



Facebook, Twitter & A Pair Of Shoes

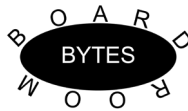
Foreword by
Prof M S Swaminathan

G Sankaranarayanan

Facebook, Twitter & A Pair Of Shoes

Facebook, Twitter & A Pair Of Shoes

G Sankaranarayanan



First Edition: September 2014

Book Prize: INR 350

Copyright © 2014 by G Sankaranarayanan

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the publishers.

Published 2014 by

Boardroom Bytes
(A publishing division of Younomy)
6, Pugazhendhi Road
Cotton Market
Rajapalayam 626117

hello@younomy.com

www.younomy.com

I dedicate this book to
Mr S Viswanathan, Editor & Publisher, *Industrial Economist*,
who gave me my first job in business journalism.

Contents

Foreword ix

Preface xi

CHAPTER 1	▪ Humanize	1
	<i>I Am in The Army of Lord</i>	3
	<i>One Status Update and One Lakh Likes</i>	8
	<i>Om Shanti Om</i>	12
	<i>How Do You Ask Matters</i>	17
	<i>Cause to Paws, the Pet Store</i>	21
CHAPTER 2	▪ Socialize	25
	<i>I Am Lion, I Am Lion, I Am Lion</i>	27
	<i>Her First Date</i>	36
	<i>Where Do I Find Tigers?</i>	43
	<i>I Want Happiness</i>	48
	<i>Facebook, Twitter And A Pair Of Shoes</i>	55
CHAPTER 3	▪ Democratize	61
	<i>Ribhu And His Disciple</i>	63
	<i>A Conference Of Scientists With God As Chief Guest</i>	67
	<i>Do You Know Who My Son Is?</i>	70
	<i>The X Newspaper</i>	75
	<i>An Artist And A Cobbler</i>	80
	<i>A Monk And The Floating Blanket</i>	89
	<i>What Ganesh Chaturthi Festival Can Teach Business?</i>	94
INDEX		101

Foreword

By Prof M S Swaminathan

Chairman, MS Swaminathan Research Foundation

This book by Shri Sankaranarayanan is a timely one since the role of social media in both information dissemination and shaping public opinion and policy is growing.

The value of social media comes from its interactive potential. Instead of monologue, it promotes meaningful dialogues. This book uses stories and humour to explain social business concepts. It also introduces many stimulating concepts such as humannovation (innovation with human face), social funnel (why brands need to convert their social followers ultimately into co-creators), total value matrix (the four types of value a business creates – and how each type of value can be co-created using social media) and customer identify matrix (types of identities customers have – and how brands can nurture them for strategic reasons).

I hope this book will be widely read since it will add a new dimension to our understanding of social problems and social thinking. We owe a deep debt of gratitude to Sankaranarayanan for his labour of love in the field of social communication.

Prof M S Swaminathan
Chennai
September 4, 2014

Preface

Stories are great tools of communication. This book uses some familiar ones to present new concepts in social business. The recurring theme of the stories is this: “Social business is not just about technology. It is a new - and a great - way of doing business”.

In social media, brands want more likes. There is a race. Brands even buy fans. But having a big following in social platforms is not an end in itself. There should be a business goal and a strategy.

The goal of a business is well known. It is to make profits. The end of social business too is profit but its means are based on the philosophies of humanization, socialization and democratization.

These terms may sound like jargons. But they simply emphasize that companies should be of, for and by people. We need to make brands more likeable. We need to make the process of value creation open for the participation of customers. These are not feel good aspects but business imperatives.

Technology is ready. It can enable producer and consumer join hands. The question is how prepared our brands are. I hope this book does its bit to broaden the conversations we have on social media and social business.

Acknowledgements

This book is the collection of weekly newsletters I sent to 2,000-odd subscribers. It is the positive feedback and valuable comments of my subscribers that encouraged me to work on this book. I thank my subscribers for hitting the reply button when they receive the newsletter and share their thoughts.

I thank the legendary scientist Prof M S Swaminathan for his foreword. I also thank him for being a subscriber to the newsletter. Initially it was difficult for me to believe that someone of his stature would read mails coming from a little-known writer on a topic unrelated to agriculture or policy making. But leaders are learners. They have no intellectual boundaries.

I thank Prof Michael Schrage for his 'praise for the book'. The management world knows him as a gifted thinker and author. He is also a great mentor. Despite his busy schedule, he finds time to write a quick note of appreciation or suggestion for my articles. I am grateful to both of them for their appreciation.

I thank my Facebook friends (especially, Ms Vidhya Satagopan Srinivasan and Ms Sharmila Raja). They gave many wonderful suggestions for the cover design.

I thank my friend Saravanan for helping me publish this book. I thank my designer, Govind Alagar, who was patient with me and my frequent revisions.

I thank the authors and publishers of news articles, interviews, and web content quoted in this book.

G Sankaranarayanan
Rajapalayam

This is a preview. The number of
pages displayed is limited.

