What questions were on your mind?

1. How can we motivate customers and employees to become marketers?
2. What does it mean to be a customer-centric organization?
3. What is the role of the “new” marketing organization?
4. How can I embrace social media while still controlling my brand?
5. How do you maintain authenticity while participating in social media?
6. Is social media relevant for B2B?
7. How can I leverage new data and data-capture methodologies?
8. What is “real-time” data and how can I use it to my advantage?
9. How can I invest in long-term customer relationships while maintaining my bottom line?
10. How can I experiment with social media in a low-risk way?

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1. Connected Consumers
   - Social media enables relationships; technology has resulted in a growing culture of sharing and openness
     - For companies, it is no longer about sharing information only if and when it chooses
   - Companies should be prepared to engage with customers in a manner that is authentic, personalized, and often “real-time”
     - Humanize your brand—use real people, not manufactured personas
   - Consider every single employee and customer as a marketer for your company
     - Connect employees to the mission and vision of the company
   - “New” marketing lies at the intersection of money and meaning; customers no longer just buy something, they buy into something
   - Embrace “marketing in 3D” or the new “triple bottom line” where the focus is on the three dimensions of people, profit and planet

2. Data Fusion
   - Find ways to engage customers and create “live data” for insights and predictive analysis
     - The question is no longer “given a set of data what insights can we get,” but rather “given the problem what data can we get”
   - Social media is not really about B2C conversations, it is more precisely about facilitating C2C communication / scaling “word of mouth”
     - Example: Amazon “Share the Love” referral discount program
   - Consider using new tools (e.g., video ethnography) to capture new types of data such as how physical space influences customer actions and interactions
     - Use tools to connect physical and digital traces of customers
   - Review search terms on websites to understand what customers want to know today
     - Few companies pay attention to what people are searching for today
**Expert Insights**

- Act authentically to create long-term relationships with customers
- Use data to help understand and accept things in the world around us that may be otherwise difficult to understand
  - Accepting things that may seem odd or peculiar, like a peacock's tail to Darwin's theory of survival, can be very important to keeping communication honest
- Identity can seem very robust in the data-rich, online world; though one must be aware of the dangers of characterizing or creating a portrait based on a few cues we see online
  - Example: Machine-created personas found on personas.media.mit.edu

- Interpretation of customer behavior requires an understanding of underlying motivations
  - “Behavior is just motivation filtered through opportunity” [Clay Shirky]
  - If you ask why people are doing things free, it assumes people only do things for money
- Social media technology allows participants to show off their accomplishments, learn from others, and gain feedback
  - Example: MOCpages Lego community
- Your best customers may now also be your competitors
  - Technology has provided your customers with the power to convene and become significant competitive forces (e.g., utilizing open source development)

**Key Takeaways**

**Overall Reflections and Key Questions for Your Consideration**

- Every employee is a marketer—the new marketing organization is based on engaging customers and empowering employees
  - What are three key changes you could make to create personalized conversations?
  - What kind of feedback and reward systems could you put in place to motivate employees and customers?
- Treat your customer relationships as long-term investments
  - How could your organization improve and evolve customer service?
  - What changes would you need to make to establish customer relationship management as an organizing principle of your company?
- Embrace new forms of data capture and engage your customer to create “live data”
  - What are the three main questions you wish you could answer about your customers? What type of data would you need to answer those questions?
- Consider customer behavior as a reflection of intrinsic and extrinsic motivations
  - How can you position your brand to appeal to innate, universal motivations of your target customers?

**Company Examples**

- Wikibon, a B2B company, uses an open source “bottoms-up” model of IT research
- Best Buy uses Twelpforce and Blue Shirt to empower employees
- EasyBloom uses data collection to create “stickiness” with customers