

InfocomCy 2017

Social Media & Brands. Missed Opportunities

Christos Kyliakoudis

Managing Director

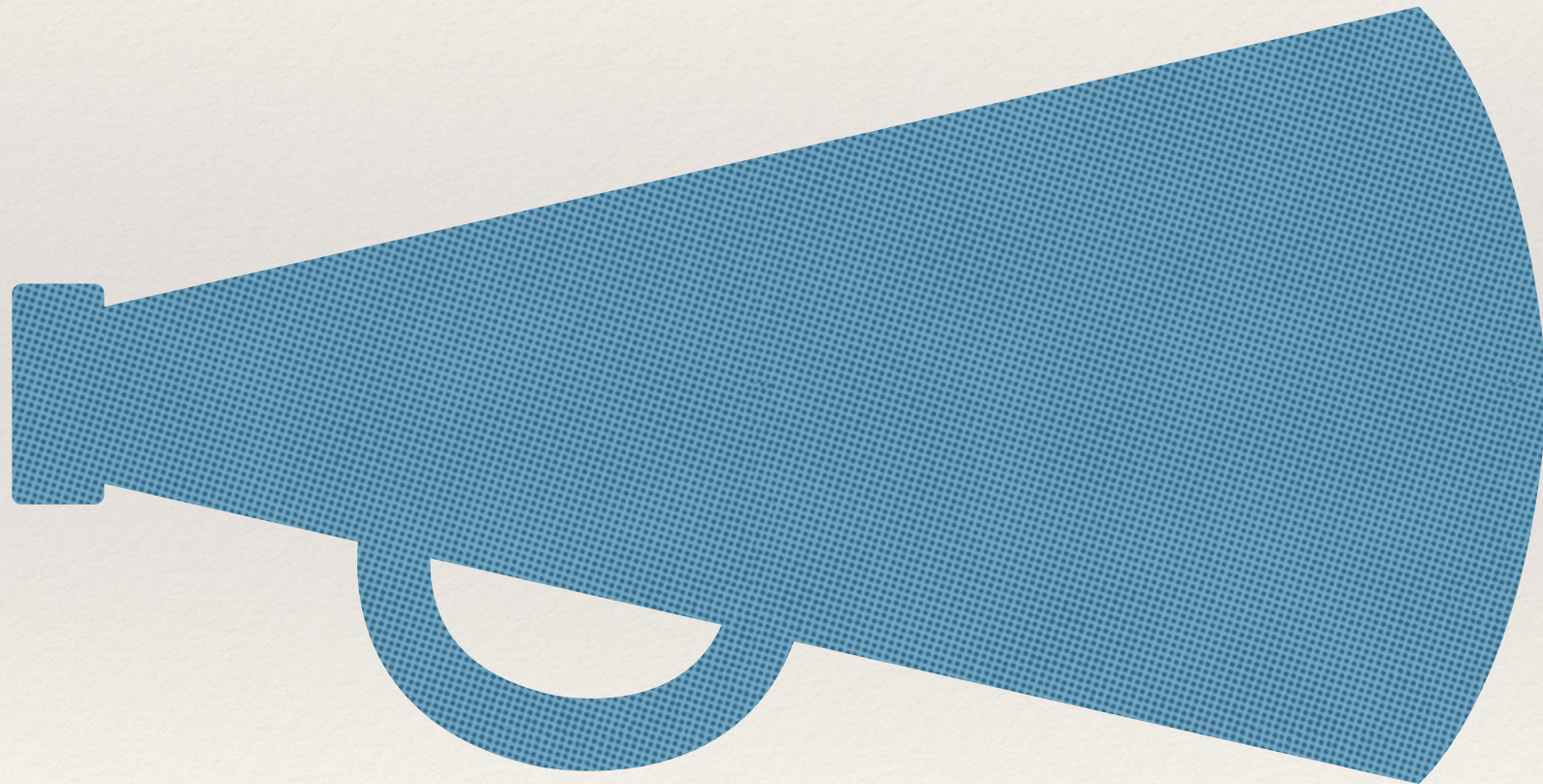
Bazaraki Ltd

Do Social Media & Brand cooperate
effectively?

