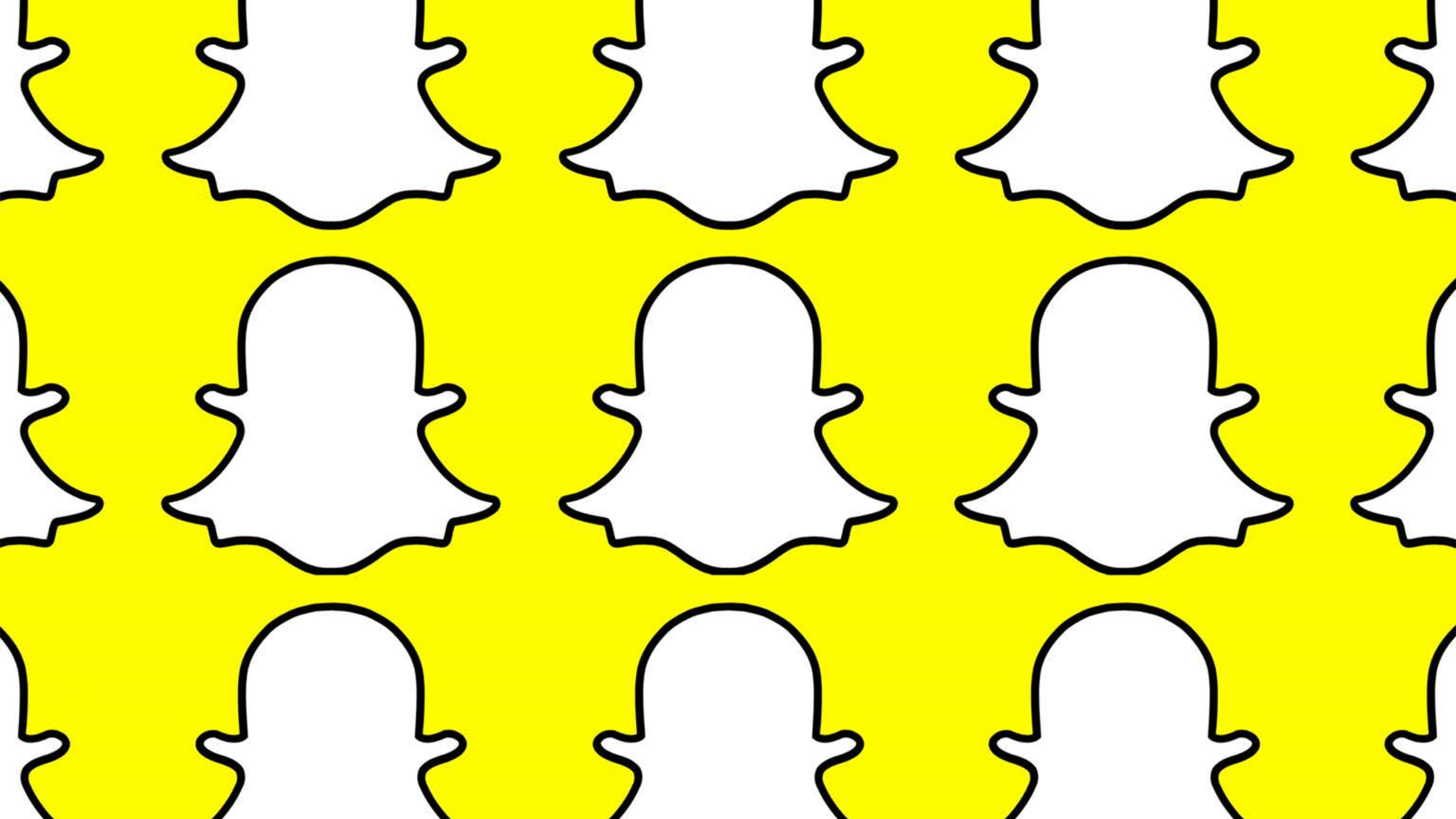


The Future of Social Marketing

 @CarlosGil83





ABOUT CARLOS GIL:



8+ YEARS IN B2B AND B2C SOCIAL MEDIA

PREVIOUSLY EMPLOYED BY LINKEDIN

HEAD OF SOCIAL MEDIA, BMC SOFTWARE

SPEAKER & INSTRUCTOR, SNAPCHAT

AT THE END OF THIS SESSION, YOU WILL BE ABLE TO:



USE ADVANCED SNAPCHAT FOR BUSINESS STRATEGIES



LEVERAGE MESSENGER TO BUILD COMMUNITY



PREPARE YOUR CAREER & COMPANY FOR THE FUTURE

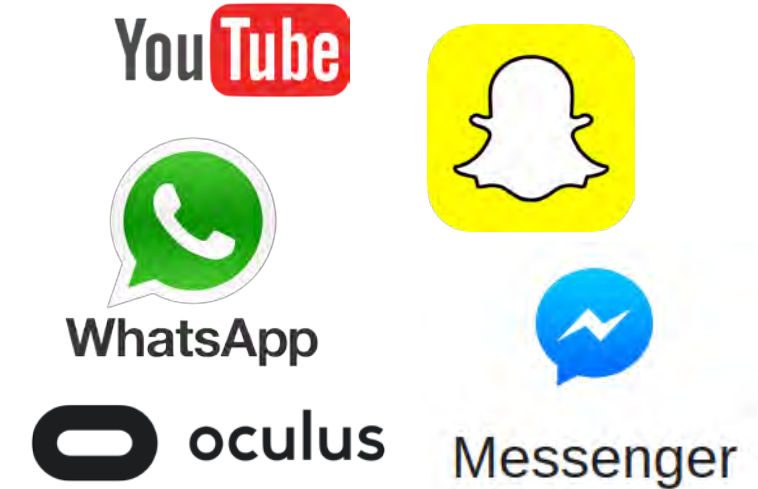
PAST, PRESENT, AND FUTURE OF SOCIAL MEDIA



