



Social and Local:

The New Killer Platform

Welcome to today's webinar, an introduction to BIA/Kelsey's Social Local Media Advisory Service and a preview of ILM East, March 21-23, Boston, MA

For audio: You can either dial in or listen through your speakers. Once you choose, please do not change settings.

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LocalSEOGuide.com

Partnering with us as Associate PD,
Social Local Media



**Social Local
Media CAS**



Jed Williams
PD, Social Local
Media

Today's Webinar

- The Social Local Opportunity
- Data Highlights
- Q&A with the SLM Thought Leaders
- Live Polling
- Staying Connected with SLM
- Your Turn

The Social Local Opportunity

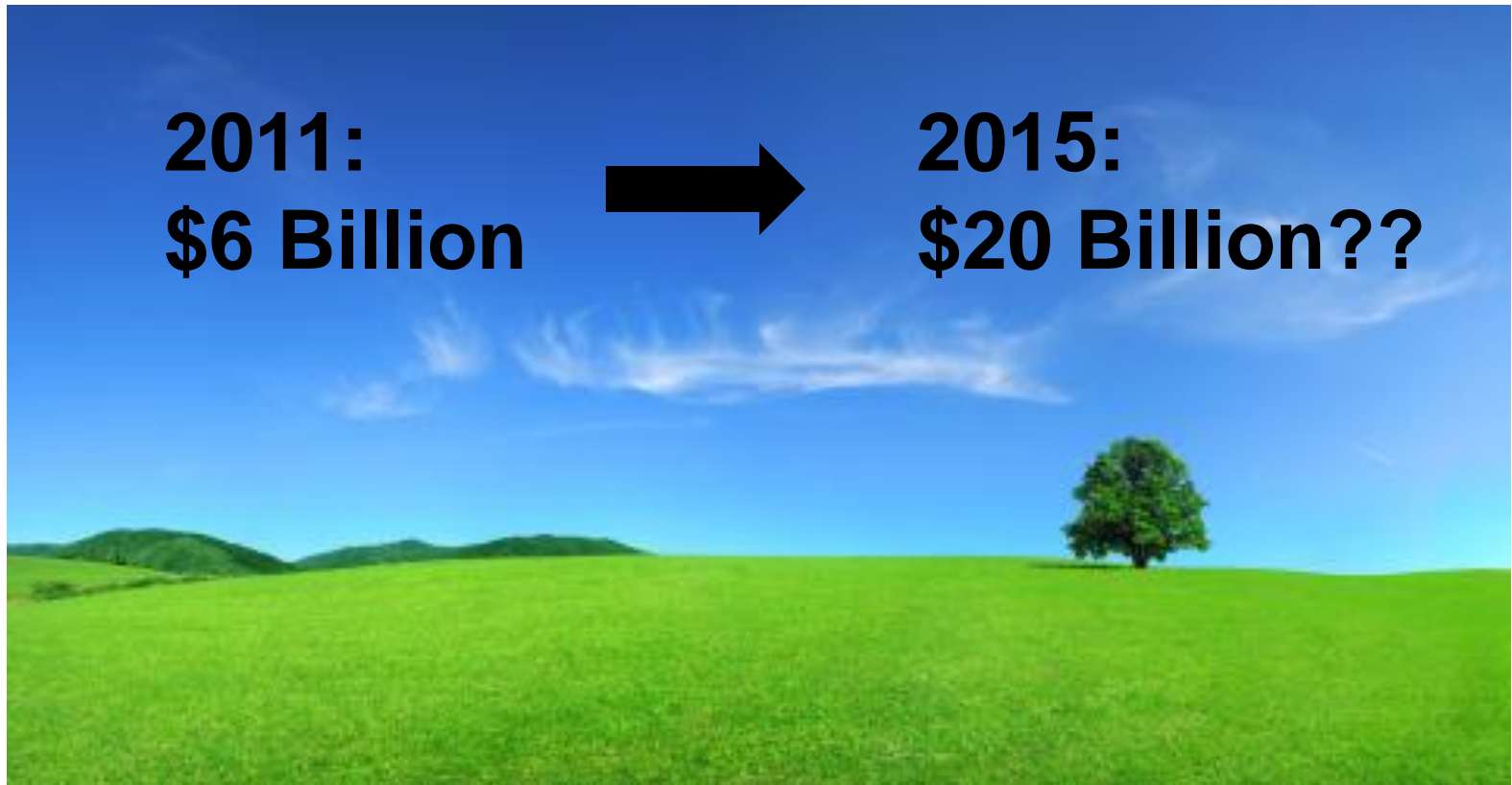


How Green Potentially Is It?...

