



Qiigo



MOBILE • SOCIAL • INTERNET

SEFF Interactive Social Media Session:

I was just Tweeting to Tell you I Blogged ;-)

September 9, 2014



www.Qiigo.com



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Agenda

- Your Participation
- Surprise Guest
- The Who (not the band)
- Data Goldmine
- Case Study
- Survey Results
- Q&A

What's a Hashtag?

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Helpful Hints:

- Geotarget Hashtags reach right audience (Example: #Roswell)
- Hashtag: #SEFF and/or #Qiigo



Surprise Guest

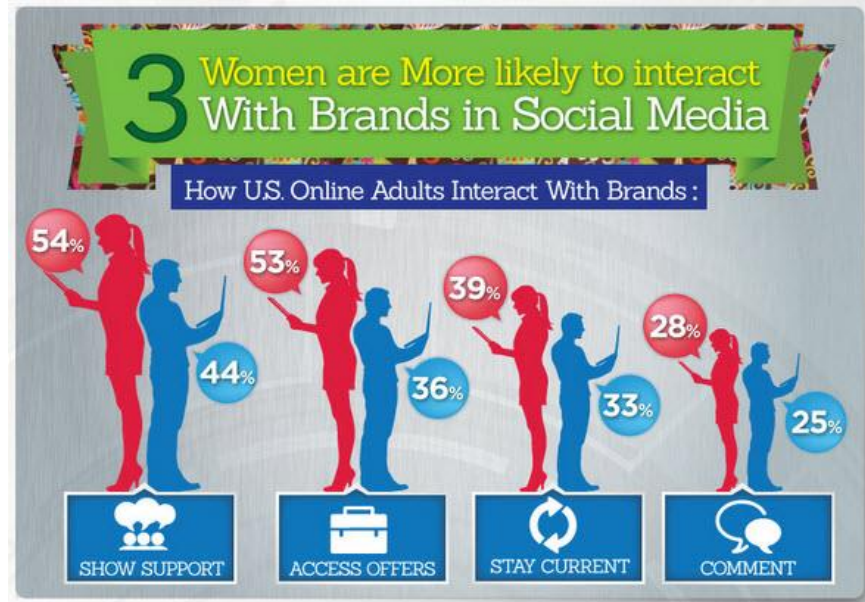
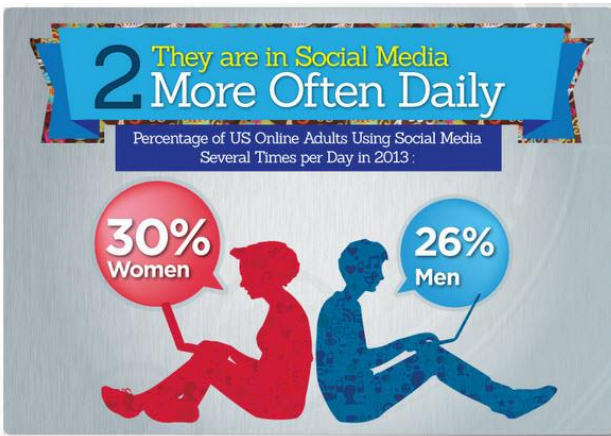
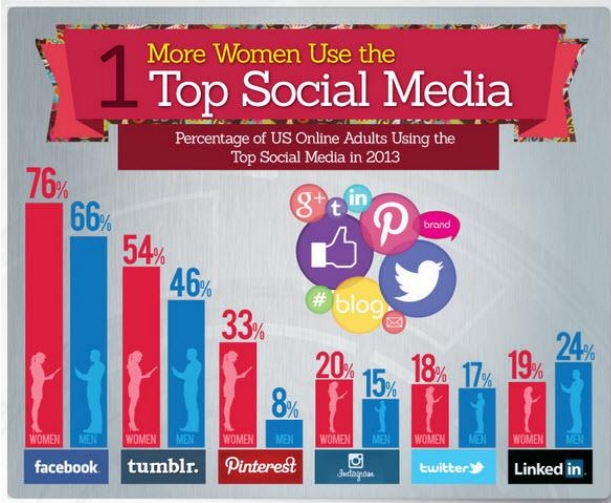
Kat Cole From Cinnabon

Twitter Handle Intro:

President Cinnabon, Inc., Connected-Creative-Conscious-Community building Capitalist, Biz-Advisor, MBA, Humanitarian, Coffee-loving Chronic Learner, I luv Rwanda



Who Uses Social Media?



