



# SOCIAL MEDIA SECOND

A Division of MAGIC MARKETING USA

2016

## MILLENNIAL MARKETING: *Social Media Evolves into Social Networking*



## Millennial Marketing - Social Media Evolves into Social Networking



***"Insanity: doing the same thing over and over again and expecting different results." - Albert Einstein***

When it comes to technology, perhaps the most adaptable industry is marketing with unprecedented leaps forward over the past ten years. The infiltration of social media has changed the landscape of marketing in unpredictable ways giving rise to an even more unprecedented marketing strategy to address the millennial need for social networking. While it is easy to look back at the advances of any industry to see emerging patterns, it seem harder to look ahead to meet the shifts in digital marketing especially as those shift apply to millennials. To be fair, the reason most businesses fail to accurately predict the changes in digital marketing is due to the fluidity of the trends. While most businesses KNOW on a deep feeling level that approaches intuition about the shifts in their own industry, few business stop to apply the intuition to their marketing. These days, marketing is a living, breathing thing because customers are linked to the effects in real-time through shares, likes, reviews, and comments on social media. Much like looking for the constellations in the sky to see the

constant movement of the earth in slight shifts every day, marketing trends are an accumulation of slight shifts that yield a pattern for the next year. Unfortunately, unlike the comparison of constellations and stars, the slight shifts in marketing trends do NOT lead to a fixed point that lasts year over year.

In short, the moon will always be represented in the sky even though the position changes throughout the year. Due to social media and social networking, marketing shifts into a new position every day and businesses that fail to shift their marketing accordingly ultimately fail.



## SEARCHING FOR STARS – THE GOOD NEWS

The most commonly asked marketing questions for businesses that want to succeed is “what is trending?” This is not the right question for two very important reasons. First, following a trend in marketing is as cringe worthy as the direct marketing flyers and postcards of the past. Marketing trends will flit through to extinction in the blink of an eye without producing any results. Trends fade with the introduction of something new and shiny into the marketplace to attract the attention of audience. Trends should only be trusted as a high level analysis of what lasts in digital marketing and what might be on the horizon. Second, trends do not rely on core strategies to produce a long-term effect on the audience by optimizing behavioral reactions to constant stimuli.

Marketing strategies have to depend on the best route overall for long-term investment instead of short-term gain. One such example is the arrival of Periscope onto the social media scene. Good marketers are creating avenues to introduce the use of Periscope into their marketing plan; however, the valuable question remains: is the audience present and ready to accept

Periscope marketing? If you are creating content for a marketing stream that is not self-supportive, then you are marketing into a vacuum. On the other hand, great marketers look outside of the flash for the patterns. Currently, YouTube and Facebook are both developing live-stream video avenues for their client base. This is the pattern! Remembering that Facebook, Twitter, and YouTube are merely platforms for distribution will help the real answer immerge - live stream video is the least common denominator and least likely to represent trendy behavior over smart marketing practices. Being able to identify this pattern in any marketing and boil it down past the constant stimuli to the reality yields a strategy as well as viable a new stream of marketing.

The reality is that marketing strategies are the same for most industries. Whether addressing the needs of doctors to grow their practice or a restaurant to entice diners, the marketing strategy is based on the fixed points of human behavior (which rarely changes!) with the best route to optimize engagement, increase awareness, and minimize reputation risk.



### **REACHING A NEW AUDIENCE – WHERE IS 2016?**

For any market segmentation, the audience for 2016 is a fast-paced, mobile minded generation. This is the growing on-demand generation that will seek immediate connection. NM Incite's "State of Social Customer Service Report" reports "71% of consumers who experience a quick and effective brand response on social media are more likely to recommend that brand to others." Of those consumer who did not receive a quick response, "only 19% of customers who do not receive a quick response are likely to recommend that brand to others." The millennial message is clear - the days of the 24 hour response are over.

Some things that we know about Millennials currently between the ages of 18 to 32 years old:

- 53% of millennial households already have children.
- Almost 50% of millennials would be more willing to make a purchase from a company if their purchase supports a cause (even if it cost more).
- Millennials are 2.5x more likely to be an early adopter of technology than other generations.
- Millennials are known as content creators and users.
- 46% of millennials post original photos or video online that they themselves have created.

