

Growing your business through customer engagement & social media

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Agenda

- Introducing 123-reg / .uk domains
- Can social media build customer engagement?
- What is social media?
- Ways to engage
- Learning the hard way
- How has social media influenced our customer base and how do we measure it?



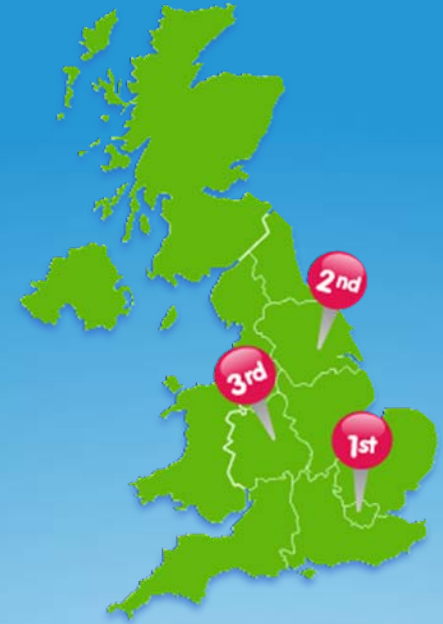
123-reg

- The UK's biggest domain registrar (2.8m UK and 4.1m as a group)
- Circa 19% of the market for domains in the UK
- Growing our base year on year at circa 11%, however we see this growth rate decelerating year on year
 - Slight change in base / now more women who are our customers (approx 80% male and audience slightly older than we envisaged)
 - Most popular customer names are Dave and Sarah, and Smith is the most popular surname
 - 63% of domain orders through our existing base / 37% new customers
- Strongest marketing channels for us are direct, PPC and organic search
- Also seeing growth and significant value in our Affiliate channels, funnel analytics / conversion management and of course social media



Specifically about .uk

- 65% of our domain portfolio are .uk domains
- Strong geographic split: London / Leeds/ Birmingham
- Loyalty to domains exists
- The older the domain the more likely a customer will renew it
 - Domains that are 10 years+ renew at the rate of 90% or 4 years @ 71%
 - The longer you have the domain the more likely you are to renew it



What is social media?

- A „new way%to bring contacts to your website and understand what your audiences need
- Wherever you can have a conversation in a public setting
- More than Facebook and Twitter
 - Forums / reviews / tickets / blogs / support calls and dialogue
 - Customer reviews (81% of people use consumer reviews in their purchase decisions) Nielsen Online
 - Only 23% of companies offer customer support on Facebook
- But we can't ignore their power
 - 1 in 5 divorces are blamed on Facebook
 - Facebook tops Google traffic (Hitwise)
 - 30 billion comments are shared on Facebook every month



Key benefits of social media to a business

- Helps you find brand advocates
- Helps you to understand what customers think / want / need
- Its fast
- Relatively cost effective
- You can track sales through it
- Can aid other channels
- Gives smaller businesses a shout amongst the big boys



Our experience learning the hard way

- Trial and see approach
- Junior level employees managing it
- Clear goals and objectives
 - Another way to get your support query answered
- Brand consistency and social media at the heart of what we do
- Using different channels appropriately (role of Twitter v Facebook)
- Not thinking about the wider approach
 - Running a rugby related social media campaign that upset some of our Scottish customer base



LESSONS
LEARNED



Making social media work for you

- Consistent placement of social media buttons on your sites
- Making sure the experience is consistent
 - Looking at a Multi channel approach
 - There's no such thing as a single customer view
- Encouraging customer dialogue
- Incentivising engagement
- Measuring your successes



Customer dialogue

- Monitoring of forums and review sites
- Pro-active support
- Find ways to generate positive reviews share your experience with others
- Positive survey feedback
- Giving people the tools to do it for you
- Make it easy for them and they will do the job for you



Live examples - Twitter



Live Examples - Twitter



@interacter
Neil Hopkins

Cull retro advert for 123-reg. Like this a lot! #fb [twitpic.com/76k105](https://www.facebook.com/76k105)



Twitter Pic

Flag this media

27 Oct via [Twitter for Android](#) ☆ [Favorite](#) [Retweet](#) [Reply](#)



lindadarby Linda Darby

Excellent customer support at [123-reg.co.uk](https://www.123-reg.co.uk) today. Thanks for your help guys. [@123reg](#) [#123reg](#)

31 Oct



Live Examples forum monitoring

Access problem on 123-reg. Can't log on (3 posts)



PenelopeWakeham
Member
Posted 3 weeks ago #

I am with 123-reg. They have installed WordPress along side my static website in a folder named (originally) 'blog'.

Using their 'Administrative interface' I get the WordPress logon page that asks me for a username and a password.

From the information given by 123-reg, I have 'User: ftp@penelopewakeham.com' If that is my username then if I enter it and my password (also given by them so I know it's right) doesn't work.

Can anyone help? It's driving me mad!
Kind regards, Penelope



webfusiononline
Member
Posted 3 weeks ago #

Hi

It was a pleasure speaking to you today.

For anyone else that runs into this problem.

Simply login to 123-reg control panel

Click Manage Hosting

Click 123-apps

Click on Installed

The information for WordPress will be displayed.

