

# Leverage Social Strategies to Drive eCommerce

Altimeter Group, Premier Farnell,  
and Jive Software

#jivecast on Twitter

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# Welcome

**Adam Mertz**

Product Marketing Manager, Jive Software

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**Jeremiah Owyang**

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**Dianne Kibbey**

Global Head of Communities, Portals, and  
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# Agenda

**Intros and  
Speaker Perspectives (20 min.)**

**Panel Discussion  
and Audience Q&A (25 min.)**

**Key Lessons (5 min.)**

Submit your questions >  
or on Twitter with #jivecast

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# Jive Software

**Adam Mertz**

Product Marketing Manager

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# The Social Business Imperative.

Consumer Web forcing innovation.

Customers demand social.

Employees demand social.

500M Facebook

5B iPhone app downloads

230M Zynga

\$150B Cloud services by 2013

65M smart phones in 2010; 3M iPads

1.7B on Internet, 25% of world population

# The biggest from > to in a generation

management > **engagement**

email > **collaboration**

crm > **community**

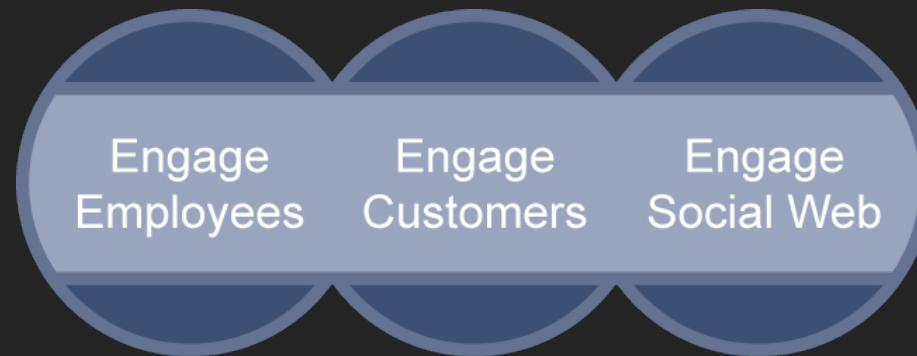
baby boomers > **millennials**

shouting > **authentic dialog**

what chatters > **what matters**

# Jive. The new way to business.

Drive revenue, profits, and innovation.

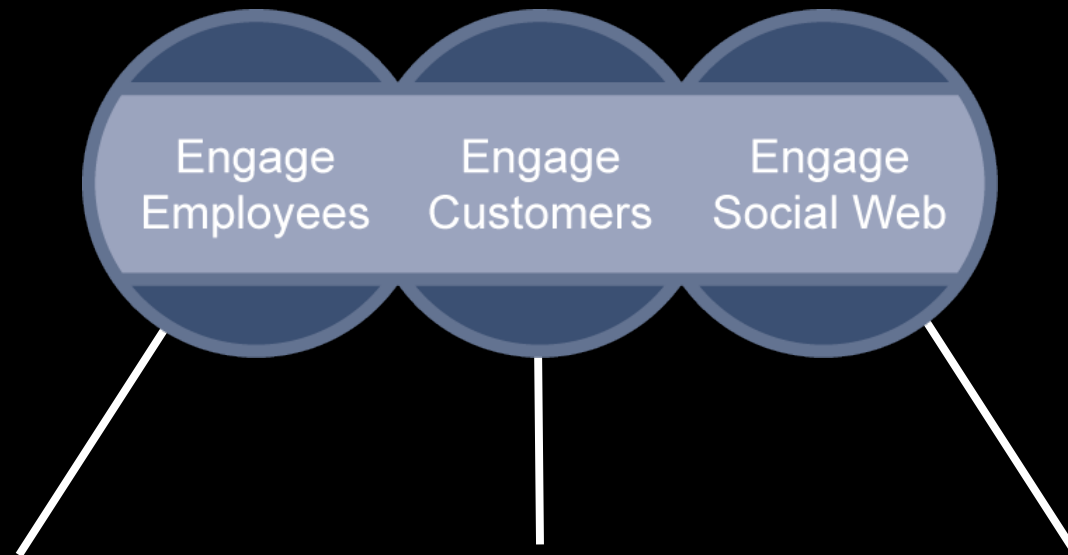


# Jive. First In Social Business.

- 1<sup>st</sup> in revenues & growth
- 1<sup>st</sup> in product footprint
- 1<sup>st</sup> in product innovation
- 1<sup>st</sup> in deployment / service expertise
- 1<sup>st</sup> in analyst recognition
- Top investors – Sequoia and Kleiner Perkins
- 3,000 customers
- 15,000,000 users
- 8,000,000,000 page views per year