- 80% of millennials want brands to entertain them.
- 40% want to participate in co-creation of products and brands.
- 70% feel a responsibility to share feedback with companies after a good or bad experience.

In 2016, successful marketing strategies will place businesses right in the middle of EVERYWHERE. The understanding of consumer habits when making purchasing decisions will include trust and need to represent the merger of customer service, distribution of knowledgeable content representing expertise, mobile marketing, social media, and reputation management.



#### **IF NOT NOW – CUSTOMER SERVICE vs CLIENT SERVICES**

2016 is the year of redefining customer service and client services because millennials standards are at the corner of personal customer experience, vast outreach through social media, intelligent deployment of technology, and aggressive belief in the “rightness” of things (or cultural currency).

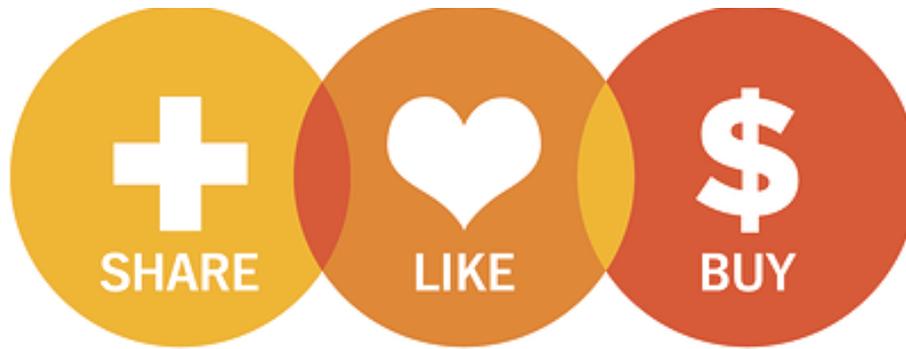
The distinctive difference between customer service and client services are perhaps the most overlooked area of offline improvement in the any industry. Because many of customer services and client services are buried under the marketing category of customer experience or not addressed at all, the connection between these two marketing opportunities and the online world are seldom addressed as part of any marketing initiatives. In truth, studies bare out that there is a direct line between customer service, client services, and an effective online marketing campaign.

Consider these facts:

- It is 6-7 times more expensive to acquire a new customer than it is to keep a current one. (Source: White House Office of Consumer Affairs)
- 3 in 5 Americans (59%) would try a new brand or company for a better service experience. (Source: American Express Survey)
- 49% of those polled expect to hear from their doctor when requesting an appointment or follow-up discussion via social media within a few hours. (source: HealthCare Finance News)
- Roughly 1/3 of patients used tablets or mobile devices on a daily basis for research and/or to book appointments (Source: Google)
- On average, loyal customers are worth up to 10 times as much as their first purchase. (Source: White House Office of Consumer Affairs)
- 78% of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience. (Source: American Express Survey)

Before a client or customer even step into a business, they are influenced by the experiences of prior customers through online reviews, postings, and feedback from trusted advisors like friends or family. By creating a positive atmosphere coupled with the services that a buyer wants to receive, customer service can be a guiding force in pre-marketing to potential buyers with correct management of social media, brand reputation, and customer service response both online and in person especially for millennial buyers.

In the past, customer service started the moment a buyer walked into a business. Now, due to the boom of online reviews in local markets, marketing is only as good as the review of the last buyer. It is essential that each buyer is converted to brand evangelists as part of the marketing process.



### **CONTENT is KING – THOUGHT LEADERS ACTIVATE BUYERS**

Since the early days when Google confidently declared “Content is King,” there has been a significant increase of blogs, articles, and press distribution. In 2016, some estimates predict that content distribution will increase as much as 28% over 2015. While most people are clear about the IoT (internet of things), the increase in content has reversed the average users ability to trust and believe what they read online. For any business, a well-planned and executed content strategy has to include depth, breath, and variety of online distribution of content.

