



Social Media Marketing Forum

28 June 2011, Stamford Plaza Hotel, Auckland



Social media has become an important feature in our everyday lives. Its significance in the overall communication and marketing strategy of your business should not be underestimated. This forum will be an essential guide for those who are thinking of or have just started utilising social media in their business.

Share a ticket with a colleague and save up to \$695 on the individual prices. See back page for details

8.30 Registration & Coffee

9.00 **Opening Remarks from the Chair**
Simon Hendery, Director, Thinkpoints

9.05 **So you want to do social media? Now what?**

So you're making the decision to bring social media into your overall marketing mix. This session will guide those who are just looking to dip a toe in to the water, as well as give some new ideas to the more seasoned social media veterans.

- The business case for social media investment
- Where and how to start: blogs, tweets, videos and more
- Monetising social media

Campbell Brown, Marketing Director, GrabOne

9.55 **Developing a social media strategy**

Implementation can dictate the difference between success and failure in social media. Many organisations see social media as a free marketing channel and pay little attention to ensure the right messages are being delivered to the right audience; this can result in a loss of engagement and opportunity.

- The importance of adding value in SM conversations
- Deciding your core market and targeting key influencers
- Social media's place in your overall marketing and communications mix

Justin Flitter, Social Media Manager, Zendesk

10.40 Morning Break & Refreshments

11.00 **Panel Discussion: Turning a social media strategy into money - picking the right trends and doing something useful with them**

It is often difficult to strategically apply a social media trend to the rest of your marketing programme. Different social media industry leaders will discuss this challenge and describe how they integrate new trends into their own organisation and industry to create the value that is needed.

Moderator: Charles Mabbett, Media Advisor, Asia NZ Foundation

With representatives from different industries and social media leaders

11.45 **Using social media to develop brand engagement**

By using social media platforms to actively engage with your customers, their loyalty and relationship with your brand can be strengthened. This session will discuss how online engagement can flow through to offline sales and conversion.

- What defines engagement and how can social platforms provide this?
- How do consumers want to interact with a brand? Is social media filling this need?
- Rewarding fans for their engagement
- Developing influencers and brand advocates

Rachel Goodchild, Author, Presenter & Commentator

12.30 Lunch

1.30 **Developing key metrics and analytics for social media**

Social media sceptics often argue that it is difficult to track a significant return on social media investment, and therefore it is not worth the time and resources. Although it can be difficult to track, there are tools you can use to monitor how your conversations and messages move online.

- Tools and software you can apply to find out who is saying what
- Developing ROI metrics based on analytics
- Customer service management, target market identification and acquisition

Jenny Wilmshurst, Co-Founder, Tweet Twins Social Media
Dag Holmboe, President & Co-Founder, Klurig Analytics, USA
(By pre-record)

2.15 **Social media in society - Is it really changing us?**

There is no doubt about the massive and sustained impact that social media is having on society today. But how far reaching is it? This session will explain how social media is changing the very nature of politics and society.

- Emergency management - Twitter and Facebook's vital communication roles in the Christchurch and Japan earthquakes
- Pro-democracy - Social media and the facilitation of recent political protests throughout the pan-Arab region

Kim Sbarcea, Director, ThinkingShift

3.00 Afternoon Break & Refreshments

3.15 **Case Study: Social media's role in creating valuable conversations for your business**

The successful NZ wine industry has been quick to adopt online marketing and communications. This session will discuss the role that social media has to play and how a single conversation sparked what could potentially be one of the most engaging sales funnels yet for this industry.

- Communications evolution - Follow the journey from a sole tweet to a significant online marketing platform for the NZ wine industry

Craig Garner, Managing Director, Magpie Media

4.00 **Integrating social media applications for meaningful conversations**

Engaging social media presence for all key customer segments is a challenge but is also essential for an effective marketing strategy. This session will discuss case studies and examples of successful social media applications.

- How different markets engage differently with social media
- How to co-ordinate key messages for an overall brand presence

Mike Wilson, Digital Strategic Director, .99

4.45 **Networking drinks**

EVENT 2 Mobile Marketing Forum

29 June 2011, Stamford Plaza Hotel, Auckland



The concept of mobile marketing is not a new one but in recent times, more and more businesses have been utilising this new medium to get their brand message out to a targeted audience. Take the opportunity to attend this packed one day forum to hear about solid strategies and the latest in trends and ideas in mobile marketing.

