



**CONTENT THAT CONNECTS**

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**Do I really need social media?  
I'm a manufacturer.**

Kristy Amy – Director of Marketing Strategy

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Who is the most influential  
person online?

# Justin Bieber – Most Influential Person Online

---

Twitter Followers: 41,145,073

Facebook Likes: 55,103,838

2012 Income: \$60 Million



## Close Second: Lady Gaga

Twitter Followers: 38,809,000

Facebook Likes: 57,977,000

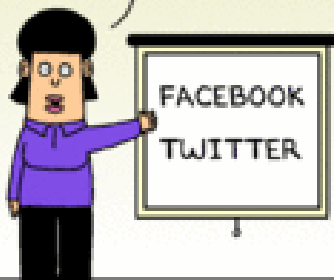
2013 Income: \$80 Million (June 2013)



September 14, 2010 



AS THE MARKETING  
MANAGER FOR SOCIAL  
MEDIA, MY JOB IS TO  
USE THESE TWO WORDS  
A LOT.



Dilbert.com DilbertCartoonist@gmail.com

MARKETING THROUGH  
SOCIAL MEDIA IS LIKE  
HERDING CATS. AND JUST  
TO MAKE IT INTEREST-  
ING, MANY OF THE CATS  
ARE DRUNK AND STUPID.



© 2010 Scott Adams, Inc./Dist. by UFS, Inc.

BURN.

I AM  
TOTALLY  
DEFRIENDING  
THAT WITCH.



# SOCIAL MEDIA EXPLAINED

TWITTER I'M EATING A #DONUT

FACEBOOK I LIKE DONUTS

FOUR SQUARE THIS IS WHERE  
I EAT DONUTS

INSTAGRAM HERE'S A VINTAGE  
PHOTO OF MY DONUT

YOU TUBE HERE I AM EATING A DONUT

LINKED IN MY SKILLS INCLUDE DONUT EATING

PINTEREST HERE'S A DONUT RECIPE

LAST FM NOW LISTENING TO "DONUTS"

G+ I'M A GOOGLE EMPLOYEE  
WHO EATS DONUTS.

# Agenda

---

- Establish Goals
- Audience
- Message
- Tactics
- Getting Started Plan

# Social Media & Manufacturers

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## SBN Interactive Point of View

- 55% of mobile owners access mobile web (Source: Pew Research Center, 2012)
- By 2014, mobile internet is predicted to take over desktop internet usage (Source: Microsoft Tag, 2012)
- Nearly 116 million Americans will use a smartphone at least monthly by the end of this year. By 2013, they will represent over half of all mobile phone users.(Source: eMarketer, 2012)

# Manufacturer Blueprint

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## Getting Started with Social Media

- Email newsletter
- Blog to hold current content
- Video(s) to demonstrate capabilities
- Promote content via social (LinkedIn, Twitter, Google+)



# Establish Goals

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- Generate exposure for business
- Increase traffic
- Improve search rankings
- Develop new business partnerships
- Generate leads
- Reduce marketing expenses
- Improve sales



# Who is your audience?

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# Who is your audience?

---

CFO



Engineers



Quality  
Manager



Distributor  
Sales Force



Plant  
Manager



# Message

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- What do they care about?
  - Needs
  - Attitudes
  - Behaviors

- Customer touch points?

- What do you know that you could share?