Brand & Social Media

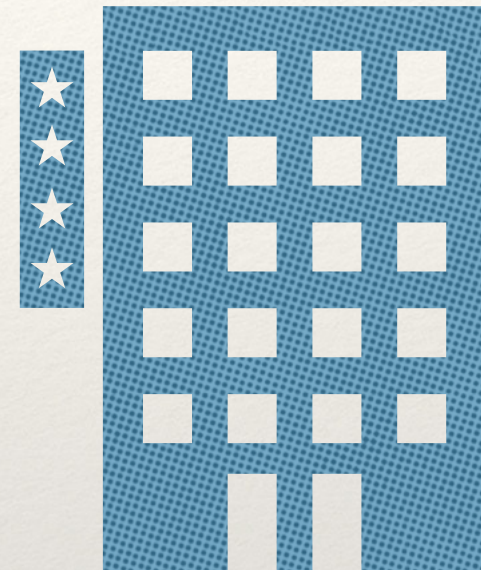
Brand

Social Media

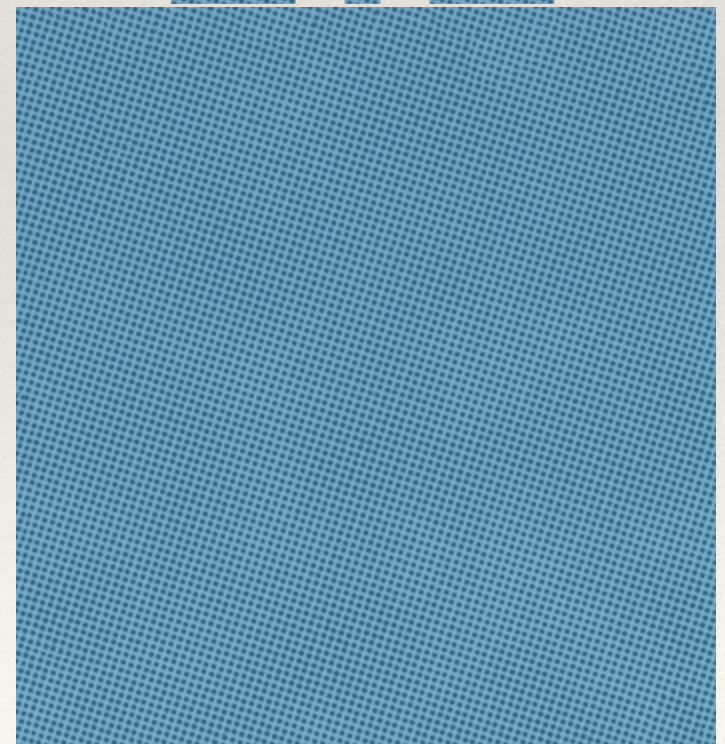


