Social Media for International Trade

The 24th Annual NASBITE International Conference
Monday, April 4 2:15 p.m.-3:30 p.m. III-D Laurens Room
Lehrer/Madden
Introduction

Social media technologies are changing the way international business is done. All practitioners and trainers in international trade must be aware of social media outlets and know how to effectively leverage them to add value to their daily activities.

This seminar will provide an overview of social media technologies useful in international trade. You will learn how to use these important and popular tools for both business and education.

For the optimal experience, view the Prezi.

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<tr>
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<th>Social Media Quiz</th>
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<td>Google Talk</td>
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<td>Share This</td>
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<td>Facebook</td>
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<td>FriendFeed</td>
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<td>Design Bump</td>
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<td>Skype</td>
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<td>Technorati</td>
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<td>Yahoo! Buzz</td>
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<td>Netvibes</td>
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<td>Gamespot</td>
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<td>Feedburner</td>
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<td>YouTube</td>
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<td>Pandora</td>
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<td>Evernote</td>
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<td>Vimeo</td>
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<td>Yelp</td>
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<td>47</td>
<td>Newsvine</td>
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<td>48</td>
<td>Delicious</td>
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Social Media

- A conversation via on-line tools
- Creates a community for sharing information and staying connected
- Allows for collaboration; interactive
- Established relationships, builds trust, and replaces traditional marketing (from monologue to dialogue)
- Encourages Honesty
Elements

*Allows consumer comments to be heard!*

- Forums and Online Communities
- Blogging and Micro-blogging
- Social Networking
- Multimedia Sharing (Pictures, Music, Video)
- Social Bookmarks
- Online Reviews (Diggs, Likes)
- Really Simple Syndication (RSS)
- Podcasting – audio and video
- Wikis
Must Haves

- Compelling Content
- Creates Value
- Measurable and Meaningful
- Testing (A/B and Multivariate)
Example: A-B Testing in Mail Chimp

Subject Line Researcher

Discover how the terms in your subject line will impact your open rate. More stars means a better open rate.

subject line terms

holiday gift

One term/phrase per line, 3 terms per phrase. Tip: search with fewer terms to get broader results.

search

<table>
<thead>
<tr>
<th>adjacent terms/phrases</th>
<th>rating</th>
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</thead>
<tbody>
<tr>
<td>Holiday Gift Guide</td>
<td>★★★★★</td>
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<td>Holiday Gift</td>
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<td>Holiday Gift Ideas</td>
<td>★★★★★</td>
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Benefits

- Tool to Connect
- Leverage Relationships and Networks
- Open Feedback; Share Information (and Challenges)
- Metrics are Influence and Engagement
- Consumers Feel Ownership of Brand
- Consumers “Like” and Recommend to Friends
Responsibility

- Personal
- Corporate
- Government
Best Practices

- One Voice (message consistency)
- Consistent Branding
- Stay Engaged and Listen to Consumers
- Dedicated Position (copywriter, web-designer, and social media guru)
- Establish Corporate Policy Guidelines
- Integrate with your online marketing and social media strategies into your website (your website is the foundation upon your business; the authority to where customers find information on your products/services)
U.S. DOC Guidelines

Review General Guidelines for use of social media/web2.0 technology in an official capacity
- Be Courteous and Professional
- Do not publish personal opinions
- Post accurate information that is also available on our official government sites

Review the Department’s Guidelines for Secure use of Social Media sites:
- Don’t use the same passwords for multiple social media accounts
- Don’t use the same password as your Commerce accounts
- Even if the site doesn’t require it, use a strong password
- Monitor your account regularly and only follow links/downloads from known sources
Cloud Computing

Cloud computing is Internet-based computing, whereby shared resources, software, and information are provided to computers and other devices on demand, like the electricity grid. Users do not need in-house expertise and do not have control over their technology infrastructure.

- Mobile
- Economies of Scale
- Content Security
  - Who Owns It?
  - Where is Your Data Stored?
Example: The Cloud

- Google
- Salesforce
- Microsoft
- Amazon
- Zoho
- Rackspace
- Amazon
- Yahoo
U.S. Statistics

Entrepreneurs
(includes self employment)

- 78% of small businesses*
- 50%+ total workforce employment*

Small Business

- 52% home based*
- 99.7% employer firms*
- 97.3% total exports*
- 40% high skilled employees*
- 51% go to social networks (SN) for advice**

Employment

- 22% of employers use SN to evaluate potential candidates***
- 9% more plan to use SN in the near future***
- 16% potential employees manage their SN profiles for employers***

Source: El Camino College SBDC
How it’s Used in International Trade

- Service and product marketing
- Finding business partners
- Qualifying business partners
- Market research
- Training
- Product support
- Current news
- Customer service
- Communication with partners and customers
Useful for Trade Professionals

