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# 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

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## 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

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## 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

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## 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

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## 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



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## 6. Eternal Shoppers

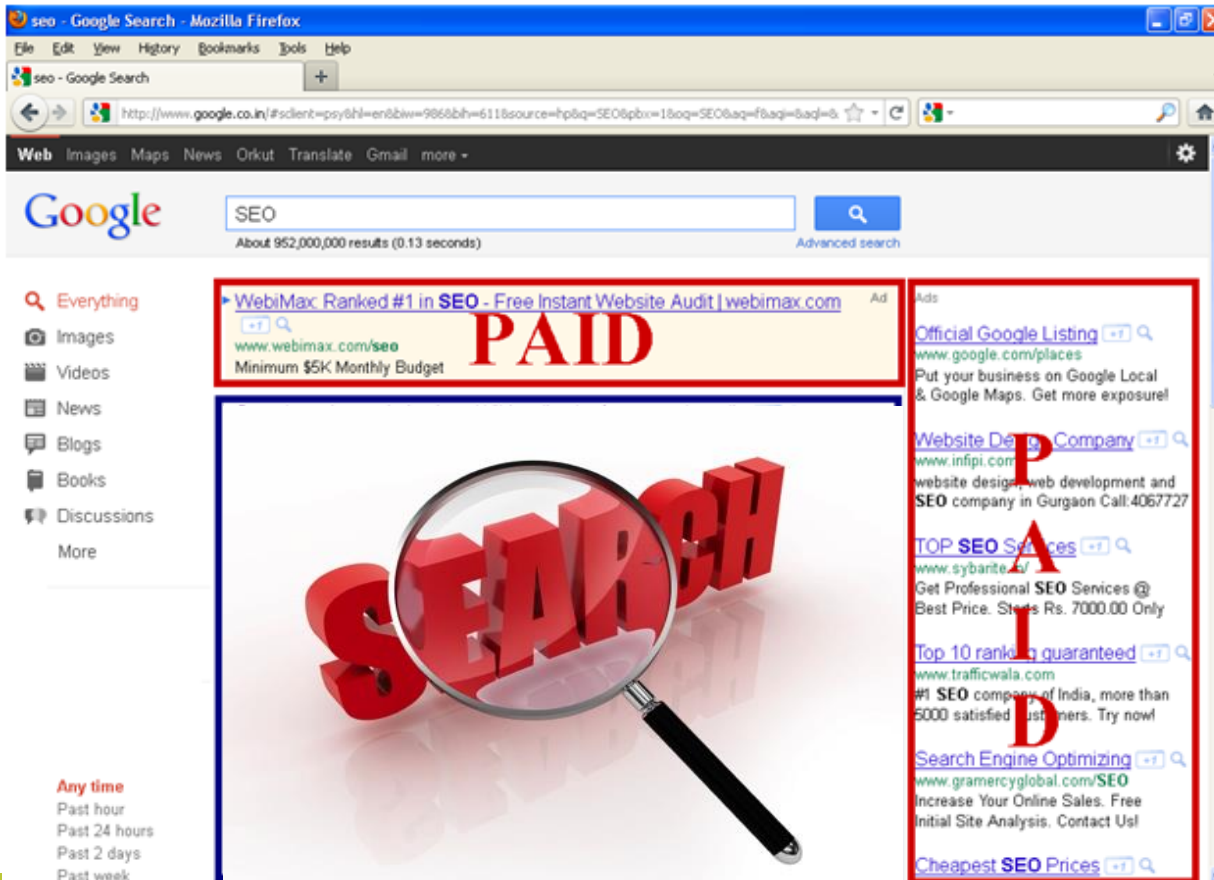
- 2%
- Average 35 steps to purchase
- Research purchases on every online channel but typically use paid search to navigate between them

## 6 Faces of Buying Behaviour

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

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Notice that they  
all ‘search’!



# Can't ignore paid search!

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# Starting with Google Plus

The Google Plus logo, featuring the word "Google" in its multi-colored font followed by a black plus sign. To the right of the text is a large, stylized graphic consisting of two overlapping semi-circular arcs, one red and one blue, which intersect to form a dark grey/black shape in the center.

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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 website. At the top, the logo "CircleCount" is displayed with the tagline "CircleCount helps you better understand Google+". To the right, there are social media links for "Like" (2.7k) and "Tweet", and a bar chart showing "23,149,988 profiles indexed!". Below the header is a navigation menu with options: Home, Rankings, Popular, Statistics, Specials, The Cream of the Crop, and Sign in. A blue banner below the menu reads "Not your profile? Login and get free access to your reports and analysis." with a "Login now" button. The main content area has a search bar for "Shared Circles" and a form to "Add new shared circle (copy & paste the url of the post)". Below this, a section titled "The Shared Circles of the last 7 days with the most reshares" features a profile of Christine DeGraff with a "501" badge. To the right of the profile is a grid of 50 small profile pictures representing the shared circles.

