



2014 Global Summit for Women
Session: Technology Track

***Using Social Media Effectively to Market Your Business
Friday, June 6th from 4:15-5:30 p.m.***

**Regina Llopis
CEO
Group AIA**

Paris - France

June 6th 2014



Using Social Media Effectively to Market Your Business

INTRODUCTION: Who is Group AIA

Presentation

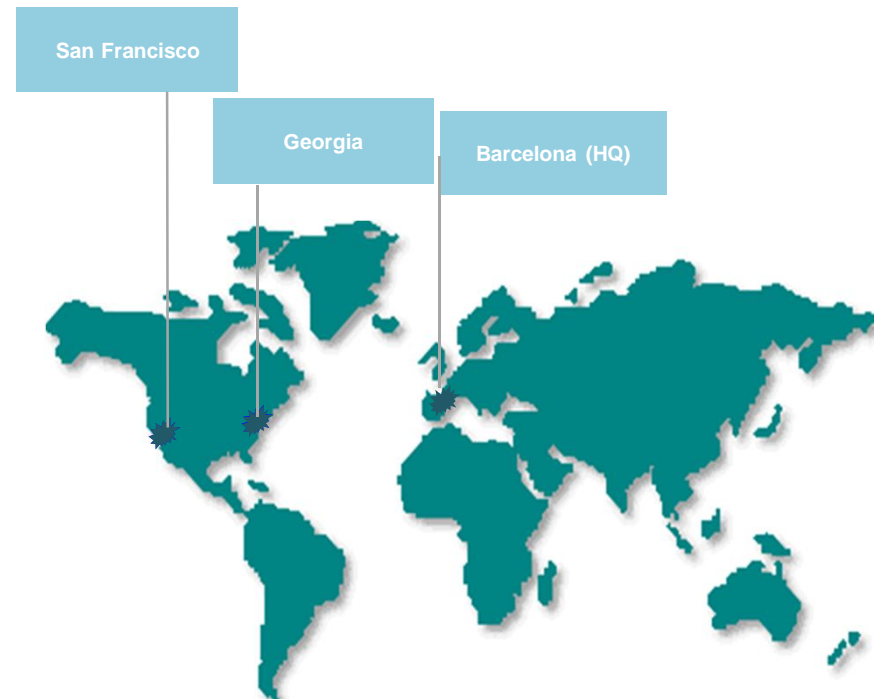
Group AIA (Aplicaciones en Informática Avanzada, S.L.) is a consulting and software engineering company.

We solve complex problems in industry and business, developing advanced software and extracting insight from Big Data, based on

- Intelligent Observation Systems and Data Analytics for knowledge insights
- Classification, prediction, optimization and simulation techniques
- Application of methodologies imported from Mathematics, Theoretical Physics and AI.

Grupo AIA's main objective is to produce quantifiable economic profit to its clients through innovation as a value proposition.

Presence



Group AIA Talent team has innovated in the area of Knowledge Discovery and Insight increasing value to its earlier work on Decision Support Tools for 25 years
BUILDING ALGORITHMS FOR A BETTER WORLD



- 1. Introduction to Social Media and Some Statistics**
- 2. Social Media Value Proposition**
- 3. Social Media Marketing & Company Growth Tools**
- 4. BIG DATA SCIENTISTS AND ANALYSTS: The Future**



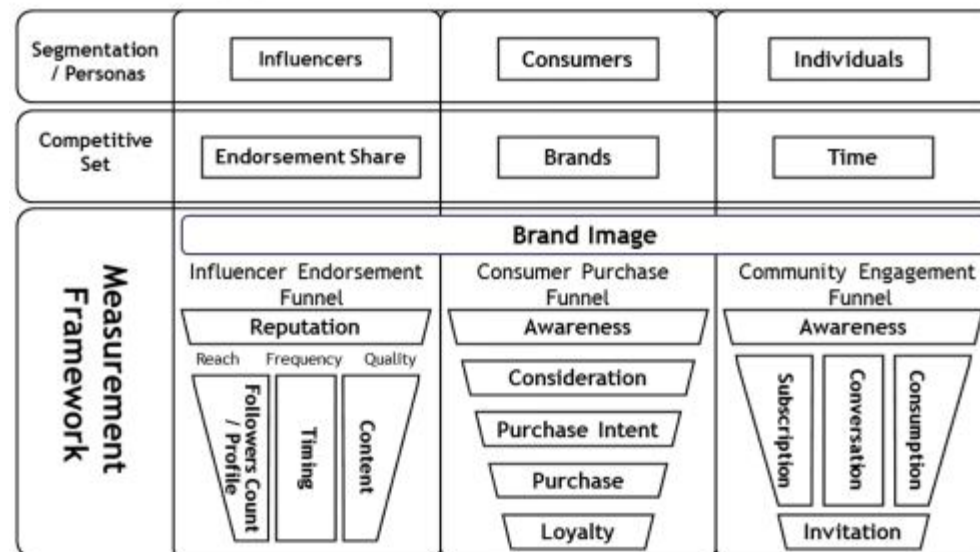
GSW 2014 *Using Social Media Effectively to Market Your Business* Introduction to Social Media and Some Statistics

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks....

Social media marketing refers to the process of gaining website traffic or attention through social media sites ...

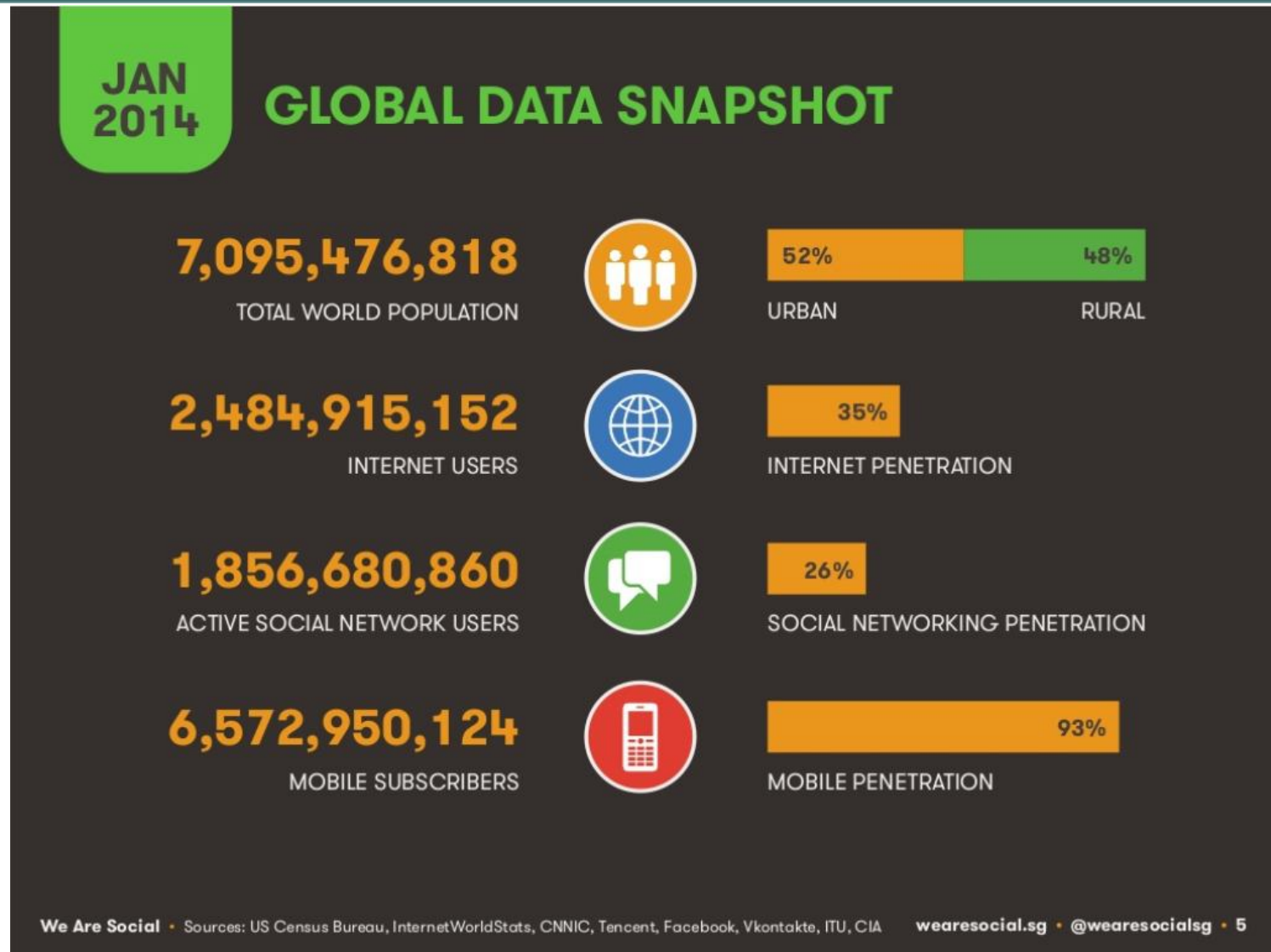
The media engagement framework is a strategic construct used by marketing professionals to understand the behavior of Social media marketing-based audiences ...

