

The Intersection of PR, Social Media, and Sales

By:
Scott Kelly



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Scott Kelly
BlackDogPromotions.com
@BlackDogCEO

Who Am I?



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BlackDogPromotions.com

@BlackDogCEO

Today, how many times did you:

- ◆ Log into Facebook?
- ◆ Check your Twitter stream?
- ◆ Read all or part of a blog post?



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**Was that before or after you
checked the news?**



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**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**



**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



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What Does This Mean For PR?



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Why Integrate Social Media and PR?

- ◆ 1. Similar strategy
- ◆ 2. The facts about social media
- ◆ 3. Real-time opportunities
- ◆ 4. Social accounts as personal newswire
- ◆ 5. Quick, Free, and personal contact to media
- ◆ 6. BIGGER PROFITS!



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1. Similar Strategy

Social Media

- ☞ Content Creation
 - Posts, tweets, blogs
- ☞ Content Distribution
 - How many people will see a tweet?
- ☞ Reporting
 - Reach, SEO

PR

- ☞ Content Creation
 - News releases
- ☞ Content Distribution
 - How many people will see a story in a news paper?
- ☞ Reporting
 - ROI, Ad Value Equivalency (AEV)

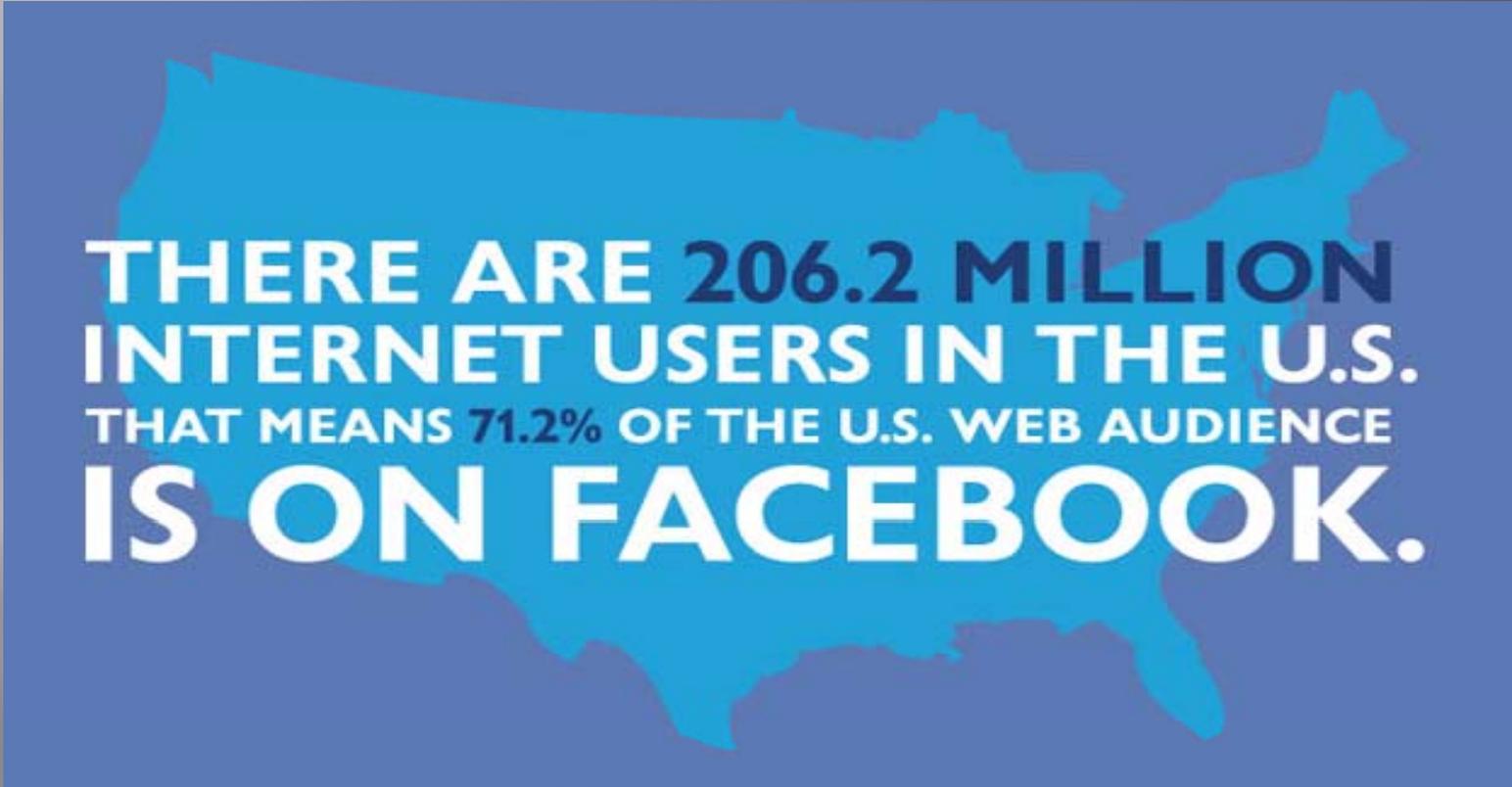


2. The Facts About Social Media



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**THERE ARE 206.2 MILLION
INTERNET USERS IN THE U.S.
THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE
IS ON FACEBOOK.**

Source: 48 Significant Social Media Facts, Figures and Statistics Plus 7 Infographics, April 2012



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THE AVERAGE FACEBOOK USER

SPENDS **55** MINUTES PER DAY ON FACEBOOK SENDS 8 FRIEND REQUEST
HAS 130 FRIENDS ON THE SITE IS INVITED TO 3 EVENTS PER MONTH
IS MEMBER OF 25 GROUPS FACT: LOS ANGELES INTERNATIONAL AIRPORT (LAX) HAS 1665354 CHECKINS

FACEBOOK SUPPORTS OVER 65 LANGUAGES
25,000 VOLUNTEERS HELPED TRANSLATE FACEBOOK TO TURKISH
IN TOTAL 300,000+ USERS HAVE HELPED TO LOCALIZE FACEBOOK USING TRANSLATION

