

Messaging Apps to Watch — and Maybe Use for Your Brands

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#SocialSummit16

EVERYWHERE[®]

Everywhere your brand wants to be.

👋 📱 I'm 🧑 📱. I'm
👉 📱 today, to 📱
about 📱. Let's
have 🍦 🍦 🍦 🍦
and 💡.



“Messaging apps are not just cheaper alternatives to texting, they’re content portals that can facilitate direct interaction between brands and their fans.”

- @tanyadua

Their Super Powers?

- Segmented audiences
- Trusted way to communicate
- Humanizes the brand
- High percentage of reach
- High engagement rate



Why You Should Be There

- More time spent on smartphones
- Communication & social media are two major mobile uses
- More people using messaging apps outside the US
- Way to reach millennials



WhatsApp

- Mobile messaging & calling app
- Runs on internet data



WeChat

- Messaging & calling app
- Features such as Walkie Talkie, video calling & People Nearby



Yik Yak

- Location based social community
- Users post anonymously

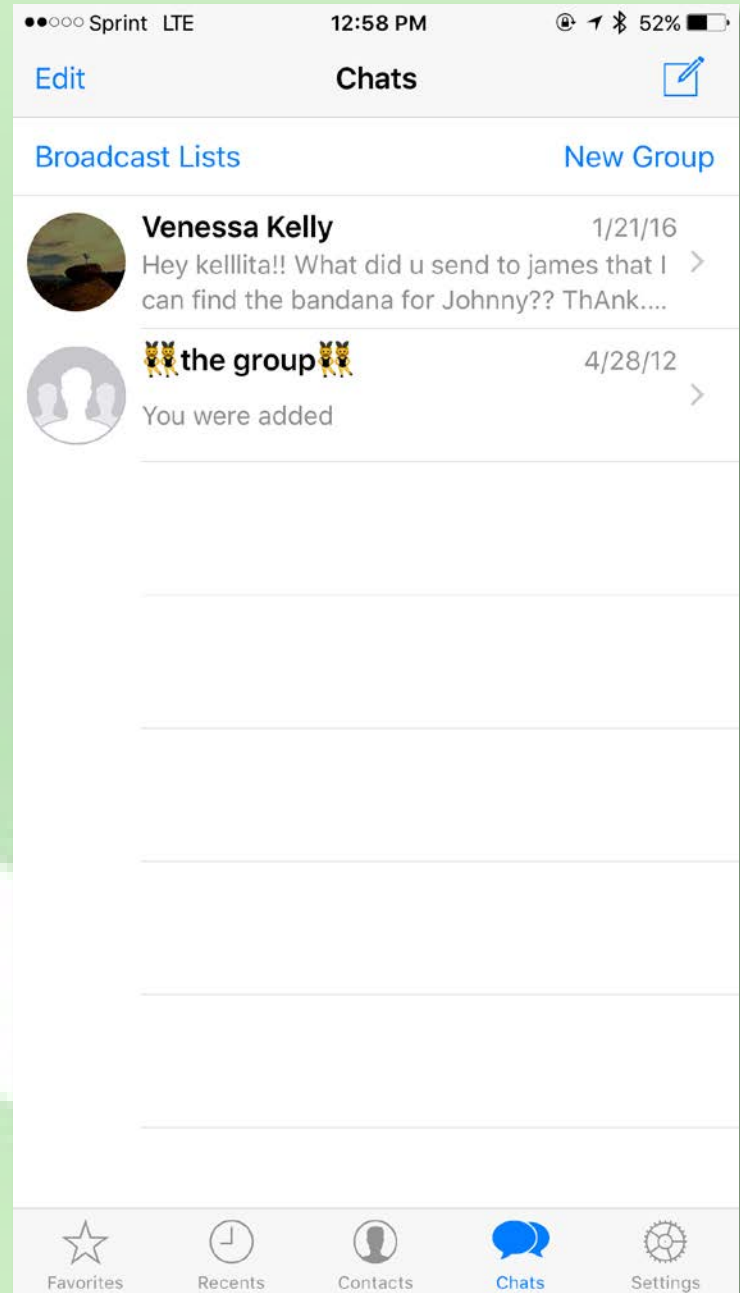
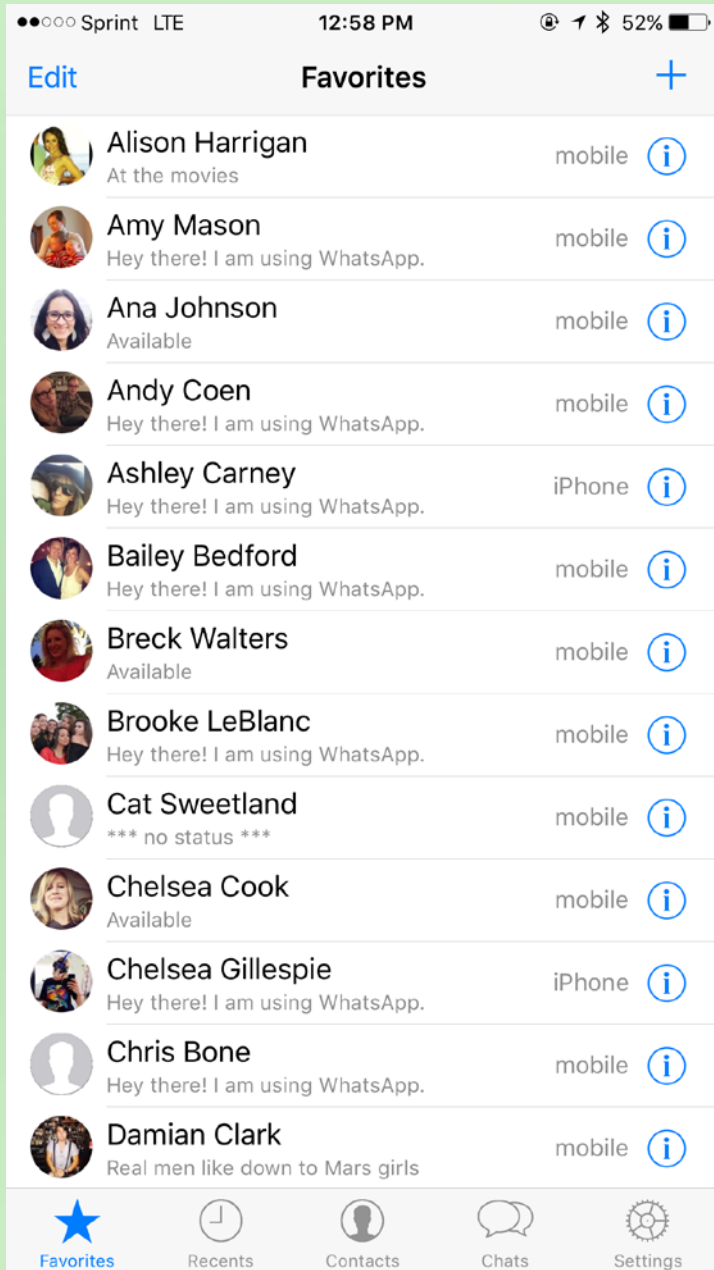


