

Building The Social Brand:

Using Social Media for Business & Personal Brand Building in LATAM

Leonard Murphy

Editor & Senior Partner

GreenBook / Gen2 Advisors



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50 years of
supporting
Market Research

What is Social Media?



The Web of Global Interconnectedness



facebook

December 2010



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SOCIAL MEDIA EXPLAINED



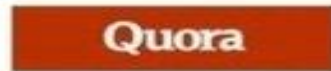
« I need to pee »



« I peed »



« This is where I pee »



« Why am I peeing ? »



« Look at this pee ! »



« I'm good at peeing »

BEERANDSTUPIDITYBLOGSPOT.COM



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Why Does It Matter?



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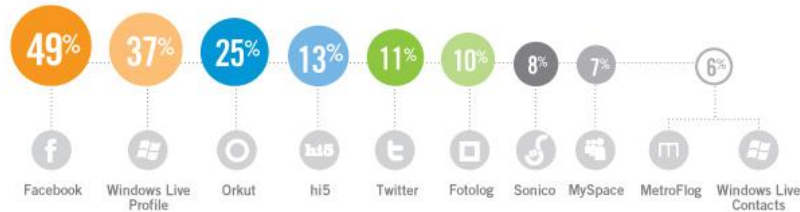
The Holy Trinity



What about Latin America?

Facebook & Windows Live Profile Dominate Social Media In **LATIN AMERICA**

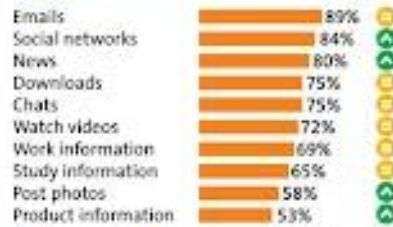
Popular social networks in Latin America by percentage of web users



Is Latin America Really Into Social Media?

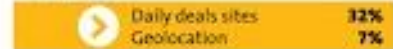
Internet continues to socialize: new social media web sites, corporate websites are socialized, +aggregators.

Top ten uses



Increased (up arrow) Remained (circle)

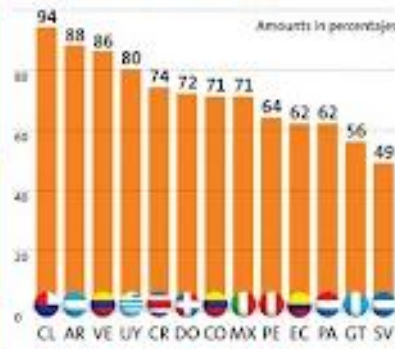
Emerging uses



Changes in uses vs. 2010



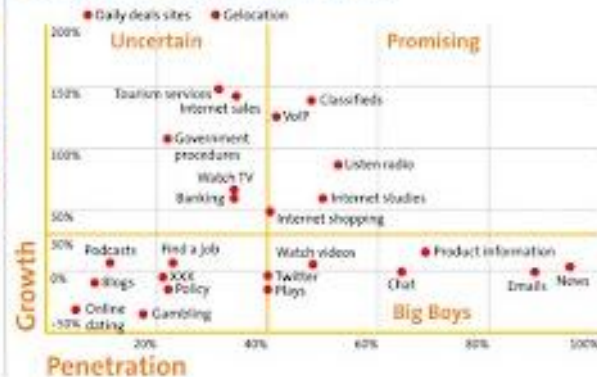
Internet use index (%)



Uses by country



Growth and penetration of uses



Are Brands In Latin America Using It?

Companies Worldwide that Use Social Media to Track What Customers Say About Their Brand and Follow Up on Customer Feedback, by Region and Select Countries, Jan 2012

% of respondents

US



North America



Asia



Latin America



Australia/New Zealand



UK



Europe, Middle East & Africa



■ Track and follow up ■ Track only ■ Follow up only ■ None

Note: numbers may not add up to 100% due to rounding

Source: Satmetrix, "Worldwide Social Media for Business Study," May 17, 2012

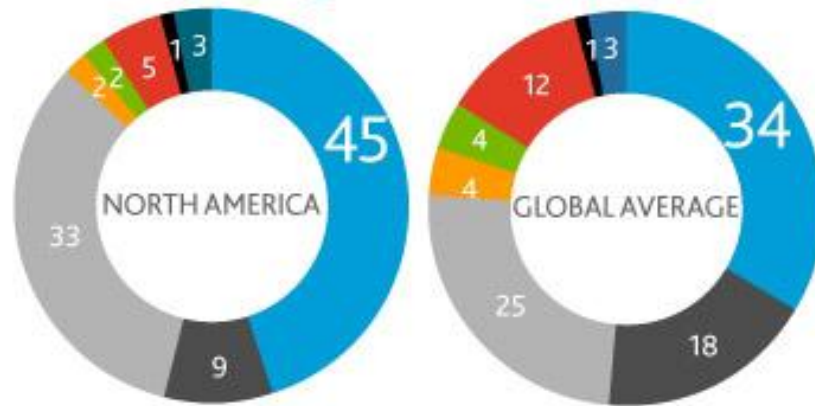
Which Brands Are Leveraging It Best?