CircleCount

@Anomillie

# Some nifty free tools for G+

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

Timing+ 3+1 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


Alex Koloskov




Larry Page




Thomas Hawk




Scott Kelby



Amber Mac



Drew Olanoff



Timing+

@Anomillie

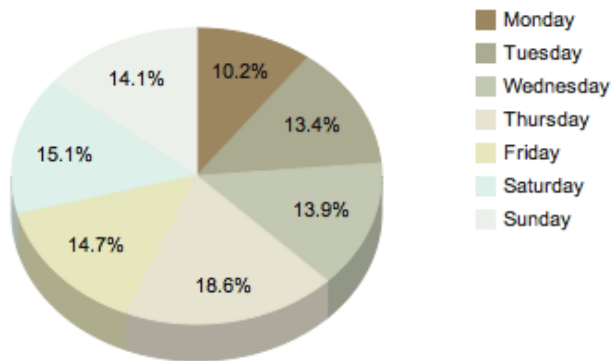
# Some nifty free tools for G+



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+

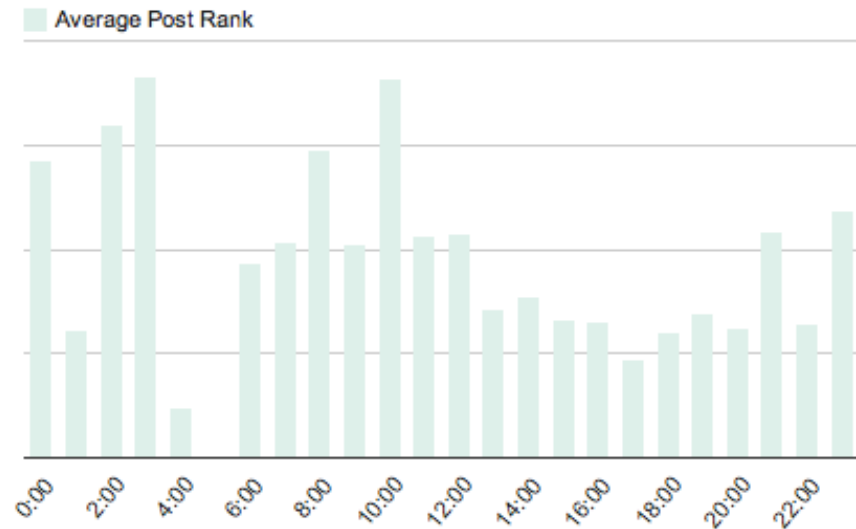
## Day Ranking

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

## Hour Ranking

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

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

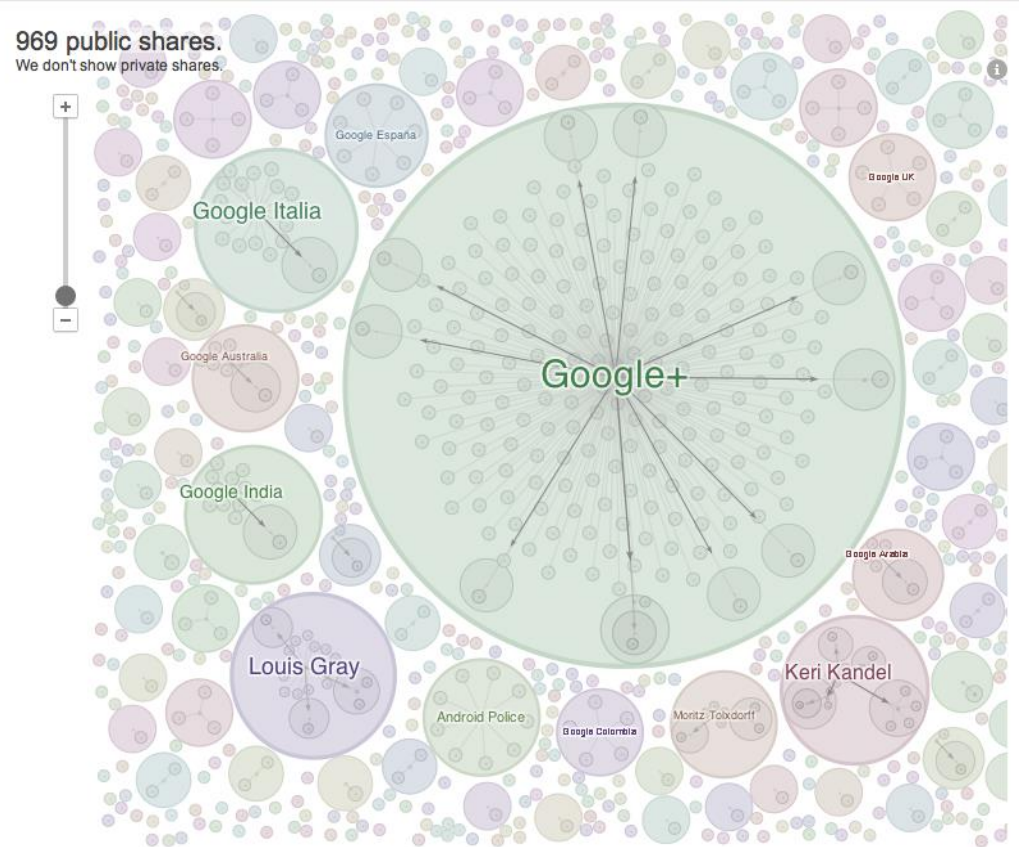


Timing+



# Some nifty free tools

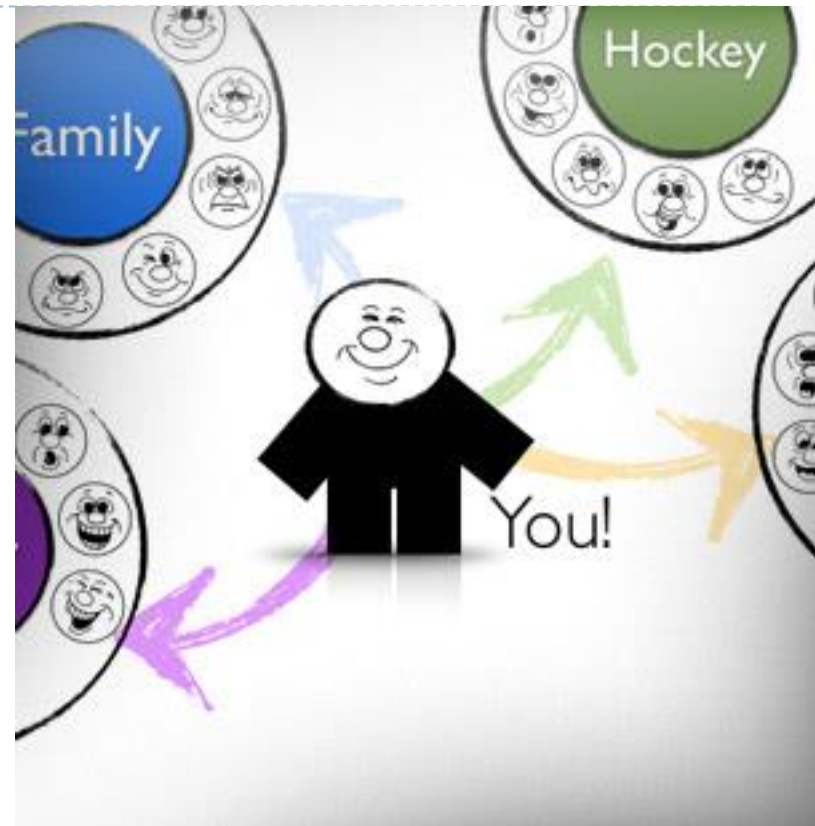
- Gives a data visualisation graph
- Is for posts shared publically
- Useful when watching the spread of a highly-engaging post



G+ Ripples

## 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!

## 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.

Circloscope



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

Circloscope Installed!

Circloscope Recipe List for  
Cooking Up Awesome Circles!



