

**Win Friends and Earn
Their Trust and Love**

**The 3 Do's of
Social Media**

Klaus Salminen



I ♥ INTERNET

INTERNET

I ♥ INTERNET
Codice Internet

♥ INTERNET

I ♥ INTERNET

I ♥ INTERNET
Codice Internet

INTERNET

I ♥ INTERNET

INTERNET

I ♥ INTERNET

I ♥ INTER

♥ INTERNET

I ♥ INTERNET

♥ INTERNET

♥ INTERNET

I ♥ INTERNET

I ♥ INTERNET

I ♥ INTERNET

♥ INTERNET
Codice Internet

I ♥ INTERNET

I ♥ INTERNET

INTERNET

I ♥ INTERNET

I ♥ INTERNET



1956
5 Megabytes
\$120.000

2014
128 Gigabytes
\$100



A NEW POPE IS ELECTED





LEANARDO DICAPRIO
SCORE 8/100
11,100,112 subscribers

Variety Survey: The most influential figures among young Americans



SMOSH
SCORE 93/100

18,824,494 subscribers
3,615,066,549 views



THE FINE BROS
SCORE 92/100

10,003,714 subscribers
2,118,848,963 views



PEWDIEPIE
SCORE 92/100

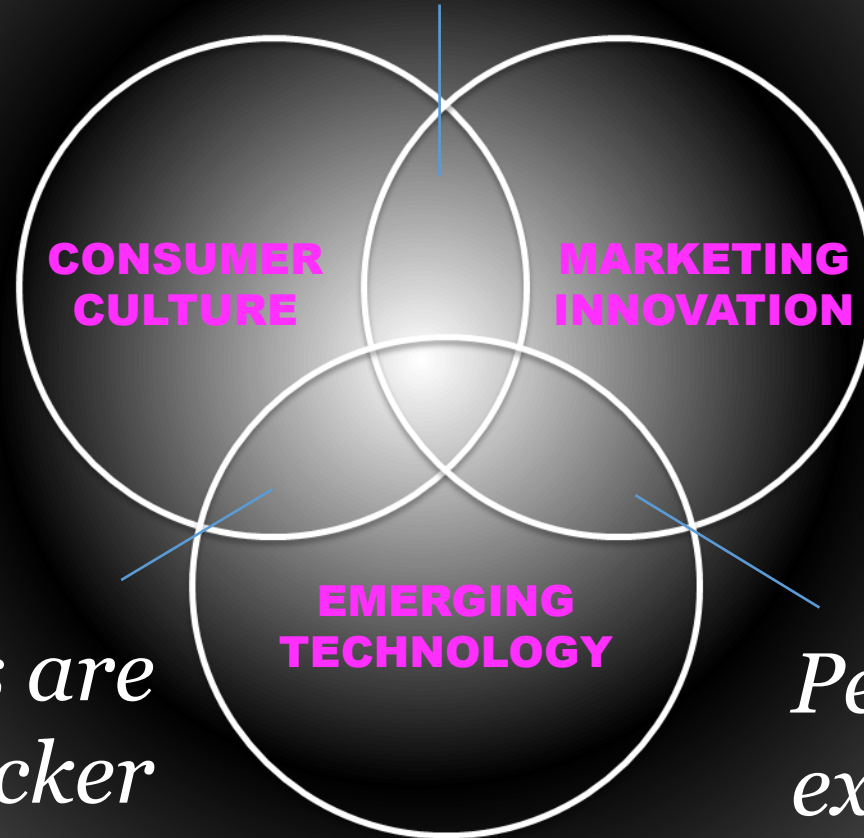
30,609,987 subscribers
5,976,565,570 views



LEANARDO DICAPRIO
SCORE 8/100

11,100,112 subscribers

Behaviours are more important than slogans



Consumers are adapting quicker than companies

People value experiences, not marketing

1. LET GO!

2. STEP BACK

3. RETURN ON LOVE

**1. LET
GO!**

I AM IN CHARGE NOW





NEW CARS

USED CARS

OWNERS

KIA FLEET

ABOUT KIA

Test Drive

Brochure

Find a dealer

Search kia.co.uk

OUR CARS SPEAK FOR THEMSELVES.
OUR CUSTOMERS SPEAK FOR US!

