Social Strategy and Social Media Marketing

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Social Strategy and Social Media Marketing

Listen
Analyze
Customers
Brands
Products
Communication
Broadcast
Collect

Goal: Business Value

Strategy
sCRM
sERP
Social Media Marketing

- What is the role of social marketing?
- Social media marketing work flow
- What to consider to build up a strategy?
- Top social media sites and how to use them
- Best practices
Understanding the Role of Social Media in Marketing

- Your business
- How it best fits?
- How much effort are you willing to put?

http://www.youtube.com/watch?v=fwDYYVY09gw&feature=related
Understanding the Role of Social Media in Marketing

- 31% Secure the conversation
- 75% Fascinate your audience
- 7%
- 23%
- 67%
- 51%

Secure the conversation / Fascinate your audience
Work Flow

Listen & Analyze data

Create communication strategy

Broadcast

Collect & Analyze data

Modify processes & marketing strategy

Rinse & repeat

Secure the conversation / Fascinate your audience
Analyze

- RSS
- Google analytics
- Google alerts
- Tweet beep

Secure the conversation / Fascinate your audience
Social communications and collaboration

- Networking
- Collaboration
- Publishing
- Feedback

%47 Brand

%30 phone

1.5 billion/day
Communication Strategy

- Reason
- Engage
- Multiply
- Tactics
- Content
- Host

- Prospects
- Proactivity
- CRM

Secure the conversation / Fascinate your audience
Broadcast

Social networks + Smart tools = Effective results

- Your Business
- Your Society
- Your Broadcast Media
- Your Location

Secure the conversation / Fascinate your audience
Collect data

What social channels are used to distribute content and messages?

How has the target audience engaged with the content?

To what degree have social channels had an impact on perceptions?

What action did the target audience take?

Collect data

Social Media ROI

Secure the conversation / Fascinate your audience
Analyze data

- Interaction
- Conversion
- Metrics
- Influence
- Sales
- Cost-per-Conversation
- Cost-per-Click

Secure the conversation / Fascinate your audience
Tools for collecting
Top social media sites and how to use them

- Setup
- Maintenance
- Key strategies

Secure the conversation / Fascinate your audience
Statistics

- Health: 18,058
- Restaurant: 12,760
- Bar & Nightclub: 1,329
- Shopping: 4,003
- Wealth & Services: 10,951
- Hotels & Tourism: 3,096
- Finance: 6,338
- Education: 10,285
- Security: 5,84
- Coffee: 5,191
- Event locations: 1,231
- Spor: 529
- Other: 47,655

Secure the conversation / Fascinate your audience
According to top performers, based on 284 qualified survey responses to the Q3 2010 Gleanster Voice of the customer survey.

Secure the conversation / Fascinate your audience
Statistics

DILBERT’S MARKETING WISDOM

IF EVERYONE EXPOSED TO A PRODUCT LIKES IT, THE PRODUCT WILL NOT SUCCEED.

THE REASON THAT A PRODUCT "EVERYONE LIKES" WILL FAIL IS BECAUSE NO ONE "LOVES" IT.
Statistics

• Main indicators
Statistics

• Social media members are 95% among internet users in Turkey

• 33% of Turkey’s population are in Facebook

• 20% Twitter users are from Turkey
Statistics

Figure 4: "Which of the following do a good job when you want to..."
Social Strategy and Social Media Marketing

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Secure the conversation / Fascinate your audience

Thank You
Why participate?

Secure the conversation / Fascinate your audience