CLICKS THE LIKE BUTTON 9 TIMES PER MONTH

WRITES 25 COMMENTS PER MONTH
FACT: FACEBOOK FAN PAGE COUNTS 75,164,960 USERS

BECOMES FAN OF 2 PAGES

EACH WEEK

EACH DAY
FACT: AUDI USA HAS THE HIGHEST ENGAGEMENT RATE PER SINGLE POST

5.3 BILLION PIECES OF CONTENT ARE SHARED

35MILLION USERS UPDATE THEIR STATUS
20MILLION USERS BECAME FAN OF PAGES

EACH MONTH

FACEBOOK HOSTS OVER 1.6 MILLION ACTIVE PAGES

2.5 BILLION PHOTOS ARE UPLOADED
3.5 MILLION EVENTS ARE CREATED

700,000 ARE FOR LOCAL BUSINESS
FACT: RUSSIA HAS THE HIGHEST CPC WITH AVERAGE \$1.20

PAGES HAVE CREATED MORE THAN 5.3 BILLION FANS
FACT: MACEDONIA HAS THE LOWEST CPC WITH AVERAGE \$0.04

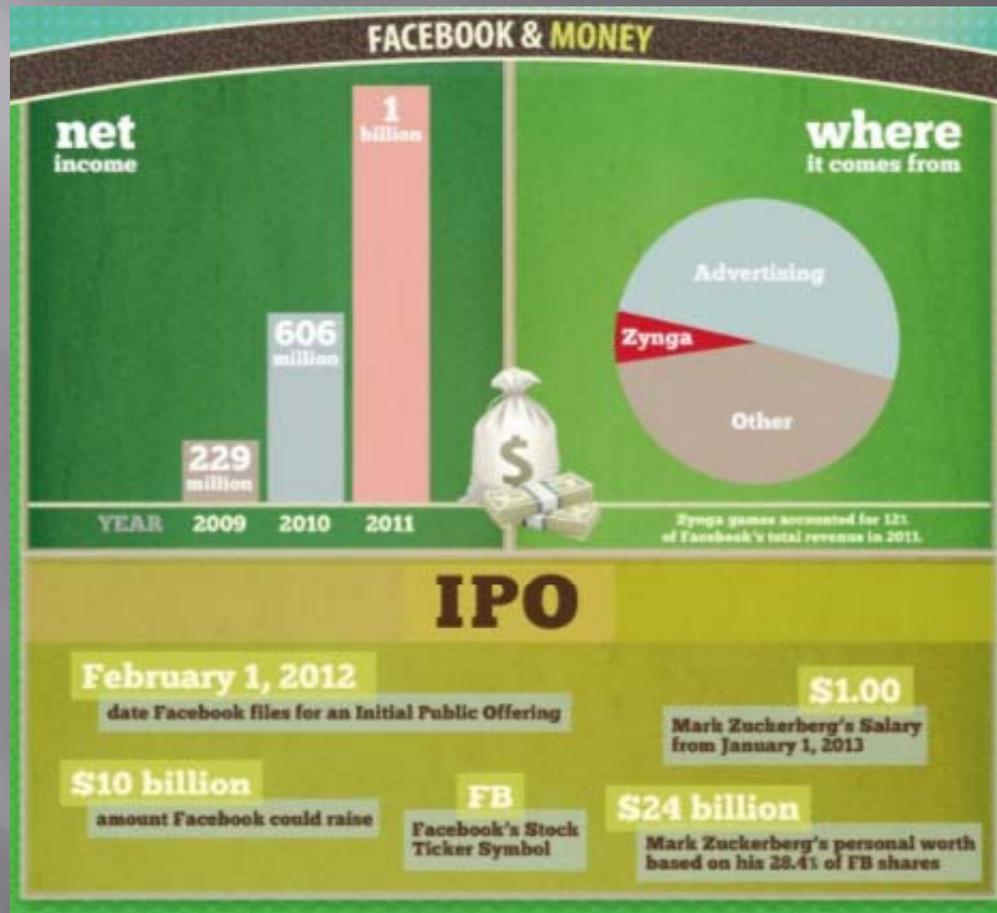
UNITED STATES IS THE FIRST FACEBOOK COUNTRY WITH 166,029,240 USERS

PROUDLY MADE AND SHARED BY: BRAZIL IS THE SECOND FACEBOOK COUNTRY WITH 58,565,700 USERS
MARIO CORALLO - SOCIAL MEDIA MANAGER - @MARIOCORALLO - [HTTP://WWW.SLIDESHARE.NET/SHULTS1](http://www.slideshare.net/shults1) - [HTTPS://WWW.FACEBOOK.COM/SOCIALKNOWHOW](https://www.facebook.com/socialknowhow)



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Source: 48 Significant Social Media Facts, Figures and Statistics Plus 7 Infographics, April 2012



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Twitter has over
500 million
registered users

