



Business Gets Social 2012

**Get Smarter! Get Social!
Transform Your Business
With IBM Collaboration Solutions**

Get Social. Do Business.



Business Gets Social 2012

Get Social. Do Business.



Web Analytics to Maximize User Experience

Samson Tai

*Chief Technologist
IBM Innovation Network, Hong Kong*

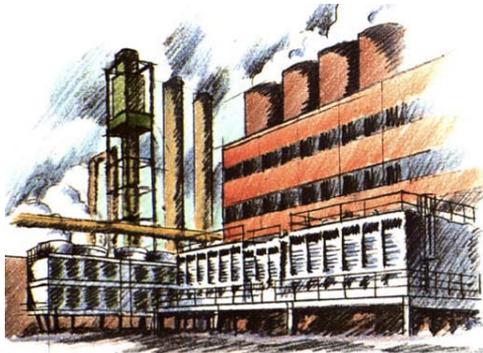
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Channel power moves from producer to consumer

1900 – 1945

Producer Control Supply



1960 – 1990

Distributors/Retailers Take Control



1990 – 2010

Retailers in Charge



2000 – present
Power shifts to Consumer



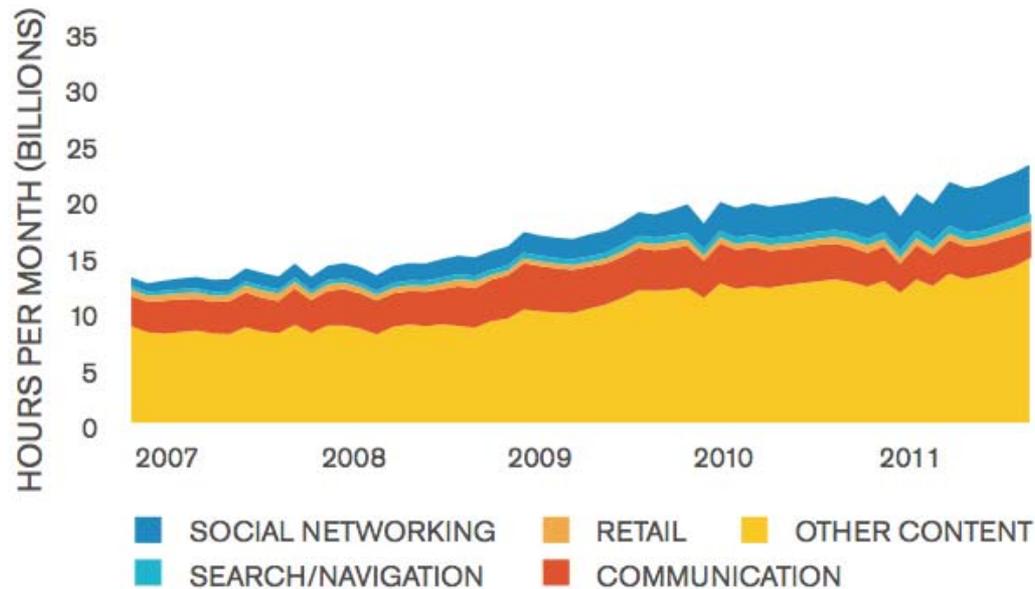
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Social Networks are the Most Popular Activity Online

Time Spent Online on Key Internet Categories

Source: comScore Media Metrix, Worldwide, March 2007 – October 2011

* Time spent on Communications includes time spent on web-based Email and Instant Messengers.



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Source: comScore Media Matrix, Worldwide, March 2007 – October 2011, "It's a Social World," Dec 21 2011



The Social Media Universe is Expanding

	800 MM+ monthly active users		15MM+ users
	800MM+ monthly users visit site		15MM+ users
	232MM+ monthly active users		26MM+ users
	230MM+ users		
	135MM+ users		2MM+ users
	115MM+ subscribers		2MM+ users
	62MM+ users		1.5MM+ users
	51MM+ users		500K+ users
	20MM+ blogs		100K+ users

Source: Official and Estimated statistics. Facebook, YouTube, Zynga, Twitter, LinkedIn, Groupon, Flickr, Tumblr, Instagram, Foursquare, Pinterest, scvng, Path, Google+, SlashGear, TechCrunch / Comscore, FastCompany, Oink: TechCrunch, GetGlue, Foodspotting: Soraya Darabi's LinkedIn

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Facebook is Shifting Towards “Frictionless” Sharing

The image displays a collection of social sharing widgets from different services, arranged in a grid-like fashion. Each widget is highlighted with an orange border. The widgets include:

- RunKeeper:** A post by Matt Brown stating "completed a run. August 6 via RunKeeper" with a large display of "3.61 miles", duration of "38'27\"", and pace of "10'39\"/mile".
- Netflix:** A post for August showing "Movies Watched" including "Super Size Me" and "Exit Through the Gift Shop".
- Kobo:** A "Recently read" section featuring book covers for "Filmmaking For Dummies, 2nd Edition", "Playing With Fire", "Fall of Thanes", and "Bicycles: Love Poems".
- Spotify:** A post for August showing the "Top Album" as "Thunder Clatter" by Keegan DeWitt, with play counts for "Thunder Clatter" (47 plays) and "Colors" (43 plays).
- Nike+ GPS:** A post for August 2011 showing the "Longest Run" as "6.32 miles" with a duration of "1:38:27" and an average pace of "10:39/mile".

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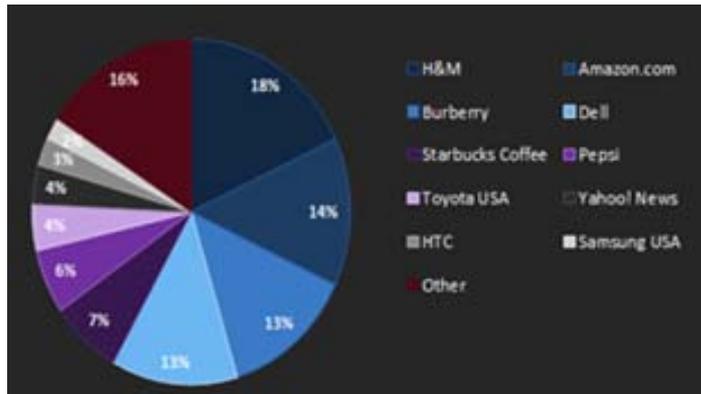


Over 60% of the Top 100 Brands Have a Google+ Page

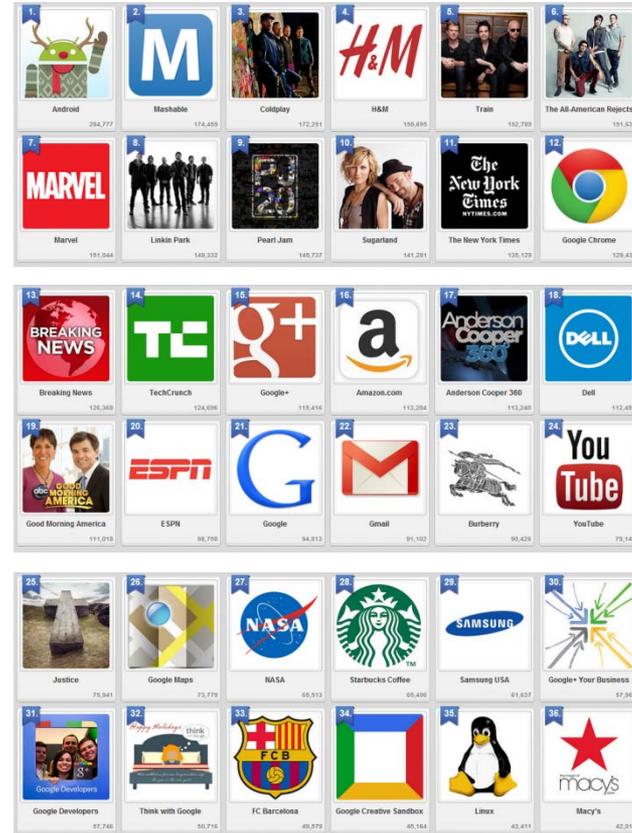
Use of Facebook Pages vs. Google+ Pages Among the Top 100 Brands Worldwide, Nov 2011

- 93%** of top 100 brands have a company page on **Facebook**
- 53%** of top 100 brands with a company page on **Facebook** have a link to it on their homepage
- 61%** of top 100 brands have a company page on **Google+**
- 12%** of top 100 brands with a company page on **Google+** have a link to it on their homepage

Top 10 Brands: "Share" of Circlers



Most Followed Google+ Pages



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Source: SimplyMeasured "Google+ Brand Page Adoption and Engagement Trends," eMarketer Nov 16 2011
 Source: ZoomSphere Google+ Page Statistics



Websites integrate Facebook, YouTube and Twitter Social Networks

pepsi.com THE X FACTOR™ refresheverything.com pepsi on facebook pepsi on YouTube

pepsi refresh project



THANK YOU!

