

#METRO_CC STRATEGIC APPROACH TO SMM

Head of e-Marketing & Social Media,
June 2015



YOU & METRO



Instagram

MORE 100 000 FOLLOWERS >> MORE 10 000 VISITS TO WEB-SITE

**MORE 300 CUSTOMER`S MESSAGES
PER MONTH**

AVERAGE ENGAGEMENT RATE – 0,65%

**MORE 250 POSTS PER MONTH
(ALL GROUPS)**

RELOADED OF APPROACH – II Q 2015

SMM - GENERAL INFORMATION

- Our processes around our core businesses are becoming more and more digital. So is our communication. The platforms of Facebook, YouTube, Twitter, LinkedIn, etc., are the current tools for staying in touch with our target groups and building a steady relationship.
- The duration time for using the Internet and especially the Social Media platforms is still growing and the worldwide penetration of Social Media users is as well. This also has an impact for the **B2B market**.
- Transparency, the dynamic of information and user-generated content (reviews, recommendations and their feedback) are empowering the B2B community in their decision making process.

SMM - GENERAL BENEFITS

We have to play an active role in this process and have to control our own channels and profiles. **Social Media** has got an important part to play in our communication mix for the next years with seven major general benefits:

PROXIMITY – Being close to our target groups

AWARENESS – Generating reach through the communities and buzz effects

AGGREGATION – Positioning as a reliable, quality source for relevant information

ACCESSIBILITY – Social Media channel/apps are 100% mobile proof

IMAGE – Shaping METRO's new brand image and reputation

DECISION – Recommendations from personal networks have a huge impact

DISCOVERY – Search engines get influenced by social signals (Like, Shares, etc.)

SMM - GENERAL BENEFITS

BUSINESS BENEFITS

Product & Content Development	1 Gaining insights & feedback, managing issues
	2 Co-creating products and content
Image & Reputation Building	3 Shaping MCC's brand image/reputation
	4 Influencing conversations about MCC
	5 Dialogue, engagement, advocacy
Sales Leads	6 Expanding communication reach
	7 Generating & foster sales leads
	8 Social commerce
Customer (Self-) Service	9 Providing customer care through SoM
	10 Driving customer satisfaction

ORGANISATIONAL BENEFITS

Employer Branding & Recruiting	11 Generating awareness as employer
	12 Increasing attraction and generating insights
	13 Reaching passive job seeker potential and recruiting future talents
Enterprise 2.0	14 Improving intra- and inter-organizational cooperation and communication
	15 Matching expertise to tasks, knowledge management

SMM - GENERAL BENEFITS

Before you start, you need a strategy. Do not rush in without a plan. Therefore, we have developed the **6-STEP STRATEGIC APPROACH FOR SOCIAL MEDIA**

- 1. GOALS**
- 2. MEDIA**
- 3. ENGAGEMENT**
- 4. REACH**
- 5. RESOURCES**
- 6. METRICS**

6+1 STEP APPROACH TO STARTING WITH SOCIAL MEDIA

'6 steps plus one' approach is the strategic foundation for all upcoming plans and activities. Just follow this approach – now and in the future – and you will succeed and focus on the right topics. You will also avoid complications!



6+1 STEP APPROACH TO STARTING WITH SOCIAL MEDIA

Your activities should support your mission of company and should fit into our global strategy and objectives. **THINK GLOBALLY, ACT LOCALLY AND PLAN CROSS-FUNCTIONALLY!**

PART OF 360-DEGREE MARKETING AND COMMUNICATIONS MIX

- with an eye-to-eye dialogue
- we will build a METRO community that people
- want to be involved in and identify with
- we establish a customer life cycle value chain to stay in touch with our peer group at every decision making touchpoint

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6+1 STEP APPROACH TO STARTING WITH SOCIAL MEDIA

- Are there any current profiles and activities?
- Are they METRO owned? Or non-controlled?
- Evaluate the social presence and habits of your colleagues.
- Evaluate the social presence and habits of our competitors.
- Evaluate the social presence and habits of your customers and other stakeholders.
- What are the business objectives?

