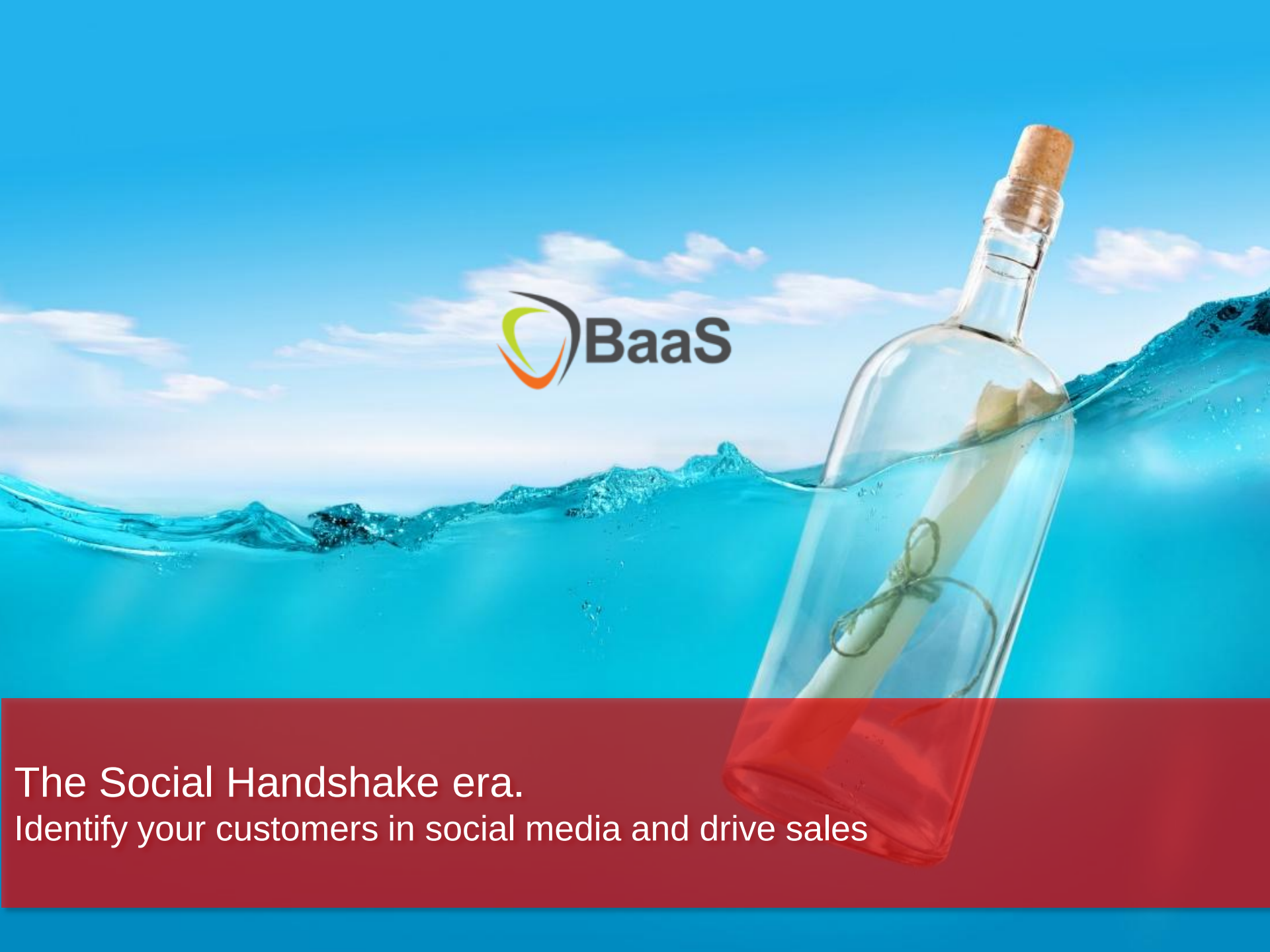


The Social Handshake era.

Identify your customers in social media and drive sales

Most Brands still shout on Social Media
They don’t have a clue if any of their Fans are customers

Brands need to transform to Social Businesses.

