TODAY'S LESSON:

#SOCIALMEDIA MARKETING

THE CYNOPSISMEDIA BOOT CAMP

TODAY'S LESSON

How to win?

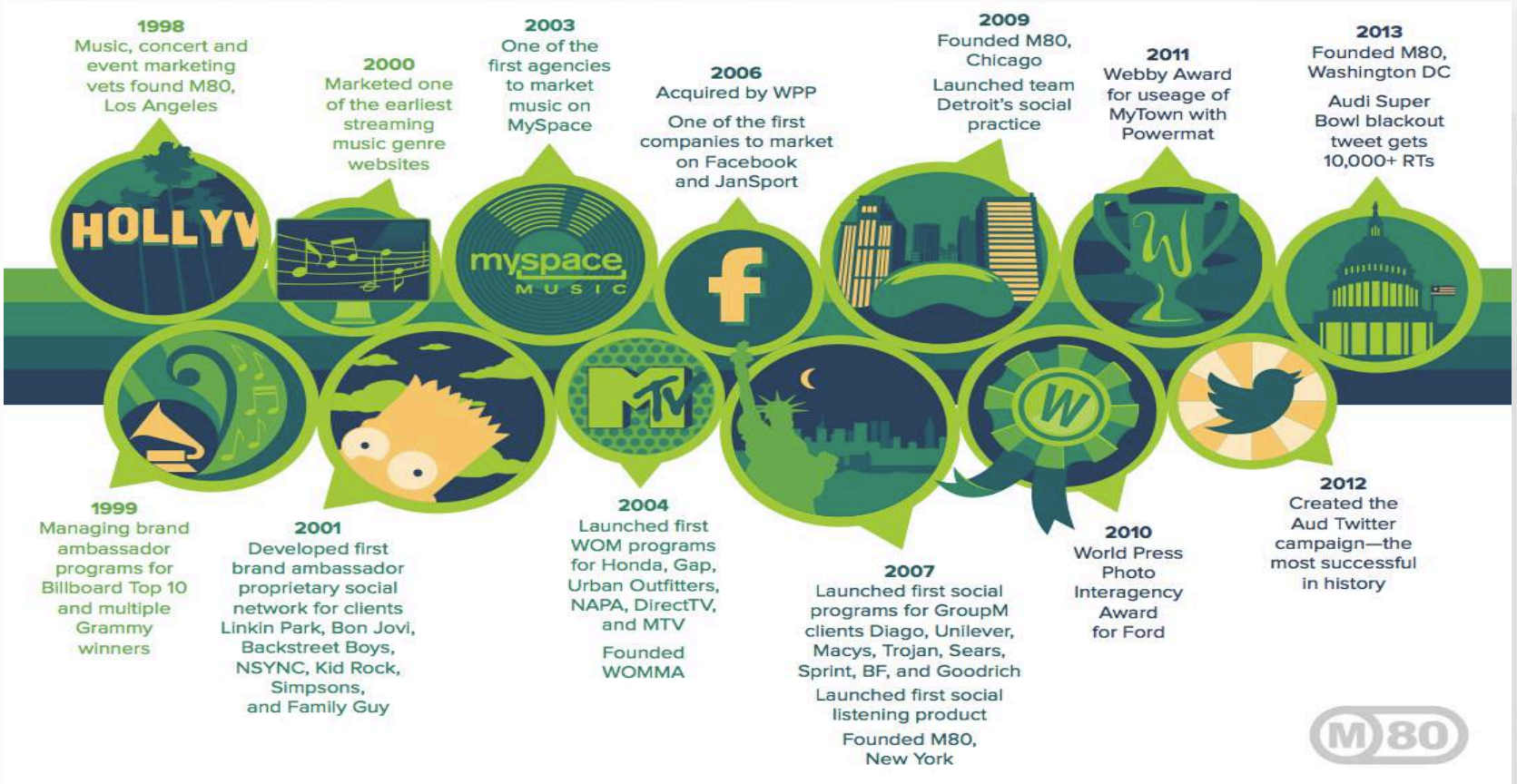
A **consumer centric approach** that brings together **talent**, **creativity**, **data**, and **technology** **that compliments, supports and aligns with overall marketing and business objectives.**

Every brand must define what their success should like.