Brand & Social Media

Building - Social Media



Foundations - Brand

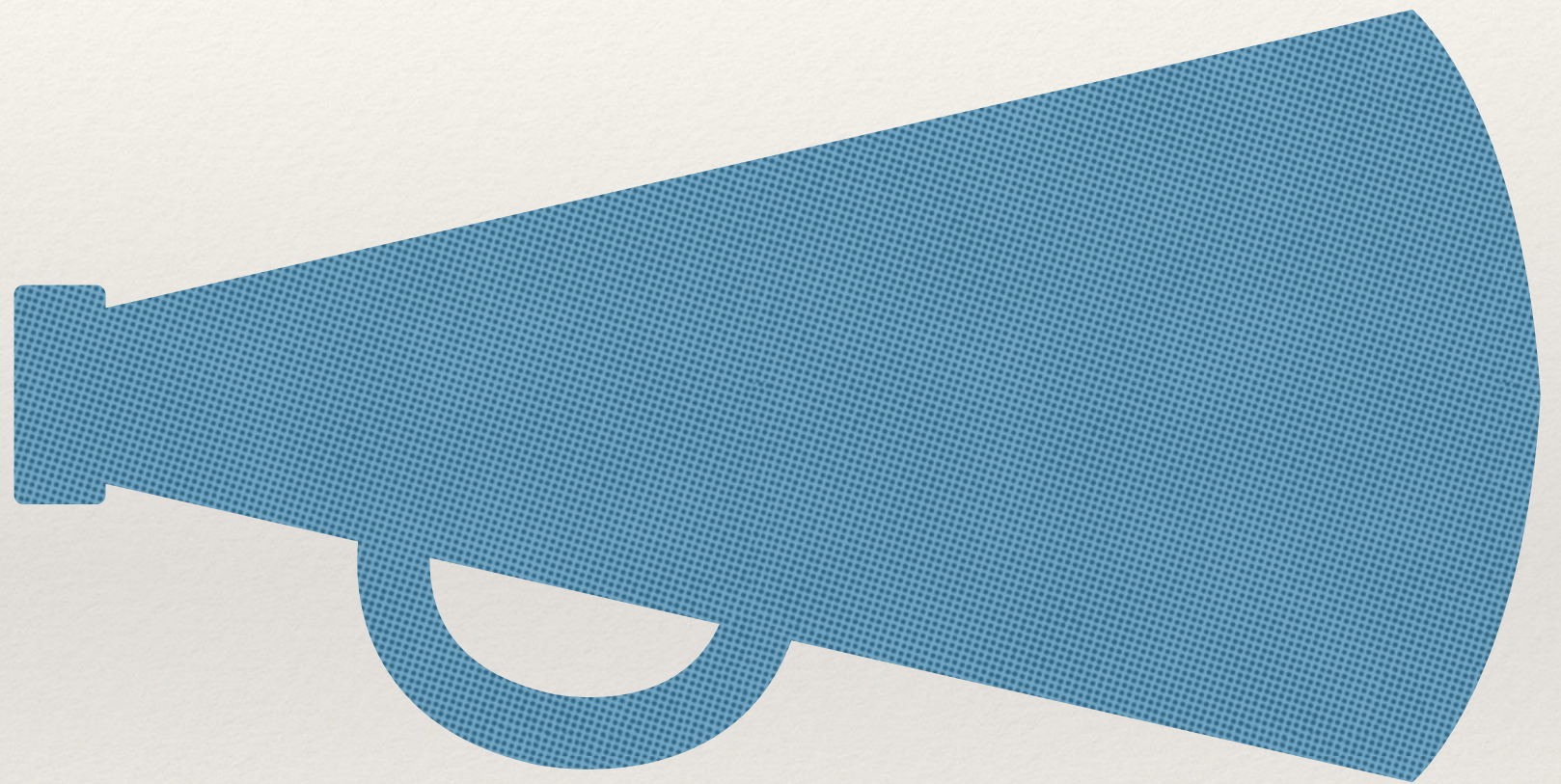


No Brand & Social Media

The Definition of