We're proud that for a second year, Pepsi has made a positive impact on hundreds of communities by moving people's ideas through the Pepsi Refresh Project. Together, we have impacted the lives of more than 1.4 million people through more than 189 refreshed schools. Thanks for all you've done to help refresh communities nationwide!



Education

1.4M LIVES IMPROVED



Success Stories Spotlight on: Belfast Central School



Success Stories McCullough-Seeds



79K VOLUNTEERS ENGAGED



Arts & Music Pepsi Refresh Creative Reuse Day

189 REFRESHED SCHOOLS

OVER \$19M RAISED BEYOND REFRESH GRANTS

Success Stories Success Stories: YaYa Performance Academy

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Develop Relationships with Consumers

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Sharing the purchase with social networks

Creating simple and creative ways for consumers to share news of their purchase

The screenshot shows a web browser window displaying the 'My Electronics Store' website. The main content area features a product listing for a 'Green Widget' which is depicted as a lightbulb with a green leaf inside. The product details include a price, availability, model, manufacturer, and average rating. A social sharing overlay is positioned on the right side of the page, featuring a star icon and the text 'JUST FOR YOU'. Below this, there is a lightbulb icon with a green leaf and the text: 'Sneak peek in-store event. You and your friends are invited! May 9 @ our Boston store.' Underneath the text are social media icons for Facebook, Twitter, LinkedIn, and an email icon. The product description at the bottom of the page includes sections for 'Revolutionary interface' and 'Beautiful widescreen display'.

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Corporate Websites are Enabling Social Sign-On

The screenshot shows a Nike website login/register modal. At the top left is the Nike logo and the text "Log in". At the top right is a "CLOSE" button. The modal is divided into three main sections:

- Left Section:** "Log in and register with:" followed by two buttons for "facebook." and "twitter".
- Middle Section:** "Register now and get these great benefits:" followed by a list of benefits:
 - FREE SHIPPING ON ORDERS OF £80 OR MORE
*Excludes NIKEiD
 - FREE RETURNS, ALWAYS
 - EXPRESS CHECKOUT
 - SAVE AND SHARE YOUR FAVOURITE PRODUCTS IN MYLOCKERAt the bottom of this section is an orange "REGISTER" button.
- Right Section:** "Log in to your Nike account" followed by an "Email" input field, a "ENTER YOUR PASSWORD" input field, a "FORGOT YOUR PASSWORD?" link, and a "REMEMBER MY EMAIL" checkbox. At the bottom of this section is an orange "LOG IN" button.