Creating content that is reliable, informative, and diverse will include articles, blogs, podcasts, emails, and video all delivered in real-time social media interactions. With materials aimed with special attention toward one audience segmentation instead of a broader approach of general market, a business can generate content that speaks to people and drives traffic in their door. By deploying a variety of content across different mediums, businesses are able to touch potential customers with their preferred type of content immediately at the time most optimum for engagement.

By understanding your demographic audience and meeting them in the content stream of their preference, companies are able to get out in front of potential buyers in their online search for answers with relevant content.

As well, all market based industries can increase awareness and engagement with content aimed toward special recognitions and observances. For example, everyone is aware that October is breast cancer awareness month, but the month of October is so much deeper as

groups fight against domestic violence and support caregivers for the elderly by deploying cultural currency (or cultural capital) in place of or in addition to donations.



**CULTURAL CURRENCY**  
or Cultural Capital

The term cultural capital refers to non-financial social assets that promote social mobility beyond economic means. Examples can include education, intellect, style of speech, dress, or physical appearance.

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Cultural currency is the involvement of empathy into the mix of social consciousness to move individuals to action or overcome the economy that divides social classes. Cultural currency is where social media truly becomes social networking.

Being present in the life choices of buyers before they need services or good builds trust and increases return on investment. Engagement in social networking, ie supporting special interests or groups in the community, provides the ultimate way to reach a customer before the point of sale.



## THE RISE OF THE MOBILE MACHINE – EFFECTS TO MEDICAL MARKETING

This time last year, with the help of Google's 'Mobilegeddon' proclamation on the downfall of clunky website without mobile-rich features, most smart businesses switched over to more mobile user-friendly website interfaces. After marking "website mobile optimization" off of their task list, many companies did not make the immediate connection between the cause of 'Mobilegeddon' and the effective reality of mobile marketing. With the forced switch to mobile-optimized websites, a dam was constructed to sway the rushing tides of digital marketing traffic toward mobile marketing. Mobile optimized marketing is so vital to the success of any campaign because on-the-go millennials are the driving force of technological positioning and expanded reach that includes smartphone, tablets, and wearable technology like watches.



Some startling mobile marketing facts:

- 9 out of 10 mobile searches lead to action. (Source: SearchEngineLand)
- ½ of all email campaigns are viewed on mobile devices. (Source: Constant Contact)

It is time to face the fact that businesses need mobile marketing due to the millennial desire for connectivity. Many businesses are not connecting the digital dots to understand that just as their website made a mobile optimized transition, so now too must their marketing to be engaging and relevant enough to provide acceptable ROI.

As Lookout's Mobile Mindset Study findings suggest, millennials are mobile obsessed:

- 63% of women and 73% of men ages 18-34 say they don't go an hour without checking their phones.
- 54% said they check their phones while lying in bed: before they go to sleep, after they wake up, even in the middle of the night.
- Nearly 40% admit to checking their phone while on the toilet.
- 30% admitted that they check their phones during a meal with others.
- 24% said they check their phones while driving.

- 9% said they check their phones during religious services at a house of worship.
- 94% are concerned about losing their phone.

2016 will be the year that digital marketing transitions into mobile marketing with location based services like check-ins, reviews, apps used to find content or deliver services, and advertising to niche market segmentations. The more specialized the content, the better the response and engagement.



Three important acronyms to keep in mind when dealing with Millennials are TL,DR, ROC, and IoT because these factors play exclusively into their habitual behaviors and their consumer mindset.

**TL,DR (Too Long, Didn't Read):** By helping customer to understand promotions and company culture with clearly stated information, graphics, or infographics, businesses are able to provide content that does not cause users to blankly stare at the page before clicking away.



**TL, DR**  
Too Long, Didn't Read

Long videos and verbose articles an issue will cause the Millennial brain to melt.

Keep it simple.  
Keep it clear.  
Keep it concise.



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**ROC (Return on Community):** Successful marketing to millennials is designed to participate in return on community. With the vast array of observances throughout the year, businesses can easily gain exposure and engagement by acknowledging, addressing, and standing out in a community as a supporting thought leader. Running mini-campaigns geared toward engaging niche audiences in social action can provide individualization that the Millennials crave in marketing. For example, by discussing the Photo-shopping of ads in connection with poor self-esteem or online video games as a cause of childhood obesity, companies can show they care and are involved in creating a better lifestyle for their customers.

