

Welcome to the Age of Conversation



...Ready or not.

Drew McLellan

A very fast look at social media



And how it can serve you

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!

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.

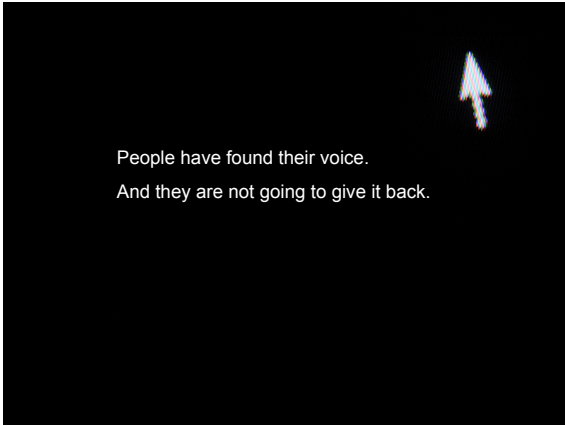
In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

It is the Age of Conversation.

Why does it seem so much louder?

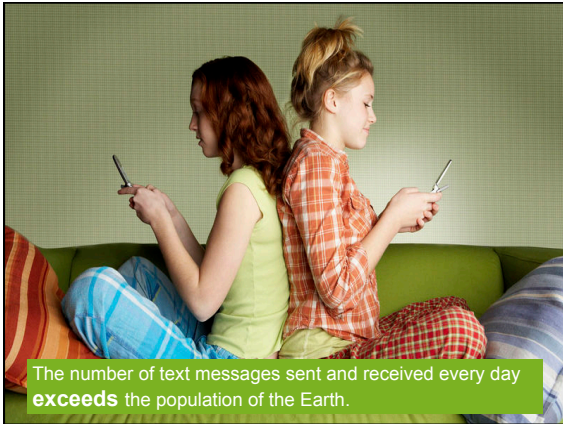
- More people shouting
- More people actively listening
- Instantly shareable

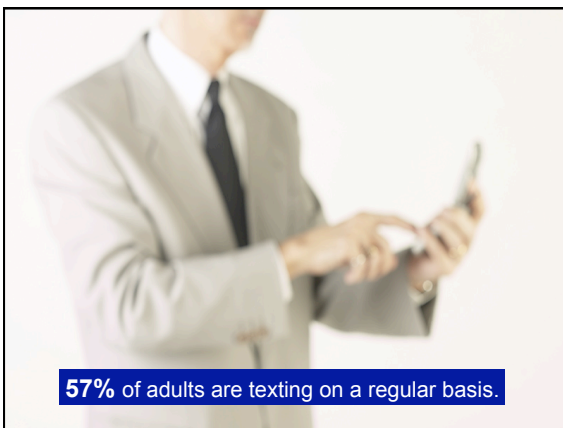






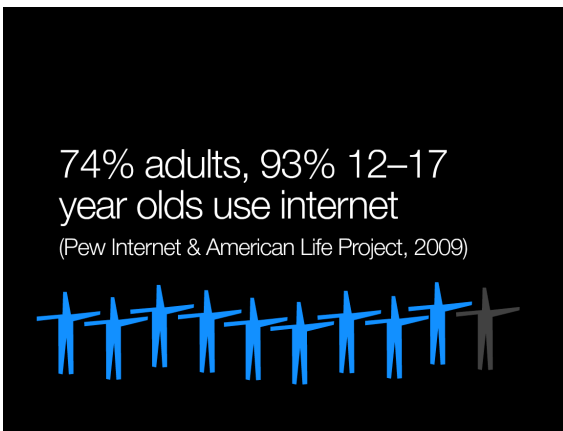
















No wonder most businesses
are afraid to step into the water!



