



Social Media Strategy

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Accenture Introduction



- The world's largest management consulting, technology services and outsourcing company
- Revenue(FY10) : \$21.6B (2009. 8.)
- 215,000 employees in 120 countries
- History
 - (1913) Founded in Chicago, USA
 - (1989) Changed its name to Accenture
 - (2001) List on the NYSE (Symbol: 'ACN')
- Accenture's clients span the full range of industries around the world and include 96 of the Fortune Global 100
- Ranked No. 47 on Interbrand's Best Global Brands list in 2010

Agenda



- 1. Social Media Overview**
2. Case Studies
3. Social Media Strategy

Social Media Overview



Social media allows organizations to move beyond the limitations of traditional marketing and customer service to a continuous mode of relationship-building with the customer, based on listening to and engaging with individuals and communities in a more frequent and personalized manner.

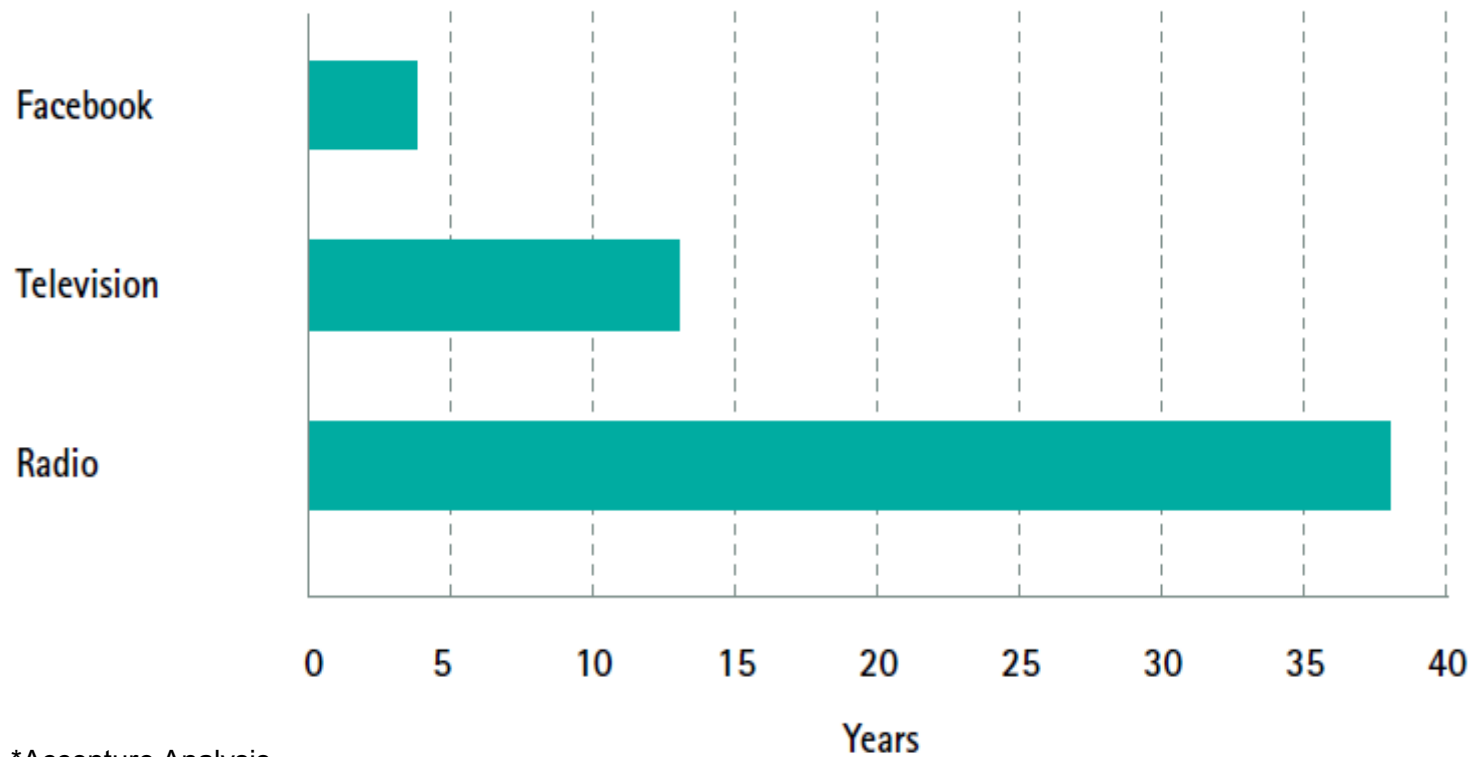


Social Media - Facebook



The rate of adoption of social media has been breathtaking. It took 38 years for radio to have 50 million users, but it took Facebook less than four years.

Time to achieve 50 million users



*Accenture Analysis

Traditional Marketing vs. Social Media



