29 NOVEMBER 2017

HOW TO MAKE THE MOST OF YOUR SOCIAL MEDIA

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Co-Founder & Managing Director, BLEND
Digital

SOCIAL MEDIA MANAGEMENT

Everyone is competing simultaneously for the consumer's attention among the social media channels. We will help you stand out by communicating the value of your brand to its audience; so that they will take notice, and react to the content we place in front of them.

To achieve this, we investigate where your consumers are and how they are communicating and consuming information in the digital environment.





SOCIAL MEDIA MANAGMENT

SOCIAL MEDIA MANAGEMENT

Based on this data we will create your social media strategy across the relevant channels. These very same data and insights drive the quality of the content we create; both creatives and efficacy of the messages we craft.







CONTENT DEVELOPMENT



COMMUNITY
PLANNING
& MANAGEMENT



EVENT ACTIVATION



SOCIAL ADVERTISING

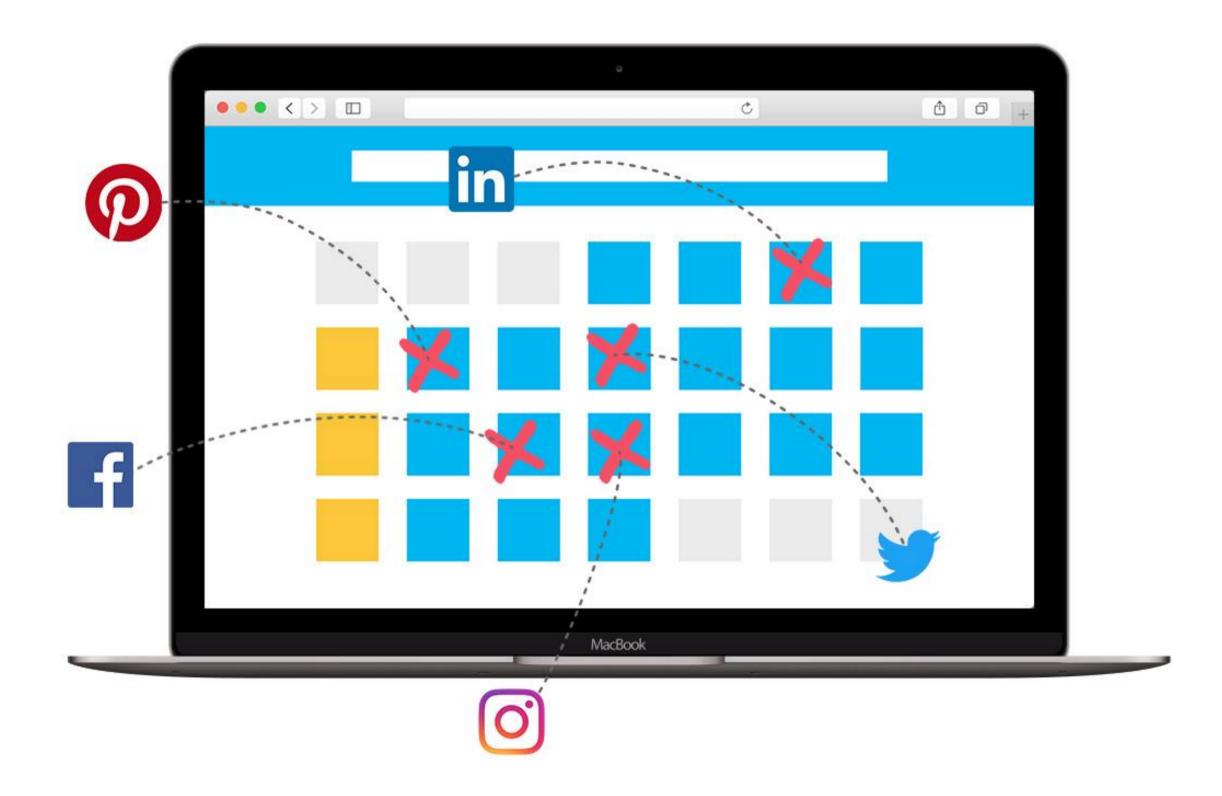


ANALYTICS & REPORTING



COMMUNITY PLANNING & MANAGEMENT

We will help you build sustainable communities on your social media and will manage the conversations taking place to create long-term value. Everything kicking off with proper planning and putting in place an agenda for each respective month identified in advance.





SAMPLE OF AGENDA



SEPTEMBER | POST_04

SATURDAY | 16.09.2017

THEME:

NAKED GROUSE

POST TEXT:

Life is all about the journey. #LiveNaked #NakedGrouseCY





SAMPLE OF AGENDA

CEDTEMBED 201

SOCIAL MEDIA CALENDAR

FAMOUS GROUSE ACM CHRISTOFIDES

BL3ND

SATURDAY | 02.09.2017

THEME: WORLD BEARD DA

POST TEXT: Let's celebrate the beardlest day of the year!



BLEND

MONDAY | 04.09.2017

GENERAL - END OF SUM

Let's end the summer in Famous Style #theFamousGrouse #FamouseGrouseCY #FamousSumn



BLIND

MONDAY | 11.09.2017

THEME: GENERAL - Boring Days

Mondays don't have to be all that bad!
#Eamous@rouse(Y) #theFamous@rouse #FamousMondays #Mondays



BL3ND

SATURDAY | 16.09.2017

THEME: NAKED GROUS

POST TEXT: Life is all about the journey, #LiveNaked #NakedGrouseCY



BL3ND

FRIDAY | 22.09.2017

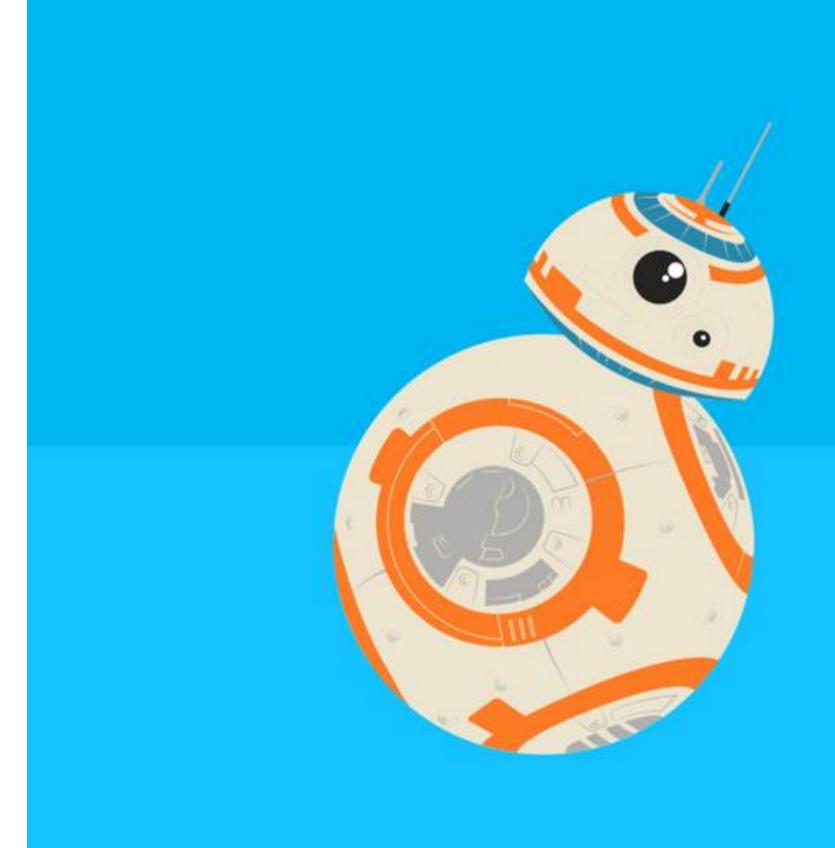
GENERAL

Relax! Friday has arrived. Let's make it #Famous



BL3ND

GIF SAMPLES





GIF SAMPLES





GIF SAMPLES





SOCIAL ADVERTISING

An inherent part of the social media strategies we develop entail implementing paid social advertising strategies to increase reach and drive desirable consumer actions aimed at amplifying owned and earned media.

