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Introduction

This workbook is a companion piece to our “Social Media – case studies and tips” guide.

It follows the structure of the guide, and will help to reinforce the ideas and concepts discussed. The workbook will certainly be easier to use if you have read the guide first.

The objectives here is to relate the ideas to your personal and business experiences. We will review the reasons behind the success in each case study. Useful strategies will be identified and evaluated against your context. We will also study cases that are not quite successful. In this way we can learn the major pitfalls to avoid.

To enjoy the greatest benefits from this workbook, please work through each case study with your own personal or business branding goals in mind. List the steps that you need to take to achieve results. You will then have a blueprint for your social media branding.

If the actions are executed consistently through genuine and relevant interaction with your followers and customers, a connection will soon be formed, and you would have created a brand that sets you apart from the rest.

"Within every brand is a product, but not every product is a brand. (via
Inspiremedavid.com)"
David Ogilvy

Branding through Social Media

In the internet marketing world, there are a few golden rules which many would be able to recite from memory:

1. The money is in the ____.
2. “All things being equal, people will do business with, and refer business to, those people they _____ and _____.” (Bob Burg, from the excellent book “Endless Referrals”).

The unstoppable wave of social media is precisely based on these 2 golden rules. People who know, like and trust a company or person through the values they received will become loyal customers. Social Media, being ubiquitous, easy and fun, helps to speed up the process.

Take note that Social Media is a double edged sword – it can boost a business brand or destroy it quickly. It is therefore important to master the skills of the social media marketing.

In the guide, 2 types of marketing were mentioned: Outbound (push) and Inbound (pull).

Could you classify the following marketing channels as Outbound or Inbound? Or could it be both? Enter each marketing method into the respective column in the table below.

Radio ads	Direct mail	Cold calling (door-to-door or phone)	Banner ads
Emails	Television advertisement		SMS
Tweets	Facebook	Blogs	LinkedIn
Youtube video	Pinterest	Podcasts	Reddit
		Webpage	

<u>Inbound marketing</u> Consumers opt to access the messages whenever they want	<u>Outbound marketing</u> Pushes messages to consumers
Blogs	Radio ads

Which strategy – Inbound or Outbound marketing do you think is preferred by consumers? Why?

Which strategies have you used?

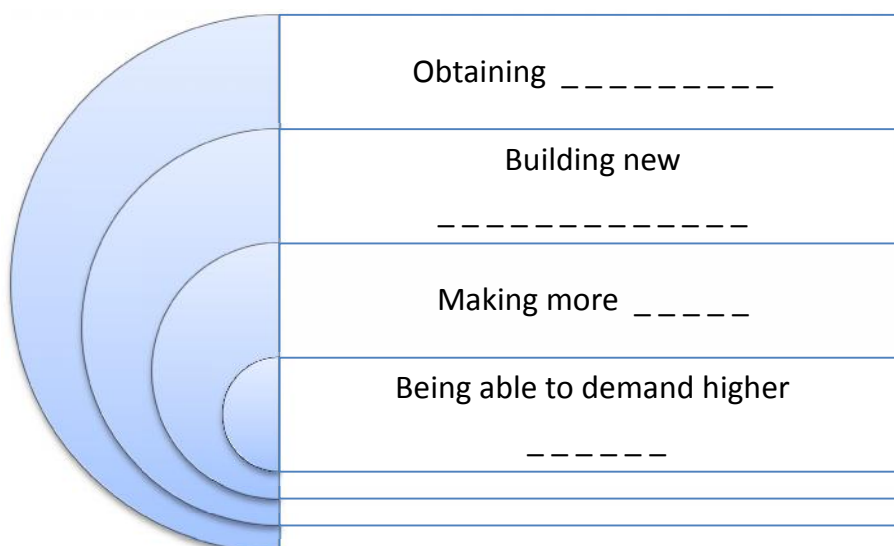
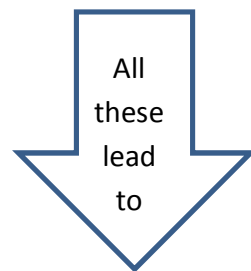
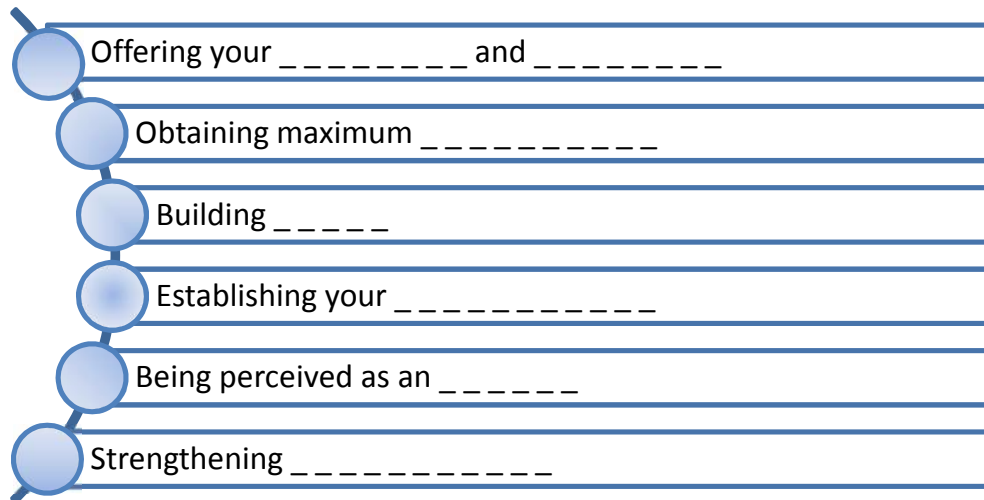
How well do they work for you?