- LinkedIn
- Twitter
- GlobalTrade.net
- Ustream
- Wikipedia
- Google Talk
- Google Voice
- Skype
- Yelp
- Carbonite

- 37 Signals
- One Note
- Evernote
Understanding Tweets

- 140 word limit per tweet
- Reply To see user’s screen name and send message
- Delete Click the trashcan icon next to the tweet
- RT ReTweet (RT@username+message)
- OH Overheard (OH+message) Reiterate earlier tweet w/out revealing original author
- HT Heard Through (HT@username+message)
- # Hashtag (#NASBITE24)
- Keywords for searches, like discussing the 24th Annual NASBITE International Conference
Manage Your Web-Profile

- Displays Your Name, Email, Location, Organization / Company, Title, Social Networks, Tweets, and Brief Bio

- Benefits:
  - Profiling tool
  - Users can add private notes
  - Creates transparency
  - Able to craft your image & manage your profile

http://about.me
http://rapportive.com
http://www.GlobalTrade.net
Are you an exporter?

“Find service providers and intelligence for exporting; request offers for services”

Find Service Providers Worldwide
Reach 10,674 international trade service providers, experts and institutions in 100+ countries, and request offers for services.

Find Market Reports and Tips
13,735 reports, tips, newsflows that help you explore markets, control risks and manage your import/export operations.

FEATURED RESOURCES
Manage Your Finances and Taxes Worldwide
Resources brought to you by JPA
Featured Folders: United States (21), China (25),...

Learn About Opportunities in Egypt
Featured Folders: Agriculture (11), Health (5), Telecommunications (8), Legal (9), Food (5),...

Find Trade Compliance Resources
Featured Folders: United States (31), China (62), United...
Incognito

- How do you really know anyone in a virtual world?
- Mailbox services like Earth Class Mail conceal physical addresses
- Voice services conceal location and re-direct phone numbers (land-line & mobile)
- Social media based on email address, not the individual
- Fulfillment services perform warehousing and shipping functions on behalf of the business (so your supplier may never actually touch the goods--good for contract manufacturers and private label)
- On the surface, you know what the tech savvy want you to know
- Mitigate your risk.
- Use tools like Google Street View
- Read Customer Reviews like on Yelp
- Follow your industry/community on Twitter and subscribe to tweets on your service providers
Example: Google Street View

13430 Hawthorne Boulevard, Hawthorne, CA

At this address:
Center for International Trade Development -
El Camino College Business Training Center -
Small Business Development Center -
Let’s Get Started

- GlobalTrade.net
  http://www.GlobalTrade.net
- NASBITE Website Profile
- NASBITE CGBP Group
  http://www.LinkedIn.com
- Business Without Borders
  http://en-us.dev2.businesswithoutborders.com/registration
- International Trade – Quora
Thank You!

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Email: bmadden@elcamino.edu
Website: http://www.elcaminocitd.org
Handouts

- The CMO’s Guide to The Social Landscape
- 15 Free Web-based applications to start your Business by Rhonda Abrams
- Social Media Action Plan by The Horn Group
- 10 Tips for Using Twitter to Grow Your Business by the El Camino College SBDC
SEO

OKAY!

BAD!

Good!

Okay!

Bad!

Questions users can ask and answer

Facebook

A social-networking site where users can add friends, send messages, and build their own profiles.

Twitter

A microblogging site that enables users to send "tweets" or messages of 140 characters or less.

Flickr

An image-and-video-hosting Web site where community members can share and comment on media.

LinkedIn

A social-networking site for business professionals.

YouTube

A video-sharing Web site where users can share and upload new videos.

Digg

A social-news site where users can discover and share content.

Stumbleupon

A social-news site where members discover and share Web pages.

Reddit

A social-news community where users post links to the site’s homepage.

Tumblr

A social-networking site where users can ask and answer questions.

Web Site

Customer Communication

Brand Exposure

Traffic to Your Site

SEO

Facebook

Twitter

Flickr

LinkedIn

YouTube

Digg

Stumbleupon

Reddit

Tumblr

A central and open communication portal, Facebook is the hub through which positive or negative social interaction. Positive or negative, companies can use Facebook to communicate messages to receive customer feedback.

Users can ask and answer questions.

Digg is the ultimate outbound messaging tool. Inbound customer communications are quick and to the point, allowing for simple monitoring and management of conversations.

As a PR tool, Flickr gives companies-sponsored events a pictorial home that can be more professional and better customized than sharing the same image-sharing sites (including Facebook).

Not the primary focus, but you can potentially engage customers by encouraging employees to maintain a professional prowess in your organization through employee names. High SEO value for vanity names for your company.

Whether you seek to entertain, inform, or both, video is a powerful channel for quickly responding to customer interaction and engaging your social-media savvy. It is also the best venue for reputation "repair" if things go wrong.

