

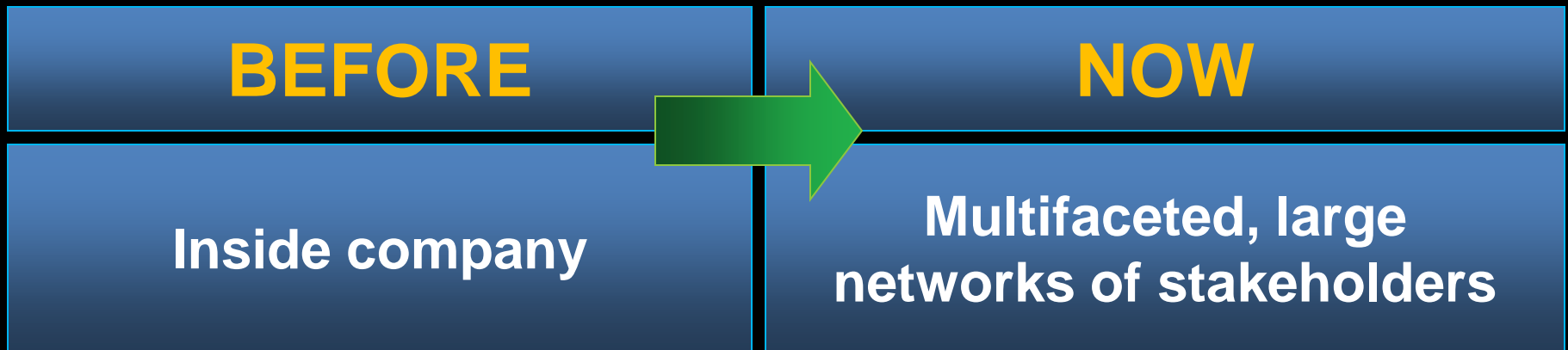
# Get BOLD Social Business Agenda

Sandy Carter | VP, Social Business Evangelist  
IBM Corporation

Smarter software for a Smarter Planet.



# Why a Social Ecosystem is Important Today!



**80% CEOs WILL GO  
OUTSIDE THEIR COMPANIES**

Source: 2010 IBM CEO Study

Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter, ISBN: 0132618311, Copyright © 2011, IBM Press

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# Social Amplifies the Ecosystem Impact

**2 billion**

YouTube videos a day

**Daily 1 million**

New LinkedIn users

**500 million**

Facebook users

**200 million**

Blogs today



**80%**

Companies use  
Facebook for  
recruitment

**1 billion**

iPhone apps  
in 9 months

**65 million**

Tweets a day

Source: "Socialnomics" by Erik Qualman

Source: Jake Hird, econsultancy.com

Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter,

ISBN: 0132618311, Copyright © 2011, IBM Press

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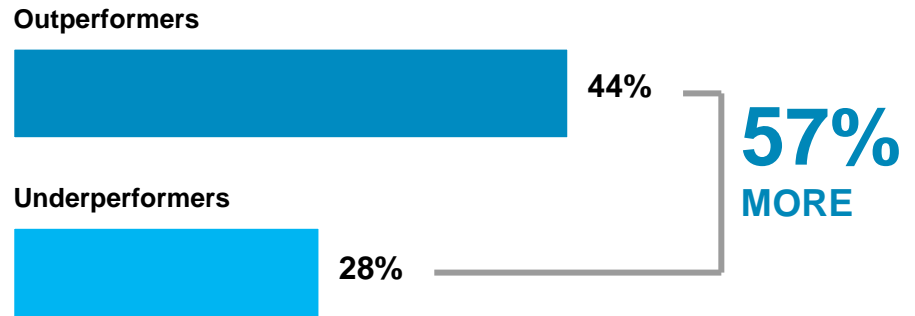
# What is Social Business?

**Engaging**

**Transparent**

**Nimble**

## Use of collaboration/social networking to enable global teams To work more effectively



Source: IBM CIO Study, 2010

Note: Outperformers are derived from an analysis of the compound annual growth rate (CAGR) for 2003-2008 EBITDA within industries. Outperformers represent companies above the median: n=203

# Social Business

**A** Align Organizational Goals & Culture

**G** Gain “Friends” Through Social Trust

**E** Engage Through Experiences

**N** Network Your Business Processes

**D** Design for Reputation and Risk Management

**A** Analyze Your Data



## **Social Business Goals (examples)**

- 1. Drive Client Loyalty**
- 2. Reach the white space**
- 3. Provide proactive support**
- 4. Develop new and innovative products**
- 5. Retain more top talent**

**Focus on building the house ... not the hammer!**



# Align Culture



## ***Beliefs***

- Hear it from people they trust
- See evidence
- Experience it



## ***Actions***

- Shared Vision
- Easy way to start
- Role models set an example



# Social Computing Guidelines:



IBM Case Study:

Align Corporate Culture

Empower everyone to participate  
Employees = brand ambassadors


Build a culture for participation starting inside first



Experiment. A lot.  
Gaming. Jams.



