


drp^G

40
YEARS

creative
communications
agency

A N Y T H I N G ' S P O S S I B L E



Fighting hard to be heard, can you still find your Social voice?

Stephen Hartman, Head of Digital Marketing, DRPG.

The importance of social media

A close-up photograph of a person's hands holding a smartphone. The phone has a red case and is held in a way that the screen is facing the person. The background is a blue, textured fabric, possibly a blanket or sweater. The lighting is soft and focused on the hands and phone.

- Discover new ideas and trends.
- Connect with existing and new audiences in deeper ways
- Bring attention and traffic to your work.
- Build, craft and enhance your brand.

Organic vs paid



Organic social media refers to the free content (posts, photos, video, memes, Stories, etc.) that all users, including businesses and brands, share with each other on their feeds.

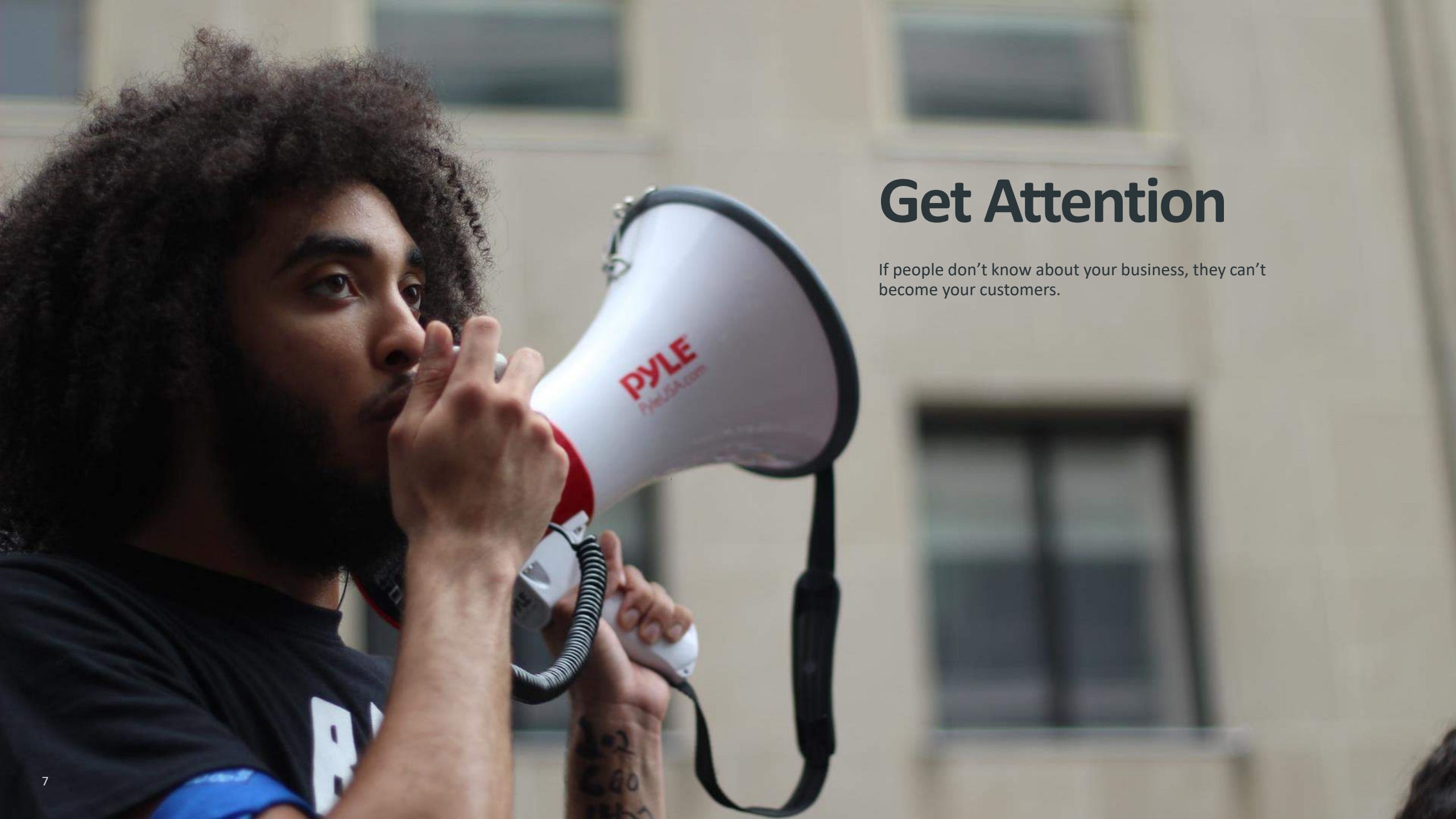
Paid Social Media Paid social media is another word for advertising. It's when brands pay money to Facebook, LinkedIn, Twitter, YouTube, etc. in order to have their content shared with specific new audiences.



1. Not all promotional posts need to be paid
2. Boost your best organic content
3. Optimize all your posts using A/B testing
4. Target your ads to people similar to your organic audience
5. Use retargeting ads to stay connected to your organic audience
6. Look at your data, and measure your results
7. Automate as much as possible

How can digital help brands?





Get Attention

If people don't know about your business, they can't become your customers.

Communicating Authority

Demonstrate your expertise as a thought leader in your industry or quality leading product.





