

the social mobile revolution: earning trust, building loyalty, growing engagement

by aliza sherman

&

the wine  sisterhood





The Social Mobile Revolution:

EARNING TRUST, BUILDING LOYALTY,
GROWING ENGAGEMENT

There is no denying that handheld mobile devices have forever changed our lives, the way we communicate, and the way we work. We are clearly in a new age of connectivity and access to information.

So what does this mean to each of us? And how can we leverage this new social mobile landscape for our business and brands?

This handbook is your quick guide to not only some of the most popular and potentially useful social mobile applications for smartphones, but also to put into perspective how to select the right tools to use and how to use them well. For every application recommended, you'll find a list of things to consider so you incorporate new technologies in more sensible, practical and manageable ways.

the wine  sisterhood

winesisterhood.com





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Our Changing Social Landscape

SOCIAL STATS

- 90% of all purchasing decisions start on the Internet.

Retrevo

- 58% Twitter users & 53% Facebook users said they are likely to purchase a product after following a company or product.

ROI Research

Just as we all wondered in the 1990s just how we'd ever benefit from the Internet and websites, these days we're often thinking the same thing about mobile apps. In between, we probably never imagined how popular and enormous Facebook (over 845 active users) and Twitter (over 300 million users) would become.

The way we communicate and exchange information today is very different today than it was 10, even five years ago. The way we market today is vastly different as well. So how do we keep up with these rapid changes in technology to achieve our business – and personal – goals?

The first part to dealing with rapid change is to be grounded in sound principles that underpin your online interactions. Whether you draw from the Golden Rule or have your own set of values that inform your communications, take time to write them down.

The Wine Sisterhood community guidelines are based on courtesy, responsibility, and open and truthful communications. We even post these online for our community members to see.

What are your values?



Benefits of Social Media

Social networks, tools and platforms can provide us with the technical side of connecting with others, but how we use the technology and how we present ourselves to the public online matters. Used properly, the online communities formed in social networks and through other social tools can be effective for:

- Branding
- Loyalty and
- Customer Service.

But is up to each of us to interact well in order to earn trust; strengthen customer loyalty; and stimulate engagement with our customers and potential customers.

Start with an overarching strategy and lay out a thoughtful plan for using social media marketing to establish the building blocks for how you communicate and interact online. If you're looking to position your company using social tools, be prepared for a new kind of customer interaction, one that often requires real-time response in the places and spaces online where consumers are active and comfortable. Effective engagement with your friends, fans and followers can bring you new consumer insights that can help your ongoing R&D, marketing and sales efforts.

By May 2011, nearly 7 in 10 online women were users of social networking sites (69%), compared with 6 in 10 online men (60%).

Women (48%) were also more active in their use of these sites than men (38%).

Pew Internet



3 STEPS TO BEING SOCIAL

- Listen
- Respond
- Reach Out

Good Social Behavior

In a sense, you're on the turf of your customer when trying to communicate with them in the social networks that were originally made for social interactions. So while you have your marketing and sales goals and your business agenda, always remember that if you push your messages without acknowledging the needs and wants of your customers, your messages could fall flat.

While there are people out there who love a special, discount, and coupon, unless that is the crux of your business such as a daily sale service, communications around promotions isn't sustainable. If you're looking to reach women online, strike a balance between:

- Inspiration
- Education
- Engagement

Then spice up that recipe with specials, discounts and coupons as goodies or rewards for loyalty and participation.

Look for ways to tell your story – and provide a platform for others to tell their stories. This can be in the form of questions, polls and surveys or even contests where providing information and telling stories – in words, images or video – creates excitement and stimulates engagement.



The New Social Mobile

With the rapid adoption of mobile devices including smartphones and tablet computers, the connected way we've been communicating through social networks has once again been transformed. Social networks are now available to us anywhere and on-the-go through our mobile gadgets.

Not only can we access Facebook and Twitter from our phones, but additional communities are growing through mobile apps from Foursquare, Instagram and Pinterest to Corkbin, Foodspotting, Glmps, and Trover.

Why would you want to use these applications when you already have Facebook and Twitter? Because social mobile apps can be:

New touchpoints – Smartphones provide new ways to be in contact with customers. This presents new considerations for communicating including the frequency of your messages as well as the tone and reasons for posting.

Intimate connections – What could be more intimate and personal than communicating on a handheld device, something people carry with them, often on their person?

Omnipresence – Many people have their smartphone with them nearly all day and even through their evenings and into

STORYTELLING THROUGH IMAGES



GLMPS

SHARING A SENSE OF PLACE





93% of women surveyed feel they would be lost without their mobile device.

MiBuys, May 2010

the night. It isn't uncommon to hear about people who keep their smartphones by their bed and reach for it the moment they wake.

In-the-moment – Apps are at people's fingertips on their smartphones and portable tablet computers. You can use social mobile apps for real-time communications from event locations to share experiences with your customers.

Content generators – Using social mobile apps produces varied multimedia content (photographs and video) that can be leveraged in different social networks and even on your website. Most of these apps let you at least post to Facebook and Twitter and some also post to other sites such as Flickr, Tumblr and Posterous.

Conversation sparks – People love images and video so cross posting your updates can prove to be compelling conversation starters, even on Facebook and Twitter. Your social mobile posts add color and interest to your updates.

