



Social Media Behavior: Customer Engagement As The New Currency

The Personal Care,
Oral & Baby EPPS

The Sun Care EPPS

Learning Objective

Understand active social media user behavior and illuminate the challenges and opportunities of social media

Personal Care

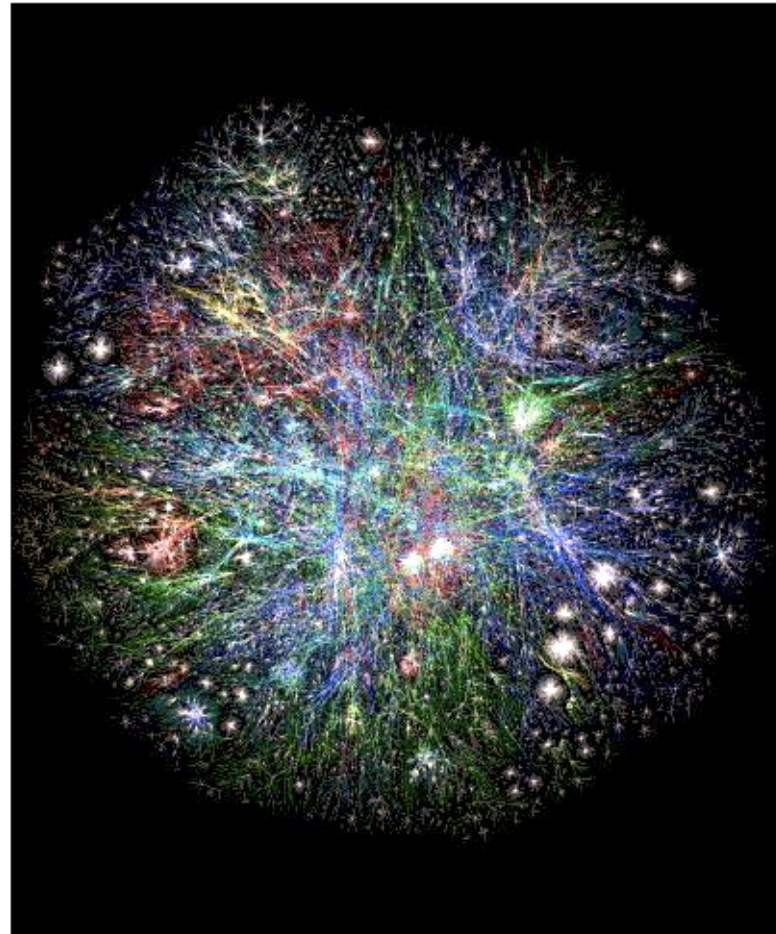
Oral Care

Baby Care

Sun Care

Let's Go On An Journey

- Let's see what is going on across the world wide web:
 - What is working?
 - Who is “getting it”?
- Who are the active social media users?
- How social media can help you?
- What you can do about it?



8 Take Aways

New Pope: Then and Now



Returning Voice to People

Iceland
succeeded in
crowdsourced
lawmaking...



Crowdsourcing Iceland's Constitution

By HARVEY MORRIS



Harvey Morris

Reykjavik port on Tuesday.


 FACEBOOK

 TWITTER

 GOOGLE+

 SAVE

 E-MAIL

 SHARE

 PRINT

REYKJAVIK — Icelanders like to do it their way. Where else do you get to dine on minke whale and puffin and routinely address the prime minister by her first name?

True to their tradition of doing things differently, Europe's most sparsely populated state has just held a referendum on what is said to be [the world's first "crowdsourced" constitution](#), drawing on suggestions from Facebook and Twitter about how to run the country.

Enthusiasts of open government say the initiative could be a model for people power in other parts of the world where politicians monopolize policy decisions in the face of mounting crises.

Social Media Changing The World



Peer-to-peer teaching, self-paced learning enabled by social media

Connecting Like-minded People

Sharing information for healthier livestock



Australian Cattle Ranchers



Bayer HealthCare
Animal Health

Perfect Timing

Why Now? What's Up?

- Digital and wireless technology have achieved critical mass
- People are demanding more **engaging online experiences**
 - Discounts and coupons aren't enough anymore
 - Online shopping mills are ubiquitous



**Genuine
interactions are
what is required**

**JAN
2015**

YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS

TOTAL
POPULATION



we
are
social

+1.6%

+115 MILLION

ACTIVE
INTERNET USERS



we
are
social

+21%

+525 MILLION

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

+12%

+222 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

+185 MILLION

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

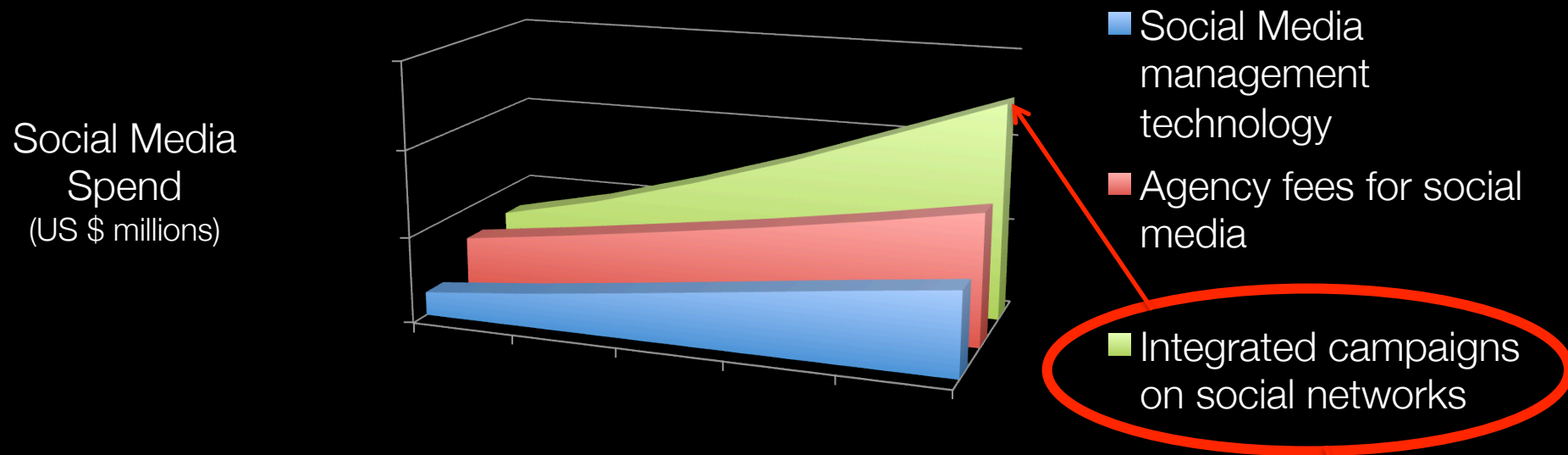
+23%

+313 MILLION

Ad Spend Migrating to Social Media

Social media campaigns that can attract and engage will win lion's share of audiences

Forecast: U.S. Social Media Spend



	2011	2012	2013	2014	2015	2016
Social Media Management Technology	\$272	389	530	678	828	970
Agency Fees for Social Media	635	786	952	1124	1314	1523
Integrated Campaigns on Social Networks	684	945	1278	1652	2076	2503
Total	\$1,590	\$2,119	\$2,760	\$3,453	\$4,217	\$4,995

Vital Signs

The State of Social Media



- 72% of adults are active social networking users
- Over 128 million Americans log onto web versions of Facebook every day
- 71% of adults use their mobile device to access social media

70% of Americans
use the internet to
get information and
to help them make
decisions