51%
30%
LISTEN… to the Insights

STRATEGY : You can’t make the journey without planning it

number 1

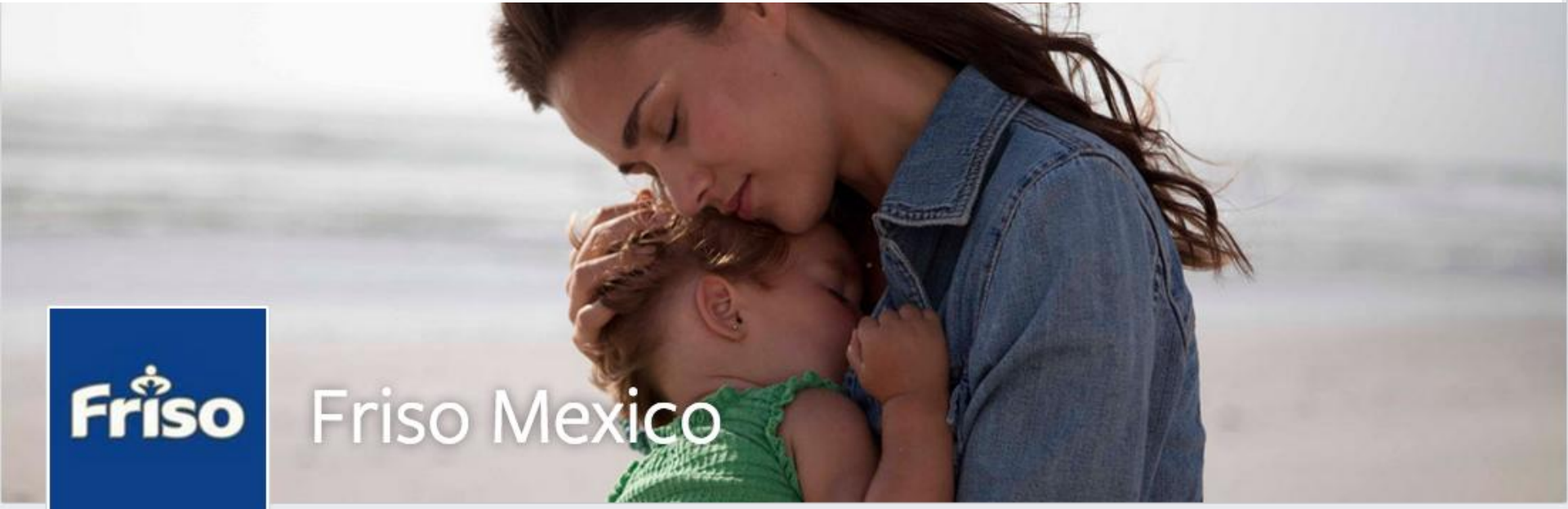
child nutrition page worldwide

27%

