



# *Perspectives*

A monthly look at what's happening in  
the ever-changing digital world and beyond

RTC Relationship Marketing

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## From the Editor

Hello and welcome to the fourth issue of *Perspectives*. By now most of you are familiar with our format and subject matter. Each month we have brought you a collection of one-page articles on digital trends and their implications from the Digital Integration and Innovations group (formerly Interactive Strategy) of RTC Relationship Marketing (RTCRM). This month I've flung open the doors at *Perspectives* HQ (my cubicle) to include a piece written by Katie DeGenova from the Strategy and Insights team. Katie focuses on trends outside the digital world to discuss time spent waiting for a product or service as a brand opportunity in *The Business of Waiting*. Welcome, Katie.



We are still producing the kind of insights on digital trends you've come to expect. Discover nuggets of social media goodness from an unlikely place: World Wrestling Entertainment, in *Utilizing Social Media to Combat Negative Press*. Sample tasty social media strategies in *Comparing Social Media Strategies Across Georgetown Cupcake Shops*. Are you the mayor of your local cafe? In *Check-ins, Deals and Mobile – Oh My!* you can read about the implications of Facebook's Places and Deals launches on geo-social media. Can Miss Manners survive paperless post? Draw your own conclusions after reading *Paperless Post: Eco-friendly Alternatives to High-end Stationery*. And last but not least learn the important first steps of creating a solid social media plan in *Creating a Social Media Strategy – How to Get Started*.

As always, we encourage your feedback. Contribute to the conversation online, where versions of *Perspectives* are available for comment on our website's Sparkblog and on SlideShare, or send me an email letting me know what you think. If you are interested in a custom briefing on any topic in this edition, RTCRM is here for you—just contact your Project Manager or Account Manager. If you aren't a current RTCRM client and would like a custom briefing, contact me and we'll talk. If you are looking for the latest in digital trends with a healthy dose of attitude, visit *Treffpunkt*—the RTCRM Digital Integration and Innovations team blog—at <http://rtctreffpunkt.blogspot.com/>.

Dig in. Enjoy!

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Photograph: Courtesy of Flickr Creative Commons. Photo by Clever Cupcakes, 2009.

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## The RTCRM *Perspectives* contributors introduce themselves in 140 characters or fewer...

**Carlen Lea Lesser:** *VP/Director, Digital Integration and Innovation.* Connector of people, ideas and info. Marketer, geek, blogger, baker, tea drinker and artist. Go Canes!

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**Michelle Fares:** *Associate Interactive Strategist, Digital Integration and Innovation* Floridian Hoya. Enhancing communication between companies and people; social media, online communities and cupcakes. Lots of cupcakes.

### And introducing....

**Katie DeGenova:** *Manager, Strategy & Insights.* Marketer, brainstormer, and strategist. Virginia native. Enthusiast of reading, writing, traveling and food. Go Dawgs!

## Utilizing Social Media to Combat Negative Press

Rebecca Johnson, **Strategist, Digital Integration & Innovation**

**Summary:** In 2010, World Wrestling Entertainment (WWE) found itself the focus of increasingly negative press and criticism over its business practices and programming. In response, WWE launched a public relations campaign titled “Stand Up for WWE” that centered on evangelizing to its fans through Facebook, Twitter and YouTube. Since launching, the campaign has generated thousands of videos, tweets, posts and “likes” that highlight positive WWE experiences, criticize the negative attacks and galvanize fans to show their support for the organization and its core values.

### Key Information

In mid-October, World Wrestling Entertainment (WWE) launched a social media–based advocacy campaign in response to what it calls “unfair and biased attacks from certain politicians and media outlets.” The organization recently has come under increasing levels of scrutiny and press coverage in part due to former CEO Linda McMahon’s tight U.S. Senate seat race against Connecticut Attorney General Richard Blumenthal.

