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HOW TO UNLEASH THE POWER of SOCIAL MEDIA

AND MAKE IT WORK FOR YOU

(in plain English)



What is social media?

It's the most efficient,
effective and VOLATILE
marketing medium ever.

It can **make** your brand or
business.

It can **wreck** your brand or
business.



The power of social media *cannot* be overstated.

It can **topple a government...**

An aerial night photograph of a massive crowd gathered in a city square, likely Tahrir Square in Egypt. The scene is illuminated by streetlights and the lights of surrounding buildings. A large, dark banner with the text 'THE WALL STREET JOURNAL.' is tilted across the upper left portion of the image.

THE WALL STREET JOURNAL.

Egypt's Revolution by Social Media

Facebook and Twitter let the people keep ahead of the regime.

Elect a president...

The New York Times

THE MEDIA EQUATION

How Obama Tapped Into Social Networks' Power

Forbes

Obama Vs. Romney: Winning The War Of Social Engagement



Eric Savitz, Forbes Staff

Inc.

Who's Winning the 2012 Social Media Election?

BY MAEGHAN QUIMET

Take a look at how the Obama and Romney social media campaigns measured up this summer.

Or bring a cable network
to its knees...



A Facebook post titled "Bring Back Phil Robertson" with a blue header bar containing the Facebook logo and the title. The main image is a large, close-up portrait of Phil Robertson, a man with a long, grey beard and a brown plaid hat, wearing dark sunglasses. Below the main image is a smaller, square thumbnail image of Phil Robertson with his arms crossed, wearing a red and black plaid shirt. At the bottom right of the post, the text reads "Bring Back Phil Robertson" followed by "1,089,788 likes · 5,652 talking about this".

Bring Back Phil Robertson
1,089,788 likes · 5,652 talking about this

Los Angeles Times

A&E caves on 'Duck Dynasty.'

Facebook Draws More Young Prime-Time Viewers Than Major Networks

By Edmund Lee | Jul 30, 2013 9:01 PM PT | [3 Comments](#) [Email](#) [Print](#)



One social media network is the 800 lb gorilla.



Online adults usage: 71% Facebook
22% LinkedIn
22% Pinterest
18% Twitter
17% Instagram

*“It’s just Facebook.
It’s free.
Let the intern
handle it.”*



50% of consumers
value a brand's
Facebook page
more than
its **website**.*

If you're not going to do social media right, don't do it.

*Source: Lab42, 2012

Is your social media
a

FAILURE



or a **miracle?**



In social media...

CONTENT

is

EVERYTHING

(IF... it's smart, carefully created and planned.)

Recipes for Failure

1. Social media? *We've got a Facebook page. We're all set.*

(Take it down. It's killing you.)



Marine

5 likes · 1 talking about this

 Like

 Follow

Message

 

1. a) We've got a blog, too.

(Does anyone read it?)

AdAge® | blogs

THIS WEEK'S ISSUE MOBILE APPS EVENTS WEBCASTS BF
AGENCY MEDIA DIGITAL DATAWORKS **BT08** GLOBAL HISPANIC MARKETING BLOGS & COLUMN

..."conversations...have broadened their reach well beyond personal blogs to Facebook, Twitter, LinkedIn and others... If blogging lowered the barrier to entry, social media obliterated it."

Powering Down the Power 150

Published: July 15, 2013

36 | share this page

 share  email  print  rss

As of today, Ad Age has shut down the Power 150 service. While you'll still be able to view our final rankings, they will not be updated in the future. We will also no longer be accepting new blogs. If your blog was waiting to be accepted, we won't be reviewing it for inclusion. For the time being, you can still search the list and download an OPML file of all the current blogs.

Why are we shutting it down? Since we took over the list from Todd Andrlik in 2007, conversations on marketing have broadened their reach well beyond personal blogs to Facebook, Twitter, LinkedIn and many other places. If blogging lowered the barrier to entry, social media obliterated it. Because of that, and with more holistic influence measurement tools like Klout, the Power 150 is less relevant and powerful than it was six years ago.