Luxury



Social Media



Brand & No SM

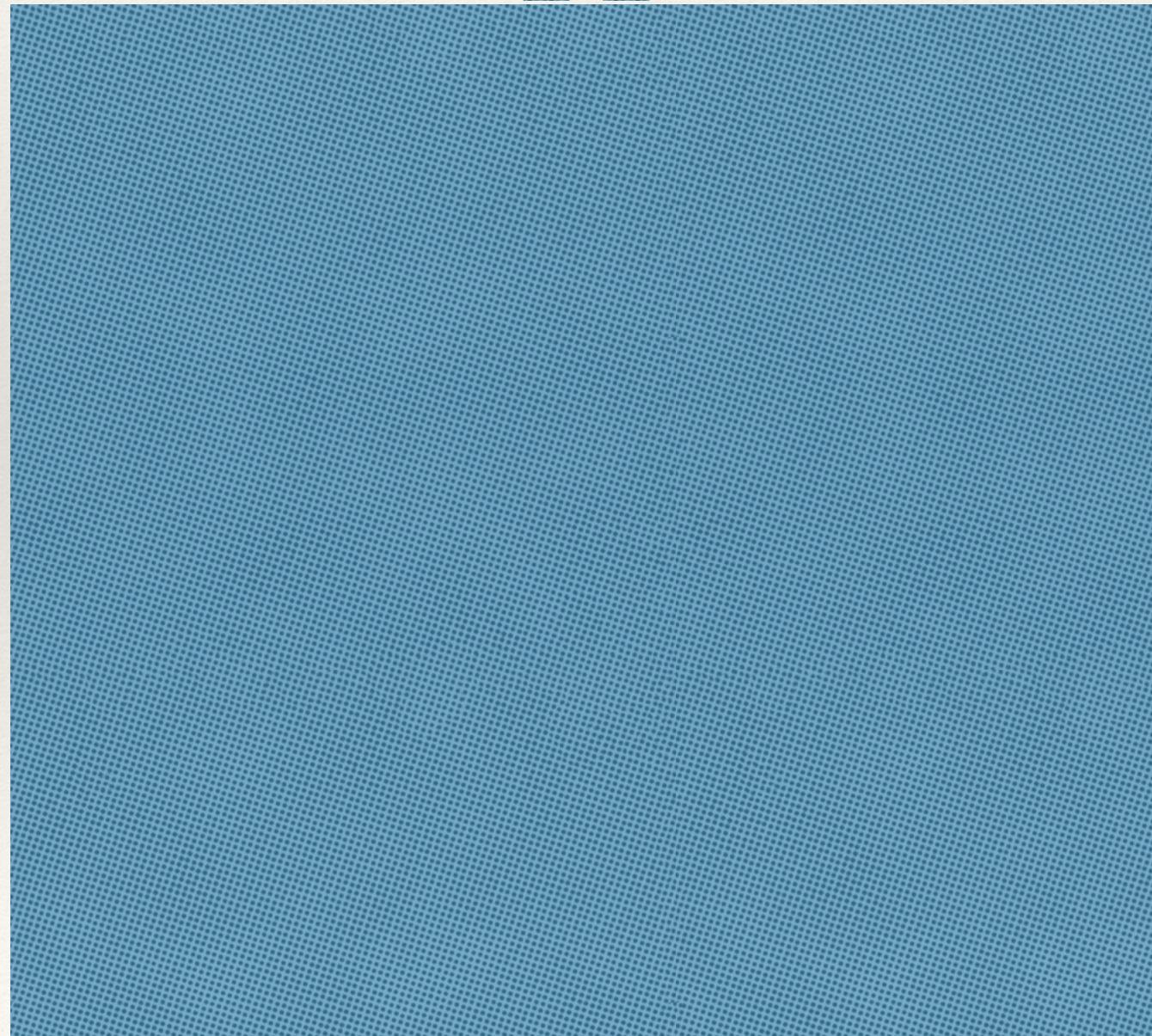
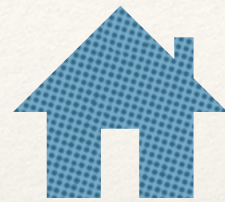
Brand