The goal of the campaign titled “Stand Up for WWE” is to energize the fan base to help refute these attacks on the WWE. In the campaign’s launch video, WWE CEO Vince McMahon reached out to fans and asked them to join the “Stand Up for WWE” movement by posting their own personal videos, tweeting about their WWE experiences, joining the campaign’s Facebook page and visiting WWE’s website<sup>1</sup> for additional ways to spread a positive WWE message.



The movement hinges on the power and connectivity of the social media platforms Facebook, Twitter and YouTube and WWE’s website to disseminate a coherent and consistent pro-WWE message and enable fans to connect and share their WWE passion. Given that WWE’s audience is primarily between 18-34 years old with a 60/40 male-to-female split, launching this campaign via social media channels was a strategic decision by WWE that has led to a significant level of response and campaign engagement.

One month post-launch, the campaign’s Facebook page had received 78,536 “Likes” and the vast majority of the 19,222 comments are positive. After 1 month on Twitter, @StandUpForWWE amassed 11,162 followers, with 4,992 users retweeting the “Stand Up for WWE” Twitter petition and with the StandUpForWWE messaging reaching 1,433,260 Twitter users. Lastly, Mr. McMahon’s “Stand Up for WWE” YouTube outreach videos have over 185,000 views. WWE is also using YouTube to repurpose pro-WWE videos and messages from politicians from both sides of aisle, sports stars, WWE employees and celebrities.

### Implications and Action Items

WWE’s “Stand Up for WWE” campaign is a good example of the potential impact social media efforts can have on mobilizing a fan base to counteract negative publicity.

- **Know the audience’s social media habits.** WWE’s campaign works because WWE fans were already sharing and adding content within these social media networks. This will not necessarily be the case for every brand, and understanding if and how the target audience currently engages within social media is extremely important to the success of every social media–based campaign.
- **Select the right platform(s).** Depending on the medium of the campaign, certain social media networks will be more effective for distributing and sharing messaging. If the goal is for users to create and post videos, YouTube may be the platform to go with, whereas if the goal is to sign and share a petition, Twitter may be best. Simply understanding how various mediums function and are utilized with social media platforms will significantly help in selecting the most optimal platform(s).
- **Determine comment policies and settings.** Before launching, establish guidelines around how users will be able to directly comment on and respond to content. Ensure that chosen social media platforms reflect these guidelines within their setting functions.
- **Create easily sharable messages.** Make it easy for users to spread a campaign with simple, easy-to-personalize messaging that can quickly be retweeted and posted. If you simplify the sharing process, users will be more apt to engage with and pass along your content.

<sup>1</sup> [www.wwe.com](http://www.wwe.com)

## The Business of Waiting

### Part 1 of 3: Branding Anticipation

Katie DeGenova, **Manager, Strategy and Insights**

**Summary:** Consumers wait for products and services every day. Their experience is ultimately an interaction with the brand for which they're waiting, and is therefore worthy of a marketer's attention and management. Certain products are able to generate enough excitement that consumers willingly wait for them, which presents a business opportunity to ensure these consumers remember the experience as enjoyable. Businesses could occupy consumers' time with surprise-and-delight tactics, or they could take it a step further and actually brand the anticipation.

#### Key Information

Consumers spend a lot of time waiting: in line at a retail store, for a movie to start, for their Amazon order to arrive. If a consumer is waiting for a product (or service), this experience is ultimately an interaction with that brand, thus making it an opportunity to communicate. Businesses tend to focus on how much *time* consumers spend waiting for their product. Consumers don't often remember how long they waited, but they do remember if it *felt* long.<sup>2</sup> Businesses should focus on affecting the emotions consumers experience as they wait.

