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Cutting Through the Clutter

Using

"Word of Mouse"

Rowan Intro to PR
BIG Lecture

M. Larry Litwin, APR, Fellow PRSA



© 2012



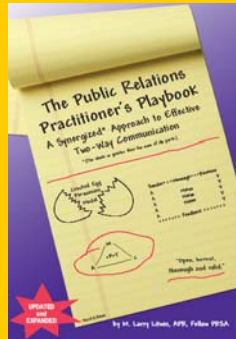
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Web 2.0

Doing what **We** Do even
better...using participatory
(social) media.



Taken from...



Rowan
University

CONGRESS SHALL MAKE NO LAW *respecting*
an establishment of religion, or prohibiting the free
exercise thereof; or abridging the freedom of speech,
or of the press; or the right of the people peaceably
to assemble, and to petition the Government for a
redress of grievances.

 **THE FIRST AMENDMENT
TO THE U.S. CONSTITUTION**
15 DECEMBER 1791

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PR Is...

- “This is who we are;
- What we think about ourselves;
- What we want to do; and
- Why we deserve your support.”

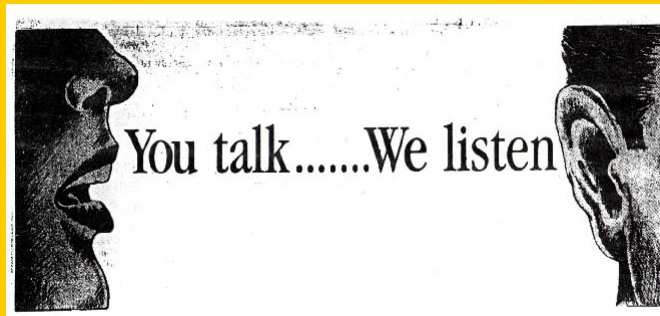


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PR Practitioners are...

Strategic Advisors





You Talk – We Listen

Hearing vs. Listening

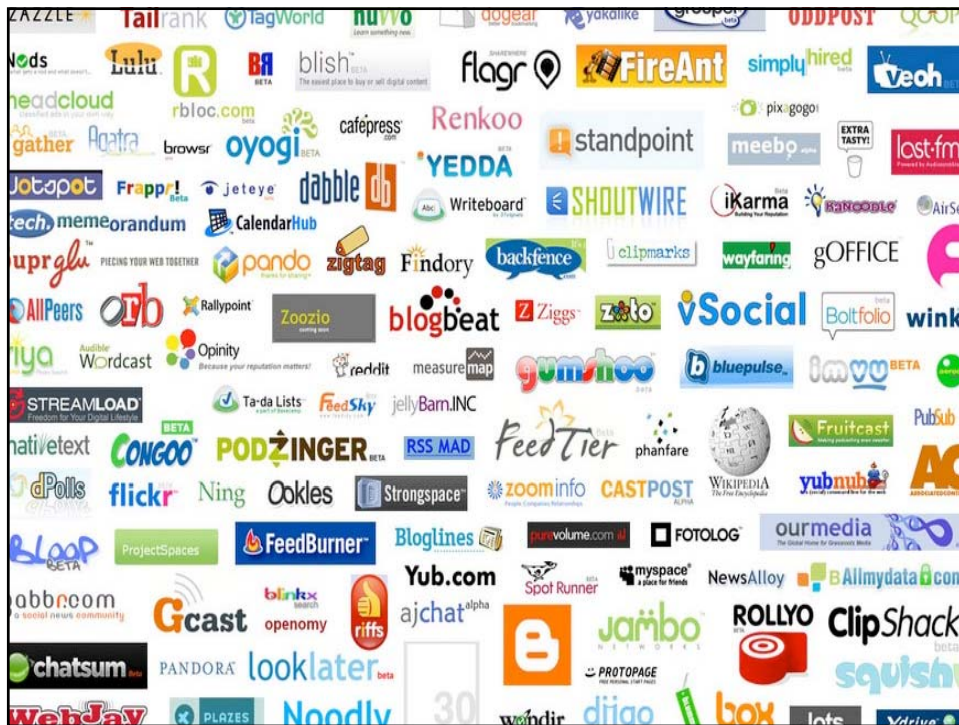
There is a reason why we have two ears and one mouth – we must listen twice as much as we speak.