Have you measured the result of your marketing channels?

Have you tried combining both inbound and outbound marketing? For example, advertising a company's website using radio ads, or sending tweets about the company's print catalogue?

The advantages of branding through social media

Branding through social media offers many advantages, at minimal cost.



Branding through Facebook - case study

Let us review the case of Facebook fan page and campaign described in the guide.

Social Media Case Review - Facebook	
Name of companies	Santa Barbara Four Seasons Dressed
Product / Services	Hospitality Fashion
Objectives	<ul style="list-style-type: none">• Expand Four Seasons' reach on Facebook around the idea of a weekend getaway• Promote the local boutique - Dressed• Promote the fashion bloggers
Target audience	<ul style="list-style-type: none">• Those who love Luxury lifestyle and fashion – introduce them to travel• Those who love travelling – introduce them to local designer boutique
Call to action	<ul style="list-style-type: none">• Facebook 'Like'• Enter contest
Description of campaign	<ul style="list-style-type: none">• Cross promotion for fashion bloggers, boutique and hotel• Facebook user had to 'like' the hotels to access the contest• Users have a choice to visit local boutique (Dressed) or hotel website after providing their information.• Fashion bloggers promoted the contest on their Facebook pages.<ul style="list-style-type: none">○ Style tips for shopping at Dressed○ Information about staying at the hotel○ Photographed in Dressed products
Motivation (what attracts the users to take action)	<ul style="list-style-type: none">• Two night stay at Four Seasons• \$500 gift card to a local boutique
Platforms used	Facebook fan page, blogs, websites
JV partners	Four Seasons Hotel, Dressed boutique, fashion bloggers
Why it is successful	Facebook was a suitable media because it

	<ul style="list-style-type: none"> • Is visually driven and therefore suitable for the nature of the products – fashion and travel • Had the most engagement at the time of campaign (this is where the audience hang out) • Provides lots of opportunities for conversation • Creates the buzz that encouraged the community to book future trips at the Four Seasons or shop for clothing on Dressed's website.
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The review form above can be used as a template to design your Facebook Marketing campaign to build your brand.

Branding through social media – Facebook template	
Name of company	
Product / Services	
Objectives	
Target audience	
Call to action	E.g. Facebook 'Likes'
Description of campaign	
Motivation (what attracts the users to take action)	
Platforms used	E.g. Facebook fan pages, Facebook ads, twitter, website etc.
JV partners	
Measure	E.g. number of 'Likes' etc.

Case study – Facebook mistakes

Not all companies are successful in their Facebook branding efforts. There are valuable lessons to be learned from mistakes. As a contrast to the successful cases, let us look at one that ran into problem.

