

YOUR M&S

Social Media

Demographics User Group 13 October 2010
Sienna Veit

What is social media?

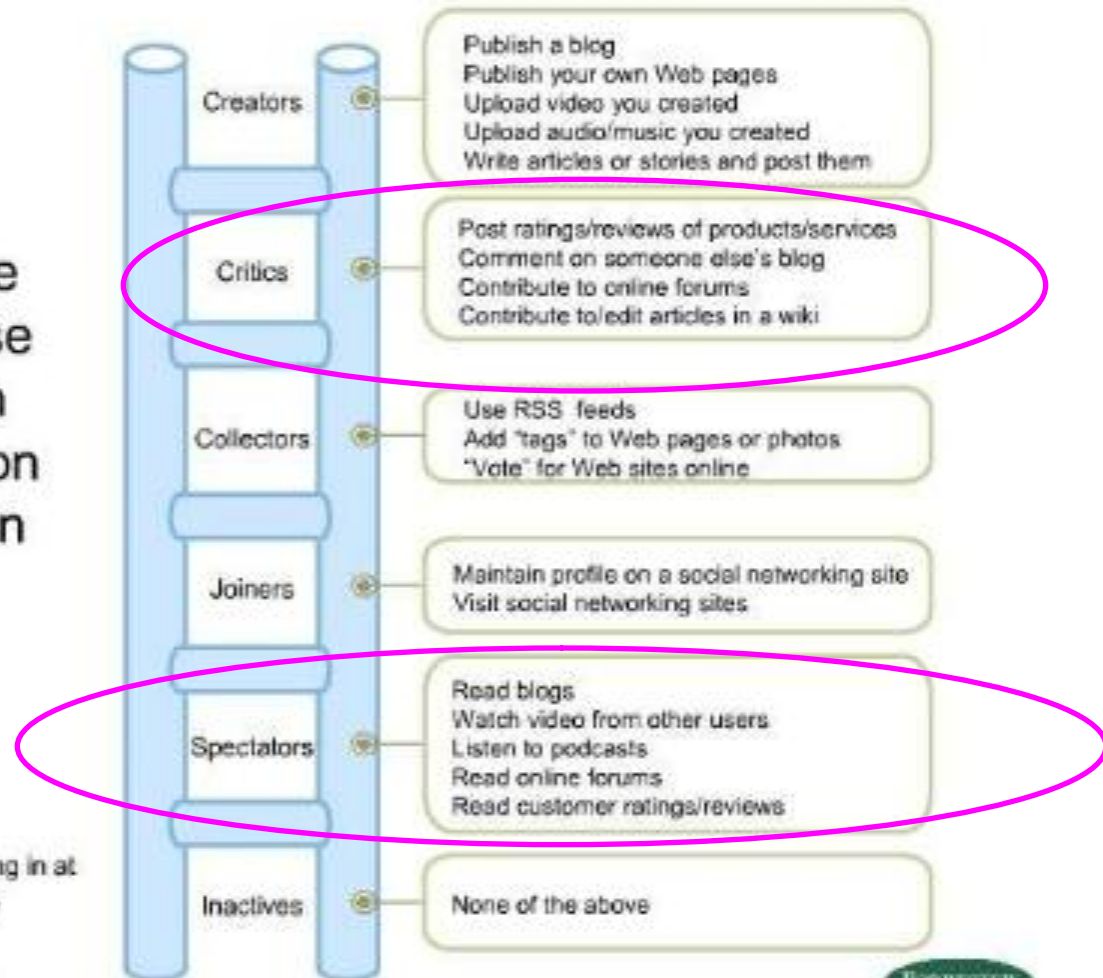
- Social media are media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media supports the human need for social interaction, using Internet- and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many).
- It supports the democratization of knowledge and information, transforming people from content consumers into content producers. Businesses also refer to social media as user generated content (UGC) or consumer generated content (CGM)

How social media changes traditional marketing

- Dialogue vs. broadcast,
- Many to many vs. one to many
- Interaction vs. passivity
- Context and utility vs. interruption
- Openness vs. ownership
- Ubiquity vs. your website, your brand
- Real-time vs. campaigns that build over time
- Continuity vs. discrete campaign
- Persistent vs. transient

