

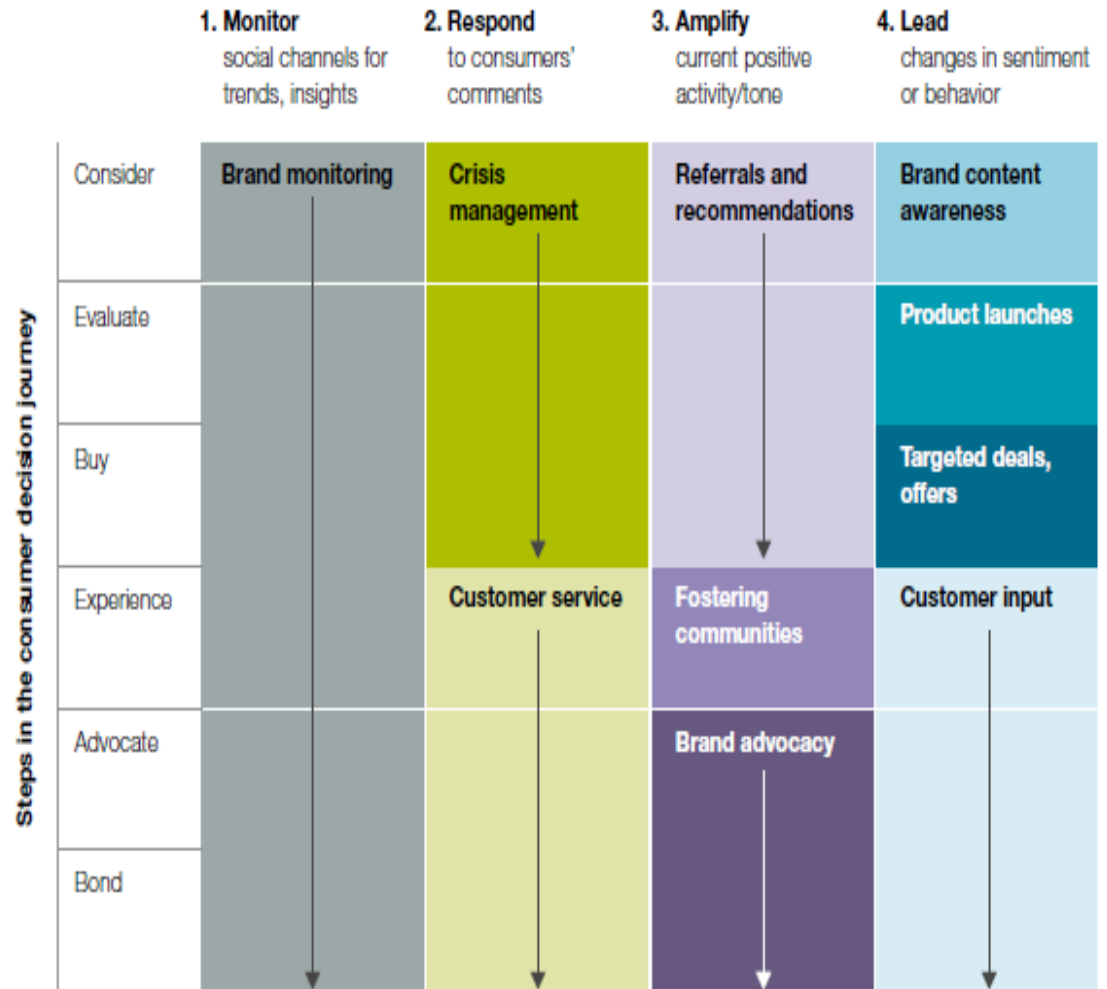


Audience Knowledge = Audience Engagement

Brenda Weigel
Social Media Manager at Aflac

Social Media: Purpose

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



Source: Expert interviews; McKinsey analysis

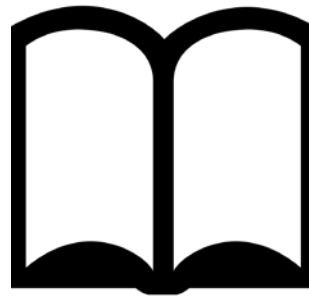


2015 Social Media Objectives



Awareness

