

# Monetising the priceless

Millie Khanna  
ICMA – Show me the money  
21<sup>st</sup> to 24<sup>th</sup> May 2014  
Helsinki, Finland



@Anomillie

“We know that people are out in social media channels seeking information and researching. We need to use social media to influence their buying behavior.”



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# 6 Faces of Buying Behaviour

Source: Richard Stokes & GroupM Next study



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# 1. Basic Digital Consumers

- Comfortable making purchases online.
- Use search, retail sites and brand sites.
- NOT highly mobile or social.
- Buy like 'good old days'.

## 6 Faces of Buying Behaviour

## 2. Retail Scouts

- 22%
- Fast purchase decisions
- Average of 3 steps per purchase
- Prefer search & retail sites (eg Amazon / Walmart) to brand sites
- Use mobile / tablet, even at home
- Most receptive group to digital coupons

### 6 Faces of Buying Behaviour

### 3. Brand Scouts

- 20 %
- Fast decisions
- Relies heavily on paid search
- Prefers specific brand sites (loyal)
- Decision depends on perks (free shipping & money-back guarantees) & less on price. Consider this in your paid search campaign.

## 6 Faces of Buying Behaviour

## 4. Digitally Driven

- Value convenience; avoid going to store
- Highly mobile & social
- Most receptive to advertising
- 30% more likely to find ads valuable than other groups (especially paid search ads).

## 6 Faces of Buying Behaviour

## 5. Calculated Shoppers

- Average 14 steps to purchase
- Consider ALL options for best deal
- ‘Showroomers’ - use mobiles to price- compare close to purchase.
- Highly likely to use search
- Pretty responsive to advertising that offers discounts and specials.

## 6 Faces of Buying Behaviour

## 6. Eternal Shoppers

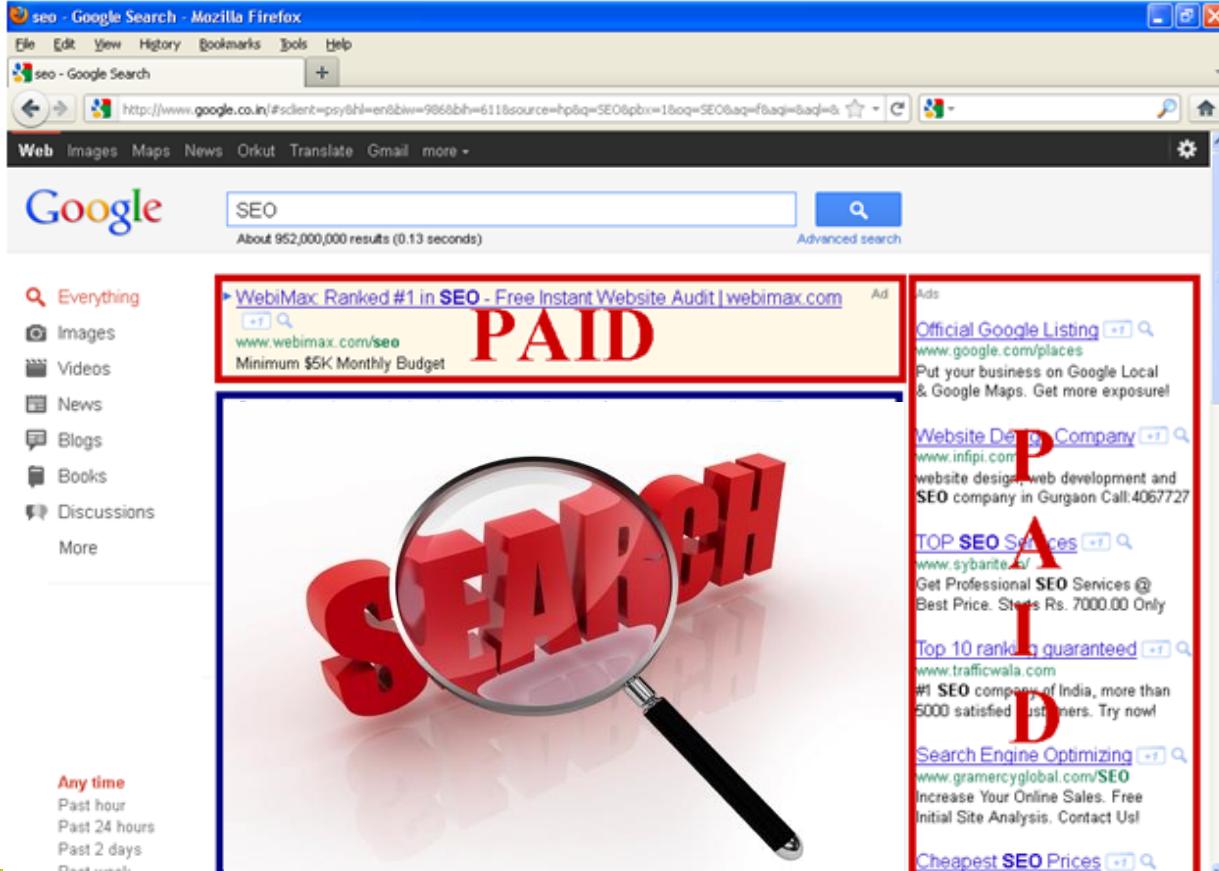
- 2%
- Average 35 steps to purchase
- Research purchases on every online channel but typically use paid search to navigate between them

### 6 Faces of Buying Behaviour

► GroupM Next Study cover this 6<sup>th</sup> group

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# Notice that they all ‘search’!



A screenshot of a Google search results page for the query "SEO". The search bar at the top shows "SEO" and the results page indicates "About 952,000,000 results (0.13 seconds)". The left sidebar includes links for Everything, Images, Videos, News, Blogs, Books, and Discussions, with "Any time" selected for the search scope. The main search results are displayed in a grid format. A large, semi-transparent graphic of a magnifying glass focusing on the word "SEARCH" is overlaid on the left side of the results. The first result is an advertisement for "WebiMax" with the text "PAID" overlaid in large red letters. The second result is an "Ad" for "Official Google Listing" with the text "Put your business on Google Local & Google Maps. Get more exposure". Other results include "Website Design Company", "TOP SEO Services", "Top 10 ranking guaranteed", "Search Engine Optimizing", and "Cheapest SEO Prices".

## Can't ignore paid search!

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# Starting with Google Plus



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# Why Google Plus

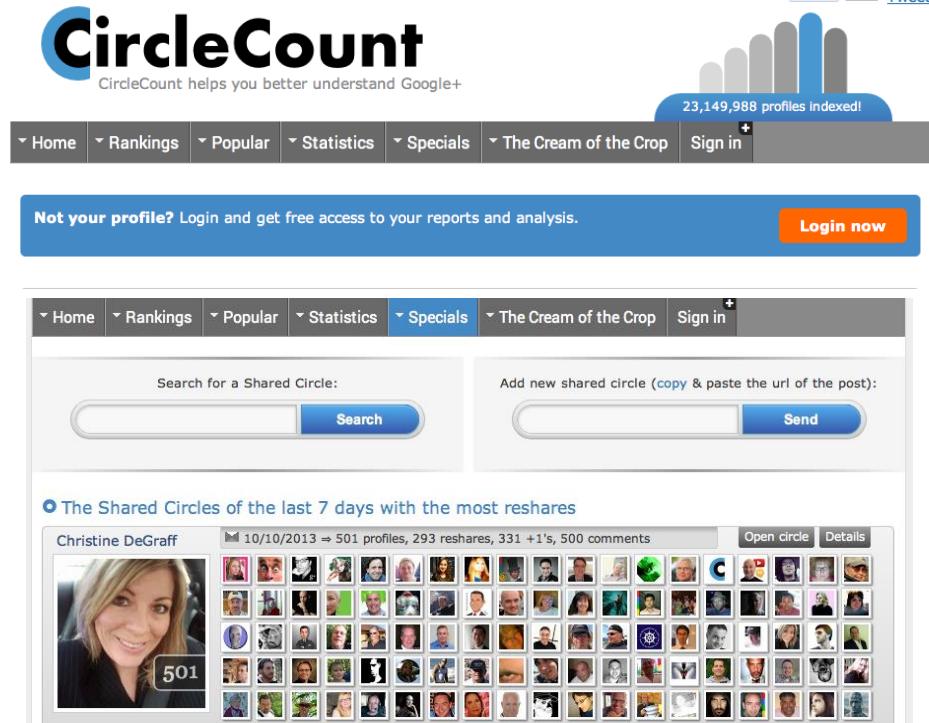
- G+ users will see your posts only upon adding you to circles
- More your profile shows up in circles, greater the chance of being noticed.
- Being in more circles gives you higher page rank.
- SEO benefits to pages shared by a higher ranked G+ account

Can't ignore paid search!



# Some nifty free tools for G+

- Track profile / page ranking
- Examine follower distribution
- Check who shared your posts the most (follow active / genuine people)
- Track growth of past 2 years



The screenshot shows the CircleCount homepage. At the top, there are social sharing icons for Facebook (Like, 2.7k) and Twitter (Tweet). The CircleCount logo is prominently displayed with the tagline "CircleCount helps you better understand Google+". A bar chart graphic indicates "23,149,988 profiles indexed". Below the logo is a navigation menu with links to Home, Rankings, Popular, Statistics, Specials, The Cream of the Crop, and Sign in. A blue banner below the menu encourages users to "Login now" if it's not their profile. The main content area features two search boxes: "Search for a Shared Circle:" and "Add new shared circle (copy & paste the url of the post:)". Below these is a section titled "The Shared Circles of the last 7 days with the most reshares", which displays a profile for "Christine DeGraff" with a reshare count of 501. To the right of the profile are 50 small thumbnail images of other users.

CircleCount



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# Some nifty free tools for G+

- Schedule posts
- Determine which time works best
- Measure impact and tweak strategy accordingly
- Track 2 years' growth

Timing+ 2.7k Login

## Welcome to Timing+

Timing is important. You might spend hours curating a post for Google+ only to be left wondering if you should release it as soon as you have finished or wait until a time that you believe is better for your audience.

Timing+ helps you decide when it is the best time to post. By analyzing your historical post data, we can show you when you have had the most impact with your posts. This in turn will hopefully give you better access to your audience.

[Sign in to Google+](#)

— \*Post calculations are still being worked on. I make no guarantees on the accuracy of this data, and it should only be used as a guide. Content is very topical, so timing is NOT the most important thing, but it does matter.

