

Making Sense of Social Media



Chris Sietsema
January 21, 2012



On The Board

- Who is in control?
- Signs of Life
- Maintaining activity
- Fostering community
- The Next Big Thing: Mobile

Who Is In Control?



Who Is In Control?

- The Script Has Been Flipped



Who Is In Control?

• Omnipresent Call Button



Who Is In Control?

Speed Kills



- 3:40pm → Earthquake
- 3:45pm → 46 Tweets about the Earthquake
- 8:42pm → AZ Central posts a story

Signs of Life



Signs of Life

• Fish Where the Fish Are



Signs of Life

- Fish Where the Fish Are



35 hours

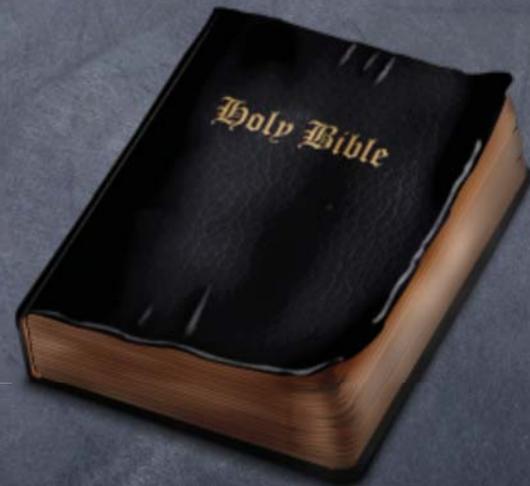


Signs of Life

• Fish Where the Fish Are



#azdovehunt
#azhunting



x 1,624

Signs of Life

◉ Identifying Relevant Communities



Pages & Groups



Channels & Categories



Search & #hashtags



Groups

Signs of Life

Identifying Relevant Communities

Pages

-  **Hunting Works for Arizona**
Non-Profit Organization · 637 likes
Rick Schmidt likes this. Like
-  **Arizona Hunting Today**
Local Business · 152 likes Like
-  **Arizona Hunting Adventures**
8800 S. Nogales Hwy · Tucson, Arizona · 85756
Local Business
4 were here · 47 likes Like
-  **Hunting Arizona**
Public Figure · 41 likes Like
-  **Hunting Arizona**
544 6TH ST UNIT "H" · Prescott, Arizona
Gun Store · Hunting and Fishing · Archery
0 were here · 30 likes · Open until 5:00 pm. Like
-  **Arizona Mule Deer Hunting**
Community · 16 likes Like

-  **FishingTips3** Fishing Tips
Trout Fishing In Arizona bit.ly/wtXLXM
22 hours ago
-  **Outdoor_Hub** Outdoor Hub
Arizona Commission votes to oppose HB 2072 → bit.ly/yJC0Jg
#Fishing
23 hours ago
-  **jrwfishing** jrwfishing
Trout Fishing In Arizona: EzineArticles.com/6810026
11 Jan
-  **fishingmaven** Fishing Maven
Fishing report for Jan. 9 through Jan. 15: Arizona Game and Fish's Rory Aiken's first tip of 2012 is to get a ne... bit.ly/xs3gjQ
10 Jan
-  **FishermanJack** Jack Douglas
read this => Fishing report for Jan. 9 through Jan. 15: Arizona Game and Fish's Rory Aiken's first tip ... bit.ly/xTQgUG Told ya!
10 Jan

Signs of Life

Identifying Relevant Communities



Hunters and Anglers

This is a group meant for those of us who enjoy hunting, fishing and the great outdoors! Come on in, pull up a chair, and let's chat. Tell us about your greatest catch, your trophy, the one that got away, or just about how great it is to spend a day outside.

