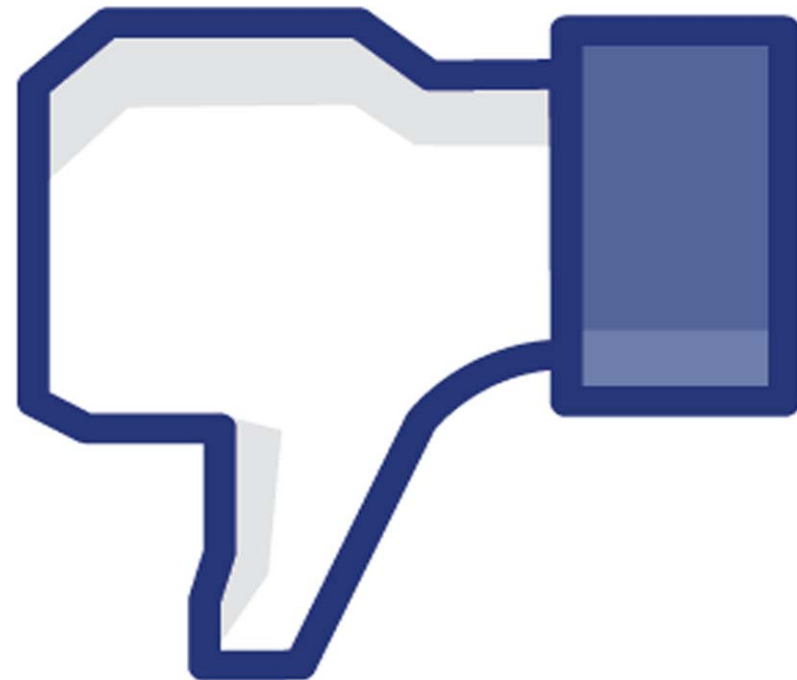
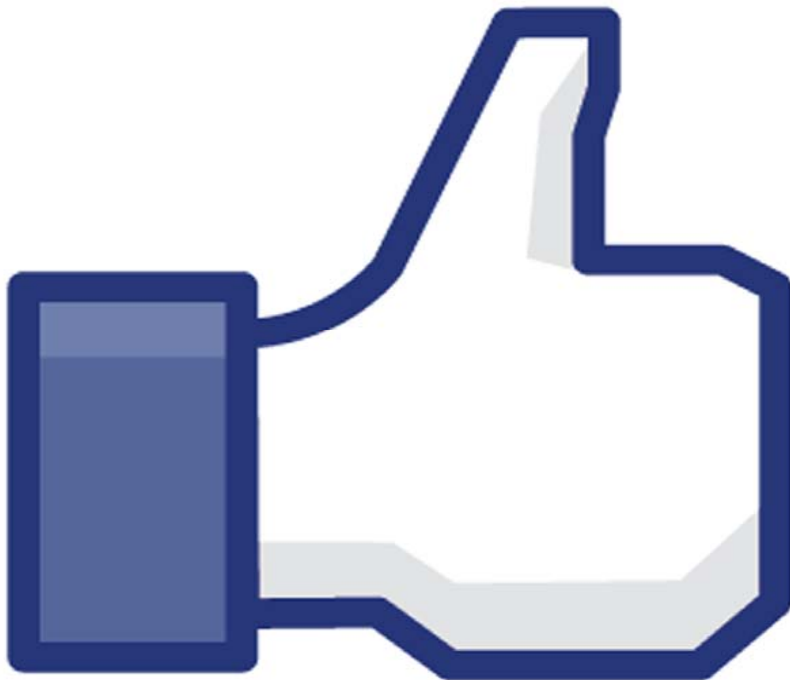


Social Media in B2B: Who Needs It?

