

A scenic view of the Boston skyline across a body of water, likely the harbor. The sky is blue with scattered white clouds. The water is dark blue with some ripples and a small island with green trees in the foreground. Several sailboats are visible in the harbor. The city buildings are a mix of modern glass skyscrapers and older brick buildings.

SOCIAL NETWORKS AND THE INNOVATIVE MARKETING STRATEGY

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WHY HAVE PEOPLE WANTED CONNECTION?



**FIRST PORTS THEN RAIL
CITIES WANTED
TO BE NEXT TO THE “ACTION”
CONNECTION- MEANT PROSPERITY**

WHAT NETWORKS DO

50s Networks Families Together
Move to Work

Highways: new destination
Visit Friends/ Family



TV PROVIDED
SHARED CULTURAL VALUES /
similar viewer profile

Japanese Yankee fan

LOCAL

GLOBAL

Yankees

Networks Erode Distance
Changes the Meaning of Time (24/7)
Reduces Significance of Distance

THERE ARE A LOT OF SOCIAL NETWORK WHO IS IN THE GAME?

- Cyworld
- Facebook
- Friendster
- Hi5
- Hyves
- Iwiw
- Lidé
- Maktoob
- Mixi
- MySpace
- Nasza-klasa
- Odnoklassniki
- One
- Orkut
- QQ
- Skyrock
- V Kontakte
- Wretch
- Zing

Countries	SNS #1	SNS #2	SNS #3
Australia	Facebook	MySpace	Twitter
Canada	Facebook	MySpace	Flickr
China	QQ	Xiaonei	51
France	Facebook	Skyrock	MySpace
Germany	Facebook	StudiVZ	MySpace
Italy	Facebook	Netlog	Badoo
Russia	V Kontakte	Odnoklassniki	LiveJournal

10 Highest % Countries

1. United States
2. Brazil
3. India
4. Indonesia
5. Mexico
6. United Kingdom
7. Turkey
8. Philippines
9. France
10. Germany

10 Fastest Growing Over Past Week

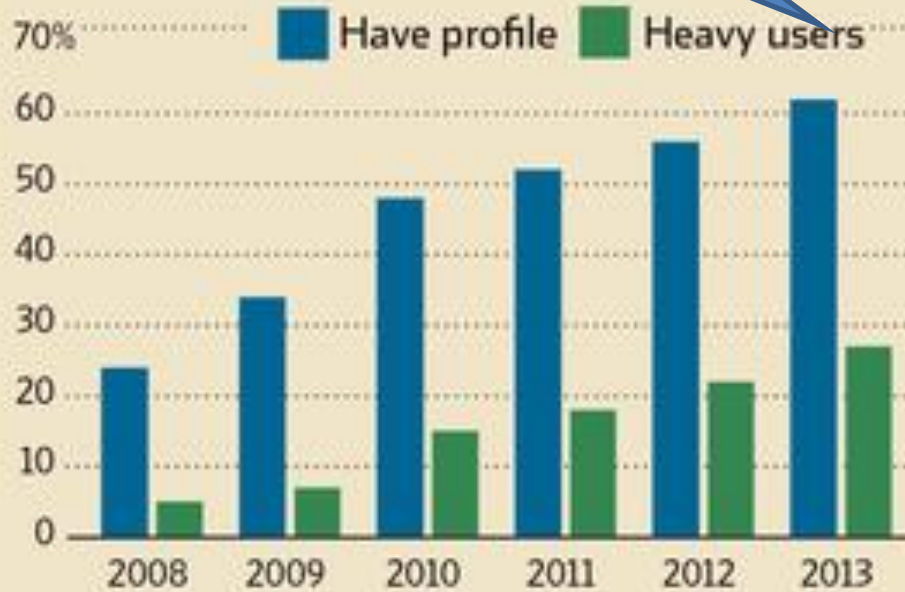
1	Brazil	2.19 %	1,030,580
2	India	1.05 %	481,960
3	Mexico	1.22 %	405,680
4	Vietnam	9.38 %	377,820
5	Indonesia	0.74 %	314,220
6	Japan	3.35 %	291,640
7	Canada	1.23 %	222,340
8	Thailand	1.32 %	185,440
9	United Kingdom	0.55 %	169,700
10	Serbia	4.61 %	141,060

The Social Scene

Social networking's steady growth continues, with Facebook by far the most popular site

