



Experiential Social Media & Social Business

Christopher S. Rollyson and Associates

Plan | Learn | Scale | Integrate | Manage

Experiential Social Media

Building trust and profit at scale

Activating the Trust Business Chain Reaction

Meta Change

Rare in history

Elevated risk & reward

The new pattern

Once upon a time...

Are you ready?

Experiential Social Media

- My business journey
- **Ethnographic** research of social media
- Strangers **serve** each other
- The pivot toward **outcomes**
- People in digital social public are **smart**
- How **trust scales** in digital public (1-9-90)

Surprising Things About Trust

- Every person is **sovereign**
- Trust is “**gut feel**”
- **Actions** are the data
- Talking about it creates **MISt**rust
- **Trust first** if you want to be trusted

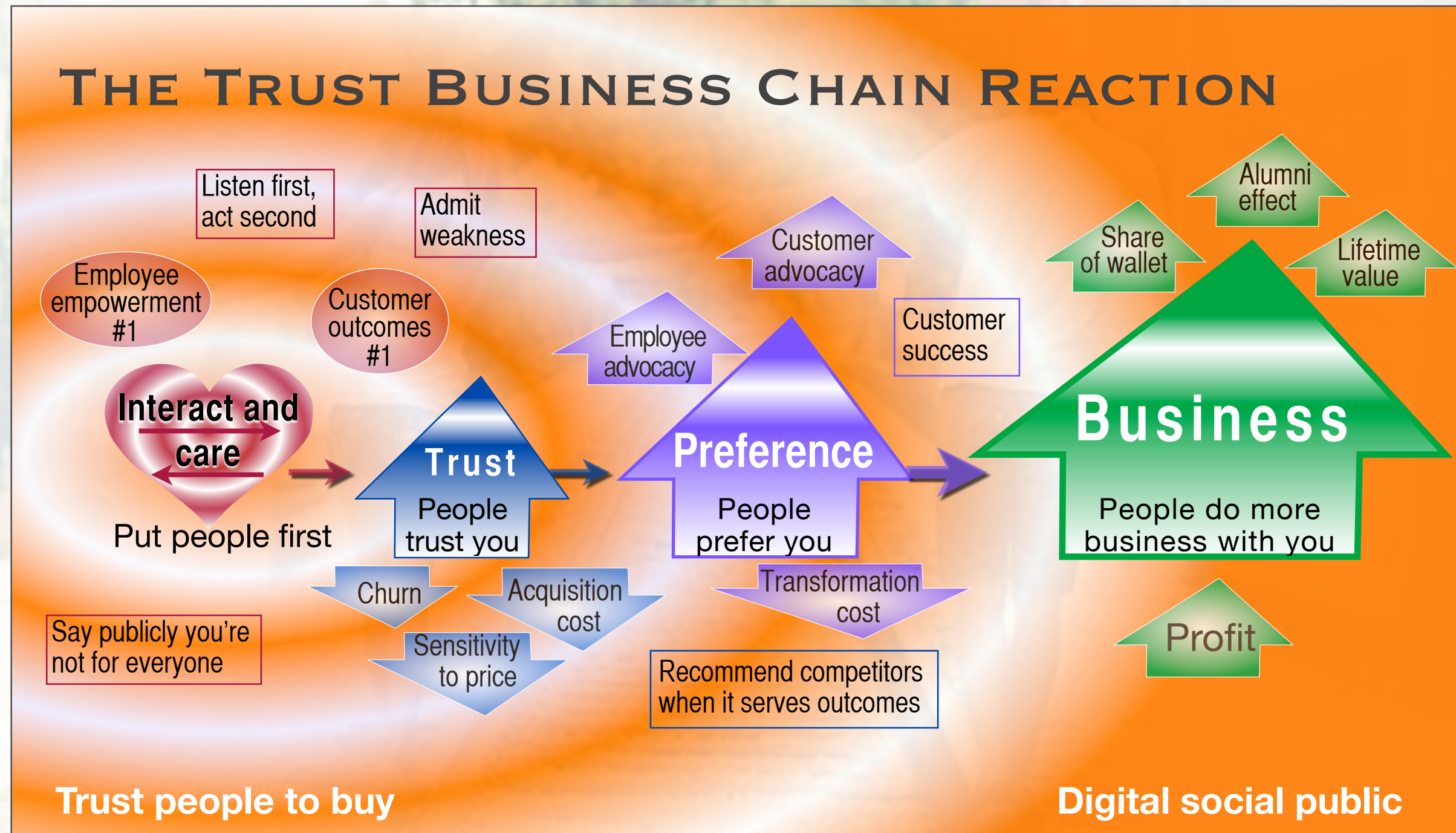
Business and Trust

- Much of business grounded in **fear and mistrust**
- How do **you** feel...?
- **Marketing's** surprising message, and impact
- Business and **community**
- **Trusting people** to buy

