



Redes sociales y nuevo entorno tecnológico

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Qué es la Red Social

Algo ridículamente complicado...

The image displays a comprehensive grid of social media and marketing tools, organized into the following categories:

- Social Marketing Management:** shoutlet, Social Publishing Platforms, Social Promotion Platforms, Social Advertising Platforms, Social Ad Networks, Social Intelligence, Social Business Software, External (Customer) Facing, Internal (Employee) Facing.
- URL Shorteners:** bitly, TinyURL.com.
- Stream Platforms:** UberMedia, Twitter Apps, twitpic, StockTweets, Listorious, twitvid.
- Content Curation:** Hunch, Summify, Study.
- Social Commerce Platforms:** Moontoast, SHOPTART, dotbox, Nolo, Fluid, ShopIgniter, VendorShop.
- Social Brand Engagement:** adly, Local Response, Apps, Sharethrough.
- Social Search & Browsing:** Social Search & Browsing.
- Social TV:** Social TV.
- Social Networks - Other:** Social Networks - Other.
- Social/Mobile Apps & Games:** Social/Mobile Apps & Games.
- Social Shopping:** Social Shopping.
- Content Sharing (Reviews/3Rs/Docs):** Content Sharing (Reviews/3Rs/Docs).
- Social Referral:** Social Referral.
- Photo Sharing:** Photo Sharing.
- Plug-ins/Widgets:** Plug-ins/Widgets.
- Community Platforms:** Community Platforms.
- Traditional Publishers:** Traditional Publishers.

Twitter
Facebook

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Qué es la Red Social

... que ha cambiado para siempre nuestra concepción del mundo en línea



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Video Source: <http://youtu.be/cgP8WuCXIQQ>

Social web has forever changed the on line word
Some Social figures that explain this big revolution
Over 500M users on Facebook
170M on Twitter

...

Over 150 M active users currently accessing Facebook through their mobile devices
The picture shows the result of a research made by a Japanese web agency (go-globe.com) about what happens in 60s seconds on the web...Some numbers are really impressive

Qué es la Red Social

..que afecta a todas las facetas de la vida (en línea y fuera de ella)



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Social business effects are throughtout on line and off line life

Some examples:

Social – Facebook. Average 137 friends, 20% people with whom users would have had no contact otherwise. People spend more time connecting on facebook and less on phone, email.

Cultural –

Knowledge- University of the people: access to higher education in developing and third world countries

Leisure- Zynga has 360M active monthly users.

Productivity – applications like Yammer, Jive, Chatter have been shown to increase productivity

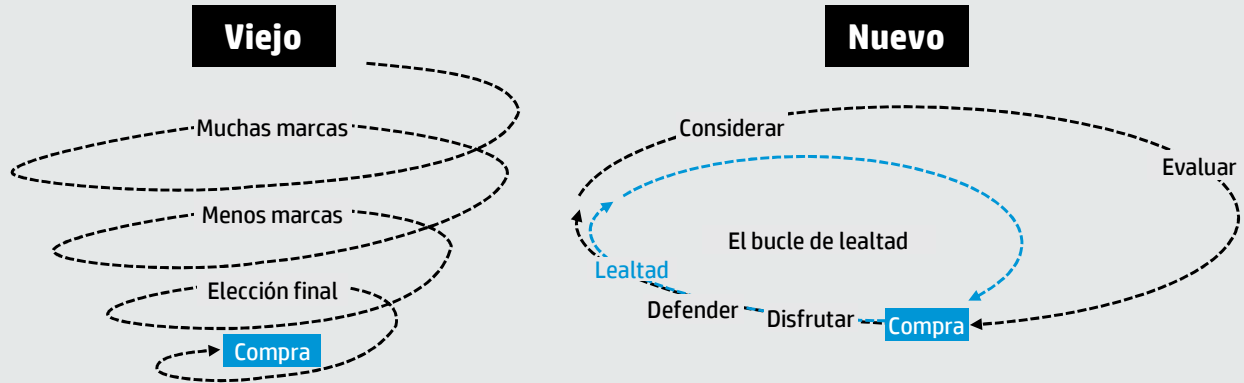
Influence – Arab world revolution, Obama campaign, etc. demonstrate ability to influence cross geographies, religion, gender

Access – People now have access to knowledge, resources, assets

Work opportunity – Companies seek social networks for candidates, LinkedIn has become the largest professional network in the US with largest sectors in Finance, Service, High Tech, and Health on the rise.

