

increasing brand advocacy with social media

Yann Gourvennec

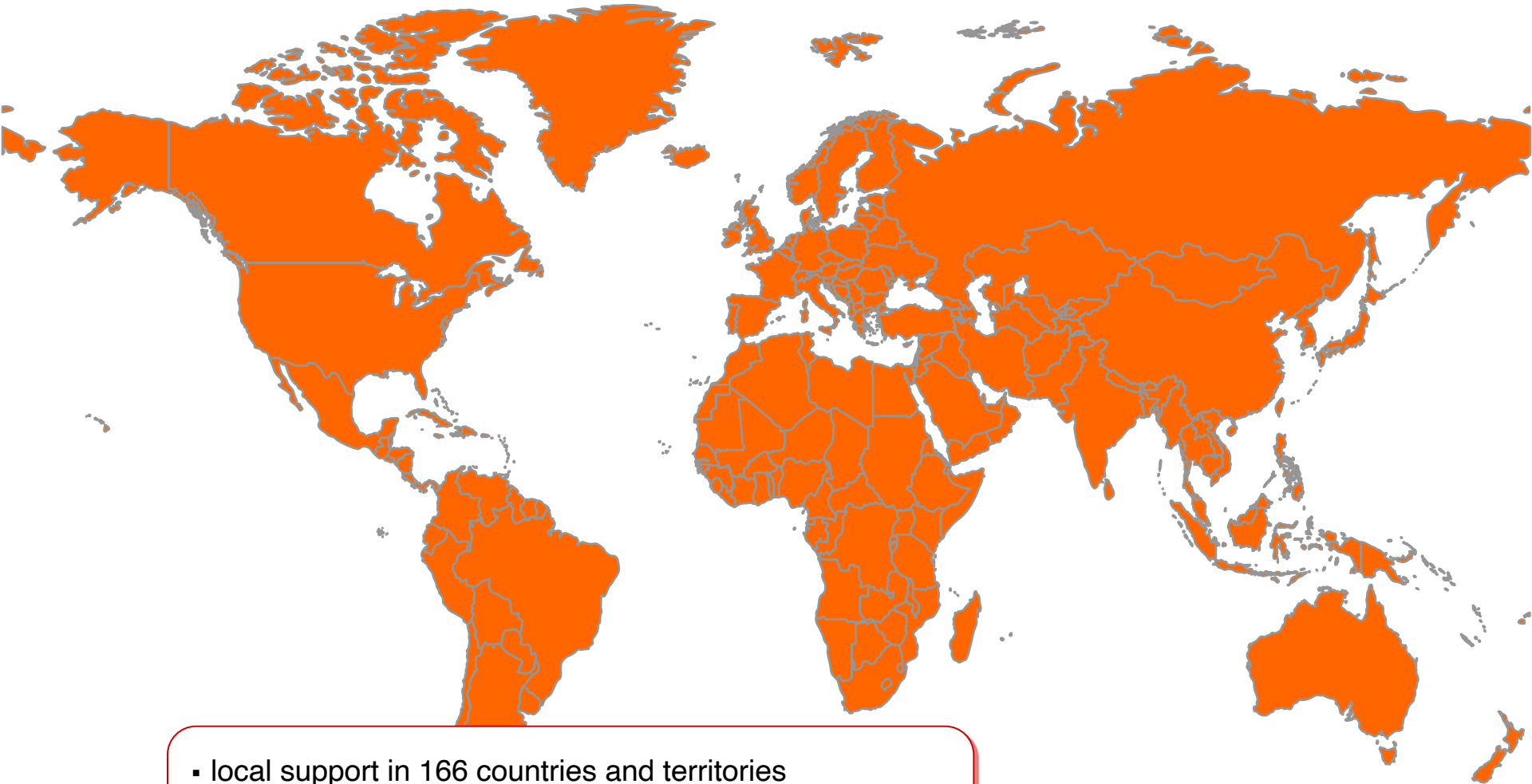
Head of Internet & Digital Media

<http://orange-business.com>

San Jose – June 10th, 2010

image by Izabella Bielawska of the Young Creatives Network'

a footprint supporting business around the world



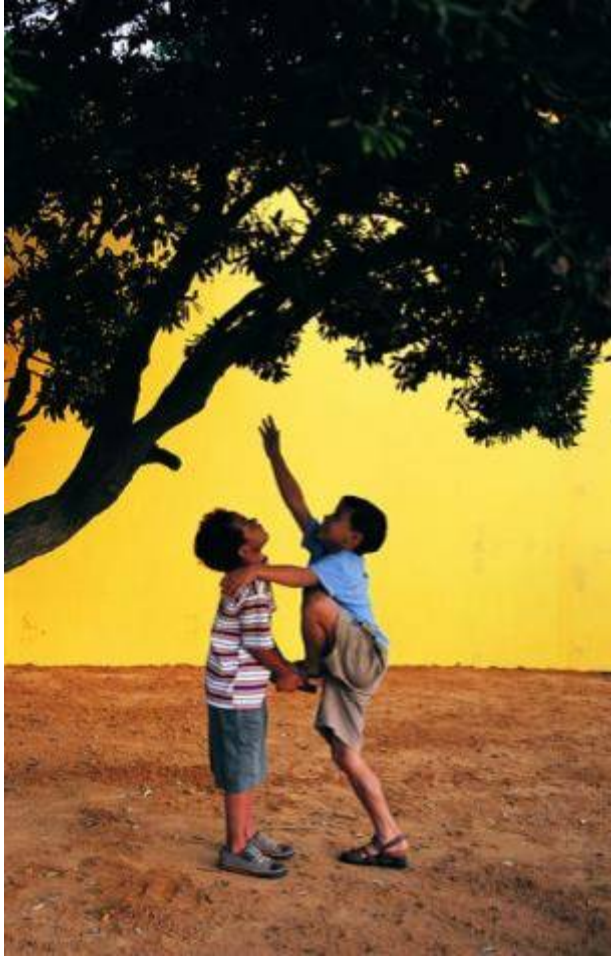
- local support in 166 countries and territories
- a seamless network covering 220 countries and territories

agenda

- > introduction
- > why use social media?
- > brand advocacy
- > the Orange Business webTV example
- > how to implement social media?

Image by Nick Chaffe of the Young Creatives Network.