Rank	Brand	Sector	Country	PRINT Index
1	Google	Technology	USA	585
2	Disney	Media	USA	294
3	Apple	Technology	USA	244
4	Starbucks	Restaurants	USA	238
5	Blackberry	Technology	Canada	135
6	Coca-Cola	Beverages	USA	133
7	Amazon	Retail	USA	125
8	Nokia	Technology	Finland	124
9	Pepsi	Beverages	USA	122
10	Fedex	Transportation	USA	117
11	Microsoft	Technology	USA	107
12	Walmart	Retail	USA	106
13	Johnson & Johnson	FMCG	USA	105
14	Singapore Airlines	Transportation	Singapore	104
15	Target	Retail	USA	98
16	Wells Fargo	Financial services	USA	94
17	American Express	Financial services	USA	92
18	BMW	Automotive	Germany	92
19	McDonalds	Restaurants	USA	90
20	Toyota	Automotive	Japan	85
21	H&M	Apparel	Sweden	84
22	GE	Diversified	USA	84
23	3M	Diversified	USA	84
24	Nike	Sporting goods	USA	82
25	HP	Technology	USA	80

Rank	Brand	Sector	Country	PRINT Index
26	Oracle	Technology	USA	80
27	Procter & Gamble	FMCG	USA	79
28	Samsung	Technology	South Korea	78
29	Southwest Airlines	Transportation	USA	78
30	AT&T	Telecoms	USA	77
31	Vodafone	Telecoms	UK	76
32	UPS	Transportation	USA	76
33	Intel	Technology	USA	76
34	Nordstrom	Apparel	USA	73
35	Cisco	Technology	USA	70
36	Mercedes	Automotive	Germany	70
37	Louis Vuitton	Luxury	France	69
38	Honda	Automotive	Japan	64
39	Verizon	Telecoms	USA	62
40	SAP	Technology	Germany	58
41	Deutsche Telekom	Telecoms	Germany	55
42	Gillette	FMCG	USA	53
43	IBM	Technology	USA	52
44	Movistar	Telecoms	Spain	50
45	VISA	Financial services	USA	50
46	China Mobile	Telecoms	China	38
47	Goldman Sachs	Financial services	USA	33
48	J P Morgan Chase	Financial services	USA	32
49	Berkshire Hathaway	Diversified	USA	22
50	Marlboro	Tobacco	USA	17

Why Do Consumers Care?

What is the Primary Reason for Following/ "Liking" a Brand, Company, or Celebrity on Social Networking Sites?



- To receive discounts/special offers
- To be among the first to get news or updates on the brand/celebrity
- I just want to show support for the brand/celebrity
- One of my social networking friends recommended I follow/like it
- I happened to notice that one of my social networking friends followed/liked it
- I saw an advertisement and was curious about it
- I'm an employee of the company/brand
- Other

Source: Nielsen, Global Online Survey (Q1 2011)

Examples: Frito-Lay Uses Facebook for Co-Creation

The screenshot shows the Frito-Lay website's 'Do us a Flavor' contest landing page. At the top left is the Frito-Lay logo with the tagline 'Good fun!'. To the right are social media icons for Facebook, Twitter, and YouTube, along with a search bar for 'fritolay.com'. Below the navigation is a large banner featuring Michael Symon and Eva Longoria. A red ribbon across the banner reads 'COME UP WITH THE NEXT GREAT LAY'S FLAVOR' and 'AND YOU COULD WIN \$1 MILLION!'. The banner also includes a circular callout: 'Plus every day you submit a flavor, you're entered for a chance to WIN ONE OF 20 DAILY PRIZES. Click here for sweepstakes rules.' Below the banner is a three-step process: 1. Name Your Flavor, 2. Choose Ingredients, 3. Your Inspiration. A blue button says 'Submit a flavor on Facebook'. Below this is a section titled 'Need a little INSPIRATION?' with the text 'Your Facebook profile is full of awesome flavors. Let Celebrity Chef Michael Symon show you some ingredients that might be deliciously you.' and a blue button 'Flavorize me on Facebook'. At the bottom, it says 'Want to enter on the go? Text FLAVOR to CHIPS (24477) to submit your LAY'S flavor idea.' and 'No Purchase Necessary. Click here for official contest rules summary or full official rules.'

Frito-Lay
Good fun!

FRITO-LAY HOME WHERE TO BUY CAREERS FOR SPECIAL DIETS FRITO-LAY NEWS

Facebook Twitter YouTube

Search fritolay.com

COME UP WITH THE NEXT GREAT LAY'S FLAVOR

AND YOU COULD WIN \$1 MILLION!

Michael Symon
Celebrity Chef & Restaurateur

Eva Longoria
Actress & Restaurateur

Do us a Flavor

Plus every day you submit a flavor, you're entered for a chance to **WIN ONE OF 20 DAILY PRIZES**. Click here for sweepstakes rules.

1 Name Your Flavor 2 Choose Ingredients 3 Your Inspiration

Submit a flavor on Facebook

Need a little INSPIRATION?

Your Facebook profile is full of awesome flavors. Let Celebrity Chef Michael Symon show you some ingredients that might be deliciously you.

Flavorize me on Facebook

Want to enter on the go? Text **FLAVOR** to **CHIPS** (24477) to submit your LAY'S flavor idea.

No Purchase Necessary. [Click here for official contest rules summary](#) or [full official rules](#).

Examples: Evian Creates a Viral Meme



Examples: Old Spice Engages A New Generation



Examples: Heineken Uses Research Games

The screenshot shows a research game interface for Heineken. The background is a stylized, green-tinted illustration of a nightclub with silhouettes of people. A central text box contains a user's comment and a research question. At the bottom, there is a navigation menu with icons for various activities and a progress bar.