Cómo impactan las redes sociales

Modifican el modelo de decisión de los consumidores



Los consumidores comienzan en el extremo ancho del embudo y reducen el número de marcas hasta la elección final.

Lealtad a la marca

Viaje mucho más iterativo y menos reductivo para tomar la decisión de compra de HOY

Fuente: McKinsey Investigación, Diciembre 2010

La metáfora del embudo ya no funciona

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This scenario forces companies to rethink how to effectively reach consumers

Some times ago: The Funnel Metaphor

For years, marketers assumed that consumers started with a large number of potential brands in mind and methodically winnowed their choices until they'd decided which one to buy. After purchase, their relationship with the brand typically focused on the use of the product or service itself.

Nowadays: The Consumer Decision Journey

New research shows that rather than systematically narrowing their choices, consumers add and subtract brands from a group under consideration during an extended evaluation phase. After purchase, they often enter into an open-ended relationship with the brand, sharing their experience with it online.

Consider & Buy

Marketers often overemphasize the "consider" and "buy" stages of the journey, allocating more resources than they should to building awareness through advertising and encouraging purchase with retail promotions.

Evaluate & Advocate

New Social media make the "evaluate" and "advocate" stages increasingly relevant. Marketing investments that help consumers navigate the evaluation process and then spread positive word of mouth about the brands they choose can be as important as building awareness and driving purchase.

Bond

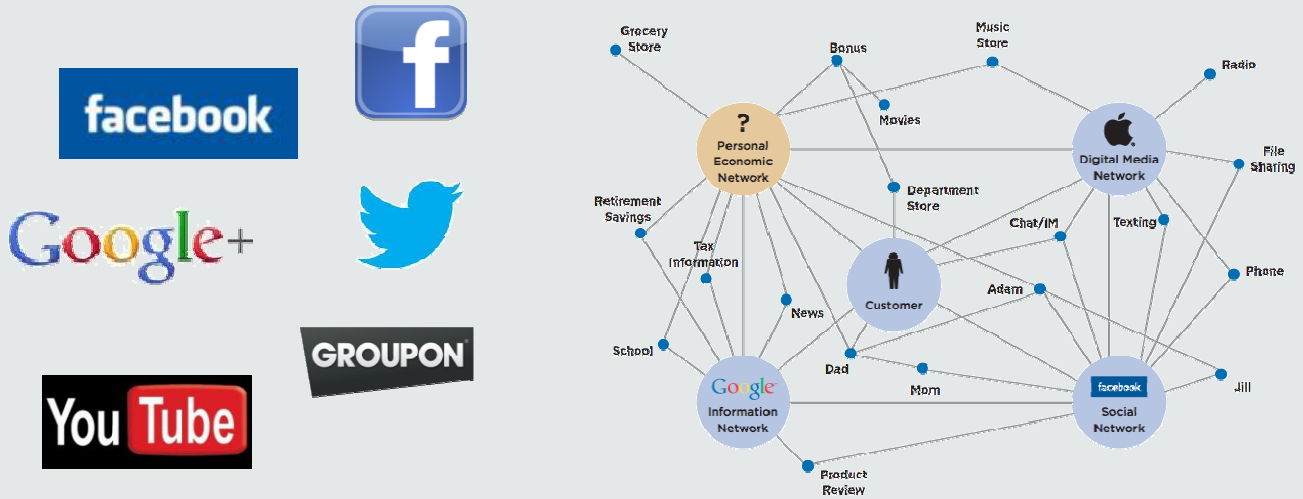
If consumers' bond with a brand is strong enough, they repurchase it without cycling through the earlier decision-journey stages.

