



SOCIAL MEDIA TIP OF THE MONTH

THIS MONTH: SOCIAL ENTERPRISE



In this monthly series, EM brings you tips and tricks from pros and experts who've been eating social media marketing for breakfast. So eat up, and check us out on Twitter @eventmarketer and Facebook.com/eventmarketer for more.

Social media is one of the most powerful tools in the event marketer's toolbox these days when it comes to extending the reach of events and building buzz for campaigns, but if that's all you think it can do, think again. More and more, social technology platforms are working behind the scenes of companies and campaigns to streamline brainstorming, communications, logistics and content delivery like any other enterprise-level software. Don't believe me? Well, the joke's on you. Microsoft knows it. Oracle's been beating that drum for years. Leading marketing automation provider Marketo is on-board, too.

To prove it, each one of these giants has in the last six months acquired an important social enterprise software—Yammer, Involver and Crowd Factory, respectively—to incorporate into their own operations, and offer to their customers, too. In this out of the ordinary social media tip, we bring you up to speed on what they are and what they can do.



➤ MICROSOFT YAMMER

Yammer is a private, internal social network for brands to deploy across any or all parts of operations, but is uniquely suited for use as a flexible, private, speedy and easy communications tool for event marketing folks. Microsoft will continue to support the stand-alone service, the company says, and is also developing a plan to fold its functionality into the Office365 product in one of the coming versions. Over time, Microsoft will develop more and more connections with SharePoint, Dynamics and Skype, too, making Yammer into a real cross-platform option.

But we're not there yet, so what is Yammer today? It was launched in 2008 and at its roots, Yammer is collaboration software that operates in the cloud to help employees share ideas and be more productive across physical and bureaucratic distance within a company. The idea's not new anymore, but with that said, far too many companies still rely on email servers or big teleconferencing systems to do what a simple social media chat could accomplish more cheaply and quickly. More than 80 percent of the Fortune 500 are already using Yammer, which helps to explain the \$1.5 billion that Microsoft reportedly paid.

But we're not there yet, so what is Yammer today? It was launched in 2008 and at its roots, Yammer is collaboration software that operates in the cloud to help employees share ideas and be more productive across physical and bureaucratic distance within a company. The idea's not new anymore, but with that said, far too many companies still rely on email servers or big teleconferencing systems to do what a simple social media chat could accomplish more cheaply and quickly. More than 80 percent of the Fortune 500 are already using Yammer, which helps to explain the \$1.5 billion that Microsoft reportedly paid.



➤ ORACLE INVOLVER

Involver is more of a mashup of an internal and external management platform, and to be fair is just one of the many recent social acquisitions Oracle has made recently. The idea behind Involver is to streamline and simplify management of a brand's external social media networks in a scalable way. Basically, it lets you monitor and broadcast to sites like Facebook and Twitter

from an internal, safe space where many hands can make light work, and help avoid all-too-common gaffes. It incorporates a tool for developing and deploying branded apps for Facebook (for more, see last month's tip: eventmarketer.com/article/EM_Top_Tip_Facebookapps) and for designing and building custom social media apps and platforms (check those out: eventmarketer.com/article/em-social-media-tips).

Because Involver acts like a content hub, brands can easily deliver consistent messaging and presence across all channels and monitor whether or not something is falling out of the fold, a powerful advantage for users. It also brings your social teams onto one page, breaking down the silos that sometimes divide the marketing and sales social strategies, so consumers never get any apparent double speak. And, of course it's all tracked and measured in such a thorough fashion even Oracle was impressed.



MARKETO CROWD FACTORY

Crowd Factory's social management platform is also internal, but pointed at the consumers. It's designed specifically for marketers, to help with social and word-of-mouth programs. It also has functionality for consumer data collection and target markets based on social data. Like Involver, it helps with apps and sending out messaging, then tracks the reach and impact of the programs.

Crowd Factory was one of the first to think in terms of social ROI and is an evangelist for pushing campaigns to viral levels, and then tracking that activity back to influencers and conversions in order to measure success. As part of Marketo, Crowd Factory has said it will be putting extra effort into the lead generation capabilities in which Marketo already specializes.

Oh, and let's not forget about **Salesforce's Chatter**. It's been doing this stuff for years. (For more see: eventmarketer.com/article/social-media-toolbox). **EM** —Kenneth Briodagh



Our staff can help your Social Media Campaigns make a positive connection.

To find out how The Victory Marketing Agency can bolster your social media initiatives—visit us online @ victory-agency.com

— or on facebook: — facebook.com/VictoryMarketing



VictoryMarketingAgency