Social Media



No real value

Brand & No SM

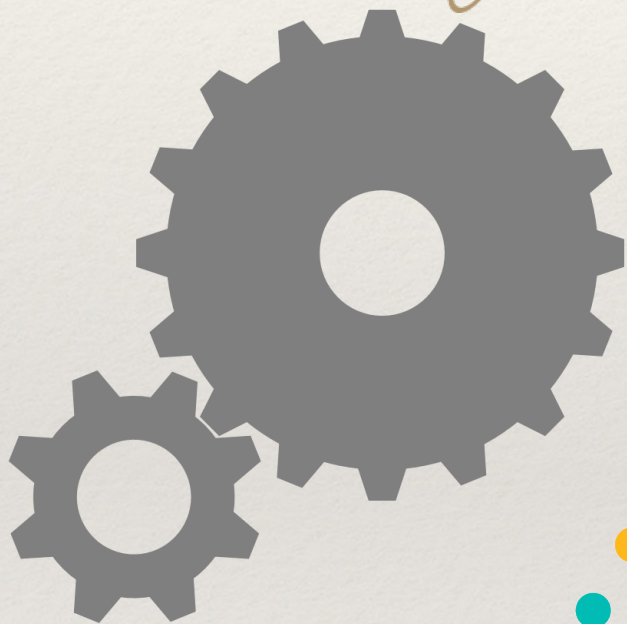


Business case A

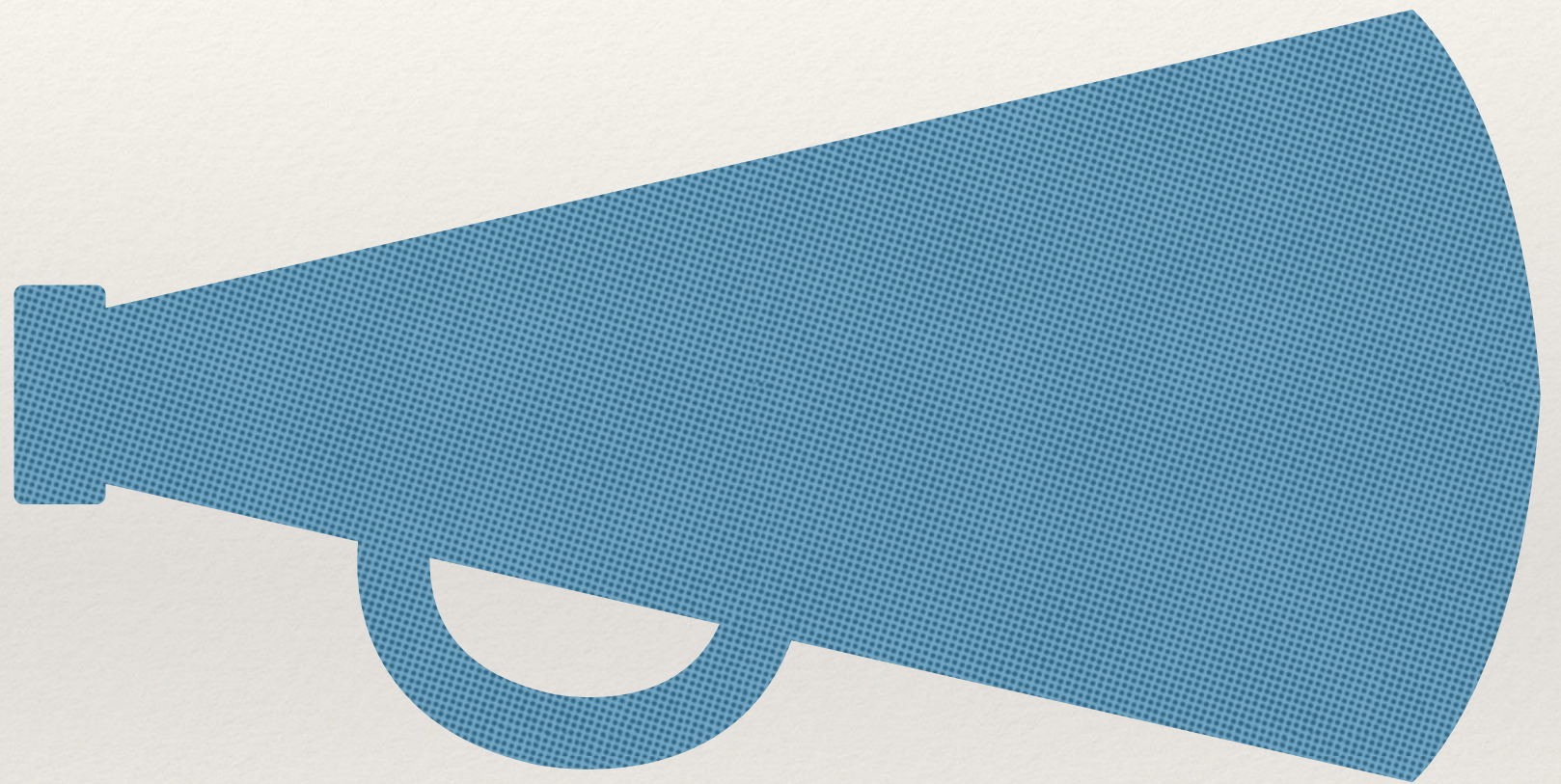
- E-commerce or Marketplace business
- Shareholders believe in social media
- Invest in social media
- Do not believe in Brand dev.

No Brand & Social Media

The Definition of
Luxury



Social Media



Business case B

- E-commerce or Marketplace business
- Shareholders believe in Brand dev.
- Do not believe in social media - Why?

