Firestop Contractors International Association
“From Social Media to Social Business”
WHO AM I?
ARE YOU LEARNING AS FAST AS THE WORLD IS CHANGING?

- There are 25% fewer journalist in the news industry today than 5 years ago.
- Traditional major market news media is loosing penetration and relevance everyday.
- The method people use to find information has dramatically changed.
- The big numbers aren’t traditional – It’s Social
“The sales team has embraced social as part of their everyday communications process. It’s no longer a sales job; it’s a relationship job, and social is all about relationships.”

- Joe Minnix, Head of Internal Sales at Allianz Global Investors

THE SALES PROCESS

Customer Information Journey

Discover

Consume

Act

Facebook

Google

$$$
YOU WANT MEDIA HITS? BECOME THE MEDIA

- How Do You That? Must haves: Blog, Google+, YouTube, FB, LinkedIn, Twitter, Pinterest if women are key targets, Instagram for youth.
WHAT MAKES A GOOD STORY?

- What business are you in?
- Examples and what were the pain points relieved or relief or joys accomplished?
- What audience are you trying to reach?
- Every player on your team has a different set of circles to engage at a different level.
WHO SHOULD TELL THE STORY?

- Everybody on your team has a different perspective
- Everybody has a different audience to whom they relate.
- Volunteer versus assignment
- Won’t they screw it up?
- Did the phone, fax, email, and website mess up your business.
DEVELOP A STRATEGY AND MEASURE

- Developing a Strategy
- Culture | Process | Technology
  - Invite employees to participate
  - Develop employee advocates
  - Training & Governance
  - Deploy technology
- Document content strategy
- Start small....
- Measure, react, revise, evolve
- Create Communities around topics and relationships
• The Last Thing We Do At Night
  • 95% of people use the phone for something just before going to bed

• Our Sleeping Partner
  • 90% of smartphone users age 18-29 sleep with a cell phone

• The First Thing We See In The Morning
  • Half of people check their phones immediately if they wake up during the night

• Before We Get Up
  • The average user reaches for their phone at 7:31 AM
  • Check personal emails and Facebook

• What We Do During The Day
  • The average user checks their phone 110 times a day

• Mobile devices accounted for 55% of the Internet usage in the US (74% of search even with PC)
4 TAKEAWAYS

• You want media hits? Become the media!
• Grow your digital marketing skills NOW
• Build consensus by finding common ground
• Goals are only as good as your measurement