

# Social Media Campaigns

To help with its transition into digital marketing, I constructed a social media campaign for the company as well as managed, maintained and monitored all 12 twitter accounts.



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### Traditional vs Online

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>More flexibility</li> <li>Immediate results</li> <li>Wider reach geographically</li> <li>Helps study digital world</li> </ul>	<ul style="list-style-type: none"> <li>Low response rate</li> <li>Reliable sample sources absent</li> <li>Hard to verify online identities</li> </ul>

Source: Google Images | The Marketing Directors (2012)

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### Online Research Procedures

**Online Focus Groups**  
(Group discussions on product ideas, buying preferences and purchasing decisions)

Source: <http://www.e-focusgroups.com>

**Netnography**  
(Ethnography applied to the internet) (Kozmin, 2010)

Source: <http://innexperts.wordpress.com>

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### Benefits to an Online Approach

**Online Surveys**

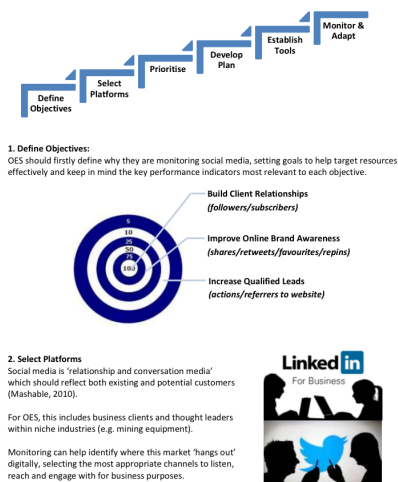
- OES customers are already opt-in so the response rate should be high
- Provides convenience for the exhibitor to encourage open and honest feedback
- Reflects the OES customer lifestyle – busy business types who are 'on the go'
- Low costing and easy to set up

Source: <https://www.surveymonkey.com>

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## Implementing Social Media Monitoring

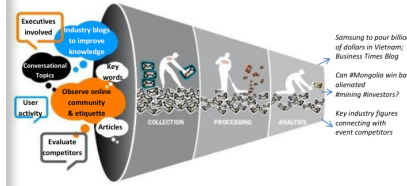
There are steps OES should follow to ensure the monitoring process of its social media is effective.



## 3. Decide, Listen & Prioritise

With so much online information available across various platforms, knowing what to monitor can seem overwhelming.

OES should seek out the conversations and activities which best reflect its exhibitions and industries, capturing and analysing the most talked about attributes only if relevant to its market.



## 5. Establish Tools

Keeping the goals in mind, OES should consider which digital tools best match the social media strategy and can help monitor online presence effectively.

Tools that assist in searching the social network to monitor sentiment towards the OES brand and events.

Tools that track activity and send alerts when relevant actions involving OES content occurs.

Tools that can monitor activity across multiple OES accounts to encourage time efficiency.

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Page 47

## 6. Monitor & Adapt

Social Media is not a fixed entity and consumer needs constantly develop. OES must regularly evaluate its performance against objectives, monitor brand reputation and be responsive when there is a conversation happening that could influence or add value.

Most importantly, OES should never stop listening to its audience and, if they are shifting to other sites, evolve with them.

Source: Snow Marketing

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Page 47