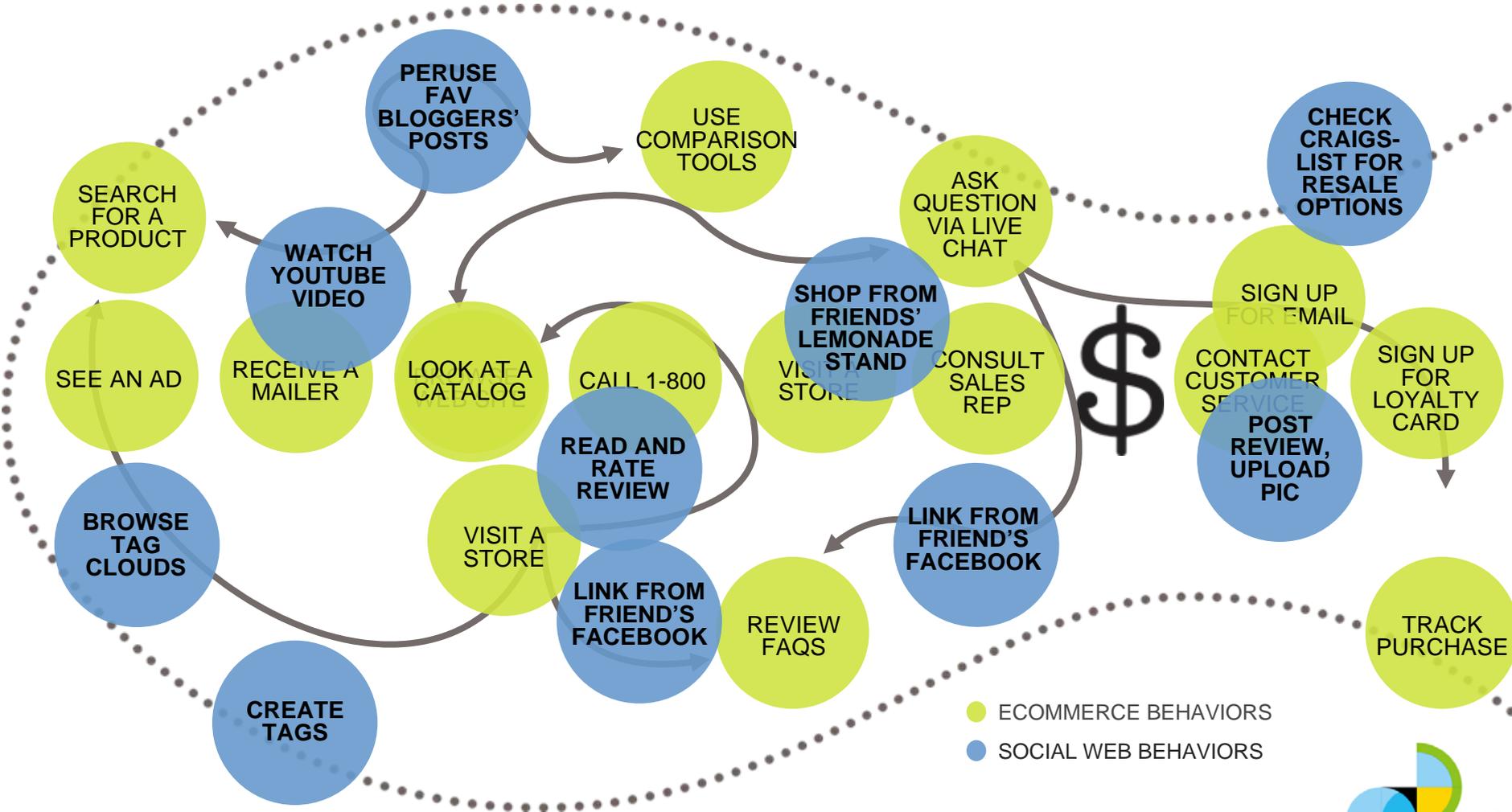


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New purchase journey

NON-LINEAR • MULTICHANNEL • DIGITAL-FIRST



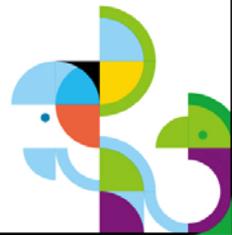
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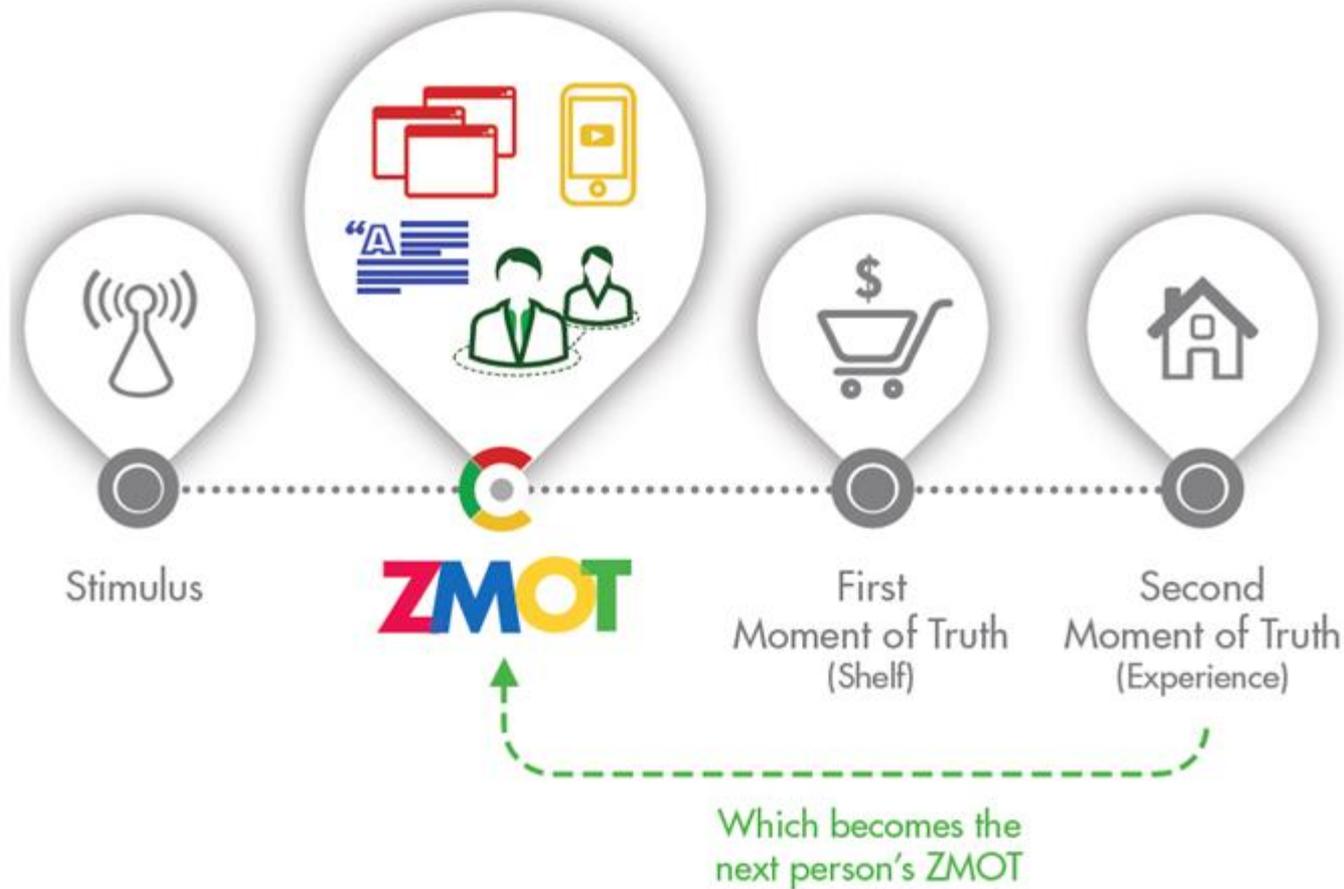
Source : [The OPEN Brand: Digital Trends for 2011](#) by Resource Interactive





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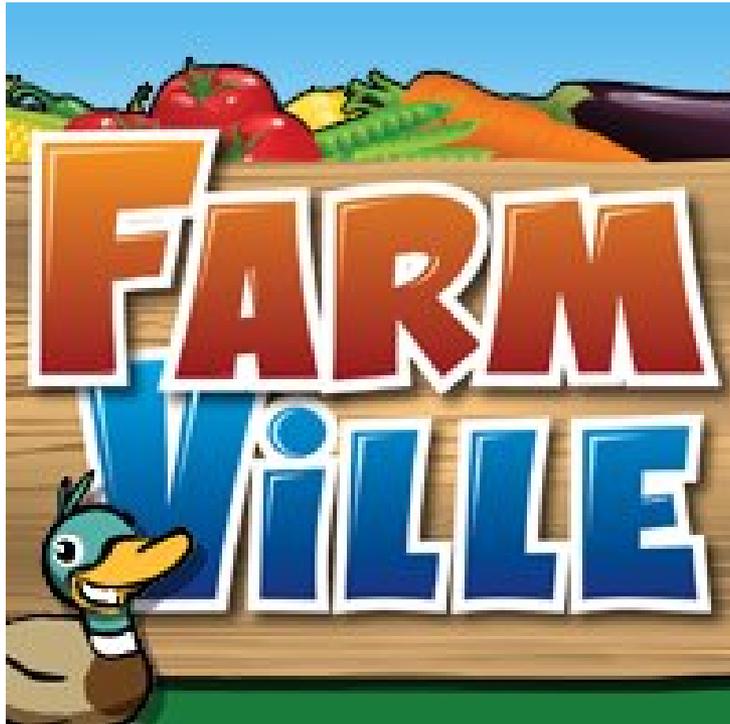


Social Media Impact Business and companies are trying to understand its value

- Building Your Brand
- Growing Customer Relationship
- Increasing Operating Excellence
- Strengthening Workforce and Culture



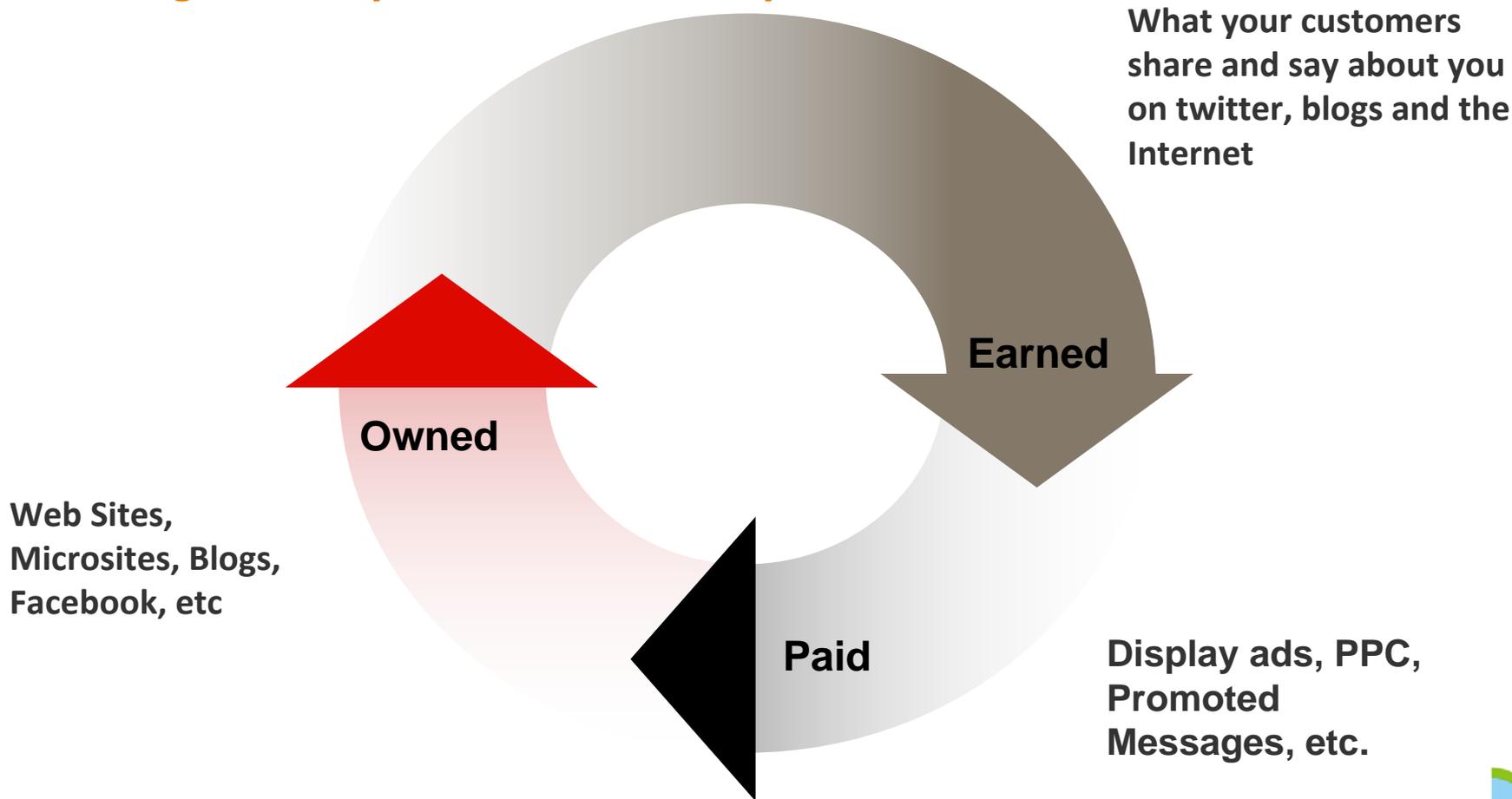
Using Social Analytic to help perfecting Games at Zynga



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Integrating Paid, Earned and Owned Media Planning for Today's Customer Journey



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A BLOG DEVOTED TO MY FAVORITE
RETAIL OBSESSION

J.CREW AFFAIR

It's all about J.Crew news, and shopping place to discuss all a

WEDNESDAY, NOVEMBER 30, 2011

J. Crew to Open Store in Japan (yeah!)



CynthiaC Nov 30, 2011 06:37 AM
With so many expats, third culture kids and students returning from their studying abroad (out of all my parents' friends kids who grew up in Hong Kong, all but one went away. Several went to boarding school for high school as well), definitely a good thing.
Reply

rolala Nov 30, 2011 07:11 AM
Wow I didn't know they had so much of a presence in Japan. Further Far East expansion should be good for them. I have a few friends who are living in HK now who will be very happy to know this.
Reply

