

PR & New Media Summit 2008

# You the media: how the new media revolution is changing communications and PR

New media & PR strategy

Matt Overington

Hill & Knowlton



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# **The Power of New Media**

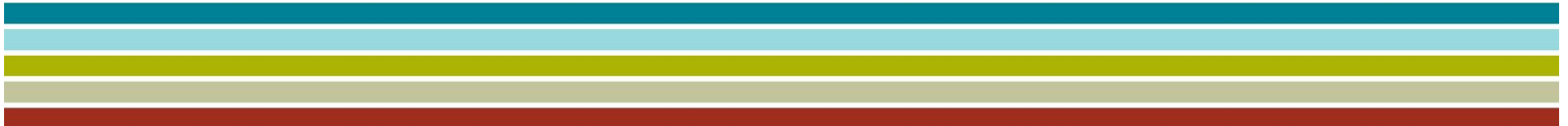
## Brand Management and Promotion in the New World

Matt Overington, Hill & Knowlton

HILL & KNOWLTON

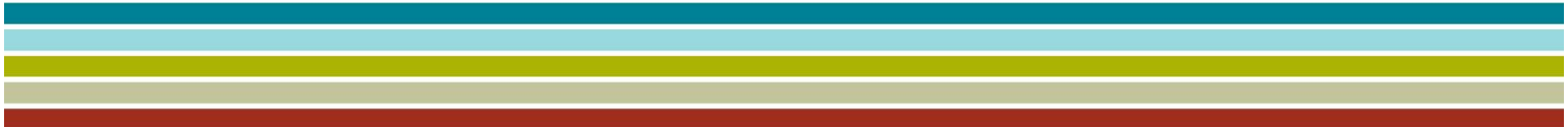
# Kodak

# The Winds Of Change



## Some Numbers

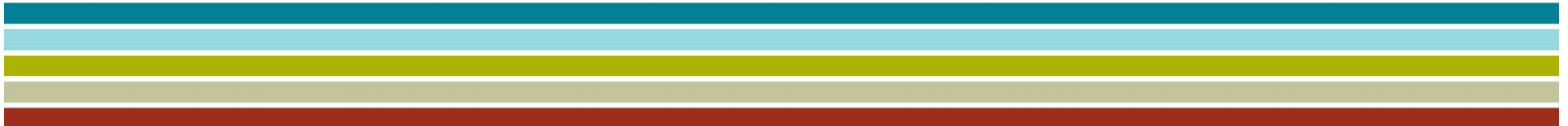
- Consumers have never had more power to influence brand perceptions and buyer behaviour
  - User reviews are read most frequently by 55% of American online shoppers.  
Source: eMarketer User-Generated Content and E-Commerce Report
  - “Seven out of ten online buyers check at least four reviews before spending their money.” *eMarketer* - Feb 15, 2008



## How Not to Do It – Spirit Airlines

“So, instead of losing \$5 on a customer who has every right to be angry, I'll write this blog post and tell all my traveling buddies to add Spirit Airlines to their growing list of airlines to avoid. If Google works their magic like they usually do, at least one of the 4,931 daily searches for "Spirit Airlines" will turn up this result and save someone the headache (and hopefully end up costing Spirit Airlines \$6 or more).”

**“Do Not Fly Spirit Airlines”** - *Alex Rudloff's blog* - 4th August, 2007

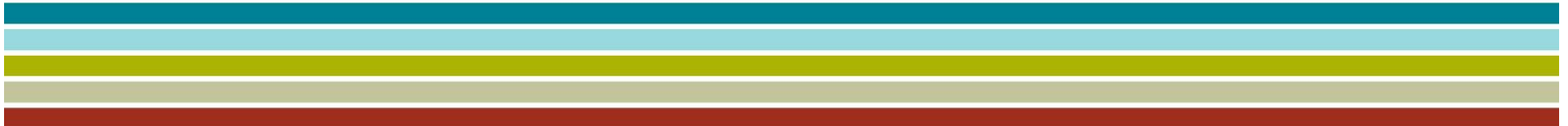


## Digging a Hole - Spirit Airlines

“Please respond, Pasquale, but we owe him nothing as far as I'm concerned. Let him tell the world how bad we are. He's never flown us before anyway and will be back when we save him a penny.”

