

**Welcome to the Age of Conversation**



**...Ready or not.**

Drew McLellan

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**A very fast look at social media**



**And how it can serve you**

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**What we're going to cover**

- What is social media?
- What matters & what's just noise?
- What we have to do
- The investment required
- Danger Will Robinson!

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Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

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In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

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**Why does it seem so much louder?**

- More people shouting
- More people actively listening
- Instantly shareable



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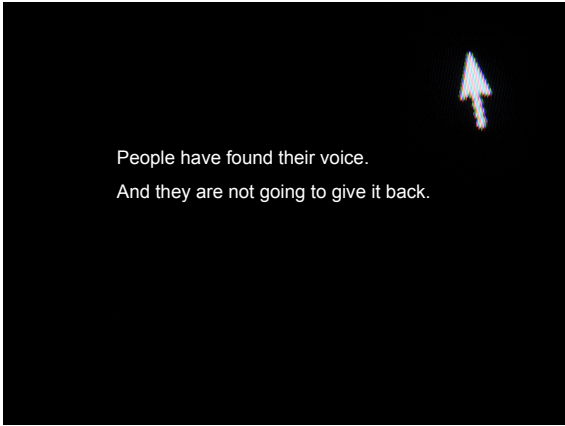
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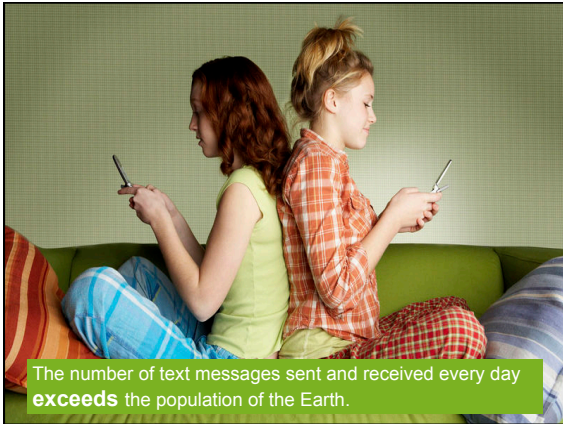
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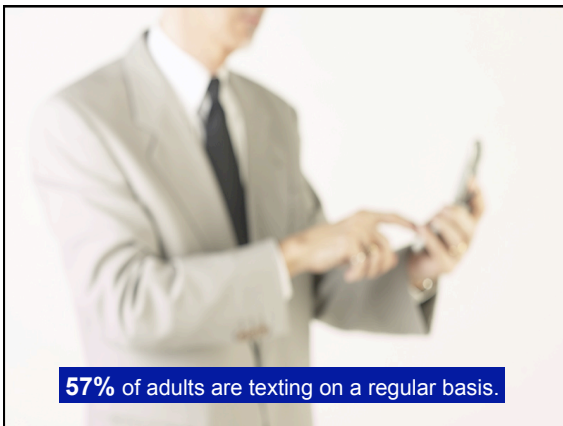
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No wonder most businesses  
are afraid to step into the water!



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Social marketing is nothing more than using  
web 2.0 tools, sites and services to promote  
your organization's products, ideas, issues,  
agendas and services.



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And on a scale that is hard to fathom.



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<b>Your goals:</b>	<b>What social media does:</b>
Communicate w/ key audiences	Communicate w/ key audiences
Connect with influencers	Connect with influencers
Build word of mouth	Build word of mouth
Create a community	Create a community
Collaborate	Collaborate
Conduct conversations	Conduct conversations
Extend your reach	Extend your reach
Share information	Share information
Sell stuff	Sell stuff

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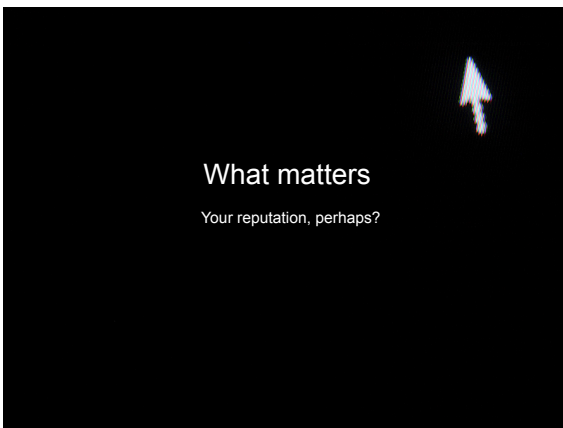
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hee-hawmarketing  
there is no box.