Media Engagement Framework



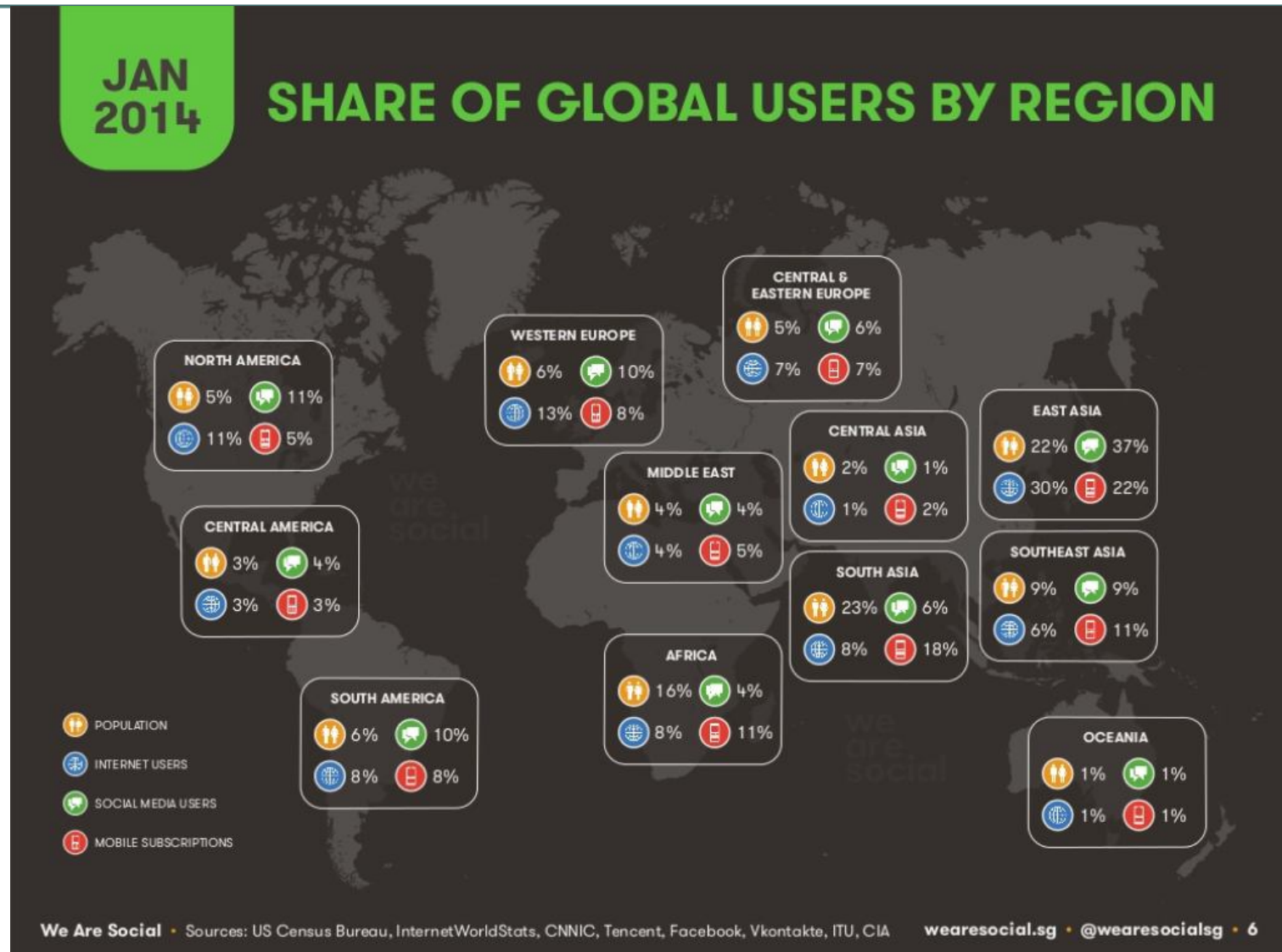


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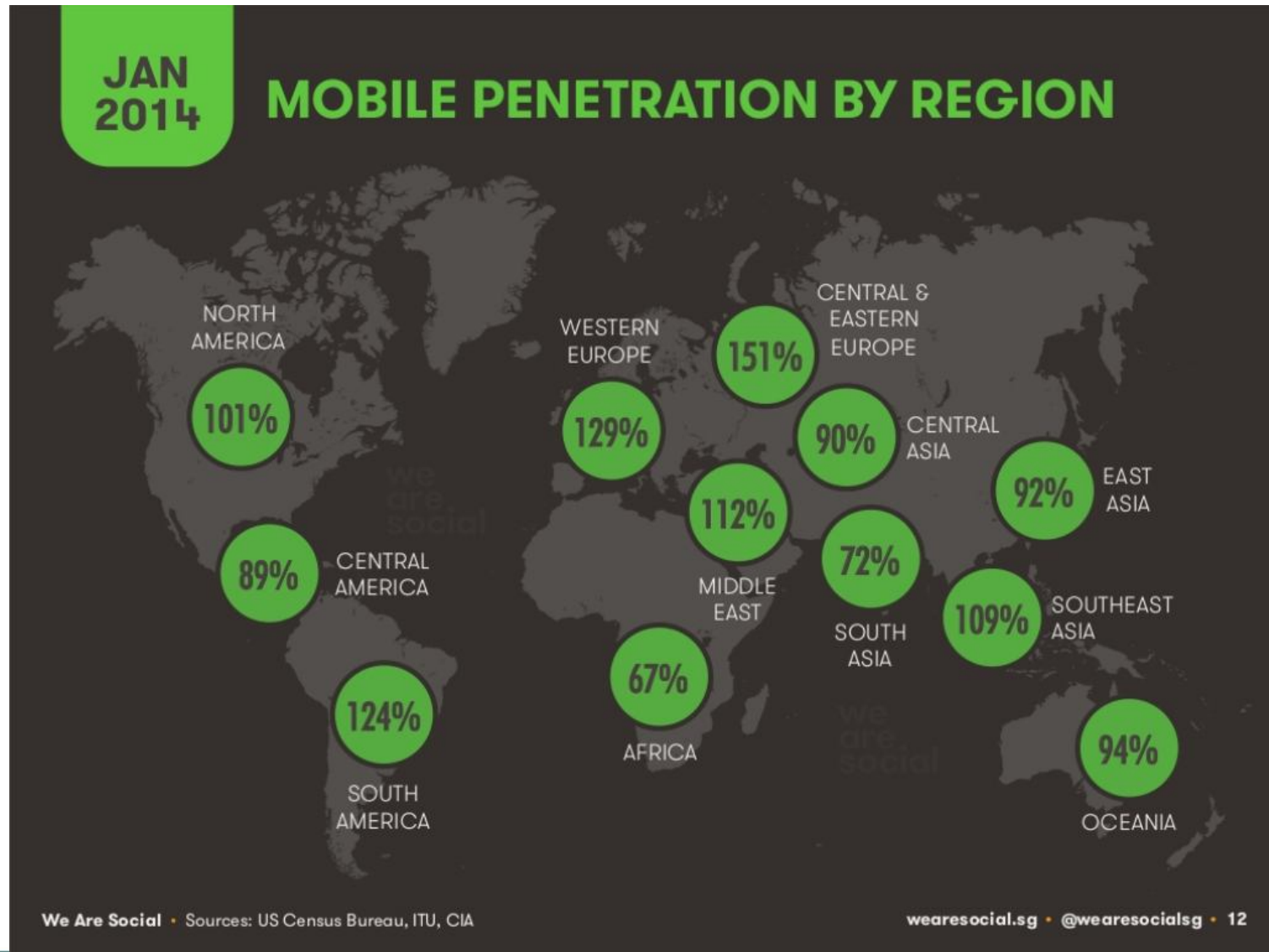


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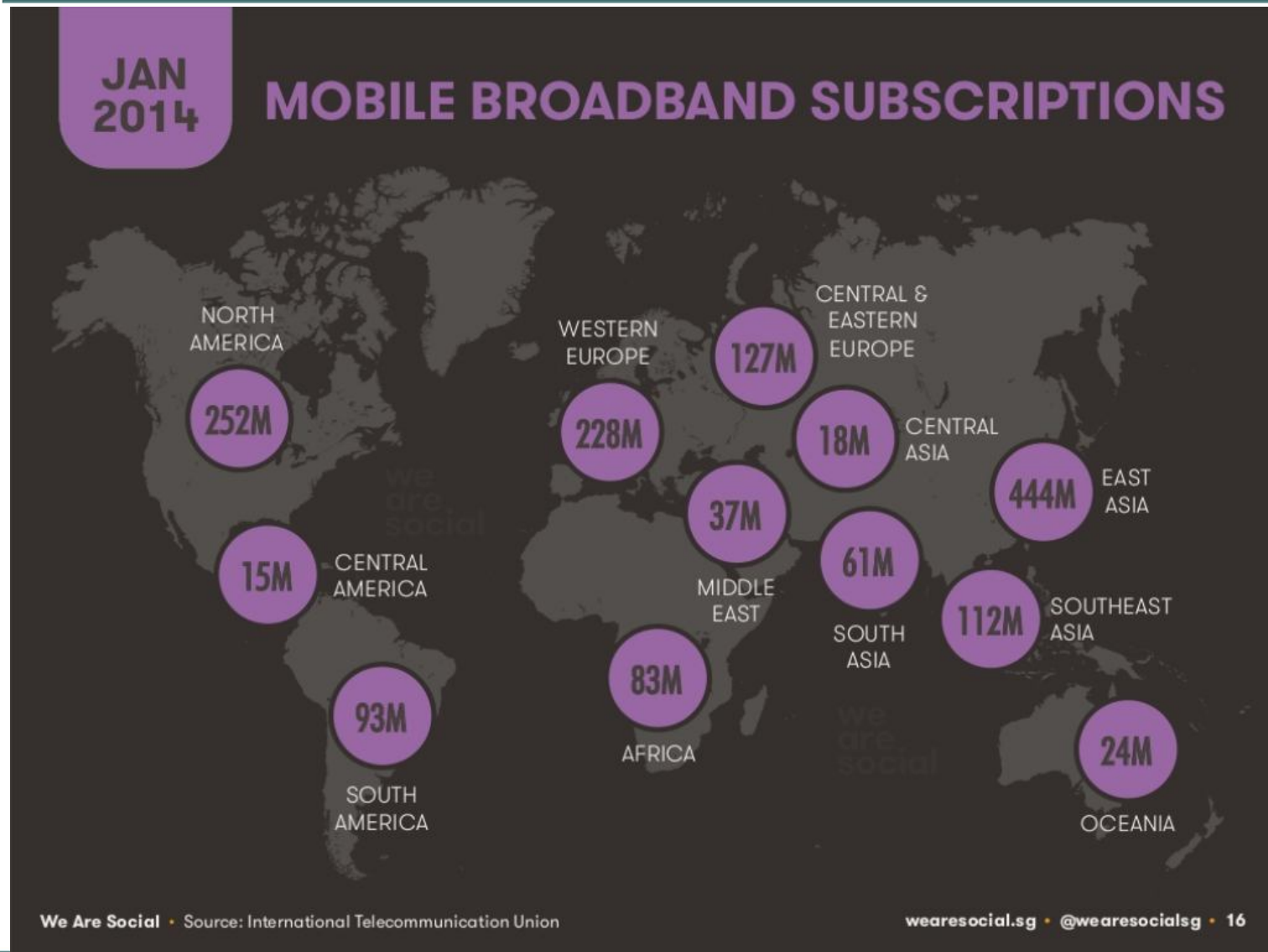


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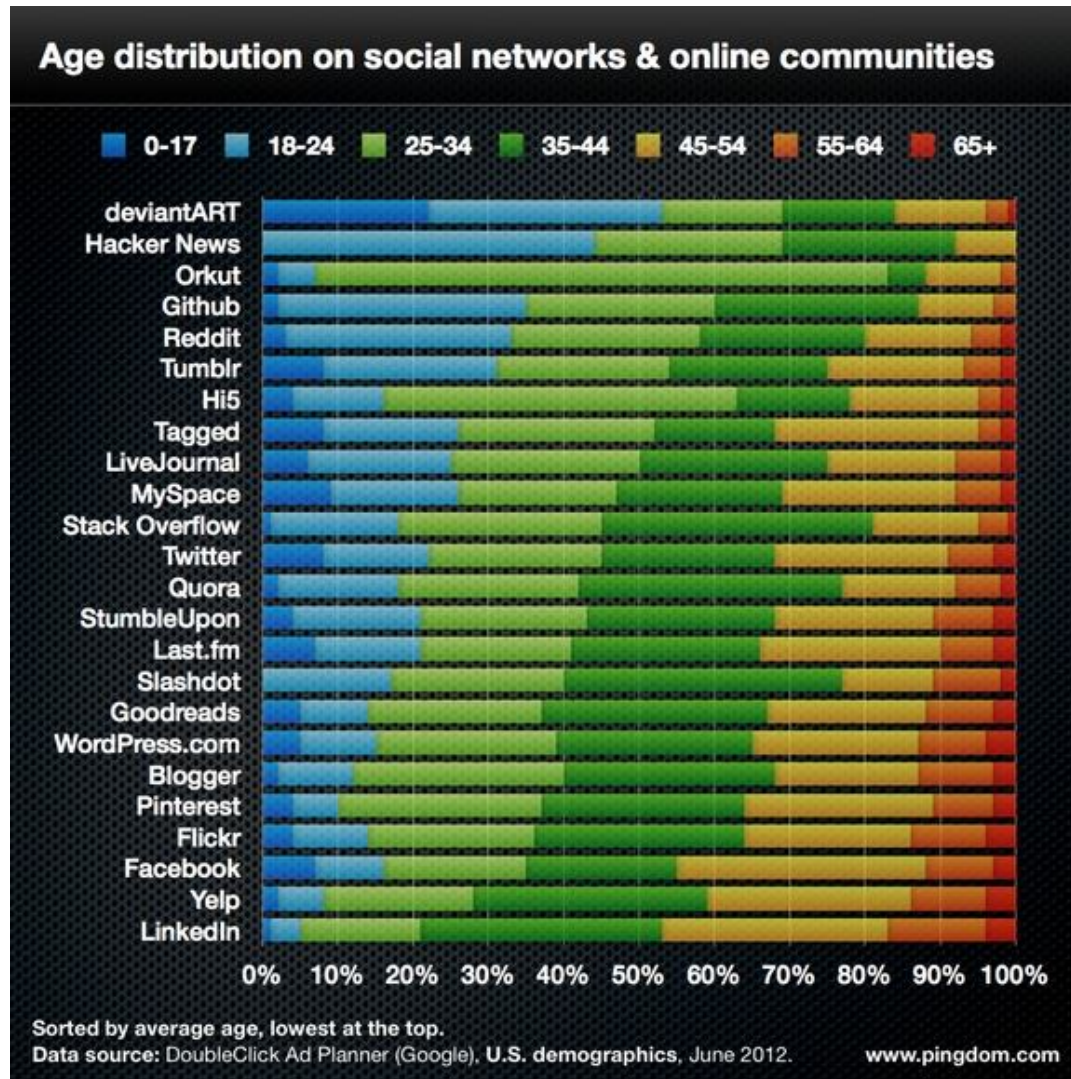


