Social Influence Marketing
The Opportunity for the Road Industry

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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
Social Influence Marketing (SIM)
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
Internet usage (%) Europe

- 2000: 35 M users
- 2009: 425 M users

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

ORGANIZING FOR AMERICA

“IM ASKING YOU TO BELIEVE.
Not just to deny ability to bring about
real change in Washington. I’m
asking you to believe in yours.”
BARACK OBAMA

BECAUSE IT’S ABOUT YOU

Join Millions of Americans Calling for Change Using Our Online Tools

- Find an event near you
- Join a local organizing group

Login To Your Account

Email: 
Password: 

DONATE NOW
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

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

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

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

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

- Mainstream News: 40 (9.5%)
- Micromedia: 60 (14.2%)
- Videos: 2 (0.5%)
- Comments: 30 (7.1%)
- Forums: 34 (8.1%)
- Forum Replies: 161 (38.2%)
- Blogs: 95 (22.5%)
France online media

1. Blogging
2. Forums
Germany online media

1. Blogging
2. Images
3. Forums
Germany conversation cloud

Keywords:
- Build
- Destroyed
- Proximity
- View
- Within
- Poor
- Price
- Target
- Life
- Last
- Road
- Location
- Degree
- Changed
- Position
- Minor
- Stand
- Pothole
UK conversation Cloud

Potholes, Pothole, Work, Council, City, Good, Bad, Speed, Time, Bike, Repairs, Hit, Money, Hole, Wheel, Drivers, Problems, Drive, Local
France conversation cloud
Audiences

ROAD USER GROUPS
Car / Motorbike / Cycle
- Enthusiasts
- Special Interest
- Road User Organisations
- Lobbyist

CAMPAIGNERS
- Taxpayers
- Politicians
- Local Area Activists
- Commuters

INDIVIDUALS
- Social Network Users
- Bloggers
- Commentators
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!