Recipes for Failure

2. *We've got a million fans!*

(Congratulations. How many of them are engaging?)



EXCLUSIVELY AT

RETURN OF THE SATIN JACKET.

BE 49E GIANTS COS RIOTS




1,166,526 likes · 5,464 talking about this · 56,139 were here

 Like 

.4 %

The image shows a Facebook post for Starter jackets. The main image features five satin jackets in various colors (dark blue, red, blue, orange, dark blue) with different team logos like 'GIANTS' and 'COS'. The text 'RETURN OF THE SATIN JACKET.' is prominently displayed. The post has a high number of likes (1,166,526) but a very low engagement rate (.4%), which is highlighted in red. A red square with pixelated text is visible in the bottom left corner of the post area.

Recipes for Failure

3. Post anything... it's all good.

(Wrong.)



August 23



Kathy Sharman Summer is not over for another month. **Check your calendar.**

Like · Reply · 2 · August 23 at 11:32am

Summer's over, but being outside isn't! Save up to 30% on great clothing and gear during our Fall Season Sale, August 23 September 2: <http://bit.ly/19C9J3C>



Patrick Hagberg first day of fall is 20 days after the fall sale ends?? lol umm

Like · Reply · 2 · August 23 at 9:49am via mobile



Marcela McGreal Summer's what??? It ain't over 'till it's over!

Like · Reply · 3 · August 23 at 10:51am via mobile · Edited



Kevin Dellinger Summer has almost a full month to go. Tell the firefighters fighting the wildfires that's summers over. **I think you jumped the gun on this one all in the sake of advertising?**

Like · Reply · 1 · August 23 at 2:05pm via mobile



Lauren Bloomenthal Summer ends at fall equinox which isn't until September 22st. It's not even the end of August. **Don't kill my summer buzz!**

Like · Reply · 14 · August 23 at 9:57am



Heather McGowan Summer is short as it is, and even worse when a few weeks of cool weather is dumped in the middle of it, please don't rush the inevitable...Summer ends Sept 22nd. It is bad enough Sam's already has a few christmas gift cookie tins.

Like · Reply · 3 · August 23 at 10:23am



Recipes for Failure

4. *We think we're smarter than you...*



**Certified
social
media
disaster**

What kind of content makes *great* content?

Fresh

Fun

~~Silly~~

Witty

Engaging

Inspiring

Provocative

~~Controversial~~

Informative

~~Homework~~

Challenging

~~Argumentative~~

Contemplative

Visually arresting

Topical (maybe)

Original

~~Borrowed~~

First, it should **look good**, starting with the landing page.



The image shows a Facebook page for 'Landfall Navigation'. The background is a scenic sunset over the ocean with a sailboat on the left and a lighthouse on the right. The word 'Landfall.' is written in large white letters on the right side of the background. Below the background is a yellow navigation bar with the text 'SAFETY | NAVIGATION | REFERENCE | WEAR'. On the left side of the page is a profile picture of a stylized blue and yellow square. Below the profile picture is the page name 'Landfall Navigation' and the text '5,398 likes · 2,076 talking about this · 22 were here'. Below this is a section with contact information: 'Boating · Marine Equipment · Outdoor Equipment Store', '151 Harvard Ave., Stamford, CT.', '(800) 941-2219', and 'Today 9:00 am - 5:00 pm'. Below the contact information is an 'About' link. To the right of the contact information are four featured items: 'Photos' (with a photo of a boat), 'NEWS' (with a 'The Coastline' magazine cover), 'Featured Products' (with a red 'Holiday Gift Ideas' button), and 'CATALOG' (with a photo of a boat). There are also two dropdown menus, one on the right side of the page and one on the right side of the featured items section.

Landfall.

