

Σ.Ε.Β. & SOCIAL MEDIA

ON THE COUCH



SOLID HANDLES THE DIGITAL FOOTPRINT



Unilever



LAPIN HOUSE

PERFETTI



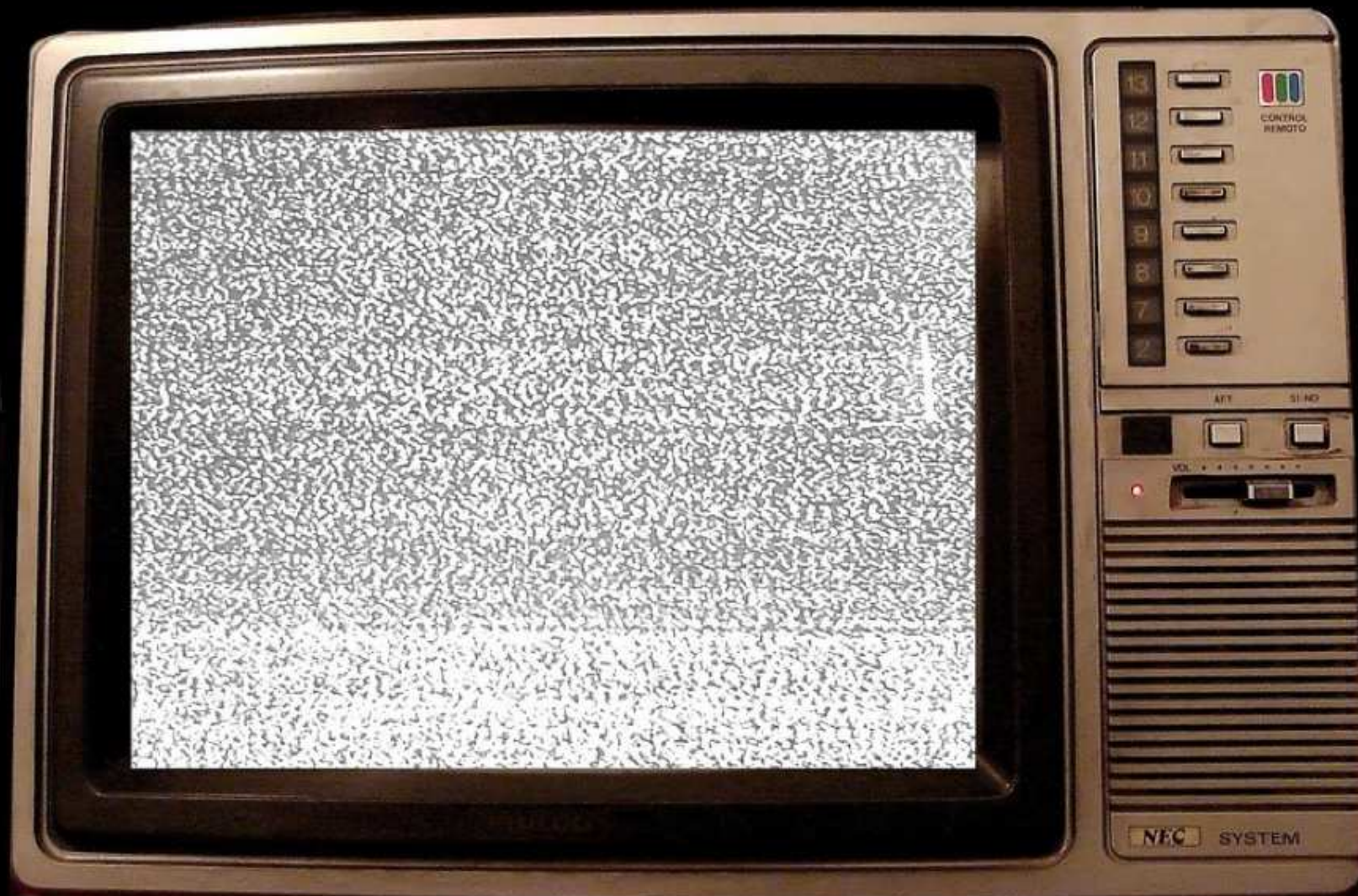
Sony Ericsson



40 YEARS OLD IN A SUPER CONNECTED WORLD