1996-2006

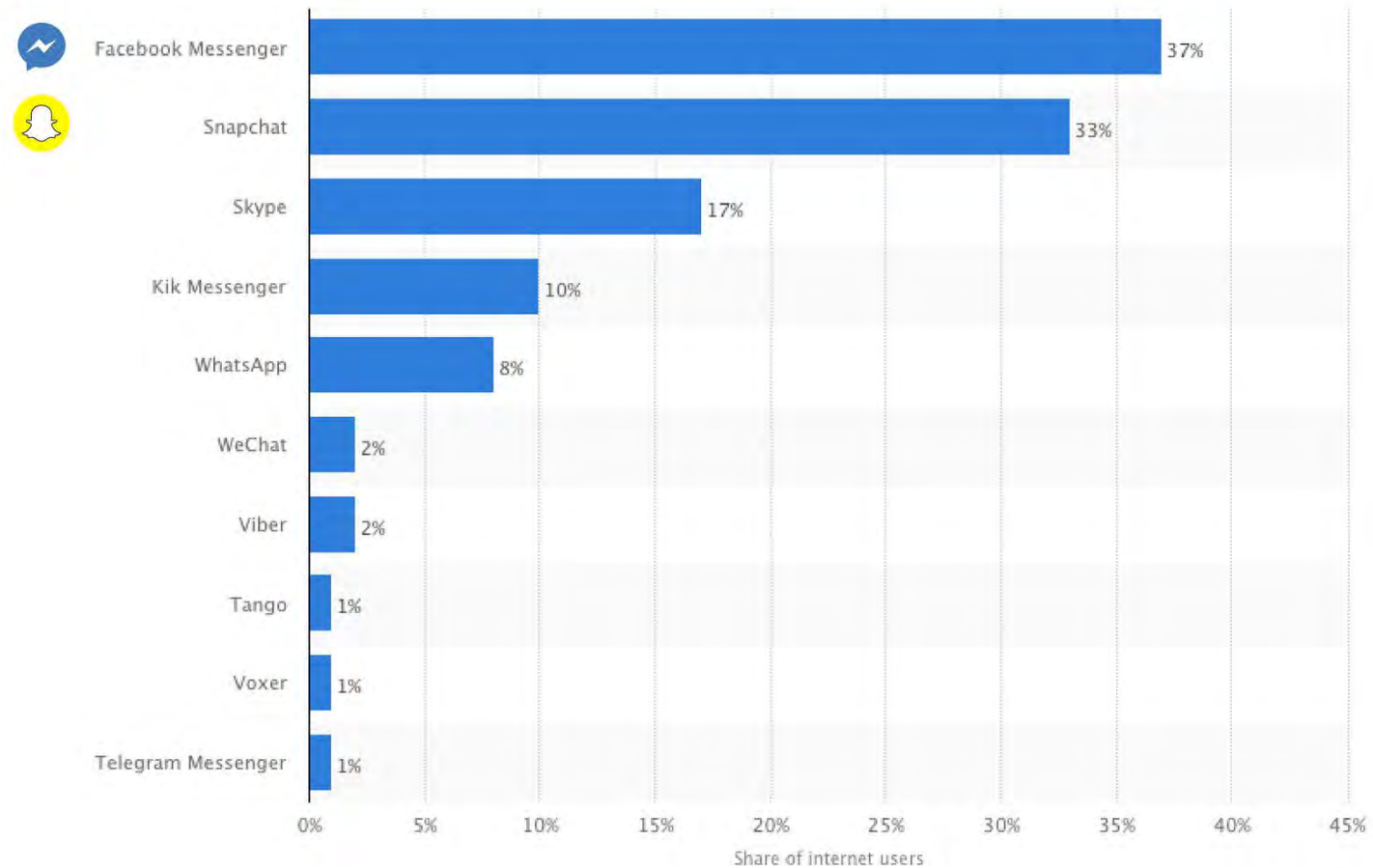


2006 - 2016



2016 - 2026

GENERATION Z USE OF SOCIAL & MESSAGING APPS



© Statista 2016

WHAT HAPPENS AS CONSUMERS EVOLVE?



THESE ARE TOOLS USED AS CHANNELS TO CONNECT PEOPLE



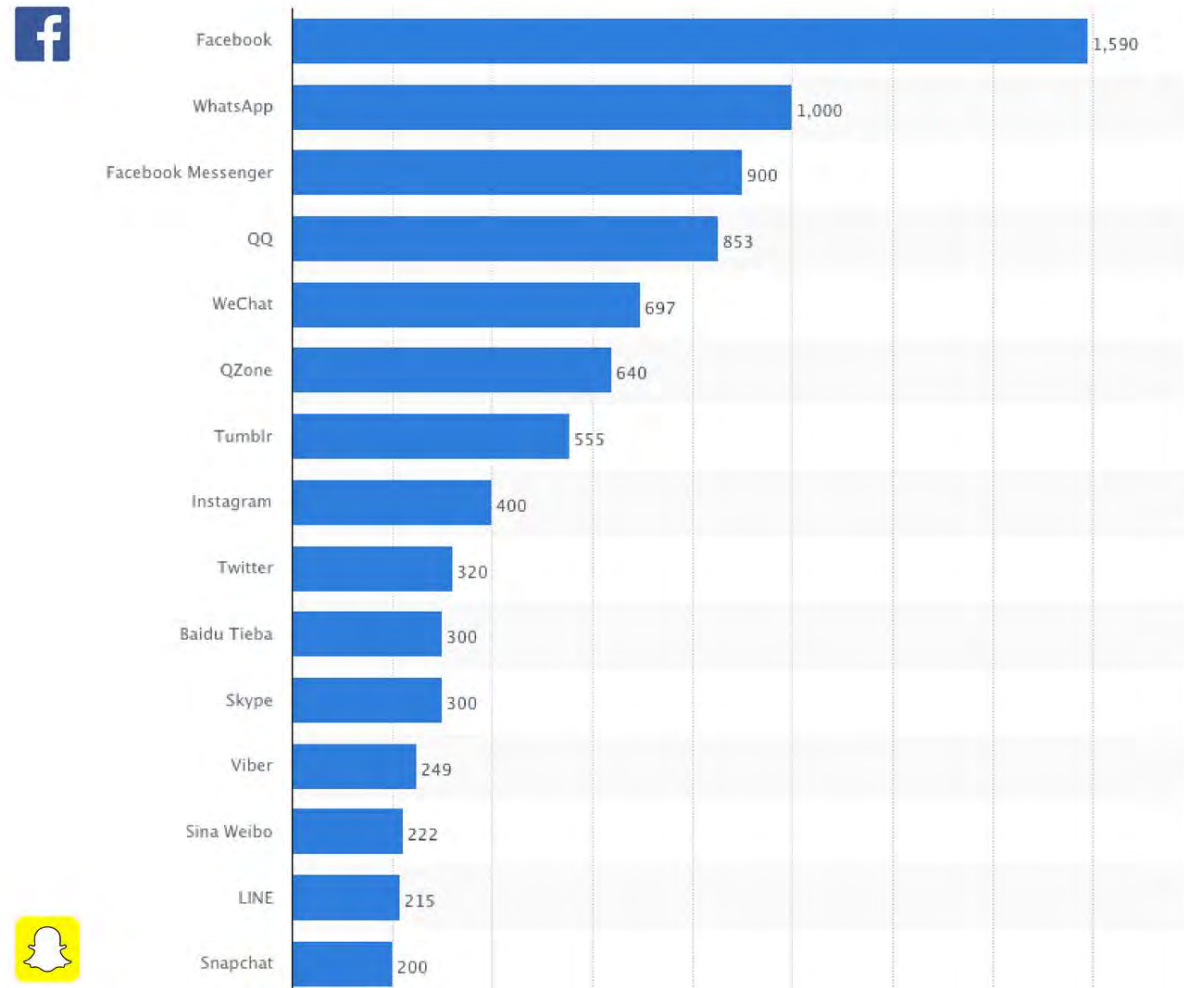
IT'S WHAT YOU ALREADY KNOW BUT DIFFERENT TOOLS