Discussion Points



Social Media Revolution.flv

- Social Media via YouTube
- <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng&feature=channel>





WHY USE SOCIAL MEDIA

- Builds Brand Loyalty
- Drives Authenticity
- Measures Return of Investment
- Produces Common Threads




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Another Point of Emphasis

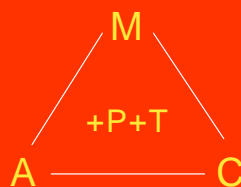
- Social media /S participatory media and

“Word of Mouse”



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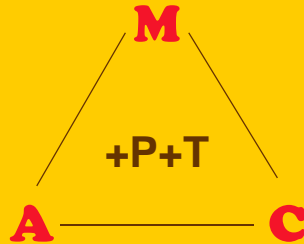
MAC Triad



M=Message A=Audience C=Channel
P=Purpose T=Timing



MAC Triad Plus



M=Message **A**=Audience **C**=Channel
P=Purpose **T**=Timing



MAC Triad Plus cont.

- Informization
 - Disseminating information (*message*) to target *audience* through the proper *channel* at the best possible *time*.



Point of Emphasis

- Today, there are more media channels and content streams competing for your target audiences' attention than ever before. The **key** to success is to focus on the appropriate **medium** that will carry *your message* to *your target audience* efficiently and effectively – and – at the right **time** (aperture). **1-2-1 “marketing”** (IMC/ **“Word of Mouse”**) ties your communication messages together with a **consistent** look, feel, tone and **message** that support your **strategic** communication efforts and makes your **message** more effective and efficient.



Website Disadvantages

- Available *only* to individuals who have computer access
- Difficulty driving audiences to website
- Looks unprofessional
- Frustration accessing information
- Difficult to navigate
- Keeping information current
- Security
- Broken links
- Typos
- No contact information
- Failure to provide quick responses



Web 2.0 and Social Networking Strategies

- Users add value
- Two way communication – participation not publishing
- Technology is used to create and diffuse new knowledge
- Spontaneous collaborative work
- Online content is the start of group-level work
- **Perpetual beta**
- Online content is generated by many people
- Faith in the community
- Connections are the new king, although content still matters
- Word of Mouse marketing (WOMM)
- Web as platform: anytime, anywhere access



More Discussion Items

- YouTube
- Blog
- Inline attachments
- Podcasts
- Vcasts
- Twitter®
- Info Snacking
- Texting/SMS
- BBMing
- Websites (Disadvantages – later)



Web 2.0 and Social Networking Strategies

- Users add value
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Reaching the Desired Outcome

- Attitude
- Opinion

Education > Knowledge >
Attitude > Behavioral Change >
Output = Desired Outcome



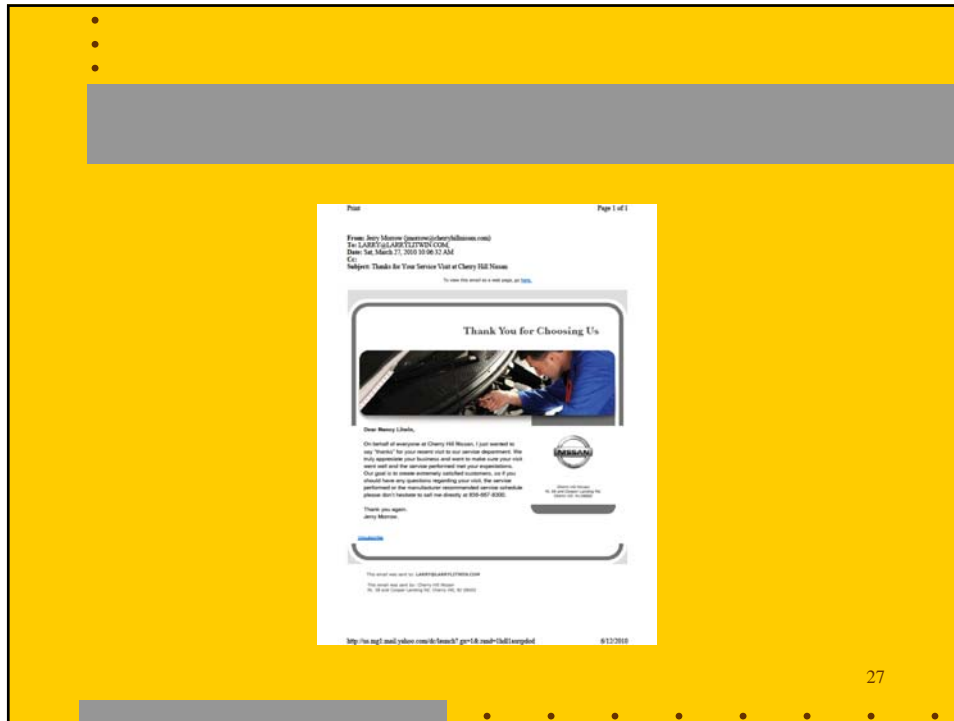
Superior **tactics** cannot overcome a bad (business) **strategy**.