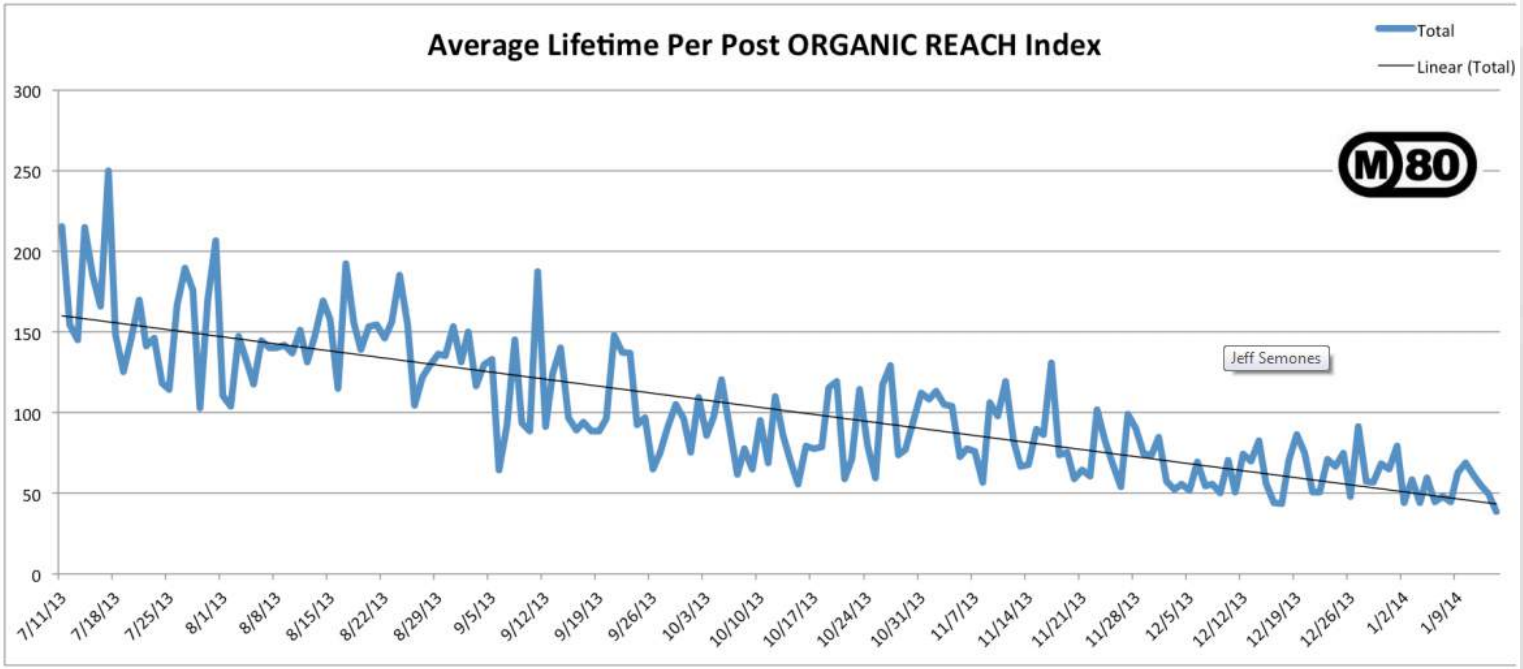
REMINDER: WHY SOCIAL MATTERS

- ENHANCES BRAND AWARENESS
- ENABLES A STRONGER RELATIONSHIP WITH CUSTOMERS
- PROVIDES THE BIGGEST CONSUMER DATABASE IN HISTORY
- IMPROVES PRODUCT/SERVICE INFO & CUSTOMER SUPPORT
- WOM & RATINGS/REVIEWS INFLUENCE PURCHASE
- OPPORTUNITIES TO TURN CUSTOMERS INTO ADVOCATES
- SOCIAL + SEARCH IS NOW FUNDAMENTAL
- SOCIAL DATA CAN INFORM ALL ASPECTS OF BUSINESS
- #1 CONSUMERS EXPECT BRANDS TO BE THERE

