



# Pro2Pac 2013

@zoe\_wilkins

CONNECT FOLLOW GROUP  
SHARE LINK WEB INTERESTS  
COMMUNITY CHAT SECURITY ONLINE  
ACCESS GLOBAL COMMUNICATION  
SOCIAL MEDIA  
IMAGES WEB SITES BROADCAST  
VIDEO SHARING FRIENDS  
NETWORK LIKE  
BLOGS PRIVACY CONTENT INTERNET  
STORIES UNFRIEND PARTICIPATION

**What's stopping you?**



# Your workshop host

- Zoë Wilkins, account director, BDB
  - CIM-qualified marketer and business developer
- 16 years' industrial marketing experience
  - 14 years in processing, packaging, food and drinks
- Specialist in integrated international communications
  - Using multiple marketing tools to reach, engage, influence & convert audiences
  - Implementing through multinational / global channels



# Learning objectives

Understand what social media are – and aren't

Identify the benefits of social media

Determine what makes social media successful

Recognise the risks + how to mitigate them

Clarify where to start



# Where are you now?

Quick show of hands: how many of you already use any social media (privately or for work)?

# Social media are...

- The collection of tools and online spaces available to help individuals and businesses to accelerate their information and communication needs (Axel Schultze)
- Part of the communications mix
- Discursive and informative
- Global
- Immediate
- Powerful





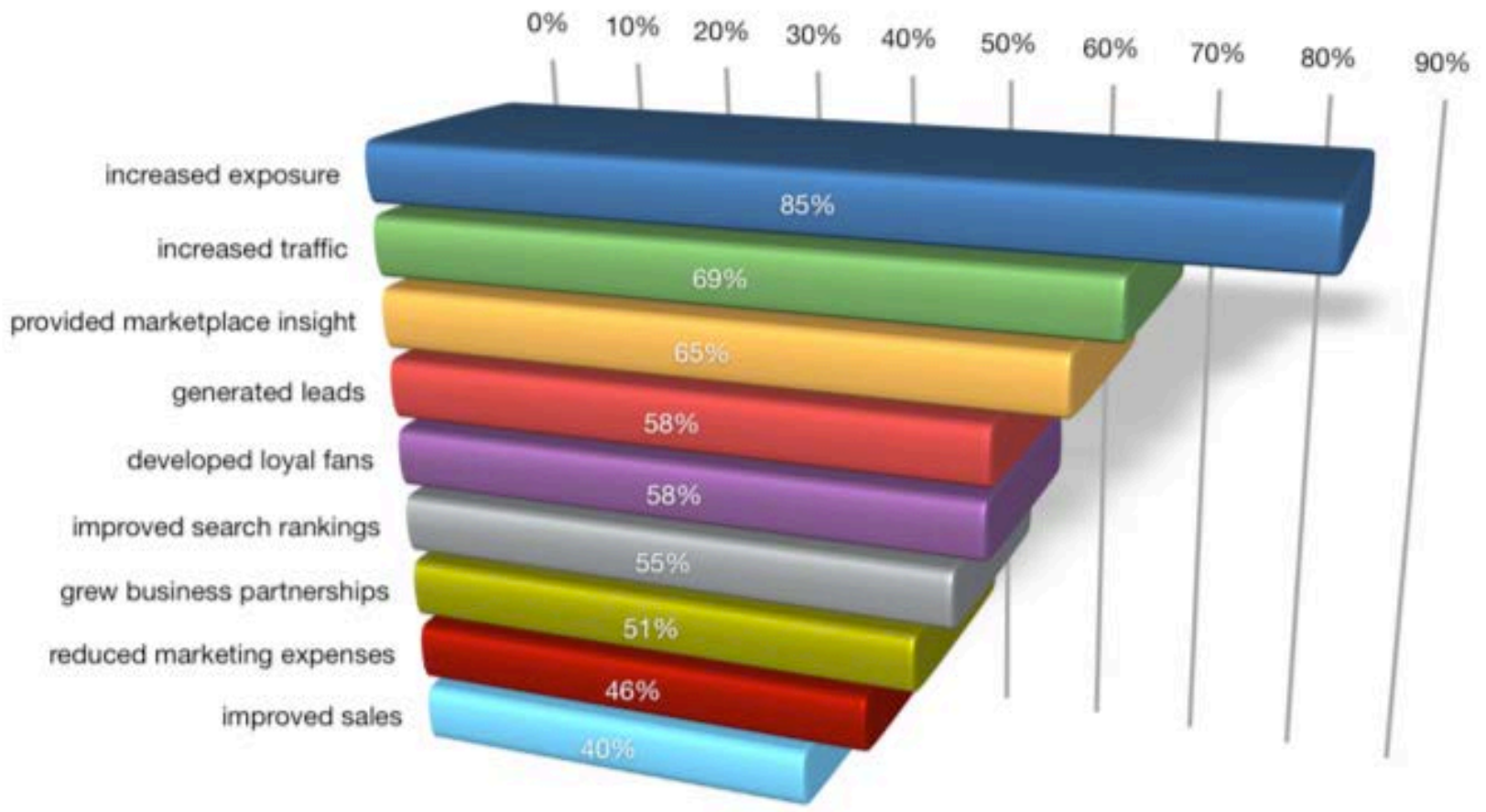
# Social media aren't...

