SOCIAL CREATURES
How to engage customers & boost customer advocacy

Leslie Myers  |  3Degrees
Senior Marketing Manager

REM CONFERENCE
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Social sharing is an easy way to:

+ Build awareness
+ Broaden reach
+ Extend content lifespan
+ Empower customers
+ Exhibit “social proof”
But first…more on “social proof”
How does “social proof” influence?

- Eases minds
- Satisfies skeptics
- Reinforces norms
- Sets new norms
Ways to influence

+ Word of mouth
+ Product reviews
+ Testimonials
Ways to influence

- Word of mouth
- Product reviews
- Testimonials
- Endorsements
Ways to influence

- Word of mouth
- Product reviews
- Testimonials
- Endorsements
- Trust symbols
How to get your customers talking
What gets someone to share?

EMOTION
What gets someone to share?

PRACTICAL
What gets someone to share?

PRIDE
What gets someone to share?

AWE-PROVOKING
41% of adult internet users repost photos or videos that they have found online
- Pew Research Center
Lime Wind powers more than your home

PSE Green Power supported project Lime Wind – Baker County, OR

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Already in? Tell your neighbors!

I Run On Green Power

Bellevue GreenPowerChallenge

PSE Puget Sound Energy

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greenpower | 2014 by the numbers

44,500 people bought 404,377,000 kilowatt-hours = 386,135,729 pounds of carbon reduced
or
4,491,026 tree seedlings
The problem of invisibility
CASE STUDY
City of San Marcos efficiency

- “Use fans save money”
- “Use fans save GHG”
- “Use fans be responsible”
- “Use fans to be like your neighbors”
CASE STUDY

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CASE STUDY

Hotel towels

- Do it for the environment
- “Guests in general” increase 26%
- “In this room” increase 33%
Social media platforms want it to be easy for you

Preview and code
Try out your button, then copy and paste the code below into the HTML for your site.

```html
<a href="https://twitter.com/share" class="twitter-share-button"></a>
```

Description:
Next stop: Pinterest
Ways to inspire & enable social sharing

Provide information that is informative and interesting to them.

“Establish yourself as an industry thought leader by adding commentary to the links you tweet [click to tweet]”
What to measure:

- Compare web traffic before and after
- Total the actions taken
- Tally new followers
- Subscribers to newsletter
Thank you
LESLIE MYERS
Senior Marketing Manager

206-397-3282
lmyers@3degreesinc.com

3DEGREESINC.COM