

SOCIAL COMMERCE LESSONS:

The 6 Social Principles that Increase Sales












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awareness
social marketing software

SOCIAL COMMERCE LESSONS:

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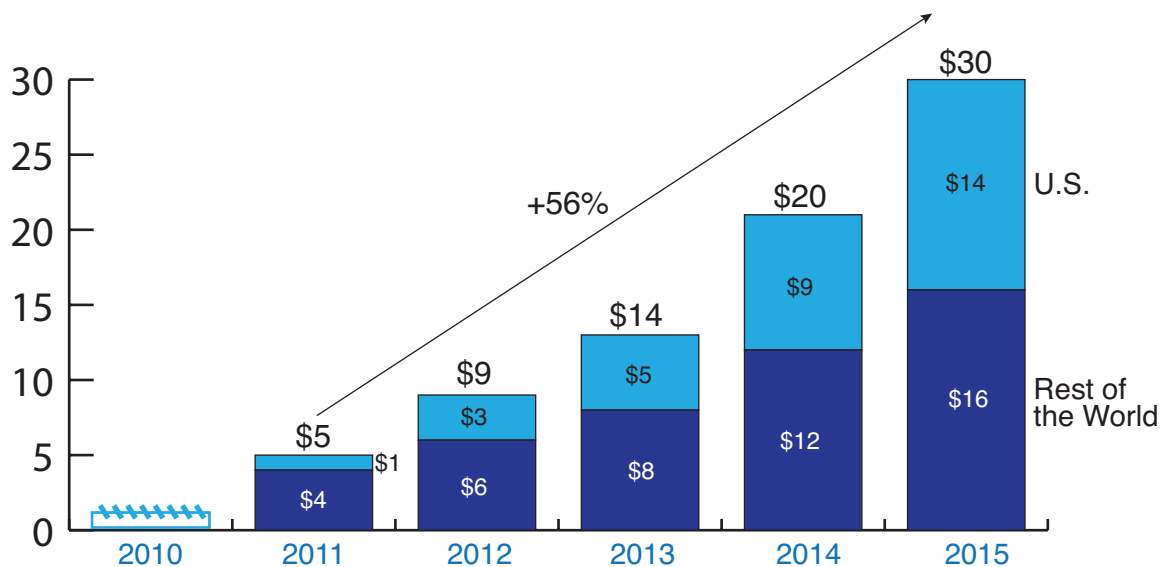
The 6 Social Principles that Increase Sales



Introduction to Social Commerce

Social Commerce, the use of social technologies to listen, understand and engage in order to improve the shopping experience, will triple this year to reach \$3 billion in the U.S. alone. Next year this number is projected to double. By 2015 [Booz & Company](#) estimates that the Social Commerce industry will grow to a \$30 billion dollar business worldwide. Social media platforms, the housing environment for Social Commerce, continue to grow as well, with Facebook adding more than 700,000 users per day, and Twitter adding almost 500,000 per day. Google+ reached [90 million users](#) in 7 months, and is adding [625,000 users per day](#).

Booz & Company Estimate of Social Commerce Market Size (2010-2015; in US\$ Billions)



Note: Numbers might not add up because of rounding

Source: Forrester Research; GP Bullhound; Euromonitor; Booz & Company analysis

Social Commerce definition: Social commerce is the use of social technologies to connect, listen, understand, and engage to improve the shopping experience.

Lora Cecera, [Altimeter Group](#)

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Success stories in Social Commerce range from big brands like the Gap, bringing in sales of \$11 million in one day, to tiny brands like Orabrush tongue cleaners, whose YouTube videos and Facebook ads landed them shelf space at Wal-Mart.



Though the success stories are diverse, they all drive purchase decisions through the Six Social Principles - Social Proof, Authority, Liking, Reciprocity, Scarcity, and Consistency. The Social Principles underlying the meteoric success of Social Commerce can be applied to more successfully attract prospects, more reliably nurture them through the sales and marketing funnel, and more consistently delight them once they become customers. These same Principles can help brands attract influencers and break through to the media.

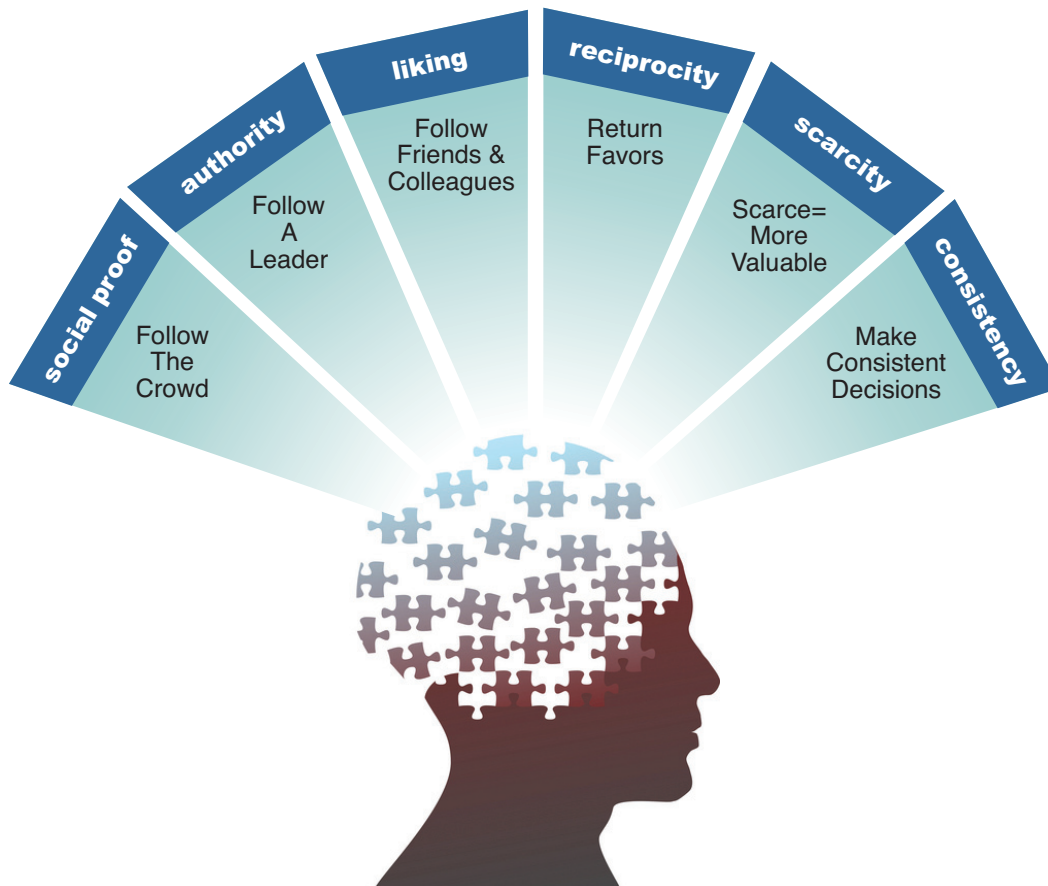
The Six Social Principles can be used as the foundation for all marketing programs because they involve nurturing relationships, building longstanding trust with customers and maximizing the growth of Social Media investments along the way.

