

# Elias Chavando

Director, Applied Marketing Strategies

Director, Louddoor

# Credentials

## Applied Marketing Strategies

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

## Louddoor

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- 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

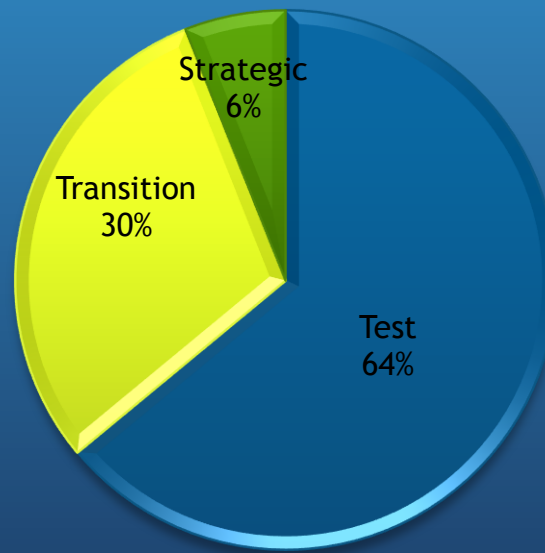
Organization does not have defined processes. Has entry-level talent managing properties.

## 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.



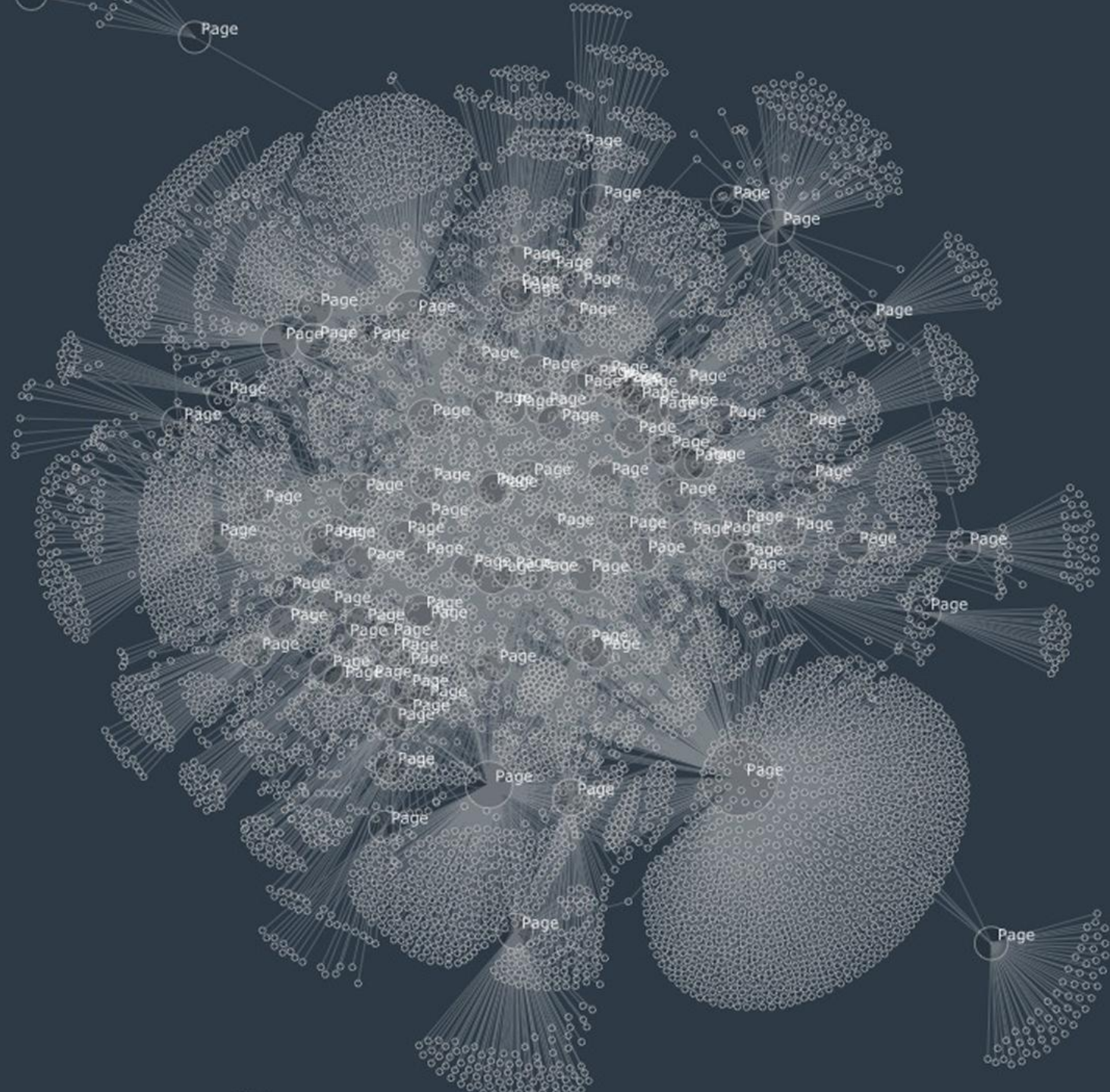
Huge Opportunity!

