

Frocomm's 4th Annual

New Media Summit 2011

Jodee Rich
PeopleBrowsr

Follow the conference on Twitter

#fro2011

Connect to wi-fi

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(Case sensitive)

frocommaustralia

Frocomm New Media Summit

Social Media Strategy

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Country	One day in 2011 Normalized	One day in 2010 Normalized	% Growth 2010 to 2011	2011 Tweets per capita per month
Singapore	1,020,518	688,781	148	6.6
Netherlands	3,524,371	1,170,748	301	6.4
USA	32,312,314	17,721,271	182	3.1
Canada	3,210,526	1,448,704	222	2.9
Ireland	391,856	189,753	207	2.6
Australia	1,800,236	1,286,871	140	2.6
Brazil	16,115,979	6,652,450	242	2.5
United Kingdom	5,003,646	2,022,785	247	2.5
Venezuela	2,027,286	707,650	286	2.2
New Zealand	300,397	245,378	122	2.1
Chile	1,134,342	432,243	262	2.0
Aruba	6,446	2,853	226	1.8
Japan	7,076,983	589,833	1200	1.7
Puerto Rico	206,192	155,392	133	1.6
Indonesia	11,782,899	6,134,744	192	1.6
Norway	164,121	133,193	123	1.0
Argentina	1,369,352	357,456	383	1.0
Sweden	310,304	107,555	289	1.0
Spain	1,398,567	349,941	400	0.9
Malaysia	838,927	342,180	245	0.9
Netherlands Antille:	5,436	2,575	211	0.8
Belgium	228,081	130,715	174	0.6
Virgin Islands US	2,221	185	1200	0.6

Social Media Strategy

1. 10,000 posts/second
2. **1% Gold** 100% Real
3. Cross **disciplines** PR, Marcom, Sales
Customer Service
4. Monitoring in real time, no time for approval
5. **Influencers**

Over the next 24 months..

The Social Graph will be replaced by the..

Interest Graph – **Influencers** and **Authorities**

BIG PICTURE

Human Socialization

Swinging through the trees...



Emerging from the jungle with Language...



Thousands of years later we wrote it down...

