

NMS

new media strategies

CONCEPT

Luxury Platform

Online Corporate Brand Strategy

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January, 2019

Luxury Platform New Media Strategies Concept

- Luxury NMS Concept aim to be the **industry leader and pioneer** in social media marketing, viral marketing, digital video platform and measurement
- Luxury is a worldwide selling web platform **across 60 countries** executed by our team and nearly **1.3 million visitors monthly visits the website**
- Employ an **integrated, three-pronged approach** to the online brand & marketing strategy on behalf of our clients and products:



Brands examples



Before You Start: Four Things to Consider

- **The marketplace is now a conversation.**

Are you listening? Do you have a voice?



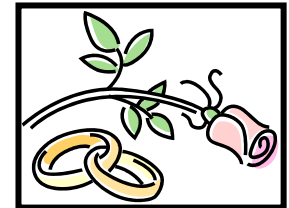
- **Authenticity and transparency rule the day.**

Social media has reintroduced the human element to all digital life. And, accordingly, real people like to interact with other people – not just a monolithic organization or brand.



- **It's a relationship, are you committed?**

The true value of participating online is in the ability to build lasting, meaningful ties. Anything short of that is a brief “viral success” at best, and, at worst, lost opportunities to maintain and grow a loyal consumer base.

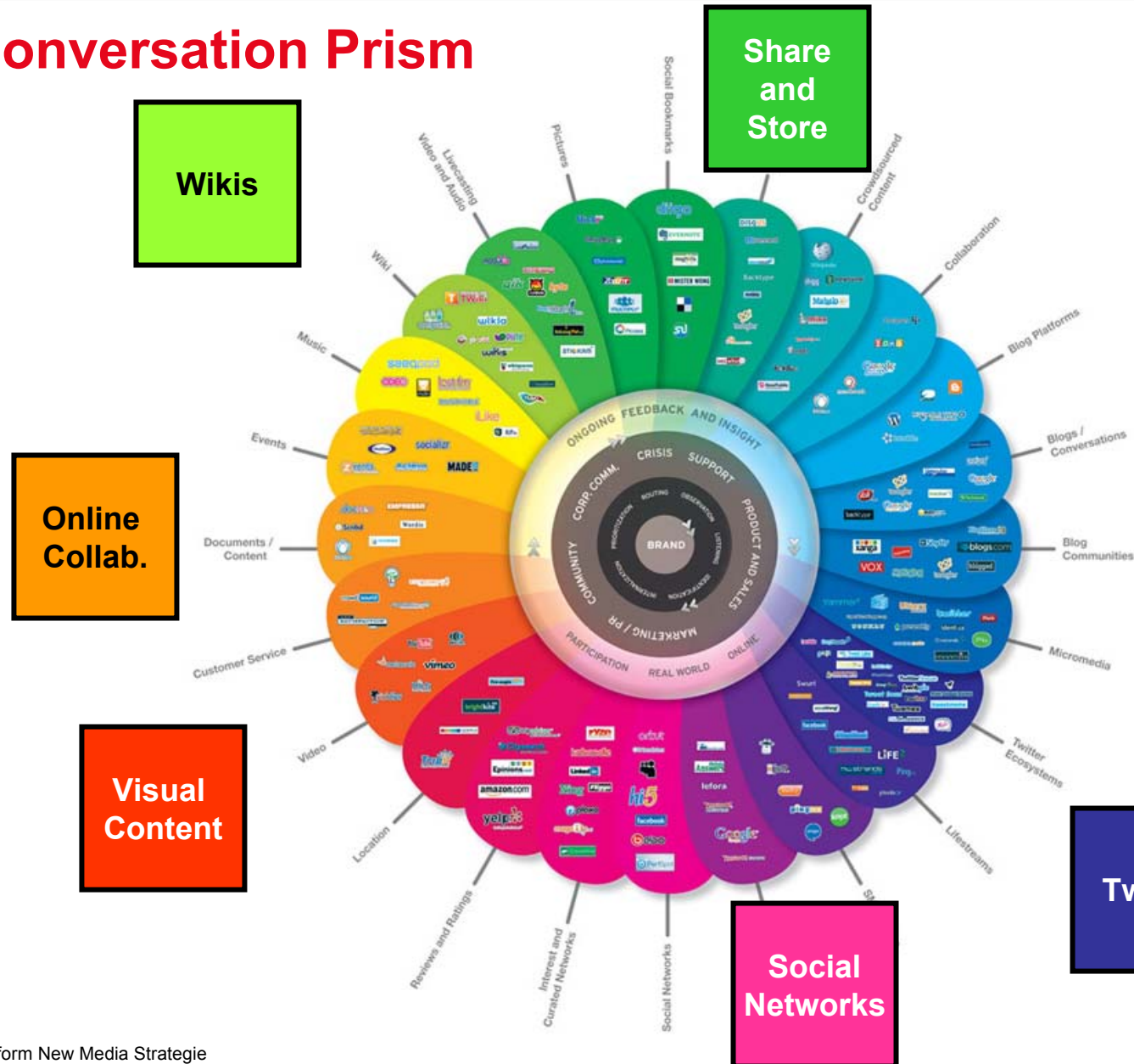


- **Before you can take it “viral,” you need an infrastructure.**

