BRAND ADVOCACY ON STEROIDS

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Landscape

Industry Challenges

92%

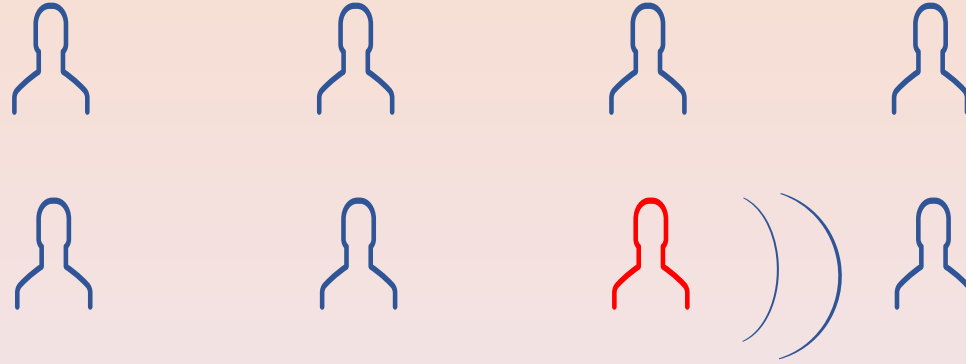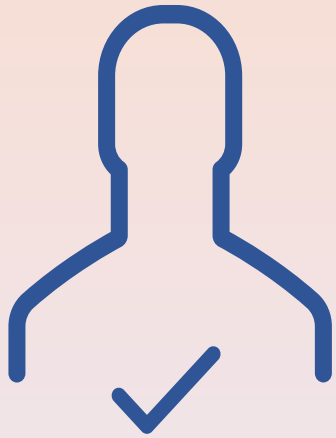of consumers believe word of mouth is more powerful than brand advertising
- Nielsen

90%

of consumers ignore digital ads
- Harris Interactive US

40%

Ad revenue loss on targeting due to ad blocking.
– President of IAB

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Opportunity

Consumers listen to each other

74%

Rely on social media for purchase decision
- OMD Group

90%

Trust recommendation of people they know (nano influencers' effect)
- Nielsen

Word of mouth is the primary factor

behind 20 to 50 % of all purchasing decisions
– McKinsey

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When is the last time you could transform your customers into influencers for your brands, and have them actively engage around them?

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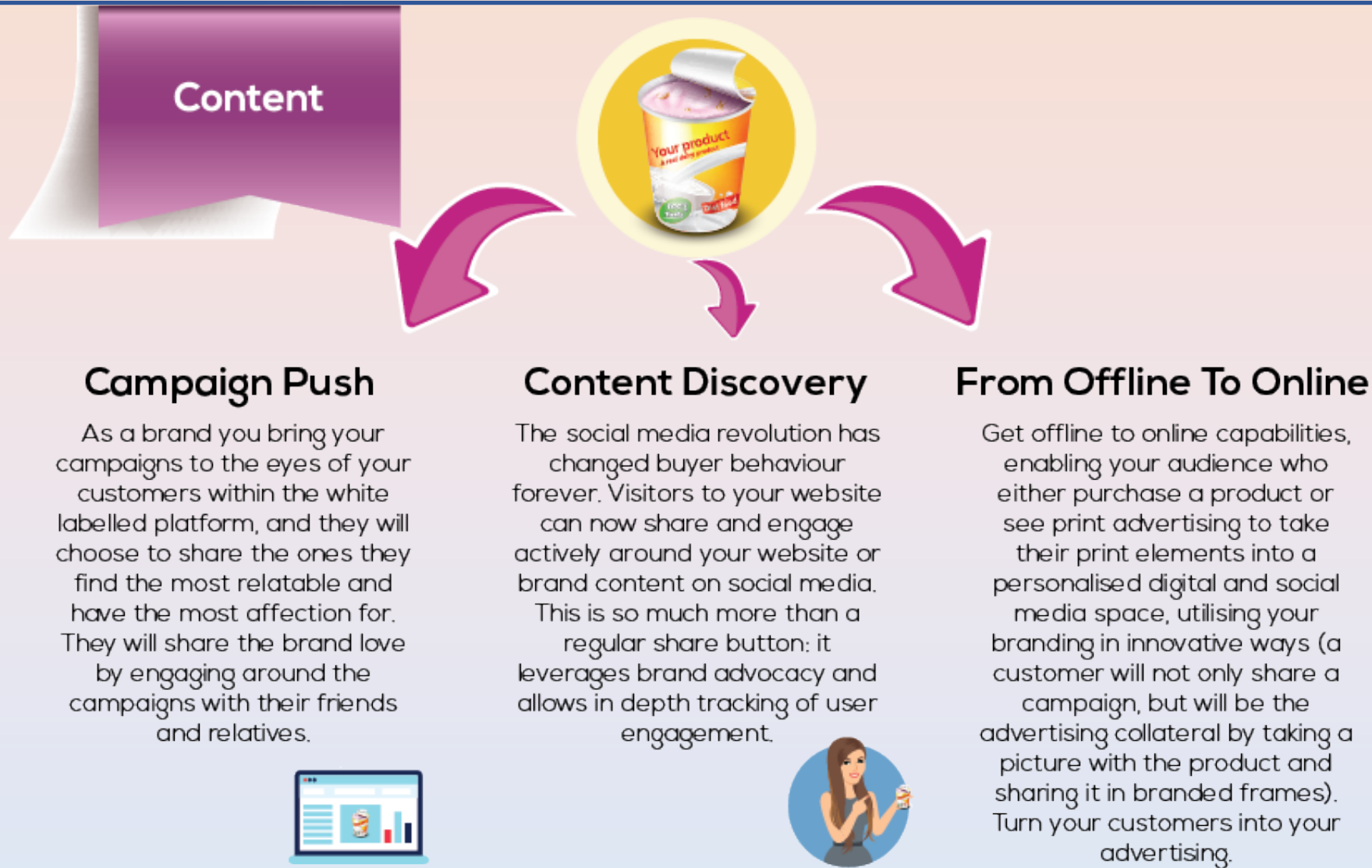Knowing your customer is a key driver in marketing...

