



facebook\$

Turning Social Networking into Profits

A WORKSHOP BY LIH DIGITAL

How do I start my company's Social Media Plan?

— uer t o \i co

[Agencies Love Argyle! - See why more agencies choose our white label social marketing dashboard.](#) From: [Argyle Company, Inc](#)



Edit Photo

salomon dayan Edit

Digital Marketing Director at Lopito Ileana & Howie

Puerto Rico | Marketing and Advertising

salomon dayan via Twitter

sedayanr De camino a #lopito #lih hoy social media workshop. #lihworkshop con clientes y prospectos. Good feelings ;)

Retweet • Favorite • Reply • Like • Comment • Share • Post an update • 28 minutes ago

Current Digital Marketing Director at Lopito Ileana & Howie Edit
+ Add a current position

Past Interactive Director at Young & Rubicam Damaris
General Manager at Touchpoints RD
Digital Account Supervisor at JWT Puerto Rico

Education University of Portsmouth
Hebraica
Universidad Metropolitana (VE)

Recommendations 7 recommendations Edit

Connections 286 connections

Websites Company Website Edit

Twitter sedayanr Edit

Public Profile <http://pr.linkedin.com/in/salomondayan> Edit

Improve your Profile

View profile

Ask for recommendations

Create your profile in another language

90% profile complete

Complete your profile quickly

Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)

+ Add your summary (+5%)

+ Add your specialties (+5%)

Introducing SurveyBuild

Gain insights faster with simple solution.

Learn More



Salomon Dayan:

Email: sdayan@lih.com

Twitter : <http://twitter.com/sedayanr>

LinkedIn: <http://do.linkedin.com/in/salomondayan>

Slideshare: <http://www.slideshare.net/sedayanr>

Google+: <https://plus.google.com/109134724726450874915>

Website: <http://lih.com/>

Environment





Before start you need...



Before start you need...

Customers



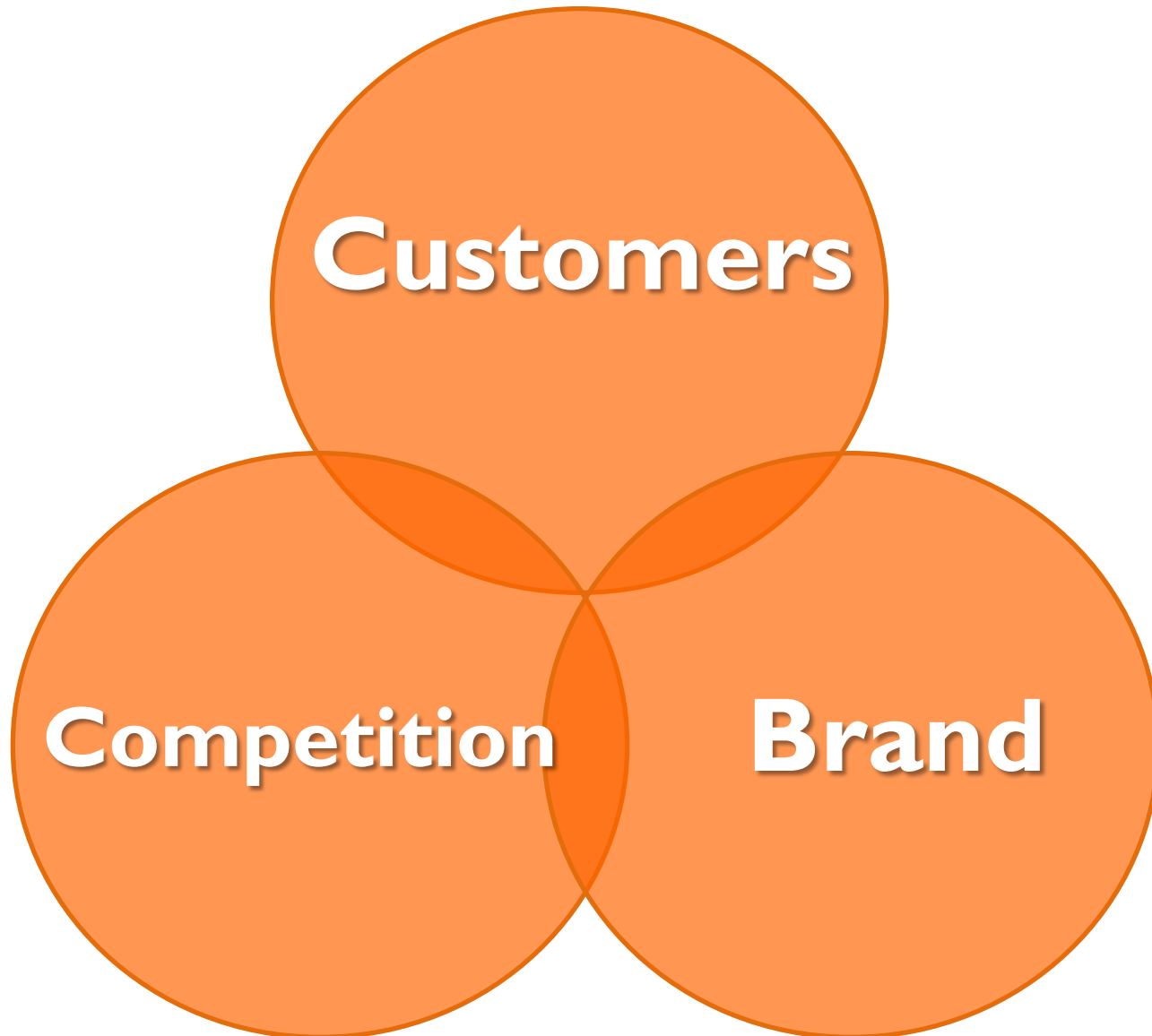
Before start you need...

Customers

Competition



Before start you need...





Before start you need...

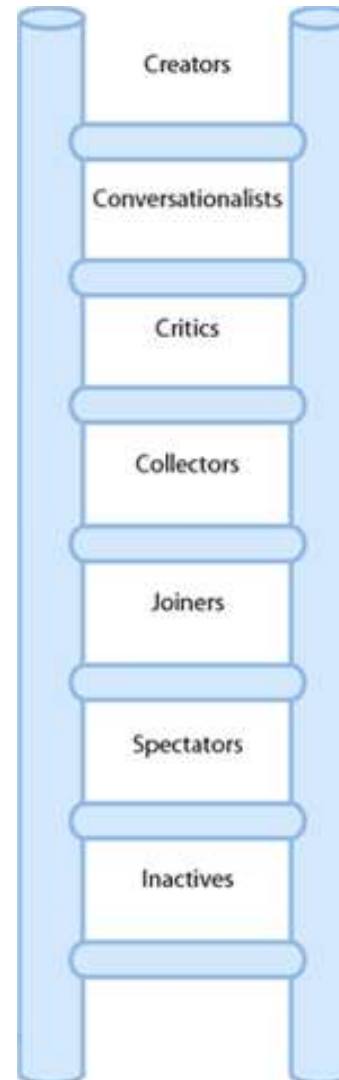
Customers



ocial Media Behavior

Forrester's Social Technographic Ladder – 7 levels of participation

1. Creators
2. Conversationalists
3. Critics
4. Collectors
5. Joiners
6. Spectators
7. Inactives





oci al . edi a ehavi or

Listen for:

- Missed opportunities and niche topics that your company may be overlooking
- Identify what messaging is resonating with the audiences
- What is driving engagement
- What questions people are asking and searching for



