

YOUR SOCIAL STRATEGY HAS GAPS... CLOSE THEM NOW!

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“ In the next 100 years, information won't just be pushed out to people, it will be shared among the millions of connections people have ”

-Mark Zuckerberg, Madison Avenue 2007

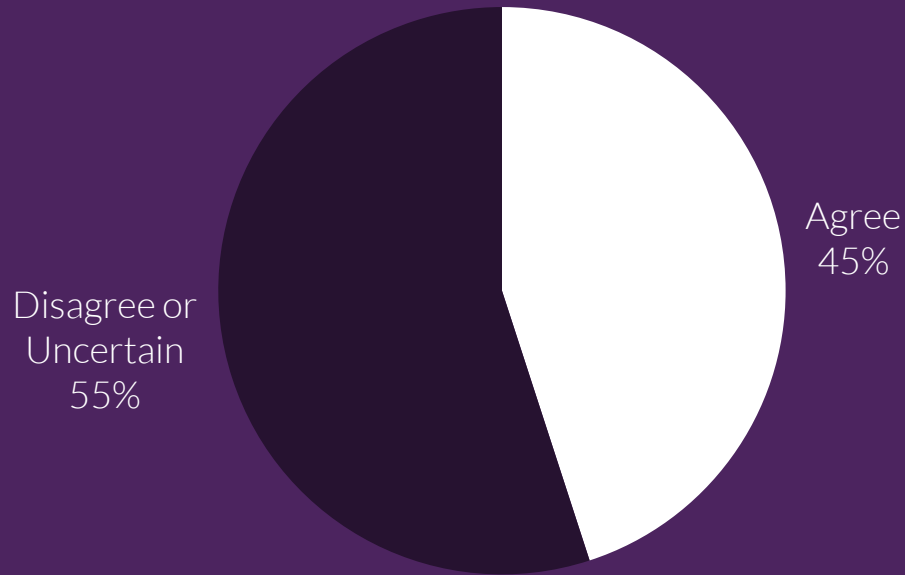


“The next hundred years will be very different for advertising, and it starts today.

-Mark Zuckerberg

BUT SOCIAL NETWORKS AREN'T DELIVERING FOR BRANDS

“My Facebook Marketing Is Effective”



Source: Social Media Examiner 2015 Social Media Marketing Industry Report
Base: 3,720 global marketers

AGENDA

- What do brands want from social networks?
- Why don't social relationship tools actually work?
- What must social relationship tools deliver for brands?

BRANDS PRIORITIZE ENGAGEMENT ABOVE ALL ELSE

Most Important Social Media Marketing Strategy Objectives According to Marketing Professionals Worldwide, Oct 2015

% of respondents



Note: n=294

Source: Ascend2, "Social Media Marketing Trends Survey Summary Report," Oct 13, 2015