...but do you know what your audience truly loves in his/her daily life?

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Our technology generates active engagement for your brands on social media, providing you with extensive engagement/campaign metrics and deep analytics on your audience's social media behaviour and real life interests.

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Mechanisms

Content

Campaign Push

As a brand you bring your campaigns to the eyes of your customers within the white labelled platform, and they will choose to share the ones they find the most relatable and have the most affection for. They will share the brand love by engaging around the campaigns with their friends and relatives.

Content Discovery

The social media revolution has changed buyer behaviour forever. Visitors to your website can now share and engage actively around your website or brand content on social media. This is so much more than a regular share button: it leverages brand advocacy and allows in depth tracking of user engagement.

From Offline To Online

Get offline to online capabilities, enabling your audience who either purchase a product or see print advertising to take their print elements into a personalised digital and social media space, utilising your branding in innovative ways (a customer will not only share a campaign, but will be the advertising collateral by taking a picture with the product and sharing it in branded frames). Turn your customers into your advertising.

Available platforms for sharing

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Campaign Types

Awareness (banners vs users' generated content):

- CPM (Cost Per Mille/Thousand Impressions)
- CPC (Cost Per Click)
- CPV (Cost Per Video)
- CPP (Cost Per Post)

Action:

- CPS (Cost Per Sale)
- CPL (Cost Per Lead)
- CPI (Cost Per Installation/Download)

Your customers have a personal trust relationship with their audience

+

An active love for your brand

=

Most credible brand ambassador

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Reward your customers for sharing the love with coupons, points against rewards, cash, vouchers, entries into competitions etc

Example of Share and Earn Rewards Platform designed for Radio Italia

This is a new style of loyalty program, from entry level rewards all the way through to high level experiences. Within a month of launch, 1,000 customers brought 20,000 people to action (1 – 20 ratio)

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Analytics

- Campaign results (clicks/leads/sales etc.)

- Engagement rate per social media platform

- Number of shares

- User data: Number of friends/followers they have on FB, Twitter & Instagram

- The campaign's level of influence engagement, as well as the individual level of engagement

