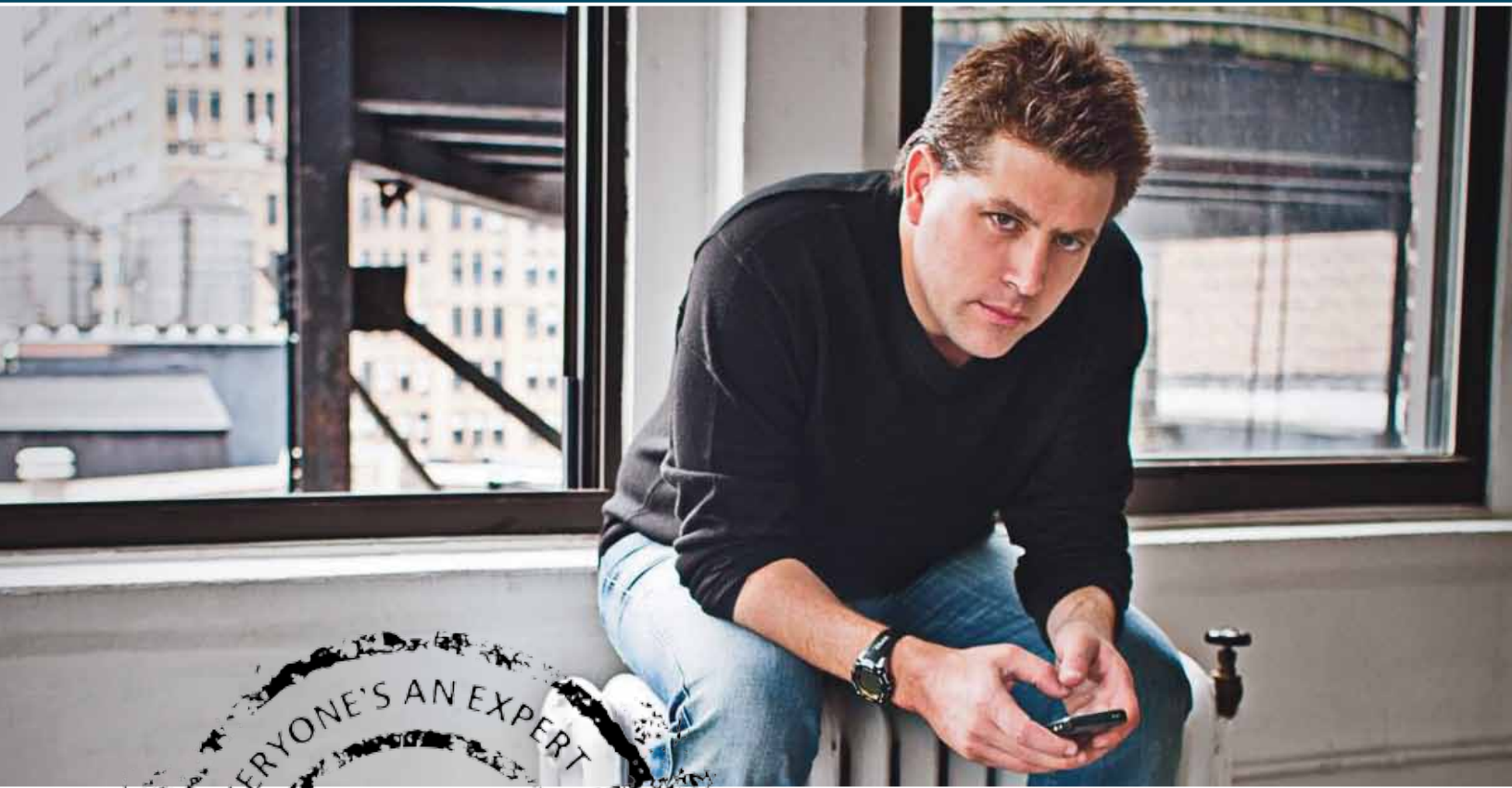


**CELEBRITY BRANDING YOU™** *presents*

How to Get 100,000 people  
to care about what you have to say:

# Social Media Secrets from Peter Shankman



**Part 3**

# PETER SHANKMAN • PART 3

*with Nick Nanton and Peter Shankman*

NOTES

**PETER:** Use the search feature on Twitter. On the Twitter website or even on Tweet Deck there is the ability to follow what people are saying based on certain words. Here's a search on the word 'Shankman.' Here's a search on the word 'skydiver.' So Florida Leisure is who? Okay so he's tweeting live as I'm showing him stuff. Okay? So Scott showing his four square.