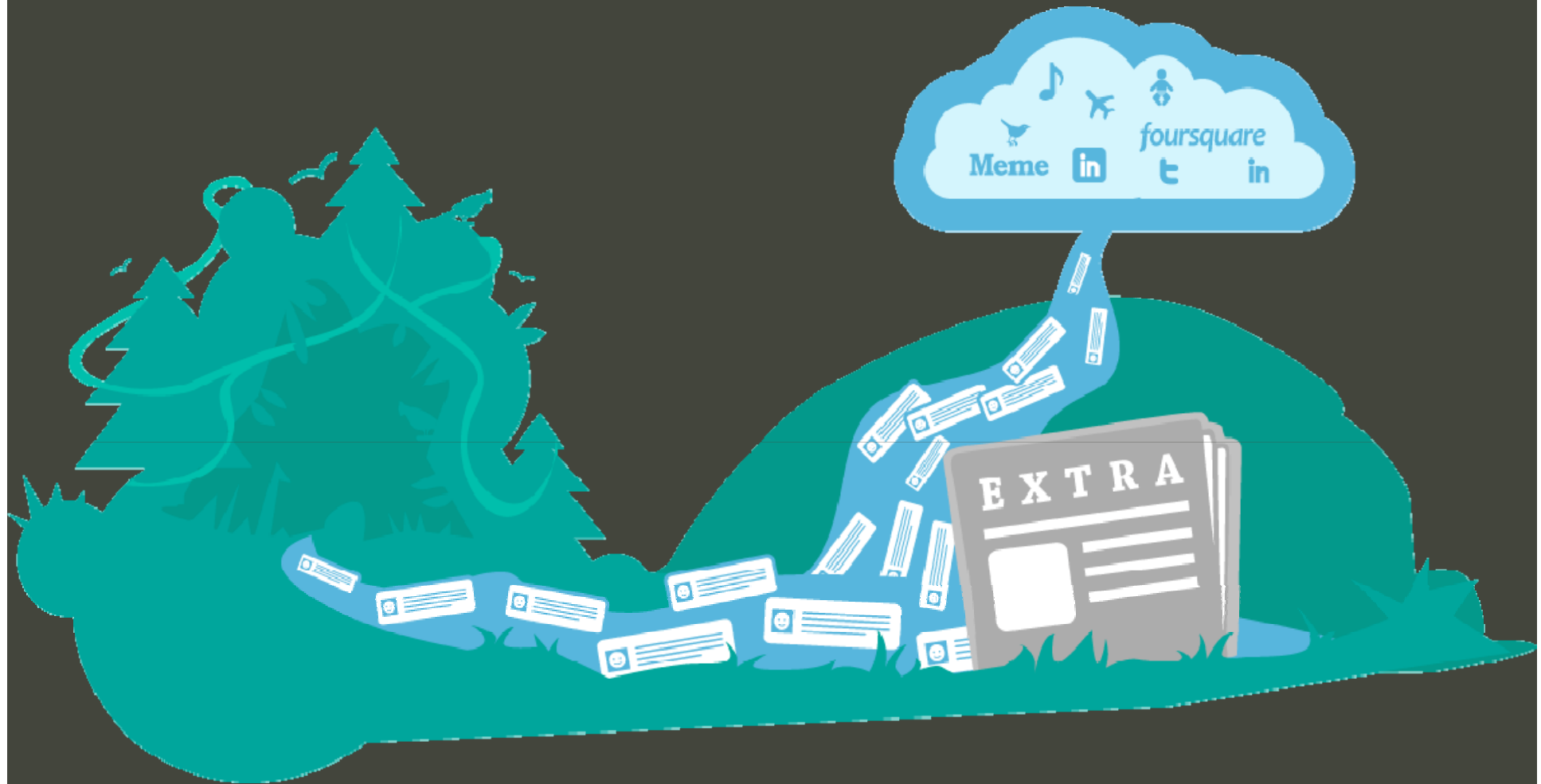


BIG PICTURE

PCs, the internet, mobile phones, GPS have come together to enable a vast distributed data network of **collective memory**



A **collective** stream of **intelligence**...



Little Brother

The Greek Gods were having fun...

A CPU faster than the
fastest computer

Comms Bandwidth
slower than the
slowest modem



Little Brother

Connected Little Brothers will be a higher intelligence than Big Brother



An Inverted Orwellian Revolution

Little Brother has access to
vast amounts of data



1% Goodness
100% Real

Social Vectors



SENTIMENT



BREAKING
TRENDS



RELEVANCE



INFLUENCE



CONNECTEDNESS



PERSONA



TRUST

Evolution of Influence

1. 2009 number of Followers
2. 2010 Followers and Engagement (RTs, @Replies)
3. 2011 most number of Friends talking about the topic

Huffington Post Influence

THE
HUFFINGTON
POST

The screenshot shows a Twitter search interface for the query "japan food radiation". At the top left is the "twitter" logo. To the right of the logo is a search bar containing the text "japan food radiation" and a "SEARCH" button. Below the search bar, two tweets are displayed. The first tweet is from "HealthRanger" with a profile picture of a man, containing the text "World food supply threatened by Japan nuclear radiation." and a link "http://ow.ly/4gNGt #health #naturalnews #radiation". The second tweet is from "Jordanfabian" with a profile picture of a group of people, containing the text "MT @JeffreyYoung_HC Got food from Japan in your pantry? The FDA says it's safe but may test new imports for radiation" and a link "http://bloom.bg/go9Frg". Below the tweets is a section titled "TOP INFLUENCERS ON THIS TOPIC" which lists three users with their profile pictures and follower counts: a man with 70 followers (highlighted with a red box), a globe icon with 66 followers, and a group of people with 55 followers.

twitter

japan food radiation SEARCH

HealthRanger World food supply threatened by Japan nuclear radiation.
<http://ow.ly/4gNGt> #health #naturalnews #radiation
3 days ago from *HootSuite*


Jordanfabian MT @JeffreyYoung_HC Got food from Japan in your pantry?
The FDA says it's safe but may test new imports for radiation
<http://bloom.bg/go9Frg>
3 days ago from *Seismic: twirl*

TOP INFLUENCERS ON THIS TOPIC

 >K 70	 >K 66	 >K 55
--	--	--



Huffington Post Influence

Klout Summary for HealthRanger | Score Analysis |

 **HealthRanger**
Consumer health advocate and editor of NaturalNews.com
Ecuador

Klout Score *Measurement of your overall online influence [Learn more](#)*

Score Summary

 Tweet  Share

70 klout score { **4K** true reach - **56** amplification - **76** network }



Find Community Champions

Architect | Blogger | Cat Lover | Celebrities | CEO | Coffee Lovers | Comcast | Comedy | Cool Brands | Dancers | Dating | Doctor | Dog Lovers | Engineer | Extreme Sports | Finance | Food | Lawyer | Marketing | Mommy Bloggers | Musician | News | Photography | Politics | Religion | Reporter | Social Media | Sport | Travel | VIP | Wall St | Wine Lovers