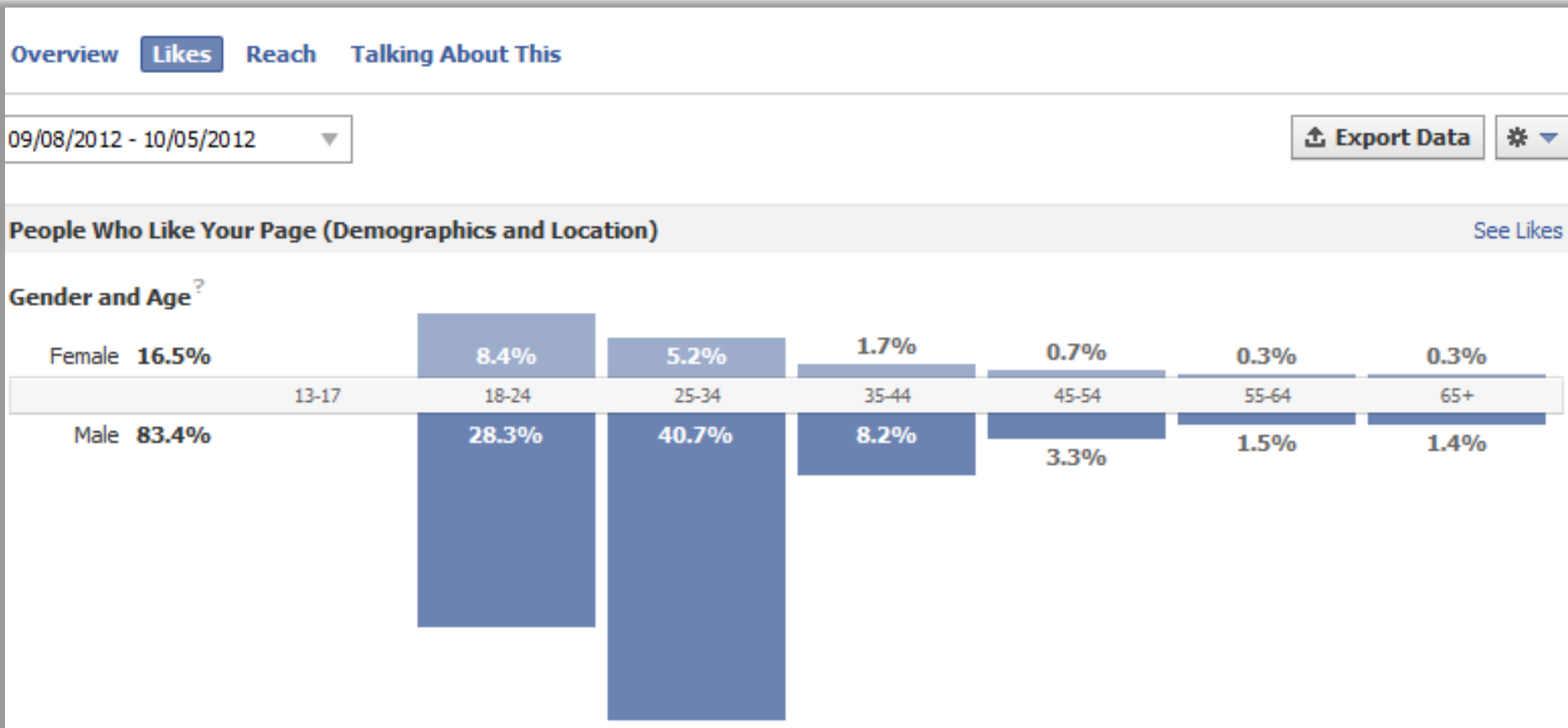
@Anomillie

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# Facebook



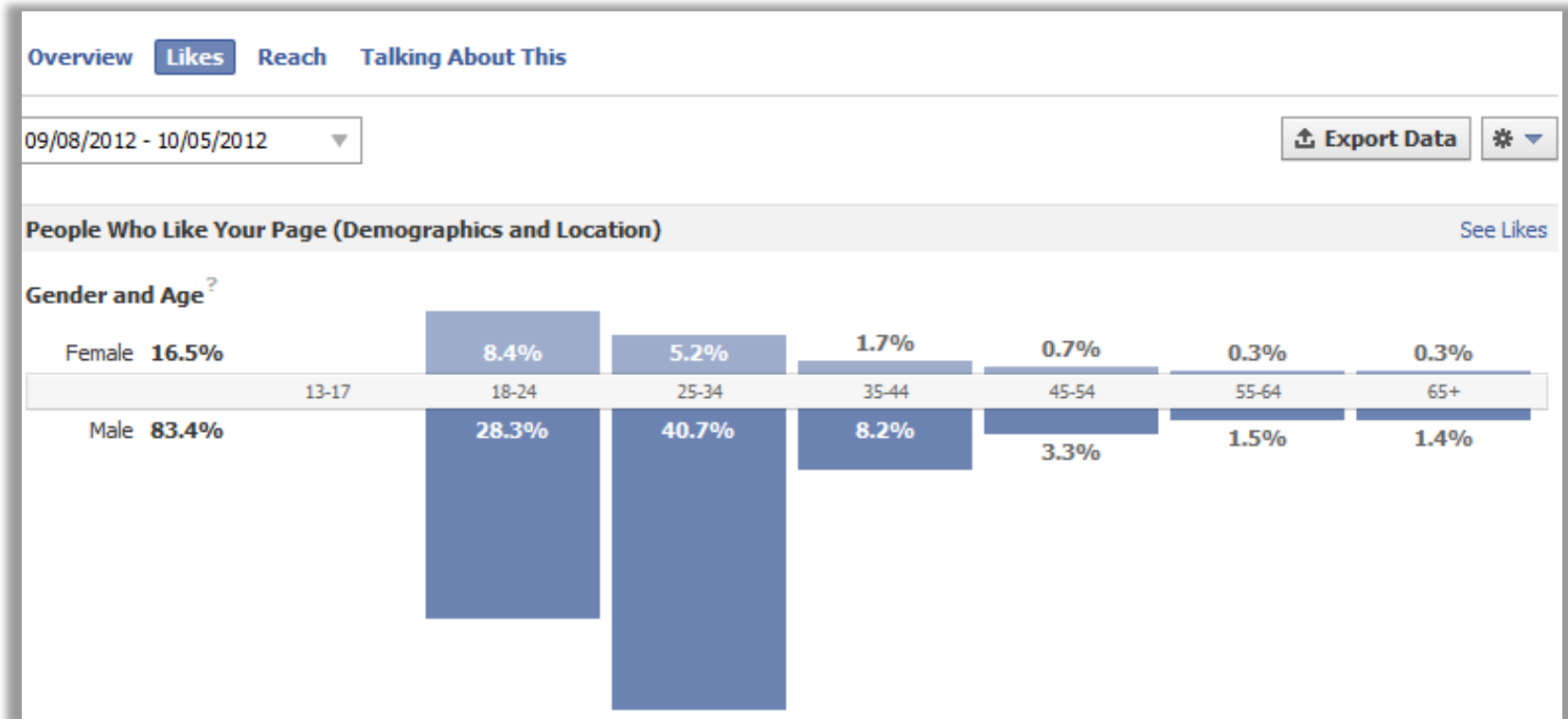
# Tracking Facebook



Who are they?

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# Tracking Facebook



Who are they?



Your Fans

People Reached

People Engaged

Check-ins

The people who like your Page

Women

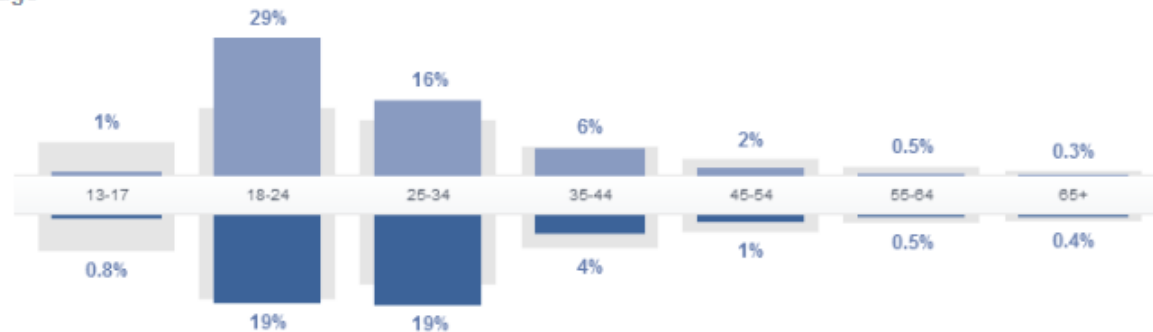
55%  
Your Fans

46%  
All Facebook

Men

45%  
Your Fans

54%  
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?



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

Here is the updated ppt - x Image Consulting Business x

https://www.facebook.com/ImageConsultingBusinessInstitute?sk=insights






Search for people, places and things

Lira Home

Overview Likes Reach Visits Posts People

Your 5 Most Recent Posts

Reach: Organic/Paid Post Clicks Likes, Comments & Shares

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	Targeted	987	15 52	<a href="#">Boost Post</a>
22/05/2014 15:00	 Avoid leaning on pillars or chairs while standing as it indicates weakness. Rest your body weight on your	Image	Targeted	1.5K	62 68	<a href="#">Boost Post</a>
22/05/2014 11:00	 #QuoteUnquote:	Image	Targeted	4.7K	331 264	<a href="#">Boost Post</a>
21/05/2014 18:00	 Choose the right bag that is clean, light and projects you in an organized & professional manner. An over-	Image	Targeted	1.8K	23 89	<a href="#">Boost Post</a>
21/05/2014 15:00	 Your clothes can make a difference between getting noticed or being ignored. The quality & condition of	Image	Targeted	2.2K	65 120	<a href="#">Boost Post</a>

See All Posts

About Create Advert Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2014 · English (UK)

YOUR APPS MORE

RECOMMENDED GAMES MORE

Venkatesh Ganesh posted something via Twitter. The markets are geeing too fragmented for a single brand to influence everyone's imagination

Meenakshi Chadha likes Nandini Gulati - Health Coach.