Bourbon&Pears Nov 30, 2011 07:32 AM
Interesting, I also read that they were looking for a site in London.
Reply

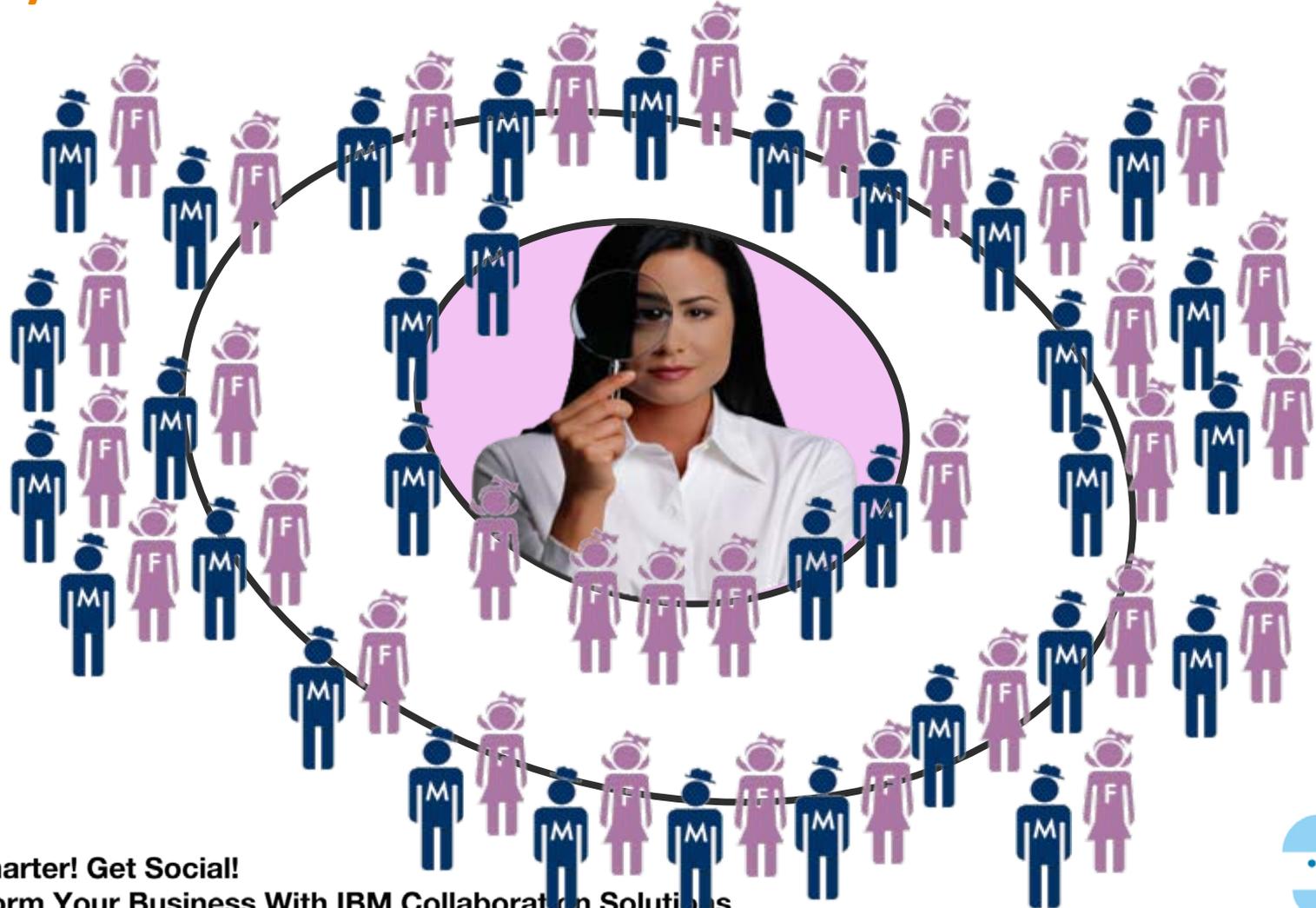
pathos Nov 30, 2011 07:41 AM
No wonder quality control has gone in the piss bucket.
Reply

Loves J.Crew.
Most of the blog
neutral - positive

Also offers a
place to
share...valuable
information



In Every Social Network, There Are Participants That Have The Ability To Influence Decision Makers



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Identify your top influencers and their preferred channels of discussion

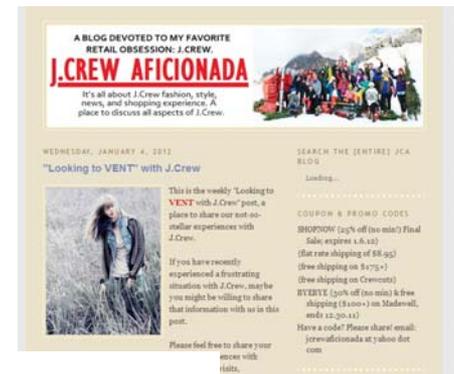


38 **Warren Buffet**
 INVITE TO KLOUT!
 Sharing my investing ideas, experience and strategies and communicating with investors interested in Berkshire Hathaway.

