

From “Likes” to Leadership

How Social Media has changed Marketing forever



Andrew Grill, CEO Kred.com
@andrewgrill

A black handwritten signature that reads "Andrew Grill".

Social media is just like real life!





BBC 3: The revolution will be televised Episode 4
“Can I Be your friend?”

lc.tl/bmf

inappropriate timeline image
that vastly misjudges opinion



Condescending Corporate Brand Page

26,471 likes · 1,940 talking about this

Liked
 Subscribed

Community

We're a big corporate brand using Facebook. So look out for us asking you to like and share our stuff in a faintly embarrassing and awkward way



Photos



Invite Your Friends!



Hall Of Shame



Twitter

March is National Nutrition Month! Get healthier with one of our Great For You recipes.

"Like" if you want to try the Peach Lime Salsa Turkey Burger. "Share" if you'd prefer the Thyme Sage Pork Tenderloin.

<http://walmarturl.com/13EO36E>



Can you think of a few?

Name a movie
which does NOT
have an 'S' in
the title.

and _____

Like · Comment · Share

16



The Real South Australia

Liked · 16 hours ago

The kangaroos on Kangaroo Island are so friendly, they hop right up to you as Nicole S. Young discovered when she snapped this photo. What's your best memory of Kangaroo Island? — at Kangaroo Island.

Like · Comment · Share

54 people like this:

View 5 more comments

 **Ann French** loved seal bay too, u feel so privilaged to be that close to the seals
17 minutes ago · Like · 2

 **Rebelene Kellett** I would love to go to Kangaroo Island 😊
14 minutes ago · Like · 1

 **Teresa Kirby** Oh do Rebelene, if you get the chance! It's amazing! 😊
11 minutes ago · Like · 1

 **Clare Kagimu** love Australia such a beautiful place x
9 minutes ago · Like · 1

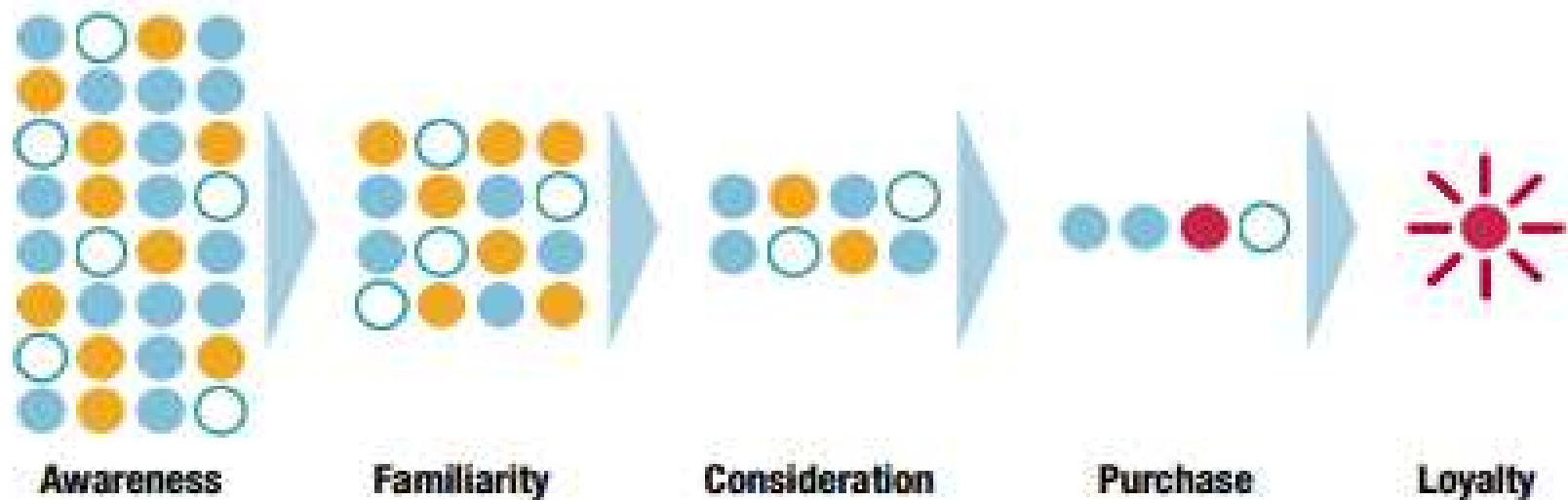
 **Rachel Frattini** I love KI because its still so unspoiled.
8 minutes ago via mobile · Like · 1

 **Jessie Skye** I loved the honey farm.. and remarkable rocks n is it adralds (dnt no how to spell it) arch..
6 minutes ago via mobile · Like · 1