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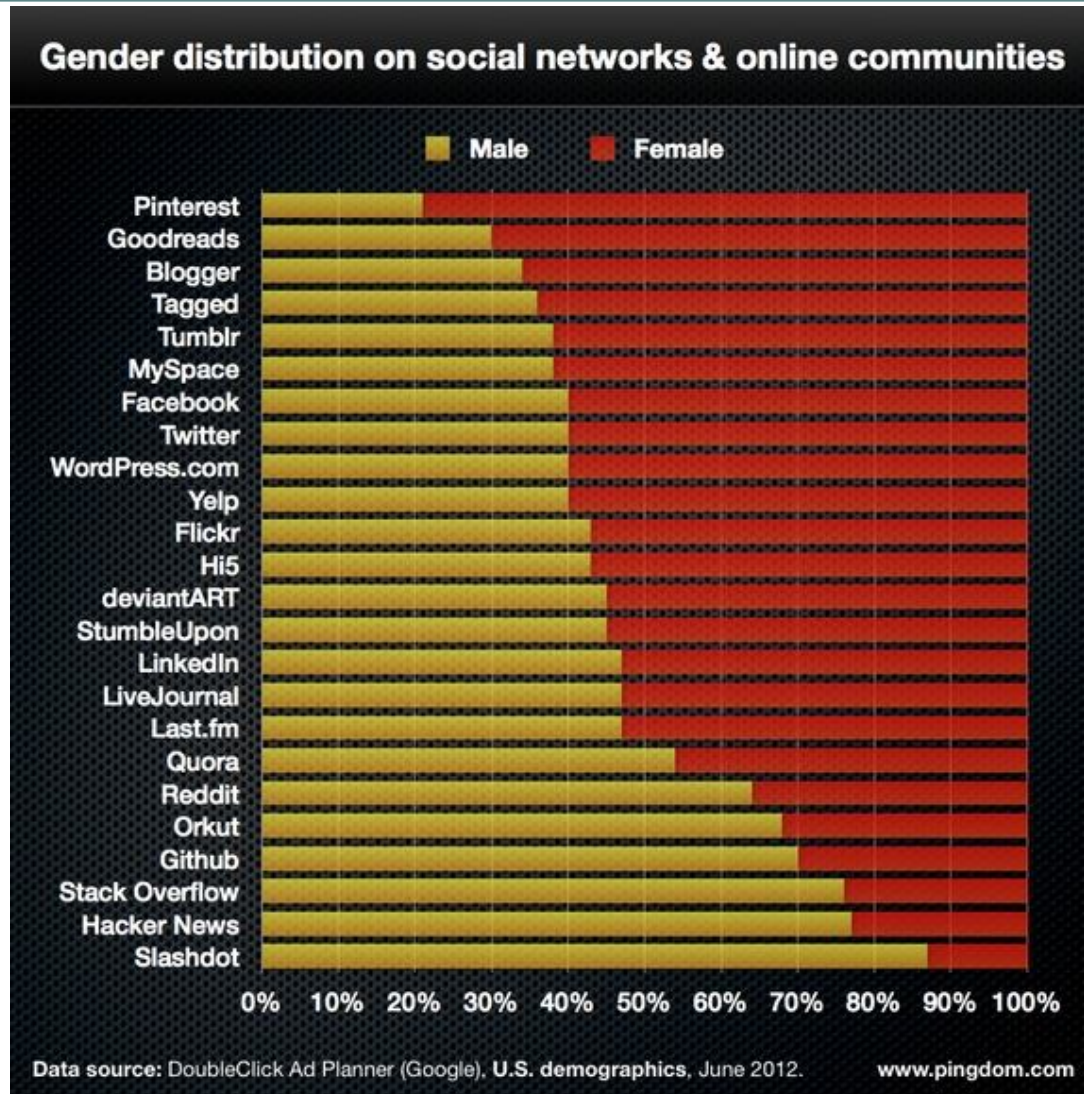


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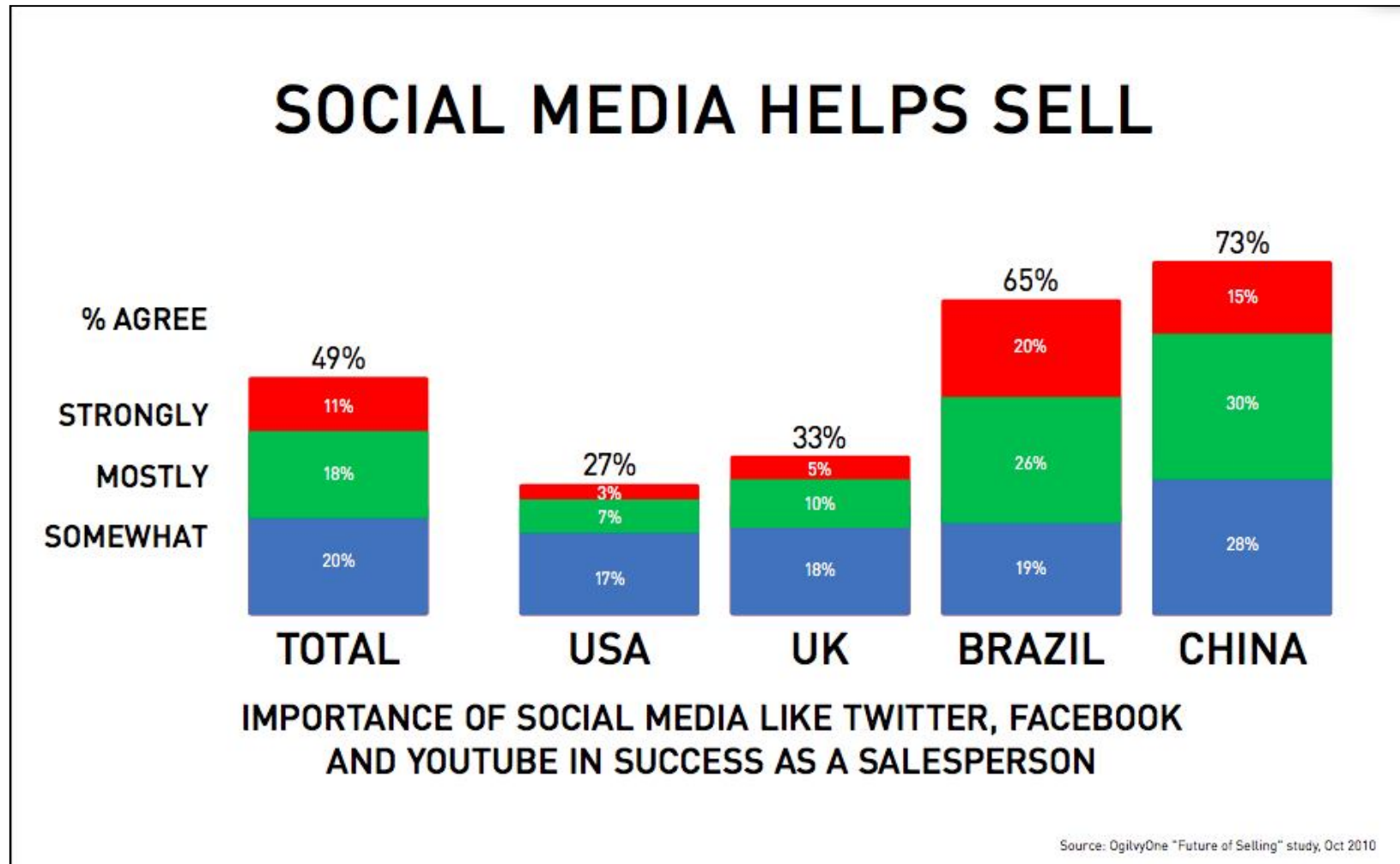