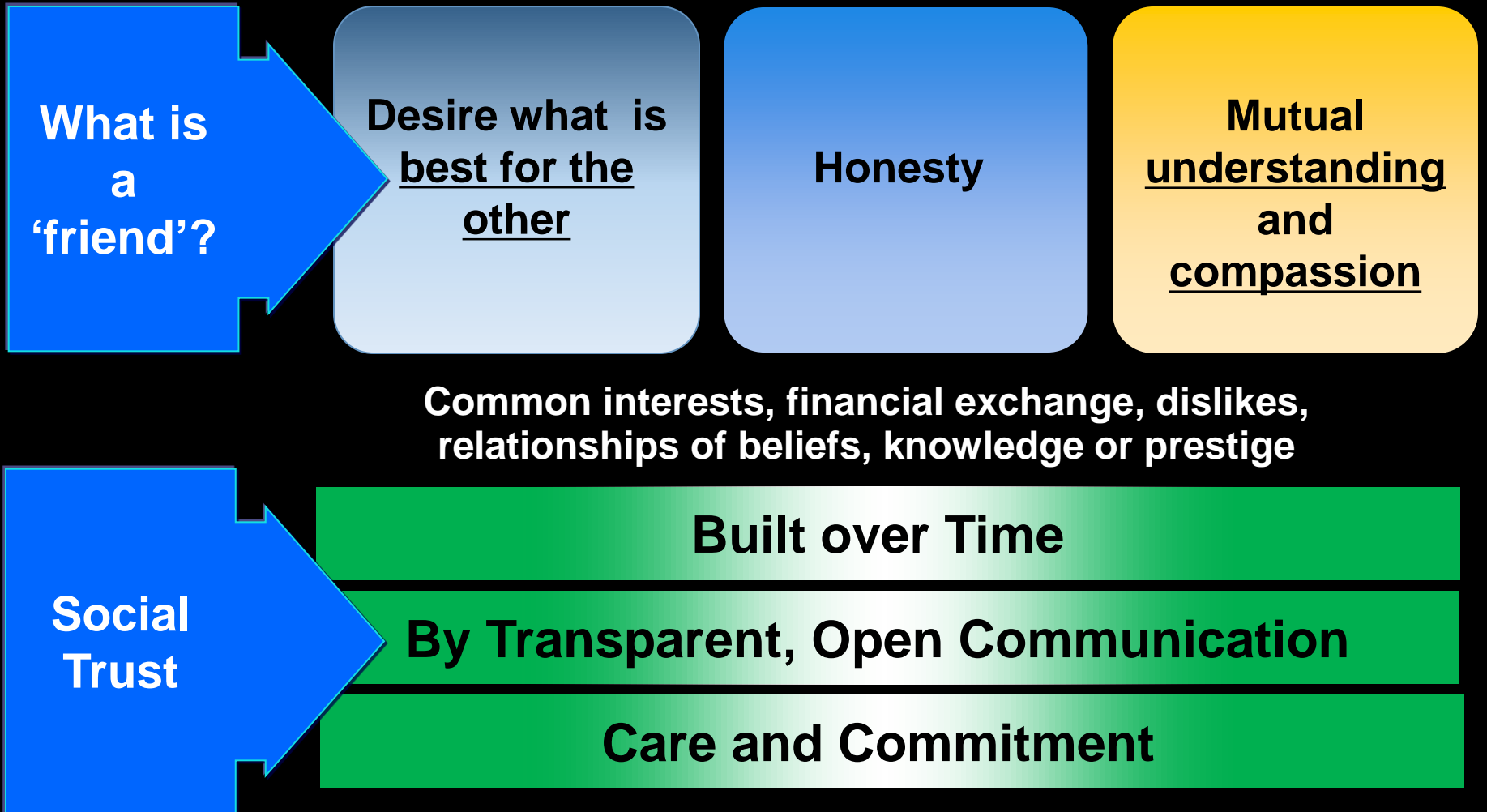




**Social Business, not social media.  
Your goals and beliefs are the  
most important step  
in becoming a Social Business.**



# Friends and Social Trust



# Friend Approach aka Brand Ambassador Strategy



- Go where your friends go
- Have a party with your friends

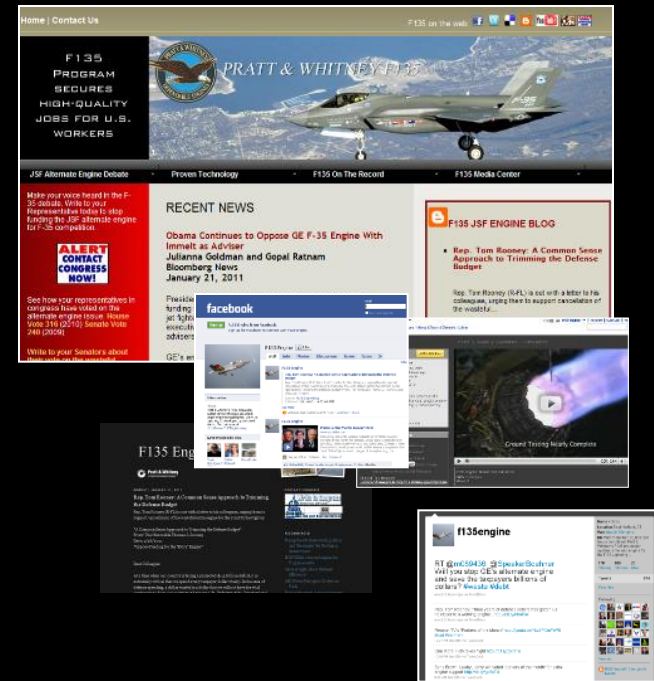
**78%**  
of consumers  
trust peer  
recommendations<sup>1</sup>

**A community isn't built,  
it's *connected* by offering and accepting**



# PRATT & WHITNEY F135 Engine

- Aggressively promote F135 program milestones, successes
- Comprehensive lobby process
- Consistent, integrated electronic communications
  - [www.f135engine.com](http://www.f135engine.com)
  - Engaged and transparent “voice”

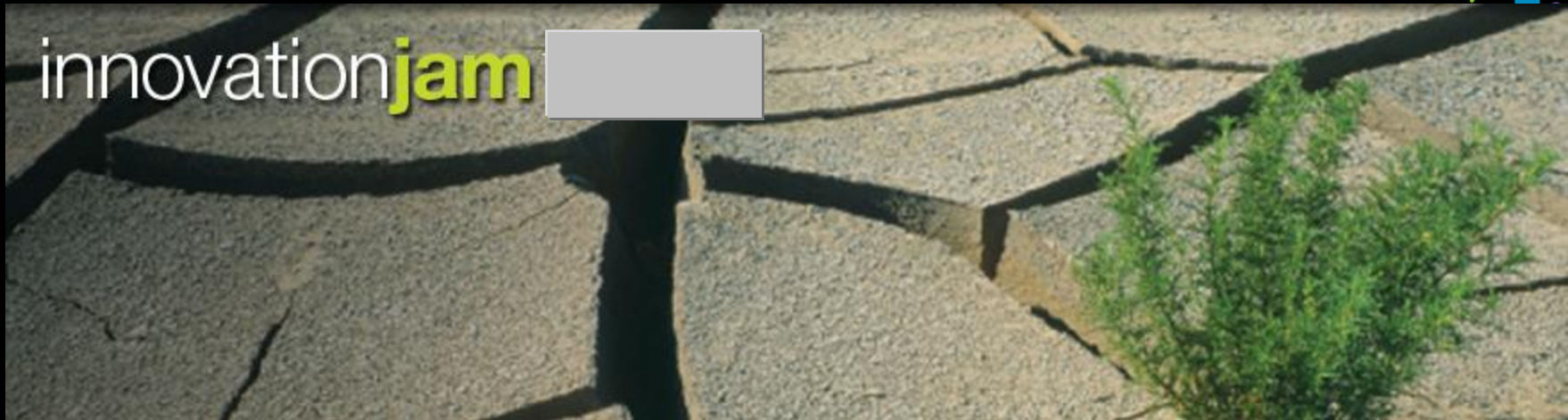


[www.f135engine.com](http://www.f135engine.com)  
- 300,000+ visits





# “Invite” Your Friends to Your Party



150,000 participants – business partners, clients, university researchers and IBMers – from 104 countries together for 90 hours of jamming

## Overwhelming response!

46,000 ideas posts  
1.5 million pages viewed  
Active postings by 50% of client organizations

## Successes and Lessons Learned

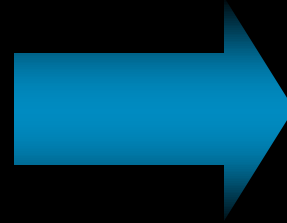
1,000+ companies participated  
20 Industries represented  
Jammers returned on average 8 times  
14 immediate major opportunities identified



# Know Your Tippers

**500 Billion**

# of consumer impressions  
shared on products & services



**16%** of users generate  
**80%** of messages

1. Share information with them
2. Listen to them
3. Involve them

Source: sinotechgroup

Source: comScore, Social Networking Phenomenon

Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter,  
ISBN: 0132618311, Copyright © 2011, IBM Press

**Smarter software for a Smarter Planet.**

# The Hierarchy of Trusted Communication




Not all forms of communication are created equal  
For establishing trust, video is better than audio  
and audio is better than a chat window.



