



## What is Social Media?



Social media refers to online tools that facilitate social interaction and provide digital functionality to traditional word-of-mouth.

Social media tools (also known as Web 2.0 tools) include blogs, microblogs, video, audio, social networks, RSS feeds, widgets and virtual worlds.

Social media marketing leverages these tools to listen to and stimulate conversations with highly targeted audiences.

## Why Social Media?

People use social media to connect with other people as well as resources and information more quickly and efficiently. They use social media to stay on top of their industries, build alliances, and to listen in on the buzz of what others are doing, thinking and saying.

Before you dismiss social media as “just for teens,” recognize that 2008 was the year that social media exceeded or met the readership rates of traditional media.

Blog readership is now double that of trade magazines and newsletters and well above consumer magazines and national newspapers. Social networking sites, such as Facebook, are now being consumed almost as much as talk radio. And the people who use social media are the movers and shakers in the community--they're better educated, wealthier and more influential. *(Source: Center for Media Research)*

Like web usage in the '90s, social media is “growing up”--rapidly. Social media is a much more powerful tool from a research and PR standpoint than traditional media because of its multimedia and networking capabilities.

For organizations wanting to target consumers, social media tools are not only cost-effective and time-efficient, but they also help you:

- Encourage viral messaging and amplify word-of-mouth.
- Create an exponential presence for your brand and message across the web.
- Develop a deeper engagement with your audience.

## What is Conversify?

Conversify is a social media marketing company. We specialize in assessing the optimal tools for listening, **assessing and stimulating conversations that are happening within the social mediasphere.** That means that we pay attention to what is being said about your company within the intimate landscape of discussions and actions in blogs, microblogs, social networks, and content and media sharing sites.



## Why Conversify

We do not create something because it's cool. Instead, we focus on your business objectives, brand, consumer target and competitive landscape first. Then we develop strategy and implementation recommendations that adhere to your objectives and consider your operation's capacity and competition. If social media is not appropriate, we will not take on your business. We can execute your plan, or we can train your staff to do it in-house.

Afterward, we review your campaign to make certain you've hit your previously determined benchmarks and, if necessary, change course.

We can accomplish the following business objectives using social media:

- Generate awareness for your product or service
- Increase engagement and loyalty for your brand
- Turn loyalists into evangelists
- Increase word-of-mouth marketing and measure it.

At each phase of our process, we provide you with a number of deliverables—documents to help you better understand where your target audience is interacting, what they are saying, and how you can best enter the conversations and provide them with tools to share your brand message with their friends, fans and followers.





## Cost Summary

### PHASE I: Discovery/Research

**Target Social Media Deep Dive** that outlines what people are saying about your brand and where they are saying it (e.g., review sites, blogs, social networks, etc.) In addition, we will identify any groups that exist in the social mediasphere that may be open to your brand's message.

**Competitive Social Media Deep Dive** that details how your competitors are using social media, what consumers are saying about your competitors, and where they are saying it.

### PHASE II: Strategy/Planning

#### Social Media Marketing Plan

This marketing plan includes:

**Execution Recommendations** for appropriate social media, including one or more of the following: an organizational blog, blogger outreach, social media press kit, social networks presence, video channel presence, virtual world presence, etc.

**Social Media Assets Diagram** that lists recommended social media assets, outlines key features and gives an overview as to how they integrate into an overall strategic social media presence.

**Measurement Plan** that sets benchmarks.

**Pricing** for execution and training of Conversify's recommendations.

**Timeline** for execution of Conversify's recommendations.

### PHASE III: Execution/Setup

*Please note that the following are not recommendations. Instead, these are illustrations of tools and tactics that demonstrate Conversify's capabilities. Actual pricing will be provided in the Social Media Marketing Plan along with recommendations and timelines for completion.*

*Our strengths are developing creative social media tactics that are fresh and/or that augment existing tactics from traditional and online marketing plans. Those tactics will be designed once we have engaged with a client in phase II. Social media is an integral part of an overall marketing plan.*

**Blog:** Conversify can create a blog that follows your brand guidelines and is topical to your product/service and audience. This includes recommendations for appropriate blog publishing solutions, service/software recommendations, and blog feature integration into your organization's Web site. This also includes internal and external blogger guidelines, a blog style guide and blog editorial calendar.