Some products can generate enough excitement that consumers will happily wait for them. To meet these requirements, products or services should embody one of the following qualities: expensive, exclusive, buzz-worthy, or valuable on a personal level. High-tech products fit the mold and often draw the early-adopter crowd to wait in line for the latest and greatest. Disney World and other exclusive experiences also draw a crowd that's willing to wait, as do many movies, especially in the science fiction and fantasy realm. If the brand's offerings fit the above criteria and the marketing department has done its job, consumers will wait for the product. In the ideal scenario, consumers believe it's more valuable *because* they have to wait for it.<sup>3</sup> This is all good news. In fact, most of the time marketers have to fight to gain consumers' attention, but in this situation, there is a captive audience thinking about the brand and product, just waiting. Making this experience more positive for the consumer is more than a nice-to-have; it's a brand-strengthening business opportunity.

#### Implications and Action Items

Under these circumstances, there are two recommendations to improve a consumer's waiting experience. First, businesses could simply demonstrate they value the consumer's business through simple surprise-and-delight tactics. Consider Apple. Some wait in line for over 48 hours for the latest Apple product. Reducing the time to 24 hours might make consumers happier, but what if Apple brought coffee and breakfast to those who stayed overnight? Or showed movies? While less measurable, these things are more memorable. And if they're more memorable, consumers walk away with a better relationship with the brand. They're also likely to become advocates and talk about their experience.

The second recommendation is to brand the anticipation, i.e., occupy the consumer's time with something relevant to the product or service for which they're waiting. When the demand is greater than the supply and consumers have to wait, why not give consumers a teaser of the product or service during that time? If the manufacturing process causes the delay, why not give consumers a glimpse into that process? For instance, a high-end car brand could send pictures and updates of the car as it's assembled, especially if it's done by hand. This would give their consumers a sense of ownership and create *branded anticipation* before they have the car, improving the waiting experience and initiating the brand relationship earlier.

- **Stop worrying about time.** Consumers don't remember how many minutes it takes. Don't focus on time.
- **Focus on consumers' emotions.** If consumers are excited about the product or service, leverage and maintain that excitement throughout the entire waiting period.
- **Brand the waiting period.** Find a way for consumers to interact with the brand while they're waiting.
- **Be memorable.** Surprise and delight consumers with something unexpected as they wait. Consumers will remember it, and then they'll talk to others about it.

<sup>2</sup> Don Norman. "The Psychology of Waiting in Lines." Excerpt from Chapter 4 of a draft book manuscript tentatively entitled "Sociable Design." August 21, 2008.

<sup>3</sup> "Restaurants & Bars: A city in waiting." Time Out Chicago. <http://tiny.cc/nusmp>

## Comparing Social Media Strategies Across Georgetown Cupcake Shops

Michelle Fares, Associate, Digital Integration & Innovation

**Summary:** Social media can be a useful tool for small, local businesses to engage with customers and extend the brand experience. To use sites like Twitter and Facebook effectively, companies must first define their goals and target market, and then post content that aligns with those goals and is valuable to customers. Companies must also consider their resources when allocating time and manpower to developing a presence in social media.

### Key Information

In recent years, many large retailers have jumped on the social media bandwagon by creating token Facebook and Twitter pages; for these companies, social media is only a fraction of their overall advertising efforts. However, small businesses with limited (or nonexistent) marketing budgets are forced to get creative in the ways they reach out to customers. For many family-run businesses, social media sites offer a cost-effective way to showcase their personality and connect with fans. In the Georgetown neighborhood of Washington, D.C., two cupcake bakeries are using Facebook, Twitter and Foursquare in very different ways to reach their target markets.