10

“Facebook, Twitter And A Pair Of Shoes”

Two handsome American boys find a beautiful Indian girl on Facebook. They both tried their chance at winning her. The first one chats with the girl every day. He sends her flowers and gifts. Then one day, he flies down to India and meets the girl. Kneeling down with a rose in his hand, he proposes to her.

The second one was smart. He too chats with the girl every day. But, knowing how marriages work in India, he socializes also with the girl’s parents. He calls them often; sends them birthday gifts and shows them photos and videos of US life.

Then one day he flies down to India and meets the elders. Touching their feet to show his respect, he asks them to marry their daughter to him.

Haven’t you already guessed who had the last laugh? Of course, it was the second guy. Because this guy identified the real ‘influencers’, and did ‘influencer marketing’.

The Message

One of the powerful applications of social media is analytics. It can help us identify influencers and connectors. No other technology can give us this visibility to how word-of-mouth works.

But wait, what happens when influencers are not users of social media? A report from a business daily on how a truck company engaged with its influencers in real world (*Box Item*).

The company in news was Ashok Leyland, a leading automobile manufacturer in India. It was about to launch a new truck. It knows that drivers are one of the key influencer groups. Hence, the Managing Director of the company, Mr Vinod Dasari, took the new model to a quarry and had the drivers test drive it. What did the drivers say? Here's a passage from the report:

“My view of social media is that it is a set of tools, not a religion.”

- Bill Keller

“When Dasari asked the truck driver what he liked the most about the vehicle, he was expecting him to gush over the “beauty of the cab”. But the driver said emphatically: “A 6-CD changer is nice but all I want is a USB port to listen to Tamil music. Often, the CD does not work with the dust. A DVD player is a distraction while I drive. And no need for a radio – in a mine, there is no radio signal.” He also said a “large luminous” light on top was useful to read a newspaper or magazine as he waited inside the dark quarry.”

Ashok Leyland sourced ideas not by mining social conversations. It went to mines where drivers work and engaged them in conversations.

When our influencers are not online, it is time we wore shoes and stepped out for real social engagement. Shoes too can be social tools.

Box Item:

Slowdown's not a fire to look for the exit: Ashok Leyland MD

Source: The Hindu BusinessLine newspaper
Chennai, June 24, 2013:

While test driving the N-truck, a code name for its yet-to-be-launched medium and heavy commercial vehicle, at a quarry in Keerapakkam, Tamil Nadu, Ashok Leyland's Managing Director, Vinod Dasari, learnt a simple truth. One may pack the vehicle with fancy gizmos, but the user may not want any of the "unnecessary frills".

When Dasari asked the truck driver what he liked the most about the vehicle, he was expecting him to gush over the "beauty of the cab". But the driver said emphatically: "A 6-CD changer is nice but all I want is a USB port to listen to Tamil music. Often, the CD does not work with the dust. A DVD player is a distraction while I drive. And no need for a radio – in a mine, there is no radio signal." He also said the "large luminous" light on top was useful to read a newspaper or magazine as he waited inside the dark quarry.

Ashok Leyland is eager to pack in a lot of such learning, as it gears up for the launch of its N-truck, a 16-to-49 tonnes ready-to-go vehicle with a factory-built cab, made at its factory in Pantnagar, Uttarakhand. This will come later this year, after the Boss, an 8-15 tonnes intermediate commercial vehicle scheduled for launch next month.

Made in Pantnagar as well, the Boss (which Ashok Leyland sells in Europe as Avia) vehicles have clocked five lakh km of testing (including running on two left tyres as vehicles sometimes swerve off roads with a narrow tarmac).

In the Boss ("our vehicles' names are following a pattern, Dost, Partner, Boss.." he says), Ashok Leyland has installed an

automated manual transmission, developed in association with Wabco. Unlike auto transmission, in this, a sensor on top of the manual transmission box chooses the gear based on engine RPM, pedal position and load condition. Dasari talks excitedly about the lady owner of a large fleet who drove this vehicle and was totally taken in by it. Leyland, he says, bagged an order for 150 trucks with this system.

Rust-proof warranty

The Boss also promises a three-year rust-proof warranty, bumper to bumper. The company will pay up if the vehicle rusts, insists Dasari.

The company hopes the Boss will plug in the gaps in the 7.5-15 tonnes segment. Historically, Ashok Leyland has had only a 2-3 per cent market share in this segment. With the upgrades to its Ecomet vehicle, it gained share to 11 per cent last year, albeit on a small base.

At the lower range, Ashok Leyland has the Dost (with a payload of 1.25 tonnes), in a joint venture with Nissan, which gave a respectable boost to Leyland's volumes last year.

The company is also launching its Neptune engine this year which offers higher horse power and will be available on multi-axle vehicles. Its LCV joint venture with Nissan will launch the Partner and Stile, apart from Dost variants.

The slowdown has seen Ashok Leyland's 5,000-odd executives taking a five per cent pay cut this year. The company has also scaled back investments in capacity addition. But no cutting back on investments on new products, says Dasari.