Check out the best post times of these highly circled people



## Timing+



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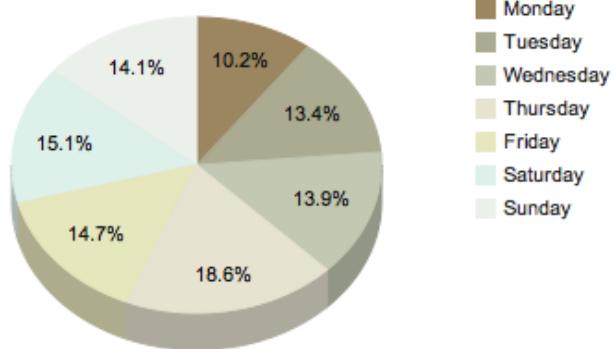
# Some nifty free tools for G+



The ideal time for [Guy Kawasaki](#) to post is on  
**Thursday between 3:00 and 4:00**

Be sure to select the correct timezone above if you haven't already.

Average Post Rank per Day (Higher the Better)



## Top posts

- 1288 +1s / 110 comments / 195 reshares / 03 October, 2013 @ 00:28
- Oh yeah! After watching this #GIF, you'll be assured that th...  
— 525 +1s / 199 comments / 212 reshares / 12 October, 2013 @ 04:01
- Right on. #Humor  
— 644 +1s / 26 comments / 146 reshares / 26 September, 2013 @ 03:52
- Landing in SFO In the past 31 days I've spoken in Salt Lake...  
— 639 +1s / 56 comments / 25 reshares / 12 October, 2013 @ 22:37
- Priorities  
— 583 +1s / 49 comments / 55 reshares / 05 October, 2013 @ 21:18

[View More](#)

## Timing+



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# Some nifty free tools for G+

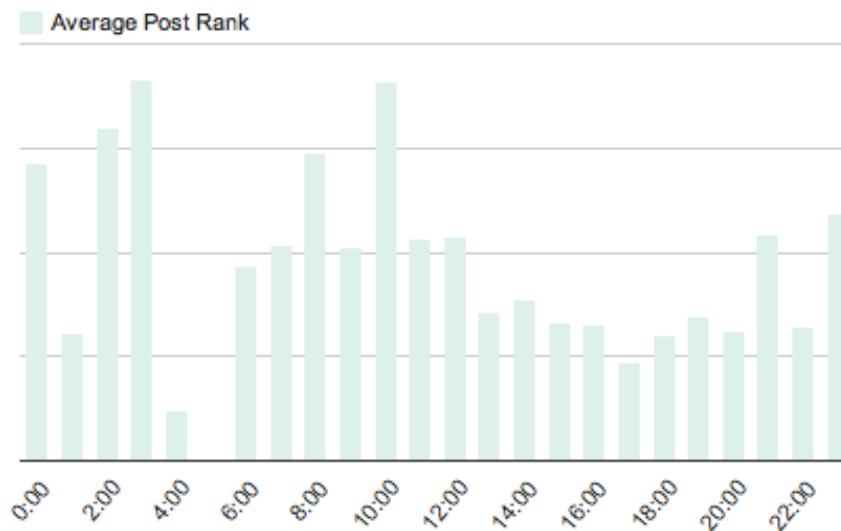
## Day Ranking

1. Thursday
2. Saturday
3. Friday
4. Sunday
5. Wednesday
6. Tuesday
7. Monday

## Hour Ranking

1. 3:00 - 4:00
2. 10:00 - 11:00
3. 2:00 - 3:00
4. 8:00 - 9:00
5. 0:00 - 1:00
6. 23:00 - 24:00
7. 21:00 - 22:00
8. 12:00 - 13:00
9. 11:00 - 12:00
10. 7:00 - 8:00
11. 9:00 - 10:00
12. 6:00 - 7:00
13. 14:00 - 15:00
14. 13:00 - 14:00
15. 19:00 - 20:00
16. 15:00 - 16:00
17. 16:00 - 17:00
18. 22:00 - 23:00
19. 20:00 - 21:00
20. 1:00 - 2:00
21. 18:00 - 19:00
22. 17:00 - 18:00
23. 4:00 - 5:00
24. 5:00 - 6:00

## Average Post Rank per Hour (Higher the Better)



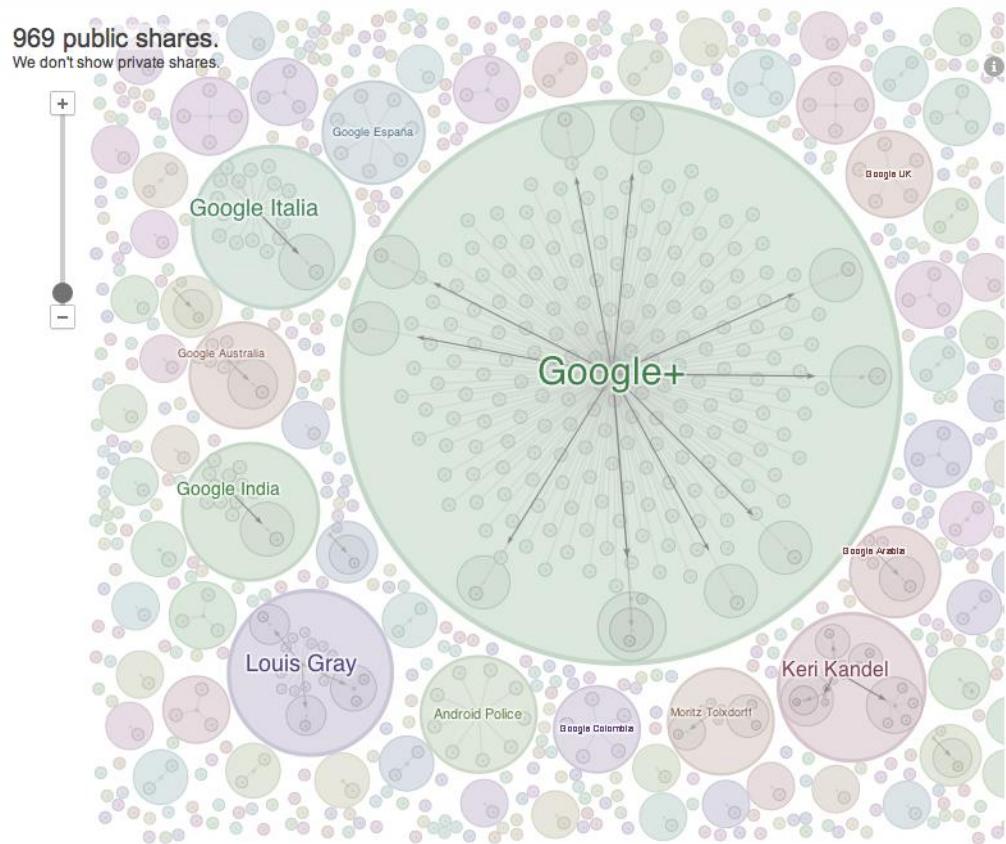
## Timing+



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# Some nifty free tools

- Gives a data visualisation graph
- Is for posts shared publically
- Useful when watching the spread of a highly-engaging post



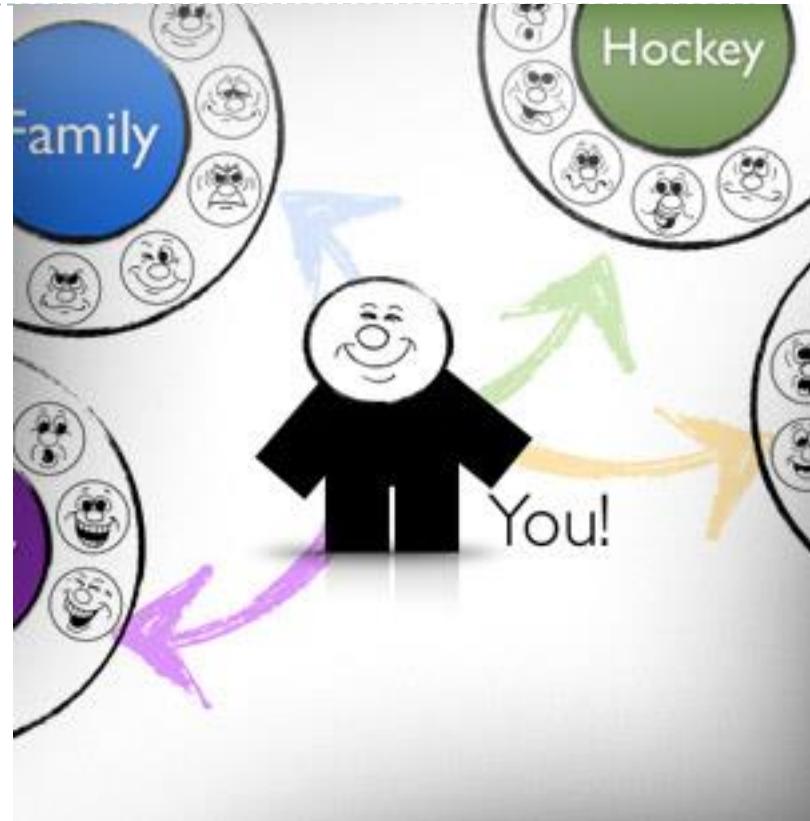
G+ Ripples



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## Some nifty free tools

- Important qualitative info
- Number of times G+ profile shows up in a circle = how engaged it is with Google+ network.
- Large following correlates to high engagement



Look who has you in their circles!



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# Some nifty free tools

- Your followers
- Most relevant in your circles
- People who follow or don't follow you back
- Who have shared, +1'd or commented on your posts
- Bulk following & un-following at €34 per year.
- Free limited feature trial version.

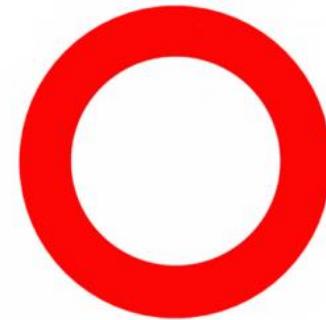
Circoscope



ne extension for various circle management tasks  
ree (you can install directly using the button below)

Circoscope Installed!

Circoscope Recipe List for  
Cooking Up Awesome Circles!



