

ATKearney

Digital Lab

KRAFTJUNGS®



SOCIAL MEDIA STRATEGY EXECUTION

10 STEPS DIGITAL SERIES

LIFESTYLE AS BASE FOR CONSUMPTION



A strategy that pays off for your business

Social Media can be crucial for digital business success if used strategically in a consumer-oriented way.

With increasing digitization in our lives, Digital Marketing becomes a key success factor for companies. Social Media occupies a very important place in this area as billions of customers use it to connect with each other and with companies. To exploit the vast potential of Social Media for your business, it is not enough to simply engage. You have to proceed strategically as well.

A.T. Kearney's *Social Media Strategy Execution* is part of the 10 Steps Digital Series. As a comprehensive how-to guide, this publication will lead your company to higher return rates in 10 strategic steps that cover all aspects of digital business success with Social Media.



I hope you enjoy reading *Social Media Strategy Execution* and find useful our 10 recommendations for recognizing and employing Social Media as a strategy for the digital future of your company.

A handwritten signature in white ink, appearing to read 'Michael Römer', set against the red background.

Michael Römer, Head of Digital Business and Co-Founder of the A.T. Kearney Lab

A handwritten signature in white ink, appearing to read 'Siegmund Tittjung', set against the red background.

Siegmund Tittjung, Founder and CEO of KRAFTJUNGS GmbH

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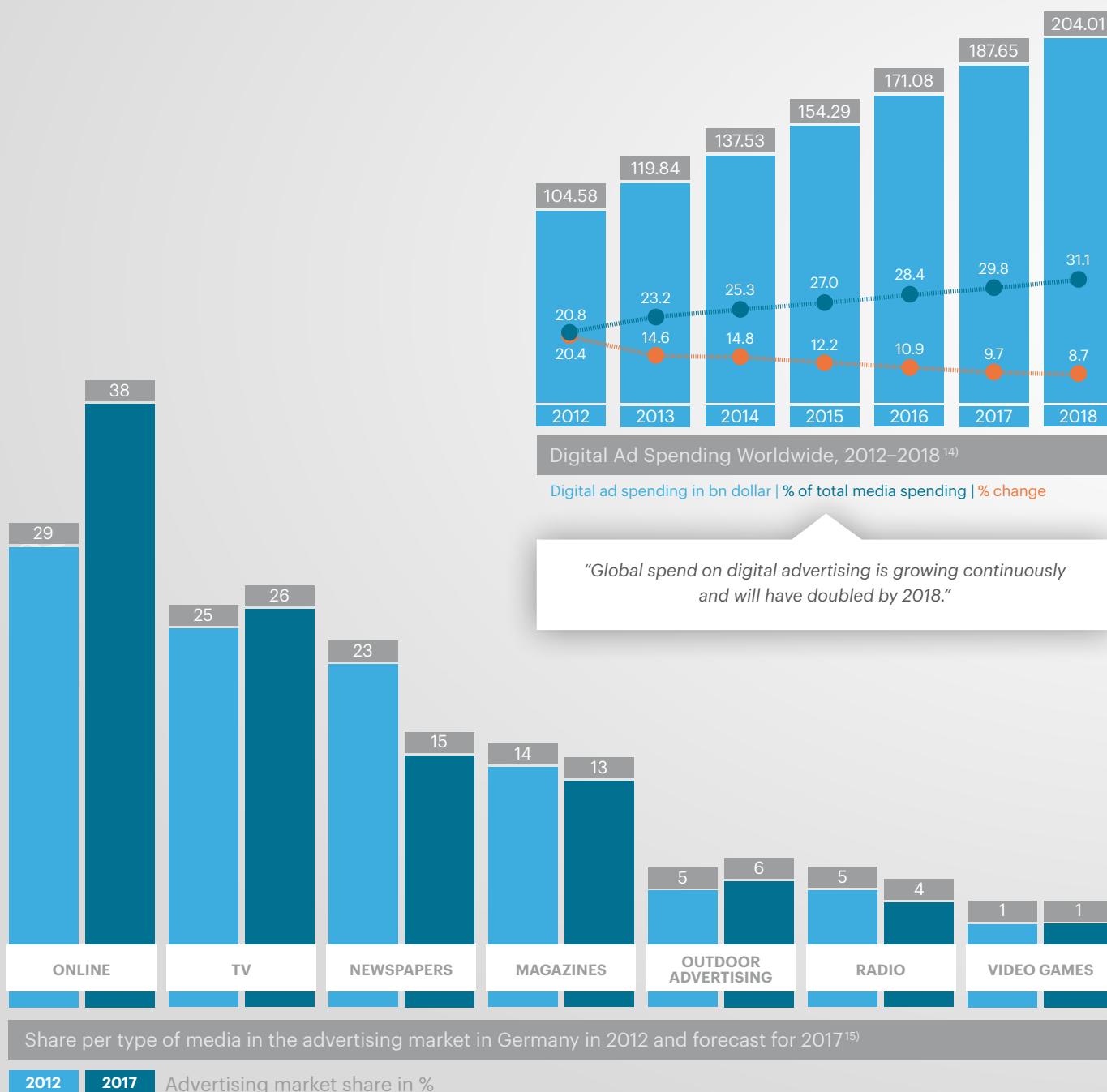
Boost your
performance
and profitability
with digital

