

- ⊙ **Traditional vs. Social Media**
- ⊙ **Selected Success Stories**

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Presentation Supplement (Mexico)

iPling's grupos  ya!



Why and when would you use social media?

- ⦿ Social media requires advertisers and marketers to completely shift the previous way of thinking. Traditional media is typically delivered through campaigns that have a definitive start and stop state. Social media doesn't have an end date. It is an ongoing conversation between the advertiser and the customer.
- ⦿ The “why use social media” question can be answered in a myriad of ways. Put simply, social media is an easy and effective way to share, listen and gather valuable information with customers that are interested in your company.



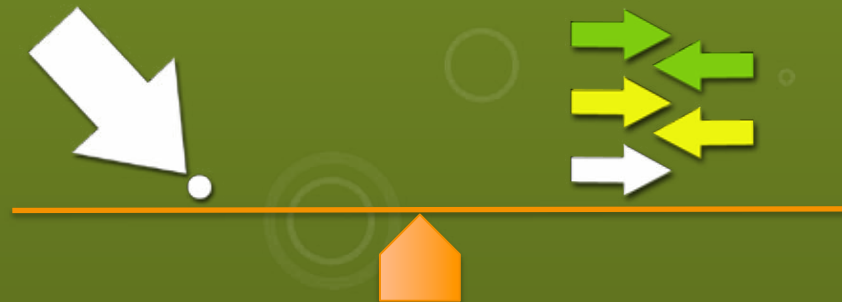
What are the differences between marketing with new media and more traditional avenues?

- ⦿ The major difference between the social media and traditional media is how messages are delivered and consumed.
- ⦿ Traditional media delivers a single message through one-way communication to the largest audience possible. It can deliver that message through any number of media, but that one message goes out while the advertiser waits and “hopes it sticks”.
- ⦿ Social media delivers several messages through two-way communication to an audience that is interested in the brand. Those messages may be delivered through blogs, SMS feeds or social network posts, but the goal of each message is to generate a response or action from the user.



What is the determining factor when choosing one media over another?

- ⦿ When comparing apples to apples in traditional media, the old metric was Cost per Thousand or CPM (M stands for mille. Why media went metric, we'll never know). In social media, the comparison is more on the psychographics (who your target is) rather than demographics (where they are).
- ⦿ When comparing social media to traditional media, it gets more complicated. There is no magic bullet when it comes to media. You need to have a media strategy that includes research, execution and evaluation. By educated trial and error you will begin to learn what marketing mix works best for your company on your budget.



Some relevant news, success stories and takeaways...



P&G



P&G's big decision...



December 2010: P&G Shifts Marketing Strategy From Soap Operas to Social Media

Consumer products manufacturer Procter & Gamble Co. is said to be ending its 77-year run as a prominent sponsor and producer of soap operas — a genre the company helped create — in favor of producing more campaigns using social media.

The switch from soap operas to social media is one motivated by its success with previous social media campaigns — such as its Old Spice Guy YouTube promotion — and a desire to capitalize on the more readily available opportunities of reaching women through digital media.

Digital media has “become very integrated with how we operate, it’s become part of the way we do marketing,” marketing chief Marc Pritchard told the Associated Press. “It’s kind of the oldest form of marketing — word of mouth — with the newest form of technology.”

The company is an important advertiser that spends nearly \$9 billion per year to advertise its products. The company is finding social media sites such as Twitter, Facebook and YouTube to be more effective channels for reaching women and has spent much of 2010 experimenting with campaigns in these arenas.

“We continue to advertise during daytime TV including soap operas as a way to reach consumers,” a company spokesperson tells Mashable. “In our marketing approach we build our brands based on the appropriate integrated holistic marketing campaign that reaches the consumer when and where they are receptive. As consumers spend more time online and via social media networks, our brands are naturally adding these options to their marketing plans as it helps them engage and serve consumers.”

The P&G business dates back to the mid 1800s when it began as a soap and candle-making company. The company started sponsoring radio programs — which became known as soap operas — in the 1930s when radio was emerging a popular medium.



Citi Bank successfully using Facebook and Twitter in the USA...



Citi is promoting the use of social media in an autonomous, often entrepreneurial way, within its various departments...

Banks have been finding that marketing techniques using social media tools have brought solid results. Citi is one of the big banks using social media to build a community around its brand. As might be expected for such a large financial institution, different divisions within the bank have taken their own initiatives, showing themselves to be more independent and innovative than the rest.