Social Media & Personal Care

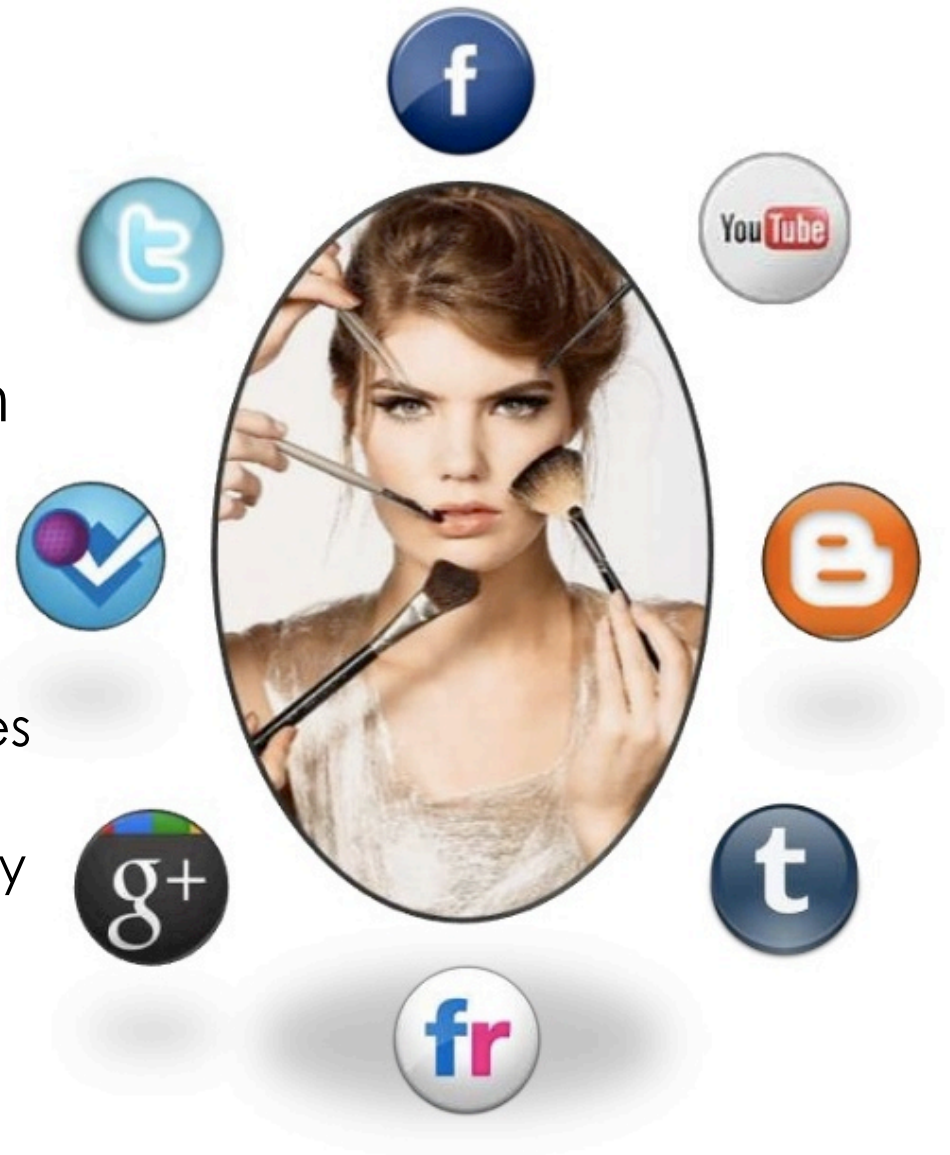
Smartphones and social media have created a new consumer relationship with brands



*“Beauty” is one of the most searched terms on the internet
1.58 billion results on Google*

Social Media & Personal Care

- Consumers increasingly learn about products based on the experiences of “*people like me*” rather than from brands
- Sharing experiences, photos and stories
 - 82% visit social network sites monthly
 - 75% use Facebook monthly



Social Media


Broadening The Definition Of Wellness And Beauty



"You don't have to poke around on the Internet too long to realize that there has been a great democratization of beauty."

When Brands Get It Right

The Impact Is Astounding!



Committed to help all women realize their personal beauty potential

Dove
Isn't it time to redefine beauty?

Dove ✓
15,050,703 likes · 291,325 talking about this

✓ Liked Message * ▾

Health/Beauty
Dove is committed to help all women realize their personal beauty potential by creating products that deliver real care.

About

Photos

Dove Insider

Hair

Social Mission

4 ▾

Social Media & Wellness

RY
ED | SPORT
ENGLAND
sgirlcan

I jiggle, therefore I am.

THIS
GIRL
CAN

Key Insight

Your categories are alive and well
on social media- *your customers
are online and highly engaged*

Personal Care

Oral Care

Baby Care

Sun Care

Moms Engage Online

- 92% of moms will buy from a brand when rewarded
- 97% of tablet-owning moms made a purchase on one in the last month



49% of married moms would give up their engagement ring before internet access



“Mom is the ultimate Household CEO...her actions take place online with technology that didn't exist 5 years ago!”

Punchbowl.com

- 1 in 3 bloggers are moms
- 77% of mom bloggers will only write about brands they support
- 95% of moms seek out digital direct offers





Moms Rule!

- 70% say technology helps them be a better mom
- Meanwhile, almost 75% of online moms feel online marketers don't understand what it's like to be a mom!

Social Media Behavior

On The Web,
Everyone Is A Super Star



SELFIES

A young man and woman are taking a selfie outdoors. The man is on the left, holding the phone, and the woman is on the right, leaning in. They are both making playful faces. The background is a blurred green field.

1/3 of all photos taken by people
aged 18 – 34 are selfies

More than one million selfies are
posted every day

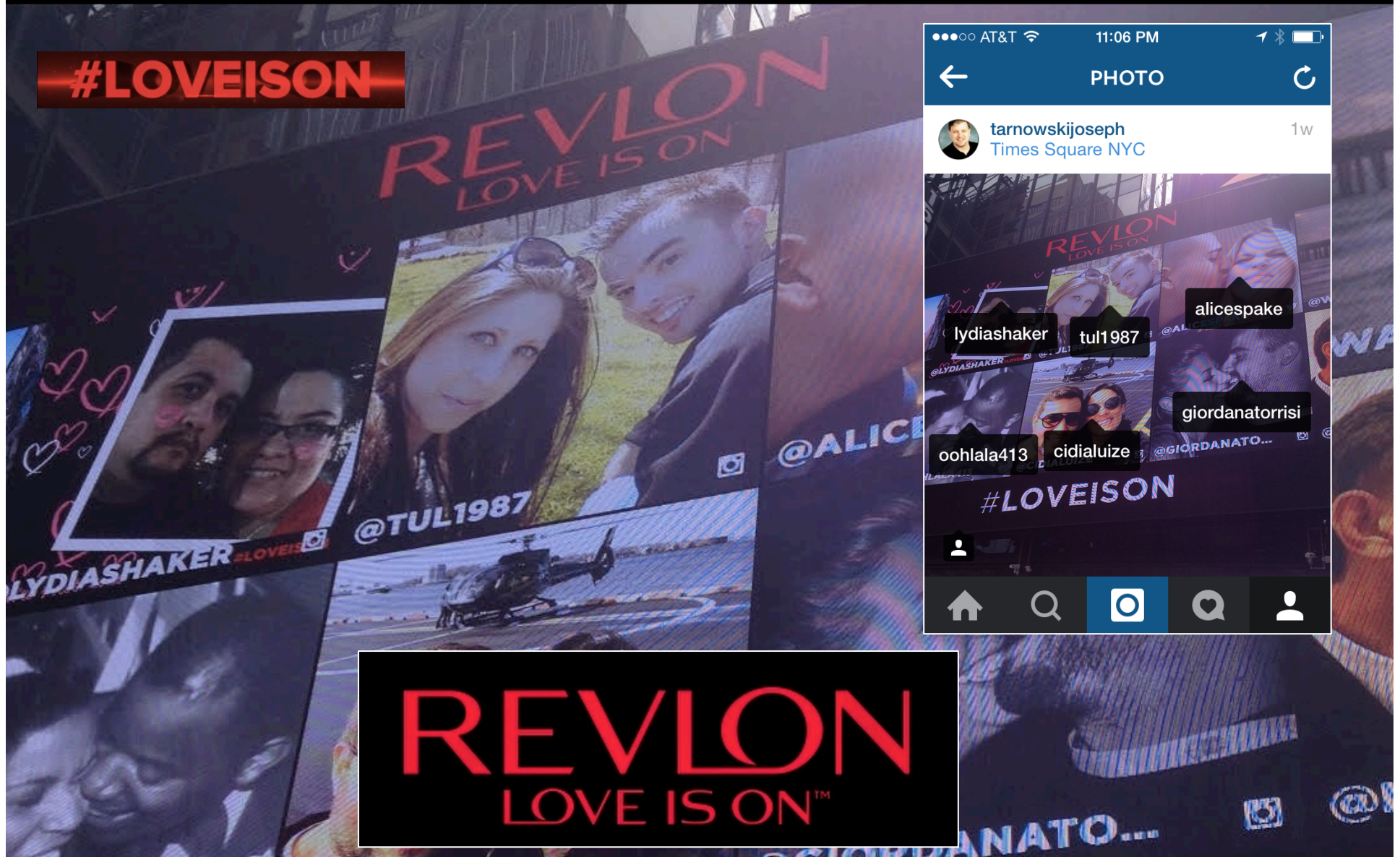
Implications For Your Business

*Impossibly, we will become even **MORE** aware
of our appearance!*

- What is your plan to leverage this trend?
- Where does your brand fit into this behavior?
- How will you be part of the mix?