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# Facebook



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# Tracking Facebook

Overview Likes Reach Talking About This

09/08/2012 - 10/05/2012

Export Data



## People Who Like Your Page (Demographics and Location)

See Likes

### Gender and Age ?

Female 16.5%

8.4%

5.2%

1.7%

0.7%

0.3%

0.3%

13-17

18-24

25-34

35-44

45-54

55-64

65+

Male 83.4%

28.3%

40.7%

8.2%

3.3%

1.5%

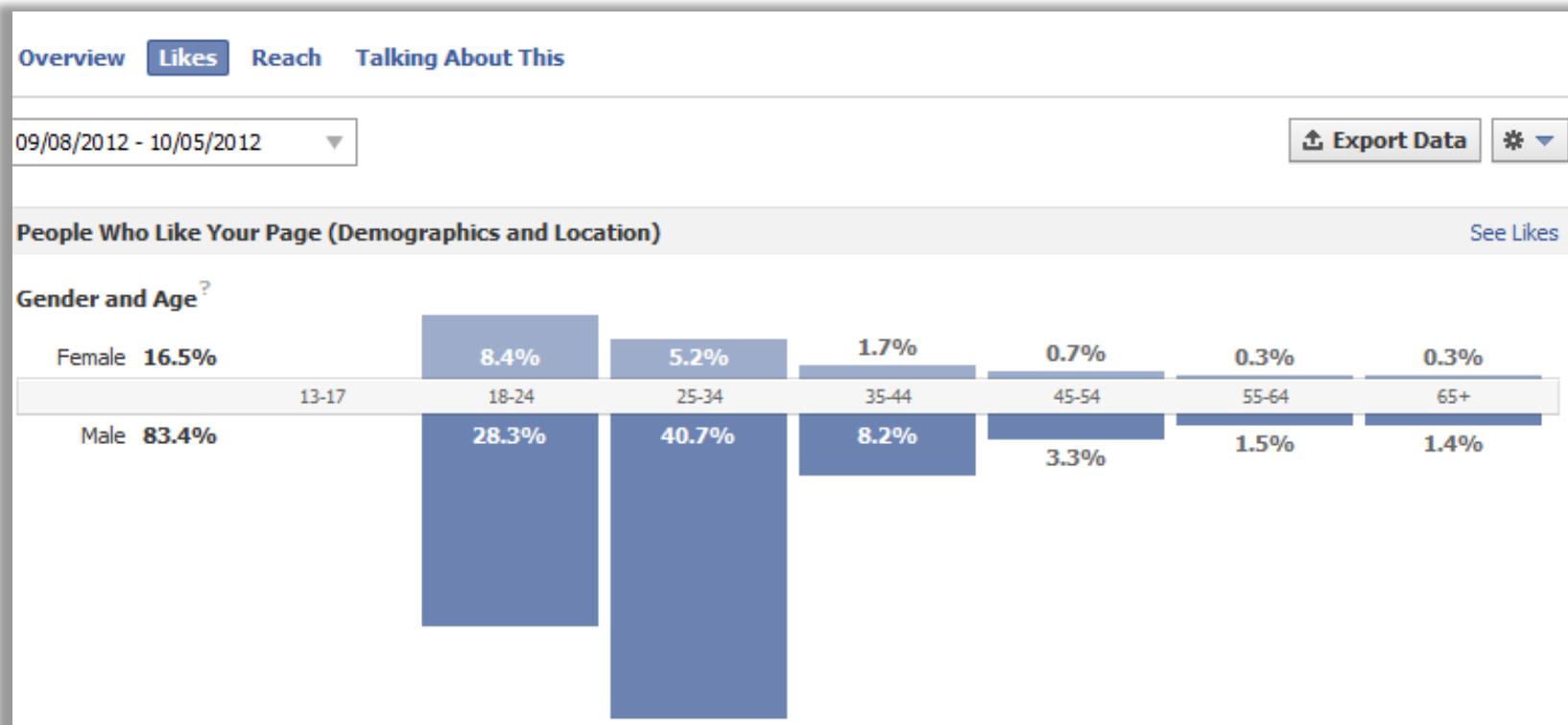
1.4%

## Who are they?



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# Tracking Facebook



Who are they?



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Overview

Likes

Reach

Visits

Posts

People

Your Fans

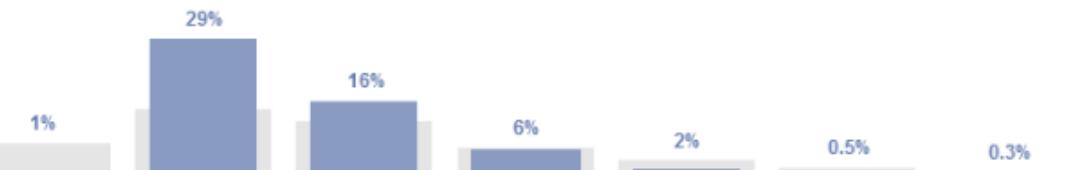
People Reached

People Engaged

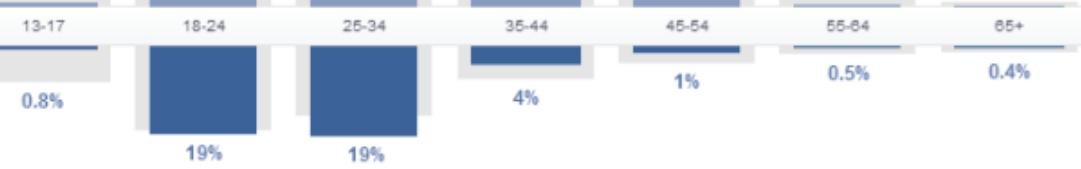
Check-ins

## The people who like your Page

## Women

55%  
Your Fans46%  
All Facebook

## Men

45%  
Your Fans54%  
All Facebook

Country	Your Fans	City	Your Fans	Language	Your Fans
India	114,512	Mumbai, Maharashtra, India	17,251	English (US)	104,819
United Arab Emirates	1,442	New Delhi, Delhi, India	16,526	English (UK)	13,066
United States of America	598	Calcutta, West Bengal, India	13,453	English (India)	350
United Kingdom	210	Bangalore, Karnataka, India	10,006	Hindi	165
Saudi Arabia	153	Pune, Maharashtra, India	6,896	French (France)	116
Pakistan	135	Chennai, Tamil Nadu, India	6,052	Spanish	70

# Who are they?



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[Overview](#)[Likes](#)[Reach](#)[Visits](#)[Posts](#)[People](#)

Showing data from 16/05/2014 - 22/05/2014

## Page Likes

**119.2K** Total Page Likes

▲ 0.1% from last week

**120**

New Page Likes

▼ 18.4%

This week  
Last week



## Post Reach

**32.3K** Total Reach

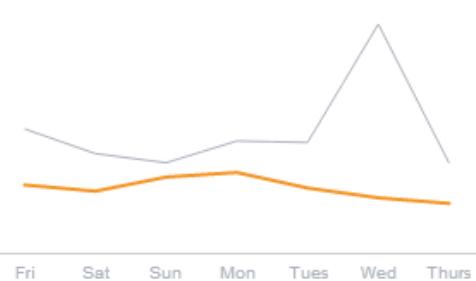
▼ 48.2% from last week

**30.5K**

Post Reach

▼ 49.1%

This week  
Last week



## Engagement

**3.1K** People Engaged

▼ 9.7% from last week

**3.3K**

Likes



**148**

Comments



**699**

Shares



**12.2K**

Post Clicks



## Your 5 Most Recent Posts

is at work websi....jpg

mums at work logo.jpg



# Likes, Post Reach, Engagement



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# Tracking Facebook

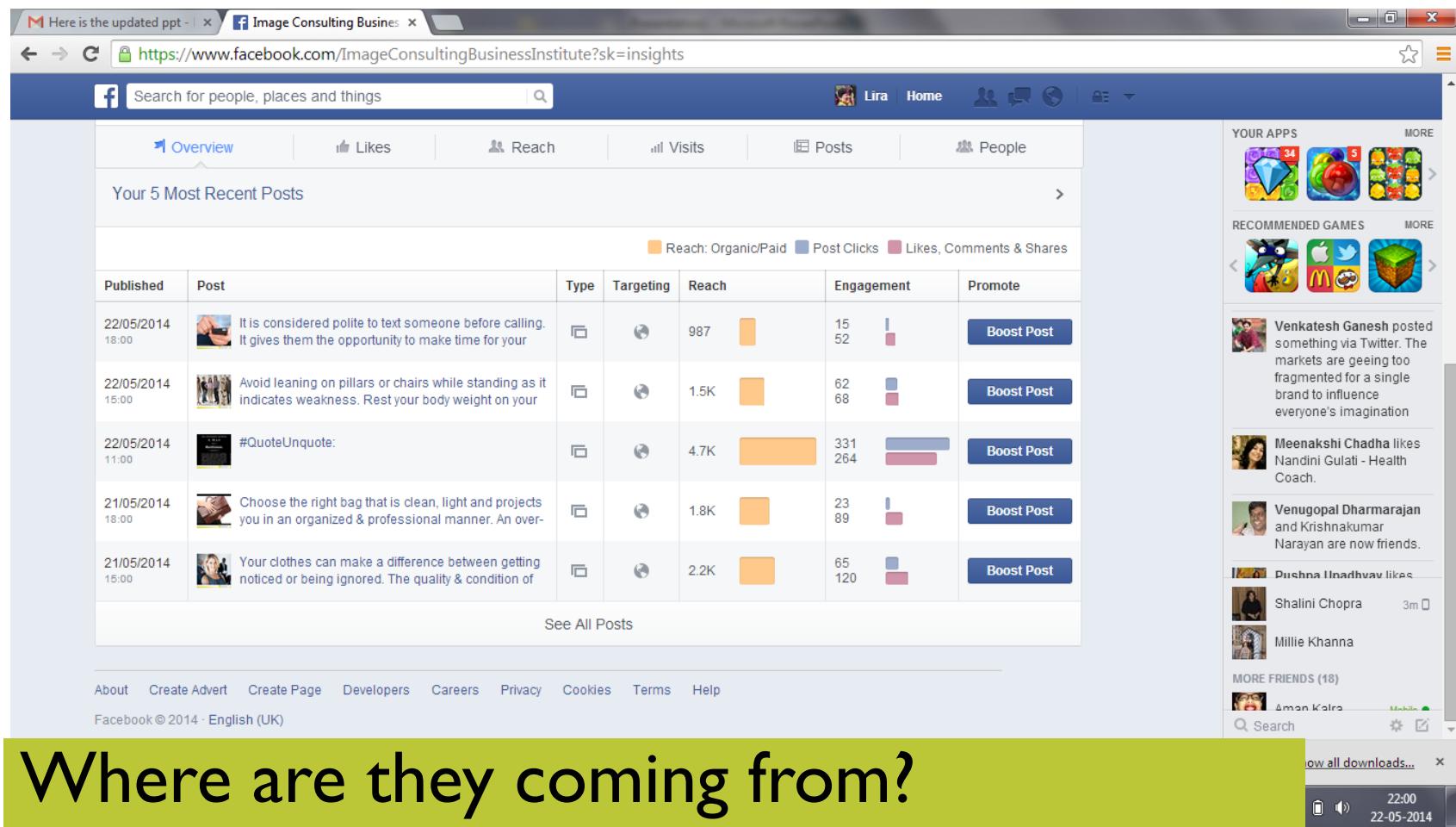
## USER INSIGHTS

- Websites that people are using to get to our page.
- Ideally, top result should be our own company website.
- Mostly, Google will also be on the list, making strong case for using Facebook for SEO data.
- See if we can improve how people get to our page.

