

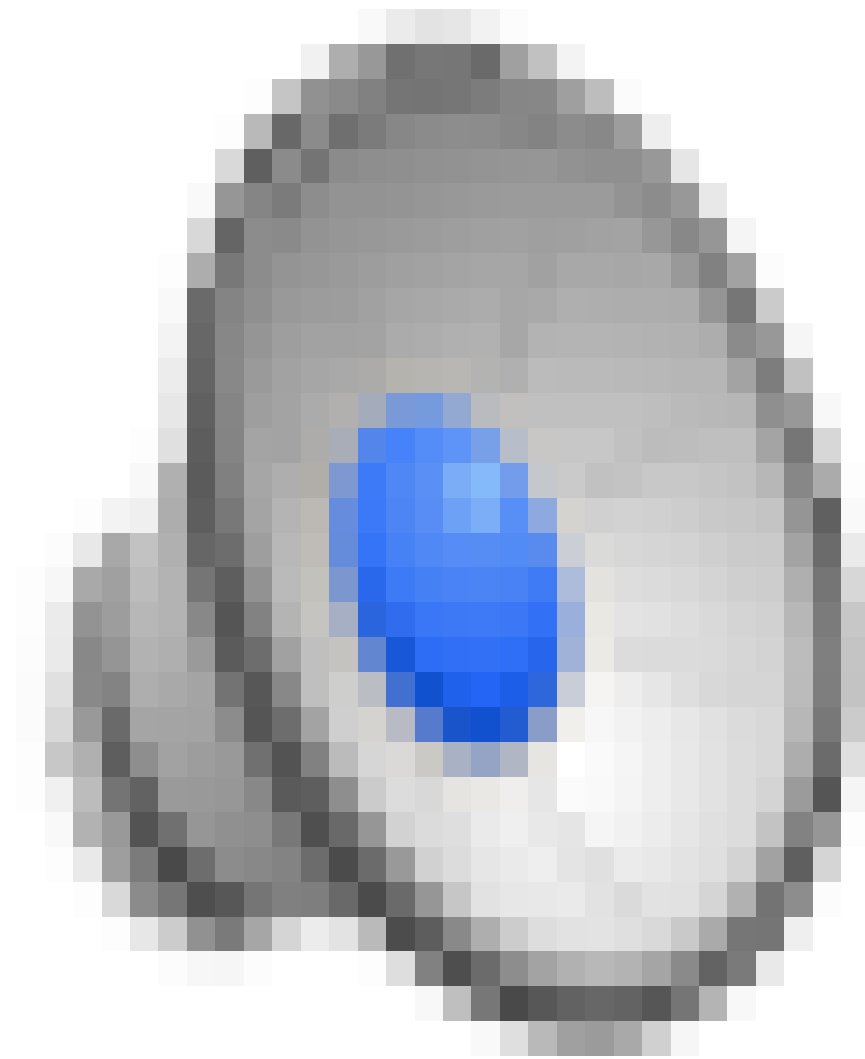
# Social Media as Transaction: The Keys to a Social Commerce Strategy

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Did you know Southwest is in the shipping business?





