

Social Influence Marketing

The Opportunity for the Road Industry

Siobhan McKelvey
Marketing Manager
Nynas Bitumen

IRF Lisbon Congress

26th May 2010



Officially, social media is "an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio."

<http://www.wikipedia.org>



What is SIM?

- Evolution of advertising, marketing & PR
- B2B, B2C >>> **C2C**
- The conversation economy
- Influencing the influencers
- Directly engaging the general public



SIM Objectives

Attention

Interest

Interaction

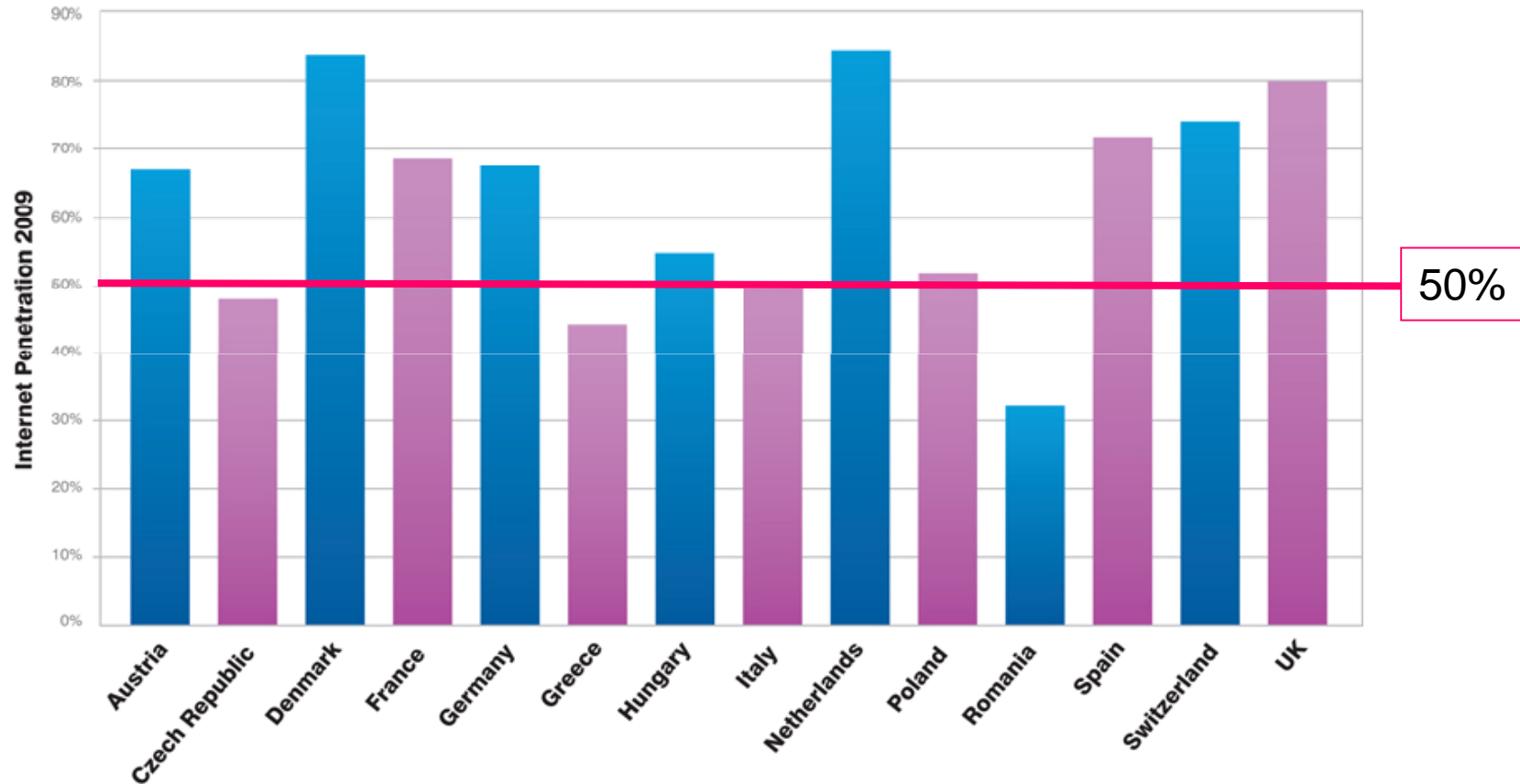
Word of mouth

Action



2000 : 35 M users
2009 : 425 M users

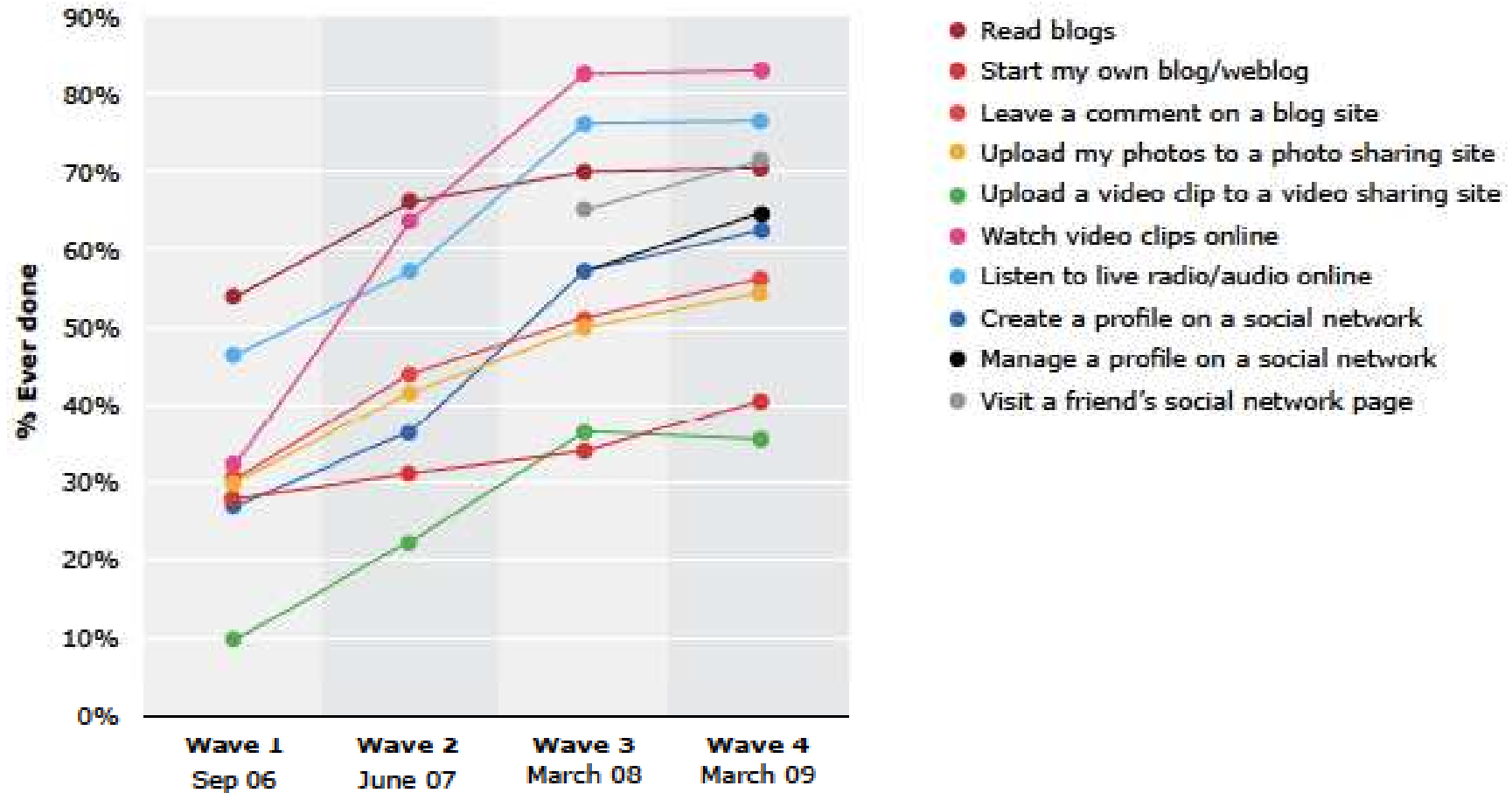
Internet usage (%) Europe



Source: Internetworldstats.com March 2009



Use of Social Media in Europe



Source: Universal McCann Social Media Tracker 2009





Obama & Social Influence Marketing

- **Introduced SIM to the masses**
- **Credited with using SIM to engage vast sections of the general public**
- **“Social media won the election for Obama”**

