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we understand  
and we interpret  
into effective  
marketing and  
make every  
dollar work  
for you.

834

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design & marketing

Going social

## The facts.



Social media is an essential marketing tool for small businesses and entrepreneurs. It is not the ONLY tool, however an important one.

Businesses are using social media to:

- Connect with customers
- Visibility
- Self-promotion
- Getting news out quickly



## Going social.

# Strategize people!

As more companies integrate social media into their marketing and communications plans, emphasis needs to be on **creating a social media strategy**. Without a strategy, you'll undoubtedly be sucked into a social media time sink.

- Goals and objectives
- Research
- Contacts & content
- Join the conversation – set up the networks
- Cultivate and strengthen relationships
- Measure
- Analyze, Adapt and Improve


# Research. Research. Research.

- Product or service
- Benefits
- Market
- Industry
- Competition
- Customers
- Prospects
- Media
- Technology

Research. Research. Research.



# Lights in the Night



facebook Search for people, places and things Kim B

**Lights in the Night GR**  
3,883 likes · 169 talking about this

Community Organization  
Lights in the Night: where hope takes flight. An ArtPrize experience.

**The Countdown Begins....**  
Last message to our crew before launch

**3,883** Likes

About Photos Notes 8 Events Likes

Highlights



## Going social.

# Lights in the Night

Home > ArtPrize > Going Gonzo

## 'Lights in the Night' surges into the ArtPrize Top 25: Will it make the Top 10?

Published: Sunday, September 30, 2012, 8:02 AM Updated: Sunday, September 30, 2012, 2:08 PM



By John Gonzalez | [gonzo@mlive.com](mailto:gonzo@mlive.com)

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GRAND RAPIDS, MI -- The whole city continues to buzz about **ArtPrize** entry "Lights in the Night," which only a couple days ago was a cool idea, but still a big question mark.

Today, it's in the ArtPrize Top 25, surging with votes after Friday's performance entry of 15,000 Chinese lanterns being launched from the Grand River.

It has sparked a flood of photos on blogs, Facebook and of course, MLive.com.

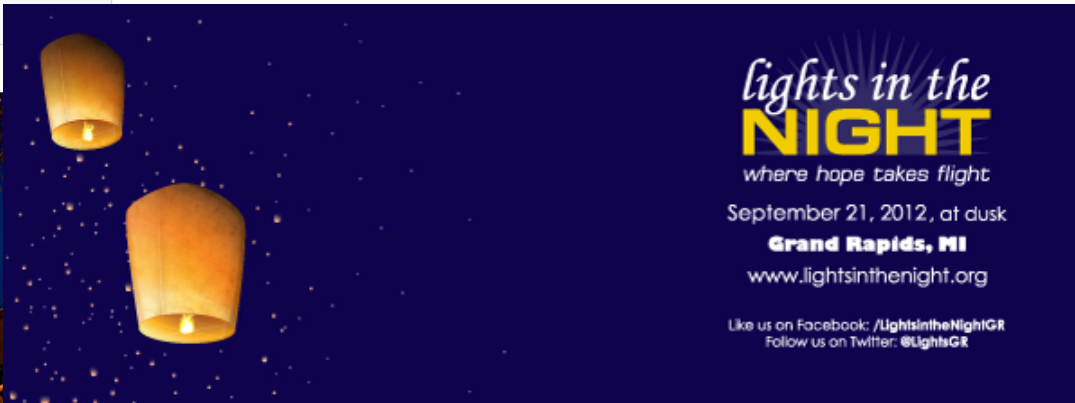
  
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[Cory Morse | \[cmorse1@mlive.com\]\(mailto:cmorse1@mlive.com\)](#)

Sky lanterns fill the sky in downtown Grand Rapids as part of "Lights in the Night" during ArtPrize at Ah-Nab-Awen Park Friday, September 29, 2012. (Cory Morse | Mlive.com)



*lights in the*  
**NIGHT**  
*where hope takes flight*

September 21, 2012, at dusk  
**Grand Rapids, MI**  
[www.lightsinthenight.org](http://www.lightsinthenight.org)

Like us on Facebook: [/LightsintheNightGR](#)  
Follow us on Twitter: [@UghsGR](#)

## Going social.

# Lights in the Night

## Read social media reviews of Chinese lanterns lighting up Grand Rapids and ArtPrize 2012

Published: Saturday, September 29, 2012, 9:00 AM Updated: Saturday, September 29, 2012, 10:57 AM



By Jeffrey Kaczmarczyk | [jkaczmarczyk@mlive.com](mailto:jkaczmarczyk@mlive.com)

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GRAND RAPIDS, MI – [ArtPrize 2012](#) lit up the night sky.