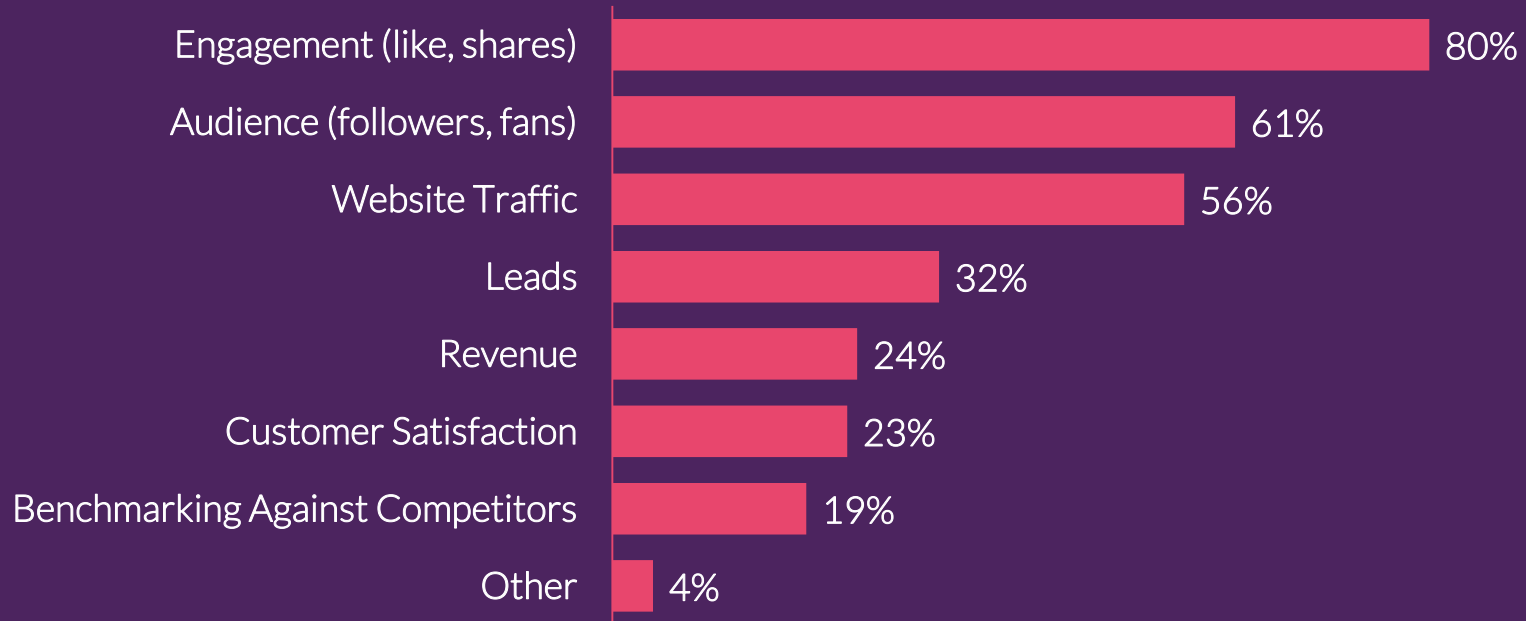
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www.eMarketer.com

Source: Ascend2 Social Media Marketing Trends Survey Summary Report, October 2013
Base: 294 respondents

IT'S NOT JUST A TACTIC -- IT'S HOW THEY MEASURE SUCCESS

What are your three most important metrics for evaluating the success of your social media program?

