

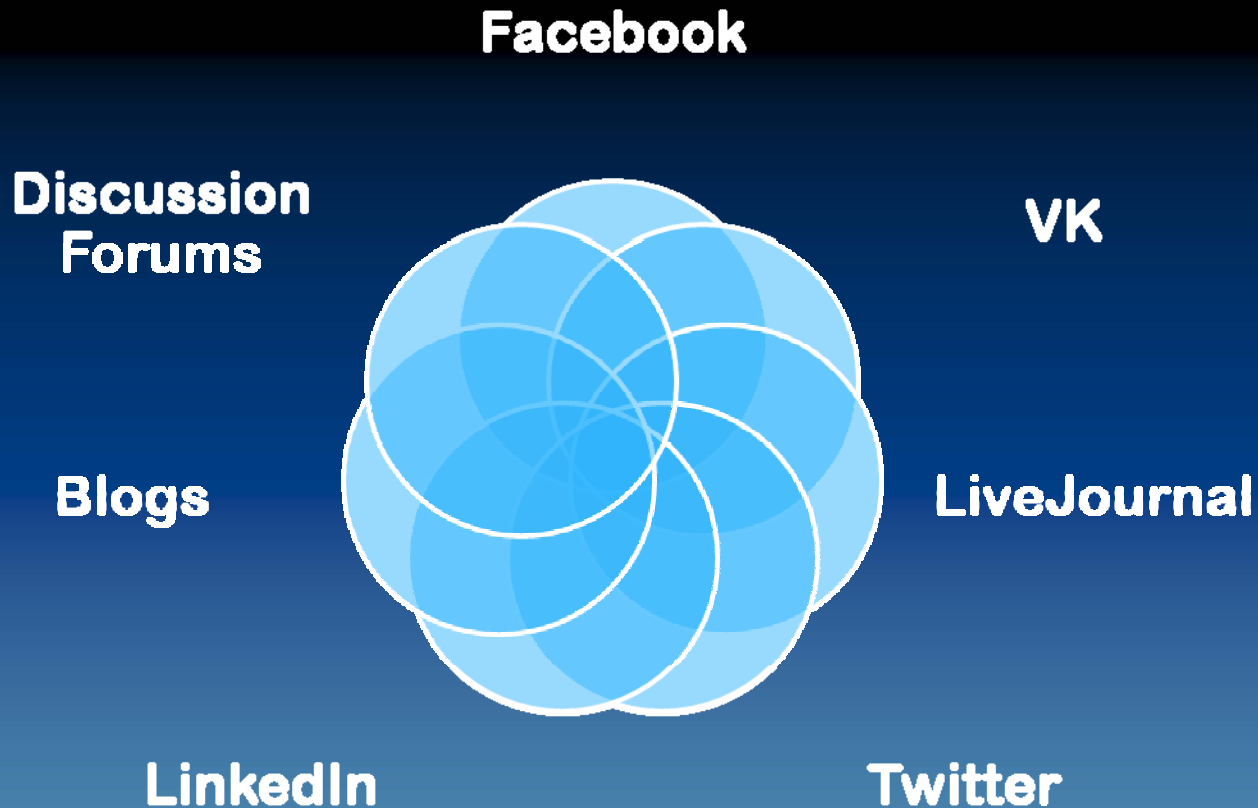
2012 Digital Communications Overview

Presented by Dmitry Sokur
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Classification of Media Channels



What's popular or relevant for Russia



And from our point of view creative Ad Campaigns absolutely prevail!

Sample Toolbox

- **Ad Campaign**
- **Facebook Page**
- **Social Media News Release**
- **Video**
- **Sweepstake / Lottery**
- **Joint Content Project**
- **An Integrated On-line/Offline Campaign/PR Support**

9 Objectives for PR Departments

- **Plan a Social Media Strategy** bearing in mind not only budget but human resources
- **Structure your Online Presence**
- **Be responsive – Conversation is Crucial**
- **Transparency is a Must**
- **Share Valuable Information**
- **Monitor and Manage**
- **Consistency and Commitment are Obligatory**
- **Be Interesting**
- **Be Polite**

Common Tactics

- **No Middle Man Situation**
- **A story to tell**
- **Be sure it's original**
- **Use Person/Human to improve it**
- **Learn from feedback**
- **Show the audience that you learn**
- **Join the conversation**

How to generate exciting content

Discover

- Listen to the customers, communities, twitter
- Think as if you're media representative not marketing professional

Design

- Develop outline of text, audio, video and offline stuff
- Use an integrated approach with ATL and BTL