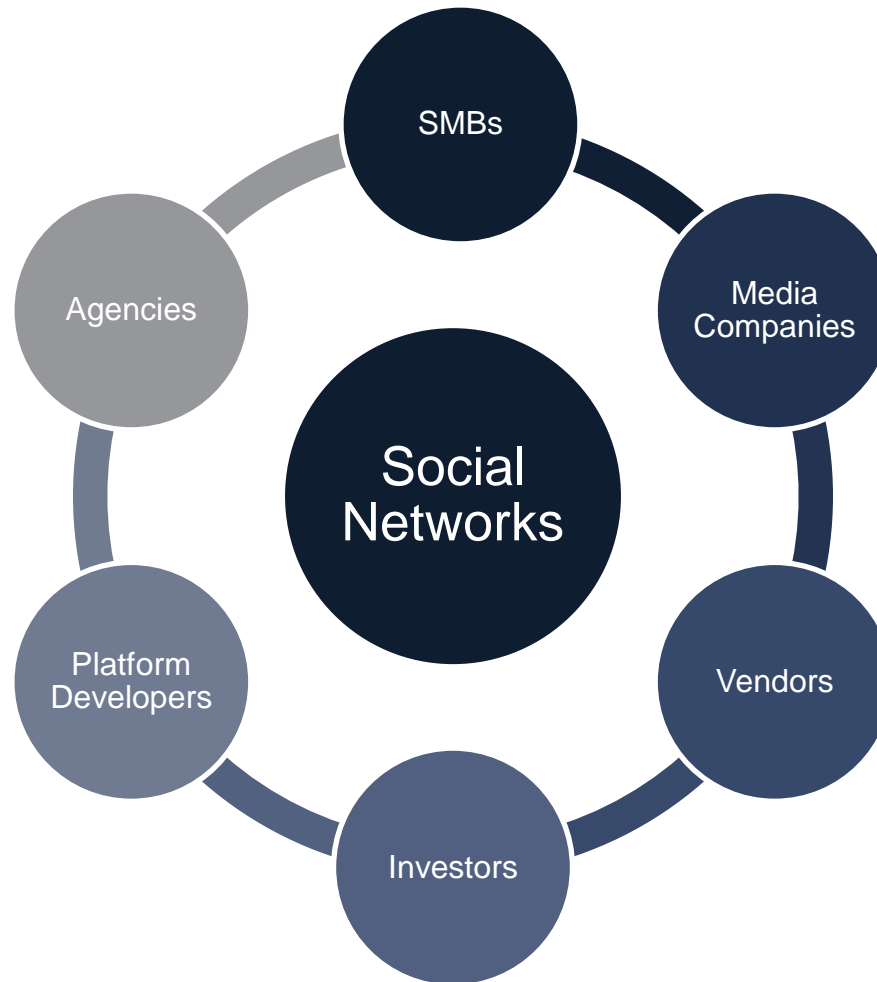
**2011:
\$6 Billion**



**2015:
\$20 Billion??**



The Social Local Media Ecosystem

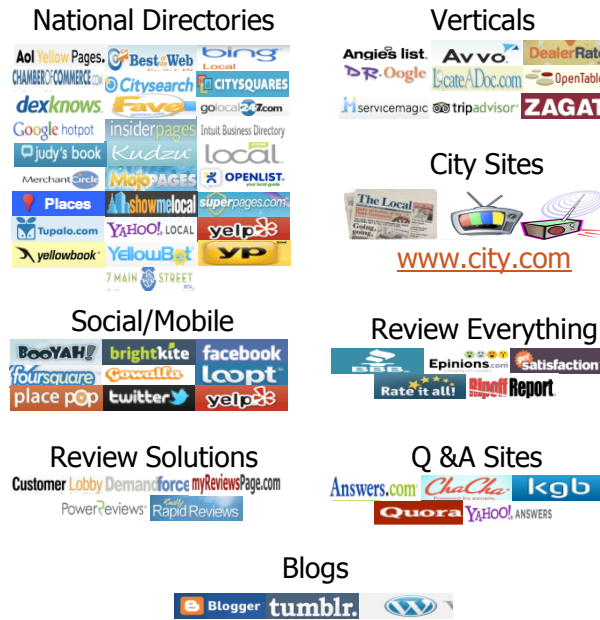


The Local Reviews Ecosystem

Review Stimulation



Review Generation



Review Effects



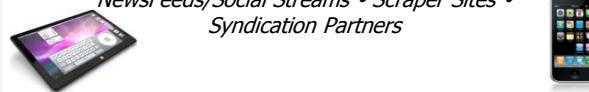
Review Types

Recommendation • Rating • Tip • Aggregate Review/Rating • Snippets • Photo/Video



Where Do Reviews Appear?