December 31, 2008  
Ep. 2

**HURRICANE KOHLS!**  
UPDATE: To see the Kohl's response to this post, go [here](#).  
UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

[Read more](#)

25 marketing blogs  
POWER 150  
WE SUPPORT WRITERS GUILD OF AMERICA

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Google Alerts (BETA) [FAQ](#) | [Sign in](#)

**Welcome to Google Alerts**

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

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<http://www.google.com/alerts>

**Create a Google Alert**

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.

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**Google Blogs Alert for: "drew mclellan"**

[Servant of Chaos: Our Lives in Public](#)  
By Gavin Heaton  
Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Pastors?...  
[Servant of Chaos - http://www.servantofchaos.com/](#)

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)  
By Beth  
**Drew McLellan** puts it, "If you drop the f-bomb on Twitter, does your boss have a right to vince?" He goes on to ask these questions: Do you think employee manuals of the future will have "social media guidelines? ...  
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths\\_blog/](#)

[Drew McLellan - 97 Bottles](#)  
By Drew McLellan  
97 Bottles is a totally free service that lets you review, recommend and learn about beer with your friends.  
[97bottles.com: Newest timeline items - http://97bottles.com/](#)

[IowaBiz: Dance with the one that brought you](#)  
By Drew McLellan  
by **Drew McLellan** in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...  
[IowaBiz - http://www.iowabiz.com/](#)

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**Other listening tools**

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**Wachovia**  
A Wells Fargo Company

**Twitter Hashtags**  
#Wachovia #Wachovia #Wachovia #Wachovia #Wachovia #Wachovia #Wachovia #Wachovia #Wachovia #Wachovia

**Important Reminders**  
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**Name:** Wachovia  
**Location:** Charlotte, NC  
**Web:** <http://www.wachovia.com>  
**Bio:** Do you have a question about your Checking, Savings, or Online Banking account? Ask us! We're here to help. M-F, 9-5 EST

**4,964** following  
**5,417** followers

**Tweets:** 901  
**Favorites:** 0  
**Actions:** Block Wachovia

**Following:** [Grid of profile pictures]

**RT @MLThomas13:** Followed @KeepingItRich from a tweet today and opened a @wachovia way 2 save acct. Gotta love 5% interest these days! \*JR  
about 9 hours ago from CoTweet

**@ikiverse:** I understand how this feels & want to help. Please follow & DM me. I will connect you with the right person. \*JR  
about 9 hours ago from CoTweet

**@MomLovesThis:** Thanks for tweeting. I apologize for that delay @ the branch. Please tweet back if I can help with any account issues. \*JR  
about 9 hours ago from CoTweet

**@brentgann:** Hi Brett. I appreciate your honest feedback &



**FMCustServ**

**Name:** FMC Customer Service  
**Location:** Baltimore, MD  
**Web:** <http://www.1stMar.com>  
**Bio:** Customer Service for 1st Mariner Bank located in Baltimore, MD. I'm here to help you.

**27** following  
**76** followers

**Tweets:** 14  
**Favorites:** 0  
**Actions:** Block FMCustServ

**Following:** [Grid of profile pictures]

**@Sagessinc:** Please let me know if I can help any further or get you a refund if you had to pay.  
1:59 PM Sep 25th from TweetDeck

**@sagessinc:** I am sorry for any misunderstanding. When leaving the parking lot in less than 30 when you select pay you should not be charged.  
1:54 PM Sep 25th from TweetDeck

**where has your 1st Mariner bank crab been?** <http://bit.ly/OQy75> <http://bit.ly/18duVC>  
9:14 AM Aug 7th from TweetDeck

**RT @rjeancharles:** 3 reasons to give community banks a closer look: 1) Higher yields 2) Lower loan rates 3) Personal service.  
12:29 PM Jul 14th from TweetDeck

**@Dan\_Doll:** In online banking under e statements you can change back to paper statements.



**Bank of America** Home - Locations - Contact Us - Help - Sign In

**Customer Reviews** [Search bar]

**All Reviews**  
Online Banking Reviews  
Bill Pay Reviews  
Mortgage Reviews  
Mobile Banking Reviews  
Write a Review

**All Reviews**  
5,038 of 5,206 (97%) customers would recommend this product to a friend.  
Overall Rating: ★★★★★  
Ease of use: ★★★★★  
Services available: ★★★★★  
Security: ★★★★★

