
Why It Pays To Be Likeable

Social Media Conference '12 Athens
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Social Media Realities

- Social media can be a double-edged sword
- Social media will not replace traditional media
- Social media can be used for good or service



Likeable Social Media

- Allows brands to engage in and ignite conversation
- Creates a meaningful channel to reach audiences
- Develops a dedicated fan base



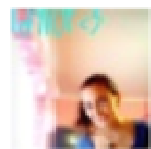
#Likeable #SMCgr

Listen First, And Never Stop Listening



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Responsiveness Is Not A Choice



Taylor Graziano pancake pokets are the worst things ive ever tried they made me throw up of there strawberry discust!!!!!!!!!!!!!!!!!!!!!!

November 19 at 9:59pm · [Like](#) · [Comment](#)



Entenmann's Hey Taylor, thank you for your feedback. Did you heat them, or eat them at room temp? We're really sorry you had a bad experience.

November 19 at 11:11pm · [Like](#) · [Flag](#)



Taylor Graziano its ok everything else is great!

November 19 at 11:11pm · [Like](#) · [Flag](#)



Entenmann's Thanks so much!

November 19 at 11:30pm · [Like](#) · [Flag](#)



Ray Umstot-Einolf Hey VERIZON why won't you give me my money back!!! I signed up for your Verizon Bundle Pack and I'm paying 300.00 a month and my service is supposed to cost about 120.00. We call you every month and the problem is never fixed. Funny thing is I know of about 10 other people you are doing this too. Telling them one price and billing them another and not refunding money when you admit you are wrong. You guy's Suck!!! And a lawsuit maybe in your near future. Have a great day you bunch of crooks!!!!

March 16, 2009 at 5:44am · Report



Ray Umstot-Einolf I wanna thank Fans of Fios for fixing my billing Problem. Devin was awesome and I would like to thank her for her help. Had a Regional Manager call us today and went over the bill corrected our bill. Thank you!!

And for the Record. I love the FIOS service and the Extreme internet package makes me jump and down everytime I download anything or play a game. Thank you Verizon FIOS. No more Crookcast for Us.

March 26, 2009 at 4:56pm · Report

#Likeable #SMCgr

Respond To Positive Comments Too In Your Unique Brand Voice

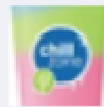


Ben Silver sometimes, I just lay under the faucet and chug chill zone until i pass out

November 1 at 3:43pm · Like · Comment



3 people like this.



Cumberland Farms Chill Zone Hahaha what a baller.

November 1 at 3:50pm · Like · 1 person · Flag

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Meaningful Engagement Cannot Be Mechanical



#Likeable #SMCgr

The 4 Most Important Words In Social Media: “I’m Sorry” & “Thank You”

Donna Santos

Boo, bad trick. No pumpkin shakes at the Congress St location.

Like · Comment · October 31 at 1:06pm · 🌐



Boloco Hi Donna! We're so sorry! We talked to Boloco Congress, and they're now ready to go with the pumpkin shakes! They just didn't have the correct spices earlier. But now they're ready. If you email us saying where you are, someone from Boloco Congress will come deliver you a pumpkin shake this afternoon!! :)

October 31 at 2:02pm · Like · 🍷 3



Donna Santos Wow great customer service!

October 31 at 3:11pm · Like · 🍷 1



Donna Santos Delicious, I'll be back for more this week!

October 31 at 4:10pm · Like



54 Capital One @AskCapitalOne

@Theshrubb We're happy to hear you received such great service! Thanks for the shout out and have a great day! ^SE