Where are they coming from?



# Tracking Facebook



The screenshot shows the Facebook Insights page for the page 'Image Consulting Business'. The main content area displays 'Your 5 Most Recent Posts' with the following data:

Published	Post	Type	Targeting	Reach	Engagement	Promote
22/05/2014 18:00	It is considered polite to text someone before calling. It gives them the opportunity to make time for your	Image	Everyone	987	15 52	Boost Post
22/05/2014 15:00	Avoid leaning on pillars or chairs while standing as it indicates weakness. Rest your body weight on your	Image	Everyone	1.5K	62 68	Boost Post
22/05/2014 11:00	#QuoteUnquote:	Image	Everyone	4.7K	331 264	Boost Post
21/05/2014 18:00	Choose the right bag that is clean, light and projects you in an organized & professional manner. An over-	Image	Everyone	1.8K	23 89	Boost Post
21/05/2014 15:00	Your clothes can make a difference between getting noticed or being ignored. The quality & condition of	Image	Everyone	2.2K	65 120	Boost Post

Below the table, there is a 'See All Posts' button. The right sidebar shows 'YOUR APPS' with several game icons, 'RECOMMENDED GAMES' with icons for Angry Birds, Candy Crush, and Farm Heroes, and a list of recent interactions:

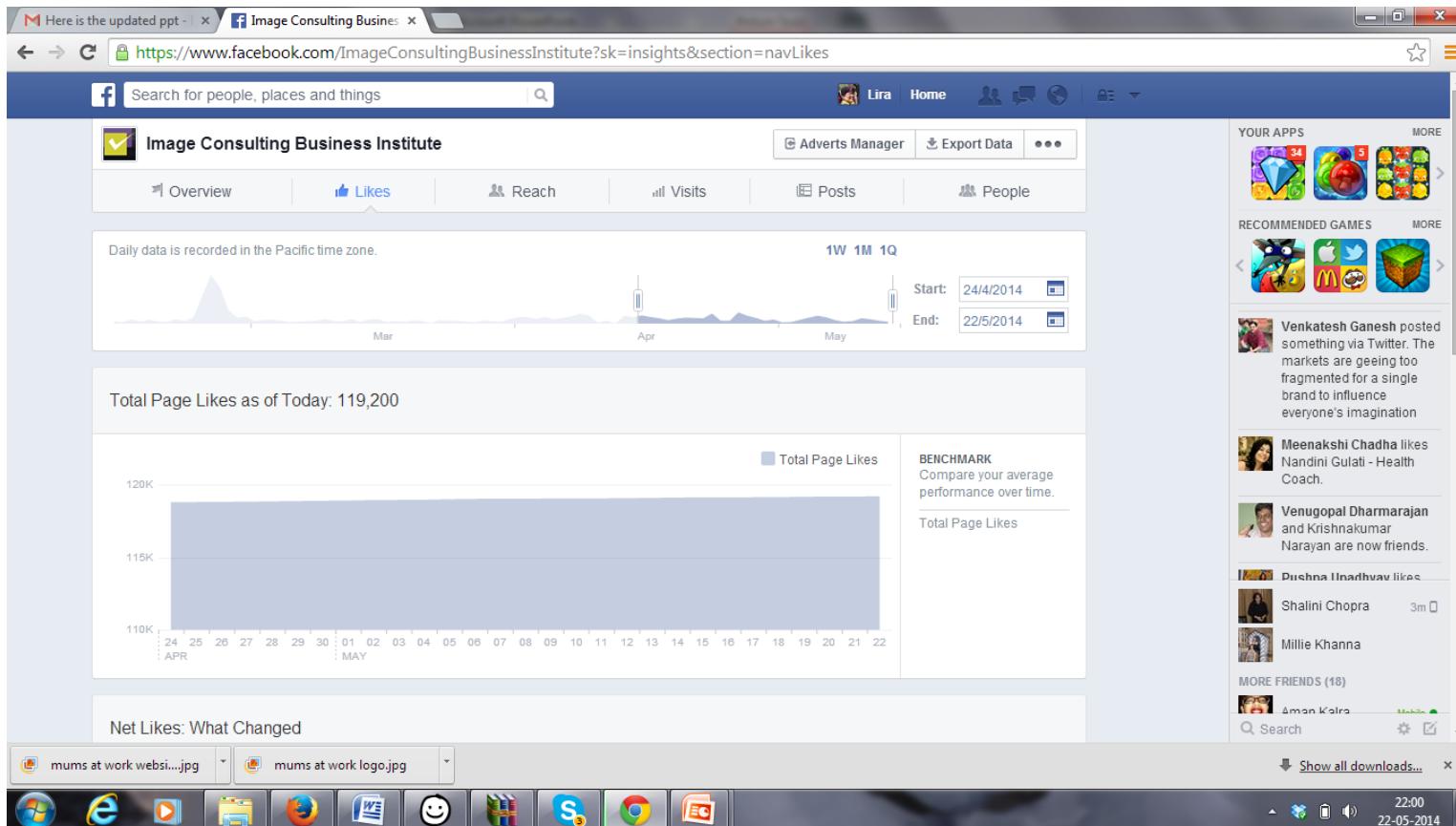
- Venkatesh Ganesh posted something via Twitter. The markets are geeing too fragmented for a single brand to influence everyone's imagination
- Meenakshi Chaddha likes Nandini Gulati - Health Coach.
- Venugopal Dharmarajan and Krishnakumar Narayan are now friends.
- Pushpa Unadhyav likes
- Shalini Chopra 3m ago
- Millie Khanna

At the bottom, there are links for 'About', 'Create Advert', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help'. The footer also includes a copyright notice for Facebook 2014 and a status bar showing '22:00 22-05-2014'.

Where are they coming from?

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# Tracking Facebook

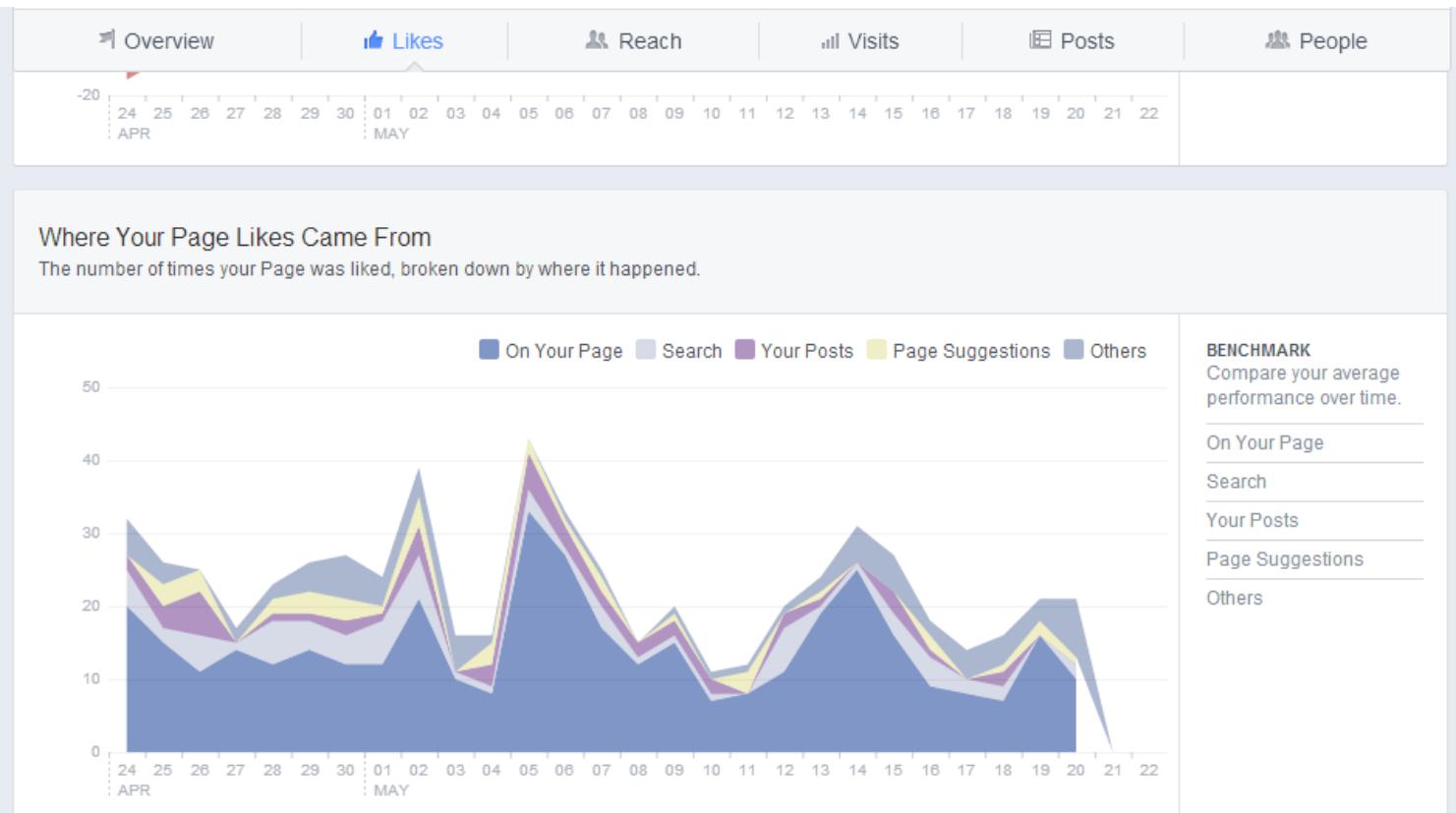


The screenshot shows the Facebook Insights interface for the 'Image Consulting Business Institute' page. The main area displays a line chart of 'Total Page Likes' from April 24 to May 22, 2014. The likes count increased from approximately 110K to 119,200. The sidebar on the right shows activity from friends like Venkatesh Ganesh, Meenakshi Chadha, and Venugopal Dharmarajan, as well as friend requests from Shalini Chopra and Millie Khanna. The status bar at the bottom shows the date as 22-05-2014 and the time as 22:00.