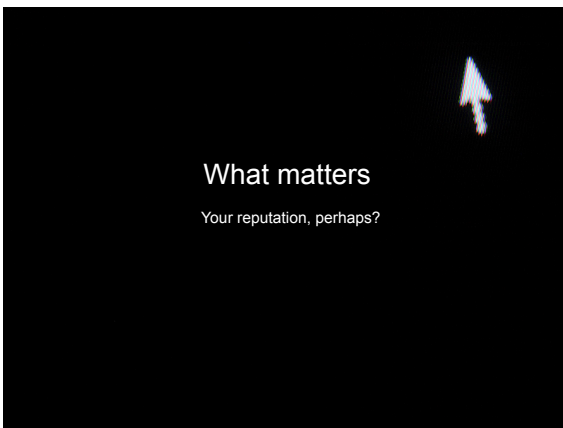
Social marketing is nothing more than using
web 2.0 tools, sites and services to promote
your organization's products, ideas, issues,
agendas and services.



And on a scale that is hard to fathom.






Your goals:	What social media does:
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




hee-hawmarketing

there is no box.

ABOUT



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BLOGROLL

adreak

AdLab

aditerate

Adtrants - Marketing and Advertising News With Attitude

Adverbs: adman of action

« [A Tune In Saturdays Preview Special](#) | [Main](#) | [Dallas Marketing Zoo](#): [Ep. 2](#) »

December 31, 2008

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
A Top marketing blog
served fresh weekly

POWER 150
TOP MARKETING BLOGS

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Brandflaakforbreakfast

CanoKlack

ChaosScenario

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Church of the Customer Blog

CK's Blog

Community Guy

Conversation Agent

Copyblogger

Craft Planner

Creating Passionate Users


Creative Think

Critical Fluff


Drew's The Marketing Minute

El Gafney

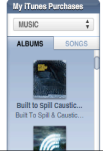
hmm, I hope they have my size!



I really like the jeans display. Now that's great salesmanship!



And, maybe a nice sweater to go with those jeans?



WRITERS GUILD OF AMERICA
www.writersguildofamerica.com

RECENT POSTS

F FX (except ASP)

Tune In Saturdays: Vampire Weekend

Blockbuster Video? Nope.

The Continuous Digital Divide

The Future of Marketing

Nomemical Mathematics

Tune In Saturday: Hey Hey My My

Dear Google #2,

Drew's marketing minute Where strategy and passion collide

DREW IS TOP DOG AT McLELLAN MARKETING GROUP

- How's the view from inside the bottle? | Main | Grace -

It's your fault!

Remember the discussion about Kohl's right after the holidays. Paul (HeehawMarketing) posted some photos about his experience in a local store. The place was a disaster.

I followed up with a post saying that Paul's experience is a symptom of bad or a complete lack of branding. When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- even the best employees flounder around, trying to do what they think they should.



ABOUT DREW




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Have You Read Drew's Book?


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«The First Time I Wanted to Marry a iPhone | Main | Tune In Saturdays: Field Music»

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've also experienced our commitment to family, value and national brands.

25 #1 Top marketing blog served fresh weekly

POWER 150 TOP MARKETING BLOGS

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Creative Think	*Come on man! I work at Kohls and on our worse day we have never looked anything near this disaster.	Built To Split Cause... Built To Split Cause... Hey Hey My My Hey Hey My My iTunes Make your own Ben Yosevitz At work on a Sunday morning When you're this close to heading to CHILL OUT- H- TIME! 13 minutes ago Liam Bloombury for bowling 30 minutes ago Drew McLellan Oh, the picture is off... I want back a few
Critical Fluff	It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!	
Drew's The Marketing Minute	Yes customers can be awful yes they can mess up the departments yes it is hard to keep up but the pictures here show a store that gave up or does not care.	
El Gaffney		
exforcoative		
Experience Curve		
Experience Manifesto	The comments on this blog are pretty much justified. Remember: Expect Great Things.*	
expo86		
Get Shouty	From Former Kohls's Employee in comments: *Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohls. I worked for Kohls here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume.*	
Greg Verdini's Marketing Blog		
Insiglator Blog		
Jaffe Juice		
Junior planner I am		
Living Light Bulbs		
Logic=Emotion		
Make the logo bigger.		
Apple Take-down		
Marketing Hipster		
Marketing Nirvana -- by Marie Souder		
Marketing Prof's Daily Fix Blog		
Neil Guy		
Media Orchard, by the Idea Grove		

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www.kohls.com Great Savings and a Wide Selection for Your Family and Home at Kohl's!

