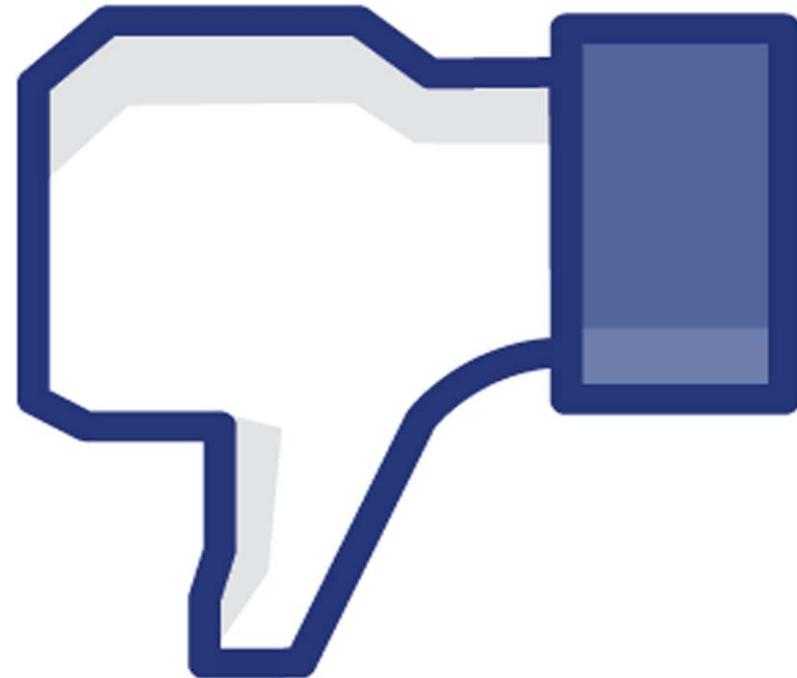
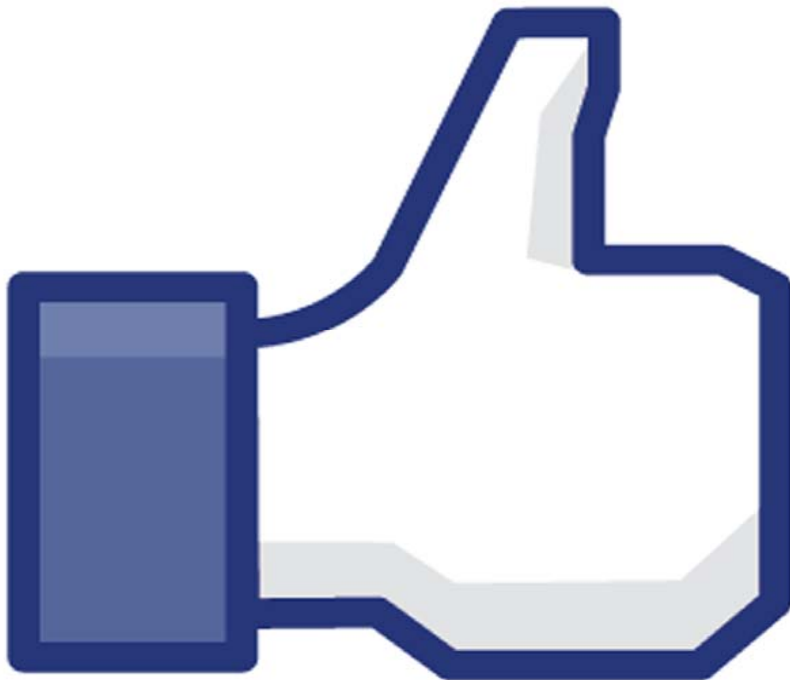


Social Media in B2B: Who Needs It?