Heineken
OPEN DESIGN EXPLORATIONS
- EDITION 1 -
THE CLUB

66 X
I'm always joining my friends when they go clubbing. If I can't make it I really feel like I'm missing out on memorable moments! There should be other ways to be part of the night.

How to make all friends share and feel the experience of the night, whether they are there or not?

connecting discovering getting a drink dancing cooling down ending the night

EXPOSURE OPPORTUNITY

Friends are key for the perfect night out, it's important to reunite again, to select the venue and adapt your physical appearance, all either up front or last minute.

Transform Your Brand

MARKETING IS NO LONGER ABOUT CONVINCING



MARKETING IS ABOUT ENGAGEMENT



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It's All About Sharing



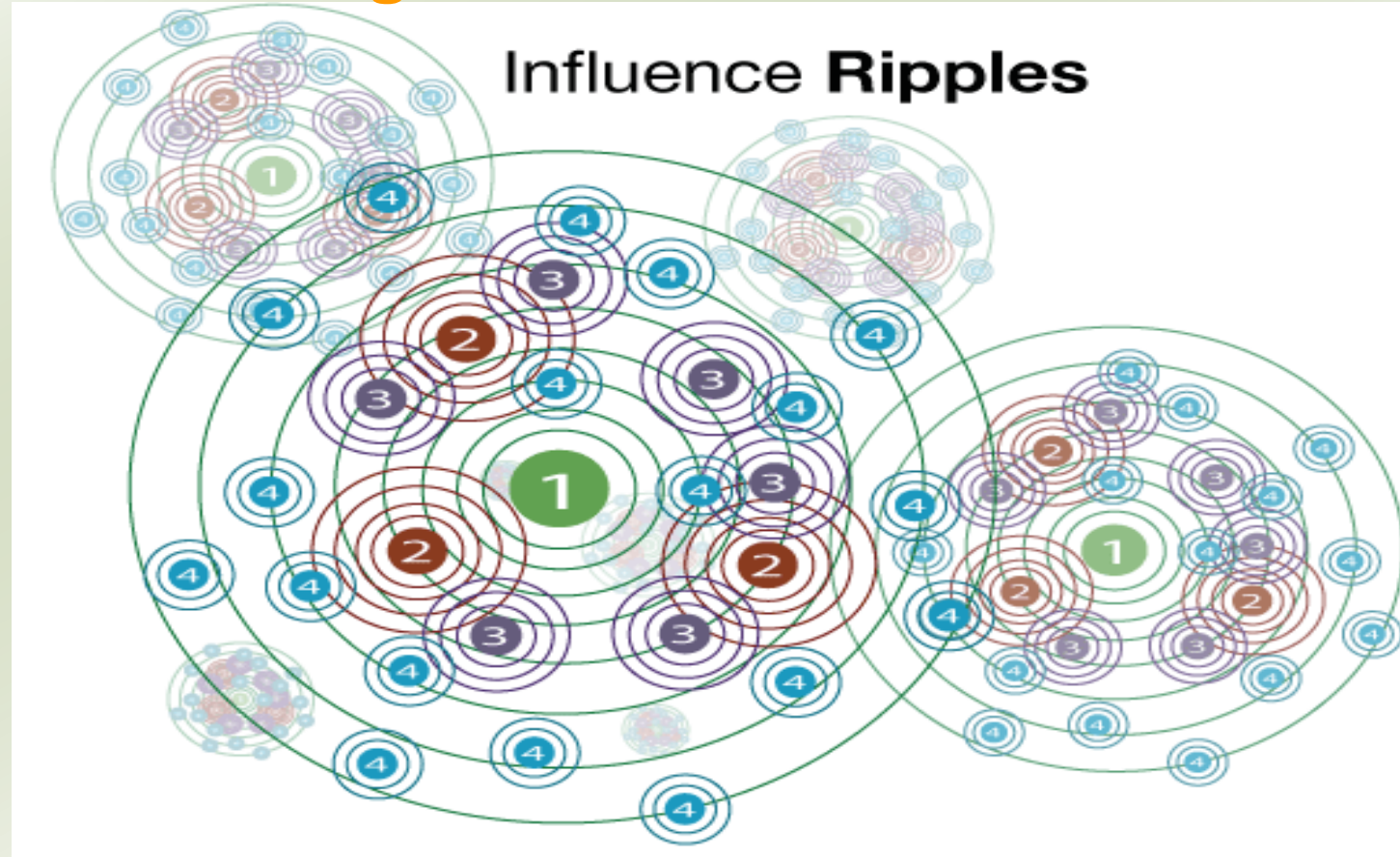
Good Old Creativity & Smarts Is Required



The Drivers of the Social Brand



The Blog: The Hub Of Social Influence



Your blog

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New Qualitative Research choosing among today's qualitative options

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- [Survey Respondents Are People – Let's Start Treating Them That Way](#)
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- [The CEO Series: Waleed Al-Atraqchi of Affinnova](#)
0 Comments Since Tuesday, April 24, 2012, 6:15 am
- [Biasing Your Research by the Act of Doing Research](#)
1 Comment Since Monday, April 23, 2012, 6:35 am
- [MRMW Day 2 Synopses by Dana Stanley & Illustrations by Betty Adamou](#)
1 Comment Since Thursday, April 19, 2012, 10:49 am

