Co-operative Marketing in the Digital Age
Who We Are

Unite is one of the first Marketing Co-operatives in Western Canada. This model helps us deliver high quality marketing solutions by bringing together highly experienced professionals in marketing, strategy, social media, design, web development, video production, and other services on-demand. Our mission is to help positive messages spread and purpose driven organizations succeed through strategic marketing, creative ideas, and high-quality media.

Our Values

Community
Worthwhile
Effort
Sustainability
Collaboration
Creativity
Fairness
Love & Respect
Our Services

1. Marketing & Digital Strategy
2. Campaign Management
3. Brand Development
4. Content Creation
   - Video Production
   - Graphic Design
   - Commercial Photography
5. Media Buying & Execution
   - Traditional
   - Online
6. Social Media Strategy,
   Training, and Execution
Who We Are

Clients

Affinity Credit Union
Saskatoon Food Bank & Learning Centre
Saskatoon Health Region
Building Saskatchewan Green
Upstream
Who We Are

Roshan Hoover
Lead Strategy & Project Management, Unite

Roshan spent 4.5 years as the Marketing Manager for a technology start-up, TinyEYE Therapy Services. He oversaw growth of the company, helping it grow from the start-up stage to a company with 25 employees around the world.

During this time, he also co-authored the book ‘The New Rockstar Philosophy’, a digital marketing guide book for musicians and artists. The book was published in Italy and North America through an online content marketing strategy.

As a strategist and project manager at Unite, his goal is to help organizations doing great things - grow.

Fred Reibin
Lead Strategy & Creative Direction, Unite

Fred is a passionate individual with a keen interest in sustainability and creativity. For the past seven years, he has led the strategic marketing area at a major crown corporation. In this role, he creates long term strategic plans that determine future products and services, new business models, and ways the organization will adapt to the changing customer landscape.

In addition to his marketing work, Fred is a graphic designer, photographer, and all around creativity enthusiast. Over the past 6 years, Fred has developed brands that have been published in the World’s top logo design books and gained international recognition.

With Unite, Fred strives to help good messages spread and push the limits of creative campaigns.
Topics for Today

1. Building the Foundation
   - Choosing and creating appropriate objectives
   - Target marketing
   - Understanding and delivering on value proposition

2. Leveraging the 'Co-op Advantage'
   - Market trends impacting co-ops
   - How co-ops can capitalize on the trends
   - Selling the advantage
Agenda for Today

3. Diving into Social Media
   - Social media big picture
   - Major 7 social networks
   - Content
   - Tips for each network
   - Tools of the trade

4. Unifying the Message
   - Creating an integrated marketing plan
   - The role of traditional vs. social media

5. Bringing it Home
   - Specific items you can implement today
Building the Foundation
Objectives drive marketing

What would you rather have:

- 200% growth in your Facebook fan base; or, 200% growth in your revenue?
- 15 hits to your website; or, 5 new customers?
- A presence on all of the major social networks; or, a 10% reduction in the cost of acquiring a customer?
Objectives drive marketing

Hold on... Succeeding in the first might lead to the second!

Yes, it might! However, this is not a guarantee. However, if you build your marketing around your business objectives, you’ll remained focused on what really matters.

The goals haven’t changed. There are just new tools available to help achieve them.
Objectives drive marketing

Setting Effective Objectives

**Specific:** Related to business objectives you are trying to accomplish - grow revenue, acquire customers, reduce costs, attract new employees, boost awareness, increase customer loyalty, etc.

**Measurable:** How you will ultimately measure success - specific % increase/decrease, $ amount, perception rating.

**Attainable:** Make sure it’s a goal that you can actually achieve if executed properly.

**Realistic:** Is this goal realistic for your organization size, resources, market position, and customer base?

**Timely:** What’s the timeframe that you need to achieve this goal within?
Who are your fans?
Who are your fans?

• You can't be everything to everyone.

• Elements of a target market:
  1. Demographic/socioeconomic (gender, age, income, occupation, education, household size, and stage in the family life cycle)
  2. Geographic (location)
  3. Psychographic (similar attitudes, values, and lifestyles)
  4. Behavioral (occasions, degree of loyalty)
  5. Product-related (relationship to a product)
Who are your fans?