Social Media Case Review - Facebook	
Name of company	Netflix
Product / Services	Movie rental
Objectives	To communicate with fans after announcement to raise rates and change service.
Target audience	A large group of existing fans
Call to action	None in specific. Fans responded with angry comments.
Description	Netflix posted a cheerful comment thanking its fans for their feedback, which prompted even more angry comments. The company was not able to respond quickly.
Motivation (what attracts the users to take action)	An opportunity to vent their anger. (Not what Netflix intended or expected)
Platforms used	Facebook fan page
JV partners	N.A.
Problems encountered	Netflix was not able to respond to the large number of negative comments. Facebook wall is not a suitable place to address business challenges as comments sparked more comments among the active fan base.
Lessons	Immediate and appropriate responses are important. Have a response management plan in place.

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Now reflect upon your own Facebook branding efforts, and list any mistakes that you have made.

Add these rows to your 'Branding through social media – Facebook template '.

Problems encountered	
Lessons	
Revised strategy	

Design an action plan to recover from the mistakes. This will ensure a much greater chance of success as you continue to work on your branding through Facebook.

Facebook Dos and Don'ts

Summarise your learning by listing the actions that resulted in positive outcome and special caution of actions that should not be taken.

Do	Don't
Post often and consistently. Guideline: at least a few times a week.	Send only sales messages.

Branding through Twitter - case study

Let us review the case of the Twitter branding example as described in the guide.

Social Media Case Review – Twitter	
Name of person	Ron Medlin
Product / Services	SEO services
Objectives	Get as many clicks as possible to articles and blog.
Target audience	Internet Marketers
Description	Create a tracking link for article on website Send a tweet about the article, including the tracking link Interested twitter users click on the link to check out the article
Motivation (what attracts the users to take action)	Information in the article, SEO services and products
Platforms used	Twitter, http://tr.im to shorten url and track clicks.
JV partners	N.A.
Measures	5 clicks in 60 seconds
Special concerns	None.
Why is it successful	Twitter users are keen to check out new products and ideas. They will follow experts with excellent content.

Now it is your turn. Use the following template to plan your twitter branding strategy:

Social Media Branding template - Twitter	
Name of person / company	
Product / Services	
Objectives	

Target audience	
Profile	<ul style="list-style-type: none"> • Account name • Pictures • Link • Interesting Bio
Description	Timing and frequency What to tweet Hashtags
Motivation (what attracts the users to take action)	
Platforms used	Twitter, etc.
JV partners	
Measures	
Special concerns	

Case study – Twitter mistakes

Many companies inadvertently made mistakes in their twitter branding efforts. Here's one we can learn from.

Social Media Case Review - Twitter	
Name of company	Habitat
Product / Services	Furniture
Objectives	Use #hashtags to get noticed.
Target audience	All twitter users
Call to action	Join the database, check out offers
Description	Each tweet is preceded by a trending #hashtag. The #hashtags used had nothing to do with furniture, design, or

	shopping, but simply what's trending. The same tweets were sent multiple times, preceded with different #hashtags like #iPhone, #Poh (a contestant in Master Chef, a trending topic at that time).
Motivation (what attracts the users to take action)	Discounts
Platforms used	Twitter
JV partners	N.A.
Problems encountered	Tweeter users were surprised by the spamming behaviour and responded with comments
Lessons	Do not use #hashtags randomly. It has to be topic related
Suggested solution	Acknowledge the mistakes publicly Remove offending tweets Monitor follower response and provide the types of information they need

Now reflect upon your own branding experience using Twitter. How much success have you enjoyed?

Add these rows to your 'Social Media Branding template - Twitter '.

Problems encountered	
Lessons	
Revised strategy	

Continue to refine your strategy and you will be ahead of your peers in no time.

Twitter Dos and Don'ts

Summarise your learning by listing the actions that resulted in positive outcome and special caution of actions that should not be taken.

Do	Don't
Leave enough space in your original tweet so that RT@yourusername can be added (e.g. use 120 characters, leaving 20 characters for re-tweeting)	Omit punctuation, use bad grammar.
	Use irrelevant hashtags.

“You are what you share.”
Charles Leadbeater, We Think: The Power Of Mass Creativity

Branding through Pinterest - Case Study

Social Media Case Review - Pinterest	
Name of company	Murphy Oil Soap
Product / Services	Cleaning products
Objectives	<ul style="list-style-type: none">• Increase awareness about reforestation• Raise money for the Arbor Day Foundation• Increase awareness of brand
Target audience	Pinterest community
Description of campaign	Repin-Reforest campaign
Call to action	Repin images from 'Repin. Reforest' board
Motivation (what attracts the users to take action)	Murphy Oil will donate \$1 (up to \$20,000) for each image repined, to the Arbor Day Foundation to help plant trees in forests across the U.S.
Platforms used	<ul style="list-style-type: none">• Ad on website – Planting New Roots –Our commitment to The Arbor Day Foundation®• Press release• Pinterest
Measure	Generally well received and quoted as a successful use of Pinterest / Social Media.

