Workbook: “Social Media Marketing: An Hour a Day”

This workbook contains the worksheets for Parts II, III, and IV of the book.

They are arranged in sequential order. If you have questions on these exercises, please refer to the corresponding chapter.

The worksheets in this appendix can be used either directly or as templates for a set of worksheets of your design.

For updates and more information about the book, to download the electronic copies of the worksheets, or to follow the discussion about this book, please see

Part II: Chapters 4–7

Chapter 4: Week 1: Web 2.0, The Social Web
Chapter 5: Week 2: The Social Feedback Cycle
Chapter 6: Week 3: Touchpoint Analysis
Chapter 7: Week 4: Influence and Measurement
Chapter 4: Week 1: Web 2.0, The Social Web

Monday: Using Blogs and Wikis

Blogs to Visit: Check Off as You Visit.

☐ SocialMediaToday
   (http://www.socialmediatoday.com)
☐ Mashable (http://mashable.com)
☐ Scobelizer, a technology blog written by Robert Scoble
   (http://scobleizer.com/)
☐ Gauravonics, an Indian/Asian point of view on the
   adoption and use of social media
   (http://www.gauravonics.com/)
☐ Indium Corporation’s business-to-business blogs,
   championed by Rick Short
   (http://www.indium.com/blogs/)

Questions to Answer:

For each of the above:

What is the central theme?

________________________________________________________________________

Who would read this on a regular basis? Why?

________________________________________________________________________

Are the contributors potential customers? If so, what other blogs
   do they read?

________________________________________________________________________

What could you add to this conversation?

________________________________________________________________________

Are you being drawn in? Are you starting to follow posts via
   comments and winding up in unexpected places?

________________________________________________________________________
How could you use this in your business?

_________________________________________...

**Wikis to Visit: Check Off as You Visit.**

- One Laptop per Child ([http://wiki.laptop.org](http://wiki.laptop.org))
- Dachis Group’s Social Media Wiki ([http://softwarewiki.dachisgroup.com/](http://softwarewiki.dachisgroup.com/))

**Questions to Answer: *For each of the above:***

Are the entries evolving over time? Is there evidence of participation?

_________________________________________...

Who is in charge?

_________________________________________...

Is the Updates section or Discussion page visible? If not, does this change your view of the end result? If so, how?

_________________________________________...

How could you use this in your business?

_________________________________________...
Tuesday: Multimedia

Multimedia Sites to Visit: Check Off as You Visit.

- Flickr (http://www.flickr.com)
- Photobucket (http://www.photobucket.com)
- YouTube (http://www.youtube.com)
- Metacafe (http://www.metacafe.com)
- Personal Life Media/DishyMix (http://blogs.personallifemedia.com/dishymix/)

Questions to Answer: For each of the listed websites:

What services are provided at this site?
_____________________________________________________________________________________

Who would use this site on a regular basis? Why?
_____________________________________________________________________________________

What content could you add to these sites?
_____________________________________________________________________________________

Are you being drawn in? Are you following posts?
_____________________________________________________________________________________

What is the social motivation for the site?
_____________________________________________________________________________________

Why did the person who posted this content post it?
_____________________________________________________________________________________

What did you come away with as a result of reading this post?
_____________________________________________________________________________________

Wednesday and Thursday: Microblogs, Tagging, and RSS Feeds

**Microblog Services to Visit: Check Off as You Visit.**

- Twitter ([http://twitter.com/](http://twitter.com/))
- Tumblr ([http://tumblr.com/](http://tumblr.com/))
- Yammer (business use) ([http://yammer.com](http://yammer.com))

**Questions to Answer:**

What is the attraction to following the activities of others?

How could you use these services in your business?

**Tagging Services to Visit: Check Off as You Visit.**

- Evernote ([http://evernote.com/](http://evernote.com/))
- StumbleUpon ([http://www.stumbleupon.com](http://www.stumbleupon.com))
- Digg ([http://digg.com](http://digg.com))

**Questions to Answer:**

What is the value of tagging and sharing tags with others?

How could you use tagging in your business?
RSS Sites to Visit: Check Off as You Visit and Subscribe to These Feeds.

