

Get it right with Social Business

Follow these golden rules for success








Because people are our business!

The impact of social web and social technologies on our professional and personal lives is profound. Businesses today are re-thinking their strategies and services in the context of 'social' perspective. Social business is promising for most organisations, as it is fairly open and any business can aim to become one. However, to be successful at it requires a deep understanding and serious commitment of resources.

Not just consumers and media, but technologies and businesses too are 'getting social', thanks to the popularity and reach of social networks.

This White Paper touches upon the key aspects you need to get right in building a successful social business. We look at the things you must do to make this journey, smooth and successful. We arrived at some golden rules to live by, in building successful social business. These are based on our experiences working with clients, expertise of our teams and industry best practices.

Tips for building a successful social business

-  **Social business is a journey, not a destination**
-  **Move beyond customers, reach out to people**
-  **Conversion is key for successful social business**
-  **Carefully choose the right platforms**
-  **Conversations are more important than your content**

✅ Social business is a journey, not a destination

Working with social media has become a sanity factor for most businesses than a well-thought strategic initiative. Mere lip service to social business or short-term commitment will not help organisations. Often it takes more effort, time, people and money too, to be successful at it. Social business demands empowered teams, committed management and engaged stakeholders to make it a success.

To succeed, you should know where you are, the road ahead and also care about others on the way.

Building a social business is like going on a journey, one that reaps rewards on the way. To succeed in this journey, you should know where you are, the road ahead and also care about others. It has roads that are clearly signposted with milestones. But, the journey also has bends where visibility on what is coming next, is poor. You must constantly focus on what is happening within your organisation, what you are doing and how you can adapt to the changes demanded by the social business initiative.

Treading the social business journey



While on your journey, you need to not only focus on the road ahead, but also look at the vehicles nearby. Besides, the internal view of the organisation, know the external things impacting your social business. Look outside your organisation to understand what is happening in the market and what other businesses are up to. Use the insights to steer your course, apply the best practices and lessons for your own success.

Social business demands empowered teams, committed management and engaged stakeholders to make it a success.

To ensure a smooth and successful journey and see the benefits from your social efforts, follow these suggestions:

- Set realistic goals which need to be tracked on a continual basis
- Be persistent with your efforts on social business
- Don't follow fads and change your course without valid reasons
- Learn from the leaders and follow the paths which worked right for them
- Monitor the impact of social operations on your core business
- Track and analyse the key measures and metrics to assess how you are performing
- Enhance and intensify your social activities, to align with your business goals

Use the insights to steer your course, apply the best practices and lessons for your own success.