[Women's Clothing - Apparel & Accessories at Kohls.com](#)
View women's clothing, apparel and accessories at Kohls.com - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
www.kohls.com/kohlsStore/womens.jsp - 29k - [Cached](#) - [Similar pages](#)

[Hee-Haw Marketing: HURRICANE KOHLS!](#)
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 ...
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www.flamingworld.com/coupons/Kohls - 207k - [Cached](#) - [Similar pages](#)

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Find and share Kohl's coupon codes and promotional codes for great discounts. Get the best kohls.com coupon at RetailMeNot.com.
www.retailmenot.com/view/kohls.com - 135k - [Cached](#) - [Similar pages](#)

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

[- It's INCREDIBLE! | Main](#) | [Service: It's Not "Geek" to Robert Stephens](#) [Either!](#) -

Service: It's Not "Geek" to Me

I bought a laptop from [Best Buy](#) along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the [Geek Squad](#) (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.

When the computer returned (ahead of schedule!) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said they were. He was wrong. The card slot appears not to have been touched and

[The Geek Squad](#)

I returned to the Geek Squad (it's an hour drive one way) and explained the

ABOUT TOM

Tom Vander Well

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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

[- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -](#)

The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with **The Geek Squad** at Best Buy. Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.




A few days after my repaired laptop had been promptly returned from **Geek City**, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad totchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

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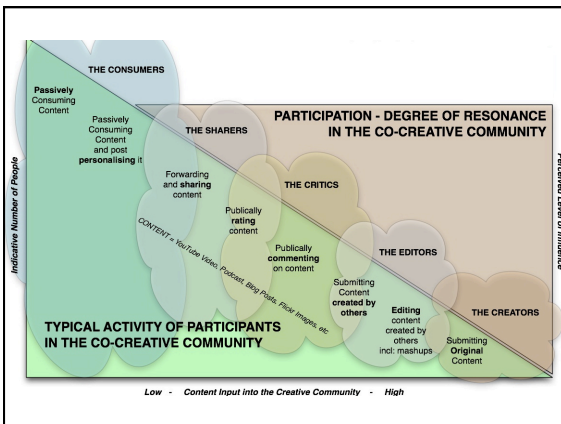
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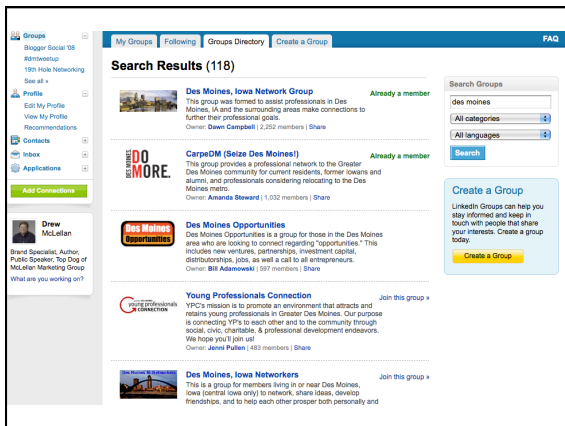
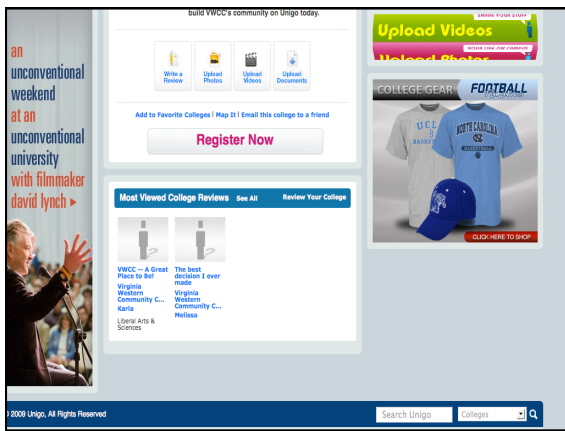
Or Get the Feed via email.
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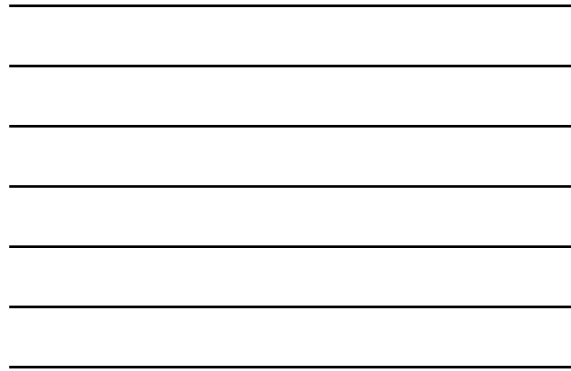