increase in sales attributable to its Facebook activity

11X

more reach than TV



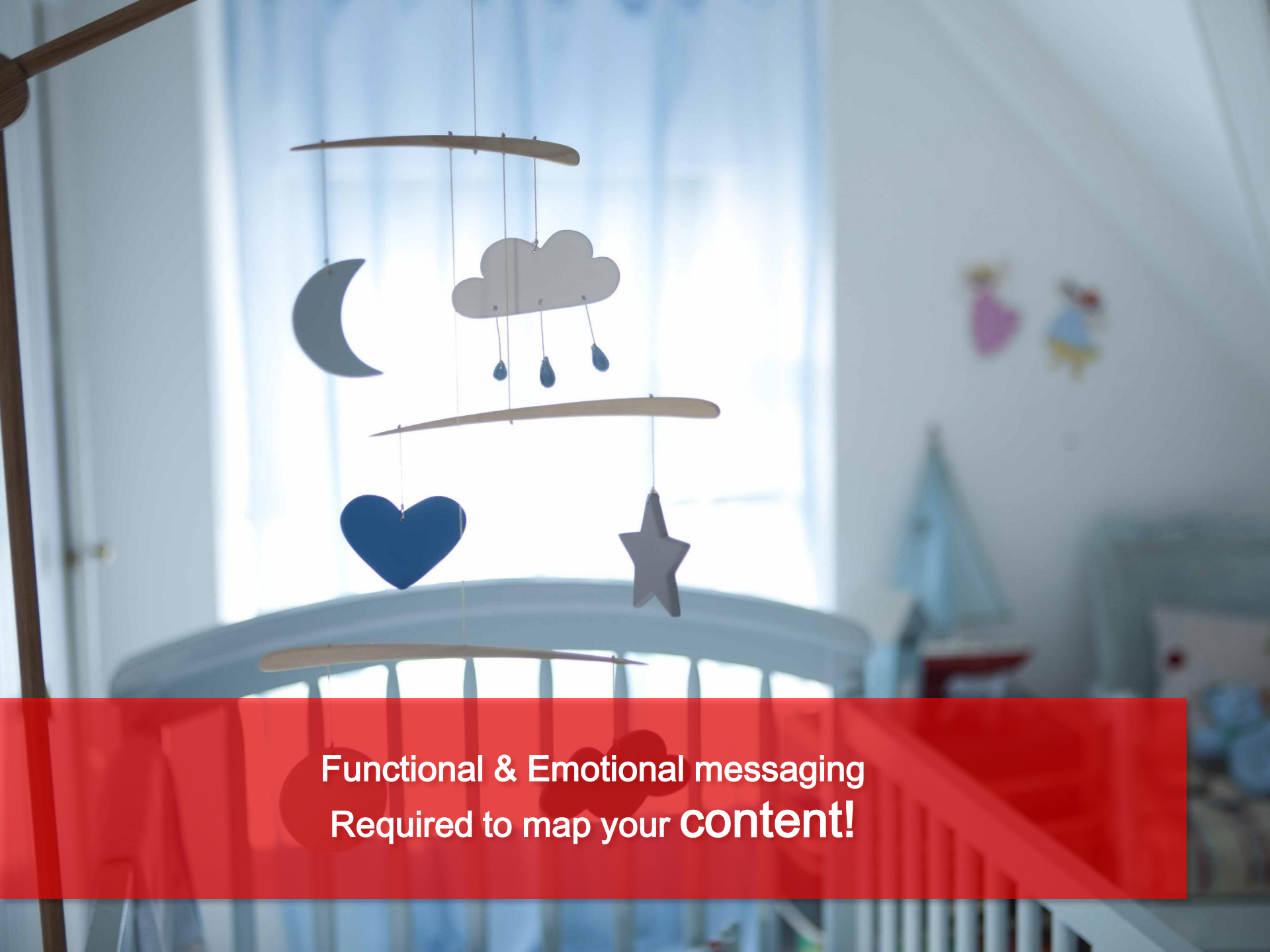
Rocking the cradle

A case study to watch:
Friso Mexico Success Story (Facebook for Business)

