

Natural Selection in Media

3 November, 2008

**Tim Collins
Senior Vice President
Experiential Marketing**

Wells Fargo: A leading financial services company since 1852

- **Our Vision:** Satisfy all our customers' financial needs and help them succeed financially
- **Our Financial Goal:** Double-digit growth yearly in revenue and earnings

Among top 10 biggest givers
in corporate philanthropy
- *BusinessWeek*

Among top 50 companies in all
industries for diversity
- *Diversity Inc.*

The world's 18th most
admired company
- *Barron's*

Number One Industry Rankings:

- Retail Banking Cross-Sell
- Small Business Lender
- Agricultural Lending
- Cross-Channel Customer Experience
- Retail Home Mortgage Lender

My topic

■ Natural Selection in Media

- ▶ Rapid evolution adoption of social media marketing mirrors the evolution of traditional marketing vehicles, such as television advertising
- ▶ Learn how social media has evolved and fragmented
- ▶ Wells Fargo marketing is adapting and learning in the social media space....just like they did in television







Someday:

Social Media is a complex puzzle of tools — consumer-generated media • social media • Web 2.0

Consumer rating sites



Gaming



Social Networks



Media



Blogging Networks



Local



Mobile



Goal-oriented Collaboration



Message boards



Did you know?

Social media permeates society AND business



Social Media Will Change Your Business

Look past the yackers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up... or catch you later

by [Stephen Baker](#) and [Heather Green](#)



CNN Heavily Promoting Twitter On Air, Making Big Moves in Social Media

September 4, 2008 - 3:50 pm PDT - by [Adam Hirsch](#)

Getting Intimate (with Customers) on Twitter

Businesses should lose their inhibitions over using the microblogging tool to get closer to their customers

by [Shel Israel](#)

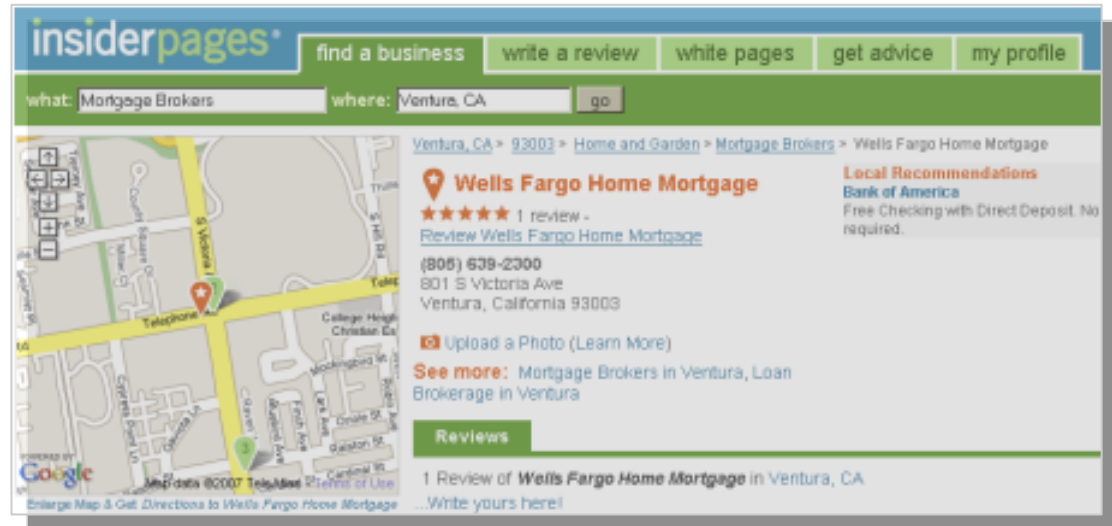
Are you where your customers are?

Does social media impact our brand?

