

A three-page excerpt from our 12-page Best Practice Guidebook:

Activating a Social Media Strategy within an Organization



* This is a pseudonym for the profiled company.

Best Practice Guidebook

Activating a Social Media Strategy within an Organization

GUIDEBOOK SUMMARY

Firm: Consumer Electronics Company*
Industry: Consumer Electronics
Headquarters: United States
Geographic Footprint: Global
Ownership: Public
Revenue (2010): >\$7 billion USD



Problem:

Consumer Electronics Company recognizes the opportunity presented by (and the risk of ignoring) online brand-related conversations and needs to develop a social media strategy along with the processes and capabilities to implement it successfully.

Solution:

Consumer Electronics Company uses a systematic approach to create and activate a social media strategy throughout the organization. This approach includes:

- Developing the strategy and creating organizational buy-in
- Identifying the specific capabilities needed to operationalize the strategy
- Selecting the appropriate talent and channel for the launch
- Providing rules of engagement and training to implement the strategy
- Creating a process to listen and respond to online conversations
- Tracking progress in driving engagement and sales opportunities

Business Results:

- Increased share-of-voice in category
- Positive shift in brand perception and product consideration
- Strong employee commitment to the initiative
- Increased sales and customer engagement

Resources Required:

- Dedicated positions with specialized skills to implement the social media strategy

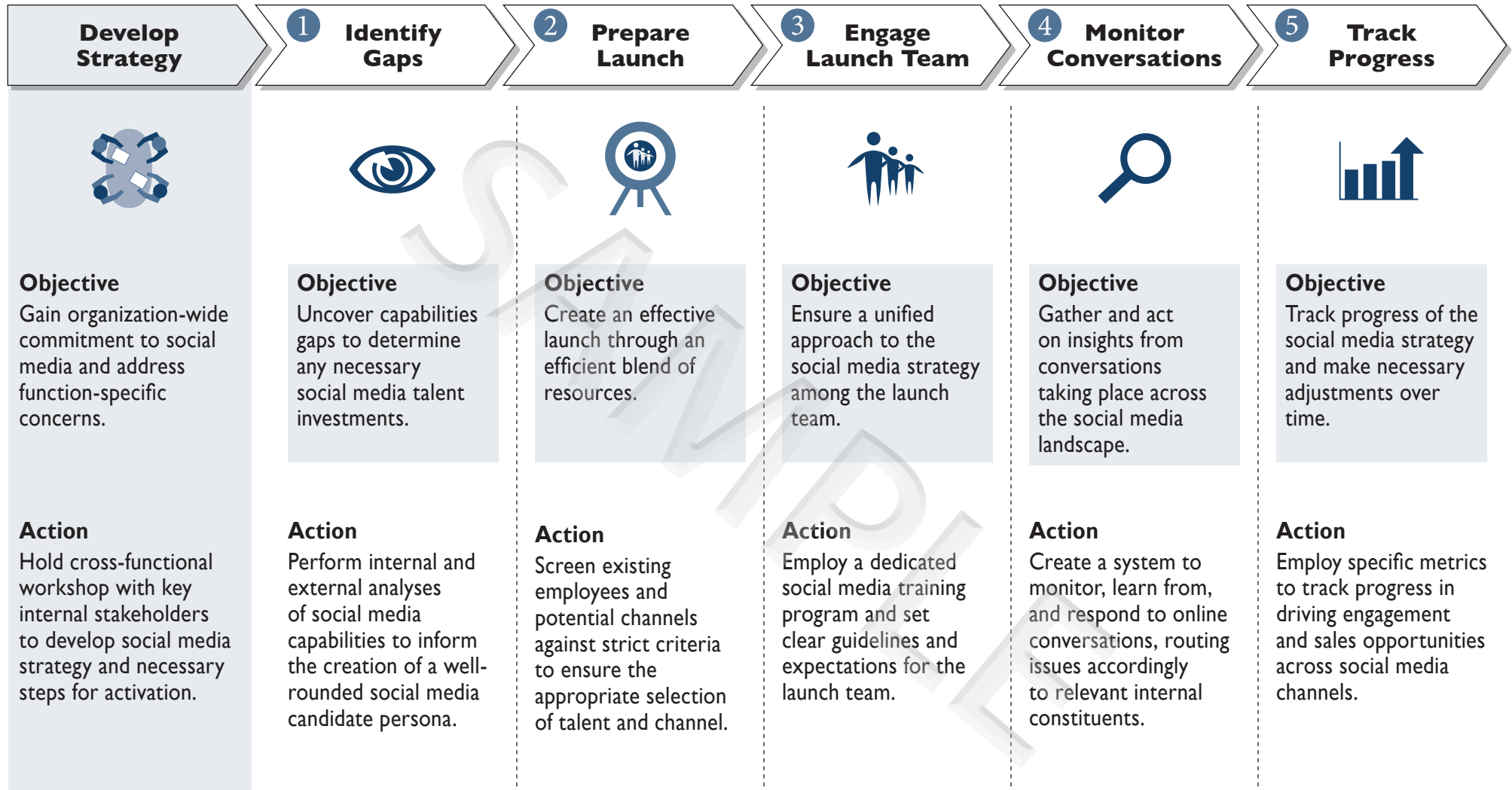
Applicability of Best Practice to Executive Functions:

Function	Applicability
Marketing	●
Market Research	●

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Consumer Electronics Company establishes a systematic approach to activate social media within the organization

Social Media Activation Process

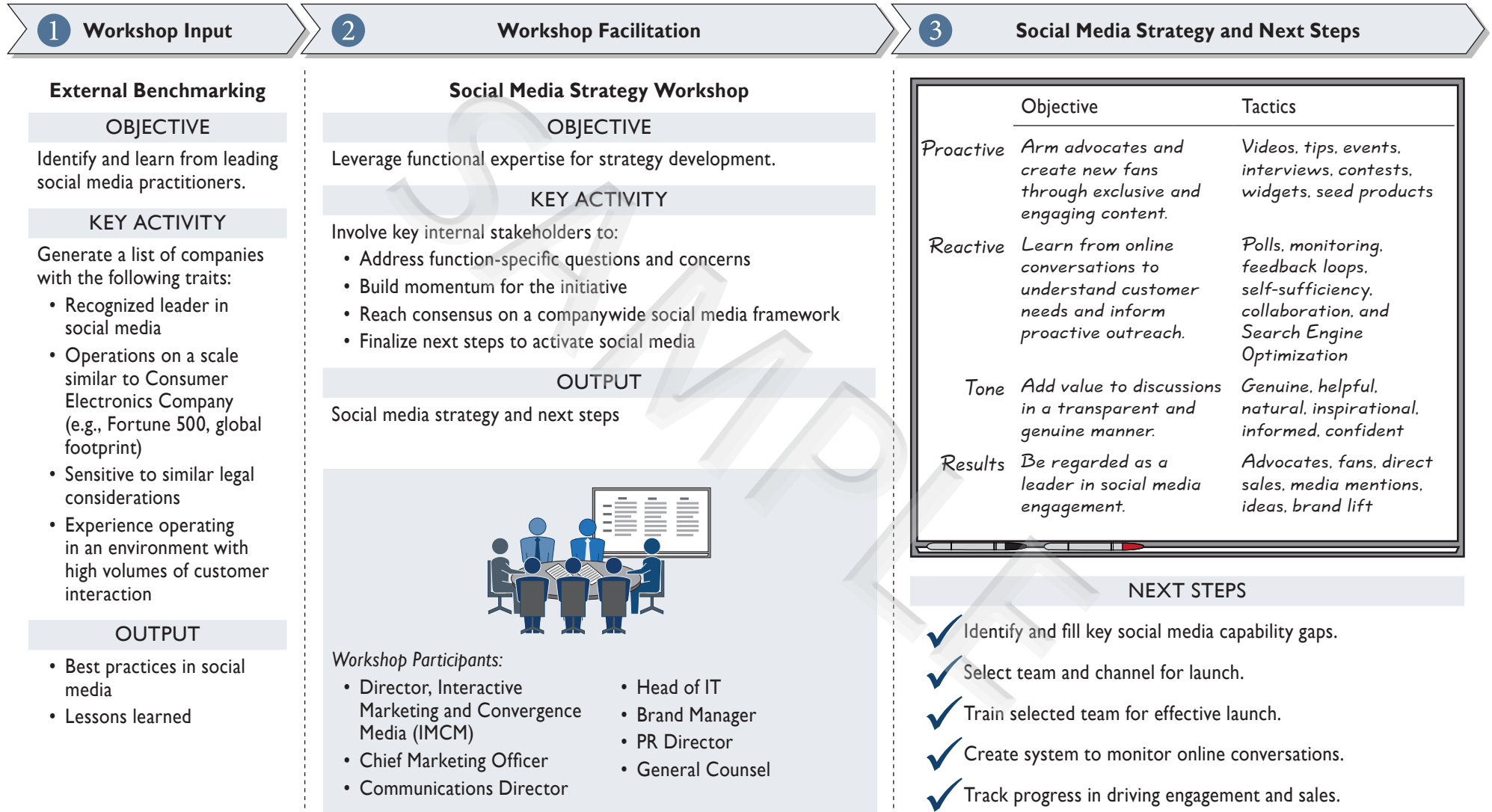




KEY TAKEAWAY: Partner with key internal stakeholders to develop social media strategy and ensure organizational buy-in

Marketing holds a cross-functional workshop to develop the strategy and necessary steps for social media activation

Social Media Strategy Creation Process



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