

How social marketing can improve your brand

Social media
has
changed
the way we
communicate



**We exchange ideas,
expressions, minds....

faster than ever.**



word of mouth became



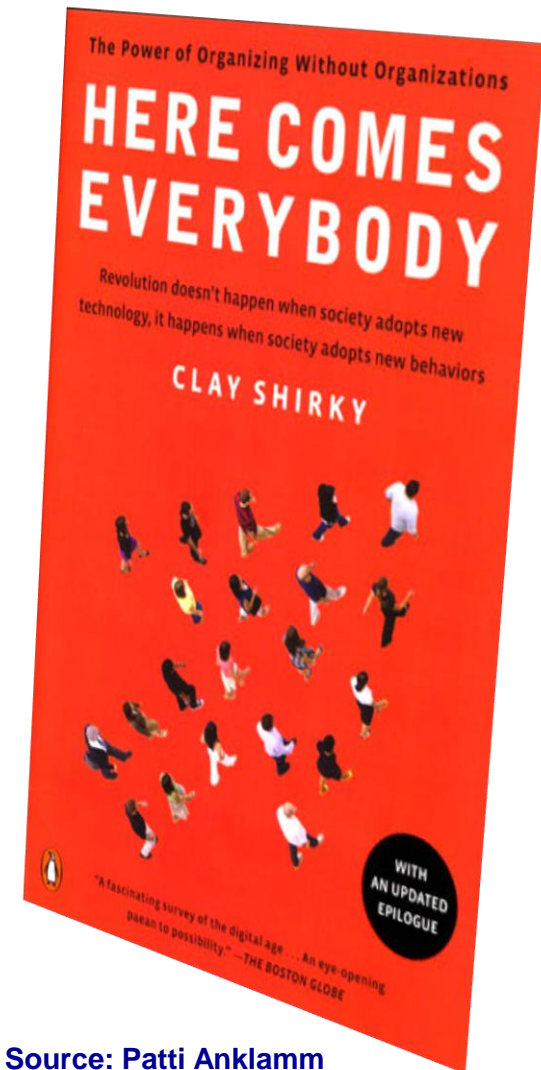
„world of mouth“

Social Media

Web-based digital technologies that shift focus from content to conversation, from publishing to interacting.

Technologies and practices embedded in a web of relationships

**“One consistently surprising aspect of social software is that it is impossible to predict in advance all of the social dynamics it will create.”
– Clay Shirky**



Source: Patti Anklamm

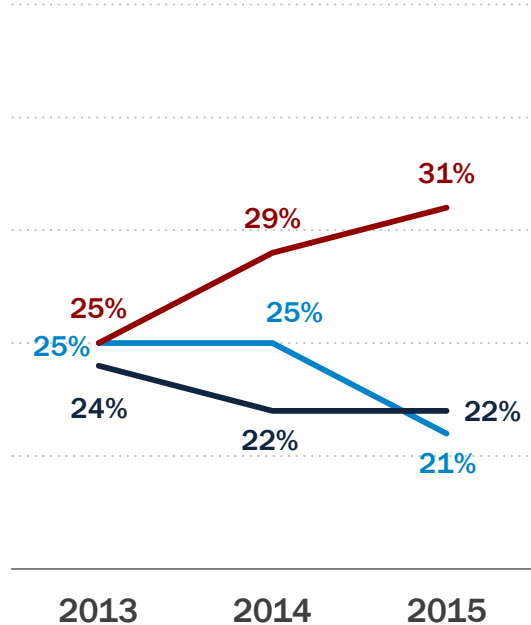


WHEN IT COMES TO INFORMATION ABOUT BUSINESS, PERCENT WHO USE EACH SOURCE:



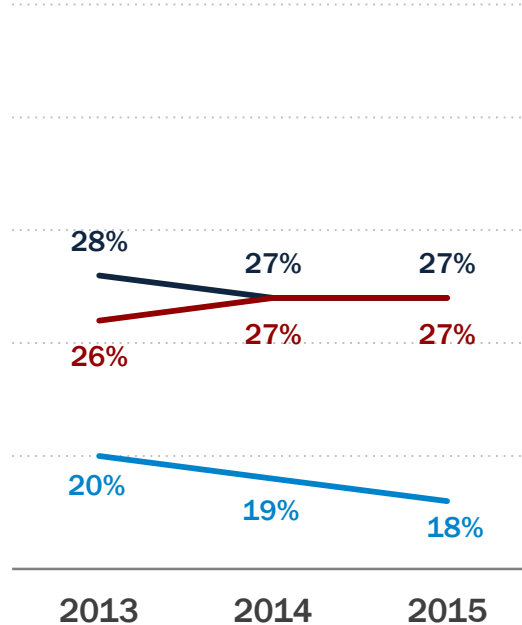
NEWSPAPERS

The First Source for General Information



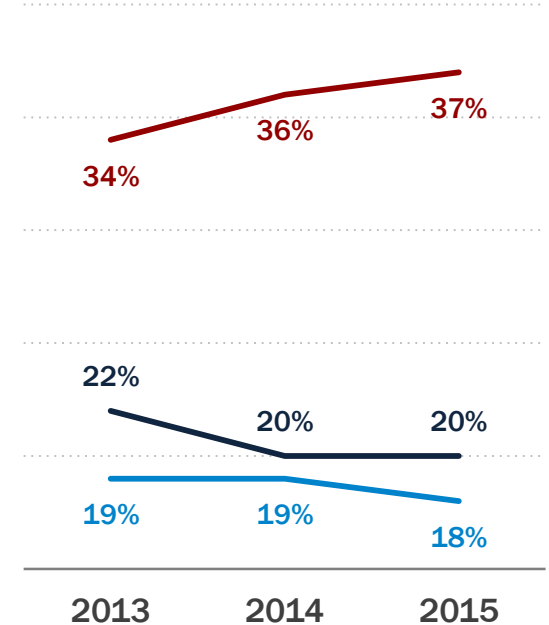
TELEVISION

The First Source for Breaking News



ONLINE SEARCH

Source Used Most to Confirm/Validate News



Q183. On a typical day, what is the first source that you go to for general information about business? Informed Publics, 20-country global total.

Q184. What is the first source you go to for breaking news about business? Informed Publics, 20-country global total.

Q185. Which of the following sources do you turn to MOST often to confirm/validate information on breaking news about business? Informed Publics, 20-country global total.

Trust is the new currency in (CSR) communication.

Trust

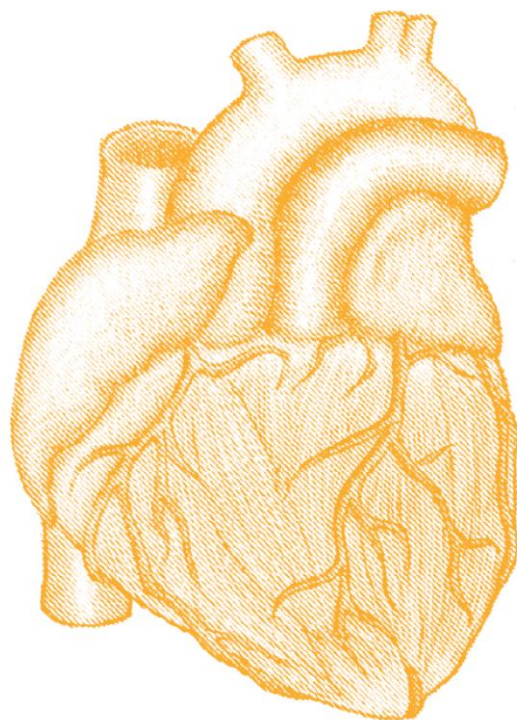


Reasons To Believe

Trust is not enough.



People are simple-minded, emotional beings.