The image displays three screenshots of social media search results for METRO Cash&Carry. The first screenshot shows search results for "Карты в ТЦ 'METRO Cash & Carry' (ТЦ METRO) Москва - по...". The second screenshot shows search results for "Карта магазина Metro.Карта Metro Cash&Carry". The third screenshot shows search results for "Карта магазина METRO METRO Cash&Carry ВСЯ РОССИЯ".

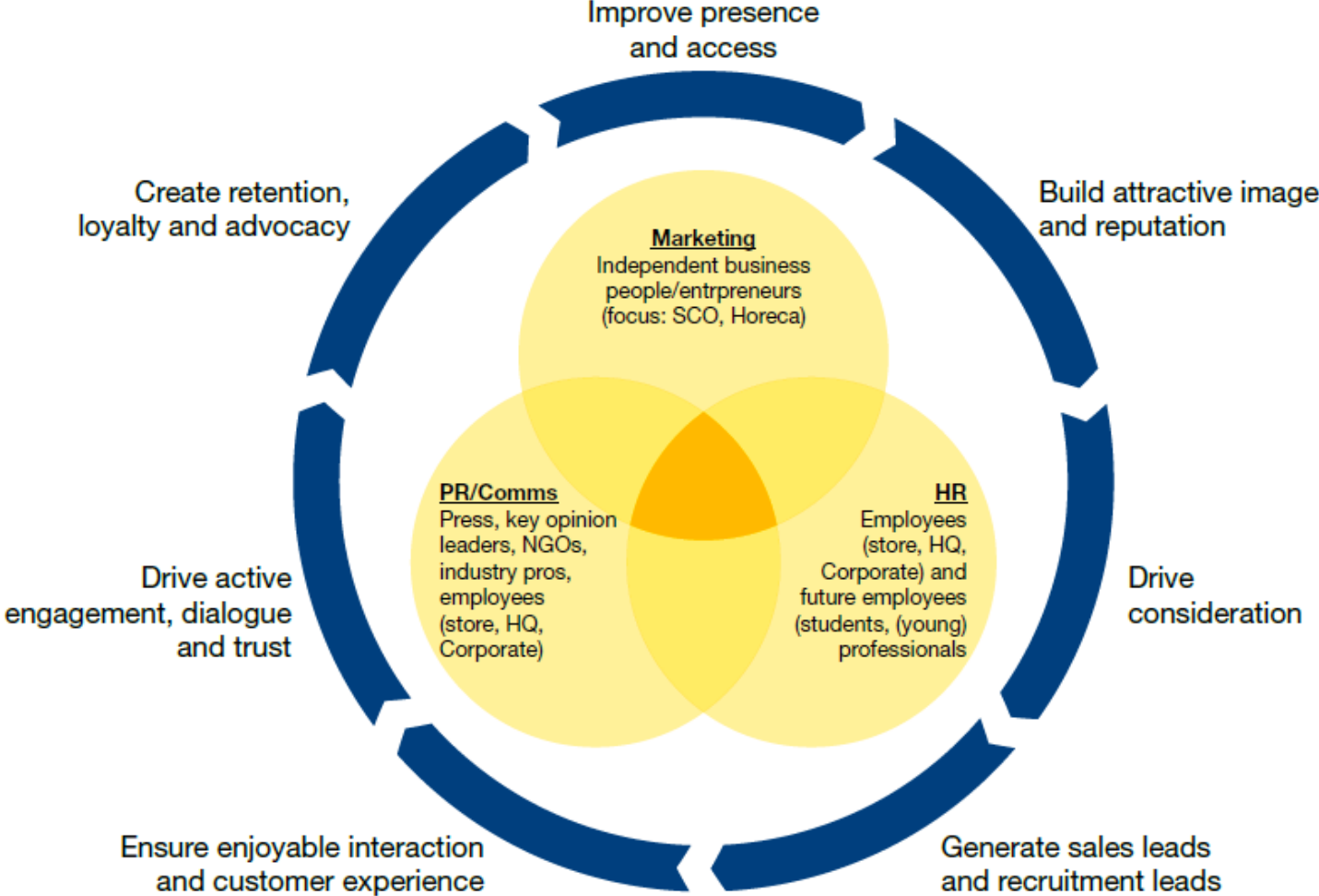
Скриншот 1: Результаты поиска
Открытая группа
Карты в ТЦ "METRO Cash & Carry" (ТЦ METRO) Москва - по...
Описание: Наша группа занимается помощью в оформлении карт от сети нежелательных ТЦ "METRO Cash & Carry" (METRO).
Как известно, получить карту METRO возможно лишь в случае если Вы индивидуальный предприниматель или являетесь представителем юридического лица (в одну компанию выдается не более 5 карт).
Показать полностью...
Веб-сайт: http://montakte.ru/dub11320615
Местоположение: Москва
Главная страница
Обсуждения
2 темы
ОТЗЫВЫ
3 сообщения. Последнее от Алексея Иванова, 8 мая в 19:53 →
Вопросы - ответы (F.A.Q.)
30 сообщений. Последнее от Алексея Иванова, 8 мая в 19:53 →
Фотографии
В основном альбоме 5 фотографий
METRO
ЦЕНЫ
Участники
81 человек
Добавить в закладки
Вступить в группу
Это открытая группа.