☐ Twitter (You have set this up, right?)
(http://twitter.com)

☐ BBC World Update: Daily Commute
(http://www.bbc.co.uk/podcasts/series/worldupmc)

☐ BBC World Service
(http://www.bbc.co.uk/blogs/worldhaveyoursay/)

Things to Do:

☐ Locate the RSS/Atom subscription icons for each of the suggested services.
☐ Subscribe by adding these to your Feeds list.
☐ Take a look at your feeds tomorrow and see what’s new.
Friday: Social Networks

Social Sites to Visit: Check Off as You Visit.

☐ Facebook (http://www.facebook.com)
☐ LinkedIn (http://www.linkedin.com)

Additional Social Networks to Visit: Check Off as You Visit.

☐ Orkut (http://www.orkut.com)
☐ Badoo (http://www.badoo.com)
☐ Google+ (http://plus.google.com)

Questions to Answer:

How are brands using Facebook? How are customers or others participants responding?

On both Facebook and LinkedIn, as well as any other sites you looked at, what brands are advertising? What is being advertised? Does it fit? Or is purely an awareness play? Look in particular at Facebook’s ads.

Compare the social and business sites. What is the common element?

How could you use the social sites in your business?

How could you use the business sites in your business?
Chapter 5: Week 2: The Social Feedback Cycle

Monday: Campaign Objectives

Questions to Answer:

What is the name of the product or service (or brand) with which you will be working?

__________________________________________

What is the business objective of the social media campaign you are planning to create?

__________________________________________

What objectives are you setting for this campaign? For each objective, identify one or more metrics and note the success value, the failure value, and the current value (if applicable).

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In a short summary, write out your definition of success.

__________________________________________

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__________________________________________

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Tuesday: The Awareness Phase

Questions to Answer:

Identify each of the awareness channels you are using currently or have used in the recent past. List them all and then for each channel identified, note the success value, the failure value, and the current value.

<table>
<thead>
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<th>Channel</th>
<th>Success Value</th>
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For each channel identified, what did you have to do to justify its use? When will this decision be reviewed?

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<th>Channel</th>
<th>Basis for Use and Next Review</th>
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Wednesday: The Point of Sale

Questions to Answer:

Identify each of the point-of-sale channels you are using currently or have used in the recent past. List them all in the table provided here or make a similar one of your own. Then, for each channel identified, note the success value, the failure value, and the current value.

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<th>Channel</th>
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<th>Failure Value</th>
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Look at Your List and Consider:

Do they all have success goals? Are they delivering?

__________________________________________

Which of the above are offensive? Which are defensive?

__________________________________________

Which of the above are driven by direct market forces?

__________________________________________

What conditions would have to exist in the mind of your customers that would change the tactics you have identified?

__________________________________________
Thursday and Friday: Gathering Intelligence and Wrapping It Up

Visit each of the following, and search for information related to your firm or organization: Check off the item as you complete it.

- Google Blog Search (http://google.com)
- Nielsen | Buzzmetrics BlogPulse (http://www.blogpulse.com)
- Twitter (http://www.twitter.com)
- YouTube (http://www.youtube.com)
- Set up an account at Google Alerts and request notices for terms or phrases that are important to you in the context of your business and marketing plan.

Based on the above, what did you find? Write out the conversations or phrases that stood out, and explain why.

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Review What You’ve Gathered This Week: Check Off the Item When Complete.

- Monday: Business objectives and success measures
- Tuesday: Awareness efforts and performance metrics
- Wednesday: Point-of-sale efforts and performance metrics
- Thursday: Summarized social intelligence

Create Your Social Feedback Cycle

Using the following funnel, note the placement of the various campaign elements you identified this week along with what you’ve learned through your social media intelligence efforts.
Figure A.1: The social feedback cycle and social web

Your Notes:

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________
Monday: Gather Your Touchpoint Data

Questions to Answer:

What are your primary brand, product, or service promises?
_________________________________________

How are these promises related to the needs of your customers?
_________________________________________

How are these promises supported?
_________________________________________

What is the actual delivery mechanism that validates each promise?
_________________________________________

What are the actual customer experiences that demonstrate successful delivery?
_________________________________________

What channel has been used to convey each particular aspect of your promise or brand?
_________________________________________

How important to your customers are each of the promises and points and delivery?
_________________________________________
Tuesday: Organize Your Data

Structure Your Analysis: Check the Box That Applies to Your Choice.

