TAKE FLIGHT WITH GAMES

Introducing **BIRDING THE NET** — Brought to you by Audubon

Think of web engagement and birds, and you're usually talking about firing them at shaky towers of pigs. But the National Audubon Society looked at two factors—the immense popularity of "Angry Birds" and the launch of the bird-watching-themed movie "The Big Year" from 20th Century Fox—and saw recruitment potential.

That potential took concrete form in October as "Birding the Net," a Facebook-based game that challenged players to spot dozens of different bird species that appeared at various sites around the Internet.

Players were asked to like Audubon's Facebook page and then head out to the Internet to "spot" some 30 varieties of birds as they flitted across or perched inside some 100 sites, including those for AOL, Slate and The Discovery Channel. Clicking on those birds took users back to the Audubon Facebook page, where they could view the card for that species, including video and sound clips of its songs, and add the card to their collection. The game's rules were also explained on NAS's YouTube channel, which also featured bird-related interviews with the stars of "The Big Year," Steve Martin, Owen Wilson and Jack Black.

The game's birds were released to the Web on a rolling schedule so that no one would collect all 30 species until Nov. 7, a few weeks after the mov-

ie's release. The first player to collect all 30 cards would win a trip for two to the Galapagos Islands; another 200 would win prizes ranging from Canon cameras and Nikon binoculars to Woolrich gift cards and free downloads of the Society's "North American Field Guide" smartphone app.
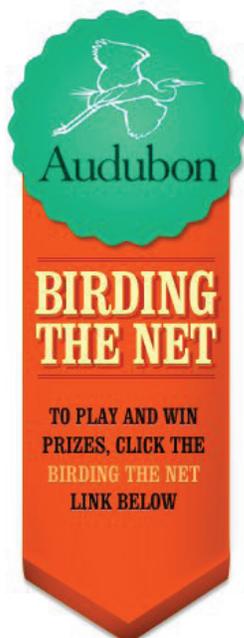
"We figured this was an opportunity to get people interested in our organization who are substantially younger than our current demographic," says Jessica Green, vice president of engagement for the NAS.

All winners also won a year's membership in the society, and a link on the game's Facebook page allowed players to learn more about Audubon's preservation activities.

For deeper integration, the game allowed players to pick up hints about which websites to visit when by following two "spokesbird" Twitter accounts, @FloridaScrubJay and @RufHummingbird. They could also invite their Facebook social graph to join the game and trade cards with them, speeding the process of collecting all 30 cards.

And true to the Society's protective mission, participants could also sign up for code that would automatically place a virtual birdhouse on their own website or blog page.

Now that's a lot more feather-friendly than firing them from a slingshot.
—BRIAN QUINTON

Audubon
BIRDING THE NET
TO PLAY AND WIN PRIZES, CLICK THE BIRDING THE NET LINK BELOW

STAR GAZING
TIP: HITCH YOUR SOCIAL WAGON TO A CELEBRITY

Social partnerships with celebrities like Nicki Minaj have given 1-800-Flowers a way to reach new audiences that wouldn't normally think of the brand.

In the Minaj scheme, the florist offered co-branded arrangements in pink color schemes that would go perfectly with the singer's cotton candy hued hair, says Lisa Henrikson, vice president, retention and customer experience, 1-800-Flowers.

The most successful social partnership so far has been with Justin Bieber, targeting not only the young singer's fans but the ones with the money, their moms.

While the conversion rate for visitors to the "One Less Lonely Girl" bouquet page isn't that high—around 4%—the partnership is great PR. "And I suspect that he's responsible for the 40% of email opt-ins that don't convert, but that's okay," says Henrikson.

The arrangement—red roses in a clear vase that was shipped with Bieber's "Under the Mistletoe" CD for the holidays—may eventually be rolled out to franchise stores.

The company is also using social integration, allowing shoppers to sign in to the website via Facebook or join their email list via the network.

Fans who "like" the 1-800-Flowers page are greeted with an opportunity to get a 20% discount on their next order using a Mastercard and access to flash sales.
—BETH NEGUS VIVEIROS

Chief TIP SHEET Marketer

MAKE THE MOST OF SOCIAL DATA

By mining social data and combining it with purchase, CRM, and loyalty data, retailers can get real-time insights into what customers want and why. They can use this data to improve holiday sales on the fly this year—refining product mix, gift recommendations, and offers in real time—and also fine-tune marketing, merchandising and product design over the next 12 months.