# Social Business Imperatives

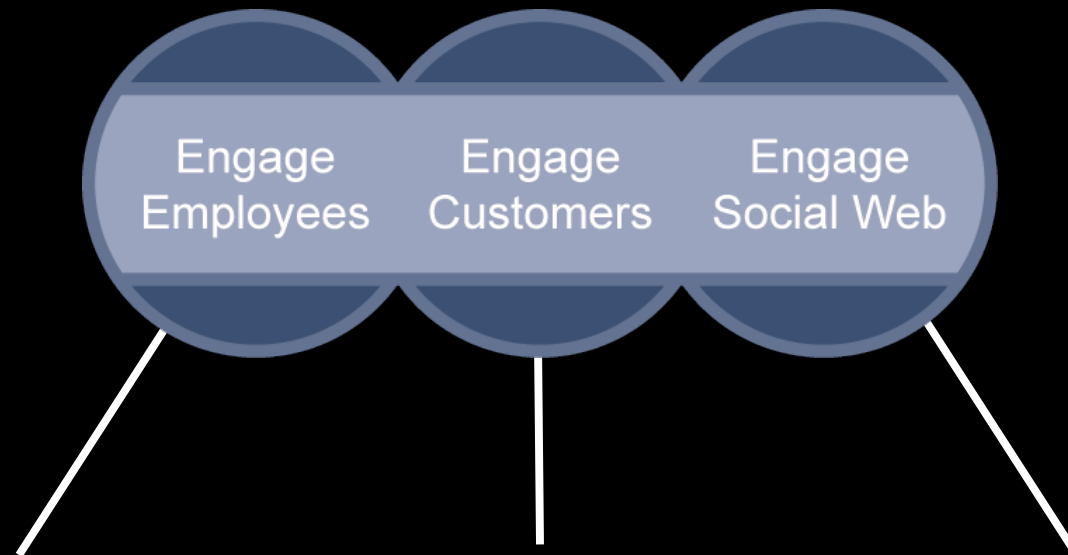


Innovation Acceleration  
Corporate Communications  
Expertise Location / Corp Dir  
M&A Integration  
Contact Center Enablement  
Sales & Channel Enablement

Social Commerce  
Social Marketing  
Community Service  
Account Management  
Customer Innovation  
Events

Product Launches  
Community Recruiting  
Social Brand Management  
Service Everywhere  
Social Selling  
Competitive Intelligence

# Social Business Imperatives



Innovation Acceleration  
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# Altimeter Group

**Jeremiah Owyang**  
Partner, Customer Strategy

@jowyang

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# Three Trends of Social Business