Potential of Digital Marketing

Digitization creates disruptive business models, ideas, and products. Digital Marketing is the decisive factor to reach out to target groups and enthuse them – in ever-changing, innovative ways.

Digital Marketing has been established as a success factor in vying for consumer business for quite some time now. Concurrently, the continuous development of new and more effective mobile devices changes user behavior and at the same time continuously opens up innovative opportunities for Online Marketing.

More and more companies keep investing in these opportunities to profit from digitization along the value chain with an ever-growing tendency – as can be clearly seen in recent studies.



Online channels as an **important sales factor**¹⁶⁾

■ **60.2% of retail companies** in Germany generate more than a quarter of sales online.

■ Nearly one-third of Germany-based retailers achieve **50%** of their total sales via online channels.

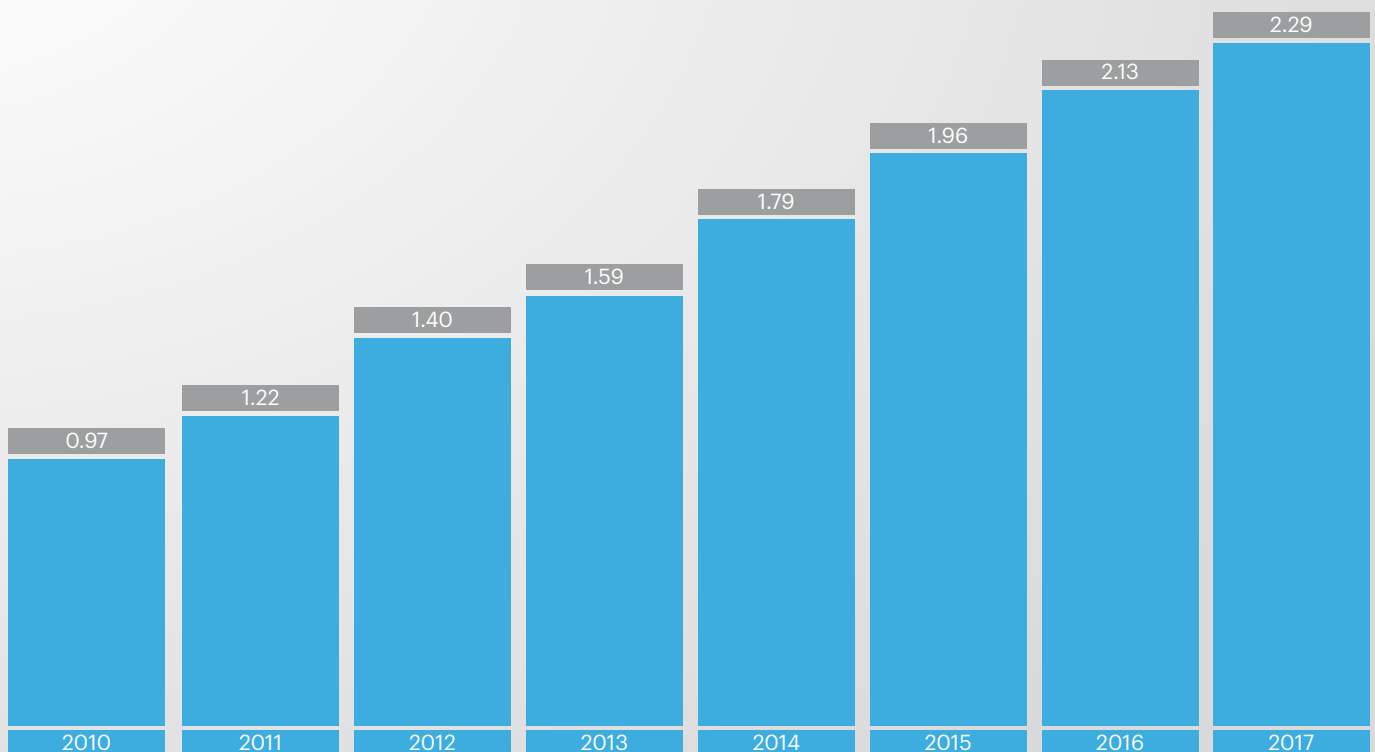
■ **29.6% of B2C companies** in Germany generate more than half their sales online, while B2B companies make **18.5%**.