# 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



Now Available On  And Video.

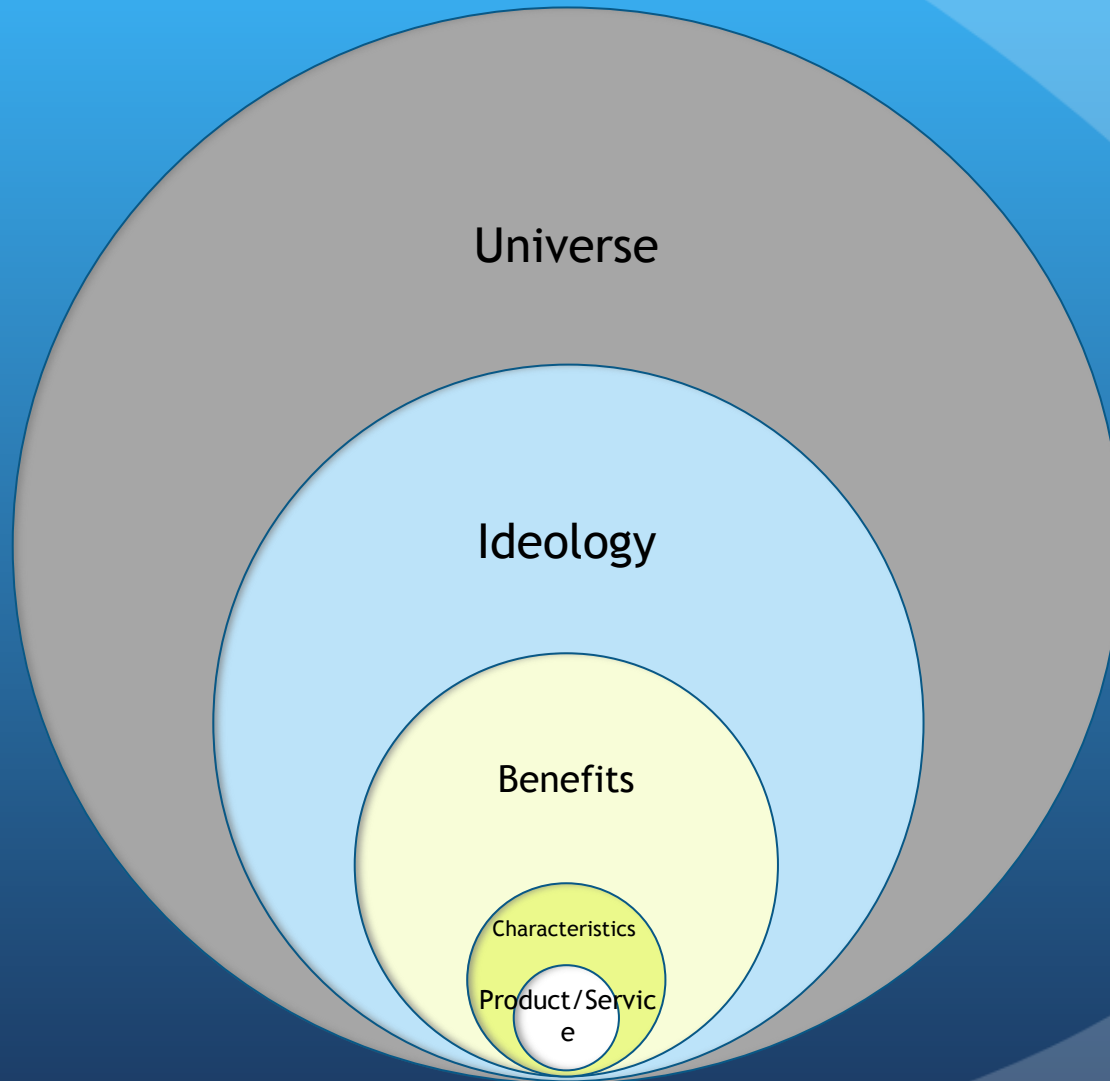
©Disney.

Everyone's favorite  
subject is themselves

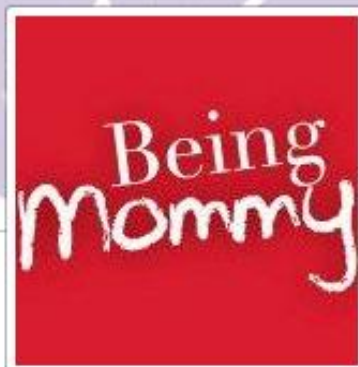
# Social Marketing: Generational by Ideologies

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

# 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



Photos

1.2m

Likes

About - Suggest an Edit

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/>

About - Suggest an Edit



Photos



Events



2.3m

Likes



Twitter

5

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!**