

# Social Media & PR Strategies

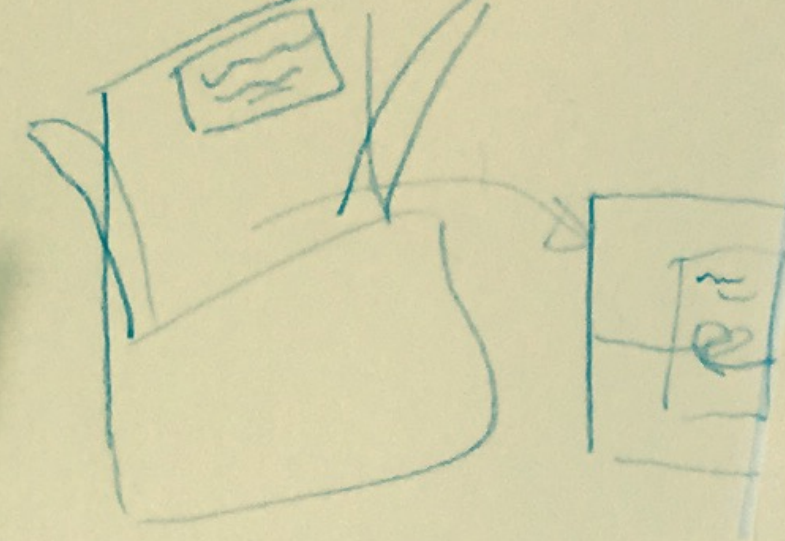
With Demetrio P. Cardona-Maguigad



# Lime Red

upload our accessories  
to wear to event &  
work, date

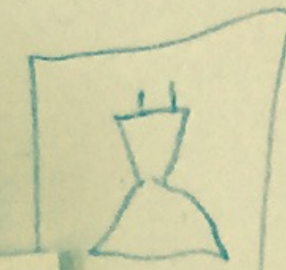
% damaged



any algorithm?  
user can adjust as  
needed based on  
popularity, wear

upload self body photo  
over lay dress, etc  
see how it looks

waiting on shipment  
- ping Rentur  
updates blender  
to



- ☐ prior Rental
- ☐ Other user suggestions
- ☐

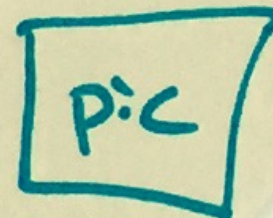
Discounts & credits to  
offer for  
signing up & for  
signing in

Paypal for  
payment

(Trust)

upload photos to see  
in closets  
stages liked virtual  
staging of house  
Rentur to items

Profile:



location

Posting Item:



Help! I need something  
for...

- ☐ Events, everyday feeling?
- ☐
- ☐

inventory checks  
- lighting of picture

FAQs:

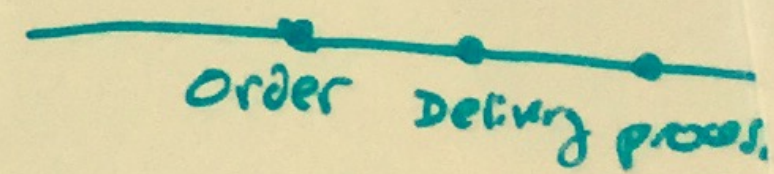
To:

Messaging Platform:



customer service:  
how to make it

Real Time track



Trust

Starbucks →

Matching

Wish List

FITTING →

Wish List

AS BOARDS

SURE WITH

LET





# Demetrio P. Cardona- Maguigad

Partner and Director of Design Strategy  
LimeRed Studio

## Adjunct Faculty - Instruction & Research

Communication & Media Innovation Department,  
Columbia College Chicago

## Mentor and Coach

1871 Technology & Entrepreneurial Center & 2112 Creative Incubator, & School of the Art Institute

## Member, Board of Directors

Chicago Cultural Alliance - a consortium of Chicago museums, cultural centers and historical societies

NTEN

A part of the NTEN Community since 2007.



Introduce *yourself*.

What brought you  
in today?



**THIS SESSION**



What are you using?

How is your business  
using social media?

What is working,  
what's not?



