

	Newbie	Novice	Basic	Intermediate	Advanced
T a c t i c s	Monitoring & Analytics One-way - using (abusing) social media to push out information, but not listening.	Ad-hoc listening - an intern reviews Facebook and Twitter scanning for mentions. Good and bad comments go unanswered. Brand standards not enforced.	Active listening - simple tools that highlight brand mentions. Dedicated staff reads and reacts to tweets, blog posts and other online conversations.	Basic Acquisition - using tools to monitor sites using APIs to collect and store data. Collecting basic metrics such as "likes," followers, and mentions.	Aggregated Sentiment Analysis - understanding the topic/issue that is driving consumers to publish content about brands or products.
	Targeted Advertising Segments - based on consumer demographic classification or existing loyalty customers.	Transactions - targeting based on purchases and returns, as well as reviews, call center records and demographics.	Contextual - ads are served up based on the content and locate that was being viewed, independent of the viewer.	Behavioral - messaging that is served up to consumers based upon information that is learned from that consumer's behavior (web searches, web preferences, et al).	Psychographic - using interests, activities, and opinions to target ads more granularly.
	User Generated Content In-House Content - all content is created by the retailer with nothing from customers.	Ratings and Reviews - allow shoppers to leave comments on their experiences with your brand, their shopping stories, your products and services. Give shoppers the ability to share opinions and experiences on your ecommerce site.	Blogs & Video - support the efforts of customers to blog and shoot videos regarding products. This includes possibly providing products for review, interviews, and consolidation of content.	Social Networks - facilitate discussions about products within social networks. Allow customers to share wishlists, help them with birthday reminders, and help them find content relevant to their purchase decisions.	Forums - provide a forum for interactive discussion regarding product, hobbies, or interest groups. Allow groups of like-minded customers to form naturally. Facilitate chats and Q&A sessions.
	Check-Ins Ringin Bell - at best a bell is on the door to announce a customer's entrance.	Check-in App - third-party mobile app such as FourSquare or ShopKick that allows checkin and some type of generic offers.	Loyalty - recognize customers when they checkin and provide relevant offers. Connect check-ins with transactions and analyze lost sales.	Geo-fencing - know when a customer nears a store, enters a store, and leaves a store. Provide location relevant information based on customer psychographics. Influence behavior with location-based incentives.	Turn-by-turn Directions - to find the product within the store. Allow customers to tag products with comments, or share the location of where good deals can be found.
	Social Graph Analytics Social Presence - simple Facebook page, Twitter handle, and YouTube channel. Collect fans and followers but no analysis.	Social Advertising - using sponsored stories and tweets that leverage social networks. Using newsfeed optimization to reach the greatest number of people.	Aggregate Analytics - mining of trends at an aggregate level from social networks.	Psychographics Inclusion - enhancing marketing data with psychographics (interests, activities, opinions). Finer grained marketing.	Targeting Influencers - determining the influencers within social graphs in order to target and have marketing go viral.
	Working the Crowd Focus Groups - traditional focus groups and surveys to represent the customers and guide merchandising decisions.	Crowd Voting - voting on promotions, products, events, etc. Gives customers a voice.	Ideation - allowing customers to submit ideas that other customers can vote on. Best ideas get the most votes. Leveraging the wisdom of crowds for innovation.	Problem Solving - asking groups of customers to solve problems either for the retailer or for each other.	Co-creation - solicit input directly from customers to design new products, services, and promotions. Designers share in the profit.
	Gamification Contests - basic sweepstakes and contests to draw attention to products, events, and the brand.	Badges - earned rankings for performing tasks like checkins, comments, forum answers, etc.	Product Placement - place products or the brand within video games to increase reach.	Branded Games - retailer games such as "run your own store" or "create your own outfits." Popular with the teenage crowd.	Game Analytics - using games to subtly collect data that can be used in merchandising decisions.
	F-Commerce Facebook Page - branding but no selling.	Fan Offers - provide a limited array offers limited to fans-only. Fan stores are often used in support of an event, campaign and media push	Storefront - product catalogs linked to retailers' product pages on an external e-commerce site. This avoids the complexities of checkout within Facebook.	Full Stores - offer retailers a complete e-commerce experience optimized for and in Facebook. Full product catalog, shopping cart and checkout process are all handled and integrated with in Facebook.	Buy with Friends - customers buy directly from their newsfeed, often based on the fact that friends have also purchased. Facilitate recommendations between friends.
	Social Shopping Disconnected - not helping customers connect with each other. Assumes all customers are unlinked individuals.	Sharing - sharing purchases and opinions about products in order to influence friends. In some instances, this is simply bragging.	Solicit Opinions - enabling sharing of wish lists or shopping carts with the expectation of near real-time feedback	Co-Browsing - view the same e-commerce site from two different PCs simultaneous in order to collaborate on purchases.	Real-time Advice - using "major mirrors" and other devices to convey a possible purchase to friends or experts to immediately solicit opinions and advice.
Group Buying Friends & Family - promotions and events for friends and family enabled with paper coupons.	Daily Deals - offering a deal each day, often "training" customers to visit the website on a regular basis.	Flash Sales - heavily discounted products offered to members only. Exclusivity and limited quantities are key.	Group Buy - a particular offer is only valid when a threshold of purchasers has been reached. Typically used to acquire new customers.	Mob Shopping - giving predetermined discounts to groups of related people. (Popular in China)	