66,000 video clips

1,200+ blog posts

UGC visits x2

leadership of opinion

links SEO global reach

breaking silos rss (dynamic)

nurturing talent

1,500 comments

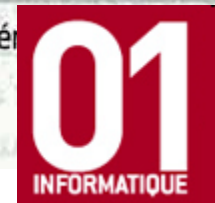
top 8 French enterprise Twitter accounts (as of April 2010)

- > @orangebusiness is #1 amongst all Orange accounts WW and #6 amongst French brands

Les plus gros comptes Twitter d'entreprises françaises

COMPTE	ENTREPRISE	ABONNÉS(*)	ACTIVITÉ
@Y_S_L	Yves Saint Laurent	98 000	Luxe
@Ubisoft	Ubisoft	30 000	Edition de logiciels
@LaRedouteFr	La Redoute	28 500	Vente par correspondance
@Altaide	Altaïde	27 200	Recrutement
@LouisVuitton_HQ	Louis Vuitton	18 500	Luxe
@OrangeBusiness	Orange Business Services	8 400	Télécoms
@Netvibes	Netvibes	6 000	Edition de logiciels
@AirFranceFR	Air France	5 500	Transport aérien

(*) Chiffres relevés au 20/04/2010.



blogs and WebTV: hundreds of experts

Orange-business.tv **web TV**

partner

google

Source

1. orange-business.com

2. linkedin.com

3. twitter.com

4. viadeo.com

5. manager-go.com

6. fr.wikipedia.org

7. blogs.orange-business.com

8. google.fr

9. facebook.com

LinkedIn

Twitter

viadeo

wikipedia

facebook

	Source	Hot
1.	orange-business.com	
2.	linkedin.com	
3.	twitter.com	
4.	viadeo.com	
5.	manager-go.com	<input type="checkbox"/>
6.	fr.wikipedia.org	
7.	blogs.orange-business.com	
8.	google.fr	
9.	facebook.com	

communities: the new paradigm...



3 pillars of social media for businesses

- > communicate
- > collaborate
- > cooperate



image by Tim Smith of the Young Creatives Network

Orange Business blogs

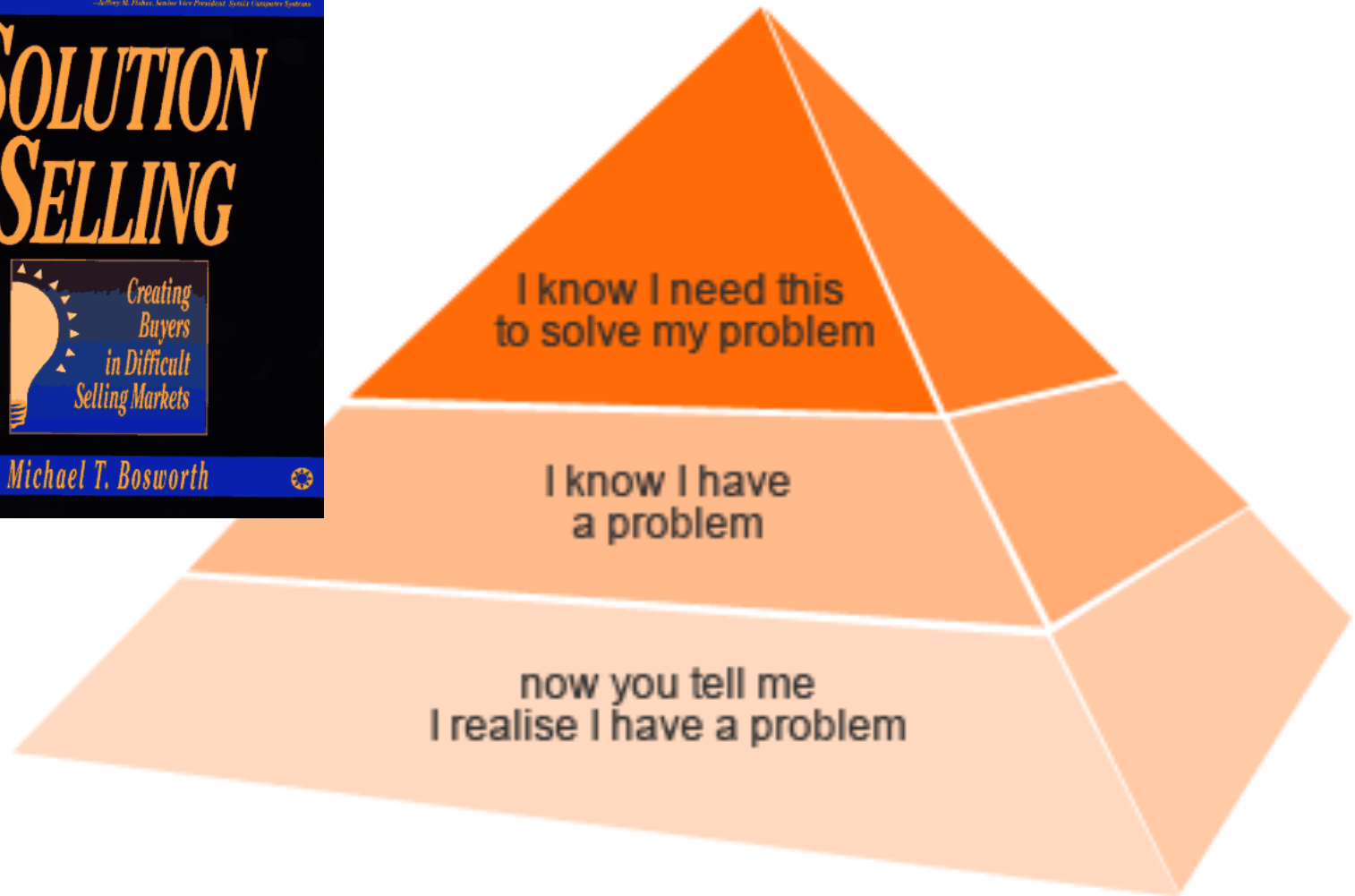
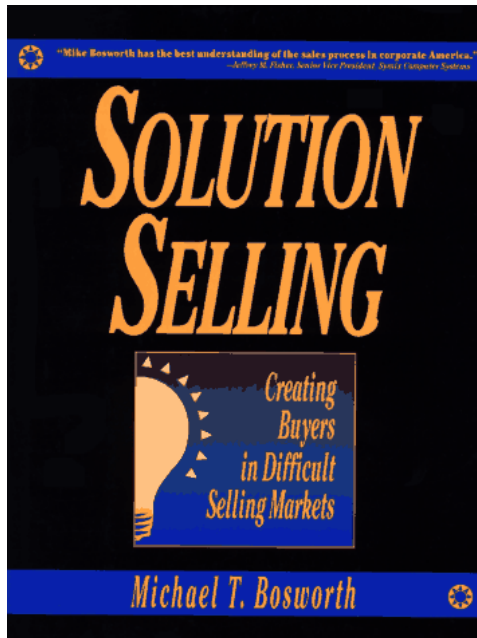


why use social media?

Image by Nick Chaffe of the Young Creatives Network.



