

# 10 шагов к успешному маркетингу через социальные медиа



Pat Kitano

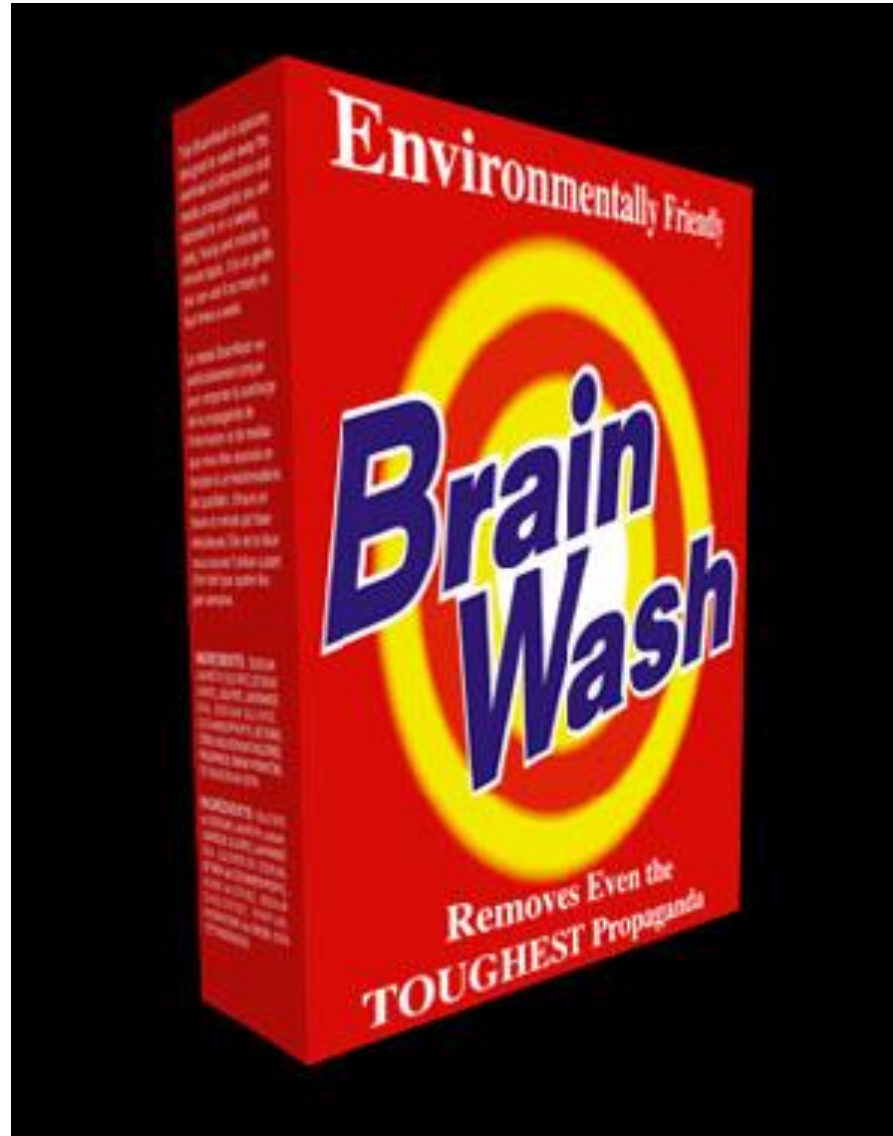
[MediaTransparent.com](http://MediaTransparent.com)

[TransparentRealEstate.com](http://TransparentRealEstate.com)

