

Jason Falls: The Ultimate No BS Book Report

GRAB SOCIAL BY THE HORNS



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#11for11

eleven
SOCIAL
MEDIA
TIPS
FOR 2011

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Today's Speaker

Guru Webinar #11 of 11

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TIPS FOR **2011**

GUEST SPEAKER:
Jason Falls
SOCIAL MEDIA EXPLORER

A photograph of Jason Falls, a man with a goatee and dark hair, wearing a black t-shirt. He is holding a red book titled "NO BULLSHIT SOCIAL MEDIA" by Jason Falls. The book cover features a black bull silhouette and the subtitle "The No Bullshit Guide to Social Media Marketing".

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Poll #1

Why did you register for this webinar?

1. Want to learn more about social media strategy.
2. Love the No. B.S. vibe and need to hear it.
3. Wanted to see if this breaks the record for most swear words in a webinar.
4. Someone mentioned a free book.
5. Jason is damn handsome.

Poll #2

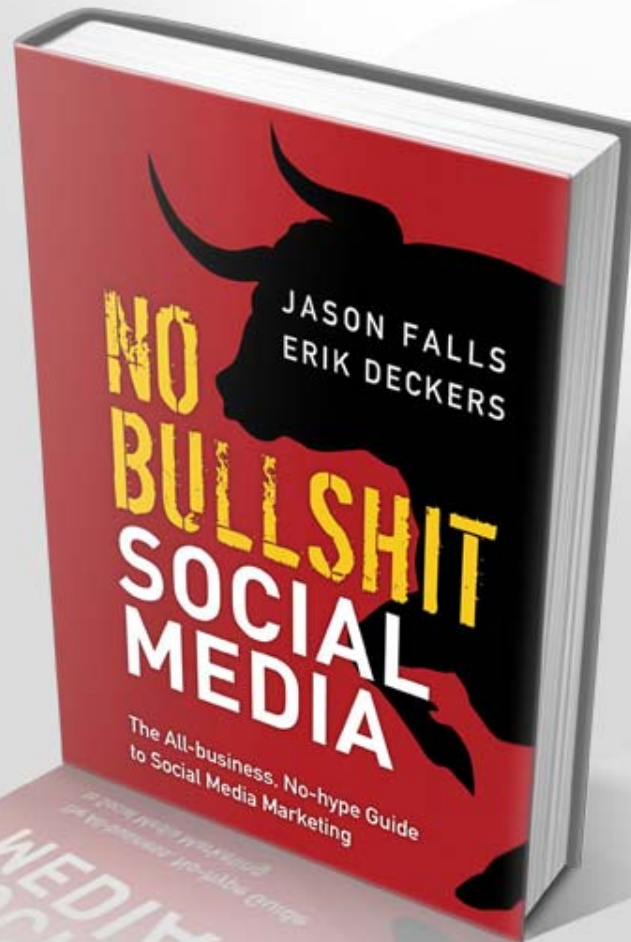
What is your job role?

1. Brand Manager/Marketing Director
2. Marketing staff
3. Public relations staff
4. Social media staff
5. Market research/insights staff
6. C-Level executive
7. Other

The No Bullshit Book Report

Jason Falls

NetBase
Webinar



nobullshitsocialmedia.com

What the purists say ...



- You must be human
- You must engage
- You must join the conversation



What the purists don't say ...



- How to drive business
- How to plan strategically
- How to measure it

Finding the B.S.



Finding The B.S.



BULL!



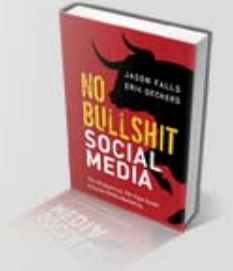
The All-Business, No-Hype Guide to Social Media Marketing

noblshitsocialmedia.com

Finding The B.S.



B.S.!



The All-Business, No-Hype Guide to Social Media Marketing

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Finding The B.S.