IDENTIFY NEW REVENUE OPPORTUNITIES: Collect social data such as customer shares, likes, dislikes, ratings and reviews and then combine this with CRM, loyalty, and purchase data to get a clear picture of what your customers want—and why they want it—this holiday season. By analyzing a mix of qualitative and quantitative data, you'll see trends you didn't know about—such as a preference for a product you didn't expect to be hot or surprising positive or critical reviews. Based on your real-time findings, you can modify gift guides, promotions, product mix, and marketing messages on the fly to promote the most popular products. Data becomes a leading indicator you can use to maximize revenues right now.

SEGMENT TO IMPROVE MARKETING: By gathering social data in real time, you can see exactly what specific segments think of a product. This holiday, by analyzing social data, you can update messages and offers on the fly based on who is buying a product and what they're saying about it. With real-time social data, you can see why a particular segment loves a product—

great fit on a jacket, best gift for teachers—and then highlight these features in campaigns.

CO-CREATE NEW PRODUCTS WITH EVANGELISTS: Mine social data gathered over the holidays to identify your best customers—those who not only spent the most, but also those who shared the most. In a data-driven world, your best customers are those who contribute thoughtful reviews, comment on products, and share promotions with friends. Identify these influencers based on their advocacy, participation, and Net Promoter scores, and then assemble them into 24-7 digital focus groups so you can collect their valuable feedback over time. You can group top influencers by segment, product SKU, or category. Then, take their feedback into account to co-create products and fine-tune marketing campaigns.

CHANGE YOUR PRODUCTS: The bottom line is that your customers are a wealth of information. Listen to what they're saying this holiday, and then respond directly to their feedback by fixing problems with your products. If customers uniformly complain about an aspect of a product, create an improved product that fixes the issue. Reach out to disgruntled shoppers to let them know the problem was fixed and you'd like to offer them a replacement product. By taking your customers' authentic feedback into account, you not only will improve your products all throughout the year, but gain customer trust and loyalty.
—ERIN NELSON, CMO, BAZAARVOICE

GET CONNECTED

As TV watchers, moviegoers and readers increasingly consume entertainment with tablets and smartphones at their sides, the potential for marketers to connect with them via another screen becomes more and more enticing.

FRINGE
FRI 9/8c FOX

Enter GetGlue, a social hub for entertainment. Members can check in to let friends know what's currently keeping them entertained, like the latest episode of "Parks and Recreation" or the trailer for a movie like "The Muppets." In return, members are sometimes rewarded with a perk from the show, most typically a virtual sticker. Once a month, users can request real-world copies of those stickers.

The majority of GetGlue's 2 million users fall within the 18-to-34 age demographic. Broken down by gender, the user base is 55% female and 45% male, and users checked in to the site more than 75 million times in 2011. The site has a database of 225 million+ check-ins, ratings and reviews. In October 2011, for example, there

were more than 16.2 million check-ins, up from the all-time high of 13.4 million check-ins in September.

At this point, users are essentially on an honor system when they check in—there's no real way to know if they're actually watching a show in real time or if they really went to see a movie on opening weekend. But, founder and CEO Alex Iskold says, the possibility that users are checking just to get a cool sticker, even though they might not have really experienced the show/movie/book/etc., isn't a major concern.

"We've actually found that check-ins on GetGlue are closely correlated to third-party ratings system like Nielsen," he says, noting that many people are using the site as a recommendations engine — an appealing scenario for entertainment marketers.

"We use the data that users supply by checking in to suggest new content

that they might enjoy, so there is an incentive for users to check in only to the entertainment content they actually consume," Iskold notes.

One particularly successful campaign was for the Fox sci-fi series "Fringe." GetGlue partnered with Fox to reward fans with actual props used on the show, with a resulting 400% uptick in check-ins.

In the site's first co-promotion involving a retailer this past autumn, Entertainment Weekly's website EW.com curated a list of must-see fall TV shows. EW readers were then encouraged to check in to these shows as they aired to earn stickers. Once a user earned one of four stickers (Walk-On, Sidekick, Star and Showrunner), he or she unlocked instructions to receive a bonus reward of 40% off on a regularly priced item at participating Gap stores. **—BETH NEGUS VIVEIROS**