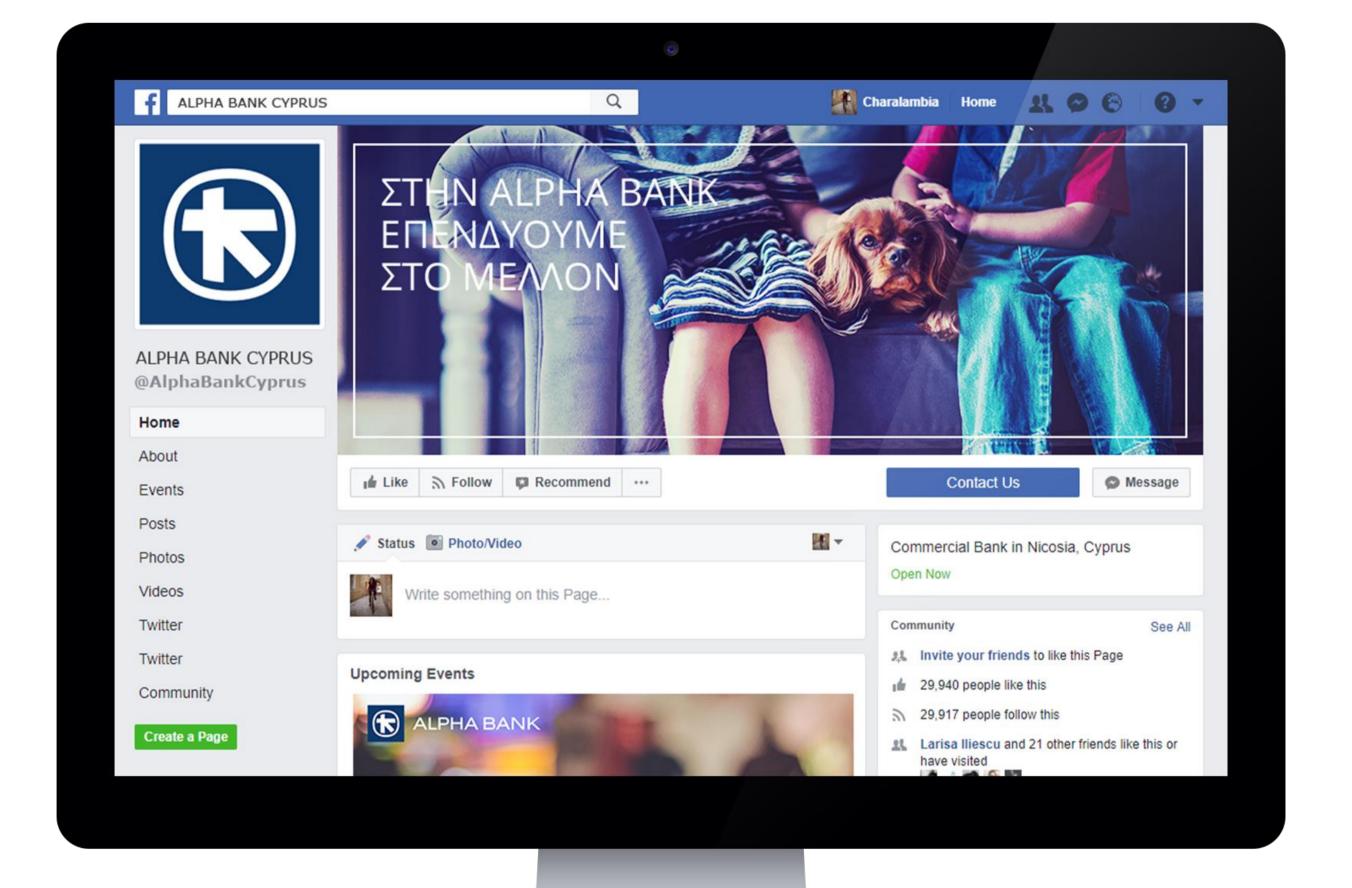




TIPS

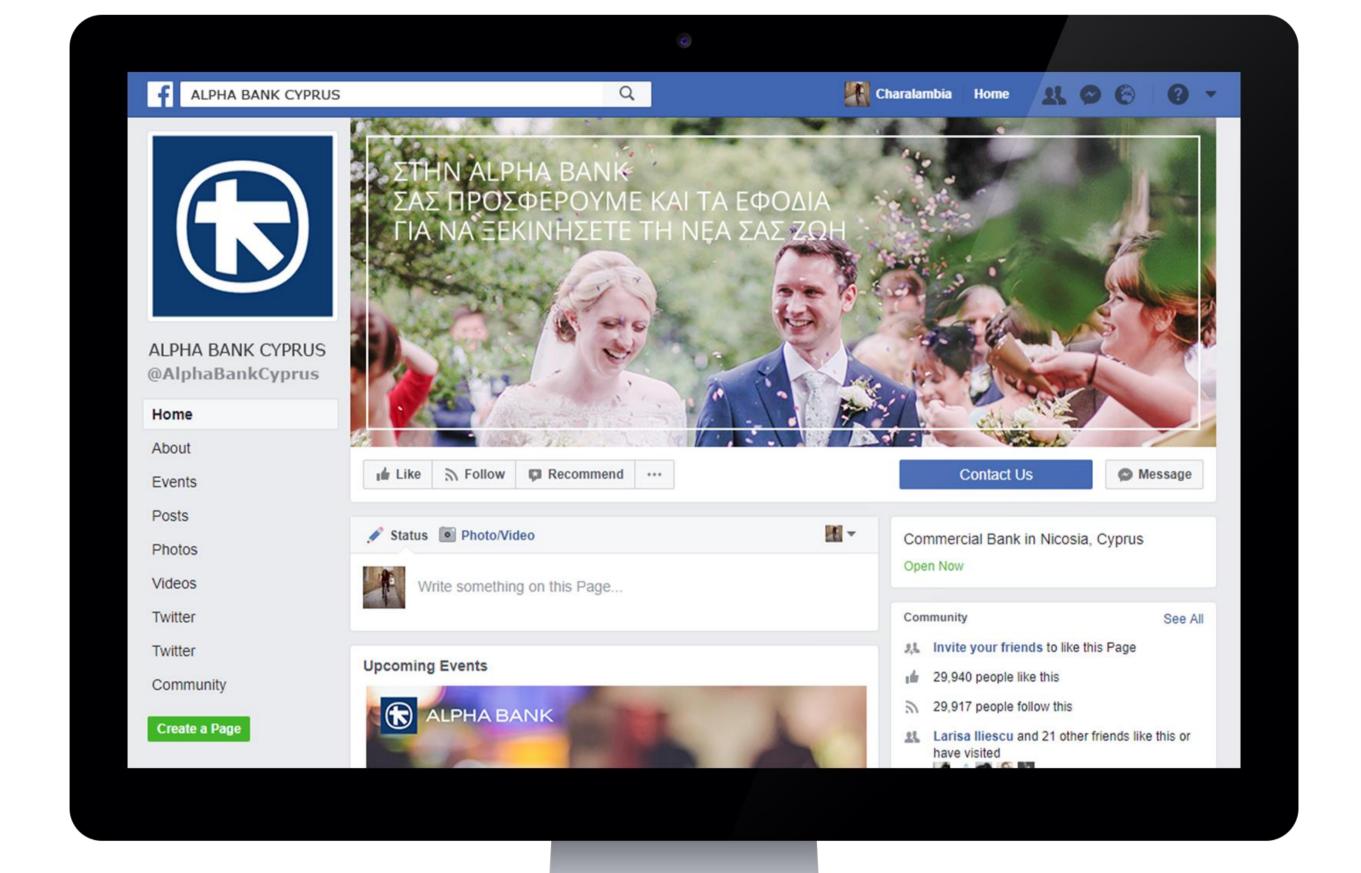


FACEBOOK OFFICIAL PAGE





COVER PHOTOS



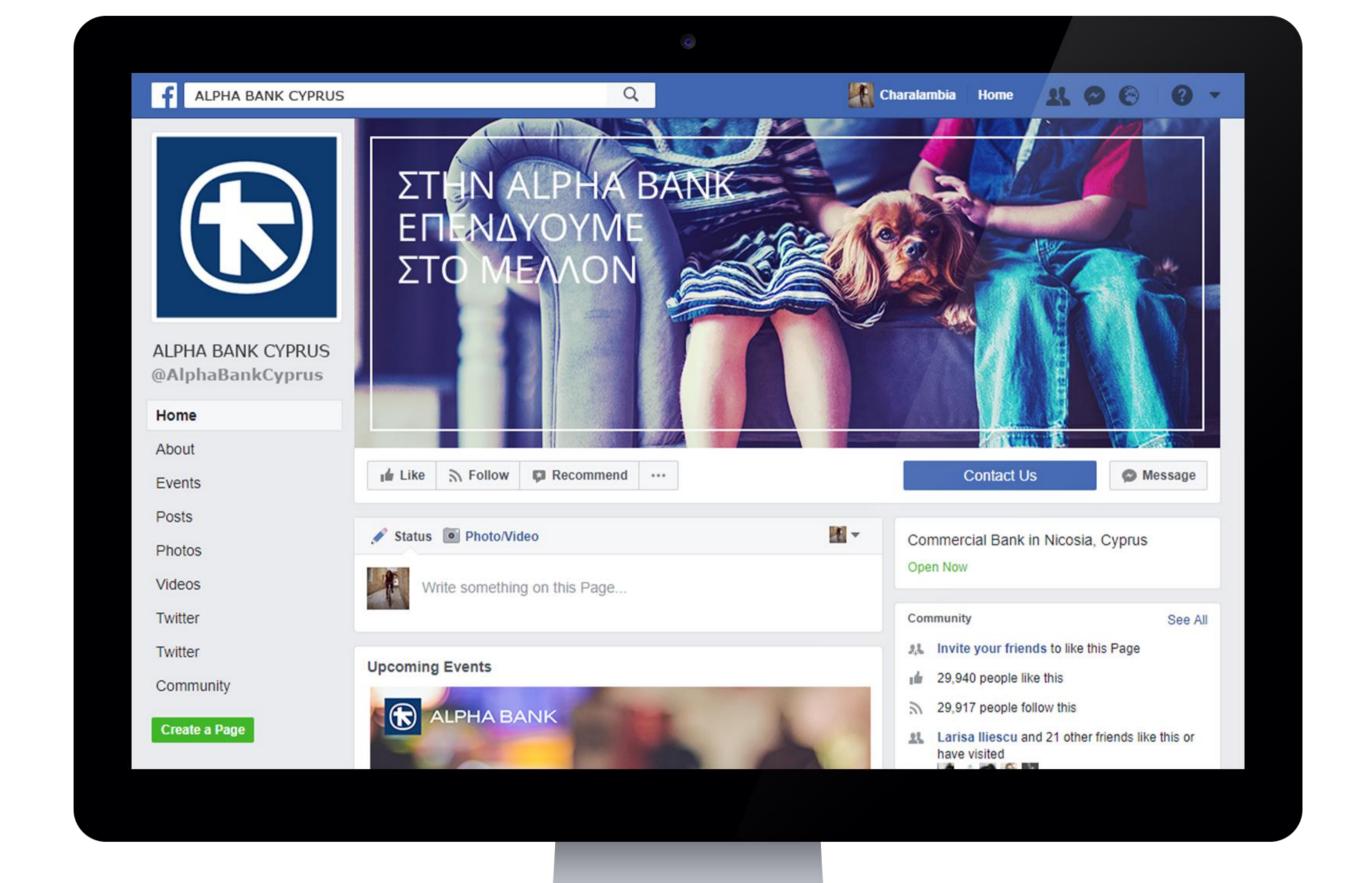


COVER PHOTOS





COVER PHOTOS





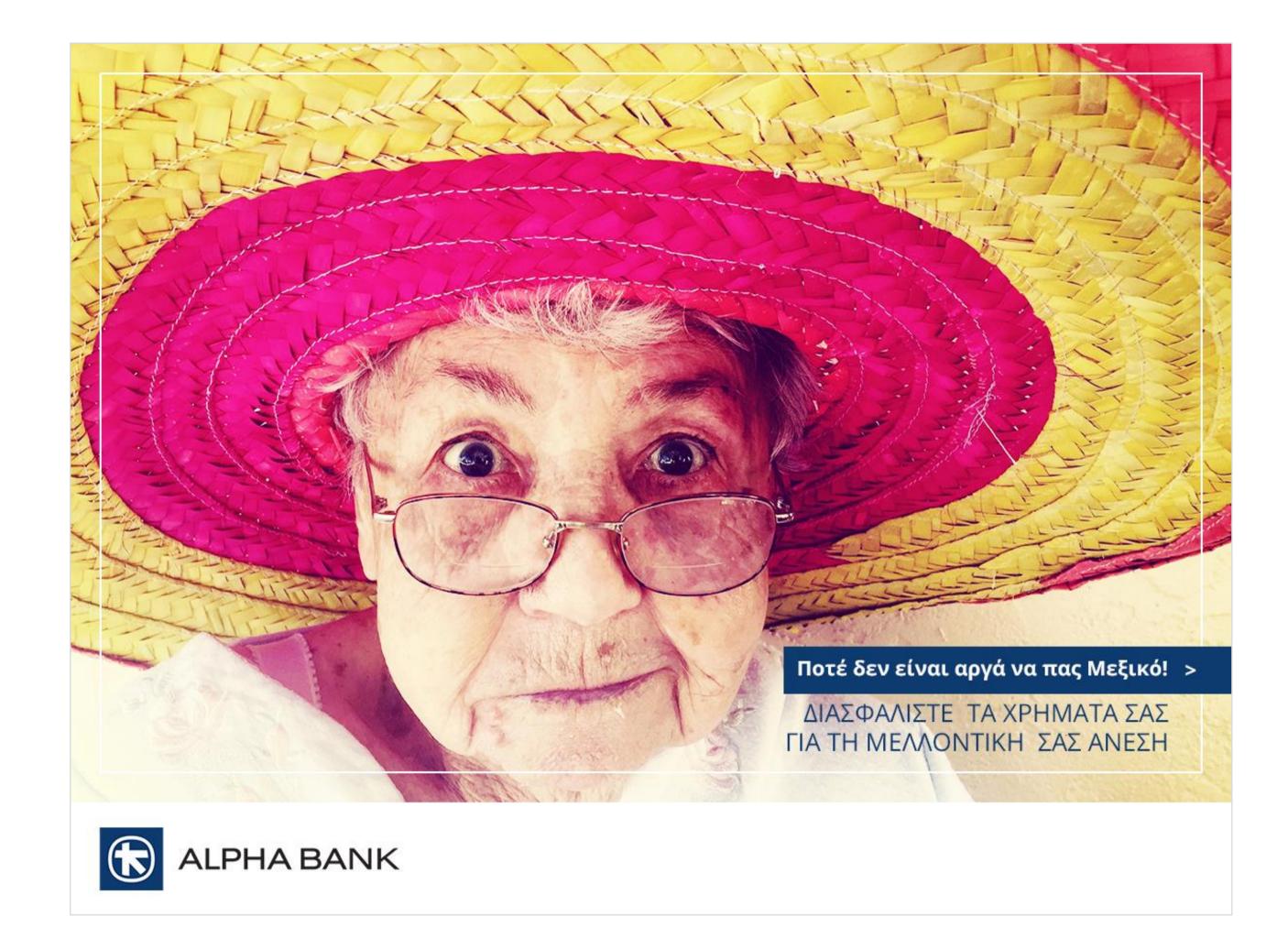
FACEBOOK POSTS







FACEBOOK POSTS





FACEBOOK POSTS & GIF IDEAS