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The 6 Social Principles at a Glance



This white paper aims to explain how CMOs and community managers can use the Six Social Principles to gain more prospects, convert them into buyers, and foster them as brand advocates for your business and brand.

The Social Funnel, defined below, describes the processes required to move prospects along the sales continuum. In the new world of social customer relationship management (SCRM), the Social Funnel identifies the goals associated with each target audience - prospects, customers, influencers and competitors. This e-book is focused on helping marketers learn how to achieve these goals using the power of the Six Social Principles.

The Social Funnel: A concept covered by Awareness aiming to help CMOs and social media strategists think about organizing and optimizing social marketing. This model helps to map the dynamic activity that occurs across social media channels. This whitepaper also lays out the steps and best practices to get the most value from social media investments.

[FREE DOWNLOAD: The Social Funnel: Driving Business Value with Social Marketing](#)

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Why Social Commerce Growth and Drivers



Market Size and Success Factors

Even at this early stage, Social Commerce is emerging as a very large market in the global economy. In 2010 it was practically non-existent, yet Booz & Company [estimates](#) that the size of the Social Commerce market will be \$9 billion worldwide in 2012, with \$3 billion generated in the US alone. Fueled by clear return on investment (ROI), the market is expected to grow to \$14 billion in the US and \$30 billion worldwide by 2015. The platforms for Social Commerce are expanding rapidly as well; the audience on Facebook, that social bastion, is over 800 million users and soon it will cross the 1 billion mark. More than 2.5 million websites have integrated with Facebook, with 10,000 more added every day.

We know that [social activities like sharing and recommendations drive sales](#).

- [90%](#) of all purchases are subject to social influence
- [90%](#) of consumers trust recommendations from people they know
- [67%](#) spend more online after seeing recommendations

Sharing and recommendation behavior is growing.

- [75%](#) of Facebook users have “Liked” a brand
- [53%](#) of Twitter users have recommended companies or products

Research has shown that the likelihood of purchase increases when people have a social connection with a brand or product.

- Fans of brands are [51%](#) more likely to buy
- Adding sharing features to a product can increase the spread of awareness [246%](#) with “Likes” and [98%](#) with “Send to a friend.”



“... the **LIKELIHOOD** of a **PURCHASE** increases when people have a **SOCIAL CONNECTION** with a **BRAND...**”



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Early Successes

Even though some brands are still at the experimentation stage with Social Commerce, they are seeing huge early successes. Using group-buying site Groupon, the Gap was able to bring in sales of [\\$11 million in one day](#). On it's Facebook store [P&G sold more than 1,000 boxes of diapers](#) in under an hour. Levi's deployed "Like" buttons and [increased referral traffic 40 times](#), and American Eagle's "Like" button brought them [customers that bought 57 percent more on-average](#) than non-Facebook referrals.



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Social Principles

Though the brands and their target audiences vary, these successful Social Commerce campaigns are applying the same underlying Social Principles to create and deepen relationships in order to nurture prospects toward purchase, one step at a time. Those same Social Principles can be applied to all social marketing campaigns to maximize the return of social media investments.

In fact, the consistent application of the six Social Principles in social marketing planning, campaign design and execution are steadily becoming key indicators of social marketing maturity. Social-savvy companies have moved beyond simply building social presence and are now focusing on meaningful social engagement. These are the companies that will reap the most benefit from their social marketing investments in 2012 and the years to come.

For more information on social maturity and best practices, download the following whitepaper:

[FREE DOWNLOAD: The State of Social Media Marketing: Top Areas For Social Marketing Investment and Biggest Social Marketing Challenges in 2012](#)



“these successful Social Commerce campaigns are applying the same underlying Social Principles to create and deepen relationships in order to nurture prospects toward purchase, one step at a time.”



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Employing Six Social Principles to Drive Sales and Brand Advocacy

Social Psychology explains that there are “rules-of-thumb” people follow to navigate the thousands of decisions that need to be made every day. In his book [Influence – The Psychology of Persuasion](#) Robert Cialdini used observations from hundreds of experiments to identify six key “principles” that human beings use in their daily decision-making. By understanding and using these principles, responsible brands can elevate their social marketing campaign strategy to increase engagement, drive sales, and foster brand advocacy. The chart below outlines these Six Social Principles, explains their mechanism and offers examples of how they apply to Social Commerce or social marketing scenarios.

