

A New Era in Membership

Expectations Changed by Innovation



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Exchange Executives

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MEMBERSHIP



COMMUNITY

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SOCIAL CONSOLE

SOCIAL MEDIA MONITORING



A-SCORE

AUTOMATED MEMBER
ENGAGEMENT SCORING



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Today...

Let's chat about...

» Social Technology? Compete or Connect?

» Introducing Social CRM

» The Strategy: 3 C's

» The Tools...

» Some Tips and take-aways...



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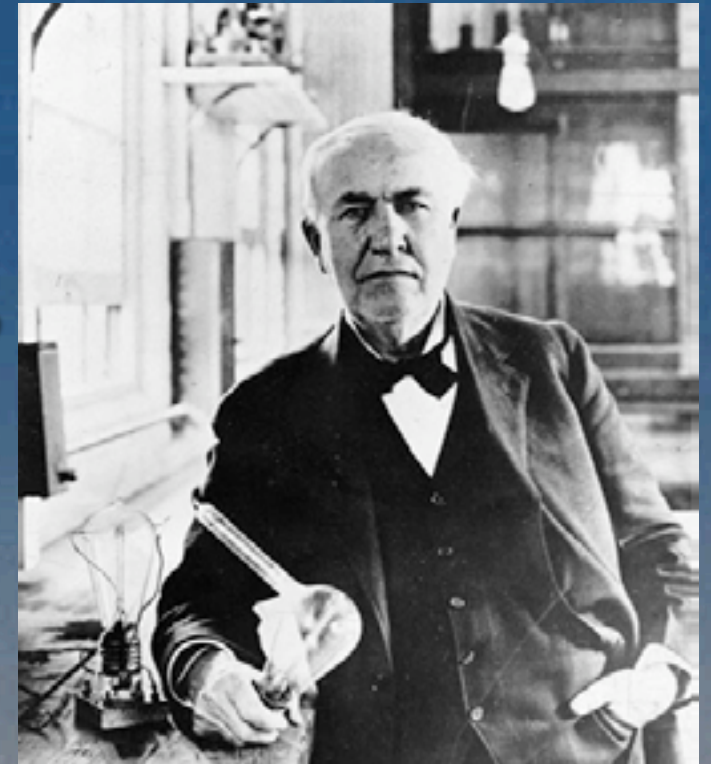
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Social Technology?

I don't know how...

...What's the
Perfect Strategy?

*"I haven't failed. I've just found
10,000 ways that won't work."*



- Thomas Edison



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Social Technology?

IS IT A FAD?



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I don't get it. I don't like.



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<http://www.youtube.com/watch?v=aXV-yaFmQNk>



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Are You Ready for the Future?



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New Expectations

Innovation: The Opportunity for Associations

» Relevance

» Collaboration

» Growth

» Revenue

Introducing Social CRM



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“There is one absolute about Social CRM: It will be mandatory – not optional – for the majority of organizations.”

- The Gartner Group: 2011



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“Companies using social business solutions gain greater market share and higher margins.”

- McKinsey: 2010

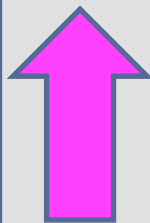


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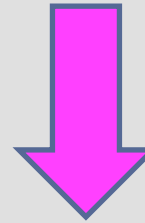
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Social CRM Payoff



- Revenues (12%)
- Marketing Effectiveness (15%)
- Customer Satisfaction (19%)
- Employee Satisfaction (20%)
- Successful Product Innovation (18%)



- Time to Market (20%)
- Support Costs (10%)
- Travel Costs (20%)
- Marketing Costs (10%)
- Supply Chain Costs (10%)

Source: McKinsey Quarterly December 2010, "The rise of the networked enterprise: Web 2.0 finds its payday", Jacques Bughin and Michael Chui



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Have you ever heard
conversations that
started like this?



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Employees

Where's the info I need to complete my task?

Who in the company would know that?

Am I really the first person with this challenge?