# Помните рекламу Subliminal?



# Подозрительная реклама

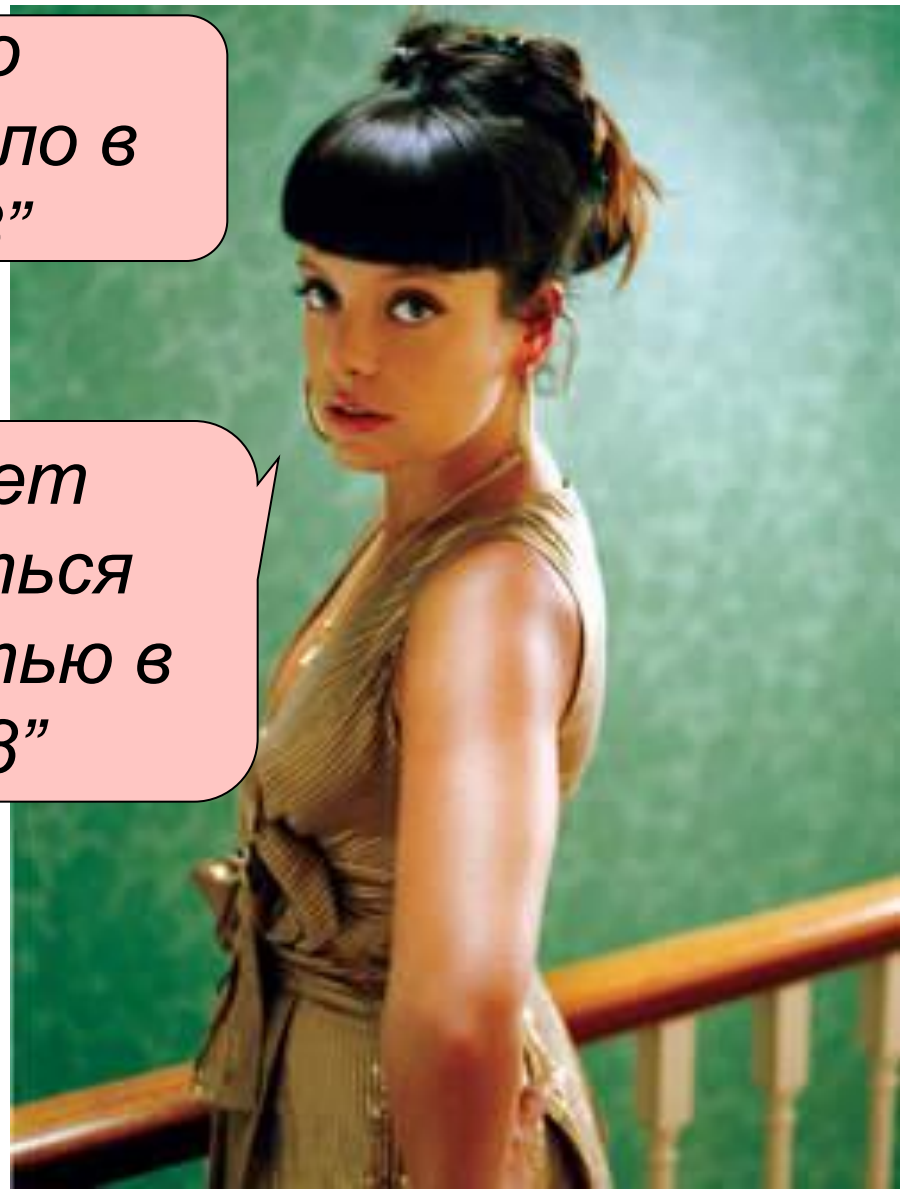


# Потребители переосмысливают рекламу



*“Что  
работало в  
1958”*

*“Может  
оказаться  
глупостью в  
2008”*





# Помните Word-of-Mouth?



*“Сейчас эта  
концепция  
называется  
Вирусным  
маркетингом”*

# Word-of-Mouth реален



# 10 шагов к успешному маркетингу через социальные медиа



# 1. Отслеживайте отзывы о вашей продукции



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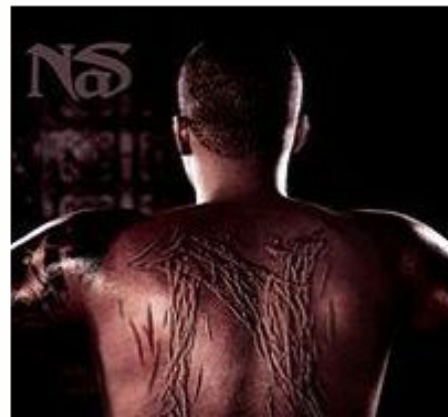
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## Epinions Most Helpful



Author's rating: ★★★★★

Sometimes it's hard to separate artistry from publicity. I was recently involved in a

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Dell recommends Windows Vista® Home Premium.