Facebook Messenger

- Messaging, calling & video calling app
- Play games, make purchases, & share locations

WhatsApp







Clarks

- Used the live-chat to send images, videos and music to WhatsApp users to promote their “Desert Boot.”
- Users live-chatted with imaginative characters to tell the story.
 - A British Modernist
 - An artist
 - A reggae icon
- They also shared links to their social media, site and Spotify playlist

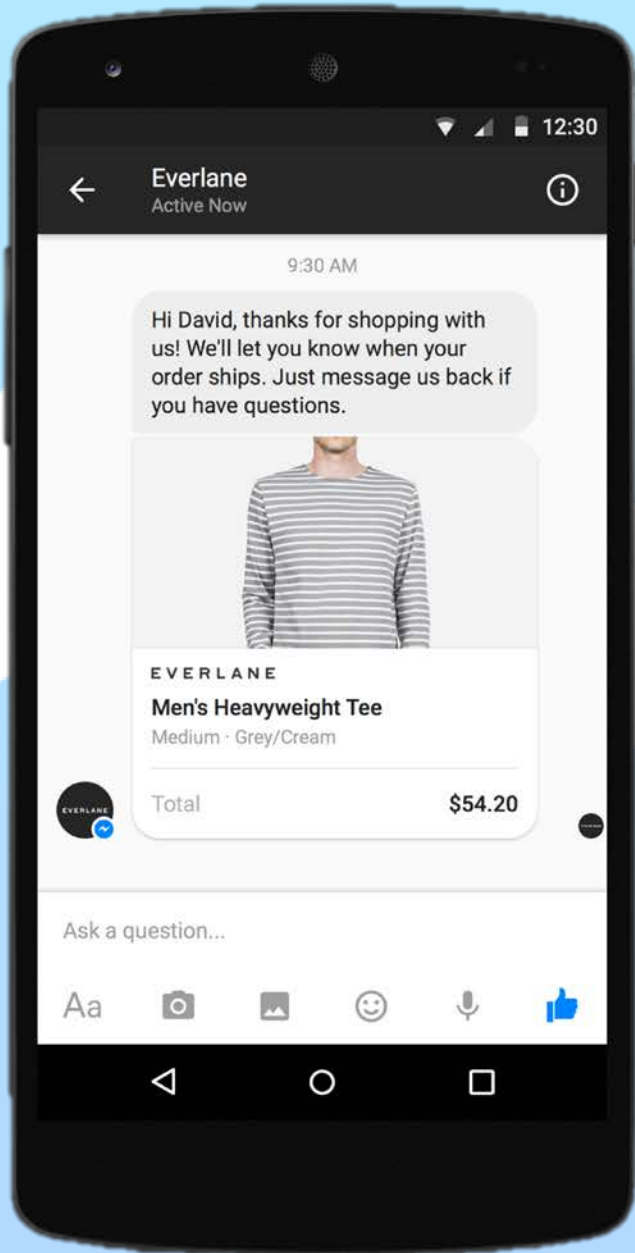
- Users had to convince a virtual bouncer on WhatsApp to allow them to go to the party
- Outcome
 - Over 600 contacts
 - 3 days chatting with users
 - Over 1,000 images, videos and audio messages sent to Sven

ABSOLUT VODKA



Facebook Messenger





Disney

- Users could chat with Miss Piggy bot
- She could entertain while promoting her show
- Outcome
 - Reports that fans have been engaging with their favorite Muppet diva on multiple occasions with conversations lasting up to 30 minutes

