

Using Social Media to promote White Papers

business tips for smart people

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**Using Social Media
to write & promote**

White Papers

Identify trends

**Connect with
influencers**

White Papers

=

\$ \$ \$

Who reads them?

Decision makers

experts (**not technical**)

Tech Journalists

Time **poor**

**3 ways social
media can help
you write
white papers**

twitter

observer **trends**

connect with **influencers**

grow ears

Open Data White Paper

Unleashing the Potential

#opendata

@uktransparency

@cabinetofficeuk

Facebook

Ask **questions**

Share **photos**

Create discussions



FACEBOOK PAGE ANALYTICS: USING AND INTEGRATING DATA FROM FACEBOOK INSIGHTS

Executive Summary

With more than 150 million active users in the US and 500 million active users worldwide ([facebook fact sheet](#)) Facebook has become a powerful marketing and communication platform. Unfortunately for marketers who want to understand the impact of their Facebook presence, Facebook is not easy to measure. Using Facebook Insights (the built-in analytics tool) is complicated by poor documentation, unclear definitions, inconsistent naming and frequent updates. However, savvy marketers are able to leverage Facebook Insights to extract useful insights and make actionable recommendations.

This whitepaper covers everything you need to know to be one of those savvy marketers. It starts by identifying the components of the Facebook platform and defining key Facebook metrics. Then the whitepaper will cover some simple strategies for identifying what is important to measure. It also provides a quick reference guide with recommended resources and a glossary.

LinkedIn

Active groups
open-ended questions
include quotes

Faster analytics means you'll be able to detect changes in customer behavior in real time during digital interactions. In turn, you'll be able to improve customer experiences and make relevant, real-time offers with higher acceptance rates. Faster analytics also mean your predictive modeling results won't just get delivered more quickly – because with optimization techniques, you'll be able to identify the best future action to take considering both financial and organizational constraints. The result? The best opportunity to grow revenue at the lowest cost, leading to increased ROI.

Consider the perspective of Howard Rubin, writing in *Wall Street & Technology*: "In 2006, the average financial services company required 1.29 million instructions per second (MIPS) and .53 physical servers to support the processing needed for each \$1 million in net revenue. At the close of 2010, the 1.29 MIPS had increased by 38 percent, to 1.79 MIPS, and the .53 physical servers increased by 46 percent, to .77 physical servers. During the same period, net revenue itself grew at a far slower rate (less than 19 percent). In general, the need for computing power is growing two-times to five-times faster than revenue."⁵

The bottom line: Your IT infrastructure should not impose constraints for analytics. If you manage your abundance of data the right way, you will have the opportunity for incredible business advantage.

By using high-performance analytics, banks can:

- Achieve better operational efficiency, which improves IT while reducing spending.
- Acquire and retain profitable customers by delivering higher value.
- Improve risk management – market, credit, liquidity and firmwide.
- Strengthen the integration of social media with business processes and decision making.
- Differentiate and innovate to stand out in the marketplace.

What Are High-Performance Analytical Computing Techniques?

- **In-memory analytics:** Solves complex problems in near-real-time with highly accurate insights by allowing analytical computations and big data to be processed in-memory and distributed across a dedicated set of nodes.
- **In-database analytics:** Speeds time to insights and enables better data governance by performing data integration and analytic functions inside the database so you won't have to move or convert data repeatedly.
- **Grid computing:** Promotes efficiency, lower cost and better performance by processing jobs in a shared, centrally managed pool of IT resources.

Quora

Answer **questions**

Connect with **experts**

Share white paper

Chapter 3

Building trust

Enhanced
access

Building
trust

Smarter
use

3.1 The UK Government is recognised as being one of the most open in the world. Alongside our commitments to unlock the benefits of Open Data we are currently co-chair of the [Open Government Partnership](#)¹ (OGP), a multilateral initiative that aims to secure concrete commitments from governments to promote transparency, empower citizens, fight corruption and harness new technologies to strengthen governance.

3.2 The member countries of the OGP all recognise that a lack of transparency diminishes public trust in the objectives and motives of government; transparency and trust are intrinsically linked. Over the last two years we have sought to build trust in the data being released, and make that trust a currency of everyday decision making by the public.

and in supporting policy decisions. In doing so, we become increasingly accountable for those decisions that we take.

3.5 The FOIA protects policy advice to Ministers from disclosure. This ensures that it is robust, open, honest and constructive. But the need to maintain a safe space for policy advice should not be used to prevent the maximum possible openness to new thinking or the gathering of evidence and insight from external experts.

3.6 However, where we can make progress in opening up policy without damaging the policy-making process, we will. One of these high-profile areas is the Government's Major Projects Portfolio consisting of all central government-funded projects and programmes which require approval by the Treasury during their life.

3.7 In future, the Major Projects Authority, based

White paper goals

Demonstrate **authority**

Be **interesting**

Build **credibility**

Length of white papers

5-20 pages

Enough to make decision

Review competitors

Takeaways

1. Grow **Ears**
2. Use different **channels**
3. Ask **questions**
4. Make it **remarkable**
5. Write in **waves**
6. Give **credit**
7. Promote, **promote**

As SAS CEO Jim Goodnight says, "Questions asked today cannot be answered with 'stale' information that was computed yesterday. Some historical factors need to be archived and utilized for the back testing of assumptions, but a high-performance banking technology solution relies on the ability to combine historical events, allows for the insertion of new factors and [enables the real-time computation] of the 'next' iteration of the answer to the question being asked."⁷

Conclusion

According to Howard Rubin, "The problem with the future is that it is not the past, and as such, we have no models of its workings. To develop these models, invention and innovation are needed. ... For companies/organizations, the challenge is to rapidly adapt to and embrace technology economics through the development of new financial models and governance mechanisms. If the problem with the future indeed is that it's not what it used to be, then those who figure out what it is first will be the winners."⁸

With continued challenges from the global economy along with dramatically increased regulatory and compliance demands, it is clear that banks must use all of their resources to survive and thrive. Big data – both internal and external – provides the natural resource. But it must be converted to fuel before it can be used. Using high-performance analytics as the fuel, you can gain the insight you need to power better decisions and actions across the institution, turbocharging your future success.

"Questions asked today cannot be answered with 'stale' information that was computed yesterday."

Jim Goodnight
Chief Executive Officer of SAS

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Howard Rubin
Founder of Rubin Worldwide

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