1) Everyone is media

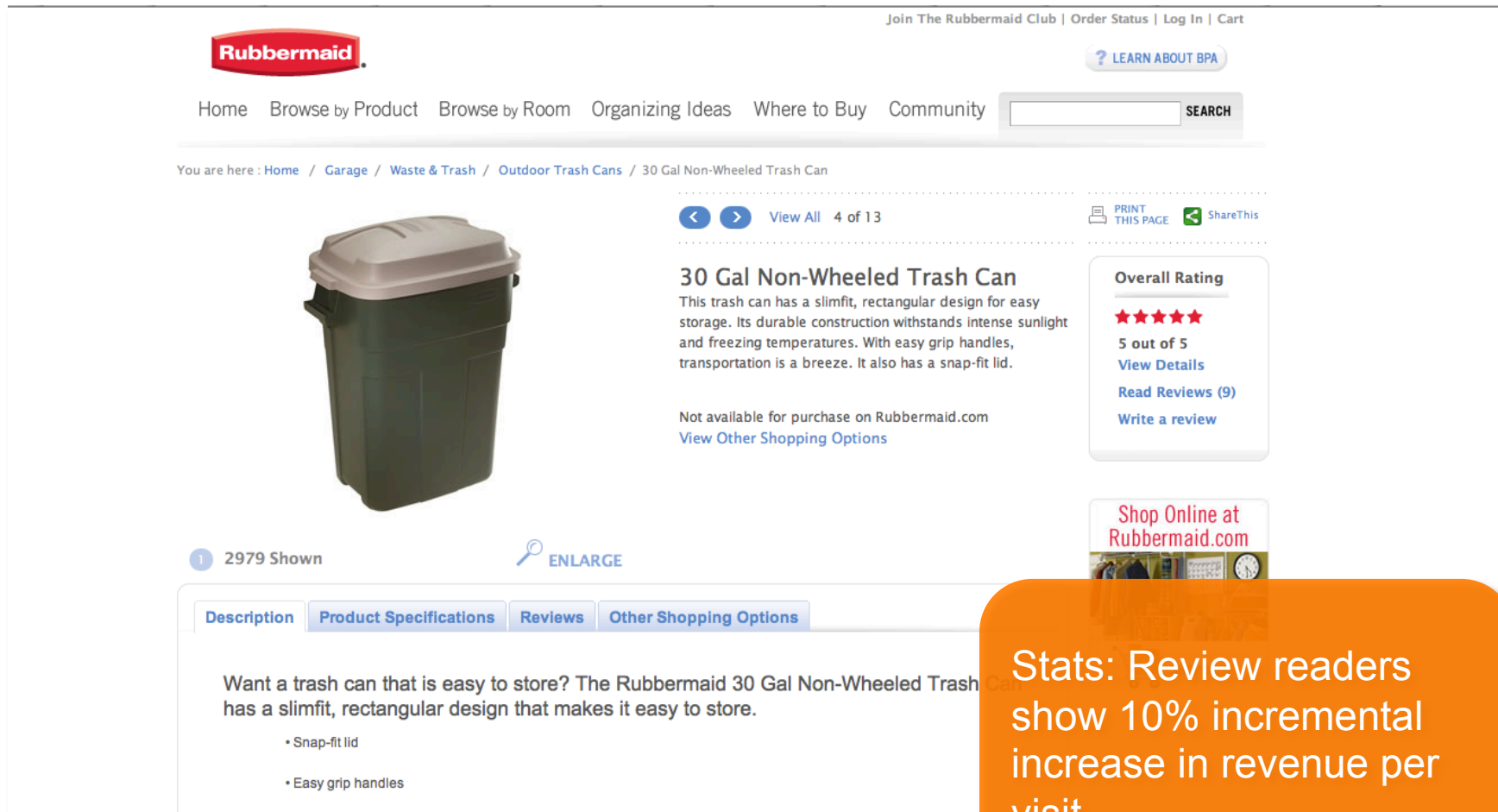
2) Customers don't care about your department

3) Real time is \*not\* fast enough



# 1) Everyone is Media

# Rubbermaid Empowers Ratings and Reviews



Join The Rubbermaid Club | Order Status | Log In | Cart

**Rubbermaid** [LEARN ABOUT BPA](#)

Home Browse by Product Browse by Room Organizing Ideas Where to Buy Community  SEARCH

You are here : Home / Garage / Waste & Trash / Outdoor Trash Cans / 30 Gal Non-Wheeled Trash Can

View All 4 of 13 [PRINT THIS PAGE](#) [ShareThis](#)

### 30 Gal Non-Wheeled Trash Can

This trash can has a slimfit, rectangular design for easy storage. Its durable construction withstands intense sunlight and freezing temperatures. With easy grip handles, transportation is a breeze. It also has a snap-fit lid.