Place Page • Category in City SRP • "Featured" Modules • Lists (Best of, Worst of, Latest, etc.) • Snippets • Reviewer Profiles • NewsFeeds/Social Streams • Scraper Sites • Syndication Partners



What Do Reviews Get You?

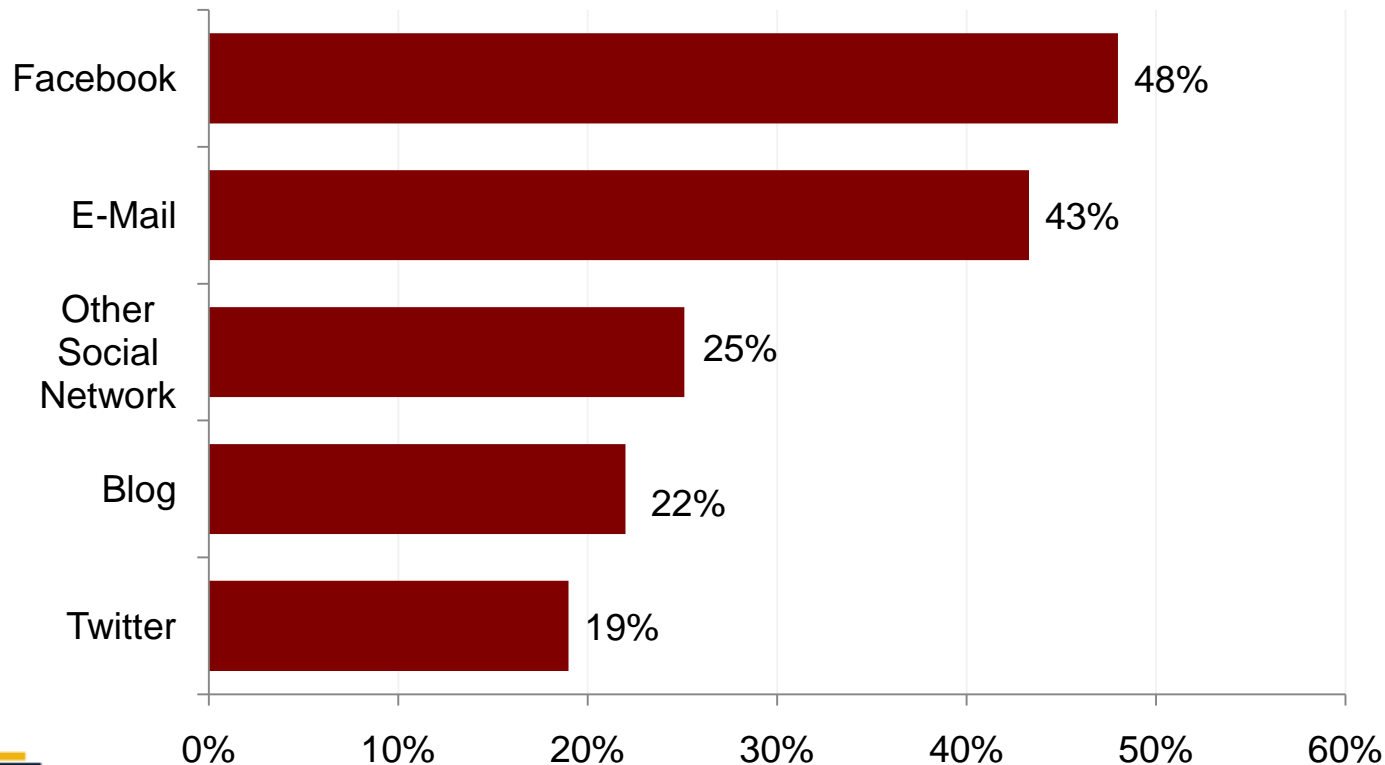
Improved Rankings/Presence • Increased CTR • Increased Customer Engagement • More/Fewer Customers • Yet Another Thing For SMBs To Spend Their Time & Money On



Use of Social Media Is Widespread

LCM, Wave 14: SMB usage of various “social media” is already intense. Nearly half of SMBs reported using Facebook for advertising or promoting their business. 40% said they have a Facebook page specifically for their business.

