

“Engage or die!” ...

# How to monetize Social Media - Now!



SMiCS 2011

Social Media Marketing  
& iCommerce Summit

Monte Carlo, 12 - 13 July 2011



# Social Media – Playtime’s over!

Social media is the most disruptive trend to hit the world since the Industrial Revolution. We all know the massive numbers around Facebook’s ever-growing usage, but the challenge is now to turn conversations into cash.

The trends are inexorable. Just look at the explosion of mobile technologies and the way people are now in touch 24x7, sharing their thoughts, ideas and opinions – views that can make brands, or break them.

Much of this activity is on social networks. Increasingly we are seeing mobile users picking up ideas from the social network, and turning into customers.

Apple started the trend of mobile payments with iTunes. Visa and Paypal provide easy, safe and secure payment systems. Now with the solutions we will be revealing at SMiCS 2011, social networks are about to become the new personalised shopping mall.

Today we see social media as is one of many channels, but in a few years time it might be the only channel.

Social Networks will become the mother of all CRM systems, a complete database of demographic data, likes and interests, sentiment, status and location information, kept constantly up to date by the people themselves.

Social media is a commercial opportunity, the like of which has never been seen, nor will ever be again.

We’re already seeing some of the biggest brands starting to embrace the opportunity and reap great rewards.

Companies like Disney and Nike, sit alongside musicians and celebrities building fan pages, and getting ordinary people to ‘like’ them.

New businesses like Zynga and ASOS, who grabbed a \$500m share of the fashion industry in less than three years, are showing that all kinds of companies from big brands to start-ups can turn social media into a revenue stream.

The world is now full of highly informed customers, so this July we’re hosting SMiCS 2011, Europe’s first Social Media Marketing and iCommerce Summit to help you understand how to build a new social business.

You’ll meet leading visionaries and thinkers, and share their experiences on how to monetize social media. We’re running workshops where you can get hands-on, and discuss your questions around social media, customer base analytics and segmenting for profit.

Alongside the visionaries, we have some of Europe’s leading social media marketers joining us, so in the same event you’ll be able to see state-of-the art developments that will help you turn social media from a cost centre to a revenue earner.

This is the first European event of its kind and it’s going to be a great conference in an amazing location.

I really do hope to see you there.

**Michael Saylor, Founder & CEO  
MicroStrategy Inc.**





# Why you should attend SMiCS 2011

Do you recognize any of these trends?

- You have invested in social media and want to make money from it
- You want to benchmark your social media strategy
- You want to utilize social CRM to understand your customers
- You want to hear facebook executives talk about their strategy
- You want to learn from experts and colleagues about lessons learned
- You want to see the launch of the world's 1st Social Media iCommerce solution

If you answered 'yes' to any of them, then you should attend SMiCS 2011.

At SMiCS 2011 we have gathered together the world's foremost visionaries, like the author of "Engage" Brian Solis, as well as thinkers and practitioners in iCommerce like Don Peppers, "the father of CRM," plus senior executives from facebook and Axel Springer to give you an unrivalled insight into the threats and opportunities of Social Media Marketing and Social iCommerce.

## Knowledge and insight

SMiCS 2011 will be Europe's most inspiring and educational single forum for:

- Senior Marketing Executives
- Advertising and Marketing agency leaders
- Social Media Strategists
- PR and Social Media firms

Nowhere else in Europe will you be able to hear the views and experience of so many people at the cutting edge of social media monetization

You will also be able to interact, connect in workshops and discuss your challenges with this exceptional panel.

## Outstanding venue

The Social Media Marketing and iCommerce Summit is taking place this year at the prestigious four star Hotel Fairmont, Monte Carlo in Monaco, where competitively-priced accommodation has been secured.

In addition to the complete programme of speakers, we are hosting an evening party in the heart of Monte Carlo.

The cost of attending, which includes refreshments through the day is just €695.00.

Full registration, booking and venue details are on page 12 of this brochure or at:

[www.SMiCS2011.com](http://www.SMiCS2011.com)  
[www.facebook.com/smics2011](http://www.facebook.com/smics2011)

# “Engage or die”

Social Media and iCommerce are presenting business with the greatest opportunities for success, and the greatest risk of being left behind. As Brian Solis will show, it's a completely new world, with the power to make or break organisations.