☐ Organize by channel
☐ Organize by function
☐ Organize by customer
☐ Organize by ____________________________

Questions to Answer:

Why did you choose this organizational approach?
_________________________________________

How will the results be used to guide improvement over time?
_________________________________________

How can you tap the social web to drive this improvement?
_________________________________________
Wednesday: Evaluate and Rank Your Data

Part 1: Assessing Touchpoints

For each touchpoint identified:

Rank its relative contribution on a 10-point scale in regard to talk value. (1 = low value; 10 = high)

Rank its performance or similar selected measure, again on a 10-point scale. (1 = low value; 10 = high)

<table>
<thead>
<tr>
<th>Touchpoint</th>
<th>Talk Value</th>
<th>Performance Score</th>
<th>Notes</th>
</tr>
</thead>
</table>

Part 2: Plotting Touchpoints

With measures and grades in hand, plot each touchpoint by its relative performance.
Figure A.2: Your touchpoint map

Your Notes:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Thursday: Analyze Your Data

Questions to Answer:

What are your lowest talk-generating touchpoints?

______________________________________________________________________________

What are your highest talk-generating touchpoints?

______________________________________________________________________________

Which of your high-talk touchpoints are low performing?

______________________________________________________________________________

Which of your high-talk touchpoints are high performing?

______________________________________________________________________________
Friday: Plan Your Next Steps

Find the most important touchpoints from the perspective of generating conversations on which you are simultaneously performing most poorly.

Questions to Answer:

What is the issue? Is this the wrong audience or a poor customer experience?

__________________________________________

Did you set the right expectation? Over-promise? Under-deliver?

__________________________________________

Who else is involved? Who are your internal constituents?

__________________________________________

Which of the required actions are directly within your control?

__________________________________________

How are you going to fix this?

__________________________________________
Chapter 7: Week 4: Influence and Measurement

Monday and Tuesday: Make Your Calls

Using your script and call sheet, make your calls, and record the notes from each call.

<table>
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<tr>
<th>Contact</th>
<th>Phone</th>
<th>Date</th>
<th>Score</th>
<th>Influencer</th>
<th>Notes</th>
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Wednesday: Score Your Calls

Calculate Your Net Promoter Score

1. Add up the number of customers who gave you a 9 or 10 and compute the corresponding percentage by dividing this into the total number of calls you made. This is your Promoter score.
2. Add up the number of customers who gave you a 6 or less and compute the corresponding percentage by dividing this into the total number of calls you made. This is your Detractor score.
3. Subtract the Detractor score from the Promoter score. Your Net Promoter Score is the difference.

Your Promoter score:   ________
Your Detractor score: - ________
Your Net Promoter Score: ________

Thursday: Choose Your Metrics

Based on Table 7.1, track down the *sources* of the metrics that apply to your business. List these sources of data you need and your purpose for requesting them.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Purpose</th>
<th>Source</th>
<th>Notes</th>
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</table>

Open Your Browser and Go to the BlogPulse Website. Check Off the Item When Complete:

- [ ] Look for posts about your company.
- [ ] Look for posts about your competitors.
- [ ] Look for posts about the companies you interviewed in your Net Promoter Score exercise.
Questions to Answer:

What did you find?

___________________________________________

___________________________________________

___________________________________________

___________________________________________
Friday: Wrapping It Up

Social Feedback Cycle
Starting with the social feedback cycle that you created last week, look at the specific comments you found using BlogPulse or when searching support forums or other private communities.

Questions to Answer:
Are these comments helpful to your marketing effort, or are they creating obstacles that you have to overcome?

How many of these specific comments can you relate to campaigns that you’ve run in the past? Are these recurring themes?

Is there a conversation that you found that references a customer service experience or a change in product design?