I have a great idea, what do you think?

Members / Customers

How Do I ?

What's the best way to ?

Has anyone ever tried to ?

Its not working. What now?

Partners

Is this the latest product info ?

Isn't the new model / version available next month ?

How do I find someone who can help with this?

My customer can't wait and expects an answer....

Prospects

What do you think of this Company ?

We're considering that Product for this – a good idea?

Which product should I use so solve my problem?

I am not hearing good things about this company, you?



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What's not working. What now?

Partners

Is this the product I need?

Are you considering Product for a good idea?

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I am not hearing good things about this company, you?

People are talking...
Are you listening?
Are you engaging?
Are you acting?



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What is Social CRM?

Philosophy & business strategy

Technology platform

Processes
& workflow

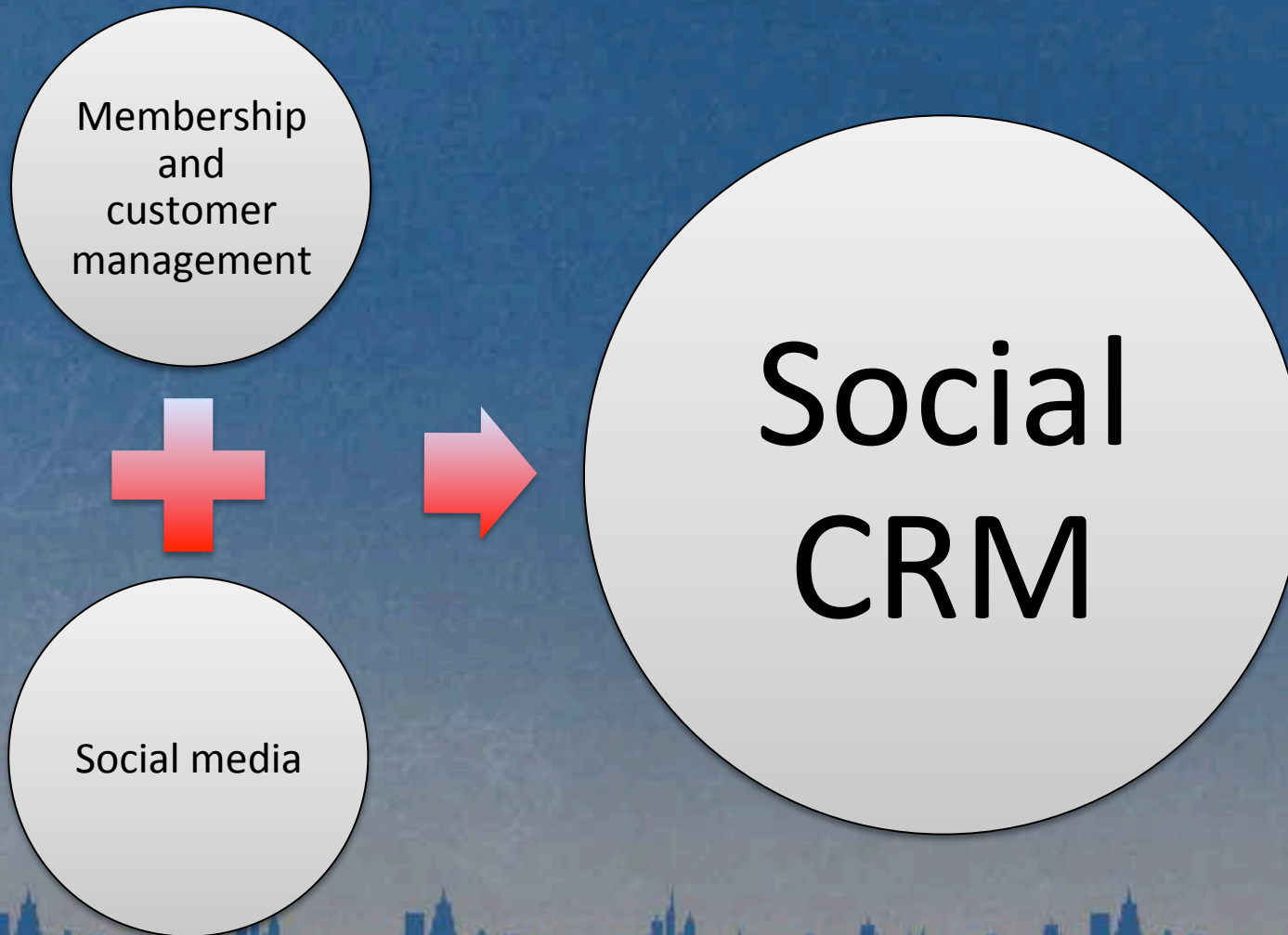
Stakeholder
Engagement

Member
Value

Trust &
Transparency



What is Social CRM?

