

Elias Chavando

Director, Applied Marketing Strategies
Director, Louddoor

Credentials

Applied Marketing Strategies

- 23 Social Media Clients
- 15 Digital Media Clients
- Over 23 million people in Facebook in both languages
- Over 7 million twitter followers

Louddoor

- Preferred Facebook Developer
- Largest Facebook database outside of Facebook
- Over 52 million people in own Facebook pages
- Over 94 million profiles in database

Social Media

What Is Social Media?

- Properties
- Additional Media Outlets
- Additional Sources of Revenue

Social Media Marketing Stages

1. Test

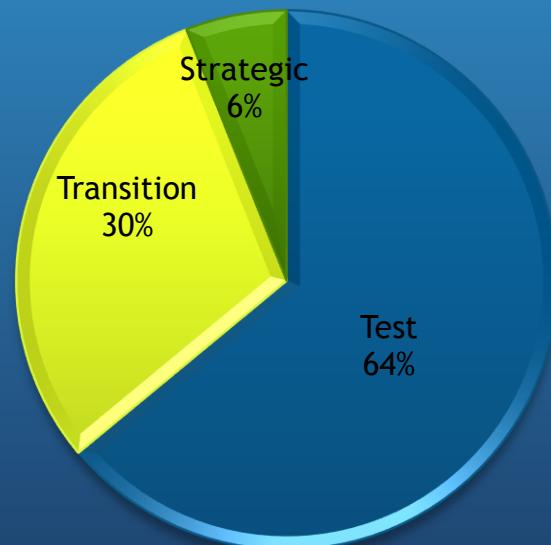
Organization does not have defined processes. Has entry-level talent managing properties.

2. Transition

Defined processes, but not clear direction or objectives. Semi-trained talent managing properties.

3. Strategic

Defined processes. Budgets, objectives and professionals managing properties. Profitable.



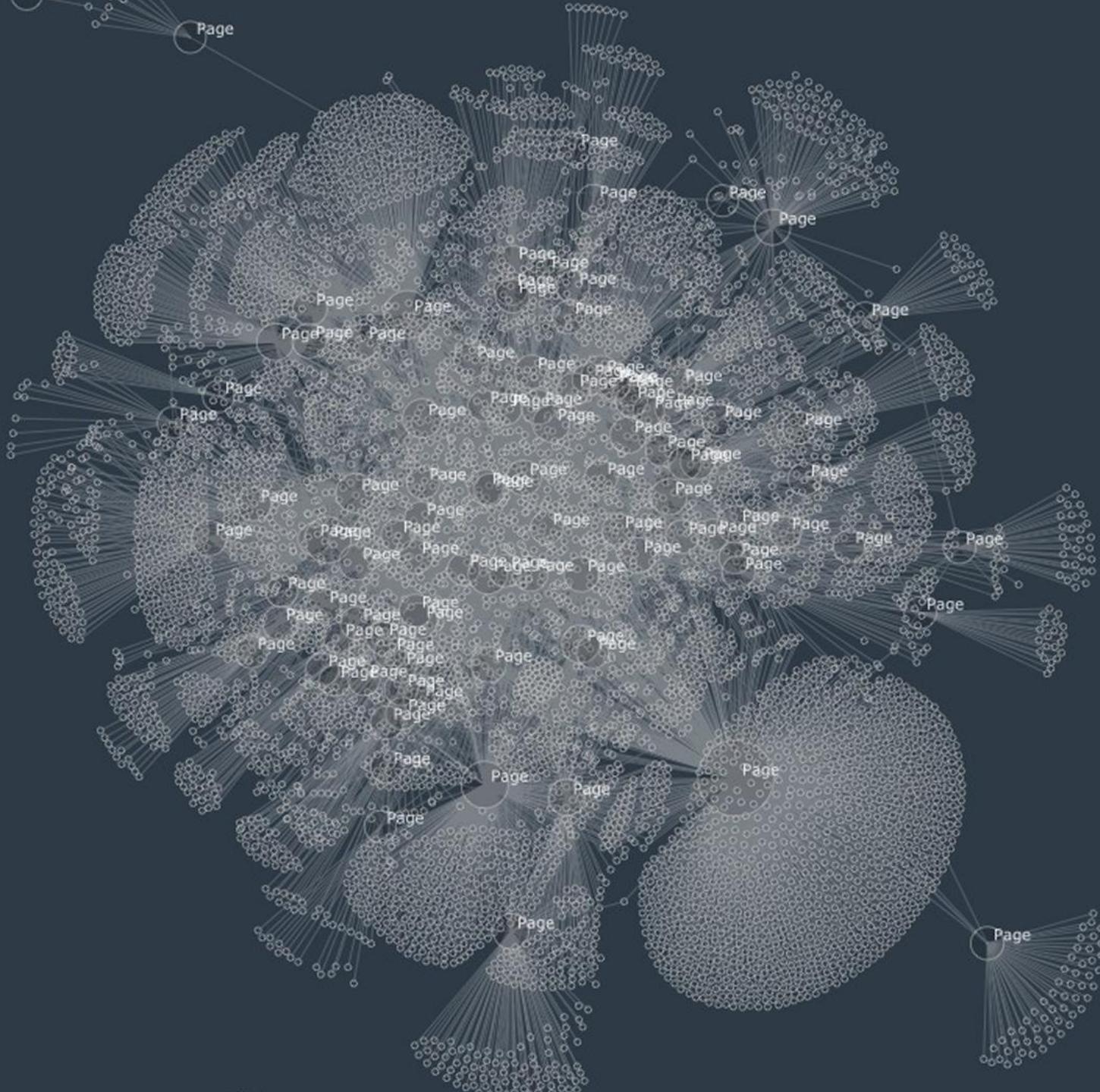
Huge Opportunity!