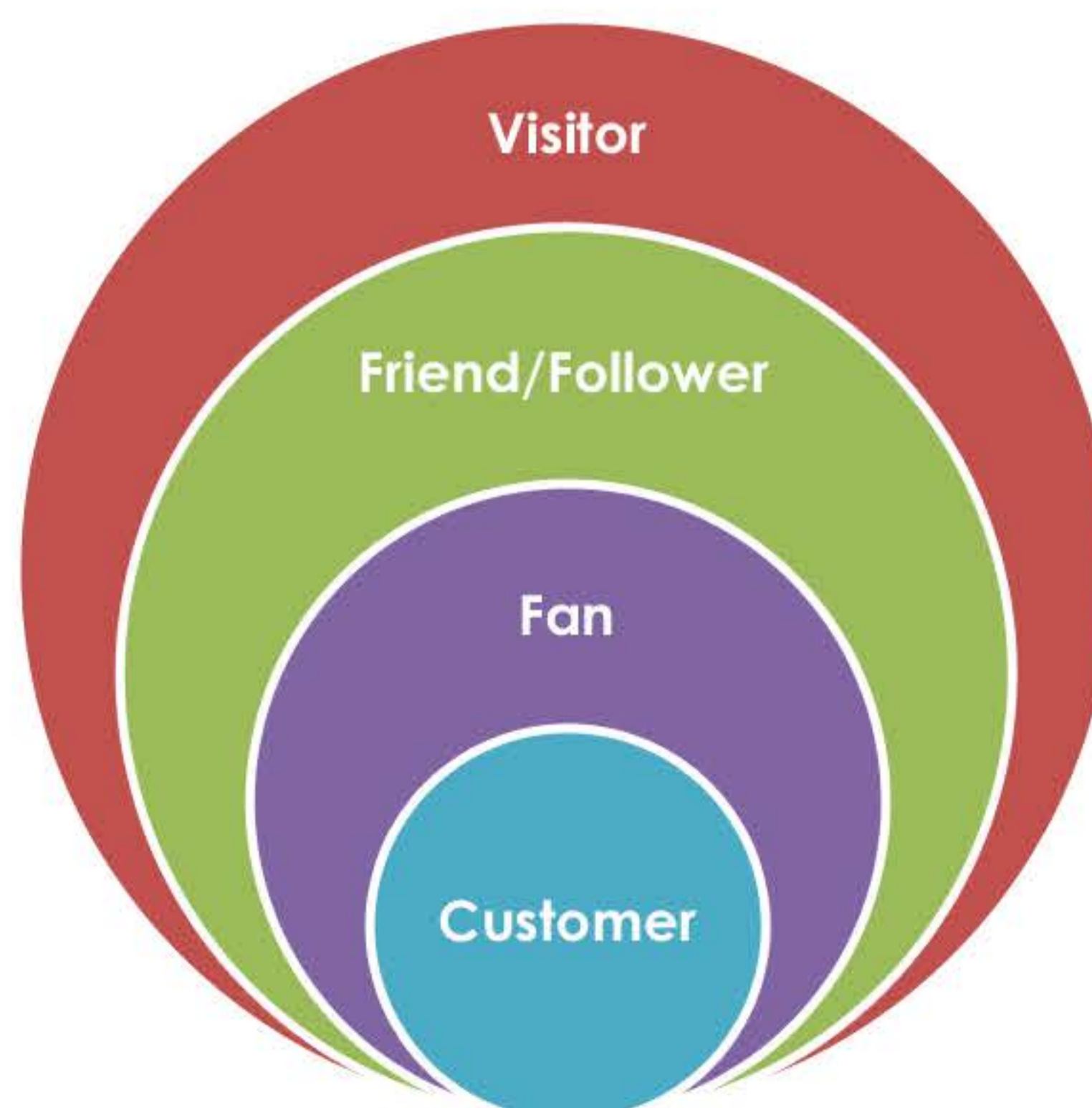
✅ Move beyond customers, reach out to 'people'

Businesses traditionally focused on building relationships with their customers and vendors. However as a social business, extend your reach beyond customers, users and suppliers. Social business is about people and it includes your followers, friends and fans on social and professional networks. Success is guaranteed when you reach out, connect, interact, engage and delight 'the people'.

Start seeing the 'real people' behind your customers and suppliers. Reach out to your followers, friends and fans on your social networks

Make your business, technology, products and services more people-focused to get the true benefits from them. The only way you can do this is by focusing beyond processes and operations, internally. From an external perspective, think beyond customers and sales. Think about your brand, increasing awareness about it and building on your reputation on all critical channels. No wonder, social business nowadays, is referred to as Online Reputation Management, ORM.

Reach out to 'people' first



“The old computing was about what computers could do...the new computing is about what people can do” – Ben Shneiderman's saying is more relevant today than ever. With the advent of social web, technologies today are geared towards delivering better experiences to people. Increasingly the line between professional and personal lives is getting thinner, thanks to the power of social technologies. The result is now your networks are getting larger with more followers, friends and fans.

With the advent of social web, technologies today are geared towards delivering better experiences to people.

We give below some tips to become people-focused businesses. These would help you become better at social business.