Georgetown Cupcake (GC) is the new star on the cupcake scene and has gained national attention from a reality TV show and a slew of celebrity visitors. GC focuses on reaching tourists and potential customers<sup>4</sup> and appears to use sites like Facebook and Twitter<sup>5</sup> primarily to gain new customers by posting information on promotions and specials. GC posts a daily “Secret Flavor” cupcake on its Facebook and Twitter pages, and the first 100 people who order the cupcake in the store get it free. Its Twitter account is used primarily to advertise the cupcake flavor, and despite having over 13,000 followers, GC is only following one tweeter (TLC, which produces its reality show). This indicates that GC is using Twitter primarily to push information to fans, and not as a way to interact with them. GC does engage with customers on its Facebook page by hosting trivia contests about the business and sending a dozen free cupcakes to winners (reinforcing the focus on out-of-town clientele). It has over 72,000 Facebook fans, many of whom who actively post on its wall, but GC does not often answer fan questions or interact with them on Facebook outside of these promotions. The bakery also has a presence on Foursquare,<sup>6</sup> with more than 3,000 check-ins and fans posting tips and comments about the Secret Flavor cupcake. While we often discourage “push marketing,” Georgetown Cupcake appears to be using this tactic successfully to reach fans who do not live in the D.C. area.

Baked and Wired (B&W), on the other hand, is the more established bakery in the area and is well aware of its target market: a weekday crowd of office workers and students, and a weekend crowd of suburban families. Because it refuses to pay for advertising,<sup>7</sup> social media plays an important role in B&W’s marketing strategy, and it uses sites like Facebook and Twitter<sup>8</sup> to interact with existing clients and present the bakery as a funky, unique cupcake experience. It has fewer fans on Facebook and followers on Twitter than GC (1,033 and 1,817 respectively as of this writing), but B&W uses both mediums to post information on in-store events, musicians and art featured in the store, and quotes from music and literature. It also frequently responds to customer comments and questions on both sites. The bakery has 2,000 check-ins on Foursquare, where people describe it as a local “best-kept secret.”<sup>9</sup>



### Implications and Action Items

Social media can be an effective marketing tactic for small businesses, but they must evaluate their marketing goals and customer base before deciding how to use the various platforms. They must consider the following points:

- **Allocate** resources to site management. Most platforms require minimal financial investment but do demand a significant time commitment to effectively monitor comments, posts and followers.
- **Ascertain** which platform works best for your product, and publicize it.
- **Use** social media to reach clearly defined business goals.

<sup>4</sup> E-mail interview with catering manager Laura Pyatt, 9/27/2010

<sup>5</sup> Georgetown Cupcake is on Facebook at [facebook.com/georgetowncupcake](http://facebook.com/georgetowncupcake), and on Twitter at [@gtowncupcake](http://twitter.com/@gtowncupcake)

<sup>6</sup> GC is on Foursquare at [foursquare.com/venue/604486](http://foursquare.com/venue/604486)

<sup>7</sup> Phone interview with owner Tony Velazquez, 9/20/2010

<sup>8</sup> Find Baked and Wired on Facebook at <http://on.fb.me/9wchWg> and on Twitter at [@bakedandwired](http://twitter.com/@bakedandwired)

<sup>9</sup> B&W is on Foursquare at [foursquare.com/venue/42046](http://foursquare.com/venue/42046).



## Check-ins, Deals and Mobile – Oh My!

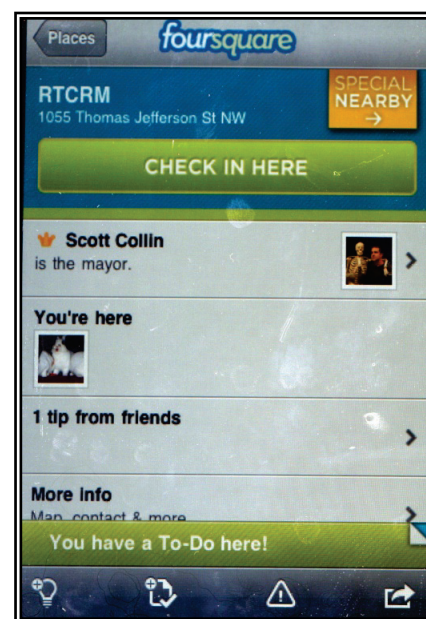
Carlen Lea Lesser, **VP/Director, Digital Integration & Innovation**

**Summary:** The battle has begun between Facebook and all the other check-in/deal websites and services. With the launch of Facebook Places and Facebook Deals, Facebook is clearly moving into new (and lucrative) territory. It is also raising awareness of mobile check-in services, which currently only have a niche user base. Regardless of which service is winning the PR battle today, the time is now to learn what these services mean to businesses and consumers.

