Facebook Marketing

Best Practice Guide

smk

SMK Insight Report 2014

CONTENTS

Introduction ..... Page 3

Key stats ..... Page 4

Pillar 1 – Facebook Page Optimisation ..... Page 5

Pillar 2 – Community Management ..... Page 7

Pillar 3 – News Feed Optimisation ..... Page 11

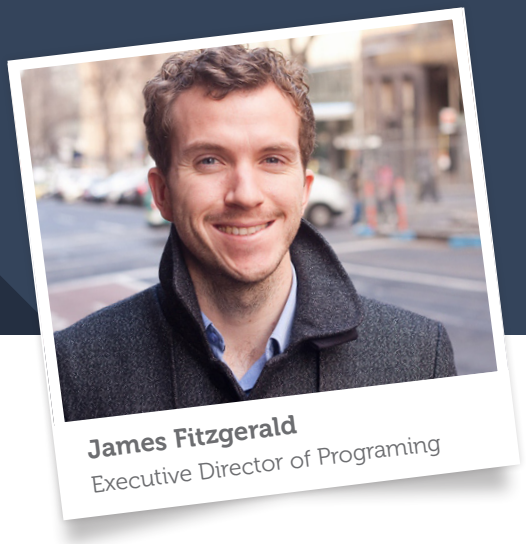
Pillar 4 – Facebook Apps and Marketing Integration ..... Page 14

Pillar 5 – Facebook Advertising ..... Page 16

More from the experts ..... Page 20

About SMK ..... Page 21

INTRODUCTION


James Fitzgerald
Executive Director of Programing

Welcome to SMK's latest SMK Insight Report.

This report has been put together to help businesses and organisations better understand the major principles of Facebook marketing. Alongside the SMK team this report also includes expert insights from leading marketers at companies such as: Virgin Australia, Clemenger BBDO, ANZ, Countdown (Part of Woolworth's Group NZ), Hausmann Communications and Simplot, to name a few.

Simply put, Facebook is a behemoth. It is the dominant social network, by a significant margin, both locally and globally in terms of usage, engagement and ad Dollar spend. On top of this it is the second most popular website behind Google and one of the fastest growing companies on the planet. Average daily usage of Facebook is upwards of 40 minutes per day per user. This is especially impressive considering it's an average drawn from several hundred million users!

Whatever your organisation does Facebook will, if it hasn't already, become a large part of how you market and communicate. Its tentacles stretch far, not only via Instagram, Whatsapp and other inevitable future acquisitions but also now via the recently launched Facebook Atlas advertising platform.

Facebook possesses some of the most innovative advertising solutions in the world. The ability to track, target and retarget via the Facebook platform is unparalleled. No other media company can currently provide the reach and accuracy of Facebook.

That said, with more than 1.3 billion users, 5 billion items shared daily, 30 million businesses and 1 million advertisers it is a very busy and cluttered place. Facebook grows in complexity as a business channel on a quarterly, sometimes weekly, basis. As such this report has been researched and crafted to help you get to the crux of the issues which matter most.

We hope you find it useful.

Sincerely,

James

James Fitzgerald
SMK – Social Media Knowledge
Executive Director of Programing

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KEY STATS

Facebook Usage & Market Share

1. Facebook has 1.32 billion monthly active users (MAU)
2. Facebook has 829 million daily active users (DAU)
3. Facebook has 654 million daily active mobile users
4. Facebook accounts for 17% of ALL mobile usage
5. Average monthly time spent per person on the Facebook smartphone app = 7h 43min
6. There 13.4 million Australian Facebookers
7. There are 2.6 million New Zealanders on Facebook
8. 4.4 million Aussie and Kiwi Baby Boomers (over 45's) use Facebook
9. Facebook is NZ's second most popular website after Google
10. In April 2014, weekly Australian visits to Facebook topped 117m (Sydney Morning Herald 6.5m)

Facebook Advertising & Revenue

1. Facebook accounted for a 5.7% share of all global digital ad. revenues in 2013
2. It received 16.91% of worldwide mobile ad spending
3. Facebook marketing spend doubled in Q4 of 2013, quarter on quarter
4. Holiday competition drove up Facebook advertising costs with CPC rising 21%
5. Facebook ad. performance improved though with click-through rates rising 10%
6. The number of ad. impressions were up 51% and clicks up 66%
7. Revenue attributable to Facebook ads rose 60% from Q3
8. Facebook Q2 2014 earnings hit $2.91 billion, up 61% YoY
9. Advertising revenue jumped 67% to $2.68 billion