It's not just the way social networks are driving social change that is taking companies, and indeed the world, by storm, it's the speed at which it's all happening. Facebook has built a following of over 600 million users in five years.

Over half the phones in the world are 'smart', delivering status updates, geolocational services and transaction capabilities. Mobile devices have transformed the way we access information and news. Today corporate boards use iPads at board meetings instead of reports.



Businesses ignore these trends at their peril.

Marketing is no longer about pushing out messages and hoping for sales leads, nor does just using the tools guarantee people will listen. It's all about engaging customers in meaningful and advantageous conversations. Empowering them as true participants in your marketing.

At SMiCS 2011 I'll be talking about how you can develop best practice and build a socially engaged business through:

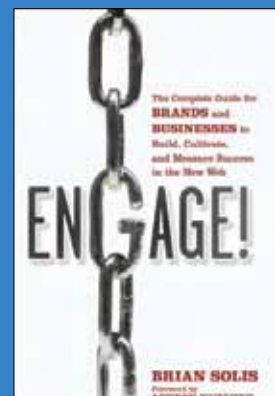
It's all about engaging customers in meaningful and advantageous conversations

- Creating a space in the online ecosystem that truly represents your business and cultivates your customers' loyalty and trust
- Participating in the unique culture of each available social media platform to engage your customers
- Establishing an organizational structure that constantly targets the next new media trend
- Attracting online champions and change agents who will uncover the social networks you need to reach
- Motivating the influencers who will help build your reputation in the networked world
- Adapting your company to consistently spot market needs and trends, based on the invaluable connections you forge, and the empathy and insight you garner in the process

It's a masterclass in how an engaged business can reap the rewards of the online age.



Brian Solis is principal at Altimeter Group, a research-based advisory firm. He is recognized globally as one of the most prominent thought leaders and published authors in new media. A digital analyst, sociologist, and futurist, Solis has studied and influenced the effects of emerging media on business, marketing, publishing, and culture.





# Social CRM – the ultimate customer engagement

Companies struggle with inaccurate records, and their data rarely reflects their customers' situation today.

The other problem is the way information is used. Segmentation is minimal, 'offers' promote what the enterprise wants to sell, rather than what the customer wants to buy.

Their lives are played out on their facebook pages, videoed on Youtube, and continually tweeted – a goldmine of information that a social CRM system can help you open up.

Social CRM works because you only make offers to people likely to buy

The best way to serve customers is to understand their preferences, but traditional CRM does not do this, so they feel their needs are ignored. Response rates drop, while costs rise.

## Real time content marketing

With the right analytic tools you can segment and build content campaigns that drive better customer engagement because they are based on facts, rather than assumptions.

You can measure success in real time, reduce the cost of customer acquisition and create offers that are targeted so tightly they can't fail.

## Social CRM – changing the game

Social CRM is a world where your database is continually updated by the people on it.

People on social networks openly share information about themselves. From the banal to the intimate, their location, their age, what they like to eat, how they relax, where they eat and go on holiday.

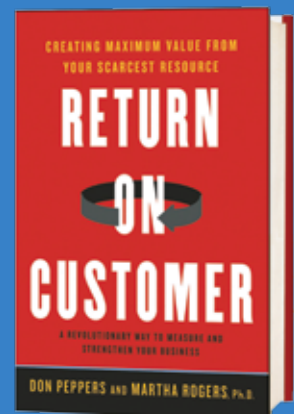
With a social CRM system your customers become partners in your marketing activities.

They will feel empowered, and only change their loyalties when they feel let down, or see a better offer. Social CRM lets you track this to the minute, anticipate change, and build strong customer communities around your brand.

Social CRM is a true game changer. Find out all you will need to know about how you can make it work for you at SMiCS 2011.



Don Peppers is an acclaimed author and a founding partner of Peppers & Rogers Group, the world's premier customer-centered consultancy. Business 2.0 Magazine named him one of the 19 "foremost business gurus of our times," and Accenture's Institute for Strategic Change listed him as one of the 50 "most important living business thinkers" in the world. The Times of London has listed him among its "Top 50 Business Brains"



Michael J. Saylor, is the CEO, Founder & President of MicroStrategy Inc. He is widely respected as a visionary speaker, and has founded an educational charity.