1. because of solution selling



2. because of ICT buyers ...

source:
InformationWeek
BUSINESS TECHNOLOGY
NETWORK



vertical painpoints

IT security virtualization

use social media

are passionate about technology

annoyed by banners/
marketing by interruption

read blogs

turn to trusted technology

B2B resources

are part of *ECOSYSTEMS*

lead generation (on-going campaigns)

Webleads Tracker
Smart, Simple and Powerful

vgourvennec Logout

BLOG VIRTUALISATION FR ▼ Dec 11 - Mar 10 ▼
Wed Mar 10, 11:12am

Home Visitors **Locale** Content Links Searches Goals Campaigns Spy

Countries Regions Cities Languages Hostnames **Organizations** | Global map Recent visitors map

Pernod Ricard Credit Agricole Cheuvreux S.a Headquarters, Usaïc Universite De Strasbourg Technofutur Information Management Group Soc Sa
Amosdec Sir Mortimer B. Davis - Jewish General H... Cegecom S.a Vente De Materiel Informatique Giraud International Bull Echirolles **Orange**
Fr-natexis Ds Paris Assoc Avocats Multiburo Trocadero Investelektrosviaz Ltd. **Bull Sa** Hewlett-packard Company Esr Airbus France
Service Nsaii Firewall Brutele Sc **Sonatel** Jac Search And Media Europe Ltd Reseaux Psa Belfort End-user Interco **Banque** Sdsi
And Turbodsl Lines Ict Informatique **Thales Service** Bouygues Intel Corporation European Parliament Electricite De France Oleane Sa Direction
Generale De Impots Spa Anwarnet Teamtel Omr St Sebastien Sur Loire Mts Allstream Cnav Sogetel Gaz De France Ig Nord Credit Agricole S.a. **Euro**
Rscg Silicomp Ingenierie Vmware Grenoble Cci Esc Commissariat A L'energie Atomique Deletec **Societe Generale** Banque Nationale De
Paris - Bnp Atos Origin Infogerance Hotwire Public Relations France Fr-imaginat-bess-sharedhosting Win S.a T-systems International Gmbh Ministere De
L'interieur **Banque Paribas** Compagnie Generale De Sante **Medical** Ovh Sas Sopra Nextiraone-france Research In Motion Uk Limited Fr-asmodec
Laboratoire Pharmaceutique Interconnection With Rael Backbone Sun Microsystems Extra Ip Ranges For Customers Nouvelles Cliniques Nantaises Global
Crossing Systonic Caisse Epargne - Platform Of Services Soci T D Avocats Ctre Interconsulaire Formation Mayenne Banque De France Universite Paul Valery
Gestion Immobiliere Infrastructure @carrefour Total S.a. Soci T D Avocats **Industrie** Universite De Sherbrooke Lyreco Management
Radio Monte Carlo **Fai** Adenclassifieds Informatique **Paris** Enviocom France Nantes Psinet Systar Sa



4. because we have good people ... and partners



5. because of numbers and influence

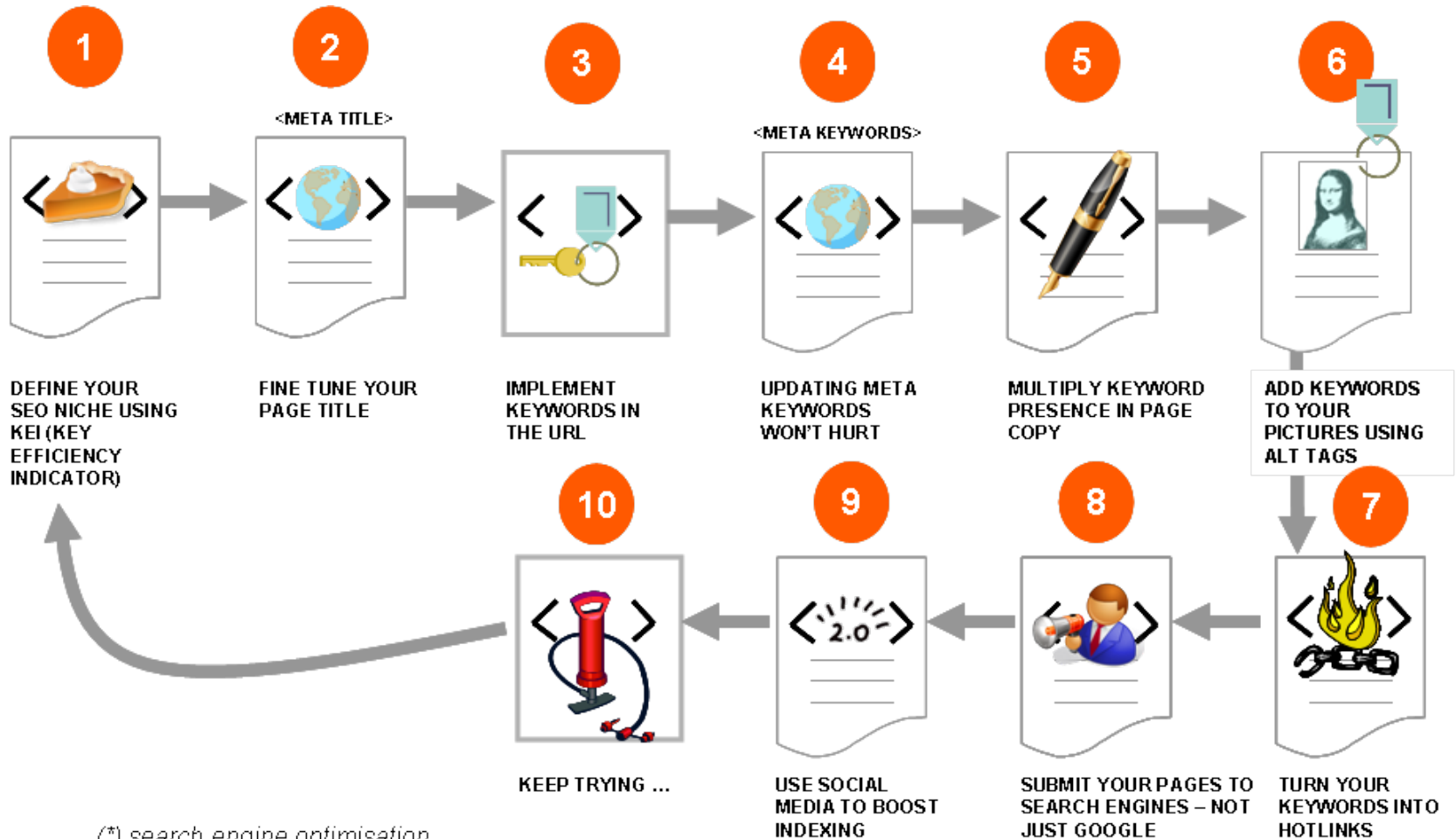
January-April 2010 - orange-business.tv

- approx. 280 video clips
- 60% in French

Orange Web TV is now a product

						Media duration
						08:00
						02:20
						02:57
le PC est il mort ?	05:08	6:24:20	239	126	59 %	03:02
Managed Services in the Americas from Orange Business Services	05:49	6:06:29	162	83	76 %	04:25
Internet et la Relation Client	12:02	5:42:04	443	92	31 %	03:44
Open Videopresence : on s'occupe de tout !	01:02	3:45:55	495	238	92 %	00:57
les SPAMTRAPS : focus sur un piège à spammers	04:59	3:07:04	836	62	61 %	03:02
social Engineering et réseaux sociaux dans la vie professionnel	06:28	2:38:55	208	32	77 %	04:59
Open Videopresence: we take care of everything!	01:02	2:01:22	580	133	88 %	00:55