Killer Facebook Content & Performance Benchmarks

1. Facebook has 46% of total global consumer brand social sharing
2. The ideal interaction being driven by posts is between 100 to 119 characters
3. Questions in Facebook posts tend to drive interaction up by 10 to 20%
4. 54% of Facebook Page posts in 2013 were photos
5. Video posts received the greatest number of interactions from Facebook users

PILLAR 1 Facebook Page Optimisation

Facebook Page Optimisation aims to improve your brand's visibility. A well optimised Facebook Page not only boosts your brand's reach on the social network, it can increase your broader online visibility.

Here are six quick tips for starters.

1

Complete your 'about' section

Completing your 'About' section gives you greater control over the meta-description used by Google searches and improves your Page's ranking on Facebook's Graph Search — i.e. the natural language search engine that presents unique results to each Facebook user by drawing on big data and the searcher's individual profile. Pay particular attention to the Company Overview, Location and Short Description fields. Include a link to your brand's website in your Short Description. To optimise local search returns, use your full address exactly as it appears on your website.

Focus on keywords

Keywords are the terms people are most likely to search when looking for your product or service. To maximise search visibility in Facebook and beyond, your Facebook 'About' copy should be full of keywords relevant to your brand. The Google Keyword Planner tool can help you identify the best keywords for your business.

2

Secure a vanity URL

Once your Page is set up, you'll be able to choose a custom URL for it. If available, make it your actual business or brand name. If not, make it as close as possible. Choose carefully as you're only allowed to change it once.

3

Share links to your page

Facebook Plugins are free and simple tools that can extend your Page's reach and shareability. The Facebook developer site offers downloadable plugins that embed links, like buttons and activity feeds for your Facebook Page on digital channels, including websites and blogs.

PILLAR 1 Facebook Page Optimisation

4

Make the most of page apps

Page apps allow you to extend and enhance your Page's functionality, and provide more engagement for your audience. They appear as tabs under your Page's cover photo. Functioning much like subpages on a website, Page apps allow you to:

- ✓ Create a more immersive brand experience and generate data capture
- ✓ Sell your products, run contests, promotions, coupon giveaways and polls
- ✓ Showcase content, embed other social

5

Encourage check-ins

Fan check-ins improve your Graph Search ranking, especially for local searches. Offer incentives to fans and display a reminder at your physical place of business.

6

Remove unnecessary duplicate pages

Sometimes it makes sense to have more than one Page for your business. However, unnecessary duplicates and outdated Pages or groups can mean that you're competing with yourself for search visibility. This can be easily fixed: Manager-level admins can consolidate duplicates by merging similar Pages. This process combines all likes and check-ins from both Pages, but all other content from the merged Page will be permanently lost.

For a more detailed look at some of the options, see the section of this paper entitled Facebook Apps and Marketing Integration.

PILLAR 2 Community Management

6 Best Practice Guidelines

1. Know Facebook's Page policies

Violating Facebook's terms and guidelines can get your Page or brand permanently banned. Take the time to get to know Facebook Page Guidelines and stay on top of changes.

2. Create Page guidelines for your community

Creating and publicly posting guidelines for your own Facebook community is a great way to make sure that participants know what kind of content is acceptable on your brand's Page.

Your guidelines should not stop people from expressing unfavourable opinions about your brand. Rather, they should aim to promote good behaviour and ensure that your Page is compliant with industry and marketing codes of conduct.

Publish your guidelines on the 'About' section of your Page. Your community manager should make sure that the guidelines are consistently and fairly administered.

3. Be authentic and consistent

For posts, comments and responses maintain a tone that rings true for your brand and its philosophy. Also be consistent with the frequency of your posts.

4. Have a strategy

Linda Reid of Hausmann Communications says that "the brands that benefit most from Facebook are those that are clear on what they want to achieve and have a strategy designed to get them there."

So, think about what you want to accomplish with Facebook and develop a straightforward strategy to achieving it.

5. Have a crisis management plan

As your Facebook community grows, issues can arise. Put together a plan for dealing with problems, so you're ready before it happens.

