

Perth County Regional Food Summit

Melissa Schenk – A Recipe for Success: Whet your appetite with social media

Internet has been around for a long time, but we are just getting linked in now. Internet 2.0 refers to social media and networking.

Make a name for yourself before someone makes one for you! Without an online presence, how are people going to find out about you?

Twitter is a form of communication that offers transparency, lets people know more about who you are, your personal information.

Time spent on social networks is growing at 3X the overall internet rate, accounting for 10% of all Internet time.

Listening to what customers are saying and want, and adapting, taking advantage of demand.

You cannot afford to be invisible!

Social media is great because not only is it social, because it puts everyone on a level playing field and you will get the attention if you put in the effort.

If everybody is doing the same thing, do something else! Don't be boring.

We are bombarded with so much information at a daily basis, and Twitter is a short burst of information that satisfies this need.

Facebook is for the people you already know, Twitter is for the people you want to get to know.

You used to have to pay to advertise, but the truth is, people listen to your conversations. This is a form of culinary tourism, people are becoming culinary tourism without having been to certain locations!

We are now connecting at world of mouth. Social media is like word of mouth on steroids!

Social media success formula-
50% of people are listening
25% should be responding
25% should be creating

www. = World Wide Watercooler

If 20% of tourists are culinary tourists, and as Dr. Smith talked about, these Culinary tourists are the first people to buy smartphones and make decisions quickly, then in total, social media is incredibly important for culinary tourism because people will use them to talk about experiences and to story-tell.

The average person has 112 conversations in a day- What are they saying about you?

You must establish an online presence.

Cows on Twitter – Teat Tweet Diary, you basically follow 12 cows. Yes. There are also cats on twitter.

D’Amico Kitchen has a webcam in their kitchen, people can watch live. It’s a whole new level of transparency.

The best way to control the use of social media is to block it? Nope! Embrace it!

The question is, how transparent are you going to be?
There’s no ROI in social media.

Melissa Schenk MS2 productions

CLO = chief listening officer - this person is strategically listening on twitter on behalf of your company

If you don’t have an online presence people don’t know about you.

Be transparent about what you are doing

We may need to train people how to tweet

2/3 Canadians are actively on-line

time to get on the internet - growing at 3X overall rate (10% of all time is on internet)

There needs to be a shift in thinking - can’t afford to be invisible on line

“Make a name for yourself before someone makes a name for you”

“People won’t remember exactly what you said or did, but they will remember the way you made them feel”

“You can’t afford to be invisible”

What you put into it is what you will get out of it

Twitter is 4 years old

Social Media is a source of word of mouth - consumers are in control

Twitter generates 50 million tweets per day

Can you tell me what your company does in 140 characters or less?

Use social media as a way to communicate your brands and updates

Build relationships online to increase your target audience’s awareness

“Content is King!”

Caution online to be effective

- 50% listening to conversations (to competition, to consumers, etc)
- 25% responding (show you care)
- 25% creating

People link their impression of your company with your online presence

Yelp= review of restaurants

The Teet tweet diary- different way to use Social media to generate interest about things following cow's cycles

Talk the talk & walk the walk

Treat twitter like a cocktail party

1st impressions are vital to people engaging with your organization

Facebook is for people you already know, twitter is for the people you want to get to know

Now it is the time to play to play - effort to make marketing work (was pay to play)

Social media is all about conversations

Becoming culinary tourist before they get to the destination

“Tease me” with 140 characters

3 Mis Conceptions -

1. Face to Face Relationships are more valuable than social media relationships - FALSE

-average person has 112 conversations / day

Recommendations - use the background for twitter - this is free advertising space -

download a programme to make a background

-Teat Tweet Dairy - cows on twitter

*-Tweet Up - this is a meeting of like minded individuals that is organized through twitter, they have created a relationship through twitter

-Pacific Catch - restaurant that appreciates the business that twitter groups are giving them

-Diamico Kitchen - put video in kitchen - live unedited feed from kitchen - footage on screen in hotel too “CULINARY VOYEURISM”

2. Mis conceptions - Best way to control social media is to block it! FALSE

-decide how transparent will you be? Are you willing to allow your employees to represent you?

-are your employees your ambassadors?

3. Mis conceptions - NO ROI - FALSE

-Gary Vaynerchuck - he was a wine shop owner- wine library TV - built his company from \$4M to \$50M using social media - follow him on twitter @garyvee

-blue check box on twitter - means account is verified

Twitter is a two way conversation - people want to interact - people want to taste and feel “Word of mouth” on steroids

Everyone has a voice

Create content - treat twitter as a cocktail party - “work the room” - give and take - “re-tweet information from others

Use twitter to communicate

Need a platform (need a base) - put out quality content to bring people to your website

*people will remember how you made them feel

Suresh Doss-Spotlight Toronto

Use visual story telling

“ Use twitter to keep fresh ideas rolling”

People will follow what interesting things

You can choose how much you want to read when using twitter

Make it easy to talk to people and lets you know what’s going on

Use the twitter as an effective way to connect to things that are of interest

“Regardless of what the product or brand is, there is a way to find something works with it”

Twitter is a way to push people to your website

Engage and get people connected to you

Spotlight newsletter now at 94,000 members because of twitter

3000 followers on twitter

“foodie meets” - plans 1-2 a month - 90 people signed up to first event

Success Stories:

-Conan O’Brien - released tickets to T.O. on twitter and sold out

-Michelle Bosc - Chateau des Charmes - in 6 weeks on twitter surpassed other wineries in followers by engaging her audience - listening; she uses “hoot suite”, other good tool is

“tweetdeck” - search for who is talking about your product and responds - she set up a

“Twea-sting” - a wine tasting sold only through twitter - for \$10 her twitter followers get an exclusive tasting event

-Ravine Winery - pre-order new release or an old stock only on twitter (’08 riesling)

-use Tumblr <http://www.tumblr.com/> or Posterous <http://posterous.com/> and Twitter