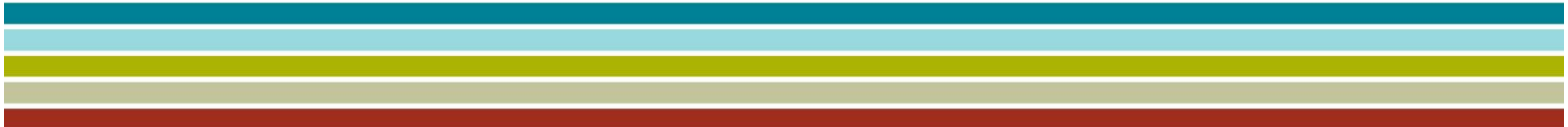
- Ben Baldanza, Spirit Airlines CEO

- Initial post kick-started a flood of negative comments, sustained by a negative response from the Airline's CEO: **“Ben Baldanza from Spirit Encourages Awful Customer Service..”**
- Alex's Blog is still on the first page of Google results for “Spirit Airlines” (as of March 2008)



## Dell “Exploding Battery”

- Recorded on a camera-phone by blogger
- Dell denied any problems with batteries
- Deluge of “me-too” stories
  - Groundswell of negativity
  - Flow back to mainstream

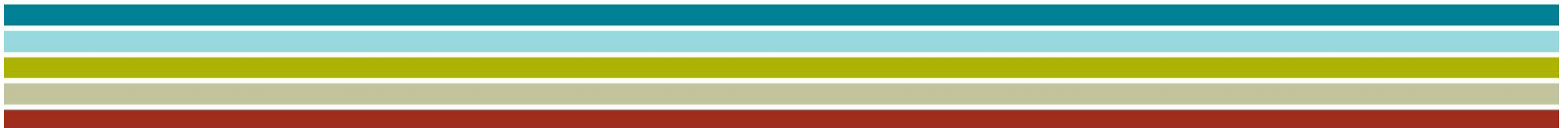


# Dell “Exploding Battery” – The Mainstream



## Dell “Exploding Battery” – The Fix

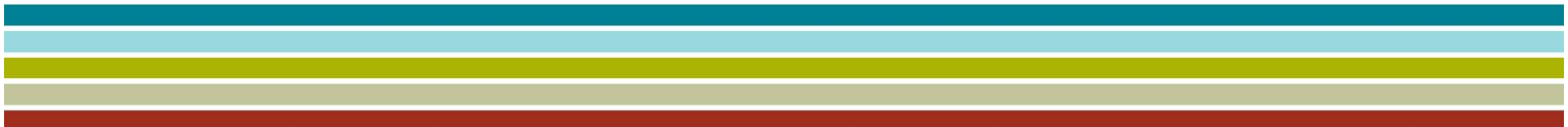
- Dell apologised and vowed to investigate the problem, and online negativity was largely reversed
- Dell announced a comprehensive recall of over 4-million batteries
- Negativity moved from Dell to battery supplier



## Consumer Expectation

“Dell's battery recall symbolized admitting mistake. This is primarily what consumers feel they deserve. Consumers who spent their hard earned money on the latest technology did not anticipate trading safety for novelty.”