6. Monitor and engage your Facebook community

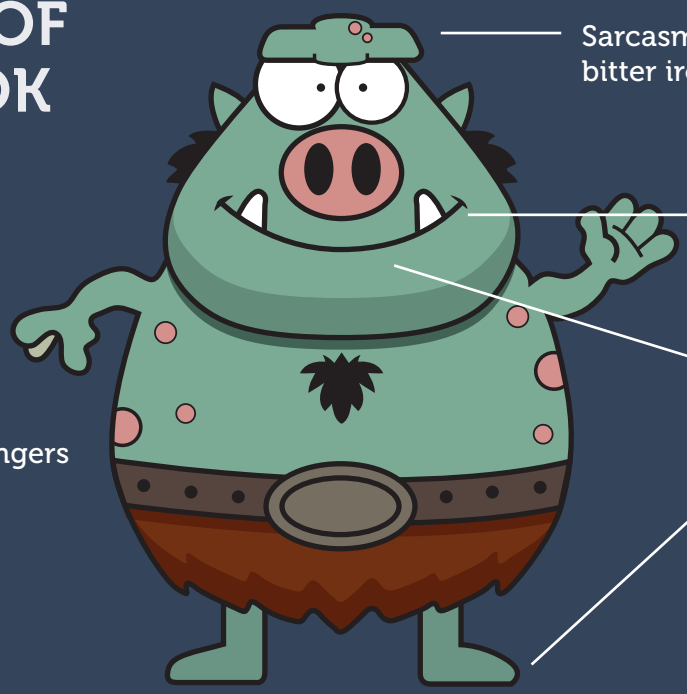
Pay close attention to what's going on your Facebook Page. In the words of Ben Birchall, formerly of Clemenger BBDO.

"Brands benefit just by being there. Being present. Being approachable. Being able to listen to consumers. Being able to eavesdrop on competitors."

It follows that daily monitoring is a must and you should respond quickly to any fan queries.

PILLAR 2 Community Management

ANATOMY OF A FACEBOOK TROLL



Dealing with negative posts and trolls

Facebook community dialogue should be authentic and balanced. A degree of negative feedback is to be expected. When someone expresses a negative opinion about your brand, respond calmly and courteously. Directly address their concerns. Only delete or hide the post if it contains offensive material or profanity.

Trolling is a different matter. If someone is going out of their way to stir up trouble just for the sake of it, ignore them. Trolls feed on attention. If they repeatedly breach your community guidelines, you can ban the user from your Page. If they violate Facebook's terms, report them.

"Trolling is a different matter. If someone is going out of their way to stir up trouble just for the sake of it, ignore them. Trolls feed on attention."

PILLAR 2 Community Management

Tools and moderation features

Facebook Page Insights

After 30 people have liked your Page, Facebook Page Insights provides basic data on your Page performance. Divided between organic, viral, and paid, it can be useful in determining what is and isn't working for your Page—so you can adjust accordingly.

Blocking keywords

You can set your Page to automatically block posts containing certain keywords. This can be particularly useful for filter spam. You can still check filtered posts by visiting your Page's activity log and selecting "spam". If necessary, you can unhide posts that have been filtered in error.

Profanity filter

Is your brand squeaky clean or a little risqué? Facebook's built-in profanity filter can be set to your preferred degree of strictness, so as to correctly and automatically block certain words from being published on your Page. Activate it and/or alter its settings to suit your brand and audience.

Law, regulation and responsibility

Australia currently has no laws to specifically govern social media. That said, the usual consumer protection and truth-in-advertising laws apply to Facebook as much as they do to traditional media.

Be particularly careful about false, misleading and deceptive claims. Most organisations know what they can and can't claim about products and/or services on TV or in print. They should stick to the same limits online.

In fact, Facebook entails some unique risk factors: Australian courts have decided that a brand can be legally accountable for content posted by other people. In 2011, a court deemed a company responsible for posts and testimonials posted by fans on the brand's social media pages. The issue was that the brand knew about the posts yet decided not to remove them. So, community management entails an active compliance component—curators need to be able to recognise comments and wall-posts that could be a breach of consumer law, and deal with them. Cautious minds tend towards deletion.