- Vehicles for heavy promotion
- Lead generators
- A substitute for other marketing methods
- Controllable
- An overnight success
- Going away!





# What are social media's benefits?



Source: Being Your Brand Social Media Report 2012



# How to succeed with social media

A

- **Audience**
- Who do we want to reach, influence and engage? Where do they seek information?

C

- **Content**
- What do we want to say, and how? How can we keep it fresh and current?

R

- **Relevance**
- What's important to our audiences, and how can we help / add value?

E

- **Evaluation**
- How will we measure the relevance of our content, audience engagement etc?





# Packaging success stories:



- Packaging Diva
  - **@packagingdiva**
  - Excellent audience insight & engagement
  - Creates, shares and attributes content
  - Enthusiastic, discursive & opinionated
  - Tweets several times a day
  - Integrates with Pinterest & LinkedIn

The screenshot shows the Twitter profile of JoAnn Hines (@packagingdiva). The profile picture is a stylized illustration of a woman's face with a pink box on her head. The bio reads: "Packaging celebrity engaged in building brands through social media. Expert on virtual global packaging industry including latest online tools/technology. Atlanta, Ga · <http://packagingdiva.com>". The statistics show 30,923 tweets, 14,892 following, and 19,608 followers. A "Following" button is visible. Below the profile, a list of tweets is shown, including mentions of @easyFairsPACK, @NeilChapman8, @QuickLabel, and @Cynthianehme.



# Packaging success stories:



- Avery Dennison
  - @EnhanceUrBrand
  - Customer-focused
  - Shares news, market trends and case studies
  - Courteous and engaging with other users
  - Good use of hashtags

**Avery Dennison**  
@EnhanceUrBrand

Avery Dennison helps consumer brand & product managers enhance brands & improve shelf appeal with innovative labeling and packaging solutions.  
Mentor, OH · label.averydennison.com

508 TWEETS   378 FOLLOWING   600 FOLLOWERS   Following

**Tweets**

**Avery Dennison** @EnhanceUrBrand 13 Mar  
We can't wait to be a part of @BrewersAssoc #CBC13 in DC. Join us at booth 6129 to see how pressure-sensitive labels can entice consumers  
Expand

**Avery Dennison** @EnhanceUrBrand 12 Mar  
Labels can be sensual, appealing to the sense of touch as much as sight - [bit.ly/Y2zqlj](https://bit.ly/Y2zqlj) - #packaging #labels #printing #design  
Expand

**The Dieline** @TheDieline 11 Mar  
Check out this week's top 10 package designs based on your clicks here on The Dieline! [thediel.in/13RnivH](https://thediel.in/13RnivH)  
Retweeted by Avery Dennison  
Expand