- **How did he do it?**
 - My.BarackObama.Com
 - Social networking – Facebook
 - YouTube (video)
 - Flickr (images)
 - Twitter (microblogging)
 - Mobile (iPhone app)



My.BarackObama.Com

The screenshot shows the homepage of My.BarackObama.Com. At the top, there is a navigation bar with the text "Get Local! Create Your MyBO Account (or Login)" and input fields for "Email Address" and "Zip Code", along with a "Get Started" button. Below this is the "ORGANIZING FOR AMERICA" logo and a quote from Barack Obama: "I'M ASKING YOU TO BELIEVE. Not just in my ability to bring about real change in Washington ... I'm asking you to believe in yours." To the right, there is a "GET EMAIL UPDATES" section with input fields for "Email Address" and "Zip Code", and a "SIGN UP" button. A horizontal menu contains links for "ABOUT OFA", "ISSUES", "VOLUNTEER", "OFA BLOG", "STORE", and a prominent red "DONATE NOW" button. The main banner features the text "BECAUSE IT'S ABOUT YOU" in large white letters, with a photo of a man holding a sign. Below the banner, there is a section titled "Join Millions of Americans Calling for Change Using Our Online Tools" with two bullet points: "Find an event near you" and "Join a local organizing group". To the right of this section is a "Login To Your Account" box with input fields for "Email:" and "Password:", and a "Remember Me" checkbox.



My.BarackObama.Com

- Bespoke social network – created an environment to bring supporters together – and to debate positively with opponents
- **More than 1 million members at the time of the election**
- Control and influence dialogue – fight the smears/negativity
- Share campaign messages on a massive scale
- Get people involved – put people at the heart of campaigns
- Empowerment – freedom to create your own content
- Rallying tool – get people to ACT
- Effective fundraising tool
- In Obama’s own words, this social network was:

“...the largest grassroots campaign in history”



Other Obama SIM activity



facebook

Number of fans on election day = 3 million
Active engagement by Obama's team



twitter

Campaign conversations
Personal tweets from Obama
Most popular person on Twitter at time



You Tube

Channel views = 19,865,534
Bespoke official videos from Obama
User create videos – army of supporters creating own video content – for free!



flickr

Behind the scenes exclusive footage
Encourage sharing of images, comments and recommendation
User's photo's of themselves campaigning



Initial research

Conversations about roads in social media



Research aims

Aims

- Identify: Who, What, Where, How
- Understand the potential for SIM

Methodology

- In-depth analysis of the online social media environment
- Variety of established search tools
- Three sample countries: France, Germany and UK



Research Summary



Differences

- Some significant differences in local social media conversations between the France, Germany and the UK.
- Reflected in different spend on infrastructure/maintenance:
 - UK sees more activity, campaigning and anger
 - France enjoys a relatively 'quiet' chatter about roads
 - Germany is somewhere in between, varies vastly locally and nationally