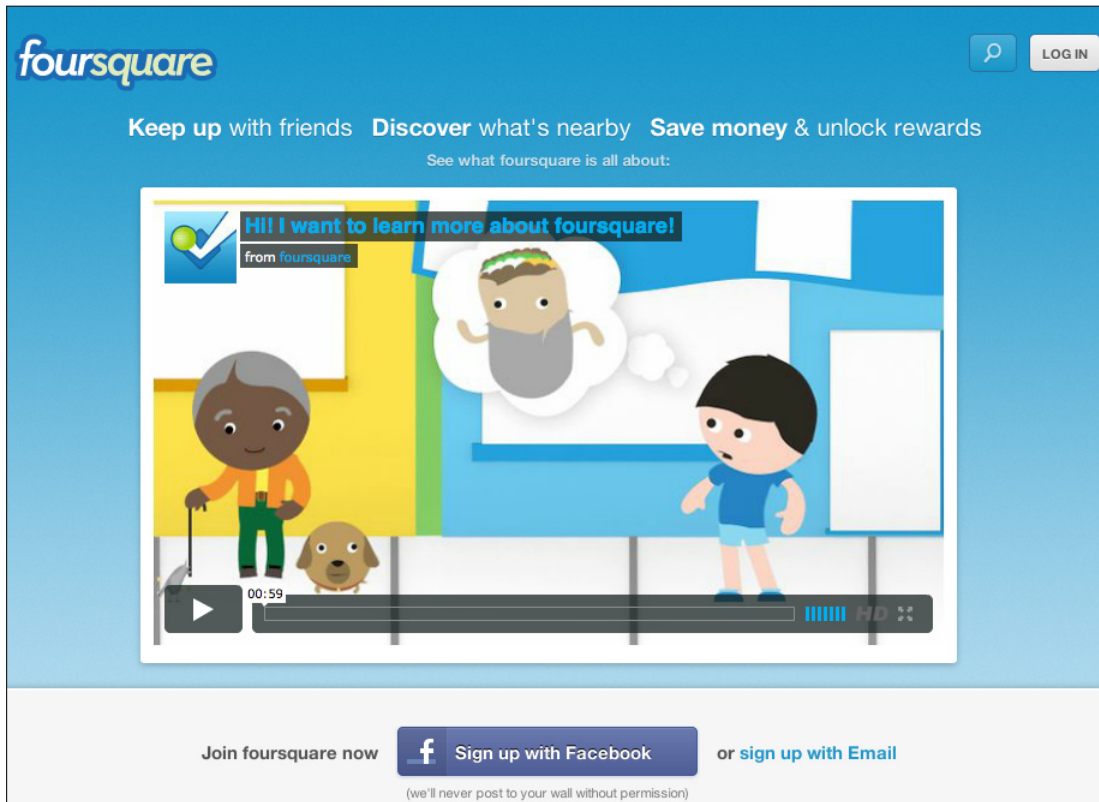
Now let's take a look at popular and up & coming social mobile apps that have unique features and avid communities. We'll talk about how you can use these apps both personally and professionally.



SHARING A SENSE OF PLACE

Foursquare

www.foursquare.com



Foursquare is a location-based social mobile network. The premise of Foursquare is that members “check in” to locations they visit while they are there. Foursquare notes the GPS coordinates of the check-in and the user can tie in the name of the location and add comments, tips and photographs.

Through the Foursquare Leaderboard, users can “compete” with their friends to have the most check in points and to gain the most badges. Checking into a place frequently can also earn a user “Mayor” status. Mayors can receive perks from businesses that are tapping into their customer base through Foursquare.

TIP: When using Foursquare, some women prefer checking in as they leave an establishment for safety reasons.



TIP: You can link your Foursquare account to Facebook and Twitter or choose not to if privacy is an issue or frequent check ins would create too many messages for your followers.

PERSONAL USE:

1. Locally connect with friends by notifying them where you are when you check in.
2. When you are traveling, notify those connected to you about your arrival instead of having to call everyone to let them know you're in town.
3. Find out where your friends are and where they've been.
4. Get insights to business establishments from people who've been there.
5. Give kudos to places where you do business and provide tips for others.
6. Receive perks, freebies and special deals from businesses that honor Foursquare mayors.

PROFESSIONAL USE:

1. If you have a location, claim it through the Foursquare website and gain insights about people frequenting your establishment.
2. If you have a location, provide tips and perks to Foursquare users and mayors.
3. If you don't have a location, you can share locations of events relevant to your company.
4. If you don't have a location, you can still create one for a company-related party or event. That location can be used on a particular date and then show up when people are nearby, displaying your brand name.



SHARING A SENSE OF PLACE

Trover

www.trover.com



trover

Find & share life's **hidden gems** with friends and the people around you.