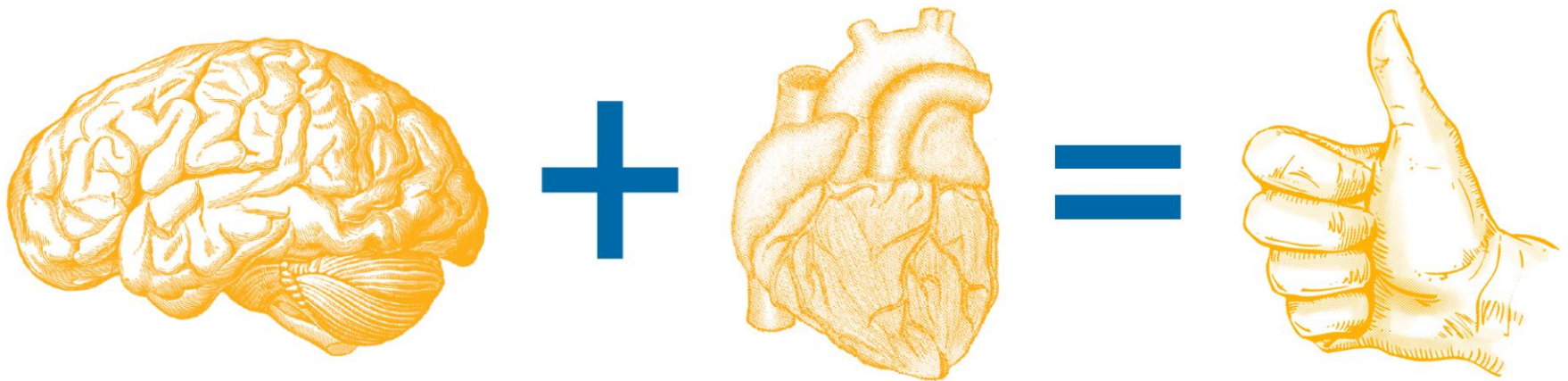


Emotion



Sympathy

Good and effective CSR needs trust and sympathy.



Without trust and sympathy. No success.

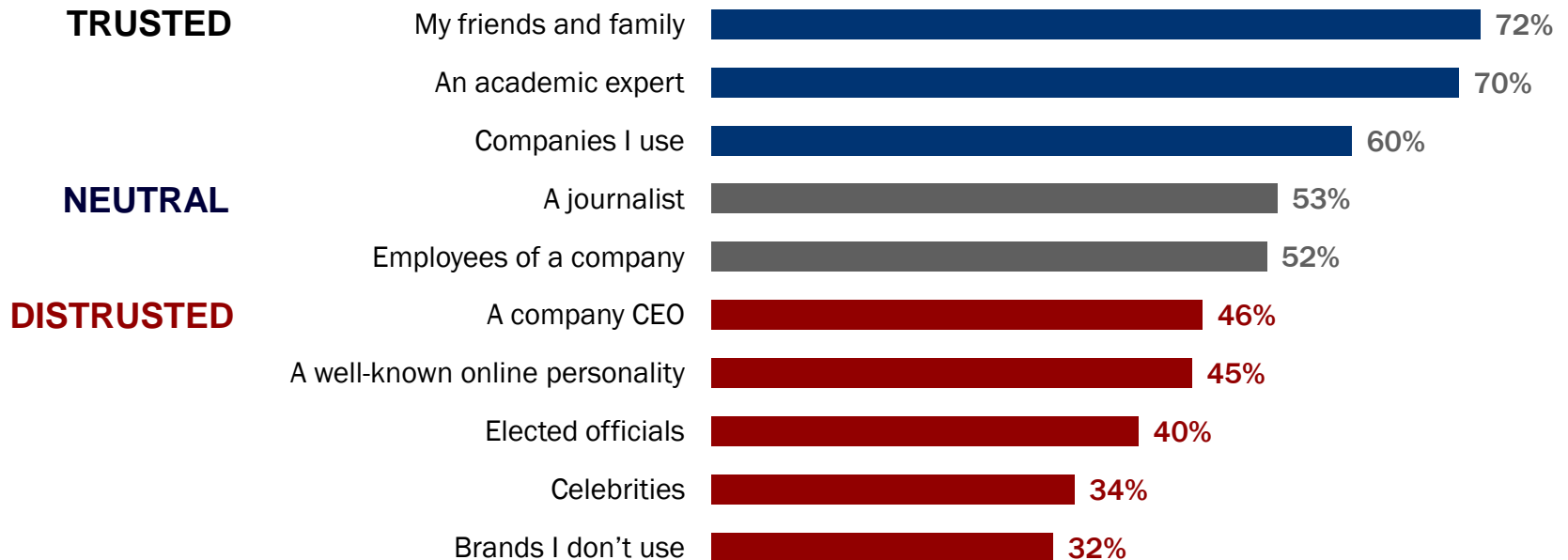
**If you heard information on
a company from one of
these people.....**

