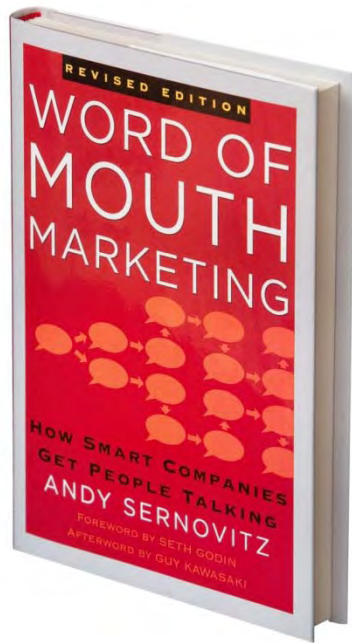


BrandSmart 2009

Brands@Work



Dialog @ Work: Brands and Social Media

Andy Sernovitz
Moderator

Our Awesome Panel

- **Chandler Arnold**
Executive Vice President, First Book
- **Mark Hodes**
CMO, The Coaches Center
Former CMO, Threadless
- **Andy Sernovitz**
Word of Mouth Marketing

Chandler Arnold

Executive Vice President, First Book

First Book Case Study: *What Book Got You Hooked?* Campaign

First Book is a national nonprofit that has distributed 65 million new books to needy children

Concept:

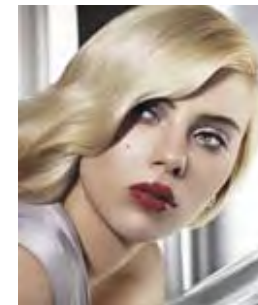
- Share the memory of the book that got you hooked on reading
- Help get more kids hooked by voting for a state to receive 50,000 new books

Measures of success:

- 5.5MM impressions
- 450k unique visitors
- 100k new email contacts
- 10x average website traffic at peak
- Media coverage in USA Today, etc...

Mission impact:

- Distribution of 100,000 new books
- 92% growth in registration (winning states)



First Book Case Study: *What Book Got You Hooked?* Campaign

Three lessons learned:

1) Great ideas not enough

- Be sure to clearly define your goals
- Impressions? Donations? Site traffic?
- Measurement, metrics, and evaluation are key

2) Harness the power of “borrowed armies”

- Twilight Moms
- Fanilows
- Guy Kawasaki via twitter
- Librarians in Oklahoma

3) Engage in a dialogue

- Don't talk 'at' → Engage
- Ask a question
- Brand the dialogue (or sell it!)



Mark Hodes

CMO, The Coaches Center



facebook

twitter

Demographic & Psychographic Profiles
Viral and WOM – Inter and Intra
Distributed Brand Presence – Blog, Submit, Vote, Buy
Managing Brand Voice

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, consisting of the word "twitter" in a light blue, rounded lowercase font on a dark grey rectangular background.

Objective

Increase awareness and drive trial...reach and engage

Strategy

- Consolidate & enhance presence
- Build fan base

- Increase followers & expand reach into Twitter
- Listen, learn, adapt and exploit

Tactics

- “Atomize” and distribute Content
- Initiate Fan Drives and Social Actions Ads
- FB Apps, FB Connect

- Create “Corporate” presence with support staff
- Engage by creating riots
- Cross promote via email and FB
- Establish a store within Twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Results

- 10X Fan Base Increase
- Increased Social Actions Reach by 5M
- Increased CTR 20X

The Twitter logo, consisting of the word "twitter" in light blue lowercase letters with a white outline, set against a dark grey background.

- Increased followers 200X
- Currently at 620K
- Increased Twitter traffic source to threadless.com by 8X

Lessons Learned

- Avoid gimmicks to add fans
- Any spend is less efficient than pure WOM
- Integrate into planning and execution

- Formalize roles via Community Relations Manager
- Retweet = link currency
- Be informal, transparent & authentic
- Keep active on trends, tags, groups, topics, etc
- Automate (e.g. CoTweet, TweetDeck, etc)

Andy Sernovitz

Author, Word of Mouth Marketing



LOVE or MONEY?



Now is the time to build
an army of fans who will
advertise you for free

REALITY

Your brand isn't
what you say it is,
it's what other
people say it is

Marketing is
what you do

Not what
you say

Word of Mouth Marketing is

**Giving people a reason to
talk about YOUR stuff**

**Making it easier for that
conversation to take place**



Happy customers
are your best ads