## Overview: Cargo Commodity Storytelling

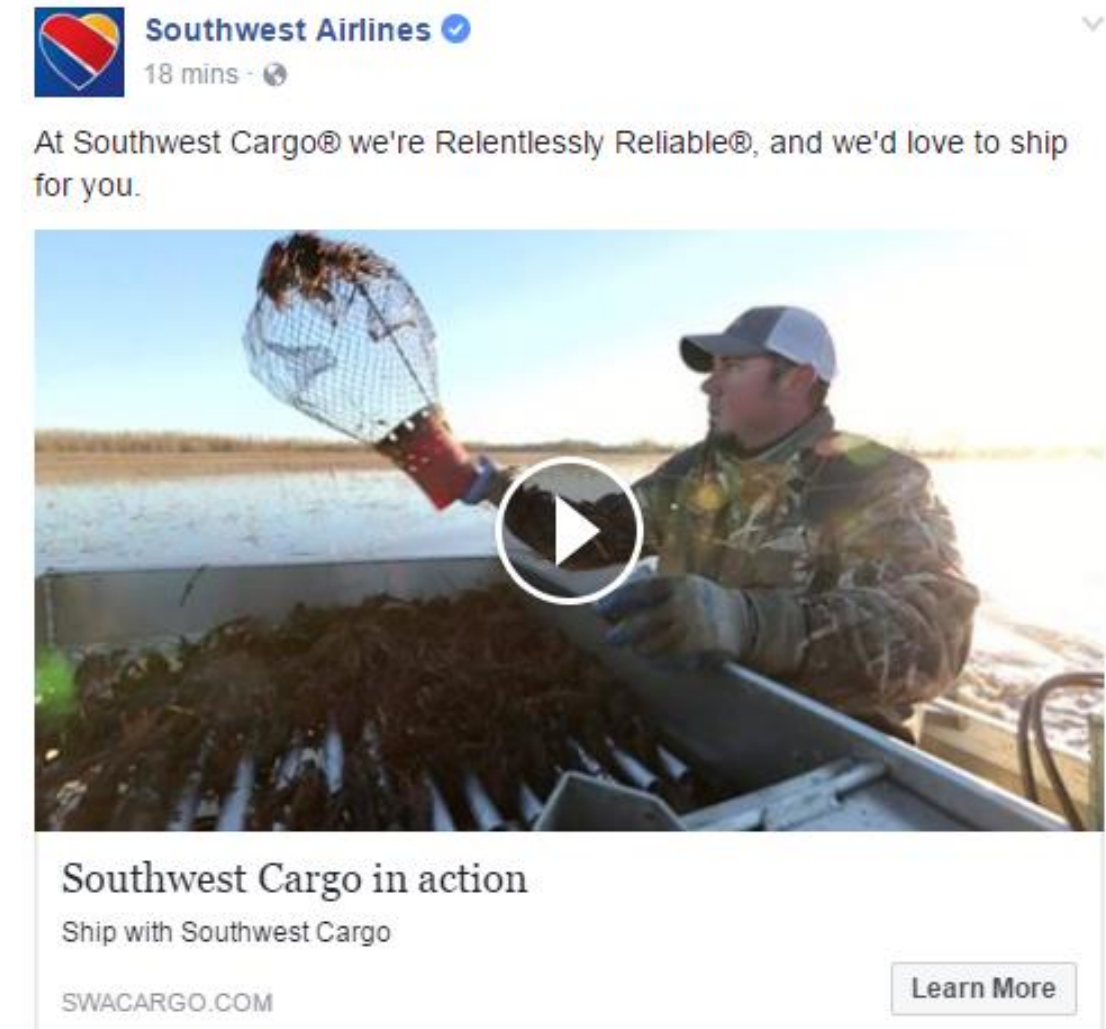
- Timeline: One commodity per month.
- Two videos: one longer organic video (mainstream); one shorter, paid video (lead gen)
- Objectives: showcase breadth of service, business growth, and best-in-class Customer Service



## Takeaway #1: Connect it all (tags, source codes, CRM)

Your tagging, labeling, and source-coding taxonomies should be identifiably standardized throughout the enterprise.

- Creates a foundation
- Eases search when referring back
- Improves clustering/segmentation
- Allows for easier comparison across areas of the biz



A screenshot of a Facebook post from Southwest Airlines. The post includes the airline's logo, a verified badge, and a timestamp of "18 mins". The text of the post reads: "At Southwest Cargo@ we're Relentlessly Reliable®, and we'd love to ship for you." Below the text is a video thumbnail showing a worker in a camouflage jacket and cap handling a large, dark, irregularly shaped cargo item. A play button icon is overlaid on the video. Below the video, the text "Southwest Cargo in action" is displayed, followed by "Ship with Southwest Cargo" and the website "SWACARGO.COM". A "Learn More" button is located in the bottom right corner of the post.



## Takeaway #2: Strengthen your content mix

Paid, Owned, and Earned may define channels or responsibilities within your organizational structure, but as assets they are no longer separate.

Balanced content mix (not mutually exclusive):

- Transactional (revenue & recruiting)
- Operational (service-related)
- Reputational (brand-affinity)



## Takeaway #3: Develop reactive infrastructure

Build a system to triage proactive eComm-specific messages.