Dan McGrath, DHL Express

AEB PR & Communications Committee, October 5, 2011

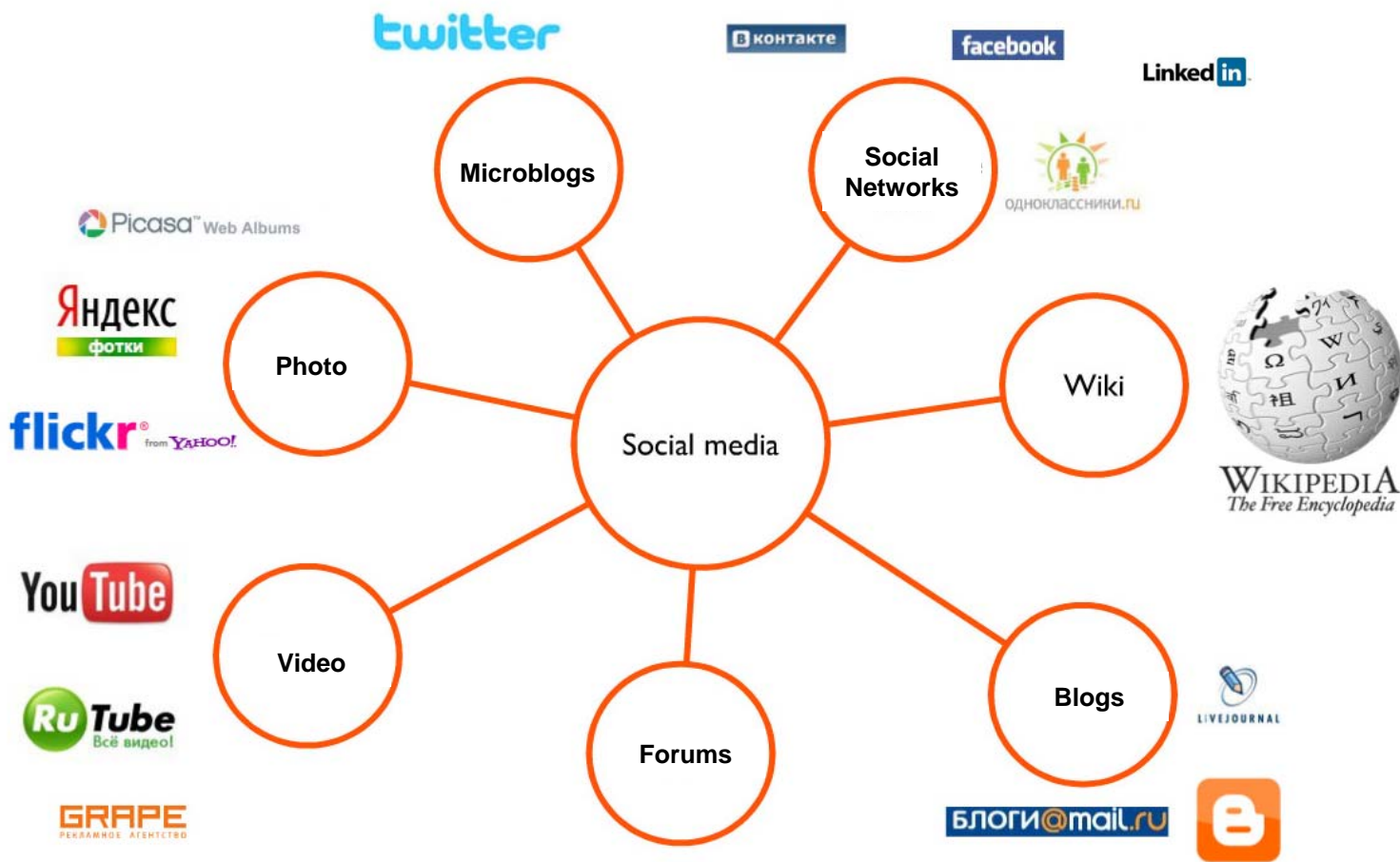


Who Needs It?

WE ALL DO.