Available on the App Store Available for Android

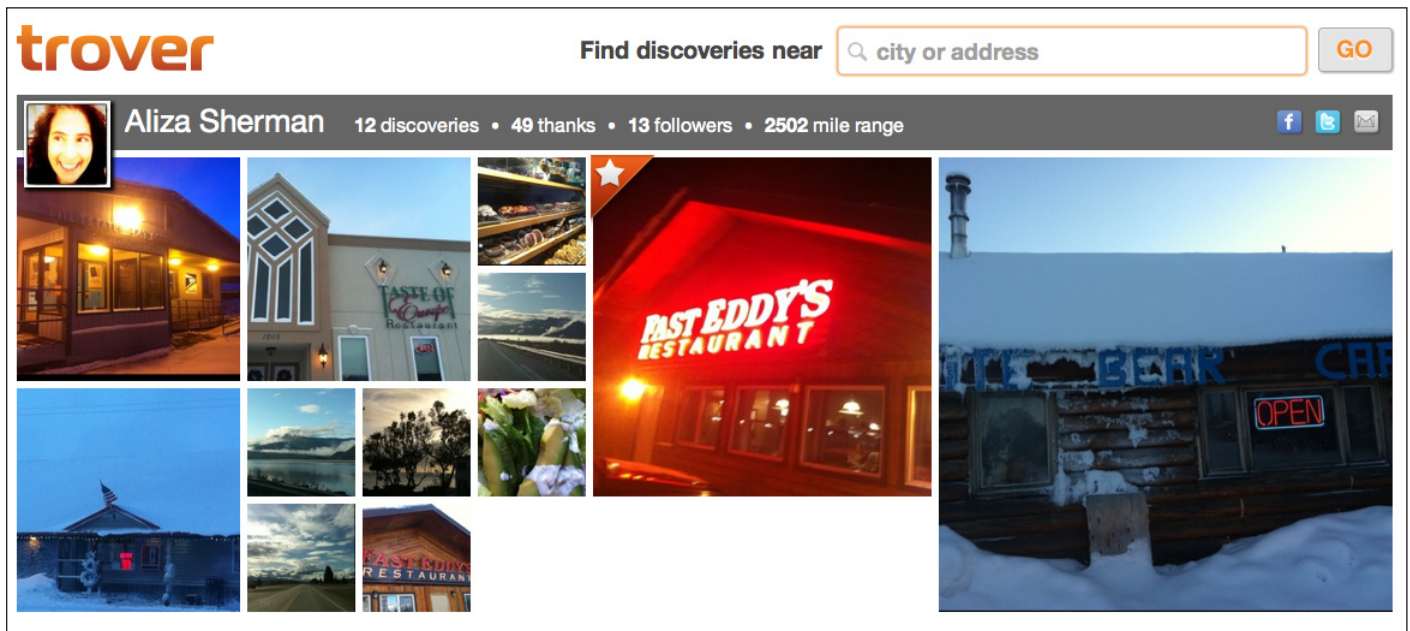
By the way, it's free

Browse Trover discoveries near you

GO

Michelle Goldberg 4/23/11
Teppan Village
Japanese steak house. Only ok food

Trover's tagline is "find and share life's hidden gems with friends and the people around you." Where Foursquare let's you check in to places, Trover is about posting photographs and short text descriptions of things that are tied to place. You can tag images with GPS coordinates so that others can find the objects in the picture. People post buildings, landmarks, objects, and scenes to Trover. Anything goes, really, but the idea is that each image is tied to a place that has meaning to you.



You can link Trover to also post to Facebook, Twitter, and Tumblr.

PERSONAL USE:

1. Document scenes from your travels and interesting finds and share them with others.
2. Share local landmarks and little known places with the Trover community of global explorers.
3. Discover places to go that are off the beaten path when you are visiting a new locale.

PROFESSIONAL USE:

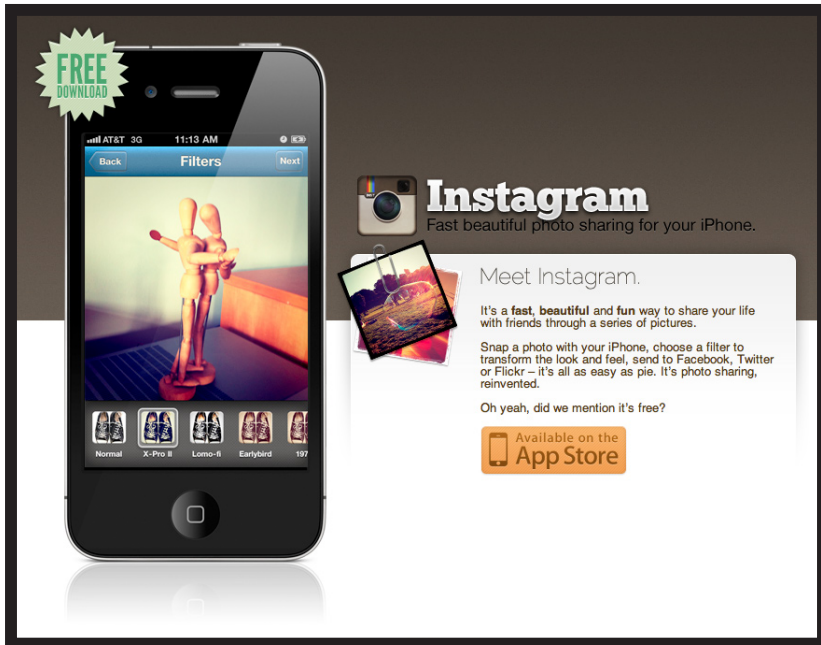
1. If you have a travel, tourism or hospitality-type of business, an app that features places and locations is a logical place to interact and build a presence.
2. Use Trover similarly to other location and image sharing apps – to tell stories, share behind-the-scenes, and extend your brand to new communities of people – in this case, travelers.