Citizen journalism



User-review sites



Defining the brand



Rating local stores



Our Journey

- Listen
- Start small
- Leverage assets
- Integrate
- Learn and build

Social media represents opportunities to protect the brand

The average consumer has more reach online than ever before



Web

Wells Fargo Bank

Start here to bank and use services, small business loans, www.wellsfargo.com

Home Mortgage Customer Service
ATM/ Bank
More results

Norwest and Wells Fargo

Now your banking needs will be served by Wells Fargo Bank. To learn more about the services available from Wells Fargo Bank, visit www.norwest.com

Wells Fargo Online Banking

The online banking entry point for Wells Fargo
https://banking.wellsfargo.com/.../4k.../Cached.../Similar pages

- **Bad News:** This 5-year old blog post became a hub for consumer complaints.
- **Good News:** We displaced this content by blogging ourselves and joining the conversation online.

GMAN: Wells Fargo Bank: The Worst Bank in the World!!!

Wells Fargo Bank: In my opinion they must be the Single WORST BANK IN THE WORLD! ... Of course like an idiot I believe Wells Fargo Bank instead of my friend ... www.greggman.com/pages/wellsfargo.htm - 1616k - Cached - Similar pages

Stagecoach Islandsm — introducing virtual banking

- First in the industry to launch a virtual world focused on financial education
 - ▶ Players customize their identity, appearance...
 - ▶ Fun activities include home building and decorating, snowboarding, shopping, jet skiing, a dance club...
- Participants learn financial responsibility in an immersive role-playing environment
 - ▶ Manage checking, savings and mortgage account
 - ▶ Earn virtual money and pay virtual taxes
- Demonstrates our innovation and supports player's lifestyle without shouting *Wells Fargo*





Our social media pilots have been enthusiastically received



- Thousands of conversations
- Millions of visits
- Significant growth month to month



Successful engagement

Don't be afraid to go off topic. Be approachable.

Tying the Knot

February 26, 2008

I have recently found myself knee deep in wedding planning. I got engaged, celebrated for a day, and then bought at least 10 magazines to start preparing. After meeting with wedding planners, cake makers, photographers and paging through invitation books, I realized that this was a whole new world – a very lucrative world!



Katie Serns

ed, we sat down for our initial meeting with
tion out of her mouth was, "What is the
ud. I had a flash montage of every high
nts" to "Knights of the Round Table." I didn't know a theme

Comments (20)

My advice is to elope. I did it 28 years ago and have never regreted it!

Posted by: Lorre | February 27, 2008 01:50 PM

Lorre,
I won't lie, the words "Vegas baby!" have been uttered by my fiancé. Thanks for submitting your advice!

— Katie Serns (Wells Fargo)

Posted by: Katie Serns (Wells Fargo) | February 27, 2008 03:15 PM

I think Vegas is a great idea: put the money you save on the event on Black and hope for the best! If you think the wedding is expensive, wait until you have kids!

Posted by: Lawrence | February 27, 2008 03:25 PM

Make your wedding day an expression of yourselves and scrap the expensive trappings. Do what you want. It is your day. Don't let someone sell you something you don't really want or need. I have a daughter planning a wedding also. Would you be amazed if I said it will probably not exceed \$6,000.00? Reception expenses in our area may be less, but it really comes down to what is important. Your day lasts 24 hours, the marriage should be the important part. Concentrate on people not stuff. Congrats!

Posted by: LuAnn | February 28, 2008 06:45 AM

An employee blogged about planning her wedding her post received 20 comments totaling 4 pages of content

Successful engagement — be open to conversations with other bloggers

WELLS FARGO **The Student LoanDown™**
A Blog About Financing College And Managing Debt

[» To spring break, or not to spring break? | Main | College money management at The Simple Dollar »](#)

February 15, 2008

Lower student loan interest rates?

By now, you've likely heard a little (or a lot) about the state of the economy — including the Federal Reserve decision to drop several key interest rates.

Have you thought about how these changes will affect your student loans?

We know some Student LoanDown readers have — several of you have been asking great questions through [comments](#) and [Ask the Expert](#). Well, ask and you shall receive...

About this blog
We're here to start a conversation with you about college financing.