Common Mistakes

- Try to be in too many platforms
- Try to “automate” processes
- Fake fans/followers
- Too much selling
- Lack of commitment
- Inexperienced people running the properties

Myths

- It is easy
- It is free
- It grows virally
- Does not make money
- “My nephew is really good with computers, he can handle it”



So, how do I do it?

Social Media is About *Emotions*



WALT DISNEY
PICTURES PRESENTS
THE
LION KING
SPECIAL EDITION



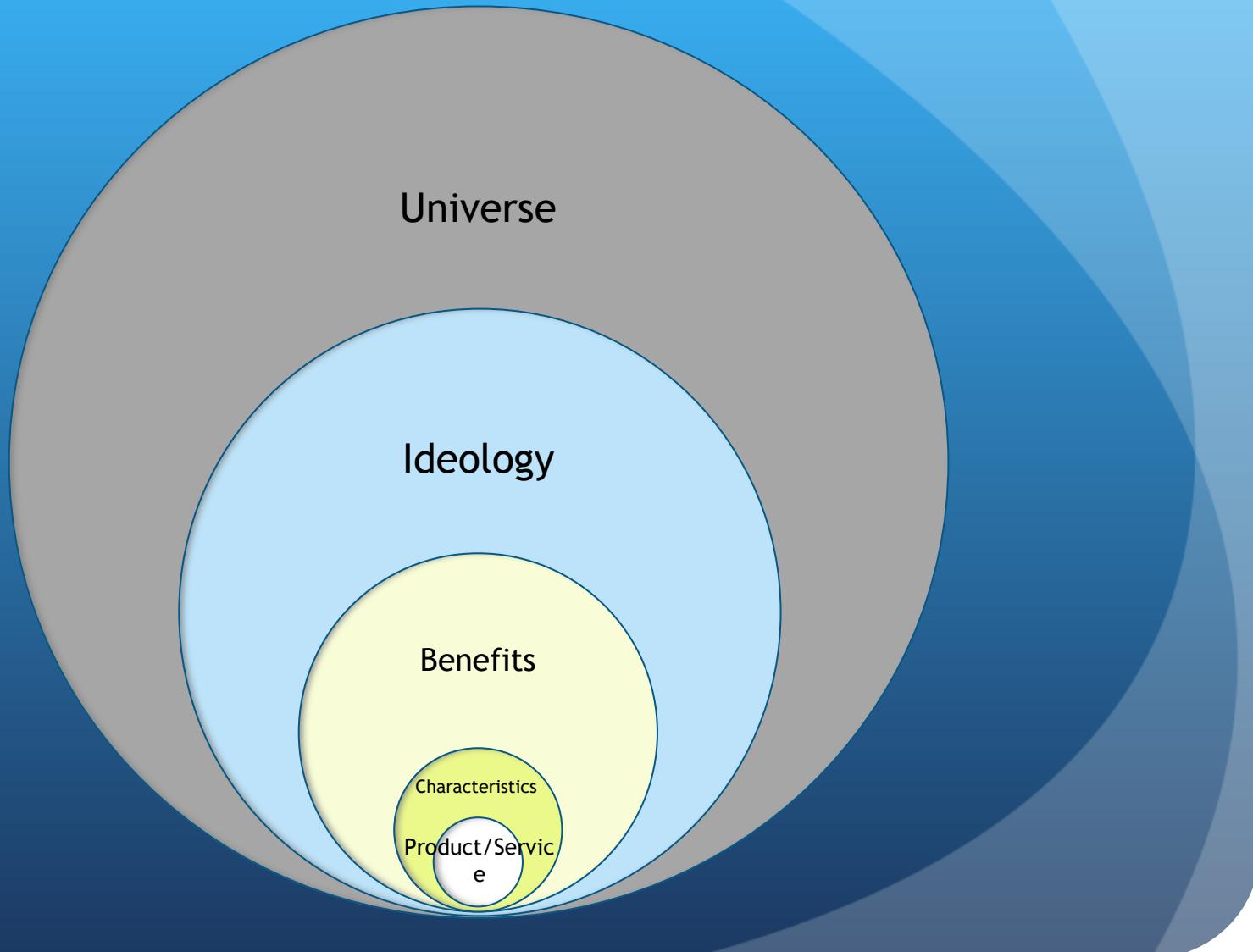
©Disney.

