

Lightning Laboratories Practice Brief | TRENDJAMMER SOCIAL MEDIA

Social Media Engagement Services

Social media has rapidly become a key tool for companies and organizations to communicate with customers, stakeholders and industry influencers. Lightning Laboratories offers expert knowledge and capabilities in multi-channel social media engagement to guide your strategy, social presence development, and community management. Our social media services are delivered under the TRENDJAMMER brand, and include:

TRENDJAMMER Jumpstart – A customized service designed to help you get your business started with social media. Jumpstart is for companies and organizations that are new to social media, but serious about its role in their communication strategy. Our proven approach provides you with a business-focused, customer-focused strategy and action plan for social engagement. You receive a detailed report with 20+ pages of analysis and actionable recommendations tailored to your organization, industry and objectives, presented to your team in a live briefing with our consultants. We deliver your Jumpstart quickly (usually within 1-2 weeks), and at an affordable cost.

TRENDJAMMER Engagement Manager – A web-based service that helps you understand and improve your engagement performance on Twitter. Engagement Manager tracks your performance over time in the three key social dimensions of participation, attention and engaged action, and gives you insight into the most influential people in your Twitter community. You also receive a weekly executive dashboard view via email, summarizing your Twitter results against your customized goals.

TRENDJAMMER Trend Manager – A web-based visual tool that helps you track and analyze relevant trends on Twitter. Trend Manager allows you to monitor keywords and phrases including brand names, Twitter usernames & hashtags, and signature keywords that have significance for your organization or industry. Our interactive graphing interface shows you the hour-by-hour activity for each of your selected key phrases, allowing you to understand the who, when, what, where and why of Twitter trends, for any topic you are interested in.

TRENDJAMMER Social Tune-Up – Sometimes you just need a fast, objective, 3rd party perspective on your social media activities. For your Social Tune-Up, we perform a rapid assessment of your current social media presence, and provide you with a briefing on positive attributes and key action items to improve your results. For a typical small or medium sized organization, we can deliver your Social Tune-Up within a few hours of your request.

Social Media Strategy & Implementation – Customized projects to develop and implement social media presence, events and campaigns. Depending on your situation and objectives, projects may include dimensions of strategy, campaign design, community management, risk management and tool development.

Connected World Scanning Services – Our weekly or monthly email reports keep you and your community managers in-the-know on the most important developments in social media, saving you time while filtering out the noise and empty hype.

Lightning Brainstorms – If all you need is a quick ideation session to fire up your team’s social media energies, we are happy to conduct lightning sessions of brainstorming or problem solving, or just being a sounding board for your questions and issues, either in-person or by phone.

Recent Social Media Projects & Clients

- Consumer web service for team management (USA) – Delivered Jumpstart social media strategy.
- Consumer mobile location services company (USA) – Delivered Jumpstart social media strategy.
- Consumer mobile software company (Europe) – Delivered Jumpstart social media strategy, Engagement Manager & Trend Manager services.
- Consumer mobile games company (Europe) – Trend Manager service.
- Event-based game (USA) – Custom social media campaign & Trend Manager service.
- Non-profit design studio (USA) – Custom campaign, Engagement Manager & Trend Manager.

About Lightning Laboratories

Lightning Laboratories was founded to address the growing commercial importance of emerging physical/digital technologies such as social media, augmented reality, ubiquitous computing, and the Internet of Things. As computing and communication technologies become pervasive, we are entering the era of the Connected World – where people, places & things are first class citizens of the Net, and businesses, institutions and industries are transformed through rapid, systemic innovation. We provide expert services in strategy, planning and execution of your business and technical initiatives for the Connected World.

Gene Becker is founder and managing director of Lightning Laboratories. Gene’s previous background includes over 20 years experience at the leading edge of technology and business innovation:

- Director of R&D/Product Management, Voodoo PC (premium systems & gaming division of HP)
- Department Head & Business Development Manager for HP Labs Cooltown Program (mobile, augmented & ubiquitous computing devices and systems research)
- R&D Director for HP Utility Services Initiative & co-founder of Flexible Computing Services business (cloud computing systems & services)
- Strategic Business Development in digital video, web services, digital publishing.
- Program management in personal & enterprise computing.
- BSEE, Massachusetts Institute of Technology; CS program at Stanford University.

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