



Social Media Conference

Canadian Institute

Tuesday, December 2, 2008 to Wednesday, December 3, 2008

The Sutton Place Hotel, Toronto, Ontario, Canada

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CommunityLend – a case study

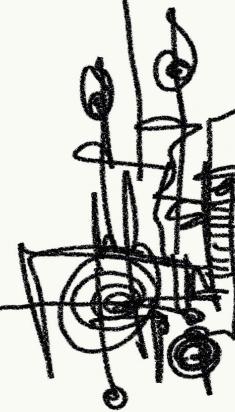
- We had the advantage of building a social media strategy from scratch
- Our customer strategy is our social media strategy
- All our customers are online
- However not all customers use social media
- We designed our approach to reflect the different types of users we expect

- What were the principles we used?

Social media principles

- Own the conversation by improving the conversation

IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.



@hugh

Social media principles

- Markets are conversations (The Cluetrain Manifesto)
- Own the conversation by improving the conversation (gapingvoid.com)
- There are two core drivers to the change in marketing:
 1. the invention of the internet
 2. the demise of what Seth Godin calls the "TV-Industrial Complex"
- Switch thinking to social media
- How can you be where your customers are?
- How can you scale your model to where your customers are?

Simple tools – simple strategies with enormous consequences

- Blog –
 - social media 101
 - Must be personal
 - Must not be fake
 - Must be permanent
 - Proportion of external comments / own blog posts | 2:1 +/-
- Watching
 - Googleblogsearch.com
 - news.google.com
 - tweetscan.com
 - google.com/translate
 - Convert all to RSS daily feeds – google reader, feeddemon, myyahoo.com
 - – essential reading – before the newspaper