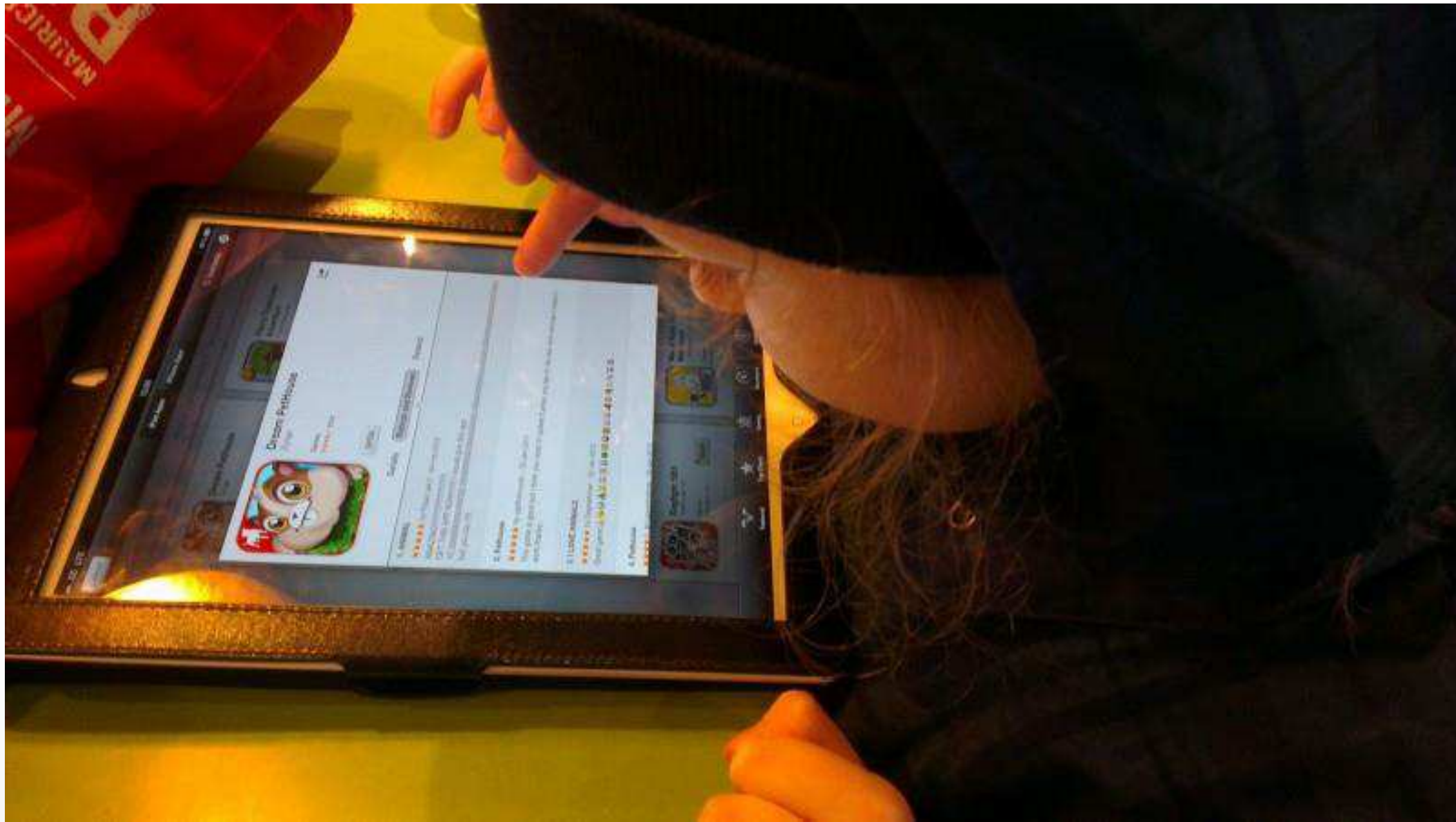
 Write a comment...