6. because of S.E.O.



(*) search engine optimisation



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brand advocacy

Image by Nick Chaffe of the Young Creatives Network.



customer advocacy (1)



Vincent, you are a star now, your blog piece has been circulated throughout the Bank!

(from a client to one of our bloggers)

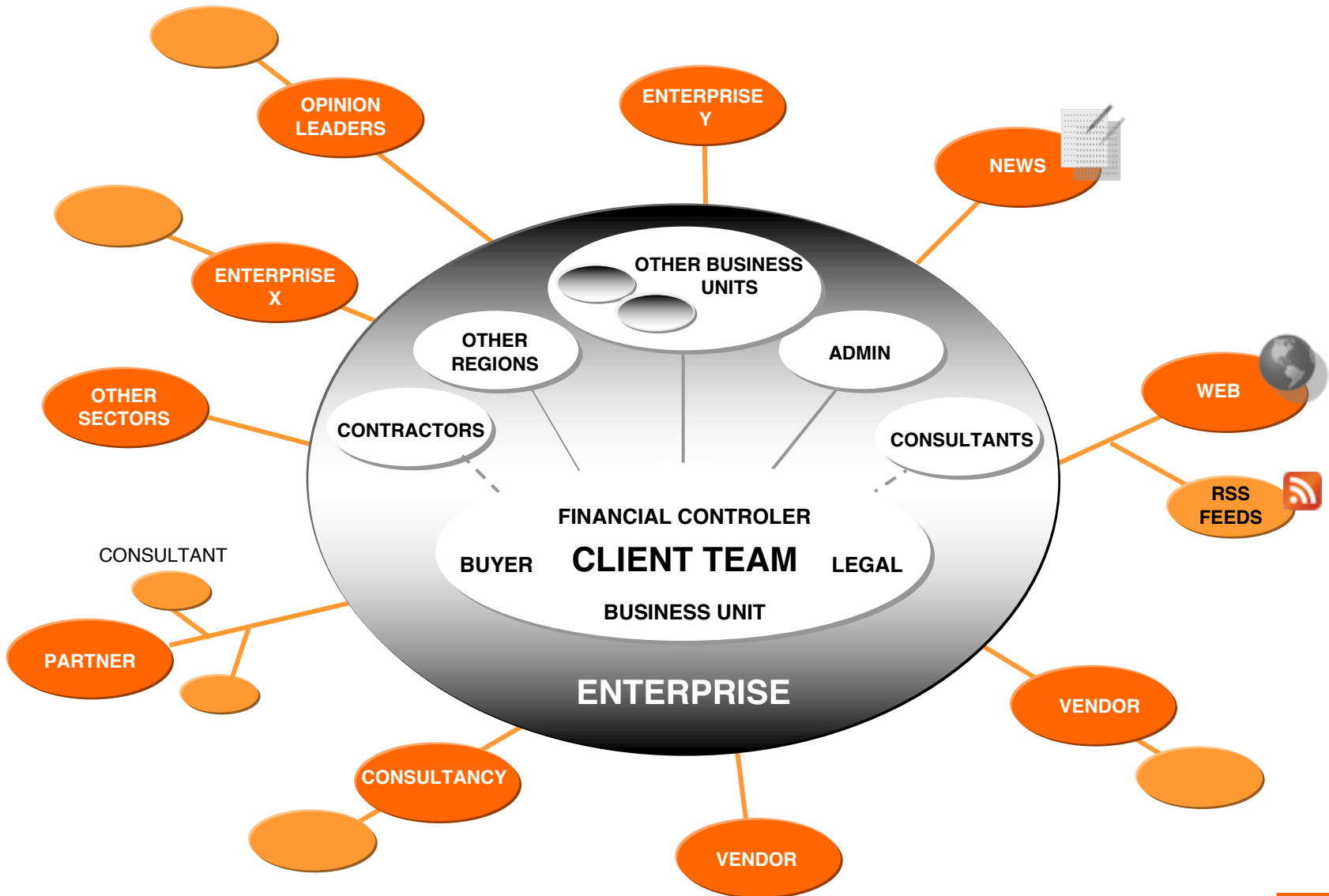
customer advocacy (2)



we aren't a client of yours, yet we'd like to have a word with you because we have been impressed with the content you have published on your virtualization blog

(from a client to one of our business units)

the ICT ecosystem



the orange- business.tv business case

Image by Nick Chaffe of the Young Creatives Network.



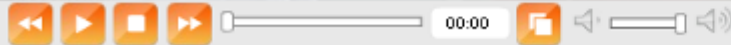
orange-business.tv business case



[home page](#) | [french](#) | [english](#) | [about](#)

Orange Business tv

Orange business TV covers a wide range of current corporate IT topics including expert analyses, overviews of innovative solutions plus interviews and testimonials from technology experts. Whether you're looking to improve network security or customer relationship management, implement an efficient electronic payment solution or remote working, you will find all of these topics addressed on Orange business TV as well as many others.



