SOCIAL MEDIA SOLUTIONS – Warsaw March 2017

IDG

SOCIAL MEDIA IN POLAND

- Social media usage in Poland is increasing just like everywhere else. 54% of Polish adults use social media, 82% of respondents aged 18 to 24 use it and 47% of respondents aged 35 to 64.

- Social Media is becoming the first choice of people for news. People spend more and more time informing themselves about developments via Social Media.

- A recent study regarding Social Media encouraged marketers to focus on engagement. This engagement is precisely what IDG increases drastically through it's brand's as senders and it's data-driven approach to targeting.

IDG

Why Social Media via IDG?

- **Established Tech Media Brands**
  - **Trust**
  - **Following**
  - **Independent News-Outlets**

- **Data-Driven Audience**
  - **Audience data captured**

- **Get your message out to even more people**

IDG

<u>Social Media Services:</u>

1. **Organic posts**

2. **Paid Advertising**

3. **Content from different experts**

IDG

SOCIAL SHOUT-OUTS

– What: Organic posting on media brand feed

– Who: Fans and followers of media brand

– Why: connect your brand with established media brand

These Shout-outs can be booked on top of existing Social Media campaigns at any time

*Previous booking of another Social product is mandatory

**Social-Shoutouts have advantage of brands affiliating themselves with IDG brands**

Computerworld Polska
Written by Daniel Schwartz [?] · Yesterday at 10:21 · 🌐

IDG

SMART ADVERTISING

- „Smart Advertising" means that that your message is promoted as a paid ad.
- Sender of the ad messages are the IDG brands (like Computerworld or CIO). SMart ads allow the client to attach themselves to a immensely popular and trusted tech media brand.

Social Media

Click-Through
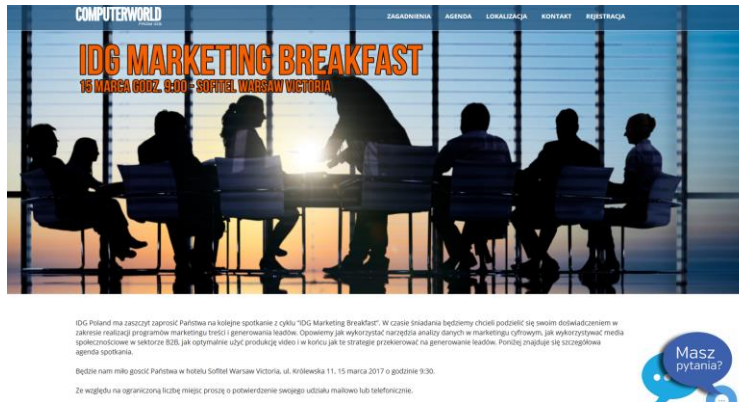
Use Case

- Client: FUJITSU

- Challenge:

  – Fujitsu introduced a new cloud service to a extremely crowded and competitive market. The K5 brand had to be widely introduced to tech decision makers in the German speaking regions via trusted tech media outlets.

- Social Media goals:
  – Brand awareness among IT decision makers in Germany, Austria and Switzerland.

- IDG approach and performance:

  – IDG analysed the Fujitsu content and remarketed Fujitsu's message on Twitter and Facebook to IT decision makers close to IDGs' 'CIO' brand.
  – 3.359 social engagements were generated. The results outperformed the clients expectation by 68%.

Overperformance of 68%

SMART ADVERTISING

- Through cookies IDG can capture the data of visitors of its brand websites (such as Computerworld or PC World). This data can then be used to create customised audiences for each ad on Social Media. Ads are then shown specifically to those people. Should you want more specific criteria a combination of data-driven cookie based and manually set criteria can be used.

Engagement is increased drastically

Facebook – Via the German Computerworld Profile

Twitter – Via the German CIO Profile

COMPUTERWOCHE
Written by Sven Georgiev [?] · 9 January at 10:51 · 🌐

Vier von fünf Unternehmen möchten mehr Geld in den IT-Security-Bereich stecken. Als größte Sicherheitsrisiken werden Cyber-Angriffe (74%) und die fehlende Awareness der Mitarbeiter (64%) eingestuft.

See Translation

74%   **64%**

Cyber-Angriffe & eigene Mitarbeiter als Top-Bedrohungen
In der kostenlosen Studie von Cisco erfahren Sie mehr zum Thema. Klicken Sie...

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Effektives Teamwork mit Cisco Spark - Kommunikation über alle Systeme
computerwoche.de

RETWEET   GEFÄLLT
1   6

16:24 - 16. Jan. 2017

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Smart ads have advantage of brands affiliating themselves with IDG brands AND increased engagement through data-driven targeting of IDG audience

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CROWDSOURCED CONTENT

- „Crowdsourced Content" is content based on the clients chosen topic. They consist of statements from experts and influencers and the editorial input from the an IDG editor.

- They are a great way to show thought leadership and get crowd buzz.

Visual example:

* Article has to be published on an IDG co-branded website

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CROWDSOURCED CONTENT

How many statements do you gather?

8-10 statements

What kind of experts do you recruit?

These experts can be bloggers that deal with the topic, appropriate journalists or professionals in high positions working in the field (specific criteria can be determind by client)

Can the client chose which experts or statements are used?

We do not contact employees of competitors of the client. Otherwise a choice of participants and statements is not possible. In the interest of the client it is our goal to create content of a objective and high-quality nature.

3 Social Media Services:

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LOCALIZATION OF SOCIAL MEDIA OFFERINGS

- Questions? reach out to your IDG marketing specialist or contact me at: sgeorgiev@idg.de

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Cześć

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Dziekuje

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