



JACK YAN & ASSOCIATES

Building brands in an era of social networking

Travel Tech 1
October 6, 2009

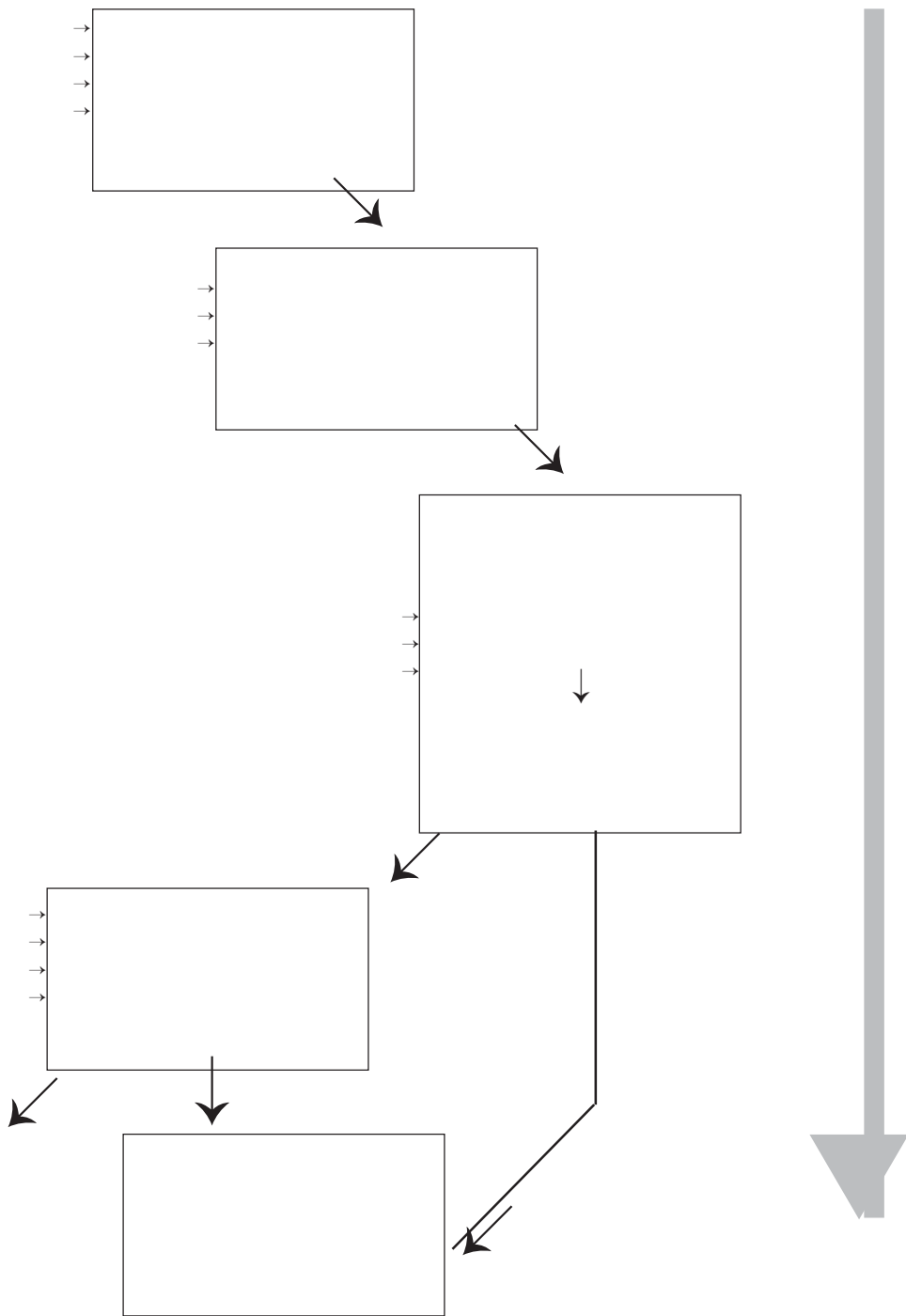
Today

What is branding?

Consumer engagement

Why SMEs are better equipped

Twitter and Facebook



Why we should engage our customers

Our brand.

Branding is the methods in which the organization communicates, symbolizes and differentiates itself to audiences.