Venugopal Dharmarajan and Krishnakumar Narayan are now friends.

Dushna Unadthav likes

Shalini Chopra 3m

Millie Khanna

MORE FRIENDS (18)

Aman Kalra

Search

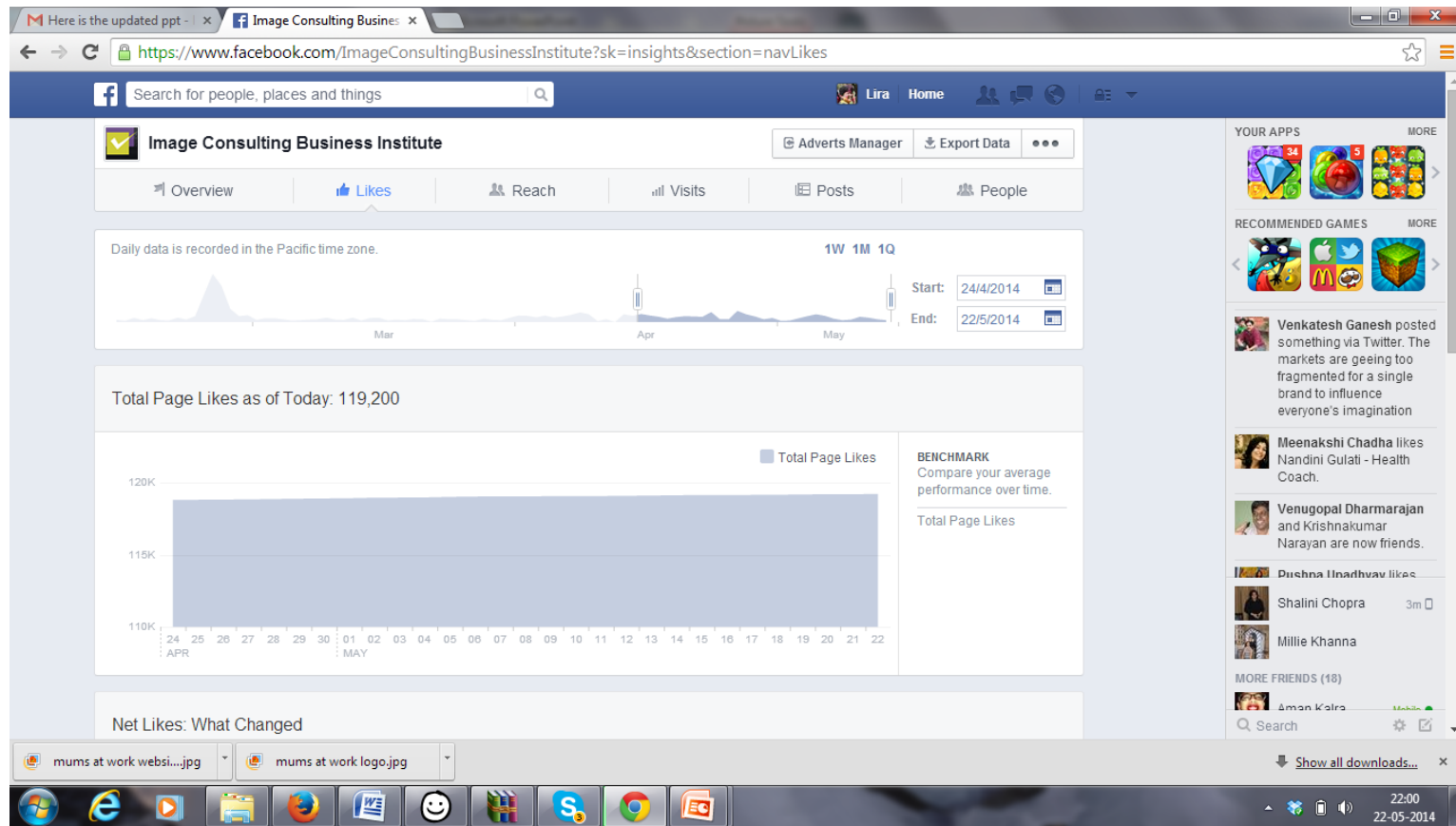
Download all downloads...

22:00 22-05-2014

Where are they coming from?

@Anomillie

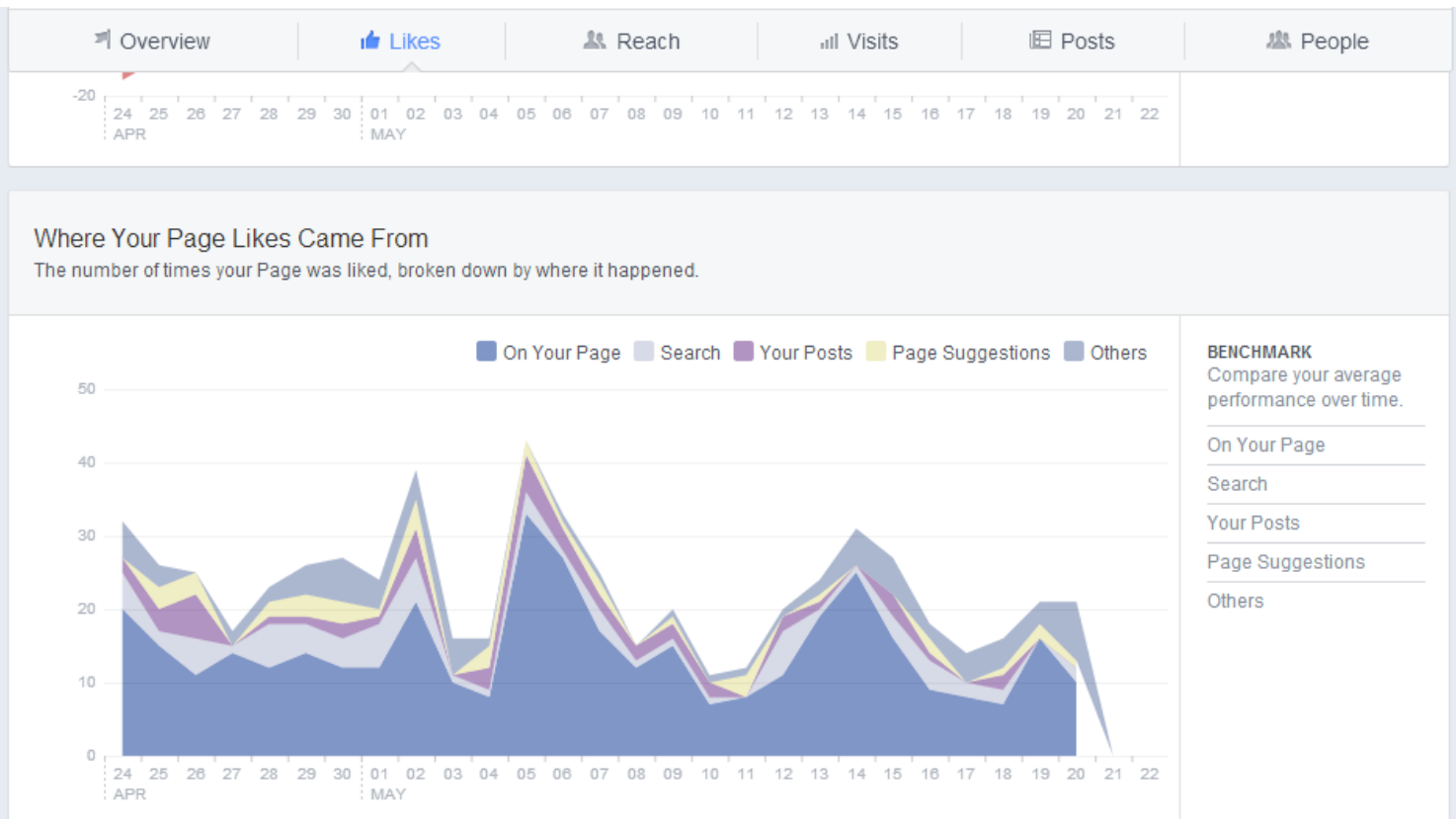
# Tracking Facebook



Where are they coming from?