Скриншот 2: Результаты поиска
Открытая группа
Карта магазина Metro.Карта Metro Cash&Carry
Описание: Карта для физ.лиц в любом городе России
Местоположение: Россия
Обсуждения
2 темы
Предложения
1 сообщение. Последнее от Татьяны Шуман, 23 июня в 22:36 →
Отзывы
1 сообщение. Последнее от Татьяны Шуман, 23 июня в 22:32 →
Фотографии
В основном альбоме 3 фотографии
Добавить фотографии
Все альбомы
9 записей
Карта магазина Metro.Карта Metro Cash&Carry
Еще один подарок лета удачливому счастливицу или счастливице
Розыгрыш второй бесплатной летней карты в магазин Metro
Карта будет на имя победителя и с его фотографией!
Розыгрыш начинается.
Правила
Добавить в закладки
Вступить в группу
Это открытая группа.
Участники
3 499 человек
Дмитрий
Анна
Оля

Скриншот 3: Результаты поиска
Открытая группа
Карта магазина METRO METRO Cash&Carry ВСЯ РОССИЯ
Карту можно получить в ЛЮБОМ ГОРОДЕ и ЛЮБОМ МАГАЗИНЕ сети METRO на территории России. Также оформление карт со скидкой до 9%, goldcard.
15 июля 2015 года день рождения нашей группы "Карты METRO карта METRO Cash&Carry ВСЯ РОССИЯ" (vk.com/metrocash) и 8 лет нашей деятельности по оказанию услуг помощи в оформлении карт клиента сети гипермаркетов "METRO Cash&Carry" для физических лиц.
По этому случаю, мы решили провести розыгрыш и подарить одному из участников нашей группы карту клиента магазинов "METRO Кэш энд Керри" с действующей скидкой 9%.
Для участия в розыгрыше нужно:
1. Быть УЧАСТНИКОМ нашей группы.
2. Сделать репост данной записи.
Нам 8 лет!
ЛОВИ МОМЕНТ!
15 июля 2015 года день рождения нашей группы и 8 лет нашей деятельности по оказанию услуг помощи в оформлении карт клиента сети гипермаркетов "METRO Cash&Carry".
Для участия в розыгрыше нужно:
1. Быть участником нашей группы.
2. Сделать репост данной записи.
По этому случаю, мы решили провести розыгрыш и подарить одному из участников нашей группы карту клиента с действующей скидкой 9%.
Участники
884 человека
Наталья
Rafael
Оля
Добавить в закладки
Вступить в группу
Это открытая группа.



TARGET GROUPS



TARGET GROUPS

Think of different kinds of content – per target group and channel as well as by categories, like marketing, HR, corporate news, sustainability, infotainment, etc.