Reviews Are Very Social (Testimonials)



Bad Review – Positive Experience



- Resolve the complaint in the customer's favor and they will do business with you again 70% of the time
- 95% of customer will give business a second chance if complaint is handled in a timely manner
- Customers who get their issue resolved, tell 4 to 6 people about the experience.
- All else fails, 'reverse SEO' can help you bury the bad review.

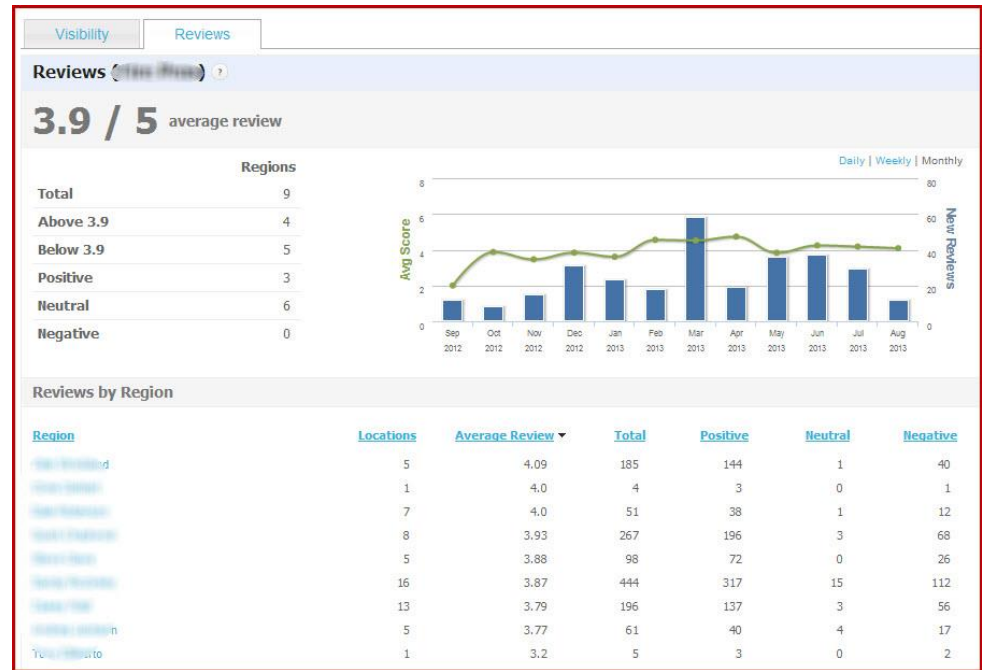
Monitor Your Brand Activity

Local Directory Status From Top Down:

- ✓ From a single screen, the Brand can view, monitor all Directory Listing Status.

Your Brand Reputation Top Down View:

- ✓ See all testimonials, across all locations from a single view.
- ✓ Aggregate Scores help you determine which locations need assistance.
- ✓ Drill down to individual location specifics as needed.



Does Social Media Impact Your Brand?

MEASURING THE SOCIAL IMPACT



Using LinkedIn For Franchise Development






According to the 2014 Franchise Development Report that analyzed 101 franchisors and about 35,000 units:

- ✓ The Internet was the leading source of franchise sales in 2013, at 42 percent.
- ✓ Franchise sales generated through social media increased year-over-year by 267 percent.
- ✓ Forty percent of franchise sales through social media originated from LinkedIn.