You are here: USA > Home & Home Office > Laptops > Inspiron

## Inspiron Mini 9

Introducing your new best friend. Complete with connectivity features, you have the freedom to live without ever losing touch.

- Connect with advanced wireless
- Light and compact for an on
- Dynamic & Customizable u
- 4 hours battery life



+ Closer Look

Gallery



360°



Avg Customer Rating 4.2 of 5

[Read all 5 Reviews](#)

[Write a review](#)

Share this Product:



Отзывы о продукции на сайте увеличивают доверие к корпорации

# 2. Прислушивайтесь к отзывам о вашей продукции

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Featured Systems Design Tech Specs **Customer Ratings**

### Customer Product Reviews

Review This Product

**Overall:** ★★★★★

**Quality:** ██████████

**Features:** ██████████

**Value:** ██████████

Reviewed by: [BobDellTechGuy](#)  
[\(read all my reviews\)](#)

Level of expertise: Expert

**Title:** Good and Bad

**Pros**  
Great Mini device for school, work, and travel.

**Cons**  
Definately agree with everyone else that this device would recommend going with maximum storage.

**Additional Thoughts**  
For those of you with a home network or access on the office network, just use a shared CD drive from another computer to install software, it will be slower across the network, but you could save some money.

Was this review helpful to you? [Yes](#) [No](#)

Share this Review: [f](#) [t](#) [+](#)

---

**Overall:** ★★★★☆

**Quality:** ██████████

**Features:** ██████████

**Value:** ██████████

Reviewed by: [JohnnyMacAttack](#)  
[\(read all my reviews\)](#)

**Duration of product use:** Less than a month

Level of expertise: Expert

**Title:** Needs more options... **Date:** September 18, 2008

**Pros**  
Small and light. Display is high-res for its size. Would be perfect first notebook for a kid, or an air-travel companion.

**Cons**  
No option for Windows XP Pro, which makes it a no-deal for college students or business professionals. No option to add more solid-state storage. There's really no reason for this, since Dell could offer 32 and 64 gig solid-state storage in the same space that the 4, 8 and 16 gig peices fit. The same money for the top-end Mini 9 would buy you a decent 15" notebook. Offer the top-end Mini with every

**Они клиенты!**

### 3. Прекращайте работать с фокус - группами



Усиливайте  
отдачу от  
он-лайн  
клиентов

*Это дорого  
и  
ограничено  
в кругозоре*

# Вместо этого, создайте группу на Facebook

Visa сделала  
ЭТО

THE  
VISA BUSINESS  
NETWORK BETA

THE VISA BUSINESS NETWORK™

Say Cheese

Network Activity

PLAY VIDEO

**GROW. MAKE CONNECTIONS.  
MANAGE YOUR BUSINESS BETTER.**

PLAY VIDEO

00:00 00:00

*“Хм, что могло  
быть более  
скучным, чем  
социальная  
сеть  
кредитных  
карт?”*



# 4. Награждайте клиентов за участие



The Visa Business Network is a social networking app for small business owners.

Here you can connect with other small business owners, reach out to customers and learn ways to manage your business better.

Features:

- Find other businesses using the Business Finder. Find relevant businesses based on business type, location, size etc.
- Exchange ideas, information and opportunities with other small business owners
- Get \$100 worth of free Facebook advertising. Allows you to target customers with more relevance based on their Facebook profile information
- Get expert advice and tools to manage your business. Includes

→] Go to Application

Become a Fan

Block Application

Share +

About this Application

★★★★☆ (2.8 out of 5)  
Based on 76 reviews

Users:  
49,208 monthly active users,  
29 friends

Categories  
Business, Money

This application was not developed by Facebook.

About Visa Inc.

