

Social Strategy and Social Media Marketing

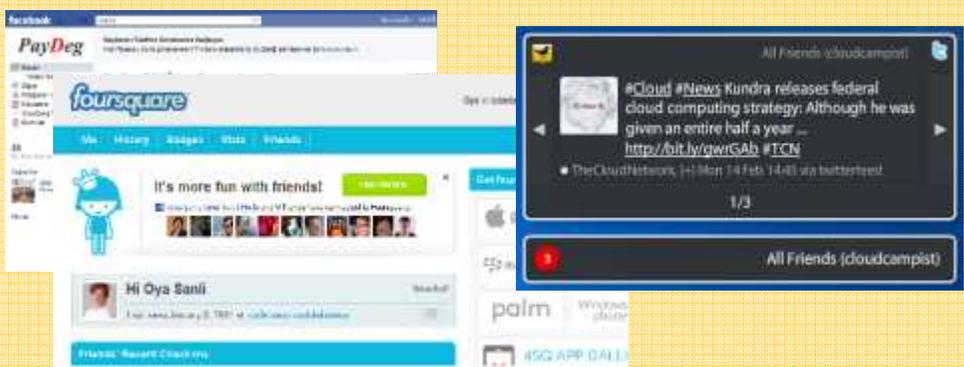


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Social Strategy and Social Media Marketing

Goal: Business Value

Listen
Analyze
Products Brands
Customers
Communication
Broadcast Collect

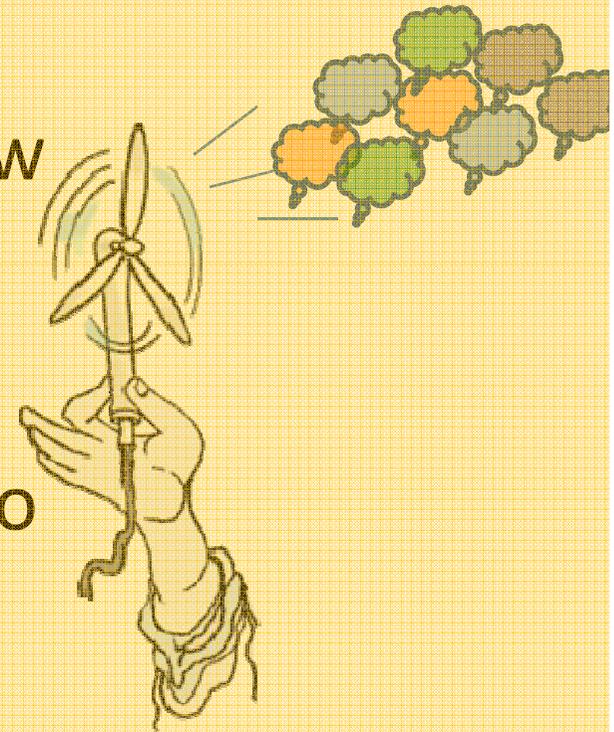


Strategy
sCRM
sERP

Social Media Marketing

Goal: Business Value

- 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



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Understanding the Role of Social Media in Marketing