Not available for purchase on Rubbermaid.com  
[View Other Shopping Options](#)

**Overall Rating**  
★★★★★  
5 out of 5  
[View Details](#)  
[Read Reviews \(9\)](#)  
[Write a review](#)

Shop Online at Rubbermaid.com

2979 Shown [ENLARGE](#)

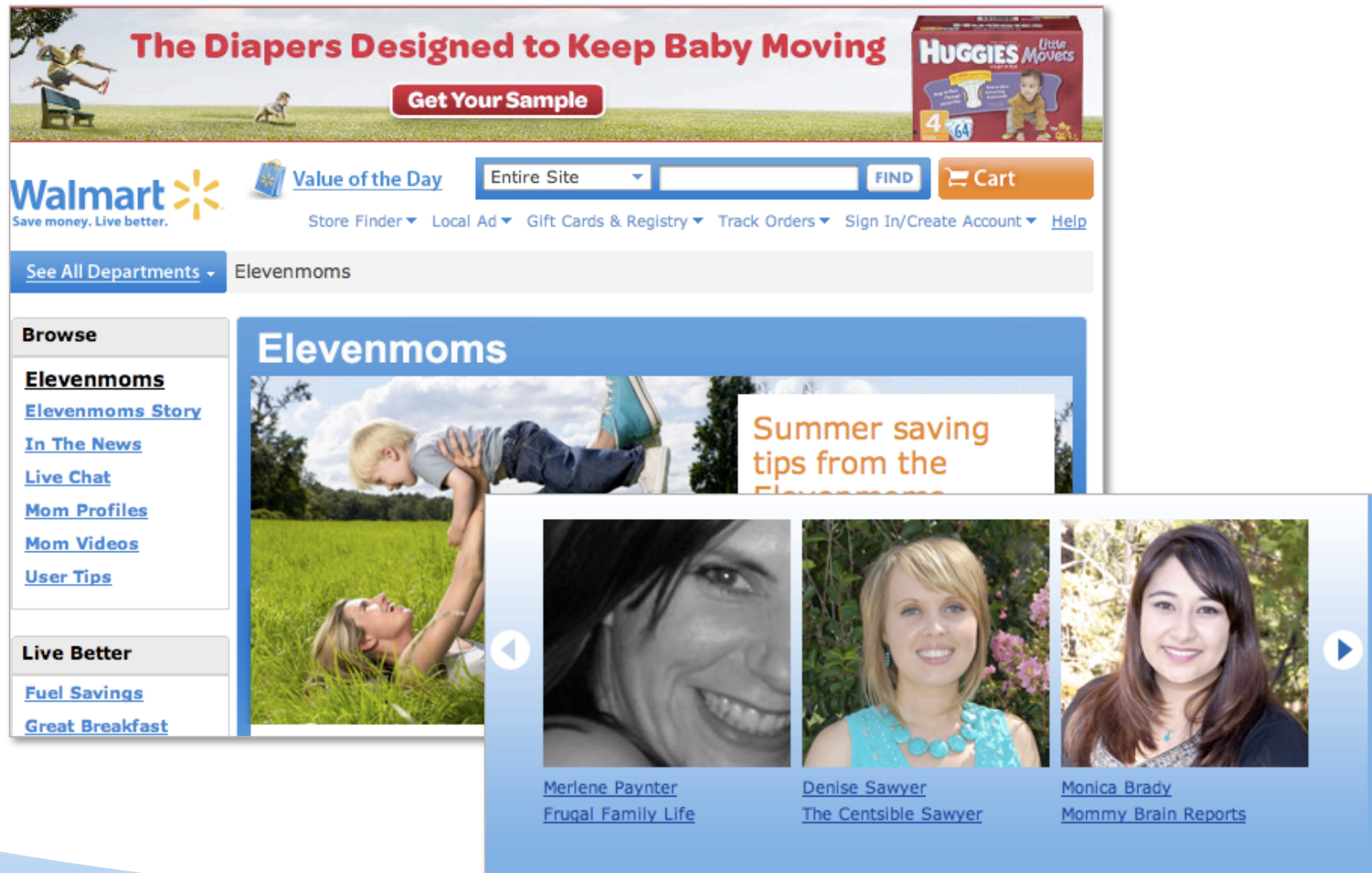
**Description** Product Specifications Reviews Other Shopping Options

Want a trash can that is easy to store? The Rubbermaid 30 Gal Non-Wheeled Trash Can has a slimfit, rectangular design that makes it easy to store.