Authenticity and personality

Make sure you let your brand's personality shine through in everything you share on social media.

Engagement

Likes

Comments

Shares

ROI Lead Generation

Social media lead generation is part of every strategy—whether you know it or not.





Customer Service

Social platforms have successfully broken down barriers between companies and their customers.

Consumer Insight

Manage brand
reputation

Optimise product
development

Refine and adapt
strategies

Benchmark
competitors

Trends

Brands must stay on top of emerging trends in addition to developing a grounded understanding of pre-existing trends.



The Digital Experience





Customer mindset

What guides the customer journey is their own task or goal, and they expect to be able to go wherever it leads them.

Online engagement

Online spend

10%

In-store spend

4%


Customer
retention

89%



New customer acquisition

73%

A photograph of a coffee shop counter. On the left is a black cup of coffee with a latte art design on a matching saucer. In the center is a brass bell. On the right is a stack of coffee receipts held together by a metal pin. The receipts are from 'COFFEE BAR YARD 8' and include the date '8/7/2014' and time '10:54 AM'.

More than transactions

It's the wider work on brand, community and TOV that will be working toward delivering innovative experiences that dovetail with unchanged, fundamental buying behaviours and customer needs.

The dual experience consumer journey

Awareness

Discovery

Evaluate

Conversion

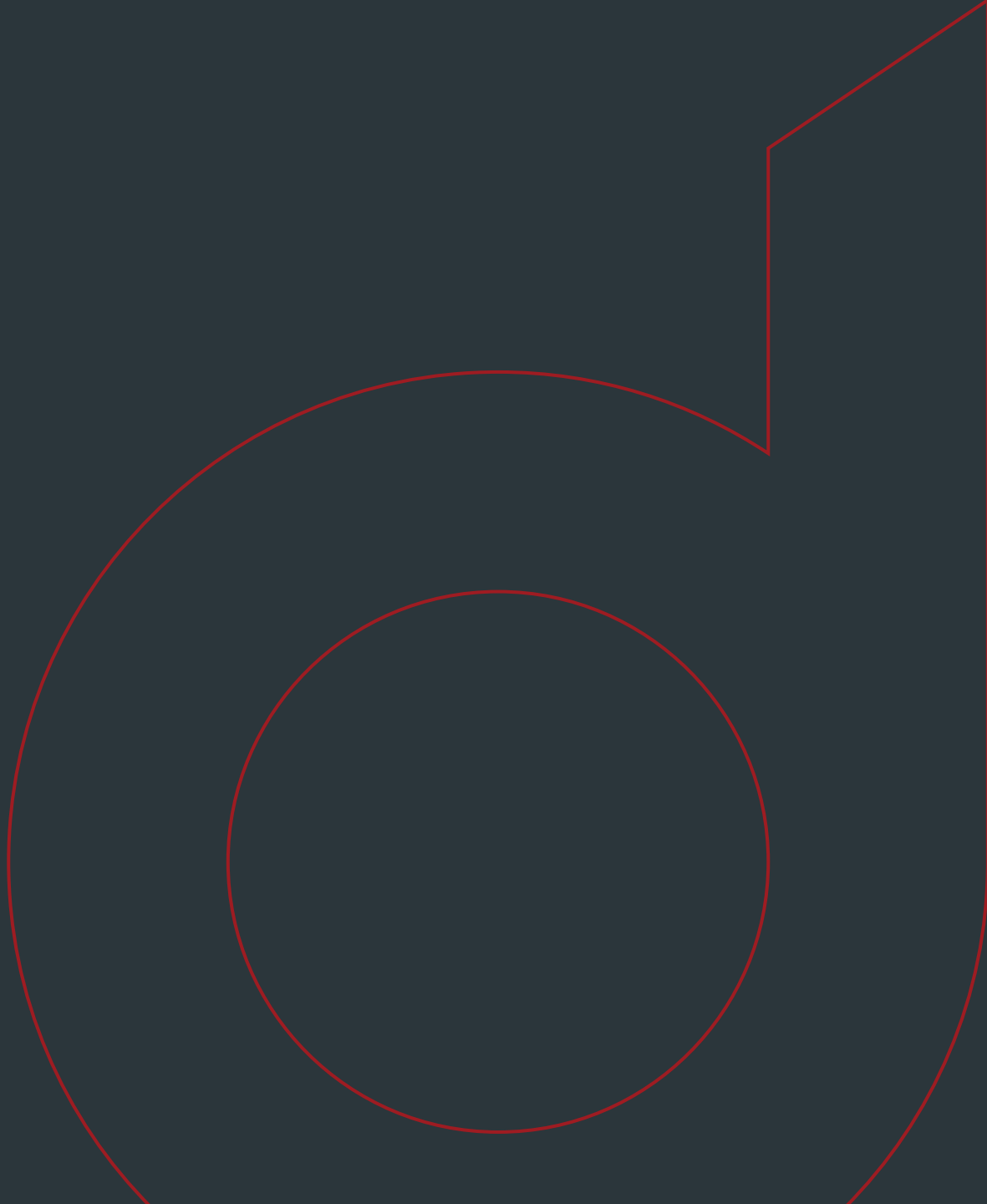
Experience

Support

Repurchase

Choosing the right channel





Thank you