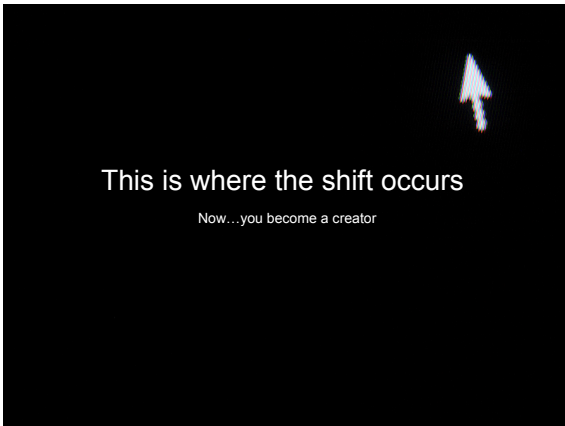
What you must do

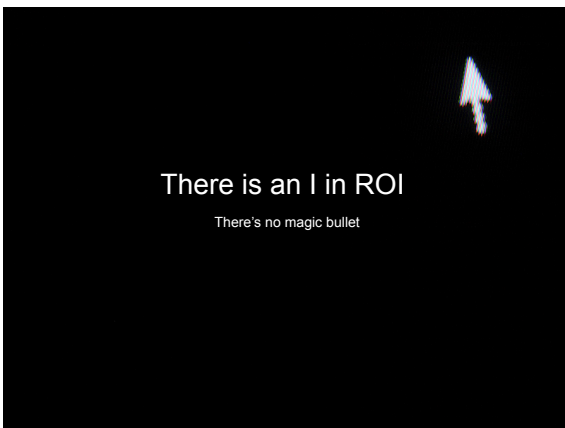
Listening & managing your reputation

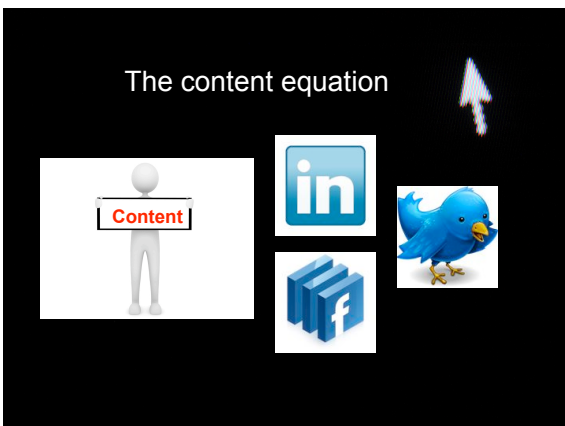


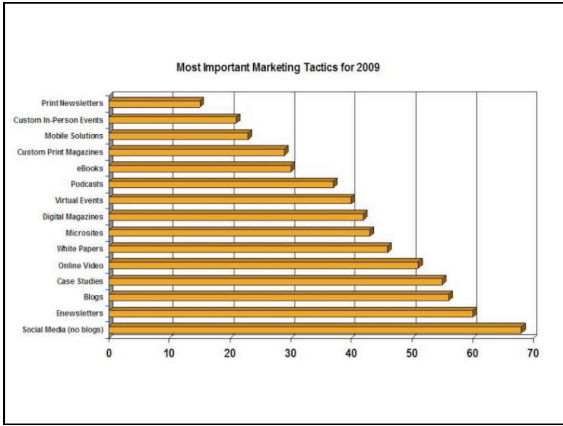












THE POWER BLOG

Butler Community College Home About Us Carissa Nelson Courtney Frye Kat Robinson Contests Events

18 credit hours of stress + 2 homework assignments a day + 1 essay a week + 3 hours with friends + cafeteria food and late night pizza – exercise = the Freshman 15.