- Snap-fit lid
- Easy grip handles

**Stats: Review readers show 10% incremental increase in revenue per visit**

# Walmart's 11 Moms gives consumers a voice



**The Diapers Designed to Keep Baby Moving**  
[Get Your Sample](#)

**HUGGIES Little Movers**

**Walmart**  
Save money. Live better.

Value of the Day  Entire Site  [FIND](#) [Cart](#)

Store Finder ▾ Local Ad ▾ Gift Cards & Registry ▾ Track Orders ▾ Sign In/Create Account ▾ [Help](#)

[See All Departments ▾](#) Elevenmoms

**Browse**

- Elevenmoms**
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- [Mom Profiles](#)
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- [User Tips](#)

**Live Better**

- [Fuel Savings](#)
- [Great Breakfast](#)

**Elevenmoms**

Summer saving tips from the Elevenmoms

[Merlene Paynter](#)  
Fruqal Family Life

[Denise Sawyer](#)  
The Centsible Sawyer

[Monica Brady](#)  
Mommy Brain Reports



2) Customers don't care what department you're in



Customer don't care what department you're in

The screenshot shows the Forbes.com homepage. At the top left is the Forbes logo with ".com" below it. To the right of the logo is the text "Home Page for the World's Business Leaders". Further right is a "Free Trial Issue" link. Below the logo are three tabs: "U.S.", "EUROPE", and "ASIA". To the right of these tabs are two search boxes: one with a "Search" button and another with a "Stock Quote" button. Below the search boxes is a horizontal navigation menu with tabs for "HOME", "BUSINESS", "TECH" (highlighted in red), "MARKETS", "ENTREPRENEURS", "LEADERSHIP", "PERSONAL FINANCE", "FORBESLIFE", "LISTS", and "OPINIONS". Below this menu is a secondary navigation bar with links for "Breakthroughs", "Business Intelligence", "CIO Network", "Intelligent Tech", "Personal Tech", "Security", "Velocity", and "Wireless".

The main content area features a "Social Networking" section with the headline "A Twitterati Calls Out Whirlpool" by Parmy Olson, dated 09.02.09, 06:45 AM EDT. The article text reads: "Power blogger Heather Armstrong (a.k.a. Dooce) has stirred up a debate about public rants--but it got her washing machine fixed." Below the text is a photo of Heather Armstrong. The article continues: "Heather Armstrong had had enough. The mother of two had just spent \$1,300 on a brand new Maytag washing machine to replace a rickety old one, only for the new model to faithfully conk out. After a repairman had made several visits to no avail, she resorted to calling a helpline, and got a wary customer service representative who wasn't helping. Armstrong, a little fed up at this point, finally said the magic words: 'Do you know what Twitter is? Because I have over a..."

To the right of the article is a "Get Stories By Email" section with a "Select Topics:" list containing checkboxes for "Whirlpool", "U.S. Equities", "Twitter", "Dooce", and "Maytag". Below the list is a "SIGN ME UP >" button and links for "FAQ", "Terms & Conditions", and "Privacy Policy".