Michael J. Saylor

Brian Solis is principal at Altimeter Group, and globally recognised as one of the most prominent thought leaders and published authors in new media.



Brian Solis

Don Peppers is a founding partner of Peppers & Rogers Group, named by Business 2.0 as one of the "foremost business gurus of our times."



Don Peppers

Karl-Heinz Land, is Chief Evangelist & Senior Vice President of MicroStrategy, with a 25-year history as an entrepreneur and manager in IT-industry.



Karl-Heinz Land

Martin Hubert is CEO of eprofessional GmbH, Hamburg, an Axel Springer Company. He is recognised as a world-class leader in digital marketing.



Martin Hubert

Conny Czymoch, summit moderator, has anchored "Der Tag" Phoenix TV's flagship business programme for the last 10 years.



Conny Czymoch

## Agenda Tuesday 12 July

- |                |   |
|----------------|---|
| <b>Morning</b> | <b>Arrive Monte Carlo, check into hotels</b>  |
| <b>12:00</b>   | <b>Registration, Lunch Break &amp; Networking</b>   |
| <b>14:00</b>   | <b>Welcome</b> – Karl-Heinz Land, Chief Evangelist & Senior Vice President, MicroStrategy                   |
| <b>14:15</b>   | <b>Opening Keynote: "Engage or die!"</b> – Brian Solis, Book Author, Analyst, Sociologist & Futurist        |
| <b>15:30</b>   | <b>Intelligent Commerce – now!</b> – Michael J. Saylor, CEO and Founder MicroStrategy                       |
| <b>16:45</b>   | <b>From CRM to Social CRM</b> – Don Peppers, Founding Partner Peppers & Rogers                              |
| <b>17:00</b>   | <b>Social media impacting brands and media spend</b> – Martin Hubert, CEO eprofessional/Axel Springer group |
| <b>18:00</b>   | <b>Close</b>  |
| <b>22:00</b>   | <b>Conference Party</b>   |



Matthew Rhoden is a partner at Peppers & Rogers specialising in Customer Lifecycle Management. Prior to this role, he co-led McKinsey's CLM practice.



Prof. Dr. Peter Gentsch is Chief Analyst & Scientist at Business Intelligence Group, working in Social Commerce, Behaviour Targeting and Predictive Modelling.



Tim Campos is Chief Information Officer of Facebook. He started out as a techie and risen through experience to drive IT innovation in one of the world's hottest IT businesses.



## Agenda Wednesday 13 July

- 08:00** Continental Breakfast
- 09:00** **How to convert fans into 'Superfans' and why you should** – Matthew Rhoden, Partner Peppers & Rogers
- 9:50** **Why you really should 'like' facebook** - Tim Campos, CIO facebook
- 11:00** **Customer iCommerce Case Studies and alert pre-launch**
- 11:40** **How to implement a social media strategy** – Prof. Peter Gentsch, B.I.G. group
- 12:30** **Round table Q&A all speakers**
- 12:30** **Lunch Break and Networking**
- 14:15** **Workshops**
- Track 1: Vision and requirements for social media strategy implementation – Prof. Peter Gentsch & alert team
- Track 2: Customer intelligence for marketers, customer loyalty and customer lifetime value
- 16:45** **Closing Address** – Karl-Heinz Land, Chief Evangelist & Senior Vice President, MicroStrategy
- 17:00** **Close**



# Listen. Learn. Act - Now!

Listening to your audience is a precondition of effective social marketing, because without hearing what they are saying in real time, you cannot effectively analyse your audience's motivations. Without this intelligence you cannot act in the right way.

Listening alone is not enough – while you're watching from the sidelines, your competitors are already in the game.

Action is a key word, because the right approach to segmentation and customer behaviour will dictate how they feel about you. Customers are inherently loyal to brands with whom they have a good experience. Even more so if they feel the brand cares about them.



## Five key factors

There are five factors you need to consider when building an effective strategy to 'Listen. Learn. Act'.

