

THE SOCIAL REVOLUTION!

Connecting with Today's Customer



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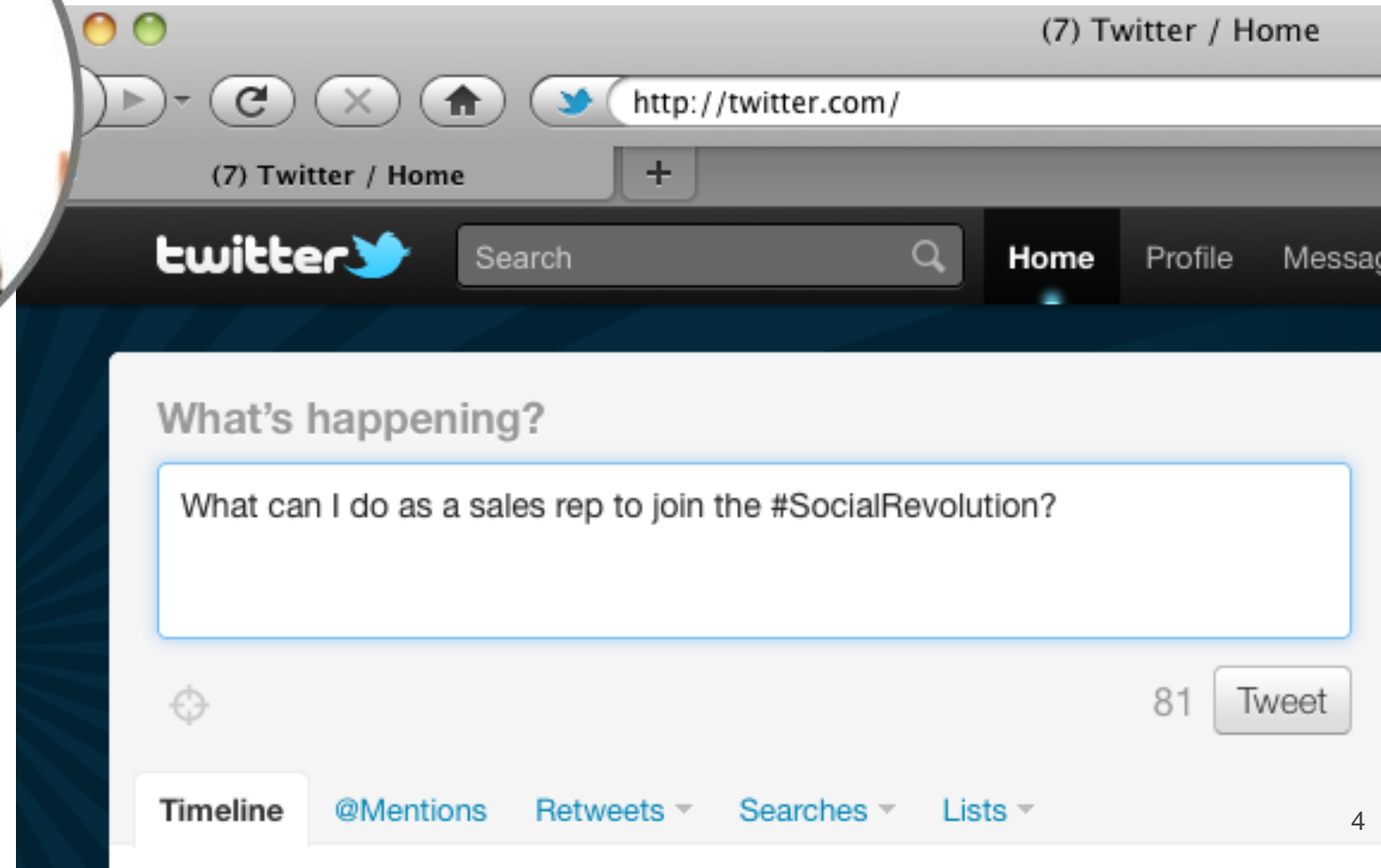
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Questions?

#SocialRevolution



Today's Agenda

-1 The Social Enterprise
-2 The New Marketing Playbook
-3 The New Sales Playbook



1

THE SOCIAL
ENTERPRISE

Ten Year Computing Cycles

10x more users with each cycle

2010 Post PC Revolution



Social Apps

2000s Mobile Cloud Computing



Mobile Apps

1990s Desktop Computing



Web Apps

1980s Client/server Computing



Process Automation Apps

1970s Mini Computing



Business Logic Apps

1960s Mainframe Computing



Data Management Apps



The Social Revolution: Today's Customer



.....**22%** of time spent on the internet is social

.....**24% more users** on social networks vs. email

.....More time spent on mobile apps vs. web browsers

.....**200%** more active on Facebook mobile vs. desktop

Sources: Comscore, January 2011

Nielsen Wire, January 2011

Gartner Research; Smartphone, Tablet, and PC Forecast, December 2010

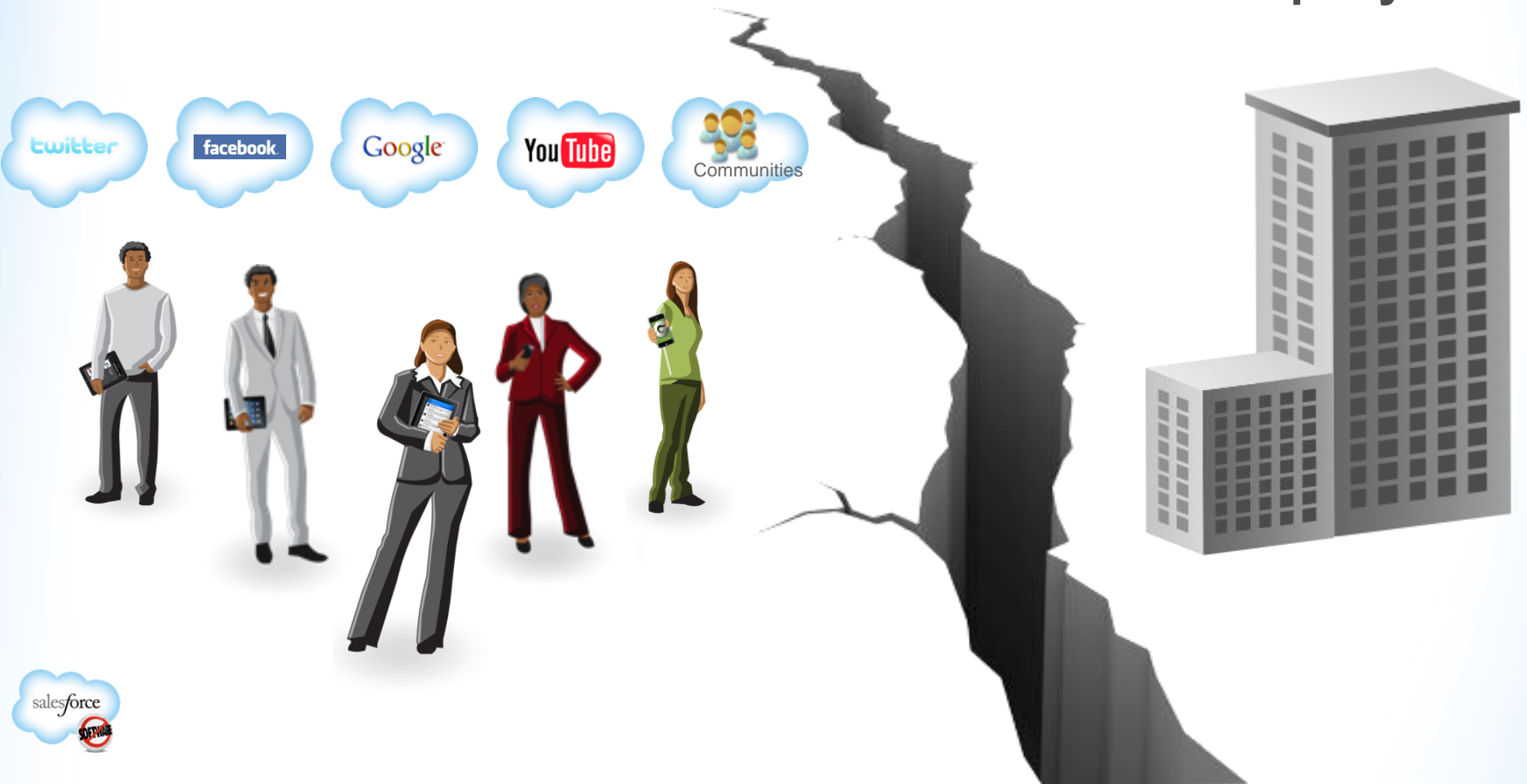
Source: comScore, Alexa, Flurry Analytics