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

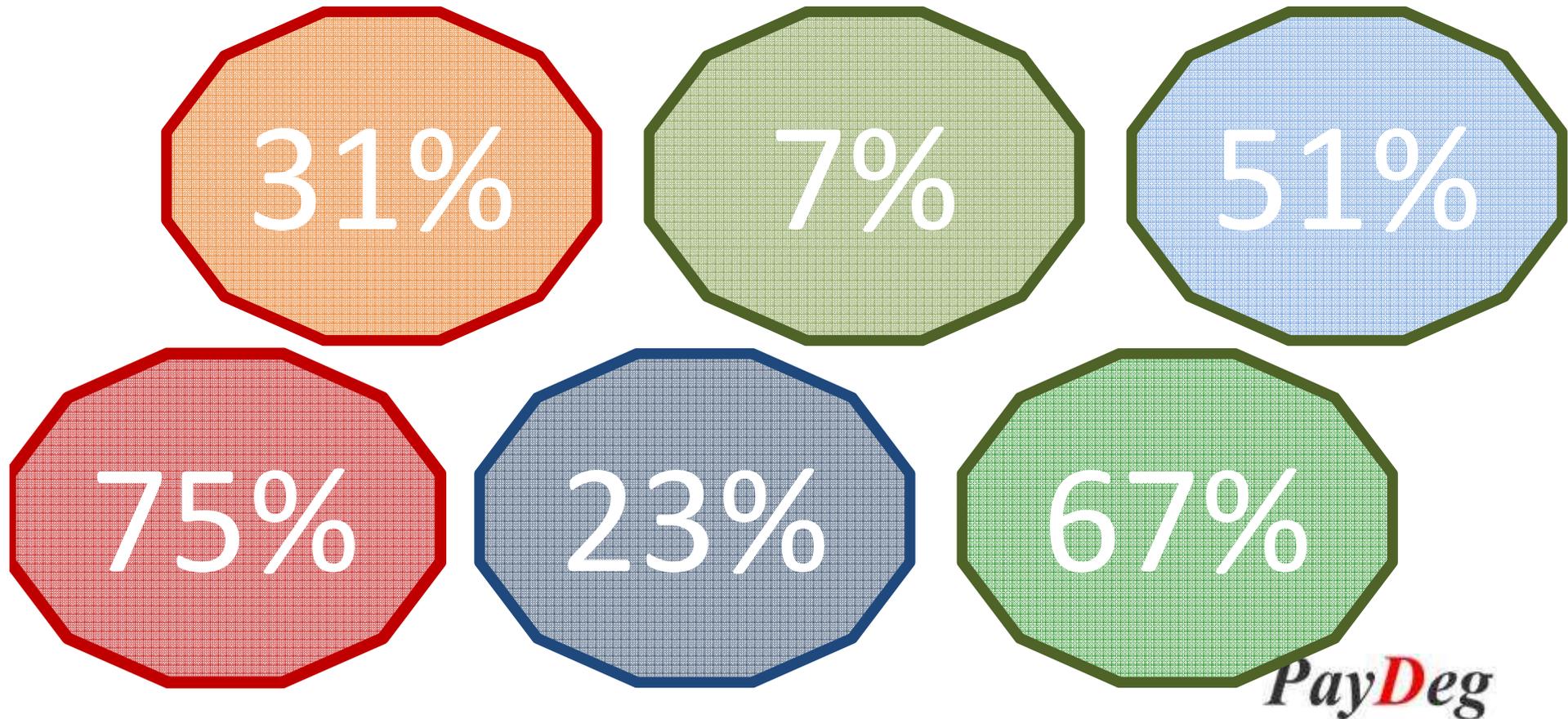


<http://www.youtube.com/watch?v=fwDYYVY09gw&feature=related>

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Secure the conversation / Fascinate your audience

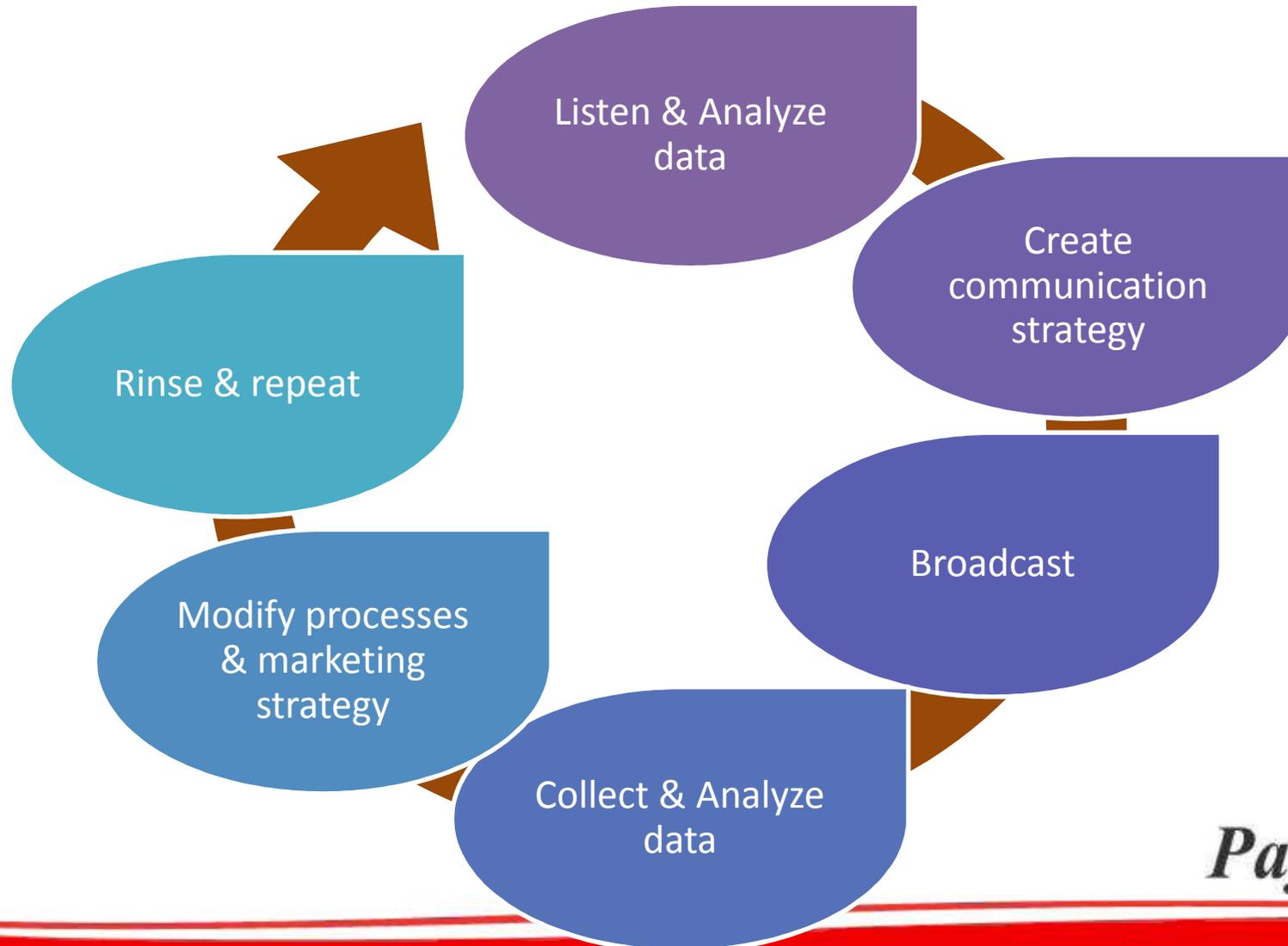
Understanding the Role of Social Media in Marketing