Social media isn't specifically regulated in New Zealand either. A 2013 Law Commission report (NZLC R128, 2013) recommended establishment of a complaints body to set standards and serve an ombudsman-like role, but the NZ Government has yet to act on the advice. Instead, the Government's formal response noted that the issue was not a 'pressing problem'. So, NZ brands are simply advised to take care that their social media outings conform with traditional rules of trade and promotions, including privacy law, the New Zealand Advertising Standards Authority guidelines and the Fair Trading Act 1986 (NZ).

"Be particularly careful about false, misleading and deceptive claims. Most organisations know what they can and can't claim about products and/or services on TV or in print. They should stick to the same limits online."

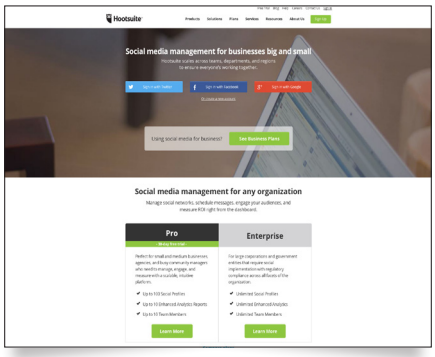
PILLAR 2 Community Management

Tools and moderation features

Social dashboards

Dashboards are a must for community managers, allowing simple, centralised monitoring and posting to one or more social profile(s). Features like post scheduling, alerts, analytics and report generation come in handy. Many providers offer free services for a limited number of accounts, while others require small subscription fees.

Popular social dashboards:



Hootsuite
www.hootsuite.com

Sendible
www.sendible.com

MarketMeSuite
www.marketmesuite.com

Gremln
www.gremln.com

Sprout Social
www.sproutsocial.com

Viral Heat
www.viralheat.com

PILLAR 3 News Feed Optimisation

Perhaps surprisingly, your brand's posts do not automatically appear in the News Feed of all users who have liked your Facebook Page. Amid ever-increasing competition, estimates of the baseline reach of a free post in 2014 commonly range from 2.1% to 6.5%.

News Feed Optimisation is the strategy by which brands compete to grow that percentage. The better the optimisation, the more likely posts will be shared and liked—with the ultimate aim being an improvement in conversions.

How the News Feed works

In a June 2014 blog post, Facebook advertising executive Brian Boland claimed that there are around 1,500 stories competing for the average user's News Feed space. Rather than overwhelm users and show them everything at once, Facebook employs an algorithm to prioritise the top 300 posts that match that person's interests and habits. The organic priority of a post is influenced by a wide range of factors, including historical interactions, general popularity and timeliness.

Historical interactions

Facebookers are more likely to see stories from friends and Pages that they have interacted with regularly. If they've often clicked or on content posted from a specific source in the past, they are likely to see more of that content in the future.

General popularity

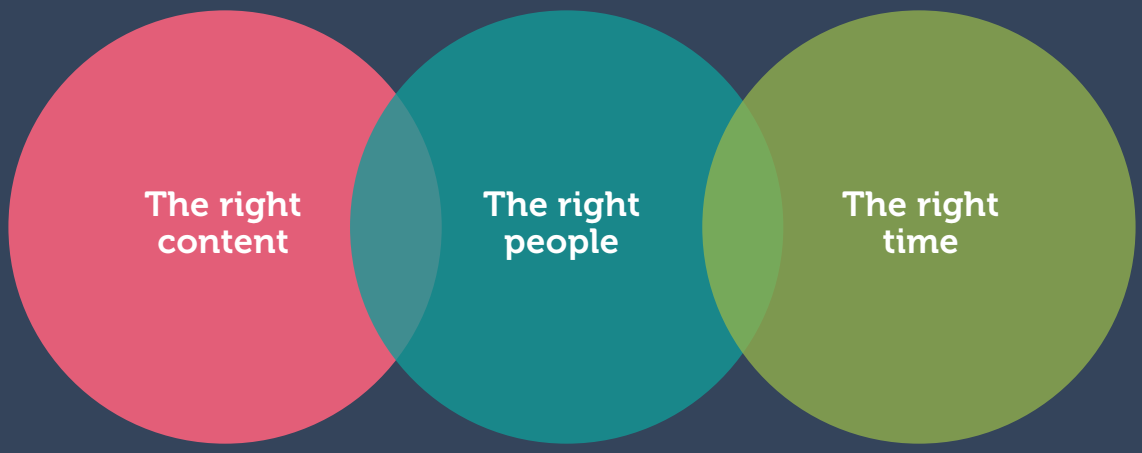
The more likes, shares and comments a post receives, the higher its priority in the algorithm. On the flip side, posts that people have hidden from their News Feed or flagged as offensive have their priority downgraded.

