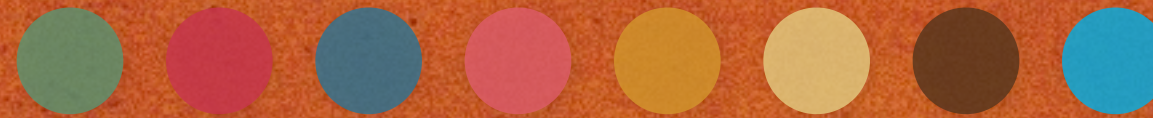# Peer-to-Peer Sharing

Sharing

Agenda

1) Introduction: Who we are

2) Peer-to-Peer advertising (Digital) vs. Traditional advertising

3) The importance of peer-to-peer sharing via social media

4) Industry examples
    a. Procter & Gamble
    b. Nike

5) Questions and Answers

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Presenter

Brienne Torley
Community Media Manager

Mavensocial.com

MavenSocial Leverages Peer-to-Peer Sharing

- Internet distribution

- Utilizes Social Media to share messaging Peer to peer

- Data/analytics to understand economic impact (ROI) of marketing campaigns

- Uses a pilot then to revenue share model to reduce sales cycle and enhance revenue

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Traditional Marketing
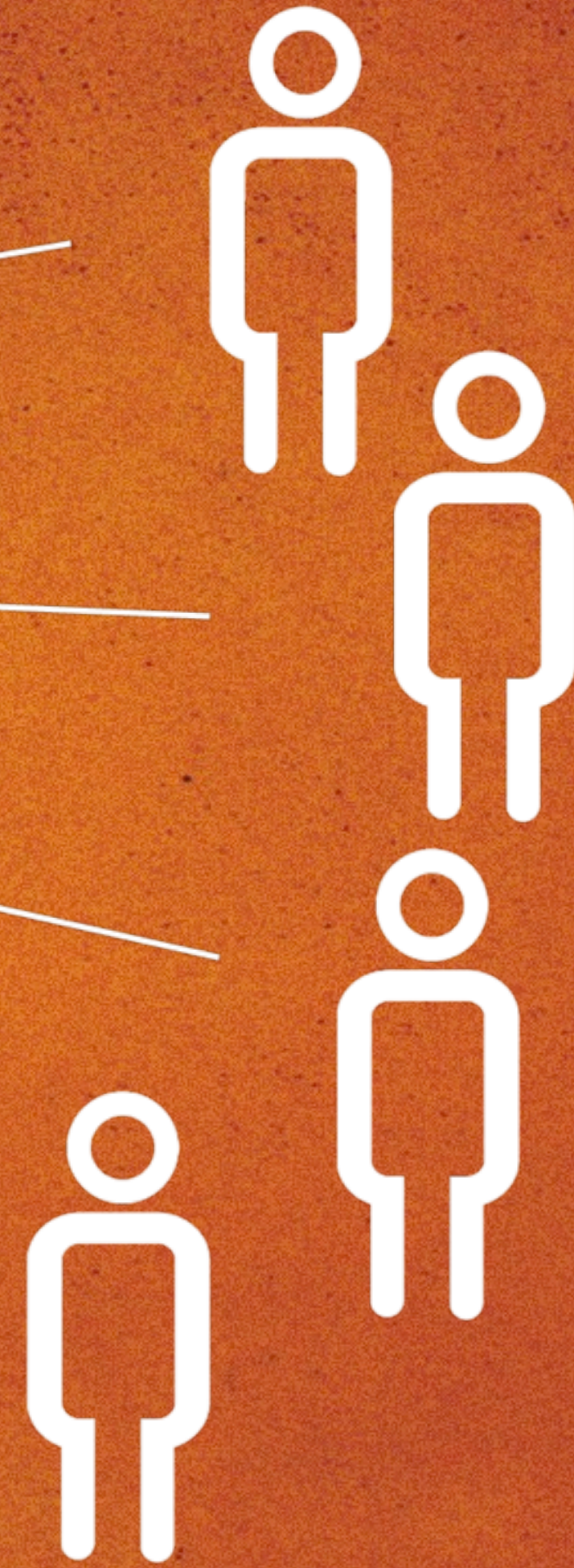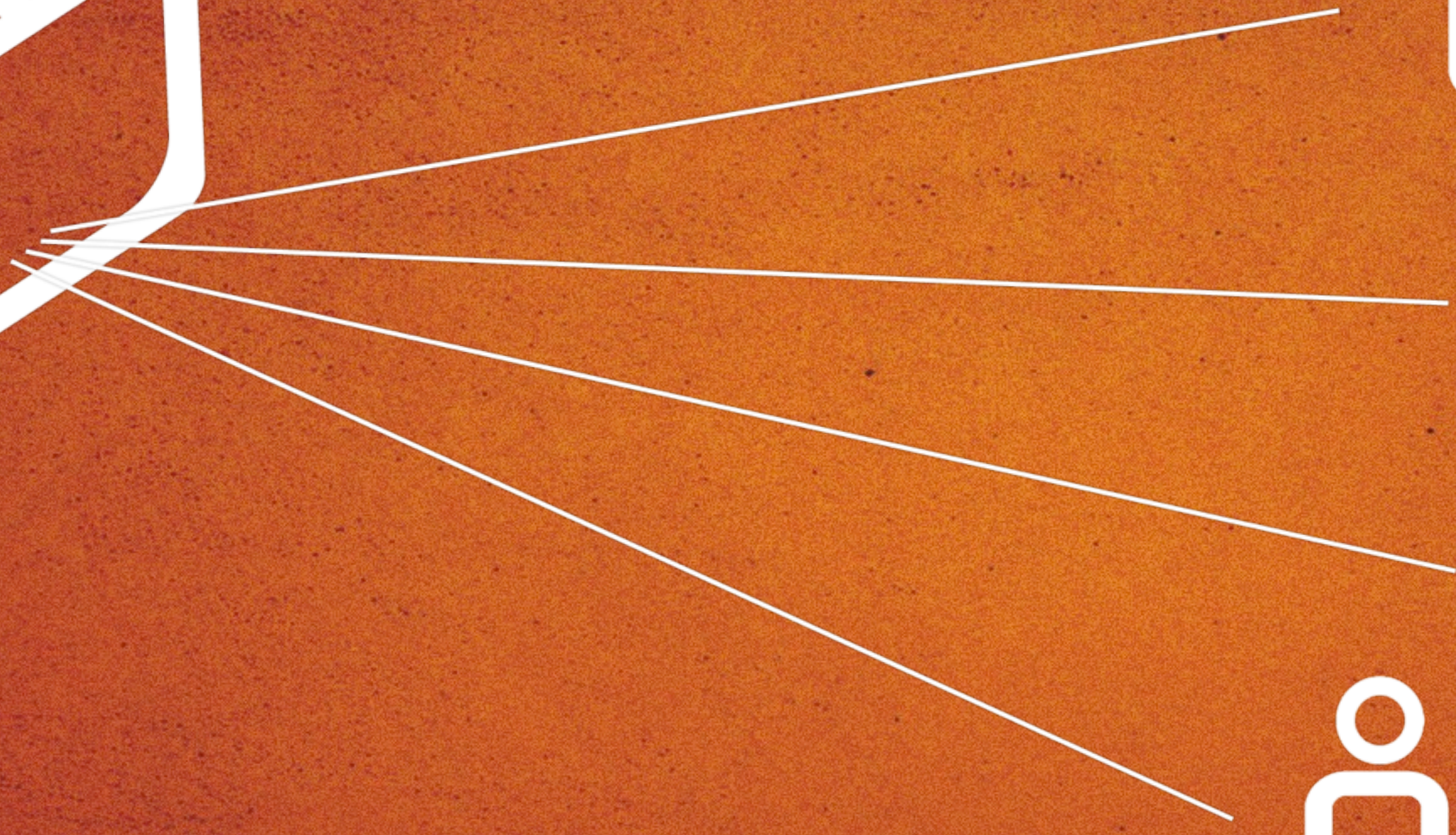