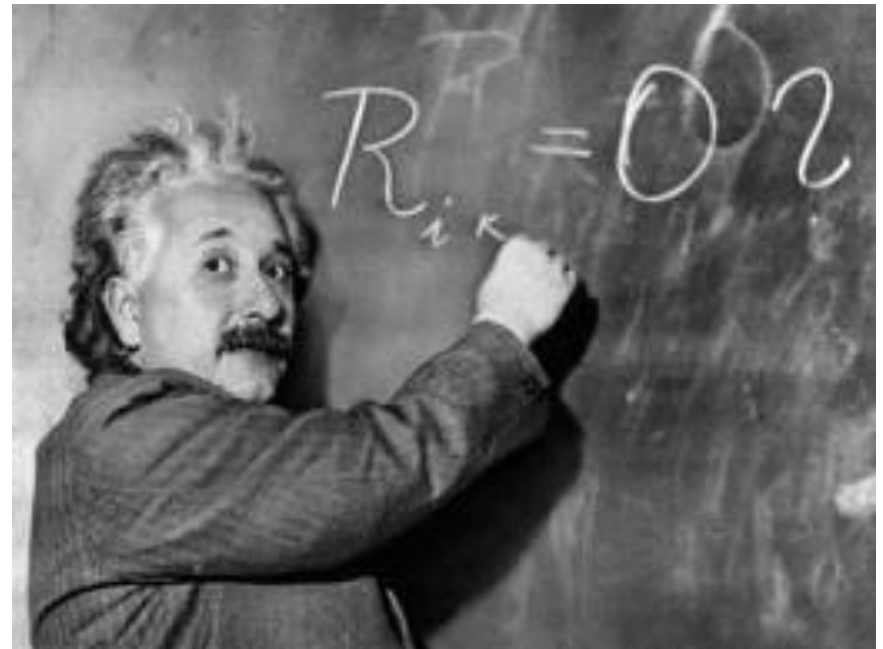
SEEDS OF KNOWLEDGE



# Message

---

- What are your subject matter experts?
- How can you extract expertise from SME?



# Why customers interact on social

---

1. Discounts
2. Purchases
3. Reviews and product rankings
4. General information
5. Exclusive information
6. Learn about new products
7. Customer service
8. Event participation
9. To feel connected
10. Submit ideas for new products / services



# Tactics

Social Tools

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# Email

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The Original Social Tool – Started in 1965

## Penetration of Email

- 95% of US online consumers use email
- 83% of US online consumers say they check email at least once per day.
- 70% say they always open emails from their favorite companies




<http://www.exacttarget.com/subscribers-fans-followers/social-breakup.aspx>




# Email Marketing / Blogs

## Engineering Audience

**genuine BioThane<sup>usa</sup> the protected webbing** [Sales@BioPlastics.us](mailto:Sales@BioPlastics.us)



**BioThane<sup>®</sup> Coated Rope: Have You Ordered Your Free Sample Yet?**



Available now in our Gold and Beta<sup>®</sup> 520 series, BioThane<sup>®</sup> Coated Rope features an easy-to-tie round profile combined with durability, cleanability and weather resistance.


Coated Rope has many applications in a variety of markets, including:

- equine harness and tack products
- canine leashes
- tool lanyards
- outdoor tie-offs

Customers who have requested samples have been very excited about this new coated webbing option.

**Custom Rope Clamps**  
We also offer rope clamps (see picture) in brass and stainless steel, custom built to fit the rope.

[Learn more](#) or [order a free sample](#) of any of our BioThane<sup>®</sup> coated straps.



**Upcoming Events**

BioPlastics is attending and/or exhibiting our coated webbing products at the following industry events. Hope to see you there!

**ABC Kids Expo**  
Sept. 23-26, 2011  
Louisville KY

**Quarter Horse Congress**  
Oct. 7-30, 2011  
Columbus OH

**International Lineman's Rodeo & Expo**  
Oct. 12-15, 2011  
Kansas City, KS

**IFAI Expo**  
Oct. 25-27, 2011  
Baltimore, MD

**National Safety Congress**  
Oct. 31 - Nov. 2, 2011  
Philadelphia PA

**Equine Affaire**  
Nov. 10-13, 2011  
W. Springfield, MA

For more information, see the [Industry Events](#) page on our [website](#).

Email driving traffic to blog



Home | Company | Sitemap | Contact

search... **SEARCH**

**genuine BioThane<sup>usa</sup> BIOPlastics** COMPANY

Call us at 877-588-2358 [Request A Sample](#) [Read Our Newsletter](#)


[YouTube](#) [FR](#) [DE](#) [IT](#)

HOME PRODUCTS APPLICATIONS BIOTHANE<sup>®</sup> VS WEBBING COMPANY **NEWS** FAQ CONTACT BLOG

**Bio Blog**  
Updates and news about new BioThane products, events and market trends

[Home](#) [Tags](#) [Search](#) [Feed](#)

**Start Your Engines**  
Posted by: [BioPlastics](#) on Jun 06, 2012  
Tagged in: [coated webbing](#), [BioThane](#)



The **Monaco Grand Prix** has attracted a large fan base to Monte Carlo, Monaco since its founding in 1929. This year, during the May 24 - 27, 2012 race, BioPlastics was honored to provide the decor (colorful BioThane<sup>®</sup> coated webbing) for the 400-horsepowered Renault Alpine a110 50 sports car.

