

The Marketing Lifestyle

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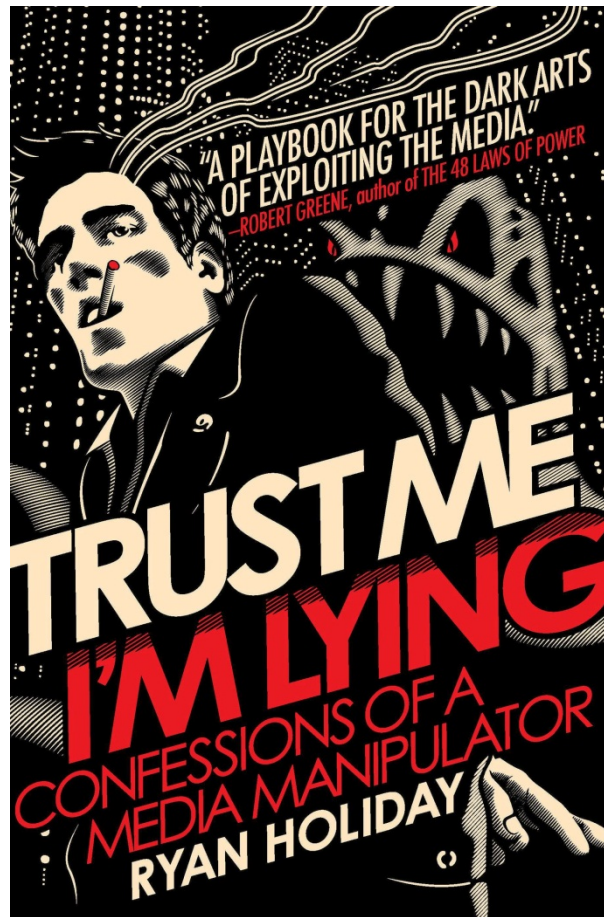
Why Should You Listen to Me?

- Managed a Media Department
- Created and marketed for a living
- Made Book a *New York Times* Best Seller
- 5 million views on YouTube

Don't be an ostrich



We live in a different world



Big brands don't need to be big

The Well-Followed on Social Media Cash In on Their Influence

Stars of Vine and Instagram Get Advertising Deals

By JENNA WORTHAM JUNE 8, 2014

<http://www.nytimes.com/2014/06/09/technology/stars-of-vine-and-instagram-get-advertising-deals.html>

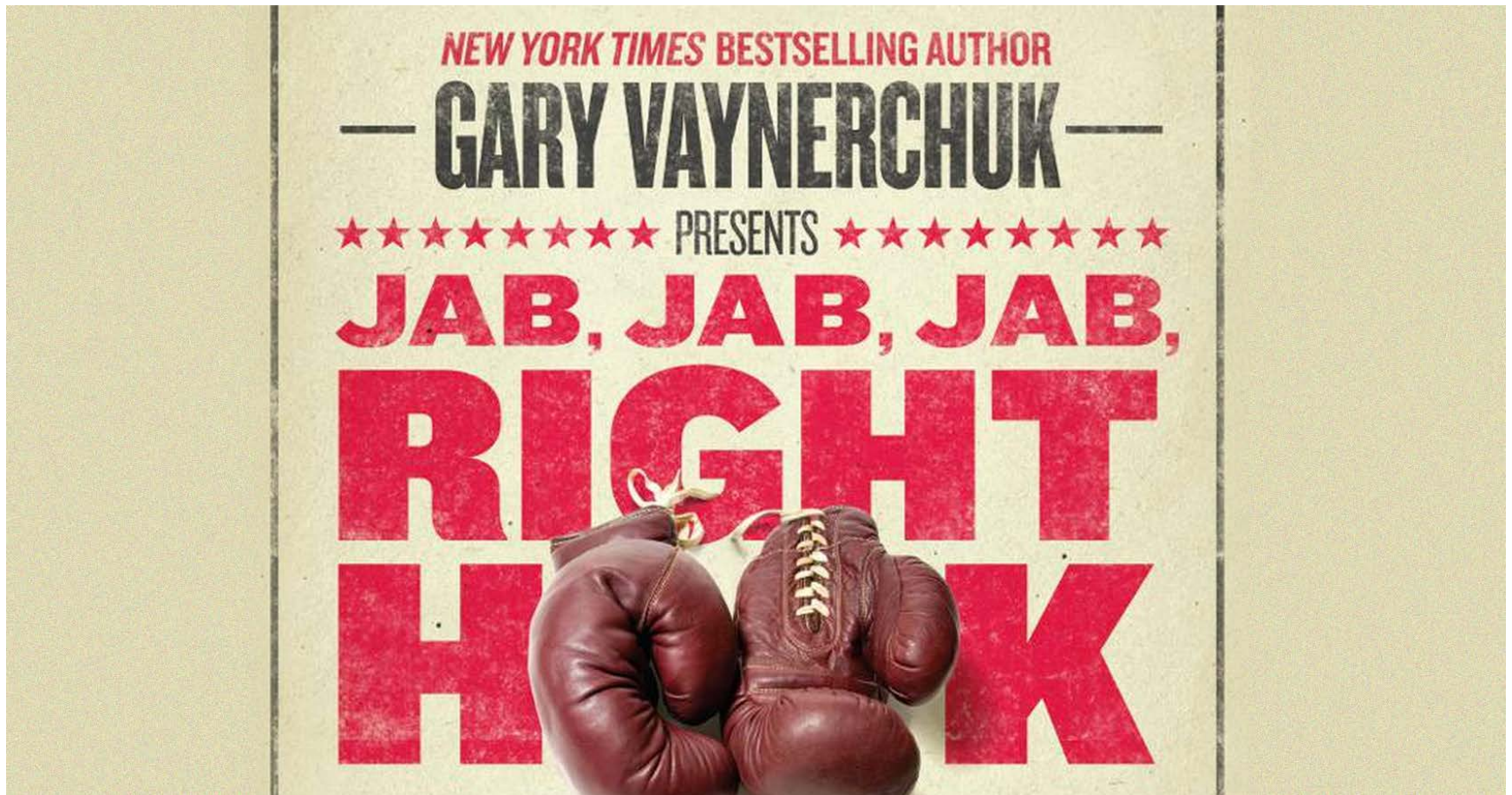
Are you serious?