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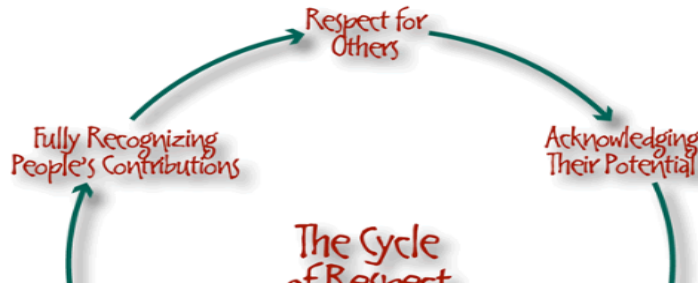
Survey Respondents Are People – Let's Start Treating Them That Way

Posted by Ben Leet

Wednesday, April 25, 2012, 6:30 am

Posted in category Association News, Best Practices, Blogs, Business Leadership, Business Practices, Consumer Experience, Contributors, Economic Trends, Events, Gamification, General Information, Human Capital, Industry Trends, Innovation in Market Research, Market Research Techniques, Mobile Research, Online Research, Research Games, Respondent Engagement, social sample, State of the Industry, Uncategorized


People have a life outside of sitting on their computers / iPads / iPhones and taking online surveys. I really feel that the industry is losing sight of this, maybe because there is no telephone or face-to-face contact with the respondent. Maybe because we as an online panel industry refer to our people as "assets", "sources", "panelists", "traffic", but whatever the reason I'm calling on us as an industry to re-focus.



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Facebook

facebook 1 1 Search Lenny Murphy Home



Lenny Murphy

Update Info Activity Log

- Principal at LMC group
- Studied History at Oglethorpe University
- Lives in Suwanee, Georgia
- Married to Danielle Murphy

About


Friends 289 Photos 68 Map 14 Likes 222

Status Photo Place Life Event

What's on your mind?

Lenny Murphy commented on a link.
Monday

Wow, thanks for including me in such an august list! These folks (and of course The Researchist) are my personal favorites as well.



10 Great #MRX Tweeters Every Market Researcher Should Follow | The ResearchistThe Researchist
theresearchist.com

10 Great #MRX Tweeters Every Market Researcher Should Follow April 23, 2012 Photo by mai li via









Like · Comment · Unfollow Post

2 people like this.


Write a comment...

Lenny Murphy recommended a link.
April 20

Friends See All

 Ben Smithee 26 mutual friends	 Ernie Fisco 10 mutual friends
 Sandy Janzen 6 mutual friends	 Sandra Teany Parker 11 mutual friends
 Diane Hessian 15 mutual friends	 Danielle Murphy 41 mutual friends
 Reilie Murphy 20 mutual friends	 Erin Murphy 18 mutual friends

Activity Recent

 Lenny liked DirecTV.
April 1

Now

April

March

2012

2011

2010

2009

2008

Born

Sponsored

American Free Enterprise
Lower taxes. Stop Obamacare. Increase American energy. Click here if you agree.

Like · David Jarrell likes this.

Digital Summit
Atlanta's largest web & marketing event. Twitter, Mashable, Google, Pandora, many more. Over 50 presentations and panels. May 9-10

Like · 659 people like this.

Mitt Romney
Leadership is about taking responsibility, not making excuses. Click "Like" to stand with Mitt.

Like · Joel Rubinson likes this.

Cephrae's Hand 3
amazon.com
Like A Game of Thrones? Try Cephrae's Hand, 2011 Book of the Year Finalist

North Social
Track down the social media buzzwords and see the what's possible with custom apps.

Like · Kimberly Nasief Westergren likes this.

Lucid shared Full Circle Music Productions's photo.

Nelson Scott Davis shared a link.
Is Panel Aggregation just...

Lawrenceville Locos and Christian Duran are now friends.

AIP New York Co., LTD. shared a link.
Is Panel Aggregation just...

SurveyAnalytics How to Do TURF Analysis
http://bit.ly/15gQC7
How to Do TURF Analysis ...

ResearchAccess How to do TURF Analysis
http://bit.ly/15gQC7
How to Do TURF Analysis ...

Danielle Murphy

Diane Hessian

Erin Murphy

Gigi Herring

Isabel Aneyba

Jason R Miller

Jonathan Wheeler

Joyce Rachelson

Kimberly Nasief Westergren

Kristin Luck

Laura Brett Neuner

Rachael Harrison

Rachel A. Rowell

Tom H. C. Anderson

Trish Stone Becker

MORE ONLINE FRIENDS (6)

Brian Jacobs

Search

[Ever Hire a Bad Rep? - Good salespeople are hard to find! You have to look for these 3 traits.](#) From: Christopher Croner, Ph.D.



Edit Photo

Leonard Murphy [Edit](#)



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Lawrenceville, Georgia | Market Research

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100% profile completeness

Leonard Murphy via Twitter
lennyism RT @mrxblogs : The Death of Surveys What Next [#MRX](http://t.co/offfsPzC) #Facegroup #augmentedresearch #blog #innovation #insights
[Favorite](#) [Retweet](#) [Reply](#) · [See all activity](#) · [Post an update](#) · 10 minutes ago

Current **Editor in-Chief, GreenBook Blog, GreenBook Research Industry Trends Study, GreenBook Newsletter at GreenBook Marketing Research Directory** [Edit](#)

Chairman at 2011 & 2012 Chairman & Co-Producer of Market Research in the Mobile World Conference series [Edit](#)
2011 Chairman, 2012 Co-Chairman at IIR Market Research Technology Event (formerly TDMR) [Edit](#)

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President at MDM Associates
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Education **Oglethorpe University**
Redan High School

Recommendations **38 recommendations** [Edit](#)

Connections **500+ connections**

Websites **Company Website** [Edit](#)
MRGA [Edit](#)
Blog [Edit](#)

Twitter **lennyism** [Edit](#)

Public Profile <http://www.linkedin.com/in/leonardfmurphy> [Edit](#)

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Summary [Edit](#)

bmcsoftware
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[See How it Works](#)

Who's Viewed Your Profile?