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Work Flow



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Listen



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Analyze



RSS



Google analytics



Google alerts



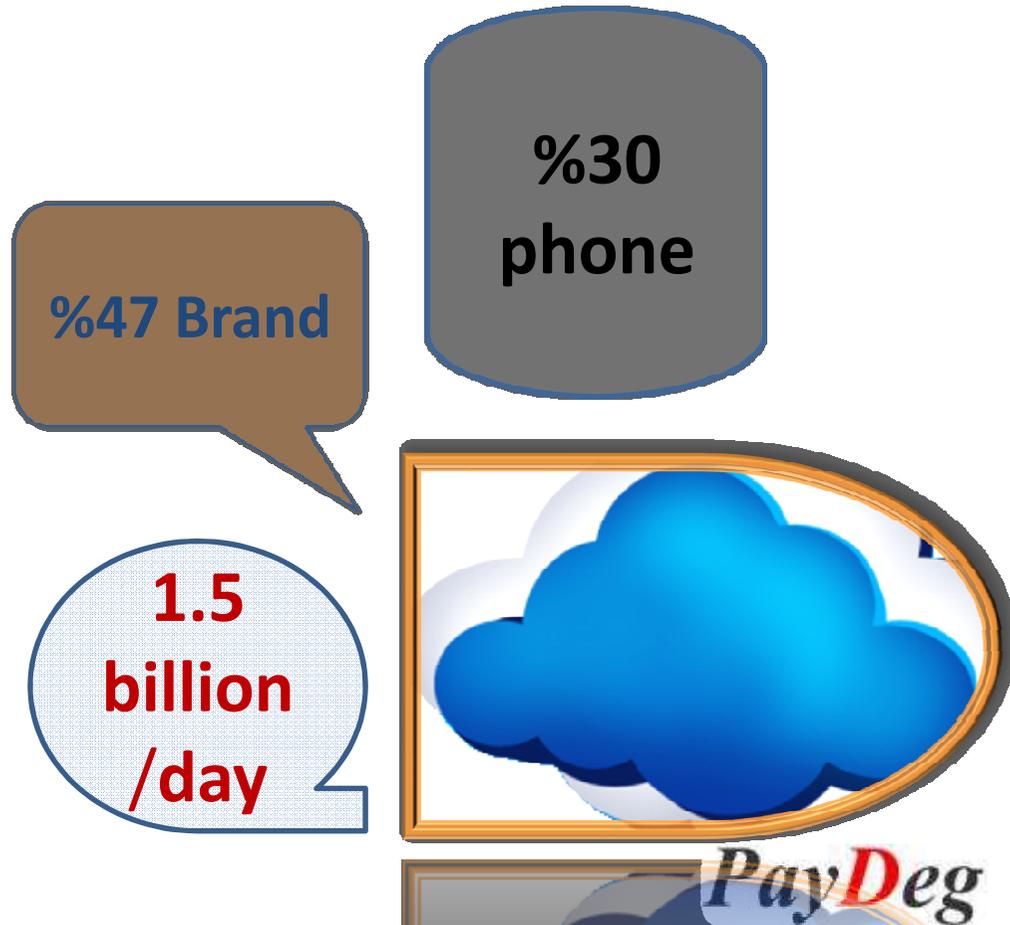
Tweet beep

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Social communications and collaboration

