

# «What's the ROI of your mother?»

Gary Vaynerchuk



March 2011

Brand-utility.com  
Welcome to the age of marketing as a service



Companies have used the ROI for a long time...



for many of their activities, including for advertising...

# ...and now, many wonder about the relevance of ROI for this new kind of brand actions.



facebook

McDonald's  Like

Food/Beverages

**i'm lovin' it®**

flavor that's in perfect harmony

new McCafé SHAKES

new FRUIT & MAPLE OATMEAL

With its pitch-perfect notes of brown sugar, plump raisins and cranberries, new Fru is really something to sing about.



twitter

Rechercher

Accueil Profil Messages Suggestions

**Coca-Cola** 

@CocaCola Atlanta, GA  
Official tweets of Coke & The Coca-Cola Company.  
<http://www.coca-cola.com>

S'abonner

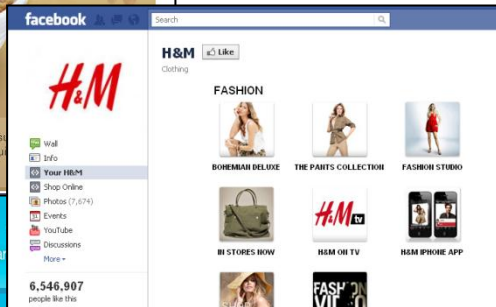
25 502 Tweets 65 798 Abonnements 237 619 Abonnés 10 454 Listé

Connexions


Suivi par @Havas\_SE and @TheEllenShow.

Vous suivez tous les deux @aplusk et @tubiz.

Abonnements 65 798



facebook

H&M  Like

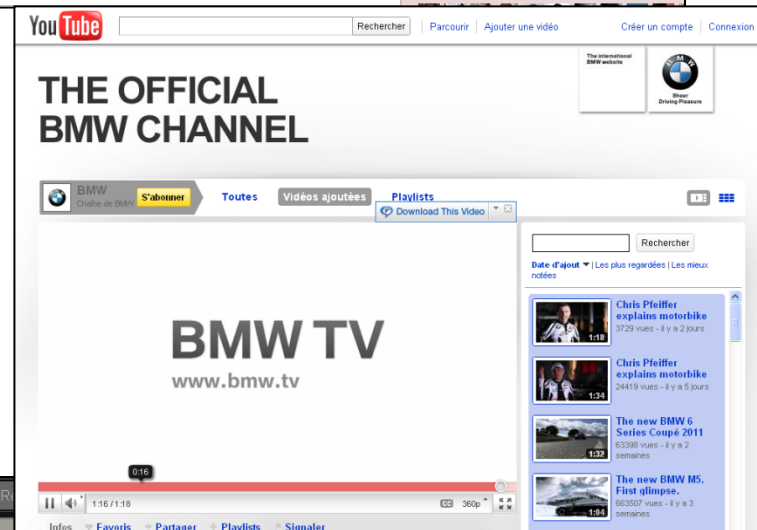
Clothing

FASHION

BOHEMIAN DELUXE THE PAINTS COLLECTION FASHION STUDIO

BI STORES BROW H&M ON TV H&M IPHONE APP


6,546,907 people like this



YouTube

Rechercher Parcourir Ajouter une vidéo Créer un compte Connexion

**THE OFFICIAL BMW CHANNEL**

BMW  S'abonner

Toutes Vidéos ajoutées Playlists

Download This Video

**BMW TV**

[www.bmw.tv](http://www.bmw.tv)

1:16 / 1:18

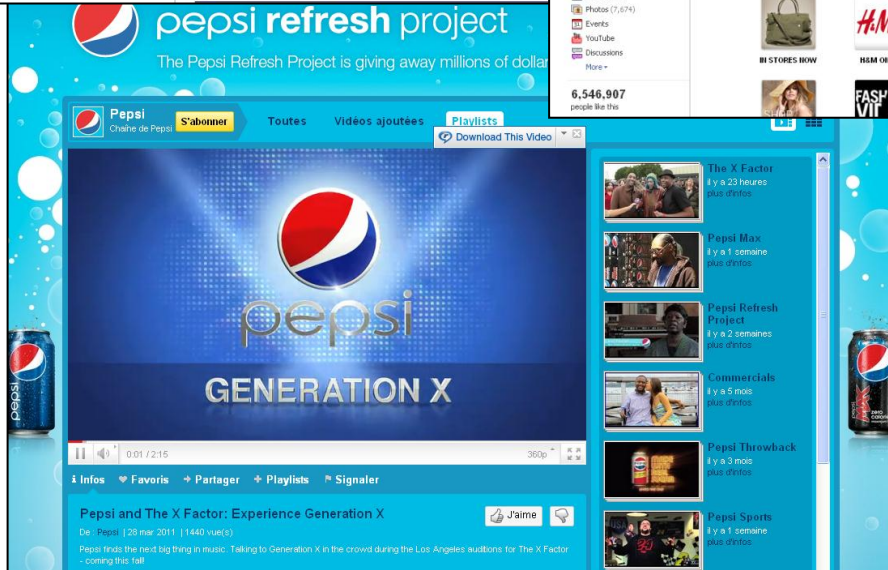
Infos Favoris Partager Playlists Signaler

Chris Pfeiffer explique motorbike 1:18 1729 vues - il y a 2 jours

Chris Pfeiffer explique motorbike 1:18 1729 vues - il y a 2 jours


The new BMW 6 Series Coupé 2011 1:32 6398 vues - il y a 2 semaines

The new BMW M5. First glimpse. 1:44 66307 vues - il y a 3 semaines



pepsi refresh project

The Pepsi Refresh Project is giving away millions of dollars

Pepsi  S'abonner

Toutes Vidéos ajoutées Playlists

Download This Video

**pepsi**

**GENERATION X**

The X Factor 4 y a 23 heures plus d'infos

Pepsi Max 4 y a 1 semaine plus d'infos

Pepsi Refresh Project 4 y a 2 semaines plus d'infos

Commercials 4 y a 5 mois plus d'infos

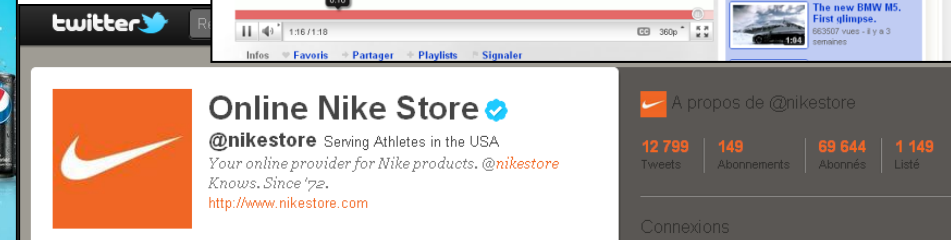
Pepsi Throwback 4 y a 3 mois plus d'infos

Pepsi Sports 1 y a 1 semaine plus d'infos


Pepsi and The X Factor: Experience Generation X

De Pepsi | 28 mar 2011 | 1440 vues |

Pepsi finds the next big thing in music. Talking to Generation X in the crowd during the Los Angeles auditions for The X Factor - coming this fall.



