BlogWell

How Big Brands Use Social Media

San Diego| February 16, 2010

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we teach wom

social media
business council



Rhonda Crawford
USAA

Building Community in a Digital World

www.gaspedal.com/blogwell

USAA®

Building Community in a Digital World



Presented By: Rhonda Crawford, VP, Digital Media and Innovation

USAA Strategy

We will build lifelong relationships with our members by knowing them better and caring about them more than any other company. As our members' trusted financial advisor, we will provide highly competitive, integrated financial solutions and exceptional experiences. We will continuously innovate and improve, building our financial strength, and employing our resources to achieve the highest value for our members. We will **foster a community of loyal members and engaged employees,** working together to ensure a strong and enduring association.



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USAA Social Media Strategy

- Word of Mouth
- Brand Affinity
- Reputation





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Key Objectives

Facilitate member word of mouth

Engage a network of passionate advocates



Drive innovation

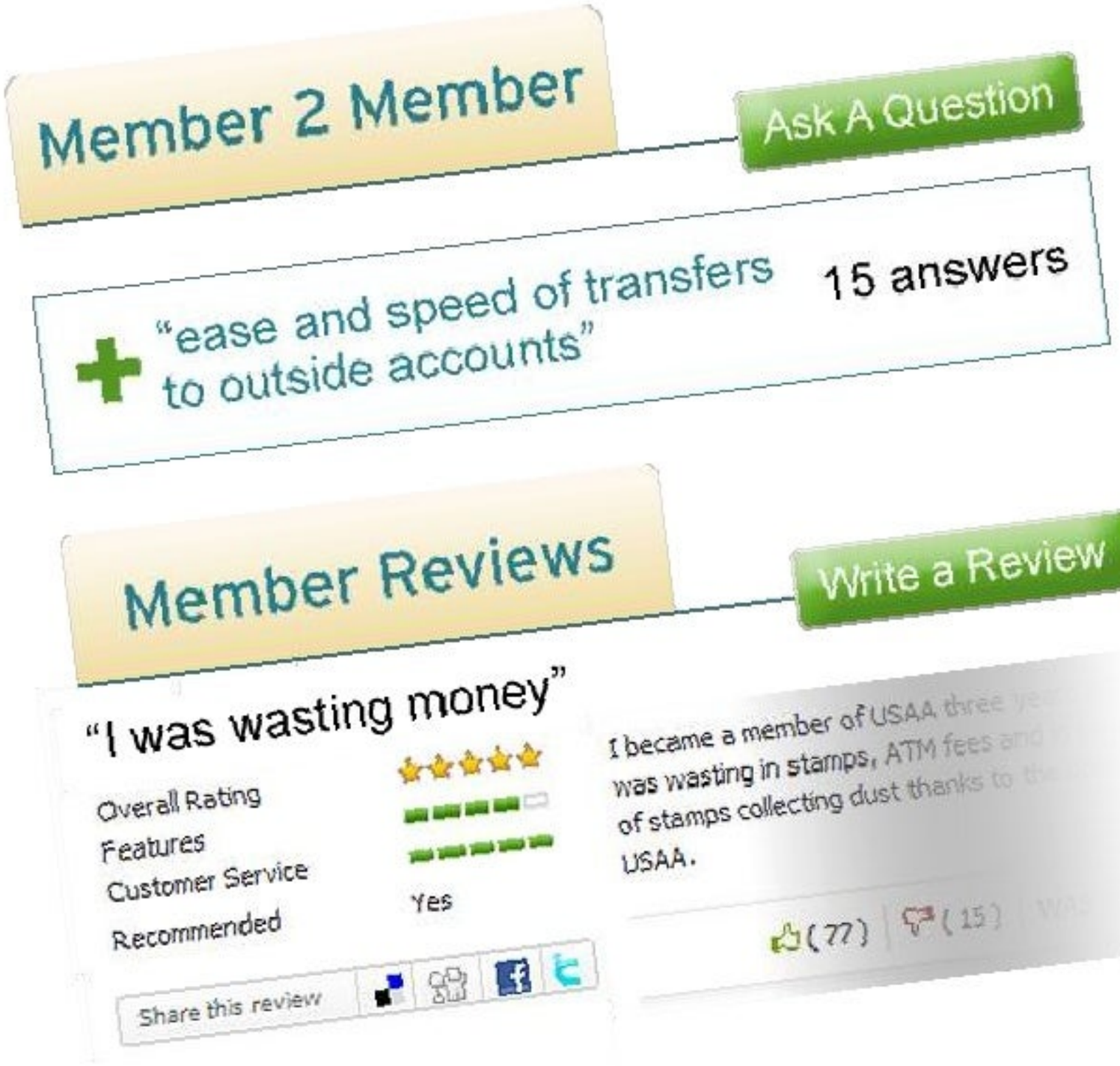
Deepen relationships

Establish USAA as the provider of choice for advice

Collaborate with our members and other stakeholders

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Facilitate Member Word of Mouth



84% of U.S. customers prefer the opinion of other customers vs. experts

source: Marketing Sherpa

78% of internet users rate recommendations as the most credible form of advertising.

source: Nielsen

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Engage a Network of Passionate Advocates



51,000
fans of USAA Facebook page

8,000
followers on Twitter

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Deepen Relationships



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Collaborate with Our Members and Stakeholders



Live interactive webinars encourage a member dialogue with USAA experts.

1,100
average live viewers

19,000
average replay viewers

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Establish USAA as the Provider of Choice for Advice



- **You Tube** offers built-in viral capabilities. Any video we post can be easily embedded on other sites.
- Sites such as **Military.com** re-use USAA's financial advice videos – spreading our message on sites our customers already use.

Military.com
ALL THE BENEFITS OF SERVICE

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Key Challenges

- Executive Buy-In
- Resources
- Legal & Compliance
- Change Management
- Metrics & ROI
- Strong Communication Plan
- Follow-through:
  What do we do with the comments and trends?



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