




# WHAT IS SOCIAL BUSINESS?

THE SOCIAL ADVISER'S THEORY OF EVERYTHING SOCIAL BUSINESS




Social Business is changing how the world works and this leap in evolution is destined for client and customer facing professionals because, at its heart, this change is about people.

Much is said about what Social Business is, yet mostly it's perceived as just a new and better way to advertise, market and sell. The truth is that it is so much more than just the old and outdated thinking done better. Social Business is bringing about a paradigm shift which is moving us from manipulation for profit to authentic value exchange.

Social Businesses inherently recognise that there is a better way, that is far more profitable, sustainable and far more fulfilling and fun than the paradigm it's replacing. The competitive advantage of 'being real' will leave behind those who fail to evolve, and in case you haven't realised, it already is.

In the future, labels like 'brand' will be replaced with concepts like 'business personality', and advertising campaigns will be forgotten in favour of 'programs for purpose'.

Social Business is about creating an organisation that is optimized to benefit its entire ecosystem through genuine collaboration and information sharing, and energetic engagement into its culture and systems. The outcome is a more effective, adaptable, responsive, and ultimately a much more successful and happy company.



The true power of Social Business  
lives in the hearts of its people.

Truly Social Businesses are an irresistible magnet to the best and brightest in any field, and as they draw the affection of the people within so will they continue to draw the love of those they serve.

Social Business represents a remarkable opportunity for businesses and organisations. It's no longer a choice; if you want to thrive in this changing paradigm, you too must choose to evolve.

So... build a real plan and set yourself and your business free!

The biggest question being, how do we change from where we are today to get to where we need to be tomorrow?





Be the spark that ignites a Social Business initiative in your workplace.

A great companion guide to this e-book is our 'Creating the Ultimate Social Business' infographic.

It's all about the 12 things you need to build your digital infrastructure and master your digital influence.

**CHECK IT OUT NOW**

# Social Media

Most people think of Social Media as the technology and platforms people use for communication, interaction and sharing, the most popular currently being LinkedIn, Facebook, Twitter, Instagram and YouTube. They are used by businesses to communicate with the public at large (typically for leveraging data and technical information) or are used within organisations for a more socialable way of collaboration between teams or departments. These functions are quite often solely managed by a client-facing Marketing, Public Relations or Sales type team.

To us Social Media is any means of leveraging human interaction beyond one-to-one. In our view, public speaking, email and even other platforms such as ebay are all forms of Social Media.

# Social Business

At the first level, Social Business is the integration of a results driven system to take advantage of the opportunities Social Media can bring. This first level of Social Business is about scalable leverage, and enhanced collaboration and innovation whilst applying strategies to reduce risk and drive internal change management.

At the second and far more fundamental level, Social Business means adopting authentic human systems for both internal and external communication and messaging. By authentic we mean the opposite of manipulative, authoritarian and artificial. Social Business is fundamentally about connecting people with people, beliefs with beliefs, values with values, and it provides those businesses willing to embrace this contrarian view the alignment of purpose with profit.

Truly Social Businesses do not really 'market', instead they resonate. Trust us when we tell you that resonance is infinitely more scalable, perfectly matched to Social Media, and vastly more profitable.

# The evolutionary journey of Social Business

## Creating a road map for growth

It is important to understand that everything within a businesses evolution exists in an ecosystem of innovation and improvement rather than in isolation. In an effort to help you understand this we have defined the evolution of Social Business by way of “categories” loosely grouped into an order of progression.

Each piece of the puzzle interconnects with all of the others in a way that should be unique for every business and each professional. Take our categories as a guide for your journey and remember that this is not just about ticking boxes, it is about constant improvement, mastery and commitment to an evolutionary (and oft-times revolutionary) way of doing business.



# Creation



Once a business has reached a level of clarity of message it must seek to translate that message to the world

Every Social Professional and Social Business is the driver of their own value creation and opportunity attraction. In the past, communication, PR and marketing was left almost exclusively to dedicated marketing teams or agencies and was almost completely separate from the people within the business.

Marketing in this way is expensive, lacks authenticity and requires greater and greater upkeep to maintain. Social Businesses by contrast recognise that every employee, every client or customer, every business partner or prospect are a centre of influence. By scaling the human connections of a business, word of mouth, community, influence, relevance and value are all likewise scaled.

