

Social Media in Shopping Centres: The Issues, The Lessons, The Opportunities

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The Commonwealth Club, London

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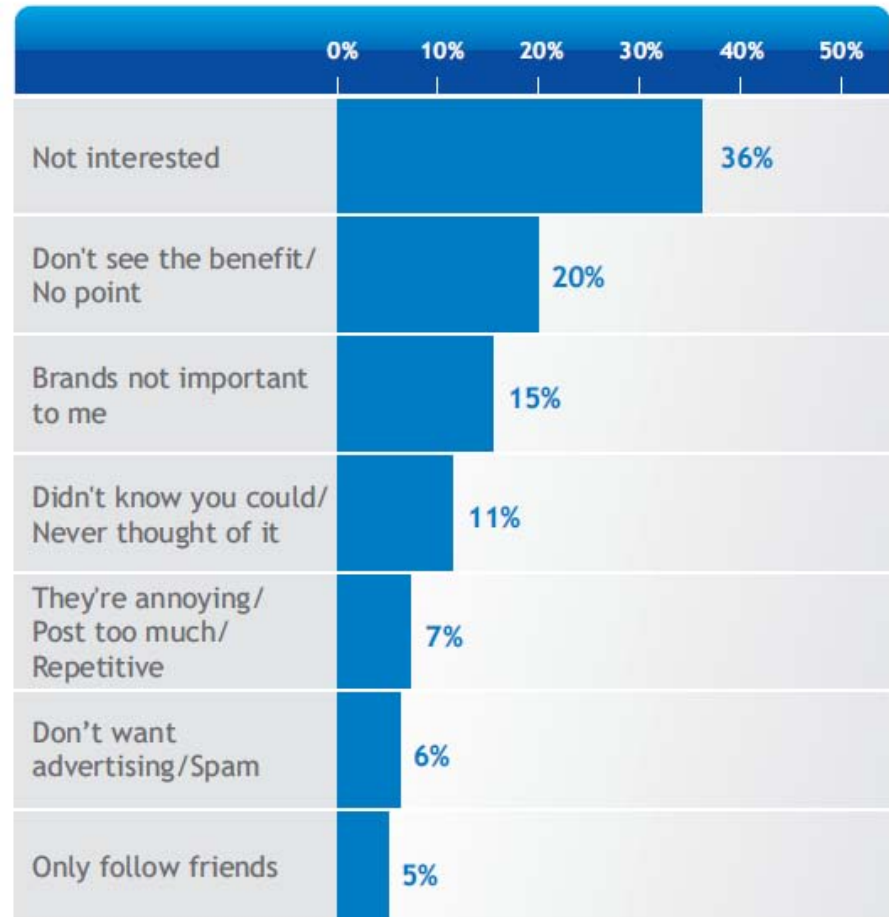


Social Media in Shopping Centres - five themes emerge

- The gap between what consumers want and what centres publish
- The absence of internal policies/governance
- The lack of customer segmentation
- The belief that social media is another marketing channel
- The hunger for measurement and what this implies for future budgeting

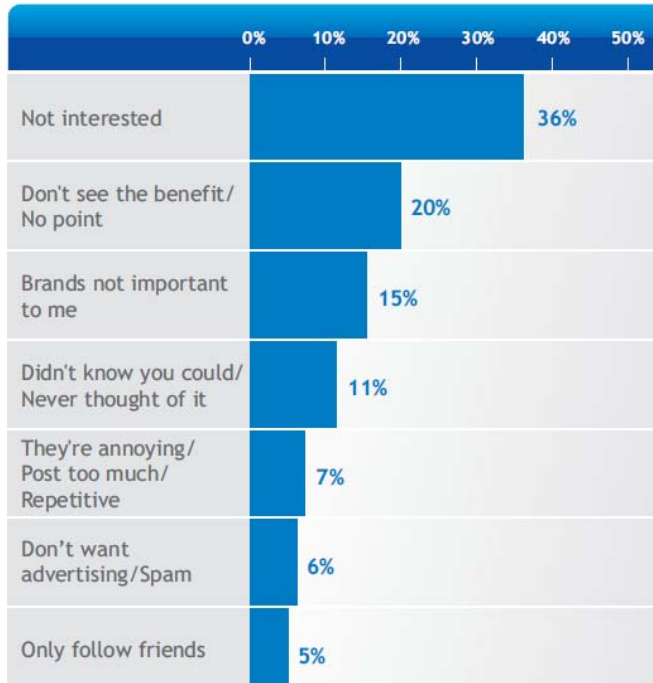
Q. Why don't you follow brands / products?