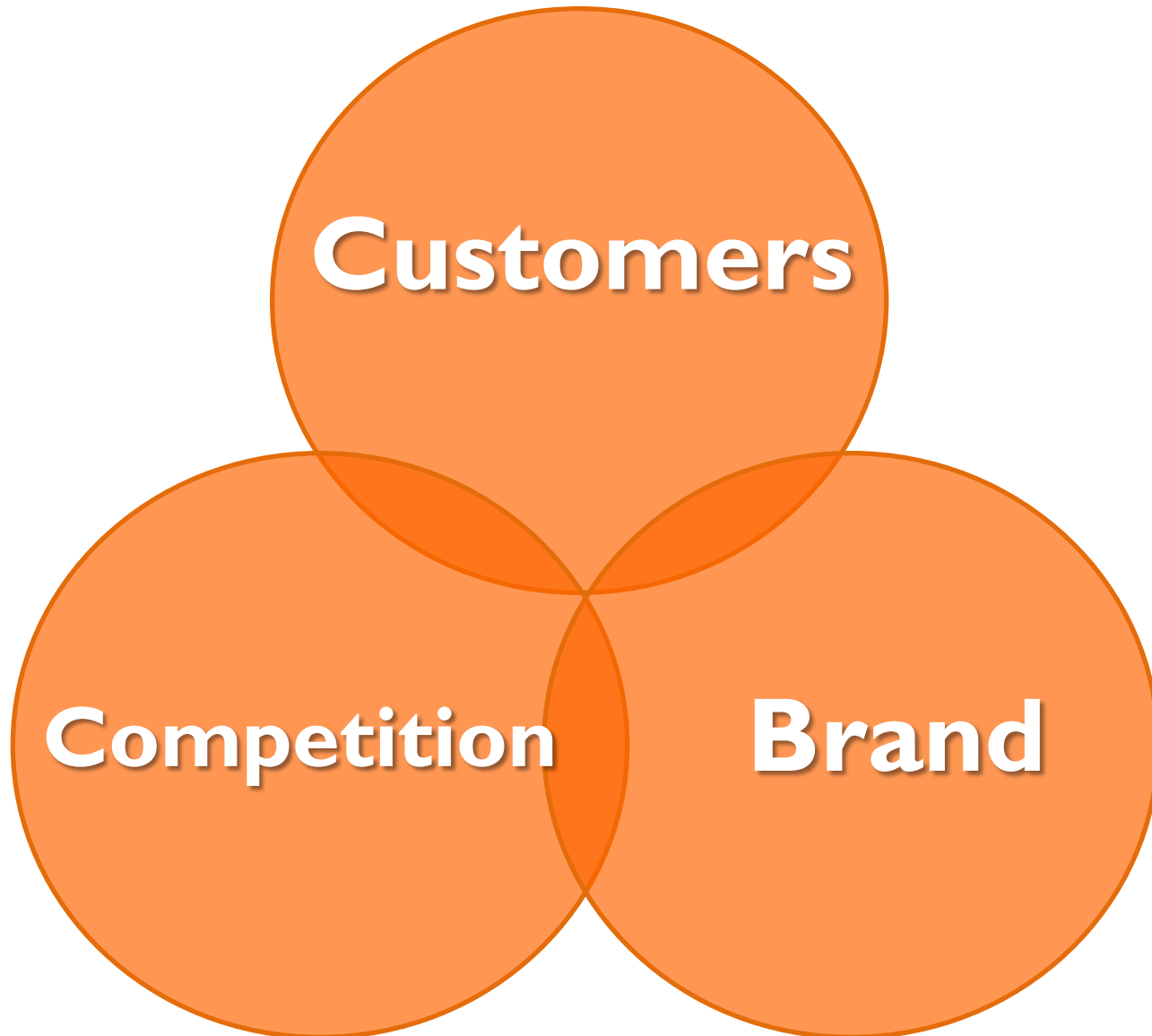
Before start you need...

Customers

Competition



Before start you need...





Social Media Research Tools

- Mention
- Keywords
- Alerts



Social Media Research Tools



30,888 people like this. Be the first of your friends.

Follow @twitscoop

Follow @twitscooptrends

Follow @hbookmark

Language : English

Send tweets, see your friends, save searches & more.

Sign in with twitter



Home Hot Trends Search

Search for: Search Clear All Auto Refresh Pause Graph

07:15:08

Buzzing right now



adolff alter arsenal behavior bestselling bieber biography bir
blessed cards chocolate countdown county crash
dark demi deprem dramatically enemy
everybody excellent fever
goodmorning headache hill hitler iya jersey
junior knife kyuhyun lazy lookin lounge manager mcd
meaning midnight mood morning nightmare normal oke patient
pee points positive quirky rain raining rainy refuse repeat response
school science section seem similar snsds
songs threatened tight tmr unfollow vida vintage walking wear
worst



PageLever



Tweet Cloud



- Entre las palabras relacionadas, todavía no hace referencia directa al banco



Google Alerts

Google alerts
beta

[Preview results](#)

Type:

How often:

Volume:

Deliver to:

CREATE ALERT

Google Alert for today

From: **Google Alerts** <googlealerts-noreply@google.com>
To: centennialpuertorico@gmail.com

Web

1 new result for **idol puerto rico**



Idol Puerto Rico Gala 4 Joseph Part 7-10 - YouTube

... on Sep 27, 2011. **Idol Puerto Rico Gala 4 Joseph Part 7-10 ...**
Idol Puerto Rico Gala 2 Joseph Part 5-15 by rickyponcepr497 views

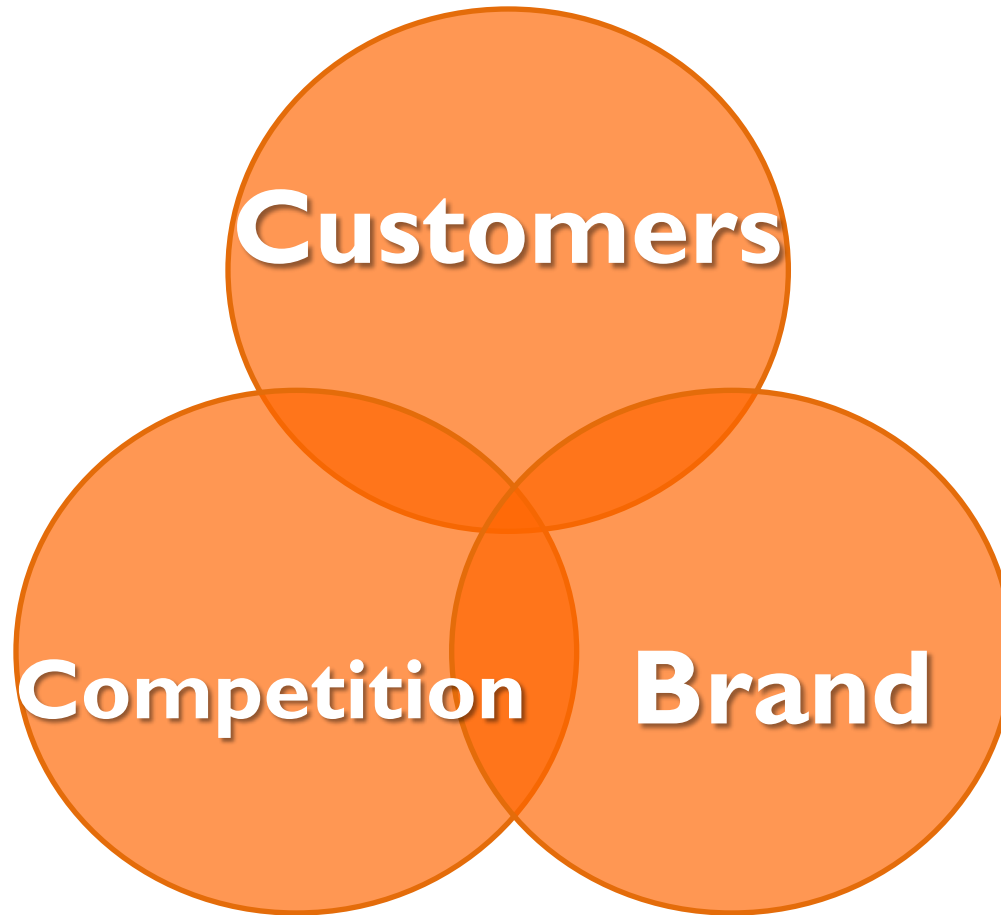
...
www.youtube.com/watch?v=N8AtsZF4sLQ

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#) - © 2011 Google

Google Alerts get to your emails and allows to set type, frequency



Before start you need...