So you can search anything you want to search. If you go to the main page of Twitter and you're not signed in, so you go to Search.Twitter.com. Name a company, maybe one of the ones that you guys run.

**NICK:** Do Delta. I just failed them.

**PETER:** They fail on a regular basis. They have no social media ability. So put in something like Delta. Okay? Or even Delta Airlines. If you look at this you can see what people are saying in immediate speed.

**PETER:** *LaGuardia is mega zooey, Delta Airlines lady was nice. I'm banned from friends through Delta Airlines.*

**PETER:** Bad service, okay, so Randy Williams. Let's look at who Randy Williams is. Randy Williams, this is just a guy on Twitter with 369 followers. Okay, that's not great. It's not a lot but that's 369 people who if they trust Randy the next time they book a flight and don't have a choice probably will not fly Delta. What if I did that? I did a couple months ago. Had a horrible experience on Delta. I sent it to 50,000 people. It made it into USA Today. I'm probably not their best friend right now.

*What does it take to be hurt in value as a paying customer? Customer service fails. Sprint PCS and Delta Airlines – okay there's Tammy Kramer, 197 followers. Got to look for people with real, real hard-core numbers, 50,000, a hundred thousand. I have four more than 1.5 million miles on Northwest. Next 1.5 would be on Delta if they treat me right. Four hours ago. Dear Delta Airlines thanks for canceling my flight*

*and saying you can't get me home till Saturday. Getting ready to board Air Tran.*

NOTES

Did I mention that Delta Airlines sucks? Delta Airlines suck.

**MALE AUDIENCE:** Is there any legality of what you can say, what you can't.

**PETER:** There is no legality, what and then saying it sucks.

**NICK:** The truth is an absolute defense.

**PETER:** They can say whatever they want. It's an opinion. They can't say Delta Airlines killed my dog if they didn't but they can certainly say it sucks. *Plane leaves in one hour. It's 11:00, checked in, Delta Airlines sucks sweaty balls. There you go. Delta Airlines customer service, loved customer service, what a joke. Checked in bag doesn't make it again. Classic Delta. Not our fault.*

Look at something else. What if one of those people bitching had 30,000 followers, 40,000 followers, 50,000 followers? Look, everyone's going to complain. The worst thing you can do is not acknowledge it. Or even worse have a presence and then don't acknowledge it. Delta has three Twitter accounts. They don't respond. They just don't respond. They're afraid of the legality.

When NASA first started on Twitter they wanted to cover the Mars Rover on Twitter and they said, "We'll cover the Mars land on lunar on Twitter." And the bosses at NASA said, "Okay great every tweet you want to send just send to us, we'll have legal approval, we'll send it back to you. It shouldn't take more than a week." So the woman simply went home every day and posted all the stuff on Twitter. Within four days she had 60,000 followers. All of a sudden NASA knows, guess she can post. Respond. If people have a problem find out what it is and make it right. You have the ability to do that by listening. You don't even have to have a Twitter account. Just listen. See what the people are saying. Cross-reference them.

If someone is bitching about your company cross reference with your sales. You'll find out who the person is.

NOTES

It'll be two years ago in January I think, I flew, I was down in Florida for a day in Miami. Stayed overnight. I had to make a last minute trip so I didn't really have time to choose which hotel, I picked the closest one. It was the Sheraton Miami Mart. I am a Platinum Starwood member. So I usually try to stay at Starwood Hotels whenever I can. Sheraton...

So I was at the Sheraton Miami Mart and I check in. I park my car in the garage and there are no lights in the garage. That's the first thing, there were no lights in the garage. And so I actually have to go and like use my cell phone to hold the light down to see where I'm going. I get to the lobby like 10 minutes later the person comes down and is like, "Oh yeah here's your room key," whatever. I go up to my room. I have a really bad hamburger and I go to sleep. I wake up the next morning. I take a shower. Showers are like my porn, they're pretty much the only thing that I love about business travel. I know if I have a good shower it'll be a good day. If I have a bad shower it's a bad start to a day.

