

## **Social Media Marketing SMM Course @ BIOTOS – Palermo Corsiwebitalia.com 2015**

### **1<sup>st</sup> lesson, March 14**

90% of social media is understandable only by knowing web dynamics. The “place” web is a complex one and is created by users, not by overall owners. Until 2004 channels were closed to non technical users. Today any people can change by only using applications. Any can make a blog without html knowledge. To make contents until exceedence of contents is the deal of social media marketer, who has to expect impacts of a content related to others front video behaviours. Communications belong to human and NON tech area. First is to understand these dyn.

Web 2.0 is “social media is no longer just a fad” (fad is an actual cool fashion) 1 million new tweeter users every day. 10E9 users in 2015, and more mobile’s than desktop ones. 93% of us adults use fb, 1E6 linkedyn groups, 15’ average daily time on you tube. 63% of social media biz are increasing biz.

This is a “mombastic” way to present social media.  
Surprise effect is off.

Early FB adopters (1/4), were university people (look at the thriller of ZUC): Z was left by his date and created, as 2000% nerd, his revenge by using web social format which was required by Univ. society and it became a start up which introduced real names of users instead of nicks, since the environment was protected. But moving around US uni and introducing related also, the barriers were broken. Names were shared and joined with pics and behaviours.  
Until that time web was just alternative to TV and newspapers. Now, with smartphones, web is an intergration of life, and mobiles break steady walls of a desktop.

Today online system is able to catalogize things with new devices as always connected increased reality glasses!!! Today everything is online. Marketing sightseeing is the best as ever. Risks are starting to come up, but for users only.  
Socialmedia are finally a real daily thing we deal with. Their new developments are probably related to incr. reality. Domestic devices as washing machines or fridges left domotic for wifi. Web 3.0 could be on 3D-always conn. Devices. Right now geo-reference and virtualization of perceived space are available thanks to gyroscope and gps inside mobiles. Internet of things is the last target, but top risk of behaving alone will be definitely effective.

### **WEB 2.0**

- Inter people relations: if I can find a subject which fits my req. I can get in relation with him
- Participation space
- Consumer is protagonist
- Well identifiable user

- UGC user generate content and controls value
- Shared & interchanged contents (P2P)
- Not only consuming knowlwdge, but sharing and interaction
- 

Zuck is daltonic so the only one colour he could identify was blue, and then official colour came by change, as first logo which was his favourite actor.

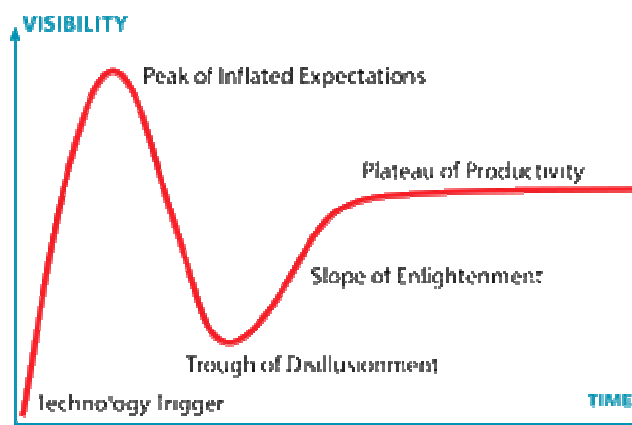
And many things came across by change, just to fill and make noise: informations are no longer useful to content, but just to make relations. The content is no longer the king. It is relation creation finalized:

Web 1.0 = Encyclopaedia .

Web 2.0 = FB

Social Games as Farmville are a big sell factor for FB and connected, because game player are also a community. And also products can be showed. SM are central on this process which make biz a game. Gamification is "like" gate remuneration effect. To look to high left event number is 99.99% useless, but all uncover this visceral info. Human people are make to identify changings. Changings are very important for techers and since people standardize waiting moments, Changings keep people aware and fresh. FB makes this amount of external inputs. Inputs excess is related to psychological problems as much as city caos grows. Panic attach are often related with this. Until 60'. The only one input was "cinegiornale". These FB inputs require also an answer. Web 2.0 requires you can do it, as US president states "yes you can". US people trust offers on web, UE ones don't. Why we use US models?

Hype curve describes the visibility of a product over time.



FB tried to change himself to change his Hype, for example by buying whats up.

**Nidification** effect is the first requirement for a SM, and the lack of it was google place early death. Google place being google related is useful for placement, but not for users. FB is a forum software, not only a content sharing box.

FB allows to put HIGHFRAMES (html inserts, NOW UNDER FEE) to integrate a commercial page: participation is very important.

**Many to many** is the base of new communication: you talk as you are a on a pub (and often nobody cares of you).

All these marketing logics are created by web 2.0.

**Most of online contents generate “likes” as relation confirmation, not of content’s goodness.**

**Fake** are FB image theft you can make on a Russian SM (because Russians don’t use FB). You create a storyboard based on a reliable PIC sharing normal contents around: 3500 friends & 87 birthday messages!!! People get into relation just for viral factor. Content is just bait.

The fake works if it communicates in the way the friends like. To be not against but complementary is the key of fake’s success: a fake woman created by a man deal better with other women then other women.

SM marketing target is to sell, not to stay on FB, the rest is nothing. Likes alone are useful. Don’t confuse end with means. SMM target is to make money with likes, so AD cost will change on SMM people cost.

Something important is to not undervalue the consumer is protagonist and it makes contents.

Sharing contents was born with PEAR to PEAR. Before contents maker were a little circle with an high filtering role. Then a lack of add value on making contents became the problem of the majors. A Sony head said the are trying to sell water while raining. A possible solution could have been to stop downloads, but providers were not agree with this: the bigger growth of providers have been taking place since then, and technology changes very fast. The flag is net’s democracy, but actually providers power and making money is the rule. Free net circulation is and will be the must.

Contents will lower as much as this will go on. People don’t understand this and love bad contents. The 20 years ago getting inside a library with 500 volumes, is now replaced by getting into a noisy place where there are billions of shity-non filtered statements. **Pandora vase has been uncovered.**

Already known things are our **comfort area** when input bombing confuse all. So nothing will change a lot during all this. Winning brands will be the recognizable ones.

## Some def of 2.0

- Web as software
- Personal interface
- Mash-up of linked services (many apps data input are other’s output)
- Web syndication: enjoy a content on an other support respect the origin (read a news’ papers article on FB, with the link “read more”)
- Portability of services on different devices
- Quality proportional to followers more than real value

Critical mass is the threshold number of followers useful to generate real interaction with users. Lower then this number stays web 1.0.

**SMM is a human area because it tries to convert Likes on click or relation in likes.**

## Some milestone of 2.0

- The idea of feedback came around '95 to allow book distributors (BEZOS) to select items to store.
- '97 first blog
- 97' SixDegrees is the first social network
- 2000, Amazon uses "long tail" theorized by Jeff Bezos to bring distribution only online without any intermediary
- 2001, Wikipedia
- 2003, Google AD sense
- 2004 FB
- 2005, affiliation mark e-commerce (AD follow you through different websites)

## Forum

On forums the nickname mechanism mask identity, so Forums can't be classified ad 2.0.

## Google & Amazon

Google doesn't fear FB because FB is only passive on users secrets, while GO is active (google + was only an IP-NAME association operation)

Google fears only Amazon because misses its physical network and logistic.

Amazon starts to sell AD making one thing AD and distribution. Google can sell only visibility, not things. But Amazon is not visible as a SM because it doesn't care about that.

## WEB placement references

### *The conversation Prism*

It gathers actual main websites (the most are US)

### *eBizMBA*

Most popular websites and Social. FB has been overcome by instantgram

### *BlogBabel*

Beppegrillo is lowering!!