twitter

**Online Nike Store** 

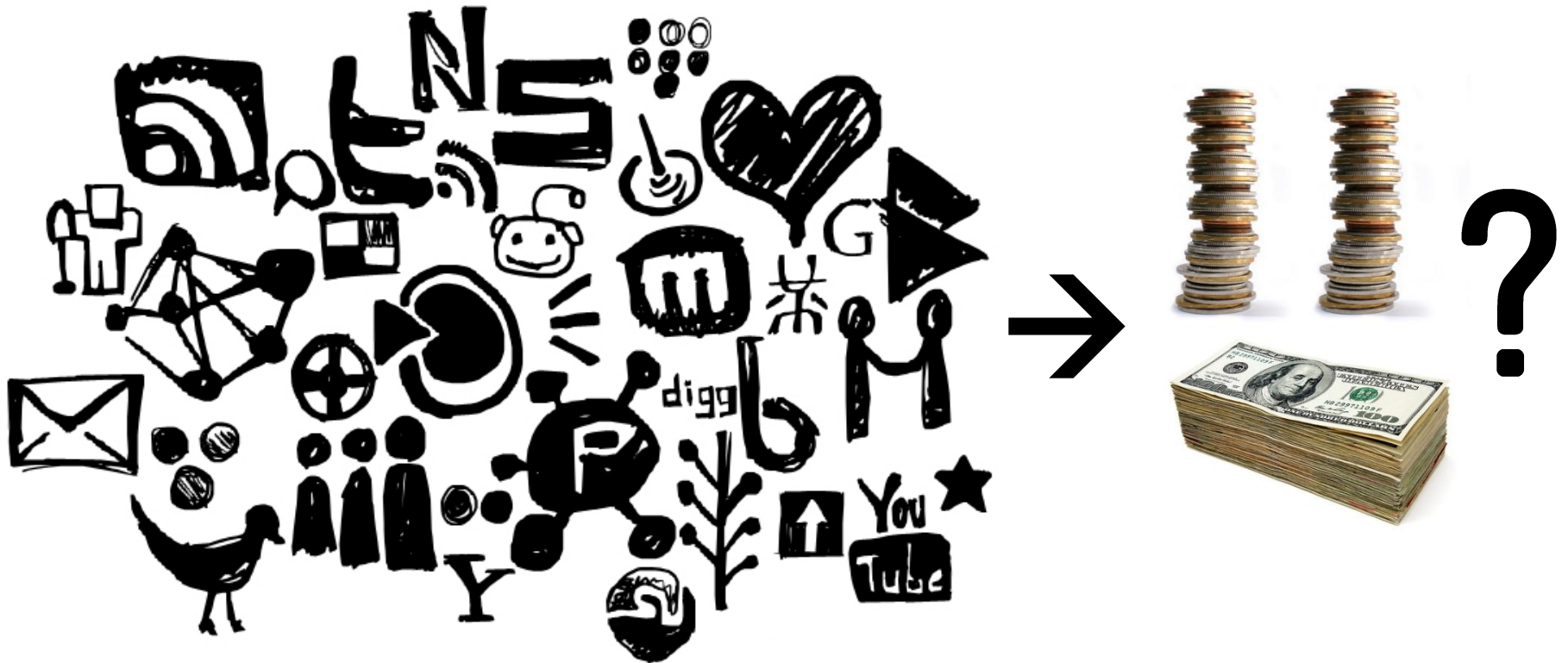
@nikestore Serving Athletes in the USA  
Your online provider for Nike products. @nikestore  
Knows. Since '72.  
<http://www.nikestore.com>

12 799 Tweets 149 Abonnements 69 644 Abonnés 1 149 Listé

Connexions



Many marketers are looking for a ROI  
on social media...



$$ROI = \frac{(\text{Gain from investment} - \text{Investment})}{\text{Investment}}$$

## MONEY QUESTION





We can't estimate the gain  
from social media



$$ROI = \frac{(\text{Gain from investment} - \text{Investment})}{\text{Investment}}$$

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from social media



$$ROI = \frac{(\text{Gain from investment} - \text{Investment})}{\text{Investment}}$$

Why ?





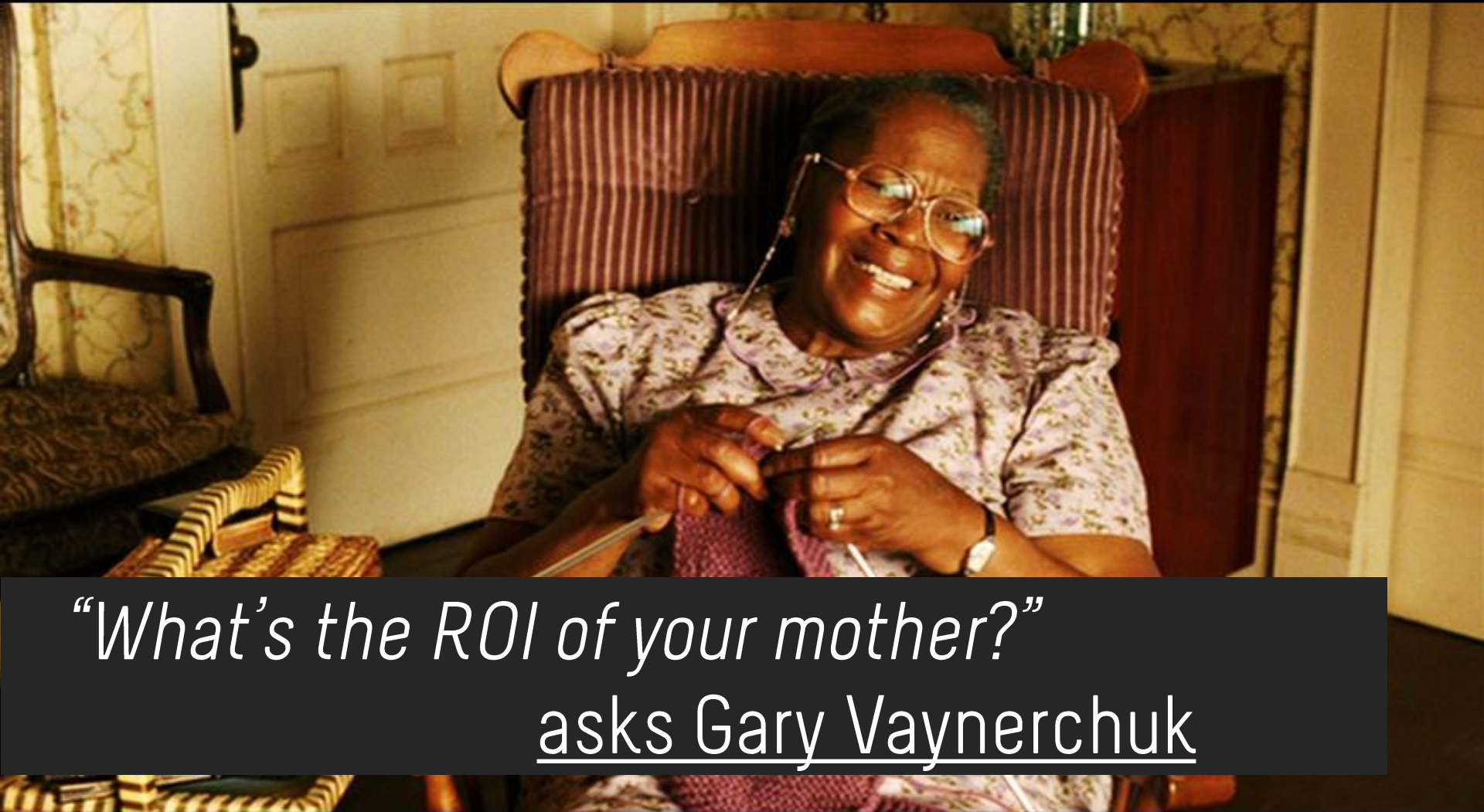
Maybe we can't calculate anything when it comes to human interactions...





« I also think we should be angered by the accountability mindset that means we're making more and more decisions based on what can be measured rather than what's really important. »





