



Building your Brand with Reach & Frequency

Social Media World 2015



We are your Brand Guardians

Social Media Campaigns • Optimized Advertising • Social Listening • Crisis Management

This is Your Brand...



Cloudy... with a chance of Sharks

These are your messages...



These are your
consumers...



I can't eat this!

In the beginning...



NEED MORE
LIKES

Then there was the... Engagement



But I don't
love him!

Comment
to win!



And finally came... the "Reach"... like on TV



With a More Rational strategy





What are your real problems?



Not enough Budget



No guarantees of reaching unique people



Very slow ways of reaching “non responding” consumers
You’ve tried “Likes”, “Apps”, “Wall contests” etc.



“I need to do a Product Launch Now!”

“I need to Re-Launch my Brand!”



**No research ever concluded that
Engagement led to increased sales**



But TV was always about “Reach”
and is still boosting sales...



There is a solution...



Facebook listened to the brands

Reach & Frequency & bid for reach



What is Reach & Frequency?



A way to Send your brand messages

- At the right time
- To a unique Audience
- In the right frequency
- At a fixed price



How does it work?

What is Reach & Frequency?



Decide when you Launch!

Start Date

End Date

9/6/2015



@ 12:00 AM

9/30/2015



@ 11:59 PM

All times shown in Europe/Amsterdam local time.

What is Reach & Frequency?



Decide the frequency of your “messages”!

Frequency Cap

3

impressions every

19

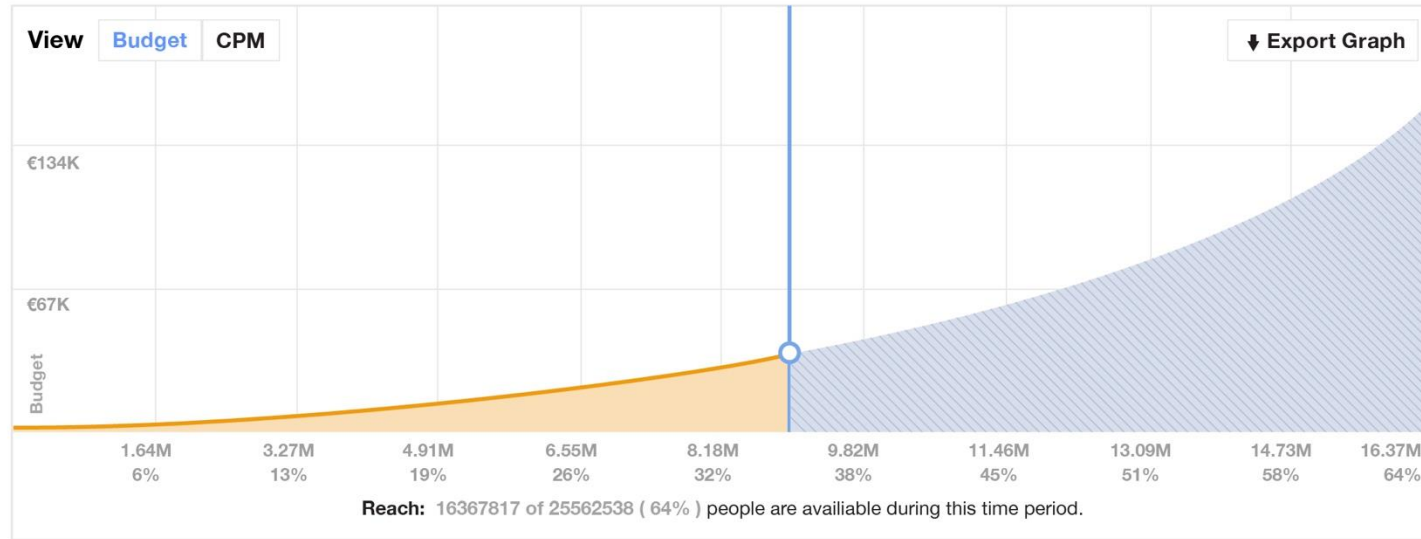
days

Avg: 3.04 impressions per user over a 25-day campaign

What is Reach & Frequency?





Decide how many unique people you need to reach



What is Reach & Frequency?



Define the sequence of your ads according to the “Frequency” set

Sequence		
=	1	 Ad1 Freq1
=	2	 Ad2 Freq2
=	3	 Ad3 Freq3



None of these will solve your problems unless you...



Follow a Systemic Communication Approach

Systemic communication approach



- Create a communication “Concept”
- Define the communication Pillars
- Emotional & Functional pillars
- Expand Pillars to Topics
- Create content based on the above
- ...and connect the offline with the online



And they lived happily ever after



To be continued...

THANK
YOU

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