Creating a target market profile

Create your perfect fan, the more realistic the better

Janice Moore, Saskatoon SK

Age 31

Occupation: Teacher

Janice is a mother of 2, married for 6 years to Mark. Their children are Braden (age 2) and Brittany (age 4) She has been working at a Saskatoon elementary school for 5 years now and loves to volunteer. Janice is involved with a number of fundraising events. On the weekends, Janice and the family enjoy hiking and many other outdoor activities. Janice values community, family, and the environment.
What do they really want?

Target Customer Needs

Competitive Advantage

Your Unique Capabilities
What do they really want?

Competitive advantages are derived from two sources:

1. **Position** - An established advantage, such as customer relationships or location that you have over your competitors.

2. **Special Capabilities** - A special skill set, capacity, offering that only your organization can offer.

Further reading: McKinsey & Company: Have You Tested Your Strategy Lately?

http://www.mckinsey.com/insights/strategy/have_you_tested_your_strategy_lately
What do they really want?

Now that you’ve determined your competitive advantage, how can you leverage that in your branding, customer communications, and other marketing?

**Positional advantage** - Loyalty programs, member benefits, increased member interaction and engagement, etc.

**Special capabilities** - Talk about them, compare your offering with others in the market, create special packages to make it easy for your customers to take advantage of your special capabilities.
Leveraging the Co-op Advantage
The relevance of Co-ops in 2013

Major Trends

• Sharing Culture
• Choosing Local
• Business Transparency
• Community
How Co-ops fit

Sharing Culture

• Sharing resources across multiple individuals to gain maximum use and minimize costs.

• Co-operatives naturally lend themselves to making more effective use of resources as they are focused on the collective.

• Co-operatives can adapt to increased demand for a resource more organically.
How co-ops fit

Choosing Local

- Individuals are making the choice to consciously support local business.
- Co-operatives are one of the best local alternatives.
- Money spent at co-ops is primarily returned to local members and suppliers.
- On average local businesses return 250% more to their respective communities than national chains.
How co-ops fit

Business Transparency

• People now want to know how a business operates and where profits go before they support it.

• Co-operatives naturally have a more flat and transparent structure.

• Membership into co-operatives is non-restrictive.
How co-ops fit

Community

• More than ever, individuals are craving deeper connections with their communities.

• Co-operatives are both local and have the opportunity to create deeper community among customers and members.

• On average local businesses return 250% more to their respective communities than national chains.
Selling the Advantage

• Know your fans.
• Deliver unique value.
• Measurement is key.
• Live your values and the values of Co-op.
Selling the Advantage

Know your fans.

Co-ops have more of a connection with their target than almost any other business - common values. Fully articulating these values and how they drive behaviour of customers is very important.
Selling the Advantage

Deliver unique value.

Once you have a customer base, you have a community to deliver value and engagement. What can you do with your community to make it easy for them to interact with other members and really build a unique community.
Selling the Advantage

Measurement is key

Clearly define objectives for their membership and put in the measurement tools up front to know how they're doing.
Selling the Advantage

Live your values and the values of Co-op.

You can talk about the advantages of being Co-op, but what are you actually doing to embrace it - collaborating with other co-ops, giving back, building community, etc.
Diving Into Social Media
The Social Media Big Picture

How Does Social Media Benefit a Co-Operative?

- Broadcasting tool
- Distribution centre for content that others can distribute for you.
- Market research centre to ask questions to your members, customers, etc..
- Two way communication that others can eaves drop on
The Social Media Big Picture

The 2 Main Goals of Social Media Marketing

• Communicate directly and build loyalty/brand with existing members/customers

• Attract new customers/members/employees
The Major 7

- There are hundreds of social networks that serve various niches. However, the Major 7 are where the majority of people spend their digital time.

- Facebook, Twitter, YouTube, Pinterest, LinkedIn, Google+, and Instagram
The Stats

- Facebook has 1 billion users around the world, 200 million who use it only via mobile.
- YouTube is more popular than cable TV. 6 billion hours of video viewed every month!
- Twitter has close to 1 billion users and 100 million active daily users.
- Pinterest has 70 million users where 80% of users are women. It is also growing rapidly, with 66.5% growth in users in the last year.
- Instagram has 55 million photos posted every day on their network.
- LinkedIn has 259 million monthly visitors.
- Google + is nearing Facebook’s user base but the numbers are skewed because anyone with a gmail account is automatically signed up.
Where To Focus

- The Main 3: Facebook, Twitter, YouTube
- LinkedIn if your co-op serves other co-ops or businesses.
- Pinterest if your co-op serves primarily women
Getting Started on Social Media
Getting Started

Step 1: Attract a Following

- Let your network know if you’re already on one or more social networks.
- Creating content that your target audience will want to actually see and share.
- Invest into Facebook advertising if you have budget to jumpstart your following.
Getting Started

Step 2: Engage that Following

- When someone comments or asks a question on social, RESPOND appropriately and publicly.
- Create more content that your target audience will want to actually see and share.
- Think of yourself as a community builder and facilitator sharing information and content your community will value.
Step 3: Create Goals and Measures

- For example, how many followers do we want to have in 3 months

- Track number of followers, number of likes, number of share posts, incoming traffic to your main website from social, # new customers/members from social,
Creating Content For Social Media
What is Considered Content??