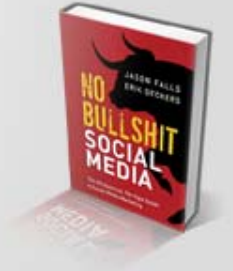
B.S.!



The All-Business, No-Hype Guide to Social Media Marketing

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The Truth



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7 Business Drivers of Social Media Marketing



- Enhance Branding & Awareness
- Protect Your Reputation
- Enhance Public Relations
- Build Community
- Enhance Customer Service
- Facilitate Research & Development
- Drive Sales & Leads

Enhance Branding & Awareness



Protect Your Reputation



Enhance Public Relations



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Build Community



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Enhance Customer Service



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Facilitate R&D

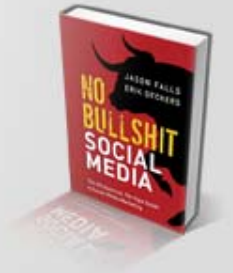


Drive Sales



Miss Shirley's

Now What?



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What about ROI?



7 Business Drivers of Social Media Marketing



- Enhance Branding & Awareness
- Protect Your Reputation
- Enhance Public Relations
- Build Community
- Enhance Customer Service
- Facilitate Research & Development
- Drive Sales & Leads

What about ROI?





What about ROI?

Customer Satisfaction Scores

New Product Ideas

Faster Response Times

Higher Search Engine Results

More Subscribers

Higher Retention Rate

What do I get in return?

More Online Media Coverage

Lower Cost-Per Lead

Lower Call Center Costs

Higher Brand Recall

Website Traffic

Being Social



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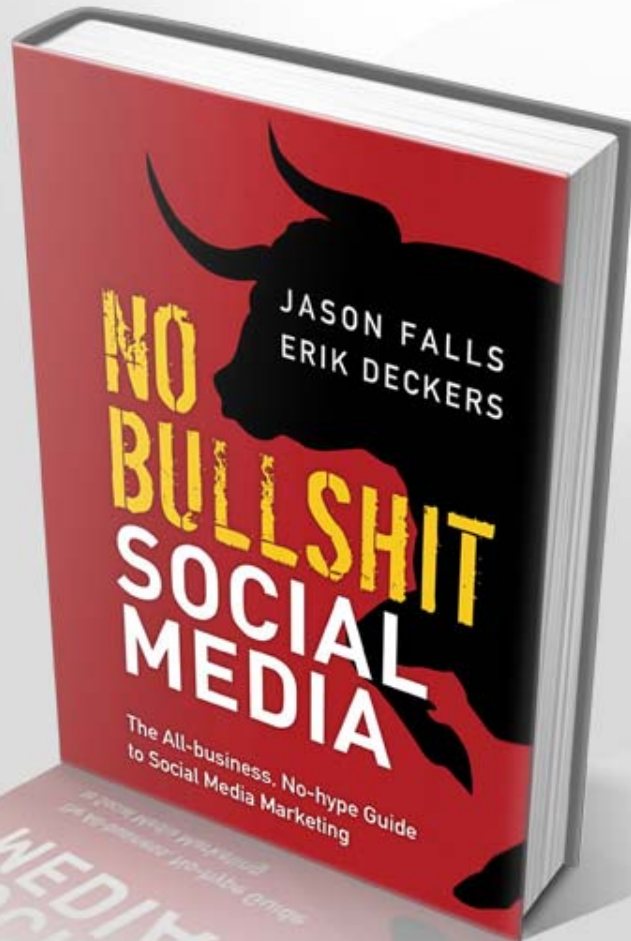
Being Social



The All-Business, No-Hype Guide to Social Media Marketing

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There's more where this came from!