People are 300% more likely to engage when properly targeted

SOCIAL VECTORS

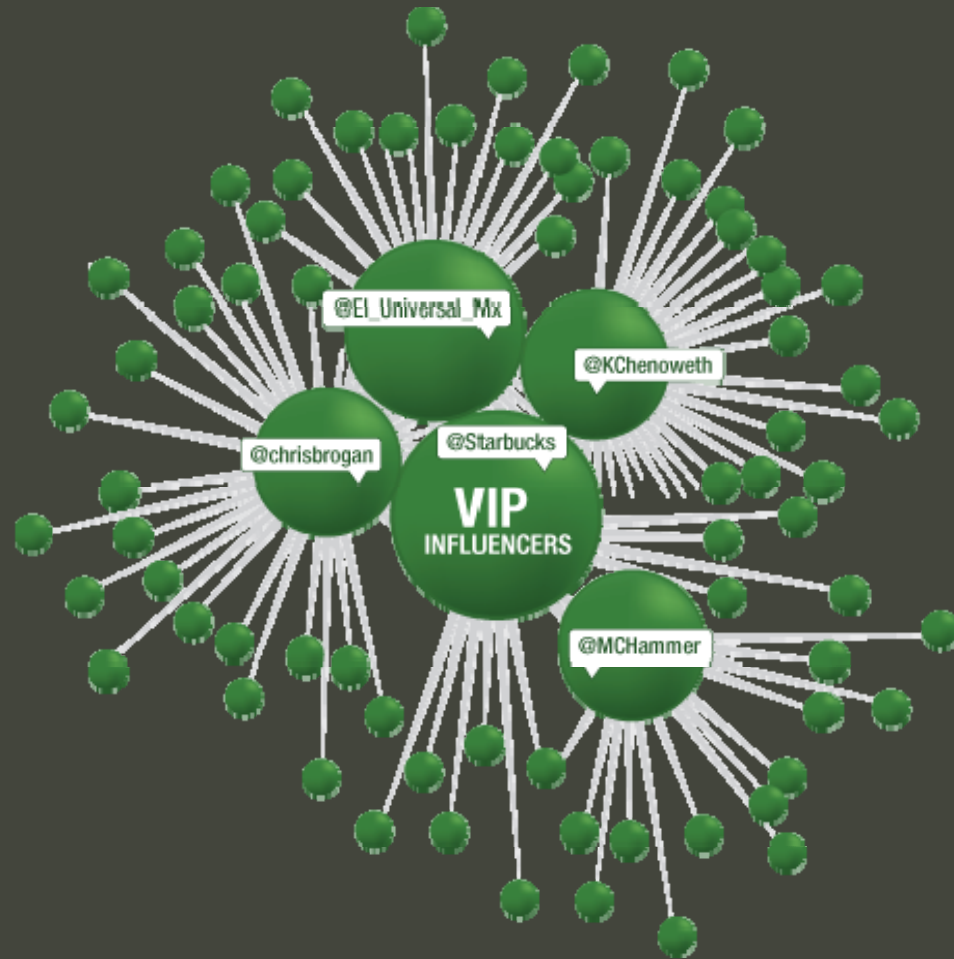
An **Interest Graph**

is...

A grouping of **champions**

A **champion** is...

An **influencer** who has a wide audience of friends who are discussing a relevant topic



Case Studies

SAP



Newsweek



Mercedes-Benz



Audi

SONY

Comcast

palm

Vehicle Brand Reports

PeopleBrowsr
Collective Intelligence

Request your Brand Champions Report

Select another brand:

Mercedes-Benz [Go to:ReSearch.ly/mercedes](#)

1000 Days of Mercedes

Click on the chart to see tweets in ReSearch.ly

Mercedes's Top 15 Champion Communities
Mercedes's Most Influential Communities during the last 30 days. Communities are built using Twitter profile information to identify your Brand Champions in real-time and help you engage with them.

Community	Mentions	Community	Mentions	Community	Mentions
Bloggers	2398	Sport	1223	Reporter	653
Social Media	1749	Marketing	1171	Traveler	564
News	1575	Engineer	943	Dating	525
OscarsAuthorities	1302	Photography	852	Mommy Bloggers	476
CEO	1231	Food	656	Travel	367

Mercedes's Top Champions Interest Graph
Top Communities and Community Influencers.
The Interest Graph shows groups of Champions with the most friends talking about your brand.

