

The Social Customer

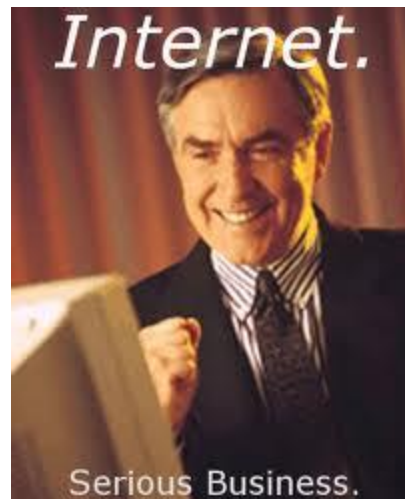
Ben Cathers

Social Media Manager
Lightspeed Financial

Lightspeed

-
- **Lightspeed Financial is one of the largest providers of direct market access trading technology to retail active traders, small to mid-sized hedge funds and institutions.**
 - **Founded in 2006 when Lightspeed's management team acquired E*Trade Professional Trading LLC.**
 - **Headquartered in New York City with offices in Houston, TX, Chicago, IL and Sacramento, CA.**
 - **Lightspeed maintains an active presence on Facebook, YouTube and Twitter and also manages its own online community, Lightspeed Spotlight, which provides exclusive trading webinars and educational events for customers.**

- Not being engaged on social media will set a company back
- Customers will seek out companies that engage in social media
- The people who “didn’t get” the web back in the 90’s are the ones who do not “get” the social web in 2011
- Why? The web has become the social web
 - The social web is an evolution that resulted from the original success of the web



- Today's consumer is more tech savvy and has more influence/reach than ever before
 - Customers are more likely to reach out on social media than ever before
 - The average Facebook users has 130 friends and creates 90 pieces of content a month
 - The average Facebook user is connected to at least 80 different groups/brands/events
 - 30 billion pieces of content is shared every month on Facebook
 - Americans are slowly beginning to adopt Twitter
 - Twitter is no longer “early adopters”, over 13% of all Online Americans now use it
 - Twitter can no longer be ignored from a customer service perspective
 - More than 12 million adults maintain a blog
 - Another avenue to spread customer complaints
 - Negative news/complaints can affect SEO
 - 22% of users comment or like someone's Facebook post or status every day
 - Social network used has decreased among 18-22 year olds and 23-35 year olds, but increased for 36-49 year olds and 50-65 year olds
 - Your core customers/spenders are integrating social media/networking more in their lives

<http://mashable.com/2011/06/01/twitter-pew-study/>

http://www.prdaily.com/Main/Articles/14_social_media_stats_for_your_next_presentation_8647.aspx

- Lightspeed Research completed a study showing how users who complain to brands on Facebook/Twitter expect a response within an hour
 - 25% expect a response within the hour
 - 6% expect a response within 10 minutes
 - 50% of customers who made the same complaint via a website were happy to receive a response within a day, and 27% within 3 days
- 15% of 18-34 year olds used an official Facebook page to complain about a brand, compared to 5% of 35-54 year olds
 - Could this be trending up?
 - How is a brand's image affected by its ability or inability to respond to a complaint?
- Having a social media presence now goes beyond creating a profile and content. Constant monitoring and customer service is now required.

“Social media has become such a part of our lives that people rarely even consider just how extreme their social behaviour has become – we log in as soon as we wake up, before we go to bed and even during mealtimes. Even this simple phenomenon offers a fantastic opportunity for brands, who should tap into the routine and habitual nature of social media activity to enhance consumers’ lives and become just as essential as the platforms they’re communicating on.”

–Amy Kearn, head of IAB Social media council

Question: How is your brand using social media to integrate into the daily lives of your customers?

Ask yourself these questions:

- How is this addressed in your social media strategy?
- Is your content promotional or informational in nature?
- How are you measuring your engagement?

