

Social Media Agency

Ryan MacMillan is a social media agency. We use social media to understand, amplify and influence the dialogue around our clients' products and services.

The way audiences consume information and entertainment online is undergoing a massive change. Increasingly they are engaging with content, editorial choices and recommendations created by other members of the audience. They are chatting, debating, trading, gaming and networking with friends, peers and likeminded strangers. They are doing this on blogs, forums, wikis, community sites, social networks, media and brand sites.

They are also spending a large proportion of their time doing this; 1.6 million blog posts are written every day. According to Technorati, there are over 250 million pieces of tagged social media. In June of last year, comScore recorded that MySpace had 114 million unique users, with the rapidly-growing Facebook weighing in with 52 million users.

Understanding how to engage with these audiences in these spaces, in relevant and effective ways, requires a change in how brands think and act. Our research tools allow us to monitor and understand audience needs and the associated opportunities within these conversations. Our solutions then enable our clients to respond directly to, engage with, and build advocacy amongst relevant audiences.

Our approach

There are many and various ways social media marketing can help brands, businesses and NGOs to meet their objectives. These include:

- Monitoring, understanding and influencing conversations about the brand or product to encourage consideration and recommendation
- Listening, identifying and responding to existing customers' key issues and support requirements
- Fueling dialogue between satisfied customers
- Monitoring conversations to allow the brand to pinpoint potential new audiences and markets
- Developing audience groups on the basis of behaviour, influence and the depth of engagement with the brand
- Engaging and involving consumers in the product development process

We bring rigour and discipline to the study of audience behaviour and management of brand activity within social media environments. We offer the following services:

| Service | Description |
|---------------------|---|
| Situation analysis | We understand and quantify the effect social media marketing will have on product sales and the brand This involves a review of current strengths, weaknesses and opportunities for the brand within social media |
| Research | We monitor conversations about the brand or product, and understand their effect: what are they saying, why and where are they saying it We use online conversation monitoring software to develop insights into topics and trends. We use it to deliver audience segmentation, identifying key influencers and sentiment around issues. |
| Product development | We create social media products that both generate revenue and work as marketing tools We do this through a collaborative idea generation process. |
| Marketing campaigns | We help to drive interest and consideration in social media environments by listening and responding to the needs of the audience We develop marketing plans and deliver activities to engage specific audiences. |
| Training | We provide workshops, seminars, reports and 1-on-1 training sessions to get marketers up to speed on social media |
| Delivery management | We provide a flexible, collaborative management process to rapidly develop content, deploy new applications and engage with key influencers |

At the heart of our process is our planning framework – KUDOS – that governs our thinking and allows us to define metrics, targets and benchmarks.

An activity has KUDOS because it demonstrates the qualities of being **K**nowledgeable, **U**seful, **D**esirable, **O**pen and **S**hareable.

This framework enables us to work collaboratively with both the client and the client's target audience as we consider the needs of both. It also requires us to work independently of any particular media channel or activity.

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Our Credentials

Over the last year, we have conducted research, created strategies, developed products and implemented social media campaigns for a range of clients including Sony Europe, Discovery Channel, Buckingham Palace, Capgemini and BBC Worldwide.

The directors of Ryan*MacMillan have each been in marketing, digital and communications for over a decade, with successful track records with big brands and prominent agencies.

Leo has worked in digital media since 1996 in New York, Sydney and London. He has worked agency-side for brands including Levi's, Sony Consumer Electronics Europe, MTV and GAP. He has also worked client-side establishing the digital arm of Australian publishing company IPMG.

Iain has nine years' experience in digital media. At Tribal DDB, he worked on Volkswagen, before heading up the Guardian and Sony Consumer Electronics Europe accounts. He met Leo at web design agency, Tonic, where he worked on brands that included Vodafone, Channel 4, Siemens and Universal Music.

| Recent clients | |
|---|--|
| 1. Situation analysis | |
|  | Capgemini UK Our research developed insights into what issues are the most relevant to potential clients We consulted on appropriate tools to build these enquiries into online conversations and qualified leads |
|  | Buckingham Palace A strategic redevelopment plan for the British Monarchy's website was created around the audience and brand's needs and to bring it into line with current best practice. |
| 2. Research | |
|  | City Lofts property development Social media research created insights on how best to take new property products and services to market |
|  | National Centre for Languages An online framework for a community languages teaching initiative, based on facilitating collaboration and knowledge share amongst participants |
| 3. Product development | |
|  | Discovery Channel EMEA A product development process created social media pilot projects and applications to deepen audiences' connection with the brand beyond TV – and to create new advertising and premium product revenue opportunities |
| 4. Marketing campaigns | |
|  | Sony Consumer Electronics, EMEA A social media campaign developed share of conversation for Sony around the launch of Blu-ray Activities included branded content, blog relations, social tools and online PR |
|  | WWF-UK Social media activity plans were created to recruit activists to the One Planet campaign |
|  | BBC Worldwide Influencer groups were recruited to test and seed a new social media application |
| 5. Training | |
|  | Shell Retail EMEA Workshop sessions provided training on blog relations and search marketing |

To read more about us, visit our blog: www.ryanmacmillan.com.

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