Conversify can provide professional bloggers who blog on behalf of your organization, using the appropriate brand personality and tone.



**Influencer/Blogger Outreach:** Conversify can identify and engage highly networked influencers and bloggers in specific niche markets. We will use our extensive experience with online communications and social media to properly disseminate branded messages in a strategic manner to avoid backlash.

**Social Media Press Kit, Releases and Newsroom:** Conversify can integrate multimedia assets and leverage social media-enabled tools to more efficiently distribute brand messages through enhanced press releases. Our experience has shown that social media releases gain significantly more velocity than traditional ones. Conversify can create a Social Media Newsroom and a press kit, and develop up to three releases initially. The social media newsroom can be integrated into your organization's Web site.

**Existing Content Conversion:** Conversify can convert existing content (video, audio, etc.) into usable Web 2.0 content.

**Social Networks and Multimedia Distribution:** Conversify can develop a branded presence on strategically selected Social Networks (e.g., Facebook, MySpace, Twitter, niche networks) and Multimedia Distribution Gateways (e.g., YouTube, Blip.tv, Vimeo) to build your brand, provide education about your products/services, and drive people to your organization's desired destination, such as a Web site or blog. We then use these channels to disseminate multimedia content (podcasts, videocasts, webinars, etc.) provided by your organization and your partners and vendors.

We typically recommend the largest networks (e.g., Facebook) in every plan. But we may also recommend targeted niche sites to reach very specific audiences open to a client's relevant message. There are thousands of niche networks in existence on topics ranging from knitting, golf and social causes.

Once again, Conversify's strength is in developing creative tactics that align and augment with existing creative direction.

**Event Support:** Provide strategic and integrated social media marketing for events.

**Virtual-Media Tour:** Schedule interviews and guest appearances for your organization's spokespeople on blogs, podcasts, videocasts, and in the popular virtual world Second Life, if applicable. Social media viewership matches or exceeds traditional mediums, and more people are turning to online media for their news and information. Through social media tools, your organization can augment your reach exponentially, reaching your ideal consumer directly where they are paying attention, extremely active, and comfortable interacting.

**Targeted Social Ads:** Social ads are very different from traditional banner advertising; it is far more targeted, fast responding, flexible, and can help maximize a social networking campaign. Social ads can result in outstanding targeted click-through and placement opportunities, because—unlike traditional online advertising—you have a greater chance of reaching a highly targeted audience and connecting real customers to your business. Social ads are also effective for branding. At this time, social ads are available through Facebook but are anticipated to be available on other networks in the near future.

For perspective, a typical traditional banner click-through rate is 0.20%. Using Facebook as an example—based on a highly targeted Pay Per Click [PPC] advertising buy—a 2-4% click-through rate is possible. When placing a



fully animated Flash banner in the same ad space on Facebook, an approximate 0.6% click-through rate is achieved.

**Virtual World Presence:** Whether your goal is a global audience or narrower target, Second Life offers a unique platform for social media marketing within a three-dimensional social network. The average age of a Second Life resident (user) is 31, and 84% of the population over 25. Older users spend more time in Second Life (SL) than younger ones: 45 and older spend an average of 70 hours per month while 35-44 spend 66 hours per month. Females spend more time in SL than males. SL has its own currency – Linden – and despite what the media would lead you to believe, over one million people logged into the virtual world during March 2009 so clearly the platform is still active and a viable marketing outlet. Second Lifers enjoy a robust economy. In March 2009, for example, over 25 million Linden dollars were spent by residents (roughly \$95,000 USD). Marketing in SL is a truly social, interactive, 3-D experience. Based on your objectives, we can help you obtain and develop virtual land and build objects to extend your brand, organize spectacular events, and identify other unique branding opportunities that are only possible in virtual worlds. We also specialize in cross platform Second Life/social media marketing initiatives.