TV, radio, and print
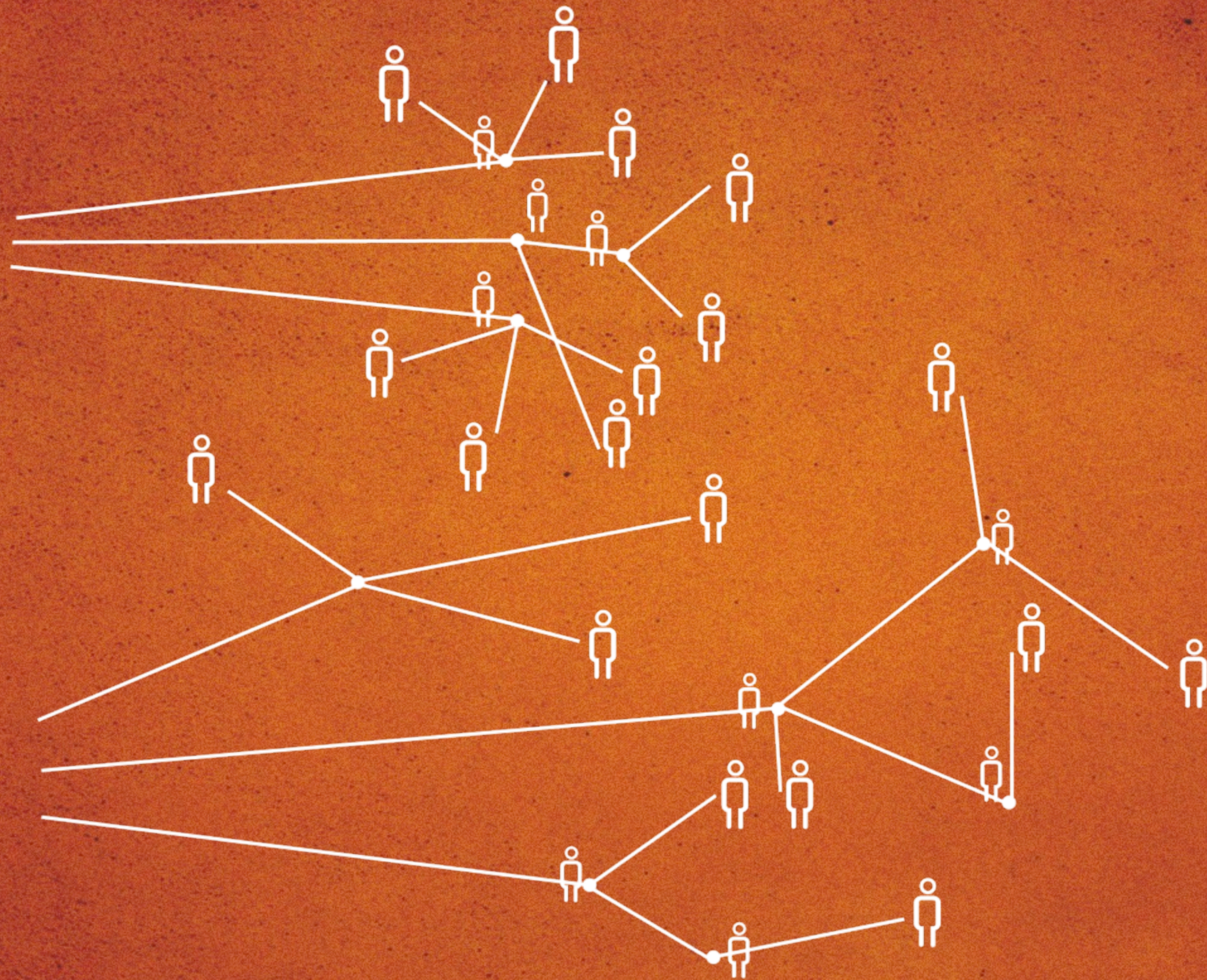
1-2% conversion rate