@Anomillie

# Tracking Facebook



Where are they coming from?

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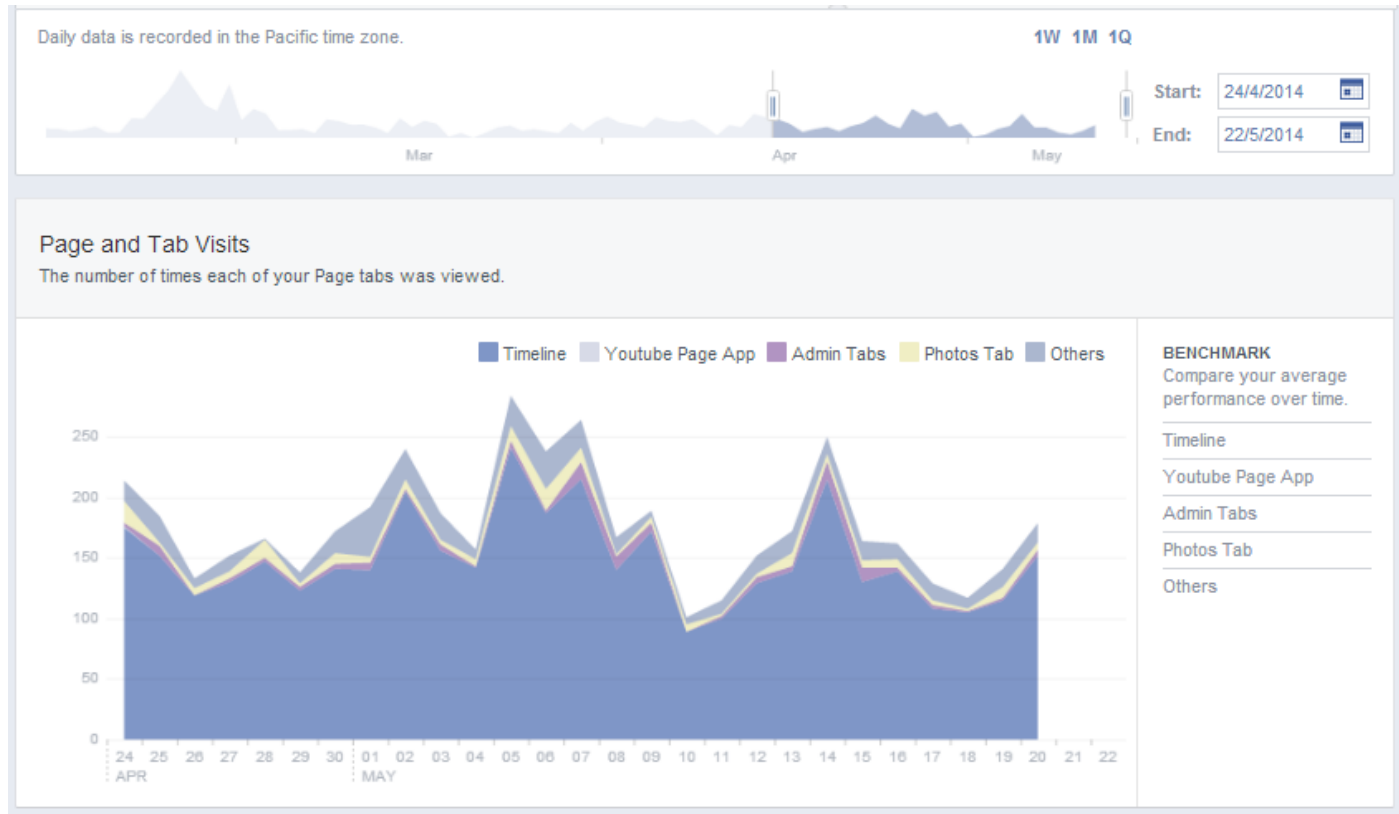
# Tracking Facebook

## TAB VIEWS

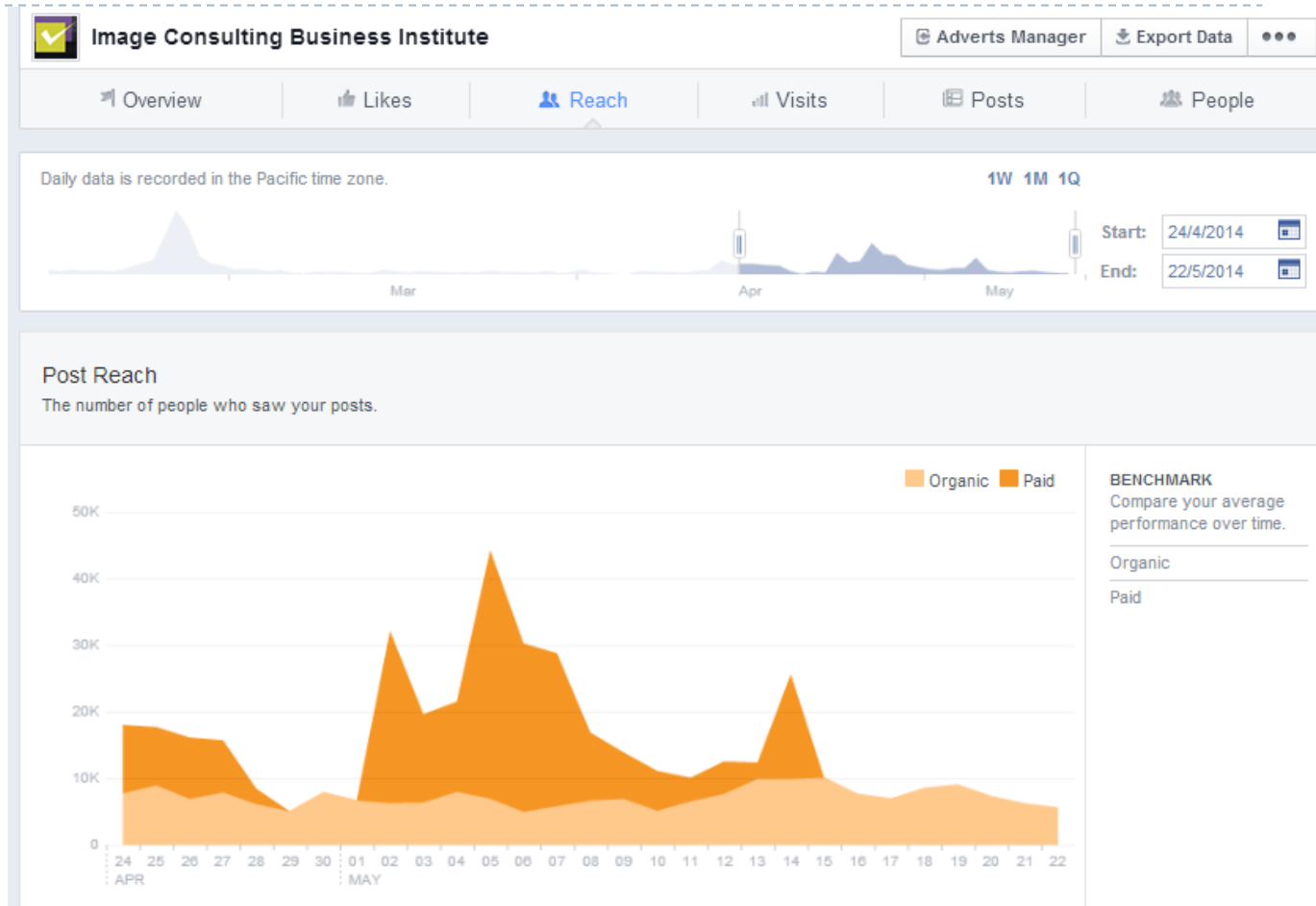
- What are fans doing on our page?
- Are fans getting the info we want them to have?
- Note what fans are spending most time on
- Adjust app icons or re-design to user experience

Did they get what we wanted them to?

