

twitter: @mariesornin www.digitalcuisine.net



What are the **three words**
that will guarantee
social media success?



Word #1

ENTERTAINMENT



How does it work?



Marry Me Microsoft made computing fun by turning a product into a story



Word #2

VALUE



How does it work?

Share This: [Twitter](#) [Facebook](#)

Today's Deal: \$25 for \$50 Worth of Apparel at Gap

\$25 [Buy!](#)

Value	Discount	You Save
\$50	50%	\$25

[Buy it for a friend!](#)

Time Left To Buy
7 hours
46 minutes
51 seconds

10,648 bought
[The deal is on!](#)
Tipped at 12:55AM with 600 bought

The Fine Print
Expires Nov 19, 2010
Limit 1/person. Valid in-store at US and Canada Gap stores only. Not valid @ Gap Outlet, Factory, Generation, online. Not valid for GiftCards, tax, or w/other offers. \$50 minimum purchase. [View complete terms](#)
[See the rules that apply to all deals.](#)

Highlights

- For use on any item in-store, including sale items
- New line of women's pants
- Many locations

[Download full size \(65 KB\)](#)

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Gap, the first ever Groupon deal broke “back to school” sales record



Word #3

UTILITY



How does it work?



Bestbuys Twelpforce:
2 in 1: more loyal customers and staff!

#1#2#3



WHOPPER SACRIFICE

**YOU LIKE YOUR FRIENDS,
BUT YOU LOVE THE
WHOPPER®**

What would you do for a free WHOPPER®? Now is the time to put your fair-weather web friendships to the test. Install WHOPPER® Sacrifice on your Facebook profile, and we'll reward you with a free flame-broiled WHOPPER® when you sacrifice 10 of your friends.

**Install WHOPPER® SACRIFICE on
FACEBOOK**

**YOU HAVE PROVEN YOUR
LOVE OF THE WHOPPER.®**
But the sacrifice continues.

195367
FRIENDS HAVE BEEN SACRIFICED

Burger king Whopper sacrifice: Everybody's got Facebook friend they wish they could delete

So, what you need to remember from today is







Thank you