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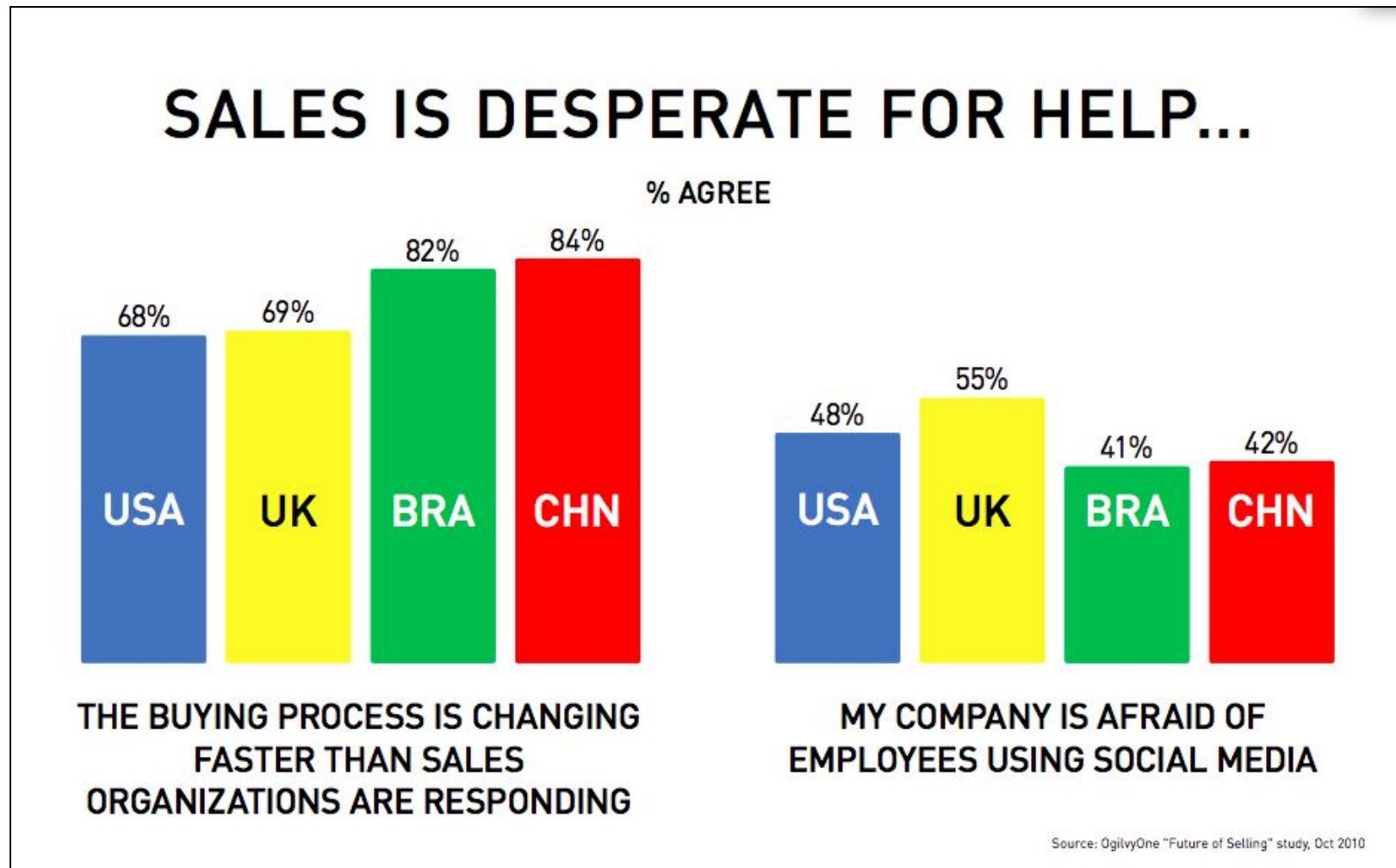


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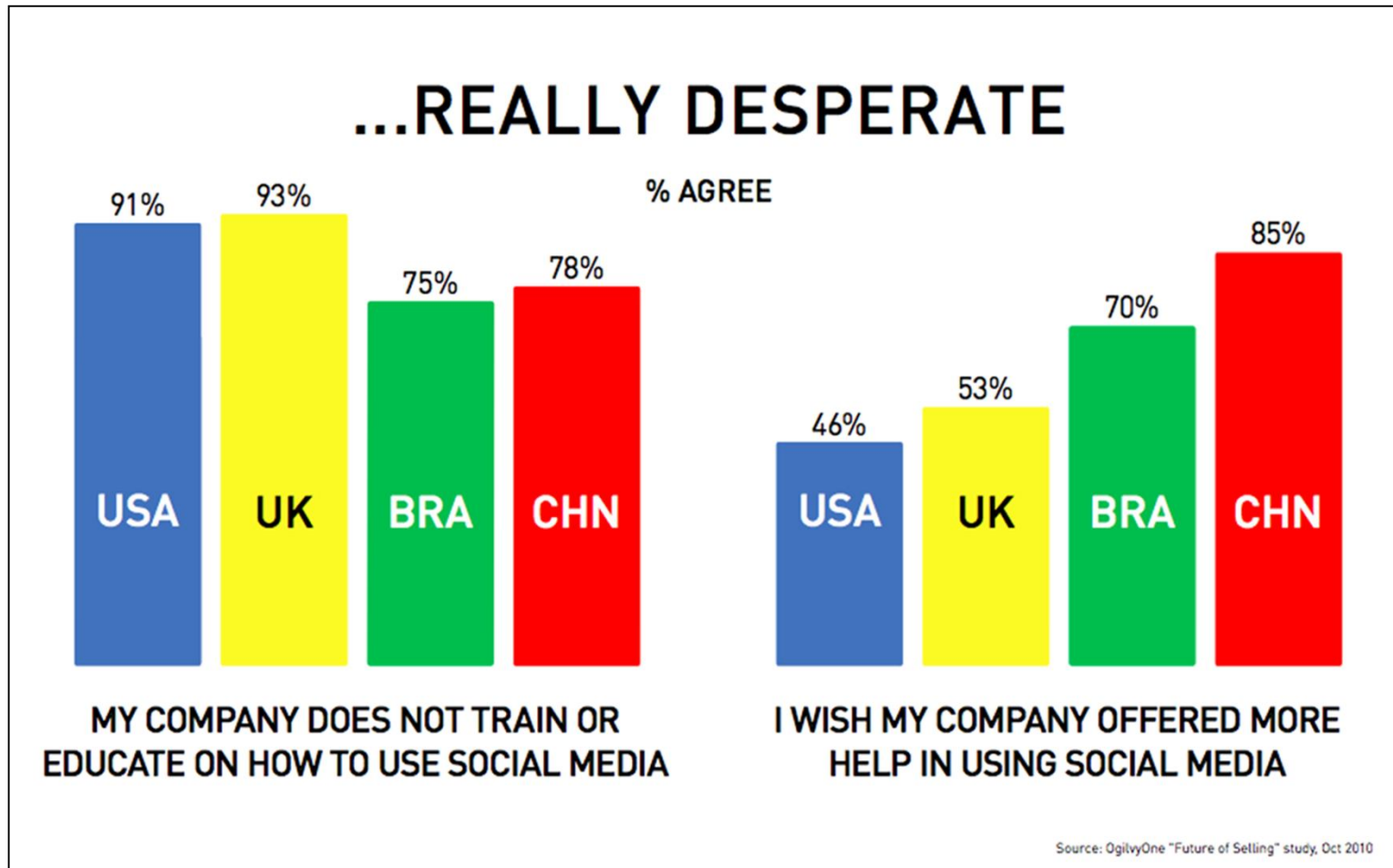


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SHOULD BECOME HISTORY





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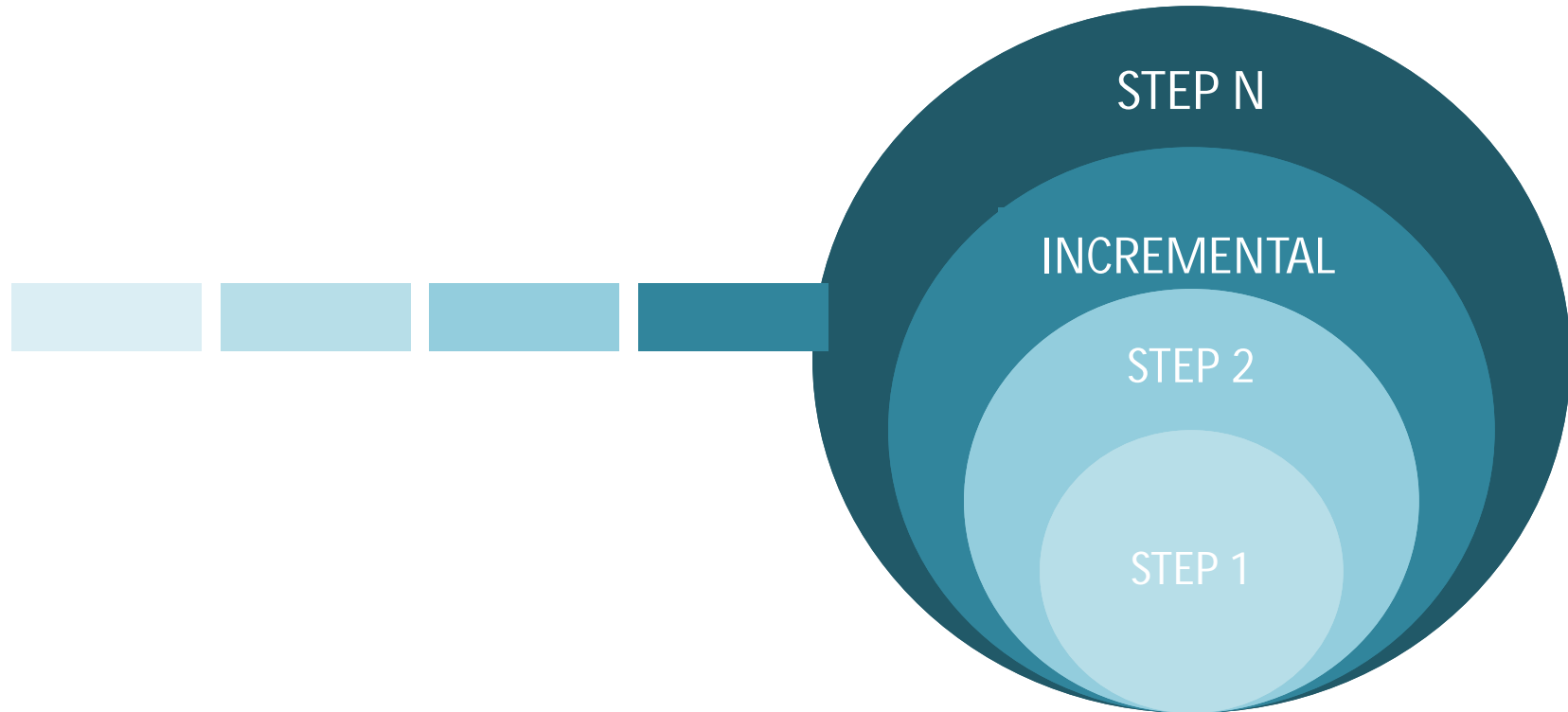
**Capitalize
& Grow**

**New
Channels**

**Knowledge
Transmission**

**Listening to
Blogosphere**

**Taking
Actions**





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**Capitalize
& Grow**

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**Listening to
Blogosphere**

**Taking
Actions**

- **Capitalize your Assets by Expanding Business in all possible dimensions and Grow**
 - Space: Geographically
 - Size : niche->main street->long tail
 - Depth: Create offering customer centric
 - Time: speed
 - Funds: Crowd-funding (Kickstarter, XXXX)

GoldieBlox- Engineering toys for girls - LAUNCH VIDEO11.mp4

Goldie blox (won the superbowl contest) www.youtube.com/watch?v=WnqLgbKKUjw



GSW 2014 *Using Social Media Effectively to Market Your Business*

Social Media Value Proposition

Capitalize
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New
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Taking
Actions

- Traditional Marketing Divisions no longer the Channel
- ENGAGE New Channels:
 - **BUILDING TRUST ON EXPERTS**
 - Stress and emphasize your Top Talent Team . Empower In-house Experts as SME (Subject Matter Experts) and thought and trend leadership creators in social media, step on their networks, allow them to tell THE STORY. (IBM study 33% - 14% 4k messages)
 - **BUILDING ADVOCACY OF CUSTOMERS & INFLUENCERS**
 - Customer Relationship Building by your SME's Proximity and Gained Trust, then driving Advocacy for your company by Influencers and Customers

<http://susanemerick.com/the-most-powerful-brand-on-earth/>



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 - **BUILDING TRUST ON EXPERTS**

The rise of heterarchical trust

62%

'somebody
like me'

43%

'CEOs'

36%

'Government
Official or regulator'





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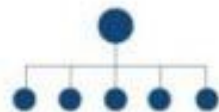
Jeremiah Owyang, an industry analyst at Altimeter Group, a digital strategy consulting firm, in 2010 spoke at the Word of Mouth Marketing Association Summit



10.8%

Decentralized

No one department manages or coordinates; efforts bubble up from the edges of the company.