Search

Barbara Raus

Comments

Thanks for linking to me! Yep, I saw my rates change in the quarter following those first few Federal Rate changes.

Posted by: Stephanie/Graduated Learning | February 15, 2008 04:26 PM

Hello, Barbara.

Thanks so much for the post. It really helped!

I have a question though, I have some Private Loans right now w/ A interest rate of 12.49% or so. I decided to consolidate with Sallie Mae since they have my Federal loans. The rate Sallie Mae offered due to credit and the variable WSJ Prime Rate is 10.2% or so.

Now, I know that the interest rates for student loans are expected to drop. I know that Private Loans rates are variable so my questions is:

Should I take the chance and wait for the rate to possibly lower w/ Sallie Mae from the 10.2% they offer to a possible 8.2%, or take it now so I don't pay the remainder 5 months at a 12.49%? Because if I consolidate now at a 10.2%, it will still lower in July to the 8.2%, am I correct?

Hope I didn't confuse you as much as I am right now =)

"I'm in a [confused] state of mind". lol

I don't make sense anymore.

Posted by: The Wondering Dreamer | February 20, 2008 10:29 AM

Hey there dreamer! Glad the post helped!

Let me try to ease your confusion ...

... weeks ago
... fabulous posts

... 18, 2008 06:49 AM

Engage bloggers

Answer common questions with a network effect benefit

Successful engagement — have a thick skin and be prepared for conversation

Making Statements More Meaningful

February 18, 2008

Customer "Fred" recently emailed us with the following regarding statements:

I'm underwhelmed to say the least about your lack of an easily readable and meaningful bank inquiry statements. Your excel alternative totally sucks since it's hard to read and is not manipulative. Deposits should be separated from sweeps. Is there any hope for something meaningful?

Great feedback. This is how I replied:

Thank you for your message and your candor, Fred. After all, if something is not meeting your needs, we want to know about it. In that spirit, we'd like to hear your suggestions on how we can make our electronic statements "better". Clearly it sounds as if there is a font issue with the Excel download. In addition, it sounds like you want the ability to further manipulate how the data appears. Are there other things we should be looking at doing to improve our statements? Thank you in advance for your feedback.

If you could provide a CEO statement to make it easier to read and more meaningful, [which statement would you start with](#), and [what changes would you make](#)?



Jeff Tinker

Posted on February 18, 2008 08:04 AM | [Permalink](#)
Found in [Services](#), [User Experience](#)

message, Catherine - your frustration is understandable! Can you let us know you are referring to? Thank you!

Posted by: Jeff Tinker | February 26, 2008 12:56 PM

It's the time to write to us, Anonymous. It sounds like you may be using the Day Composite Report? Does that sound right?

Posted by: Jeff Tinker | February 26, 2008 12:56 PM

Day Composite Report - it would be much more helpful to have the cleared items in chronological sequence rather than in dollar amount order. Thanks

Posted by: Paul | February 27, 2008 03:20 PM

Thanks for your suggestion regarding the Previous Day Composite Report in the Transaction Reporting (TIR) service. The functionality you describe is available today.

Please try this... Select Previous Day Composite, click the "Customize" button, determine if you want Balances, Summaries, and Transactions included in your report and click the "Continue" button. Then, under the "Sort Report By:" dropdown, select Location and Customer Ref. Number, and either click the "Create Report" button to run your report now, or click the "Save As" button to save your Custom Report for future use. This should work and sort your paid checks by check number rather than check dollar amount. If you need additional assistance saving and using TIR Custom Reports, please contact your Client Service Officer at (800) 289-3557. Thanks again.

--Paul Sebastian (Wells Fargo)

Posted by: Paul Sebastian | February 29, 2008 04:27 PM

A customer initiated a great conversation on how to improve statements.

Successful engagement — make it easy


Ask the Experts

Have a question?
Ask a Bank expert or other CEO users! Submit your question by email using the buttons below--we'll try our best to get you an answer.

Ask a Bank expert

Ask other CEO users

Note: Please allow up to 48 hours for a response. If you have immediate service needs, please contact your customer service officer.