8.30 Registration & Coffee

9.00 **Opening remarks and introduction from the Chair**
Belinda Simcox, *Mobile and Digital Strategist*

9.20 **The state of the NZ mobile marketplace**
This opening session will discuss the position and future of the New Zealand mobile and smartphone market. This scene-setter will provide a context into the market as it currently stands, where it is expected to track, and opportunities for businesses.

- Mobile and smartphone penetration figures in NZ and abroad
- Current and predicted data usage
- The current mobile marketing mix: SMS vs. MMS vs. Apps as the tool for engagement

Braden Turner, *Innovations Manager, Vodafone NZ*

10.05 **The business case for mobile marketing**
In many instances the business case for mobile marketing gets stuck due to a perceived lack of ROI, benchmarking or measurement. This session will objectively examine the business case for mobile marketing:

- What market segments is the mobile channel most (or least) suitable for?
- Costs, response rates and ROI versus other media

10.50 Morning Break & Refreshments

11.10 **Using mobile to improve your traditional marketing and boost Facebook followers**
The txt2get.co.nz service has been used to run over 2,000 mobile campaigns in NZ ranging from Coca-Cola and Samsung, to local corporates such as Fonterra and Les Mills. This session will share strategies to boost your traditional advertising performance and drive Facebook and social media followers, drawing on numerous case studies and insights from the coal face on NZ's mobile marketing.

- Using mobile to increase response rate to traditional media
- Running txt to win competitions

Marty Verry, *Chief Executive, TXT2GET*

11.50 **Monetising Mobile: From mMarketing to mCommerce**
The concept of mCommerce has been around for several years, but is only really starting to take off now that smartphones are entering the mainstream across different market segments. This session will explore the current opportunities for business using mobile systems, including:

- Mobile voucher systems
- Mobile payments and banking
- .mobi websites

Scott Bradley, *Chief Executive, VoucherMob*

12.30 **Building or want to build a mobile app?**
In the now crowded mobile app marketplace, is there room for your brand? What do you need to know as you embark on building an app? This session will cover what works and

doesn't work in the mobile space, as well as the exciting current trends from big brands domestically and globally.

Guy Horrocks, *Director, Carnival Labs*

1.15 Lunch

2.00 **Using location-based mobile apps**
Mainstream applications of location-based mobile services include advertisements or vouchers to opted-in customers in the vicinity of a participating business.

- Facebook Places and FourSquare: how have NZ businesses successfully applied them?
- User privacy: what are the implications?
- Location intelligence and Quick Response (QR) codes
- How can you boost your adoption rates and ROI?

Luigi Cappel, *Sales and Marketing Manager, GeoSmart Maps*

2.45 **Understanding mobile tagging and how to utilise it**
Mobile tagging is a valuable concept that allows your customer to interact with almost anything to reach your brand message.

- Turning physical media into links to mobile information and entertainment
- Mobile – rich media consumption and its potential
- Overseas trends in mobile tagging

Chris South, *CEO, Contrast Media*

3.30 Afternoon Break & Refreshments

3.45 **Case Study: Taking advantage of data capture in mobile marketing**
NZ Post has entered the mobile marketing arena with their "Send-A-Card" app to encourage customer engagement and increase postal volumes but also to take advantage of the ability to capture valuable data. Combined with the use of its profiling and segmentation tool "Genius" they are able to generate highly targeted consumer information

- The advantages of utilising data capture
- How to get the most out of mobile marketing by going beyond mobile apps

David Murphy, *Manager Digital Growth & Innovation, NZ Post*

4.30 **Panel Discussion: How can you measure the success of your mobile marketing?**
One of the largest inhibitors to the uptake of mobile marketing is not being able to effectively measure its success. Would you business make more use of mobile if the benefits were clear and concise? This panel will discuss metrics, trends and ideas in measuring mobile campaigns.

Darnell Higginson, *Strategic Account Director, Marker Studio*
More panellists TBC

5.15 **Networking drinks**

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Social Media Marketing
Mobile Marketing

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28 & 29 June 2011
Stamford Plaza
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