Timeliness

Content that is part of a trending story or is seeing a surge of engagement also receives a higher priority. This is why sometimes we sometimes see older content resurfacing in our News Feeds. If an earlier post relates closely to a trending topic, it may receive a belated boost in the algorithm.

> "Rather than overwhelm users and show them everything at once, Facebook employs an algorithm to prioritise the top 300 posts that match that person's interests and habits."

PILLAR 3 News Feed Optimisation



Content is king

Of course, making the most of News Feed Optimisation requires the generation of outstanding shareable content. As Shelley Fuller of Countdown Supermarkets writes:

"It is getting even more important that fans engage with content through shares, links & comments... more thought and consideration needs to be given to what is posted: the right content to the right people at the right time. Content is king!"

Wing Cheung of ANZ echoes this sentiment, stating that content must "be engaging and entertaining to hold the attention of the community".

Advertising matters

In February 2014, a multivariate linear regression model by The Federalist indicated that for every 10,000 users reached by paid advertising, 33 additional News Feeds were reached organically. So, social media marketers are increasing Facebook Ad spend—up by 81% in the year to March 2014. Figures like this are why Sophia Spinelli—Brand Manager for ABC1 and ABC News 24—identifies the challenge as being "to sustain an influential presence" even as there emerges an increasing emphasis on paid campaigns.

> "...More thought and consideration needs to be given to what is posted: the right content to the right people at the right time. Content is king!"

PILLAR 3 News Feed Optimisation

Metrics: Insights and Third-party Measurement Tools

Facebook Page Insights presents graphs and stats to evaluate your social media success. Third-party measurement tools aim much deeper, generating useful information that Facebook doesn't reveal. Typically, they collate vast amounts of data about Pages, posts, impressions, shares, follows and likes. They then categorise, assess and establishing benchmark metrics to compare, calculate statistics and describe trends. Many give real-time feedback, so a social campaign can be monitored as it happens and tweaked as needed.

Which tool is best? That depends on what you need and what you can spend.

Quintly

Quintly offers social media analytic services with a user-friendly design and a free option that doesn't expire. Limited Facebook analytics are available to free accounts. Paid customers can access to a swathe of reporting options, with analyses of all major social media platforms able to be sent to nominated recipients.

Off-the-shelf packages range from US$69 per month through to US$399 per month. Larger clients can negotiate custom packages to meet requirements.

Social Bakers

Social Bakers lets you see who your competitors are targeting, how, and if they're succeeding. You can get reports on any profile or Page, including fan growth, user activity, engagement levels, volumes of fan posts and brand response times.

Social Bakers' enterprise plans are fully customisable, starting at A$1000 per month. Off-the-shelf plans range from A$120 (three Pages) through to A$480 per month (20 Pages).

UnMetric

Unmetric looks at the words and phrases of every Facebook post, assigns an engagement rank to each one and picks out trends as they emerge. Unmetric also has unique value proposition in relation to Facebook apps: it analyses how brands use their apps in promotional campaigns.

With a focus on Fortune 500 clients, Unmetric has neither off-the-shelf products nor published price lists.

PILLAR 4 Facebook Apps and Marketing Integration

Facebook apps can be a great way to extend content and integrate marketing directly into your Page. Whatever your scope or budget, there is a host of third-party services and vendors that make it easy to do things like:

- Creating interesting features your audience will love
- Create and manage contests, sweepstakes, share coupons and giveaways
- Integrate contact forms to gather leads
- Showcase Twitter, Pinterest and Instagram feeds.

Below are some options that can help you do everything listed above and more.

Page Modo

Pagemodo (www.pagemodo.com) is a simple and inexpensive subscription platform for creating apps and customising Facebook Pages. Pagemodo also lets you point-and-click to:

- ✓ Advertise and sell products through your Facebook Page
- ✓ Create custom cover photo designs and visual posts
- ✓ Receive suggested posts and content

Cost: A free trial version lets you manage one Page, create one custom app, design a cover photo, find suggested content and schedule one post a day. Full-service plans range from US$6.25 per month up to US$33 per month.