Power of 1-2-1



How street vendors are using Twitter to drive offline traffic sales.flv

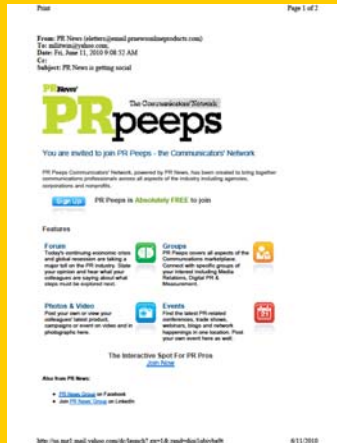


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Personalization vs. Customization

- **Personalization** = Mail merge (name only)
- **Customization** = Name (mail merge) – plus some personal information: “Your wife, Nancy and teenage children, Julie and Adam, would love a free week at the Marriott here in Hilton Head.”

PR News Has Gone Social



1:1 Messenger

Success Takes More Than Tools

1. It's about the message. The message is the most important part of your communication. It's what you want to say and how you want to say it. Make sure your message is clear, concise, and compelling. Use simple language and avoid jargon. Focus on the benefits of your message and how it will help your audience. Use a variety of communication channels to reach your audience. Tailor your message to each channel. Use visual aids to make your message more engaging. Monitor your audience's response and adjust your message accordingly.

2. It's about the messenger. The messenger is the person who delivers your message. Make sure you are the best messenger for the job. You should have a good understanding of your audience and be able to communicate effectively. Be confident and enthusiastic. Use a friendly and approachable tone. Listen to your audience and respond to their needs. Be consistent in your communication. Use a variety of communication channels to reach your audience. Tailor your message to each channel. Use visual aids to make your message more engaging. Monitor your audience's response and adjust your message accordingly.

3. It's about the medium. The medium is the way you deliver your message. Choose the right medium for your message and your audience. Use a variety of communication channels to reach your audience. Tailor your message to each channel. Use visual aids to make your message more engaging. Monitor your audience's response and adjust your message accordingly.

4. It's about the timing. The timing is when you deliver your message. Choose the right time to deliver your message. Consider your audience's schedule and preferences. Use a variety of communication channels to reach your audience. Tailor your message to each channel. Use visual aids to make your message more engaging. Monitor your audience's response and adjust your message accordingly.

5. It's about the follow-up. The follow-up is what you do after you deliver your message. Make sure you follow up with your audience. Thank them for their response. Answer their questions. Provide additional information. Use a variety of communication channels to reach your audience. Tailor your message to each channel. Use visual aids to make your message more engaging. Monitor your audience's response and adjust your message accordingly.

What Are Your Duplicate Records Costing You?

Making a small effort to clean up your database now, will pay off in a big way later.

1. Duplicate records are a waste of time and money. They can slow down your database and make it difficult to find the information you need. They can also lead to errors in your data. Cleaning up your database now can save you time and money in the long run.

2. Duplicate records can lead to poor decision-making. If you have duplicate records, you may not have a complete picture of your data. This can lead to poor decision-making. Cleaning up your database now can help you make better decisions.

3. Duplicate records can damage your reputation. If you have duplicate records, it may look like you are not organized or professional. This can damage your reputation. Cleaning up your database now can help you maintain a good reputation.

4. Duplicate records can lead to legal issues. If you have duplicate records, you may be in violation of data protection laws. This can lead to legal issues. Cleaning up your database now can help you avoid legal issues.

5. Duplicate records can lead to data loss. If you have duplicate records, you may lose data. This can be a disaster. Cleaning up your database now can help you avoid data loss.