THANK YOU

Social Media Snapshot



Stating the Obvious: Social Media is the Future

- Russia has over 47 mln internet users (second only to Germany in Europe)
 - 60 mln users, according to ITU
- Over half (52%) of all Russian internet users are registered in social networks, and the average user spends 24 hours per month online
- Russians are the heaviest social networkers worldwide, with an average of 9.8 hours per month spent in social networks (~2x world average)
- In 2010, Vkontakte recorded 25 million users per month
- Digital is predicted to be the No. 2 media in Russia for advertising in 2012



Sources: comScore, May 2011; ITU; Russian Association of Communications Agencies

Why We Love Social Media



- Social media offer a unique opportunity for engagement
- Your customers and employees can become ambassadors for your brand
- The cost-per-contact is significantly lower than most other media (lower still if your message goes viral)
- A marketing manager's dreams have come true – you can measure the impact!
- Messaging can be easily targeted to specific audiences

Why We're Cautious About Social Media

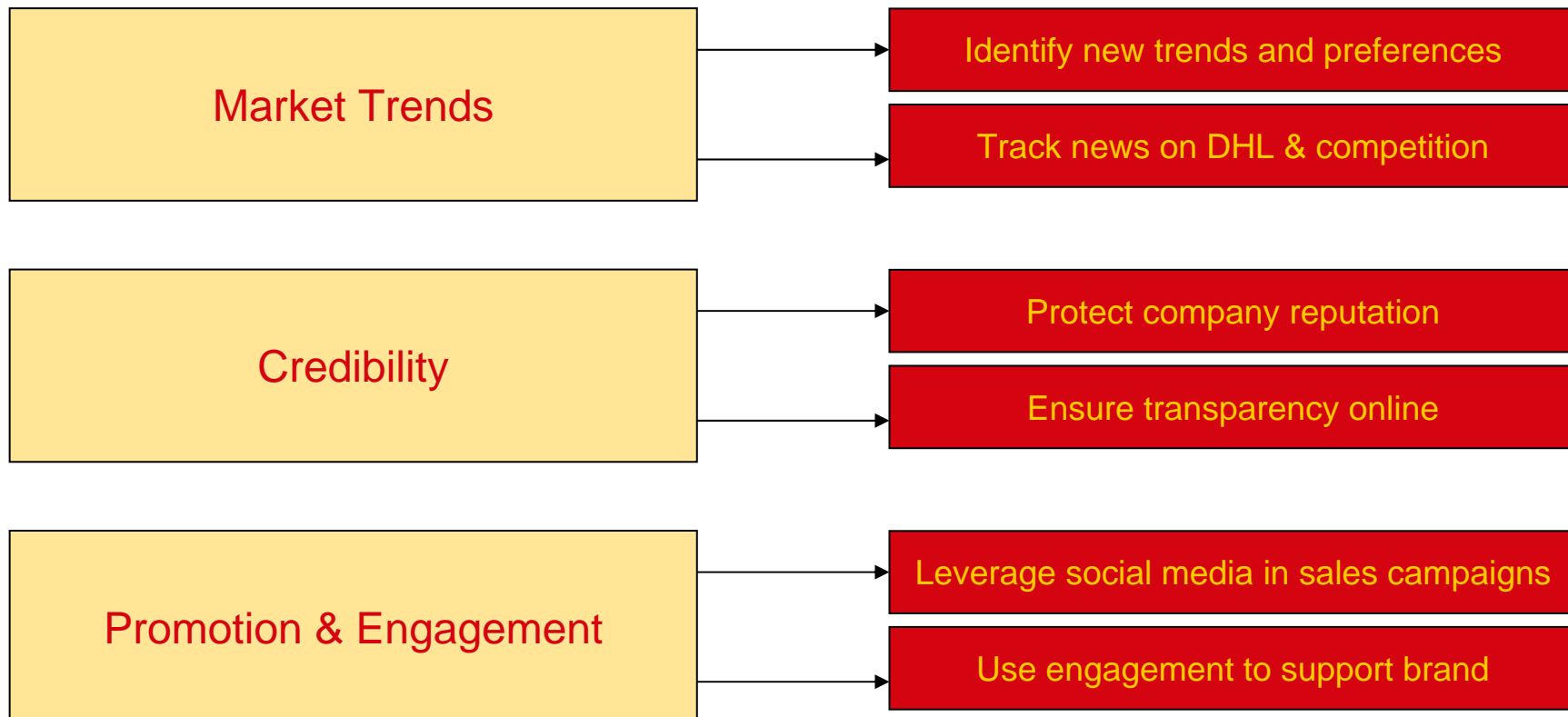


- Not everyone is interested in engaging with brands online
- Your customers and employees can attack your brand (anonymously)
- Is it really as cheap as it looks?
- Statistics can be (and are) “pumped”
- Fast-changing, fragmented environment
- Slow take-up with our (non-IT) B2B customer base – how much resource do we need to devote to this area?