Using LinkedIn For Franchise Development

- **Upgrade.**
Purchase one of LinkedIn's premium packages.
- **Engage.**
Participate in LinkedIn Groups populated by people who are likely to be good candidates.
- **Share.**
Encourage your employees to share these posted updates via their personal profiles.
- **Showcase.**
Develop a showcase page that focuses on your franchise opportunity.
- **Update Regularly.**
Provide regular updates on educational and informative content regarding your franchise system.
- **Target Candidates.**
Use sponsored updates to cost-effectively maximize certain post's visibility.

Social Login – A Goldmine

			
First & Last Name	✓	✓	✓
Date of Birth	✓		✓
Gender	✓	✓	
About Me	✓		✓
Email Address (Verified)	✓	✓	✓
Phone Numbers			✓
Profile Picture & URL	✓	✓	✓
Education History/Details	✓		✓
Work History/Details	✓		
Interests	✓		✓
Full Postal Address			✓

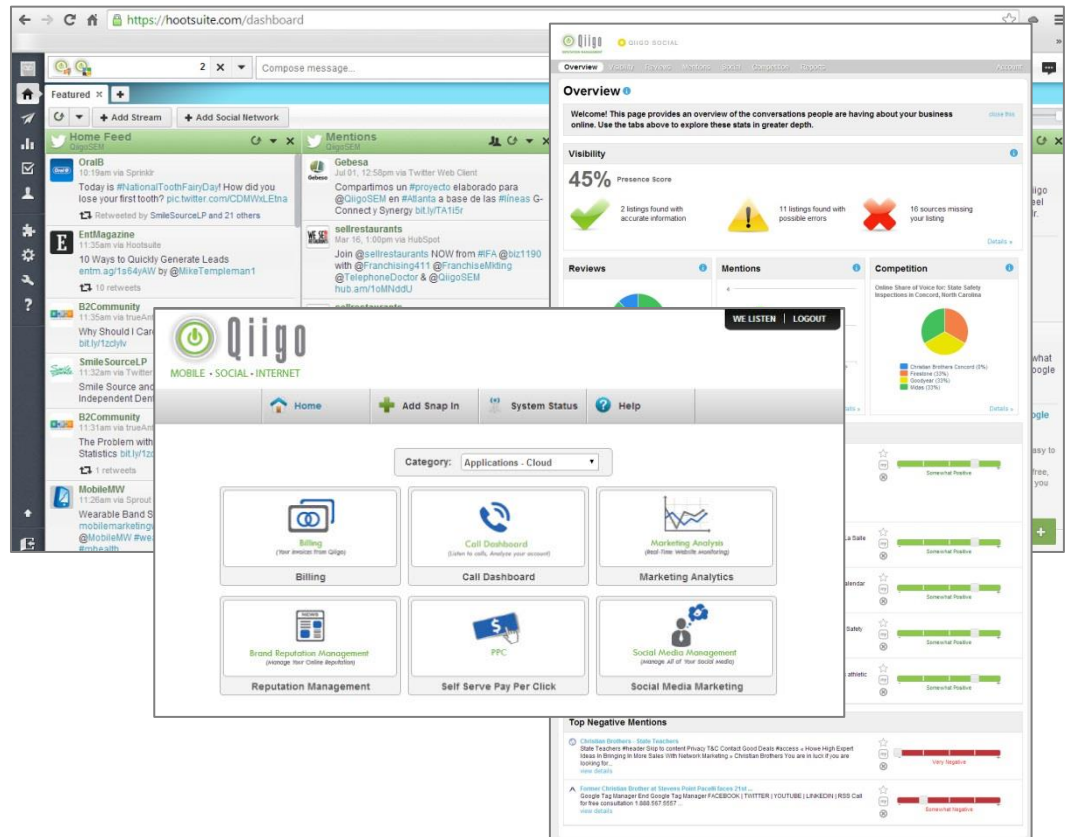
Qiigo's Social Strategy

- Social Media Sites
 - Google+
 - Facebook
 - Twitter
 - LinkedIn
 - FranSocial



Tools

- Tools used:
 - Hootsuite
 - Qiigo Rep
 - Local Marketing Cloud



Developing Content

- Goals:
 - Be a resource and industry authority
 - Minimize self-promotion
- Content Generation
 - Content is 20% creation and 80% distribution
 - Utilize events and topics to generate content across time and social media sites
 - Don't forget user generated content such as testimonials
- Case Study: IFA 2014 and Captain Local