I get in the shower and the shower breaks halfway through my shower. Of course, I have soap in my hair and everything and the shower just stops working. I'm very displeased. So I don't go anywhere without carrying a camera, as I said. And oh the exposed wiring above my head was a nice touch too. So it's essentially the Sheraton, let's see, so yeah I created a blog post on my way to my speech called My Stay at the Sheraton Ghetto.

Now remember it was called the Sheraton Miami Mart. In retrospect, and I thought about it. I probably wouldn't have stayed in anything ending in the word mart, quickie, wall, yeah places you really want to stay. So when I wrote this post I wrote that with that in mind. So there's Apu, from the Simpson's who runs the quickie mart and I just start telling about the problems and then.

**PETER:** So then I have fun with it and I take pictures. Here's the exposed wiring in my room. Here's the shower that broke. Here's Apu again. So now keep in mind this is posted January 30<sup>th</sup>, 2008. I hadn't even launched HARO yet. I launched HARO three months later. So I didn't have 50,000 people following me. I was just a guy. So I post it. Three hours later I am done giving my speech. I'm in a car being

driven back to the airport. My cell phone rings. Hello. This is Peter Shankman. Please hold for the CEO of Starwood Preferred Guest.

NOTES

If you can imagine I'm sort of sitting there like. Shankman? Yes. This is the CEO of Starwood Preferred Guest. I just want to let you know we're in receipt of your blog post. I bet you are. Long story short, they found it and they made good. They said, "We're just going to investigate this. We'll be back with you in 24-hours." So next thing was response. They called me within 24-hours. And they said, "We want to let you know we saw your blog post. We are aware that you had a problem. We're obviously refunding you the money. We're giving you a ton of star points. And by the way we saw that you had a problem in your shower and that you really enjoy your showers." So what struck me is they actually read the blog. They didn't just play me, they actually read my blog.

They said, "I see that you stay at the Westin a lot." They used my history. They went online. They saw what I did. They read my history in their files. They saw that I was a platinum customer. They saw that I had experience. They took that. They cross-referenced it and they said, "Because we know that you stay at Westin's, you're familiar with our dual shower heads. So we're sending you a dual shower head for your apartment." So Starwood is now my favorite hotel chain in the whole world. I tell that story every single time.

Follow up – three months later I get a letter. *Mr. Shankman I just want to follow up on our situation. Obviously we know your situation's resolved and we're glad your happy. We assume you've stayed with us at many Starwood hotels and properties around the world since then. We just want to let you know that as of June 1<sup>st</sup>, 2009 the Sheraton Miami Mart will no longer fly the Starwood flag. We've actually taken them out of our chain due to yours and other customers' complaints and we just wanted to let you know that you were taken seriously and this is the end result.*

When I go to a hotel now, a Starwood Hotel that I never stayed at before – a Westin, Sheraton, W – last June I stayed at one in Sacramento or somewhere after giving a speech. I was with a friend of mine who lived in the area and she took me over to the hotel and I was going to change and we were going to go to dinner. We walk in



Dance every other tweet for Shankman was about Adam Shankman and his So You Think You Can Dance thing.

NOTES

Now I can just go, here Adam Shankman. I wish I'd stuck with Adam Shankman directing. Now I can type in Shankman negative Adam. That's gone. All that you see now up there are Peter Shankman or just the word Shankman. I could type in Peter Shankman and only get words with Peter Shankman in there okay? That's very important. Sheraton, so you type in Delta minus sucks wow that looks great. They must be doing really well. Take out the minus.

**FEMALE AUDIENCE:** 32 minutes ago.

**PETER:** A lot of Delta sucks here. Now at the risk of only playing with Delta.

**NICK:** Do you have to put the plus?

**PETER:** It helps.

**MALE AUDIENCE:** Have you seen the United breaks guitars video?

**PETER:** Yeah. Yeah, now here's the easy thing, for those who haven't seen it someone took the guitar on United Airlines, broke their guitar, wouldn't give the money back so they wrote a video called United breaks guitars and made it into the Wall Street Journal and everyone said, "Oh wow. United really answered that well." It was a horrible answer. It was not customer service that they did. It was crisis management. It wasn't a good use of social media. It was crisis management. If they wanted to do a good use of customer service in the beginning, their customer service would've given them the money back for the guitar and the video never would've been made.