### Key Information

Just as businesses were beginning to figure out how to leverage the growing stable of check-in/deal-oriented websites/services, Facebook has thrown its hat into the ring. Currently only around 4% of U.S. adults<sup>10</sup> use location-based services, and general awareness of these services is very low. Even among those who are aware of these services, there is lower awareness as to why one might want to use them.<sup>11</sup>

These websites/services initially were just ways for consumers to share places or things they liked. Taking advantage of the rising omnipresence of Web-enabled smartphones, these services encourage people to “check in” when they arrive at a location or complete an activity. For most, this is done via a platform-specific app (iPhone/Droid/BlackBerry), although some do work through the mobile Web. However, in efforts to monetize their services, location-based deals are now frequently bundled into the check-in. For example, if a consumer checks in to a location on Foursquare, he or she may see a little tab that says “Special Nearby” or “Special Here.” The consumer doesn’t have to be checking in at your location to learn of a deal there. As you can see in upper right corner of the screen capture at right, just by checking in at RTCRM when I get to work, I can learn about specials near my office. Unlike traditional coupons, location-based deals also encourage and reward consumer engagement and advocacy.



Until now, the players in the “geo-social” space were small and independent start-ups. Now Facebook has jumped into the ring, and brought its 200mm mobile users<sup>12</sup> with it. Whenever Facebook does anything, the mainstream press covers it in detail. So even though a few weeks ago only 4% of adults in the U.S. used location-based services, it stands to reason that the number will rise rapidly. Facebook was able to enter the market with deals that no start-up could hope to provide. On its first day of offering deals, Facebook Deals partnered with Gap to give away thousands of pairs of jeans to people who checked in at their local Gap store. This resulted in thousands of check-ins and even more PR.<sup>13</sup>

### Implications and Action Items

While location-based or “geo-social” services may still be reaching a niche audience, the time is now for organizations to begin experimenting.

- **Check in.** Encourage your marketing team to begin trying these services themselves. Even if it’s not your thing, it’s important to have a firsthand understanding of how these services work and what they offer.
- **Check out.** Keep an eye not only on how your competitors are using these services, but also your comparators in other categories or industries.
- **Deals or status?** Learn what types of people are attracted to these services (demographics, psychographics, technographics), and what specifically they use them for. Some people might be attracted to the gaming aspect, some to the “status” aspect, and some just to the deals.
- **Mobilize.** Location-based services can provide a very low cost of entry (in both time and dollars) to engage in mobile marketing. Consider them a way to run pilot programs to explore this rapidly growing channel.

<sup>10</sup> <http://tiny.cc/wu8m8>

<sup>11</sup> Based on my completely unscientific conversations with people who are constantly asking me “Why?”

<sup>12</sup> <http://tiny.cc/fs66h>

<sup>13</sup> <http://tiny.cc/4j4qn>

## Paperless Post: Eco-friendly Alternatives to High-end Stationery

Sara Weiner, Associate Director, Digital Integration & Innovation

**Summary:** Finding ways to cut costs and be eco-friendly, combined with an increased emphasis on expedited communication and Internet usage, has led to the growth of online stationery vendors. Paperless Post, a leader in the space that offers high-end digital stationery, has set the groundwork for online communication. Better in design and usability and more lifelike in look and feel than other online services, Paperless Post offers a modern alternative to traditional mail. An analysis of Paperless Post suggests that is an easy-to-use, low-expense and environmentally friendly system. However, it loses points for being intangible and non-traditional. For those deciding whether to use Paperless Post, it comes down to preference for modern environmentalism vs. traditional etiquette.