*“What’s the ROI of your mother?”*  
asks Gary Vaynerchuk

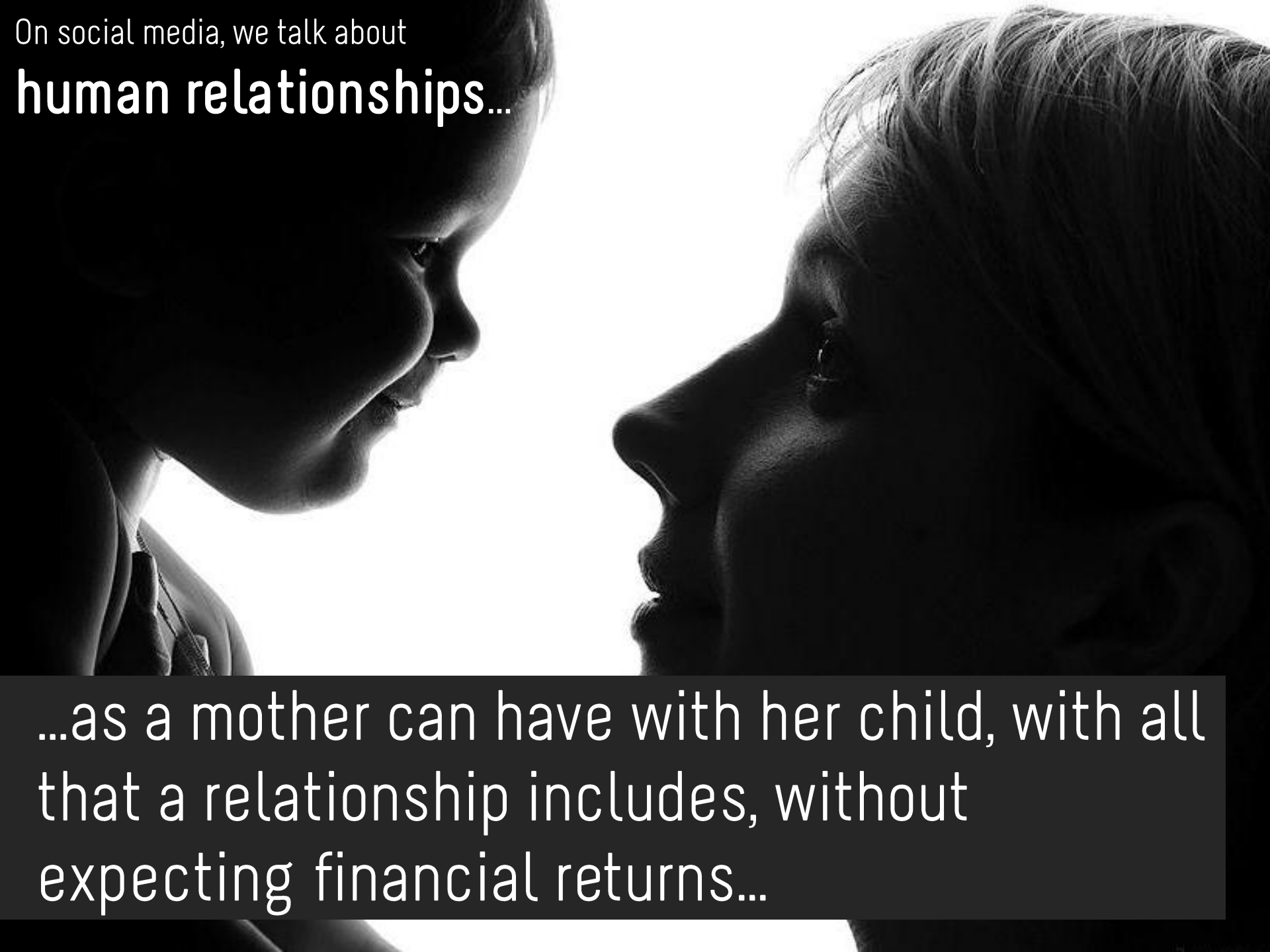


On social media, we talk about  
**human relationships...**



PB-HASS on DeviantArt





On social media, we talk about  
**human relationships...**

...as a mother can have with her child, with all  
that a relationship includes, without  
expecting financial returns...

That's the same with social media.





identity



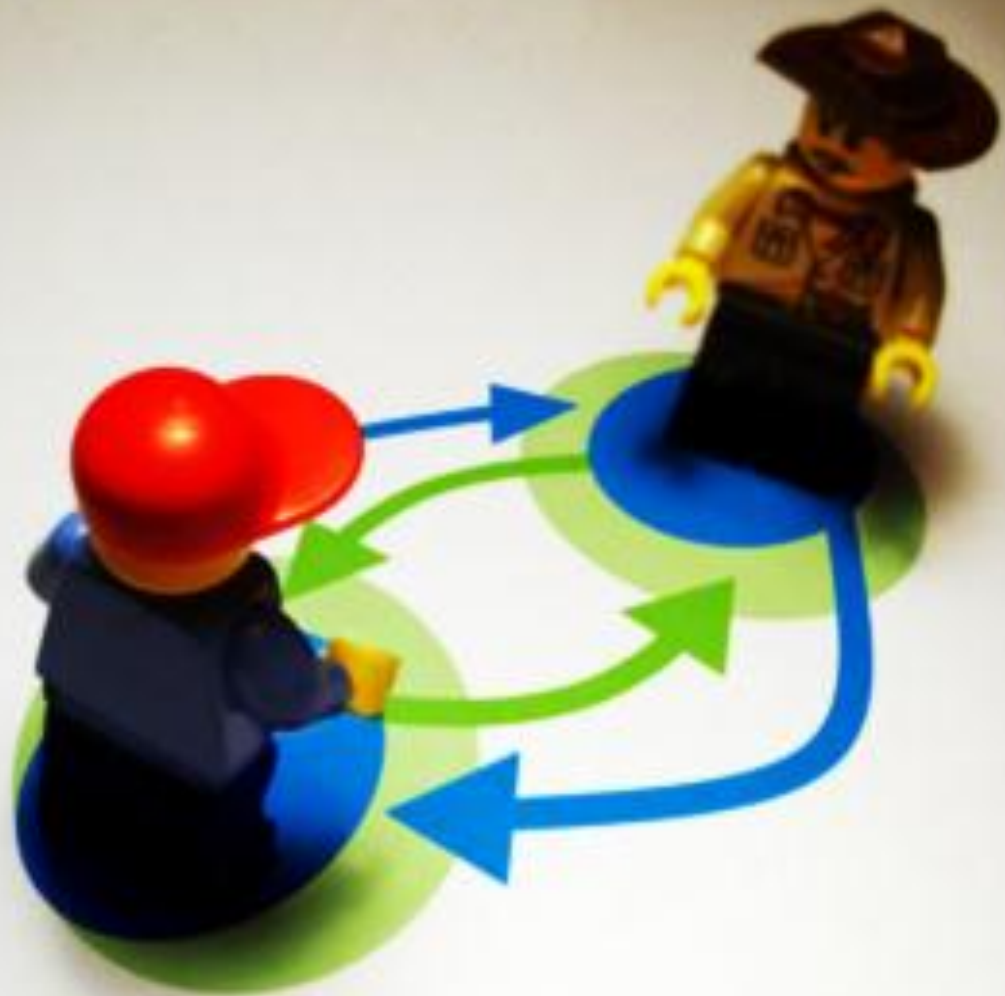
reputation



interaction



trust



It's all about *interactions* and *experiences*  
that give *relationships* and *trust*




It's all about *interactions* and *experiences*  
that give *relationships* and *trust* (or not)



In other words,  
social media must not be used and considered  
like a traditional media...



<http://ayearoflego.tumblr.com/>



Be focused on conversations  
and experiences...





by listening to what people say  
*(about you, your products and services, your competitors...)*



by understanding the consumers  
and their needs



PLEASE  
WAIT HERE  
UNTIL YOU  
ARE USEFUL

---

THANK YOU

Ian Stevenson

PLEASE  
WAIT HERE  
UNTIL YOU  
ARE USEFUL

---

THANK YOU

Ian Stevenson

by being useful

livbaldino on Flickr



by giving answers and relevant tips...

CLEAR CHANNEL

love is always  
the appropriate reaction

091370

[whitehotmagazine.com](http://whitehotmagazine.com)





As a mother can do...