Reaching Out...Again and Again

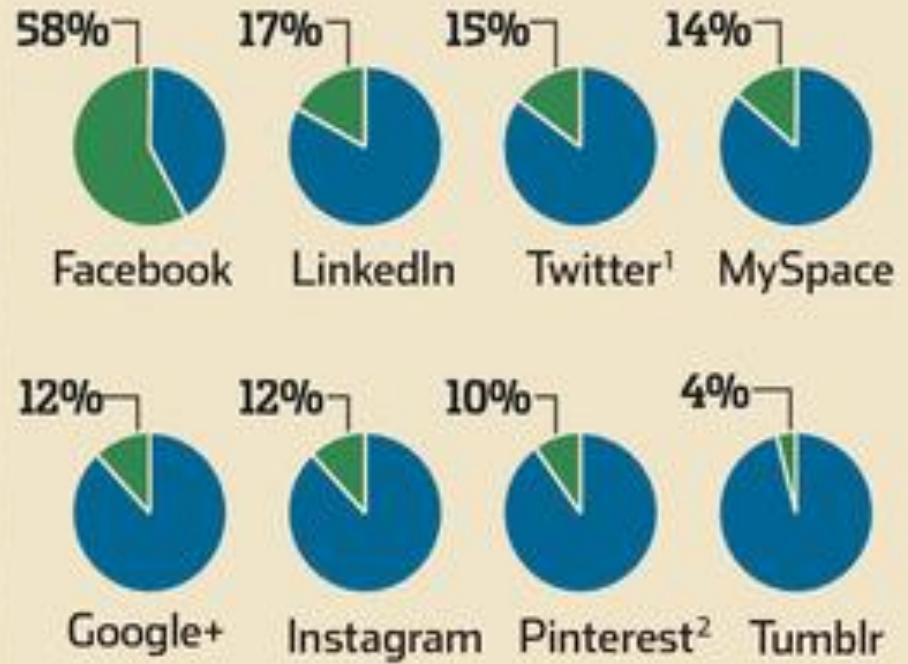
Percentage of surveyed Americans age 12 and older who currently have a profile on any social network, and the percentage of those surveyed who use social-networking services several times a day.



Source: Arbitron Inc. and Edison Research

Facebook Dominates

Percentage of surveyed Americans age 12 and over using each social-networking service



¹ever use

²have Pinboard

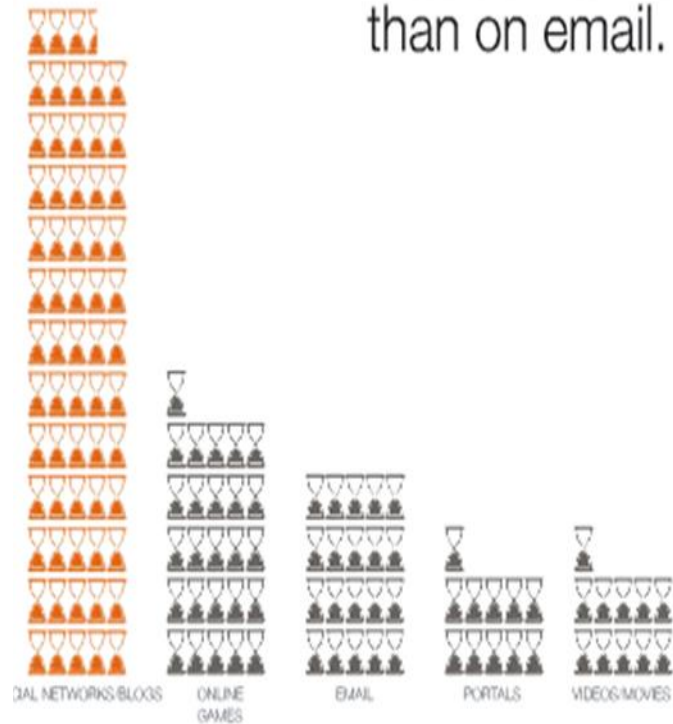
The Wall Street Journal

VISITING SOCIAL SITES IS NOW THE 4TH MOST POPULAR ONLINE ACTIVITY—AHEAD OF PERSONAL EMAIL.



1 out of every 8
minutes online
is spent on Facebook.

US Internet users spend
3x more minutes on blogs
& social networks
than on email.



2/3 OF THE GLOBAL INTERNET POPULATION VISIT SOCIAL NETWORKS

2/3

of marketers say their company blog is **“critical”** or **“important”** to their business.

40% of Facebook's user base is age 35+.

1/3 of US consumers spend **three or more hours** online every day.

3 OF 4 AMERICANS USE SOCIAL TECHNOLOGY

The number of marketers who say Facebook is **“critical”** or **“important”** to their business has increased

83% in just two years.

67% of B2C companies and 41% of B2B companies have **acquired a customer** through Facebook.