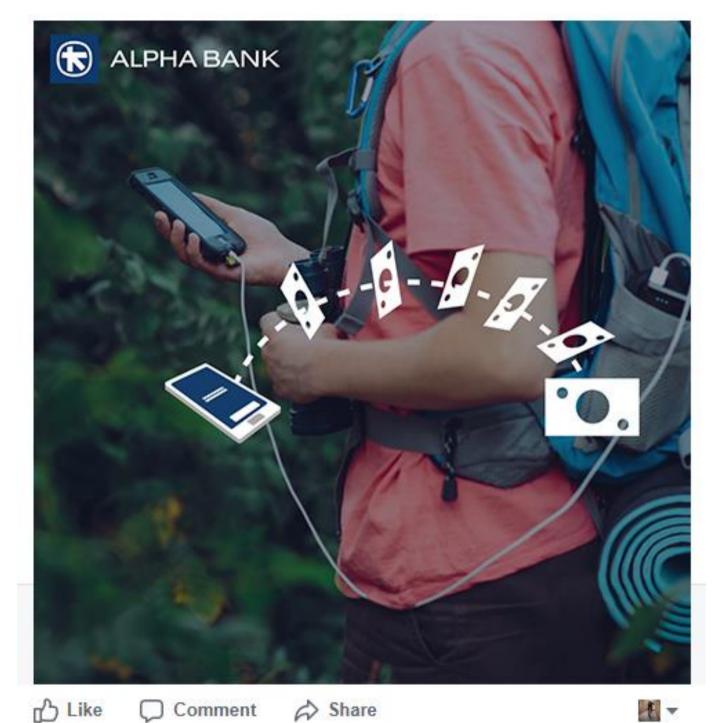


Μαζί με τα θερμά μας συγχαρητήρια, σας προσφέρουμε και τα εφόδια για να ξεκινήσετε τη νέα σας ζωή με άνεση, ασφάλεια και... υψηλές αποδόσεις! Εξασφαλίστε τα χρήματα σας με ένα προνομιακό πακέτο προϊόντων και υπηρεσιών που καλύπτει πλήρως τις ανάγκες σας! https://goo.gl/ARXKJi #alphabank #AlphaNewlyweds #Alpha Residence

