



Sheetz Discovery Workshop

Presentation Notes

March 11, 2010

Presentation Notes

1. Introduction

- a. Vestor Logic & Tim Miner (slide #2)
- b. Vestor Logic acts as change agent and accelerates the learning curve for companies like Sheetz (slide #3)
 - i. We are not loyal to specific platforms (think Facebook and Twitter) or specific tactics but rather on the emerging technologies that continue to enter the fray and the ways that your consumers are using those technologies
 - ii. Agencies like Vestor Logic must be platform and tactic agnostic and companies like Sheetz need to remain open to rapidly adopting the new technologies as they emerge
 - iii. Growing brand strength now means a long term commitment to relationship building, both offline and online
 - iv. Consumers are not just influencing short-term opinions about brands - they are affecting brand reputations long-term with their digital footprints
 - v. Companies and agencies need to establish relationships with consumers where they are spending their time – we must go to them!
 - vi. Social media engages consumers throughout the marketing funnel (advertising, sales, customer service, etc.), simultaneously in real time
 - vii. Vestor Logic excels at using the Internet as a complement to traditional research tools to mine the consumer insights that inform brand strategy and fuel continuous improvement of marketing programs

2. Today's objectives (slide #4)

- a. Bring everyone up to speed on social media so we are speaking in the same terms
- b. Survey what your peers and competitors are doing in the social space
- c. Discover the types of conversations that your customers are having right now about your brand
- d. Begin to define an overall strategy and set of key objectives for your social media activities
- e. Craft a list of possible social media initiatives that might compliment your existing business process

3. What is social media? (slide #5)

- a. What makes a website social? (slide #6)
 - i. Interaction or dialogue (think blog comments or Twitter)
 - ii. User-created content (think "upload" or YouTube/Flickr)
 - iii. Profile-centric (think photo, bio, interests or Facebook)

2. Who are the big players?

- a. Facebook (slide #10)
 - i. Stats from the Facebook [Press Room page](#)
 1. More than 400 million active users

2. More than 470,000 new members join every day
 3. 50% of active users log on to Facebook in any given day
 4. More than 60 million status updates posted each day
 5. More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
 6. Average user has 130 friends on the site (slide #11)
 7. Average user spends more than 55 minutes per day on Facebook
 8. Average user clicks the Like button on 9 pieces of content each month
 9. Average user writes 25 comments on Facebook content each month
 10. Average user becomes a fan of 4 Pages each month
 11. Average user is a member of 13 groups
 12. There are more than 100 million active users currently accessing Facebook through their mobile devices. (slide #12)
 13. People that use Facebook on their mobile devices are twice more active on Facebook than non-mobile users.
 14. There are more than 200 mobile operators in 60 countries working to deploy and promote Facebook mobile products
- c. Twitter (slide #13)
- i. Stats from About.com article [Twitter Statistics](#)
 1. 18 Million Users in 2009 (est. 26 million in 2010)
 2. 60% of Twitter users abandon their accounts within their first month of use
 3. Twitter's retention rate is only 40% compared to MySpace and Facebook who enjoy a 70% user retention rate
 4. 50 million tweets per day or 600 tweets per second! - courtesy of the [Twitter Blog](#)
 5. 75% of twitter activity comes from 5% of the users!
- d. YouTube (slide #14)
- i. Stats from the YouTube [Fact Sheet](#)
 1. People are watching hundreds of millions of videos a day on YouTube and uploading hundreds of thousands of videos daily. In fact, every minute, 20 hours of video is uploaded to YouTube.
 - ii. [Top Video Sharing Sites](#) by Anand
 1. 6.6 billion videos streamed
- e. Flickr (slide #15)
- i. Current stats from the Flickr.com [home page](#)
 1. 5111 uploads in the last minute
 2. 71,248 things tagged with “jump”
 3. 2.4 million things geotagged this month
 - ii. [Photo Sharing Site Flickr's Growth Timeline](#) by Anand
 1. Reached 4 billion uploads : October 12, 2009
- f. WordPress (slide #16)
- i. From the [Stats page](#) on WordPress.com
 1. Over 18 million WordPress publishers
 2. 259,255 new posts and 348,141 comments today on WordPress.com
 3. 220 million people visit one or more WordPress.com blogs every month, and they view over a billion pages on those blogs
 4. Tens of thousands of new WordPress blogs are created every day
4. How many “social” sites exist on the web?
5. What's next? (slide #17)
- a. Facebook Connect (slide #20)
 - i. Facebook Connect allow users to “connect” their Facebook identity, friends and, privacy to any website. Learn more [here](#).