“Your *strategy* should leverage  
social technology to *empower*  
your organization *internally*,  
*connect* with your *external*  
stakeholders, and help everyone  
connect with *each other*.”



**CHALLENGES**

**YOU & YOUR AUDIENCES**

**YOUR BUSINESS**

**SOCIAL MEDIA FOCUS**

**PLATFORMS**

**RESULTS**



# CHALLENGES



**24/7 News Cycle**

**Capacity to Respond & Engage**

**Rapid Cycle of Innovation & Tech**

**Differentiating Ourselves**



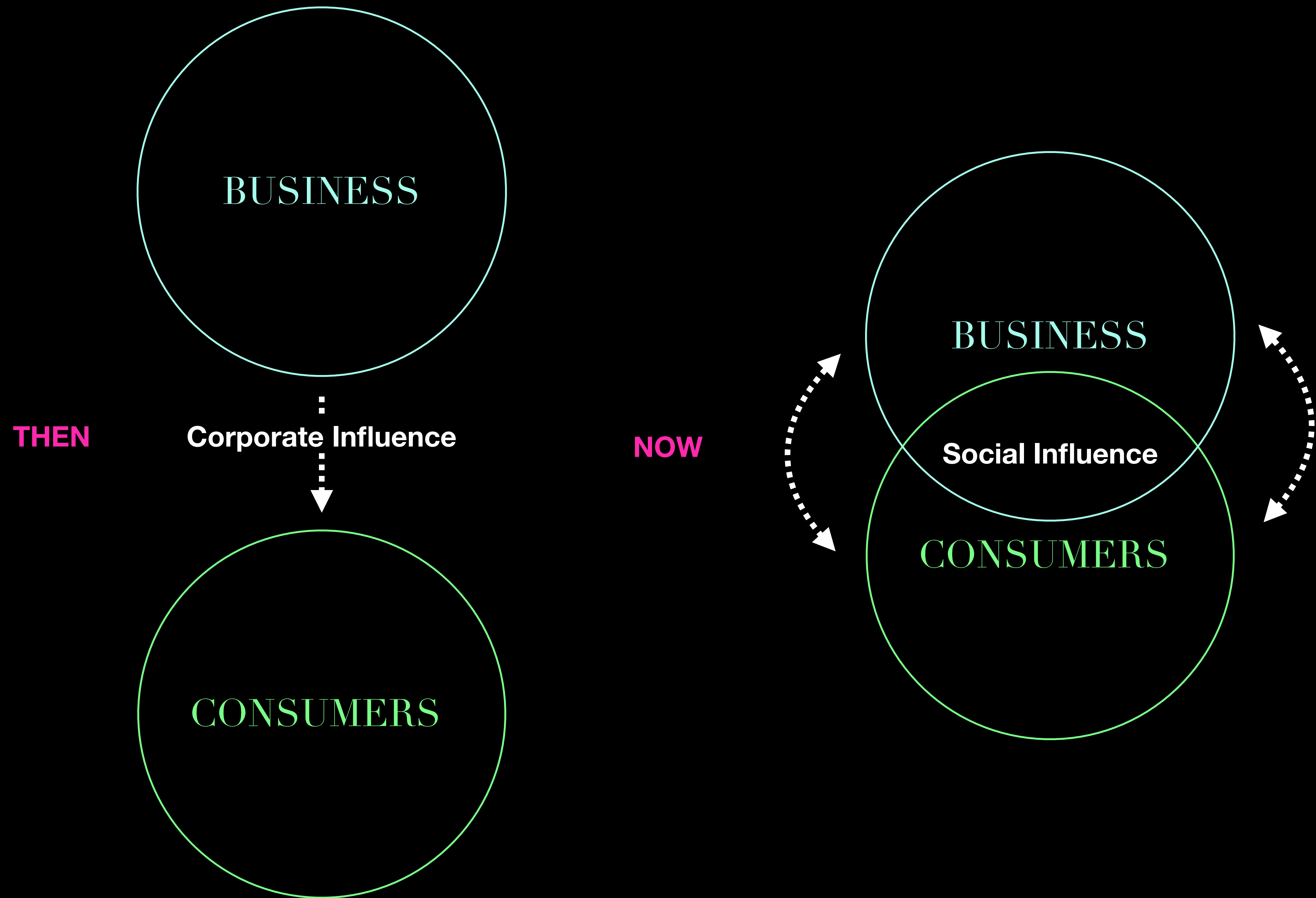


THEN

Corporate Influence









# The Streisand Effect







“So what are businesses to do?”

