

Social media: it's all
about engagement,
right?



What brands think consumers want

Consumer

Brand

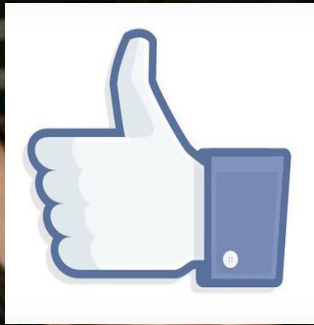


A man and a woman are sitting together in a living room. The woman is on the left, wearing a red blazer over a light-colored top, and the man is on the right, wearing a black and white striped sweater. They are both looking towards the camera with thoughtful expressions. The background shows a window with curtains and some framed pictures on a shelf.

What brands think consumers want

Engagement

*“If I am engaged with my consumers,
that must mean they really love me”*



An example of engagement



@QantasAirways

Qantas Airways ✓

To enter tell us 'What is your dream luxury inflight experience? (Be creative!) Answer must include **#QantasLuxury**.TCs qantas.com.au/travel/airline...

22 Nov via web

Retweeted by **WillemSmit** and 46 others



#qantasluxury means sipping champagne on your corporate jet while grounding the entire airline, country, customers & staff

#qantasluxury is chartering a Greyhound bus and arriving at your destination days before your grounded Qantas flight

Qantas introduce #qantasluxury class. Same as standard class, but the plane leaves the ground

At this rate our #qantasluxury competition is going to take years to judge

#qantasluxury - when the passengers arrive before the couriers delivering the lockout notices do

*Getting from A to B without the plane being grounded or an engine catching fire:
#qantasluxury*

#qantasluxury is a Qantas plane that actually flies

#qantasluxury Somewhere in Qantas HQ a middle-aged manager is yelling at a Gen Y social media 'expert' to make it stop