Social Media creates an opportunity for businesses to evoke participation with customers as opposed to typical “interruptive” marketing techniques.

Traditional Marketing

*Traditional marketing such as TV and radio
force advertisement on us.*

“For example, you are watching your favourite show and here comes the Mr.Min ad right when the most interesting part of the show is coming along. You either ignore the ad, enjoy it or walk away. Whether you watch the ad, change the channel or walk away is simply because you are forced to that ad in one way or the other.”

Technique is seen as interruptive as you are interrupted from what you were doing.

Social Media Marketing

*With Social media marketing **there is no interruption involved.***

*“You either participate and market your product, service or content or you just let it go. You can’t promote your products like the traditional marketing. Social media marketing requires an element of being social with that particular social media platform community. You have to **participate and be a part of that particular community and promote your services without any interruption.**”*

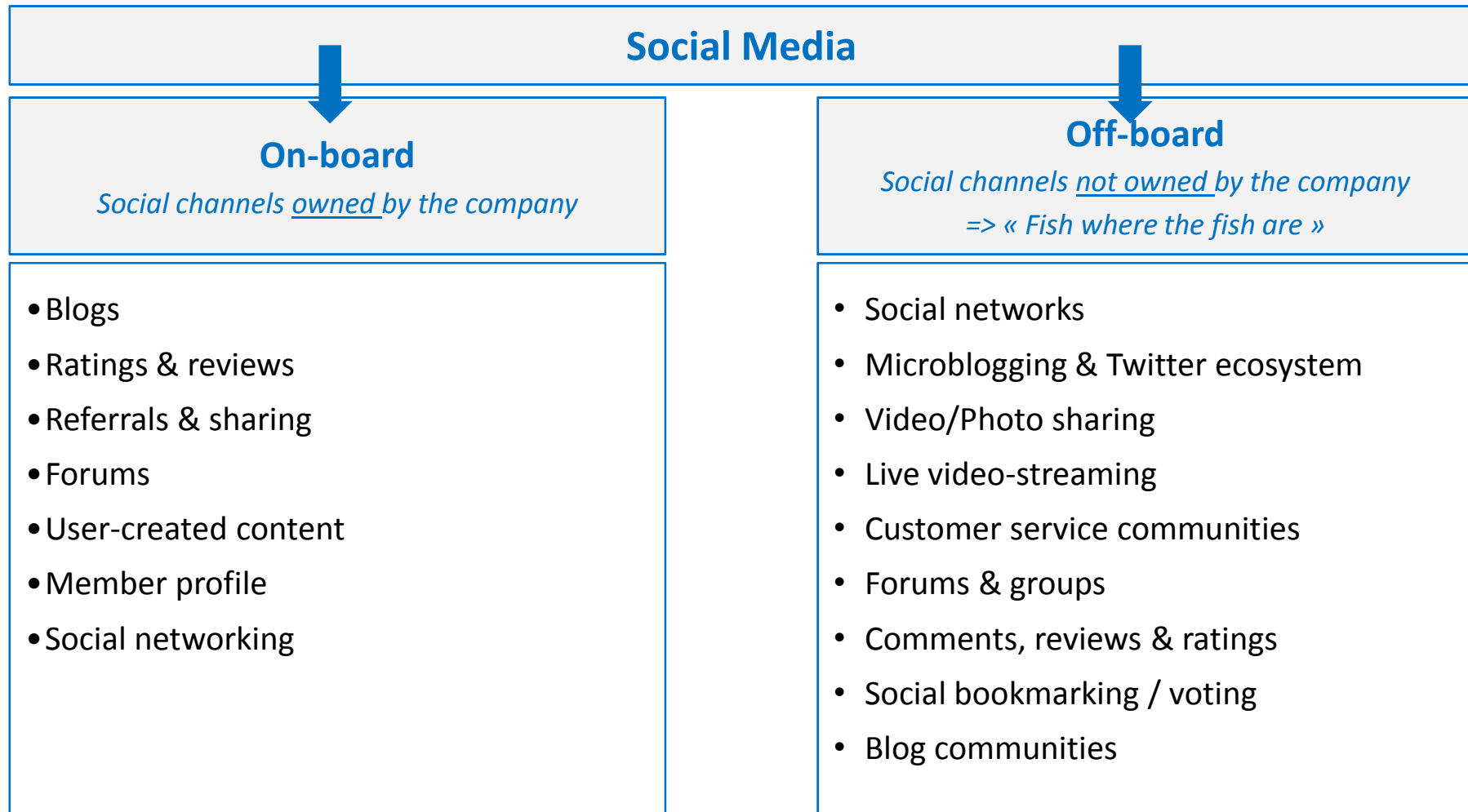
Technique is seen as participative as services are promoted without any interruption.