STORYTELLING THROUGH IMAGES

Instagram

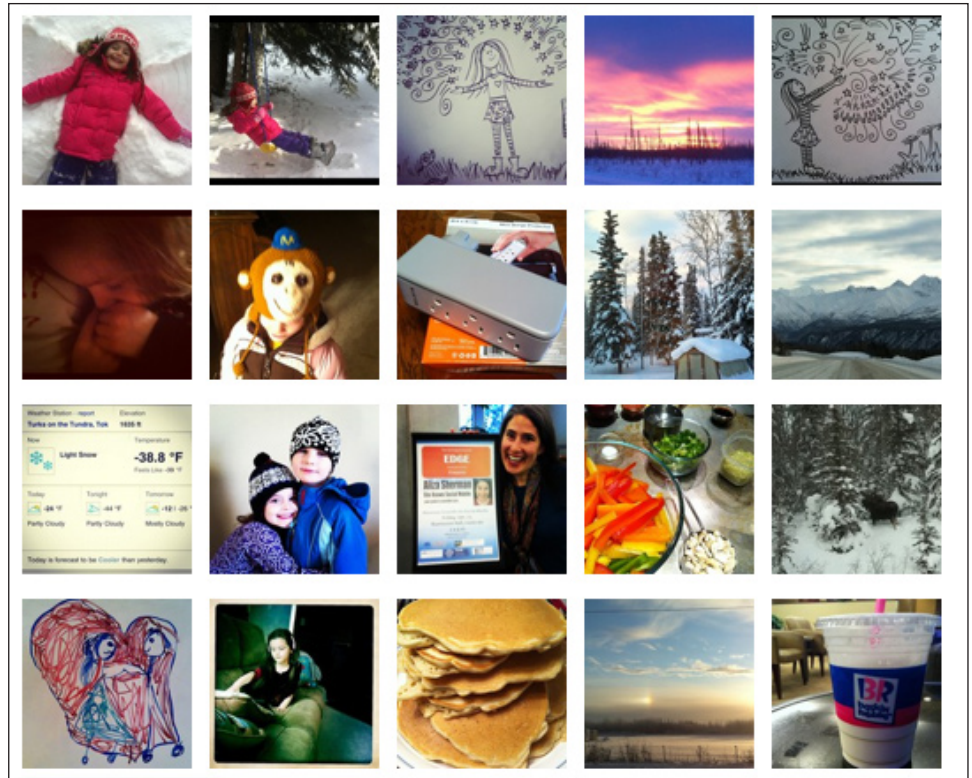
www.instagram.com



Instagram lets you tell stories through images. Most of the images people post are “in-the-moment,” taken with their smartphone and immediately uploaded to the Instagram stream. You can follow others, and they can follow you to see what you post. You can comment on and like other people’s images and vice versa.

The Instagram community is incredibly strong, and you’ll find Instagram contests and events through the app. Other services have started to leverage the images you post through Instagram such as Keepsy for photo albums, Postagram for postcards, Printstagram for posters and stickers. Get your Instagram stats through Statigram.

Instagram is one of the few social mobile applications that doesn’t have a web version so you don’t actually have a profile on their website. Your images, however, are archived on the Web so you can still link to them individually. Other sites such as Followgram help to aggregate your Instagram images and present them in a profile format.



PERSONAL USE:

1. Share images on the fly with friends and followers of the things you see and do.
2. Tell stories about your life, your travels, and your interests through images.
3. Document moments in your life, then use third party apps to produce custom photo albums and other photo-related products.

PROFESSIONAL USE:

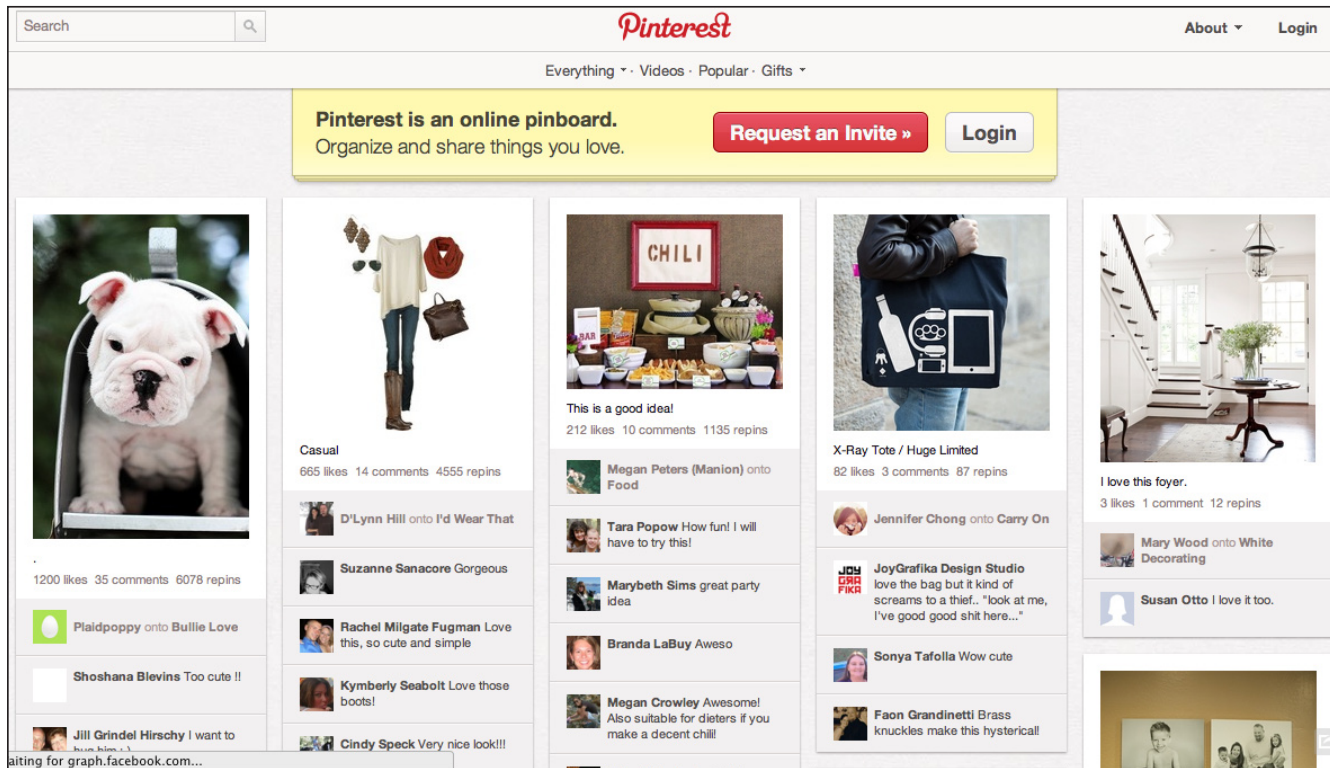
1. Showcase images relevant to your business such as product shots in interesting settings or images from events.
2. Produce compelling visual content that can be leveraged in other social networks and on your website.
3. Tap into a vibrant and active community of Instagrammers to expand your following and network.
4. Document events and behind-the-scenes moments and use third party apps to produce custom photo albums and other photo-related products.



