



**What is Social Media**

**&**

**Why it Matters for Marketers**

**Rob Hall, General Manager Open Thailand**

**What is it you like about social media?**

DECEMBER 25, 2006 / JANUARY 1, 2007

www.time.com

# TIME

PERSON OF THE YEAR



Yes, you.  
You control the Information Age.  
Welcome to your world.

## Social media is...

- Done by you...
- For you...
- It's about interacting with other people
- Connecting/Sharing...participating



**It's NOT just another media...**

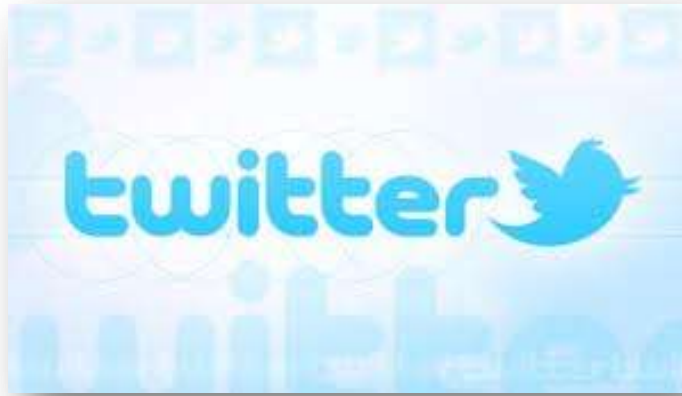


**It's NOT one-way media...**



**It's people interacting**

# Social Media let's us...



communicate differently



share differently



imagine differently



listen differently



create differently



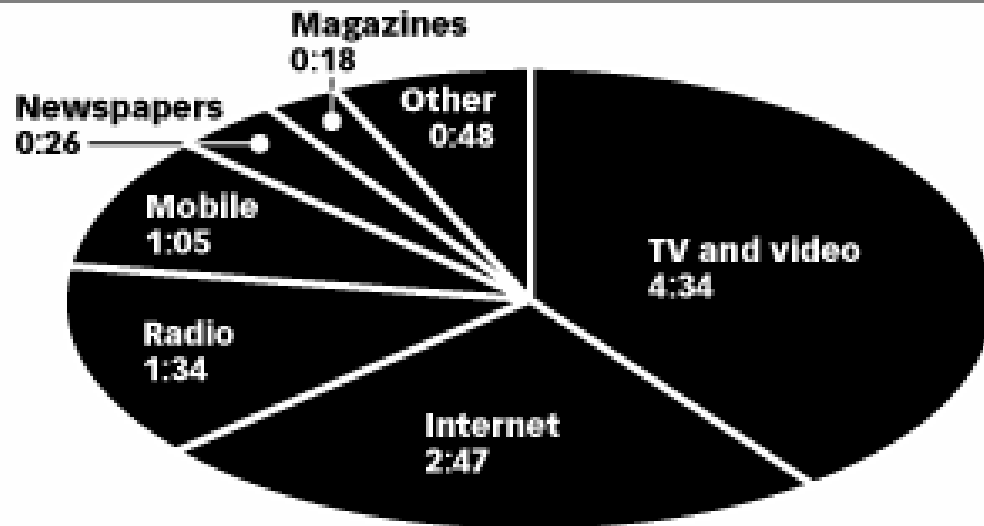
collect differently

**What does **Social Media**  
mean for companies?**

# People are **changing habits...**

## Average Time Spent per Day with Major Media by US Adults, 2011

hrs:mins

