

**Social Media in
Marketing and
Corporate
Communications**



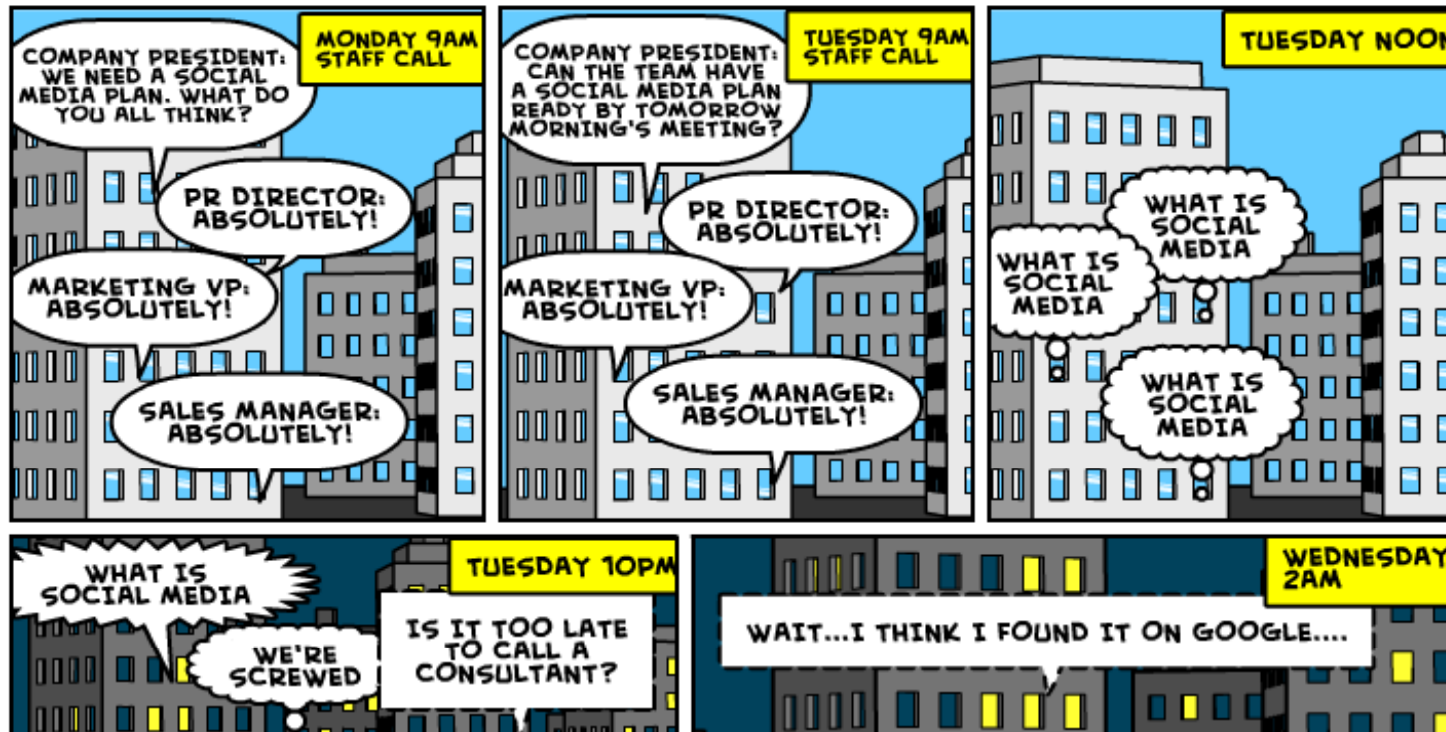
Warsaw 24.5.2011



One Day in the Office...

SOCIAL MEDIA PLANNING 911

BY IIGMEDIA.COM





Next step.....





Social Media - Definitions

*"An umbrella term that defines the various activities that integrate technology, social interaction and the construction of words, pictures, videos and audio."
(Wikikpedia.org)*

"A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content." (Kaplan, Haenlein)

"Technologies and platforms that support conversations."