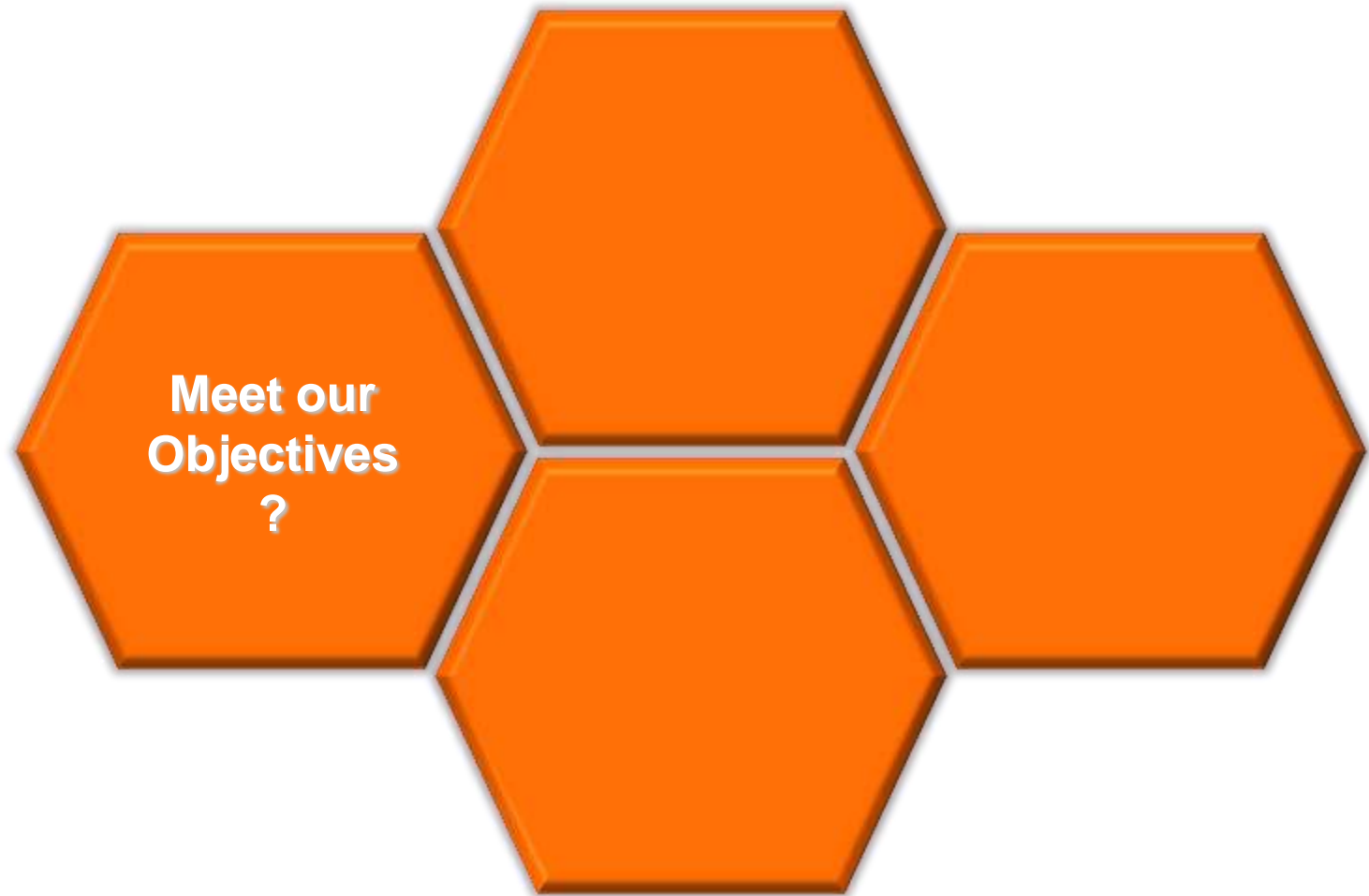
Listen and learn before diving into social. **Understand** the **opportunities** available for your brand