Now reflect upon your own view about Pinterest.

Is Pinterest a suitable brand building platform for your personality and / or business?

If you decide to hop onto the Pinterest board, use the following template to map out your strategy.

Social Media Branding template - Pinterest	
Name of company	
Product / Services	
Objectives	
Target audience	
Description of strategy	
Call to action	
Motivation (what attracts the users to take action)	
Platforms used	<ul style="list-style-type: none">• Pinterest
Measure	

Case study – Lack of interest in Pinterest

Are there companies / sectors that have yet to experience significant positive return with Pinterest?

Pinterest has proven to be successful for retail, home goods, media and design categories. However, in sectors like **financial services** and **recruitment**, it is not the main hub of activities.

Although pinterest users pin images of items they would like to purchase and places they would like to visit, they do not associate these with banks and credit card companies. Consumer behaviour and expectation determines the success of social media branding efforts.

That being said, the social media ecosystem is constantly changing, and it is a good idea to get started, take small steps and adjust as time goes on.

Pinterest Dos and Don'ts

Summarise your learning by listing the actions that resulted in positive outcome and special caution of actions that should not be taken.

Do	Don't
Set up your Facebook and Twitter accounts to interact with Pinterest.	Pin images that are irrelevant to the board description.
Use keywords in your Pins.	

Branding through LinkedIn - Case Study

Social Media Case Review - LinkedIn	
Name of company	Postcardmania
Product / Services	Postcard Marketing
Objectives	Promote the company's service
Target audience	Small and medium businesses like dental offices, spa, repair service companies and insurance brokers
Description	<ul style="list-style-type: none">• Give away free, valuable marketing advice• Offer affordable direct-mail printing to small businesses• Participated in group discussions to engage with the community. Lead them to the company's website for more information.
Motivation (what attracts the users to take action)	High quality educational content.
Measure	Received at least two dozen fresh leads each week from LinkedIn (amounts to more than 600 total leads and \$72000 to date, a little over one year)
Reason for success	<ul style="list-style-type: none">• Facebook and Twitter generated traffic, but LinkedIn is where the target customers hang out.• Good education content / reports attracted quality leads in LinkedIn

Now consider your own use of LinkedIn.

Do you use LinkedIn to promote your personal profile, or to promote your business, or both?

Here's a template that you can use to plan your LinkedIn brand building strategy.

Social Media Branding template - LinkedIn	
Profile	<ul style="list-style-type: none">• Name• Photo• Summary• Experience

	<ul style="list-style-type: none"> • Skills • Contact details
Recommendations	List persons to request meaningful recommendations from
Groups	List the groups to join where you can contribute towards the discussions
Connections	List of connections to make. Send them relevant messages.
Status update	Important events, useful articles to share
Other platforms to link to	Wordpress blog posts Twitter Slideshare
Measure	Number of connections, business leads, new prospects and projects

Case study – LinkedIn mistakes

Common mistakes in using LinkedIn as a social media branding platform include not filling up all the sections and not updating them regularly. There are many useful features in LinkedIn that will elevate a person / company's profile if used diligently.

LinkedIn Dos and Don'ts

Summarise your learning by listing the actions that resulted in positive outcome and special caution of actions that should not be taken.

Do	Don't
Create compelling content	Post only sales messages in group discussions.
Fill up all the sections in LinkedIn profile	

“Listening is one of the most important things a brand can do online. If your brand is just broadcasting its own agenda, it isn’t truly engaging in a conversation.”

Jeremy Goldman, *Going Social: Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media*

Branding through Reddit - Case Study

Social Media Case Review - Reddit	
Name of company / person	USA Network / Bruce Campbell
Product / Services	TV Movie
Objectives	Capture viewers for USA Network
Target audience	General fans, TV viewers
Campaign	AMA on Reddit (Ask Me Anything)
Measure	Promotional links in post generated 50000 hits to the film's site. 600 tweets, over 522000 secondary impressions on Twitter 'The Fall of Sam Axe' averaged 3.6 million viewers, a solid rating in its competitive time slot
Reason for success	Large and active social platform Real-time or semi-real time dialogues – raise awareness, increase credibility, extends reach

Looking at the statistics, are you tempted to use Reddit to generate some free traffic?