EVOLUTION OF SOCIAL MEDIA: PURSUIT OF ADVOCACY



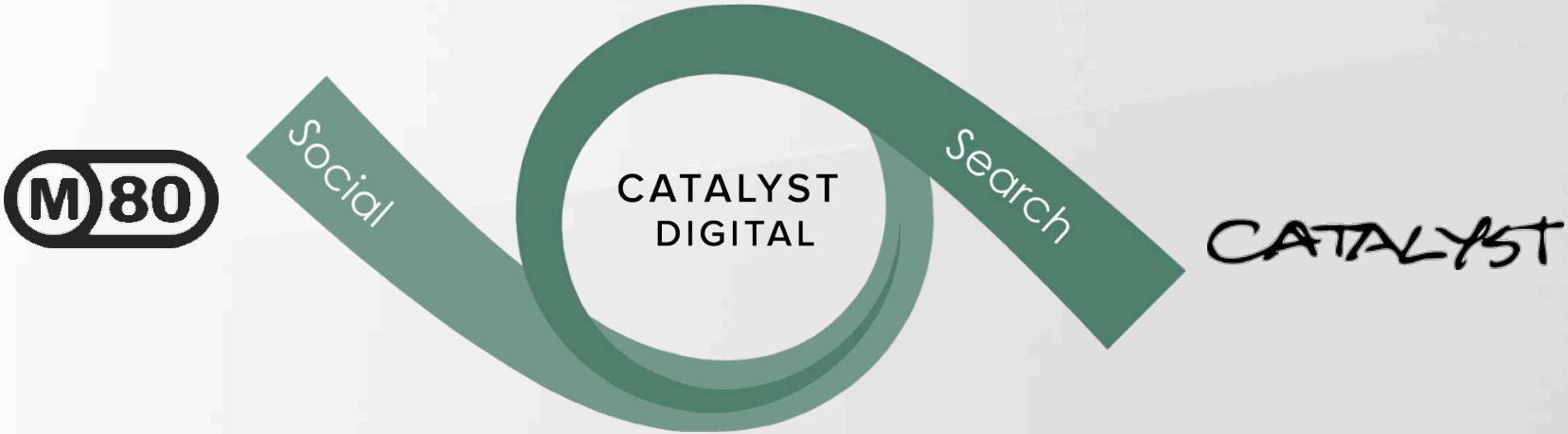
EVOLUTION CONTINUES: "A NEW REALITY"