**ROC**  
Return on Community

With the rise of social networking, social media is morphing into social media used for measuring social consciousness and gain of the whole while encouraging participation.

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**IoT (Internet of Things):** Millennials grew up during the rise of the internet. Most Millennials do not remember actual encyclopedias, card catalogs, or non-connected libraries. Information from professionals and businesses has to be clear and supportive in data. As natural cynics, Millennials have been exposed to almost every advertising trick and computer generated gadget available. Creating catchy headlines that switch to another topic will be destruction. It is necessary to project expertise with an overlay of transparency to engage their trust. The IoT means that Millennials are deeply connected and accepting of data, but the data **MUST** have connection to the truth.

**IOT**

**THE INTERNET OF THINGS**

The network of physical objects or "things" embedded with electronics, software, sensors, and network connectivity, which enables these objects to collect and exchange data.

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‘Nice to have’ features like mobile marketing will rise to requirement status in the Millennial generation. As these are the early adopters to new technology and the most engaged users of their smartphones, Millennials are also important to businesses for another reason. Right now, Millennials are the youngest buying segmentation with the longest age-out period (time in a buying cycle) and highest loyalty conversion. In the future, gaining the trust of Millennials will go a long way toward company acquisition and lifetime retention. In addition, once trust is lost

for Millennials through bad product experience or lack of services, companies will have to do more to re-establish those relationship.



### ***SOCIAL MEDIA STRATEGIES – LIVING IN A SOCIAL NETWORKING WORLD***

Social media is here to stay in one form or another; however, social media is rapidly transitioning into social networking. As transitional as mobile marketing, social networking through social media is growing in exposure and engagement opportunities. Since social media started, brands and companies have flocked to social media to draw clients to their door. The use of real-time face-to-face conferencing video services, once the exclusive domain of business, is bleeding over into customer service. Platforms like SnapChat and Skype are giving customer service reps online access to the potential customers and existing clients.

In reality, nothing replaces an interaction with a customer inside the business or a shopping trip, but as quickly as customers move from one social media to another, it is clear that the pattern for businesses is to follow their audience in this fast paced environment. Expanding

into the major social media platforms is suggested to reach potential clients as well as this expansion is a natural progression of interaction to understand clients in social media become brand ambassadors in social networking.



**SOCIAL NETWORKING**

The use of dedicated websites and applications to interact with people with similar interests to oneself in order to build social consciousness or engage social interaction for change.

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Like any communication, each social media has a specific reason, language, and demographic. The deployment by these demographics to engage and involve others in their goals – business, personal, or political – started to rise with the election of President Obama. With so many social scandals chocking the social channels, it is clear that social media continues to be a crusade or a cross for most politicians. In just the same way, businesses are facing the same decisions about social networking. By supporting one cause and not another or the perception of inconsistent support, businesses risk losing cultural currency in the online world. Taking a

social stand in an online atmosphere means clearly delineating with a particular stance which can be risky, but, taking no stand at, can be equally as deadly to a brand. One example of a company taking a very visual stand in their marketing and, in return, facing a barrage of online retaliation is Campbell's soup commercials depicting two men feed their child. Although this was a huge win the LBGT community, conservatives everywhere attacked through social media. In this manner, Campbell's soup traded on type of cultural currency for another and clearly made a stand on the issue of homosexual parenting. Just as being involved in a social network without the proper knowledge of the rules of engagement could lead to a social blunder and risk reputation, knowledge of the outcome with measured data to support a social step is a first level requirement because once committed, the path is inflexible, the audience unforgiving, and the road too rocky to return.