You need to involve all relevant business units in your activities and you need to set-up procedures and workflows for a good collaboration, e.g. regular editorial meetings.

CUSTOMER / MARKETING		PR / CORP COMMUNICATIONS		HR / EMPLOYER BRANDING	
	Inspiration & Education		News & Strategy		People & Culture
	Sourcing & Quality		Operational Topics		Working Environment
	Assortment & Own Brands		CSR & Sustainability		Job Offers
	Promotions & Offers		Events & Sponsoring		Talent Management
	Entertainment, Games & Apps		Dialogue & Exchange		News & Events



TARGET GROUPS

Target Groups	Marketing	HR	Comms	Objectives
Students / Graduates (Young) Professionals		✓	✓	Awareness, Attraction, Recruitment
Store level (Store managers, managers, all employees)		✓	✓	Retention, Commitment, Motivation, Loyalty, Emotional and Prideful Engagement, Information Management, Dialogue with internals stakeholders, Collaboration and Participation, Identify Ambassadors
Head office level (Top management, managers, leaders, all employees)		✓	✓	
Corporate level (Top 70 worldwide, Top 700 worldwide, Campus Düsseldorf)		✓	✓	
Customers / Entrepreneurs (Entrepreneurs, existing & potential customers, HoReCa, SCO, partial traders)	✓	✓	✓	Transaction ("self") Engagement ("tell")
Press (Business media regional and national, localtrade and specialist media)			✓	Imagine, Reputation, Trust, Building, Storytelling, Theme-setting, Sustainable and direct dialogue with stakeholders, Relationship Management, Issues and Crisis Management
Other stakeholders (NGOs, Key Opinion Leaders – politics, experts, science universities, business, bloggers, local authorities / institutions / "neighborhood" of stores- suppliers and industry professionals, analysts and investors)			✓	

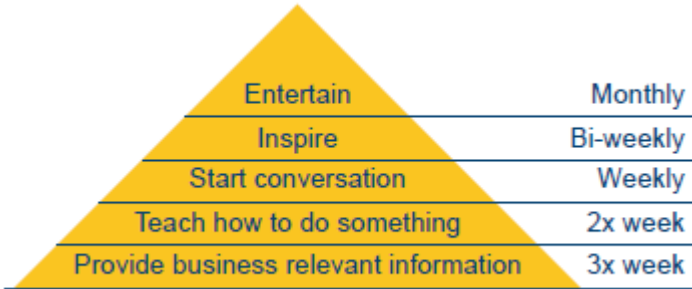


EDITORIAL PLAN

10 CONTENT RULES WILL GUIDE YOU THROUGH A GOOD STORYLINE

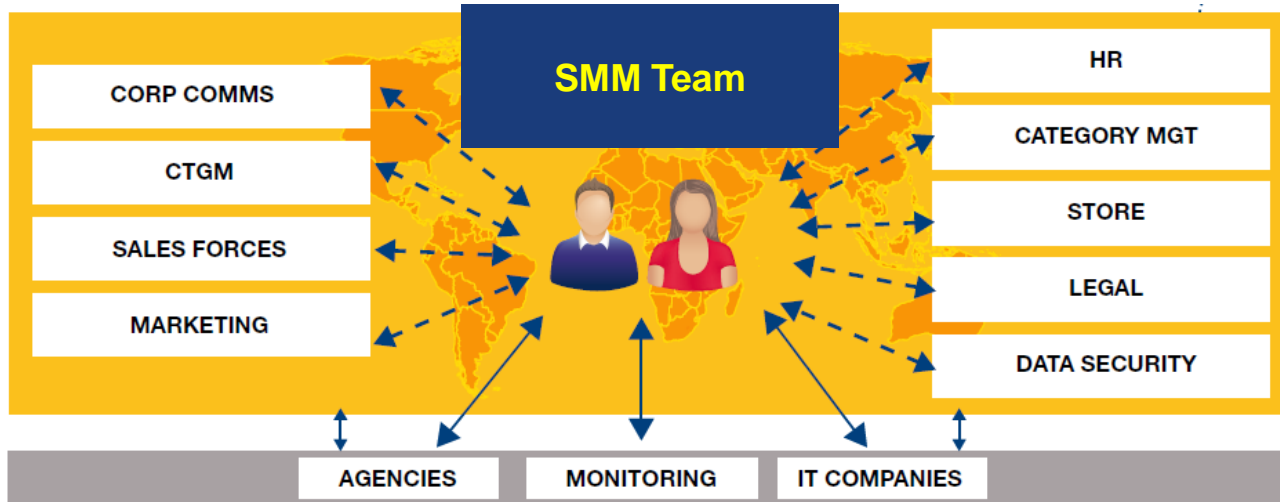
- Targeted Content
- Unique Content
- Relevant Content
- Expert Content
- Visual Content
- Useful and Educational Content
- Personal Content
- Creative Content
- Entertaining Content
- Context of Content