We're

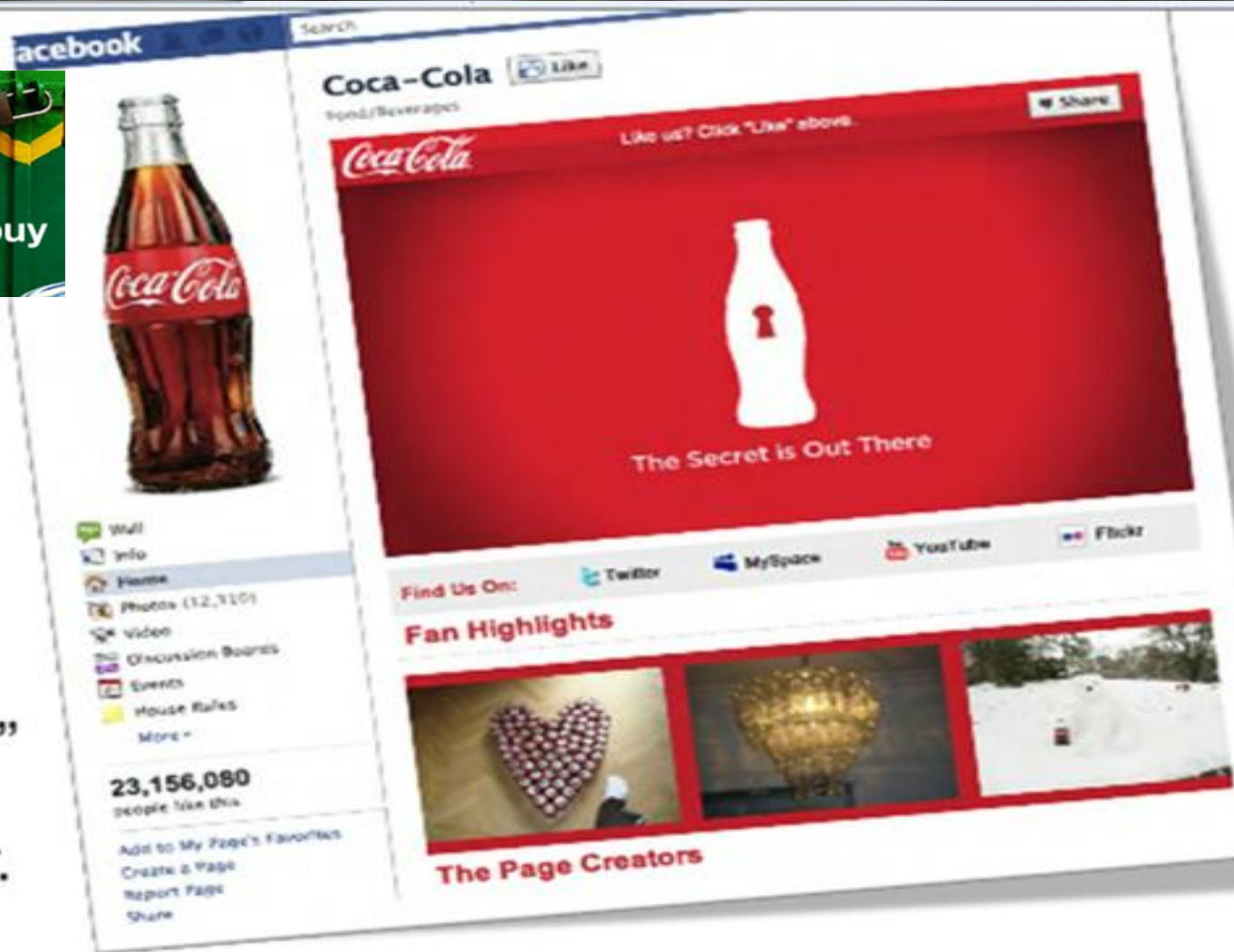
93% OF SOCIAL MEDIA USERS BELIEVE A COMPANY SHOULD INTERACT THROUGH SOCIAL MEDIA.

Cone, Business in Social Media Study, September 2008

51%

of Facebook fans are **more likely to buy** the brands they fan.

64% of Facebook users have become “fans” of **at least one** company.