Yesterday's Activity: Discussions (5)

Owner: [Jeffrey Schwartz](#) | 2,549 members | [Share](#)

People Also Explored



Hunting, Fishing, and Outdoor Professionals

[Join](#)



Outdoor Business Network

[Join](#)



Online Outdoors Industry Professionals Group

[Join](#)



Deer and Big Game Hunters of North America

[Join](#)



Hunting and Fishing Lodges

[Join](#)



Camo in the Blood

[Join](#)



Outdoors Marketing

[Join](#)

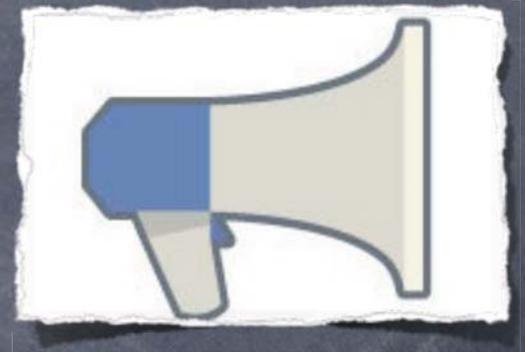


Recreational Fishing Industry Professionals

[Join](#)

Signs of Life

- Social Advertising
 - Facebook/LinkedIn
 - Target by Location & Interest
 - Cost Per Click
 - Daily Spend Controls



Estimated Reach [?]

81,120 people

- who live in the **United States**
- who live in **Arizona**
- age **18** and older
- who like **#Hunting, #Fishing, hunting or fishing**