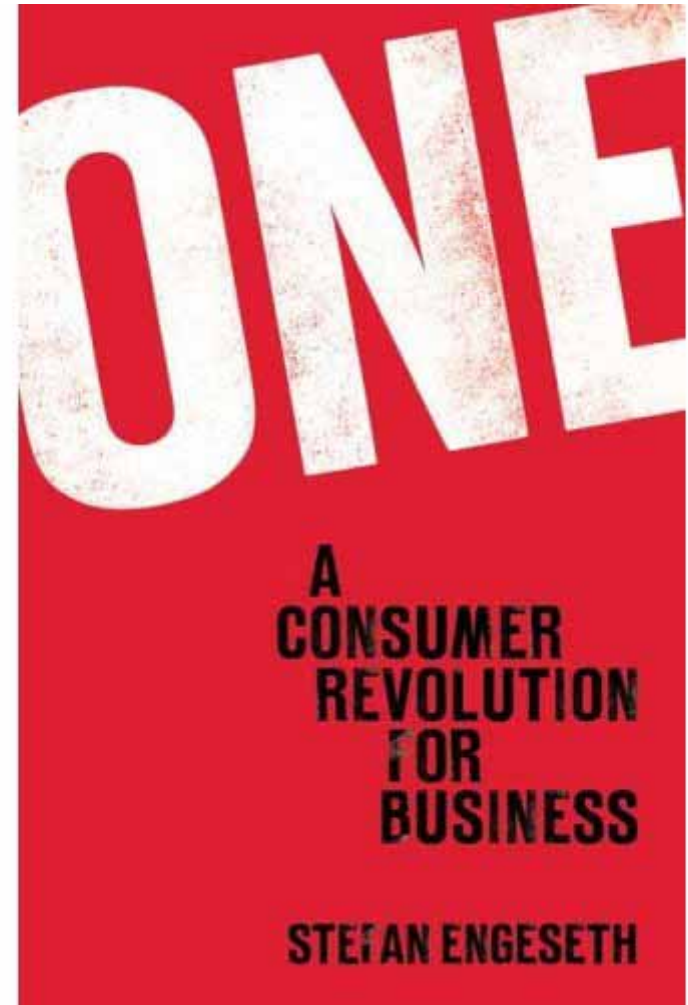
The first point

We are what
makes our firms
different.
Our personalities.

The literature

Gronröos talks about one-to-one;
Engeseth talks about being one.

If you engage your customers, you begin to know how you can exceed their expectations.



The first point

We are what
makes our firms
different.
Our personalities.

The second point

Let's step up to the
plate and engage
our customers—
showing them why
we're different.

Twitter

- Brings you closer to your customer.
- A tool for differentiation.
- Provides transparency for your audiences—so they can get a feel if their values match yours.



Jack Yan's Twitter page

<http://jackyan.com>
<http://jya.net>
<http://lucire.com>
<http://lucire.net>
<http://lucire.tv>
<http://medinge.org>
<http://autocade.net>
<http://fontpolice.org>

twitter

Home Profile Find People Settings Help Sign out



jackyan

@a_web_designer No snow here, but a lot in the centre of the island and toward Napier. I was driving from Hamilton to Wellington yesterday.

about 1 hour ago from web in reply to a_web_designer

is doing the slides for his speech tomorrow as he waits for Adobe Illustrator to render ...

about 1 hour ago from web

@a_web_designer Been crazy here in New Zealand, too. Went below zero yesterday as I drove and got snowed in on four state highways.

about 2 hours ago from web in reply to a_web_designer

@jacksonjwood I have read the online version and it is swell—can't wait to see Rory's layout.

about 4 hours ago from web in reply to jacksonjwood

@nzfashion Just the one. Shared a hotel room with it.

about 4 hours ago from web in reply to nzfashion

@rarahsobson Will do! Might pop up to Vic at the end of the week.

about 5 hours ago from web in reply to rarahsobson

@_socialeyes The Dunedin show sponsorship situation.

about 5 hours ago from web in reply to _socialeyes

blogged: Napier is this really snowy, icy town, right? <http://bit.ly>

Name Jack Yan 甄爵恩

Location Wellington, New Zealand 新西兰威灵顿

Web <http://jackyan.com>

Bio LL B, BCA (Hons.), MCA. Mayoral candidate; CEO, Jack Yan & Associates; publisher, Lucire; director, the Medinge Group; author; typeface designer; speaker.