Green rules and regulations



Flights/Network Disruption



**Friends matter.** In the next five years, consumers will increasingly rely on themselves – and the opinions of each other – to make purchasing decisions



# Engage Through Experiences

## What is an exceptional experience?



# Integrated Interactive Identifying

Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter, ISBN: 0132618311, Copyright © 2011, IBM Press

Smarter software for a Smarter Planet.

N Europe = 2841 / Filter = None

N Global = 2884 / Filter = None





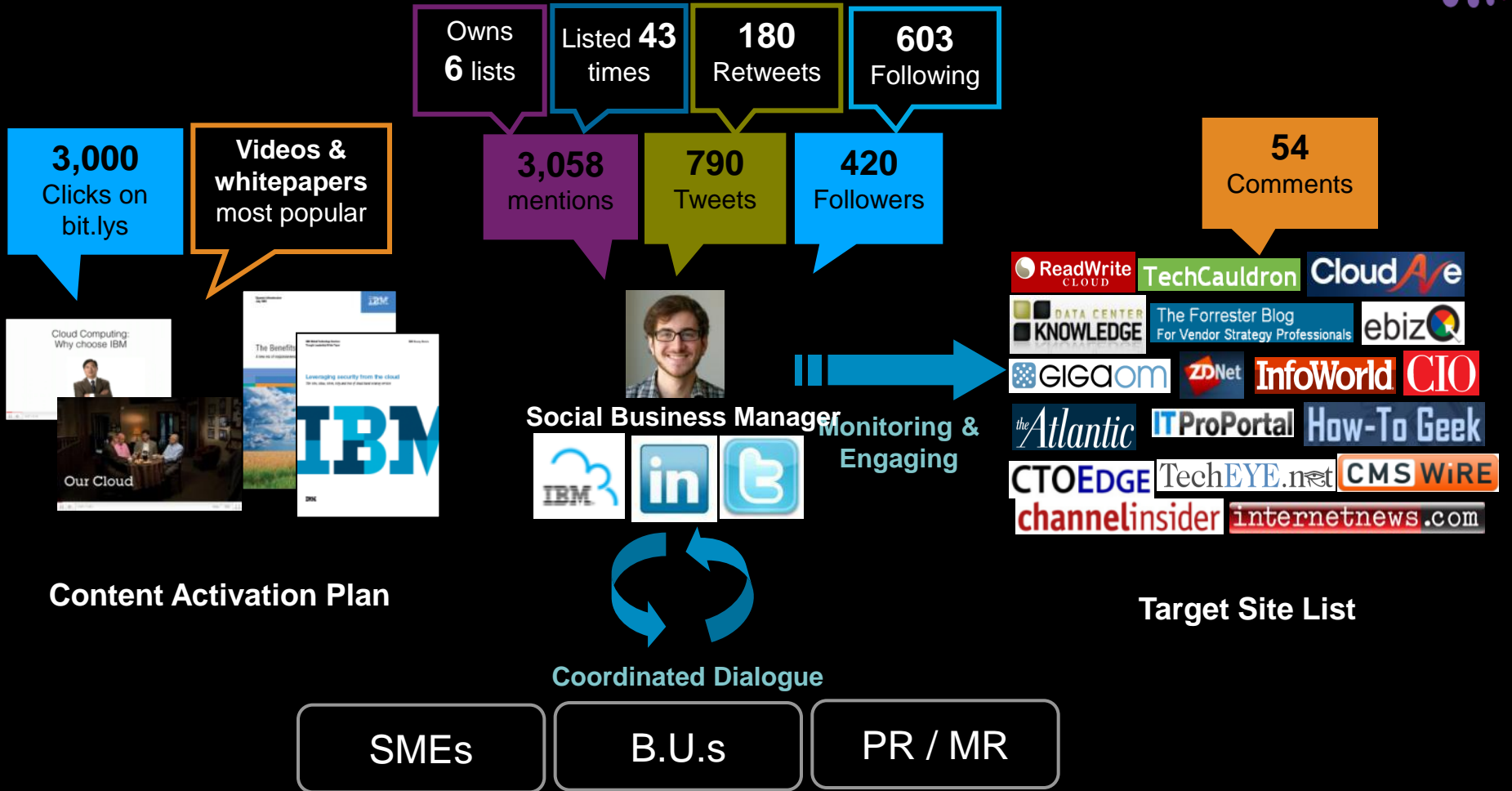
# Integration

## Audi Super Bowl campaign:

- Unique Twitter hashtag [#ProgressIs],
- Facebook 'Estate Sale' game,
- Commercials on YouTube.
- **'Re-think Luxury'** message with a multi-platform



# Integrated: Social Business Manager



Source: "Get Bold: Creating a Bold Social Media AGENDA for Your Business" by Sandy Carter, ISBN: 0132618311, Copyright © 2011, IBM Press

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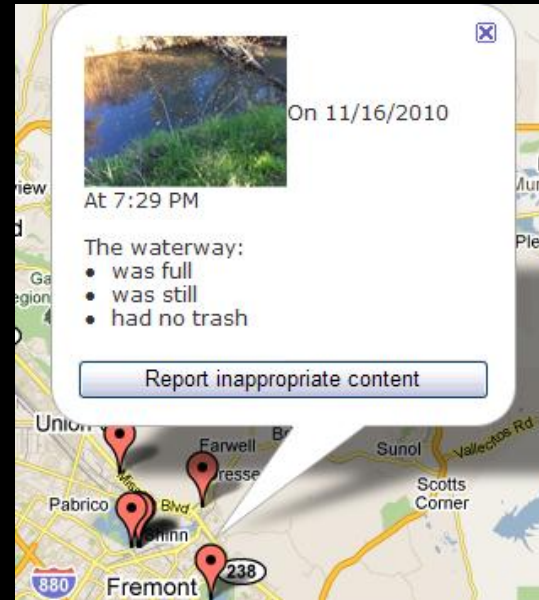