Our customers use social media every day for trading ideas and financial news. We provide that on our social media profiles

- Customers follow Lightspeed to get ahead on latest market news
- Customers/leads see the Lightspeed brand every day
- Engaging with Lightspeed's social media content becomes part of our customer's daily social media experience

Unique content:

 **lightspeedtrade** Lightspeed Trading
LS News: One of the key earnings reports this week is BAC tomorrow morning zerohedge.com/article/bank-a...
1 hour ago ☆ Favorite ↩ Reply 🗑 Delete

 **lightspeedtrade** Lightspeed Trading
Lightspeed Blog: Goldman Sachs on the Future of Electronic Trading <http://cot.ag/nMmoBK>
4 hours ago

 **lightspeedtrade** Lightspeed Trading
Top 20 equities by volume on Lightspeed Trading for 7/14 <http://twitpic.com/5qnvid>
15 Jul

Recent Re-tweets:

 **lightspeedtrade** Lightspeed Trading
Lightspeed Blog: Goldman Sachs on the Future of Electronic Trading <http://cot.ag/nMmoBK>
4 hours ago ☆ Favorite ↩ Reply 🗑 Delete

 **lightspeedtrade** Lightspeed Trading
LS News: 10am Bernanke speaks to congress in a semi-annual address
13 Jul

 **lightspeedtrade** Lightspeed Trading
A week after cutting Portugal to junk, Moody's cuts Ireland to junk as well zerohedge.com/article/moodys...
12 Jul



ThemisSal Sal Arnuk

Just increase HFT Rebates. Duh. RT @lightspeedtrade:
Lightspeed CEO Blog: Is the volume ever coming back?
<http://alic.at/a2>

23 Jun

“With social media now becoming a mainstay in people’s lives, it is important for companies to understand the motivations and expectations of their customers. While only a small proportion of people currently use social media channels to complain, the impact can be greater with more people witnessing the exchange. While this provides companies with a potential risk it also gives them a huge opportunity to highlight their excellent service, and the brands that embrace this successfully are likely to reap the rewards.”

–Ralph Risk, Lightspeed Research Marketing Director EMEA

Are the people/team who run your social media profiles equipped and ready to answer technical, sales questions or customer support inquiries?

Ask yourself:

- Who determines what is posted?
- Who is the designated contact authorized to reply?
- How quickly does it take to get the authorized person to reply?

Seriously, look for a quick resolution



Elricadon Elricadon

if u are a lightspeed trader make sure u let your broker know u demand VWAP ! use the [@lightspeedtrade](#) to let them know during market hours

31 May



gtotoy gtotoy

RT [@Elricadon](#): [@lightspeedtrade](#) No VWAP in Lightspeed Trader platform charts "built by traders for traders" :-{

1 Jun



lightspeedtrade Lightspeed Trading

[@Elricadon](#) [@gtotoy](#) Lightspeed charts offers VWMA. The # of bars can be configured to arrive at whatever Volume Weighted Avg you desire

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) u can adjust that VWMA any way u want, u will never get close to the intraday VWAP complete different formula !

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) here at lightspeed we are not sure how to calculate #VWAP can someone please help ?

11 Jul



Elricadon Elricadon

[@lightspeedtrade](#) \$VWMA complete different from VWAP u guys should know better ! not all traders are clowns as u might want to believe :-{

1 Jun



Elricadon Elricadon

will appreciate if any of u guys call LS or tweet about [@lightspeedtrade](#) not having VWAP data for their chart... (cont) <http://deck.ly/~KaiNF>

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) no u cant VWAP is VWAP have nothing to do with MVWAP VWMA... uu have no idea what u are talking about !!!

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) don't say you did not know what VWAP is <http://bit.ly/mayLYW>

1 Jun ☆ Favorite ↻ Retweet ↩ Reply



Elricadon Elricadon

[@lightspeedtrade](#) no VWAP tool in Lightspeed Trader platform charts "Here's to unfair advantages..."

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) why would u lie about the platform ? this does not make sense ... how come u can't tell the difference?

1 Jun



Elricadon Elricadon

i get VWAP data and charts from Wordon,Ninja Trader and Interactive Brokers... why cant [@lightspeedtrade](#) provide the same?

1 Jun



Elricadon Elricadon

[@lightspeedtrade](#) dont have one of the most basic tool every trader need #VWAP. the sad story is ...they don't know what VWAP is... :-{

1 Jun

How Lightspeed leverages Social Media for finding new customers

- Today's social customer wants to be contacted by brands – provided they asked for help in the beginning
 - Constantly monitor the social web for brand mentions
 - Monitor conversations revolving around competitor's brand
 - Follow Twitter users who mention your brand/competitor's brand, engage when necessary



SPEEROTHEKID SPEERO

Just closed my thinkorswim daytrading account - moving to lightspeed

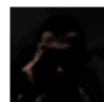
26 May



lightspeedtrade Lightspeed Trading

@Speerothekid - Thanks for your tweet. Please call us if you need any assistance. 888-577-3123

26 May



SPEEROTHEKID SPEERO

@lightspeedtrade will do, thanks

26 May



SPEEROTHEKID SPEERO

lightspeed platform is so cool

1 Jun



CoderTrader Dan Tylenda-Emmons

\$\$ Just got my first commissions report from ThinkOrSwim - the costs are insane. Any advice on getting better rates? Better Broker?