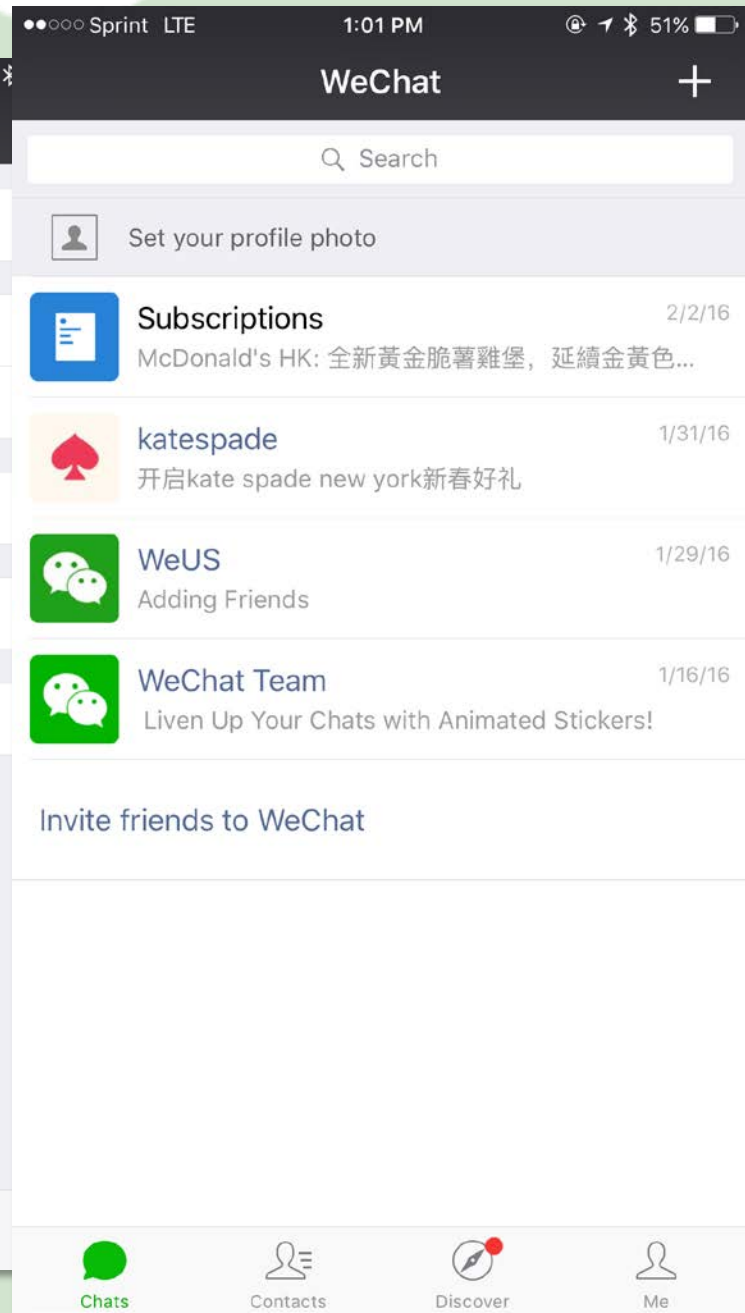
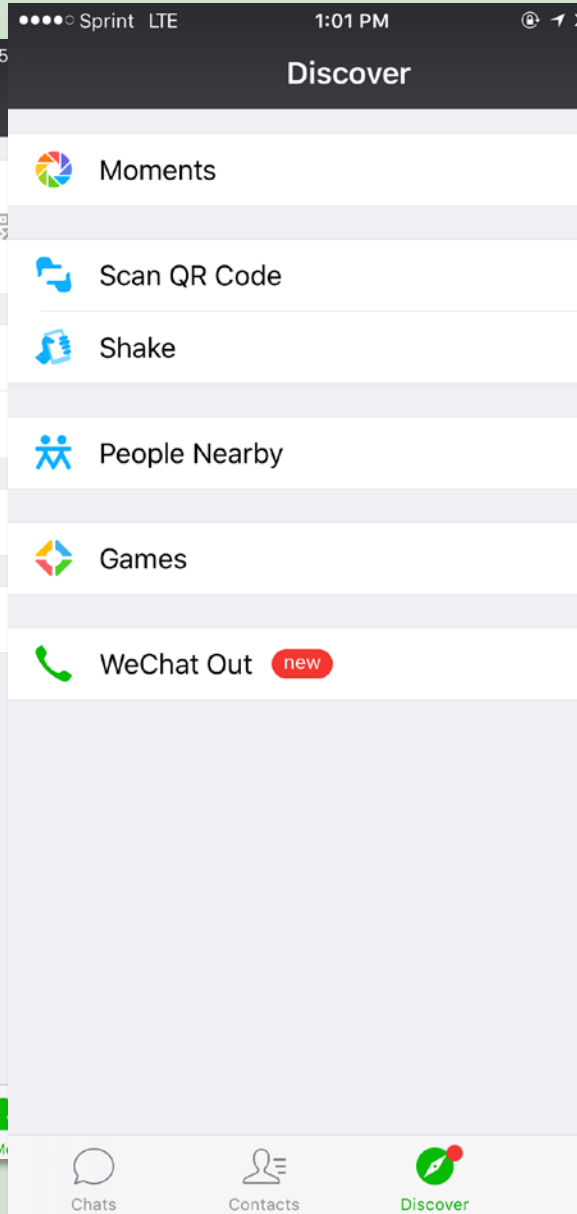