STORYTELLING THROUGH IMAGES

Pinterest

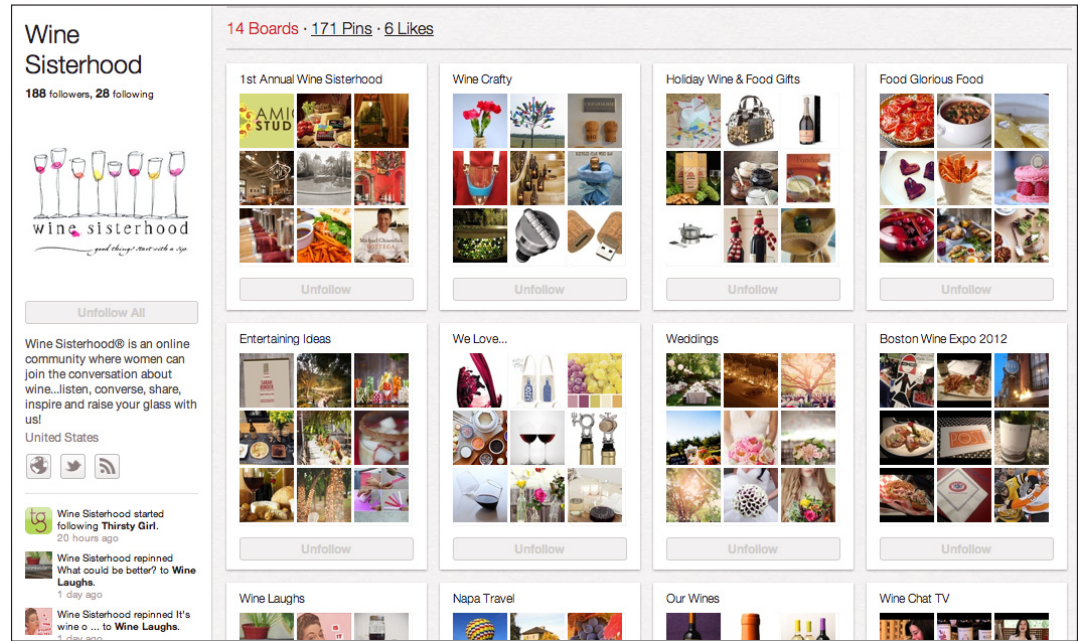
www.pinterest.com



According to Pinterest, the site is a Virtual Pinboard. Pinterest explains that you can use their site to: Organize, Share, Discover and Get inspiration. This kind of visual exploration and expression makes sense for both individuals and brands.

Pinterest provides a way for you to showcase your tastes, affinities, interests and style. You do this through “Pins” on “Boards” that represent different categories. Pinterest displays nine tiled images per board on your Pinterest account page.

You can follow other “Pinner,” and they can follow you back, similar to Twitter with followers and following. You can also “Like” other people’s pins, comment on them, and “Repin” them to one of your boards.



PERSONAL USE:

You can link Pinterest to also post to Facebook and Twitter, but you need to do this on the Pinterest website under your account.

When pinning for your business, take care to pin images that either you've uploaded yourself, that are housed on your website and that you own the rights to, or images on reputable websites with proper image credits.

1. Organize images that you find online into categories for easy access. These can be images for everything from home décor ideas when you're redecorating to gift ideas to clothing you'd like to buy and trips you are planning to take.
2. Create boards that you can use for inspiration when crafting, cooking, baking, gardening, etc.
3. Share images with others as a form of self-expression.
4. Bookmark images that are linked to articles or blog posts or specific content like recipes or how-to instructions so you can find them later.

PROFESSIONAL USE:

1. Build and extend your brand through strategically developed Pinterest boards.
2. Showcase products or images pertaining to your business or leading to your website or online catalog.
3. Drive traffic to your website, Facebook page or other presence online.
4. Aggregate images that can be showcased on your website or posted to your social networks.



STORYTELLING THROUGH IMAGES

Foodspotting

www.foodspotting.com



Foodspotting is often referred to as the “Instagram for Food.” When using Foodspotting, you take photographs of the food you order at a restaurant then you upload them to the app, tag them based on the location where you’re eating, add the dish name and then include a short review of the meal. You can access or create Guides that are lists of foods in a given area that create a “tour” of nearby eateries. You can follow others, and they can follow you, and you can comment on one another’s dishes. You can also gain points and badges for your Foodspotting activity.