23 Jun



SPEEROTHEKID SPEERO

@CoderTrader lightspeed or negotiate. starts at .40 per 100 shares

23 Jun



How are other brands dealing with customers

- Starbucks
 - Alec Baldwin tweets, his entire audience reads it, Starbucks responds
- JetBlue
 - They try to respond to almost every question/comment on Twitter
- Selling New York
 - Found my tweet about the show, kept my further engaged



AlecBaldwin Alec Baldwin

I collect much of my **Starbucks** plastic and bring it to the town recycling center in East Hampton.

13 Jul



AlecBaldwin Alec Baldwin

Starbucks should recycle their plastic.

13 Jul



Starbucks Starbucks Coffee

@AlecBaldwin The good people at @FastCompany wrote an article about our efforts last year: <http://bit.ly/nqea1P>

13 Jul



Starbucks Starbucks Coffee

@AlecBaldwin We're striving to reduce our waste by working with cities and landlords to increase recycling options: <http://sbux.co/bObtP6>

13 Jul



theroquetomato Julie Nusbaum

@jetblue didn't automatically apply my travel voucher when booking thru jetblue.com. They said I'd have to cancel for \$100 n rebook. #weird

15 hours ago



theroquetomato Julie Nusbaum

@JetBlue was very helpful in solving my problem. Thanks!

2 hours ago



JetBlue JetBlue Airways

@theroquetomato Can you DM us your confirmation number and email address (associated with your credit) so we can look into it?

14 hours ago



bencathers Ben Cathers

Sign I'm getting old? I CANNOT wait for Selling New York (on HGTV!) tonight. I planned my night / regularly scheduled run around it

14 Jul



SellingNewYork Selling New York

@bencathers You're not old! Like fine wine... some things are better with age! Take a long sip of our next episode this week!!!

18 hours ago

Facebook:

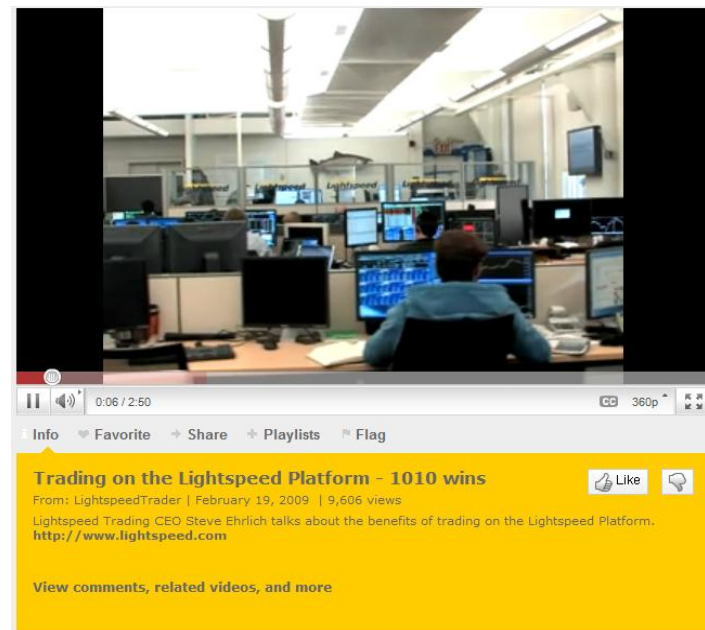
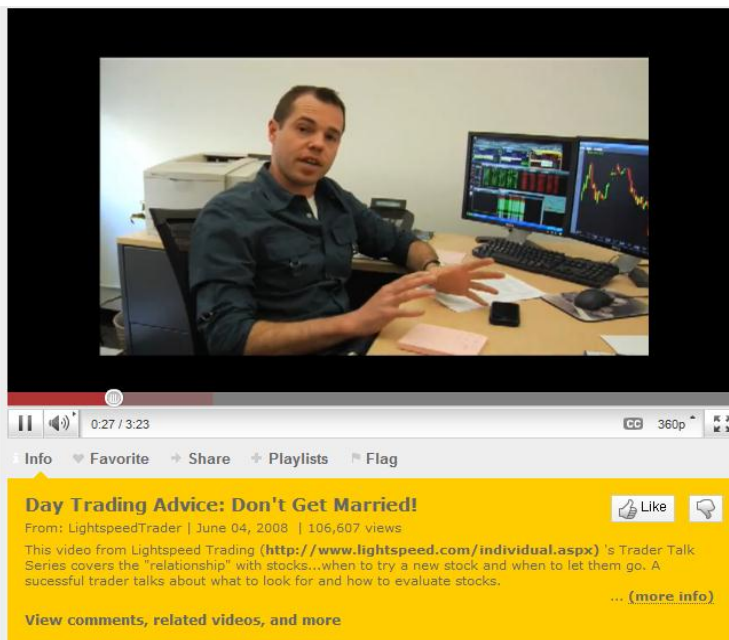
- You have 450 characters.
 - You have more space for a detailed response/conversation
 - Responses can be used to generate conversation / contact customer support
- Customers feel more natural having a conversation on Facebook
- Do not be argumentative
- “Customer is always right”... except for when they are wrong