Visa Inc. operates the world's largest retail electronic payments network providing processing services and payment product platforms. The Visa Business Network is part of Visa's dedication to helping small businesses succeed. We realize

\$100 стоит бесплатной рекламы Facebook

“Я буду появляться в социальных сетях Visa за \$100”



# Теперь вы завладели их вниманием

Объясните зачем вашему клиенту ваш товар

 SEE HOW YOU CAN USE THE VISA BUSINESS NETWORK TO YOUR ADVANTAGE.

## GROW



With over 80 million users, Facebook is a great place to build your business. When you join the network, you get \$100 to create targeted advertising and reach potential customers on Facebook.

[Learn more >](#)

## CONNECT



The Visa Business Network connects you with other small businesses. Share ideas, information, opinions, and knowledge with people going through the same things you are.

[Learn more >](#)

## MANAGE



The Resource Center features exclusive content that gives you great ways to help you manage your business. Take advantage of articles, videos, and tips from top small business sources.

[Learn more >](#)

# Ваш клиент даст вам отдачу

## Reviews of The Visa Business Network



[Back to The Visa Business Network](#)

Displaying reviews 11 – 20 out of 76. | [Write Review](#)

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### ★★★★★ Worked perfectly...

by Stavros Mitchelides at 10:48pm on September 8th, 2008

Got my credit immediately. Applied it to my account, and it took \$100 off my total.

[Report](#)



### ★★★★★ so ???

by Shai Navon at 2:49pm on September 5th, 2008

did this work for anyone ? let us know I am sure there are more people waiting to hear if this is a scam or whateva ...

[Report](#)



### ★★★★★ Got Coupon?!?

by Mark Atwood at 9:10am on September 5th, 2008

Never got it after a couple weeks...

[Report](#)



### ★★★★★ Coupon, PLEASE! HAVENT RECEIVED!

by Tyler Johnson at 9:29pm on September 4th, 2008

*“как и ожидалось, выигрыш \$100 был главной мотивацией”*



# 5. Усовершенствуйте продукцию



★★★★★ Got Coupon?!?

by Mark Atwood at 9:10am on September 5th, 2008

Never got it after a couple weeks...