Dan McGrath, DHL Express

AEB PR & Communications Committee, October 5, 2011

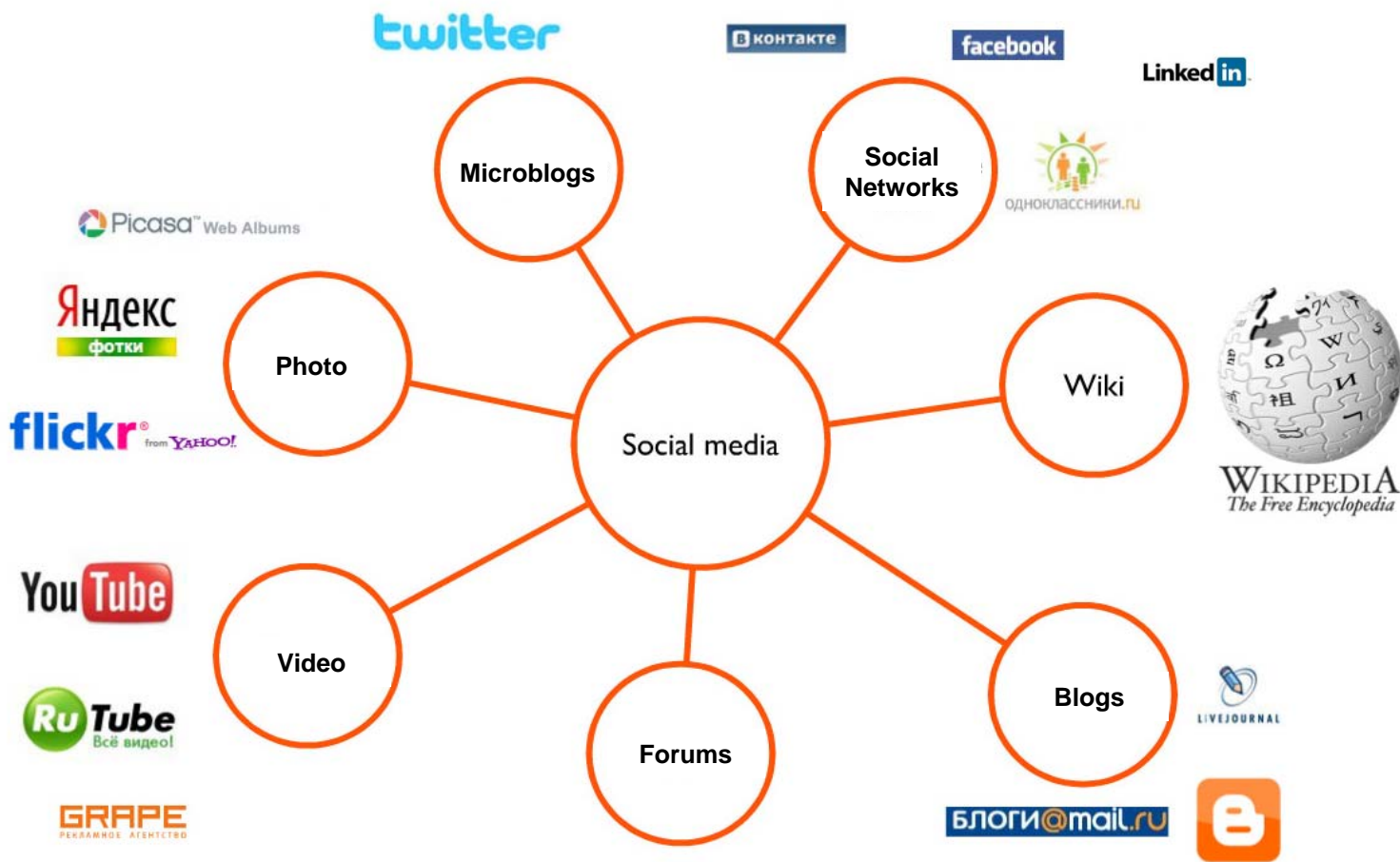


Who Needs It?

WE ALL DO.