Twitter:

- You are more limited with 140 characters
 - Responses should be more geared towards contacting customer support
 - Send links to help provide more information / clarity
 - Understand that more people are going to publicly see an @ reply
 - Your @ replies/responses become a matter of public record and indexed by Google
 - Yes – even if you deleted that Tweet quickly, someone, somewhere, saved it
 - Just ask Anthony Weiner


What about Youtube?

- Ask yourself: how much effort and resources are you spending on SEO?
 - Are you putting the same amount of effort into optimizing video
- Best practices:
 - Targeted keywords in title and tags.
 - Make sure description mentions keywords
- Create video content that is both informative and interesting to users. Use “interesting” videos to lead to “informative” videos on product
- Promote videos on YouTube first, other social platforms second





- Have positive news articles/stories written about brand accessible
 - Provide third party validation to answer sales questions or comments on business practices
 - Gain agreement among internal social media team on appropriate stories/articles
- Answer most frequently asked questions on website
 - Helps to make a better FAQ/Help section on website
 - Allows social media team to quickly respond to questions/comments
- Create internal “cheat sheet” providing company approved responses to most frequently asked questions
 - Involve all parties – marketing, sales, PR, compliance, etc etc
 - For tweets, limit content to no more than 100/110 characters, allowing space for Re-Tweets and @twittername


- Constant monitoring
- Address negative concerns – do not let them linger
 - Unanswered complaints can lead to multiple people complaining
 - Ask yourself: Do you really want your brand’s social media presence to be defined by negative comments?
- Have default replies available
 - Pre approved by compliance, marketing, sales or other internal teams
 - Make sure others are equipped internally to answer pressing questions
- Respond positively – do not be aggressive in a reply
 - Do not get into a shouting match, unless you want to be featured on TechCrunch
- Any requests for detailed information should be deferred to private message, email or phone support

 **Nestle** Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.
8 hours ago · Report

 **Darren Smith** Freedom of speech and expression
8 hours ago · Report

 **Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.
8 hours ago · Report

 **Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?
8 hours ago · Report

 **Nestle** Oh please .. it's like we're censoring everything to allow only positive comments.
8 hours ago · Report



- Google's latest attempt at social networking
- Initial stats are very positive
 - 1 billion "shares" a day
 - Twitter is at 300 billion requests a day
 - Initial audience is mainly male
- How are customers expecting to receive information on G+
 - To be determined
 - Content is posted in a Twitter like format, but with the same functionality as Facebook
- How are businesses supposed to use G+
 - Business profiles coming soon
 - +1 button on a website
 - Technical info: <http://code.google.com/apis/analytics/docs/tracking/gaTrackingSocial.html>
 - Integrate new content strategies
 - Post existing content – wait and see impact on audience / website traffic
 - Jason Calacanis, a well known tech entrepreneur, says G+ is the leading referral source of traffic for his projects

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www.lightspeed.com/ - Cached

Online stock, options and futures trading all on a single platform. The platform and pricing is specifically designed for professional traders.

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Thanks!

Lightspeed

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<http://www.twitter.com/bencathers/>

bcathers@lightspeed.com