Reactive opportunities:

- Additional rich media
- 1:1 social selling
- Personality
- Display of service & responsiveness

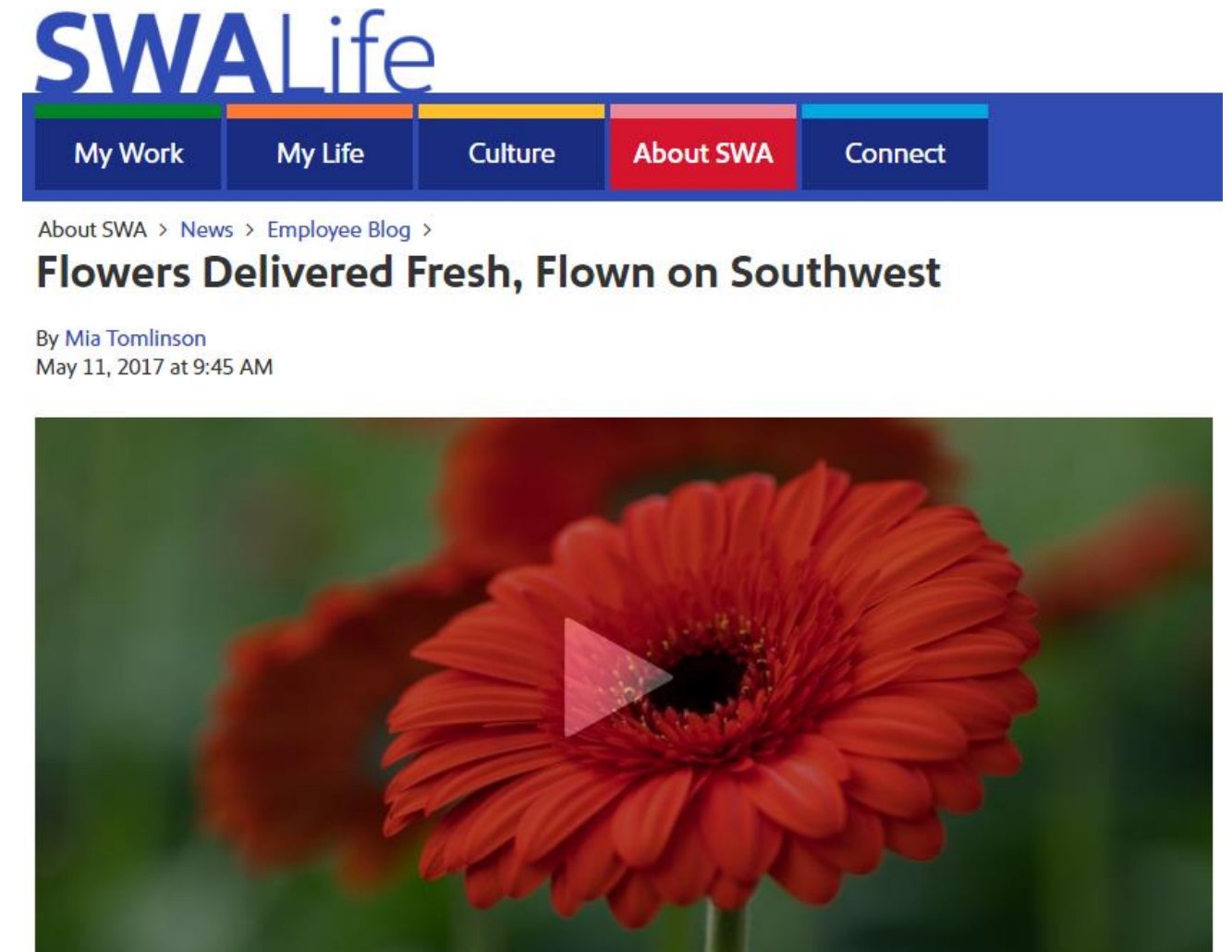


## Takeaway #4: Cross-pollinate

Rationalize your content but don't pigeonhole it on one space.

Some rules:

- Re-package; don't spray
- Keep channel strategy intact
- Use talent and subject matter across several disciplines





## Takeaway #5: Test and iterate

Refine your targets by segmenting your ad buys. Plan optimization mile markers.

Take it from us: auto-pilot is not your friend!

Small budget tests:

- A/B testing by geography or demographic
- Small custom audience/lookalikes



# Takeaway Recap

1. Connect it all (tags, source codes, CRM)
2. Strengthen your content mix
3. Develop reactive infrastructure
4. Cross-pollinate
5. Test and reiterate