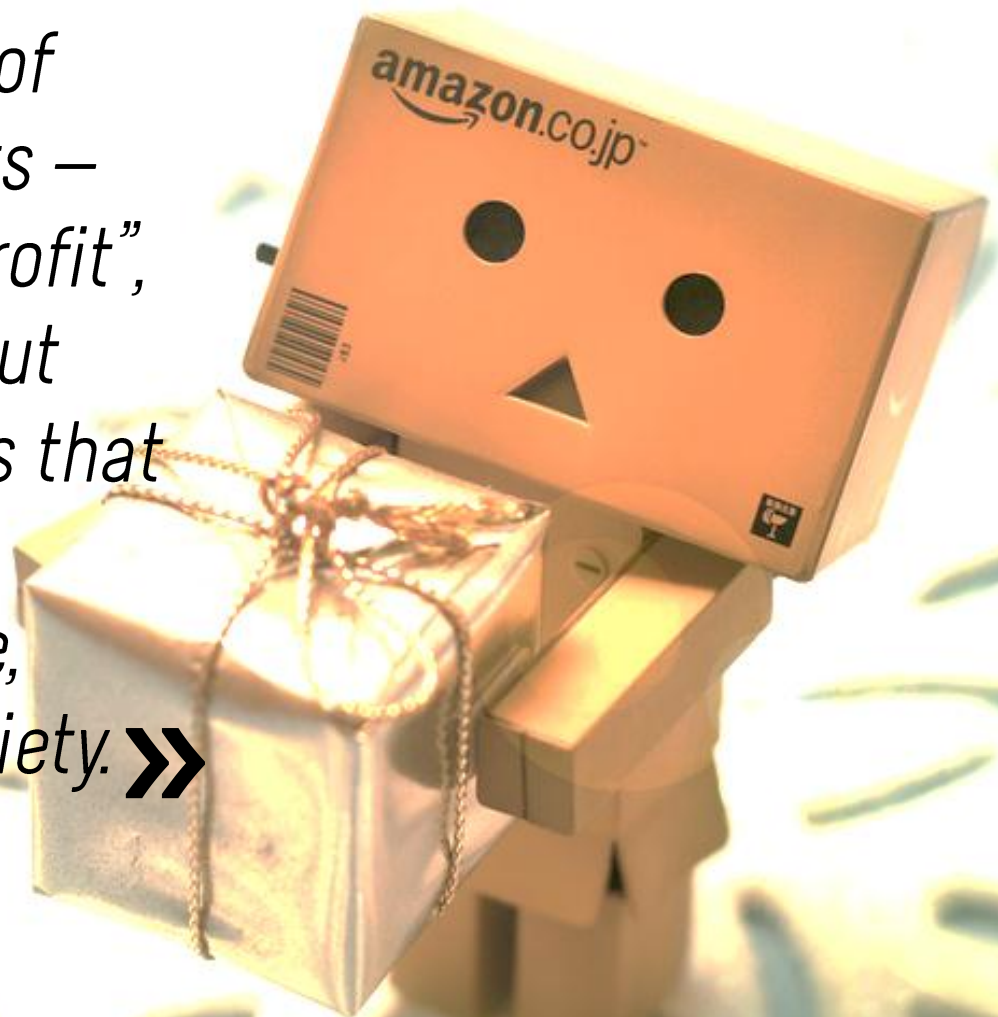
Maybe you didn't realize...





...but the world changes every day.

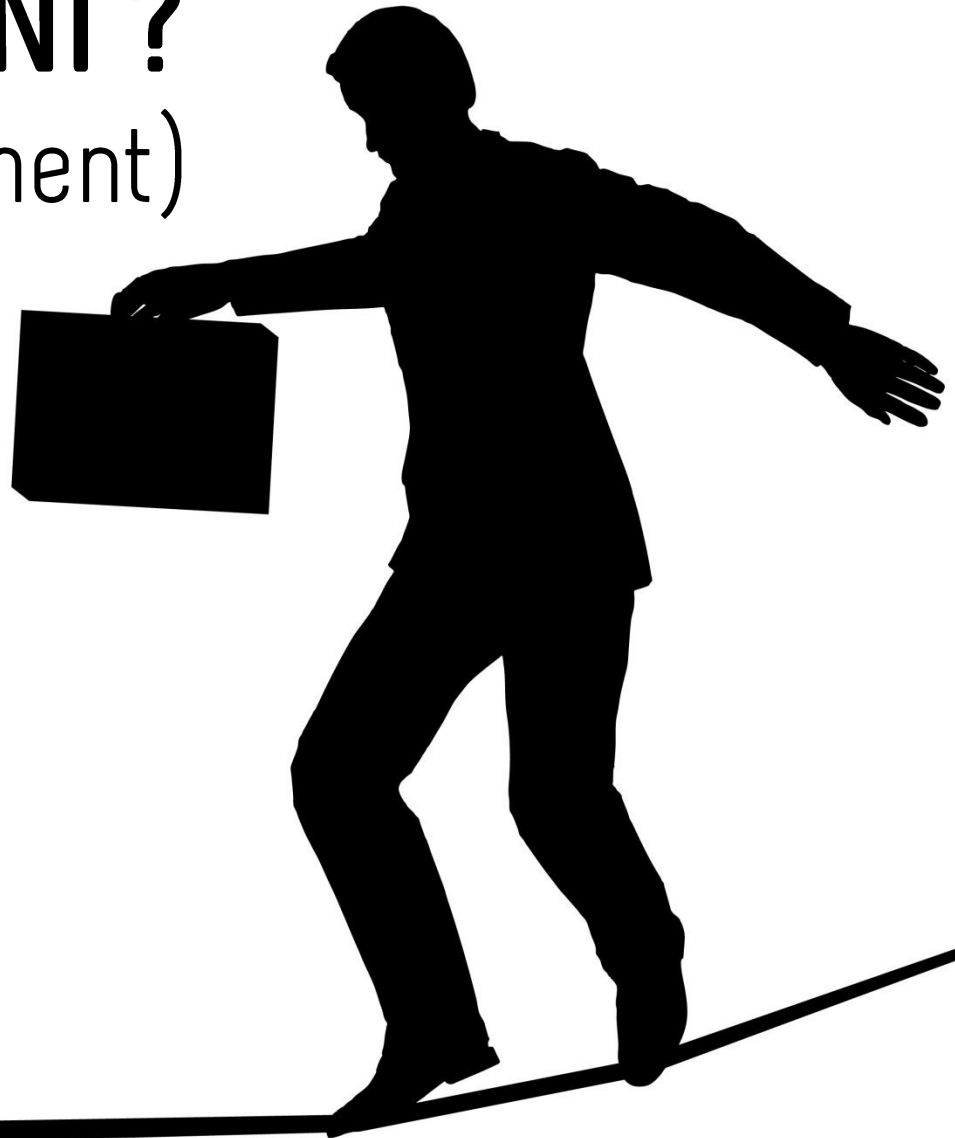
« Make stuff that doesn't just perform in terms of yesterday's numerators – short-term income, “profit”, shareholder value – but that performs in terms that are longer-lived, that matter more to people, communities, and society. »





# Quid of the RONI ?

(Risk Of Non Investment)





Is there any interest for a  
company **to avoid social  
media?**





Is there any interest for a company **to avoid social media?**

**NO**



Is there any interest for a company **to avoid social media?**

**NO**

**But what can it lose ?**



a better knowledge of its  
customers, their opinions and  
expectations

a more human image

an idea of its  
reputation

customer service  
expenses cuts

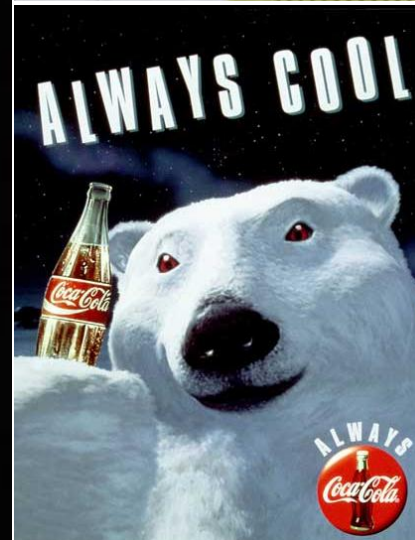


Societies evolve every day...

Using correctly social media enables you to understand better today and to prepare tomorrow.

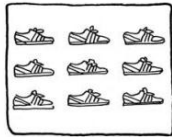


The brand was focused on itself  
>> *aspirational brand*

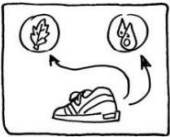


Now, the brand tends to be more focused on people, society and environmental interests...  
It must add value in contexts where it appears relevant.  
>> *meaningful brand*

jojo



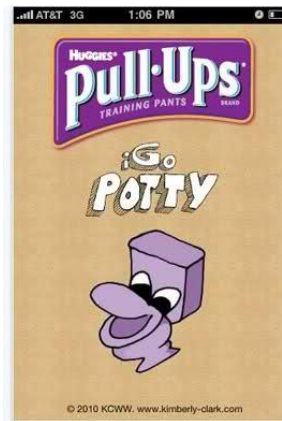
choose



act



check



Shoes for Tomorrow



*« We have everything we need, so we're not buying commodities. We're not even buying products. We're buying relationships and stories and magic. Our business, our politicians, our friends – it's all the same; it's about figuring out whom we can trust and work with and who must be kept at bay. »»*

Seth Godin, «Are you indispensable?»

Propose a long term quality experience...