28.8%

Centralized

One department (like Corp Communications) manages all social activities.



41%

Hub and Spoke

A cross-functional team sits in a centralized position and helps various nodes such as business units.



18%

Multiple Hub and Spoke ("Dandelion")

Similar to Hub and Spoke but applicable to multinational companies where "companies within companies" act nearly autonomously from each other under a common brand.



1.4%

Holistic

Everyone in the company uses social media safely and consistently across all organizations.

New Ones will be invented Topologies have no limits



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Social Media Value Proposition

Capitalize & Grow

New Channels

Knowledge Transmission

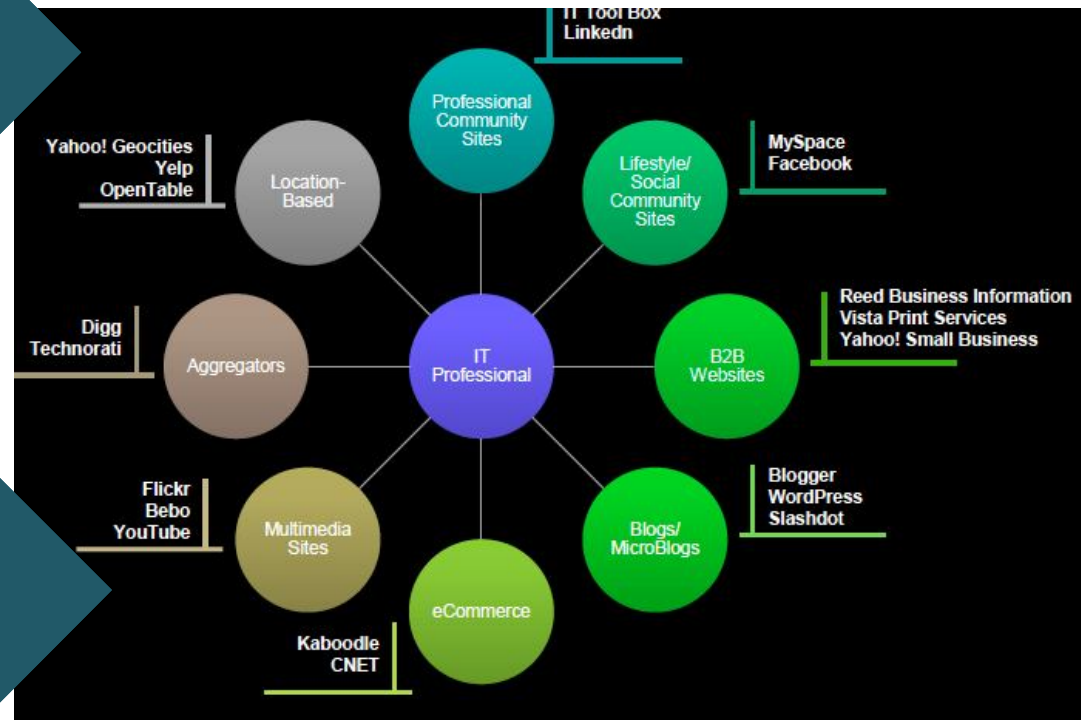
Listening to Blogosphere

Taking Actions

Mobile platforms no need for wi-fi on IOS devices: firechat by open garden using bluetooth

PLATFORM VARIETY & TOOLS FOR NEW COMMUNICATIONS CHANNELS HAVE EVOLVED

Pinterest, Vimeo and many more progress is continuous and incremental



Source: comScore 2008 Data



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**Taking
Actions**

- **Share relevant digital content on Company Information**

- Talent Team and Experts
- Services
- Company
- Users Conferences
- New Letters

- Products
- Innovations and Research
- Forums
- Blogg, Linked-In and other social networking elements

- **Share objects as vehicles for the content**

- Story Telling
- Podcasts
- Web seminars
- Virtual events
- White papers
- Videos
- Presentations
- Photos



GSW 2014 *Using Social Media Effectively to Market Your Business*

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**Listening to
Blogosphere**

**Taking
Actions**

Listen to the blogosphere, and capture all relevant associated data with multiple goals

- Sentiment Analysis and knowledge extraction to allow when reputation is at stake for immediate action, as well as increase our knowledge on impact of our strategies
- To empower discovery for new clients or products opportunities (Big Data Analytics and insights), increasing innovation and prospects as well as fast acceptance, and testing framework for acceptance
- To discover effectively and enlarge insight on competition evolution as well as on potential partners and collaborators



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Social Media Value Proposition

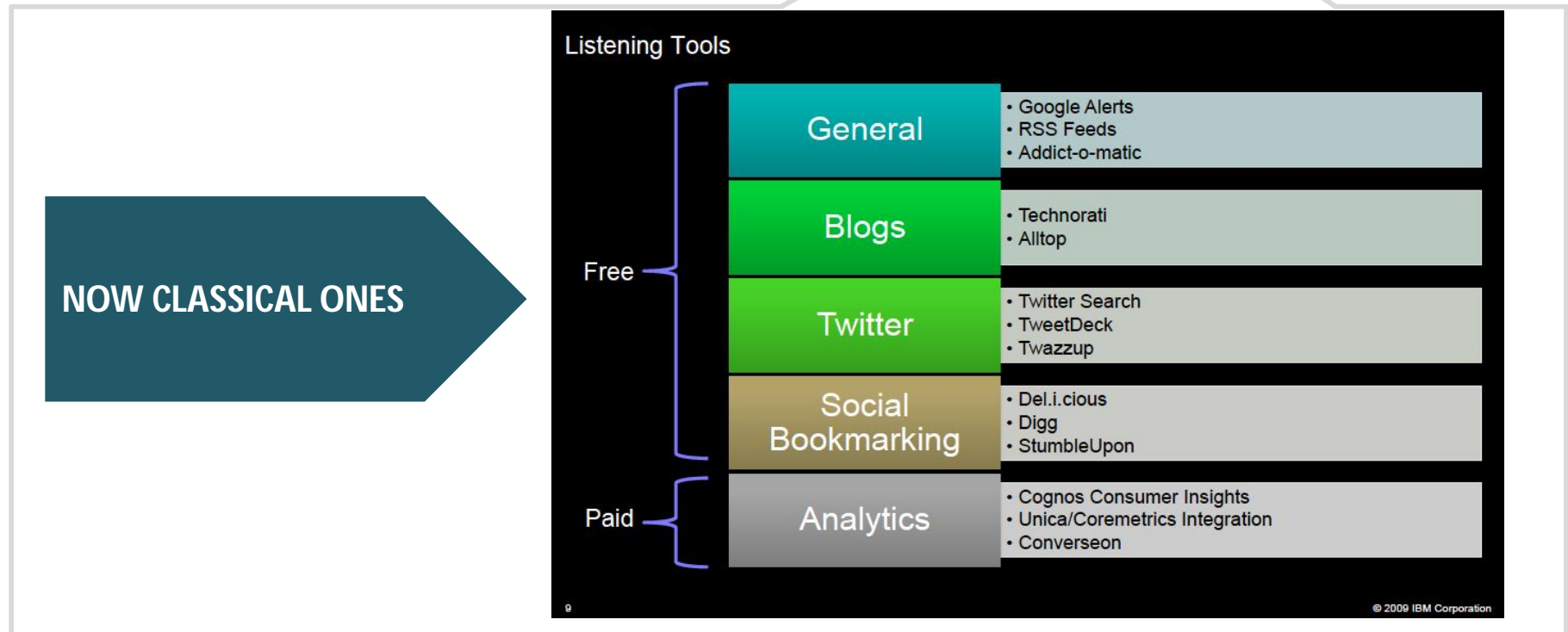
Capitalize & Grow

New Channels

Knowledge Transmission

Listening to Blogosphere

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GSW 2014 *Using Social Media Effectively to Market Your Business*

Social Media Value Proposition

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Listen to the blogosphere, and capture all relevant associated data with multiple tools

– Sentiment Analysis and Impact measurement Tools:

- Pricey
 - www.sysomos.com SM Monitoring tool, Heartbeat, tracking conversations by gender, profession, geography,...
 - www.salesforcemarketingcloud.com gathers from Google Analytics, Omniture, Webtrends
- Affordable
 - [http://rs..peoplebrowser.com](http://rs.peoplebrowser.com) search by topic, brand , name, filters, and objects such as twitter conversations
- Pay & Free reports
 - <http://simplymeasured.com> monitors followers in twitter using Facebook Competitive Analysis and Klout Audience Reports
- FREE
 - www.sociapmention.com similar to google alerts taglines , sentiment on your brand is determined if positive neutral or negative.

– Other Tools

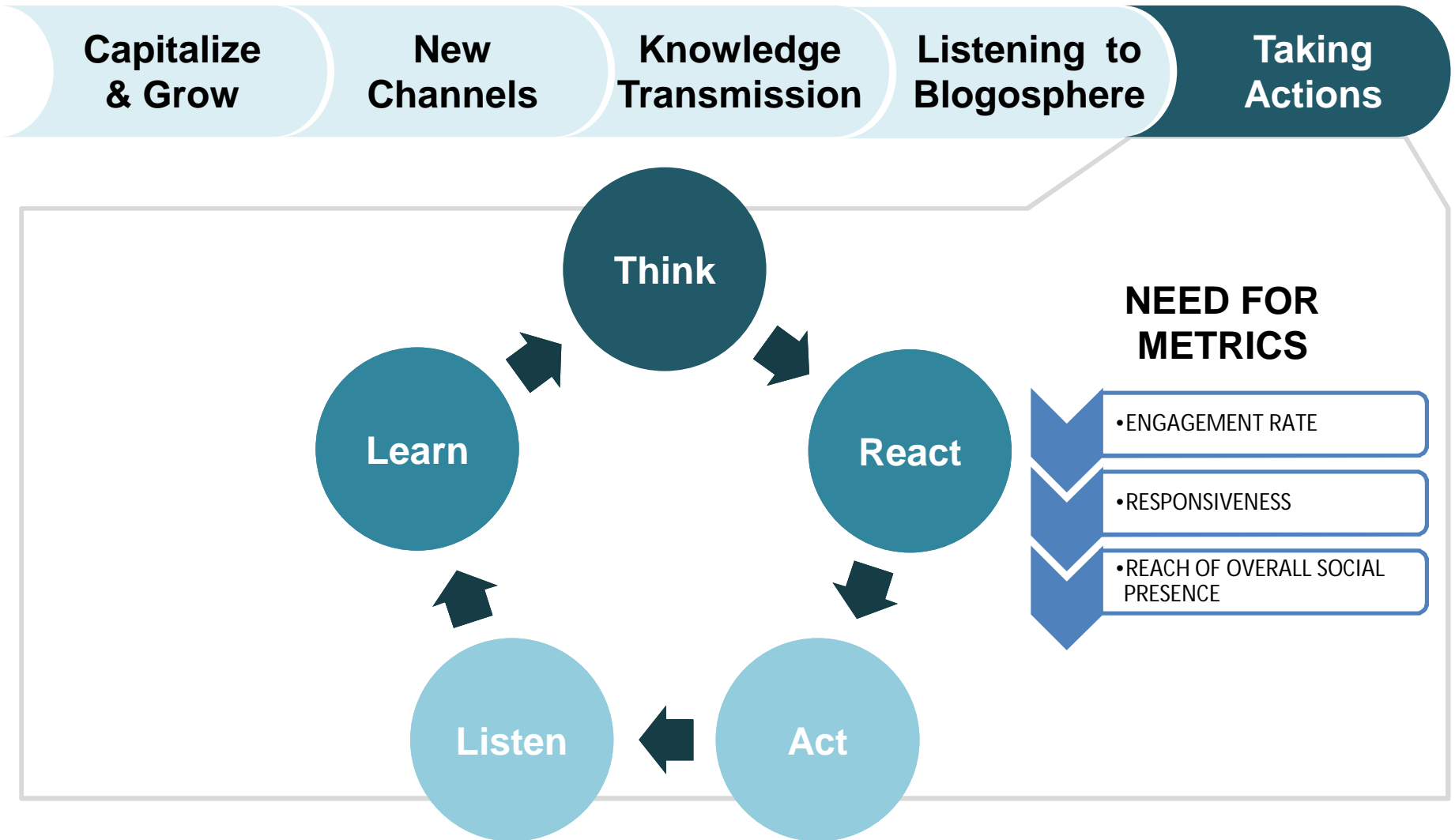
- **URL shortners** bitly.com, goo.gl,t.co,tinyURL, ow.ly,su.pr (message sizing limits solved)
- **SM Management tools** hootsuite.com, sproutsocial.com, bufferapp.com
- **Useful analytics** dlvr.it, peerindex.com, klout.com