**Mobile:** Develop strategic applications that can expand your brand across increasingly popular hand-held devices. This could include branded iPhone apps that provide functionality to help achieve your business and marketing objectives.

**Integration Tactics:** Install integration tools (feeds, widgets, etc.) to interconnect and integrate multiple branded social media presences to ensure they work together. Properly integrated social media tools help to drive audiences to your core destination and increase efficiencies to maximize your capacity and resources.

**Measurement:** Measure the impact of social media. Like public relations, TV or print advertising, social media is not a direct marketing venue. Social media can drive awareness, engagement and loyalty, and that indirectly drives purchases. Measurement can be conducted in the following ways:

- Compared tagged press releases with Web logs to determine social media velocity.
- Review Web logs and online purchase statistics to identify purchases driven via social media.
- Use Social Media Efficiency Ratio to determine the cost of obtaining the same results using non-social media venues.
- Updates and track stats monthly: friends, followers, fans, blog comments, etc.

## **PHASE IV: CAMPAIGN MANAGEMENT**

*Conversify can manage the campaigns of all of the items listed in Phase III, or can train your organization to manage them and continue to blog and Tweet.*

**Blog:** Conversify will continue to blog for your brand. In addition, we will help identify resources within your organization and train those individuals to blog.

**Influencer/Blogger Outreach:** Each month, we will leverage the existing outreach that has been conducted to find new influencers and bloggers and reach out to them with your brand's message.



**Social Media Press Kit, Releases and Newsroom**: Monthly campaign management includes assembling and optimizing multimedia content, the conversion of an average of three releases per month, and the social media-powered distribution of releases.

**Social Networks and Multimedia Distribution**: Each month, we will manage friend requests--only accepting appropriate ones--respond to comments and queries, and seek additional appropriate friends for each social network and multimedia gateway. Neglecting a social network is the equivalent of building a retail location then turning off the lights and allowing trash to collect around the building.

**Virtual-Media Tour** – Each month, we will continue to schedule interviews and appearances you're your organization's representatives.

**Targeted Social Ads**: We will monitor social ads to ensure they perform well, leveraging the flexibility and accessibility of ad-creation tools to modify ads based on performance. We estimate that strategic monitoring can be the click-through equivalent of doubling your ad spend.

**Virtual World Presence**: In the same way that neglecting a social network wastes work and resources, a presence in a virtual world needs strategic maintenance to avoid being perceived as a static billboard or a ghost town. Second Life residents have expectations of participation, but this can be done efficiently, maximizing resources and relationships.

**Mobile**: Because of continually changing technology and application programming interface (API), any apps developed for hand-held devices may need to be updated on a semi-regular basis. Ignoring application and programming updates would mean your branded applications would be rendered useless, which could give consumers a negative impression of your brand. Being at the forefront of mobile marketing, however, can be a major boon for your brand.

## OUR WORK— Pick. Click. Give.



The Permanent Fund Dividend (PFD) is the annual payment each Alaskan receives from the state government --a dividend from the proceeds the state makes from the oil industry. The PFD Charitable Contributions Program allows Alaskans who apply for their PFD online to donate part or their entire dividend to eligible Alaskan nonprofit organizations. The Pick. Click. Give. campaign was developed by the campaign's advertising agency to build awareness of the program. Conversify was hired to develop and implement the entire social media aspect of the campaign. (<http://PickClickGive.org>)

### Business Objectives

- Increase awareness of the PFD's Charitable Contributions option among 35+ white, educated, affluent Alaskans who are comfortable using the Internet.
- Stimulate the conversation among Alaskans online about the Pick. Click. Give. Campaign.
- Promote individual giving among Alaskans.