Awareness of the Aflac Duck and overall brand



Education

Educate on supplemental insurance and Aflac's services

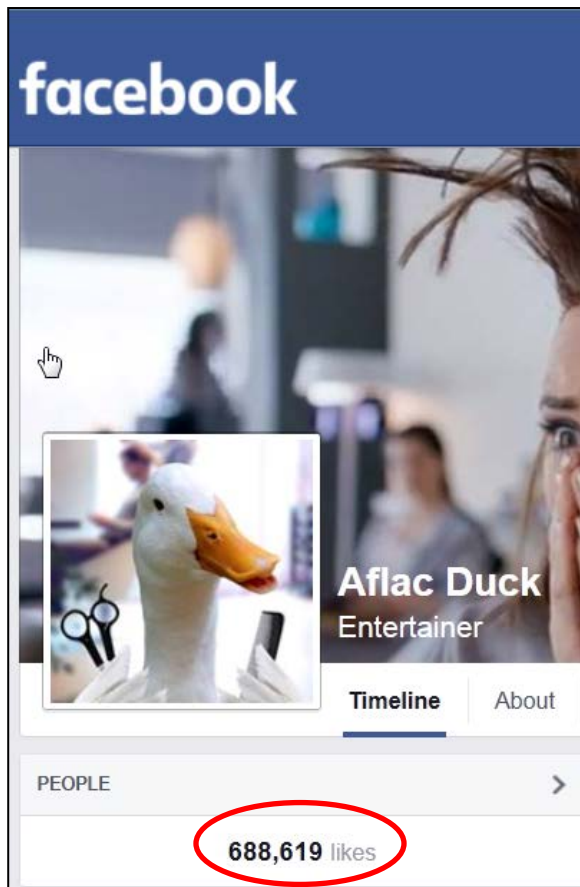


Consideration

Why being insured by Aflac is the right choice for you



Reality of Social Media



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.

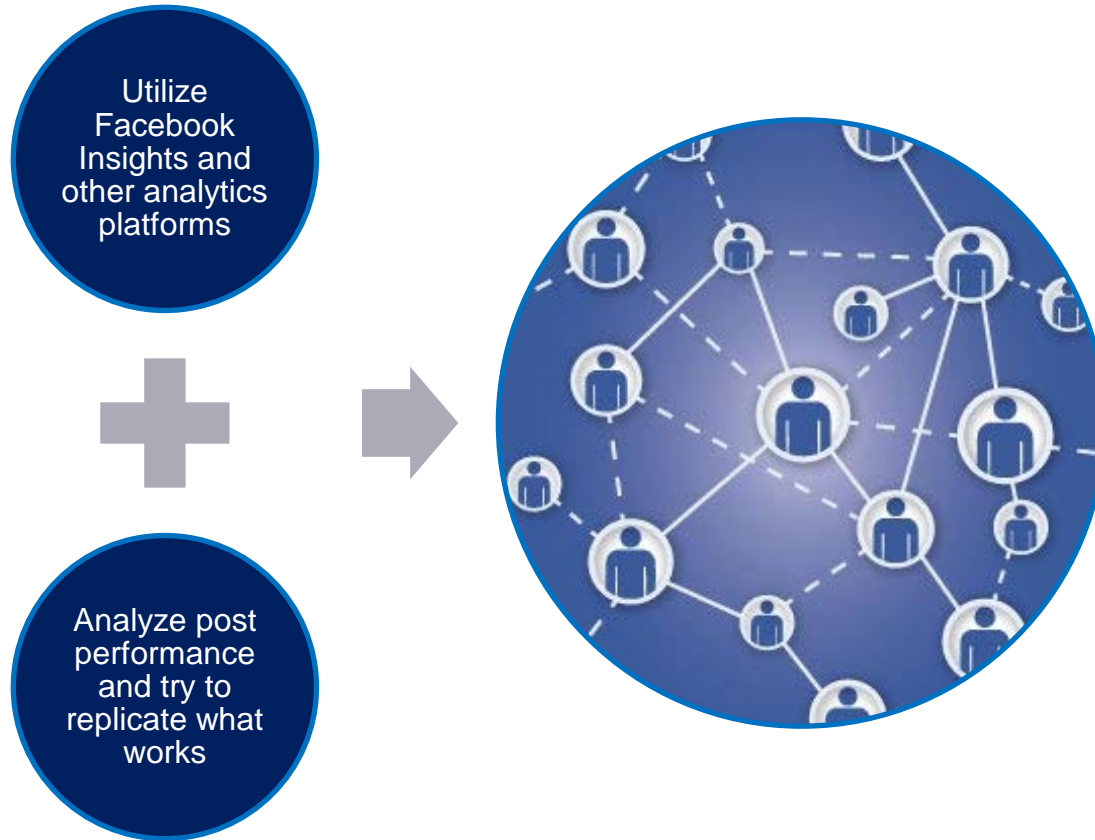
How can we **WIN**?



