



Social Media Strategy

How New Orleans Agencies are Using Blogs & Social Tools

Panelists: Tiffany Starnes-FabreSmithCoco, **Damien Lamanna**-Morgan & Co., **Tom Martin**-Zehnder Communications, **Robbie Vitrano**-Trumpet, **Chris Schultz**-Moderator

I wanted to share some brief thoughts in preparation for our panel on Friday. Thanks for everyone's participation; it's going to be a great panel.

General Panel Notes:

- Talk about what you do and what your company does, but try to refrain from "pitching." Everyone will know who you work for and you are likely to generate business from the panel.
- You are an expert. The audience paid to attend to learn from you. Think about how you can "open the kimono" and share how you do what you do. Instead of "we do that for you" talk about "here's how we do it".
- Tell stories. Be specific. Sometimes broad-brush themes are fine, but think about points that people can go home and execute on. Think concrete takeaways for the audience.
- Keep your answers tight and succinct when possible.
- When questions are asked, I may direct it to one of you specifically or ask who wants to field it. If someone else has something to rebut, or something different to add, please feel free to jump in. But if you generally agree and don't have something substantive to add, let's move on to another question.
- In some cases, I might say "in 30 seconds" or "yes or no" and go down the line to solicit opinions.
- If you have anything you'd like me to pull up on the laptop to demo (or you can demo) please let me know. It's fine to think of something during the panel and take a few min to demo if it's valuable to the audience.
- We'll be taking questions from audience, Twitter & me. If you have specific topics you'd like to see raised, please let me know in advance so we can steer the panel that way.
- Remember to think about how you can leave the audience having learned something, with specific takeaways, action items, or things they want to check out.
- Relax, have fun; you're going to be great!



Discussion Topics & Questions:

- New Orleans is a creative agency town. Marketing is evolving with the emergence of social media. How is your firm adapting and growing?
 - How is social media changing the marketer's relationships with customers?
 - Is a social media strategy appropriate for everyone? If not, for whom is it the best fit?
 - Describe a client strategy involving blogs, facebook, & twitter. Are there other platforms you leverage?
 - Tom, can you tell us about your twitter Mardi Gras experiment and what you learned about your ability to change the conversation about Mardi Gras?
 - Can you give me an example of where you've used or seen social media used for brand building and conversely to drive a concrete, measurable action.
 - What specific tools do you use every day to track the conversation?
 - A lot of social media campaigns start as "getting as many friends on facebook for my brand as possible". How do you build a strategy that moves beyond traditional "message pushing" marketing that engages and interacts with humans individually, in a conversation?
 - What blogs do you read daily, weekly to track the conversation in New Orleans?
 - Who do you follow on twitter that we should all be following?
 - Do you feel its more effective to tweet as you on behalf of your client in your persona or to create an identity for them and tweet on their behalf or teach them to do it?
 - How do you find the passion-centric communities that will talk about and engage with your clients?
 - As fast as social media is moving, we all learn from watching other's best practices. Who's doing it well? (Jetblue, Comcast) Anyone in NOLA?
 - What's the best entry point? A blog, twitter, facebook page? Where should I spend my time if my goal is to build awareness for a company, or cause?
 - What portion of my total advertising budget should be focused on social media?
 - Social media feels to me like SEO 10 years ago. People ignored the need for it at first, but then found that they had built beautiful websites that people never knew existed. Now if you can't be found on the first 1-2 pages of Google for your product, you might as well not exist. What am I risking if I am ignoring social media as a fad?
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