Remember to consider your target audience. The redditors are a passionate and unique group, who do not like marketing messages. If you have knowledge in a specific topic and offer material of value, Reddit will be a suitable platform to build a community.

Case study – Reddit mistakes

To understand what could go wrong in Reddit, let's look at the infamous case of Woody Harrelson's 'Ask Me Anything'.

During the Reddit scheduled AMA session, Woody avoided questions that were not about the movie 'Rampart'. The users rapidly got the impression that Woody (or his PR agent) was only

using Reddit to promote the movie and lashed out. The thread spiralled out of control with many users saying they will boycott the movie and Harrelson in general.

The main cause of the problem is because Harrelson (and his agent) did not understand the audience and Reddit as a social media platform. The audience expect open dialogue and dislike marketing attempts.

Therefore it would be wise to familiarise yourself with the culture of a platform before launching any campaign.

Reddit Dos and Don'ts

Summarise your learning by listing the actions that resulted in positive outcome and special caution of actions that should not be taken.

Do	Don't
Share your knowledge, especially in topics like education, money, psychology, science, programming, writing and politics.	Market your products and services directly.

Social Media Strategies

One central idea that has popped up constantly about social media is that they are platforms to get **connected** and know each other. One way to do that is to be helpful and provide social, non-marketing related content.

How exactly do you go about achieving this objective? The following statements will refresh your memory of what was mentioned in the guide.

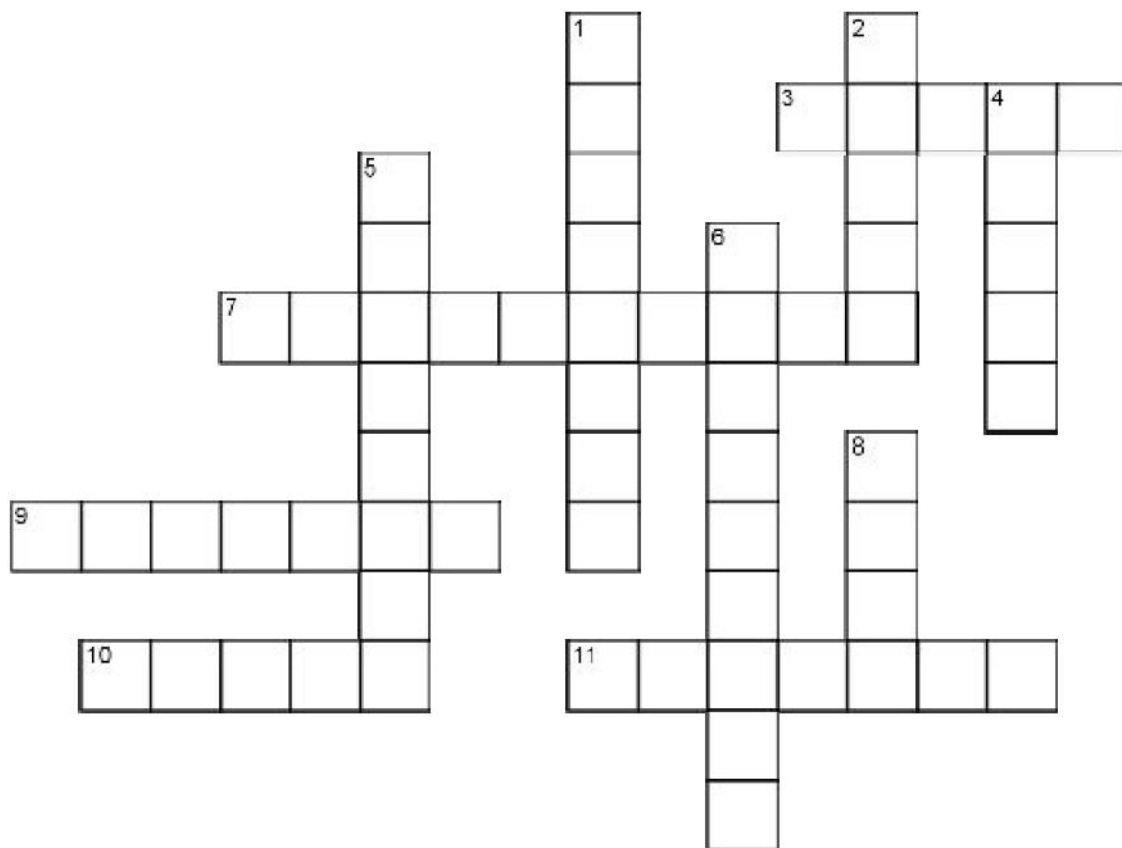
Ways to provide social, non-marketing related content.

