

Social
Media?



Social Media
Analytics



Saving time day

Thank you



Shawn
Spencer

Social Networking tools



Social Media

Omar-Pierre Soubra

CLGE GA 2012
Edinburgh, Scotland

Why???

Saving the day

Access [old Twitter](#) for a limited time.

Close ✕

Home Profile Messages Who To Follow



osoubra ▾

Thank you

Shawn

Spencer



**Precision Laser
& Instrument, Inc.**

Welcome to #NewTwitter! Read up on what's new. You can still access [old Twitter](#) for a limited time.

Close ✕



Search



Home

Profile

Messages

Who To Follow



osoubra ▾



Oakwood Survey & Map

@oakwoodsurvey Dayton, Ohio

Professional Surveyors proudly serving Oakwood and the greater Dayton community.

<http://www.oakwoodsurveying.com>

+ Follow



Timeline

Favorites

Following ▾

Followers ▾

Lists ▾



oakwoodsurvey Oakwood Survey & Map

Thank you Shawn Spencer and Precision Laser Instrument for saving the day with a new data collector power cable.. you guys rock! #trimble

17 Feb



About @oakwoodsurvey

8

Tweets

22

Following

9

Followers

0

Listed

Following 22



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Enabling Productivity Through Innovation

Construction, Surveying, Agriculture, Fleet and Field Service Management



About Trimble

Trimble provides positioning solutions enabling professionals in engineering and construction, surveying, agriculture, fleet management and field service to be more productive by revolutionizing their work processes.

Trimble is transforming the way work is done through the application of innovative positioning. Trimble uses GPS, lasers, optical, and inertial technologies, as well as wireless communications and application specific software to provide complete solutions that link positioning to productivity.

[» Read More](#)

News Release

February 18, 2011

Trimble Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless Feature Phones

February 17, 2011

Trimble's Next Generation GeoExplorer 6000 Series Handheld Delivers High-Accuracy GNSS Positioning in Urban Canyons and Under Tree Canopy

[- More News -](#)

[Trimble GPS Tutorial](#)[Trimble Events Calendar](#)[Trimble Outdoors](#)[Trimble Dealers and Sales Contacts](#)

Products and Solutions



Trimble NetR9 GNSS receiver



Trimble® CFX-750™ Display



GeoExplorer® 6000 series



Condor Family of GPS Modules

Engineering & Construction

- Alignment Planning
- Building Construction
- Construction Heavy Highway
- Construction Tools
- Energy Solutions
- Environmental Solutions
- GeoSpatial
- Infrastructure
- Marine Construction
- Mining

Agriculture Solutions

- Precision Agriculture
- Guidance
- Flow and Application Control
- Water Management
- Information Management

Field and Mobile Worker

- Mapping & GIS
- Public Safety
- Rugged Handheld Computers
- Utilities Field Solutions
- Fleet Management Solutions

Advanced Devices

- Embedded Systems
- Asset Tracking Device (TM3000)
- Defense
- Precise Timing
- Precision GNSS + Inertial
- Indoor Mobile Mapping Solution



Trimble - Survey Division

2,756 likes · 40 talking about this

Admin Panel

- Now
- February
- 2012
- 2011
- Joined Facebook

Product/Service
Trimble - Your Way to Success

Complete and Integrated Solutions for Surveying

About



Photos

2,756

Likes



Trimble



Videos

Highlights

- Status
- Photo
- Ask Question
- Milestone

What's on your mind?

Trimble - Survey Division updated their cover photo.
March 26

Trimble S6 in Mass Effect 3

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Recent Posts by Others on Trimble - Survey Division [See All](#)

Billy DiGiacomo
I have been using Trimble robotic units on and off for...
March 17 at 9:22pm

Emina Nikšić
Emina posted a photo.
1 · March 16 at 7:32am

GEOMINING S.A.C.
El team perfecto, Trimble R6-3, Dell core i7
March 14 at 7:32pm

Kapern Trimble Uruguay
Villamil Ingeniería Topográfica - MDP
March 13 at 7:27pm

[More Posts](#)