### *Alexa*

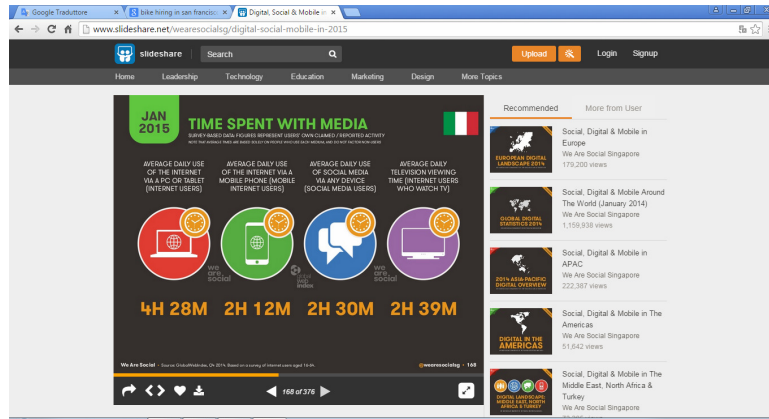
<http://www.alex.com/topsites/countries/IT>

Evalues over the world websites.

<http://www.slideshare.net/wearesocialsg/digital-social-mobile-in-2015>

Italy pag 165: TV owners obstacle web diffusion. Nevertheless the "on demand" direction shows the flection of TV lobby. Only 46% stays on SM. But is high % over web users (60%).

**Time:**



**SM:**



Whats up & FB have one owner, but today they don't share telephone numbers, which are required by FB without success. The operation is analogue to Google + one.

*Stallman says we have to regret before mobiles.*

**Twitter**

Twitter is only time ordering message. They launce #one astag. Despite very low numbers, it is wide known by TV support it: TV can influence twitter and that's why TV support it. It's controlled. TV never speaks about FB or others.

**NIELSEN TWITTER TV RATINGS FOR ITALY**

11 Likes | 5 Shares

WEEKLY TOP 5 | SANREMO 2015 | PILLOLE DI NTTR | NEWS | SOCIAL TV EVENT

PRESENTATION | CONTACT US

WEEKLY TOP 5

5 Nielsen Twitter TV Ratings 23/2 - 1/3  
Weekly Top Five - prima e seconda serata

	Emittente	Programma	Data	Unique Audience	Impression	Unique Author	Tweet
1	RAIDUE	The Voice of Italy	25/02/15	161.800	6.193.200	15.000	74.900
2	CANALE5	L'isola dei famosi	23/02/15	177.300	9.200.000	17.400	116.600
3	SKYUNO	Masterchef Italia	26/02/15	113.100	1.900.000	7.000	26.100
4	CANALE5	C'è posta per te	28/02/15	84.400	2.022.000	4.500	20.200
5	RAITRE	Che fuori tempo che fa	28/02/15	65.500	200.500	1.400	2.100

Fonte: Nielsen. La classifica è ordinata in base al numero di persone che hanno visto almeno un Tweet riferito al programma (Unique Audience). Sono inclusi i programmi di prima e seconda serata. Sono esclusi gli eventi sportivi e le repliche. Nielsen Social raccoglie tutti i Tweet rilevanti rispetto ad uno specifico programma/evento televisivo, pubblicati tre ore prima, durante e tre ore successive alla messa in onda dello stesso. Unique Audience indica il numero di persone esposte ai Tweet relativi ad un episodio, da quando il Tweet è stato postato e fino a 24 ore dopo.

<http://www.nielseninsights.eu/articles/nielsen-twitter-tv-ratings-for-italy>

20% of Tweet send 80% of tweets. Tweeter is a very unbalanced SM because few leaders are high followed and the most get into conversation but nobody cares. To stay on tweeter for a biz is not easy: can be used as news engine, but don't expect any follower. **Tweeter is boring for COMMON PEOPLE.**

**E-COMMERCE in ITALY**

Clothes, local food, tourism.

GroupOn is over because of very high commissions.

**Online research : product and product Feedback**

**NOTE to m@il signature:**

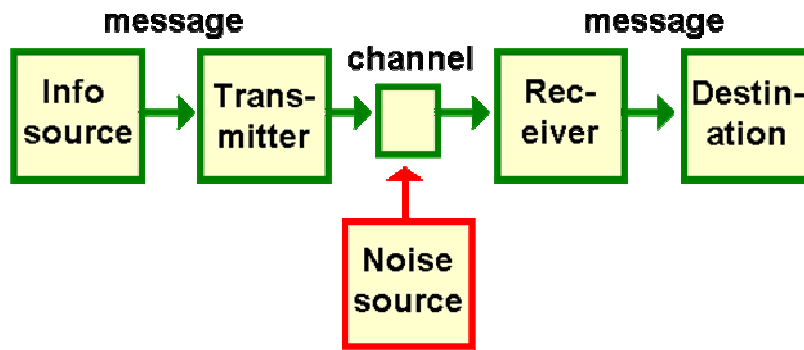
declare FB and refresh it

declare TW and don't care

declare Linkedy for B to B (not for B to C)

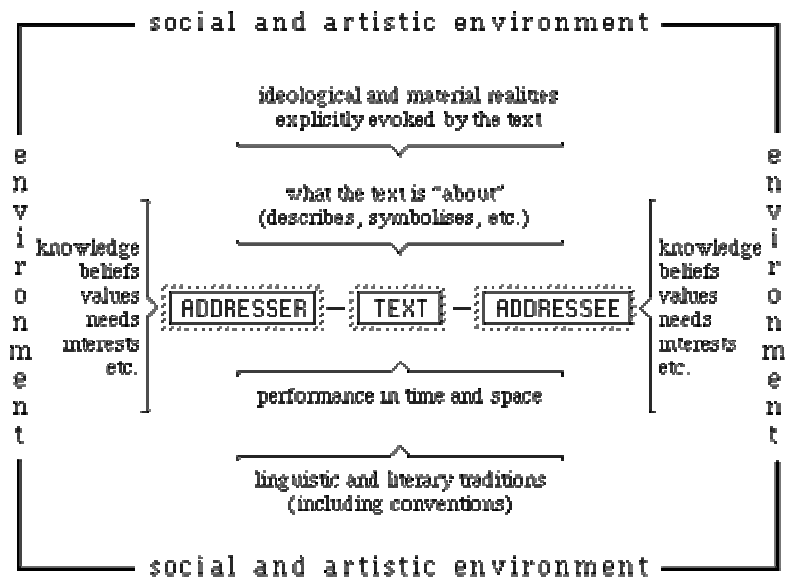
## Communication on 2.0

### Shannon and weaver theory



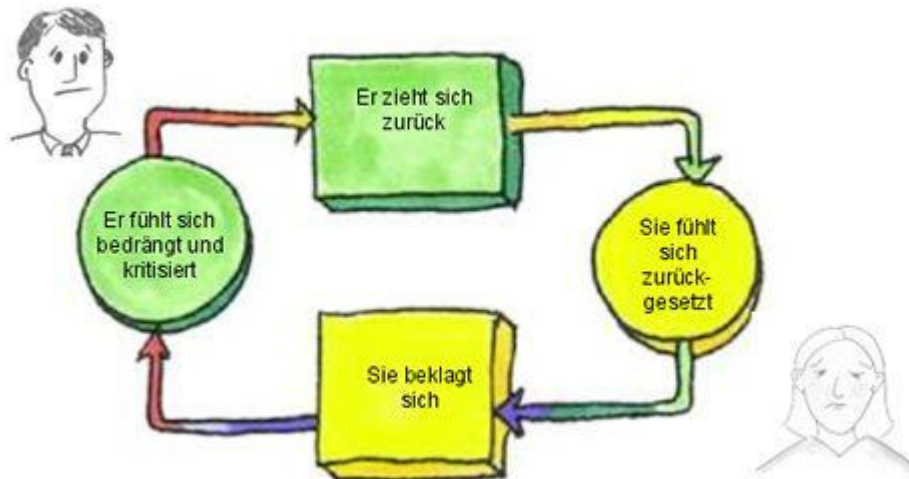
Codif-decodif deals with signal/noise: the higher the first the best the communication.

And Yacpbson model



These models are no longer valid in web because this system is influencing himself along time/steps.

Communication is never one way: better **Walzawick theory**



### Walzawick theory

“Like” is always researched by web users: it is an auction of our content: value increases if demand is increasing.

Information related to one object can arise to a personal level. This is the online “non said” rule: contents is important if there is relation.

CONTENT

RELATION

3 kinds:

- 1) you value
- 2) you don't value
- 3) you don't exist

Communication takes place by both logic and analogic code: first is just description, second is emotional one. (cfr Mara Maionchi). Analogic code belongs to non declared level regarding emotional dynamics. This aspect ensure relation.