I USED TO CALL MY FRIENDS



WATCH TV



HANG OUT

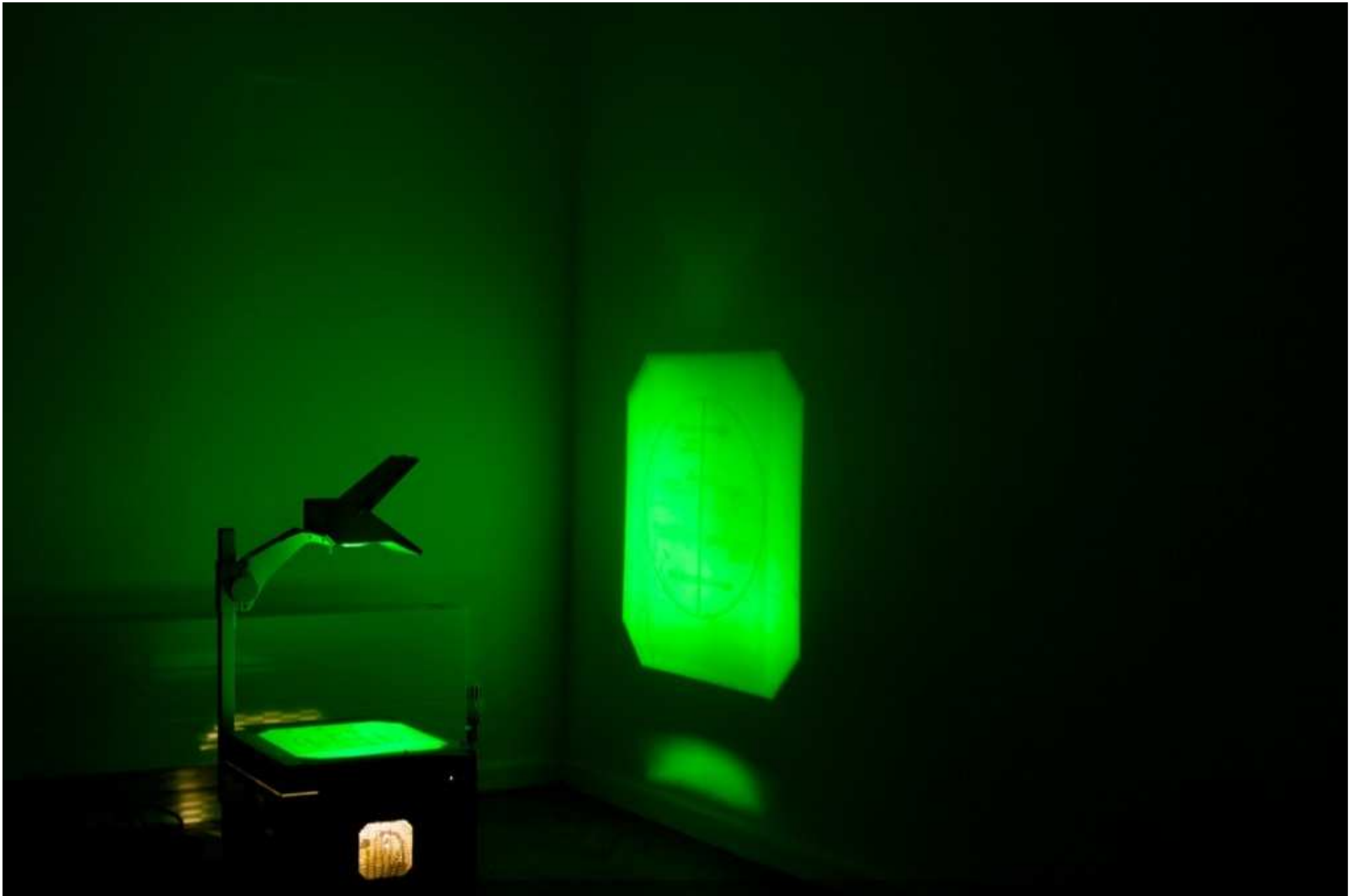


Photo by ROSS HONG KONG - Creative Commons Attribution-NonCommercial-ShareAlike License <http://www.flickr.com/photos/27302727@N03>