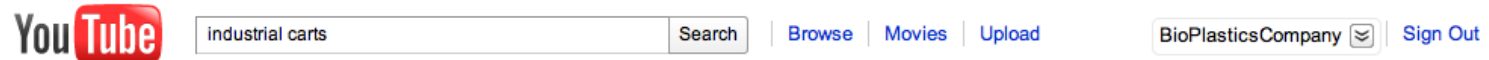
# What is the penetration of YouTube?

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- More than 1 billion visitors a month
- More than 100 hours of video uploaded every minute
- Over 6 billion hours of video are watched each month on YouTube—that's almost an hour for every person on Earth, and 50% more than last year



# YouTube as a Search Engine



## Search results for industrial carts

About 230 results

Sort by: Relevance ▾

Filter ▾



### Lean Material Handling w/ **Industrial Roller Carts**

**Industrial carts** with just-in-time inventory are delivered to the line side. Materials are manually pushed from the **industrial cart** to the ...

by [KTecCarts](#) | 1 year ago | **1,100 views**



### Tugger & **Industrial Cart** vs Forklift

A tugger with an **industrial cart** moves dunnage along side of a forklift performing the same task. Which is faster, the forklift or the **industrial ...**

by [KTecCarts](#) | 3 years ago | **1,337 views**



### KTec **Industrial Carts** - Modified Pivot Point

Material handling is made easy on your plant or distribution center floor with **KTec Industrial Carts**. Engineered to handle large loads (2000 ...

by [KTecCarts](#) | 3 years ago | **1,818 views**



### **Industrial Cart** Painting Chicago - Step 4 - McCahill Painting

In this video, McCahill Painting Company painters are completing step 4 of the preparation and painting process. After the preparation process has ...

by [McCahillCo](#) | 1 year ago | **269 views**



### **Industrial Cart** Painting Chicago - Step 1 - McCahill Painting

In this video, McCahill Painting Company painters are completing step 1 of the preparation and painting process. The steel carts are thoroughly ...

by [McCahillCo](#) | 1 year ago | **104 views**

Featured Videos



### Zvulun Street Cleaning **Cart** Concept

In the 21 century people are still cleaning the street with basic tool...

by [GadiDudler](#) | **253 views**



### Taiwan Bans Nestle **Products**

types of Nestle dairy products after testing found traces of the In...

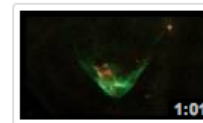
by [NTDTV](#) | **2,908 views**



### Green and Clean Electric Trash Collection Come to

. Cyril Fraissinet is running the project. [Cyril Fraissinet, Indus...

by [NTDTV](#) | **96 views**



# Branded YouTube Channel

www.youtube.com/user/BioPlasticsCompany/feed

Google

YouTube

Upload

KristyAmyOhio

Watch Later

Watch History

Playlists

What to watch

My subscriptions 25

Social

SUBSCRIPTIONS

- LobsCast 9
- SkyDoesMinecraft 56
- smosh 12
- CavemanFilms 28
- Tobuscus 5
- Movies 6
- TV Shows 6
- RihannaVEVO 6
- historychannel 6
- IncrediblyHotWo... 1

BioThane USA

Coated Webbing

<http://biothane.us/>

BioThane

Subscribe 18

Videos Discussion About

All activities

BioPlasticsCompany uploaded a video 1 month ago

**BioThane Global Leadership**

12 views

BioThane Coated Webbing is a global leader manufacturing BioThane, a cleanable, durable, waterproof coated webbing. BioThane is made in the United States and distributed across Europe, India, Africa, as well as the United...

1:22

# LinkedIn







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## Penetration of LinkedIn


- Started May 2003
- 225 Million Users
- Over 50M in US
- As of Jan 2011, all Fortune 500 companies had executives with accounts
- Over 2.7M companies have pages
- 1.5 Million Groups



# LinkedIn


Advanced40212Premium SolutionsUpgrade

[Are You a Female Director - Apply Now to the National Association of Professional Women. Register Free.](#)


  
Share with: LinkedIn + Twitter (@kristyamy) Share

All Updates ▾


LinkedIn Today recommends this news for you



Hunter Walk  
**Internet Etiquette: The Rights & Wrongs of Publicly Criticizing a...**




Inge Geerdens  
**In Business, Act Like a Gentleman, Behave Like a...**




NO PHONES. NO EMAIL. NO TEXTING.  
David Sable  
**Declare Your Digital Independence**


More Influencer Posts ▶



Jennifer Martinez is now following what Meg Whitman is saying on LinkedIn.



