Technology has transformed the way people use social media - and how brands interact with their customers and prospects. Everything from smartphones to connected televisions and new social platforms are contributing to the constant evolution in social marketing.

This event will bring together some of the leading B2B and B2C minds in business, digital, social and technology to discuss what’s happening today in social and digital marketing - and what’s coming in the future. Our panels, presentations and keynotes are designed to help brands understand how this change is impacting their business and marketing, and we’ll shed light on what they need to know to be ready for what’s next.

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### April 18, 2013 – Day 1 Sessions

| **Social CRM** | Over the last few years, people have swiftly developed a set of behaviors and expectations that align with their increasing access to technology and information and their inclination for social sharing and interaction. That means organizations of all kinds must begin to focus on the role of Social CRM — and the integration of social collaboration into the customer experience. This allows you to build brand advocacy, source ideas and test products, resolve problems, identify leads and listen and engage. |
| **The Convergence of Search and Social** | Most marketers will agree that social is an important if not necessary driver of awareness and customer engagement as well as a robust source for detailed customer data and insights. A less understood facet of social relates to the dynamic opportunities that arise when performance marketing (SEM & SEO) and social marketing converge. Marketers that integrate these two digital disciplines can more effectively optimize their content, messaging, media placements and overall strategic approach. These opportunities beg for a better understanding of the dynamics between links, search ranking, paid search, social sharing, content generation and content distribution. |
| **Developing Strategies for Multi-Screen Experiences** | It’s unavoidable – an increasing number of people are on screens of all sizes at all times of day. And they use those devices differently, motivated by urgency, situation, convenience and entertainment. This means strategies can no longer be rooted in a single screen, or worse, retrofitted into smaller screen experiences. Companies must consider the portability and utility of their content first in order to enact a “big idea” that can shape-shift or even allow a participant to chase new content down different screens. |
| **Driving Social into Business** | Long gone are the days when social was only a marketing practice. Today, social impacts all corners of an organization — legal, customer service, finance, client managers, crisis management and even product development. There are very real business implications in this socially connected world, and it means that companies must learn how to drive social into their business. This requires education, best practices and policies that many do not already possess. |
| **How Mobile and Social Combine** | Experiences with brands have become more socially connected than ever – people check in, search on the go, post photos, leave reviews and more, all from their mobile phones. And new geo-fencing technology allows for hyper-accurate LBA (location based advertising). When you combine the relevance of location with the contextual understanding we can gain from assessing someone’s activity and conversation in the social space, a world of opportunities opens up. But the opportunities presented by SoLoMo also come with sensitivities to consider – responsible and strategic use of this information will be critical elements for success. |
| **Data: Clever vs. Creepy** | When it comes to data, organizations have a lot to work with. At our fingertips is a rich amount of information — location, preferences, purchase history, email, conversational data, social activity, social chatter and more. Organizations (both B2B and B2C) must use this data responsibly — it’s this act that will allow brands to stay on the right side of "clever vs. creepy." This is particularly true when you consider the opportunities data presents in mobile – perhaps the most personal and protected medium. |
### The Importance of a Social Leadership

The importance of socializing themselves seems to be universally understood by companies. Yet the role of leadership in social is only now beginning to be examined. Being social does many things — it relates to followers that leadership understands the digital and social world we live in and it provides a perceived transparency into the business. It also serves to engage employees and partners — showing an understanding of the role social channels play in getting business done.

### Gamification: What It Means Today

Gamification refers to the use of game mechanics in non-gaming contexts. This concept gained momentum quickly, with companies like Get Glue or Foursquare capitalizing on with the addition of gamification elements. Soon, other companies and products were using the tactics to motivate their audiences to action and continued engagement. Yet, mysteriously, the conversation about gamification seemed to fizzled out as more mainstream businesses struggled to see what it meant to them. There are, right now, very real opportunities for organizations to incorporate game mechanics into their marketing strategies.

### The Evolving Role of Data in Creativity

Data and creativity generally seem diametrically opposed, and while organizations typically understand the role of data when it comes to articulating an audience strategy, media plan or user experience, they may not realize that there are also huge opportunities for creative optimization using testing and data across Web, search, email and social. These technologies help us to understand what type of creative content and messaging is resonating with people, which allows us to make the content we produce smarter and ultimately more engaging for audiences of all kinds, whether they’re buying software, soap or services.

### Battle of the Generations

We know various generations do things differently. Attitudes about brands, use of technology, decision-making, and comfort with social sharing— all of these vary from generation to generation. Studies tell us what many of these differences are, and we use them to inform decisions about how we go to market. Yet nothing quite compares to hearing it from the horse’s mouth — in a “battle of the generations.”

### Content Marketing for B2B

Content marketing has taken an increasingly important role in marketing. Businesses have found themselves in the position of trying to tackle comprehensive content strategies, including creation, curation and sharing. It raises many concerns for B2B brands specifically — including how much and what kind of content will resonate with their business audiences, how to connect and share that connect across social channels and even how to gauge the effectiveness of these “softer” marketing programs.

### Visualize It

As technology evolves, it begins to better complement the way people inherently think, plan and buy — visually. Image-based platforms leverage the human desire to categorize things visually — the desire to see, share, save, and be inspired. This shift impacts consumer audiences largely, but it also has obvious impact on B2B-focused brands as well — consider infographics, content redistribution (white papers, e-books), videos (how-tos), event fodder (from conferences and events), product images, product uses, corporate transparency, sustainability practices (community involvement) and more.