NAME	BEHAVIOR	HOW IT WORKS	SOCIAL EXAMPLE
1. Social Proof Principle	<i>Follow the crowd</i>	People will tend to follow the crowd. When we see that an item or an activity is popular and well-liked, we are more comfortable following along.	Prospects are more likely to have an interest in something that others are clearly interested in. Shoppers are more likely to buy an item with more reviews or higher ratings.
2. Authority Principle	<i>Follow the leader</i>	People will follow someone that they think is an expert or a knowledgeable person.	Shoppers are more likely to purchase an item recommended by an expert or a professional reviewer, such as a movie critic or analyst.
3. Liking Principle	<i>Follow friends & colleagues</i>	People will follow other people that they like, admire, share interests with or find attractive.	Shoppers are more likely to buy items that friends have recommended or that movie stars / sports figures have endorsed.
4. Reciprocity Principle	<i>Return favors</i>	People are wired to repay kindness or a benefit that they received.	People are more likely to buy items that they have sampled.
5. Scarcity Principle	<i>Things that are scarce are more valuable</i>	People will value items that are harder to get.	Urgency can be created by offering limited-time discounts, items with limited availability, or any kind of limited access, including exclusivity.
6. Commitment and Consistency Principle	<i>Make consistent decisions</i>	People will try to follow earlier commitments or decisions they have made in the past.	People show interest and are influenced to buy items that that are shown to fit their lifestyle or personality. Once a purchase is made, buyers who feel they've made a commitment tend to be loyal.



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Applying Social Principles in the Social Funnel



[The Social Funnel: Driving Business Value with Social Marketing](#) e-book highlighted that different types of “Social Profile” types, due to their varied needs, require different nurturing approaches. For example, the marketer’s goal with prospects is to move them along in the funnel and turn them into customers. Once prospects become customers, their needs change, and in response, the marketing approach needs to be adapted toward providing excellent service and valuable content. As a result, customers become more engaged which is an essential step in converting them into brand advocates. Media and opinion leaders need specific information – ranging from product announcements to insightful industry data, trends and unique points of view. By providing such information, companies can build relationships with influencers that can support both thought leadership.

In the following sections of this white paper, marketers will learn how to apply the powerful Social Principles to create effective social marketing programs that drive optimal return on their investment.



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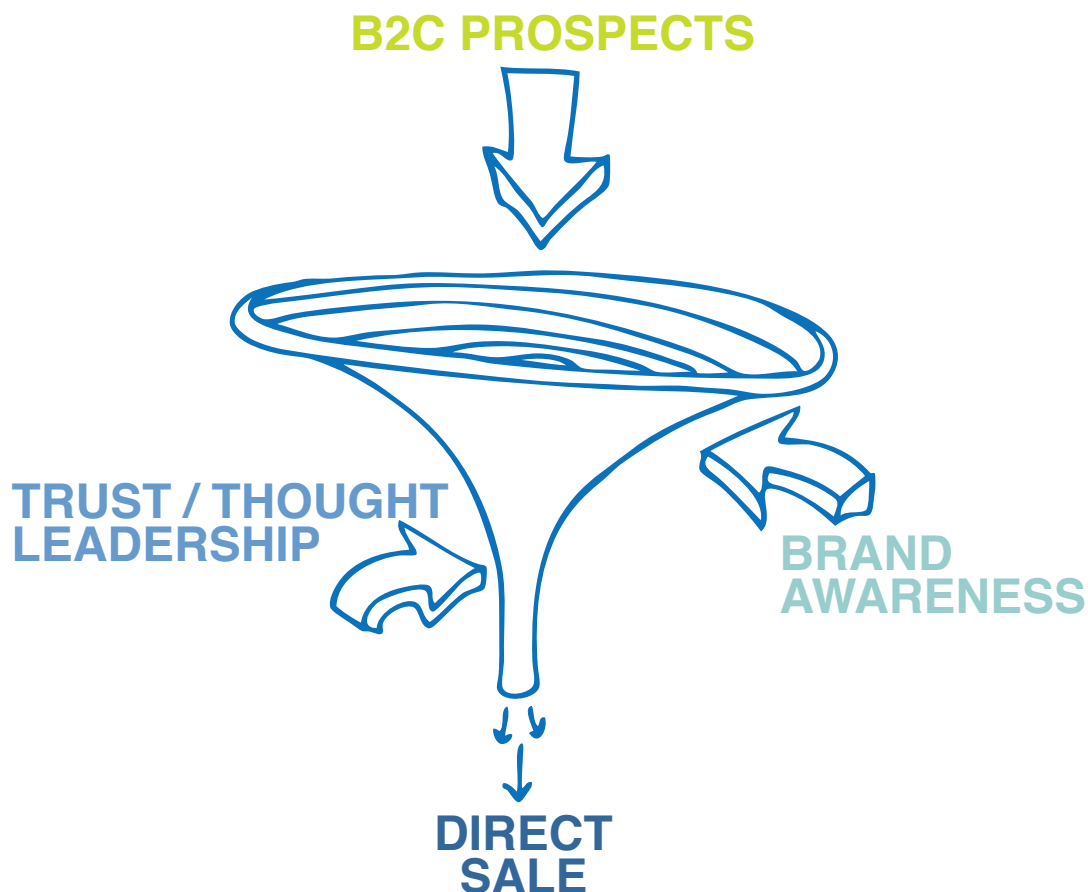


Applying Social Principles with B2C Prospects

For Business-to-Consumer (B2C) companies, the main goals with Prospects in the Social Funnel are to create brand awareness, establish trust and/or thought leadership, and advance them through the sales funnel potentially to a direct sale.