how credible would that information be?

TRUST IN INFORMATION CREATED BY EACH AUTHOR ON SOCIAL NETWORKING SITES, CONTENT SHARING SITES AND ONLINE-ONLY INFORMATION SOURCES



Informed
Public



Q387-396. Thinking about the information you consume on social networking sites, such as Facebook, MySpace, LinkedIn, Meebo, Orkut, Qzone, RenRen, how much do you trust the information posted from each of the following authors or content creators? (Top 4 Box, Trust) Informed Publics, 27-country global total. | Q397-406. Thinking about the information you consume on content sharing sites, such as YouTube, how much do you trust the information posted from each of the following authors or content creators? Informed Publics, 27-country global total. | Q407-415. Thinking about the information you consume on online-only news and information sources, such as The Huffington Post, BuzzFeed, TechCrunch, etc., how much do you trust the information posted from each of the following authors or content creators? Informed Publics, 27-country global total.

Key Attributes to Building Trust

Edelman Trust Barometer research reveals 16 specific attributes that build trust.

These can be grouped into five performance clusters listed here in rank order of importance.

INTEGRITY

- Has ethical business practices
- Takes responsible actions to address an issue or crisis
- Has transparent and open business practices

ENGAGEMENT

- Listens to customer needs and feedback
- Treats employees well
- Places customers ahead of profits
- Communicates frequently and honestly on the state of its business

PRODUCTS & SERVICES

- Offers high-quality products or services
- Is an innovator of new products, services or ideas

PURPOSE

- Works to protect and improve the environment
- Addresses society's needs in its everyday business
- Creates programs that positively impact the local community
- Partners with NGOs, government and 3rd parties to address societal needs

