

The logo for nvi, consisting of the lowercase letters 'nvi' in a bold, white, sans-serif font, set against a solid black rectangular background. The background of the slide features abstract geometric shapes in shades of green, light blue, and orange.

# Social Media, Press Relations, & Brand Management

October 17<sup>th</sup> presented by Guillaume Bouchard

## The Nitty Gritty

- Social Media is still in its infancy
- The Trifecta of Social Media to drive results
- Never forget the basics
- Social Media “Hype” cycle
- Quick Case Studies
  - The Good
  - The Bad
  - The Ugly



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3

## Social Media is still in its infancy

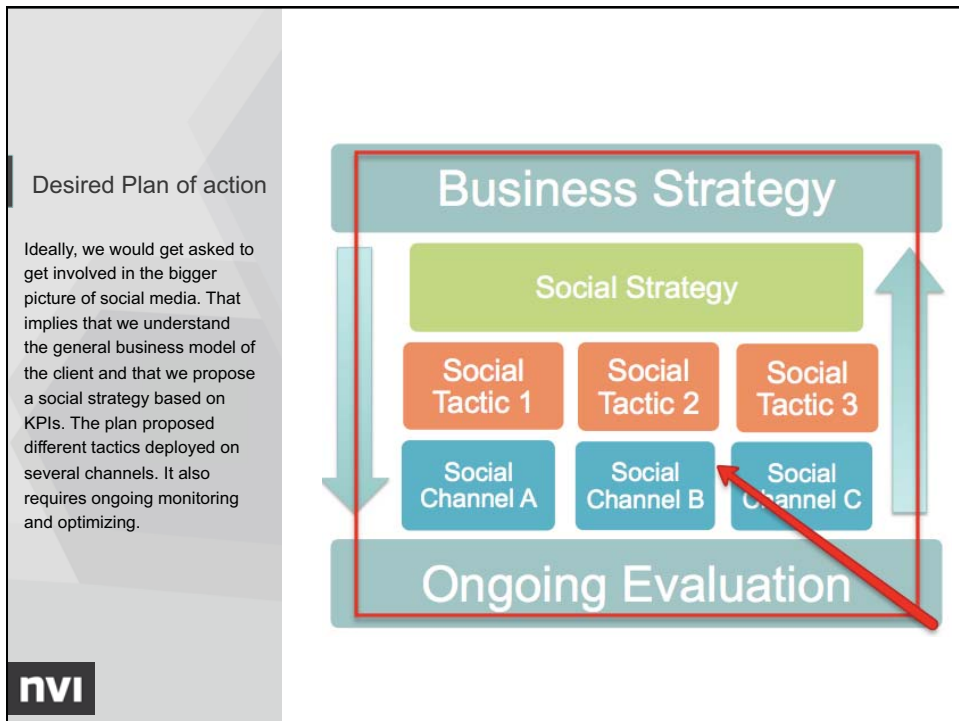
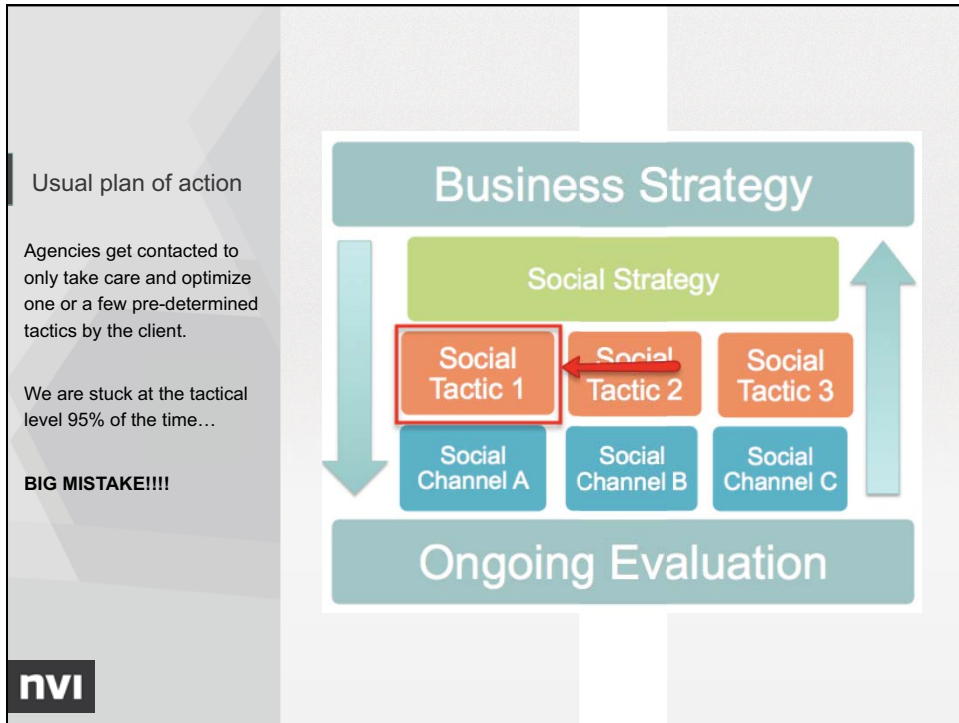
### Reality: agencies and clients do TACTICS

Everyone has experience delivering several social media projects (read: TACTICS)

- Infographics
- Content Strategy
- Digg / Reddit / StumbleUpon pushes
- Social Media Audits
- Facebook contests
- LinkedIn advertising
- Twitter – earned and paid
- Pinterest
- Bloggers outreach
- Offline Event / Community Engagement



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## The Trifecta of Social Media

### Audience monitoring

- To help a brand modify and enact plans of action based on severity & type of feedback.
- Main KPIs: # of mentions & feedback for any keywords, brand names, direct or indirect competitors and phrases that could create threats or opportunities for your brand.