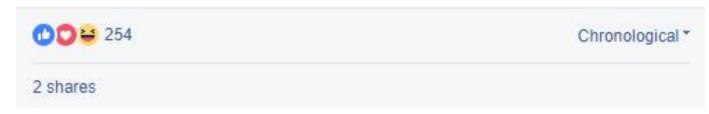




Όλα γίνονται απο το κινητό..όπου και να είσαι! #alphabank #AlphaXpressBanking

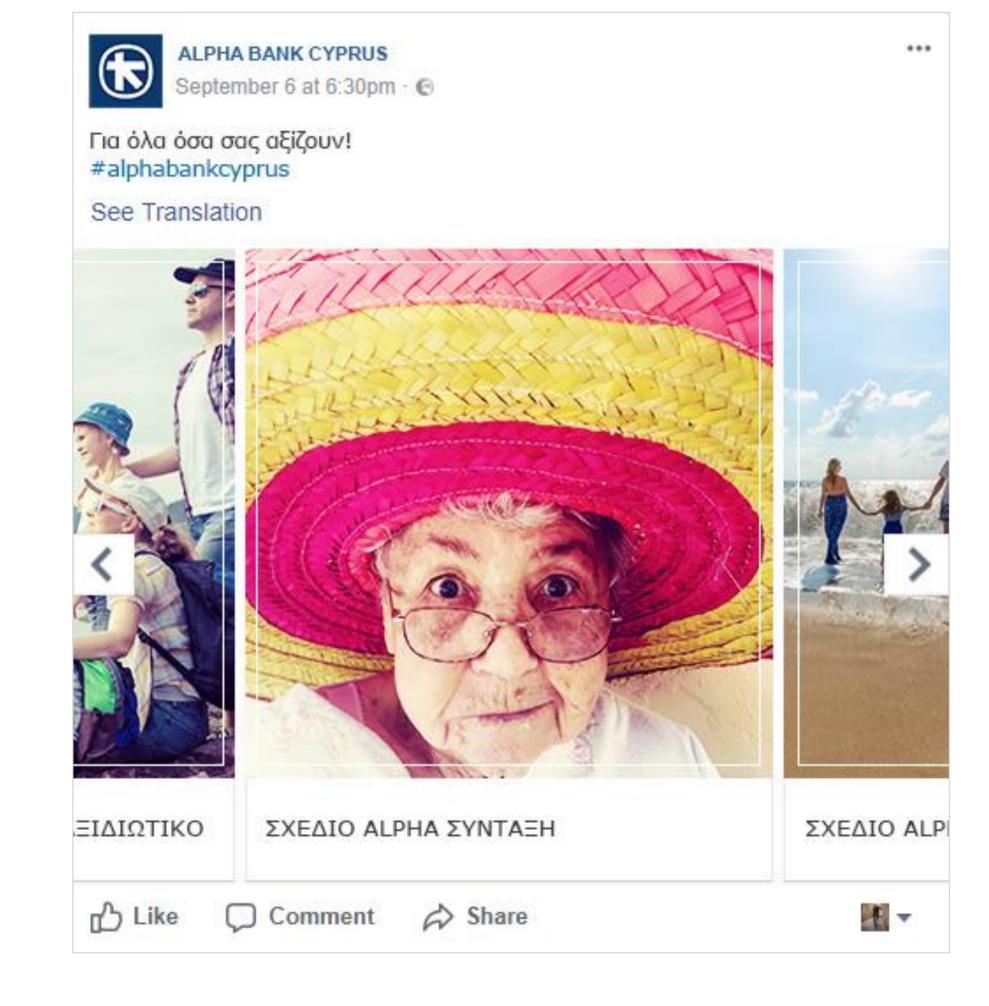






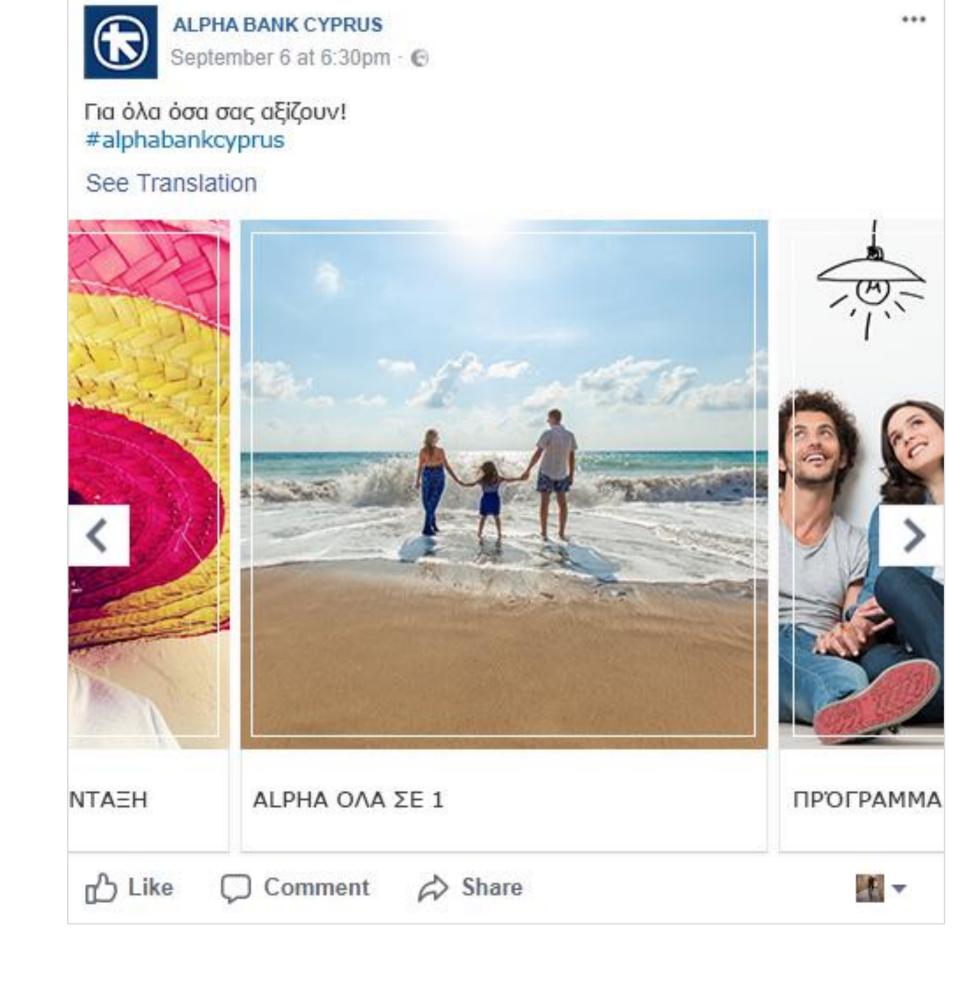


FACEBOOK CAROUSEL





FACEBOOK CAROUSEL





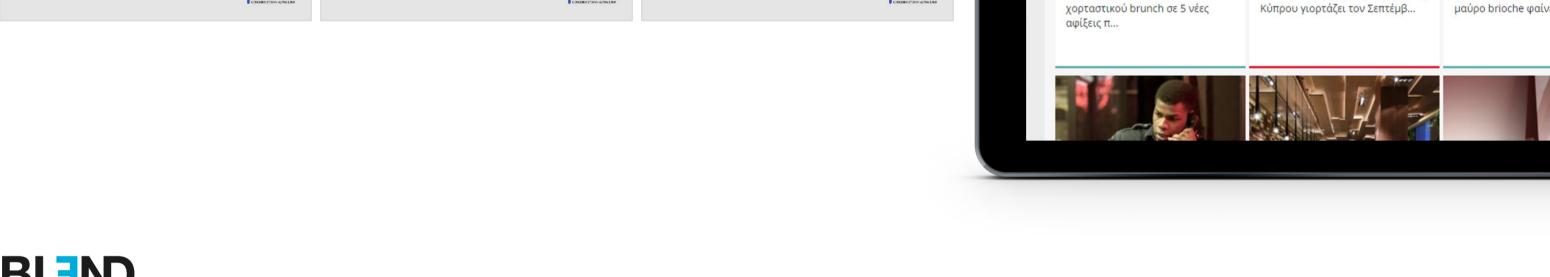
IDEAS

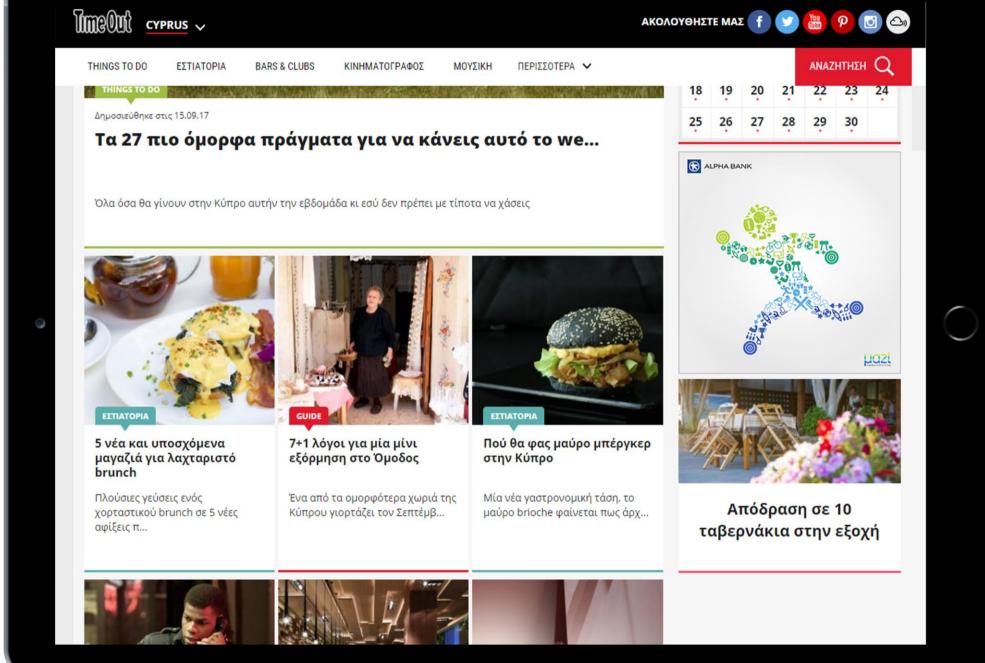
BANNERS













EXAMPLES



CYPRUS STRUCTURAL FUNDS

Challenge







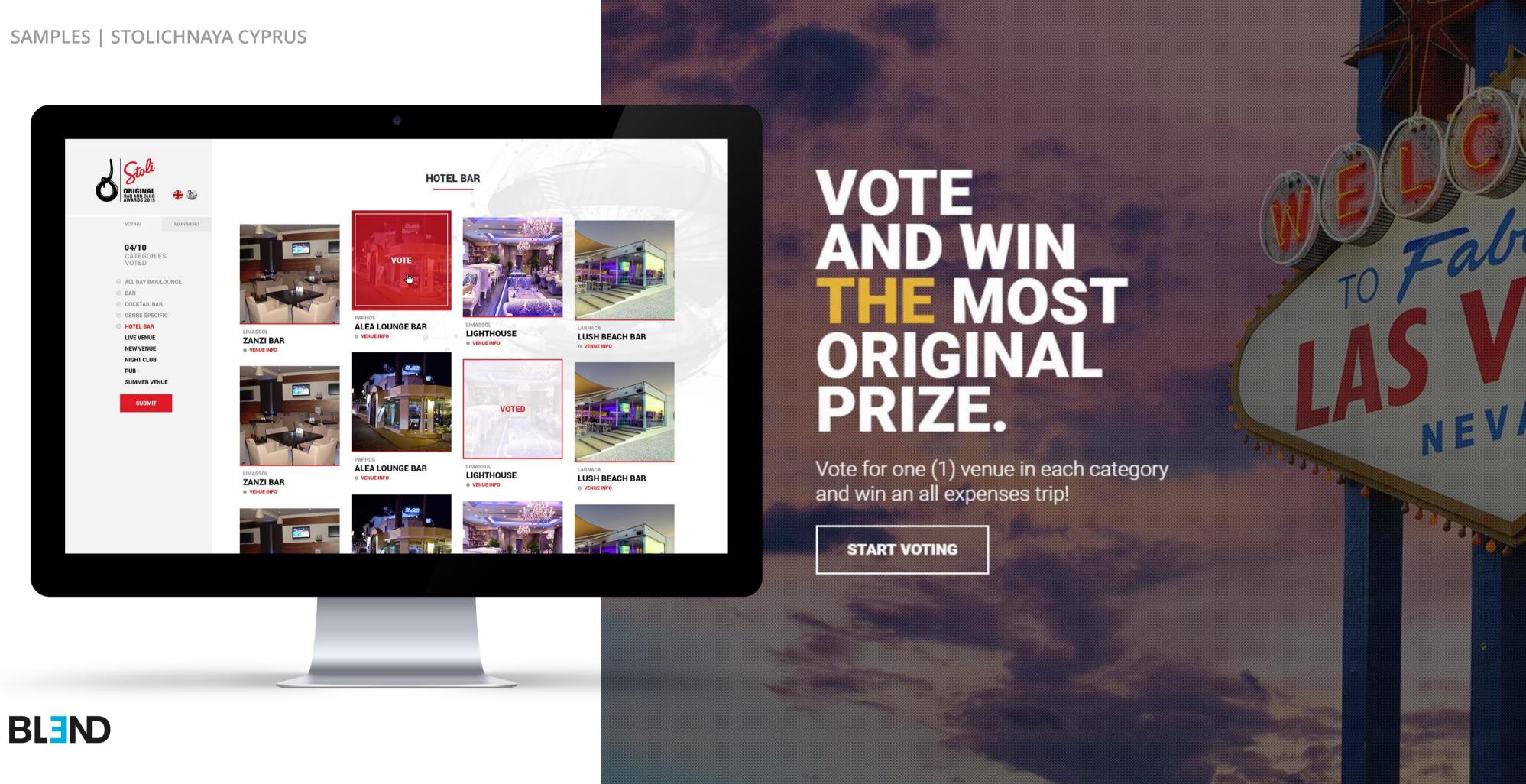
CYPRUS STRUCTURAL FUNDS

Advertising budget - €10,020 (Dec 2016 – June 2017)

- Very wide campaign exposure over 29 million ad impressions; Google Display Network reached 400+ websites