VS.

The Channels of Social Media



Social Media are usually divided in 2 channels types:
« on-board » channels and « off-board » channels.



Social Media Trend (1/2)



Customer Adoption

Channel Diversity

Rapid adoption of new social channels

- Facebook: 400M active users, 200% annual growth
- Twitter: 800% annual growth

New customer behaviors

- 78% of people trust the recommendations of others
- Blog readers are 38% more likely to buy

Customer touch point fragmentation

- Lack of unified relationship with the customer
- Dozens of channels; new channels emerging in months

Power shift introducing new risks

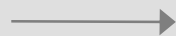
- Brands can be damaged in hours
- Lack of control over external social channels

Social Media Trend (2/2)

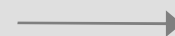


Online time spent on Social Networks and blogs:
1 minute in every other online media time spent

11 mins
Mar 2009



6 mins
Aug 2009



4.5 mins
Apr 2010

Nielsen

Source:

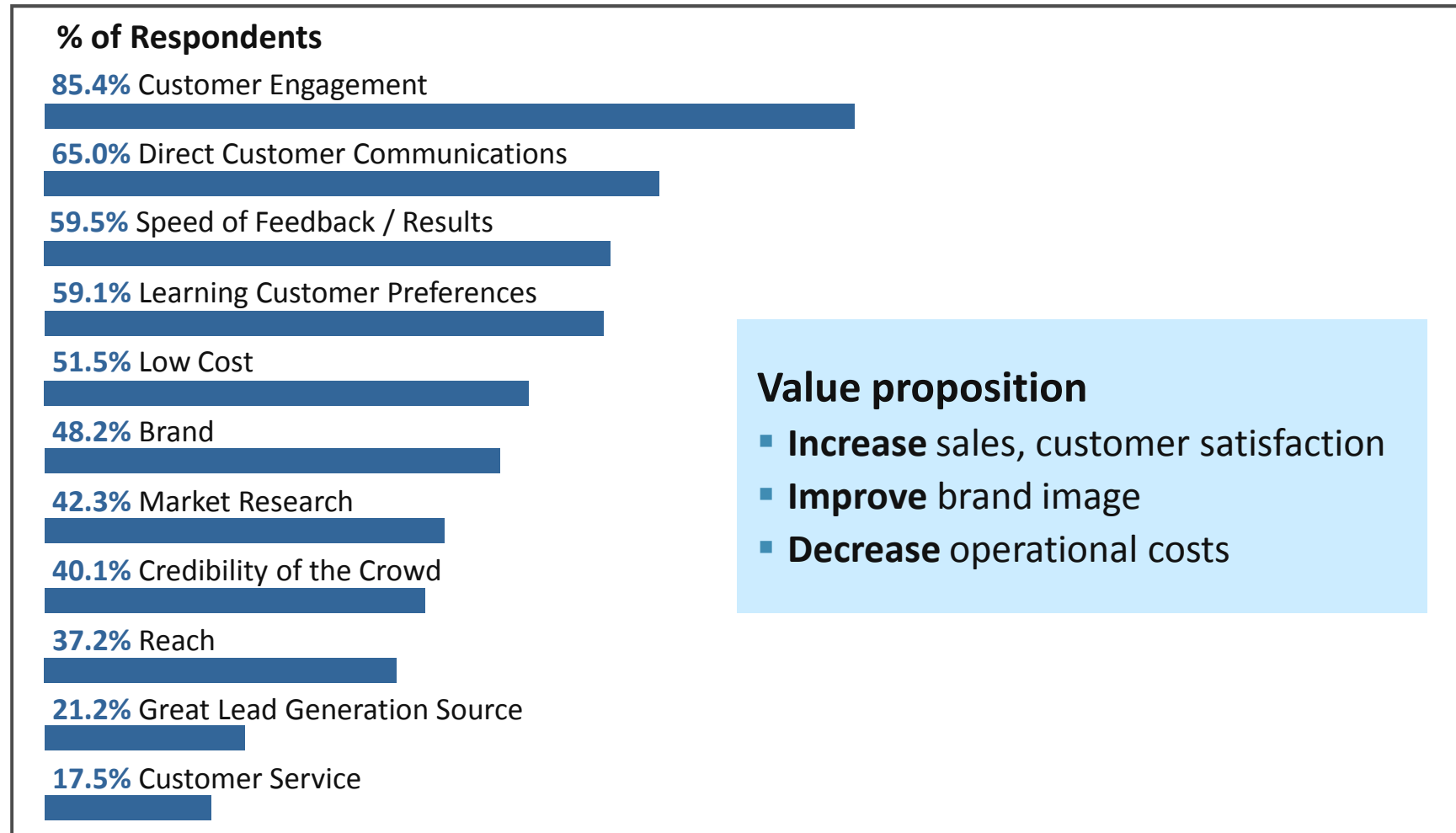
Nielsen, Nielsen Reports 17 Percent Of Time Spent Nielsen, Global Faces and Networked Places: A Nielsen report on Social Networking's New Global Footprint, March 2009, NielsenWire, Social Networks/Blogs Now Account for One in Every Four and a Half Minutes Online June 15, 2010

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Opportunities



Main Benefits of Social Media Marketing



Source: Marketing executives Networking Group (MENG), *Social Media in Marketing* as cited in press release, November 6, 2008
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Case Studies (IKEA)

Faced Book-Based Customer Service



Value proposition

IKEA has benefited from a hugely successful viral marketing campaign using social media to promote

- **IKEA created a Facebook profile for the store manager**
- **Over two weeks period, images from IKEA showrooms were uploaded to the Facebook photo album**
- **Then they put out word that the first person to tag their name to a product in the pictures, won it**
- **With the way tagging works on Facebook, the moment you tagged anything, everyone in your network instantly knew what was up for grabs.**

“As the phenomenon grew, people were adding pictures of IKEA products to their Facebook pages and spreading them among friends all over the place. The online advertising campaign had evolved beyond its initial intention and gone truly viral.”