In order to create content that “catches fire,” you need to have a plan and a pathway (preferably, *many* pathways).



The Conversation Prism



■ Communication and Promotional Tools

- Blogs
- Twitter
- Visual content (video / photos)
- Social Networks

Blogs

Visual
Content

Social
Networks

Twitter

■ Organizational Efficiencies

- Wikis / crowd source
- Share, access, store
- Cloud-collaboration



Wikis

Share
and
Store

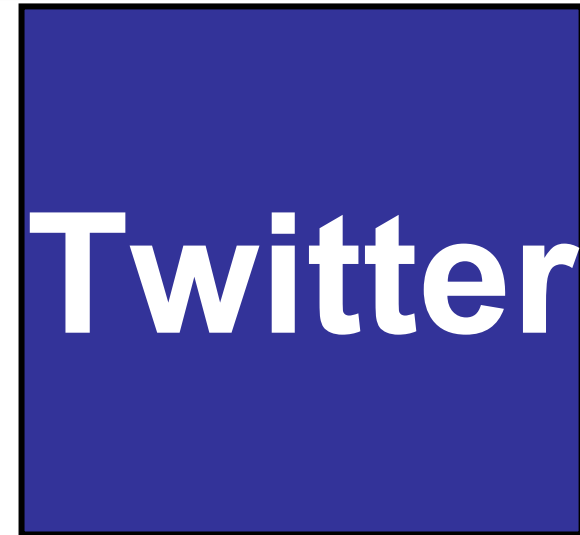
Online
Collab.

- **Not “just a blog” – many considerations:**
 - Your organization’s blog
 - Influencer blogs
 - Employee blogs
 - Coalition / member blogs
 - Competitor / adversary blogs
- **Permanent, but imperfect – many decisions:**
 - Software
 - Engagement strategy
 - Message and positioning
 - Intelligence and tracking



Blogs

- **What is it?**
 - Permanency of blogging
 - Utility of emailing
 - Sociality of Facebook
 - Agility of text / IMing
- **Why join?**
 - Disseminate information
 - Converse and share
 - Build a network
 - Gain insights
- **Who uses it?**
 - The media
 - Politicians
 - C-level executives; decision makers
 - Brands and organizations
 - Online influentials



■ What is out there?

- Facebook – friends
- Twitter – communications
- Ning – organizations
- LinkedIn – colleagues
- MySpace – A & E
- MeetUp – offline

■ So I have a page, now what?

- Upload your contacts
- Relax the reins
- Spark two-way conversations
- It's a garden: plant, water, weed, maintain; repeat.