## Results

According to preliminary figures from the Alaska Department of Revenue, 5,163 Alaskans filing online selected the option to give to a nonprofit. Those Alaskans made a total of 7,572 donations – some choosing to give to more than one organization. The approximate total for the amount donated is \$545,000. Specific organization contribution totals and the final figure will be available in October when dividend checks are determined and disbursed. Social media played a key role in building awareness of the Pick. Click. Give. initiative and encouraging Alaskans to recruit their family, friends and colleagues to participate in the program.

## What We Did

Conversify promoted the Pick. Click. Give. message through popular social media networks, such as Facebook, MySpace and Twitter, to start the conversations. We also used cause-related social networks to reach targeted groups of Alaskans and the Social Media for Social Good community who can use this campaign as a model. We distributed the campaign's television commercial through video sharing sites, created social networking profiles, maintained a blog and microblog we developed, engaged bloggers through individualized outreach, and provided a social media toolkit for the Alaska nonprofits in the program.

### OUR WORK—Edelman and Quaker Oats

Conversify was asked by Edelman Public Relations to host a ‘house party’ for Quaker Oats on Athena Isle in Second Life and simultaneously in Anchorage, Alaska on Inauguration Day January 20, 2009. The events were part of their “Start With Substance” campaign and were coordinated with 15 house parties in cities around the nation promoted through Ustream.TV, Facebook, Twitter, and other social media tools.

At the Second Life event, a gigantic bowl of oatmeal dispensed free bowls of oatmeal with spoons and an animation that simulated eating oatmeal. Posters dispensed free Quaker-branded T-shirts when touched. Additional posters linked Second Life residents directly to the Quaker Oats campaign web site.



The event took place on Athena Isle--the virtual island co-owned by Conversify at: <http://slurl.com/secondlife/Athena%20Isle/44/43/23>

### OUR WORK—Rasmuson Foundation

Rasmuson Foundation is the one of the larger family foundations in the nation and the largest philanthropic organization in Alaska. (<http://www.rasmuson.org>)

#### Business Objectives

- Increase awareness of the Individual Artist Awards program reaching people inside and outside of Alaska interested in





Alaskan art;

- Promote the Individual Artist Awards recipients;
- Stimulate media and blog conversations about Rasmuson Foundation, the Individual Artist Awards, and the award's recipients.

### Ancillary Goals

- Create unique online venues for displaying the works of the grant recipients;
- Increase the number of grant applications from Alaskan artists.

### Results

- A color spread in The Anchorage Daily News.
- Coverage in Second Life news outlets and on blogs including Second Life News Network, The Looking Glass, and SL-Arts.
- Drove traffic to Rasmuson Foundation web site during the campaign and increased brand awareness.
- Provided global exposure to Alaskan artists, some of whom have no other online presence and many of whom are located in remote parts of Alaska.
- Substantially increased the number of grant applications from rural, minority and Alaska Native artists.



### What We Did

Link to video: <http://www.rasmuson.org/index.php?switch=viewpage&pageid=195>

- Designed a transparent 3-tiered gallery atop a snowy mountaintop in Second Life to display artistic works from grant recipients.
- Hosted a soft launch of the gallery with global attendance of art lovers from across the country as well as the Netherlands, the UK, Slovenia and South Africa.
- Coordinated a virtual world event simultaneous to the real-world announcement the 2008 Individual Artist Award recipients.
- Provided a blog for Rasmuson Foundation that later expanded into a timely information resource.
- Created a presence for the Foundation on MySpace, Facebook and Flickr.
- Carried out a 6-week social media ad campaign with interactive quizzes to encourage more rural, minority and Alaska Native artists to apply for the Individual Artist Awards.



## Who is Conversify

Conversify was founded by Aliza Sherman in 2003 as Moonbow Productions. Its current principals—Aliza Sherman and Monique Elwell - joined forces in late 2008 to focus on providing strategic social media marketing consulting using compelling, authentic and dynamic messages. Over the years, we have helped clients such as BancVue, American Indian College Fund, Rasmuson Foundation, The Foraker Group, Wyoming Small Business Development Centers, Wyoming Film Office, and Hopa Mountain.