Student loans for international students

Just like many U.S. students choose to spend time studying abroad, many international students choose to study in the United States. Here are two great resources for students considering traveling to the U.S. to further their education:

[Preview](#) [Send a comment to Barbara](#)

Share your story with us!

Prompt to share

Integrated video

Integrated comment box

Posted by Allan at 10:20 AM [✉ Contact Allan](#) | [📄 Permalink](#) | [💬 Comments \(0\)](#)
Found in Misc, Museums, San Diego, Wells Fargo Bank

Successful Engagement

In trouble times, provides a communication forum

OCTOBER 10, 2008

Wells Fargo: our History, Values and Vision

Here's the story of Wells Fargo & Company – where we came from, who we are today, and what we stand for.

Welcome to Wells Fargo!



John Stumpf
Wells Fargo
CEO

Our Values: A Culture of Collaboration



Our Vision: What We Believe



Our History: Stagecoach to Internet



WOW!
Great
Comments

Comments

Thanks Wells Fargo!

AMERICA!

Posted by: Wally |

Very well done and greatly appreciated!!!

Posted by: Leone |

Successful Engagement Message just as meaningful from the “rank and file”

OCTOBER 14, 2008



Stability

A century ago, however, bank depositors' funds were kept secure *only* by the reputation and stability of responsible banking institutions. Like Wells Fargo Nevada National Bank, which operated under the leadership of President Isaias W. Hellman "on the most safe and conservative lines."

At the meeting of the Bank's stockholders in 1920, Hellman said with typical honesty: *"We cannot promise our stockholders extraordinary large earnings. Such profits cannot be made in legitimate banking, but we can count on gradual and steady growth. Our ambition is not to be the largest bank in San Francisco, but to be the soundest and the best."*



Wells Fargo, 1920s

Social Media is more than blogging — participate beyond your home turf

- Blogging alone is an *incomplete* social media strategy
- Get out of your sandbox
- Find your customers wherever they are, listen and participate *when it makes sense*



Today we're integrating social media with our brand assets



CENTER STAGE
in the
ROSE PARADE®

Sweepstakes | Music Video Contest | Stagecoach Events | Send to a Friend

Be Center Stage in the Rose Parade®

2008 Rose Parade® Sweepstakes

Grand Prize includes: a ride in the Wells Fargo Stagecoach during the Rose Parade® plus Rose Bowl Game® tickets, hotel accommodations, and air transportation provided by American Airlines®* from any American Airlines® destination to Los Angeles.†

Enter Now



Music Video Contest

You could see your video on national TV during the Rose Parade®

Check it Out

www.wellsfargo.com/centerstage



Wells Fargo's Music Video Contest

The Wells Fargo channel

You Tube™ [Videos](#) | [Categories](#) | [Channels](#) | [Community](#) | [Upload](#)

Hello, [wellsfargo](#) [\(0\)](#) | [My Account](#) | [Help](#) | [Log Out](#) | [Site](#)

[Videos](#) | [Playlists](#) | [Groups](#) | [Subscriptions](#)

Wells Fargo [Edit Channel](#)

 **wellsfargo**
Joined: **March 02, 2006**
Last Login: **2 minutes ago**
Videos Watched: **113**

Subscribers: **1**
Channel Views: **198**

The future home of Wells Fargo's presence on YouTube. Look for more soon.

Name: **Wells Fargo**
This is the future home of Wells Fargo on YouTube. Check back later for more information (okay, yes, it's "under construction").

City: **San Francisco**
Hometown: **San Francisco**
Country: **United States**
Occupation: **Banker**
Companies: **Wells Fargo**
Website: <http://www.wellsfargo.com>

Center Stage - The Wells Fargo Wagon! [edit](#)
From: [wellsfargo](#)
Views: 75

Connect with wellsfargo

[Send Message](#)
[Add Comment](#)
[Share Channel](#)

<http://www.youtube.com/wellsfargo>

Playlists

 **Center Stage in the Rose Parade** **5 Videos**
Center Stage in the Rose Parade [Play All](#)
[Subscribe](#)

Free channel has limited branding but no deep controls on content or format.