Communication interchanges are symmetric OR complementary, depending on base: equality or difference. To create an evaluable relation is better to be symmetric with confirmations and complementary with disconfirmation. To be Symmetric to disconfirmed is dangerous if you represent a company. It just brings visibility.

Meta-communication theorizes we just control 40% of our outings: 60% is not under control. A fake is just a content and people want to deal with them because his creator uses metacomm. We have to behave as we are our puppets. We have to stay over low level comm.

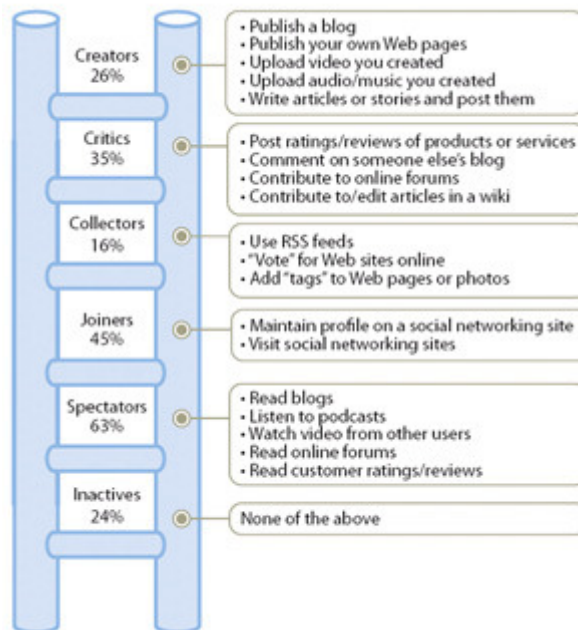


## Lesson 2, March 21

All you have to do to success on SM:

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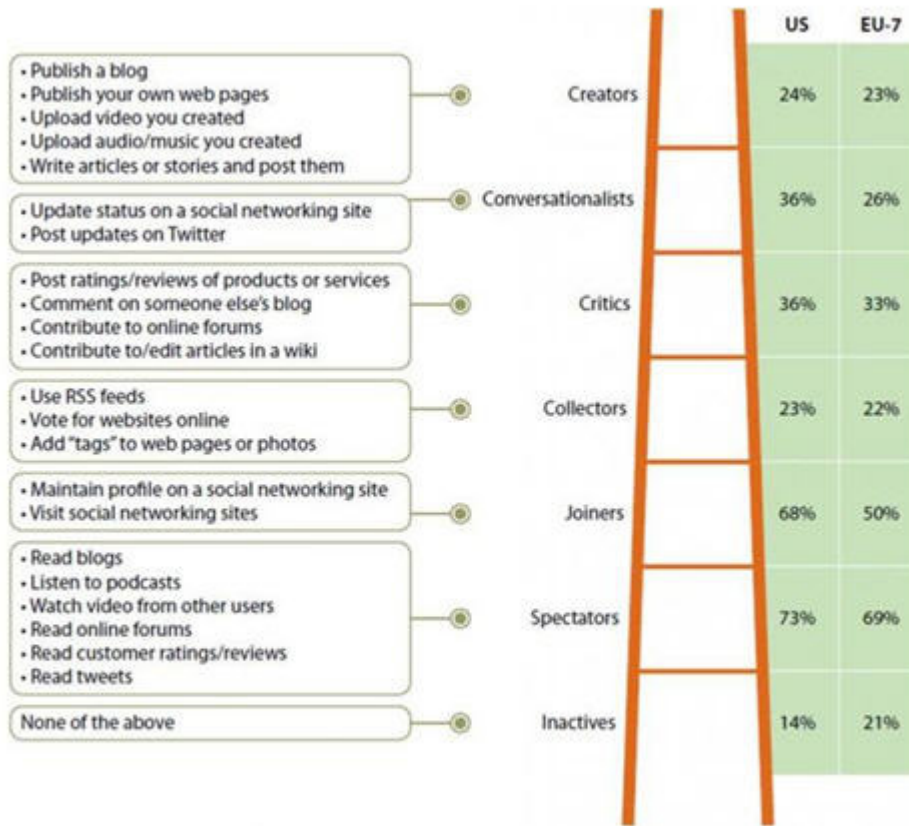
**Forrester classification** regards content production and related efficiency:



**Forrester classification**

- 1<sup>st</sup> Creators (20% produce 80% of web SM content). There is no weight on content quality, just to their quantity.
- Critics care about other's Creations. They affect others contents, so are positive elements.
- Collectors gather info, mark as dog on the streets with "like", quotes. They catalogue with bookmarks. They share FB other's and then fill SM of no-care content.
- Joiners just look to others and maintain profiles.
- Spectators use content but don't join with profiles.
- Inactive just have an IP. They are digital illiterates.

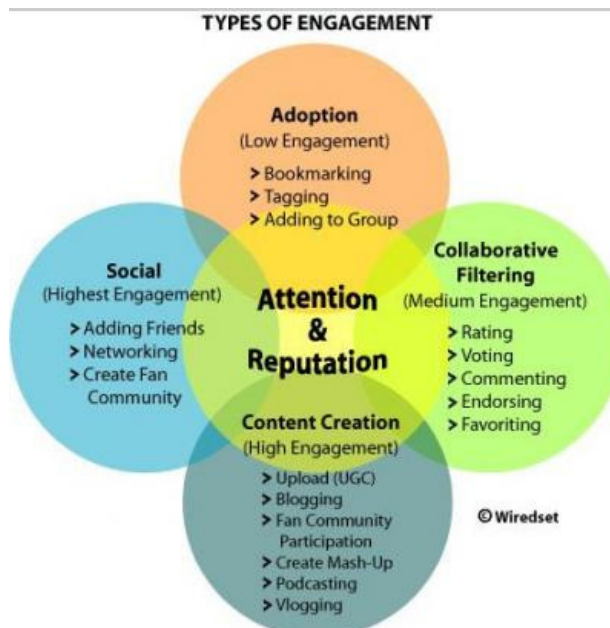
## Pratique des technologies Web 2.0 en Europe et aux Etats-Unis

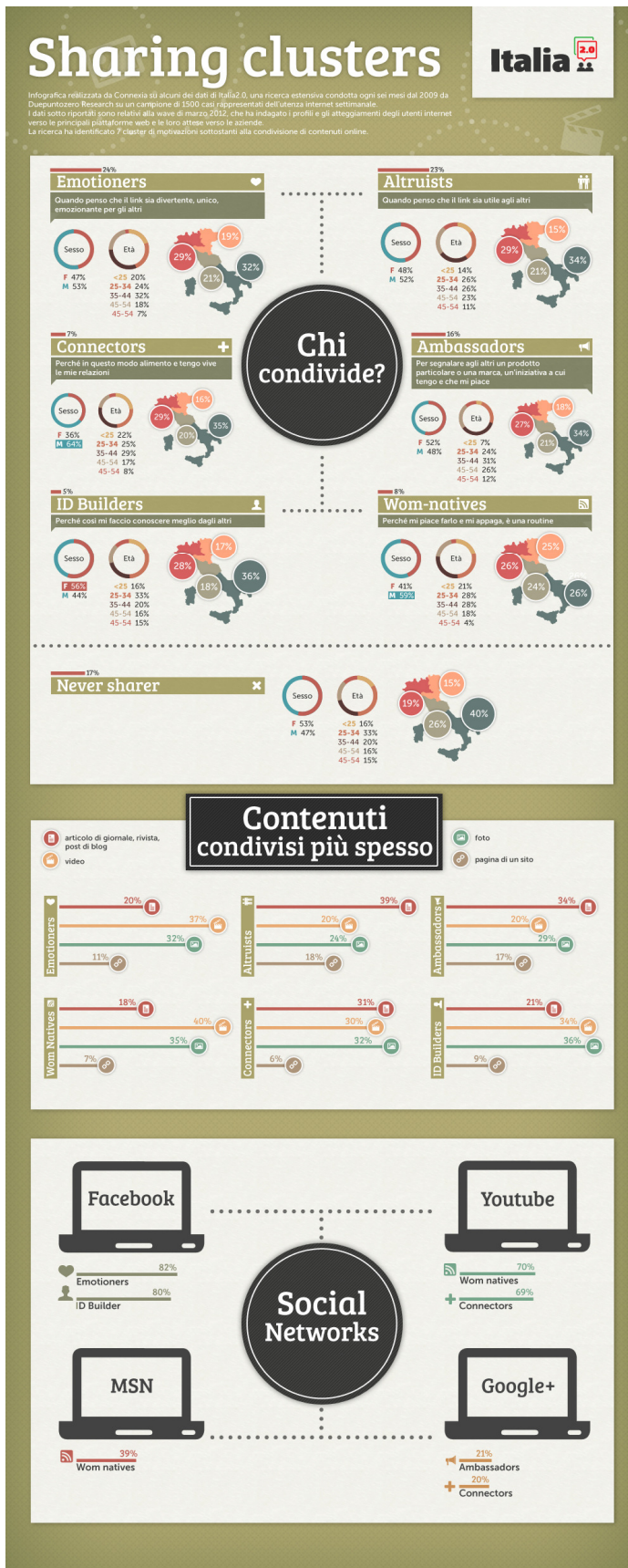


Base: 57,924 US online adults (18+); 16,473 European online adults (18+)