Signs of Life

• BUILD

- Consistent Conversation
- Limited Hubs
- Wealth of Content

• BUY-IN

- Dialogue is Scattered
- Strong Hubs in Place
- Limited Content

Maintaining Activity



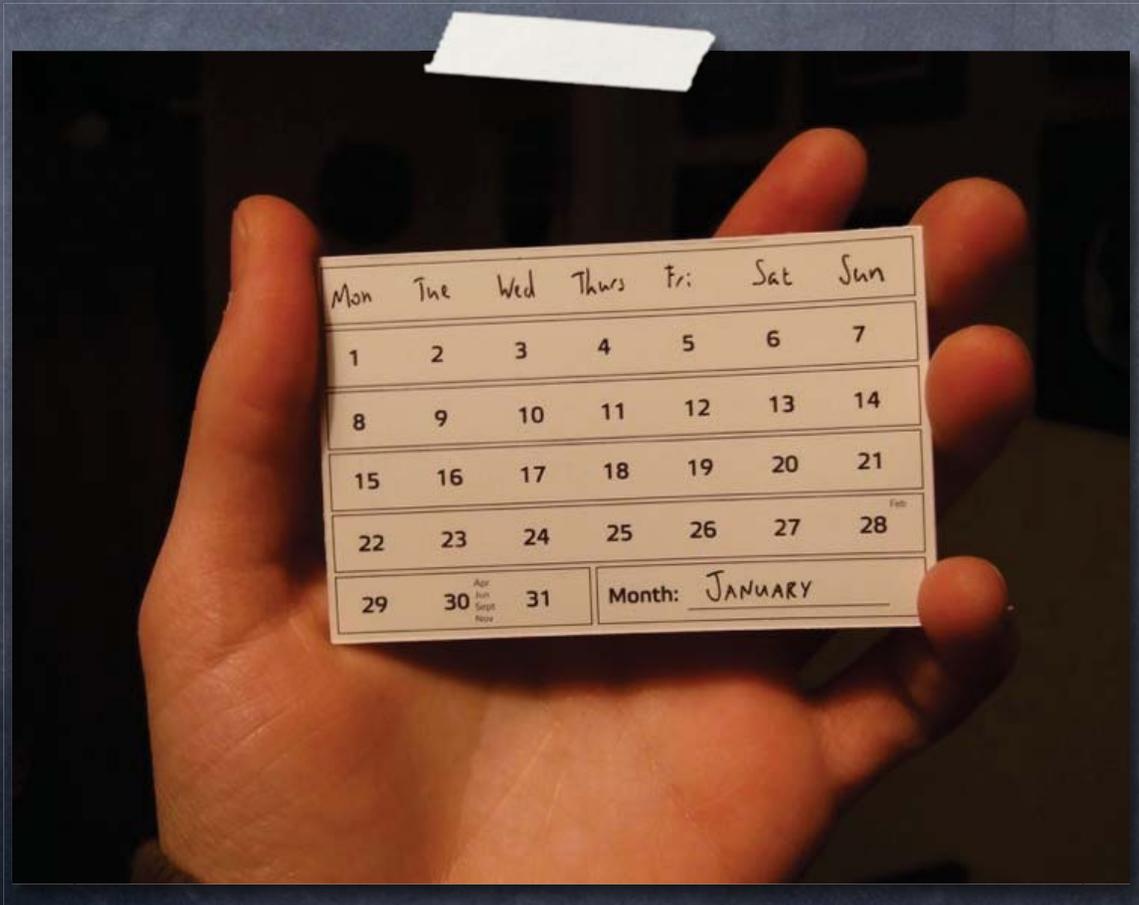
Maintaining Activity

• Choose Wisely

Venue	Awareness	Action	Loyalty
Facebook	X	X	X
YouTube	X		x
Twitter	X	X	X
LinkedIn	X		x

Maintaining Activity

- Editorial Calendars



Maintaining Activity

◉ Editorial Calendars

◉ Define Content

◉ Atomize Content

◉ Be Consistent

◉ Embrace "Special"

Deer Hunting Tips and Entertainment
Watch deer hunts and deer hunting tips from rifle hunts to bow hunts. **51 videos**

Hunting Tips and Entertainment
Hunting Tips from outdoor enthusiasts that will improve your outdoor adventure. **104 videos**

Cooking Game and Fish
Learn tips and recipes for cooking wild game and fresh fish. **17 videos**

Shotgun Shooting Tips
Become a better shotgun shooter by following these tips. Soon you will have **52 videos**

Turkey Hunting
Check out all of Outdoor Hub's best turkey hunting videos. From bowhunting to **24 videos**

Maintaining Activity

◉ Your Goal: Help

◉ Educate

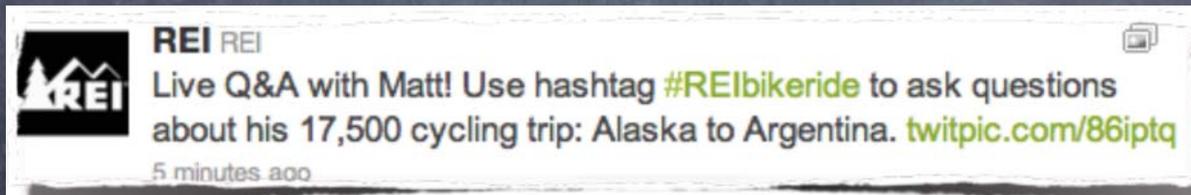
◉ Enlighten

◉ Entertain

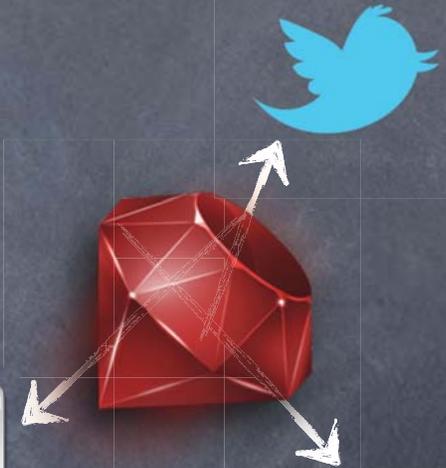


Maintaining Activity

- Aggregate & Disseminate



REI REI
Live Q&A with Matt! Use hashtag #REIbikeride to ask questions about his 17,500 cycling trip: Alaska to Argentina. twitpic.com/86iptq
5 minutes ago



REI
Live Q&A with Matt starts now! Ask him questions about his 17,500 cycling trip from Alaska to Argentina: post questions right here!

REI Images

Like · Comment · 7 minutes ago via CoTweet

5 people like this.

View all 17 comments

Kinko Vox did you start in our summer?
2 minutes ago · Like

Pierre Moreels and is there a live stream for this??
2 minutes ago · Like

Write a comment...