Ideal for: SMEs with a limited budget.

Shortstack

Shortstack (www.shortstack.com) is a subscription platform specialising in custom app design and Facebook Page promotions. Its unique features include:

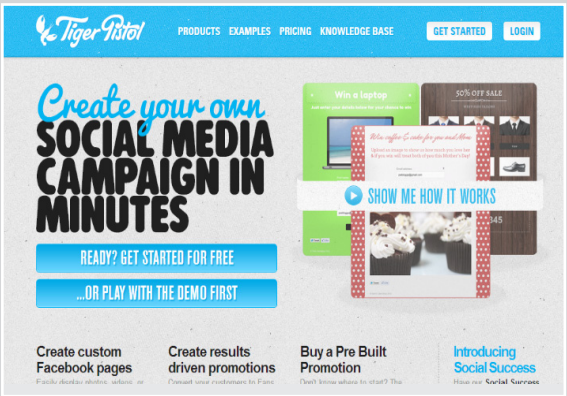
- ✓ Allow fans to enter promotions via Instagram
- ✓ Integrate photo and video into promotions
- ✓ Embed your Facebook app into your website, blog, etc.

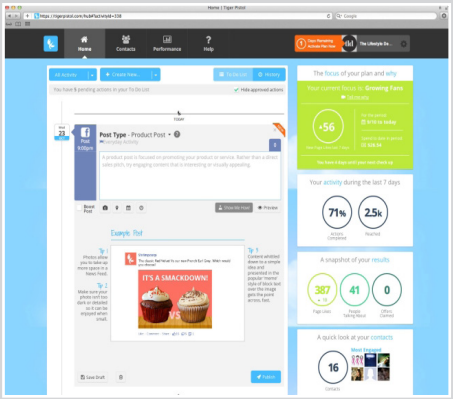
Cost: A free trial version gives you access to a limited range of basic features and promotions. Tiered full service plans range from US$30 per month to US$300 per month depending on your number of fans. Large enterprises (1,000,000+ fans) can contact Shortstack to customise packages for their needs.

Ideal for: Businesses and budgets of all sizes.

Note: We've heard rumours that Facebook is considering changes to the use of third-party applications, so make use of custom apps while you can.

PILLAR 4 Facebook Apps and Marketing Integration





Tiger Pistol

Tiger Pistol (www.tigerpistol.com) is an Australian start-up aiming to guide small businesses to Facebook success. They offer both Do It Yourself and Do It For Me solutions.

For their DIY offering, Tiger Pistol assesses your Facebook activity, identifies what's worked for similar businesses and then generates
a Facebook marketing plan for you to implement.

Their more comprehensive Do It For Me service will:

- ✓ Assign a human specialist to set up, optimise and regularly update your Facebook Page (and other social media pages too)
- ✓ Create posts and respond to comments, mentions and reviews on your behalf
- ✓ Report fortnightly on brand progress and potential opportunities

Cost: The DIY services are free for the first three weeks, and A$45 per month thereafter. Do It For Me plans have a A$150 start-up fee, with monthly plans ranging from A$249 to A$399.

Ideal for: The DIY offering is great for SME's that want help optimising their Facebook Page but lack the budget for a comprehensive service. Do It For Me plans will appeal to brands with the desire and budget to fully outsource their social media management.

Full Meal Deals

Comprehensive inbound marketing suites can allow for the implementation, management and monitoring of multiple marketing campaigns—including social, search and email—from a centralised platform. Vendors of such platforms include Vocus and Salesforce ExactTarget Marketing Cloud.

If all you want is a quick and easy way to create custom Facebook apps, these powerful suites are like bringing a Ferrari to a billy cart race. However, if you'd like to integrate Facebook activity into wider multi-platform inbound marketing campaigns, they may be more your speed.

Cost: These services don't come cheap. Vocus (www.vocus.com) offers plans ranging from US$300 per month for up to US$2,500 per month. Salesforce (www.salesforcemarketingcloud.com) also have a range of plans and provide quotes upon request.

Ideal for: Businesses with a bigger budget and a need to integrate Facebook into wider inbound marketing campaigns.

PILLAR 5 Facebook Advertising

The only way to be sure your brand gets in front of users is to buy Facebook Ads. You can bid for ad space in the News Feed or in the Sponsored section of the web interface.