Use of Social Media



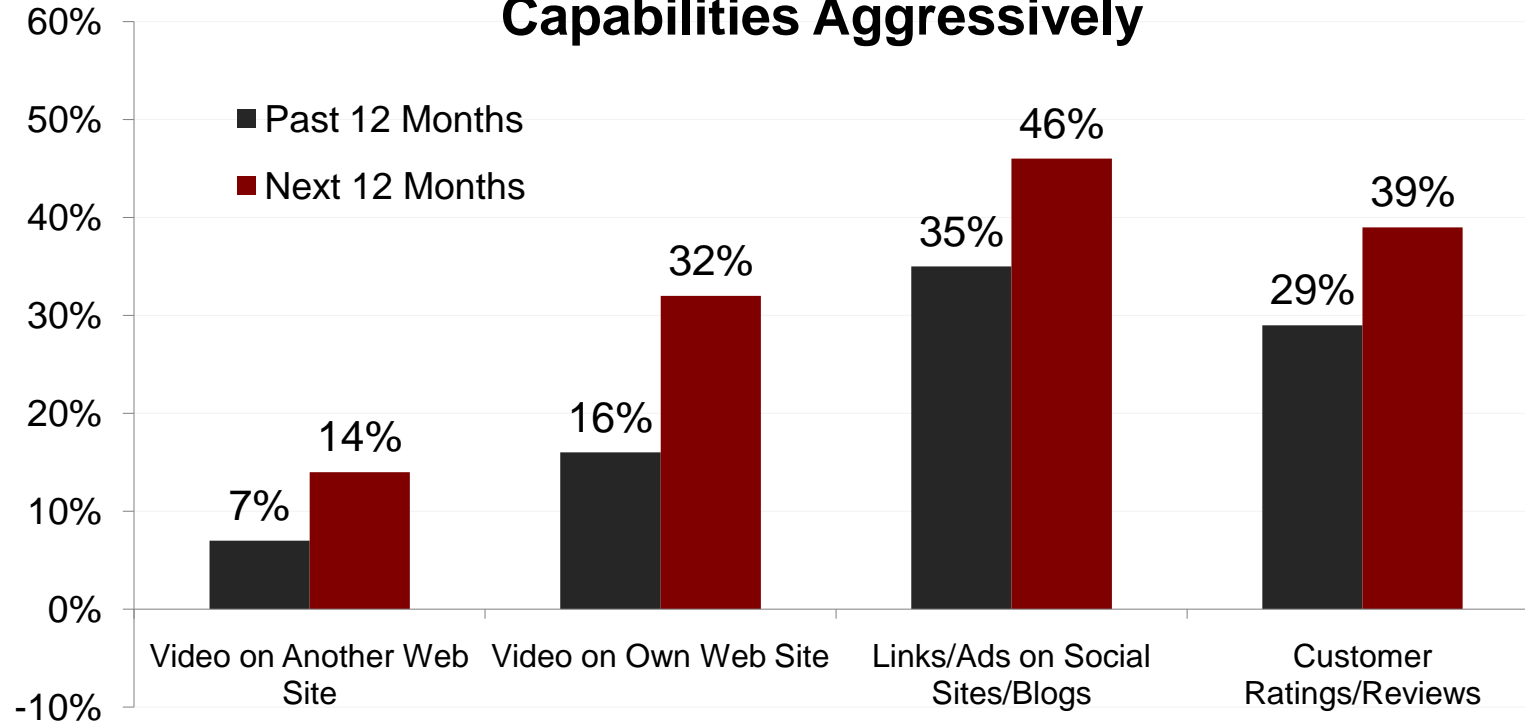
Polling Question



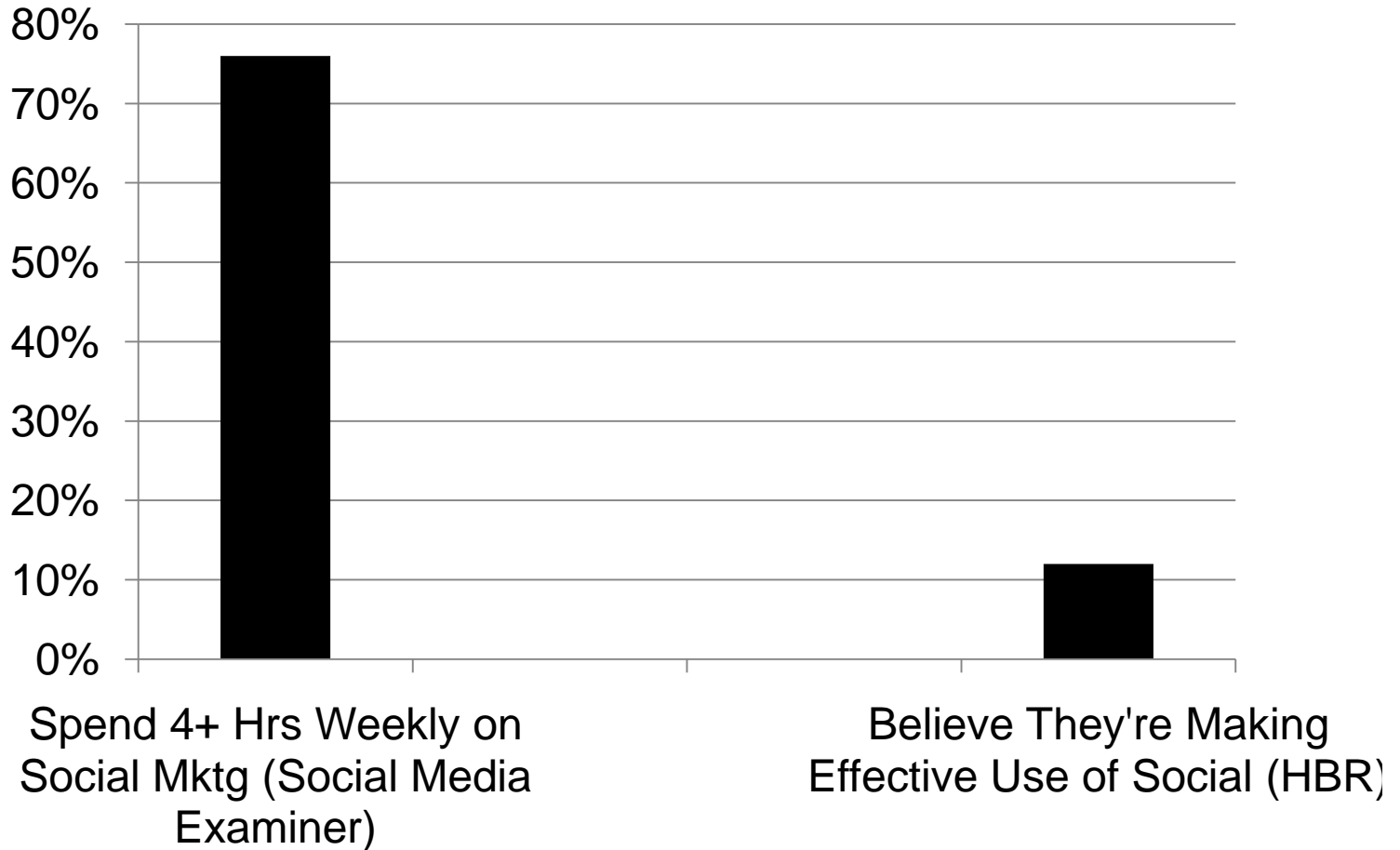
SMBs Plan Increase in Use of 'Web 2.0' Capabilities

LCM Wave 14: When we asked our tracking question about usage intentions of various Web 2.0 capabilities in the next 12 months (vs. the past 12 months), we see ambitious plans across most of these capabilities.