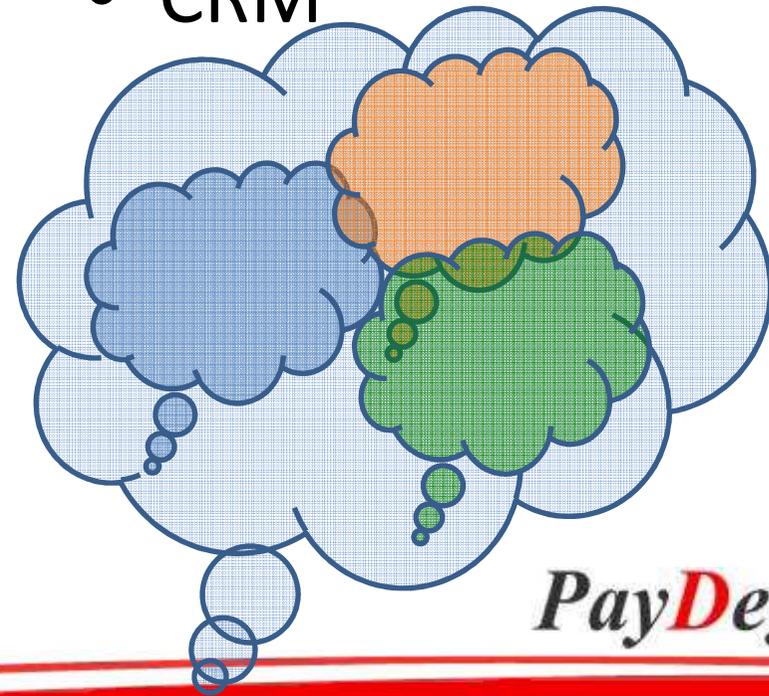
- Networking
- Collaboration
- Publishing
- Feedback



Secure the conversation / Fascinate your audience

Communication Strategy

- Reason
- Engage
- Multiply
- Tactics
- Content
- Host
- Prospects
- Proactivity
- CRM



