Marketing: The net effect
Using Social Networks in Marketing
Social networks trends

The majority of sharing happens via email, IM & text.
The Dark Side of Social networks

**38% of clickbacks on dark social shares come from desktops.**

**62% of clickbacks on dark social shares come from mobile devices.**
The majority of mobile clickbacks happen via Dark Social channels.
Mobile clickbacks via channels by region

- **Europe**: 82% Dark Social
- **U.S.**: 47% Dark Social
- **Southeast Asia**: 84% Dark Social

Source: RadiumOne social analytics data, February 1-29, 2016
Solution

get inside
intimate social networks
of friends, family, and colleagues
How?
Q1: #MentorME campaign based on the results of our Google Yourself Survey.

Q2: #AuthenticME promoting authentic online brands.

Q3: #BizOfBlogging ways bloggers can monetize their blog.

Q4: #BeginningOfME everyone has to start somewhere.
Blogger Conferences

4 CONFERENCES

955 FACE-TO-FACE MEETINGS
Twitter Chats

#BrandedME

- Our guest expert were representatives from FourDots, a reputation management agency.
- We have also secured the support of 4 influencer bloggers that worked with us on #MentorME campaign.

Results

- Impressions: 20,237,220
- Participants: 120
- #BrandME mentions: 1,330
- Interactions (likes, RTs, replies, etc): 3,262

#AuthenticME

- The topic was about life events that led to significant changes in our lives, the lessons we learned and staying real, authentic, selves online in all stages of life.
- The chat was hosted by @MidlifeBlvd, with participation by Everywhere and Geben Communications.

Results

- Tweets: 1,875
- Impressions: 7,296,249
- Reach: 1,416,625
- Participants: 88
- 66% female, 34% male
Thank You!
Hvala!

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