**YOU + THEM = WE**

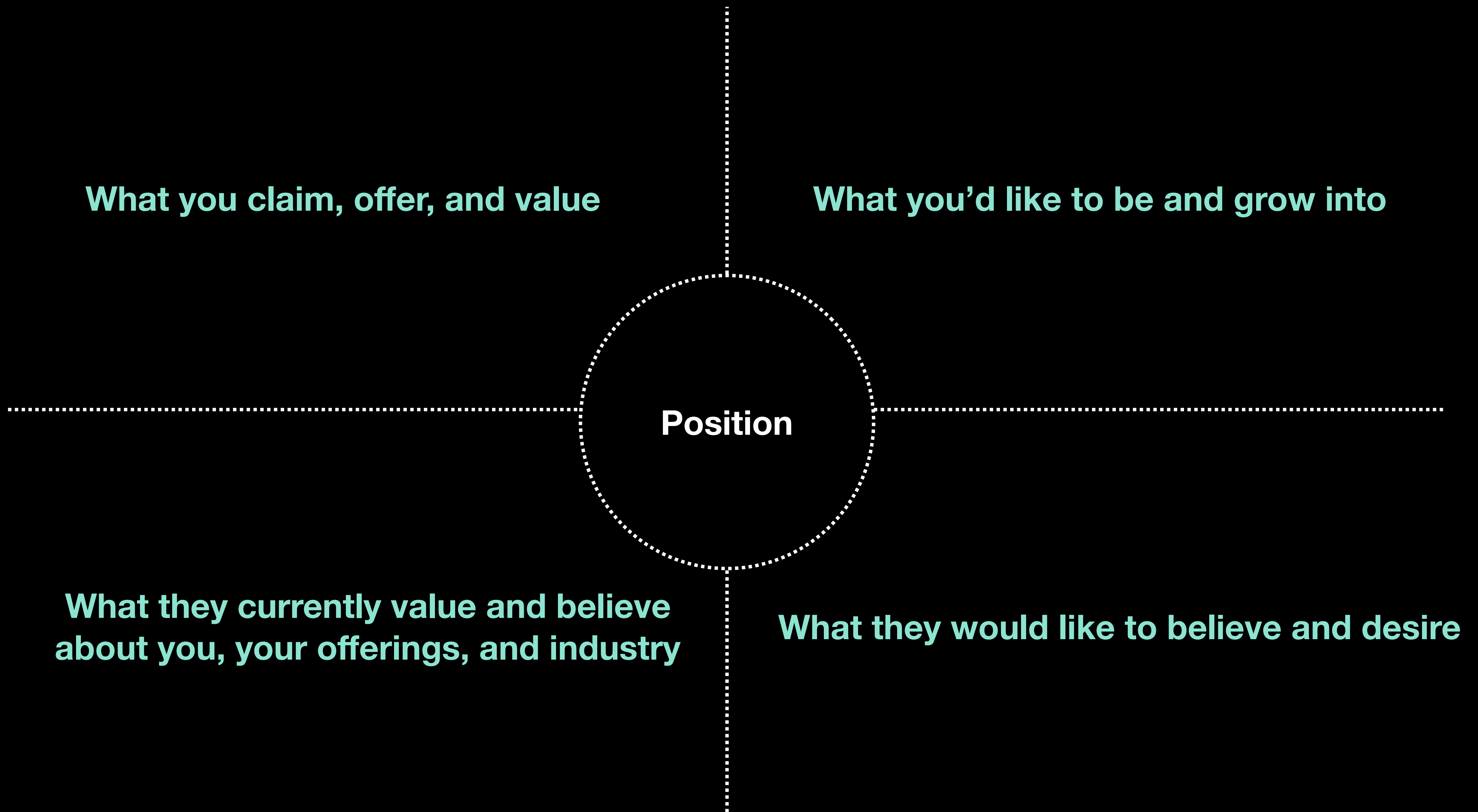


“It should be about people and  
not just the technology.”

