

Make Your Social Media Strategy Soar

Traditional e-channels have been rapidly displaced as a consumers' preferred method of interacting with an organization



Don't be fooled into thinking social media is a fad: you need to be in the social space – your customers are already there!

Facebook has nearly 1.2 billion users - 23% check their account at least 5 times a day



100 hours of video are uploaded to YouTube every single minute

There is over 3 million company pages on LinkedIn and 238+ million users



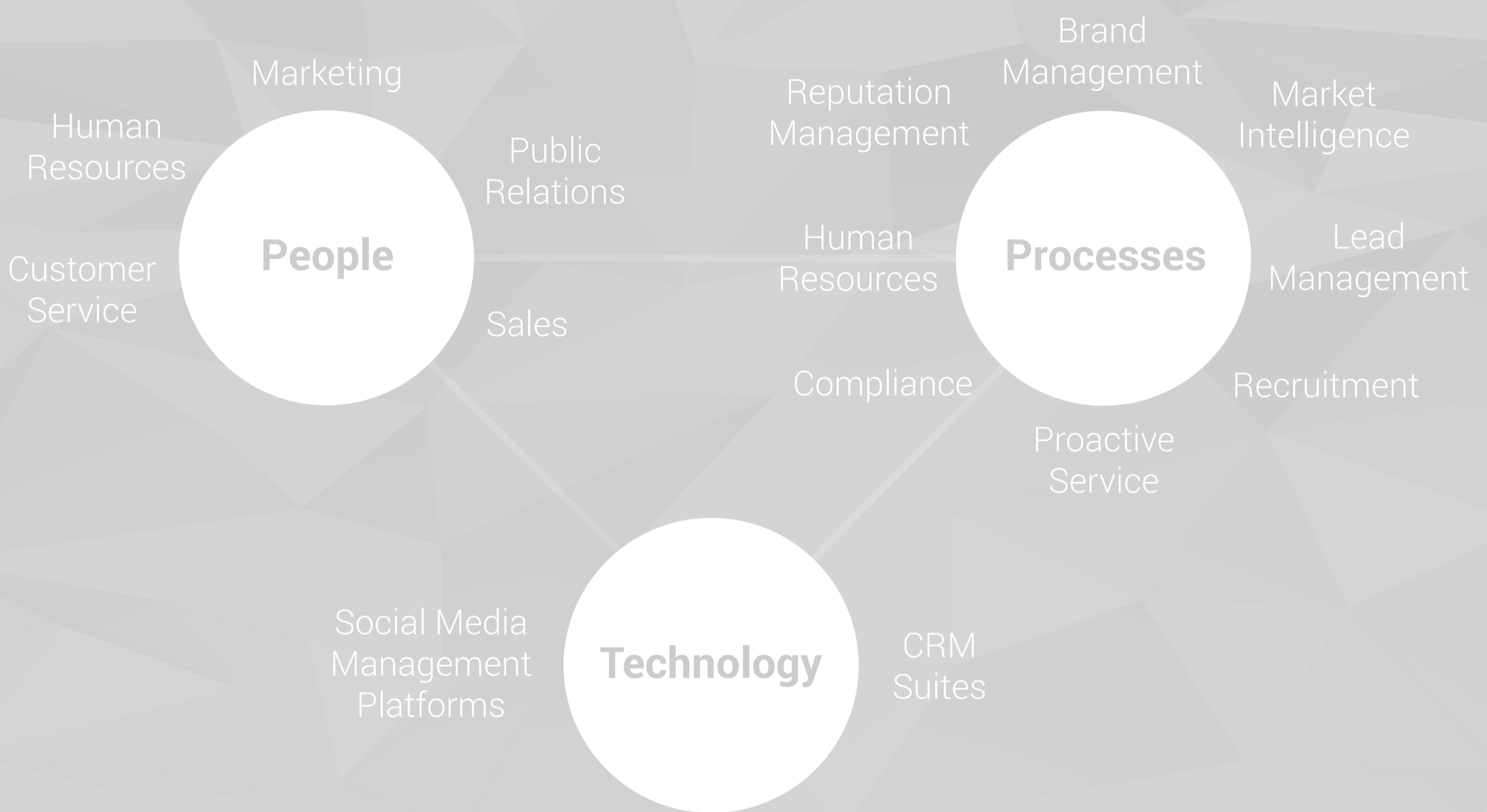
80% of total Pinterest's pins are repins from over 70 million users

288 million monthly active users send 400 million tweets a day on Twitter



The +1 button on Google Plus is served more than 5 billion times per day

Social media channels should be used to complement and strengthen existing customer interaction channels.



93% of marketers already use social media. Get started today!



Step 1:
Set Your Business Objectives for Social Media



Step 2:
Leverage Social Media for Marketing and Sales



Step 3:
Enable Customer Service Using Social Media



Step 4:
Technology Enablement for Your Social Media Strategy



Step 5:
Social Media Governance and Change Management