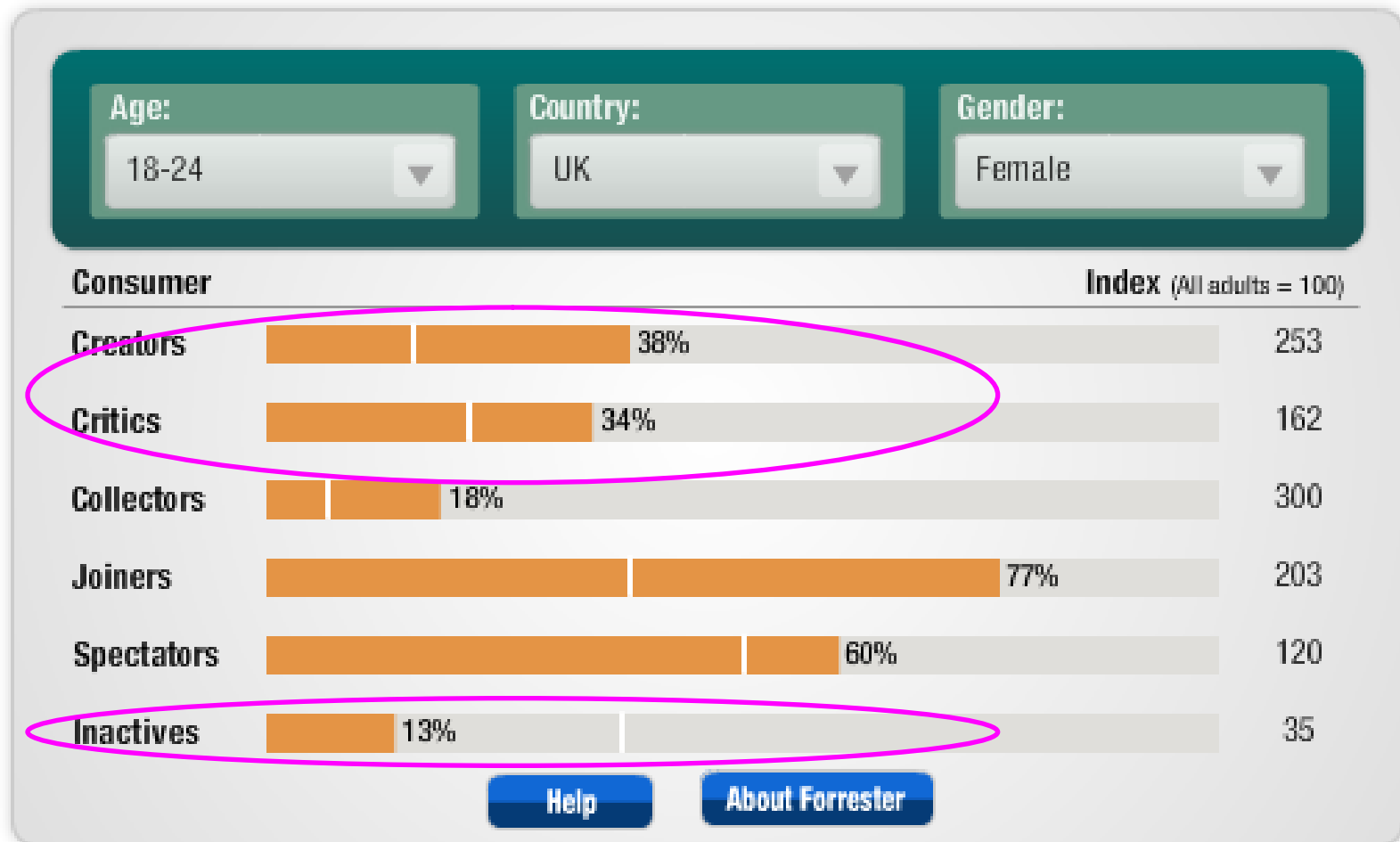
Who is this 'social media user'?

Model audience propensity to use social media in business decision making/adoption activity



Groups include people participating in at least one of the activities monthly.

UK Women 18-24 (the future)