### Key Information

Paperless Post is a website that provides a step-by-step system for people to create, send and track stationery via email. With an account, users can create customized, personalized digital stationery from templated options. These templates include invitations, cards, announcements and the like. Paperless Post differs from its predecessors (e.g. Evite.com) in many areas, but most notably in design options—it is essentially a digital version of luxury paper stationery. Paperless Post's functionality allows users to get extremely close to creating an electronic cousin to the snail-mail version: Recipients feel as if they have received an envelope with a letter insert via email. And although expensive in look and feel, Paperless Post's service can be utilized for a minimal fee; in general it tends to be more cost efficient than the regular mail.<sup>14</sup>



### Implications and Action items

For events such as weddings, B'nai Mitzvahs, graduations and the like, Paperless Post provides an eco-friendly solution that eliminates paper waste. All communication can be completed digitally, removing not only costs, but hundreds of pieces of paper. However, for some, emailing invitations or thank-you notes is so modern that it borders on "tacky."<sup>15</sup> For traditionalists who comply with stationery etiquette, emailing breaks the rules of decorum. This audience cites lack of tangibility, lack of human touch (no handwritten notes) and lack of personalization as etiquette no-no's.

Luckily, Paperless Post has paved the way for traditional letter writing to find a home in email; some of Paperless Post's features may win over even the toughest etiquette critics. These functionalities include:

- Personalization of addresses and salutations via spreadsheet upload or syncing with email lists
- Customizable designs, even integration of logos, images and envelope linings
- Lifelike look and texture on the computer, including an animated envelope that opens upon receipt

In the end, as human behavior becomes more reliant on email and environmentalism becomes more mainstream, what is now considered somewhat tacky may in the future become standard. So for those deciding whether to use email or snail-mail for your next event, here are some decision-making thought starters:

- **Consider your audience.** *Are they college kids who only use email, or grandparents who only check the mailbox?* Knowing your recipients will give you a good understanding of what is expected etiquette-wise.
- **Determine customization needs.** *How unique do you want your stationery to look?* While Paperless Post offers many options, you don't hold the same creative reins as when working with a designer and calligrapher.
- **Desire for "life after email"?** *Does your mom want to frame your wedding invitation?* Printed computer paper is not likely to make it to the fridge door or family album; if recipients want a handheld version that feels as nice as it looks, consider offline options.
- **Evaluate printing needs:** *Are recipients going to print out a lot of information (directions, address)?* While email saves trees in the short term, if recipients are going to print out more paper in tracking the event than would have been used in creating a snail-mail version, you might want to consider whether you're really helping the environment.

For more information on Paperless Post please visit [www.paperlesspost.com](http://www.paperlesspost.com) and RTCRM's Digital Integration & Innovation blog, Treffpunkt.

<sup>14</sup> <http://www.paperlesspost.com>

<sup>15</sup> Per my mom, the ultimate etiquette analyst



## Creating a Social Media Strategy – How to Get Started

Kara Reinsel, Senior Strategist, Digital Integration & Innovation

**Summary:** For many companies, non-profits and government agencies, engaging in social media has gone from a nice-to-have to a must-have. Social media represents new ways to interact with customers. However, few organizations are aware of how social media fits within a company's overall marketing and business strategy. In addition, they often lack understanding of how social media technology works, what to prepare for, who should manage it, what makes sense for customers and how the technology supports business objectives. Fortunately, best practices have emerged that provide answers, guidance and standards.

### Key Information

Any organization considering social media should identify why it wants to use it in the first place. Does it support a business objective? Are the target customers regular users of the social media technology that is being considered? If business objectives are fuzzy or customers don't use the technology, then reconsider using social media or use another marketing channel that better supports business and customer needs. However, some organizations may find that getting started with social media is, in and of itself, a valid goal even if it's not directly supported by business goals. Under these circumstances, the business must clearly define how success will be measured.