Have any of your prior marketing messages referenced or addressed this same thing?

Touchpoint Analysis
Look at your touchpoint map and consider the following questions.

Questions to Answer:
How many of the touchpoints or experiences created are reflected in your search of social content?
How do your digital touchpoints drive social conversations?

Influence

Look at your individual Net Promoter survey responses. Check the most applicable box:

☐ If your Net Promoter responses are distinctly middle of the road—6s, 7s, and 8s—then it’s likely that you have also found relatively little talk or content on the social web.

☐ If you have 9s and 10s—or 0s, 1s and 2s—you probably found a lot more. This is a direct indication of how much the social web is impacting you.

☐ If you’re in the middle, the impact is less notable: This means you are missing out. Raise the performance of your touchpoints, and participate on the social web to get the conversations going.

Metrics

Finally, look at the metrics you’ve selected and complete the following:

☐ Integrate these with your Net Promoter Score, social feedback cycle, and touchpoint map. How do the metrics you’ve selected provide quantitative insight into each of these items?

☐ Create the shell for your report card and dashboard based on the data you expect to begin collecting.

☐ Build relationships with the sources of the data you’ll ultimately need.
Part III: Chapters 8–12

Chapter 8: Week 1: Build a Social Media Campaign

Chapter 9: Week 2: Social Platforms

Chapter 10: Week 3: Social Content—Text, Photos, Audio, and Video

Chapter 11: Week 4: Social Content—Ratings, Reviews, and Recommendations

Chapter 12: Week 5: Social Interactions
Chapter 8: Week 1: Build a Social Media Campaign

Monday: Touchpoints and Social Feedback

Questions to Answer:

What marketing channels are you using now to generate awareness?

__________________________________________________________________________

What channel is your top performer in terms of ROI? How are you measuring this?

__________________________________________________________________________

What are you doing at the point of sale?

__________________________________________________________________________

Which of your identified touchpoints are working? Which are not?

__________________________________________________________________________

Which touchpoints represent your top three?

__________________________________________________________________________

Are your strongest experiences driven by marketing or operations?

__________________________________________________________________________

Which three touchpoints could you do without?

__________________________________________________________________________
Of the three that don’t seem to matter, why do they exist?
Tuesday: Dashboard Metrics

Questions to Answer:

Using Table 8.1 and the work you did last week, list the metrics that you will use in your dashboard and report card. For each, list the source. Use the following form, or create a spreadsheet based on the example shown in Figure 8.2. Adapt as needed to hold the data you’ve identified.

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<thead>
<tr>
<th>Metric</th>
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Wednesday: Integrating Your Data

Questions to Answer:

What are the top three objectives of your social campaign?

What other forms of media are you using, and how will social media benefit you?

Does your Net Promoter Score suggest that you should start with an outreach campaign or a learning campaign?

Choosing among social platforms, social content, and social interactions, which is most likely to provide the support you need and fit into the marketing program you have in place now?
Thursday: Refining Your Data

Questions to Answer:

What are the primary opportunities for social media you’ve found?

Are they primarily awareness, consideration, or purchase related?

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<th>Opportunity</th>
<th>Awareness</th>
<th>Consideration</th>
<th>Purchase</th>
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Using the following table to record your answers, consider the following questions:

- Which social media channels and groups seem to be best fits given what you’ve seen so far?
- How do these choices fit with your current marketing efforts?
- What are the metrics that you are collecting now, and what are the sources for the additional metrics needed?

<table>
<thead>
<tr>
<th>Social Media Channel</th>
<th>Relation to Current Effort</th>
<th>Metrics</th>
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Friday’s One-Hour Exercise

This Week’s Checklist:

☐ Have you identified the sources of the metrics you need?
☐ Are your report card and dashboard sustainable?
☐ Has the data services team or similar provider agreed to provide the metrics you need on an ongoing basis?
☐ Is the process for getting these metrics one that you can automate?
☐ Do you have a plan in place to adopt or continue your Net Promoter measurements?