- Demographics of people who shared the campaign

  - Benefit: Know which demographic your campaign had the most affect on

- Social media behaviour of your members

  - i.e. the real engagement rate, or time of day, what type of device, platform, categories of interest, type of content they share status, vs. photo, vs. Video, key categories of interest (know your customer better than they know themselves, to perfectly fit your marketing strategy to your audience).
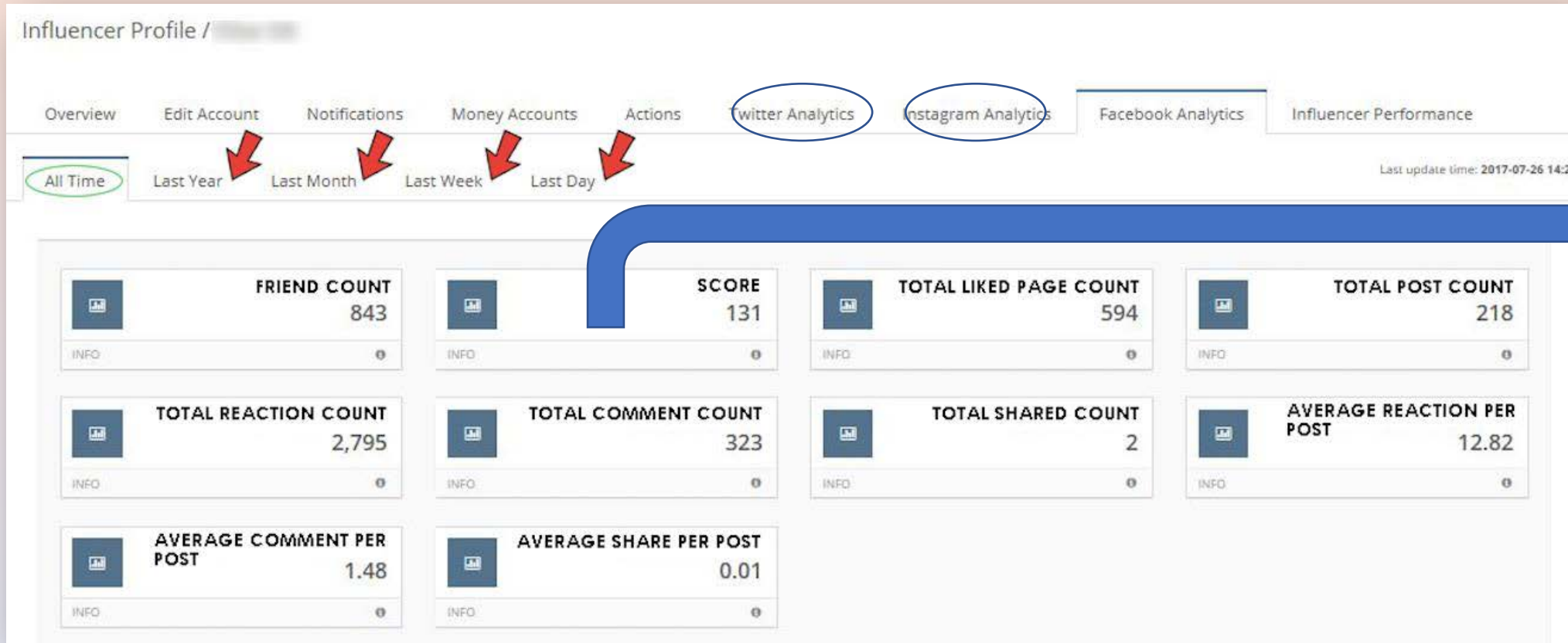
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Example of a user's personal data – part 1

This is the data extracted from social media at an individual level to allow for a deep understanding of the customer. This slide reflects the real time engagement rate / impact that a customer has over his / her audience on social media.

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Example of a user's personal data – part 2

General Stats

First Post	2009-12-21 22:34 And when the radio, plays a lovesong ... Something that you should know, they're all wrong ! (8) 💬 0 ⚡ 3 ↪ 0
Last Post	2017-06-07 17:17 💬 3 ⚡ 16 ↪ 0
Most Shared Post	2014-06-12 11:48 💬 0 ⚡ 5 ↪ 1
Most Reacted Post	2016-03-11 22:19 Skiskiskiselfie 🎿 ⛄ 💬 5 ⚡ 131 ↪ 0

Posts By Type

Type	Count
shared_story	89
added_photos	59
mobile_status_update	57
unknown	11

Unknown Posts Application Type

Type	Count
Facebook	11

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Example of a user's personal data – part 3

Adapt your marketing strategy based on your audience interests. In this example, marketing to this customer will be the most efficient if it includes a music aspect.

Therefore, your brand may want to create campaigns including music, bands, sell more music related products, sponsor music events and adapt contests / competitions to win concert tickets or meet the singer of the band rather than giving away non music related prizes.

