

**Social Media:  
Moving Beyond the  
Ordinary**

Corbin Ball, CSP, CMP  
Corbin Ball Associates

Course notes: [corbinball.com/assets/social-uv.pdf](http://corbinball.com/assets/social-uv.pdf)  
Twitter: @corbinball #uvamc #uniquevenues

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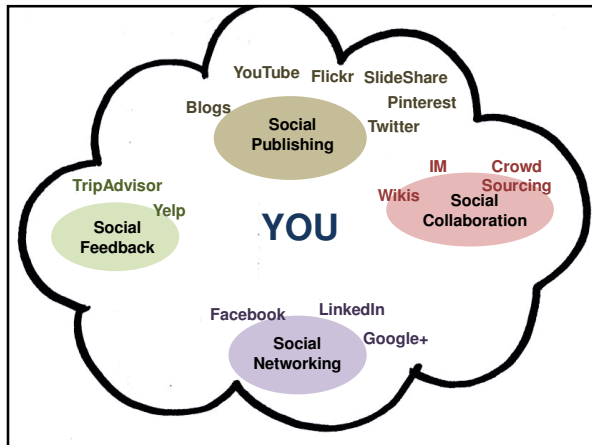
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## The Marketing Landscape

**Website Pros:**

- Still central to your marketing effort (the new yellow pages)
- 85% market share, *Nielsen*
- Trackable

**Web Cons:**

- Typically static
- Pull rather than push
- No trusted base of comparison




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## The Marketing Landscape

### Email Pros:

- Cheap
- Trackable

### Email Cons

- Reduced open-rates and effectiveness
- Losing especially in the “under 35” age group
- SPAM
- Inflexible
- No trusted base of comparison



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## The Marketing Landscape

### Social Media Pros:

- Tools often free
- Trackable
- The new “in box” for many
- Trusted basis for decisions

### Social Media Cons

- Still evolving (the Wild West)
- More difficult to get “eyeballs”



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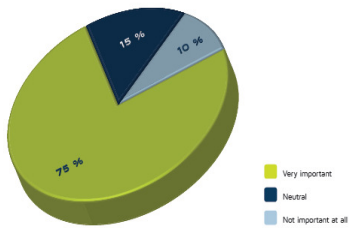
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## The Marketing Landscape

How important are social networks as marketing instruments for you as an event organizer?



*Social Media & Events Report, Amlando, August, 2013  
1,500 event organizers*

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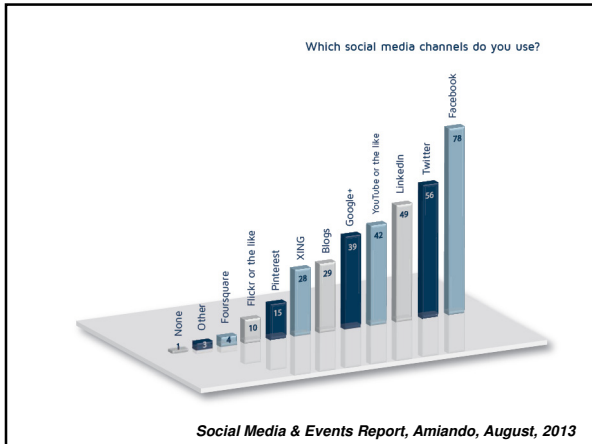
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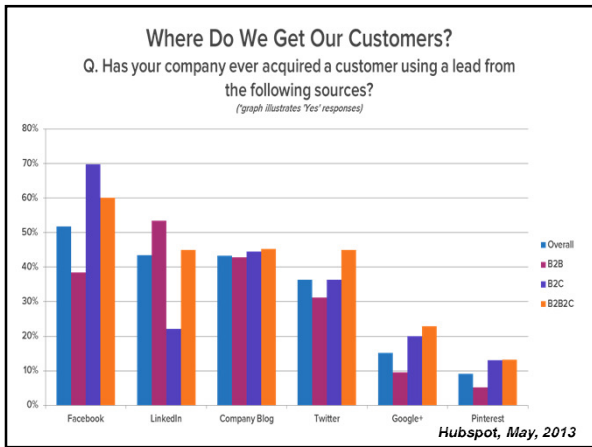
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### Rethinking marketing