Strategic Model

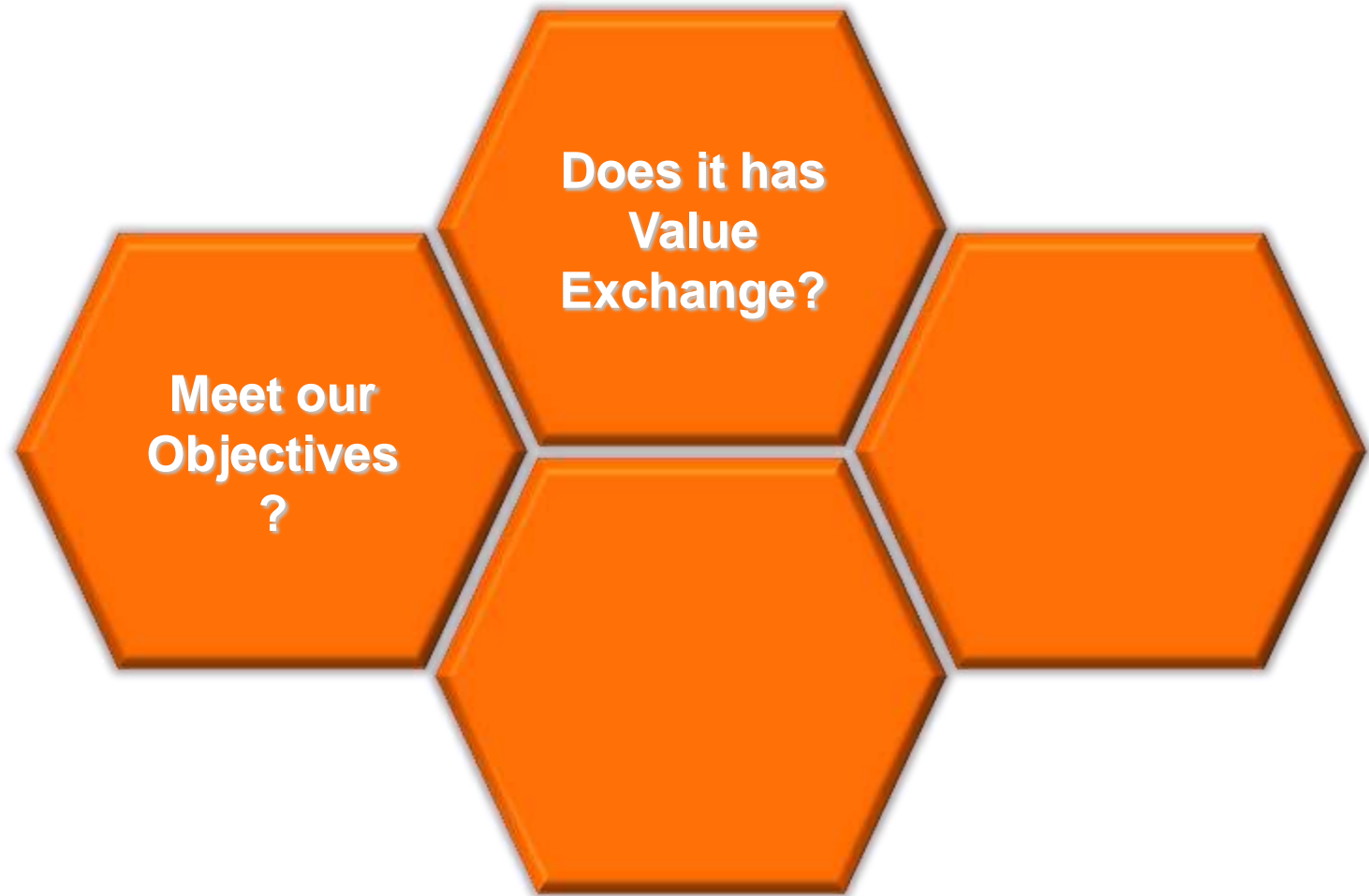


Strategic Model





Strategic Model





Strategic Model



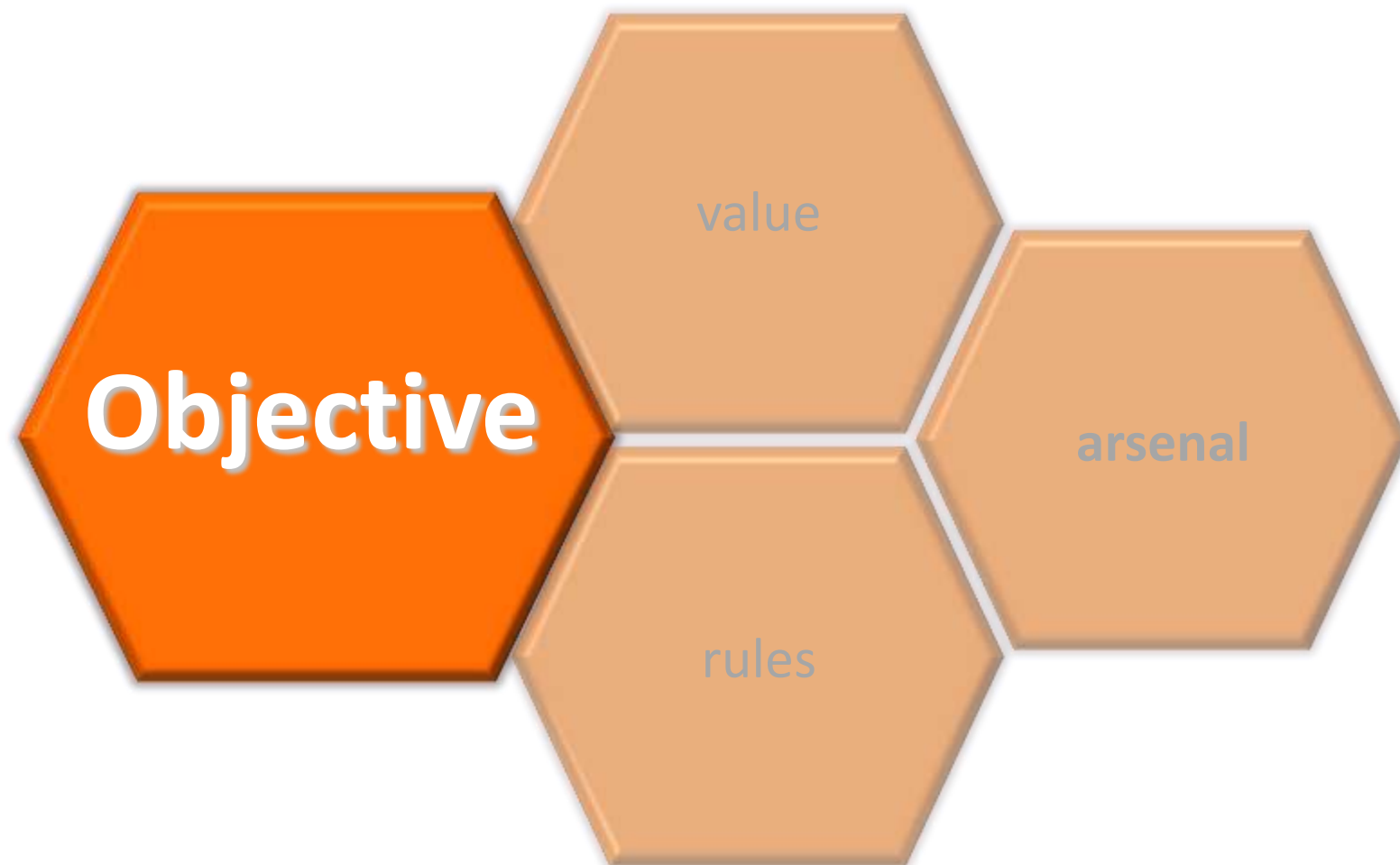


Strategic Model





strategic model





common objectives

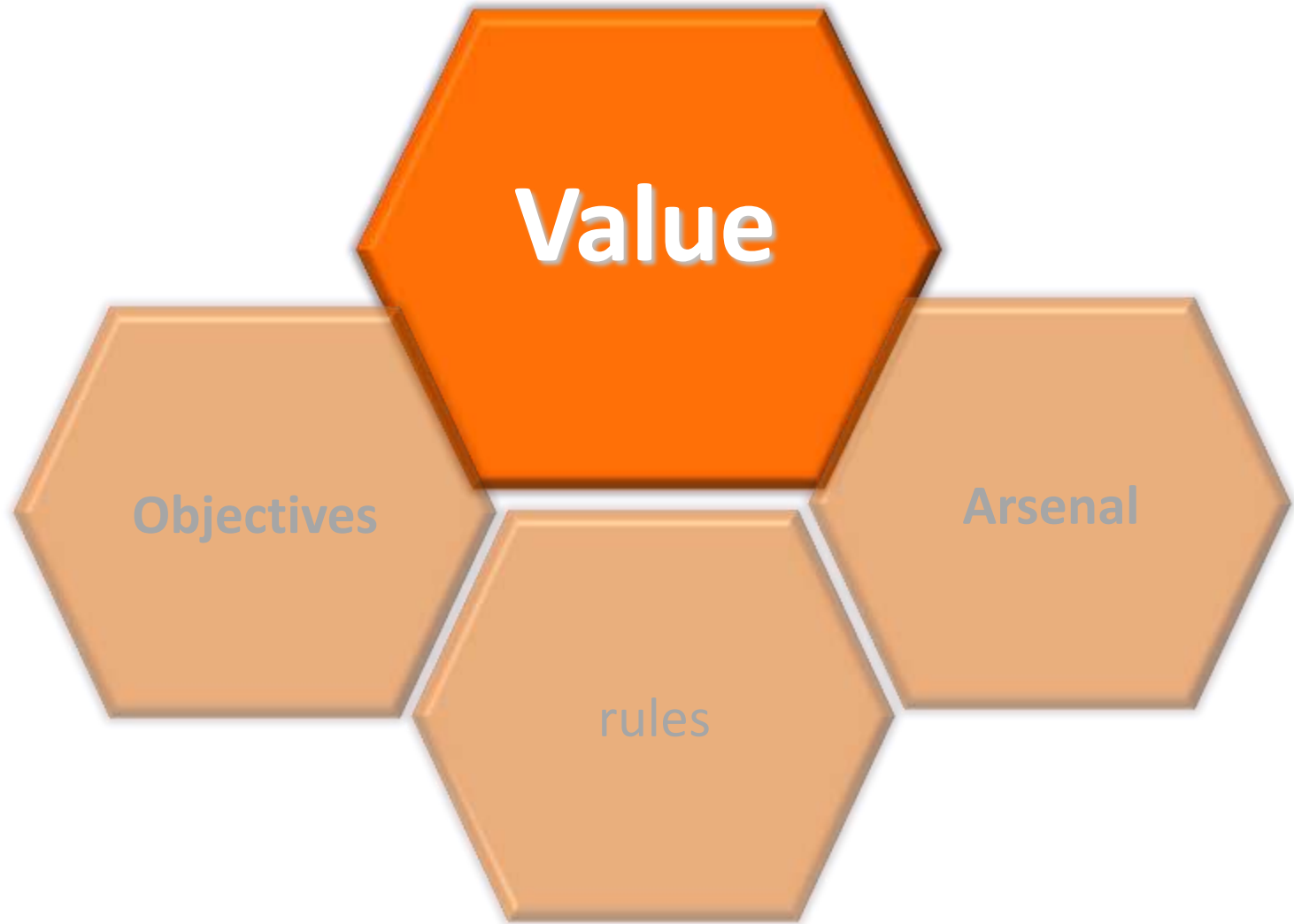
Building Brand Awareness

Sales Pipeline

Community Activation/Engagement



strategic model





· am a · an...

Expectations US Facebook Users Have After "Liking" a Company on Facebook, June 2011

% of respondents

To gain access to exclusive content, events or sales

58%

To receive discounts or promotions through Facebook

58%

To receive updates about the company, person or organization in my newsfeed

47%

The company to be able to post updates, photos or videos to my newsfeed

39%

To share with friends, family and/or co-workers

38%

The name of the company, brand or organization to show up on my profile

37%

The company to send me more relevant content based on the information in my public profile (e.g., age)

36%

To interact with page owner (e.g., brand, personality, etc.)

28%

The company to be able to access information in my public profile (e.g., age, gender, interests, etc.)

27%

The company to contact me through other channels (e.g., email, postal mail, Twitter, etc.)

24%

Do not expect anything to happen

37%

Note: n=626 who have "liked" at least one brand

Source: ExactTarget, "Subscribers, Fans and Followers: The Meaning of Like," Sep 21, 2011



Personalizing Customer Service



Doral

AVISO IMPORTANTE A NUESTROS CLIENTES DE DORADO:

Por la seguridad de asociados y clientes, nuestra sucursal ubicada en Dorado estará cerrada por el resto día, esto debido al inminente desbordamiento del Río Dorado. Los clientes podrán realizar sus transacciones a través del servicio personalizado de Teledoral llamando al 787.749.7000 o accediendo a la página doralbank.com.



Wall Photos

1,057 Impressions • 0.38% Feedback



Like • Comment • Share • August 23 at 1:43pm



Personalizing Customer Service



Customer Service Announcements: (a) Share real time updates to keep your customers informed, (b) Pre-empt questions or concerns




Personalizing User Interface

YouTube Search Browse Upload Create Account Sign In

Q&A with AT&T's Senior Android Project Manager

ShareATT 1,065 videos Subscribe



0:17 / 2:19 360p

Like Add to Share Embed 6,972

Uploaded by ShareATT on Feb 22, 2011

Dante Martin, Senior AT&T Android Project Manager, takes some time to

Show more

Highest Rated Comments

Or better yet, why did they ruin the atrix? No side loading, tethering plan required for the laptop dock even though it isn't tethering, and a locked boot loader

