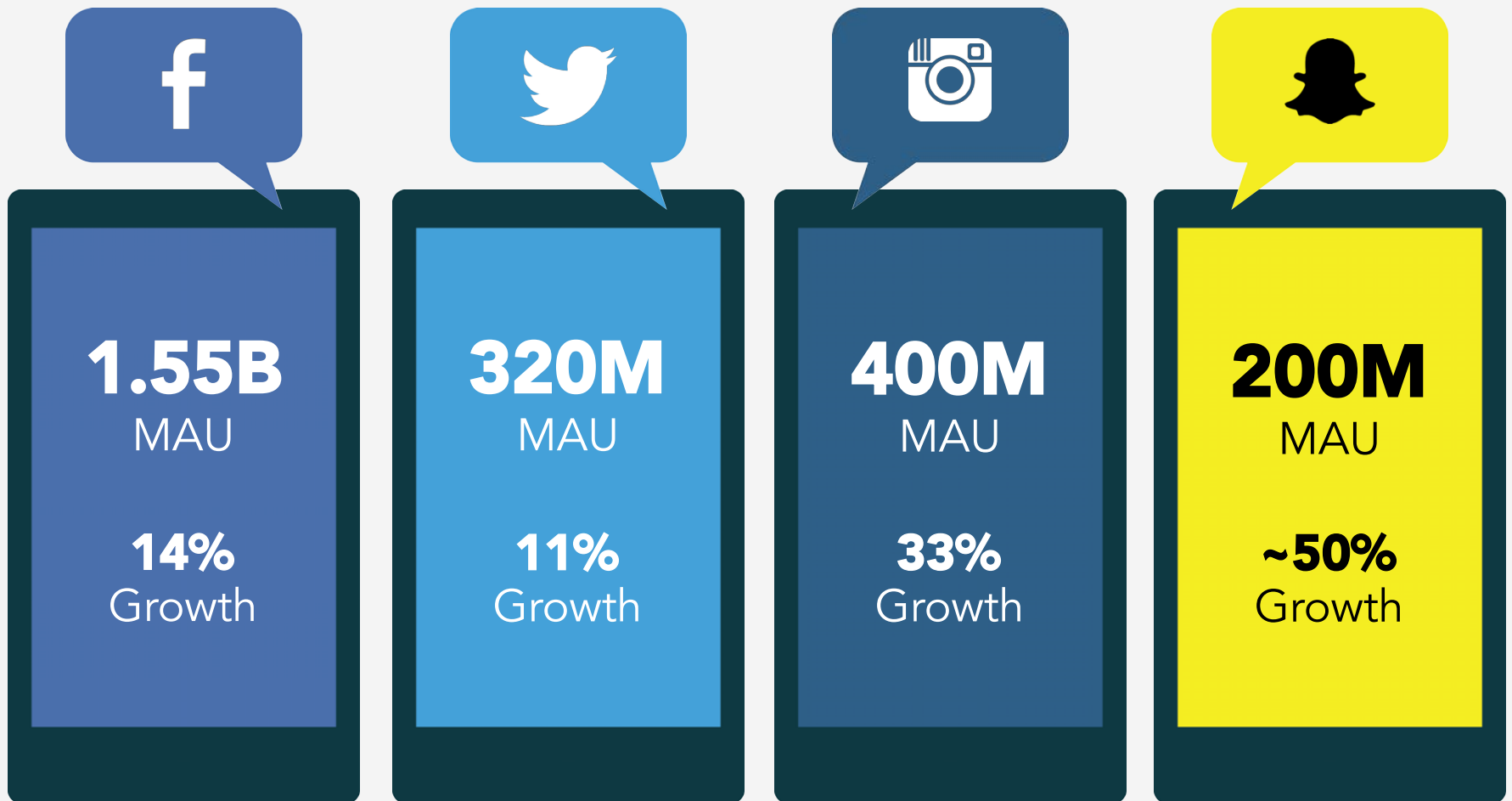


WHO ARE THE "BIG FOUR?"



2015 TREND: MORE VISUAL & VIDEO



Inside Advanced Grow Labs



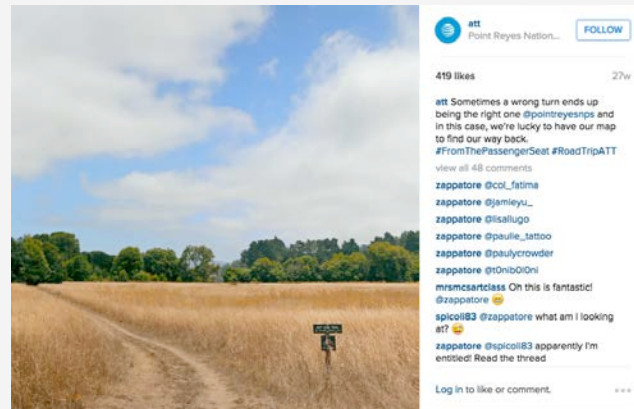
High Times

Subscribe 175,475

70,148

+ Add to Share More

588 14



Follow

Could #UFC fighter @ChuckLiddell take on boxing champion Mike Tyson? Find out on @Undeniable_Show tonight at 8/7c!



RETWEETS 21

LIKES 56



7:54 AM - 9 Dec 2015



2015 TREND: MORE E-COMM ENHANCEMENTS

facebook

Email or Phone

Keep me logged in

Password

Log in

[Forgotten your password?](#)



Park Royal Shop

Like



I'm looking for

All stores



Shop by Category

Shop by Store

Cameras / Photography

Home Entertainment

Sporting Goods / Clothing


Fashion - Ladies'