- Photos/Infographics
- Videos
- Contests
- News
- Blogging
- PDFs/Ebooks
Content

Quality Content Vs. Resources

- Camera phone photos and news updates are low cost, low effort types of content.

- PDFs, ebooks, infographics, videos are higher in cost and effort, but have higher potential to have real impact.

- In addition to thinking of content that people would want to share, also think about content that will be evergreen.

- Both are valuable but concentrated effort on content that will resonate with your audience, will have greater return for you.
Content

Quality Content Vs. Sales Message

• Even though one of your main objectives is to grow your co-op, be mindful of sales only type of content

• The best social media content marketing efforts aim to add value to the audience. I.e Something they want to see rather than something they don't (i.e an ad).
## Social Media Content Calendar

<table>
<thead>
<tr>
<th></th>
<th>January 3rd</th>
<th>January 4th</th>
<th>January 5th</th>
<th>January 6th</th>
<th>January 7th</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>- Promotional launch video&lt;br&gt;- Story related to promotion</td>
<td>- Post promotion video on major community pages</td>
<td>- Infographic on benefits of car share</td>
<td>- Promotion reminder with member photo</td>
<td>- Video update on campaign</td>
</tr>
<tr>
<td><strong>Twitter</strong></td>
<td>- Tweet promotional video</td>
<td>- @ connect with major campaign followers &amp; community hash tags asking them to share</td>
<td>- Tweet infographic</td>
<td>- Tweet reminder and photo</td>
<td>- Tweet video</td>
</tr>
<tr>
<td><strong>Pinterest</strong></td>
<td></td>
<td></td>
<td>- Post infographic</td>
<td>- Member photo</td>
<td></td>
</tr>
<tr>
<td><strong>YouTube</strong></td>
<td>- Video Launch of Promotion</td>
<td></td>
<td></td>
<td></td>
<td>- Video update on campaign</td>
</tr>
</tbody>
</table>

*Important*: The best content calendars have structure to ensure strategic posting as well as flexibility to be responsive.
Why Certain Content Spreads

Why Would Someone Want to Share Your Content?

- Humour
- Shock Value
- Wow Factor
- Cute Factor
- Information value
Facebook: King of Social
Facebook Tips

Facebook Page

• Ensure your cover page image has contact information and or main message of what your co-op is about. Just so it’s front and center.

• Make your logo the main profile picture

• Don’t over post: 1-2 posts a day is fine

Groups

• Doesn’t work for your co-op’s official Facebook page but does work for your individual profiles. Groups are great at organizing people for certain efforts. I.E. people from Saskatoon Car Share Co-op creating or joining a group on local alternative transportation.

Facebook Advertising

• Low cost way to get test your messages out and to build your following. Start with a low amount ($30/month).
Twitter: 140 characters or less
Twitter Tips

• The main difference between your Facebook page and Twitter account is that Facebook doesn’t allow you to add people to your page. Twitter allows you to follow anyone.

• Retweets are when someone tweets what you just tweeted. The more retweets you get, the more your message gets out.

• #Hashtags are like a subject tag for your tweet. I.e. if you’re tweeting about co-op week, you could hashtag your tweet #coopweek (no hyphen!).

• Creating tweets around trending #hashtags will give your tweets more visibility to attract more followers.
YouTube: You are Now the Broadcaster
Creating Your Video

- Can start with an iPhone/smartphone camera and low cost/free video editing software (iMovie)
- If there is budget, it’s worth investing in better equipment or working with a video team to come up with and execute the concept.
YouTube

Types of Videos

- Video Blog
- Educational Video
- Behind the Scenes Video
- Promotional Video
YouTube Tips

- Keep in mind: “Why would someone want to share my video”.

- Keep in mind your objective when wanting to make a video.

- Share your YouTube Video through your other social networks and consider an advertising campaign to launch the video if there is budget.