- ii. The following stats on Facebook Connect can be found on the Facebook [press page](#).
 - 1. More than 60 million Facebook users engage with Facebook Connect on external websites every month
 - 2. More than 80,000 websites have implemented Facebook Connect since its general availability in December 2008
 - 3. Two-thirds of comScore's U.S. Top 100 websites and half of comScore's Global Top 100 websites have implemented Facebook Connect
 - b. Google Friend Connect **(slide #21)**
 - i. Google Friend Connect allows any website manager to add a snippet of code to his or her site and get social features up and running immediately without programming – picking and choosing from built-in functionality like user registration, invitations, members gallery, message posting, and reviews, as well as third-party applications built by the OpenSocial developer community.
 - 1. Learn more about Google Friend Connect [here](#).
 - ii. Since the public beta launch in December 2008, Google Friend Connect has grown to more than 8 million websites a month spread across what are estimated to be hundreds of millions of users.
 - 1. Source: [“The Story of Google Friend Connect: Google Cambridge’s First Wholly Home-Grown Product”](#) by Robert Buderer 11/3/09
6. How are your competitors and peers using social? **(slide #22)**
- a. Pepsi
 - i. Social Footprint **(slide #23)**
 - 1. Twitter
 - a. Pepsi's [main Twitter account](#) has nearly 23,000 followers and is dedicated to the Pepsi Refresh Project
 - b. Pepsi also maintains Twitter accounts for specific brands like [Mountain Dew](#) which has over 20,000 followers, [Gatorade](#) with more than 4500 followers, [SoBe](#) which has nearly 3000 followers, and [Sierra Mist](#) with more than 450 followers.
 - 2. Facebook
 - a. Pepsi's primary Facebook page is the fan page for the [Pepsi Refresh Project](#) with more than 600,000 fans
 - b. The page houses more than 325 fan photos and active Discussions including one on Throwback with more than 350 comments
 - 3. YouTube
 - a. The [Pepsi YouTube Channel](#) is anchored by their most recent commercial pitching the Pepsi Refresh Project which has been viewed more than 106,000 times with over 320 comments and has been “Favorited” more than 610 times
 - b. The Channel has more than 7000 subscribers, nearly 2000 comments, received more than 500,000 channel views and more than 4.1 million upload views
 - ii. The Pepsi Refresh Project
 - 1. For the first time in 23 years, Pepsi will not have any ads in the Super Bowl. Instead, the company will be spending \$20 million on a social media campaign it's calling The Pepsi Refresh Project. **(slide #25)**
 - 2. ABC News notes that Pepsi spent \$142 million on Super Bowl ads over the last decade.
 - 3. Rather than spending money on a Super Bowl ad, Pepsi will launch the Pepsi Refresh Project on January 13, 2010. At that time, users can submit their ideas to Pepsi for ways to refresh their communities,

making the world a better place. Each month, Pepsi will award grants up to \$1.3 million to the winning ideas across six categories, including: Health, Arts & Culture, Food & Shelter, The Planet, Neighborhoods and Education. (slide #26)

4. Finalists for the Pepsi Refresh Project for February 2010 (slide #27)

b. Whole Foods

i. Social Footprint (slide #28)

1. Twitter

- a. [Dedicated page](#) on their website with embedded Twitter Stream that serves as a directory of all Twitter accounts
- b. Main account ([@wholefoods](#)) has more than 1.75 million followers
- c. Accounts for product lines like cheese ([@WFMcheese](#)) and wine ([@WFMwineguys](#)) as well as one for recipes ([@WholeRecipes](#)) that serves as an automated feed for recipes
- d. Hundreds of accounts for stores and geographies