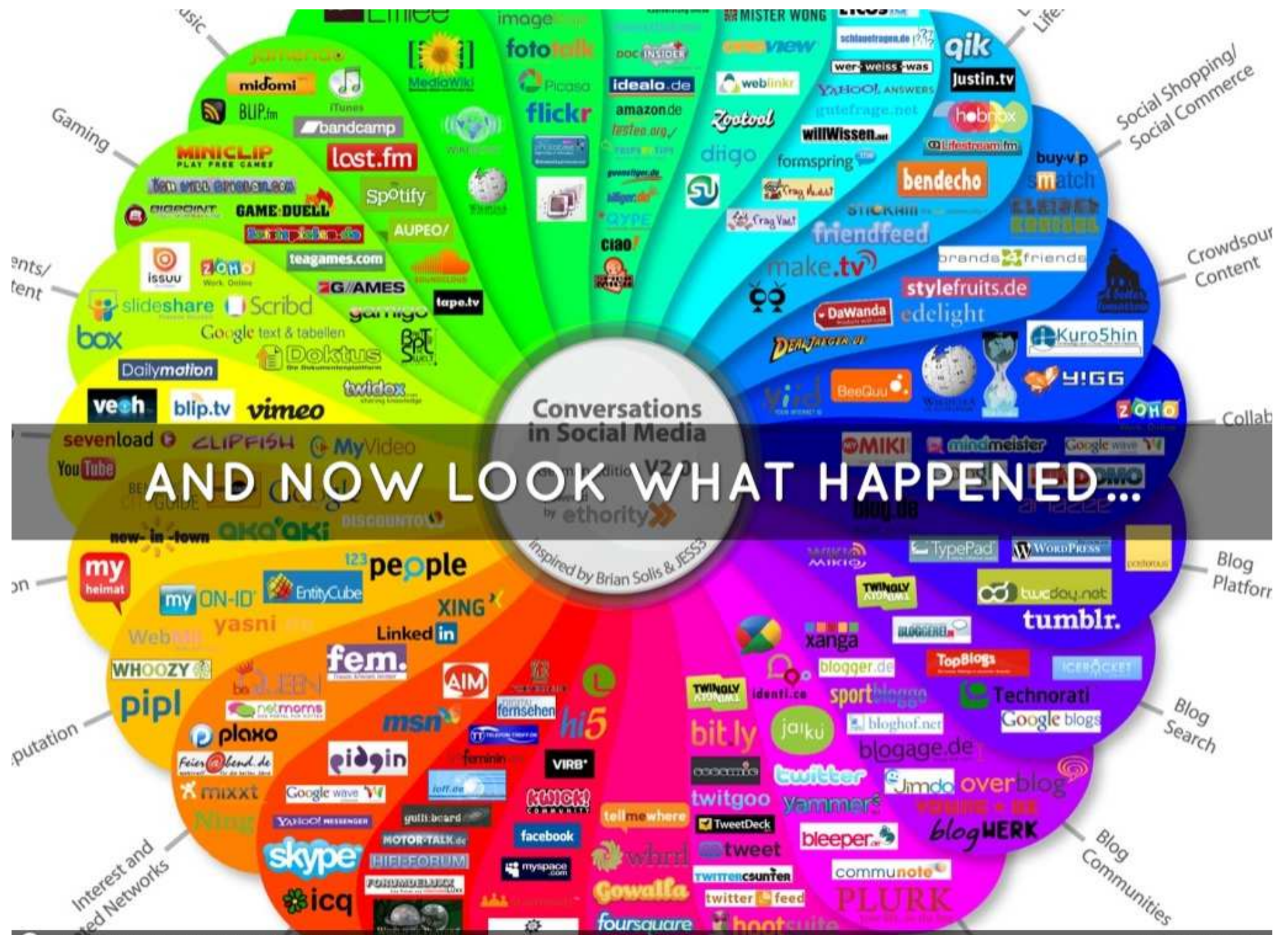
Created With Haiku Deck



ON MY FIRST STEPS IN ADVERTISING...



ON MY FIRST STEPS IN ADVERTISING...