Want v. Get

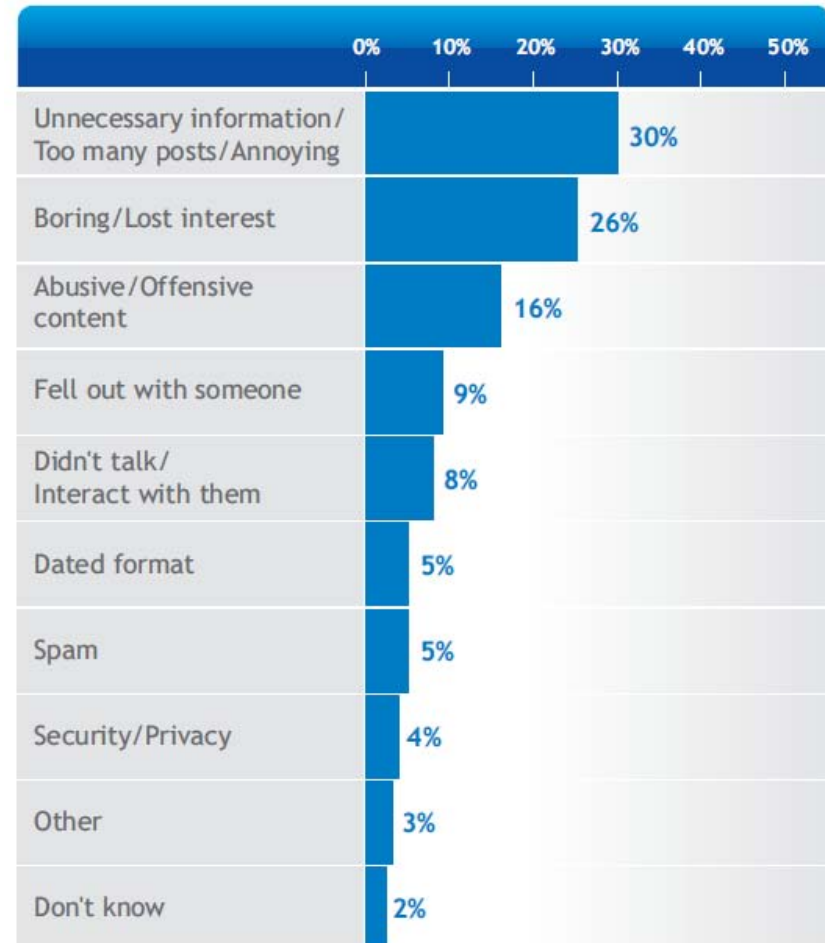


Want v. Get

Q. Why don't you follow brands / products?



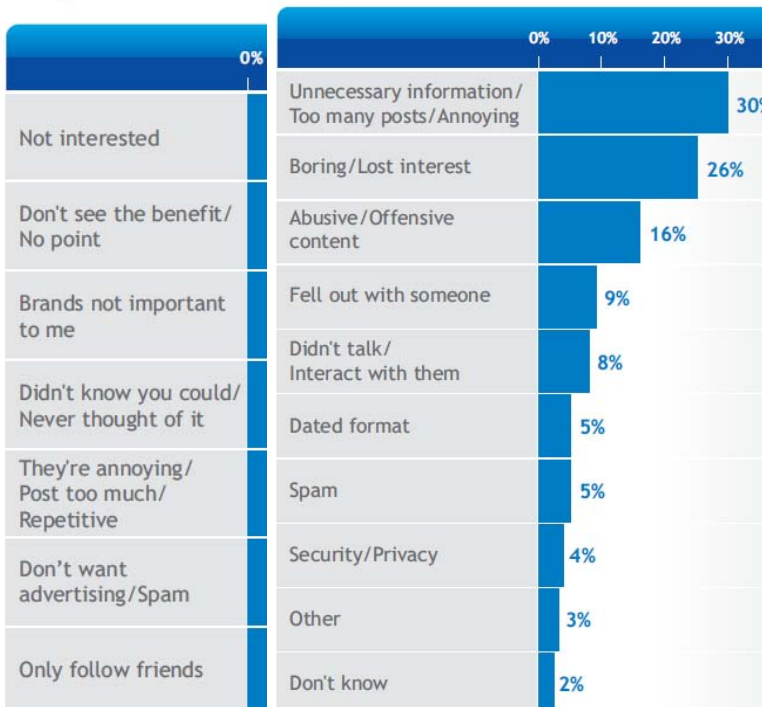
Q. Why did you stop following them?