<http://www.youtube.com/watch?v=QTCwPIWzZnQ>

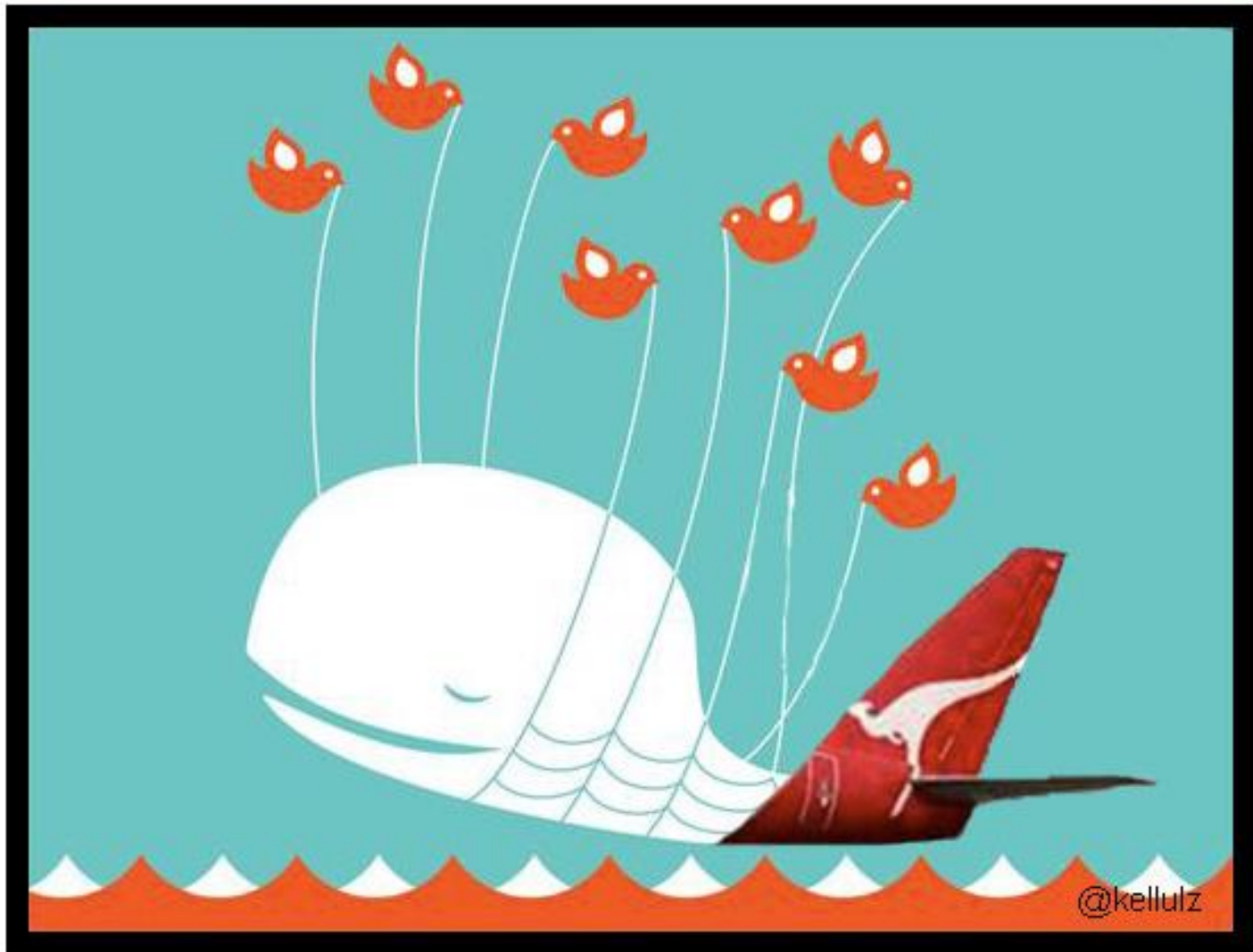


@kellulz

Kelly November 22, 2011

Tweet

163



Dear @QantasAirways Here is a picture that best describes #QantasLuxury (Now gimme the Pyjamas) ...

There are two types of Engagement



The engagement brands want to have with their consumers



The engagement consumers want to have with brands (but were unable to have BSM)



<http://www.youtube.com/watch?v=D3qItEtI7H8>

Brand 'engagement'

Superficial

Manipulative

'Loyalty'

'Respect'