The Cynical View

SOCIAL MEDIA

UNLOCKING THE AWESOME POTENTIAL OF BEHAVIORAL DISORDERS



The Social Media Tee - \$19.95
(Women's version also available)

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The Cynical View

SOCIAL MEDIA MARKETING MADNESS





Rzeczpospolita 12.5.2011

"The number of new social media platforms, crowdsourcing portals, information aggregators and collaborative projects is growing at a pace unseen since the creation of the online world..."

"Internet is increasingly becoming the preferred place to do business. It already brings in zł.35.7 billion every year, some 2.7 percent of Poland's GDP..."

"Analysts expect online business ventures to grow at a pace of ca.14 percent per year through 2015, reaching soon 4 percent of the country's GDP and eventually outpacing the economic roles of mining, financial services and the energy sector."



Rzeczpospolita 12.5.2011

"Polish firms spent some zł.1.6 billion on advertising in Q1 alone and their spending is expected to reach zł.7.7 billion come the end of the year."

"Internet is seeing the biggest jump in spending, with online ads growing nearly 21 percent to zł.261.6 million, according to media firm Starlink. The company expects television giants to keep losing ground to new online outlets as more businesses look to advertise on the Internet."



Rzeczpospolita 12.5.2011

"Value of Poland's Internet economy is expected to reach zł.76.6 billion by 2015. At the optimistic extreme, those numbers could be as high as zł.92 billion, as the sector could grow twice as fast as the country's economy as a whole."

(source: Boston Consulting report commissioned by Google)



Hype or A Sustainable Trend?

- Example: Twitter in Poland
 - Random interview with about 20 urban professionals: None used twitter; some did not even know what it was.
 - Most followed Polish "tweeter" today has 69 000 followers; no. 2 about 12 400 and no 3 under 10 000.*
 - TVN ranked 11th with 5 300 followers; top 50 made with 458 followers.*

(*source: *Twitaholic.com*)



Social Media – A Tool

- ❑ Nothing new under the sun: It's about communicating.
- ❑ Social media is a new communications and marketing tool. Should be looked at, thought of and used as a tool.
- ❑ Face-to-face, internal magazine, intranet, notice board, press releases, newspapers and TV, billboards, direct mail, social media – all tools.



Social Media – A Tool

- ❑ A tool can be used skillfully, or not so skillfully. The goal is the same: To communicate effectively and in a relevant way, **reaching the target audience(s)**.
- ❑ Using a new tool does not change the basic rules of good and effective communications!



Social Media – Where Is Your Audience?

- Using social media is not a must, as little as using a billboard, internal magazine or a company notice board.
- For many businesses it provides new opportunities for interacting and communicating with existing or new audiences.
- Using social media because others are using it is not a convincing motive for investment.
- Can be an effective complementary tool, rarely the only tool, whether for corporate communications or marketing.



Social Media – Before You Commit

- Analyze the communications/marketing needs, the target audiences, the characteristics of each tool and the resources needed.
- What are the objectives, key strategies to achieve the objective, which actions should you take under each strategy and which tools and resources are available, what are the coordination needs.
- Aim, aim, aim – and shoot.



Example – Internal Communications

- “Employees should feel they are kept up-to-date in a timely manner about important company issues; they should learn of them from us before they read or hear about them in media.”
- Audience: 80 % factory employees, 20 % office and administration.
- Intranet, internet, internal publications, notice boards, social media, e-mail, face-to-face....



Some Characteristics of Social Media



On the Internet, nobody knows you're a dog. But they can smell a marketer from a mile away.

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"Ah, Mr. Collins? We are friends on Facebook, but I can't remember why."

search ID: dden47



Some Characteristics of Social Media

- ❑ Interactive – also user/consumer generated content, “a two-way street”.
- ❑ Potential to reach large audiences and to spread like wildfire – or to reach practically no one. Almost anyone can access the content anywhere – but no one has to.
- ❑ Inexpensive on the face of it but requires human resources and follow-up – commitment.
- ❑ Enables instantaneous public reactions, no “heads-up”. Constant editing vs. permanence – and no retracting.

Thank You!



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