- Facebook delivered extremely low cost per contact €0.007. Women had significantly higher interest towards the ads on all placements. Best performing segment women, 35+ years old, Nicosia District.
- The page like campaign delivered 12,008 new Likes (75% more than anticipated).
- Mobile cost per click was about 50% lower than desktop







STOLI GIF BOOTH



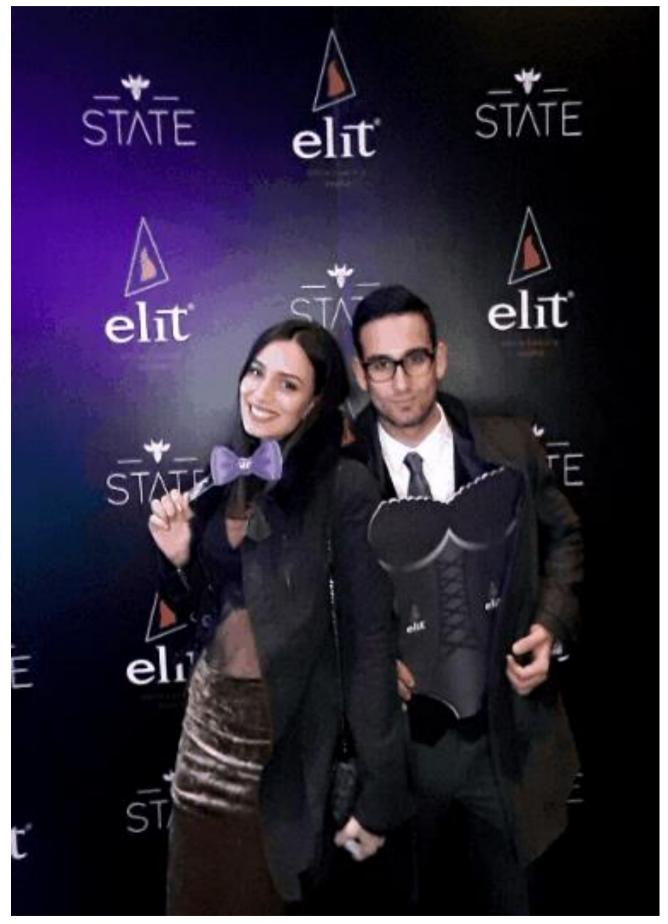






STOLI GIF BOOTH



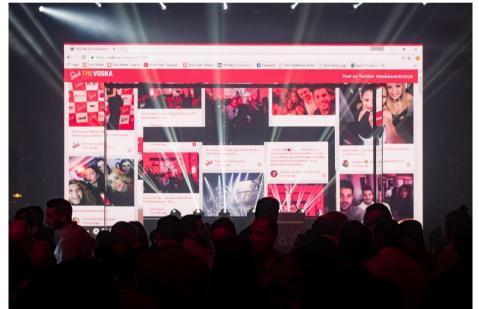




STOLI CLUB & BAR AWARDS -THE EVENT











STOLI CLUB & BAR AWARDS -THE EVENT

Event results were as follows:

- a) On Facebook alone on the evening of the event 150,000 impressions were generated
- b) the marketing mileage continued, generated an additional 230,400 impressions by the end of the week of the event
- c) Instagram users increased by an additional 22.1% due to the fact that we encouraged the use of the hashtag that we created for the event
- d) Overall around 8500 stories were created by close to 6500 unique users
- e) Exceeding 1,100,000 potential reach



SAMPLES | STOLICHNAYA CYPRUS

STOLI MOMENTS

This was an Instagram & Twitter yearly competition where we capitalized on the seasonality, asking users, subject to the season (where we associated the season with a colour) to share their Stoli moments, subject to the season & colour, and win unique Stoli prizes.



BE PART OF THE STOLI AUTUMN WALL

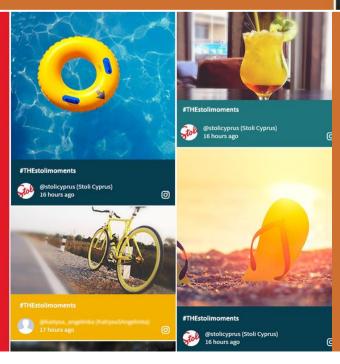
#THEstolimoments





#THEstolimoments



















THE STOLI AUTUMN MOMENTS

- 1. Follow StoliCyprus on Instagram or Twitter
- 2. Take a photo of something brown
- 3. Don't forget to add #THEstolimoments
- 4. Win unique Stoli prizes





THE STOLI AUTUMN MOMENTS

#TH-stolimoments

THE WINNERS ARE:

Thanasis Stavrou Chara Charalambous Tatiana Kornilova Despo Stavrinidou Demetris Hadjistyllis Iliescu Florenta

CONGRATULATIONS AND ENJOY RESPONSIBLY







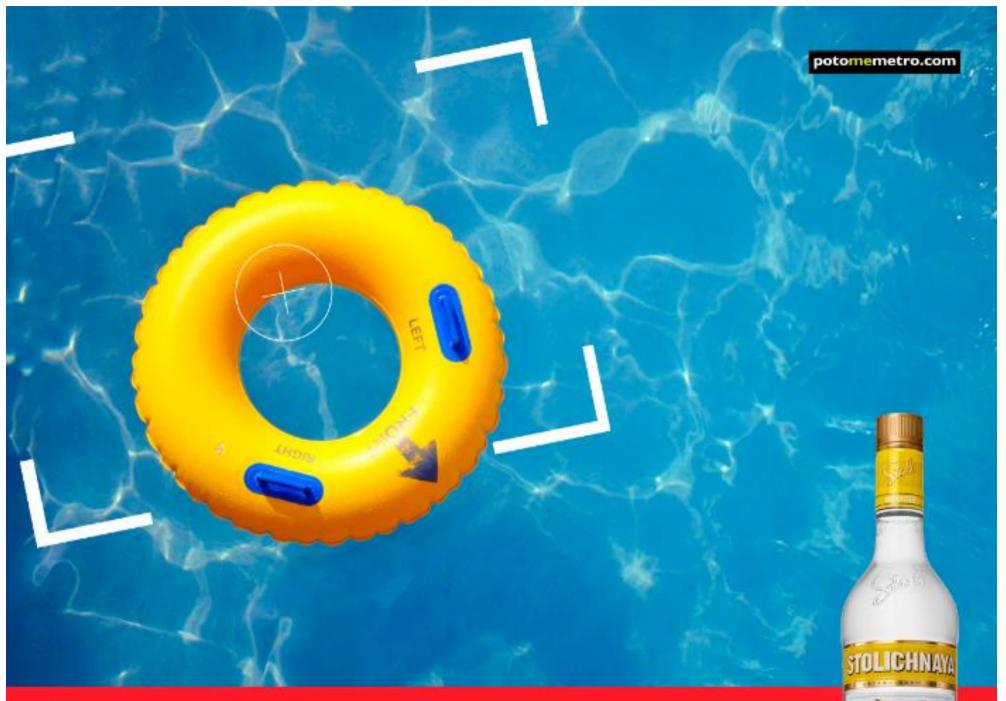












THE STOLI YELLOW MOMENT

- 1. Follow StoliCyprus on Instagram or Twitter
- 2. Take a photo of something yellow
- 3. Post it and win. Don't forget to add #THEstolimoments







THE STOLI YELLOW MOMENT

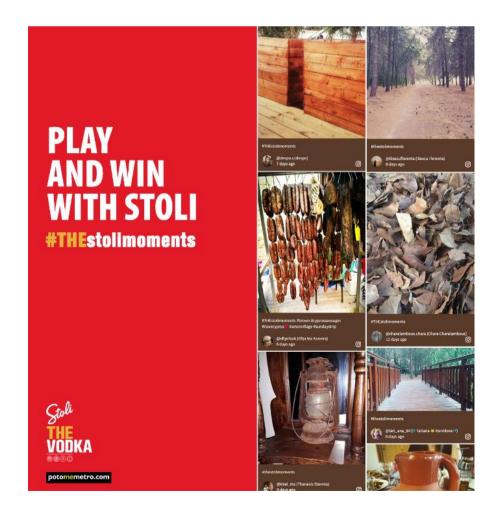
- 1. Follow StoliCyprus on Instagram or Twitter
- 2. Take a photo of something yellow
- 3. Post it and win. Don't forget to add #THEstolimoments





STOLI MOMENTS

This competition was supported with Facebook posts:



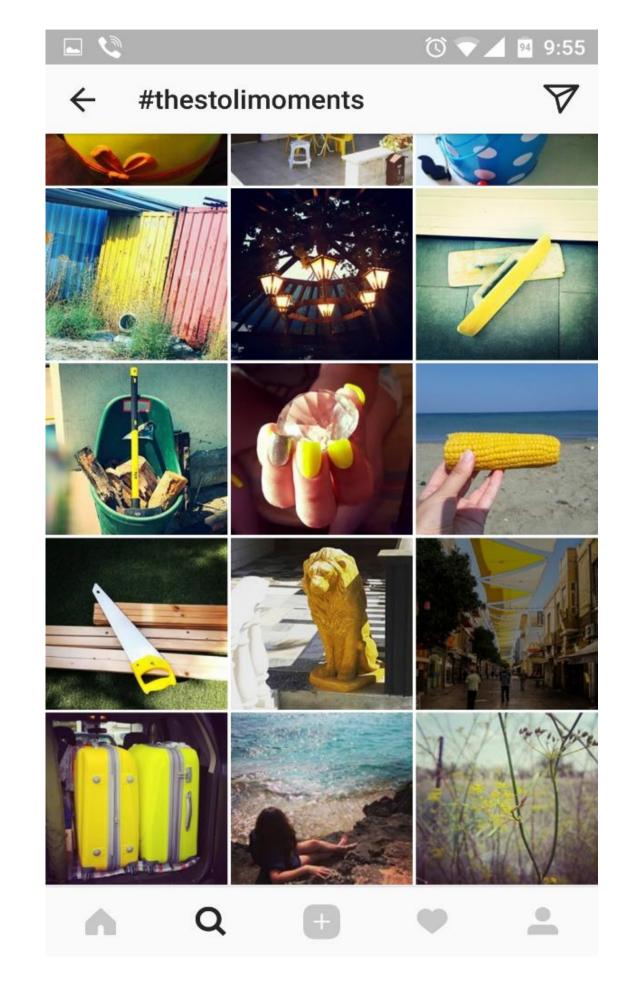






STOLI MOMENTS

Samples of the entries received:







REPORTS



TYPE OF REPORTS

Group Report – Understand growth and health of your social profiles

Twitter Profiles - Track profile performance to determine the impact of Twitter content

Twitter Comparison – Compare your profile to competitors to see how you stack up

Facebook Pages – Analyze Facebook page data at a granular level for deeper insights

Facebook Competitors - Compare your Profile to competitors to see how you stack up

Instagram Profiles – Determine the impact of Instagram content by analyzing your activity

Instagram Competitors - Compare your profile to competitors to see how you stack up

LinkedIn Pages – Track page-level data to understand your company's presence on LinkedIn



SAMPLE OF REPORTS



August 01, 2017-August 31, 2017

SOCIAL MEDIA REPORT

CLIENT:

NAME OF CLIENT



OVERALL PERFORMANCE

Total fans – 8,374

Fans increase – 9.82 %

Posts sent – 13

Impressions – 360,796

Impressions per post – 27,754

Engagements – 4,513

Engagements per posts – 347.2

Link clicks – 1,044

Facebook Stats by Page

Facebook Page		Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
mas	MAS Supermarkets	8,374	9.82%	13	360,796	27,754	4,513	347.2	1,044

Facebook Activity Overview

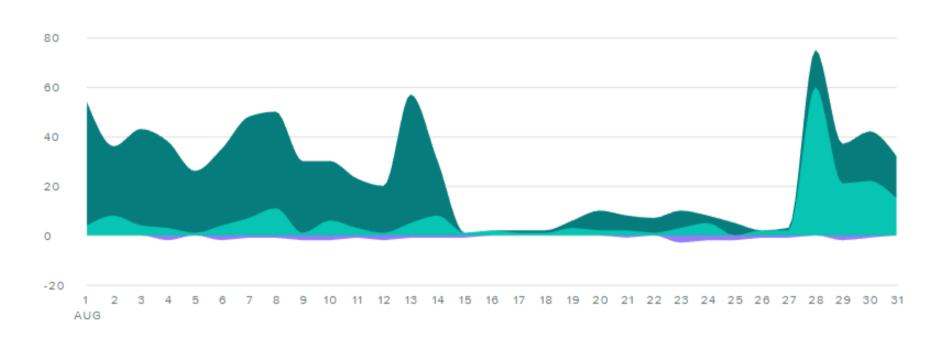




LIKES BREAKDOWN BY DAY

Audience Growth

LIKES BREAKDOWN, BY DAY



■ ORGANIC LIKES ■ PAID LIKES ■ UNLIKES

Audience Growth Metrics	Totals
Total Fans	8,374
Paid Likes	563
Organic Likes	209
Unlikes	29
Net Likes	743

Total fans increased by

-9.8%



FACEBOOK PAGE REPORT

POSTS SENT

Photos: 11

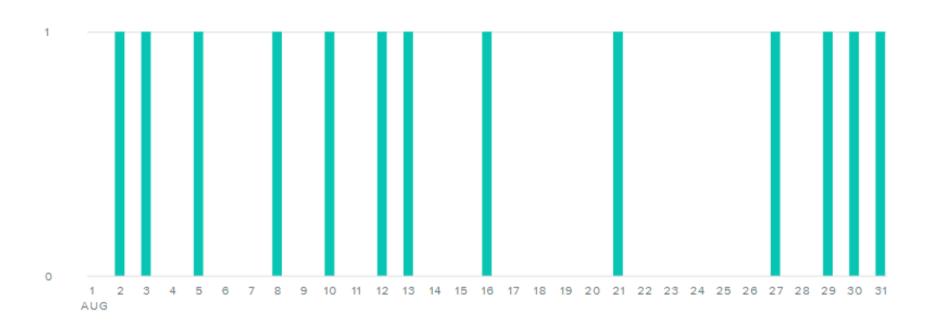
Videos: -

Posts: 2

TOTAL POSTS: 13

Publishing Behavior

POSTS, BY DAY



POSTS SENT

Publishing Metrics	Totals
Photos	11
Videos	_
Posts	2
Total Posts	13

The number of posts you sent decreased by

-40.9%



FACEBOOK PAGE REPORT

PAGE IMPRESSIONS

Organic Impressions: 43,313

Viral Impressions: 56,667

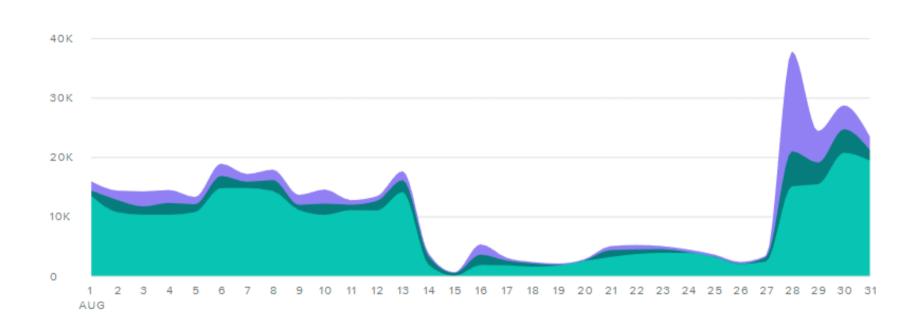
Paid Impressions: 260,816

TOTAL IMPRESSIONS: 360,796

USERS REACHED: 282,982

Page Impressions

PAGE IMPRESSIONS, BY DAY



PAID ORGANIC VIRAL

Impressions Metrics	Totals
Organic Impressions	43,313
Viral Impressions	56,667
Paid Impressions	260,816
Total Impressions	360,796
Users Reached	282,982

Total Impressions increased by

-2.2%



FACEBOOK PAGE REPORT

AUDIENCE ENGAGEMENT

Reactions: 3,350

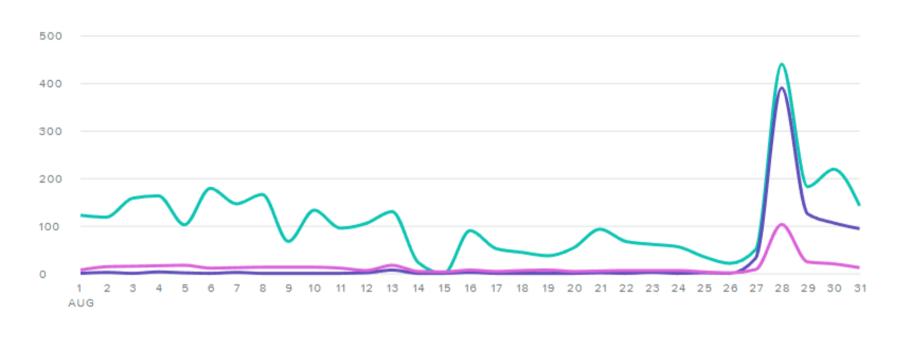
Comments: 769

Shares: 394

TOTAL ENGAGEMENTS: 4,513

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ REACTIONS ■ COMMENTS ■ SHARES

Action Metrics	Totals
Reactions	3,350
Comments	769
Shares	394
Total Engagements	4,513

