



Leveraging Social Media to Convert Customers to Advocates

How to Identify and Nurture Advocacy

Esther Lim, Crimson Consulting Group

Social Media as a Customer Recognition Program

Media Influence

Product Categories Determine the Media Which Influence Consumer Purchases

Which media influence your purchases? – Adults 18+

	Electronics	Clothing
Direct Mail	20.6%	23.4%
Email Advertising	22.9%	18.0%
Coupons	22.6%	23.9%
Magazines	29.0%	28.3%
Newspaper	20.2%	19.1%
Newspaper Inserts	28.9%	28.4%
Internet Advertising	23.7%	15.1%
Yellow Pages	7.0%	3.9%
Outdoor Billboards	6.2%	5.8%
Radio	16.9%	7.9%
Satellite Radio	7.2%	2.0%
Web Radio	5.0%	1.7%
TV/Broadcast	28.6%	22.4%
Cable	20.9%	14.8%
Word of Mouth	45.1%	33.2%
Read Article on Product	37.8%	12.9%
Instore Promotion	28.8%	31.2%
Picture Phone/Video Phone	7.1%	2.8%
Instant Messaging	6.1%	2.5%
Blogging	5.7%	2.2%

Source: BIGresearch SIMM10

Starting a Social Media Program?

- According to a recent Big Research Finding, Word of Mouth accounts for 45% of why people purchase a particular electronic or retail product
- The best way to leverage advocates is to recruit them to participate in blogs, boards, forums and communities where your product or service is discussed

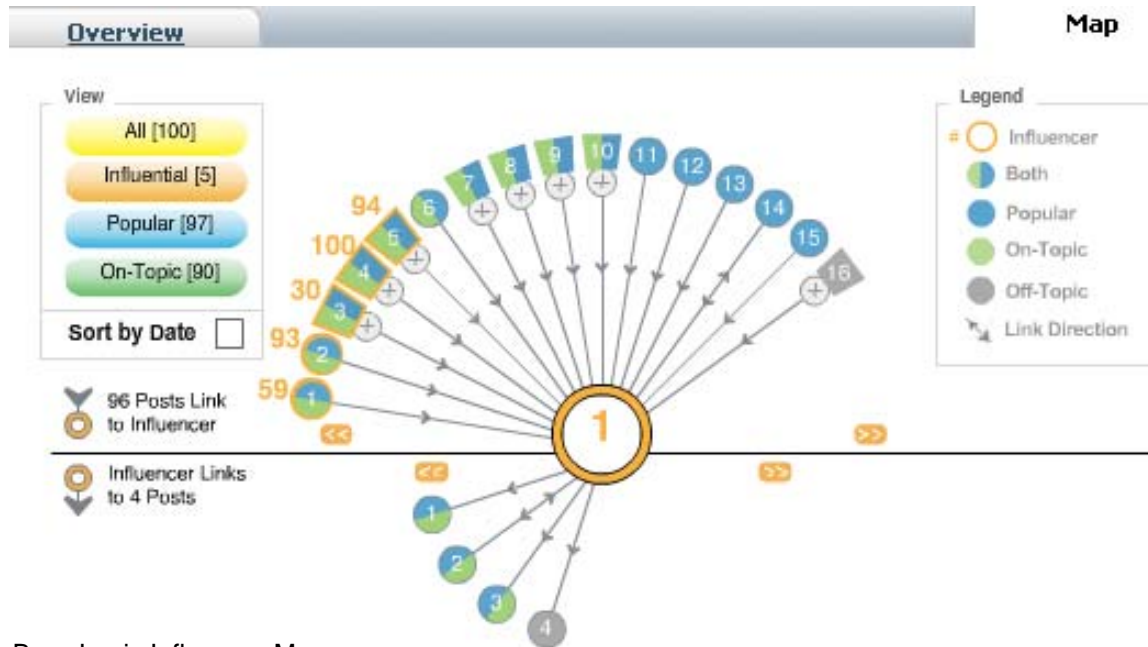
How do you start such as program?

- Know where to look for brand advocates
- Learn how to identify influencers
- Understand what motivates an advocate
- Recognize through engagement
- Reward Participation

Profile of a Brand Advocate

- Actively participates on blogs, boards, forums, communities
- Blog or posts on a regular basis ...usually 2-3 times a week
- Typically has a strong opinion/position about a certain subject matter

Characteristics of an Influencer



Buzz Logic Influencer Map

- Tends to be well known, mentioned and/or linked to by other members in the community or blogosphere
- Has a high number of views or readership to their blog or post
- Has a high number of comments/dialog surrounding their posts

What Motivates the Advocate?

- They want to be acknowledged
- Consider themselves knowledgeable about their subject (s) of interest
- Likes to be “in the know”
- Wants to be perceived as an early adopter, trendsetter and expert

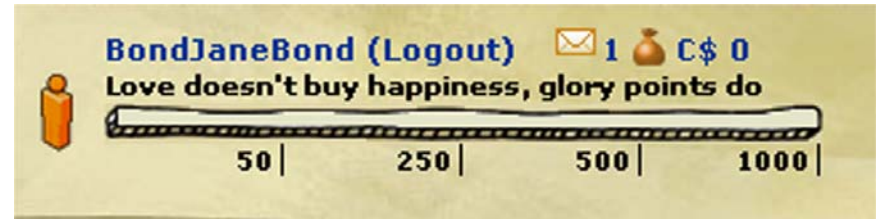


Recognize through Engagement

- Recruit them to post or blog for you
- Ask for their opinions
- Include them in the process by leading a conversation, or acting as ambassador to board/forum or community
- Make them feel like they are contributing to the solution by helping to identify other potential advocates for the brand

Recognition Tactics

- Recognize participation with props, badges, ratings, etc



Cambrian House – points for participation

Choose your Compliment Type:

<input checked="" type="radio"/> Thank You	<input type="radio"/> Cute Pic	<input type="radio"/> Good Writer
<input type="radio"/> Hot Stuff	<input type="radio"/> Just a Note	<input type="radio"/> Like Your Profile
<input type="radio"/> Write More!	<input type="radio"/> You're Cool	<input type="radio"/> Great Photo
<input type="radio"/> Great Lists	<input type="radio"/> You're Funny	

At first I was afraid, I was petrified. Kept thinking I could never live without Yelp by my side. And then I found your reviews, they gave me strength to step out the door, and now I'm calling all my friends and hitting the dance floor.

Status: Ready Cancel Send



MSN Gaming Badges

Yelp.com – Members complimenting and rating others contributions

Reward Participation

- Public show of appreciation
 - Create a logo for them to place on their blog, or profile page that identifies them as a brand/community ambassador
- Give them the early adopter edge
 - Provide them with previews to upcoming product launches/accessories/upgrades
- Provide them in friends/family promotions, discounts or freeware



Contact Us

Esther Lim, Associate, Crimson Consulting Group

Website: <http://www.crimson-consulting.com>

Email: elim@crimson-consulting.com

Blog: Achieve Market Leadership
www.achievemarketleadership.com