1. Offer _____ information in emails, reports, ebooks, links etc.
2. Ask for _____ your readers might have and answer them.
3. Pass on some _____, humor, funny videos, etc.
4. Monitor responses to determine what your readers _____.
5. _____ your readers. (Listen to them, encourage them).
6. _____ them when appropriate.
7. Answer their comments and questions _____.
8. Be nice, be _____.
9. Support people who _____ you.

Branding through Social Media – the puzzle

Here's a crossword puzzle to help with the review of the concepts covered in the guide and workbook. It can also form a memory aid for the key ideas in social media branding.

Social Media Strategies for branding



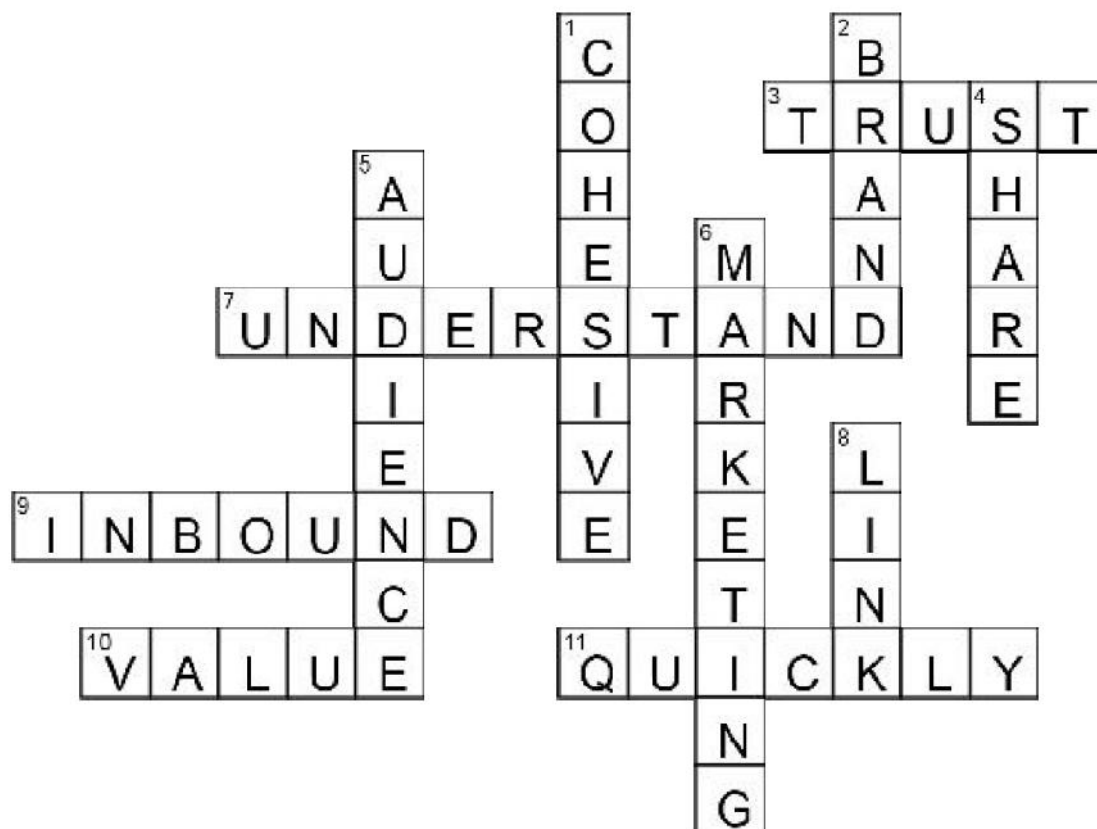
ACROSS

- 3 People buy from those they 'know, like and _____'.
- 7 social media is where people come to _____ you.
- 9 The strong trend is towards _____, not outbound marketing.
- 10 Give people something of _____ and connect with them so they can get to know and like you.
- 11 Pay attention to customer service - how you respond and how _____ you respond say something about your brand.