Robby Ayala, for example, dropped out of law school to pursue his career as a full-time video creator on the video service Vine, publishing several goofy six-second movies to his 2.6 million followers each day. Last summer, he got a call from Niche, a company that wanted to hire him to make a short commercial for GroupMe, a messaging application, and post it for his followers to see.

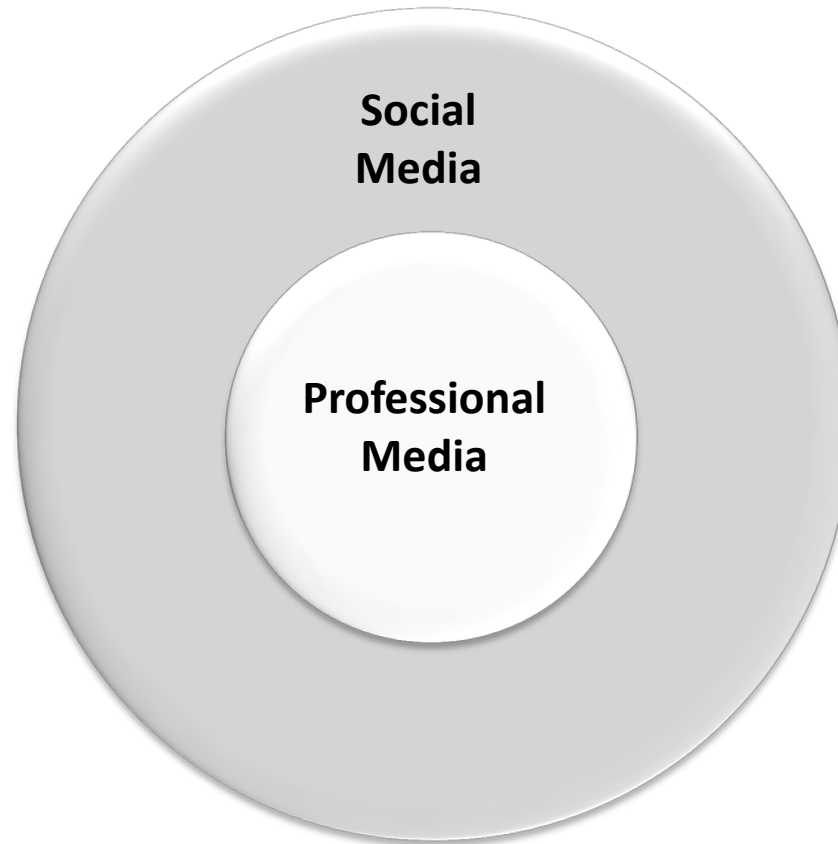
The Gold Rush

“...people posting advertisements on Vine can make six figures a year, and some as much as \$300,000.”