← In reply to Atlee

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Provide Value

10% Off = Marketing

50% Off = Value

100% Off = Loyal customers for life

Tweets



Pretzel Crisps® @PretzelCrisps

10m

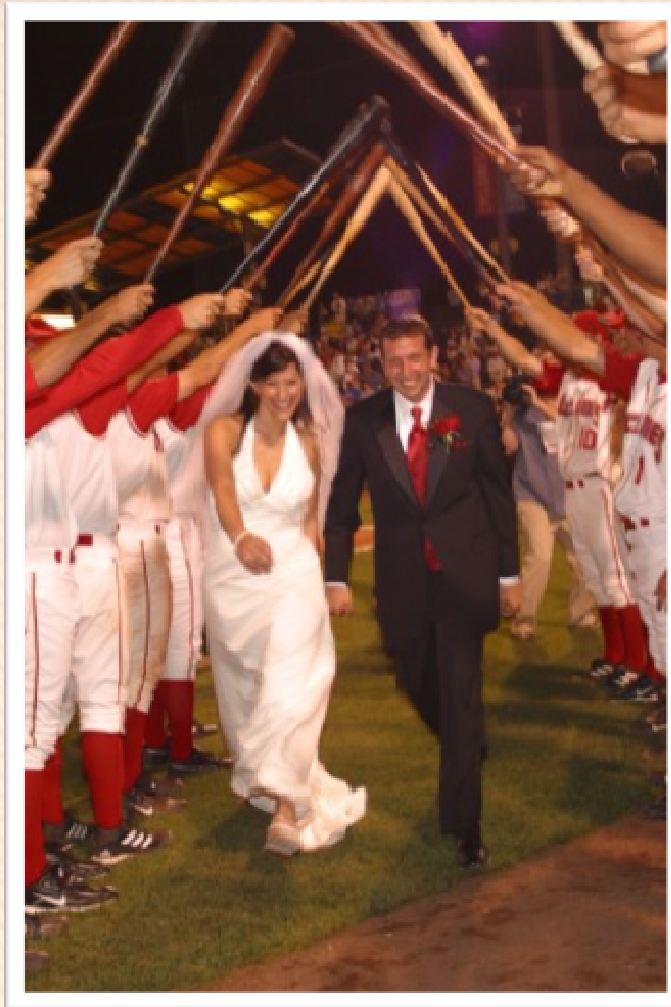
@JoshWarrun DM ur office name and address maybe we can set up an office snack break!

↩ In reply to Joshua Warren

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Every Brand Has A Story

Tell Your Brand's Story, It's Your Social Currency



#Likeable #SMCgr

Inspire Customers To Share Their Stories

The screenshot shows a Facebook fan page for 'I love Mary @ McDonalds/Chandler'. The page features a profile picture of a smiling woman in a red McDonald's uniform. The left sidebar contains the following information:

- Information**
 - Category: Just for Fun – Fan Clubs
 - Description: Mary works at McDonalds and is the sweetest EVER!
 - Privacy Type: Open: All content is public.
- Admins**
 - DeLynne Lucus Bock (Phoenix, AZ) (creator)
- Members**
 - 6 of 1,402 members
 - [See All](#)

The main content area shows three posts:

- Sharon Smith McChesney** I havent seen Mary lately, where has she been?
October 7 at 1:51pm · [Like](#) · [Comment](#)
- Margaret Ofodile Jurineack** Happy People Day, Mary!!! We love you in the Rocky Mountain Region!!!
September 22 at 10:16am · [Like](#) · [Comment](#)
- Dorothy Boesel** Mary is the best! This is the picture of us at my 40th birthday party on Saturday night.

[I love Mary @ McDonalds/Chandler Photos](#)
August 1 at 11:20pm · [Like](#) · [Comment](#) · [Share](#)

#Likeable #SMCgr

Surprise & Delight

- Incentivized fans to take action
- Created meaningful engagement leading to an increase in sales
 - Free Chill Zone day increased sales 23% over previous Friday
 - 50% of sales attributed to Facebook



#Likeable #SMCgr

Use Social Ads For Perfect Targeting

New Zealand 100% Pure



Stories Beat Stuff. Win a \$30K 'Story of a lifetime' for you & 3 friends in New Zealand.

 Like · Samantha Potashnick likes this.

I Love You Carrie



I love you and miss you Carrie. Be home from Texas soon.

#Likeable #SMCgr

Don't Sell—Compel Customers to Buy



#Likeable #SMCgr

A Likeable Brand



DKNY

Thanks for joining us! Check back in a couple hours to rewatch the show on the Live Stream tab.



Like · Comment · Share · February 12 at 1:45pm v

237 people like this.