At this stage, the Social Proof, Authority, and Liking Principles are the most powerful tools in the marketing toolbox. Initially, if consumers can see that the brand is valued (Social Proof), that authorities or leaders appreciate and support the brand (Authority), or that friends or colleagues recommend it (Liking), his/her odds of entering into and moving along the Sales and Marketing Funnel are dramatically higher. Seeking Reciprocity in action in the form of open, authentic interactions with existing customers can also help to convince prospects that the company or brand is worth their engagement.

Depending on the type of product, using the Scarcity Principle in the form of specials and offers can be useful. It's important to avoid overuse with this approach. Enticements such as polls or quizzes can work (using the Commitment Principle) as well.



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Social Principles with B2C Prospects in Order of Relative Priority and Level of Social Marketing Maturity

NAME	BEHAVIOR	PRINCIPLES IN ACTION
1. Social Proof Principle	<i>Follow the crowd</i>	Start out with building up and displaying Likes, Reviews and Recommendations. Show “popular items,” “most commented,” “most favored.” Next, provide full customer stories from key customers, create a two-way dialogue with fans and commenters.
2. Authority Principle	<i>Follow the leader</i>	First, find out who the Authorities and Influencers are for your type of product or service. Start by retweeting, posting, and linking to their work. Invite them as guest bloggers and create the relationship by asking for product feedback or reviews. At the more advanced level, publish insightful content so you can become an industry destination for your area of expertise. Then branch out to provide that expertise to others.
3. Liking Principle	<i>Follow friends & colleagues</i>	Start by showing typical customers and how they use of your product, allowing prospects to identify with those customers and your offering. Ensure that content is easily shareable. Create ask-a-friend tools where prospects can ask opinions or make comments on friends’ choices. In the advanced stage, create personalized storefronts showing friends’ choices and recommendations or make product recommendations based on deep social profiles.
4. Reciprocity Principle	<i>Return favors</i>	The key is to be helpful – don’t sell to prospects – help them solve a problem, even if it means recommending another solution. Show them you care about what your prospects care about, not about what’s important to you. Respond to all comments – be helpful. Monitor social media conversations, responding fairly to criticisms, answering questions and spreading accolades. For more advanced tactics, create spread-the-word programs where friends are rewarded. Create content, social media entertainment or sponsored games to give away.
5. Scarcity Principle	<i>Things that are scarce are more valuable</i>	Create time-limited or availability-limited specials, sales or coupons tied to a specific action – use this principle at the right time to convert prospects into customers. At the advanced level, create location-based exclusive offers or group-buying opportunities.
6. Commitment and Consistency Principle	<i>Make consistent decisions</i>	Start with creating polls or quizzes that fit the lifestyle or personalities of prospects and buyers and give them interesting information as a result. Next, associate the brand with entertainment or games that would appeal to each type of prospect.



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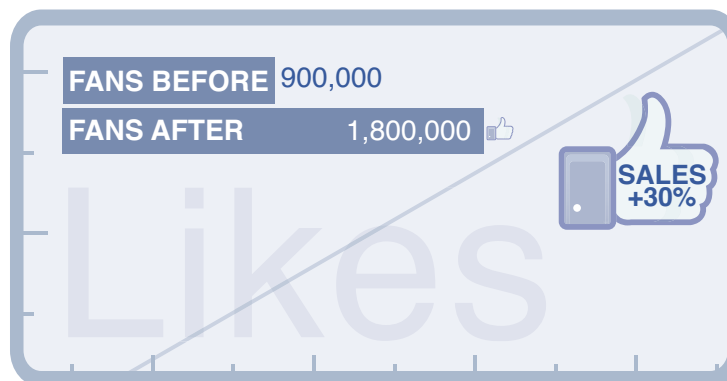
Social Principles with B2C Prospects in Action

Most B2C Prospect initiatives combine two or more of the Social Principles together to create effective social selling dynamics.

Social Proof and Liking: F-Commerce

The Social Proof and Liking Principles are in clear evidence on Facebook. The count of Likes for a brand page is one simple measure of Social Proof. Opinions and recommendations of friends recorded on walls or brand pages are a manifestation of the Liking Principle: They are a clear path for connected friends or colleagues to follow.

Many brands have undertaken successful initiatives on Facebook with social commerce, these initiatives also known as F-Commerce. [Disney's Tickets Together](#) app allows groups to plan seeing movies together, including buying the tickets and scheduling the movie gathering as an event. Featured on blogs and news outlets, the Tickets Together app generated more than [64 million views](#). [Macy's Fashion Director](#) allows users to create an outfit and then collect opinions and votes from friends about buying the outfit. Using Fashion Director, Macy's was able to [double its Facebook "fans" to 1.8 million](#), and increase sales by 30% during the time it was launched. [Levi's Friends Store](#) creates personalized stores made up of items that friends like. The Store attracted more than 30,000 fans when it launched, and allowed Levi's to increase its social reach to over 9 million fans. The Friends Store has a 15 percent higher sales rate and a 50 percent higher average order value.



Macy's "Fashion Director" app significantly affected their sales and online presence!

Social Proof and Scarcity: Group Buying

Sales and coupons have been common for decades. The added "sociability" of online sales and coupons has introduced sophisticated new ways to apply the Scarcity Principle in action. The daily deal and group-buying phenomena are centered around the Scarcity and Social Proof Principles. [Groupon](#), [Woot](#) and [LivingSocial](#) create Scarcity by requiring a group of buyers to commit before a deal is triggered and by limiting the time and the number of orders at the deal price. Groupon touts over [50 million members](#) and has sold over 25 million Groupons. LivingSocial claims [85 million subscribers](#) and over 22 million deal vouchers sold.

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Applying Social Principles with B2C Customers

Since customers already have direct experience with the brand and products, they are likely to be most influenced by the Reciprocity and Commitment Principles. Reciprocity and commitment, nurtured through timely responses to questions or fueled by customer bonuses and benefits, can create deeper brand connections and move the customer toward repeat purchase and brand advocacy.



