Use of Social Media in Consumer Marketing

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What is the PIE Center?

• The Center for Public Issues Education in Agricultural and Natural Resources

  ➢ Under the umbrella of the Agricultural Education and Communication Department within IFAS at the University of Florida
  ➢ The mission of the PIE Center is to enhance the understanding of agriculture, the natural resources and the environment by providing research-based solutions that address important societal issues and raise public and policymaker awareness.
The social media bandwagon: Are you on board?
...because everyone else is!
Video

http://www.youtube.com/watch?v=IFZ0z5Fm-Ng
So, why bother?
“It is not necessary to change, survival is not mandatory.”

~ W. Edwards Demming
Why bother?

1. **The Jones’** – Facebook
2. **Sharing** – Blogs, Twitter, Bookmarking
3. **Training Education** – YouTube, Podcasts
4. **Branding (Corporate)** – Blogging, Twitter, YouTube, Wikipedia, Social bookmarking, podcasting, Facebook
5. **Branding (Personal)** – Blogging, Twitter, YouTube, Social bookmarking, podcasting, Facebook, Linkedin
6. **Customer Service** – Twitter, Blogging, Wikis, Branded social networks
7. **Presence** – Blogging, Wikipedia, Podcasting, Facebook, Twitter, Secondlife (Product testing)
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There are three activities that the product marketer can engage in with social media:

1. **Monitor** – who is saying what of interest
2. **Engage** – interact with customers, analysts, consultants, competitors
3. **Broadcast** – create content, tweet original thoughts, post to SlideShare, etc.
Leverage Your Product Marketing Work
It’s a Great Source for Social Media

- discuss
- research
- brainstorm
- iterate

- internal meetings
  - SlideShare
- customer presentation
  - tweets
- webinar
  - YouTube
- data sheet
- white paper
  - blog

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Case Studies

- **Coca Cola** was second brand to sponsor soccer’s World Cup as a “trending topic” on Twitter – 86mm views in 24 hours.

- **Vitamin Water’s** latest flavor was created by Facebook fans-more than one million fans of the VM Facebook page now feel ownership in the product.

- **Farmers in Chicago** use their Facebook page to alert customers about what’s in season.
How to?

If you treat social media as a …
How to?

... then it will be.
Create “White Gloved” consumer engagement.
Community and Social Networking

• Enable your own branded social platform.
• Provide a unique destination.
Research, Education, and Feedback

• Social media can…
  – Enable on-going two-way dialogue.
  – Actively solicit feedback and opinions.
Activities, Evangelism, and Advocacy

• Build brand loyalty through interactive involvement.

• Create massive jump in mind share.

• Convert customers into well-informed advocates.
Viral & Buzz, Widgets & API

- Provide tools that allow advocates to create and easily distribute their own consumer-generated content.
- Application programming interfaces (APIs) and widgets allow integration and syndication of content into social networks and blogs.
Loyalty, Rewards, and CRM Integration

• Track participation through reward-based points and member-leveling systems
• Use VIP access to events, product samples, and gift cards as rewards.
Best Management Practices (BMPs)

1) Be visible: get Facebook.

2) Appoint a social media person.
Best Management Practices (BMPs)

3) Tell your company story.

Heartland Agricultural Coalition

Website: http://www.heartlandagcoalition.com
Company Overview: The Heartland Agricultural Coalition, a grass roots organization uniting various agricultural producers and associations, provides a unified proactive voice dedicated to protecting Florida's resources and quality of life while advancing the economic future of agriculture in Florida's Heartland.
Best Management Practices (BMPs)

4) Use polls and questions to stimulate activity.
Best Management Practices (BMPs)

5) Limit posts to 1-2 per day or 5-7 per week.
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Thank you for your time today!

Questions?

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