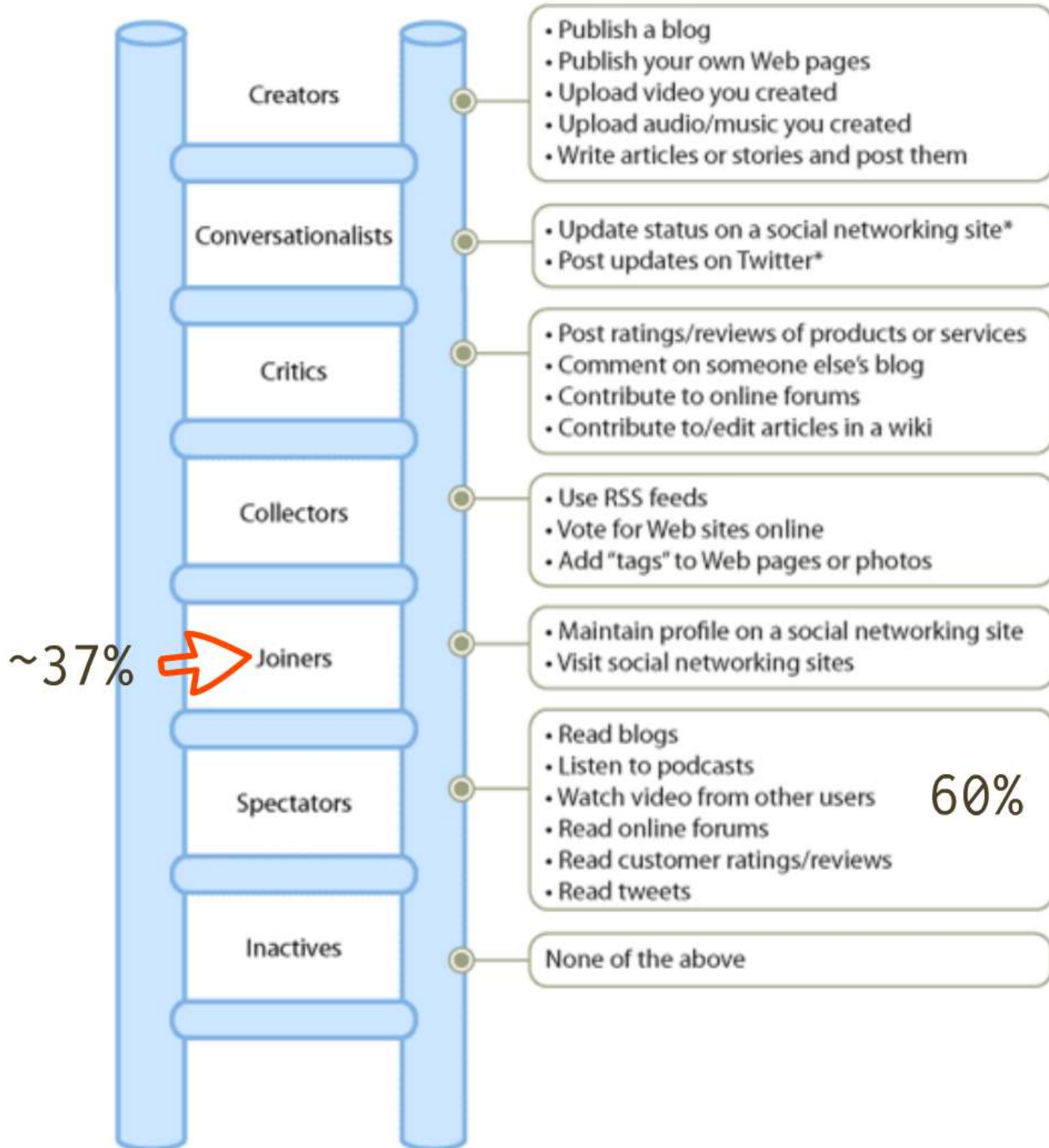
Activity
Recently

Social

Media?

Social Media Landscape





Groups include people participating in at least one of the indicated activities at least monthly.
 *Conversationalists participate in at least one of the indicated activities at least weekly.