# Interactive: Mobile Crowdsourcing

Use your iPhone – take a picture

Upload: water level, flow rate, trash level



Aggregated data is consolidated and shipped to the water control boards in the local regions

# Interactive: Volvo Virtual Gifting



**5.3 million Volvo-branded checkins**

**1.3 million Volvo-branded virtual goods (including a steering wheel, a wheel, the Volvo iron mark, and the S60 vehicle)**

**20,000 clicks to “See the S60 in Action”**

**Click-through rate (CTR) of 1.5%**



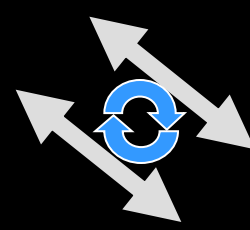
# Interactive: Social Gaming



CODE: A BPM Simulator  
**innovate**



# Identifying: *Building relationships drives business value*



Source: "Get Bold: Creating a Bold Business" by Andy Carter, ISBN: 0132618311, Copyright 2008, Smarter software

Andy Carter,





**Several core points:**

- Virtual gifting will become mainstream
- Social Gaming will become “the” currency
- Everything is mobile
- Put a ring on it. Engagement is Queen!





# Network Your Processes



Which of your key global processes would improve with social added in?

What "social processes" do you need to enable cultural/social transformation?



# Social Enable your Processes

## Marketing, Customer Service

- 'Push' marketing via traditional channels
- Control over brand image and brand communication

## Product & Service Development

- Invest in R&D
- Generate new ideas internally
- Test ideas in market

## Operations, Human Resources

- Email and phone based communication
- Knowledge kept in silos

### Traditional Business

### Entry Point



**Deepen client relationships**

**Drive operational effectiveness**

**Workforce optimization**

### A Social Business

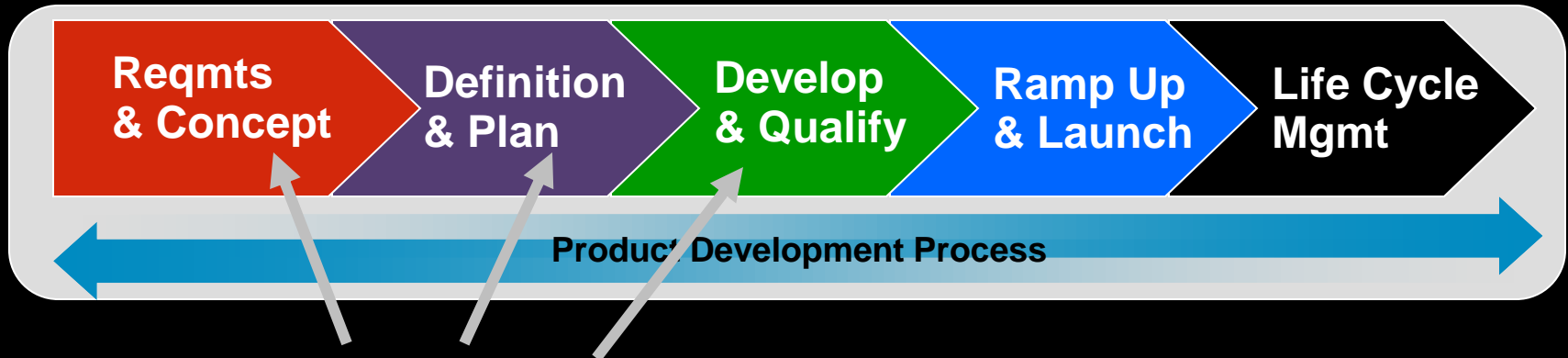
- Builds trusted relationships and increases sales through relevant messages across all channels
- Drives brand advocacy through communities and dialog
- Shares insights to generate breakthrough ideas and speeds time to market, gaining market insight and readiness
- Reaches out to professional networks to respond faster with business decisions to new opportunities, saving money





# Social Enable - Product Development

## OLD PROCESS



## SOCIAL ENABLED PROCESS: COACH

### Add Crowdsourcing!

- 6 million engagements
- 8.5 mins with the brand vs avg 1.2 mins
- Brand awareness increase in ages 12-24

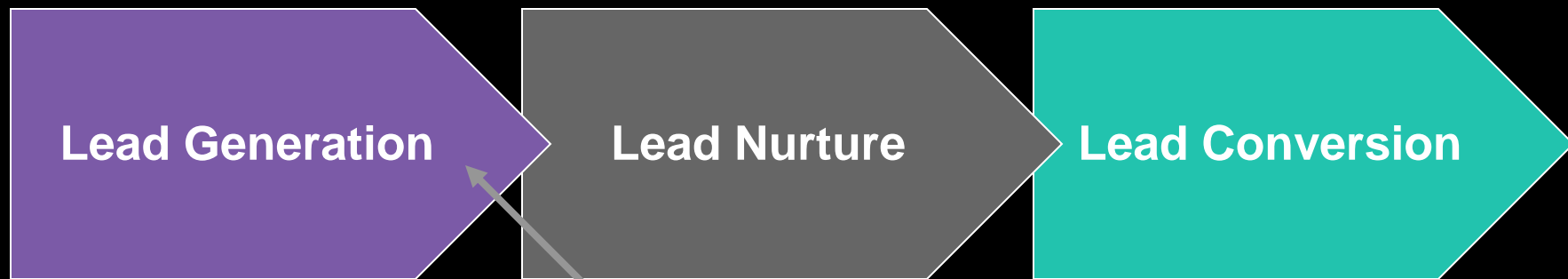


Crowdsourced Bags



# Social Enable Your Marketing

**OLD PROCESS:** Direct Mail, eMail, Telephone, Advertising, PR, Events



**SOCIAL ENABLED PROCESS: IBM**

## Add in Social!

- Live person chat ROI = 56X
- 10% more registrants per event at low/0 cost
- 40% of promo registration target achieved in 72 hours