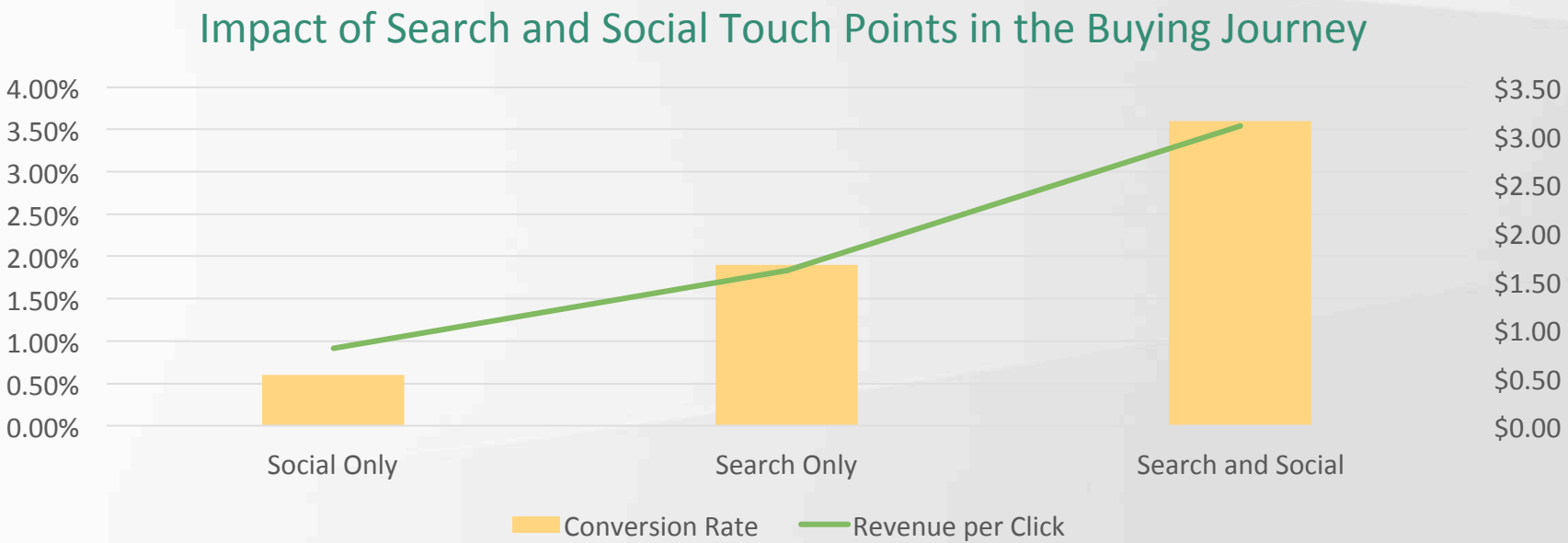
EVOLUTION CONTINUES: OUR APPROACH

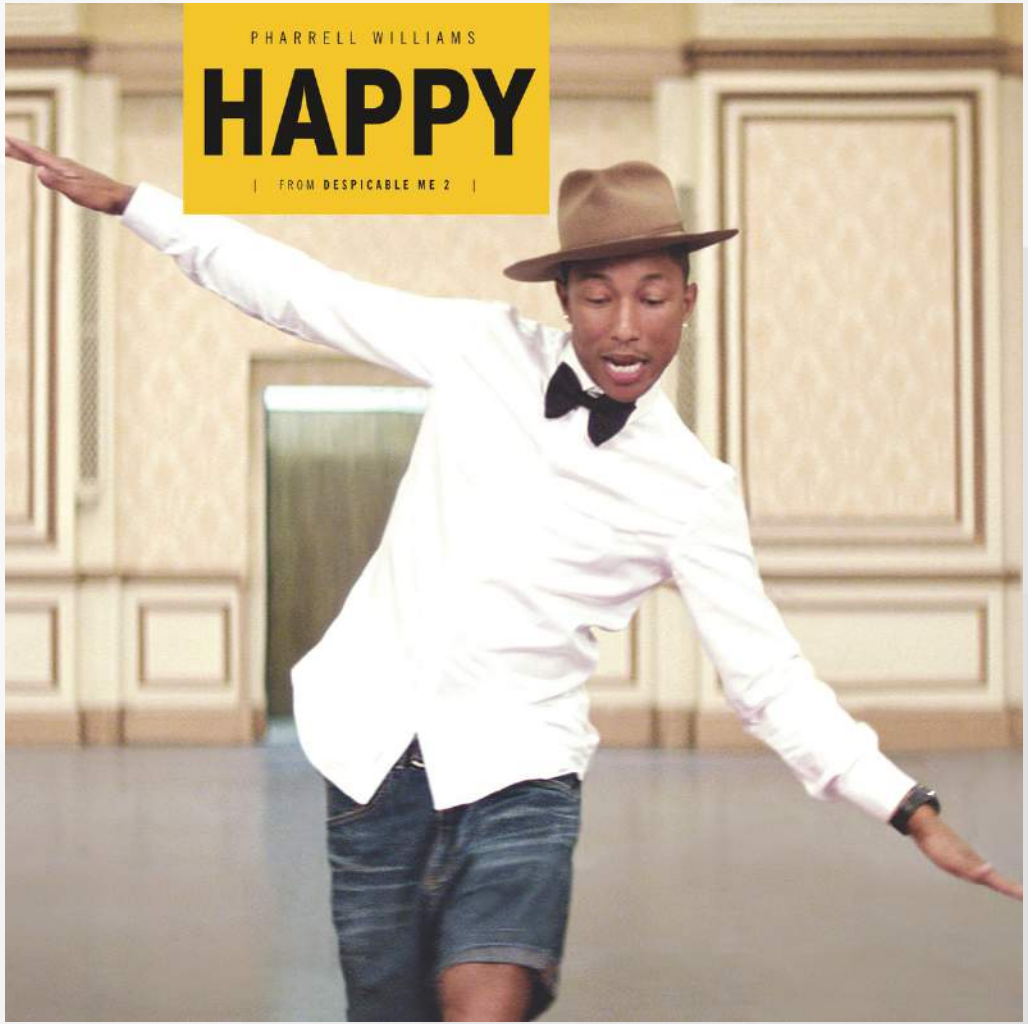
Motivated by consumer behavior we've merged social & search expertise.