Social Networking tools

the results
of our survey

2011

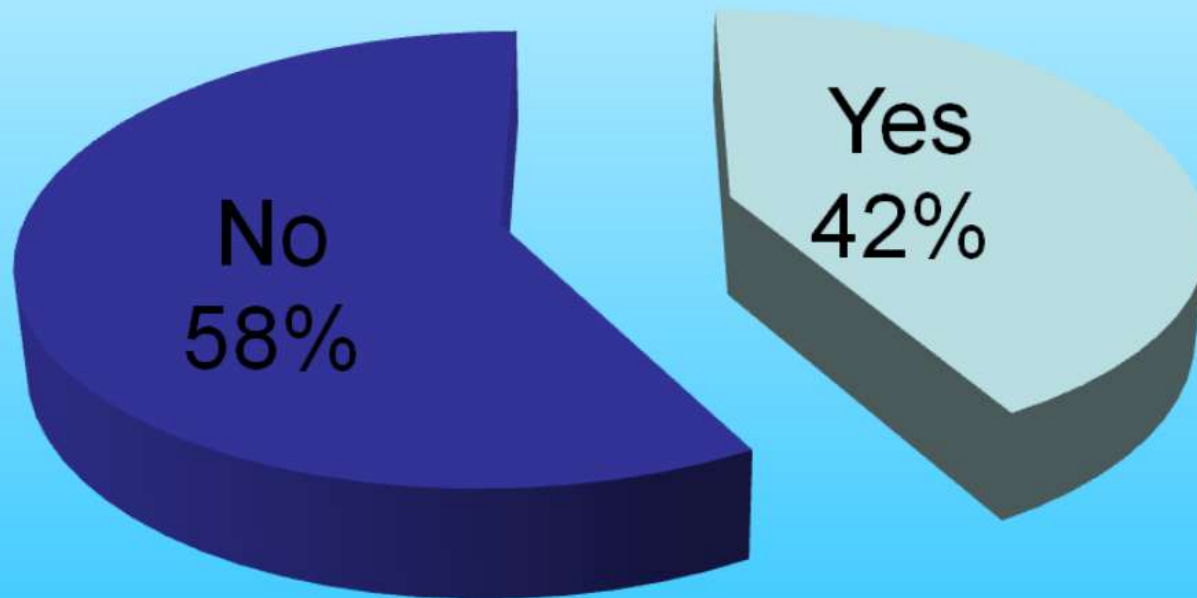


the results
of our survey

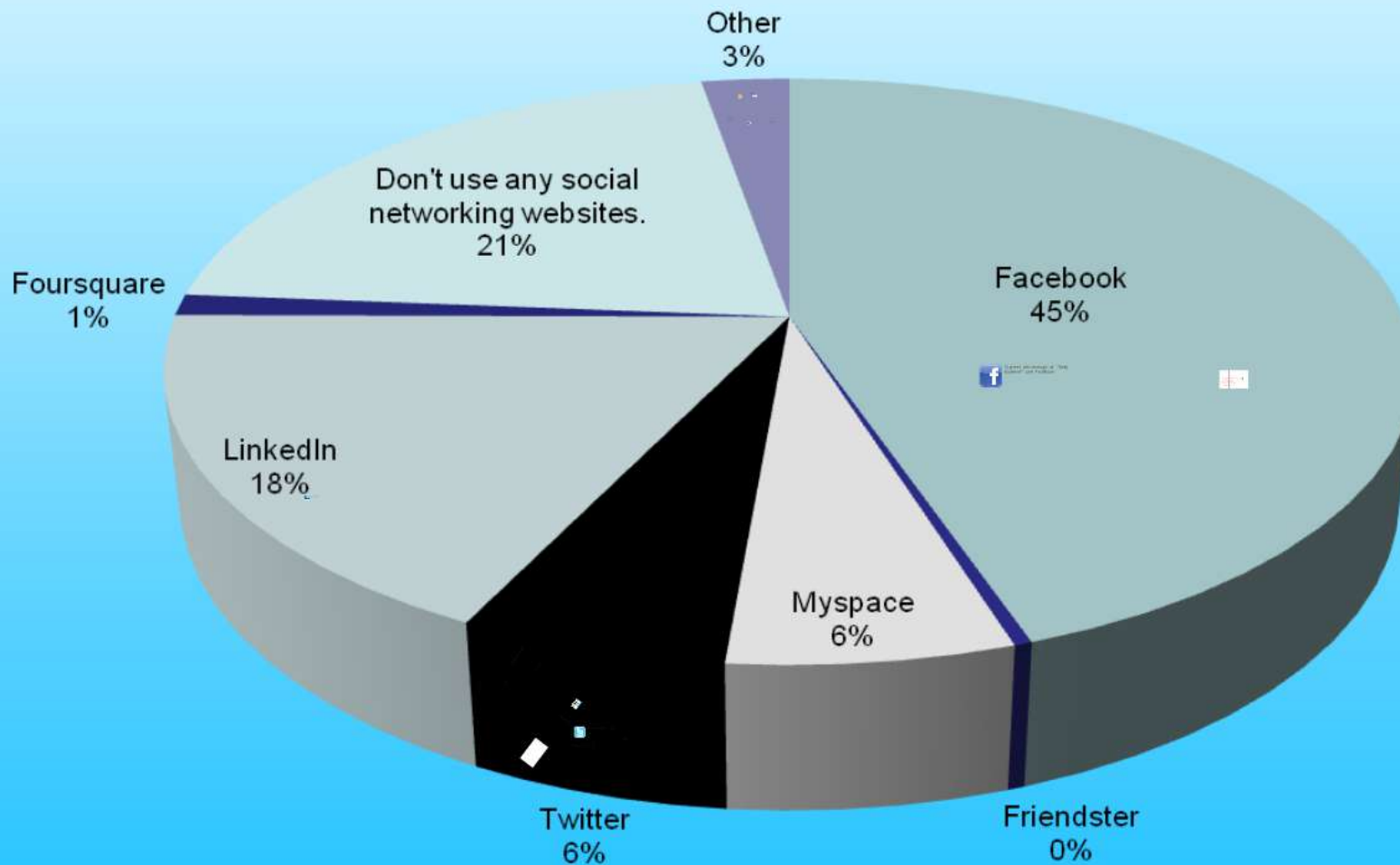
79%

of customers use some
sort of social
networking website.

Do you read, subscribe to, or participate in e-newsletters, blogs, or discussion forums related to the survey industry?



Which of these social networking websites do you use?





Highest percentage of “Baby Boomers” use Facebook

Users less likely to leave Facebook to visit external website

Posting too often or irrelevant information leads to unsubscribes

Trimble - Survey Division

Product/Service [Edit Info](#)

[Edit Page](#)



Admins (6) [See All](#)



Wall Everyone · Trimble - Survey Division

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

Wall

Admin View

Info

Trimble

Photos (81)

Discussions

Video

Events

1,493

people like this

[Add to my Page's Favorites](#)

[Unlike](#)

[Share](#)

Must provide incentive/value

- To "like"
- To continue to "like"
- 75% of users "liked" a Facebook page as a result of a brand invitation

Trimble Your new Technology & more is now available online. Read about
* NASA Rocketeers
* Stonehenge
* Updating Gare St. Lazare
* Gold Mine in the Congo



2,767 Impressions · 2.40% Feedback

February 14 at 7:20am · Like · Comment · Share

10 people like this.



Ravin S Persaud What about the rain forest...? No mapping is done as of today. U can count the trees all you want they are not gonna grow back by themselves. Gaterdone like u said right lolz. We cant live without them, yet we burning.

Tuesday at 4:57am · Like

Write a comment...

Razi Huseynov

- Wish Lists
- Archive Fridays
- Personal responses
- Sneak peeks
- Product information/highlights
- Polls
- Custom Tabs
 - Welcome
 - Implement branding
 - Interaction past wall

[Use Facebook as Trimble - Survey Division](#)

[Promote with an Ad](#)

[View Insights](#)

[Suggest to Friends](#)

You and Trimble - Survey Division



76 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads. Reach more than 500 million people with your ad. Sample ad below.

[Get More Connections](#)

Trimble - Survey Division

The text of your ad will go here.



Like · Trimble Navigation likes this.

40% of users "friend" brands on Facebook
60% of Facebook users are likely to recommend a brand after becoming a fan.

Chat (8)

40% of users “friend”
brands on Facebook
60% of Facebook users
are likely to
recommend a brand
after becoming a fan.

Wish Lists

Archive Fridays

Personal responses

Sneak peeks

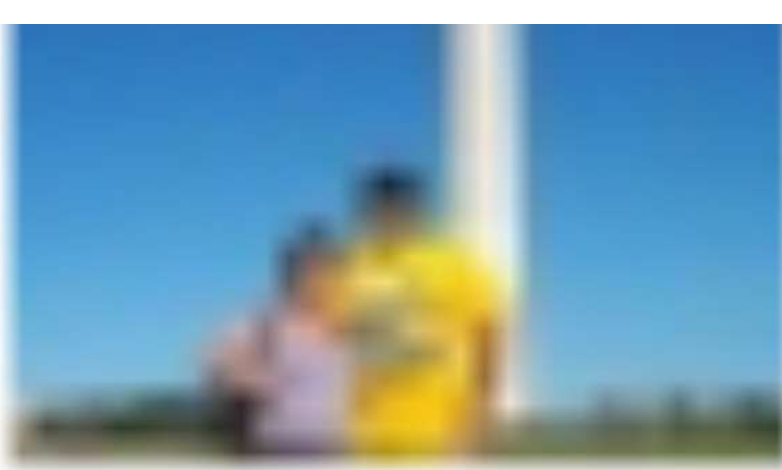
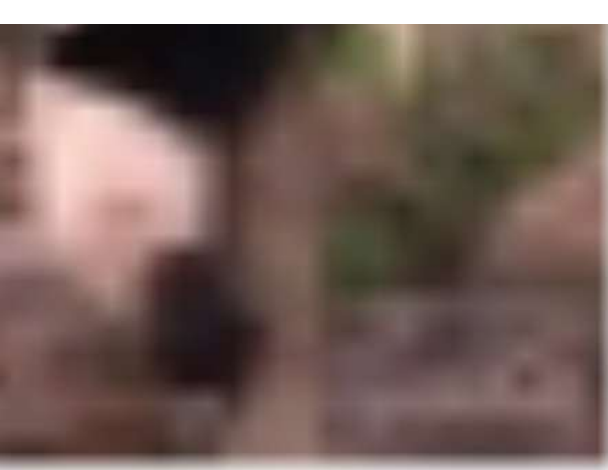
Product

information/highlights

Polls

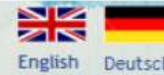
Custom Tabs

- Welcome
- Implement branding
- Interaction past wall



<http://www.facebook.com/TrimbleSurvey>

Share and post pictures
Very much enthusiast-oriented
Almost 3,000 fans



Click here to view important information about the INTERGEO Trade Show

- Wall
- Info
- Trimble**
- Photos (81)
- Discussions
- Video
- Events

1,493 people like this

- Add to My Page's Favorites
- Unlike
- Share

"Click "like" and enter your e-mail address to receive the latest Trimble updates and announcements plus a chance to win an Apple iPad!"