Advertisers Intend to Use New Capabilities Aggressively

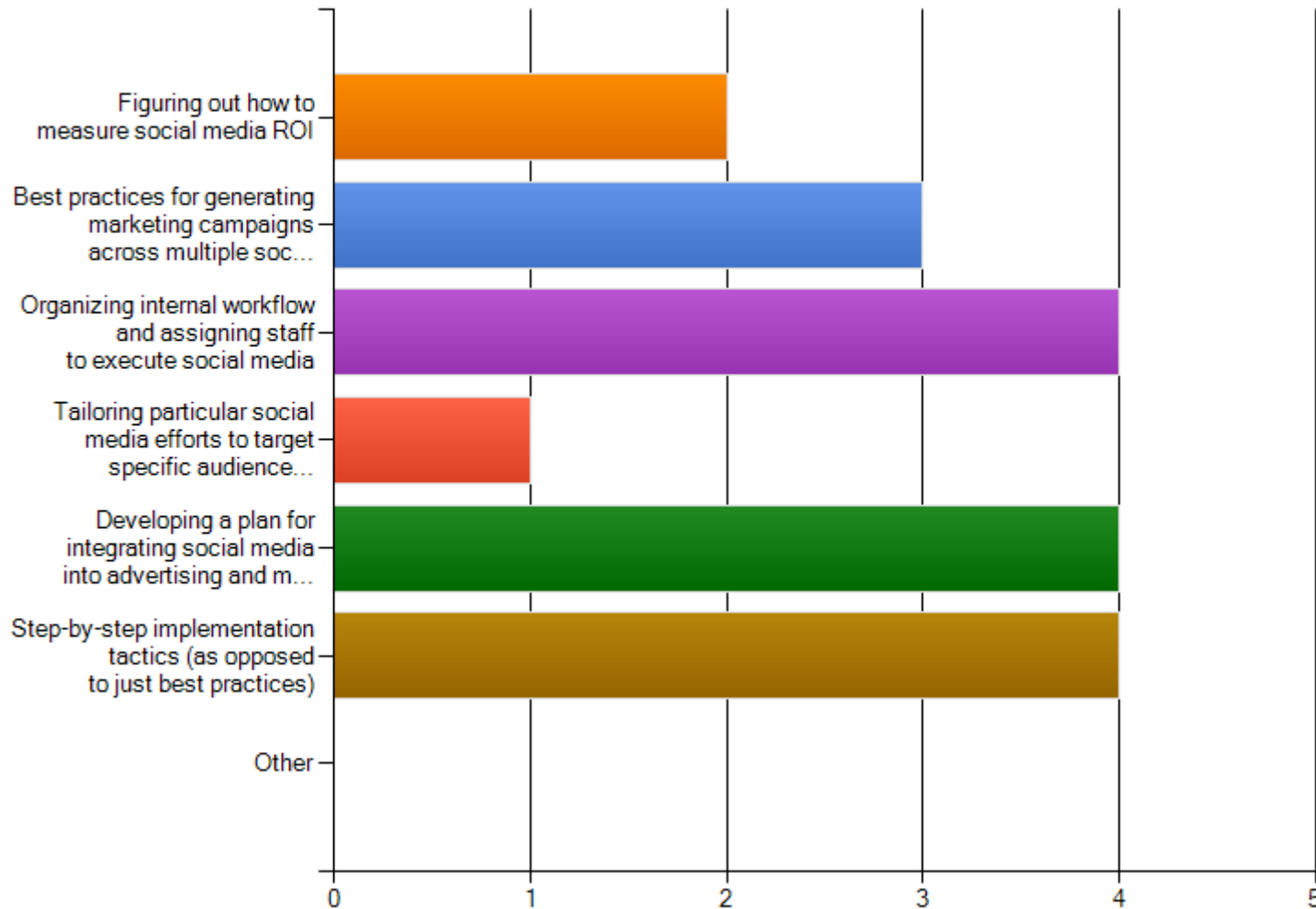


A Little More Data (for good measure)...



What You Say...

What is the biggest challenge/area of need that your local business clients experience in their social media marketing and advertising efforts?