The social revolution has created a social divide.

The Social Divide: Customers and Companies

Your customers and employees are social.

What about your company?

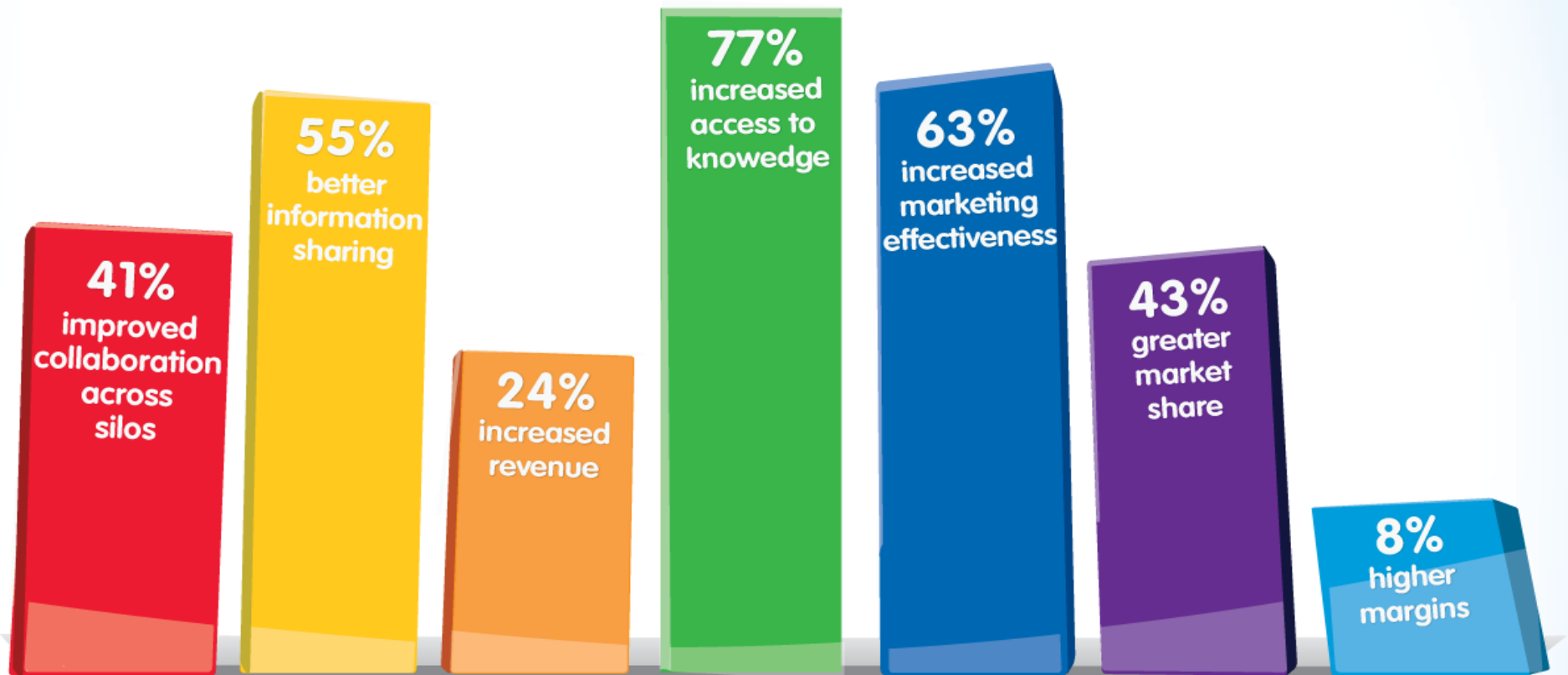


How does your enterprise bridge the social divide?

Delight Your Customers through a Social Enterprise



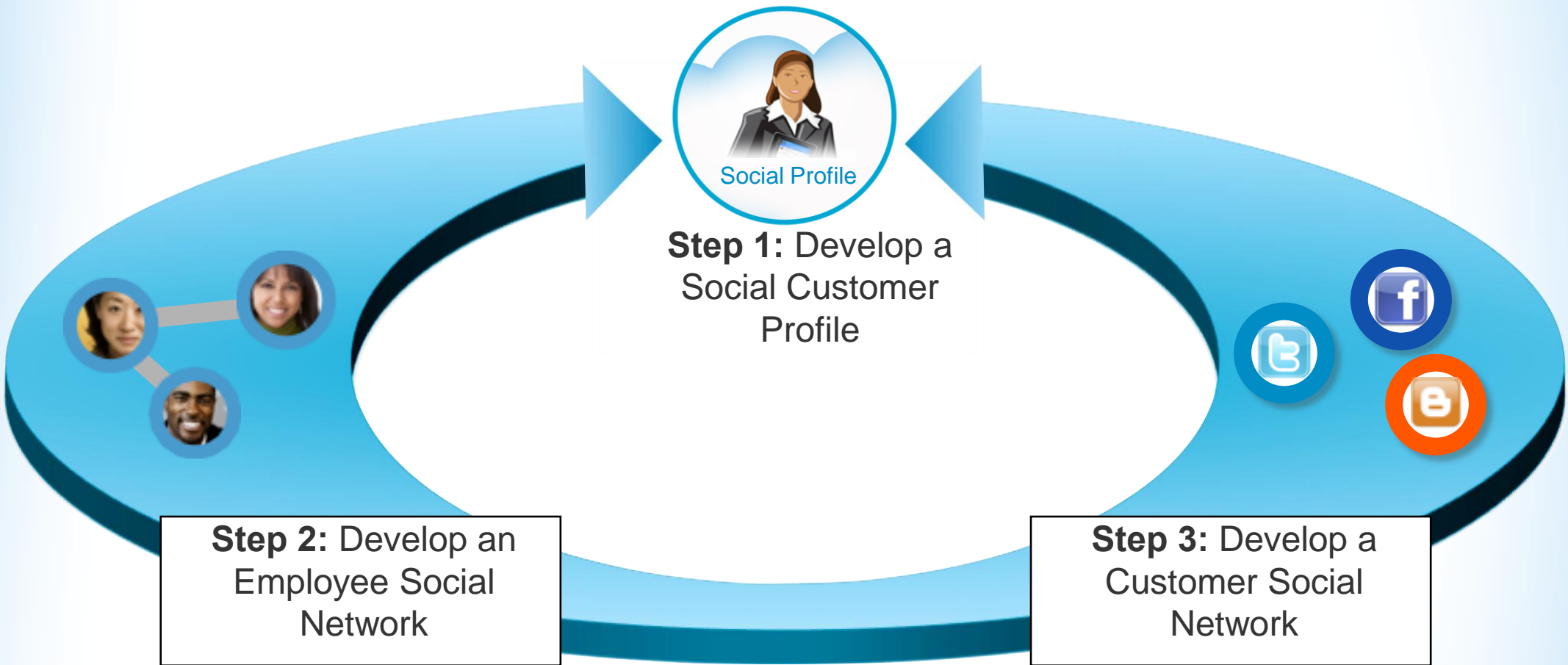
Benefits of the Social Enterprise



McKinsey & Company

Source: McKinsey & Company, "The rise of the networked enterprise, Web 2.0 finds its payday." Survey of 4,394 executives. December 2010.

