Do you want to increase fan numbers or do you want these fans to become brand ambassadors?

Get started with Social Relationship Management

Too many brands focus on acquiring Facebook fans, not on engaging with them to deliver ROI and monetization in the long-term. To succeed in the changing social media landscape and deliver tangible results, follow these three steps:

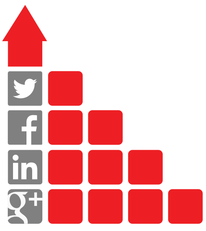
1. PLAN AND LISTEN

Build a holistic company social strategy and model

Look at your competitors

Listen across the social landscape

2. UNDERSTAND AND GET ENGAGED



BOOST ENGAGEMENT WITH A MULTIPLATFORM APPROACH

Brands using Facebook, Twitter, and Google+ average a **0.77%** engagement rate, more than **50%** higher than brands that only use Facebook



Deliver real value to your fans
37% of brands would like to use social media engagement to create customer-tailored marketing campaigns



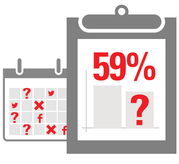
Engaging relevant social experiences that lead to sales

3. ANALYSED AND STAY FOCUSED

Demonstrate social media marketing ROI by measuring:







KNOW HOW AND WHERE YOUR FANS INTERACT WITH YOU

59% are managing their profile on a monthly basis

GLOBAL PAGES GIVE YOU:	LOCAL PAGES GIVE YOU:
• Simpler management • Brand consistency • Greater total activity • Less risk – integrated community to monitor and respond to	• Rapid response to local needs • Higher average engagement • Cultural and linguistic accessibility
BUT THEY CAN ALSO MEAN:	**BUT THEY CAN ALSO MEAN:**
• Lower average engagement • Legislative complexity • Lack of support for local activities	• Higher costs • Inconsistent branding • Greater risk - multiple communities to monitor and responded to

FIND OUT MORE

To find out more about Social Relationship Management
CLICK HERE

[1]Forrester, "Mobile Is The New Face Of Engagement: An Executive Summary", 2012
[2]Gartner, "Gartner Predicts That Refusing to Communicate by Social Media Will Be as Harmful to Companies as Ignoring Phone Calls or Emails Is Today", 2012
[3]Forrester, "Infographic: How Brands Listen in the Digital Age", 2012
[4]Global Web Index, 2012

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