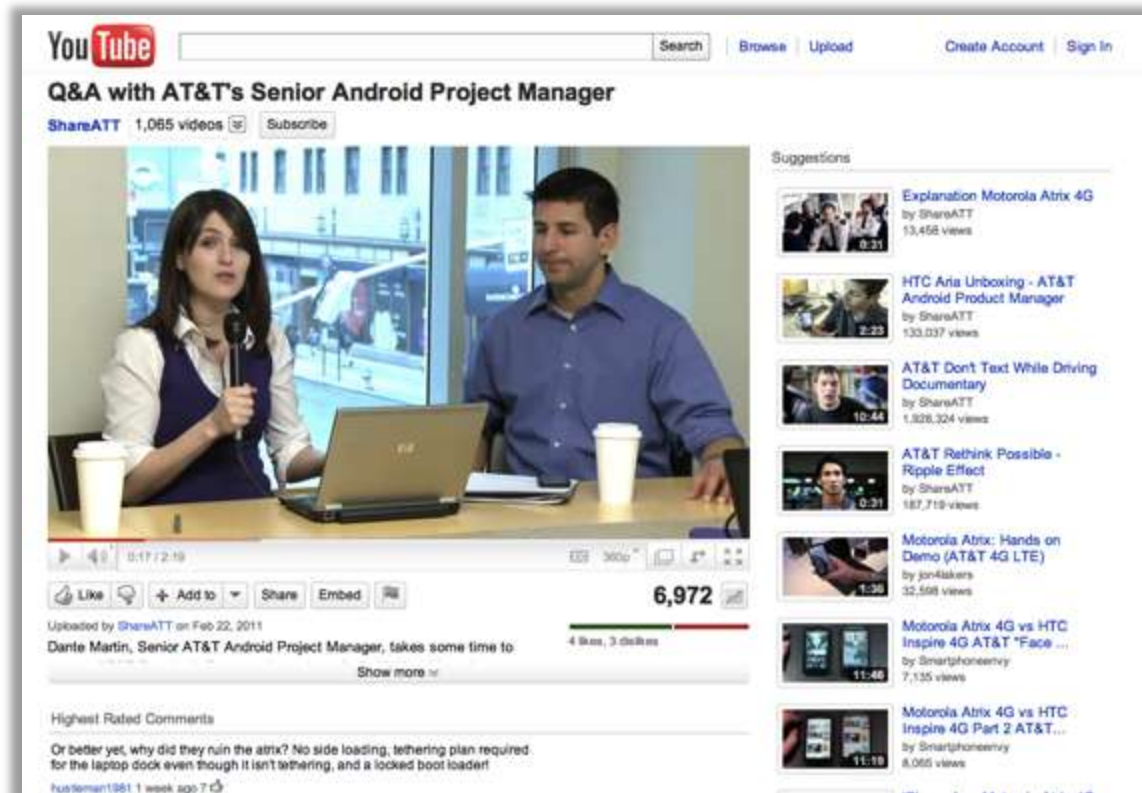
hustlemant1961 1 week ago 7

Suggestions

- Explanation Motorola Atrix 4G by ShareATT 13,456 views 0:31
- HTC Aria Unboxing - AT&T Android Product Manager by ShareATT 133,037 views 2:23
- AT&T Don't Text While Driving Documentary by ShareATT 1,826,324 views 10:44
- AT&T Rethink Possible - Ripple Effect by ShareATT 187,719 views 0:31
- Motorola Atrix: Hands on Demo (AT&T 4G LTE) by jon4skers 32,568 views 1:36
- Motorola Atrix 4G vs HTC Inspire 4G AT&T "Face ... by Smartphoneenvy 7,135 views 11:46
- Motorola Atrix 4G vs HTC Inspire 4G Part 2 AT&T... by Smartphoneenvy 8,066 views 11:19



Personalizing user experience



Information & Knowledge: Build knowledge bases and/or Provide additional product-related content



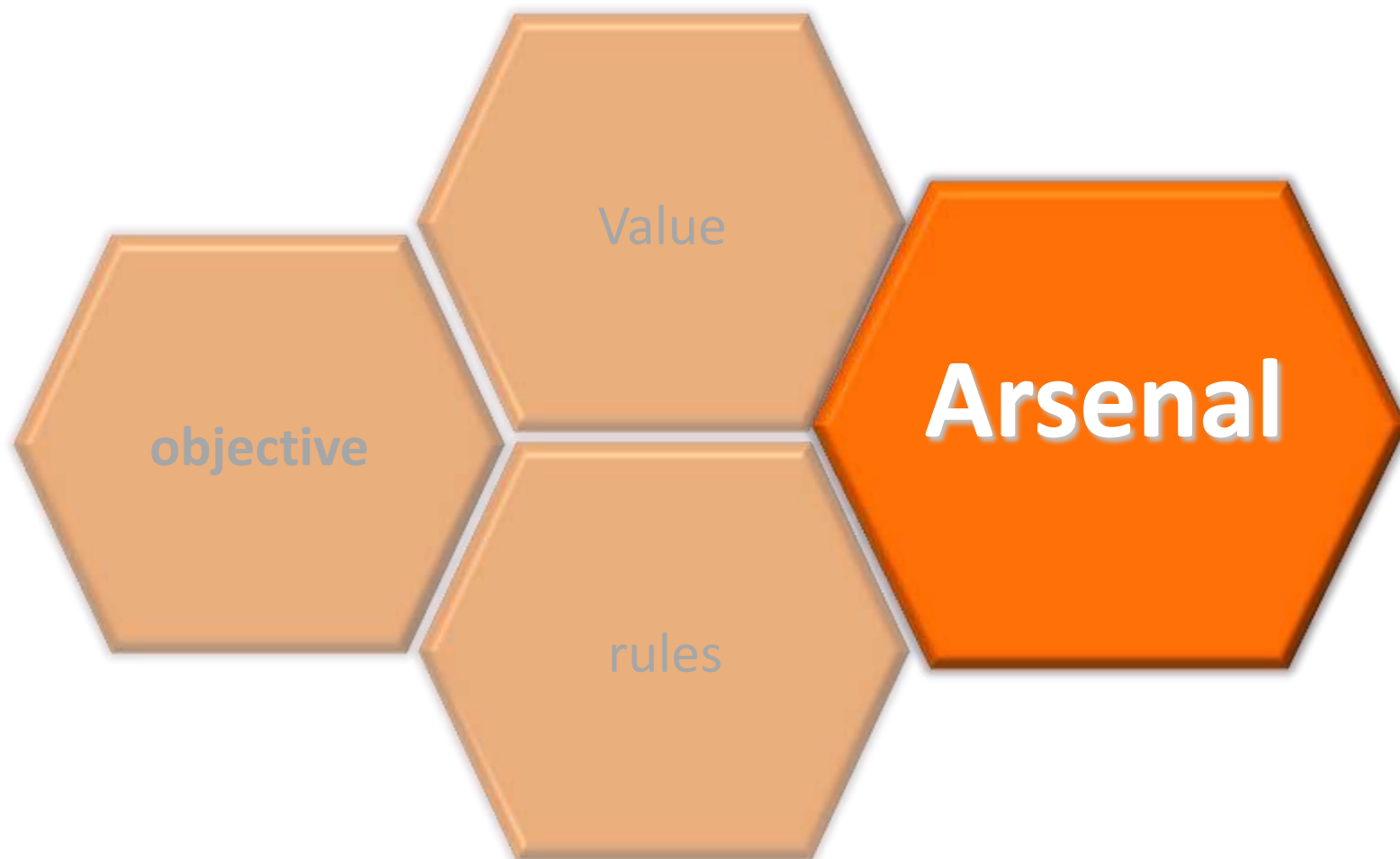
Identify value – heck list

Build a comprehensive customer profile that includes:

- Tips about their sense of humor
- Information about their lifestyle
- What they value in life, their struggles
- Their concerns
- Their expectations
- Document influencers in each market and note suggested conversation topics and tactics



strategic model





Build your arsenal

Assets such as content, video, celebrity endorsements, partnerships can be considered

Create differentiating assets in order to reinforce the program

Ensure that **content** must be **portable** and **shareable**



ui l di ng onsi der at i ons

Commitment to create content for
Fans/Followers

**Content & Community
Management**



Personal activities

Details about your company: People follow brands to learn more about them. Share:

- Culture
- Company news
- Employees
- Product or services



Personal actions

Details about your company: People follow brands to learn more about them. Share:

- Culture
- Company news
- Employees
- Product or services

Simple way to show who we are and how we do it.
Doesn't take too much effort

"Día del Disfraz" – Empleados CND

By Presidente (Albums) · Updated about 8 months ago · Taken at Cervecería Nacional Dominicana (CND)



Viernes 4 de Febrero, 2011.

Un día colorido en las instalaciones de Cervecería Nacional Dominicana, donde todos los empleados están realizando sus labores disfrazados. Estamos en carnaval y ¡Celebremos como nosotros los dominicanos sabemos hacerlo!

Al final de la jornada laboral, nos juntaremos para compartir y disfrutar con alegría. Además, premiaremos al mejor disfraz.

Like · Share

👍 Pote Leche and 134 others like this.

Like Tag Photos

People You May Know

See All



Jesmarie Jesmarie Vazquez

Add Friend



Francisco Jimenez

2 mutual friends

Add Friend

Sponsored

Create an Ad

NEW: The Sims On Facebook



The Sims has hit Facebook! Don't miss out, play now!

Gana \$10 USD!
reg.ecglobal.com



Participa en una encuesta sobre viajes y gana automáticamente \$10 dólares para compras con PayPal. Válido para Puerto Rico.

Este mes Berlitz Paga
berlitz.net.co



Inscríbete este mes y Berlitz paga \$150 de cada nivel hasta que termines Programa Semi Privado Plus Efectivo, Económico y Divertido

Reduce la Velocidad

comisionparalaseguridadeneltransito.com



La diferencia no es solo 15mph; la diferencia puede ser una vida. Reduce la velocidad.