Shoes

Chocolates


Optical

Home



Save 40%

B Roll-Up Coloured ~~\$59.00~~ \$35.40
The Bay

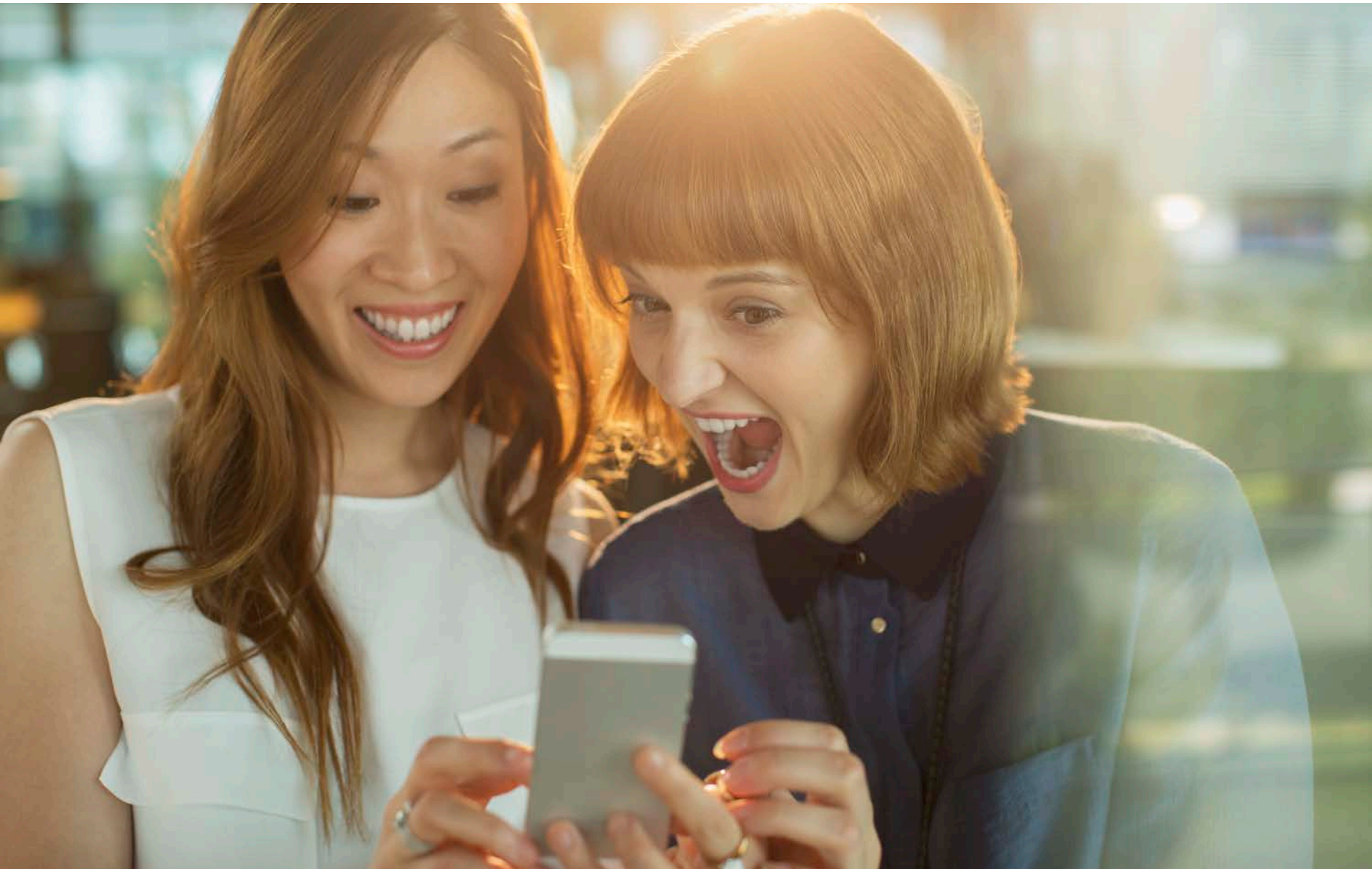


Brittney Ankle Skinny Jeans \$118.00
Guess Canada



1969 skimmer legging jeans \$69.95
Gap

2015 TREND: MORE DIRECT MESSAGING



A LOOK AHEAD AT 2016

REAL-TIME MARCOMM

MORE THAN MILLENNIALS

GROUP COMMUNICATIONS & DIRECT MESSAGING

VISUAL & VIDEO STORYTELLING

PERSONALIZATION &
HYPERLOCALIZATION

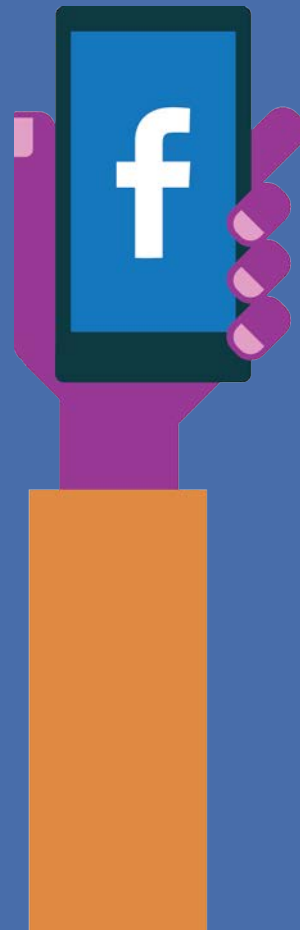
INTELLIGENT ADAPTATION

LIVE VIDEO

DIVERSIFIED DEVICES

PAY (MORE) TO PLAY

LIMITLESS EXPRESSION



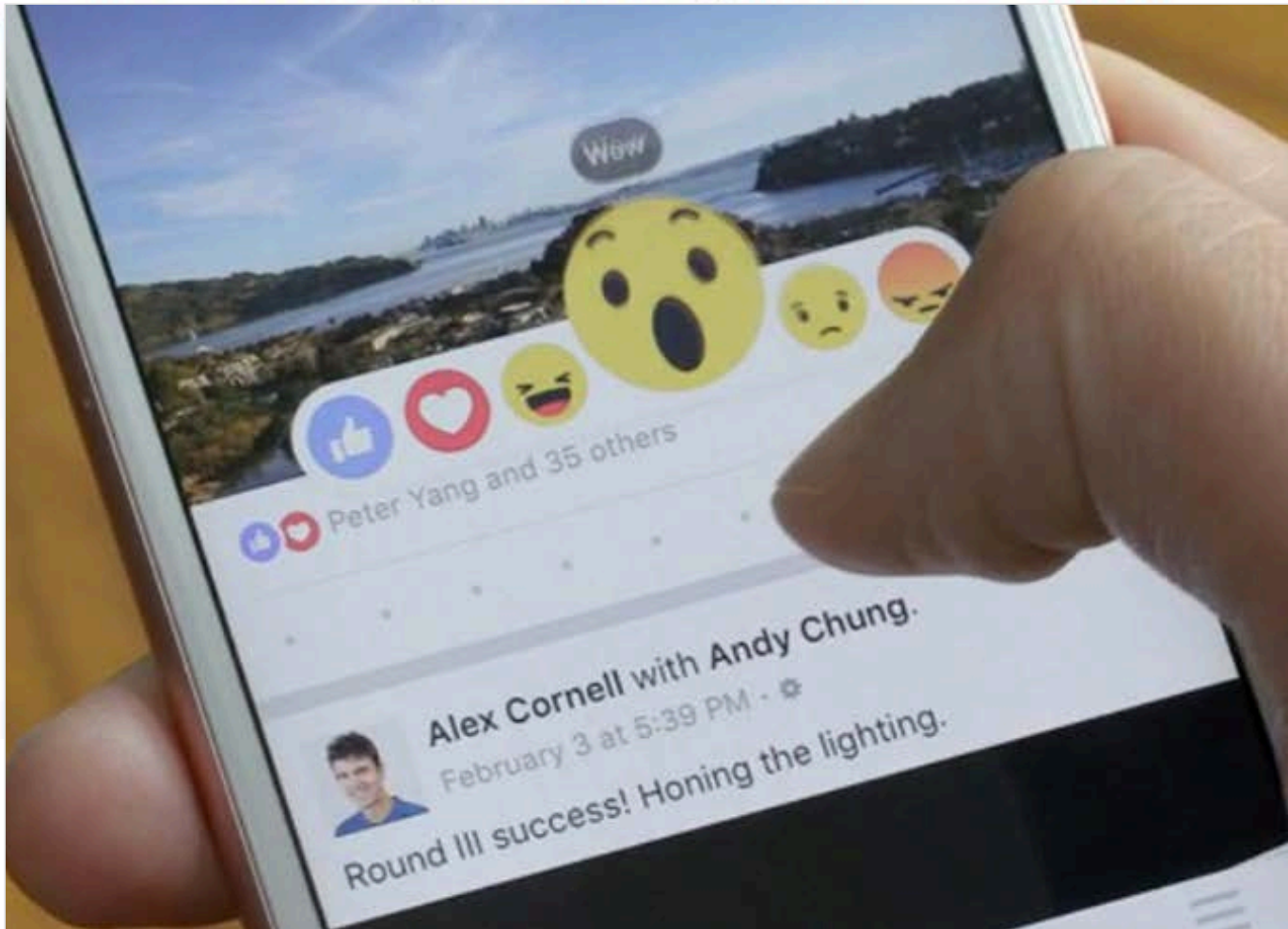
COMMENTING UPGRADES: REACTIONS



Facebook

February 11 at 1:32pm · 🌐

It's when we all come together that the brightest ideas come to fruition.