# Tracking Facebook



# 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

@Anomillie



# 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

@Anomillie

# 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 V and 5 others.



Quiz them

@Anomillie

# Engaging to sell on Facebook



Videos shared 12X > links + text posts

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# Engaging to sell on Facebook



Gamify by all means!

@Anomillie

# Engaging to sell on Facebook



OLX India  
20 May

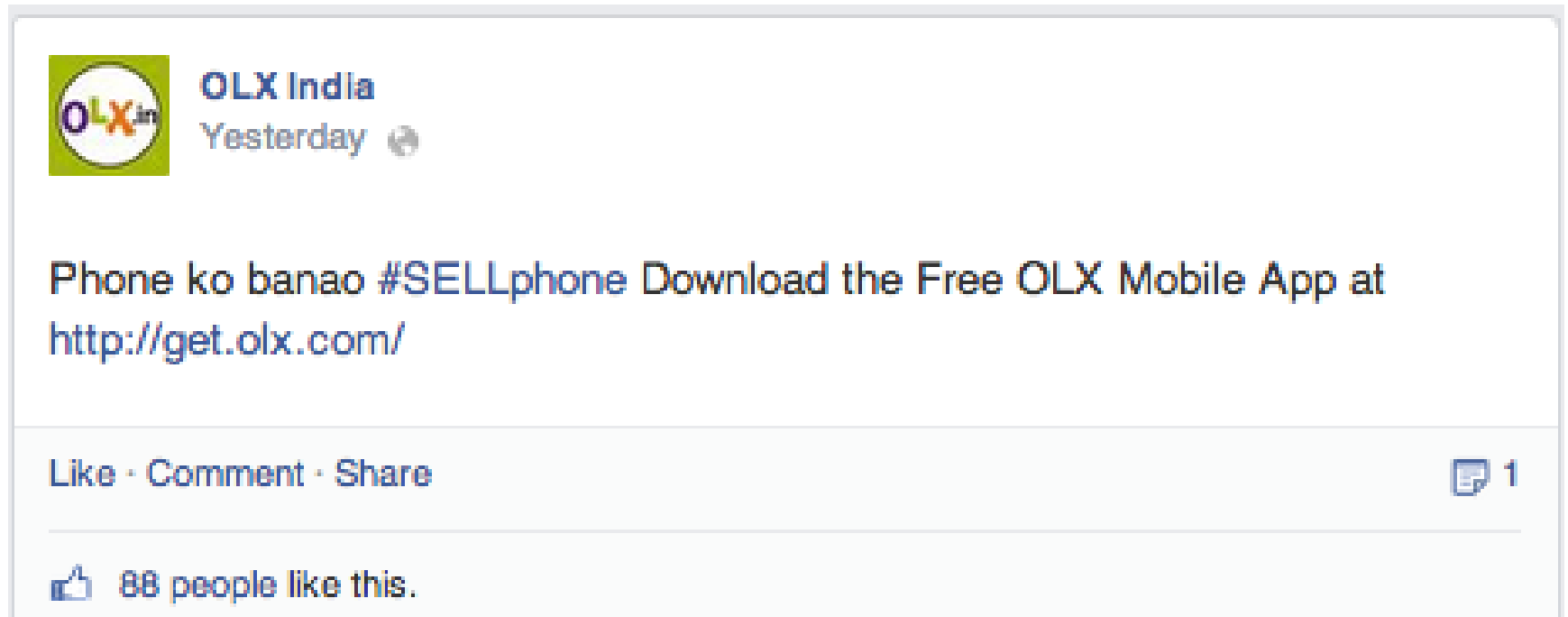
Zehra's expectations from the new government. What are yours? Follow @Olx\_India and join the twitter contest #WomaniyaPower and get to win!



**Gamify by all means!**

@Anomillie

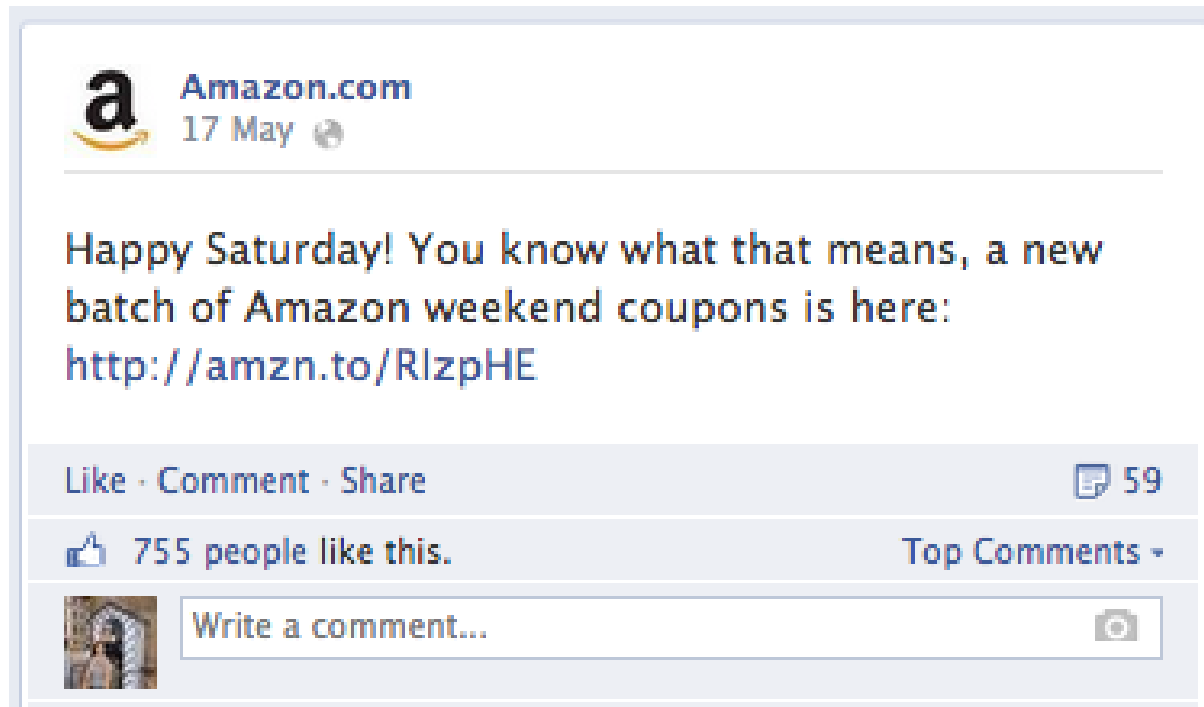
# Engaging to sell on Facebook



Use applications cleverly

@Anomillie

# Engaging to sell on Facebook



Can you make it a deal?