Meg Whitman  
CEO at Hewlett-Packard



have better meetings - FREE

join me

TRY IT FREE

WHO'S VIEWED YOUR PROFILE

**11** Your profile has been viewed by 11 people in the past 15 days.

See more ▶

Put Customers at the Center of Your Organization

While a lot of what it takes to turn a company around is

# LinkedIn Business Listing

The screenshot shows the LinkedIn profile page for Parker Hannifin. At the top, there is a search bar and navigation links for Home, Profile, Network, Jobs, and Interests. The main header features the Parker Hannifin logo, the company name, and a 'Follow' button with 30,598 followers. Below this is a banner image of a truck with the tagline 'ENGINEERING YOUR SUCCESS.' The 'How You're Connected' section shows 1 first-degree connection, 597 second-degree connections, and 10,683 employees on LinkedIn. The 'Recent Updates' section includes a post from Dr. Lewis Boyd, a Principal Engineer, and a post from avionics about Parker Aerospace and Oxsensis. The 'Careers' section features a profile picture and text indicating 41 jobs posted.

**LinkedIn Business Listing for Parker Hannifin**

**Search for people, jobs, companies, and more...** [Advanced] [401] [9]

Home Profile Network Jobs Interests Premium Solutions Upgrade

**Marketing Dashboard - Evaluate Online & Offline Marketing Effectiveness In One Simple Dashboard!**

**Parker Hannifin** 30,598 followers **Follow**

Home Careers Products & Services Insights

**ENGINEERING YOUR SUCCESS.**

**How You're Connected**

- 1 first-degree connection
- 597 second-degree connections
- 10,683 Employees on LinkedIn

[See all](#)

**Recent Updates**

**Parker Hannifin** Parker Aerospace Principal Engineer for Gauging and Sensors, Dr. Lewis Boyd, comments, "The pressure sensor to be designed will provide more precision than existing commercially available electrical sensors, while also being suitable for use at low temperatures and under... more

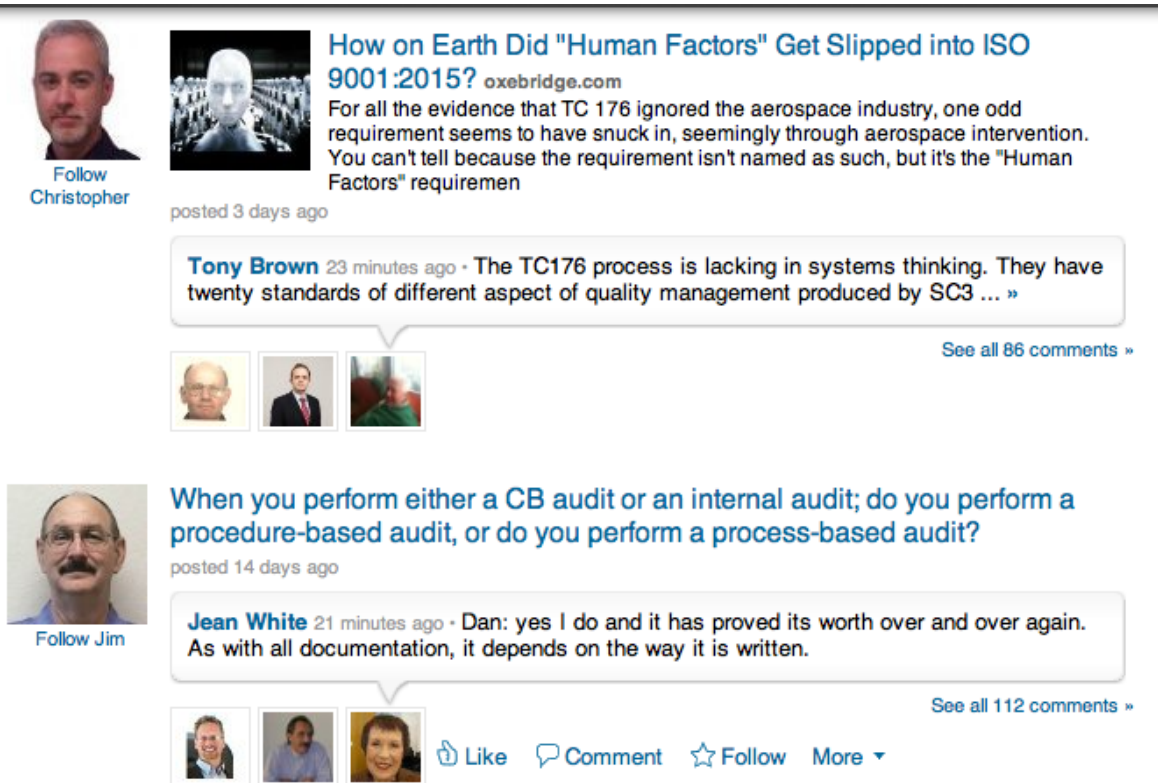
**Parker Aerospace and Oxsensis to develop accurate, stable fiber...**  
avionics-intelligence.com · bPARIS, 19 June 2013. bParker Aerospace, a business segment of Parker Hannifin Corp.