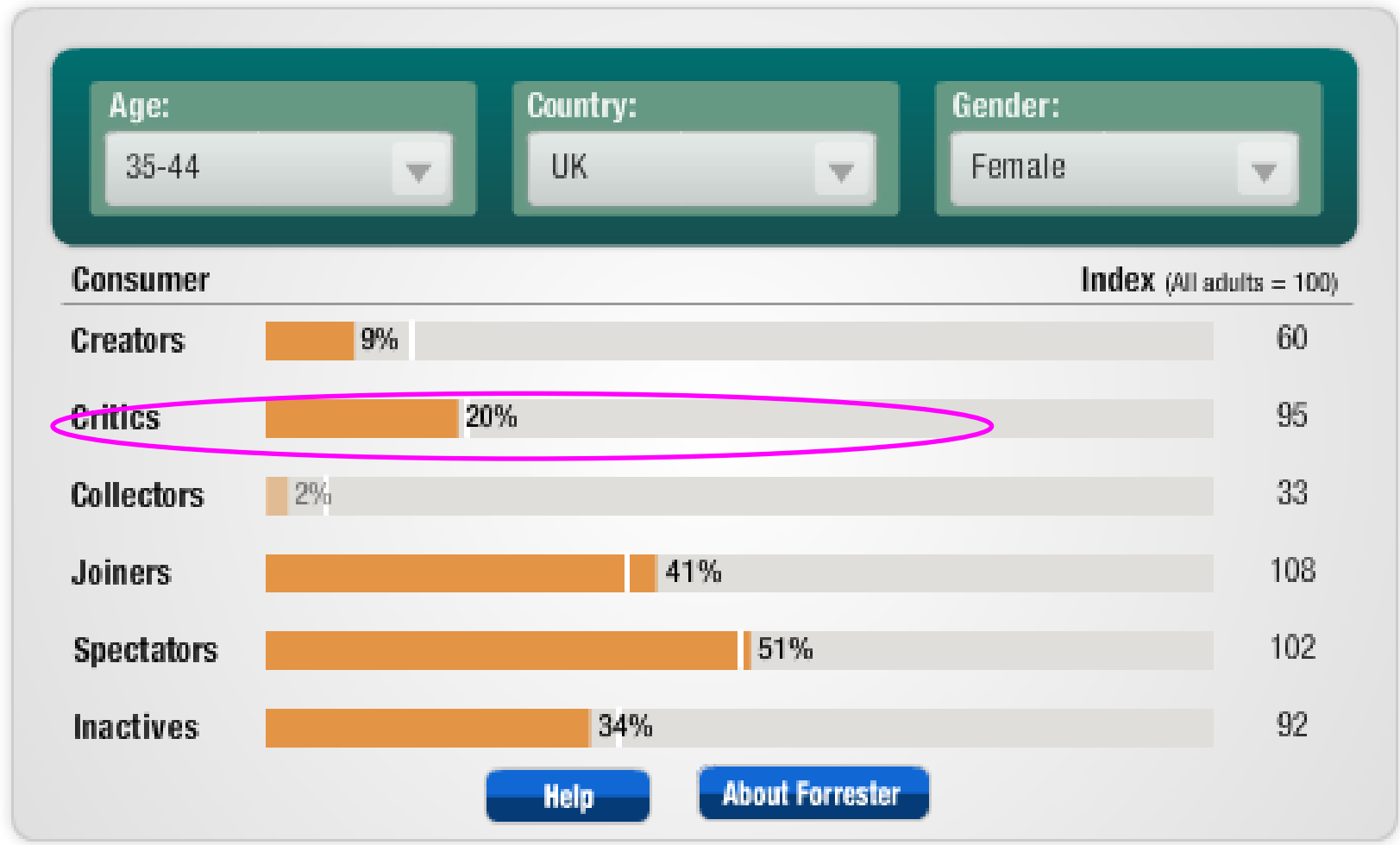


Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.

Copyright 2009 Forrester Research



UK Women 35-44 (reviewers)

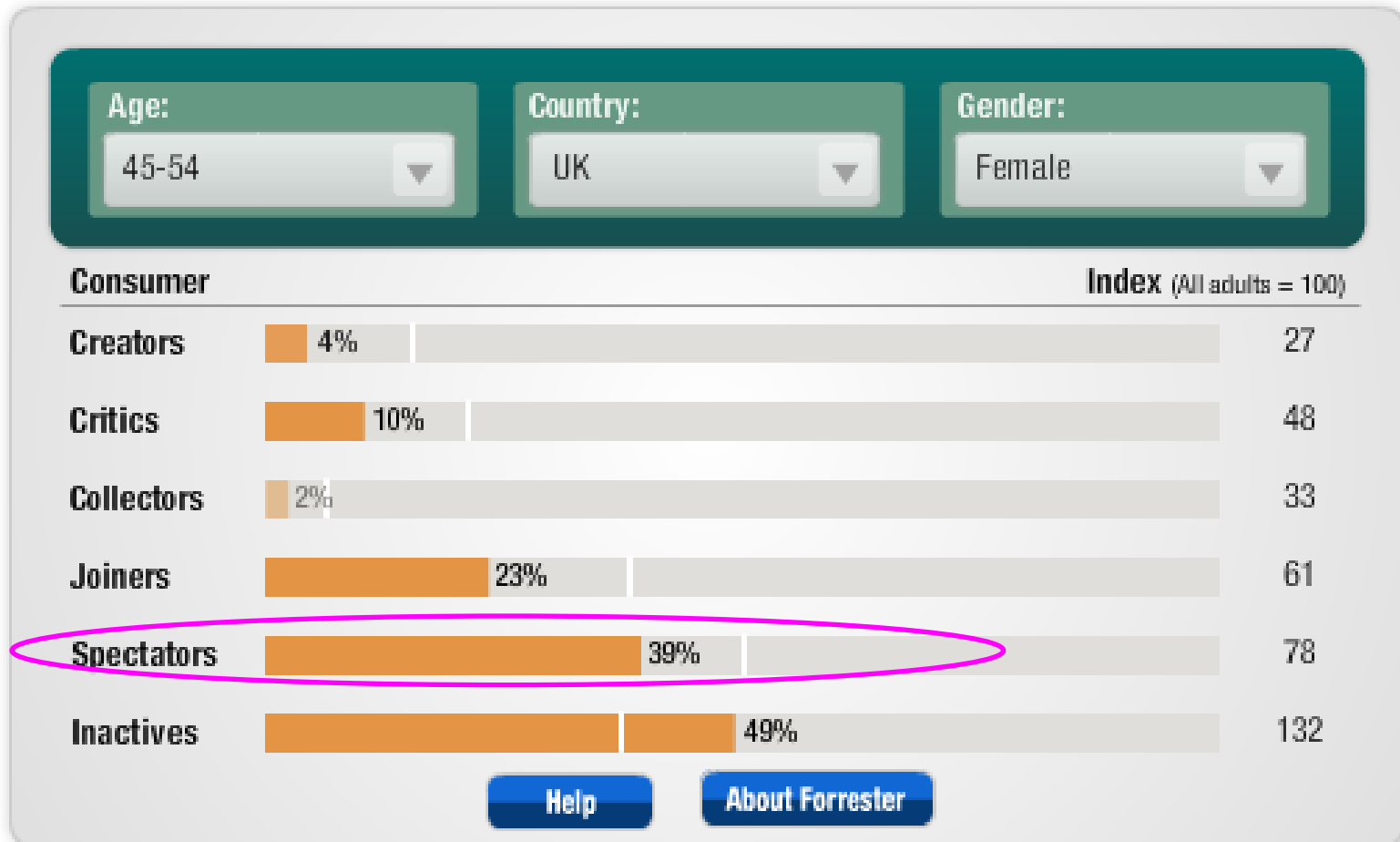


Source: Forrester Research's Consumer Technographics data.
 Part of Forrester's [Groundswell](#) content.