# 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/1lxBfo>

Find wedding planners:

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



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>



## 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

@Anomillie

# 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

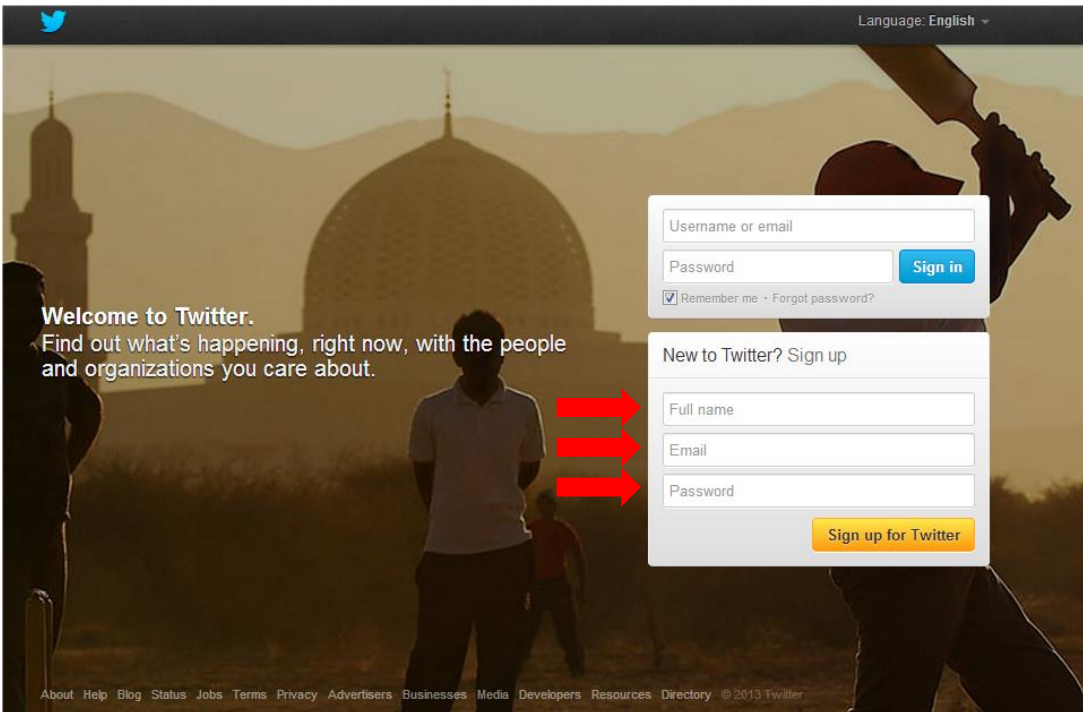
@Anomillie

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Twitter



@Anomillie



# Open a Twitter account

@Anomillie

Tweet



**Gillian Muessig** @SEOmom · 36m

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

Exp



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

## Tweets



**Millie Khanna** @Anomillie · 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



**Lenka Cerna** @liskajuniorka · 6h

@Anomillie @ICMA @icmaonline @burak\_ertas @SEOmom good point! Let's switch it #icmahs #showmethemoney

Hide conversation

Reply Retweet Favorite More


2:00 PM - 22 May 2014 · Details


Twitter basics


@Anomillie



## Direct Message

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

 **jhunki singh** @jhumkisinh  
A rural turned urban lady.. Love 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.

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


 **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**

 **Following**

 **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.

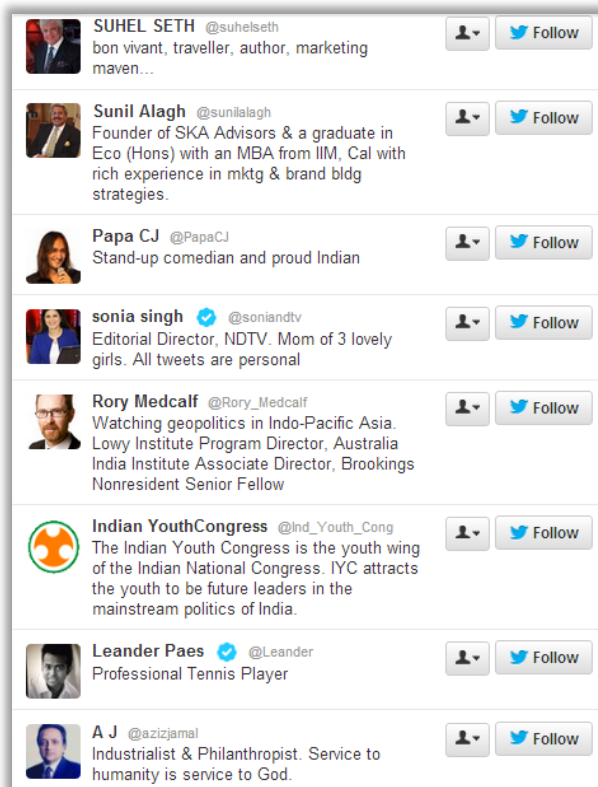
 **Unfollow**

# Twitter basics

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# Bare basics must-dos on Twitter

- Tweet at least 8-10 times a day
- DM, reply, RT, +1, follow – do it all



Be prolific



---

## 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.



Use your bio well

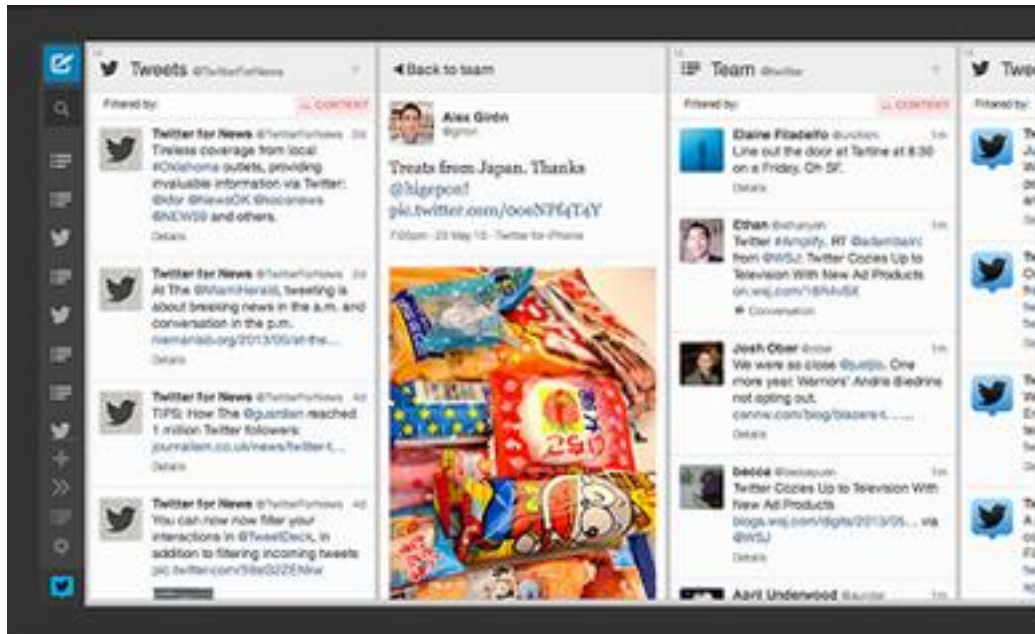
## Bare basics must-dos on Twitter

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



Take Twitter wherever you go

# Some nifty tools for Twitter



The screenshot displays the TweetDeck application interface. It features a vertical sidebar on the left with various navigation icons. The main area is divided into several columns. The first column shows a list of tweets from 'Twitter for News'. The second column displays a tweet from 'Alex Girdin' with a colorful, abstract image. The third column shows tweets from 'Team Twitter'. The fourth column shows tweets from 'Diane Fladello' and 'Ethan'. The fifth column shows tweets from 'Josh Ober' and 'Decca'. The sixth column shows tweets from 'Aarti Undenood'. The interface is clean and organized, allowing users to manage multiple Twitter feeds simultaneously.

