

## SCREEN 1

Optimally engaged organizations beat competitors by 85% sales growth. Customers buy & spend more, return often & stay longer. ~ Gallup 2012

In world-class companies, the ratio of engaged to disengaged employees is 10 to 1. In average companies the ratio is 2 to 1. ~ Gallup 2012

63% of consumers need 3 to 5 trusted influencer recommendations about a company, entity or brand before they trust it. ~ Edelman's 2012

### Consumer Engagement Content (300 -400 words)

Demographics alone distance organizations from consumers through gross generalization of customer interests and buying power. Consequently, demographic marketing (traditional one-way “push” marketing) actually alienates approximately 90% of potential buyers because their niche needs are neither recognized nor met.

Valuegraphics, on the other hand, get into the heads and hearts of consumers through two-way communication about their requirements, desires and purchasing power. Through engaged and active exchange of information between companies and their brands and potential and existing buyers, trust is fostered, fans are born, brand advocates evolve and companies improve their offerings, sales communications and market shares.

If you want your organization to be average, *don't* engage your customers; talk at them about what demographics tell you they want to hear.

If you want your organization to be world class, engage your customers; ask their opinions, have them test your products and claims about them, invite them to give you feedback other consumers can use in their decision making... In short, build a community of fans, followers, and customers who tell each other you are a quality company with desirable offerings, and that you can be *trusted* to deliver to and beyond their expectations.

Valuegraphics is the compilation of real data from real people who delivered it themselves for your use because they like you or want to like you. Valuegraphics is a key element of consumer engagement which is the root of your organization's metamorphosis from average to extraordinary.

A 2012 Gallup study showed that for average companies (those with flat sales and small profit margins) their customers are mostly disengaged at a ratio of 0.8 engaged customers to 1 disengaged one. Conversely – and dramatically so – organizations with big profit margins (26% plus) and tremendous

sales growth (85% plus) had 8 engaged customers to every 1 disengaged one. These companies discovered, implemented and continually nurture their social online engagement with their consumers.

Want to increase your sales 85% or more? Click [here](#) (link goes to Strategy Mapping section of site) to learn how to use ManoByte's Social Strategy Mapping and Implementation to engage consumers and transform your bottom line from getting by to getting way out in front of your competition.

#### Consumer Engagement Video (90 seconds = 270 - 330 words)

Ready or not, your organization's future growth is wholly dependent on your understanding of and responsiveness to the following paradigm shift:

What we've all been doing is Demographic Marketing (the old one-way "push" marketing) that we now know equals disengaged customers and average company sales performance.

What we must be doing is Valuegraphic Marketing (two-way social engagement, measurement and responsiveness marketing) that equals engaged customers and world class sales performance.

And we have ironclad evidence to support this critical strategic redirect...

Per Gallup's 2012 research:

- In average organizations, for every one person who is engaged, one is disengaged.
- In world-class organizations, the engagement ratio is 8 to 1, meaning there are 8 fully engaged customers for every 1 disengaged customer.

What this tells us is that for organizations to be world class -- and have customers and clients that spend more money, spend it more often, and keep coming back for more -- they must have give-and-take, ask-and-answer, value-adding engagement with their consumers.

What we also know is that consumer trust of business sales propaganda (push marketed) has been on the downswing for years, and -- according to Edelman's 2012 Trust Barometer -- if they don't trust, they don't buy, and the first and fastest way to win and maintain their trust is through online engagement.

Your two primary goals for making your organization a sales and profit powerhouse, then, are:

- Consumer engagement ratio of 8 to 1 (engaged vs. disengaged) or better, and
- TRUST building and maintenance through that very same engagement.

ManoByte's Valuegraphics-based Social Strategy Mapping and Implementation will get you both. The pre-work, map, implementation and training synchronize your

- Financial Objective
- People Objective
- Conversation Objective

- Platform Objective, and
- Internal Objective

with a social customer engagement program that makes consumers trust you, follow you, buy from you, and tell others to do the same.