Report



★★★★★ Coupon, PLEASE! HAVENT RECEIVED

by Tyler Johnson at 9:29pm on September 4th, 2008

Предоставляйте клиентам решения

## The Visa Business Network

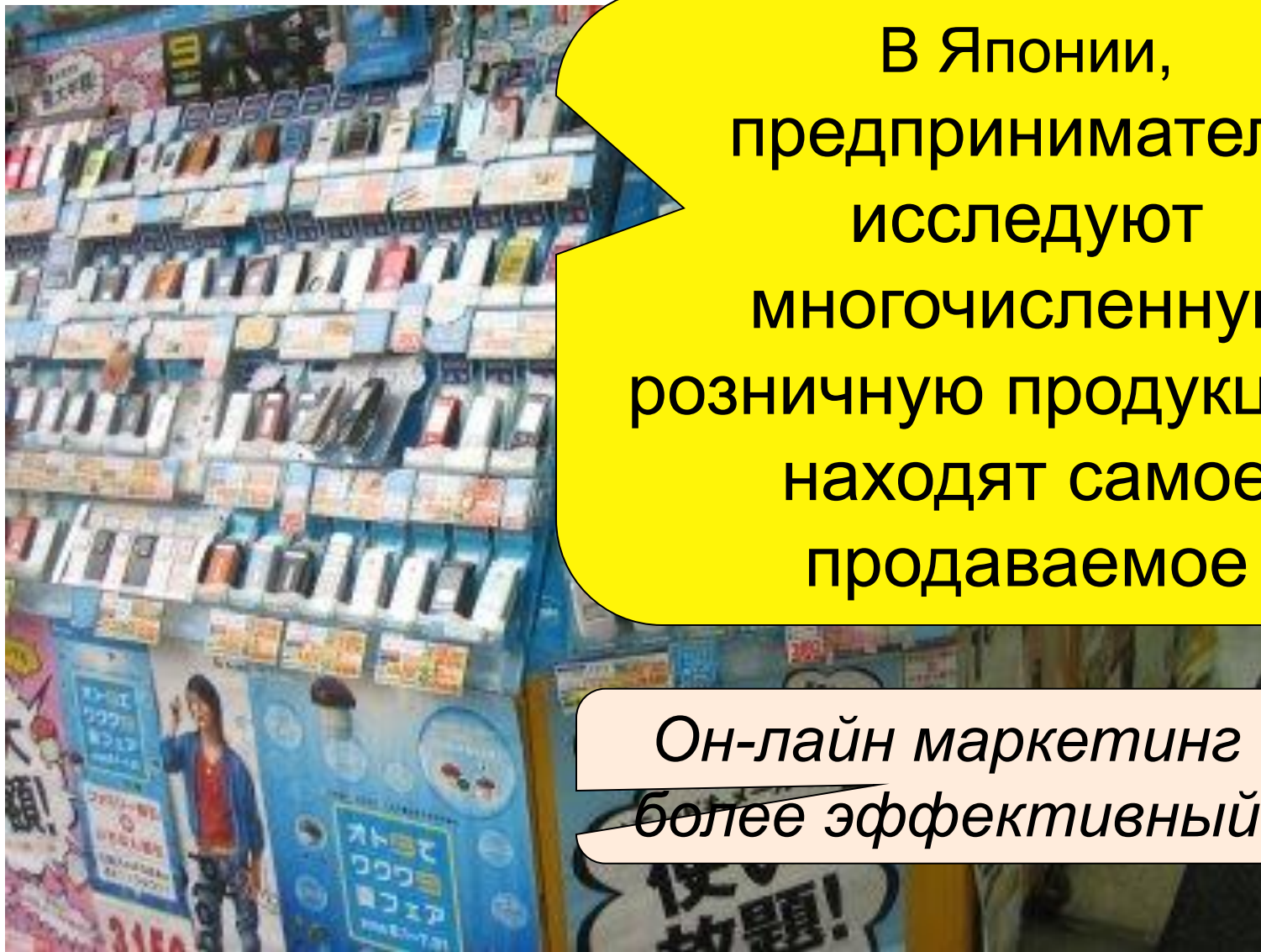
### Having trouble receiving your ad credit?

We apologize if you're having trouble getting your \$100 ad credit. We could have done a better job of communicating the necessary steps. To receive the ad credits, you must do three things:

- 1) Add the application
- 2) Fill out a Visa Business Network profile. Completing the business profile triggers the email containing the \$100 ad coupon code.
- 3) Check the inbox of the email you used to sign up for Facebook for your coupon code.



# Оценивайте реакцию рынка



В Японии,  
предприниматели  
исследуют  
многочисленную  
розничную продукцию и  
находят самое  
продаваемое

*Он-лайн маркетинг  
более эффективный*

## 6. Давайте оценку. Работает ли это?

Социальные медиа  
как платформа для  
развития продукции

*“Хорошее участие”*

Users:  
49,208 monthly active users  
29 friends

*“так себе  
отзывы”*

### About this Application

★★★★★ (2.8 out of 5)  
Based on 76 reviews

Categories  
Business, Money

This application was not  
developed by Facebook.

The Visa Business Network is a social networking app for small

# Увеличивайте результаты

Активируйте  
группу!

## The Visa Business Network

### About this Application

★★★★★ (2.8 out of 5)

Based on 76 reviews

Users:

49,208 monthly active users,  
29 friends

Categories

Business, Money

This application was not  
developed by Facebook.