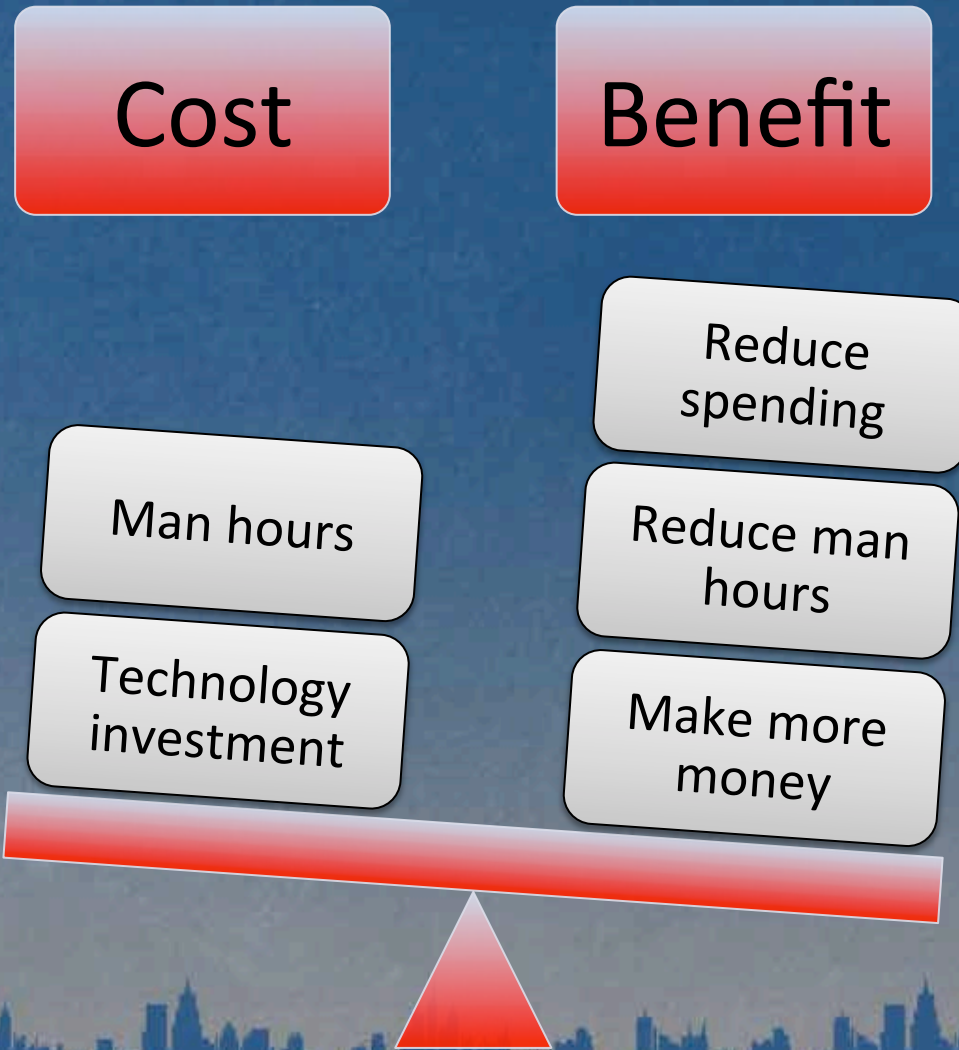


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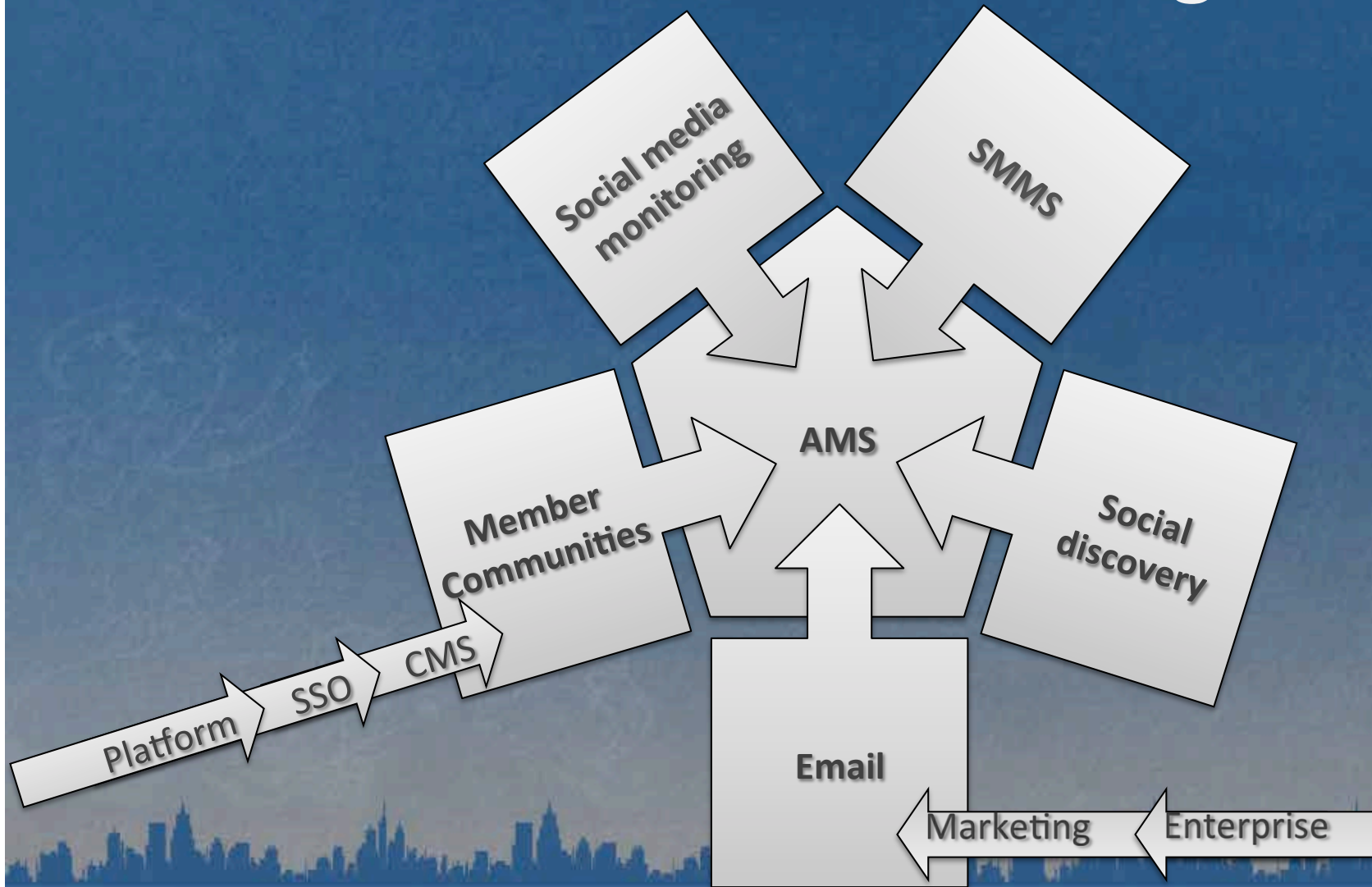
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Social CRM ROI



6 Social CRM technologies



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Social CRM - Major themes

A few themes popped out at us over the course of conversations with association colleagues.