2. Facebook

- a. [Dedicated page](#) on their website with embedded Fan Box that serves as a directory of all Facebook pages
- b. Main fan page has more than 208,000 fans
- c. Separate Fan Pages for each location – Pittsburgh location has nearly 1000 fans
- d. There are hundreds of location Fan Pages covering 36 states plus the UK and Canada

3. Flickr

- a. Whole Foods [Flickr Stream](#) with more than 6500 photos organized by events and locations using sets
- b. They have “Favorited” 125 photos from other people that are tagged “Whole Foods”

4. YouTube

- a. [Custom channel](#) that stores the videos that they embed on their blog containing more than 240 videos
- b. Currently has more than 1150 subscribers and has garnered more than 39,000 channel views and 862,000 upload views

5. Blog

- a. [Serves as the hub](#) in their content strategy
- b. 33 contributors from all corners of the company
- c. Prominent links out to their social outposts on Facebook, Twitter and Flickr
- d. Video archives powered by [YouTube](#) with hundreds of videos organized into categories or series including “The Secret Ingredient”, “Producer Profiles” and “Whole Earth Generation – User Submissions”
- e. Podcast archives covering “natural body care and supplements”

ii. “This is my year to...” Campaign (slide #29)

1. “The effort encourages shoppers to either Know Where My Food Comes From, which will direct funds to the Non-GMO Project; Choose Organic, with the goal of increasing the current market for organic food from 3% to 10% by the end of 2010; or Share My Plate, which provides sustainable food for needy people.” - from the article by [Sarah Mahoney](#) "[Whole Foods Market Launches New Giving Effort](#)"
2. “The effort will funnel \$10,000 each to the three groups, with an additional \$10,000 to the group that gets the most votes on Facebook's

thisismyyear to page. Marketing partners include *Health Magazine* and Odwalla juices." - from the article by [Sarah Mahoney](#) "[Whole Foods Market Launches New Giving Effort](#)"

3. Tweet from @wholefoods on March 5, 2010: [@VestorLogic](#) The organization that received the most votes & the double donation was the Non-GMO Project. (slide #30)

c. Subway

i. Social Footprint (slide #31)

1. Subway uses a secondary site called [Subway Freshbuzz](#) as it's hub for social media efforts and dedicated pages for their celebrity endorsements and the ongoing campaign with MTV
2. Twitter
 - a. The [Subway Twitter account](#) has more than 17,000 followers and their tweets focus on promoting the interactive elements on their Facebook page and website including the games and polls
3. Facebook
 - a. The [Subway fan page](#) advertises a contest for free subs for a year, a special offer, and a poll to vote for America's Favorite Footlong
 - b. The page has over 548,000 Fans and includes fan photos and videos as well as an active discussion page
4. Subway Mobile (slide #32)
 - a. They have created a [mobile site](#) that allows anyone to use their smartphone to search for a location near their current location and view the menu right on their phone

ii. [Subway FreshBuzz](#) Campaign with MTV (slide #33)

1. Subway and MTV are teaming up to promote emerging artists that might not otherwise have the chance to showcase their talents. The project features profiles and exclusive content from 20 up-and-coming artists, comedians, and musicians, leveraging a mix of social media tools including [Twitter](#), [Facebook](#), and [an interactive microsite](#).

d. Starbucks

i. Social Footprint (slide #34)

1. Twitter
 - a. The [main Starbucks Twitter](#) account has nearly 800,000 followers and is an active discussion with its fans with more than 4500 tweets
2. Facebook
 - a. The [Starbucks Fan Page](#) has more than 6 million fans and more than 2600 fan photos showing their product
 - b. The main fan page has an app called Around the World that allows fans to visit the various country fan pages around the world
 - c. The US fan page also has an active Discussion board with nearly 1000 active topics
 - d. Starbucks has created an app for their Via product line that allows fans to share their opinions and photos about the product
 - e. There is also an active polling application that has three active questions with more than 750,000 votes, more than 20,000 "Likes", and nearly 15,000 comments
3. Flickr
 - a. Starbucks has largely overlooked Flickr, but its fans have not