People Don't Care About You, They Care About Themselfies



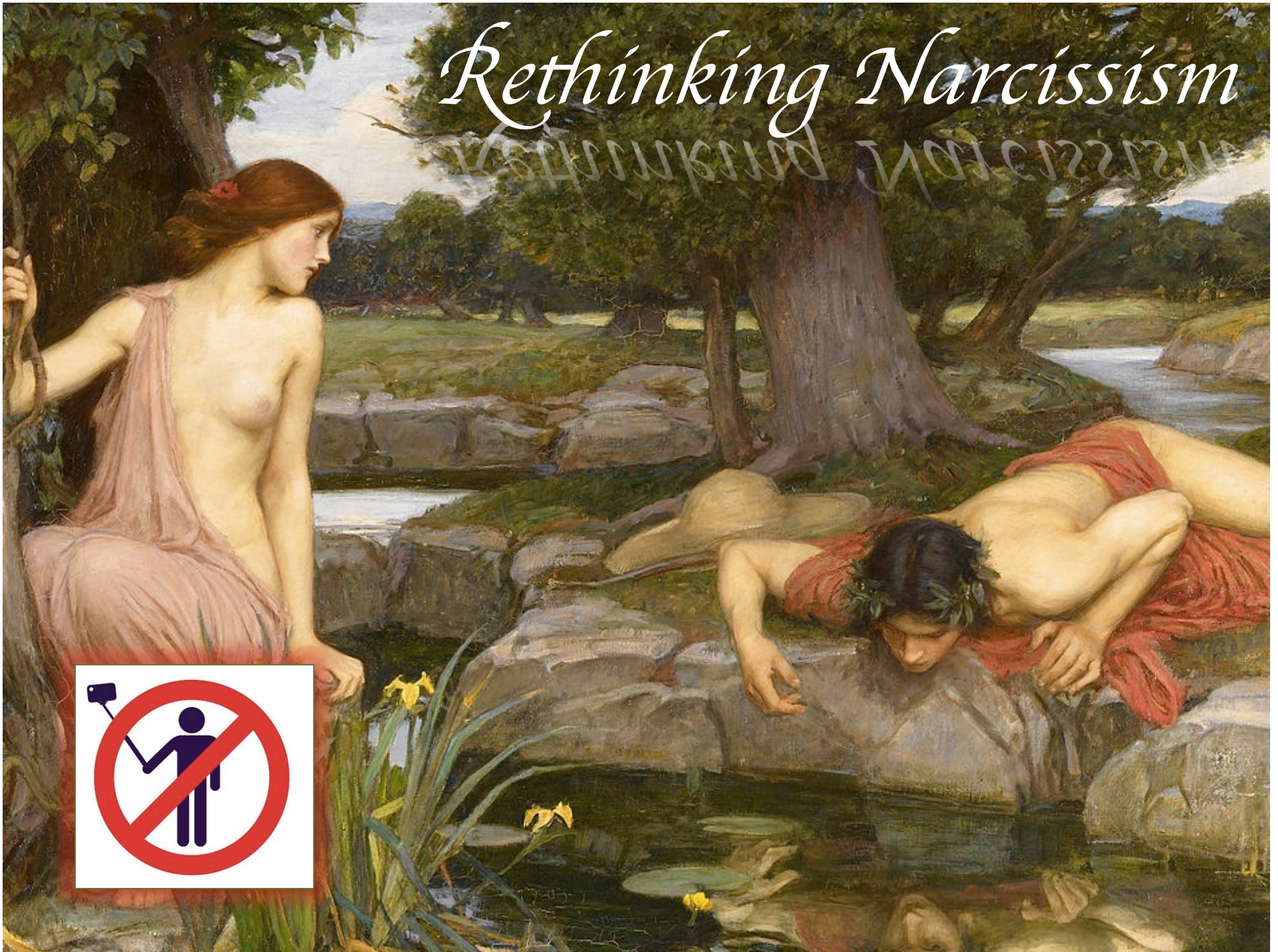




What Are The Sociological Implications Of Always Being ON?

The Pope, Ecuador, July 7, 2015

Rethinking Narcissism



“I Love...Myself”

The new Honda SL-V SLF

Equipped with 10 different “selfie” cameras



Key Insight

The selfie phenomena has deep sociological implications and is an important trend that can be leveraged to brand advantage

Personal Care

Oral Care

Baby Care

Sun Care

To Understand Behavior

Understand The Habitat



- A world thoroughly and completely connected
- Rightfully questioning authority- brands no longer in charge
- Demand for more engaging experiences
- Community-minded as never before
- *Everything, always- now*

Social Media Behavior

A Unique Perspective

- Instant access to everything changes how we process information
- Social media affects attitudes toward brands, shopping and consumption
- Social media is the new currency



Six Truths

Of Active Social Media Users

The Millennial shopper is a puzzle worth solving. Much misinformation exists on these frugal, savvy, unconventional shoppers. The following abstract previews important insights from an upcoming comprehensive study on a desirable, yet illusive demographic for the packaged goods and grocery store industries.

Millennials¹ as a U.S. generation are the same size as the Baby Boomer generation and almost twice the size of Generation X. These younger shoppers will achieve a spending power of an estimated \$2.45 trillion by 2015.

Millennials can be a downright contrary target market when compared to older customers. They blur lines that didn't exist a generation ago about where they shop — and the rules for work and play. They'd just as soon shop at Walmart or the drugstore as the local grocer. Once their pacifier, technology now provides instant gratification, continuous connectivity, community and comparison shopping. How can manufacturers and grocers stay relevant?

That's the question addressed in a new study under way by Black Pearl Intelligence, ArchPoint Consulting and BeaconUnited. The study examines how instant and continuous access to massive amounts of information accessed through smart phones and other technology and the ubiquity of social media forever changes how this generation processes information and behaves toward brands, shopping and consumption. Armed with study insights, manufacturers and grocers can add a layer of business intelligence about a key audience, Millennials, to power growth, productivity and sales along the grocery value chain.

(1) The Millennial generation spans from 1982 to 1996 and originates from 18 to 23 years of age.