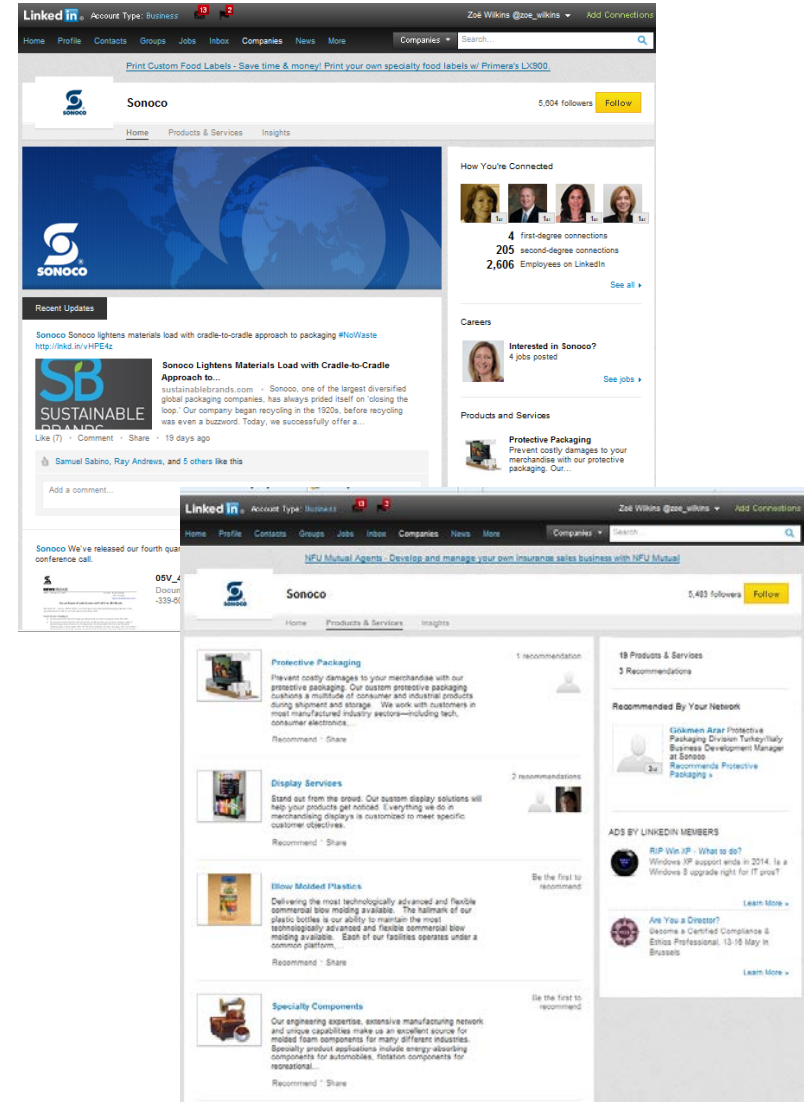
**Avery Dennison** @EnhanceUrBrand 11 Mar  
Kit Hinrichs Design Influences - [bit.ly/Z53LCo](https://bit.ly/Z53LCo) - #design @StudioHinrichs @dsgnrshowcase  
Expand

**Avery Dennison** @EnhanceUrBrand 8 Mar  
Designers influence the way we think about brands, bring them to market & most of all, experience them - [bit.ly/XvH1xk](https://bit.ly/XvH1xk) - #design  
Expand



# Packaging success stories: **Linked in**

- **Sonoco**
  - Clear company overview
  - Makes use of status updates
  - Has populated products & services tab
  - Good employee engagement / relevance
  - Uses LinkedIn to recruit
  - Has created its own group