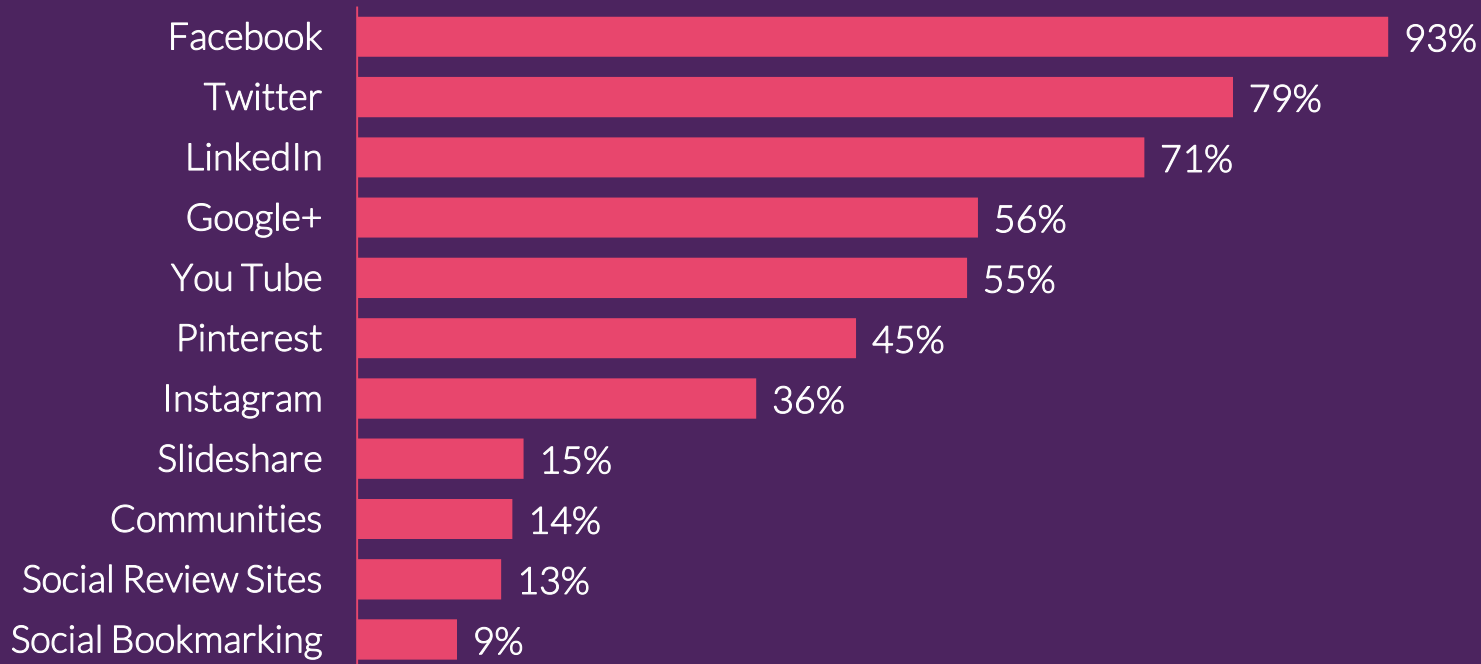


Source: TrustRadius 2015 Social Media Marketing Trends

Base: TK

TO ACHIEVE THIS, BRANDS FOCUS ON BIG SOCIAL NETWORKS

Commonly Used Social Media Platforms



Source: Social Media Examiner 2015 Social Media Marketing Industry Report
Base: 3,720 global marketers

BUT SOCIAL NETWORKS AREN'T DELIVERING ENGAGEMENT

Users interactions with brands' posts as a percentage of brands' fans or followers



Base: 3,117,800 user interactions on 2,390 brand posts
across six social networks

*Base: 11,841,891 user interactions on 2,489 brand posts
across six social networks

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and
Forrester's Q1 2015 US Top 50 Brands Social WebTrack

Source: Forrester's Q1 2014 US Top 50 Brands Social WebTrack and Forrester's Q1 2015 US Top 50 Brands Social WebTrack
Base: 11.8 million user interactions on 2,489 posts made by 249 branded profiles

AGENDA

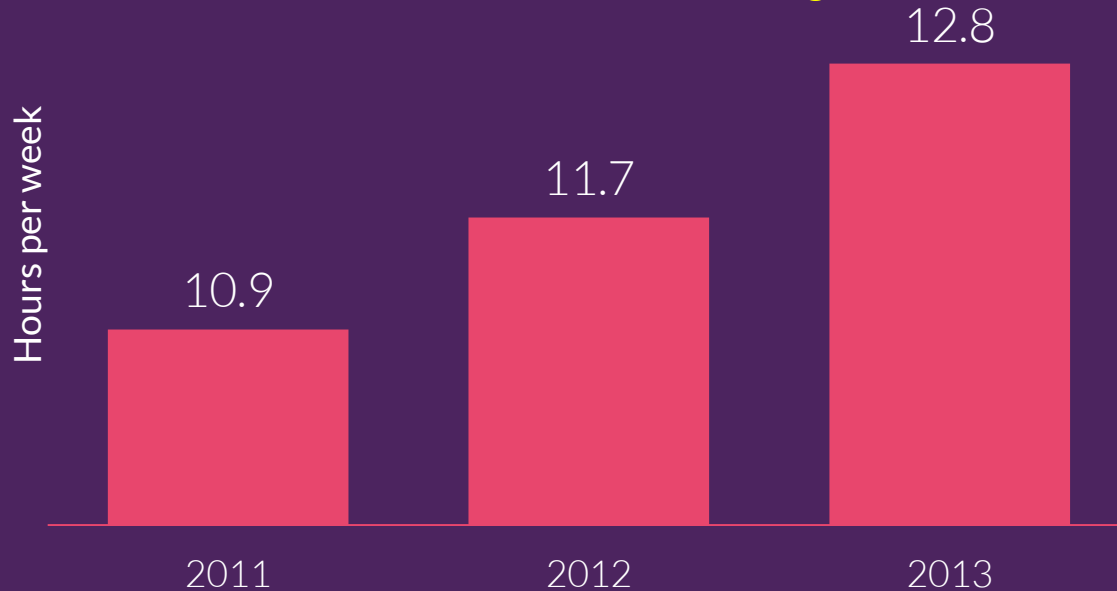
- What do brands want from social networks?
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SOCIAL RELATIONSHIP TOOLS CAN OFFER MANY BENEFITS

1. They deliver functionality not available natively.
2. They save time and effort.
3. They manage security and risk.
4. They help brands perform better.