The next step is to create a policy and plan that will govern social media usage. This can include both how employees should represent themselves when using social media on behalf of the company, and how an organization should use social media. Resist the temptation to create a Facebook page and start posting immediately, for example. For highly regulated industries such as financial services or pharmaceuticals, using social media improperly can land a company in hot water with authorities. Industries such as consumer packaged goods don't have the same regulatory concerns, but angry customers can use social media to launch PR attacks, as was the case with Nestle<sup>16</sup> recently.

The social media policy should outline the expectations on how social media can be used, the content it supports, employee obligations, and definitions and terms. The policy shouldn't recommend one social media technology over another—rather, its purpose is to provide a framework.

The social media policy is supported by publishing guidelines and how-to guides that lay out the details on how to actually use social media technology. Publishing guidelines answer the question, "How should a social media technology be used?" Publishing guidelines are also a good venue to document how frequently a social media technology should be monitored and to provide recommendations on what to do in the event of a negative response.

The how-to guides delve into the nitty-gritty of creating the actual social media accounts. How-to guides should cover items including but not limited to administrative access, setting privacy controls (if necessary), how to post content, preparing design assets, creating "Find us on X" icons to display on the organization's website, and take-down plans.

### Implications and Action Items

Creating a social media policy, guidelines and how-to guides takes time. However, the investment will pay off in terms of social media technology successfully meeting business objectives and engaging with customers. For companies that are considering using social media, keep the following in mind:

1. **Assemble a cross functional team.** Have a dedicated team of individuals from different parts of the organization work together to create the social media documents to ensure that the policy has broad acceptance across functions.
2. **Educate everyone.** Not everyone on the team will have the same knowledge of social media, so take the time to educate. The process is ongoing since technology changes and evolves.
3. **Divide the work into achievable phases.** As outlined above, break the work into phases to make it easier to get things done and demonstrate real achievement as each phase is completed.
4. **Aim for efficiency.** A highly knowledgeable, dedicated team in a less regulated industry could prepare all of the social media documentation and start using the technology in 60 to 90 days. For highly regulated industries or less knowledgeable teams, the timeline will at least double.

<sup>16</sup> "Nestle Takes a Beating on Social Media." *The Wall Street Journal*. March 29, 2010.

## About RTCRM

RTC Relationship Marketing (RTCRM) is a full-service direct marketing and relationship marketing agency based in Washington, D.C., in the heart of Georgetown, with an additional office in New York. RTCRM boasts more than 40 years' worth of innovative, targeted solutions that grow its clients' brands and help them forge lasting, valuable relationships with their customers. What distinguishes RTCRM is its unique ability to analyze data and research on both a rational and emotional level. RTCRM's clients include major brands in the telecom, technology, pharmaceutical and other business sectors, such as AARP, BlackRock, Eli Lilly and Novo Nordisk.

To learn more about RTCRM, please visit [www.rtcrm.com](http://www.rtcrm.com) or follow the Twitter feed @rtcrm.

## About the Interactive Strategy Team

The RTCRM Interactive Strategy team is tasked with keeping track and making sense of the ever-changing digital world. It's our job to understand the nuances of how and why different types of people use technology and what that tells us about them. More importantly, it's our job to help our clients apply this knowledge to better communicate with their customers. We help clients translate business goals into marketing campaigns that build relationships with customers. In the 21st century, understanding how and why someone uses technology is as important as understanding where they live, what gender they are, and how old they are. That's where we come in. From ensuring that technographics are considered in the research phase, to tactical plans that align digital, print and broadcast tactics, we work with clients and internal partners to make sure it all works.

It's not about what's cool. It's about what's smart.

**Treffpunkt**, Interactive Strategy Team Blog: <http://rtctreffpunkt.blogspot.com/>