Source: North American Technographics® Online Benchmark Survey, Q3 2011 (US, Canada); European Technographics Online Benchmark Survey, Q3 2011

Just 20% of users want to get into relation, while critics stay on content. They are 30%. This doesn't mean 30% will feedback. Your content, once online, still has to interest the 30% in order to generate a feedback. Today is very hard. **70% of web is just looking @ us.**





Collaborative filtering arises @ critic ring. This regards just content until last social level comes out, which means last level is the highest, and social success is given by a very thought strategy, not casual. Very few answers will come out without this preliminary analysis. We will make community if will involve people both already interested on topic and creative, because interested but inactive users are useless for launching the topic. The first step is to gather the actives core BEFORE creating a topic, even in other SM. Every kind of friendly actions is absolutely desirable in order to bring them to our topic.

### Involving factors for SHARING CLUSTERS

- Emotion the user think to give others is first factor of sharing;
- Altruism: I think this content could be useful for others;
- Ambassador factor: the love brands (HD, Ducati, NIKE,...) have an high personal engagement and work for you. Here the emotion is self-referenced;
- Worn natives share because they are used to: they are the stomach, no coherence but lot of contentent;
- Id builders share a content to create their identity with their specific experiences; they are an effective PR for specific adds of a product (if I want to AD a mountain Hotel I'll target a sky passionate, which is not jet an ambassador);
- Connectors enjoy to be part of a chain because they hope to get into relation with others. Contents for connectors are the 2.0 interactions games (meme, ecc.): the content weight is very low and FB doesn't like it. A very small Memes sponsor is accetable;

### Media shared

- Worn natives don't like articles but videos and pics;
- Connectors head for all;

## Six degrees of separation

No more than 5 link levels are acceptable to get into relation. This is Linkedyn market base (even if they reduced to 3 degrees for marketing reasons).

## Dumbar number

Top n. of social related is around 150. FB confirms with the AV friends number of user's friends is 140.

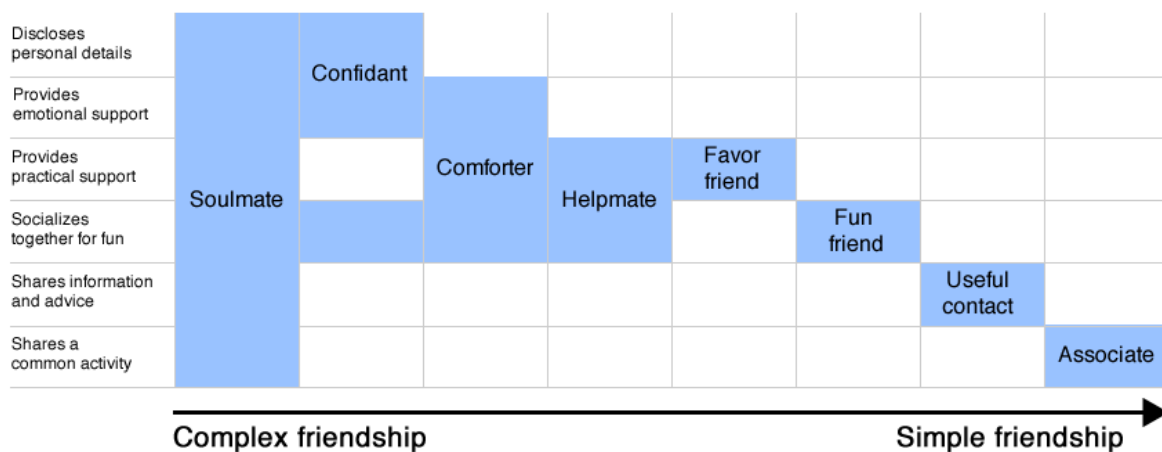
*WIKI: In 1992,[1] Dunbar used the correlation observed for non-human primates to predict a social group size for humans. Using a regression equation on data for 38 primate genera, Dunbar predicted a human "mean group size" of 148 (casually rounded to 150), a result he considered exploratory due to the large error measure (a 95% confidence interval of 100 to 230).*

## Paul Adams theory

People don't behave the same way with all: Circle has been theorized to separate different level of friends.

- So real closer friends are 4, the first circle, even if we got 150 friends whom we just keep informed of. Don't talk to 150 friends as we do with closer level ones.
- Heavyweight relation start with lightweight approaches. Solidarity feeling has to be set up before presenting our product. Better to start with like. Don't get into personal profiles without being invited.
- Rea sense of contents sharing is inside relation
- FB "likes" refers only to relation;

## Contact (friendship) levels model (Spencer & Pahl)



80% of SM user ignore this model, so behave the same way in front of thousand of people.



## THE MARKET AD DIALOG

Marketing today is....

**Viral Marketing:** the more you speak of it the best

**Buzz marketing:** virtuous buzzing linked to antagonist market

**Tribal market:** focused closed groups like Apple users

**Guerrilla Marketing:** bring attention on quotidian without advice

**Experiential:** daily routine is the best place to make a product growing

### The Cluetrain Manifesto:

#### 95 Theses to describe the End of Business as Usual

1. Markets are conversations.
2. Markets consist of human beings, not demographic sectors.
3. Conversations among human beings *sound* human. They are conducted in a human voice.
4. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.
5. People recognize each other as such from the sound of this voice.
6. The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.
7. Hyperlinks subvert hierarchy.
8. In both *internetworked* markets and among *intranetworked* employees, people are speaking to each other in a powerful new way.
9. These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.
10. As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.
11. People in networked markets have figured out that they get far better information and support from one another than from vendors. So much for corporate rhetoric about adding value to commoditized products.
12. There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.
13. What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.
14. Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.
15. In just a few more years, the current homogenized "voice" of business—the sound of mission statements and brochures—will seem as contrived and artificial as the language of the 18th century French court.
16. Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.

17. Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves.
18. Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.
19. Companies can now communicate with their markets directly. If they blow it, it could be their last chance.
20. Companies need to realize their markets are often laughing. At them.
21. Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.
22. Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.
23. Companies attempting to "position" themselves need to *take* a position. Optimally, it should relate to something their market actually cares about.
24. Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position.
25. Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.
26. Public Relations does not relate to the public. Companies are deeply afraid of their markets.
27. By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.
28. Most marketing programs are based on the fear that the market might see what's really going on inside the company.
29. Elvis said it best: "We can't go on together with suspicious minds."
30. Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.
31. Networked markets can change suppliers overnight. Networked knowledge workers can change employers over lunch. Your own "downsizing initiatives" taught us to ask the question: "Loyalty? What's that?"
32. Smart markets will find suppliers who speak their own language.
33. Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.
34. To speak with a human voice, companies must share the concerns of their communities.
35. But first, they must belong to a community.
36. Companies must ask themselves where their corporate cultures end.
37. If their cultures end before the community begins, they will have no market.
38. Human communities are based on discourse—on human speech about human concerns.
39. The community of discourse *is* the market.
40. Companies that do not belong to a community of discourse will die.
41. Companies make a religion of security, but this is largely a red herring. Most are protecting less against competitors than against their own market and workforce.
42. As with networked markets, people are also talking to each other directly *inside* the company—and not just about rules and regulations, boardroom directives, bottom lines.
43. Such conversations are taking place today on corporate intranets. But only when the conditions are right.
44. Companies typically install intranets top-down to distribute HR policies and other corporate information that workers are doing their best to ignore.
45. Intranets naturally tend to route around boredom. The best are built bottom-up by engaged individuals cooperating to construct something far more valuable: an intranetworked corporate conversation.
46. A healthy intranet *organizes* workers in many meanings of the word. Its effect is more radical than the agenda of any union.
47. While this scares companies witless, they also depend heavily on open intranets to generate and share critical knowledge. They need to resist the urge to "improve" or control these networked conversations.