**Careers**

**Interested in Parker Hannifin?**  
Learn about our company and culture.  
41 jobs posted

[Learn more](#)

# LinkedIn Groups



The screenshot shows two LinkedIn posts. The first post is from Christopher, posted 3 days ago, titled "How on Earth Did 'Human Factors' Get Slipped into ISO 9001:2015?" from oxebridge.com. It discusses a requirement in TC 176 that seems to have snuck in through aerospace intervention. A comment from Tony Brown, posted 23 minutes ago, states that the TC176 process is lacking in systems thinking and has produced twenty standards of different aspects of quality management. The second post is from Jim, posted 14 days ago, titled "When you perform either a CB audit or an internal audit; do you perform a procedure-based audit, or do you perform a process-based audit?". A comment from Jean White, posted 21 minutes ago, responds that yes, they do, and it has proved its worth over and over again, depending on how the documentation is written.

**Christopher** posted 3 days ago

**How on Earth Did "Human Factors" Get Slipped into ISO 9001:2015?** oxebridge.com

For all the evidence that TC 176 ignored the aerospace industry, one odd requirement seems to have snuck in, seemingly through aerospace intervention. You can't tell because the requirement isn't named as such, but it's the "Human Factors" requirement

**Tony Brown** 23 minutes ago · The TC176 process is lacking in systems thinking. They have twenty standards of different aspect of quality management produced by SC3 ... »

See all 86 comments »

**Jim** posted 14 days ago

**When you perform either a CB audit or an internal audit; do you perform a procedure-based audit, or do you perform a process-based audit?**

**Jean White** 21 minutes ago · Dan: yes I do and it has proved its worth over and over again. As with all documentation, it depends on the way it is written.

See all 112 comments »

Like Comment Follow More ▾

ISO 9001

ISO 14001 and OHSAS 18001

Plastic Injection Molding

Steel Manufacturers

Grinding & Cutting



# LinkedIn Groups

## People Sourcing



Follow Abhik

Require an Extrusion Facility to manufacture a product. Please let me know me if you can help.

10 days ago



Follow Linda

seeking a company in the USA that does the production in the USA for small quantity custom plastic thermoforming. If interested please...

posted 10 days ago

**Rampal bhatia** 19 hours ago · Rampal bhatia Hello Linda: Your product must be produced in USA? Is it not possible to produce that in China and ship to USA? If you ... »

See all 10 comments »



Follow Marko

I am looking for plastic injection mold making company with production capabilities for production of precise scale model kits based on...

This is the example of master I made few years ago:



Otvoreni maketarski forum :: Vidi temu - 1/72 Soko Orao - nastanak... maketarstvo.net

posted 2 months ago

# LinkedIn

## Paid Ads

LinkedIn  Go to LinkedIn Ads »

▼ Kristy Amy **Add Connections**

Home Profile Contacts Groups Jobs Inbox **223** Companies News More


People ▼ Search...  Advanced


Free Root Cause Analysis Tool - Download our helpful tools to improve your ISO9001 corrective actions.