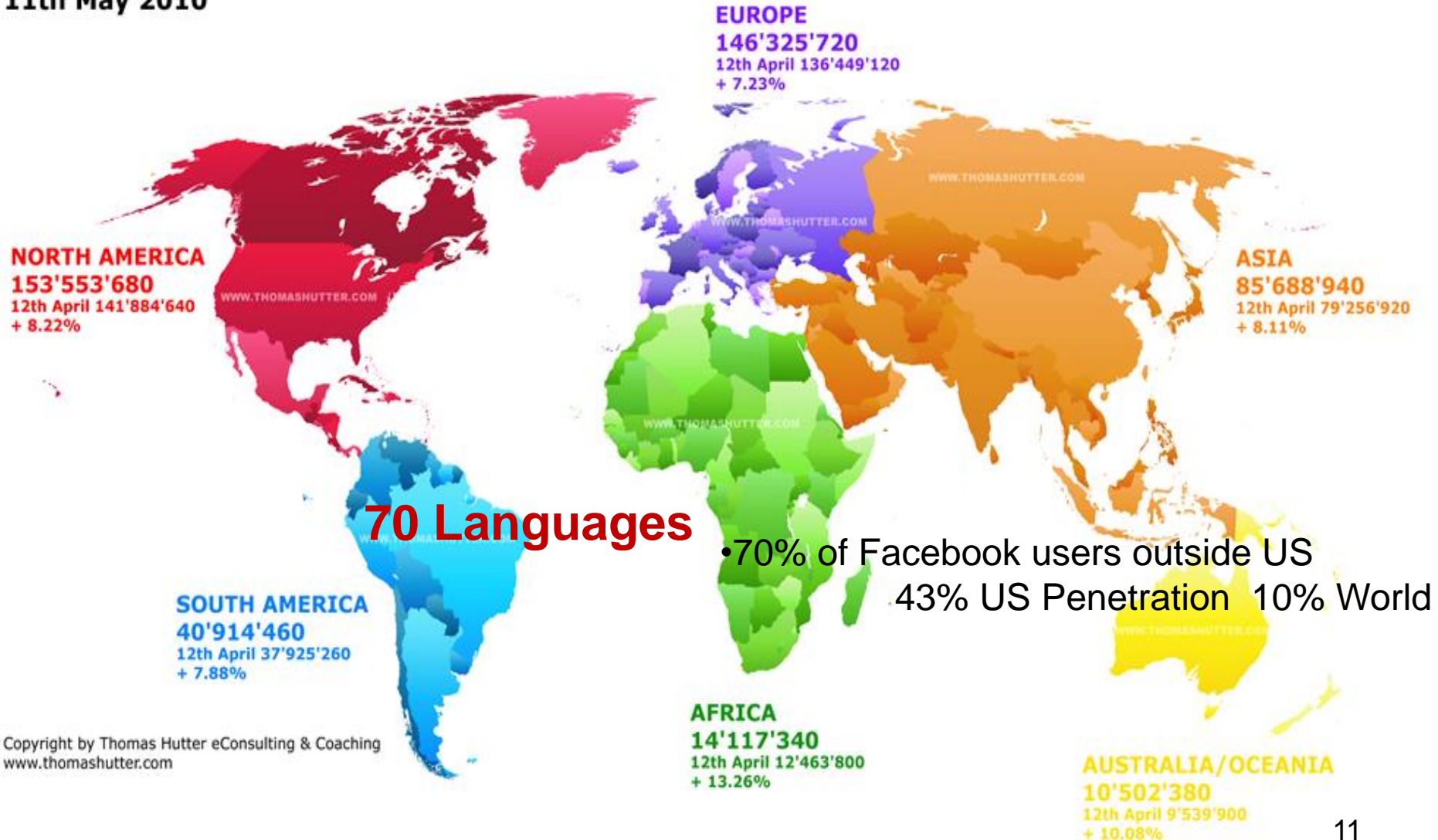


Facebookistan

Rapidly Becoming largest "Nation" in World

FACEBOOK WORLD USER MAP

11th May 2010



•People spend over 700 billion minutes per month on Facebook

SOCIAL POWER ?

METCALF'S LAW

The “**Value**” or “**Power**” of a Network increases in proportion to the Square of the number of Nodes on the Network

$$10^2 \left| \begin{array}{c} \text{Person} \end{array} \right. = 100$$

JUST ADD 1

$$11^2 \left| \begin{array}{c} \text{Person} \end{array} \right. = 121$$

Network can quickly mass members
so a one time bad experience
can reach 1000s of consumers in minutes

PROSUMERS

Active - Engaged

THE “GOOD NEWS” “BAD NEWS”



\bar{X} will pass on
good experience

\bar{X} will tell Bad experience



UNITED BREAKS GUITARS

http://www.davecarrollmusic.com/

web

1

3

Dave Carroll Music

Check out out the "Store" for Dave's re-released solo album "Perfect Blue" with 3 bonus tracks from the United Breaks Guitars trilogy

Social Networks
MOVE THE POWER
TO THE PEOPLE



Free Song & eNews



Looking for something? Go

TO NOT PAY ATTENTION TO SNW IS LIKE SWIMMING WITH SHARKS

Home About Dave Music United Breaks Guitars Trilogy Dave's Recent Post Perfect Blue - Buy Now Dave's Gallery

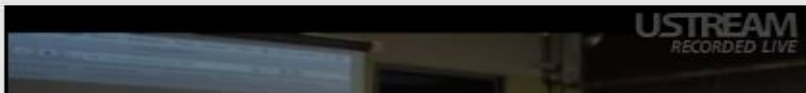
United Breaks Guitars Song 3!