48. When corporate intranets are not constrained by fear and legalistic rules, the type of conversation they encourage sounds remarkably like the conversation of the networked marketplace.
49. Org charts worked in an older economy where plans could be fully understood from atop steep management pyramids and detailed work orders could be handed down from on high.
50. Today, the org chart is hyperlinked, not hierarchical. Respect for hands-on knowledge wins over respect for abstract authority.
51. Command-and-control management styles both derive from and reinforce bureaucracy, power tripping and an overall culture of paranoia.
52. Paranoia kills conversation. That's its point. But lack of open conversation kills companies.
53. There are two conversations going on. One inside the company. One with the market.
54. In most cases, neither conversation is going very well. Almost invariably, the cause of failure can be traced to obsolete notions of command and control.
55. As policy, these notions are poisonous. As tools, they are broken. Command and control are met with hostility by intranetworked knowledge workers and generate distrust in internetworked markets.
56. These two conversations want to talk to *each other*. They are speaking the same language. They recognize each other's voices.
57. Smart companies will get out of the way and help the inevitable to happen sooner.
58. If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.
59. However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.
60. This is suicidal. Markets *want* to talk to companies.
61. Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism, of language that rings false—and often is.
62. Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.
63. De-cloaking, getting personal: We *are* those markets. We want to talk to *you*.
64. We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.
65. We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.
66. As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?
67. As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.
68. The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?
69. Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us.
70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't *let* you talk that way.
71. Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.
72. We like this new marketplace much better. In fact, we are creating it.
73. You're invited, but it's our world. Take your shoes off at the door. If you want to barter with us, get down off that camel!
74. We are immune to advertising. Just forget it.
75. If you want us to talk to you, tell us something. Make it something interesting for a change.
76. We've got some ideas for you too: some new tools we need, some better service. Stuff we'd be willing to pay for. Got a minute?

77. You're too busy "doing business" to answer our email? Oh gosh, sorry, gee, we'll come back later. Maybe.
78. You want us to pay? We want you to pay attention.
79. We want you to drop your trip, come out of your neurotic self-involvement, join the party.
80. Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.
81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?
82. Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?
83. We want you to take 50 million of us as seriously as you take one reporter from *The Wall Street Journal*.
84. We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?
85. When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.
86. When we're not busy being your "target market," many of us *are* your people. We'd rather be talking to friends online than watching the clock. That would get your name around better than your entire million dollar web site. But you tell us speaking to the market is Marketing's job.
87. We'd like it if you got what's going on here. That'd be real nice. But it would be a big mistake to think we're holding our breath.
88. We have better things to do than worry about whether you'll change in time to get our business. Business is only a part of our lives. It seems to be all of yours. Think about it: who needs whom?
89. We have real power and we know it. If you don't quite see the light, some other outfit will come along that's more attentive, more interesting, more fun to play with.
90. Even at its worst, our newfound conversation is more interesting than most trade shows, more entertaining than any TV sitcom, and certainly more true-to-life than the corporate web sites we've been seeing.
91. Our allegiance is to ourselves—our friends, our new allies and acquaintances, even our sparring partners. Companies that have no part in this world, also have no future.
92. Companies are spending billions of dollars on Y2K. Why can't they hear this market timebomb ticking? The stakes are even higher.
93. We're both inside companies and outside them. The boundaries that separate our conversations look like the Berlin Wall today, but they're really just an annoyance. We know they're coming down. We're going to work from both sides to *take* them down.
94. To traditional corporations, networked conversations may appear confused, may sound confusing. But we are organizing faster than they are. We have better tools, more new ideas, no rules to slow us down.
95. We are waking up and linking to each other. We are watching. But we are not waiting.

### Some trends

- Traditional media AD were scattershooting: now user are well described;
- Traditional media unidirectionality lowered their efficiency;
- Prosumer are simple consumer showing products with videotutorial, as clio make up (<http://blog.cliomakeup.com/>);
- User does only things interesting himself;
- Info overdose



## New communications objectives

- Company become the place where customer goes not for loyalty but for devotion;
- Emotion > experience (e.g. from Apple to Hi-tunes);
- Information > Knowledge when product maker name becomes product name (e.g. Hipod, Maionnaise);
- Persuasion > to adhesion when experience allow people to elect actively and not passively;
- 

## Non conventional communication is based on

- The cluetrain Manifesto
- Addressee become alley
- 

We have to allow the object became experience of emotional behaviours. To involve on nail better you speak about paintings. *From reference axis to meaning axis*. Ability of communicator on involving about the emotional level. Be to be leads beyond to teach the final seller to agree to selling politic of producer: there comes franchising, the b2b. Le Roy Merlin cut the chain of intermediary bringing emotional experience inside home renovation area. Social street ties web product to real life (e.g. the private mail offering a real showcase to expose customers virtual showcase items in a real place).

Distinguish our offer is first thing to do when there is a widespread of offer. Reduce prices is useless because prices war lowers and lowers quality until destroying the product image.

It is hopeful to create a community of people lied by the company brand which created a virtual environment where people met under the silent company's presence. Harley D. brands the HD community and you can guess one belongs the HD tribe just looking at his clothes and style.

Several banks created research groups to gather potential customers lowering defences in front of the brand. Half of SM is groups animating. Even if SMMarketer works on single subjects, he has to gather analogues profile on little groups. *SMM has to lead to an environment where subjects get into relation "many to many" just with a little control or little animation pushes sometimes*. But don't widespread topics if you aren't sure they like them. Hierarchic organization of old 1.0 forums is obsolete: 2.0 group managers have to deal with spam but can't be too rigid with potential customers. *Better to avoid spam problems creating subgroups*.

*Pages and groups works in a different way: while you join a page by accepting some rules, you can invite to groups and people can exit(...)*.

Discourage a potential spammer is not smart for a group manager, because he can become AD payer.

Viral content is the one making extraordinary the ordinary. The cat is a symbol when belonging to experiential area behaves extraordinarily. The handicapped dancer Giusy Versace succeeded by doing a normal thing being a priori not fit for it.

Buzz is the simplest process for info spreading even with non viral content, using communication star. Cliomakeup uses a “pares inter pares” credibility to buzz makeup products around. The question “how to build credibility” could lead to very complicated theories, but a day by day activity pays for sure. The producer company has to stay on the info gathering level in order to let the customer to know about him by 2.0 channels before just going to Google to search for prices. They accept to pay 10% plus to be sure about quality.

**VERY IMPORTANT QUESTION: when GOOGLE step is separated by SM step. Is there a real difference between GOOGLE and SM. Are they really competitors?**

**They are complementary: google knows what you search, so is good on contents, while FB knows what you tell him, but knows people by name, so it is good on names if you are a user. Google know also names by google+ experience, but you have to buy them. FB names are still for free.**

PRODUCER

TRAIL

CUSTOMER

To conquer the trail is the mission of producer.

KPI are indicator to understand tools performance.

In old economy Opinion maker creates ideas on top of system and opinion leader intermediate to people. In 2.0 any opinion maker can get directly in contact with people so there is no longer difference between the two figures. Here producers establish relation with influencer gathering both roles. They will speak well about you because you are kind with him. Every action is done in order to exploit other’s power as in judo. Old marketing is like boxing.

## SMM Fundamentals

**Benedetto Croce already understood something (...)**

Identity is the gathering of our behaviours on web:

- Coherence of profiles with public role is most important thing on SMM
- Coherence with web reputation, depending hopefully on ourselves behaviours

Dolce & Gabbana gay stylists tried the viral move by supporting traditional family against gay community. So there is a lack of coherence which will probably pay despite being viral for a while.

- We have to insert sharable contents
- Communicate originality and identity
- Open way and temper
- Transfer open feeling to communication

## **Kind of Identity**

### Official

- Official product
- Official places

### Lateral

A FIAT professional has to show himself driving a FIAT car: he is a lateral ID of FIAT, as MOTORVILLAGE.