(

Source: <http://hbr.org/2010/12/branding-in-the-digital-age-youre-spending-your-money-in-all-the-wrong-places/ar/1>

Cómo impactan las redes sociales

Redes y comunidades se convierten en nuevos actores



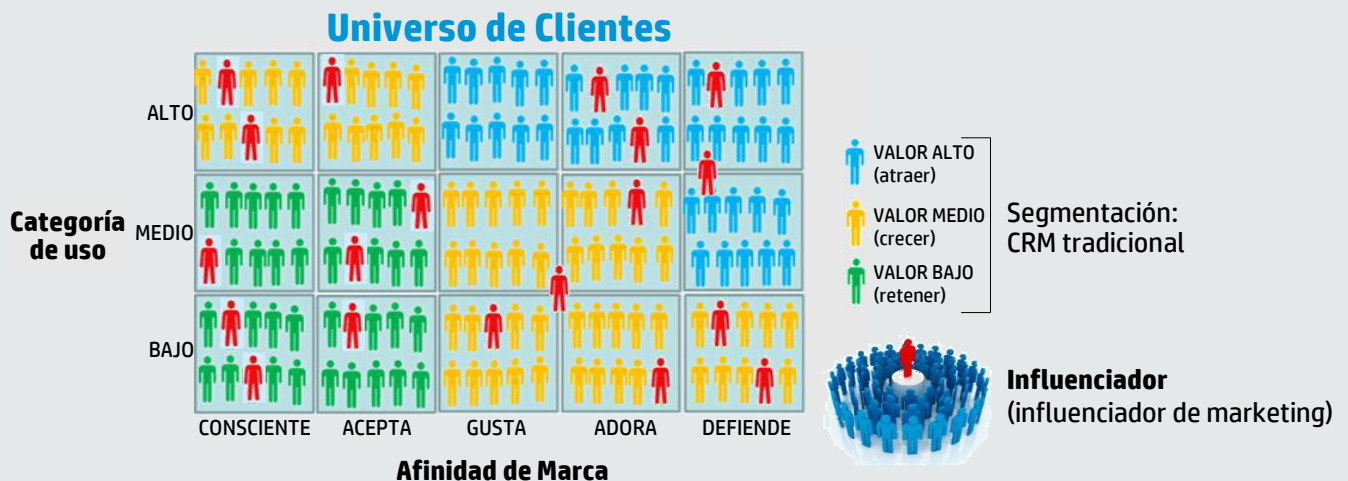
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DIGITAL INTERACTIONS CREATE NETWORKS AND COMMUNITIES THAT BECOME NEW STAKEHOLDERS

Social Business introduces new stakeholders to take care of...

Cómo impactan las redes sociales

Nuevos modelos de segmentación de clientes: aparece el rol del Influenciador



Fuente: Hewlett-Packard & The Customer Framework - 2011



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Traditional segmentation models for CPG have focused on category consumption and brand love.....letting brands segment higher value consumers for CRM purposes. Although logical, due to the expense of ongoing CRM comms, it did mean that many medium value consumers would not be engaged with.

However, in the SCRM world, another key segmentation variable comes into play and that is INFLUENCE.....where potentially consumers who would previously have been ignored become key consumers for a brand to engage with.

It is well known and documented that consumers trust other people (even strangers) more than they do brand advertising channels.

So to identify and use consumers who have an above average reach or impact and who might be deemed trendsetters makes sense. Influencer Marketing comprises four main activities:

1. Identifying influencers, and ranking them in order of importance.
2. Marketing *to* influencers, to increase awareness of the firm within the influencer community
3. Marketing *through* influencers, using influencers to increase market awareness of the firm amongst target markets
4. Marketing *with* influencers, turning influencers into advocates of the firm.

Although not synonymous with WOM marketing, influence can be transmitted this way.

Brands should go the extra mile to to identify influencers.....consumers who can go to work on behalf of the brand and add disproportionate value.

NOTE: identifying influencers is not the same as blogger outreach....separate tactics can be used to understand who the most influential bloggers are. Kraft use Edelman to do this....

Public relations firm Edelman helped Kraft select the bloggers using a metric system and other criteria to determine which bloggers would have the best influence for the Velveeta promotion.

1. **Know the space.** Use search engines and blogger networks to find a relevant blog already immersed in the space you want your messages attached to. Create a list of search terms based on how people actually talk about the product in real life. Set up Google alerts to see who's talking about your products.