Likes per Category

Category	Count
Musician/Band	145
Community	56
Clothing (Brand)	35
Media/News Company	27
Website	22
News & Media Website	20
Movie	18
Nonprofit Organization	18
Company	13
Entertainment Website	12
Product/Service	11
Magazine	10
Public Figure	10

Post By Application type

Application	Count
Facebook	191
Instagram	25

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Example of a user's personal data – part 4

According to these stats for Facebook engagement, marketing to this influencer is optimal at 16h00 and also between 19h00 and 20h00.

≡ **Posts by Hour**

■ Post By Hour

25

20

15

10

5

0

00:00 01:00 02:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

★ Hours in GMT.

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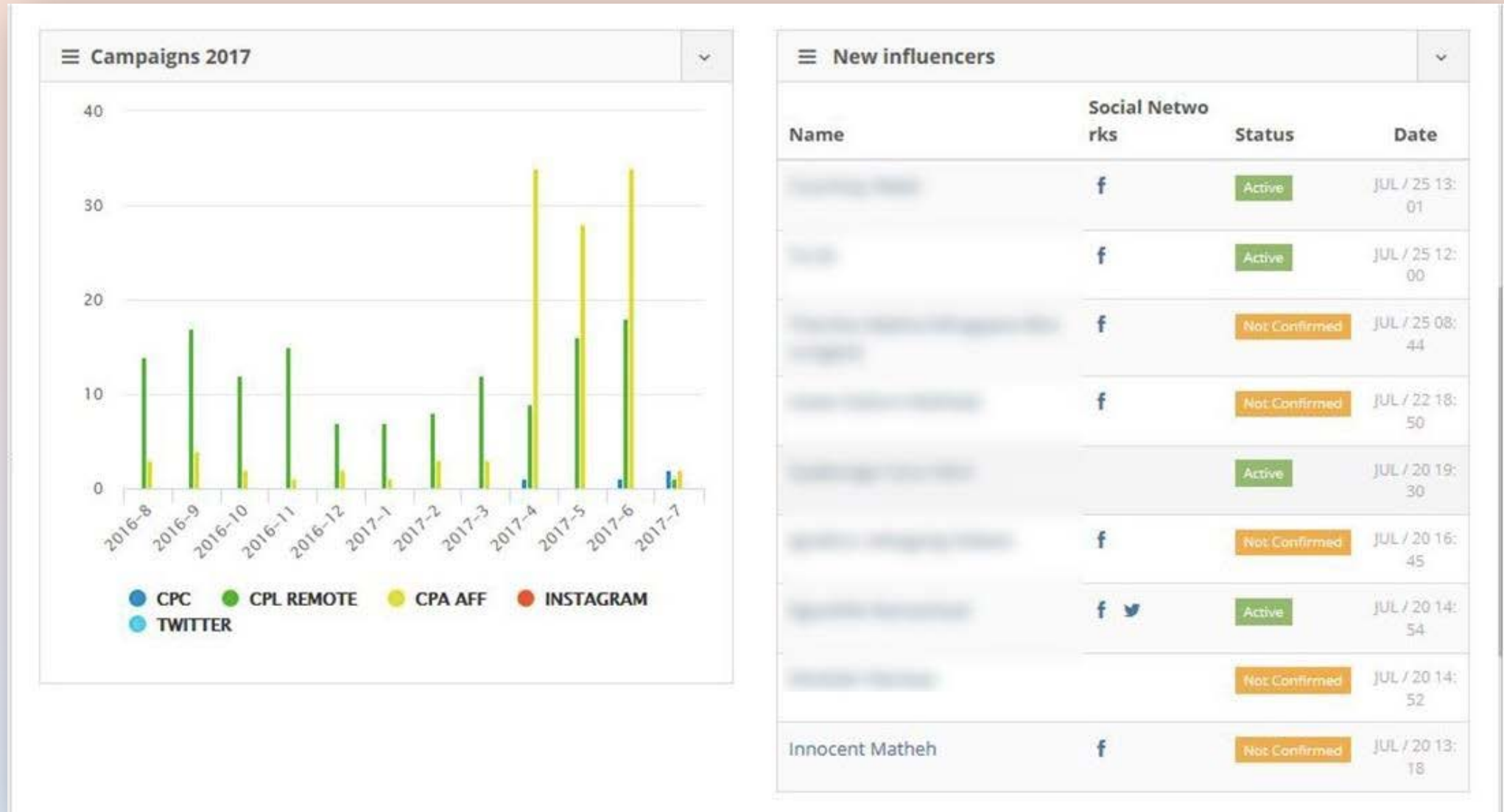
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General Stats from a client's platform – part 1

All data is aggregated and can be segmented per demographic, category of interest and location.