WATCH TV AD

READ REVIEWS

We've been reviewed by over

10,000

of our customers



280% increase in time spent on its website

300% increase in test drive bookings when reviews were read

509% more likely to search for a local Kia dealer

ELECTROLUX / DESIGN LAB

LOGIN

Electrolux Design Lab 2014

The global competition for design and technology students.



Voting ends in

32 **8** **40** **4**
DAYS HOURS MINUTES SECONDS

Vote in People's Choice and win
a trip to Paris to experience
future design first hand

Vote for your favorite concept to become the People's Choice, and you have the chance to win a trip to Paris and an exclusive invitation to the winner's ceremony.

Read more



VANCL / FOLLOWERS OF FASHION

Star VANCL 凡客达人 测试版

达人 搭配 单品

Q 针织衫 搜索

VANCL 中有 0 件商品
购物车 中有 0 件商品

达人首页 最新发布 时尚搭配 全民设计 达人广场 销售排行榜 试用中心 NEW 达人

全部搭配分类

帆布鞋 VT 帽子 户外 复古 潮流 亲子

您已选择

所有 喜欢 新品 销量 搭配优先 单

针织衫 x 女 x

全部清除 x

性别

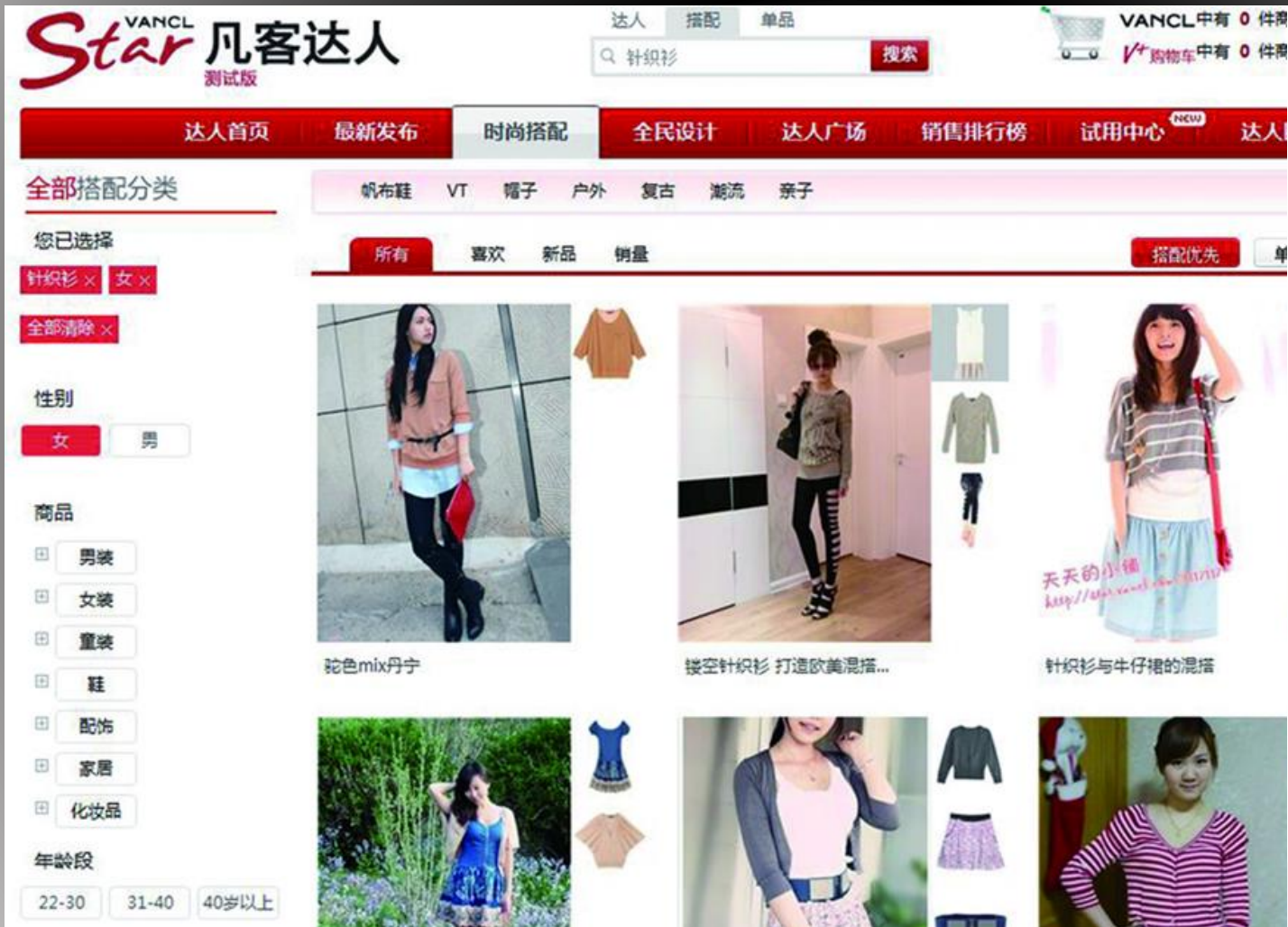
女 男

商品

男装 女装 童装 鞋 配饰 家居 化妆品

年龄段

22-30 31-40 40岁以上



轮色mix丹宁

镂空针织衫 打造欧美混搭...

天天的小铺
<http://ata.vancl.com/11712/>

针织衫与牛仔裙的混搭



island岛 发布: 简约不一定简单
10月15日 21:59

这款钱包质量特别好, 机车款式当做手包也很好看, 里面的布局很合理, 最近爱不释手

115 个人喜欢 ❤️ 3 条评论

VANCL STARS / COMMISSION-BASED ADVOCACY



 4人喜欢

分享到: 

年轻俏皮范



来自晒单

黑底印花的t恤一直是一款经典搭配, 比较休闲运动, 这个搭配是十足的俏皮运动, 很显年轻哦

搭配了3件商品



唐狮 女款低腰牛仔裤短裤112222081417 100/漂白..

[查看产品详情](#)


店庆价: **¥55.00**

市场价: ¥ 139.00

售价: ¥ 139.00

VIP价: ¥ 53.90

SVIP价: ¥ 52.25

 [如何成为VIP/SVIP](#)



非常抱歉, 此商品已售罄暂时无法购买!

2

**STEP
BACK**

MARKETERS ARE BEST LEFT IN THE SHADOWS

**YOUR CONSUMER FACING PEOPLE
NEEDS TO RUN YOUR SOCIAL MEDIA**