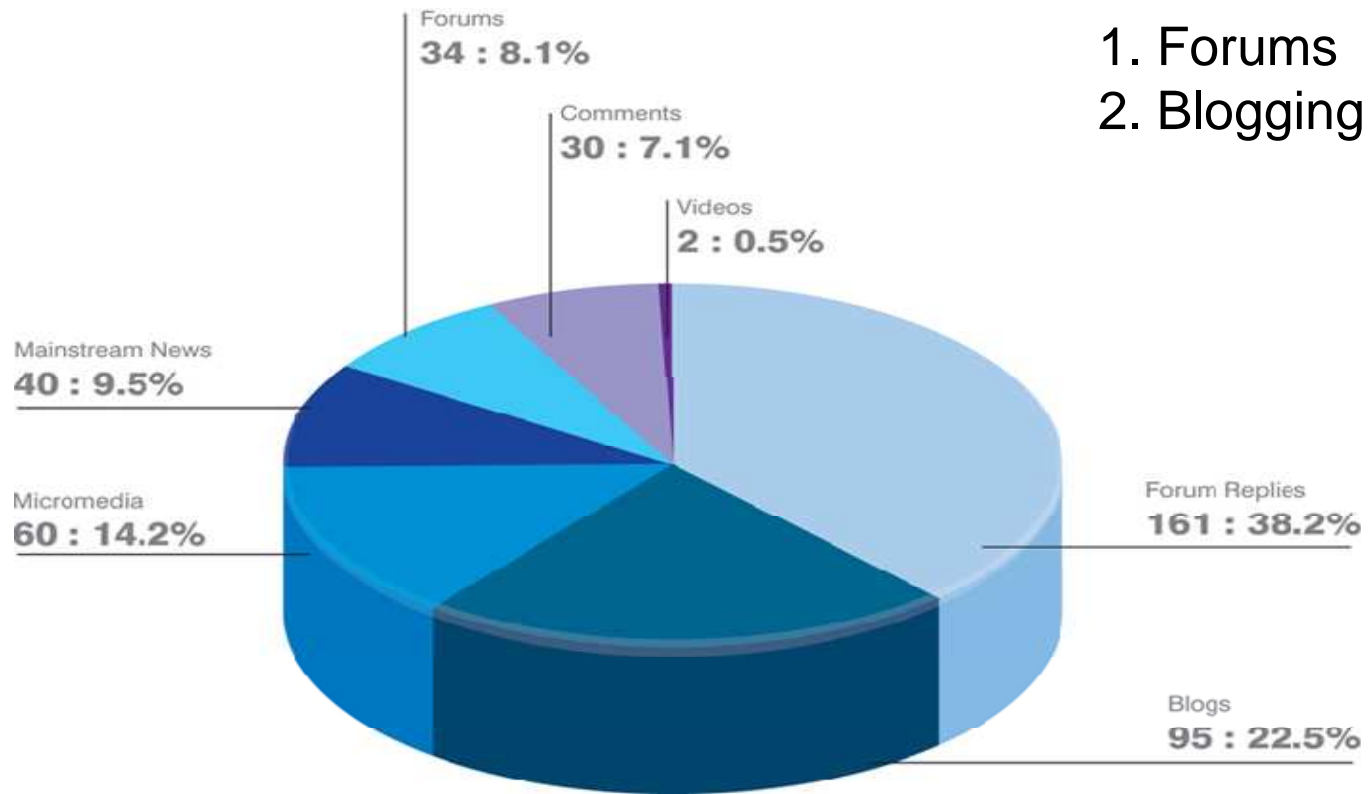


Consistencies

- Image: Poor roads/potholes were seen as a 'fact of life'
- Association: People associated compensation for damage or accidents related to roads
- Messages: Call for more spend on roads appears limited! (potential opportunity)
- Activities: Significant activity around local road conditions (especially in UK/Germany)
- Platforms: Similarities with the Social Media Toolkits used
- Learning curve: Similarities in the levels of Social Media Sophistication