**Outbound Marketing**

- Telemarketing
- Tradeshows
- Direct mail
- Email blasts
- Print ads
- TV/radio ad

**Interruption**



**Inbound Marketing**

- SEO
- Blogging
- Social Media
- RSS
- Free tools/trials
- Viral Videos

**Permission**



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## Social Media Characteristics

- It's about **conversations and communities**
- It requires a new way of thinking.
- Asking vs. telling.
- Allows **your audience** to connect with you and with **each other**.

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## Social Media... In the beginning...

- **Benchmark – set goals and measure progress**
- **Identify target audience (keywords?)**
- **Identify what you want them to do?**
- **Measure success**



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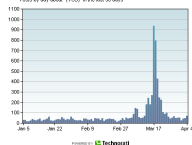
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## How to Measure Success

- **Engagement**
- **Number of unique users**
- **Returning versus new readers**
- **Referring source statistics**
- **Links from other sites**
- **Google PageRank**
- **Conversation Index: The ratio of blog comments to blog posts (where applicable)**
- **Total time spent on the site**
- **Content views**
- **Traffic to web site**
- **Sales**



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## Social Publishing

wordpress.com  
corbinball.wordpress.com  
invesp.com/blog-rank/hotels  
technorati.com  
luckyorange.com  
youtube.com  
pinterest.com

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## Social Publishing – Blogs

- A “web log” or online journal
- Typically dated with most recent on top
- Opportunity to leave comment
- The mother of all social media



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- 77% of businesses have acquired customer through a company blog.
  - Companies that blog get 55% more web traffic.
- Hubspot 2013*

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## Social Publishing - Blogs

97% more inbound links for companies that blog

434% more indexed pages for companies that blog

55% more website visitors

Hubspot, 2012



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## Blogs: How

- Shorter is often better (250 words)
- Weekly postings or more?
- Write for scannability: use bullets/lists/pics
- Integrate video and audio
- Link to bloggers/articles
- Use a catchy title:  
[tweakyourbiz.com/tools/title-generator/index.php](http://tweakyourbiz.com/tools/title-generator/index.php)



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[tweakyourbiz.com/tools/title-generator/index.php](http://tweakyourbiz.com/tools/title-generator/index.php)
- Have a clear call to action.



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- YouTube is second most used site in the world (after its owner Google)
- YouTube: 1 billion monthly users
- 60 hours/minute uploaded – more every month than the big 3 TV networks in their history.

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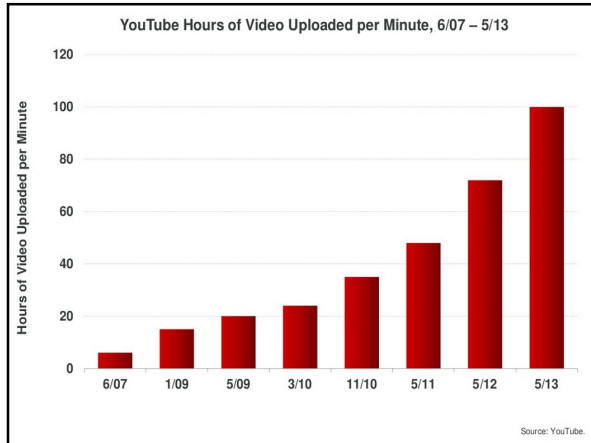
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### Video Sharing – Why?

- Americans watch 3 hours of video every month.
- 78.5% of the U.S. Internet audience views videos online (13.5 billion videos – 45% increase since 2007).
- YouTube accounts for 71% of the videos viewed.
- Video is the most *engaging* medium available.
- Video search on YouTube accounts for 25% of all Google search queries.
- Google ranks videos highly.