- +K Family
- +K Investing
- +K Energy

93 **Lady Gaga**
 INVITE TO KLOUT!
 mother monster

- +K Lady Gaga
- +K Music
- +K Entertainment



Author "handle" name



Samson Tai

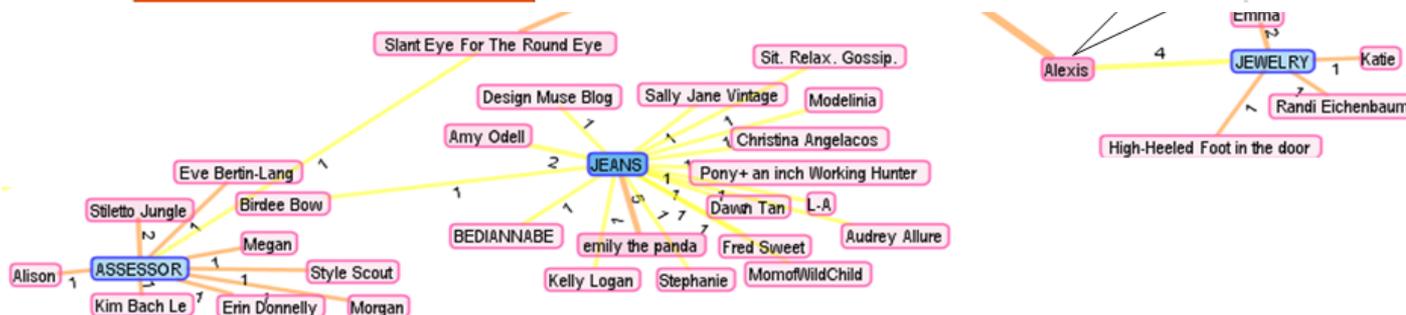


Edit your about section

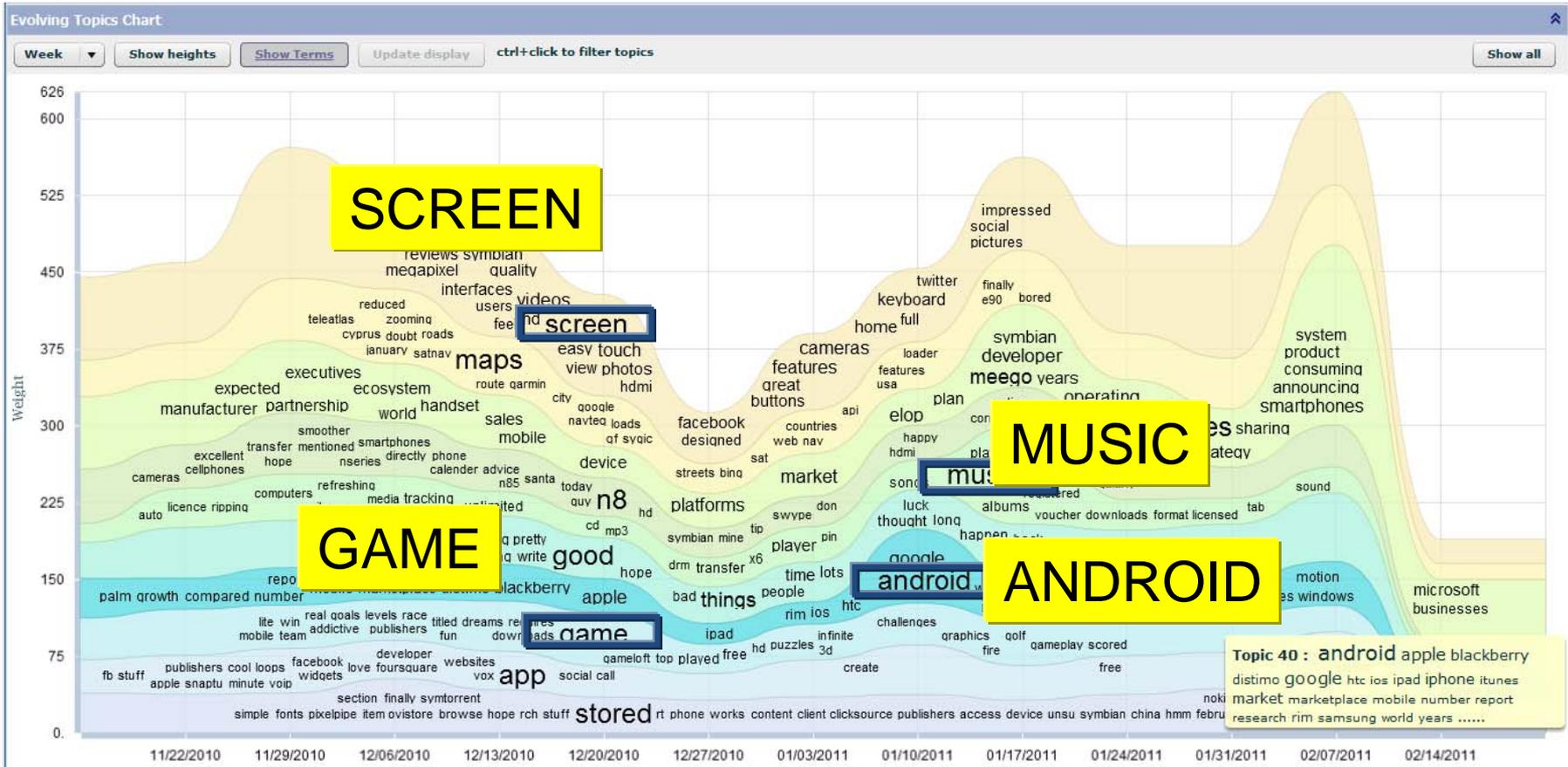
PS

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Spot new trends even before they happen to emerge

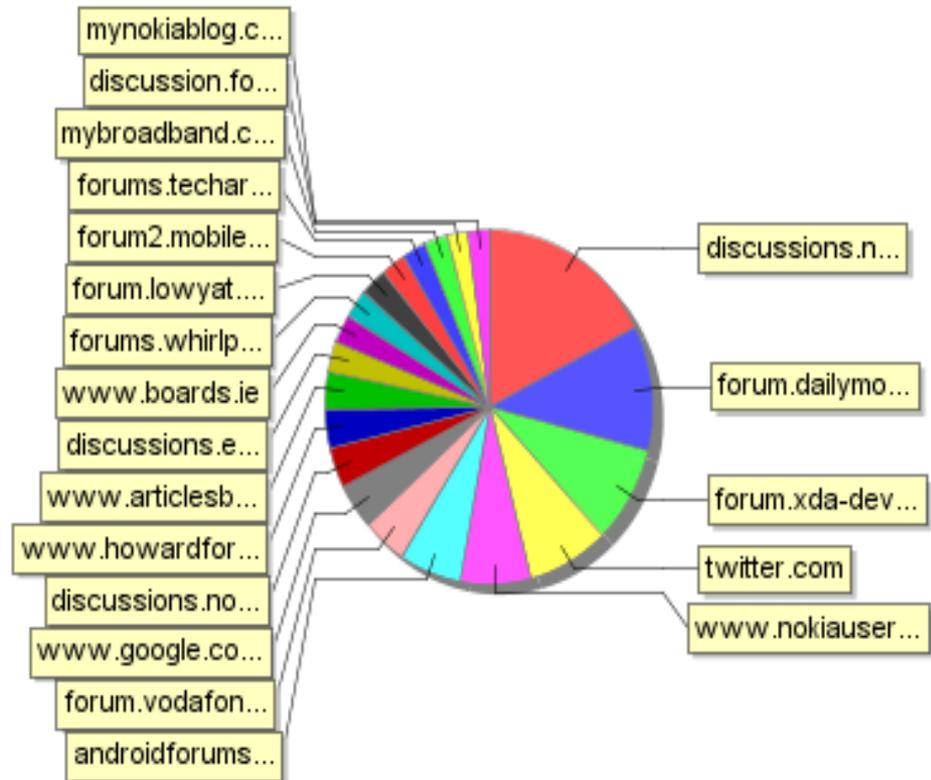


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11. Do Business.

Key Influencer



Select a row to view posts.

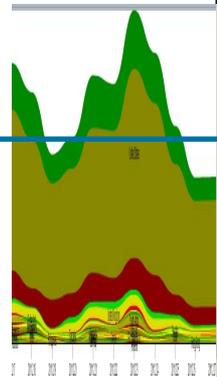
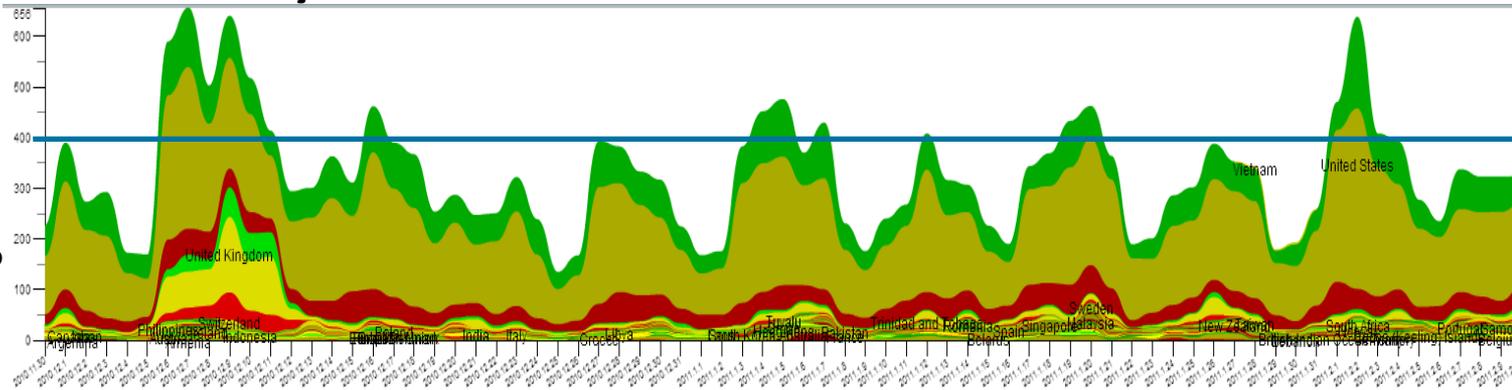
Class Name	Class Size	Percentage
discussions.nokia.co.uk	5811	
forum.dailymobile.se	3806	
forum.xda-developers.com	2915	
twitter.com	2690	
www.nokiausers.net	2286	
androidforums.com	2046	
forum.vodafone.co.uk	1423	
www.google.com	1399	
discussions.nokia.ie	1235	
www.howardforums.com	1197	
www.articlesbase.com	1109	
discussions.europe.nokia.com	934	
www.boards.ie	875	
forums.whirlpool.net.au	872	
forum.lowyat.net	853	
forum2.mobile-review.com	810	
forums.techarena.in	781	
mybroadband.co.za	740	
discussion.forum.nokia.com	685	
mynokiablog.com	676	
noknok.tv	665	
www.kaskus.us	593	
www.facebook.com	560	
forums.hardwarezone.com.sg	558	
talk.maemo.org	487	
forum.androidcentral.com	417	
samsunggalaxysforums.com	390	
forum.gsmhosting.com	317	
forums.t-mobile.com	314	
forums.macrumors.com	312	
www.overclock.net	306	
forums.overclockers.co.uk	290	
forums.redflagdeals.com	287	
forums.overclockers.com.au	286	



