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SLIDE 1 - Social Media

8th International Aquarium Congress 2012

Charles Read

SLIDE 2 - Social Media: What's the big deal?

Social media: What's the big deal?

ROI = Engagement

Best Practice

SLIDE 3 - Social Media: What's the big deal?

CONCERNS ABOUT SOCIAL NETWORKING.....

- Allows any outsider free access to the family.
- Exchange of twaddle between foolish women.
- Idle conversations and an inappropriate invasion of the household.
- Fosters inappropriate contact from people of the lower classes.
- Encourages indiscretions between unsupervised women and strange men.

SLIDE 4 - Social Media: What's the big deal?

As with all new forms of communication or technology, it's important to learn how to use them properly.

SLIDE 5 - Social Media: What's the big deal?

It's increasingly the way that people communicate...

Example 1: Most tweeted events in 2011

10 Death of Osama Bin Laden: 5,106 tweets per second

7 Japanese earthquake: 5,530 tweets per second

1 Beyonce Reveals Baby Bump: 8,868 tweets per second

SLIDE 6 - Social Media: What's the big deal?

It's increasingly the way that people communicate...

Example 2:

Karl Lagerfeld's cat has 17,000 followers on Twitter

On Facebook gluing a carrot to your dog's head so that your neighbours think you have a unicorn has 178,000 followers

SLIDE 7 – ROI?

Social media is word of mouth on digital steroids

The ROI is to be in business in 5 years time....

SLIDE 8 - ROI?

Plenty of big names have come unstuck through not adapting to the digital age:

2002	2012
Blockbuster's Revenue = \$5.5bn	Netflix Revenue = \$3.2bn
Netflix Revenue = \$150m	Blockbuster: <i>Bankrupt</i>
Refuses to buy Netflix or have subscription based membership	
Borders has over 1000 bookstores.	<i>Bankrupt</i>
Refuses to move into online retailing	
Tower Records has 200 shops.	<i>Bankrupt</i>
Slow to adapt to digital music	

“LEGOLAND Malaysia will live or die on Facebook”

SLIDE 9 - ROI? Benefits of Social Media

- 7 Drive traffic to website
- 6 Disseminate information & knowledge
- 5 Chance to monitor feedback, opinions from audience
- 4 Increase brand awareness, raise profile
- 3 Build community and relationships
- 2 Extend audience outreach
- 1 Engage and interact with audience - ENGAGEMENT

SLIDE 10 - ROI? Investment/Popularity v Engagement

BUT investment and popularity have little relationship to engagement!

SLIDE 11 - ROI? Engagement

Dave Gibson. MD national Marine Aquarium, Plymouth

“It’s an immediate connection with your visitors

We more see social media as a way of positioning us as an authoritative voice in the field of marine biology. It also creates a buzz, chatter about issues in the wildlife/ marine conservation field and enhances our media presence.”

SLIDE 12 - Best Practice

Never lose sight of the fact that the most important thing to do is the same as ever: focus on delivering for your customers and to behave ethically.

Here are some best practice tips....with a focus on social media brands and the future.

SLIDE 13 - Best Practice - Strategy

What are you trying to do?

Who are you trying to reach?

Measure success – analyse stats

What are you learning?

Don’t think of social media in isolation

SLIDE 14 - Best Practice - Authenticity

Authenticity is very important

Beware of outsourcing social media!

Learn from the King of Sweden....

SLIDE 15 - Best Practice – Communication

Think of it as a conversation and not a sales pitch

Be consistent – true to your brand

Ask for testimonials and feedback

Make sure you can trust the individuals who are promoting your brand

Manage bad news

Don’t post anything you might regret later - “There is no delete button on the internet” Eric Schmidt, executive chairman Google

SLIDE 16 - Best Practice - Brands

Which social media brand?

SLIDE 17 - Best Practice - Brands

Decide which social media channels you will concentrate on - follow your target audience

Don't bite off more than you can chew – decide which ones you can reasonably concentrate on

Make sure you reserve your name on the others for later.....

SLIDE 18 - Best Practice – Brands

Reserve your name.....

Congrats! @OceanPark celebrates record breaking weekend attendance, guest satisfaction an all time high.

Thanks! Was a great weekend, didn't realise was a record. Glad to achieve all time high ;)

SLIDE 19 – Best Practice - Brands

Make sure you understand the rules for each brand

“Martin instilled in me my core values, both as a person and leisure professional, as well as infecting me with my passion for our business.”

Martin instilled in me my core values, both as a person and leisure professional, as well as infecting me

SLIDE 20 - Best Practice – The Future

Keep up with trends, follow your customers

Trends to watch

Mobile

Pinterest

Augmented Reality

Power Struggles: Google/Amazon/Facebook

SLIDE 21 - Best Practice – The Future? Pinterest

SLIDE 22 - Best Practice – The Future? Pinterest

SLIDE 23 - Best Practice – The Future? Pinterest

Social media driven revenue:

- Facebook clear leader with over 80%, BUT

- Pinterest = 1% in Q4 2011, = 17% Q1 2012!!
- Twitter from 10% to 1% in same period

Daily unique visitors to Pinterest:

- Jan 2012 = 2 million
- Mar 2012 = 4 million!!

SLIDE 24 - Best Practice – The Future? AR

The future: Augmented Reality

"Today, many of us assume that there exists a separation between our online and offline lives. The advent of social media began to blur that divide, but augmented reality has the potential to shatter it completely."

SLIDE 25 - Best Practice – The Future? AR

The seamless integration of the physical and digital worlds.....

Google and Apple developing augmented reality glasses that can overlay digital information onto the physical world.

Google announced its headset will be worn like glasses displaying video, graphics and text.

SLIDE 26 - In Summary

Social Media - what's the big deal?

Social media is increasingly how your customers communicate

Your brand is no longer under your control – it's being shaped by your customers and you need to be part of the conversation

Thank you.....