Embrace the Disruption

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Showrooming
Another Disruption!

New Service Offers Taxis Exclusively for Women

By WINNE NU  SEPT. 7, 2014

New Yorkers can already choose from yellow taxis, green cabs or black livery cars. They can tap a smartphone app for a ride, or simply stick out an arm. They can pay with cash or credit.

Now there is one more option: a female driver.

A new livery service starting Sept. 16 in New York City, Westchester County and Long Island will offer female drivers exclusively, for female riders, according to its founder. It will take requests for rides through an app, and dispatch drivers sporting hot pink pashmina scarves.

The service will be called ShepTaxis — she rides in New York City because of regulations barring it from using “taxi” in its name — and aims to serve women who may feel uncomfortable being driven by men, or who simply prefer the company of other women. The app will ask potential riders if there is a woman in their
A Major Disruption is Occurring

• Emerging technologies and media are causing a major disruption in every aspect of life, everything we do
  – The Consumer
  – The Brand
  – Education
  – Communications
  – Transportation
To Survive We Must Embrace the DISRUPTION
State of Mobile

As of 2012 mobile subscriptions were more prevalent than electricity or clean drinking water
Mobile Today

As of this year mobile penetration is at 100%!

[Graph showing population and mobile subscriptions from 2005 to 2014*]
And..

Mobile now exceeds PC Internet usage for first time in history.
Now get this...

As of 2013, college students own on average 6.9 devices.

Tech Devices Owned by College Students

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptop computer</td>
<td>85%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>60%</td>
</tr>
<tr>
<td>Video game console</td>
<td>60%</td>
</tr>
<tr>
<td>MP3 player</td>
<td>67%</td>
</tr>
<tr>
<td>Printer</td>
<td>62%</td>
</tr>
<tr>
<td>Digital camera</td>
<td>61%</td>
</tr>
<tr>
<td>Flat screen TV</td>
<td>60%</td>
</tr>
<tr>
<td>Desktop computer</td>
<td>48%</td>
</tr>
<tr>
<td>Tablet computer</td>
<td>36%</td>
</tr>
<tr>
<td>Handheld gaming system</td>
<td>35%</td>
</tr>
<tr>
<td>Feature phone</td>
<td>33%</td>
</tr>
<tr>
<td>Camcorder/video recorder</td>
<td>25%</td>
</tr>
<tr>
<td>E-reader</td>
<td>21%</td>
</tr>
<tr>
<td>TiVo/DVR</td>
<td>18%</td>
</tr>
</tbody>
</table>

Avg: 6.9 devices owned
Teens more concerned with the technology in their hand than the label on their clothes… *can we all say wearable technology!*
Nothing comes without a price!

Human attention span is shrinking from 12 seconds in the year 2000 to 8 seconds today*

* National Center for Biotechnology Information

This little guys has an attention spam of 9 seconds
Social Media Diversification Required

- Remember it is no longer just Facebook, Twitter and LinkedIn.
- There are many more players on the market that are gaining quick popularity.
Is Facebook Dying?

Hum, I wonder why Rachel’s son is not on Facebook?
Facebook now at 1.28 Billion Active Users in 2014 and GROWING

By 2015 it will surpass the population of China!
Where are the Teens?

a 3% drop in active teens

ComScore, 18-24 year olds
Today there are 255M Twitter Users

China has the most Twitter users at 35.5 million
Growth In Digital Advertising Outpaces Market Average

- Career opportunities being driven by the dollars!
- By 2018, digital spend for advertising projected to reach $82.3 Billion.
- Advertisers are pouring money into the digital space. (Data provided by eMarketer)

Overall, ad expenditures will continue to grow, but by 2018, it is expected that digital spend will represent 37% of all ad spending!
Percent of Marketers Using Social Media to Market their Businesses

This percent is up from 94% in 2012

Source: Social Media Examiner, 2013
A significant 86% said that social media was important to their business!
This percent is up from 83% in 2012.
Over 60% of those surveyed spend less than 10 hours per week on these social media efforts deemed important to business!
What Percent of Airports Are Using Social Media?

Source: Simpliflying, 2012
How Are Airports Using It?

MARKETING is the most common cross-functional role among airports with social media staff working across departments.

- Marketing
- Customer Service Support
- Corporate Communications
- eCommerce
- Others

Most airports are being conservative with the allocation of manpower to social media.

- 7.4%: Over 150 man-hours spent per month
- 14.8%: 100-150 man-hours spent per month
- 55.6%: Fewer than 50 man-hours spent per month
- 22.2%: 50-100 man-hours spent per month

Source: Simplifying, 2012
Why is Social Media so Important?

The influence of social networks

74% of consumers rely on social media to influence their purchasing decisions.

47% of Americans say Facebook is their no.1 influencer of purchases.

81% of consumers are influenced by their friends’ posts on social media when making purchasing decisions.

Source: Online Social Media, 2013
A New Dynamic is Being Formed

Things that affected conversion pre web and social media were all brand initiated and included in store demos, tv ads, print ads, FSI's and coupons, product sampling and billboards.

Then

Now
Do **Not** Take Entry into Social Media Lightly….

- Take it nice and slow
- Determine your voice
- Survey others in the space to follow and engage with
- Create your editorial calendar for consistency
- Develop your community
- Have the right tools in place to listen and engage
- Set rules of engagement
- Have a social media crisis management plan in place

….it is a complicated road to travel
Tools for listening include…
Start with Hootsuite

- Allows you to listen to any conversation
- Keyword triggered
- Helps plan your social media posts for your content calendar
- And best yet, it is free
Professor Drake’s Hootsuite dashboard showing several conversation streams including the keyword UMSL, #UMSLDigital, @pddrake and Tampa Airport.
A Netbase Social Sentiment Analysis

http://www.web-strategist.com/blog/2013/07/30/people-love-uber-but-not-taxis/

Note: Netbase or Radian6 will run you about $500 a month for minimum support.
Avis responds to some but not others…

No response to this tweet.
Hope they checked that Klout score!

Klout is a score based on your level of influence across all the social media channels.
Channels for Engagement

• Twitter
• Facebook
• Instagram
• Vine
• Foursquare
• YouTube
Potential Uses of Social Channels

• Monitor Foursquare airport check-ins to engage and push out offers
• Promoted Tweets for certain hashtags or keywords
• Enticing travelers to capturing “real” airport moments via Instagram, Vine or YouTube for contests.
• Find influencers that travel a lot and engage with them, creating advocates
Example of Engagement

- Find the conversation
- Engage
- Get them to take off line
- Convert
Afternoon Workshop Agenda

• Effective ways to deal with negative online posts
• How to respond to negative reviews
• Maintaining your online reputation
• Effective ways to deal with negative online posts
• How to respond to negative reviews
• Maintaining your online reputation
• How to handle an irate and demanding customer
• Building your social media marketing plan
• Twitter and Facebock best practices
The “Minority Report”…our Future?

http://www.youtube.com/watch?v=7bXJ_obaiYQ

I know I can’t wait, what about you?
Perry’s Contact Information

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Perry’s wife, Rhonda, loves the fact that he is so transparent. She knows where he is every second of the day!