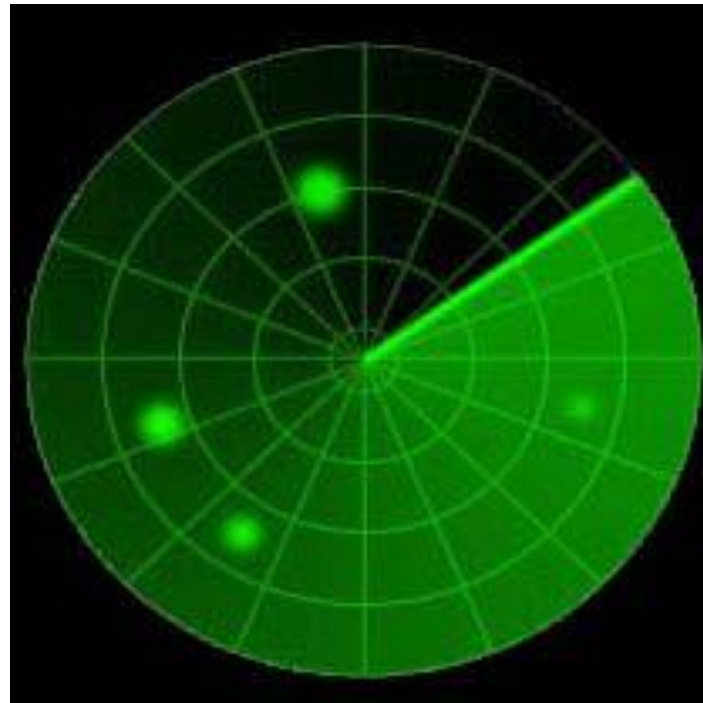
Question #1

Social – still experimental or performance-driven?
What's the trend?



Question #2

Saying that social media is “Facebook & Twitter” is an oversimplification. *What else should be on your radar?*



Question #3

BIA/Kelsey polling uncovered lots of questions about engagement. *So...how do you create more with your customers and users?*



Question #4

The million (or billion) dollar question: *How can you really measure social?*



To The Cloud (Round I)...



Question #5

The elephant in the room:

How has Facebook grown Places?

What are the implications?

How can SMBs effectively participate?



Question #6

Facebook Deals, Twitter Promoted Trends & Tweets, LinkedIn Targeting – *How is social advertising accelerating? What are the implications for locals? Will these work locally?*



Question #7

What are the benefits & risks of moving money from traditional ad budgets onto social networks?

Analog Dollars



Digital Dimes

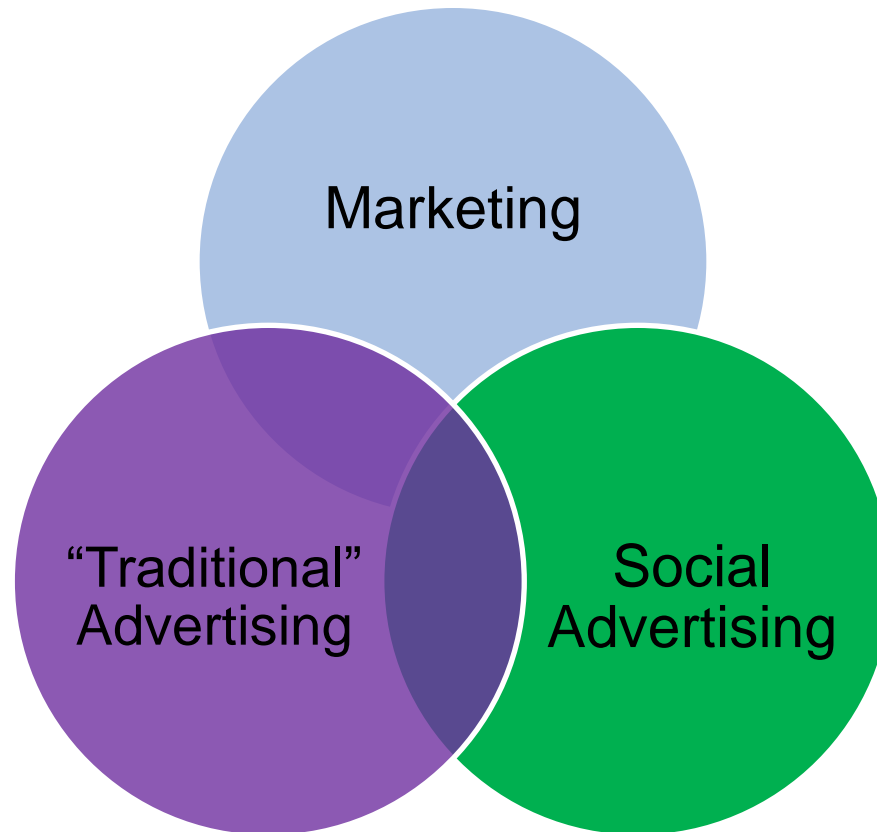


Social Nickels?



**And
Now...**

Don't Discount Social Marketing...