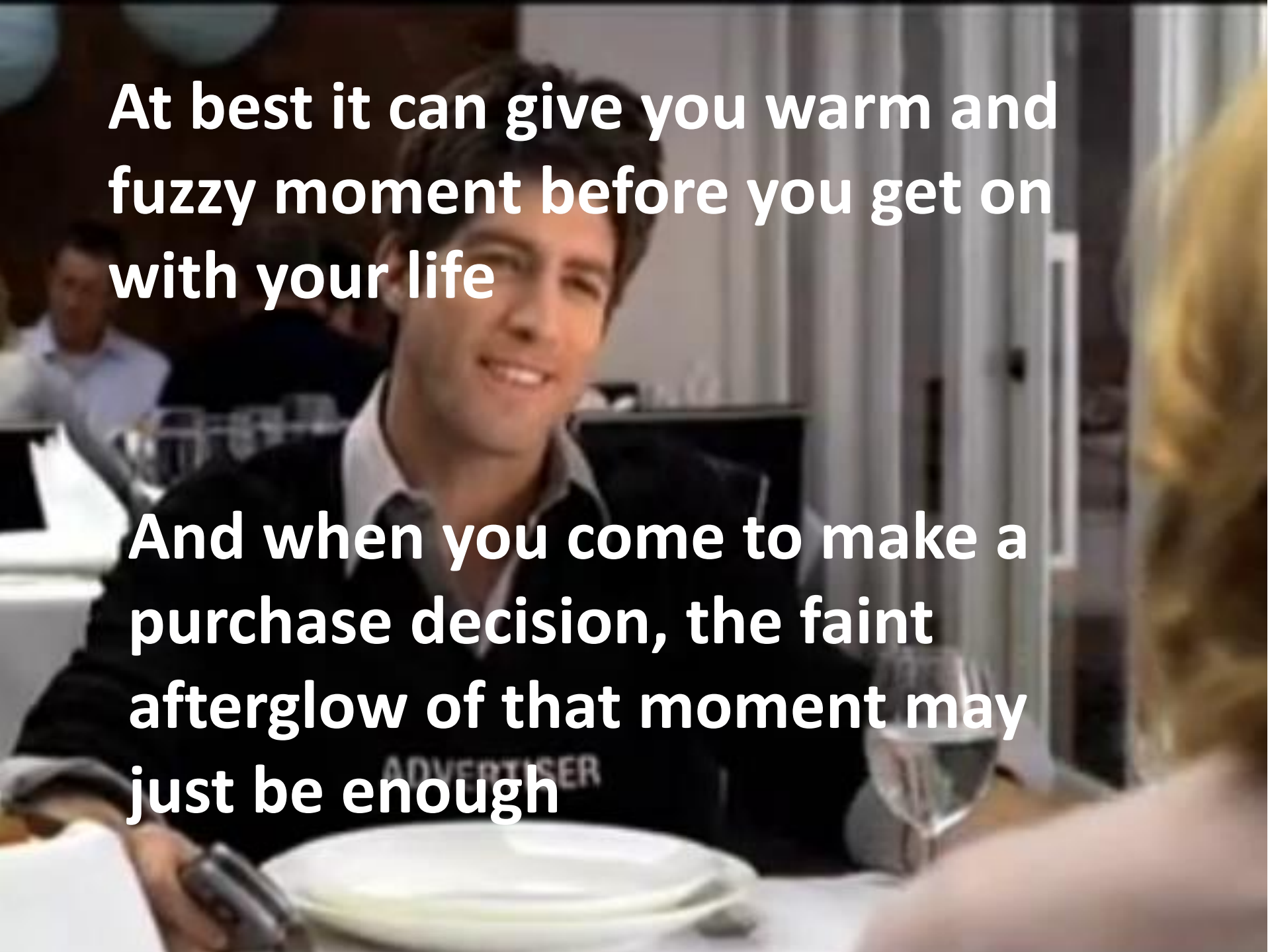
'Passion'

'Love'

Huge gap with
consumers
definition of these
terms

But... it works!

ADVERTISER

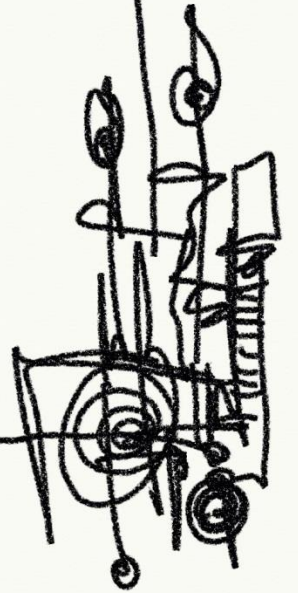


At best it can give you warm and fuzzy moment before you get on with your life

And when you come to make a purchase decision, the faint afterglow of that moment may just be enough

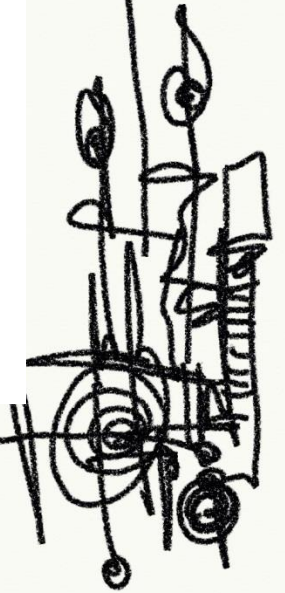
IF YOU TALKED TO PEOPLE
THE WAY ADVERTISING
TALKED TO PEOPLE, THEY'D
PUNCH YOU IN THE FACE.