Brand detractors led to our YouTube presence

Wells Fargo - GREED and LAWLESSNESS

Wells Fargo and other banks have recently begun offering home loans to illegal aliens.

Wells Fargo Shareholder Meeting 2006

Rainforest Action Network

Wells Fargo Shareholder Meeting

Wells Fargo:Lootin and Pollutin in Coal Country



Wells Fargo gives Home Loans to Illegal Aliens!

Robin Hvidston talks about the greedy **Wells Fargo** scheme to give illegal aliens HOME LOANS!..illegal aliens mexico immigration protest

Tags: [illegal](#) [aliens](#) [mexico](#) [immigration](#) [protest](#)

Time: 02:02

★★★★★

From: [AmericanResolve](#)

Views: 5,779

Added: 1 year ago

More in [People & Blogs](#)



Wells Fargo:Lootin and Pollutin in Coal Country

[wells_fargo_cal_day](#) For more information on

Wells Fargo's dirty investments visit

[www.dirtymoney.org](#) and [www.ran.org](#)...**Wells Fargo** mountaintop removal coal mining rainforest ([more](#))

★★★★★

From: [twhtj22](#)

Views: 10,161

Added: 11 months ago



Wells Fargo Stalks Teenagers!

not to mention **Wells Fargo** has done the same things to countless other families as well...potw pick of the week predatorix cyrus **wells fargo** stalks teenagers ([more](#))

★★★★★

From: [cyruspredatorix](#)