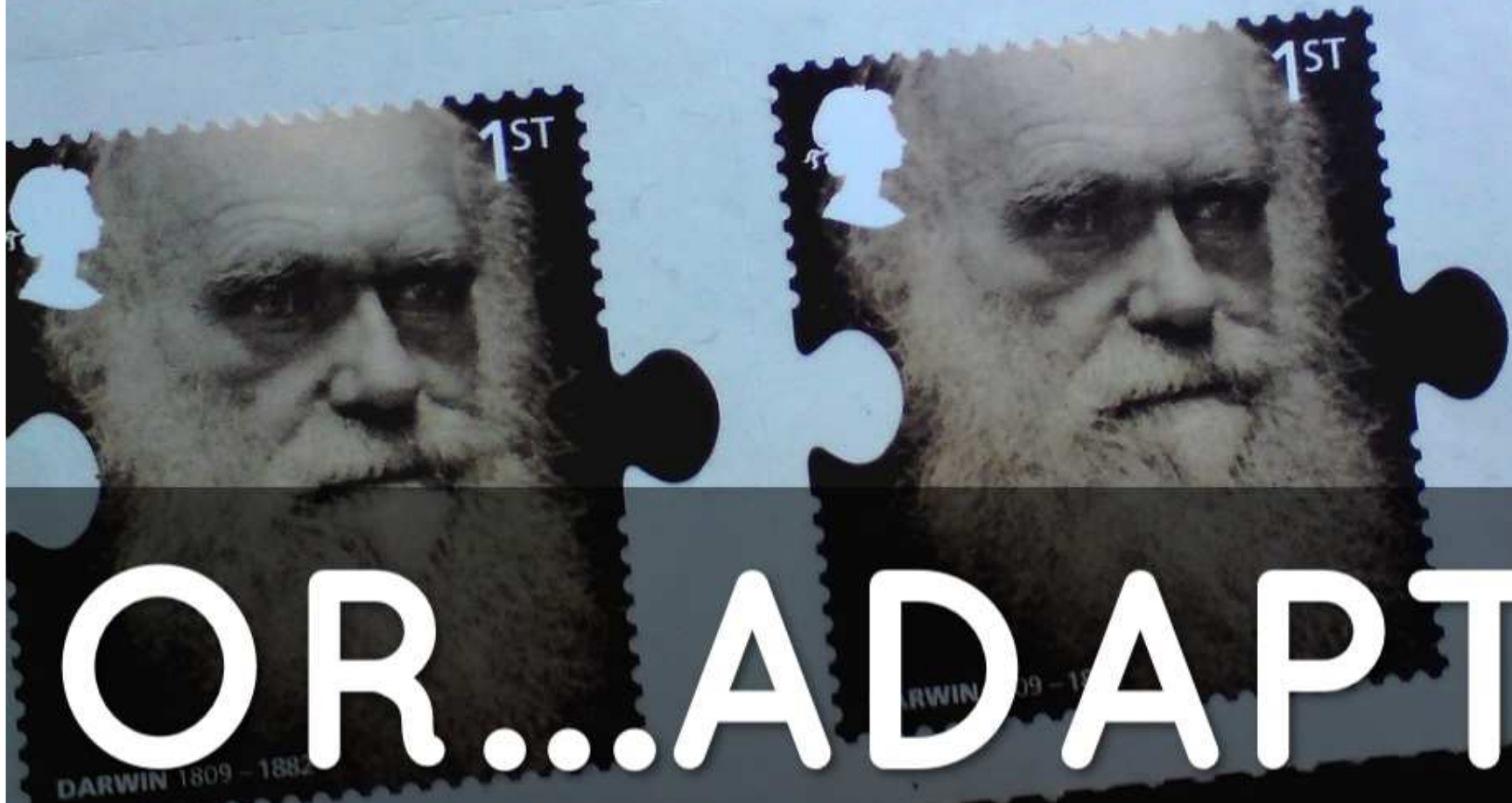


EVERYTHING CHANGES IN AN INFURIATING WAY!

WE CAN ALWAYS...



Darwin



OR...ADAPT!



WHY?

BECAUSE OTHERS DID SO :)
US DIGITAL AD SPEND. TO TOP \$37,31 BILLION



BECAUSE OTHERS DID SO :)
ONLINE SPENDING OVERTOOK TV, UK 2009



OR BECAUSE WE DON'T HAVE MONEY FOR TV :)



OK, SERIOUSLY...

WHY?



"MESSAGE" IS NOW "DIALOG"

IT'S NOT A "PUSH", IT'S A "PULL" MECAHNISM



BECAUSE YOUR CUSTOMERS USE THEM

A pair of hands with white nail polish is holding a small globe. The globe is composed of interlocking puzzle pieces, each featuring a different character or symbol from various alphabets, including Latin, Greek, and Chinese. The background is dark blue. A semi-transparent grey banner is overlaid across the middle of the image, containing white text.

INTERACTIONS AMONG PEOPLE IN WHICH THEY CREATE, SHARE
EXCHANGE & COMMENT CONTENTS IN VIRTUAL COMMUNITIES & NETWORKS

3.9



MILLION ACCOUNTS IN GREECE

1 BILLION + USERS



THE 3RD LARGEST COUNTRY IN THE WORLD!