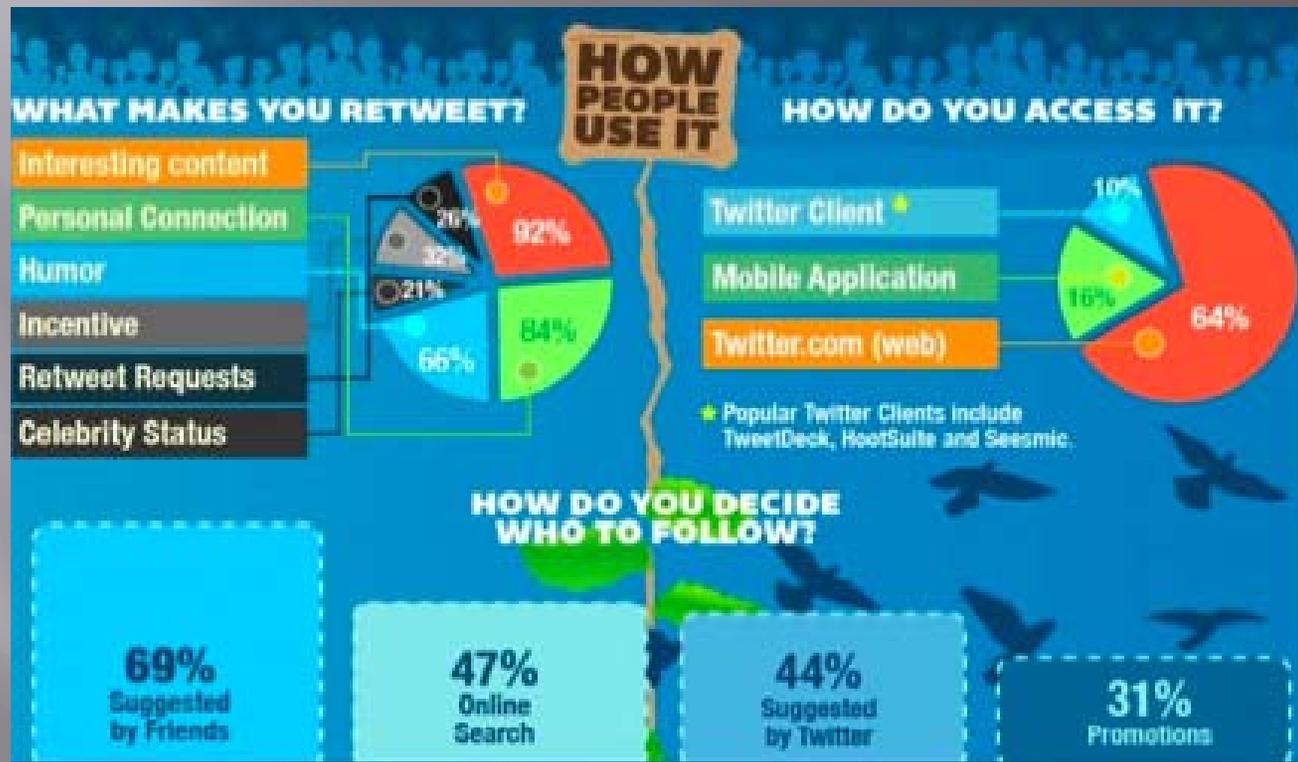


but just
140 million
active users



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How LinkedIn works

LinkedIn is a worldwide professional SNS
 LinkedIn is one of the largest professional SNS started from USA to connect and expand professional network with a person's career information, skills, and academic background, and now a lot of companies look for their potential employees through it.

More than **135 million** members in over **200** countries as of November 3, 2011.

- ◆ USA = 57 million and Europe = 34 million members
- ◆ Revenues for 2013 reached \$324.7 million

- ◆ LinkedIn is the 36th most visited website in the world
- ◆ 75 of Fortune 100 companies use as a corporate hiring solution



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Have an interest in *Pinterest?*

Pinterest is a virtual pinboard. On this social networking site, users collect photos and link to products they love to share all the beautiful, funny, helpful, inspiring and informative things they find on the web.



LinkedIn

Google+



YouTube

Pinterest



Pinterest is generating more referral traffic to websites than YouTube, Google+, and LinkedIn **combined**.



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3. Real-time opportunities



- Twilight Franchise
- 4 million Facebook fans
- 641,616 Twitter followers
- Interactive promotions



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Build a BIGGER Franchise!



Starbucks Coffee 
@Starbucks
Freshly brewed tweets from Paige & Archana at Starbucks.
Seattle, WA · starbucks.com

15,368 TWEETS 80,465 FOLLOWING 3,939,691 FOLLOWERS

 Following





Starbucks 
34,796,214 likes · 308,333 talking about this · 7,960,226 were here