Want v. Get

Q. Why don't you

Q. Why did you stop following them?



Q. Thinking about the purposes of using social media, please consider the following statements and tell us whether you agree or disagree with them.



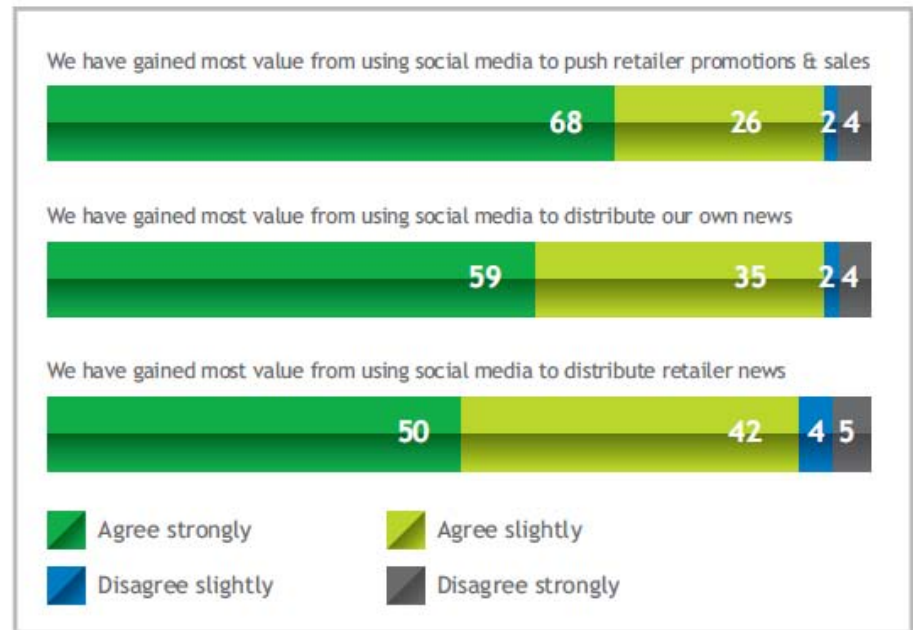
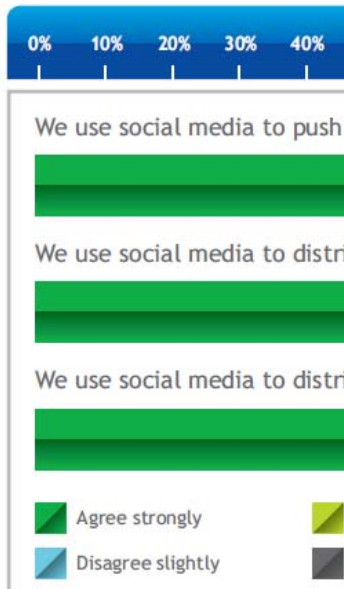
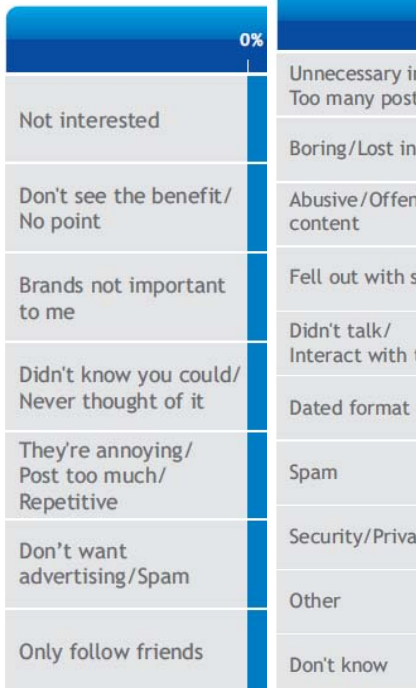
Want v. Get