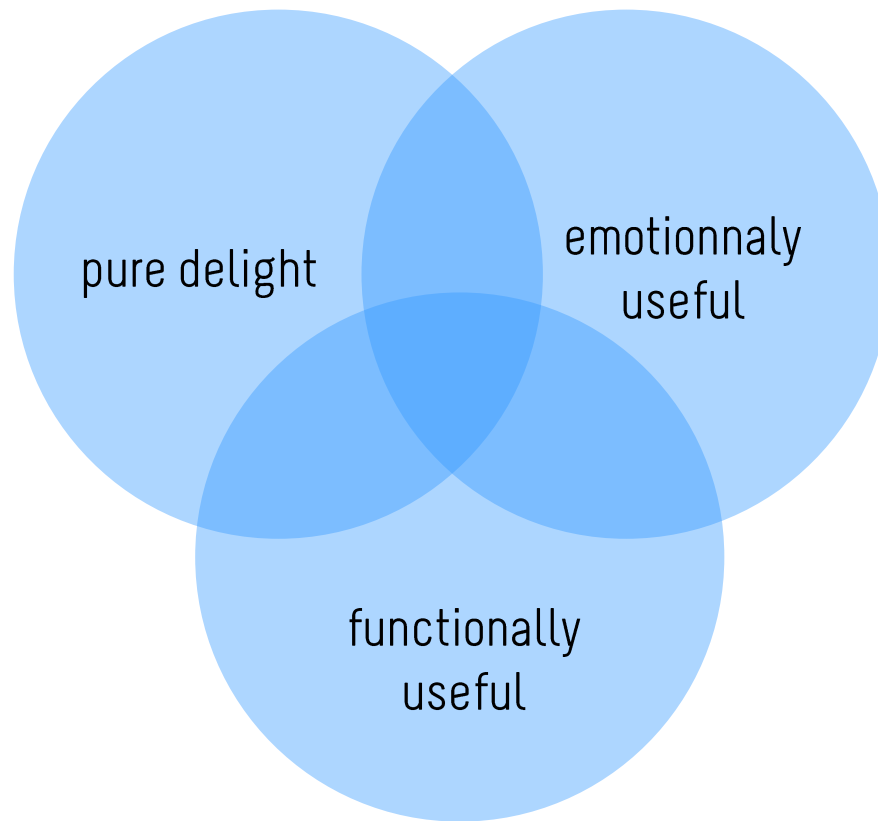




...and quantity will come  
step-by-step.

LIFE

From the perspectives of your clients,  
does your idea fall into one of these areas?





**Vous accompagner pas à pas :**

- Des **dossiers élaborés par des experts** sur l'alimentation, le développement et l'éveil de votre bébé
- Des **informations et conseils** pour votre bien-être et votre vie quotidienne avec bébé
- Des **bonus et outils** pratiques pour vous faciliter la vie

**Pour vous conseiller sur toutes vos interrogations :**

- Des **chats instantanés** avec nos experts
- Des **entretiens individuels** par téléphone
- Des **conseils personnalisés** par e-mail

**Un espace dédié à toutes les mamans pour :**

- **Partager** des conseils

## La grande histoire de Maman et Bébé

Chaque moment est unique. Sélectionnez l'étape qui correspond à votre histoire avec bébé et accédez à des informations différents et spécialement adaptés..

### VOTRE GROSSESSE



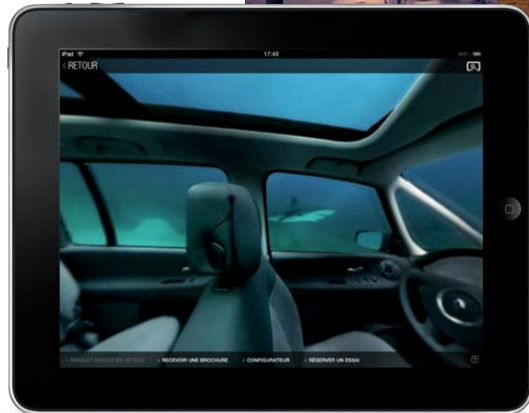
### BÉBÉ EST LÀ !



Blédina helps and advises the mums during the 3 first years of their children. The brand created a website and a hotline to connect the mothers with specialists.



RENAULT



To introduce its new car, Renault, with the Geo magazine, launched an iPad application to visit the world from the new Espace with a 360° view.



# YOUR M&S

**Marks and Spencer** [Devenir fan](#)

**Mur** **Infos** **Discussions** **Vidéo** **Évènements** **Photos** **>>**

**George MacDuff** Does anyone know when they'll be getting the wooden stag head in that is being featured in loads of mags? It's £199 and is also in their home brochure! So, so want one!  
Il y a 26 minutes · [Signaler un abus](#)

**Marks and Spencer** Hi George. It's not out yet - the press often shows products before they launch. At the moment we have a metal antelope wall decoration <http://bit.ly/92OfQT>  
Il y a 7 minutes · [Signaler un abus](#)

**Pat Surfleet** Thrilled that M&S now has post surgery bras. Can we have more in pretty colours please? also, can you have bigger stocks of popular sizes (e.g. 38B; 40B)  
il y a environ une heure · [Signaler un abus](#)

**Marks and Spencer** Hi Pat. Did you know about our promotion? You can order post surgery bras online and get FREE delivery! Here's our current range: <http://bit.ly/postsurgery>  
Il y a 3 minutes · [Signaler un abus](#)

**Fans**  
6 sur 106 165 fans [Afficher tout](#)

**John** **Nora Tulba** **Mohaned**

We boobed.

It's time our post-surgery bras got some love, more than 30 million women will be right to add it to the list of the things we changed last year, we were selling bras of 1000s of 200. Now the return in a 100 is real. We will reduce the price of our bras by up to £20. That's 20% off! Here's our current range: <http://bit.ly/postsurgery>. Every woman can now experience the difference a well made quality bra can make.

**25% OFF**

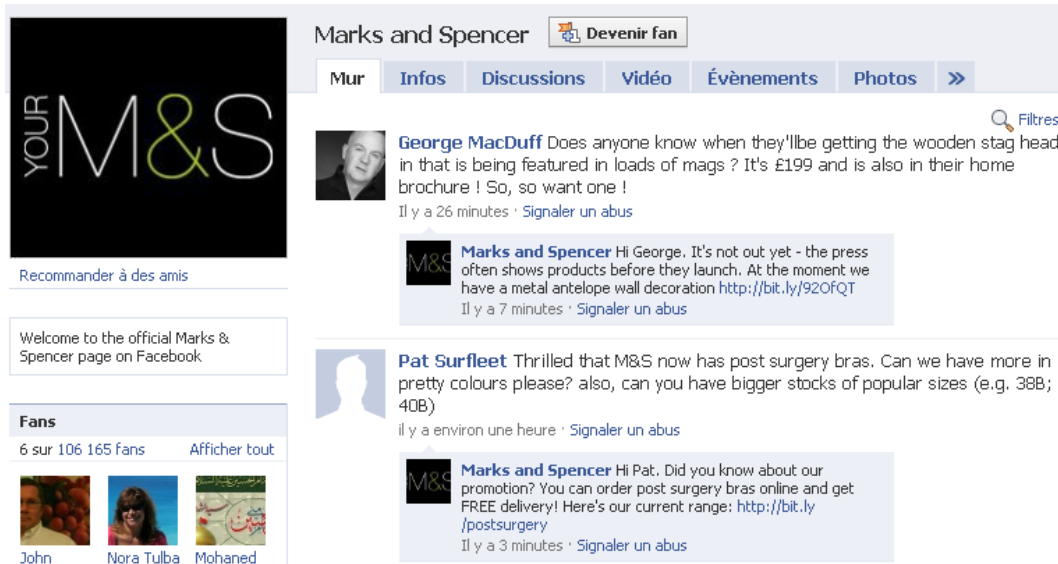
Available online only. Offer valid at [marksandspencer.com](http://marksandspencer.com)

**YOUR M&S**

Big size bras were proportionally more expensive than others, which caused a lot of complaints on the Internet.

Marks & Spencer heard its clients and picked up by lowering the price of these bras.

# YOUR M&S



**Marks and Spencer** [Devenir fan](#)

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+33% of bra sales on the first week of the operation compare to the same period the previous year.