Case Study: Captain Local

- Captain Local unveiled at IFA 2014
- Prior to IFA
 - Blog posts
 - Added to Our Team page
 - Google+, Facebook and Twitter posts
- At IFA
 - Took pictures of IFA attendees with Captain Local
- Post IFA
 - Pictures were posted to social media and framed copies sent to clients
 - Blog post recapping event
 - Blog post with Captain Local's TV appearance



 **Qiigo**
Shared publicly - Feb 19, 2014

"There isn't much accuracy in the world of online directories, that's why it's so satisfying to update local listings." #CaptainLocal #IFA2014 #Qiigo Booth 1110/1112 <http://ow.ly/toFk3>



 **Qiigo**
February 11

Captain Local explains the importance of Local Listings. Listings are so important at #IFA2014. #Qiigo Booth1110/1112 <http://ow.ly/toBLw>




Like · Comment · Share

 **Qiigo**
February 10


YES! Another local listing saved from inaccurate information! #IFA2014 #Qiigo Booth 1110/1112 #CaptainLocal <http://ow.ly/toBAu>



Like · Comment · Share

 **Qiigo**
Shared publicly - Feb 22, 2014

Even superheroes need to eat lunch! Meet #CaptainLocal at the IFA2014 in New Orleans #Qiigo Booth 1110/1112



#CaptainLocal #Qiigo



Qiigo Local Listing Management for National Brands Captain Local | Qiigo
qiigo.com

Qiigo and Captain Local provides centralized management of online listings across directories, social media and review sites. Create, edit, claim, and maintain online local listings.

Like · Comment · Share

Results of Audience Survey



How does your brand use social media?



- Franchise Development (3)
- Customer Engagement (10)
- We don't use social media (1)
- Other (1)
- Deleted Options (2)

Do you outsource social media for your brand?



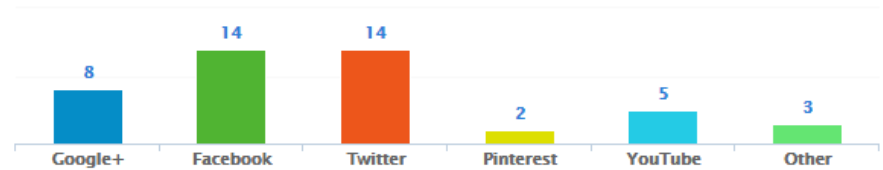
- Yes (6)
- No (10)
- Not sure (1)

Do your franchisees manage their own social media?



- Choose One (1)
- Yes (3)
- No (4)
- Sometimes (7)
- Not sure (2)

Which social networks are primary to your brand's social media efforts?



What is the primary impact of social media on your brand?



- Increased Engagement (6)
- 24/7 Customer Interaction (1)
- Increased Understanding of Company & Products (3)
- Increased Brand Loyalty (3)
- Makes Brand Look Current (1)

How would you rate the success of your brands social media efforts?



- Very successful (5)
- Somewhat successful (11)
- Somewhat unsuccessful (1)

Cool Tools

- Google Trends:
- <http://www.visualvisitor.com/>
- Google Analytics
- Google Alerts
- HootSuite
- Klout.com
- <http://www.yelp.com/trends>
- <http://qiigo.com/software/local-marketing-cloud/>
- <http://www.wildfireapp.com/>

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Qiigo

MOBILE • SOCIAL • INTERNET

1080 Holcomb Bridge Road
Building 200, Suite 210
Roswell, GA 30076

Phone: 404.496.6841

Toll Free: 888.673.1212

Fax: 404.920.2885



www.Qiigo.com