DOWN

- 1 Branding must include a _____ message that tells people who you are and what you have to offer across all media.
- 2 Your _____ is a direct representation of you and your values.
- 4 Customers use social channels to instantly _____ both positive and negative feelings about products and services.
- 5 Know where to find your target _____, beyond Facebook and Twitter. (e.g. Meetup for local events).
- 6 Rule of thumb is to make 75% of your content social and 25% _____.
- 8 Brand your business with a Facebook fan page and provide a _____ to your webpage.

Social Media Strategies for branding



Social Media Integration and Productivity Tools

With so many social media platforms and activities to monitor, do you wish that there are tools that integrate your favourite platforms and improve your productivity in social media management?

Yes, there are many. The popular social media integration and productivity tools are listed in this section. Do explore further to evaluate which one works best for you.

1. **Hootsuite** - Social Media Management Dashboard

- Manage multiple social networks
- Schedule messages and tweets
- Track brand mentions
- Analyze social media traffic

2. **TweetDeck** by Twitter - Dashboard for Facebook and Twitter. Brings more flexibility and insight to power users.

3. **Sprout Social** - A management and engagement platform for Social Business. Consists of analytics and helps with finding people to follow.

4. **Social Oomph** - Boost your social media productivity.

5. **Nutshell Mail** - Monitor social media interaction (Twitter, Facebook, YouTube etc.) through a consolidated email digest.

6. **Netvibes** - Social Media monitoring, analytics and alerts Dashboard. Helps you understand how the world views you and your company.

7. **Yoono** - Free software that allows you to connect and share with all your social networks and instant messaging services in one place.

8. **Postling** - A tool that makes it easy to manage all of your social media from a single interface. Monitor what is being said about you.

9. **Cadence9** - Manage multiple accounts and brands, automate content posting and track follower engagement.

10. **In-App widgets** - plugins and add-ons within major social media platforms to help with integration with blogs and other social media platforms.

What to do when things do not go as planned

The first step to prevent a social media crisis is to be prepared, right from the start. Understand the platform, the tools, environment, protocol, culture and audience. Some protocols are unique (professional networking in LinkedIn and more casual interaction in Facebook) while most ideas like being courteous and considerate in your interaction are common sense.

A crisis that has damaging effect to a brand could be due to the product, service or mistakes in social media management.

If a crisis happens despite your best efforts, the following suggestions will help:

1. Be aware of the crisis and understand it

You will not be able to respond to a crisis unless you know about it and understand what is happening. Use google alert and the tools mentioned in the last section to monitor what is being said about your brand. Monitor your social media accounts regularly for feedback, comments and suggestions.

2. Stay calm. Mindset is important

Do not panic or get angry. Some issues are beyond your control, but you can control your response.

Be honest and quick in posting a message to acknowledge the crisis. Apologise if necessary. Explain the situation if you have enough information and outline subsequent steps that you will be taking to address the crisis.

3. Enlist the help of a team

Assemble a small group to deal with the situation efficiently. Assign tasks to persons with appropriate skills. There could be a main commander (project manager), spokesperson (communicator), and researcher (monitor user response from various channels). If necessary and critical, legal and professional advice might be required.

4. Ensure proper communication within the company.

Members within the company should be kept informed of the status of crisis management. The last thing you want is to have your employees turning to social media platforms for updates because they have been kept in the dark.

5. Turn crisis into opportunity

In some circumstances, a crisis could actually be an opportunity to highlight a company's customer service and management skills. How a company reacts and responds to a crisis in social media could leave a lasting impression in the minds of the public. In general, prompt and honest communication with consideration to the feelings of the users are well appreciated.

6. Practice makes perfect

Just like regular fire drills for buildings, it will be helpful to simulate a social media crisis and run a drill through the response process. The exercise will highlight weak links in the management process and enable solutions to be found before any harm is done.

Conclusion

Well done! We have now reached the end of this workbook.

You would now have a good understanding of the strategies of branding using Social Media.

Although the degree of success with social media platforms varies with different companies, products and approaches, statistics have proven that this is a non-reversible trend and the only risk is not taking any action.

Hopefully the cases discussed in the guide and this workbook have provided good insights for you to continue exploring the use of social media to build your brand.

With consistent action and well executed effort, you will begin to see positive results.

“We don’t have a choice on whether we do social media, the question is
how well we do it?”
Erik Qualman