+163% online bra sales on the whole year



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## Ideas so far

### PRODUCT IDEAS

24,276 [Coffee & Espresso Drinks](#)  
1,368 [Frappuccino® Beverages](#)  
7,416 [Tea & Other Drinks](#)  
11,007 [Food](#)  
5,349 [Merchandise & Music](#)  
7,476 [Starbucks Card](#)  
464 [New Technology](#)  
7,709 [Other Product Ideas](#)

### EXPERIENCE IDEAS

6,002 [Ordering, Payment, & Pick-Up](#)  
10,488 [Atmosphere & Locations](#)  
8,539 [Other Experience Ideas](#)

### INVOLVEMENT IDEAS

3,390 [Building Community](#)  
6,851 [Social Responsibility](#)  
4,557 [Other Involvement Ideas](#)  
691 [Outside USA](#)

### QUESTION OF THE DAY

What type of mobile device do you use?

SHARE.  
VOTE.  
DISCUSS.  
SEE.

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

## Most Recent Ideas

27 Min(s) Ago [Prettier glass water bottles](#)  
41 Min(s) Ago [Why is tea so expensive?](#)  
1 Hour(s) Ago [eDrink](#)  
1 Hour(s) Ago [improve customer loyalty](#)  
2 Hour(s) Ago [Hot mugs](#)  
3 Hour(s) Ago [let's share a cup of tea](#)  
3 Hour(s) Ago [ESPRESSO...WHAT ELSE?](#)  
7 Hour(s) Ago [Our local schools.](#)  
7 Hour(s) Ago [The furnature.](#)  
9 Hour(s) Ago [Saving Food](#)

## Featured Starbucks Idea Partners

These are our Starbucks Idea Partners. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.



**sbx\_slo** Susan is the environmental impact manager. She works on incorporating sustainability into all aspects of operations, from waste reduction to energy and water efficiency and green building, as well as with NGOs, government, and partner companies. **Favorite Coffee:** a

In 2008, Starbucks launched a collaborative platform, my Starbucks idea, to deal with customer's feedbacks.

Hi there, [Sign In](#) to make a comment.

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## Ideas so far

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+ 7% store sales on the first quarter of 2011  
(+ 4% on the first quarter of 2010)





## SCHWEPPE'S PROFILE APP

TAKE ADVANTAGE OF THE NEW FACEBOOK PROFILE PAGE PHOTO LAYOUT WITH THE SCHWEPPE'S PROFILE APP TOOL!



1 UPLOAD PICTURE

- 2 ADJUST

- 3 SAVE

- 4 TAG PICTURES

2 HELP

PROFILE PICTURE



SCALE 111 % ROTATE PROFILE RULE NUMBERS

Tag 5th Tag 4th Tag 3rd Tag 2nd Tag 1st



Okay, this is how it works. Once you've uploaded a photo you can drag and position it the way you like. Scale and rotate the image with the slidebars above. Once you're satisfied hit the "save" button below so the images are saved inside the **Schweppes Profile Layout** on your profile.

SAVE IN PHOTO ALBUM

RESET IMAGE

Now go to your **Schweppes Profile Layout** album and tag yourself in the 5 small pictures from last to first. Don't tag the big photo, set this one as your profile picture. And you're done!

## SCHWEPPE'S PROFILE APP

TAKE ADVANTAGE OF THE NEW FACEBOOK PROFILE PAGE PHOTO LAYOUT WITH THE SCHWEPPE'S PROFILE APP TOOL!



## THE LATEST HYPE ON FACEBOOK!

CREATE YOUR OWN UNIQUE PROFILE PAGE LAYOUT



Upload a photo and drag, scale and rotate it the way you like. Once you're satisfied hit the "save" button so the images are saved inside the **Schweppes Profile Layout** album on your profile.

Tag yourself in the 5 small pictures from last to first and set the big image as your profile picture. Enjoy!

GET YOUR PROFILE APP HERE!

Schweppes offers an application to customize its Facebook profile in an original way.

# VitaminWaters made Facebook users decide the new flavor.



vitaminwater<sup>™</sup> GLACÉAU

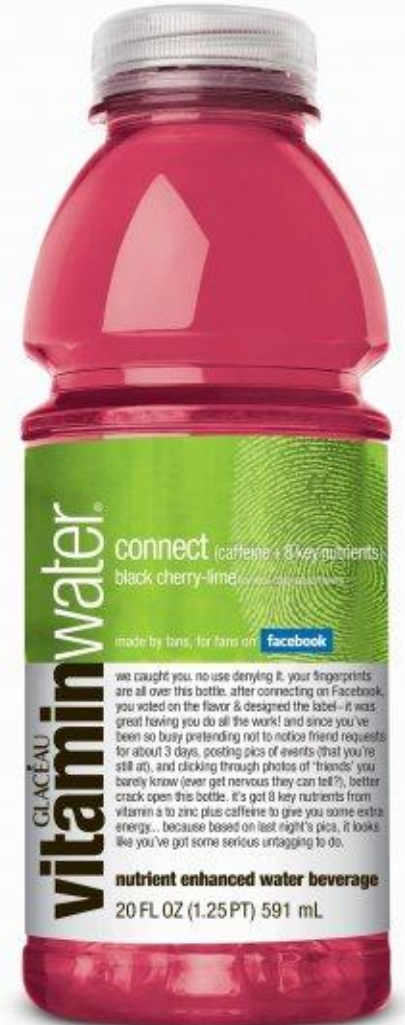




1 billion Dollars sales in United States in 2009 after the buyout in 2007 by Coca-Cola (without using traditional advertising).



vitaminwater<sup>™</sup> GLACÉAU



Brand-utility<sup>.com</sup>  
Welcome to the age of marketing as a service



Desperados allows its community to design and buy their own bottles customized by each.







6,7% of market shares on super premiums in 2009  
Vs. 6,3% in 2008.



Diageo proposes cocktail recipes to its clients with the Diageo Bar, also available as an application.


# DIAGEO

**the bar.com** *Serving up cocktail recipes, tools, tips and more.*

FIND US ON FACEBOOK HOME GLOSSARY WHERE TO BUY

DRINKS BY TYPE ▾ DRINKS BY OCCASION ▾ DRINKS BY BRAND ▾ QUICK DRINKS ▾ WINE ▾ ARTICLES & VIDEOS ▾ mybar Log In  
Joining the bar.com is easy! Join now.

Enter search term (i.e. margarita, vodka, flavor, color, holiday)  Drinks



**SMIRNOFF WHITE RUSSIAN**

A sweet drink for you to enjoy over the winter season

[VIEW RECIPE](#)

Game Day Drinks:  
[Easy to make recipes](#)











Hot Mint Chocolate:  
[Warm up your holidays](#)

White Russian:  
[A sweet winter favorite](#)

Google Goggles:  
[Snap and search in a whole new way!](#)






Cue the Cab this holiday:  
[Download the Cuervo App](#)

**DRINK RECIPES** Editor's Picks ▾


-  **Long Island Ice Tea**  
[View Recipe](#) 
-  **Mojito**  
[View Recipe](#) 
-  **Cosmopolitan**  
[View Recipe](#) 
-  **Hurricane**  
[View Recipe](#) 
-  **Smirnoff Island Punch**  
[View Recipe](#) | [View Video](#) 

[More Drink Recipes](#)

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**SEMI-HOMEMADE COCKTAILS**  
MAKE ANYTIME COCKTAIL TIME WITH **SANDRA LEE**.

[VIEW RECIPES](#)



**LEFTOVER LIQUORS? MIXERS?**  
TELL US THE SPIRITS AND MIXERS YOU HAVE AND WE'LL GIVE YOU DRINK RECIPES YOU CAN MAKE.  
**MAKE EXTRAS EXTRAORDINARY**



**CREATE LABELS**  
MAKE CUSTOM LABELS FOR SOME OF YOUR FAVORITE LIQUOR BRANDS. IT'S FREE!

## Mojito



Best served with: **Captain Morgan Original Spiced**  
[Where to buy](#)

### Drink Recipe Ingredients:

- 1.25 oz. Captain Morgan Original Spiced (25 oz. per bottle)
- 12 mint leaves
- 1 teaspoon(s) sugar
- .5 oz. lime juice
- 2 oz. soda water

Servings:  Select the number of servings.

### CREATE A SHOPPING LIST

Create a list of all the ingredients you need by adding recipes to the shopping list.

[+ ADD INGREDIENTS](#)

[VIEW SHOPPING LIST](#)

### Drink Recipe Preparation:

Place mint leaves in bottom of glass.

Add crushed ice, Captain Morgan Original Spiced Rum, sugar, and lime juice, and muddle.

Add soda water and garnish with mint leaves.