Unilateral - Share with 1

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Traditional

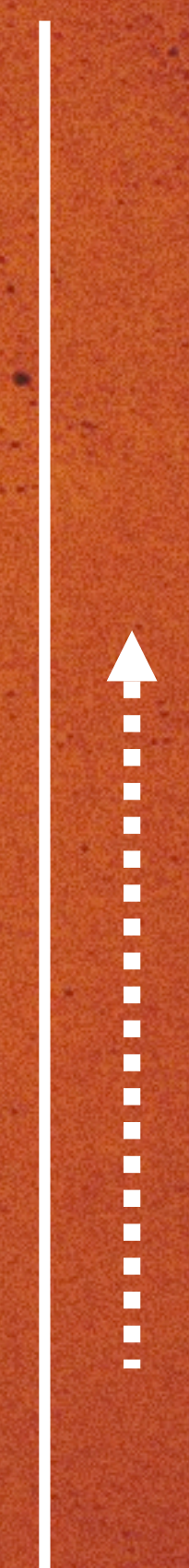Digital

Traditional vs Digital Wealth Transfer

Facebook: 800M users
1 to 200+ interactions
= 16T connections

$100B FaceBook IPO
$10B Groupon valuation

2008

+/- $15 Trillion Downturn
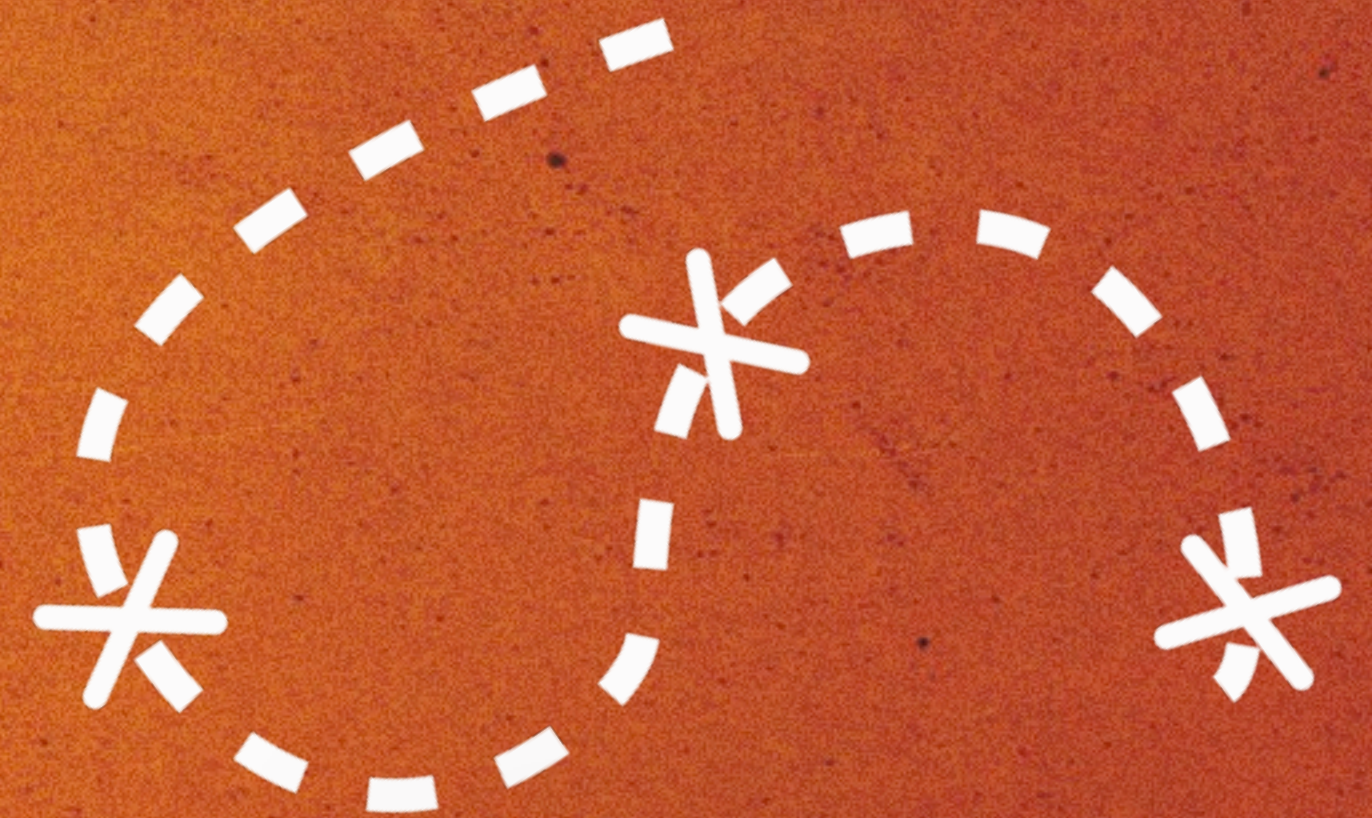1 to 1 interactions

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Population: 7B

In Developing countries 50% of the population is under 25

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Internet: 2B online

World's largest distribution channel

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Social Media Influencers

The 20% of *your customers* who bring 80% of the responders
to *most* marketing programs!