Customer interaction is significant on Digg, but the intrinsic value of exposure and placement of a front-page story can heighten the effect of your company’s social media savvy.

Stumbleupon is not a tool that is useful for customer communication. There is a random chance of getting a message to your current customers and the user base is growing, but it’s still very slim in comparison to other social sites.

Only the extremely adept can generate mass exposure on Digg — white meat to Google, and extinction if you don’t eat it very quickly. The best venue for content discovery—brands that do well on Digg can do well anywhere.

The growing segment of Tumblr users, and the ability to ask and answer questions makes the site a potential destination for customer communications. As the site’s exponential growth continues, expect it to rival Twitter as a top-2 communication tool.

Google and Bing have both indicated that they are using "social signals" as part of their ranking algorithms, pointing to the importance of social media, and in particular. While the links themselves are "nofollow," the social component is real and expected to become more prominent over time.

Not the primary focus, but you can potentially engage customers by encouraging employees to maintain a professional presence in your organization through employee names. High SEO value for vanity names for your company.

As with Facebook, Twitter has become the social-media equivalent of a traffic generation segment, particularly through its video messaging through annotations and retweets. The homepage and content link content is still minimal, but even those numbers have seen a recent rise.

LinkedIn is your personal branding and showing the professional prowess in your organization through employee names. High SEO value for vanity names for your company.

YouTube is growing in the traffic-generation segment, particularly through its video messaging through annotations and retweets. The homepage and content link content is still minimal, but even those numbers have seen a recent rise.

Linkedin continues to improve its standing in traffic generation by encouraging sharing of content. One feature it has rolled out during the past year is "Digg-like" as consistent as Facebook or viral as Digg, but it’s getting traction.

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No real traffic potential yet. In the coming months, it may expand, but currently almost all activity happens directly on Tumblr itself.

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Not the primary focus, but you can potentially engage customers by encouraging employees to maintain a professional presence in your organization through employee names. High SEO value for vanity names for your company.
Thinking about starting a business and need to save every penny? Well, I have good news for you. There has never been a better—or at least cheaper—time to start or run a business.

Need a website? You can get one for free. Need to send out invoices? Do it for free. Want to communicate with customers? Also free. Using these free and easy-to-use web-based applications will not only save you hundreds of dollars, they will make your life easier and more productive too.

**Set Up Your Office**

**Skype**

[www.skype.com](http://www.skype.com)

Skype is the mother, father, grandmamma, and granddaddy of all VoIP services. In addition to the free PC-to-PC service—constantly updated with new features including videoconferencing, IM, voicemail, and more—you can, for a small charge, call phones anywhere in the world.

![USE THIS APP?](Y / N) User name:_____________________________ Password:_____________________________

**Mozy**

[http://mozy.com](http://mozy.com)

Mozy offers a free version of its online backup service. The free version allows you to upload 2 GB of data. Although you download the program to your computer, your backup is stored online.

![USE THIS APP?](Y / N) User name:_____________________________ Password:_____________________________

**Create and Share Documents & Presentations**

**Google Docs**

[www.docs.google.com](http://www.docs.google.com)

Google Docs is a broad online portfolio of word processing, spreadsheet, presentation, and calendar functionality accompanied by forms and handy templates (invoices, business cards, invitations, fax cover sheets, etc.).

![USE THIS APP?](Y / N) User name:_____________________________ Password:_____________________________

**SlideShare**

[www.slideshare.net](http://www.slideshare.net)

The SlideShare online community works like YouTube for slide shows rather than videos. Upload your presentation, get a permanent URL and share it with the world or invite a select audience to view it. You can upload 100MB files of various formats—PowerPoint, Google Docs (see above), PDFs, and more. You can also add audio to your slides, embed SlideShare into your website or blog, and integrate it with social networking sites.

![USE THIS APP?](Y / N) User name:_____________________________ Password:_____________________________

**BUSINESS TIP:** Walk your audience through your presentations as if you were all in the same room—arrange a free teleconference through Skype.
Social Media Action Plan

### Tie Social Media to Your Business Goals

<table>
<thead>
<tr>
<th>Business Drivers</th>
<th>Goals</th>
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<td><strong>Financial</strong></td>
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<td>• Revenue</td>
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<td>• Expenses</td>
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<td>• Leads</td>
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<td><strong>Customers</strong></td>
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<tr>
<td>• Customer experience/satisfaction</td>
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<td>• Customer service/support</td>
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<td>• Building community</td>
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<tr>
<td><strong>Brand</strong></td>
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<tr>
<td>• Awareness</td>
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<td>• Thought leadership</td>
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<td>• Innovation</td>
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### Design a Listening Program