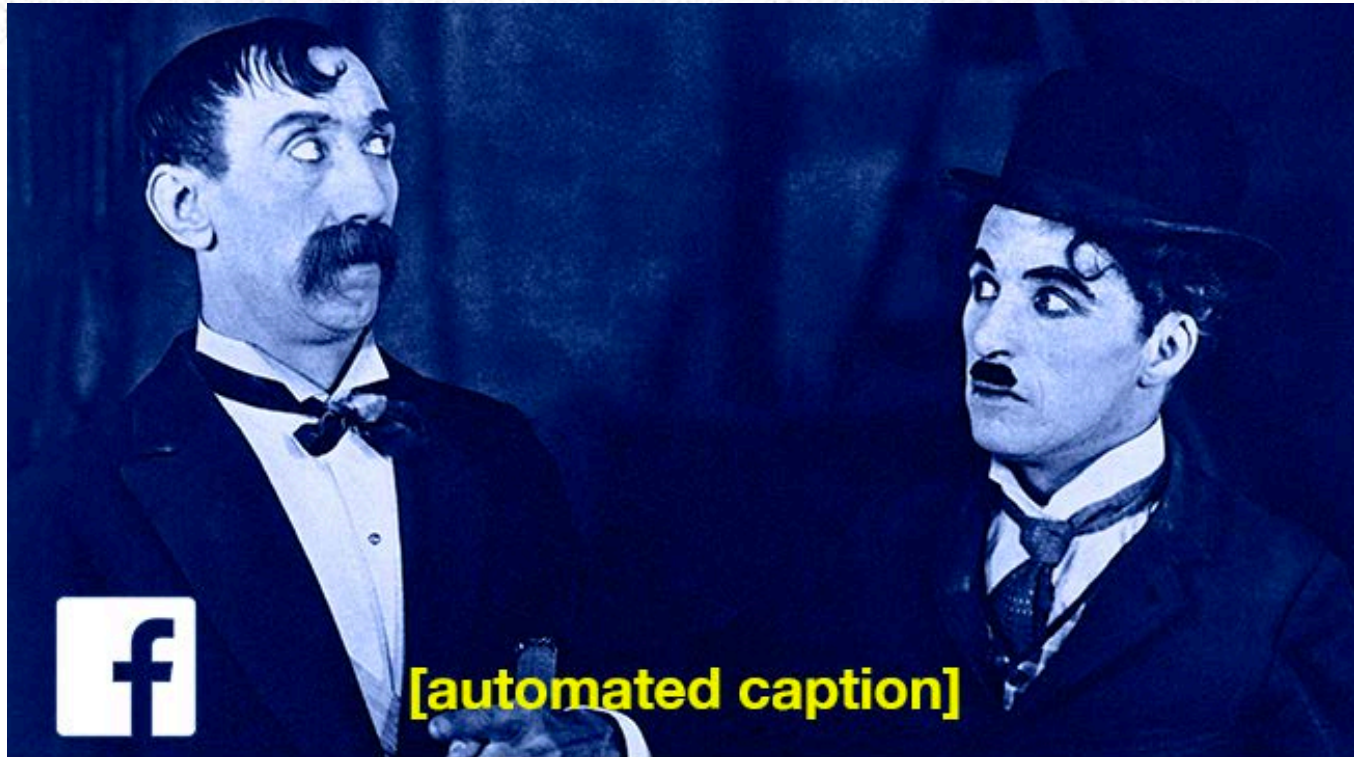


ENHANCED VIDEO FEATURES & ADVERTISER BENEFITS

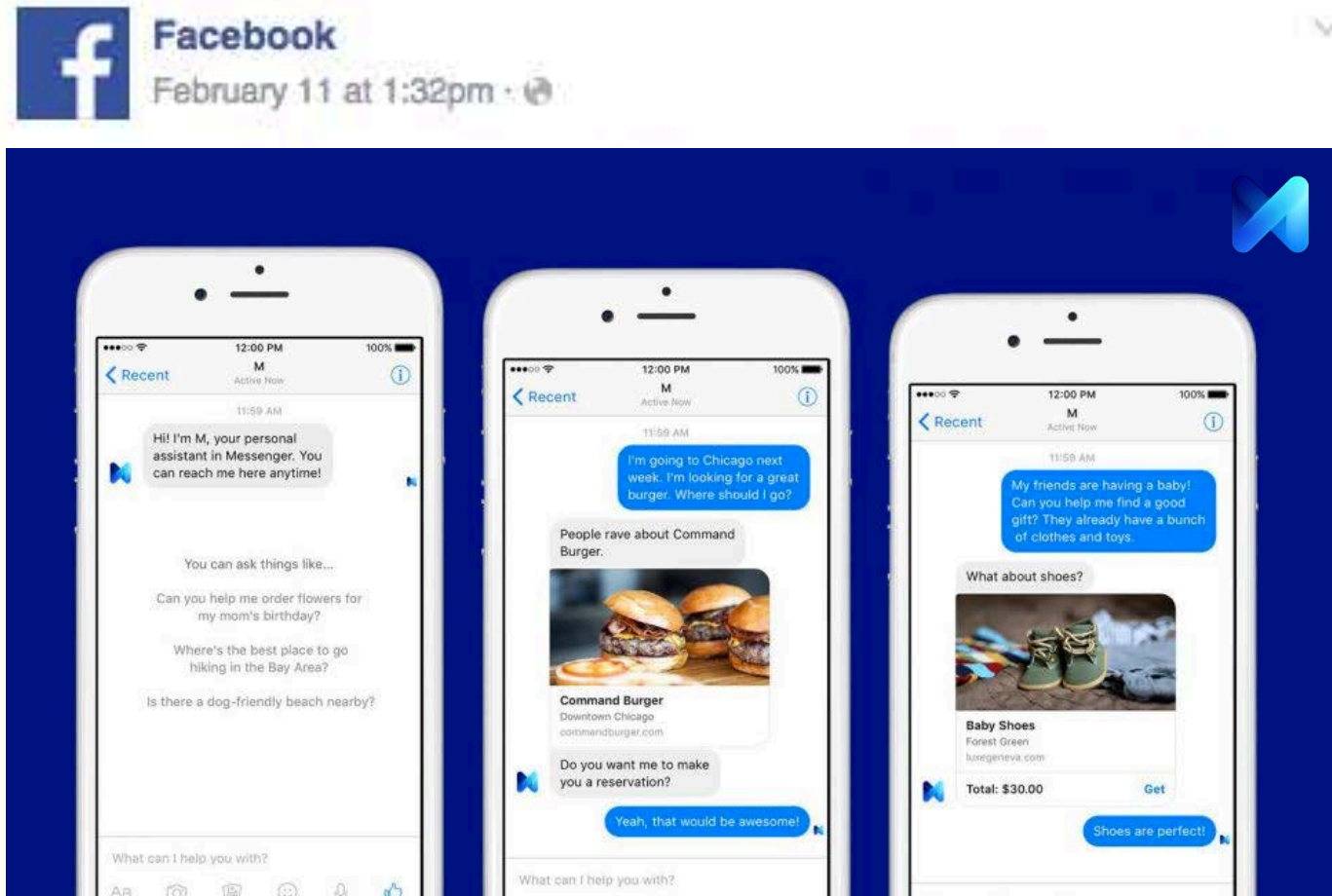


Facebook

February 11 at 1:32pm · 🌐



FACEBOOK MESSENGER: M AND BRAND BOTS



FACEBOOK PROFESSIONAL SERVICES

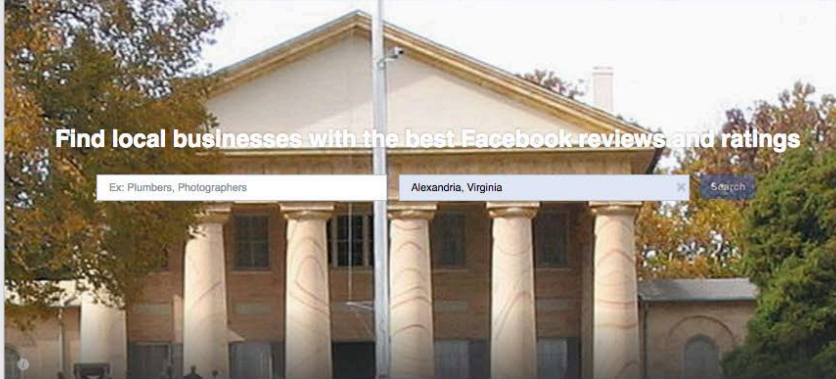


Search Facebook

Brandi Home 6

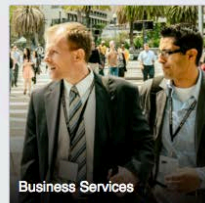
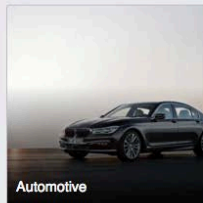
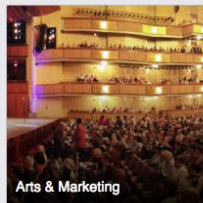
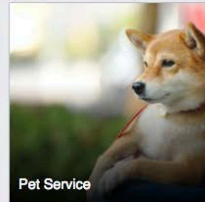
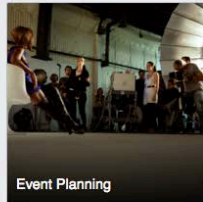
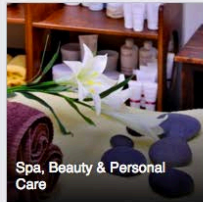
Search Facebook

Brandi Home 20+



Best Professional Services

Local businesses and organizations with the best Facebook reviews and ratings

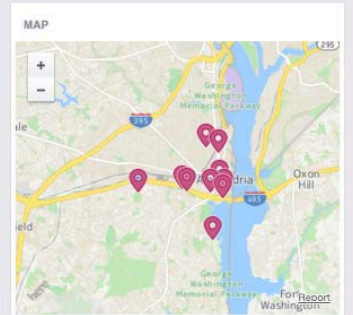


Services > Pet Service

Best Pet Service in Alexandria

King Street Cats
 4.9 ★ · Animal Shelter · (703) 231-7199
 We are Alexandria VA's only free-roaming no-kill cat orphanage! 100% volunteer-run
 25 S Dove St
 Closed until Saturday 1:30PM - 4:30PM

Love King Street Cats! Wonderful place to volunteer. Always inspired by the 100% volunteer workforce who... See More
 Suzzie Thomas · 5 ★
 See more reviews



Belle Haven Animal Medical C...
 4.7 ★ · Veterinarian · (703) 721-0088
 Belle Haven Animal Medical Centre is a privately-owned, ultra-modern facility providing small animals with comprehensive dental, surgical and medical services....
 1221 Belle Haven Rd
 Today 7:30AM - 7:30PM

I've been taking my dogs to BH for almost ten years. They usually see Dr. Kasprenski although they've s... See More
 Stephanie Harm · 5 ★
 See more reviews

MORE PET SERVICE NEARBY

Washington, DC	Arlington
Annapolis	Silver Spring
Fairfax	Bethesda
College Park	Rockville
Woodbridge	

The Dog Park
 4.9 ★ · Pet Service · (703) 888-2818
 At The Dog Park we believe that pet fashion does not end at the leash. We have Clothes, collars, food, treats and gift items.
 705 King St
 Today 10:00AM - 8:00PM

The staff is great, they're always so helpful when I go in. They let my Great Dane come in and try on some sweaters before buying one. Great store!