©hugh



THE GREAT THING ABOUT
ADVERTISING IS THAT
NOBODY TAKES IT
PERSONALLY

©hugh



There are two types of media environment



World of the audience
Low engagement, high reach



World of the individual
High reach, high engagement

A group of men in suits are seated around a poker table in a casino. The table is covered with a green felt and has stacks of chips and cards. The background features ornate chandeliers and a classic casino atmosphere. The text is overlaid on the image.

There is a new game in town

- A game where people do take it personally
- Emotional stakes are hugely higher
- What is the role for a brand – can you even play at this table?

There is a game you can play



Consumer

**Listening to your
consumers and
answering the
***** question**

Brand



TALKING TO FRIENDS

LOOKING FOR
INFORMATION

COMPLAINING /
TRYING TO CHANGE
SOMETHING



Jerry-Ann Cotterill

Pampers, I can't find an email address for you but three of the newborn size 2 nappies I've had recently (out of a box of 40) have had broken tabs and I've been unable to use them. Slightly disappointed as I've always used pampers for y children and never had a problem before, dodgy batch?

Like · Comment · Yesterday at 9:36am near Colchester



Pampers UK & Ireland Hi Jerry-Ann, we wouldn't expect this. Could you give us a call so we can help resolve? Thank you 0800 328 3281
22 hours ago · Like



Write a comment...



Rachel Ward

Really disappointed with your active fit nappies! 3 days on the trot sinc buying them my lg has sh1t through the nappy on to her clothes all in the space of 2 mins frm doing her buisness ruiend 3 sets of clothes. Have bought pampers since she was born 6 months ago but now going to huggies after this really disapointed with the quality of the nappys

Like · Comment · Yesterday at 6:26am



Emma Louise Wilson likes this.



Pampers UK & Ireland Hi Rachel, I'm sorry to hear you've had this problem, it must have been upsetting for you and for your little one. Sometimes it is about which nappy you choose, the main factor to consider is your baby's weight, but babies can outgrow the absorbency o... See More
23 hours ago · Like



Rachel Ward Its the active fit that's the problem she's the correct weight as I've just put her up to size 4
23 hours ago · Like



Pampers UK & Ireland I see. It might be easier to talk this through in more detail on the phone Rachel, would you be able to give us a quick ring? Its freephone from a landline 0800 328 3281
19 hours ago · Like



Write a comment...



Kirsty Marie Hunter

Looking for a kandoo wipes box please.

Like · Comment · Monday at 2:47pm near Shenley Brook End, United Kingdom



Pampers UK & Ireland Hi Kirsty, there's a 'buy now' button on this page <http://www.pampers.co.uk/kandoo>
23 hours ago · Like



Like



Welcome

Pampers UNICEF

Products

Consumers' Engagement

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Linda Brown
To whom it may concern why is it so hard to get size 6 nappi...
1 · 13 hours ago



Laura Common
Pampers nappies are so amazing. I use baby dry on my 15 m...
1 · 21 hours ago



Jerry-Ann Cotterill
Pampers, I can't find an email address for you but three of t...
1 · Yesterday at 9:36am



Rachel Ward
Really disappointed with your active fit nappies! 3 days on th...
1 · 3 · Yesterday at 6:26am



Kirsty Marie Hunter
Looking for a kandoo wipes box please.
3 · Monday at 2:47pm



Kayleigh Mason
Would just like to say ur nappies are FANTASTIC!! :) Huggie...
1 · Monday at 2:17pm

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1 Minute Response APPLY



APPLY now! We'll get back to you in 60 SECS
90,475 people like Capital One UK.

Pin Where You've Been



The average person has only been to 17 cities. Can you beat that? Create your map.

Use Now
Tom Granger used TripAdvisor.

Now

2012
2012
2011
Founded

Now

November
2012
2011
Founded





“@eurostar Train stuck at bxl midi for last hour. What’s happening?”

“@RichardStacy #eurostarnews problem with power transmission around Lille. <http://bit.ly/0216YL> for latest info

“@eurostar Will now miss my train home. Can you help me?”