### Big Data

Social media is the holy grail of CRM, and the result of good listening. It is feature rich, easily accessible and above all continually updated by its owners. To hold all this data at your premises would need an enormous IT infrastructure, but new developments in cloud computing mean you can access it without owning it.

### Customer intelligence

Analysing, profiling and segmenting huge volumes of data has been second nature to the retail sector for over 20 years. MicroStrategy has played a lead role in helping them to do this, and the experience gained in helping target campaigns and control messages to tightly selected groups shows just how effective this approach can be.

### Campaign building

The ultimate fan is a 'Superfan.' This is like having an army of sales people recommending your products. Recruiting this army calls for a plethora of focused activity that transcends time zones, languages and cultures.

## iCommerce

Unless people part with money online, your social marketing strategy is a failure, but selling through a traditional catalogue or e-commerce site is being overtaken by offers targeted to specific interest groups, and even individuals. QR codes are providing a gateway to accessing services, from coupon offers in restaurants to airline boarding passes.

## Mobility



Over 80% of people update their social media accounts using mobile devices. To make sure you don't miss out on this vital, and fast-moving audience you need to optimise your output for all smartphones and tablets, including iPhone, iPad, Backberry and Android.

The key to success in the world of Social iCommerce is technology. Only one vendor, MicroStrategy, can supply it all in a ready-to-roll package.

# Introducing the world's first intelligent Social

All the elements of a single solution for social marketing and commerce have been brought together in MicroStrategy's latest product, **alert**.

Until now it has not been possible to build a social media solution that allows you to listen, analyse and act to monetize social media, but **alert** does this extremely well.

**alert** delivers a seamless i-commerce application. It also does it entirely in the cloud so gives high performance without the need for additional infrastructure.

**alert** works directly through social media such as facebook, on fixed and mobile devices.

It starts by analysing your fan base and segmenting to match your marketing parameters. It turns facebook into a rich CRM system allowing you to customise offers to an unprecedented degree.

You can create news, events and offers, and provide these to your fans in a range of exciting and personalized ways to enhance your user experience and increase loyalty:

**alert News** is an elegantly presented feed of facebook wall posts supplemented with personalized communications and multi-media content based on a fan's likes, interests, sentiments and demographics.

**alert Events** gives fans a listing of local facebook events, with the ability to view them on a map, see how many others are attending, send RSVPs and add them to your calendar.

**alert Offers** lets you provide exclusive offers, that can be time or quantity limited, targeted to highly segmented fan populations, ensuring favourable response rates.

**alert Menu** provides a wide array of ongoing content, products and services that are available directly or through the iCommerce mall system.

It also provides the user with an effective spam filter to ensure they only hear about things they are interested in.

## Celine Dubois is a typical twenty-something

Young and single, but perhaps not for much longer, she has been trialing alert as part of a small user group. "I'm really excited by it, because it keeps me in touch with all my favourite celebs and brands. I recently got tickets to a private concert, and when I got there, discovered that only facebook friends of the band in our area had been invited."

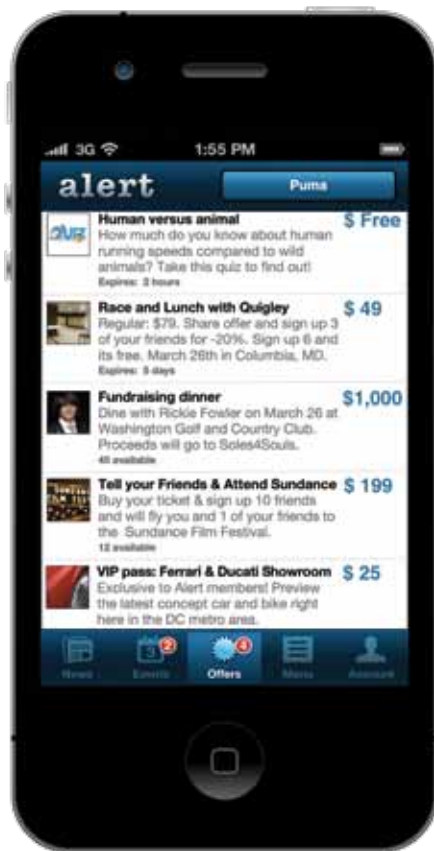


Celine recently changed her status to 'engaged', and was delighted to receive a couple of exclusive offers to help with her bridal shower. She has also been very impressed by the user experience. "I downloaded the app to my iPhone, logged in with my facebook details and 'voila!' there were all my likes."