**Bill Pay**  
453 of 523 (85%) customers would recommend this product to a friend.  
Overall Rating: ★★★★★  
Customer benefit: ★★★★★  
Ease of use: ★★★★★  
Bill Pay choices: ★★★★★

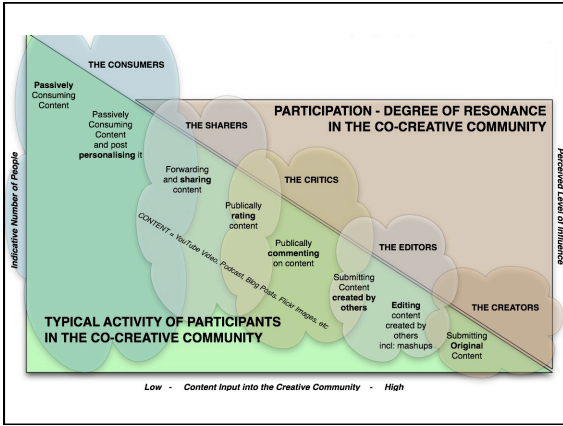
**Mortgage**  
50 of 54 (93%) customers would

**Testimonials:**  
"I am very happy with Bank of America online banking." - Rated 5 out of 5 stars - FannieU11 since 2000  
"No more late charges." - Rated 5 out of 5 stars - BenC - Bill Pay since 2005

**Why not host their opinions?**







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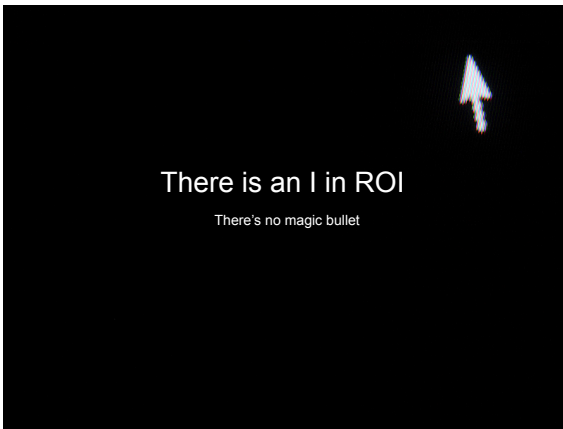
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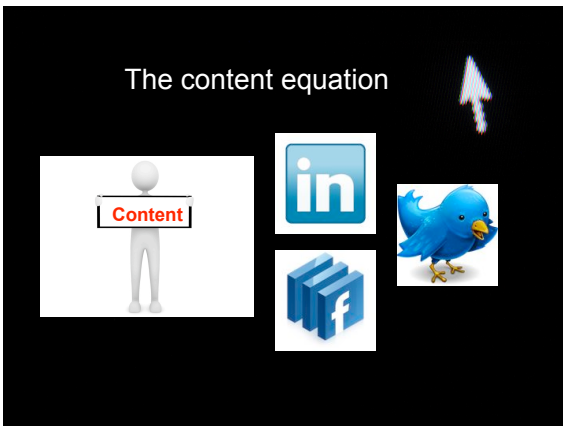
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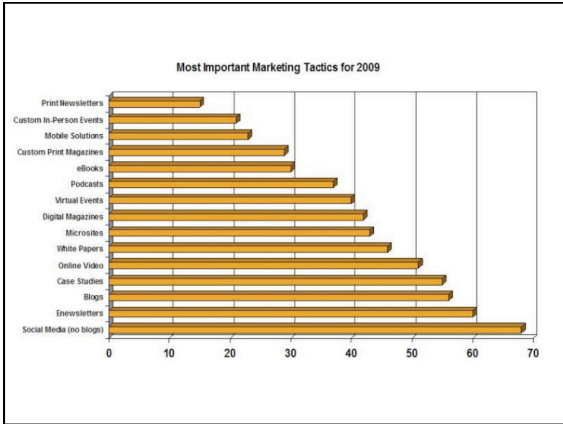
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**Missouri Bank**

Wall Info Photos Boxes Events Discussions

Write something...

