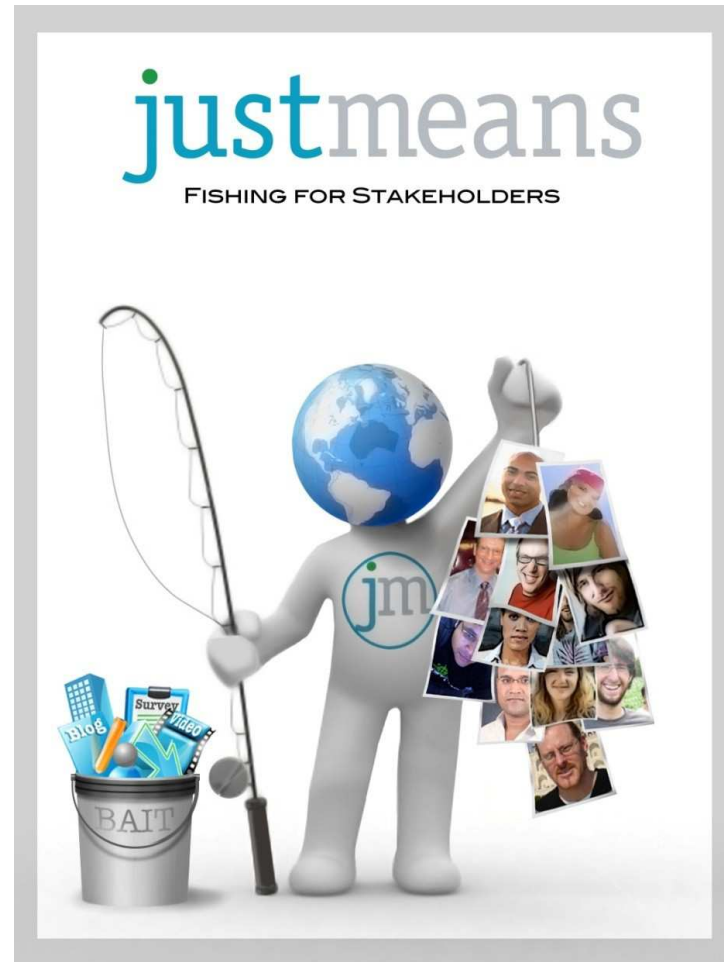


# Implementing Effective Online Strategies



Deb Berman, Justmeans  
@debjustmeans

# Traditional Marketing

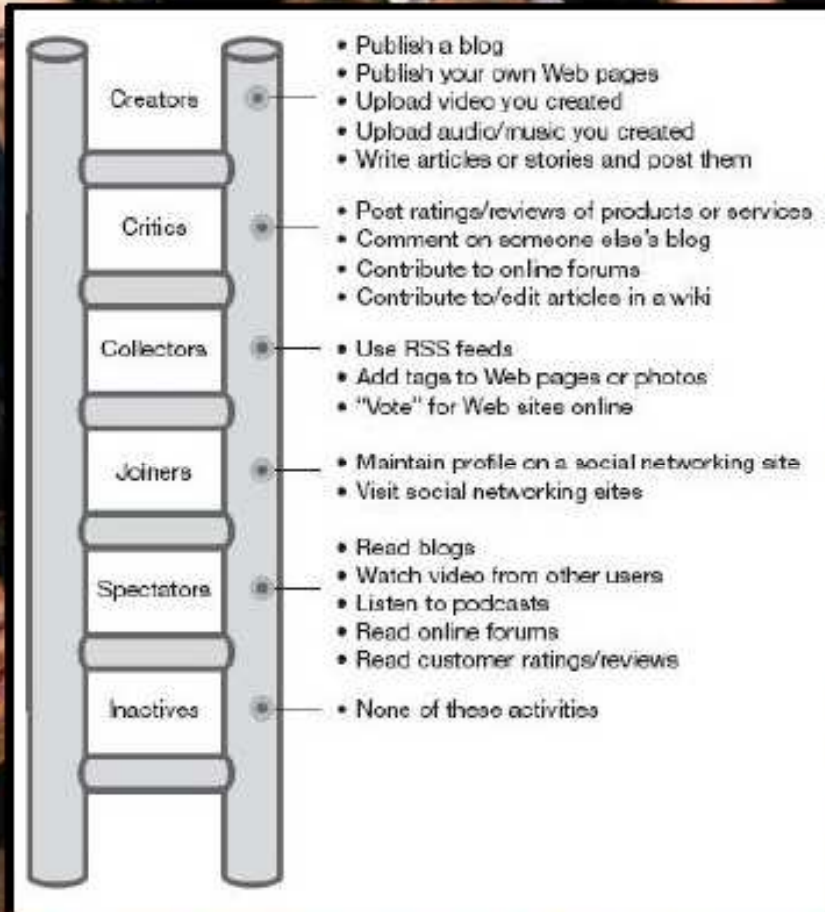


- Many eyeballs are 'captured' but there is little control over what happens next.
- Awareness? Consideration? Preference? Action?
- \$400 billion spent on traditional advertising much of this on TV.
- PR Still focuses on free press.

# Social Media Marketing

- 83% of consumers said they trusted recommendations from friends and acquaintances.
- More than half said they trusted online reviews from strangers.
- At the same time trust in traditional advertising continues to plummet.
- What does this mean? People trust social dialogue over traditional PR monologue.

# Demographics and Technographics



- Demographics.
- The Social Technographics Ladder.

# The How's Where's and What's...

What can social media be for your company?

**How** will you reach them?

Banner Ads  
Adwords  
Facebook Social Ads  
Social Networking  
Blogging  
Bloggernaughting  
Viral Video  
Viral Widget ...

**Where** will you take them?

Your landing page  
Your website  
Your Facebook page  
Your MySpace page  
Your blog  
A blog post  
Your video  
Your survey/widget

**What** will you ask them to do?

Donate cash  
Donate time  
Support your cause  
Sign up for something  
Attend something  
Join a community  
Buy something  
Say something ...

## Some Basic “just do it” Hints

1. Create Opportunities to Gather
2. Fire your 11 year old
3. Pick something, try it, track it

# 1. Opportunities to Gather

# Gather your Audience

- Consistent Social Media Marketing
- Consistent Newsletter
- Consistent Blog

Jm Search

Take a Tour of Justmeans

Justmeans' Marketing Tools [Learn More](#)

Keep updated on:

facebook

Search



**JustMeans** Three schools decide to do away with  
Justmeans · 8 hours ago · clear

Wall Info Join Justmeans Boxes +

What's on your mind?

Attach:

**JustMeans** are referring Emissions Tr



13 minutes

**JustMeans** children's no

8 hours ago via

**JustMeans** http://jm.ly/r

Yesterday

- Edit Page
- Promote with an Ad
- Add to My Page's Favorites
- Suggest to Friends