Experiential and Trust

- Builds trust by interaction
- Trust, relevance, commitment
- We become irresistible
- We consistently inspire people
- People *want* to buy from us

How Trust Monetizes





Experiential Social Media & Social Business

Christopher S. Rollyson and Associates

Plan | Learn | Scale | Integrate | Manage

Practical Roadmap

**Unlocking a new era
in business**

Experiential Social Media Roadmap

Plan

- Business goals
- External analysis
- Internal analysis

Pilot

- Use an experiential pilot plan
- Manage with agile principles
- Expand scope

Integrate

- Social media marketing
- SEO
- Marketing research
- Ecommerce
- Analog (stores, channel, partners)

Roadmap: Assess and Plan

Plan

- What's most important this year?
 - Rank your top five goals
 - Rank your top five stakeholder groups
- Identify pilot opportunities
 - Optimize: highest impact people + easiest to do
- Analysis
 - External: ethnographic research of stakeholders (people) in workstreams (activities)
 - Internal: social media marketing operations, sales/service colleagues, social media failures
- Plan 2-3 pilots, but start with one

Pilot

Integrate

Goals

Ensure that your digital social initiatives are aligned with your business

Roadmap: Pilot, Test and Learn

Plan

- Experiential social media pilot plan
 - Select manager + team members (2/3 per pilot best)
 - Codify stakeholder and workstream filters
 - Determine optimal platforms
- Manage with agile methodology
 - 12 weeks, managed in tight cycles
 - Beware marketing/promo speak
 - 3[interaction] + 1[content]
 - Pivot shamelessly based on real results
 - Build/codify procedures in online space
- Expand scope by adding pilots
 - Expand when your skills and results are repeatable

Pilot

Integrate

Goals

Build skills + grow knowledge base + iterate plan

Roadmap: Integrate Experiential

Plan

- Social media marketing
 - Create active dialog with select teams
 - Rotate team members
- Research
 - Experiential can replace and complement traditional
- SEO
 - Experiential does wonders for SEO in all platforms
 - SEO pre-testing
- Ecommerce (sales + service)
 - Use documented understanding to improve design
 - Stream curated social interaction into ecommerce
- Analog (stores, channel, partners)