Trust

Influence

Mass Connectors

Mass Mavens

Relevancy

Scale

Social Media - Peer-to-Peer Sharing

"It's a people driven economy, stupid." - Erik Qualman

Track economic impact of
peer-to-peer sharing

Social Media Influencers

Share with 1 - share with 10 = Social Lift

'Amy' has 19 1st Generation
followers and 50 2nd and 3rd
generation followers

3rd Generation
Followers

Top Social Influencer 'Amy'

Amy

'Amy' draws in another top influencer
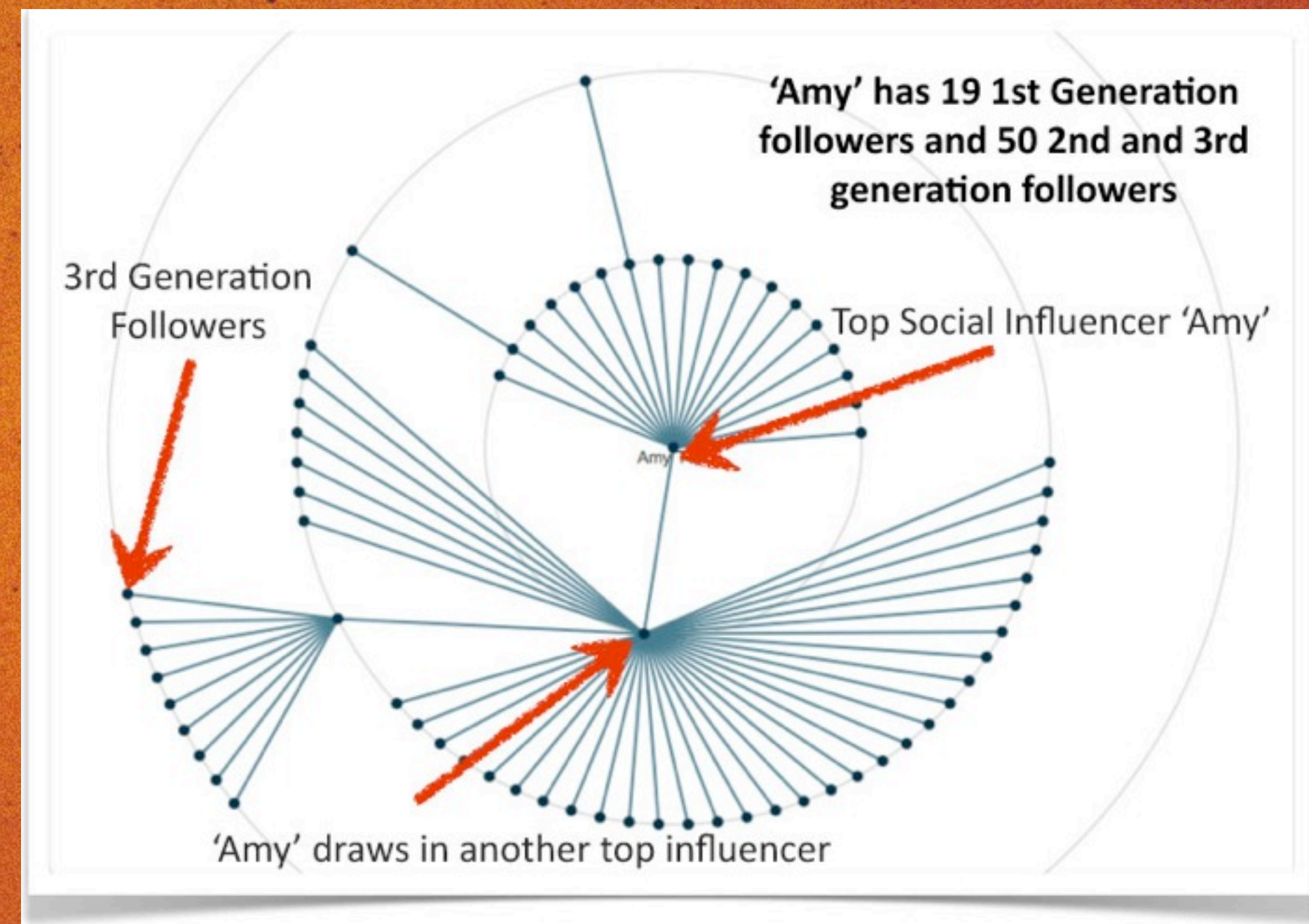
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Brand Influencers: Maven Economic Impact
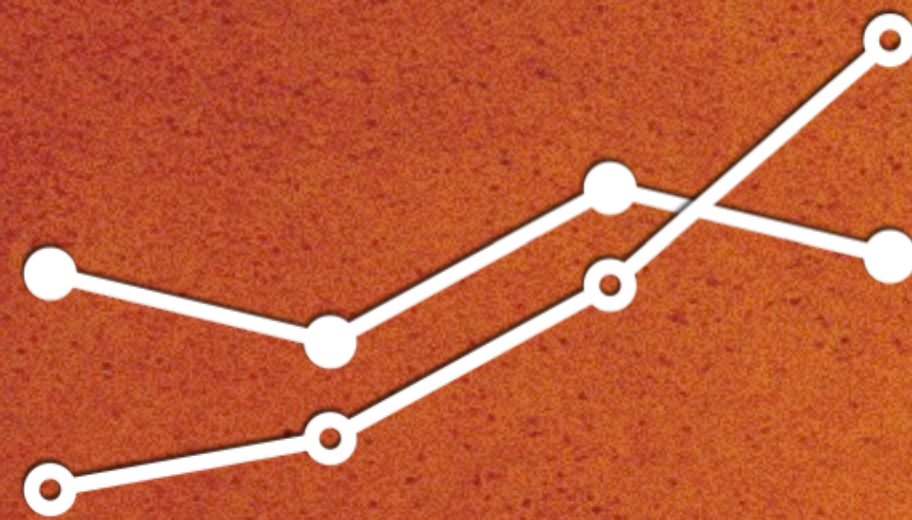
Track individual Influencers and their interaction with the brand.