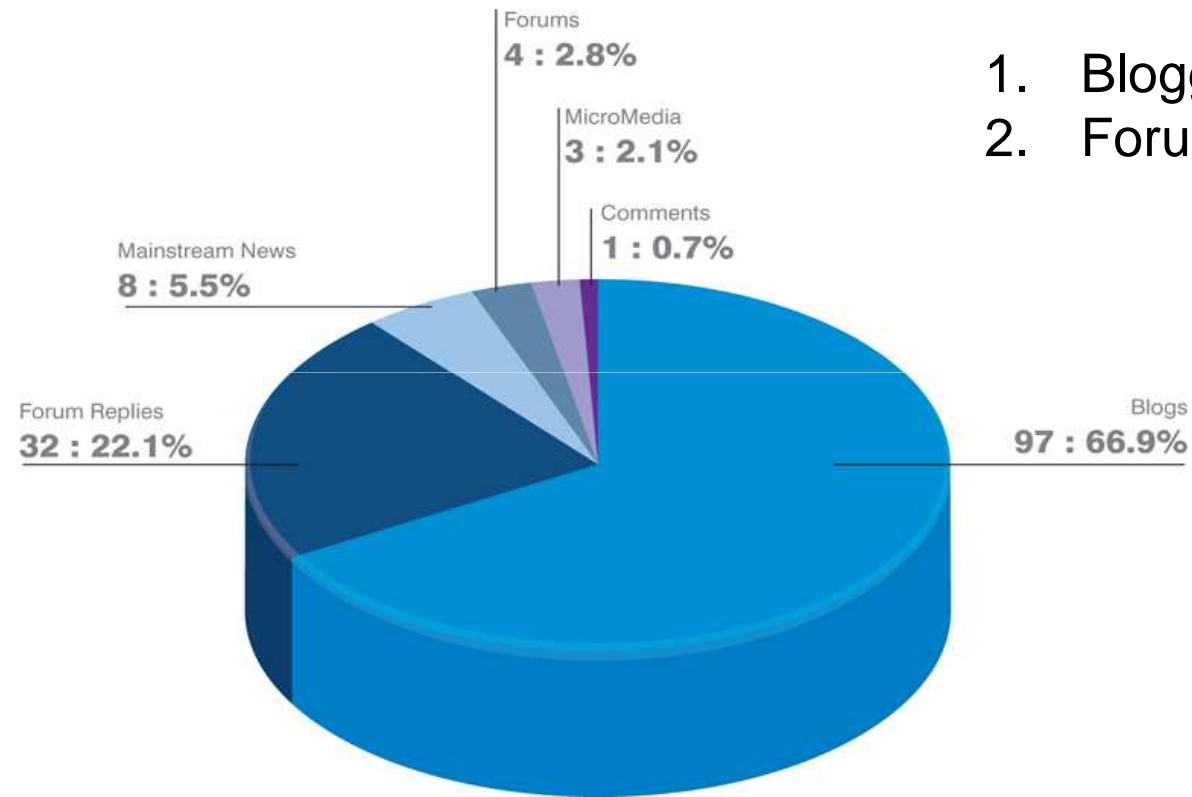
UK online media



1. Forums
2. Blogging



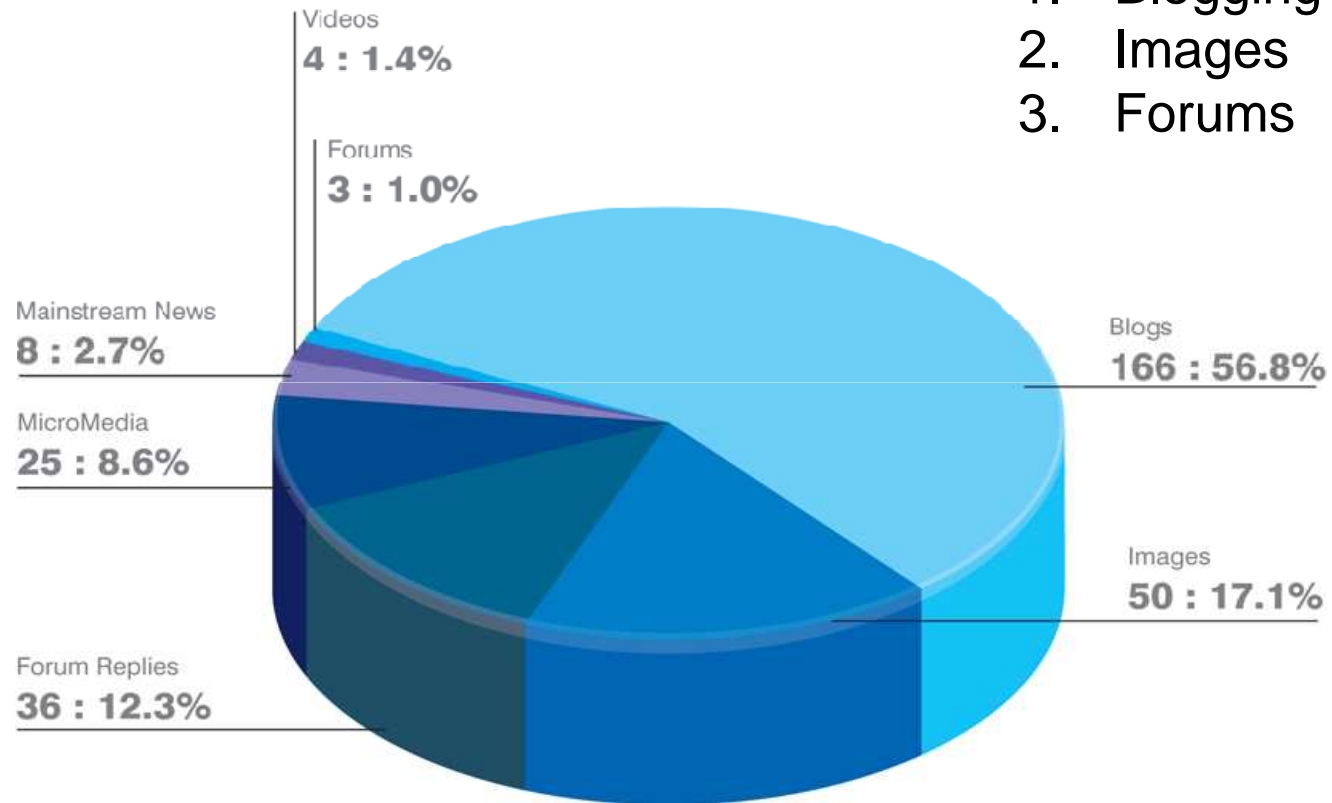
France online media



1. Blogging
2. Forums



Germany online media



1. Blogging
2. Images
3. Forums



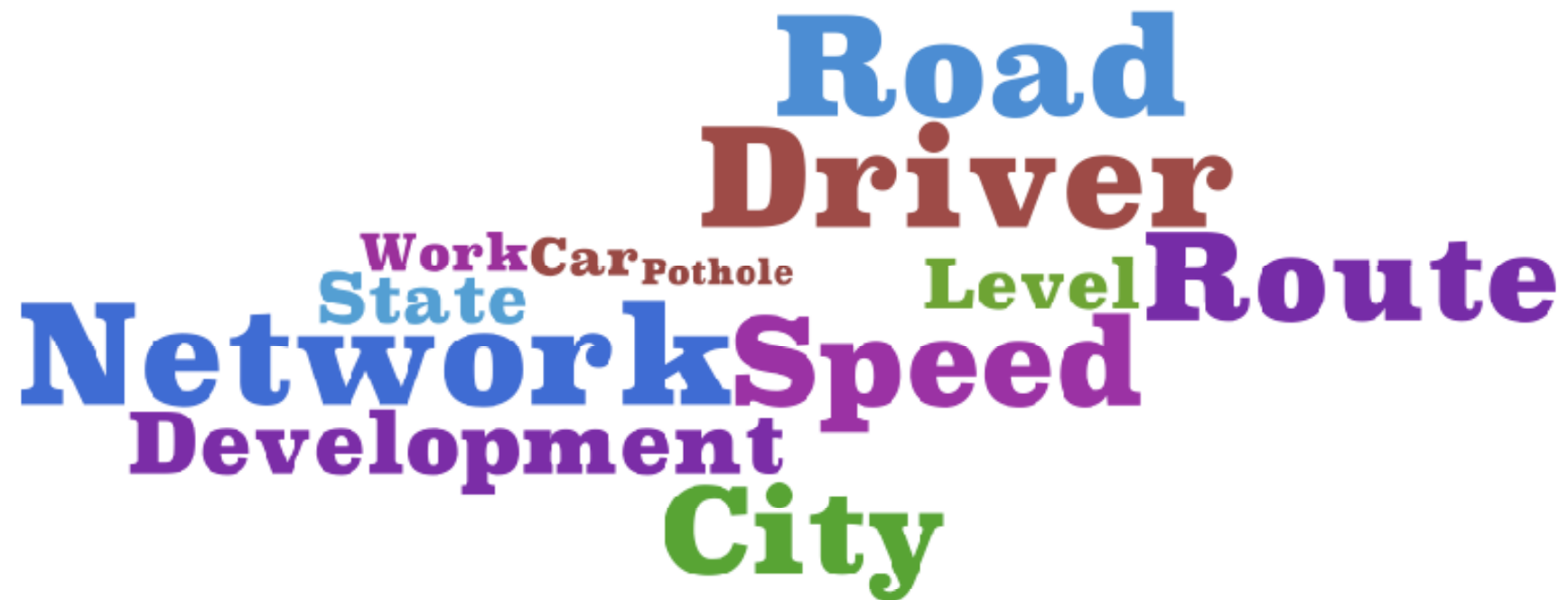
Germany conversation cloud



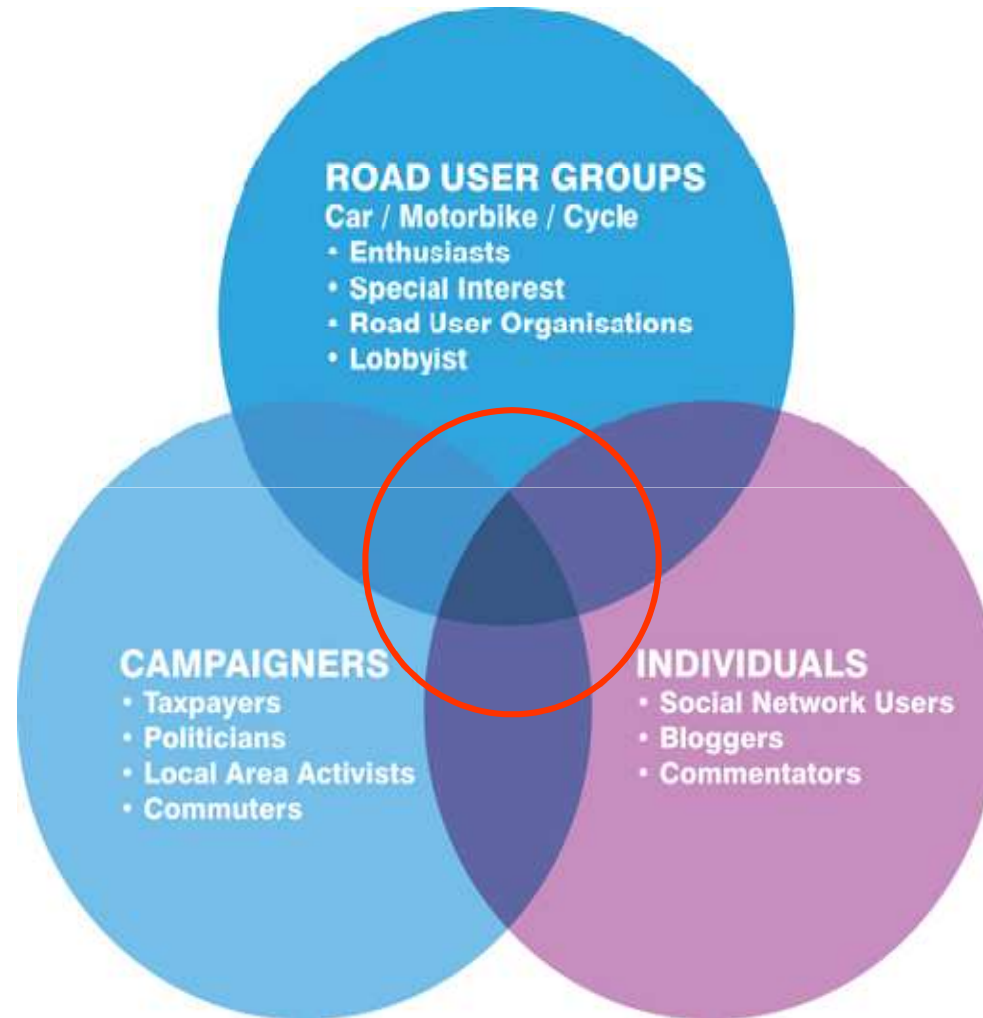
UK conversation Cloud



France conversation cloud



Audiences



Overall Conclusion of Research

- General public is using social media as a platform to talk about Roads and formulate opinions
- Appears to be no central forum existing for managing conversations about and the image of Roads



SIM: Opportunities for the Road Industry?

1. Organise and positively influence the debate about roads and road maintenance in social media
2. Build engagement among existing (e.g. industry) audiences as well as new influencing audiences such as the mass general public
3. Create 'brand loyalty' to create positive action among new audiences



Let's talk more about roads!