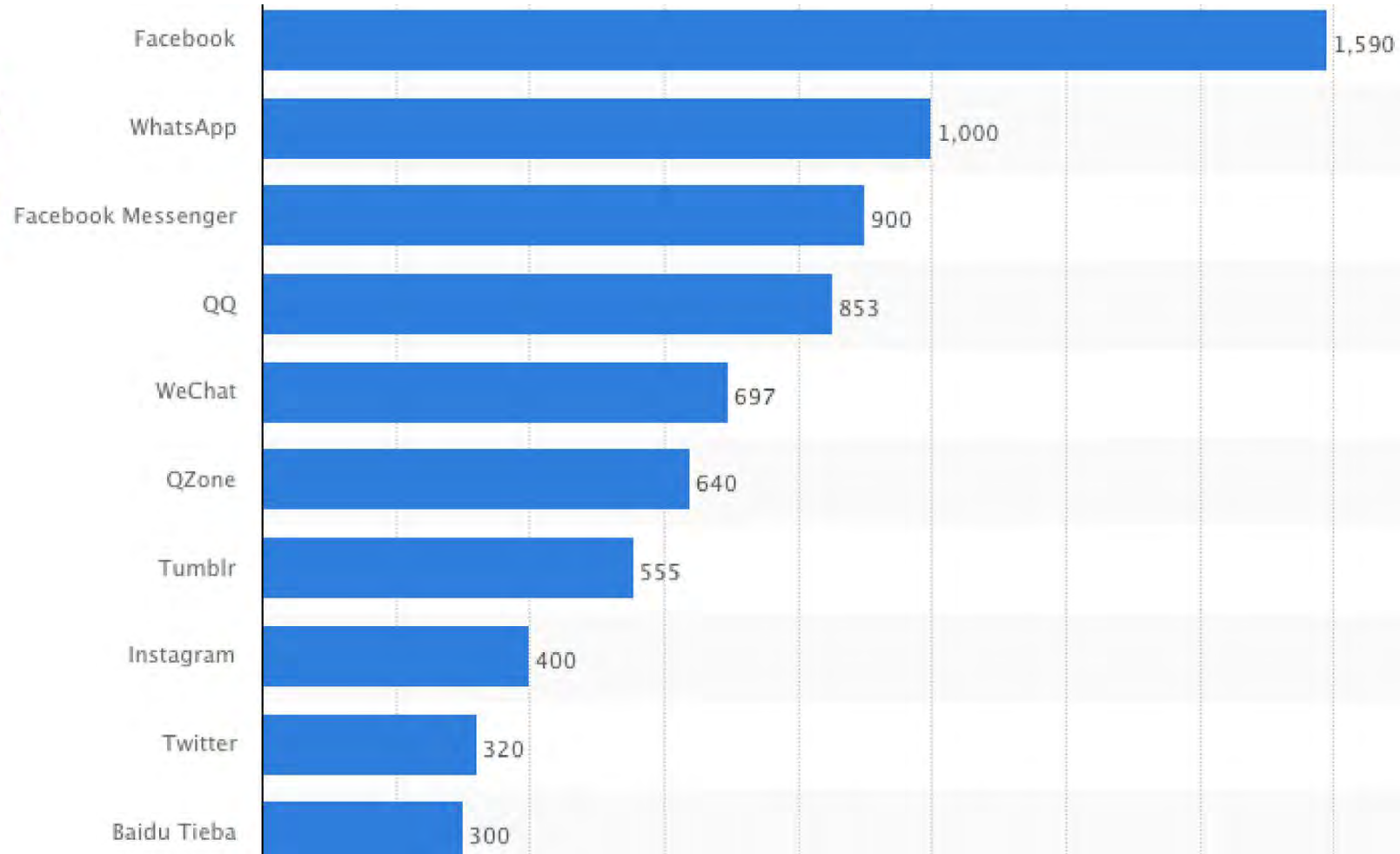
IT'S EVOLVE OR DIE... ACCEPT IT



LEADING SOCIAL NETWORKS WORLDWIDE AS OF APRIL 2016



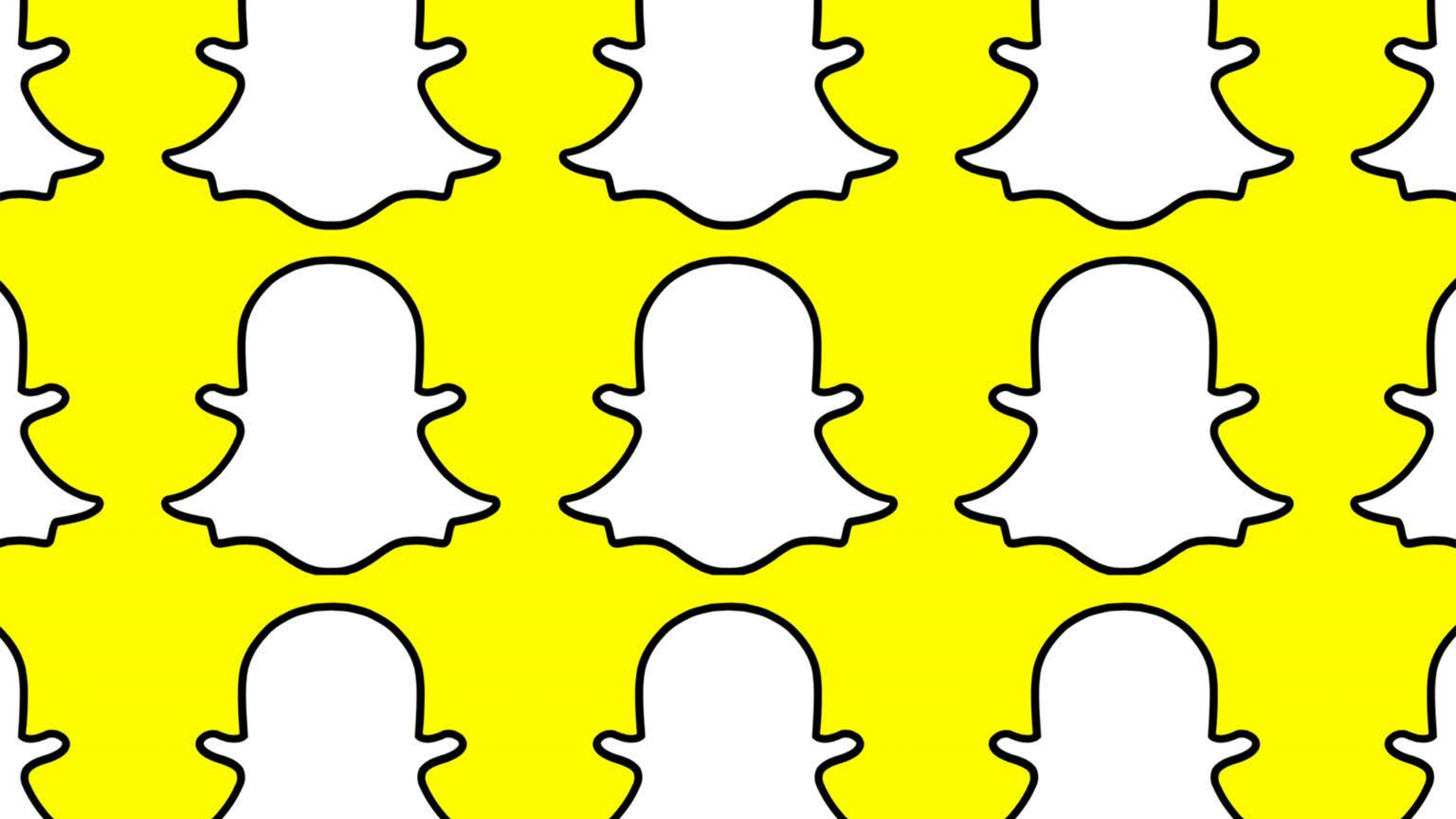
"PRIVATE MEDIA MARKETING" IS AN UNTAPPED OPPORTUNITY



