

Becoming part of the conversation

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HELLO
my name is

VERY IMPORTANT

Me before 2016...



13+ years at CIM,
latterly as Director of
Strategy and Marketing



Deep expertise in
marketing, content,
digital, brand and
thought leadership



Architect of more than
35 major international
thought leadership
studies over eight years

Thomas 2.0 (new and improved for 2016)



Consultant and executive advisor across financial services, education, media and professional services



Author of a new management book on digital transformation (out in November)



Chair of the Jury of the 2016 Property Marketing Awards and conference speaker



Thomas Brown

@ThinkStuff

2,780

TWEETS

1,126

FOLLOWING

35,353,560

FOLLOWERS

24% of people have missed events while trying to post about them on social media... #truestory



140

Tweet



WOULD YOU LIKE
SOME BRANDED
CONTENT WITH THAT?

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Three things for this morning...



Why conversations
are important



How to
join them



Where the value is
in doing so

Why conversations are
important

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In the good old days...

- Fewer media and channels
- Brands and communication controlled
- Media owners were largely trusted and seen with authority
- Communication largely one-way
- Complaints and feedback went to a customer service department
- Marketing was about broadcast thinking
- It was a simpler time



By the way, in the 1 seconds you've been on this page, approximately 22574 GB of data was transferred over the internet.

Fast-forward to today...

- Explosion of media and channels
- Consumers in control of the conversation
- No longer a one-way communication journey – consumers now expect dialogue
- Democratisation of content and brands
- A savvier audience with far greater scepticism
- A much more connected world
- Ongoing change, disruption and developments
- A much more complex world

Should we really care...?

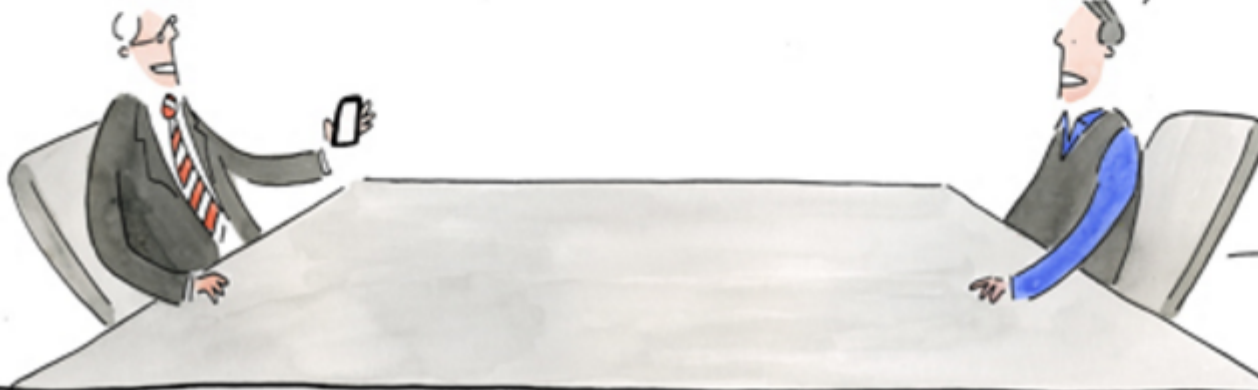
- Technology and digital have changed how customers engage with brands... period
- These conversations are happening whether you choose to be part of them or not
- The businesses that win will be those that engage with customers on their terms, in the spaces they inhabit, centred around bringing value, delivered with authenticity and authority

How to join them

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#LET'S #USE #BRANDED #HASHTAGS
#TO #START #AUTHENTIC #CONVERSATIONS,
#AS #LONG #AS #WE #CAN #CONTROL
#WHATEVER #ANYONE #SAYS #ABOUT #US

#GOODLUCK



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Listen first!