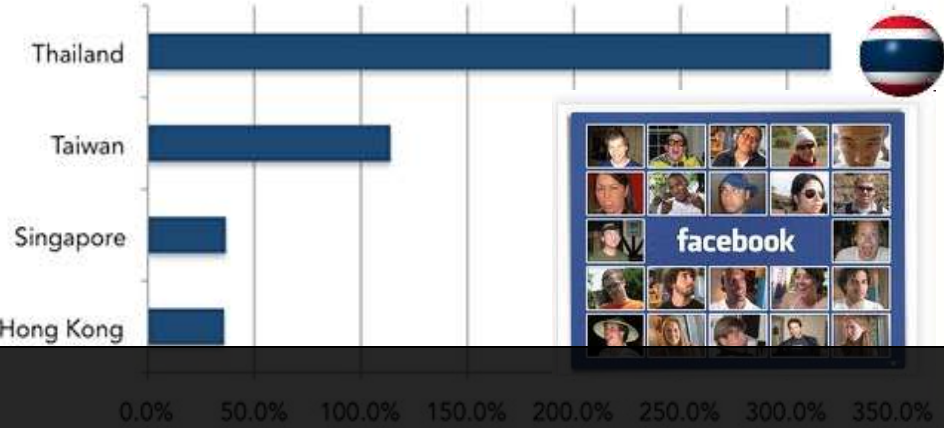


*Note: average time spent with all media per day in 2011=11 hours 33 minutes; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on the internet and watching TV is counted as 1 hour for TV and 1 hour for internet*

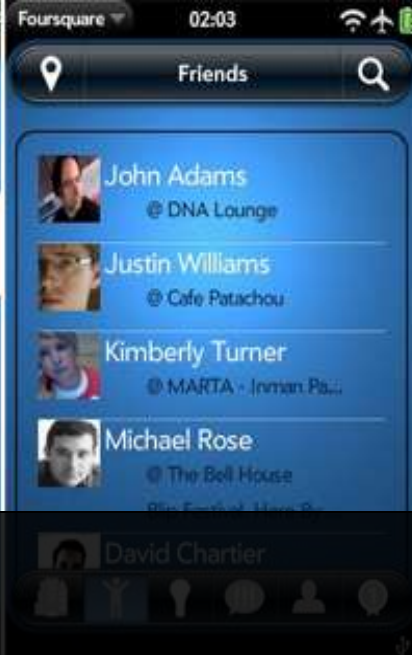
*Source: eMarketer, Dec 2011*

- Spending more time online
- Want to reach this target audience
- But it's NOT about broadcasting
- We need to engage with audience
- We need to get them participating with the brand

## Facebook Audience Growth, Past 12 Months



Source: Inside Facebook Gold  
Data from Facebook October 2010



1. We are now in a **PARTICIPATION ECONOMY**  
(People are creating/sharing much more online than 12-18 months ago)





Choice is unlimited, so brands need to **EARN PARTICIPATION**  
(We earn it by providing content that makes them & us popular)