November 3, 2009

search on
Orange Business TV

follow us



email alert

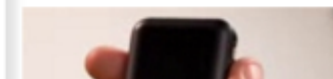


channels

- mobility
- large projects
- customer relationship management
- security
- network
- Orange Business Live 2009
- all videos (59)

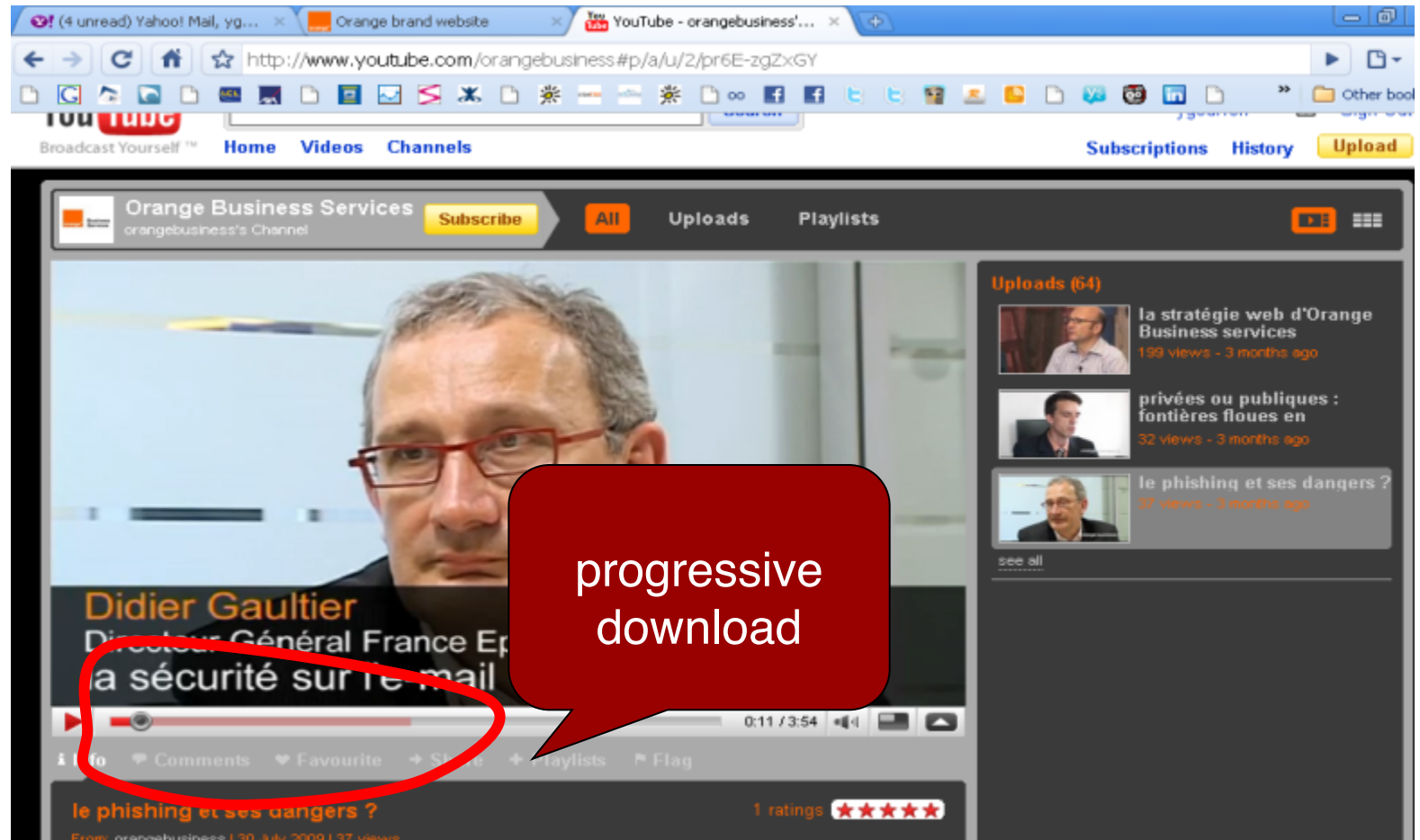
headline

innovation



teething problems ... in b2b

firewalls, bandwidth, downloads, progressive download and streaming
internal usage a non-starter



orange-business.tv: where we started from ...

The screenshot shows a web browser window displaying the Orange Business Services website. The URL is http://www.orange-business.com/fr/entreprise/contenus/temoignages-clients/applications-integration-systemes/elm_leblanc. The page features a navigation menu with items like 'à la une', 'mobilité', 'solutions de communication', 'real-time business', 'vos besoins', 'espaces clients', 'les boutiques', and 'à propos de'. The main content area is titled 'e.l.m. leblanc : les chaudières communicantes'. It includes a video testimonial from Eric Payan, directeur des systèmes d'information, with a quote: « Nous recherchons un opérateur de téléphonie mobile doté d'un réseau fiable, mais aussi capable de développer une application sur-mesure et de l'héberger. Seul Orange Business Services a su répondre à toutes ces attentes. ». To the right of the video, there is a list of statistics: société: e.l.m. leblanc, CA: 121 000 000 €, effectif: 706 collaborateurs, and a list of activities: filiale du groupe Bosch, acteur majeur du marché français des appareils de chauffage et de production d'eau chaude à gaz et solaire. Below the video, there are four buttons: 'notre projet Machine To Machine', 'comment ça marche?', 'pourquoi Orange?', and 'et demain...'. At the bottom, there are sections for 'à découvrir', 'voir aussi', 'téléchargez', and 'contact commercial'. The Windows taskbar at the bottom shows the Start button and several open applications, including 'Inbox - Micros...', '2 Windows E...', 'Blogwell-Orang...', and 'e.l.m. leblanc ...'.

à la une mobilité solutions de communication real-time business vos besoins espaces clients les boutiques à propos de

e.l.m. leblanc : les chaudières communicantes

les témoignages clients

- applications et intégration de systèmes
- e.l.m. leblanc**
- centre de contacts
- consulting
- data-mobile
- diffusion de contenus
- e-commerce
- fixe-mobile
- gestion d'infrastructure IT
- gestion de projets
- IP
- messaging
- paiement
- santé
- sécurité
- services d'accueil
- services de conférence
- services interactifs
- services Lan
- services Wan
- solutions de services
- transports et logistique

Eric Payan
directeur des systèmes d'information

société : e.l.m. leblanc
CA : 121 000 000 €
effectif : 706 collaborateurs

activité : filiale du groupe Bosch, e.l.m. leblanc est un acteur majeur du marché français des appareils de chauffage et de production d'eau chaude à gaz et solaire.

- un réseau fidéisé
- une maintenance optimisée
- une satisfaction client augmentée

« Nous recherchons un opérateur de téléphonie mobile doté d'un réseau fiable, mais aussi capable de développer une application sur-mesure et de l'héberger. Seul Orange Business Services a su répondre à toutes ces attentes. »

notre projet Machine To Machine comment ça marche ? pourquoi Orange ? et demain...