- Naureen Amjad, *Illinois Business Law Journal* - September 20, 2006

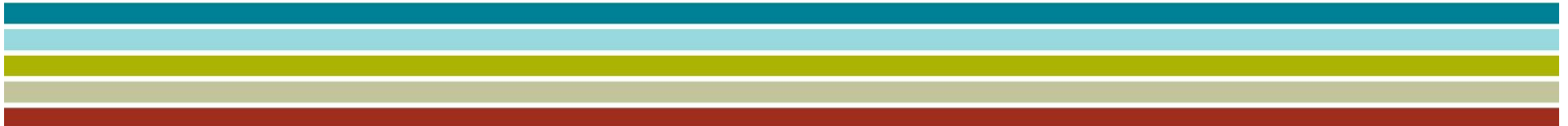




**Blogging seems good for  
my brand...**

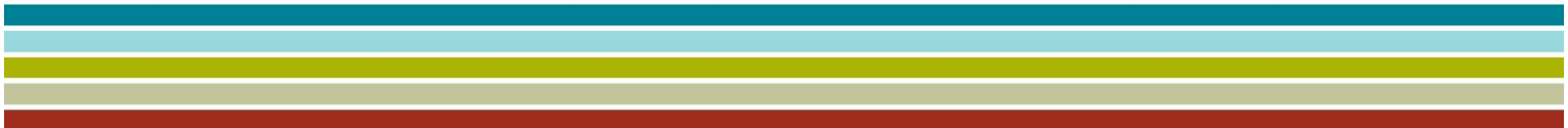
# The Road to Online Engagement

- Begin by looking internally
- Is there a better way?
- Develop a Social Media Policy for your business
  - Who posts?
  - What kind of posts?
  - How frequently?
  - Comments?
- KPI



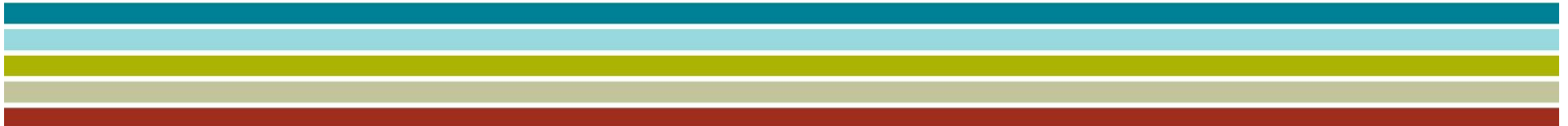
## SEO via blogs: Softly, Softly

- Blogging takes commitment
  - Don't promise the world and deliver an atlas
- Be involved with the community
  - Engage with bloggers
  - Read
  - Comment
- Build a strong network
  - Trackbacks



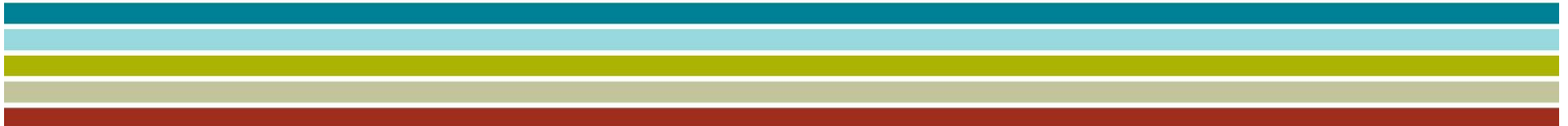
## SEO via blogs: Own an Issue

- Think like a marketer
- Plan carefully
  - Select keywords to “own”
- Take time to focus on metadata, tagging
- Self-promotion via aggregation
  - Digg, del.icio.us, Reddit, etc.



## SEO via blogs – Be Natural

- Research
  - Use the language of your customers, not your marketing department
- The people writing = The people searching
- Use of natural, customer-focused language will help yield higher results in search engine rankings



# Collective Conversation




[Advanced Search](#)  
[Preferences](#)

Search:  the web  pages from Australia

## Web

### Customer Service

Contact the Office of Fair Trading to obtain a copy of "The **Client Service** Guide" on 13 32 20 or visit [www.fairtrading.nsw.gov.au](http://www.fairtrading.nsw.gov.au). ...

[www.smallbiz.nsw.gov.au/smallbusiness/Managing+a+Business/Client+Service/](http://www.smallbiz.nsw.gov.au/smallbusiness/Managing+a+Business/Client+Service/) - 81k -

[Cached](#) - [Similar pages](#) - [Note this](#)

### Client Service Charter

**Client Service** Charter. For a printable PDF version of our **Client Service** Charter See: **Client Service** Charter (1963KB PDF file) ...

[www.immi.gov.au/about/charters/client-services-charter/index.htm](http://www.immi.gov.au/about/charters/client-services-charter/index.htm) - 7k -

[Cached](#) - [Similar pages](#) - [Note this](#)

#### [PDF] Client Service Charter

File Format: PDF/Adobe Acrobat - [View as HTML](#)

**services** against agreed contracted standards. Details about our **service** standards, including **client service** standards and times for processing ...