Welcome to the official Facebook page of Justmeans.

Better Business with Justmeans

Visit us at:-  
[www.Justmeans.com](http://www.Justmeans.com)

**Information**

Location:  
New York, NY, 10016

Phone:  
917-338-7831

twitter Login Join Twitter!

Hey there! **justmeans** is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? **Join today** to start receiving **justmeans's** tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)

**Jm justmeans**

<http://jm.ly/YKU20v> The White House is putting money into "think global, ACT local"

about 19 hours ago via API

Name Martin - Justmeans  
Location NYC  
Web <http://www.justme...>  
Bio Justmeans helps companies engage with people on issues of social responsibility using our simple technology tools.

9,271 following 9,866 followers 209 listed

Tweets 914

Favorites

Basic Account: Upgrade

Linked Home Profile

**Justmeans** Justmeans - Green

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Discussions

Recent Activity Recent Discus

Featured Discussion

**Top Three Corporate Social Responsibility (CSR) Principles to Live By**  
Author: Amelia Timbers  
Tuesday 9th February 2010  
By Kevin Long 21 days ago  
[Stop following](#) | 3 comments »

Featured Discussion

**Social Media and Stakeholder Engagement - London - Last chance for Early Registration**  
By Martin Smith 1 month ago  
[Follow discussion](#) | [Add comment](#) »

Featured Discussion

**Social Media for Sustainability Conference will focus on best practices at the intersection of web 2.0, stakeholder engagement and**

Per passenger mile, according to DOE.....  
17 days ago · 2 comments



**Caitlin Chock** commented on:  
**Conserve Energy With More Efficient Lights** - Justmeans  
"Hey Kevin,

Thanks for all the specifics on those! I know a lot of people get confused with all....."  
22 days ago · 4 comments



**Sarah Smith** started a discussion:  
**Social Media Aid: The New Normal in Disasters?** Marcia Stepanek | Tuesday 19th February 2010

# Create Opportunities to Connect

Home Features For Companies

- All uploaded media can be edited and is automatically archived for future use.
- All uploaded media can be tracked under "Track and Manage" tab.