### ▼ Fans

6 of 1,666 fans

See All



Teri Isner



Patrick  
Boyle



Owen  
Geronimo



Remington  
King

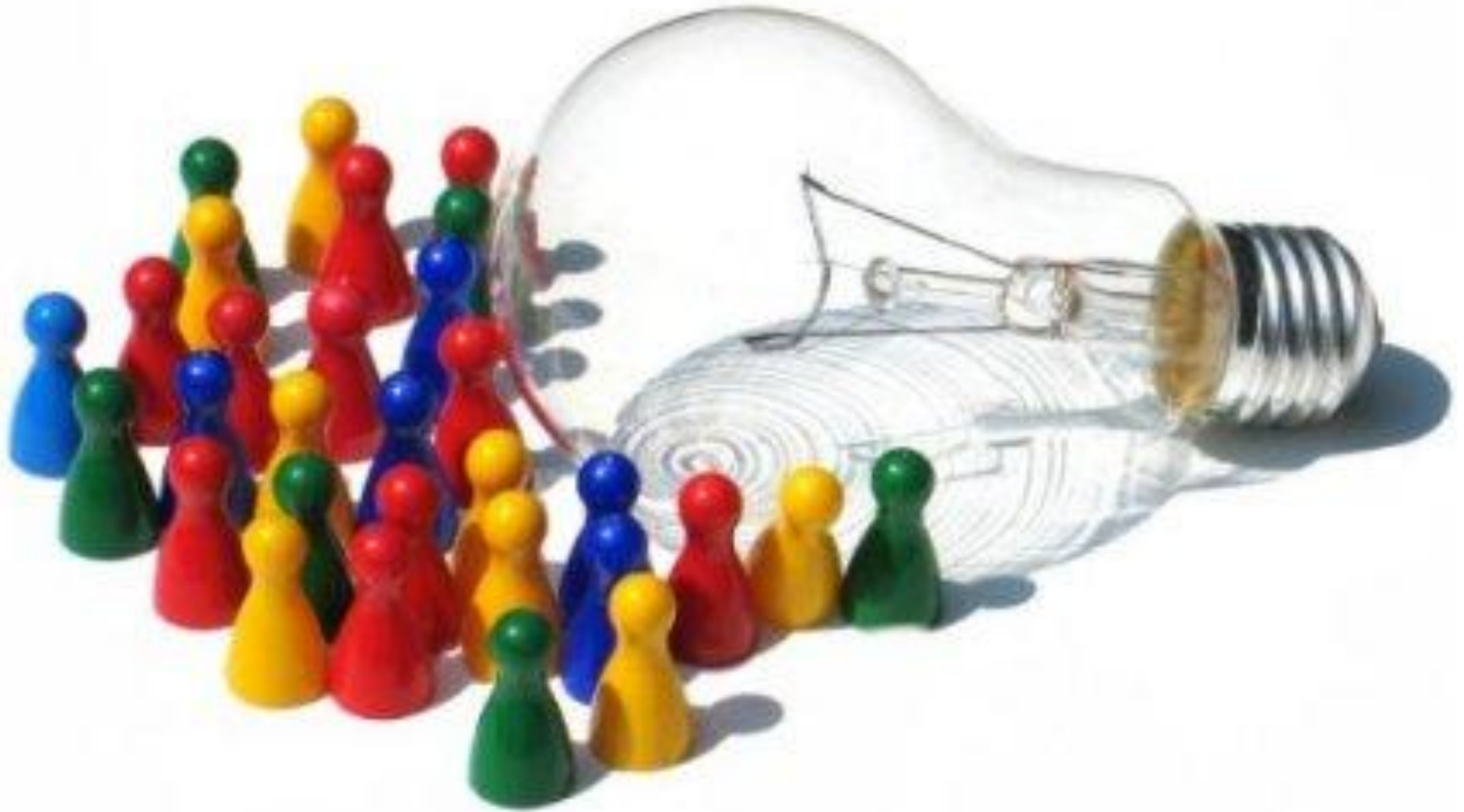


Sanford  
Hussein  
Dickert



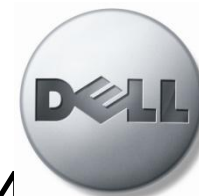
Araceli  
Pérez

Первые 6 шагов = Понимание рынка 2.0





# Понимание рынка 2.0. Итог



1. Отслеживайте отзывы о вашей продукции

2. Слушайте отзывы о вас



3. Создавайте группы клиентов

4. Вознаграждайте участие клиентов



5. Усовершенствуйте продукцию и сервис



6. Определяйте стратегию и вперед на рынок



# Следующие 4 шага = Путь к рынку



# 7. Определяйте постоянных клиентов сервиса

Zappos Sites: [Zappos.com](#) [Couture](#) [RideShop](#) [Running](#) [Outdoor](#) [Blogs](#) [Shopping Cart](#) | [My Account](#) | [My Favorites](#) | [Help](#)