Richard Stacy

@RichardStacy



October 2, 2012

HUFF POST MEDIA

THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Edition: U.S. ▾

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Richard Stacy

I help organisations understand how to deal with the social media revolution

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Bacon And The Art of Brand Engagement (in Social Media)

Posted: 11/23/11 03:49 PM ET

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Last month a piece of bacon gave me the answer to a question that has been plaguing me. The bacon in question sat atop a potato salad served up on a Eurostar

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SOCIAL NEWS

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aiderss – they know how to do it

By richardstacy / February 10, 2009 / Uncategorized / One Comment



If you ever want an example of how to “do” monitoring and customer service in the post-Gutenberg world take note of what I have just experienced. I was sat at my desk working



Melanie Baker

February 10, 2009 at 4:01 pm

[Reply](#)

Here I am! 😊

Thank you for the compliments on our efforts. I never feel like I can keep track of everyone, but I do my best.

We do have alerts and various types of monitoring, but they're not as real-time as Twitter, and TweetDeck really helps keep me connected to the community and potential community.

Thanks again for the recommendation and for the blog post. Feel free to give us a holler any time.

search of their name. Every business should do it – because while previously I thought aiderss was a useful tool (rational support) I know like them as an organisation (emotional engagement) and have taken the trouble to publicise my endorsement of them.

They will probably pick up on this bog post as well. Lets see if they do and add a comment.

