictionless sharing though, Spotify already do it with users' music, it could even be used for holiday bookings or product wish lists.

3. The action gains reach across the user's peer group



4. Qualified traffic to your website



How could you use this?

- * Online calculators
- * Health Checks/Weight Loss
- * Fantasy Football
- * Revision
- * Holiday bookings
- * Product Wish lists

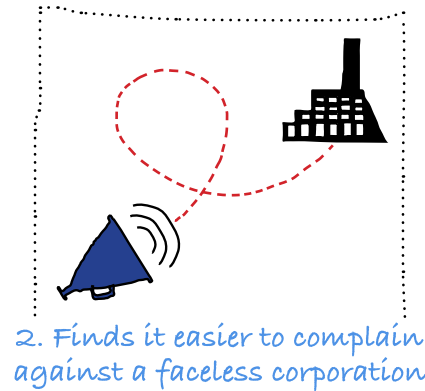
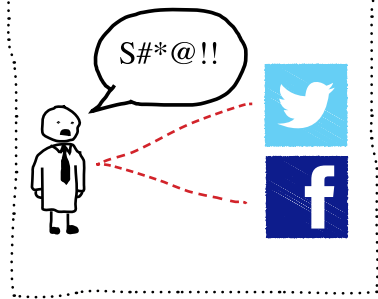
Why you should try it...

- Exposes your site to a peer group with similar interests and tastes
- Raises your profile within a specific user group and demographic
- Brings qualified traffic to your website
- Encourages a peer community to interact with you socially

3

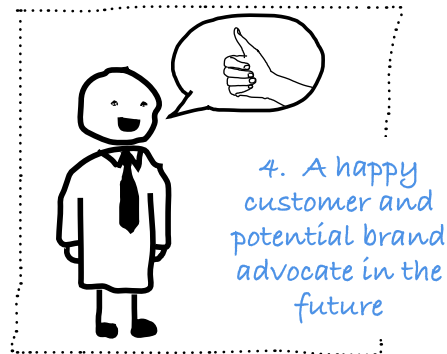
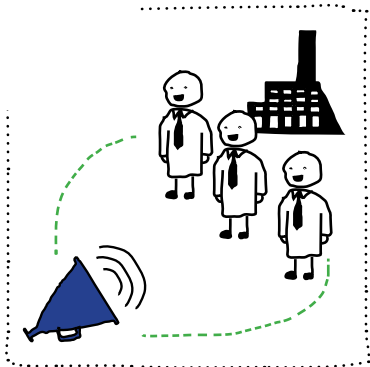
Ideas that give customer service a personal edge

1. Angry customer takes to social media to complain



2. Finds it easier to complain against a faceless corporation

3. Use elements of a faceless corporation



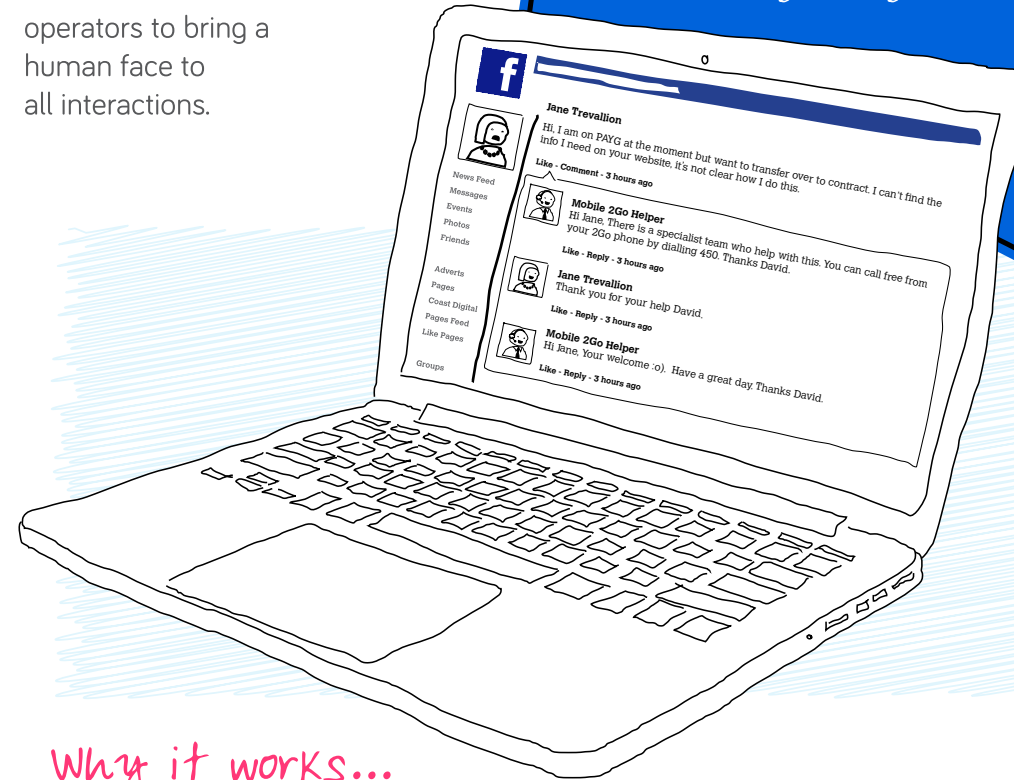
4. A happy customer and potential brand advocate in the future

Use real people

Instead of answering customer service enquiries on Facebook or Twitter with your brand name, try using the names of operators to bring a human face to all interactions.