Text Update Step 1: Upload a Video

## Embed or Upload Videos

Easily embed videos from Youtube and Vimeo

Upload your own videos and distribute out

Create an archive of your videos for future use

GET STARTED NOW

List Events - For Free!

Justmeans

Home Companies Editorial Jobs Events More...

What good work are you doing right now?

SHARE

140

News Feed Sarah + Following Live Feed

Justmeans Client News and Editorials

LIST YOUR EVENT

Free Event Listing:  
Post your event on  
Justmeans for free.

List Event

Mar 01  
Online Work  
Organizer:  
2 people are

Mar 02  
Call Today  
Organizer:  
1 person is

Mar 03  
Justmeans  
Organizer:  
3 people are

Editor



Juan Carlo Pascua  
Is blogging

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Manage your Twitter, LinkedIn,  
Justmeans, & Facebook accounts  
from one place.

FREE TOOL



(ED) Building and  
the energy lies at the  
energy efficiency. The  
efficiency, especially in  
and Atmosphere by  
oints can be awarded

READ THIS

in Cap and  
US? In  
2  
Sunday 28th

# Start the conversation



**Suzanne Fallender**

Researching best practices in CSR report assurance... anyone have strong feelings re: the benefits/costs of external 3rd-party assurance?

✓ Following

Share

Individual

0 tweet

8 March 2010 • Good



**Dave Stangis** 08pm March 09

Be sure to let us know which path you choose Suzanne :).

✓ Following



**Suzanne Fallender** 10pm March 09

I certainly will, Dave. Now gotta finish getting this report written so I even have something to assure :) thanks again, everyone - really ...

✓ Following

[View Full Comment](#)



**Wood Turner** 10am March 10

I direct ClimateCounts.org, and we score and rank companies on their publicly reported climate actions. After three years of scoring nearly

Follow

[View Full Comment](#)



**Laura Mansfield** 10am March 10

Hi Martin, I am really interested in the concept of public assurance for the large energy company - I would love it if you could let me ha...

✓ Following

[View Full Comment](#)



**Martin Smith** 10am March 10

Hi Laura et al, I will update all once this is public news and live on the site. We are currently planning launch mid-April.

✓ Following



**Lavinia Weissman** 02pm March 10

Suzanne, the article was valuable. What is interesting to me is that the quality of training, professional development, work ethic and ultim...

✓ Following

[View Full Comment](#)

# Start the conversation



**Symantec**

✓ Following

Symantec is looking for fresh, fun ways to use social media to reach customers, employees, and other key stakeholders. How?

Posted by: Lora Phillips

Share

0 tweet

31 March 2010 • Good



**Jaime Barclay** 05pm March 31

Chase did a great Facebook campaign, which asked people to become a fan of their page in order to vote for a nonprofit to receive a grant. T...

✓ Following

[View Full Comment](#)



**Kathee Rebernak** 05pm March 31

Hi, Lora. Just a few ideas: + Use Twitter to spy on your customers, er, improve customer service (for David Carr's @VirginAmerica story,...

✓ Following

[View Full Comment](#)



**Daniel Aronson** 08pm March 31

Hi, Lora. Although IBM is certainly big on technology, when I consult to clients, I suggest that they answer two questions before choosing S...

✓ Following

[View Full Comment](#)



**Nikhil Ambekar** 01am April 01

Simple, Run a contest on Justmeans.

✓ Following



**Lora Phillips** 07am April 01

Thanks for all the awesome feedback and suggestions! Nikhil, stay tuned - we will be launching our first JustMeans contest shortly - we're e...