Bloggers	Social Media	News
@eberchicago 147	@LoriMoreno 51	@CarConnection 97
@thejims 72	@eberchicago 50	@edmunds 92
@Yuliz 70	@carsecrerts101 50	@autospotnews 88
@AutoWeekUSA 67	@NicholasPatten 40	@tweetSmarter 78
@eye4style 66	@Yuliz 39	@CarMagazineNews 77
@ahobella 66	@eye4style 37	@auto123 75
@Lombardi65 65	@afrobella 34	@AutoWeekUSA 67
@MagicSauceMedia 63	@shelb1 34	@autospotnews 64
@NobleF1 59	@style1 32	@MotorTorque 55
@style1 59		

San Francisco: 474 Bryant Street | New York: 404 Park Avenue South | becky@peoplebrowsr.com

PeopleBrowsr
Collective Intelligence

Request your Brand Champions Report

Select another brand:

Audi [Go to:ReSearch.ly/audi](#)

1000 Days of Audi

Click on the chart to see tweets in ReSearch.ly

Audi's Top 15 Champion Communities
Audi's Most Influential Communities. Communities are built using Twitter profile information to identify your Brand Champions in real-time and help you engage with them.

Community	Mentions	Community	Mentions	Community	Mentions
Tech	726	Engineer	391	Shopaholics	228
News	603	CEO	378	Food	206
Bloggers	566	Sport	373	Fashion	200
Social Media	466	Marketing	368	Hospitality	197
Students	429	Photography	286	Graphic Design	167

Audi's Top Champions Interest Graph
Top Communities and Community Influencers.
The Interest Graph shows groups of Champions with the most friends talking about your brand.

Tech	News	Bloggers
@gameoff 38	@CarConnection 68	@AutoWeekUSA 49
@tommytrc 31	@edmunds 62	@insideline_com 37
@apbank 19	@autospotnews 57	@Auto_Bird 30
@AppAdvice 17	@AutoWeekUSA 55	@chashallett 27
@gameoffJapan 14	@bmwblog 56	@carscribe 19
@BretGreene 12	@auto123 49	@ChrisReady 18
@Carmot_France 12	@fourtyle 45	@JeffHardy17 17
@vicolino 11	@GermanCarScene 38	@cardstom_com 16
@brandyourishone 10	@LeftLaneNews 37	@autoworld 15
@iPhoneTicker 10	@AutosInsider 37	@NYTjamescobb 15

San Francisco: 474 Bryant Street | New York: 404 Park Avenue South | becky@peoplebrowsr.com

PeopleBrowsr
Collective Intelligence

Request your Brand Champions Report

Select another brand:

BMW [Go to:ReSearch.ly/bmw](#)

1000 Days of BMW

Click on the chart to see tweets in ReSearch.ly

BMW's Top 15 Champion Communities
BMW's Most Influential Communities. Communities are built using Twitter profile information to identify your Brand Champions in real-time and help you engage with them.

Community	Mentions	Community	Mentions	Community	Mentions
Bloggers	842	CEO	600	Dating	364
Tech	721	Engineer	524	Shopaholics	340
News	665	Students	517	Fashion	302
Social Media	629	Marketing	493	Artists	262
Sport	602	Photography	393	Reporter	250

BMW's Top Champions Interest Graph
Top Communities and Community Influencers.
The Interest Graph shows groups of Champions with the most friends talking about your brand.

Bloggers	Tech	News
@AutoWeekUSA 41	@zpower 17	@CarConnection 68
@insideline_com 34	@phonescooper 14	@edmunds 67
@KickingTires 27	@Tony_BradleyPCW 14	@autospotnews 53
@chashallett 22	@informationweek 14	@AutoWeekUSA 51
@WiredAutopia 21	@TechZader 13	@auto123 50
@HannesO_CARmag 21	@responsejp 10	@bmwblog 48
@evonickTriff 20	@mikeuergens 9	@GermanCarScene 34
@ScottMcKey 18	@DTNUSA 6	@GMCARTech 32
@dannonravins 17	@phuey 8	@LTD_Cars 30
@GMCARTech 17	@DTNHotlywood 8	@ClassicBMW 29

San Francisco: 474 Bryant Street | New York: 404 Park Avenue South | becky@peoplebrowsr.com



