

AUSTRALIANS HAVE EMBRACED SOCIAL MEDIA...

Australia leads the world when it comes to social media site usage, with the average Australian spending 7 hours and 19 minutes per month on social networking/blog sites.



FACEBOOK

- 9 million Australian members
- Australians spend an average of 8 hours & 19 minutes a month on Facebook



YOUTUBE

- The world's second most popular search engine after Google
- 6.7 million unique visitors a month from Australia each month



LINKEDIN

- 1.5 million Australian members



TWITTER

- 1.5 million Australian members

THE CHALLENGES

Social media presents unique challenges for brands and marketers. No longer are they in control and able to present carefully-crafted messages to the Market.

Instead, social media creates a dynamic in which:

- *Content is almost exclusively user-generated*
- *Users have come to trust this content more than 'official' marketing messages*
- *Consumers are listening to each other*
- *Perceptions of brands & products are influenced by others*
- *Marketers are no longer in control of marketing distribution & message*

Brands need to respond to this challenge if they are to keep up with consumers and maintain market share. They have to enter the world of social media, engage with its users and deliver valuable and timely experiences.

This can be a big step for most organisations, requiring a significant cultural shift. But it does not happen all at once; the first step is implementing a social media strategy.

OUR APPROACH

CLD has a well established in-house social media team with extensive experience working on a wide variety of campaigns. We work with clients to develop and implement social media strategies and campaigns that foster engagement, enhance brands and deliver commercial returns. CLD's social media services include:

Social Media Strategy - Development of strategies for entry and ongoing engagement across social media

Community Management - Ongoing community moderation and development, including Facebook & Twitter

Technical Development - Implementation of custom Facebook content including custom pages, video & ecommerce

Advertising Campaigns - Targeted campaigns utilising text ads and email across sites such as Facebook and LinkedIn

Social Media Monitoring - Ongoing monitoring & reporting utilising the SM2 platform



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SOCIAL MEDIA ADVERTISING

Social media provides advertisers with a unique opportunity to engage with their audience like never before. CLD develops social media campaigns that use an exciting mix of content and ad units to reach target audiences and drive desired outcomes. Some of the social networks we run campaigns across include:

Facebook

Advertising on Facebook can be targeted to profile information, including location, age, interests, education level and more, for extremely fine demographic targeting. Alternatively campaigns can be run very broadly, providing exceptional reach and frequency that is very well suited to building brands and generating awareness. Campaigns can be used to generate traffic, strengthen brands, grow Likes or promote Events.

LinkedIn

LinkedIn is ideal for reaching professionals and can be used to promote B2C and B2B offerings. Campaigns can be targeting by age, position, education, employer, industry and more, with a variety of ad units and buying models available.

CUSTOM TECHNICAL DEVELOPMENT

Facebook vanity pages are custom built pages used to add additional functionality and branding to a Facebook page.

Vanity Pages function very much like micro sites and can include additional content, such as text, images and video, as well as additional functionality, such as e-commerce, newsletter registrations and competitions.

Vanity pages appear as a tab alongside traditional Facebook tabs, such as Wall, Info, Events, etc, and can be set to be the default landing page for users, so that all people visiting the site land on this page first.

Facebook Vanity pages provide an opportunity to integrate a Facebook presence more closely with a company's brand, website and marketing activity. It also provides an opportunity for users to transact on Facebook itself, without the need to visit an external website.

PLAN: FROM CUP TO CROP

CLD developed this Facebook Vanity page to support Plan's From Cup To Crop campaign. The Vanity Page has the same branding, content and functionality as the campaign site located at www.fromcuptocrop.com.au

SOCIAL MEDIA MONITORING

Social media monitoring is a software platform that 'listens' to social media conversations. It allows marketers to track and analyse social media buzz and use this information to gain new insights into customers and markets.

Social media monitoring 'listens' to the complete social media universe, including sites like Facebook, Twitter, YouTube, Flickr and MySpace, as well as blogs, forums and other community based sites. The intelligence generated by social media monitoring allows marketers to:

- Track discussions across social media in real time
- Understand sentiment of these discussions
- Identify the real influencers across online channels
- Respond and interact with a level of understanding
- Enhance market research, brand positioning & marketing strategy

The SM2 Platform

SM2 is a web based social media monitoring platform. It continuously indexes the social media universe and stores results in a 'social media data warehouse'. The platform currently has 9 billion+ social media records, including tweets, posts, images and other conversations.

SM2 allows users to analyse and review social media activity in different ways:

- Daily volume
- Share of voice
- Demographics
- Top domains
- Top authors
- Brand Sentiment