One global campaign, 5 strategic pillars

A great creative concept

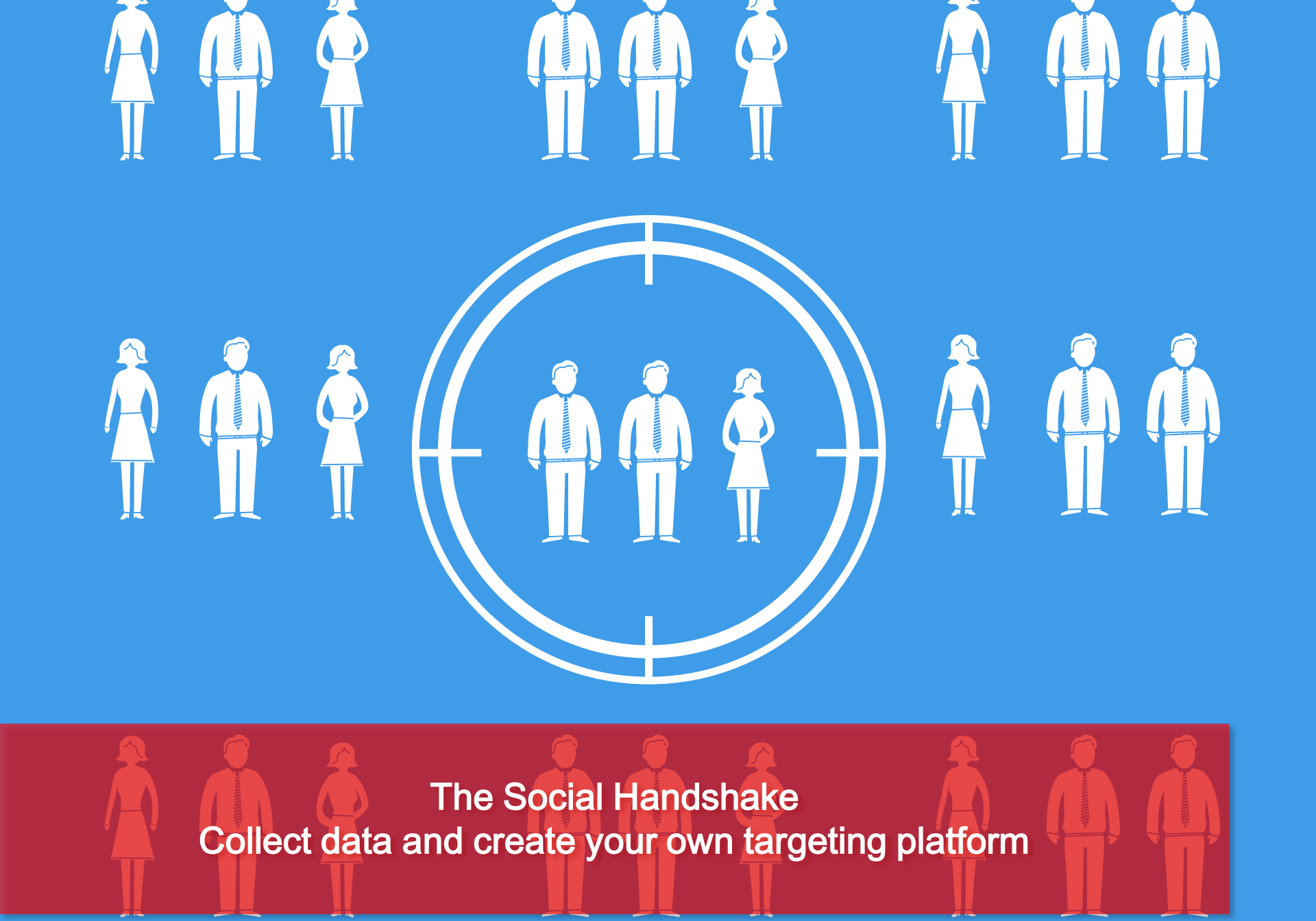
The best concept does not remind us of anything else
but from the moment we see it, we don’t forget it


Functional & Emotional messaging
Required to map your content!

Once upon a time...
Storytelling keeps the relation… alive

When creativity has a meaning, it helps your story roll

The Social Handshake
Create activations that make people introduce themselves to the brand