Focused on the business of connecting the language of discovery, intent and the power of sharing with the goal of influencing & amplifying conversion throughout the consumer journey



PRESENT DAY: QUANTIFIABLE ROI

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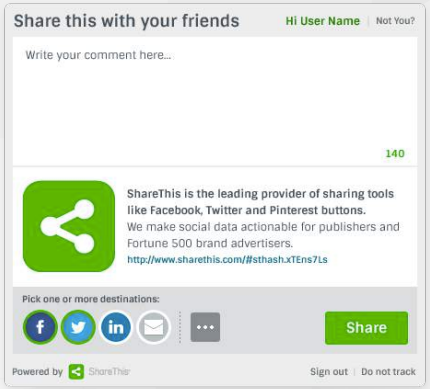
A Wealth of Data

SHARETHIS NETWORK



3.1 MM SITES AND APPS

120 SOCIAL CHANNELS

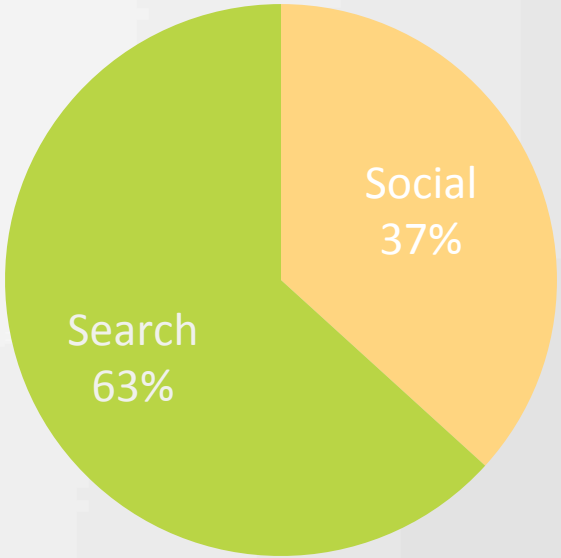
210 MM US USERS[1]

90% REACH[1]