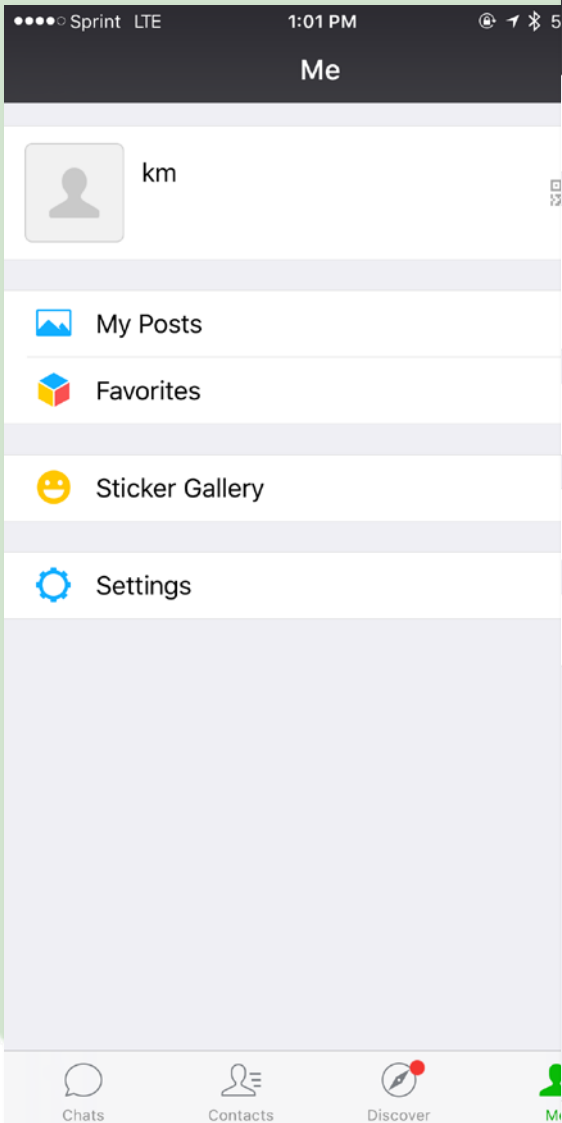