Three Steps to Create Your Social Enterprise





Step 1: Develop a Social Customer Profile

Who are your customers?

What do they like?

What are they saying?

Who are they connected to?

The screenshot shows a Salesforce Social Customer Profile for Sarah Patel. The profile includes contact details, social media links, and a list of social conversations and cases.

Contact Detail

Field	Value
Contact Owner	Robert Harris
Name	Sarah Patel
Title	IT Specialist
Twitter	@sarahpatel
Email	sp@mailinator.com
Facebook	Sarah Patel
Phone	(415) 555-1212

Social Conversations

Origin	Message	Profile Image	Topic
Twitter	@askcirrus Thanks for the support during implementation and helping us go live ahead of schedule!	[Profile Image]	#askcirrus
Facebook	Loving my new iPad, anyone want to video chat on FaceTime?	[Profile Image]	#videochat

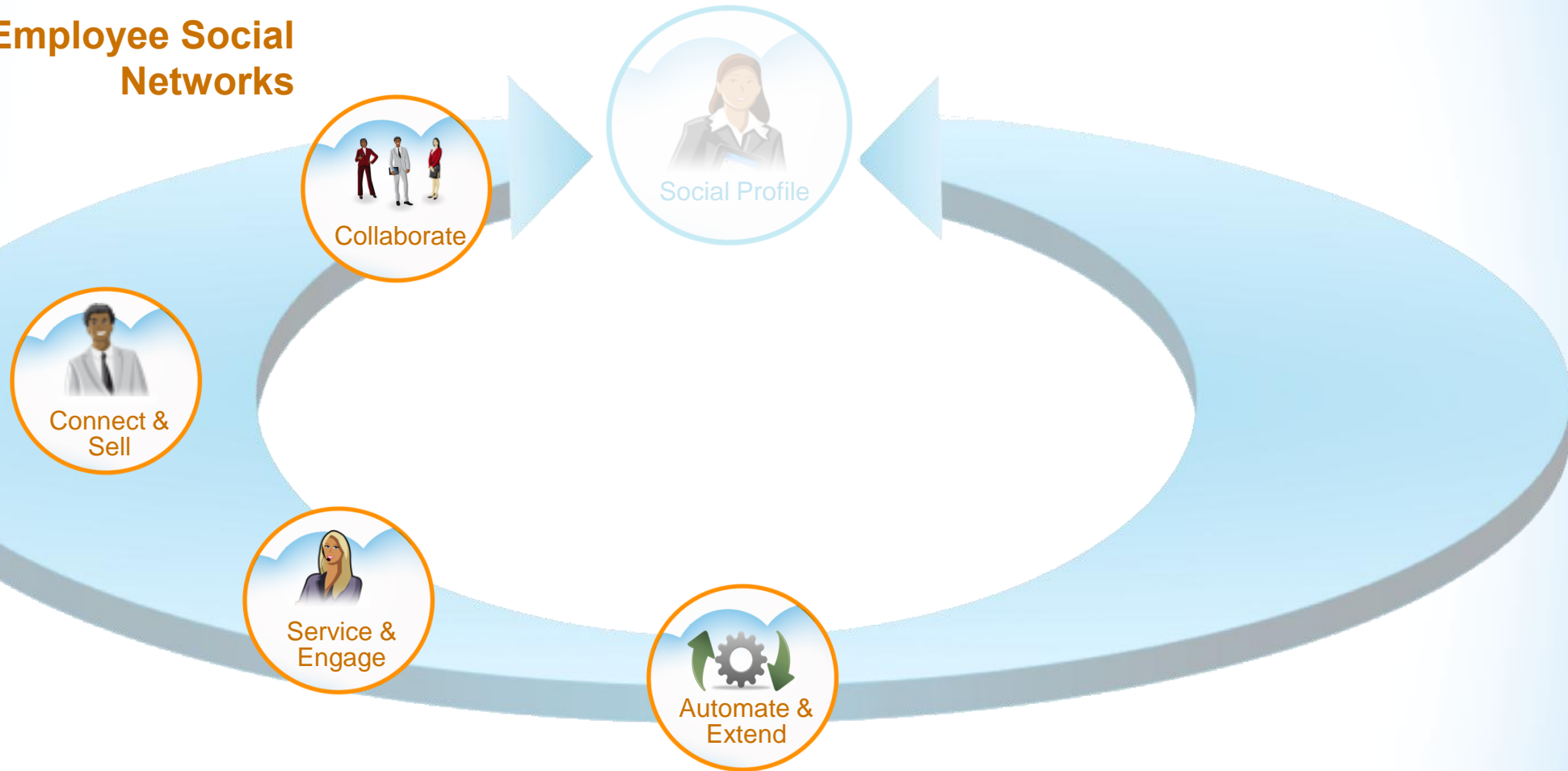
Cases

Case	Source	Subject	Priority	Status	Date/Time Opened
00001958	Twitter	Customer experiencing issues with HD Video on VX5	Medium	New	6/20/2011 3:30
00001892	Facebook	Troubleshooting	Medium	New	5/25/2011 10:00
00001886	Twitter	Updating firmware issues	Medium	New	5/25/2011 10:00
00001853	Live Chat	Live Chat ID: 34	Medium	New	5/5/2011 9:34



Step 2: Develop an Employee Social Network

Employee Social Networks



Today, It's Too Hard to Get the Information We Need



"The #1 complaint from sales reps is they can't find the content their company has."