Maintaining Activity

- Tools for Efficiency

- HootSuite
- TweetDeck
- CoTweet



Select Social Network(s)



Picked up your 2011 fishing license yet? Why head to Walmart when you can get yours from home? <http://ow.ly/Byihq>

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Fostering Community



Fostering Community

Identify Influencers

Anecdotal

Measurement



Fostering Community

- Empower the People
 - Broadcast Message to Influencers
 - They Promote to Audience
 - Gamification Components



Fostering Community

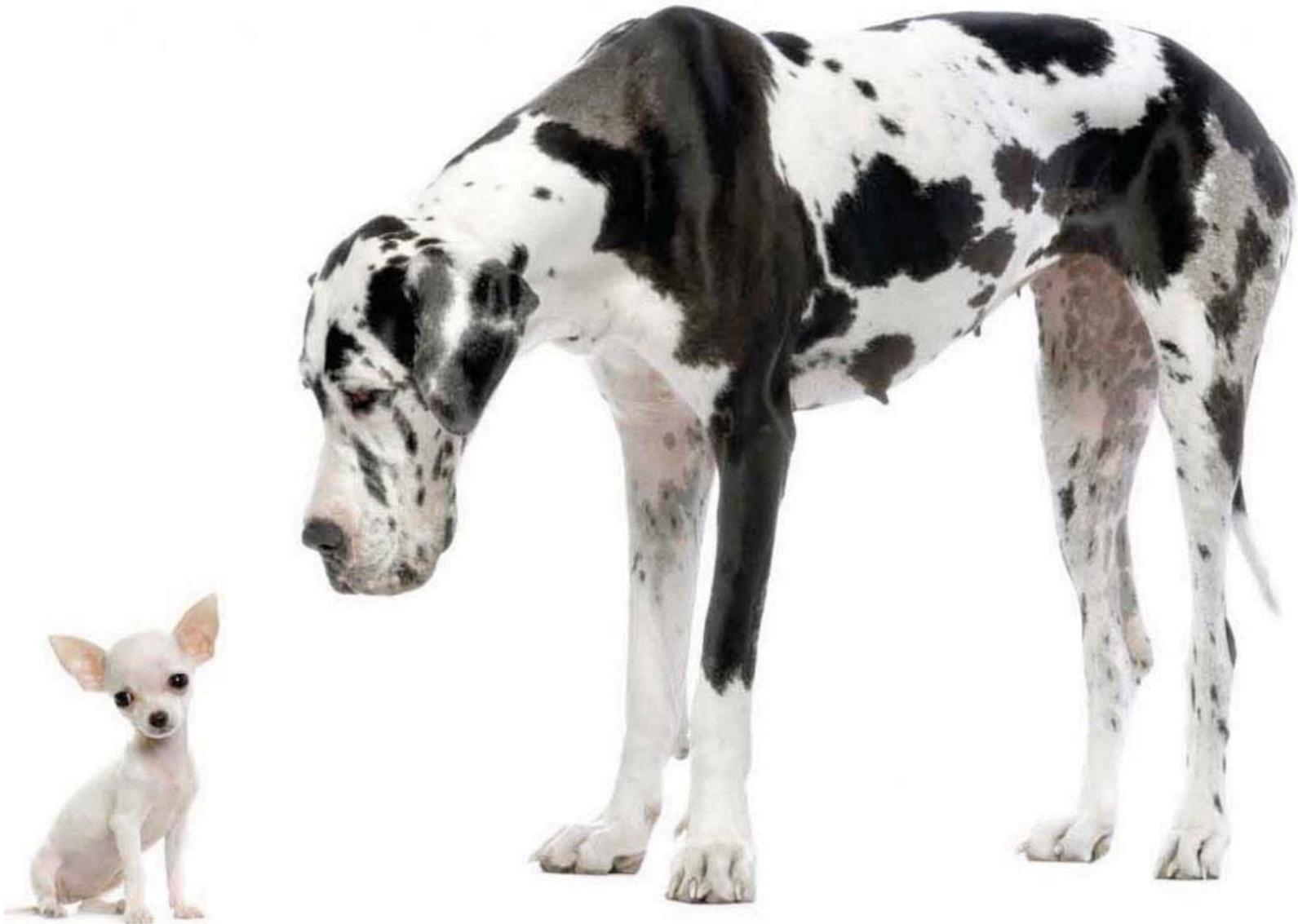
- ◉ Connect with Influencers

- ◉ Find & Contact Bloggers



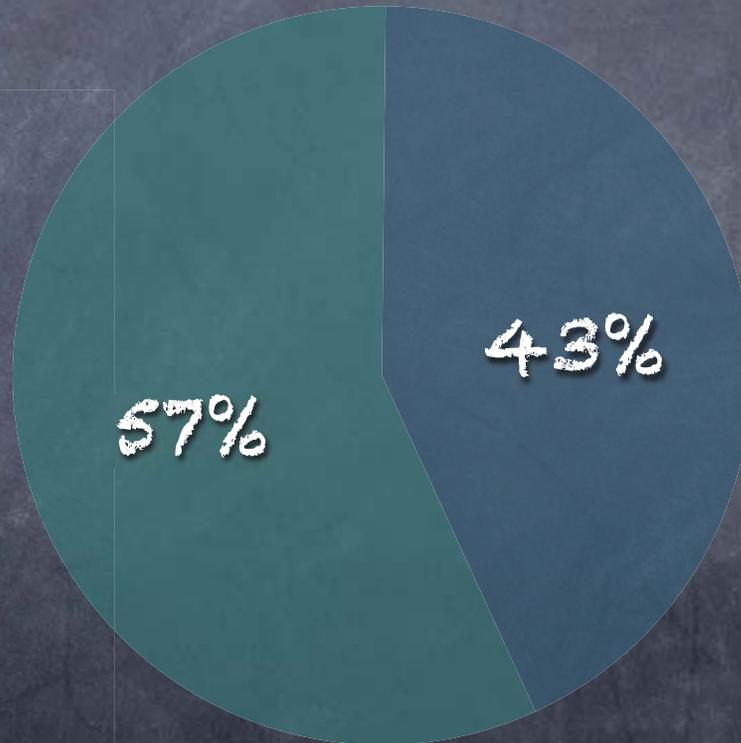
			Pagerank ↕	Links ↕
1		Brian Solis www.briansolis.com 	 6	114,418
2		Online Marketing Blog www.toprankblog.com 	 6	68,724
3		Spin Sucks www.spinsucks.com 	 5	18,973
4		Pr Couture: Fashion Pr www.prcouture.com 	 5	15,675
5		Digital Pr Strategy www.arikhanson.com 	 5	10,936

The Next Big Thing



The Next Big Thing

Mobile



● Feature Phone ● Smartphone