You can link Foodspotting to Facebook, Twitter, Instagram, Foursquare and Flickr.



PERSONAL USE:

SISTER POWER:

Foodspotting is a woman-helmed business, co-founded by Alexa Andrzejewski and Soraya Darabi.

1. Post what you order at restaurants and share that information with others, and also use as a reference next time you are at the same place.
2. Use to search for restaurants nearby. Instead of seeing a list of eateries based on proximity, you see the nearest dishes, a surprisingly useful way to select a place to eat.
3. Create a Guide or “food tour” for others to enjoy or go through and try to complete someone else’s Guide.

PROFESSIONAL USE:

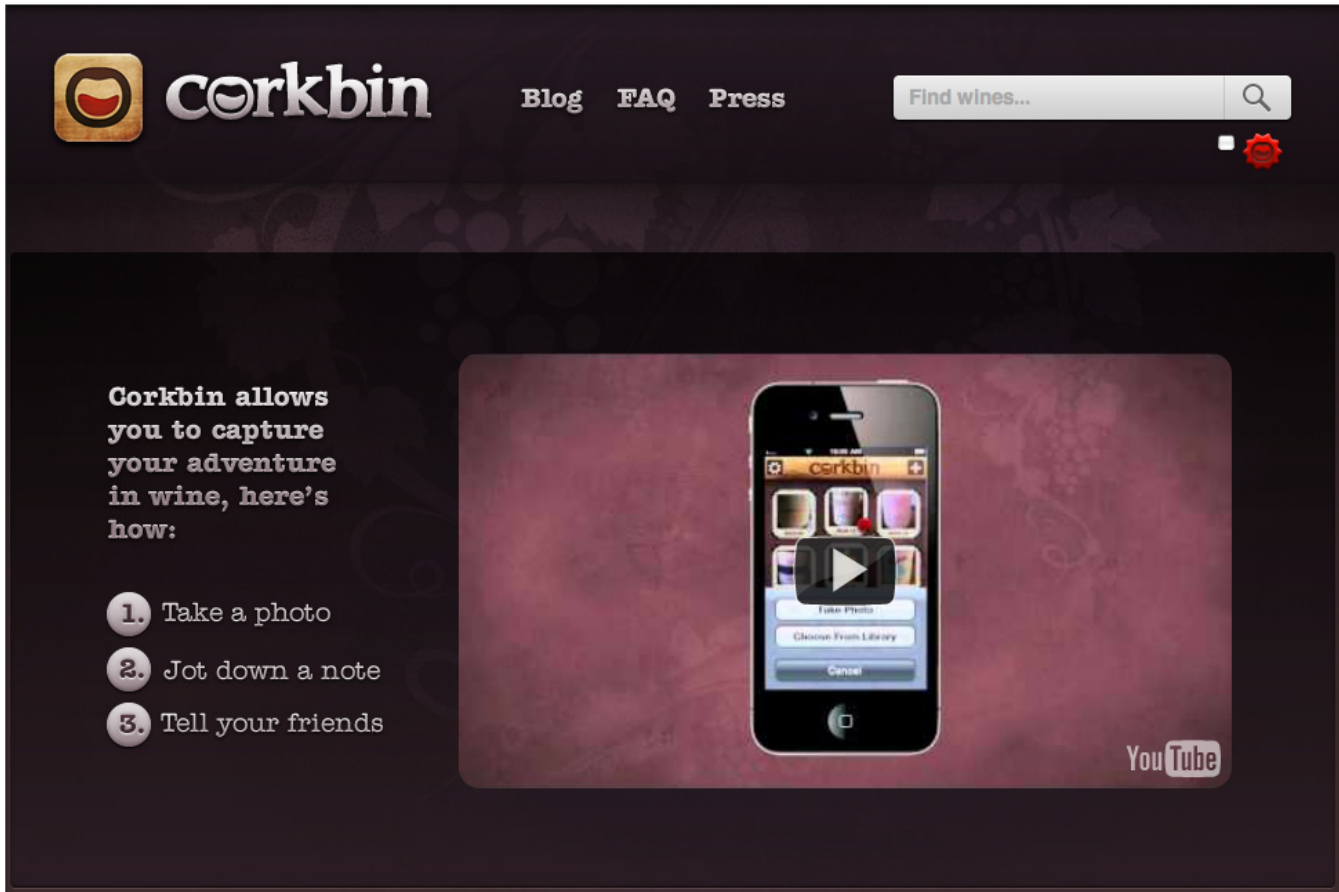
1. If you have a restaurant, you can post images of daily specials and menu items.
2. If you have or serve food products, create a collection of your food items and reward those who’ve tried them all.
3. Create a scavenger hunt or contest based on lists of foods you want people to try. If you aren’t a restaurant, you can do local eateries or relevant foods.