SAFETY | NAVIGATION | REFERENCE | WEAR

Landfall Navigation
5,398 likes · 2,076 talking about this · 22 were here

Boating · Marine Equipment · Outdoor Equipment Store
151 Harvard Ave., Stamford, CT.
(800) 941-2219
Today 9:00 am - 5:00 pm

About

Photos

NEWS

Featured Products

CATALOG



Atlantis Marine Gear Supply
258 likes · 8 were here

[Like](#) [Follow](#) [Message](#)

Business Services · Marine Equipment · Add A Category
[Redacted address]
[Redacted phone number]
Today 8:30 am - 4:30 pm



Best Marine Transmission Serv
Atlantis Marine Gear Supply has, without

258

Every image and post must have a purpose...



Boldness has genius, power and magic in it.

~ Goethe



Inspirational

It's Sunday... let us spray.



Fun.

And all I ask is a tall ship and a star to steer her by.

~John Masefield



Contemplative.

Amateur vs. professional



Amusing.

Freedom lives.



Topical.



Never Forget pic.twitter.com/74Br2rBL3A

Reply Retweet Favorite More



330
RETWEETS

126
FAVORITES



**Certified
social
media
disaster**

What about DIRECT SELLING?

Social media was not designed to SELL.

It was designed as a digital water cooler. A place to **converse**.

Advertisements accepted in other media are *regarded as intrusive* in social media.

When selling on social media, the message **MUST** have one or more of these 3 qualities:

1) Subtlety

2) Cleverness

3) Value (for the audience)

It's a *big* ocean.

Bring a friend.

ACR rebates / gifts
click link above for details

 **Landfall**



clever



SANDY IS ON HER WAY.

This rugged NOAA weather radio gives 24/7 forecasts/alerts.



value

It's Super Moon weekend.
See it like you've never seen it before.

<http://bit.ly/11TvlgP>



subtle

SOCIAL MEDIA BRANDING – WHEN?

When? – with every post.

How often? Use the **rule of 3**

1 **great** post per day, or

2 **good** posts, or

3 **adequate** ones.

More than 3 posts per day is **saturation** level and risks reducing all posts to **spam**.

And, Facebook algorithms will bury you.

SOCIAL MEDIA BRANDING -- HOW?

Through strong, attractive imagery, original creative and a **SINGULAR VOICE**.

VOICE: The persona of the brand.

- The voice should match the personality of the brand and shade every image, caption, announcement, ad and response to comments.
- By using multiple social media admins, a singular voice is virtually impossible and will dilute branding efforts.
- Find *the voice* ...

...is it glib? Warm? Earnest? Casual? Imitate? Folksy? Youthful?
Mature? Avuncular? Maternal?

THE ENEMIES OF VOICE



(Unless you *are*
Hello Kitty)



HOW CAN SOCIAL MEDIA HELP YOUR YACHT CLUB/ORGANIZATION?

Challenge:

Aging membership/attracting younger members

- Create a recruiting event.
- Emphasize team racing.

Use social media to promote your programs with precisely targeted ads and promoted posts

Create an event and invite people

Post results (with great images)

HOW CAN SOCIAL MEDIA HELP YOUR YACHT CLUB/ORGANIZATION?

Challenge:

Retaining/growing membership when neighboring clubs encroach.

- What is the core appeal of your club? Racing, Cruising? Casual sailing? Education or training? Are you a class association?
- Can club heritage be leveraged? Any sailing stars to be showcased or interviewed on Facebook? Are there historic achievements/anniversaries to celebrate that enhance club reputation?
- Emphasize that core appeal, but broaden it to the areas that will attract more members – more social events? Deep water moorings? Easy access to open water. Enhanced snack bar menu or hours of operation? Jr. sailing programs? Tennis? Swimming?

HOW CAN SOCIAL MEDIA HELP YOUR YACHT CLUB?