✓ Following

[View Full Comment](#)



**Daren Lewis** 10am April 01

Lora, Use multiple content types -- hosted audio, images on hosted on a site like Flickr, video on a site like YouTube, etc. Having content ...

✓ Following

[View Full Comment](#)

# Think through your goals



Gillette's  
“when there’s no underbrush, the tree looks taller”  
campaign

2. Fire your 11 year old!!!!



# Why you should fire your 11 year old!



# Nestlé

Add to My Page's Favorites

Suggest to Friends

## Information

Founded:  
Vevey, Switzerland (1866)

## 101,830 People Like This



-Sda Aydn



Luisi Sierra Palacios



Louisa McRitchie



Esther Aracl Moreno



Jelena Cokoladica Manasijevic



Pedro Palomino

Nestle

Wall Info Photos Boxes Notes Events

Nestle + Others Nestle Just Others



**Nestle** To repeat: we welcome your comments, but please don't post using an altered version of any of our logos as your profile pic - they will be deleted.

March 19 at 2:26am

30 people like this.

View previous comments 50 of 234



**Mark Weaver** This lot do it quite well:  
[www.facebook.com/profile.php?v=box\\_3&id=591103737#!/Smirnoff?ref=nf](http://www.facebook.com/profile.php?v=box_3&id=591103737#!/Smirnoff?ref=nf)

March 20 at 9:42am · Report



**René Oelke** Okay, no more Nestle products for the next years. It's no problem for me and my family. By the way: Nestle, You should use "Certified Sustainable Palm Oil" now and not in 2015.

March 20 at 12:23pm · Report



**Oscar Soria** To repeat: we welcome your product, but please don't put rainforest destruction on our shopping list. It will be deleted. <http://bit.ly/cWy9hl> and <http://www.greenpeace.org/kitkat>

March 20 at 3:03pm · Report



**Samantha Whitcraft** I'll make you a deal, Nestle. I won't post using 'your logo' if you stop using unsustainable palm oil sources in your products. We cool now?

March 20 at 4:09pm · Report



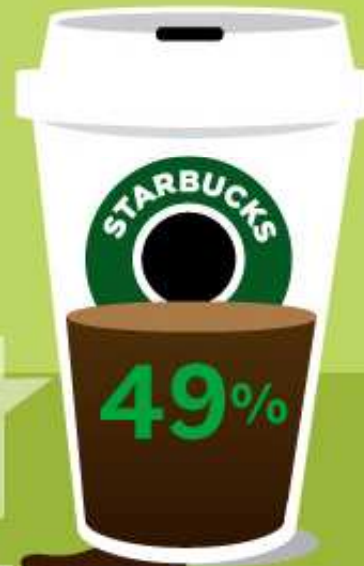
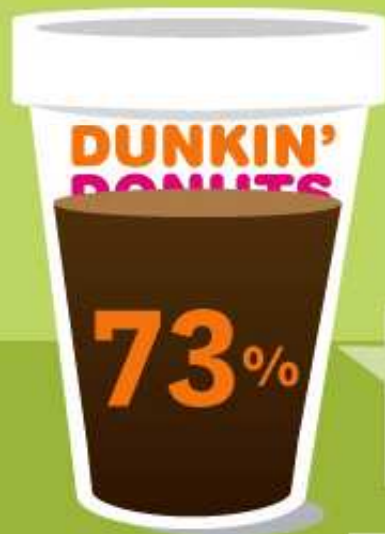
**Minga Maksyte** Here's a list of Nestle's products for boycott:  
[http://en.wikipedia.org/wiki/List\\_of\\_Nestl%C3%A9\\_brands](http://en.wikipedia.org/wiki/List_of_Nestl%C3%A9_brands)

March 20 at 4:17pm · Report

# 3. Pick something, Try It, Track It

Give stakeholders reasons to become your activists

## 1 Advocates trump followers



Dunkin Donuts has 80% fewer Facebook and Twitter followers than Starbucks, but DD fans are 35% more likely to recommend the brand. Why? It's an advocacy approach...