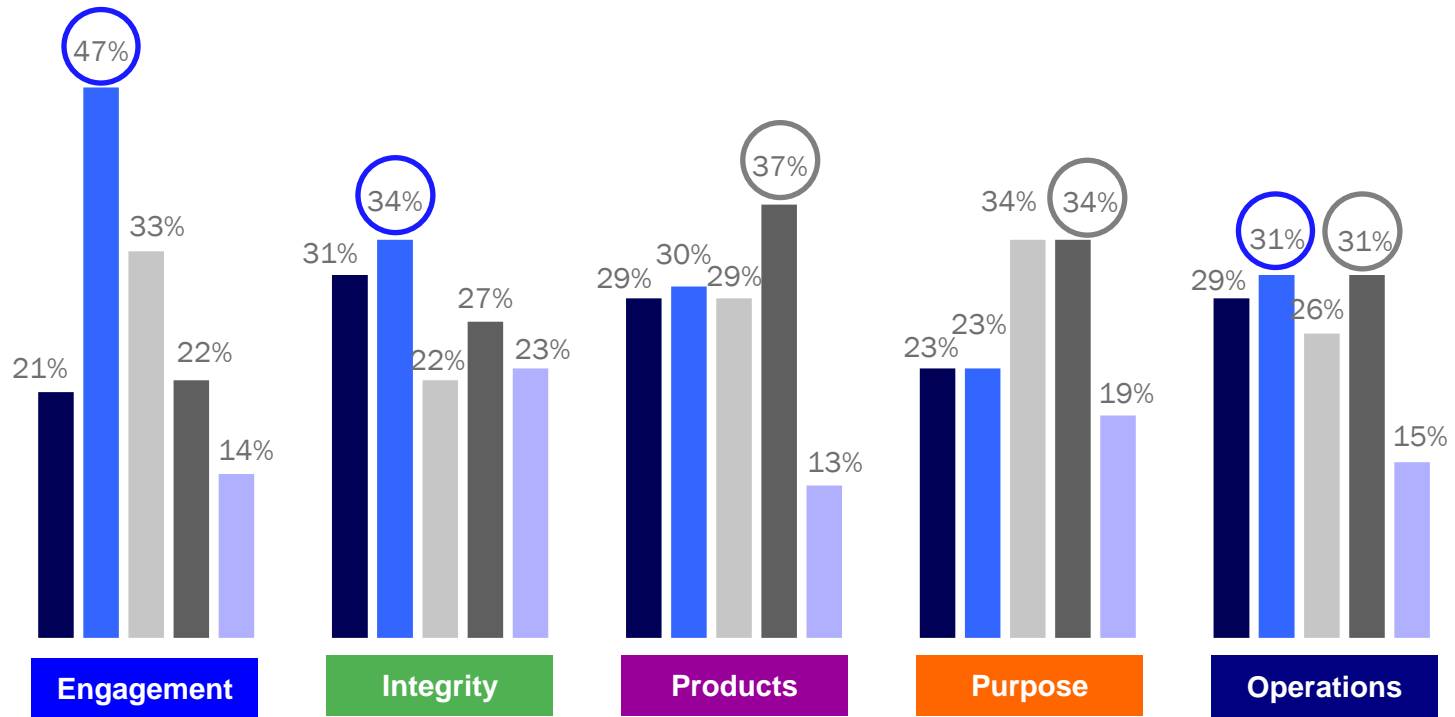
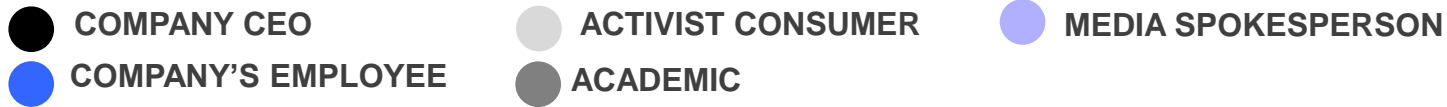
OPERATIONS

- Has highly-regarded and widely-admired top leadership
- Ranks on a global list of top companies
- Delivers consistent financial returns to investors

Q80-Q95. [TRACKING] How important is each of the following actions to building your trust in a company? Use a nine-point scale where one means that action is “not at all important to building your trust” and nine means it is “extremely important to building your trust” in a company. (Top 2 Box, Very/Extremely Important) Informed Public, 27-country global total.

Most trusted influencers to communicate each of the topics

MOST TRUSTED INFLUENCER TO COMMUNICATE EACH TOPIC



Q197-201(Global Summary). We would now like you to think about different types of information you may read, see or hear about a company. For each topic, please select which person you trust MOST to provide you with credible and honest information about a company. Informed Publics, 27-country global total.

Let`s start

Creating ~~Corporate~~ Social Responsibility

What can CSR-based communication better than anyone else ?

**Nothing, as long as it does not
come from a brand / company
that thinks and acts CSR-
compliant .**

Inclusion of Stakeholders



Stakeholders need to be involved by communication to make CSR successful.

Inclusion of Stakeholders



CSR communication campaign

„MAM loves the planet.“



Inclusion of Stakeholders



As the most important SH group (customers) repeatedly ask how and where the MAM products are made

CSR communication campaign



Next steps:

CO2 Emissions / Foot print



Questions

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