Learn how you can engage your consumers here (link goes to Strategy Mapping section of site).

### Employee Engagement Content (300 -400 words)

Gallup Organization estimates that American companies lose over \$300 billion through missed opportunity every year specifically because of employee *disengagement*.

For 30 years, Gallup has been studying 17 million employees to evaluate the level of employee engagement. Their findings indicate that the American workforce consists of 29% engaged employees, 55% non-engaged, and 16% disengaged. So, 71% of employees don't give much of a darn about their jobs, their company, its brands...

How can their employers, then, expect customers to be drawn to their brands? If the employees don't care, why would consumers? If the employees aren't connecting with consumers to share brand passion and build brand interest and loyalty, who is?

Certainly, it can't be left to the 29% of employees who are engaged at work to carry the entire burden of making their organizations successful. It too often is, though, and what results is average and below average sales and profit performance.

On the other hand, if 71% or more of an organization's employees engage – both with their jobs and the company's brand consumers – evolution from average to world-class (85% annual sales improvement and 26% plus profit margins) takes place.

The key to majority employee engagement and resulting consumer brand interest and loyalty is Valuegraphics-based optimization of social media both internally and externally. Social media optimization leads naturally to alignment of employee thoughts and actions with organizational goals and policies with a resultant enablement of positive, trust-building, two-way communication with consumers via the online channels *they* prefer.

There are a number of steps in the process towards optimizing employee engagement through social media; they include but are not limited to:

- Social media discovery,
- Social strategy mapping,
- Social media policy development, and
- Social media training.

It's important that each organization have customization in their employee engagement through social media strategy and planning. To find out what you can plug in and run with and what you need to add to it to optimize employee engagement through social media, take a look at this ([link goes to Strategy Mapping section of site](#)).

#### Employee Engagement Video (90 seconds = 270 - 330 words)

How does your company define employee engagement?

Authors Michael Shuck and Karen Wollard in their book *A Historical Perspective of Employee Engagement* described it as "an emergent and working condition as a positive cognitive, emotional, and behavioral state directed toward organizational outcomes." Does that describe your employees?

You might also define Employee engagement as employees connecting with their organization's goals, their fellow employees, and their customers and then communicating all of the above to build consumer trust in the company and loyalty to its brands in order to sustainably increase sales and profitability.

If that does not describe your workforce, don't feel bad. Gallup has done "30 years of in-depth behavioral economic research involving more than 17 million employees" and they have determined that, at best 71% of the American workforce aren't engaged or 'in the game' when they are at work.

A major reason that many employees are not engaged is because they do not feel empowered. Consider, the fact that many employees have more computing power on their personal mobile devices than they do on their work desktops. Outside of work employees are comfortable with social technologies that allow them to collaborate and get things done, yet at work they are stifled from solving customer problems by lack of access to the proper tools and people.

Your employees are smart! They want to help and they have ideas and solutions that will benefit your organization. By building a social organization, you will empower your employees to transform your organization from being average to world-class.

ManoByte's Social Organization Development Map will guide you through the cultural shift to become a social business. We can help you to put a strategy in place that in a controlled and secure manner will allow you to leverage social technologies that will keep your employees engaged leading to increased productivity, reduction in cost, increased revenues, and consumer value. [Click here to Find out how it works.](#)

#### Influencer Engagement Content (300 -400 words)

Marketing is dead. Long live marketing.

Demographic marketing that is.

Valuegraphic marketing is alive, well and outpacing archaic demographic marketing by 8 to 1 (as evidenced by Gallup research, 2012). Valuegraphic marketing is two-way, consumer engagement marketing that obliterates average sales and profit performance and replaces it with world class growth and success.

Traditional marketing uses media to “push” messaging one way at potential customers who have been grouped by broad and often vague criteria. Valuegraphic marketing, on the other hand, has people who influence consumers communicating with them on two-way social platforms, thus peer educating them and subsequently promoting consumer interest in and trust of organizations and brands. This is influencer engagement.