1. comScore Media Matrix Report

SHARING GENERATES MORE THAN 20% OF ALL INTERNET TRAFFIC (MORE THAN HALF THE VOLUME OF SEARCH

Sharing vs. search events in one month



Source: ShareThis Internal Data Jan 2014

USER INTENT

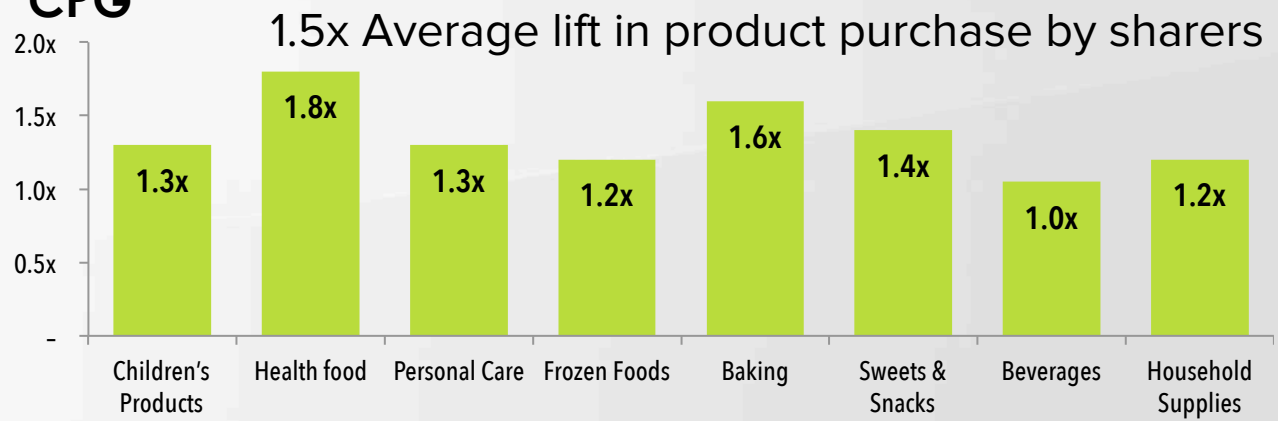
AUTOS

Consumers who are in market for a new vehicle are nearly **10x more social** about cars than the rest of the web [1]

ENTERTAINMENT

Users who **share film content** are **nearly 6x more likely** to **purchase movie tickets** [2]

CPG



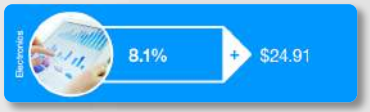
Source: 1. ShareThis / Polk Autos Study, 3. ShareThis / Disney Entertainment Study, 3. ShareThis / Unilever CPG Study

PRODUCT VALUE

Users are prepared to pay higher prices for products that people have shared positive articles / comments about

CPG brands: **$0.92 higher on average**

A**uto** brands: **$3,708** higher on average



E**lectronics** brands: **$24.91 higher** on average

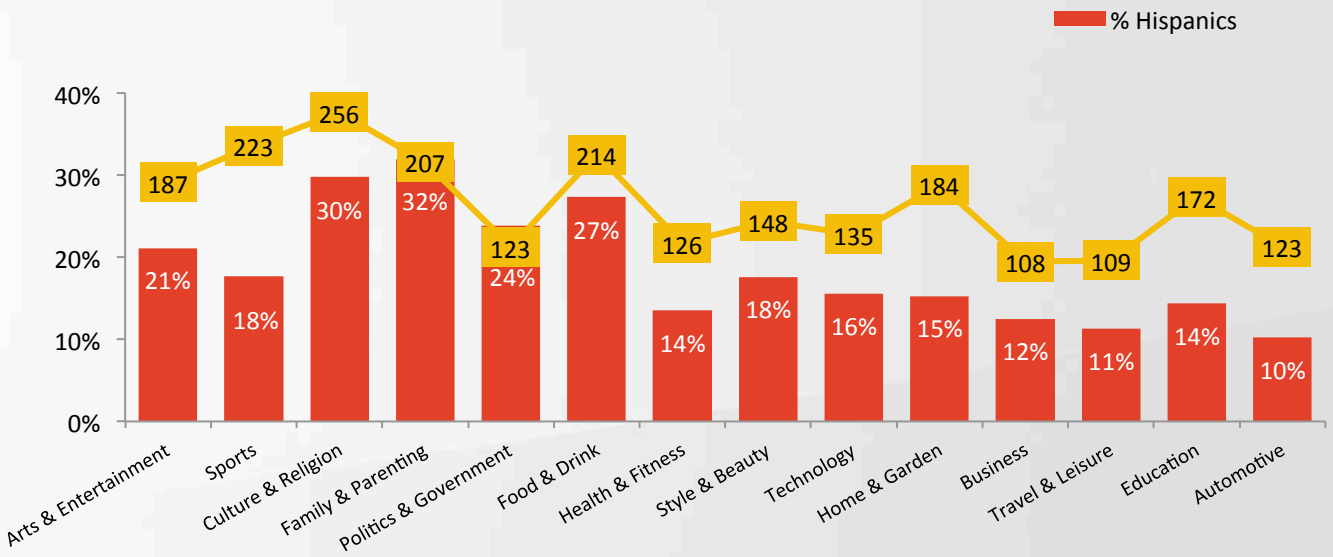
Source: ShareThis / Paley Center Return on Sharing Study, 2014