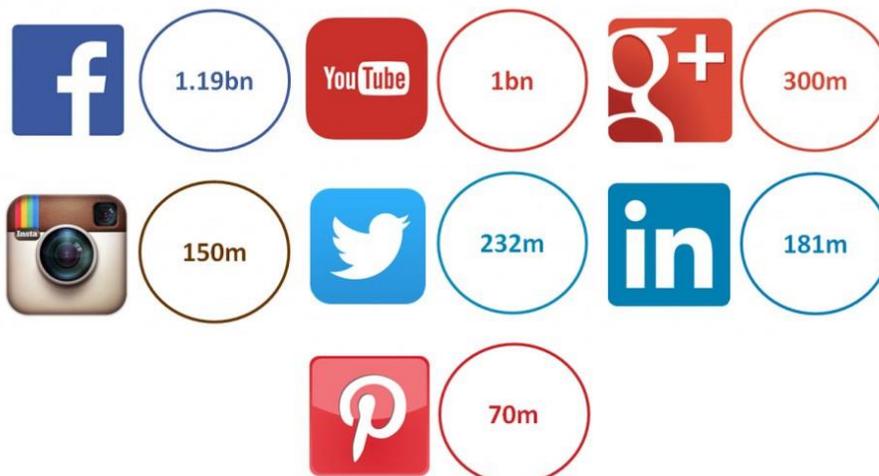
As websites are more likely to disappear in the coming years than social media, the damage from a lack of participation is clear. As Facebook, Twitter, and Google+ posts are indexed in real-time (immediately) into Google for search engines and geo-located (automatically marked with a location), the mixture of good content distributed correctly across all channels providing strong trackbacks can easily lead to a stream of new customers or aid a company in crossing over to a new marketing demographic.



## SOCIAL MEDIA STRATEGIES – A BRAVE NEW MARKETING WORLD

Of course, few discussion about Millennials would be complete without an understanding of how social media will morph into social networking. For many Millennials, new platforms are immersing that focus more directly on their needs for quick, often visual sharing. While the major platforms like Facebook are a long (LONG LONG) way from extinction, including social media platforms that are gathering place for Millennials into a marketing campaign now is an absolute must.

### Active Monthly Users



If your company was the last to build a website, adopt mobile technology, or join social media, then you will NOT want to wait on these social media platforms because the growth of early adopters is huge and breaking through later will cost a heavy price in lost social currency.

Some important changes to social media on the horizon due to Millennials impact:



### **Facebook: 365 Days of Engagement**

Facebook is perhaps (arguably) the most adaptable social media platform in existence today, but it may well be at the crossroads of serving a current demographic while reaching toward another one. With the acquisition of technologies like SnapChat and Instagram, Facebook is able to offer video and chat services to users. With the heavy ended marketing model of advertising instead of subscription services, most businesses are going to have to pay to market on Facebook in the near future as organic reach decreases heavily and stock prices increase.

Currently, reach is calculated by type of post (and how well your base of fans like those types of posts), hides/spam reports by users, Facebook ad interaction with the same content/subject matter, and the device of user. These factors are combined with high level marketing metrics like affinity score (how liked your posts are by followers), content type (preference give to photos and videos), and age of post. The question seems complicated, but the answer is really simple. Post interesting content that is a mix of photos, videos, and links aimed at your company demographic with frequency at the right time. Use your insights to learn what the best and worst times to post are for your demographic. Try one post during a peak time and another similar post during a non-peak time (less competition). The important point is FIND THE SWEET SPOT for you audience on time, content, and engagement while measuring results frequently because it will change according to seasons. **Demographic: Male/Female, 25-65 yrs, urban, college educated, income base at \$30-\$75K**



### **Twitter: Reaching Millennials in 140 Characters**

Twitter has always been the base for quick outreach and fast paced conversation. A remnant of the 80s chat generation reincarnated in the current texting lingo of most smartphone users understand, the driving force behind Twitter is the media and press. Superb for releasing quick facts and data, directed comments, and bytes of information, Twitter savvy business can share links (images and video) with users and engage with them in conversation. On many other platforms, businesses must engage users in order to start a conversation. On Twitter, Millennials interact directly with each other and engage in ongoing conversations started prior to arrival. The draw for Millennials is, of course, the breakdown of social classes and direct interaction with each other.