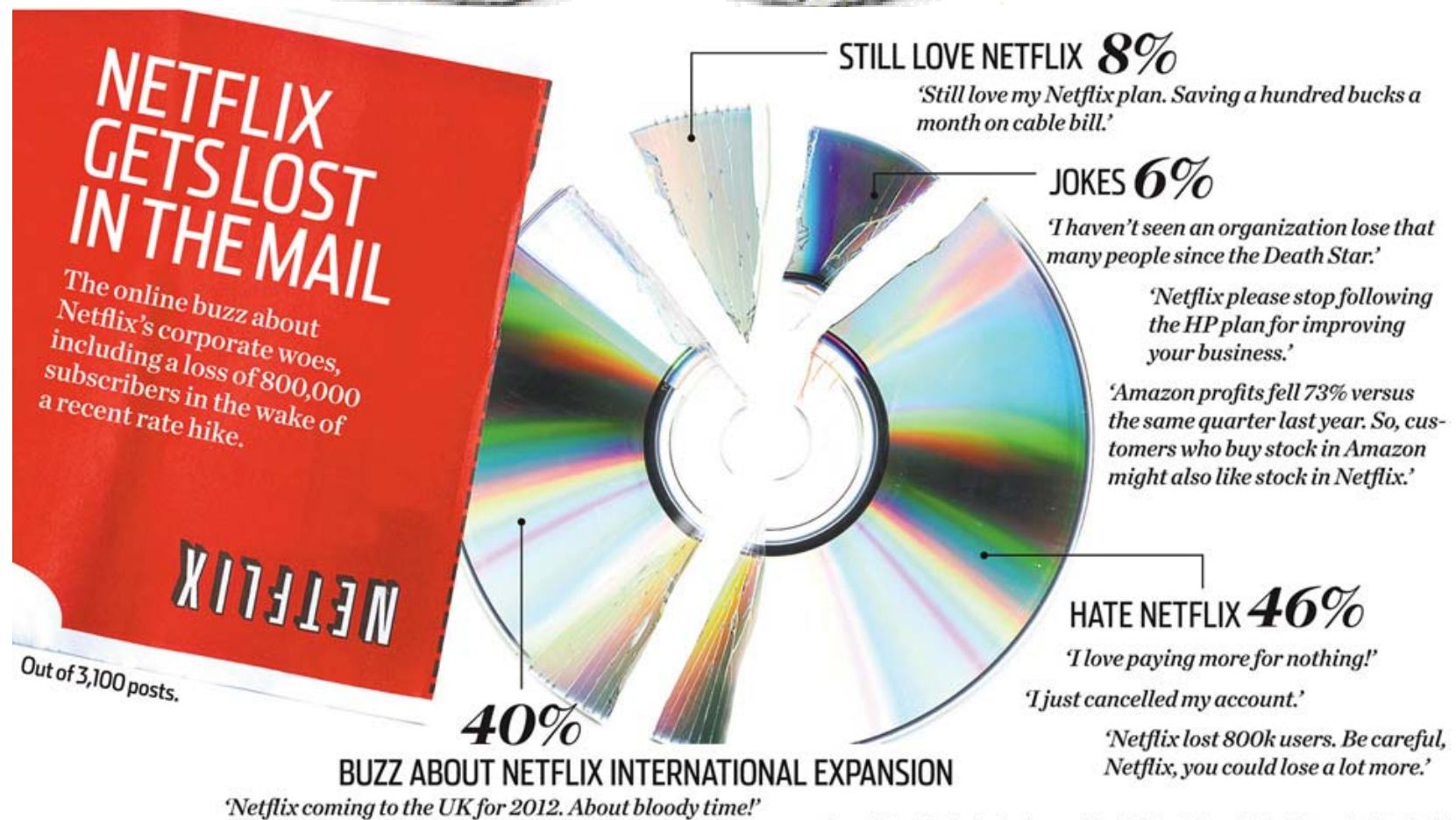
Jason Falls
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Erik Deckers
@edeckers

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THE WALL STREET JOURNAL.