TRENDING CONTENT

Super Bowl 2015 sharing activity:

Source: ShareThis Super Bowl Study 2015

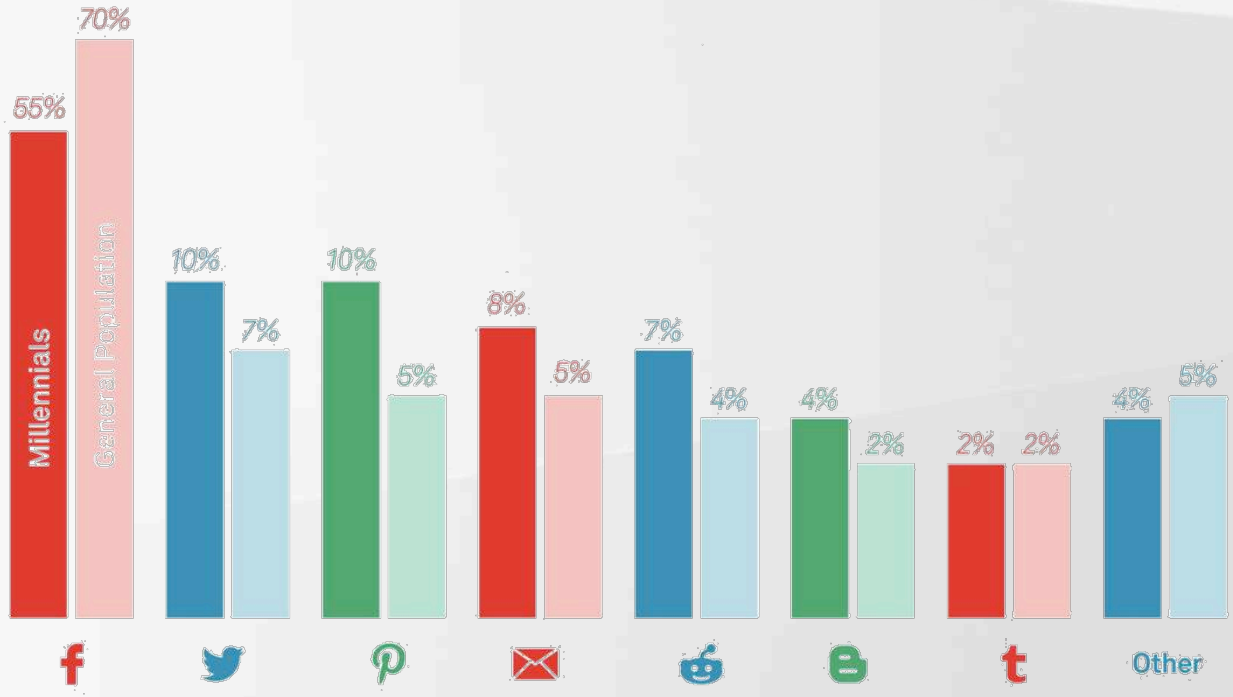
USER PROFILE



Source: ShareThis / Unilever Hispanics Study 2014

CHANNEL USAGE

Millennials sharing channels vs. general population



Source: ShareThis Millennials Study 2014

How To Make It Work

THE SOCIAL TRUTHS

Content Quality > Quantity

Be Authentic / Responsive / Human

Be Relevant

Extension of marketers Brand

Listen First

CONSUMER PATH TO PURCHASE IS NOT A FUNNEL IT IS AN ADVOCACY DRIVEN CYCLE

PHASED STRATEGY TO MEET SOCIAL GOALS

Create Brand Awareness

Creation and consistent publishing of quality brand content