Share an update

People You May Know



 **SMITHERS**  
QUALITY ASSESSMENTS



Select Language  **Contact us today!**  
1-866-688-0134 or [sqa@smithers.com](mailto:sqa@smithers.com)  
 [Signup for our Newsletter](#)

Home Services Resources About Us Contact Us Blog

▼ Home Monday, 27 February 2012

Key Information

**Whitepaper:**

-  [Getting The Most From Your Certified Quality Management System \(QMS\)](#)
-  [ISO 9001:2008 Audit Preparation & Checklist](#)

**ISO 9001 Menu**

- Overview <
- Benefits <
- Quality Standard Details <
- Certification Process <
- Why SQA <
- FAQ <

**ISO 9001:2008 Audit Preparation & Checklist**

**Whitepaper Abstract:**

This 34-page document will help you prepare for your ISO 9001:2008 surveillance or re-certification audit. It includes core requirements, helpful forms and easy-to-understand explanations and examples.

Most certification bodies assess the same "core requirements" for each audit. The effectiveness of an audit is often measured by how much time the auditor spends analyzing versus searching for this data. Using this document will help you capture and organize the background information, allowing you to focus on the analysis of the information.


Some of the most common forms outlining quality objectives, measurement tools and corrective actions are included in this checklist with clear explanations of the various data points so you understand how and why the information is being collected.

Being as prepared as possible for an audit ensures your company will have the right data available up-front as well as the appropriate corrective actions planned, implemented and monitored.

To download the whitepaper, please complete this short form.

**ISO 9001:2008 Audit Preparation & Checklist**

Full Name \*



# What is the penetration of Twitter?

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- 500 million accounts globally. 27% are active accounts
- China – Country with most accounts - 35.5 Million
- 64% of active Twitter users check Twitter at least once per day.
- 71% of Followers expect to receive marketing messages from companies through Twitter.



# Twitter

## Job Openings, News,



**Nat Assoc of Mfg** @ShopFloorNAM

3 Jul

#Manufacturing makes the US strong. Read more about the manufacturing resurgence here: [bit.ly/105HKUh](http://bit.ly/105HKUh)  
[pic.twitter.com/4mNSfCWj54](http://pic.twitter.com/4mNSfCWj54)

 View photo



**Nat Assoc of Mfg** @ShopFloorNAM

2 Jul

From Shopfloor Blog: USTR Issues First Annual Report on Russia's Compliance with WTO Commitments [bit.ly/12c685P](http://bit.ly/12c685P)

Expand



**PolyOne Corporation** @PolyOne

21 Jun

Designing with plastics and color by @PolyOne on @scoopit  
[sco.it/4ktW1R](http://sco.it/4ktW1R)


Expand



**PolyOne Corporation** @PolyOne

21 Jun

Check our new Scoop.it for #InVisiO: Psychology of Color: A Color Guide For Designers | @scoopit [sco.it/86AarB](http://sco.it/86AarB)

 View summary

# What is the penetration of Facebook?

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More than 1.1 Billion Active Users – March 2013

- 50% of active users log on daily
- Average user has 130 friends
- 73% of US online consumers have created a profile on Facebook.
- 65% of US online consumers are currently active on Facebook

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, followed by a registered trademark symbol (®), all set against a solid blue rectangular background.