Questions to Answer:

Which, if any, of the social media components you’ve now covered are you using now?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

If you could add two or three more, which would you add next? Why?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________
Monday: Social Networks

List the networks and organizations you are in now and answer each of the following:

- For each, why do you participate in this network or social group?
- What do you expect to get out of it?
- In the past 30 days, how much time and effort have you put in?
- Within the *online* social networks you visited, how is advertising done? Who is advertising and what are they advertising? What products and services are being talked about? What are members saying?

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Tuesday’s One-Hour Exercise

Complete the Following:
List the online networks you are now part of, including any you joined today:

________________________________________

________________________________________

________________________________________

________________________________________

For each of the above, check when you have done the following:

☐ Completed your profile
☐ Posted content
☐ Added one or more friends
Wednesday: Support Forums

Complete the Following:

Visit the Dell support forums, and check off the following as you complete the item.

- Take a look at the New to the Community section, under Groups.
- Jump into the photo/video discussions. Look at the topics, and in particular notice the number of replies to the various posts.
- Click the posters’ names and see what information is displayed about those members: you’ll find this link in the Author column. Note that you will need to be a registered member (no cost) to complete this step.
- Take a look at the Owners’ Clubs for Alienware, XPS, and Streak. What is happening in these communities?
Thursday: Branded Social Applications

Sites to Visit: Check Off as You Visit.

☐ USA Today, built on the Pluck Sitelife platform (http://www.usatoday.com)
☐ Fair Isaac’s FICO Forums, built on the Lithium Technologies engagement platform (http://ficoforums.myfico.com/)
☐ American Express OPEN Forum (http://www.openforum.com/)
☐ United Spirits’ Spiritz & More Lifestyle Community (http://www.spiritzandmore.com/)

Questions to Answer:

How visible are you, and what is the role of your personal presence?

________________________________________________________________________

Which was easiest to join? Most difficult? To sort out what to do?

________________________________________________________________________

What tools are available? Blogs? Ratings? Comments? Friends? Which of these are appealing to you? Why? Which seem to be getting the most use?

________________________________________________________________________

How are these being used? What are members doing?

________________________________________________________________________

Friday: Social Platforms

Questions to Answer:

Listening

What can you learn from existing personal social networks?

_________________________________________

How can you leverage existing business social networks?

_________________________________________

☐ Add the above to your marketing plan.

Participation

Is there an opportunity to use a social tool such as Product Pulse, Social Vibe, or a similar off-the-shelf, member-driven social media component?

_________________________________________

☐ Add appropriate elements to your plan.

Community Development

Is there an opportunity to appropriately create a direct presence for your brand in a specific social network?

_________________________________________

Would your customers readily build relationships with you and with each other through a community?

_________________________________________

Is there a current social space that falls short in meeting the needs of your customers now?

_________________________________________
☐ Are answers to any of the above “yes”? If so, identify the connection points between a social platform and your current marketing plan.

________________________________________________________________________

How would you use a community platform, and how would this change your current marketing efforts?

________________________________________________________________________

What is the approval process that you would need to go through internally to make this a reality?

________________________________________________________________________
Chapter 10: Week 3: Social Content—Text, Photos, Audio, and Video

Monday: Blogs One-Hour Exercise

Blogs to Visit: Check Off as You Do.

- Go Big Always (http://www.gobigalways.com)
- Bazaarvoice (http://www.bazaarvoice.com/blog)
- Influence 3.0 (http://blog.cymfony.com)
- The TED Blog (http://blog.ted.com)

Questions to Answer:

What about these examples seems to be the most useful?

________________________________________________________________________

How is disclosure handled? How does disclosure strengthen the blog and its message?

________________________________________________________________________

How often is new content posted? Which items posted generate the most comments (or the most passionate comments)?

________________________________________________________________________

How does the company handle the discussion within the comments? Does the company participate?

________________________________________________________________________

How could you use a blog as a part of your own marketing effort? Who would write it? Who would read it?

________________________________________________________________________
Tuesday: Microblogs

Services to Sign Up For: Check as You Create Your Profile.

- Twitter (http://twitter.com)
- Foursquare (http://foursquare.com)
- Google+ (http://plus.google.com)

Wednesday: User-Generated Content

Sites to Visit: Check Off as You Visit.

