

Social Media as an Indirect Marketing Channel

Session Hashtag: #Causes

myNTC: http://myntc.zerista.com/event/member?item_id=842861

Presenters:

Causes.com

- Matthew Mahan, VP, Social Impact, matt@causes.com, [@matthewmahan](https://twitter.com/matthewmahan)
- Susan Gordon, Director, Nonprofit Services, susan@causes.com, [@susangordo](https://twitter.com/susangordo)
- Jen Burton, Director, Community Management and Support, jen@causes.com, [@justjen](https://twitter.com/justjen)

Notes contributors:

- [Porter Mason](#), Web producer, [Environmental Defense Fund](#), [@portermason](https://twitter.com/portermason)

Notes:

Information Exchange within Social Media

- Mainly discussing Facebook in this session
- Facebook has a massive scale: 600 M users, 50% of whom login daily
- Facebook is decentralized: 130 friends/user ([150 thought to be max possible](#))
- Facebook is content-driven: average user posts 90 pieces of content/month (statuses, links, anything)
- Facebook is personal: Facebook profile is most people's primary public identity
- Facebook is verified: your profile IS you, as verified socially by your connections
- So the content you post on Facebook boils down to: things I care about, or better put, "Things I Want People To Know I Care About"

Implications for Marketing

- Marketers want to get out of the ad box on the side, and into the newsfeed in the center
- Goal: go from talking about yourself to being talked about by others
- Very tough to get people to spontaneously talk about companies
- Approaches that has some level of success:
 - Niche products (users see themselves as primary sources of info on their niches)
 - Educational (users want to be seen as providing something useful)
 - Funny (users gain social capital from passing on entertaining things)
 - Personal relevance (users see themselves as particularly qualified to comment on content)
 - Self-interest (users themselves will gain something if more people interact with content)
 - Cause-related (users want to be associated with cause, want it to be seen as part of their identity)
- Cause-related marketing: fastest growing subset → \$3B/year

The Non-Profit Advantage

- Non-profits feel they're competing for companies' sponsorships; should be the other way around
- People *want* causes to be part of their identity; rarely is this the case with for-profit brands
- Brands *need* non-profits to be part of the conversation with social media
- Companies spend huge budgets to get what non-profits get for free: willing association with a brand, claiming a brand as part of one's identity
- Cause invitations have a 15% conversion rate when there's a match from a company included
- Non-profits can afford to be selective with brand they associate with

Session then continued with audience members filling out a worksheet about their current social media assets, potential companies they could involve and next steps ([worksheet is here in PDF form](#)).