



How to climb the social ladder: initiate and enhance your digital transformation strategy

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How companies **market, sell**
to and support their
customers is changing...

Seeing the change

CEOs predict social media will become **#2 way to engage with customers**, pushing past websites and call centers. (IBM CEO Study 2012)

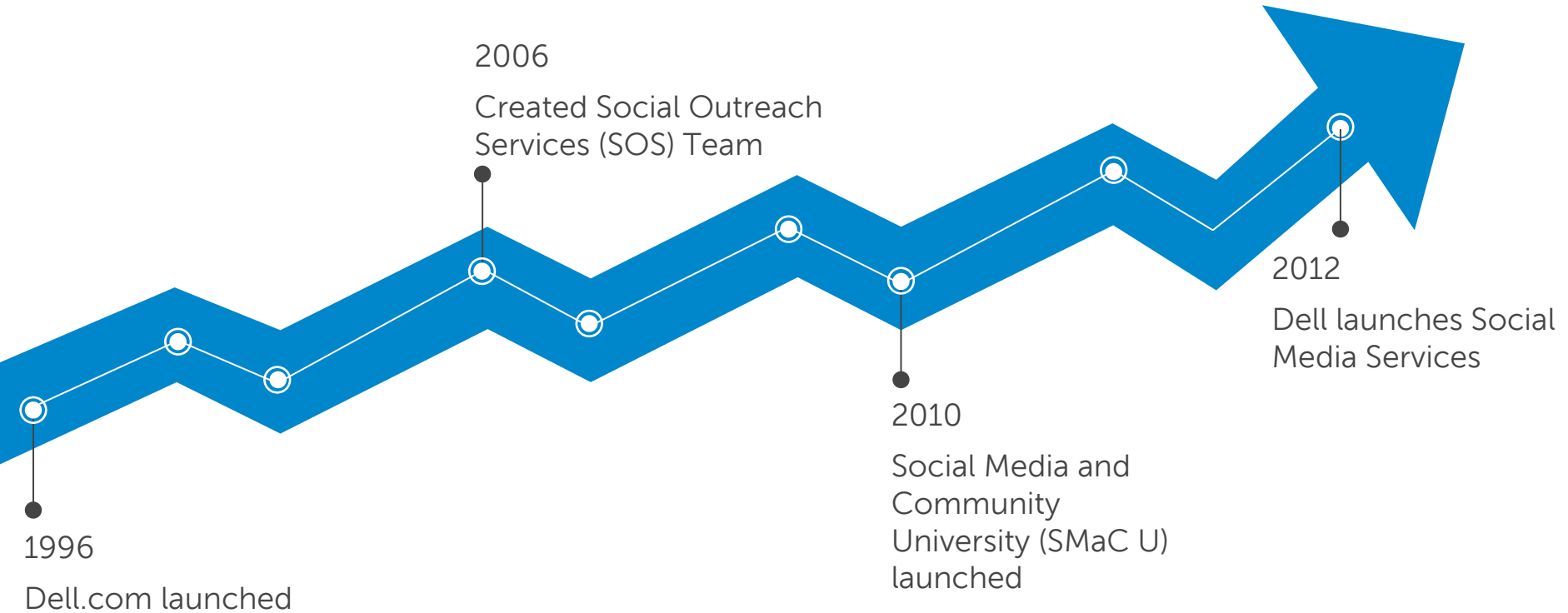
90% trust recommendations from people they know. **70%** trust consumer opinions posted online. **14%** trust advertising (Nielsen 2009)

An everyday employee is **2x** trusted vs. Chief Executive

(Edelman Trust Barometer 2013)

80% of consumers **research products online every week** (2012 Consumer Views of Live Help Online, A Global Perspective, Oracle)

Seeking a social solution we became a social business



Becoming a social business became our business

Social Media Consulting

Help you assess, develop and manage your social media program

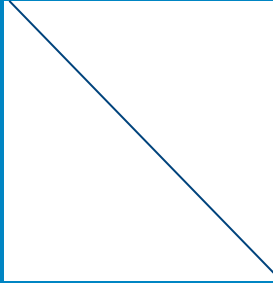
Social Media Insights

Social listening and intelligence to help you make informed business decision

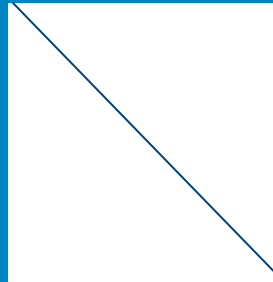
Social Media Workshops

Consultative workshops to help you embed social media throughout the company

Questions?



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