### Latent

Non officially connected to company

### Dissimulated

He ignores to be

### Private

You can't say you belong to the company.

## **AVATAR**

It's representing us on virtual community.

## **SLIDES**

<http://www.corsiwebitalia.com/materiale-didattico-corso-di-social-media-marketing/>  
PSWD 123smtx

## **3<sup>rd</sup> lesson, March 30**

### **Fake managing**

Fake can be mono or multichannel: making a LinkedIn Fake helps making credibility. City is very important to avoid tracing, don't choose the same you work with for the fake. The target is getting final customer who doesn't represent the company, allowing barriers level. Fakes manage lightweight level contents to suggest sooner or later the name of the company. Fake helps to leave the contact also.

Personal fake or impersonal fake? Personal work on “Push” mode. I search the person and push for him. Impersonal instead is a “pull” technique, and regards rather content (eg “cucina siciliana”). Impersonal are topic fakes, and doesn’t need the storyboard. After 10 days people will ask friendship even though the connected risks of getting in touch with an unknown person. With 5000 friends you will become a fun page with 5000 likes. Emotional topics are well appreciated by people only in non official profiles. Conversationalists will be your first followers. Nails sellers are not very good for fakes because the topic has to be very emotional. In this case better the personal fake: my real target is the detail seller, the shop. The topic identity probably won’t attract any seller, but just final buyers. A topic fake could destroy a competitor, but this is a very dangerous way to manage SM. Incorrectness will be very fast identified and then you close. Boomerang effect is very common, especially on very emotional brand’s blogs, as Apple: lot of people will disconfirm your attach. Better working on positive way.

### *NAME*

Don’t choose a rare one because will be easy unmask the fake. Common names and surnames are better.

### *PIC*

Better putting Russian faces Pics. We are speaking about female fakes, because male ones are useless. No face-pic profiles loose 40% of credibility (FB is the face’s book!!). The pic has to contain only the face, but the heading pic could be an item. Fake pics can be dwnld by google image, and better mirror it. It’s image theft and if the owner will discover you, just tell you believe the pic was public.

### *PERSONAL CHARACTERISTIC*

Specific characters have to be declared and kept in time, with coherency. Interests have to include the target one, but others are required, because mono interest fakes are quickly uncovered.

### *CONFIG*

- Avoid to let to see other friends to your friends (eventually ask fr to same surname’s profile to fake relatives)
- Switch off the chat (to avoid highlight you’re online, as is difficult to fake “live”): you can say you haven’t a Smartphone, and then credibility imposes to NOT put lot of pics, but just 3 or 4 very good ones.
- Create a presentation 50% with groups
- Never let a group depending by a fake.

### *NET CREATING*

- Identify target friends
- Ask no more than 30 fr first day, 20 the next.
- Ask to profile already in common between.
- Kill no answer request after some time, or re-ask if very important (twice denied fr are bad highlights)
- Don’t ask for profiles the SM ask if you really know him.
- Thanks for fr accept

## *PAGE REFRESH*

- Time step publish any topic

## *ANSWER*

- Answer to showcase messages.
- Hard asking profiles have to be treated with evasiveness
- Target is to keep real the fake to let people speak about the final topic.

## **Channel definition**

2.0 is the general channel!

- Wide exposition places are the blogs, where to put more than 80 characters posts. On FB a more than 80 char post loose 40% of visibility. Blogs haven't own visibility.;
- Content diffusion and replay channels are FB or TW: SM in general have no owned content
- Comment: FB (on TW is hard)
- Flash synthesis TW
- Emotional oriented YOU TUBE. TW is very cold!!
- Participation: FB. NO You tube, just comments.

## **Nodes**

- Start: Content publishing (you tube), transit (blog), arrival (FB is a through one, not a from; it's a black hole);
- Different channels semiotic is not respected by sharing software: to look at a tweet on FB is no sense. Better create a neutral native place, which could be the blog;
- High involving nodes are FB and not TW;
- Conceptual nodes are BLOGS, emotional nodes are YOU tube, and in general the ones working with images;
- Autonomous, dependent and independent nodes (go and back, rare).

## **Hot areas Focusing**

- Who speak who's?
- Check web reputation and indicators of people to get in touch with;
- Communication expert could fail on prevision but has to identify signs of bad behaviours at first manifestation;
- Building an inter related layer

## Winning content

- Viral
- Relational
- Emotional
- Experiential
- Involving
- Provocateurs
- Synthetic

## Content building

- Fit to node
- Original
- Conversational
- Maximize diffusion by: Like and quote others (Avoid spam charge by back link contents), **Inoculate** (channel to channel)

## CONVERSATION

Correlated series of content by different users.

Characteristics:

- Duration
- Mono/multi channel
- Synchrony
- Users n.
- Active users n.
- Active/Passive ratio (Passives are important)

For company's pages **Paying post rank brings visibility for next**, going on the track.

## Generate, develop positive conversations

*Positive*

- Avoid priggish behaviours
- Start a dialog especially with passives by being personal, because conversationalists are always off topic.
- Ask for attitudes
- Use quotes
- Thanks involved

- Enrich with pictures
- Purpose activities
- Offer opportunities

### *Critical conversation*

Final target is to deal, bringing the other to our position. Very important to leave personal level as soon as possible. Find out if the problem is real. On trip advisor usually attacks are done by first experience supervisors. But SM just added an other point of view: the problem is to fit a good service OFFLINE, the web amplify all. ON&OFF LINE are strictly related, beyond 1<sup>st</sup>-2<sup>nd</sup> approach order. 1<sup>st</sup> Make sure you have an account on trip adv or similar.

- Don't get in competition with customer: be complementary!
- If a problem is reported get aware if it took really place and when;
- Keep attention on facts, to uncover eventual fake: move attention from critic to specific event! It's like a story telling;
- Never accuse of being a fake, because it brings to personal level: stay on content;
- Circumstantiate the episode to particular situation of hard working charge;
- Create an event to check the efficiency of the company: it becomes an opportunity!
- Eventually get in private contact offering a discount: give satisfaction and flat the customer in order to gain some good feedback, while removing the problem;

### **Customer care**

It is a tool to prevent post service bad comment. Both early solving and an after service complaint collection will bring the customer to your side. Better the first, but a real and on time action has to follow the complaint.

- A private group on a SM;
- Better leaving the specific SM;
- Close only when the customer things the problem is off;

### **Comments**

- Better the ones staying on content;
- Unfocused: off-topic answers by low culture users not reading or understanding the topic. Nobody cares about them and explosive while aroused;
- Provocateur (on content): as above, ignore;
- Abusive (on person e.g. minimizing a comment about them if negative by minimizing the unknown editor): as above, ignore;
- Excited: thank and eventually try to study in deep enthusiasm reasons, to uncover fakes or gain a potential customer;
- Spam & promotional: you can bann them;

- Markers just like, don't bring any content value: Ignore.
- Nonsense are totally off topic: Ignore.

## Monitoring

- Focus on topic profiles: which themes regard us?
- Value their web reputation on other channels.
- Value excites of social media

## Web reputation

- Where are speaking about us?
- Which frequency
- How many

## Social media monitoring review top ten

Gathering all the SM on one platform. Can be pay or free tools.  
[socialmention.com](https://socialmention.com) works on k-words the others speak about

# SOCIAL MEDIA MARKETING

- Increase known
- Distinguish brand
- (...)

## B2C On line:

- Increase visibility
- Purpose (...)

## B2B

- Limited customer n.: search very specific fitting profile for finding out potential sellers by making an audit;
- Medium and High dimensions companies;
- Depending on the market dimension the number of potential companies can arise;
- Get in touch with buyers: few good ones can help financing 1 year;
- Improve the relationship with decision making stations to advance knowledge;



## **Instrumental target**

(...)