MORE SERVICES IN ALEXANDRIA

Animal Shelter	Pet Store
Horses	Veterinarian
Pet Groomer	Pet Breeder
Dog Training	

FACEBOOK EXECUTIVE TRAINING PROGRAM



Facebook

February 11 at 1:32pm · 🌐

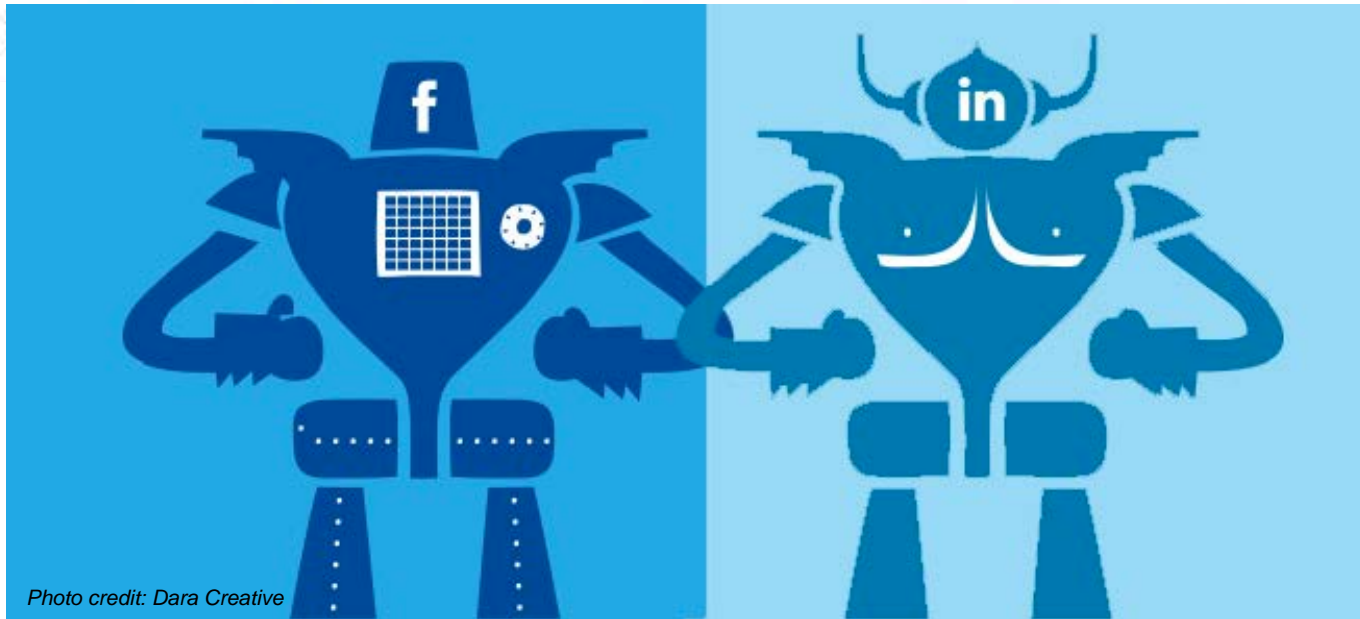


Photo credit: Dara Creative



MONETIZATION

Twitter 
@twitter

RETWEETS 507 LIKES 1,317

9:40 AM - 14 Feb 2016

NEW ADVERTISING FORMATS



ALGORITHM-BASED CONTENT FEED



IN-APP GIF

The image shows a screenshot of a Twitter post from the official Twitter account (@twitter). The post features an animated GIF of the Twitter bird logo centered on a dark blue background with various white symbols like a swirl, asterisk, and cube. The text "Animated GIF" is displayed in the top right corner of the GIF. The tweet has 507 retweets and 1,317 likes, and was posted at 9:40 AM on February 14, 2016. The interface includes a "Follow" button and a settings gear icon.

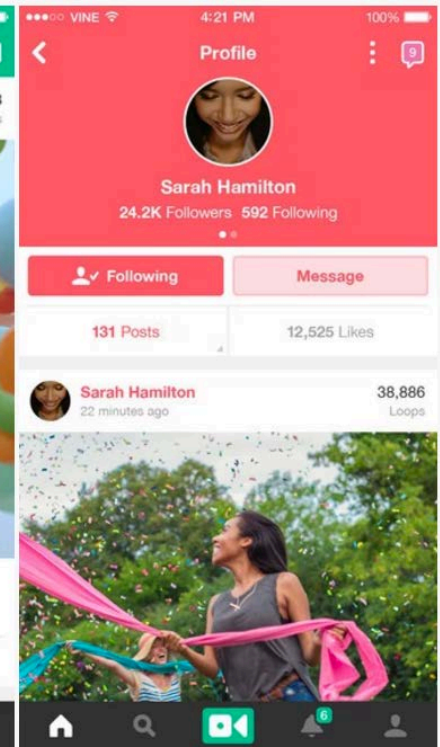
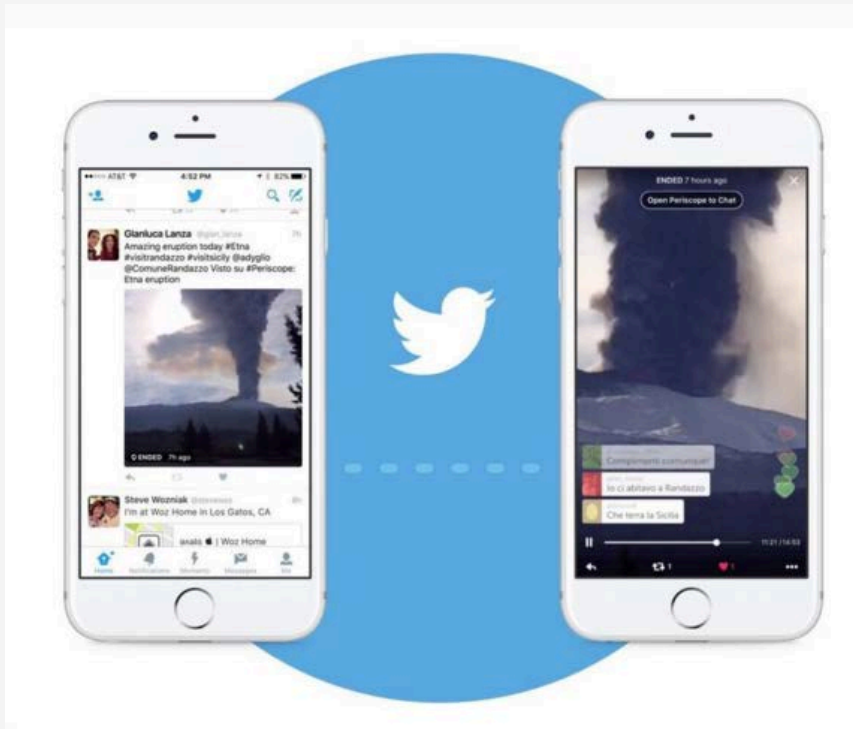
Twitter 
@twitter

Animated GIF

RETWEETS 507 LIKES 1,317

9:40 AM - 14 Feb 2016

DEEPER VINE & PERISCOPE INTEGRATION

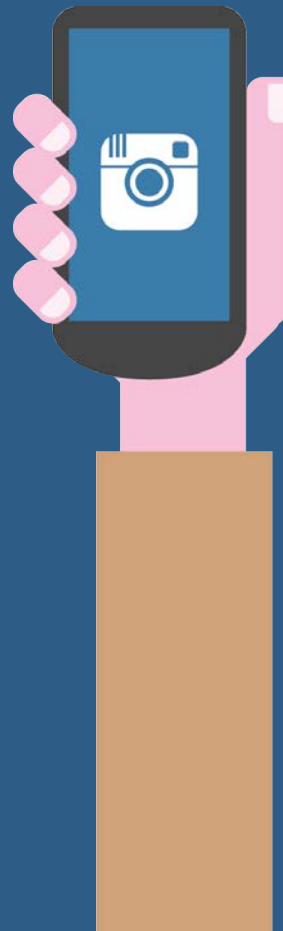


"We're giving creators (on Vine) more tools to be more creative and to express themselves in a different way and giving the folks on Periscope even more reach in order to share what's happening around them in a very interesting and unique way, which is live streaming."

- JACK DORSEY, TWITTER CEO

MORE THAN 140 CHARACTERS?





ENHANCED ADVERTISER EXPERIENCE

tieks
by Gavriali

CP

EAT|EVOLVE
THE NATURAL SELECTION



Sponsored



SHOP NOW

8,511 likes

tieks This winter has been ruff! #WaitingForSpring #BallerinaPink #Tieks



Sponsored



INSTALL NOW

370 likes

classpass One hour warning! What class are you signing up for at noon?