Social Principles with B2C Customers in Order of Relative Priority and Level of Social Marketing Maturity

NAME	BEHAVIOR	PRINCIPLES IN ACTION
1. Reciprocity Principle	<i>Return favors</i>	Monitor social media conversations, provide great service, respond fairly to criticisms, answer questions, spread accolades. At the more advanced level, create referral programs rewarding friends, or create exclusive privileges, opportunities, or statuses for customers.
2. Commitment Principle	<i>Make consistent decisions</i>	Create brand-based badges or statuses...these are "small commitments" to keep the customer identifying with your brand. Use "open user forums" to allow customers to solve problems. Create user profiles and community opportunities for users to participate. At the most advanced level, create Brand Advocate or Ambassador programs where Advocates can create detailed customer stories or can help with questions and community support.
3. Scarcity Principle	<i>Things that are scarce are more valuable</i>	Have exclusive offers, private shopping events, deal feeds and other benefits exclusively for customers.
4. Liking Principle	<i>Follow friends & colleagues</i>	Make all content is easily shareable, which in turn will expose your brand to customers' friends. In the advanced category, create personalized storefronts showing friends' choices and recommendations or allow customers to find other people like them.
5. Authority Principle	<i>Follow a leader</i>	Update customers on any brand coverage with Authorities, including guest bloggers, media and celebrities. Ask customers who they consider authoritative and seek their engagement.
6. Social Proof Principle	<i>Follow the crowd</i>	Promote opportunities for customers to leave reviews, comments, ratings, and customer stories. Encourage customers to leave reviews on third-party review sites



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Social Principles with B2C Customers in Action

Authority and Liking: Brand Ambassador Programs

Brand Ambassador Programs are examples of companies combining the Authority and Liking Principles. In the [Ford Fiesta Agents program](#), 100 Fiesta drivers took part in monthly challenges, blogging and commenting about the experience. A phenomenal success, the campaign generated more than [4.8 million YouTube views](#), more than 600,000 Flickr and over 3.4 million Twitter impressions. The Fiesta achieved a 40% awareness level among its target customers at product launch, a result which usually takes two-to-three years to achieve in the automotive industry.

[Fiskars](#), a 350-year-old company known for their scissors, sponsored a brand ambassador program called [Fiskateers](#) to combat commoditization in the crafting tool market. The wildly successful program attracted more than 5,000 brand ambassadors, increased online conversations about the brand by over [600%](#), and resulted in a sustained 57 percent increase in website traffic. When Fiskateers visit local crafting stores, they drive twice the daily sales volumes.



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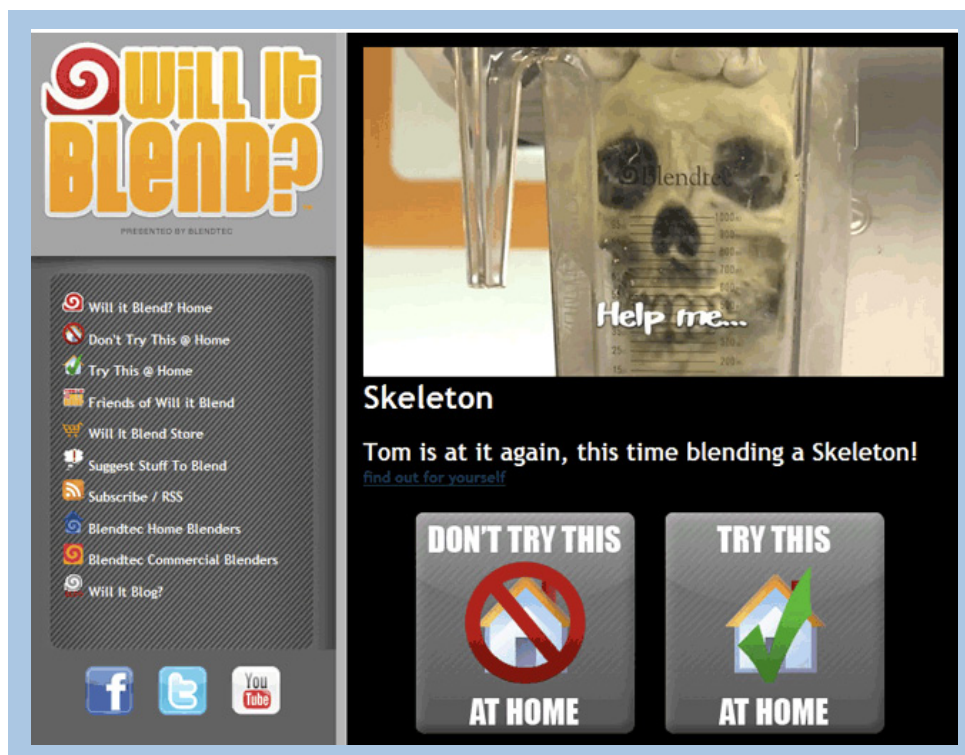
Commitment, Reciprocity and Social Proof: Game Dynamics

The elements of game dynamics include progress indicators, badges and rewards. Gamification combines three of the Social Principles together: Commitment, Reciprocity and Social Proof. The elements of games are showing up in [many different industries](#), from exercise (like FitJump) to recycling (like RecycleBank). Companies like Badgeville, Bunchball, Gamify, and BigDoor have launched software that helps companies add gaming layers to just about anything.

Using Badgeville, [Recycle Bank](#) was able to increase refer-a-friend results by 820%, and boosted awareness with 4,000 tweets and 500 blog posts. [Shopkick](#) is a mobile app that uses game dynamics to spread local deals and increase foot traffic. Using Shopkick, Sports Authority has seen an impressive 350% increase in foot traffic! This app now boasts more than 2.5 million users who have browsed more than 350 million items.