## **Smart targets**

- **Achievable** 20% increase is realistic
- **Realistic** Achievable target fit the resources or brings to financial overexposition?
- **Timed** n. of unique users in 1 year

## **KPI key performance indicator**

- Coherence with company's mission
- Quantifiable
- Defined in time
- Viable
- Coherent between them

## **KPI factors**

- N. of contacts
- Interconnection among different SM
- Contents validity (a certain redemption, as click rate, is expected)
- Length, deepness and pertinence of conversations (e.g. like n. in 1 month)
- Visibility, authoritativeness
- Lead n. and sales in general (product or fakes bad talking about us are the 2 final gates)

## **Fundamental actions: how to make an SMM plan :**

- Preliminary analysis: What we want ... SWAT (difficult because we are not objective with our company, so companies need external advices)
- Smart targets
- Communication content gathering based on theoretical target (e.g. painting lovers groups are better on IS)
- People and channels
- Network creation
- Communication way choosing (amateur pics are acceptable, not videos!!)
- Nodal graph construction (how to place these tools on web channels)
- KPI definition (it is trasversal)

- Planning content production and time scheduled relation (how much, how many within 1 year)
- Monitoring
- Correction: if KPI is well defined

## 2 fundamental operative actions

1. channel actions to increase channel numbers
2. to website transfer the channel numbers

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## 4<sup>th</sup> lesson April 11<sup>th</sup>

### Knots theory

The 2.0 scenery is widespread around many channels joined by knots, which have to be as much as possible to spread the message, but drawback is risk of slow moving.

Nodal graph gathers:

1. Pages
2. profiles
3. Groups

External groups can improve them.

### How spread a video

FB: is the **hook** for your blog, pics from your video on you tube

TW: account 1, acc.2, acc.3 => Hastag 1,2,..n & Mentions

**BLOG: is dynamical part of your website to be refreshed timely turning to:**

- LN increasing day by day with professional groups
- FB



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DAI FORMA AL TUO FUTURO

G+: is good for indexing

PICS: Pinterest, FB, TW

All this has to move around as a fluid mass.

Video inside FB have a very big visibility in order to overcome YT. FB is trying to get all and this is the web risk today. G doesn't behave like FB because doesn't need you tell him anything and FB does: he knows all by you search.

### **Creating a group**

A

Relation is between people sharing some topic predilection.

Group topic has to fit exactly the side I want to highlight of the product to promote (eg techno if power is must or emotional if brand is).

B

How much freedom to give to members? It depends on situation, but in general the more restriction the lower enjoy. If there are restriction give last word in 15 min!! So stay over the group 24h.

It is possible to declare the contents.

*NAME*

The best tags the more followers

*HEADLINE PIC*

The best is the h.pic the more you got

*DESCRIPTION*

Clear and synthetic the rules and **easily understandable!!!** You have to explain why you deny who had been playing bad.

Not many restriction.

*ADMIN*

At least a real, NOT fake, profile from the company's team. NEVER from out team.

*ISCRPTION*

Define as well the policy. **Sometimes better create limited ones. Known people can be included without permission by policy, then they can leave.** Better include them at 3AM, and he wont complain the morning after because there will be a lot of request which they wont refuse because of the mess. Then notification will arrive. If the group has good contents He wont regret to be involved.

SPAM could be accepted on a group because it can improve the group, but it has to respect group's rules.

Anyway a good group is a controlled one. Moderation has to be first thing to plan. Contents have to be asked to followers, because real creative appreciates likes by really interested people. Trivial contents can be heard because could be a lot.

Fakes network has to be set before creating group so the critic mass of 2000 followers can be arose.

Contents has to spread around focus product because if you only try to sell you will bore people. Cashing people's data is one of the groups targets, even if they just make pre inscription. So don't bore people. No more than 25% of contents have to be product selling focused. Attention gathering can work with gadgets promotion running over the product.

#### ANIMATION

Non coherent content will estrange the ones really interested on the topic.

Stupid but coherent content will be up on the highlights, the good ones will lower, so fakes usage is compulsory to keep position growing natural. Forced positioning is never loved by users. The mechanism is the G one, with sponsored VS natural links.

#### NOT OWNED GROUPS

First get in touch and friendship with ADM.  
Don't publish your contents but respect ADM likes.  
Don't spam even the **call to action**.  
Always control and answer comment to your contents.

If pics are preferred instead of calls to act, the group is fizzy and meme & c will work better. Since FB works on algorithms is not possible detecting if a behave is to punish because bad or because of too rigid rules.

Anyway leave groups not loving you.

## Fun pages, Building a SM planning

**NEWS: FB is going to destroy topic identity!!!!** So the idea of an impersonal fake is no longer a good one!!!

FB gives exact sizes for the headline. Once the page is full of contents on the diary, then invite your friends to LIKE. Firstly with 30 closest people then with 100.  
FB tries to reduce funpages effectiveness. To make effective the refresh is required relation inside FB. FB is the web black hole.

**Difference between funpage and topic identity?????**

- **NOTE: Real Marketing** Since Ischia is now spoken for justice impeachment, the island image usage is finalized to gather attention focused on the media topic.
- **NOTE: Hastag usage in FB** is not very good.
- Italian top time to publish is around 21 and then 13.30-15.00.
- **Photo gallery linking** to FB from my website is not effective because FB is a black hole.
- **Don't like** as **hiding the post** from followers are negative actions for the FB algorithm. But the don't like is due to the post increasing. So don't refresh more than twice a day, unless you are a web journal and the frequent refresh is expected.

### The /insight page

is available only for fun pages, and it is for free.

- **Report as a spam** is the worse action you can suffer, because it can affect also the site if it is a link.

Expected model: most of web people want to see what expect, so the problem is how to show what he want, because starts from your good faith. In case of hostility don't stop communication asap: it will sort problems, better to wait 2 days.

On the insight page there are the most important in links to the fun-page. Other tools help to understand our followers. To move to a desired group of followers act direct actions to get them.

**LIKES warning:** the more likes, the less visibility, since FB understand you can pay for ads. Better the post as success index. The like is not a lead because is "lost" unless we pay for!! **It's half lead if I bring the like on my friends.**

**PICs: take all the space, not rectangular, unless you want to give "selfie" idea.**

### Big brands

**NUTELLA:** Little incipit with smile and a good pic. Proportion between likes and followers is the same of small companies funpages. They answer one by one. **3000 likes/30.000.000 PIC/PAGE = 1/10000**

**CERES:** it's specialized on instant marketing, as they come on each news on the air. They brought beer to Expo workers, preparing this action with lot of news about the time respecting of construction. This brand makes already lot of ad, but they did the video with a mobile and big newspaper highlighted that. They played also over legal hour, eclipses, criminal Berlusconi's trial....In general when something happens people expect Ceres giving a word. This is *guerriglia marketing*.

First thing is to be communicator by the way. Competences have to grow with the company. People tagged by big brands funpages could be influencers, ambassadors, but common people.

## Small brands

**CAVALLINO BIANCO:** is a small very powerful brand. 345/30000 likes PIC/PAGE = 1/100. They never speak well about themselves, just tell stories.

**Copyright policy:** There isn't a policy for which you can't take a other's company name!

**Links:** remove it once one image is acquired.

**VILLA IGIEA:** no intro to pics, very journalist style, menu on fun-page (better on website) very bad?? They don't use any highlight of hotel's history, since Basile's liberty design is one of European must. They don't give any experienced emotion. A philological menu could have been chosen instead an international one. "Director tells histories".

A fun page can't join a group because it will be a very clear ad.

**SICILYMOTORENT:** .....  
REMOOVE LINKs  
PUT COMMENTS to PICS  
USE ENGLISH

## Web contest

**Aut min ric!!!! Very bad**

## PAY Ads

### FB

wants always to control your product. Logic is pay per view. Lower price than G ad words.

### Post

- Small and incisive incipit
- Audience: No more than 5 interests
- Use budget daily or concentrated
- Highlight only the post (better for mobiles): both likes and post covers will increase

- Credit card required
- Small credits of 10 euro better in no more than 3 days

### Links readdressing to website

- More “official” than post: it’s on the midway to G ad words
- If actions are required (like inscription to newsletter) risk increase
- Some pay per click mechanism are available
- You can get your application installed
- Events sponsored **VERY BAD**
- 

### G AD words

Only pay per click, but theoretically more efficient and higher cost.

### Mixing

To move through a wide audience FB is better than G ad-words which target specifically. Small amount better on FB.