Sponsored



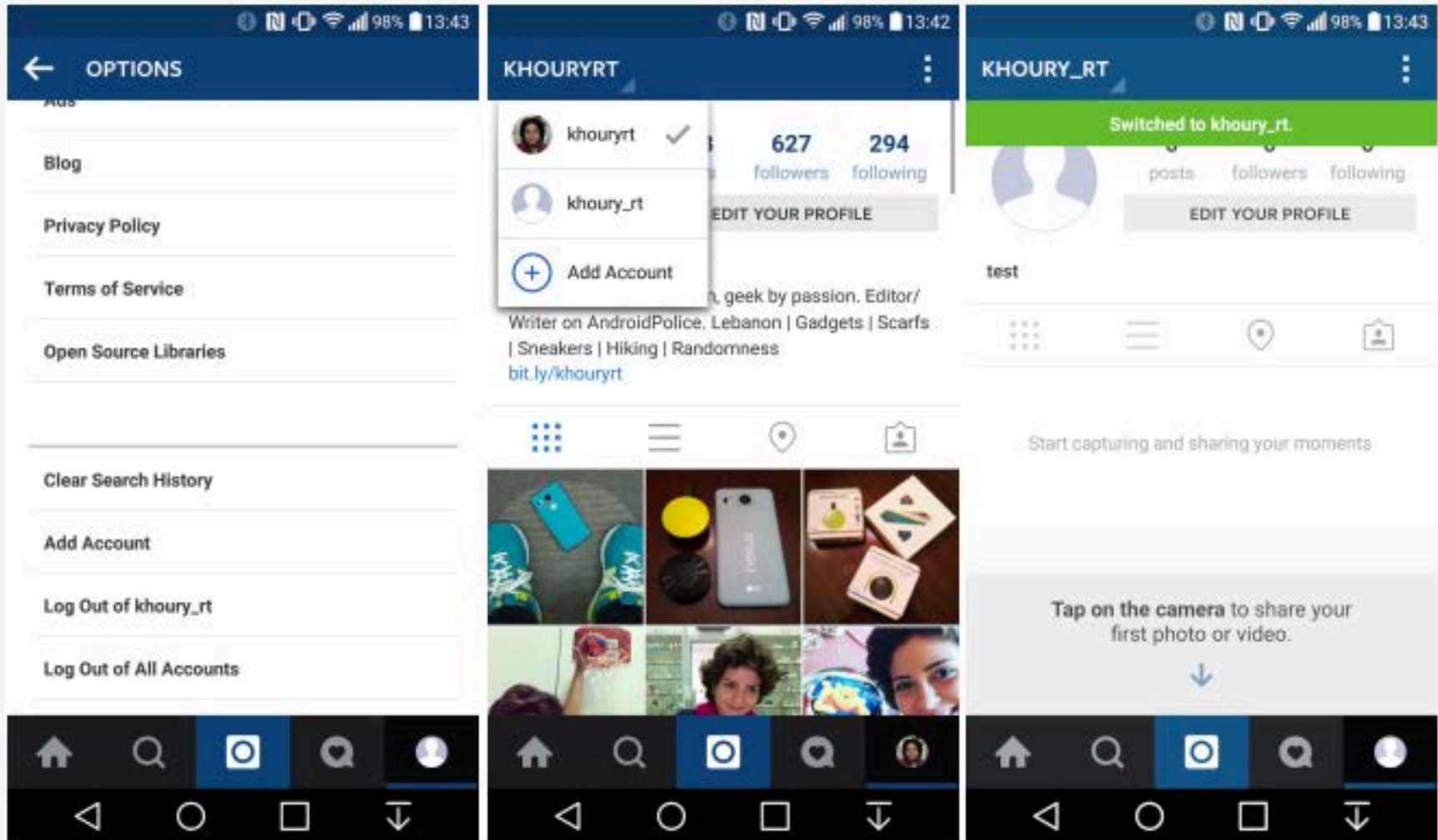
SIGN UP

14 likes

eatevolve Why do we use vacuum packing? We want to deliver you the freshest meals possible and vacuum packing allows your food to stay fresh and

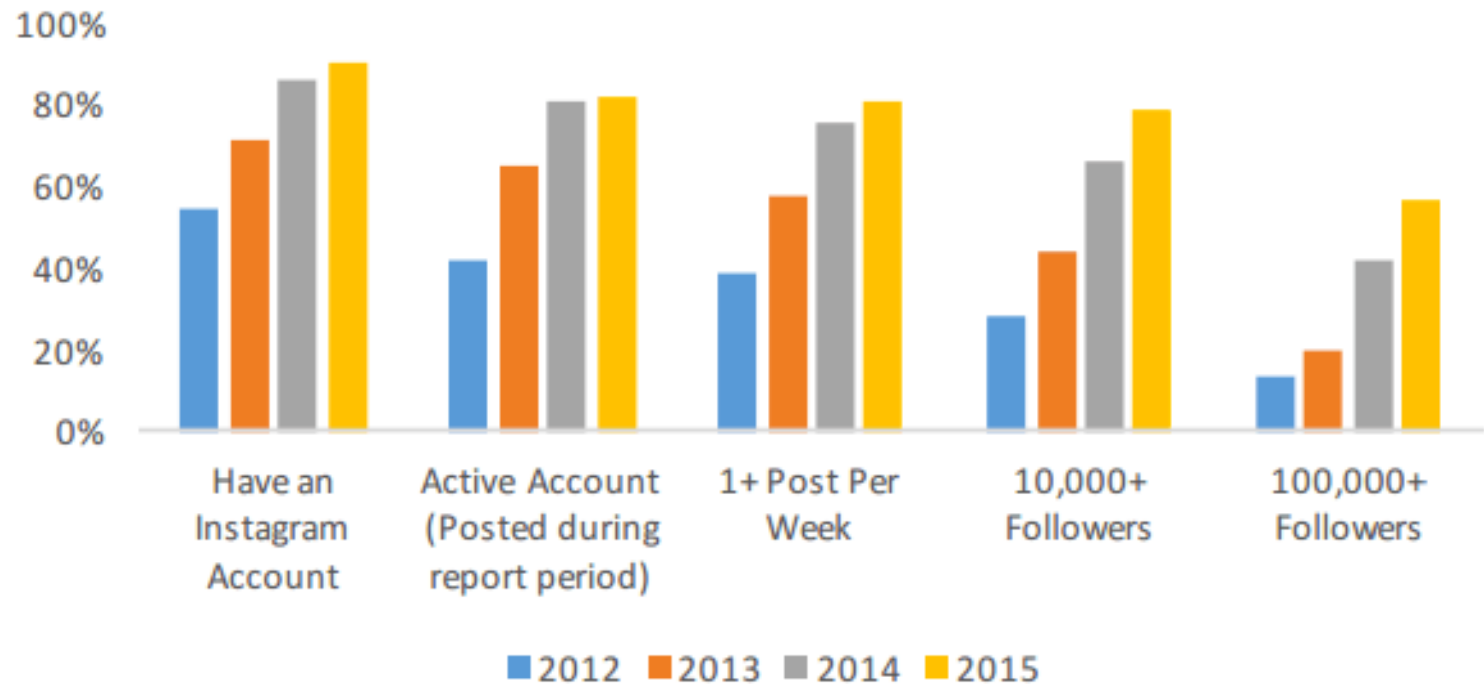


MULTI-ACCOUNT MANAGEMENT



IMPROVED ANALYTICS & TARGETING FOR BRANDS

The Number of Active Brands Is Increasing



Over 80% of the Interbrand 100 companies are active on Instagram on a weekly basis.

