



# I'm Your Customer and I Can't Hear You!

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# Once Upon a Time, Businesses & Customers Talked



Then along came the phone...



# And the Web.



# Marketers Thought Shouting Might Help...



Photo Credit: Brian Solis

# But It Didn't



# So Along Comes “Social”



And now we are starting to speak “with”  
one another...

1. **Listen** – what are your customers saying? Where are they saying it (think: Google Alerts, Radian6, Techrigy, BuzzGain)
2. **Join** – are your customers on Facebook? Twitter? Get Satisfaction? Sign up (but learn the etiquette first).
3. **Ask** – are your customers unhappy with you? Find out why? Ask what you could be doing better.
4. **Engage** – Thank your customers for taking the time to tell you what’s on their mind. Tell them what you’re thinking (in ENGLISH please). Ask more questions.
5. **Build** – If you’ve gotten good at numbers 1-4, consider creating your own community to augment the conversations.

REPEAT

# Engaging Content Drive's Sony's Community

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The screenshot shows the Sony Style USA website. At the top, there's a navigation bar with 'SONY | sony style USA' and links for 'Locate A Sony Style Store', 'Customer Care', and 'Order at 1-877-865-SONY (7669)'. Below this is a category menu with 'Discover', 'Computers', 'Cameras & Camcorders', 'TV & Home Entertainment', 'MP3 & Portable Electronics', 'Movies & Music', and 'Games'. The main content area features a large banner for 'backstage101' with the title 'Digital Video 101' and the text 'Unleash your inner filmmaker. Learn to shoot, edit and share your home videos like a pro.' A 'Register Now' button is visible. To the right, a red box says 'Join the 101 community.' with a 'SUBMIT' button. Below the banner are three featured content cards: 'Home Entertainment 101' (Tutorial, 10 pages, 90 Ratings), 'Digital Photography 101' (Course, 4 lessons, 115 Ratings), and 'Digital Video 101' (Tutorial, 9 screens, 46 Ratings).

78% of members are more likely to purchase a Sony product

Community was leading driver of NPS for Sony

<http://sony.com/learn>

# People Like to Talk at Atkins Community

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PRODUCTS PROGRAM SCIENCE RECIPES JOIN

**COMMUNITY**  
SUPPORT AND SUCCESS  
TODAY AND EVERYDAY.

FORUMS  
BLOG  
MEMBERS  
PRODUCT REVIEWS

**ASK & ANSWER**  
Share questions, tips, and experiences.

**RATE & REVIEW**  
Rate Atkins products and read product reviews.

**READ & LEARN**  
Read nutrition blogs and take free online courses.

Log in    New users: Register

E-mail:

Password:

Forgot your password?    **SUBMIT**

**Community Poll**

How often do you purchase Atkins products?

Daily  
 Weekly

**Recent Forum Topics**  
See what people are talking about on the forums.

**atkins while breastfeeding**  
4 replies    14 mins ago

*Listening led to breakthrough in snack bar formula*

*50% of members surveyed say they'd buy more*

<http://community.atkins.com>

## Our clients are finding that as a result of their community:

- 92% of their customers would recommend their site to a friend
- 85% would recommend their brand to a friend
- 66% would be more likely to purchase from their brand
- 63% have a more positive view of their brand
- AND...



**Some clients are experiencing an ROI as high as 60X!!!**

# Good Executive “Listeners



**Tony Hsieh, Zappos CEO**

**@Zappos**



Barry Judge, BestBuy CMO

@BestBuyCMO



Jeffrey Hayzlett, Kodak CMO

@JeffreyHayzlett



Padmasree Warrior, Cisco CTO

@Padmasree



Tim O'Reilly, O'Reilly Media CEO

@TimOReilly

## HONORABLE MENTION



Diane Hessian, Communispace CEO

@CommunispaceCEO



Mike Walsh, Leverage Software CEO

@MWalsh



Scott Monty, Ford social media head

@ScottMonty

# THANK YOU!



## I'm Listening...

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