Inspire Engagement

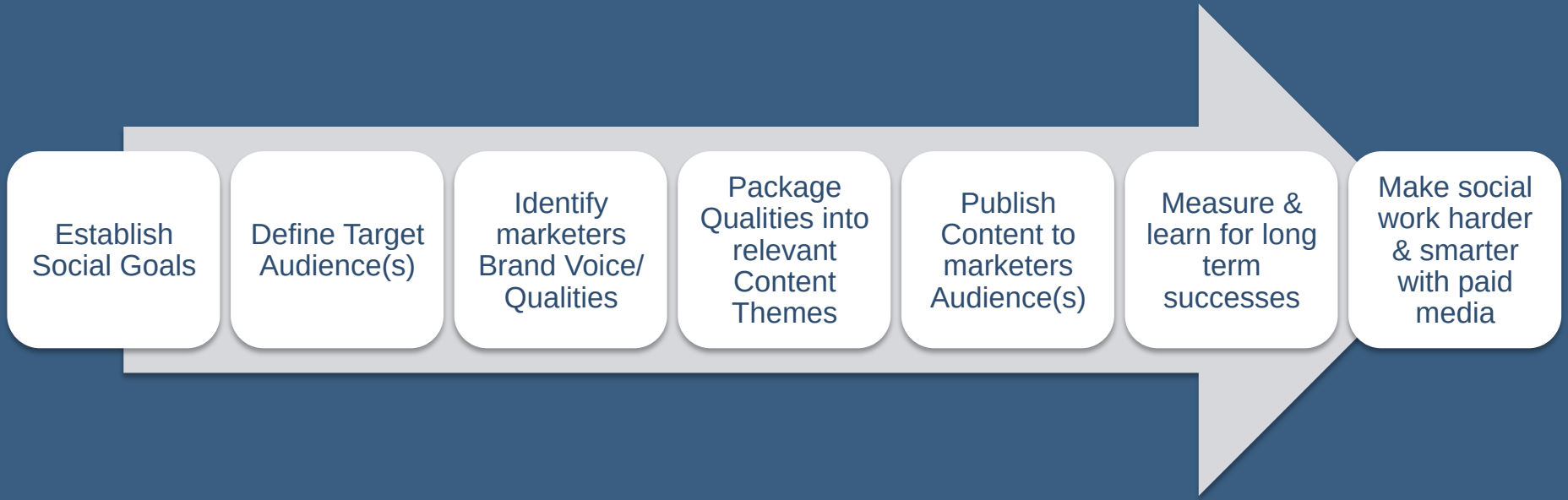
Create an emotional connection with consumers

Encourage Advocacy

Build relationships via always-on conversation, inspiration, and education

TALENT IS KEY: SAMPLE TEAM STRUCTURE

STRATEGIC ROADMAP



KEY LESSONS TO MAKE SOCIAL WORK FOR YOU

- Use social data to learn about your audience
- Be informed about where they spend time and utilize multiple social channels
- Stop thinking of social as a free marketplace and pay to play
- Invest in content and be smart about how you use it
- Be prepared for a mobile first world

#THANKYOU

NOW, Q & A TIME

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