Once a business has reached a level of clarity of message it must seek to translate that message to the world. Every interaction, every email, every phone call, every employee profile and every human connection now becomes a way to spread the message.

The creation of more authentic ways to engage, serve and connect is moving away from dedicated teams and into the hands of every person associated with a business.

*The Social Adviser has a range of programs, tools, courses, workshops and coaching programs designed to help individual professionals and entire businesses to design and structure content creation and distribution. We also support business to repackaging their unique intellectual property into multimedia, ebooks, online courses, workshops, membership programs etc.*



The opportunities that Social Business provides to enhance your service to existing clients and customers is in our opinion even greater than the almost unlimited potential to attract new people to serve

# Care

Being in more constant contact, creating a sense of belonging and community, and knowing what is happening in the lives of those you serve is just the start of the benefits that Social can bring to you.

Social Businesses know what their clients most value and they use technology to provide far more of it. They bring their client relationships closer with scaled relationship technology and they make it so easy for their clients and customers to become raving fans (in a public way) that it becomes the most natural thing in the world.

Scaling the touchpoints and relationship aspects of service delivery is hugely valuable but can almost be overshadowed by the power of technology and video to help articulate value, streamline engagement and set and manage expectations.

# Care (cont.)

We believe that every business must know how to articulate their value and be focused on delivering that value to those they serve, and we are passionate about empowering you and the organisations you are part of. Compliance does not have to be a barrier between you, your organisation and the future and we are here to help whether you represent one professional or 200,000.

*We have a range of programs, tools, courses, workshops and coaching programs that help businesses and professionals to rethink how they deliver value, create touch points and use technology to more effectively manage the interpersonal and relationship aspects of their value delivery.*

*In addition we have specialised coaching and consulting programs designed to facilitate business to rethink every element of their client engagement and service delivery. Every email, phone call and document represents a chance to easily and deeply change the experience of your clients and customers. Not only do we aim to enhance word of mouth and reduce cost to serve, we also help businesses to set and manage expectations using video and other powerful tools. The end results is far happy advocate clients / customers, the ability to charge more and for*



# Connection



Hiding your head in the sand about Social Media is like closing the door, disconnecting your phone and hanging up a 'closed for business' sign

Dive in, spread your message, connect with your clients and put yourself and your business 'out there' enough that your ideal clients will see what makes both you and your business unique. Remember this is about the 'Social' not the 'Media' and you can't learn about building relationships, client communities and have raving happy followers without actually being involved.

There is an almost limitless array of possibilities for Social to help you and your business open doors and create opportunities. However like any great opportunity, in order to capitalise you need to be focused and to have a plan.

What on the surface can seem like an ideal way to grow can in fact be damaging to your individual and business reputation. We have a vast array of experience in helping individuals and businesses design ways to grow their connections, followers, subscribers and relationships in the right way.

*The Social Adviser has a range of options to help you and your team become the consummate online and offline networks for purpose and profit. We also provide consulting services to help you design the right attraction philosophy and programs.*



Social Businesses draw opportunity to them in a way that is so much more fundamentally powerful than conventional business

# Conversion

This is about taking the benefits of Social and making sure that you actually provide your greatest value to new clients and customers, and that can only happen when there is a true value exchange.

Old school selling, using “tactics”, manipulation, pressure, closing and the like, are completely out of place concepts in the world of Social Business.

Social Businesses draw opportunity to them in a way that is so much more fundamentally powerful than conventional business. In fact, often the hardest part of being a Social Business is the inability to deal with the huge volume of inquiry and interest that it generates.

Social Businesses use strategies such as (what we like to call) ‘Gateways To Greater Value’ to channel interest, build relationships and trust, and expectation tools such as video to enable them to bring on new clients and customers in much larger numbers than would otherwise be possible.

# Conversion (cont.)

However, for professionals, this requires an adaptation to the new skills of Social Selling. The articulation of true value, the contextualising of fears and concerns, and painting the picture of shared value, are skills that all professionals must learn and embrace as the old methods become less and less effective.