1. Click here : [You have liked Trimble](#)

2.

Send

[View the Terms and Conditions](#)

Latest Event Updates [View All Events](#)

- Time to say goodbye**
07-Oct-2010 / 07-Oct-2010
CU in Nürnberg 2011
- Booth Party**
06-Oct-2010 / 06-Oct-2010
Beat Brothers
- Interview with Jürgen Kliem**
06-Oct-2010 / 06-Oct-2010
German Site
- Trimble Access Field Software**
05-Oct-2010 / 05-Oct-2010
Trimble Tablet PC

Latest Pictures [View All Images](#)



Latest Video [View All Videos](#)



Admins (6) [?] [See All](#)



- Use Facebook as Trimble - Survey Division
- Promote with an Ad
- View Insights
- Suggest to Friends

You and Trimble - Survey Division



76 friends like this.

Quick Tips

Get more people to like your Page with Facebook Ads. Reach more than 500 million people with your ad. Sample ad below. [Get More Connections](#)

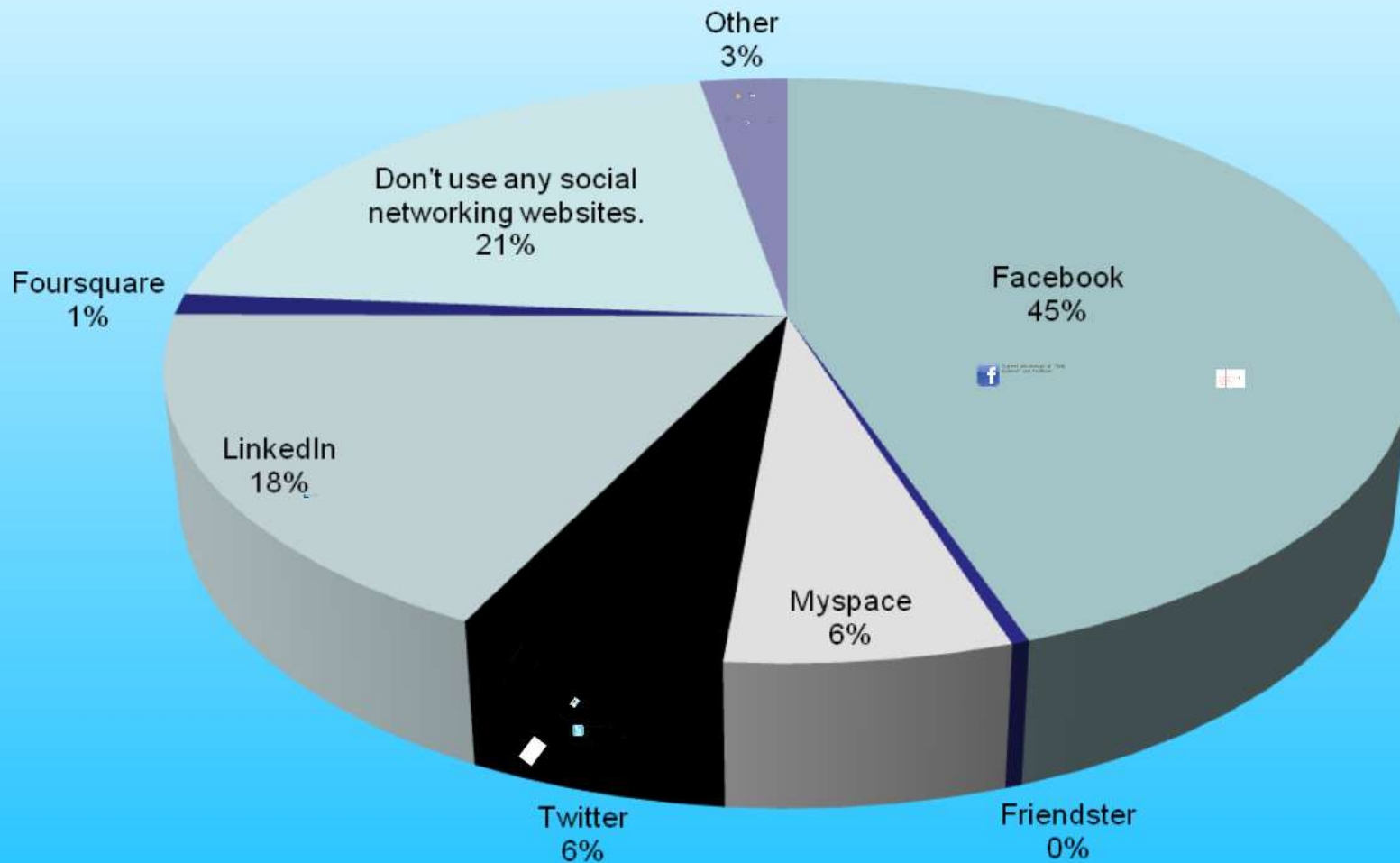
Trimble - Survey Division
The text of your ad will go here.



Like · Trimble Navigation likes this.

Chat (3)

Which of these social networking websites do you use?





“The Professional
Social Network”

44

Highest average user age

B2B

GIM International
and other magazines
have dedicated focus
groups

Poll

How Should a Dedicated Profession Category in LinkedIn be Called?





Follow J.
Anthony

What say we petition LinkedIn to provide a correct category of "Surveyor" or "Surveying" so we can properly choose?