PROPORTIONING OF CONTENT TOPICS



TARGET GROUPS

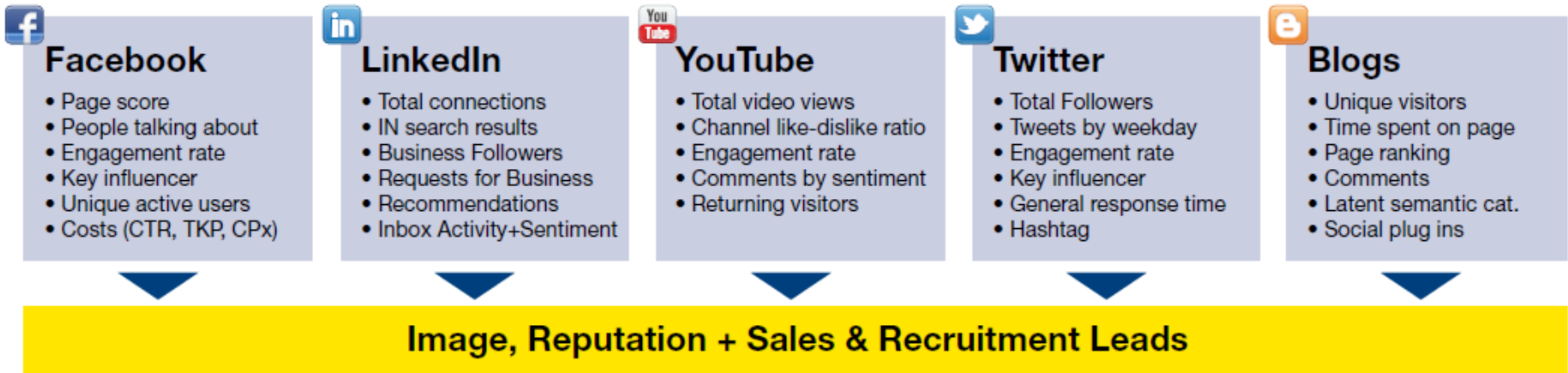
Social Media is not an 'along the way' business. It is a people to people business and it isn't for free. Our approach is a professional and sustainable presence that requires human, financial and timely efforts. You make the difference.