Influencers are connectors and broadcasters. They have followers who share their interests and believe that they are authorities on relevant subjects.

Influencer engagement is as vital to social media valuegraphic marketing as consumer and employee engagement. In fact, the 2012 Edelman Trust Barometer more than hints at the possibility that influencers have more impact on getting consumers to trust company’s and brands than any other method previously employed.

Social media, as a vehicle for influencer engagement, saw a 75% increase in its status as a trusted source of information in 2012 (Edelman). Influence marketers attribute much of this to that fact that influencers online are becoming increasingly important as vehicles through which consumers are caused to make decisions because they trust the opinions of the influencers and they trust them in general as a source of accurate information.

Many associate influencer engagement marketing with demographic marketing’s celebrity endorsers. However, while some celebrity endorsers are certainly influencers, influencers do not have to be celebrities. In social media, influence comes from relevance, focus, credibility and trust much more than star power.

A credible influencer that recommends your organization or brand three to five times will likely convert his or her followers into your customers. Ready to maximize sales and profits through influencer engagement? Start here ([link goes to Strategy Mapping section of site](#))!

#### Influencer Engagement Video (90 seconds = 270 - 330 words)

Influencer engagement is one of the key elements of valuegraphics that include:

- Demographics,
- Psychographics,
- Technographics,
- Consumer engagement, and
- Employee engagement.

These social media marketing optimization components are vital to the success of your two-way communication with your customers: your social media strategy. Your strategy is incomplete without influencer engagement.

The 2012 Edelman Trust Barometer indicates that consumers are increasingly distrustful of organizations' online presence (i.e. commercial web sites) and claims, and are moving more and more to online influencers for insight into the value and quality of companies and their brands.

Online influencers are people and organizations that have communities of followers because they possess these 9 qualities:

- Scope – size of their community
- Reputation – based on volume and frequency of positive mentions (recommendations) from others
- Credibility – a combination of reputation, relevance of content and degree of engagement
- Broadcasting – diligence to and regularity of quality posting
- Social Score – how the influencer ranks in the previous four categories, identified through measuring metrics
- Expertise – their professional track record, accomplishments and reputation
- Relevance – understanding of the questions asked, ability to answer them and focus on the topics in play
- Trust – based on feelings, this is earned because of level of performance in previous categories
- Commitment – is about the influencer's community and to what degree they engage with the influencer and the influencer engages back

Social media influencers answer the demand for something people have always relied on that was unavailable online until recently: the helpful, authoritative voice of a friend, neighbor, teacher, parent... the person you go to for advice before you make a consumer decision. As such, they cause effect in their followers, and you want them to make their community your community. Check this (link goes to Strategy Mapping section of site) out to start building your influencer ranks

## **SCREEN 2**

beyond data...

The holy grail of social strategy, valuegraphing is the 4th dimension; it enables demo, psycho & technographics to inspire buying & belief.

Valuegraphics Content (300 -400 words)

You have entered the Fourth Dimension.

Demographics, the First Dimension, tell you who your consumers might be. They tell you what they *look* like: where they live, whether they have families to support or college tuition to pay off, what cultural and spiritual practices influence them, if they are more likely to buy products for men or for women... In the First Dimension, through demographic data acquisition, you meet the masses, great crowds of people who gather in out-of-focus groups based on their most obvious common denominators.

How do you communicate your value *to* and gain the trust *of* generalized, amorphous masses?

You move to and through the Second Dimension: Psychographics. Here you begin to put the faces on each group, and the expressions on those faces. In this dimension, individuals emerge based on their interests, activities and opinions (IAO). Where you once had 100,000 20-something Caucasian women who live in urban areas and make \$40-\$50,000 a year, you now know that one tenth of them are passionate about outdoor activities, distrust people who don't like dogs and volunteer fundraising time for environmental causes. Another 10% of the women in this group are avid scrap-bookers, prefer evening shoes over running shoes, and think unpaved pathways lead to scary places that should be avoided.