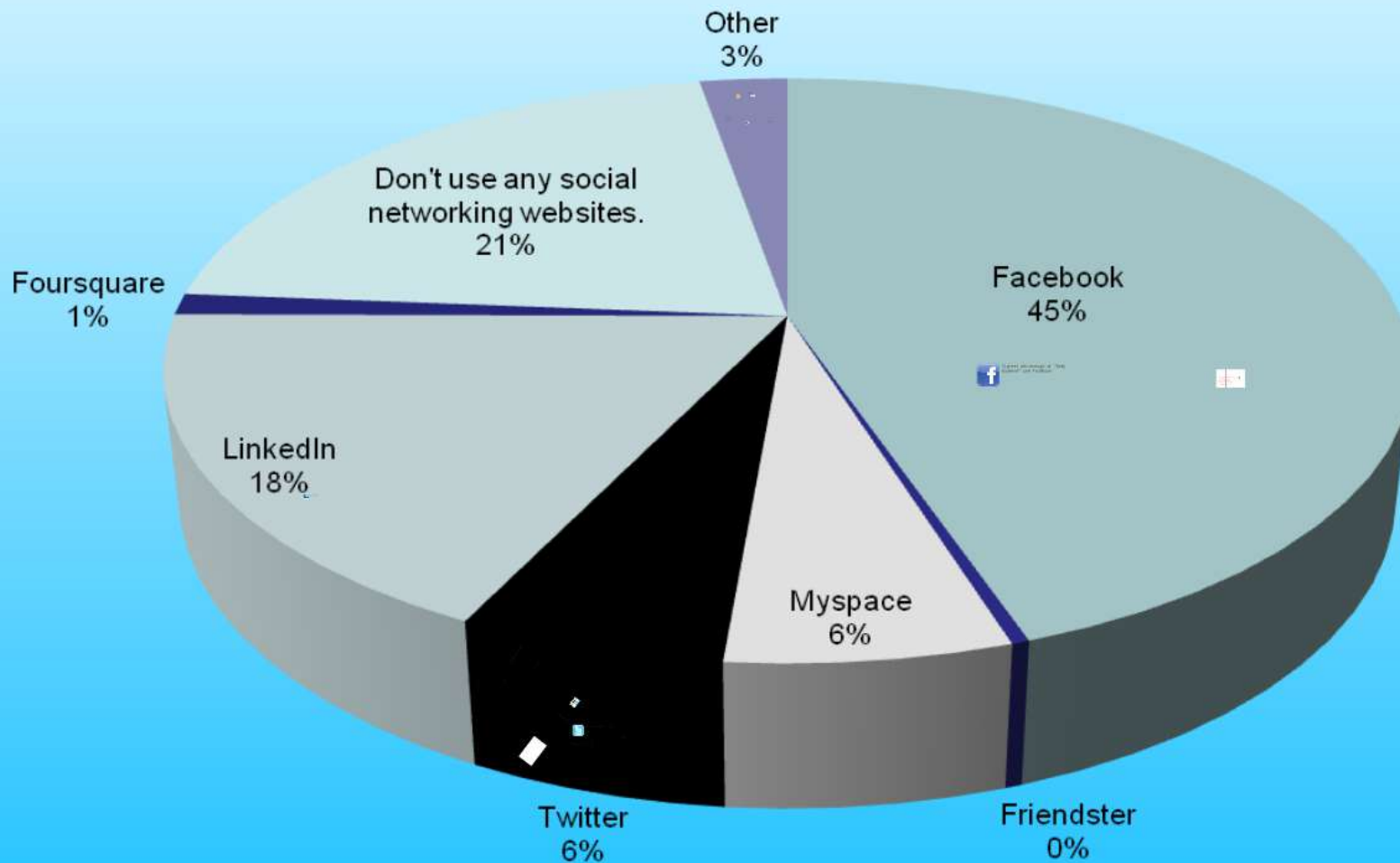
I don't like being forced to choose a wrong category.

LinkedIn doesn't make it easy to contact them.

If someone can show how to do so, that'd be nice.

6 months ago

Which of these social networking websites do you use?





Lower usage among Baby Boomers

8%

of advertisers believe Twitter is very effective in promoting products and ideas

While 50 percent effective

But number increased 107%
between 2008 and 2009

8%

of advertisers believe Twitter is very effective in promoting products and ideas

while 50 percent say it is somewhat effective

promoting



130 characters or less

“Greatest word of mouth tool I have ever
seen.” ~Gary Vaynerchuk

A monitoring/listening tool

[Advanced Search](#)

Results for **Trimble**

0.07 seconds

 [Feed for this query](#)



[SportsTechieNET](#): **Trimble** Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless ... <http://sns.ly/Rncby1> /via [@VerizonNews](#)

5 minutes ago via *Twittelator* · [Reply](#) · [View Tweet](#)



[CrazyCool2](#): **Trimble** Launches Outdoor and **Fitness** GPS Apps on Select Verizon Wireless ... <http://bit.ly/g6vWdT> ([expand](#))

10 minutes ago via *Visibli* · [Reply](#) · [View Tweet](#)

Show tweets written in:

Any Language ▾

Trending topics:

· [#condomslogans](#)

· [#ubertwitter](#)

· [DISPER ALERT](#)

A monitoring/listening tool

[Advanced Search](#)

Results for **Trimble**

0.07 seconds

[Feed for this query](#)



[SportsTechieNET](#): **Trimble** Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless ... <http://sns.ly/Rncby1> /via [@VerizonNews](#)
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[CrazyCool2](#): **Trimble** Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless ... <http://bit.ly/g6vWdT> ([expand](#))
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[RPLaudati](#): RT: [@garethgibson](#), [@trimblegps](#) - Revolutionize your field experience with [#Trimble](#) [#Floodlight](#) Technology and [#Geo6000](#) <http://bit.ly/gqDvNy> ([expand](#))
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[robertojsq1](#): **Trimble** Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless Feature Phones: <http://wirelessconnectionnotworking.wirelessrou...>
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[Handheldaddicts](#): **Trimble** Launches Outdoor and Fitness GPS Apps on Select Verizon Wireless Feature Phones: **Trimble** and Verizon Wir... <http://bit.ly/fk2tgs> ([expand](#))
about 2 hours ago via [twitterfeed](#) · [Reply](#) · [View Tweet](#)



[Farmer_News](#): [#Trimble](#) introduces DCM-300 [#Modem](#) and [#Farm](#) [#Works](#) [#Dispatch](#) [#software](#) <http://www.redgage.com/c-jafiqj> [#farming](#)
about 2 hours ago via [TweetSched](#) · [Reply](#) · [View Tweet](#)