Integrate

Goals

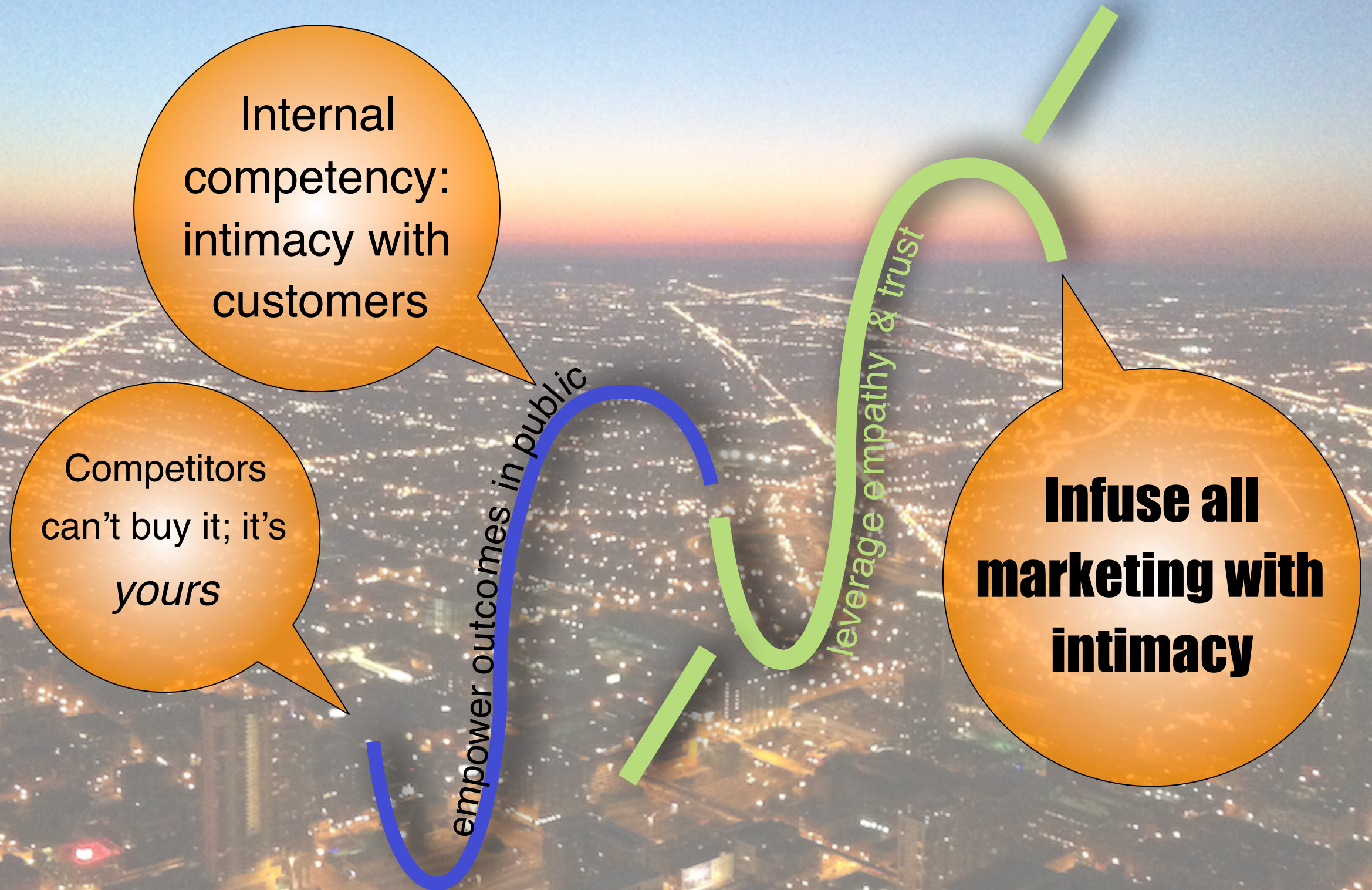
Infuse customer real-time customer intelligence into traditional digital

Outcome: Personalize Relationship

- Interaction is the new “content”
- Take the leap to trust
- Interact with select individuals
- Know people as individuals
- Grow: trust => preference => business