Focus on...

ENGAGEMENT

Analyze Our Audience



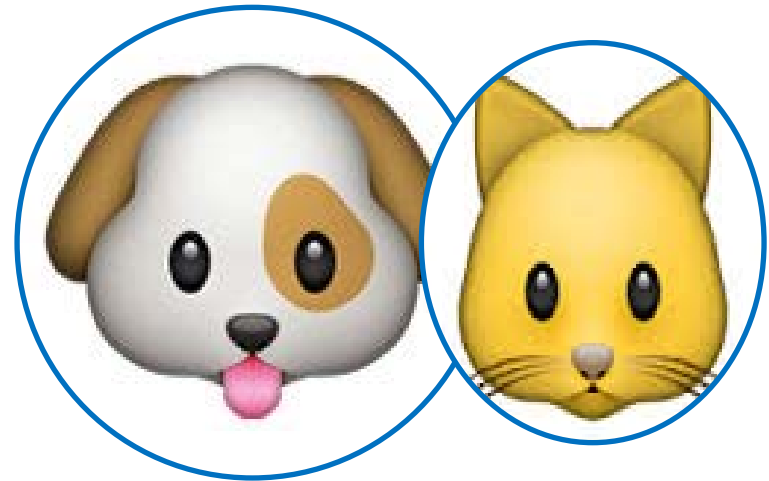


Give the People What They Want

Aflac Duck Facebook Fans are Animal Lovers.



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?

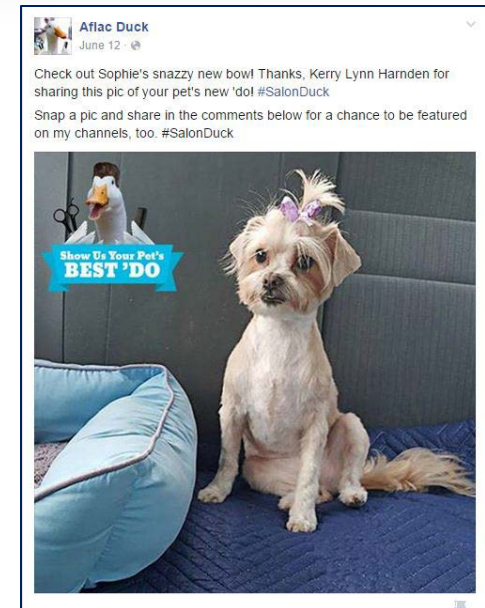
-  No major event or sponsorship ties
-  Nothing to live tweet
-  No celebrity dress to pretend to hide under
-  No extra budget
-  New commercial launching in May





Introducing: Pet Salon

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



Leveraging Social Popularity for Business

Find your Rubber Ducky

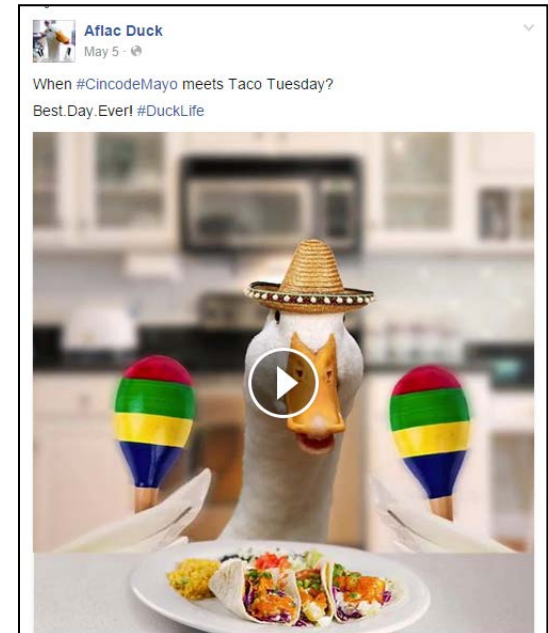
Rubber Ducky posts always performed well.



To push business content, who did we turn to?



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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