THANK YOU

Social Media Snapshot



Stating the Obvious: Social Media is the Future

- Russia has over 47 mln internet users (second only to Germany in Europe)
 - 60 mln users, according to ITU
- Over half (52%) of all Russian internet users are registered in social networks, and the average user spends 24 hours per month online
- Russians are the heaviest social networkers worldwide, with an average of 9.8 hours per month spent in social networks (~2x world average)
- In 2010, Vkontakte recorded 25 million users per month
- Digital is predicted to be the No. 2 media in Russia for advertising in 2012



Sources: comScore, May 2011; ITU; Russian Association of Communications Agencies

Why We Love Social Media



- Social media offer a unique opportunity for engagement
- Your customers and employees can become ambassadors for your brand
- The cost-per-contact is significantly lower than most other media (lower still if your message goes viral)
- A marketing manager's dreams have come true – you can measure the impact!
- Messaging can be easily targeted to specific audiences

Why We're Cautious About Social Media



- Not everyone is interested in engaging with brands online
- Your customers and employees can attack your brand (anonymously)
- Is it really as cheap as it looks?
- Statistics can be (and are) “pumped”
- Fast-changing, fragmented environment
- Slow take-up with our (non-IT) B2B customer base – how much resource do we need to devote to this area?

Our Priorities

Priorities

Key considerations

Market Trends

Identify new trends and preferences

Track news on DHL & competition

Credibility

Protect company reputation

Ensure transparency online

Promotion & Engagement

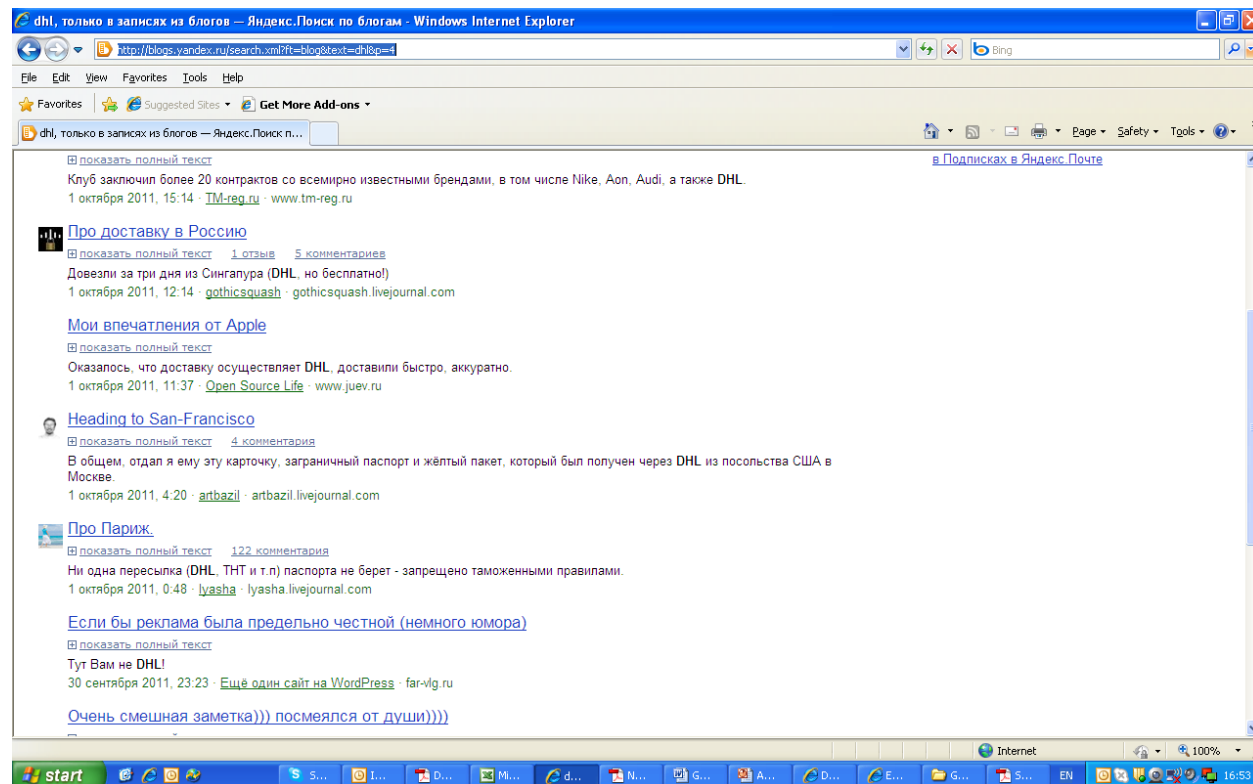
Leverage social media in sales campaigns