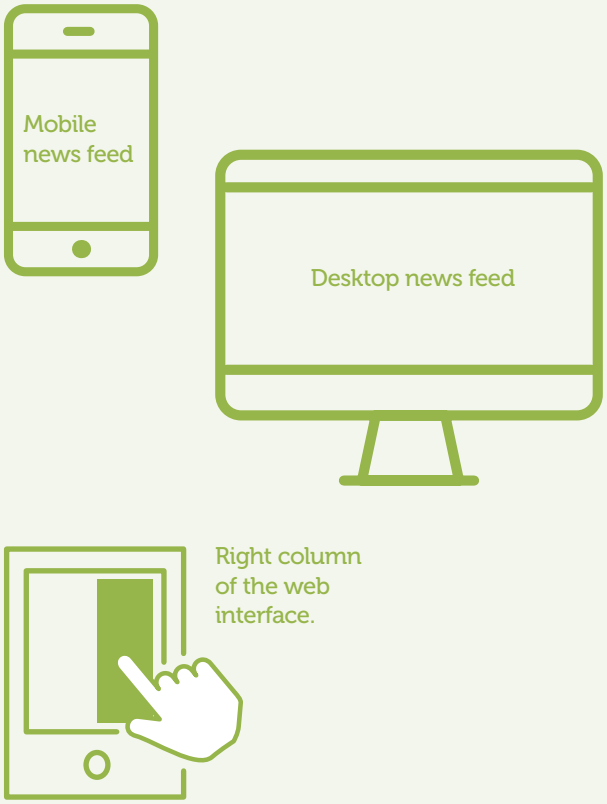
With a fixed ad-to-post ratio in News Feeds and an increasing demand for ad-space, prices have risen sharply in recent years.

Objectives, types and locations

Facebook organises its advertising units according to eight possible objectives:

1. Page post engagement—increase likes, comments, shares, video plays and photo views
2. Page likes—build your brand's Facebook following
3. Clicks to website—encourage users to visit your website
4. Website conversions—encourage users to take specific actions on your website
5. App installs—get users to install your app
6. App engagement—get users to be more active on your app
7. Event responses—promote an event
8. Offer claims—encourage users to take advantage of a promotional offer

These objectives feed into a selection of Facebook Ad types, each of which can appear in one or more of:



Advanced users (i.e. big spenders) get access to a few additional options, including feature ads on the Facebook Logout page and ads on the right-hand side of the Facebook Homepage.

*As of September 2014,

PILLAR 5 Facebook Advertising

Objectives, types and locations

Objective	Ad Type	May be placed in		
		Mobile news feed	Desktop news feed	Right Column
Page post engagement	Page post photo ad	✓	✓	✓
	Page post video ad	✓	✓	✓
	Page post text ad	✓	✓	✓
Page likes	Page like ad	✓	✓	✓
Website clicks and conversions	Page post link ad	✓	✓	✓
	Domain ad	✗	✗	✓
Mobile app installs and engagement	Mobile app ad	✓	✗	✗
Desktop app installs and engagement	Desktop app ad	✗	✓	✓
Responses to promo offers	Offer ad	✓	✓	✓
Responses to an event	Event ad	✓	✓	✓

*As of September 2014,

PILLAR 5 Facebook Advertising

Targeting

Facebook ad settings can be customised to reach very specific audiences, so advertisers only pay to reach people who are likely to be interested. As Wing Cheung of ANZ observes: "With the ability to target more and more effectively, marketing in Facebook is going to become even more personal".

Options

After you confirm your creative, Facebook will give you a chance to identify the sort of people you're trying to reach. Advertisers can define their audience according to:

- ✓ Location
- ✓ Age
- ✓ Gender
- ✓ Language
- ✓ Relationship status
- ✓ Education
- ✓ Work
- ✓ Ethnic affinity
- ✓ Generation
- ✓ Parents
- ✓ Interests
- ✓ Behaviours
- ✓ Life events—e.g. currently away from home, new job, long distance relationship

You can also target users who are (or are not) connected to your Page, app or event.

Custom audiences and lookalikes

Advertisers can create their own lists (email addresses, phone numbers, Facebook user IDs, mobile advertiser IDs) and submit them to Facebook as data files (.csv spreadsheet file) or synch through MailChimp (mailchimp.com).