"Día del Disfraz" – Empleados CND

By Presidente (Albums) · Updated about 8 months ago · Taken at Cervecería Nacional Dominicana (CND)



People You May Know

See All

Jesmarie Jesmarie Vazquez
Add Friend

isco Jimenez
Add Friend

Create an Ad

On Facebook

The Sims has hit Facebook! Don't miss out, play now!

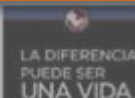
Participa en una encuesta sobre viajes y gana automáticamente \$10 dólares para compras con PayPal. Válido para Puerto Rico.

Paga

Inscríbete este mes y Berlitz paga \$150 de cada nivel hasta que termines Programa Semi Privado Plus Efectivo, Económico y Divertido

idad
guridadeneltransito.com

La diferencia no es solo 15mph; la diferencia puede ser una vida. Reduce la velocidad.



Viernes 4 de Febrero, 2011.

Un día colorido en las instalaciones de la CND, todos los empleados están realizando sus labores disfrazados. Estamos en carnaval y ¡Celebremos como nosotros los dominicanos sabemos hacerlo!

Al final de la jornada laboral, nos juntaremos para compartir y disfrutar con alegría. Además, premiaremos al mejor disfraz.

Like · Share

Pote Leche and 134 others like this.

Pote Leche and 134 others like this.



Josefina Duran WUAO IS NICE PIC

February 4 at 11:13am · Like



Miriam Arias Pelaez Me encanta su originalidad.....GENIAL

February 4 at 11:15am · Like



Aris Herrera Nice

February 4 at 11:15am · Like



Santiago Batista Cuanta mjre bella hay en esa compania

February 4 at 11:15am · Like



Arelis Nuñez estan todas muy bonitas.

February 4 at 11:23am · Like



Gregory Santana Knipping esa tiene que ser la mejor compañía del mundo

February 4 at 11:24am · Like



Veronica Nina Wwwaao!!!tan original como CND...

February 4 at 11:26am · Like



Jennifer Mendez Me gusta el de la chilindrina :)

February 4 at 11:26am · Like



Seryi Duran Me encanta la chilindrina!! Wow quiero trabajar en esa empresa que nice!!

February 4 at 11:29am · Like



Personal actions

Thought Leadership:

- Promote content illustrating your domain expertise that also provide value
- Share whitepapers on industry trends, pictures and infographics



resenal act i cs

Thought Leadership

**Yo Soy Claro**

CLARO TIP: ¿Estás en una importante reunión y olvidaste poner tu BlackBerry en vibrador?

No te preocupes, puedes ponerlo en modo vibración con sólo dejar presionada la tecla Q. Y si deseas regresarlo a modo normal vuelve a dejar la letra Q presionada.

5,894 Impressions · 0.51% Feedback
Thursday at 2:19pm · Like · Comment

 25 people like this.

**Raquel Lora Cepeda** AY GRACIAS POR EL DATO!
Thursday at 2:20pm · Like

**Raquel Lora Cepeda** Y LA Ñ ES MUY FÁCIL Y LAS VOCALES ACENTUADAS!
Thursday at 2:21pm · Like

**MeGa DiVo Ru** Eso Se Sabia Ya
Thursday at 2:26pm · Like

**Iván Bergés** wow increíble...lo mejor de todo en que funciona -.-
Thursday at 2:29pm · Like

**Marilandy García** Graciassss no sabia ese dato, que chulo..
Thursday at 2:51pm · Like

Write a comment...



Personal Activities

Event Marketing + Social

- Promote events details, activities, and news broadly
- Real-time updates, alerts and reminders
- Audiences can participate more easily
- Community sharing of content and ideas helps amplify buzz and attendance



representations

Event Marketing + Social

**Keystone Puerto Rico**

Jueves de calle. Te vemos en Panchita's con Maicol y Manuel y JQ.

Y si no estás cerca, esperamos que janglees con tu Keystone en mano.

1,250 Impressions · 0.40% Feedback

Like · Comment · Share · September 1 at 6:45pm

4 people like this.

**Valerie Madera Garay** Ah eehhhh
September 1 at 7:12pm · Unlike · 1 person

Write a comment...

**Keystone Puerto Rico**

HOY en Panchita's Pub vieja escuela y nueva escuela representados por Maicol y Manuel y JQ. También estará Franco el Gorila, junto a los King Breakers. Nos vemos allí.

Wall Photos



1,255 Impressions · 0.64% Feedback

Unlike · Comment · Share · September 1 at 11:12am

You and 7 others like this.

Write a comment...



resenal act i cs

Event Marketing + Social

**Keystone Puerto Rico**

¡Hoy! En La Respuesta en Santurce Orquesta El Macabeo, Jamsha El Putipuerko y el segundo aniversario del corillo de Bicijanguero.

Llega temprano que las primeras 15 personas entran GRATIS, cortesía de Keystone.

1,484 Impressions · 0.27% Feedback

Like · Comment · Share · September 24 at 6:24pm

👍 2 people like this.

**Zaida Marlii- Lopz Jessica Concepcion Garcia**

September 24 at 7:16pm · Like

**Jessica Concepcion Garcia** Jajaja
September 24 at 9:48pm · Like

Write a comment...



Personal Actions

Share Content from the events: connect to community members who aren't present



Keystone Puerto Rico
Franco El Gorila montándola



Wall Photos

1,939 Impressions · 0.41% Feedback

 Like ·  Comment ·  Share · September 2 at 1:30am via mobile

 8 people like this.

Write a comment...



Keystone Puerto Rico
JQ cantándole a la suegra!

1,638 Impressions · 0.43% Feedback

 Like ·  Comment ·  Share · September 2 at 12:47am via mobile

 7 people like this.

Write a comment...



digital marketing




Product launches + Social

- Affordable channel to reach active audience
- Enhance other media spends by reinforcing messages and increasing impressions
- Build excitement with information and offering exclusive deals
- Growth adoption opportunities by reaching a large, interactive audience at launch
- Product Demonstrations: don't just tell people, show them with compelling demonstration




r senal act i cs

Product launches + Social

facebook   Search  Home Profile Find Friends Account ▾



Circo Toys's Videos Previous · Next



Circo Toys
¡Duelo con el Jumping Dance! Consíguelo en Circo Toys.
Like · Comment · Share · Edit

5 people like this.

Title: Nov 21, 2010 2:20pm
Posted: November 21, 2010

  The friend finder is better than ever Try it.

Your Email


Email Password

Find Friends


Facebook won't store your password.

Sponsored Create an Ad


¿El mejor amigo de UNIQ?

 Diaz, nueve, ocho, siete, seis, cinco, cuatro, tres, dos, uno, cero... Haz clic y entérate.

Boda, Reencuentro, Club?
haciendabrisafresca.com

 Ofertas incluyen piscina, canchas, billares, salón, comida, entremeses, refrescos, mesas/sillas dad \$19.95 p/p min. 50 pers. Info 767-891-7931

SeriouslyCreative

 Que "la fuerza te acompañe" y no te




Personal actions

Product launches + Social



Circo Toys added 12 new photos to the album **WWE en Circo Toys!**




WWE en Circo Toys!

1,168 Impressions · 0.17% Feedback

 Unlike · Comment · Share · September 2 at 3:34pm

 You and Dare To Be Fit like this.

Write a comment...



Circo Toys

Todas tus estrellas de la WWE están en el ring de CIRCO TOYS. ¡Atárganlas!

Wall Photos



771 Impressions · 0.26% Feedback

 Unlike · Comment · Share · September 2 at 3:15pm

 You and Taniase Perez like this.

Write a comment...



Brand Activations

Provide Pre-Packaged Content: Make easy to share content on your behalf, leverage your community to further bolster your brand





r senal act i cs

Provide Pre-Packaged Content

**Doral**
Felicitamos a todos los que han sido parte d la Limpieza Internacional de Costas.



Wall Photos

1,408 Impressions · 1.21% Feedback

 Like ·  Comment ·  Share · September 17 at 10:35am via mobile

 13 people like this.