Attach: [Image] [Video] [Link]

Missouri Bank congratulates David Morris Photography's Cara Dunsmoor, Rock, Paper, Scissors, Throwdown Tournament champ!  
Yesterday at 1:58pm - Comment - Like

Meg Lubis likes this.

Missouri Bank Way to go Cara!  
Yesterday at 10:18pm - Report

Write a comment...

Missouri Bank Come to Rock, Paper, Scissors, Throwdown Tournament TONIGHT! The stage and bracket are set, and the weather is perfect on this First Friday.  
October 2 at 1:37pm - Comment - Like

Erin Leigh Curtin likes this.

Write a comment...

Missouri Bank Watch NBC Action News "Midday News" show today - mobank's RPS champ, Katrene Armstrong will be on about tonight's Rock, Paper, Scissors, Throwdown Tournament.  
October 2 at 10:42am - Comment - Like

Missouri Bank is excited for tonight's Rock, Paper, Scissors, Throwdown Tournament. Hope to see everyone at the Crossroads branch at 5:30.

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**NorthShoreBank**

691 1,320 following followers

549 Tweets

Follow

Congratulations to the winners of our Miley Cyrus Ticket Giveaway contest! <http://bit.ly/LbgMT>  
about 9 hours ago from CoTweet

Thanks to all who entered our Miley Cyrus contest! Winners will be announced at 2pm at northshorebank.com.  
about 10 hours ago from CoTweet

Less than 24hrs left to enter our Miley Cyrus ticket giveaway. Enter on our Web site or through Facebook! <http://bit.ly/LbgMT>  
3:54 PM Oct 5th from CoTweet

Fall is officially in full swing and what better place to enjoy it than @msagraffon's Pumpkinfest in Crafton! <http://bit.ly/2Jof4Wk>  
3:49 PM Oct 5th from CoTweet

Only a few days left to enter our Miley Cyrus VIP suite ticket giveaway. Contest ends 10/06 at noon. <http://bit.ly/LbgMT>  
3:18 PM Oct 2nd from CoTweet

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LOGIN Personal eCare Online Services

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**IMPORTANT UPDATES FROM NICOLET BANK:**

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- BOB ATWELL OPENING STATEMENT TO CONGRESSIONAL OVERSIGHT PANEL [GO](#)
- 2008 ANNUAL REPORT [GO](#)

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To email Mike Daniels, President of Nicolet Bank, [click here](#) [GO](#)

**WHAT IS A REAL RELATIONSHIP?** [GO](#)

**NICOLET IN THE NEWS**

- Business News: Confidence of CEOs declines to historic September 21, 2009
- Entrepreneur: TARP Bankers Say They are Urgently Criticized July 27, 2009
- Insight: Why People Trump Numbers July 14, 2009

**NICOLET NATIONAL BANK BUSINESS PULSE**

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Bob and Mike's Blog Financial Topics Retail Business Pulse News

Tuesday, October 6, 2009 [Make this my Nicolet Bank homepage](#) [What is this?](#)

Financial Topics Popular Recent Comments Tags

**Is Optimism Warranted?**  
Tuesday, October 6, 2009 10:14 by Bill Bradley  
I see that Business Week has opened a micro website called "The Case for Optimism". While I am naturally optimistic, I found the site interesting, especially an article about cautious optimism. It was written by the CEO of SAP, who grew up in Europe. One of the things that he mentions is that European governments, economies and societies are ...

[0 Comments](#)

**All I Really Need to Know About Economics I Learned from my Grandparents**  
With 13 Comments Since 2009-03-10 09:01:10

**Show! Reedy - Subprime II**  
With 7 Comments Since 2009-03-03 14:13:50

**Why is Nicolet Bank blogging?**  
With 6 Comments Since 2008-09-11 12:40:13

**Telling The Truth Slowly**  
With 4 Comments Since 2009-03-27 12:30:44

**Tax the Toobots**  
With 5 Comments Since 2009-03-23 11:06:32

**Bob and Mike's Blog** [READ MORE](#)

**Friends of Nicolet** [READ MORE](#)  
No entries were found in this category.

**Tax the Toobots**  
Monday, March 23, 2009 11:02 by Bob Atwell  
AIG headlines have overshadowed the important policy discussion about systemic risk created by the "too big to fail"

**Business Pulse** [READ MORE](#)

**VOICE** by Nicolet [COMING SOON!](#)



Tuesday, October 6, 2009 [Make this my Nicolet Bank homepage](#) [What is this?](#)

