2012 Kellogg Marketing Leadership Summit
Inventing the Future of Marketing

SPEAKER

Andy Markowitz
Director, Global Digital Strategy, GE
Digital As A Competitive Advantage
What we believe

VISION

• Digital as a BRIC
• Digital is a competitive Advantage

Opportunity

• Focus on key bets to win
• The Web is now built around people
How We do it

- Date Around (a lot)
- Culture of innovation
- Be a buyer

- Demystify
- Lead By Example
- Create Structure

- Proof points
- Scale on what works
- Human Capital
## Business is Social

### Active
- **Customer Engagement**
  - Customer communication
- **Lead Gen**
  - Source customer contacts & leads
- **Collaboration**
  - Platform to work with employees and customers
- **Market Intelligence**
  - Learn what your industry experts or competitors are doing

### Passive
- **Reputation Management**
  - Proactive platform to engage audiences for specific issues
- **Customer Listening**
  - Voice of customer

### Tools
- **Salesforce**
- **LinkedIn**
- **Yammer**
- **Jive**
- **Twitter**
- **Facebook**
- **YouTube**
- **Radian6**
- **Extole**
- **SocialCast**
- **TweetDeck**
- **Crimson Hexagon**
A virtual Tour

- Water RMD
- Energy Transformers
- Patient Shuffle
Helping customers meet their business challenges by sharing GE’s expertise, tools and insights.

**Four Domains**

- Operational Effectiveness
- Growth
- Leadership Development
- Financial Best Practices

**Access GE**

- **Intellectual capital**
  - Online Access GE portal
  - Best practices
  - Case studies
  - Exclusive communities

- **Human capital**
  - 1-2-1 sessions with domain experts
  - Exclusive seminars
  - Webinars
  - Workshops

- **Financial capital**
  - Consistency & Reliability
  - U/W capabilities
  - Product structure
  - Risk management

**Our competitors vs. GE Capital**
Problem Statement:

As social media grows and becomes a primary platform for people to communicate with family and friends, we realized it was a place where negative feedback was being vocalized and shared in public forums.

Solution:

- Actively engage our customers on Facebook and Twitter, where they are having conversations about us.
- Use social media as a platform to identify emerging trends, issues, and increasing word of mouth.
- Ensures we are staying abreast of trends, and position ourselves as social media sales emerges.

Results:

- Over 46,000 friends/likes on Facebook
- 71% are using FB/Twitter as first means of contact for a problem
- 65% of those problems were converted to satisfied resolution
- 20% posted positive mentions about their experience

Sandy Spakoski
Do yourself a favor and do not buy a GE Washer! My new GE washer was delivered on 1/14/10 and doesn't work. No part is needed and I'll be another week without a washer. I'll never buy a GE appliance again and will warn my friends against GE Appliances as well.

January 29 at 10:45 am

Valerie Gamache - wawaVG
TY GE twitter person for fixing our microwave nightmare. New 1 working fine, arrived just before snowstorm, we needed 4 all our freezer food.