# We **EARN** popularity by creating **GREAT CONTENT**...



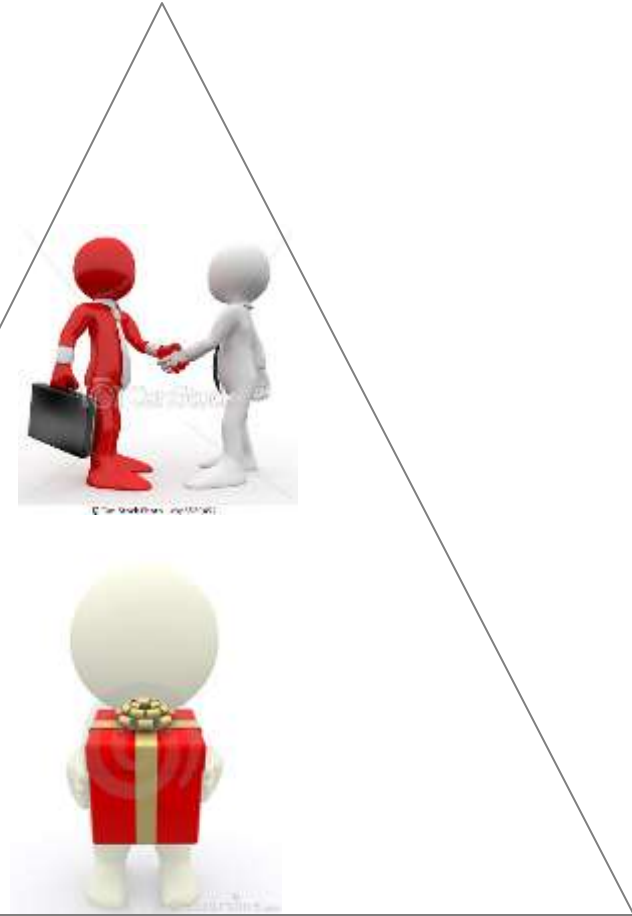
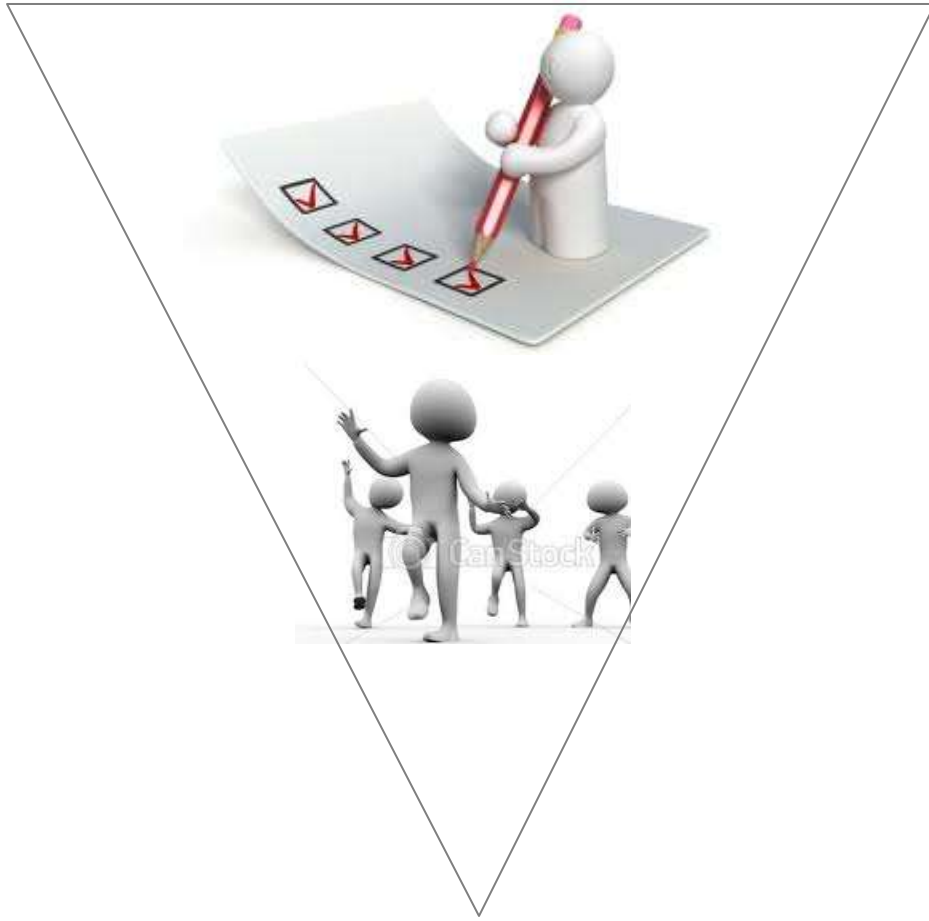
Shareable