REAL TALK

“CHANGE IS A MISCONCEPTION, TAKE WHAT YOU KNOW AND APPLY IT TO NEW MEDIUMS”

 **@CarlosGil83**



UNDERSTANDING THE BASICS



MOBILE APP USED FOR MICRO-CONTENT STORYTELLING



PHOTO & VIDEO CONTENT IS 1 TO 10 SECONDS LONG



CONTENT POSTED DISAPPEARS WITHIN 24 HOURS

WHY SNAPCHAT MATTERS



200 MILLION USERS AND 10 BILLION VIDEO VIEWS DAILY

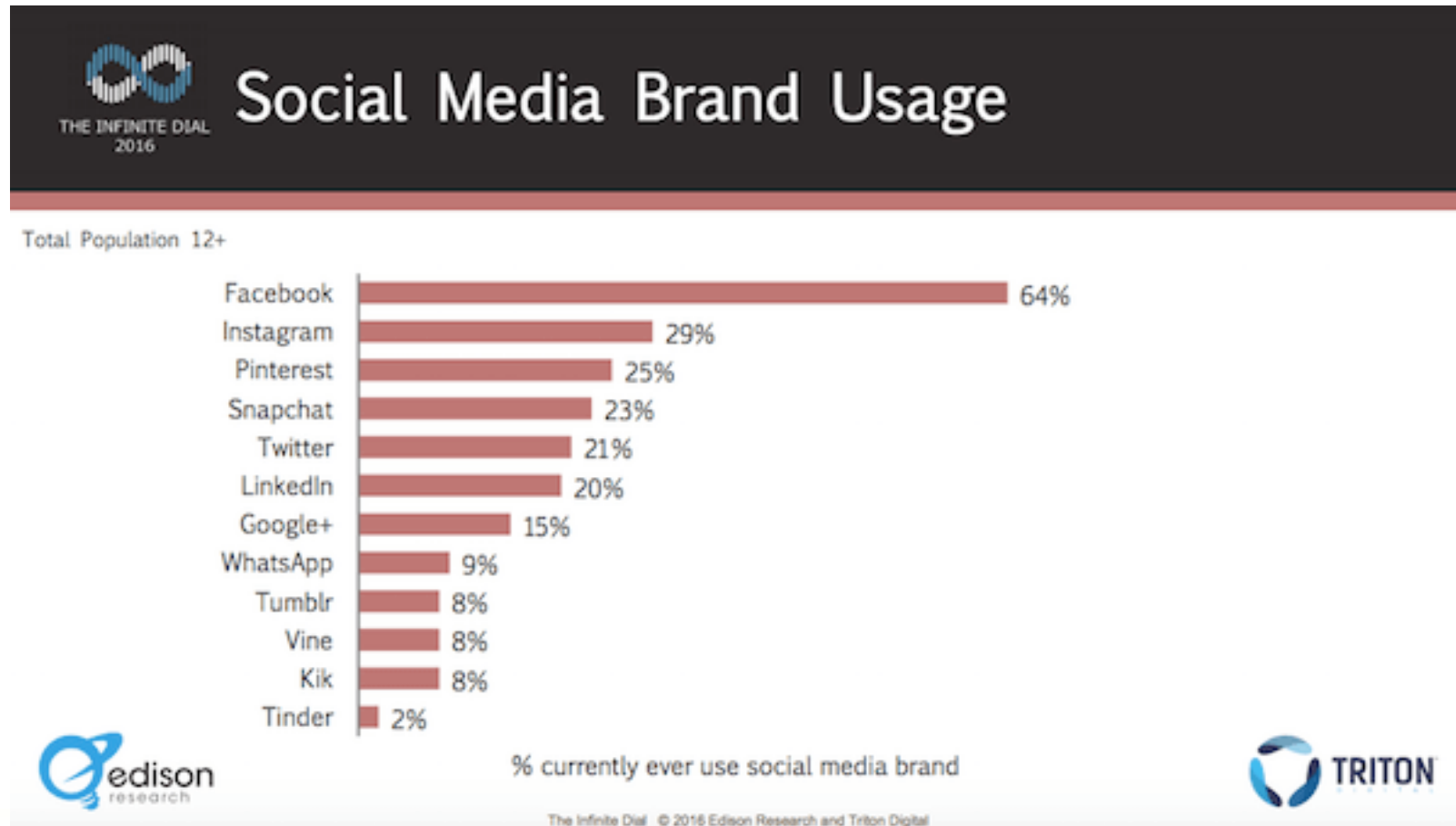


MOST ACTIVE SOCIAL NETWORK BEHIND FACEBOOK

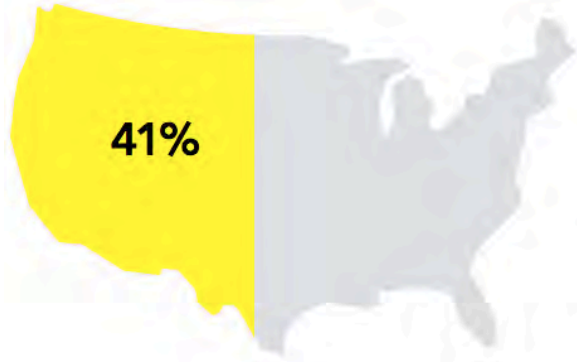


BRAND ADOPTION EXCEEDING TWITTER AND LINKEDIN

BRANDS ARE FLOCKING TO SNAPCHAT



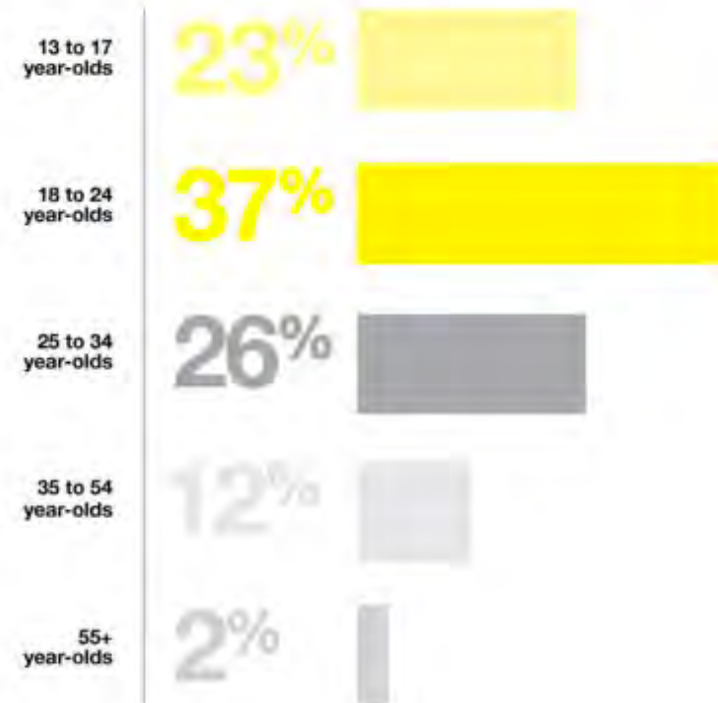
MILLENNIALS WILL OUTSPEND BABY BOOMERS BY 2017



On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.

Source: Nielsen Media Impact, Reach Duplication, Nielsen Total Media Fusion/GfK MRI Survey of The American Consumer 9/1/2015 -9/30/2015 (Television, Internet, and Mobile)

Snapchat Monthly U.S. Users



Source: Snapchat internal data

 REAL TALK

“IT’S NO LONGER ABOUT SEXTING, SNAPCHAT IS A LEGIT CHANNEL FOR BUSINESS”