Secure the conversation / Fascinate your audience

Broadcast

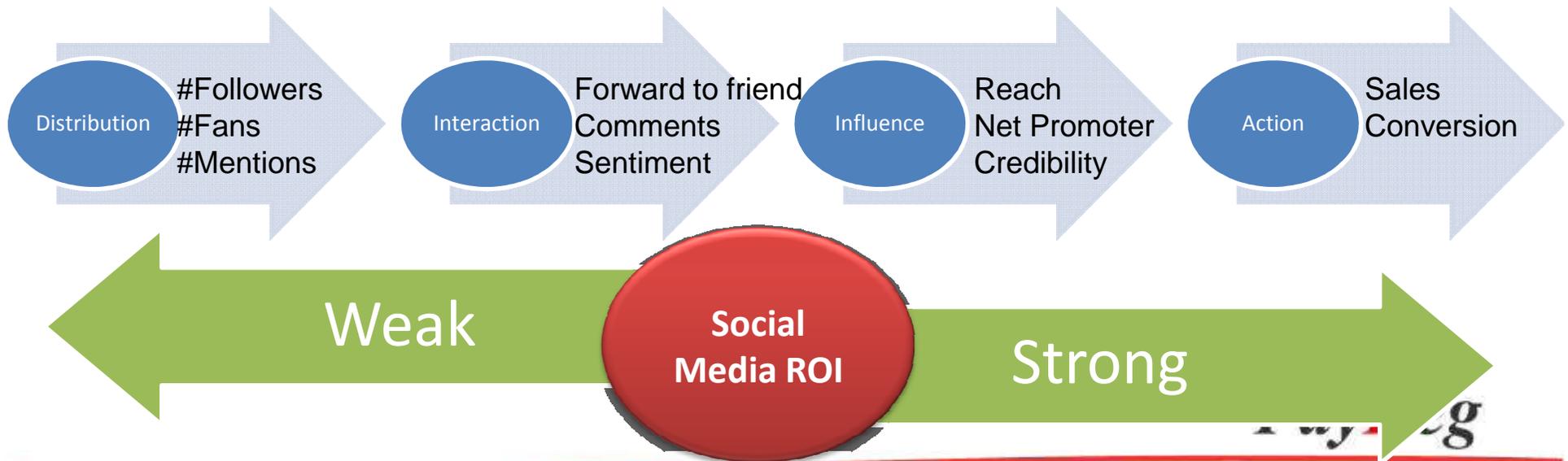


-  Your Business
-  Your Society
-  Your Broadcast Media
-  Your Location



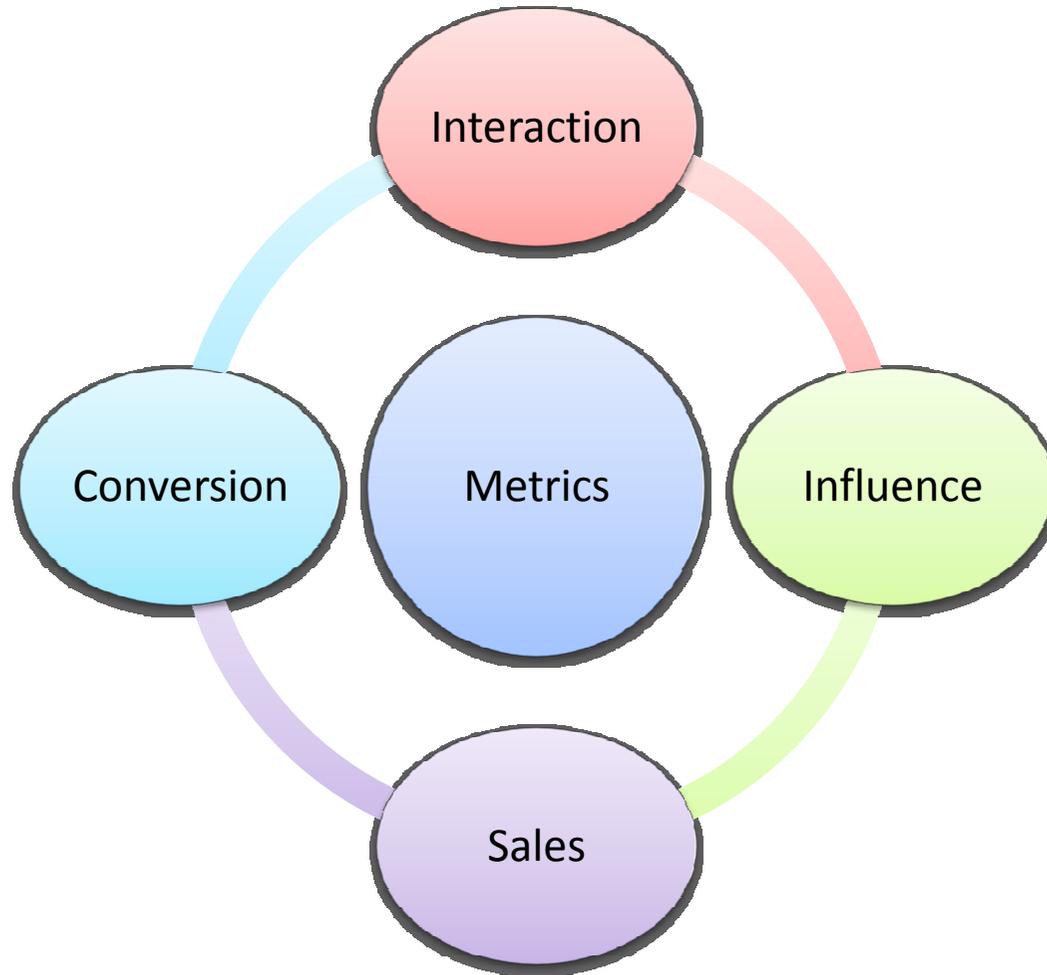
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Collect data



Secure the conversation / Fascinate your audience

Analyze data



Cost-per-Conversion

Cost-per-Click

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Tools for collecting



TURA KATIL

NASIL ÇALIŞIR?

SERVİSLER

BLOG

HAKKIMIZDA



Toplama

Veriyi hangi mecralardan alıyoruz?

Me@minds, Sosyal Medya Platformları ve isteğe bağlı içerik havuzlarına entegre olarak bilgiye erişir ve kullanılmak üzere kendi altyapısına gönderir. Kendi kullandığı altyapı geliştirmeye uygun ve yeni platformlara çok kısa sürelerde entegre olabilmektedir. Şu an en çok kullanılan sosyal mecralardan Twitter, Facebook, Friendfeed, Ekşisözlük ve LinkedIn'e tam entegrasyona bulunmaktadır.

me@minds
collect. understand. touch.

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Proline
İşbirlikçi

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Top social media sites and how to use them