Now you're getting somewhere...

But where do you find these specific groups, and how do you communicate with them? Welcome to the Third Dimension where technographics show you which high-buying-power 24 year-old female distance runners are active online, how active they are, where they look for their information, and who's opinions influence their own. The Third Dimension makes it possible for you to two-way communicate with the consumers who are the most likely to become loyal customers through communication vehicles they choose. If you are in business, resisting the pull of Third Dimension is futile unless you want your organization to be no better than average.

With all of this information, then, what more could you possibly need?

Answer: the Fourth Dimension. Valuegraphics. The conversion of data from Dimensions One through Three into the real VALUE: how to ENGAGE your consumers. Engagement happens through putting the right information in front of the right people in the way they will welcome it... *every* time. The deliverables of valuegraphing include:

- Valuegraph,
- Social Strategy Map,
- Digital Implementation Checklist,
- Consumer Engagement Guide, and
- Communication Compass

In the Valuegraphing Dimension – the fourth and final frontier of social enterprise optimization – the theoretical becomes the practical: conversion of intimately known consumers into passionately loyal customers through precise and personal two way communication.

Enter the Fourth Dimension here ([link goes to Strategy Mapping section of site](#)).

### SCREEN 3

6 degrees of separation – or less – mapped out. What could you do if you knew how every potential consumer & customer was related to all the others & their influencers?

#### Social Graph Content (300 -400 words)

The fact that Kevin Bacon has long been one of the working-est actors in Hollywood, is married to Kyra Sedgewick an equally working-est actor-ess, and is the founder of SixDegrees.org to support and build support of charities has everything to do with social graphing. Social graphing has everything to do with how you connect with your consumers online, how they connect with each other, how you will increasingly optimize those connections to build your business, and what technologies you'll use to do so.

Social graphs are digital virtual maps of how each person is connected to every other person from first degree of separation (or connection, really), through sixth degree, and onto 10,000<sup>th</sup> degree and beyond. For example, on a social channel, the people you know personally and have intentionally linked with in that space are one degree-ers; their immediate acquaintances – some of whom may be known to you but aren't in your personal circle – are second-degree connections, and so on. The sixth degree is, in fact, the foundation of social graphing which began with the "Kevin Bacon Game" in 1994 when some college students postulated that as Bacon had worked with everyone in Hollywood, he was the "center of the universe" and everyone was only six human connections from knowing him.

In 2002, before Mark Zuckerberg of Facebook integrated social graphing (and subsequent open graph technology), Harvard student Philippe Bouzaglou created the first contemporary social graph by replicating the Kevin Bacon Game for economic application. Social graphs are the geography of connection that we now use to better know who our consumers are, who they connect with that we can reach through them to build our consumer base, and – as with any geography – why they are connected (in this case their interests, activities and opinions [IAO]).

Social graphs, then, make it possible for us to extrapolate, explore and utilize established pathways of connection (connections based on commonalities) to expand our volume of customers and increase the quality thereof because we know them and what they want. We know them because a social network connects us with our first degree-er, who like us/our products, and shares IAO with their first (our second) degree-ers and so on. We may never actually meet our sixth degree-er, but we'll know they are a potential consumer because they have the same IAO as our first, and all the others along that IAO network pathway.

Social graphing is easy to understand and visualize, but complicated to utilize. It is also the "center of the universe" of social media marketing. If you are ready to be a world class company, click here (link to..... \_\_\_\_\_) to integrate social graphs into your success strategy.



## SCREEN 4

Whether you are dormant, experimenting or starting to manage your social enterprise, you're three to five steps behind. Get up & go for it!

### Social Maturity Content (300 -400 words)

If you are a laggard, then you'd better have the most amazing product or service and/or an immense budget for aggressive traditional marketing (TV, radio, print advertising and the like), or be a non-technological B2B business. If you are a laggard, your social media marketing is dormant (or non-existent), your use of social technologies is asleep, and any of the people we'll talk about next are out-competing you in the market place. Might be time to check your conservatism, or regulations, or lack of interest at the keyboard and get connected!