Brand & No SM

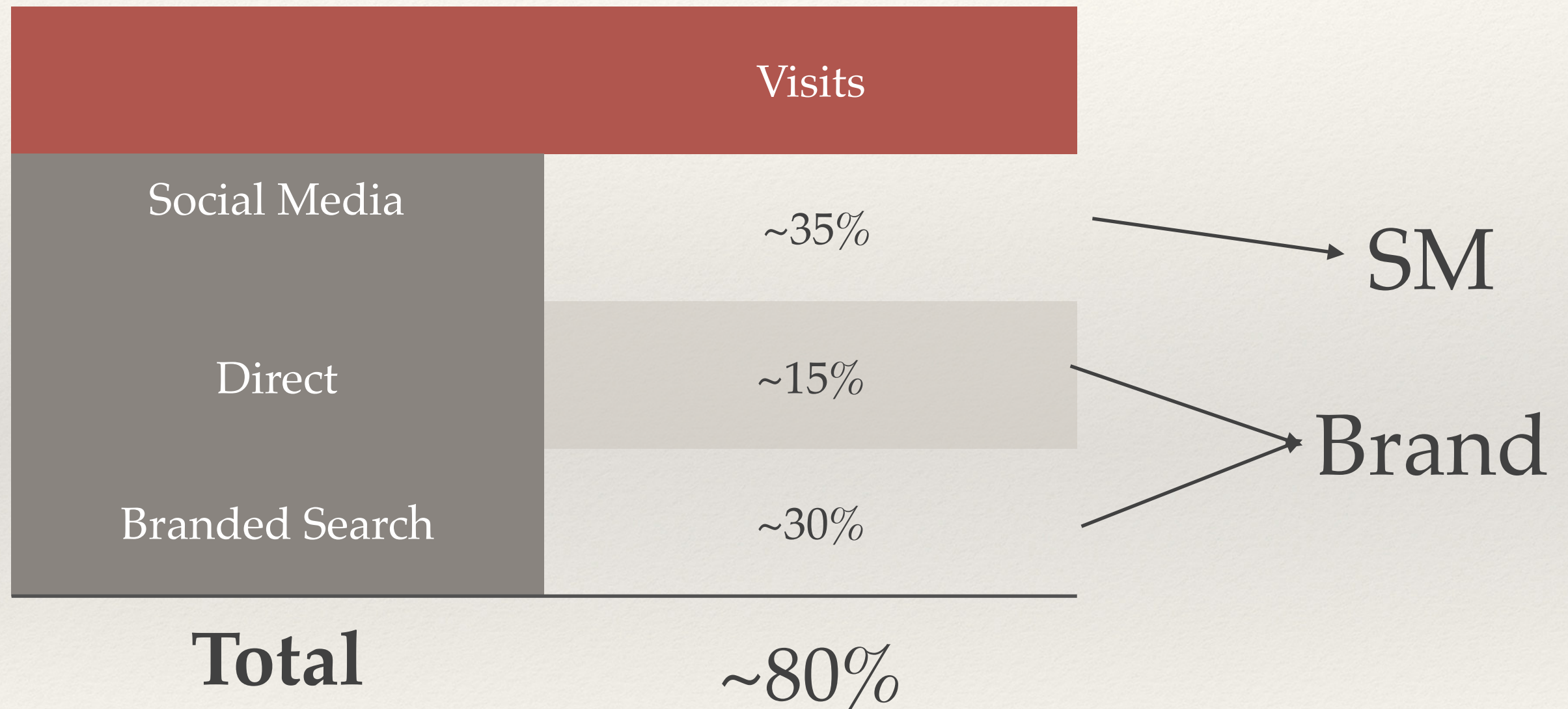
Brand

Social Media



2%-4% Web. Visits

Opportunity



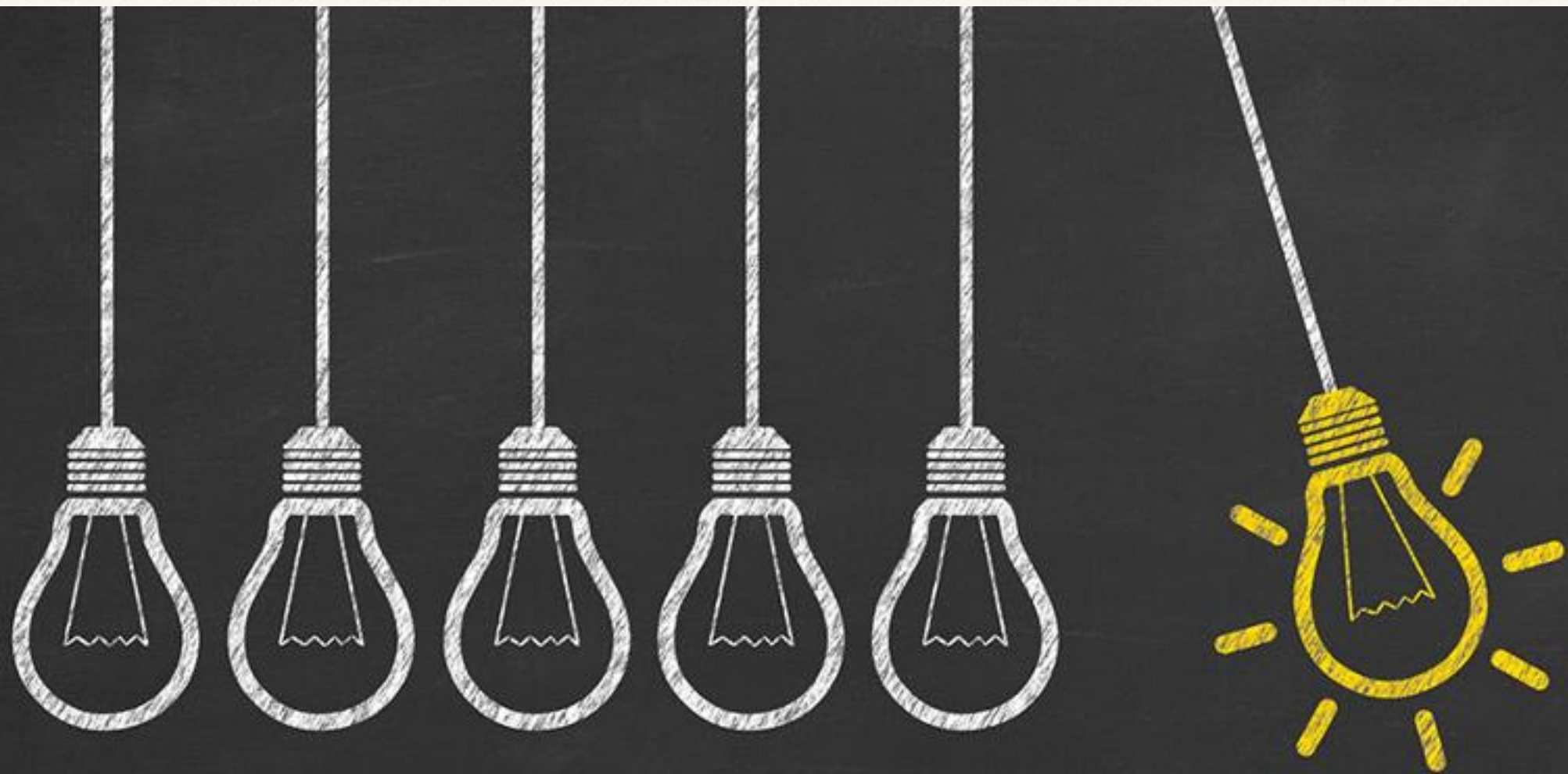
Very low cost

Culture favours status quo





Culture favours innovation