Our Priorities

Priorities

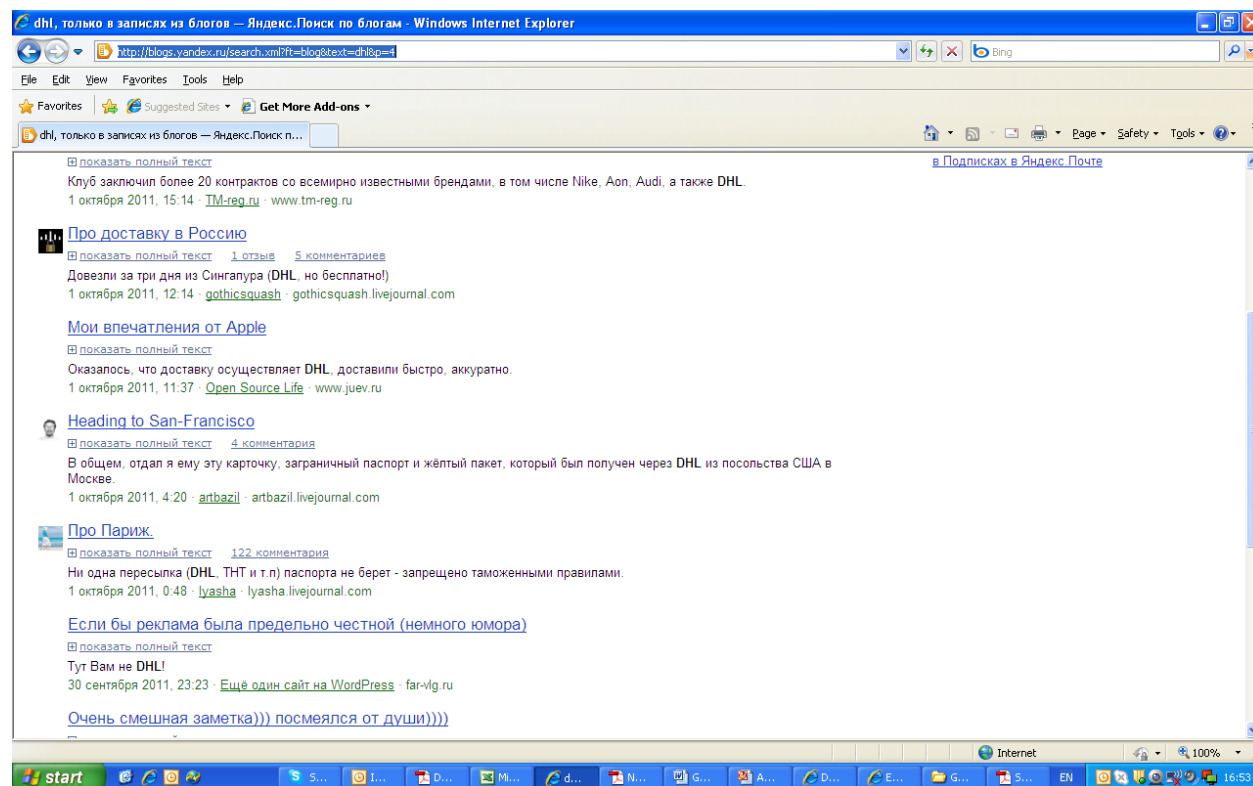
Key considerations



Market Trends

Very simple approach

- Daily monitoring of Yandex blogs
- Feeding of relevant news flow into weekly report to Senior Management Team
- Immediate escalation of urgent issues
- Track themes of general interest