Social Proof and Reciprocity: Social Entertainment

Blendtec was one of the pioneers of social entertainment with the “[Will It Blend](#)” campaign. They achieved 134 million views on YouTube, but more importantly, they achieved a 700% increase in sales. Old Spice achieved spectacular results with their [Old Spice “Man” video campaign](#), with [1.4 billion impressions](#), a 100% increase in sales during the campaign and a 300% increase in web traffic.



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Applying Social Principles with B2B Prospects

Business-to-Business (B2B) sales are much more complex than B2C sales. B2B purchase decisions are usually made in groups, with objective criteria that the group can buy into. B2B involves longer sales cycles, includes many stakeholders and requires a different approach from marketers in order to successfully influence buying decisions.

The Six Social Principles can be applied in B2B content as well; however, their order of importance changes. The power of Authority is greater, as B2B authorities (analyst groups, top opinion leaders) specialize in evaluating complex products using objective criteria. Social Proof is useful when it can be used to show similar companies using a product or service.

Reciprocity can play a more subtle role – B2B prospects can be swayed in favor of a brand when they see the brand being supportive of its existing customers.



Social Principles with B2B Prospects in Order of Relative Priority and Level of Social Marketing Maturity

NAME	BEHAVIOR	PRINCIPLES IN ACTION
1. Authority Principle	<i>Follow a leader</i>	Find out who the Authorities and Influencers are for your industry. Start the relationship by passing along their work by retweeting, posting and linking to it. In the advanced category, become a useful knowledge source and information hub in the industry, publishing white papers, industry surveys, and trend reports. Invite authorities as guest bloggers to your destination.
2. Social Proof Principle	<i>Follow the crowd</i>	Start by posting case studies, testimonials and recommendations. Maintain a LinkedIn company profile and encourage follows. Display customer logos. For more advanced tactics, create an open support forum where advocates can help with questions and can create detailed reviews and customer stories.
3. Reciprocity Principle	<i>Return favors</i>	Monitor and respond to social media conversations, provide great service, answer questions. In the advanced category, create free assessments, infographics, e-books, surveys, polls and trend reports.
4. Liking Principle	<i>Follow friends & colleagues</i>	Show case studies that are segmented by type of business customer (to help prospects identify with the company). Make content is easily shareable. Create ask-a-colleague tools where prospects can ask or share opinions.
5. Scarcity Principle	<i>Scarce things are more valuable</i>	Create time-limited or availability-limited specials, sales or coupons. Use 14-day trials, limited beta invitations, limited webinar seats, and limited seats for events.
6. Commitment Principle	<i>Make Consistent Decisions</i>	Create ROI calculators and “recommenders” to fit the needs of prospects and buyers, giving them valuable content as a result for their small commitment.



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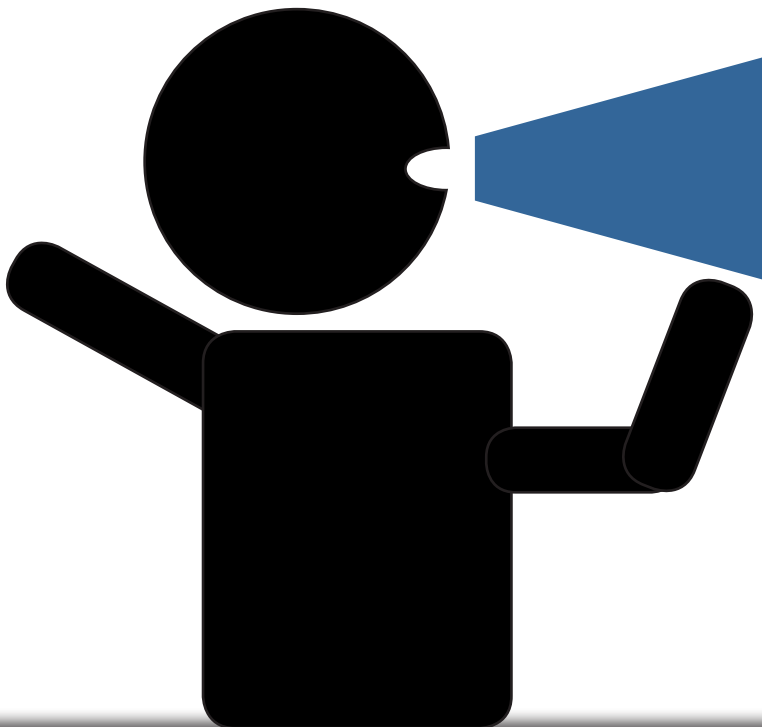
Social Principles with B2B Prospects in Action

Social Proof: Social Media-only Product Launches

[Cisco](#) has long been engaged in social media activity, often running campaigns together with traditional engagement strategies. To test the impact of social media, Cisco recently launched a new router using [only social channels](#). 9,000 people attended their social media product launch, 90 times more than their past product launches. They garnered almost three times the press over their traditional outreach methods, and had more than 1,000 posts written about the launch...bringing in more than 40 million online impressions. The launch was one-sixth the cost of a traditional Cisco launch.

Authority and Reciprocity: White Papers and Online Industry Communities

In the decidedly unsexy shipping services business, [ShipServ](#) was eager to drive up traffic and sales leads, and engage customers instead of “shouting” at them. Through blogging, a new content-featured website, white papers, LinkedIn and social media promotion on Twitter and Facebook, the company was able to establish itself as an industry authority in less than seven months. Website visitors increased almost 60% and the campaigns generated more than [1,000 leads](#). The company estimates that the same results would have cost triple using traditional media.



ENGAGING

customers instead of
SHOUTING
at them helped
[ShipServ](#) drive up
traffic 60% and
generated more than
1,000 new leads!