In this context, online shops are the most important revenue drivers.

■ **71% of German retailers** plan on extending their Digital Marketing budgets in the next two years.

■ The global spend on digital advertising on desktop and laptop computers, smartphones, and tablets amounts to **\$137,530,000,000** in 2014.

■ Until 2017, the spend on digital advertising will add up to a quarter of overall advertising media spend.



Number of users of social networks globally in 2012 and forecast until 2017 (in bn)¹⁷⁾

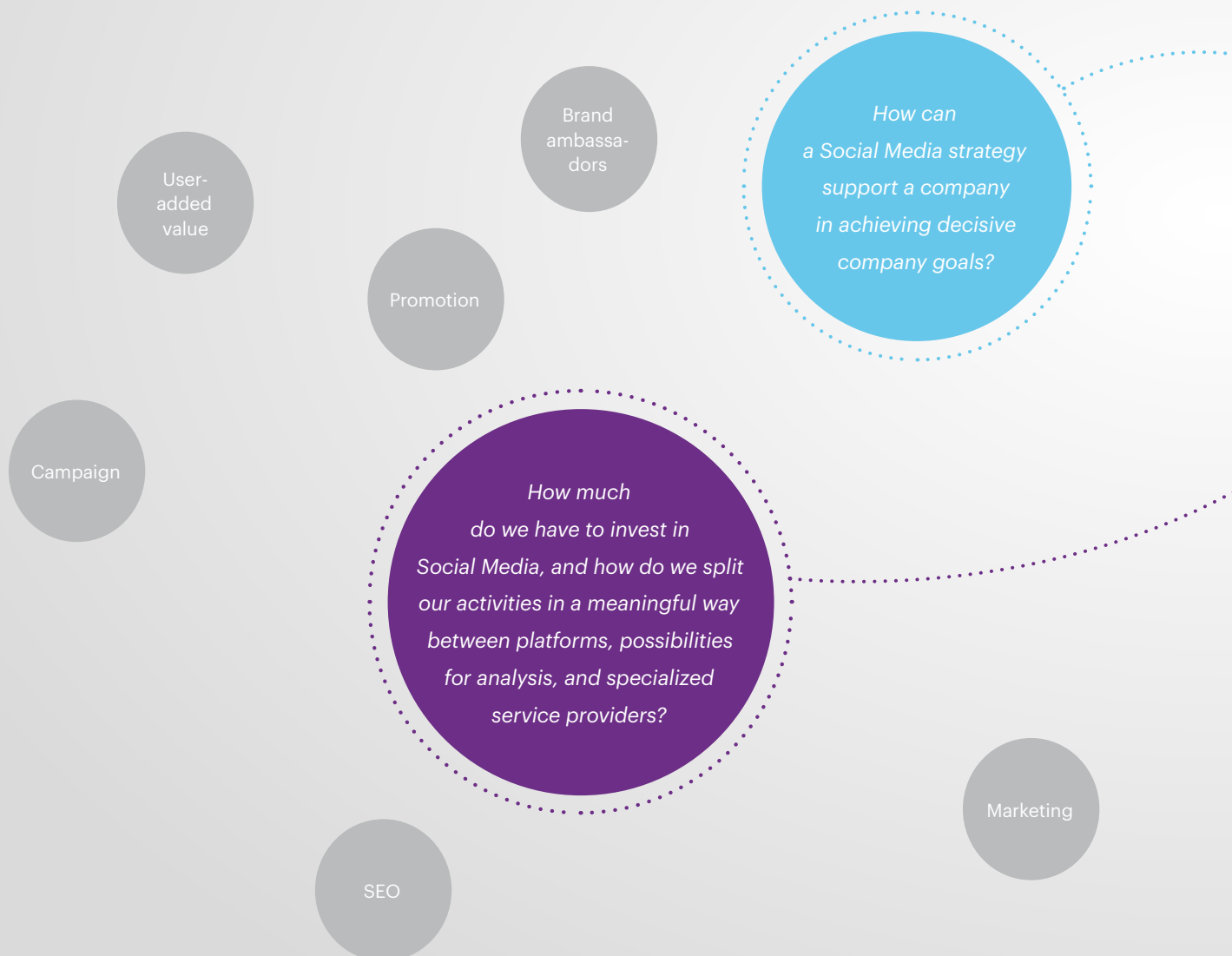
Challenges in Digital Marketing

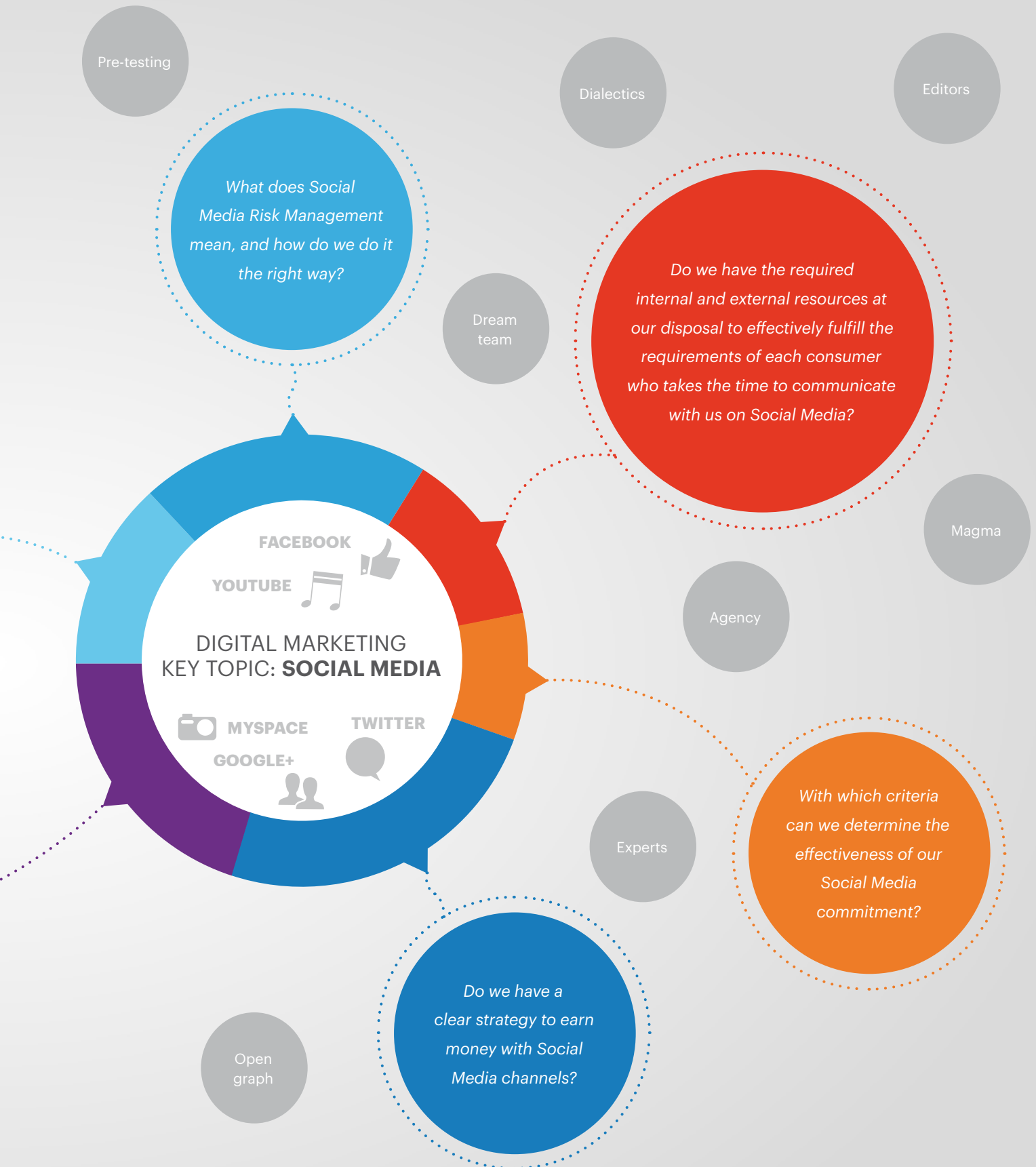
Social Media are one of the driving forces of digitization and an important economic factor.