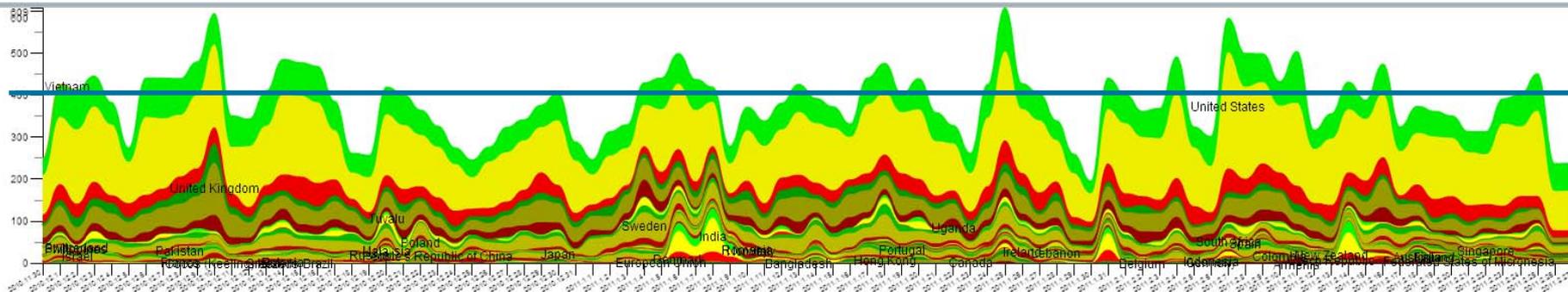
Sentiments (Time & Snippets)

• Galaxy

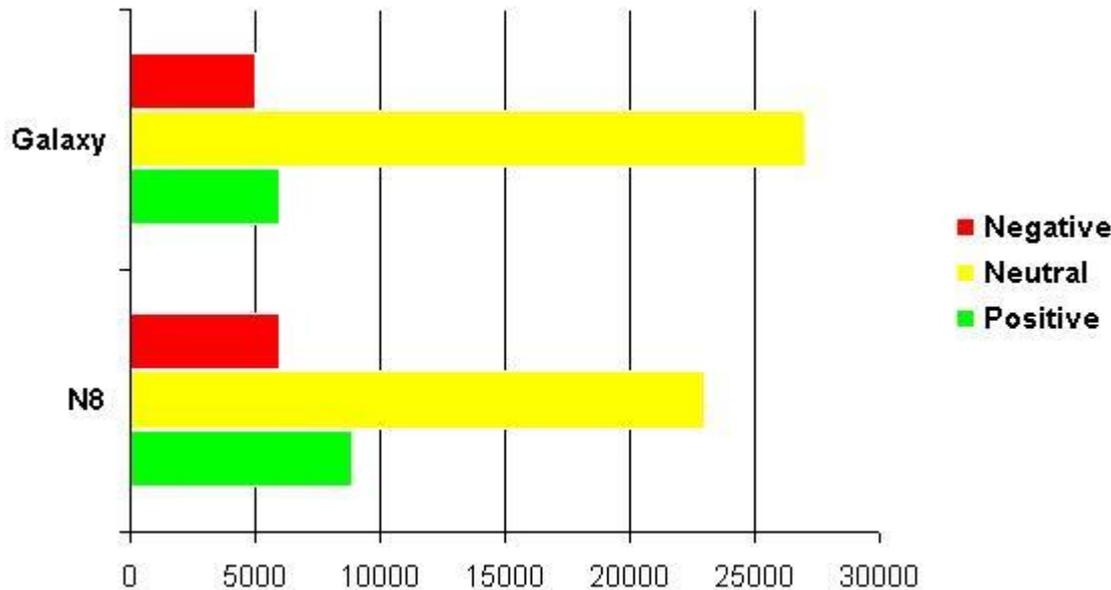
Less general discussion than N8 and larger variance.



• N8

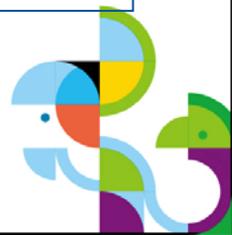


Competitive Landscape (Sentiments and Issues)



Galaxy is discussed in positive light for its office function and apps. However its poor GPS gadget and battery icon problem create negative sentiments.

N8 is discussed in positive light for its safety and durability. But negative sentiments arise from its poor WLAN connectivity.





12 MP camera and HD video
The best camera on any smartphone

From now on you can leave your digital camera at home. The Carl Zeiss autofocus lens brings every detail to life, from close-ups to landscape shots. And with the 12 MP sensor and Xenon flash your photos look better than ever in all conditions. Switch to HD

1. Camera

Free GPS navigation
Discover more with Nokia

With Nokia you always know exactly what's happening around you. Instantly find the best of everything in your city – cafes, shops, hotels and much more. Millions of places reviewed and rated worldwide, with expert tips from Trip Advisor and Lonely Planet. And best of all, Nokia N8 comes with free Lifetime walk- and drive navigation including turn-by-turn voice guidance.

► Plan trips with Nokia Maps online



Fully customisable home screens

Real-time emails and live updates 24/7

This is where it all begins. From day one your home screen is live and always up to date. Real-time emails, the latest Facebook and Twitter feeds, news headlines and much more – everything you need to get up to speed. And simply add shortcuts to the three customisable home screens to access even more of your favourite apps with one touch.

2. Apps



3. Email

4. Music

Apps, games and more
The best apps around from Nokia

At Nokia Store there are apps for business, maps and more. But this is only the beginning. At Nokia Store there are apps for everything, from travel to messaging to the latest games – with more and more added every day. Apps that make life a bit better, a bit easier or just a bit more fun.

► Go to Nokia Store

Web TV on demand
Instant access to CNN, BBC and more

Imagine being able to watch TV any time you like. On-demand Web TV gives you instant access to CNN, BBC, National Geographic and many other channels through a fast 3G or Wi-Fi connection. Add your favourites to the home screen and get automatic

Email and social networks
Designed for staying in touch

Everything is ready straight out of the box with fully integrated email and social networks. For you this means real-time emails from your work and personal accounts direct to your home screen. You also get live Facebook and Twitter feeds 24/7 to keep you constantly up to date. Simply choose what's right for you.



5. Operating System

When it comes to music, Nokia N8 has it all. Simply control your tracks and see what's playing right from the home screen with a touch of the music app. And with Nokia Player on your PC, you can easily sync all your music and playlists with your phone. There's also plenty of space for your tracks with 16 GB of memory and support for up to 48 GB with a memory card.

► Download Nokia Player



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Poor Features

Dashboard Alerts Taxonomies Relationships Sentiments Key Influencer Search Results Discovery Reports Settings

Available Dimensions: Nothing

Select one or more rows and then click on the *Filter By Selected Values* button to narrow result set.

<input type="checkbox"/>	<u>Class Name</u>	<u>Count</u>	<u>Negative</u>	<u>Positive</u>
<input type="checkbox"/>	All Snippets	43927	16.6%	23.5%
<input type="checkbox"/>	APPS	2478	18.1%	20.9%
<input type="checkbox"/>	CAMERA	5770	17.1%	25.5%
<input type="checkbox"/>	EMAIL	2180	24.3%	18.6%
<input type="checkbox"/>	MUSIC	1297	12%	26.7%
<input type="checkbox"/>	OPERATING SYSTEM	9464	13.7%	23.9%

Poor!

Negative
 Neutral
 Positive
 Date Granularity: Month
Filter By Selected Values
Clear Selections (All selected)

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NOKIA
 Connecting People



1.Apps

Poor Features

Date: [01/19/2011](#)

Title: By: Keith

Snippet: **Terrible** app store. hardly a 1000 apps, many of them are really expensive. I on the phone is locked, can't work with other carriers) and I hardly use the wave. It's simply **terrible**

- ❖ **Not enough apps, lack of variety**
- ❖ **Too expensive**

2.Email

Date: [12/09/2010](#)

Title: Re: N8 push email not working.

Snippet: Re: N8 **push** email not working.

Might be related to the **problem** I wrote about **empty** inboxes

- ❖ **Push Email function is not working**
- ❖ **Can't sync with outlook 2007**

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NOKIA
Connecting People



Good Features

Dashboard Alerts Taxonomies Relationships Sentiments Key Influencer Search Results Discovery Reports Settings

Available Dimensions: **Nothing**

Select one or more rows and then click on the *Filter By Selected Values* button to narrow result set.

	<u>Class Name</u>	<u>Count</u>	<u>Negative</u>	<u>Positive</u>
<input type="checkbox"/>	All Snippets	43927	16.6%	23.5%
<input type="checkbox"/>	APPS	2478	18.1%	20.9%
<input type="checkbox"/>	CAMERA	5770	17.1%	25.5%
<input type="checkbox"/>	EMAIL	2180	24.3%	18.6%
<input type="checkbox"/>	MUSIC	1297	12%	26.7%
<input type="checkbox"/>	OPERATING SYSTEM	9464	13.7%	23.9%

Good!