- ⦿ Citi Credit Cards, for example, has launched a campaign that centers on the power of harnessing your Facebook network. Their "Make a Difference, One Friend at a Time" program donates \$50 to the charity of your choice for every approved credit card application you refer to the bank.
- ⦿ Citi Customer Support has embraced Twitter as an effective channel to interact with customers and offer advice. They can answer many questions at once by twitting some of the most common issues customers are experiencing on a given day. Their @AskCiti account currently has 5,243 followers.
- ⦿ Citi Human Resources is using its twitter account @Citigroupjobs to post job offerings and scout for candidates to complement its traditional and often much more expensive recruiting practices.



Ford Fiesta's success story...



Scott Monty is the Head of Social Media at Ford and has only been there since 2008. He has put in place a comprehensive social media strategy across multiple channels.

Scott said that his "Jewel in the Crown" is the Ford Fiesta Movement that involved selecting 100 socially vibrant individuals who were provided with the European version of the Ford Fiesta 18 months prior to it being manufactured and released in the USA. These socially media aware fanatics were encouraged to share their experience with the Ford Fiesta over the 6 months on their Blogs, Twitter, Facebook, Flickr and YouTube channels.

What were the strategies that Ford implemented to create viral awareness without one dollar of traditional marketing spend?

The 7 secrets to Fords Social Media Marketing Success:

- ⊙ People trust corporations less so with the rise of social media you need to allow other people through word of mouth create trust for you through social media (it amplifies your message).
- ⊙ Reached out to those who are listening and let them do the talking for you and to connect with people like themselves.
- ⊙ Let them know that you are real people just like them and are passionate about what they do and the Ford Brand.
- ⊙ Run a competition involving Social Media. E.g. To be selected to drive a Ford Fiesta for six months – select 100 of those who are "socially vibrant" such as Michelle McCormack ... view her application on YouTube.
- ⊙ Aggregate the content on Fords Fiesta movement website (crowd sourcing content) without editing it!
- ⊙ Implement multiple social media channels such as Facebook, Twitter & YouTube to create digital buzz.
- ⊙ Get the executive team and the board of directors "on board".



Wells Fargo embracing social media...



(Takeaways of presentation by Tim Collins and Ed Terpening from Wells Fargo)

Marketing is increasingly becoming an “opt-in” activity...

- ⊙ “Media is fragmenting and you want to be where your customers are...”
- ⊙ “We needed a two-way channel to engage our clients and also listen and learn.”
- ⊙ “Find your relevance... a niche passion. Love what you do.”
- ⊙ “Post with regularity.”
- ⊙ “Be linky... you’re part of a broader ecosystem. Don’t build walls, be open.”
- ⊙ “Don’t be afraid to go off topic. Be approachable.”
- ⊙ “Get out of your sandbox.”
- ⊙ “Make it easy.”
- ⊙ “Small **test & learn** initiatives can be a great start.”



Coke's effective social media strategy...



In 2011 It's all about a "fans first" approach...

- ⊙ "Our home page isn't just coke.com, it is google.com... and twitter.com, facebook.com, ..."
- ⊙ "Our consumers are driving the conversations."
- ⊙ "And they are producing great content- for the love of their brand."
- ⊙ "Sometimes we ask for it... where have you had a coke lately?"
- ⊙ "In the past, we were not building sustainable relationships. Traditional campaigns start from zero and abandon the audience they've assumed upon completion. Campaigns based on earning sustainable relationships leverage the existing audience and grow it for future use."
- ⊙ "We will be everywhere our consumers are in an authentic **member of the community – non BIG brand** way".
- ⊙ "Our **less about us-more about them** approach is getting noticed".

Case: Vitamin Water

- ⊙ "We ask our consumers. They vote for what they want. They participate in contests"



McDonald's LBS campaign...



September, 2010

- © The recent spur in location-based services (LBS) has led to innovative location-based marketing campaigns.
- © McDonald's jumped on the LBS bandwagon and launched a Foursquare campaign in 2010.
- © The company randomly awarded \$5 and \$10 gift cards to users checking into McDonald's. McDonald's spent \$1000 in gift cards. The head of social media at McDonald's, Rick Wion, claimed a successful 33 percent increase in foot traffic to the restaurants on Foursquare Day.
- © He later clarified that McDonald's saw a **33 percent increase in check-ins**, not foot traffic.
- © McDonald's still brought in new customers with the Foursquare campaign, who in turn generated a lot of **buzz** through social media.
- © This story was **all over the Web** and it only cost McDonald's a few thousand dollars... well worth it!



GE bypassing agency model...