Use Personalization to Go Green

It's time to take a step in the right direction for both you and your customer.

Did you know that 1:1 printing is a greener choice? It's not just about the paper, but the way you use it. 1:1 printing allows you to print only what you need, when you need it, and in the exact format you need. This means less waste, less ink, and less energy. It's a simple change that can make a big difference.

1:1 Printing

- Prints only what you need, when you need it, and in the exact format you need.
- Reduces waste, ink, and energy.
- Prints in the exact format you need.
- Prints only what you need, when you need it, and in the exact format you need.

Print only what you need, when you need it, and in the exact format you need. This means less waste, less ink, and less energy. It's a simple change that can make a big difference.

THE TOTAL MAILING SYSTEM

Introducing the TOTAL Information Center!

Digitally Defined Environmental Sustainability

Environmental Sustainability

Introducing the TOTAL Information Center!

At TMAIL, we are seeing how information is being used in a new way. We are seeing how information is being used in a new way. We are seeing how information is being used in a new way.

Melvin - Mortgage Rate Hits 37-Year Low!

Here's some more great news... As of Friday, August 14th, 2009, you are **PreApproved** for a low **4.875% Fixed Rate Mortgage Refinance!** This is a **FINA** loan and under federal law is a **firm offer of credit!**

Interest Rate: 4.875% Fixed, not adjustable (5.867% APR).

Loan Amount: 97.5% of your home's value (you can borrow less, if you prefer).
 *Ask you use PreApproval to get 90% of your home's value and at the same time 90% of your loan.

Term: 30 years (360 monthly payments). **No pre-payment penalty.**

Payment: \$5.29 for every \$1,000 borrowed. (Example: \$529 for \$100,000).
 *Mortgage Management is a Direct Mortgage Lender (not a broker) operating in FINA Government Guaranteed Loans.

Here's your PreApproval #: **260 900 717**

Call: **(800) 707-4915**
 Monday - Friday 9 am - 8 pm, ET

Mortgage Management Pre-Approved Mail Distribution Center
 222 Hudson Avenue
 Hudson Heights, NJ 08030

Melvin Litwin
 17 Pine Valley Road
 Berlin, New Jersey 08009

© 2009 Plus-Card.com

Mevin, as of **Friday, August 14th, 2009**, you are **PreApproved!**

This means: Under Federal Law, you cannot be turned down as long as you continue to meet the original criteria used on 8/14/09 to select you for this offer, have at or below a 97.5% loan to value, and a monthly debt to income ratio at or below 45%, \$47,000 maximum loan amount. This offer is guaranteed to be available to you through Friday, September 18th, 2009.

We're confident we can save you the most money on the refinance of your home at:

17 PINE VALLEY ROAD

Save \$\$\$! Lower the interest rate on your mortgage to only **4.875%**! Lock it in now!

Plus, you can use the cash you will save for...

- Credit Cards
- Travel
- Auto Loans
- Home Improvements
- Education
- Investment

Melvin, You Are PreApproved for a 4.875% Fixed Rate!
 Call **(800) 707-4915** Pre-Approval #: **260 900 717**


Loan Offer not available: Monday - Friday 9 am - 8 pm, ET.

PRESCREEN & OPT-OUT NOTICE: This prescreened offer of credit is based on information in your credit report indicating that you meet certain criteria. This offer is not guaranteed if you do not want to receive prescreened offers of credit from this and other companies, write Equifax 5100 Old Branch Rd #116, Atlanta, GA 30328 or call this free 1-888-676-7383.


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From: Jerry Moore (jmoore@cherryhill Nissan.com)
 To: LARRY@LAKELUTHERIAN.COM
 Date: Fri, June 18, 2010 11:07 PM
 CC:
 Subject: Happy Father's Day from Cherry Hill Nissan

To view this email as a web page, click [here](#).



Cherry Hill Nissan
 is an Equal Opportunity Employer
 M/F/V/D/AA



Dear Nancy L. Jones,

Happy Father's Day! Father's Day represents a special celebration of the dads in our lives. This holiday not only honors biological dads, but also father figures and mentors that have played an important role in our lives. Cherry Hill Nissan would like to extend our appreciation to you for recognizing these important role models.