Lire le script de la vidéo

à découvrir voir aussi télécharger contact commercial

Conseil en Business Machine to Machine le livre blanc "Machine To Machine, enjeux et perspectives" (PDF, 810 ko)

CurrentAnalysis: an US perspective

Explaining cloud computing

November 2, 2009

CurrentAnalysis



total viewing time 7:45:45

total viewers 334

a live debate organised by a partner

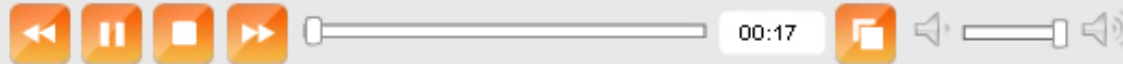
l'optimisation des budgets sécurité en temps de crise

29 avril 2009 | [aucun commentaire](#) | [aucun permalien](#)



introduction

la sécurité dans les entreprises
les tendances du marché en 2009
comment justifier les coûts de sécurité
les bonnes pratiques gratuites
rationnaliser la technologie
rationnaliser l'organisation
l'optimisation des budgets
mesurer l'efficacité de la sécurité



total viewing time 83:03:48

total viewers 2708



live debate with clients ... inc. 360° transcript

la place des TIC dans la lutte contre le réchauffement climatique

30 juillet 2009 | aucun commentaire | aucun permalien



présentation des intervenants

comment impliquer ses collab
rappel du contexte politique
qu'a apporté le dernier G8 ?
le protocole de Kyoto : facteur
Orange Business Services et
le côté obscur des TICs...
comment Danone et Orange B
quelques conseils donnés à u



total viewing time 395:42:02

total viewers 2188



visionary statement

le PC est il mort ?

2 novembre 2009



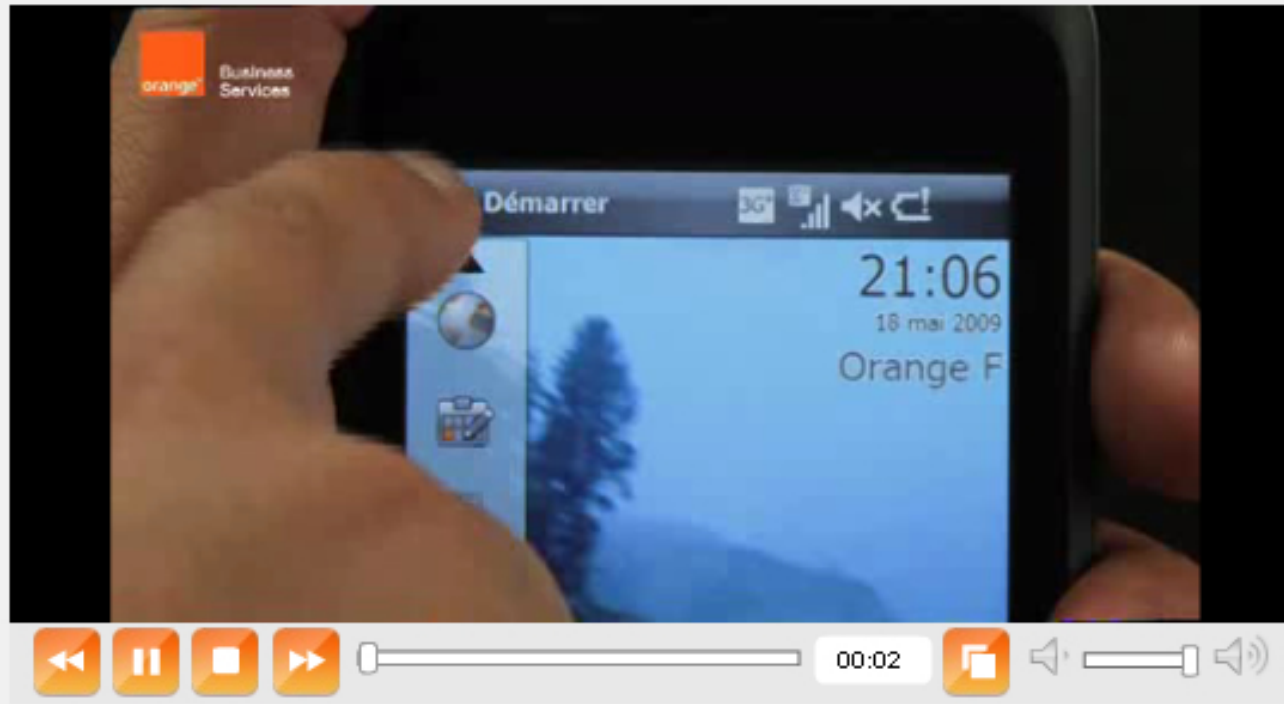
total viewing time 57:20:12

total viewers 1038

product demo ... simple & straightforward

démo Orange Maps sur le BlackBerry Bold 9000

29 juillet 2009 | [aucun commentaire](#) | [aucun permalien](#)



total viewing time 14:59:32

total viewers 795

client testimonial ... field experience

télémetrie : une gestion innovante des approvisionnements de gaz

15 avril 2009 | [aucun commentaire](#) | [aucun permalien](#)



total viewing time 14:23:58

total viewers 428

best practice 1 on UGC



Social engineering : social networks part 1

Creation of a false Estelle Durond and an e-mail on Facebook...

facebook

Facebook vous permet de rester en contact et d'échanger avec les personnes qui vous entourent.

Inscription
Le site est gratuit et ouvert

04:09

<http://bit.ly/soceng>

best practice 2 on UGC



Voice Transformation business case

May 5, 2009 | [no comment](#) | [no permalink](#)

IP Transformation - DIY

Page 2

Business Services orange

02:09

<http://bit.ly/voip-case>

some rights reserved - cc- Yann A Gourvennec - Orange Business Services

34

Business Services



how to implement social media

Image by Nick Chaffe of the Young Creatives Network.