Food/Beverages
We are the premier roaster and retailer of specialty coffee in the world since 1971.

About - Suggest an Edit

Photos International Pinterest Videos



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4. Social Accounts as a Personal Newswire



- Osama Bin Laden raid
- No other media but Twitter was there
- "Uh oh, now I'm the guy who liveblogged the Osama raid without knowing it."



5. Quick, Free, and Personal Contact to Media



☞ Make personal connections and land interviews with those in the media



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Engage With Your Audience



2,381 people saw this post

13th Floor Haunted House Phoenix
June 27

118 degrees in Phoenix this week?? What are YOU doing to stay cool?

Tag Photo Add Location Edit

Unlike · Comment · Share · Edit

13th Floor Haunted House Phoenix, Jakob Baker, Frank Weaver, Darcy Horton and 81 others like this.

20 shares

View 1 more comment

Ryan Walter Staying in side and air Conditioning up to 60
June 27 at 9:14am via mobile · Like

Janis Lynn Hanging at the pool,working and hitting central az raceway this saturday. You can't beat the heat so might as well join it.
June 27 at 9:52am via mobile · Like

David Little actually im going to go out wearing dark clothes during the worst heat of the day... because my stupidity is immense
June 27 at 11:32am · Like · 1



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Audience Involvement



Alex Powell

3:54pm

Hi there, I'd like to find a way to help out this summer. If that means hauling water or working on broken tanks I will. I work during the week but Saturday and Sunday I'm disposable. Let me know if you have any programs I can help out with.