Case Studies (Bank of America)

Twitter-Based Customer Service



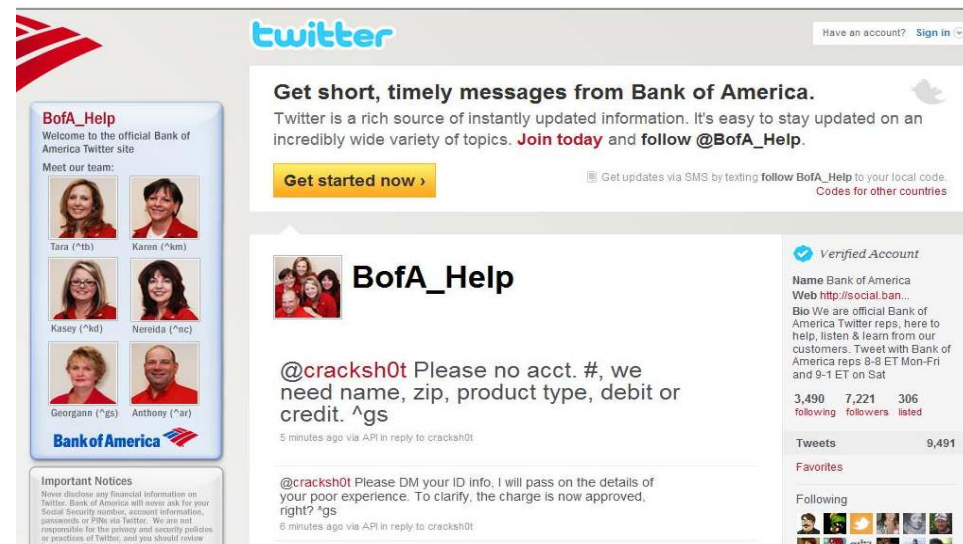
Value proposition

Catch up with customers by allowing to contact bank's customer service on Twitter directly by posting issues to a BofA rep

- **Bank of America** has been the **first** and the largest **bank** in the world to use **Twitter** or **customer service**.
- The bank uses a **dedicated page** on **Twitter** where a **real person** with an **actual photo** helps **customers** in solving their issues.
- The **help** is **provided** directly by a **bank's senior VP team** who is very **fast** in **responding** and **offers proactive advice** by asking users to **give a description** of the **issue** and by **calling them in person** or **through customer service** in a **few hours** offering a solution.
- Users feedback reveal that **receiving help** through **Twitter** is **easier** and **faster than** through the **traditional customer service**.

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Bank of America 









Channel Type: Off -Board

Date: Since January 2009

Target: Online banking or prospective customers

Impact:

Cross Sales	Cust. Retention	Cust. Acquisition	Cost to serve reduc.	Increase Exposure	Customer Insight
					

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Social Media Framework



Design governance and support organization to provide efficient social media listening and engagement supported by proper staffing with appropriate skills

ORGANISATION & GOVERNANCE

- Governance & Control
- Organizational Design & Operations
- Culture, Behaviors, Leadership

Integrate on-board and off-board capabilities under one rationalized platform. Integrate broad, real-time listening capabilities adapted to various usages and groups of users (marketing, sales, PR, Customer Service). Integrate engagement capabilities into CRM capabilities.

STRATEGY

- Vision
- Business objectives
- Roadmap

Create a realistic vision for Social Media capabilities aligned with short-term to long-term business objectives

Define Social Media ROI and design KPIs to measure value realization.

METRICS

- Business Performance Model
- KPIs

PROCESSES



ENABLING TECHNOLOGIES

- On-board
- Off-board
- Listening
- Engagement

Operate processes that drive measurable business outcomes aligned with the company's short-term and long-term business objectives.

Setting Business Objectives



To define a Social Media strategy with the end in mind, one must select and prioritize social media initiatives based on key business objectives.