**Live Chat**



**Virtual Events**

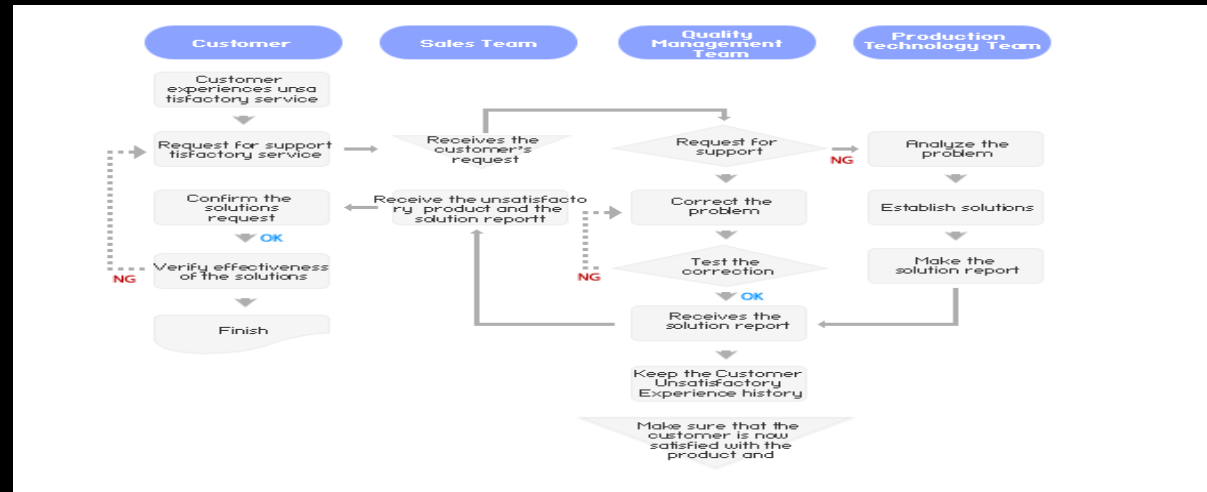


**Mobile / promo campaign**

# Social Enable - Customer Service



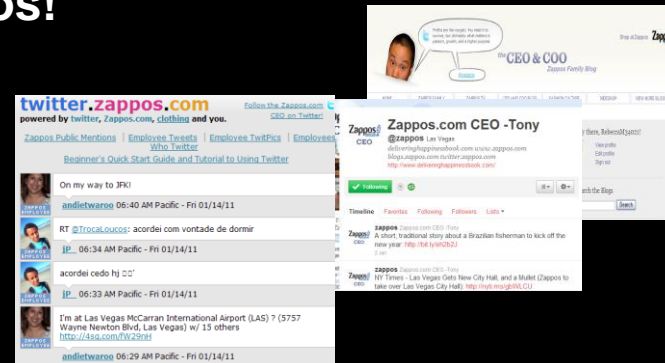
**OLD PROCESS:** Traditional phone, on line support, call center reporting

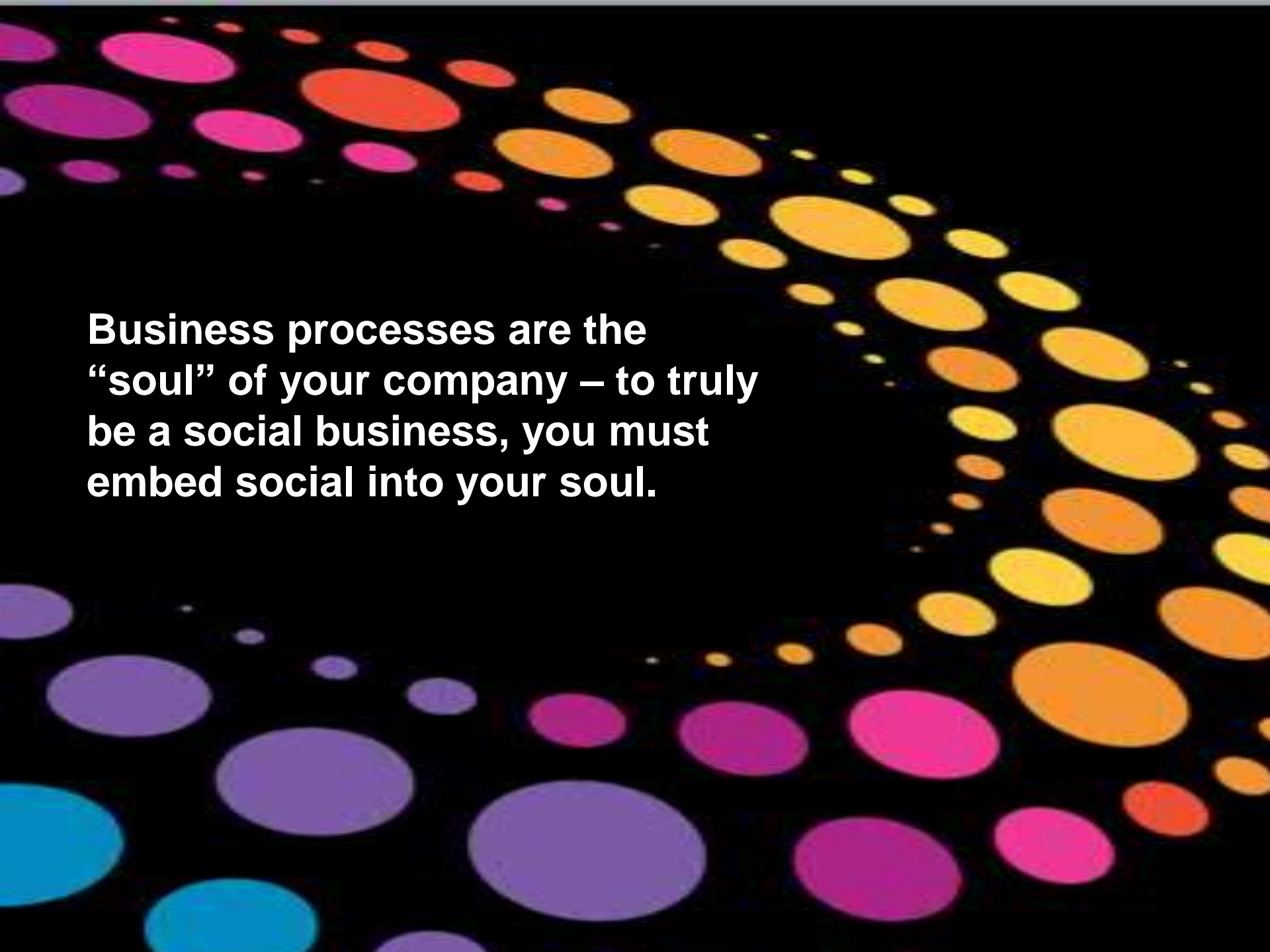


**SOCIAL ENABLED PROCESS: Zappos!**

Add Twitter & Blogs!