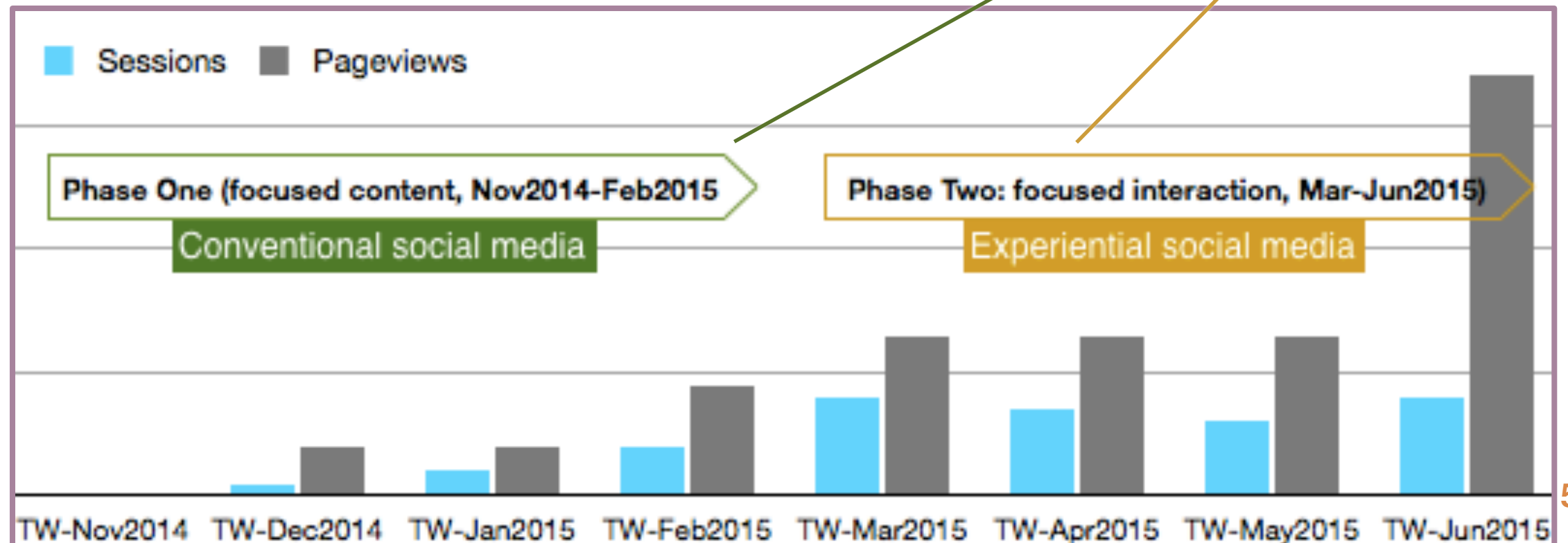
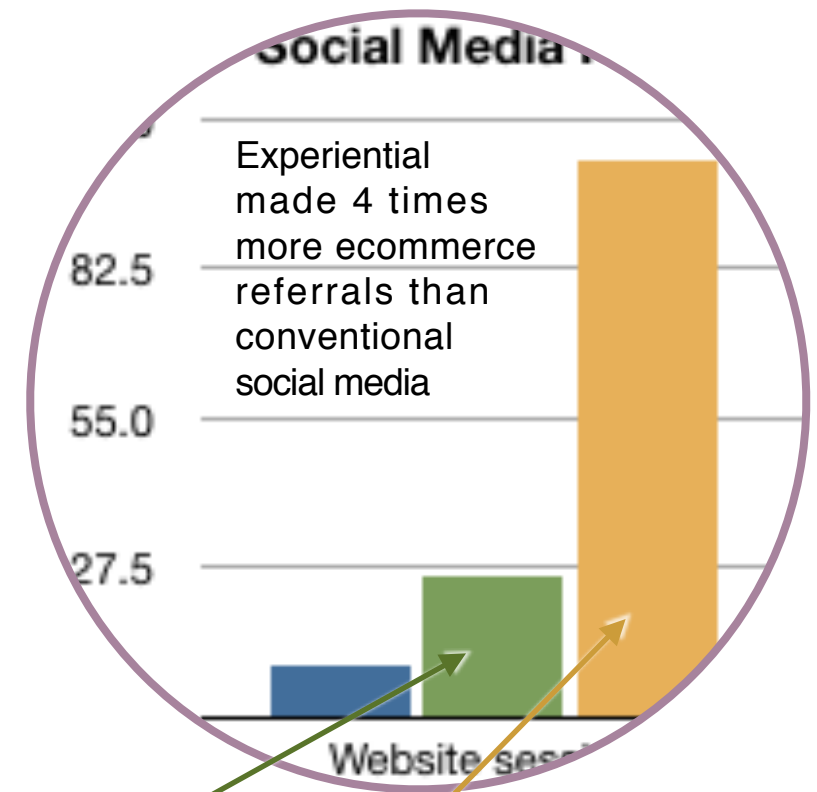


Outcome: Two Layers of Value



Tools: Experiential Results

- Eight-month case study with consumer brand (engineering focus)
- Experiential outperformed conventional social media in every metric