The consumer decision journey - old

The traditional funnel



June 2009 issue of *McKinsey Quarterly*, David Court

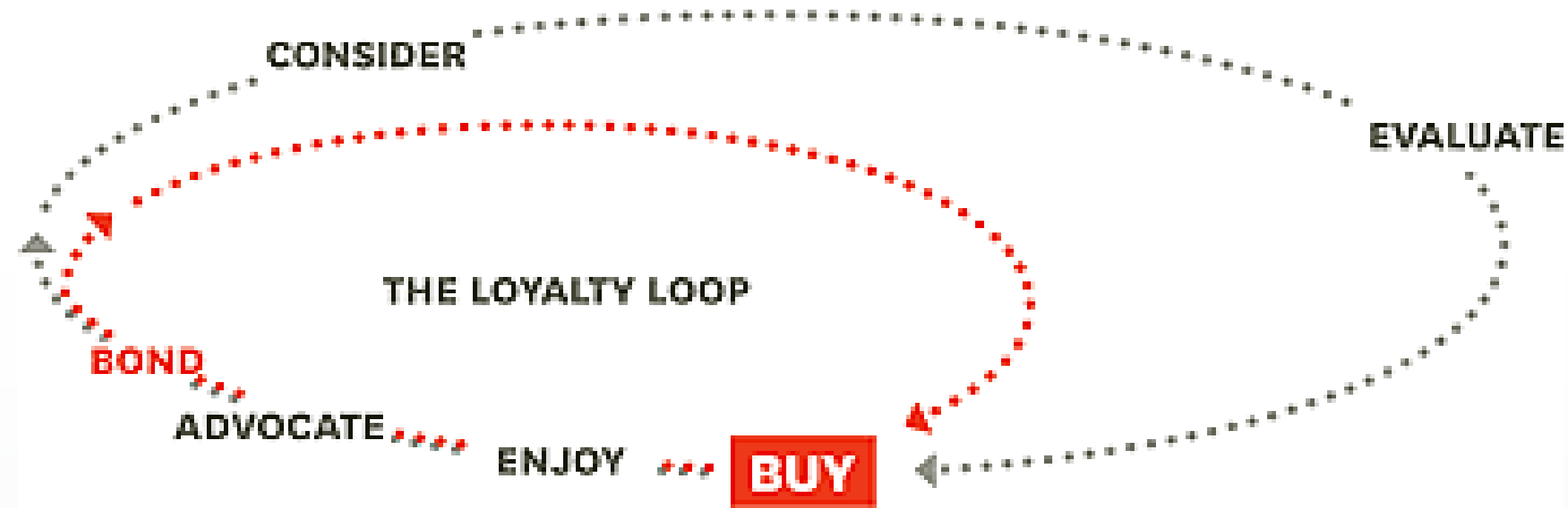


Scarlett Johansson



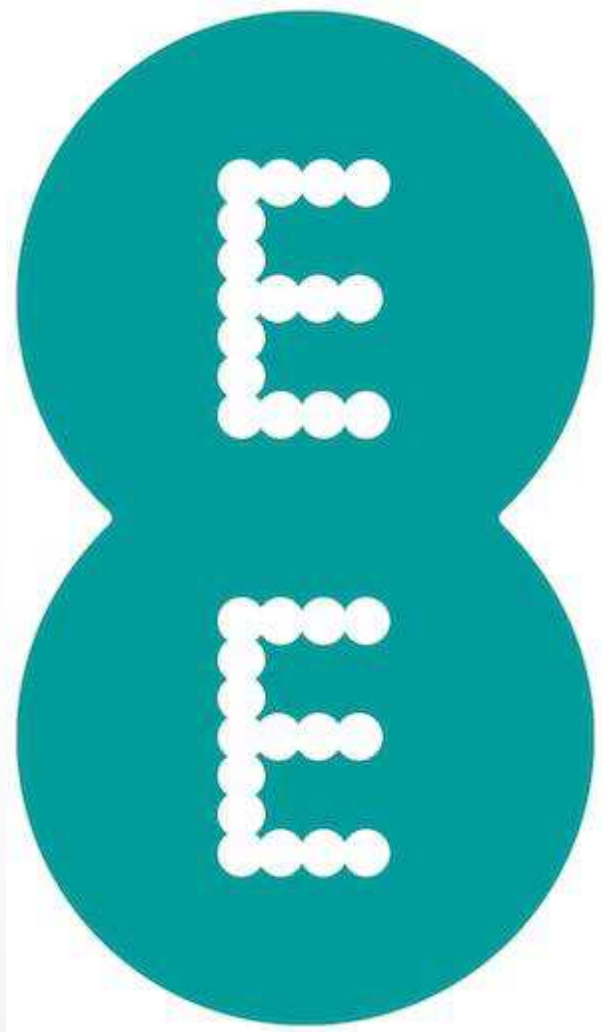
ic.tl/celebs

The consumer decision journey - new



The loyalty loop exists as a result of the social channel

June 2009 issue of *McKinsey Quarterly*, David Court



T · · Mobile ·[®]



Andrew Grill @AndrewGrill

01 Nov

hey @EE so want to go 4G but have been at 0G since yesterday [lc.tl/x6](https://t.co/1c.tl/x6)

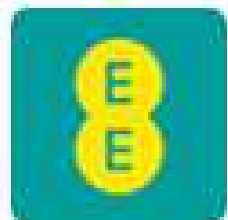




Andrew Grill @AndrewGrill

01 Nov

hey @EE so want to go 4G but have been at 0G since yesterday lc.tl/x6



EE 
@EE

 Follow

@andrewgrill If you Tweet
@OrangeHelpers or @TMobileUKHelp
they'll be able to look into this for you.

12:17 PM - 01 Nov 12

1 FAVORITE



EE admits 4G 'teething problem' as customers complain of 'rush job'

EE, Britain's first 4G mobile network, admitted a "teething problem" after it was branded a "rush job" by customers who complained of difficulties obtaining SIM cards, connecting to the network and dealing with "confusing" customer service systems.