Where are they coming from?

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# Tracking Facebook



# Where are they coming from?



@Anomillie

# Tracking Facebook

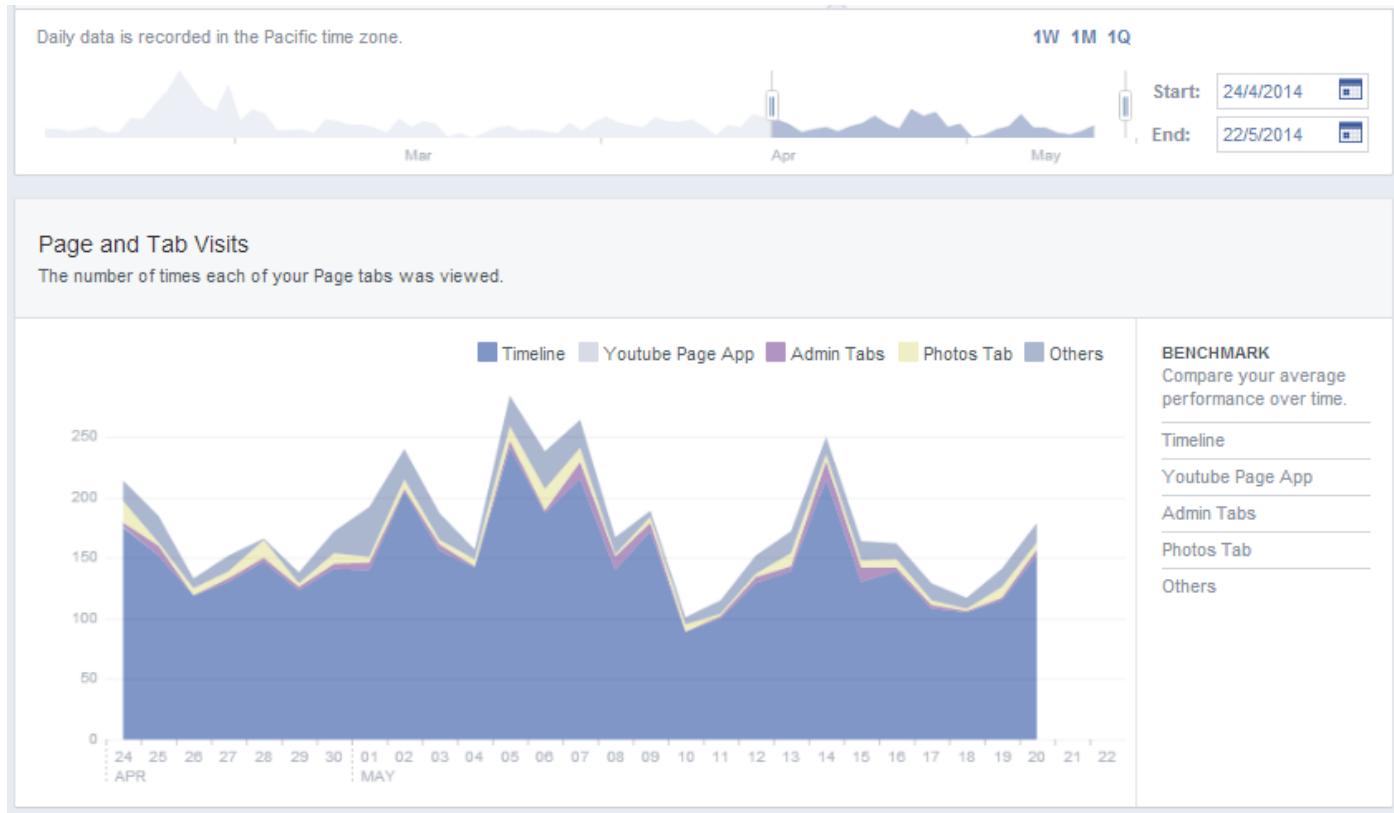
## TAB VIEWS

- What are fans doing on our page?
- Are fans getting the info we want them to have?
- Note what fans are spending most time on
- Adjust app icons or re-design to user experience

Did they get what we wanted them to?

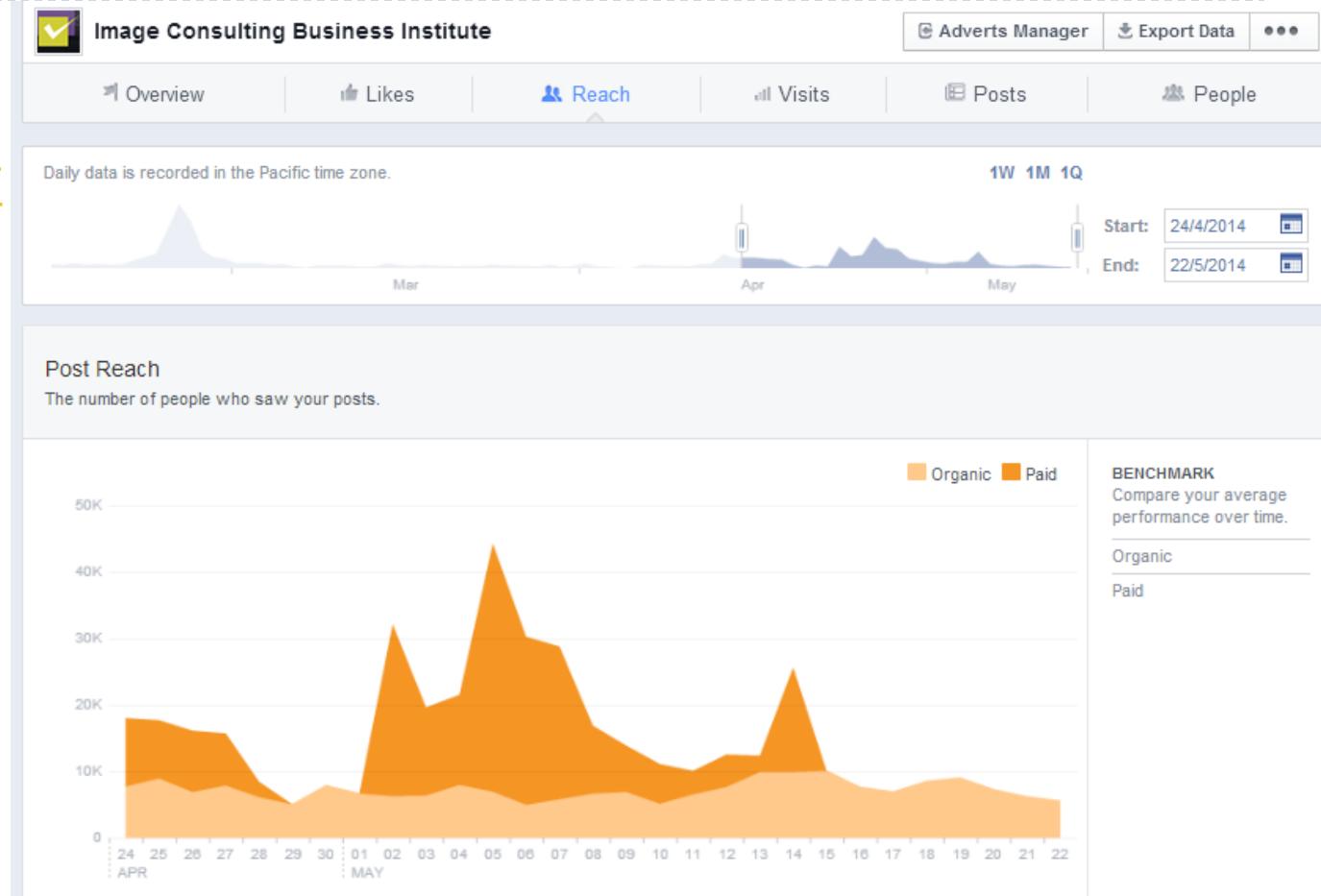


# Tracking Facebook



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# Tracking Facebook



Did we reach them?



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# Engaging to sell on Facebook

OLX India 18 May

Which convertible would you love to drive?

- a. Ferrari
- b. Lamborghini
- c. BMW
- d. Bugatti...or...

Find #cars of your choice here : <http://bit.ly/1gd4Hli> — with Rajesh Bannu Nani and 13 others.



Quiz them



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# Engaging to sell on Facebook



OLX India

3 hours ago

Which Hollywood actor looks best in sunglasses?

- a. Johnny Depp
- b. Tom Cruise
- c. Brad Pitt
- d. Will Smith

Find #sunglasses of your choice here : <http://bit.ly/RWNX6z>



Quiz them



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# Engaging to sell on Facebook



OLX India  
9 hours ago

Which is the best mobile camera for taking a 'selfie'?

- a. Motorola Moto G
- b. Nokia Lumia
- c. iPhone 5S
- d. Samsung S5

Find #mobiles of your choice here : <http://bit.ly/RUHI3d> — with Vicky 1 and 5 others.



Quiz them



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# Engaging to sell on Facebook



► Videos shared 12X > links + text posts

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# Engaging to sell on Facebook



Gamify by all means!



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# Engaging to sell on Facebook



Zehra's expectations from the new government. What are yours? Follow @Olx\_India and join the twitter contest #WomaniyaPower and get to win!



Gamify by all means!



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# Engaging to sell on Facebook



OLX India

Yesterday

Phone ko banao #SELLphone Download the Free OLX Mobile App at  
<http://get.olx.com/>

Like · Comment · Share

1

88 people like this.

Use applications cleverly



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# Engaging to sell on Facebook



A screenshot of a Facebook post from the official Amazon.com page. The post features the Amazon logo and was made on May 17. The content of the post is: "Happy Saturday! You know what that means, a new batch of Amazon weekend coupons is here: <http://amzn.to/R1zpHE>". Below the post, there are engagement metrics: 755 likes, 59 comments, and a link to top comments. There is also a comment input field with a placeholder "Write a comment..." and a camera icon for image uploads.

Amazon.com  
17 May

Happy Saturday! You know what that means, a new batch of Amazon weekend coupons is here:  
<http://amzn.to/R1zpHE>

Like · Comment · Share

755 people like this.

Top Comments

Write a comment...

Can you make it a deal?



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Sulekha.com  
8 May

If it is #summer, let it be #hot!!!