[BrianBoesch](#): **Trimble** wins over Federal Hocking 53-43. **Trimble** finishes reg season at 12-8/10-6. FH done at 5-15/4-12
about 3 hours ago via [Twitter for BlackBerry®](#) · [Reply](#) · [View Tweet](#)



[PatchGeneva](#): **Trimble** 3 puts Geneva up 28-22 with 3:42 in the third. [#patch](#)
about 3 hours ago via [web](#) · [Reply](#) · [View Tweet](#)

Show tweets written in:

Any Language ▾

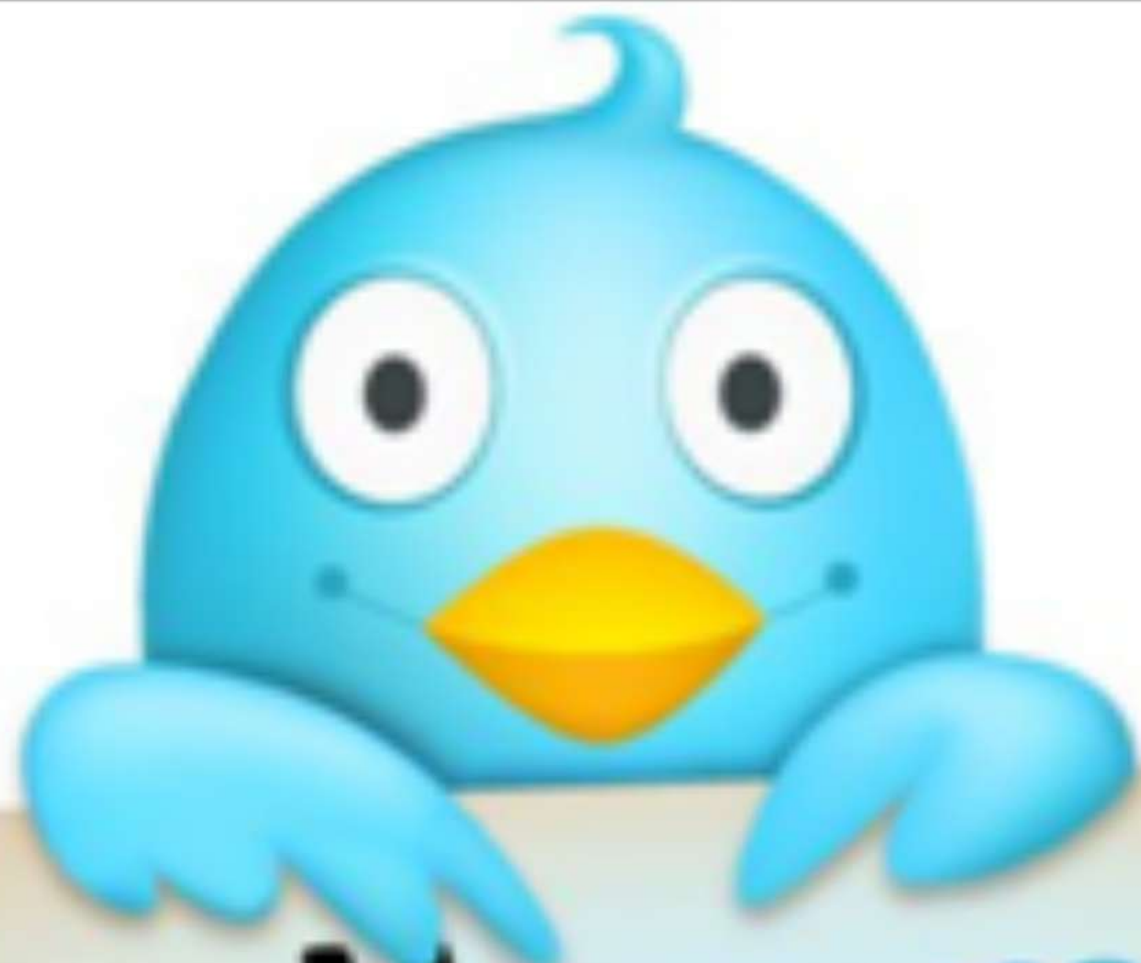
Trending topics:

- [#condomslogans](#)
- [#ubertwitter](#)
- [BIEBER ALERT](#)
- [#juayderito](#)
- [Queen Gaga](#)
- [UberSocial](#)
- [Lotus Flower](#)
- [Disney Land](#)
- [Social Scope](#)
- [Thom Yorke](#)

Nifty queries:

- [cool filter.links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near.SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)

If you want to lead the people, you must
learn how to follow them. ~Lao Tzu



Follow me!