- Employee Tweets and TwitPics
- CEO blog & Twitter





**Business processes are the  
“soul” of your company – to truly  
be a social business, you must  
embed social into your soul.**



# Reputation Management

## VS

# Crisis Management

# Design for Reputation and Risk Management



1

**Have a plan and a team**

- **Develop a Disaster recovery plan!!!**

2

**Be proactive and fast!**

3

**Be transparent with 2 way dialogue**

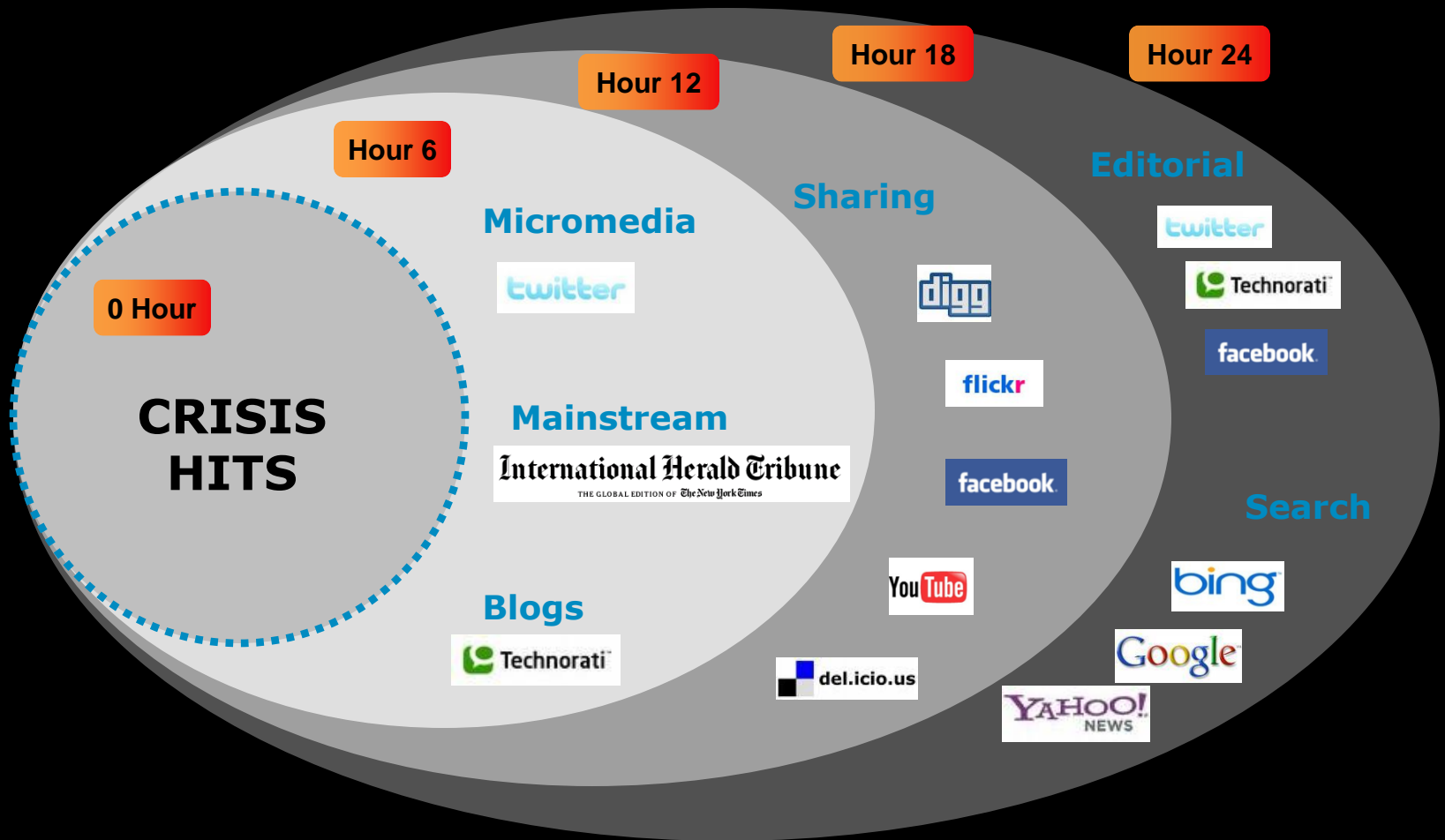
- **Don't try to manipulate**



## Recovery Plan:

1. Speed: Get Digital Council together
2. Classify into type of issue
3. Organize response
4. Communicate to "team"
5. Activate 'dark' site & update blogs, tweets, etc
6. Create search words for Crisis

# Proactive and Fast



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# Example: Proactive



## Example: 2 Way Dialogue



10:54 a.m. @pblackshaw I was made aware of it this morning and I'm tracking down our trademark counsel to weigh in on it. Not good.

10:55 a.m. @badgergraving I'm on it. Getting our legal team's perspective and trying to stop a PR nightmare

11:13 a.m. @JohnTeague @davidl... @Energy\_Geek @peterdavis @insideline\_com I'm personally looking into it. Hope to have an answer soon.

11:23 a.m. @ContractorTalk I'm in discussions with our Chief Trademark Counsel about it right now. I'm none too pleased. #ford

11:31 a.m. For anyone asking about the Ford fan sites and legal action: I'm in active discussions with our legal dept. about resolving it. Pls retweet

12:17 p.m. @mdarwin @voltageblog I'm finding it's a much different story from our legal department...

12:29 p.m. @peterdavis It means we didn't get the full story from the site owners. There's a deeper issue in question. #ford

1:07 p.m. Re the Ford fan site: I'm finding that there was counterfeit material being sold on it. Trying to get clarity on the URL issue. #ford

4:32 p.m. How do you repay your online evangelists? Well if you're Ford Motor Company, you step on their necks & demand \$5,000 <http://snurl.com/7r12q>

4:34 p.m. @BrettTrout Please correct that. We've since remedied it <http://tinyurl.com/6b7njd>