NO COMPANY IS SAFE FROM EVEN A SINGLE UNHAPPY CONSUMER



• \$150
• over 100 million people learned Dave's story
• Estimated video cost United Airlines over \$180 million.

Thanks to everyone who joined us for the live webcast and launch party for UBG Song #3. If you missed the show you can catch the full replay here:



Dave's Recent Post
United Breaks Guitars Three: The Finale
United Breaks Guitars Three: The Finale has been just under 8 months since the release of United Breaks Guitars and with the release of UBG 3 I've kept my promise to write a blog and make 5 videos about my customer experience with United Airlines. My goal in committing to this project was to place the videos on YouTube and attain 1 million hits in one year with the 3 videos combined.
Continue reading this post | 4 Comments »
Dave's Gallery

Perfect Blue - Buy Now
BONUS: All THREE United Breaks Guitars singles!
Purchase at Dave's Store
Songs: Perfect Blue and UBG
View All Music



Connect with Dave
Facebook, MySpace, YouTube, Twitter

14

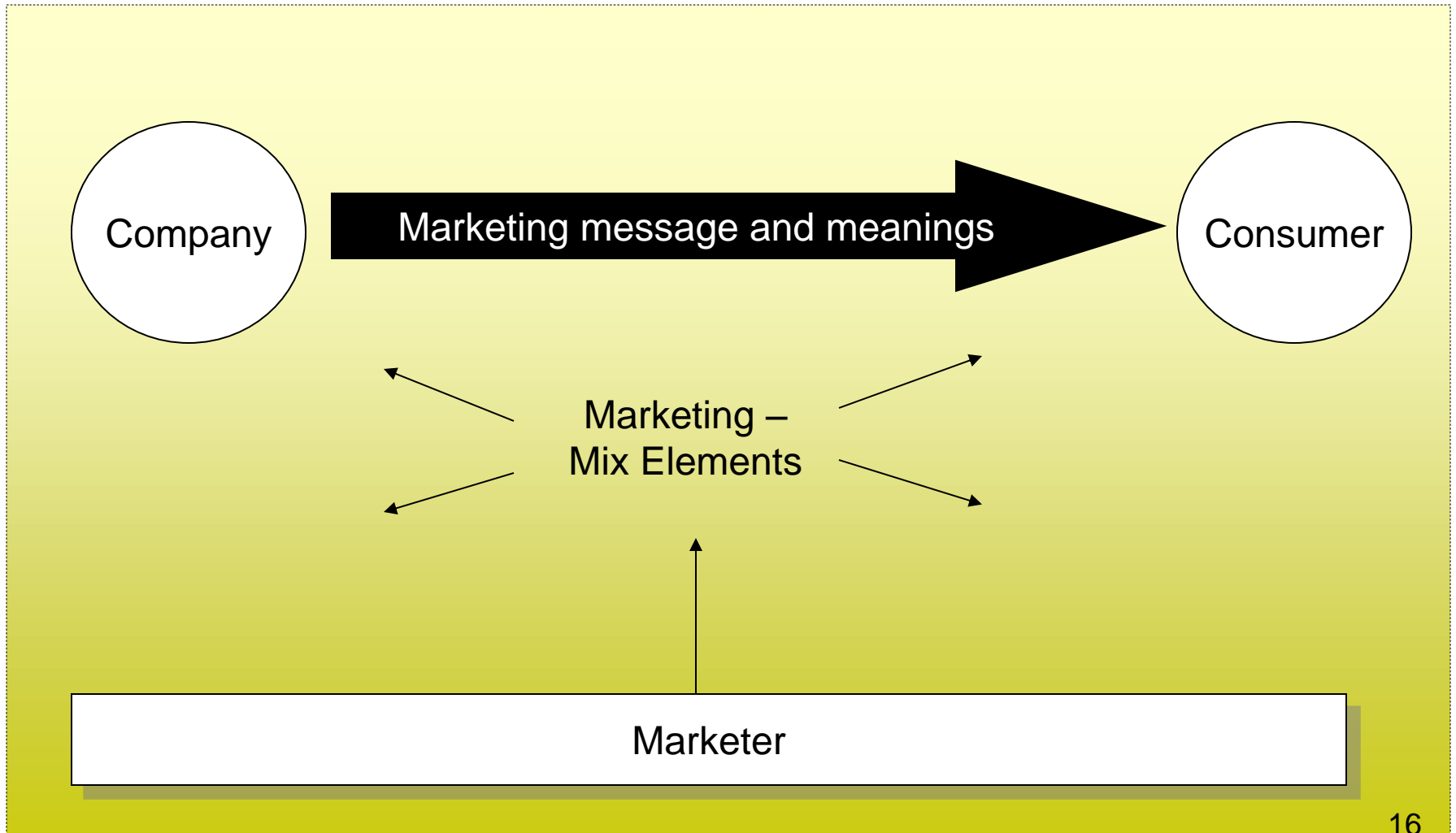
“You can’t engage NEW Marketing STRATEGY with old 4 “P” thinking.”