ArtPrize entry "[Lights in the Night](#)" was launched Friday evening over downtown Grand Rapids, thousands of lanterns floating over the Grand River and across Rosa Parks Circle and streets packed with people downtown for ArtPrize 2012.

Clear blue skies, illuminated by a full moon, was the backdrop for the release of thousands of Chinese lanterns, watched by a captivated audience downtown for the 10th day of ArtPrize



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[Cory Morse | \[cmorse1@mlive.com\]\(mailto:cmorse1@mlive.com\)](#)

Sky lanterns fill the sky in downtown Grand Rapids as part of "[Lights in the Night](#)" during ArtPrize at Ah-Nab-Awen Park Friday, September 28, 2012. (Cory Morse | [Mlive.com](http://Mlive.com))

## Prettiest sky in the country? Last night, it belonged to Grand Rapids

Published: Saturday, September 29, 2012, 3:09 PM Updated: Saturday, September 29, 2012, 3:10 PM



By Julie Hoogland | [jhoogland@mlive.com](mailto:jhoogland@mlive.com)

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[Cory Morse | \[cmorse1@mlive.com\]\(mailto:cmorse1@mlive.com\)](#)

Sky lanterns fill the sky in downtown Grand Rapids as part of "[Lights in the Night](#)" during ArtPrize at Ah-Nab-Awen Park Friday, September 28, 2012. (Cory Morse | [Mlive.com](http://Mlive.com))

[ArtPrize 2012: Lights in the Night gallery](#) (25 photos)



Lights in the Night

**LITN entered the Top 25  
shortly after 1:00 pm.**

**[First Time in Artprize  
History]**



Going social.

# Results [1]

- **Local, National and International Media Coverage (including GMA)**
- **200,000+** crowdsourced photographs and unique video
- **Over 5,000** earned multi-media mentions both domestically and internationally

# Results [2]

- **Users advocated on behalf of the entry on message boards**
- **Users spontaneously began organizing/tagging content by copying and pasting the description of the entry into their Youtube videos (allowed for easy tracking/searching)**

Lights in the Night

# Users > Media

**User-Created Videos Drew More Traffic Than Videos From the Newsmedia - Sample Comparison:**

- **WOOD TV 8 - 2,500 Views**
- **Lights in the Night by Pat McCarthy - 10,001 Views**



Going social.

# Family of girl, 3, with brain tumor shares memories from 'Lights in the Night'

Published: Thursday, October 18, 2012, 1:43 PM Updated: Thursday, October 18, 2012, 4:34 PM



By **Todd Chance** | [tchance@mlive.com](mailto:tchance@mlive.com)

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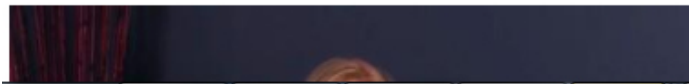
Courtesy of Allison Tanis

3-year-old Lily Tanis watches as her lantern takes flight at "Lights in the Night," a performance art entry in ArtPrize 2012.

GRAND RAPIDS, MI – Two weeks after the end of ArtPrize 2012, many people are still talking about "Lights in the Night," a performance art entry that had the public release 15,000 Chinese lanterns into the Sept. 28 night sky from downtown Grand Rapids.

**Photos and videos** of the event flooded **social media** and news outlets.

The entry by Dan Johnson and Mark Carpenter **shot into the ArtPrize Top 10**, eventually **winning fifth place** in the popular vote from among more than 1,500 entries.



## Going social.

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# Lights in the Night



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Going social.

# Lights in the Night



karyn may  
PHOTOGRAPHY



J.M. PHOTOGRAPHY

# Campaigns

The tweet the night the lights went out



Going social.



## Maintain. Maintain. Maintain.

Of all the steps in succeeding with social media and marketing, maintaining it takes the most time. You spend a relatively brief time developing the plan and inaugurating it, but you spend the life of your business maintaining, monitoring and improving your strategy. At no point should you ever take anything for granted. At no point should you fall into the pit of self-satisfaction because your plan is working. Never forget that others, very smart and motivated competitors, are studying you and doing their utmost to surpass you in the marketing arena.



## Going social.