1,876 1,966

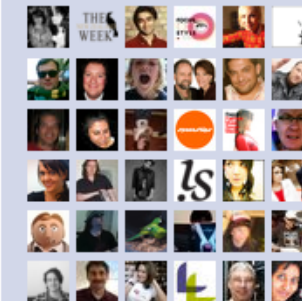
following followers

Tweets

9,963

Favorites

Following



View All...



RSS feed of jackyan's tweets



Twitter continued

- And you can search for your potential customers—and figure out if they are people you can easily connect with.

Twitter is not a one-way broadcasting channel. New-media users expect to have engagement, not spam.

Without engagement, are you really differentiating?

Twitter ratios of the rich, famous or arrogant (June 2009)

<i>Person</i>	<i>Following</i>	<i>Followers</i>	<i>Ratio</i>
Barack Obama	774,412	1,521,246	50.91%
Britney Spears	394,119	2,001,339	19.69%
Stephen Fry	54,871	582,862	9.41%
John Campbell	309	3,933	7.86%
Ashton Kutcher	174	2,362,185	0.01%
Oprah Winfrey	14	1,642,692	0.00%
Al Gore	8	1,063,340	0.00%

Facebook

Set up groups or fan pages for your business, to achieve the same ends.

Have your page carry your Tweets, if you wish.

But make sure it doesn't become a one-way channel.



Edit Page

Promote Page with an Ad

Add Fan Box to your site

More

The global fashion magazine. First UNEP fashion industry partner from 2003. Always ahead of the curve—much like our readers. (Also see lucire.com/facebook for our Facebook group.)

Information

Founded: October 20, 1997

Insights

See All

7.8 Post Quality

6 Interactions This Week

Lucire

- Wall Info Photos Boxes +

What's on your mind?

Attach: [Icons]

Share

Lucire

Just Fans

Settings



Lucire

Chanel to launch Coco Cocoon line, with Lily Allen fronting campaign

Some of you will have seen the ads for Coco Before Chanel (currently on at the Penthouse Cinema here in Wellington), on the eve of its release in New York and Los Angeles...

Fri at 1:07pm · Comment · Like · Share



Lucire

Richie Rich, Pamela Anderson in Tourism snapshot

Hill & Knowlton, Inc. It amazes us, too, what emerges on the US wire services we have access to...

Fri at 1:07pm · Comment · Like · Share



Lucire

Get an extra dose of Lucire

For those wanting an extra dose of Lucire, we have some more pages we can share in our free 72 pp. Supplement. Some are exclusive to this edition, some are older pages, and some are from the issue that's on newsstands right now. ...

Fri at 1:07pm · Comment · Like · Share



Lucire In the real world of Chanel, we can show the below video featuring Lily Allen, the face of the brand's Coco Cocoon line of bags.



Chanel Coco Cocoon, featuring Lily Allen

Length: 0:13

Fri at 10:22am · Comment · Like · Share

Get More Fans

Advertise your page and pay only for new fans and clicks. Preview below.

Lucire



Lucire, founded in 1997, is the only fashion magazine that went from an internet edition into print and other media. Please also...

Jack Yan is a fan.

Become a Fan

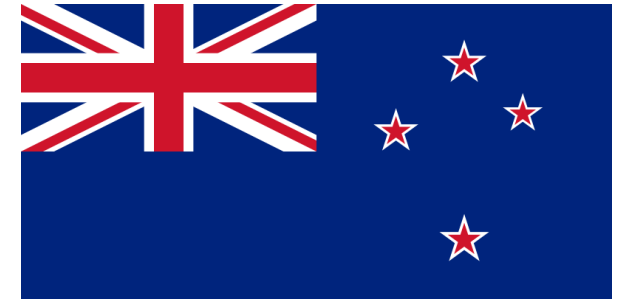
Be true to your brand and yourself.

It does mean more work—but only as much as you are prepared to put in, otherwise the engagement comes across as insincere.

You already have customers at social media sites, waiting to be courted.

Get in first and capture their share of mind—before someone else does.

Contact me at
jackyan.com—there's a
feedback form on the site.



Or connect with me via
Facebook or Twitter.