**Price Place
Product Promotion**

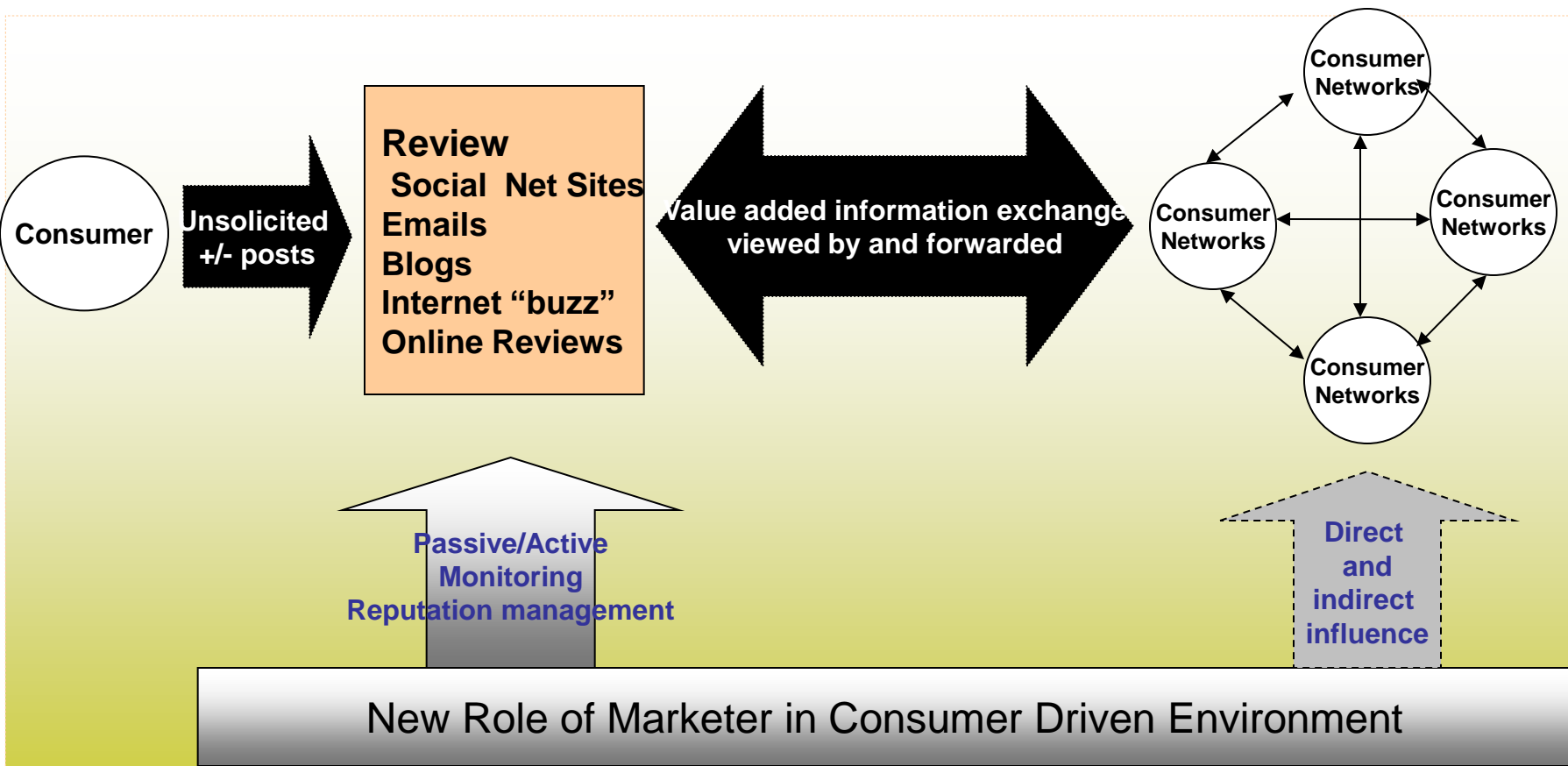
BTW: HOPE IS NOT A STRATEGY.