- 19** Your profile has been viewed by 19 people in the past 3 days.
- 13** You have shown up in search results 13 times in the past day.

Leonard's Activity [edit](#)

Leonard Murphy via Twitter
lennyism RT @mrxblogs : The Death of Surveys What Next [#MRX](http://t.co/offfsPzC) #Facegroup #augmentedresearch #blog #innovation #insights
[Favorite](#) [Retweet](#) [Reply](#) · 10 minutes ago

Leonard Murphy via Twitter
lennyism RT @deciphertweets : Webinar Today: Learn about Emerging Reporting Strategies w/ @kristinluck - 11am PST. Register #mrx <http://t.co/pwwlm41g>



Twitter

Home Connect Discover Search

Leonard Murphy
View my profile page

9,690 TWEETS 1,241 FOLLOWING 1,955 FOLLOWERS

Compose new Tweet...

Atlanta trends - Change

- #7daysofsex Promoted
- 2 Chainz
- #YourSexIsWEAK
- #WordsYouWillNeverHearMeSay
- Asante Samuel
- Happy Hump Day
- Newt Gingrich
- Brian McKnight
- Ron Artest
- Left Eye

twitter

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Tweets

Research Now @ResearchNowUS
RT @Research_Dude: Smartphone Population Gains Users, Young and Old ht.ly/awkF via @eMarketer #mrx #mobileMR

MariekevDijk @mariekevdiik
Geo data remixed with health data = fresh insight RT @FastCompany: Where do the healthiest people in America live? bit.ly/JzZYcF

Conversion @conversion
2010 Census Shows Interracial and Interethnic Married Couples Grew by 28... goo.gl/fb/W6hp9 #MRX #USCensus

Mintel Research News @mintelnews 6m
Feeling the mid-afternoon cravings? 36% of Brits say they feel guilty when they eat biscuits
Retweeted by Carrot Intelligence

THE IDEA AGENCY @the_idea_agency 45s
underestimatepr: I did have another with Taylor Lautner and Eddie Gathegi but I have no idea http://jessic... bit.ly/lkBP48 #idea

Atomic Reach @Atomic_Reach 47s
SEO & social go hand-in-hand, ppl who create content have to own both. - @robyoegel #contentmktg

Katie Clark @InsightsGal 57s
What a cool idea! Count me in! ow.ly/avHdf #MolsonM_Art

Martha Bush @marthabush 1m
Are you in denial about how well you are measuring your marketing efforts? [INFOGRAPHIC] shar.es/Wd7IK

McCann Erickson NY @McCann_NY 3m
Metta World Peace suspended 7 games for vicious elbow to opponent? Well, we still have high hope for regular old World Peace.
Retweeted by Tracy Crinion

Shep Hyken @Hyken 1m
81% of Americans think small businesses are better at customer service than big businesses. ow.ly/avyPG via @LiveHelpNow

Nate Riggs @nateriggs 1m
Hmmm... 900 Million Monthly Users for Facebook and Profits Drop

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Share what's new...



Guy Kawasaki 10:59 AM · Public
(Wed01) Interesting service. Check out your own history.

Michael Stuart originally shared this post:
Google+ Hello World
Where did it all begin? What to post first... That's what a very cool website let's you find out since I believe it's almost impossible through the G+ UI.

Why would you care?
- It tells the date the user began public posting
- There may not be many comments or +1's there so the user may be surprised to see action (use with class)
- It's kinda cool to see what each user started off ...
[Expand this post »](#)



Guy Kawasaki - Google+ - Guy Kawasaki
changed his profile photo. »
Guy Kawasaki changed his profile photo.

+1 ↻ 🗣️

+9 ↻ 3

3 comments ▾

Rebecca Turkovics 11:04 AM
Verv cool!

TRENDING ON GOOGLE+

- 📌 Kim Kardashian
- 📌 #HUGS4JUGS
- 📌 Mitt Romney
- 📌 Jimmy Fallon
- 📌 NFL Draft

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Leonard Murphy

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- David Handel**
- Gregory Yankelov...**
- Katie Clark**
- Matt Dusing**
- Jason Anderson**
- joel rubinson**
- Lev Mazin**
- Mark Frisk**
- Nate Riggs**
- Rick Hobbs**
- A. Starr A.**
- Adriana Rocha**

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Answer added to topics Blogs and Tech Blogs. 1m ago

What are some good tech blogs to follow?

 **Ramishka Dasanayaka, Software Engineer**

My favorites:

Betanews - <http://betanews.com/> 

Wired - <http://www.wired.com/> 

Mashable - <http://mashable.com/>  ... [\(more\)](#)

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4:16pm

Link promoted in topics Startups, Business Strategy, [\(more\)](#). 3h ago



Brian Roemmele

4 votes by Paul O'Brien, [\(more\)](#)



The New York Taxi Payment Solution Wars - Part II

"I already don't like the credit card systems," said Cliff Adler, a cab driver who's been in the business for 37 years. "I will be 1,000 percent a... [\(more\)](#)

Technology in Cabs Takes Different Routes

www.thirteen.org — It's shaping up to be The Year of the Taxi, as the New York City Taxi and Limousine Commission (TLC) continues to announce new tech features seemin...