Andrew Grill, the London-based chief executive of Kred, a social media firm, described his problems in a **widely-shared blog post**. He first attempted to join the network on launch day, last Tuesday, by visiting an EE store in Kensington High Street but was denied after 40 minutes by an "address check error".

The next day he bought an EE contract and Mifi personal hotspot over the phone without a hitch, but when it arrived, the box contained a T-Mobile SIM card, incapable of connecting to the 4G network. EE promised to send another, which arrived on Saturday, but turned out to contain another useless T-Mobile SIM card.

This time customer services advised Mr Grill to visit an EE store to get a replacement SIM, which he did, only to be told they were out of stock. Customer services said he had instead been sent a third SIM by post and that there had been a "few problems" getting customers connected.

"The back end systems were clearly not ready," said Mr Grill, who had still not received a working SIM on Monday afternoon. "It does feel like a rush job."

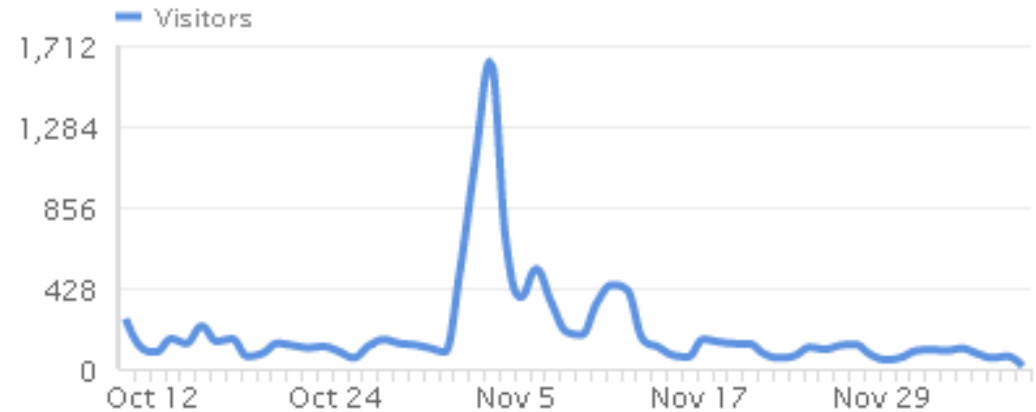
21 Comments

The network was introduced last week in a blaze of publicity, after EE, a company formed as "Everything Everywhere" by the 2010 merger of Orange and T-Mobile, stole a march on rivals by reusing surplus 2G airwaves. Its 4G network offers mobile internet access in major cities several times faster than via 3G technology, but early adopters are now reporting frustrating teething troubles.

Andrew Grill, the London-based chief executive of Kred, a social media firm, described his problems in a **widely-shared blog post**. He first attempted to join the network on launch day, last

Twitter 176
Email
LinkedIn 40
+1 5

Mobile Phones
News »
Media and Telecoms »
Telecoms »



f Like 41 | t Tweet 202 | Pin it | Share 24

Influencers become advocates

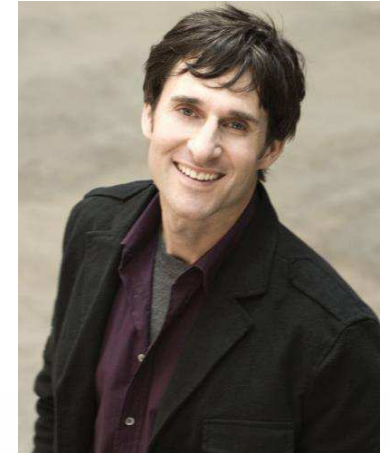


1 FAVORITE

particular programme could be one to watch for a great example of either how to do it or how not to do it, depending on how it works out for EE.

lc.tl/advocates

United Breaks Guitars



United Breaks Guitars



sonsofmaxwell · 18 videos



Subscribe

10,709

12,862,655

65,530

1,320

lc.tl/ubg

Are your followers fake?



Real-Time Marketing?



Oreo Cookie 
@Oreo

 Follow

Power out? No problem. pic.twitter.com/dnQ7pOgC

1:48 AM - 04 Feb 13



16,074 RETWEETS 6,197 FAVORITES



Real-Time Marketing?