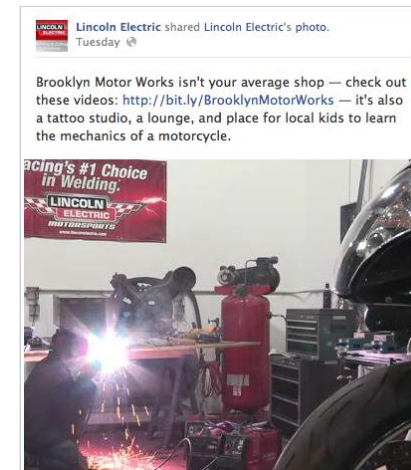
facebook®

# Facebook

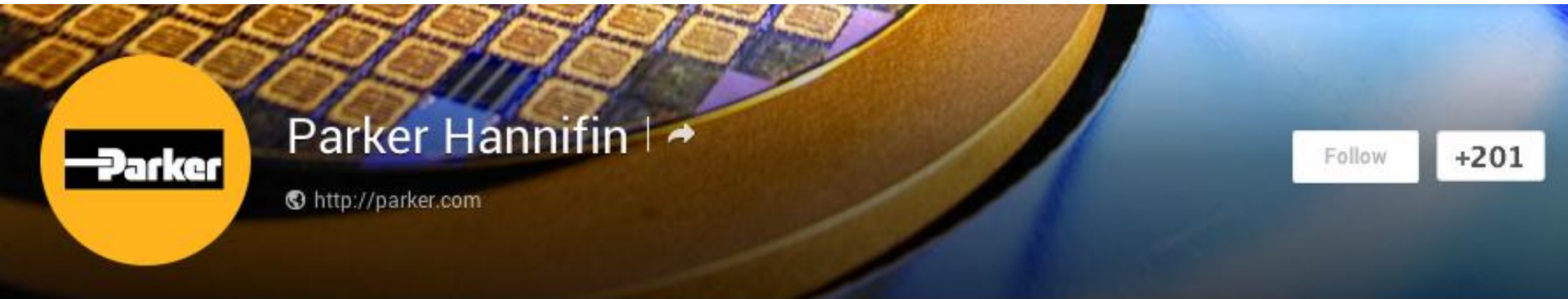
## E&Y Uses for Recruiting



## Lincoln Electric Shares Welding Information



## Parker Hannifin Promotes News and Articles



**Parker Hannifin**

Shared publicly - Yesterday 4:50 AM

Sustainable Business: Biomethane Dryer. Removing compounds such as CO<sub>2</sub>, water vapor, and H<sub>2</sub>S from methane gas for use in natural gas networks generates a 100% renewable energy source.

+1



Add a comment...

### In their circles

60 people



Ingersoll Rand Products .



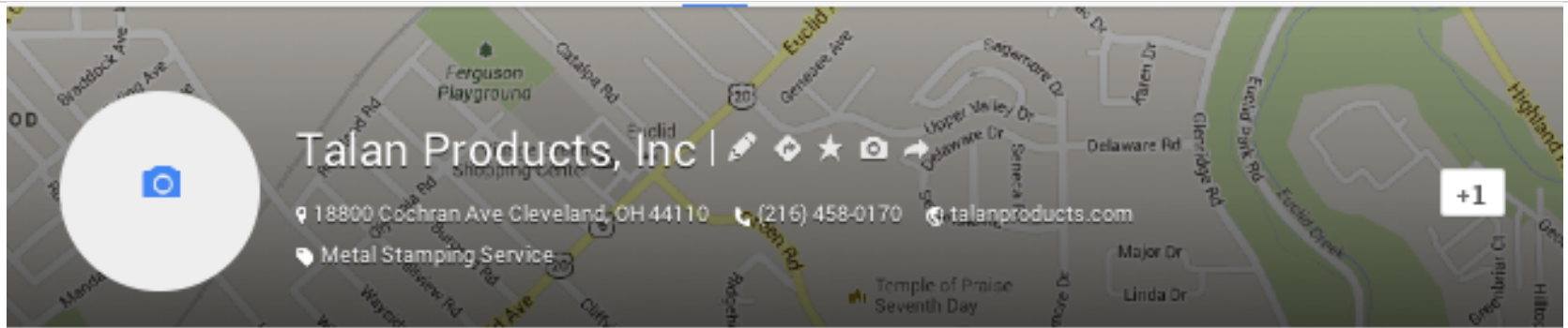
Hannover Messe



Popular Mechanics .

# Google+

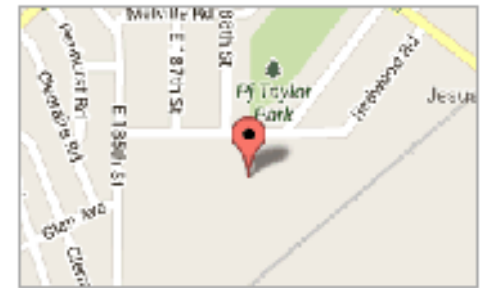
Go to [www.googlemaps.com](http://www.googlemaps.com) and search for business name



18800 Cochran Ave Cleveland, OH 44110  
(216) 458-0170 · [talanproducts.com](http://talanproducts.com)  
Metal Stamping Service, Professional Services

**At a glance:** aluminum extrusions · aluminum fabrication · stampings

Reviews from around the web: [pageinsider.com](http://pageinsider.com)