- Be customer-focused, but think beyond customers
- Build on the reputation of your brand and organisation
- Use multiple channels like online, social, traditional, digital and mobile
- Reach out to people – your followers, friends and fans on social networks
- Engage people and encourage conversations
- Listen to their 'heartbeats', not just voices
- Respond and resolve their problems

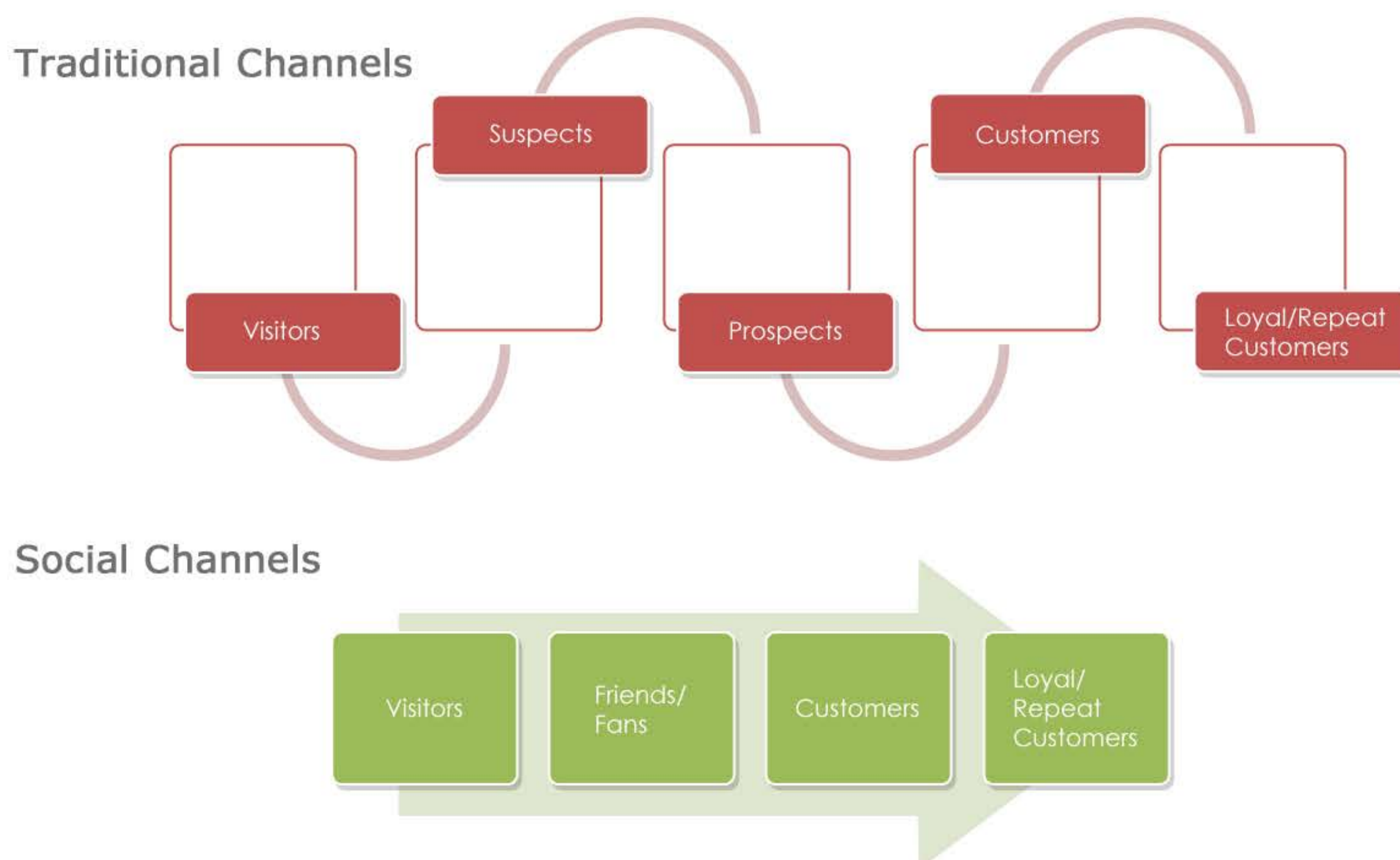
Shift your focus from customers to people...Include followers, friends and fans on your networks.

✅ Conversion is key for successful social business

The key lookout for any business irrespective of industry or size, old or new, local or global, is conversion. Customer acquisition focuses on converting prospects to customers. Businesses aim to turn customers into loyal customers and then to lifetime customers. Repeat business from existing customers is a low-hanging fruit and a great revenue source for any organisation. It might be easier to retain existing customers, but the difficulty lies in converting prospects to customers.