As such, Cherry Hill Nissan would like to extend some great service specials as a token of our appreciation. If you would like to schedule a service appointment or have any questions please contact us at 856-467-8300 or www.cherryhillnissan.com.

Thanks again to all the fathers who make a difference, we really appreciate you!

Sincerely,
 Jerry Moore
 Service Manager


Good Only 6,11A-22 08/11

20% OFF
 Any Service

http://ms.majl.mail.yahoo.com/rc/search?_g=1&_m=1&_l=1&_t=1&_u=1 6/18/2010

Inline (1-2-1) Attachment

From: Rowan University Alumni Association (alumni@rowan.edu)
 To: larry@lutherian.com
 Date: Thu, August 12, 2010 10:42 PM
 CC:
 Subject: A Birthday Greeting from Rowan University



Happy Birthday, Larry!

Always "Birthday to you!" The Rowan Alumni Association on behalf of the campus community and 17,000 alumni worldwide would like to wish you a very happy birthday!

Regardless of whether you graduated when we were Clarkson State College (or Clarkson State Teachers College) or you were a recent graduate of Rowan University (or Rowan College of New Jersey), we at the alumni association would like to wish the opportunity to say "congratulations on your special day. Can I help?"


Looking for a way to get in touch, say or thank to be in touch? Join the Rowan University Alumni Association Member Community at alumni.rowan.edu

Upload photos, watch the friends, sign up for the program's and forwarding your e-mail with an update to your "Birthday" in the Rowan Alumni Association just log in with your Rowan ID and choose a message and password.

Once you log in please take a moment to update your other graduation contact info. You can also add the information to your profile that you want to share with the alumni community.

Don't forget! Be sure to check out the Rowan University Alumni Association social networking profiles on Facebook.com and LinkedIn.com. You'll often be in our chat group on web college events and Alumni Association events and benefits. See you online!

http://ms.majl.mail.yahoo.com/rc/search?_g=1&_m=1&_l=1&_t=1&_u=1 6/18/2010



Alex's Lemonade Stand

Foundation for Childhood Cancer



Social Media Specialist: Melissa Jones

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Get short, timely messages from Alex's Lemonade. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and follow **@AlexLemonade**

Alex's Lemonade Stand
Name: Alex's Lemonade
Location: Worldwide
Web: <http://www.alex.com>
Site: Fighting Childhood Cancer
One Cup at a Time Follow ALSF for news about childhood cancer and some stories about the over 100,000 people helping in the fight.

Find out what this 1st grade class doing to help fight #ChildhoodCancer #LemonTreeGramSales <http://ow.ly/1DfeK>

Article about Team Full Throttle driver, Chris Igo. Discover did 2 raise awareness & money for #ChildhoodCancer

Alex's Lemonade Stand Foundation
Wall info YouTube Box Causes Photos Boxes
Alex's Lemonade Stand Foundation - Others Alex's Lemonade Stand Foundation
Just Others
Alex's Lemonade Stand Foundation Summer is our busiest time of year! Why not check out some of our signature events? We have plenty of opportunities for our supporters to get involved!
our signature events helping to fund a cure for pediatric cancer. Alex's Lemonade Stand Foundation's largest special events, including The Lemon Ball, The Green Chair's Event, The Lemon Run, and several sponsor events.
Information about Alex's Lemonade Stand Foundation's largest special events, including The Lemon Ball, The Green Chair's Event, The Lemon Run, and several sponsor events.
Alex's Lemonade Stand Foundation Are you getting mom flowers this year for Mother's Day? If you use promotional code "ALSF" at 1-800-FLOWERS.COM, 5% of your donation will be spent to fight childhood cancer! Tell all of your friends!
Mother's Day 2013 is Sunday, May 19th | 1-800-FLOWERS.COM
Send your mom the love that only our Mother's Day Flower delivery. Order beautiful Mother's Day Flower arrangements that will warm her heart from 1-800-Flowers.com.
Yesterday at 3:22pm Comment Like
Markus, Henry, Scott and 28 others like this.



Twitter Messages

- Found *this* by Googling myself. One never knows what one will find when one does that. Check this out .