STORYTELLING THROUGH IMAGES

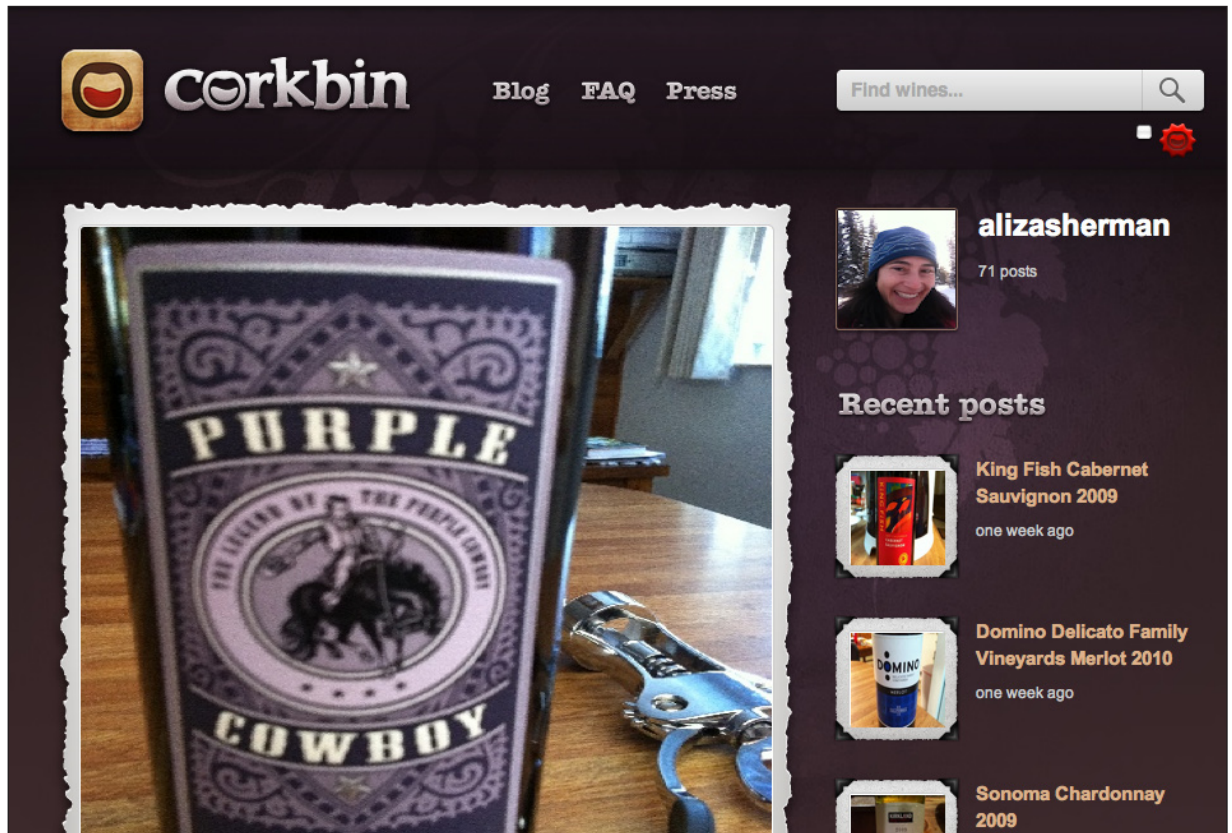
Corkbin

www.corkbin.com



Sometimes, remembering the name of that wine you tasted the other night is nearly impossible. Using Corkbin, you simply take a photo of the wine bottle label, add a few notes, then upload to your bin. The notes don't have to be formal tasting notes but can be notes about when and with whom you tasted the wine. The Corkbin interface is elegant and straightforward, and you can easily share your tastings on Facebook and Twitter. You can even add a Corkbin widget to your website.

You can link Corkbin to also post to Facebook and Twitter. You can add a widget to your website that showcases your "bin" of wine images and tasting notes.



PERSONAL USE:

1. Remember the wines you've tasted.
2. Share information about wines you've enjoyed with others.

SISTER POWER:

Corkbin is a woman-owned business started by Catherine Liao.

PROFESSIONAL USE:

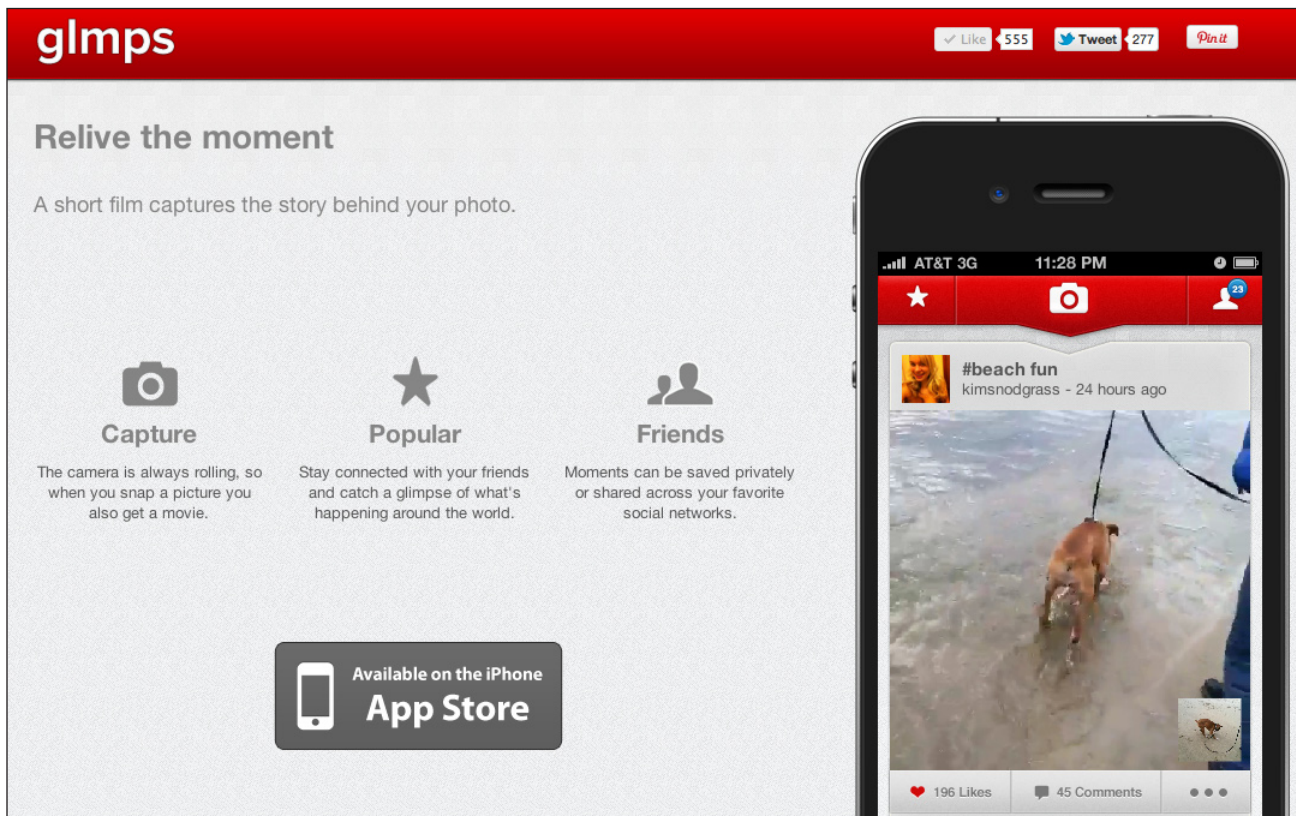
1. If you are a wine-related business, using this app builds a relevant social presence for your company with a relevant following.
2. If you are a food-related company and your product pairs well with wine, you can build up a relevant presence and following.
3. If your business has nothing to do with wine, you may want to simply use Corkbin in your personal life.