*Use Private Messaging (PM)
Remove complaints from the public domain as quickly as possible*

*Use a positive message like:
"So we can deal with the matter quickly, please PM us your contact details and we'll get straight to it"*



Why it works...

- You interact with people in their territory
- People find it easier to rant at a faceless entity, humanising the conversation minimises this
- Positive interactions build trust and in the long term, create an upselling opportunity

4 Ideas for building online communities

Why you should try it...

- Appeals to specific user groups
- Builds a community
- Captures data through a valuable exchange
- Makes distributing content easier
- Sets you up as a knowledge leader and trusted source
- Enhances brand reputation in the long term
- Allows you to court your target audience

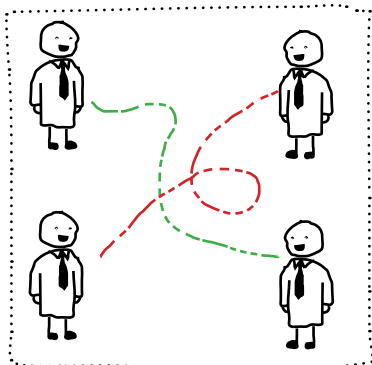
Build a socially powered knowledge centre

Social media encourages two-way engagement with audiences, so why not use this to your advantage by creating an online space that hosts this discourse?



If you ask for registration you can lock in your target audience, creating a peer community that shares knowledge and provide personal connections to experts.

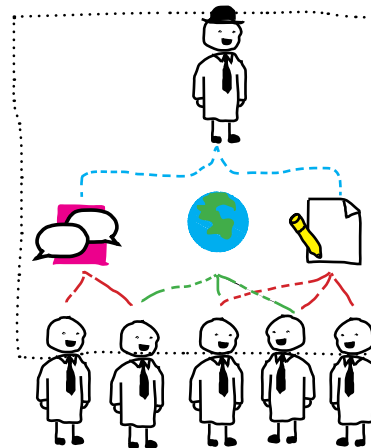
Tip: Google+ Hangouts
Use free Google+ Hangouts for seminars/discussions to really spark debate amongst the community in real time.



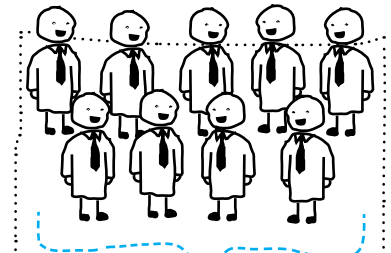
1. Take an existing, disparate community



2. Create an online environment, using social media to target and include your audience



3. Lead the community and engage like never before through multiple personal connections



4. You now have like minded users in your direct sphere of influence

5

Ideas that bring new meaning to market testing

Why not try putting power in the hands of your customers? You could use a poll or contest across social media platforms to make a product or service decision.



How about....

"Tell us what shoes you'll be buying this summer and we'll stock them"

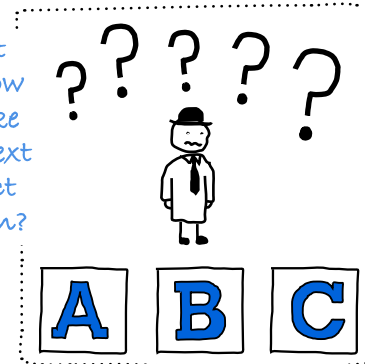
"We're creating a new bundle, choose from Option 1, 2 & 3 and we'll make the most popular."

"Poll: Which of our new logos do you like most?"

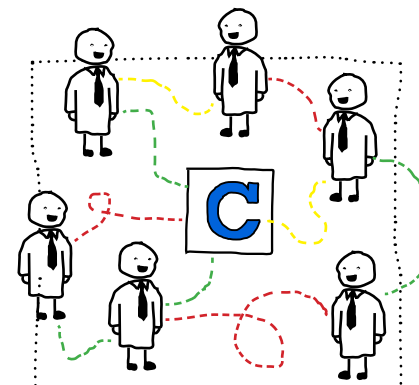
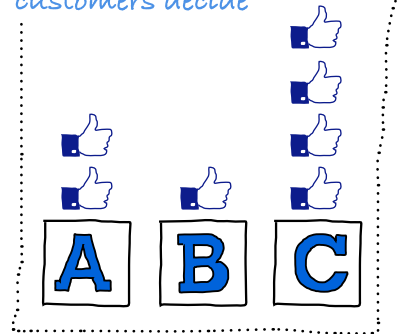
Why it works...