The arrival of Internet and social media did not change the fundamentals of business. Rather they helped with the evolution of newer business models and shorter sales cycles for some products and services. Conversion from visitors to friends and then to customers is made easier and quicker, as people value recommendations from friends more than celebrity advertisements. Also the wide reach of social networks, targeted and personalised advertisements help in conversion.

Conversion in traditional and social businesses



Carefully choose the right platforms

You don't have to get on to every social and professional network for the sake of merely being there. Just because every organisation is having a Facebook page, you don't have to create one. For instance, don't create a custom-designed Facebook Page for your company, if the targeted users are not active on social media. Think again if your business is supplying to high-security defence component manufacturers.

"Tell me your company and I shall tell you who you are" – it is very true with social networks.

Social business offers numerous opportunities to businesses, stakeholders, customers and people, in general. These range from having casual conversations to holding multi-location video conferences, and from posting updates to uploading photos and sharing them in no time. You can now place highly relevant and personalised advertisements right next to the content, which your targeted users are viewing. Depending on what you wish to do, select the appropriate general-purpose or special social networks.

Consider your target customers and identify those networks where your presence adds value to your brand, offerings and customers. Look out for maximum buzz and check if it suits to have your presence there. Also, sometimes it is not the quantity that matters, but the quality. For example, Facebook and Twitter might have millions of users, but just focusing on these generic networks may not be enough, if you are a large brand with global presence and rich legacy. You can try getting active on brand- focusing networks like Pinterest.

You can now place highly relevant and personalised advertisements right next to the content viewed by your target users.

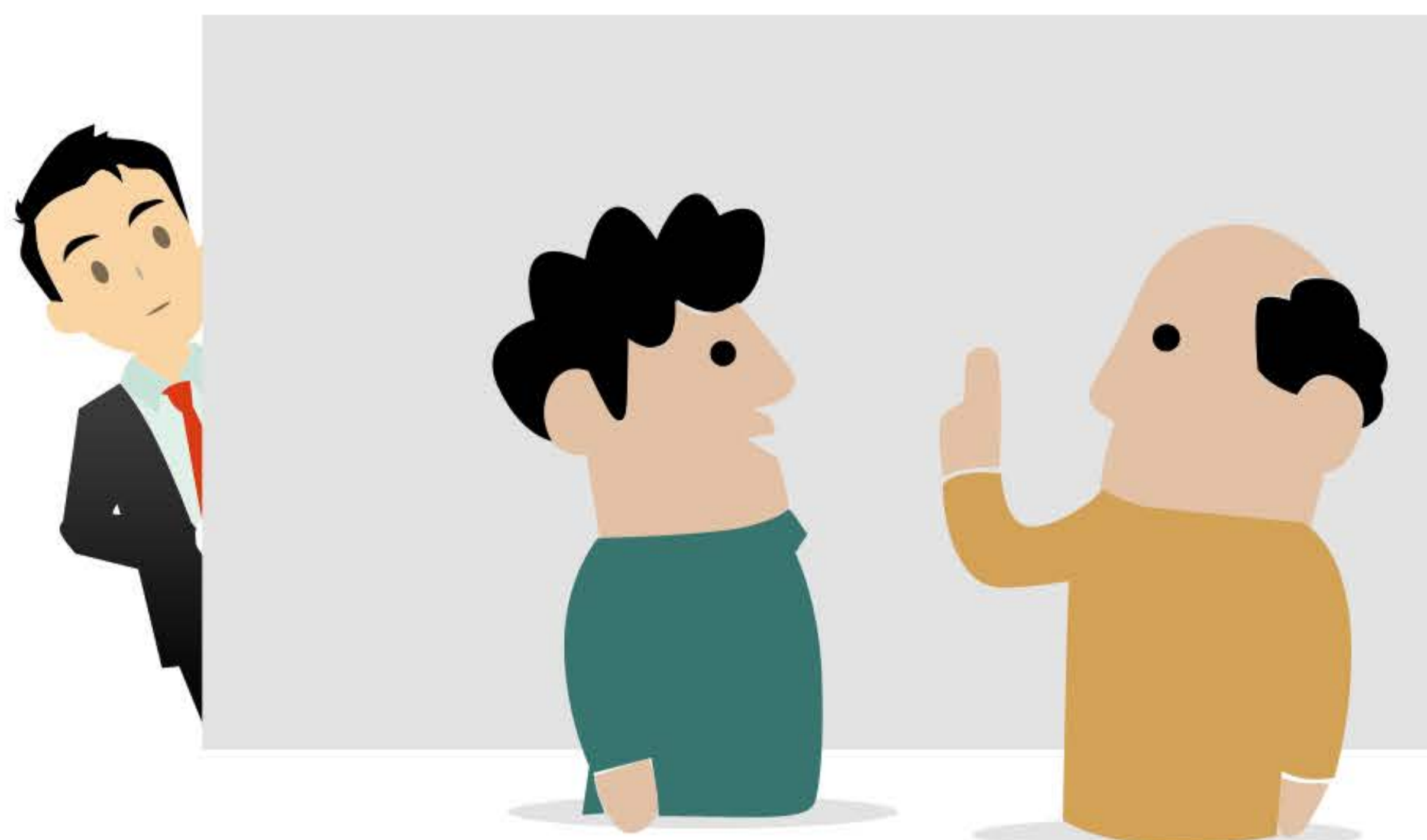
✅ Conversations are more important than your content