LEAVE A COMMENT
2009 OCTOBER 14

by courtfrye
BLOGROLL

Everyone has heard of it, and some of us have experienced at least a bit of it first hand: the dreaded Freshman 15. This is the phenomenon of weight-gain that occurs in the average student's first year at college. The main causes of this are stress, eating unhealthy food, lack of exercise, late night snacking, and alcohol.

 Global Dashboard
 Join us on facebook
 Pure Learning Power

It seemed easy to me before coming here to eat healthy and work in time for exercise. I actually figured with my mom's wonderful home-cooked meals not around to tempt me into second helpings, I'd lose weight. But now I'm coming to realize it won't be so easy. For starters, generally speaking, the cafeteria food really isn't too bad, and to be completely honest, the desserts are amazing! Not to mention the ice cream.

 TWITTER POWER
 Today in 1947, Chuck Yeager was the first person to fly faster than the speed of sound. He broke the sound barrier at 662mph at 40,000ft. 8 hours ago

SEARCH

Homesickness :(

LEAVE A COMMENT
2009 SEPTEMBER 23

by courtfrye

I don't know about anyone else, but I haven't really felt too homesick yet since school has begun. I mean yeah there are times when it would be nice to see my family, and I really miss my mom's home-cooked meals, but all-in-all, I haven't gone through that feeling of wanting to go home yet. Of course it helps that I haven't spent a single weekend in the dorms yet. I've been back home twice, once for a funeral (not a good reason) and once for my brother's first football game (a good reason), and then I've gone to Lawrenceville twice to visit my friends at KL. Friends of mine, however, haven't been home to see their families yet. And though they still act happy and have fun, I can tell they've started feeling a tinge of homesickness.

So what can you do when homesickness sets in? For me, my parents haven't given me time to miss them because they've been calling every other night to ask how my day went, but if you haven't spoken to your parents in a while, give 'em a call. It will undoubtedly brighten their day, and chances are, it will make you happier too to hear a familiar voice.

If you're missing your friends and the long distance phone call bills are just killing you, have your friends set up an instant messaging account like yahoo, aim, or skype. With these you can even use your webcams to see how much of the "freshman 15" your friends have put on already. J (If you can't get your messengers working on campus, go to mebo.com and you can log on to them there.)

Other suggestions for relieving your homesickness are to join a club, study group, or find a part-time job that will get you involved with other people; plan visits home or to meet in the middle if home is too far away; and know that you're not alone. Believe it or not, a great majority of the students here are having the same feelings you are. Talk to a counselor, an RA, or just a group of students and we can win.

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CommedAdult

Name Community Ed Adult
Location Elk River, MN
Web <http://www.728com...>
Bio Community Education offers hundreds of adult classes for the Elk River, Rogers, Otsego and Zimmerman Area. Check out our website for a fabulous array of class

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Tweets 8

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RSS feed of CommedAdult's tweets

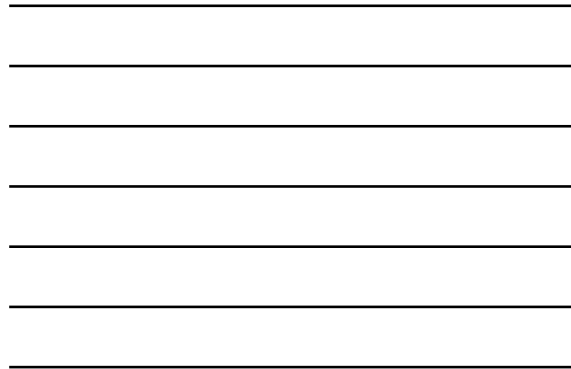
Learn from local instructor Chere Bebeau on the beauty of creating art with watercolors@ Begins Oct 1 in Elk River www.728communityed.com
11:31 AM Sep 25th from web

Now taking registrations for fall classes! Class fusing, adult fitness, trips, tours and more! View them all online @ www.728communityed.com
12:56 PM Sep 3rd from web

Aikido, Adult Learn this Japanese martial art from a 5th degree black belt!
1:23 PM Jul 29th from web

Enjoy a night out with the Family at Comedy Sportz! Sunday, 6/28 tickets can be purchased at ER Coborns, CE or the ER Arts Alliance
3:12 PM Jun 22nd from web

Drop in Ping Pong - Looking for something to do on a



twitter Home Profile Find People Settings Help Sign out

mccc

Name MCCC
Location Blue Bell and Pottstown, PA
Web <http://www.mccc.edu>
Bio Montgomery County Community College provides associate degree, certificate, and continuing education programs that lead to greater employment and enrichment.