MOVING VISUAL & ENHANCED DESIGN FEATURES



Instagram

FOLLOW

568k likes

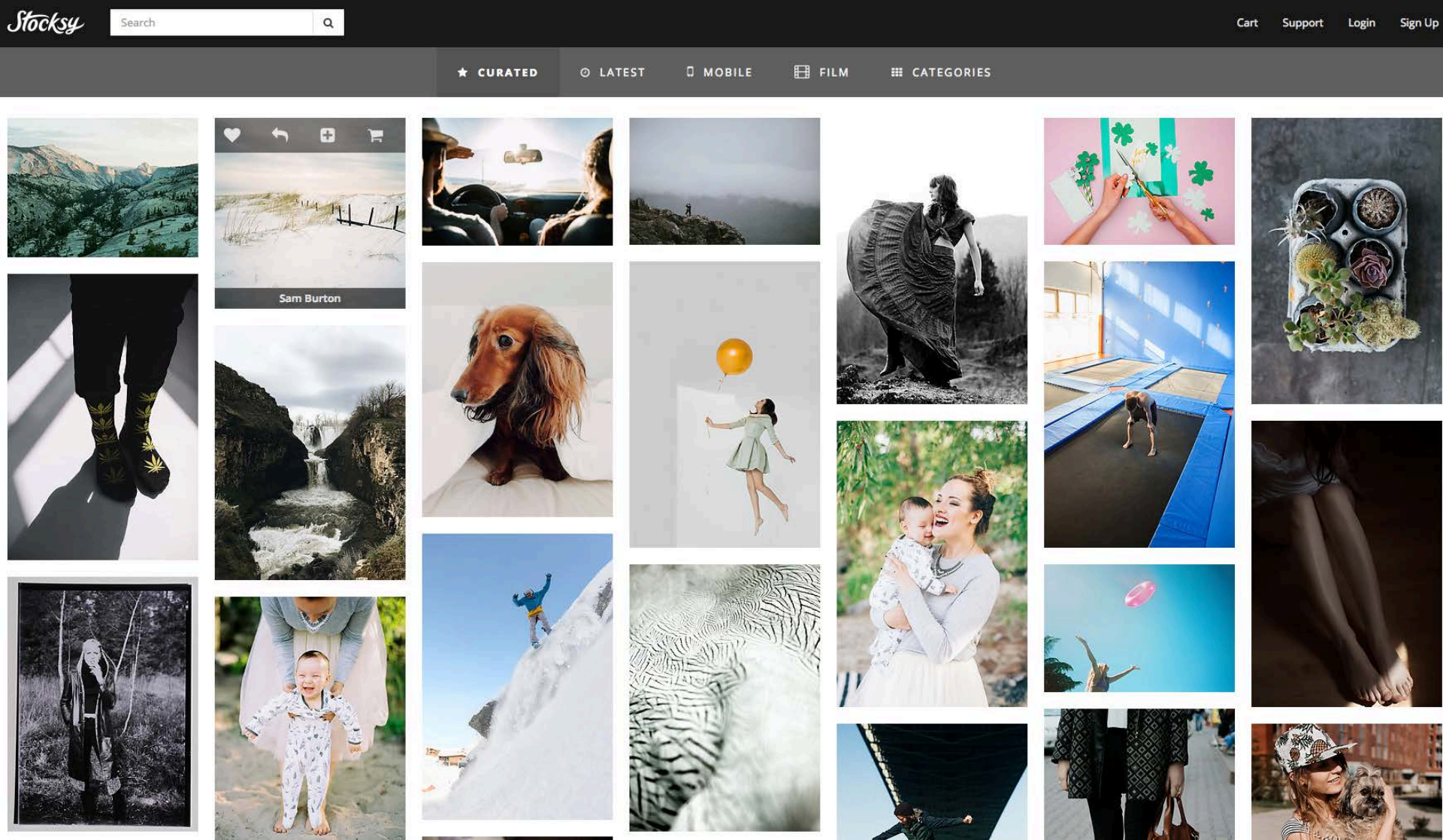
2d



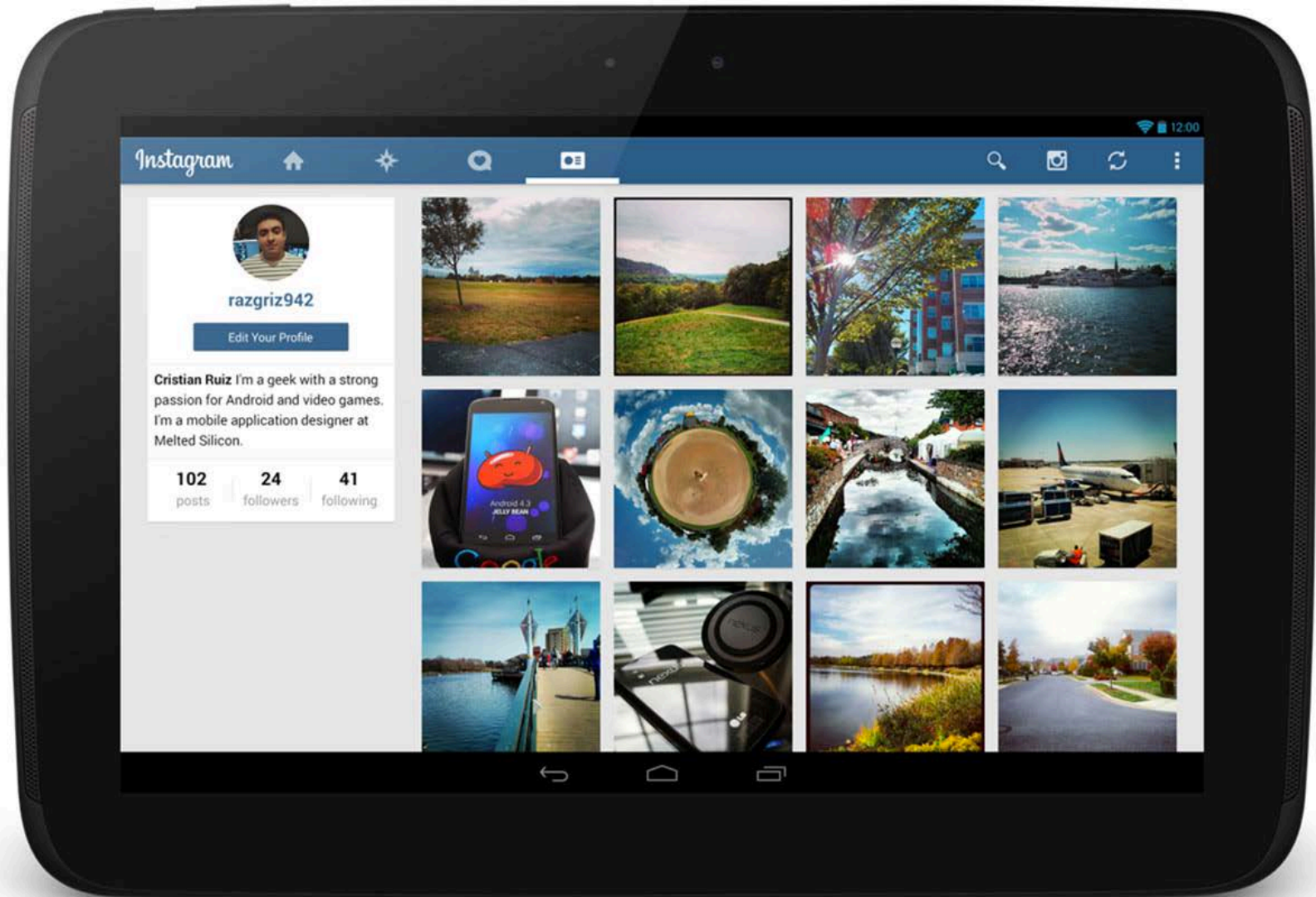
Add a comment...