But the enormous growth potential opened up by Digital Marketing in the field of Social Media is presenting companies with entirely new challenges.

For companies going for decisive competitive advantage by offering customer-oriented products and services, Social Media are and will be essential to participate in. But simply taking part is not enough. Only by integrating Social Media activities into Marketing Communication can companies introduce digital change into Marketing 3.0. Priority must be given to digital networking and clearly defined values to effectively meet increased expectations and individual customer requirements.

Challenges of Marketing 3.0 – such as new technologies, interaction, real-time communication, Big Data, or loss of control – can be mastered with comprehensive preparation. The appropriate mix of strategy and execution encompasses opportunities that can tap the full potential.





Last year, Facebook collected more than \$4 billion in advertising revenue. However, marketers are somewhat dissatisfied with the results – a clear strategy is required!²⁰⁾

10 STEPS TO A SUCCESSFUL **SOCIAL MEDIA** **STRATEGY EXECUTION**

Audit!
Social Media Landscape

STEP 1
PAGE 18

Share and Compare!
Social Media Engagement

STEP 2
PAGE 22

Monitor!
Social Media Monitoring

STEP 3
PAGE 28

Leverage!
Social Media Business Case Levers

STEP 4
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Plan!
Social Media Planning

STEP 5
PAGE 36



STEP 6
PAGE 44

Organize!
Social Media Organizational Continuum

STEP 7
PAGE 48

Outsource!
Social Media Outsourcing

STEP 8
PAGE 52

Protect!
Social Media Risk Exposure

STEP 9
PAGE 56

Communicate!
Social Media Communication

STEP 10
PAGE 60

Influence!
Social Media Influencer

Social media

Social media is the social interaction among people in which they create, share or exchange information and ideas in virtual communities and network.



so-cial me-dia
noun [treated as sign. or pl.]
websites and applications used

SEARCH



Web-site

a location connected to the Internet that maintains one or more pages on the World Wide Web



Computer



ADD FRIENDS



COMMUN

PLAN



5

Step 5: Social Media Planning²⁵⁾

Professional planning ensures a successful introduction of Social Media to the company – and it paves the way for campaigns that enthrall by their simplicity, originality, and inventiveness.

Social Media open up revolutionary marketing opportunities. Yet their introduction is governed by familiar process steps that are an integral part of daily tasks in a company: analyze, plan, decide, adjust, realize, control, and optimize.



The consistent implementation and execution of your Social Media activities and campaigns by means of these measures generates a valuable life cycle: This is oriented at the strategic long-time goals of your company and includes all-important factors of outright successful Social Media communications.

CAMPAIGN SHAPING

Content/decision criteria:

- Value-add
- Stimuli
- Interaction
- Brand fit

Deliverables:

- Content added-value strengthened
- Brand awareness on platform known
- Brand fit ensured

CAMPAIGN REFINING

Content/decision criteria:

- Test campaign with peer group
- Processes

Deliverables:

- Target group reaction proved
- Reality check conducted
- Social Media operations completed