STORYTELLING THROUGH IMAGES

Glmps

www.glmps.com



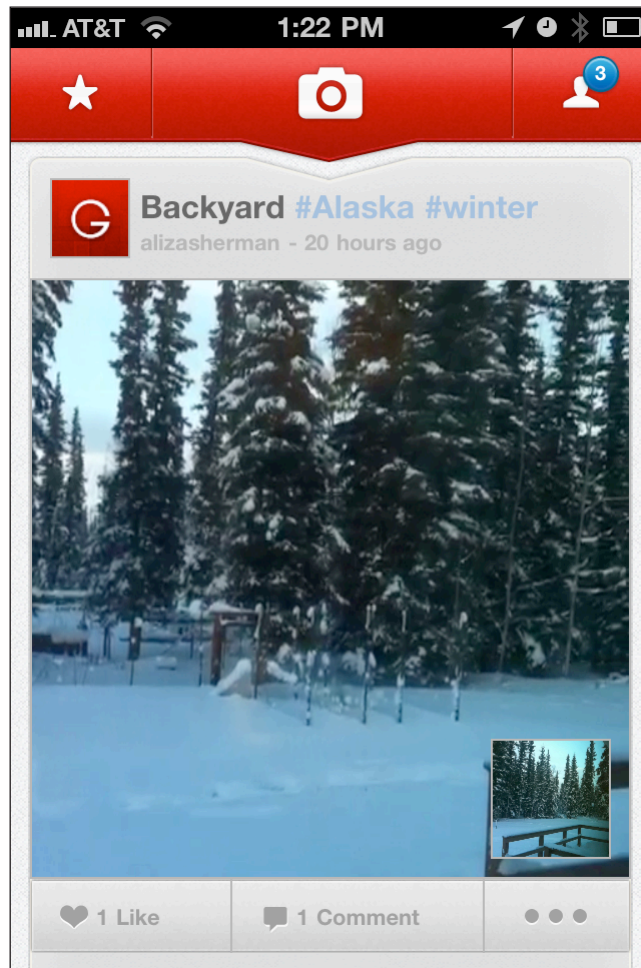
Glmps brings your photos “to life” by capturing a five second video clip automatically as you take a photo using the app. You are then able to share not just a still image but also the moments leading up to the photo being taken. You can use this app to take and upload photos and let the video portion randomly capture seconds before you snap the shot. Or you can use the video portion to show more of an action or scene then finish with a snapshot.

You can link glmps to also post to Facebook, Twitter, Foursquare, Tumblr, Mixi, Posterous, Foodspotting and Blogger.



SISTER POWER:

glmps was co-founded by a woman – Esther Crawford – who also serves as COO of the company.



PERSONAL USE:

1. Take photos with video embedded in them to share moments in your life with friends and family.
2. Document events in your life in a new, multimedia way.

PROFESSIONAL USE:

1. Create compelling content for your social networks that blends photographs with video moments.
2. Tell stories about your brand through mini videos and images.
3. Tap into a new community of photo and video enthusiasts.



The Social Mobile Revolution

There is no denying that changes in communications technology have provided us with many diverse ways to communicate. Whether we're looking to stay in touch with friends and family or connect with and better serve our customers, mobile apps with a social component can enhance our efforts.

Always keep in mind how you approach adopting and using new technology tools and platforms. And let these words guide you:

Inspire

Educate

Engage

You can engage with the Wine Sisterhood in the following places:

Facebook – <http://facebook.com/winesisterhood>

Twitter – <http://twitter.com/winesisterhood>

YouTube – <http://youtube.com/winesisterhood>

On the Web – <http://www.winesisterhood.com>

Pinterest – <http://pinterest.com/winesisterhood>

And on Foursquare, Instagram, Foodspotting, and more!