Copyright 2009 Forrester Research



UK Women 45-54 (readers)

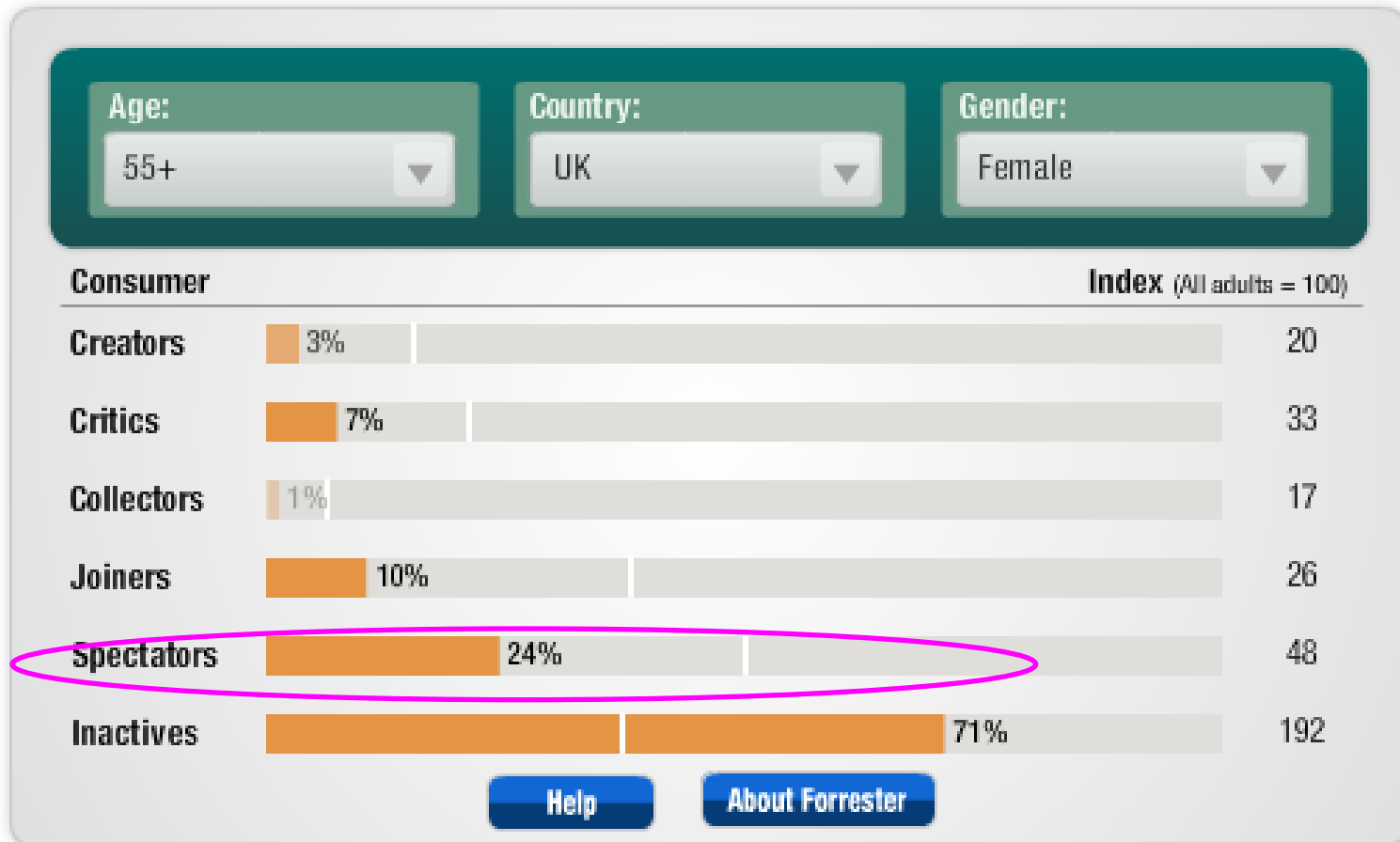


Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.

Copyright 2009 Forrester Research

FORRESTER®

UK Women 55+ (readers)



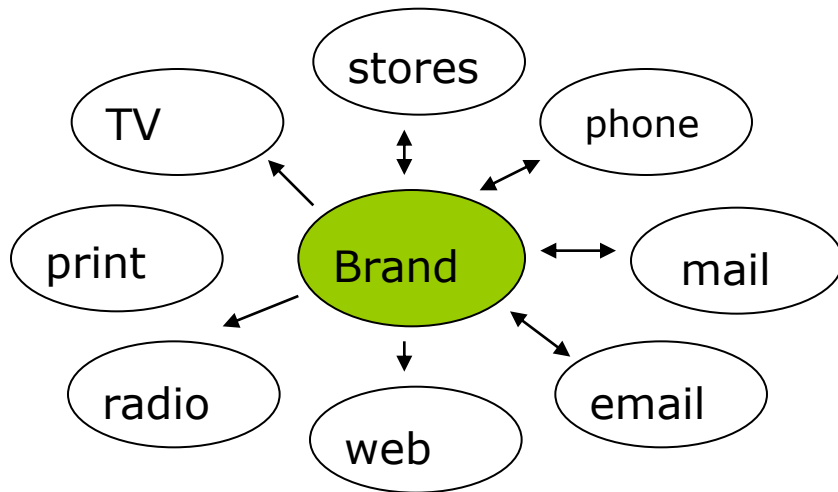
Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.