- Khan Academy (http://www.khanacademy.org/)
- FreeLine Skates Instructional Video (http://www.youtube.com/watch?v=fgb0sqGacnU)
- How to Replace a Bath Faucet - The Home Depot (http://www.youtube.com/watch?v=BxrJkd2VbVs)
- Joe and Joe Backdrop Project (http://www.youtube.com/watch?v=oJrH2Dj8oGc)
- Neil Tjin, Win a 2011 Ford Fiesta Tjin Edition UTI Sweepstakes (http://www.youtube.com/watch?v=IURnFWYVqWg)
Thursday: Podcasts

Podcasts to Sample: Check Off as You Visit and/or Subscribe.

- Personal Life Media/Living Green
  (http://blogs.personallifemedia.com/living-green/)
- IBM Syndicated Feeds
  (http://www.ibm.com/ibm/syndication/podcasts/)
- Shell Safety Podcast
  (http://www.shell.com/home/content/environment_society/safety/safety_podcast/)
- Slate
- TED Talks
  (http://www.ted.com/index.php/talks)
Friday: Wrap-Up

Looking at your notes of this week, answer the following:

What are the most challenging aspects of your current marketing program in terms of overcoming objections, driving new users, or driving additional purchases?

Which of these aspects lend themselves to assistance via video, photos, or a podcast?

Which of these lend themselves to the kinds of content that your customers would create? Which would be best if you made the content and then gave it to your existing customers to share or comment on?

What are the most promising multimedia applications that would add depth to the blog you created in the prior chapter?
Monday: Your Reading List

List five books you’ve read recently:

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____________________________________________________________________

Questions to Answer:

For each, did you like it? Why or why not?

____________________________________________________________________

For each, did you recommend this book? Why or why not?

____________________________________________________________________

For any, did you write a review—anyplace—for this book? If so, what did you say about it? If not, why not?

____________________________________________________________________
Tuesday: Becoming Popular

Sites to Visit: Check Off as You Visit.

☐ Digg (http://digg.com)
☐ YouTube (http://www.youtube.com)

Questions to Answer:

Look at the home page. Do you see the newest or the most popular content first?

__________________________________________________________________________

How does this change the mix of content that you actually view at each site visited?

__________________________________________________________________________

Looking at the top 10 items on each home page, which has more content covering topics you’ve never heard of?

__________________________________________________________________________

How many of the topics—on either site—are also present in the headlines on your favorite news site?

__________________________________________________________________________

Which site offers the most unexpected versus expected content?

__________________________________________________________________________
Wednesday: Ratings, Reviews, and Recommendations

Blogs to Visit: Check Off as You Visit.

☐ The Wall Street Journal (http://www.wsj.com)
☐ Advertising Age (http://www.adage.com)
☐ Amazon (http://www.amazon.com)
☐ Edmunds (http://www.edmunds.com)
☐ iVillage (http://www.ivillage.com)

Questions to Answer:

Which sites made it easiest to share content? To rate content? To share the ratings?

On which sites did you actually share the most content?

If the tools on the sites that made it easiest to share content had been available on all of the sites you looked at, would you have shared more content?
Thursday: Case Examples

Pick Three Clients at the Bazaarvoice Website:
1. __________________________________________
2. __________________________________________
3. __________________________________________

Things to Do: Check Off as You Go.

☐ Look at the product reviews. You may have to navigate to a specific product, or there may be a link to top-rated items present on the home page. Think about the advantages and disadvantages of having direct access to top-rated products.

☐ If a sort-by-ratings feature is available, use it. Think about the impact of the role of ratings and your ability to navigate them in terms of contribution to shopping-cart value. If this feature is missing, ask yourself what difference it makes to your overall shopping experience.

☐ Look at the reviews associated with the various ratings. Do the reviews tend to support the ratings and vice versa? Is the combination of ratings and reviews more valuable than either alone?
Questions to Answer:

Based on your current digital marketing efforts, could you add Digg or Delicious buttons to encourage recommendations and sharing?