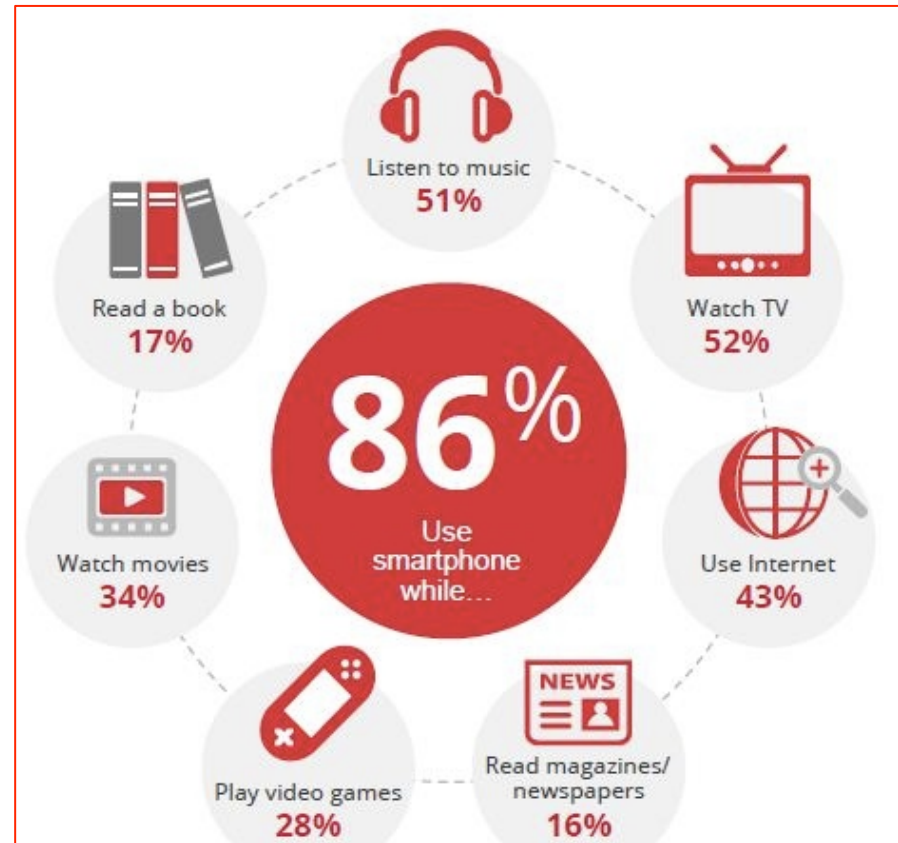
SixTruths

— *of* —

Active Social Media Users

Truth #6: We Are All Digital Natives

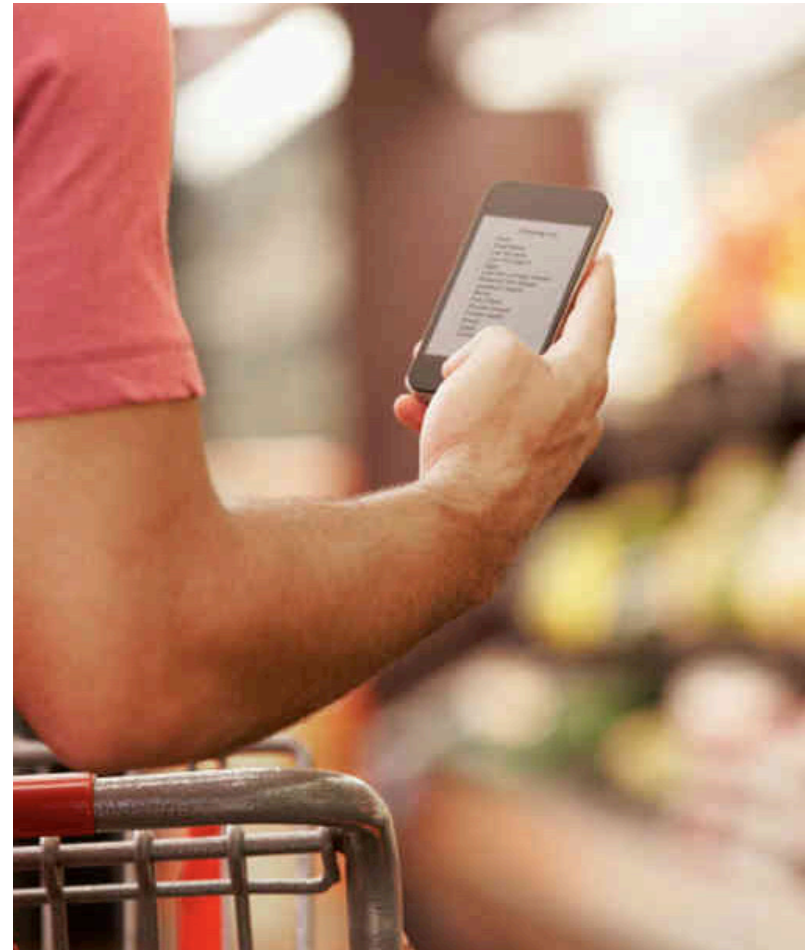
- Seamlessly, constantly engaged to the point of distraction
- 18 hours media use per day¹
- More than one form of technology is within arm's reach



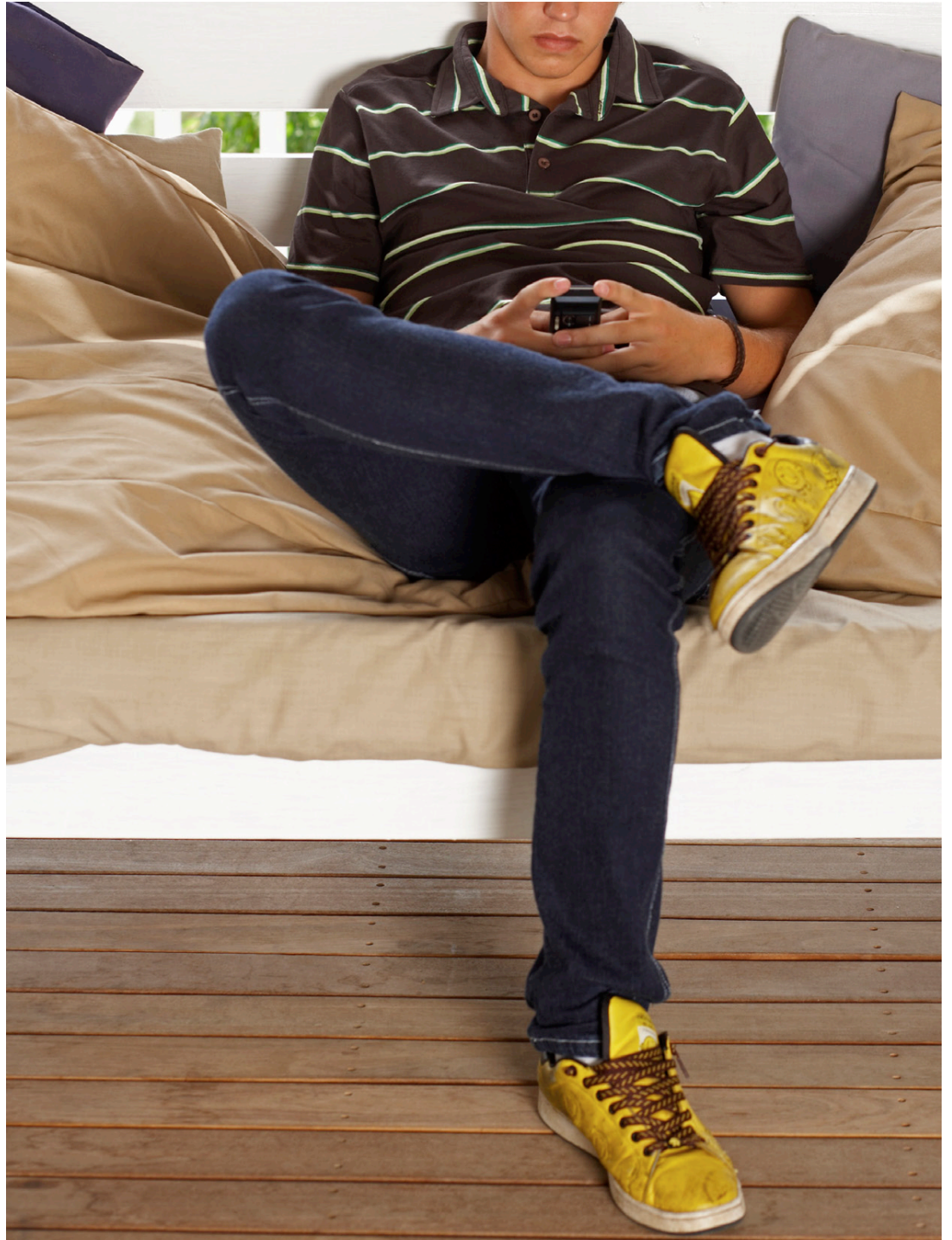
“56 percent of young adults won’t accept a job where social media access is prohibited at work!”

