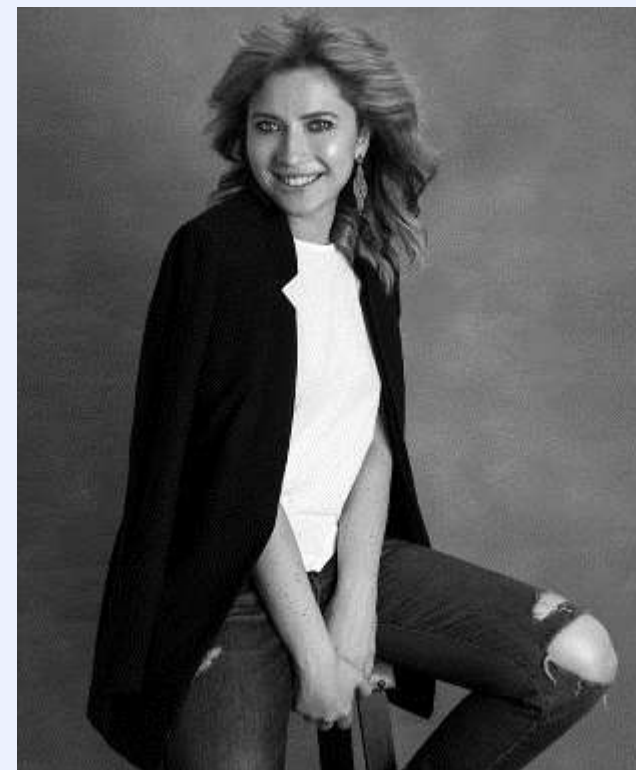


Marketing One
BEST MARKETING EVENTS



Podolskaya Elena
Samsung Electronics

“

**OWN CONTENT IS OUR NEW NORMAL
TO WIN THE HEARTS**

”

How you can tell about your Brand/Product

Opinion leaders/bloggers



“-” Your brand gets the identity by blogger or opinion leader

“-” Short term tool

“-” Hard to manage timings/KPIs/deliverables

“-” Target audience is blurred/undefined

“+” Quick results

“+” Super loyal to blogger audience

Build your own community



“+” Own identity

“+” Long-term strategy

“+” Total control and responsibility for the results

“+” Building own community of brand advocates

“-” Full responsibility

“-” Takes time

Building a loyal brand community

This is a group of like-minded individuals who believe in the brand promise, relate to the brand attributes and dutifully choose that brand over others in the market space

The strongest brands are those that have successfully built a loyal brand community.



The key players



Client



Bloggers agencies/agents



**Content makers/
production agency**



Bloggers



Creators

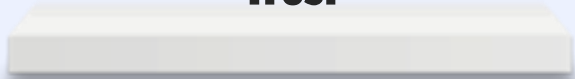


Media agency

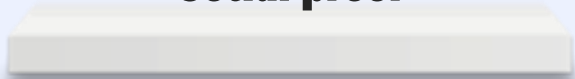


The key success pillars

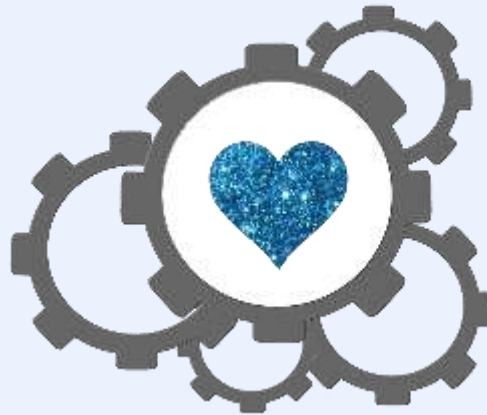
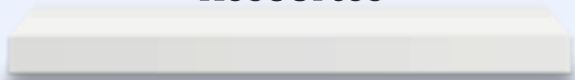
Trust



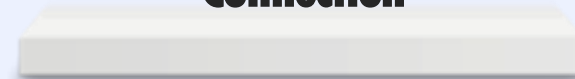
Social proof



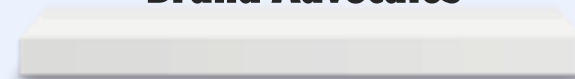
Resources



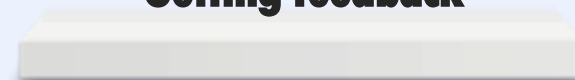
Connection



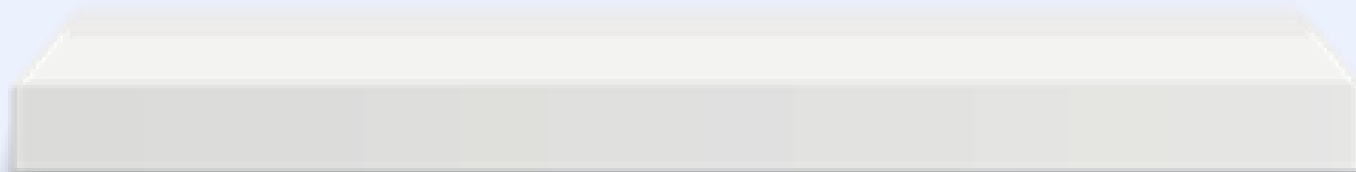
Brand Advocates



Getting feedback



Creating own content



Subscribe

5 Ways to create the content everybody

Know your audience well

Ask — and listen to — what people want

Put fans at the center of your strategy

Embrace authenticity

Be genuine

A woman with short grey hair and glasses, wearing a light blue shirt, leans out of the open window of a bright blue van. She is smiling and looking towards the right. Her right hand is resting on the roof of the van, and her left hand is extended outwards. The van is parked outdoors under a clear blue sky. In the background, several tall palm trees are visible. The overall scene is bright and sunny.

SAMSUNG

MGZAVREBI

×

ИВАН СОСНИН

Пообещай

What makes the heart beating

You have to be inspired and to inspire others





Thank You