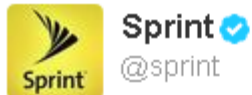
Bing
@bing



#Oscar noms get \$45,000 swag bags. People preferred Bing over Google for the web's top searches. #BelieveIt binged.it/Yq3ZU9

1:33 AM - 25 Feb 13

63 RETWEETS 19 FAVORITES



Sprint
@sprint



Lincoln may not know what a cell phone is but even he can appreciate Truly Unlimited data while on the Sprint network bit.ly/15IgP5g

1:49 AM - 25 Feb 13

61 RETWEETS 22 FAVORITES



Victoria's Secret
@VictoriasSecret



WOW: Jennifer Hudson just KILLED it at the #oscars

3:02 AM - 25 Feb 13

433 RETWEETS 222 FAVORITES



lean cuisine

Lean Cuisine

Salad Additions turn lettuce from Les Miserables to Tres Chic with a #LesMis haircut! #GreensGoneWild #oscars #food

MADE WITH Vine

Download App

*How do you measure
influence?*

The influence score



@AndrewGrill Kredentials



We all have Kred somewhere

You have things in common ▶

Global Kred ▾



Top communities

Nonprofit
NFL
Marketing

Most used ▾

#Kred
#cms2012
#toolschat

Most posted links ▾

<http://t.co/Xcp44pTa>
<http://t.co/ZbRu65Cm>
<http://t.co/BogkMznV>

Bio: CEO of @Kred. We help companies find influencers in a transparent way. I blog on social + digital at <http://LondonCalling.co> LONDON, NYC, SAN FRANCISCO

Most Mentioned



thanks, social, kred, influence, media, london, twitter, look, time, week, people, love, talk, nice, live, meet

Influence		Outreach	
Followers	7,461	Following	1,935
@AndrewGrill tweets, RTed	3,914	RTs by @AndrewGrill	1,870
Replies received	5,225	@Replies sent	5,124
		Links posted	4,751
Total mentions of @AndrewGrill 7,694		@Names mentioned by @And... 6,625	



@AndrewGrill

#olympics

@starbucks

#smwldn

Enter @Name or #Tag



Invite Friends Tweet 15

Sep 01 - Sep 24, 2012

Global Kred



Andre...

890
of 1,000
Influence

Outreach
Level
8 of 12

What is +Kred?



Give +Kred

THE TOP 100 PEOPLE IN SOCIAL MEDIA

FOLLOW ME I'M RIGHT BEHIND YOU



@AndrewGrill mentioning others, Sep 2012



Like Minds

50+ Interactions Today



Greater London 33%

California 19%

New York

Top Locations

#mrktchat

#christmas12 #olympics

#Kred #figaroconference #bigtalk

#fashiokeke #BMLH10 #sizeindia

#bnk12 #mashupment #olympic #awar

Random Reference Recommendation Panel

#tags in conversations with @AndrewGrill

See @AndrewGrill's +Kred



What's your story?

Andrew Grill

Just started as lg @copperegg to monitor londoncalling.co update and server health - like what I see so far.

19 days ago

#kred #kredstory #dk12

Reference: #kredstory #socialmedia #olympics

Panel: Rom Poozy #Influence #Rat #P

PCPSConversation Reading: Rego Pascal #DK12

PSwing #SocialGest #stef #aly #Paul #awar

#tags in conversations with @AndrewGrill

Map Sat Ter Earth



POWERED BY

©2012 Google - London, UK

Andrew Grill

Anyone else see the plane flying above Raffles Square on Google Maps?

<http://t.co/09RQ8U91> ?

3 days ago

11 Retweets



Andrew Grill

leading to #near recap? keep an eye on the @kred real-time leaderboard at <http://t.co/09RQ8U91> to see who's influencing the decision

2 days ago

3 Retweets




social london thanks leaderboard influence love kred don't influencers people

Words about @AndrewGrill, Aug 2012

Influence story kred thanks social score look time team twitter leaderboard ping click london people analytics forward post love pretty name speaking influencer nice media

Words about @AndrewGrill



Users mentioning @AndrewGrill, Aug 2012

Users mentioning @AndrewGrill, Aug 2012



Andrew Grill

It's resting what @BarackObama & @MIDRomney are doing on twitter with respect to branding

<http://t.co/09RQ8U91>

1 Retweets

story using kred influence thanks social women andrew that tak click media leader like tweet star post share board time busy name communicate lose transparency peak thank online one-up better will follow the machine hold

Words about @AndrewGrill

#dk12 #kredstory

DK12 #kredstory #olympics #awarDK12

Panel: Rom Poozy #Influence #Rat #P

PCPSConversation Reading: Rego Pascal #DK12

PSwing #SocialGest #stef #aly #Paul #awar

#tags in conversations with @AndrewGrill

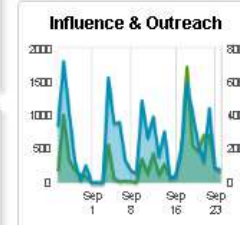
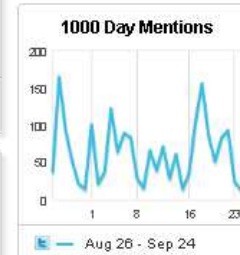


Andrew Grill

@tanGether @tacobek @adamse @navig0 @cseiland @beiloff @kred #DF12 leaderboard is real-time -> only we can do that :)

3 days ago

3 Retweets



Total Influence Points

719,721

Upload Kred Moments

Users mentioning @AndrewGrill, Sep 2012




Andrew Grill

SO like you lead? @Kred story now open to all. No invites needed, so 'premier', just 100% real-time Kred Story at <http://t.co/09RQ8U91>

19 days ago

5 Retweets

Andrew Grill

@tanGether @tacobek @adamse @navig0 @cseiland @beiloff @kred #DF12 leaderboard is real-time -> only we can do that :)

13 days ago

3 Retweets

Influencer Marketing Best Practice

Best Practices

- It takes time – invest in an influencer marketing strategy
- Link your CRM to influence scores
- Employ people who “get” social
- The person with the highest score may not be the best fit for your brand
- Transparency – do you understand how the influencer score is calculated?
- Measure everything!