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## Video Sharing: How

- Record in HD
- Keep it short (average length is 3.5 minutes)
- Tag it
- Use the right thumbnail image (clear, eye-catching)
- Use a catchy title (not: 393855277.mov)
- Promote across your other channels
- Add subtitles
- Use tools like LeadPlayer.com to capture email and generate calls to action.




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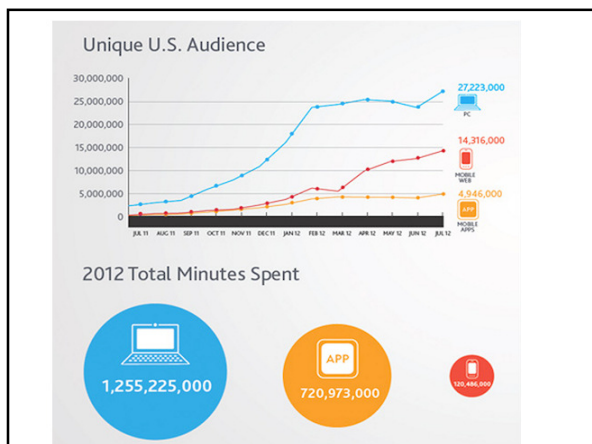
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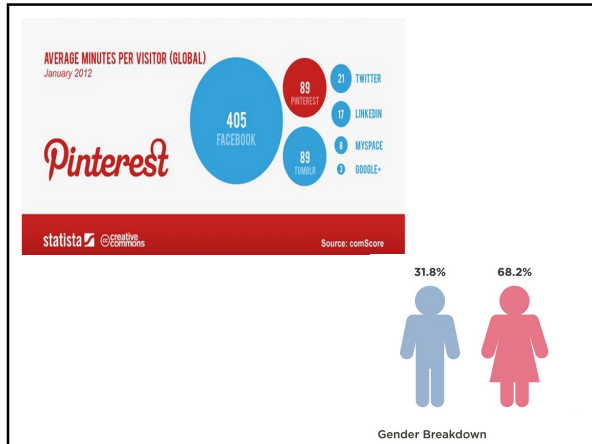
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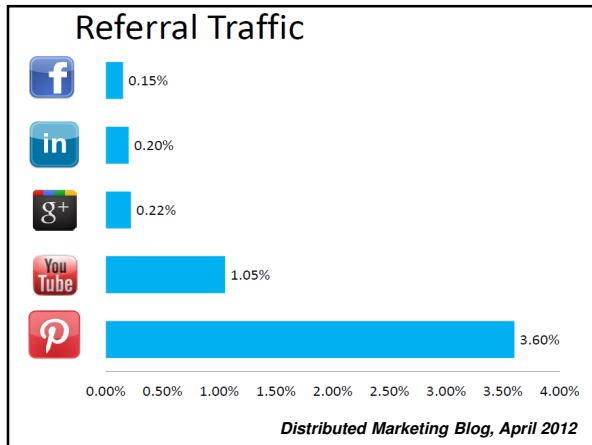
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***Pins on Pinterest last thousands of times longer than most posts on Facebook or the average tweet.***

*Piquora, June 2013*

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## Pinterest Features



- Visual
- Easy to use
- Female focused
- Focused on aspirations, interest, hobbies
- Topic-based



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## Social Collaboration: Wikis

- Collaboratively written websites
- Great for sharing and collaborating on documents
- A natural for planning meetings and other project management



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## Social Collaboration: Wikis

[www.shareflow.com](http://www.shareflow.com)  
[docs.google.com](http://docs.google.com)



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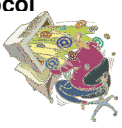
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Email



Social Media

- Email overload – miss the important messages
- Interruptive
- SPAM filters
- No standard filing and retrieval protocol
- Conversations not threaded
- Document versions




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### Social Networking

[www.facebook.com](http://www.facebook.com)  
[www.linkedin.com](http://www.linkedin.com)  
[www.twitter.com](http://www.twitter.com)  
[plus.google.com](http://plus.google.com)

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- Largest social network (1.1 billion users – 1 in 7 on the planet!)
- 500 billion minutes spent each month
- 25 billion content items each month.