Copyright 2009 Forrester Research



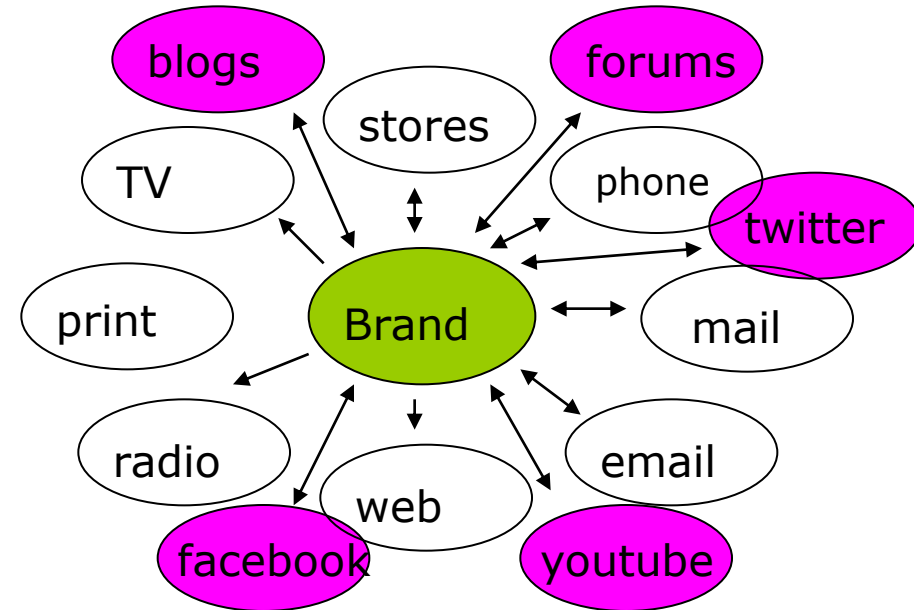
Our brand touchpoints have changed

Traditional touchpoints



Greater brand control/Less engagement

New touchpoints



Less brand control/Greater engagement

Benefits: 40% of sales now influenced by social media

Autograph shoe boots – 19 customer reviews, mainly 5 star, influencing online purchase and choice of size

★★★★★ **Trendy, high and comfy!!!** January 19, 2010

Reviewed by: **Caz** (Bristol) - [See All My Reviews](#)

Bought these based on other reviewers recommendations and was not disappointed. Look great with jeans, trousers, dresses, leggings etc. Wore them out for the first time Friday night, even walked home in them and didn't even notice I was wearing them. Thank goodness as I had not taken a spare pair of flats. I am wearing them out today with a Per Una knitted dress my husband bought me for Xmas and I am confident they will last the shops.

Chocolate Praline Butterflies in seed wrapper. 20 minutes effort, over 400 actions on FB, over 100 retweets on twitter – massive network effect



Emma Curistan Very impressed! This is a great idea - will be buying for my Mum & my Mother in law for Mothers day!

March 10 at 3:01am



Carlee Littlechild What a wonderful idea - I have posted this link to all of my friends. x

March 10 at 4:29am

Benefits: Real time response and insight

Simply Cheese & Marmite Sandwich – 20 minutes to create, 600 engaged customers in 24 hours, over 160,000 'eyeballs', no other media support for launch – word of mouth alone



👍 June, Veronica, Elinor and 400 others like this.

💬 [View all 207 comments](#)



Joan Chris Dyer why white bread - some of us prefer wholesome bread

Sun at 12:59pm

Ruched v-neck jumper - Problems with quality differences between suppliers – actionable insight, and helpful to other customers

15 of 15 people found the following review helpful:

★★★★☆ **Beware** February 19, 2009

Reviewed by: **Shirley v "confused"** (Lincs) - [See All My Reviews](#)

I have been buying these tops in various colours and have on the whole been very pleased with them that is until I noticed some are a very bad fit with the arms being so small and tight. I have discovered that the various colours are made in different countries, those made in Cambodia are brilliant but those from Vietnam are of a totally different fit and quality. Unfortunately it does not tell you on the website what colour comes from where and I have wasted lots of money on postage as our local store seems to have difficulty getting them.

Benefits: Open dialogue creates trust & advocacy

Trust: M&S can be visibly in dialogue



Marks Spencer 11 March at 12:53

Sorry to hear about your experience Claire.

We'll escalate this to our Executive Customer Services team. They're there to handle any issues that deserve extra-special attention. They should get back to you soon. Though please let us know if you don't hear back. We check our FB page every day and do our best to respond as quickly as possible.