Traditional “OLD” 4Ps Marketing Model



Networks Control the Message

Customer Initiated Model



OUR RESEARCH INDICATES LITTLE OF THIS HAPPENING



SOCIAL NETWORKS ARE 2 WAY

- **FINDING YOU**
- **GETTING FOUND**

OUTBOUND VS INBOUND



Interruption

Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads



PERMISSION BASED
NOT INTERRUPTION BASED

INBOUND MARKETING

- SEO
- BLOGGING
- SOCIAL MEDIA
- DATA MINING
- TWITTER RELATIONSHIPS
- DRAWING ATTENTION

DATABASE INFORMATION ITSELF IS NOT VALUE

Net SAAver®

American Airlines®
AA.com



Dear Kip Becker,

Reservations

Award Booking

My Account

Fare Sales & Offers

Kip Becker, AAdvantage® Number: Y223202

LAST CHANCE! U.S. FLIGHT SALE ENDS THURSDAY.

[Book Now](#)



Net SAAver® Fares

Weekend Getaway Deals For Next Weekend From **Boston, MA**

[Change Home Airport](#)

We have selected markets that may interest you since there aren't any Net SAAver fares from **Boston, MA** for travel next weekend.

From:	To:	
Chicago O'Hare, IL (ORD)	New York LaGuardia, NY (LGA)	\$64*
Chicago O'Hare, IL (ORD)	Memphis, TN (MEM)	\$114*
Dallas / Ft. Worth, TX (DFW)	Ft. Walton Beach, FL (VPS)	\$114*
Dallas / Ft. Worth, TX (DFW)	Vancouver, BC (YVR)	\$158*
Dallas / Ft. Worth, TX (DFW)	London Heathrow, United Kingdom (LHR)	\$309^
Los Angeles, CA (LAX)	Austin, TX (AUS)	\$115*
Miami, FL (MIA)	Freeport, Bahamas (FPO)	\$64^
Miami, FL (MIA)	Georgetown, Grand Cayman Island (GCM)	\$104^
Miami, FL (MIA)	Houston Bush Intercont'l, TX (IAH)	\$110*
New York Kennedy, NY (JFK)	Paris Charles De Gaulle, France (CDG)	\$295^

Prices above are each way, based on round-trip purchase.
Taxes, fees and conditions apply.

*U.S. And Canada Fares For Next Weekend
Purchase by Friday, April 2, 2010.
Travel is valid 4/9/10 through 4/13/10.

[View All & Book](#)

Net SAAver News



We've designed a variety of tools to enhance your travel experience from online to in the air, and they can all be accessed on AA.com.

[View Complete Details](#)

Bonus Travel Offers

[Double Miles Between Chicago And Upstate New York](#)

[Bonus Miles Between New York And Costa Rica](#)

[Double Miles Celebrating New Routes To/From Chicago](#)

[View All Bonus Mile Offers](#)

WHAT MY ABOUT METRICS?

WHAT ARE THEY THINKING?



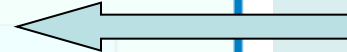
Book Fares That Fit Your Budget Now!

- [Book your tickets](#) by March 11, 2010.
- Travel to and from Florida, San Juan, Aruba, Montego Bay, and Cancun is valid from April 6 through November 16, 2010.
- Travel to all other destinations is valid through November 16, 2010.
- 10-day advance purchase required.
- Lowest sale fares are valid for travel on Mondays, Tuesdays, Wednesdays, Thursdays and Saturdays.
- Additional sale fares are valid for travel on Fridays and Sundays.

Sale fares* between [Boston](#) and:
All fares are one-way, no roundtrip required.