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Applying Social Principles with B2B Customers

B2B Customers are busy, their relative frequency of using B2B products and services can vary from weeks to months, and B2B users are not always the original B2B buyers or decision-makers. Keeping top-of-mind, fostering ongoing engagement, ensuring positive brand experiences, and having effective referral programs can be a challenge for B2B marketers. Here's how engaging the Six Social Principles can make their job easier.

Reciprocity and Commitment can be among the most powerful ways to further B2B Customer relationships. With timely responses to questions and concerns and by offering customer bonuses and specials, marketers can cultivate deeper brand connections and move the customer successfully toward repeat purchase and brand advocacy.



Social Principles with B2B Customers in Order of Relative Priority and Level of Social Marketing Maturity

NAME	BEHAVIOR	PRINCIPLES IN ACTION
1. Reciprocity Principle	<i>Return favors</i>	Monitor social media conversations, respond fairly to criticisms, answer comments and questions, spread positive customer experiences. Participate actively in LinkedIn Groups or create new LinkedIn Groups focused on customer needs to pain points (use cases). At a more advanced level, create referral programs where customers are rewarded. Offer exclusive privileges, opportunities, or statuses for Customers.
2. Commitment Principle	<i>Make consistent decisions</i>	Use FAQs and open user forums, segmented by types of customers, to continue the small commitment of participation with the brand that can lead to larger commitments of testimonials and repeat buys.
3. Scarcity Principle	<i>Scarce things are more valuable</i>	Have exclusive access to events, webinars, industry reports, customer roundtables, and customer advisory boards. At the advanced level, provide exclusive customer invitations to test or define new products. Launch and hold Customer advisory councils.
4. Authority Principle	<i>Follow a leader</i>	Update Customers on any brand coverage with Authorities, Guest Bloggers, and marquee customers. Inform them about new Customer wins
5. Social Proof Principle	<i>Follow the crowd</i>	Create a Customer Council or User Group program for Customers to share solutions and best practices. Promote opportunities for customers to leave testimonials, comments, ratings, and customer stories. Encourage Customers to leave reviews on industry or third-party review sites as well as social networks.
6. Liking Principle	<i>Follow friends & colleagues</i>	Create segmented communities where customers can interact, connect with other customers, and find other professionals like themselves.



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Social Principles with B2B Customers in Action

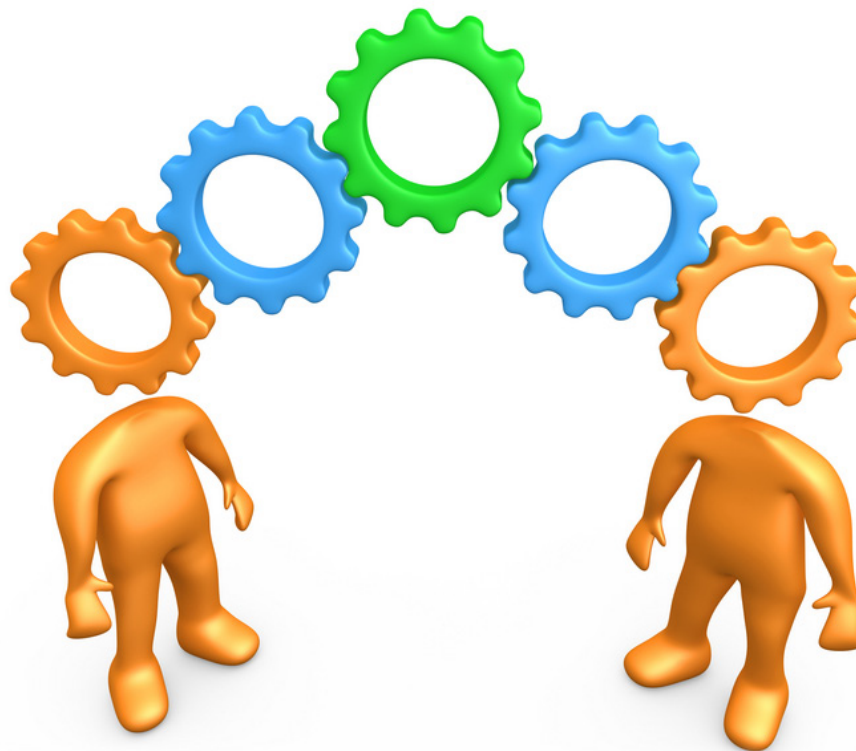
Reciprocity: A Rewards Campaign

[American Express](#) supports and rewards business customers, with long-standing platforms such as [OPEN Forum](#) to running special campaigns across Facebook. The recent “[Big Break](#)” campaign was a contest for Subject Matter Experts (SME’s), where five winners received an all-expense paid trip to Facebook HQ for a one-on-one business makeover and \$20,000 to aid their existing social media strategy.



Commitment and Social Proof: An Idea Exchange and Marketplace

Continuous involvement and support with small interactions help customers be consistent in making larger purchase decisions with your brand. [Archer](#), a security software division of EMC, has an entire [online community](#) dedicated to enterprise governance, risk, and compliance software. The [IdeaExchange](#) is a great example of a B2B social community, with more than 7,000 users actively communicating and collaborating. As an extension of this, Archer also created a [marketplace](#) where users can download applications developed by other users.



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Applying Social Principles Media and Influencers

The Social Principles approach can vary with Media and Influencers depending on the strengths of the company, its products and team. If the company has a strong management team, a strong message, and/or other proven connections to Influencers, it can employ the Authority Principle. Social Proof is another key “proof point” that Influencers look for, usually in the form of high-profile customers, glowing testimonials, impressive customer counts, or financials.

Other ways to engage Influencers include being helpful to them on their terms (Reciprocity), calling attention to favorable reviews from similar Influencers, or relating to their specific areas of coverage or passion.