2. **Start big, then go narrow.** If you want to find five bloggers start with 15 and vet them further. Make sure she never said anything negative about the product or brand. Read back at least three months to get a sense of the bloggers tone and style for writing to make

¿Qué es la inteligencia social?

La inteligencia social es un proceso

completamente integrado con la estrategia de su negocio que amplifica el impacto de todas las funciones e iniciativas aprovechando el poder de las redes de personas a través de plataformas sociales



Extracting the gold from social media

Analisi competitiva
Community

¿Qué es la inteligencia social?

La esencia de la inteligencia social



Escuchar

Integrar todas las fuentes de valor de datos del cliente



Comprender

Crear un marco analítico integrado que permita *Análisis para las Masas*



Atraer

Acercar el conocimiento analítico al punto de interacción mas cercano al cliente



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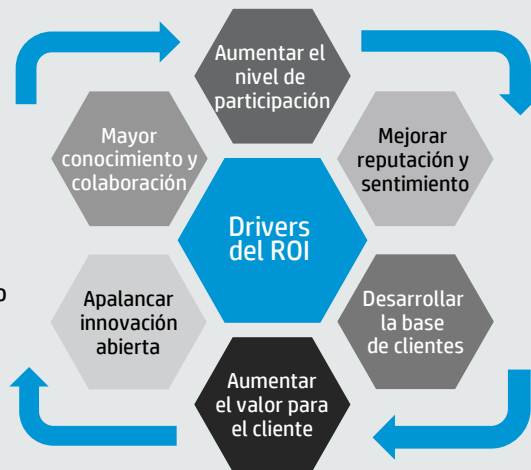
Transaction and interaction, structured and unstructured, historical and real time
Moments of truth, across all channels

1. **Customer Information Integration:** the integration of all valuable sources of customer related transactional and behavioral data designed to improve the creation and delivery of customer insights. The disruptive element blah and a marketing viewpoint on why its will be disruptive
SOCIAL DECISION MAKING - Differentiation includes CI Master Plan with CI version of MDM & IQM services; the creation and management of persistent customer, family and household ID's; rapid deployment data integration services; right time data latency, seamless integration of structured & unstructured data.
2. **Customer Insight Development:** Comprehensive descriptive and predictive segmentation and modeling capability using Insanely Simple/Simply Powerful/Analytics for the Masses technologies and leveraging HP's Analytical Competency gained from its own Customer Intelligence business operations, HP Labs and innovative client engagements.
ANALYTICS FOR THE MASSES Differentiation includes: Agile CI Analytic Framework & Methodology, selected tools that simplify development & delivery of analytics; selected IP from across HP applied to client scenarios; dedicated analytics community to synthesize best practice with emerging capabilities.
3. **Customer Insight Operationalization:** The delivery and integration of customer insights into all primary customer management processes to maximize the top line and bottom line value generated and mitigate value decay inherent in all insight developments.
MARKETING PERFORMANCE & ACCOUNTABILITY Need differentiation statement, but it will be around bus technology, guided search and guided decision making, real time delivery of analytic outcomes, marketing optimization, etc

Importancia del “negocio social” en el ROI

- **Desarrollo** de Personas
- **Aprendizaje** conversacional
- Hubs de **Conocimiento** (COE)
- **Compartir activos** e ideas en la organización
- **Reclutamiento** y feedback
- Confianza interna y **defensa**

- **Ciclo de innovación** más corto
- Innovación de **Producto** y desarrollo de **nuevas ideas**
- Compartir **activos / mejores prácticas** a nivel mundial
- **Mejorar** productos y procesos



- Mejores **sentimientos / reputación**
- Velocidad del boca a boca
- Menciones **no solicitadas**
- **Confianza** y promoción
- **Solución** a crisis

- Atrae más clientes y de mayor **calidad**
- Mejor **recuperación de clientes**
- Atraer / retener clientes de gran valor
- **Fomentar** venta dirigida y cruzada
- Aumentar **frecuencia** del gasto
- **Aumentar** el tamaño de la cesta
- Gestionar el coste de **venta**
- Gestionar el coste del **servicio**

Fuente: Hewlett-Packard & The Customer Framework - 2011

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CM = customer management
HVC = high value customer

Combining social unstructured data with traditional structured data can fundamentally change the business capabilities for an enterprise.