# Brands are **INVERTING** the communication hierarchy

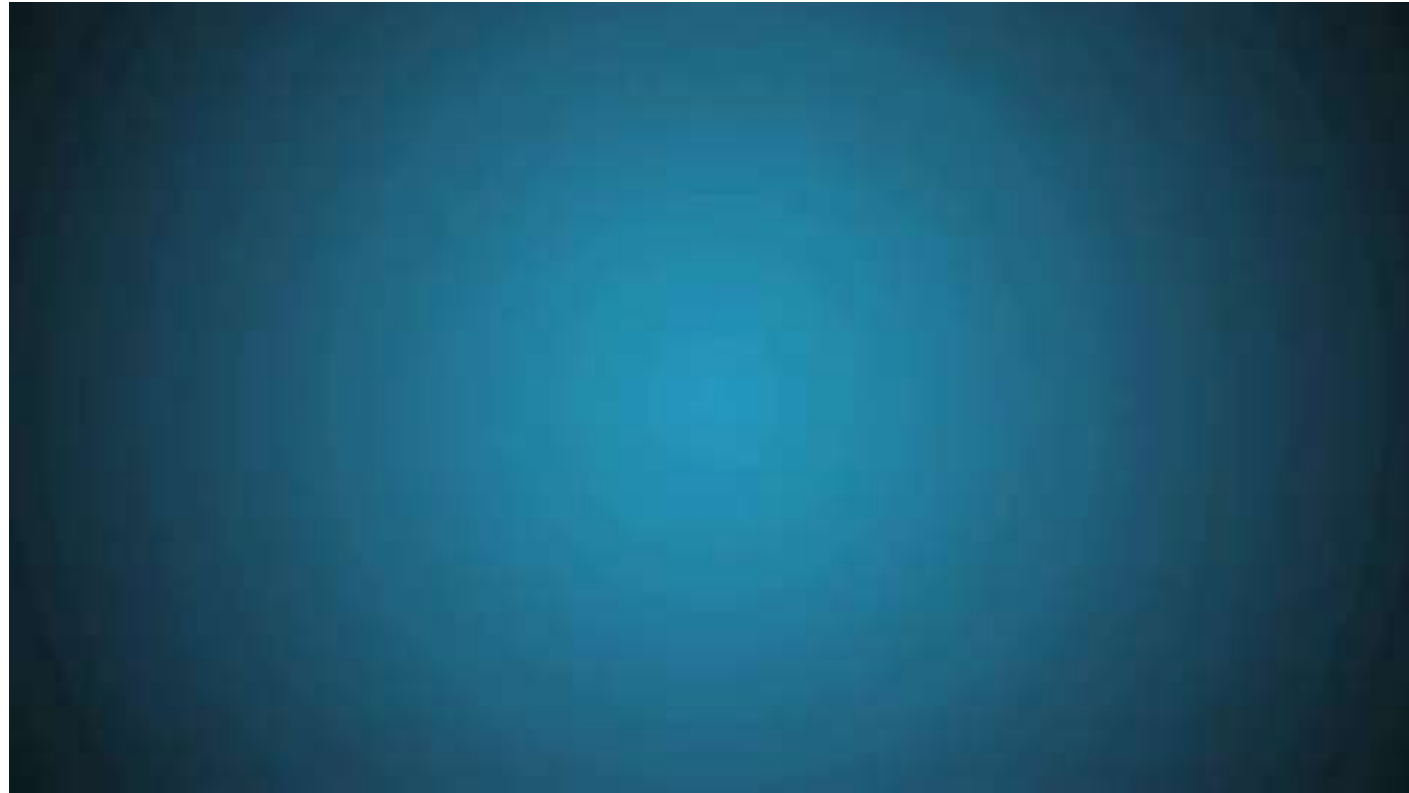
Brand/Benefit Lead Execution



Fun/Utility Lead Execution

**Social is NOT about hard selling.....**

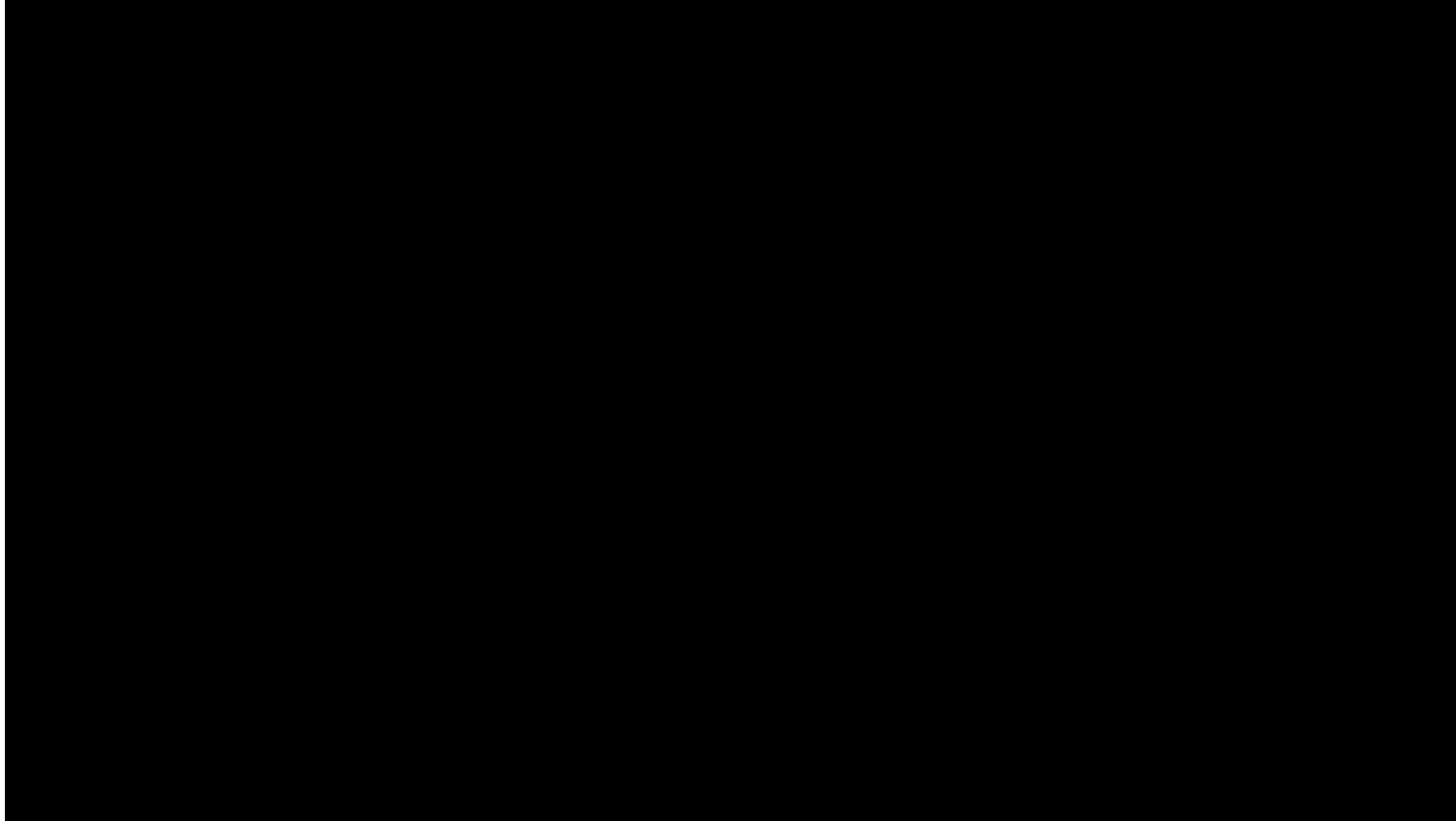
But it can still give provide **a product benefit..**



Get people **talking** about your products...

**WE LIKE TO SAY  
WHAT**

Delivering great **customer service...**



Even encouraging them to **use your service...**



In new ways...



## Types of Content...

- **User-Generated**
- **Useful Tools**
- **Games**
- **Interactive videos**
- **Conversation topics**
- **Community projects**
- **Tips & Advice**
- **Promotions and Offers**



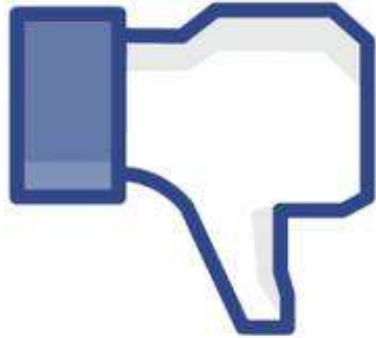
# WARNING!

## Cool Internet Marketing Tools



- Don't just create a cool gimmicks
- Develop an always-on digital strategy
- Create a social purpose – and make all your content work for the brand
- Cool things are okay, but aim for big ideas first to drive brand