[Update your preferred airport](#)

Akron/Canton	\$69
Aruba	\$194
Atlanta	\$89
Baltimore	\$54
Bloomington/Normal	\$104
Branson	\$104
Cancun	\$89
Charlotte	\$79
Chicago (Midway)	\$84
Columbus	\$79
Dallas/Ft. Worth	\$77
Dayton	\$69
Denver	\$104
Des Moines	\$134
Detroit	\$109
Flint	\$119
Ft. Lauderdale	\$75
Ft. Myers	\$76
Grand Rapids	\$119
Gulfport/Biloxi	\$89
Houston (Hobby)	\$97
Indianapolis	\$69
Jacksonville	\$69
Kansas City	\$88
Key West	\$147
Las Vegas	\$94
Los Angeles (LAX)	\$94
Memphis	\$104
Miami	\$94
Milwaukee	\$74
Minneapolis/St. Paul	\$79
Moline/Quad Cities	\$110



**PRODUCTS
FINDING YOU**

Search and Book

Travel: Round Trip One-way

From:

To:

Departing:

Returning:

Passengers: [Advanced Search »](#)

search

Problems with this form? Visit [AirTran.com](#).
Or search [en español](#).

**Universal Orlando® Resort - Buy 3
Nights, Enjoy 2 More Nights FREE!**



Your readers are *Characters*

Know The Characters in YOUR STORY

- Who are the main players?

- Do you REALLY Know them?

What do they look like?

What Do they Like and Want?

** PERSONA Development

WE ONCE TOLD STORIES
WE THEN "TOLD" PEOPLE
TELL STORIES AGAIN

Give Consumer something

SO interesting that they
want to share it with
everyone they know"

CONTENT = CONVERSATION

13 HOURS

The amount of video uploaded to YouTube every minute.

412.3 YEARS

The length of time it would take to view every YouTube video.

100,000,000

The number of YouTube videos viewed per day.



STOP THINKING "CAMPAIGNS"

THINK "CONVERSATIONS."



Social Media = Cocktail Party

Meet people and **start conversation**

- Become a **real** member of the community
- **Add value to the Community**
 - Ask and answer questions
 - help others
- **More effective than live parties**
 - No boundaries of time or space
 - Other people can listen in easily
 - Trust others - Seek their inputs/ Advice

RULE #1: LISTEN



RULE #2: ENGAGE



RULE #3: RESPECT





RULE #1: LISTEN

Welcome, Guest

Sign In
to share, vote
& discuss

SIGN IN

search

CATEGORIES

PRODUCTS

Coffee & Espresso Drinks 14,520

Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple-we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



share

Post your Starbucks Idea - from ways we could improve to



vote

Check out other people's ideas and vote on the ones



discuss

Talk about ideas with other customers and our



see

This is the proof. See which of your ideas were the most popular and watch how we take action.

Starbucks lets patrons discover and solve conflict
www.mystarbucksidea.com

MOST RECENT IDEAS

Flavor of Coffee Drinks 8 Minutes(s) Ago

EXPERIENCE

Ordering, Payment & Pick-Up 3,861

Atmosphere & Locations 6,440

Our Partners (Employees) 1,321

Other Experience Ideas 3,933



QUESTION OF THE DAY

REVERSE MARKETING- ENGAGEMENT

twitter

Home Profile Find People Settings Help Sign out



JetBlue

Follow

Lists

Settings

Name JetBlue Airways
Location 11375
Web <http://www.jetblue.com>
Bio Have a question? Follow us and let us help! - Currently on duty: The @JetBlue/team list below
116,454 following 2,012 followers

Tweets 1,506

Favorites

Lists
[@JetBlue/crewmembers](#)
[@JetBlue/team](#)
View all

Actions
[block JetBlue](#)
[report for spam](#)

Following

RULE #2: ENGAGE

[@justinlevy](#) aw shucks, you're more than welcome.

about 1 hour ago from CoTweet in reply to justinlevy

[@jaunted](#) gotta tell you - the #AYCJ tag was a customer invention, we just embraced it.

about 1 hour ago from CoTweet in reply to jaunted

[@tomdeierlein](#) we generally load the planes back to front but give our agents the discretion to make the decision.

about 5 hours ago from CoTweet in reply to tomdeierlein

[@shanecottle](#) I'm assuming above 10,000 ft of course (as electronics should be off below) :) - what app for the effect? ^MJ

about 12 hours ago from CoTweet in reply to shanecottle

LADY GAGA

POKER FACE

A close-up photograph of Lady Gaga. She has short, straight blonde hair and is wearing a vibrant red, draped garment. Her right hand is pressed against her forehead, and she has a somber or thoughtful expression on her face. The background is dark, making her and the red dress stand out.

Mother Monster remembers the **customer always comes first**. Let your audience contribute to your success

Billion YouTube channel views
30 million Facebook likes
“Queen of Twitter.”

Appreciate the importance of your current network. Finding new connections should be secondary to maintaining existing relationships

LESSONS FROM THE LADY!

SOCIAL NETWORKSRULE

“Your brand is what Google says it is, not what you say your brand is.”



- Chris Anderson, *Wired* Magazine editor