MOST TOOLS DON'T ACTUALLY SAVE TIME

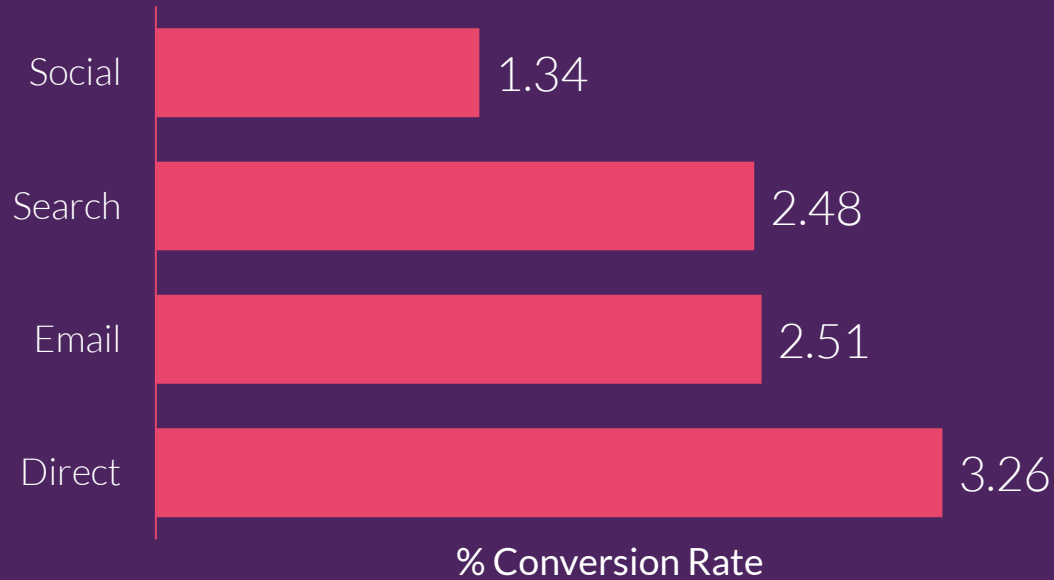
Weekly Time Commitment for Social Media Marketing



Source: Social Media Examiner 2015 Social Media Marketing Industry Report, Social Media Examiner 2013 Social Media Marketing Industry Report, and Social Media Examiner 2011 Social Media Marketing Industry Report
Base: 3,720 global marketers (2015), 3,025 global marketers (2013), 3,342 global marketers (2011)

THEY DON'T MAKE BRANDS ANY MORE SUCCESSFUL

Conversion Rate Based on Traffic Source



Source: Montetate Ecommerce Quarterly Report, Q3 2015

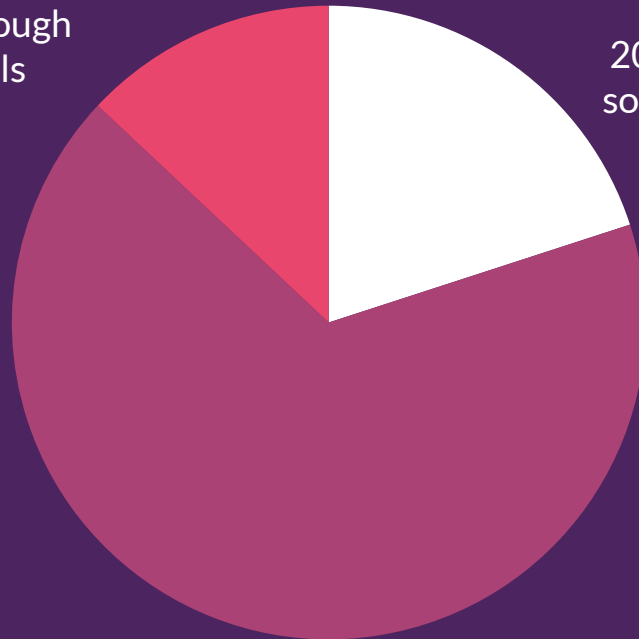
THE RESULT: MOST BRANDS DON'T EVEN USE THESE TOOLS

Percentage of Large Facebook Pages

13% Post primarily through Facebook native tools

20% Post primarily through social relationship platforms

67% Post exclusively through Facebook native tools



Source: Facebook data, aggregated by Socialbakers and analyzed by Forrester
Base: 5,000 Facebook brand pages with at least 500,000 fans each, studied in Q3 2015