Truth #6: We Are All Digital Natives

- Active social media users are more than twice as likely as others to use the Internet to create a shopping list
- 61% of smart phone owners use their phones to compare prices



*50 percent of
young adults
would give
up
their sense of
smell before
they'd give
up access
to technology*



Truth# 5: Brands Matter

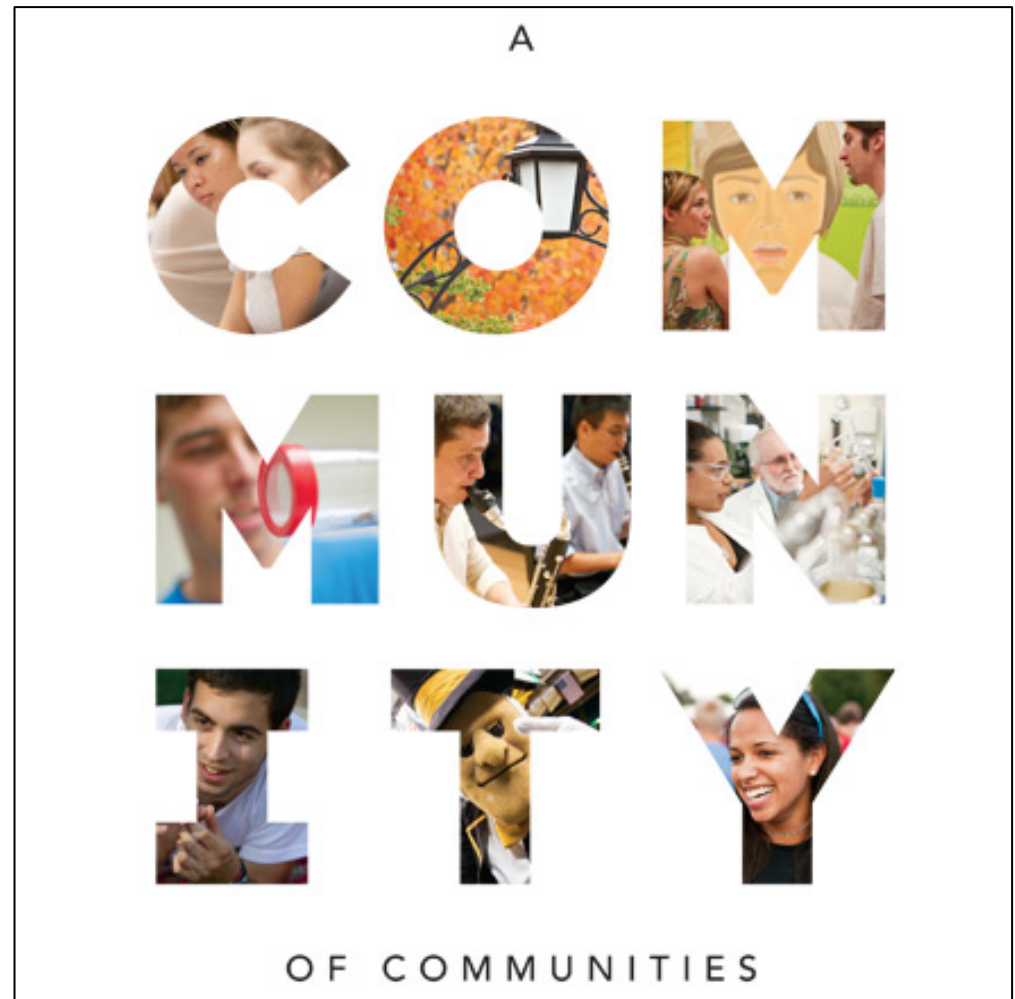
- To matter you must be relevant
- Concept of brand loyalty is conditional
- If your brand isn't on the mark all the time, people will go elsewhere-- in a nanosecond!



Truth #4; Belonging

Do You “Like” Me?

- Actively seek community
- Being a part of something larger is inherent to life
- Make decisions we believe friends will think important
- Believe we influence or inspire the purchases of our peers



Empowered by the very medium – the Internet – that connects us

Truth# 4: Belonging

It Is About Community

- 80% more likely to like a brand that uses social media
- 40% more likely to check out a brand they like on Facebook or Twitter
- More than half tell a friend when they discover a new brand