**Know your audience**



**Affirm your brand identity**





# TECHNOGRAPHICS

**Creators (24%)**

**Conversationalists (36%)**

**Critics (36%)**

**Collectors (23%)**

**Joiners (68%)**

**Spectators (73%)**

**Inactives (14%)**

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KEY INFLUENCERS

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KEY INFLUENCERS

ORGANIZERS



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KEY INFLUENCERS

ORGANIZERS

MAJORITY

# TECHNOGRAPHICS

**Creators (24%)**

KEY INFLUENCERS

ESTABLISHING TRENDS

**Conversationalists (36%)**

**Critics (36%)**

ORGANIZERS

ACCELERATING ACCESS TO CONTENT

**Collectors (23%)**

**Joiners (68%)**

MAJORITY

CONSUMING INFORMATION

**Spectators (73%)**

**Inactives (14%)**

**YOUR BUSINESS**



**RESEARCH**

**MARKETING**

**SALES**

**CUSTOMER SUPPORT**

**DEVELOPMENT**

# **SOCIAL MEDIA FOCUS**

**MARKETING**



**RESEARCH**

**MARKETING**

**SALES**

**CUSTOMER SUPPORT**

**DEVELOPMENT**

**RESEARCH**

**MARKETING**

**SALES**

**CUSTOMER SUPPORT**

**DEVELOPMENT**

**LISTENING**

**TALKING**

**ENERGIZING**

**SUPPORTING**

**EMBRACING**

# LISTENING

Ongoing monitoring of your customers' conversations with each other, instead of occasional surveys and focus groups.



# TALKING

Participating in and stimulating two-way conversations your customers have with each other, not just outbound communications to your customers.

# **ENERGIZING**

Making it possible for your enthusiastic customers to help sell to each other.

# **SUPPORTING**

Enabling your customers to support each other



# EMBRACING

Helping your customers work with each other to come up with ideas to improve your products and services.

**RESEARCH**

**MARKETING**

**SALES**

**CUSTOMER SUPPORT**

**DEVELOPMENT**

**LISTENING**

**TALKING**

**ENERGIZING**

**SUPPORTING**

**EMBRACING**

**RESEARCH**

**MARKETING**

**SALES**

**CUSTOMER SUPPORT**

**DEVELOPMENT**

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**LISTENING**

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**SUPPORTING**

**EMBRACING**



# PLATFORM PURPOSE

**Facebook**

**Twitter**

**Instagram**

**Pinterest**

**LinkedIn**

**TikTok**

**Snapchat**

**Reddit**

**Tumblr**

**Youtube**

# TECHNOGRAPHICS

Creators

Conversationalists

Critics

Collectors

Joiners

Spectators

Inactives

# KEY OBJECTIVES

Listening

Talking

Energizing

Supporting

Embracing

**Meaningful Relationships**

**Relevant and fresh content**

**Provides a sense of empowerment**

**Easy to sign up and use**

**Connects and adapts well with other tech**

“Focus on where  
your audiences are at.”



“Ensure that the platforms  
support your objectives.”

**WAS IT WORTH IT?**

**QUALITATIVE**

**QUANTITATIVE**

**LISTENING:** What have we learned?

**TALKING:** How has relationships changed?

**ENERGIZING:** Sales Conversions?

**SUPPORTING:** How have we helped?

**EMBRACING:** How can we be better?

**BE VISUAL, TELL A STORY**

Let's test that...



Ready?

*A cat wearing a birthday hat*



What did you see and understand?







How about that?

What did you see and understand?

*A cat wearing a birthday hat*



Visuals are efficient story helpers

“The human brain can process entire images that the eye sees for as little as 13 milliseconds”

- MIT nueroscientists

Contrary to popular belief, brand storytelling is not about your company. It's about your customers and the value that they get when engaging with your product or service. The most powerful brand stories are the ones that prioritize customers as the stars. Think of your company as a supporting character, the messenger, etc.