Regards,
Your M&S Community Manager



Claire Dukelow 11 March at 13:47 Report

Thanks again for your quick response. I will get back to you next week if I haven't heard from anyone. thanks Claire



Claire Dukelow 12 March at 19:52 Report

Just to say thank you for all your help. I received a call today and found out that my poor old worm sandwich never made it too England. The gentleman that rang was from the Chairmans office (now I feel so important. ;D) So just to let you know that this face book page has rendered a very valuable service to me and as a long standing customer of Marks and Spencer now feel as though I have been dealt with in a very satisfactory manner. So once again thank you to all who have dealt with me

Regards
Claire Dukelow
x

March 3,
2010

In Praise of The Reflexive / Responsive Organisation

Posted by cluetrainee under [Companies](#), [Online Corporate Culture](#)

[Leave a Comment](#)

Three massive cheers for Marks & Spencer – showing how a BIG company can acknowledge humanity and fallibility – and emerge from “hiccups” MORE respected and BETTER than they were before. In the eyes of a community, failure is not unusual – it is the response. In this case definitely reputation-enhancing for M&S.

Here's the sequence: (1) They made a posting error (Everyone's doing it: Vodafone, United Airlines, two MPS last week in the UK House of Commons) (2) I retweeted it to say “Yes, you're not the only one, everyone's making mistakes” (3) They RESPOND, ACKNOWLEDGE and CONFESS they are PEOPLE. (Just like in stores!!)



marksandspencer Oops - apologies for the very long post and the duplication - we have gremlins! <http://bit.ly/b4R1hV>

less than 20 seconds ago via Facebook

RT **@marksandspencer** Oops - apologies for the very long post and the duplication - we have gremlins! <http://bit.ly/b4R1hV> < AND EVERYONE!!

about 1 hours ago via web



marksandspencer @cluetrainee Yes, it is true, we are simply human sometimes.

8 minutes ago via web in reply to cluetrainee

Total respect to M&S for this – and a lesson for every large company that openness, honesty, responsiveness CAN be deployed well, and are sometimes to be preferred to

Benefits: Innovation and product development

Plea on Facebook leads to Lingerie product dev team sending customer pre-release samples for review – win win!

Displaying all 3 posts.



Jane Ladies Cotton Undies - cycling shorts style - product no.7453 380

Please Please - would someone in the ladies undies department confirm that these Cotton cycling style shorts that were sold in the summer of 2008 will be on your stock list again very soon. They were the best item of underwear that we have every bought. Sold as supportware - these pants should have been marketed as great in the hot weather - they never went anywhere - no riding up or rolling down - not too tight - just the most comfortable undies in our wardrobe, the perfect cotton accomplishment to summer dresses, cool and comfy.

Help Please - The Janes.

February 23 at 9:38pm

-----Original Message-----

From: Davis, Tricia
Sent: 24 February 2010 16:02
To: Russell, Frances; Coughlan, Norah; Hiller, James
Subject: RE: Underwear Plea from Facebook

Frances..

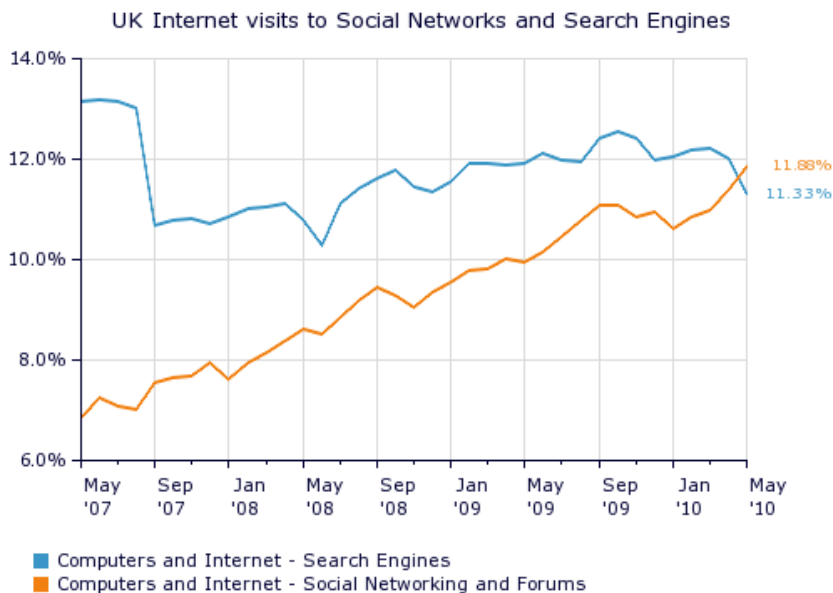
we have pulled out the garment we think this is - a plain cotton thigh slimmer...used to be made by courtalds and we no longer run it as we moved more to 2pair knix packs...i will drop the garment with Norma and also a new product that we have developed which sits within our supima cotton and lace range - think this is a good move on and we could trial/buy it for june/july intake.

Let me know your thoughts...