Build

- Involve third parties/bloggers/experts to participate in your activities

Deploy

- Spread all your materials
- Communicate with you audience

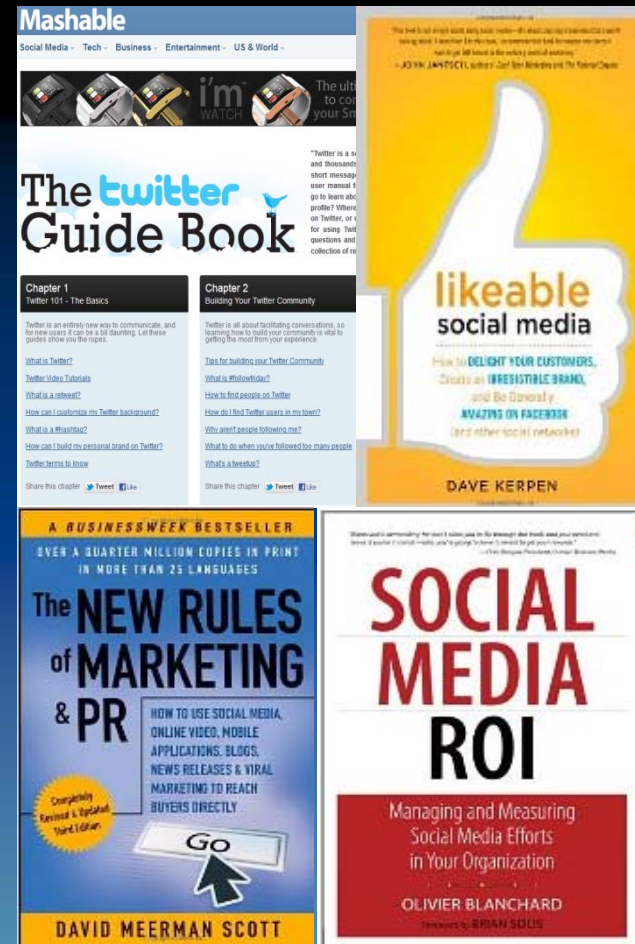
Measuring ROI

- Always customized approach
- Based on automated services like Google Analytics
- An Approach recently presented by MIT Sloan (right)

SOCIAL MEDIA APPLICATION	BRAND AWARENESS	BRAND ENGAGEMENT	WORD OF MOUTH
Blogs	<ul style="list-style-type: none"> • number of unique visits • number of return visits • number of times bookmarked • search ranking 	<ul style="list-style-type: none"> • number of members • number of RSS feed subscribers • number of comments • amount of user-generated content • average length of time on site • number of responses to polls, contests, surveys 	<ul style="list-style-type: none"> • number of references to blog in other media (online/offline) • number of reblogs • number of times badge displayed on other sites • number of "likes"
Microblogging (e.g., Twitter)	<ul style="list-style-type: none"> • number of tweets about the brand • valence of tweets +/- • number of followers 	<ul style="list-style-type: none"> • number of followers • number of @replies 	<ul style="list-style-type: none"> • number of retweets
Cocreation (e.g., NIKEiD)	<ul style="list-style-type: none"> • number of visits 	<ul style="list-style-type: none"> • number of creation attempts 	<ul style="list-style-type: none"> • number of references to project in other media (online/offline)
Social Bookmarking (e.g., StumbleUpon)	<ul style="list-style-type: none"> • number of tags 	<ul style="list-style-type: none"> • number of followers 	<ul style="list-style-type: none"> • number of additional taggers
Forums and Discussion Boards (e.g., Google Groups)	<ul style="list-style-type: none"> • number of page views • number of visits • valence of posted content +/- 	<ul style="list-style-type: none"> • number of relevant topics/threads • number of individual replies • number of sign-ups 	<ul style="list-style-type: none"> • incoming links • citations in other sites • tagging in social bookmarking • offline references to the forum or its members • in private communities: number of pieces of content (photos, discussions, videos); chatter pointing to the community outside of its gates • number of "likes"
Product Reviews (e.g., Amazon)	<ul style="list-style-type: none"> • number of reviews posted • valence of reviews • number and valence of other users' responses to reviews (+/-) • number of wish list adds • number of times product included in users' lists (i.e., Listmania! on Amazon.com) 	<ul style="list-style-type: none"> • length of reviews • relevance of reviews • valence of other users' ratings of reviews (i.e., how many found particular review helpful) • number of wish list adds • overall number of reviewer rating scores entered • average reviewer rating score 	<ul style="list-style-type: none"> • number of reviews posted • valence of reviews • number and valence of other users' responses to reviews (+/-) • number of references to reviews in other sites • number of visits to review site page • number of times product included in users' lists (i.e., Listmania! on Amazon.com)
Social Networks (e.g., Bebo, Facebook, LinkedIn)	<ul style="list-style-type: none"> • number of members/fans • number of installs of applications • number of impressions • number of bookmarks • number of reviews/ratings and valence +/- 	<ul style="list-style-type: none"> • number of comments • number of active users • number of "likes" on friends' feeds • number of user-generated items (photos, threads, replies) • usage metrics of applications/widgets • impressions-to-interactions ratio • rate of activity (how often members personalize profiles, bios, links, etc.) 	<ul style="list-style-type: none"> • frequency of appearances in timeline of friends • number of posts on wall • number of reposts/shares • number of responses to friend referral invites
Video and Photosharing (e.g., Flickr, YouTube)	<ul style="list-style-type: none"> • number of views of video/photo • valence of video/photo ratings +/- 	<ul style="list-style-type: none"> • number of replies • number of page views • number of comments • number of subscribers 	<ul style="list-style-type: none"> • number of embeddings • number of incoming links • number of references in mock-ups or derived work • number of times republished in other social media and offline • number of "likes"

Useful Links

- <http://mashable.com/guidebook/twitter/>
- <http://tinyurl.com/d4e5sgx>
- <http://tinyurl.com/btz48ph>
- <http://tinyurl.com/7rf593e>





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THANK YOU:))