- Social CRM is **DYNAMIC**. The technology to support it needs to be equally so.
- In the best scenario, technology is **INVISIBLE**, playing a supporting role.
- Social CRM is 100% possible with available technology and a little imagination, provided the **COMMITMENT** is there, top to bottom.



Microsoft's 2019 Future Vision Montage HD

edlimagno

175 videos

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Futuristic Videos (90) Options

<http://www.youtube.com/watch?v=P2PMbvVGS-o>



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The Strategy

What's your Engagement Business Model?

The Three Cs...



CONTENT

Draw members with your content as the focus.



COMMUNITY

Engage your community through groups, resources and more.



COMMERCE

Facilitate commerce with targeted non-dues revenue.



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The Three Cs

CONTENT

Draw members with
your content as the focus.



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The Three Cs

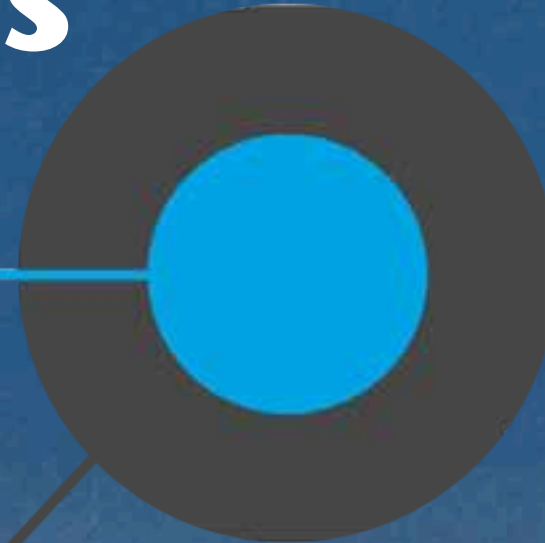
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The Strategy

CONTENT
Draw members with
your content as the focus.

➤ Content

➤ Empower

➤ Events

➤ Educate

➤ Exposure

➤ Commerce

COMMUNITY
Engage your community through
groups, resources and more.

COMMERCE
Facilitate commerce with
targeted non-dues re...



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The Strategy: **Content**



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THE WORLD'S INFORMATION IS DOUBLING EVERY TWO YEARS, WITH A COLOSSAL

1.8 zettabytes
to be created & replicated in

2011

New information being created in 2011 also includes replicated information such as shared documents or duplicated DVDs.

In terms of sheer volume, **1.8 ZB** of data is equivalent to:

EVERY PERSON IN THE UNITED STATES TWEETING

3 TWEETS PER MINUTE



4,320 TWEETS PER DAY PER PERSON



FOR **26,976** YEARS NON-STOP

OF

OVER

200 BILLION HD MOVIES



EACH **120** MINUTES LONG

1 = 10 Million



IT WOULD TAKE ONE PERSON

47 MILLION YEARS
OF 24/7 VIEWING TO WATCH EVERY MOVIE



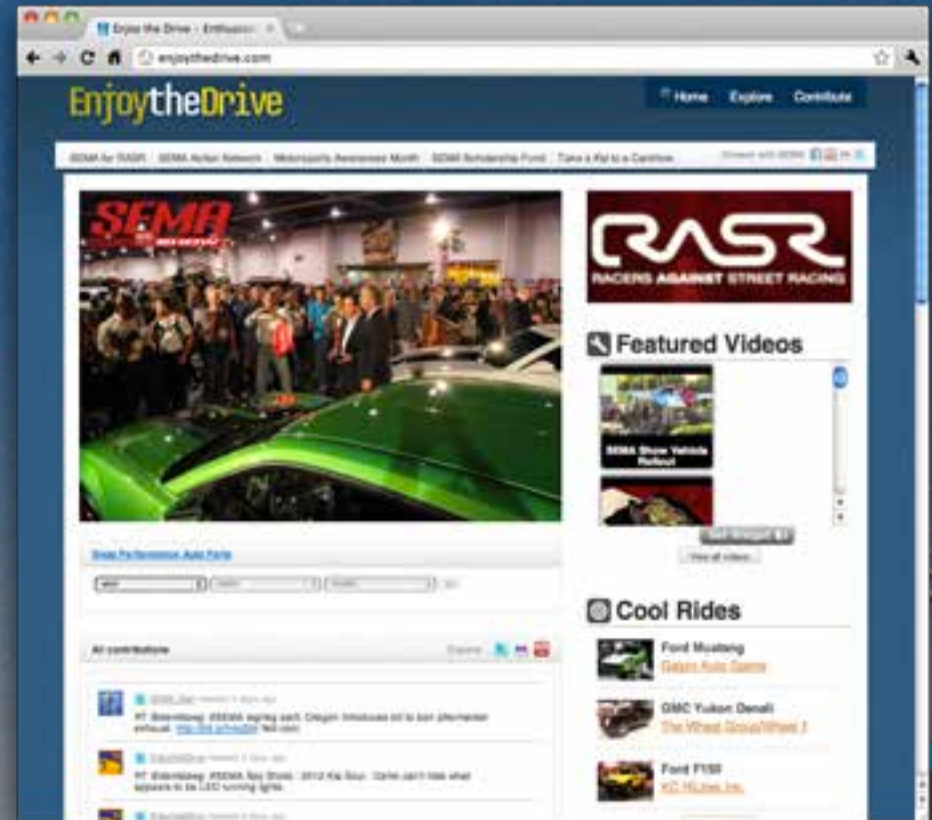
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The Strategy: Content

“Nichify” – Engagement for a Purpose

- Jobs
- News
- Education
- Resources
- Directories
- Networking
- Governance
- Certifications



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engage your
groups, resource

The Strategy: Empower

- “Let GO and Let GROW”
- Community Management
- Evangelists / Champions
- Boards / Committees
- Recognize
- Reward



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The Strategy: Events

Before >>

- Social Sites
- Hash Tags
- Speakers
- Bloggers
- Communicate Consistently

During >>

- Displays
- Daily Digests
- “Tweet Up”
- Prizes
- Exhibits

After >>

- Slides
- Photos
- Videos
- Call to Action...



The Strategy: Educate

Sizzle and Supplement

- Webinars
- Tutorials
- Knowledge Library
- Allow Feedback
- Sizzle!



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The Strategy: Exposure

Take the purpose, RE-Purpose and get Viral

- Shareable
- Searchable
- Spiderable
- Subscribable
- Publish (and bring back)
- Widgets
- Mobile



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The Strategy: Commerce

Sustain and Fund Value

- Supplier Value
- Targeted Advertising
- Social Buyer's Guide
- Pay for Content
- Web Membership



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The Tools

- CMS
- Community
- Member Database
- Social Media/Monitoring
- Video / Education
- Commerce
- Organize and Execute

The logo for Drupal, featuring the word "Drupal" in white on a blue background with a sunburst pattern.The logo for NET:FORUM, with "NET" in purple and "FORUM" in white on a purple background.The logo for Google AdWords, with "Google" in its multi-colored font and "AdWords" in black.The logo for MyForum MARKETPLACE, with "MyForum" in white on a dark green background and "MARKETPLACE" in white below it.

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The logo for AVECTRA, with the word "AVECTRA" in a stylized, purple, outlined font.

The ROI of Social Media is Your Business Will Still Exist in 5 years



<http://www.youtube.com/watch?v=3SuNx0UrnEo>



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Words to Remember

▶ Start Small (But Start!)



▶ Research



▶ Have a Strategy



▶ Measure Results



▶ Be Agile



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Thank You!

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