### Audience engagement

- Investing in and fostering a meaningful relationship with your audience can effectively lead to a conversion.
- Brand loyal customers and influencers will mention your brand favorably via word of mouth.
- Main KPIs for this tactic: # Likes, # subscriptions to a contest, activity of the user base

### Social signals

- Value driven social signals and consistent interaction with your community builds social currency for your brand.
- Main KPI: rankings



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7

## The Trifecta deliverables...

### The Social Plan

- Deliverables divided into 2 phases
- 80% Social Audit
- 20 % Recommendations with budget, tactics and KPIs

### Social Monitoring

- Tools selection, ongoing reporting and consulting

### Social Engagement

- Contests, Events, Bloggers outreach, Social Ads

### Social Signals

Content creation: Infographics, Social article.  
Content Promotion: Bloggers outreach, Social news promotion, Social Ads



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8

## Never forget the basics

### 10 things not to ever forget before you get started

1. Define the business objectives (MarCom? Sales? HR? PR?)
2. Define higher-level purposes (ex: Reinforce brand positioning)
3. Narrow what you want to accomplish (Align with higher-level purposes)
4. Develop measurable KPIs (ex: generate more CVs applications)
5. Decide which social channel(s) works best for these goals
6. Develop a brand persona (and live & die by it)
7. Coordinate any effort with other departments (let them know!)
8. Be consistent in what you write and how you write it (the world is watching)
9. Always remember what you are trying to communicate
10. Find what works and do more of it!



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9

## Social Media « Hype » cycle

### Hopes and dreams

- Opportunity for **outreach**
- Opportunity for driving **engagement**
- Opportunity for raising brand **awareness**

[5 Types of Blog Content That Drive Engagement | Social Media Today](#)

[socialmediatoday.com/.../5-types-blog-content-drive-engagem...](#)

9 Jul 2012 – A **Social Media** Today community ... The world's **best** thinkers on **social media**. Home ... **5 Types of Blog Content That Drive Engagement**. Like it ...

[5 Killer Strategies for Brands Engagement on ... - Social Media Today](#)

[socialmediatoday.com/.../5-killer-strategies-brands-engage-pin...](#)

25 Jun 2012 – A **Social Media** Today community ... The world's **best** thinkers on **social media** ... **5 Killer Strategies for Brands Engagement** on Pinterest and ...



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10

## Social Media « Hype » cycle

### Shoulda, Woulda, Coulda

- Assess what you ~~could~~ / ~~would~~ / **should** be doing online
- Plan carefully: going into social media blindly can hurt
- Prepare for coordination challenges within your company
- Be smart: do not get overburdened with maintaining online presence
- Be consistent: avoid giving off disparate customer experiences
- Most importantly: don't let tough situations overwhelm you; ask for help

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11

## Social Media “Hype” Cycle

### Visualizing excitement



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12

## Social Media “Hype” Cycle

### Bouncing back from the Trough of disillusionment

- Take some altitude & look at things from another perspective
- Accept that you will become great at this – but that you aren't now!
- Understand your mistakes – and do not repeat them
- Attend a social media marketing conference to get fresh ideas
- Build a clear plan to bounce back quickly
- Get some external help from an agency

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13

## Case studies: the good, the bad & the ugly

14

## Something Good

### Home Depot

- Founded the How-To Community
- Engaged existing employees
- Half of their time in store, half online
- Now contributing to The Apron blog
- Acting as on-call experts for the Garden Club

#### MEET OUR EXPERTS



LawnRanger

21-year Home Depot Associate  
Atlanta

Travis has been with The Home Depot for over 21 years working in his store's Garden Department. .

[Read More >](#)

#### RECENT SOLUTIONS

▸ [What handle-lock is this ? Where can I buy replace...](#)



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## ... Or Something Bad

### GoDaddy.com

- SOPA fiasco mismanagement
- Video of CEO shooting an elephant
- Poor customer service

[GoDaddy bows to boycott, now 'opposes' SOPA copyright bill ...](#)  
[news.cnet.com/.../godaddy-bows-to-boycott-now-op...](#)



by Declan McCullagh - More by Declan McCullagh  
29 Dec 2011 - Warren Adelman, the company's chief executive, said today that "GoDaddy opposes SOPA," meaning the **Stop Online Piracy Act**, which is ...

[Go Daddy's Position on SOPA | Go Daddy Blog | Go Daddy Support](#)  
[support.godaddy.com](#) » [Blogs](#) » [Go Daddy Scoop](#)

22 Dec 2011 - We've listened to our customers. **Go Daddy** is no longer supporting the SOPA legislation. Click here to find out more.



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16



## Worse, Something Ugly

### United Airlines

- Even “flying high”—things can take a turn for the worse
- Ignored bad press, aimed to cover up rather than apologize
- Finally apologized once deemed critical – could have done it right away

#### United Airlines "Loses" 10-Year-Old Girl, Enters Social Media Hell

By Will Oremus | Posted Thursday, Aug. 16, 2012, at 10:22 AM ET

SOCIAL OFF Like 648 Tweet 336 EMAIL PRINT COMMENT 366



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Questions?

18

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