METRICS

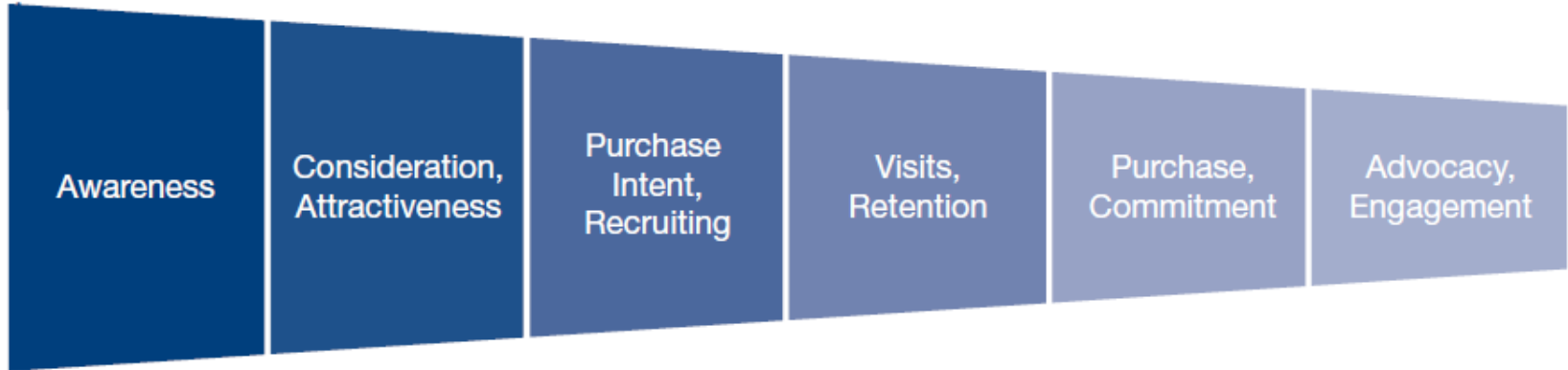
A lot of KPIs are available for Social Media. However, only some of them are of immediate importance for you. Some of them are useful to evaluate the behavior of users on social platforms and to adapt the content management accordingly.

OUR ELEMENTARY METRICS



METRICS

ASIDE FROM SOCIAL KPIS, YOU SHOULD FOLLOW SOME BUSINESS RELATED KPIS ACCORDING THE FUNNEL



AWARENESS: Impression, reach, visitors
CONSIDERATION: Followers, fans, subscribers
ATTRACTIVENESS: Duration of time spent, feedback, engagement
PURCHASE INTENT: Questions about product, recommendation requests
RECRUITING: Number of leads, applications and contacts
VISITS: Visitors, match of core target groups
RETENTION: Returning visitors, degree of engagement

PURCHASE: Sales (Frequency, value of shopping basket, retouring rate)
COMMITMENT: Conversion, returning shoppers, activating personal network, loyalty
ADVOCACY: Intensity of the user activity, participation and passion
ENGAGEMENT: Number of links, recommendations and proactive feedback / community management support (answer, administration, etc.)

METRICS

KPI		25.06-31.05	01.06-07.06	08.06-14.06	15.06-21.06			
BK	Кол-во подписчиков	47 316	48 120	804	49 165	1 045	50 036	871
	Посты	31	22	-9	19	-3	17	-2
	Лайки	639	779	140	987	208	890	-97
	Комментарии	306	827	521	49	-778	48	-1
	Репосты	67	39	-28	68	29	48	-20
	Ядро A1	523	349	-174	389	40	372	-17
	Ядро A2	174	210	36	269	59	226	-43
	Ядро A3	99	148	49	219	71	175	-44
	Индекс одобрения	20,61	35,41	14,80	51,95	16,54	52,35	0,41
	Идекс общения	9,87	37,59	27,72	2,58	-35,01	2,82	0,24
Индекс усиления	2,16	1,77	-0,39	3,58	1,81	2,82	-0,76	
ER	0,07%	0,16%	0,09%	0,12%	-0,04%	0,12%	0,00%	
FB	Кол-во подписчиков	14 567	14 700	133	15 051	351	15 530	479
	Посты	28	22	-6	20	-2	17	-3
	Лайки	410	241	-169	255	14	260	5
	Комментарии	6	52	46	15	-37	3	-12
	Репосты	64	26	-38	52	26	49	-3
	Ядро A1	165	91	-74	111	20	124	13
	Ядро A2	60	36	-24	46	10	39	-7
	Ядро A3	27	22	-5	27	5	25	-2
	Индекс одобрения	14,64	10,95	-3,69	12,75	1,80	15,29	2,54
	Идекс общения	0,21	2,36	2,15	0,75	-1,61	0,18	-0,57
Индекс усиления	2,29	1,18	-1,10	2,60	1,42	2,88	0,28	
ER	0,12%	0,10%	-0,02%	0,11%	0,01%	0,12%	0,01%	
IG	Кол-во подписчиков	-	4 790	-	4 838	48	4 882	44
	Посты	28	20	-8	8	-12	7	-1
	Лайки	1 649	1 232	-417	596	-636	578	-18
	Комментарии	11	10	-1	6	-4	5	-1
	Индекс одобрения	58,89	61,60	2,71	74,50	12,90	82,57	8,07
	Идекс общения	0,39	0,50	0,11	0,75	0,25	0,71	-0,04
	ER	-	1,30%	-	1,56%	0,26%	1,71%	0,15%