Use engagement to support brand

Market Trends

Very simple approach

- Daily monitoring of Yandex blogs
- Feeding of relevant news flow into weekly report to Senior Management Team
- Immediate escalation of urgent issues
- Track themes of general interest

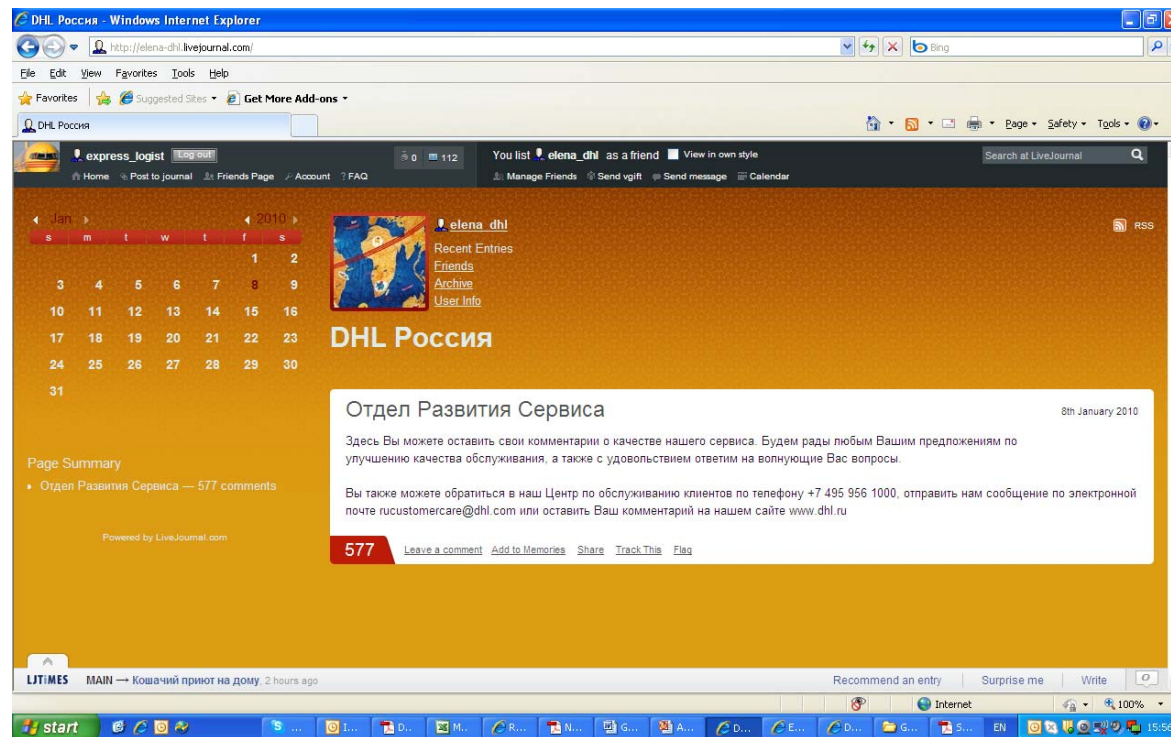


Credibility

<http://elena-dhl.livejournal.com/>

Customer-focused

- Livejournal page: Official named person from DHL Customer Service trained to deal with customer complaints online
- Never respond anonymously or via “agents of influence”
- Use less formal language (where appropriate)
- If invading personal space, back off
- No drawn-out dialogue




Credibility

Employee-focused

- Influence employee activity through social media guidelines
- Recommendations on behaviour in social media
- New employees sign online confidentiality statement

A



Мониторинг мн пользователей и основных кон

Реагирование | репутационнык негативом.

В 2009 году DHL Express стала первой компанией в нашей отрасли, которая начала отслеживать и решать претензии и жалобы к качеству сервиса, размещенные клиентами в Интернете.

СОЦИАЛЬНЫЕ МЕДИА
В DEUTSCHE POST DHL
РУКОВОДСТВО ПОЛЬЗОВАТЕЛЯ



Deutsche Post DHL

B

Мы очень ценим ваше желание встать на защиту репутации компании в глазах недовольного чем-то человека и/или общественности в социальных медиа, однако убедительно просим вас не делать этого самостоятельно. Если вы все же решили поступить по-своему, прежде, чем отправить ответ на негатив, постарайтесь ответить на следующие вопросы:

- Не обострю ли я конфликт своим ответом?
- Не привлечет ли мой ответ еще больше внимания к проблеме?
- Не будет ли мой ответ выглядеть, как позиция компании?
- Чего я хочу добиться, публикуя свой ответ?