Looking to paint your home this season?  
Check out these colour ideas here: <http://bit.ly/1fXbuzH>

Find painting contractors here:  
<http://yellowpages.sulekha.com/painting-contractors>



# Engaging to sell on Facebook



Sulekha.com  
14 May

The #marriage season is on!

Here are some tips to have a #green wedding!

- \* Go for eco friendly wedding cards made of cotton or hemp
- \* Opt for organic meals
- \* Don't throw leftovers...donate! <http://bit.ly/1llxBfo>

Find wedding planners:

[http://yellowpages.sulekha.com/wedding-planners\\_contacts](http://yellowpages.sulekha.com/wedding-planners_contacts)



Be topical



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# Engaging to sell on Facebook

Looking for a #school for your #kid? Here are some #must-ask #questions from the school:

- \* What is the child-teacher ratio?
- \* What kind of extracurricular activities?
- \* What is its position on capital punishment? ...Read more:  
<http://bit.ly/Rn75dO>



Be interested



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# Engaging to sell on Facebook

Chandeliers are no longer, an object of the rich man's #home! Smaller & affordable chandeliers make it easily accessible to all

Choose your chandelier based on

- Size of room
- Material used
- Where to be placed

Read more #tips: <http://bit.ly/1mTdjzt>

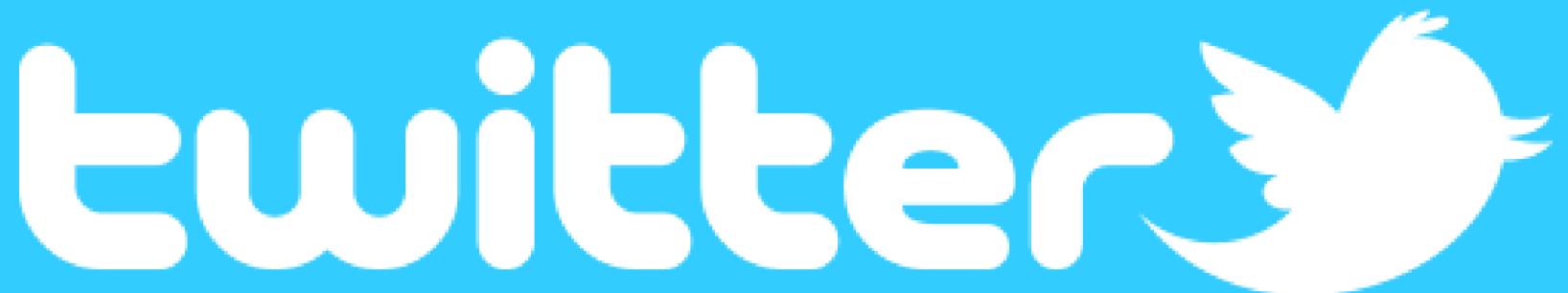


## Help them decide

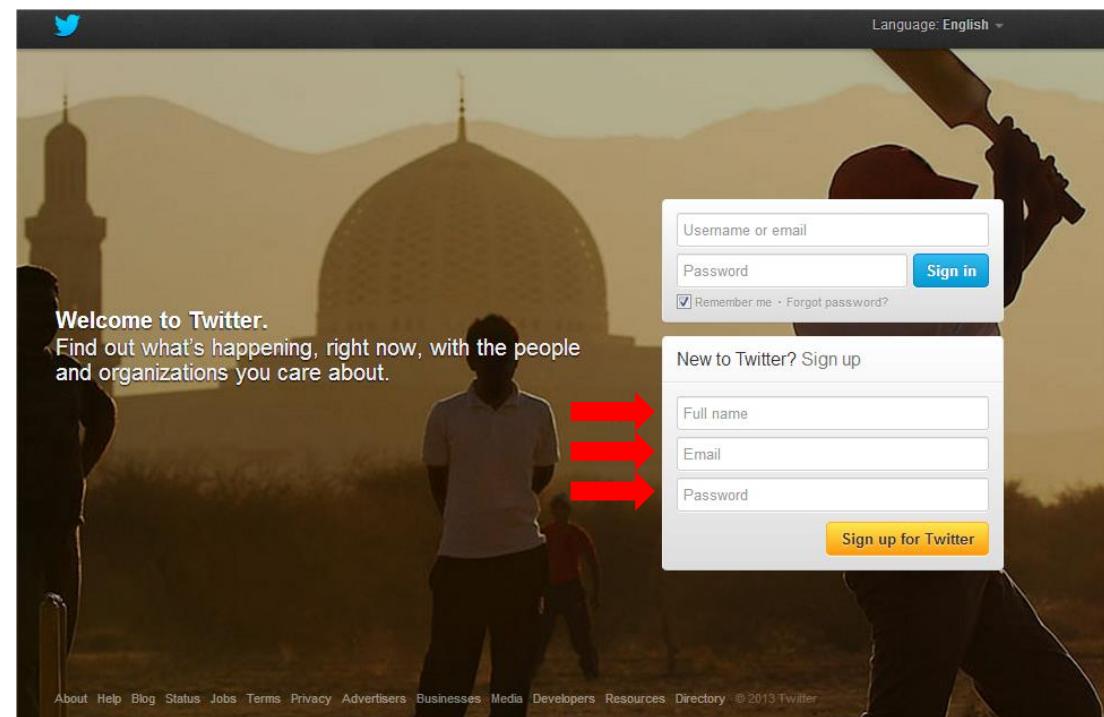


@Anomillie

Twitter



@Anomillie



# Open a Twitter account



@Anomillie

# Tweet



**Gillian Muessig** @SEOmom · 36m

Previewing @Anomillie's Monetizing Social deck... learning SO MUCH! #ICMA  
#showmthemoney Don't miss it tomorrow. :)

Express

Reply Retweet Favorited More



# Re-tweet



RETWEETED BY MILLIE KHANNA

**Madhu Kishwar** @madhukishwar · 22h

This is photo of road accident victim i carried to hospital. In case anyone recognises please inform family.



645

149

...

View more photos and videos

## Twitter basics



@Anomillie

# Mention



**Gillian Muessig** @SEOMom · 36m

Previewing @Anomillie's Monetizing Social deck... learning SO MUCH! #ICMA  
#showmethemoney Don't miss it tomorrow. :)

[Expand](#)

[Reply](#) [Retweet](#) [Favorited](#) [More](#)

# Hashtags



**Lenka Cerna** @liskajuniorka · 6h

@ICMA @icmaonline why isn't conf hashtag #ShowMeTheMoney More viral & tempting than #icmahs. U say @burak\_ertas @liskajuniorka @SEOMom

[Expand](#)

[Reply](#) [Delete](#) [Favorite](#) [More](#)

## Twitter basics



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## Direct Message



**Suryanarayanan Ganesh** @gsurya  
Center-Left-Liberal politics. Congress  
supporter. Social worker. E  
Technocrat. Traveler. Photo  
fan.



**jhumki singh** @jhumkisinh  
A rural turned urban lady..  
interest in journalism..Love  
spending time with friends



- [Tweet to @gsurya](#)
- [Send a Direct Message](#)
- [Add or remove from lists...](#)
- [Block @gsurya](#)
- [Report @gsurya for spam](#)

## Trends

India Trends · Change  
#onnotvdayiwill  
#YouKnowitsAppleWhen  
#OUATIMA  
#ZeddMumbai  
#FollowEngage  
Rajeev Shukla  
Mahendra Karma  
Mallika Sherawat  
Jyotiraditya Scindia  
NAC

## Following

### Following



**Good Days Ahead** @\_GoodDaysAhead  
Thanks Karnataka for electing #Congress. A  
humble supporter of INC who wishes for  
#GoodDaysAhead in the state with  
Siddaramaiah as the new CM.



Following



**Amaresh Misra** @AmareshMisra  
Author, Historian, Film writer and Politician



Following



**Bluffmaster Modi** @BluffmasterModi  
Fiddle diddle doo bee dooo... Bluffing is all I  
do! World is my stage and I entertain through  
lies! Follow me and find out what I hide.



Following

## Unfollow



**Firstpost** @firstpostin  
<http://Firstpost.com> will track news in India  
and the world and provide a perspective that  
is reflective of a changing dynamic.



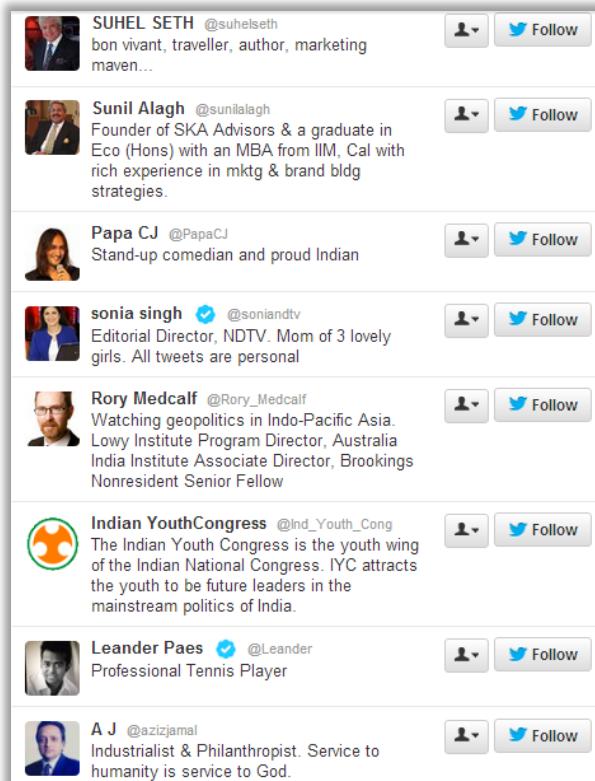
Unfollow

## Twitter basics



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# Bare basics must-dos on Twitter



SUHEL SETH @suhelseth  
bon vivant, traveller, author, marketing maven...

Sunil Alagh @sunilalagh  
Founder of SKA Advisors & a graduate in Eco (Hons) with an MBA from IIM, Cal with rich experience in mktg & brand bldg strategies.

Papa CJ @PapaCJ  
Stand-up comedian and proud Indian

sonia singh @soniandtv  
Editorial Director, NDTV. Mom of 3 lovely girls. All tweets are personal

Rory Medcalf @Rory\_Medcalf  
Watching geopolitics in Indo-Pacific Asia. Lowy Institute Program Director, Australia. India Institute Associate Director, Brookings Nonresident Senior Fellow

Indian YouthCongress @Ind\_Youth\_Cong  
The Indian Youth Congress is the youth wing of the Indian National Congress. IYC attracts the youth to be future leaders in the mainstream politics of India.