- Help guests with their customer service needs
- “It’s just one more channel in which we get to have meaningful conversations with guests and help them to be their best, on the road and right away.” - Dan Moriarty, director of digital strategy and activation

WeChat





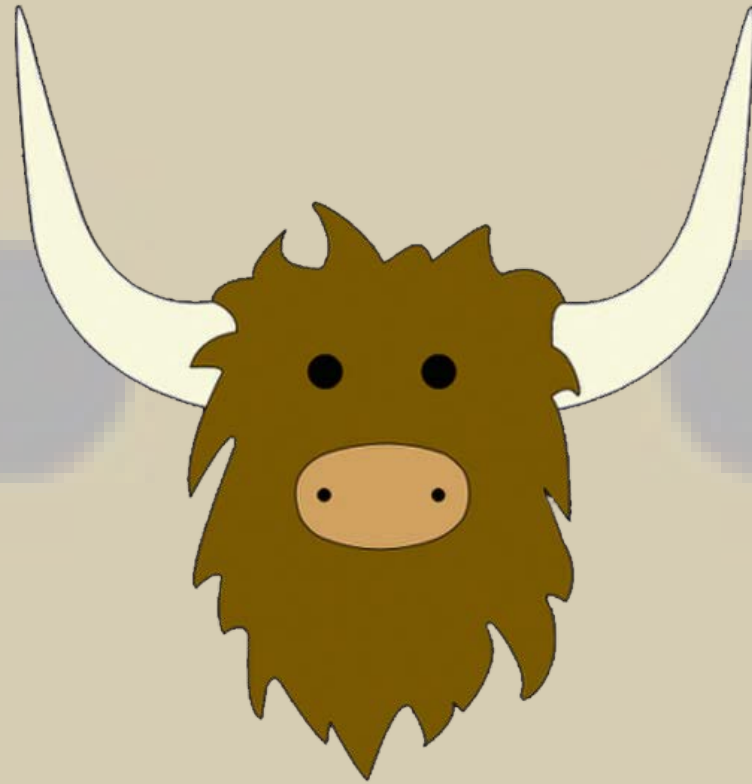
- Users recorded messages that were remixed into Pepsi's theme song
- "It's about spreading happiness, as opposed to 'buy Pepsi,'" -Tim Cheng, Chief Creative Officer of DDB Group
- Outcome
 - Pepsi's mini movie, music, commercials, and WeChat campaign had a viewership of 870 million
 - Previous year they received 700 million





CAESARS
ENTERTAINMENT®

- Provided room tours on WeChat.
- Hotel guests controlled their room lighting, temperature and curtains using WeChat.
- “Collaborating with...WeChat helps make our customers feel even more at home when they can interact in our resorts using technology and apps like WeChat that they use daily.” -*Caesars Entertainment*



Yik Yak

2006

New

Hot



You can accomplish anything you set your mind to.



1

16s



I love all the employees that work at the dining locations owned by our school.



2

1m



Peace and love are always good. Hate is never good.



2

2m



Sometimes you just have to enjoy the free things in life.



3

3m



I'm so thankful for all the great things we have at High Point University.



5

4m



you can do anything you dream of



5

4m



Home



Peek



Me

6



More

Tips for YikYak

- Can use the anonymity to their advantage
- Pose a question that could lead to an answer about your brand.
- Avoid sounding like you're trying to sell something
- Post a message on social media about your Yik Yak account.
 - e.g. *"We're on Yik Yak, Think you can spot us? Screenshot our Yaks and post them with the hashtag #CompanyNameYaks if you think you found us!"*

SO ... DO YOU HAVE ANY
QUESTIONS FOR ME?