The four engagement spaces



Saying something supportive

Saying something critical

CONVERSATION

Asking a question for which
your brand is the answer

CONTENT

Willing to help you do it
better

COMMUNITY



MISSION CENTER

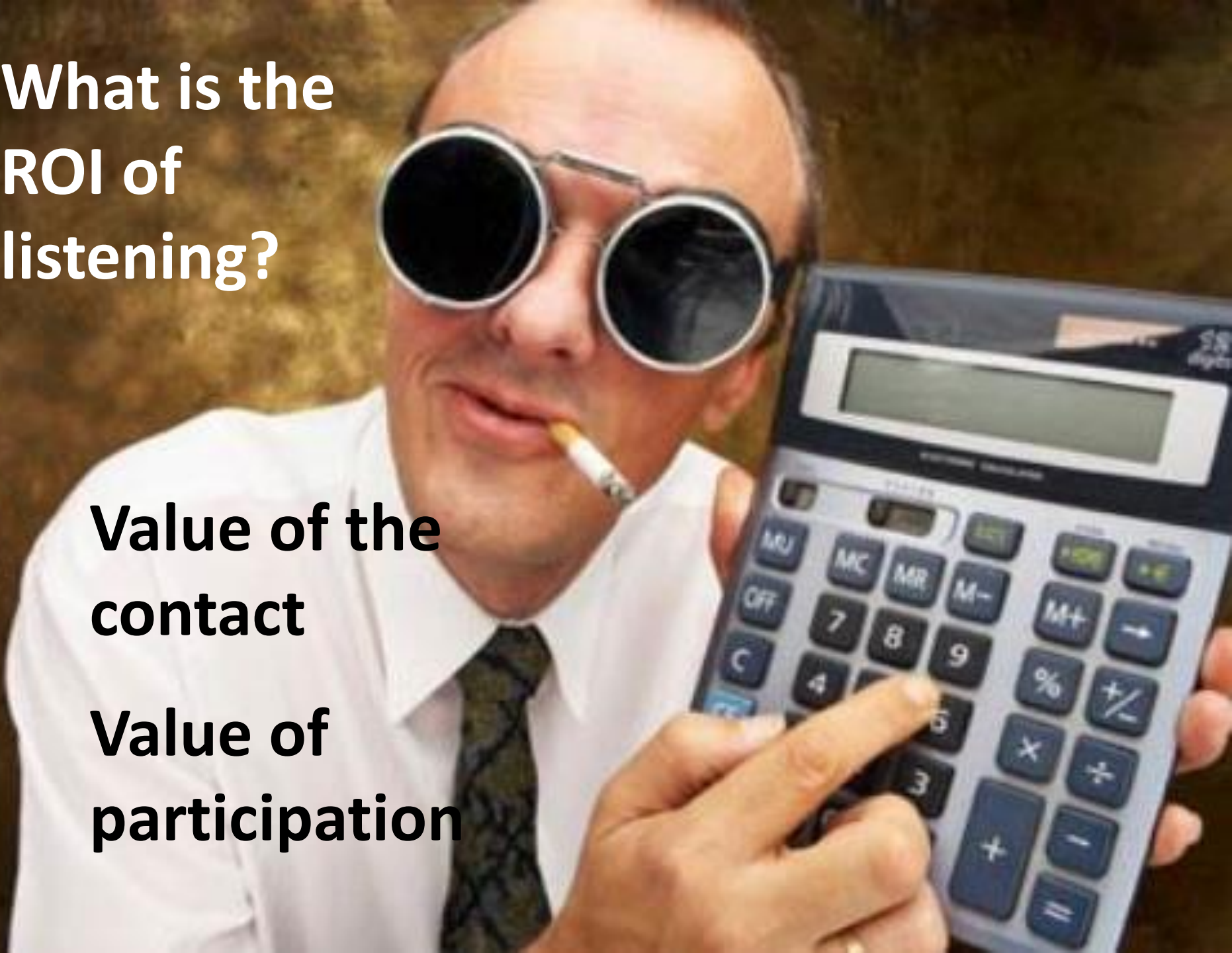


Creating The Expectation of Listening

**What is the
ROI of
listening?**

**Value of the
contact**

**Value of
participation**





Value of contact

100

$100 \times 1,000 = 100,000$

$100,000 \times 365 = 36.5\text{million}$

Value of participation

**KachWachi has saved
Logitech \$150,000 in
call deflection costs**

A user profile card for KachiWachi. It features a small profile picture of a man with a beard and a dark jacket. Below the picture, the name "KachiWachi" is written in orange, followed by a gold badge with the number "7". Underneath, the text "Distinguished Logi Legend" is displayed in blue. A dark red horizontal bar contains the following statistics in white text: "Posts: 45,852", "Topics: 239", "Kudos: 908", and "Solutions: 438". At the bottom, a white section contains the text "Registered: 05-22-2006" in blue.

One final reason



<http://www.youtube.com/watch?v=q6i0Hjphvzk>



*What A
Friend
We Have
In*

Google™

An ad is an
answer to a
question *that*
no-one ever
asked

What engagement space are you going to play in?