 **@CarlosGil83**

TAKE RISKS AND BE HUMAN



CONTENT SHOULD BE FUN, CREATIVE, INFORMATIVE, ENGAGING

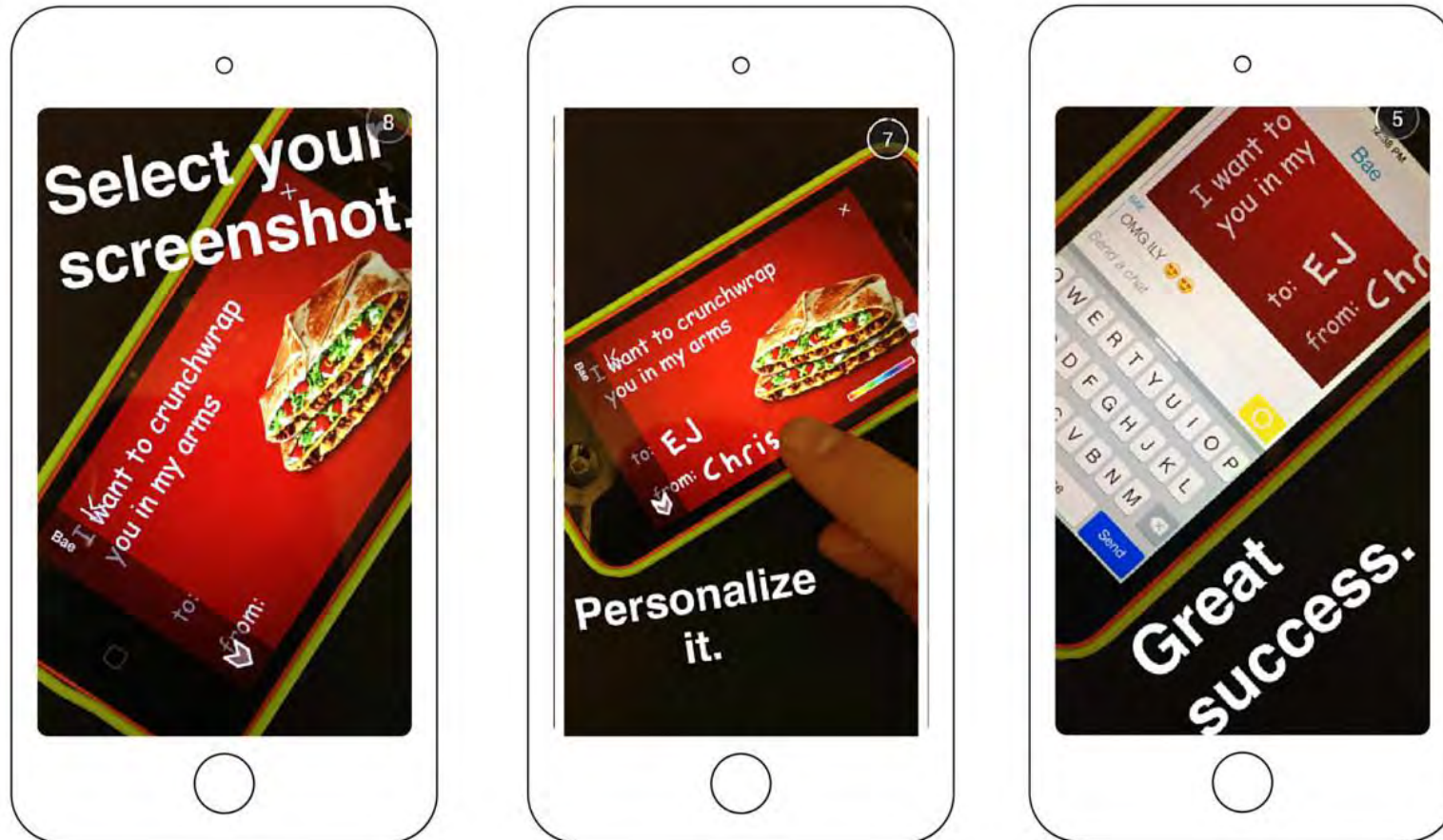


USE BUILT-IN CHAT FEATURES TO GROW COMMUNITY

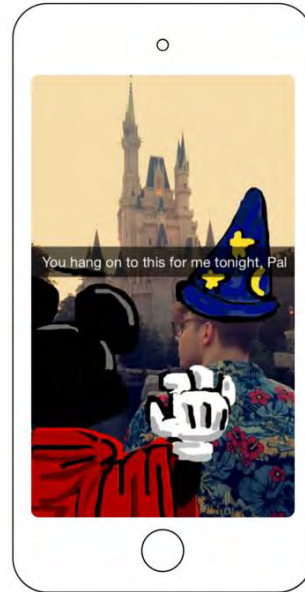
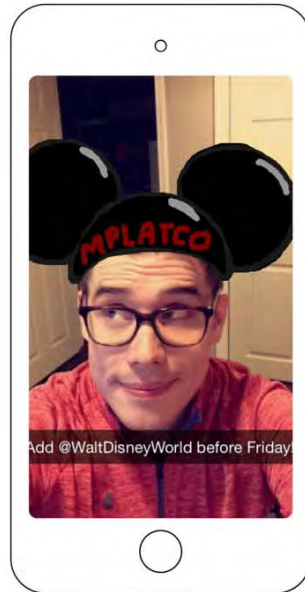
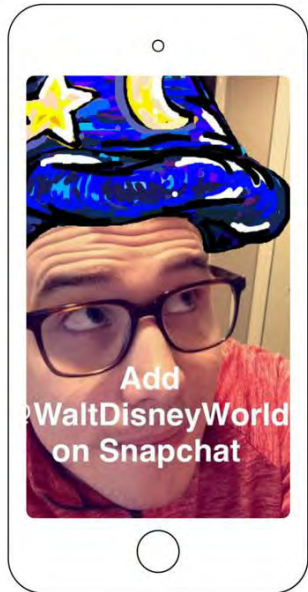