- 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

**TWEETDECK** – comprehensive multi-Twitter

@Anomillie

# Some nifty tools for Twitter



[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**

@Anomillie

# Some nifty tools for Twitter



**SPROUTSOCIAL – Gives you analytics**

@Anomillie

---

## Some nifty tools for Twitter



SOCIAL OOMPH – multiple platforms

▶ @Anomillie



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## Some nifty tools for Twitter



*A Smarter Way to Share.*

**BUFFER – precise scheduling & change patterns**

▶ @Anomillie

# Which is your priority?

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

Choose the tool that makes your life easy



[illegible]

# 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!

# 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

@Anomillie



# Winning Elections through social media



**Narendra Modi** @narendramodi

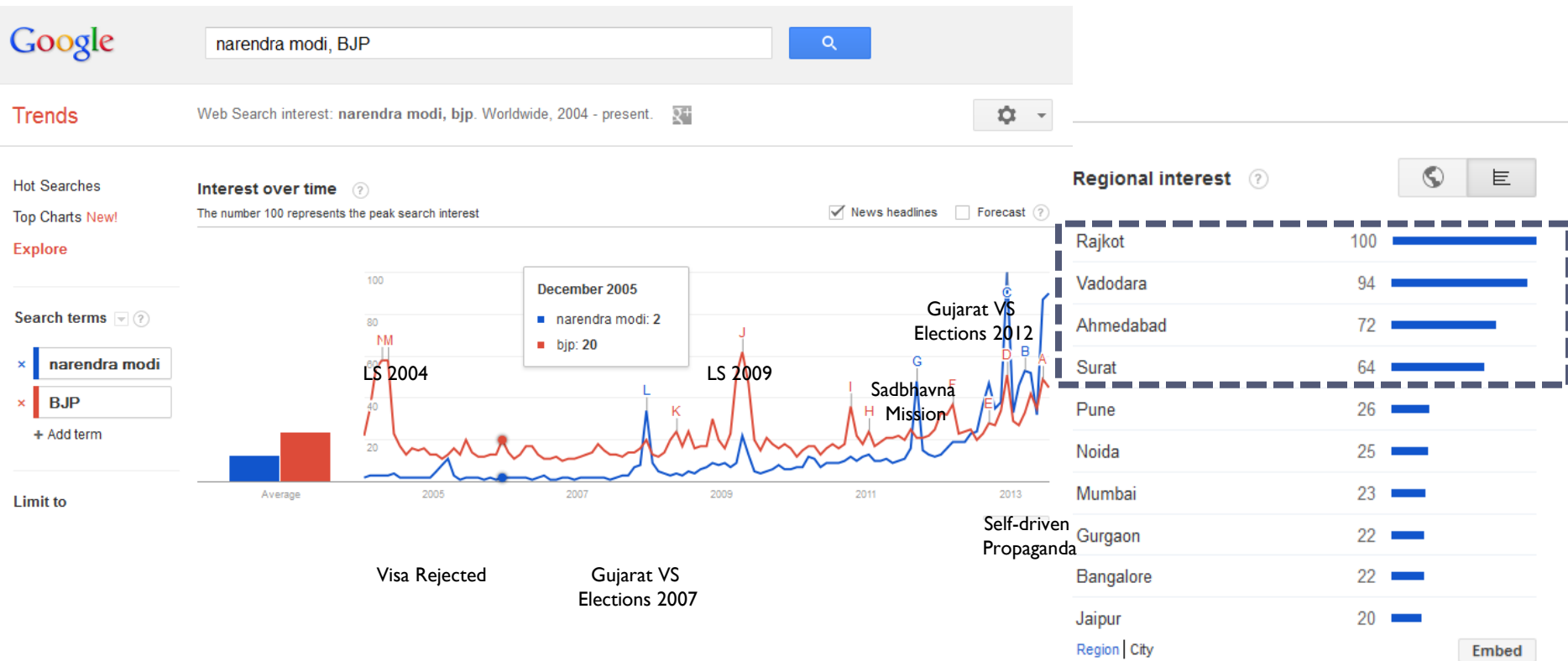
Here is your personalized Holi greeting  
[greetings.narendramodi.in/1A37A9A92CFA49...](https://greetings.narendramodi.in/1A37A9A92CFA49...)



@Anomillie

# Perception management via social media

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



@Anomillie

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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

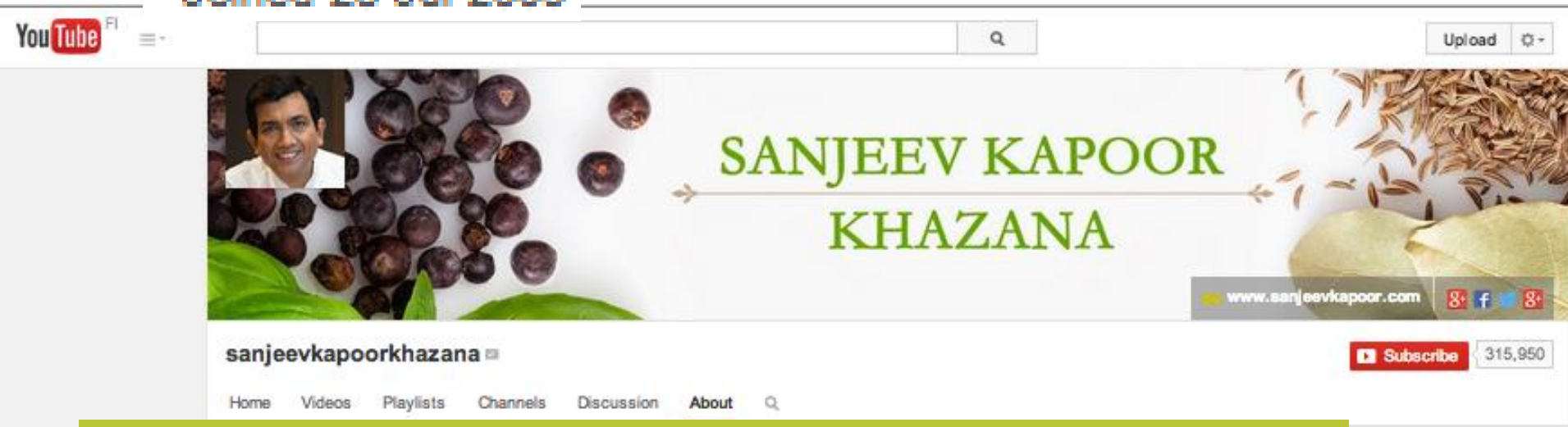


315,950 subscribers

101,119,050 views

Joined 28 Jul 2009

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



2009 – started YouTube channel

@Anomillie


# Monetising YouTube

**sanjeevkapoorkhazana** ▾

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

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 **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 of 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!

← → ↻ [www.vccircle.com/news/general/2010/02/12/capital-foods-acquires-celebrity-c](http://www.vccircle.com/news/general/2010/02/12/capital-foods-acquires-celebrity-c)

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## Capital Foods Acquires Celebrity Chef Sanjeev Kapoor's Khana Khazana

BY TEAM VCC

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