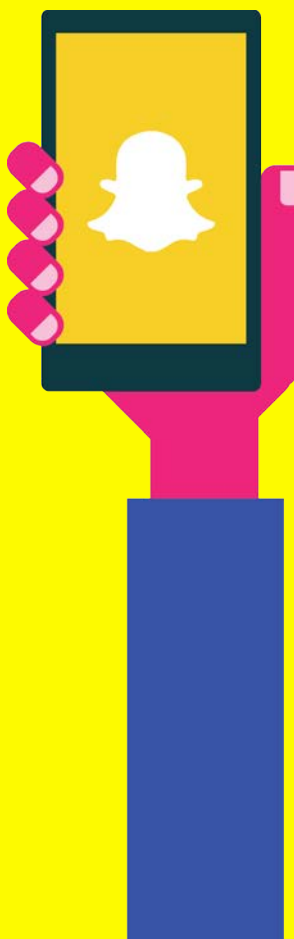


INSTA-WORTHY STOCK PHOTOGRAPHY

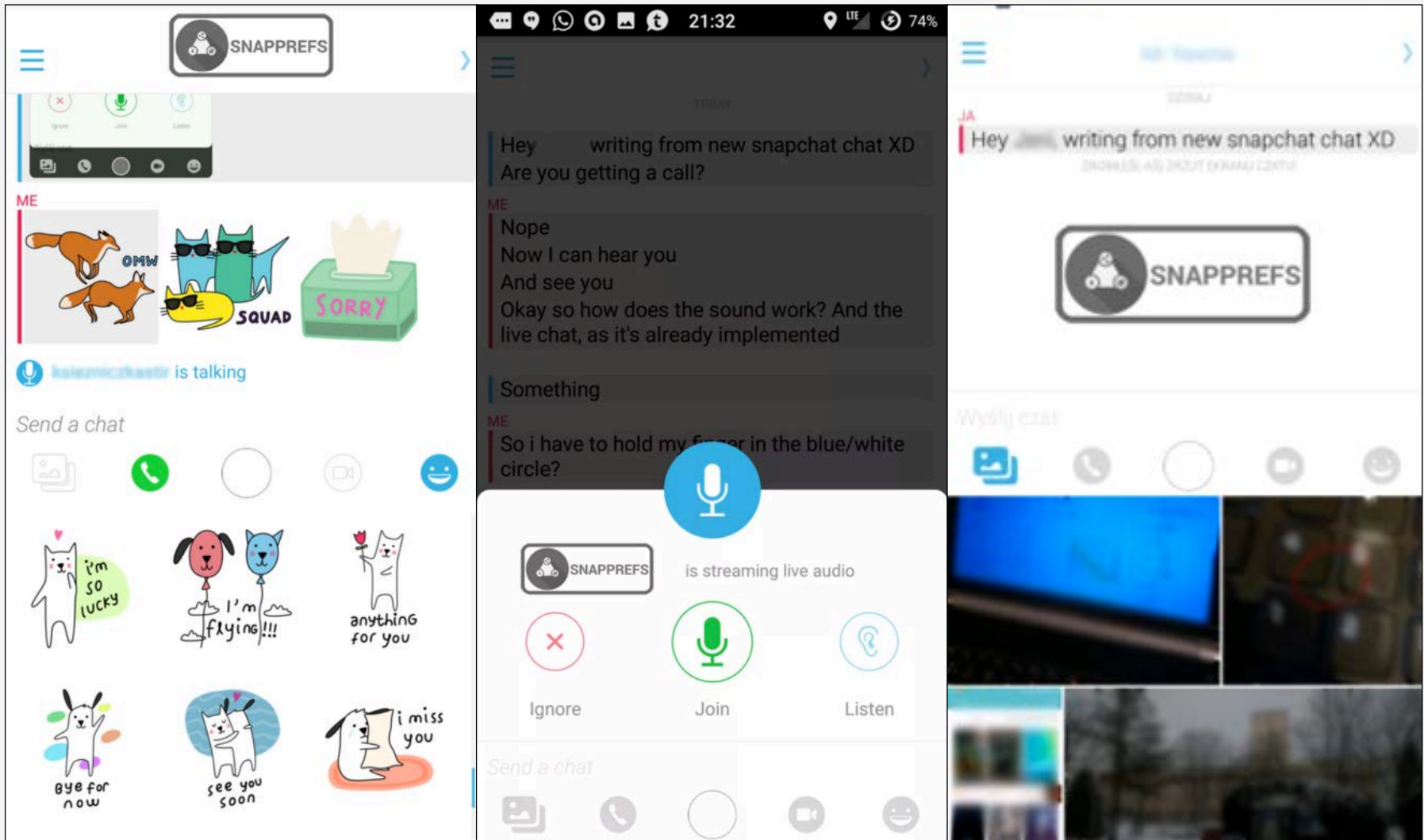


TABLET OPTIMIZATION

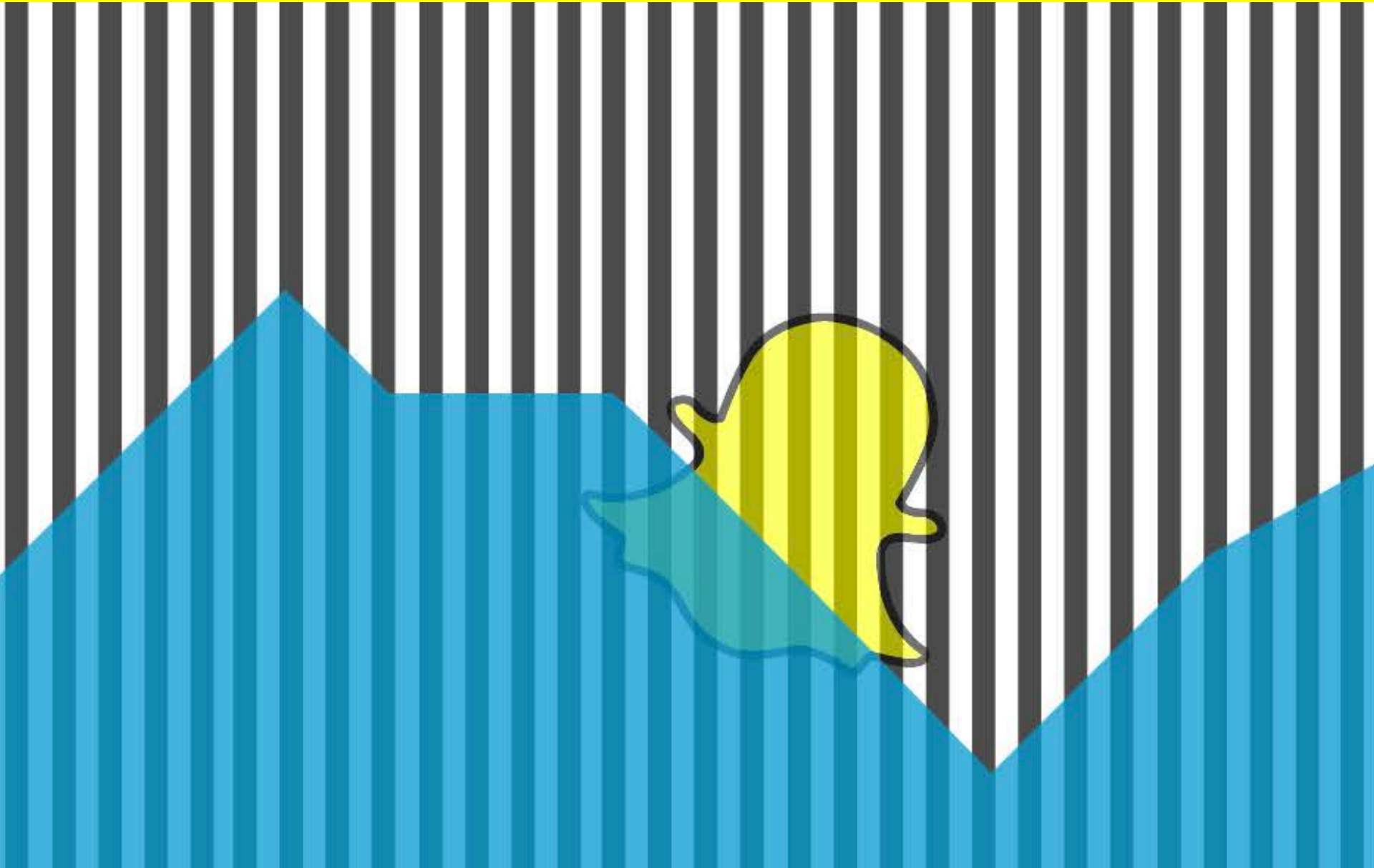




NEW INTERFACE & ENHANCED CHAT FEATURES



IMPROVEMENT IN AD INVENTORY, METRICS & TARGETING



UCG SHARE SITE – BRAND PUBLISHING PLATFORM

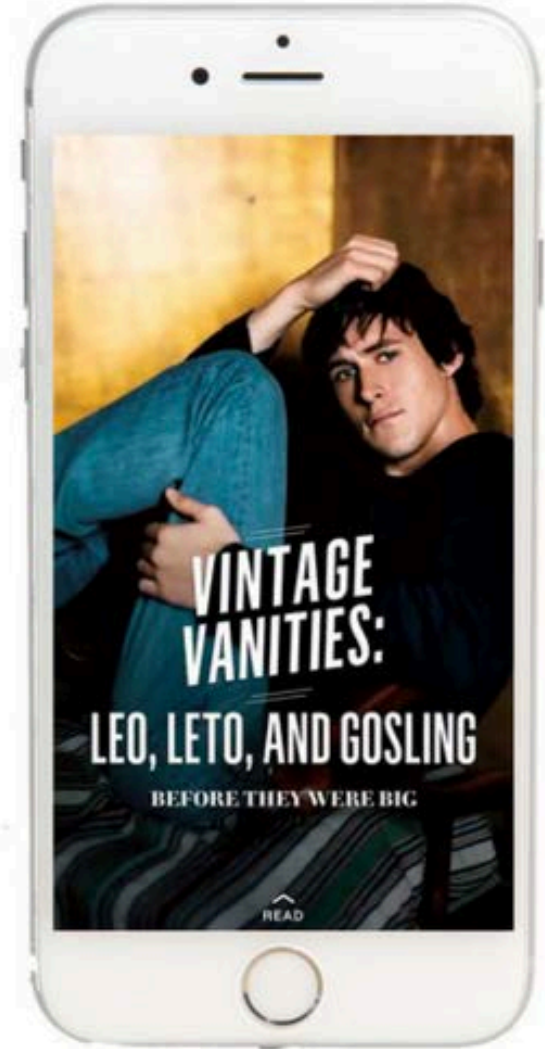
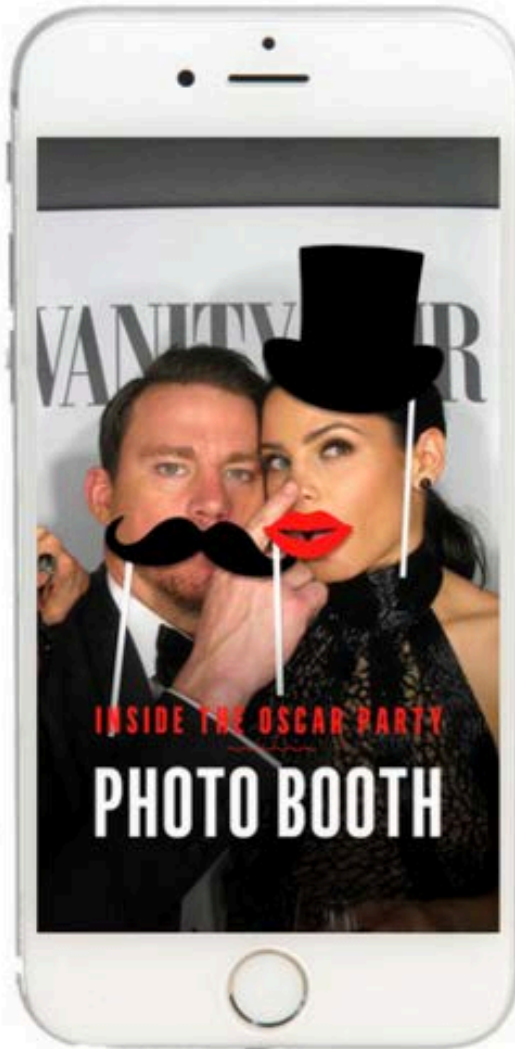
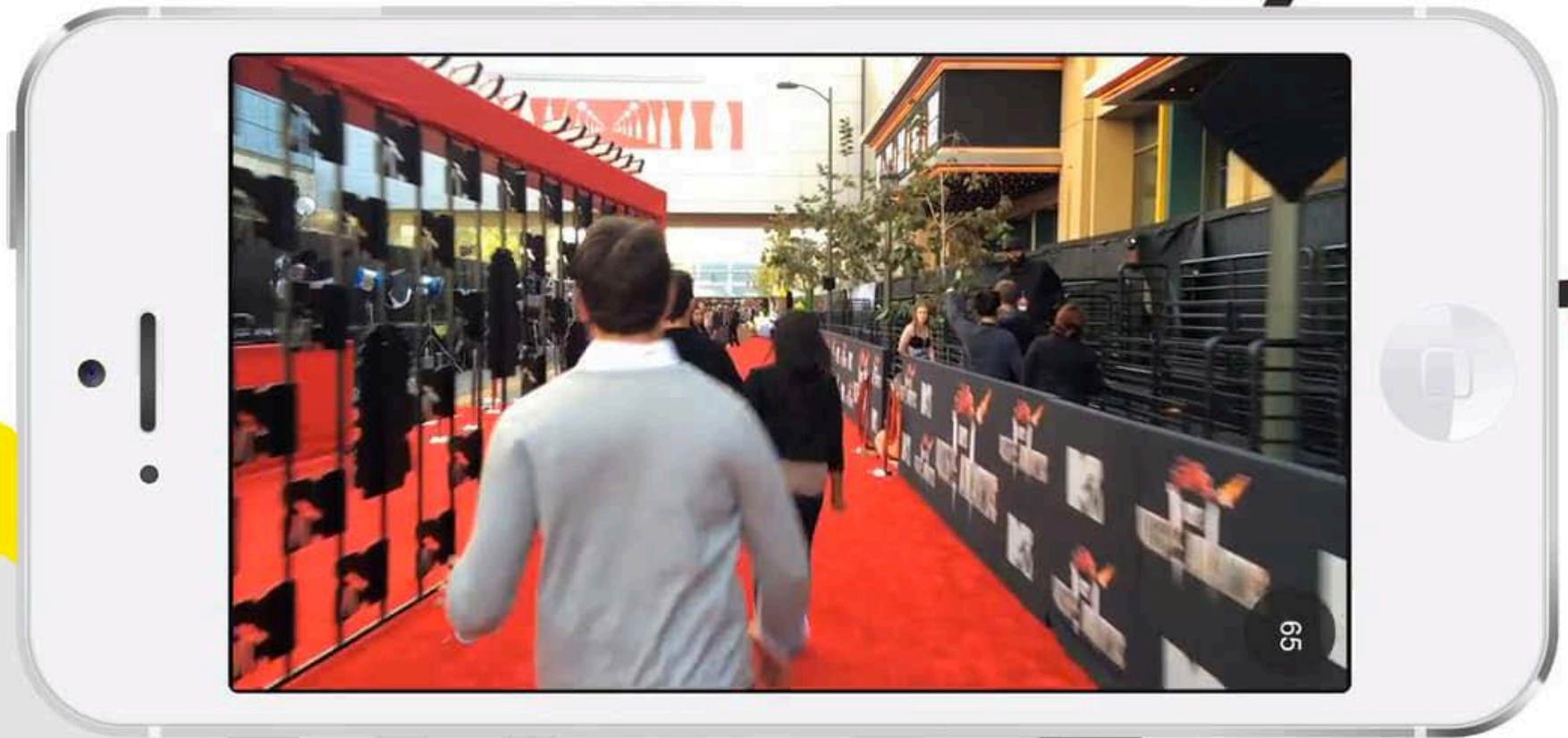


