

5 Social Media

Strategies

You'll See in 2013

The way businesses use social media in 2013 will change the way customers and companies interact on the medium. According to social intelligence firms' analysis, here are some of those changes.

1. No More Surveys

Many of the more progressive brands have already decided to eliminate surveys and instead focus on social feedback as their primary source for customer experience information.

2. Industrial Espionage is Legal and Free:

In 2012, we saw the hot brands using [competitive data](#) in new, previously unimagined ways. We predict that more than one-third of businesses adding products or menu items will be inspired by their competition's online customer feedback.

3. No More Traditional Perf. Evaluations:

Sharing [online feedback](#), places psychological control on employees, companies recognize and accept that everyone is a critic and that they can read about their performance online daily, good or bad. They see now that they have to be 'on' all of the time. Every experience counts. That's powerful.

4. Social Media is not for Marketing Anymore:

Last year we helped several organizations save new locations from the brink of disaster by enabling them to make swift changes in management and operations based on social intelligence. This trend is sure to take off in 2013.

5. Everything's Local:

All politics is local. It's no surprise; all customer experiences are local, too. Savvy companies will use [location-specific social reviews](#) and alerts to quickly pinpoint trouble spots and react in a way best suited to deliver the best possible customer experience in that location or store.

Leave your questions and comments to:

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