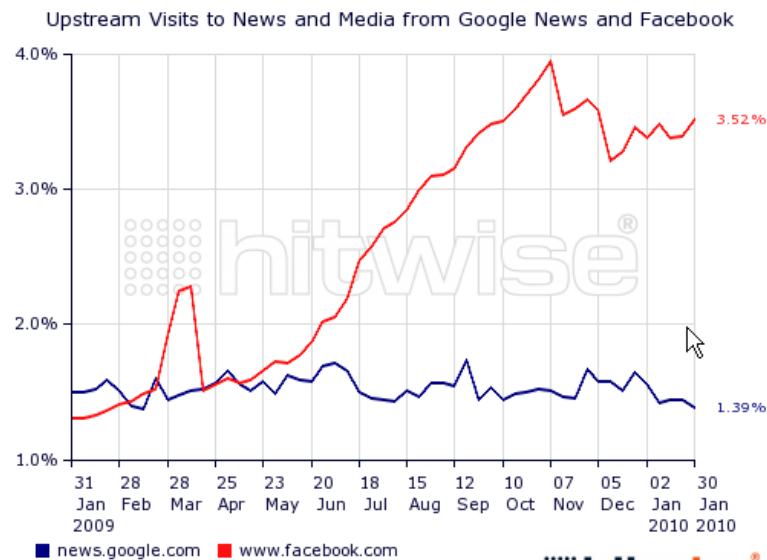
Tricia

Benefits: Traffic and Search

Facebook is driving more visits to news and media and is taking over market share of visits from Google (yet we spend a lot of money making sure we stay visible in Google), in the UK, visits to social networks have overtaken search engines



Monthly market share in 'All Categories', measured by visits, based on UK usage.
 Created: 03/05/2010. © Copyright 1998-2010 Hitwise Pty. Ltd. Source: Experian Hitwise UK



Weekly upstream % of 'News and Media', based on US usage.
 Created: 02/02/2010. © Copyright 1998-2010 Hitwise Pty. Ltd.

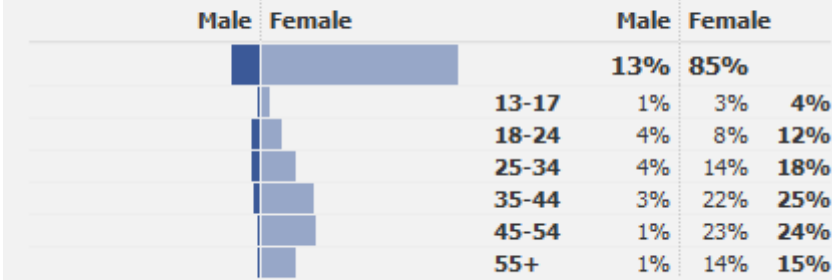


Over 60 million impressions on Facebook in the first quarter alone

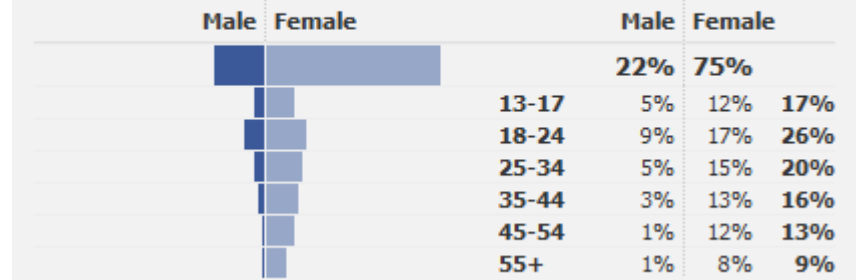
Weekly revenue & metrics reported to the business

Data: Demographics of engagement

1,766 Active Users This Week [?] ↑ 28 Since Oct 09

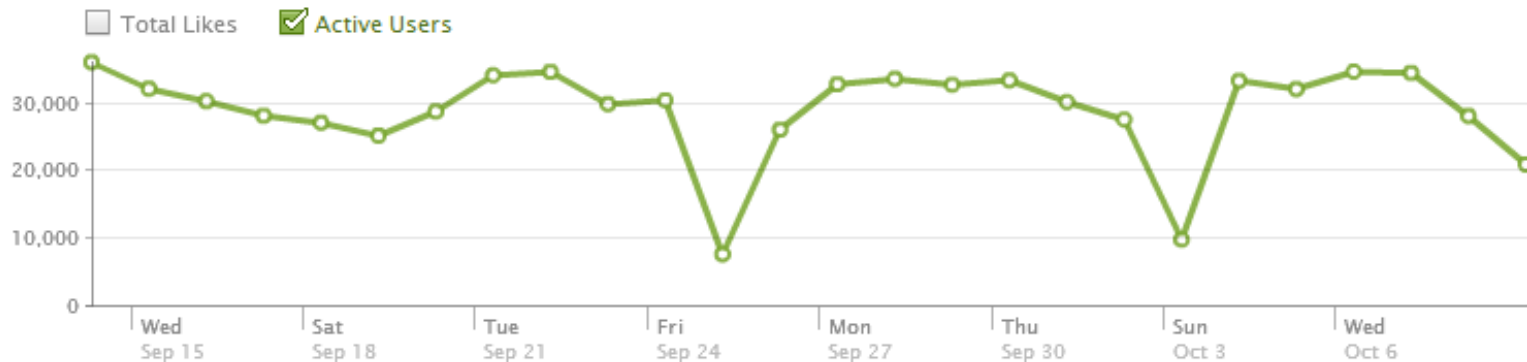


155,057 Total Likes on Oct 10 ↑ 602 Since Oct 09



Users [See Details](#)

Monthly Active Users **83,173** ↑ 0.03% | Daily New Likes **844** ↑ 19% | Total Likes **154,455** ↑ 0.52%



Data: Impressions and feedback



Marks and Spencer Don't forget our Home Event ends today - up to 30% off selected furniture + free delivery and 20% off homeware
<http://bit.ly/bUkyN0>



Home & Furniture : Marks & Spencer

bit.ly
Furniture and Homeware from Marks & Spencer. Discover our new season Home catalogue online now. Everything you need to style your home, delivered to your door.