[www.immi.gov.au/about/charters/client-services-charter/client-service-charter1.pdf](http://www.immi.gov.au/about/charters/client-services-charter/client-service-charter1.pdf) -

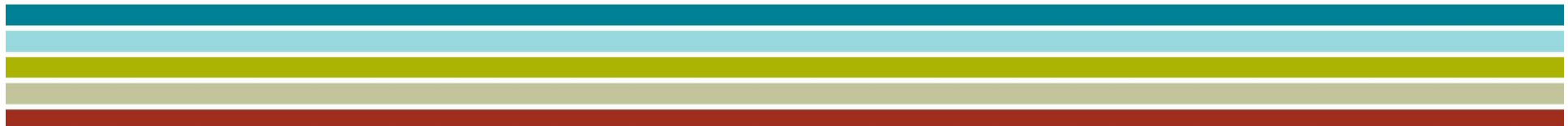
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### Collective Conversation

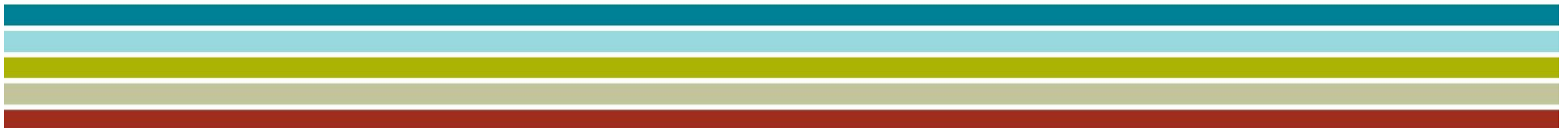
... marketing, selling · PR · Public Affairs · Politics · marketing · New business · selling · Writing · **Client**-related · Fun stuff · Rock n'roll ...

[blogs.hillandknowlton.com/blogs/leobottary/](http://blogs.hillandknowlton.com/blogs/leobottary/) - 33k - [Cached](#) - [Similar pages](#) - [Note this](#)



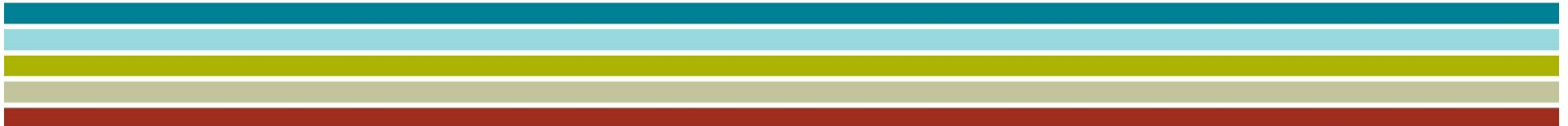
## How to Interest a Blogger

- Bloggers write about what **interests** them
- Not professional journalists
- Not as dependent on ‘news’ – an issue could still be of interest a couple of weeks after it breaks and has ‘come and gone’ in mainstream media
- Ask permission to interact – recognise blogging is a hobby, not a profession (for most!)



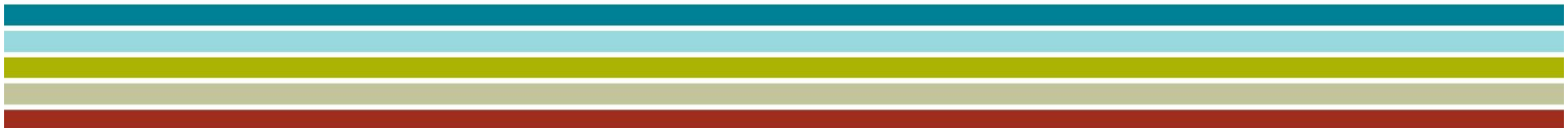
## Trust Comes From Relationships

- People don't have relationships with brands – they have relationships with people
- Your approach must be
  - Believable
  - Honest
  - Genuine
  - Authentic