If you are a member of the Late Majority, you've woken up, gone online, and started taking a look at – testing the waters of – using social media for business growth. Your efforts, however, are disorganized, spotty, random and not rooted in cohesive and sustainable strategy. Massive congratulations for every bit of social mud you've thrown though, even if it didn't stick! Consider giving yourself a promotion and new title of Social Media Strategist and step on to...

...Early Majority. As a card-carrying member of the Early Majority, you have become one smart manager of coordinated, centralized, structured social media use. You are leading your team to the bounty of social media marketing, and you are instilling in them the principles of using knowledge of the art, science and technology of social media to develop cohesive, cross-media strategies that can effectively evolve as social opportunity increases. This is the stage in which you are a giant in the making (waking), and you've embraced consumer engagement online.

If you are an Early Adopter, you are a giant! Awake! Alive! World class! You are now mastering consumer engagement and spearheading effective employee and influencer engagement. Your social strategy is optimally integrated with your other marketing programs and superior customer service happens on every level and in every department of your organization. If you are in the beverage business, for example, you're on par to compete with Coca Cola and Starbucks!

In the final stage of social maturity, you'll join the elite: Innovators. There are only a few – Google and Zappos come to mind – and they are there because every employee lives and breathes social media for business profit and growth. Not only are you the lead giant, every person who works for you is a social giant.

Most companies will do fairly well for themselves in the Early Majority stage and we can get you there fast. If you want good, better, best... giant!... [click here](#). (link goes to.....)

## SCREEN 5

If you don't know where you've been, where you are, who cares & why... You can't possibly know where you are going. Analyze, validate, reset your Communication Compass.

### Social Intelligence (300 -400 words)

Social Intelligence as it relates to social media optimization might just be the coolest thing ever. It's rooted in "social intelligence" which is the science and philosophy of human ability to have complicated human relationships. "Social media intelligence" measures and analyzes online human relationships, what they mean in respect to your business growth, and how to adjust social campaigns for ongoing optimization. It looks at complicated relationships and anticipates how they will evolve.

Based on this measurement and analysis, the Communication Compass points you in the right direction on social media channels and adjusts your course as social media relationships and technologies evolve. The Communications Compass of social intelligence is the final tool in your five-tool suite which also includes:

- Valuegraph,
- Social Strategy Map,
- Digital Implementation Checklist, and
- Consumer Engagement Guide.

Once you have implemented the strategies, tactics, and technologies of these four tools, your fruitful social media marketing program will be in full swing. At this point it is vital to monitor how it is working – productive pathways, dead-end networking paths, high vs. low performing platforms, etc. – as well as what new opportunities and technologies are developing in the social world. Without social intelligence and the Communication Compass, your social program can backslide or stay static while opportunity changes dynamically.

If you are already well along in the social maturity scale, you may only need a Valuegraph to identify where you are and where you need to go, and the social intelligence built into the Communication Compass to keep you on course. Find out where you are and what you need here (link to.....).

### **SCREEN 6**

I am your consumer persona. I am demographics, psychographics, technographics, consumer, employee & influencer engagement. I am:

VALUEGRAPHICS

What am I thinking and why?

### Persona Content (300 -400 words)

Your consumer is a persona. Your customer is a person.

You court your consumer and engage her. You marry your customer and maintain a relationship with him.

Valuegraphics takes the mystery out of the courtship – mystery you may welcome in your personal life but detest in business. Valuegraphics gives you multidimensional insight into the persona of your consumer so you can see beyond the demographics of gender, ethnicity, and annual income and into their emotions, desires, beliefs and values.

Valuegraphics is the holy grail of consumer insight intelligence.