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TOOLS MUST BOTH PUBLISH AND RESPOND

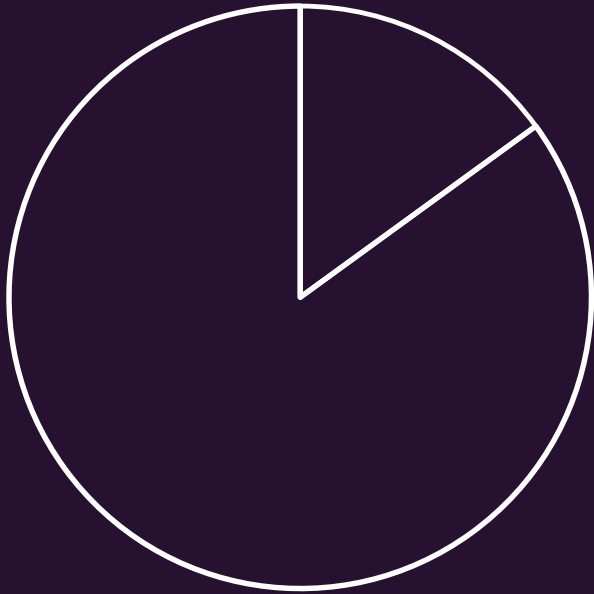
- Strive to never make a single native post
 - It wastes time and effort
 - It breaks your scheduling tool
 - It breaks your measurement
 - It reduces security
- Tools must be comprehensive enough to both publish and respond

TOOLS MUST OFFER PROACTIVE ADVICE

- What's already happened requires analysis
 - It takes hours to decide what to post and when
 - 12.8 hours per week, on average
- Tools must recommend exact topic options and scheduling options

TOOLS MUST MEASURE, OPTIMIZE, AND SUCCEED

CMOs Who Can Show the Impact of Social



Tools must offer data on outcomes

- Focus on clicks and conversions, not likes and shares
- Integrate with proven attribution + mix modeling tools
- Feed these insights back into the recommendations engine

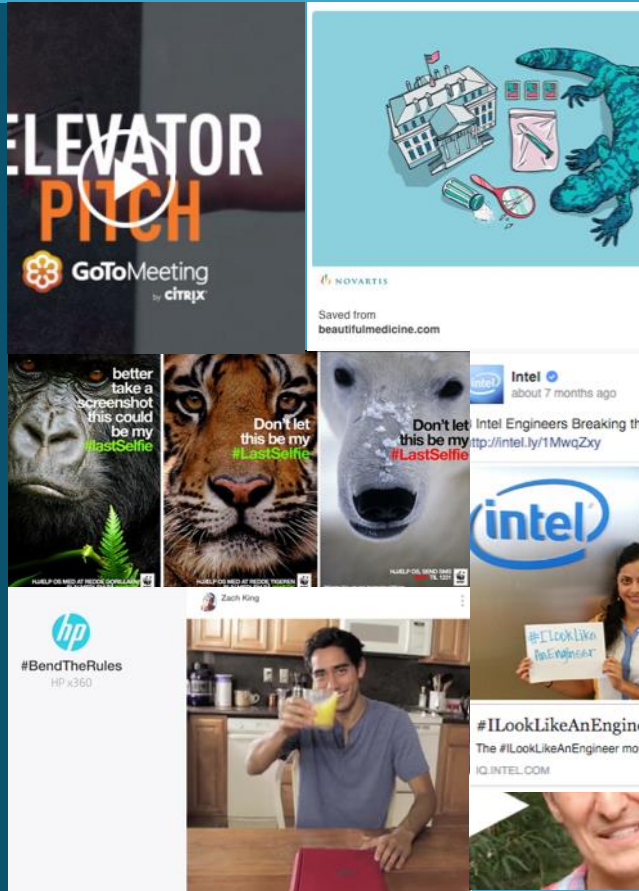
SOCIAL MARKETING IS TABLE STAKES...