Tools: The Social Channel App

Guide to experiential social media and social business

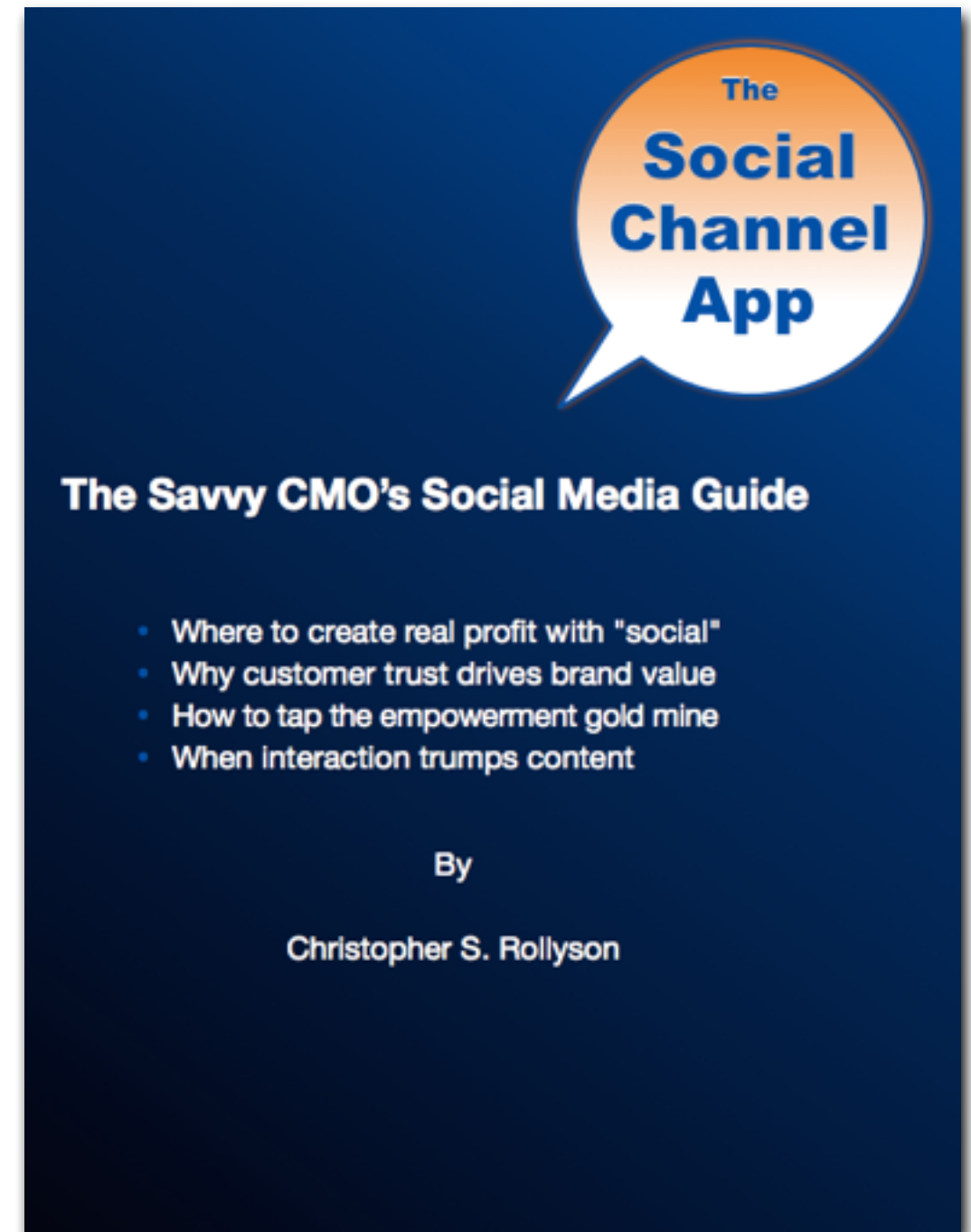
Why it's an app (shortcuts for *your* outcomes)

For Booth Entrep RT this month @25%

- Email me to request code

Be the first to use it:

- <http://socialchannelapp.com>
 - Also join [its community](#) to ask questions
- <http://facebook.com/socialchannelapp>
- <http://twitter.com/sochanapp>



Tools: In the Meantime...

- Slides: business card “slides”
- CSRA’s website for free guides and tools
 - Ethnographic research of social media, step by step
 - <http://rollyson.net/tag/experiential/>
 - <http://rollyson.net/tag/trust/>
 - Ethnographic research for design, product management, and business innovation
- B2B social business microsite+case studies
 - <http://www.socialbusinessservices.biz/>
- The Social Channel App (keep up, real-time)
 - <http://socialchannelapp.com>



Contact

<http://rollyson.net>

<http://linkedin.com/in/csrollyson>

<http://about.me/csrollyson>

iphone - chris@rollyson.net

iphone +1.312.925.1549