Using Social Media for Customer Development

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About JitterJam

• Founded 2008 as JitterGram, Inc.
• JitterJam went live in March 2010
• Management Team
  – Ric Pratte: President, CEO & Co-Founder
  – Jim St. Jean: CTO
  – Margaret Donnelly: VP Marketing & Bus Dev
  – Matt Pierson: Chairman & Co-Founder
• <10 employees
• Over 50 active clients and agencies
• Awards
  – MITX finalist May 2010
  – 2009 Rookie of the Year
  – NH “Innovation Rocks” award
JitterJam Social CRM Platform

Social Media Monitoring
- Listen across the real-time web (brand, market, competition)
- Flag important conversations
- Monitor buzz, sentiment, engagement, growth

Community Development
- Engage consumers in direct dialogue, with shared content
- Build trust from permission engagement process
- Develop deep social profiles from the intelligent database
- Analyze consumer behavior, demographics, segmentation

Integrated Marketing
- Deliver focused call-to-action messages to target segments
- Connect with consumers across their preferred channels
- Measure response, engagement and activity rates

Turning Conversations into Customers™

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What is Social Marketing?

Using the “real-time web” to find, engage and convert consumers into customers.
Social Marketing

Critical for Entrepreneurs

• Limited marketing budget
• Unknown brand / company
• Limited content (SEO)

How are you going to get the word out and find prospects without spending huge $$$
Social Media is Part of Your Marketing Ecosystem

• Marketing
• PR
• Product/brand management
• Community management
• Customer service

It’s NOT an island of activity
Discovery is the First Step

“I luv BrandX’s Widgets”

World of Widgets blog post

Brand X
Driving Consumer Discovery of Your Brand

- Active search
- Active referral
- Viral
- Passive referral
- Passive activity

“If I publish, they will come.”
Driving YOUR Discovery of Consumers

“I wish I could solve my problem.”

“Here’s a resource that can help you!”

“If they publish, I will find them.”
But...

- I don’t have time to do this
- I have too much on my plate
- I don’t know how to find these conversations
- I don’t know what to say
- I’m afraid of SPAMMING
- I don’t see a direct ROI
Why Dive In?

• Extends your reach
• Drives awareness
• Drives advocacy
• Feeds the pipeline
• Low cost/barriers to entry
• Does not require 24x7
Lessons Learned

• Let your market be your guide
• Listen / Engage / Interact
• Try – analyze – adapt
• Go “all in”
Questions?

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