May, 2010



- © General Electric is **crowdsourcing** their next media ad blitz, Global Advertising and Branding Director Judy Hu announced on stage at the TechCrunch Disrupt conference in 2010. In the spirit of disruption, GE is bypassing the traditional agency model for marketing campaigns. The company has set up both a basic Google Moderator tool at ge.com/adideas and a dedicated email inbox (ad.ideas@ge.com) in order to **solicit ideas from anyone** (including industry pros). The idea is to engage people (clients, vendors, partners, anyone) and streamline GE's creative process.

Red Cross's text to help...

January, 2010



- © Less than 24 hours after the earthquake struck, killing an estimated 230,000 people, the Red Cross initiated a text relief campaign. Wireless users wanting to help were asked to **text HAITI to 90999** and a \$10 charge would later appear on their phone bills. Over the next 36 hours, the campaign raised more than \$4 million, making it the **most successful texting fundraising effort ever**.



why **iPling :)))**

in Mexico...



grupos ya!

In Mexico, 75% of the population can't connect to Facebook or Twitter. iPling's SMS platform is the one solution you need to jump-start your social media campaign!



Mexico statistics

2011 Data:

- ⊙ Total population: 113 million (INEGI)
- ⊙ Internet users: 32 million, 29% penetration (INEGI)
- ⊙ Facebook subscribers (March/2011): 22 million, 20% penetration (www.internetworldstats.com)
- ⊙ Twitter registered accounts in México (Jan/2011): 2.14* million, 2% penetration (see note below)

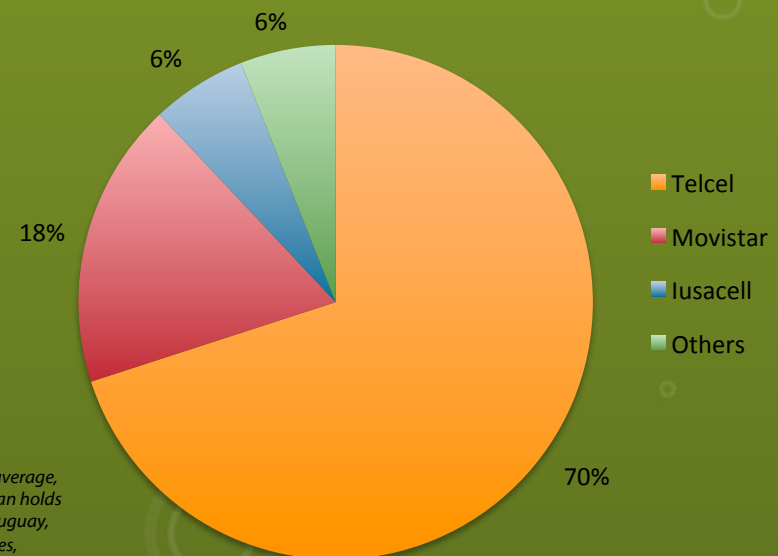
* Twitter figure calculated by iPling based on the following information: Twitter registered accounts globally (1/2011): 195 million (source: Twitter spokesperson Carolyn Penner). Mexico's % of global Twitter accounts (1/2010): 1.11% (source: www.sysomos.com).

Mobile Subscribers Forecast

Year	Subscribers (million)	Penetration
2010	90	80%
2011	96	85%
2012	102	89%
2013	107	93%
2014	111	95%
2015	115	97%
2016	117	98%

Mobile penetration in Latin America and the Caribbean was approximately 80% in early 2009, well above the world average, which was about 58%. With 458 million people owning a mobile phone in early 2009, Latin America and the Caribbean holds approximately 12% of the world's 3.97 billion mobile subscribers. Several countries, including Argentina, Jamaica, Uruguay, and Venezuela have passed the 100% penetration threshold. The region is becoming fertile soil for 3G WCDMA services, following substantial increases in coverage and in subscriber numbers during 2008. In early 2009, there were about 5 million 3G subscribers throughout Latin America and the Caribbean (source: BuddleComm).

2010 Mobile Market Share



The right platform for Mexico...



- ⦿ With strong operating partnerships, iPling is uniquely positioned in Mexico.
- ⦿ Its platform currently reaches 85% of the population. More than anyone else.
- ⦿ Allowing clients to set up one or many groups in a snap. No downloads required.
- ⦿ Groups that can be joined by anyone with virtually any mobile phone.
- ⦿ No need for data plans, email addresses or lengthy registrations. It all works through SMS!
- ⦿ Group authors can reach their audiences in seconds (up to 6 messages per day).
- ⦿ Group followers welcome the messages as they opted-in to receive them (no spam!).
- ⦿ If requested, followers can speak up and send instant feedback to the author of a group

Together we can get your social media campaign started right away!



iPling :))[®]

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