It's the digital equivalent of
a storefront

DONE WELL, BRANDS GET BETTER ENGAGEMENT WITH CUSTOMERS



Customers engage with relevant, authentic, real-time content



Leading to greater loyalty and more purchases

SOCIAL MARKETING

A hamster is running on a wheel, which is a common metaphor for social marketing. The hamster is positioned in the center of the wheel, and the wheel is set against a blue background. The text is overlaid on the image.

...can make the best
marketers feel like they are
hamsters running on a
wheel....

ARE YOU DRIVING ENOUGH ENGAGEMENT?

Hard to scale

Insatiable demand for quality content and creative

Content strategy puzzle

What content at what time to maximize engagement?

Social siloes

Marketing campaigns coordinated with social response teams



There is a
better way.



LITHIUM DIFFERENTIATORS

Our approach

Data-driven recommendations

Simple at scale

One customer experience

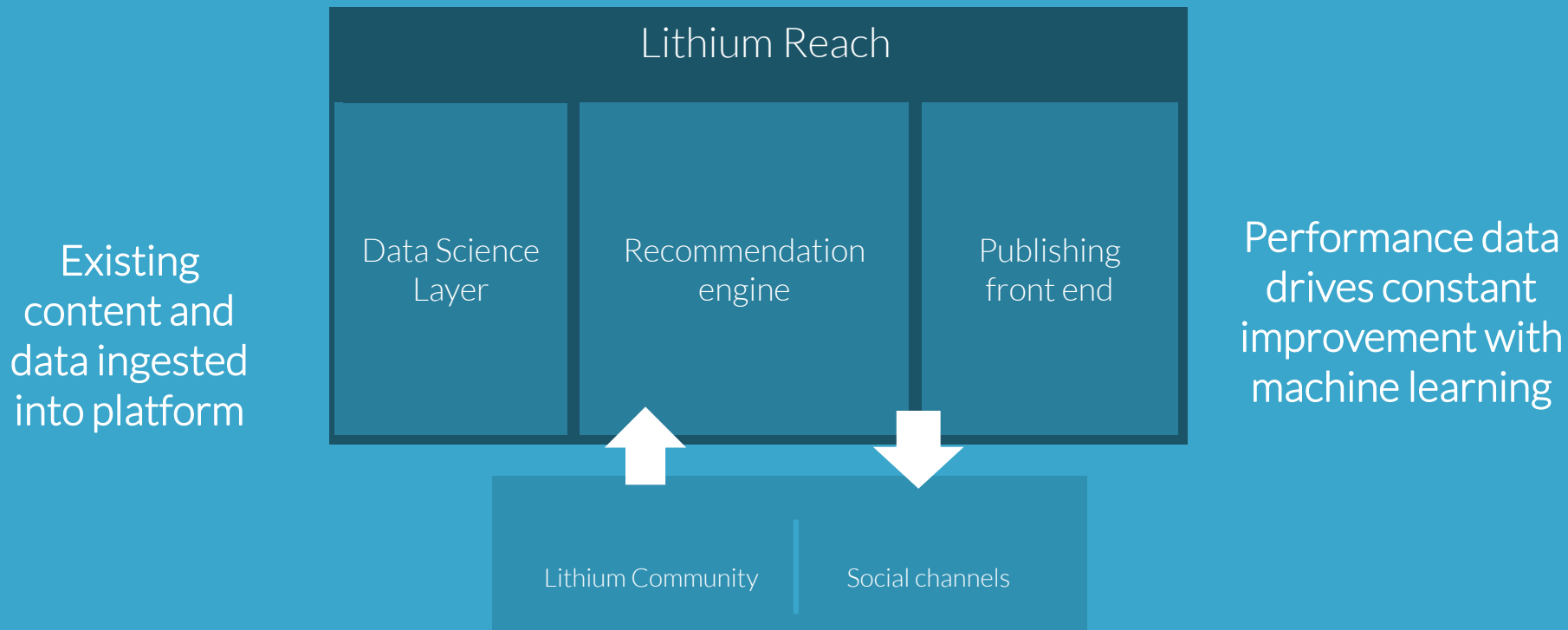
Results

Increase engagement by 25%

Double your team efficiency

Improve loyalty and lifetime value

DATA-DRIVEN RECOMMENDATIONS



Q & A

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THANK YOU!

Be sure to...

- Register for LiNC
- Download Nate's Whitepaper on the Lithium site in the Resource Center
- Ask your Customer Success Manager for a demo of Reach today!