By valuegraphing through social media two-way communication with consumers, your organization takes the fictional, archetypical and hypothetical persona that demographics, psychographics and technographics deliver, and infuses – or them when multiple personas are developed -- it with *personality*.

Without valuegraphics you're asking and answering the question: What makes a consumer *able* to be a customer?

With valuegraphics you're asking and answering the question: What makes a consumer who is able to be a customer love being one?

Valuegraphics are not static. Valuegraphing is a perpetual cycle of information out to consumers, employees and influencers > feedback from same > adjustment of product or service to reflect feedback > revised information out > additional feedback returned > and so on.

In this cycle, emotional response is solicited and emotional response is returned. Now transaction is enabled because a relationship is born. A relationship of *mutual* interest, respect, trust, and, perhaps above all, *affection*.

And so, your consumer (persona) has become a customer (person) who, from the strength of a platform of relationship trust and affection, eagerly shares their relationship with others. You engaged the consumer, and they chose to become an influencer on your behalf.

Valuegraphing is a ManoByte trademark and key component of our specialty: Social Strategy Mapping and Implementation. Isn't it time to be in love? Start the relationship here ([link goes to Strategy Mapping section of site](#)).

## **SCREEN 7**

### About Video (90 seconds = 270 - 330 words)

Hi, I'm Kevin Dean. I started ManoByte, Inc. because social media is like accounting and law... its complexity is real, it's prevalent, it's here to stay, it can make or break an organization, and most people don't know how to optimize it for business themselves. I started ManoByte because I have the gift of making the complex manageable and fruitful through technology and training; empowering you to manage your social strategy for success, with confidence.

If you haven't watched the three videos and read the articles (by clicking on the orange plus symbols) that precede this final screen on our home page series, I urge you to do so. Each explains in some detail and in practical terminology the key components of making your social media strategy transform your organization from average to world class.

If you already absorbed the info, then this short video will serve as a quick recap, gelling what you've learned. If you don't have the time for a site review, here's a quick overview of what we do and how we do it.

Your key take-away from this information series is this: our tools and consulting cut your time and expense investment -- in setting up, maintaining and optimizing social media growth -- in at least half.

When we help you set up your social success system these are the core elements, every time:

First, we perform an enterprise audit to record your objectives for your company and your objectives for your social success. These include but are in no way limited to internal and external: financial, people, conversation and platform objectives.

Next, we field strip your current social campaign to determine where you are in relationship to social maturity and what is and isn't working for you. This is the social media discovery phase.

The fourth phase brings it all together for implementation. In this phase we deal with the geography of building a world class organization through social media optimization; the deliverables -- sustainable tools for ever-evolving social excellence -- include:

- A Valuegraph -- ManoByte's exclusive tool that combines demographics, psychographics, demographics and our trade secrets to enable the holy grail of online engagement between you and your consumers.
- A Social Strategy Map -- Your roadmap of platforms, technologies, talking points, network development techniques, and custom tactics for implementing and maintaining a superior social program.
- A Social Media Policy your team -- no matter how many or few people do and will engage online as ambassadors for your company -- can refer to that will keep their actions aligned with corporate and brand objectives and culture.
- A Digital Implementation Checklist that ensures you know and do everything required to set up and grow your program using your own team.
- A Consumer Engagement Guide to help you improve, refine and optimize engagement in the two-way communication environment. And,
- A Communication Compass that monitors and analyzes results and incorporates social and technology evolution to make large and small incremental adjustments that keep your program on course.

During the fourth phase and thereafter as needed, we train stakeholders and management to pass on best social program practices, and we train your team members to get the most out of every social outlet, opportunity and tool available to them.

And there you have it. It takes us one month to take you to the productive social engagement space that transforms average organizations to world class ones.

I'd like to talk with you in person about our clients, what we've done for them, even add one or two to the call so you can get their story... Either you need us or you just haven't realized you do. We are not a hard sell kind of company, so give me a call and let's see where you are in the social world and how to make you a star in the social universe. Dial Manobyte-58.