How could ratings, reviews, and recommendations be applied to your business?
Chapter 12: Week 5: Social Interactions

Monday: Event Listings

Blogs to Visit: Check Off as You Visit.

☐ Citysearch (http://www.citysearch.com)
☐ Eventful (http://www.eventful.com)
☐ Yelp (http://www.yelp.com)
☐ The website for your local arts and events guide

Questions to Answer:

For each site you visited:

How quickly were you able to find events?

________________________________________

Was sponsored content presented? If so, how relevant was it?

________________________________________

How many pages did you look at in total? Was all of the information you needed presented on a single page?

________________________________________

Which sites encouraged you to add your own ratings and reviews?

________________________________________

Were the ratings and reviews of ordinary people presented equally to those of professional or celebrity critics?

________________________________________
Which sites offered feeds or alerts?

Which sites offered the ability to import your existing preferences related to the type of event you were seeking?

How could you use the services you visited today to promote marketing events that you may be planning?
Tuesday: Location-Based Services

Services to Visit: Check Off as You Visit.

☐ Foursquare (http://www.foursquare.com)
☐ Gowalla (http://www.gowalla.com)

Activities: Check as You Complete.

☐ Exercise 1: Check in
   1. Sign up for Foursquare or Gowalla or any other location-based you’d like to try.
   2. Once signed up, log in to your account.
   3. Check in on your chosen service following the instructions provided. In general, this is a simple process. Go somewhere (like your office or living room) and search. Be sure GPS is turned on. Then, check in.

☐ Exercise 2: Add your venue
   1. If you have a business that you’d like to add to Foursquare, enter the name of your venue in the search box on your account page and then click Search.
   2. Scroll down to the bottom of the page. If your venue is not already listed, you can add it by clicking Add A Venue and then claiming that location. (If you discover that your venue is already listed, ask your summer intern for the password!)
Wednesday: Status Notices and Activity Streams

Questions to Answer:

How many Urgent emails?

________________________________________________________________________

How many Important emails?

________________________________________________________________________

How many Not Important emails?

________________________________________________________________________

How many Spam emails?

________________________________________________________________________

What is ratio of Urgent to the total?

________________________________________________________________________

What is ratio of Not Important to the total?

________________________________________________________________________

What is ratio of Spam to the total?

________________________________________________________________________
Thursday: FriendFeed

**Complete the Following at FriendFeed:**

2. Create an account.
3. Search for people whose activities and content you’d like to keep track of (search for “evansdave” to find me) and add them to your subscription list. You will now see the activities of these people.
4. Using the Services menu, add the services (social sites) that you have established to your feed. These people will see your activities.

Friday: Build Your Plan

**Questions to Answer:**

What events have you planned that could be listed and promoted through a service such as Eventful?

________________________________________________________________________________

If you added a link to Eventful’s Demand It page, could you build a schedule around that?

________________________________________________________________________________

How can you use location-based services?

________________________________________________________________________________

How can you apply feeds to your business use of the social web?

________________________________________________________________________________
Part IV: Chapters 13–14

Chapter 13: Week 1: Objectives, Metrics, and ROI

Chapter 14: Week 2: Present Your Social Media Plan
Chapter 13: Week 1: Objectives, Metrics, and ROI

Monday: Your Business Objectives

**Check Off Each Item as You Complete It.**

- Look at the business objectives and success metrics you defined when you created your social feedback cycle. Add to these the larger business objectives that define your company or organization’s success goals for the coming years.
- Connect each of your specific goals and success metrics set in Chapter 5 to one or more of your overall goals.
- Define each of the success metrics, and identify the source of the data you’ll need to support this metric.

Tuesday: Your Audience

- Using standard age groups and demographics, identify each of the audience segments you are interested in with regard to your social media campaign.
- Briefly describe what each of your specific segments does when online.
- For each segment in your audience, create a profile of the typical behaviors you expect. Do they create content or comment on posts and articles, or is your audience the read-only type?