Finding the influencers

- Once we have found them what next?
- How do we engage them?
- How do we keep them interested?
- How do we reward them?



Matt Smith @mattribtc

Watching @eBayMotorsBTCC & @Official_WSR then end up on ebay buying tools I don't need just because i'm seeing techs with them #subliminal

1:40 PM - 31 Mar 12 via Twitter for Android · Details

Rewards by Kred

Tweet 6,722 Like 463

We match people with the products and services they love. Rewards by Community and Location [Learn More](#)



Experience music that sounds and feels better.

[Claim Reward](#)

Open Rewards Find out which Rewards you are eligible for



\$20 Off dinner for two at Citizens Band

Food



One year e-reader magazine subscription

Tech



High quality anti-virus protection

Tech



healthier, delicious, all-natural

Food



12-month domain registration

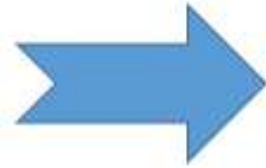
Tech

From Social Media to Social Business

People

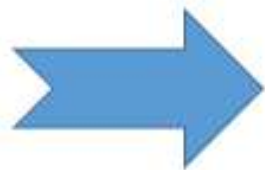
Org. models
Exec support
Change Mgt.
Collaboration

SOCIAL
BUSINESS



**SOCIAL
BUSINESS**





**SOCIAL
BUSINESS**



Dealing with disruption

Adapting to survive and thrive



1,330

CEOs in 68 countries

36%

of CEOs are very confident about their growth prospects
See page 3

82%