Social Principles with Media and Influencers in Order of Relative Priority and Level of Social Marketing Maturity

NAME	BEHAVIOR	PRINCIPLES IN ACTION
1. Authority Principle	<i>Follow a leader</i>	Proven management team with a thought-provoking point of view on industry trends, Board of Directors roster
2. Social Proof Principle	<i>Follow the crowd</i>	Key customers and testimonials, number of new customers, engagement levels, sales, revenues
3. Reciprocity Principle	<i>Return favors</i>	Be helpful - review editorial calendars and provide insightful company or business data in support of the topics to be covered
4. Liking Principle	<i>Follow friends & colleagues</i>	Reviews from similar journalists or influencers at the same level or with similar focus, testimonials from media “darlings”
5. Scarcity Principle	<i>Scarce things are more valuable</i>	Offer limited beta invites provided to the publication or influencer; employ news exclusives
6. Commitment Principle	<i>Make consistent decisions</i>	Relate to influencers’ particular interests or passion points by offering new data, insights or executive points of view related to those interests.



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Measuring Success

By now, we hope you understand the relevance of the Six Social Principles to the success of your social marketing initiatives. Your social marketing success will depend on multiple factors:

- how well you understand the Six Social Principles
- how responsibly and consistently you use them
- what level of resources, budgets and toolset you have at your disposal to scale your efforts and get the most in return.

Beginning social marketers will be more focused on building their Social Presence and Social Reach – after all, you can't engage an audience that does not exist. As those marketers continue down the path of social marketing maturity, they will shift their focus from reach to social engagement. These engagement campaigns increase in sophistication, requiring different metrics for success.

Using the Six Social Principles as the context, we offer a range of at-a-glance metrics that will help measure the success of your social marketing efforts. For a detailed discussion on how to effectively measure your social marketing initiatives, download our free e-book [The Social Funnel: Driving Business Value with Social Marketing](#).



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The 6 Social Principles that Increase Sales



Social Measurements Based on Level of Social Marketing Maturity

NAME	BEHAVIOR	LEVEL	PRINCIPLES IN ACTION
1. Social Proof Principle	<i>Follow the crowd</i>	Beginner	Social Reach: total count of Likes, followers. Social Proof Footprint: count of likes, followers, reviews, recommendations
		Experienced	Social Proof Velocity: Growth of comments, retweets, reviews over time
		Advanced	Social Proof Return: orders and order value delivered from reviews, social connections, and recommendations
2. Authority Principle	<i>Follow a leader</i>	Beginner	Authority Awareness: Following Authorities via various social platforms (Twitter, SlideShare); # of Authorities following you back
		Experienced	Authority Relationships: Authorities engaging with your content (retweets, comments)
		Advanced	Authority Traction: Authorities reaching out to your team to request data, invite to industry webinars and conferences
3. Liking Principle	<i>Follow friends & colleagues</i>	Beginner	Typical customers and prospects identified and targeted with focused content.
		Experienced	Frequency of shares, reviews, and recommendations
		Advanced	Order volume and size from friend and colleague recommendations
4. Reciprocity Principle	<i>Return favors</i>	Beginner	Response to questions, comments & concerns
		Experienced	Referral traction: Activity generated from referrals
		Advanced	Repeat purchases, increased share of wallet, reduced churn, increases in customer referrals, Customer Referral Value
5. Scarcity Principle	<i>Scarce things are more valuable</i>	Beginner	Traffic, Views and Responses of specials content
		Experienced	Order volumes, new referrals
		Advanced	Return on investment based on customer lifetime value
6. Commitment Principle	<i>Make consistent decisions</i>	Beginner	Responses to polls, quizzes and petitions
		Experienced	Social entertainment views, comments, shares; Count of brand badges and engaged prospects
		Advanced	Order volume and size from poll, quiz, entertainment and game dynamics sources



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Parting Thought

[Mari Smith](#) reminds us that successful marketing is about building relationships first. In her new book, [The New Relationship Marketing, How to Build a Large, Loyal, Profitable Network Using the Social Web](#), Mari states: “We need empathy in the business world now more than ever, because people are being far more open with everything they share in public through social sites. Expressing empathy allows us to draw others out, show that we care, open up new opportunities to serve our marketplace, and enhance our reputation as quality people and companies.” We hope you use the insight you gain in the white paper to build lasting and meaningful relationships with your prospects, customers and opinion leaders.

Good luck!



Additional Resources

- [The Social Funnel: Driving Business Value with Social Marketing:](#)
This eBook helps CMOs and social media strategists think about organizing and optimizing social marketing and lays out the steps and best practices to get the most value from social media investments.
- [The State of Social Media Marketing: Top Areas For Social Marketing Investment and Biggest Social Marketing Challenges in 2012](#)
Learn how leaders allocate resources, discover the top social platforms and social media management tools they use, social marketing investment priorities, and the practices companies will adopt in 2012.
- [How to Audit Your Social Marketing Efforts:](#)
Learn how to evaluate the effectiveness of your current social marketing strategy. Identify new ways to improve the return on your social marketing investment.
- [11 Strategies to Increase Engagement:](#)
11 Strategies to Increase Engagement helps marketers facilitate communication with their audience, highlighting best practices for businesses of all sizes.

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About Awareness

Awareness, Inc. is the leading provider of enterprise-class, on-demand social marketing management software (SMMS) for marketers to publish and manage social content, engage with their audience and measure the effectiveness of their social media activities across multiple social media channels. The Awareness Social Marketing Hub is built upon Awareness' expertise with some of the world's leading brands and marketing agencies including MLB, Sony Pictures, Comcast, Likeable Media, Associated Press, Cox Communications, Mindjumpers and American Cancer Society.

The Awareness Social Marketing Hub is built to address the challenges marketers face managing multiple social channels. The Social Marketing Hub is the first enterprise-class application for serious marketers who want to plan, implement and measure meaningful social media strategies across the organization.

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