Negative
 Neutral
 Positive
 Date Granularity: **Month**
Filter By Selected Values
Clear Selections (All selected)

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 Connecting People



Good Features

1. Camera

Date: [01/11/2011](#)

Title: Low Light, Zoom And Amazing Colors Of The Nokia N8

Snippet: Low **Light**, Zoom And **Amazing** Colors Of The Nokia N8

So.... Like I said before and like most of you heard before, the Camera of the Nokia N8 is **amazing**, here are some examples in different scenarios:Low LightZoomColor rangeI **love** the colors that are coming out of the M&Ms World store, WooHoo...

- ✓ **Technically good camera**
- ✓ **Carl Zeiss camera**

2. Music

Url: http://forum2_mobile-review.com/showthread.php?t=92184#post904482

Date: [12/21/2010](#)

Title: RE: MR official poll: Best musicphone in 2010

Snippet: MR official poll: **Best** musicphone in 2010

Best sound **experience** is the Nokia N8 in my opinion.

Date: [12/07/2010](#)

Title: 50 Hours Of Music On The Nokia N8 [susan hargreaves]

Snippet: They look for phones that can **allow** them to **enjoy** more from their music. This is exactly what the Nokia N8 has to offer. All of the phones today **allow** you to playback your music. This means that you can take your music anywhere you go

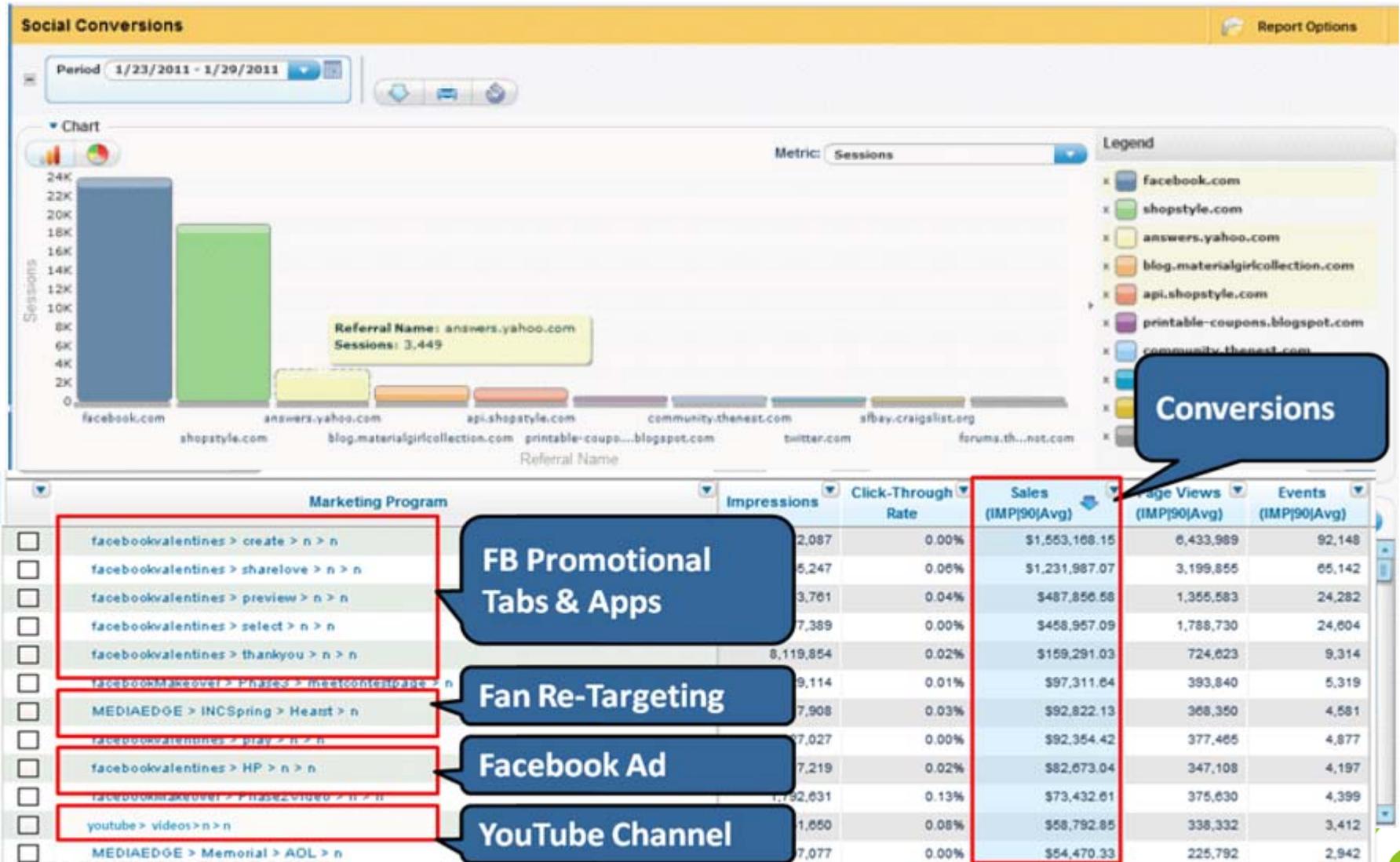
- ✓ **Good Music experience**
- ✓ **Good Music player**

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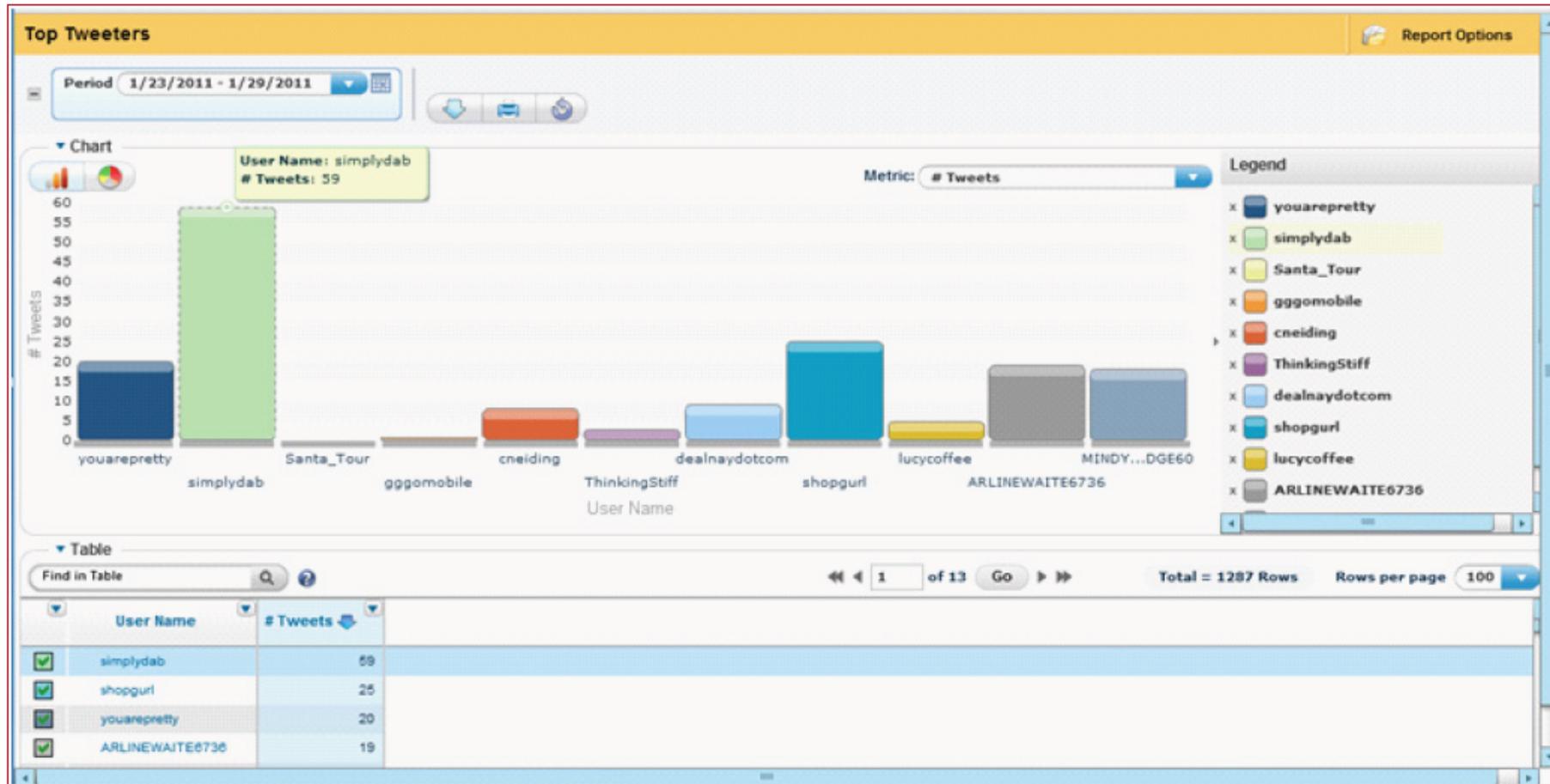
NOKIA
Connecting People