Promotion & Engagement

Support of promotions

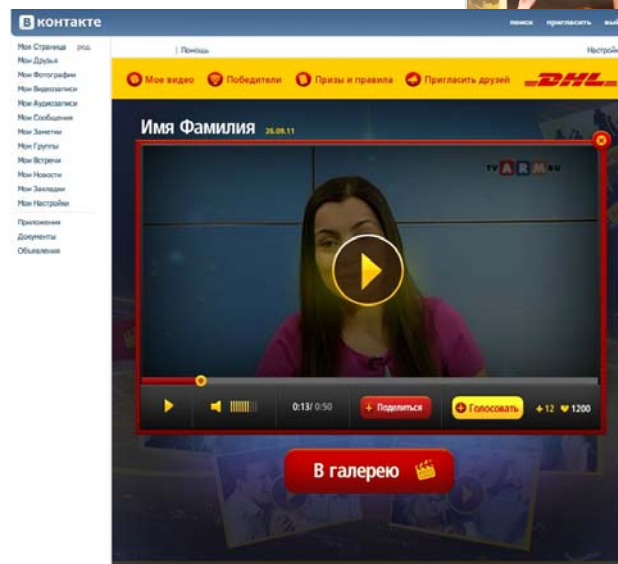
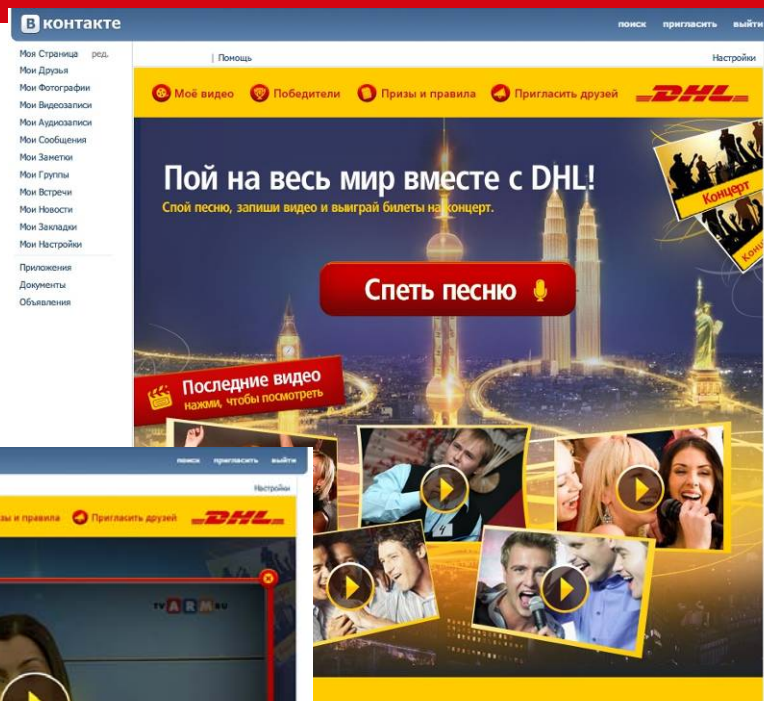
- One dedicated project to date (NY card project) generated over 15 000 unique hits
- Allow sharing from promo-sites (i.e. F1.DHL.RU)
- Facebook page designed to support promos
- Mainly non-business content to date (built around sponsorship themes)



Promotion & Engagement

Integrated Media Campaign

- Starts October 7 in Vkontakte
- Global campaign
- Please tune your radios to Europa Plus!



Lessons We've Learned

- Transparency is everything – online and offline
- You don't always have to respond
- Social media are becoming VERY influential with traditional media
- Social media are becoming influential to employees
- Social media MIGHT BE becoming influential with customers (but we are seeing impact mainly only with cash segment)
- Engaging customers online is becoming harder and harder
- To work effectively online, you need resource and patience

THANK YOU