Arizona Elk Society

5:10pm

Alex, We are putting together a list of people that want to help with the water program. We also have wildlife habitat work projects. The next one is on May 18-19 NW of Flagstaff. Send your contact info to stevec@arizonaelksociety.org and check out the projects on our website at www.arizonaelksociety.org. Thanks for stepping up and volunteering.

GET INVOLVED

Arizona Elk Society - Dedicated to Arizona's Elk
www.arizonaelksociety.org
Arizona Elk Society - Dedicated to Arizona's Elk

May 23



Alex Powell

4:08pm

Thanks for the reply. I will register and get involved.



Arizona Elk Society

Home



Insights Summary

See All

5,138 New Likes

1,094 Talking About This

25,611 Weekly Total Reach

Insights are visible to page admins only.



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6. Bigger Profits



PRESENTED BY BLENDED

- Videos of heavy-duty items being demolished in one of their blenders
- Went viral on Youtube and other social media sites
- Thinking outside the box raised sales 700%



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How Do I Make Sales?



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5 Steps to Make Money Using PR and Social Media

- ◆ 1. Join a community
- ◆ 2. Determine how to reach prospects
- ◆ 3. Connect
- ◆ 4. Build a relationship
- ◆ 5. Engage in a conversation



Source: From *Forbes* How to Use Social Media to Make Sales, January 2012



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1. Join a Community

◆ SOCIAL MEDIA:
learn about prospects



◆ PR: create a trusting persona



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2. Determine How to Reach Prospects

- ◆ PR: decide which market to target



Business to Consumer

- ◆ SOCIAL MEDIA:
determine where that market lies



Business to Business



Listen, not broadcast



3. Connect



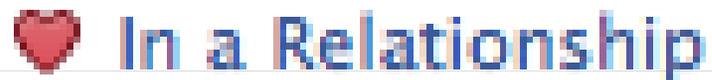
PR: Identify the needs of the prospects

Social media: make personal connections to fulfill needs



4. Build a Relationship

- ◆ SOCIAL MEDIA:
build relationships

A white rectangular box containing a red heart icon on the left and the text "In a Relationship" in blue font on the right, mimicking a Facebook status update.

- ◆ PR: turn those relationships into leads



5. Engage in a Conversation

Don't send a link, start a conversation!



◆ PR: gets customers

◆ SOCIAL MEDIA:
keeps customers



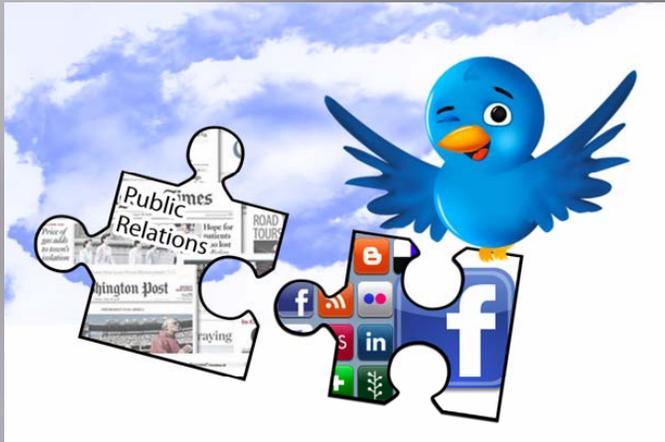
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End Result?

- ◆ More presence in a community
- ◆ More information about customers
- ◆ More devoted customers
- ◆ More customers in general
- ◆ MORE \$\$\$





Rule of Thumb

- Get to know prospects, generate leads, establish relationships → *Social Media*
- Distribute content → *PR* and *Social Media*
- Measure results → *PR* and *Social Media*
- Maintain relationships with customers → *Social Media*



Just Remember...

- ◆ You aren't selling to every follower or fan
- ◆ Be an active presence in the social media world
- ◆ Adapt to real-time
- ◆ Use your PR instincts
- ◆ Social Media for listening, PR for broadcasting
- ◆ Have some fun!



It's Your Turn



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@BlackDogCEO



Questions?



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BlackDogPromotions.com
@BlackDogCEO

Thank You!



Scott Kelly:
Scott@blackdogpromotions.com
@BlackDogCEO

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BlackDogPromotions.com
@BlackDogCEO