BUILD ADVOCACY AND CONTENT THROUGH TAKEOVERS

EXAMPLE: TACO BELL VALENTINE'S DAY CAMPAIGN



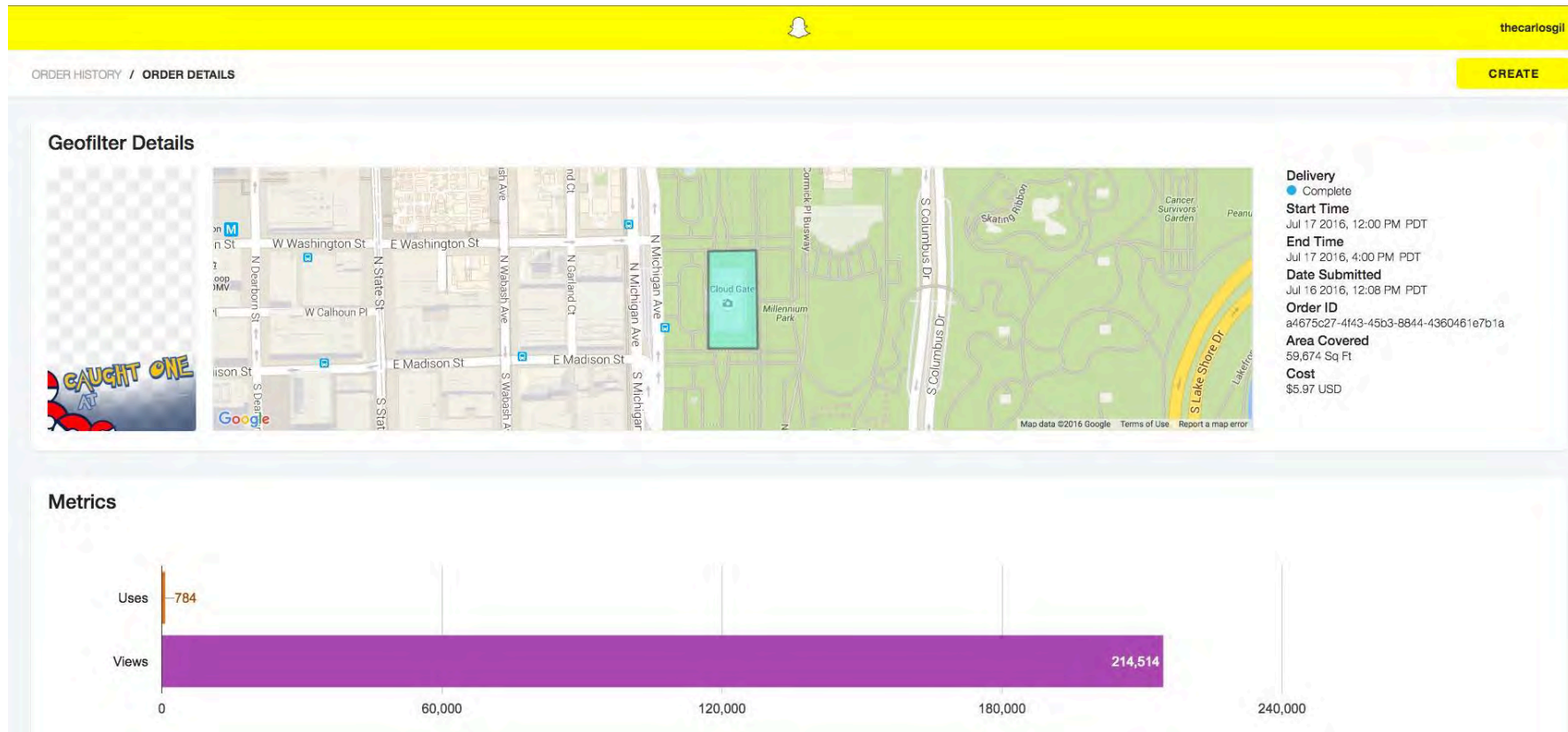
INFLUENCERS BRING REACH AND STORYTELLING SKILLS



EXAMPLE: W HOTELS



EXAMPLE: POKEMON GO



 REAL TALK

“IT’S 2016, PEOPLE WANT TO ENGAGE WITH PEOPLE AND NOT BRAND LOGOS”