- Be mindful of how you title and describe your video. The title will help draw people in
Social Media Approach Differences: Large Co-ops vs Small Co-ops
Social Media Approach Differences

Small Co-ops

• Best to maintain social media management yourself or someone on your team. You know your values and message best.

• Working with an outside agency might be cost prohibitive, so start creating content yourself and measure your results.

• Use free tools such as Hootsuite and Google analytics. For more free tools: http://www.brandwatch.com/2013/08/top-10-free-social-media-monitoring-tools/
Social Media Approach Differences

Large Co-ops

- Need to have social media policy in place so whoever is posting on the organization's behalf takes into account the co-op's personality and values.

- Investing in a social media listening platform that allows you to monitor what people are saying about your organization regardless if they follow your social media accounts.

- Working with an outside agency can help large co-ops execute digital campaigns efficiently and effectively.

- More in-depth social media tools will likely be needed to better measure ROI of all social media efforts.
Tools of the Trade
### SOCIAL LISTENING

This software is used for companies interested in learning about what conversations are happening (and where) about their company, their competitors, and their brand keywords.

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>CUSTOMERS</th>
<th>PAID/FREE</th>
<th>WHAT'S GREAT ABOUT THIS TOOL?</th>
<th>IDEAL USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>meltwater</td>
<td>buzz</td>
<td>Paid</td>
<td>Wide scope of monitoring</td>
<td>Large firms with an international customer</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>with over 200 million</td>
<td>base</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>blogs, microblogs, social</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>networks, video and</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>photo websites, forums,</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>product reviews and</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>other social media sites</td>
<td></td>
</tr>
<tr>
<td>Brandwatch</td>
<td></td>
<td>Paid</td>
<td>Simple and intuitive</td>
<td>Enterprise firms with multiple</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>interface that can be</td>
<td>clients or international</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>customized to multiple</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>employees</td>
<td></td>
</tr>
<tr>
<td>Trendrr</td>
<td></td>
<td>Both</td>
<td>Powerful insights and</td>
<td>Brands or agencies using TV as a medium</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Free and</td>
<td>widerange of filters for</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Paid</td>
<td>results</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Versions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>viralheat</td>
<td></td>
<td>Paid</td>
<td>Unlimited number of</td>
<td>Enterprise companies</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>mentions monitored with no</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>worry of overage fees</td>
<td></td>
</tr>
<tr>
<td>Six Flags</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>edmunds.com</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. **SOCIAL CONVERSATION**

This software is used for companies to effectively be able to find and respond to customer inquiries and comments in real-time.

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>CUSTOMERS</th>
<th>PAID/FREE</th>
<th>WHAT'S GREAT ABOUT THIS TOOL?</th>
<th>IDEAL USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArgyleSocial</td>
<td>Lulu, Citrix, Yammer</td>
<td>Paid</td>
<td>Applies actual dollar amounts to posts using a patented algorithm</td>
<td>Enterprise companies</td>
</tr>
<tr>
<td>hootsuite</td>
<td>San Diego Zoo, Spike</td>
<td>Both Free and Paid Versions</td>
<td>One of the most comprehensive when it comes to integrated social sites includes Facebook, Twitter, Google+, LinkedIn, Wordpress, Foursquare and Mixi</td>
<td>Scales well to almost any business</td>
</tr>
<tr>
<td>Spredfast</td>
<td>AARP, Whole Foods, pepsi, Gannett</td>
<td>Paid</td>
<td>Not only shows you how many followers your message is reaching, but also how many followers each person sharing your message has for a full vision of the scope of your messages</td>
<td>Businesses that want to grow with a startup</td>
</tr>
<tr>
<td>sprinklr</td>
<td>Samsung, Virgin, Cisco</td>
<td>Paid</td>
<td>Flexible product that is great for teams and allows for outbound message approvals</td>
<td>Companies that want a real say in how their tool is developed</td>
</tr>
<tr>
<td>Puling</td>
<td>20,000 small business customers</td>
<td>Paid</td>
<td>Includes review sites like Yelp and Citysearch and near instant notification of a new review</td>
<td>Small businesses or businesses with small budgets</td>
</tr>
</tbody>
</table>
3. **Social Marketing**

This software is used for creating and managing campaigns, promotions and other creative projects across platforms.