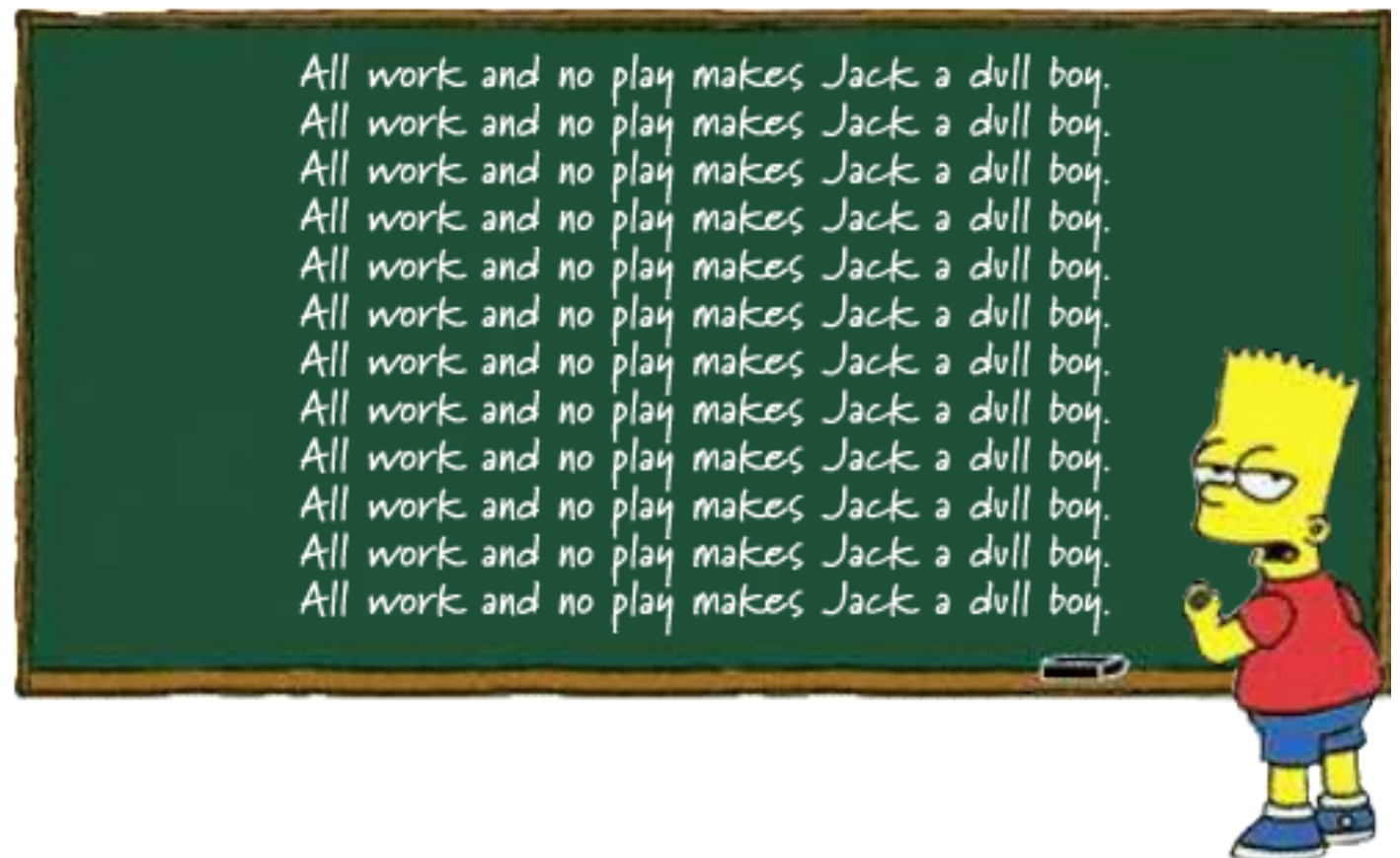


***Don't like to shop alone
and often bring
another along***

Truth #3: Fusing Work & Play

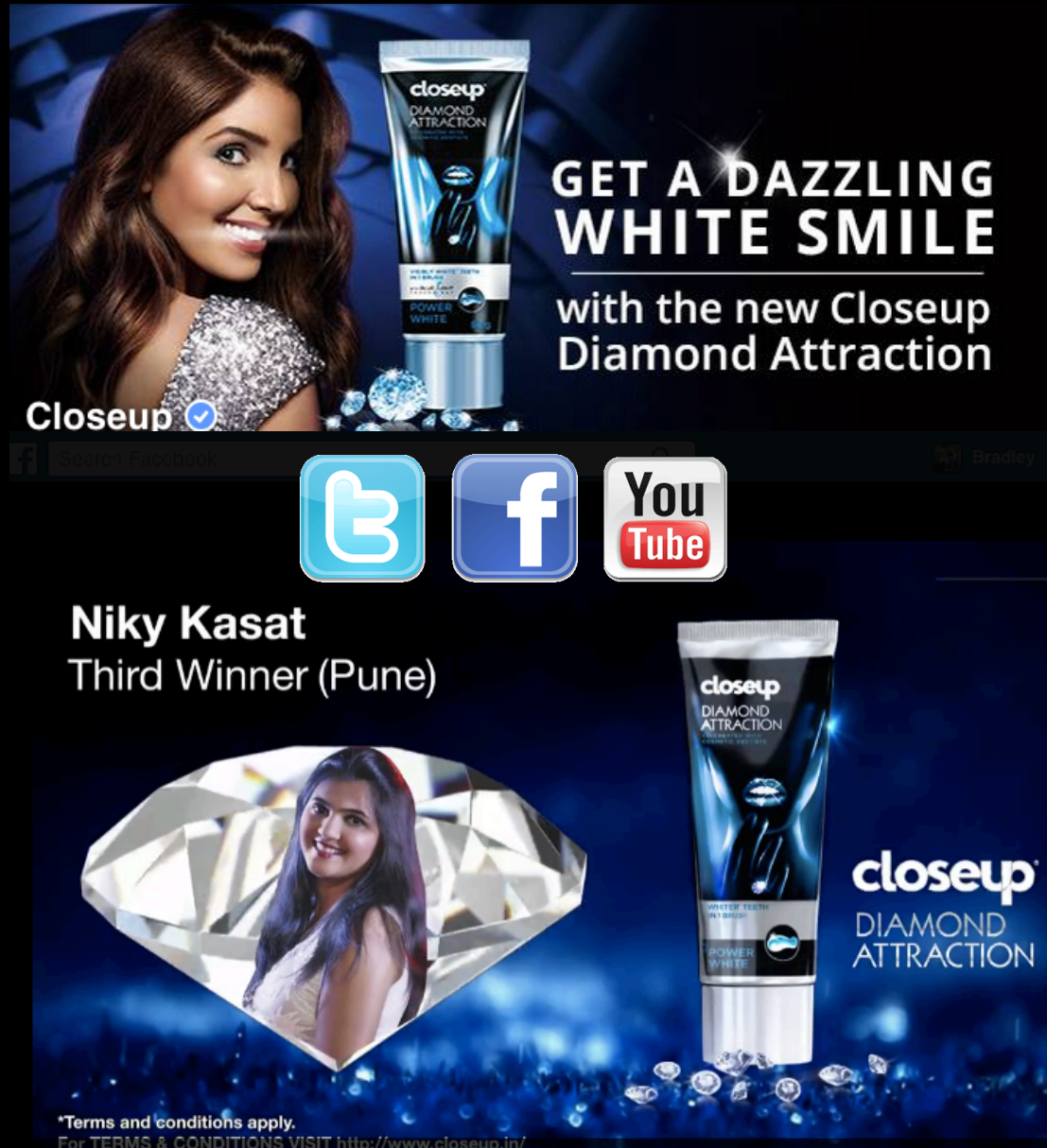
- Social media users believe they're entitled to play (or shop) during work
- 70% believe they should have “me” time at work

*“If the
work gets
done, why
should it
matter?”*



Truth #2: It's About The Experience

- Interested in experiential buying
- 80% want brands to entertain — with the ability to be involved, co-create and interact
- Campaigns tie together to create meaningful experiences, not just try to sell goods, succeed



The advertisement is split into two main sections. The top section features a woman with long brown hair smiling, next to a tube of Closeup Diamond Attraction toothpaste. The text 'GET A DAZZLING WHITE SMILE with the new Closeup Diamond Attraction' is prominently displayed. Below this, there are social media icons for Twitter, Facebook, and YouTube, along with a 'Closeup' logo and a 'Search Facebook' button. The bottom section features a woman's face framed within a large diamond shape, with the text 'Niky Kasat Third Winner (Pune)' above it. To the right of the diamond is another tube of Closeup Diamond Attraction toothpaste. The background is dark blue with sparkling light effects.

Closeup ✓

Search Facebook

Twitter **f** **You Tube**

Niky Kasat
Third Winner (Pune)

closeup
DIAMOND ATTRACTION
POWER WHITE

closeup
DIAMOND ATTRACTION

*Terms and conditions apply.
For TERMS & CONDITIONS VISIT <http://www.closeup.in/>

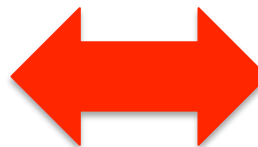
Bud v. Craft Beer

Social Media As The Great Equalizer



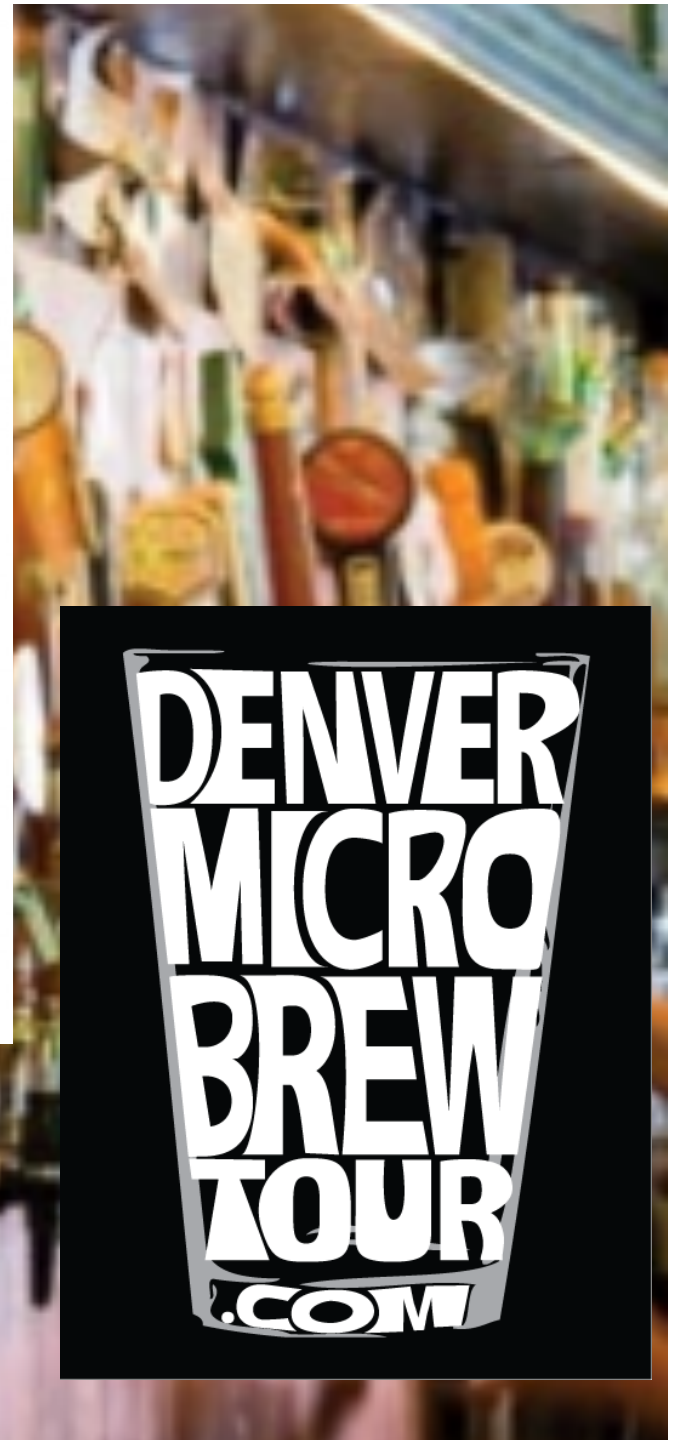
Talking to Consumers

Twitter: 119k followers, 493 interactions/post
FB: 12,562,850 likes, 15,875.8 interactions/post