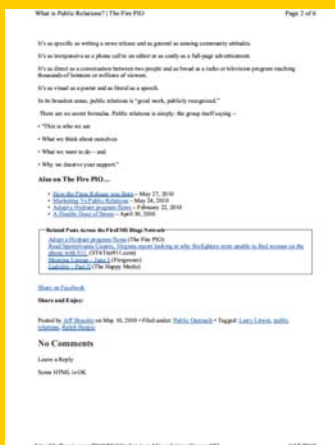
<http://bit.ly/bByUbh>*

*<http://thefirepio.com/2010/05/10/what-is-public-relations/#more-833>

Power of "Word of Mouse"



Found on Google



TweetDeck®



Top Social Media Brands, May 2010 Page 1 of 1

Brand	Rank	Change From Previous Month
	#1	N/A
	#2	N/A
	#3	N/A
	#4	N/A
	#5	N/A
	#6	N/A
	#7	N/A
	#8	N/A

http://socialbrok.com/top-social-media-brands-map-2010/ 5/3/2010

Top Social Media Brands, May 2010 Page 1 of 1

	#9	N/A
	#10	N/A

Additional Brands meeting significant criteria in the ranking order: Autodesk, Oracle Systems, Intel, Cisco, IBM, Black, Sears, White House, Disney.

Comments from the Judges

"I voted for Starbucks for the coverage of their new coffee press and being featured on the first 'Personal Tweet'." - *Steve Kim, Duke Univ.*

"Paper's Rubick Project seems to be having the best show <http://www.bubrowerthe.com> - it has maintained a strong presence on the social web for over a month, which is quite an accomplishment." - *Mark A. Jones, Stone Island*

"I voted for Coca-Cola for their Happiness Machine viral video and their robust Facebook presence managed by their fans." - *Ben Chivers, Newell Rubbermaid*

"Chery and Ford are doing an amazing job with amplifying their marketing with social media. I was extremely impressed with Chery's SCLW integrated marketing activities." - *James Frost, IBM Global*

"Starbucks has been around for some time, but they continually provide engaging conversation and content and have even looked into Franchising recently with the Boston badge." - *Gregg Robinson, Blue Network*

This will be a monthly post, kind of like the monthly poll on how brands are doing in the space.

We wanted to see the things on the sites related to:

- There was a big long list, with over 70 separate brands getting at least one vote
- Top of mind was a key, brands with big name splash got more votes (kind of obvious but #1)
- Judges looked, very often, toward measuring multiple platforms in concert
- Cite, average, and compare companies across the list

Tags: [social media](#)

Add New Comment

Twitter commenting is a [Google Chrome](#) application.

http://socialbrok.com/top-social-media-brands-map-2010/ 5/3/2010

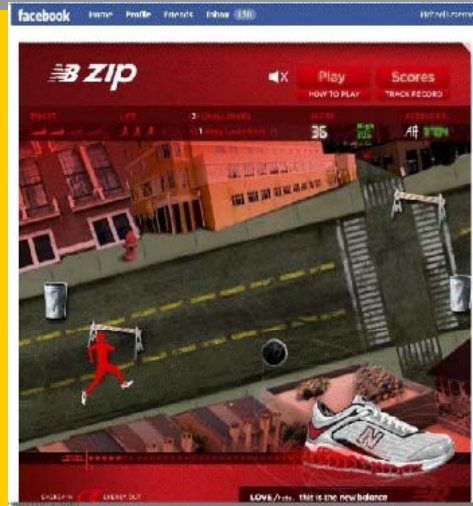


NewBalance RUN-dezvous

• The idea behind the campaign was: "spend some time with us, have fun, and get the product for free."

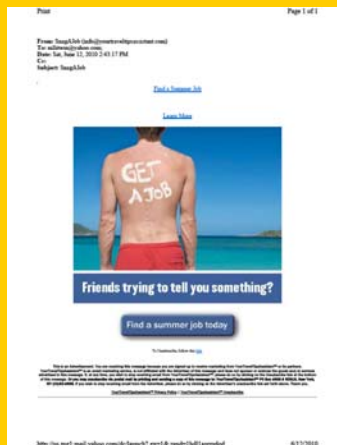
• Lazerow socialized the campaign by making challenges an important part of the game. "Which Facebook friend is the best runner?"

- 250,000 active users
- 86% came back at least once
- 57% came back nine times or more
- Over 1 million Acebacks earned by consumers playing the game



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Effective 1-2-1



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Questions ???

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larry@larrylitwin.com
www.larrylitwin.com

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