**Zappos.com**  
POWERED by SERVICE™

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Women Men Kids Gift Ideas New Styles

Free Shipping & Free 365 Day Returns **24/7 Customer Service 1-800-927-7671** (Español 1-888-927-4104)

Search:  [Search Zappos](#) [Search by Shoe Size](#)

Popular Searches: shoes, uggs, nike, nike shoes, womens shoes, ugg boots, ugg, wide shoes, heelys, dansko, keen shoes, crocs, clarks shoes, mbt shoes, frye boots, snow boots, cowboy boots, new balance, born shoes, stuart weltzman dansko shoes, boots, donald pliner, donald pliner shoes, sandals, clothing, womens boots, leather shoes, mens shoes

twitter

Home Profile Find People

What are you doing?

@zappos, I usually get my order within days, but it's been a week... what's happening? order #555-1212

Zappos' Multi-Channel 24/7 поддержки потребителей



“Респект Zappos за демонстрацию того, как эффективно использовать Twitter”

# Вы можете даже жаловаться в СЕО

twitter

Home Profile Find People Settings Help Sign out



**zappos**

Following Device updates OFF

Some ppl couldn't get into Zappos party even though I talked to Planet Hollywood beforehand to make sure everything ok. NOT happy w/ PH :(

about 7 hours ago from web

Name Zappos.com CEO  
-Tony  
Location Las Vegas  
Web [http://www.zappos...](http://www.zappos.com)  
Bio [www.zappos.com](http://www.zappos.com)  
[blogs.zappos.com](http://blogs.zappos.com)  
[twitter.zappos.com](http://twitter.zappos.com)

14,540 following | 12,372 followers | 1,021 updates

И он  
ответит!

Actions



# 8. Создайте высокую онлайн культуру



Join ALI Today  
A social network for educators



Создайте клуб, к которому все захотят присоединиться



Realtime results for **zappos** thank you

**neenz:** @zappos Thank you so much for have rubbed elbows and bumped butts with about 4 hours ago · Reply · View Tweet

**comcastcares:** @zappos Thank you for h about 12 hours ago · Reply · View Tweet

**coffeygrinds:** @zappos thank you for not an Obama event? More shrimp please! about 18 hours ago · Reply · View Tweet

**designmom:** Thank you @zappos! Just b my pjs. In bed. Feeling very productive. Th 1 day ago · Reply · View Tweet

**jdbartlett:** is surprised the order slips still s zappos.com." 2 days ago · Reply · View Tweet

**veroniquec:** Dear Zappos: Your customer 6 days ago · Reply · View Tweet

# Доплачивайте им, сделайте их счастливыми



Shoes Clothing Bags Accessories Brands  
Women Men Kids

Free Shipping & Free 365 Day Returns

24/7 Customer Service 1-800-927-7

Search:  Search Zappos [See](#)

Popular Searches: shoes, uggs, nike, nike shoes, womens shoes, ugg boots, ugg, wide shoes, heelys, dan shoes, mbt shoes, frye boots, snow boots, cowboy boots, new balance, born shoes, stuart weitzman, daniel healy shoes, donald pliner shoes, sandals, clothing, womens boots, leather shoes, mens shoes

**Free Shoe Giveaway!**  
Congratulations to this week's winner, **Carolyn M. from Lake Placid, FL!**  
**Win Free Shoes!**

## Enter Our Weekly Free Shoe Giveaway!

*If you are already a registered Zappos.com user, you do not need to re-register. You are automatically entered into the contest and will win free shoes every week!*

Complete the following information to be entered into the Zappos.com weekly FREE SHOE giveaway! We will automatically enter you into the free shoe giveaway contest as well as tell you about announcements and special offers from Zappos.com! The winner of the free shoes will be notified by email every Wednesday.