Epic Mickey Interest Graph

Industry: Gaming

Background: Comprehensive overview report of social conversation and themes

Engagement: 3 months

Goals: Identify demographic, psychographic and conversation

PeopleBrowsr Solution: Reports created using our Datamine from 720 days of conversations with mechanical turk, community identification, interest graph, viral analytics and ReSearch.ly

Performance and Results:

26,000

of identified **potential fans** ready to be activated

Revealed the international appeal of the brand, **HHI** and **age profile** were in line with customer focus

Ad Measurement

Industry: Media Entertainment

Background: Creation of a Twitter report for studio executives/ impact of promo scheduling

Length of Engagement: 8 months

Goals: Evaluate the impact of traditional media on the social media sphere

PeopleBrowsr Solution: 180 days historical reporting with overlay of traditional ad schedule

Performance and Results:

75,353

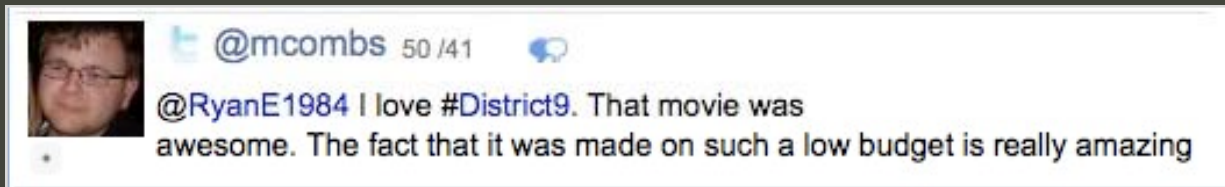
of Tweets extracted for 180 days

12:30p & 7:00p

Peak times of engagement

60/40

M/F demographic breakdown of tweets



Audience Campaign

Industry: Media Entertainment

Background: Promote network TV show

Engagement: 3 months

Goals: Create online buzz during the event build audience

PeopleBrowsr Solution:

Extract all potential viewers who mentioned TV show keywords for the last 360 days for engagement

Performance and Results:

1st

Trending Topic in Twitter during premiere

17,000

of hashtag **mentions** during the week of the premiere

42%

Click Through Rate (**CTR**)

11,000

New followers in the first week

Audience Campaign

Industry: Magazine Publishing

Background: Newsweek was featured on the Twittered featured list and while they saw a tremendous increase in followers, they found that many were not engaged

Engagement: 6 weeks

Goals: Build @names, increase conversation

PeopleBrowsr Solution:

Extract all those interested in breaking news, competitive follows, and US news; Most Influential users selected for engagement

Performance and Results:

News, US

Most often mentioned keywords

2000%

Increase in CTR

8,374

New followers



Champions Campaign

Industry: Computer Software

Background: Large software company aiming to promote itself on social media channels

Engagement: 12 months

Goals: Maximize participation to online seminars and increase awareness

PeopleBrowsr Solution: Extract all users aligned with SAP target audience; most influential selected for engagement

Performance and Results:

50%

Percentage of **total registrations** from Twitter

5,000

of **new followers**

36%

of **CTR**



@RheannaDeva Meet and Mingle with ANZ SAP experts at the “Live and Local” webinar series <http://bit.ly/SAPANZ>