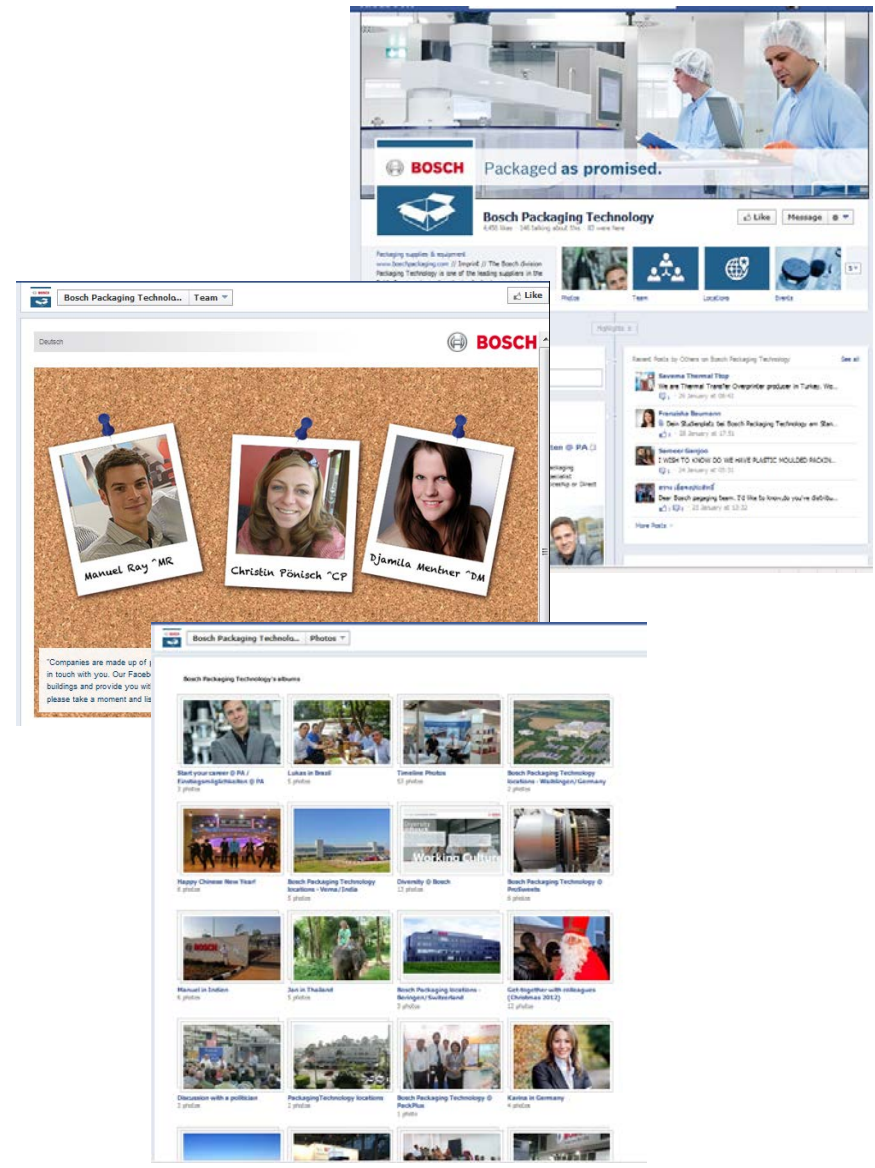




# Packaging success stories:



- Bosch Packaging Technology
  - Includes internal and external news, events, careers, photos etc
  - Updated regularly
  - Multilingual content
  - Has a human side
  - 4,500 likes

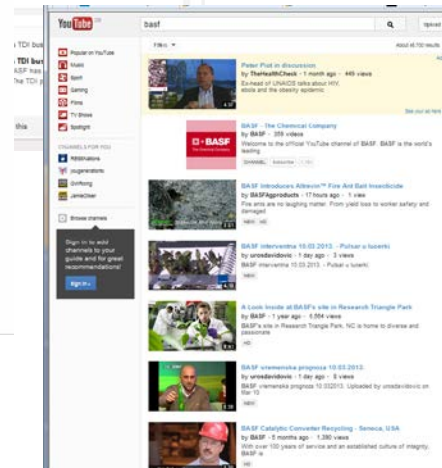
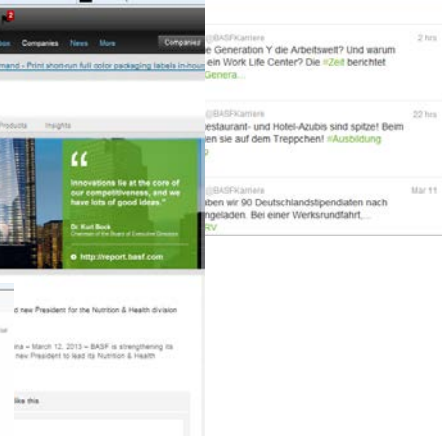
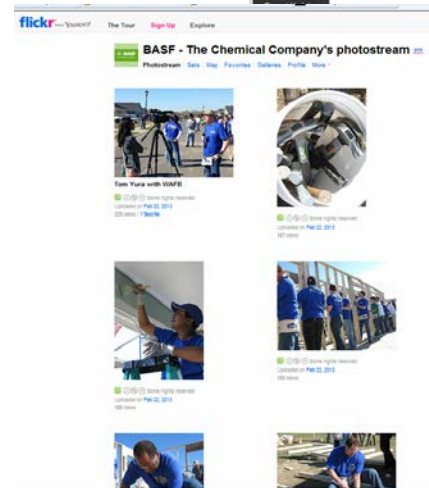




# Best practice: integrated social media

## ■ BASF

- Facebook, Twitter, Google+, LinkedIn, Youtube, Flickr, Slideshare
- Customer segmentation
- Diverse, rich content...
- ... seeded on appropriate platforms
- Integrated with blog + BASF website





# Risks – and mitigating them





# Common social media concerns

- Control
- Time and resource
- Handling negative references
- Reputation
- Privacy and data laws



# Mitigating social media risk







# Where to start?

- **Research and set up**
  - LinkedIn
  - Twitter
  - (Facebook)
  - Pinterest / Instagram / YouTube
- **Connect and observe**
- **Develop a social media strategy, guidelines and evaluation metrics**
- **Integrate into your marketing plan**
- **Consult experts if you need guidance**





# So, what's stopping you?

# QUESTION

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