**THEY NEED TO BE OUTSPOKEN
INTERNET ADDICTED
STORYTELLERS**

**AND YOU POWER THEM WITH THE
AWESOME CREATIVE WORK**

Chat

Sound  E

You are now connected to Amazon from Amazon.com

Me: Tracking shows delivered but shipment not recieved

Amazon: Warmest greetings [REDACTED], my name is Thor.

Me: Greeting, Thor. Can I be Odin ?

Amazon: Odin, Father, How art thy doing on this here fine day?

Me: Thor, my son. Agony raises upon my life

Amazon: This is outrageous! Who dares defy The All Father Odin! What has occured to cause this agony?

Me: I am afraid the book I ordered to defeat our enemies has been misplaced. How can we keep Valhalla intact without our sacred book.

Amazon: This is blasphemy! Wherever this book has been taken to, I shall make it my duty to get it back to you! I fear it is Loki but I dare not blame him for such things.

I shall have your fortune returned to you and thereafter we can begin to create a new quest in order to get the book back to you.

Me: Very well my son.

Amazon: Allow me some time to round up my allies and complete this please Father.

Me: Do it for me Thor, but most imporantly do it for the mortals whose destiny (and grades) rely on this book.

Amazon: Alas, the treasure has been returned to you. You now need to reinstate the book into your archive so that you may yet receive it. I shall have the Valkyrie deliver it to you as fast as their wings can move

Me: Ok so roleplay aside i have my money back and i reorder the book ?

Amazon: haha yes I have refunded you and you need to reorder the book

Me: Great!

