



PAMPERING HISPANIC MOMS



PAMPERS HAS EXPANDED ITS FACEBOOK PRESENCE WITH PAMPERS LATINO, a page dedicated to Hispanic moms.

“Last year we launched our “Miracles” campaign within the Hispanic community before the general market, so we began with programming on the Facebook page pretty quickly,” says Felix Olmo, Pampers brand manager. “This campaign seemed like a nice, natural progression and expansion of our “Miracles” campaign.”

A sweepstakes and weekly giveaways are supporting the launch and will supply Pampers, a Procter & Gamble brand, with all important consumer information for it to stay in touch with these moms. Fans participate in weekly drawings for body suits customized to celebrate different Latin cultures. One family will win the grand-prize vacation to visit a Latin American country. The promotion ends May 31.



To get the word out about the new online community and promotions, Pampers partnered with key influential Latina mommy bloggers, or blogueras, from across the country. It monitors the site on a steady basis to update content and function based on users habits and feedback.

“The challenge is the same for Facebook as with every social media channel,” Olmo says. “ It’s being ‘on’ every single day, 24/7. Social media has changed our brand, how we talk to parents and how we plan our campaigns to be more real time and change as we go along.” — **PATRICIA ODELL**



DRIVING UP WORTH

HERTZ COUPON VALUE INCREASES WITH FACEBOOK SHARES

IN AN APRIL PROMOTION, HERTZ OFFERED FACEBOOK FANS A COUPON that increased in value the more consumers shared the offer with their social network.

The offer worked on the Share It Up! social coupon platform. Hertz’s more than 69,000 fans were encouraged to share a coupon posted on a dedicated page, as well as on the home page, by clicking the “Share It Up!” button. Once a recipient clicks on the coupon it unlocks greater discounts and increases the value of the coupon. The more the coupon is shared the greater the value becomes. Everyone who shares the coupon can take advantage of the savings; after five shares on Facebook, Twitter or via email, the maximum value of \$50 is unlocked.

“We know that customers who use this coupon are dedicated to Hertz as a brand so when they post and share the coupon they’re giving the referral that Hertz is a great brand,” says Lomore Hecht, Hertz manager of communications and social media. “The real success of the program is not only how many people redeem and share the coupon, but how many people actually use the coupon for their next reservation,” she says. — **PO**



REGIONAL CIRCLES



BRANDS TEST GOOGLE+ WITH LOCAL MARKETING PILOTS

GOOGLE HAS INTEGRATED GOOGLE+ CONTENT INTO ITS SEARCH ENGINE RESULTS TO IMPROVE RELEVANCE FOR USERS.

Whether or not you buy the reasoning, opportunity abounds for nimble brands that embrace Google+.

Remember, Google+ represents more than just another social network since its content now spills over into Google's search engine results pages, sharing real estate with more traditional SEO and pay per click results—two of the most profitable online marketing channels for many brands.

Never fear. Asking a few simple questions can get your brand headed in the right direction.

Are we thinking locally to boost visibility and success?

Some national and regional brands have found great success leveraging local dealers, agents, distributors, retailers and franchisees to boost the national brand along with local visibility and sales. Automated local search marketing technologies help brands scale programs focused on Google Places, Bing Local and more. This makes it easier to build and maintain a national web of visibility made up of hundreds or thousands of local entities. If your local and search marketing teams aren't working to leverage local in this fashion, ask them why as soon as possible.

Will Google+ deliver the same local benefits?

Even though Google+ is impacting search results in a big way, scalability for brands on the social network is limited until Google opens up an API for Google+ to anyone needing access. Unfortunately, that means brands must spend significant time to create and maintain Google+ brand pages for their brick and mortar locations.

Some brands that want to proactively embrace Google+ have chosen to run local marketing pilot programs on the social network to learn the ins and outs of Google+ and its potential impact on local marketing efforts. The test programs position brands for future success by learning now so they can scale later. —

JON SCHEPKE, PRESIDENT AND FOUNDER, SIM PARTNERS.

IT'S NICE TO SHARE

HOW TO GET CONSUMERS TO PASS ALONG FACEBOOK CONTENT

JENNA LABEL, MANAGING DIRECTOR OF STRATEGY AT LIKEABLE MEDIA, OFFERS FOUR TIPS TO IMPROVE THE SHAREABILITY OF FACEBOOK CONTENT:

1. Look at the data. How many interactions are you getting on certain pieces of content? Put that content into buckets, such as video, content with a photo, an article, etc. "This allows you to see and segment what's working and what's not," she said.

2. Experiment! Try short- and long-form articles and one- and two-minute videos to see what pulls best. Ask engaging questions. Post content related to that day's news or events. The Pampered Chef experimented with a variety of content and found that fans actually want to share recipes and feel good stories and put a focus on that. "There's not one form of content that resonates with everyone, so by switching it up you're collecting more data and figuring out what works with most fans," Label says.

3. Post content that's worth sharing. Posts like "Share this if you're happy it's spring," won't cut it. Content should be controversial, original and timely. Make people laugh, or give them a how-to lesson on something relevant to your brand.

4. Give a call to action to encourage sharing. A study last year from Mometus Media found that asking users to "like" a post got 216% increased engagement on that post. "It's a no brainer, but they may not think to press that share button," Label said. — **PATRICIA ODELL**



MOTIVATING COUCH POTATOES

What inspires TV viewers to interact with social media? According to a recent study by Accenture, the top motivators are:

- More information (43%)
- Coupons and promotional codes (32%)
- Contest or sweepstakes (31%)
- Watch another video (26%)
- Talk about the show or a product (26%)
- Connect with others who share interests (21%)
- Recommend the show to others (20%)
- Make a purchase (16%)