Average: 4.4 (323 User Ratings)

[+ SAVE TO MYBAR](#)

[PRINT RECIPE](#)

[EMAIL RECIPE](#)

[+ SHARE THIS](#)

Please do not share with anyone under the legal drinking age

### RESOURCES:

#### Glossary:

[Ice](#)  
[Rum](#)  
[Garnish](#)

#### Related Links:

[CaptainMorgan.com](#)  
[Where to Buy](#)  
[Nutritional Information](#)

### RELATED RECIPES:



**Private Stock on the Rocks**  
[View Recipe](#)



**Captain 100 Shot**  
[View Recipe](#)

### YOU MIGHT ALSO LIKE:



**Pineapple Splash**  
[View Recipe](#)



**Peach Margarita**  
[View Recipe](#)



Nike enables runners to record and to evaluate their performance to improve more easily with the Nike + application.



NIKE.COM.SG

REGISTER MY ACCOUNT NEWSLETTER

NIKE+ USERS:  
Log in



My Runs



Products



Community

25,351,104 km



Sport Music



Support



beconfused.com

- 2006: special runners range launched by Nike and first application with ipod – Nike owns at the time 48% market shares on running shoes.
- 2010: 61% market shares on running shoes.



NIKE.COM.SG

REGISTER MY ACCOUNT NEWSLETTER

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My Runs



Products



Community

25,351,102 km



Sport Music

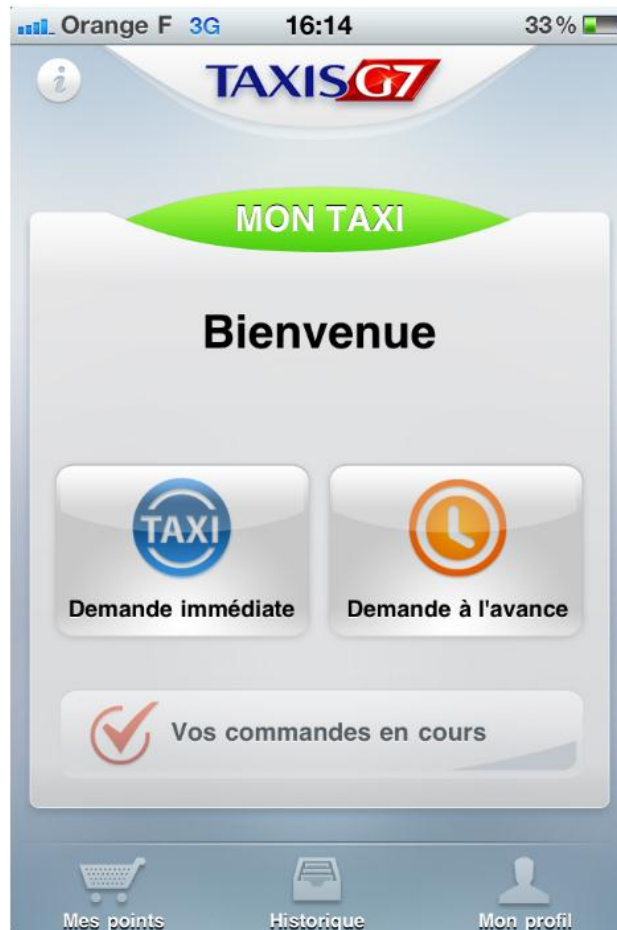


Support



beconfused.com





Taxi G7, a taxi company, launched a mobile application to order a taxi.



### **1** Consultez d'abord le guide de sécurité

Rassurant et pratique, il vous indique comment réagir en cas d'accident.



### **2** Accédez ensuite à l'annuaire d'urgence

Assistance, secours, conseiller MAAF... Retrouvez tous les numéros utiles rapidement, en un simple clic.



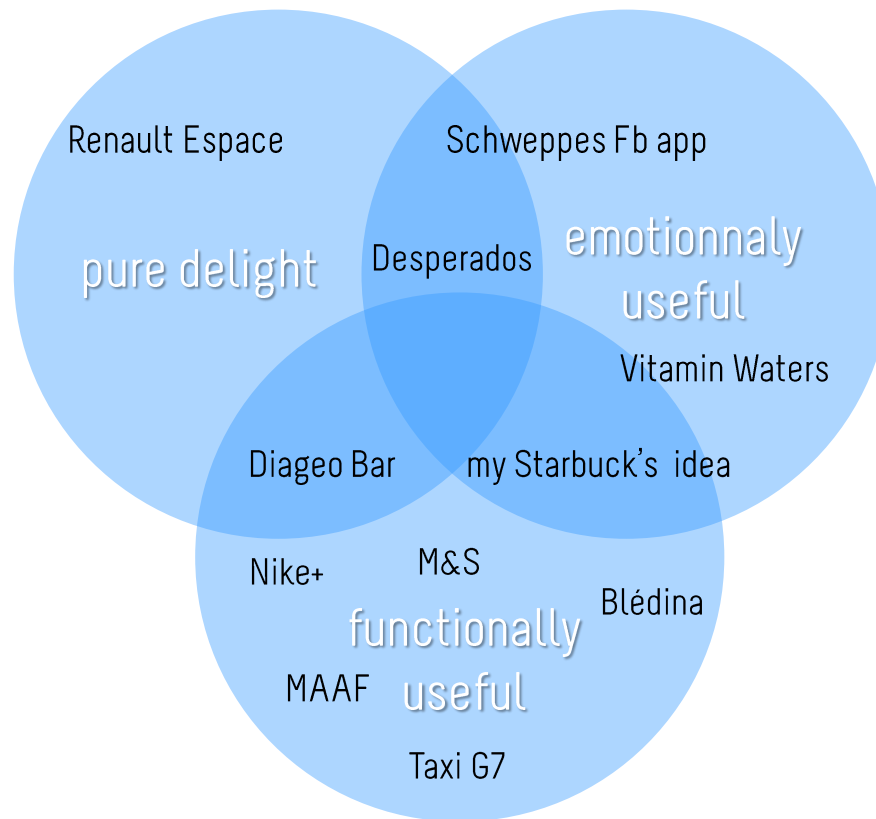
### **3** Envoyez un email à votre gestionnaire MAAF

Il vous rappellera rapidement afin d'enclencher les démarches.

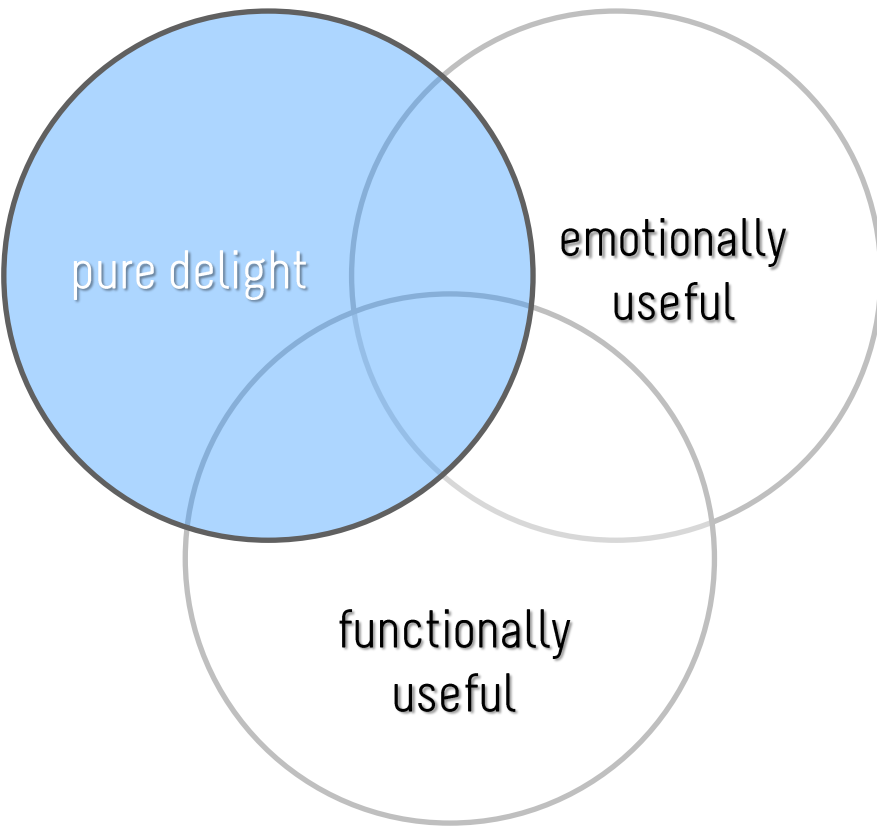
Maaf created a mobile application to assist its customers in case of emergency : help, security advices, first supports, emergency numbers...