## The Blog Mindset

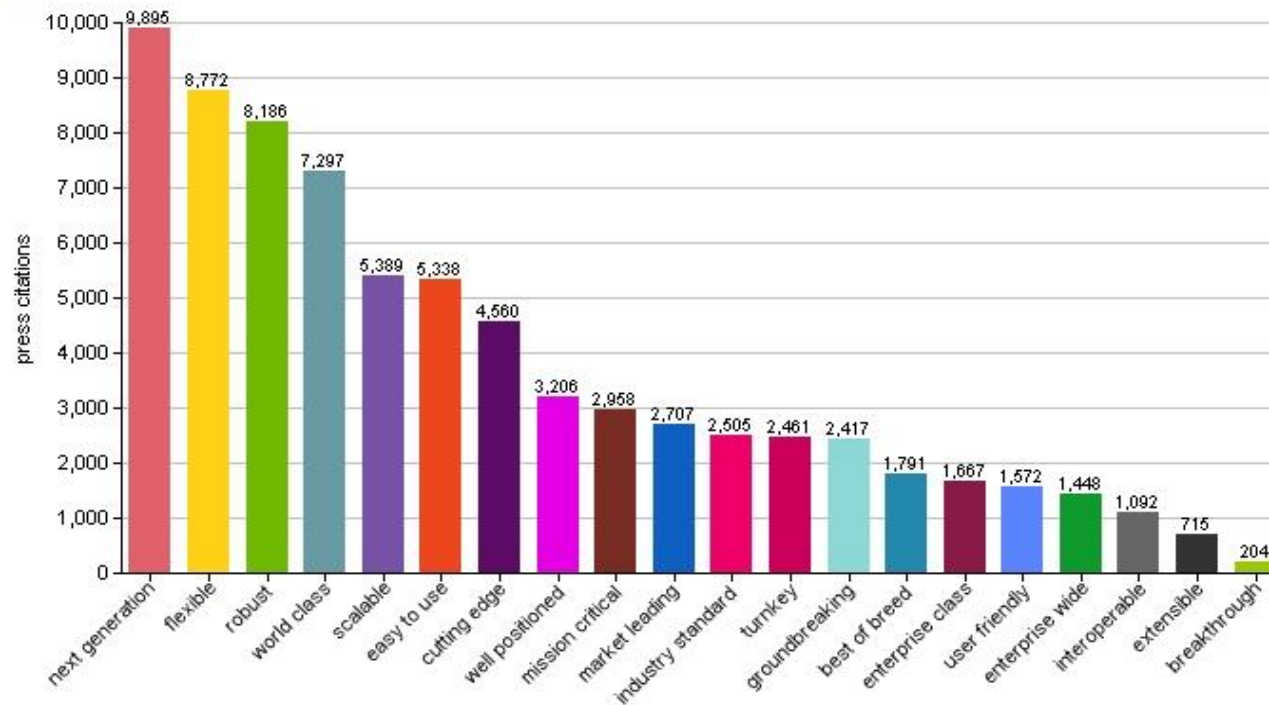
- AIM – Audience / Incentive / Message
- Start from the ground up
  - Media releases
  - Multimedia content
- Understand your audience
  - Journalism skills



# The Gobbledygook Manifesto

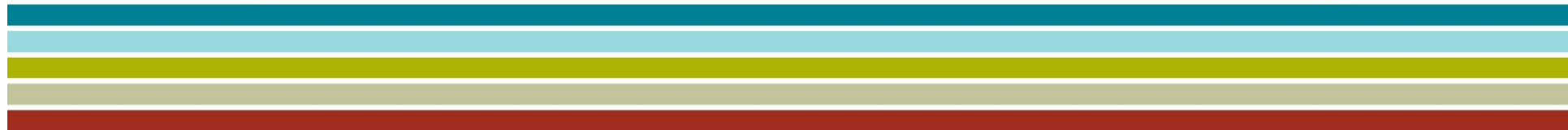
## Volume Analysis: Gobbledygook Business Terms

Source: Factiva Insight (North American Press Wires)  
 Period: 01 Jan 2006 - 30 Sep 2006



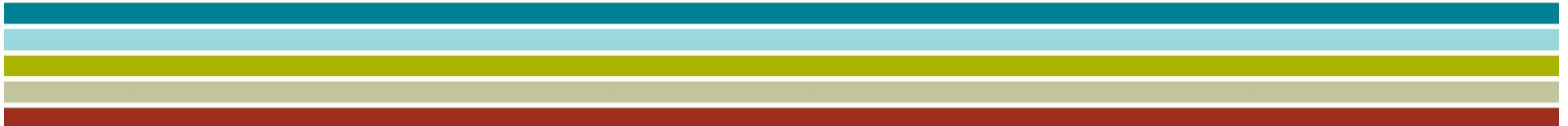
Article mentions: 74,180  
 Distinct articles: 50,623