 View all 4 comments

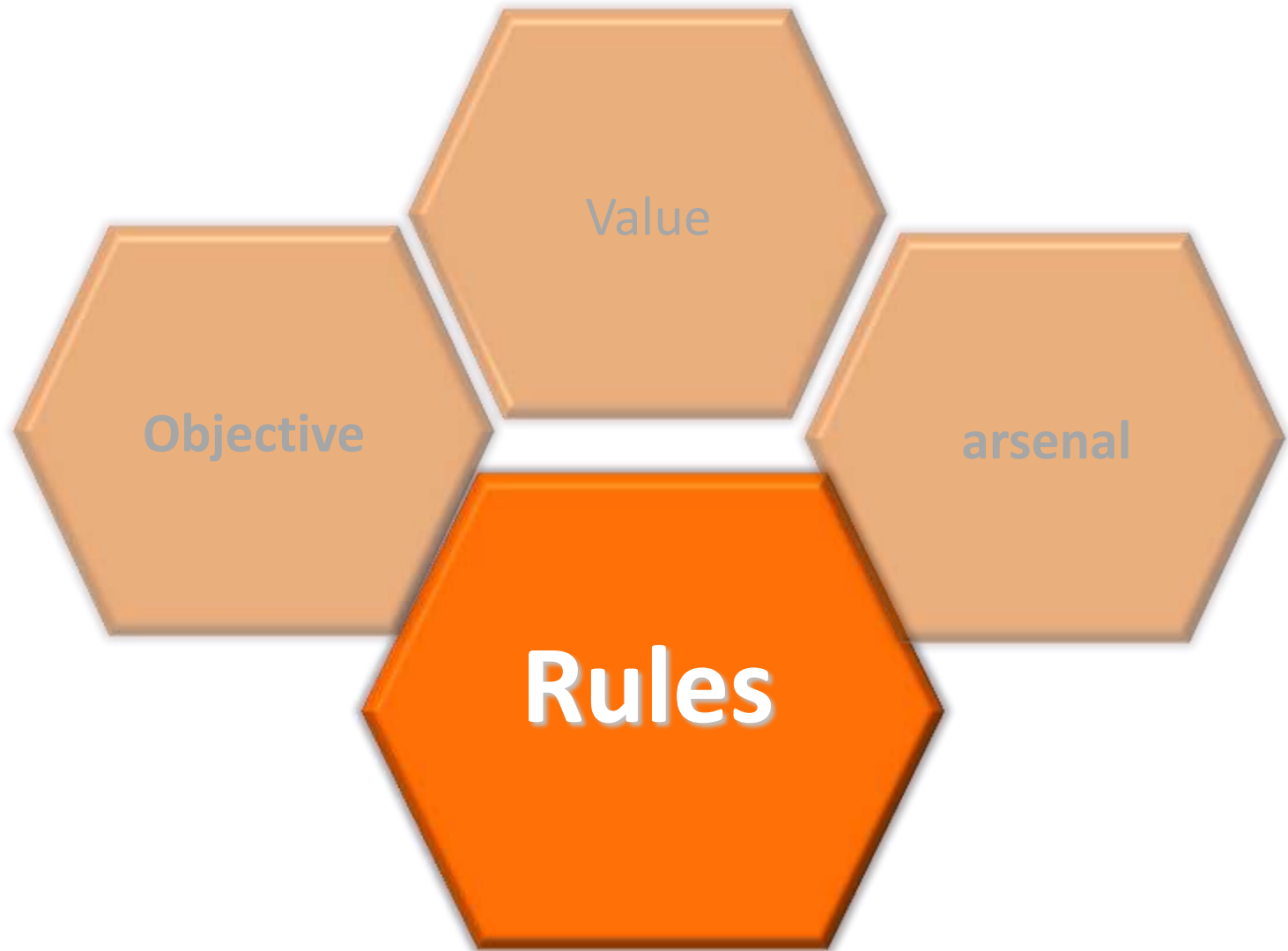
**Milagros Salgado Maldonado** ahhh . . . no pude ir. Pero pa' la próxima me apunto. je,,je
September 17 at 10:54am · Unlike ·  1 person

**Rivera Noel** Tras que es el mejor banco que ofrece servicios se ocupa de la isla . Gracias por ser tan excelentes.
September 17 at 11:15am · Unlike ·  1 person

Write a comment...



