

**LOOK
INSIDE!**

Sample the first
few pages of the
full report.

Social Media Integration Success Stories

How 10 companies are combining social media
with traditional marketing tactics to form a
powerful new kind of marketing mix.



CASE STUDY COLLECTION

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INTRODUCTION



No longer regarded as a fad, social media boosts traditional marketing by introducing strategic advantages, such as added touch points and expanded reach; interactivity for increased engagement, peer-sharing and word-of-mouth opportunities; and a chance to build more personal relationships with customers.

Through 10 full-length case studies, this MarketingProfs report will inspire you with different ideas for integrating social media into your marketing activities. You will read about how to:

- **Increase Your Reach:** Discover how easy it can be to put your message in front of more people.
- **Grow Your Subscriber Base:** Get clued into how social media and email can work together to increase subscriptions.
- **Generate Referrals:** Learn about the various approaches to leverage customer loyalties and generate word of mouth.
- **Nurture Leads:** See how digital media can help your company stand out in prospects' minds.
- **Improve the On-Site Experience:** Discover how companies are boosting visitor engagement by integrating social elements into their websites.

Each case study details the tools and approaches used, along with the outcomes achieved and lessons learned.

GENERATE REFERRALS

Boost brand endorsements to a new level by providing customers with a way to recommend your products and services to their personal networks.



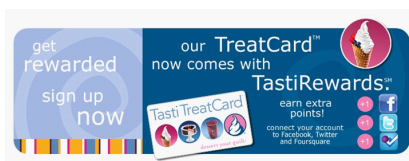
Tasti D-Lite

Combining purchase activity with increased rewards for social network promotion creates a sweet solution for everyone involved.

Company: Tasti D-Lite is a frozen dessert franchisor headquartered in Tennessee with 60 locations throughout the United States and abroad.

Challenge: Tasti D-Lite's customer loyalty program needed an upgrade. The traditional punch-card system, which awarded customers with one free treat for every 10 purchased, offered no way for franchisees to track where customers were making purchases and redeeming their rewards. Some storeowners were reluctant to honor the cards, seeing as they could be giving away free product to customers who never spent a dime in their shops. So, Tasti D-Lite spent three years and more than \$10,000 to install a centralized point-of-sale system that would help track and appropriately manage the loyalty program across all locations.

During this implementation process, the company's social technology officer, B.J. Emerson, noticed how often customers were chatting to their friends about Tasti D-Lite on social media sites, such as Facebook and Twitter. He saw this as another customer activity that should be rewarded and began weighing ideas for making the program more social-media friendly.



Solution: Launched in January 2010, the new TastiRewards loyalty program integrates Twitter, Facebook and Foursquare APIs, so customers can connect one or all their accounts on those networks with their loyalty cards. This authorizes Tasti's centralized system to automatically post branded messages to their social media profiles each time they "check in" or their cards are swiped at a Tasti location.

Both company and franchisee social media activities and in-store displays inform customers of the new program and direct them to myTasti.com. At the site, customers can sync their loyalty cards to their social media accounts and track their point balances. Customers earn one point for every dollar spent, five points for registering their loyalty cards online, one point for each social networking account they connect to the program, and an additional point for every social media message posted on their behalf. Once customers collect 50 points, they become eligible for a free dessert.

GENERATE REFERRALS

Integrated social network APIs—such as those from Facebook, Twitter and Foursquare—that let users post branded messages in their social networking profiles.

Posted messages are chosen by the system at random, though users can pre-authorize which messages they prefer to be used with their accounts. Example posts include “WooHoo! I just got some free Tasti at Tasti D-Lite New Rochelle. <http://myTasti.com>” and “I just earned 15 TastiRewards points at Tasti D-Lite Nashville. Coupon: <http://bit.ly/tr310>”—each incorporating a link to the myTasti.com sign-up page or a branded coupon.

Results: Adoption rates continue to increase week after week, with 28% of users syncing one or more social media accounts. So far, Facebook is the network users choose to connect their cards with the most.

Emerson reports that, on average, these users “have 91 friends or followers that have visibility to the automated loyalty messages, and it is estimated that 50% are local contacts.”

Franchisee owners are thrilled with the new program, both for its tracking and reporting capabilities, and for the added promotion their stores receive through updates posted on customers’ social media profiles.

The company’s corporate team foresees more opportunities, such as expanding to other social networks where they see customers becoming active and nurturing advocates by tracking coupon codes by individual and awarding additional referral points each time that coupon is redeemed.

Tasti D-Lite also plans to transition myTasti.com into a branded online user community, where customers can friend each other, compete for points, view leadership boards, and provide recommendations. This will help the company increase brand loyalty and gather helpful data for making more intelligent business and marketing decisions.

Business Lessons Learned

- Combine customer loyalty programs with advocacy components that offer additional rewards for users, while spreading your message through a reputable source (i.e., trusted contacts).
- Integrate social network APIs—such as those from Facebook, Twitter and Foursquare—that let users post branded messages in their social networking profiles.
- Use unique coupon codes to gain a better understanding of how referrals are performing and to identify your biggest influencers.



... and that's just a peek at the bigger picture.

The entire report, complete with a broader scope as well as details, is available for our Pro members. It includes 10 case studies about companies using social media to achieve their business and marketing objectives.

MarketingProfs creates information-packed Pro products like this report every month. And our website is a rich and trusted resource used by a vibrant online community of more than 350,000 marketers from organizations of all shapes and sizes. Our article library, online seminars, conferences, discussion forum, and special reports provide the tactics, tools, and troubleshooting you need to tackle the most difficult marketing challenges.

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