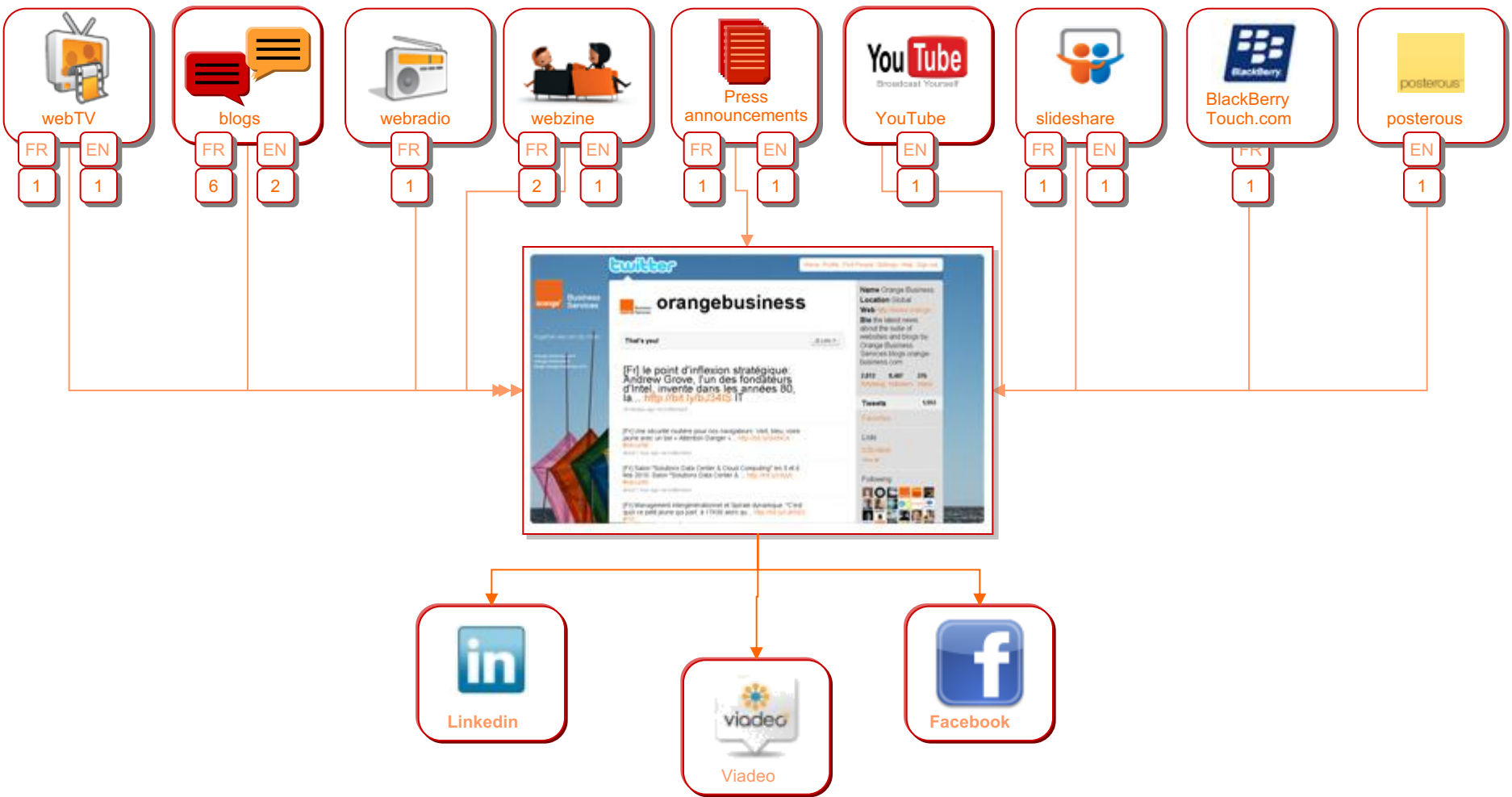
a digital strategy in plain English

- > away from the digital silo
- > digital – and social – in everything we do



- > the clip
 - <http://bit.ly/digitalstrat>
- > the page
 - <http://bit.ly/digitalstratpage>
- > the blog
 - <http://bit.ly/socialb2bstrat>

how information flows



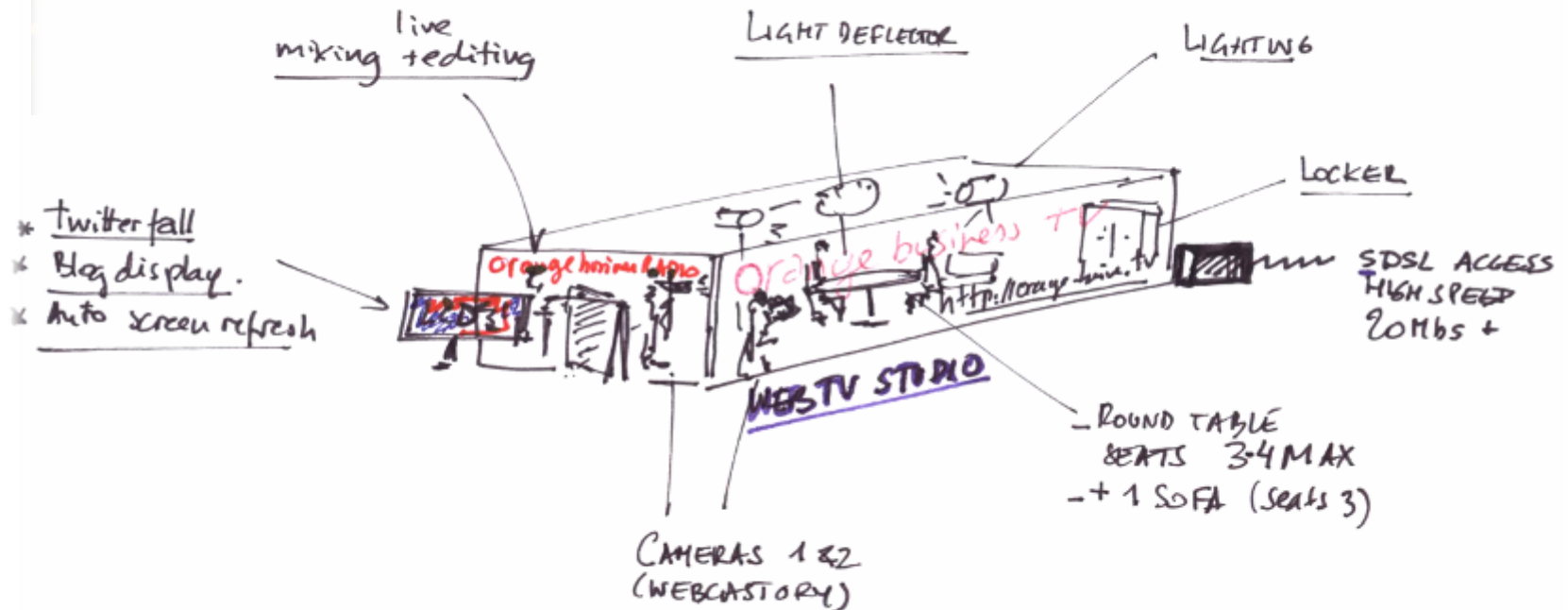
cross organisational examples

- > webzines
- > press relations
- > public relations & legal
- > events
- > advertising
- > lead generation