- Gives your customers a voice
- Bases decisions on genuine customer insight
- A cost effective form of research
- Can grow to enhance your exposure significantly
- Long term, it boosts sales and drives revenue

1. Not sure how to make your next product decision?

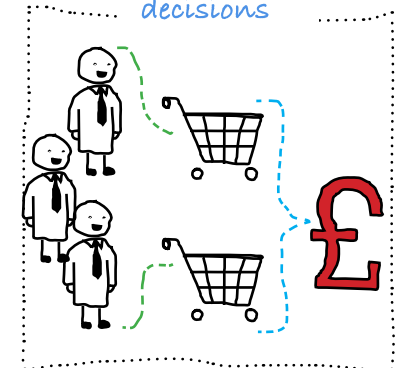


2. Use social channels to let your customers decide



3. Enhances engagement with customers for brand and products

4. Increases exposure, promotes product and improves product decisions



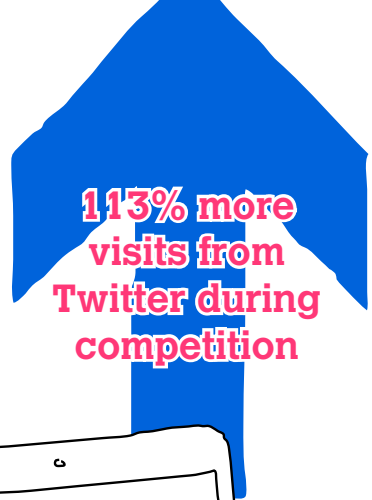
6

Ideas for competitions that deliver serious results

For a security client we repurposed surplus branded personal alarms for a twitter competition around personal safety. Users chose and retweeted stats for a chance to win.

By choosing a serious topic, the competition led to positive endorsements from police forces, universities and safety charities, which improved the reach and also created valuable affiliations for the brand.

Top Tip
Be clever with your competition and give customers something to think about. Rather than simply opting for "retweet to win" give them choices, encourage creativity, research or even ask for photos.



Why competitions work...

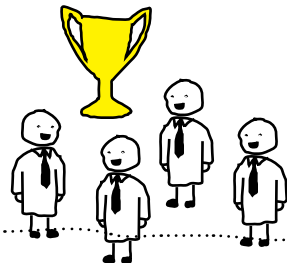
- Helps to build brand awareness and drive traffic
- Opens up new customers and markets
- Positioned correctly, offers the chance to affiliate with major organisations leading to brand endorsement
- Helps to build likes and a social community around your business



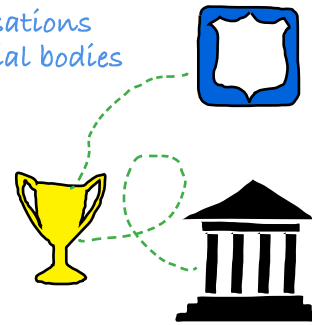
1. Got any spare products laying around?



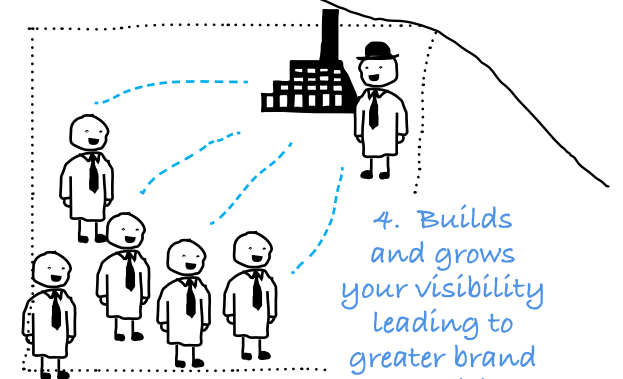
2. Hold a social competition to giveaway products



3. Affiliate the competitions with organisations and official bodies



4. Builds and grows your visibility leading to greater brand recognition



7

Some of our ideas in action

Click on the links to read how these firms have harnessed social media to deliver serious business results.



Morgan Ceramics Blog



EWA



Gtech



SSAFA

A chat with us costs nothing...

If you'd like to know more about these examples, call Ross or Lewy on 0845 450 2086



We help businesses get tangible results from social media every day...

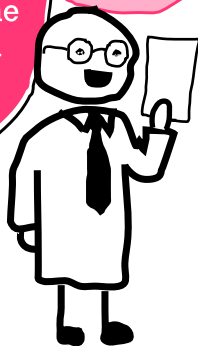
Here's 3 ways we could help you...

Qualify your opportunity

A 6 week analysis of brand, industry and competitors. We'll identify and define the specific commercial opportunity for you.

From
£2,000

Click for
more info



Fully managed social media campaigns

Let us take care of everything from long-term campaign objectives, day-to-day running and performance reporting.

From
£1,500
pm

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The social media starter kit

We'll create your social action plan, identify your most productive channels and set meaningful metrics in 5 days.

Typically
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