Challenge:

Levying assessments without losing members

- Well in advance of the assessment, incentivize all members to join the club community on Facebook.
- Using social media, explain the needs, details and benefits of the assessment, while encouraging questions and concerns of club members
- Post artists' conceptions of new construction – detail how the enhancements will improve the club, offering a better environment for families, business meetings, social events, etc.
- Poll members regarding their ideas for club improvements. Select the strongest ones for inclusion.

Challenge: How to manage social media?

- a) Do it yourself
- b) hire a staffer
- c) outsource

a) **DIY... *IF***... you have a strong background in advertising, marketing and/or public relations, with outstanding writing skills, proficiency in Photoshop, inexhaustible creativity and **several hours per day – every day - 7 days a week** to devote to social media.

b) **Staff up... *IF*** the club is budgeted for a \$80+k salary for a social media manager (1-2 years experience), 3+ years will require \$100+k.

c) **Outsource** - social media management companies can charge from **\$149 to \$30,000** per month – and up. **Choose carefully...**

What does \$149 per month buy?

Robo content – not original, not engaging and *not welcome*. Your audience will disappear, right after they tell all their friends they hate your company.

\$149 per month	\$249 per month	\$399 per month
4 articles	8 articles	12 articles
4 Social Media Posts	8 Social Media Posts	12 Social Media Posts
Yes	Yes	Yes
Yes	Yes	Yes
-	Yes	Yes
-	Yes	Yes
View Details	View Details	View Details
START NOW	START NOW	START NOW

	\$199 per month	\$399 per month	\$500 per month
FACEBOOK			
Company Facebook Page	✓	✓	✓
Custom Timeline Design	✓	✓	✓
Design FB Logo Icon	✗	✓	✓
Custom Posts Weekly	3	10	custom
Semi-Annual Timeline Redesign	✗	✓	✓
Promotions to Increase Fans	basic	advanced	custom
Admin Management	1x weekly	3x weekly	daily
TWITTER			
Company Twitter Page	✓	✓	✓
Custom Twitter Logo Icon	✗	✓	✓
Custom Tweets Weekly	14	30	custom
Targeted Retweets/Retrips Weekly	20	40	custom
Promotions to Increase Followers	basic	advanced	custom
Page Redesign	✗	✓	✓
Admin Management	1x weekly	3x weekly	daily
LINKEDIN			
Company LinkedIn Page	✓	✓	✓
Custom LinkedIn Logo Icon	✗	✓	✓
Custom LinkedIn Posts Weekly	5	10	custom
Promotions to Increase Followers	basic	advanced	custom
Page Redesign	✗	✓	✓

Robo friends – instead of building the community organically, they'll deploy fan/follower generating software. You get a lot of fans – none of whom know or care that you exist.

What does \$30,000 per month (or more) buy?

It depends on which company you hire.



Cadillac ✓
1,594,590 likes · 75,716 talking about this

Engagement:
4.7%



Honda ✓
3,095,727 likes · 20,348 talking about this

Engagement:
.6%

What does \$30,000 per month (or more) buy?



BENTLEY



Bentley Motors ✓
1,312,248 likes · 59,701 talking about this

Engagement:
4.5%



**IMPORTED
FROM
DETROIT®**



Chrysler
738,135 likes · 7,230 talking about this

Engagement:
.9%

What does \$30,000 per month (or more) buy?



George Takei ✓
5,689,415 likes · 7,257,846 talking about this

Engagement:
127%



Lady Gaga ✓
62,108,886 likes · 732,318 talking about this

Engagement:
1.2%

When/if shopping for a social media marketing company,
Look for:

Strong engagement

5% - acceptable

10% - good

20% - excellent

30% - extraordinary

30+% - George Takei

Avoid companies who:

- Offer one-stop-shopping – SEO, content, web design, furniture refinishing
- Use buzz words and tech talk
- Refuse to address client engagement
- Use the symbols below





Your Opinion Matters

Please “**check-in**” to this session on the Sailing Leadership Forum app
and complete the session survey

Or

Complete one of the yellow survey forms in the back of the room and drop in the box

Thank you for attending this session

