



JACK YAN & ASSOCIATES

# **Increasing marketing through social media**

The National Bank Seminar Series  
July 23, 2009

# **Why we should engage our customers**

Our brand.

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

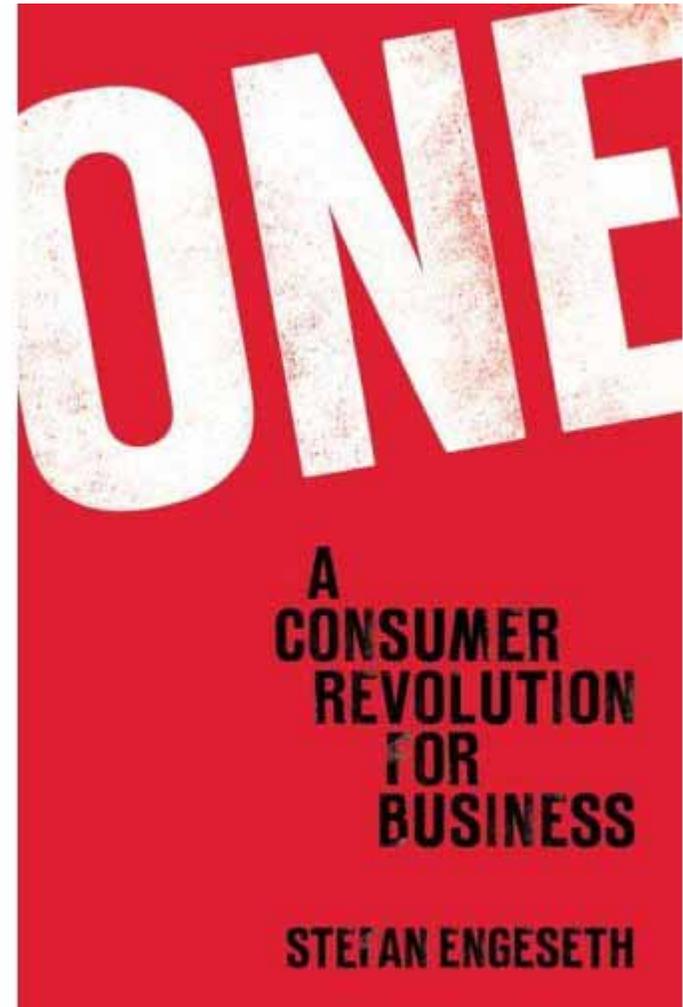
# **The first point**

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

RT [@styletime](#), [@MadysonDesigns](#):  
50 beautiful minimalist design  
websites, <http://is.gd/1HA7y>.

less than 20 seconds ago from web

citarar [@EngesethsBlog](#) i sitt tal i morgon.

14 minutes ago from web

[@kateblogs](#) I suspect a few people are getting this. One lass told me that she would not go out with a guy with negative followers.

15 minutes ago from web in reply to kateblogs

[@vene2ia](#) The dude kind of looks like Papa Smurf, too.

16 minutes ago from web in reply to vene2ia

skickar Tweets i svenska.

17 minutes ago from web

**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, CEO, Jack Yan & Associates; publisher, Lucire; director, the Medinge Group; author of branding books; typeface designer; speaker.

1,535 following 1,857 followers

**Updates** 7,948

**Favorites**

**Following**



[View All...](#)

# **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?

It is not a hard-sell tool: it is a softly, softly medium.



# 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

4.8 Post Quality

2 Interactions This Week

Lucire wonders about Facebooking in different languages. a moment ago clear

Wall Info Photos Boxes +

Post creation area with text input, Attach, and Share buttons.

Lucire Just Fans Settings

Lucire wonders about Facebooking in different languages. 2 seconds ago · Comment · Like

Lucire Cobblers After an exhaustive search of whom could fix my Dayton boots in the shortest time possible in Wellington, New Zealand, I can only recommend one place: Dixon Street Shoe Repairs, a family business that has been around for decades in the capital, run by Esvar Parbhu... Yesterday at 12:31pm · Comment · Like · Share

Lucire Miami Swim 2010, day 4 The final day of the Miami Swim 2010 shows featured Vitamin A, Luli Fama and V del Sol (whose after-party, the last event of the week, went into the small hours)... Yesterday at 12:31pm · Comment · Like · Share

Lucire NY couple wins Y&R dream wedding competition Charlene Lee and Willie Williams from Bronx, NY won The Young and the Restless's dream wedding competition, and had theirs held at the MGM Grand in Las Vegas. Christian Leblanc and Tracey Bregman from the show witnessed the ceremony. Length: 3:07 Yesterday at 11:20am · Comment · Like · Share

Lucire Miami Swim 2010 highlights

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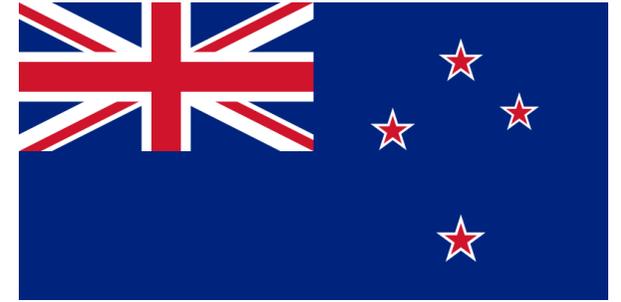
# **Be true to your brand and yourself.**

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](http://jackyan.com)—there's a  
feedback form on the site.



Or connect with me via  
Facebook or Twitter.