Tracking Codes (CID) (v0) Report

Report Suite: METRO Russia
 Date: June 2015 (1 Jun 2015 - 30 Jun 2015)
 Segment: All Visits (No Segment)



Report Type: Ranked
 Selected Metrics: Visits, Page Views, Source Rate, Avg Page Views per Visit (CORP), Web Account Registrations (e4)
 Participation
 Broken Down by: None
 Data Filter: Timeline
 Compare to Report Suite: None
 Compare to Segment: None
 Item Filter: None
 Percent Shown as: Number
 Include Current Data: No



Tracking Codes (CID) (v0) Report: All Visits (No Segment) | June 2015 (1 Jun 2015 - 30 Jun 2015) | Graph generated by Adobe Analytics at 9:50 AM MSD, 25 Jun 2015

Tracking Codes (CID) (v0)	Visits	Page Views	Source Rate	Avg Page Views per Visit (CORP)	Web Account Registrations (e4) Participation
1. russtore.vk.tiredfoot.timeline	548	1,732	7.3%	87.88%	3.2 0.0% 0
2. russtore.vk.mm13.regular.catalogue.timeline.24062015	225	1,047	4.6%	35.04%	4.9 0.0% 0
3. russtore.vk.bigflax.timeline	210	1,389	5.8%	48.39%	8.5 0.0% 0
4. russtore.vk.superade.timeline.01062015	191	916	3.8%	42.88%	4.8 0.0% 0
5. russtore.vk.superade.timeline.08062015	189	776	3.3%	38.41%	4.1 0.0% 0
6. russtore.vk.regular.nonfood.timeline.02062015	162	437	1.8%	73.58%	2.6 0.0% 0
7. russtore.vk.mm12.bombweiland.timeline.02062015	179	839	3.5%	38.98%	4.7 0.0% 1
8. russtore.vk.catalogue_12.timeline	152	815	3.4%	18.22%	5.6 0.0% 0
9. russtore.vk.prodshery/akhighproductfoot.timeline.18062015	143	384	1.6%	58.82%	2.7 0.0% 0
10. russtore.vk.mm12.bombweiland.timeline.05062015	128	587	2.5%	35.42%	4.8 0.0% 0
11. russtore.vk.mm12.biggaiproduct.timeline.03062015	127	420	1.8%	52.17%	3.3 0.0% 0
12. russtore.vk.mm12.regular.productfoot.timeline.04062015	125	520	2.2%	54.78%	4.2 0.0% 0
13. russtore.vk.mm12.bombweiland.timeline.17062015	105	553	2.7%	23.08%	8.2 0.0% 0
14. russtore.vk.mm12.regular.productfoot.timeline.05062015	98	228	1.0%	83.74%	2.3 0.0% 0
15. russtore.vk.sdaek.timeline	83	557	2.3%	13.79%	8.0 0.0% 0
16. russtore.vk.mm12.regular.productfoot.timeline.14062015	83	306	1.2%	83.41%	3.3 0.0% 1
17. russtore.vk.promo.complety.postshery.timeline	81	327	1.4%	18.87%	3.6 0.0% 0
18. russtore.tiredfoot.timeline.09062015	87	316	1.3%	43.04%	3.8 0.0% 0
19. russtore.vk.bombweiland.timeline	83	426	1.8%	18.88%	5.1 0.0% 0

Adobe Marketing Cloud

Page 1

27. ru:sm:store.vk:mm13:regular:timeline:13062015	58	1.1%	633	2.7%	8.33%	10.9	0.0%	0
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