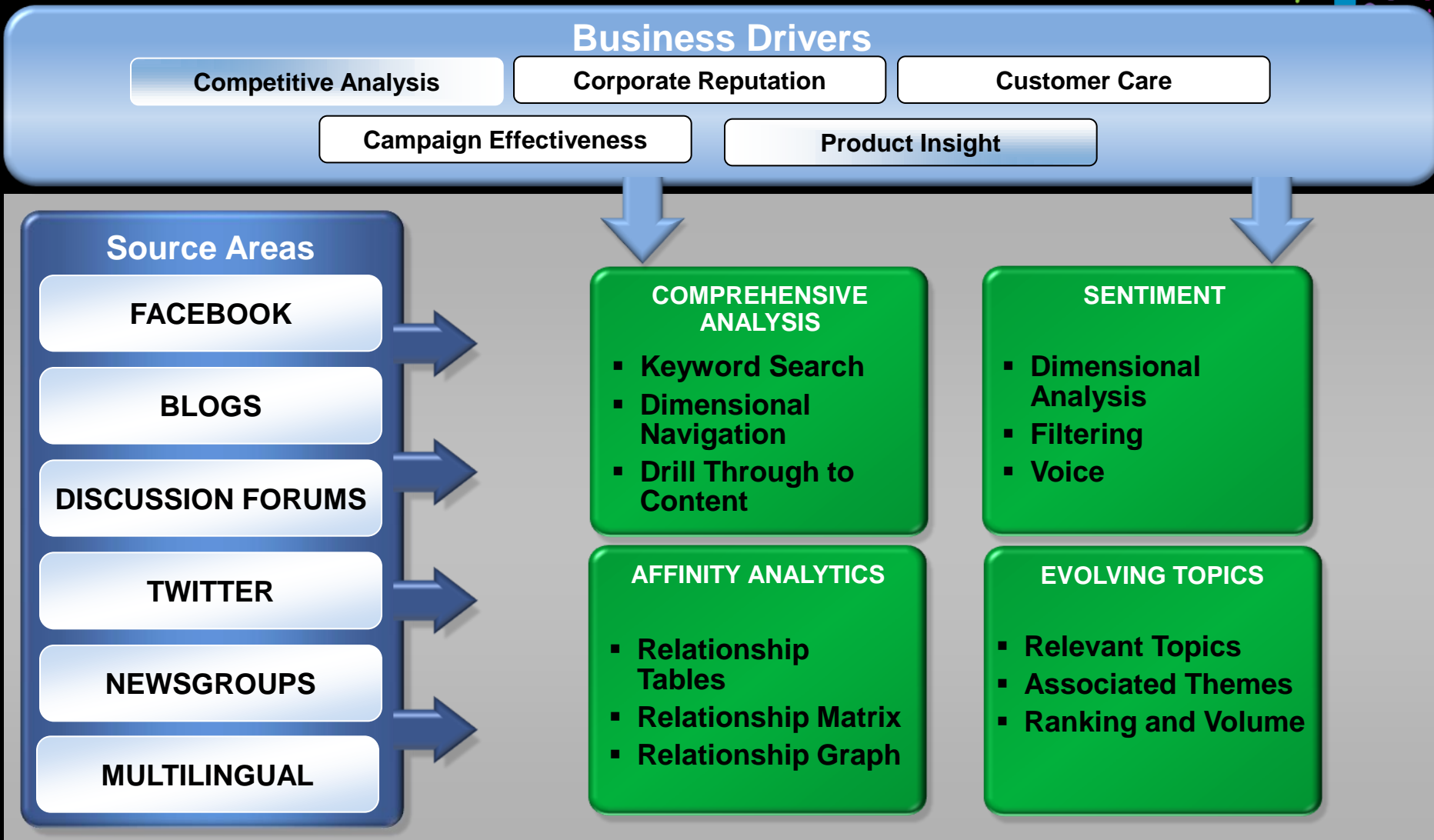
4:44 p.m. @rgrosskett @NickLongo @digitalmlewis @JeanneYocum @designmeme Ford's response can be found at the bottom of <http://is.gd/b3b0>



**Reputation management is 2.0.**

**Plan for recovery!**

# Analyze Your Data

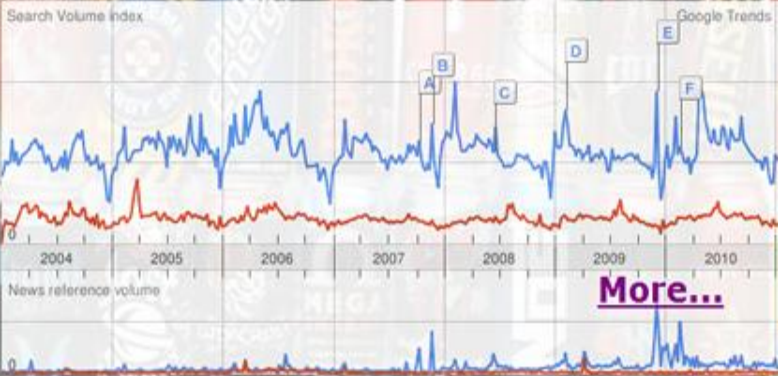


Consumer Insights

Running Shoes

Appliances

Energy Drinks



Search "Energy Drink"

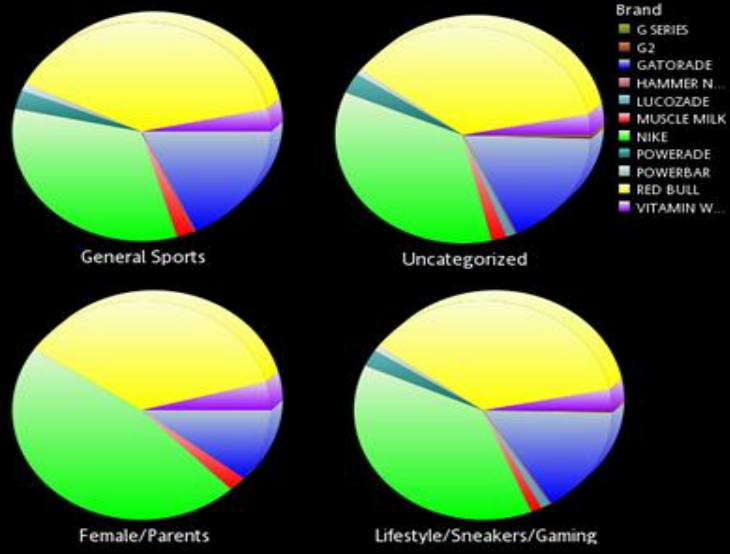
This Hydrive Energy X energy drink pawpaw got me is #BEAST

bing Search "Energy Drink"

Energy drink: Information from Answers.com

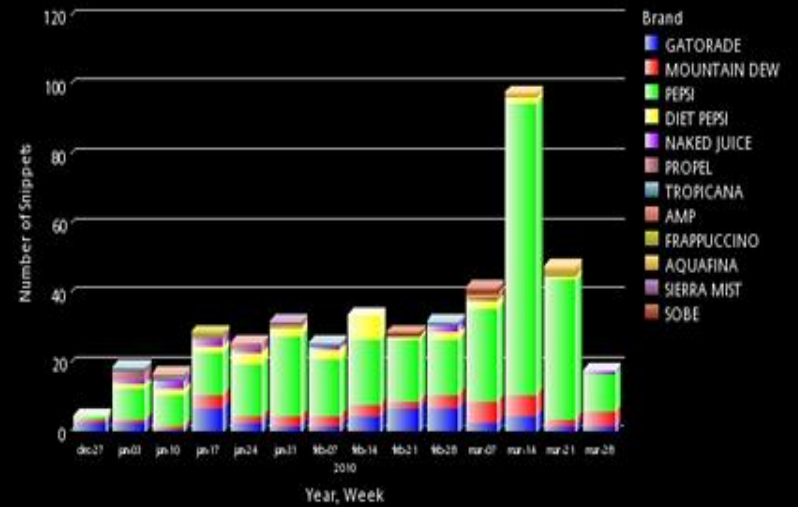
Jan 19, 2011 10:53:00 AM

However, many energy drinks are more concentrated, some common ... Many people believe that it is due to competition among energy drink manufacturers to boost their energy ...