Customer acquisition

Increase revenue and market share

Brand building / Awareness / PR

Word of Mouth / Viral Marketing

SEO

UGC reviews / ratings / testimonies

Direct (mainly charities)

Rich / Targeted advertising

Product Development & Innovation

Create, improve and differentiate products and services

Buzz Monitoring

Sentiment Analysis

Private & open communities

Crowdsourcing

Market research / competitive intelligence

Customer Experience & Service

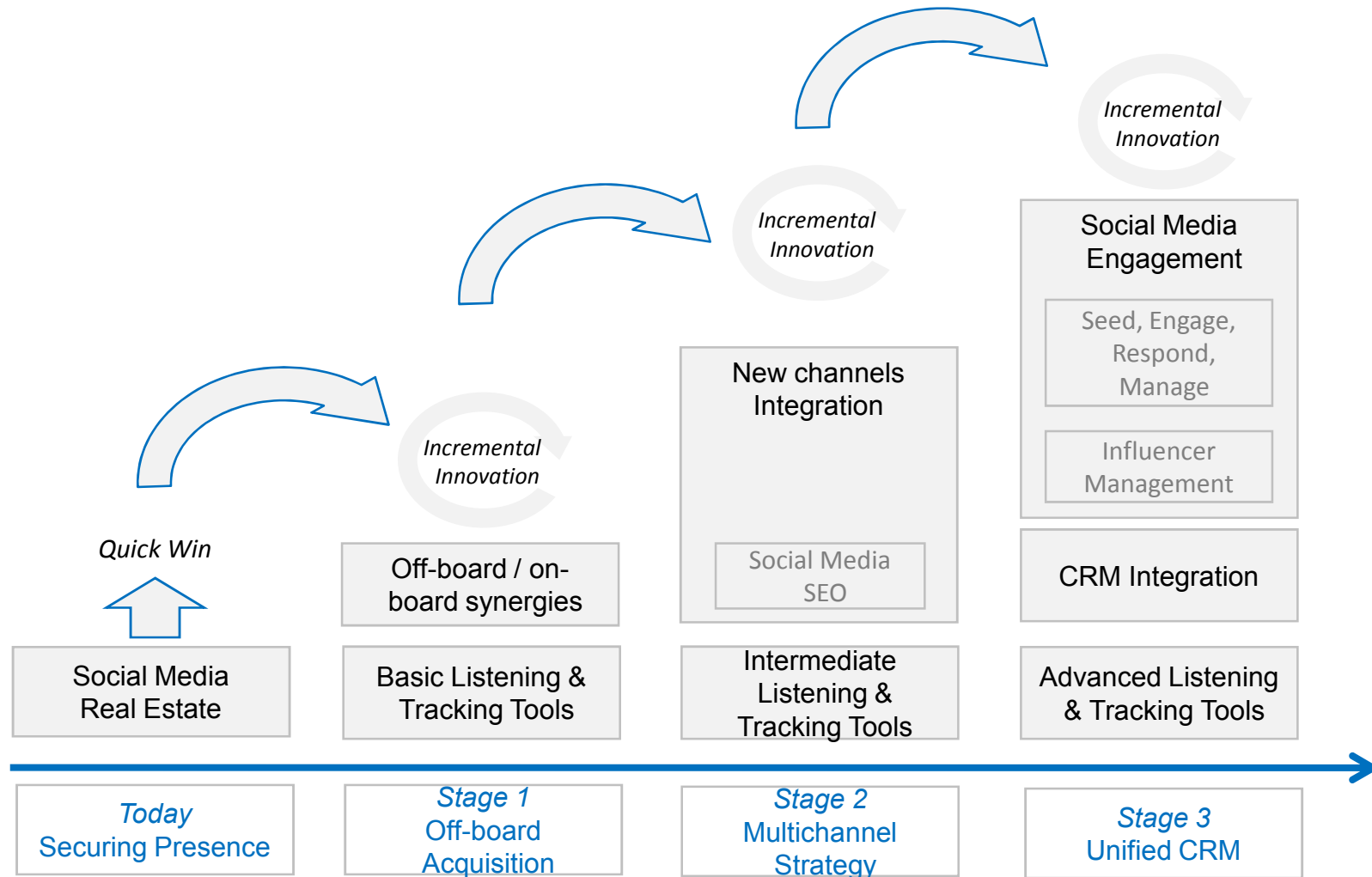
Improve customer loyalty and reduce or avoid costs

Self-service resources

Self-help communities

Monitoring & Engagement

Social Media Roadmap





Q&A