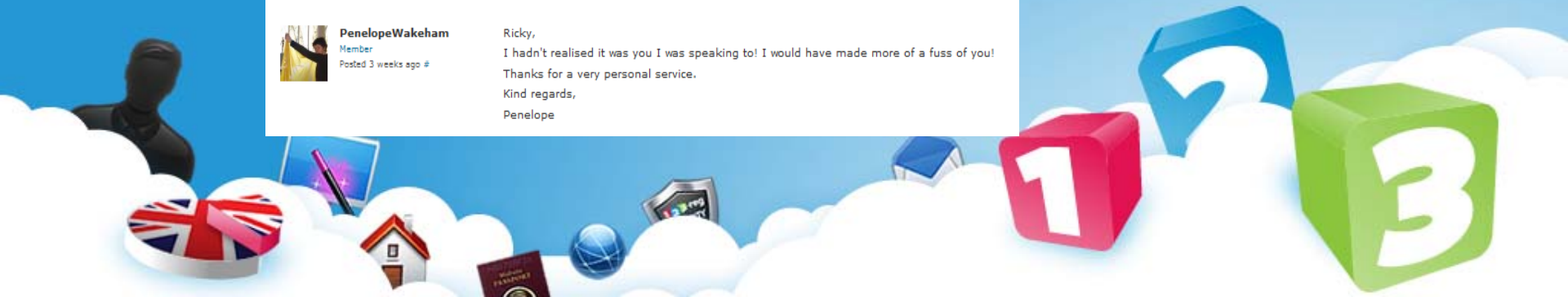
Regards.

Ricky



PenelopeWakeham
Member
Posted 3 weeks ago #

Ricky,
I hadn't realised it was you I was speaking to! I would have made more of a fuss of you!
Thanks for a very personal service.
Kind regards,
Penelope



Live Examples asking for feedback

October survey results

No of surveys sent	Returns	Return Rate %	Average Score
13,839	934	6.75%	6.8

- 24% increase in customer satisfaction from March through to October
- 38% increase in NPS since monitoring / launch began
- NPS shift from negative to positive



Incentivising engagement

Fun Day's, exclusives and give-aways



Grab a free domain name
It's 123-reg fun day!

Like this page to enter now

A banner with a blue sky background, a rainbow, and colorful balloons. A red button with a white arrow points to the text 'Like this page to enter now'.



It's our
11th birthday!

11% off
all domains
offer ends 31st May

Voucher code **birthday11**

CELEBRATE NOW! >

A vertical banner with a white background. It features a birthday cake with a single candle. The text is in various colors and fonts, including a red button at the bottom.



123-reg Exclusive Offer

75% off

.info domains, now £2.49 (were £9.99)
valid until 25/04/2011

Use voucher code: **123TWE** at the checkout

A blue banner with a white border. It features a large '75% off' in white and a smaller line of text below it. A red button is at the top.



webfusion
You. The Web. Connected.

fusion
week

We're giving away
a free VPS

visit our Fusion Week Tab

A vertical banner with a black background and green and purple wavy lines. It features the 'webfusion' logo and the text 'fusion week' in large white letters. A green button is at the bottom.



Jack Hadrill

I agree with a lot of these posts, I've been with them for a few months - their windows vps is flawless!!! Love it! (That special offer (windows for the price of linux) was a life saver too!)

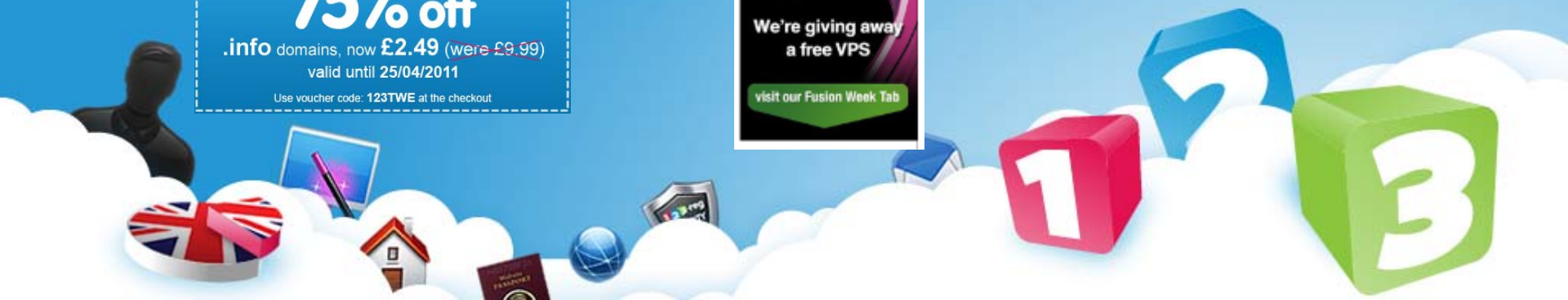
24 May at 21:00 · Like · Comment



Robin Earl

Hosted our site for over 2 years, works great

24 May at 19:08 · Like · Comment



Measurement

- Sales tracking using DCStorm
- Klout score @42 for 123-reg.co.uk
 - True Reach (how many people you influence)
 - Amplification (how much you influence them)
 - Network impact (the influence of your network)
 - Our Klout score has improved as we have specifically targeted some key segments
- Conversion ratios

	% new visits	Conversion Rate	Per visit value
Facebook	62.76%	2.25%	0.30p
Twitter	34.86%	2.05%	0.28p
YouTube	68.87%	0.77%	0.08p



Summary

- We believe how we interact with our customers is what defines us as unique
- Social media gives people a voice
- Its about doing well what you do
- If you give people the tools to speak to you they will do so
- It reflects the general feel about your business as a whole it can be used as a driver to better the business
- It won't fix your reputation but it does act as a fast barometer of where you are getting it right and equally getting it wrong.



Thank you
Any questions?

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