2011 Super Bowl YTD

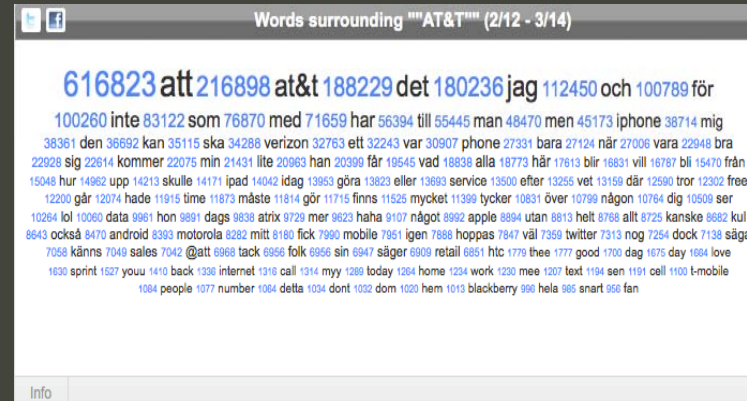
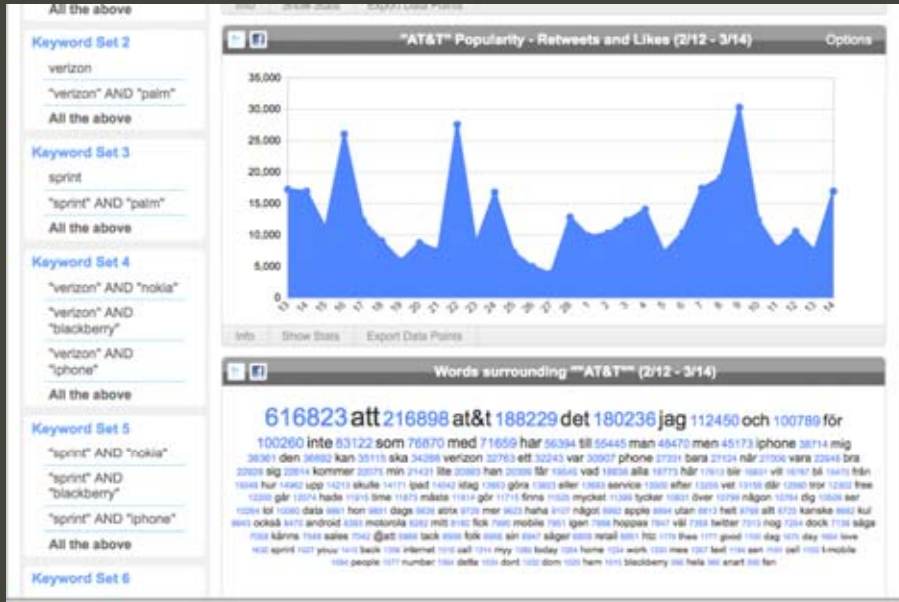
387,162 vs 99,124
Total Tweets 2011 Total Tweets 2010

From last year, **total volume** of Tweets mentioning Super Bowl brands **increased 271%**.

Doritos had the highest number of mentions in 2010 and was the 3rd top mentioned brand this year, with an 89% increase in volume in 2011.

In 2011, most **social activity** of all ads was in the **Auto industry**, represented by Volkswagon, Chrysler and Chevrolet.

Palm Viral Analytics



Twitter mentions stream: "AT&T"

- 2 min
 RT @accordnetwork: **AT&T** and Verizon waive fee for text donations to assist with disaster relief for Japan <http://dtd.bz/Sb8F> (via @comp ...
- 2 min
 To all of our customers: **AT&T** decided to "suspend" our phone service today! Phone was out all day. Just letting... <http://fb.me/MLsnQHh>
- 2 min
 RT @Doc_Bombay: Whoa... calling Japan is now free on **AT&T**, Verizon, & Sprint until 3/31. Call away.
- 2 min

Blog mentions stream: "AT&T"

AT&T offering free month of iPad data service

According to an email making the rounds to **AT&T** customers, you can get a free month on the iPad 2GB data plan (normally US\$25). There's no commitment, early termination fee, or activation fees associated with the offer. ... [Read More...](#)

Rep. Markey Blasts AT&T Data Caps

If **AT&T's** plan to begin capping broadband usage worries you, you're not alone. Democratic Representative Edward Markey expressed his concerns over the proposed policy change, as reported by Hillicon Valley. [Read More...](#)

Despite 4G Ads, AT&T's 4G Phones Often Fall Short On Speed | mocoNews

- Spot **breaking news**
- Find relevant **conversations**
- Monitor trends for real-time **engagement**
- Cross network data mentions
- Identify brand advocates and critics with sentiment analysis

CASE STUDIES

Brand

Campaign and Messaging

Performance



Offering a social experience

DM: Check out this exclusive DEAR JOHN video just for my Twitter fans <http://bit.ly/6Q10hZ>

+22,000
Followers



Offering a promotional deal

DM: Twt to win @50cent #beforeiselfdestruct prize pack?? 5 winners get signed book, new album, and Power by 50 cologne!!! <http://bit.ly/bKmHIJ>

+11,000
Followers



Invitation to register to an event

DM: Register & attend the SAP Enterprise Micro-Apps Webinar: Dec 8th, Dec 15th. Win an iPod Shuffle! <http://bit.ly/3zDnDJ>

1,000
Registrants



Call for participation

DM: Telephone @LadyGaga Premiere on @enews Thur @ 11:30pm - Twt to Win 1 of 5 THE FAME MONSTER box sets #gaga <http://bit.ly/bH0zGg>

+3,000
Clicks

Swinging through the trees...Language evolved

Little Brother will carry the next level of Human Evolution – **Influencers** and **Authorities** independent of Institutions



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