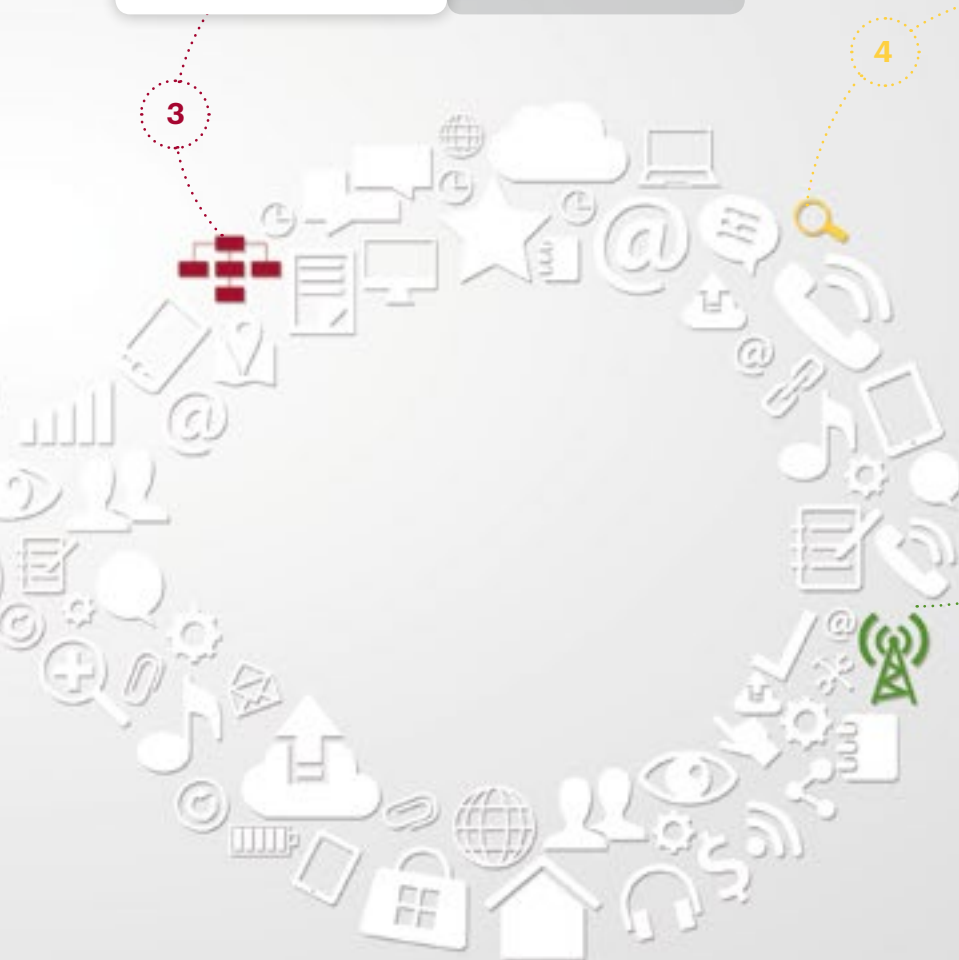
CAMPAIGN SEEDING

Content/decision criteria:

- Speeding
- Seeding
- Activating
- Integrating

Deliverables:

- Spreading strategy set
- Social multipliers identified and treated in a special way
- Critical mass achieved



Social Media Planners, e.g. INPROMO, help find the perfect matching platform for a business and its underlying goals.

About A.T. Kearney Digital Lab

Digitization, in all of its forms, is the transformative factor of our time, and no company can ignore the impact it will have on all aspects of commerce, including business processes, services, and transactions. A.T. Kearney's Digital Lab draws on its understanding of the digital economy and works collaboratively with clients to understand how to adapt to today's disruptive digital innovations and build a long-term competitive advantage.

About A.T. Kearney

A.T. Kearney is a global team of forward-thinking partners that delivers immediate impact and growing advantage for its clients. We are passionate problem solvers who excel in collaborating across borders to co-create and realize elegantly simple, practical, and sustainable results. Since 1926, we have been trusted advisors on the most mission-critical issues to the world's leading organizations across all major industries and service sectors. A.T. Kearney has 58 offices located in major business centers across 40 countries.

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The signature of our namesake and founder Andrew Thomas Kearney represents our pledge to live the values he instilled in our firm and uphold his commitment to ensuring "essential rightness" in all that we do.

For more information, permission to reprint or translate this work, and all other correspondence, please email: insight@atkearney.com.

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