Monitor and Analyze "Own" Social Analytics and ROI



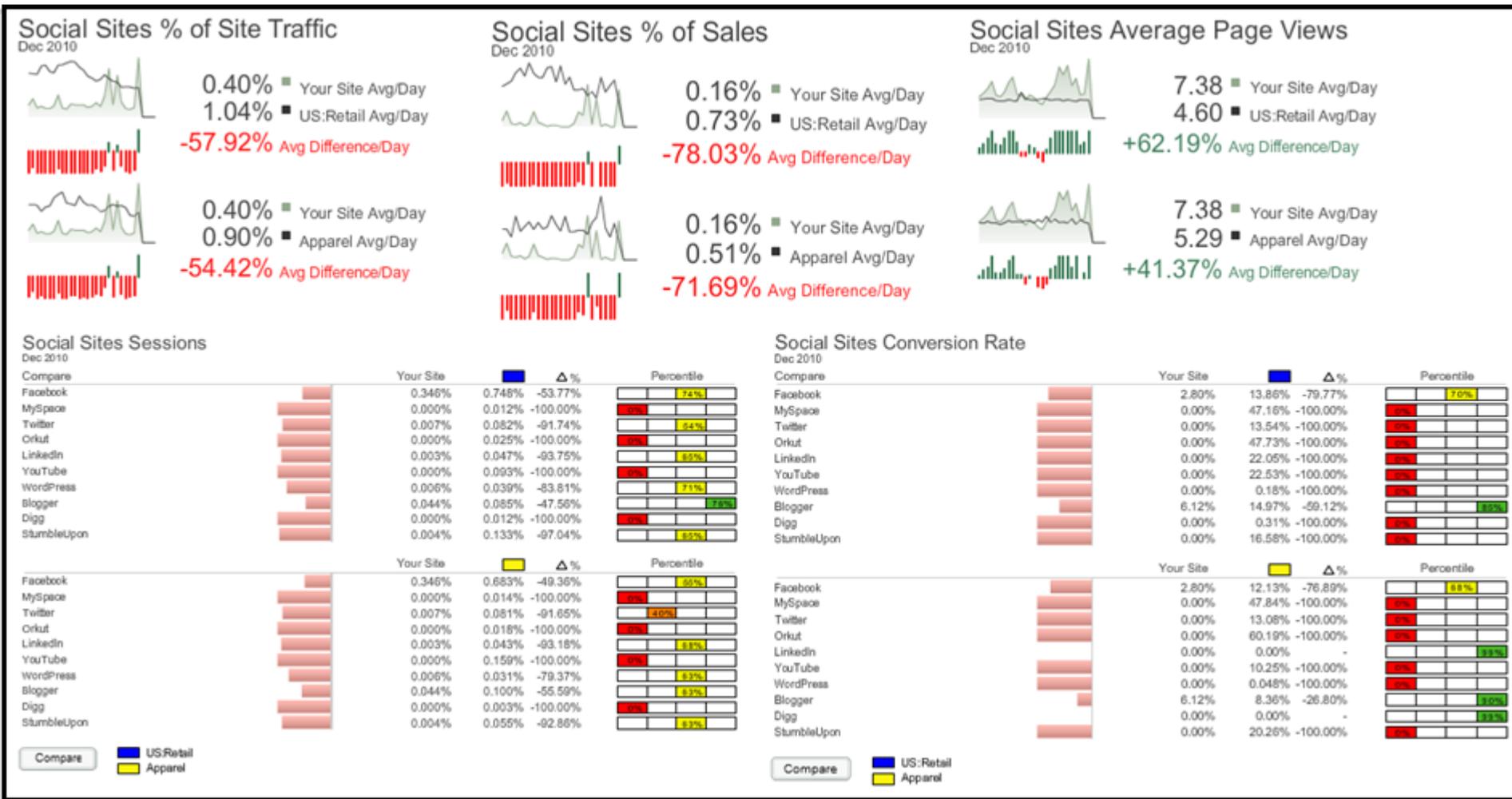
Track and converse with top brand tweeters to increase engagement and loyalty



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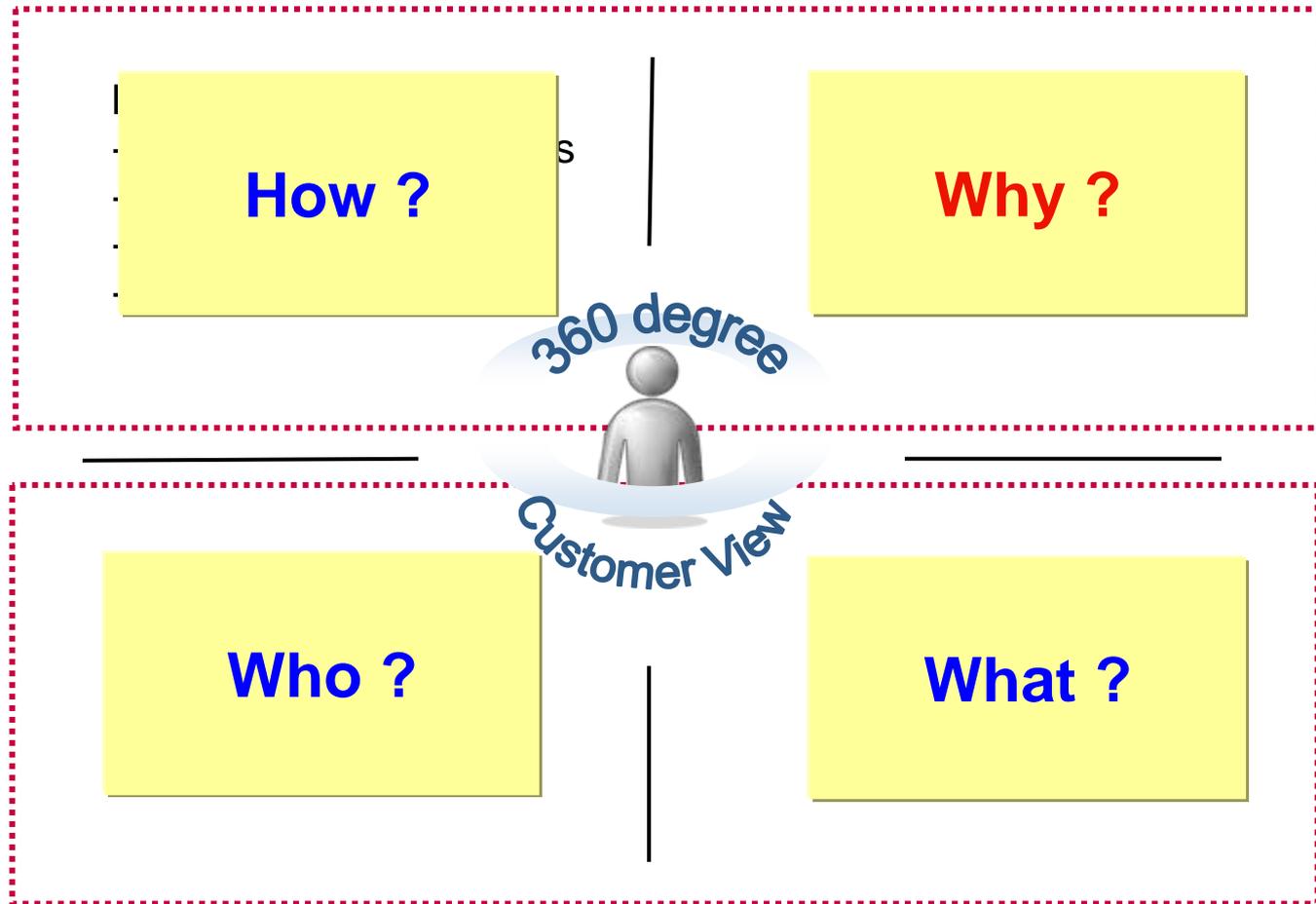
Social Analytics Benchmark Dashboard



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Social Media Analytics – 360 degree view on your customers



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Thank You

Samson Tai
Chief Technologist, IBM Innovation Network

