

OMMA Global Notes

The event was a 2-day conference in SF, CA in March 2012

To read the introduction blog please visit [www.jonruiz.com](http://www.jonruiz.com)

## Robert Passikoff, Founder and President, Brand Keys

Higitals- high volume digital users are 20% of the market and expect more from brands

Engage women with time

<http://www.comscore.com>

Engage the general population with social media

Wigitals- highly connected users that use smart phones and tablets

Engage men with saving time

<http://www.arbitron.com/home/content.stm>

Engage higitals with blogs

## Bladimiar Norman, SVP Marketing, The Weinstein Company

80% of our conversations are with the same people

There are only a few categories of listeners: work, friends and family

Online advertising has the least affect on people

The Artist was a movie lover's movie. They organized meet-ups and screenings for artists, actors and film industry to start out promotions and create advocates

Bully used a causes campaign to gather personal stories from their Facebook (FB) fans on their experiences with bullying.

<http://www.facebook.com/bullymovie>

70% of the conversations are personal

Only 16% of your social media posts are seen by your fans

Components of campaign:

- The set-up: placing media into the right channels
- Creative: must nail it
- Understand assets: collect info on results of media placement
- Listen: your audience will guide you, grab what is working, analyze metrics
- Timeline: deliver info at the right time
- Publicity: industry press distribution
- Socially Inspire: allow your audience to become promoters
- Be Malleable: change it up when necessary

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## **Pinterest**

Pinterest is an idea platform. A pinboard of wants and desires, foods you'll never cook, places you'll never go, and clothes you may never wear

90% people use Pinterest to get ideas

<http://hpccsystems.com>

Average user has 28 Likes

That is pinterestable, or pinteresting

Spend about 89 minutes per month

Great for referral traffic

## **Social Track Notes**

<http://www.Buzzfeed.com>

CPM is a waste of money

Doing it well

<http://www.facebook.com/zappos>

<http://www.pinger.com>

<http://bamboosocial.com>

<http://grapheffect.com>

Engage, communicate, respond,  
Quality of fans, not volume!!

FB advertising: time of day and day of the week  
to place advertising is more important than the  
demographic

<http://www.facebook.com/business/fmc>

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Use the pinmarklet

<http://pinterest.com/about/goodies>

Good for planning, experiencing and recapping

[http://en.wikipedia.org/wiki/Big\\_data](http://en.wikipedia.org/wiki/Big_data)

16% connect to Twitter

Users in USA: 83% female, 17% male (should  
balance out soon)

Users in Britain: 44% female, 56% male

Top 3 subjects: fashion, desserts, clothes

<http://tweetwall.apps.zappos.com>

<http://www.buddymedia.com>

Doing it well <http://www.facebook.com/zico>

Be interesting, but also be interested in your  
audience. It should not be a one-way  
conversation. If you can't find time to create  
quality posts, partner with a good amateur or  
pro blogger

FB pages are not an ad platform, they are an  
influence platform

FB has more personal data than Google, but FB  
advertising is not search advertising, so reset  
your expectations

What is on your audiences mind? That is what  
your topics should revolve around

## **Video Notes**

Flash is dead, HTML5 is ALIVE!!

There are more mobile phones than people in the USA, people are using phones to view content

You can't ignore video, take a holistic view and integrate video into the campaigns

[New YouTube](#) is a game changer

YouTube: Always have a featured video, big challenge is how to organize content, use custom tabs

Place call to action at the end of video

Cisco reported that 50% of traffic is from mobile devices

Tag your videos and use <http://schema.org>, [Good info here for SEO](#), the video Title Description is huge for searching and engaging clicks

You cannot create a viral video, it just happens

Doing it well <http://www.youtube.com/user/Lowes>

Doing it well  
<http://www.youtube.com/user/BarackObamadotcom>

## **Random Notes**

<http://www.mediapost.com/ommaglobal>

Used to be a creative and a copywriter team, now it is a creative and a web designer team

Datamaniacs: those obsessed with data

93% of sales happen offline

Second screen: watching tv while using a smart phone or tablet

90% of millennials will trust a friend over a brand

<http://www.orabrush.com> is awesome, watch their videos and get a free [Orabrush](#)

Intel: make conversation not ads, take risks and look 6- 9 months ahead, integrate!!!

Make sure to tell a good story, the best presentations by Intel and Orabrush were based around well-crafted stories