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
<th>Expected Behavior</th>
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**Wednesday: Content Metrics**

**Part 1: Talk Generators: Check Off Each Item as You Complete It.**

- Look back at Figure 13.1 and the definition of your audience and your business objectives. Confirm that there is something for people to talk about and that the audience is *likely to be talking about it*.
- List the specific features or unique attributes of your brand, product, or service.
- Create the same list, except do it for one or more of your competitors.

<table>
<thead>
<tr>
<th>Audience Segment</th>
<th>Feature, Benefit, or Other Item of Interest</th>
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<tr>
<th>Audience Segment</th>
<th>Feature, Benefit, or Other Item of Interest</th>
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<td>Competitor’s product or service</td>
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**Part 2: The Conversation: Check Off Each Item as You Complete It.**

- Using the services suggested, search for these items and write down (or summarize) what you find.
- Trace the posts that you found back to their source. See if you can identify the type of audience member who contributed each item, and ensure that you accounted for this segment in yesterday’s exercise.
Integrate this data and its sources into the metrics section of your social media dashboard and report card you created in Chapter 8.

Optional: If you have access to Radian6, Alterian SM2, Netbase, or similar, perform the same exercise using these tools.

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<th>Item</th>
<th>Summary of Conversation</th>
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Thursday: Relevance Metrics

Check Off Each Item as You Complete It.

- Look back at the conversational data you collected yesterday. Does any of this reference your brand, product, or service? Is it positive or negative? Create a baseline that will help you establish a loyalty indicator.
- Look at your web analytics. Do the metrics such as time spent and bounce rate exist? If they do, collect them and establish a baseline. If they do not, talk with your IT or web team and see if you can get them. Using the metrics you have, create a baseline for time spent and bounce rate so that you can track changes.
- Look at any metrics available to you that indicate a strong sense of participation or attachment. Are people participating in the way you’d like them to participate?
- Integrate this data and its sources into the metrics section of your social media dashboard and report card that you created in Chapter 8.
- Use this data to create your baselines for your selected measures.
Friday: Impact Metrics

Check Off Each Item as You Complete It.

☐ Looking at your web analytics, review your referrer data. Add to this any applicable internal data you may have that helps you identify the arrival of specific audience segments.

☐ Look at the average time spent on your site and the bounce rate, but limit it to the commerce portions of the site and the informational pages that directly support commerce.

☐ Look at actual conversions, the number of reviews created, and any recommendations. In short, look at anything that helps support the difference in people visiting your site with and without exposure to social media.

☐ Integrate this data and its sources into the metrics section of your social media dashboard and report card.

☐ Use this data to create the baselines for your selected measures.
Chapter 14: Week 2: Present Your Social Media Plan

Monday: Business Objectives

List and Define Your Business Objectives.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Current Efforts</th>
<th>Current Status and Measures</th>
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List and Define Your Audience.

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<thead>
<tr>
<th>Segment</th>
<th>Likely Social Media Channel</th>
<th>Best Practices and Notes</th>
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In Your Campaign, How Will You Ensure Transparency?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Tuesday: Choose Your Methods

Complete Each of the Following:

Net Promoter

Based on your Net Promoter Score, indicate by campaign whether it will be a listening campaign or an outreach campaign.

<table>
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<tr>
<th>Campaign</th>
<th>Objective</th>
<th>Listening</th>
<th>Outreach</th>
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<tbody>
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Touchpoints

Based on your touchpoint map, identify the three most important talk generators.

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<thead>
<tr>
<th>Touchpoint</th>
<th>Positive</th>
<th>Negative</th>
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Challenges and Opportunities

For each negative issue or challenge, briefly describe how you will engage other teams or departments to address it.

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<tr>
<th>Issue and Action Needed</th>
<th>Requires Assistance From</th>
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Wednesday: Pick Your Channels

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<th>Selected Channel</th>
<th>Service Providers</th>
<th>Concept</th>
<th>Cost</th>
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Thursday: Verify Your Metrics

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<tr>
<th>Objective</th>
<th>Success Metric</th>
<th>Source Confirmed</th>
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Friday: Wrap It Up

Check Off Each Item as You Complete It.

☐ Check each of the primary sections of your plan.
☐ Verify the facts, sources of data, and similar details.
☐ Set a future meeting time, and then present your plan.