The easiest way to stop a customer service jihad on your business is to provide good customer service in the first place. Okay? Let's look for Continental plus awesome. *Last minute flight on Continental and in less than two hours took off. So awesome.*

**PETER:** So you look around, the stuff is there. Basically the one I was looking for was about a Continental, a Lincoln Continental. It didn't

matter anyway. But so you look at some of the cool stuff. *Waiting to board the big Continental jet to fly back to Houston. Had an awesome morning. So you look for...let's see if anyone likes Delta. Will my Delta ever be great again? Prior creativity, service, drive for excellence replaced the complacency. So probably not, not really seeing.*

NOTES

**MALE AUDIENCE:** Never happen.

**PETER:** Nope.

**MALE AUDIENCE:** Unless they paid someone to do it.

**PETER:** Yeah.

**PETER:** Okay. Here's someone – it took 19 hours to go on – *I'm a fan of Delta, especially now that they partnered with Northwest Air. Just had a great customer service experience. Okay good. So at least someone mentioned it. But it took a whole page to find it. So imagine if you were, I think the best example is, two examples actually, there was a company Rubix Revolution is Rubix Cube. Anybody remember Rubix Cube? The new version is Rubix Revolution. It's Rubix Cube on really bad crystal meth.*

So essentially what it is it's like eight different Rubix games that you have to solve. It's horrible. There was a tweet. I was teaching a company how to use social media and they said, "Well we don't understand. We don't get the point of Twitter." I said, "Well name one of your competitors or name one of your companies." They said, "Rubix Revolution." I looked it up and there was a tweet from AndysMom254 that said, "Just bought Andy Rubix Revolution. Haven't heard a peep from him 24 hours. Best game ever." If I were that PR firm I would be sending that woman an e-mail. "Hey Andy's mom, thanks so much for the kind words. Really glad you love the game. Can we send you a hat, a t-shirt? Do you have a husband that won't shut up? Can we send you another game? Tell us what you want." What's going to happen then? AndysMom254 had about 500 or so followers. Who are Andy's mom's followers? Silence the Lambs, Hannibal Lecter – I love that I can bring Hannibal Lecter into this. Hannibal Lecter said, "We covet what we know."





woman has 28 followers but she was kind enough to mention without a note.

NOTES

Skydiver – got into this water park article via HARO. Love HARO. Thanks for a PR tool. This is BandBGoer. I don't know who that is. But she has 139 followers, 134 followers. So she was nice enough to say something. Have you heard of Help A Reporter Out? If you have or know someone who's checked out HARO or skydiver's tweets, great program. This is Miss Snuffleupagus with 326 followers. Okay? Skydiver featured on Diva Mavick Mavens, because of HARO you rock that's curves ahead. For all my ex's there's a HARO HelpReporter.com Alert for men who have dated commitment phobic women. Feel free to apply. That's awesome. Skydiver – Maxim loves HARO. Check us out. So that's Maxim HY. I don't know what that is. Maybe it's the magazine. No it's not the magazine with 270, Maximum Hygiene. Yeah totally not a magazine.

And people post stuff from HARO all the time and they say the organization was found via HARO. Many others. Thank you. This is just today. Okay. Scott – there was a whole article thanks to HARO. Here's Robin Novits with 328 followers. So they're doing my PR for me. Every time something like that pops up an angel gets it's wings and I get more people loving HARO.

Now here's an interesting thought, and maybe we can sort of start to close it out with this – were talking about the 17 million people on Twitter, right? 17 million people all of whom we have access to see what they're saying and no one really cares about the majority what they're saying. 17 million people. Every 11 days Facebook grows a Twitter. Think about that. Every 11 days Facebook adds 17 million people.

In the next three months it's been told that Facebook will open up their platform for real time searching like Twitter. When that happens you're looking at not searching on 17 million people's thoughts on whether they hate Delta Airlines but 450 million people. What if you have a national screw up on the New York Times and 450 million people are talking about it? Well it is but it isn't. Remember we like to bring people back. And so if you have 450 million people talking about you and you go on and say, "Hey I have a Facebook fan page

and on there I'm going to issue an apology." Not necessarily over. It could very well come back.