ABOUT US

# LIQUIDNET FOR GOOD®

MEMBER LOGIN

- ABOUT US
- LIQUIDNET FOR GOOD®
- OUR PARTNERS
- INVESTOR RELATIONS
- OUR PRODUCTS
- OUR SERVICES
- GLOBAL PRESENCE
- ABOUT MEMBERSHIP
- LIQUIDNET BUZZ
- WORKING HERE
- TALK TO US



## OUR PHILOSOPHY

At Liquidnet, we believe in the **POTENTIAL OF ONE**: one person can make a difference, one idea can lead to change, and one company can have an impact.

Liquidnet is driven by this philosophy. We're a different kind of Wall Street firm, striving to make a social difference. Our culture of innovation fuels not only the pursuit of a more perfect marketplace, but also the pursuit of a better world.



To receive the latest news about Liquidnet For Good™, join our community on [Justmeans](#).



For more information, please contact Brian Walsh at [forgood@liquidnet.com](mailto:forgood@liquidnet.com)

Liquidnet was recognized by the [Committee Encouraging Corporate Philanthropy](#) with the



Liquidnet

Home

Overview

Global Challenges

Local Communities

Followers



Liquidnet in Rwanda: team blog

From Zoe: Back to a reality

At least once a day, a student at the ASYV would ask me "how do you like it here?" followed by "ho...

February 25

From Eddie: Reflection

The trip to Rwanda was an eye-opening experience for me. I truly understand why Liquidnet is so...

February 18

My technical adventure in Rwanda

Before I left for Rwanda, I knew that my goal was to replace the current Linux computer infrastru...

February 18

From Brian: a rainbow greets us as we walk into the Kigali airport to begin our journey home. A...

February 13

Overview



About Liquidnet

Liquidnet is the global institutional marketplace that facilitates trade execution worldwide. These investors use the Liquidnet marketplace to execute trades, gain price improvement for their trades, and, ultimately, in 2001, Liquidnet now trades in 30 equity markets across 15 New York with offices in London, Toronto, Hong Kong, Tokyo and other international locations.

About Liquidnet For Good



Company Videos



Liquidnet wins Excellence Award in Corporate...



Liquidnet's cornerstone project: the Aga...



Liquidnet Presents -- R2P & Never Again ...



Liquidnet Presents -- R2P & Never Again ...

forgood

liquidnet.

# \$150,000 Local Impact Challenge

## Social Goals:

- Support organizations that are strengthening the local community
- Leverage grant money to have as big of a social impact as possible

## Business Goals:

- Engage employees in grant-making process
- Raise public exposure of Liquidnet

for good

liquidnet.

\$150,000 Local Impact Challenge

Step 1: Employees Nominate

Step 2: Public Votes

Step 3: Employees Allocate

Popular Contests

My Contests

Archived Contests



# Liquidnet's \$150,000 Local Impact Challenge

Sponsored by Liquidnet For Good

Providing \$150,000 worth of grants to 10 NYC-area nonprofits that are strengthening the local community.

9380

Votes

1341

Comments

## ➔ How the winner(s) will be selected?

**Liquidnet**, the global institutional marketplace, commits one percent of revenues each year to fix social problems through its social engagement platform called **Liquidnet For Good**. The **Local Impact Challenge** is designed to support organizations in the New York City area that are strengthening the local community, all while encouraging nonprofits to use social media to engage their supporters.

### How the Local Impact Challenge works:

**Step 1:** Liquidnet employees nominate local NYC organizations to apply for the Challenge.

**Step 2:** Organizations use social media – such as Facebook, LinkedIn, Twitter, etc. – to encourage their supporters to vote for them in the Challenge. The top 10 vote-getters become Finalists, receiving an unrestricted grant of at least \$10,000.

Suggest this Contest to your friends

Choose your network:



## ➔ Big Apple Greeter Inc's Entry



Liquidnet's \$150,000 Local Impact Challenge

« [Read Contest Details](#)

1249  
Votes

Vote

Follow

**In 250 words or less, please describe how your organization is strengthening the local community (feel free to add additional media below):**

Big Apple Greeter strengthens local communities through its free-of-charge Greeter Program, which connects visitors to New York City with 350 Volunteer Greeters. Greeters accompany visitors on a 2-4 hour informal visit to one or more of NYC's ethnically and culturally diverse neighborhoods.

Visitors spending time with a Greeter report feeling empowered to venture beyond the city's typical tourist destinations, thereby bringing tourism and tourist dollars to underserved and less visited communities.