© 2006 Factiva



## AWI Case Study

- Range of brands across the globe
- Communications challenges across offices and timezones
- Response: *The Yarn*
- Provide direct interaction with staff
- Encourage feedback
- Facilitate discussion

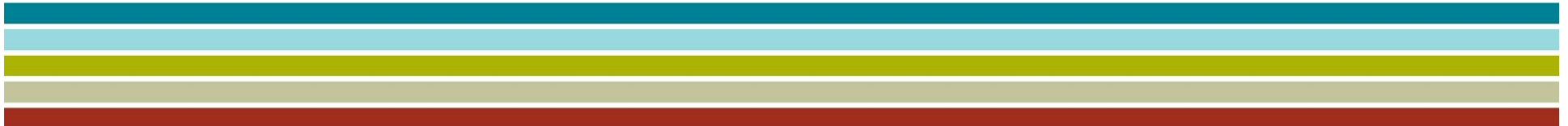




**But what if it all goes pear-shaped?**

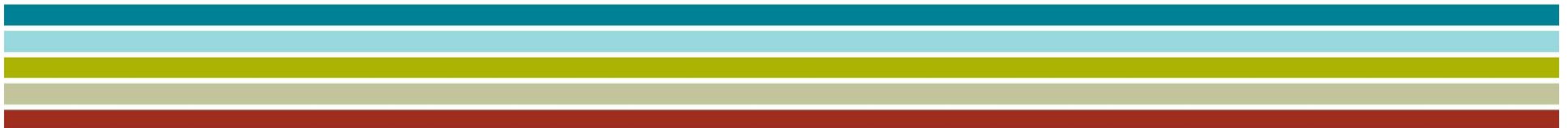
## Reversing Fortunes

- Bad news travels fast
  - Media conditioning
  - Scandal!
- Good news takes time
  - Removing bad publicity from Google's top ranks is a slow process
  - Generate fresh, quality content, promote it and wait...



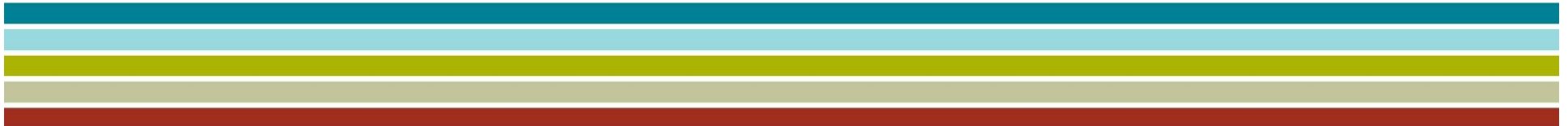
## The “No Follow” Trap

- nofollow instructs bots not to follow hyperlinks
- Can be used to exclude a page from search engine results
- Backlash from community – bloggers are leading a campaign against it
- User beware!

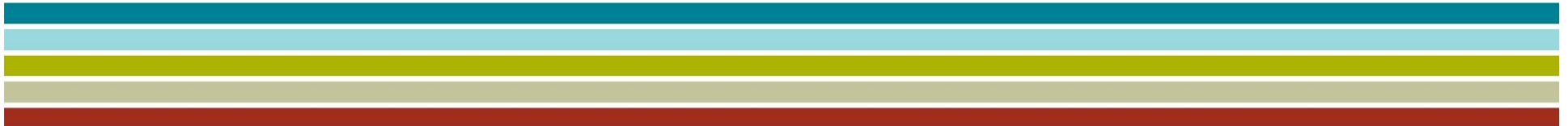


## The Checklist

- Consider your strategy and look before you leap
- Start small
- Plan ahead – is an online engagement really what you need?
- Develop a formal Social Media Policy
- Be genuine
- Be prompt



# Know Your Audience and be Genuine



The image features a central white rectangular area with a dark red border. This central area is flanked on both the left and right sides by five horizontal bars of different colors: teal, light blue, olive green, beige, and dark red. The dark red bar on the right side contains the Hill & Knowlton logo.

Thanks!

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