 **@CarlosGil83**



UNDERSTANDING THE BASICS



1 BILLION USERS ARE ON MESSENGER



BRAND & COMPANY FACEBOOK PAGE INTEGRATION



ALLOWS YOU TO AUTOMATE RESPONSES VIA BOTS

WHY MESSENGER MATTERS



IMPROVE CUSTOMER SERVICE WAIT TIMES, IT'S INSTANT



CAN BE USED TO GROW CUSTOMER LOYALTY

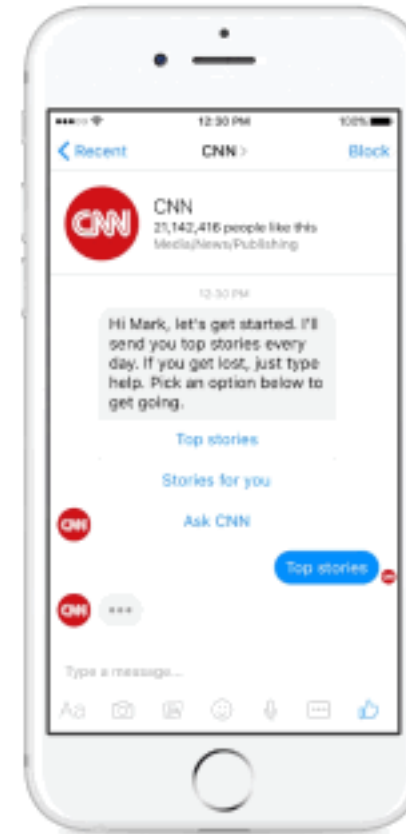


PERSONAL ASSISTANT 24/7 ON YOUR PHONE

EXMAMPLES: HYATT HOTELS AND CNN

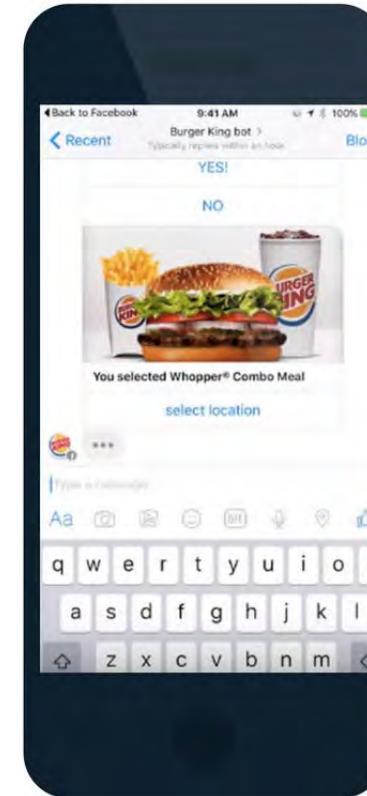
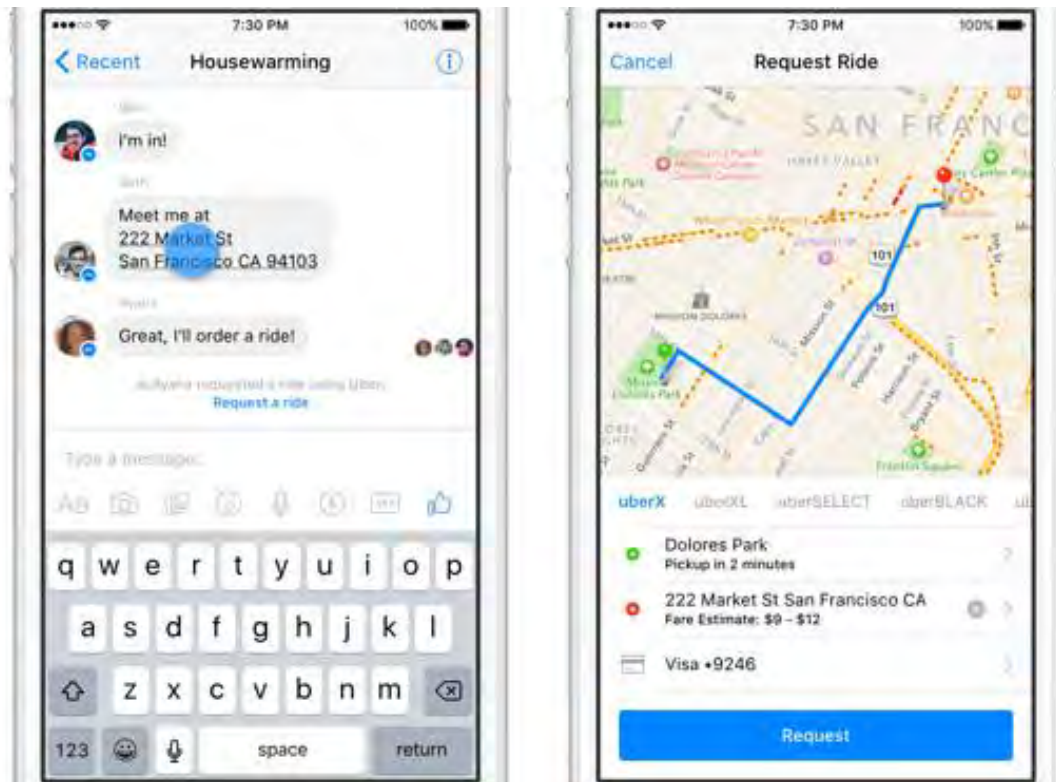


CUSTOMER SERVICE



NEWS

EXAMPLES: UBER AND BURGER KING



HOW TO SET UP MESSENGER

Stay responsive when you can't get to your computer or phone

Let customers know that you will respond soon and keep your responsiveness rating, any time you're away.

Yes

Change

"Hi Carlos, thanks for your message. We are not here right now, but we'll get back to you soon!"

Send Instant Replies to anyone who messages your Page

Instant Replies are a good way to let people know that you'll respond soon.

Yes

Change

"Hey there! Thanks for reaching out. Please email me at carlos@carlosgil.biz, I'm happy to help you anyway that I can. Also, let's connect on Snapchat at TheCarlosGil :)"

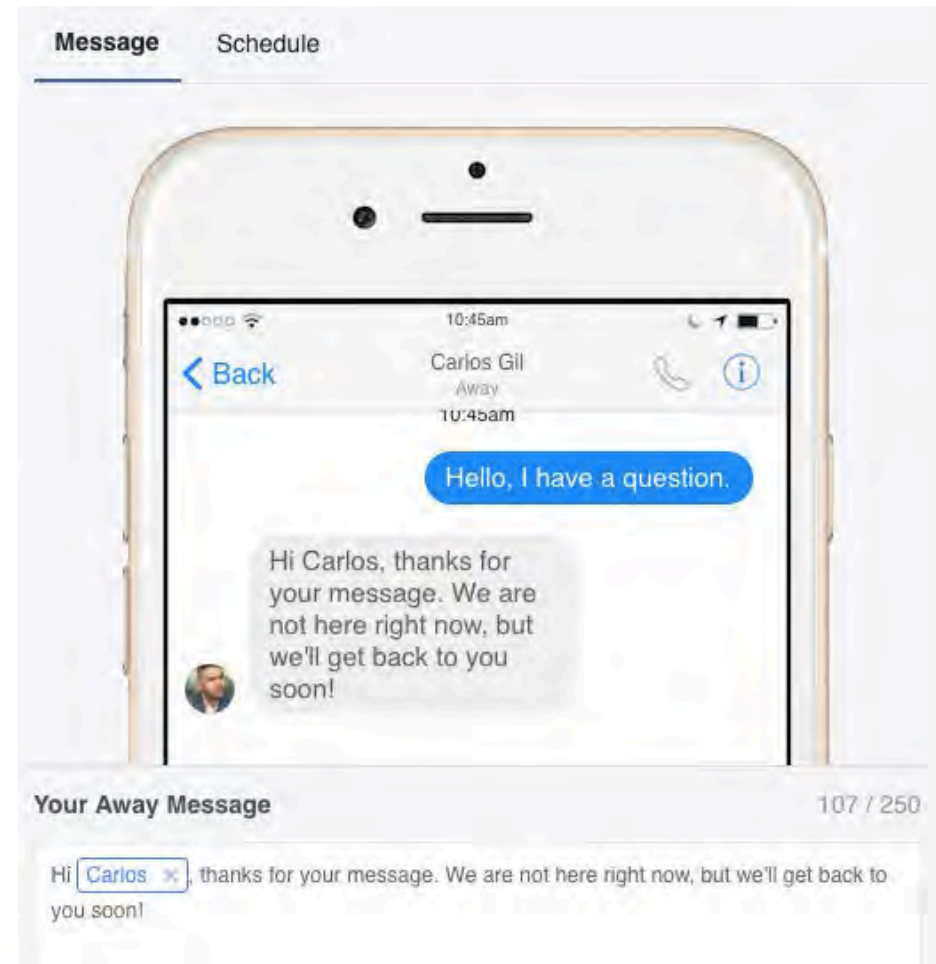
Show a Messenger Greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