**Social
Networks**

- **Video – what is out there?**
 - YouTube – massive reach
 - Vimeo – customizable
 - Viddler – interactive
- **Photo – what is out there?**
 - Flickr – open network
 - SmugMug – closed network
- **Why you need it:**
 - A picture is worth...
 - Tell your story; create a lasting resource
 - Make it compelling; short and something you'd pass on
 - Create assets to share with on and offline media outlets

**Visual
Content**

- **What are wikis?**
 - Collaborative resource
 - Relies on “wisdom of the crowds”
 - Not always accurate, buuuuut...
 - Read: *Here Comes Everybody*
- **Why you need them:**
 - Define the debate at point of research: Wikipedia
 - Replace internal intranets
 - Create a puzzle-piece mentality that encourages more participation and knowledge-sharing
 - Enable easy access
 - Document evolution and keep definitions dynamic (e.g., of your issue / organization)

Wikis

- **What tools are available?**
 - Google Docs
 - Google Reader / RSS
 - Slideshare
 - Delicious
 - YouSendIt
 - TinyURLs
 - “Share This”
- **Why you need them:**
 - Cost effective (\$0)
 - Accessible anywhere
 - Time-saving
 - Searchable; can make public

**Share
and
Store**

Docs

Blogs

Visual Content

Twitter

Social Networks



Special Marketing Strategy
 - Worldwide
 - Video Platform

Media & Blog Stories: 7,000+

Twitter Posts: 10,000+

“The president made an offhand remark making fun of his own bowling that was in no way intended to disparage the Special Olympics.”
 - Spokesman Bill Burton

**SPREAD THE WORD
TO END THE WORD**

03.31.09

SPEAK OUT NOW!

3.8 Million Impressions
 55,000 Facebook users
 10,000+ Pledges
 100+ Blog Posts
 1,200 Tweets
 16,000 Video Views

March 2020
LUXURY TV

April 2020
 Story explodes

Mai 2020
 Special launches social media campaign with help from NMS

Blogs

Visual
Content

Twitter

Social
Networks

Wikis

Share
and
Store

Online
Collab.



facebook



delicious Home Bookmarks People Tags

NewMediaStrategies's Bookmarks

Bookmarks | Network | Tags | Subscriptions

Site: <http://www.newmediastrategies.net>

See more bookmarks in Popular or Recent.

newmediastrategies Type a tag

12 MAR 09 St. Louis Post-Dispatch Editor Laments Copy Desk Layoffs in Song

"Blogger Simon Owens, who writes for PBS' MediaShift, called Ave 'The Jonathan Coulton'."

09 MAR 09 WOM Worthy Member News - New Case Studies from JESS3 and N

Big thanks to WOMMA for featuring our C-SPAN and Tropicana projects.

NewMediaStrategies NMS_CompanyBuzz NMS

MediaPost Publications Web Users Shaping Consumer Opinion 03/0

Key Findings from the study include data such as: * 105 million Americans contribute to Americans are "heavy" social media contributors (6+ activities) who connect with 248 pe or "tweet" daily * 72% of micro-bloggers under age 18 post or "tweet" daily

socialmedia web2.0 commun

Firms Take to The Tweetable Business Model - Washington Post Pa

"Companies are now accustomed to monitoring blogs and other consumer-generated. New Media Strategies have made a profitable business out of it."

NewMediaStrategies twitter NM



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The Free Encyclopedia

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New Media Strategies

From Wikipedia, the free encyclopedia

New Media Strategies (NMS) is an online intelligence and word-of-mouth marketing company based in Arlington, Virginia.

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Background

New Media Strategies was founded by pollster Pete Snyder in 1999.^[1] As one of the first online media firms of the Web 2.0 era, NMS is a pioneer in online intelligence, word-of-mouth marketing, and digital public relations campaigns.^[2] The Virginia headquarters are complemented by a half-dozen satellite offices across the United States. NMS has 85 employees as of March 2008.

Seeing the Internet as the "world's largest focus group," NMS specialized early on in tracking the buzz of Hollywood films and television shows, eventually expanding its focus and launching corporate and public affairs practices.^[3] NMS helps its clients understand what is being said about them on blogs, message boards, social networks and other Internet websites. The company also helps its clients engage in the Web 2.0 environment by developing blogs and Internet presence on various social media websites, and by coordinating online contests. Unlike competing intelligence firms such as Cymfony and BuzzMetrics, NMS combines monitoring for competitive intelligence with digital public relations campaigns.

NMS has positioned itself as an industry leader in online marketing ethics and best practices, publishing an online *ethics statement*^[4] and is a critic of astroturfing methods, stressing community involvement and disclosure. Snyder told *Washingtonian* magazine in 2006, "Your connection needs to be honest, factual, and noninterruptive. To influence others, people need to know who you are and your reputation. You need to add value to the community or conversation."^[5]



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