NOTES

I'm going to end with a video. This last Christmas when HARO, right before New Years, I posted on what HARO was doing and where I saw things going. See where those videos would be. Videos 2008 – do I have that up here? Or is it on my drive? Let's see. Search engines. Shankman, HARO, thank you. So I want to show you this. Yeah someone actually made a balloon sculpture for me based on HARO thanking me. It's really kind of scary. But let's do it this way. Let's go to Shankman.com. The reason I bring this up is because what I did the day before New Year's Eve I created a video saying thanks to everyone who'd been on HARO. I talked to everyone. Just a random video that I created myself saying, "Hey I really appreciate." Yeah here it is, thank you. "I really appreciate what you guys have been there. I continue to be humbled from being here. And I created this video." Never mind the fact that I was about 15 pounds heavier. That's not important. But see if we can't see this. I'll give it a second to load. It's a little cove. This is from balcony.

So I created this video and I just posted it. And I said, "Hey guys as we get into the new year I just wanted to say thanks." It got thousands of responses because apparently people thought wow he's taken the time to really talk to me. It wasn't a corporate message. I wasn't wearing make-up. I wasn't sitting in front of...I went outside on my balcony to record for a couple minutes. I didn't realize how cold it was. You can see me starting to turn blue. I just got the idea that it might be fun to sort of say thank you to everyone. And the end result was 177 responses on here. Couple hundred more on Facebook. Thank you Peter. Thank you for the energy. I love HARO. Thank you for creating the HARO family. Thank you. Thanks to you. Awesome video. Thank you. Have a safe New Year.

All I wanted to do was connect with these people and say thank you for being there to support me. It's consistency and continuing to try... five stars, five frigging stars to watch me freeze my ass off continuing to try to do stuff. That's what drives people. How can you use social media to do this? This is how. Connect with your audience that already loves you. Turn them into raving fans and let them do your PR for you. So I'll leave it with this.

NOTES

Video

**PETER:** See it's not edited. It's a quick little You Tube video. I didn't do it from inside. I'm outside. Froze my ass off.

Video

**PETER:** Wasn't that easy enough? And it generated such positive press. It was the simplest thing in the world. I didn't even think about it. Generated positive press. Those are the kind of things. How can you connect with your audience like that using social media, using Facebook, using LinkedIn, using Twitter? Listen to what people are saying. Listen to what they want and if you can give it to them and let them know, "Hey Joe 254 saw that you were looking for that really cool link. We're doing that now." All those things that I listed are what people asked for. And it could've been 500 people asking for the same thing. But all 500 people heard that though. Wow he listened to me. And that's how you generate that sort of buzz and that creativity.

And the last point I'll make and I think you all probably all learned when you first started, you got to love what you do. Social media, the transparency that you have in social media when you post something on Twitter, when I have good days and bad days I post it all. And I tell people...somebody wrote a blog post yesterday about why they thought HARO sucks. Okay. Saw it around 5:30 and when I woke up. Made me run. When I did my seven miles yesterday that much harder. And I came back in and I felt great. The endorphins kicked in and I posted, you know I've decided, and I posted on my Facebook status update, "I've decided that most people who are haters are also punk ass bitches and don't deserve the time of day. So if you ignore them life gets much better." And 400 people commented. That's great. You've got to be one with your audience.

Social media lets you get a little closer. Avoid the lawyers. Avoid the accountants. Oh you can't post that, you shouldn't. Become one with your audience. Follow Tony Hsieh on Zappos, who I think we're hooking up with in November. Tony is spectacular. He's the head of Zappos. He started Zappos. This is the shoe company, which was just acquired by Amazon for \$870 million dollars. Kid's 38 years old.

And he started and everything he does is public. He tweets about everything. I'm partying. I'm heading home. Oh my God I'm tired. I have to rake the lawn. Whatever it is. I do the same thing. That concept teaches people how to be aware of their CEO. It's not just a CEO behind the mask. It's not Ken Lay. It's Peter.

NOTES

And everyone thinks there's, "Oh dude I met Skydiver the other night." People come to me and I'm wearing my skydiver shirt. They say, "Dude I saw you in the subway." Cool, a little weird but thanks. Be aware of that and be aware of your audience. You can be much more two way with your audience now. It's not just about broadcast anymore.

So I'll leave it on that note. It's not about broadcast anymore and let your audience do your good PR for you from a good base of customer service. You can always find me at Peter@Shankman.com as you all know because you get the HARO. Feel free. E-mail me anytime you want. I'm happy to answer questions. God knows if you can't find me and I don't respond I'm on a plane. So other than that I want to thank you for spending three hours with me. I really appreciate it.

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