The Social Element
We do amazing things on social
Using Social Media to Rock at Marketing and Selling

Tamara Littleton, CEO
Twitter: @tlittleton
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Consumer expectation

• A consistent tone of voice that represents the brand
• Fast reaction to their comments, complaints or questions about the product
• Omnipresence when things go wrong or during a crisis
• And if they must be advertised to it should be good content (e.g. emotional, funny, useful)
• Create tone of voice guidelines
• Publish a mixture of ‘hero content’ like advertising campaigns, videos, images and also ongoing content to keep interest and keep the brand front of mind
• Invest in paid social
• Talk back to consumers on all of the social channels both quickly and on brand being as helpful and human as possible
• Test and measure everything so you know what’s working
• Invest in social listening tools so you can have insight into what consumers are saying about your brand and products or services and you can respond to them too
• Invest in governance e.g. rules of engagement, crisis management etc.
The Social Element

B2B vs B2C
Consumer expectation

• A consistent tone of voice that represents the brand – they must feel like they know the brand and what it stands for
• Fast reaction to their comments, complaints or questions about the product
• Omnipresence when things go wrong or during a crisis
• And if they must be advertised to it should be good content and for B2B it must answer questions about the product or services (focus on logic not emotion)
Pow!
• Create tone of voice guidelines
• Publish a mixture of ‘hero content’ like advertising campaigns, videos, images and also ongoing content to keep interest and keep the brand front of mind
• Invest in paid social but very targeted
• Talk back to consumers on all of the social channels both quickly and on brand being as helpful and human as possible
• Test and measure everything so you know what’s working
• Invest in social listening tools so you can have insight into what consumers are saying about your brand and products or services and you can respond to them too
• Invest in governance e.g. rules of engagement, crisis management etc.
“Your brand is what people say about you when you’re not in the room”

Jeff Bezos, Founder and CEO of Amazon.com
2 Years From Now, If You Don’t Have A Personal Brand, Nobody Is Going To Work With You
2 Years From Now, If You Don’t Have A Personal Brand, Nobody Is Going To Work With You
BE HUMAN
Tamara Littleton
CEO at The Social Element

Tamara tends to learn quickly and trust intuition with strong creative and social skills.

- What Comes Naturally to Tamara
  - Consider social events a high priority
  - Quickly commit to something
  - Feel sad if an accomplishment goes unrecognized
  - Try to reduce or avoid structure and bureaucracy
  - Ignore existing rules and processes

Coworkers
- Jennifer Paine
- Ashley Cooksley
- Claire Furner

More details
Tamara tends to learn quickly and trust intuition with strong creative and social skills.
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Just Not Sorry – the Gmail Plug-in

Offered by: Def Method

Social & Communication | 33,632 users

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Plan for the future

president@company.com

Plan for the future

Dear Mr. President,

I’m just writing to say that I’m sorry for taking so long to get back to you. I think I have a plan for the strategic direction of the company in the coming year. I’m no expert but

Using “sorry” frequently undermines your gravitas and makes you appear unfit for leadership. --Sylvia Ann Hewlett

Steve Brudz
Lead Consultant @ Cyrus Innovation
Agile Software Development and Consulting
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