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## Facebook Features

facebook

- Huge audience
- Multimedia – video, photos, apps
- Events, check-ins, deals
- Threaded conversation
- Robust advertising
- Use call to actions tools such as:  
[tabsite.com](http://tabsite.com)



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## LinkedIn

- 225 million users in 200 countries
- Avg income \$109K
- Avg age 37-52
- 80% of companies use LinkedIn for recruitment.
- Executives for all Fortune 500 companies are LinkedIn members.
- B2B
- Online resume
- Excellent search and research capabilities



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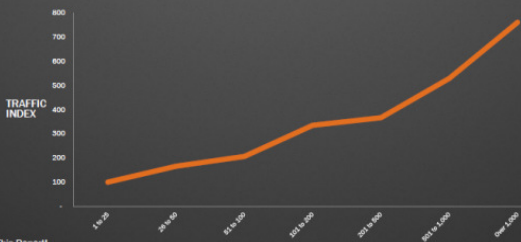
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## IMPACT OF COMPANY TWITTER REACH ON INBOUND TRAFFIC



Hubspot 2013 State of Inbound Marketing Report

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## Twitter tactics

- Use it as a pointing device to other web content.
- Shorten link with tinyurl, bit.ly, or ow.ly.
- Utilize the #: #eventprofs #uniquevenues
- Publish the event # well in advance.
- Promote across platforms.
- Monitor across all platforms:  
[tagboard.com](http://tagboard.com)



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## How do we get followers?

- Tweet good stuff!
  - Timely announcements
  - Links to interesting articles
  - Program updates
  - Action alerts
- Retweet others



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Google+



Circles



Hangouts



Instant Upload



Sparks



Huddle

500 million registered users  
359 million active users

*Google, May 2013*

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## Social Review Sites

- tripadvisor.com
- yelp.com



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## 8 Social Review Tips:

1. Respond quickly.
2. Keep the tone professional.
3. Avoid jargon.
4. Highlight positive changes/updates.
5. Guard personal privacy.
6. Be original.
7. Show gratitude.
8. Wrap-up.



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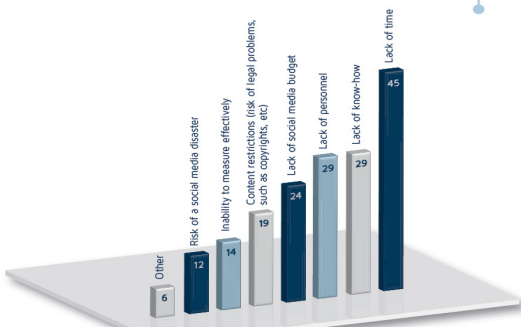
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## What are the reasons that prevent you from using social media?



Social Media & Events Report, Amiano, August, 2013

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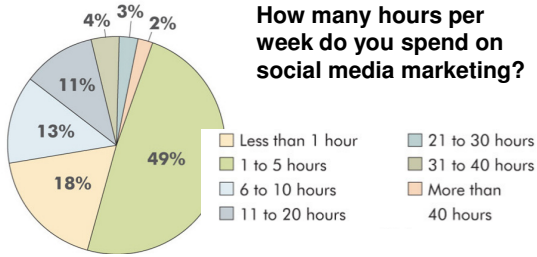
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## Time Management



*Exhibitor Media Group Survey --  
7,945 marketing professionals subscribing to Exhibitor Magazine*

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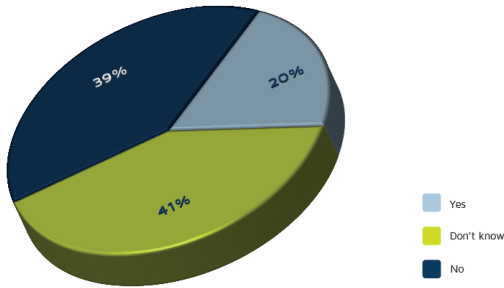
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## Do you use social media monitoring tools?