Goal: Business Value

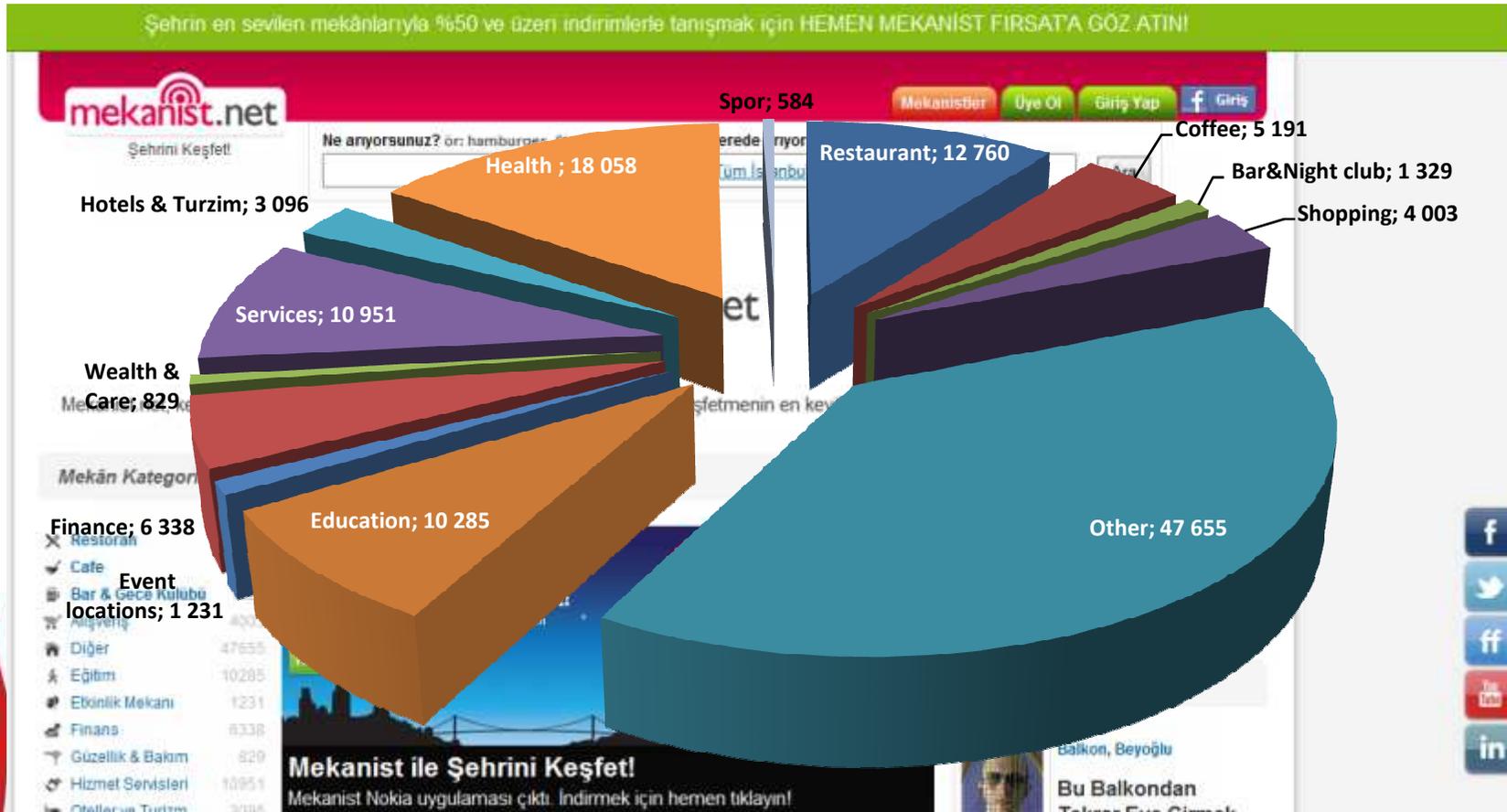
- Setup
- Maintenance
- Key strategies



blog

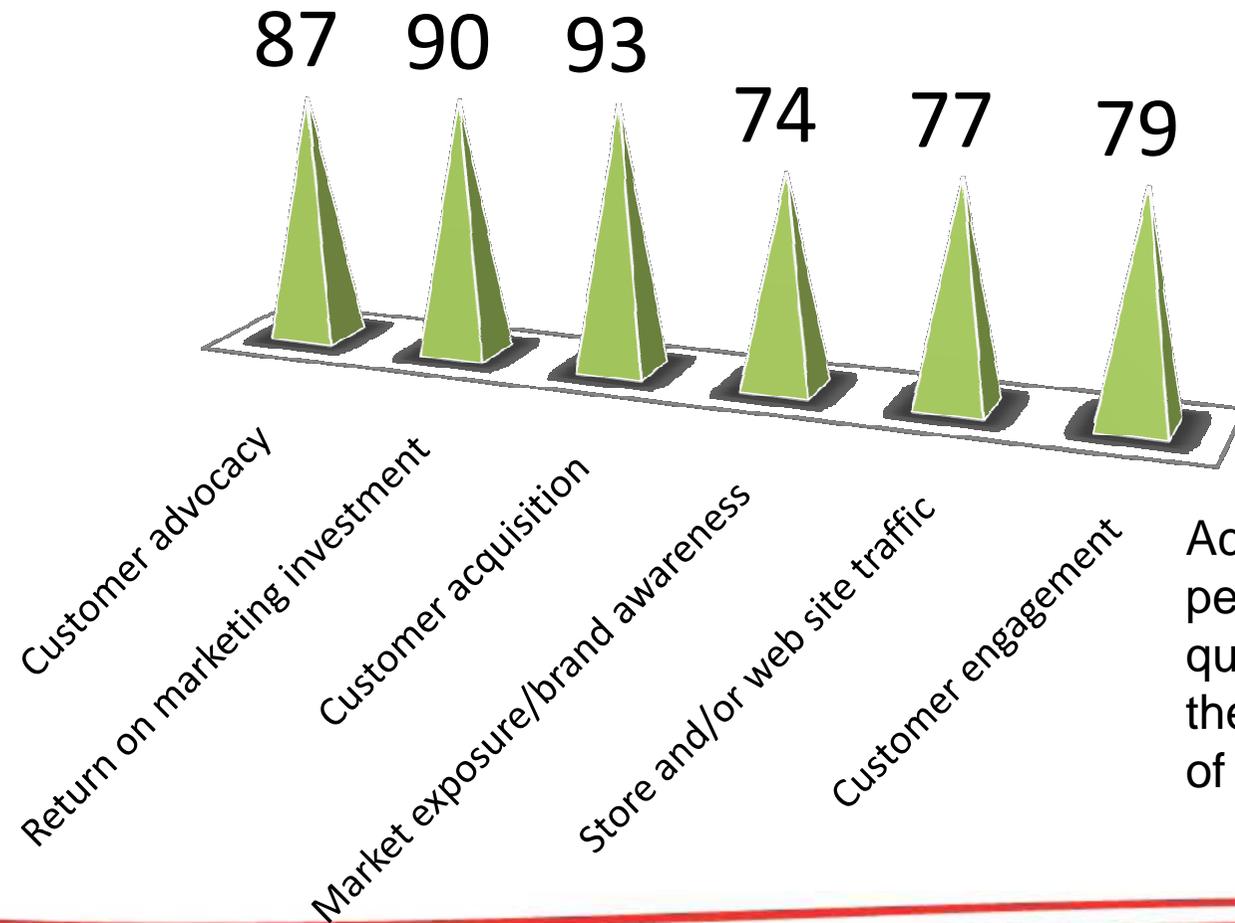


Statistics



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Reasons to implement



According to top performers, based on 284 qualified survey responses to the Q3 2010 Gleanster Voice of the customer survey