306 following 482 followers

Tweets 182

Actions block mccc report mccc for spam

Following

Find out why MCCC was named the #1 Tech-Savvy community college in the nation for the 2nd consecutive year: <http://tinyurl.com/ykkl7f>
5:40 AM Oct 13th from web

Philadelphia Jazz Guitarist Pat Martino to perform 10/23, 8pm at Central Campus in Blue Bell: <http://tinyurl.com/yd9poom>
11:27 AM Oct 8th from web

Learn about MLT program at info sessions on 10/14 at 12:15 & 5pm at Central Campus in Blue Bell: <http://tinyurl.com/yf8825>
9:11 AM Oct 7th from web

5-Day Film Festival call for entries, 10/22-27 w/ screening awards 11/4 at 7pm: <http://tinyurl.com/yf8825>
2:06 PM Oct 6th from web



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Montgomery County Community College

Wall Info Photos Events Discussions Video

Montgomery County Community College Ever feel like you just don't have enough money to go around? Even sometimes when money grows on trees? Well it can... not really, but may seem like it does if someone else is paying the bill, even if just temporarily. Financial aid is the way if you don't... [Read More](#)

Can Money Grow On Trees - Financial Aid Chat
Topic: 10:00PM Wednesday, October 14th
Location: Online
Mon at 10:34am - Share

Montgomery County Community College Classes for Spring 2010 semester are online. Registration for next semester begins October 19th...
October 7 at 9:11am

Hedy Perks Hinderliter likes this.
October 7 at 9:11am

Montgomery County Community College Thanks for coming out to our 10th Annual Community Day!
October 3 at 5:31am

6 people like this.

View all 4 comments

Jeannie Ott had a great time. Really enjoyed myself.
October 2 at 10:12am - Report

Montgomery County Community College So glad you all had fun!

Information
Location: 240 DuSable Hall, Blue Bell, PA, 19422
Phone: 610-441-4551

Fans
4 of 485 fans See All


Make a fan page
Make a fan page


Pages
Pages



How to make social media a success 


- 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

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



"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.

What kinds of issues will we be facing? 

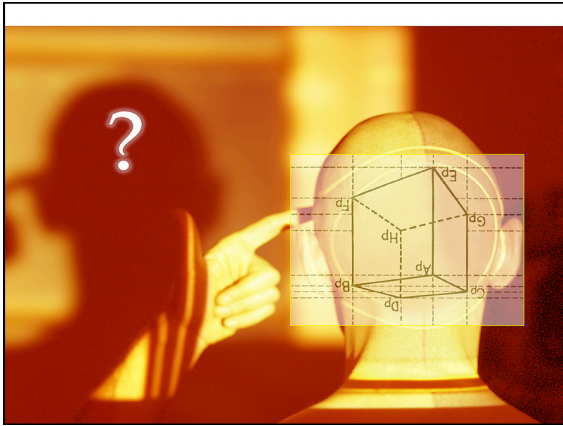
1. Can an employer restrict/limit what you say and do?
2. Is doing something embarrassing or dumb online any different than doing it at a dinner meeting?
3. Can a company require that you "friend" them?
4. Can we keep our personal and professional lives separate any more?
5. If you have an individual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

They're not going back into the cage



You can't avoid the water, but you do get to decide how deep





www.drewsmarketingminute.com/iall.html

Drew's marketing minute Where strategy and passion collide

DREW IS TOP DDOG AT McLELLAN MARKETING GROUP

IALL
 Thursday's presentation on social media:
 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)

General Resources:
 Free reports, fact sheets, etc.

ABOUT DREW



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 (515) 251-8400

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

DON'T MISS THIS!



McLELLAN MARKETING GROUP
 Where strategy and passion collide

515-251-8400
 drew@mclellanmarketing.com

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