Question #8 – Industry Segments

*Broadcast: Are local radio/TV “getting social?”
What opportunities are they missing?*



TWITTER

Finding the first tweets from the Discovery Channel hostage situation

September 2, 2010 - 02:09 PM

Like 24 Share

Email Print

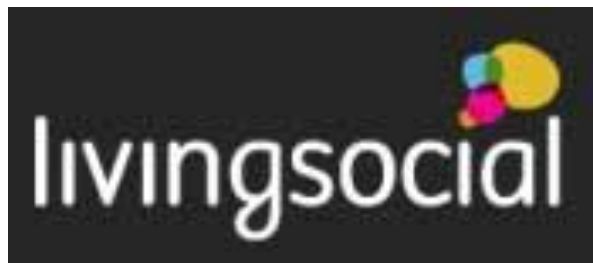
By [Mandy Jenkins](#) (Twitter [@mjenkins](#))

Text size

Update: [James Calder](#) cited [this tweet](#), which is the earliest from the scene as of what we know right now. From [@wasroykosuge](#) at 1:13 p.m.:

Industry Segments (cont'd)

What are creative Facebook & Twitter strategies that online search companies are incorporating?



To The Cloud (Round 2)...



Question #9

How should SMBs be thinking about social reputation management? What about media companies?



Question #10

What opportunities do social media provide media companies to transform into consultative sellers?



Question #11

What are some innovative ways companies are using social media to facilitate customer care?



Question #12

What will we be watching in social media in 2011?



Stay Connected with SLM



- **SLM Advisory Service**
 - Addressing the rapidly developing social marketing and media segment
 - We will help clients implement social across media, marketing and advertising channels *to drive revenue dollars*
- **Clients will have ongoing direct access to:**
 - Industry, Technology Reports - Case Studies
 - Expert analysis - Analyst Access
 - Proprietary Research - Broad Local Media Viewpoint
- **Clients refer to our advisory services as their very own *in-house* research and competitive intelligence team to support business activities**

For more information and to request a free report, contact Steve Passwaiter at spasswaiter@bia.com or (703) 818-2425.

Learning More About SLM

ILM

March 21-23, 2011
Boston Marriott Copley Place
Boston, Massachusetts

east



Victoria Ransom
Founder and CEO
Wildfire Interactive



Maz Sharafi
Senior Manager, Local
Monetization, Facebook



Evan Cohen
GM, Foursquare



Tim O'Shaughnessy
Cofounder and CEO,
LivingSocial

**Social's
Impact on
Local**

*We Go Deep
at ILM East*



Gail Goodman
CEO, Constant Contact



Walt Doyle
President and CEO
Where



Nate Richardson
President, Gilt City



David Weinberger
Author and Senior Researcher,
Berkman Center for Internet &
Society, Harvard University

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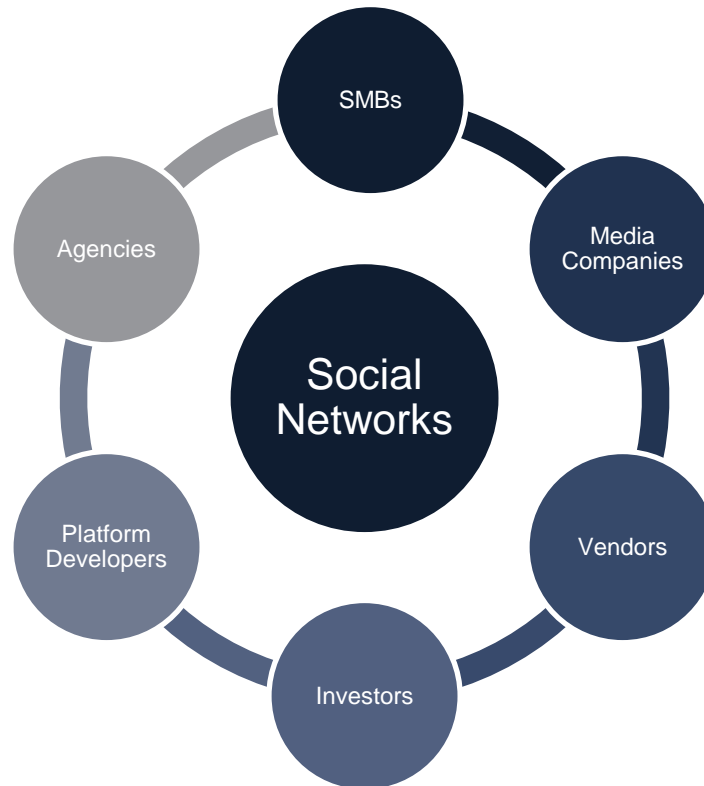
Join the largest gathering of top industry executives for *thought leadership, networking and business development.*



Polling Question



Now it's your turn... where do you fit in the ecosystem?





Questions and comments:

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ILM | *east*

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