Brand & SM - Old Relationship

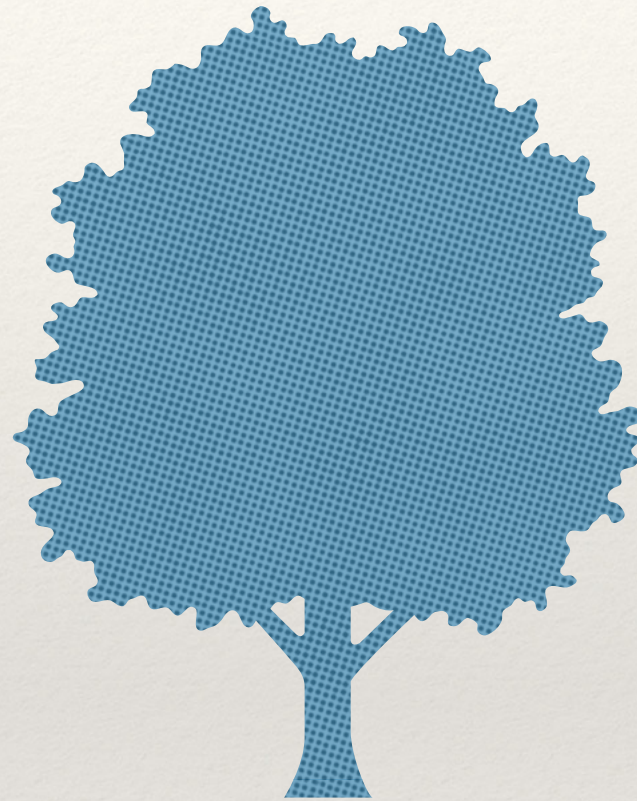
Brand

Social Media



Brand & Social Media new relationship

Social Media



Brand



They cooperate as an ecosystem



Thank you