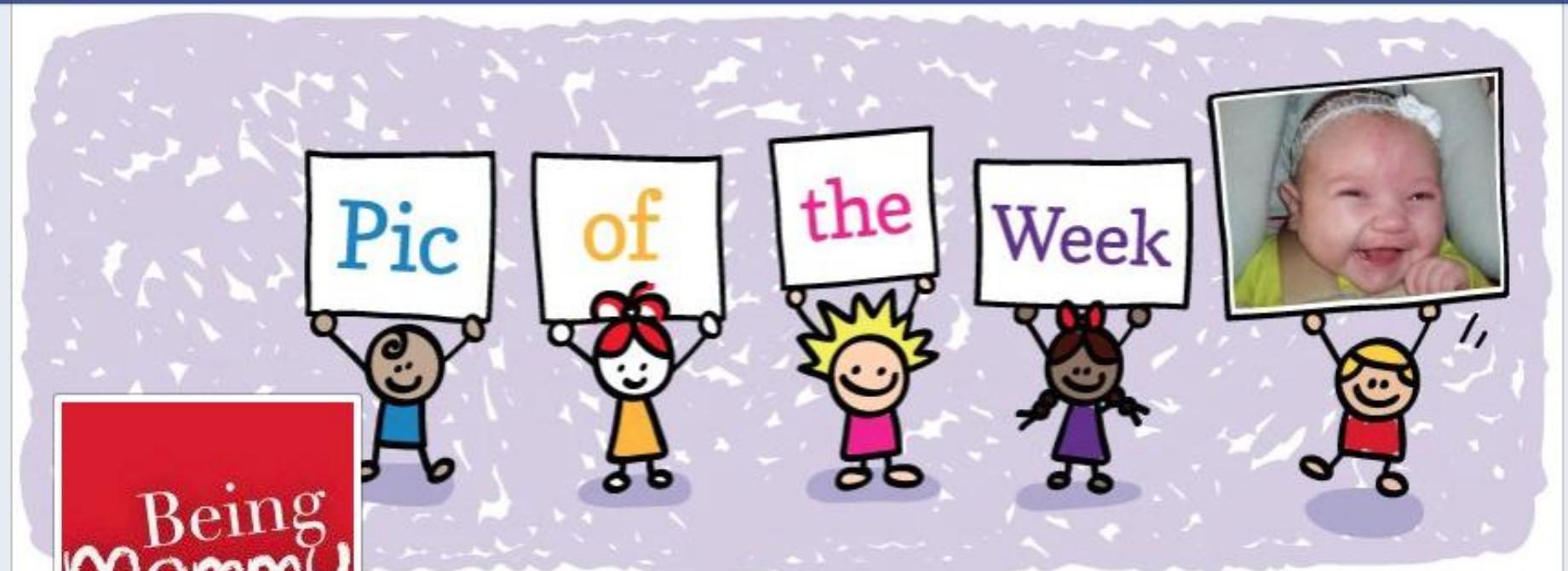
Everyone's favorite
subject is themselves

