Social Media for PR & Communications

Content & Community

Salesforce Marketing Cloud

January 2013

salesforce

marketing cloud

Safe Harbor

salesforce marketing cloud

Overview

The always-on personal reach of social media and public relations and communications goals go hand in hand. This presentation includes a solid but flexible strategy to successfully handle public relations and communications with social media. It focuses on four areas:

- Content development
- Push to pull messaging
- Crisis management
- Marry online and offline campaigns

salesforce marketing cloud

Create Sharable Content

The social web is a place for sharing, commenting and engaging. By creating content with those qualities, you'll have more success with spreading your message. Create sharable content by:

- Using visual, audio and written content
- Telling a great story about your customers or brand
- Listening and engaging with your community

salesforce
marketing cloud

Oreo Succeeds with Sharable Content

- Oreo Cookie's 100-day "Oreo #dailytwist" campaign used visual content featuring their cookies to tell the story of holidays, current events, cultural moments and more, in real time.

- Their reach increased, their fan base increased and their sales increased, but more importantly, the attachment people felt to the brand increased.

JUNE 25 | PRIDE

salesforce
marketing cloud

Push to Pull Messaging

Traditionally, PR has been strictly push, push, push - broadcasting messages out to your audience. In a social media world, your content and engagement should be pull PR - drawing people in. Here's how:

- Search engine optimize (SEO) your content to utilize terms your audiences uses/searches
- Engage with your audience to create a deeper relationship and loyalty
- Create content that pulls people in to your message

Sharpie Draws an Audience

- Sharpie executes the kind of content-plus-engagement strategies on multiple platforms in multiple formats that pulls people in toward their brands and makes deep consumer loyalty possible

salesforce
marketing cloud

Crisis Management

Social media monitoring can uncover a crisis as it's happening. You can listen to conversations in real-time to spot trends, resolve issues before they escalate and make smarter decisions. Engage back to rapidly share information and match up people to resources. To begin, have:

- A social media strategy that ties into your broader business goals
- An established listening model
- An approved and well-understood social media policy
- A social media playbook
- A social media crisis plan
- A well-trained social media team
- Potential help from advocates and influencers

salesforce marketing cloud

American Red Cross is Always On

- The American Red Cross Digital Operations Center monitors and responds to 70,000 crises per year on social media — everything from house fires to hurricanes.

- Red Cross staff and digital volunteers listen to online conversations, interacting directly with people who need help or have questions.

Photo courtesy of Dell, Inc.

salesforce marketing cloud

Marry Online and Offline Campaigns

With a strong campaign, social media can help promote your offline activities. Drive offline actions (such as store visits) with these online approaches:

- Online contesting
- Coupons offered on social channels only
- Blogger outreach
- Social media ads
- Encouraging social sharing of content
- Gamification
- Create a hashtag

salesforce
marketing cloud

GE Blends Online and Offline Media

- GE Healthcare uses gamification and social media to increase cancer awareness and encourage cancer prevention via their #GetFit campaign on Facebook, Twitter and Weibo.

- Users get points for each update or post, competing with others all over the globe to reach their goals faster.

- Their "HealthyShare" Facebook app goes along with the campaign and adds a game layer to the mix.

salesforce
marketing cloud

Measure Your PR Efforts

Measuring the success of your public relations campaigns has never been easier or more able to be tied to real ROI. Here's how:

1. **Lay a measurement foundation.** Plan ahead for tracking SEO keywords, influences, key drivers, social shares, hashtags, and landing page and conversions

2. **Make sure everyone is using the correct campaign tracking tools so you don't miss any data.** Create great backend metrics on the website as well as social share tracking.

3. **Create and share weekly reports during the campaign.** Tie the results to your goals for sales, leads and increased brand awareness. Translate your results into a case study later.

4. **Based on metrics and results, adjust the campaign as needed while it's still running.**

salesforce marketing cloud

Download the Full Ebook

FREE EBOOK:
Social Media for PR and Communications

DOWNLOAD NOW >

http://www.radian6.com/resources/library/social-media-strategy-for-pr-and-communications

salesforce
marketing cloud

Thank You!

Contact us at **www.salesforce.com/marketing-cloud** or:

facebook.com/marketingcloud

@MarketingCloud

linkedin.com/company/marketing-cloud

+MarketingCloud

youtube.com/MarketingCloud