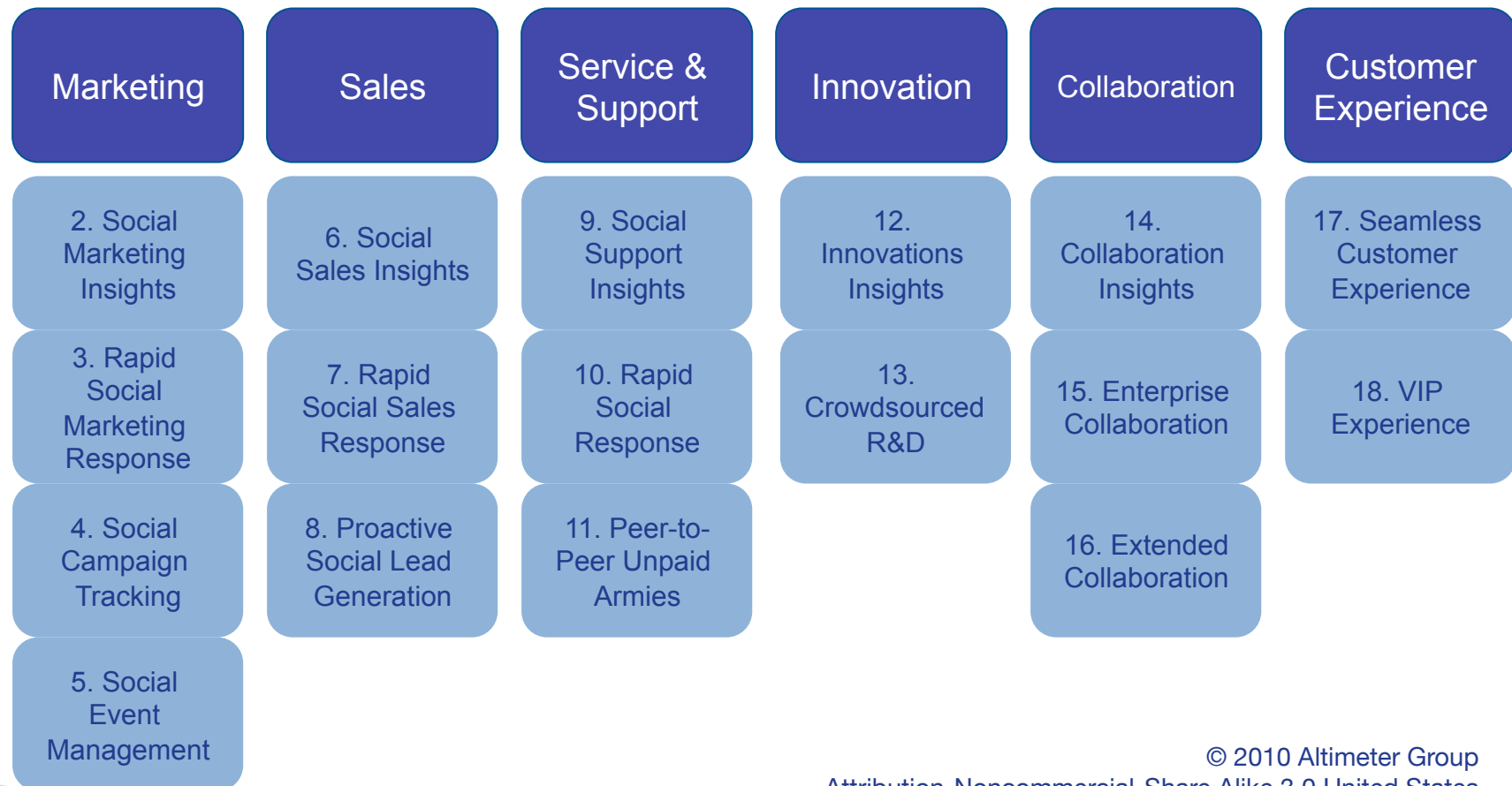
On the far right is an advertisement for "ForbesWoman" with the headline "The new go-to destination for successful women". Below the headline is a "FEATURING" section listing "Tools to Help YOU Succeed", "Interviews with Notable Women", "Exclusive Video, Blogs and Special Reports". At the bottom of the ad is a small image of a woman in a suit holding a magazine.

# Customers deserve a holistic approach

- Now, with social tools, every employee can talk to customers and prospects.
- Yet, this could create confusion with clients.
- New systems will be needed to centralize data so customers have a holistic experience.