# belVita: #MorningWin



belVita

July 27 at 9:45am · 🌐

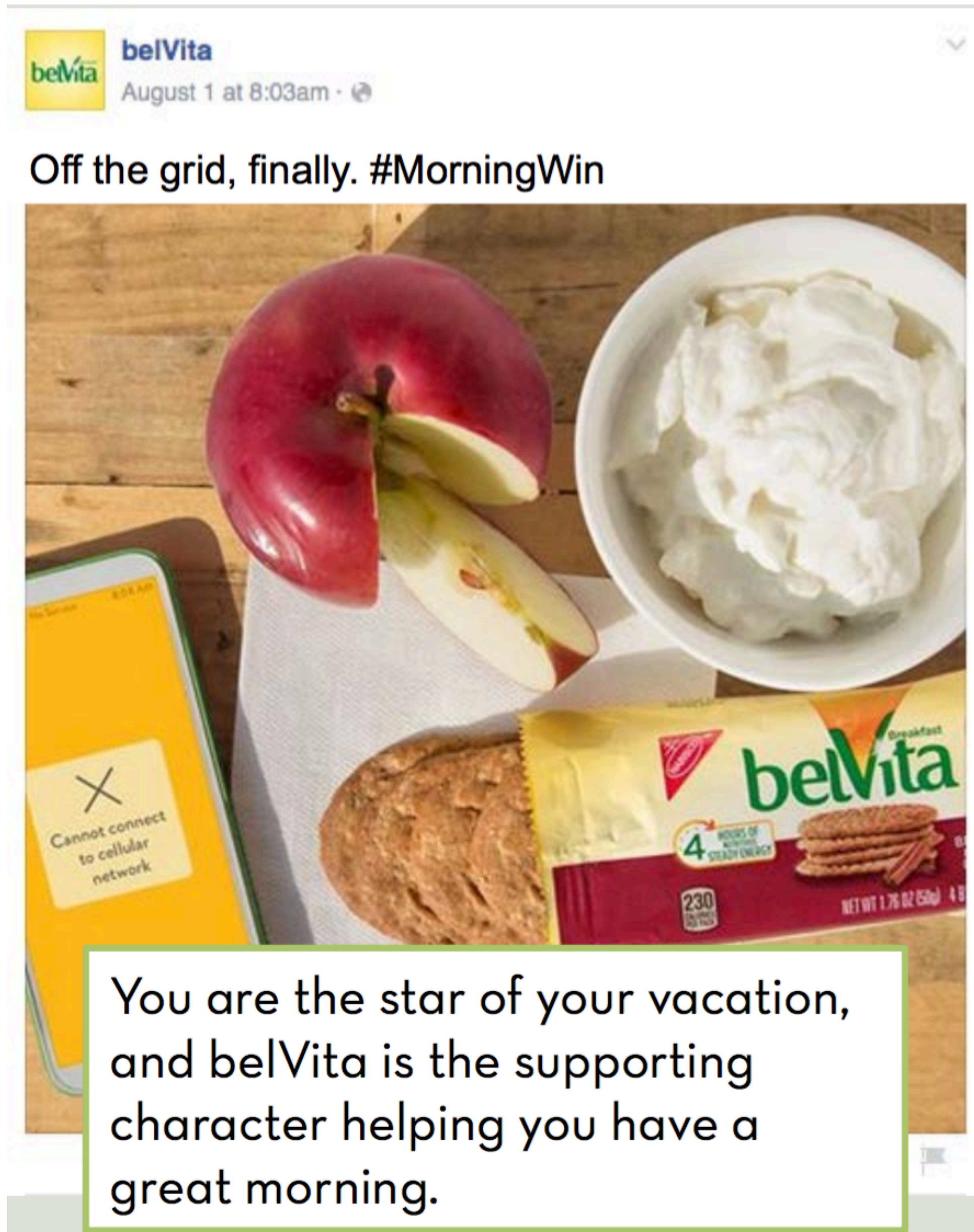
Delicious breakfast biscuits: Look for a \$1.00 off coupon near you.



We'd like to sell you our product,  
but now even more cheaply!