GREECE IS #2

YouTube

IN THE WORLD, VIDEOS/USER, AFTER S.ARABIA

1.3 BILLION VIDEOS/MONTH



WE WATCH A LOT! #GREECE



90%

YouTube
Generation

OF THE GLOBAL INTERNET TRAFFIC WILL BE VIDEOS #2013

YOUTUBE REVENUE / VIEWERSHIP HOUR



REACHED CABLE TV IN U.S (2012)



TWITTER IS

CELEBRITIES



TWITTER IS

POLITICS

TWITTER IS

RIOTS



TWITTER IS

BUSINESS

BEST





BLOGGING IS THE NEW PUBLISHING

60.000+ GREEK BLOGS

A wall with the LinkedIn logo and other colorful abstract shapes. The word "LinkedIn" is written in large, bold, black letters. The "in" part of the logo is in a blue square. The background is a light beige wall with various colorful abstract shapes and patterns, including a rainbow stripe and a camera lens.

LinkedIn

AND THERE IS SO MUCH MORE...

BECAUSE YOUR CUSTOMERS USE THEM
BEFORE THEY SHOP!



SOURCE

LOUD

FROM 5,2 TO 10,4!

THE SOURCES USED FROM ANY SHOPPER FOR ANY AVERAGE SHOPPING OCCASION

MODE

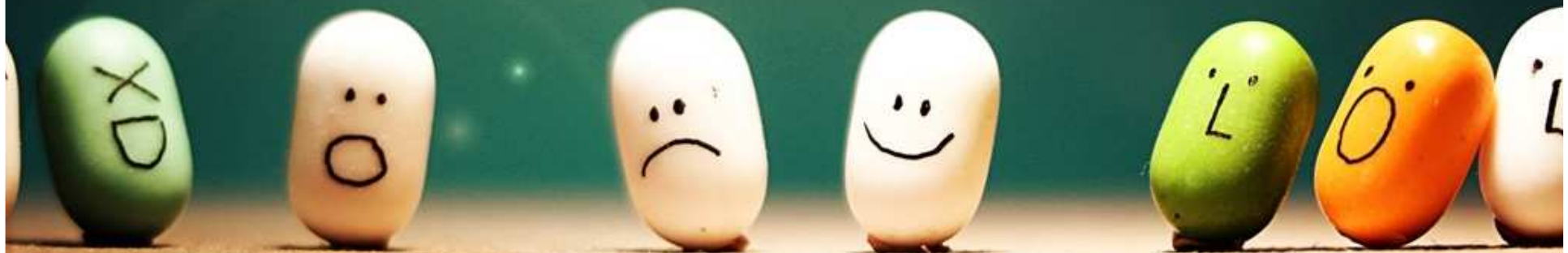




87%

STARTED THEIR SHOPPING JOURNEY WITH SEARCH

BECAUSE YOUR CUSTOMERS FRIENDS ARE
KEY INFLUENCERS #SHOP



PAID

OWNED

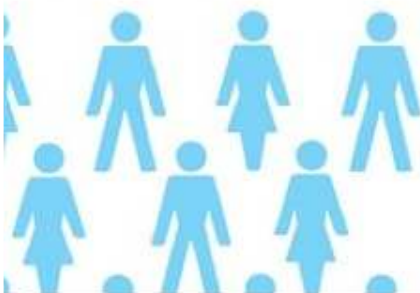
EARNED

Social Media

Print advertising,
Partnerships, television,
Sponsors, radio,
Sponsorships, media
buyers, paid search

websites, SEO, email
widgets/apps, social
network pages
communities, content,
service extensions - retail

SEO, Facebook, Digg,
YouTube, comments
Twitter, Flickr, Google+,
blogs, forums, email





SO, WHAT CAN I DO DOC?



CREATE CONTENT

FOR YOUR BRAND

A photograph of a boxer in a ring at night. The boxer is in the center of the ring, wearing a yellow and black outfit. The ring is surrounded by a crowd of spectators. The text "IT'S A TOUGH JOB" is overlaid in large white letters across the center of the image. The background is dark, suggesting an indoor arena or stadium at night. The lighting is focused on the ring, creating a dramatic effect. The text is in a bold, sans-serif font, making it the central focus of the image.