*The Social Adviser has a huge array of courses, integrated programs and coaching systems designed to help individuals and organisations to dramatically increase the effectiveness of their relationship professionals. Our programs span from Technical & Advice Professionals to Business Owners, Entrepreneurs and Sales Executives.*

*We also provide white label solutions to allow Sales teams to handle broad scale training, measurement and change management. We use cloud solutions and proven process combined with the best intellectual property on Social Selling in the world to deliver results without huge capital deployment.*

# Community

While every other aspect of the journey will contribute to the creation of a community around Social Businesses and Professionals, once a business has progressed through the initial stages of clarity, creation, caring, connecting and converting, it becomes inevitable that they focus more directly on the specialised and focused aspects of community creation and management.

Businesses moving deeply into this stage of the journey begin to experience staggering momentum. The weight of engagement with clients and customers, and the sense of belonging and connection felt by those connected to such businesses, means that the very people that a Social Business serves become the tide pushing that business to new heights.

Often such businesses are also able to develop completely new business models, such as paid membership programs, purely to participate in the full value of such communities. Groups, forums, events, and meetups are just a few of the more specialised aspects of community that a Social Business can foster in the quest to deliver even greater mutual value to more people.



Let the people you  
serve become the  
people that serve  
you in turn

# Community (cont.)

Of course the nuances of community creation and maintenance always make the difference between success and failure. This is one of the areas where having the right strategy (and getting the subtleties right) makes all the difference.

Different approaches work differently across different platforms and for different community characteristics. Strategy design and continuous testing and evolution are the keys to creating exponential leverage in this area.

*The Social Adviser helps businesses to master this evolution through, courses, workshops, training programs, coaching, strategic design, and ongoing monitoring and input around a businesses community interactions where appropriate.*

*Whilst our objective is always to where possible empower businesses to learn and act on their own, we find that an experienced hand directly supporting this evolution can significantly streamline the mastery of this element whilst also mitigating the risk of community damage as a business is finding it's feet.*



The depth of evolution in each of the key areas of Social Business means that there is a constant commitment to improvement and the benefits that such evolution brings

# Cultivation

Once businesses have created and implemented the first evolution of their Social Strategy through the previous stages, they begin to move onto more advanced areas of mastery.

This can involve new business lines that were before impossible or they may often rethink entirely how they deliver their services. Typically this stage results first in restructure and then in truly exponential growth. Businesses find themselves able to do far more with less resources and for higher monetary value exchange.

Individuals may move onto truly powerful ways of creating influence and personal brand leverage. YouTube shows, large Social Media followings, podcasts, becoming recognised as world class speakers, becoming authors, and so on.

In addition, businesses at this stage have attracted a large amount of attention for their 'Social Prowess', and as such, the demand for knowledge on how they have achieved this success begins to

# Cultivation (cont.)

Many firms at this stage may consider running their own programs, workshops and online courses as a way to add value, revenue and an alternate means of client and customer attraction for their core businesses. Because of this growing need we have created a number of white label end-to-end solutions that assist the Social Businesses we work with make this addition easily.

*For businesses and individuals in these stages we provide customised coaching, management and assistance in generating mainstream media publicity and attention. We also provide tailored events, workshops and interaction with our elite community of Social Professionals and Businesses.*

*For those businesses who want to use their Social prowess as an attraction tool or source of additional revenue, we also operate end-to-end systems that facilitate this using our proprietary systems, process and intellectual property.*

*As noted above we also have a range of solutions that empower Social Businesses to use their leverage to assist their own clients and networks to evolve on their own Social journey.*

# Why you need to become a Social Business


In reading to this point it should be obvious that the benefits of a Social Business evolution are extreme. Whilst we believe that profit should always be subservient to a business purpose, the fundamental and unarguable truth is that every aspect of becoming a Social Business makes you more profitable.

Reaching more people, increasing customer satisfaction, shortening engagement and commitment times, enhancing value, increasing price, reducing service costs and creating new and more profitable business models is at the core of Social Business.

Of course the benefits go much further than just profit, because the profit comes as a result of aligning the human aspects of business both internally and externally.

Increased culture, team effectiveness, decreased requirement for supervision, productivity gains, talent attraction and decreased team turnover, are also major (and fundamental) benefits of becoming a Social Business.





All of this is true...  
but mostly you need to become a Social Business  
because it's just plain more fun and fulfilling  
for everyone!

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