- IDC Content Management Enablement Study

In Facebook, the Information Comes to You

Status Updates · Profiles · Feeds · Filters



Bob Iger
CEO, The Walt Disney Company
Fortune Brainstorm Tech 2009

The Social Enterprise: The Information Comes to You



**No matter who has the answer
Across all levels of the hierarchy
Even when you don't know to ask**

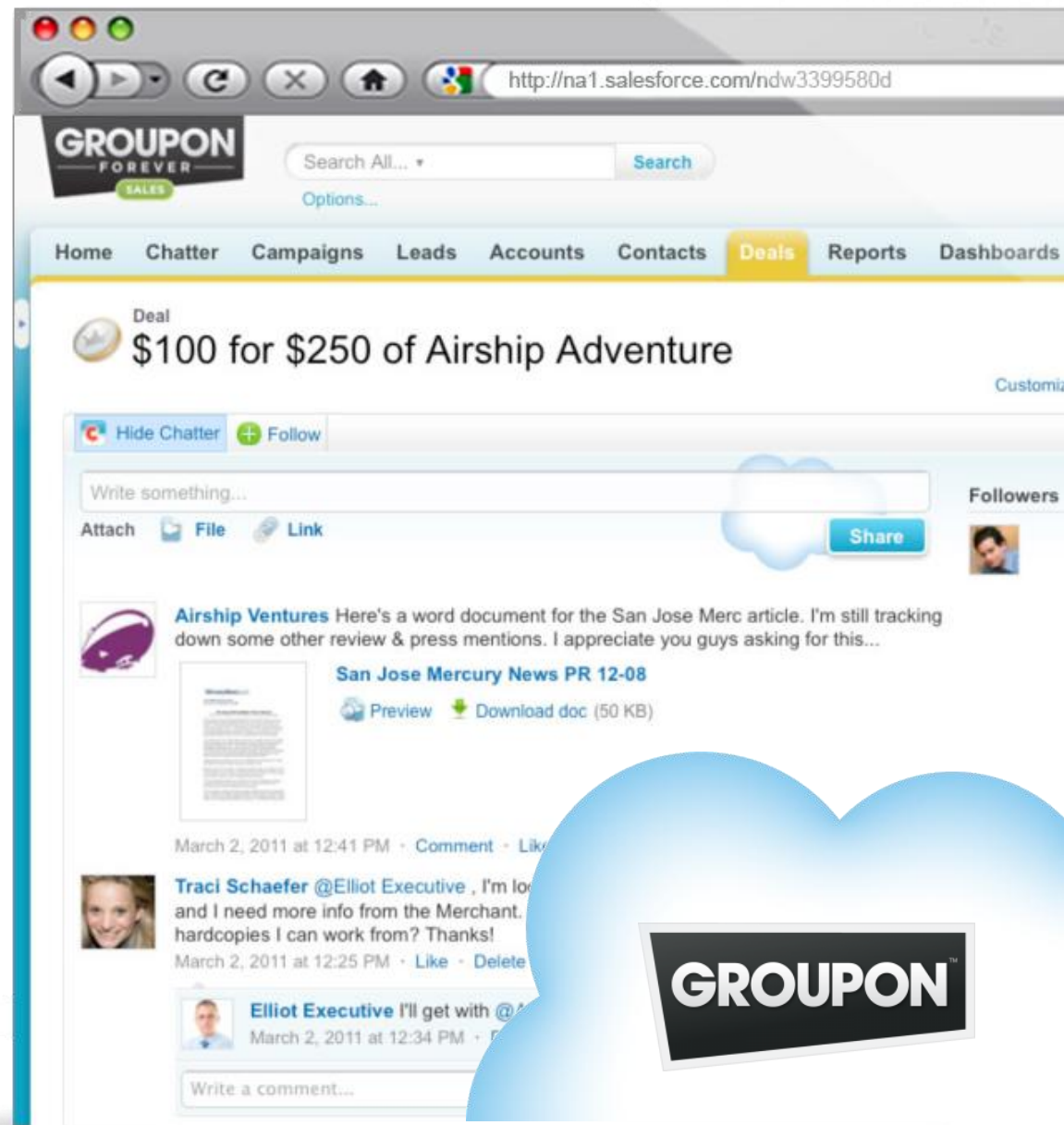
Groupon Grows Sales 22,000% Selling as a Team

5,000 sales people

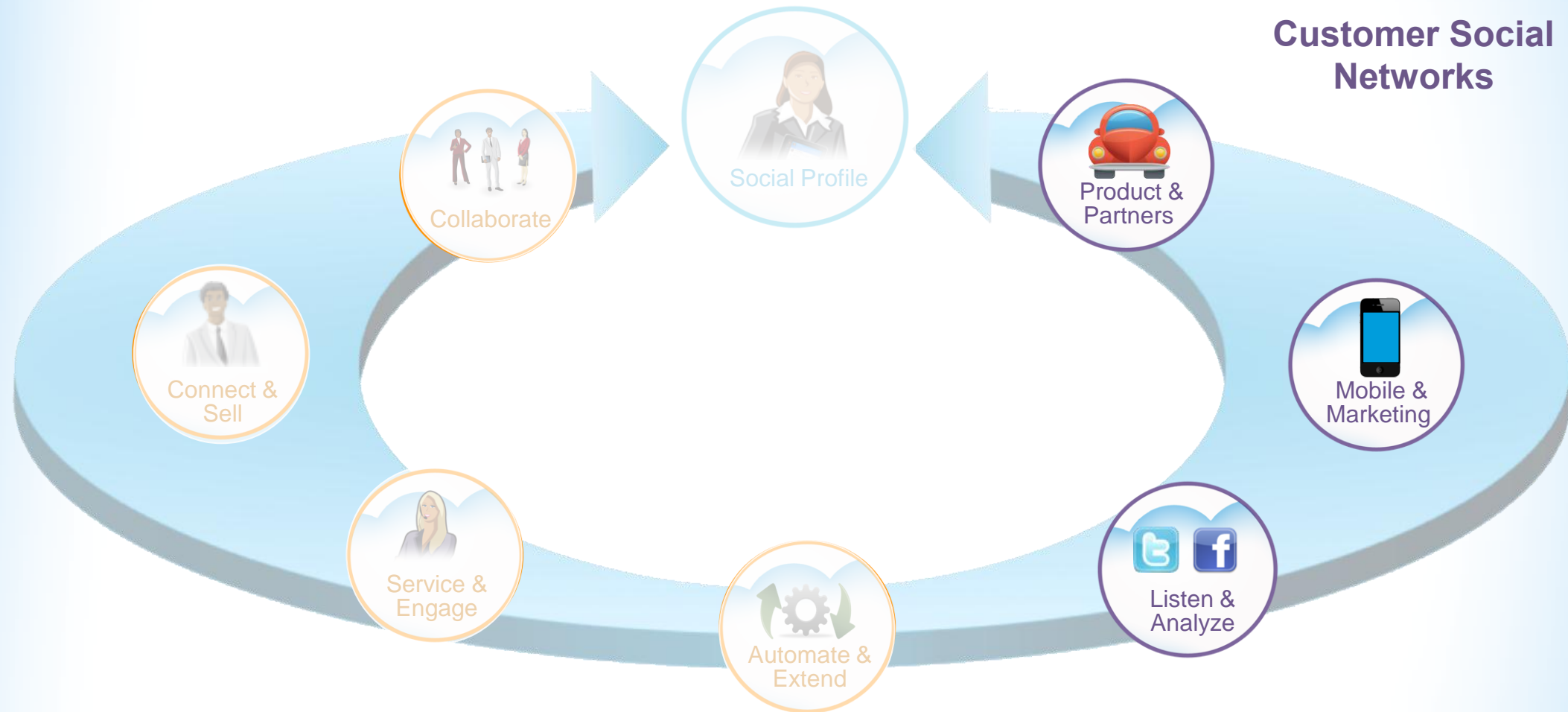
22,000% revenue growth

Sharing strategies for new Groupons

Collaborating on contracts



Step 3: Develop a Customer Social Network



Difficult to Track Conversations Across Customer Social Networks

What are your customers saying?