# belVita: #MorningWin







# belVita: #MorningWin

 **belVita**  
August 1 at 8:03am · 🌐


Off the grid, finally. #MorningWin



You are the star of your vacation, and belVita is the supporting character helping you have a great morning.

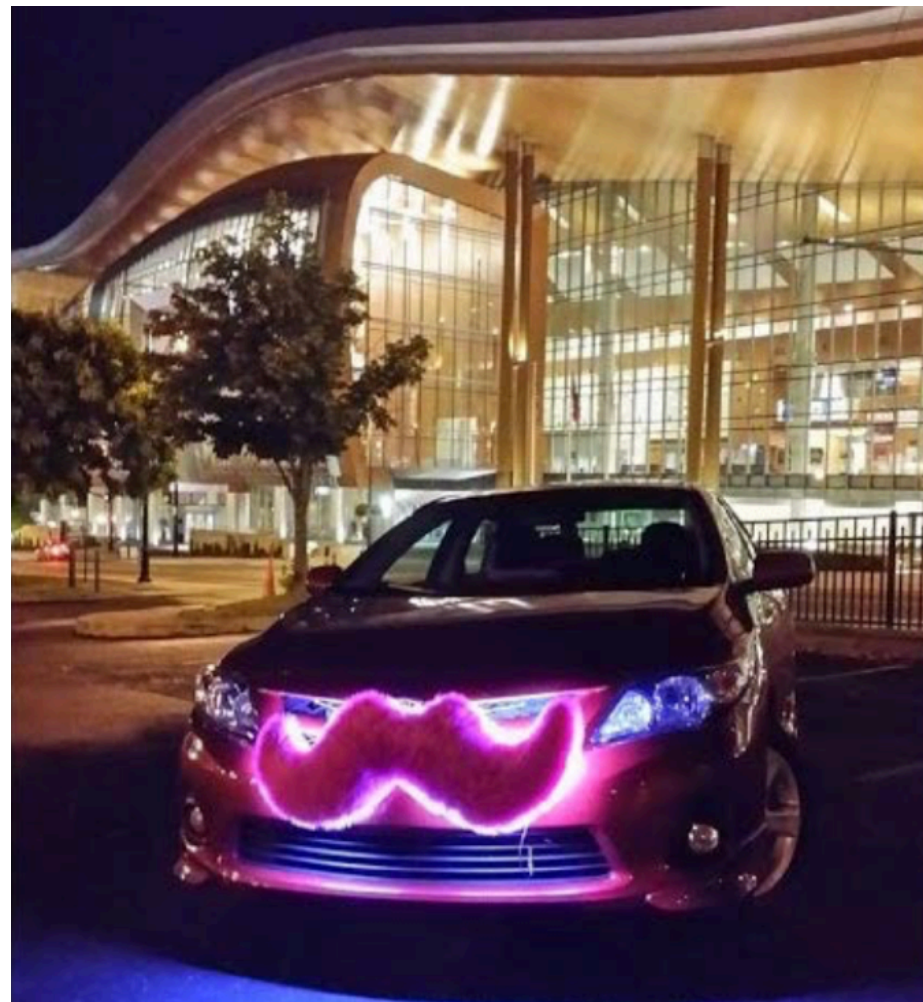
 **belVita**  
July 27 at 9:45am · 🌐

Delicious breakfast biscuits: Look for a \$1.00 off coupon near you.



We'd like to sell you our product, but now even more cheaply!





More Engaging



More Branded

Less Branded



**Lyft**  
LYFT.COM  
Terms apply. Become a driver with Lyft and earn \$1,500/week, guaranteed. Sign up today.

Less Engaging

**lyft.com - Drive Lyft in Chicago**  
**Ad** [www.lyft.com/Chicago/1500guarantee](http://www.lyft.com/Chicago/1500guarantee)  
Got A Car? \$1500/wk Guaranteed. Be Your Own Boss  
Up to \$35/hr · Set Your Own Hours · Drive Friends  
Be Your Own Boss - No Commission This Spring

**BE FLEXIBLE, RESPONSIVE,  
AND AUTHENTIC**

# Thank You

Demetrio P. Cardona-Maguigad