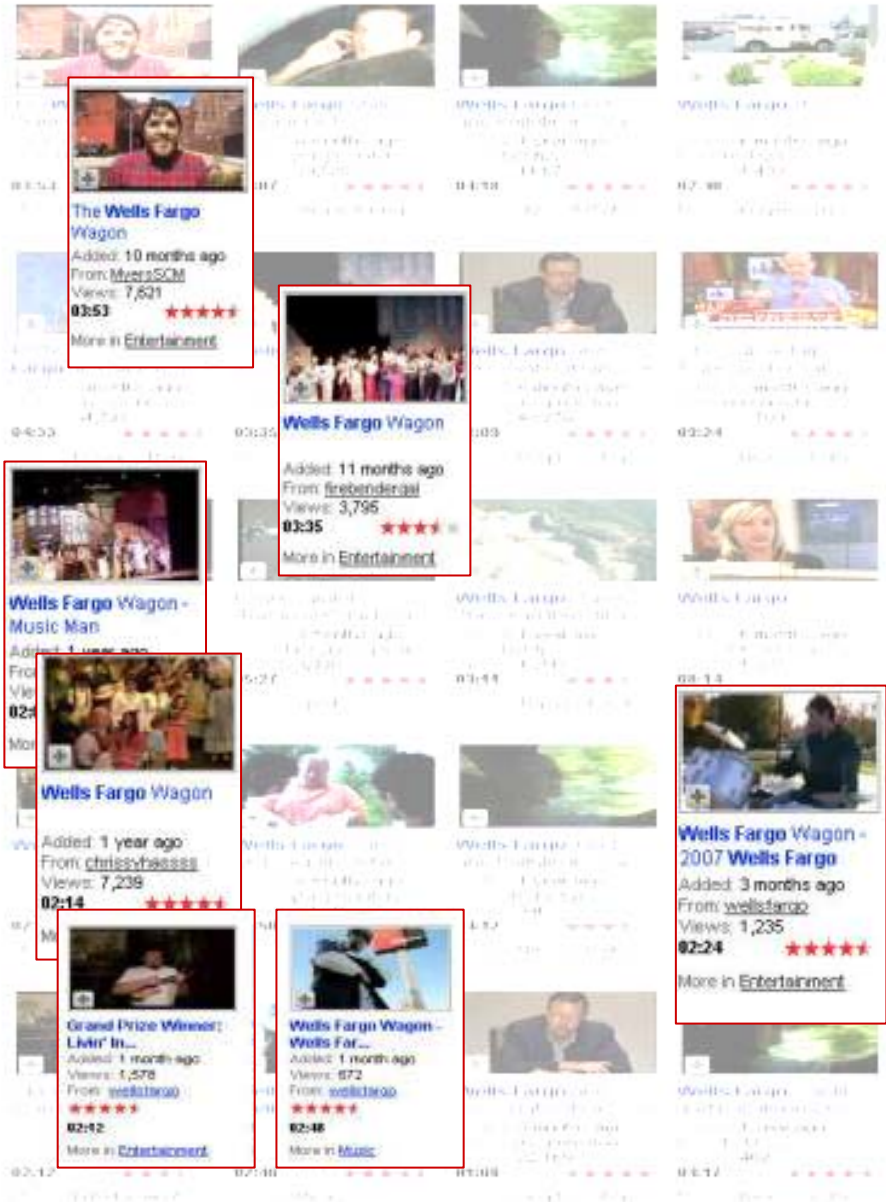
Views: 9,333

Added: 2 months ago

Note that most detractors are focused on perceived conspiracies and wrong-doing.

Wells Fargo · 100 videos · 100 channels · 100 playlists

Videos · Channels · Help



After our video contest

- More positive content is now on the first page of YouTube search results for *Wells Fargo*
- Displaced some key brand detractor videos

Someday Stories... a contest with social media components

- Contemporizes the essay contest by encouraging participants to share their Someday story
- Five stories selected for \$10,000 first prize, delivered via Wells Fargo Stagecoach
- Five first prize winners filmed and be eligible to win the Grand Prize of \$100,000
- Consumers voting in a video contest format for the \$100,000



www.wellsfargo.com/somedaystories



Mary Prescott from Colorado Springs, CO wants to help her mother open Angel House, a hospice, to improve the quality of life for the terminally ill.




Erin Sullivan from Prescott Valley, AZ has a dream to open a used bookstore where adventure can be traded for philosophy, philosophy for romance, and romance for history.



Evelyn Krieger from Sharon, MA will help her 17 year-old daughter expand the magazine, Yaldah, which she started when she was only 13.



Tiffany Tatum from Reno, NV, a Clinical Laboratory Technician in the Air National Guard, has always dreamed of becoming a doctor. 



Danny Gibbons from Provo, UT has dreamed of becoming a physical therapist after a car accident changed his life and physical therapists nursed him back to health.

A yellow sunburst pattern with rays emanating from the top left corner, filling the top half of the slide.

Someday StoriesSM

Mary Parrott | Rye, Colorado
"The Angel House"

Someday Stories social media integration

Someday Stories
Facebook Fan Page

Viral Widget can be
embedded in other blogs

facebook Home Profile Friends Inbox Matthew Schaefer

Wells Fargo Someday Stories Finalists 4 Browse near Someday

WELLS FARGO Someday STORIES

Information +90

Website: <http://wellsfargo.com/somedaystories>
Company Overview: For over 156 years, Wells Fargo has helped people achieve their dreams – a tradition that continues with our Someday Stories (SM) contest.

We asked folks from communities all over to submit an inspirational story about their "someday" dream and how Wells Fargo could help them reach it. The five finalists each won \$10,000, and now have a chance to win the \$100,000 Grand Prize. Some amazing causes – the Boys & Girls Clubs of America, Habitat for Humanity and Junior Achievement – also stand to...

Someday Stories Value Widget +0

Vote Share About Causes

WELLS FARGO Someday STORIES

Someday Stories™
Someday Stories Finalist

Vote for your favorite Someday Story™ finalist

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You can grab the code for your blog, website or profile here:

```
<object width="300" height="322">  
<img alt="Wells Fargo Someday Stories Value Widget" data-bbox="528 618 708 868" />  
value="http://www.wellsfargo.com/somedaystories" />  
</object>
```

Fans 8 of 145 Fans See All

Walter Lewis, Daniel Firestein, Michele Hilland Ring, Casey Acher, Jennifer Caspiand, Carolyn Lundin

Meet the Finalists +0

Danay Gibbons

After a car accident that almost took his life, Daniel Gibbons found his dream despite the pain of rehabilitation. His goal is to become a physical therapist, and now as a student, young husband and soon-to-be father, now is his chance.