Proper usage of geo-location, #hashtags, and trending can throw a business directly into Twitter conversations with Millennials seeking their products or services. The biggest concern in this fast paced, savvy conversation is reputation risk. One misplaced comment or attempt at humor (ie sarcasm) could easily misfire into a full blown incident at a lightening pace compromising the brand. [Demographic: Male/Female, 18-49 yrs, urban, lower income, less than college education](#)



### **LinkedIn: Connecting to Your Virtual Team**

LinkedIn focuses on creating professional connection between users. Always referred to as a professional version of Facebook, LinkedIn is much much more. Because the demographic shifts slightly higher in age, education, income, and professional status, most LinkedIn users only scratch the surface of the powerful features like Pulse (blogging and article publication), SlideShare (see below), and groups. With a robust advertising platform, the future of LinkedIn is primed and ready to distribute promotions and marketing messages into a professional audience – especially if that audience is on the lower range of the demographic (millennials).

[Demographic: Male/Female, 30-65 yrs, upper income, and college educated](#)



### **SlideShare: Information and Expertise on Display**

SlideShare is perhaps the most overlooked social media avenue available to professions sharing information in exchange for social currency.

SlideShare, a LinkedIn company, allows people to share their PowerPoint presentation or video with others in a robust social media platform.

With an easy integration into LinkedIn, SlideShare gives users the ability to quickly distribute all of those pesky PowerPoint presentations and establish expertise. Using the fleet ad system in SlideShare, users can gain tracking information of followers for the purposes of remarketing and gathering leads. **Demographic: 70 million users, 2/3 male, 18-35 yrs, educated, employed, and professional**



### **Google+: Courting Search Engine Results**

Google Plus is valuable for many reason. Although most marketing professional will tell clients that Google+ is either going away or never arrived on the scene, the truth is that G+ is like a baby version of

Facebook on search engine optimized steroids. The reason most

marketers are not effectively using G+ is because they have the wrong expectations for success.

Just as it would be illogical to expect a car to have submarine capabilities, it is unwise to judge

G+ by Facebook standards simply because they share the same features as social media

platform. The real reason to use G+ is search engine optimization. Posts in G+ tend to show up

quicker and more consistently in Google searches. **Demographic: Male, 30-50 yrs,**

**predominately US market**



### **Instagram: Using Pictures and Videos Make Friends**

Instagram, owned by Facebook, is currently the highest ranking social media platform among Millennials due, in part, to the ability to snap a picture or record a video for upload. With a variety of built in filters to edit visual materials, Instagram is making a mark in a generation tired of the drama and limits of other social media platforms. In a generation marked with a short attention span and decided “ME”llennial attitude, the ability to engage quickly with visual content is a winner combination. Further, with the acquisition of Instagram by Facebook, businesses are able advertise on Instagram through Facebook now. This will be where a new generation of online advertising starts for the millennial digital world. **Demographic:** Male/Female, 18-49 yrs, college grad, urban, income \$35K+



### **Pinterest: Collecting Your Brand with Video and Images**

Pinterest has much the same functionality and many of the same features as Instagram. The largest difference between Pinterest and Instagram it is the demographic. Just as Instagram has emerged on the social media scene with advertising abilities, Pinterest is giving businesses the ability to advertise their products and services to a willing visual customer base. For many businesses, Pinterest provides a higher return on investment (ROI) without advertising and far surpasses any organic efforts on any social media platform. For those who choose to advertise on Pinterest, the return on investments are higher still than advertising on any other social media platform. Because the demographic for Pinterest tends to have women with the highest disposable income of any social media demographic, many businesses find higher levels of success in both organic and paid interactions. Although many businesses under value and underestimates the power of Pinterest as a selling and marketing tool, the metrics show successful yield. It is important to remember, that Pinterest allows businesses to present both the video and images for potential consumers. As well, many businesses fail to use

common social media practices like hash tagging, geo-location, and URL submission.

Demographic: Female, 18-65 yrs, \$75K+ income, college educated.



