


11/03/2009

Building a Positive Image Online with Social Media: The Network Solutions Experience




About Network Solutions

- We service over 3 million SMB customers and manage 7.5 million domain names.



Domains	Web Presence	Marketing
Domains <ul style="list-style-type: none"> Find-a-domain services <ul style="list-style-type: none"> Certified Offer Backorder Premium Domains Domain Web Forwarding Private Registration 	Websites <ul style="list-style-type: none"> Website Hosting Statistics and Website Tools Professional Website Design Services Professional Logo Design Services Mobile Websites Security <ul style="list-style-type: none"> SSL Certificate PC Security 	Communication <ul style="list-style-type: none"> Business E-mail Secure E-mail Sell Online <ul style="list-style-type: none"> E-commerce website packages E-commerce Tools Merchant Account Do It For Me E-Commerce Website Design Service
Marketing <ul style="list-style-type: none"> Search Engine Optimization Pay Per Click Advertising Optimized Press Releases Directory Services: Monster Marketplace & ThinkLocal Enhanced Business Listings Link Building Content Creation 		

Small Business Lifecycle


PR Measurement Summit
 Presentation Title, 07/31/2009 **2**

Hi ! I am Shashi Bellamkonda (@shashib)



- Head of Social Media Strategy at Network Solutions (Unique title Social Media Swami)
- I am the Network Solutions listening post in the Social Media
- Helped Network Solutions win
 - 2008 SNCR Excellence in New Communications Award for Online Reputation Management
 - 2009 a Gold Quill Award of Excellence in Social Media from the International Association of Business Communicators (IABC).
- Speaker - 'How to Sell Social Media to Your Boss' and 'Social Media Tools for Small Business at SXSW, IABC, Affiliate summit and others


PR Measurement Summit
 Presentation Title, 07/31/2009 **3**

4 Point Social Media Strategy

- Brand / Reputation Management
- Connecting with Customers
- Community Outreach
- Get new business



Social Media Implementation

2008

- Changed negative online perceptions to neutral sentiment

2009

- Increased positive sentiment
- Positioned as Small Business Thought Leader
- Utilized social media beyond customer service

2010

- Leverage social media for market expansion and leadership



Top Three Accomplishments

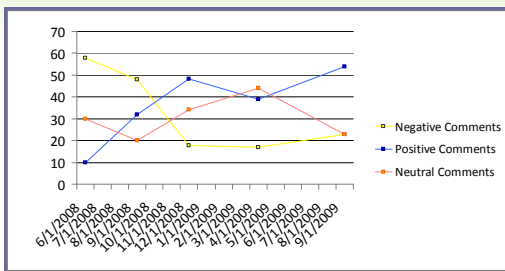
- Enjoying a positive sentiment online compared to the negative mentions in 2008.
- Shift in perception of Network Solutions® as not just a domain registrar but also a thought leader in small business growth.
- Network Solutions is often referred to as a company that has effectively leveraged social media to maximize customer satisfaction.



Phase one: Listen

- Team approach to response
- Monitor using Radian6 and manual searches
- Classify as crisis or not (>50 Technorati authority or 100 followers)
- Classify as general issue or technical customer service
- Engage in a variety of places:
 - Blog posts
 - Twitter via NetSolCares
 - Technical Forums

Shift from High Negative to High Positive



Phase 2: Content Contributions

- Blogs
 - SolutionsArePower
 - Women Grow Business
 - Grow Smart Business
 - Unintentional Entrepreneur
- Participation in industry events such as Twitterville
- Small Business Success Index
- GrowSmartBiz Webinars and Conference
- Crisis Management Support
- Rebrand

Phase 2: Blogs



- SolutionsArePower - over 130K visits since launched in 2008
- Women Grow Business - over 28K visits since launched in Jan. 2009
- Grow Smart Business - over 86K visits since launched in March 2009
- Unintentional Entrepreneur - over 26K visits since launched in June 2009

Phase 2: Participation in Premier Social Media Events



<http://mobypicture.com/?u=2w1kx>

- Hosted a premier silicon valley event/Shei Israel's book launch party.
- Created 300 customized t-shirts for Twitterville attendees generating a lot of buzz for NetSol.

Phase 2: Small Business Success Index



- Launched Grow Smart Business site
- Generated over 290K minutes of viewership
- 20+ blog posts to date since release of both SBSI waves
- Over 3,500 views of the survey

Slide 12

a4

Shashi gave me this stat

admin, 11/3/2009

Phase 2: GrowSmartBiz Events

Webinars (2)

- Over 400+ attendees
- 20+ blog posts
- 250+ tweets via #growbiz and #growsmartbiz



Conference

- Over 400+ attendees
- Increased @GrowSmartBiz Twitter followers by 200 and counting
- 75+ blog posts
- 1,500+ Tweets
- 2K+ Tweets with #growsmartbiz
- 5K participants on livestream

13

Phase 2: Crisis Management Support

What Happened

At the end of October, Network Solutions learned of a security breach on our network, and all of the customers services are being impacted. We are currently working with our customers and partners to get their services back online as quickly as possible.

Yet in this case, Network Solutions did what we now believe companies should do:

- Discovered something that could hurt a sub-set of their clients
- Reported it to their clients (soonest after a delay that I personally thought was too long)
- Despite being an extremely powerful company that could easily get away with not being accountable, they stepped up to the plate and took the public beating like a champ. Every time a blog post popped up, you saw Shaah and his team responding.
- At no point did they attempt to have the story spun in their favor - they took it on the chin, even though they were completely compliant with the expected security measures needed, and in fact, did more than the [same.computer.com](#) both before and after the breach to address the issue.
- Created support avenues for those affected to recover as well as possible.



14

- Created an online forum to provide information to merchants and customers.
- Generated over 50+ blog posts, which Network Solutions team responded.
- Applauded by many for use of social media in crisis management support.

Phase 2: Rebrand



15

- Created a social media advisory board
- Used Twitter and blogs to market new rebrand

Phase 2: Training other advocates

- Social Media
- Twitter
- Blogging
- Bookmarking



What Does 2010 Hold?

- Drive more unique visitors to the storefront
- Blogger outreach geared towards highlighting Network Solutions product offerings and customer testimonials
- Increase user generated content on "How did I benefit from Network solutions"
- Strengthen Network Solutions' brand identity as Thought Leader in Innovative Online Solutions
 - Online engagement
 - Training sessions
 - Events



Thank you

- Shashi Bellamkonda shashib@networksolutions.com
- Twitter: @shashib
- Small Business Success Index : <http://www.GrowSmartBusiness.com>
- Network Solutions Blog : <http://blog.networksolutions.com>
- Web Community Network : <http://www.LinkTogether.com>
- Small Business Network : <http://www.MySolutionSpot.com>
- Women Entrepreneurs : <http://www.WomenGrowBusiness.com>

- Personal Blogs:
 - Technology & Social Media: <http://www.shashi.name>
 - Digital Thoughts: <http://readythoughts.blogspot.com>
 - Restaurant Reviews: <http://www.carryoncurry.com>