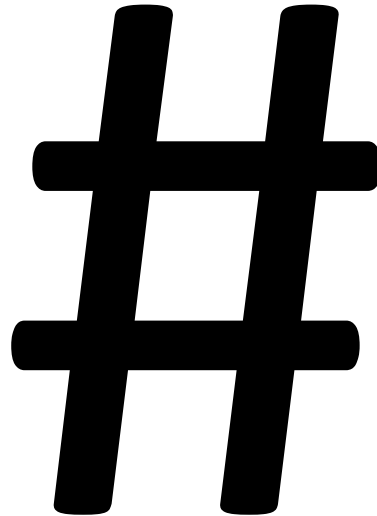
Favorite How-To Book



What's the Difference?



What's a hashtag?



#medc



Principles

1

Ride the Hashtag – Don't Create It

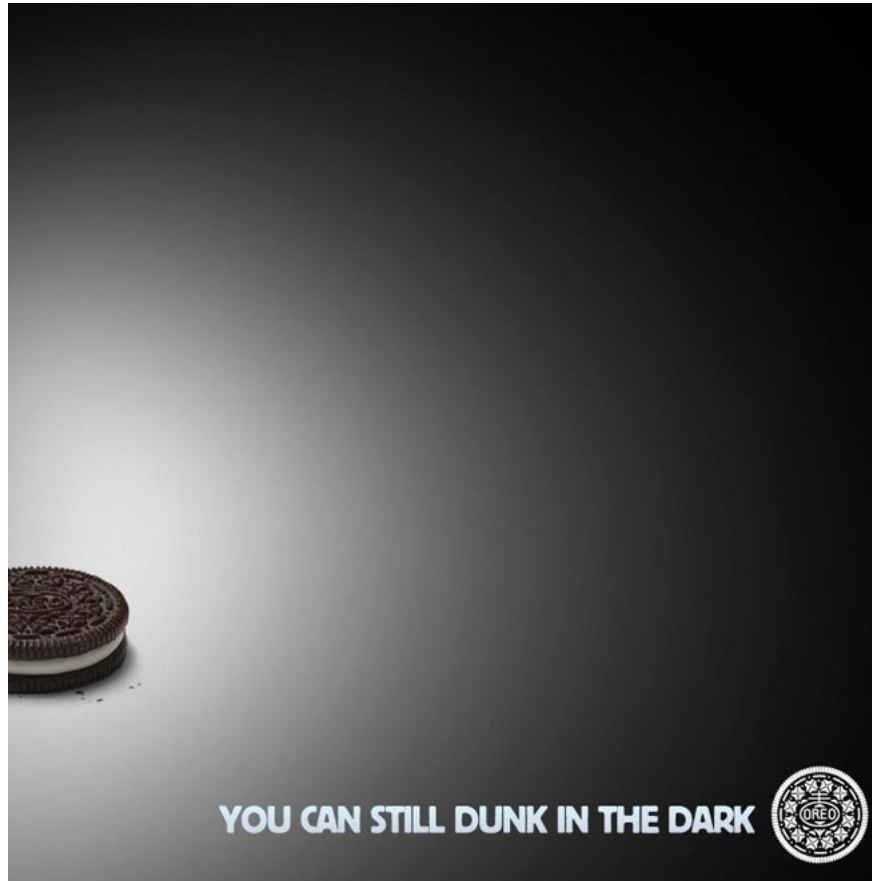
Listen first

Social Media has much more upside when you're actually listening and responding and reacting.

Social Media is the first true listening platform, not speaking platform.

Gary Vaynerchuk

Pay attention



Star Wars

Retweeted by John Mashni



Meredith Frost @MeredithFrost · May 22

Brilliant. RT @DepressedDarth: First look at the set of Star Wars



207



184



[View more photos and videos](#)

Faux or Bo?



230,000 followers can't be wrong



Fake Bo Pelini @FauxPelini · Apr 23

OH MY GOD WHAT IS HIS SECRET RT @CNN: Happy 450th birthday, William Shakespeare!



158



276



230,000 followers can't be wrong



Fake Bo Pelini @FauxPelini · Apr 30

WHY DOES THIS KEEP HAPPENING RT
[@WorldHeadliners](#): World's oldest man dies



 245



 266



230,000 followers can't be wrong



230,000 followers can't be wrong



Principles

2

**Nobody Knows Anything
Without
Good Data**

Data wins

bitly

 buffer



Google Analytics

Brand monitoring tools

- || Social Mention – www.socialmention.com
- || Mention – www.mention.com
- || Talkwalker – www.talkwalker.com
- || Topsy – www.topsy.com
- || Hootsuite – www.hootsuite.com
- || PinAlerts – www.pinalerts.com
- || Sprinklr – www.sprinklr.com (Enterprise)
- || Meltwater – www.meltwater.com
- || Brand 24 – www.brand24.net
- || Google Alerts