NEWER
ONES



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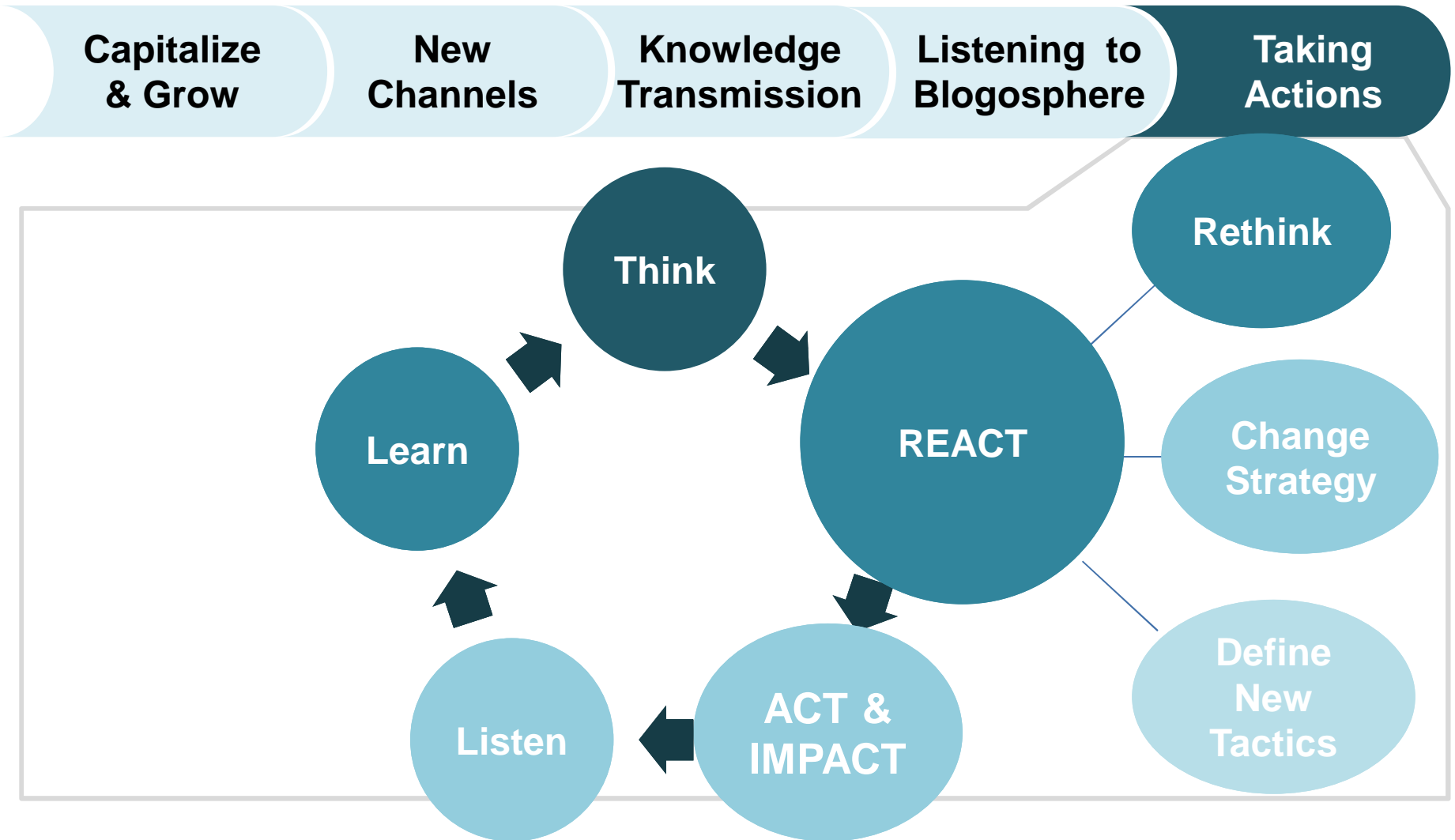
Social Media Value Proposition





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Social Media Value Proposition



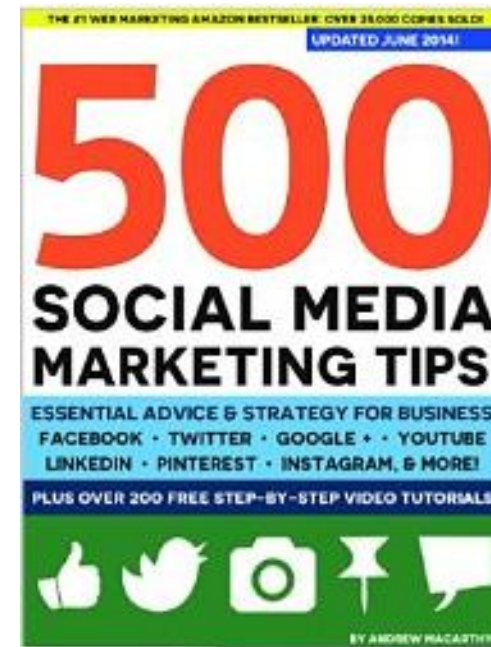
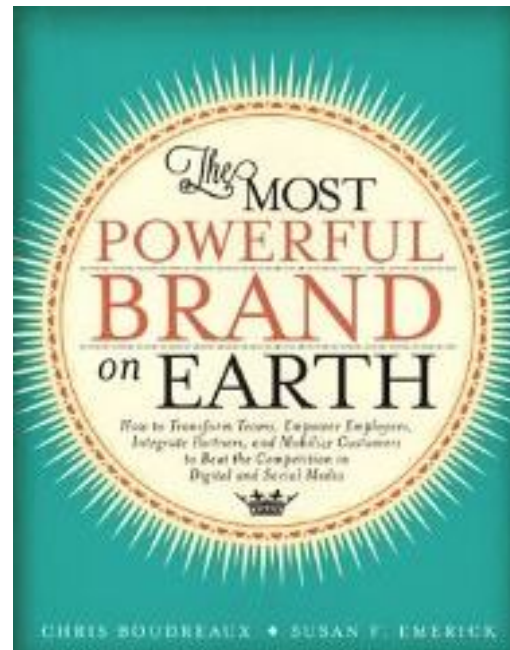
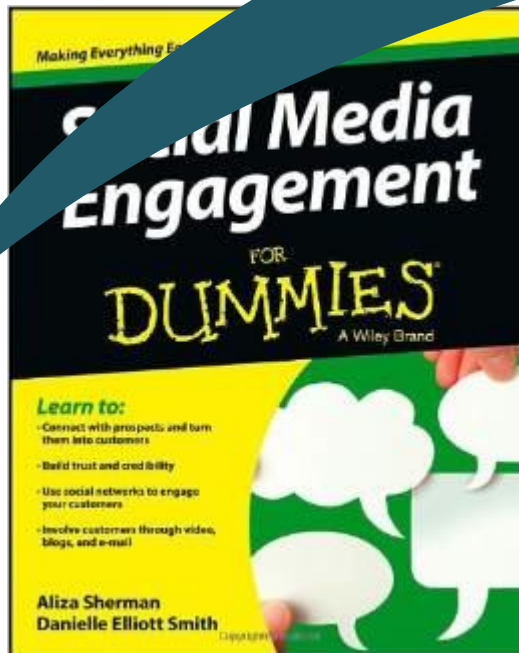


SHORTEST BIBLIO

**START
READING &
LEARNING**

**READ
SUCCESS
CASES**

**START
DOING AND
FIND BEST
TIPS**





Social Media Marketing & Company Growth Tools

Linked-in

Facebook

Twitter

YouTube

Blogs & Others

Platform	Platform Personality	Primary Communication Features	Sample Goals/Use Cases	Minimum Time Commitment Recommended
Facebook	<ul style="list-style-type: none"> Friends & family Personal interests Nights and weekends Catching up/taking a break 	<ul style="list-style-type: none"> Wall post – individual, page or group Status update Like 	<ul style="list-style-type: none"> Brand building Community building Product feedback Amplification 	Several posts per week, plus managing & moderating the community, incl. commenting on the posts of others
Twitter	<ul style="list-style-type: none"> 24/7 Real-time updates Trending topics Breaking news 	<ul style="list-style-type: none"> 140 character messages Shortened URLs Hashtags 	<ul style="list-style-type: none"> Newscasting Dialogue Amplification Help desk Event promotion 	For optimal visibility, tweet at least 3 times/day. You may need to tweet the same info multiple times
LinkedIn	<ul style="list-style-type: none"> Business networking Professional interests Business hours, Monday – Friday 	<ul style="list-style-type: none"> Group discussions Private messages Status updates Member to member messaging 	<ul style="list-style-type: none"> Networking Thought leadership Event promotion Community building Lead generation 	Several posts per week, plus managing & moderating the community, incl. commenting on the posts of others
Blogs	<ul style="list-style-type: none"> Thought provoking Informative Peppered cadence Personal or professional 	<ul style="list-style-type: none"> Self-published posts Comments 	<ul style="list-style-type: none"> Thought leadership Editorial content Interviews Technical information 	At least 1-2 blog posts per week. Spend the time to write a quality post, even if it takes 1-2 hours per post
YouTube	<ul style="list-style-type: none"> Fun/Entertaining Informative Searching for information Taking a break Short attention span 	<ul style="list-style-type: none"> Short videos Comments Like 	<ul style="list-style-type: none"> Product demos/tutorials Interviews Client testimonials Brand building 	Minimum 1-3 new videos per month in order to keep content fresh. Time/resources spent in production value need not be professional quality.