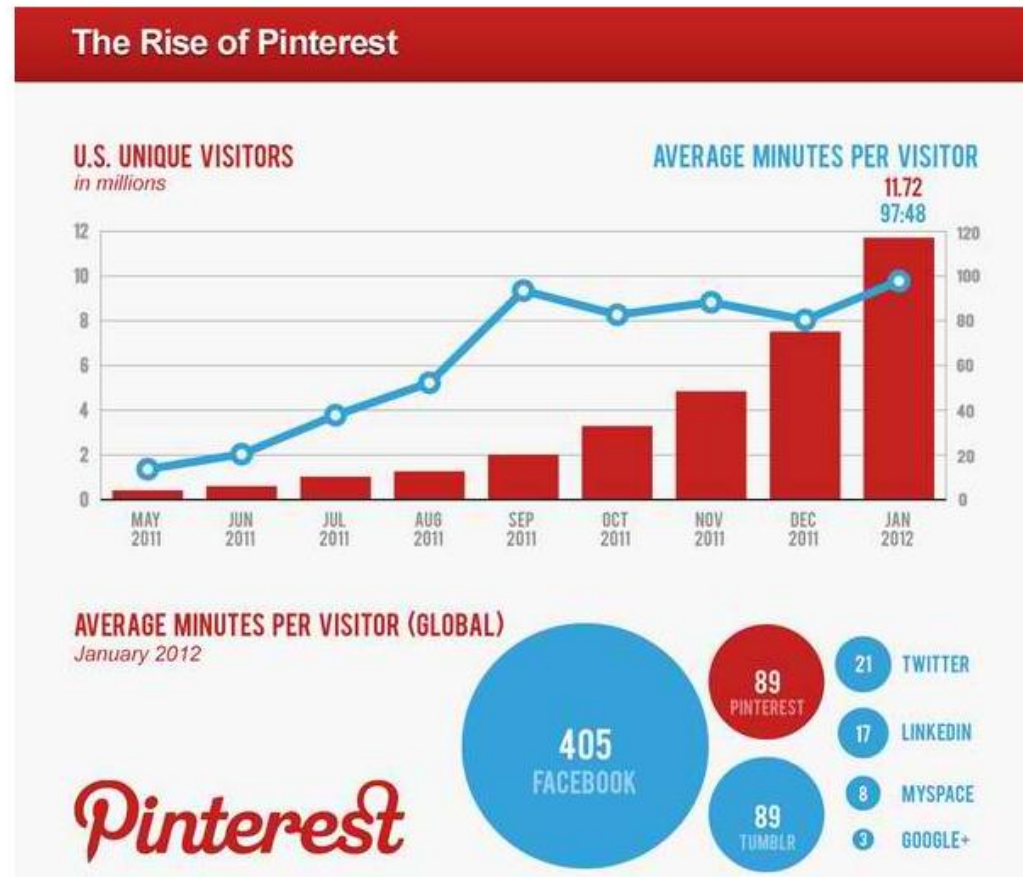
St. Clair Av & Penhurst Rd (0.3 mi NW)  
Directions

Is this your business?  
Manage this page



# What is the Penetration of Pinterest?

- 48.7 Million Users
- 2.8 Billion Pageviews per Month
- People spend an average of 14 minutes on Pinterest in a single visit
- 80% of all Pins are Repinned



# Pinterest

## SJF Material Handling

Material Handling - Minnesota - Business - Racks - Storage - Conveyors - Carousels - Forklifts - Buys & Sells New & Used Material Handling Equipment

84 followers, 121 pins



Pallet Rack Starter Kits with Wire Deck  
- by SJF.com  
1 comment 1 repin

Stafford Stemer from estore.sjf.com



Free Subscription to the "Industry Insider"

Stafford Stemer from sjf.com



3 Surefire Signs That Your Company Website is Obsolete

Stafford Stemer from sjf.com



3 Surefire Signs That Your Company Website is Obsolete

Stafford Stemer from sjf.com



Steel Stacks - by SJF.com

Stafford Stemer from estore.sjf.com

### Aspen Colorado

CJ Delaney



### Aspen Colorado

Charity Kiley



### Aspen, Colorado

Resort Workers



### Colorado/Aspen

Krista Bednarz Varady



### Colorado - Aspen

Joyce Heid-Silivanch



# Blueprint for Getting Started with Social Media

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- Email newsletter
- Blog to hold current content
- Video(s) to demonstrate capabilities
- Promote content via social (LinkedIn, Twitter, Google+)

# In Summary

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- Goals
- Audience
- Message
- Social Media Tactics (Selection)
- Manufacturer Blueprint for Getting Started with Social Media

# Thank You & Questions

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Kristy Amy

SBN Interactive

[kamy@sbninteractive.com](mailto:kamy@sbninteractive.com)

Phone: 440-250-7011