**FREE SHIPPING**  
BOTH WAYS

Сделайте членство привилегией

**Contact Us - open 24 hours!**  
24/7, 365-Days a year!  
800-927-7671 or 702-943-7677

# 9. Позвольте вашим клиентам рекламировать вашу компанию

Save a Bookmark on Delicious

http://delicious.com/s

delicious Save Bookmark

URL

TITLE

NOTES

TAGS

here: USA > Home & Home Office > Laptops > Inspiron

## Inspiron Mini 9

Introducing your new best friend. have the freedom to live without €

- Connect with advanced v
- Light and compact for an
- Dynamic & Customizable
- 4 hours battery life

Gallery



360°

+ Closer Look



Avg Customer Rating 4.2 of 5

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# Даже словари заражают рынок!



Merriam-Webster's Online Dictionary

## resuscitate

*transitive verb*

: to revive from apparent death or from unconsciousness ; *also* : REVITALIZE

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To: ben@bernanke.com x henry@paulson.com x

Subject: resuscitate - Definition from the Merriam-Webster Online Dictionary

Message: Let's hope we're on the right track...]

Choose a Thumbnail 1 of 1

resuscitate - Definition from the Merriam-Webster Online Dictionary  
Latin resuscitatus, past participle of resuscitare to reawaken, from re- + suscitare to rouse, from sub-, sus- up + citare to put in motion, stir — more at sub-, cite  
<http://www.merriam-webster.com/dict...>



# 10. Вещайте вашему клубу



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своевременно  
модернизироваться  
для ВАШИХ КЛИЕНТОВ

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**What's Happening In This Market? A Liberal Dose Of Mixed Metaphors To Help Us Understand It**

Movies. Shoes. Phases. What do they have in common? All have been recently used as metaphors describing the economy or predictions of where the economy is going. On the day that the Fannie and Freddie s\$#@ hit the fan, Sherry Chris of Better Homes and Gardens Real Estate quoted Realogy CEO Alex... [Read more »](#)

**Attention All You Crazy Drivers In The Fair Oaks Neighborhood: Those Traffic Circles Are There To**

## Redwood City

Classic elegance in Emerald Hills. Huge, no, make that HUGE home -- the size of some lots!  
20 Sep 2008 at 6:37pm

\$675,000 :: 119 Center St, Redwood City CA  
20 Sep 2008 at 3:42pm

\$799,000 :: 1653 Pecan Ct, Redwood City CA  
20 Sep 2008 at 4:42am

## Mountain View Updates

\$879,000 :: 1126 Nilda Av, Mountain View CA  
20 Sep 2008 at 1:55am

\$1,050,000 :: 565 Minton Ln, Mountain View CA

# Делайте вашу компанию прозрачной

**twitter.zappos.com**  
powered by twitter, Zappos.com, [clothing](#) and you.

Follow the Zappos.com CEO on Twitter!

Zappos Public Mentions | Employee Tweets | Employees Who Twitter

[Beginner's Quick Start Guide and Tutorial to Using Twitter](#)

**445** Zappos employees are on Twitter!

Are you a Zappos employee that uses Twitter?  
Send Tony an email with your Twitter user name to be seen here!

Profile Picture	Username	Twitter Rank	Followers
	zappos	#1	(12302 followers)
	zappos_alfred	#2	(1981 followers)
	electra	#3	(1450 followers)
	zappos_sole	#6	(938 followers)
	Zappos_Fred	#7	(803 followers)
	Zappos_tid	#8	(727 followers)
	makenai	#9	(689 followers)
	zappos_AV	#10	(683 followers)
	Zappos_JimGr	#11	(595 followers)
	Zappos_George	#12	(595 followers)
	Zappos_DRob	#13	(563 followers)
	dandilion23	#14	(549 followers)
	skimshady	#15	(527 followers)

Социальные медиа показывают реальное ваше лицо

# Итог вашего «пути к рынку»



7. Поддерживайте ваших постоянных клиентов

8. Создавайте высокую он-лайн культуру



9. Позволяйте вашим клиентам рекламировать вас



10. Вещайте вашему «клубу»





**DOMUS**  
CONSULTING GROUP

## Domus Media Builds Social Media Systems

Pat Kitano

pkitano (at) gmail.com, (415) 320-2844