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Statistics

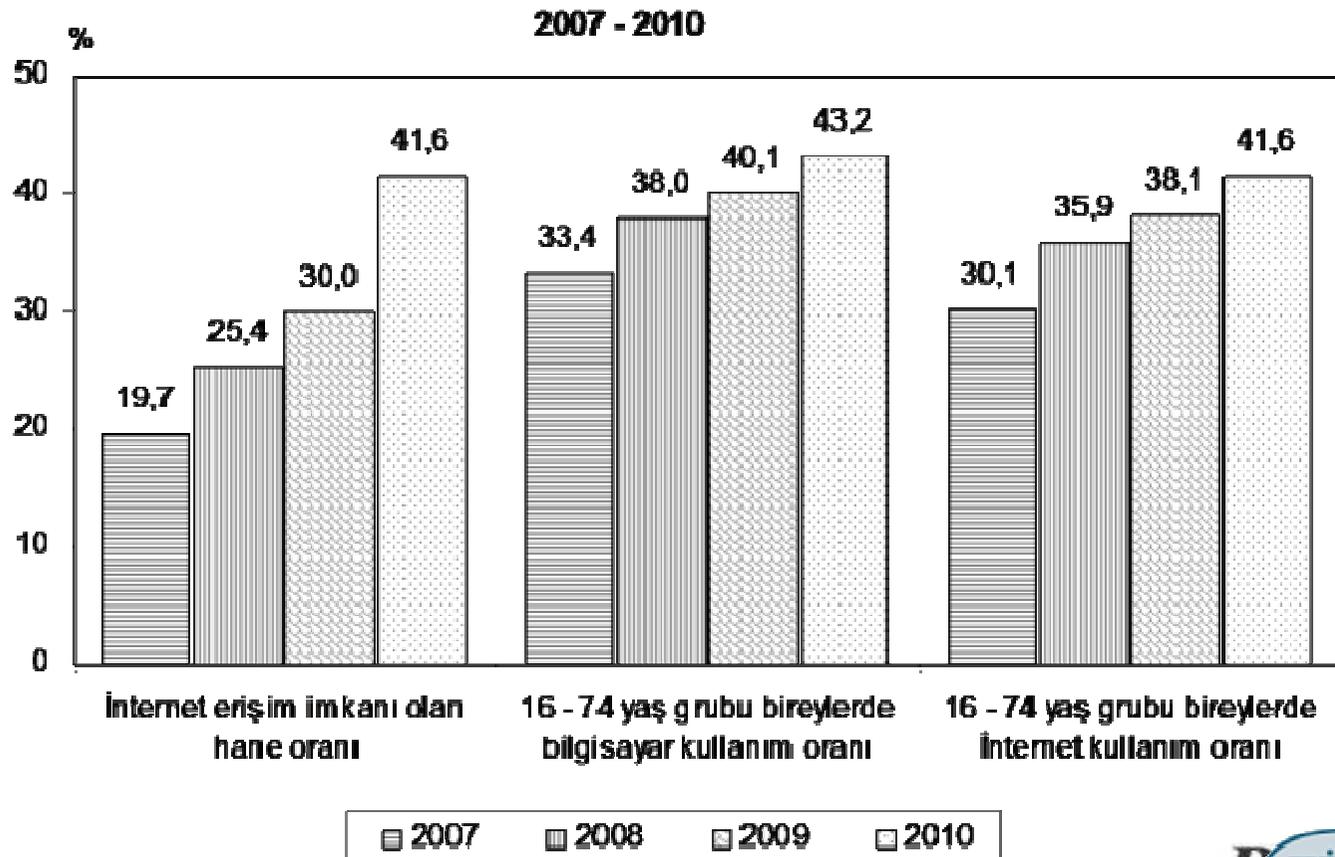


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Statistics

- Main indicators



Piyeg TÜİK

Statistics

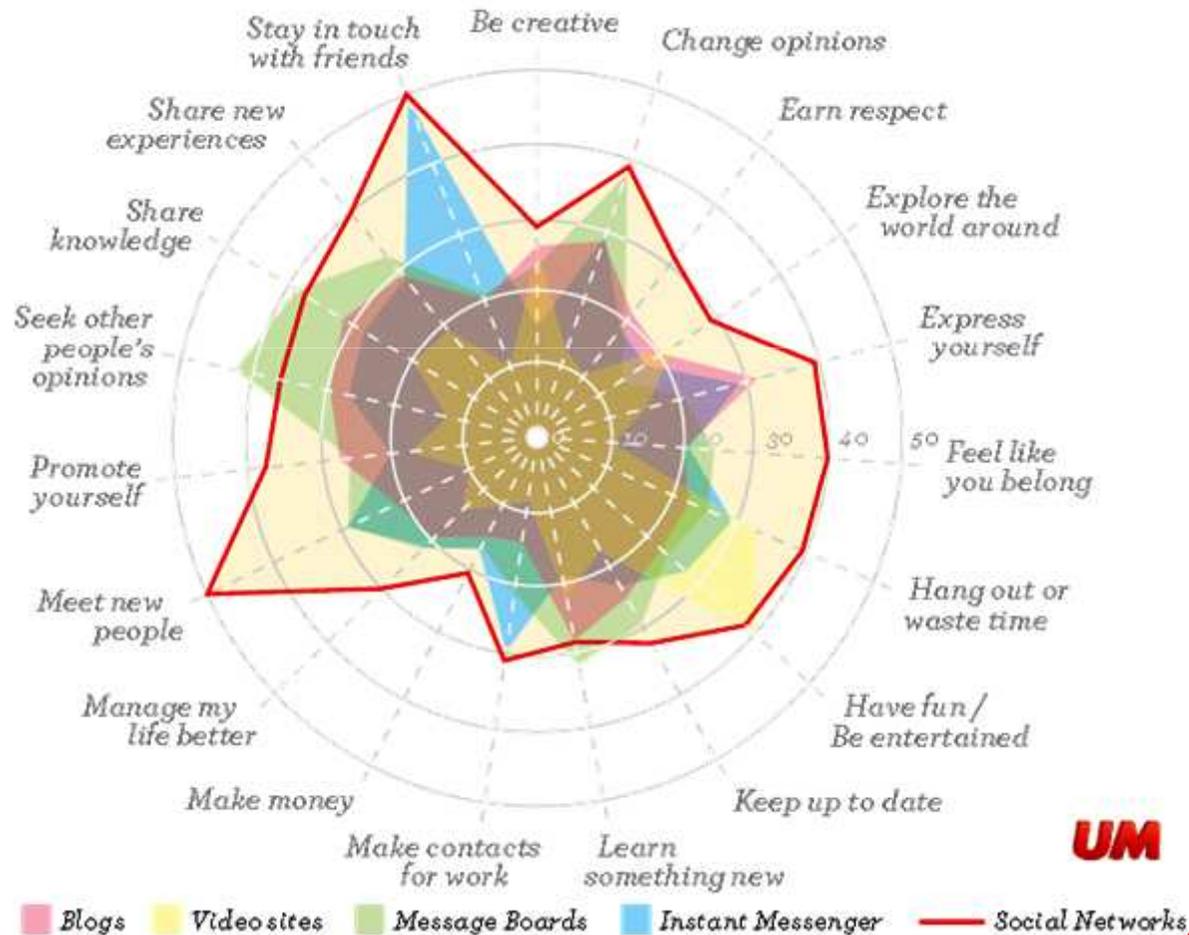
- Social media members are **95%** among internet users in Turkey
- **33%** of Turkey's population are in **Facebook**
- **20%** **Twitter** users are from Turkey



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Statistics

Figure 4: "Which of the following do a good job when you want to..."



UM

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Why participate?



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