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Vincent Granville created the board [Salary trends for analytic professionals](#). [Follow Board](#)

Question promoted in topic Digital Marketing. 9h ago

Digital Marketing: Any exciting digital marketing thesis topics?

I am looking for an interesting topic i have ROI on DM at the moment however its too much of a standard topic. Any exciting ideas?

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Kristin Luck

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Rick Wilson

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[View More](#)

Pinterest is an online pinboard.
Organize and share things you love.

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[Login](#)



I love this. A large Letter with black and white photos mod podged on. So cute!!

1 comment 1 repin

 **Diane Martynowicz** via **Kate Gilson** onto **christmas/ winter**


 **Diane Martynowicz** Love this because my last name starts with M




Anyone know where this is? I'm thinking Vegas maybe? I wanna swim there. :)

2 comments

 **Tamara Larson Wallace** via **Karina Joy** onto **Calgon Take Me Away...**

 **Madeleine Butler** Golden nugget hotel in vegas. its on the new strip. my husband and i went there this summer. theres a water slide that goes through the tank. its pretty awesome!

 **Holly Robbins** Yes it is a hotel in Vegas. I don't remember which one though. Google it?


What is this "nugget" that only one in group can swim?

Its like a giant hot water. That's pretty nice. I want!



Paper flowers on canvas.

1 comment

 **MaryLou Lock** via **Amanda Everhart** onto **Paper Crafts**

 **Alison Murdoch** well, good morning Mary lou!!! Will it be a busy pinning day?



Which Shoes Go With Beige Dress


1 comment



Which Shoes Go With Beige Dress

1 comment

 **Joyce Carol** onto **I JUST WOUNDER WHY**

 **Joyce Carol** wear it short sleeved at knee length, wear it as prom maxi dress, also wear beige dress in free size for pregnant women with no sleeves to reach knees.



+K
52



SPECIALIST

Lenny Murphy



MR innovation junkie, blogger, pundit, speaker, consultant, C-suite executive, dad to 4 and proud uber-geek.
Atlanta, GA

Influence network

Add other users to your influence network. As they add you back, they'll appear here.

ADD INFLUENCER

Influential about 20 topics

Market Research
Blogging
Social Media

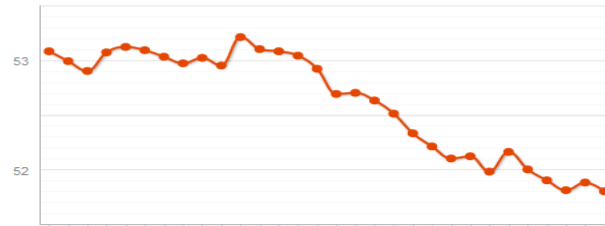
tweet • share • see all...

SCORE ANALYSIS

- TOPICS
- INFLUENCERS
- LISTS
- KLOUT STYLE
- PERKS
- ACHIEVEMENTS

Score Analysis

You create content that is spread throughout your network and drives discussions



Your Klout Score:

51.80

Twitter Share

The Klout Score measures influence on a scale of 1 to 100. [Learn more](#)

You have 10 +K

INVITE FACEBOOK FRIENDS



Utilities & Add-ons

Social Media Management Platforms

Platform	The Good	The Bad	The Ugly	Best For...	Pricing
HootSuite	Great team permissions; easy stream views	Annoying default URL shortener with no ability to change	UI focus is on the streams - best for actively-managed accounts	cross-departmental teams	Free; pro certification membership available
CoTweet	Allows engagement assignments and follow ups for entire team	Will ExactTarget acquisition eventually force use of email solution?	Solid UI; expect tighter integration with email campaigns soon	teams with multiple engagers; current ExactTarget customers	Free; expect tiered plans with email integration soon
SocialOomph	Auto-follow function; drip queues	Auto-follow function; no team management	UI is severely lacking	the one-man show	Limited free; \$30/mo pro account
Spredfast	Deep analytics bench integrated very smartly	New company poses risk of unreliable product roadmap	Sophisticated dashboards and charting	e-tailers and other sophisticated analytics users	3 tiers (per campaign): free; \$50/mo; \$100/mo for team

Created by Jamie Beckland <http://www.jamiebeckland.com>



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Compose message...

lennyism (Twitter) | **Lenny Murphy (Facebook)** | **Leonard Murphy (LinkedIn)** | **greenbookblog (WordPress)** | **Lenny Murphy (Facebook)**

Home Feed (lennyism)

- nigellegg** 3:26pm via Tweet Button
IBM acquires Vivismo, adds to analytics portfolio [zdnnet.com/blog/bt/ibm-a...](#)
- awakeningaimee** 3:26pm via Twitter for iPhone
I thought I knew geography. Some of you are from places that I never heard of. Hugs & love
- grantruby** 3:25pm via Nike+ GPS on iOS
Personal best 5k today. I just finished a 5.02 km run with Nike+ GPS. #nikeplus #makeitcount
- Iconoculture** 3:25pm via Web
No place to park? Try a folding car. Samina Virani shows off the latest in European vehicles. [goo.gl/Wtyhb](#)
- Atomic_Reach** 3:25pm via HootSuite
You are too kind Chef! Thank you so much! RT @Social_Chef: @AnnSatterfield #atomicchat is by far my favorite.
- Jimmyrey** 3:24pm via HootSuite
RT @StevenTrue: Loving the new @Yesmail logo... [si0.twimg.com/profile_images...#uniqueyelyes](#)
- AchimMuellers** 3:24pm via Tweet Button
Unilever plans corporate sustainability ads | [bit.ly/K98nXR](#) #unilever #marketing #advertising #csr
- Atomic_Reach** 3:24pm via HootSuite
What Content Marketing Can Learn From Ironic Hipster Mustaches [ow.ly/aw5id](#) via @B2Community
- Jimmyrey** 3:24pm via HootSuite
Congrats to all those including my former employer (@SDL_social) on making the forrester wave free copy via