IMAGE: VANITY FAIR

SET THE STANDARD FOR REAL-TIME SOCIAL VIDEO



BECOME SHAREABLE



THE "SNAPCHAT ELECTION"?



christie.2016



hillaryclinton



govscottwalker



marcorubio16



LindseyGrahamSC



governorperry

EXPLORE eCOMMERCE

BIDNESS ETC



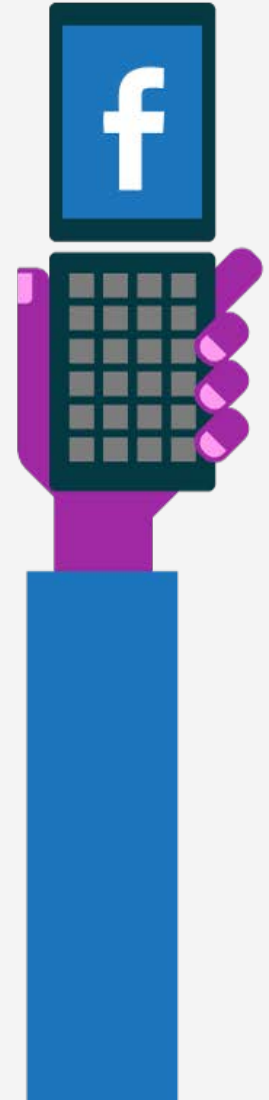
GO PUBLIC?



BRANDS SHOULD...

FACEBOOK

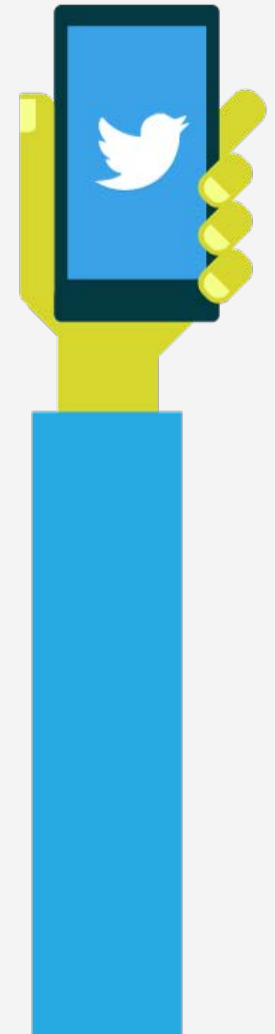
- Fish where the fish are. Don't turn your back on Facebook. Facebook will reach over ½ of the online US population in 2016. It may not be the biggest sizzle, but it's still the biggest steak.
- Speak through video. Facebook video is thriving and users are consuming it in high volume (second only to YouTube).
- Leverage their incredible analytics and target a hyper-specific audience with clear, relevant, valuable and visually compelling content.



BRANDS SHOULD...

TWITTER

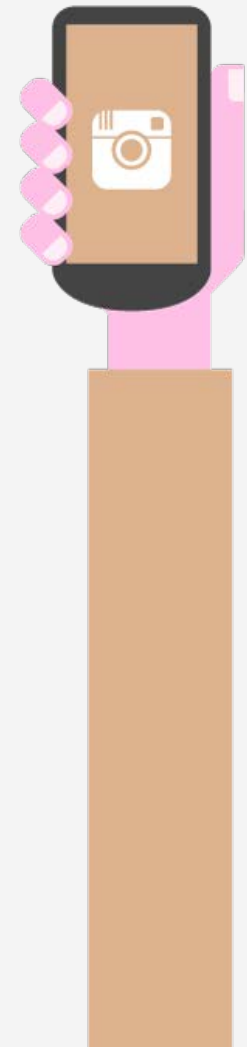
- Watch and wait. Expect changes to advertising options, news feed formats and video capabilities coming with a new c-suite on board.
- Tweet at least 3x/day to optimize organic reach within new algorithm-based timeline.
- Be visual.
 - Tweets with videos and photos drive engagement over text by 300%.
- Identify real-time opportunities to authentically connect your brand to current events by using hashtags that are relevant and trending.
- Keep tabs on the new format updates and advertising opportunities that are sure to come.
- Twitter can offer great direct marketing benefits (Twitter Cards, Conversations), so don't be afraid to use it for more direct marketing along with real-time news and announcements.



BRANDS SHOULD...

INSTAGRAM

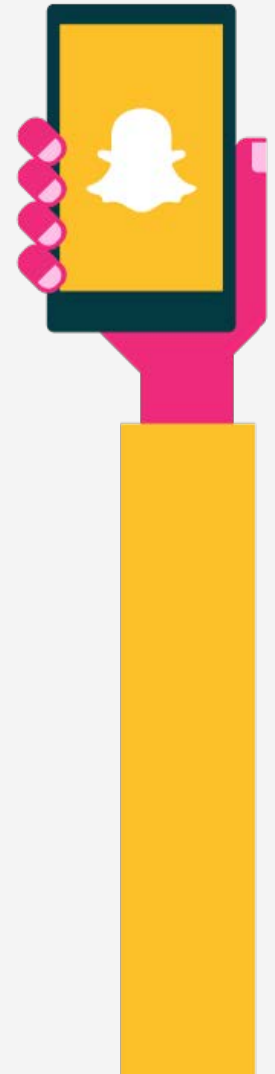
- Take advantage of the robust Facebook user data and target your content more deliberately.
- Look at advertising across both Facebook and Instagram.
 - Mercedes-Benz got a 54% boost in website visits when advertising on both platforms.
- Look to use UCG content as brand content.
 - Syndicate Instagram content on website.
- Partner with influencers and brand advocates to reach audiences more naturally.
 - 55% of consumers trust customer photos more than slick brand or professional photos.
- Figure out how to create Insta-worthy content on a budget.
 - Use free mobile apps and sites like Stocksy, Offset or Flashstock to develop imagery.



BRANDS SHOULD...

SNAPCHAT

- If you're targeting Generation Z (and more and more Millennials) – you better get on board.
- Identify and train audience-appropriate storytellers on your teams who can best leverage the visual format and create compelling, authentic real-time content.
- Deliver exclusive content.
 - Allow users to go behind the scenes and provide them with exclusive experiences that add value.
- Build Snapchat stories into your editorial calendar.
 - They should be used just as strategically as any other piece of branded content.
- Use the Stories feature to humanize your brand and share news.
- Let it go. Snapchat content is real-time, honest and not overly produced. Don't be afraid to run and gun production.
- Get comfortable with vertical video.
 - 30% of mobile video is viewed vertically.



BRANDI FRIEL
SVP Digital & Creative Integration
FleishmanHillard

JORDAN SINCLAIR
Communications Manager
Tweed



THANK
YOU!