*Social Media & Events Report, Amiamo, August, 2013*

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## Time management: Social Media Aggregators and Analytics

- [knowem.com](http://knowem.com)
- [hootsuite.com](http://hootsuite.com)
- [twitonomy.com](http://twitonomy.com)
- [klout.com](http://klout.com)
- [trackur.com](http://trackur.com)
- [salesforce.com/radian6](http://salesforce.com/radian6)




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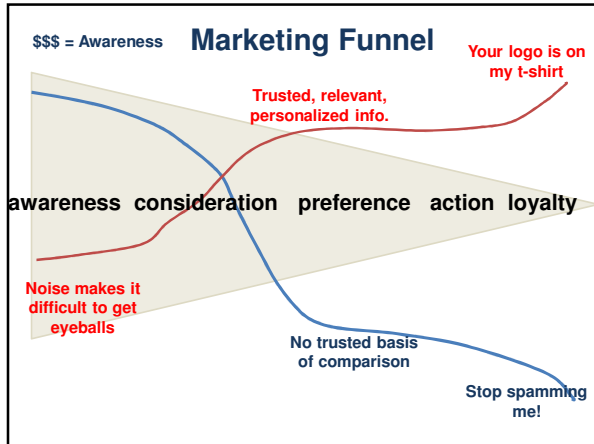
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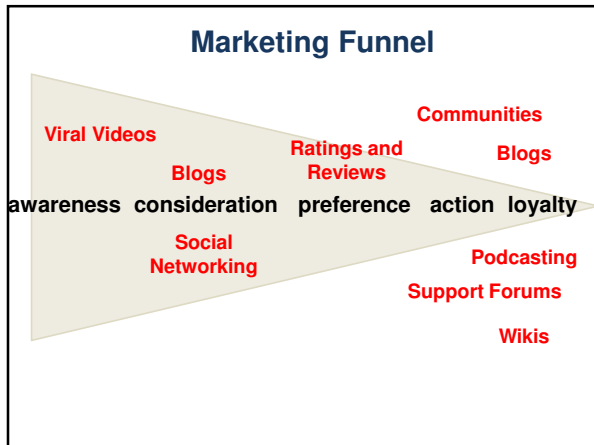
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**Social Media Marketing Tips:**

- #1 Rule: Do not sell directly!
- Establish a social media policy (w/clear objectives/metrics).
- Identify influencers.
- Listen before you launch.
- Integrate Social Media with SEO.
- Engage your audience.
- Engage your employees.
- Be honest and authentic.
- Be human (be a "Person", not a "Company").

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**Resources:**


**Corbin's Favorites File**  
[corbinball.com/bookmarks](http://corbinball.com/bookmarks)

**Corbin's Article Database**  
[corbinball.com/art](http://corbinball.com/art)

**Corbin's TechTalk Newsletter**  
[corbinball.com/techtalk](http://corbinball.com/techtalk)

**Course notes:**  
[corbinball.com/assets/social-uv.pdf](http://corbinball.com/assets/social-uv.pdf)



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**Thank you! Please fill out the evaluation form.**

**Evaluation Form**



**Contact Info:**

**Web:** [corbinball.com](http://corbinball.com)

**Blog:** [corbinball.wordpress.com](http://corbinball.wordpress.com)

**Facebook:** [facebook.com/corbinball](https://facebook.com/corbinball)

**LinkedIn:** [linkedin.com/in/corbinball](https://linkedin.com/in/corbinball)

**Twitter:** [twitter.com/corbinball](https://twitter.com/corbinball)

**Google+:** [goo.gl/zvMn6](https://goo.gl/zvMn6)

**Pinterest:** [pinterest.com/corbinball](https://pinterest.com/corbinball)

**Course notes:**  
[corbinball.com/assets/social-uv.pdf](http://corbinball.com/assets/social-uv.pdf)



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Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards. Corbin has been named in 2012 as one of "The 25 Most Influential People in the Meetings Industry" by Successful Meetings Magazine, the 5<sup>th</sup> time he has received this award.

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