

How Social Media Changes PR



Tel Aviv

Nov. 28, 2011

60 Years of Broadcast

- **Messaging**
- **Targets**
- **Top-down**
- **One-directional**
- **A day was fast**



Why Change?

- **Distrust of institutions**
- **Negative image of PR**
- **Distrust of marketing messages**
- **Cheap, scalable new tools**

Decade of Disruption

- **Monolog-to-dialogue**
- **All institutions upended**
- **Real-time news**





New Conversational Era

- Peer-to-peer nets
- Speed of web
- Filters decline
- Here to stay



PR's Changing Role

Broadcast

- Send messages
- Control
- Customer as target
- Make people want

Conversation

- Listen & respond
- Engage
- Customer as heart
- Serve wants



A Few Good Stories





The Rackspace Weapon



Rob La Gesse

‘We essentially changed how we market. We cut expenses & tripled revenue & users.’



From Dell Hell to Listen & Respond





Richard Binhammer

‘How can any organization not want to connect more closely with its customers?’



Ford Gets Social



Scott Monty

**‘PR people
must overcome
their instincts
to send mass
emails, invites
& releases.’**

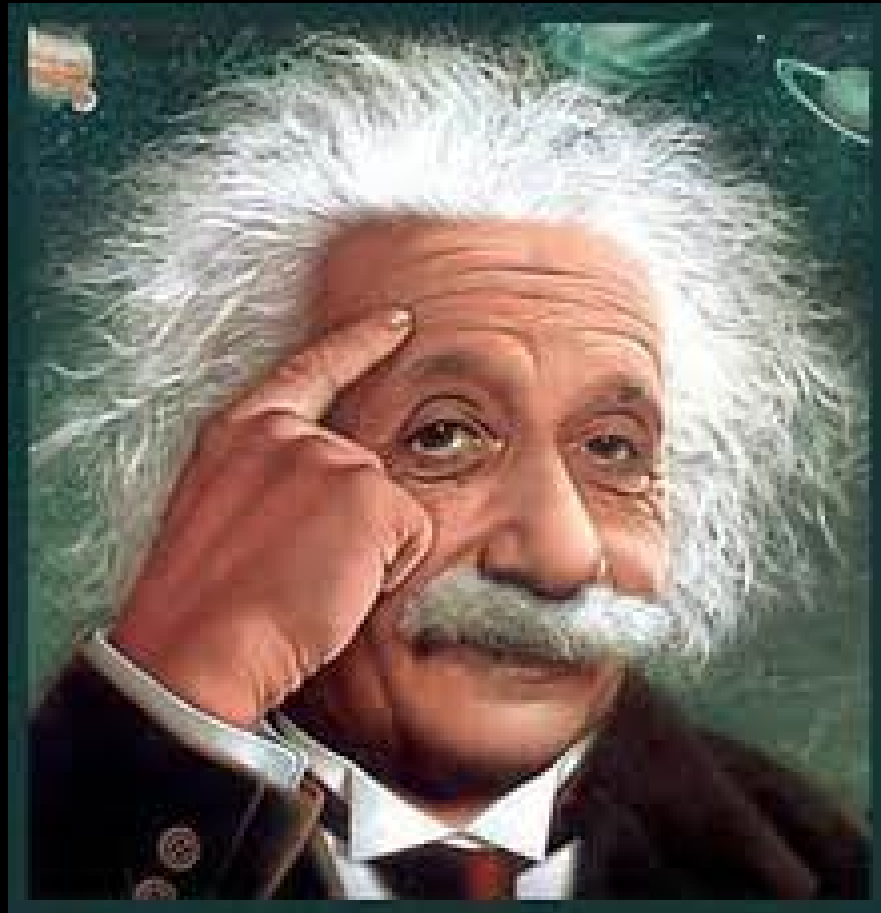




SAP: 'We're Staying'



Thought Leaders



Scott Cook

‘A brand is no longer what we tell consumers it is. It’s what they tell us it is.’



Tom Foremski

**“Every company
is now a media
company. So is
every person”**





Chris Brogan

‘Before, it was only big business, the media or government who had a voice. Now, it’s anyone.’



KD Paine



‘Social Media provides an infinite number of potential media outlets.’

Takeaways





Takeaways

- **Join the conversation. Do it now.**
- **Begin by listening**
- **SM is business intelligence**
- **It's all media—you included**
- **Join relevant communities**



Takeaways

- **Begin by listening**
- **Post interesting or useful content**
- **Go where customers hang out**
- **Be a human not a brand**
- **Tell stories [nonfiction]**



More Takeaways

- **Share. It's the network**
- **Understand your business goal**

Results

- **Happier customers/ lower support costs**
- **Reduced time-to-market**
- **Lower marketing & ad costs**
- **Customer at the center**
- **Higher revenue**
- **Attract quality employees**

Last Thought

**This is the Age of
Conversation. This is your
time. Enjoy.**



Shel Israel

shelisrael1@gmail.com

[@ShellIsrael](#)

GlobalNeighbourhoods.net