<table>
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<tr>
<th>What to Follow</th>
<th>Specific to Your Company</th>
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<tr>
<td>Industry trends</td>
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<td>Key words and search terms</td>
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<td>Influencers to follow</td>
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<td>Competitors</td>
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### Pick the Tools to Fit Your Goals

<table>
<thead>
<tr>
<th>Tool</th>
<th>Purpose and Strategy</th>
<th>Rank Priority (from 1-3)</th>
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</thead>
<tbody>
<tr>
<td>Monitoring Tool</td>
<td>Listening and measurement</td>
<td>Focus on 1 and 2</td>
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<tr>
<td>Corporate Blog</td>
<td>Thought leadership, depth, engagement, linking &amp; guest posts</td>
<td></td>
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<tr>
<td>Twitter</td>
<td>Headlines, engage, sales, solve service issues, competitor insight</td>
<td></td>
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<tr>
<td>Community</td>
<td>Customer driven, customer care, sourcing trends</td>
<td></td>
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<tr>
<td>Facebook</td>
<td>Social, friendly, recruiting, link to community and blog, video</td>
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<tr>
<td>LinkedIn</td>
<td>Engagement, networking, recruiting</td>
<td></td>
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<tr>
<td>YouTube</td>
<td>Amazing stories, brand awareness</td>
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<tr>
<td>SlideShare</td>
<td>Content sharing, thought leadership</td>
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### Measure in Conjunction with Marketing Goals

<table>
<thead>
<tr>
<th>Goals</th>
<th>Social Media Output</th>
<th>Tools/ Tactics to Measure</th>
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<tbody>
<tr>
<td>*Faster, better insight/information</td>
<td>Conversation monitoring, customer feedback</td>
<td>100s of listening tools (Buzzient, Radian 6, etc.) Customer community search.twitter.com</td>
</tr>
<tr>
<td>*Awareness, thought leadership</td>
<td># of people reached</td>
<td>Unique site visitors Twitter followers Blog comments</td>
</tr>
<tr>
<td>*Faster, better sales</td>
<td># of interactions</td>
<td>Your CRM system Leads Deals Revenue</td>
</tr>
<tr>
<td>*Customer support, satisfaction</td>
<td># of issues addressed</td>
<td>Your CRM system Twitter</td>
</tr>
<tr>
<td>*Faster, better development</td>
<td># of ideas implemented</td>
<td>Insert Yours Here</td>
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</tbody>
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*Examples by Altimeter Group*
10 Tips for Using Twitter to Grow Your Business

Twitter, the microblogging service that lets you send out messages of 140 characters or less, has fast become one of today’s hottest tools for networking and marketing your business. Twitter messages are called “tweets,” forwarding a tweet is “retweeting,” and users “follow” each other. If you’re not already on Twitter, it’s time to give it a try. Here are 10 steps to using Twitter to grow your business.

1. **Start slowly.** Begin by importing your e-mail contact list to Twitter and following those contacts who are tweeting. You’ll see who they follow, you’ll start following some of those people, and your network will begin to build.

2. **Take control.** The sheer volume of tweets can be overwhelming, so you’ll need tools to manage Twitter. Search “Twitter applications” or visit http://twitter.com/downloads for applications to simplify and organize tweets. I like Tweetdeck (www.tweetdeck.com), which lets you sort your Twitter feed into columns and create different groups you can monitor.

3. **Share useful information.** Many people use Twitter to share links. But don’t just link to your own blog or Web site; also share other interesting and valuable content. Focus on quality over quantity and you’ll soon become known as a trusted resource.

4. **Offer deals.** Tweet your followers special offers, discounts and other limited-time promotions. For instance, a restaurant owner might tweet today’s lunch special; a consultant might offer 25 percent off a seminar for those who sign up in the next hour. Deals make followers feel like “insiders,” and they’ll likely retweet them.

5. **Be easy to find.** Help people find you on Twitter by including your Twitter “handle” on your business cards, Web site, Facebook or LinkedIn page, in your e-mail signature…you get the idea.

6. **Track trends.** Twitter is a good gauge of what people are talking about at any given time. Use Twitter Search to search your company name or industry keywords and find out what people are saying about you and your competitors. Do instant market research by tweeting an informal poll or survey.

7. **Follow potential clients.** Recently, a company I was following tweeted about plans to launch a new Web site. I tweeted to let them know how our company could help, and we ended up landing a new account.

8. **Follow the competition.** Twitter is an easy way to see what your competitors are doing, planning, investigating and thinking about.

9. **Get real.** Twitter connects you with people online, but don’t let it end there. Solidify the connection in the real world with a “Tweetup”—an offline get-together. Meeting up with Twitter contacts takes your relationships to the next level.

10. **Measure results.** As with any marketing tool, you need to know what you want to get from Twitter and measure your ROI. It does take a good deal of time, so assess your results periodically to make sure the payoff is worth your investment.

By Rieva Lesonsky

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