Customer Service Comcast

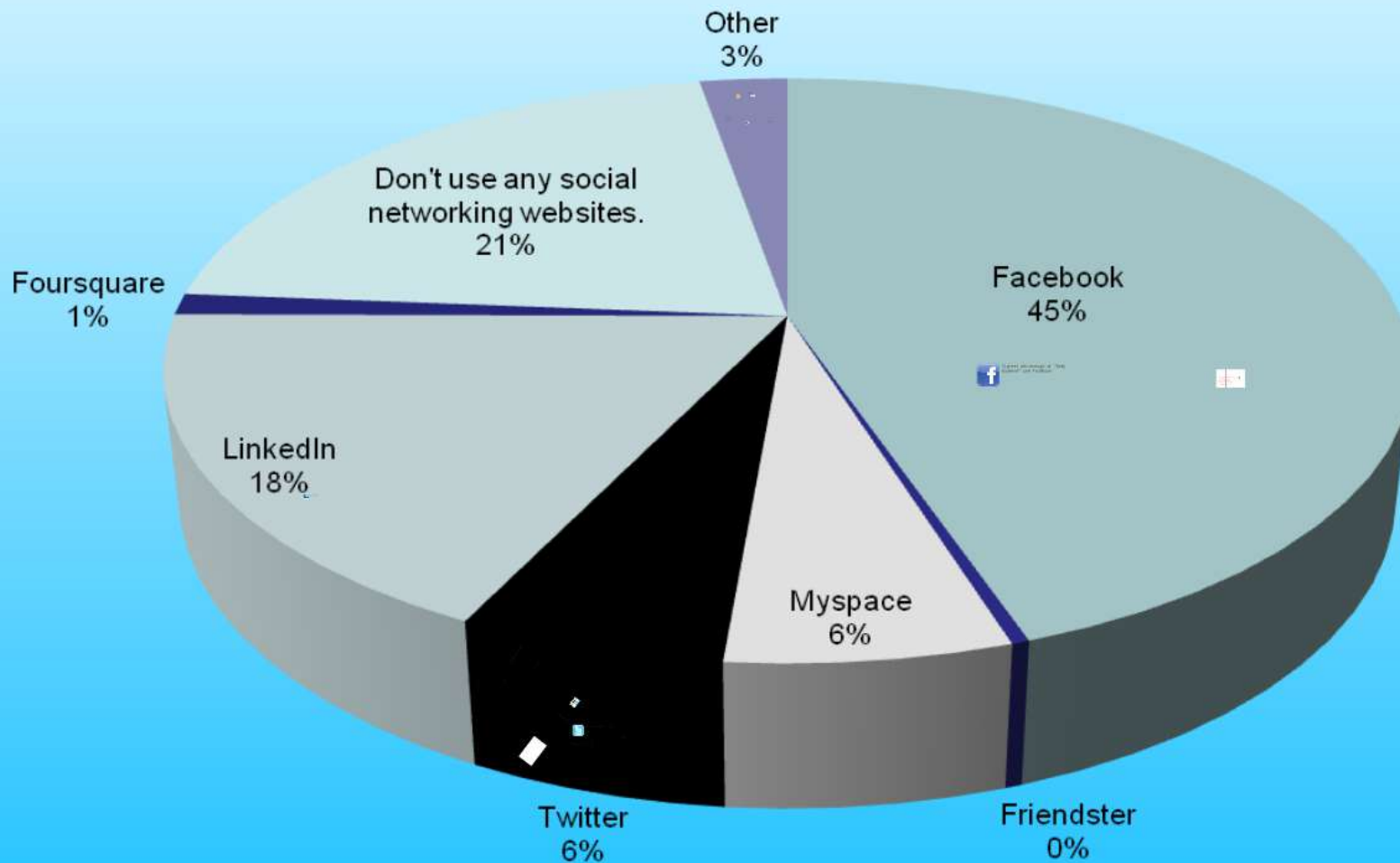
News and announcements

Event-Focused Topcon
Roadshows

Articles of Interest

Ask questions

Which of these social networking websites do you use?





190 millions

YOU

WU

190 millions

online video viewers
in the US in 2012

98%

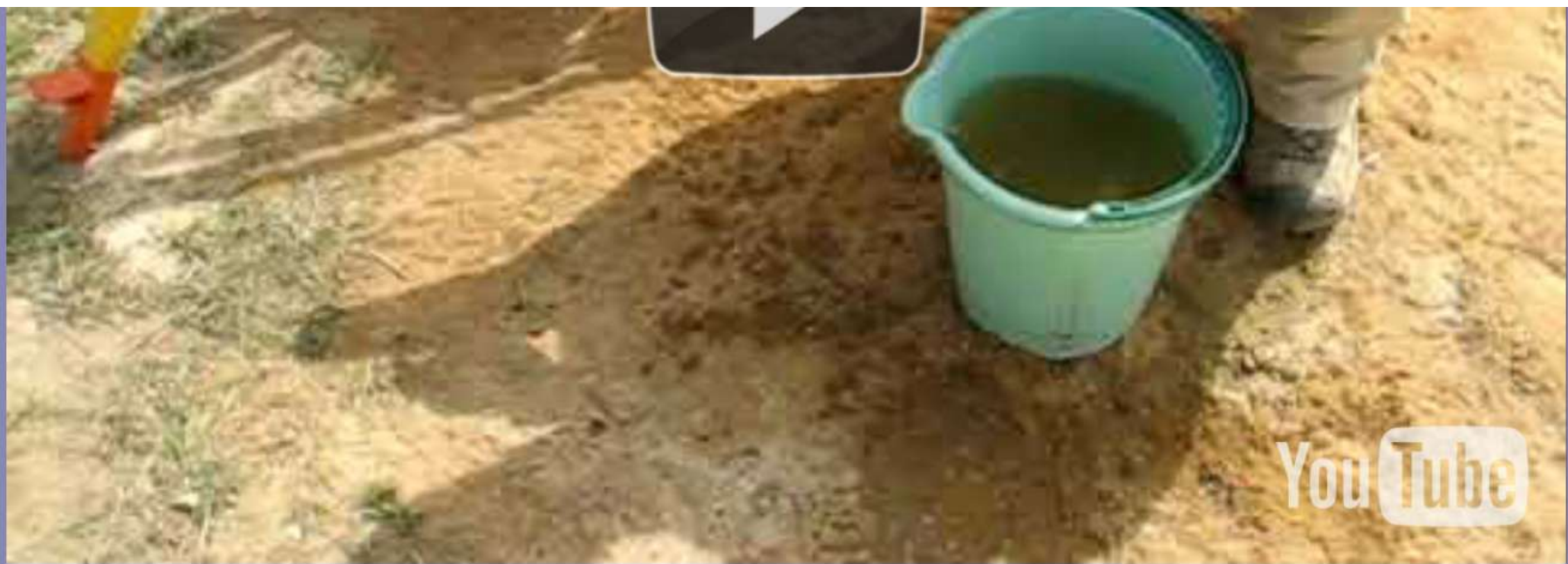
of business
technology
decision makers
found viral videos
more memorable
than other
marketing forms

89%

of B2B respondents found online videos effective to deliver purchase decision information



YouTube



35 percent increase in sales after customers viewed video tours

Content Possibilities

- Behind the Scenes
- Product Features/Navigation
- Tutorials
- Event videos
- Leica example: “Past, present, and future”



- Very effective
- Receive the highest percentage of visits from Facebook and Twitter
- Thought leadership
- More popular outside United States
- Readers are loyal
- Generates web traffic
- Requires lots of time and effort
- Content development
- Being used by distribution partners

PodCasts

Low cost option

Alternative to webinar

Mobile not tied to computer

Ideal for surveyors who work in the
“field”