Mary Parnelli

Someday Stories social media integration

Supporting A Great Cause - SLC Tweetup

Salt Lake City's Twitter community is coming together again tonight for our monthly Tweetup. This time we're welcoming Danny from Provo UT to our group. He's a contestant in [Wells Fargo's Someday Stories contest](#). The contest encouraged people to submit a 250-word true and inspiring story about their "someday" dreams and how Wells Fargo could help them achieve it. Danny's one of the five finalists chosen and you can see a video of his story [here](#). The video with the most votes wins the grand prize. All we need to do to give our support is vote for his video. This is social media and viral marketing in action!



The screenshot shows the Twitter profile for TweetUpSLC. The profile picture is a cityscape at night. The bio reads: "Use Twitter? Live in SLC? Join us for monthly TweetUps to chat with fellow Twitterers!". The profile shows 127 following, 127 followers, and 25 updates. The main content area displays several tweets related to the SLC Tweetup event, including a birthday message to @cachedout, a tweet from @JesseStay about using #SLC, a tweet from @utahseopro saying "i love @utahseopro", and a retweet from @ghennipher. The right sidebar shows a "Following" list with a "View All..." link and a "block TweetUpSLC" link.

twitter

Home Profile Find People Settings Help Sign out

 **TweetUpSLC**

Follow

@cachedout A VERY happy birthday from TweetupSLC! :)
about 8 hours ago from web in reply to cachedout

@JesseStay sure I can add #utah, i've been using #SLC 8:30 AM Oct 21st
from web in reply to JesseStay

#SLC Tweetup group - You all ROCK! The Tweetup last night was great - thank you all for attending!! :) 8:02 AM Oct 21st from web

i love @utahseopro 7:08 PM Oct 20th from web

<http://twitpic.com/hcr9> At the Tweetup. Great turnout! People are still streaming in. Come on down if ur interested! 6:41 PM Oct 20th from twitterrific

@jhofheins We'll miss you there tonight..We'll try to put together a Tweetup on Saturday sometime soon :) 12:36 PM Oct 20th from web in reply to jhofheins

Retweeting **@ghennipher** Support a great cause - #SLC Tweetup tonight
<http://tinyurl.com/63vpc8> 12:30 PM Oct 20th from web

Name TweetUpSLC
Location SLC, UT
Bio Use Twitter? Live in SLC? Join us for monthly TweetUps to chat with fellow Twitterers!

127 following 127 followers 25 updates

Updates

Favorites

Following

[View All...](#)
[block TweetUpSLC](#)

Learning from our peers

- Joined eleven other companies that are active in social media to form the Blog Council
 - ▶ Facilitates sharing of information and best practices



Best Practice example: Dell

- PC maker Dell is mentioned 2-3,000 times every day in CGM
- A dedicated team listens and responds
- Dell has gone from social media laggard to leader



Dell does Customer Service right!

I have owned a few Dell Computers over the years and have generally been happy with their reliability. Every now and then, unfortunately, something goes wrong with the hardware and I need to call them for help. I have to admit I have been generally un-
provides (a
answering i
number to t

Comments

I am glad we are able to help solve the issue and thanks so much for sharing the positive feedback. Its always rewarding for all of us at Dell to hear directly from customers. Its also great to know that not only our team, but some of the investments, such as DellConnect, are working to deliver a better customer experience. Appreciate the feedback



Dell Customer Service responded to this personal blog just 2 hours after the post!

The Journey

- Listen
- Start small
- Leverage assets
- Integrate
- Learn and build

“Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, far from discouraging, only adds to the joy and glory of the climb.”

Sir Winston Churchill

Questions

