

## CONTENT AND SOCIAL MEDIA INTERACTION PLATFORM

### SUCCESS AND GOVERNANCE IN THE SOCIAL WEB

Social Media is becoming ever more important, and the media landscape is changing rapidly: in 2009 Twitter grew 2000% according to Nielsen, a market research company. In July 2010 the lifestyle magazine FHM gave up its own internet presence and is on the web only via its Facebook site. Meanwhile, Facebook announced its half-billionth member had joined in the same month. And experts estimate that 1/5th of the total corporate marketing budget will be spent on social media initiatives from this year.

#### BRAVE NEW WORLD

Social media provides a huge opportunity for active marketing, and many companies are dipping their toes into Facebook, Twitter and friends. However, their activities are often unplanned, unstructured, unmanaged and unmetered. In consequence,

social media can easily become a means of squandering time and money.

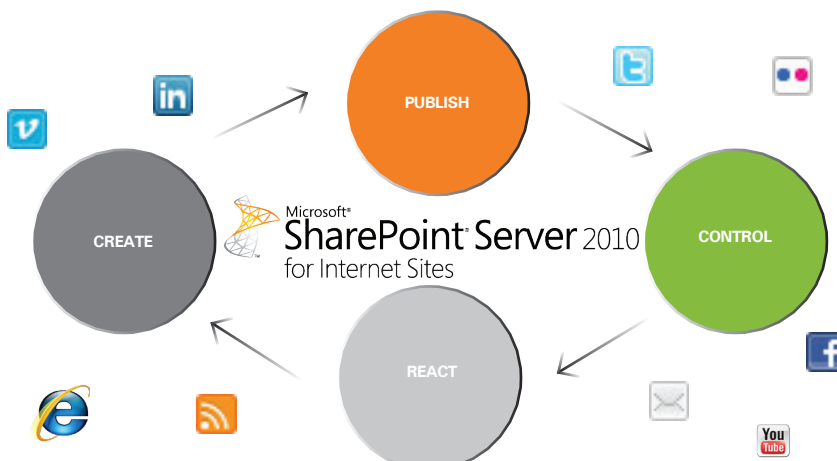
In addition, there is another problem: social media is not just "active marketing", but involves aspects of communication that cannot be so easily controlled, namely all the posts, blogs, and tweets of clients, employees, or competitors. These outpourings, unmoderated by the marketing department, create a new context for formal messaging. In this situation, doing nothing is not an option. On the contrary: you should know what is going on, be able to react appropriately, and be able to measure the success of your countermeasures.

And that is exactly how PlanB.'s Content and Social Media Interaction Platform will help you.

#### YOUR BENEFITS

- > Optimization of planning and publishing process of online marketing campaigns.
- > Best allocation of resources.
- > Control of investments and successes.
- > Better effectiveness of marketing measures.
- > Documentation.
- > Archiving.
- > Risk management.
- > Reputation management.
- > Opinion leader management.

#### COMMUNICATION CYCLE: INTRANET, EXTRANET, INTERNET



## COMPETENCE

### MODULAR ARCHITECTURE

CSMI is extremely flexible. The platform can be used both as a solution for managing your online marketing activities and as a risk management and governance platform for all your social media activities. Individual requirements can be fulfilled easily due to the modular architecture of the solution. The strength of CSMI is its communication cycle, embracing these steps: create – publish – control – react. These can be carried out interactively, or the whole process can be automated.

### SCENARIO: MARKETING CAMPAIGN MANAGEMENT

With a tightly integrated publishing system and a connection layer to integrate different communication and social media platforms, CSMI offers a single point of information for your dialogue with your clients, partners or opinion leaders. You can analyze your activities and their impact. The results are stored in a repository and can be utilized for new campaigns or for the improvement of ongoing communication and marketing campaigns.

### SCENARIO RISK AND REPUTATION MANAGEMENT

In social networks the distribution of news and rumors is dependent on how strongly the participants are connected. CSMI monitors all relevant channels and delivers information about significant news that could affect your company. It is possible to define thresholds above which action must be taken. If necessary, you can counter immediately, e.g. by actively engaging in discussion groups or blogging. Your progress and success can be measured with CSMI's analyzing module; the results can be displayed in dashboards which can be created easily with CSMI's reporting module.

### ON PREMISE OR IN THE CLOUD

CSMI can be installed on premise or in the cloud. PlanB. is your certified partner for Microsoft Online solutions. We are looking forward to discussing your demand and goals with you.

### FAST FACTS

- > **Integrated platform based on SharePoint Server 2010.**
- > **Incorporation of innovative data and text mining technologies.**
- > **Individual selection of topics, key words, and channels.**
- > **Connectors to all relevant social media channels.**
- > **Flexible deployment as marketing management solution and as a social media governance platform.**
- > **Covers the whole communication cycle.**
- > **Deployment on premise or in the cloud.**

### YOUR CONTACT PERSON

Get in touch with me:

**Eike Heuer**

Phone: +49 7361 55 621 0

[Eike.Heuer@plan-b-gmbh.com](mailto:Eike.Heuer@plan-b-gmbh.com)