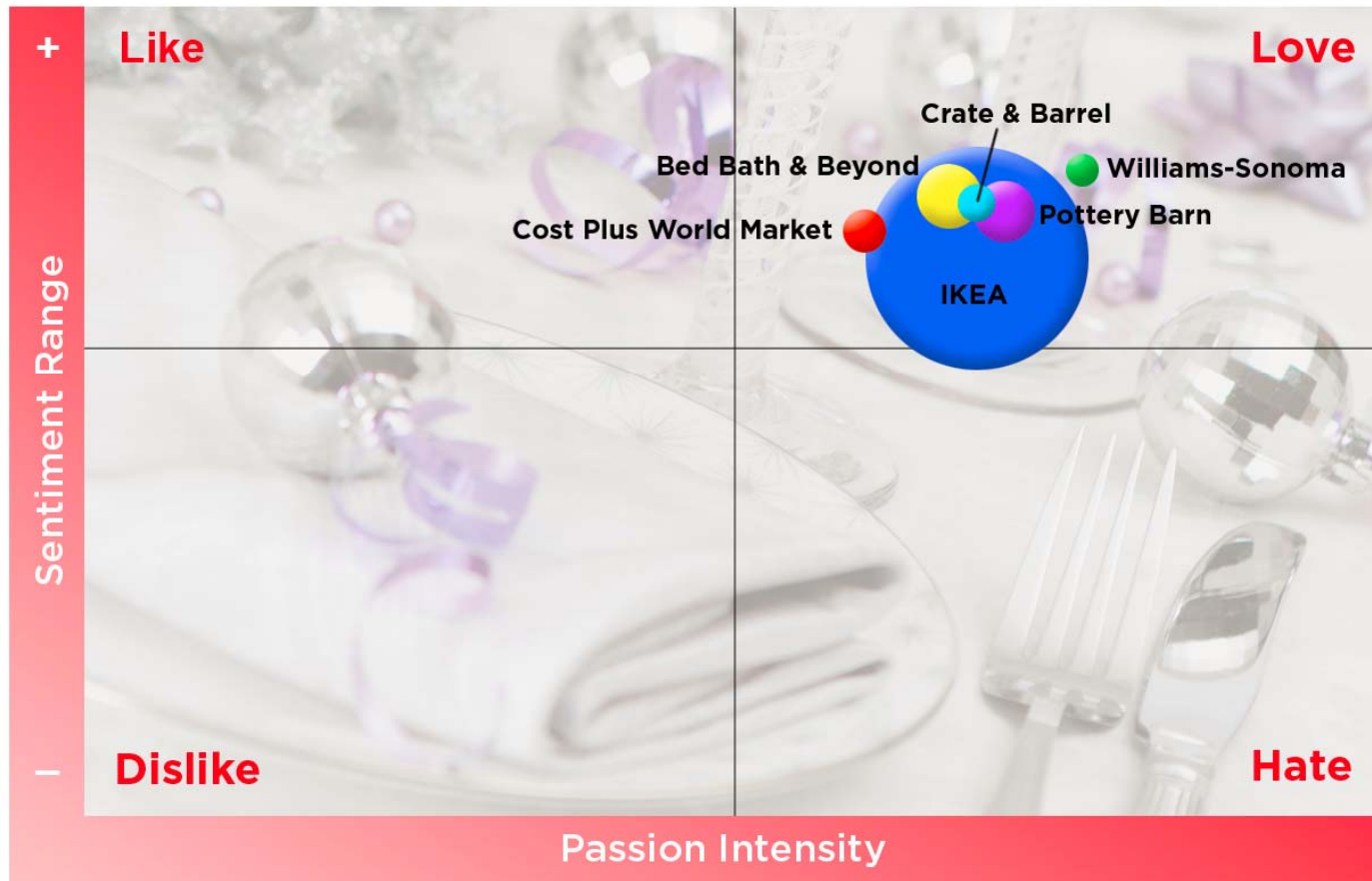
Source: NetBase Solutions, Inc. Based on an analysis of traffic from Twitter and Facebook between Oct. 24 and Oct. 28.

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NOVEMBER 2011

Shopping for Holiday Décor



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First 50 That Qualify

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Poll #3

How Many 11 for '11 Webinars Have You Attended?

1. One
2. Two
3. Three
4. Four
5. Five
6. Six
7. Seven
8. Eight
9. Nine
10. Ten
11. Eleven

Thank you!



Q&A

Please post any questions to us in WebEx

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