Leander Paes @Leander  
Professional Tennis Player

A J @azizjamal  
Industrialist & Philanthropist. Service to humanity is service to God.

- Tweet at least 8-10 times a day
- DM, reply, RT, +I, follow – do it all

Be prolific



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# Bare basics must-dos on Twitter

- Clear bio with exact info in 160 characters
- Change bio to cash in on your current hashtag.
- Add links to your bio
- Keep hashtags that help you be found.



**Anne Kennedy**

@AnneKennedy

President #OutlinesVenture Group, mentoring internet companies, co -host CEOcoach, WebmasterRadio.fm Mondays 1pm EST #CEOcoachpodcast  
Portland Oregon · [outlinesventure.com](http://outlinesventure.com)

**Use your bio well**



**@Anomillie**

## Bare basics must-dos on Twitter

- Get Twitter on your phone / tablet
- Runs via API on android, iOS
- Toggle between multiple Twitter handles

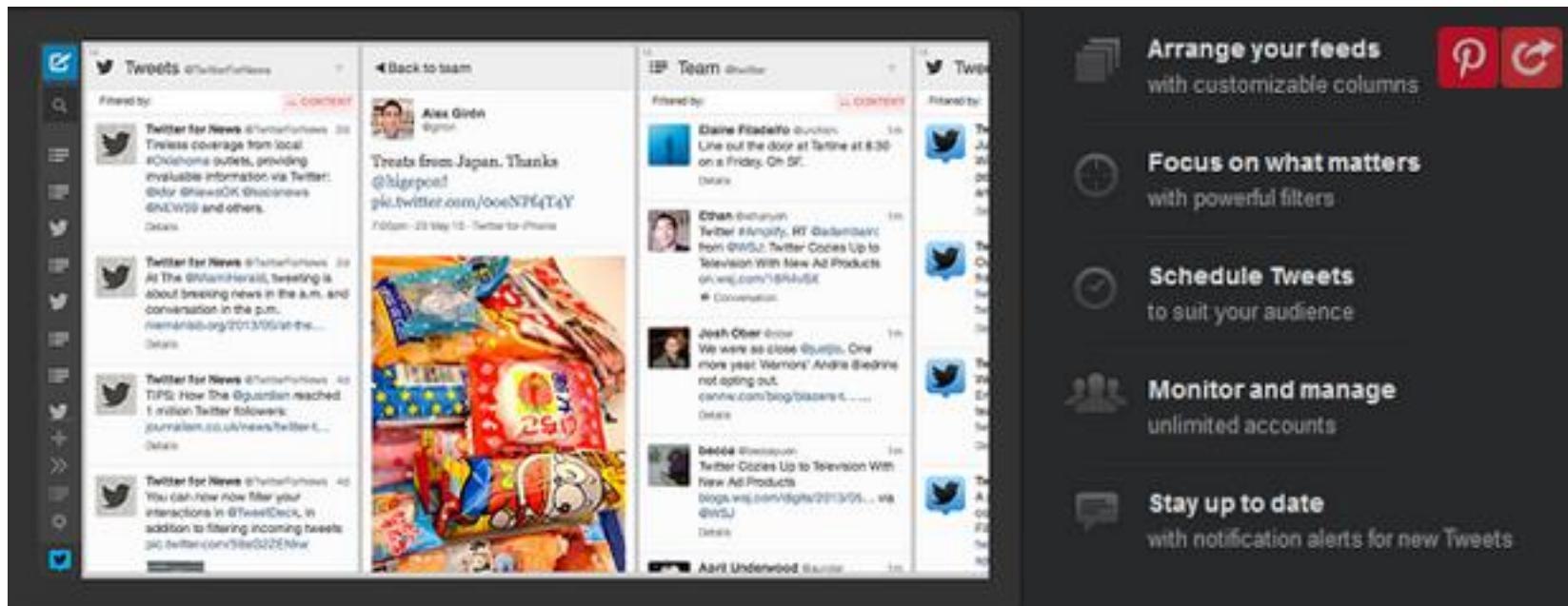


Take Twitter wherever you go



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# Some nifty tools for Twitter



The image shows a screenshot of the TweetDeck application interface. On the left, there is a sidebar with various icons and a search bar. The main area is divided into several columns, each representing a different Twitter stream or account. One column shows tweets from 'Twitter for News' accounts, another shows a direct message from 'Alex Giro' (@alexgiro), and others show tweets from 'IBP Team' (@IBP\_Team) and 'Twitter' (@Twitter). The right side of the interface features a dark sidebar with promotional text for TweetDeck's features:

- Arrange your feeds** with customizable columns
- Focus on what matters** with powerful filters
- Schedule Tweets** to suit your audience
- Monitor and manage** unlimited accounts
- Stay up to date** with notification alerts for new Tweets

Icons for Pinterest and a refresh button are also visible in the top right of the sidebar.

## TWEETDECK – comprehensive multi-Twitter



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# Some nifty tools for Twitter



Multi-account Twitter management for corporate users

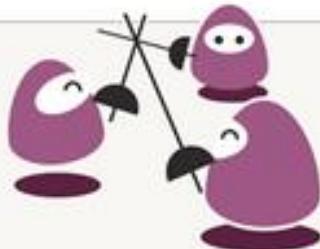
[Home](#) / [Help](#) / [Downloads](#) / [Blog](#) / [About](#) / [Contact](#)

[Other languages](#)

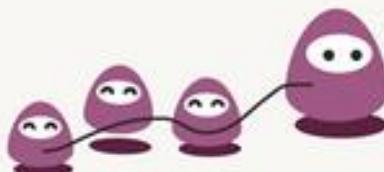
[Login to your account](#) or [signup for a free account](#)

Easy management for multiple Twitter accounts and brand monitor

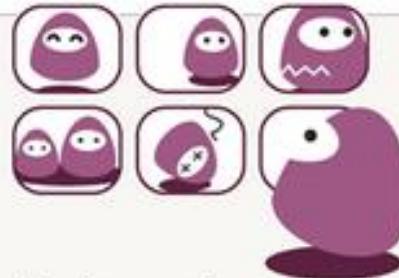
The definitive twitter client for heavy & corporate users. How many twitter accounts do you have?



1. All your accounts, one place.



2. Follow your contacts' tweets easily.



3. Monitor your brand & reply.

**SPLITWEET – agency account for many**



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# Some nifty tools for Twitter

The screenshot shows the SproutSocial dashboard with the following data:

**GROUP TRENDS** (Across Sprout Social's Twitter and Facebook accounts, May 14, 2013 - May 25, 2013, Past Week):

- Incoming messages: 198
- Sent messages: 118
- New Twitter Followers: 8,674
- New Facebook Fans: 345

Response Rate: 78% (Average Response Time: 25min)

**1.3k INTERACTIONS BY 1.3k UNIQUE USERS**

**4.9m IMPRESSIONS**

**AUDIENCE DEMOGRAPHICS** (Across Sprout Social's Twitter and Facebook accounts):

**TWITTER FOLLOWERS**

- 55% MALE FOLLOWERS
- 45% FEMALE FOLLOWERS

Age Group	Percentage
18-24	10%
25-34	15%
35-44	18%
45-54	12%
55-64	10%
65+	5%

**FACEBOOK IMPRESSIONS DEMOGRAPHICS**

- 47% MALE
- 53% FEMALE

Age Group	Percentage
18-24	10.4%
25-34	18.2%
35-44	21.9%
45-54	20.8%
55-64	18.8%
65+	8.6%

**STUFF TO DO**

- GO TO INBOX
- VIEW MY TASKS
- VIEW REPORTS

**PROFILES** (Connected to Second Screen):

- Twitter icon
- Facebook icon
- Instagram icon

**TEAM MEMBERS**

- Profile pictures of team members

**SPROUTSOCIAL – Gives you analytics**



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# Some nifty tools for Twitter



**SOCIAL OOMPH – multiple platforms**



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Some nifty tools  
for Twitter



*A Smarter Way to Share.*

**BUFFER – precise scheduling & change patterns**



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# Which is your priority?

FEATURE	HOOT SUITE	SOCIAL OOMPH	TWEET DECK	
Scheduling	✓	✓	✓	
Bulk schedule	✓	✓	✗	
Analytics	✓	✓	✗	
Multiple accounts	✓	✓	✓	
Multiple platforms	✓	✓ TW, FB, LI, BLOG	✗	
Live feed display	✓	✗	✓	
Auto-responders	✗	✓	✗	
URL shortening	✓	✓	✓	
RT / RT notification	✗	✗	✗	

Choose the tool that makes your life easy



ie

# Live by FB-Tw, die by FB-Tw



# Monetising social media



**monetise** ★



**mon·e·tize** [mon-i-tahyz, muhn-] ? [Show IPA](#)

**verb (used with object)**, **mon·e·tized**, **mon·e·tiz·ing**.

1. to **legalize** as **money**.
2. to **coin** into **money**: *to monetize gold*.
3. to **give** the **character** of **money** to.
4. *Economics* . to convert (a **debt**, especially the **national debt**) into **currency**, especially by **issuing** **government securities** or **notes**.