# Brands shouldn't...



Just chase LIKES



Bombard fans too much



Just broadcast one way



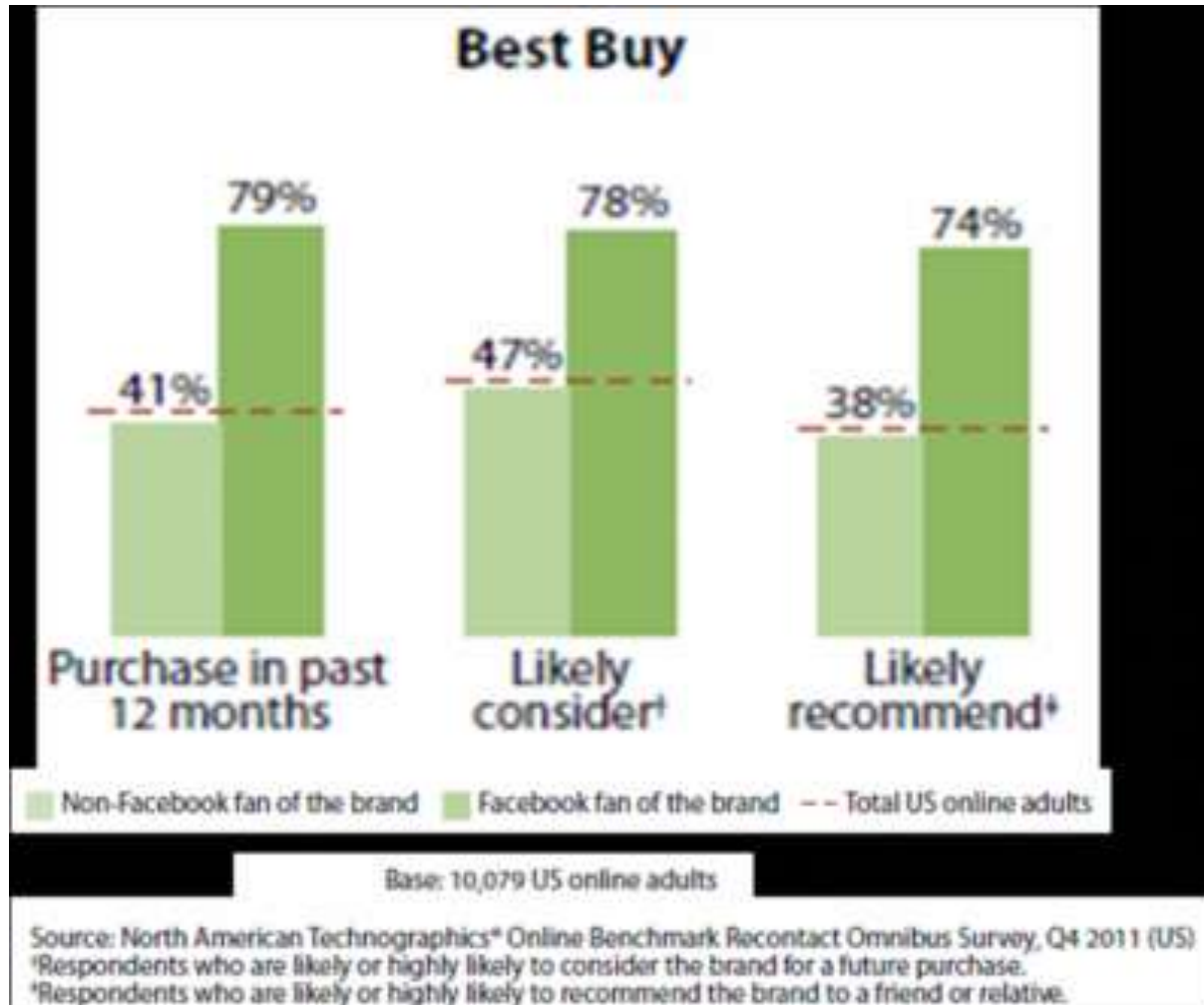
Entertain just for fun



**Social media done right...**



# Facebook fans more likely to buy...



# **Creating a Social Media Strategy...**

# Social Strategy Pillars



## **Social Voice?**

Determine who your brand is as a personality, what you think, how you act, what you say and what your attitude is.



## **Social Purpose?:**

Determine what is the main purpose of the site – what is the main idea driving your campaign. Every content should reflect this big idea. Your purpose is unique to both your brand and your objective.



## **Social Content?**

What are the different types of content you want to have in your campaign? You should have always-on content (what types of regular posts? and content that is more tactical (games/applications/etc.)



①

Social Voice?

②

Social Purpose?

③

Social Content?





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# CLEAR<sub>men</sub>

1

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3

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## What next??

- **Develop your ideas further**
- **Create a Social Media Strategy**
- **Incorporate within your overall strategy**
- **Have fun!**



**THANK YOU!**

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