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Q. Why d

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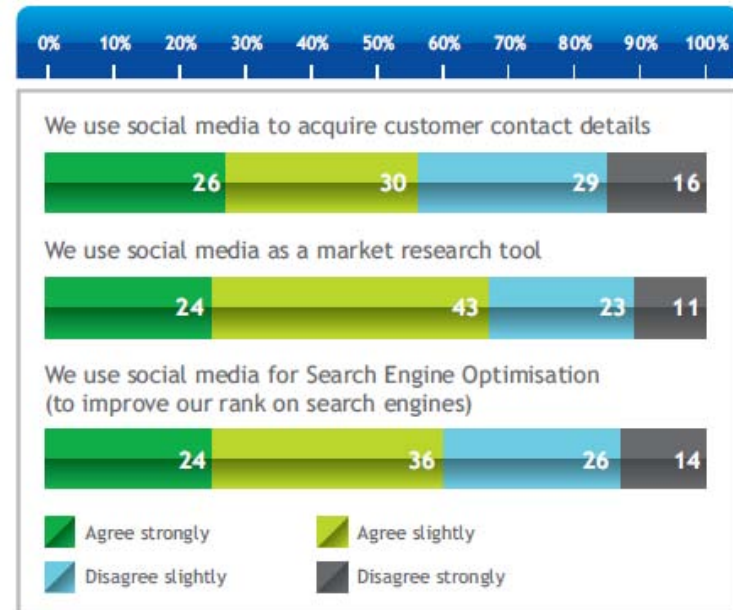
The Absence of Governance

- 42% of centres have a social media policy
- 43% have staff guidelines on how to deal with negative comments or complaints
- 37% have guidelines on how to escalate a problem

Absence of Customer Segmentation

51% analyse data obtained from social media

Q. Thinking about the purposes of using social media, please consider the following statements and tell us whether you agree or disagree with them.

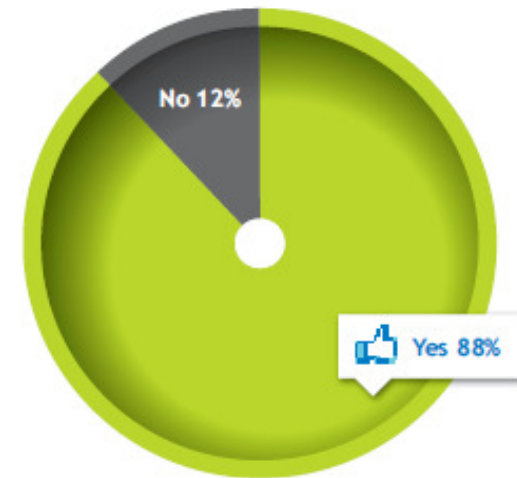


Social as Just Another Channel

Q. Thinking about the purposes of using social media, please consider the following statements and tell us whether you agree or disagree with them.



Q. Our investment in social media comes from our marketing and communications budget.



“Markets are conversations”

Measurement - No Silver Bullet

Q. Thinking about your development needs in using social media, please rank the following items in terms of how useful you would find them.

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A guideline on ways to measure and evaluate our efforts



A simple policy for managing our involvement in social media



An understanding of what new tools are emerging



A set of answers to common senior management objections to implementing a social media strategy



A primer on the uses and benefits of each of the main social channels



Model job and person descriptions for staff communicating with external stakeholders through social media channels



Very useful
Quite useful
Not very useful

Very useful
Quite useful
Not very useful
Not at all useful

Six Questions to Guide Best Practice

1. Why are we doing this?
2. Have we got the skills to do it?
3. What are the rules we will follow?
4. Who are we talking to?
5. Why will they want to respond?
6. What will we measure?