Social Marketing: Generational by Ideologies

Generation	Year of Birth	Medium Year	Average Age		Ideologies
Lucky Few	1929 - 1945	1937	74		<ul style="list-style-type: none">• Freedom• Austerity
Baby Boomers Hippies Generation Zero	1945 - 1964	1955	56		<ul style="list-style-type: none">• Peace & Love• Take Advantage• No consequences• Connection with nature
Generation X (Children of hippies)	1965 - 1982	1974	36		<ul style="list-style-type: none">• I am special• I deserve• Depression• “Magic Pill”
The new Boomer(Y)	1983-2001	1992	19		<ul style="list-style-type: none">• Immediate Remuneration• Solitude• Text communications• Anti-social• The will save the world
Trophy Generation	1990-2009	2000	7		<ul style="list-style-type: none">• Fear• Deserve to win - Everybody wins

Why is this important?



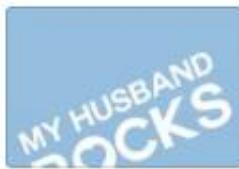
**Being Mommy** 

1,246,916 likes · 1,016,046 talking about this

 Liked Message

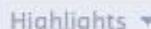
Website

Celebrate the joys of Being Mommy! Grab a cup of coffee, get comfy and join the discussion. -share tips and tricks -post pics of the kids -brag -receive support -relax and have fun

MY HUSBAND
ROCKS 1.2m[About - Suggest an Edit](#)

Photos

Likes

 Highlights



Being Mommy shared Activate Drinks's photo.
September 28

In honor of the #MissWorld Pageant!

**The Most
BEAUTYful
girls are the
ones that
have more to
offer than
just their
looks.**





MÉXICO VS PANAMÁ

Hexagonal final

LA PASIÓN QUE NOS UNE



Viernes 11 de octubre | 20:30 hrs | Estadio Azteca

Selección Nacional de México

2,399,590 likes - 102,068 talking about this

▼ Liked

Message

* ▾

Sports Club

Facebook Oficial de la Selección Mexicana |
<http://miseleccion.mx/>



Photos



Events



Likes



Twitter

About - Suggest an Edit

Likes

[See All](#)



Comex

Engineering/Construction

[Like](#)



adidas FMF

1 friend also likes this.

[Like](#)



NatureNutrition

Food/Beverages

[Like](#)



Roshfrans

Automobiles and Parts

[Like](#)



Coca-Cola

2 friends also like this.

[Like](#)



Selección Nacional de Méx...

Timeline ▾

Recent ▾

✓ Liked

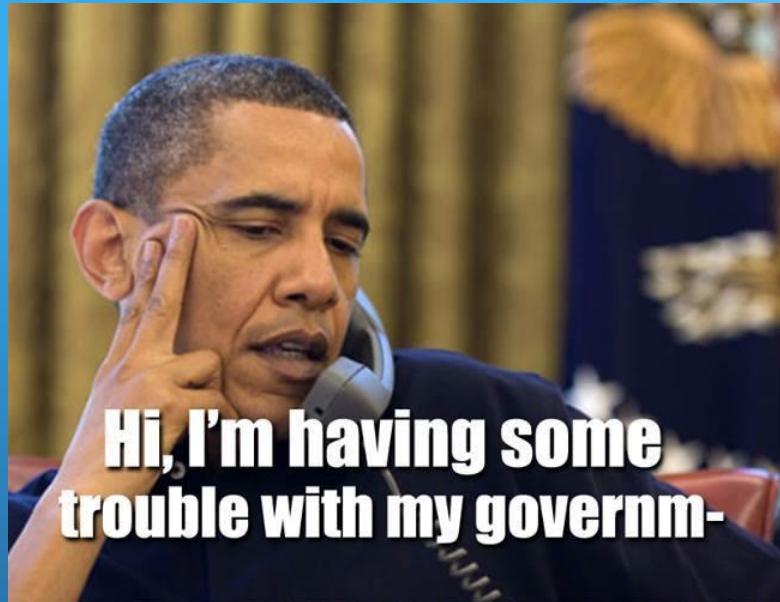
¡Ya falta menos! Adquiere tus boletos para el juego ante Panamá: <http://bit.ly/16ew3D1> #Jugamos12 en el Estadio Azteca. —
with Yazmin Jackson and 6 others.

See Translation



But, not all is selling in
Social Media...

Give Your Audience Something To Share...



Have fun and make
money with Social
Media!