67,255 Impressions · 0.11% Feedback

Sunday at 9:19am · [Comment](#) · [Like](#) · [View Feedback \(74\)](#) · [Share](#) · [Promote](#) · [Flag](#)



Marks and Spencer Coming soon - BODYMAX enhancing underwear for men!
The first of their kind on the high street, our enhancing underpants are a new addition to the BODYMAX range. Made using the latest fabric technology, BODYMAX pants come in two styles – bum lift pants and frontal enhancement pants.

The BODYMAX frontal enhancement pant (£...

[See More](#)



Bodymax enhancing pants

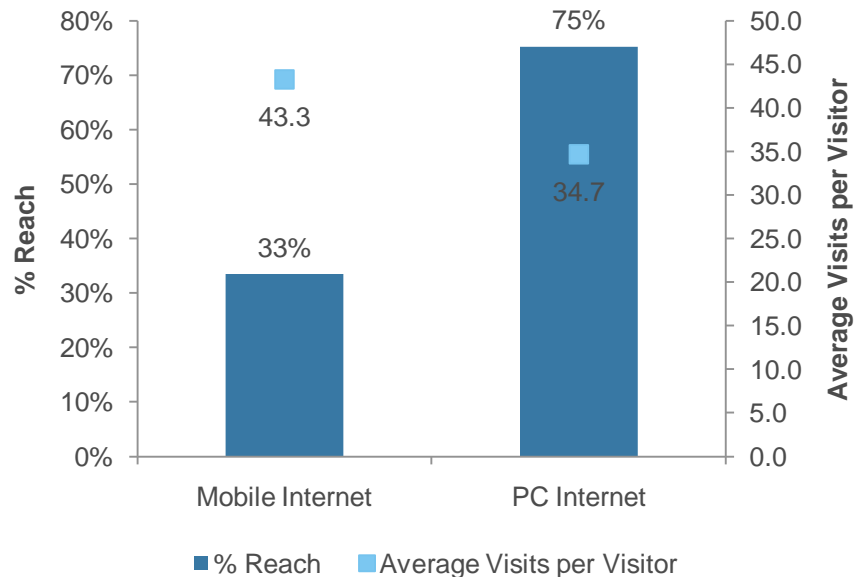
177,270 Impressions · 0.43% Feedback

October 4 at 11:13am · [Comment](#) · [Like](#) · [View Feedback \(766\)](#) · [Share](#)

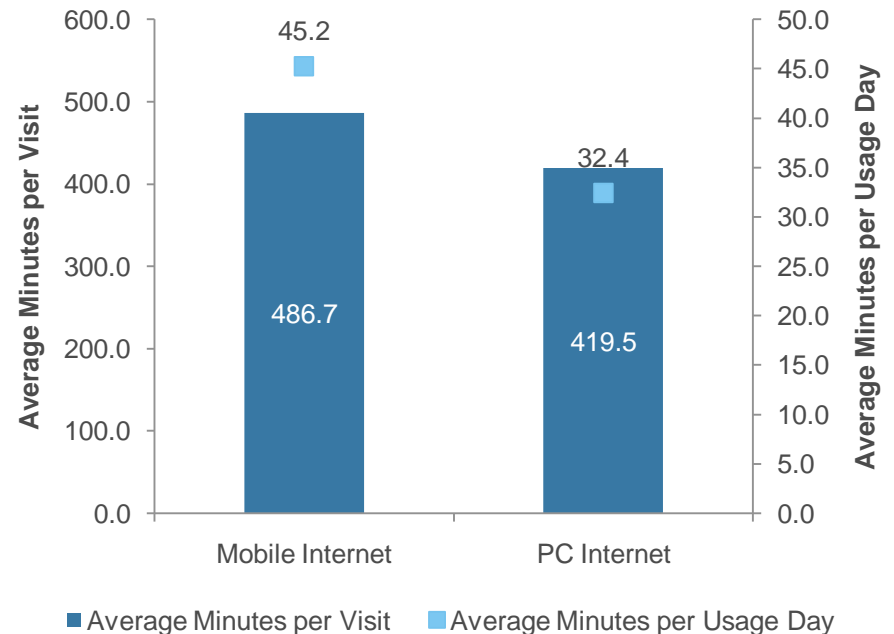
Facebook Users More Engaged on Mobile than PC in the UK

- Although there are far more people using Facebook on the PC internet (75% of PC Internet users go to facebook vs 33% of mobile internet), the mobile users visit more often. The average mobile visitor goes to facebook 43.3 times per month, compared to 34.7 for PC Internet.
- Mobile users are also browsing the site longer (just over 8 hours per month (486mins) verses just under 7 hours (419mins) for the PC version) and going to more pages.

Facebook Mobile vs PC Internet



Facebook Mobile vs PC Internet



Product: MMM (Mobile) + Media Metrics (PC)

Data: January 2010

Country: UK

In summary

- The conversation is already happening, our customers are highly engaged, we need to take part
- The investment we have made is paying back on both soft and hard measures
- We will continue to engage with existing communities whilst looking to identify and harness emerging trends

Any questions?

Thank you

sienne.veit@marksandspencer.com