Bottom right – Customer Experience Optimization – the CMO, marketing, customer intelligence functions that focuses on the full customer experience, such as marketing campaign activities to win back clients, improve cross-sell and up-sell opportunities, and drive more sales and service.

Bottom left – Product Lifecycle Innovation – insights into how your customers are using your products, comments about them, can fundamentally change your product life cycle and innovation; how to use, problems, suggestions, etc.

Top left – Resource Empowerment – from an internal perspective, derive insights on how to improve people development and productivity processes and environments.

Top right – Digital Brand Management - strategic marketing and brand management focus of listening and understanding your customers' sentiments about your products and brands, to respond and take action more quickly to negative sentiments, and capitalize on positive mentions.

Cómo convertirse en una empresa social

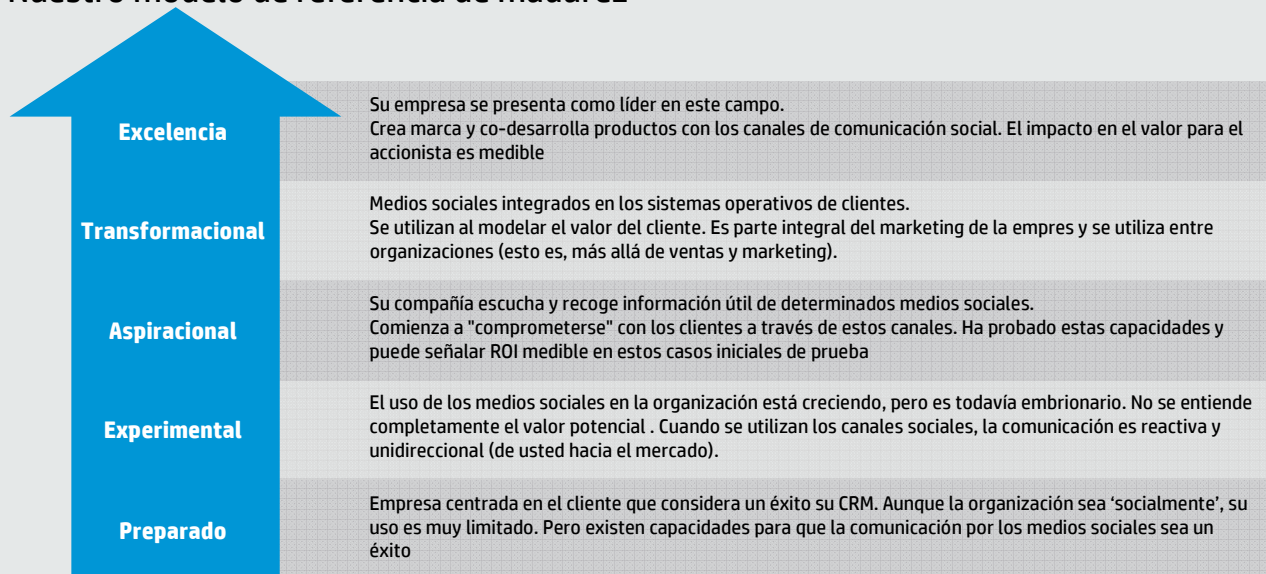
Una empresa socialmente habilitada...

- 1 Combina datos (sociales) estructurados y no para obtener información actuable del cliente que impulse el crecimiento
- 2 Busca atraer y el compromiso de los clientes y no se enfoca sólo a disciplinas o canales
- 3 Reconoce a influenciadores y clientes de alto valor
- 4 Fomenta la participación, el intercambio, la co-creación... interna (primero) y externa (a continuación)
- 5 Tiene capacidad 'always on'.
Contenidos las 52 semanas del año vs campañas puntuales
- 6 Aprende de las interacciones y responde...
el aprendizaje social se aplica a toda la empresa, no sólo al marketing
- 7 Sabe cómo ser social aumenta la rentabilidad



Cómo convertirse en una empresa social

Nuestro modelo de referencia de madurez



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As an example we present our Social Business maturity model, consisting of 5 different maturity levels.

If enough time read the levels.

Gracias

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