IT'S A TOUGH JOB

YOU FIGHT AGAINST TIME

6,5" ENGAGEMENT BETWEEN CONSUMER & BRAND



YOU FIGHT AGAINST

PEOPLE LIVES

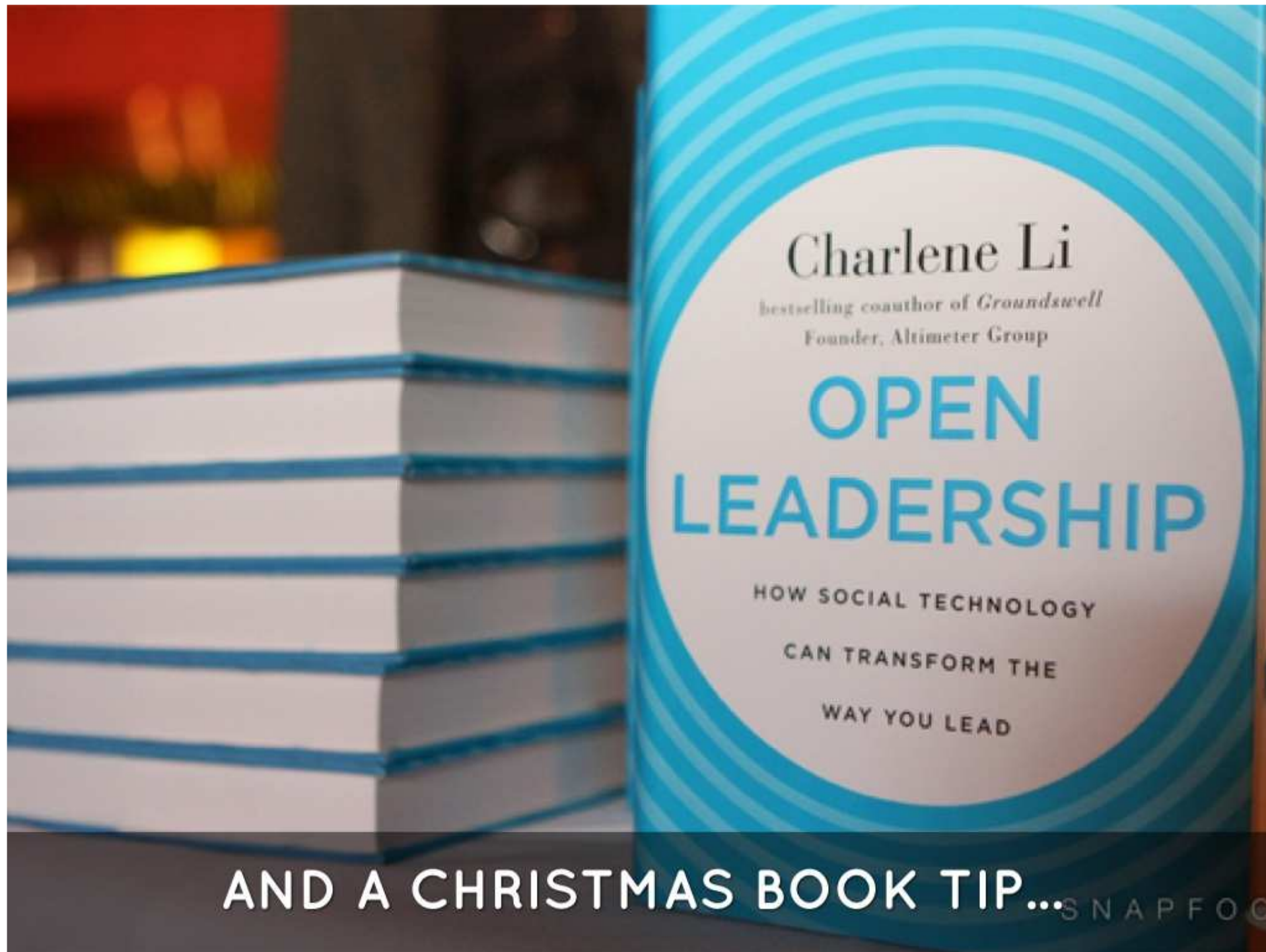




HOW CAN I DO IT?



SORRY, OUR TIME IS OVER
SEE YOU NEXT TIME, SAME HOUR :)



Charlene Li

bestselling coauthor of *Groundswell*
Founder, Altimeter Group

OPEN LEADERSHIP

HOW SOCIAL TECHNOLOGY
CAN TRANSFORM THE
WAY YOU LEAD

AND A CHRISTMAS BOOK TIP... SNAPFOG

Thank
You

@LOUKASTWITS DOWNLOAD IT: WWW.SLIDESHARE.NET/LOUKASPETROUNIAS
LOUKAS PETROUNIAS / SOLID.GR.