IBM SOCIAL MEDIA choosing_which_social_media_platform_is_right_for_your_business.pdf



Linked-in

Facebook

Twitter

YouTube

Blogs & Others

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

<http://www.pewinternet.org/2013/02/14/the-demographics-of-social-media-users-2012/>



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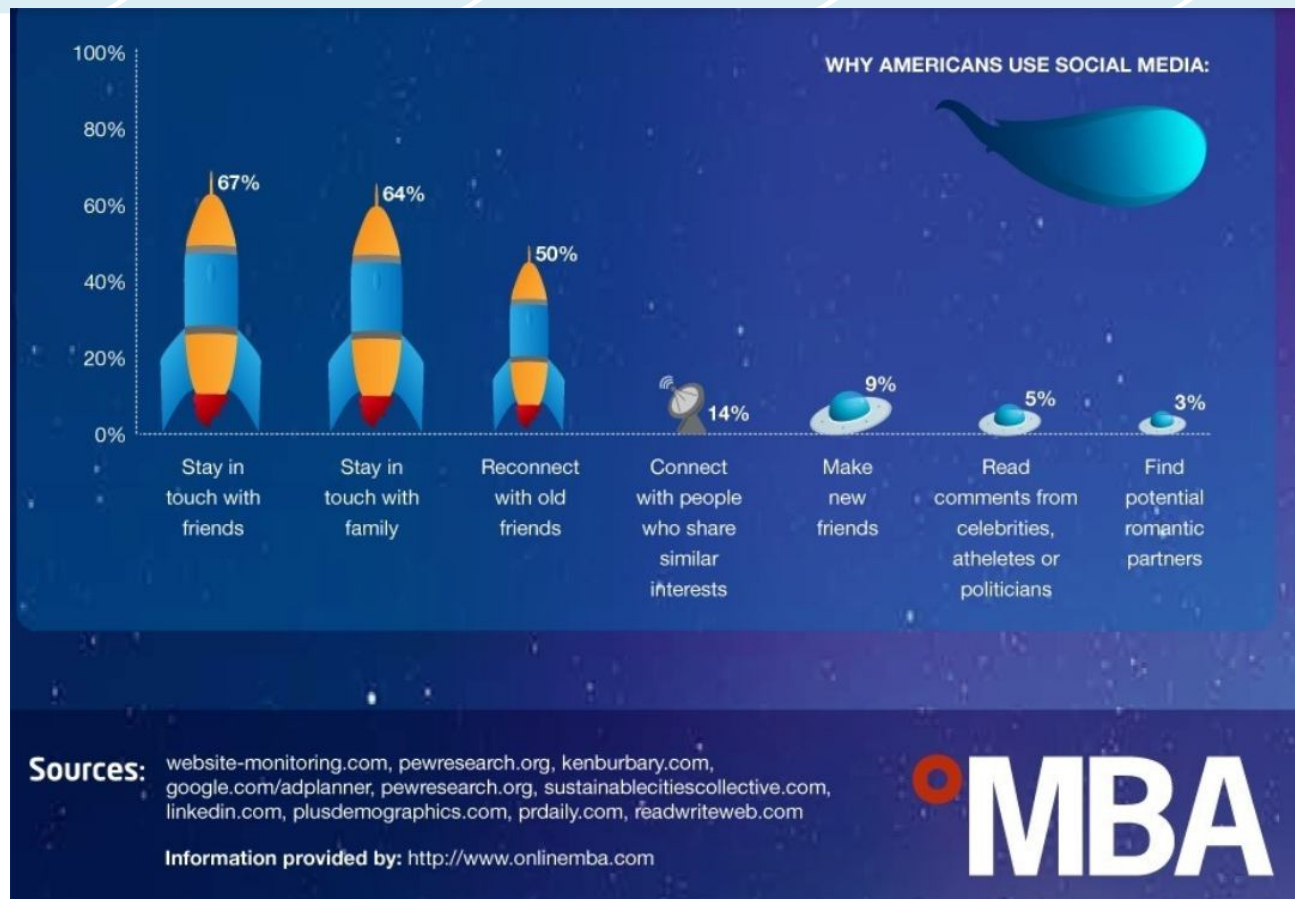
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YouTube

Blogs &
Others

A Case Study In Social Media Demographics

Over 66% of all adult online users are connected to one or more social media platforms. Use of these platforms and tools has been increasing steadily over the last 10 years, for both personal and business reasons.

Here we take a look at the statistics behind some of the most popular platforms:

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

SOURCE ON GRAPHIC OUTLINE ONLINE MBA



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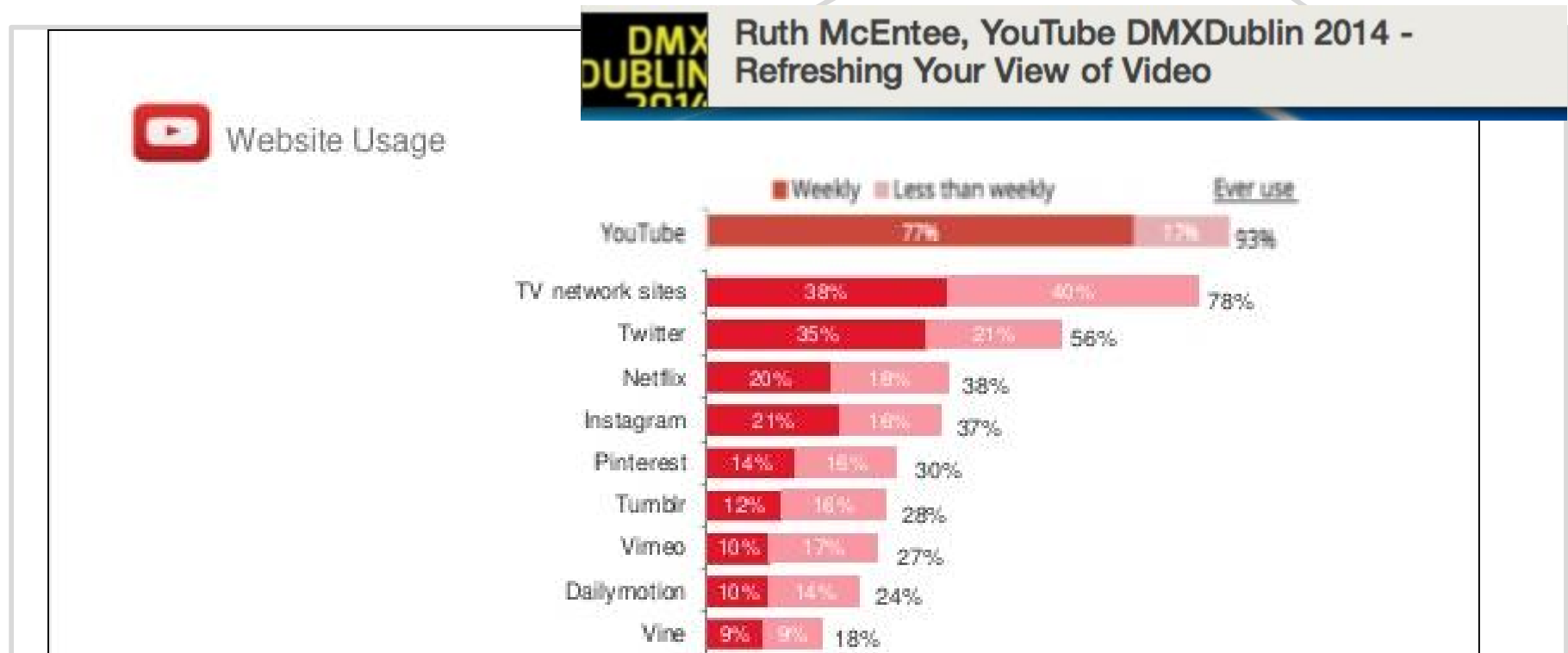
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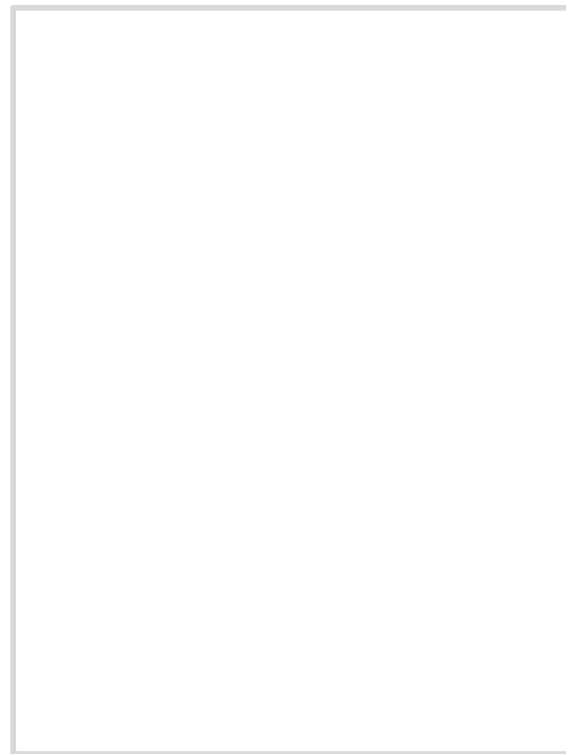
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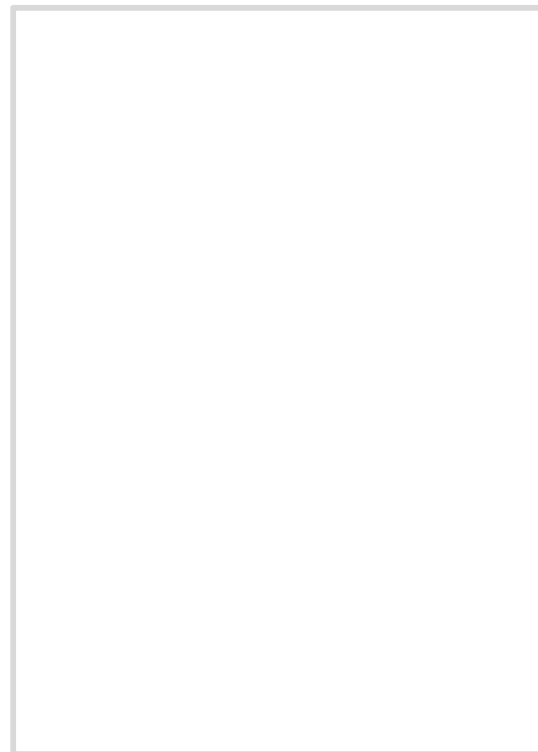
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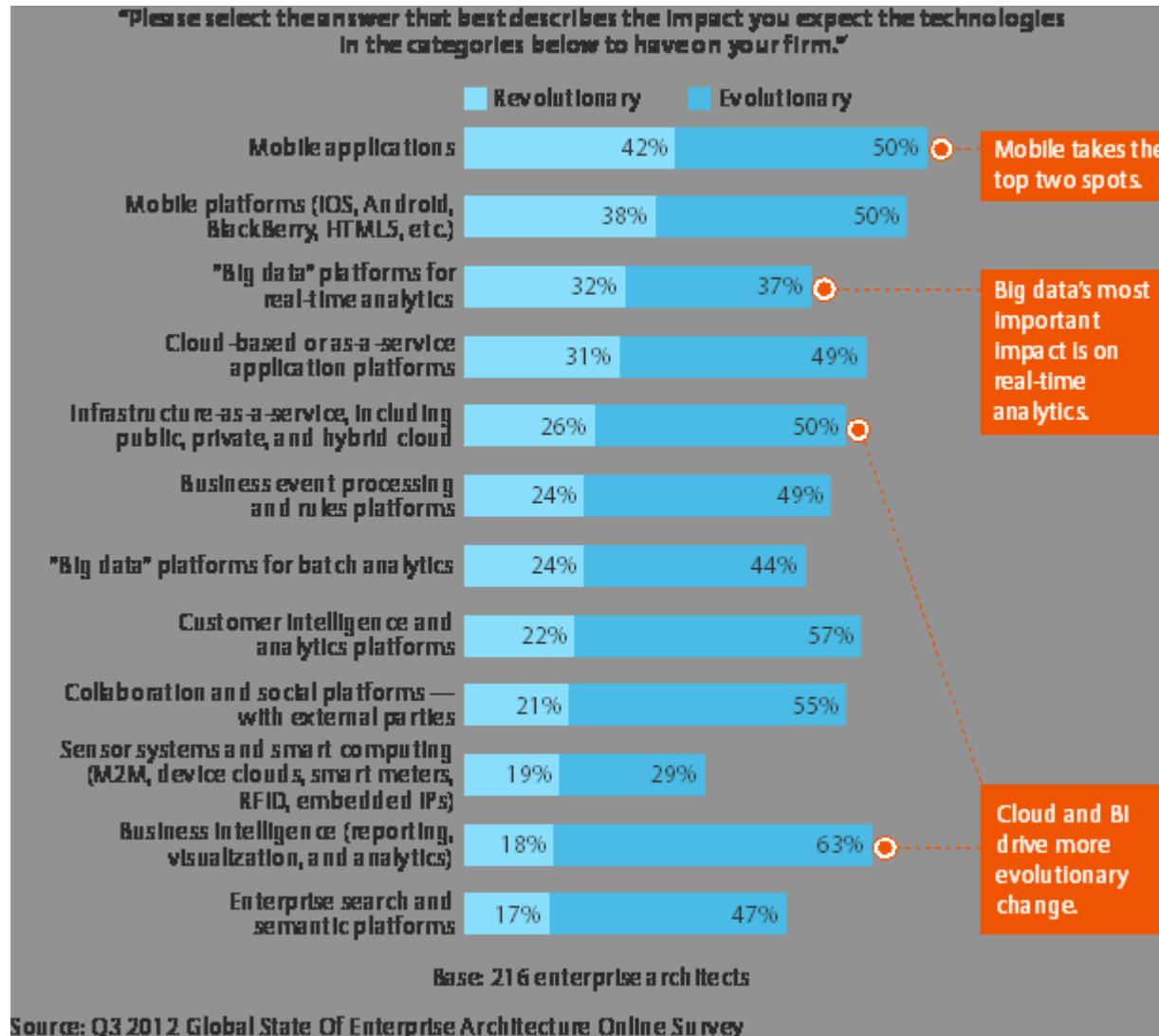
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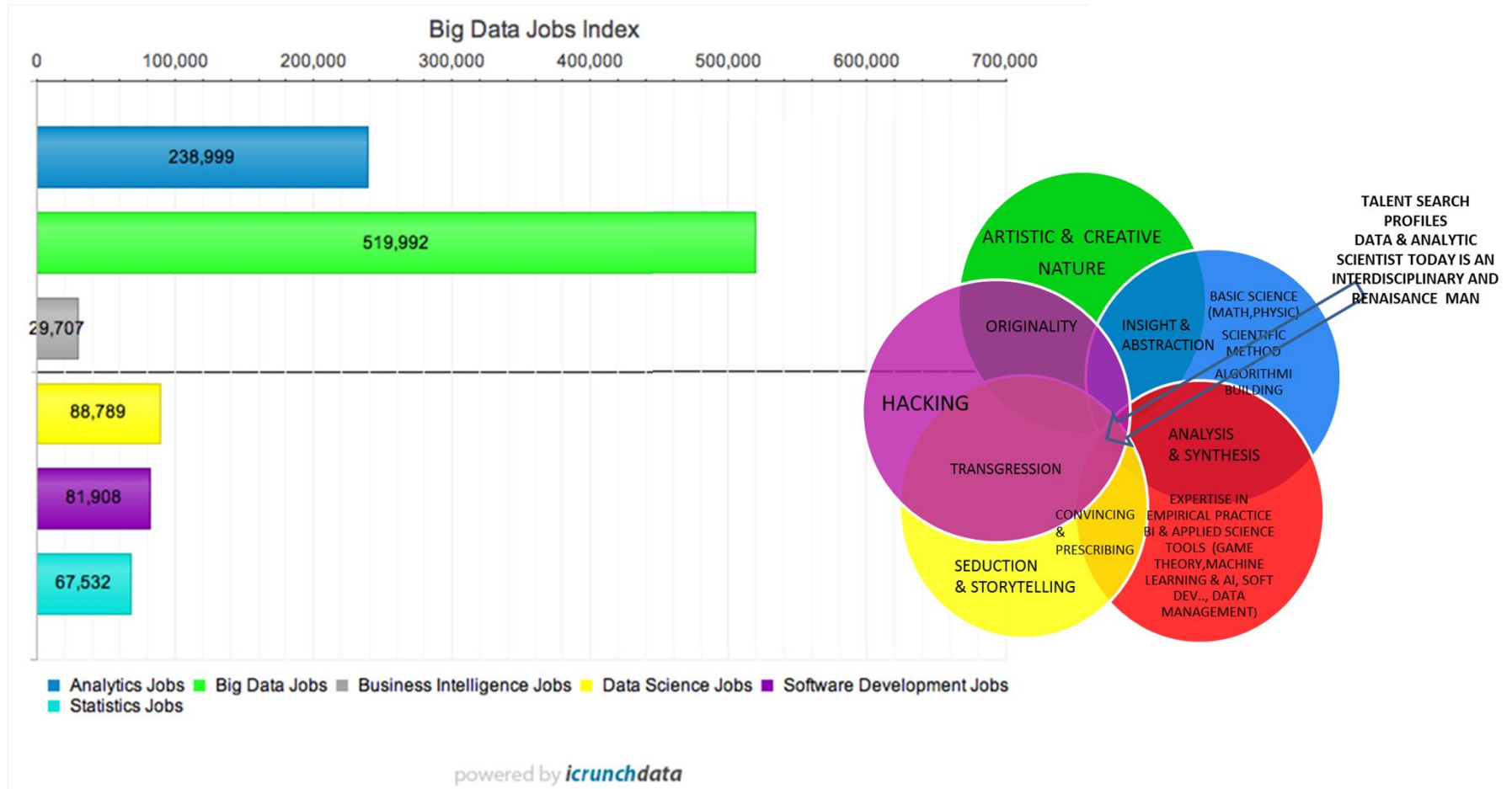
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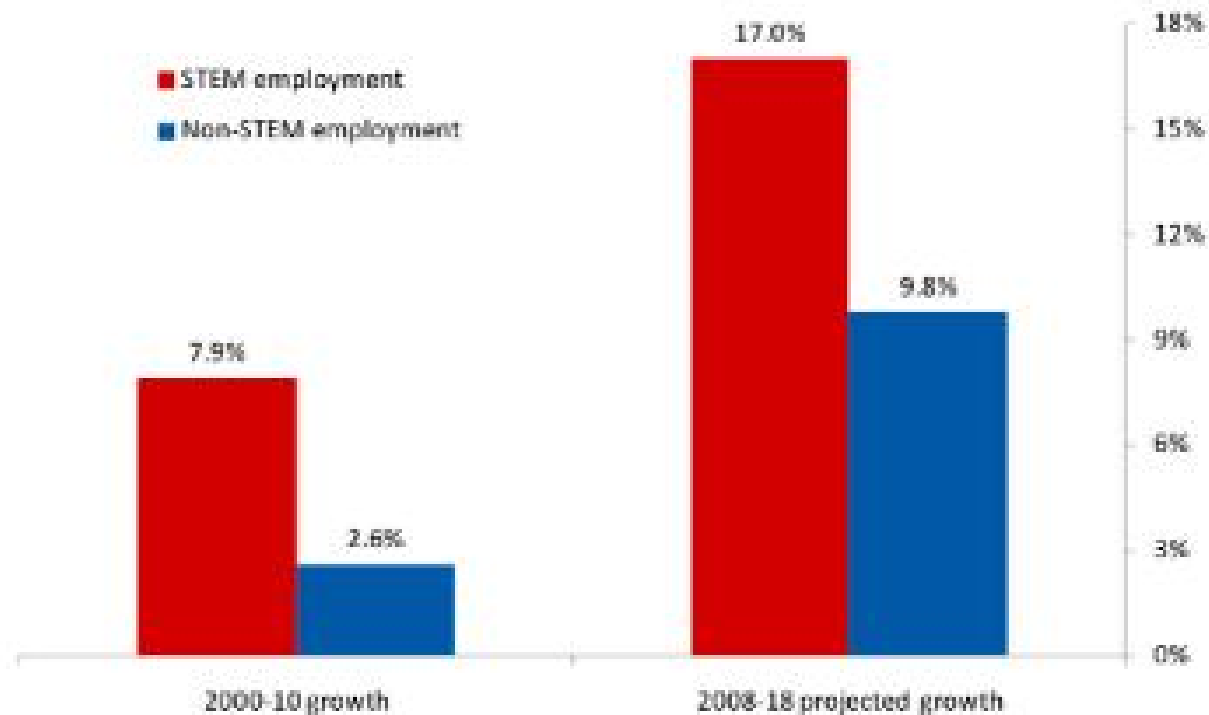
Scarcity of profiles and specially WOMEN





So **WOMEN** STEM engagement is an immediate priority

Figure 1. Recent and Projected Growth in STEM and Non-STEM Employment



Source: ESA calculations using Current Population Survey public-use microdata and estimates from the Employment Projections Program of the Bureau of Labor Statistics.



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U.S. Department of Commerce
Economics and Statistics Administration



33 PERCENT
Women who work in science, technology, engineering and math fields (STEM) earn on average 33 percent more than their counterparts in other fields.

www.whitehouse.gov

By
*David Langdon,
George McKittrick,
David Beede,
Beethika Khan,
and
Mark Doms,
Office of the
Chief Economist*

STEM: Good Jobs Now and for the Future

Executive Summary

Science, technology, engineering and mathematics (STEM) workers drive our nation's innovation and competitiveness by generating new ideas, new companies and new industries. However, U.S. businesses frequently voice concerns over the supply and availability of STEM workers. Over the past 10 years, growth in STEM jobs was three times as fast as growth in non-STEM jobs. STEM workers are also less likely to experience joblessness than their non-STEM counterparts. Science, technology, engineering and mathematics workers play a key role in the sustained growth and stability of the U.S. economy, and are a critical component to helping the U.S. win the future.

- In 2010, there were 7.6 million STEM workers in the United States, representing about 1 in 18 workers.
- STEM occupations are projected to grow by 17.0 percent from 2008 to 2018, compared to 9.8 percent growth for non-STEM occupations.
- STEM workers command higher wages, earning 26 percent more than their non-STEM counterparts.
- More than two-thirds of STEM workers have at least a college degree, compared to less than one-third of non-STEM workers.
- STEM degree holders enjoy higher earnings, regardless of whether they work in STEM or non-STEM occupations.



THANK YOU FOR
YOUR TIME



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