Not just consumers and media, but technologies and businesses too are moving on to Facebook, Twitter, YouTube and GooglePlus. Businesses have been traditionally engaged in using the traditional channels such as print, Television and billboards. These act as one-way channels for pushing organisations' content. With these media, there is little chance of interaction with customers.

However, social networks offer platforms to bring together businesses and customers. Social media make multi-directional communication possible between business and customers and also include the general public. The benefit with social media is the communication can be done easily and quickly, with minimal cost. Often the informal tone lends to better and open conversations among the people.

Often the informal tone lends to better and open conversations among the people, on social media.

Listen to people's voices and heartbeats



“Let truth and good come from all sides”- this verse from Rigveda is a directive to social businesses. Be open and actively participate in the social networks and reach out to the audiences. For instance, Dell appointed CLO (Chief Listening Officer) whose role is to follow and listen to the noise and voice of customers on the social networks. British Gas resolves customer issues on Twitter, using it as a platform for understanding, tracking and closing people's complaints.

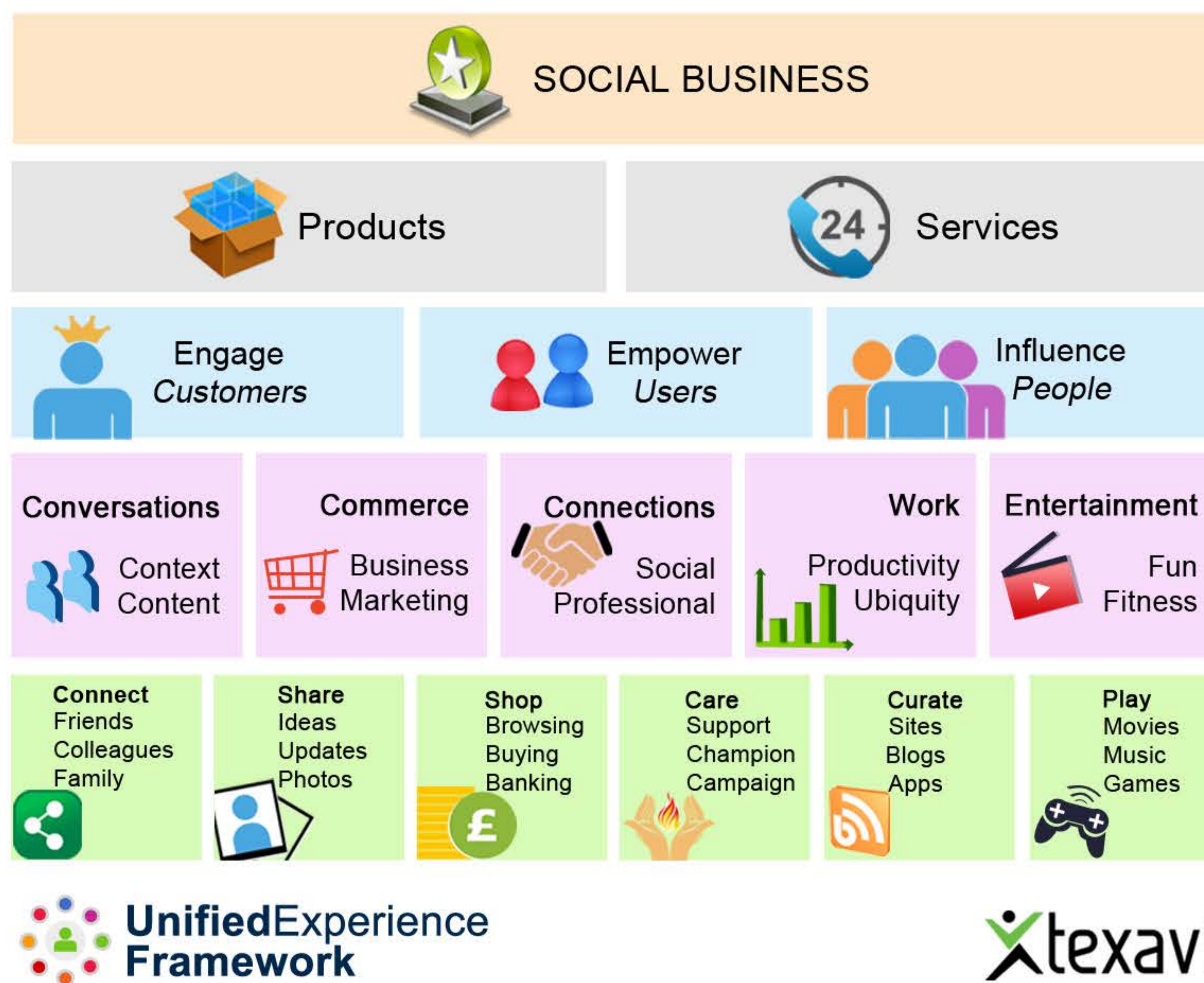
People tend to remember their negative experiences with your products and services, more than the positive ones.

Note that conversations on the social networks are not always positive. Since social networks are free and open platforms, people do tend to express negative views about organisations or brands. Often people are influenced by their previous experiences with your products and services. These experiences could be negative and not necessarily positive always. People tend to remember their negative experiences with your products and services, more than the positive ones.