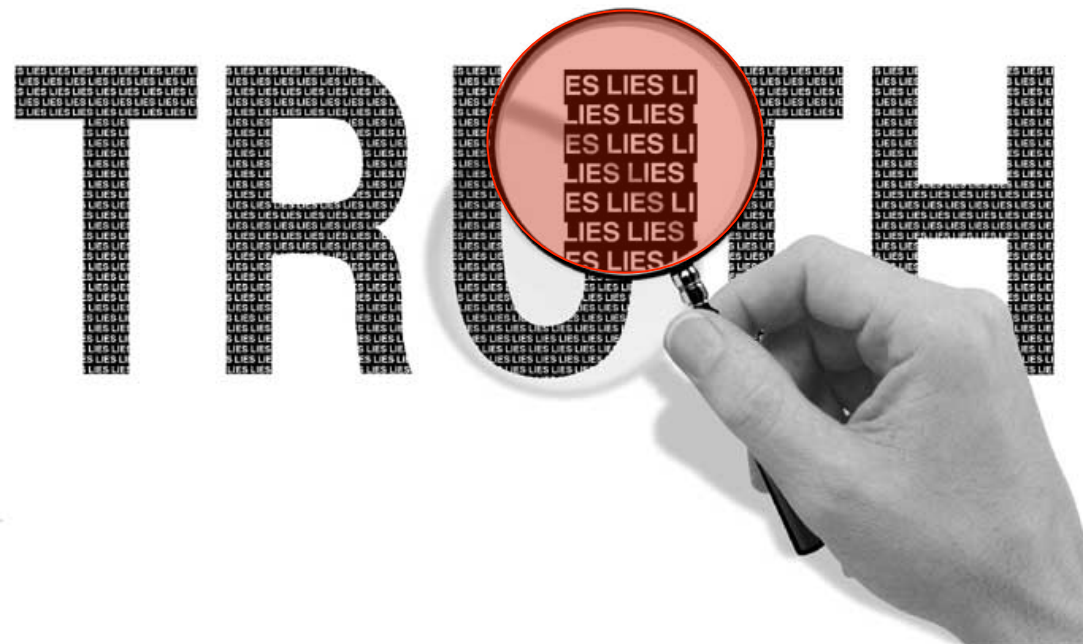
A thousand little cuts

Multiple MILLIONS
of ongoing conversations daily!



Truth #1: We Seek Truth

- Information is abundant, but truth rare
- Deceive social media users, and they will not do business with you again
- And will their “friends”
- **ALL OF THEM!**



*“Authenticity is critical
for the brand”*

Truth #1: Truth & Trust

- Active social media users investigate companies *and then develop trust*
- Instead of peer pressure, we buy based on peer trust
- Truth is defined by the communities they're in



User-generated content influences more than 80 percent of purchases

Impact To You

Have a deliberate social media strategy

- Your social media plan should not be treated as an after school project
- A plan is not a handful of twenty-three-year olds in cubicles tweeting
- A plan has feedback loops complete with credible ways into conversations



Brands that are benefiting from social media are building fast-growing and engaged communities

Social Media & Retail

- Little more than half the retail chains across the country are active on social media
- Most retailers may send a tweet or two a week or post a picture of a product to Facebook
- But with no clear intention behind the messaging, it's clear they're still looking at social media as a necessary evil




Space Online Is Not Exclusive

Price-of-entry far easier than days of old

- Online channels from unlikely places pose a serious threat to retail brands
- Rachael Ray stealing market share across the pet food aisle
- Girls Scouts not just outside your store


BOGO Girl Scout Cookies
May 23, 2014 at 7:27 AM



Buy a box for the military. Get a box free.

In honor of Memorial Day Weekend, give a soldier a gift they'll really love: **Girl Scout Cookies.**

When you donate \$4 to send a box of Girl Scout Cookies to a soldier actively serving in all 5 branches of the military, **we'll give you one for free.**



Meanwhile!

Anywhere. Anytime.



#AmazonCart: Add it Now. Buy it Later. Shop from within Twitter.



#AmazonCart: Add it Now. Buy it Later. Shop from within Twitter.

One Touch Decision Making

Totally Cool, Potential Game Changer

amazonfresh

Already an AmazonFresh customer? [Sign in.](#)

INTRODUCING
amazondash



*Turning Shelves
Into Showrooms?*



Shopping made simple

- **Simply say it or scan it** — add items to your shopping list from anywhere in your home.
- **Easy to use for the whole family** — everyone can help.
- **Add items as you go** — shop effortlessly throughout your day.
- **Never forget an item again** — Dash remembers so you don't have to.

Sign up for a free Dash

by invitation only

What's Are The Common
Denominators?

Self Share Story



Be Storytellers

Effective social media is about telling your story in compelling ways. It is also about having a strategy, a plan and the tools to gain traction

Social Media Landscape

- For the majority of brands today, Likes, Shares, and Retweets are seen as the primary measure of social media performance
- These scores cannot show you how to connect your brand's message more strongly with audiences



Quantity

Social Media Intelligence Delivered As A Dashboard

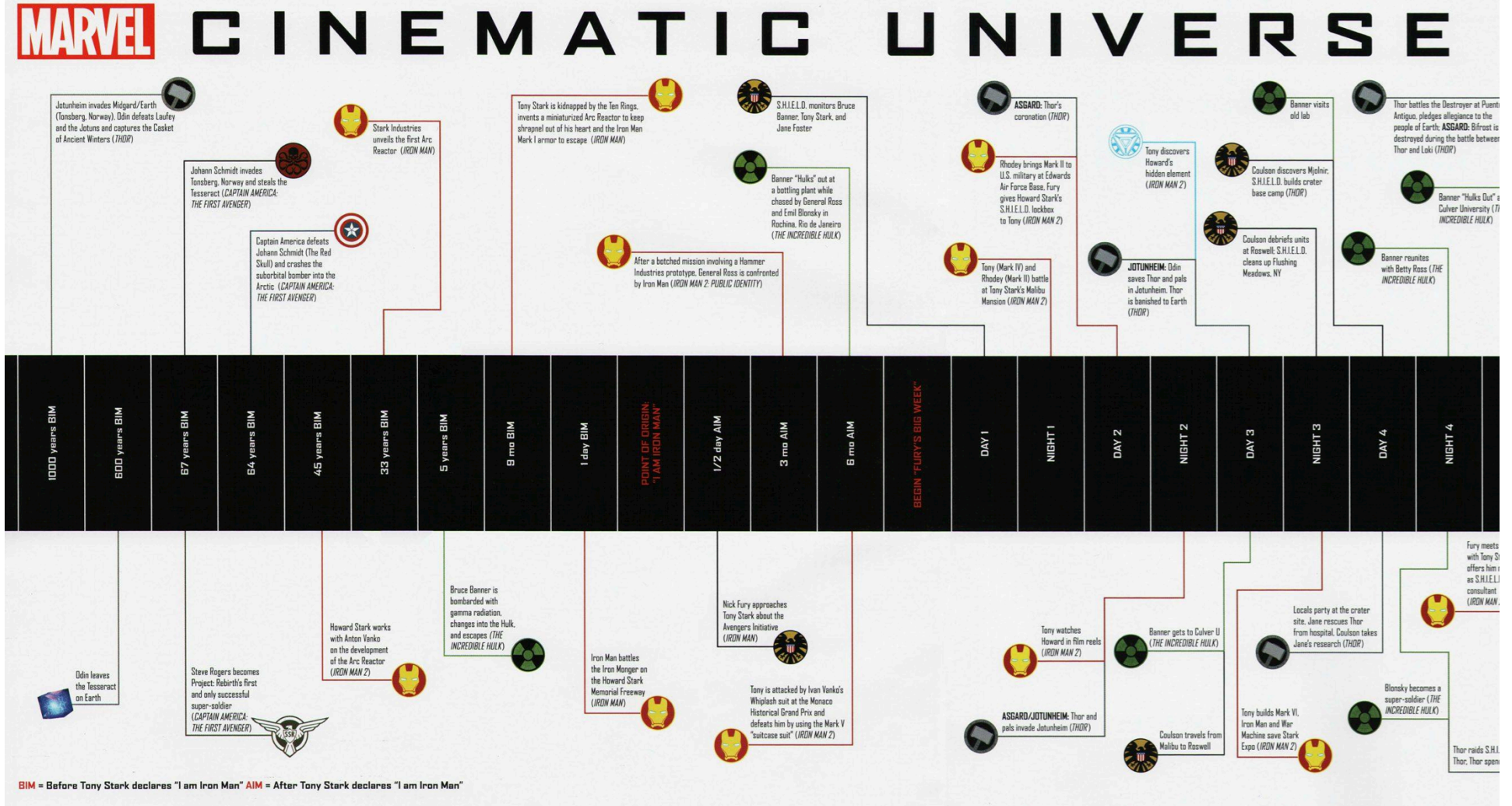


Does not measure the value of outbound brand content

Social Narrative: What Can The Avengers Teach Us About Social Media?