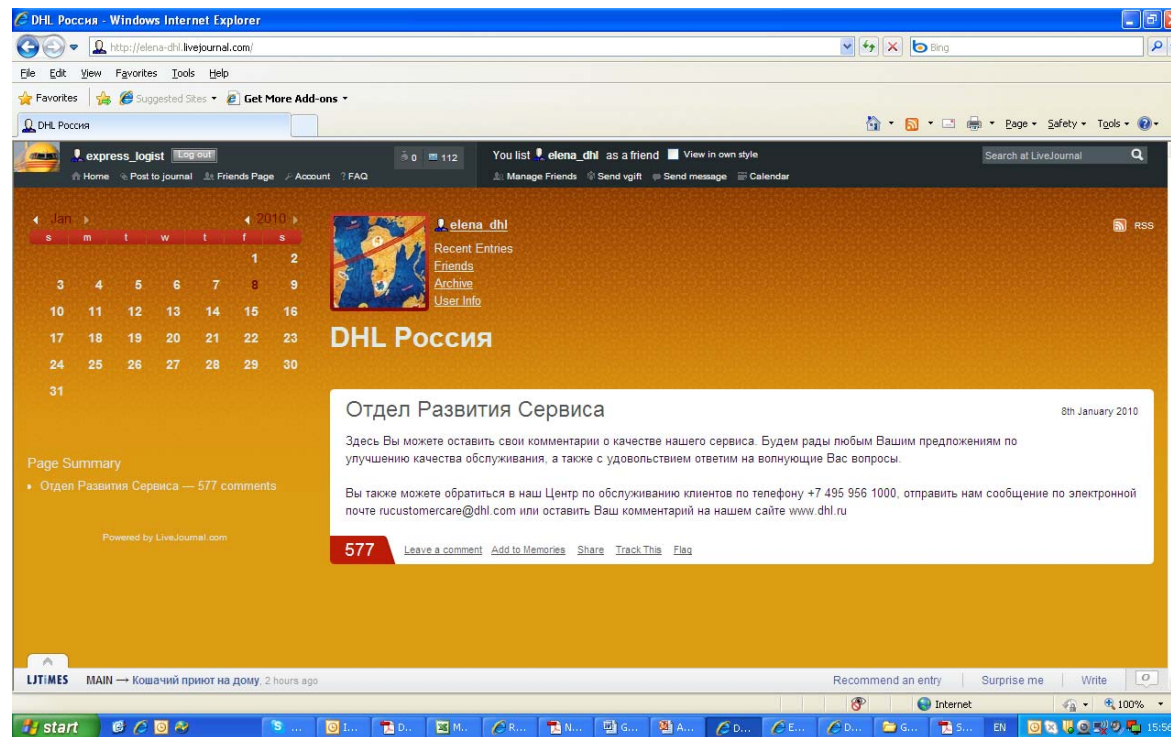


Credibility

<http://elena-dhl.livejournal.com/>

Customer-focused

- Livejournal page: Official named person from DHL Customer Service trained to deal with customer complaints online
- Never respond anonymously or via “agents of influence”
- Use less formal language (where appropriate)
- If invading personal space, back off
- No drawn-out dialogue



Credibility

Employee-focused

- Influence employee activity through social media guidelines
- Recommendations on behaviour in social media
- New employees sign online confidentiality statement

A

Мониторинг мн пользователей и основных кон

Реагирование | репутационнык негативом.

В 2009 году DHL Express стала первой компанией в нашей отрасли, которая начала отслеживать и решать претензии и жалобы к качеству сервиса, размещенные клиентами в Интернете.

СОЦИАЛЬНЫЕ МЕДИА
В DEUTSCHE POST DHL
РУКОВОДСТВО ПОЛЬЗОВАТЕЛЯ

Deutsche Post DHL

B

Мы очень ценим ваше желание встать на защиту репутации компании в глазах недовольного чем-то человека и/или общественности в социальных медиа, однако убедительно просим вас не делать этого самостоятельно. Если вы все же решили поступить по-своему, прежде, чем отправить ответ на негатив, постарайтесь ответить на следующие вопросы:

- Не обострю ли я конфликт своим ответом?
- Не привлечет ли мой ответ еще больше внимания к проблеме?
- Не будет ли мой ответ выглядеть, как позиция компании?
- Чего я хочу добиться, публикуя свой ответ?