General Stats from a client's platform – part 2

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General Stats from a client's platform – part 3

Influencer Stats

	TOTAL INFLUENCERS		ACTIVE INFLUENCERS		ENGAGING INFLUENCERS		NOT CONFIRMED
	6,736		2,542		555		1,309
INFO		INFO		INFO		INFO	

	NO SOCIAL CONNECTION		AT LEAST 1 SOCIAL CONNECTION		ALL SOCIAL CONNECTIONS	
	2,133		4,526		77	
INFO		INFO		INFO		

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General Stats from a client's platform – part 4

Facebook Connected

56.37%

INFLUENCERS COUNT 1,433	TOTAL FRIENDS 380,399	TOTAL SCORE 55,089

Twitter Connected

21.48%

INFLUENCERS COUNT 546	TOTAL FOLLOWERS 5,780,797	TOTAL TRUE REACH 2,858,805

Instagram Connected

5.66%

INFLUENCERS COUNT 144	TOTAL FOLLOWERS 212,822	TOTAL SCORE 215,343
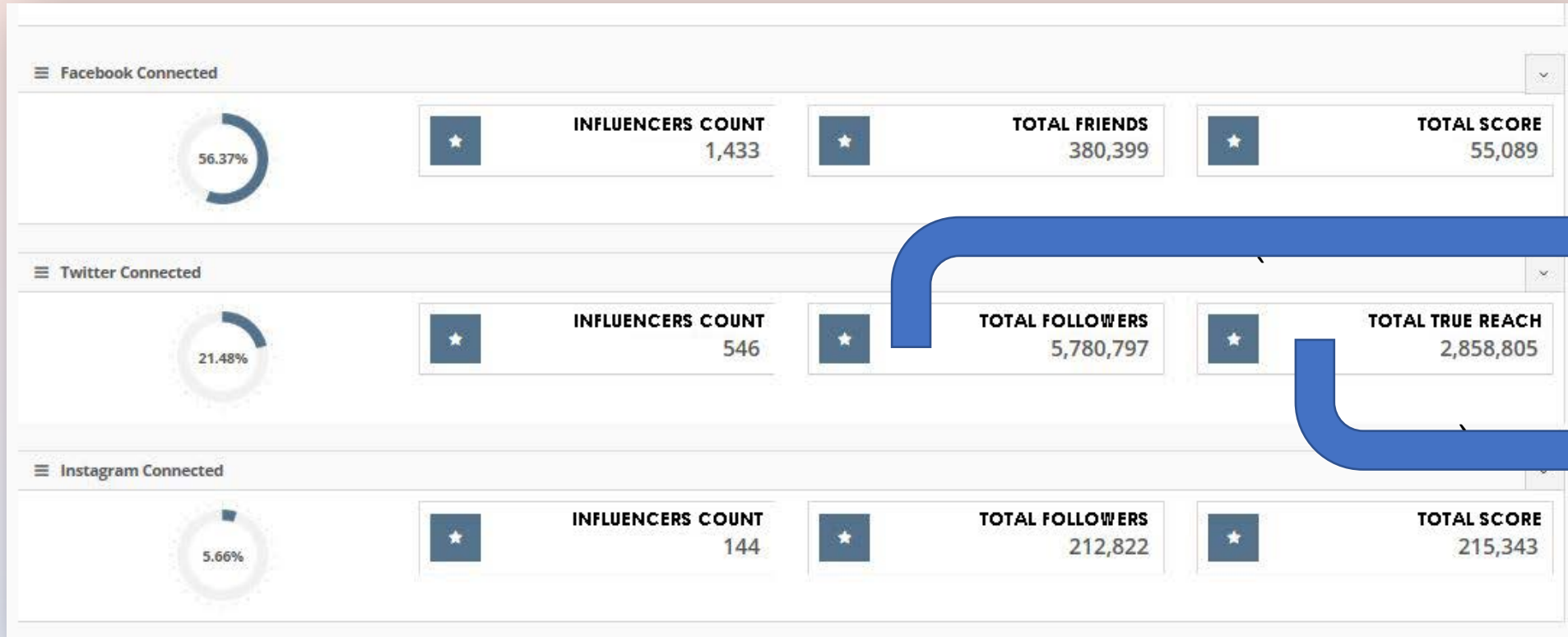
Data about the number of people following. No active engagement necessarily.

How many people are actively engaging with your customers.

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It always seems **impossible** until it is **done**

Nelson Mandela