Principles

3

Offline to Build Online
Online to Maintain Offline

Principles

4

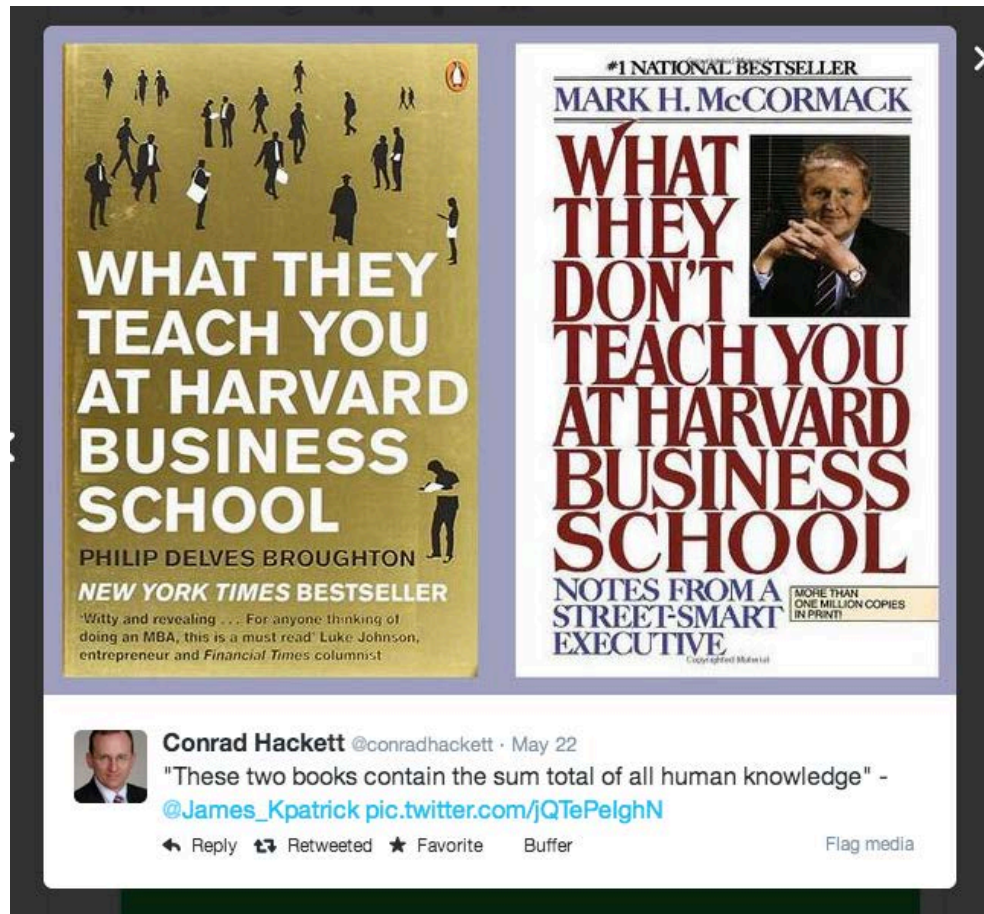
When the Rules Change
The Fastest Learners
Have a Competitive Advantage

Principles

5

Be Yourself. Unless.

Humor spreads



Humor spreads



Fake Bo Pelini @FauxPelini · Apr 8

Shouldn't the QB's parents do that RT @LindseyThiry: USC's Sarkisian says he will be ready to name starting quarterback before end of spring



151



238



Humor spreads



Fake Bo Pelini @FauxPelini · Apr 16

howdo youget you arm out ofa vendng machin needtoknow quckly
plese



↻ 119



★ 253



Humor spreads



Fake Bo Pelini @FauxPelini · Apr 16

.@DrOz ifyour arm trns purpl doyou need an ambulnce



21



110



Principles

6

Understand the Business Model

The smartest people in the world

“The best minds of my generation are thinking about how to make people click ads”, notoriously said the data scientist, Jeff Hammerbacher, after leaving Facebook to co-found Cloudera, a data management company.

<https://medium.com/new-money/how-tech-companies-are-tricking-your-brain-ea97fd72ea5d#.9lnnozvr0>

Principles

7

Not All Fun and Games

Risks of social media

- (1) Reconnaissance
- (2) Confidentiality
- (3) Social media as an attack vector

30-40% of all Facebook profiles are fake

(1) Reconnaissance

- || Birthdays
- || Which street did you grow up on?
- || Reunions
- || “Forgot my password”

(2) Confidentiality

- || Contractual
- || Ethical

(3) Social Media as an Attack Vector

- Fake Offers
- “Likejacking”: fake like buttons
- Nefarious Plugins
- Fake applications that steal credentials

Rewards and risks

- Ethical duties
- Firm policy
- Personal safety
- Malpractice
- Limits of social media
- Benefits of traditional media

Let's continue the discussion

Questions?

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