

SOCIAL MEDIA SOLUTIONS – Warsaw March 2017

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 its brand's as senders and its data-driven approach to targeting.

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**

Social Media Services:

- 1. Organic posts**
- 2. Paid Advertising**
- 3. Content from different experts**

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



SMART ADVERTISING

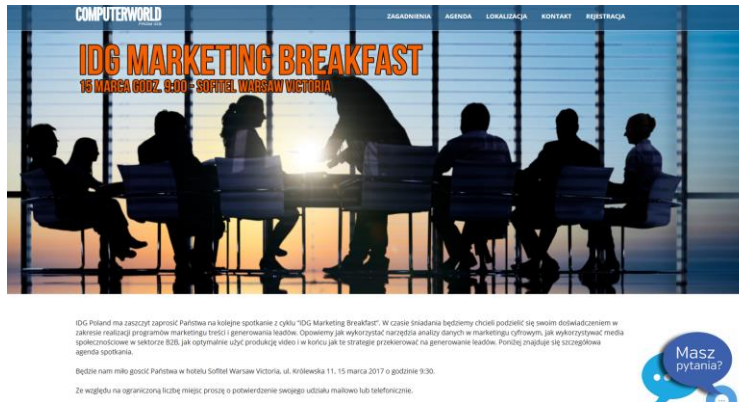
- „Smart Advertising“ means that that your message is promoted as a paid ad.
- Sender of the ad messages are the IDG brands (like Computerworld or CIO). SMART ads allow the client to attach themselves to a immensely popular and trusted tech media brand.



Social Media

1

Click-Through



2



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%.



CIO Germany
Written by Sven Georgiev [?] · 17 February at 14:01 · €

Die Public Cloud als Königsweg: Mit FUJITSU Cloud Service K5 startet Fujitsu die weltweit größte Open-Source-basierte Cloud-Plattform. Die ideale hybride Cloud-Lösung, für Unternehmen jeder Größe.
See Translation

IDG Tech Talk DE
@IDGTechTalkDE

#DigitaleTranformationen führt zu #IT_Infrastrukturen zwischen #CloudServices & lokalen Systemen. Mehr hier:

Fujitsu startet weltweit größte Open-Source-basierte Cloud-Plattform
Wer etwas selbst erlebt, kann andere davon überzeugen. Fujitsu Cloud Service K5 ist die weltweit größte Open-Source-basierte Cloud-Plattform. Sie ermöglicht es Unternehmen, ihre IT-Infrastruktur in die Cloud zu migrieren und so die Flexibilität und Skalierbarkeit der Cloud zu nutzen. Mehr dazu auf [fujitsu.com](#)

18.518 people reached

Like Comment

Michael Schmid

Write a comment...

FUJITSU Cloud Service K5
// Do incredible things with FUJITSU

Aktuelles

FUJITSU Cloud Service K5
Cloud-Migration: Erfahrung schlägt Marketing
21.02.2017 Von [Moritz Jäger \(Autor\)](#)

Wer etwas selbst erlebt, kann anderen besser helfen. Unter dieser Prämisse migriert Fujitsu seine eigene IT-Infrastruktur in die hausinterne K5 Cloud. Die Lehren aus diesem Projekt kommen direkt den Kunden zu Gute.

Im Amerikanischen gibt es ein Sprichwort: "Eat your own dogfood". Grob gesagt umschreibt es das Prinzip, dass Unternehmen eigene Produkte nicht nur verkaufen, sondern aktiv im Geschäftsalltag nutzen. Nicht nur um zu zeigen, dass sie funktionieren, sondern um mit den gewonnenen Erfahrungen Kunden aktiv zu helfen. Die Digitalisierung ist nichts, das Unternehmen auf die leichte Schulter nehmen können.

Genau hier setzt der Ansatz der Hybrid IT an: Dank Cloud Services, können Unternehmen innerhalb von Organisationen verankert und für die Mitarbeiter verfügbar gemacht werden. Der Wechsel hin zu einer Cloud-basierten Infrastruktur erfordert

Nützliche Informationen und Downloads

FUJITSU Cloud Service K5 - Website

With K5 you can

Incredible things with FUJITSU Cloud Service K5.

IDG

Overperformance of
68%

SMART ADVERTISING

How is the target audience reached?

- 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



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](#)



Cyber-Angriffe & eigene Mitarbeiter als Top-Bedrohungen

In der kostenlosen Studie von Cisco erfahren Sie mehr zum Thema. Klicken Sie...

COMPUTERWOCHE.DE

[Learn More](#)

Twitter – Via the German CIO Profile



Redaktion CIO @CIOredaktion

Effektives Teamwork mit #CiscoSpark- Verschlüsselte Kommunikation über Systeme #productivitytools #kollaboration



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

RETWEET
1

GEFÄLLT
6



16:24 - 16. Jan. 2017

1 6



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



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:



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 determined by client)

Can the client choose 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 an objective and high-quality nature.



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LOCALIZATION OF SOCIAL MEDIA OFFERINGS

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

Cześć
i
Dziakuje