Absolute Brand Exposure over Time



Public Communities

3IT Services for 2015

4IT Services Community  
IT HomePage Contact Live Persistent Chat for help

5Chicago  
All about the wonderful city of Chicago.

6Human Resources  
All things Human Resources.

7Store Display  
Collaborate on all areas of visual merchandising which would include conceptualization, designing, lay out plan.....



Ted Stanton



George Brichacek

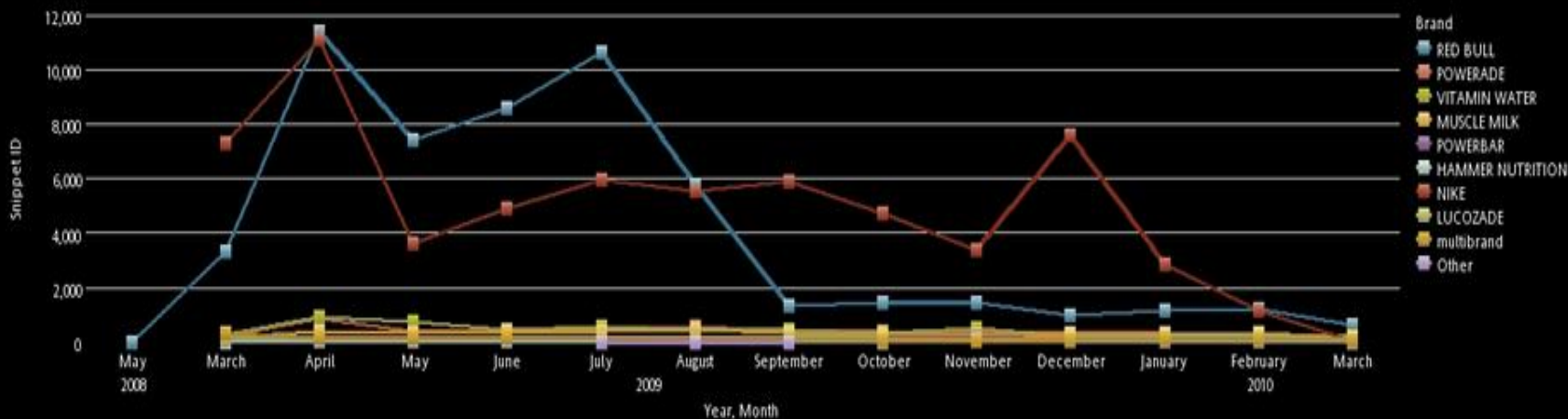


Christopher Crumme

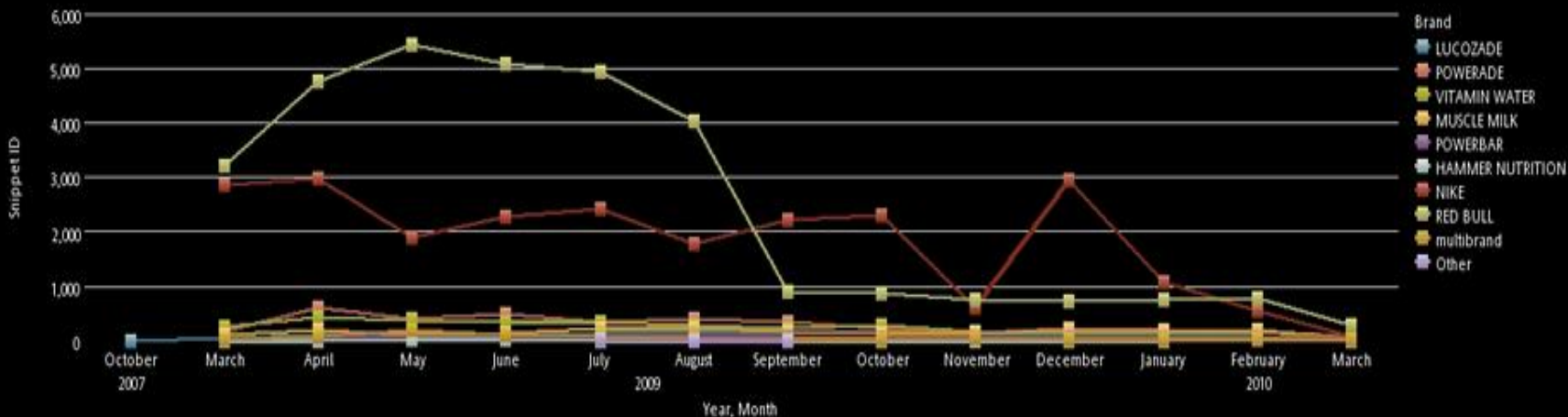


Nicola Creary

Positive Sentiment Trend - COMPETITION



Negative Sentiment Trend - COMPETITION



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**Social analytics is the new black!**

# Social Business

**A** Align Organizational Goals & Culture

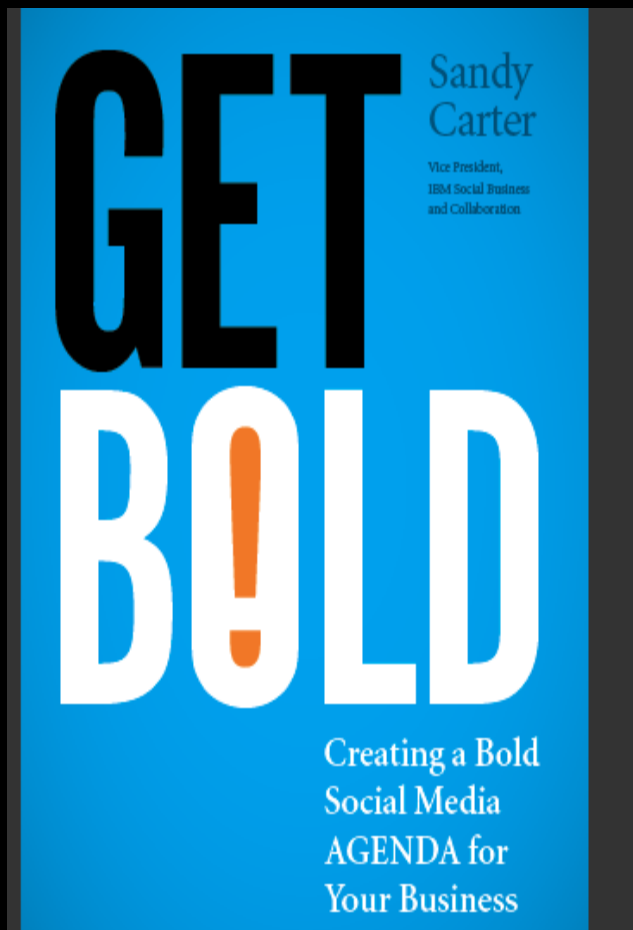
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# The World Changes Fast!



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