Survey-Specific Social Media

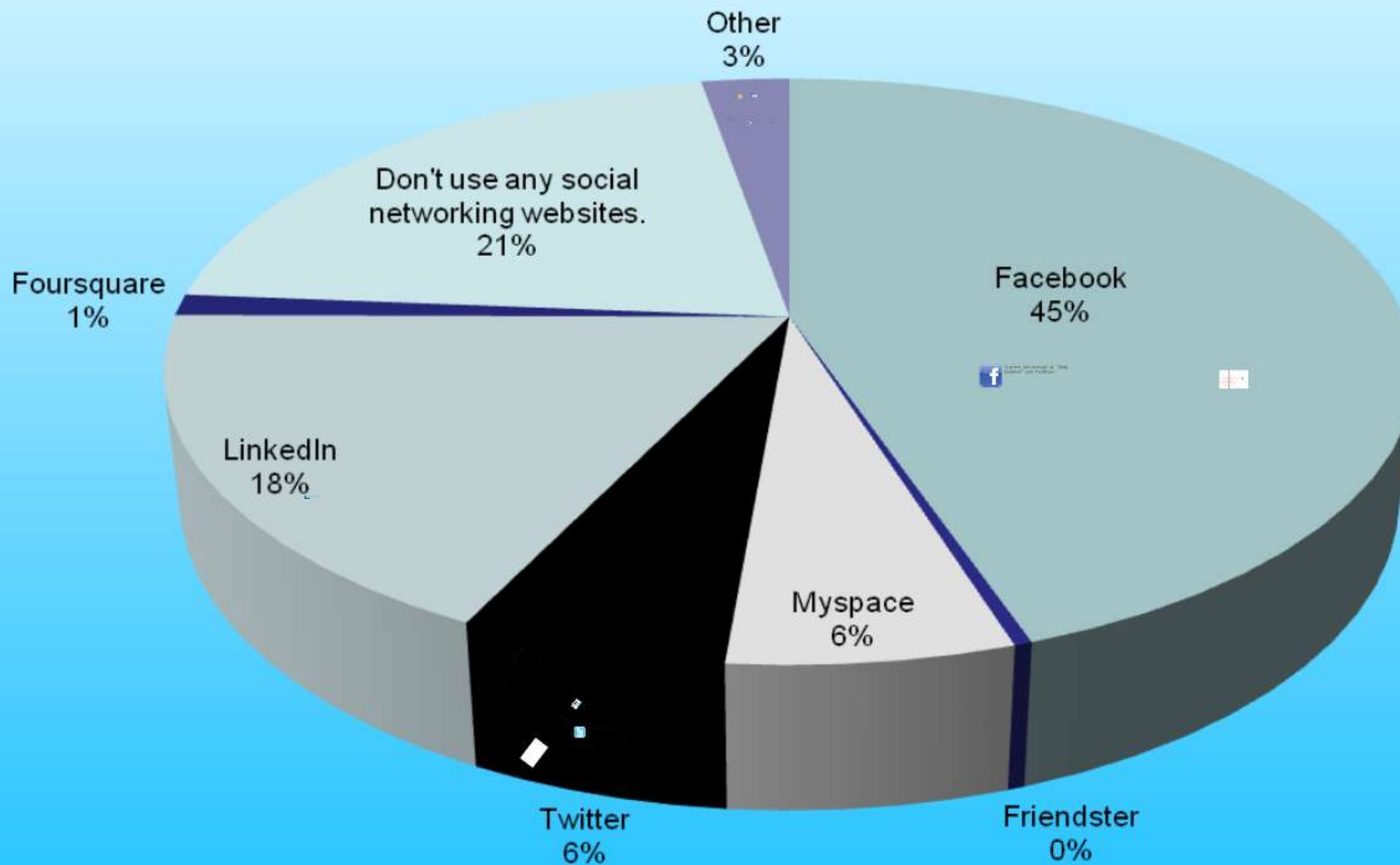
Forums/Social Networks

- RPLS.com
- LandSurveyorsUnited.com
- Surveyor Connect

Blogs

- EricColburn.com
- RobertLYoung.net
- GlobalSurveyors.BlogSpot.com
- Amerisurv.blogspot.com
- Monsen Engineering
- KOREC Group

Which of these social networking websites do you use?



Social Networking tools

the results
of our survey

2011









Quicklinks

- ▶ Home
- ▶ Special Promotions
- ▶ Event Calendar
- ▶ Trimble News for You
- ▶ Fan Poll
- ▶ Forum
- ▶ Amazing Stories
- ▶ Tips & Tricks
- ▶ Team Store
- ▶ Team Multimedia
- ▶ Ask the Coach
- ▶ Technology & More
- ▶ Survey Webinars
- ▶ Learn More
- ▶ Tell Us What You Think
- ▶ TST Support

▶ Optron Homepage

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- ▶ Knowledge Network



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Today - February 18, 2011



Trimble TSC3[®] Controller
We added a lot more capability. Without taking anything away from its simplicity.

[Learn More >>](#)



 NEW Trimble TSC3	 Forum	 Trimble News for You	 Learn More
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Trimble 2011 express

OPTRON Photo Contest



OPTRON geomatics

Optron Photo Contest

Show us how and where you use your equipment ... and be a **WINNER!** Enter now!

Event Calendar

OPTRON Giveaway Sweepstakes



Enter to Win!

Win a Trimble R4 GPS Receiver!

[This is a test contest only] The ideal solution for surveyors that need proven, straightforward GPS technology that performs under the most rigorous conditions, the Trimble R4 with Trimble Digital Fieldbook software is a GPS solution you can count on when every point counts. **Enter now!**

Team Multimedia

- Screensavers
- Wallpapers
- Web Banners
- Videos



Survey Team Sports



Survey Team Clock

Download FREE Trimble Survey Team Multimedia

Ask The Coach





OPTRON

geomatics

y Sweepstakes

- ▶ Home
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Homepage**

Featured Links



Trimble

We added
Without ta
from its si

Learn More >>



NEW Trimble TSC3

Forum

Tell Us What You Think

 **Trimble.** 2011
express

**Enter
to Win!**



OPTRON
geomatics

Win a Trimble R4 GPS Receiver!

[This is a test contest only] The ideal solution for surveyors that need proven, straightforward GPS technology that performs under the most rigorous conditions, the Trimble R4 with Trimble Digital Fieldbook software is a GPS solution you can count on when every point counts. **Enter now!**