“We can either cry about the market or offer the right things to the customer so that he chooses you and rewards you. Last year,

the total industry volume fell 25 per cent; we gained a market share of 3 per cent. We can't do anything about industry volume falling," he explains.

The idea is to be "future-ready", reiterates Dasari. "This is not a fire where we are running towards the exit. In times like these, the customer is watching if you are really serious. There will be no slowdown on tooling and employee development programmes that enhance the quality of the company."

INDEX

A

Aam Admi Party, 81, 83, 84
 Alan Moore, 69
 Airbus, 45, 46
 Alvin Toffler, 65
 Areas of Engagement, 81, 84
 Ashok Leyland, 56, 57, 58

B

Barclays, 82
 Barista, 37, 42
 Brad Smith, 4
 Big Bazaar, 40
 Bill Joy, 90
 Bill Keller, 56

C

C K Prahalad, 83
 Café Coffee Day, 39, 41
 Cause to Paws, 22, 23
 Chris Brogan, 10
 Clayton Christensen, 49
Clue Train Manifesto, 38
 Coca Cola, 12, 14, 15
 Colgate, 37, 39
 Customer Identities, 37
 Custora, 29, 31, 32

D

Dell, 11, 45, 81
 Disney, 65, 66

E

Equal, 5,6
 Estée Lauder Company, 18

Estée Lauder, 18, 19

F

Facebook, 4,8, 10, 29, 31, 72,
 76, 77, 79
 Finnair, 14

G

Ganesh Chaturthi, 95
 Globus, 37, 39
 Godrej Industries, 29
 Google, 31, 32
 Google Buzz, 72
 Grant Thornton, 49

H

Humannovation, 13, 14
Huffington Post, 71, 72, 73, 74,
 75, 81

I

IBM, 13, 15, 82
Inc Magazine, 90
 Innosight, 37
 Intel, 11
 Intuit, 81

J

Jay Baer, 18
 Jobs-to-be-done, 50
 John Berger, 81

L

Local Motors, 65, 66
 Likeography, 49

- M**
Marisa Thalberg, 19
Marks & Spencer, 44, 46, 47
Michael Schrage, 50, 52
- N**
NEC Japan, 82
Nadir Burjorji Godrej, 29
Nestle, 82
Nike, 5, 7, 10
- O**
Open Innovation Blocks, 95, 96
- P**
Patricia Fripp, 23
Philips, 30, 33, 34
Prahalad C.K., 77
Prosumer, 65, 66
Psychography, 51
- R**
Red Bull, 42
Ribhu Gita, 64, 66
Ric Dragon, 83
Robert H Anderson, 95
Ross Perot, 30
- S**
Sam Palmisano, 13, 15, 16
Saffron Brand Consultants, 13
Scott Anthony, 37
Shel Holtz, 44
Social Badges, 71, 72
Social Funnel, 68, 69
Social Gardens, 4, 6
Starbucks, 5, 6, 11
- T**
Tanishq, 40
Threadless, 65, 66, 81, 90
Titan, 41
Tom Peters, 71
Total Value Matrix, 91
Trent, 37, 40
Twitter, 4, 29, 31, 32, 72
- U**
UPS, 8, 9, 10
- V**
Venkat Ramaswamy, 83
Vinod Dasari, 56, 57, 58, 59
- W**
Wally Olins, 13
Walter Pike, 37
Wild Social, 4
- Y**
Yahoo!, 72
Younomy, 37, 52
YouTube, 10, 14
- Z**
Zoho, 95, 96

Pages 1-54 and 60- 97 are not
included in this book review

“What makes 'Facebook, Twitter and a Pair of Shoes' so interesting and important is that it brings both a business philosophy and a design sensibility to social media as a collaborative technology. Even better, this philosophy and sensibility is useful and inspiring. The book encourages readers to go beyond treating social media as platforms for customer influence and information sharing to regarding them as tools for new value creation. Highly recommended.”

- Michael Schrage

Author, *Who Do You Want Your Customers To Become?*
Research Fellow, MIT Center for Digital Business

About the book: Social business uses social media to co-create value. Going social is a business imperative. If you think your organization is not social yet, and you want to act now, this book is for you.

It outlines the roadmap and ideation frameworks for the transformation of a business into a social business. The book uses stories, humour and news articles to present the following key messages:

- Social media is bringing conversation back to business. We are going back to the village economy, where producers and consumers know each other well.
- Social business roadmap has three milestones: 1, humanization of brand; 2, socialization of functions; and 3. democratization of value.
- Social is used as a marketing tool. The technology is so versatile - it demands change in organizational culture on the one hand and enables co-creation on the other.

However, the book does not equate social with a technology. Social is a behavior. Hence, it also has stories of businesses going social without social media.

About the author: G Sankaranarayanan is a writer, speaker and author. A former business journalist, Sankar runs Younomy, which offers content development, corporate training and consulting services. Reach him at sankar@younomy.com