Since 1992, our volunteers have personally "greeted" over 89,000 visitors and been featured in thousands of print, television, radio, and web segments worldwide, reaching an audience of over two billion potential visitors to New York City.

In 2008, Greeters welcomed over 7,000 visitors. According to NYC & Company, international visitors to New York City spend an average of \$1,083 per person per trip, while domestic visitor spending averages \$285. By welcoming 6,088 international visitors and 1,160 domestic travelers, Big Apple Greeter's direct economic impact on NYC was estimated at \$6,924,250. Most importantly, this economic impact was spread throughout communities in all five boroughs.

City of New York, Mayor Michael Bloomberg

"[Big Apple Greeter's] commitment to welcoming our City's many visitors and helping them discover our outstanding cultural and social offerings and dynamic neighborhoods are commendable..."

**Suggest this Contest to your friends**

Choose your network:











**Maria Perez** 2 March 2010

It's a great Job!!! Congratulations

Follow



Write a Comment...

Comment

5000

forgood

liquidnet.

# \$150,000 Local Impact Challenge

## Challenge Results:

- 27 nominated organizations
- 9,380 individual votes
- 1,341 comments left
- 10 Finalists awarded grants



## Challenge Impact - Social:

- Free exposure for nominated orgs
- Incentive for orgs to develop social media strategies
- Orgs received direct feedback from key stakeholders about programs
- Crowd-sourced grant-making creates stronger communities
- \$150,000 worth of grants dispersed

## Challenge Impact – Business:

- Employees actively engaged throughout process
- Incredible viral public exposure & brand building
- Over 10,00 new followers for Liquidnet

# Summary

Don't forget business 101,  
success takes time:

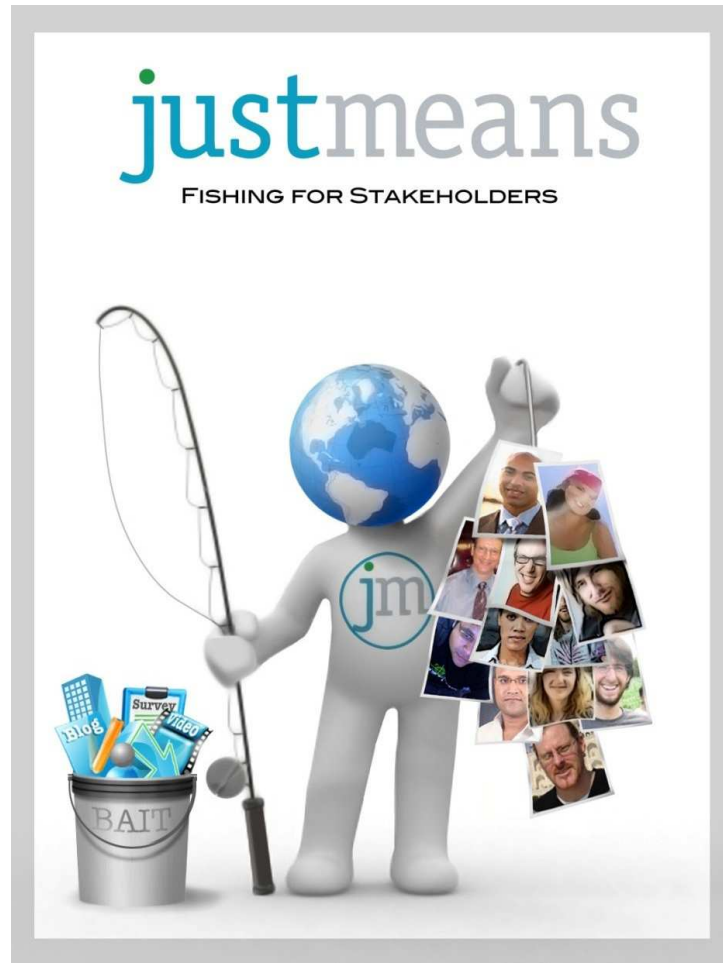
Engage – Communicate – Track – Repeat

Create Opportunities to Gather

Fire your 11 year old

Pick something, try it, track it

# Questions?



Deb Berman, Justmeans  
@debjustmeans