- b. The [Starbucks Coffee Company Flickr stream](#) has 3500+ members, 3700+ submissions by members, 60+ active discussions, and more than 3500 fans
 - c. The [Starbucks Flickr stream](#) has 5100+ members, 14,000+ submissions by members, and 130+ active discussions
 - d. Most of the images are member submissions of their products
 - e. Starbucks recently rolled out an underground offline movement to encourage more activity on these streams by staging contests for things like the first image of a new marketing poster or the first store to be decorated for a specific holiday
4. YouTube
- a. The [Starbucks YouTube Channel](#) has 5600+ subscribers, 400+ channel comments, 300,000+ channel views, and more than 4.5 million upload views
- ii. My Starbucks Idea ([slide #35](#))
- 1. [My Starbucks Idea](#) is consumer portal powered by Salesforce where Starbucks customers can share ideas or suggestions they have about how to improve “the Starbucks experience”
 - 2. The [Ideas in Action blog](#) provides a different perspective than MyStarbucksIdea site by showing how each idea was considered, what was implemented and how it is performing in the real world integration across the Starbucks network of stores ([slide #36](#))
 - 3. Dedicated [Twitter account](#) with more than 12,000 followers
 - 4. As of Nov 2009, Starbucks had implemented more than 50 ideas generated from the campaign including splash sticks and Gold Cards
 - 5. From the March 2008 launch of MyStarbucksIdea to Nov 2008
 - a. 3 million unique visitors
 - b. 60,000 ideas submitted
 - c. 100,000s of comments
 - d. 460,000 votes
 - e. 2,500 moderator comments
 - f. Full blog post Christopher Lynn [here](#)
- e. Dunkin Donuts
- i. Social Footprint ([slide #37](#))
- 1. Twitter
 - a. The [DD Twitter account](#) has more than 46,000 followers and more than 4000 tweets – a very active stream
 - b. They launched their [month-long contest Twinter Games](#) in January 2010 to build engagement in a fun way
 - 2. Facebook
 - a. Their [Fan Page](#) has more than 1.1 million fans and offers weekly news and promos
 - b. DD also created a [freaky like espresso bean app](#) that allows fans to share the page with their friends
 - c. The page has more than 2000 fan photos and 240 active discussions on the board
 - 3. YouTube
 - a. The [DD YouTube Channel](#) has a featured video promoting the “Create Dunkin’s Next Donut” contest

- b. The channel has 18 videos, 2000 subscribers and has had 355,000+ channel views with more than 915,000 upload views since 2006
 - c. Not much customization has been done with the page and the layout is poor with no custom background
 - ii. Yeddi of the Week Campaign (slide #38)
 - 1. The competition invites the fans of the brand to post a photo of them with the drink on the Facebook Fan Page in order to enter a competition for a daily giveaway. The participants also have to post the photo on their profile and hope that they will be the lucky winners chosen by Dunkin' Donuts. See full case study by BetaLabs [here](#)
 - 2. This competition helped to grow their Facebook Fan base from 800,000 to more than 1.1 million strong
 - iii. "Create Dunkin's next donut" contest (slides #39-40)
 - 1. Launched in 2009 generating more than 130,000 donut submissions and 174,000 votes
 - 2. The contest is running again this year and ends March 8 – contestants can create their own on this [dedicated page](#)
 - 3. Each of the 12 finalists will also get a \$1,200 cash prize, a year's worth of donuts, a Flip HD camcorder and a trip to Dunkin' Donuts University to bake their donuts and meet with chefs. The grand prize winner takes home \$12,000 and will have the honor of seeing their donut sold in stores for a limited time. See full article from Mashable [here](#).
 - 4. 2009 results of the contest
 - a. 130,000 "Create Dunkin's Next Donut" donut submissions
 - b. 218,000 total donuts created
 - c. 25,000 donuts posted to Facebook
 - d. 174,000 votes
 - e. 269,000 more donuts created after the promotion was over