ComMetrics

ComMetrics University – Coffee Break Webinar

Wednesday 5 May 2010 – 8:45 and 16:00 hours

The most important thing about any consumer good is the #brand: #Socialmedia helps building up the brand #quote #ComMetrics

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_ComMetrics – webinar

Host: Deborah Drake ==> http://cli.gs/qJHEU0

Presenter: Urs E. Gattiker ==> http://cli.gs/ye8YhW

During the webinar you can ask questions by using the:

    - chat function

    - please stay on the topic

Nils Montan
Owner at www.IPAlly.com
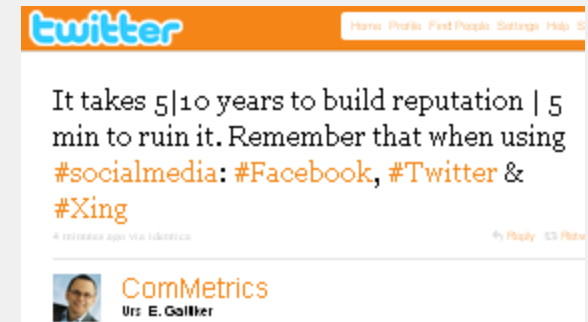See all Nils's activity »

„Urs: I know your webinars are great because I know you wouldn't do anything that wasn't."

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_Overview

> Content for this webinar

1 Want to sell – how to do it right

2 Social media can amplify BUT ....

2010_05_05

_Have product for retailers – want to sell more
(retailer, consumer, etc.)

1. Realization

2. Awareness

3. Evaluation

4. Transaction

5. Usage

6. Service

2010_05_05

_Have online store – wide range of branded products: competitive price, e-mail me question I call you back...

1. Realization

2. Awareness

3. Evaluation

4. Transaction

5. Usage

6. Service

http://www.thomann.de/gb/index.html

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_Building house facades (decision-makers are house owner, architect, general contractor, sub-contractor, builder – social media use...)

1. Realization

2. Awareness

3. Evaluation

4. Transaction

5. Usage

6. Service

http://www.lindner-group.com/en/home.html

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_Have web-based software as a service – building brand, reputation to get > subscribers...

1. Realization

2. Awareness

3. Evaluation

4. Transaction

5. Usage

6. Service

My.ComMetrics.com

Username:

Password:

Log In

Click Here to Register

http://My.ComMetrics.com

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_Social media is a great amplifier – it does just that

For something to be amplified, it has to exist first:
- product, reputation, brand,

The product, brand, logo, message must exist separately from social media platforms like Xing, Facebook, Bebo

  separate means ===> website, corporate blog,

Message must be based on solid planning and execution, so that social media can amplify it.

2010_05_05

_Conclusions

- Customer experience life-cycle model differs across products:

  http://commetrics.com/?p=8011

- Read last week's discussion about today's webinar topic - SM
  Monitoring group on Xing: http://cli.gs/XR54ur

- Yes, social media is a great amplifier if you have a reputation, product,
  brand, etc. BUT will people hear your message?

- Social media is a lot about what Time Gier calls "selling by not selling"
  you may prefer our term: low-key approach to selling (see slide 14)

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_Conclusions

===> building reputation – amplifying message ===>

testimonials from clients – clients singing

your praises

- Download slides: http://cli.gs/u1BZaP

- Contact Professor Gattiker right after the webinar: http://cli.gs/e16EJr

- Wednesday May 12: 8:45 CET (11:45pm PST Tue) or 16:00 hours

(7am PST Wed) (pls register in 1 time slot only to be fair to others)

TOPIC: Why Bill Gates was right in closing down his Facebook page

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Thank you

the Financial Times describes ComMetrics ...
„... Good things come in small packages."

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You're a moderator
Group exists since: 06 Nov 2009
Members in this group: 178
Articles in this group: 509

_Tools & Tips

- How to add our SM monitoring group's RSS feed

http://www.xing.com/generated/rss/en-net8454-rssfeed2.0.xml

to your e-mail program

-Mozilla Thunderbird Mail

http://blogs.techrepublic.com.com/howdoi/?p=166&tag=EyeBrow   (English)

http://www.thunderbird-mail.de/wiki/RSS_News_und_Blogs-Konto_einrichten

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_Tools & Tips – Explain - how freemium works

Do it like Google, launch a Beta --- keep it in Beta foreever it seems

Whatever Google offers for free it does so to make sure that we keep coming

back using its services (e.g., use search engine.... click on advertisin so

Google earns cash)

Do it like DimDim, ComMetrics, Camtasia, etc.

New users can test the product for 30 days or 90 days (My.ComMetrics.com)

Once trial over, system falls back to freemium version (fewer options, less

features) - in the old days that was called Light version

Read about freemium here:

http://commetrics.com/articles/freemium-works-but-beware/

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_Tools & Tips – Case - how amplifying the ComMetrics University webinar or our Xing group works in practice

- People ask to be admitted to Xing group on Wed/Thu – once admitted they sign

  up immediately for NEXT webinar ....

  METRICS = Several of their connections attended this week's webinar

  ===>   you recommending or talking about webinars to your friends HELPS

  spread the word – thank you!

- People building their own reputation, while

  spreading the word about the SM

  Monitoring group on Xing – thanks ===>

2010_05_05