A few months ago, McDonalds ran a campaign on Twitter with the hashtags #McDStories and #MeetTheFarmers. But the campaign backfired due to some users who posted sarcastic comments and tweets on McDonalds and their products. Capture and analyse the negative views and moods of people, about your products, services and brands. As a social business, you must be open to both negative and positive comments from people. These offer insights into the areas of improvement in your business, products and services.

Use social platforms for understanding, responding, tracking and resolving people's issues and complaints.

So far you learned the all-important rules to follow in your social business efforts. We present these based on the best practices and lessons learnt, from our experiences working with various clients. We hope this guide helps you to be on the right track and steer your social initiative towards success. Also, read our How-to guides and handbooks for more usable insights on the social business enablement.



Texavi Innovative Solutions

The new age people for new age solutions!

Consulting | Training | Solutions

UK

Texavi Innovative Solutions (UK) Ltd
36 Glebe Road
Finchley
London N3 2AX

Mobile: +44 (0)7857 258341
Call: +44 (0)1375 768601
Email: connect@texavi.co.uk

INDIA

Texavi Innovative Solutions Pvt. Ltd.
B-1201, Building No.7
Kukreja Complex, L.B.S.Marg
Bhandup(west), Mumbai
India - 400078

Call: +91 (0) 98190 23011
Email: connect@texavi.com

CONNECT WITH TEXAVI

www.texavi.co.uk
www.facebook.com/texavi
[@pardhas](https://twitter.com/pardhas)
[Texavi Innovative Solutions](https://www.linkedin.com/company/texavi-innovative-solutions)
www.texavi.com/blog