# The 18 Use Cases of Social CRM

## 1. Social Customer Insights: The 5M's



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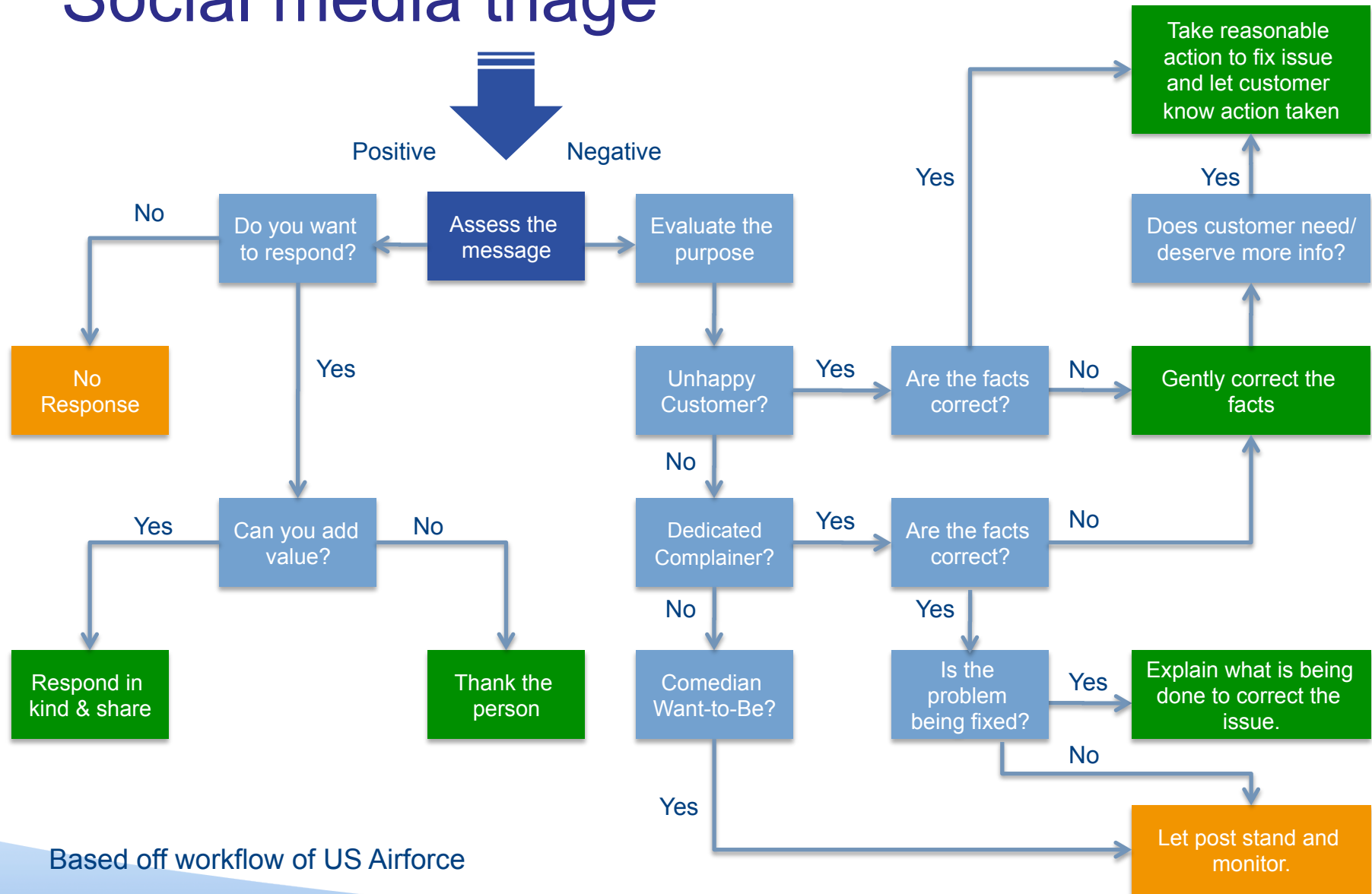
3) Real time is \*not\* fast enough



# Evolution of the web



# Social media triage



Based off workflow of US Airforce

# Three Trends of Social Business

1) Everyone is media

2) Customers don't care about your department

3) Real time is \*not\* fast enough

# Premier Farnell

**Dianne Kibbey**

Global Head of Communities,  
Portals, and eProcurement,

[@dkibbey](#)



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# element 14 | About Premier Farnell plc



- Leading multi-channel, high service distributor of electronic components
- Operations in 24 countries and trading in over 100 covering Europe, North America and Asia Pacific
- Global customer base of more than 2 million customers in engineering, purchasing, and MRO.
- Stocking over 400,000 electronic products with access to over 4 million more, representing 3,500 leading suppliers
- 4,100+ employees worldwide
- Headquartered in London and listed on the London Stock Exchange
- Companies in the Premier Farnell Group include Farnell, Newark, CPC, Premier Electronics, Farnell-Newark, MCM, Akron Brass and TPC Wire & Cable

element14 |

## element14

a group of electronic design engineers connecting across the globe to share common issues, solve design problems, and trial and discuss new technologies and innovation. Distinct because of the industry they are working in and what they are creating.