Mentions (lennyism)

- joelrubinson** 2:43pm via TweetDeck
thanks @jeffchecko: @GGFM @lennyism @MsDaniella @judah @joelrubinson a wise decision
- timchan** 1:56pm via HootSuite
Mkt research post - excellent pts. RT @lennyism: Survey Respondents Are People—Let's Start Treating Them That Way [p.ost.in/p/eg9PQx](#)
- bwatts** 1:38pm via TweetDeck
@lennyism Thanks for the RT!
[Show Conversation](#)
- Facecreation** 1:35pm via HootSuite
@lennyism glad you liked the article!
[Show Conversation](#)
- mdrezz** 1:03pm via Web
@lennyism Big brains and food 4 thought! #TMRT here we come!
[Show Conversation](#)
- ResearchNowUK** 10:34am via TweetDeck
Thx! RT @lennyism: RT @ResearchNowUK: Subscribed to our YouTube? 57 videos of interviews, demos, #mrx bootcamps & more [dld.bz/bxg4g](#)
- benleat** 8:27am via Twitter for iPhone
@lennyism thanks for the blog post Lenny!
[Show Conversation](#)
- julie1research** 10:09pm via Twitter for iPhone
@lennyism have a drink for me at #tmrt
[Show Conversation](#)

Direct Message (Inbox) (lennyism)

- northresearch** 4:11am
Thanks Lenny, that's good of you. Haven't come across Hootspx & no connections at others. I'll post my resume on your site. R U on LinkedIn?
- northresearch** 9:46am
Oh, senior client-side or agency or online testing (conversion optimization)! Please feel free to repost. Many thanks.
- northresearch** 4:26am
Thanks, that's good of you to say that. I didn't receive the end of your message but probably not going 2 conferences until I get a job.
- northresearch** 7:42am
I thought you might be interested in my latest post on system 1 thinking. [nealcole.tumblr.com](#) Many thanks Neal
- DavidValhalla** Apr 19, 11:58pm
Hey Lenny on subject of language. Pls tell NMR to highlight spelling deference UK/US behavio(u)r changes search hierarchy (reading list?)
- DavidValhalla** Apr 19, 11:39pm
Hi Lenny thanks4follow. Working on product inc BE but WITHIN a hybrid panel environment. Covered by NDA's so slow release. Mktg def %part.
- Brainzooming** Apr 19, 11:17am
Hey, if you see people looking for strategy & innovation speakers, don't forget to drop my name! Thanks!
- Brainzooming** Apr 19, 10:58am
Thanks for the RT Lenny! Looks like you're going to be speaking all over the world! Congrats! Mike

#mrx Search

- Diverseconsult1** 3:20pm via HootSuite
Gentle reminder: Survey Respondents Are People – Let's Start Treating Them That Way [bit.ly/JnRiE4](#) #mrx
- SSITweets** 3:20pm via web
Thnx for the mention! @oleandresen The #mrx Daily is out! [bit.ly/xhARGN](#) Top stories today via @SSITweets @QuirksMR @BFSingh...
- DanaFrench** 3:20pm via Web
@LoveStats I prefer 5 point survey questions. #MRX
- MDMktngSource** 3:10pm via TweetDeck
Agreed! RT @Edward04: so many "new MR" outfits promote the death of the survey. Objective?Hardly.Validated? Very little yet.tedious-yes #mrx
- Edward04** 3:09pm via web
so many self-promoting "new MR" outfits promote the death of the survey. Objective? Hardly. Validated? Very little yet. tedious - yes #mrx
- Local reports** **Globalspeak** 3:07pm via Tweet Button
The Social Aftertaste of Jack-in-the-Box's Bacon Shake [soc.li/Y46k3LG](#) #socialmedia #smr #mrx #jackbox #social insights
- LoveStats** 3:06pm via Buffer
5 point survey questions or 7point survey questions. What's your preference? #MRX
- Facecreation** 3:05pm via HootSuite
Consumer insights are evolving: The Death of Surveys and What's Next [ow.ly/svYt](#) #mrx #newmr
- The_Researchist**