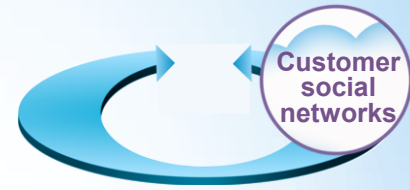


 110 million
tweets/day

 1.5 billion
Facebook posts/day

 Billions
of blogs & communities

Listen to and Analyze on Customer Social Networks



Tracks 22,000+ conversations / day

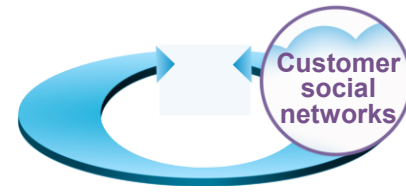
Monitors 11 languages

13,000 employees trained in social media

Identifying opportunities to market, sell, service, and engage



Toyota Brings Cars & Dealers into the Customer Social Network



Maintenance notifications

Dealer collaboration

Connections with friends

Location sharing



TOYOTA

Delight Your Customers through a Social Enterprise

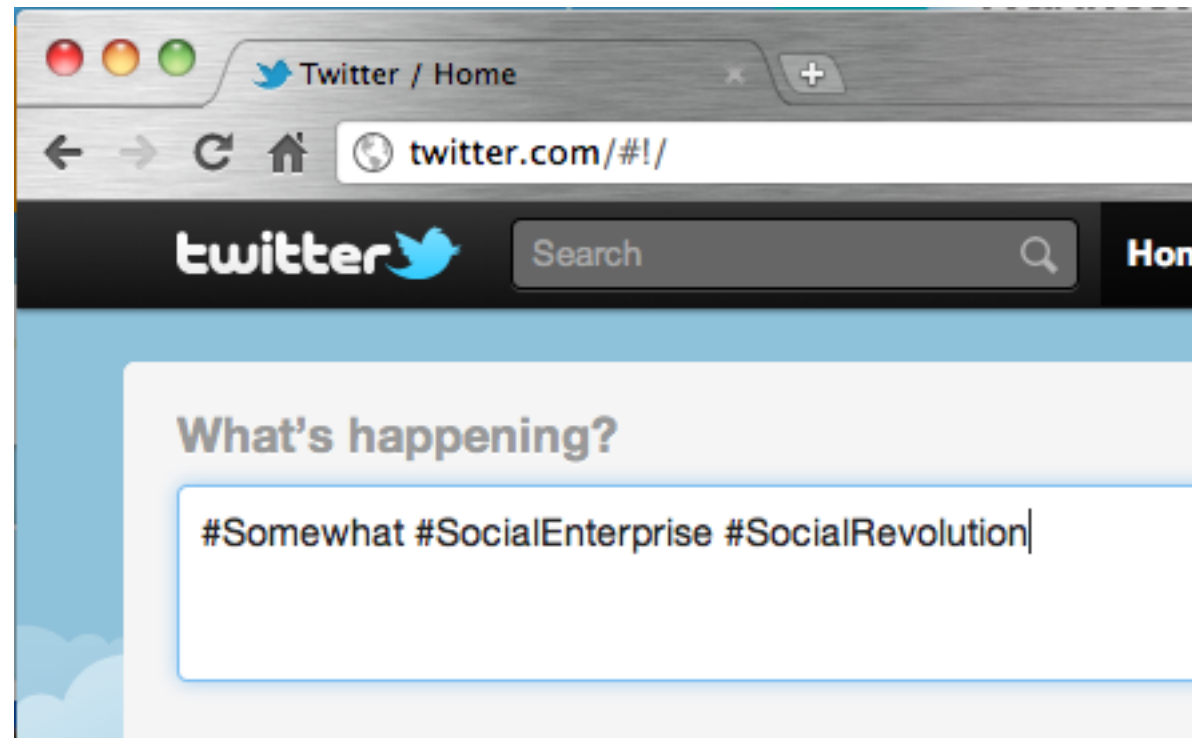


Twitter Poll Question #1

If your company became a “Social Enterprise”,
how impactful would it be to your business?

- 1) **Very** impactful
- 2) **Somewhat** Impactful
- 3) **Not very** impactful
- 4) **Not** impactful

Example Answer:





2

THE NEW
MARKETING
PLAYBOOK

Humans Are Changing



The Marketing Playbook



The Marketing Playbook **IS BROKEN.**



OUTBOUND

INBOUND

VS

COLD CALL
ADVERTISE
EMAIL SPAM
DIRECT MAIL

BLOGS
FREE APPS
GOOGLE
SOCIAL

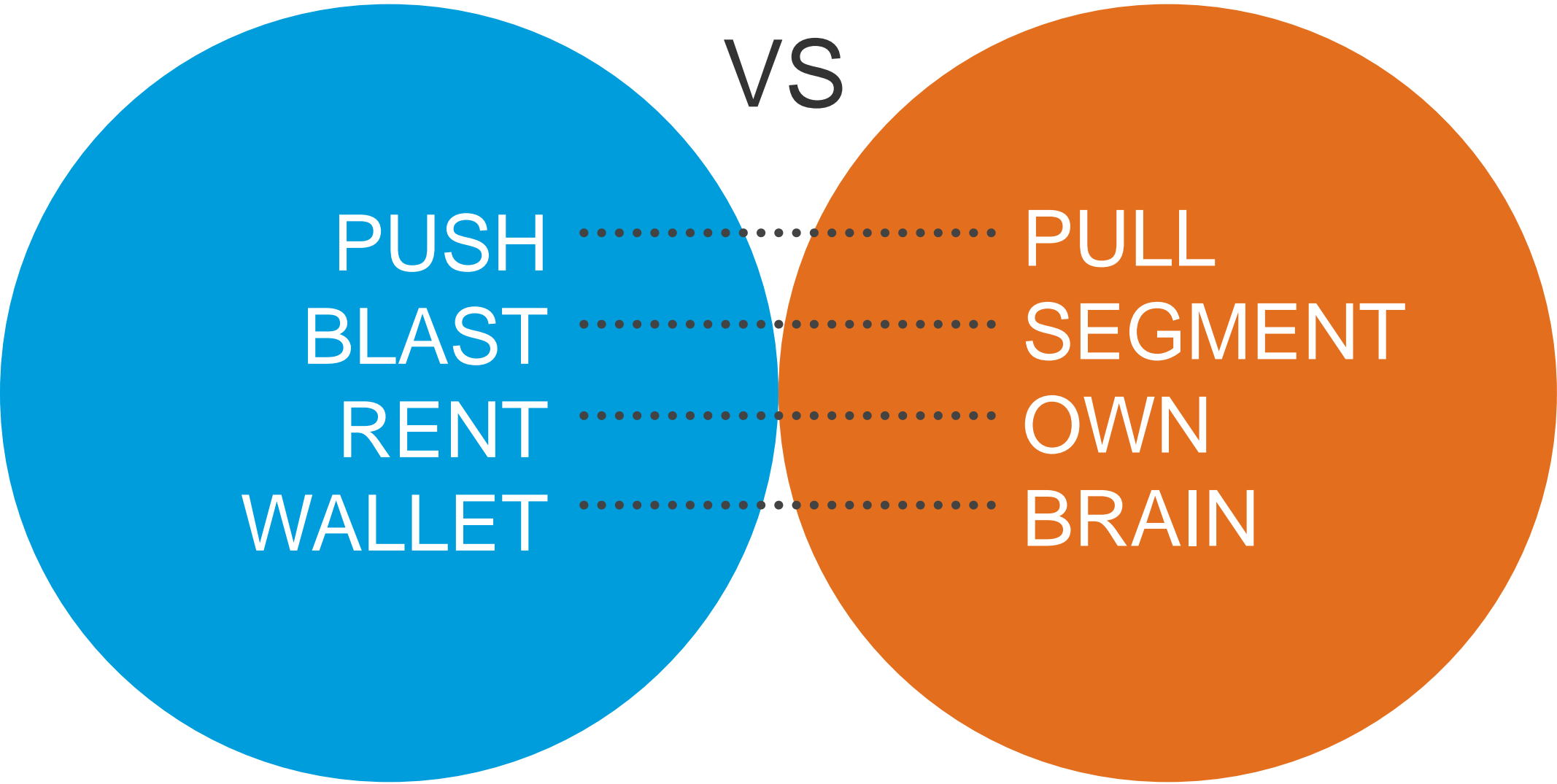
OUTBOUND

INBOUND

VS

PUSH
BLAST
RENT
WALLET

PULL
SEGMENT
OWN
BRAIN



.....1

TOFU TITAN



twitter

StumbleUpon

You Tube

flickr

Linked in

facebook

Tons of Remarkable Content Everywhere



798,000

G



Tons of Remarkable Content Everywhere



798,000

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35,471

Tons of Remarkable Content Everywhere



798,000



35,471

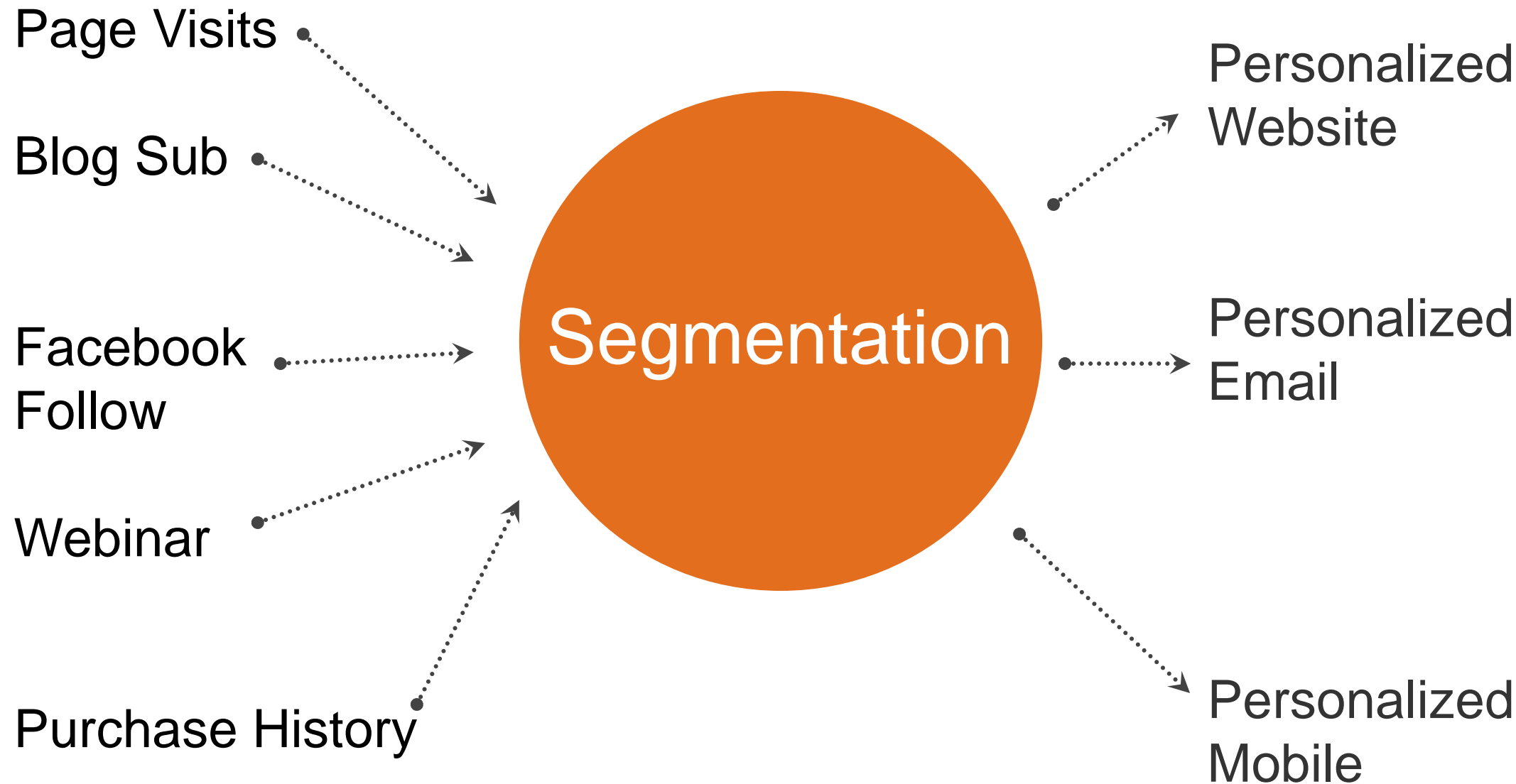


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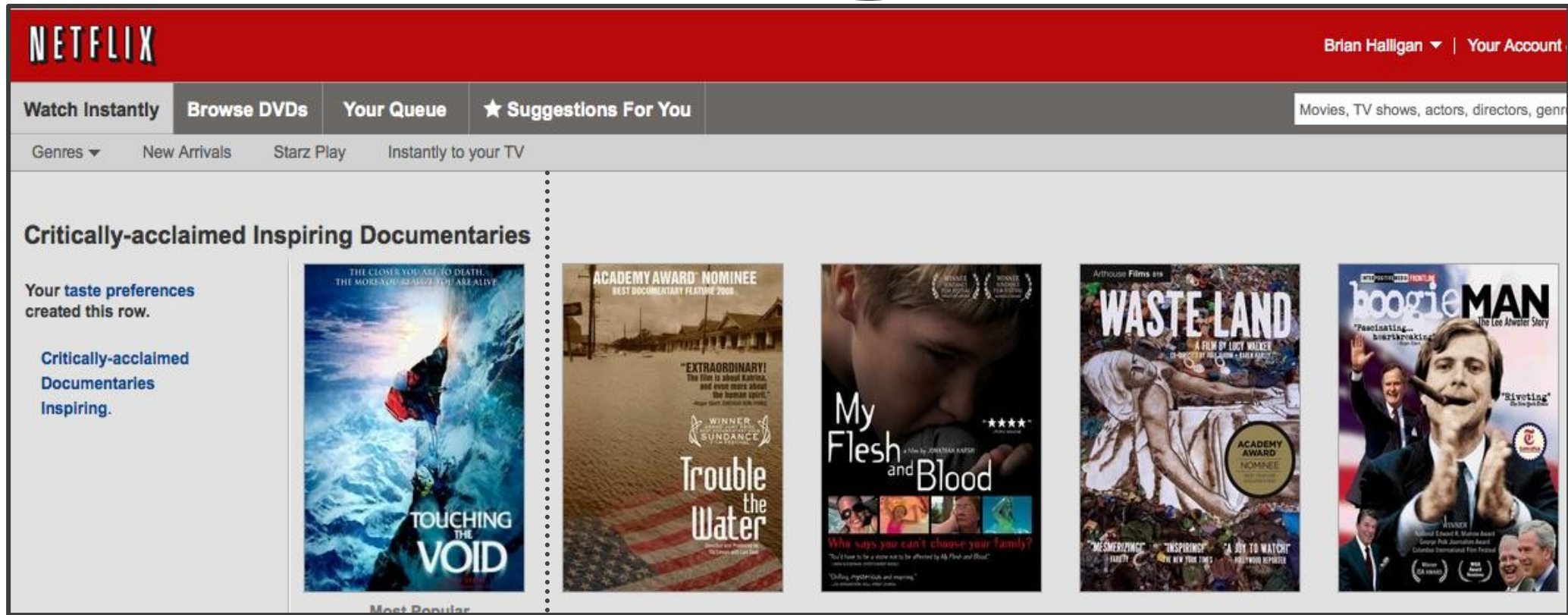


95,967

..... 2 MOFU MAGICIAN



Login



User
Insight



.....