of CEOs plan to change customer strategies in 2013
See page 15



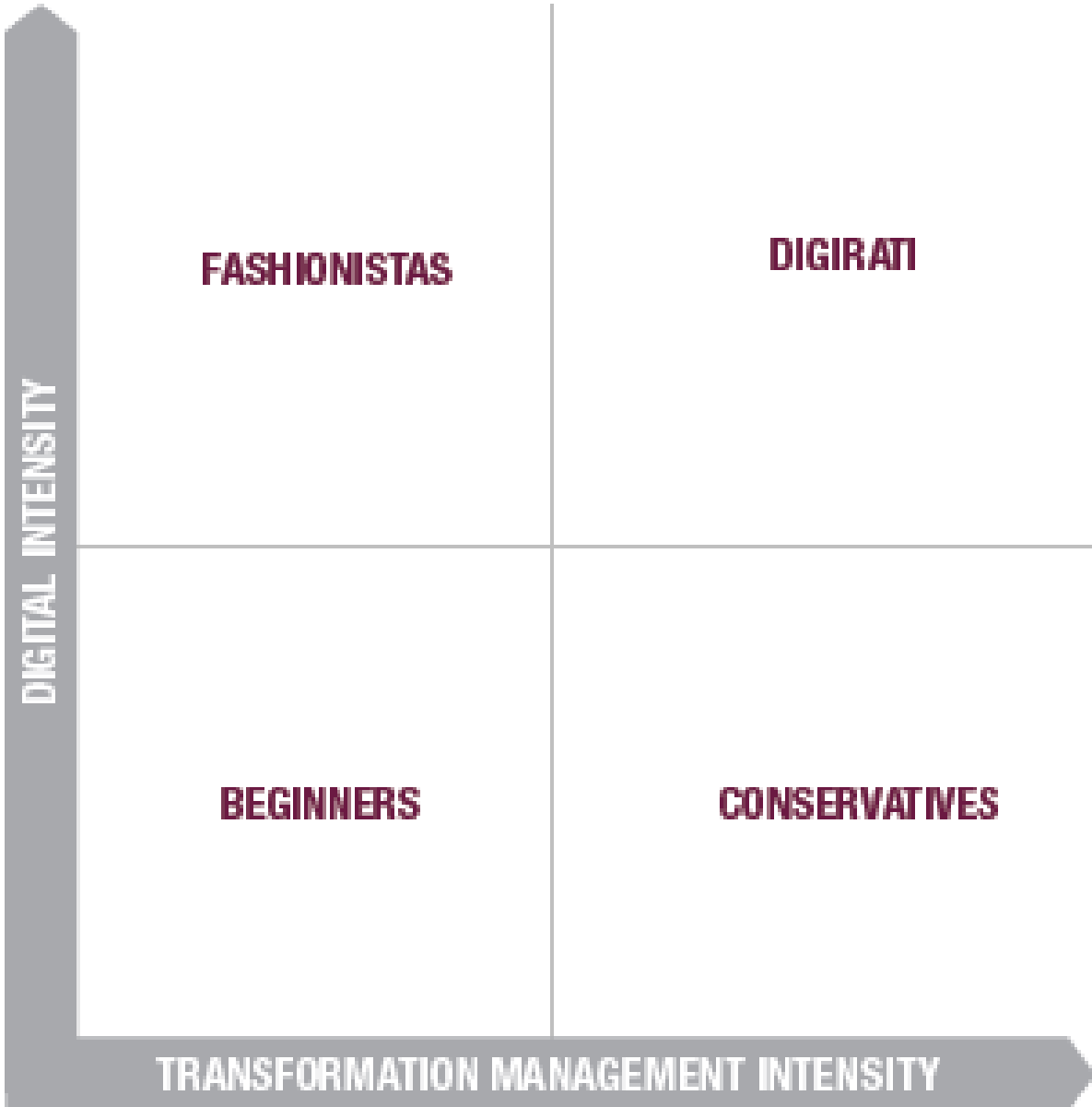
www.pwc.com/ceosurvey

The focus on trust also goes much further. In the post-crisis world, trust is at a premium. But it's also an essential component of the ongoing relationship between an organisation and all its stakeholders – and thereby an important pillar of resilience. With social media giving a voice to evermore diverse groups of stakeholders, CEOs are recognising the need to secure a stronger social mandate by rebuilding public trust. From promoting an ethical culture to increasing workforce diversity and reducing environmental impacts, they're pursuing a wide array of initiatives to simultaneously support their growth strategies, establish the right mandate and boost resilience.

The Digital Advantage: How digital leaders outperform their peers in every industry



Figure 2. Four Types of Digital Maturity

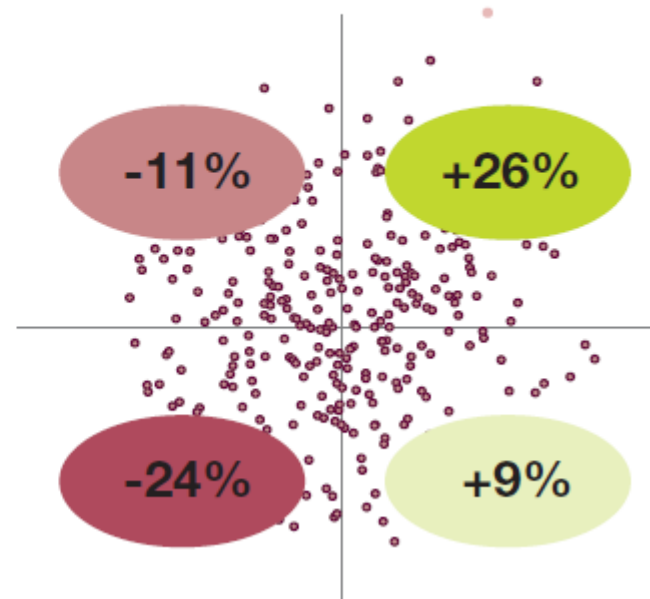


PROFITABILITY

Companies with stronger transformation management intensity are more profitable

Basket of indicators:

- EBIT Margin
- Net Profit Margin

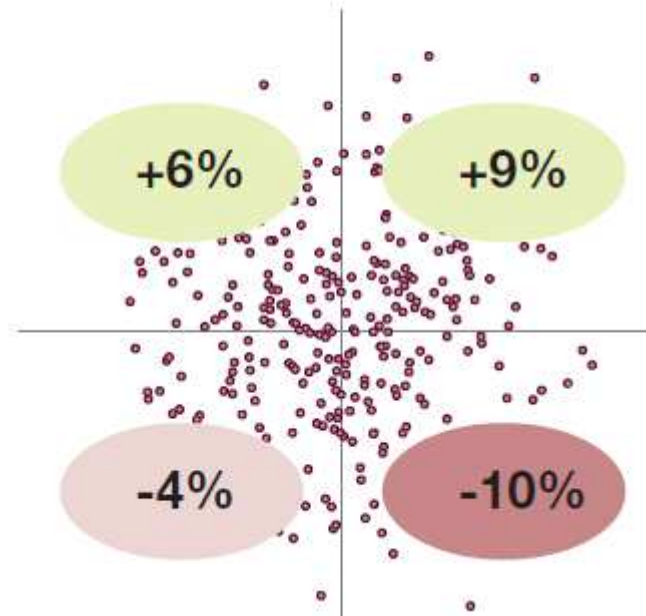


REVENUE GENERATION

Companies with stronger digital intensity derive more revenue from their physical assets

Basket of indicators:

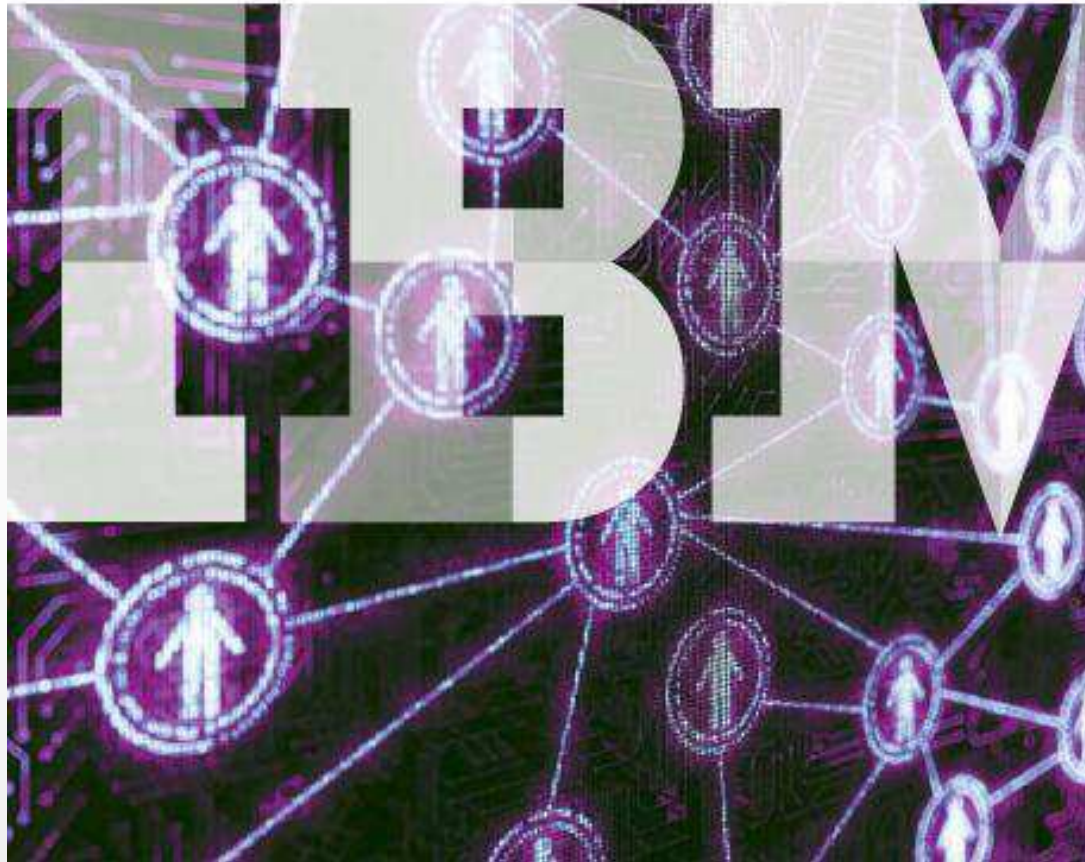
- Revenue / Employee
- Fixed Assets Turnover (Revenue / Property, Plant & Equipment)



IBM Institute for Business Value

The business of social business

What works and how it's done



Social business



Source: IBM Institute for Business Value.

Figure 1: Applying social business across the organization.

	Basics	Leading edge	Future state
Engage with individuals and groups	Develop organization-wide, cross-functional approach to listening and responding to customers	Integrate insights from customer conversations with purchase and usage data to innovate and personalize offerings	Design customized “storefronts” that are aggregated from different retailers using social information
Build communities	Pay attention to existing customer communities sponsored by outsiders	Initiate, host and nurture customer communities to build engagement and learn from customers	Incorporate communities into core organizational processes, e.g., sales, support, product innovation
Shift toward sales and service	Identify the areas of the value chain where customers are looking to interact via social channels	Develop a social media strategy that integrates relevant components of marketing, sales and service	Fuse the external company brand with the internal corporate culture to create a consistent customer experience at all touch points

Source: IBM Institute for Business Value.

Figure 4: Stages of creating valued customer experiences.

Multiple Department Uses

Category	Need	Output	ROI measure
Customer service	I want to be able to know the social activity of my caller, as well as their purchasing history and power	So that I can prioritize their service and better address their needs.	Customer Service satisfaction of guests who experienced prioritized service
Sales	I want to be able to identify who are the biggest influencers in the social space on different product topics	So that I can leverage their influence to drive business to us	Spike in sales of targeted products after influencer messaging occurred
Marketing	I want to be able to identify leads by analyzing the social activity of a company's decision makers	So that I can find a group of businesses to target for marketing a specific solution.	Sales revenue of targeted solutions to this group of leads
Decision Makers	I want to see all social activity data for IT decision makers at a specified company	So that I can target specific messaging & solutions to them.	Sales of products targeted by messaging to recipients of the message



Andrew Grill

ic.tl/contact

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