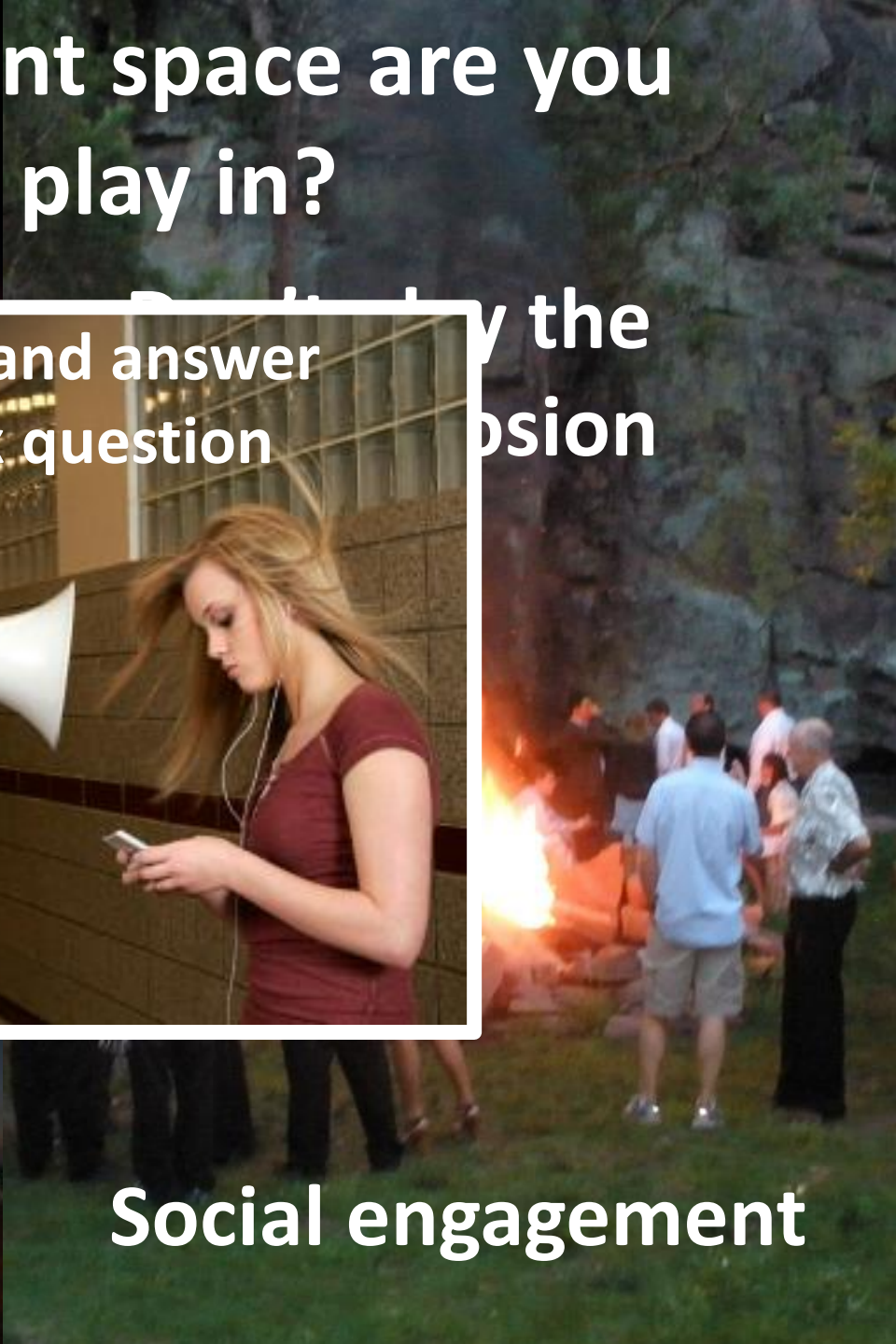


Marketing
Director's
engagement



Just listen and answer
the xxxxx question

Social engagement



by the
option

[ABOUT ME](#)[WHAT I CAN DO FOR YOU](#)[CONTACT ME](#)

MARCH 1, 2013

BIG DATA: GOLD MINE OR FOOL'S GOLD?



(This was published in the print edition of Digital Age in Turkey earlier this month. It also appeared as few days later as a [Digital Age blog post](#) – if you want to read it in Turkish!)

There is a lot of buzz about the concept of Big Data. But it is really the potential gold mine that some are suggesting?

Back in July I was at the Marketing Week Live show in London participating in an event organised by IBM. We were looking at data and consumer relationships within fashion retailing, using high-end women's shoes as the example. The big issue fashion retailers face is that

everyone walking into a store is a stranger. The sales assistants know nothing about them, other than what they can deduce from their appearance and any conversation they can then strike-up. We therefore asked ourselves the question: how might it be possible to use data from the digital environment so that potential customers were no longer strangers? How might we be able to create a digital relationship so that when a potential consumer walks through the door the sales assistant would be able call-up this relationship history and pull this on-line contact into an off-line sales conversation? One of the IBM analysts put it thus, "we need to be able to identify the exact moment a potential consumer starts to think about buying a new pair of shoes, identified from conversations they have with their friends in social networks and be able to then join those conversations".

Welcome to the world of Big Data. In the world of Big Data it is theoretically possible to know as much about your consumers as they know about themselves: to be able to anticipate their every thought and desire and be there with an appropriate product or response. It is a world of ultimate targeting and profiling [Continue reading →](#)

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Questions