<table>
<thead>
<tr>
<th>Tools</th>
<th>Customers</th>
<th>Paid/Free</th>
<th>What's Great About This Tool?</th>
<th>Ideal User</th>
</tr>
</thead>
<tbody>
<tr>
<td>EngageSciences</td>
<td>SONY, NOKIA, Wendys, Microsoft</td>
<td>Paid</td>
<td>Exceptional platform for creating promotions, contests, etc.</td>
<td>Enterprise firms that run promotions-heavy campaigns</td>
</tr>
<tr>
<td>BUDDY MEDIA</td>
<td>vodafone, CISCO, BURBERRY, L'OREAL</td>
<td>Paid</td>
<td>Owned by Salesforce so has full integration to their CRM software</td>
<td>Enterprise companies who already use Salesforce</td>
</tr>
<tr>
<td>Agora Pulse</td>
<td>McDonald's, Virgin, PlayStation</td>
<td>Paid</td>
<td>Easily set up Facebook apps</td>
<td>Businesses who focus on Facebook</td>
</tr>
<tr>
<td>shoutlet</td>
<td>FOX Sports, Hot Topic, Nine West</td>
<td>Paid</td>
<td>Ability to build rich Facebook apps, HTML5 pages, and other content with no coding</td>
<td>Enterprise companies that have a large amount of content to share</td>
</tr>
<tr>
<td>ShortStack</td>
<td>NBC News, freshbuzzmedia, SayItsSocial</td>
<td>Both Free and Paid Versions</td>
<td>Easily create Facebook apps and promotions that can be integrated into a variety of other social networks and webpages</td>
<td>Businesses that incorporate a lot of apps in their marketing promotions</td>
</tr>
</tbody>
</table>
## Social Analytics

This software is used to measure and understand results of a company’s social media efforts across platforms.

<table>
<thead>
<tr>
<th>Tools</th>
<th>Customers</th>
<th>Paid/Free</th>
<th>What’s Great About This Tool?</th>
<th>Ideal User</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simply Measured</td>
<td>[Microsoft, Samsung]</td>
<td>Paid</td>
<td>Data is visualized in a beautiful way</td>
<td>Enterprise firms</td>
</tr>
<tr>
<td>socialbakers</td>
<td>[Nokia, Henkel]</td>
<td>Paid</td>
<td>Wide range of data and reports. Reports can easily be exported to Excel or PDF</td>
<td>Enterprise or large firms with multiple accounts to monitor</td>
</tr>
<tr>
<td>Crowdbooster</td>
<td>[jetBlue Airways, Los Angeles Times]</td>
<td>Paid</td>
<td>Affordable pricing</td>
<td>Companies only interested in Facebook and Twitter</td>
</tr>
<tr>
<td>sprout social</td>
<td>[Fender, Yahoo, UPS]</td>
<td>Paid</td>
<td>Keeps a history of each client conversation</td>
<td>SMB to Enterprise</td>
</tr>
<tr>
<td>Source Metrics</td>
<td>[shopify, Digital River]</td>
<td>Paid</td>
<td>Presents data on how much revenue social media is generating</td>
<td>Companies with an ecommerce side</td>
</tr>
</tbody>
</table>
This software is used to find and engage with social media users that are particularly influential in specific topics and understanding their spheres of influence.

<table>
<thead>
<tr>
<th>TOOLS</th>
<th>CUSTOMERS</th>
<th>PAID/FREE</th>
<th>WHAT'S GREAT ABOUT THIS TOOL?</th>
<th>IDEAL USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oppinions</td>
<td>Dell, Virgin,</td>
<td>Paid</td>
<td>Thorough reporting with segmented influence</td>
<td>Enterprise firms</td>
</tr>
<tr>
<td></td>
<td>Dole</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GroupHigh</td>
<td>Citrix, Marriott</td>
<td>Paid</td>
<td>Identifies influential bloggers</td>
<td>Organizations who have blog outreach in their campaigns</td>
</tr>
<tr>
<td></td>
<td>Williams-Sonoma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KLOUT</td>
<td>Motorola,</td>
<td>Paid</td>
<td>Simple to use with basically just one score</td>
<td>Companies only interested in Facebook and Twitter</td>
</tr>
<tr>
<td></td>
<td>American Airlines</td>
<td></td>
<td>to understand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Barbies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PeekAnalytics</td>
<td>Mashable, Big &amp;</td>
<td>Both Free</td>
<td>Identifies influential Twitter users at</td>
<td>Organizations with an engaged Twitter following</td>
</tr>
<tr>
<td></td>
<td>Fuel, Radian6</td>
<td>and Paid</td>
<td>other places on the web</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Versions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kr</td>
<td></td>
<td>Doesn't keep track of users</td>
<td>Transparency on what goes into the score</td>
<td>Individuals and organizations</td>
</tr>
</tbody>
</table>
The Co-Op Social Media Advantage

Hypothetical Case Study: Small New Car Share Co-op

- In the model, the members of the car share will benefit if the car share grows as there will be more cars to choose from and a sustainable membership to ensure the continued success of the program.