Measure & track each Influencers social reach

Measure & track actual influencer activity associated with campaign especially economic impact

Influencer analytics provides data to predict future outcomes

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MavenSocial Campaign Example

Social sharing:
Conversions to Opt-in
29% of the campaign

Facebook and Google
ads account for only 5%.

Reports: www.rogerssmarthome.com   **Start Date:** February 26, 2012   **End Date:** March 26, 2012

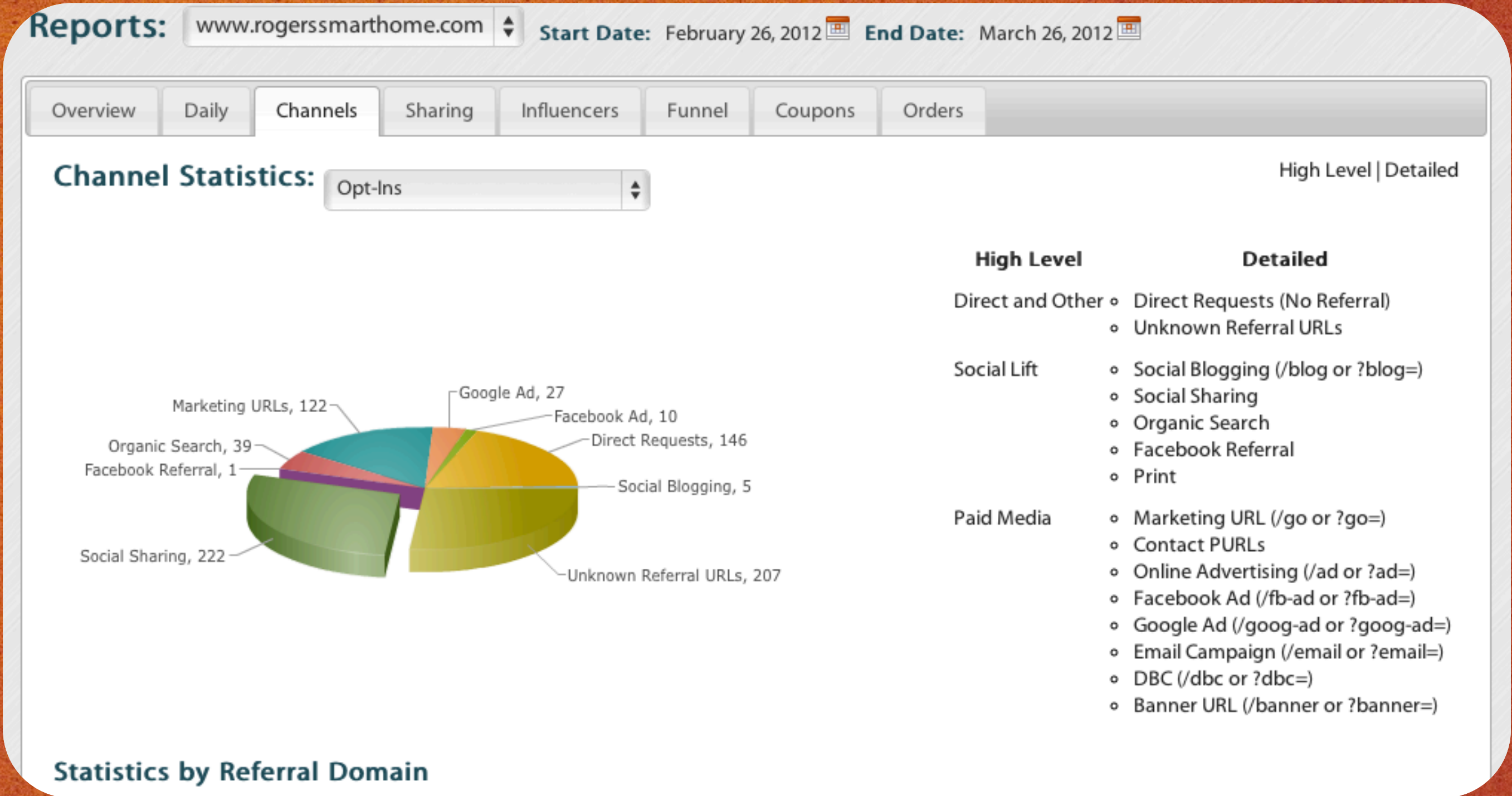| Overview	Daily	Channels	Sharing	Influencers	Funnel	Coupons	Orders

Channel Statistics: Opt-Ins

High Level | Detailed

Marketing URLs, 122
Google Ad, 27
Facebook Ad, 10
Organic Search, 39
Facebook Referral, 1
Direct Requests, 146
Social Blogging, 5
Social Sharing, 222
Unknown Referral URLs, 207

High Level	Detailed
Direct and Other	∘ Direct Requests (No Referral)
	∘ Unknown Referral URLs
Social Lift	∘ Social Blogging (/blog or ?blog=)
	∘ Social Sharing
	∘ Organic Search
	∘ Facebook Referral
	∘ Print
Paid Media	∘ Marketing URL (/go or ?go=)
	∘ Contact PURLs
	∘ Online Advertising (/ad or ?ad=)
	∘ Facebook Ad (/fb-ad or ?fb-ad=)
	∘ Google Ad (/goog-ad or ?goog-ad=)
	∘ Email Campaign (/email or ?email=)
	∘ DBC (/dbc or ?dbc=)
	∘ Banner URL (/banner or ?banner=)

Statistics by Referral Domain

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Procter & Gamble

- $10 billion annual add budget

- Now to lay-off 1,600 staffers

- CEO, Robert MacDonald told Wall Street analysts that he would have to "moderate" his ad budget because Facebook and Google can be "more efficient" than traditional media

- Example: P&G's Old Spice Commercial

SMELL LIKE A MAN, MAN.
Old Spice

Article Source

Mavensocial.com

Nike Digital Sport

Goal: develop devices and technologies that allow users to track their personal statistics.

Nike+ running sensor, performance-tracking tool

5 million runners now log on to Nike to check their performance.

Bottom Line: Build an online community - shifting marketing priorities

When was the last time you saw a Nike TV or magazine commercial?

Article Source

Mavensocial.com

Overall

6 Key Findings:

1) Professional decision-making is becoming more social - social media peer groups

2) The "Big Three" have emerged as leading professional networks: LinkedIn, Facebook & Twitter

3) Professional networks are emerging as decision-support tools

4) Professionals trust online information as much as information gotten in-person

5) Reliance on web-based professional networks and online communities have increased significantly

6) Social media use patterns are not pre-determined by age or organizational affiliation

*Study: Forrester Peer Influence Analysis (PIA)

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