### Aliza Sherman



Aliza Sherman is a Web pioneer, social media strategist, published author, blogger, podcaster, and regular contributor to numerous national magazines and web sites. **Named by *Fast Company* as one of the Most Influential Women in Technology**, Aliza continues to be recognized as a leader in the ever-evolving landscape of Internet media, marketing, and communications. Aliza is the Original Cybergrrl - an Internet thought leader, highly sought-after Web consultant, and passionate evangelist for the Internet. Her groundbreaking 1990s Internet company, Cybergrrl, Inc., built the very first sites for companies such as Dr. Atkins and the Atkins Center and brands like Origins and Jane Cosmetics

for the Estee Lauder Co. She also spearheaded Avon Product's initial foray onto the Web with a web site and AOL forum for Avon's Breast Cancer Awareness Crusade. She started the first online and offline global women's organization Webgrrls International that boasted over 100 chapters worldwide and over 30,000 online participants. **Aliza speaks around the world about the Internet, social media, online marketing, virtual worlds, entrepreneurship and women's empowerment.**

### Monique Elwell

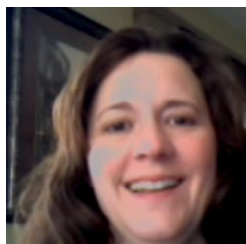


Monique Elwell started her career during the '90s dotcom boom on Wall Street. Working for investment banks such as Smith Barney, Union Bank of Switzerland, Merrill Lynch and Wit Capital, **she published equity research reports on the nascent Internet industry** providing her with unprecedented access to the movers and shakers from the Silicon Corridor to Silicon Alley to Silicon Valley. As a result, Monique quickly sifts through “cool fluff” and targets tools, campaigns and business models that make sense from a business standpoint. Later, she led the travel and leisure practice at Iconoculture, a consumer insight and trend company. **She covers the gamut from business**

**and marketing strategy to consumer insight with special attention to how consumers engage in technology and create communities.** Over the years, her clients and coverage have ranged from Walt Disney Parks and Resorts, Excite, Starwood Hotels & Resorts, Yahoo!, Harrah's Resorts and Casinos, Lycos and Vail Resorts International.



## Lynda Calhoun



With almost a decade in the online space, Lynda Calhoun brings a wealth of knowledge to help complement the Conversify team. She has been instrumental in developing groundbreaking work, ensuring project efficiencies, and generating results--whether to create maximum talk value, to bolster brand experience, or to drive traffic or increase sales. **Her experience is well-rounded in website strategy and execution, email marketing, promotional development, relationship marketing, gaming, mobile, online media, and social media.** Working across a set of diverse clients, she has been a part of online planning and development for companies such as Coors Brewing Company, Silk Soy Milk, American Crew, Eukanuba, Excedrin, Procter & Gamble Health & Beauty Aids, Hewlett-Packard, Dell, Polaris Industries, and many more.

## Nik Hewitt

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Nik worked for 8 years in film and television, and another 12 in Search Engine Optimization [SEO], Pay Per Click [PPC] marketing and information delivery. Nik was awarded a Masters Degree in Experimental Film (majoring in new production techniques for the internet) from Sheffield Hallam University. For the last 6 years he worked as New Media Specialist for the Daily Mail and General Trust, producing award winning projects in subjects as diverse as Green Living, Property, Tourism, and Obituaries. His children's educational site, *Headline History*, won an Interactive BAFTA in 2006 and, last year, he was part of the Newspaper Societies Digital Team of the Year. **Nik lectures in social media, information architecture, and virtual worlds.** He works closely with various UK PR companies, ad agencies, and specializes in information and multi-media delivery.

## PLEASE CALL US

We are happy to answer any of your questions. Please call Monique at 720-897-6089 or email [Monique@Conversify.net](mailto:Monique@Conversify.net). Thank you.