*Source: Premier Farnell*



## element14 | What is element14?

- A community of and for electronic design engineers
- Named after silicon – the 14<sup>th</sup> element of the periodic table
- An essential element in the electronics industry
- Now an essential part of how design engineers do their jobs



*“Why hasn’t anyone thought of this before?”*

*Usability Research Participant, April 2009*

## element14 | Benefits to our members

- Access to other engineers!!!
- Access to industry experts & new products to speed designs
- Global site – Collaborate in any language (now 9 official languages + Google translate)
- Unique technical content – reviews, multi-vendor comparisons, legislation updates...and much more
- Personal home page – see what you want to see
- Easy to purchase when ready

*“Finally a single place I can ask questions,  
look up answers and buy a part”  
Usability Research Participant, April 2009*

How is **element14** different from other sites already out there?

- There are information sites
- There are sites to purchase

But there are no other sites like **element14** that combine the end-to-end design process for the engineer: *the power of community with the ability to procure the right parts for the design*

*Design Engineer Pete is looking for a processor for his multi-media application he is designing.*

From element14, Pete can

- Ask a design question from colleagues and experts around the world
- Test and review new products, access useful tools, attend a training event
- Access the vast amount of technical research including app notes, block diagrams, technical updates

The screenshot shows the element14 website interface. At the top, there's a navigation bar with 'Groups', 'TechFirst', 'Browse All', 'Store', and 'My Page'. Below that, there are links for 'Experts', 'Design Tools', 'Legislation', 'Manufacturers', and 'News'. A search bar is visible in the top right. The main content area features a forum post titled 'Have a question? Ask our Microchip nanoWatt XLP expert!' by Nicole Larson, dated Nov 13, 2009. The post includes a profile picture of Nicole Larson and a bio for Rishi Vasuki, a Microchip expert. A call-to-action box prompts users to 'Login' or 'Register' to ask questions. Below the post, there are tags for 'embedded', 'microchip', 'motor\_control', 'power\_supplies', 'security', 'low\_power', 'extreme\_low\_power', 'portable\_music\_player', 'sunny', 'xlp\_mcus', 'smart\_sensor', 'rishi\_vasuki', and 'audio\_expert'. At the bottom, there's a section for 'Power Management' with links to 'DC/DC Converter', 'LDO', and 'Digital I/O'. A sidebar on the right contains various navigation options and a 'New!' button.



# Panel Discussion

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# Discussion Topic

**Actual results** from integrating social strategies with eCommerce initiatives

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# Discussion Topic

**Key elements of a community  
solution and broader social strategy  
in driving ecommerce results**

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# Discussion Topic

The budget and org chart shift  
to incorporate social initiatives

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# Discussion Topic

**The future - how social initiatives  
need to grow and mature**

[#jivecast on Twitter](#)

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# Key Lessons

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# Three Trends of Social Business

1) Everyone is media

2) Customers don't care about your department

3) Real time is *\*not\** fast enough

# Your Plan: Develop a Strategy

1) Empower your customers voices above yours

2) Invest in Social CRM Systems now

3) Be ready for real time, then start to anticipate

## Do's

- Buy or Build – decide where to spend your time
- Have a Community moderation\facilitation plan
- Usability – have clear calls to action
- Keep members at the forefront and listen to what the community wants
- Network with others building community. Leverage the “wisdom of the crowd”



## Don'ts

- Try to be all things to all people – pick your primary model
- Over Moderate
- Let your site become a “spectator sport”
- Assume if you build it, they will come
- Be unprepared for success, (under resourced)

# Thank You! Continue the Conversation...



Join the conversation with @jivesoftware  
@adammertz  
@jowyang  
@dkibbey



Connect with peers & experts in the Jive Community



Join us at JiveWorld in San Francisco in September