- You've got two ears and one mouth for a reason!
- Be clear on your audience and find out what social spaces they're inhabiting
- Understand the issues pertinent to the audience with proximity to your business and expertise
- Figure out the tone of the discussion and who else is taking a position on it
- Capture the pain points and future potential

Know what you want to be famous for

- You can't be part of every conversation
- You can't be an authority on every issue
- Pick what's important to your business, aligned to your brand and motivating for your customer
- Be clear on what you're not going to be drawn on
- Tell the story internally... continually

Have a **point** of view

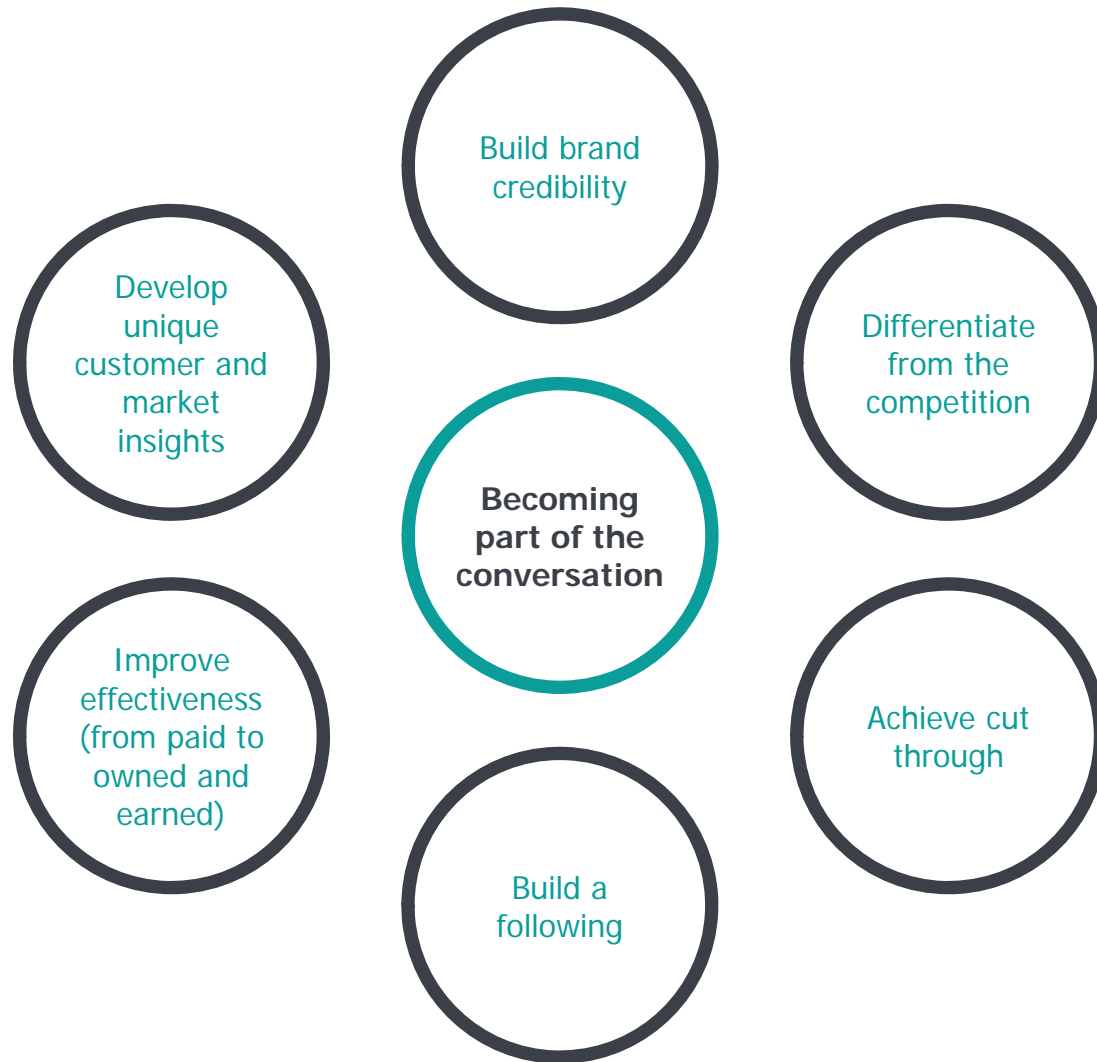
- No one likes plain vanilla content
- Be ready to take a position on an issue
- Agree what that is internally and why
- Figure out who you've got as your internal experts or commentators
- Manage expectations internally – you can't please all the people all of the time

Define your editorial voice

- Dialogue simply isn't the same as broadcast
- Ever read 'marketing copy' out loud?
- What would an email, DM piece or ad copy sound like if read to a customer mid-conversation?
- An editorial voice isn't the same as brand voice – neither are the guidelines that govern them
- Understand audience etiquette

Where the value is
in doing so

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Thanks for having me!



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