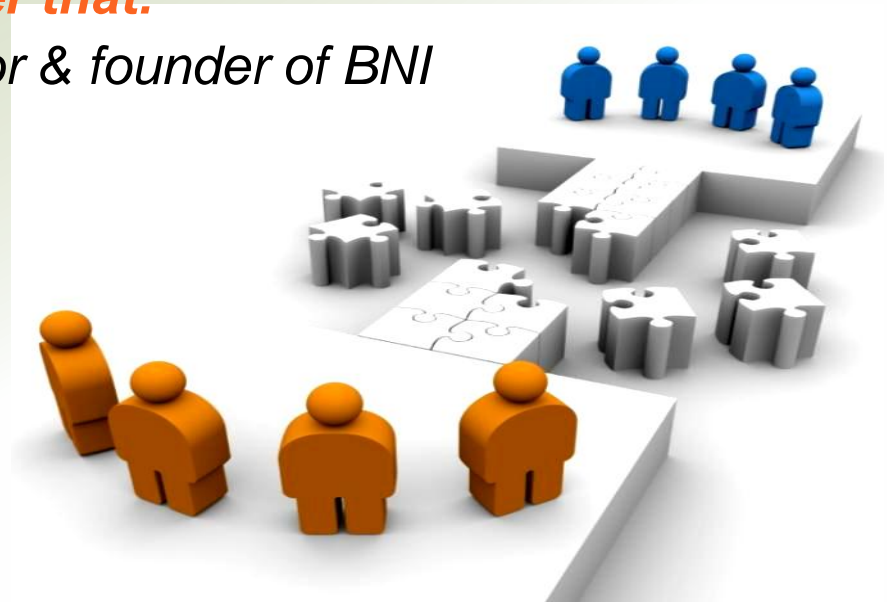
Building YOUR Social Brand



Social Media Is About Building Bridges

“Networking is not about hunting. It is about farming. It’s about cultivating relationships. Don’t engage in ‘premature solicitation’. You’ll be a better networker if you remember that.”

Dr. Ivan Misner, NY bestselling author & founder of BNI



Your Branding Strategy

- Who do you want to reach?
- Why?
- What do you want them to do?
- How can you help them?
- How will you know when you've succeeded?
- What are your current marketing goals?



Where Are Your Key Influencers?

- LinkedIn
- Facebook
- Twitter
- Flickr
- Pinterest
- Amazon reviews
- Google+
- Forums



Building A Profile

- Use consistent, friendly, professional profile photo
- Your face
- No kids or pets
- Create consistent one-line bio
- Create consistent one-paragraph bio
- Use www.knowem.com to save name across SNS
- Capture your name, brand, or as close as you can get to it.



Building Presence

➤ Blogs/podcasts

- Post thoughtfully on a regular basis on relevant topics
- Comment on relevant blogs
- submit podcast comments

➤ Facebook

- Like
- Comment
- Join Facebook events
- Share Facebook events
- Invite more people to Facebook events

➤ Twitter

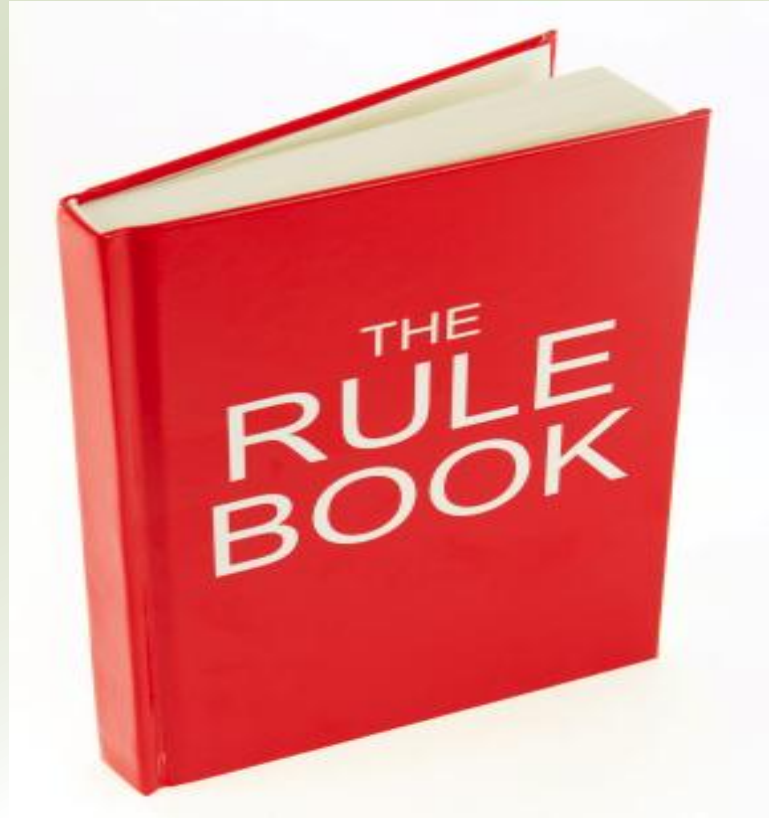
- Re-Tweet relevant, useful content
- Reply promptly
- Twitter events with hashtag
- Participate in Follow Friday

➤ LinkedIn

- Comment on LinkedIn group posts/discussions
- Link your blog, twitter, travel schedule to your profile
- Like, comment, & forward posts



Social Media Branding Rules



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The Dynamics Of Influence

Find a POV.

Sharing is good karma. Actively try to support others and share their content.

Quality content is King when it comes to social media. Actively create or support others who create engaging and interesting content.

Transparency and openness is the foundation of social trust.

Social reach is driven by 1 -4; your network will expand and to an extent become viral if you focus on those points.

Influence is a by product of content and reach. It's also a responsibility. People trust you, so work hard to reward that trust.

Each day is a new opportunity to do more for others. It's called "social" media for a reason so learn to play well with others.

Brand equity is proportional to financial opportunity.

The Formula For Success

[[C (content) x S (sharing) = R (reach)]
x [T (trust)]= I (influence)]
+[CF (customer focus)]
= SBE (social brand equity)



Thank You!

Leonard Murphy

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Skype: lennymurphyhr