## 5<sup>th</sup> lesson, April 18

### The case

McDonald made a YouTube video faking a new cool burger shop in Milan, but powered in secret by them, involving some *master chef* main cooks as testimonials, and hipsters as guests. They moved the problem from food quality axes to the taste one, by faking a product for hipsters. Italy is a difficult market for McDonalds because of the high quality of local restaurants even on low band. So they have to fight quality, because taste is good for most of people, even opponents. Communication is always contemporary and aligned to family needs, and worldwide no variation factor is the secret weapon since tourists abroad, or local could be tired by local food monotony: so “no variation” becomes “certainty of taste”. In Italy this aspect is weak because of high variation of food lowers monotony effect, moving the attention on McDonalds quality level.

## Pinterest (PI) and Instagram (IS)

**Both use image effect.** Social factor is not effective as on FB because everything happens on public places. In Italy they are not full power, especially in Sicily. PI is the higher average using time, TW and is lower one.

## PI

PI decided highlighting better companies, which are the testing subjects of all new functions. Cooking topic is worldwide lowering, so PI built before a cookbook, and now is focused on tourism. It uses very actual trends. Companies can tell their histories in episodes. **Schedule filling is often forgot but is very important, especially for website interactions.**

- PI accept k words even without # ASTAG.
- The boards are very important
- Place pins
- Pin best times are 14-16h and after 20h
- For Square is a reviewing connected social for **GEOLOCALIZZATION**
- Target maps
- Topic maps

PI is less snob than other SM: repins are allowed, so others SM pics are accepted.

The higher interest images are the vertical cut ones.

You can take pins directly from websites.

All the topics are accepted, but, as on FB, don't speak about all and nothing, but mix generality with your interests.

On PI aggressiveness is very low.

PI needs good pics, even if not coming from their websites.

IS istant is accepted, mobile's hour by hour pics are accepted. A company has to involve the SM manager on his own backstage.

## IS

The most actual SM is based on immediacy communication.

Worldwide peak times are early morning and late afternoon. Italian data are still lacking, but they will probably follow other's SM ones.

- Use hashtag
- Avoid institutional Pics, or use emotional filters (like pic of pic)
- Story telling
- 

**TIP: 1 HASHTAG for each event.**

**TIP: don't erase from a group**



### GENERAL tip

Communication is not unidirectional. Company's job and customer's attitude are contiguous. The better we deal with groups logic the less problems we'll have with potential opponents. A sort of filter has to be established for preventing a public accuse. We need to build a private and one to one relation with the customers.

The more you speak with customers the less you'll be smashed.

**So there is a correlation between good and specific communication and smashing level.**

**But is there a correlation grade depending on catchment area dimension?**

**Language** in general requires coherence, so English usage has to be generalized and a Local language – English mixing is a big risk, unless the brand is already strong, like Ducati.

## Geolocalization: For square & trip ADV

e.g.

<https://it.foursquare.com/explore?mode=url&near=Palermo&q=moto%20rental>

If I'm a community I don't need to highlight a place. A community look at community's interests. Places can't enter geo-localization apps, so web reputation is very important.

### TW

It's 3<sup>rd</sup> social in Italy, after FB and ...

Is not very loved by users because is not for masses.

180 char limit is hard. As for IS if you aren't online you loose the tweet, unless within 6 hours, you don't look at.

For a small company is not useful, unless the target is high, like a library as "Modus Vivendi": they speak to hard reader, a high culture social level, "espousing" more TW than FB.

All journalists must use TW since it's a link allowed channel, useful to redounding news from other media. Influencers are all on TW. Labour Unions also (look at Almagora campaign).

The 140 char are not all used because 20 have to be left for retwiting within 140 (may be there will be enlarged). This aspect makes the tweet more a statement than a social purpose.

The message has to be effective and with 1, 2 or 3 hashtag: here they are the conversation soul.

- **The hashtag better on tail** so the message is clean
- A link will be condensed to not waste char. Use it within the text
- A pic makes tweet highlighting, and they are 20 char. With links and hashtag you will loose 60 char so effective will lower to 60.
- 4 tweet during one event are acceptable, as opposed to FB
- Re-tweets can be asked to spread among friends of followers

A SM crossing strategy can be established but cutting the right sizes of PICS and adapting louncing message to the different target public.

Modus Vivendi mentions often the editors.

Trends can be selected at various levels as geographical area.

ALMAVIVA

The started #io sono almaviva

On TW

- There is no barrier of friendless acceptance to users: the FB control is not on TW
- No limits to making topic identities, without being smashed by FB the rules
- Making followers is very difficult, you have to be very in trend
- While in a good trend, as politics, use always **the hashtag which influencers indicate**, may be you will be followed by influencers followers

This last strategy is **impossible for a company**, so connected identities have to be used.

Making ad on TW is useless for a companies, even for news agencies, because it's like admit they aren't strong.

Ad effect is not always good. Self (referentiality) is bad seen. The strategy is to create a topic id, got followers, and finally switch to a fun page.

A big TW problem is the lack of identity of users for which thing investors don't find usage, and ads are lacking. It's going to close. They can't even understand a fake: ISIS people use TW, not FB.

**GOOGLE +**

It's the web cemetery, as the most staying on are inactive. But you never know. Positioning is direct connected, so the indexing is the price of refreshing something nobody will read. Just refresh monthly to keep it warm. It's like staying on the phone book: nobody will read you but Google knows you exists.

The "like" are positioning increasing, especially for those who got a website, because the G+ pages are connected to it. .

The field is not SM but **CEO(?)**.

**tumblr.com**

It's the porno reference SM: a good environment for creating a BLOG. In Italy is NOT USED.

**LOOK @ massimo nava tumblr**

<https://www.youtube.com/watch?v=38ul1LJm4ro>

## **A SMM planning, case history**

Starting is very hard because the self view could be wrong: e.g. market doesn't buy a product and owners think there is a lack of quality. So use a cross control over the company, starting from sellers, then make an interpolation. A perspective different from the company one will be the right starting point to be appreciated by the CEO, because you add a new point of view they didn't have.

3 focus:

- Production
- Sales
- Internal organization

A SM marketer doesn't start from pure marketing plan, because you are not asked to change the company but communicating the way it is. An online communication is the only thing you have to establish.

A general marketing vision is required because a bad customer could accuse you to not solve his communication problems because there are worse problems on the company. Lot of crisis will arise and your reputation as SMm will lower. Better telling the truth and you don't want to afford the situation and may be you will be asked to give a marketing consulting also. Otherwise ask too much money.

### *FUNDAMENTALS*

- Prefer increase channels (e.g. using call to action), then simply increasing likes (which won't help renewing your contract in the future);
- Sell the sales results instead of the "likes" to be paid for that: this reset investors risk, service price can be higher;
- There is a halfway strategy between "cash for likes" and "cash for sales results": it's the "cash for LEADS" being the leads not likes but users going deep on you pages to be high potentiality users. It needs an objective mixing, **knowing the paying customers/leads ratio is 20/1000. Leads are suspect becoming prospect;**

### **The case history: cioccolateria ragusani**

- Smart target: increase 50.000 users
- Smart target: +5% online sales
- More female gender weight 70% vs 30% male inside +5% increase
- Middle – higher culture target

All these info can be detected by online historical series

It's decided to speak about and go around

- Hedonistic attitude
- Passion for Sicily: landscape element
- ...

Topic id building 2 months before (how long they'll last??). While they'll be closed by FB I'll got them for groups.

Contents:

- Slogan: chocolate doesn't make you fatter but happier;
- Let people speaking about things making them happy in general;

- Launcher for the bullet (the pic): “chocolate, your weapon against sadness”
- Or “a good time is better if tastes of chocolate”

## Web 2.0: and you? Who’s the one you’d eat chocolate with?

### => CALL TO ACTION

- One thing
- One product
- One content

FB => PI =>

# happy with chocolate...

Let the name going around....

The core content is the launch, while following the contours have to enforce it.

### KPI

- Each image has to get 15000 users in 2 months from pubbl
- +10% online sales
- ....

### *Control phase*

**The product you sell to the company doesn’t stop @ FB: a good report with a DMAIC project is the thing they will pay you.**

### WEB 2.0 responsive websites

- Make a .com blog using GOOGLE’s blogger with link from main website
- B on Trip advisor
- Don’t use links with LOGOS
- Keep trust rank under control
- Not compulsory buying .com
- Eliminate flash
- Join city-maps services
- Use only k-words staying on static index page
- Website – contents - relations
- Content is King

Content is king

Content is king

Content is king