**Convert to money!**



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# Spend per Internet User by 2016

## Digital Ad Spending per Internet User Worldwide, by Region, 2011-2016

	2011	2012	2013	2014	2015	2016
North America	\$133	\$151	\$168	\$185	\$197	\$206
Western Europe	\$96	\$104	\$112	\$120	\$127	\$133
Asia-Pacific	\$23	\$26	\$28	\$30	\$32	\$35
Eastern Europe	\$15	\$17	\$18	\$19	\$21	\$22
Latin America	\$11	\$13	\$15	\$18	\$20	\$22
Middle East & Africa	\$3	\$4	\$5	\$7	\$8	\$10
<b>Worldwide</b>	<b>\$42</b>	<b>\$45</b>	<b>\$48</b>	<b>\$51</b>	<b>\$54</b>	<b>\$57</b>

*Note: includes advertising that appears on desktop and laptop computers as well as mobile phones and tablets, and includes all the various formats of advertising on those platforms; excludes SMS, MMS and P2P messaging-based advertising*

*Source: eMarketer, Dec 2012*



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Different people  
leverage social media  
differently



# Winning Elections through social media



Bigger than Barack Obama campaign

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# Winning Elections through social media



**Narendra Modi** @narendramodi

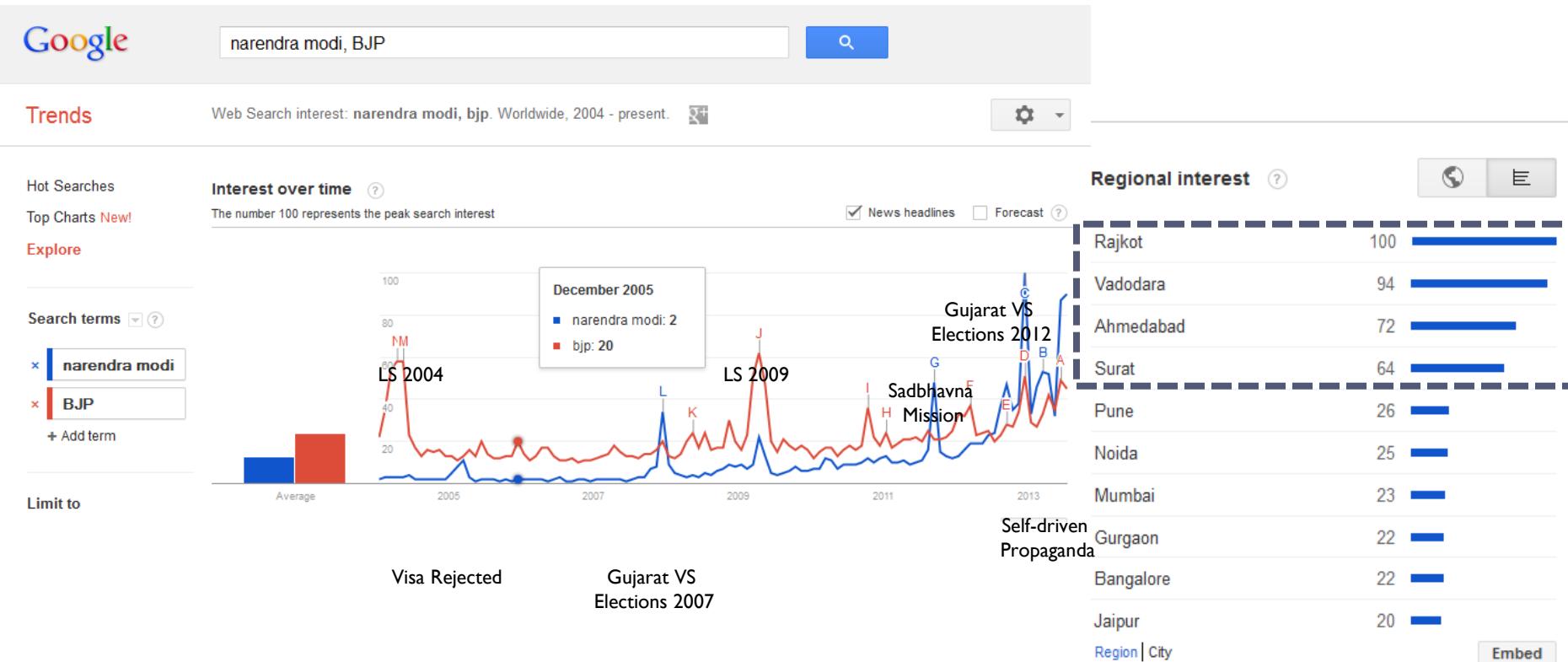
Here is your personalized Holi greeting  
[greetings.narendramodi.in/1A37A9A92CFA49...](http://greetings.narendramodi.in/1A37A9A92CFA49...)



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# Perception management via social media

Team Modi seeded content & people on social months before election campaign even started.



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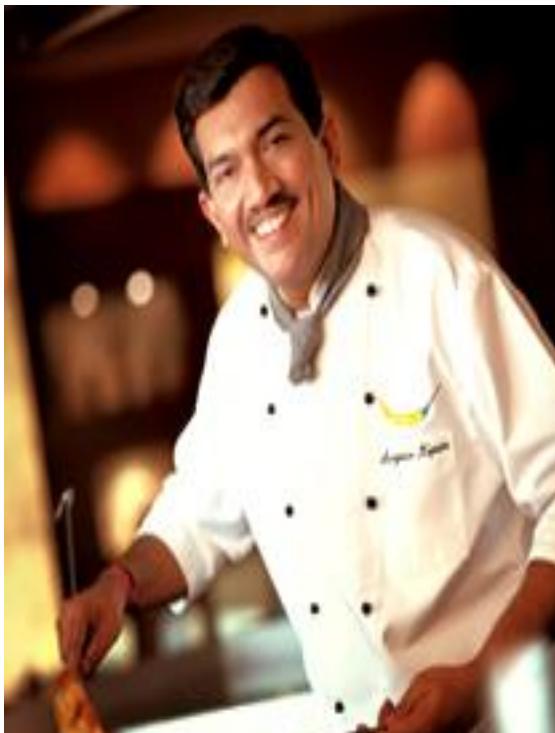
# The chef who monetised social media



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# Nigella Lawson of Asia

- 1993
- Cookery show Khana Khazana - more than 2000 episodes
  - Running nonstop for 20 years – longest weekly show
  - Website followed the TV show



1993 – started cookery show

# Chef turned entrepreneur



315,950 subscribers

101,119,050 views

Joined 28 Jul 2009

- Tried & tested recipe videos from around the world
- 3,15,950 subscribers
- 101,119,050 views

sanjeevkapoorkhazana

www.sanjeevkapoorkhazana.com

Subscribe 315,950

Home Videos Playlists Channels Discussion About

2009 – started YouTube channel

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# Monetising YouTube

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[Discussion](#)

[About](#)



A destination for tried and tested recipe videos from India and around the world.

For business enquiries:



Enter the text in the image:

[Submit](#)

[Can't read it?](#)

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



[Send message](#)

## Business queries on YouTube Channel

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khazana  
answers



Minuu  
Milano

Home Recipes Restaurants Answers

Welcome! Already a Member? [Sign In](#) . Not a member? [Join Today](#) . It's Free

Search for questions:

Search



ask

Remember! similar questions are asked by lots of people, always search first if somebody has already answered a question similar to yours.

[Next](#)



answer

People tell you are a king or queen of kitchen, now prove it.

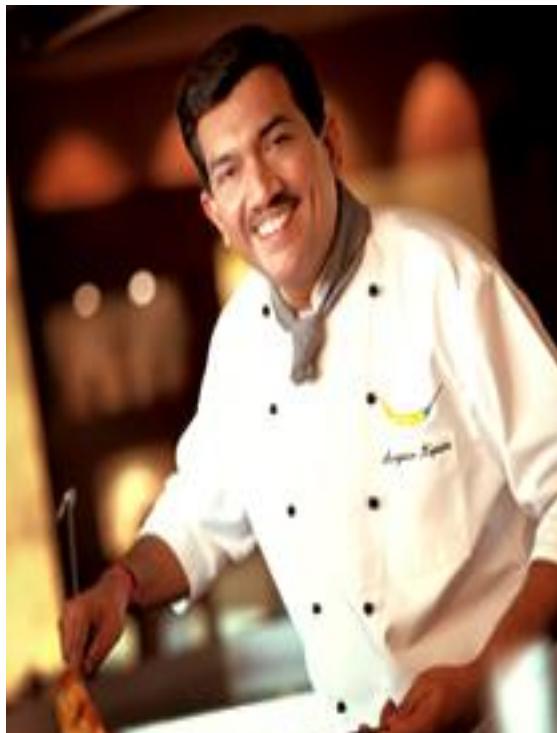


Share knowledge, Help others,  
Discover something new

Questions about cooking on 'answer' tab

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# Product innovation



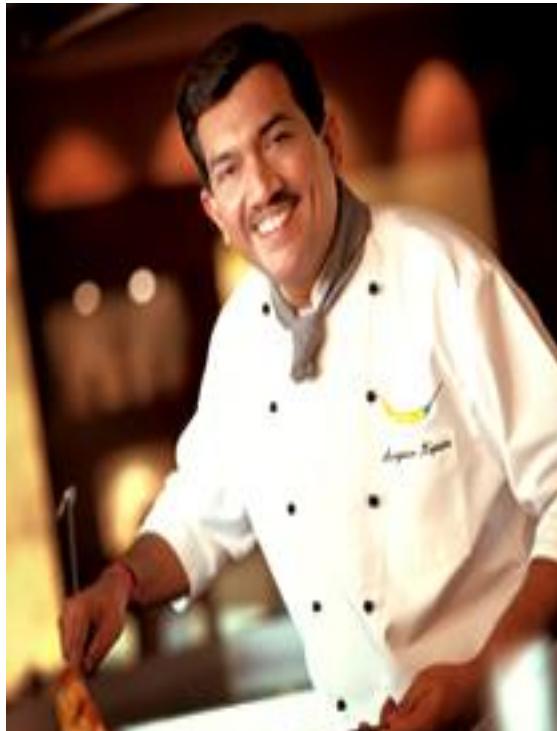
- 2010

- Line of ready-to-eat meals
- CD ROMs and books to explain his recipes from the show

2010 – Ready to cook meals

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## Cross-selling



- January 2011
- India's first 24X7 TV channel dedicated to food.
- HD channel – FoodFood
- Endorsed cooking related products
  - ingredient brands / pressure cookers / grills etc

2010 – Ready to cook meals

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# Acquired and still monetising!

The screenshot shows a news article from VCCircle.com. The URL in the address bar is [www.vccircle.com/news/general/2010/02/12/capital-foods-acquires-celebrity-chef-sanjeev-kapoor-s-khana-khazana](http://www.vccircle.com/news/general/2010/02/12/capital-foods-acquires-celebrity-chef-sanjeev-kapoor-s-khana-khazana). The page includes navigation buttons, a sidebar with links like 'Apps', 'Print Page', 'How to Deal with a...', and 'Tehelka', and a main menu with 'VCCEdge', 'Techirde', 'Bizarde', 'Events', 'Training', and 'Mobile Apps'. A 'Join us:' button is also present. The date is Friday, February 12, 2010, at 05:30 IST. The article title is 'Capital Foods Acquires Celebrity Chef Sanjeev Kapoor's Khana Khazana'. The text below the title states: 'The deal seems to be an all stock deal with Kapoor getting 10% in Capital Foods post transaction.'

2010 – equity exchange

@Anomillie

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Any questions?  
Ask [@Anomillie](#)

Thank you!

Millie Khanna  
ICMA – Show me the money  
21<sup>st</sup> to 24<sup>th</sup> May 2014  
Helsinki, Finland



[@Anomillie](#)