From the perspectives of your clients,  
does your idea fall into one of these areas?



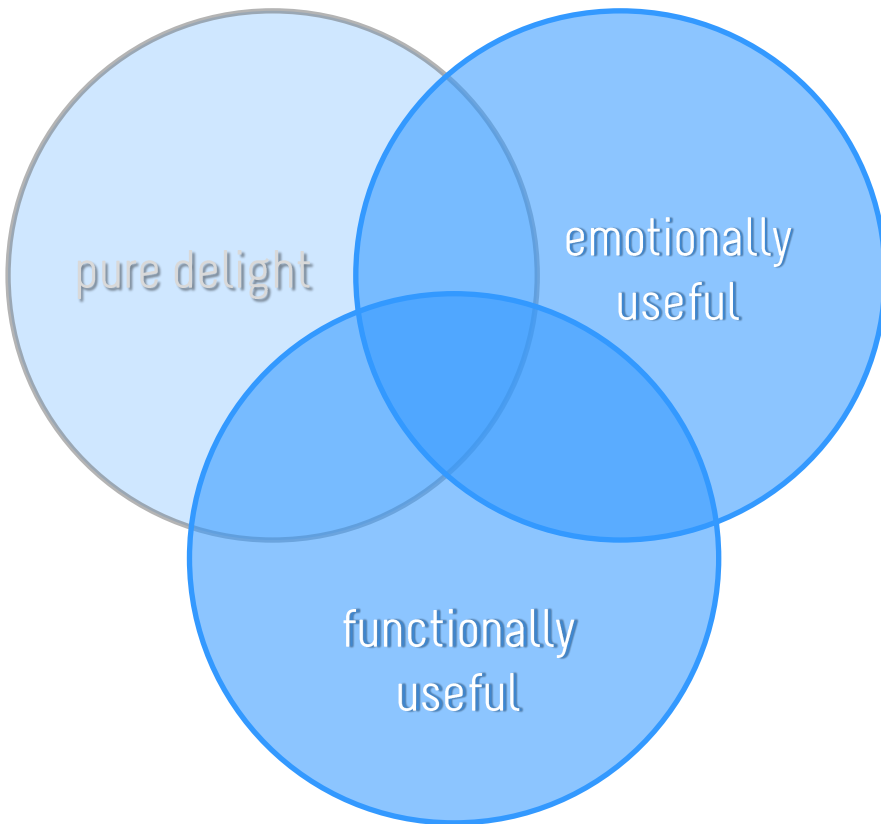
# With some limits for the « pure delight » actions...



Brands who're doing « pure delight » actions get only short term results. The brand utility and its investment are too limited.



...because the brand must stay focused on the contexts it can be useful.



BRANDS NEED TO SEE THEMSELVES AS **VALUE CREATORS**, ADDING VALUE TO CONTEXTS WHERE THEIR VALUE IS **APPRECIATED AND NEEDED**.

They need to investigate and explore these contexts, surrounding their brand and products, and take **ownership** of them.

IMAGE BY EJP PHOTO ON FLICKR.COM



Helge Tennø,  
*Context, Value & The New Marketing Economy*, 2009

A CONCLUSION  
IS THE PLACE  
WHERE YOU  
GOT TIRED OF  
THINKING

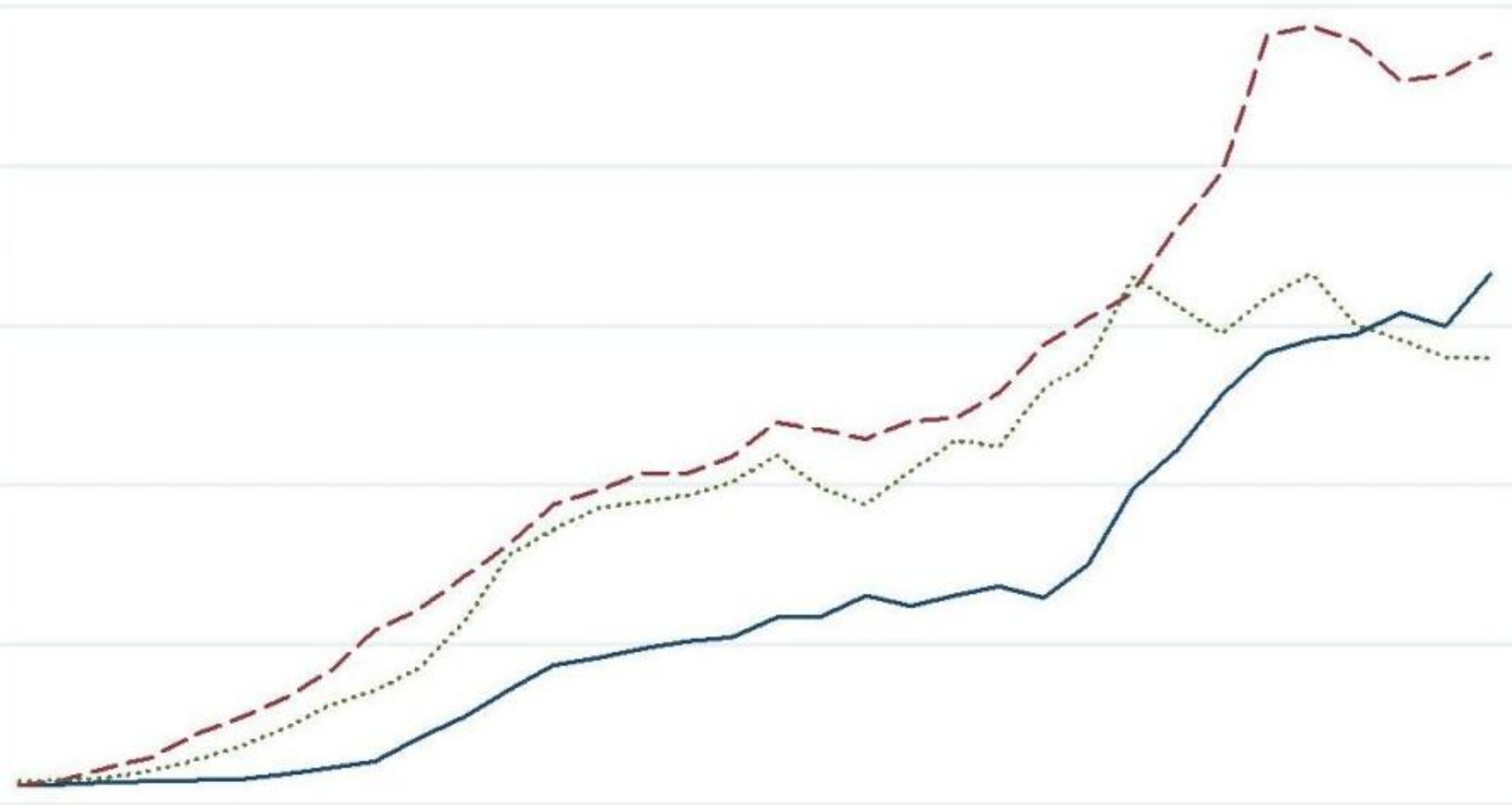
To sum up

packaged

crystal  
clear IC



The ROI is a business and financial metric...



... and not a performance metric about media or human relations.







Determine ROI for social media in short term  
is an inappropriate reflex with these tools.



The reasons of your brand's presence on social media must be qualitative (not only economic) for a long term.

T R U S T



However, some new metric ideas exist and have to be explored in to define reliable and relevant indicators on short term actions.



In lieu of investing  
Return on endorsement  
Return on green  
Return on setting  
Return on demonstration  
Return on solution  
Return on emotions

A background image of a soccer match. In the foreground, a player in a dark blue jersey with white shorts is running towards the left, holding a soccer ball. Behind him, a player in a white jersey with green shorts is running towards the right. In the background, other players and a large crowd in a stadium are visible.

*“It’s what you do,  
not what you say,  
that matters”*

Paul Isakson / [paulisakson.com](http://paulisakson.com)





bkp550 on flickr

# Brand-utility<sup>.com</sup>

Welcome to the age of marketing as a service

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Mars 2011