The Social Handshake
Collect data and create your own targeting platform

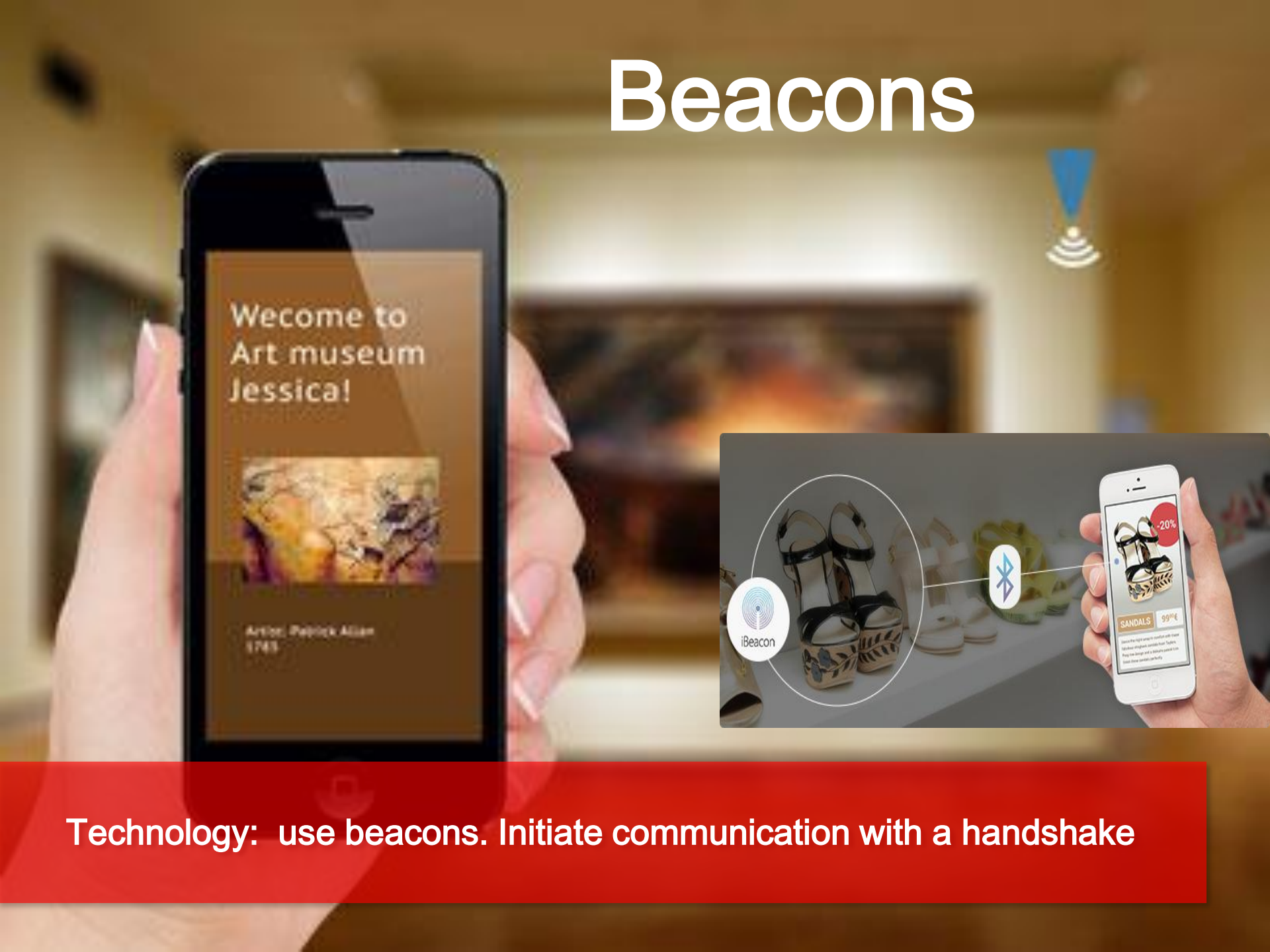
Advertise: complete the circle
Social Ads and Retargeting. Don’t let your customers go away

Stay in Sync with TV.
The next big thing is the correlation between TV and Social media

Loyalty programs : Help relationships last longer

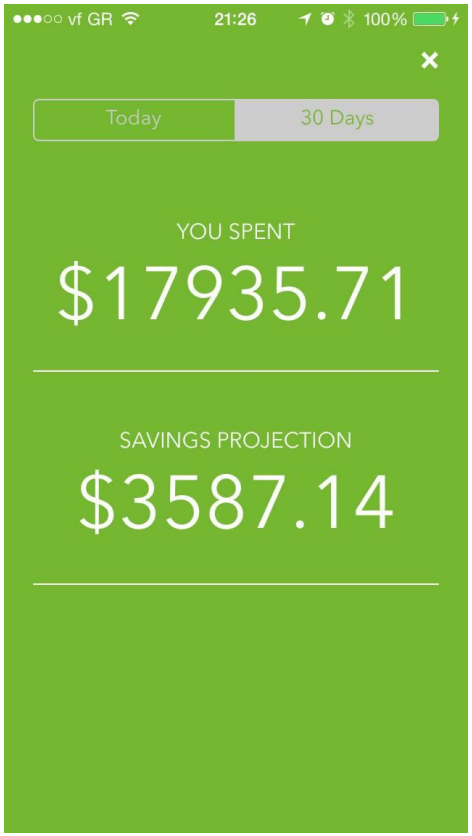
Ambassadors :
Let the consumers speak for you

Beacons



Technology: use beacons. Initiate communication with a handshake

BaaS is a Partner of Kuhcoon



Optimize Ads/Programmatic buying :
Use tools like Kuhcoon to increase conversions up to 20%

TOMORROW'S WINNING BRANDS

WILL BALANCE

PEOPLE, PLANET

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Thank you