\$92B



.....

\$150B



.....

\$12B



.....

\$50B



.....

\$10B



.....


\$8B

The Press Release Hire



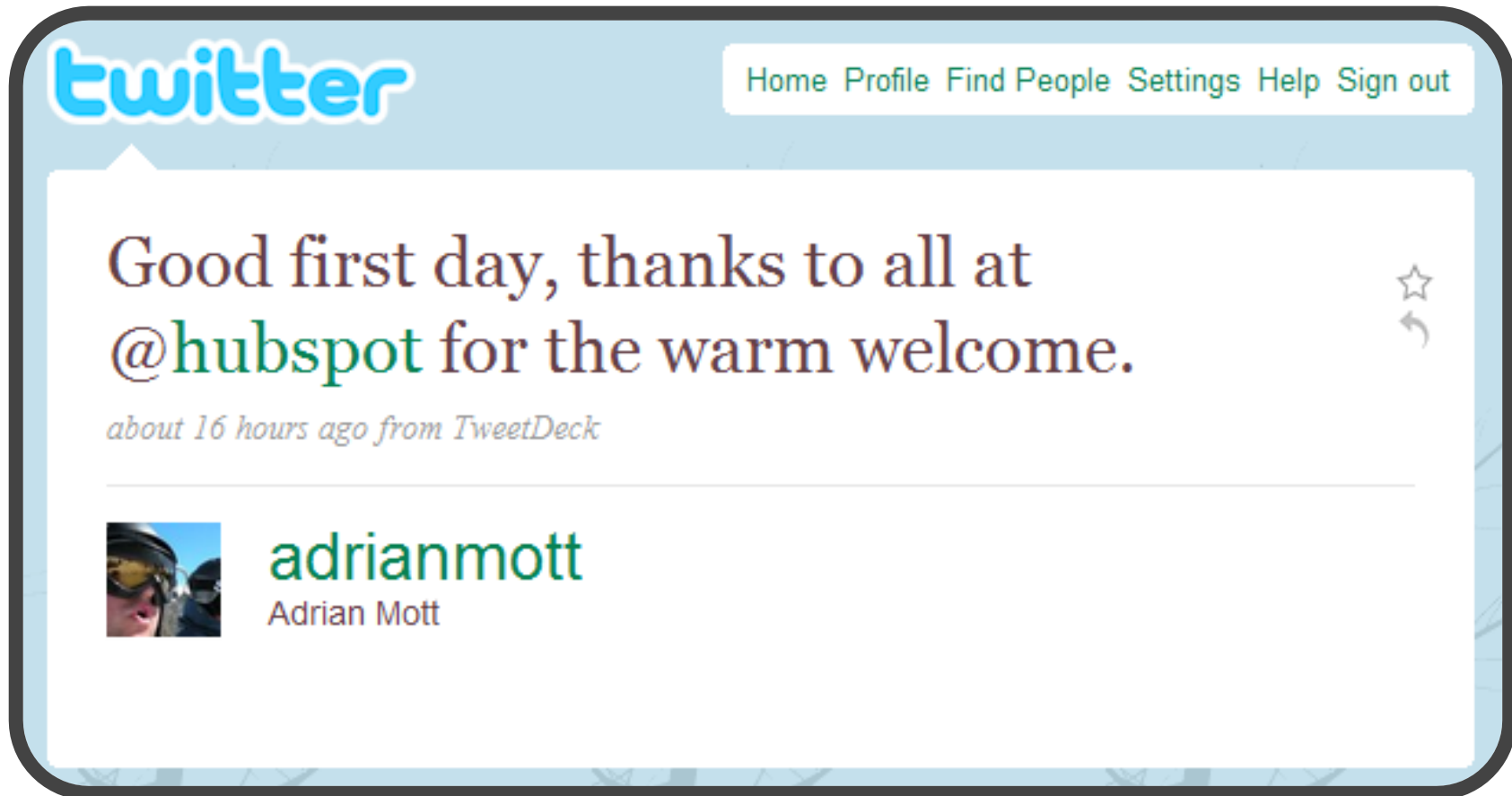
-● Rent
-● Interrupt
-● Push
-● Outbound

The New Marketing Profile

A person's hands are holding a black tablet. The tablet screen is white and displays a list of four items, each with a large orange letter at the start. The person holding the tablet is wearing a light blue and white striped shirt.

Digital Citizen
Analytical
Reach
Content Creator

Empower EVERYONE.

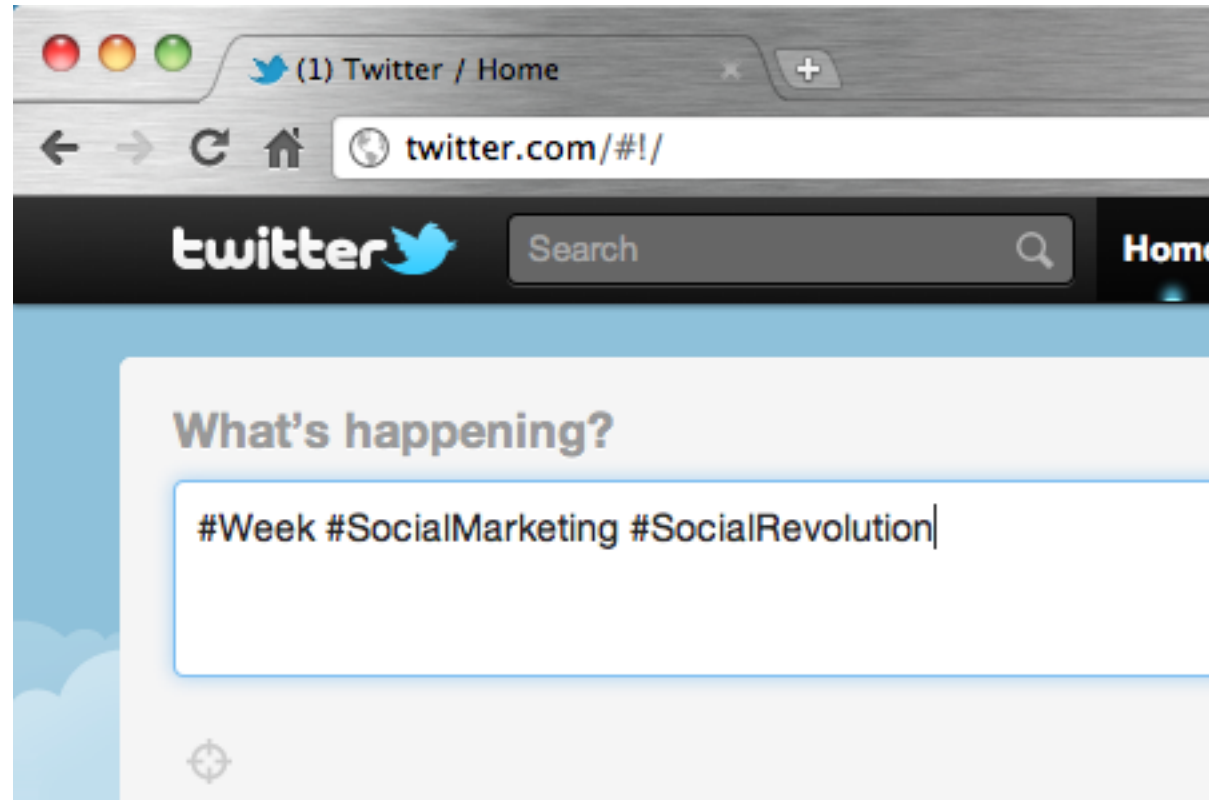


Twitter Poll Question #2

How often do you publish sharable content via social media?