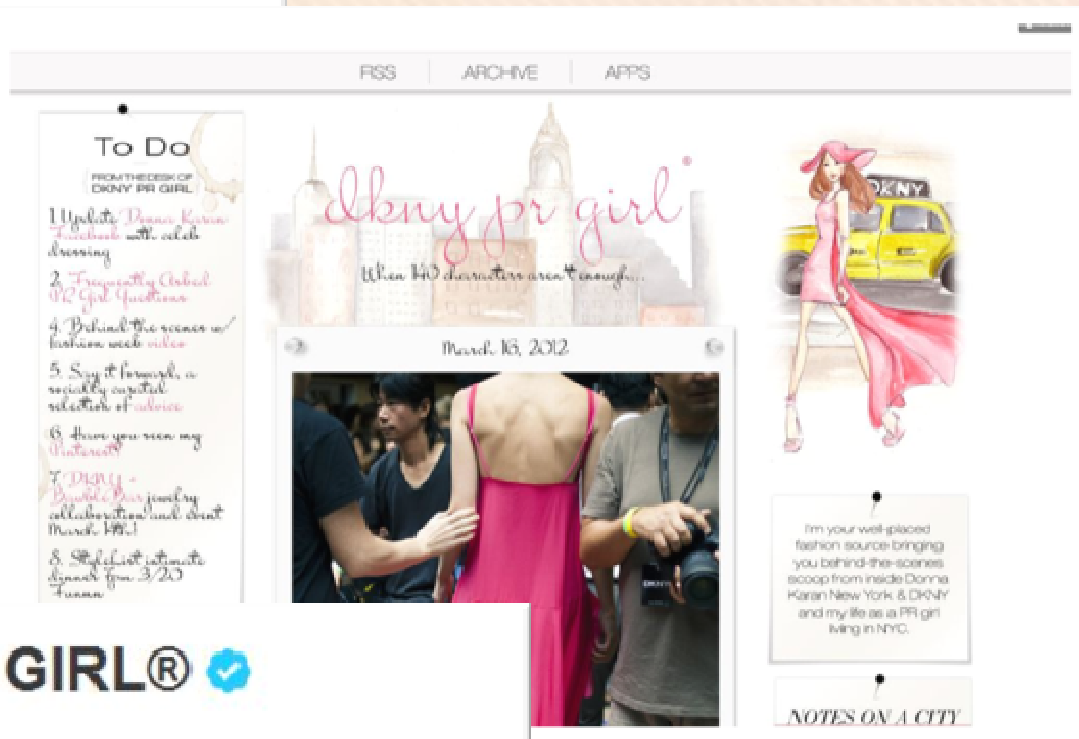


DKNY PR GIRL®

@dkny

I'm your well-placed fashion source bringing you behind-the-scenes scoop from inside Donna Karan New York & DKNY and my life as a PR girl living in NY.

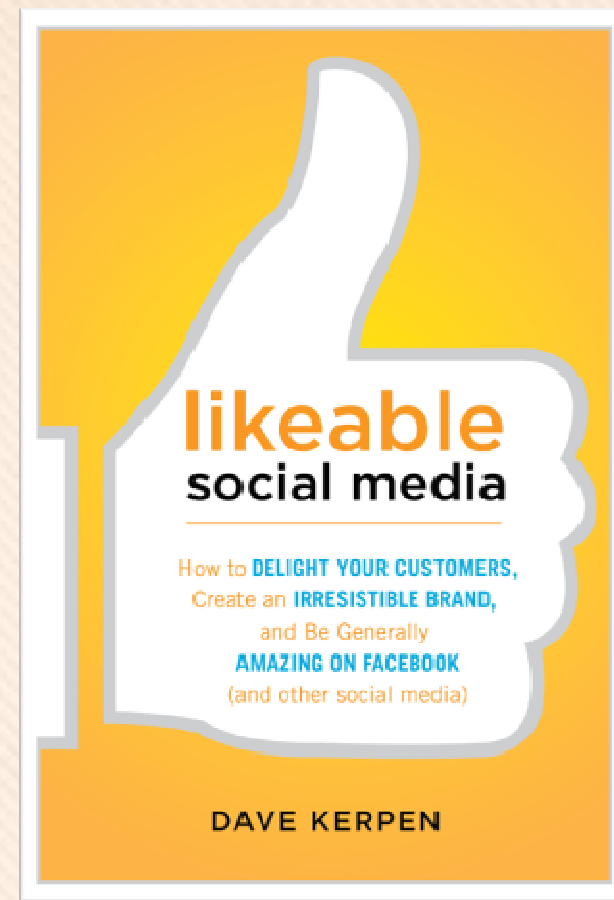
New York City · <http://www.dknyprgirl.com>



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Just Remember...

- Listen Up
- Be Transparent
- Respond To Everyone
- Be Likeable!



#Likeable #SMCgr

Thank You! Feedback/Grand Prize

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