strategic model





ocial utl et ur pose

facebook

twitter

You Tube



social utilitarian purpose

facebook

twitter

You Tube

each
information
sample



social utilitarian purpose

facebook

twitter

You Tube

each
inform
example

inform



social utilitarian purpose

facebook

twitter

You Tube

\each
inform
ample

inform

\each
ample
ass-long



social utilitarian purpose

facebook

twitter

You Tube

\each
inform
ample

inform

\each
ample
ass-long

involved



social utilitarian purpose

facebook

twitter

You Tube

each
information
sample

information

each
sample
ass-long

involved

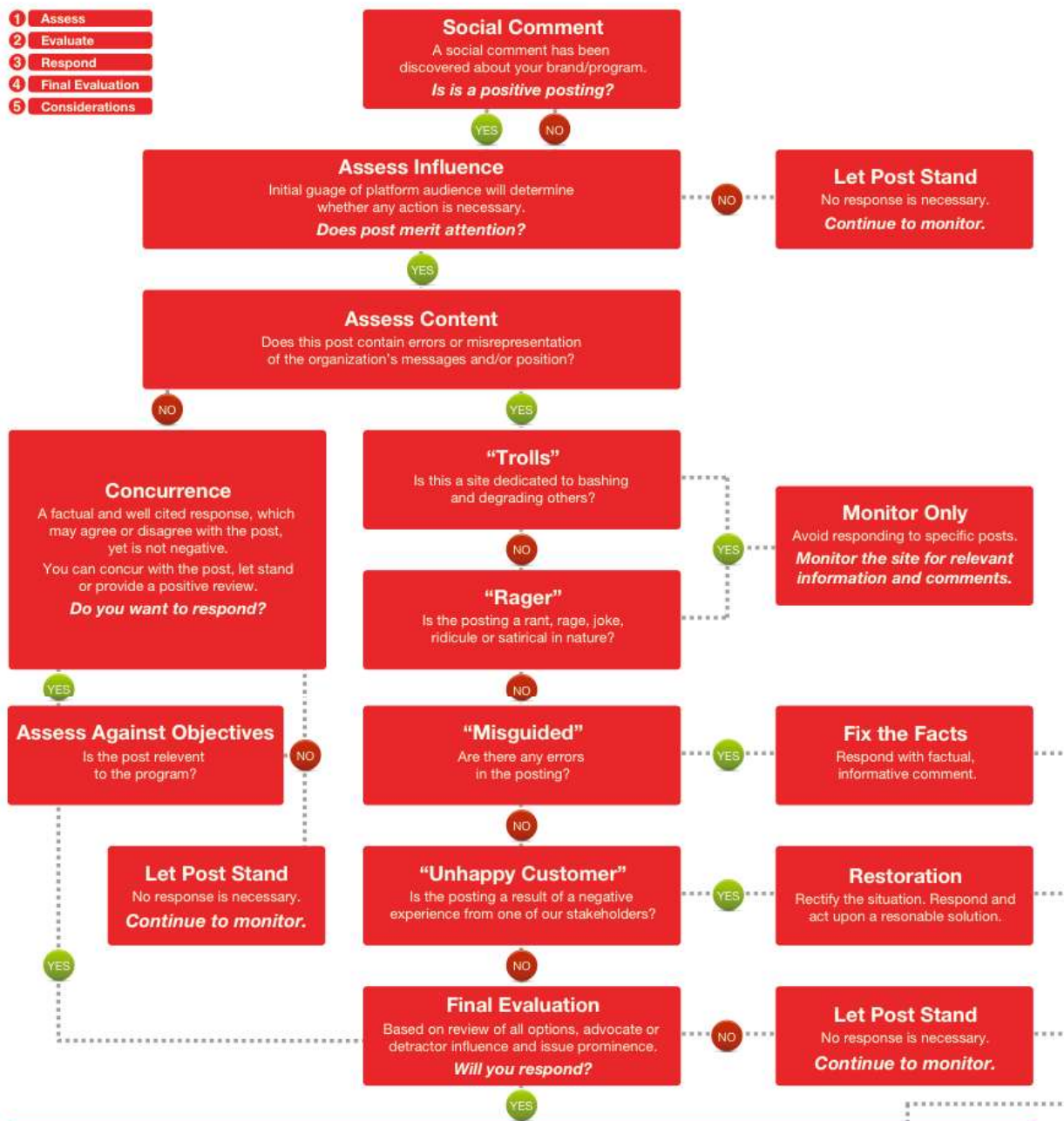
conversion
marketing
promotions

news
support

marketing
support

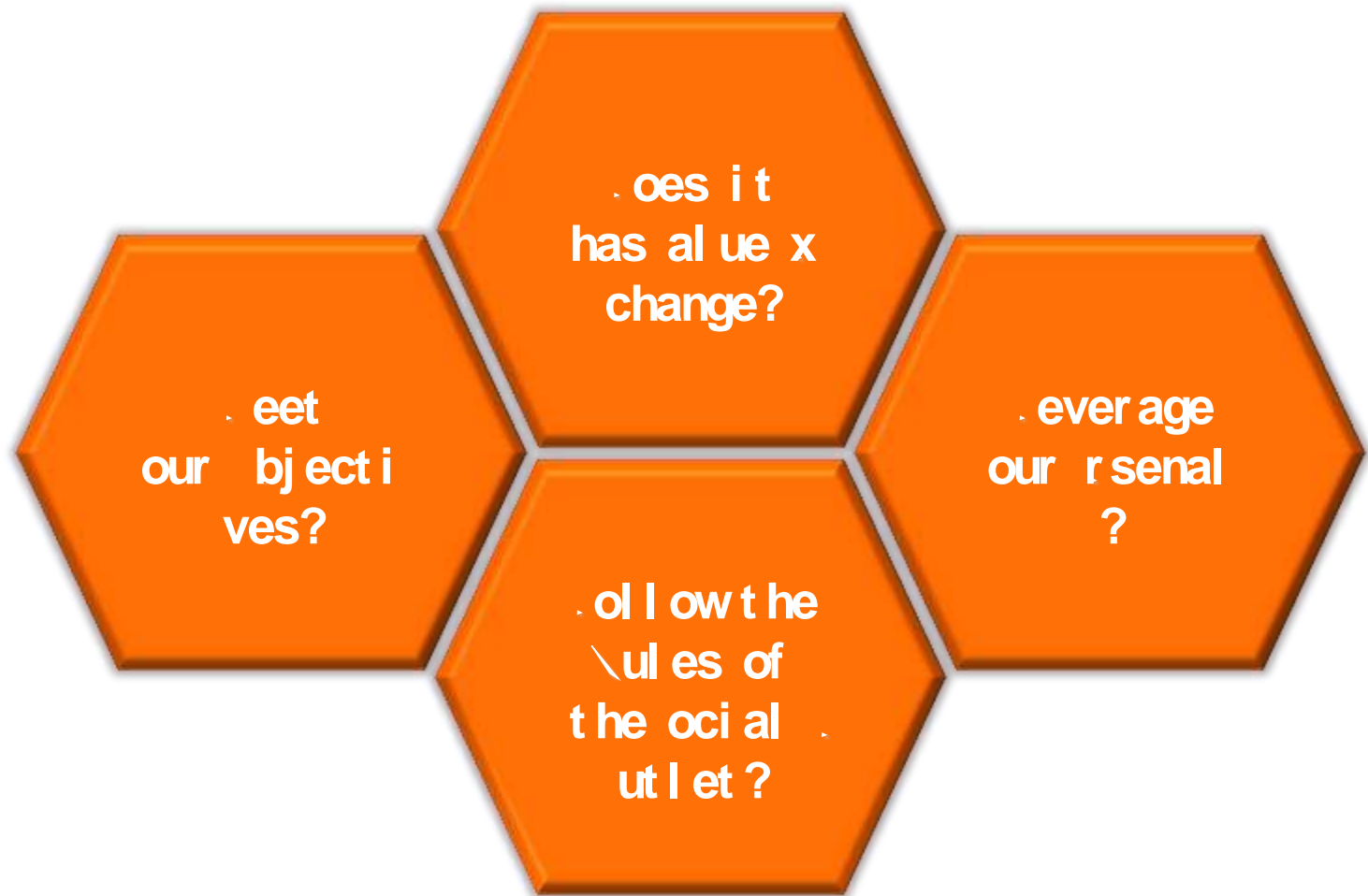


- 1 Assess
- 2 Evaluate
- 3 Respond
- 4 Final Evaluation
- 5 Considerations





strategic model





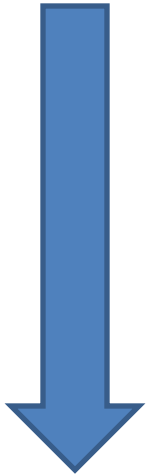
Measurements



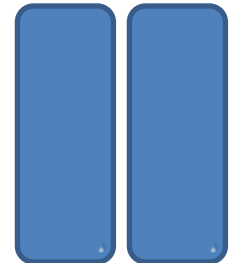
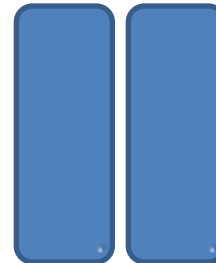
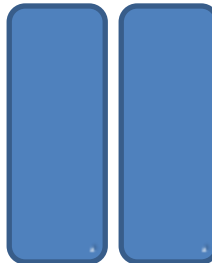


Results Measurements

strategy



actions



Frontline Puerto Rico

Insights >

> Overview

+ Create an Ad

Page Insights

Overview

Users

Interactions

Links

Go to Page →

Documentation →

Send feedback →

Week

Month

08/30/2011 - 09/28/2011

+ Export

Users [See Details](#)

New Likes?

35 ↑ 13%

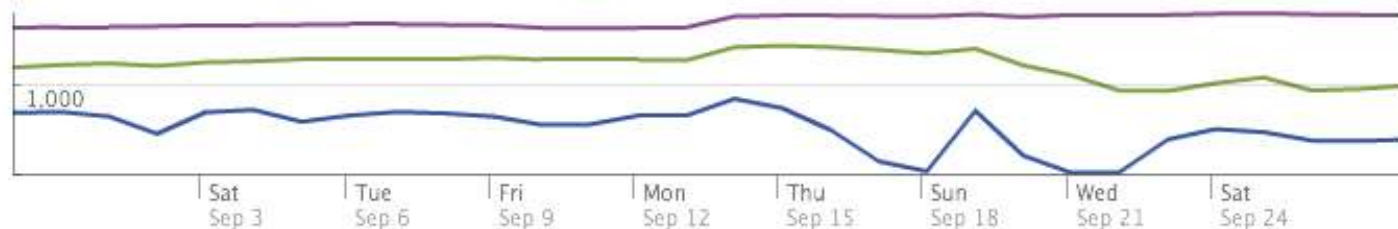
Lifetime Likes?

1,891

Monthly Active Users?

1,777 ↑ 9.4%

Active Users?

☒ Daily Active Users☒ Weekly Active Users☒ Monthly Active UsersInteractions [See Details](#)

Post Views?

87,737 ↑ 17%

Post Feedback?

774 ↑ 9.2%

Page Content Feedback?

☒ Likes☒ Comments



Objective #. – community activation/engagement

Most Recent Posts

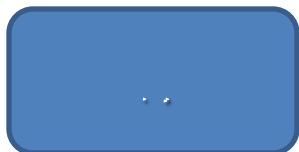
Message	Posted ▼	Impressions	Feedback
¡Compartir en la vida lo bueno! Felicidades Dominic Baez...	8 hours ago	23,991	0.22%
¡Hay en la tarde la fría comparte TRES CORROS del verdadero...	13 hours ago	30,242	0.30%
Mañana VIERNES alguien del coro se gana su caja de frío....	Thursday at 4:37pm	51,312	0.21%
Correa Presidente te invita a disfrutar del "Primer...	Thursday at 10:38am	44,542	0.17%
¡Lo bueno y verdadero se comparte! Participa en nuestro...	Wednesday at 11:46am	64,513	0.62%
El coro de la fría en nuestro fan page es cada vez más...	September 28 at 10:05am	43,753	0.30%
Recomendaciones de Dominican Fantasy Leagues para esta...	September 28 at 9:25am	42,916	0.098%
¡Jenna tu coro de las Grandes Ligas!	September 27 at 2:21pm	41,551	0.077%
Fin de semana de largo para el coro ¡Disfruten, descansen,...	September 24 at 1:35pm	45,533	0.79%
Consejos para que el coro de la Liga Virtual Presidente sea...	September 22 at 9:51am	49,030	0.053%



Results Measurements



Wariness



Each



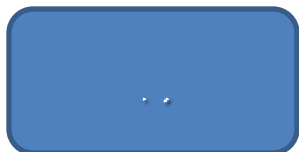
Number of followers, fans, subscribers, heart rate, impressions (.), video views (.), visits/visitors (.)



\esul t s . easur enent s



nf l uence
sal es/ pur chase



lick, i ews & eads



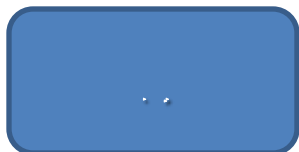
entions of themes; mentions of products; hort-\s
(it.ly); astags; ab i ews (.); \eferral s to website (.)



\esul t s . easur enent s



ngagement



nt er act i ons



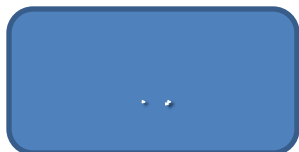
ctive sers (.); ot al nt er act i ons (.);
\atio isits/isitors (.); \atio nt er act i ons/isitors (.);
\ating, omments, favorites ()



\esul t s . easur enent s



. aci l i t at e support



ompl ai nt s & \esol ut i ons



hort-\s (it.ly); \eferrals to ebsite (.); .umber of
compl ai nt s through oci al utl et s

ist en





Quest i ons

sal omõndayan:

mail: sdayan@li.h.com

twitter: <http://twitter.com/sedayanr>

li deshar e: <http://www.sli deshar e.net/sedayanr>

linked n: <http://do.linkedi n.com/i n/sal omõndayan>

oogl e+: <https://plus.google.com/>

eb site: <http://li.h.com/>