- 1) Once a **week**
- 2) Once a **month**
- 3) Once a **quarter**
- 4) Once a **year**

Example Answer:

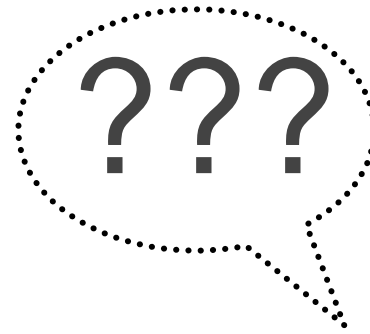




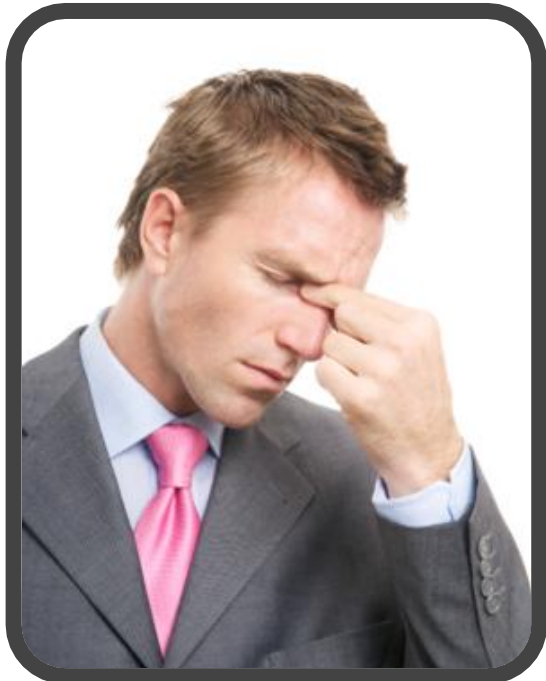
3

THE NEW
SALES
PLAYBOOK

Humans Are Changing



Humans Are Changing



The Sales Playbook



The Sales Playbook **IS BROKEN**



CALLER ID



ASYMMETRIC

SYMMETRIC

VS

LEAD GENERATE

COLD CALLING

EMAIL BLASTS

ROLODEX

OUTSIDE

LEAD QUALIFY

LINKEDIN

SEGMENT EMAIL

TWITTER

INSIDE

3 Key Plays of Social Selling



- 1) Expand Reach
- 2) Leverage Connections
- 3) Use Social Intelligence

A) Qualify

B) Add Value

Avoid The Press Release CRO Hire



.....●

Cold Call

.....●

Rolodex


.....●

Outside

.....●

42 Long

The New Sales Profile

A person's hands are holding a black tablet. The tablet screen is white and displays the text 'Social Citizen Inside Reach Solutions' in a sans-serif font. The first letter of each word is blue, and the rest are black. The person holding the tablet is wearing a light blue and white striped shirt.

Social Citizen
Inside
Reach
Solutions

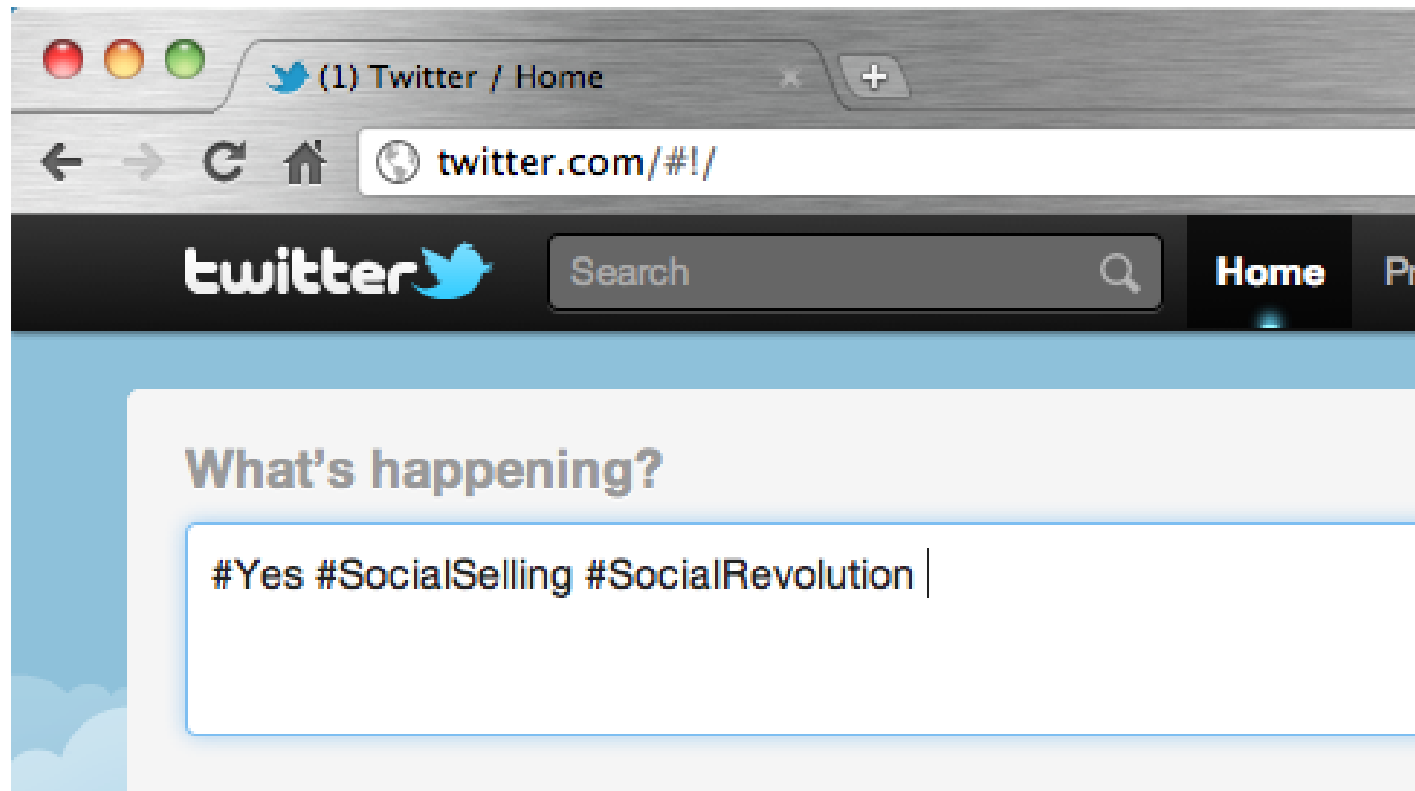
Twitter Poll Question #3

Have you ever found and connected with a prospect using social media?

1) Yes

2) No

Example Answer:



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dreamforce.com

30,000+ Attendees

300+ Partners

450+ Sessions

 Google Eric Schmidt Executive Chairman Google	 BURBERRY Angela Ahrendts CEO Burberry	 METALLICA rocks the #df11 Global Gala	 will.i.am Late Night DJ
 facebook. Tim Campos CIO Facebook	 VAYNERMEDIA Gary Vaynerchuk Co-Founder VaynerMedia	 ALTIMETER Jeremiah Owyang Partner Altimeter Group	 ALTIMETER Charlene Li Founder & Partner Altimeter Group

THANK YOU.



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