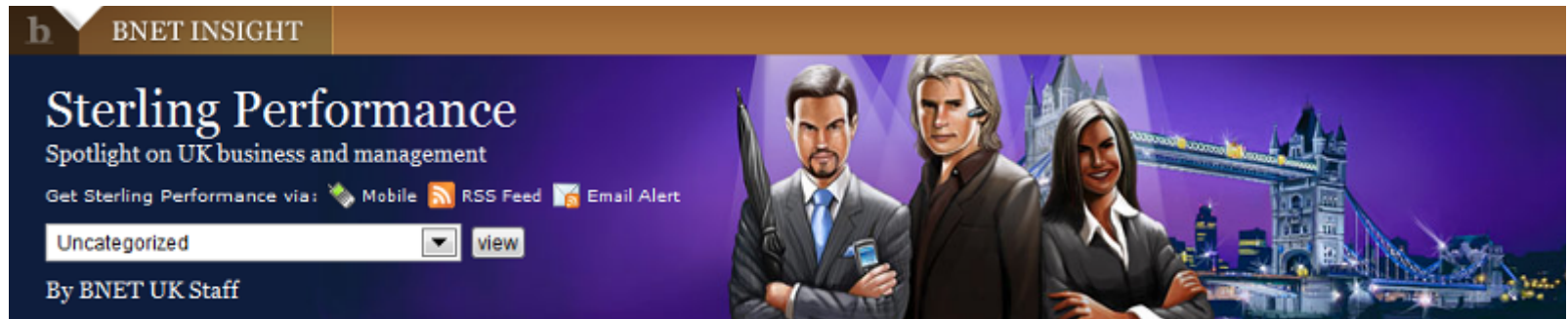
the Orange Business Live 2010 event

<http://www.orange-business.com/live/>



Nine Top Tips For Implementing Social Media

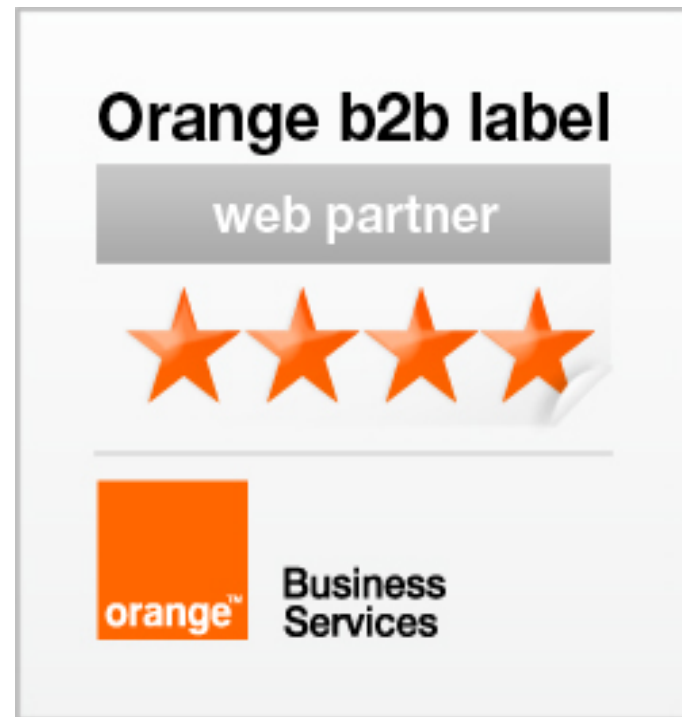
<http://bit.ly/9toptips4social>



1. communities are important, but not every brand has one
2. don't confuse comments with collaboration
3. avoid the meatball sundae effect
4. facilitate, facilitate, facilitate
5. respect your community and no hard-selling
6. great causes can work wonders
7. think user-benefit vs. company-benefit
8. openness, transparency and disclosure
9. execution is everything

Orange b2b label

- over 150 partnering websites on the French side
- budding community on the English side



how not to do it!



follow us on



@orangebusiness

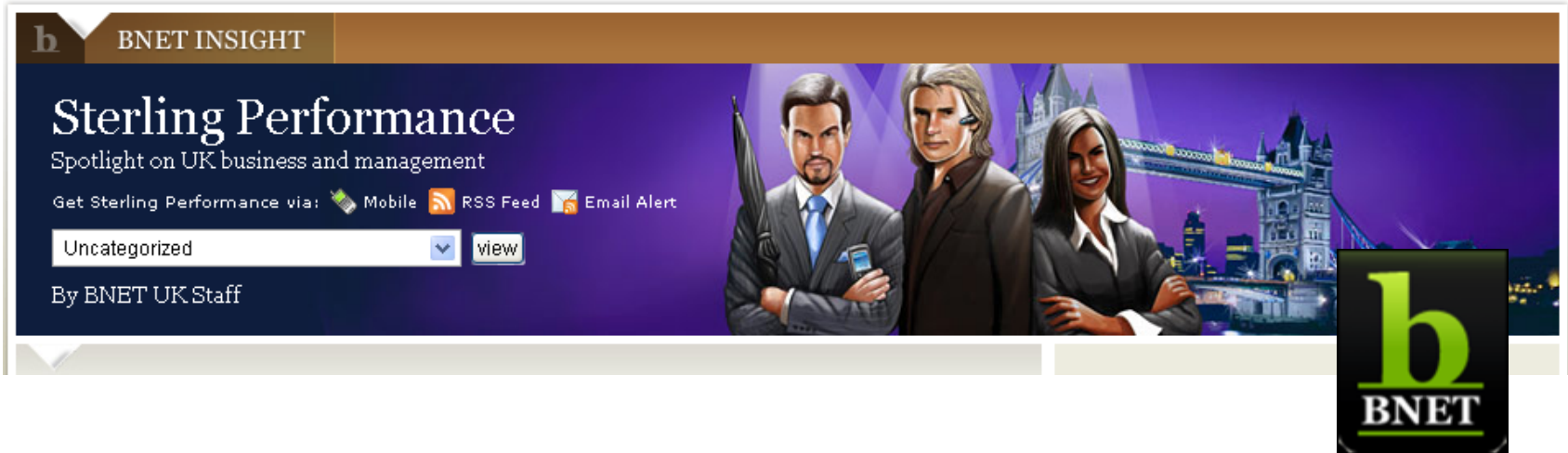


<http://www.facebook.com/orangebusiness>



<http://www.posterous.com/orangebusiness>

my research on Bnet and elsewhere



> <http://resources.bnet.com/topic/yann+gourvennec.html>

my personal research on the Web

- > <http://visionarymarketing.com>
- > <http://visionarymarketing.wordpress.com>

about Yann Gourvennec



- > since 2008, head of internet, orange business services
- > 2005-06/2007, innovation principal, orange business services
- > 2003-06/2005, alliance partner manager, france telecom
- > 1999 – 2002 - director e-business: france telecom teleconferencing services
- > 1997 - 1999 – consultant, Internet, marketing & information systems, cap gemini
- > 1995-1997 – internet marketing consultant, unisys europe
- > 1992-1995 – business systems manager, unisys europe
- > 1988-1992 – business systems manager, unisys france
- > 1985-1988 – account executive, philips France

my research available online at: <http://visionarymarketing.com/>

View my profile on **LinkedIn**