Marvel movies and TV shows each work on their own, but also serve to advance a larger brand narrative

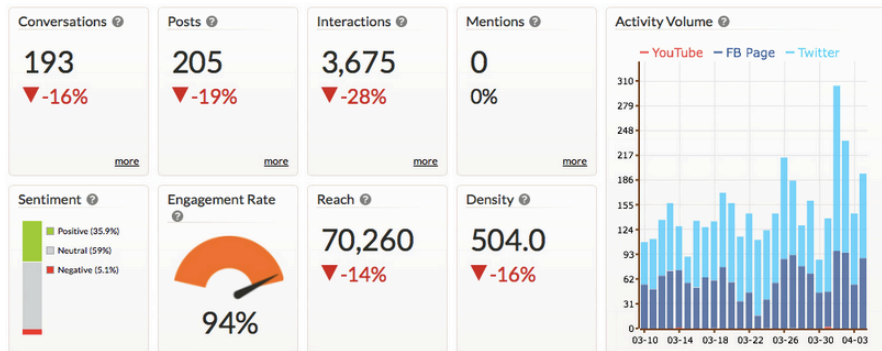


Let's Look At Two Brands...

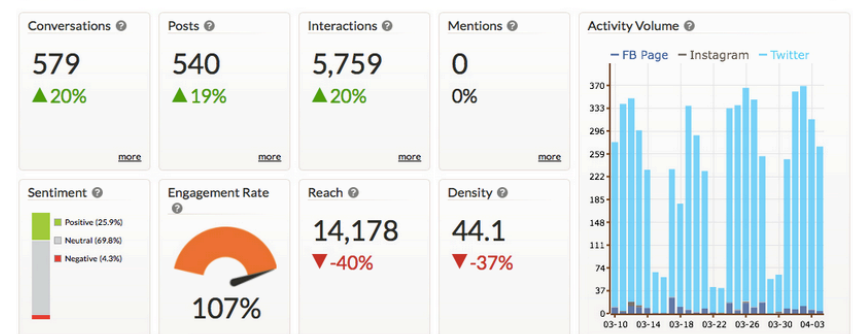
Publix®

WHOLE
FOODS®
MARKET

Overview



Overview



Story Scores

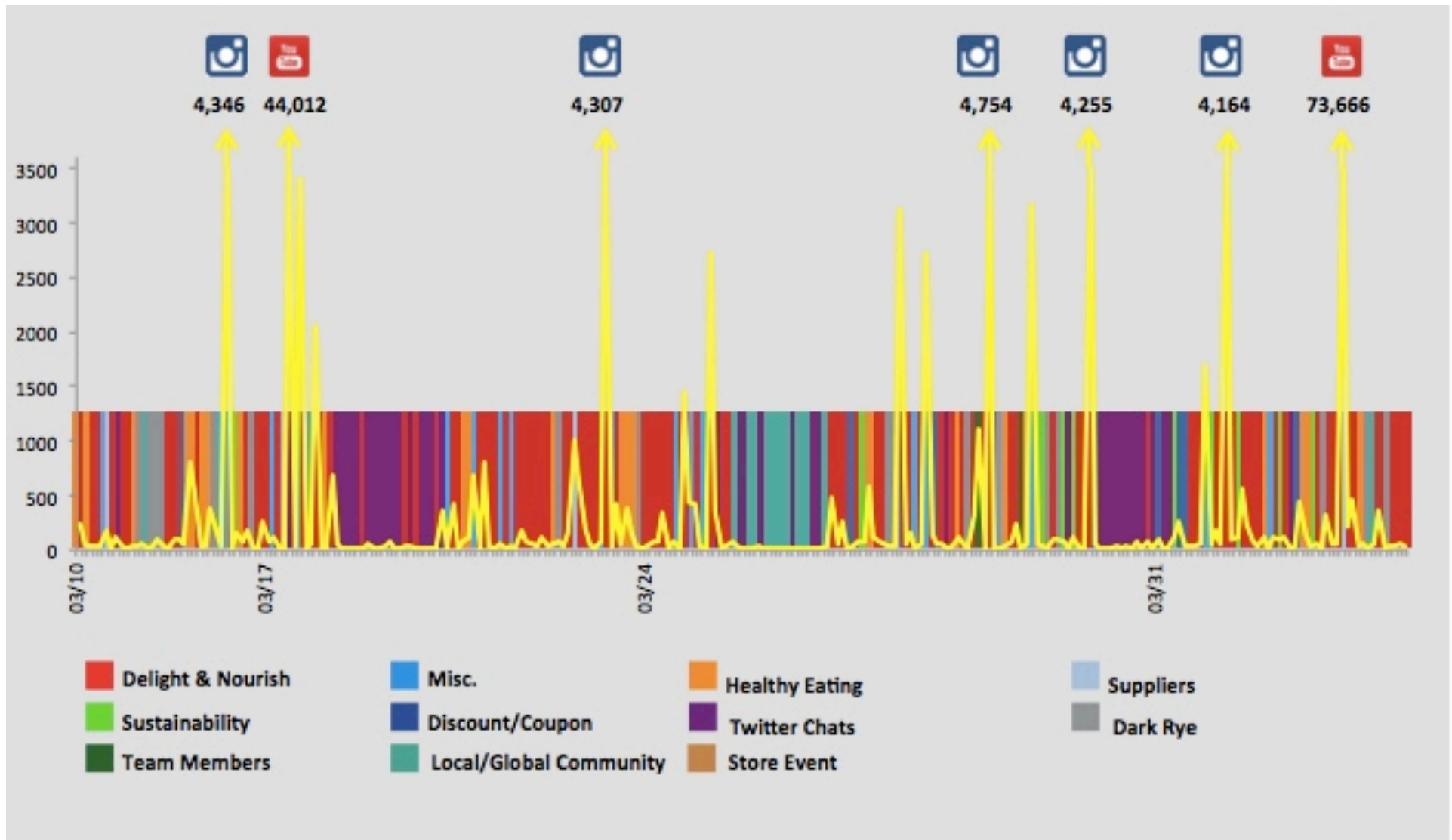
Publix®



71

78

Social Brand Narrative



Key Social Media Insights

Social Media, Personal Care & Wellness

Insight



What To Do

- Your customers are online, highly engaged and driving brands
- *Selfies* as sharing is a trend that is here to stay
- Quality content drives engagement

- Brands with relevant social media plans will connect, gain loyalty and win
- Create online environments that encourage sharing
- Be authentic, inform and always add value



It is
about
sharing

Sharing
compelling
stories

Use These Insights

1. You have something interesting to say
2. Leverage your uniqueness
3. Create a social media plan with a detailed editorial calendar
4. Be *highly* visual



***Engaging, ongoing
brand narrative***

5. Be Where Your Customers Are



Leverage Your Credibility

Story
Score™

6. Team up with partners
 - Social partnering adds value to your brand
 - Work with retailers
7. Take advantage of social intelligence tools like StoryScore
8. Create content that reflects your values and meets the needs of your customers

Always Be Building Brand!

Thank You!

There will be no test...



www.brandchorus.com