Yes

Change

"Hi Carlos! Thanks for getting in touch with me on Messenger. Please send me any questions you may have here or to my email at carlos@carlosgil.biz"



HOW BRANDS CAN LEVERAGE MESSENGER



SET UP AUTOMATED RESPONSES WHEN AWAY

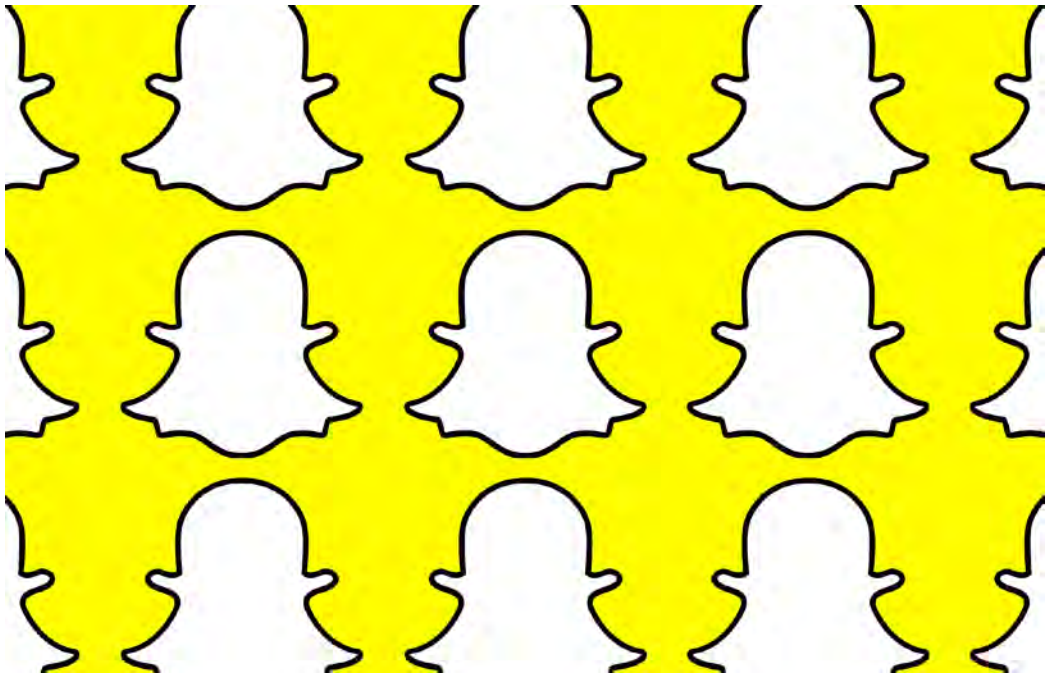


DRIVE USERS TO YOUR WEBSITE VIA MESSAGE

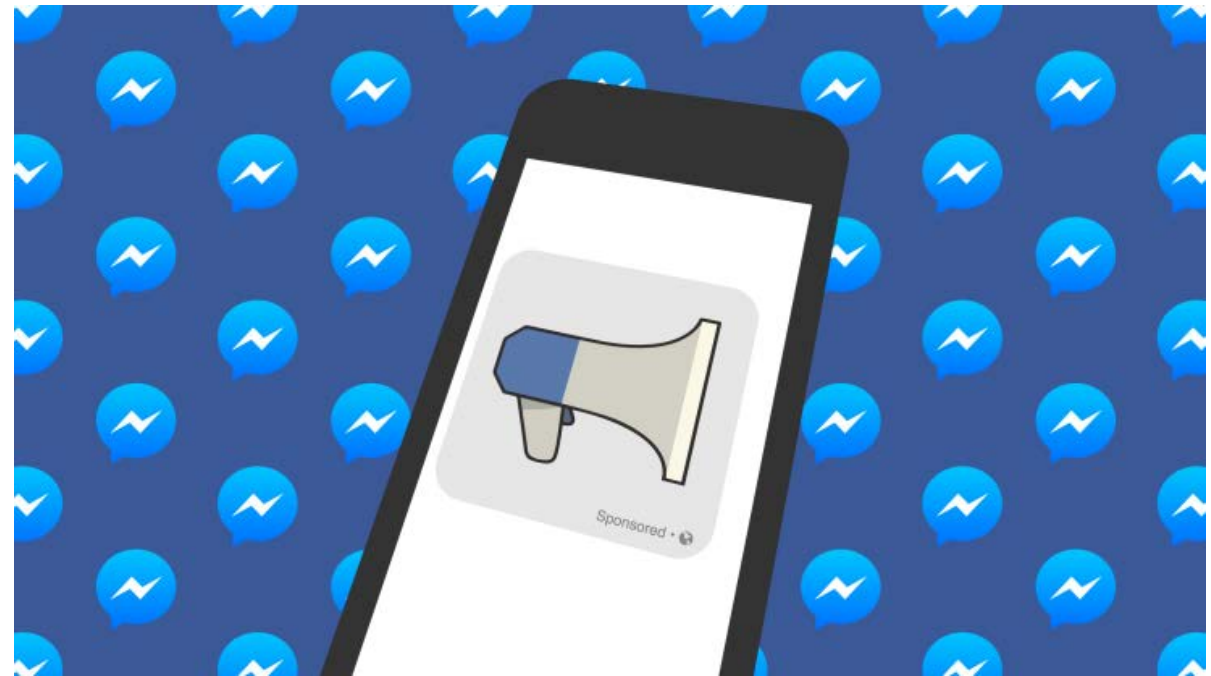


BUILD COMMUNITIES OR “USER GROUPS”

SNAPCHAT VS. MESSENGER



PERSONALIZATION



AUTOMATION

KEY TAKEAWAYS



SNAPCHAT IS “IT” AND IT’S HERE TO STAY



PRIVATE MEDIA MARKETING IS AN UNTAPPED OPPORTUNITY



USE FACEBOOK MESSENGER TO IMPROVE SERVICE

REAL TALK

”TECHNOLOGY WILL EVOLVE BUT THE KEY TO BUSINESS IS AND ALWAYS HAS BEEN RELATIONSHIPS”

 **@CarlosGil83**



Carlos Gil

carlos@carlosgil.biz

www.snapchatforbusiness.com

www.privatemediamarketing.com