**'Bob and Mike's Blog' News**  
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**Tax the Toobots**  
Monday, March 23, 2009 11:02  
**The AIG headlines have overshadowed the important policy discussion about systemic risk created by the "too big to fail" (toobot) institutions. The best way to manage systemic risk is to minimize it. The most effective way to minimize systemic risk is to tax the Toobots who create it. This is a ...**  
[Read Full Story](#) | 5 Comments  
tagged with: centralization, economist, federal policy, financial market, toobot

**All I Really Need to Know About Economics I Learned from my Grandparents**  
Tuesday, March 10, 2009 9:01  
**The AIG headlines have overshadowed the important policy discussion about systemic risk created by the "too big to fail" (toobot) institutions. The best way to manage systemic risk is to minimize it. The most effective way to minimize systemic risk is to tax the Toobots who create it. This is a ...**  
[Read Full Story](#) | 13 Comments  
tagged with: economics

**Show! Reedy - Subprime II**  
Tuesday, March 3, 2009 14:13  
**The AIG headlines have overshadowed the important policy discussion about systemic risk created by the "too big to fail" (toobot) institutions. The best way to manage systemic risk is to minimize it. The most effective way to minimize systemic risk is to tax the Toobots who create it. This is a ...**  
[Read Full Story](#) | 7 Comments

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- Nicolet Bank (37)
- Nicolet Bank (36)
- Nicolet Bank (1)
- Tom Zeller (1)





Don't just jump in – have a strategy  
Think/Act long-term  
Practice behind the curtain – 30 days  
Get a 12-24 month commitment up front

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**Danger Will Robinson!**  
The trouble that you haven't even worried about...yet

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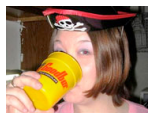
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"Dan is [expletive] devastated about Dawkins signing with Denver. .  
„Dam Eagles R Retarded!!“



Carr, the district spokeswoman, also said a high school special education teacher was suspended after writing on her site, "I hate my students."  
Carr said four other employees have received lesser punishments for photos or comments.

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What kinds of issues will we be facing? 

1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual blog – does it reflect on your employer and can they influence content?

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Half of all current adult social networkers say that they access their profiles at least every other day.

57% of US adults have joined a social network, making it the number one platform for creating and sharing content (Universal McCann, 2008)

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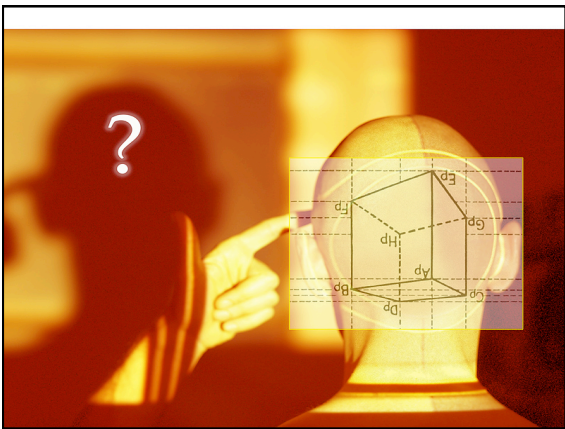
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www.drewsmarketingminute.com/wba.html

Drew's **marketing** minute Where strategy and passion collide

DREW IS TOP DDD AT McLELLAN MARKETING GROUP

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**wba**

Wednesday's presentation on social media:  
 Download presentation by [clicking here](#)

Wednesday's presentation on marketing mistakes:  
 Download presentation by [clicking here](#)

Links from presentation:  
 Typepad ([easy blog/website software](#))  
 LinkedIn  
 Twitter (to build community, promote event and to let your attendees promote event)  
 YouTube (posting videos from event, either during the event or post event)  
 Flickr (Photo sharing site)  
 Slideshare (turning your PPT slides into a shareable tool -- can also be uploaded into a website or blog)  
 Facebook (largest social network -- your customers and employees are there)

**ABOUT DREW**



**Email Me**  
 McLellan Marketing Group  
 1430 Louisa Street, Suite 200  
 Des Moines, Iowa 50309  
 (515) 251-8400

**Have You Read Drew's Book?**  
**99.3 Random Acts of Marketing**

**DON'T MISS THIS!**

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