Amazon: Have you placed the order

Me: let me do that
done

Amazon: Okay let me edit it for you

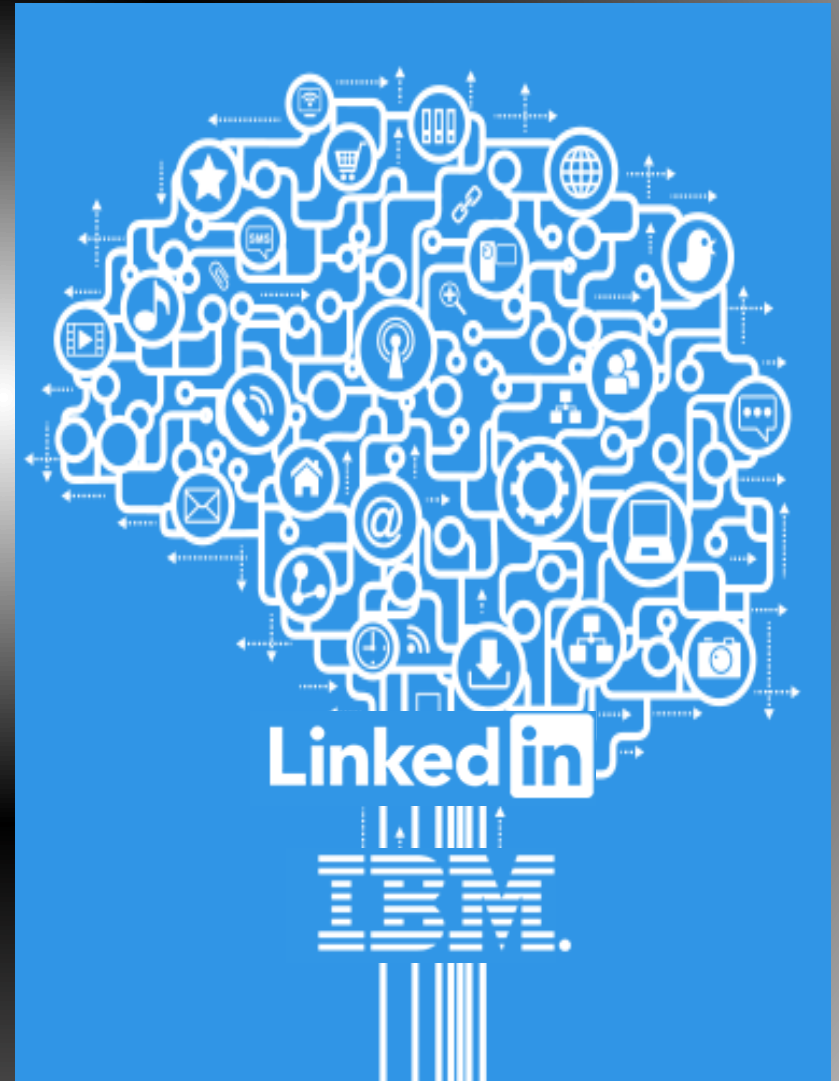
[REDACTED]
That good?

Me: Wow hooking me up with one day delivery? Sweet!

IBM / SOCIAL SALES REPS



1. MONITOR
2. EQUIP
3. SCHEDULE



IBM / SOCIAL SALES REPS

55 % increase in Twitter followers

2000% increase in LinkedIn reach

400% increase in orders of products first made available through social networks



ALS ICE BUCKET CHALLENGE

Started with one ALS Association worker challenging his friends
Thousands of ordinary and famous people around the world later
Raised over **\$100 million**, 3500 % more than 2013



3. Return On Love

ATTENTION ECONOMY



FOUNDATIONAL IDEA OF SOCIAL MEDIA

CREATE CONTENT FROM THE HEART

+

GET ATTENTION AND VISITS

=

**VALUE MEASURED IN
IMPACT AND INFLUENCE**

DELIGHT PROPOSE



PROPOSE



LOVE



STARBUCKS / #WhereInTheWorld



starbucks

Follow

2 months ago

This store was voted "most likely to serve as backdrop to a segment on TMZ" #WhereInTheWorld

♥ **bypatricia_03, omgeeitsnellee, niina_ig** and 146k others like this.



ninaruel

Follow my fanpage a [@starbucks.sims.fanpage](#)



aarongarrett

I WAS JUST THERE



amina_amrioux

Is there a starbucks in Sarajevo, Bosnia and Hercegovina?



cesargroovy

[@liveurlifesilly](#) for my bday



liveurlifesilly

[@mrcesarcarbajal](#) in la?



cesargroovy

[@liveurlifesilly](#) I think



liveurlifesilly

Yea [@mrcesarcarbajal](#)



nastulski5



Leave a comment...



MASTERCARD / #AcceptanceMatters

#AcceptanceMatters

Because being accepted for who you are is Priceless.

MasterCard US

Follow Board

Send Board

34 Pins

217 Followers



25M views from consumers

13000 repins of pictures

24 levels of repins – picked up by key influencers

WATER **is** LIFE



**1. CONSUMERS
RUN THE SHOW**

**2. YOU NEED TO KNOW
WHO PEWDIPIE IS**

3. PASSION FIRST

WHEN

WHAT

HOW

?

WHY

WHERE