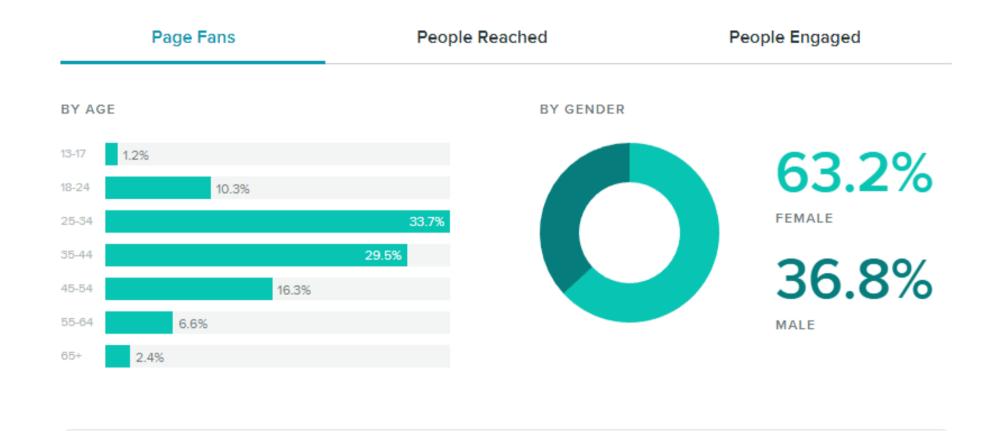
Total Engagements increased by

-38.7%



DEMOGRAPHICS - PAGE FANS

Demographics

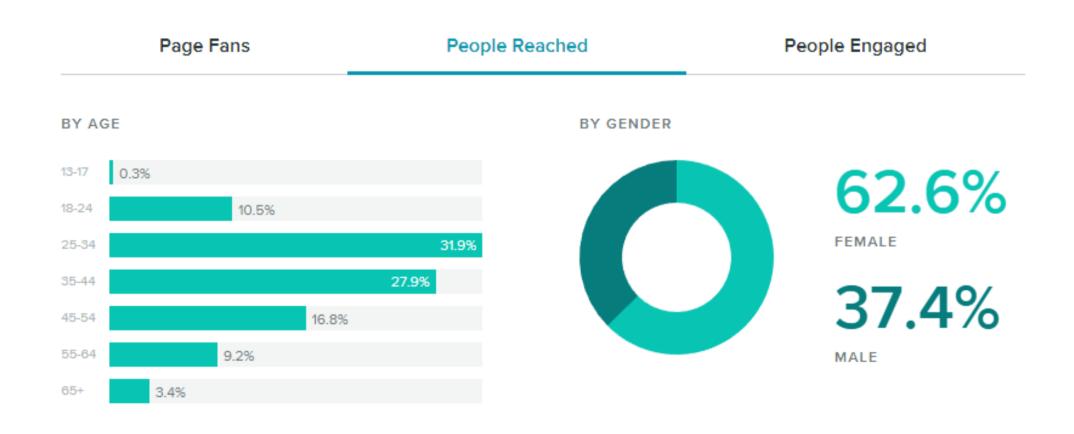


Women between the ages of 25-34 appear to be the leading force among your fans.



DEMOGRAPHICS - PEOPLE REACHED

Demographics

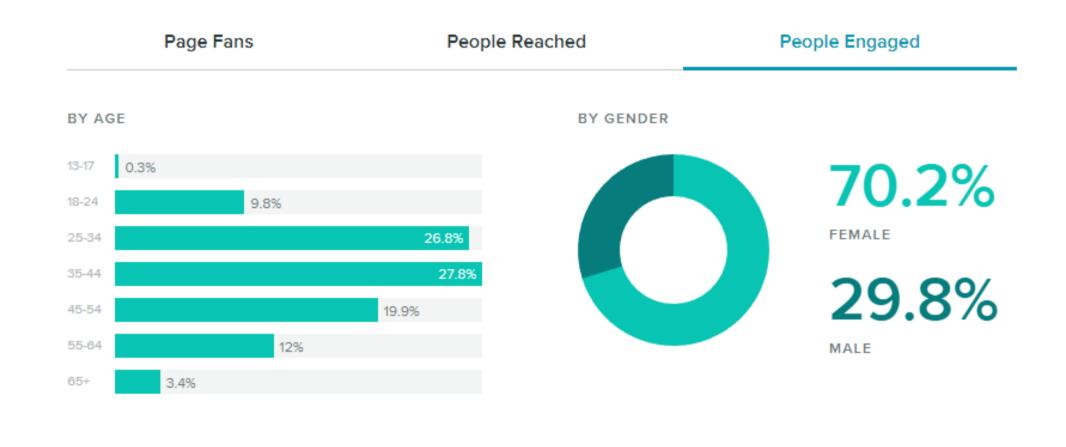


Women between the ages of 25-34 have a higher potential to see your content and visit your Page.



DEMOGRAPHICS - PEOPLE ENGAGED

Demographics



Women between the ages of 35-44 are most likely to engage with your content.



TOP POSTS BY ENGAGEMENT

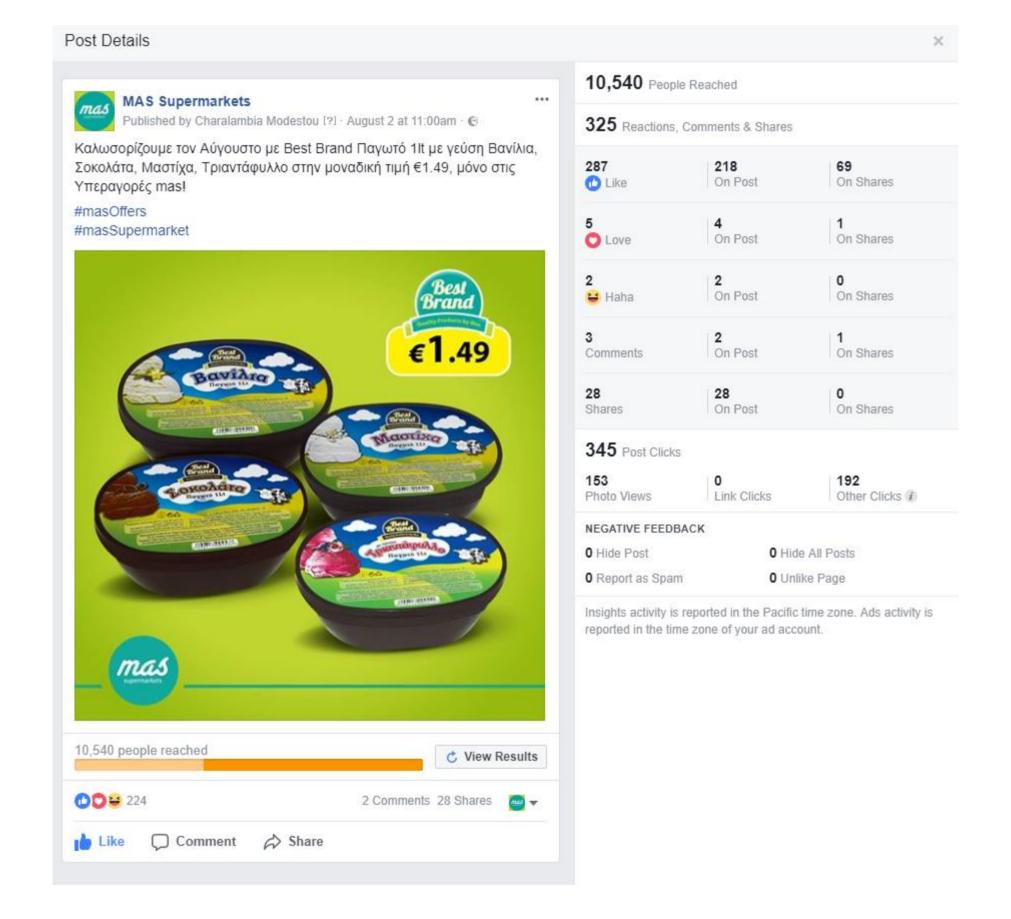
Top Posts, by Engagement

Post		Reactions	Comments	Engagement ▼	Reach
mas	ΜΑς Supermarkets Πώς θα ξεχωρίσεις ένα ώριμο καρπούζι; Υπάρχει τρόπος! Πόσες φορές σου έχει τύχει να λαχταράς να δοκιμάσεις ένα δροσερό και ζουμερό καρπούζι και όταν το ανοίξεις στα δύο και σερβίρεις τα κομμάτια του να αντιλαμβάνεσαι πως είτε είναι άγουρο, είτε παραγινωμένο; Για να μην πέφτεις, λοιπόν, στην παγίδα να αγοράζεις καρπούζια που δεν πρόκειται τελικά να ευχαριστηθείς, θα πρέπει να ελέγξεις τρία πράγματα κατά την αγορά! Πρώτον, σήκωσέ το για να δεις το βάρος του, γιατί όλα τα καρπούζια θα πρέπει να νιώθεις πως είναι πιο βαριά απ' ό,τι νόμιζες! Δεύτερον, τσέκαρε το ανοιχτόχρωμο σημείο του. Όλα τα καρπούζια αποκτούν μια ανοιχτόχρωμη κηλίδα στο σημείο που στέκονται. Αν το χρώμα είναι θαμπό κίτρινο, τότε το καρπούζι είναι ώριμο! Και τρίτον, τσέκαρε την κάτω πλευρά του καρπουζιού. Χτύπησέ το ελαφρά και αν ο ήχος είναι βαρύς και βαθύς τότε είναι ώριμο. Αν ακουστεί πολύ συμπαγές, τότε είτε είναι άγουρο, είτε παραέχει ωριμάσει! #masSupermarkets #masRecipes #masTips (Post) August 21, 2017 1:16 pm	251	4	7.1%	11,176
mas	MAS Supermarkets Επιστροφή στο σχολείο με super mas προσφορές! Βρείτε τις εδώ: https://goo.gl/m1JYy2 #masOffers #masSupermarkets	149	1	6.9%	13,424





POSTS DETAILS





THANK YOU

e: silia@blenddigital.com