The Next Big Thing

• Mobile



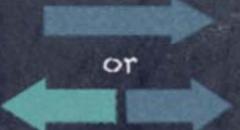
Content & Experience

Customer Data & Sales



The Next Big Thing



Program Type	Information Flow	Campaign Timeline	Customer Receives	Customer Gives	Cost
Short Message Service 		1x or  Temporal	Message / Alert Coupon WWW Link Contest Entry	Contact Information or \$ Donation	
QR Codes 		1x 	Message / Alert Coupon WWW Link Video / Audio	-	
Mobile Apps 		24 x 365  Always On	Entertainment Utility Multimedia News & Reference	Nothing or Nominal Fee	
Mobile Sites 		24 x 365  Always On	Site Content Online Experience	Contact Information and / or Purchase Fee	

The Next Big Thing

- ◉ Mobile Websites

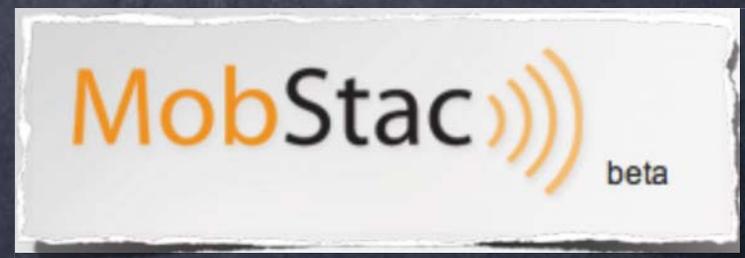
- ◉ Wordpress Plugin - Mobile Press

- ◉ Wordpress Mobile Pack

- ◉ Other Systems - MobStac

- ◉ Blogger

- ◉ Drupal



The Next Big Thing

- ◉ Fishing Report Text
 - ◉ Text AZFISHING to 411247
 - ◉ Get fishing reports via text
 - ◉ Audience supplies "success" updates



Questions?

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