### **YouTube: Social Media on Visual Steroids**

YouTube is the first stop for hosting commercials, informational segments, and other videos. With the new subscription platform of YouTube, there will be many changes to live streaming video in the near future. Although both Facebook and Instagram are making a concerted effort to encroach on YouTube's market share and own more of the video content produced by Millennials, YouTube has long been the go-to place for video storage for website content, email blasts, and social media shares. Due to the compatibility of YouTube with so many other platforms and ownership by Google, the reigning giant of search engines, Facebook will need to

work harder to gain the same foothold. In the coming years, live streaming video will give Millennials the ability to share their lives in real-time. In the same way that reality TV has captured the millennial generation, the ability to share video content on demand will reign supreme. As of now, YouTube has won the battle for live streaming video features, on-demand platform, and share-ability. **Demographic:** Male/Female, 33 yrs median age, college educated and employed



### **Periscope: Streaming Video for Everyday**

Periscope is the wild west of live streaming video. With the ability to self-record and broadcast, the selfie crazy has entered a new high (or low – depending on your point of view) with streaming broadcasts. As there are little or no rules for Periscope at this time, businesses might find their efforts mixed in with a variety of “scopes” that range from ranting marketers to more adult activities. Before rushing to enter the new frontier of Twitter Periscope, businesses should join and watch the offering of other scopes before deciding to link their brand. While the ability to use Katch to archive scopes is attractive if you want to upload to Facebook, YouTube, or other social media platforms, the marketing demographic is not steady enough yet to accurately judge ROI and response. **Demographic:** Male/Female, 25-35 yrs, working professionals/students.

Executing the best strategy for social media marketing and social networking is vital. With a calendar of observations and support opportunities, a clear marketing message, content to distribute, and ROI metrics in place, a social media strategy should represent the action and reaction of the business to response from customers.



## REPUTATION MANAGEMENT – YOUR NAME IS ON THE LINE

For any business, reputation has to be the paramount in the planning and execution of a digital marketing strategy. From baseline considerations like consistency of the brand to larger interactions like online reviews, the brand will lead the way in digital marketing.

With the Millennial market, the brand must focus on human assets. This means training, educating, and evaluating of staff member to design a positively unforgettable customer experience. As well, Millennials are all about their own experience and recognition as valuable individuals. The mixture of customer experience and client services can produce a potent combination for new business acquisition and current customer retention.

Many times, as these stats will show, the perception of a business is a combination of a great online reputation and how patients feel they are treated:

- 40% of consumers formed an opinion after reading just 1 – 3 reviews. (Source: BrightLocal, 2015 Local Consumer Review Survey)

- 70% of buying experiences are based on how the customer feels they are being treated. (Source: McKinsey)
- 52% of patients use information sites for research. (Source: Google)
- 92% of consumers read online reviews. (Source: BrightLocal, 2015 Local Consumer Review Survey)
- 77% of people used search prior to searching for a product. (Source: Google)
- 68% of consumers trust local businesses more when they have positive reviews. (Source: BrightLocal, 2015 Local Consumer Review Survey)
- It takes 12 positive experiences to make up for one unresolved negative experience. (Source: "Understanding Customers" by Ruby Newell-Legner)

While it is impossible to please every customer or have 100% great online reviews, sometimes the difference in customer loyalty emerges in an after-visit survey or online response. A vital part of managing an online reputation is responding to the customer in a way that is helpful and brings them back into a positive alignment with the business.

Some important reputation management site to monitor include:

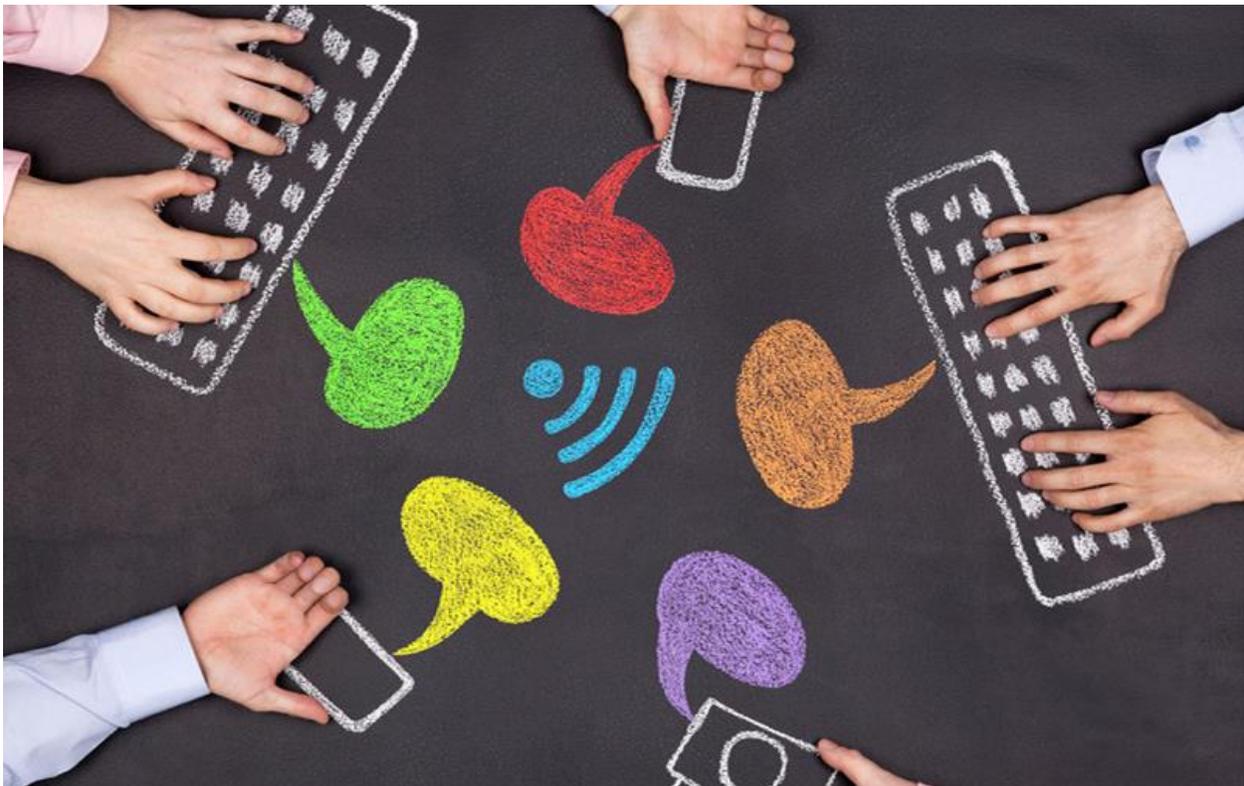
- Google+
- Facebook Reviews
- Yelp

Signing up with the following tracking tools can help you monitor when your brand or name is used in social media by customer or unhappy employees.

- Google Alerts (MeOnTheWeb)
- IceRocket
- SocialMention
- Twitter Alerts
- IFTTT
- TrackUr

It is imperative to note that many business decide not to engage in review based sites because they believe it protects their reputation from harm. In truth, an unhappy customers can review a business or company by creating their own profile with horrible cam pictures, ranting reviews, and scathing deductions. Owning your brand and your profile on social review sites is the only way to monitor customer happiness, respond to issues before explosion, and align a strategy for interaction upon a bad review.

Deploying reputation management engagement metrics like surveys, polls, newsletters, and click-to-chat will help encourage customers to identify problems without going online to rant in a public space.



### **USER EXPERIENCE – THE BUTTERFLY EFFECT**

Just like a butterfly effect, the customer is making a decision about the brand for the next potential customer. Every swipe of their finger is leading your business closer to or away from another customer.

One study indicates that “91 percent of adults keep their smartphones within arm’s reach.”  
(Source: Morgan Stanley).

Like no other time in the past, 2016 will represent the rise of the millennial mobile consumer that expects unique, individualize treatment tailored to their needs and expectations.

With so much competition for business, the choice now for many buyers is online or brick-and-mortar. Although the competition is at all all-time high due to the impact of Google searches, content, mobile marketing, and social media, the playing field has also equaled among sellers because the review system is based on customer interaction and how the customer perceived the experience of buying.

Just like the changes in the constellations, the changing position from year to year are slight, but movement in the sky is vast. 2016 will bring the horizon closer for Millennials with the connection between consumers of products or services in real-time to quality merchants.