

Audience Knowledge = Audience Engagement

Brenda Weigel Social Media Manager at Aflac



Social Media: Purpose

Enable targeted marketing responses at individual touch points along the consumer decision journey.

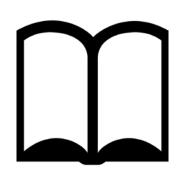
		1. Monitor social channels for trends, insights	2. Respond to consumers' comments	3. Amplify current positive activity/tone	4. Lead changes in sentiment or behavior
	Consider	Brand monitoring	Crisis management	Referrals and recommendations	Brand content awareness
journey	Evaluate				Product launches
Steps in the consumer decision journey	Buy			Ļ	Targeted deals, offers
he consum	Experience		Customer service	Fostering communities	Customer input
Steps in t	Advocate			Brand advocacy	
	Bond				Ļ

Source: Expert interviews; McKinsey analysis



2015 Social Media Objectives







Awareness

Education

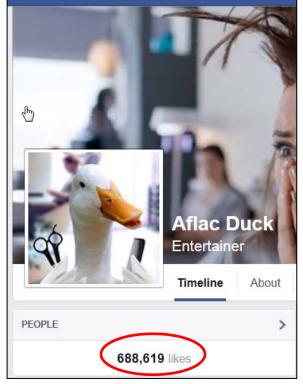
Consideration

Awareness of the Aflac Duck and overall brand Educate on supplemental insurance and Aflac's services Why being insured by Aflac is the right choice for you



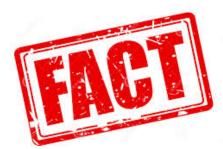
Reality of Social Media

facebook





We cannot claim to have the most fans of a brand – or even in our competitive set.



We will always have people airing customer service complaints on our social networks.

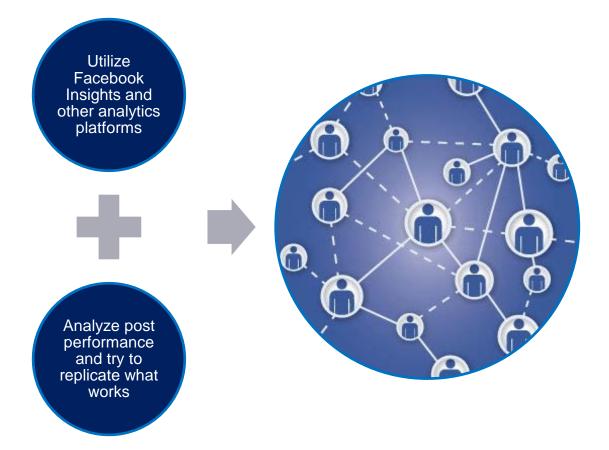
How can we WIN?



Focus on...

ENGAGEMENT







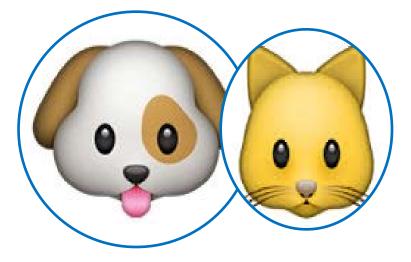
Give the People What They Want

Aflac Duck Facebook Fans are Animal Lovers.



C.P. Newman One per year, every year, going on 13 years.





We know this because of photos they post to our wall/in comments of our posts.

Cross-engagement reports, looking at other brands our engaged fans interact with, agree.



How Do We Make this Data Actionable?



No major event or sponsorship ties



Nothing to live tweet



No celebrity dress to pretend to hide under



No extra budget



New commercial launching in May





Introducing: Pet Salon

- User-generated content
- Aflac Duck surprises & delights users by sharing his favorites







When you leave the groomers looking this good, it's no wonder your dad wants to show you offl Thanks to Jay Turner for sharing this pic! #SalonDuck

Post your pet's pic below and it just might get featured right here.





Check out Sophie's snazzy new bowl Thanks, Kerry Lynn Harnden for sharing this pic of your pet's new 'dol #SalonDuck

Snap a pic and share in the comments below for a chance to be featured on my channels, too. #SalonDuck





Leveraging Social Popularity for Business

Find your Rubber Ducky

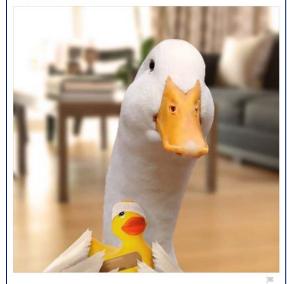
Rubber Ducky posts always performed well.



To push business content, who did we turn to?



A little scratch won't get Rubber Ducky down. His disability insurance policy will pay monthly benefits while he's out of work patching himself up. Learn more: http://afl.ac/Me2Im





Finding New Fans



Leveraging popular hashtags/seasonality gives your page more exposure – but it's key to make sure the trends you join are representative of the content you post every day.



Get In Touch



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