- If the members benefit based on the growth of the co-op, including their participation in your overall marketing strategy will help create a group of advocates who can promote with you.
The Co-Op Social Media Advantage

- Let’s say a car share co-op currently has an objective of increasing membership sign-ups by 10%.

- It currently has 550 people who like their Facebook page and 150 followers on Twitter.

- Let’s say 10% are already members, so 55 people on Facebook and 15 on Twitter.

- There are 70 people on social media who will benefit if the car share grows.
The Co-Op Social Media Advantage

• Creates an compelling infographic that educates people on why their city and individuals will benefit greatly from the growth of a Car Share program.

• They can’t afford to advertise too much but they ask those 70 members to share the infographic on their Facebook and on Twitter

• Let’s say roughly half of them (35) share the image on their respective profiles and each have an average of 150 followers.

• The reach of the infographic will be multiplied through each member’s network at $0 advertising costs

• They can then measure the effectiveness of that effort by tracking the amount of Facebook/Twitter traffic came to their member sign-up page through an analytics platform like Google analytics.
The Co-Op Social Media Advantage

• If the car share co-op continues to nurture the social media relationship with members, it can organically grow an army of advocates promoting the growth of the car share program.

• As it grows it can develop campaigns with a bigger budget to further the growth and development of the program!
The Co-Op Social Media Advantage

Hypothetical Case Study: Large Credit Union

- A successful credit union has an objective to start their presence in social media.
The Co-Op Social Media Advantage

- They’ve used a social media listening platform to understand three or four areas to learn what types of conversations are happening about them currently.

- Determine from those conversations which ones are most important to respond to.

- Create a policy on how to respond to types of these things and a process to use the social media responding tool (so they can assign responses to specific individuals to respond to).

- Create an ongoing plan for responding to common requests and align specific campaigns with business objectives.

- Once a solid base of followers has been built, the credit union could then use social influence strategies.
Unifying the Message
Creating an integrated marketing plan

- Ensure message stays consistent between media.

- Traditional can support social or social can support traditional depending on what has had the most impact for you in the past.

- Needs to align with objectives and budget.
## Creating an integrated marketing plan

<table>
<thead>
<tr>
<th>Medium</th>
<th>Pros</th>
<th>Cons</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>- Targeting an older demographic</td>
<td>- Decreasing readership of traditional print</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>- Physical material</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor</td>
<td>- Geographic focus</td>
<td>- Target has to be in the physical location of ad</td>
<td>Medium to High</td>
</tr>
<tr>
<td>Radio</td>
<td>- High impact if target is listening at the time (ie. driving)</td>
<td>- Can be difficult to target as ads can spill over to customers in other locations.</td>
<td>High</td>
</tr>
<tr>
<td>TV</td>
<td>- High impact if your target is watching at the time</td>
<td>- Decreasing viewership of traditional linear television</td>
<td>High</td>
</tr>
<tr>
<td>Social Media</td>
<td>- Currently a very active medium</td>
<td>- Can be time consuming to create content and execute</td>
<td>Low</td>
</tr>
</tbody>
</table>
**Objective:** Sell 25 car share memberships in the month of January.

**Budget:** $4,000

**Message:** Two memberships for the price of one.

<table>
<thead>
<tr>
<th></th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>$2,300</td>
</tr>
<tr>
<td>Outdoor</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>Social</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**Total:** $3,800
Takeaways

The Take Out Junkie
1. Last night's Pad Thai
2. Saturday's sesame chicken
3. Avocado and cucumber roll from the supermarket sushi bar
4. Cheesecake from dinner at that Italian place
Takeaways

• Understand your objective, your budget, and your measurements before you decide what marketing route you will take

• You don’t have to be on all social media profiles, focus on the main three to start or even one to start.

• Focus on creating content that your target audience will want to see, which will in turn help spread it through social media and grow your co-op.

• Depending on the size of your organization, different approaches to Social Media may be necessary.
Thank You!

Fred Reibin
fred.reibin@unitecoop.com

Roshan Hoover
roshan.hoover@unitecoop.com