Promotion & Engagement

Support of promotions

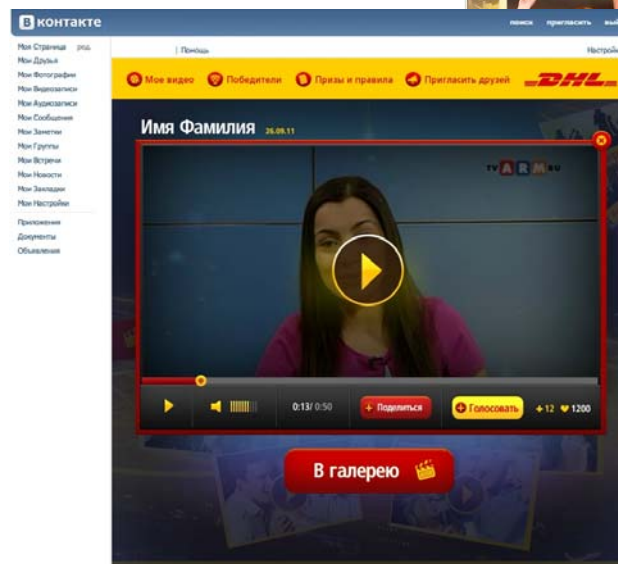
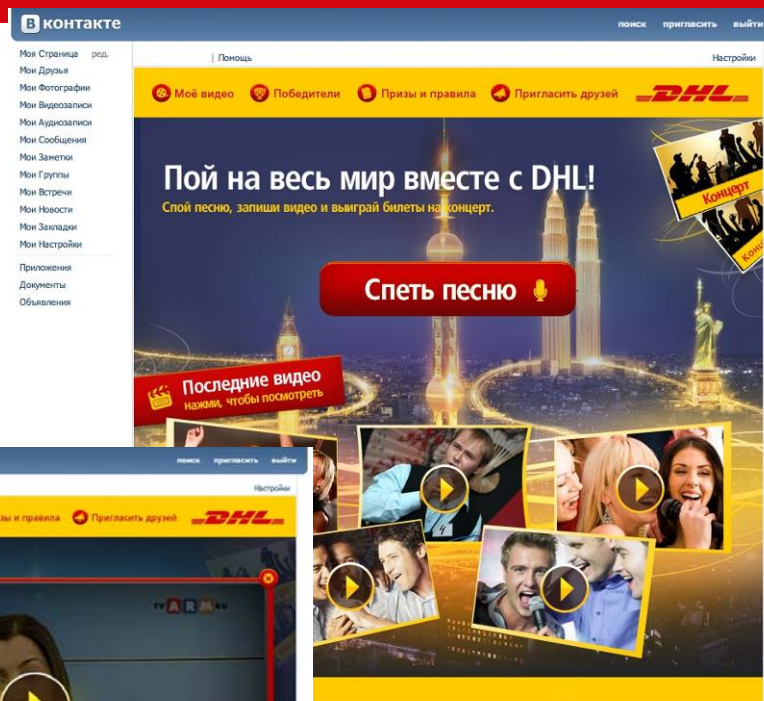
- One dedicated project to date (NY card project) generated over 15 000 unique hits
- Allow sharing from promo-sites (i.e. F1.DHL.RU)
- Facebook page designed to support promos
- Mainly non-business content to date (built around sponsorship themes)

The image displays two screenshots of Facebook pages. The left screenshot shows a post from a page titled "DHL: в мире мо" (DHL: in the world of mo) with a picture of a red Ferrari Formula 1 car. The post has 247 likes, which is circled in red. The right screenshot shows a post from the "DHL Georgia" page featuring a globe with "RUGBY WORLD CUP 2011" and "DELIVERING RUGBY TO THE WORLD." The post has 8,472 likes, also circled in red. Both screenshots show the standard Facebook interface with navigation tabs like Wall, Info, and Friend Activity.

Promotion & Engagement

Integrated Media Campaign

- Starts October 7 in Vkontakte
- Global campaign
- Please tune your radios to Europa Plus!



Lessons We've Learned

- Transparency is everything – online and offline
- You don't always have to respond
- Social media are becoming VERY influential with traditional media
- Social media are becoming influential to employees
- Social media MIGHT BE becoming influential with customers (but we are seeing impact mainly only with cash segment)
- Engaging customers online is becoming harder and harder
- To work effectively online, you need resource and patience

THANK YOU