Facebook recommends only using custom audiences if the list contains 1000 or more people.

Lookalike audiences leverage your existing list to find new potential customers who are similar to those in your custom audience.

PILLAR 5 Facebook Advertising

Price: Budgets and Bids, Impressions and Clicks

The budget specifies the maximum that the advertiser will spend, either for a single day or for the entire campaign.

Under the bidding system, advertisers specify how much they will pay to achieve a certain outcome—either per click or per impression. Advertisers can manually set a maximum bid, or they can use Facebook's automated optimisation which claims to maximise the results.

Per Impression

Facebook's per impression units are optimised Cost Per Mille or oCPM (where mille means 1000 ad views). Neil Walter of Walter Analytics says that such advertising can be effective "until
individual users see it four to five times, after which click through rates decline."

By default, ads bought by oCPM bids are targeted to ensure an ad is most likely to appear in front of a user who has previously responded well to similar ads.

To guide CPM bidding, Facebook offers suggested CPM bid ranges. As of April 2014, it is estimated that ads in the right-hand column have an average CPM of US$0.20. For the mobile News Feed, estimated average CPM is US$5.72.

Facebook gives Fixed Cost Per Mille (FCPM) pricing to special clients, but it's not available through standard automated services. The big spenders who can swing this deal must negotiate directly with Facebook.

Per Click

Cost Per Click (CPC) pricing means advertisers pays for each click through to the chosen online destination. CPC may be appealing for campaigns where the objective is to get users to convert on an external website.

If you select CPC pricing, you can choose to nominate a maximum bid that suits you, or to automatically optimise your bid to get more clicks. While the former affords you more control, Facebook's detailed knowledge of your market makes optimisation the preferred method for many advertisers.

Testing and improving

Neil Walter advises brands to begin by developing three to five ads for each segment with unique copy and images. Then, Neil says, "check campaigns once or twice a day for the first few days so you can pause or change low-performing ads" to get the biggest bang for your buck.

smk

MORE FROM THE EXPERTS

WHY is Facebook important?

CASSIE ROMA,
SOCIAL MEDIA AND ONLINE MARKETING MANAGER, ANZ NEW ZEALAND

Facebook is by far and away the most popular social media channel when it comes to household saturation stats, how often people log-on, and how long they stay engaged each time they visit the site. The channel itself is made for storytelling and rich content which is a perfect way for brands to solidify their essence, their voice, and their story. It's also a very powerful tool when it comes to gaining both data and insight.

WILL BARBER,
ONLINE COMMUNITY MANAGER AT SIMPLOT

Simply put, Facebook represents the most targeted and cost-efficient digital communications channel available. The trick is in understanding the constantly integrated and highly personal nature of the platform, and developing a clear social strategy.

WHAT are the top 3 ways Facebook can assist a brand?

KATE THOMPSON,
SOCIAL STRATEGY DIRECTOR, CLEMENGER BBDO MELBOURNE

1. Deliver reach (awareness, lead generation, site visits)
2. Facilitate smart targeting (segmentation of communications i.e. right message, right person, right time)
3. Enable brand engagement (dialogue, interactions, apps, competitions)

HOW has your brand benefited from using Facebook?

JACQUIE ABBOT,
SENIOR PUBLIC AFFAIRS MANAGER AND HEAD OF SOCIAL MEDIA, VIRGIN AUSTRALIA

As a business we've embraced social media and understand its true value in reaching the travelling public. We have a 24/7 social media service team that monitors conversations across all of our social channels. Since establishing our team we have maintained an initial response time for customers of less than 15 minutes and as a result we've seen online sentiment towards the brand skyrocket.

ABOUT SMK

SMK is Australia's leading dedicated social media training and research business. A knowledge hub at heart, SMK exists to help businesses become more effective users of social media and digital channels.

With its industry leading training programs, SMK educates and coaches businesses on how to use social media more effectively and assists them in overcoming organisational challenges. SMK's tailored In-house training programs, and step-by-step approach, help businesses navigate the social media space in a carefully considered manner, creating a solid platform for success.

SMK has provided training for Australia's leading businesses and brands, including: Jetstar, NAB, Pfizer, Panasonic, News Magazines, Nivea, Tourism Australia, McDonalds, Transurban and Subaru, to name just a few.

smk

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@smkapac