"It keeps me up-to-date with all the latest offers and news, so I never miss anything. The facebook flipboard is a great feature, and I love having my own newspaper and catalogue

wherever I go. Some of the brands have a seriously cool menu that lets me configure things I'd like, there are some seriously cool Nikes I'd love, but with the wedding coming up I'm thinking twice. Who knows, Perhaps they'll make me an offer I simply couldn't refuse?"

# Media Marketing & iCommerce solution



## Show me the money!

One of **alert's** most compelling propositions is enriched profiling information derived from attributes in fan profiles, such as wealth, influence and many other proprietary insights.

MicroStrategy's powerful analytic engine gives brands these insights and enables them to engage with fans using extremely tightly targeted and relevant communications. They can further extend their fan base with targeted offers aimed at inviting their fan's networks of friends.

The final unique benefit is the built in mail system – iCommerce. This builds in QR codes for coupons and offers, and gives the ability to respond to offers and buy with a one-click purchase.

We're lifting the covers on **alert** exclusively at SMiCS 2011. To book your place to be one of the first to try it, go to [www.SMiCS2011.com](http://www.SMiCS2011.com)

For an early preview of **alert's** amazing functionality go to [www.alert.com](http://www.alert.com)

## The Entertainment Group

MicroStrategy alert has been trialed one of the leading accomodation and entertainment brokers in the US. These are some of their comments.



"Having invested in some social media activities already we were looking for a game changing experience. We wanted something that would not only strengthen our brand but our business model as well. This is a very powerful new channel that lets us offer far more than just simple advertisements for our customers.

Customers that engage with us can check-in to any of the hotels using the app and are added to the VIP/Guest List of our restaurants and nightclubs based on their profile. We also do special 'on-the day' offers with a discount that is only valid within a certain number of hours for that hotel.

We make special offers to encourage users to download the app, such as entering a lottery to win tickets for shows that are sold out. We also allow restaurant/hotel reservations that have been made to show up on an individual's facebook page, as well as one-click reservations from the app.

For us, these targeted offers (interest, location and availability-based) seem to give by far the highest ROI. It's a win-win scenario - customers get individual benefits, and our business runs on higher utilization.



# SMiCS 2011 Venue and joining details

SMiCS 2011 is Europe's first Social Media Marketing and iCommerce Summit so we have chosen to launch it at the world-famous Fairmont Monte Carlo.



The Fairmont Monte Carlo Hotel is a unique four-star luxury convention resort located in the heart of the Principality of Monaco, between the Mediterranean Sea and the legendary Casino of Monte Carlo.

The hotel is one of the largest in Europe with 602 guest rooms, residences and suites, two restaurants, a bar, 18 meeting rooms, and a new pool space on the roof rethought to integrate a contemporary touch.

[www.fairmont.com/montecarlo](http://www.fairmont.com/montecarlo)

## Joining details

The full programme is on pages 6/7 of this brochure and online at [www.SMiCS2011.com](http://www.SMiCS2011.com). We recommend arriving in Monte Carlo mid-morning on the 12th July, and aiming to depart on the evening of the 13th.

## Hotel bookings

We have secured rooms at the Fairmont with extremely special rates. All delegates to SMiCS 2011 will be responsible for their own accommodation and travel arrangements.

## Refreshments

Lunch, teas and coffees will be served on both the 12th and 13th of July, with a continental breakfast to start the second day. If you have any special dietary requirements, please let us know on registration.

## Getting to Monte Carlo

The drive along the French coastline to Monaco is spectacular, but most people will prefer to fly to Nice Cote d'Azur which is just a 30-minute cab ride to the centre of Monte Carlo.

We do not recommend driving, as car parking in Monaco is extremely limited. Rail services from France and Italy run directly to the Principality.



[www.facebook.com/smics2011](http://www.facebook.com/smics2011)

[www.alert.com](http://www.alert.com)

[www.SMiCS2011.com](http://www.SMiCS2011.com)